

AM FM TELEVISION FACSIMILE

BROADCASTING

The Weekly Newsmagazine of Radio

1946 YEARBOOK NUMBER

To give you agencies and advertisers the most complete and dependable service in spot-broadcasting, Free & Peters maintains six offices, interconnected by teletype with each other and the stations we represent . . . staffed by the top men (and women) in the station-representation industry . . . fully equipped with data and reference libraries, systematic files, Dictaphones and every other facility for fast, accurate, effective work.

No, and that isn't window-trimming, either. F&P believes that what helps you helps spot-broadcasting—that what helps spot-broadcasting helps us. How about shooting us an assignment—now?



FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

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WOC	DAVENPORT
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Sutter 4353

HOLLYWOOD:
6334 Hollywood
Hollywood 2151

ATLANTA:
322 Palmer Bldg.
Main 5667

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IN BALTIMORE IT'S

W I T H

**The successful independent that delivers
more listeners-per-dollar-spent.**

W I T H

TOM TINSLEY, President

Represented Nationally by Headley-Rec

What is good Radio?

• The primary purpose of any sponsored radio show is to sell goods profitably.

It is true that the show should be good entertainment, in good taste, and in the public interest. But if it be all these things,

and fail to sell goods profitably, it isn't good radio.

The following network radio shows, produced by Young & Rubicam, sell goods profitably for the clients who sponsor them:

DAY	NETWORK	TIME	PROGRAM	SPONSOR
Sunday	CBS	6:00-6:30 p.m.	"The Adventures of Ozzie and Harriet"	International Silver Company
Sunday	CBS	6:30-7:00 p.m.	"The Baby Snooks Show" starring Fanny Brice	General Foods Corporation (Sanka Coffee)
Sunday	CBS	10:30-11:00 p.m.	"We, the People"	Gulf Oil Corporation
Monday	Mutual	8:30-9:00 p.m.	"The Adventures of Sherlock Holmes"	Petri Wines
Monday	CBS	8:30-8:55 p.m.	"The Joan Davis Show"	Lever Brothers Company (Swan Soap)
Tuesday	CBS	9:00-9:30 p.m.	"Inner Sanctum"	Thomas J. Lipton, Inc. (Tea and Soup)
Wednesday	NBC	9:00-9:30 p.m.	"The Eddie Cantor Show"	Bristol-Myers Company (Trushay and Ipana)
Wednesday	CBS	10:00-10:30 p.m.	"Great Moments in Music"	Celanese Corporation of America
Thursday	NBC	8:30-9:00 p.m.	"Dinah Shore's Open House"	General Foods Corporation (Birds-Eye Frosted Foods)
Friday	CBS	7:30-8:00 p.m.	"The Ginny Simms Show"	The Borden Company (Institutional)
Friday	CBS	8:00-8:30 p.m.	"The Aldrich Family"	General Foods Corporation (Grape-Nuts & Grape-Nuts Flakes)
Friday	NBC	8:30-9:00 p.m.	"Duffy's Tavern"	Bristol-Myers Company (Minit-Rub & Vitalis)
Friday	NBC	10:00-10:30 p.m.	"Mollé Mystery Theatre"	The Mollé Company (Mollé Brushless Shaving Cream)
Monday-Friday	CBS	11:30-11:45 a.m.	"A Woman's Life"	Lever Brothers Company (Swan Soap)
Monday-Friday	CBS	2:00-2:15 p.m.	"The Second Mrs. Burton"	General Foods Corporation (LaFrance & Satina)
Monday-Friday	CBS	4:00-4:25 p.m.	"The G-E House Party"	General Electric Company
Monday-Friday	ABC	4:45-5:00 p.m.	"Hop Harrigan"	General Foods Corporation (Grape-Nuts Flakes)
Monday-Friday	NBC	5:15-5:30 p.m.	"Portia Faces Life"	General Foods Corporation (Grape-Nuts and Grape-Nuts Wheat-Meal)
Monday-Friday	ABC Regional	5:00-5:25 p.m.	"What's Doing, Ladies?"	Hunt Brothers
Monday	WOR Regional	8:00-8:30 p.m.	"The Adventures of Bulldog Drummond"	The Borden Company (Horton's Ice Cream)

YOUNG & RUBICAM, Inc.

ADVERTISING

New York, Chicago, Detroit, San Francisco, Hollywood, Montreal, Toronto, Mexico City, London

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Telephone: MEtropolitan 1022

SOL TAISHOFF

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FRED FITZGERALD, Assoc. Yearbook Editor

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ADVERTISING: S. J. Paul, *New York Advertising Manager*; Patricia Foley.

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David Glickman, *Manager*; Marjorie Barmettler.

TORONTO BUREAU

417 Harbour Commission Bldg. ELgin 0775

James Montagnes, *Manager*.

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BBDO Newsletter

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

Advertising

NEW YORK • BOSTON • BUFFALO • CHICAGO • CLEVELAND • PITTSBURGH
MINNEAPOLIS • SAN FRANCISCO • HOLLYWOOD • LOS ANGELES • DETROIT



"NEWSY" COMMERCIALS as delivered by reporter George Hicks on United States Steel's new show, "Theatre Guild" help sustain audience interest, soothe dial twisters. Tune in next Sunday night at 10 (EST), the ABC network, for something special in the way of dramatic programs.



THE NEW WOODY HERMAN show is a radio treat you'll hear talked about. It's a quick-moving, musical half-hour featuring Frances Wayne. Off to a good start, Woody has named his most recent song "Wild Root" (for the sponsor of the same name). On ABC stations, 8 p.m. (EST), Saturdays.



RED BARBER of Ebbetts Field fame shows a new side of his radio personality in his role as emcee of the Schaefer Revue. Red keeps folks up to date on New York Town, has a new guest star for every show. On WEAF for Schaefer beer every Monday, Wednesday, and Friday evening at 7:30 (EST).

BROADCASTING • Telecasting



"DETECT AND COLLECT," radio's funniest quiz show, has a new sponsor. It's the B.F. Goodrich Company, which airs the show every Thursday at 9:30 p.m. (EST), the ABC network. Fred Uttal is emcee. Prizes are zanier than ever, ranging from 50 feet of sidewalk to a 250-lb. stuffed ostrich.

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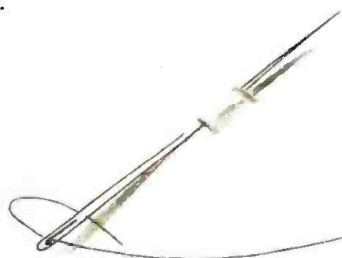


LIKE THE TAILOR fitting a suit, WLS program builders plan their programs to fit the needs of Midwest listeners. They know the WLS listening family and their requirements. In educational, spiritual and entertainment features, WLS serves the interests of a friendly, growing audience.

"School Time" brings progressive education to one million youngsters in 30,000 classrooms . . . Dr. John Holland, WLS staff pastor, gives daily inspiration to listening millions. There are the farm features: Art Page's Dinnerbell Time, radio's oldest farm service program; a quarter hour of farm news at 6 a.m. and again at 11:45; frequent daily market reports; and an evening quarter hour of rural service with different subjects from day to day: farming in other lands, questions and answers, livestock, new farm equipment, and similar information.

This combination of service, inspiration and entertainment is planned to fill a need, to fit the pattern of daily living in Midwest America. It's one of the reasons why *WLS Gets Results!*

tailored to fit



A Clear Channel Station

CHICAGO 7

The
**PRAIRIE
 FARMER
 STATION**
 BURRIDGE D. BUTLER
President
 GLENN SNYDER
Manager

50,000 watts, 890 KC, American Affiliate. Represented by JOHN BLAIR & COMPANY. Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK—KOY, Phoenix, ★ KTUC, Tucson ★ KSUN, Bisbee-Lowell-Douglas



molded by the market

PROGRAMS of The Arizona Network have won their tremendous local acceptance because they are molded to fit this rich, steady market . . . a market where 99% of the state's retail dollars are spent . . . rich because Arizona's net taxable income has increased more than 92% in four years . . . steady as indicated by a 73 million dollar increase in bank deposits the past year. * Response from the friends of KOY, Phoenix; KTUC, Tucson; and KSUN, Bisbee-Lowell-Douglas, has shaped the service, inspiration and entertainment that have gained listener-confidence. Like WLS, The Arizona Network offers programming designed to meet the needs of its listeners. That's why the people of Arizona like us. That's why sponsors like us. And that's why, just like WLS, The Arizona Network *Gets Results!*

The Arizona Network

ALL STATIONS AFFILIATED WITH CBS

KSUN
Bisbee-Lowell
Carl Morris, Manager
1230 Kilocycles
250 Watts



Al Johnson, Manager

KTUC
TUCSON
Lee Little, Manager
1400 Kilocycles
250 Watts

MANAGEMENT AFFILIATED WITH WLS, THE PRAIRIE FARMER STATION, CHICAGO—REPRESENTED BY JOHN BLAIR & COMPANY

FRED ALLEN
Standard Brands Incorporated

EDGAR BERGEN & CHARLIE McCARTHY
Standard Brands Incorporated

BREAKFAST CLUB
Swift & Company

BARRY FITZGERALD
P. Ballantine & Sons

BOB CROSBY
Ford, Mercury and Lincoln Dealers

FRESH-UP SHOW
7-UP Bottlers of America

HELEN HAYES
Textron Inc.

KRAFT MUSIC HALL
Kraft Foods Company

LUX RADIO THEATRE
Lever Brothers Co.

MY TRUE STORY
Libby, McNeill and Libby

NEWS WITH NED CALMER
The Parker Pen Co.

NEWS WITH BILL HENRY
Johns-Manville Corp.

ONE MAN'S FAMILY
Standard Brands Incorporated

RCA VICTOR SHOW
Radio Corporation of America

WILLIAM L. SHIRER
J. B. Williams Company

TENNESSEE JED
Ward Baking Company

... and successful program and
announcement campaigns for
29 advertisers over 450 stations
from coast to coast.

J. WALTER THOMPSON COMPANY

J. Walter Thompson Company maintains 23 offices throughout the world. . . . In North America: New York, Chicago, Detroit, San Francisco, Los Angeles, Hollywood, Seattle, Atlanta, Denver, Mexico City, Montreal, Toronto, Latin-American Division in New York. . . . In South America: Buenos Aires, Rio de Janeiro, São Paulo, Santiago. . . . In: London, Johannesburg, Capetown, Bombay, Calcutta, Sydney, Melbourne

GREAT NAMES IN RADIO

aired by N. W. Ayer



JIMMY DURANTE



GARRY MOORE

THE TELEPHONE HOUR

DONALD VOORHEES

and his Orchestra

with some of America's

finest stars of

the world of music



THE REXALL DRUG RADIO SHOW



THE ELECTRIC HOUR

NELSON EDDY

presents many famous

guest stars



HIRES SUNDAY EVENING PARTY

FELIX KNIGHT



LOUISE CARLYLE



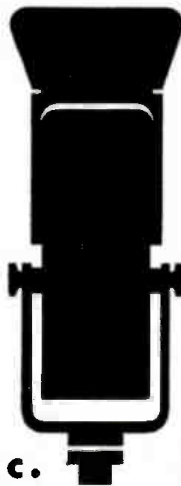
PHIL DAVIS

and his Orchestra



ROBERT ARMBRUSTER'S

Orchestra



N. W. AYER & SON, Inc.

PHILADELPHIA • NEW YORK • CHICAGO • DETROIT
SAN FRANCISCO • HOLLYWOOD • BOSTON • HONOLULU • LONDON

BROADCASTING • Telecasting

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FOR BETTER BROADCASTING AM OI

More and more broadcasters are turning to Western Electric for better broadcasting equipment. From microphones through amplifiers and transmitters to antenna coupling units—AM or FM—Western Electric has a complete line of products to serve the broadcasting industry.



AM TRANSMITTERS—A complete line from 250 watts to 50 KW for all AM broadcasting needs.



AUDIO FACILITIES — For all studio applications including standard console, remote, and special "custom" designed studio and master control equipment.



COMPONENTS — Many miscellaneous elements such as plugs, jacks, condensers, thermistors, relays and vacuum tubes to help you "roll your own."

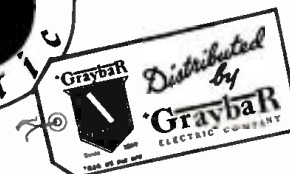


AMPLIFIERS — For pre-mixing, line, program and monitoring. A complete line to fulfill every requirement.

MICROPHONES—that will continue to set the standard for better broadcasting.



ANTENNA EQUIPMENT — including phasing, coupling, and monitoring equipment.



For deliveries, check your nearest Graybar house. Many items are carried in stock.

FM



FM TRANSMITTERS — A complete line of FM transmitters to meet the most exacting standards.

Western Electric

THE YANKEE

a Great NEW ENGLAND

DREAM
Friendly Acceptance
 is NO Dream
 NEW ENGLAND

As New England as "Main Street"

NEW ENGLAND BLINDFOLDED

ACCEPTANCE IS THE YANKEE NETWORK'S FOUNDATION

Yankee's "Good Neighbor" Policy
 Creates ACCEPTANCE

HIT ALL NEW ENGLAND WITH ONE STROKE

YOU can putter around trying a medium...

NEW ENGLAND'S RUGGED CHARM

Attracts 3,000,000 Spending Vacationists

- 23 STATIONS**
- | | |
|-----------------|-----------------|
| WNAC Boston | WHYN Holyoke |
| WEAN Providence | Springfield |
| WICC Bridgeport | WNLC New London |
| New Haven | WEIM Fitchburg |
| WAAB Worcester | Leominster |
| WCSH Portland | WLNH Laconia |
| WLLH Lowell | WRDO Augusta |
| WSAR Fall River | WCOU Lewiston |
| WLBZ Bangor | Auburn |
| WHTD Hartford | WHA1 Greenfield |
| WATR Waterbury | WSYB Rutland |
| (Conn.) | WHEB Portsmouth |
| WFEA Manchester | WDEV Waterbury |
| WBRK Pittsfield | (Vt.) |
| | WWSR St. Albans |
- Plus FM Stations
 WMTW Mt. Washington WGTR Mt. Paxton

Acceptance is THE YANKEE NETWORK'S Foundation

NETWORK

Institution!

"New England's Own"
The

YANKEE NETWORK

THE HOME TEAM
DRAWS THE
BIGGEST CROWD

MAIN LINE
to SALES.

From its earliest beginnings, the prestige of New England was founded on its institutions: the church, the town meeting, the schools. Later, when industrial growth brought New England to the fore, new institutions were evolved to further and protect its economy.

Today, YANKEE prides itself in being a member of this famous roster of institutions and, like them, is built on public confidence and accepted as a service typically New England.

New England is one of the nation's most concentrated markets. At the same time, it is the sum total of separate communities. Each of these communities is completely covered by one of YANKEE'S 23 hometown stations, reaching an established receptive audience and cooperative dealers.

In 1946 we pledge even greater acceptance built on the solid foundation of more than twenty years' success.



THE
Yankee Network
presents
"Report to the
wealth"

E
LAND RA

The
Yankee Network
presents
INTERNATIONAL
AIRPORT
INTERVIEWS



MON - WED

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

11 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

Represented Nationally by EDWARD PETRY & CO., INC.

Showmanship in Advertising

Among the many important accounts of Buchanan & Company, Inc., the following are listed for their important place in, and their relationship to, these major mediums of entertainment.

RADIO

The Eskimo Pie Corporation
Teen-timers, Inc.
The Texas Company
The Welch Grape Juice Company

MOTION PICTURES

G.C.F. (General Cinema Finance)
International Pictures, Inc.
Paramount Pictures Inc.
PRC Pictures, Inc.
United Artists Corporation

TELEVISION

Allen B. Du Mont Laboratories, Inc.



BUCHANAN & COMPANY, Inc.

Advertising

1501 BROADWAY, NEW YORK 18, N. Y.

CHICAGO • SAN FRANCISCO • LOS ANGELES • BEVERLY HILLS

PROVIDE . . .
coverage where
it counts ★

THE
NUNN
STATIONS

SELL
four important
markets ★



★ **WBIR**

John P. Hart, Mgr.
American Affiliate
Knoxville, Tenn.

4

**GOOD
BUYS**

★ **WLAP**

Miller A. Welch, Mgr.
American Affiliate
Lexington, Ky.

★ **KFDA**

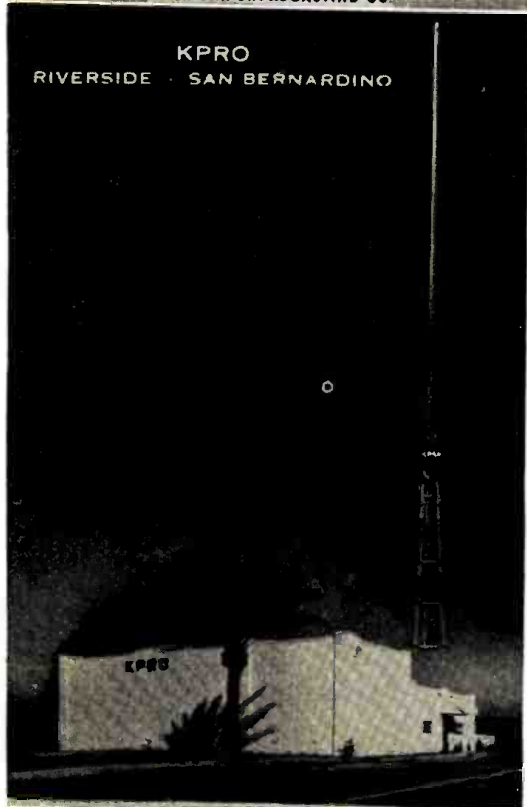
Howard P. Roberson, Mgr.
American Affiliate
Amarillo, Texas

★ **WCM1**

Joseph B. Matthews, Mgr.
CBS Affiliate
Ashland, Ky.
Huntington, W. Va.

THE NUNN STATIONS
Owned and Operated by GILMORE N. NUNN and J. LINDSAY NUNN

REPRESENTED BY JOHN E. PEARSON CO.



KPRO *Riverside & San Bernardino, Cal.*

1000 WATTS, FULL TIME.

POPULATION Primary Area, 1940 census, 584,321 within 0.5 MV contour—1946 estimate 649,826. Area embraces Riverside and San Bernardino Counties, together with the Easterly part of Los Angeles and Orange Counties, lying within KPRO's 0.5 MV area.

Other than KPRO there is only one advertising medium that covers the Valley of Paradise completely, viz., a 50 kilowatt outside station 60 miles away. Los Angeles is 60 miles from Riverside and San Bernardino, about the same distance as Milwaukee is from Chicago, or Baltimore is from Washington, D. C. Few advertisers try to cover Washington from Baltimore—likewise it is not profitable to try to cover this great agricultural region of Southern California from Los Angeles. The Valley of Paradise, heart of agricultural Southern California, is completely surrounded by high mountains—thus outside stations fade here the same as this station fades in Los Angeles.

SO, FOR COMPLETE COVERAGE OF OUR LARGE AGRICULTURAL VALLEY, INCLUDE KPRO IN YOUR NEXT ADVERTISING BUDGET

BUY KPRO in combination with KROP, Brawley, Cal.

For availabilities and market information consult KPRO's exclusive West Coast Representative. San Francisco, Calif., Duncan A. Scott Company, 627 Mills Bldg., Sutter 1393. Los Angeles, Calif., Duncan A. Scott Company, 408 Pershing Square Bldg., Michigan 0921. Agencies in other areas. Please write or wire KPRO direct.

KPRO - Riverside, Calif., Tel. 6290

∴

San Bernardino, 480 5th Street, Tel. 5157

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W B I G

means good broadcasting

**columbia affiliate
greensboro, n. c.
represented by hollingbery**



**SONOVOX puts entertainment
and dramatic interest into both
network and local **COMMERCIALS****

Everybody knows the terrific job that Sonovox—
"Talking and Singing Sound"—has done for many
big network and national-spot advertisers (the Life-
buoy foghorn, the Bromo-Seltzer talking train, the
Lone Ranger hoof-beats, etc.). But do you know that
dozens of arresting, *effective* Sonovox business-build-
ers are now available for blue-ribbon local and section-

al advertisers — at prices within easy reach?
● Hooperatings prove that Sonovox increases
Sponsor Identification an average of 44%. No
money you can spend for your clients will pay
higher dividends to them, to your agency, or to the
cause of radio advertising itself, than the dollars
you recommend for Talking and Singing Sound.

*STEPHEN
MACAMER*

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

FREE & PETERS, INC., Exclusive National Representatives



CHICAGO: 180 N. Michigan Franklin 6373
NEW YORK: 444 Madison Ave. Plaza 5-4130
DETROIT: 645 Griswold St. Cadillac 1880
SAN FRANCISCO: 111 Sutter Sutter 4353
HOLLYWOOD: 6331 Hollywood Hollywood 2151
ATLANTA: 322 Palmer Bldg. Main 5667

BROADCASTING

TELECASTING

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Analysis of Broadcast Advertising In 1945

BROADCAST advertising in 1945 continued to reflect the unprecedentedly high level of national income and employment which was maintained throughout the country in spite of cut-backs and reconversion. Total net time sales amounted to an estimated \$310,450,000, the highest figure yet to be attained by the medium. The relative gain in net time sales during 1945, however, was less than during the preceding year. Revenues from the sale of time increased 7.3% over the 1944 level as compared to a 26.8% gain in the 1943-1944 period and a 19.6% rise during the period 1932-1943.

Net time sales represent gross billings less frequency and promotional discounts and therefore comprise the gross receipts of the medium from the sale of time. These receipts are before the deduction of agency commissions which are considered an expense of sales.

Receipts from the sale of talent and similar sources are difficult to estimate on a sample basis. However, these might amount to \$18,000,000 or thereabouts for 1945, bringing the grand total of radio's gross revenues to approximately \$330,000,000. To this should be added about \$55,000,000 spent by advertisers for talent and programs on their own account. With this sum included, 1945 expenditures for radio advertising amounted to approximately \$385,000,000.

Trends Within Medium

The 1945 percentage increase in net time sales was materially less for all portions of the medium than in either of the two preceding years. National network volume rose but 4.3% during the year as compared to increases of 24% and 19% in 1944 and 1943 respectively. Network estimates are on the basis of gross receipts less certain duplications in network payments to stations as usually reported on the final FCC reports for a given year.

National and regional non-network time sales (national spot business) increased 10.5% in 1945. This is the smallest relative in-

Class of business	1944 ¹	% Total	1945 (Estimated)	% Total
National network.....	\$124,680,747	48.1	\$180,000,000	42.1
Regional network.....	8,150,850	2.2	9,750,000	2.2
National & regional non-network.....	78,312,899	25.4	81,000,000	26.0
Local.....	84,960,347	29.3	92,700,000	29.7
Total net time sales.....	\$289,104,643	100.0	\$310,450,000	100.0

¹ Source 1944 data: FCC reports.

crease since 1942 when advertising of this type rose 8.1%. National spot volume gained approximately 26% in 1944 as compared to the preceding year and rose 16.4% in 1943.

Local broadcast advertising volume gained 9.0% in 1945. This was the smallest increase in several years, the 1944 increase in local volume having been 29% and the 1943 gain 18%. However, local business has managed to retain much of the momentum which it built up during the major portion of the war period.

Radio net time sales for 1935 to 1945, inclusive, are presented in Table II.

Year	National network	Regional network	National & regional non-network	Local	Total
1935.....	\$39,737,867 ¹ ¹	\$13,805,200	\$26,074,476	\$79,617,543
1936.....	56,192,396	2,854,047	23,117,136	35,745,394	117,908,973
1937.....	58,612,925 ²	28,109,185	32,657,349	117,379,469
1938.....	62,621,689	30,030,563	37,315,774	129,968,026
1940.....	71,919,428	1,869,583	37,140,444	44,756,792	155,686,247
1941.....	79,621,534	2,752,078	45,881,959	51,697,651	179,753,217
1942.....	84,383,571	2,631,788	51,059,159	53,898,916	191,973,434
1943.....	100,051,718	4,593,967	59,352,170	64,104,309	228,102,164
1944.....	124,680,747	6,150,656	73,312,899	84,960,347	289,104,643
1945 (Estimated).....	130,000,000	6,750,000	81,000,000	92,700,000	310,450,000

Source: 1935 Census of Business; 1937-1943, FCC Reports.
¹ National and regional networks combined.
² No data available.

EDITOR'S NOTE: Net time sales estimates have been based primarily on information for representative stations, together with data secured for certain networks. Statistical methods employed have been those developed and applied by BROADCASTING with marked accuracy for more than 10 years.

to 25%. Trends in the placement of national spot volume continue to reflect the approaching saturation of major stations, the rise in income in farm areas and the new economic importance attained by some smaller communities during the war.

With the exception of the 50 kw unlimited group, where local broadcast advertising revenues seem to have risen about 14%, gains in this class of business have been fairly even throughout all classes of stations and have followed closely the national average of 9.0%.

Comparison with Other Media

General economic conditions continued to be so abnormal in 1945 that comparison between media were of little significance. Paper

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. 1, 1943.....	917
Jan. 1, 1944.....	912
Jan. 1, 1945.....	943
Jan. 1, 1946.....	†1,004

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

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

† 799 stations affiliated with 5 major networks as follows: ABC—195; ABS—22; CBS—147; MBS—280; NBC—155. (Source: Networks)

RETAIL RADIO SALES IN THE UNITED STATES, 1922-1945

(Compiled for the 1946 BROADCASTING YEARBOOK by O. H. Caldwell, Editor of "Radio & Television Retailing")

	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	2,600,000		1,400,000
1923	550,000	15,000,000	4,000,000	12,000,000			136,000,000	1,000,000		1,100,000
1924	1,500,000	40,000,000	12,000,000	36,000,000			358,000,000	2,500,000		3,000,000
1925	2,500,000	65,000,000	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		5,700,000
1927	1,350,000	168,000,000	41,200,000	67,300,000			425,600,000	6,500,000		7,000,000
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			496,432,000	12,048,762		13,000,000
1931	3,420,000	225,000,000	53,000,000	69,550,000	108,000	\$3,000,000	300,000,000	14,000,000	100,000	15,000,000
1932	3,000,000	140,000,000	44,300,000	46,750,000	143,000	7,150,000	200,000,000	16,809,562	250,000	18,000,000
1933	3,806,000	180,500,000	59,000,000	49,000,000	724,000	29,598,000	300,000,000	20,402,869	500,000	22,000,000
1934	4,084,000	214,500,000	58,000,000	36,600,000	780,000	28,000,000	285,000,000	21,456,000	1,250,000	26,000,000
1935	6,026,800	830,192,480	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	33,000,000
1937	8,064,780	450,000,000	91,000,000	85,000,000	1,750,000	87,500,000	537,000,000	26,666,500	5,000,000	37,600,000
1938	6,000,000	210,000,000	75,000,000	93,000,000	800,000	32,000,000	350,000,000	28,000,000	6,000,000	40,800,000
1939	10,500,000	354,000,000	91,000,000	114,000,000	1,200,000	48,000,000	375,000,000	28,700,000	6,500,000	45,300,000
1940	11,800,000	450,000,000	115,000,000	115,000,000	1,700,000	60,000,000	584,000,000	29,200,000	7,500,000	51,000,000
1941	13,000,000	450,000,000	130,000,000	143,000,000	2,000,000	70,000,000	510,000,000	25,700,000	8,500,000	56,000,000
1942	4,400,000	154,000,000	87,700,000	94,000,000	350,000	12,250,000	360,000,000	30,800,000	8,750,000	59,340,000
1943	3,700,000	24,000,000	17,000,000	19,000,000			60,000,000	432,500,000	8,000,000	57,000,000
1944			22,000,000	25,000,000			70,000,000	33,100,000	7,000,000	55,000,000
1945	500,000	20,000,000	30,000,000	35,000,000			105,000,000	34,000,000	6,000,000	56,000,000

¹ Includes home-built sets.
² Figures for sets include value of tubes in receivers. Totals include exports. In normal years, replacement tubes have run from 25% to 40% of total tube sales. All figures are at retail value.
³ Based on Survey of Consumer Requirements, made at the request of the War Production Board Office of Civilian Requirements by the Bureau of the Census, U. S. Dept. of Commerce, Dec. 1943 (Broadcasting, Dec. 20, 1943). Estimate of 700,000 sets sold includes 350,000 new and 350,000 used sets.
⁴ Based on WFB Survey of Consumer Requirements (Broadcasting, Dec. 20, 1943).
⁵ Based on NAB estimate which includes homes possessing a usable radio set in any condition either working or temporarily not working because of missing tube or other part.

shortages still plagued newspapers and magazines. The pressure of demand for advertising space and time upon the more desirable units of all media undoubtedly continued to force an expansion of advertising into units which normally would be less sought after by agencies and advertisers; and this served further to distort the situation.

Newspaper advertising increased 2.2% according to Media Records 52-city report. Greatest gains in newspaper volume were a rise of 20.3% in financial lineage and a 10.1% increase in automotive lineage. Total display lineage gained 1.8% and retail volume rose 2.3%. General (product) advertising dropped off 2.0%.

Magazine advertising increased in the neighborhood of 12% while farm paper advertising rose more than 8%. Publishers Information Bureau's magazine gross billings totalled \$308,711,446 as compared to national network gross billings of \$190,747,628 and a total national radio volume of about \$304,000,000.

Radio Gross Billings

Estimated gross billings for radio advertising time during 1945 were approximately \$411,547,628. Gross billings represent radio advertising volume at the one-time card rate and therefore are of limited value in comparing radio advertising volume with other media. Discount structures vary greatly from medium to medium and comparisons of gross billings by no means accurately reflect media positions or trends.

TABLE III

Class of Business	Estimated gross billings
National network	\$190,747,628 ¹
Regional network	8,200,000
National & regional non-network	103,000,000
Local	109,600,000
Total estimated gross billings	\$411,547,628

¹ Publishers' Information Bureau.

Estimated gross billings for broadcasting networks and stations are set forth in Tables III and IV.

TABLE IV

Estimated Radio Gross Billings: 1927-1945

Year	National network	Others	Total
1927	\$3,833	\$987	\$4,820
1928	10,227	3,873	14,100
1929	19,196	7,604	26,800
1930	27,694	12,806	40,500
1931	37,502	18,498	56,000
1932	39,107	22,798	61,900
1933	31,516	25,484	57,000
1934	42,659	30,228	72,887
1935	49,315	35,209	84,524
1936	59,671	47,880	107,551
1937	68,828	75,314	144,142
1938	71,728	78,390	150,118
1939	88,114	88,000	176,114
1940	96,456	111,500	207,956
1941	106,900	130,700	237,600
1942	118,200	136,600	254,800
1943	151,791	155,400	307,191
1944	190,677	201,200	391,877
1945	199,580	220,800	420,380

Network Advertising by Class of Product

Network gross billings, according to Publishers' Information Bureau reports, presented confusing tendencies during 1945. Gross billings remained comparatively unchanged, losses and gains among various product groups offsetting each other. It should be remembered in connection with national network gross billings that cancellations of commercial broadcasts due to the death of President Roosevelt, V-E Day and V-J Day undoubtedly depressed overall figures.

Automotive and accessory advertising over national networks declined 8.8% as compared to 1944. The decline in gross billings occurred in both the passenger car and the tire and accessory fields. Building material sponsorship decreased 28.3% during the year largely due to a decline of approximately \$1,500,000 in the advertising of construction materials.

Cigarette and tobacco advertising over networks decreased 16.2% during the year. Clothing advertising, on the other hand, gained 37.9%

due almost entirely to a more than \$1,000,000 increase in the dry goods category.

By far the most important increase in national network volume during 1945 was in the drug and toilet goods field. Gross billings in this category increased 11.8%, or nearly \$6,000,000 as compared to 1944. Increased cosmetic and toilet goods advertising was responsible for nearly all the increase. Dentifrice advertising declined slightly and proprietary medicine volume remained comparatively unchanged.

Soft drink and confectionery network volume decreased 8.8% during the year due almost entirely to a decline in soft drink volume. Financial and insurance advertising increased 43.1% as against the preceding year. However, it constituted but 1.5% of total network volume.

Food advertising, representing 22.2% of network volume as compared to 31.2% for cosmetics and drugs, remained comparatively unchanged from 1944 levels. Gross billings in this field decreased 0.7%. Garden supplies volume rose

nearly three-fold as compared to the preceding year while household equipment and furnishings advertising increased 76.0%—due to a marked rise in the advertising of power equipment, refrigerators and kitchen equipment. Network advertising of jewelry and silverware rose 4.1%.

Gasoline and lubricating oil volume dropped 5.8% from 1944 levels while farm machinery advertising rose 14.5%. Paint advertising experienced one of the most important declines in the entire network field, dropping off 58.2% from its 1944 level. Radio set advertising decreased 10.7%; shoe advertising 39.3%; and sporting goods volume (a minor factor in the field) 85.5%.

Network sponsorship by publishers and stationary manufacturers rose 35.8% during the year, gains being divided comparatively evenly between the two sub-classifications.

Travel advertising increased 52.5% as compared to 1944 while the advertising of beers and wines dropped off 14.7%. Volume of the "miscellaneous" category decreased 40.5% as compared to 1944. A sig-

TABLE V
National Network Gross Billings by Product Groups
1944-1945

Product Group	Gross billings 1944	% total	Gross billings 1945	% total
1. Automobile & accessories	\$9,554,665	5.0	\$8,706,174	4.5
2. Building materials	3,115,404	1.7	2,238,670	1.3
3. Cigars, cigarettes & tobacco	19,363,196	10.1	16,236,654	8.5
4. Clothing & drygoods	1,342,202	0.7	1,849,662	0.9
5. Confectionery & soft drinks	10,281,200	5.4	9,398,966	4.9
6. Drugs & toilet goods	53,236,498	27.9	59,494,408	31.2
7. Financial & insurance	2,109,901	1.1	3,004,765	1.5
8. Food & food beverages	42,567,410	22.4	42,299,048	22.2
9. Garden & field	19,112		51,530	
10. Household & furnishings	2,391,824	1.3	4,206,722	2.2
11. Jewelry & silverware	1,380,692	0.8	1,435,808	0.7
12. Lubricants, fuel, etc.	7,652,746	4.0	7,206,009	3.8
13. Machinery, farm equipment, etc.	767,642	0.4	878,276	0.4
14. Paints & hardware	1,083,148	0.6	451,893	0.2
15. Radios, phonographs, etc.	3,743,882	1.9	8,341,958	1.7
16. Shoes & leather goods	515,916	0.2	813,235	0.2
17. Laundry soaps & household supplies	12,280,425	6.4	13,698,374	7.3
18. Sporting goods	656,040	0.3	94,916	
19. Stationery & publishers	5,248,874	2.7	6,940,042	3.7
20. Travel & hotels	389,631	0.2	518,330	0.3
21. Beer & wines	2,699,168	1.4	2,302,803	1.3
22. Miscellaneous	10,347,496	5.5	6,185,654	3.2
Total	\$190,677,076	100.0	\$190,747,628	100.0



Hildegarde

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Skelton*

Sigmund Romberg

*Art
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Home-Towners

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**STARS THAT SHINE
FOR OUR CLIENTS...**

RED SKELTON for The Brown & Williamson Tobacco Corporation.

HILDEGARDE in The RALEIGH ROOM for The Brown & Williamson Tobacco Corporation.

SIGMUND ROMBERG conducting AN EVENING WITH ROMBERG for The Brown & Williamson Tobacco Corporation.

ART LINKLETTER emcee of PEOPLE ARE FUNNY for The Brown & Williamson Tobacco Corporation.

HOME-TOWNERS stars of REVELLE ROUND-UP for The Grove Laboratories, Inc.

CARMEN CAVALLARO and MAX HILL on the SHEAFFER PARADE for W. A. Sheaffer Pen Company.

RUSSEL M. SEEDS CO.
Palmolive Building
CHICAGO, ILLINOIS

nificant portion of this decrease was accounted for by the almost complete elimination in 1945 of the \$1,531,000 amusement billings experienced in 1944. The absence of political advertising in 1945, however, was responsible for the major portion of the decline.

FM and Television

With the passing of the war two new portions of the radio structure are poised to take their place among advertising media. FM and television. Some amount of commercial time already has been sold both in FM and television by a few stations. However, the dollar volume has been inconsequential and has represented but a minute fraction of the costs involved in establishing these new services.

Radio Advertising During War

The year 1946 ushers in a new period in broadcast advertising. The war is over. Competition between media will soon be resumed on a reasonably normal basis. All media fields probably will witness marked efforts at expansion. The radio medium will have its own problems and opportunities in the development of FM and television.

Because in a sense 1946 will be a "threshold" year, a review of the experience of the radio medium during the war will be of particular interest. Some comparisons can be made for the full period 1939-1945. In other instances limitations of the sampling method restrict data to 1939-1944 for which FCC data are available. However, even here trends have been sufficiently clear-cut to be highly significant.

Broadcast advertising enjoyed its greatest period of relative growth—other than the early pioneering years—during the war. Total net time sales increased 139.7% from 1939 to 1945—from \$129,968,026 to \$310,450,000. Compared to this rate of increase, net time sales had risen slightly more than 95% from 1935 to 1940. (See Table II).

National and regional non-network advertising continued the strong upward trend evident in this portion of the medium since 1934. The increase in national spot business from 1939 to 1945 was 173.1%—the largest relative gain registered by any portion of the medium. This rate of growth is slightly

Class of business	1939	1945 (Estimated)	% increase
National network	\$62,621,689	\$180,000,000	109.1
Regional network	439,559	6,750,000	173.1
National & regional non-network	30,080,563	31,000,000	145.9
Local	37,315,774	92,700,000	145.9
Total net time sales	\$129,968,026	\$310,450,000	139.7

¹ Data not available.

Major census area	1939 (000's omitted)	1944 (000's omitted)	% increase
New England	\$5,888	\$13,129	122.9
Middle Atlantic	18,977	34,322	80.8
South Atlantic	8,866	26,550	199.5
East North Central	20,881	39,763	90.4
West North Central	10,831	23,275	114.9
East South Central	4,357	11,438	162.5
West South Central	6,832	18,439	169.9
Mountain	3,298	7,345	122.7
Pacific	10,060	18,656	85.4
United States	\$88,991	\$192,926	116.8

Class of Station	Net time sales		% increase
	1939	1944	
Clear channel:			
50 kw unlimited	\$819,853	\$1,281,217	56.2
50 kw part-time	439,559	802,017	82.2
5-25 kw unlimited	238,881	449,611	87.3
5-25 kw part-time	125,479	372,019	196.0
Regional:			
Unlimited	182,225	321,196	76.5
Part-time	94,088	168,576	74.0
Local:			
Unlimited	56,229	93,567	67.1
Part-time	45,280	66,645	48.1

higher than for the period 1935-1940, when it was 169.1%.

Local broadcast advertising increased 145.9% during the years in which the American economy was affected by the war—1939 to 1945. Local volume lagged behind the medium's average during 1941 and 1942, but spurred ahead after that to make some of the most important gains it has experienced thus far. *Net time sales* to local advertisers, in contrast to the war period, increased but 72.1% from 1935 to 1940.

The general rise in purchasing power, increased retail use of radio, paper restrictions, the marked rise in farm income, and the growth of war towns undoubtedly all helped in the marked rise of national spot and local volume.

National network advertising experienced the smallest relative gain during the 1939-1945 period—109.2%. The increase in network net time sales from 1935 to 1940

was 84.8%.

For the past ten years national network volume, while remaining the largest single item in the medium's net time sales, has been comprising a continually decreasing proportion of the total. In 1935 national network business accounted for 49.9% of *net time sales*; in 1939 for 47.4%; and in 1945 for 42.1%. The slightly declining role of network revenues bears out the trend toward an ever broader distribution of the radio advertising dollar noted in earlier analyses. (See the 1944 and 1942 BROADCASTING YEARBOOKS.)

Further indication of the increasing diffusion of the radio advertising dollar is to be found in an examination of the growth of *station broadcast revenues* in various parts of the country (Table VII), among classes of stations (Table VIII) and by size of city (Table IX).

It will be noted from Table VII that the greatest increases in station broadcast revenues during the period 1939-1944 came in those areas in which the wartime expansion of economic activity and population were greatest: South Atlantic States, 199.5%; East South Central States, 162.5%; West South Central States, 169.9%. The single exception was the Pacific Coast area where, for a number of years, radio advertising has been so highly developed that a limit has existed on further relative growth in dollar volume.

It is interesting to note that the relative growth of station broadcast revenues in various major areas of the country during the war followed very closely the pattern of development of the six preceding years—1935-1941. This was true except for a certain degree of acceleration in the South due to war industries and Army camps.

A significant portion of the rise in station broadcast revenues noted in Table VII (116.8%) was due to the rapid increase in the number of stations in operation during the early war years. Whereas on January 1, 1939, there were 764 stations, by January 1, 1945, the number had increased to 943 stations—an increase of 179 stations or 23%.

This fact helps to explain why the average revenues for various classes of stations rose to a lesser degree than did the revenues for all stations (See Table VIII).

Examination of average revenues for various classes of stations indicate a further dispersion of the radio advertising dollar throughout the medium (See Table VIII). The greatest relative increase in station broadcast revenues came in the lower powered and part-time categories of the clear channel class.

Average station revenues of the 50 kw class experienced the smallest percentage growth of any major station group—56.2% as compared to 76.5% for regional and 67.1% for local unlimited stations. In general, there was a greater relative growth in revenues on the part of the smaller stations. Local stations in particular have improved their situation as compared to earlier years. During the 1937-1940 period average local unlimited station

TABLE IX
Average Station Broadcast Revenues by Size of City 1939 & 1944
(Revenues in 000's)

Class of Station	SIZE OF CITY ¹																				
	1,000,000 & over			250,000-1,000,000			100,000-250,000			50,000-100,000			25,000-50,000			10,000-25,000			Under 10,000		
	1939	1944	% In-crease	1939	1944	% In-crease	1939	1944	% In-crease	1939	1944	% In-crease	1939	1944	% In-crease	1939	1944	% In-crease	1939	1944	% In-crease
Clear channel:																					
50 kw unlimited	\$1,026	\$1,784	73	\$668	\$1,043	56	\$520	\$784	50	\$539	\$342	(35)	..	\$411
50 kw part-time	499	1,293	59	479	839	75	282	579	105	96	213	518	140	131
5-25 kw unlimited	330	614	86	276	354	28	186	366	96
5-25 kw part-time	66	574	769	..	189	..	176
Regional:																					
Unlimited	324	580	76	226	422	86	153	264	72	110	221	100	76	147	93	62	105	69	72	171	137
Limited & daytime ²	180	217	21	151	181	19	69	75	9	37	222	600	..	99	102	33	79	139	44	58	32
Part-time	116	74	62	79	49	43	86
Local:																					
Unlimited	99	169	70	79	183	32	63	135	114	54	113	109	43	83	93	41	50	22	40	33	(20)
Part-time	48	73	52	61	33	46	35	(24)	34	43	27	27	20	(26)

¹ Metropolitan district used in classifying communities over 100,000 population.

² Limited hours, daytime only, and part-time all classed as part-time for 1944; to this extent, the percentage increase will not be precise but will still be useful as a demonstrator of trends since the distortion due to classification is not considered serious.

(.) Indicates decrease.

revenues increased but 5.1% as compared to a 16.1% rise for regional unlimited stations.

The small number of stations in some of the minor categories set forth in Table IX make it advisable to confine analysis mainly to the unlimited time classifications. During the period 1939-1944 there was a general tendency for broadcast revenues to rise to a greater relative degree in the smaller communities as far as regional and local stations were concerned. This tendency has been particularly pronounced in the regional station group. The same pattern is present, at least roughly, until towns under 10,000 population are reached. The decline in average revenues among rural stations in towns of this size may be due to one or both of two reasons: (1) the stations may be located in markets which could not possibly support them or (2) it may be impossible for a station to survive in a market of this size unless it has the power and frequency necessary to cover adequately the adjoining rural areas.

Network Volume During War

National network gross billings increased 129.5% during the period 1939-1945. Much more important was the constantly widening product sponsorship of network advertising (See table, page 28). Building materials; clothing and dry goods; household and house-furnishings; stationery and publishers; jewelry and silverware; and beer and wines advertising over national networks increased by leaps and bounds as compared to the gross billings of product

groups such as cigarettes, food and drugs, and cosmetics which had constituted the backbone of network volume for many years.

In spite of this pronounced trend toward wider sponsorship of network advertising, the most significant gains in dollar volume were registered by the older, established product groups. The largest single increase in dollar volume—approximately \$17,800,000—came in the food group. Confectionery and soft drink volume and drug and toilet goods advertising increased about \$7,000,000 each. Automotive advertising increased nearly \$5,500,000; cigarette and tobacco volume, \$4,500,000, and soap and kitchen supply billings, \$4,000,000.

What Future Holds

There is no place for "crystal-ball" gazing in a statistical analysis of this type. However, it may be well to list the forces which will be at work in 1946, for they well may set the stage for several years to come.

Much will depend upon the labor situation, the degree of production which can really be gotten under way, and the success of such controls on inflation as the Government may be able to continue or impose. With the seeming solution of many major labor difficulties, national income in 1946 should be able to maintain itself at somewhere near 1943 or 1944 levels and employment should be generally satisfactory—assuming that wage increases do not bring significant or serious price increases. This is the optimistic possibility.

There also are some pessimistic possibilities. Should wage increases won by strikes or otherwise result in important price increases, an inflationary spiral could easily be set in force which could be even more serious than our folly after World War I and which could materially upset all normal economic relationships.

This inflationary cycle could be made far worse if it were accompanied by two other developments: (1) a continued or increasing shortage of goods for some months (due to strikes or other causes) which would increase the inflationary pressure of accumulated income and (2) an impairment of the OPA price control machinery.

If these possibilities were to develop, a considerable body of expert opinion expects a short, sharp inflation—one or two years—followed by a collapse which might be reminiscent of 1920.

How this may affect radio advertising volume is anyone's guess. Continued stoppage of industry because of labor difficulties would act as a deterrent on advertising volume. Nevertheless it should not be too serious a deterrent for radio in particular, because so much of broadcast advertising volume arises from types of business that in the main are only indirectly affected by strikes—packaged food, drugs and cosmetics, beverages, etc.

Inflation should constitute a temporary stimulus to advertising, radio included. However, radio would probably suffer almost equally with other media in the ensuing debacle.

Even more important are the forces which will be set in motion

in 1946 as FM and television begin to get under way.

FM will bring many new stations—perhaps a thousand or so the first two years and a much greater number over the decade. Logically, this development should result in a vastly improved broadcasting structure especially if FM is combined with wide area coverage on clear channels. More networks also should result from such a development.

More stations and more networks should result in more advertising volume as a whole. However, since there is a definite ceiling on the radio audience, individual station and network revenues should rise by a much smaller percentage than this industry total. Indeed, declines in average station revenues could occur if the physical facilities of the medium expanded more rapidly than did their economic support. The answer to these questions can only come from the future.

Television also will provide new opportunities for radio advertising and new competition for sound broadcasting. It is useless to speculate upon the probabilities in this field at so early a date.

One thing is certain. Operating costs for the medium as a whole will tend to rise much more rapidly than revenues due to the financial burden involved in developing and establishing radio's new services. This is the normal price of progress. Bearing it will place increased emphasis upon imaginative and aggressive programming to secure and hold station audiences; upon skillful management; and upon location of stations in markets which can sustain these costs.

Sherman & Marquette, Inc.

ADVERTISING



CHICAGO • NEW YORK • HOLLYWOOD

IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT



FORT INDUSTRY STATIONS

WSPD
5,000 Watts and NBC
TOLEDO, OHIO

WAGA
5,000 Watts and A-B-C
ATLANTA, GA.

WWVA
50,000 Watts and A-B-C
WHEELING, WEST VA.

WMMN
5,000 Watts and Columbia
FAIRMONT, WEST VA.

WLOK
250 Watts and NBC
LIMA, OHIO

WHIZ
250 Watts and NBC
ZANESVILLE, OHIO

WGBS
10,000 Watts and A-B-C
MIAMI, FLA.

KEEP PACE WITH PACIFIC PROGRESS

KGW serves the productive, progressive Northwest. More than a million people in KGW's "listening area" look to Portland as their trade, cultural, and economic center. As transportation, industrial, shipping and commercial heart of the Pacific Northwest, Portland is the hub of a vast area embracing all of Oregon, and Southern Washington, Idaho and parts of Montana.

Expertly and adequately interpreting, analyzing, and reporting trends, emphasizing public service, taking the lead in the best in radio in every classification, KGW moves forward with the Northwest as it has for the past 24 years.

● Oregon is the largest timber-producing state in the nation ● The Northwest contains one-fourth of the total developed and potential hydro-electric power of the United States ● Portland ranks second in volume of shipping tonnage handled on the coast, is center of the meat-packing industry of the Northwest, and is the nation's second largest wool-shipping city.

KGW... RADIO'S MAINLINE TO NORTHWEST MARKETS

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON



REPRESENTED NATIONALLY
BY EDWARD PETRY & CO., INC.

National Networks' Gross Monthly Time Sales, 1927-1945

Year and Month 1927	ABC (Blue)*	CBS	MBS†	NBC
January				\$270,949
February				252,195
March				316,158
April				273,209
May				257,981
June				241,930
July				228,666
August				195,143
September				264,725
October				368,111
November				491,711
December		\$72,500		599,232
Total		\$72,500		\$3,760,010

1928				
January	*	92,736	†	\$651,015
February		99,837		626,176
March		98,492		726,787
April		138,891		674,364
May		84,280		701,029
June		78,400		609,566
July		72,800		575,333
August		89,600		596,200
September		119,336		680,740
October		158,368		1,101,411
November		200,032		964,864
December		214,536		892,858
Total		\$1,447,308		\$8,780,333

1929				
January	*	\$274,324	†	\$1,004,874
February		322,355		1,074,834
March		400,872		1,240,102
April		407,695		1,173,922
May		400,537		1,192,930
June		319,413		1,014,861
July		322,171		1,014,037
August		325,040		1,029,950
September		395,290		1,234,196
October		503,758		1,483,284
November		535,355		1,413,961
December		679,176		1,433,931
Total		\$4,785,981		\$14,310,382

1930				
January	*	\$644,685	†	\$1,418,979
February		592,943		1,347,847
March		726,093		1,652,629
April		705,442		1,574,523
May		642,782		1,731,409
June		592,248		1,509,224
July		431,423		1,692,680
August		392,673		1,612,284
September		535,760		1,648,581
October		792,833		1,972,414
November		775,394		1,890,532
December		772,922		2,037,785
Total		\$7,605,203		\$20,088,887

1931				
January	*	\$692,114	†	\$2,026,860
February		750,621		1,924,778
March		1,110,526		2,164,434
April		1,076,103		2,195,880
May		1,065,352		2,101,525
June		1,057,230		1,931,155
July		877,366		2,027,975
August		774,518		1,892,427
September		947,138		1,961,326
October		1,099,717		2,318,091
November		1,247,248		2,475,905
December		1,197,106		2,596,185
Total		\$11,895,039		\$25,607,041

1932				
January	*	\$1,348,842	†	\$2,635,447
February		1,319,414		2,571,609
March		1,436,050		2,864,733
April		1,354,582		2,649,892
May		1,326,994		2,305,448
June		915,830		2,081,466
July		591,183		1,825,433
August		540,342		1,745,338
September		685,156		1,807,795
October		972,358		2,063,273
November		1,105,895		1,953,953
December		1,005,229		2,000,454
Total		\$12,601,885		\$26,504,891

Year and Month 1933	ABC (Blue)*	CBS	MBS†	NBC
January		\$941,465		\$1,869,885
February		884,977		1,742,784
March		1,016,102		1,997,463
April		775,487		1,690,177
May		624,256		1,662,887
June		553,056		1,512,139
July		445,414		1,370,993
August		499,533		1,407,843
September		547,203		1,555,606
October		1,125,793		2,130,046
November		1,277,459		2,188,342
December		1,372,716		2,324,567
Total		\$10,063,566		\$21,452,732

1934				
January	*	\$1,405,958	†	\$2,391,667
February		1,387,323		2,211,637
March		1,524,904		2,507,890
April		1,371,601		2,373,890
May		1,255,887		2,475,173
June		925,939		2,177,857
July		630,290		1,864,420
August		513,315		1,735,555
September		700,491		1,860,166
October		1,752,601		2,775,431
November		1,532,959		2,683,494
December		1,674,087		2,776,436
Total		\$14,825,845		\$27,833,616

1935				
January	*	\$1,768,949	†	\$2,895,037
February		1,654,461		2,758,319
March		1,829,553		3,025,308
April		1,615,389		2,682,143
May		1,287,455		2,686,211
June		1,066,729		2,380,845
July		910,470		2,208,935
August		879,019		2,021,366
September		1,086,900		2,163,317
October		1,930,512	\$180,374	2,779,567
November		1,722,390	173,411	2,655,100
December		1,886,977	176,301	2,893,793
Total		\$17,637,804	\$529,086	\$31,148,931

1936				
January	*	1,901,023	157,721	2,681,815
February		1,909,146	162,358	2,714,300
March		2,172,882	191,487	3,037,873
April		1,950,939	139,936	2,741,928
May		1,749,517	129,090	2,561,720
June		1,502,768	104,512	2,323,456
July		1,292,775	109,562	2,429,983
August		1,232,588	122,066	2,422,431
September		1,838,932	168,925	2,896,637
October		2,754,308	271,629	3,696,439
November		2,429,917	227,546	3,468,728
December		2,438,353	193,496	3,558,590
Total		\$23,168,148	\$1,979,146	\$34,523,950

1937				
January	*	\$2,378,620	\$140,769	\$3,541,999
February		2,264,317	154,844	3,295,782
March		2,559,716	170,511	3,614,258
April		2,583,473	139,106	3,277,337
May		2,560,558	100,154	3,214,819
June		2,476,576	75,024	3,003,887
July		1,988,412	64,662	2,707,450
August		1,955,280	66,354	2,784,977
September		2,028,585	91,608	2,850,581
October		2,505,485	147,714	3,339,739
November		2,654,473	167,661	3,381,346
December		2,786,618	147,163	3,639,086
Total		\$28,722,118	\$1,455,070	\$38,651,286

1938				
January	\$1,065,284	\$2,879,945	\$269,894	\$2,728,232
February	906,830	2,680,335	253,250	2,591,223
March	978,054	3,034,317	232,877	2,828,777
April	765,595	2,424,180	189,545	2,544,810
May	716,708	2,442,233	194,201	2,697,492
June	645,052	2,121,495	202,412	2,555,517
July	581,645	1,367,357	167,108	2,377,065
August	574,248	1,423,865	164,626	2,366,851
September	591,283	1,601,755	200,342	2,387,968
October	901,376	2,387,395	347,771	2,872,588
November	950,065	2,453,410	360,929	2,948,854
December	958,891	2,529,060	337,389	2,928,181
Total	\$9,635,131	\$27,345,397	\$2,920,324	\$31,827,548

National Networks' Gross Monthly Time Sales, 1927-1945

Year and Month	ABC (Blue)*	CBS	MBS†	NBC
1929				
January	\$822,739	\$2,674,057	\$315,078	\$3,211,161
February	773,437	2,541,542	276,605	2,957,258
March	872,860	2,925,684	306,976	3,297,992
April	681,413	2,854,026	262,626	2,879,671
May	676,564	3,097,484	234,764	3,025,538
June	622,487	2,860,180	228,186	2,759,917
July	569,757	2,311,953	216,583	2,713,798
August	574,644	2,341,636	205,410	2,737,926
September	564,619	2,568,132	210,589	2,750,688
October	773,119	3,366,654	428,221	3,446,184
November	832,614	3,474,163	327,045	3,402,370
December	879,365	3,529,154	317,899	3,400,383
Total	\$8,643,618	\$34,539,665	\$3,329,782	\$36,600,786
1940				
January	\$908,815	\$3,575,946	\$317,729	\$3,496,398
February	905,101	3,330,627	337,649	3,226,983
March	965,904	3,513,170	390,813	3,338,440
April	912,833	3,322,689	363,468	3,128,685
May	817,632	3,570,727	322,186	3,216,940
June	722,695	3,144,213	299,478	2,919,405
July	688,536	3,071,398	235,182	3,141,902
August	665,924	2,875,657	227,865	3,072,338
September	747,774	3,109,863	283,463	3,132,005
October	1,203,499	4,001,492	784,676	3,842,195
November	1,045,943	3,689,778	627,662	3,653,135
December	1,122,972	3,819,989	576,983	3,786,901
Total	\$10,707,678	\$41,025,549	\$4,767,054	\$39,955,322
1941				
January	\$1,224,362	\$3,909,638	\$505,260	†
February	1,154,682	3,502,557	442,170	†
March	1,231,238	3,928,902	513,780	†
April	987,061	3,891,422	480,220	†
May	961,117	3,825,466	503,929	†
June	913,118	3,706,989	534,513	†
July	854,623	3,499,594	512,745	†
August	794,888	3,414,820	532,053	†
September	798,303	3,527,262	529,015	†
October	1,171,955	3,898,979	839,824	†
November	1,304,451	3,708,095	958,938	†
December	1,462,376	3,771,654	948,493	†
Total	\$12,858,169	\$44,684,378	\$7,300,955	†
1942				
January	\$1,323,355	\$3,930,385	\$1,024,511.74	†
February	1,162,046	3,603,600	938,185.39	†
March	1,339,044	3,974,041	1,053,444.35	†
April	1,137,724	3,723,961	904,845.13	†
May	1,241,301	3,680,745	748,744.64	†
June	1,111,092	3,690,501	665,372.17	†
July	1,037,309	3,492,732	531,305.41	†
August	953,103	3,454,329	518,228.36	†
September	1,106,349	3,752,621	707,283.54	†
October	1,692,309	4,023,569	772,221.29	†
November	1,713,994	4,149,843	910,167.60	†
December	1,914,867	4,296,798	861,814.87	†
Total	\$15,782,493	\$45,593,125	\$9,636,122.49	†

Year and Month	ABC (Blue)*	CBS	MBS†	NBC
1943				
January	\$1,797,274	\$4,194,882	\$992,104	†
February	1,747,053	3,790,165	826,085	†
March	2,024,035	4,457,068	941,538	†
April	1,998,703	4,591,992	861,918	†
May	2,079,952	4,880,037	1,080,787	†
June	1,974,029	4,870,744	1,100,481	†
July	1,848,936	4,901,974	1,088,809	†
August	2,003,831	4,863,104	1,205,240	†
September	2,180,712	4,932,711	1,153,510	†
October	2,354,199	5,481,098	1,407,787	†
November	2,356,294	5,356,596	1,479,942	†
December	2,504,920	5,631,373	1,603,402	†
Total	\$24,869,948	\$57,951,744	\$13,841,608	†
1944				
January	\$2,895,700	\$5,658,968	\$1,760,317	†
February	2,799,504	5,356,893	1,605,839	†
March	3,080,398	5,801,569	1,807,031	†
April	3,161,738	5,650,663	1,675,609	†
May	3,327,599	5,848,018	1,925,276	†
June	3,172,048	5,204,782	1,521,703	†
July	3,366,504	5,369,338	1,511,393	†
August	3,488,298	5,321,947	1,604,991	†
September	3,629,402	5,386,014	1,647,329	†
October	4,214,581	5,795,790	1,914,040	†
November	4,082,115	5,577,854	1,625,567	†
December	4,138,242	5,819,983	1,535,155	†
†Total	\$41,356,129	\$66,791,319	\$19,533,650	†
1945				
January	\$3,868,076	\$5,884,576	\$1,428,094.48	†
February	3,392,356	5,396,202	1,385,477.33	†
March	3,699,248	5,884,545	1,512,964.29	†
April	3,224,426	5,270,361	1,627,183.81	†
May	3,609,944	5,618,030	1,579,940.98	†
June	3,008,970	5,400,859	1,473,787.59	†
July	2,823,147	5,030,847	1,853,068.89	†
August	2,701,733	5,005,100	1,702,467.19	†
September	2,982,867	5,298,138	1,726,250.83	†
October	3,593,027	5,682,348	2,109,371.30	†
November	3,585,259	5,567,830	2,154,465.31	†
December	3,556,933	5,687,615	2,284,900.80	†
Total	\$40,045,966	\$65,724,851	\$20,637,362.80	†

*Blue Network began operations in 1938 as second NBC network, becoming an independent network in 1942. Name changed to ABC (American Broadcasting Co.) in 1945.

†Mutual Broadcasting System began operations in 1935.

†National Broadcasting Co. figures for 1941 and succeeding years not disclosed.

†Includes an estimated \$1,750,000 for political sales.

SHAKE HANDS WITH



"THE FRIENDLY GROUP"

Four Stations in Four States under the experienced management of "The Friendly Group". Extending you a friendly hand for more business from these thriving markets.

For further details, write John Laux, Managing Director "The Friendly Group", Steubenville, O.

Represented by Joseph Hershey McGillvra, Inc.



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STEUBENVILLE, O.
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MUTUAL

WFPG

ATLANTIC CITY, N. J.
EDDIE KOHN, MGR.
ABC NETWORK

WJPA

WASHINGTON, PA.
BOB KLIMENT, MGR.
MUTUAL

WKNY

KINGSTON, N. Y.
LOU STEKETEE, MGR.
MUTUAL

Major Networks' Gross Billings by Advertisers: 1945

[For details and agency placements, see pages 222-274]

ABC Billings by Clients

Procter & Gamble Co.	\$ 2,240,537
General Mills	2,159,021
Miles Laboratories	1,956,191
Kellogg Co.	1,678,207
Coca-Cola Co.	1,493,370
Quaker Oats Co.	1,489,247
Swift & Co.	1,483,725
Libby, McNeill & Libby	1,420,561
Esquire Inc.	1,176,187
Westinghouse Electric Corp.	1,148,557
Phillo Corp.	1,144,236
Ford Motor Co.	1,055,915
Reader's Digest Assn.	959,728
Curtis Publishing Co.	868,796
Andrew Jergens Co.	851,622
General Foods Corp.	823,539
Aills-Chalmers Mfg. Co.	807,452
Bristol-Myers Co.	725,062
Lehn & Fink Products Corp.	646,663
Larus & Brother Co.	623,953
Mail Pouch Tobacco Co.	580,548
Borden Co.	558,896
Charles E. Hires Co.	557,429
Williamson Candy Co.	551,694
Serutan Co.	550,144
Equitable Life Assurance Soc. of U. S.	488,037
Raytheon Production Corp.	487,718
Hall Brothers	462,930
D. L. Clark Co.	456,268
Carter Products	433,166
Natl' Board of Fire Underwriters	419,048
Prudential Life Insurance Co.	408,078
American Cyanamid	390,689
U. S. Steel Corp.	372,815
Welch Grape Juice Co.	367,447
Time Inc.	367,404
George W. Luft Co.	365,163
Nash-Kelvinator Corp.	341,530
American Meat Institute	323,874
Pacific Coast Borax Co.	321,932
Pharma-Craft Corp.	318,813
Dr. Pepper Co.	298,350
Wander Co.	284,729
Standard Brands	277,944
Gillette Safety Razor Co.	262,892
Owens-Illinois Glass Co.	257,712
Texas Co.	236,561
Botany Worsted Mills	219,477
L. E. Waterman Co.	210,912
Sweets Co. of America	205,625
Mars Inc.	200,310
Fisher Flouring Mills Co.	198,556
Aluminum Co. of America	192,240
Hastings Mfg. Co.	186,392
O'Ceard Corp.	185,986
Elgin National Watch Co.	167,448
Chef Boy-Ar-Dee Quality Foods	164,747
B. F. Goodrich Co.	155,499
Wildroot Co.	155,013
Armour & Co.	142,148
Grove Laboratories	137,462
Ward Baking Co.	125,944
McKesson & Robbins	122,843
Sherwin-Williams Co.	112,281
Harvel Watch Co.	109,664
Lockheed Aircraft Corp.	108,648
Chatham Mfg. Co.	90,110
Army-Navy-Red Cross Series	87,384
U. S. Army	72,219
American Iron & Steel Institute	70,823
Leat. Inc.	62,061
Falstaff Brewing Corp.	51,136
Scripto Mfg. Co.	50,320
Eversharp Inc.	46,868
John H. Breck Inc.	46,245
Hunt Foods	44,734
Raymond Laboratories	43,578
Poster-Milburn Co.	43,424
Peter Paul Inc.	41,008
Wilson Sporting Goods	39,000
General Baking Co.	37,896
Benjamin Moore & Co.	37,690
Manhattan Soap Co.	35,874
William Wm. & Co.	34,755
Congress of Industrial Orgs.	34,428
H. Pendrich Inc.	32,148
Gum Laboratories	32,046
Rainier Brewing Co.	32,046
Frank H. Lee Co.	32,464
Safeway Stores	29,054
Chemicals Inc.	28,096
Kellogg Co.	27,948
Guitard Chocolate Co.	27,384
Pinaud Inc.	21,447
S. A. Moffett Co.	20,654
Cummer Co. Div., Sterling Drugs	18,036
Signal Oil Co.	17,160
Club Aluminum Products Co.	16,761
Bekins Van & Storage	16,496
Soll-Off Mfg. Co.	15,841
Wash. Coop. Egg & Poultry	15,803
Christian Science Pub. Soc.	12,440
Mentholatum Co.	11,918
Food Machinery Corp.	11,442

Washington State Apple Com.	9,086
Dr. Earl Sloan Inc.	8,748
Denalan Co.	8,118
Batavia Metal Products Co.	7,530
Comfort Mfg. Co.	6,974
Iodent Chemical Co.	6,764
Zukor's Inc.	4,680
Bu-Tay Products Co.	1,770
American Dairy Assn.	1,184
Corley Diet Food Co.	856
Standard Oil of Cal.	402
TOTAL	\$40,045,966

CBS Billings by Clients

Procter & Gamble Co.	\$ 5,358,496
Lever Brothers Co.	5,091,929
General Foods Corp.	4,164,948
American Home Products Corp.	2,984,922
General Electric Co.	2,842,841
Sterling Drug Inc.	2,275,351
William Wrigley, Jr. Co.	2,057,578
Campbell Soup Co.	1,655,873
Evesharp, Inc.	1,556,493
Philp Morris & Co., Ltd., Inc.	1,417,717
Colgate-Palmolive-Peet Co.	1,392,155
Manhattan Soap Co., Inc.	1,374,466
General Mills, Inc.	1,269,478
United States Rubber Co.	1,118,745
American Tobacco Co.	1,085,678
R. J. Reynolds Tobacco Co.	1,007,505
Eversharp, Inc.	921,726
E. R. Squibb & Sons	907,239
Johns-Manville Corp.	864,710
Texas Co.	841,438
Pet Milk Sales Co.	831,883
Lady Esther, Ltd.	826,710
Emerson Drug Co.	795,090
P. Lorillard Co.	793,974
Quaker Oats Co.	791,270
Celanese Corp. of America	789,886
Chrysler Corp.	780,148
Bourjois, Inc.	764,307
Anchor Hocking Glass Corp.	760,657
Liggett & Myers Tobacco Co.	755,800
Fabst Sales Co.	729,148
Continental Baking Co., Inc.	698,532
B. F. Goodrich Co.	687,387
Chesebrough Mfg. Co.	666,199
United Drug Co.	613,032
Prudential Insurance Co. of America	601,797
Continental Can Co.	588,274
Lewis-Howe Co.	570,460
Gulf Oil Corp.	558,804
International Silver Co. Program	552,027
Electric Companies Advertising	548,168
Roma Wine Co.	525,882
Parker Pen Co.	506,194
Nozema Chemical Co.	445,098
Southern Cotton Oil Co.	441,955
Borden Co.	429,609
Sales Builders, Inc.	423,990
Armstrong Cork Co.	385,246
Standard Brands, Inc.	374,500
Cresta Blanca Wine Co.	374,421
Armour & Co.	367,886
Prince Matchabell, Inc.	364,136
J. B. Williams Co.	354,675
Pillsbury Mills, Inc.	331,660
Johnson & Johnson	325,480

Cream of Wheat Corp.	321,351
Lambert Co.	304,542
American Oil Co.	287,825
Curtiss Candy Co.	256,822
Textron, Inc.	248,702
Ballard & Ballard Co.	231,193
Admiral Corp.	201,717
Nash-Kelvinator Corp.	200,763
Bowey's, Inc.	199,698
Electric Auto-Lite Co.	197,466
Bendix Aviation Corp.	195,905
Pacific Coast Borax Co.	190,480
P. Ballantine & Sons	189,774
Ford Motor Co.	182,760
Campana Sales Co.	182,157
Vick Chemical Co.	178,910
Corn Products Refining Co.	153,084
Schenley Laboratories, Inc.	153,048
Chef Boy-Ar-Dee Quality Foods, Inc.	145,966
Serval, Inc.	89,113
Planters Nut & Chocolate Co.	74,146
Signal Oil Co.	62,961
"42" Products, Inc.	59,725
Ferry-Morse Seed Co.	51,530
Elgin National Watch Co.	51,005
Soil-Off Mfg. Co.	43,593
Gillette Safety Razor Co.	42,592
Safeway Stores, Inc.	39,156
Peter Paul, Inc.	39,105
General Petroleum Corp. of California	38,550
Colonial Dames, Inc.	38,301
Hudson Coal Co.	37,635
Union Oil Co.	34,762
Miles California Co.	30,492
Hunt Bros. Packing Co.	30,057
Safeway Stores, Inc.	28,656
S. & W. Fine Foods, Inc.	24,830
Mennen Co.	24,016
National Lead Co.	21,390
Yellow Cab Co.	20,616
Andrew Jergens Co.	18,954
Benrus Watch Co.	18,096
Kelite Products, Inc.	15,698
Day & Night Mfg. Co.	15,394
McMahan Furniture Stores	15,288
O'Ceard Corp.	14,854
Wilshire Oil Co.	14,616
Pan American Petroleum Corp.	14,487
Compton Co.	13,704
L. B. Laboratories, Inc.	13,191
Romson Art Metal Works, Inc.	12,985
Gallanck Stores Co.	12,956
Bu-Tay Products, Ltd.	12,870
California Prune & Apricot Growers Assn.	12,008
Edison Bros. Stores, Inc.	11,547
M. J. B. Co.	9,887
Maryland Pharmaceutical Co.	9,735
R. M. Hollingshead Corp.	7,845
Grove Laboratories, Inc.	7,812
Union Ice Co.	7,240
Chemicals, Inc.	6,876
S. A. Moffatt Co.	6,112
Seaman Bros., Inc.	6,090
Seal-Cote Co.	5,607
Guitard Chocolate Co.	5,580
I. Ginsberg & Bros., Inc.	4,875
Lyon Van & Storage Co.	4,202
Union Ice Co.	3,938
Washington Cooperative Egg & Poultry Assn.	3,438
Industrial Management Corp.	1,810
Herman Basch & Co.	1,404
Newell Gutrad Co.	1,315
GRAND TOTAL	\$65,724,851

MBS Billings by Clients

R. B. Semler Inc.	\$ 1,713,953.23
Coca-Cola Co.	1,288,571.16
Ralston Purina Co.	1,093,171.68
Sinclair Refining Co.	1,043,899.27
Kellogg Co.	911,140.67
Bayuk Cigars Inc.	884,137.99
Zonite Products Corp.	701,077.93
Pharmaco Inc.	669,002.32
Mutual Benefit Health & Accident Assn.	646,711.80
Whitehall Pharmaceutical Co.	586,708.84
Gillette Safety Razor Co.	569,753.68
Seven-Up Bottling Co.	525,933.79
Stokely Brothers & Co.	464,205.10
Knox Co.	454,003.35
Serutan Co.	437,854.91
Contl Products Inc.	364,809.92
Helbros Watch Co.	354,277.63
Barbasol Co.	331,891.99
Richfield Oil Corp.	324,304.00
Employer's Group Ins. Co.	321,540.49
Lutheran Laymen's League	319,477.00
Lin-X (formerly Acme White Lead & Color Works)	284,997.86
Beaumont Co.	278,343.20
Miles Laboratories	277,349.00
Reichhold Chemicals	274,761.01
Radio Bible Class	264,231.89
Petri Wine Co.	264,040.04
Voice of Prophecy	253,560.91
Allegheny Ludlum Steel Corp.	252,149.60
Carter Products	250,952.15
Gospel Broadcasting Assn.	244,675.77
Frank H. Lee Inc.	230,828.30
Union Pacific Railroad	224,970.33
Young People's Church of the Air	214,120.23
Revere Copper & Brass	212,825.40
Wesley Radio League	195,293.04
General Cigar Co.	192,502.83
American Safety Razor Corp.	191,368.00
Chesapeake & Ohio Railway	172,323.20
Wander Co.	169,140.48
F. W. Fitch Co.	166,113.00
Goodyear Tire & Rubber Co.	146,605.00
Duffy Mott Co.	145,108.08
Textron Inc.	144,820.35
Lumbermens Mutual Casualty Co.	130,845.32
Gum Laboratories Inc.	129,186.30
Formfit Co.	118,752.47
Rensie Watch Co.	117,176.00
Clipper Craft Clothes (formerly Trimout Clothing Co.)	112,596.00
General Foods Corp.	108,741.90
Lewis Howe Co.	101,688.00
E. J. Brach & Sons	87,884.00
U. S. Army Recruiting Service	87,033.76
Delaware, Lackawanna & Western Coal Co.	83,768.10
G. N. Coughlan Mfg. Co.	77,649.90
Berkshire Knitting Mills	61,738.24
George W. Luft Co.	52,029.00
Carey Salt Co.	49,866.20
Wilson Sporting Goods Co.	43,423.97
General Motors Corp.	34,924.40
Miss Swank Inc.	34,544.00
Grove Laboratories	32,478.33
American Bird Products	26,267.93
Waltham Watch Co.	25,012.00
Vick Chemical Co.	13,860.00
Hartz Mountain Products	12,676.40
Shipstad & Johnson	10,629.00
Standard Oil Co. of N. J.	8,317.50
Wurlitzer Co.	7,902.75
Table Products Inc.	4,788.00
Procter & Gamble Co.	4,037.00
Boston Globe	2,600.00
Household Finance Corp.	1,320.00
Ice Capades Revue	120.00
GRAND TOTAL	\$20,637,362.80

National Network Gross Billings by Product Groups: 1939 & 1945

[For details see pages 19-24]

Product group	1939	1945	% increase
1. Automobile & accessories	\$3,275,879	\$8,706,174	164.5
2. Building materials	175,773	2,238,670	1,173.6
3. Cigars, cigarettes & tobacco	11,668,090	16,236,654	39.1
4. Clothing & drygoods	253,919	1,849,662	628.4
5. Confectionery & soft drinks	2,275,492	9,398,966	313.0
6. Drugs & toilet goods	22,425,671	59,494,408	165.3
7. Financial & insurance	1,019,749	3,004,765	194.8
8. Food & food beverages	24,649,778	42,299,043	71.6
9. Garden & fields		51,530	
10. Household & furnishings	499,032	4,206,722	742.9
11. Jewelry & silverware	235,244	1,435,808	510.3
12. Lubricants, fuel, etc.	4,275,603	7,206,009	68.5
13. Machinery, farm equipment, etc.	327	878,276	
14. Paints & hardware	340,157	451,893	32.6
15. Radios, phonographs, etc.	860,724	3,341,958	288.4
16. Shoes & leather goods	295,165	313,235	61.0
17. Laundry soaps & household supplies	9,783,625	13,698,974	48.0
18. Sporting goods		94,916	
19. Stationery & publishers	296,193	6,940,042	2,213.3
20. Travel & hotels	44,886	518,330	105.2
21. Beer & wines	9,744	2,302,803	2,292.0
22. Miscellaneous	728,762	6,135,654	740.7
Total	\$83,113,813	\$190,747,628	129.5

NBC client and agency billings not available for publication. For Network billings by agencies turn to page 30



Bellwether of Radio

Pittsburgh's KDKA enters its second quarter-century on the air in an assured position of leadership. Its programs are an integral part, an impelling force, in the daily lives of millions.

KDKA's large and loyal audience did not just happen. It was *won*.. won by unstinted service to the multitudes to whom radio is song, literature, the theatre, the forum, and the church.

KDKA plans soundly and with vision for the future. New techniques, fresh sources of talent and program-material, will be developed and explored.. the visual extension of television will shortly supplement its service. It is dedicated, as are all the stations of Westinghouse, to bringing fuller, richer, happier living to all the radio-homes within reach of its signal.



**WESTINGHOUSE
RADIO STATIONS Inc**

WBZ • WBZA • WOWO • KEX • KYW • KDKA

Represented nationally by NBC Spot Sales—except KEX
KEX represented nationally by Paul H. Raymer Co.



Major Networks' Gross Billings by Agencies: 1945

ABC Billings by Agencies

J. Walter Thompson Co.	\$ 4,540,394
Compton Adv.	2,309,487
Kenyon & Eckhardt	2,248,536
Batten, Barton, Durstine & Osborn	2,082,855
Young & Rubicam	2,042,573
Wade Adv. Agency	1,956,191
Warwick & Legler	1,588,187
Dancer, Fitzgerald & Sample	1,530,292
D'Arcy Adv.	1,493,370
McCann-Erickson	1,486,130
MacFarland Aveyard & Co.	1,287,844
Schwimmer & Scott Adv.	1,176,187
Benton & Bowles	1,146,600
Hutchins Adv. Co.	1,144,236
Sherman & Marquette	891,921
Lennen & Mitchell	851,622
Aubrey, Moore & Wallace	737,680
Foote, Cone & Belding	713,726
Knox Reeves Adv. Co.	679,865
Walker & Downing	668,241
Wm. Esty & Co.	646,663
N. W. Ayer & Son	638,648
Sherman K. Ellis	597,326
Doherty, Clifford & Shenfield	570,443
Grant Advertising	475,102
Small & Seifer	433,166
Hazard Advertising Co.	390,689
H. W. Kastor & Sons Adv. Co.	367,447
Geyer, Cornell & Newell	341,530
Leo Burnett Co.	323,874
Burton Brown Adv.	323,412
Tracy-Locke Co.	298,350
Hill Blackett & Co.	284,729
Raymond Spector Co.	275,352
Buchanan & Co.	268,607
Maxon Inc.	262,892
Alfred J. Silberstein-Bert	
Goldsmith	219,477
Pacific Natl. Adv. Agency	214,159
Charles Dallas Reach Co.	210,912
Ivey & Ellington	205,625
McJunkin Advertising Co.	203,869
Fuller & Smith & Ross	192,240
Keeling & Co.	186,392
J. M. Mathes Inc.	164,306
Donahue & Coe	137,662
J. D. Tarcher & Co.	122,843
A. W. Lewin Co.	109,664
M. H. Hackett Co.	90,110
Henry Bouvaine Inc.	87,384
Arthur Kudner Inc.	62,061
Garfield & Guild Adv.	55,480
Tucker Wayne & Co.	50,320
Blow Co.	46,668
Charles H. Sheldon Adv.	46,245
Roche, Williams & Cleary	43,578
Street & Finney	43,424
Duane Jones Co.	42,638

Brisacher Van Norden & Staff	41,008
U. S. Advertising Corp.	39,000
Clements Co.	37,896
St. Georges & Keyes	37,690
Huber Hoge & Sons	34,755
Wiltman & Pratt	34,428
Wm. H. Weintraub & Co.	32,464
Ruthrauff & Ryan	31,393
Dorland International-Pettin-gell & Fenton	21,447
Erwin, Wasey & Co.	20,654
Barton A. Stebbins Adv. Agency	17,160
Trade Development Corp.	16,761
A. E. Brooks Adv. Agency	16,086
H. B. Humphrey Co.	12,440
Mayers Co.	11,442
Rhoades & Davis	8,974
Evans Associates	7,530
John Barnes Agency	4,680
Glasser-Galley & Co.	1,770
Campbell-Mithum	1,184
TOTAL	\$40,045,966

CBS Billings by Agencies

Young & Rubicam, Inc.	\$ 9,492,434
Dancer-Fitzgerald-Sample, Inc.	6,495,750
The Blow Co., Inc.	4,976,900
J. Walter Thompson Co.	4,648,864
Ruthrauff & Ryan, Inc.	4,425,451
Compton Advertising, Inc.	3,151,963
Batten, Barton, Durstine & Osborn, Inc.	2,674,898
Foote, Cone & Belding	2,517,608
McCann-Erickson, Inc.	2,030,041
Benton & Bowles, Inc.	1,853,834
William Esty & Co., Inc.	1,758,064
Duane Jones Co.	1,398,502
Arthur Meyerhoff & Co.	1,327,170
Ward Wheelock Co.	1,308,365
Maxon, Inc.	1,283,782
N. W. Ayer & Sons, Inc.	1,161,200
Campbell-Ewald Co., Inc.	1,118,745
Grant Advertising, Inc.	1,117,631
Pedlar & Ryan, Inc.	1,015,884
Geyer, Cornell & Newell, Inc.	902,351
Gardner Advertising Co.	820,963
Lennen & Mitchell, Inc.	812,928
Buchanan & Co., Inc.	804,448
Wm. H. Weintraub & Co.	766,747
Newell-Emmett Co., Inc.	755,800
Warwick & Legler, Inc.	729,148
Ted Bates, Inc.	698,532
Sherman & Marquette, Inc.	630,672
Roche, Williams & Cleary, Inc.	570,460
Morse International, Inc.	543,046
Kenyon & Eckhardt, Inc.	473,167
Smith & Drum, Inc.	455,145
C. L. Miller Co.	409,906
Lambert & Feasley, Inc.	304,542
Joseph Katz Co.	297,560

Henri, Hurst & McDonald, Inc.	231,193
Cruttenden & Eger	201,717
Sorensen & Co.	199,698
Wallace-Ferry-Hanley Co.	182,157
McJunkin Advertising Co.	145,966
Honig-Cooper Co.	92,734
Brisacher, Van Norden & Staff	63,935
Barton A. Stebbins, Inc.	62,961
Hillman, Shane & Breyer, Inc.	59,725
Cockfield, Brown & Co.	54,645
MacManus, John & Adams, Inc.	51,530
W. Earl Bothwell Advertising Agency	51,223
Baker Advertising Agency, Ltd.	46,506
Abbott Kimball Co., Inc.	43,176
Ronalds Advertising Agency	42,597
Spitzer & Mills, Ltd.	41,961
Brooks Advertising Agency	39,156
Knox Reeves Advertising	39,142
Clements Co., Inc.	37,635
Wade Advertising Agency	30,432
Long Advertising Service	28,902
Glasser Galley & Co.	26,061
Rhoades & Davis	20,616
Little & Co.	15,698
Hixson-O'Donnell Advertising, Inc.	15,394
M-C-M Advertising Agency	15,288
Aubrey, Moore & Wallace, Inc.	14,854
Dan B. Minor Co.	14,616
Fitzgerald Advertising Agency	14,487
Garfield & Guild	13,771
Byrde, Richard & Pound	18,704
Cecil & Presbrey, Inc.	12,985
Adolph Wendland	11,547
Gilham Advertising Agency	10,920
Raymond R. Morgan Agency	8,914
Aitkin-Kynett Co.	7,845
Ted M. Factor Agency	7,395
George M. Wessells Advertising Agency	7,240
Donahue & Coe, Inc.	5,688
Pacific National Advertising Agency	3,438
Lockwood-Schackelford Co.	1,810
Russel M. Seeds Co.	1,624
Kelly Nason, Inc.	1,404
GRAND TOTAL	\$65,724,851

MBS Billings by Agencies

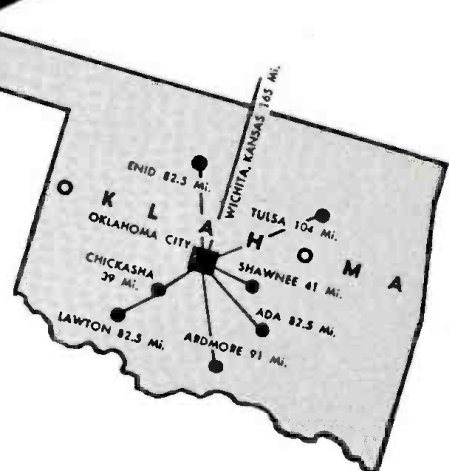
Erwin, Wasey & Co.	\$ 2,961,043.38
Hixson-O'Donnell Adv.	1,368,203.27
D'Arcy Adv. Co.	1,286,571.16
Gardner Adv. Co.	1,093,171.68
Kenyon & Eckhardt	1,083,463.87
J. Walter Thompson Co.	863,256.88
Neal D. Ivey Co.	767,791.93
Ruthrauff & Ryan	663,110.72

Arthur Meyerhoff & Co.	646,711.80
Grant Advertising	637,106.87
Wm. H. Weintraub & Co.	587,897.93
Dancer-Fitzgerald-Sample	586,708.84
Maxon Inc.	569,753.68
Calkins & Holden	464,205.10
Stanley G. Boynton Adv.	459,524.93
Raymond R. Morgan Co.	454,003.35
Young & Rubicam	410,645.04
Birmingham, Castleman & Pierce	396,561.92
H. B. Humphrey Co.	346,552.49
Gotham Adv. Co.	319,477.00
Henri, Hurst & McDonald	284,997.86
Donahue & Coe	278,343.20
Wade Adv. Agency	277,349.00
Hill Blackett & Co.	257,024.48
G. C. Hoskin Associates	253,560.91
Walker & Downing	252,149.60
Ted Bates Inc.	250,952.15
R. H. Alber Co.	244,675.77
Caples Co.	224,970.33
St. Georges & Keyes	212,825.40
Federal Adv. Agency	191,368.00
L. W. Ramsey Co.	166,113.00
McJunkin Adv. Co.	152,265.35
Al Paul Lefton Co.	145,108.08
Leo Burnett Co.	130,845.32
Buchanan & Co.	118,752.47
Weiss & Geller	117,176.00
Ivey & Ellington	116,346.06
Emil Mogul Co.	112,596.00
Benton & Bowles	108,741.90
Ollian Adv. Co.	101,688.00
Clements Co.	89,659.70
N. W. Ayer & Son	87,033.76
Roche, Williams & Cleary	77,649.90
Raymond Spector Co.	75,509.25
Geyer, Cornell & Newell	61,738.24
Warwick & Legler	52,029.00
U. S. Adv. Co.	43,423.97
Kudner Agency	34,924.40
Russel M. Seeds Co.	32,478.33
Makelin Associates	26,787.15
Weston-Barnett	26,267.93
Morse International	13,860.00
George H. Hartman Co.	12,676.40
Smith, Bull & McCreery	10,749.00
Marschalk & Pratt	8,317.50
Schwimmer & Scott	7,902.75
Foote, Cone & Belding	4,788.00
Compton Adv.	4,037.00
John C. Dowd Inc.	2,600.00
BBDO	1,320.00
GRAND TOTAL	\$20,637,362.80

ARTHUR MEYERHOFF & COMPANY
ADVERTISING
410 NORTH MICHIGAN AVENUE
CHICAGO, 11, ILLINOIS
MILWAUKEE

**A
M**

**FOCUS YOUR EYES ON THIS *Progressive* STATION
IN EXPANDING OKLAHOMA!**



**American Broadcasting
Key Station
of the
Oklahoma Network**

Manager
Robert D. Enoch

COVERAGE DATA

COUNTIES Served.....	12
POPULATION Served.....	563,086
(24.1% of State)	
DWELLINGS Served.....	115,503
TOTAL RADIOS.....	116,473
Urban Radios.....	74,681
Non-Farm Rural Radios..	16,795
Rural Farm Radios.....	24,997
INCOME	\$582,901,000
(32.3% of State Income)	
RETAIL SALES.....	\$292,384,000
(31.9% of State's Sales)	

*For up-to-the-minute information, call your nearest
Taylor-Howe-Snowden Radio Sales Office.*

**250
WATTS
1400
KILOCYCLES**



OKLAHOMA CITY, OKLA.

REPRESENTED
BY

TAYLOR HOWE SNOWDEN *Radio Sales*

Authorities on Radio and Markets
in the Great Middle and
Southwest.

CALENDAR OF EVENTS AND PROMOTIONAL GUIDE: 1946

The 1946 Calendar and Promotional Guide for Retailers, from which this information was obtained, is published by the National Retail Dry Goods Assn., New York

JANUARY

Flower—Snowdrop, Carnation; Birthstone—Garnet, Hyacinth.

- 1—New Year's Day; 5% Victory Tax, in effect, 1943; Emancipation Proclamation, 1863; Federal Job. Ins. Created, 1936; Social Security effective, 1937; Paul Revere, patriot, born, 1735.
- 2—Janila fell, 1942; Georgia admitted to Union, 1788.
- 3—First U. S. Treaty with Choctaw Indians, defining the lands and promising peace and friendship, 1786; First advertisement offering radio sets for sale appeared in the Scientific American, 1906; 33rd year U. S. Postal Banks est.
- 4—Pres. Roosevelt's message to Congress called for increased armaments, 1939; Utah admitted to Union, 1896.
- 5—Beginning of tire rationing, 1942.
- 6—New Mexico joined Union, 1912; Old Christmas Day (Epiphany).
- 7—N.R.D.G.A. Convention, New York, Jan. 7-12; Millard Fillmore (18th President) born, 1800; Telephone communication New York and London, est. 1927; First national election, 1789; First regularly est. bank in America, opened in Phila., 1782.
- 8—Battle of New Orleans, 1815; (Legal holiday in Louisiana).
- 9—Connecticut joined Union, 1788; First balloon ascension in America at Phila., 1793; Photography (daguerreotype) was first used, 1839.
- 10—Lease-lend Bill introduced in Congress, 1941; League of Nations, organized, 1920, through enforcement of Treaty of Versailles.
- 11—Alexander Hamilton, born 1757.
- 12—War Labor Board, created, 1942.
- 13—First Sunday School in country started by Philadelphia Quakers, 1791; War Production Board, established, 1942; Modern Printer's ink first used in Philadelphia by Jacob Johnston, 1804.
- 14—Roosevelt-Churchill meeting at Casablanca, January 14-24, 1943; First written Constitution adopted at Hartford, Conn., 1839.
- 15—Emergency Conference of American and Foreign Ministers at Rio de Janeiro to sever all relations with the Axis, 1942.
- 16—Pres. Roosevelt's special message to Congress urged U. S. adherence to the World Court; Iraq declared war on Germany, Italy and Japan, 1943; 18th Amendment in effect, 1920 (repealed December 5, 1933).
- 17—Wake Island annexed by a U. S. expedition, which raised U. S. flag there 1859. (Discovered by Wilkes, American, in 1841.); Department of Labor and Commerce created, 1903. (Separated in 1913.); Declaration of the United Nations, signed, 1943; Benjamin Franklin, born, 1706. National Thrift Week, Jan. 17-23.
- 18—C. J. Van de Poole patented modern electric trolley system, 1892; Daniel Webster, born, 1782.
- 19—Presidential Succession Bill of today enacted by Congress, 1886; Robert E. Lee, born 1807 (Legal holiday in the South); Edgar Allan Poe, born, 1809.
- 20—Revolutionary War ended with armistice signed in England, 1783; Pres. Roosevelt took office for fourth time, 1945; Hungary declared war on Germany and signed armistice with United Nations, 1945.
- 21—Thomas J. Jackson ("Stonewall Jackson") born, 1824.
- 22—Reconstruction Finance Corporation Bill signed by Hoover, 1932; Lord Byron, poet, born 1788.
- 23—In 1845 Congress scheduled national election day for Tuesday after first Monday in Nov.; John Hancock, born, 1737.
- 24—"Unconditional Surrender" terms set at Casablanca Conference, 1943; Morse exhibited telegraph, 1838; gold discovered in Calif., 1848.
- 25—Opening of transcontinental telephone service with Bell and Watson again at each end, 1915; Robert Burns, poet, born, 1759.
- 26—Gen. Douglas MacArthur, born, 1880; first contingent of A.E.F. of World War II to reach Northern Ireland, 1942; Michigan admitted to Union, 1837.
- 27—Casablanca Conference first announced, 1843; Edison pat. incand. lamp, 1880; Mozart, composer, born, 1756; Lewis Carroll, author "Alice in Wonderland," born, 1832; Youth Week, Jan. 27 to Feb. 3.
- 28—William McKinley (25th President) born, 1843; Kansas admitted to Union, 1861.

Timely tieups for stations and sponsors are presented by the 'Retailer's Calendar and Promotional Guide for 1946' compiled by the National Retail Dry Goods Association. The calendar offers tips for programming and merchandising and also will prove helpful in promotion and sales. Indicates event date tentative.

- 30—Annual Birthday Ball; Franklin D. Roosevelt (31st President) born, 1882; Adolf Hitler became Chancellor of Germany, 1933; Price Control Bill signed by President Roosevelt, 1942.
- 31—Franz Schubert, born, 1797.

FEBRUARY

Flower—Primrose; Birthstone—Amethyst.

- 1—George Washington elected first President of U. S., 1789; U. S. Flag raised over the Island of Guam, 1899.
- 2—Candlemas Day, also known as Groundhog Day; first session of Supreme Court of the U. S. began in New York, 1790; National League of Professional Baseball Clubs organized in New York, 1876; Army Nursing Corps founded, 1901.
- 3—National Drama Week, Feb. 3-9; Horace Greeley born, 1811; Mendelssohn-Bartholdy born, 1809.
- 4—Big Three began eight-day conference at Yalta, 1945.
- 5—Massachusetts entered Union, 1788.
- 6—Long distance telephone opened New York-Chicago, 1892; Charles Dickens born, 1812.
- 7—Boy Scout Anniversary Week, Feb. 8-14.
- 8—William Henry Harrison (9th President) born, 1773; shoe rationing order in effect, 1943; "War Time" in effect, 1942; Weather Bur. organized, 1870.
- 9—Guadalcanal completely taken by Americans, 1943.
- 10—Thomas A. Edison born, 1847; Yalta Conference ended, 1945.
- 11—Dog Show, New York, Feb. 12-13; Abraham Lincoln born, 1809; Georgia Day (holiday in Georgia); first newspaper report via telephone—from Salem to Boston, Mass.—1877.
- 12—Univ. of North Carolina, first state university, opened, 1795.
- 13—St. Valentine's Day; Oregon admitted to Union, 1859; Arizona admitted to Union, 1912; Bell and Gray pat. telephone, 1876; Pres. Wilson read his completed draft of the League of Nations to peace conference, 1919. (20 3rd selective service registration (20 to 44), Feb. 15-16, 1942; Fall of Singapore, 1942; National Cherry Week, Feb. 15 to 22; Susan B. Anthony born, 1820.
- 14—National Sew and Save Week, Feb. 16 to 23.
- 15—Suez Canal opened, 1867; Brotherhood Week, Feb. 17-24.
- 16—Phonograph pat. by Edison, 1878.
- 17—Ohio admitted to Union, 1803.
- 18—Post Office system organized by Congress, 1792.
- 19—District of Columbia given territorial form of government, 1871.
- 20—George Washington born, 1732 (legal holiday all states).
- 21—Declaration of Intention signed by U. S. and Gr. Britain, 1942.
- 22—Admiral Chester W. Nimitz born, 1885.
- 23—Victor Hugo born, 1802; 16th Amendment adopted giving power to tax incomes, 1913.
- 24—15th Amendment adopted, 1869; Canal Zone granted U. S. by treaty with Panama, 1904.
- 25—Henry Wadsworth Longfellow born, 1807.
- 26—The Baltimore & Ohio, country's first railroad, chartered, 1827.

MARCH

Flower—Violet; Birthstone—Jasper, Bloodstone, Aquamarine.

- Red Cross War Fund Drive to be held this month.
- 1—Point rationing system in U. S. in effect, 1943; Bank of Philadelphia chartered—first in U. S.—1780; Nebraska joined Union, 1867; U. S. Dept. of Education est. by Congress, 1867.
 - 2—Texas Independence Day.
 - 3—First U. S. postage stamps, 1847; Florida admitted to Union, 1845; Bell, inventor of telephone, born, 1847; first internal revenue tax law passed by Congress, 1791; Department of Interior created, 1849; first conscription or draft law enacted by Congress, 1863.
 - 4—Bank holiday of 1933; 107th anniversary of express service in United States; Penn Day, charter granted 1681; Vermont joined Union, 1791.

- 5—Shrove Tuesday. (Observed as Mardi Gras in Ala., Fla., and La.)
- 6—Ash Wednesday, lent begins.
- 7—Luther Burbank, horticulturist, born, 1849; first successful radio conversations between New York and London, 1926.
- 8—Farm Day (13th anniversary of Farm Aid Program); Commodore Perry conferred with Japs at Yokohama and presented America's gifts in opening Japan to world, 1854; banks of country reopen for restricted business, 1933.
- 9—United States Civil Service Commission established 1883.
- 10—Telephone first used in 1876.
- 11—Lease-Lend Bill signed by Pres. Roosevelt, 1941.
- 12—Girl Scout Anniversary Week, Mar. 12-18; Girl Scout birthday; Russian-Finnish War ended, 1940; great blizzard of 1888; General Post Office established, 1789.
- 13—Standard time in effect the country over, 1884.
- 14—American Bowling Congress Tournament in Buffalo, Mar. 14 thru May 13; Eli Whitney pat. Cotton gin, 1794; Albert Einstein born, 1879.
- 15—Andrew Jackson (7th Pres.) born, 1767; federal income tax due; Maine admitted to Union, 1820; Congress passed the Soldier Vote Bill, 1944.
- 16—James Madison (4th Pres.) born, 1751; Fed. Trade Commission org., 1915.
- 17—St. Patrick's Day; Camp Fire Girls founded, 1912; Purim.
- 18—National Hobby Week, Mar. 18-23; Grover Cleveland (22nd and 24th Pres.) born, 1837; National Wild Life Restoration Week, Mar. 18-23; historic midnight ride of Paul Revere from Charlestown to Lexington, 1775; Four Freedoms Flag (Flag of the United Nations) unfurled in Washington, 1943.
- 20—Spring begins (C. St., Mt. St., Pac. St. Time).
- 21—Spring begins (E. St. Time); Bach, composer, born, 1685.
- 22—Alaska made part of U. S., 1867.
- 23—National Donut Week, Mar. 24 to 30.
- 24—Maryland Day (State holiday).
- 25—New air mail and New York postage rates in effect, 1944; Winston Churchill signs agreement to lease to U. S. all British bases in Atlantic in return for 50 destroyers, 1941.
- 26—Savannah, first American steamboat to cross Atlantic, set sail from N. Y., 1819.
- 27—John Tyler (10th Pres.) born, 1790.
- 28—National Baseball Week, Mar. 30 to Apr. 6.
- 29—Unemployment Relief Act signed by President, 1933; rationing of butter, meat, and cheese in effect, 1943.

APRIL

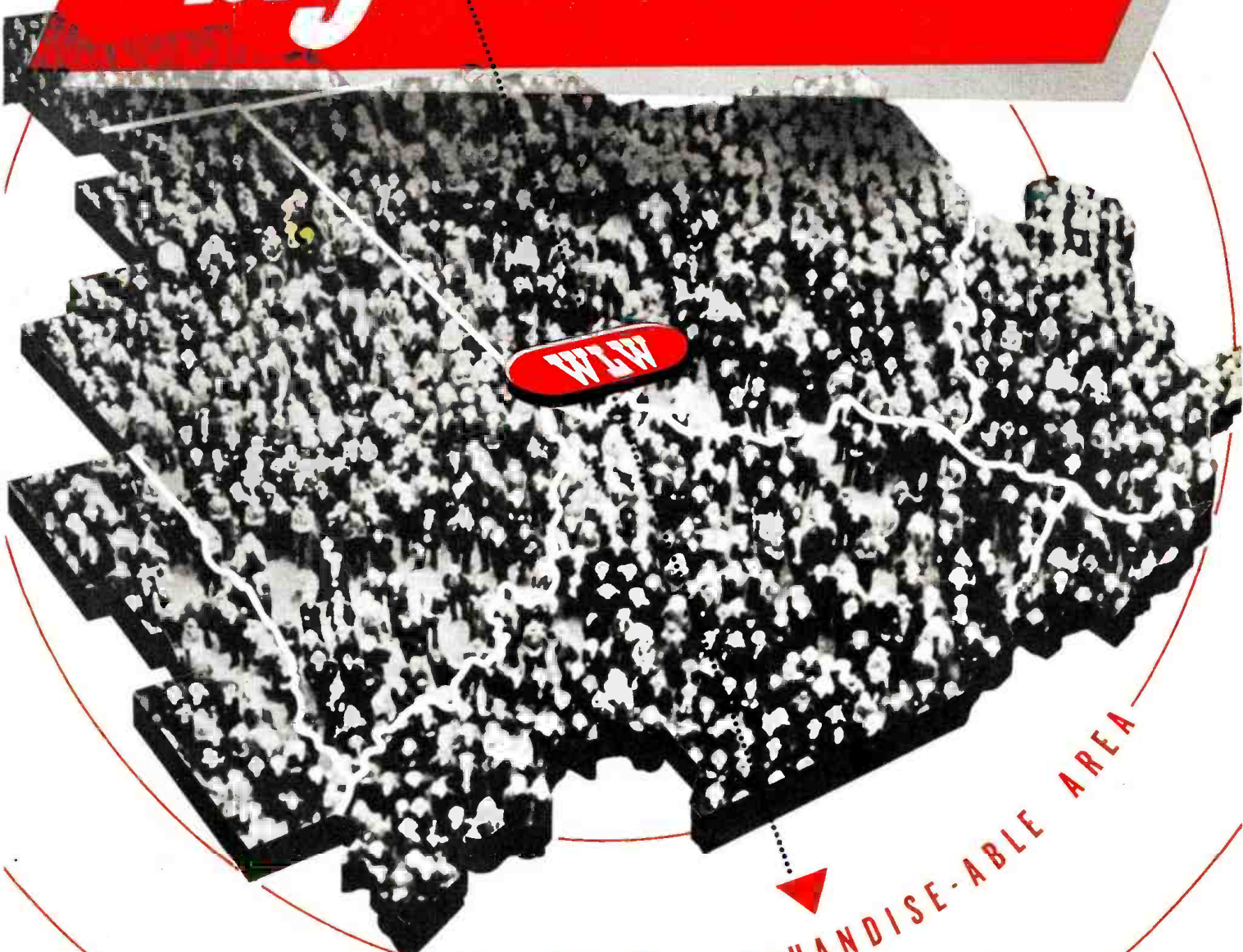
- Flower—Daisy; Birthstone—Sapphire, Diamond.*
- 1—Circus in New York, Apr. 1 thru May 19; April Fool's Day; Conservation Week, Apr. 1-7 (in several states); increase in excise taxes in effect, 1944.
 - 2—Free postage for men in U. S. armed forces, 1942; first U. S. Mint est., 1792; the electric theater—first all-movie—opened in Los Angeles, 1902.
 - 3—Beginning of commercial transmission of pictures by wire, 1925.
 - 4—Russia voids Japanese Neutrality Pact, 1945.
 - 5—Army Day; U. S. entered World War I, 1917; Peary discovered North Pole, 1909.
 - 6—Metropolitan Opera House, N. Y., opened, 1880; Be Kind to Animals Week, April 7 to 13; Humane Sunday.
 - 7—Ponce de Leon landed in Florida at St Augustine in search of the fountain of youth, 1513; Louisiana joined Union, 1812.
 - 8—Germany invades Norway and Denmark, and Norway declares war on Germany, 1940; fall of Bataan, 1942; National Labor Board created by Pres. Wilson, 1918.
 - 9—First printing press set up in New York by William Bradford, 1693; Franklin Delano Roosevelt, only fourth-term President in history of United States, died at Warm Springs, Ga.; Harry S. Truman became (32nd) President of the United States.
 - 10—Thomas Jefferson (3rd Pres.) born, 1743; the flag as we know it, with 13

- 14—Pan-American Day; Palm Sunday; Webster's Dictionary, first published, 1828; the Washington International Conference created the Pan-American Union, 1890.
- 15—Passover (1st day).
- 16—Tokio bombed by General James Doolittle, 1942; Passover (2nd day).
- 17—"Dimout" order in effect in New York City, 1942; Holy or Maundy Thursday.
- 18—Patriot's Day (Me. and Mass.); Paul Revere's ride, 1775; Good Friday; U. S. off gold standard, 1933.
- 19—Lent ends.
- 20—Spanish-American War begun, 1898; Easter Sunday.
- 21—Birthday of J. Sterling Morton, founder of "Arbor Day"; Passover (7th day).
- 22—James Buchanan (15th Pres.) born, 1791; Passover (last day).
- 23—First newspaper, the Boston News-Letter, published, 1704.
- 24—United Nations Conference at San Francisco.
- 25—Confederate Memorial Day (in Ala., Fla., Ga., and Miss.).
- 26—Registration of men 45 to 64, fourth draft; Ulysses S. Grant (18th Pres.) born, 1822; Morse, inventor of telegraphy, born, 1791; Audubon, naturalist, born, 1780; National Fishermen's Week, Apr. 27 to May 4; National Boys and Girls' Week, Apr. 27 to May 4.
- 27—National Baby Week, April 28 to May 4; James Monroe (5th Pres.) born, 1758; Maryland entered Union, 1788; National Noise Abatement Week, Apr. 28 to May 4.
- 28—Washington inaugurated first President, 1789; Navy Department formally created, 1798; Congress enacted Neutrality Bill, 1937.

MAY

- Flower—Hawthorne, Lily of the Valley; Birthstone—Agate, Emerald.*
- National Cotton Week, dates not scheduled as yet, but one week during this month will be set aside for this event.
- 1—Moving day in many cities; May Day or Child Health Day; Gen. Mark W. Clark born, 1896.
 - 2—Secretary of State James F. Byrnes born, 1879.
 - 3—Country's first medical school (the Medical School of the University of Pennsylvania) established, 1765.
 - 4—Sugar ration registration begins, 1942.
 - 5—Corridor falls, 1942; National Religious Book Week, May 5-12; National Music Week, May 5-12; National Family Week, May 5-12.
 - 6—National Posture Week, May 6-11; National Restaurant Week, May 6-12; Manhattan Island (now New York City) purchased from the Indians by Peter Minuit, 1624; charge accounts regulations in effect, 1942; Portugal severs relations with Germany, 1945.
 - 7—V-E Day (end of war in Europe), 1945; Harry S. Truman (32nd Pres.) born, 1884; "brownout" order rescinded, 1945.
 - 8—Allied victory in North Africa, 1943; wartime curfew abolished.
 - 9—Confederate Memorial Day (No. Car. So. Car.); Winston Churchill succeeds Chamberlain as prime minister, 1940.
 - 10—Minnesota entered Union, 1858; Winston Churchill came to Washington, 1943; what is said to be first store in country to sell hardware only opened in Phila., 1827; National Golf Week, May 11 to 18.
 - 11—Mother's Day; National Hospital Day; Rudolf Hess landed by parachute near Glasgow, Scotland, 1941; National Raisin Week, May 12-18.
 - 12—WAAC authorized by Act of Congress, 1942.
 - 13—Straw Hat Day, some cities; gas rationing in 17 Eastern States in effect, 1942; air mail service est., 1918.
 - 14—First Kentucky Derby, 1875; National First Aid Week, May 17-25; postal money order system established by act of Congress, 1864.
 - 15—Price ceiling order in effect, 1942; United Nations conference on food and agriculture opened in Hot Springs, Va., 1943.
 - 16—National Foot Health Week, May 19 to 25; Allied Food Conference in Hot Springs, W. Va.; National Foreign Trade Week (wartime), May 19 to 25; "I Am an American Day" (Citizenship Day) designated by Congress, 1941.
 - 17—Buddy Poppy Week, May 26-30.
- (Continued on page 37)

a *big-BIG* market!



THE WLW MERCHANDISE-ABLE AREA

the WLW market is

this

● The WLW Merchandise-able Area is a big market in more ways than one! Geographically, it is big . . . 330 counties spread over most of four states and parts of three others. It is big in population . . . 12,296,337 people live within its boundaries, or 3,266,576 families, with 82.9% radio ownership. It is big in sales volume . . . \$3,456,284,000 in consumer purchases in 1939, 8.2% of the national total! Yes, here is a big market that is a BIG, big market. And all of it lies within the scope of one transmitter, for WLW dominates this rich area, gives you coverage and penetration that assures WLW advertisers a better share of this huge sales potential.

what is this **WLW** merchandise-able area?

This area was first defined in 1942, and re-defined in 1945, on the basis of the Rand-McNally Trading Area Map of the United States. It includes those wholesale trading areas where a correlation of studies by Hooper and Nielsen, plus distribution of mail returns to offers made on the air, indicate that WLW has sufficient habitual audience to influence materially the movement of merchandise.



BIG!

sales of principal commodities in the **WLW** market, 1939

DRUGS —Medicines, Chemicals	\$ 16,605,000.00
COSMETICS —Toiletries, Soaps	\$ 5,952,000.00
GROCERIES —	\$194,577,000.00
CIGARETTES —Cigars, Tobacco	\$ 46,565,000.00
CANDY —Nuts, Soft Drinks	\$ 34,380,000.00
CARS —Trucks	\$213,794,000.00
FARM IMPLEMENTS —Tractors, Equipment	\$ 17,765,000.00
GASOLINE —(Filling Station Sales)	\$155,288,000.00
HOUSEHOLD APPLIANCES —(Gas and Electric)	\$ 30,097,000.00
BUILDING MATERIALS —Paint, Hardware	\$ 85,079,000.00
FERTILIZERS —	\$ 6,055,000.00
SEEDS —Bulbs, Nursery Stock	\$ 2,485,000.00

THE SALES FIGURES ABOVE ARE BASED ON THE 1939 CENSUS OF BUSINESS MADE BY THE U. S. DEPARTMENT OF COMMERCE

NOW

more information

about listening in the **WLW Merchandise-able Area . . .** more accurately measured by the

NIELSEN RADIO INDEX



What is this . . .

NIELSEN RADIO INDEX

Nielsen Radio Index is a method of audience measurement by means of the Audimeter, a mechanical recorder installed in radio sets in selected homes throughout the area. This device charts tuning against time, and produces a record of every minute of every day. From this record, representing the listening of a stratified cross-section, every type of audience measurement information is available. NRI has been in operation for the past five years and has been accepted and used by most major advertisers, agencies and radio networks.

● Because WLW-land is a big, BIG market, it is an advertiser to know how well he is covering that radio advertising ● Recognizing this increasing FACTS, the Nation's Station, in the Fall of 1945, engaged the A. C. Nielsen Co., to record and tabulate, by means of audimeters, properly distributed in parallel with U. S. Bureau census figures for the area, a continuous record of all radio listening in the WLW Merchandise-able Area ● In addition to the requirements of Homes Using Radio (sets-in-use), Average Audience and Share of Audience, for every quarter-hour from 6 A.M. to midnight, for every day of the week, WLW now offers additional yardsticks, such as Total Audience (percentage of total radio homes that heard any part of a program) and Holding Power (the ratio between Total Audience and Average Audience, in percentage of total minutes of listening) ● And besides this regular information, WLW now can show you much more general information about coverage, circulation, penetration . . . about the relative audiences of individual stations and groups of stations in this area . . . about total minutes of listening . . . about frequency of tuning to WLW and to other stations and groups ● All this, and more, is available now through the Nielsen Radio Index, separately tabulated for the WLW Merchandise-able Area, to help you plan your radio advertising in this big, BIG market more intelligently and more effectively.



THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION

THE 1945

WRVA

P R O G R A M P R O M O T I O N P R O C E S S I O N

BILLBOARDS

516 Twenty-four sheet posters in 3 key Virginia markets: Richmond, Norfolk and Newport News!

NEWSPAPER ADS

Over 200,000 lines in 26 daily and weekly papers in our Primary Area, despite newsprint rationing!

CAR CARDS

4,800 large Car Cards (42" size), in glorious colors, in two key Virginia cities!

DIRECT MAIL

282,000 illustrated booklets to listeners not in Primary Area. (Monthly publication)

FREE SPOTS

4,650 free spot announcements used to plug programs on Virginia's only 50,000 watt station.

WINDOW DISPLAYS

Large, colorful custom-built itinerant window displays — each featuring five WRVA programs!



GOVERNOR'S PALACE IN RESTORED WILLIAMSBURG, VA.
 LINOLEUM BLOCK PRINT FOR WRVA BY CHARLES SMITH

GOVERNOR'S PALACE IN RESTORED WILLIAMSBURG

Mr. John D. Rockefeller, Jr., saw in the restored city of Williamsburg, Colonial capitol of Virginia, an opportunity for a great undertaking the purpose of which is "that the future may learn from the past". The happy result of his interest and financial aid exhaustive research in this country and abroad the city today resembles the eighteenth century Williamsburg, named in honor of King William III. Typical of the grandeur of the exhibition buildings of the Restoration is the Governor's Palace, scene of many gay festivities for the royal Governors and Virginia society of the period. In 1779, the seat of Virginia's government was moved from war-scarred Williamsburg (home of the College of William and Mary), to Father Byrd's city of Richmond, present capitol of the Commonwealth. And here WRVA unswervingly keys its activities to the glories of a proud state achieving, through a modern medium, a unique harmony between Yesteryear and Today.

50,000 WATTS NIGHT AND DAY
 STUDIOS IN RICHMOND AND
 NORFOLK, VIRGINIA



CALENDAR OF EVENTS AND PROMOTIONAL GUIDE: 1946

(Continued from page 32)

MAY—Continued

- 21—Outdoor Cleanliness Day; American Red Cross founded in Washington, 1881.
- 22—Italy and Germany signed 10-year military and political pact, 1939; National Maritime Day.
- 23—South Carolina joined Union, 1788.
- 24—First horse-drawn railroad opened to traffic, 1830; Empire Day in Canada; telegraph first used, 1884.
- 25—Ralph Waldo Emerson born, 1803; National Tennis Week, May 25 to June 1. Annual emergency proclaimed by Roosevelt, 1941; Golden Gate to San Francisco (world's largest suspension bridge), opened, 1938.
- 26—Five quintuplets born at Calender, 1934.
- 27—Lifted tax bills signed by President, 1944; Rhode Island joined on, 1790; Wisconsin joined Union, 8; Ebenezer Butterick, inventor standardized paper patterns for clothes, born, 1826.
- 28—Memorial Day (except Alaska, La., Miss. No. Car. Confederate Ascension Day) 1794.

JUNE

- Flower—Rose, Honeyuckle; Birthstone—Moonstone, Pearl.*
- 1—Kentucky entered Tennessee entered Mexico declared war to vote, 1924.
 - 2—Act of Congress to Jefferson Davis in Ala., Ark., Car., Tex. at Rome captured at Midway, J.
 - 3—Confederate States of America declared war on United States created 1933; Free postal deliv- population and John Howard Sweet Home.
 - 4—Italy declared war on France, 1940; National Flower Day.
 - 5—United States, Britain and Russia sign a 20-year pact, 1942.
 - 6—Office of War Information formed, 1942; New York City incorp., 1656; His rric Espionage Act enacted by Congress, 1917.
 - 7—Home Owners Loan Act signed by President, 1938.
 - 8—Flag Day; Germans march into Paris, 1940; Harriet Beecher Stowe, author of "Uncle Tom's Cabin," born, 1811.
 - 9—Infantry Day first observed, 1944; Arkansas joined Union, 1836; Federal income tax, 2nd payment.
 - 10—Father's Day; first patterns cut from stiff cloth marketed by Butterick, 1868.
 - 11—Bunker Hill Day (in Boston).
 - 12—Winston Churchill arrived for conference with Pres. Roosevelt, 1942.
 - 13—French armistice with Germany, West Virginia joined Union, 1940.
 - 14—Summer begins; New Hampshire joined Union, 1788; France falls to Hitler, 1940.
 - 15—GI "bill of rights" for veterans' needs signed by Pres. Roosevelt, 44; Germany strikes Russia, 1941.
 - 16—C. L. Sholes pat. typewriter.
 - 17—National Swim-for-Health Week.
 - 18—Finland enters war against Russia, 1941; Virginia admitted to Union; postal savings banks established, 910.
 - 19—United Nations Conference in San Francisco ends, 1945 (charter signed); American troops landed in I. World War I, 1917.
 - 20—Federal Housing Administration established, 1934; Bureau of Labor Statistics (later Dept. of Labor) created, 1884.

JULY

- Flower—Water Lily, Sweet Pea, Birthstone—Onyx, Ruby.*
- 1—International Monetary Conference at Bretton Woods, N. H., held 2 weeks, 1944; 20% withholding tax in effect, 1943; camp season open, Dominion Day in Canada.
 - 2—Pres. Harding signed joint resolution of Congress declaring peace with Germany and Austria, 1921.

- 3—WAVES organized by Act of Congress, 1942; Idaho admitted to Union, 1890; first normal school in country opened at Lexington, Mass., 1839; China and the United States signed first treaty of peace and friendship, 1844.
- 4—Independence Day; first road test of auto, 1894; Nathaniel Hawthorne born, 1804; first rodeo held in America at Prescott, Ariz., 1888; Calvin Coolidge born, 1872.
- 5—Wagner Labor Relations Act signed by President, 1935.
- 6—Japan invades China, 1937; U. S. occupied Iceland by agreement with Danish Government or duration of war, 1941; air mail service—New York to California—established—1929.
- 7—Elias Howe, inventor of sewing machine, born, 1819.
- 8—Howard Hughes started (at Brooklyn) fastest round-the-world flight, 1938.
- 9—John Quincy Adams (6th Pres.) born, 1767; Tri-Borough Bridge, New York, opened, 1936.
- 10—George Eastman, famed in photographic industry, born, 1854.
- 11—Bastille Day—first celebrated in U. S. in 1914; First World's Fair in U. S., 1883.
- 12—WPB declaration of policy on textiles in effect, 1943; St. Swithen's Day.
- 13—District of Columbia est., 1790; Fast of Tammuz.
- 14—Big Three Conference at Berlin, July 17 to August 2, 1945.
- 15—United States—Canada St. Lawrence Treaty, 1932.
- 16—WAAC training center at Des Moines, Iowa, opened, 1942.
- 17—National Farm Safety Week, July 21 to 27.
- 18—Pioneer Day in Utah.
- 19—Mussolini resigned, 1943; Occupation Day in Puerto Rico.
- 20—Gen. Douglas MacArthur takes command of American Army in Philippines, 1941; postal system established, 1775; N. Y. ratifies Constitution, 1788; Clement R. Atlee becomes prime minister of Great Britain, replacing Winston Churchill, 1945.
- 21—Beginning of World War I, 1914.
- 22—Coffee rationing order rescinded, 1943.

AUGUST

- Flower—Poppy, Gladiolus; Birthstone—Carnelian, Sardonyx, Peridot.*
- 1—Colorado joined Union, 1876.
 - 2—Turkey breaks relations with Germany, 1944.
 - 3—Germany declared war on England and France, 1914 (World War I).
 - 4—U. S. Coast Guard originated, 1790; Percy Bysshe Shelly born, 1792.
 - 5—First cable message between America and Europe, 1858.
 - 6—Alfred Lord Tennyson born, 1809; the atomic bomb (developed and first used by United States) dropped on Hiroshima, Japan, 1945; Fast of Ab.
 - 7—Russia declares war on Japan, 1945.
 - 8—Island of Guam retaken by Americans, 1944; Roosevelt-Churchill meeting at sea, Aug. 9-12, 1941; first steam locomotive train operated, 1831; Francis Scott Key born, 1780.
 - 9—Herbert C. Hoover born, 1874; Missouri admitted to Union, 1821.
 - 10—Anglo-American War Conference at Quebec, Aug. 11-24, 1943.
 - 11—Sewing machine patents granted to J. N. Singer and A. B. Wilson, 1851.
 - 12—Atlantic Charter Day, signing of Atlantic Charter by Pres. Roosevelt and Prime Minister Winston Churchill, 1941; Japan surrenders unconditionally, accepting the Four Powers terms of the Potsdam Declaration, 1945.
 - 13—Feast of Assumption, holy day; Panama Canal opened, 1914 (traffic began July 12, 1920); Sir Walter Scott born, 1771; gasoline and fuel oil rationing ends, 1945.
 - 14—Battle of Bennington (celebrated in Vermont).
 - 15—Occupation of Messina by Allies, 1943; Fulton's first steamboat made trip New York to Albany, 1807.
 - 16—Roosevelt and Churchill met in Quebec, 1943; Virginia Dare, first child of English parents born in America, at Roanoke Island, 1857; Thousand Islands International Bridge between United States and Canada opened, 1938.
 - 17—National Aviation Day.
 - 18—Benjamin Harrison (23rd Pres.) born, 1833.
 - 19—Dumbarton Oaks Conference with delegations of United Kingdom, Aug. 21 to Oct. 7, 1944; end of lend-lease ordered by President Truman, 1945.

- 20—Red Cross established in Geneva, 1864; Oliver Wendell Holmes born, 1809; Gen. Charles de Gaulle, head of French Government, arrives in Washington for visit with President Truman, 1945.
- 21—Roumania surrenders, 1944; Gen. Jonathan M. Wainwright born, 1883.
- 22—Woman suffrage—19th Amendment—1920.
- 23—First petroleum well opened, Titusville, Pa., 1859.
- 24—Germany declared war on Poland, 1939.

SEPTEMBER

- Flower—Morning Glory, Aster; Birthstone—Chrysolite, Sapphire.*
- 1—Germany invaded Poland, 1939; first air express service, 1927; retail installment regulations in effect, 1941; WAAC officially changed to WAC, 1943; Labor Sunday.
 - 2—Labor Day est., 1884; England and France entered into state of war against Germany, 1939; V-J Day, formal surrender by Japan (papers signed on U. S. S. Missouri, end of World War II, end of Chinese-Japanese War; Treasury Dept. created, 1789.
 - 3—Henry Hudson, in "Half Moon," discovered Manhattan, 1609.
 - 4—First Continental Congress opened in Philadelphia, 1774.
 - 5—Lafayette Day (Lafayette born 1757); Also celebration of Battle of Marne, 1914.
 - 6—Boulder Dam in operation 1936.
 - 7—Italy surrendered, 1943; globe circum-navigated in 1522.
 - 8—California joined Union, 1850; schools open in most communities.
 - 9—WAFS established by Air Transport Command; 1942 Elias Howe patented sewing machine, 1846.
 - 10—Luxembourg liberated by Americans, 1944; Second Conference between Roosevelt and Churchill, including Chiefs of Staff, held in Quebec, Sept. 11 to 16, 1944.
 - 11—169th birthday of New York State; Defender's Day in Maryland.
 - 12—Star-Spangled Banner written in 1814.
 - 13—William Howard Taft (27th Pres.) born 1857; Federal Income Tax, third payment; National Dog Week Sept. 15-21.
 - 14—Selective Service Act, signed by Pres. Roosevelt, 1940.
 - 15—Russian troops strike into Eastern Poland, 1939; Constitution Day (Constitution adopted, 1787).
 - 16—Lincoln's Emancipation Proclamation, first issued, 1862.
 - 17—Autumn begins today; Lewis Clark expedition to West, given up for lost, returned to St. Louis, 1808.
 - 18—Bill of Rights, enacted 1789; First Trans-Atlantic Air Express Service by Clipper to Lisbon, started 1941; 12th Amendment to Constitution, manner of choosing President and Vice-President, declared ratified, 1804.
 - 19—Rosh Hashanah (1st day) Jewish New Year; Federal Trade Commission, established 1914.
 - 20—Rosh Hashanah (2nd day) Jewish New Year; Warsaw surrenders, 1939; Germany, Italy and Japan signed 10 year Pact, 1940; American Indian Day.
 - 21—Germans and Russians partition Poland, 1939.
 - 22—Religious Education Week, Sept. 29 to Oct. 6; Gold Star Mother's Day.
 - 23—Wartime Daylight Saving ended, 1945. Colleges open end of this month.

OCTOBER

- Flower—Dahlia, Hops; Birthstone—Opal, Tourmaline.*
- *World Series Baseball usually held during this month.
- Information re: open seasons for game hunting can be secured from the U. S. Department of Agriculture, Washington, D. C.
- 1—Moving day in many cities; Fuel Oil Rationing in 17 Eastern and 18 Mid-Western States begins 1942 (ended Aug. 15, 1945); New Excise Tax, in effect 1942; Missouri Day (celebrated in state's schools).
 - 2—Hodod Day; Madison Square Garden, N. Y., Oct. 2 to Nov. 3; Anti-Inflation Bill signed by Pres. Roosevelt, 1942; First Pan-American Conference at Washington, 1889; Cordell Hull, born 1871.
 - 3—Rutherford B. Hayes (19th Pres.), born 1822; Nationally Advertised Brands Week, Oct. 4-14.
 - 4—Chester Alan Arthur (21st Pres.), born 1830; Yom Kippur (Day of Atonement, Jewish Holiday; Loyalty Days, Oct. 5-6.
 - 5—Loyalty Day; National Business Woman's Week, Oct. 6-12; Fire Prevention Week, Oct. 6-12.

- 6—Bill to Protect Civil Rights of Men in Armed Forces, signed by President Roosevelt, 1942; First U. S. Railroad, 1826.
- 7—Chicago fire, Oct. 9-11, 1871; Canadian Thanksgiving Day; United States took formal possession of Alaska; China declared war on Germany and Italy, 1941.
- 8—Feast of Tabernacles (Succoth—1st day).
- 9—O. D. T. Delivery Regulation (nation-wide) in effect 1943; Feast of Tabernacles (Succoth—2nd day).
- 10—Columbus Day (celebrating discovery of America, 1492).
- 11—Italy declared war on Germany, 1943; National Letter Writing Week, Oct. 13-19.
- 12—William Penn born 1644; Wendell Willkie returned to Washington from his 81,000 mile trip, 1942; Gen. Dwight D. Eisenhower, born 1890.
- 13—Bible Week, Oct. 15-21.
- 14—National Selective Service Registration Day, 1940 (Conscription); U. S. Mint est. in Phila., 1786; wireless first used from water to shore by Walter Wellman, 1910.
- 15—Chicago's subway opened, 1943.
- 16—United States took formal possession of Puerto Rico, 1898; Rejoicing of the Law (Simchoh, Torah).
- 17—Three-power Conference (U. S., Great Britain & Soviet Russia) at Moscow, 1943.
- 18—Laymen's Sunday; MacArthur returned to Philippines, 1944.
- 19—Fourteenth and last Continental Congress adjourned, 1788; first radio telephone across the Atlantic, 1815.
- 20—First National Horse Show, opened in New York, 1886.
- 21—First locomotive built and run in U. S. A., 1824; DeGaulle regime recognized by U. S., Russia, England, Canada, etc., 1944.
- 22—Wage and Hour Law in effect, 1938.
- 23—National Apple Week, Oct. 26 to Nov. 2; Erie Canal, country's first great engineering work, opened 1825.
- 24—Navy Day, Pres. Truman makes first peace-time review of Victorious Naval Fleet, 1945; Theodore Roosevelt, born 1858; first shot fired by American troops in World War I, 1917; Girl Scout Week, Oct. 27 to Nov. 2; Better Parenthood Week, Oct. 27 to Nov. 2.
- 25—Statue of Liberty unveiled on Bedloe's Island, 1886; Anniversary of freedom of U. S. press, 1783.
- 26—Victory Loan Drive, Oct. 29 through Dec. 8th, 1945.
- 27—John Adams (3rd Pres.), born 1735; Nevada admitted to Union, 1864.
- 28—Hallowe'en; Birthday of Juliette Low, founder of Girl Scouts.

NOVEMBER

- Flower—Chrysanthemum; Birthstone—Topaz.*
- Basketball season opens this month; hockey season opens this month; opera season opens latter part of this month.
- 1—Rent Control effective in New York, 1943; Dimout Restriction in Coast Areas ended 1943; American Art Week, Nov. 1-7; All Saints' Day; National Author's Day; restrictions on wholesale and retail deliveries lifted by ODI, 1945.
 - 2—James K. Polk (11th Pres.), born 1795; Warren G. Harding (29th Pres.), born 1865; North and South Dakota joined Union, 1889.
 - 3—National Pharmacy Week, Nov. 4-9.
 - 4—Election Day.
 - 5—Air Express, first shipment from Dayton to Columbus, Ohio, 1910.
 - 6—U. S. invades North Africa, 1942; Montana joined Union, 1889; first issue of New York City's first newspaper—New York Gazette, published by William Bradford, 1725; American Legion, incorporated 1919.
 - 7—United Nations Relief and Rehabilitation Administration, founded 1948.
 - 8—Book Week, Nov. 10-16; U. S. Marine Corps organized, 1775; American Education Week, November 10 to 16.
 - 9—Armistice Day, ending World War I, 1918; Washington joined Union, 1889; Truce broken between Germany and France, Hitler occupies all France, 1942.
 - 10—Congress passed bill to draft 18 and 19 year olds, 1942.
 - 11—Robert Louis Stevenson, born 1850.
 - 12—Oklahoma entered Union, 1907; Russia recognized by United States, 1933; Federal Reserve System in operation for first time, 1914.
 - 13—Registration for draft of 18 and 19

(Continued on page 44)

Program Popularity in 1945

By GEORGE H. ALLEN

Manager and Secretary, Cooperative Analysis of Broadcasting (CAB)

THE YEAR 1945 saw the end of one great era in radio broadcasting and the beginning of the other. In no medium were the world shaking developments of the year reflected with such sensitivity. The 12 months of 1945 saw such history-making events as the inauguration of two Presidents, the death of the nation's first "Radio President," V-E Day, V-J Day, and the news of the use of the atomic bomb. They all had their direct impact on radio listening.

The end of the year saw the beginning of the return to "normalcy," with the composition of the home in particular reflecting the return of men to civilian life. The change to peacetime programming, in the fall of 1945, was reflected in one of largest turnovers in radio programs schedules in radio history, and radio listening during the late winter months began to show an upturn over the preceding year in the 81 cities in which the CAB interviewed twice monthly.

Record Year

Again in 1945 the radio industry experienced one of the best years in its commercial history. Large advertising expenditures were reflected not only in dollar volume of network sales but were true of "national spot" broadcasting and local radio advertising as well. As the year progressed most of the broadcasters were turning their attention more and more to problems of the future such as FM and television.

The year 1945 also saw the addition of two network names to the language of the listeners. The Blue network became the American Broadcasting Co. or "ABC" to the average listener, and the Associated Broadcasting System was inaugurated.

The fall season of 1945 saw the greatest influx of new fall programs in radio history. This turnover reflected the change to a peacetime advertising prospective in addition to the normal seasonal changeover to winter schedules, the influx of new programs, and, of course, the return from the wars of many old radio favorites. There were 80 new programs rated by the CAB in its fall reports. The continued increase in volume of network programs during 1945—a tabulation which showed such startling increases in the years 1943 and 1944—is summarized by the following table:

Table I—TOTAL NUMBER OF CAB RATED PROGRAMS

	Winter 1943-44	Season 1944-45	Total Increase	Summer Season 1944	Summer Season 1945	Total Increase
Nighttime.....	161*	211	50	185	199	14
Daytime.....	106	129	23	110	121	11

*This total for 1943-44 does not include programs broadcast after 10:30 p.m. All other nighttime totals do.

New programs that found popularity among radio listeners in 1945 included the *Danny Kaye Show*, *Meet Me at Parkys*, *Theatre Guild on the Air*, *Teentimers Show*, *Request Performance*, *Powder Box Theatre*, *His Honor the Barber*, *This Is Your FBI*, *Beulah*, and *Textron Theatre*.

In addition a number of established network favorites that had been continued in a sustaining category by the networks up to the time of the sponsorship included: *Queen for a Day*, *Radio Auction Show*, and the *National Farm and Home Hour*.

Returning radio veterans were headed by Fred Allen who immediately jumped into sixth place among the top nighttime leaders. The program, *Adventures of Ozzie & Harriet*, saw the return to radio of popular radio musical favorites in a new and successful format. Red Skelton's return from the services in December was greeted with a rank of seventh place among the top nighttime leaders. Other service returnees included Rudy Vallee, the original Henry Aldrich, and Tom Harmon as a network sportscaster.

Nighttime Favorites

At the end of 1945 as in the preceding two years Bob Hope and Fibber McGee continued to lead all nighttime programs in popularity with Hope, as usual, having a slight edge. Walter Winchell, who was tied for third place in 1944 was replaced in that position by Charlie McCarthy, who jumped from seventh place in the preceding year. Among the newcomers to the ranks of the top 15 were: Red Skelton, whose return from the armed forces was greeted with a popularity rank of seventh place, Amos 'n' Andy, and Fred Allen.

A list of these top 15 nighttime leaders at the end of 1945 follows:

- Bob Hope
- Fibber McGee and Molly
- Charlie McCarthy
- Lux Radio Theatre
- Jack Benny
- Fred Allen
- Red Skelton Show
- Mr. District Attorney
- Walter Winchell
- Eddie Cantor Show
- Kraft Music Hall
- Screen Guild Players
- Sealtest Village Store
- Amos 'n' Andy
- Abbot & Costello

Daytime Programs

The daytime program schedule continued to show many changes in broadcast schedules as in recent years. The addition of Fred War-

ing as a daytime sustainer was new entertainment for daytime listeners as was the development and commercial sponsorship of such programs as *Queen for a Day* and *Ladies Be Seated*. Informality seemed to be the new note in daytime broadcasting and was being constantly injected into the 1945 daytime broadcast schedule in the form of audience participation programs.

Popularity of this new daytime format became particularly apparent when we find that for the first time an audience participation program led the top 15 daytime leaders as of December 1945. *Breakfast in Hollywood*, in fact, not only had one part of its broadcast leading the top 15 programs, but the second half of the program under different sponsorship was in seventh place among all daytime programs.

To emphasize the change that took place in the daytime broadcast schedules we note that such favorites as *Kate Smith Speaks*, *Aunt Jenny's Stories*, *Life Can Be Beautiful*, all longtime favorites of the daytime listeners, were no longer listed among the top 15.

The weekend daytime picture also continued to show changing patterns of listening. The three top-

ranking weekend programs of December 1944—*Westinghouse Program*, William L. Shirer and *Grand Central Station*—were replaced by *Gene Autry Show*, *Prudential Family Hour* and *One Man's Family* in December 1945.

Program Trends

A list of the top 15 daytime ers as of December 1945 incl

- Breakfast in Hollywood (11:00)
- Portia Faces Life
- When a Girl Marries
- Big Sister
- Pepper Young's Family
- Young Widder Brown
- Ma Perkins (CBS)
- Breakfast in Hollywood (11:15)
- Breakfast Club (9:30)
- Ma Perkins (ABC)
- Romance of Helen Trent
- Lorenzo Jones
- Right to Happiness
- Stella Dallas
- Just Plain Bill

Top three weekend daytime programs:

- Gene Autry Show
- Prudential Family Hour
- One Man's Family

An analysis of the share of total commercial airtime devoted to each of many program types of the past several years spotlights the principal changes in 1945. The following table summarizes type rankings since the 1940-1941 season as taken from official CAB records. Only the most popular of the program types are summarized:

NIGHTTIME PROGRAMS (WINTER SEASON)

(Rank in % of Total Commercial Evening Air Time)

	Drama	Variety	News & Talks	Aud. Parl.	Pop. Music	Fam. Music
1944-45.....	2	1	3	4	5	6
1943-44.....	1	2	3	4	5	6
1942-43.....	1	2	4	3	5	6
1941-42.....	1	2	5	3	4	6
1940-41.....	1	3	4	2	5	6

DAYTIME PROGRAMS (WINTER SEASON)

(Rank in % of Total Commercial Daytime Air Time)

	Serial Drama	Other Drama	News & Talks	Variety	Children's Programs
1944-45.....	1	4	2	5	3
1943-44.....	1	4	3	2	5
1942-43.....	1	6	2	4	3
1941-42.....	1	7	2	4	3
1940-41.....	1	8	2	5	3

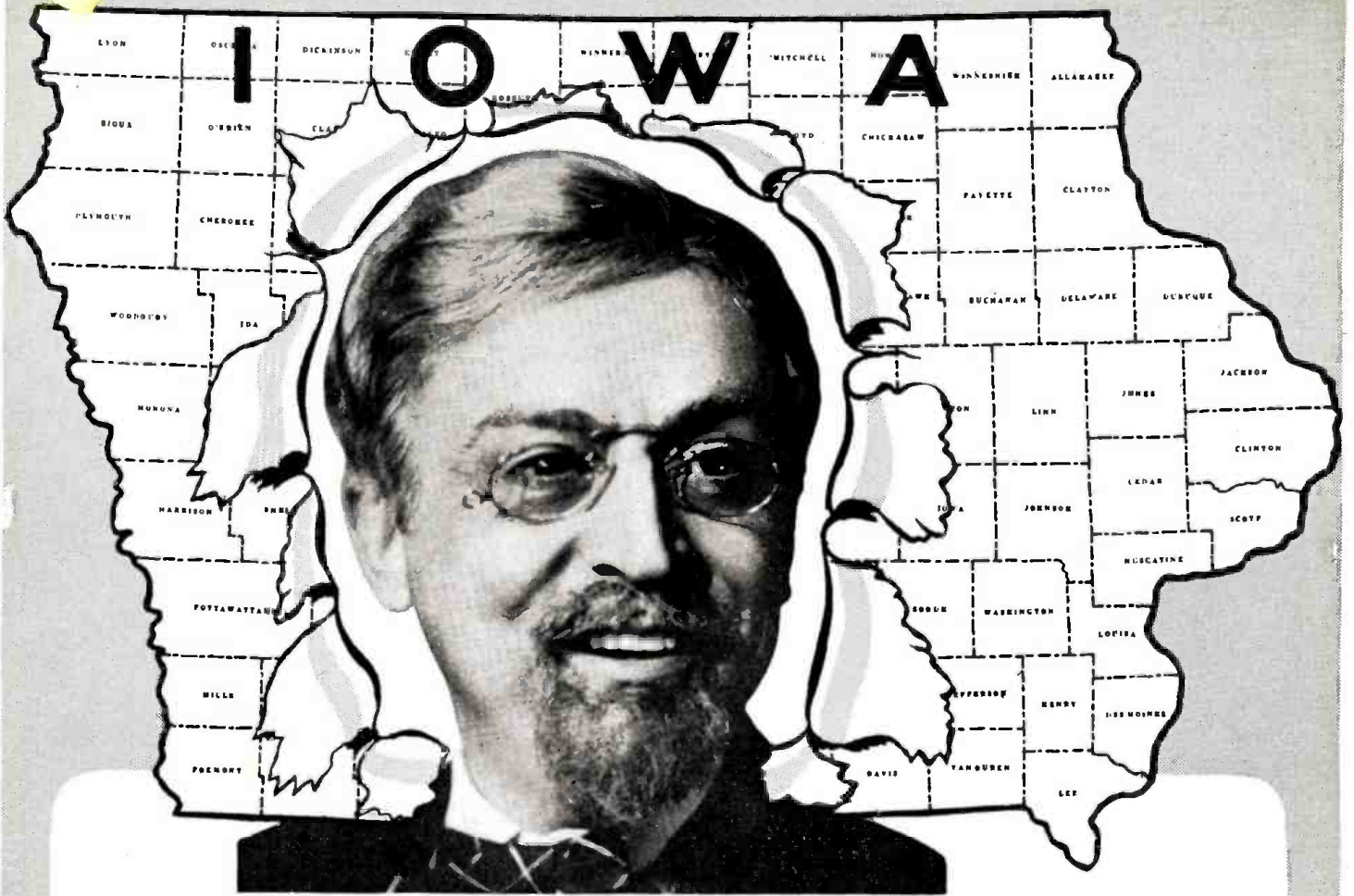
Family Favorites

CAB reported regularly during 1945 on the composition of the radio listening audience by men, women, and children listeners. This interesting composition of the average audience in 10 listening homes among the 81 cities interviewed by the CAB is shown in the chart on page 42 entitled "The Family Radio Audience".

Within the family, variety and quiz programs showed the greatest popularity, for Jack Benny (variety) and *Quick as a Flash* (quiz) are the programs with the largest audience within the family—2.9 listeners in every listening family for each of these programs as recorded during the fall of 1945 sea-

son. Straight drama was the next most popular type among the fall leaders with *Request Performance* attracting 2.8 listeners per family.

Comedy drama (*Blondie*, and *Great Gildersleeve*); melodrama (*Dick Tracy*); popular music (*Kate Smith Sings*, *Manhattan Merry-Go-Round*, *Your Hit Parade*); news, commentators and talks (Walter Winchell) gave equal rank with 2.7 per listening homes as revealed in a ranking of the leaders of each program type. Next came familiar music (*American Album of Familiar Music*, *American Melody Hour*) with 2.6 listeners per family, and last, classical and semi-classical music (*Boston Symphony Orchest*—*Continued on page 40*)



*Things Look Mighty Good
at KXEL out here in IOWA!*

Josh Higgins

KXEL

50,000 WATTS
CLEAR CHANNEL BASIC AMERICAN
JOSH HIGGINS BROADCASTING CO.

Represented by John Blair & Company

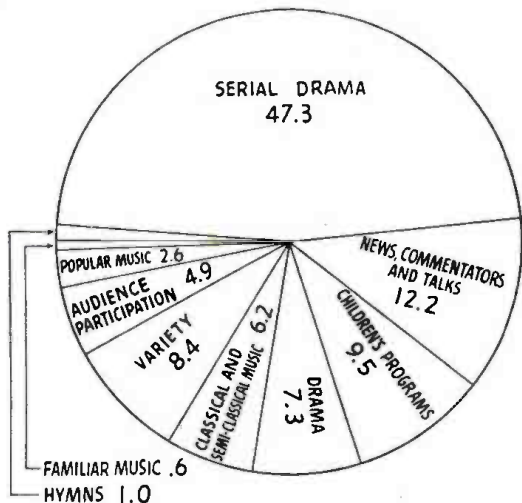
WATERLOO, IOWA

DIVISION OF COMMERCIAL NETWORK TIME

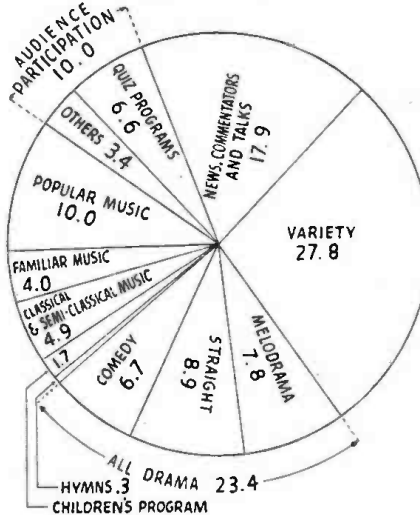
By Program Types

Winter-Spring—1945

Daytime Programs

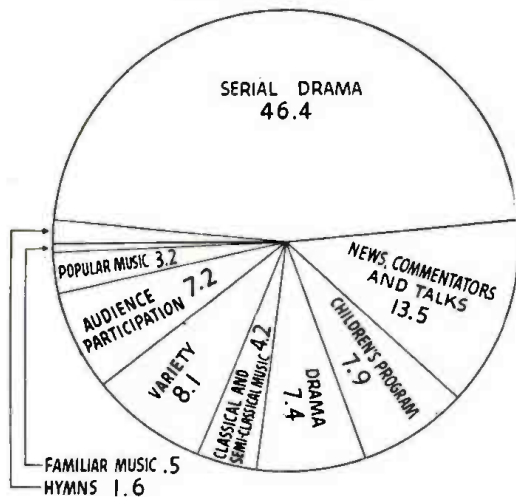


Nighttime Programs

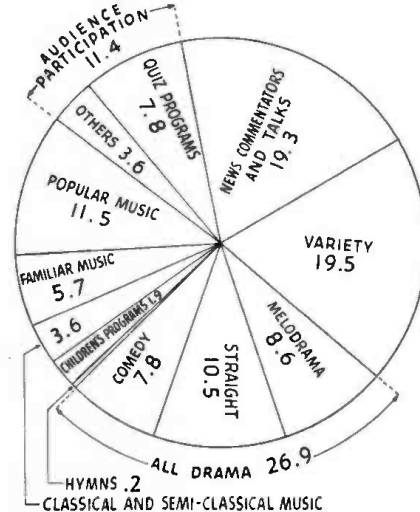


Summer—1945

Daytime Programs



Nighttime Programs



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 have been considered as 1 1/4 hours per week for the number of weeks investigated, 15-minute programs three times a week 3/4 hour, etc.

(Continued from page 38)

tra and Telephone Hour) with 2.4 listeners per listening family.

In 1945 the CAB not only reported the total composition of the audience within the average home but broke it down by men, women and children. Program popularity by age classification is shown in table below.

Radio played the biggest role in its history in 1945 when it kept the nation "at the front" for the climax of the world's two greatest wars.

The listening radio audience on the morning of May 8, V-E Day, was not only nearly triple that of

a normal weekday morning, but it was the largest morning audience ever recorded by the CAB in its 81-city sample. Sets in use were 36%, a 166% increase over the 13.5 shown on April 17th, the last preceding normal Tuesday morning. While the afternoon listening on V-E Day dropped in actual volume and percent of increase below the morning level, sets in use were scored at 21.8, 55% over normal. Evening listening was 7.5% over normal.

V-E Day afternoon and evening listening, however, was lower than

that of D-Day, both in volume and percent of increase.

On Friday morning, Aug. 10, when the news that Japan was really talking surrender was broadcast, listening to the radio started to assume D-Day and V-E Day proportions. Morning listening on Aug. 10 equalled that of evening, and was double that of a normal morning. Afternoon listening was 57% over normal—a greater increase percentagewise than on V-E Day. In the evening the increase over the preceding comparable night was 65%.

The end of the war was celebrated by special radio programming on all networks and for the second time commercial radio schedules were again completely cancelled as they had been on the news of the death of President Franklin Delano Roosevelt.

Special Programs

A special V-E Day broadcast from Hollywood on May 8 attained a 9.4 rating while Toscanini and the NBC orchestra on the same day attained a 7.8 rating. In addition, the Corwin broadcast on a "Note of Triumph" attained an 8.1 CAB rating.

During the greater part of 1945 both the Army and the Navy had their own network radio programs to keep the nation informed. The Army Hour, broadcast Sunday afternoons, averaged a CAB rating of 6.3 while a Navy program called the Navy Hour attained average ratings of 5.3 while rated by CAB.

The nation heard the fourth inaugural of Franklin Delano Roosevelt Jan. 20. This broadcast attained a 20.1 CAB rating and 90.2% of the listening audience at the noon hour. On March 20 FDR attained a high rating for his five-minute send-off for the new Victory Loan with a 33.8 rating and 97.2% of the nation's listeners.

A few months later all normal network schedules were cancelled at the news of the death of President Franklin Delano Roosevelt. Special programming, unprecedented in radio history, was maintained during the period of mourning.

On April 16 President Truman's first address to Congress and the nation at 1:25 p.m. attained a 34.6 rating with 100% of the listening audience tuned to the new President. The next day, on April 17th, from 8:30-9 p. m., President Truman attained a 47.4 CAB rating and 100% of the listening audience while he gave the country and the Armed Forces a report on his plans as President.

On Aug. 9 from 10-10:30 p. m. President Truman again addressed the nation, attaining a 44.4 rating and a 99.2% of the listening audience for the second highest CAB rating for Truman, and higher than any attained by any previous President in the CAB sample of 81 cities.

The nation in 1945 was brought by radio to the scene of some of

(Continued on page 42)

Program	No. Listeners per Listener Family	Total in Every 10 Homes Listening to Programs (Col. 1 x 10)	Men		Women		Children 5-16	
			17-35	36+	17-35	36+	Boys	Girls
Jack Benny	2.9	29	6	5	8	7	2	2
Frank Sinatra Show	2.7	27	4	3	9	5	2	4
Walter Winchell	2.7	27	4	7	6	8	1	1
Your Hit Parade	2.7	27	4	4	9	5	2	3
Drew Pearson	2.6	26	4	7	6	7	1	1
Lone Ranger	2.6	26	3	4	4	4	7	4
Mr. District Attorney	2.4	24	3	6	6	6	2	1

**WANT A
CHOICE
PROGRAM?**

**-OR A
GOOD
SPOT?**

**-NEED A
'LIVE WIRE
PERSONALITY?**

**-THEN IT'S
WIRE**

WIRE

**BASIC NBC • 5000 WATTS
JOHN E. PEARSON COMPANY
NEW YORK • CHICAGO • KANSAS CITY**

AFFILIATED WITH

THE INDIANAPOLIS STAR.

BROADCASTING • Telecasting

1946 Yearbook Number • Page 41

(Continued from page 40)
 the most notable events in world history.

Complete reportorial coverage was given by the networks for the San Francisco Conference of Nations. On March 7 Comdr. Stassen addressed the country from the conference 10:30-11 p. m. and attained a 4.9 CAB rating. A few months later, June 19, 10-10:30 p. m., Gen. Eisenhower addressed the nation from a dinner given in his honor and attained a 7.4 rating. The Atomic Age dinner on Nov. 28 attained a 1.8 rating while Governor Dewey's Lincoln Day address of Feb. 8 had a CAB rating of 9.4.

Two Landmarks

Two notable landmarks for the radio listeners were set in 1945, when for the first time the opening of the Metropolitan Opera season, on the night of Nov. 26, was broadcast complete 8 p. m.-12:07 a. m. This unique commercial broadcast gained a 4.2 average rating for the 8-11 p. m. portion of the broadcast. Less than a month later a special tribute to the memory of Jerome Kern was broadcast 4:30-5 p. m. on Sunday afternoon and attained a 10.7 rating. On Oct. 1 for the first time since the beginning of the war the broadcasting industry, and the average listener

was affected by the changeover from daylight saving, or its equivalent "War Time" back to "Standard Time".

The returning veteran added a new stimulus to the audience of sports broadcasts for 1945, and his return forecast new audience records ahead for this type of radio entertainment.

Listening to the broadcasts of this year's World Series baseball games between the Detroit Tigers and the Chicago Cubs reached a new high in listening to a sports event, as revealed by coincidental interviewing in the 81 CAB cities. The peak audience was reached on Sunday, Oct. 7, when that day's game received a rating of 17.9—a 26% increase over the Sunday game of the series in 1944, which rated 14.2. Sets-in-use for this year's Sunday game were 5.8% higher than last year.

Listening to the series broadcast on Saturday, Oct. 6, was 9% over listening to the corresponding game in 1944, with a rating of 11.8 as compared to 10.8 for the same game in the 1944 contest. Sets-in-use for this year's Saturday game were up 11%.

The Navy-Notre Dame game Nov. 3 was the highest rated football game surveyed in 1945 by CAB with a 7.8 rating, while the boxing

about between Cochrane vs. Graziano Aug. 24 with a 4.6 rating was the highest of the 26 rated during the season. Race-track events were also recorded regularly by various national networks and the highest rating attained by any such broadcast during 1945 was the Preakness Race at Pimlico on June 16th, which rated 2.4.

Short Programs

Again as in 1944 the *Esso Reporter* with an 8.3 attained the highest rating for nationally broadcast live or transcribed "spot" programs. These programs are non-network programs individually spotted in many U. S. cities and the CAB reports regularly on the average rating of such programs. The second most popular nationally broadcast "spot" program was the *Quiz of Two Cities* which attained a 4.9 rating, in December 1945.

In addition the regular network five-minute program which headed the category of "five-minute network programs" in 1944 continued to do so in 1945. This was the Bill Henry capsule type of news broadcast 8:55-9 p. m. on CBS which had an 8.3 rating as of December 1945.

The Cooperative Analysis of Broadcasting is the only tripartite, nonprofit organization measuring radio program popularity. In 1945

it continued to expand both its field of research and the copyrighted information it offers to members.

The Board of Governors of the CAB is nominated by the American Association of Advertising Agencies and the Association of National Advertisers and includes representatives of the medium of radio. Its members are: Bernard C. Duffy, chairman; Robert B. Brown, vice-chairman and treasurer; Joseph D. Bohan; George H. Gallup; Edgar Kobak; Mark Woods; Frank E. Mullen; D. P. Smelser; Frank Stanton; L. D. Weld; A. W. Lehman, president; and George H. Allen, manager and secretary. In starting its new program the board stated that its new expansion was "an essential . . . stride toward its eventual goal of rating service representing a true cross section of all American homes, urban and rural, telephone and non-telephone."

Years of experimentation have led the CAB to rely more and more on the coincidental technique in its investigations. Many experiments with various techniques have resulted in the open-minded realization that each method carries its own limitation. For example, CAB ratings for late-night programs in the Eastern Time Zone are the result of the combined use of the day-

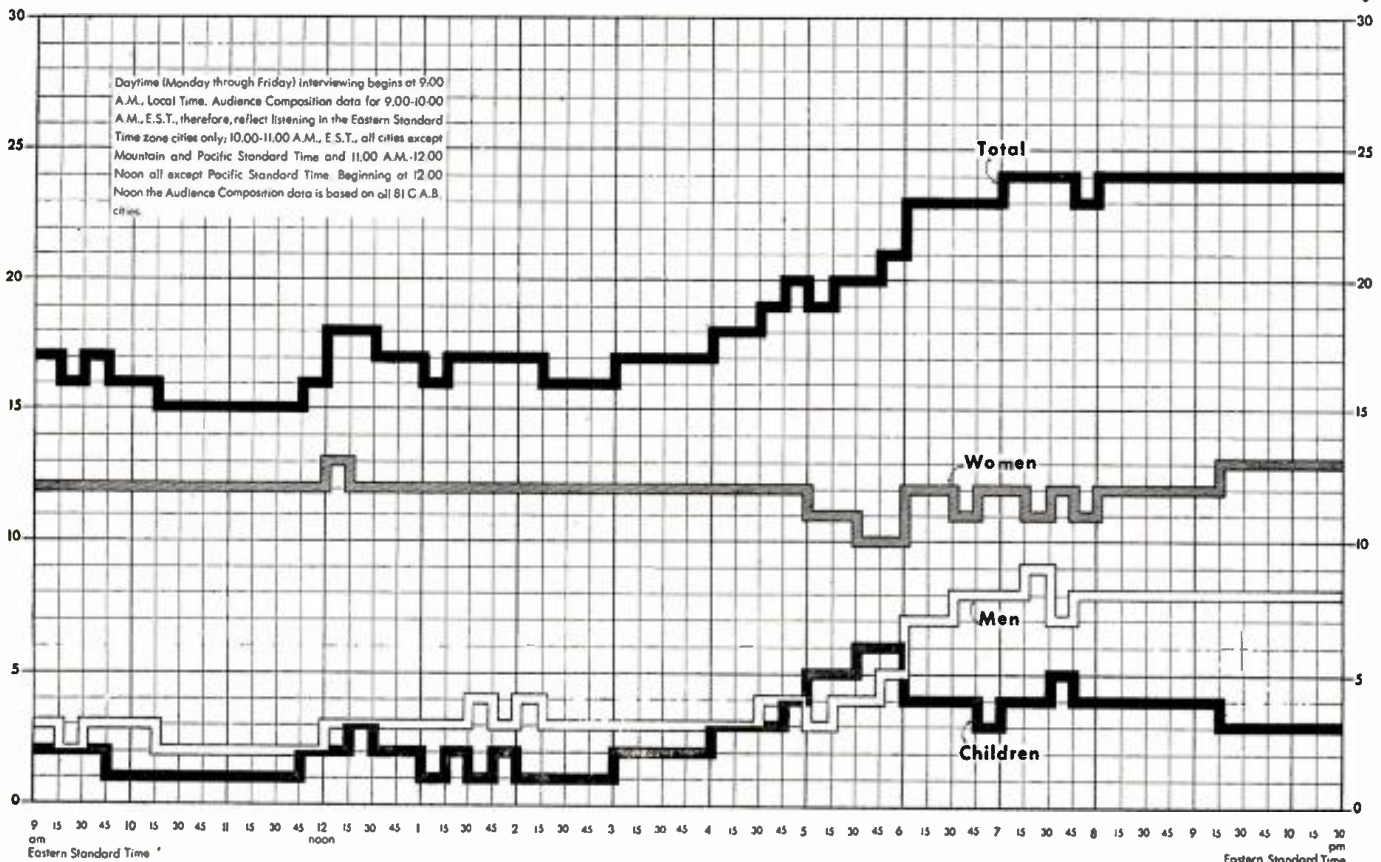
(Continued on page 44)

THE FAMILY RADIO AUDIENCE

Weekday
 Fall 1945

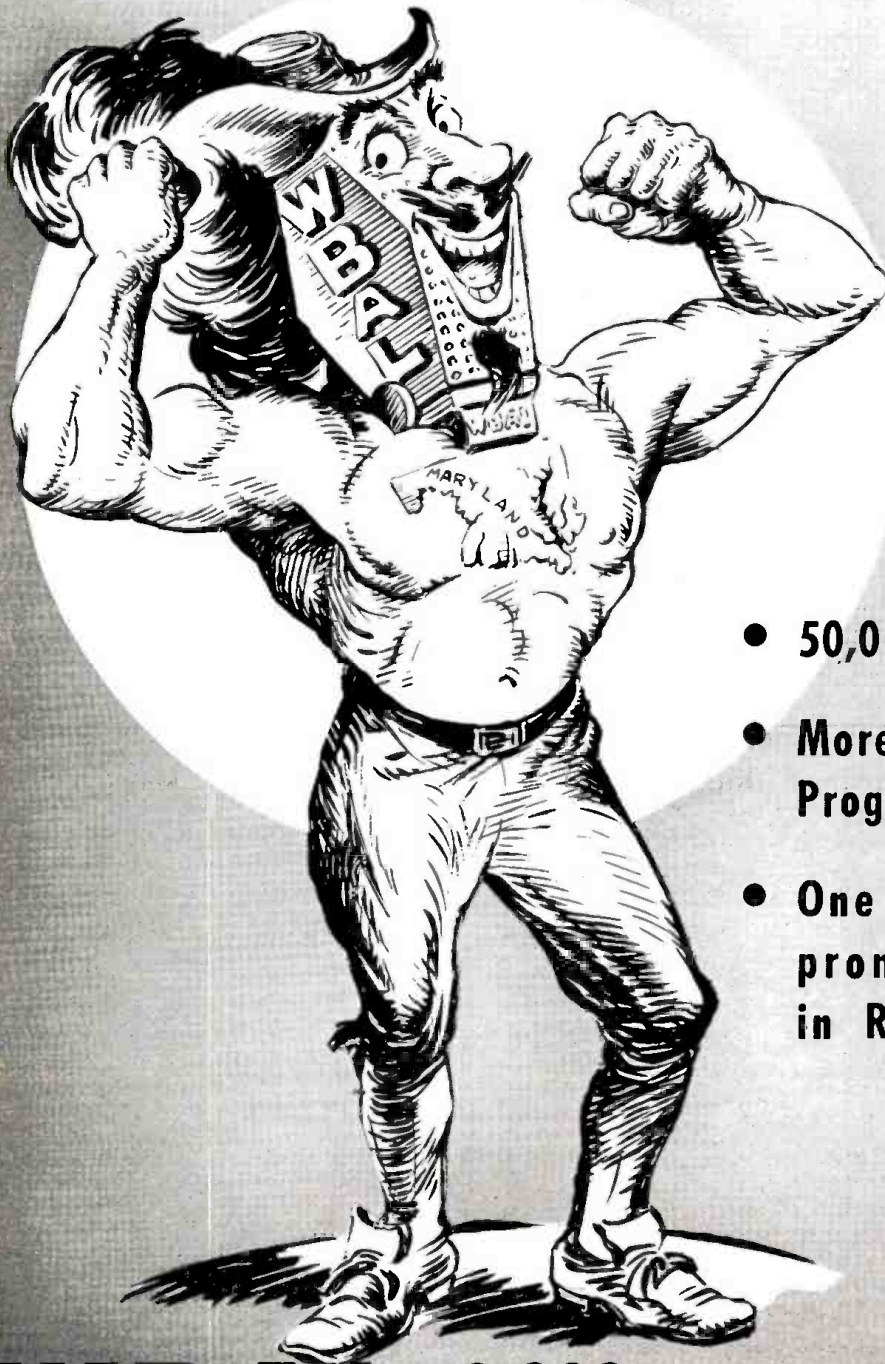
Men, Women,
 Children in
 every ten
 listening homes

Men, Women,
 Children in
 every ten
 listening homes



Typical Weekday (Monday through Friday) listening to the radio in the 81 C.A.B. cities, October 1945

The Power to Sell...



- 50,000 WATTS!
- More Powerfully Programmed than ever!
- One of greatest local promotion campaigns in Radio History!

WBAL 50,000 WATTS One of America's Great Radio Stations

BASIC NBC NETWORK — Nationally Represented by Edward Petry & Co.

B A L T I M O R E

(Continued from page 42)

part recall and coincidental techniques. All other ratings are produced by coincidental telephone interviews, producing an average audience rating.

At present, the dialings on which the CAB bases its ratings exceed more than 6,500,000 a year. The sampling is nearly three times the coincidental quota for CAB reports released prior to the expansion and is 60 times as large as the 100,000 used 15 years earlier in 1930 when it pioneered the first nationwide radio research ratings.

Interviews are distributed among 81 cities of 50,000 or more in population in contrast with a previous field of 33 cities. By giving each city-size group its true representation, the CAB has achieved what it considers an adequate representation of the U. S. cities of 50,000 population and up.

A similar adjustment occurred in the geographic distribution of the new sample. The basis of the new distribution was an increase from four to the nine geographic areas as defined by the U. S. Census.

Tripling the dialings has resulted, of course, in a similar increase in the base for rating individual programs. The nighttime sample for each half-hour of broadcasting has been enlarged 160% to 4,020 calls while the quarter-hour daytime unit, figured as five broadcasts a week on Monday through Friday, is now measured by a base 160% larger than prior to the expansion or 5,025 calls. Each rating is based on two weeks of interviewing.

The CAB uses the coincidental method of investigation. Interviewers ask what program and what station are being listened to at the time the telephone rang. People who answer "Don't know" are included in the sample. Homes dialed and found "busy" on the phone are excluded from the sample. The investigation periods run continuously through the day for programs originating locally from 9:00 p.m. to 10:30 p.m. The sampling is collected at random from the telephone homes in the 81 cities forming the CAB national cross-section.

Ratings three times a year are now released on network programs for each of four city-size groups—for cities 50,000 to 100,000; 100,000 to 500,000; 500,000 to 1,000,000; 1,000,000 and over in population. Ratings are also released three times a year for the first time,

Monthly Ranking of the 15 Nighttime Leaders For the Eight Winter Months—1944-45

Program	For the Period	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.
Bob Hope	1	1	1	1	1	1	1	1	1
Fibber McGee & Molly	2	2	2	2	2	2	2	2	2
Lux Radio Theatre	3	3	3	3	3	3	3	3	3
Walter Winchell	4	4	4	4	4	4	4	4	4
Charlie McCarthy	5	5	5	5	5	5	5	5	5
Sealtest Village Store	6	6	6	6	6	6	6	6	6
Jack Benny	7	7	7	7	7	7	7	7	7
Kraft Music Hall	8	12	12	15	5	9	3	4	6
Mr. District Attorney	9	6	8	10	9	9	9	10	5
Screen Guild Players	10	9	11	7	10	8	11	8	8
Eddie Cantor	11	11	9	9	13	11	12	13	10
Abbott & Costello	12	9	13	14	11	12	10	12	12
Burns and Allen	13	11	13	14	17	13	13	14	14
Take It or Leave It	14	7	13	11	12	19	21	15	15
Hildegard	15	10	11	23	16	14	26	11	13

Monthly Ranking of the 15 Nighttime Leaders For the Four Summer Months—1945

Program	For the Period*	May	June	July	Aug.
Walter Winchell	1	1	3	1	1
Mr. District Attorney	2	2	4	2	1
Sealtest Village Store	3	5	5	13	5
Screen Guild Players	4	8	6	8	7
Kraft Music Hall	5	6	9	33	14
Lowell Thomas	6	16	16	3	2
Take It or Leave It	7	14	9	3	11
People Are Funny	8	17	24	6	3
Your Hit Parade	9	18	8	7	13
Aldrich Family	10	15	30	11	9
Gabriel Heatter-Tu, Th.	11	18	28	33	6
Crime Doctor	12	36	20	8	8
Suspense	13	32	20	23	8
Can You Top This	14	22	22	18	23
Gabriel Heatter-MWF	15	24	54	22	4

*Includes only programs broadcast at least three months of the four-month Summer period.

based on seven U. S. geographic areas as contrasted to the normal four geographic areas to which network radio has been accustomed.

Regular Reports

The CAB releases to its members 72 reports a year consisting of 24 program reports; 24 twice-monthly pocket reports, and 6 large comprehensive reports analyzing trends in program popularity and radio sets-in-use. Also included are eight reports a year giving brand identification ratings on each network program, and four reports a year giving the audience composition (men, women, and children) listening to each program.

Another innovation are the six CAB reports a year on the radio audience in each of the cities it surveys regularly. The CAB city Reports reflect the audiences of approximately 275 stations, and evaluate the average program popularity of these stations six times throughout the seasons of the year. A particular innovation to the local radio scene is the strict city-by-

city comparability of all of these local data by time of day, day of interviewing, and interviewing method.

Besides adding teletype communication with its members in 1945 the CAB also added an interpretative news-letter service, an advance rating bulletin service, and issued a CAB Handbook for its members. A copy of the handbook, giving a complete description of CAB activities, is available on request.

Calendar of Events

(Continued from page 37)

NOVEMBER—Continued

- year olds, 1942; Jap envoy, here "for peace" received by the President, 1941.
- 18—Congress adopted Standard time in 1883.
- 19—James A. Garfield (20th Pres.), born 1831; Lincoln's Gettysburg Address, 1863.
- 21—North Carolina joined Union, 1789.
- 22—Pres. Roosevelt and Mr. Churchill met at Cairo and conferred with Chiang Kai-Shek prior to meeting at Tehran with Stalin.
- 23—Franklin Pierce (14th Pres.), born 1804; SPARS, created 1942.
- 24—Zachary Taylor (12th Pres.), born 1784.

- 25—Christmas Seal Campaign, Nov. 25 to Dec. 25; National Prosperity Week, Nov. 25 to Dec. 1.
- 27—Henry Wadsworth Longfellow, born 1807; Cordell Hull, resigned as Secretary of State. Succeeded by Edward R. Stettinius Jr., 1944.
- 28—First U. S. Government Post Office, 1783; Thanksgiving Day. Since 1941 designated by Congress as fourth Thursday of the month. House Joint Resolution No. 41.
- 29—Coffee rationing in effect, 1942; Louise May Alcott, author of "Little Women," born 1832.
- 30—Russia invades Finland, 1939; Inventory Limitation Order, in effect 1942; U. S. Patent Systems est. 1836; Winston Churchill, born 1874.

DECEMBER

- Flower—Holly, Poinsettia; Birthstone—Turquoise, Ruby, Lapis Lazuli.
- 1—Nationwide Gasoline Rationing, in effect 1942.
- 2—LaGuardia Field (Airport) at North Beach, L. I., officially opened 1939.
- 3—Illinois admitted to Union, 1818.
- 4—Roosevelt-Churchill-Stalin meet at Teheran, 1943; Works Projects Administration, abolished 1942; Thomas Carlyle, born 1795.
- 5—Martin Van Buren (8th Pres.), born 1782; 18th Amendment repealed, 1933.
- 7—Japan attacked Pearl Harbor, 1941; Delaware joined Union, 1787; The Philharmonic Society of New York, country first professional symphony orchestra, held first concert 1842.
- 8—U. S. declared war on Japan, 1941; Feast of Immaculate Conception; International Golden Rule Week, Dec. 8-15.
- 9—First U. S.-made locomotive completed at West Point Foundry, New York, 1830.
- 10—Philippines ceded to U. S. in Treaty with Spain, 1898; Japanese land on Philippines, 1941; Mississippi joined Union, 1817.
- 11—Germany and Italy declared war on U. S., 1941; Indians admitted to Union, 1816; American Federation of Labor, created 1886.
- 12—Guam occupied by Japanese, 1941; Pennsylvania joined Union, 1787; Washington became permanent seat of government, 1800; Marconi signaling of letter "S" across Atlantic—birth of wireless, 1901.
- 14—Alabama joined Union, 1819.
- 15—Telegrams of "felicitations" banned, 1942; Bill of Rights Day (enforced 1791); Federal Income Tax, last payment.
- 16—Boston Tea Party, 1773; Beethoven, composer, born 1770.
- 17—John Greenleaf Whittier born 1807; Wilbur Wright's first flight, 1903. Now proclaimed as "Pan American Aviation Day."
- 18—New Jersey entered Union, 1787; Hanukkah (1st day).
- 21—World's First Cooperative Store, established 1844 in Rochdale, England; Forefathers Day—Landing of Pilgrims in 1620 (celebrated mostly in New England).
- 22—Winter begins today; Winston Churchill arrived in Washington for conference with Pres. Roosevelt, 1941.
- 23—Wake Island falls, 1941; U. S.-Great Britain War Council organized and first session held in Washington, 1941.
- 24—Admiral Darlan assassinated, 1942.
- 25—Christmas Day.
- 26—Winston Churchill addressed Congress in the Senate Chamber, 1941.
- 27—Gen. Girard replaced Darlan, 1942.
- 28—Woodrow Wilson (28th Pres.), born 1856; Iowa admitted to Union, 1846.
- 29—Andrew Johnson (17th Pres.), born 1808; Texas admitted to Union, 1845.
- 30—Alfred E. Smith, four times Governor of New York, born 1878.
- 31—New Year's Eve.

Washington's fastest-growing station . . .

Washington's most progressive station . . .

Washington's most economical network station . . .

A Cowles Station

BASIC MUTUAL

WOL

"THE VOICE OF WASHINGTON"

Represented nationally by
The Katz Agency, Inc.



NOW... *Results Per Dollar Count*

So Try This Proven Formula for OMAHA

NBC's PARADE of STARS
+ 590 KILOCYCLES
+ 5000 WATTS

= The Largest Audience
Most of the Time



Several changes are impending in Omaha broadcasting. The net result will be more and better programs for all listeners in this area. WOW congratulates the stations involved and wishes them unlimited success.

At the same time — now that radio advertising dollars *MUST* count WOW calls your attention to the fundamental principle of radio advertising: *AUDIENCE is ALL-IMPORTANT.*

When you consider the Omaha Market, remember the equation above!

RADIO STATION
WOW INC.
 OMAHA, NEBRASKA
 590 KC • NBC • 5000 WATTS
 Owner and Operator of
KODY • NBC IN NORTH PLATTE
JOHN J. GILLIN, JR., PRES. & GEN. MGR.
 JOHN BLAIR & CO., REPRESENTATIVES



Hooper 1945 Radio Audience Analyses

The Impact of Victory on Basic Radio Audience Measurements

By C. E. HOOPER

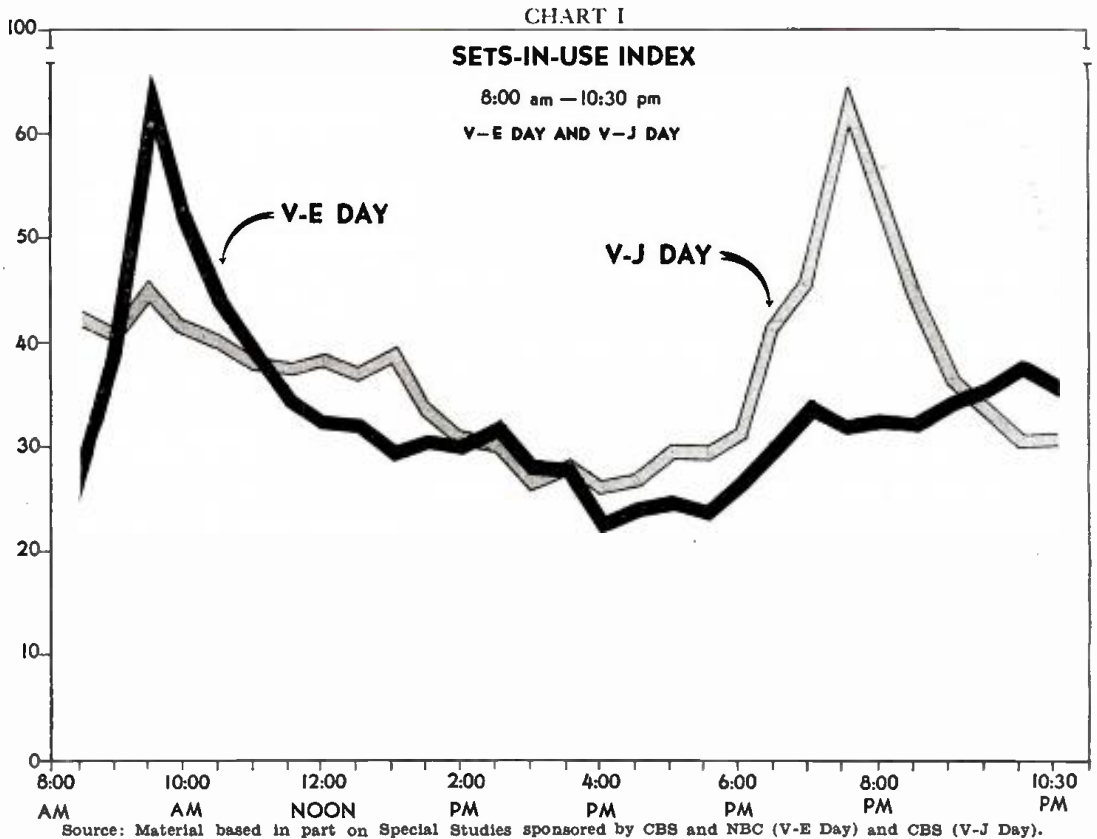
President, C. E. Hooper, Inc.

THE YEAR 1945 saw the final entry in wartime radio audience measurements. In a fitting finale, both Victory in Europe and Victory over Japan lifted listening to its highest peaks since the Declaration of War on December 8, 1941. It is a matter of record that history, swiftly changing, swiftly reported by radio, draws America to its receiving sets as inevitably as a magnet attracts iron filings. And listening in the news-filled days which were climaxed by V-E and V-J Day are reflected in the Hooper audience measurements curves with the sensitivity of a seismograph.

With the good fortune which favors an extensive interviewing schedule, we were able (through routine operations) to obtain for the industry a complete record of the radio audience behavior not only on the two outstanding days of the year, but also during the week preceding each. Interviews by C. E. Hooper, Inc., are regularly conducted from the first to the seventh of the month, in the evening; from the eighth to the fourteenth of the month, during the daytime; from the fifteenth to the twenty-first, again in the evening. V-E Day fell on May 8th. V-J Day came on August 14th. On both occasions, Hooper investigators were on the job, doing their daytime schedules and it was a simple matter to notify them to continue telephone interviews until 10:30 pm.

Chart I plots listening by half-hour periods, from 8:00 am to 10:30 pm on V-E and V-J Day. The high point on each day is, by coincidence, identical: 63.1%. This peak is significantly higher than that found on D-Day of the previous year (53.0%) and on the night of the 1944 elections (56.6%).

At 9:00 am May eighth, Presi-



dent Truman announced to the nation-wide radio audience the official, unconditional surrender of Germany. The high point in listening fell naturally between 9:00-9:30 am. From that time on, listen-

ing steadily "declined" to 22.8% in mid-afternoon. Evening listening continued to be abnormally high for the time of year with an average of 33.9%.

The climax on V-J Day came at

7:00 pm August fourteenth. Listening during the day was generally above that on V-E Day. But by 9:00 pm the sharply descending curve dipped below the figures registered on May eighth. The war was over. There were bonfires to be lit in the streets.

The bars in Chart II are arranged in chronological order. The week preceding V-E Day found evening Sets-in-Use at the high average level of 32.6% from 6:00-10:30 pm. (It's the highest recorded index for May evening listening in the 11-year-old files of C. E. Hooper, Inc.) The second bar shows the average level of listening on V-E Day from 9:00 am to 6:00 pm. The third bar—the average daytime listening for the balance of the week—reflects the expected, post-climactic slump. The decline is purely relative. That index of 17.0% is higher than any daytime figure recorded since February, 1942.

Chart III graphically portrays listening conditions surrounding V-J Day. The first bar indicates the level of daytime listening the week of August 8-14th. Interviewing that week coincided with startling developments: The atomic bomb, Russian entry into the War, and Japanese surrender negotiations. (The phenomenally high listening on the fourteenth boosted

(Continued on page 48)

CHART II
COMPARATIVE LISTENING INDEXES
V-E DAY, WEEK PRECEDING, WEEK FOLLOWING

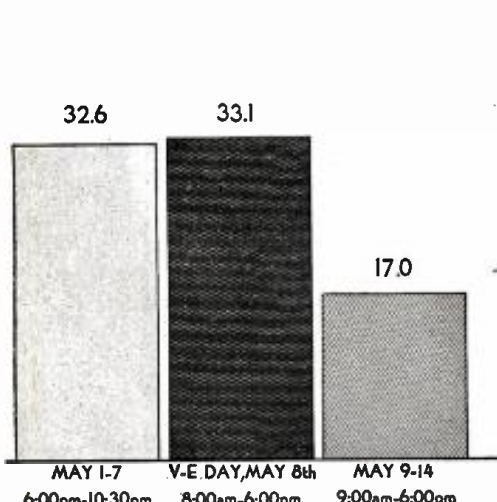
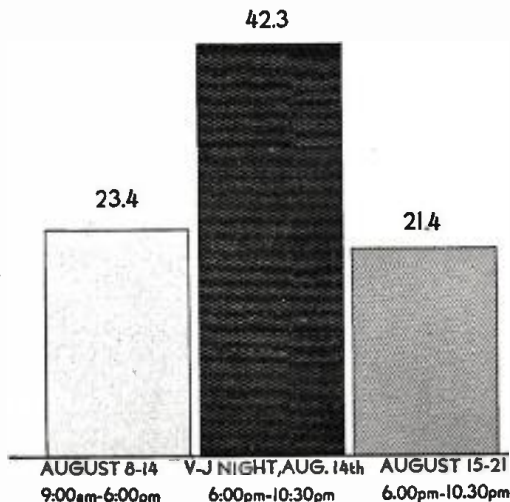


CHART III
COMPARATIVE LISTENING INDEXES
V-J NIGHT, WEEK PRECEDING, WEEK FOLLOWING



Direct Result of a Radio Program



YESTERDAY this woman listened to the radio. Out of the air came drama, and humor, and music. And then, at a moment when entertainment of the highest calibre had lessened any possible sales resistance, she heard a message from the sponsor of the program. Yesterday a radio program did a job. Yesterday a sale was born. Today that sale has become a reality.

That is the way radio works. That is the way it has been working for more than twenty-five years. And that is the way WTIC has become such a dominant sales medium in the wealthy Southern New England market.

If you sell a food product—or any product, for that matter, in Southern New England, remember that this territory has a per capita spendable income more than 60% higher than the average for the entire United States. Remember too, that for quick and lasting acceptance of that product the friendly and familiar voice of WTIC is this region's most influential medium.



**DIRECT ROUTE TO
SALES IN**
Southern New England

The Travelers Broadcasting Service Corporation

Affiliated with NBC
and New England Regional Network

Represented by WEED & COMPANY,
New York, Boston, Chicago,
Detroit, San Francisco and Hollywood

(Continued from page 46)

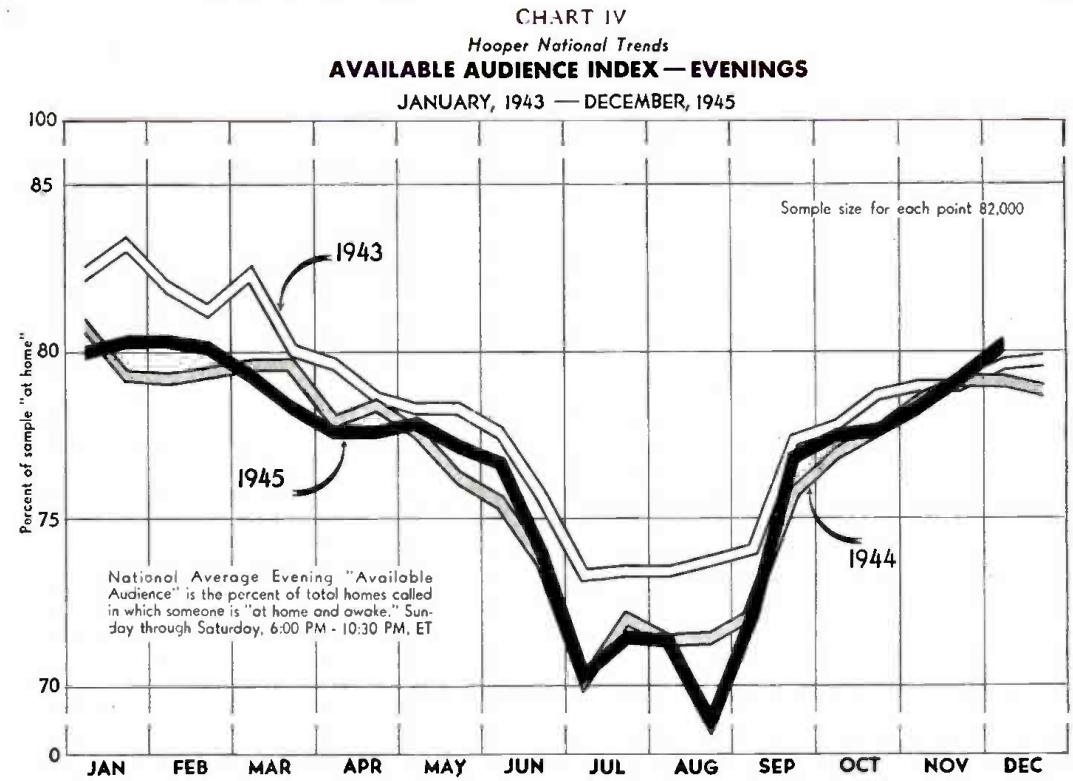
the week's average to the highest point ever recorded during daytime interviewing). The second bar shows listening activity from 6:00-10:30 on the evening of V-J Day itself. The third bar, almost exactly half the height of the second, represents average evening listening in the next seven days. The evening Sets-in-Use index of 21.4% is the highest reported figure for August evening listening in the Hooper records.

Basic Factors

By no means the least significant characteristic of these figures which measure the listening activity of the radio audience when Victory came, is the fact that they were obtained in the course of our normal operations. There was nothing "special" in the way of techniques or instructions. The figures are thus entirely comparable with other audience data continuously gathered since 1934, using the telephone coincidental method. Hooper interviewers in 32 large cities, in which each of the four major networks has a local outlet, call homes continuously while programs are broadcast and ask the following:

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

The mere fact of answering the telephone provides basic data for the radio industry. It permits the measurement of the "Available Audience"—the percent of the population at home and awake at a given time. The answer to the first question yields another fundamental measurement, "Sets-in-



Use"—the percent of homes listening to the radio at a given time. The trends of "Available Audience" and "Sets-in-Use" for evening periods are shown in Charts IV and V. The impact of Victory on the Available Audience is graphically shown by the convulsive dip and recovery in August and September (Chart IV). The year started with a continuation of a downward trend

that had made itself strongly manifest by 1943. The withdrawal of people from their homes into the services, and night shifts in war plants made steady inroads into the potential available to radio. From January until August, the 1945 curve crosses and recrosses the 1944 curve—and remains consistently below the 1943 level. Wednesday, August fifteenth

saw the end of gas rationing. And in the week of August 15-21st, the index dropped to 68.4%—the lowest figure recorded in any evening interviewing week. A gas-starved America was back at the wheel. The spurt in motoring saw an immediate increase in the auto-accident rate, quickly followed by warning publicity, and a reminder that the tire shortage would continue. The driving spree came to a jolting stop. Two weeks later the index was within two-tenths of a point of the 1944 figure, and has been rising steadily since.

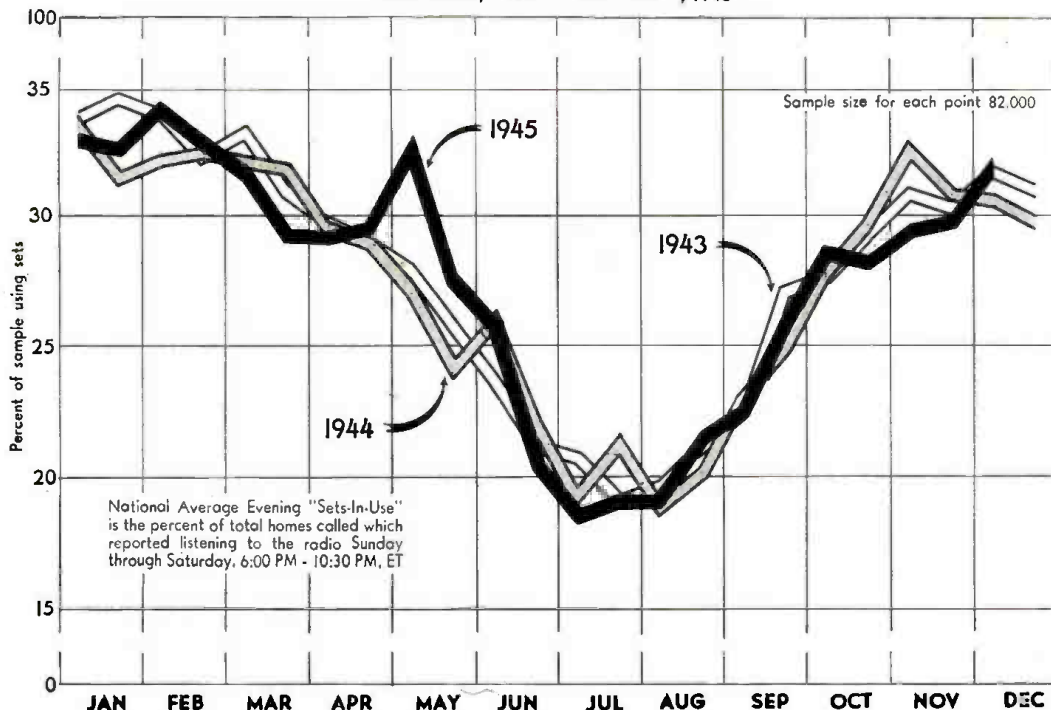
The end of the war has released two forces which influence the Available Audience index in opposing directions. The removal of restrictions on travel . . . the presence of unlimited quantities of gas . . . prospects for new tires and new cars—all tend to take people from the home, and depress the index. On the other hand, release of men from the service . . . the cancellation of war contracts and the subsequent elimination of night shifts tend to put more people into the home. At present, it appears that this latter force is the more powerful. By the end of November, for the first time during the year, the 1945 curve had edged a hairline above the corresponding figure for 1943. The trend persisted strongly in December and by the end of the year had reached levels not seen since the spring of 1943.

Evening Listening Extremes

In terms of the Sets-in-Use index, the 1945 curve, shown in Chart V, is a study in extremes. New war-time highs for various weeks were registered in May, August and October. But in March, June and November, Sets-in-Use dropped to their lowest levels recorded since World War

(Continued on page 50)

CHART V
Hooper National Trends
SETS-IN-USE INDEX — EVENINGS
JANUARY, 1943 — DECEMBER, 1945





F. S. LOGAN



WILLIAM C. EMBRY



LT. COM. BARRY BINGHAM



A. O. BINFORD



R. D. SCOTT



WILLIAM M. REED



GEORGE RUCHEL



R. C. TWAY



BEN W. MAYER



J. A. HILLERICH



R. S. REYNOLDS



C. D. DOSKER



FOSTER GUNNISON



PATRICK CALHOUN



WILLIAM O. FREDERICK



LT. COM. THURSTON B. MORTON



A. J. STEWART



T. V. MARTNETT



HENRY W. WALES



ANGUS D. MACLEAN



ARCHIE P. COCHRAN



F. P. TAYLOR, JR.



O. A. MEUSER



ERNEST L. VOGT



ALVIN A. VOIT



PHILIP H. NOLAND



J. T. GRIFFIN



J. B. HILL

Plans for Louisville!

No city of comparable size has played a more vital role in the war effort than Louisville. As the country's eighteenth largest industrial area in volume of war contracts awarded, Louisville's industrial capacity in 1942 had almost doubled that of 1939. This was maintained until the war's end.

Is it any wonder that people have been asking, "What's going to happen when your war industries close?" In order to learn factually what part of the wartime expansion and new industry will be maintained or further expanded, The Courier-Journal, The Louisville Times and radio station WHAS started a thorough-going survey of the area immediately after V-J Day. Information has also been gathered as to the future of the synthetic rubber industry and the city's plans to take care of its increased population and industries.

Write for our forty-page booklet outlining the postwar plans of Louisville's business leaders and the city of Louisville.

WHAS  **840** ON YOUR DIAL
COLUMBIA NETWORK

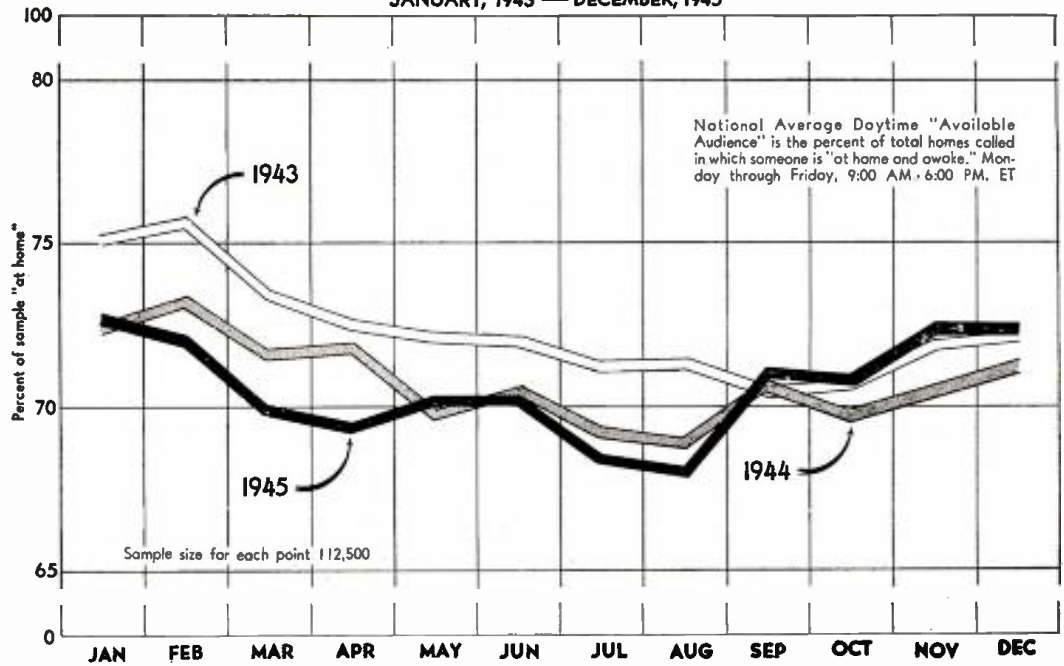
(Continued from page 48)

II began. Evening listening the week preceding V-E Day raised the 1945 curve to a point not reached since, and exceeded only in January and February. The Sets-in-Use index has paralleled the sharply rising available audience curve and by the end of December the increase over the 1944 figure was greater than shown in any previous normal checking period. The promise of more new receiving sets in 1946 points to new high levels of listening in the coming year.

In Charts VI and VII are plotted three year trends of daytime Available Audience Sets-in-Use indices. The declining trend noted in the Available Audience, evening, is even more sharply marked in daytime measurements. Through August, the 1945 curve is consistently below the 1943 level and, with two minor exceptions, the 1944 figures. Yet, from an all-time low point in August, the curve shows a phenomenal three-point jump to rise above the level of the previous two years—a position it has been holding consistently, and with what appears to be a widening margin since September. December, to borrow a phrase from Wall Street analysts, closed strong, with the highest figure recorded in the past two years.

The 1945 daytime Sets-in-Use index (Chart VII) hovered tenaciously about the 1944 curve for the first three months of the year. The dips in April and June were more than compensated by the Victory listening in May and August. And from July on, the figures for 1945 are consistently above those of the previous years. As a matter of fact, the October and November indices (17.1% and 16.4%, respectively) are higher than any recorded for those months, throughout the war years. The upward trend was solidly continued at the end of the year.

CHART VI
Hooper National Trends
AVAILABLE AUDIENCE INDEX — DAYTIME
JANUARY, 1943 — DECEMBER, 1945



Post-war conditions are clearly reflected in the daytime Sets-in-Use index. It takes only one person at home and awake to identify that home as "Available." The presence of even a second person in the home (a woman war worker released from her job) has no effect on the Available Audience index, but can increase the possibility of the radio use by 100%. The daytime Sets-in-Use index is being pushed upward by two strong forces: An increase in the number of homes "available" and

an increase in the number of people in the greater number of available homes. As long as these forces continue to operate, it seems reasonable to expect the daytime Sets-in-Use index to maintain its position above the levels of the previous two years. Five of the 1944 favorites are missing, and it may be significant that three of the five feature "popular music."

Of the seven programs which appear on both lists, five have somewhat higher ratings than they did a year ago. Newcomers to

the 1945 list include both portions of *Breakfast in Hollywood*, *Pepper Young's Family* and *Our Gal Sunday*. The latter two, however, were in the Top Ten in December of 1943.

December 1945 Evening Ratings

1. Bob Hope	34.0
2. Fibber McGee and Molly	28.3
3. Red Skelton	24.8
4. Charlie McCarthy	24.7
5. Jack Benny	24.4
6. Screen Guild Players	24.2
7. Radio Theatre	22.8
8. Walter Winchell	22.0
9. Mr. District Attorney	21.8
10. Fred Allen	21.5
11. Eddie Cantor	19.9
12. Take It or Leave It	19.0
13. Truth or Consequences	18.7
14. Abbott and Costello	18.5
15. Amos 'n' Andy	18.4

December 1944 Evening Ratings

1. Bob Hope	34.3
2. Fibber McGee and Molly	29.3
3. Bing Crosby	25.2
4. Charlie McCarthy	24.9
5. Joan Davis-Jack Haley	28.7
6. Walter Winchell	23.0
7. Radio Theatre	21.3
8. Abbott and Costello	21.2
9. Mr. District Attorney	21.0
10. Eddie Cantor	20.7
11. Jack Benny	20.5
12. Screen Guild Players	19.6
13. Hildegarde*	19.4
14. Kay Kyser	18.5
15. Your Hit Parade	17.4

*Computed

December 1945 Weekly

Daytime Ratings

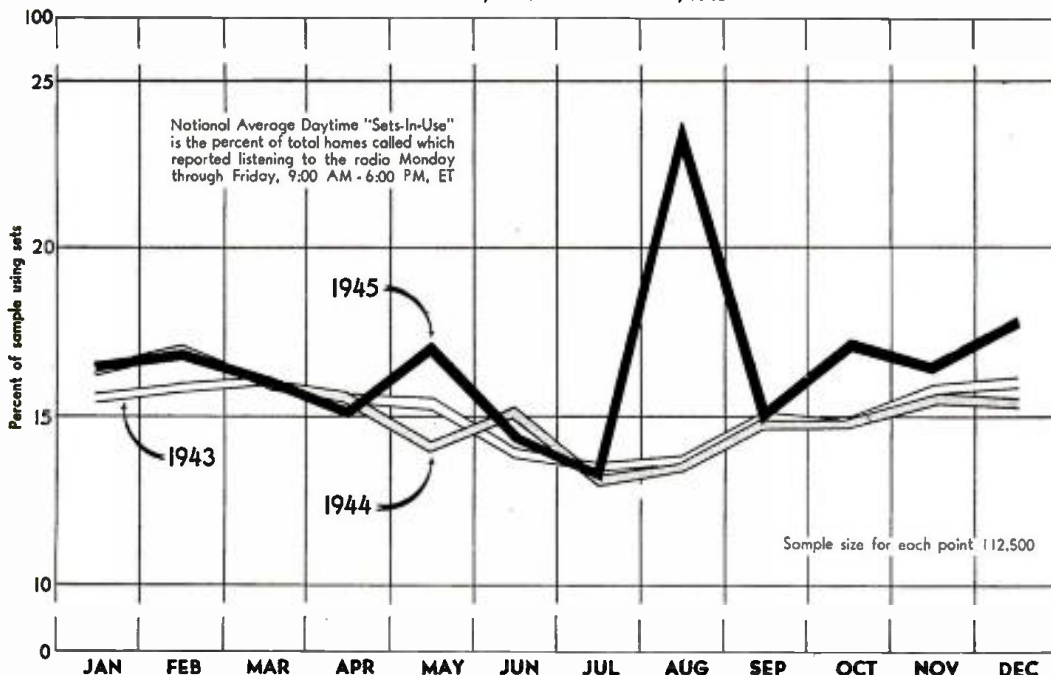
When A Girl Marries	8.6
Portia Faces Life	8.5
Ma Perkins (CBS)	7.9
Breakfast in Hollywood (Kellogg)	7.8
Romance of Helen Trent	7.8
Pepper Young's Family	7.7
Young Widder Brown	7.7
Breakfast in Hollywood (P and G)	7.7
Our Gal Sunday	7.6
Stella Dallas	7.3
Big Sister	7.3
Available Audience	73.4
Sets-In-Use	17.8

December 1944 Weekly

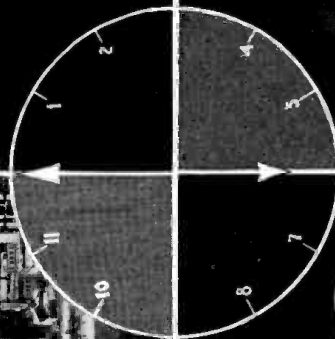
Daytime Ratings

1. When A Girl Marries	8.4
2. Aunt Jenny	7.8
3. Life Can Be Beautiful	7.8
4. Ma Perkins (CBS)	7.8
5. Romance of Helen Trent	7.7
6. Kate Smith Speaks	7.7
7. Big Sister	7.8
8. Portia Faces Life	7.5
9. Stella Dallas	7.4
10. Young Widder Brown	7.3

CHART VII
Hooper National Trends
SETS-IN-USE INDEX — DAYTIME
JANUARY, 1943 — DECEMBER, 1945



Day and Night!



MUTUAL BROADCASTING SYSTEM

WCBM

is "Baltimore's Listening Habit"

JOHN ELMER
PRESIDENT

FREE AND PETERS, Inc.
EXCLUSIVE NATIONAL REPRESENTATIVES

GEORGE H. ROEDER
GENERAL MANAGER

Broadcast Stations Identified With Newspaper Ownership

Revised to January 1, 1946; Copyright 1946 by Broadcasting Publications, Inc.

ALABAMA

- WHMA, Anniston—Licensed to Harry M. Ayers, publisher of *Anniston Star*.
- WSGN, Birmingham—Licensed to The Birmingham News Co., publisher of *The Birmingham News* and *The Birmingham Age Herald*; 82½% of stock owned by estate of Victor H. Hanson, deceased. The Birmingham News Co. also owns all capital stock of *The Huntsville (Ala.) Times*.
- WAGF, Dothan—Licensed to Dothan Broadcasting Co.; Horace Hall, partner, is publisher of *Dothan Eagle*.
- WSFA, Montgomery—Licensed to Montgomery Broadcasting Co. Inc.; one-third interest owned individually by R. F. Hudson, publisher of *Montgomery Advertiser*.

ARIZONA

- KOY, Phoenix—Licensed to Salt River Valley Broadcasting Co., 74% owned by Burrigide D. Butler, publisher of *The Prairie Farmer*, Chicago, and *Arizona Farmer*, Phoenix; also owner of WLS, Chicago and KTUC Tucson.
- KTUC, Tucson—Licensed to Tucson Broadcasting Co.; 161 out of 300 shares of stock owned by Burrigide D. Butler, publisher of *The Prairie Farmer*, Chicago, and owner of WLS, Chicago, and KOY, Phoenix; 69 shares each owned by Glenn Snyder and George Cook, WLS.

ARKANSAS

- KTHS, Hot Springs—Licensed to Radio Broadcasting Inc., chief owners identified with Times Publishing Co. Inc., publishers of *Shreveport (La.) Times*; same ownership as *Monroe (La.) World and News-Star*.
- KLRA, Little Rock—Licensed to Arkansas Broadcasting Co., 90% of stock owned by Gazette Publishing Co., publishers of *Arkansas Gazette*.
- KCMC, Texarkana—Licensed to KCMC Inc.; 90% owned by Texarkana Newspapers Inc., publisher of *Texarkana Gazette* and *Texarkana News* and 10% owned equally by board of five directors.

CALIFORNIA

- KERN, Bakersfield—Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee*, *Fresno Bee*, *Modesto Bee* (McClatchy Newspapers).
- KIEM, Eureka—Licensed to Redwood Broadcasting Co. Inc., 20.8% of stock owned by Standard Printing Co., publisher of *Humboldt Standard*; 20% by Times Publishing Co., publisher of *Humboldt Times*; 50.8%, William B. Smullin.
- KMJ, Fresno—Licensed to McClatchy Broadcasting Co.; same ownership as *Fresno Bee*, *Sacramento Bee*, *Modesto Bee* (McClatchy Newspapers).
- KDON, Monterey—Licensed to Monterey Peninsula Broadcasting Co.; 50% of stock owned by Allen Griffin, publisher of *Monterey Peninsula Herald*; 50% by Salinas Newspapers Inc., publisher of *Salinas Californian*. (Speidel Newspapers); see also WGNV, Newburgh, N. Y., and KFBC, Cheyenne, Wyo.)
- KLX, Oakland—Licensed to Tribune Building Co.; interlocking ownership with Oakland Tribune.
- KROW, Oakland—Licensed to KROW Inc., owned by Sheldon F. Sackett, chief owner of KVAN, Vancouver, Wash., owner of KOOS, Marshfield, Ore., and publisher of the *Marshfield (Ore.) Coos Bay Times*.
- KFBK, Sacramento—Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee*, *Fresno Bee*, *Modesto Bee* (McClatchy Newspapers).
- KYA, San Francisco—Licensed to Palo Alto Radio Station Inc., owned by Dorothy S. Thackrey, President of The Theodor Corp., owner of WLIB Brooklyn and *New York Post*.
- KTMS, Santa Barbara—Licensed to News Press Publishing Co., publisher of *Santa Barbara News-Press* (T. M. Storke, publisher, owns 100% of common stock).
- KSRO, Santa Rosa—Ownership affiliated with *Santa Rosa Republican* and *Santa Rosa Press Democrat*.
- KWG, Stockton—Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee*, *Modesto Bee*, *Fresno Bee* (McClatchy Newspapers).
- KTCK, Visalia—Licensed to Tulare-Kings Counties Radio Associates; owners include Homer W. Wood, publisher of *Porterville Recorder*; Percy M. Whiteside,

The following tabulation, showing newspaper ownership or affiliation of standard broadcast stations in the United States, Hawaii and Alaska, is based on information procured from the operating companies or from official sources. Minority interests are indicated where the information was available. In many instances stations and newspapers are owned by the same interests but operations are entirely separated.

publisher of *Tulare Daily Advance*; Messrs. Wood and Whiteside also operate Visalia (Cal.) Pub. Co., publisher of *Visalia Times-Delta*.

KHUB, Watsonville—Licensed to Luther E. Gilson, editor and publisher of *Vallejo Chronicle-News* and *Times-Herald*.

COLORADO

- KVOR, Colorado Springs—Licensed to Out West Broadcasting Co.; 88% stockholders each are E. K. Gaylord and Edgar T. Bell, officers and directors; and 88% by The Oklahoma Publishing Co., publisher of *Oklahoma City The Daily Oklahoman*, *Oklahoma City Times* and *The Farmer Stockman*.
- KLZ, Denver—Licensed to KLZ Broadcasting Co.; E. K. Gaylord, president; Herbert M. Peck, secretary; Edgar T. Bell, treasurer; directors or stockholders in The Oklahoma Publishing Co., publisher of *The Daily Oklahoman*, *Oklahoma City Times* and *Farmer-Stockman*.
- KFKA, Greeley—Licensed to Midwestern Radio Corp.; same ownership (H. E. Green) as *The Record Stockman*, Denver, weekly.

CONNECTICUT

- WTHT, Hartford—Licensed to the Hartford Times Inc., publisher of *Hartford Times*; 73.58% of stock owned by the Gannett Newspapers; see WENY, Elmira, N. Y.
- WSRR, Stamford—Licensed to Western Connecticut Broadcasting Co., owned 51% by Kingsley A. Gillespie, publisher and 14% owner of *Stamford Advocate*.
- WBRV, Waterbury—Licensed to the American-Republican Inc., publisher of *Waterbury Republican*, *Sunday Republican* and *Waterbury American*.

DELAWARE

- WDEL, Wilmington (Mason Dixon Radio Group)—Licensed to WDEL Inc. Operated independently. J. Hale Steinman and John F. Steinman, owners of Mason Dixon stations, also own Lancaster (Pa.) Newspapers Inc.
- WILM, Wilmington—Licensed to WILM Inc. Owned 66 2/3% by Alfred G. Hill, editor, publisher and lessor of *Chester (Pa.) Times*; remaining 33 1/3% by J. Hale and John F. Steinman, owners of Lancaster Newspapers Inc. and Mason Dixon Radio Group.

DISTRICT OF COLUMBIA

- WMAL, Washington—Licensed to The Evening Star Broadcasting Co., subsidiary of *The Evening Star*.
- WINX, Washington—Licensed to WINX Broadcasting Co., owned by Eugene Meyer & Co., publisher of *Washington Post*.
- WOL, Washington—Licensed to Cowles Broadcasting Co. Gardner Cowles Jr., president, also publisher of *Look Magazine*, president of Register & Tribune Co., publisher of *Des Moines Register and Tribune*; John A. Cowles, vice-president of Register & Tribune Co., also president of *Minneapolis Star Journal*, Tribune and Times.

FLORIDA

- WJHP, Jacksonville—Licensed to The Metropolis Co.; same ownership as *Jacksonville Journal*. (See WCOA, Pensacola.)
- WIOD, Miami—Licensed to Isle of Dreams Broadcasting Corp., stock owned by Miami Daily News Inc.
- WQAM, Miami—Licensed to Miami Broadcasting Co., owned by Miami Herald Publishing Co., publisher of *The Miami Herald*.
- WTMC, Ocala—Licensed to Ocala Broadcasting Co. Inc.; (see WCOA).
- WDLF, Panama City—Licensed to Panama Bctsg. Co. and owned by publishers of *Panama City News-Herald*. (See WCOA).

WCOA, Pensacola—Licensed to Pensacola Broadcasting Co.; John H. Perry, 79% stockholder, is publisher of *Pensacola Journal*, *Pensacola News*, *Jacksonville Journal*, *Panama City (Fla.) News-Herald*. Mr. Perry is also President of Western Newspaper Union, a newspaper syndicate.

WTSP, St. Petersburg—Licensed to Pinellas Broadcasting Co., 53% of stock owned by Nelson Poynter, publisher of *St. Petersburg Times*.

WFLA, Tampa—Licensed to Tampa Tribune Co. J. S. Mims, publisher of *Tampa Tribune*.

WDAE, Tampa—Licensed to Tampa Times Co., publisher of *Tampa Times*.

GEORGIA

- WALB, Albany—Licensed to Herald Publishing Co., publisher of *Albany Herald*.
- WGAU, Athens—Affiliated with the *Athens Banner-Herald*.
- WSB, Atlanta—Licensed to Atlanta Journal Co., publisher of *Atlanta Journal* (James M. Cox; see also WIOD, Miami, and WHIO, Dayton, O.).
- WMJM, Cordele—Licensed to Cordele Dispatch Publishing Co., publisher of *Cordele Dispatch*; John W. Greer, president.
- WGGA, Gainesville—Licensed to Blue Ridge Broadcasting Co., 31.57% of stock owned by A. F. Dean, owner and editor of *Gainesville Eagle*, weekly.
- WLAG, La Grange—Licensed to La Grange Broadcasting Co.; 83 1/8% of stock owned by Roy C. Swank, publisher of *La Grange News*.
- WAYX, Waycross—Licensed to Jack Williams, publisher of *Waycross Journal-Herald*.

ILLINOIS

- WDWS, Champaign—Licensed to The Champaign News-Gazette, Inc., publisher of *The News-Gazette*.
- WAAF, Chicago—Licensed to Drovers Journal Publishing Co. Inc.
- WGN, Chicago—Licensed to WGN Inc., 100% subsidiary of The Tribune Co., publisher of *Chicago Tribune*.
- WJJD, Chicago—Licensed to Field Enterprises Inc., controlled by Marshall Field, proprietor of *Chicago Sun* and *PM*.
- WIS, Chicago—Licensed to Agricultural Broadcasting Co.; 100% of stock owned by Prairie Farmer Publishing Co., publisher of *The Prairie Farmer*, bi-weekly.
- WDAN, Danville—Licensed to Northwest Publishing Co., publisher of *Danville Commercial-News* (Gannett Newspaper); see WENY, Elmira, N. Y.
- WSOY, Decatur—Licensed to Commodore Broadcasting Inc., 99.6% of stock owned by Decatur Newspapers Inc., publisher of *Decatur Herald and Review*; same ownership as *Champaign-Urbana (Ill.) Evening Courier*.
- WGIL, Galesburg—Licensed to Galesburg Broadcasting Co.; 60 out of 100 shares of stock owned by executives of *Galesburg Register-Mail*.
- WMBD, Peoria—Licensed to Peoria Broadcasting Co., owned 8.6% by Carl P. Slane, president-publisher Peoria Journal-Transcript Inc.; 21.2% by Frances P. Slane and 12.4% by Elizabeth F. Talbot, interested in same publishing firm.
- WTAD, Quincy—Licensed to Lee Broadcasting Inc., affiliated with ownership of KGLO, Mason City, Ia., Lee P. Loomis, president, also publisher of Mason City (Ia.) *Globe-Gazette*, a Lee Syndicate newspaper.
- WRCK, Rockford—Licensed to Rockford Broadcasters Inc., 100% of stock owned by Rockford Consolidated Newspapers Inc., publishers of *Rockford Morning Star* and *Rockford Register Republic*.

WHBF, Rock Island—Licensed to Rock Island Broadcasting Co.; controlling stockholders, officers and directors own all stock of J. W. Potter Publishing Co., publisher of *Rock Island Argus*.

WCBS, Springfield—Licensed to WCBS Inc., 49% of stock owned by Ira C. Copley, publisher of the *Springfield Illinois State Journal*, 1% by A. W. Shipton, general manager of *Illinois State Journal*.

INDIANA

- WTRC, Elkhart—Licensed to the Truth Publishing Co. Inc., publisher of *Elkhart Daily Truth*.
- WIBC, Indianapolis—Licensed to Indiana Broadcasting Corp., owned by *The Indianapolis News*. C. Walter McCarty, president, also publisher of the *News*.
- WIRE, Indianapolis—Licensed to Indianapolis Broadcasting Inc. 100% of stock owned by Central Newspapers Inc., publisher of *The Indianapolis Star*, E. C. Fullam, president.
- WSBT, South Bend—Licensed to the South Bend Tribune.
- WAOV, Vincennes—Licensed to Vincennes Newspapers Inc., publisher of *Vincennes Sun-Commercial* (same ownership as WIRE, Indianapolis).

IOWA

- KBUR, Burlington—Licensed to Burlington Broadcasting Co.; 25% of stock owned by controlling interests in the *Burlington Hawk-Eye Gazette*.
- KRNT, Des Moines—Licensed to Cowles Broadcasting Co., subsidiary of the Register & Tribune Co., publisher of *Des Moines Register* and *Des Moines Tribune*; also publisher of *Minneapolis Star Journal* and *Look Magazine*.
- KSO, Des Moines—Licensed to Kingsley H. Murphy, newspaper executive.
- KDTH, Dubuque—Licensed to Dubuque Telegraph-Herald.
- KGLO, Mason City—Licensed to Lee Radio Inc., affiliated with ownership of WTAD, Quincy, Ill. Lee P. Loomis, president, also publisher of Mason City *Globe-Gazette*, a Lee Syndicate newspaper.
- KFNF, Shenandoah—Licensed to KFNF Inc.; 48.75% of stock owned by *Des Moines Register* & Tribune interests.
- KSCJ, Sioux City—Licensed to The Perkins Brothers Co., William R. Perkins, 26% owner, also president-publisher of *Journal-Tribune Pub. Co.*, publisher of *Journal* and *Journal-Tribune*.
- KTRI, Sioux City—Licensed to Sioux City Broadcasting Co.; 50% owned by Dietrich Dirks; 25.2% by Eugene H. Kelly; 12.4% each by John C. Kelly and Eugene F. Kelly, latter three identified with ownership of *Kansas City Tribune*.

KANSAS

- KGGF, Coffeyville—Licensed to Hugh J. Powell, senior partner in firm of H. J. Powell & Co., publisher of *Coffeyville Daily Journal*.
- KGNO, Dodge City—Licensed to Dodge City Broadcasting Co. Inc.; 94% of stock owned by J. C. Denious, publisher of *Dodge City Daily Globe and Norton (Kan.) Telegram*.
- KCKN, Kansas City—Licensed to The KCKN Broadcasting Co., controlled by Capper Publications Inc., publisher of *Kansas City Kansan* and *Topeka Daily Capital*.
- KSAL, Salina—Licensed to KSAL Inc., controlled by Hutchinson (Kan.) Publishing Co., publisher of *The News-Herald*. R. J. Laubengayer, publisher of *Salina Journal*, who also holds interests in the *Hays Daily News*, *Goodland Daily News* and *Hill City Times* (weekly), all in Kansas, is minority stockholder.
- WIBW, Topeka—Licensed to Topeka Broadcasting Assn. Inc., controlled by Capper Publications Inc., publisher of *Topeka Daily Capital* (see KCKN, Kansas City).
- KFH, Wichita—Licensed to Radio Station KFHC Co.; 51% of stock owned by Victoria Murdock Estate, publisher of the *Wichita Eagle*.

KENTUCKY

- WHAS, Louisville—Licensed to Courier-Journal & Louisville Times Co.
- WOMI, Owensboro—Licensed to Owensboro (Continued on page 54)

Stations Identified With Newspapers

(Continued from page 52)

boro Broadcasting Co., stock owned by three stockholders of Owensboro Publishing Co., publisher of *Owensboro Messenger and Inquirer*.

LOUISIANA

WJBO, Baton Rouge—Licensed to Baton Rouge Broadcasting Co. Inc.; same ownership as *Baton Rouge Advocates* and *Baton Rouge State Times*; Charles P. Manship, president.

KVOL, Lafayette—Licensed to Evangeline Broadcasting Co. Inc.; 50% of stock owned by G. H. Thomas, Lafayette; 50% owned by *Lafayette (La.) Advertiser-Gazette*.

KWKH, Shreveport—Licensed to International Broadcasting Corp.; 100% of stock owned by Times Publishing Co. Ltd., publisher of *Shreveport Times*; same ownership as *Monroe (La.) World and News-Star*.

MAINE

WCOU, Lewiston—Licensed to Twin City Broadcasting Co. Inc. Stockholders are Faust Couture, pres. & treas.; Valdor Couture, sec. Coutures own *Le Messenger*, French-language daily.

WGAN, Portland—Licensed to Portland Broadcasting System Inc.; 495 out of 600 shares owned by Gannett Publishing Co. Inc. (Guy P. Gannett), publisher of *Portland Press Herald* and *Portland Express*; *Augusta Kennebec Journal* and *Waterville Sentinel*.

MARYLAND

WBAL, Baltimore—Licensed to Hearst Radio Inc.; affiliated with *Baltimore News-Post* and *American* (see WINS New York).

MASSACHUSETTS

WCOP, Boston—Licensed to Massachusetts Broadcasting Corp., subsidiary of Register-Tribune Co. of Des Moines (see KRNT, Des Moines).

WSAR, Fall River—Licensed to Fall River Broadcasting Co., affiliated with Fall River Herald News Publishing Co.

WHYN, Holyoke—All stock of station owned by owners of *Holyoke Transcript-Telegram* and *Daily Hampshire Gazette*, Northampton (Mass.).

WNBH, New Bedford—Licensed to Bristol Broadcasting Co. Inc., subsidiary of E. Anthony & Sons Inc., publisher of *New Bedford Standard-Times* and *Hyannis (Mass.) Cape Cod Standard-Times*.

WOCB, West Yarmouth—Licensed to Bristol Broadcasting Co. Inc., subsidiary of E. Anthony & Sons Inc., publisher of *New Bedford Standard-Times* and *Hyannis (Mass.) Cape Cod Standard-Times*.

WTAG, Worcester—Licensed to Worcester Telegram Publishing Co. Inc., publisher of *Worcester Telegram* & *The Evening Gazette*.

MICHIGAN

WELL, Battle Creek—Licensed to Federated Stations Inc., publisher of *Battle Creek Enquirer & News*, *Grand Rapids Herald* and *Lansing State Journal*.

WHDF, Calumet—Licensed to Upper Michigan Broadcasting Co.; 40% of stock owned by John W. Rice, publisher of *Houghton Daily Mining Gazette*.

WJLB, Detroit—Licensed to John Lord Booth Broadcasting Inc., stockholder in Booth Newspapers Inc. of Michigan. (*Grand Rapids Press*, *Flint Journal*, *Muskegon Chronicle*, *Kalamazoo Gazette*, *Saginaw News*, *Bay City Times*, *Jackson Citizen-Patriot*, *Ann Arbor News*.) Mr. Booth is not active in operation of the newspapers.

WVJ, Detroit—Licensed to Evening News Association, publisher of *Detroit News*.

WDBC, Escanaba—Licensed to Delta Broadcasting Co.; ownership affiliated with *Marquette Mining Journal*, also owner of WDMJ.

WDMJ, Marquette—Licensed to Lake Superior Broadcasting Co.; majority owned by *Daily Mining Journal Co. Ltd.*, publisher of *Marquette Mining Journal*.

WSOO, Sault Ste. Marie—Licensed to Hiawathaland Broadcasting Co.; 33% of stock owned by George A. Osborn, publisher of *Sault Ste. Marie News*.

MINNESOTA

KATE, Albert Lea—Licensed to Albert Lea-Austin Broadcasting Corp.; 49% owned by E. L. Hayek, president of Trades Publishing Co., Albert Lea, publisher of *Northwestern Jeweler*.

WEBC, Duluth—Licensed to Head of the Lakes Broadcasting Co.; 32% of stock owned by Evening Telegram Co., Superior, Wis., publisher of *Superior Telegram*; 32% by Northwest Paper Co., 20% by Morgan Murphy, president of Morning Telegram Co.; 10% by W. C. Bridges, manager of WEBC. Mr. Murphy is also interested in the *Manitowoc (Wis.) Herald-Times*, *Chippewa Falls (Wis.) Herald-Telegram*, *Two Rivers (Wis.) Reporter*, *Lafayette (La.) Advertiser*.

WMFG, Hibbing—Licensed to Head of the Lakes Bcatg. Co.; see WEBC, Duluth.

WTCN, Minneapolis—Licensed to Minnesota Broadcasting Corp.; 50% of stock owned by Dispatch-Pioneer Press Co., publisher of the *St. Paul Dispatch* and *St. Paul Pioneer Press*; 50% of stock owned by Minnesota Tribune Co. The St. Paul newspapers are published by the Ridder Brothers, also publishers of the *New York Herald & Staats-Zeitung* (German), *Duluth Herald and News-Tribune*, *Aberdeen (S. D.) American and News and Grand Forks (N. D.) Herald*. Ridder also has minority interest in the *Seattle Times*.

KFAM, St. Cloud—Licensed to Times Publishing Co., publisher of *St. Cloud Daily Times*.

WHLB, Virginia—Licensed to Head of the Lakes Broadcasting Co.; see WEBC, Duluth.

KWNO, Winona—Licensed to Winona Radio Service; a partnership comprising H. R. Weicking, editor, and M. H. White, business manager of *Winona Republican-Herald*.

MISSISSIPPI

WROX, Clarksville—Licensed to Birney Ines Sr., publisher of *Columbus (Miss.) Dispatch*.

WCOE, Meridian—Licensed to Mississippi Broadcasting Co. Inc.; 100% of stock owned by R. S. Gavin and D. W. Gavin, owners of *Clarke County Tribune*, Quitman, Miss. (weekly).

WQBC, Vicksburg—Licensed to Delta Broadcasting Co. Inc. Affiliated with *Vicksburg Morning Herald* and *Vicksburg Evening Post*.

MISSOURI

KFRU, Columbia—Licensed to KFRU Inc.; controlling stock owned by St. Louis Star-Times Publishing Co., publisher of *St. Louis Star-Times* (see also XKOK, St. Louis).

KHMO, Hannibal—Licensed to Courier-Post Publishing Co., publisher of *Hannibal Courier-Post* (Lee Syndicate newspaper).

KWOS, Jefferson City—Licensed to Tribune Printing Co., publisher of *Jefferson City Capital-News* and *Jefferson City Post-Tribune*.

WMBH, Joplin—Licensed to Joplin Broadcasting Co. Joplin Globe Publishing Co., publisher of *Joplin Globe* and *Joplin News-Herald* owns 5/7 of stock.

WDAF, Kansas City—Licensed to The Kansas City Star Co., publisher of *The Kansas City Star*.

KWOC, Poplar Bluff, Mo.—Licensed to Radio Station KWOC; ownership affiliated with *Daily American Republic*.

KGBX, Springfield—Licensed to Springfield Broadcasting Co.; ownership identified with Springfield Newspapers Inc.

KFEQ, St. Joseph—Licensed to KFEQ Inc. 42.3% of stock owned by the News Corp., publisher of the *St. Joseph News-Press* and *St. Joseph Gazette*.

KSD, St. Louis—Licensed to Pulitzer Publishing Co., publisher of *St. Louis Post-Dispatch*.

KXOK, St. Louis—Licensed to Star-Times Publishing Co., publisher of *St. Louis Star-Times* (see also KFRU, Columbia, Mo.).

MONTANA

KRFJ, Miles City—Licensed to Star Printing Co., publisher of the *Miles City Star*.

NEBRASKA

KHAS, Hastings—Licensed to Nebraska Broadcasting Co.; majority owned by *Hastings Daily Tribune*.

KFAB, Lincoln—Licensed to KFAB Broadcasting Co.; 81% of stock owned by Sidles Co., Lincoln; 25% of stock owned by Lincoln Nebraska State Journal; 24% of stock owned by Lincoln Star.

WJAG, Norfolk—Licensed to the Norfolk Daily News.

KOWH, Omaha—Licensed to World Publishing Co., publisher of *Omaha World-Herald*.

NEVADA

KOH, Reno—Licensed to McClatchy Broadcasting Co. of Nevada. Same ownership as *Sacramento Bee*, *Fresno Bee*, *Modesto Bee*, all in California (McClatchy Newspapers).

NEW JERSEY

WRAB, Atlantic City—Licensed to Press Union Publishing Co. Inc., publisher of *Atlantic City Press* and *Evening Union*.

WHOM, Jersey City—Licensed to Atlantic Broadcasting Co. Inc., owned by Cowles Broadcasting Co., subsidiary of Des Moines Register-Tribune Co. (see KRNT, Des Moines).

NEW MEXICO

KOB, Albuquerque—Licensed to Albuquerque Broadcasting Co.; 100% of stock owned by T. M. Pepperday, president, Albuquerque Publishing Co., publisher of *Albuquerque Journal*.

KAVE, Carlsbad—Licensed to Carlsbad Broadcasting Corp., Val Lawrence, president, owns 52.6% of common stock and is vice-president of *El Paso (Tex.) Times*.

NEW YORK

WABY, Albany—Licensed to Adirondack Broadcasting Co. Inc.; 20% of stock owned by the Press Co. Inc., publisher of the *Knickerbocker News* (Gannett Newspaper; see WENY, Elmira, N. Y.).

WOKO, Albany—Licensed to WOKO Inc.; 25% of stock owned by the Press Co. Inc., publisher of *Albany Knickerbocker News* (Gannett Newspaper; see WENY, Elmira, N. Y.).

WMBO, Auburn—Licensed to WMBO Inc. 100% of stock owned by Auburn Publishing Co., publisher of *Auburn Citizen-Advertiser*.

WBYN, Brooklyn—Licensed to WBYN-Brooklyn Inc., owned by Evening News Publishing Co.

WLIB, Brooklyn—Licensed to WLIB Inc. Owned by Theodor Corp., Dorothy S. Thackrey, president. Mrs. Thackrey is publisher of the *New York Post*.

WBEW, Buffalo—Licensed to WBEW Inc.; stock owned by same ownership as *Buffalo Evening News*.

WEBR, Buffalo—Licensed to WEBR Inc. 75% of stock owned by *Buffalo Courier-Express*.

WENY, Elmira—Licensed to Elmira Star-Gazette Inc., publisher of *Elmira Star-Gazette*, *Elmira Advertiser* and *The Sunday Telegram*, affiliated with Frank E. Gunn, publisher of *Knickerbocker News*, *Union and Democrat* & *Chronicle*, *Albany Knickerbocker News*, *Utica Observer-Dispatch* and *Press*, *Newburgh News*, *Beacon News*, *Ithaca Journal*, *Olean Times-Herald* (minority), *Ogdensburg Journal*, *Malone Telegram*, *Saratoga Springs Saratogian*, *Massena Observer* and *Binghamton Press* all in New York State; *Hartford (Conn.) Times*, *Plainfield (N. J.) Courier-News*, *Danville (Ill.) Commercial-News*.

WGNV, Newburgh—Licensed to WGNV Broadcasting Co. Inc. Stockholders are publishers of *Poughkeepsie (N. Y.) New Yorker*; *Iowa City (Ia.) Press-Citizen*; *Chillicothe (O.) Ohioan*; *Fort Collins (Colo.) Express-Courier*; *Cheyenne (Wyo.) State Tribune* and *Wyoming Eagle*; *Salinas (Cal.) Californian*; *Reno Gazette*; *Nevada State Journal* and *Wyoming Stockman-Farmer*. (See also KDON Monterey, Cal. and KFBC Cheyenne, Wyo.).

WEVD, New York City—Licensed to Debs Memorial Radio Fund Inc.; among cooperative backers are directors of the *Jewish Daily Forward*; the newspaper company itself has no interest or control.

WINS, New York City—Licensed to Hearst Radio Inc.; interlocking ownership with *New York Journal-American*, *New York Mirror*, *Albany Times-Union*, *Boston Record and American* and *Sunday Advertiser*, *Baltimore News-Post* and *Sunday American*, *Pittsburgh Sun-Telegraph*, *Chicago Herald-American*, *Milwaukee News-Sentinel*, *Detroit Times*, *San Francisco Examiner* and *Call-Bulletin*, *Oakland Post-Enquirer*, *Los Angeles Examiner* and *Herald-Express*, *San Antonio Light*, *Seattle Post-Intelligencer*.

WOV, New York City—Licensed to Wodam Corp.; Richard E. O'Dea, minority stockholder, is director and stockholder of the *Paterson Morning Call*.

WQXR, New York City—Licensed to the New York Times Co.

WHLN, Niagara Falls—Licensed to Niagara Falls Gazette Publishing Co., publisher of *Niagara Falls Gazette*.

WHDL, Olean—Licensed to WHDL Inc., 100% of stock owned by Olean Times-Herald Corp., publisher of *Olean Times-Herald* (newspaper part-owned by Gannett Newspapers).

WKIP, Poughkeepsie—Licensed to Poughkeepsie Newspapers Inc.

WHEC, Rochester—Licensed to WHEC Inc.; 60% of stock owned by the Gannett Co. Inc., publisher of *Rochester Democrat & Chronicle* and *Rochester Times-Union*. (Gannett Newspapers; see WENY, Elmira, N. Y.)

WWNY, Watertown—Licensed to The Brockway Co., owned and operated by the *Watertown Times*.

WFAS, White Plains—Licensed to Westchester Broadcasting Corp.; controlled by Valentine E. and J. Noel Macy, publishers of *Yonkers Herald-Statenman*, *Tarrytown News*, *Port Chester Item*, *Ossining Citizen-Register*, *Mt. Vernon Argus*, *New Rochelle Standard-Star*, *Marionette Times*, all in New York.

NORTH CAROLINA

WWNC, Asheville—Licensed to Asheville Citizen-Times Co., Inc., publisher of *Asheville Citizen and Times*.

WDNC, Durham—Licensed to Durham Radio Corp.; 100% owned by Durham Herald Co., publisher of *Durham Morning Herald* and *Sun*.

WGBR, Goldsboro—30 of 180 shares of stock owned by Talbot Patrick, publisher of the *Goldsboro News-Army* and director of the *Concord Tribune*. 7 shares owned by P. M. Patrick, secretary and director of the *Goldsboro News-Army*.

WHKY, Hickory—Licensed to Catawba Valley Bcatg. Co.; 16.8% of stock owned by Lester C. Gifford, publisher of *Hickory Daily Record*.

WSTP, Salisbury—Licensed to Piedmont Broadcasting Co.; Ownership affiliated with *Salisbury Post*.

WSJS, Winston-Salem—Licensed to Piedmont Publishing Co., publisher of *Winston-Salem Journal* and *Twin City Sentinel*.

NORTH DAKOTA

WDAY, Fargo—Licensed to WDAY Inc.; 44.4% of stock owned by stockholders of Forum Publishing Co., publisher of *Fargo Forum*.

OHIO

WHKK, Akron—Licensed to United Broadcasting Co.; controlling interest owned by Forest City Publishing Co., publisher of *Cleveland Plain Dealer* and chief owner of *Cleveland News*.

WICA, Ashtabula—Licensed to WICA Inc.; 94% of stock owned by C. A. Rowley, publisher of the *Ashtabula Star-Beacon*, *Geneva Free Press*, *Painesville Telegraph*, *Conneaut News-Herald*, all Ohio dailies.

WHBC, Canton—Licensed to Ohio broadcasting Co., subsidiary of Brush-Moore Newspapers Inc., publisher of *Canton Repository*, *Ashtabula Herald-Star*, *Marion Star*, *East Liverpool Review*, *Portsmouth Times* and *Salem News*, all in Ohio; *Salisbury (Md.) Times*.

WCPO, Cincinnati—Licensed to Scripps-Howard Radio Inc.; 100% owned by E. W. Scripps Co., chief stockholders in Scripps-Howard Newspapers, publishers of *Cincinnati Post*, *New York World-Telegram*, *Cleveland Press*, *Pittsburgh Press*, *Columbus Citizen*, *San Francisco News*, *Washington News*, *Indianapolis Times*, *Knoxville News-Sentinel*, *Memphis Press-Scimitar*, *Memphis Commercial Appeal*, *Birmingham Post*, *Houston Press*, *Fort Worth Press*, *El Paso Herald-Post*, *Albuquerque Tribune*, *Covington (Ky.) Post*, *Denver Rocky Mountain News*, *Evansville (Ind.) Press*.

WKRC, Cincinnati—Licensed to Cincinnati Times-Star Co.

WSAI, Cincinnati—Licensed to Buckeye Broadcasting Co., owned by Field Enterprises Inc., which is controlled by Marshall Field, proprietor of the *Chicago Sun* and *PM*.

WHK, Cleveland—Licensed to United Broadcasting Co., owned by *Cleveland Plain Dealer*.

WBNS, Columbus—Licensed to RadioOhio Inc., owned 28% by Edgar T. Wolfe, board chairman, who is 54% owner and president-publisher of *Ohio State Journal*; 24% each by Richard S. Wolfe, president, who is assistant to the president of the *Columbus Dispatch*; H. Preston
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UNITED PRESS RADIO NEWS

Foremost because it offers most—

24 hours a day, from coast to coast, at high speed, over wires carrying radio news only, United Press brings broadcasters in every one of the 48 states—

26 news roundups a day, punctuating a steady flow of datelined dispatches . . .

14 regional reports a day. These flow into stations for a total of four and a half hours, cover every big broadcast period of the day, from six in the morning until eleven at night. They go into both the roundups and datelined news . . .

24 special features. Seventeen of them are daily, including four on sports . . .

3000 words a day of spot sports bulletins—enough to make two 15-minute newscasts in addition to the four features.

United Press has more radio news clients than all other services combined. Because it offers more than any other service.

Stations Identified With Newspapers

(Continued from page 54)

Wolfe, associate editor, *Dispatch*; Robert H. Wolfe, vice president and general manager of the *Dispatch*.

WHKC, Columbus—Licensed to United Broadcasting Co. (See WHKK, Akron).

WHIO, Dayton—Licensed to Miami Valley Broadcasting Corp.; same ownership as *Dayton Daily News, Springfield (O.) News, Springfield (O.) Sun, Miami Daily News* and *Atlanta Journal* (James M. Cox).

WING, Dayton—Licensed to Great Trails Broadcasting Corp.; controlled by Charles Sawyer, Cincinnati attorney, owner of *Lancaster (O.) Eagle-Gazette* (see also WIZE, Springfield).

WPAY, Portsmouth—Licensed to The Scioto Broadcasting Co.; 100% owned by Brush-Moore Newspapers, publishers of *Portsmouth Times*.

WIZE, Springfield—Licensed to Radio Voice of Springfield Inc.; controlling stock owned by Charles Sawyer, Cincinnati attorney, owner of *Lancaster (O.) Eagle-Gazette*.

WFMJ, Youngstown—Licensed to WFMJ Broadcasting Co., controlled by William F. Maag Jr., publisher of *Youngstown Vindicator*.

WKBN, Youngstown—Licensed to WKBN Broadcasting Corp. W. P. Williamson Jr. owns 59.2% of stock; Forest City Publishing Co., publisher of *Cleveland Plain Dealer* and chief owner of *Cleveland News*, owns balance. (See WHKK).

OKLAHOMA

KVSO, Ardmore—Licensed to Ardmoreite Publishing Co. Inc., publisher of *Ardmore Daily Ardmoreite*.

KCRC, Enid—Licensed to Enid Radiophone Co.; all stock owned by same interests owning Enid Publishing Co., publisher of *Enid News* and *Enid Eagle*.

KBIX, Muskogee—Licensed to Oklahoma Press Publishing Co., publisher of *Muskogee Daily Phoenix* and *Muskogee Times-Democrat*.

WKY, Oklahoma City—Licensed to WKY Radiophone Co.; same stock owners as Oklahoma Publishing Co., publisher of *The Daily Oklahoman, Oklahoma City Times* and *The Farmer Stockman*.

KGFF, Shawnee—Licensed to KGFF Broadcasting Co. Inc. Controlling stock interest (94%) owned by Stauffer Publications Inc. (Topeka, Kans.) owner and publisher of *Shawnee (Okla.) News-Star; Grand Island (Neb.) Independent; Arkansas City (Kan.) Traveler; Maryville (Mo.) Forum; Pittsburg (Kan.) Headlight & Sun; Nevada (Mo.) Daily Mail*; and *Topeka (Kan.) State Journal*.

KOME, Tulsa—Licensed to Oil Capital Sales Corp. Dexter Moss, president, Dexter Publishing Co., 20% stockholder.

OREGON

KWIL, Albany—Licensed to Central Wilamette Broadcasting Co.; all stock owned by W. L. Jackson and R. B. Cronise, co-publishers of *Albany Democrat-Herald*.

KAST, Astoria—Licensed to Astoria Broadcasting Co.; Ownership affiliated with *Astoria Astorian-Budget* and *Pendleton East Oregonian*.

KBND, Bend—Licensed to Bend Bulletin.

KUIN, Grants Pass—Licensed to Southern Oregon Bestg. Co.; 50% of stock owned by A. E. Voorhies, publisher of *Grants Pass Courier*; 50% by Redwood Bestg. Co., operator of KIEM, Eureka, Cal., in which *Eureka Humboldt Times* owns 20% of stock, and *Eureka Humboldt Standard* 20.8%.

KOOS, Marshfield—Licensed to KOOS Inc., controlled by Sheldon F. Sackett, publisher of *Coos Bay Times, Marshfield*. (See KROW, Oakland, Cal.)

KALE, Portland—Licensed to KALE Inc.; stock owned by *Portland Oregon Journal* 100%.

KGW, Portland—Licensed to Oregonian Publishing Co., publisher of *Portland Oregonian*.

KRNR, Roseburg—Licensed to The News-Review Co., publishers of *Roseburg News-Review* and *Klamath Falls (Ore.) Herald-News*; same interests also own 20% interest in *Medford (Ore.) Mail-Tribune*.

PENNSYLVANIA

WSAN, Allentown—Licensed to Lehigh Valley Broadcasting Co.; 65% of stock owned by stockholders of Allentown Call Publishing Co., publisher of *The Morning Call* and owner of *The Evening Chronicle*.

WCED, DuBois—Licensed to Tri-County Broadcasting Co.; same ownership as *DuBois Courier-Express*.

WEST, Easton—Licensed to Associated Broadcasters Co. (Mason Dixon Group). Operated independently. Mason Dixon Group owned by J. Hale & John F. Steinman, owners of *Lancaster Newspapers Inc.*

WHP, Harrisburg—Licensed to WHP Inc.; 74.6% of stock owned by The Telegraph Press, publisher of *Harrisburg Telegraph*.

WKBO, Harrisburg—Licensed to Keystone Broadcasting Corp. (Mason Dixon Group. See WEST Easton).

WAZL, Hazleton—Licensed to Hazleton Broadcasting Service Inc. (Mason Dixon Group. See WEST Easton).

WJAC, Johnstown—Licensed to WJAC Inc.; 100% owned by Johnstown Tribune Publishing Co., publisher of *Johnstown Tribune* and *Democrat*.

WGAL, Lancaster—Licensed to WGAL Inc. (Mason Dixon Group. See WEST Easton).

WMRF, Lewistown—Licensed to Lewistown Broadcasting Co.; 25% of stock owned by the Sentinel Co., publisher of *Lewistown Sentinel*.

WPEN, Philadelphia—Licensed to Wm. Penn Broadcasting Co., owned by the *Philadelphia Bulletin*.

WCAE, Pittsburgh—Licensed to WCAE Inc.; same ownership as *Pittsburgh Sun-Telegraph*. (See WINS, New York).

WWSW, Pittsburgh—Licensed to WWSW Inc. Controlled by P-G Publishing Co., publishers of the *Pittsburgh Post-Gazette*.

WQAN, Scranton—Licensed to the Scranton Times. (Operates non-commercially).

WPIC, Sharon—Licensed to Sharon Herald Broadcasting Corp. One stockholder holds stock in Sharon Herald Publishing Co.

WKOK, Sunbury—Licensed to Sunbury Broadcasting Corp.; Majority ownership identified with *Sunbury Daily Item*.

WRAC, Williamsport—Licensed to WRAC Inc.; 66.6% of stock owned by Sun Gazette Co., publisher of *Williamsport Gazette & Bulletin* and *Williamsport Sun*; 27% owned by R. T. S. Steele Estate; 3.8% by Margaretta T. Steele; 1.8% each by Mary E. Steele and George E. Joy.

WORK, York—Licensed to York Broadcasting Co. (Mason Dixon Group. See WEST Easton).

SOUTH CAROLINA

WAIM, Anderson—Licensed to Wilton E. Hall, publisher of *Anderson Independent* and *Anderson Daily Mail*.

WTMA, Charleston—Licensed to Atlantic Coast Broadcasting Co.; affiliated with *Charleston News & Courier* and *Charleston Post*.

WFBC, Greenville—Licensed to Greenville News-Piedmont Co., publisher of *Greenville News* and *Greenville Piedmont*.

SOUTH DAKOTA

WNAX, Yankton—Licensed to WNAX Broadcasting Co. Identified with Cowles Broadcasting Co. (See KRNT, Des Moines).

TENNESSEE

WOPI, Bristol—Licensed to Radiophone Broadcasting Station WOPI Inc.; 50% owned by C. J. Harkreader, publisher of *Bristol Herald-Courier* and *News Bulletin*, 50% owned by W. A. Wilson.

WTJS, Jackson—Licensed to Sun Publishing Co. Inc., publisher of *Jackson Sun*.

WKPT, Kingsport—Licensed to Kingsport Broadcasting Co., Inc. C. P. Edwards Jr., president of Kingsport Publishing Co. owns minority stock.

WNOX, Knoxville—Licensed to Scripps-Howard Radio Inc., subsidiary of E. W. Scripps Co., chief stockholder in Scripps-Howard Newspapers (*Knoxville News-Sentinel* etc., see WCPO, Cincinnati).

WMC, Memphis—Licensed to Memphis Publishing Co., Publisher of *Memphis Commercial Appeal*, a Scripps-Howard newspaper. (See WCPO, Cincinnati).

TEXAS

KRBC, Abilene—Licensed to Reporter Broadcasting Co.; 56% of stock owned by M. Bernard Hanks, director and a principal stockholder in *Abilene Reporter-News*, director in *Big Spring Herald, Paris News, Corpus Christi Caller-Times, Denison Herald*, all in Texas.

KGNC, Amarillo—Licensed to Plains Broadcasting Co. Howe-Snowden Group, 30% of stock owned by Globe-News-Publishing Co. Inc., publisher of *Amarillo Globe and News*; 18% owned by *Globe-News* employes pool. Same interests also control *Lubbock Avalanches, Lubbock Journal* and *Atchison (Kan.) Globe*.

KNOW, Austin—Licensed to Frontier Broadcasting Co. Inc.; 60% of stock owned by E. S. Fentress, half owner of *Austin American* and *Statesman*, half owner and publisher of *Waco News-Tribune* and *Times-Herald*, one-third owner of *Wichita Falls Record-News* and *Times*, half owner of *Texarkana Gazette* and *News*.

KFDM, Beaumont—Licensed to Beaumont Broadcasting Corp.; 25% owned by the *Beaumont Enterprise* and *Journal*.

KRIC, Beaumont—Licensed to KRIC Inc.; Owned by *Beaumont Enterprise* and *Journal*.

KBST, Big Spring—Licensed to Big Spring Herald Broadcasting Co. Identified with *Big Spring Herald*. (See KRBC, Abilene).

KBWD, Brownwood—Licensed to Brown County Broadcasting Co.; 25% of stock owned by C. C. Woodson, owner and publisher of the *Brownwood Bulletin*.

KRIS, Corpus Christi—Licensed to Gulf Coast Broadcasting Co. Ownership identified with *Corpus Christi Caller-Times* and *Tilford Jones, Houston*.

KRLD, Dallas—Licensed to KRLD Radio Corp., subsidiary of *Times-Herald Printing Co.*, publisher of *Dallas Times-Herald*.

WFAA, Dallas—Licensed to A. H. Belo Corp., publisher of *The Dallas Morning News*.

KROD, El Paso—Licensed to D. D. Roderrick, publisher of *El Paso Times*.

KGKO, Fort Worth—Licensed to KGKO Broadcasting Co.; 50% owned by Amos Carter and associates, publisher of *Fort Worth Star-Telegram*, and 50% by A. H. Belo Corp., publisher of *Dallas Morning News*.

WPAB, Fort Worth—Licensed to Carter Publishing Inc., publisher of *Fort Worth Star-Telegram*.

KPRC, Houston—Licensed to Houston Printing Corp., publisher of *Houston Post*; 97% of stock owned by Houston Post Co.

KTRH, Houston—Licensed to KTRH Broadcasting Co., subsidiary of Houston Chronicle Publishing Co., publisher of *Houston Chronicle*.

KFYO, Lubbock—Licensed to Plains Radio Broadcasting Co. Taylor-Howe-Snowden Group. (See KGNC Amarillo).

KPDN, Pampa—Licensed to C. H. Harry and Jane Holley, d/b as Radio Station KPDN. C. H. Holley is co-publisher of *Pampa Daily News* and Register Pub. Co., publisher of *Santa Ana (Cal.) Register*; Holley family also identified with *Bucyrus (O.) Telegraph-Forum*.

KPLT, Paris—Licensed to North Texas Broadcasting Co.; owned 24.72% by M. Bernard Hanks and 24.72% by Houston Harte, Texas publishers. Mr. Hanks holds interests in Reporter Pub. Co., Abilene; *Big Spring Herald, North Texas Pub. Co., Paris; Denison Herald, Marshall Pub. Co., Mr. Harte interested in Caller-Times Pub. Co., Corpus Christi; San Angelo Standard Times, Marshall, North Texas, Denison* and *Big Spring newspapers*.

KIUN, Pecos—Licensed to Jack W. Hawkins and Barney H. Hubbs, publishers of *Pecos Enterprise*, weekly. (See also KAYE, Carlsbad, N. M.)

KGKL, San Angelo—Licensed to KGKL Inc.; Ownership affiliated with *Saw Angelo Standard-Times*. (see KRBC, Abilene).

KTSA, San Antonio—Licensed to Sunshine Broadcasting Co.; 74% of stock under same ownership as KGNC, Amarillo; KFYO, Lubbock; KRGV, Weslaco.

KXOX, Sweetwater—Licensed to Sweetwater Radio Inc.; owned by J. S. McBeath and Mittie A. McBeath, publishers of the *Sweetwater Reporter*; and Wendell Mayes, Brownwood, and Russell Bennit, co-publishers of *Sweetwater Reporter*.

KTEM, Temple—Licensed to Bell Broadcasting Co. Frank W. Mayborn, president and 14.66% owner, also president-publisher and 85% owner of Bell Pub. Co., publisher of *Temple Daily Telegraph*.

KCMC, Texarkana—See Arkansas.

KVWC, Vernon—Licensed to Northwestern Broadcasting Co., of which R. H. Nichols, publisher of the *Vernon Daily Record* is one-third partner.

WACO, Waco—Licensed to Frontier Broadcasting Co.; same ownership as KNEW, Austin, Tex.

KRGV, Weslaco—Licensed to KRGV Inc. Taylor-Howe-Snowden Group (See KGNC Amarillo).

UTAH

KSUB, Cedar City—Licensed to Southern Utah Broadcasting Co.; 52% of stock held by Radio Service Corp. of Utah, licensee of KSL; 36% of stock owned by Leland M. Perry.

KLO, Ogden—Licensed by Interstate Broadcasting Corp.; majority stock owned by A. L. Glassman, publisher of *Ogden Standard-Examiner*.

KSL, Salt Lake City—Licensed to Radio Service Corp. of Utah. 19.55% of stock owned by Kearns Corp., publisher of the *Salt Lake Tribune*, John F. Fitzpatrick, publisher; 50.27% held by the Church of Jesus Christ of Latterday Saints.

VIRGINIA

WMVA, Martinsville—Licensed to Martinsville Broadcasting Co.; 43% owned by William C. Barnes, publisher of *Martinsville Bulletin*.

WGH, Newport News—Licensed to Hampton Roads Broadcasting Corp.; 66% of stock owned by Daily Press Inc., publisher of *Newport News Daily Press* and *Times-Herald*; 34% by Edward E. Bishop.

WTAR, Norfolk—Licensed to WTAR Radio Corp.; subsidiary of Norfolk Newspapers Inc., publisher of *Norfolk Ledger-Dispatch* and *Norfolk Virginia-Pilot*.

WRNL, Richmond—Licensed to Richmond Radio Corp.; owned by Richmond Newspapers Inc., operating *Richmond News Leader* and *Richmond Times Dispatch*.

WDBJ, Roanoke—Licensed to Times-World Corp., publisher of *Roanoke Times* and *Roanoke World-News*.

WLSL, Roanoke—Licensed to Roanoke Broadcasting Corp.; 40% owned by F. Fishburn, publisher of *Roanoke Times* and *World-News*.

WASHINGTON

KWLK, Longview—Licensed to Twin City Broadcasting Corp.; 33% of stock owned by John McClelland, publisher of *Longview Daily News*.

KVAN, Vancouver—Licensed to Vancouver Radio Corp.; controlled by Sheldon F. Sackett, publisher of *Marshfield (Ore.) Coos Bay Times*, owner of KOOS, Marshfield, and 65% owner of KROW, San Francisco.

WEST VIRGINIA

WHIS, Bluefield—Licensed to Daily Telegraph Printing Co., publisher of *Bluefield Daily Telegraph* and *Bluefield Sunset News*.

WSAZ, Huntington—Licensed to WSAZ Inc.; 62% of stock owned by Huntington Publishing Co., publisher of *Huntington Advertiser* and *Huntington Herald-Dispatch*; 48% owned by Capt. John A. Kennedy, USNR.

WLOG, Logan—Licensed to Clarence H. Frey, publisher of *Logan Banner*, and Robert O. Greever, Merrill Coal Mines Inc., partners.

WAJR, Morgantown—Licensed to West Virginia Radio Corp. Stockholders own stock in West Virginia Newspaper Publishing Co., publishers of *Morgantown Post* and *Dominion News; New Martinsville Wetzel Republican*.

WBRW, Welch—Licensed to McDowell Service Co.; ownership includes W. R. Keyser, 25 shares, editor *Welch Daily News*; Ellis Landreth, 25 shares, manager, *Welch Publishing Co.*; Clarence H. Frey, 25 shares, publisher, *The Logan Banner*.

WISCONSIN

WEAU, Eau Claire—Licensed to Central Broadcasting Co.; 24 1/3% of stock owned by Eau Claire Press Co., publisher of *Eau Claire Telegram* and *Eau Claire Leader*; 40% owned by Elizabeth Murphy, wife of publisher of *Superior (Wis.) Telegram*; 18 2/3% owned by Walter C. Bridges, manager of WEEC, Duluth, Minn.; 14 1/3% owned by Morgan Murphy, publisher of *Superior Telegram*.

(Continued on page 60)

The Crucial Test Is **INTEREST**

Is it *interesting*? That is the test which the radio audience, consciously or unconsciously, applies to every newscast. That is the test which every newscaster should apply to his own script—and equally to his own sources of news.

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INTERNATIONAL NEWS SERVICE

FRANK J. NICHT, *General Sales Manager*, 235 EAST 45th STREET, NEW YORK CITY, N. Y.

NEWS EDITORS AND EXECUTIVES OF U. S. RADIO STATIONS

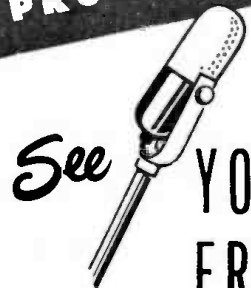
<p>WAPI Birmingham WBRC Birmingham WGSN Birmingham WALA Mobile WSPA Montgomery WFLA Muscle Shoals WFBF Sylacauga WHTB Talladega</p> <p>KWJB Globe KOY Phoenix KTAR Phoenix KGLU Safford KTUC Tucson KYUM Yuma</p> <p>KLCN KELD KFPW KFFA KTHS KBTM KARK KLRA</p>	<p>ALABAMA</p> <p>Birmingham Lionel Baxter Birmingham Bill McCain Birmingham David Loveman Mobile C. L. Smallwood Montgomery Marguerite Daniel Muscle Shoals Milton Ray Muller Sylacauga Bob Donovan Talladega E. J. Gomom</p> <p>ARIZONA</p> <p>Globe Willard Shoecraft Phoenix Ralph Honeay Phoenix John Snow Safford Paul Merrill Tucson Wayne A. Sanders Yuma John Snow</p> <p>ARKANSAS</p> <p>Blytheville Russel Hodge El Dorado J. D. Dueson Fort Smith J. E. Garner Helena Bill Tappan Hot Springs William S. Bailey Jonesboro Clarence Adams Little Rock Paul King Little Rock James Woodard</p> <p>CALIFORNIA</p> <p>Bakersfield Martha Harrison Bakersfield Art Mason Chicago Thomas Nelson Eureka Howard McAnulty Fresno Ed Clough Fresno Henry Orbach Fresno Hal Lilla Hollywood Al Gordon Los Angeles George Lewin Los Angeles Charles Granville Los Angeles Ed Meyers Los Angeles Howard Gray Los Angeles Rene' Bozarth Los Angeles Les Maywhinney Los Angeles Vance Graham Los Angeles Clinton Jones Los Angeles Doug Douglas Marysville Hedley Hall Modesto Eugene D'Accardo Red Pollock Oakland Everett Claiborne Oakland John K. Chapei Pasadena Carl Saunders Pasadena Marshall Farnum Redding Ted Dooley Riverside Lee Lawley</p> <p>San Bernardino Marvin G. Byers Sacramento Tony Koester Sacramento Earle Russell San Diego Paul Barron San Francisco Darrell Donnell San Francisco Frank La Tourette San Francisco George Ensign San Francisco Bertrand H. Silen San Francisco Austin Fenske San Francisco William H. Brown San Jose Grant Holcomb, Jr. San Luis Obispo Les Hacker Santa Rosa Herman Wilson Stockton E. Flower Stockton Paul Huebner, Jr. Tulare Bob Clare Visalia Bill Gracey Watsonville Don Malone</p> <p>COLORADO</p> <p>Denver Earl McCain Denver William Glines Denver Cecil Seavey Denver A. D. Bestie Durango Roy M. Beckner Durango Junction Roger Kelly Greeley Charles E. Sumera Pueblo Clifford Hendrix Sterling E. G. Beehler</p> <p>CONNECTICUT</p> <p>Bridgeport Leland Bickford Hartford Milton Berkowitz Hartford Sanford B. Gammell Hartford Thomas Eaton New Haven George Bronson New Haven Margaret Wilson New London Charles H. Thompson Stamford Julian Schwartz Waterbury Al Vestro Waterbury E. Christy Erik</p> <p>DISTRICT OF COLUMBIA</p> <p>Washington William Gold Washington William Neel Washington Albert L. Warner Washington David Brinkley Washington Robert S. Wood Washington Jack Reed</p> <p>FLORIDA</p> <p>Daytona Beach Ray Clancy Gainesville Dave Martin Jacksonville Andre Bialolenki Jacksonville Jack O'Connor Jacksonville Gary Allen Lakeland Preston Daniel Miami W. R. Willis Miami Fred Clamplitt Miami Robin Flynn Orlando Carter Scofield Pensacola Ronald Drake St. Augustine Wines Richardson Leroy Johnson St. Petersburg Major George D. Robinson</p>	<p>St. Petersburg Herbert Anderson Sarasota Eric Provost Tallahassee William W. Snowden Tampa Kenneth W. Skelton Tampa Tom Mathews West Palm Beach Davies Webster</p> <p>GEORGIA</p> <p>Albany Abner M. Israel Albany Theora Brown Atlanta Dale Clark Atlanta Stan Raymond Atlanta Walter Paschall Augusta John L. Barnes Augusta C. H. Pointel, Jr. Thomas Carr Henry East Bill Armond Dalton Jim Tunis Macon Glenn Hayes Macon Frank Hubbs Macon Ray Penner Rome Cap Hicks Savannah James Hicks Savannah R. M. Charlton Valdosta Marion Herman Waycross Clyde C. Davis West Point Perry Elliott</p> <p>IDAHO</p> <p>Boise Hugh Shelly Idaho Falls Gene Ackercley</p> <p>ILLINOIS</p> <p>Aurora C. M. Thomsen Chicago Clark Jontry Chicago Cynthia Coyle Chicago Everett Holles Chicago Bill Mack Chicago Connie O'Dea Chicago M. A. Clemens Chicago Robert F. Hurteigh Chicago Jim Dale Chicago Fran Weigle Chicago Julian T. Bentley Chicago William B. Ray Chicago Wendell Porter Chicago Honore Ronan Chicago Everett Penhalegon Decatur Michael Henry East St. Louis Eddie Wise Harrisburg Ellis Joe Herrin Nate Egener Jacksonville Dick Jones Joliet Philip Gibson Peoria Dick Faler Quincy William R. Traum Rockford Ray Hampton Rock Island Shir Evans Tuscola Ne'lson F. Norman</p> <p>INDIANA</p> <p>Anderson Dick Lee Evansville Fred A. Rollison Fort Wayne James Westover Fort Wayne Sam Gifford—D. Fort Wayne Allen Jeffries—N. Hammond John Whitaker Indianapolis Gilbert Forbes Indianapolis Larry Richardson Indianapolis Ralph Knox Indianapolis John Morrow Indianapolis William Randolph Kokomo George Cronin Richmond Morton L. Linder South Bend Farrell Rippetoe Terre Haute Victor H. Lund</p> <p>IOWA</p> <p>Ames Robert Mullah Burlington S. W. Mitchell Cedar Rapids Douglas B. Grant Waterloo Ethel H. Murphy Clinton Bob Reelen Davenport Joseph Ryan Des Moines Dick Burris Des Moines Jack Shelley Des Moines Hal Pearce Dubuque L. Vaughn Gayman Dubuque Charles Hilton Mason City Gene Milner Ottumwa Gleason Kistler Shenandoah Ralph W. Childs Shenandoah Eugene T. Flaherty Sioux City Al Triggs Sioux City Wayne Ross Spencer H. R. Gross</p> <p>KANSAS</p> <p>Atchison Joseph Peck Emporia Robert Mott Emporia R. M. Higby Garden City George Aiden Hutchinson Lindley Hines Lawrence Grant Salisbury Lawrence Gene Moser Manhattan Vic Rugh Salina Milo Kutson Salina George Gow</p> <p>KENTUCKY</p> <p>Ashland Robert Pruett Harlan Eddie Whitehart Henderson Hecht S. Lackey Hopkinsville E. E. Brewer Hopkinsville Truman Morris Lexington Russell Pirkey Louisville Bovard Clayton Louisville Paul R. Huddleston Louisville Stan Corley Paducah Gene Peak</p>	<p>LOUISIANA</p> <p>Baton Rouge J. Dolph Norton Lafayette Frank Lee Lake Charles Joe Campbell Lake Charles Carley Fox Monroe Elaine C. Haas Monroe Harry Arthur New Orleans Don Lewis New Orleans Dick Worthington Shreveport R. A. Worthington</p> <p>MAINE</p> <p>Bangor Joseph Eaton Presque Isle Ted Coffin</p> <p>MARYLAND</p> <p>Baltimore Galen Fromme Baltimore Dwight Burroughs Baltimore Charles A. Roeder Baltimore John Alderson Baltimore Ian Ross Macfarlane Frederick Aillard H. Klunk Hagerstown Jimmy Riser</p> <p>MASSACHUSETTS</p> <p>Boston F. Whitmarsh Boston Ron Cochran Boston L. F. Sergeant Boston E. L. Lawson Boston Joseph Grant Boston Leland Bickford Boston Joe Dinneen Boston Angus Bailey Fall River Jim Chalmers Fitchburg H. Frederick Grebe Greenfield Lawrence Greenfield Jack Stevens Lowell—Lawrence Fred Simmonds New Bedford Earle D. Wilson Pittsfield William Geary Salem Ruth Putnam— Helen Collins Springfield Ben C. Sweet Springfield Robert Strohine West Yarmouth Gordon David Worcester George M. Shea Worcester William C. O'Neil</p> <p>MICHIGAN</p> <p>Ann Arbor Otis Hardy Bay City Frank J. Walsh Calumet Earl Norden Detroit Val Clare Detroit Ed Mackenzie Detroit Bill Sawyer Detroit George W. Cushing Detroit Henry Alexander Detroit Jack Lewin Flint Joe Hooker Grand Rapids Miles Olsen Grand Rapids J. W. Huss Ironwood William A. Cizek Jackson Marion Stutes Kalamazoo Tom Carson Lansing Peter A. Mars Ludington Loren A. Haney Muskegon William J. Lofbeck Pontiac Harmon L. Stevens Port Huron Kirk Knight Royal Oak</p> <p>MINNESOTA</p> <p>Albert Lea Warner C. Tidemann Duluth Wm. H. Krueger Hibbing Earl Henton Hibbing Bert Passer Mankato Sif Mickelson Minnneapolis Robert Boucher Minnneapolis Cliff J. Blain Moorhead Earl Hayes Northfield David Johnson Rochester Calvin A. Smith St. Cloud Russell T. Roe St. Paul John Verstraete Winona I. H. Tingley</p> <p>MISSISSIPPI</p> <p>Columbus Lee Blaine Greenville Bill McHan Hattiesburg Ed Jenkins Jackson J. R. Peery Jackson Paul Simpkins Jackson C. A. Rawls Jackson J. Tyler Nourse Laurel Don Lynar Natchez Lee Blaine— Tupelo Ora Slocum</p> <p>MISSOURI</p> <p>Columbia Harold Douglas Hannibal George Allen, Jr. Jefferson City Ray Manning Jefferson City Charles McIntire Joplin Eric Tainter Kansas City James Monroe Kansas City Erle Smith Kansas City August Vogt Kansas City Dee D. Denver, Jr. St. Louis Elmer Knoerschild St. Louis Guy Runyon St. Louis Mahlon R. Aldridge, Jr. St. Louis O. J. McOulig St. Louis William Amundson St. Louis Neil Norman St. Louis Herbert W. Brandes Sedalia Floyd M. Sullivan Springfield William Bowers Springfield Floyd M. Sullivan</p>	<p>MONTANA</p> <p>Billings Harry Turner Butte Melvin Jass Butte Herb Clark Kalispell Don Treloar Miles City R. D. Wilson Missoula W. R. Martin</p> <p>NEBRASKA</p> <p>Fremont Don French Grand Island Dick Yarnell Hastings Kias Hastings KEGZ Kearney Ed Jaeger Kearney Fred Hess Lincoln Art Thomas Lincoln Ed Launer North Platte William Fairley Omaha Wm. E. Macdonald Omaha Virgil Sharpe Omaha Ernest Spearman Omaha Soren Munkhof Scottsbluff Kirk Knox</p> <p>NEVADA</p> <p>Reno William Carberry</p> <p>NEW HAMPSHIRE</p> <p>Keene Joel Chesney Laconia Sherwin Greenlaw Manchester William Mitten Manchester John Clary Portsmouth Robert E. Fuller</p> <p>NEW JERSEY</p> <p>Asbury Park Robert Scott Atlantic City Edgar A. Sweet Bridgeton Charlie Murray Camden Sam Poland Camden J. Ruffner Jersey City Edward H. Leux Newark Ted Webbe Paterson</p> <p>NEW MEXICO</p> <p>Albuquerque Walter L. Peterson Albuquerque Robert E. Lloyd Carlsbad Charles Wells Roswell J. A. McBoyle Santa Fe Ivan R. Head Tucuman Oscar E. Ellington</p> <p>NEW YORK</p> <p>Auburn Robert Morgan Batavia Bernice Alexander Brooklyn Cliff Evans Buffalo Ray Sweeney, Buffalo Van Keel Buffalo William E. Miles Buffalo Edward W. McCarthy Buffalo Jack MacLean, Buffalo Lester Ford Jamestown J. Ralph Carlson Kingston Robert Browning Kingston Richard F. Brooks Newburgh William F. Crans New York Paul White New York Sidney Walton New York George Finney New York J. Ruffner New York Robert Kintner New York George Brooks New York Mitchell Jablons New York Leon Goldstein New York Dave Driscoll New York Tom Morgan New York WOXR New York George Bergeron Plattsburg Legrand Boldman Poughkeepsie Harold Hennig Rochester Jack Ross Rochester William J. Adams Rochester W. T. Meenan Schenectady Glenn T. Healey Schenectady James Williams Schenectady Robert Cullis Syracuse Hamilton Woodie Syracuse H. R. Elkins Syracuse Ernest W. Rossell Troy Michael Carlo Fusco Utica Thomas E. Martin Watertown</p> <p>NORTH CAROLINA</p> <p>Asheville Ken Beachboard Asheville William F. Melia Burlington Jack Hankins Charlotte James Klosky Charlotte Charlotte Jack Neel Charlotte Lawrence C. Johnson Durham Ray Woodard Fayetteville John Randolph Goldboro Jack D. Lewis Greensboro Stan Conrad Greensboro Richard Bronson Henderson Gary Davis High Point Earl Lewis Jamestown Bob Stork Kinston Earl Lewis New Bern C. A. Upchurch Raleigh A. L. Drew Roanoke Rapids Russell Smith Salisbury Merrill Daniels Washington Richard H. Davis Wilson</p> <p>NORTH DAKOTA</p> <p>Bismarck Charles Schoregse Fargo Jack Dunn Grand Forks Jack French Jamestown George Suderman Kinross John B. Cooley Valley City Bill Weaver</p>
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(Continued on Page 60)



FOR THE BEST IN NEWS

FOR THE BEST IN PROGRAMS BASED ON NEWS



See

**YOUR AP STATIONS
FROM COAST TO COAST**

NEWS EDITORS AND EXECUTIVES OF U. S. RADIO STATIONS

(Continued from Page 58)

OHIO
 WADC Akron H. L. Hageman
 WAKR Akron John LaRue
 WHKK Akron Maurice McMeen
 WICA Ashabula A. B. Newkirk
 WHBC Canton James C. Healy
 WCKY Cincinnati Charles McGrath
 WCDO Cincinnati Paul Dixon
 WKRC Cincinnati Tom McCarthy
 WLW Cincinnati Howard Chamberlain
 WGAR Cleveland Ralph Worden
 WHK Cleveland Glenn Whisler
 WJW Cleveland Bruce McDonald
 WTAM Cleveland Edward R. Wallace
 WCOL Columbus Howard Donohoe
 WHKC Columbus Albert C. Parlin
 WBNS Columbus Bill McKinon
 WOSU Columbus Edgar A. Sprague
 WMOH Hamilton Sen Sague
 WLOK Lima Harry M. Jay
 WMAN Mansfield Robert C. Horn
 WMRN Marion Ray Oviatt
 WPAY Portsmouth W. M. Hart
 WIZE Springfield Robert Terry
 WSTV Steubenville George H. Wilson
 WSPD Toledo James W. Uebelhart
 WTOL Toledo Dallas De Weese
 WRRN Warren Lynn Gifford
 WKBN Youngstown E. L. Bowden
 WHIZ Zanesville Earl Brannon

OKLAHOMA
 KVSQ Ardmore John E. Rieser
 KWON Bartlesville Keith Upson
 KASA Elk City—Clinton Tom Sloan
 KCRC Enid Ben Harrover
 KSWO Lawton Cliff Reynolds
 KBIX Muskogee Paul A. Bruner
 WOAD Norman Maurice Ogden
 KOMA Oklahoma City Jerry Mars
 KHGB Okmulgee Pat Buford
 KGFF Shawnee Whit Whitley
 KOME Tulsa Dick Campbell
 KTUL Tulsa Glenn Condon
 KV00 Tulsa Ken Miller

OREGON
 KWIL Albany Gene Judkins
 KAST Astoria R. D. Holmes
 KBKR Baker Ken Lockwood
 KBND Bend William Barton
 KOAC Corvallis James M. Morris
 KORE Eugene L. W. Trommlitz
 KUJN Grants N. L. Williams
 KFJL Klamath Falls John Pennington
 KLBM La Grande Ken Lillard
 KMED Medford John Duffy
 KALE Portland Tom Decker
 KEX Portland Robert L. Thomas
 KGW Portland Don Kneass
 KOIN Portland Lester Halpin
 KWJJ Portland Leslie Marcus
 KRNR Portland Le Roy Hiatt
 KSLM Roseburg Lou McCormick
 Salem

PENNSYLVANIA
 WISR Butler Robert Kaufman
 WCED Dubois Les Ryder
 WEST Easton Eugene Bethman
 WERC Erie Harold Mickel
 WLFJ Erie Leon Drydaks
 WHP Harrisburg Dick Redmond
 WKBO Harrisburg Clyde Catwell
 WAZL Hazelton Thomas Iiro
 WDAD Indiana Lester Sands
 WJAC Johnstown Dennis Gerkin
 WGAL Lancaster Kenneth Kreider
 WKST New Castle Ray Wallace
 KYW Philadelphia James Gantz
 WYAU Philadelphia Harry L. Reinhard
 WDAS Philadelphia Michael Deegen
 WHAT Philadelphia Tom Harvey
 WIP Philadelphia Samuel H. Entinger
 KDKA Pittsburgh Charles E. Earley
 KOV Pittsburgh Dan Delano
 WJAS Pittsburgh Beckley Smith
 WWSW Pittsburgh John Davis
 WUEU Reading George Carroll
 WRW Reading Martin F. Musket
 WPIC Sharon Joseph Shatto
 WMAJ State College Robert G. Walter
 WKOK Sunbury Ernest Lukens
 WMBS Uniontown Harry L. McMullen
 WJPA Washington Kieran M. Belle
 WBAX Wilkes-Barre John H. Stenser 3d
 WORK York Charles Sigbee
 WSBA York Bill Stewart

RHODE ISLAND
 WEAN Providence Leland Bickford

SOUTH CAROLINA
 WAIM Anderson Knox Holman
 WASC Charleston Russell Long
 WTMA Charleston George Griswold
 WCOS Columbia Dennis Cohen
 WISY Columbia Cele Roberts
 WLAT Conway Jimmy Estes
 WOLS Florence Raymond Coddell
 WFBG Greenville Nicholas P. Mitchell
 WMRC Greenville H. K. Stoneman
 WFIG Sumter Bill Burnette

SOUTH DAKOTA
 KGFX Pierre Ida A. McNeil
 KOTA Rapid City John Simpson
 KELO Sioux Falls Verl Thomson
 KSOO Sioux Falls Verl Thomson
 KWAT Watertown Marion Corwin
 WNAJ Yankton Arthur J. Smith

TENNESSEE
 WOPF Bristol Fey Rogers
 WDEF Chattanooga Vann Campbell
 WJZM Clarksville W. E. Williams
 WBAC Cleveland Charles Christian
 WHUB Cookeville W. L. Peery
 WJTS Jackson Paul Moore
 WJHL Johnson City Eddie Cowell
 WRPT Kingsport Paul Overday
 WBIR Knoxville Fred P. Pfahler, Jr.
 WNOX Knoxville Tys Terwey
 WJRH Knoxville Allen Stout
 WHBO Memphis Alfred M. Kerr, Jr.
 WMC Memphis Robert Caffey
 WMPB Memphis M. Wathen
 WREX Memphis Roy Wooten
 WLAZ Nashville Don Taylor
 WSIX Nashville Robert L. Chaudoin
 WSM Nashville Howard Eskridge

TEXAS
 KRBC Abilene Jack Wallace
 KFDA Amarillo Donald Clark
 KGNC Amarillo Wes Izzard
 KNOV Austin Roger M. Busfield
 KFDL Austin Paul Bolton
 KRIC Beaumont B. R. Patterson
 KNEE Brady C. D. Reed
 KBWD Brownwood Jack Beckett
 KWBU Corpus Christi J. B. Gifford
 KGKO Dallas Hugh Speck
 KRLD Dallas Meador Lowrey
 KSKY Dallas Richard F. Parker
 WFAA Dallas Hugh Speck
 WRRR Dallas James Alderman
 KDNT Denton Harwell V. Shepard
 KR0D El Paso Walter C. Gaenzle
 KTSM El Paso Charles J. Amador
 KFJZ Fort Worth Porter Randall
 KGKO Ft. Worth James A. Byron
 WJAP Ft. Worth James A. Byron
 KLUF Galveston Lee Clough
 KGBS Houston Steele A. Clanehan
 KTHH Huntsville Dick Altman
 KSAM Huntsville J. C. Rothwell
 KOCA Lubbock John C. Andrews
 KFYO Lubbock Billy Joe Richey
 KRBA Lufkin Richman Lewin
 KCRS Midland Harlan Shade
 KNSN Palestine Milton D. Stewart
 KPNL Pampa J. L. Swindle
 KPLT Paris Judd Wilson
 KIUN Pecos Jack Dunn
 KVOP Plainview Bill Barrett
 KGKL San Angelo Myrl Stein
 KABC San Antonio John W. Scott
 KMAM San Antonio Tony Bessan
 KONO San Antonio Raymond J. Hunt
 KISA San Antonio Pat White
 WQAI San Antonio Ken McClure
 KRVR Sherman H. Herrington
 KCMC Texarkana J. Y. Gates
 KGKB Tyler J. Edwin Smith
 KVWC Vernon R. G. Wiggs
 KRGV Westlaco James Stephenson
 KWFT Wichita Bill Sharpe

UTAH
 KVNU Logan Lloyd Mechem
 KLO Ogden William F. Smiley
 KOVO Provo Cynthia Blood

KALL Salt Lake City Reginald J. Harden
KDYK Salt Lake City John Page
KSL Salt Lake City Wyma Kearl
KNAK Salt Lake City Lee Walker
KUTA Salt Lake City Frank McIntyre

VERMONT
 WCAX Burlington Lawrence F. Killick
 WDEF Waterbury Tom Dodd

VIRGINIA
 WCHV Charlottesville Bob Shay
 WKYE Covington Jack Taylor
 WBIM Danville Milton N. Adams
 WSWA Harrisonburg Richard H. Johnson
 WLVA Lynchburg Wayne Tyler
 WGH Newport News Joel F. Carlson
 WSSV Petersburg George W. Tomlinson

WSAP Portsmouth A. Lee Lively
WLEE Richmond James Fair, Jr.
WMBG Richmond John V. Shand
WRNL Richmond G. Mallory Freeman
WLPM Suffolk Bradley Kirby

WASHINGTON
 KXRO Aberdeen Dave Gordon
 KVOS Bellingham J. B. Jackson
 KELA Chehalis Elwood Lippincott
 Centralia
 Everett Shirley K. Bartholomew
 KRKO Longview Frantzel Cowman
 KWLK Olympia Sam Crawford
 KGY Port Angeles H. J. McAllister
 KONP Pullman Maynard Hicks
 KWSC Seattle Harry Jordan
 KEVR Seattle Bob Davies
 KJR Seattle Harry Morris
 KOMO Seattle Ross McConnell
 KRSC Seattle Ted Bell
 KXA Seattle Leonard Beardsley
 KGA Spokane John Bemis
 KHQ Spokane John Bemis
 KMO Tacoma Ted Morello
 KBI Tacoma Burke Ormsby
 KVAL Tacoma Harry Long
 KVAN Vancouver Tom Aumack
 KUJ Walla Walla Robert Dunton
 KPT Wenatchee Kenneth Waddle
 KIO Yakima John Roberts
 KTYW Yakima Charles Foster

WEST VIRGINIA
 WJLS Beckley Jerry McDevitt
 WHIS Bluefield Robert Kent
 WCHS Charleston Berton Sonis
 WMMN Fairmont Frank Lee
 WJAB Morgantown Numa Fabre, Jr.
 WPAR Parkersburg Carl Looze
 WBRW Welch Johnnie Villani
 WKWK Wheeling Ray Vingi
 WVVVA Wheeling Walter V. Turner

WISCONSIN
 WHBY Appleton Rodger Mueller
 WATW Ashland J. W. Huss
 WEAU Eau Claire Jack Kelly

WTAO Green Bay Clair Stone
WCLO Janesville Bob Page
WHA Madison Roy Vogelman
WOMT Manitowoc G. H. Erdman
WMAM Marinette Jim Conant
WIGM Medford Homer Porter
WEMP Milwaukee Neil K. Searles
WISN Milwaukee Jack Raymond
WTM-J Milwaukee Robert Krueger

WFSM Oshkosh Jack C. Nelson
WOSH Poynette Ralph O'Connor
WBL Stevens Point W. P. Wichmann
WDSM Superior Lewis D. Martin
WSAU Wausau Don R. Burt
WFHR Wisconsin Rapids George T. Frechette

WYOMING
 KDFN Casper Harrison Brewer
 KFBC Cheyenne Bob Shack
 KVRS Rock Springs Michael Reid
 KWYO Sheridan Mel Hellock
 KWOR Worland Karl Kerston

ALASKA
 KFOD Anchorage Allan Walker
 KFAR Fairbanks Hugh Miller

HAWAII
 KTOH Lihue Mike Fern

PUERTO RICO
 WPRR Mayaguez Luis Freyre
 WKAO San Juan Francisco Acevedo

CANADA

ALBERTA
 CFAC Calgary A. F. P. Freeman
 CFCJ Calgary Jules Leavitt
 CFRN Edmonton Tom Mansell
 CICA Edmonton H. J. Yerxa
 CKUA Edmonton Florence Hodgson

BRITISH COLUMBIA
 CHWK Chilliwack Cecil Fox
 CKOV Kelowna Wallace Garrett
 CKNW New Westminster Michael Giraud
 Port Alberni
 CJAV Trail Oliver L'Ami
 CJAT Vancouver John Hoyland
 CBR Vancouver R. L. Elson
 CJOR Vancouver David Hill
 CKMO Vancouver T. Stewart
 CKWX Vancouver Sam G. Ross
 CJVI Victoria R. T. Batey

MANITOBA
 CKY Winnipeg Calvin Pepler

NEW BRUNSWICK
 CKCW Moncton Ruth McQuarrie
 CBA Sackville Mrs. M. MacDonald

NOVA SCOTIA
 CJFX Antigonish L. C. Hewee
 CBH Halifax Mrs. M. MacDonald
 CHNS Halifax William C. Borrett
 CJCJ Sydney O. W. Loeb

ONTARIO
 CFCO Chatham Mrs. Winnifred Miller
 CKSF Cornwall Alan Cauley
 CKFI Fort Frances Harry Munro
 CKPR Fort William Bruce Ogilvie
 CHML Hamilton A. Douglas Stuebing
 CKOC Hamilton Doris Clancy
 CKR Kenora Bob Cooke
 CKWS Kingston Charles A. Millar
 CKL Kirkland Lake Jack Weatherwax
 CFCH North Bay Phil Clayton
 CPFL London R. Kevin
 CKCO Ottawa Bob Brazil
 CFCO Owen Sound Virgil Morgan
 CHEX Peterborough Jan Campbell
 CJCJ Ste. Marie Jas. Barclay
 CJCJ Stratford Frank M. Squires
 CKGB Timmins R. A. Hart
 CBL Toronto W. H. Hogg
 CHUM Toronto Frederick Wilson
 CIBC Toronto W. H. Hogg
 CKEY Toronto E. H. MacDonald
 CKNX Wingham Hugh Gage

PRINCE EDWARD ISLAND
 CFCY Charlottetown A. S. Dickson

QUEBEC
 CBJ Montreal Jean St. Georges
 CBM Montreal Jean St. Georges
 CFCF Montreal Steven Bless
 CKAC Montreal Lucien Roy
 CKRC Quebec City Eugene Cloutier
 CKCV Quebec City Jean Leroy
 CJSO Sorel Gerard Boulay
 CHLN Three Rivers Pierre L. Stein

SASKATCHEWAN
 CHAB Moose Jaw Louis H. Lewry
 CKBI Prince Albert Francis Church
 CKR Regina Harry Cook
 CKRM Regina R. H. Hill
 W. Walker
 Godfrey Hudson
 W. H. Metcalfe
 Gregg Anderson

Stations Identified With Newspapers (Continued from page 56)

WISCONSIN (Cont'd)
KFIZ, Fond du Lac—Licensed to Reporter Printing Co., publisher of *Fond du Lac Commonwealth Reporter*.
WCLO, Janesville—Licensed to Gazette Printing Co., publisher of *Janesville Daily Gazette*.
WIBA, Madison—Licensed to Badger Broadcasting Co. Inc.; 68 2/3% of stock owned by Capital Times Co. Inc., publisher of *Madison Capital Times*; other stockholders and directors include officers of Wisconsin State Journal Publishing Co., publisher of *Wisconsin State Journal*, Madison (Lee Syndicate).
WISN, Milwaukee—Licensed to Hearst Radio Inc.; affiliated with *Milwaukee Sentinel*. (See WINS, New York).
WTMJ, Milwaukee—Licensed to The Journal Co., publisher of *Milwaukee Journal*.
WRJN, Racine—Licensed to Racine Broadcasting Corp.; principal stockholders: F. R. Starbuck, president and Harry R. LePoidevin, secretary-treasurer of the Journal Times Co.
WHBL, Sheboygan—Licensed to Press Publishing Co., publisher of *Sheboygan Press*.
WFHR, Wisconsin Rapids—Licensed to Wm. F. Huffman, publisher of *Wisconsin Rapids Tribune*.

WYOMING
KFBC, Cheyenne—Licensed to Frontier Bestg. Co.; Ownership affiliated with Cheyenne Newspapers Inc., publishers of the *Wyoming Eagle* and the *Wyoming State Tribune* (Speidel Newspapers); (see also KDON, Monterey, Cal., and WGNV, Newburgh, N. Y.).

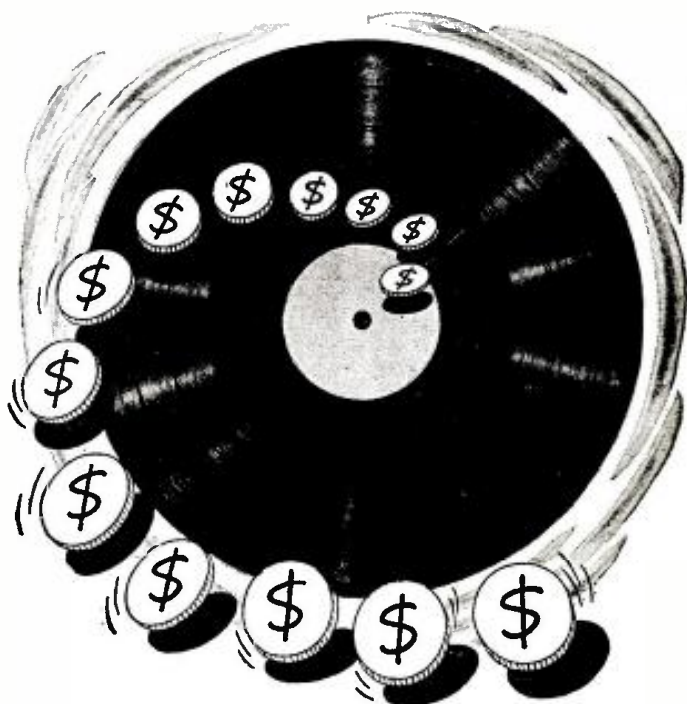
ALASKA
KFAR, Fairbanks—Licensed to Midnight Sun Broadcasting Co.; 969 of 1,000 shares owned by A. E. Lathrop, Alaska industrialist, who also publishes the *Fairbanks News Miner*.

HAWAII
KGMB, Honolulu—Licensed to Hawaiian Broadcasting System Ltd.; 24% of stock owned by *Honolulu Star-Bulletin*; 56% of stock by Consolidated Amusement Co. Ltd.; 20% by Corp. of the President of the Church of Jesus Christ of Latter Day Saints.
KGU, Honolulu—Licensed to Marion A. Mulrony and Advertiser Publishing Co. Ltd., publisher of *Honolulu Advertiser*.
KHBC, Hilo—Licensed to Hawaiian Broadcasting System, Ltd.; same ownership as KGMB, Honolulu.
KTOH, Lihue—Licensed to Garden Island Publishing Co. Ltd., publisher of *Garden Island* (weekly).



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Farm Editors and Farm Program Directors of Stations

(Stations not listed reported no farm editor or director)

ALABAMA			KANSAS			WJTN			NDNT			UTAH		
WHMA	Anniston	Sut Mathews	KTSW	Emporia	Minor Stallard	WJMSA	Jamestown	Donald D. Curtis, Jr.	KGKO	Denton	Harwell V. Shepard	KSUB	Cedar City	R. A. Grover
WAPI	Birmingham	John McCune	KWBW	Hutchinson	Malcolm West	WMAF	Massena	James W. Higgins	KBWP	Fort Worth	Victor Schoffelmayr	KVNU	Dallas	Layne Beaty
WSGN	Birmingham	Charles W. McGehee	WREN	Lawrence	Arden Booth	WOR	New York	Don Lerch	KPRC	Houston	Dave Morris	KVLL	Salt Lake City	Melvyn Standage
WSML	Decatur	B. G. Hall	KSAL	Manhattan	Grant Salisbury	WHAM	Rochester	Joe Bler	KNET	Pasadena	Emo Laurie	KWVC	Salt Lake City	Will Wright
ARIZONA			KENTUCKY			NORTH CAROLINA			VERMONT			VIRGINIA		
KOY	Phoenix	Ernest Douglas	WLBJ	Bowling Green	Jack Hicks	WISE	Asheville	Bob Amos	WCAX	Burlington	Lawrence F. Killick	WSVA	Harrisonburg	Leroy S. Loewner
KGUL	Safford	Paul Merrill	WSON	Henderson	Vernon R. Nunn	WVNC	Asheville	Fred Pelly	WVLA	Lynchburg	Floyd Mihill	WLVA	Lynchburg	Joe Roberts
ARKANSAS			MAINE			OHIO			WASHINGTON			WEST VIRGINIA		
KELD	El Dorado	G. I. Gilmore	WRDO	Augusta	Jake Broffee	WDAY	Fargo	Tom Barnes	KXRO	Eberdeen	Stan Spiegle	WJSC	Pullman	C. Stanley Locke
KFPW	Fort Smith	J. E. Garner	WLBZ	Bangor	Linwood H. Brofee	KLPM	Minot	E. H. Cooley	KRKO	Aberdeth	Shirley K. Bartholomew	KJR	Seattle	Bill Moshier
KFFA	Helena	Hugh Smith	WCSH	Portland	Linwood H. Brofee	WICA	Ashtabula	James Burnett	KWSC	Spokane	E. W. Jorgenson	KFPY	Spokane	Kenneth Hutchinson
KTHS	Hot Springs	Wm. S. Bailey	WAGM	Presque Isle	Bill Davis	WHBC	Canton	Ted Conner	KGA	Spokane	Kenneth Hutchinson	KQK	Spokane	Kenneth Hutchinson
CALIFORNIA			MARYLAND			OKLAHOMA			WEST VIRGINIA			WISCONSIN		
KERN	Bakersfield	Joe Hinman	WBAL	Baltimore	John Zufall	WKA	Ashtabula	James Burnett	WCHS	Charleston	David K. Fulton	WMAU	Eau Claire	Jack Kelly
KXO	El Centro	Rudolph Miller	WFMD	Frederick	James Honyssett	WHBC	Canton	Ted Conner	WJAJ	Morgantown	Phil Bracken	WTAQ	Green Bay	Eddy Jason
KIEM	Eureka	Howard McAnulty	WJEF	Hagerstown	Frank Bowers	WVNC	Cincinnati	Roy Battles	WPAP	Parkersburg	Carl Loose	WKBH	La Crosse	Jack Martin
KFRE	Fresno	Herbert N. Ferguson	MASSACHUSETTS			OREGON			WYOMING			ALASKA		
KMJ	Fresno	Raymond Rodgers	WBZ	Boston	Lloyd Williams	KWIL	Albany	Bob Knight	KWYO	Sheridan	Mel Hallock	WHA	Madison	M. H. Bliss (on leave)
KFI	Los Angeles	Nelson McIninch	WCOP	Boston	George Graves	KJFI	Klamath Falls	Don Daoust	KWOR	Worland	Karl Kertson	WIB	Madison	Charles Mittelstadt
KNX	Los Angeles	Chet Huntley	WEEL	Boston	J. H. Buffum	KALE	Portland	Burton Hutton	WFAA	Waco	Robert C. Nelson	WJAM	Manitowoc	L. J. Spitt
KTRB	Modesto	John Boyer	WHDH	Boston	Nicholas J. Mather	KGW	Portland	Wallace Kaddlerly	WFOY	St. Augustine	H. B. Franklin	WJSC	Spokane	Kenneth Hutchinson
KDON	Monterey	Reed Pollock	WLAW	Lawrence	Bob Moore	KOIN	Portland	Luke Roberts	WFLA	Tampa	Tom Matthews	WJSC	Spokane	Kenneth Hutchinson
KVCV	Redding	Bob Bowman	WNBH	New Bedford	Earle D. Wilson	KXLB	Portland	Ben Buisman	WYX	Waycross	C. L. Bialock	WJSC	Spokane	Kenneth Hutchinson
KPRO	Riverside	Dr. Paul Fisher	WOB	West Yarmouth	Gordon David	KRNR	Roseburg	J. Roland Parker	CANADA					
KCRS	Sacramento	Marvin G. Byers	MICHIGAN			PENNSYLVANIA								
KFBK	Sacramento	Charles Marshall	WPAG	Ann Arbor	Richard Cooper	WFBG	Altoona	Herbert K. Anders						
KXOA	Sacramento	Earle Russell	WBCM	Bay City	Frank J. Walsh	WCED	DuBois	Les Ryder						
KFXM	San Bernardino	Howard B. Balchly	WJR	Detroit	Marshall J. Wells	WEST	Easton	John Smith						
KPO	San Francisco	Henry Schacht, Jr.	WJBM	Jackson	S. J. Culver	WEU	Erie	Paul Crossman						
KSR	Santa Rosa	Herman Wilson	WKZO	Kalamazoo	Carleton Collin	WJHB	Greensburg	Greene Grayson						
KWG	Stockton	Frank Kozeluh	WHIS	Port Huron	Lyle Patterson	WKBO	Harrisburg	Stanley Swartz						
KCOK	Tulare	Bob Lane	MINNESOTA			TEXAS								
COLORADO			MISSISSIPPI			TENNESSEE								
KLZ	Denver	Mack Switzer	WCBI	Columbus	Bill Dollahite	WAIM	Anderson	Roy Coffee						
KMYR	Denver	Ben Bezoff	WJPR	Greenville	Thomas H. Golding, Sr.	WLAT	Conway	Jimmy Estes						
KOA	Denver	Hal Renollet	WJDX	Jackson	Howard Langfitt	WOLS	Florence	Nat L. Royster						
KGHF	Pueblo	Clifford Hendrix	WEL	Tupelo	Charley Boren	WFBC	Greenville	Ton Nolan						
KGEK	Sterling	E. G. Beehler	MISSOURI			UTAH								
CONNECTICUT			MONTANA			VERMONT								
WTIC	Hartford	James Platt	KGHL	Billings	Walt Davis	WOPI	Bristol	Fey Rogers						
DELAWARE			NEBRASKA			TENNESSEE								
WDEL	Wilmington	H. C. Smith	KRBM	Bozeman	George Woolley	WJZM	Clarksville	W. E. Williams						
DISTRICT OF COLUMBIA			NEVADA			TENNESSEE								
WTOP	Washington	Charles A. Worcester	KGR	Butte	Ernie Neath	WJZM	Clarksville	W. E. Williams						
FLORIDA			NEW HAMPSHIRE			TENNESSEE								
WRUF	Gainesville	Clyde Beale	WKNE	Keene	Stacey Cole	WJZM	Clarksville	W. E. Williams						
WPDQ	Jacksonville	Gary Allen	WMUR	Manchester	Robert G. Webster	WJZM	Clarksville	W. E. Williams						
WGBS	Miami	Jack McCormack	NEW JERSEY			TENNESSEE								
WQAM	Miami	Walter Svehia	WSNJ	Bridgeton	Charlie Murray	WJZM	Clarksville	W. E. Williams						
WBBO	Orlando	Henry S. Jacobs	WTTM	Trenton	Arlene Sayre	WJZM	Clarksville	W. E. Williams						
WCOA	Pensacola	Bob Maurer	NEW MEXICO			TENNESSEE								
WFOY	St. Augustine	Charles Carter	KGGM	Albuquerque	Walter L. Peterson	WJZM	Clarksville	W. E. Williams						
WTAL	Tallahassee	H. B. Franklin	KOB	Albuquerque	Lee Gould	WJZM	Clarksville	W. E. Williams						
WFLA	Tampa	Tom Matthews	KGFL	Roswell	Glenn Venrick	WJZM	Clarksville	W. E. Williams						
GEORGIA			NEW YORK			TENNESSEE								
WALB	Albany	Guy Hamilton	WNB	Binghamton	Ray Whitlock	WJZM	Clarksville	W. E. Williams						
WGPC	Albany	Everett Eslinger, Jr.	WGR	Buffalo	Roland Foley	WJZM	Clarksville	W. E. Williams						
WAGA	Atlanta	Channing Cope	WKBW	Buffalo	Roland Foley	WJZM	Clarksville	W. E. Williams						
WSE	Atlanta	Bynum France	WENY	Elmira	Bill Fope	WJZM	Clarksville	W. E. Williams						
WGAU	Athens	D. L. Brannon	WHCU	Ithaca	Walt Kaiser	WJZM	Clarksville	W. E. Williams						
WRDW	Augusta	Joe Hunt	NEW YORK			TENNESSEE								
WGAA	Cedartown	Rowena Whitfield	WJZM	Clarksville	W. E. Williams	WJZM	Clarksville	W. E. Williams						
WMAZ	Macon	D. F. Bruce	WJZM	Clarksville	W. E. Williams	WJZM	Clarksville	W. E. Williams						
WRGA	Rome	Al Kirby	WJZM	Clarksville	W. E. Williams	WJZM	Clarksville	W. E. Williams						
WSAV	Savannah	Clifford Clarke	WJZM	Clarksville	W. E. Williams	WJZM	Clarksville	W. E. Williams						
WTOC	Savannah	Dwight J. Bruce	WJZM	Clarksville	W. E. Williams	WJZM	Clarksville	W. E. Williams						
WAYX	Waycross	C. L. Bialock	WJZM	Clarksville	W. E. Williams	WJZM	Clarksville	W. E. Williams						
IDAHO			NEW YORK			TENNESSEE								
KIDO	Boise	Hugh Shelly	WJZM	Clarksville	W. E. Williams	WJZM	Clarksville	W. E. Williams						
ILLINOIS			NEW YORK			TENNESSEE								
WJBC	Bloomington	Chuck Mabry	WJZM	Clarksville	W. E. Williams	WJZM	Clarksville	W. E. Williams						
WAAF	Chicago	Paul Northrup	WJZM	Clarksville	W. E. Williams	WJZM	Clarksville	W. E. Williams						
WENR	Chicago	Robert White	WJZM	Clarksville	W. E. Williams	WJZM	Clarksville	W. E. Williams						
WGN	Chicago	Hal Totten	WJZM	Clarksville	W. E. Williams	WJZM	Clarksville	W. E. Williams						
WLS	Chicago	Art C. Page	WJZM	Clarksville	W. E. Williams	WJZM	Clarksville	W. E. Williams						
WMAQ	Chicago	Everett G. Mitchell	WJZM	Clarksville	W. E. Williams	WJZM	Clarksville	W. E. Williams						
WSOY	Decatur	Howard Willhite	WJZM	Clarksville	W. E. Williams	WJZM	Clarksville	W. E. Williams						
WEBQ	Harrisburg	John W. Berry	WJZM	Clarksville	W. E. Williams	WJZM	Clarksville	W. E. Williams						
WJOL	Joliet	John Brock	WJZM	Clarksville	W. E. Williams	WJZM	Clarksville	W. E. Williams						
WMBD	Peoria	Emil Bill	WJZM	Clarksville	W. E. Williams	WJZM	Clarksville	W. E. Williams						
WTAD	Quincy	Dick Faler	WJZM	Clarksville	W. E. Williams	WJZM	Clarksville	W. E. Williams						
WDZ	Tuscaloosa	William Taber	WJZM	Clarksville	W. E. Williams	WJZM	Clarksville	W. E. Williams						
WILL	Urbana	E. R. Regnier	WJZM	Clarksville	W. E. Williams	WJZM	Clarksville	W. E. Williams						
INDIANA			NEW YORK			TENNESSEE								
WGL	Fort Wayne	James Westover	WJZM	Clarksville	W. E. Williams	WJZM	Clarksville	W. E. Williams						
WOWO	Fort Wayne	Forest D. Gould	WJZM	Clarksville	W. E. Williams	WJZM	Clarksville	W. E. Williams						
WJOB	Hammond	Ed Rozhon	WJZM	Clarksville	W. E. Williams	WJZM	Clarksville	W. E. Williams						
WFBM	Indianapolis	Henry S. Wood	WJZM	Clarksville	W. E. Williams	WJZM	Clarksville	W. E. Williams						
WIBC	Indianapolis	Ed Mason	WJZM	Clarksville	W. E. Williams	WJZM	Clarksville	W. E. Williams						
WFBM	Indianapolis	Henry S. Wood	WJZM	Clarksville	W. E. Williams	WJZM	Clarksville	W. E. Williams						
WKMO	Kokomo	William Randolph	WJZM	Clarksville	W. E. Williams	WJZM	Clarksville	W. E. Williams						
IOWA			NEW YORK			TENNESSEE								
WOI	Ames	Dale Williams	WJZM	Clarksville	W. E. Williams	WJZM	Clarksville	W. E. Williams						
WMT	Cedar Rapids	Andy Woolfries	WJZM	Clarksville	W. E. Williams	WJZM	Clarksville	W. E. Williams						
KROS	Clinton	Vernon Gielow	WJZM	Clarksville	W. E. Williams	WJZM	Clarksville	W. E. Williams						
KWLC	Decorah	Al Waters	WJZM	Clarksville	W. E. Williams	WJZM	Clarksville	W. E. Williams						
WHO	Des Moines	Herb Plambeck	WJZM	Clarksville	W. E. Williams	WJZM	Clarksville	W. E. Williams						
KDTH	Dubuque	Kari Anthony	WJZM	Clarksville	W. E. Williams	WJZM	Clarksville	W. E. Williams						
KFJB	Marshalltown	LaVerne Koenig	WJZM	Clarksville	W. E. Williams	WJZM	Clarksville	W. E. Williams						
KFNH	Shenandoah	Wendell Odland	WJZM	Clarksville	W. E. Williams	WJZM	Clarksville	W. E. Williams						
KMA	Shenandoah	Merrill J. Langfitt	WJZM	Clarksville	W. E. Williams	WJZM	Clarksville	W. E. Williams						
KSCJ	Sioux City	Jack Elton	WJZM	Clarksville	W. E. Williams	WJZM	Clarksville	W. E. Williams						
KXEL	Waterloo	Hugh Muncy	WJZM	Clarksville	W. E. Williams	WJZM	Clarksville	W. E. Williams						

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in the state within its 0.5 MV line (3,500,000 people)**

**LARGEST POPULATION COVERAGE of any station
in the state within its 2.5 MV line (1,200,000 people)**

**Covers 19,094 SQUARE MILES of sales
rich area (2.5 MV)**

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leads in popularity day & night.**

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BEST MARKET OF A GREAT STATE**

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•
The Nation's *FIRST* Farm Market

•
Ranks 16th in Manufacturing. (Almost 50%
of Iowa's Wealth is INDUSTRIAL.)

•
LEADS Nation in per capita wealth
(\$4,322 per person)

A BALANCED Market for Permanent
SELLING ACTION!

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you can get the most out of Iowa's
Eastern Area with WMT exclusively...
at LOW Cost Coverage.



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Chronology of Radio's Participation in World War II

(Including Tabulation of Presidential Broadcasts for 1945)

SEPT. 12, 1938—While networks had maintained correspondents in the European capitals, actual wartime coverage begins with Hitler's Nuremberg address marking the beginning of Germany's territorial expansion by force.

Oct. 1, 1938—BROADCASTING predicts war clouds over Europe will have little, if any, immediate effect upon broadcast operations in the United States, except for speeding up tempo.

1939

Sept. 1—Survey by BROADCASTING of Federal officials, conducted in light of explosive war situation, yields no change in attitude toward radio beyond regulatory steps, taken to preserve neutrality. No disposition seen to molest normal commercial operations.

Sept. 11—Networks enter into voluntary agreement on handling war news coverage after assurances from White House that there is no intention of molesting broadcasting, barring possible extreme provocation. Procedure adopted to avoid dissemination of propaganda from European sources which might impair American neutrality. Byword becomes "when in doubt, don't". There is always time to check. Action followed Sept. 3 declaration of war by England and France against Germany.

Oct. 9—First contingent of American war correspondents officially accredited by British military authorities leaves London for "somewhere in France" to report direct. Contingent includes Bill Henry, CBS, and Arthur Mann, MBS, first radio reporters ever assigned to front line duty.

Oct. 25—FCC rebukes WMCA New York for methods used in connection with alleged interception and broadcast of secret radio communications and places station on probation as to license renewal.

1940

April 8—Networks and stations move into emergency news status to bring public up-to-minute reports on Germany's unexpected drive into Scandinavia. Radio cooperation with press associations and newspapers testified to by hundreds of front-page stories and bulletins crediting networks as their source.

June 10—Italy's entry into European war produces concentration of speeches broadcast by national leaders surpassing anything since Sept. 3, 1939 declarations against Germany.

July 1—Recognizing communications as key factor in war defense planning, President Roosevelt confers with advisors on creation of Defense Communications Board of top Government officials to pilot and coordinate policy planning with private entities during war emergency.

Sept. 24—President Roosevelt creates Defense Communications Board.

Oct. 15—Mobilization of radio in national defense picture projected on more tangible basis with selection of Edward M. Kirby, public relations director of NAB, as radio advisor to Secretary of War. (Subsequently Mr. Kirby was commissioned a lieutenant colonel—now colonel—in charge of the newly created radio branch of Army Public Relations).

Nov. 15—With more and more station time devoted to impending war effort, broadcasters clamor for central clearing house for coordination of Government radio activities.

Dec. 8—First radio casualty of war is Fred Bate, manager of NBC's London staff, injured in terrific German bombing attack on British capital Dec. 8 and 9. Bombing also damages offices of NBC and CBS.

1941

Jan. 1—War comes appallingly close to radio as Nazi bombings of Broadcasting House in London kill seven persons all employees of BBC. Example of radio's "show must go on" stoicism demonstrated as BBC newscaster carries on his commentary with hardly a break, not even mentioning the direct hit and not deviating from prepared script.

April 21—Initial plans for voluntary censorship are evolved as war draws closer to United States. List of "defense precautions" published by BROADCASTING after survey of highest Government officials on what radio should and should not do in protecting neutrality.

May 5—Imminent war pinch affects radio as transmitter and tube priorities cause concern among manufacturers and broadcasters. Tightening up develops following stepped-up production of defense materials and lend-lease.

June 17—Emphasis on psychological warfare via international broadcasting developing with a Reconstruction Finance Corp. loan to World Wide Broadcasting Corp., of Boston, for expansion of shortwave operations. (This was first step in general expansion of shortwave transmission and of Government operation.)

June 21—Germany's unexpected declaration of war on Russia puts radio on emergency news basis. Coming late at night, news staffs of the networks report for duty at odd hours attired in everything from pajamas to evening clothes.

Dec. 7—Pearl Harbor attack announced in stillness of Sunday afternoon plunges United States into world war and radio into round-the-clock coverage. Rehearsing in crisis coverage gained through nerve-wracking days of Austrian Anschluss, Munich and the Nazi march into Poland permit radio to slip easily into wartime operation.

Dec. 7—Shortwave stations go on 24-hour schedules beaming news reports to Europe and Latin America as they pour in from fighting fronts.

Dec. 9—President Roosevelt, one day following declaration of war, in epoch-making speech, advises all newspapers and radio stations that they have a "most grave responsibility to the nation now and for the duration of this war." He warns against use of "unconfirmed reports in such a way as to make people believe they are gospel truth."

Dec. 10—President Roosevelt issues executive order transferring to Defense Communications Board (which became Board of War Communications) functions vested in him under Section 608 of Federal Communications Act, dealing with control and operation of communications.

Dec. 15—In keeping with plans worked out by Defense Communications Board, military police are assigned to guard transmitters of important stations. Station managements also authorized to maintain small arms as protection against possible sabotage.

Dec. 16—Byron Price, executive editor of Associated Press, named Director of Censorship.

Dec. 19—Trade groups in radio form "War Broadcasting Council" made up of heads of trade associations, with George B. Storer, Fort Industry Co. head, as first chairman.

Dec. 22—First radio casualty in world war is Ensign Thomas A. McClelland, on leave as chief engineer of KLTZ Denver, killed in action Dec. 7 during Jap attack on Pearl Harbor.

Dec. 22—U. S. Weather Bureau advises all stations of restrictions on weather broadcasts necessitated by war. Weather reports as such banned because of possible imparting of information to enemy.

Dec. 26—J. Harold Ryan, vice-president and general manager of Fort Industry Co., appointed Assistant Director of Censorship in charge of broadcasting.

Dec. 29—Office of Facts & Figures devises plans for funneling of wartime broadcasts.

Dec. 31—All Manila broadcast stations were dismantled and destroyed by owners before fall of Philippine capital to prevent facilities from falling into hands of Japs.

1942

Jan. 16—Wartime code of practices for broadcasters, placing censorship on a voluntary basis but invoking stringent bans against certain ad lib type programs, promulgated by Office of Censorship.

Jan. 30—FCC freezes all construction of new broadcast stations or major modifications because of shortages in materials.

Feb. 12—Defense Communications Board (DWC) adopts far-reaching "freeze order" on equipment for new stations or improved facilities and recommends action to War Production Board.

Feb. 21—Advertising Council (later War Advertising Council) formed by advertising agencies and media to mo-

bilize Government's advertising campaign in total war effort.

Feb. 25—Radio on coast disrupted by radio silence ordered by 4th Interceptor Command, because of fears of Jap air raids. Radio silence recurred frequently, with important losses to stations in coastal area.

March 18—Office of Facts & Figures issues policies governing release of war information by Government, but also to serve as guideposts to news reporters and commentators.

April 13—Drive starts, in collaboration with military services, for recruitment of women and other apprentice technicians for radio and communications.

April 14—War Production Board reduces output of phonograph records and transcriptions to approximately 30% of 1941 production because of limitations on shellac.

April 17—Complete and unequivocal stoppage of all broadcast construction, covering standard, FM, and television, both for new and modified facilities, recommended to War Production Board by FCC. (Subsequently adopted.)

April 24—War Production Board gives radio A-1 priority on maintenance, repair and operating supplies, in view of its status as essential operation in wartime.

May 19—First in series of air raid alarms, resulting in radio silence, started in New York and spread to other areas to effect complete blackouts in event of enemy raids.

May 23—Plan for broadcast conversion pooling, to meet radio's acute problem of technical operation in face of critical tube and equipment shortage, projected to War Production Board by Board of War Communications. (Plan subsequently dropped in favor of one decibel reduction in power and of high priorities for replacements and tubes.)

June 1—Harry C. Butcher, CBS Washington vice-president, called to active duty as lieutenant commander in Naval Communications. (In less than a month reported for duty with Gen. Dwight D. Eisenhower as Naval aide in European theater. Later, in that post, he achieved rank of captain and participated in practically all history-making events falling within purview of Supreme Commander.)

June 13—Elmer Davis appointed chief of Office of War Information, which takes over functions of defunct Office of Facts & Figures, headed by Archibald MacLellan.

June 15—Revised voluntary censorship code, amplifying old provisions and lightening some of them, issued by Office of Censorship.

June 22—Government survey reveals that radio has moved in forefront as main news source. Office of Facts & Figures study of "American attitudes toward war news" cites survey results.

June 24—Col. David Sarnoff, president of RCA and chairman of board of NBC, called to active duty in Signal Corps. (Afterward assigned to foreign theater, where he set up vast communications and traffic planning, including D-Day invasion and communications handling in occupied areas.)

July 8—With manpower pinch felt by radio due to drafting of key people, Board of War Communications undertakes manpower studies which result in deferments on essential basis of key station employees.

July 9—Gardner Cowles Jr., president of Iowa Broadcasting Co. and publisher of Des Moines Register-Tribune, named assistant director of OWI in charge of Domestic Branch, including overall radio service. Simultaneously, OWI issues Order No. 1 covering policy and structure in handling war news.

July 14—Broadcasting established as essential occupation under Selective Service System by Maj. Gen. Lewis B. Hershey.

July 14—First wartime cancellation of station license due to inability to maintain staff of qualified operators results when KFPL Dublin, Tex. tosses in sponge.

Aug. 12—Army Radio Branch issues standards for commercial programs beamed to American troops overseas in forerunner of establishment of radio service for expeditionary forces.

Sept. 7—Army forms top radio performers' "Committee of 25" to aid war

and tour bases and camps. Biggest names in radio talent are included.

Oct. 9—Radio's contribution of time to war effort estimated at \$64,000,000 a year by OWI Director Elmer Davis.

Oct. 9—Congress asked for \$7,000,000 appropriation for shortwave psychological warfare service, including construction.

Nov. 1—Government, through OWI and Coordinator of Inter-American Affairs, takes over full scale operation of all but technical phases of country's international shortwave stations under lease arrangement. (Subsequently expanded operations by increases in number of transmitters, but with private licensees retaining ownership.)

Nov. 7—Radio goes on full wartime basis as result of FCC action enforcing horizontal reduction by one decibel of all transmitted radiated power, relaxation of normal engineering standards and suspension of regulation requiring stations to operate at least two-thirds of their authorized time during broadcast day. (Regulations became effective Dec. 1.)

Nov. 7—Radio spreads its war coverage with broadcasts direct from North Africa within half-hour of allied invasion. (John MacVane, NBC, and Charles Collingwood, CBS, were war correspondents.)

Nov. 20—FCC adopts new program designed to ease operations of broadcasters under wartime equipment shortages through proposed establishment of pool of surplus and salvageable radio parts. (Plan subsequently went by boards, with WPB handling emergency through rigid priority system.)

Dec. 7—America's highest powered radio station—500,000 w unit of WLW Cincinnati—released to Government for psychological warfare use. (Transmitter later sent abroad for service in Mediterranean theater.)

Dec. 23—Establishment in London of OWI British Division to handle geared-up flow of information about U. S. to people of Great Britain and in connection with our expeditionary force movement.

Dec. 28—Major networks devote more than 4,000 network hours to broadcasting war effort programs and announcements during 1942.

1943

Jan. 8—1st Lt. Thomas E. Knode, former Washington news editor of NBC wounded in action, awarded Distinguished Service Cross for extraordinary heroism, on recommendation of Gen. Douglas MacArthur. (Later promoted to captain.)

Feb. 10—Centralization of all domestic censorship, adding new restrictions and more stringent supervision of foreign language broadcasts, as well as definitions of appropriate authority, provided in revised code of wartime practices for broadcasters.

Feb. 22—Frank J. Cuhel, Mutual war reporter, missing in crash of Yankee Clipper at Lisbon.

March 26—OWI estimates radio donated \$86,900,000 in time and talent for war effort messages. (Of aggregate, \$71,570,000 was station time with \$15,330,000 for talent.)

May 10—Wartime survey by Life Magazine reveals that home radios were reported by 91.9% of families, although 4.2% reported sets out of order.

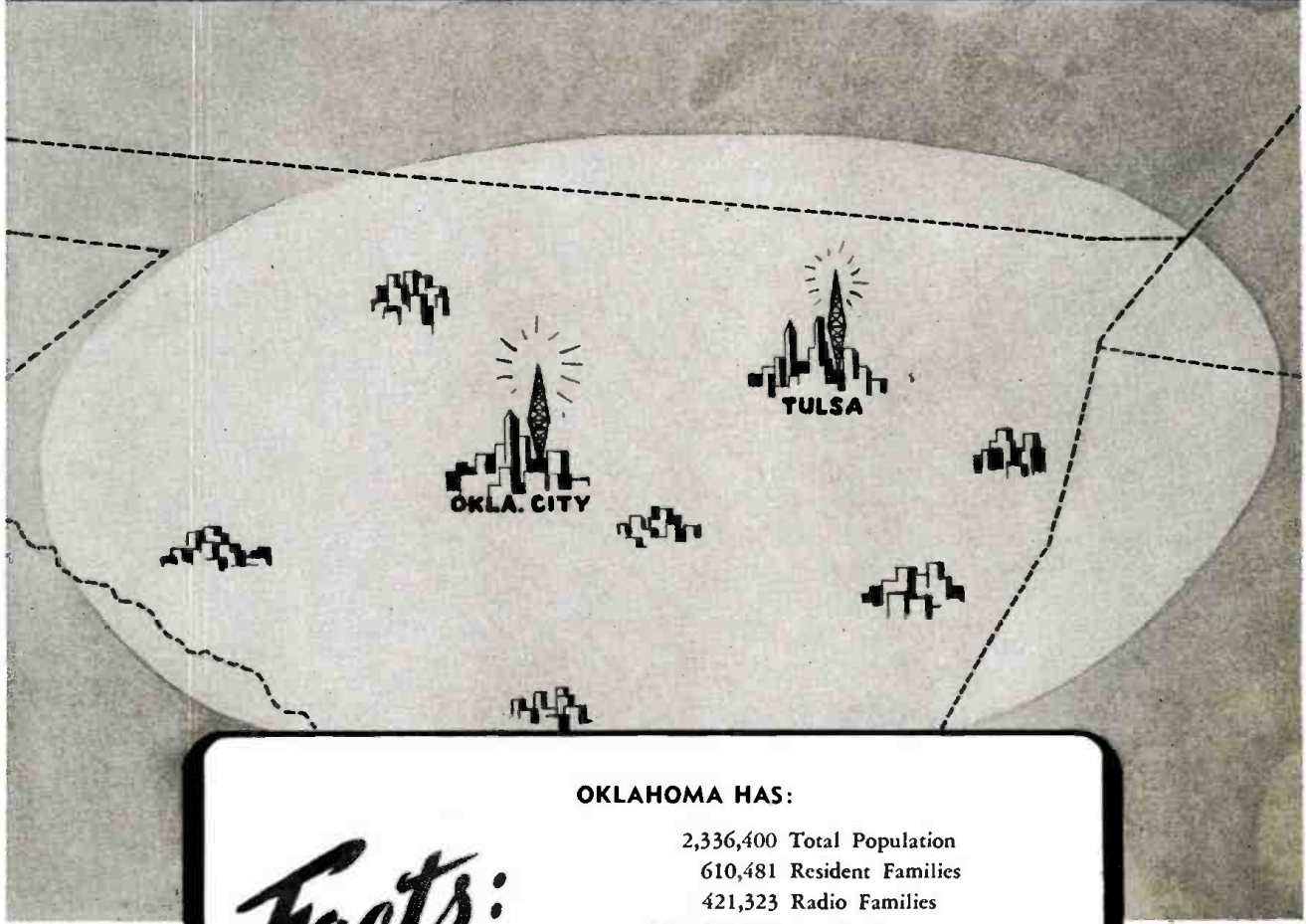
June 28—Lid blown off FCC as House Select Committee to Investigate FCC charges agency hindered war development and in some measure was responsible for Pearl Harbor. (Flery issue argued for months, with President Roosevelt interceding to prevent men in uniform from testifying on grounds of wartime security.)

Sept. 8—Radio achieves new war role when Italy's unconditional surrender is handled by radio. (Gen. Eisenhower made the announcement to world.)

Oct. 7—William S. Paley, CBS president, takes indefinite leave to accept war area assignment from OWI. (Subsequently named to head Psychological Warfare Branch at Gen. Eisenhower's headquarters. Commissioned a colonel at SHAEF headquarters last March.)

(Continued on page 66)

ALL THAT COUNTS *'n then Some!*



Facts:

OKLAHOMA HAS:

- 2,336,400 Total Population
- 610,481 Resident Families
- 421,323 Radio Families
- \$513,091,000 Retail Sales

No single station can reach and sell the prosperous Oklahoma market that is definitely divided into two specific buying centers, each a salient sales unit in itself.

• *Oklahoma's 2 Columbia Stations*

KTUL

TULSA

John Esau General Manager



KOMA

OKLAHOMA CITY

Kenyon Brown General Manager

FREE AND PETERS, INC., National Representatives

World War II Chronology

(Continued from page 64)

Nov. 8—R. Morris Pierce, chief engineer of WGAR Cleveland on leave with OWI, disclosed as radio hero of surrender of Italian fleet. (He had rigged up haywire transmitter, tuned it to 500 kc international distress frequency and broadcast surrender terms to Italian fleet.)

Dec. 17—First figures from a wartime census of U. S. radio homes made by Office of Civilian Requirements reveal that approximately 32,500,000 American families had one or more sets, or 89% of all families in the country.

Dec. 20—First meeting of newly-formed Radio Technical Planning Board to review and develop standards for postwar broadcast services called by FCC and cooperating radio industry groups.

1944

Feb. 3—J. Harold Ryan, Assistant Director of Censorship and vice-president of Fort Industry Co. on leave elected interim wartime NAB president.

Feb. 23—John E. Fetzer, owner of WKZO Kalamazoo, named Mr. Ryan's successor as radio censor.

May 8—Networks pool facilities for first time to cover impending European invasion. Facilities for most intensive news coverage in history devised by Col. (later Brig. Gen.) David Sarnoff, later awarded Legion of Merit for outstanding attainments.

June 6—History's mightiest military operation—Invasion of France by Gen. Eisenhower's forces—covered on spot by radio. Simultaneously Allied Expeditionary Forces inaugurated broadcasting service on continent to all Allied troops.

June 20—Failure of Army or its advertising agency, Young & Rubicam, to include radio in its appropriation for WAC recruiting, with entire budget slated for newspapers, results in campaign spearheaded by NAB to end discrimination. Controversy terminated in placement of portion of schedule on stations.

Oct. 23—Morris Pierce, vice-president of G. A. Richards stations, arranges for American capture of Radio Luxembourg, marking his second conquest of war.

Oct. 24—Radio scores new triumph in split-second coverage of Gen. MacArthur's return to Philippines. Radio ship set up in Pacific theatre to relay press and radio traffic. Maj. (later Lt. Col.) A. A. Schechter, former NBC news chief, directs radio coverage.

1945

Jan. 8—Radio contributes upwards of \$60,000,000 in time and talent to war effort through OWI Radio Bureau allocation plan, according to George P. Ludiam, chief, OWI's Radio Bureau.

Jan. 16—Virtual freezing of all new station construction ordered by WPB in collaboration with FCC, because of jam in manpower and critical materials.

Feb. 7—Liberation of Manila by MacArthur's forces brings American radio back on air. Bert Silen, former manager of KZRH, was broadcasting at the time the Philippines were taken three years and one month before.

Feb. 19—First detailed publication of radar and how it works revealed in British publication, Wireless World, after rigid censorship ban both here and abroad.

March 5—Survey by BROADCASTING Yearbook reveals that nearly 8,000 men and women of radio are in the armed forces—roughly 29% of radio's personnel.

March 12—Army plans for Berlin invasion with 60,000 w transmitter mounted on 17 Army trucks in vanguard of troops driving toward capital. Subsequent events, which left Berlin's radio transmitters intact, evidently obviated need for use of mobile unit.

March 29—Stations, networks and advertisers contribute \$161,752,000 in time and talent for war messages during 1944, according to NAB estimates—an increase of 8% over 1943. (Breakdown was radio advertisers, \$64,000,000; stations and networks, \$78,000,000; talent, \$20,000,000.)

April 25—Radio goes all-out on coverage of United Nations Conference on International Organization in San Francisco with all networks and some 50 stations, aside from other United Nations radio representatives, on scene.

May 11—Radio adopts victory themes in celebration of V-E Day at time and talent expenditure of estimated \$1,000,000. Censorship code relaxed drastically, permitting return of man-in-the-street-type of program.

May 18—Leading delegates of UNCIO conference, San Francisco, stress radio's future responsibility in campaign to prevent war.

May 25—New Selective Service policies announced by Gen. Lewis B. Hershey leave broadcasters virtually safe from further inroads by draft boards. Future calls confined almost entirely to men under 30.

June 2—Navy Radio Section public relations reorganized into two units—radio services and programming. Radio programming under Lt. Comdr. Charles E. Dillon, USNR, and services under Lt. Comdr. J. Harrison Hartley, USNR.

June 4—War Production Board removes restrictions on production of transmitter antennas and permits construction and alterations costing up to \$1,000. Previous limitation was \$200.

June 11—WPB Chairman Krug tells House Appropriations Committee that construction bans will be lifted on V-J Day.

June 11—Study by Curtis Publishing Co. reveals three out of five prospective appliance buyers plan to purchase radios two years after they become available.

June 11—D. Harold McGrath, superintendent, U. S. Senate Radio Gallery, writing in BROADCASTING, says UNCIO found radio winning equal rights with all other news media.

June 15—New 200,000 w international shortwave transmitter operated by CBS for OWI at Delano, Cal., beaming messages to Japan, goes into operation.

June 18—Radio goes all-out in mass reception for returning Gen. Dwight D. Eisenhower, Supreme Commander, accompanied by Capt. Harry C. Butcher, USNR, former CBS Washington vice-president, and his naval aide throughout the war in Europe.

July 2—Nine weeks' coverage of UNCIO was among biggest public service jobs in history of radio, demonstrating industry's capacity to meet heavy responsibilities in handling momentous world affairs.

July 3—President Truman, in letter to BROADCASTING's editor and publisher, says that American radio has written own Magna Charta since Pearl Harbor, that American radio is in good hands and solicits continued aid of medium in fight against Japanese.

Aug. 6—Wartime research by Westinghouse Electric Corp. and Glenn L. Martin Co. leads to announcement of new science for relaying television and FM broadcasts from flying transmitters.

Aug. 10—Radio Tokyo announces that Japan will surrender according to terms set at Potsdam if her Emperor's person and position remain inviolate.

Aug. 14—President Truman announces (at 7 p.m.) that Japan had accepted Potsdam terms of surrender. Within seconds, news is flashed around the world by radio. Special events men in U. S. get biggest workout of lifetime covering jubilant celebrations in every city and hamlet of the nation. Licensees, regulators, legislators, advertisers and agencies launch plans immediately for postwar expansion.

Aug. 16—Broadcasters Mission to ETO completes first week of scheduled three week inspection of European radio facilities. Top experience was interview with W. J. Haley, director general of BBC. He made it clear BBC would continue as non-commercial operation, but was seeking to improve programming.

Aug. 17—FCC, recapitulating at war end, finds 127 applicants for TV; 489 for FM; 200 for AM.

Aug. 18—Radio girls for Eighth War Loan Drive as date for drive is moved forward in view war's end.

Aug. 20—FCC and Board of War Communications revoke several wartime orders. Tube survey of broadcast outlets called off. BWC notifies FCC it has no objection to amateurs going back on air.

Aug. 22—Jean Guignebert, director general of Radio Diffusion Francaise, tells Broadcasters' Mission to ETO, France probably will have state-controlled radio. Missionaries see BBC influence on continental radio.

Aug. 22—Foreign Broadcast Intelligence Service of FCC, which monitored enemy broadcasts during war, will be dismantled after Oct. 14, Commission announces. (Later, it developed, FBIS was absorbed by War Dept.)

Aug. 25—Gen. Royal B. Lord, commanding general, Assembly Area Command for Redeployment, Paris, asks American broadcasters "not to let soldiers down" now that war is over. Seeks radio backing for redeployment plan.

Aug. 27—Broadcast mission takes off for Hamburg after two day visit to Luxembourg and stopover at Rheims meeting with Eisenhower.

Aug. 27—Office of War Information which served broadcasters through war years abolished by executive order; functions go to State Dept., under Interim International Information Service, which also absorbs Office of Coordinator of Information. Speculation on whether Elmer Davis, OWI chief, will return to his CBS news spot. (He later joins ABC.)

Sept. 1—Official surrender of Japan brought to U. S. by all networks. President Truman picked up from Washington. Gen. MacArthur and Adm. Nimitz speak from battleship Missouri, scene of surrender. Broadcast delayed hour and half by military because of transmission difficulties.

Sept. 3—Survey by BROADCASTING indicates most stations, converting news productions to peacetime basis, expect to retain news audience gains made during war. Estimates show stations devoting 15 to 20% of time to news; was about five percent before war.

Sept. 3—Broadcast Mission in ETO, reaching end of travels, sees American radio as far superior to anything heard in Europe. Rome, with Papal audience, added to itinerary—but attempt to visit Russia bogged down "in channels".

Sept. 3—Maj. L. C. Sigmon, who supervised construction, maintenance of famed SigCircus—Signal Corps mobile transmitter used in ETO during fighting—awarded Legion of Merit. He is chief engineer on leave from KMPC Los Angeles.

Sept. 4—ETO missionaries see demonstration of Magnetophon, German-developed tape recorder, report it superior to any similar equipment in U. S.

Sept. 5—Pope Pius receives Broadcasters Mission in private half-hour audience, appeals to them to use free voice of radio in maintaining world peace.

Sept. 14—War Advertising Council plans to take over part of allocations plan operated by OWI during war.

Oct. 8—Lt. Jack Howard, president of Scripps-Howard Radio, Inc., on leave, cited for his work as intelligence officer of Navy by Adm. W. F. Halsey.

Oct. 15—Gen. MacArthur announces that all war correspondents accredited to his command revert to civilian status Oct. 27. Tokyo reporters scramble for living quarters, worry about food and clothing.

Oct. 23—New two-microphone setup was employed for first time by President Truman in talk on universal service. No call letters were in evidence.

Oct. 29—William S. Paley, out of uniform, returns to presidency of CBS.

Nov. 4—U. S. Army pays respect to American broadcasters on week of 25 year anniversary celebration during Army Hour, NBC.

Nov. 19—Army ETO poll shows soldiers prefer their news straight—without comment. They like popular music most and classical music least of the programs available to them from the various services of the U. S. and other nations.

Nov. 26—President Truman and Gen. Marshall on all networks, as latter says farewell to the Army upon occasion of retirement.

Dec. 3—Walter J. Brown resigns as special assistant to Secretary of State Eynes. Returns to WSPA Spartanburg, where he is vice president and general manager.

Dec. 31—Soldiers can't broadcast from outside the country—if they are musicians. That's James C. Petrillo's latest edict, laid down to American broadcasters.

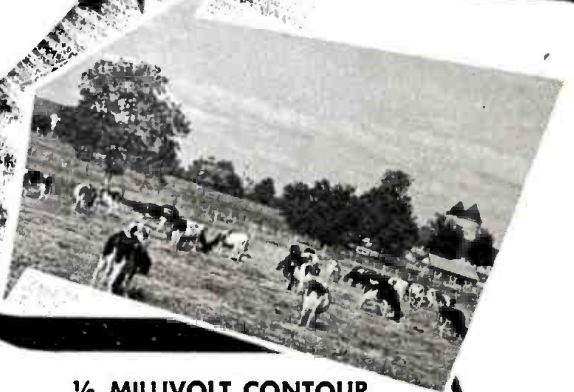
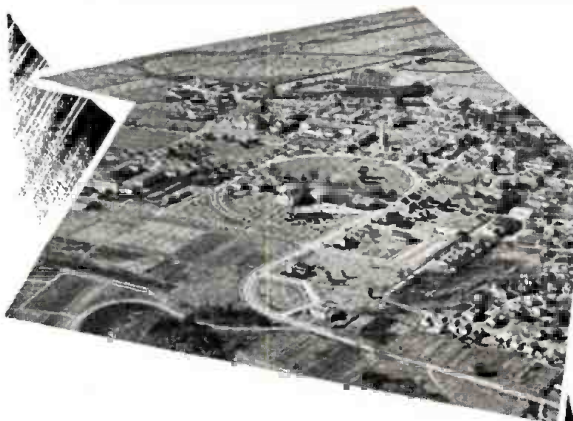
Dec. 31—Edward R. Murrow, after distinguished career as war correspondent for CBS, returns to New York as vice president in charge of network's public affairs.

THE WHITE HOUSE ON THE AIR (1945)

Date	Time	Occasion	Speaking	Ratings	Facilities
1/ 6/45	10:00-10:25 p.m.	Resume of Message to Congress on the State of the Nation	Roosevelt	CAB 36.3 Hooper 46.2	4 nets
1/20/45	Noon	Inaugural Address	Roosevelt	20.1	4 nets
2/22/45	9:15- 9:30 p.m.	Democracy at the Cross Roads	Truman (As vice pres.)	2.6	MBS
3/20/45	10:00 p.m.	Victory Loan Drive	Roosevelt	33.8	4 nets
4/16/45	1:04- 1:22 p.m.	First Address to Congress (As President)	Truman	34.6 32.6	4 nets
4/17/45	10:00-10:05 p.m.	Talk to Armed Forces	Truman	47.4 53.6	4 nets
4/25/45	7:34- 7:46 p.m.	Opening of Security Conference at San Francisco	Truman	42.6	4 nets
5/ 8/45*	9:00- 9:05 a.m.	Proclamation of V-E Day	Truman	64.1	4 nets
5/21/45	1:07- 1:13 p.m.	Address before Joint Session of Congress and Ceremonies Marking Presentation of 100th Congressional Medal of Honor to Tech. Sgt. Jake Lindsey	Truman	20.6	4 nets
6/26/45	8:06- 8:28 p.m.	Speech to Closing Session of San Francisco Conference	Truman	27.6	4 nets
8/ 9/45	10:00-10:30 p.m.	Report to the Nation on Potsdam Conference and Atomic Bomb	Truman	44.4 54.1	4 nets
9/ 1/45	9:57-10:05 p.m.	Add. Broadcast (Prs. after Jap Surrender)	Truman	46.8	4 nets
9/ 1/45	9:20- 9:25 p.m.	Message to the Armed Forces	Truman	31.3	4 nets
10/23/45	12:30-12:59 p.m.	Address to Joint Session of Congress re War Fund Drive	Truman	19.4	4 nets
10/27/45	1:43- 2:08 p.m.	Navy Day Speech on Foreign Policy, Central Park, N. Y.	Truman	24.4	4 nets
10/30/45	10:00-10:28 p.m.	Address on New Wage Price Policy	Truman	43.8	4 nets
12/24/45	5:15- 6:20 p.m.	White House Christmas Tree Lighting	Truman	21.7	4 nets

* Based on Eastern and Central Time Zone only.

OVER
175,000 People
Now Live Within
25 Miles of the
WJBO
500 FOOT ANTENNA SYSTEM



WBRL The Oldest FM Station in the Deep South Will Be Operating With 20 Kilowatts Of Radiated Power By The Fall of 1946.

MARKET DATA:	1/2 MILLIVOLT CONTOUR
Population	524,339
Families	137,005
Radio Homes	69,971
Retail Sales	\$188,426,000
Food	\$ 38,279,000
Building, Lumber & Hardware.....	\$ 13,756,000
General Merchandise	\$ 23,192,000
Drugs	\$ 7,324,000
Gross Farm Dollars.....	\$ 67,251,000

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 State Times—Advocate

Represented Nationally by
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Earl Godwin, *Ex Officio*
Rudolph Block, *Member-at-Large*

William Costello, *Secretary*
Albert L. Warner, *Treasurer*
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Wilfred Fleischer
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Earl Godwin

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Marie de Gattegno

KIRO Seattle, 1040 Natl. Press Bldg.

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425 Colorado Bldg.

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WHAS Louisville, 853 Earle Bldg.

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Harold L. Parr
Dixon Stewart
KELD El Dorado. Ark.
Leon Sipes
KFDL Beaumont, Tex.
B. R. Patterson
KFEL Denver
B. S. Bercovici
KGFJ Los Angeles
Rene Bozarth
KFYD Los Angeles
J. Frank Burke
KGFV Lincoln, Neb.
George W. Kline
KLZ Denver
Henry Outland
KMBC Kansas City
Earle H. Smith

KOIL Omaha

Virgil V. Sharpe
KPMC Bakersfield, Cal.
Art Mason
KRIC Beaumont, Tex.
Jack Neil
KSFO San Francisco
Austin Fenger
KSTP Minneapolis-St. Paul
John J. Verstraete
KTUL Tulsa
Glenn Condon
KUAO Siliam Springs, Ark.
Storm Whaley
KVI Tacoma, Wash.
Harry R. Long
KVOO Tulsa
Ken Miller
KXYZ Houston, Tex.
Kenneth A. Millican
WBAX Wilkes-Barre, Pa.
August W. Grebe
WBBM Chicago
Clifton M. Utley
WBT Charlotte, N. C.
Jack Knell
WCBM Baltimore
Charles A. Roeder
WCCO Minneapolis-St. Paul
Richard E. Stockwell
WFL Chicago
Dr. Gerhard Shaefer
WCHS Charleston, W. Va.
Howard L. Chernoff
WCOV Montgomery, Ala.
G. W. Covington Jr.
WCPO Cincinnati
Paul Dixon
Arthur Reilly
WEBR Buffalo, N. Y.
Cy King
WEGO Concord, N. C.
Wayne M. Nelson
WFBM Indianapolis
E. Gilbert Forbes
WGBS Miami
W. R. Willis
WGR Buffalo, N. Y.
John A. McLean
WHAS Louisville
Richard E. Fischer
WHBC Canton, O.
Frank T. Bow
WHBP Rock Island, Ill.
Leslie C. Johnson
WHO Des Moines
John D. Shelley
WHP Harrisburg, Pa.
Dick Redmond
WIOD Miami
Leslie B. Bain
WISH Indianapolis
John D. Morrow
WJR Detroit
George W. Cushing
WJZ New York
William S. Gailmor
WKBB Dubuque, Ia.
Vaughn Gayman
WKMO Kokomo, Ind.
William R. Cox
WLAC Nashville
Don M. Taylor
WLIB Brooklyn
Clifford Evans
WLS Chicago
Julian T. Bentley
Ervin Lewis
WLW Cincinnati
James Cassidy
Howard R. Chamberlain
WMBG Richmond
Elliott G. Shaw Jr.
WOAI San Antonio
Ken B. McClure
WOSH Oshkosh, Wis.
Robert C. Nelson
WOW Omaha
Soren H. Munkhof
WRUF Gainesville, Fla.
Garland W. Powell
WSNY Schenectady
James T. Healey
WSRR Stamford, Conn.
Julian Schwartz
WSSV Petersburg, Va.
H. B. Kenny
WSTV Steubenville, O.
John Laux
WSYR Syracuse
H. R. Ekins
WTAM Cleveland
Edward R. Wallace
WHIT Hartford
Severo Gammell
WTIC Hartford
Tom Eaton
WTMJ Milwaukee
Jack E. Krueger
WQXR New York
John A. Aaron

Canada's Newspaper Owned Stations

CFAC, Calgary, Alta.—Owned by *Calgary Herald*.

CJ CJ, Calgary, Alta.—Owned by *Calgary Albertan*.

CJCA, Edmonton, Alta.—Owned by *Edmonton Journal*.

CHNS, Halifax, N. S.—Owned by publishers of *Halifax Herald* and *Mail*.

CKCH, Hull, Que.—Owned by *LeDroit*, Ottawa.

CFJC, Kamloops, B. C.—Owned by *Kamloops Sentinel*.

CJCH, Halifax, N. S.—Owned by *Halifax Chronicle*.

CJKL, Kirkland Lake, Ont.—Affiliated (interlocking control) with *Timmins*, (Ont.) *Press*.

CKWS, Kingston, Ont.—Licensed to Allied Broadcasting Co. Ltd. in conjunction with the *Kingston Whig-Standard*.

CFPL, London, Ont.—Owned by *London Free Press*.

CKCW, Moncton, N. B.—Licensed to Moncton Broadcasting Co. Ltd. Stock partially held by *Moncton Transcript*, *Moncton Times* and *New Brunswick Publishing Co.*, publisher of *St. John Telegraph-Journal* and *Times-Globe*.

CKSO, Sudbury, Ont.—Licensed to *Sudbury Star*.

CHLN, Three Rivers, Que.—Licensed to *La Nouvelle*, French language daily.

CKGB, Timmins, Ont.—Affiliated (corporate) with *Timmins Press*.

CKAC, Montreal—Owned by *Montreal La Presse*.

CHLP, Montreal—Owned by *Montreal La Patrie*.

CKLN, Nelson, B. C.—Licensed to *Nelson Daily News*.

CKSF, Cornwall, Ont.—Owned by *Standard Freeholder*.

CFCH, North Bay, Ont.—Affiliated (corporate) with *Timmins* (Ont.) *Press*.

CFOS, Owen Sound, Ont.—Licensed to *Owen Sound Sun-Times*.

CHEX, Peterborough, Ont.—Affiliated (corporate) with *Peterborough Examiner*.

CKCK and CKRM, Regina, Sask.—Affiliated (interlocking ownership) with Victor Sifton newspapers: *Regina Leader-Post*, *Winnipeg Free Press* and *Saskatoon Star-Phoenix*.

CHSJ, St. John, N. B.—Controlled by *St. John Telegraph-Journal* and *Times-Globe*.

CHLT, Sherbrooke, Que.—Licensed to *Sherbrooke La Tribune*, French language daily.

CKTS, Sherbrooke, Que.—Licensed to Telegram Printing and Publishing Co. Ltd.

CJVI, Victoria, B. C.—Affiliated (corporate) with the *Victoria Colonist*.

CKRC, Winnipeg, Man.—Affiliated (interlocking ownership) with Victor Sifton newspapers: *Winnipeg Free Press*, *Regina Leader-Post* and *Saskatoon Star-Phoenix*.

Directory of BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.

INS—International News Service. AP—Associated Press. TP—Transradio Press. UP—United Press.

Postal Zone Numbers are Listed Alongside Cities Wherever Furnished by Stations.

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 Mng. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ANNISTON 6	WHMA	1450	250	Harry M. Ayers 14th & Noble Sts. 2380	ABC Alabama	Harry M. Ayers J. W. Buttram J. W. Buttram	Ruby Meigs Mary Toulman James Hudson	Sears & Ayer Cole Thesaurus UP
BESSEMER	WJLD	1400	250	Johnston Broadcasting Co. 1800 Third Ave., N. 2300-1	MBS KBS	George Johnston, Jr. William R. Terry Clay Coe	Dorothy Alexander William R. Terry George H. Harrison, Jr.	Gene Grant Standard AP
BIRMINGHAM 3	WAPI	1070	5,000	Voice of Alabama Inc. Protective Life Bldg. 3-8116	CBS	Ed Norton Thad Holt Thad Holt Thad Holt	Jimmie Willson Anna Brunker N. S. Hurley	Radio Sales World UP
BIRMINGHAM 1	WBRC	960	5,000	Birmingham Broadcasting Co. Inc. Second at 18th St. 4-7741	NBC	W. Walter Tison W. Walter Tison J. C. Bell	John Connolly John Connolly G. P. Hamann	Raymer Lang-Worth Standard INS
BIRMINGHAM 2	WSGN	610	5,000-LS 1,000-N	Birmingham News Co. Box 2553 4-3434	ABC	Henry P. Johnston Henry P. Johnston Henry P. Johnston	David Loveman Sidney B. Steiner Gordon Bishop	Headley-Reed Cole Lang-Worth Thesaurus AP
CULLMAN	(Construction permit)	1340	250	Cullman Bcastg. Co. Cullman		H. H. Kinney D. T. Kinney		
DECATUR	WMSL	1400	250	Tennessee Valley Bcastg. Co. Inc. 511 Bank St. 802	MBS KBS No. Alabama	Melvin T. Hutson Melvin T. Hutson Kyle G. Frazier	Letha Coker J. V. Roser	Standard World UP
DOTHAN	WAGF	1400	250	Dothan Broadcasting Co. 204 1/2 E. Amin St. 1430	MBS	Dothan Broadcasting Co. Julian C. Smith Fred C. Moseley	Willard Wilkes Arthur Creamer John T. Hubbard	Standard AP
FLORENCE	WJOI (Construction permit)	1340	250	Florence Broadcasting Co. Reeder Hotel Bldg.		Clyde W. Anderson Joe T. Van Sandt Joe T. Van Sandt		
FLORENCE	WMFT (Construction permit)	1240	250	Tri-Cities Broadcast Co. Florence				
GADSDEN	WJBY	1240	250	Gadsden Broadcasting Co. Inc. 108 Broad St. 88	MBS	Bascom H. Hopson Beatrice Tate Benton Sam Benton	Beatrice Tate Benton William Pigg	Sears & Ayer
HUNTSVILLE	WBHP	1230	250	Wilton Harvey Pollard 318 W. Clinton St. 813	MBS KBS No. Alabama	W. H. Pollard W. H. Pollard W. H. Pollard	Margaret Speake John Garrison	UP
MOBILE 9	WALA	1410	5,000	Pape Broadcasting Co. 106 St. Joseph St. 3-3756	NBC	W. O. Pape H. K. Martin Al Treadway	Charles Saunders R. B. Hurley	Headley-Reed Standard AP
MOBILE 2	WMOB	1230	250	S. B. Quigley 600 St. Louis St. 2-4566	ABC	S. B. Quigley S. B. Quigley F. E. Busby	Clara Malone S. B. Quigley T. L. Greenwood	Thesaurus UP
MONTGOMERY 1	WCOV	1240	250	G. W. Covington, Jr. Exchange Hotel 8781	CBS	G. W. Covington, Jr. G. W. Covington, Jr. G. W. Covington, Jr.	Sybil Winn E. J. Duke W. D. Weatherly	Wilson Standard INS
MONTGOMERY 2	WSFA	1440	1,000-LS 500-N	Montgomery Bcastg. Co. Inc. Jefferson Davis Hotel 8361	NBC	Howard E. Pill Howard E. Pill John B. DeMotte	Caldwell Stewart John B. DeMotte Cliff Shelkofsky	Headley-Reed Cole Thesaurus AP
MONTGOMERY	(Construction permit)	800	1,000-D	Dixie Broadcasting Co. Montgomery		Dixie Broadcasting Co.		
MUSCLE SHOALS	WLAY	1450	250	Muscle Shoals Broadcasting Corp. Box 230, Sheffield Sheffield 1450	MBS KBS No. Alabama	Frank M. Farris, Jr. Edgar J. Sperry Edgar J. Sperry	Earle Willard Young Josephene T. Sperry Lynn V. McMoran	Sears & Ayer Lang-Worth Standard
OPELIKA	WJHO	1400	250-LS 100-N	Opelika Auburn Broadcasting Co. 1400 Auburn Road 856	MBS KBS	Yetta G. Samford C. S. Shealy Thos. D. Samford, Jr. F. Marion Hyatt Guy Mangram	F. Marion Hyatt F. Marion Hyatt	Thesaurus UP
SELMA	WHBB	1490	100	Selma Broadcasting Co. Inc. 209 Washington St. 1233	MBS	B. H. Hopson Julien Smith, Jr. Julien Smith, Jr.	Erin Reynolds T. F. Kelly, Jr.	Sears & Ayer
SYLACAUGA	WFEB	1340	250	Alabama Broadcasting Co. 527 N. Broadway 160	MBS	E. E. Forbes, Sr. Hugh Webb Hugh Webb	Bonnie Skelton Hugh Webb James S. Stowers, Jr.	Thesaurus UP
TALLADEGA	WHTB	1230	250	Voice of Talladega Inc. 122 S. Court Square 2360	MBS Alabama	Harry Held R. C. Hammett R. C. Hammett	Otis Dodge R. C. Hammett Julius C. Vessels	Standard AP
TUSCALOOSA	WJRD	1230	250	James R. Doss, Jr. First National Bank Bldg. 4464	KBS	James R. Doss, Jr. James R. Doss, Jr.	J. W. Arendale	Clark Gene Grant World AP

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 (Data corrected to January 1, 1946)

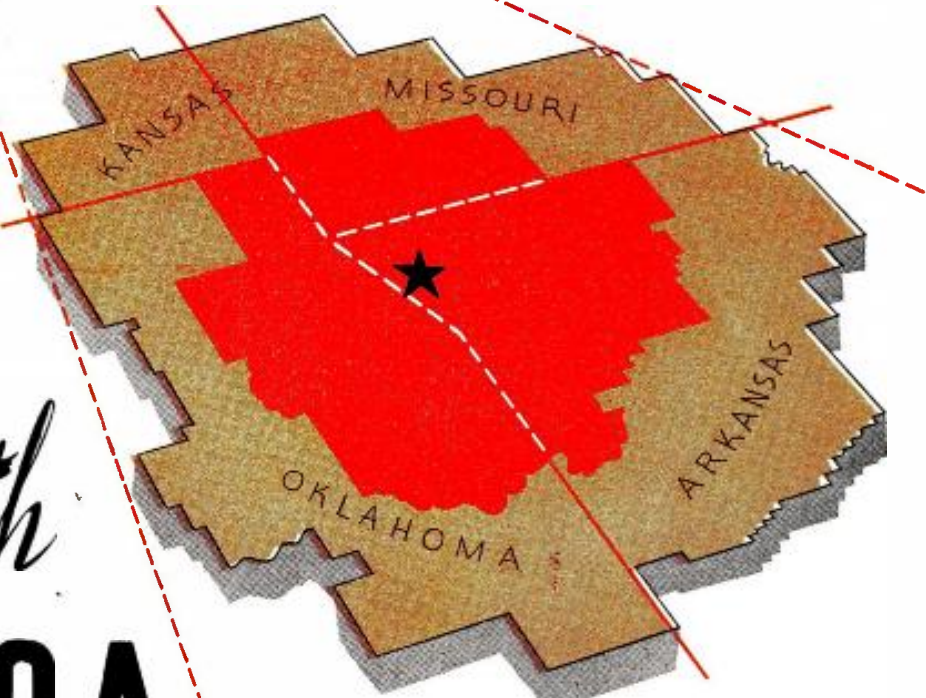
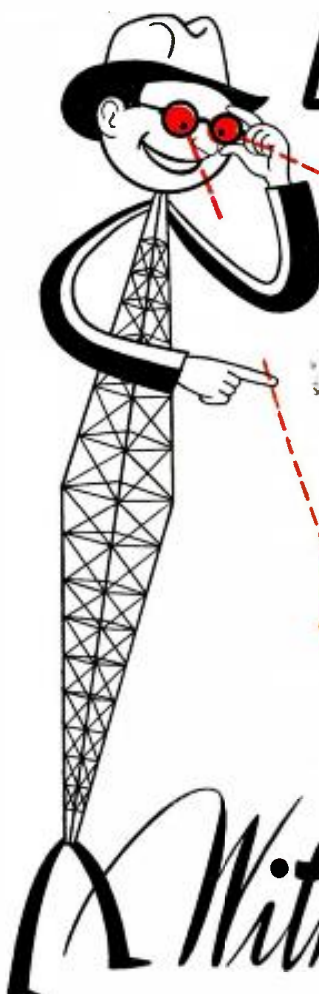
ARIZONA

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	Gila Broadcasting Co. Globe 41	NBC Ariz. Bcastg.	Louis F. Long Paul Merrill Edward E. Furman	Willard Shoecraft Edward E. Furman Herbert Hartman	Standard AP, UP, INS
LOWELL.....	KSUN	1230	250	Carlton W. Morris Drawer C Lowell Station Bisbee Bisbee 9	CBS Arizona	Carlton W. Morris Carlton W. Morris B. J. Miller	Gil Alzus B. J. Miller William Scharlach	Assoc. Prog.
PHOENIX.....	KOY	550	1,000	Salt River Valley Bcastg. Co. 836 N. Central Ave. 4-4144	CBS Arizona	Burridge D. Butler Albert Johnson John L. Hogg	Jack Williams Harry Bromberg Lewis Sublett	Blair Assoc. Prog. World UP, TP
PHOENIX.....	KPHO	1230	250	Phoenix Broadcasting Inc. Adams Hotel 4-7367	ABC	Rex Schepp Charles H. Garland Arnold J. Gregory	Frank James Richard Canaday Wayne Ferneyhough	Wilson SESAC INS
PHOENIX.....	KTAR	620	5,000	KTAR Broadcasting Co. 711 Heard Bldg. 4-4161	NBC Ariz. Bcastg.	{ John J. Louis Richard O. Lewis Richard O. Lewis Bill Harvey	J. Howard Pyle Arnold La Benz A. C. Anderson	Raymer Standard Thesaurus AP, INS
PRESCOTT.....	KYCA	1490	250	Southwest Broadcasting Co. East Gurley St. 244	NBC Ariz. Bcastg.	Radio Station KTAR Harold Ritter Harold Ritter	Roberta M. Pfister Byron Lee McCall George Eitel	Standard AP, INS
SAFFORD.....	KGLU	1450	250	Gila Broadcasting Co. Safford 15	NBC Ariz. Bcastg.	L. F. Long Paul Merrill Edward E. Furman	Norman B. Harrington Edward E. Furman Herbert Hartman	Standard World AP, UP, INS
TUCSON.....	KTUC	1400	250	Tucson Broadcasting Co. 900 E. Broadway 1400	CBS Arizona	Burridge D. Butler Lee Little	Wayne A. Sanders Clifford Livingston	Assoc. Prog. SESAC World UP
TUCSON.....	KVOA	1290	1,000	Arizona Broadcasting Co. Tucson	NBC Ariz. Bcastg.	Raymer Thesaurus AP
YUMA.....	KYUM	1240	250	Yuma Broadcasting Co. 1901 First St. 88	NBC Ariz. Bcastg.	R. N. Campbell Ray C. Smucker Ray C. Smucker	Pat Goolsby Leavenworth Wheeler	Thesaurus AP

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	Harold L. Sudbury Hotel Noble 2093	Arkansas	Harold L. Sudbury Harold L. Sudbury Harold L. Sudbury	Ray Van Hooser J. T. Sudbury Robert Conner	Pearson World UP
CAMDEN.....	KAMD (Construction permit)	1450	250	Camden Radio Inc. 2010 Ft. Worth Nat'l Bank Bldg. Ft. Worth, Tex.	W. R. Hussman
EL DORADO.....	KELD	1400	250	Radio Enterprises Inc. Country Club Colony 1313	ABC Arkansas	T. H. Barton Leon M. Sipes Leon M. Sipes	Rodney Smith J. R. Duerson A. W. Hearin	Cox & Tanz Standard AP
FAYETTEVILLE.....	KGRH (Construction permit)	1450	250	Fayetteville Broadcasting Co. Fayetteville	{ George Bennitt Russell Bennitt Hal Douglas
FORT SMITH.....	KPPW	1400	250	Southwestern Hotel Co. Inc. 1213 Garrison Ave. 4106	MBS Arkansas	John A. England J. E. Garner William A. Slates	Dorothy Gibson William A. Slates John M. Van Horn	Walker World AP, UP
HELENA.....	KFFA	1490	250	Helena Broadcasting Co. 215 York St. Main 59	MBS KBS Arkansas	{ J. Q. Floyd S. W. Anderson J. T. Franklin Bob Hall Bob Hall	Elizabeth Shepperson Hugh Smith M. C. McKenney	Cox & Tanz Gene Grant Lang-Worth UP
HOT SPRINGS.....	KTHS	1090	10,000-LS 1,000-N	Radio Broadcasting Inc. 135 Benton St. 1160	ABC Arkansas	John D. Ewing K. K. Kellam E. C. Appler	Jack Wolever, Jr. Jack Wolever, Jr. Cecil Suttit	Branham Lang-Worth Standard AP, UP
HOT SPRINGS.....	KWFC	1340	250	Clyde E. Wilson Hot Springs 413	MBS KBS	Clyde E. Wilson Robert Choate	Earl Butler	Sears & Ayer Standard AP
JONESBORO.....	KBTM	1230	250	Regional Broadcasting Co. KBTM Building 597	MBS KBS Arkansas	Jay P. Beard Jay P. Beard Jay P. Beard W. H. Cate	Estelle Fox John E. Douglas	Gene Grant World AP
LITTLE ROCK.....	KARK	920	5,000	Arkansas Radio & Equipment Co. Inc. 112 E. Capitol Ave. LD-224	NBC Arkansas So. Central	T. H. Barton G. E. Zimmerman Julian F. Haas	Douglas J. Romine A. C. Dowden Dan L. Winn	Petry Standard AP
LITTLE ROCK.....	KGHI	1230	250	KGHI Broadcasting Service Union Life Insurance Bldg. 9166	ABC	{ A. L. Chilton L. H. Chilton S. C. Vinsonhaler Bob Rives	Dorothy Parker Bob Rives V. O. Vandusen	Walker Assoc. Prog. Standard
LITTLE ROCK.....	KLRA	1010	10,000-LS 5,000-N	Arkansas Broadcasting Co. Gazette Bldg. 5427	CBS	J. N. Heiskell Roy Judge Roy Judge	James Woodard K. F. Tracy	Katz World UP
NORTH LITTLE ROCK.....	KAPT (Construction permit)	1450	250	Arkansas Airways Co. 217 E. 3rd St., Little Rock
PINE BLUFF.....	KOTN	1490	250	Universal Broadcasting Corp. 505½ Main St. 721	MBS KBS Arkansas	B. J. Parrish B. J. Parrish B. J. Parrish	Lois Sloan R. W. Etter B. J. Parrish	Thesaurus AP
SILOAM SPRINGS ..	KUOA	1290	5,000-D	KUOA Inc. Siloam Springs 77	KBS Arkansas	John E. Brown Storm Whaley Galen Gilbert	Mary Shaw Galen Gilbert Kenneth D. Maxwell	World UP
TEXARKANA.....	KCMC	1230	250	(See Texarkana, Tex.)

Looking at **KAMOLAND'S** MARKET
 through Rose Colored Glasses—



With

KUOA 5000 WATTS

SOLID COVERAGE OF OVER ONE MILLION CUSTOMERS

Yes, when your sales-message is directed to the 1,220,958 people in the KAMOLAND market area, you're going into the homes, stores and offices which control annually over \$200,000,000 in buying power . . . a "rose-colored" sales-picture, indeed.

You see, KUOA is the ONLY radio station in its primary area which reaches easily into over 200,000 radio homes in four great states—

Kansas, Arkansas, Missouri and Oklahoma!

Through the voice of KUOA, then, your products or services will get "first call" in the radio homes of this rich market area—resulting in your ultimate goal—INCREASED SALES. Let KUOA help you develop this outstanding market.



National Representatives:
 The Walker Company

A 5000 WATT STATION
KUOA

Siloam Springs, Arkansas
 5000 Watts — 1290 Kilocycles

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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. Elks Club Bldg. 8-8431	CBS	Eleanor McClatchy Harold J. Brown Richard Brothers Luverne Shatto	Raymer SESAC Standard World AP, INS
BAKERSFIELD.....	KPMC	1560	1,000	Pioneer Mercantile Co. Box 1709 8-8581	ABC	F. G. R. Schamblin L. A. Schamblin L. A. Schamblin	C. C. Sturm L. A. Schamblin John W. Kibby	Grant Assoc. Prog. Cole Thesaurus UP
BERKELEY 2.....	KRE	1400	250	Central California Broadcasters Inc. 601 Ashby Ave. Ashberry 7715	Arthur Westlund Arthur Westlund Don Hamby	Don Hamby Don Hamby Phil McKernan Standard INS
BRAWLEY.....	KROP (Construction permit)	1300	1,000-LS	Broadcasting Corporation of America 500-N 3401 Russell St., Riverside, Calif.
BRAWLEY..... (Construction permit)	1490	250	Lois M. Daniels 225 Michigan Ave., Fresno, Calif.	Lois M. Daniels
CHICO.....	KHSL	1290	1,000	Golden Empire Bcastg. Co. Inc. 336 Broadway 237	MBS Don Lee	Hugh McClung M. F. Woodling Jestine A. Pero	J. Wightman Russell Pope	Grant Standard UP
EL CENTRO.....	KXO	1230	250	Valradio Inc. Box 140 1100	MBS Don Lee	Thomas E. Sharp Kenneth H. Thornton Belle Hovey	Hal Steckel Gregg Llewellyn LeRoy Bellwood	Raymer SESAC Standard
EUREKA.....	KIEM	1480	1,000	Redwood Broadcasting Co. Inc. Box 1021 93	MBS Don Lee	Wm. B. Smullin Wm. B. Smullin Don Telford	Charles Paul Corbin Robert Stach Alvor E. Olson	Blair Keating MacGregor SESAC World UP, INS
FRESNO.....	KARM	1430	5,000	KARM, The George Harm Station 1333 Van Ness Ave. 4-2966	CBS	Hattie Harm Clyde F. Coombs	John Garrick Eldora Roth R. M. Dorothy	Petry Standard AP, INS
FRESNO 1.....	KFRE	1340	250	J. E. Rodman T. W. Patterson Bldg. 4-5001	MBS Don Lee	J. E. Rodman Paul R. Bartlett Paul R. Bartlett	Francis Quinn Harold R. Brown	Blair Assoc. Prog. World UP
FRESNO 22.....	KMJ	580	5,000	McClatchy Broadcasting Co. 1559 Van Ness Ave. 8-6277	NBC	Eleanor McClatchy Keith B. Collins Coyle Chambers	Andy Patterson J. E. Griffith William Wallace	Raymer SESAC Thesaurus AP, UP
GLENDALE 6.....	KIEV	870	250	Cannon System Ltd. 102 N. Glendale Ave. Citrus 1-1133	(David H. Cannon Reed E. Callister L. W. Peters	R. W. Muller John W. Tutt	Biddick UP
LONG BEACH 2.....	KFOX	1280	1,000	Nichols & Warinner, Inc. 220 E. Anaheim St. 672	ABS	Hal G. Nichols Hal G. Nichols Lawrence W. McDowell	Hal G. Nichols Lawrence W. McDowell Lawrence W. McDowell	Biddick Lang-Worth SESAC Standard UP
LONG BEACH 2.....	KGER	1390	5,000	Consolidated Broadcasting Corp. Ltd. 435 Pine Ave. 660	C. Merwin Dobyns C. Merwin Dobyns Lee Wynne	Irene Cook Wendell Neely {Ron Oakley Jay Tapp	McGillvra Young Assoc. Prog. Lang-Worth MacGregor Standard World AP, INS
LOS ANGELES 28....	KECA (Hollywood)	790	5,000	American Broadcasting Co. Inc. 1440 N. Highland Ave. Hillside 8231	ABC	American Broadcasting Co. Clyde P. Scott Amos T. Baron	William J. Davidson Jack O'Mara Ralph G. Denechaud	Spot Sales Lang-Worth Standard Thesaurus AP, UP, INS
LOS ANGELES 5....	KFAC	1330	1,000	Los Angeles Broadcasting Co. Inc. 645 S. Mariposa Ave. Fitzroy 1231	Calvin J. Smith Calvin J. Smith Calvin J. Smith	Charles Granville Calvin J. Smith Calvin J. Smith Assoc. Prog. World AP
LOS ANGELES 4....	KFI	640	50,000	Earle C. Anthony Inc. 141 N. Vermont Ave. Fairfax 2121	NBC	Earle C. Anthony Wm. B. Ryan George A. Whitney	Don McNamara J. C. Paltridge {H. L. Blatterman Curtis M. Mason	Petry Lang-Worth Standard AP, UP
LOS ANGELES 26....	*KFSG ST-KRKD	1150	2,500-LS 1,000-N	Echo Park Evangelistic Assn. 1100 Glendale Blvd. Exposition 1141	Dr. Rolf K. McPherson Rev. Jack Carmain C. Harvey Haas
LOS ANGELES 5....	KFVD L-KDKA	1020	1,000 CP-5,000	Standard Broadcasting Co. 338 S. Western Ave. Drexel 2391	J. Frank Burke J. Frank Burke Howard Gray	Howard Gray Howard Gray Jack Fredericks UP
LOS ANGELES.....	KFWB (Hollywood 28)	980	5,000	Warner Bros. Broadcasting Corp. 5833 Fernwood Ave. Hempstead 5151	Warner Bros. Bcastg. Corp. Harry Maizlish Harry Maizlish	William V. Ray Don Ross Harry Myers	Rambeau SESAC AP, UP, INS, Reuters
LOS ANGELES 15....	KGFJ	1230	100	Ben S. McGlashan 1417 S. Figueroa St. Prospect 2434	Ben S. McGlashan Thelma Kirchner Thelma Kirchner	Thelma Kirchner Homer Obuchon	Assoc. Prog. Standard INS



A BAKER'S DOZEN of KFI'tems for time buyers

The interesting miscellany below may not individually sway a contract — but collectively they reduce the number of thorns in the space buyer's bed of roses.



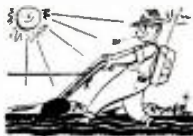
COVERAGE . . . Clear channel circulation appeals to smart time buyers. In So. Calif. you can do the job with KFI alone. And, in addition, KFI's signal penetrates practically every area West of the Rockies.



PARTICIPATING SHOWS . . . A specialty with KFI's Program Department. Top local personalities like Art Baker, Joan Schafer and Tom Owens are doing a great job for many advertisers. Ask for details about *all* KFI Participating Programs.



SPOTS . . . While there is a waiting list on the hot times, KFI's 24 hour broadcasting schedule offers many attractive spot buys. Sound programming is delivering many prospects for spot advertisers during late night and early morning hours.



FARM FACTS . . . When over 13,000 farmers write for Frost Warning Charts, it's a strong indication of KFI's farm following. If you want to sell the richest group of agriculturists in the world, KFI is your best bet in Southern California.



PUBLIC SERVICE . . . Listener loyalty is in direct ratio to a station's public service programming. At KFI we consider public service an obligation, a privilege and an opportunity.



RECORDING SERVICE . . . Now available to agencies and advertisers. Everything from air checks to complete programs. Service includes KFI's complete studio writing and production facilities.



RESULTS . . . If the sales curb is dipping, we'll help you sell your client on adding KFI to the schedule. There are plenty of case histories on how KFI can sell anything from clothes to crumpets.



YOUNG ARTISTS . . . The KFI 1945 Hollywood Bowl Auditions was only one of many public service programs designed to inspire higher ideals among local youth. The 1945 winner appeared at Hollywood Bowl with Stokowski.



OWL TIME . . . Real production goes into the late night and early morning programs on KFI. Size of audiences is amazing and low costs make your radio investment a real bargain. A lot of folks are up all hours of the night in So. Calif.



SWING STUFF . . . Young people influence the sale of much merchandise. Even grandma likes a hot lick now and then. Sooo . . . KFI provides musical balance by salting its shows with syncopating swing which appeals to teen agers.



NEWS COVERAGE . . . Outstanding NBC personalities . . . plus popular local analysts . . . plus a station public events staff . . . gives KFI dominance in the field of news and sports. Westerners look to KFI for the latest news events.



PARADE OF STARS . . . The greatest shows are on NBC, and KFI shares accordingly. Your program on clear channel NBC station automatically gets added audience and prestige . . . and more sales.



AUDIENCE STUDIES . . . Every station listener survey made in recent years (as far as we know) places KFI at the head of the list. Facts show that no single radio station in the entire West consistently delivers so many listeners.

KFI NBC FOR LOS ANGELES

50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES

Paul C. Anthony, Inc.

EDWARD PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES

A PLEA FOR PEACE! Anthony Eden addressing plenary session; Secretary of State Stettinius presiding.

**"In our book KFWB is the No. 1
public service station."**

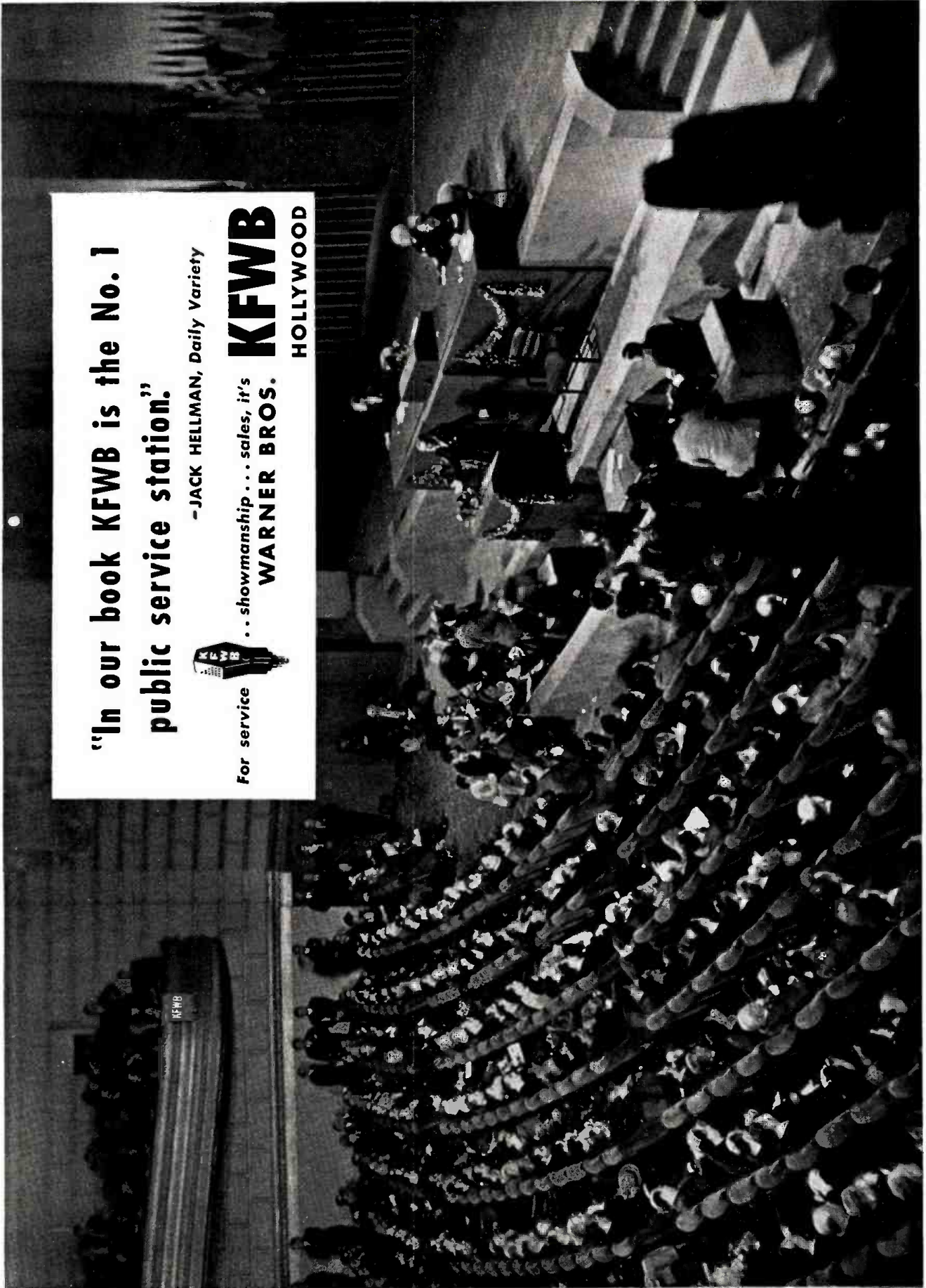


For service

... showmanship ... sales, it's
WARNER BROS.

-JACK HELLMAN, Daily Variety

KFWB
HOLLYWOOD



KFWB was the only radio station to broadcast every minute of every session of the San Francisco United Nations Security Conference.

***"With all convenient speed"...**



* "Madam, I go with all convenient speed."
Merchant of Venice, Act IV, Scene 3.

Students have often smiled over Shakespeare's use of the word "convenient" in this instance. But the dictionary says another meaning is "adapted to requirements".

Advertisers know that the *Beeline* is adapted to any requirements that they might have in their radio broadcasting—from chainbreaks to remote control programs.

The *Beeline* with its forty-two primary counties is the only combination of stations that properly can cover the California Central Valleys plus Western Nevada.

WHAT THE *Beeline* IS . . . not a regional network but a group of long established key stations, each the favorite in its community . . . combined for national spot business.

See the McClatchy *Beeline* rate listing, first under California in Standard Rate and Data.



PAUL H. RAYMER CO.
National Representative

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA

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, 1946)

CALIFORNIA—(Continued)

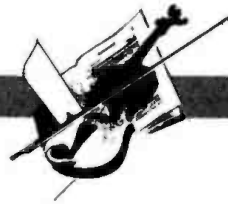
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdag. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
LOS ANGELES 38	KHJ (Hollywood)	930	5,000	Don Lee Broadcasting System 5515 Melrose Ave. Hollywood 8111	MBS Don Lee	Thomas S. Lee Lewis Allen Weiss	Walter Johnson Harriet Crouse Frank M. Kennedy	Blair World AP, INS
LOS ANGELES 28	KMPC (Beverly Hills)	710	10,000	KMPC, Station of the Stars Inc. 5939 Sunset Blvd. Hollywood 5841	G. A. Richards R. O. Reynolds H. H. Wixson	C. G. Renier Willard Hanes Mel Cody	Raymer Associated World AP, UP
LOS ANGELES	KMTR (Hollywood)	570	1,000	KMTR Radio Corp. Hollywood 38	Kenneth O. Tinkham Kenneth O. Tinkham	Burn-Smith Standard AP, UP
LOS ANGELES 28	KNX	1070	50,000	Columbia Broadcasting System 6121 Sunset Blvd. Hollywood 1212	CBS	CBS—Donald W. Thornburgh (Donald W. Thornburgh Harry W. Witt Arch Morton	Tom Hargis Paul Forrest Les. G. Bowman	Radio Sales Assoc. Prog. Lang-Worth AP, UP, INS
LOS ANGELES 13	KRKD	1150 ST-KFSG	2,500-LS 1,000-N	Radio Broadcasters Inc. 541 S. Spring St. Tucker 7111	Frank P. Doherty Ned Connor Ned Connor	Venna Taylor Ned Connor Willis O. Freitag SESAC INS
MARYSVILLE	KMYC	1450	250	Marysville-Yuba City Bcstrs. Inc. Box 681 2080	MBS Don Lee	Horace E. Thomas Joe D. Carroll Joe D. Carroll	Jayn Feller Joe D. Carroll Joe D. Carroll	Grant Cole World UP
MERCED	KYOS	1490	250	Merced Broadcasting Co. Box 717 1430	MBS Don Lee	Hugh McClung Mel D. Marshall John C. MacFarland George Spelvin Malcolm R. Beavers	Grant Standard UP
MODESTO	KTRB	860	1,000	KTRB Broadcasting Co. Inc. Box 595 774	William H. Bates, Jr. William H. Bates, Jr. Virgil Risley	Cecil Lynch William H. Bates, Jr.	Grant Lang-Worth World INS
MONTEREY	KDON	1240	250	Monterey Peninsula Bestg. Co. 275 Pearl St. 8501	MBS Don Lee	Paul Caswell Reed Pollock Reed Pollock George Ross Edward Duty, Jr.	Biddick Assoc. Prog. Standard Thesaurus UP
OAKLAND 4	KLX	910	1,000	Tribune Building Co. 13th & Franklin Sts. Glencourt 0660	J. R. Knowland Glenn Shaw	Clinton Sherwood Walter Brown Roswell Smith	McGillvra Assoc. Prog. World AP
OAKLAND 12	KROW	960	1,000	KROW Inc. Radio Center Bldg. Glencourt 6774	Sheldon F. Sackett Wilton Gunzendorfer Wilton Gunzendorfer	R. W. Wassenberg Wilton Gunzendorfer C. E. Downey Standard UP
OAKLAND 12	KWBR	1310	1,000	Warner Brothers 327 21st St. Highgate 1212	ABS	S. W. Warner F. Wellington Morse F. Wellington Morse	Sylvia L. Chandler	Biddick Rambeau INS
PALM SPRINGS	KCMJ	1340	250	Palm Springs Bestg. Co. Box KK	CBS	(Dick Joy Donald C. McBain Clinton Jones George W. Irwin	Dick Joy George W. Irwin Donald C. McBain	Griffith Standard
PASADENA 15	KPAS	1110	10,000	Pacific Coast Broadcasting Co. 1401 S. Oak Knoll Ave. Ryan 1-6991	Wesley I. Dumm Loyal K. King Loyal K. King	Norman Rogers Jack Reeder	Weed Assoc. Prog. Lang-Worth AP
PASADENA 1	*KPPC	1240-SH	100	Pasadena Presbyterian Church 585 E. Colorado St. Sycamore 3-4363	Pasadena Pres. Church Rev. George E. Petrie	Leon Hall N. Vincent Parsons
PASADENA 1	KWKW	1430	1,000-D	Southern California Bestg. Co. 425 E. Green St. Ryan 1-6744	Marshall S. Neal William J. Beaton William J. Beaton	Marshall Farnum Claire Hughes Paul W. Spargo	Biddick UP
REDDING	KVCV	1230	250	Golden Empire Bestg. Co. Redding 1646	MBS Don Lee	Hugh McClung Fred M. Stuepnagel H. E. McCarthy	Lyle Mathis Pat Bowman Charles Castor	Grant Standard UP
RIVERSIDE	KPRO	1440	1,000	Broadcasting Corp. of America 3401 Russell St. 6290	ABC	W. L. Gleason Gene Williams Gene Williams	Lee Lawley Mildred Thorne W. R. Sloat Assoc. Prog. Cole World AP
SACRAMENTO 14	KCRA	1340	250	Central Valleys Broadcasting Co. 10th & Jay Sts. 2-0758	NBC	Ewing C. Kelly Ewing C. Kelly Frank J. Coumont	Irving Phillips Hill Armfield Marvin D. Myers	Grant Wood World AP
SACRAMENTO 4	KFBK	1530	10,000	McClatchy Broadcasting Co. 708 Eye St. 2-5011	ABC	Eleanor McClatchy Leo O. Ricketts Stam Sronce	Raymer SESAC Thesaurus AP, UP
SACRAMENTO 14	KROY	1240	250	Royal Miller Radio Hotel Sacramento Bldg. 3-2525	CBS	Mrs. Royal Miller Mrs. Royal Miller	Howard Smiley Howard Martineau	Avery Assoc. Prog. UP
SACRAMENTO 16	KXOA	1490	250	Lincoln Dellar 1617 30th St. 6-4728	MBS Don Lee	Lincoln Dellar Lincoln Dellar Morton Sidley	Earle Russell Earle Russell H. N. Black	Blair Assoc. Prog. UP
SAN BERNARDINO	KFXM	1240	250	Lee Bros. Broadcasting Co. 512 Fifth St. 4761	MBS Don Lee	(J. C. Lee E. W. Lee M. A. Vroman M. A. Vroman	Eberle T. Shields George W. Ewing	Blair Standard World UP
SAN DIEGO 1	KFMB	1450	250	Jack Gross Broadcasting Co. 1375 Pacific Blvd. Main 2114	ABC	Jack O. Gross Jack O. Gross Jack O. Gross	Paul Barron Shirley Hawley Caleb Friak	Branham SESAC Standard AP



... but MR. SMYTHE!

The flower for January is the CARNATION

...and the birthstone... GARNET



*More Flowers
and Birthstones*

February	Violet	Amethyst
March	Jonquil	Bloodstone
April	Sweet Pea	Diamond
May	Lily of the Valley	Emerald
June	Rose	Pearl
July	Larkspur	Ruby
August	Gladiolus	Sardonyx
September	Aster	Sapphire
October	Calendula	Opal
November	Chrysanthemum	Topaz
December	Narcissus	Turquoise

Lest Ye Forget

**WEDDING
ANNIVERSARIES**

First	Paper
Second	Cotton
Third	Leather
Fourth	Fruits and Flowers
Fifth	Woaden
Sixth	Sugar and Candy
Seventh	Woolen or Copper
Eighth	Bronze or Pottery
Ninth	Pottery or Willow
Tenth	Tin
Eleventh	Steel
Twelfth	Silk and Linen
Thirteenth	Lace
Fourteenth	Ivory
Fifteenth	Crystal
Twentieth	China
Twenty-fifth	Silver
Thirtieth	Pearl
Thirty-fifth	Coral
Fortieth	Ruby
Forty-fifth	Sapphire
Fiftieth	Golden
Fifty-fifth	Emerald
Sixtieth, Seventy-fifth	Diamond

*... and the MUSIC STATION
for the rich Los Angeles area is*

KFAC

MORE THAN a decade ago KFAC responded to the demand for a station in the Los Angeles area that featured better music. Eighty-five percent of our time is now devoted to outstanding musical programs. With this area rapidly becoming one of the cultural centers of the world our policy has been successful.

WE ARE PROUD to list some of the largest firms in the West among our regular advertisers—and they stay with us. There is no proof like the proof of performance. You should have more data...and our four-color coverage map.

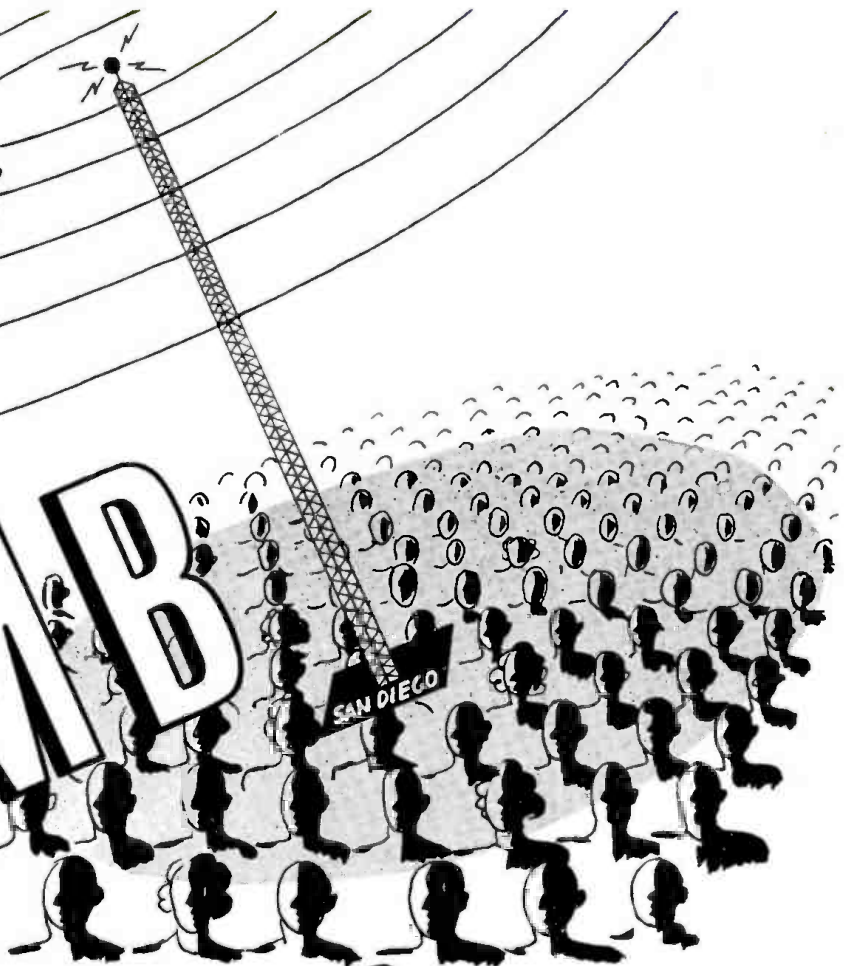
Write **KFAC** "The Music Station"

645 SO. MARIPOSA ST.
LOS ANGELES 5, CALIFORNIA

DOMINATE
San Diego's
EXPANDING MARKET

"FROM WITHIN"
with

KFMB



San Diego's

LUCRATIVE POST-WAR SALES STORY*

- Permanent Population increase of 40%. California's THIRD City.
- Heavy Industry has come to San Diego, to stay. Permanent Postwar census nearly doubles that of 1940.
- Permanent and substantial Labor increases in San Diego. (20,775 NEW jobs).
- Substantial Building program, public and private. 48.5% over 1940.
- Industrial Employment up 92% over 1940.**
- Government Employment up 70% over 1940.**
- Trade and Service Employment Gain 70%.**
- Postwar tourist expenditure to exceed \$20,000,000.00 annually.
- Agricultural expansion to double that of peace time volume.

* From Day and Zimmerman 1945 Report.
 ** These represent permanent employment gains.

KFMB sells *San Diego* because:

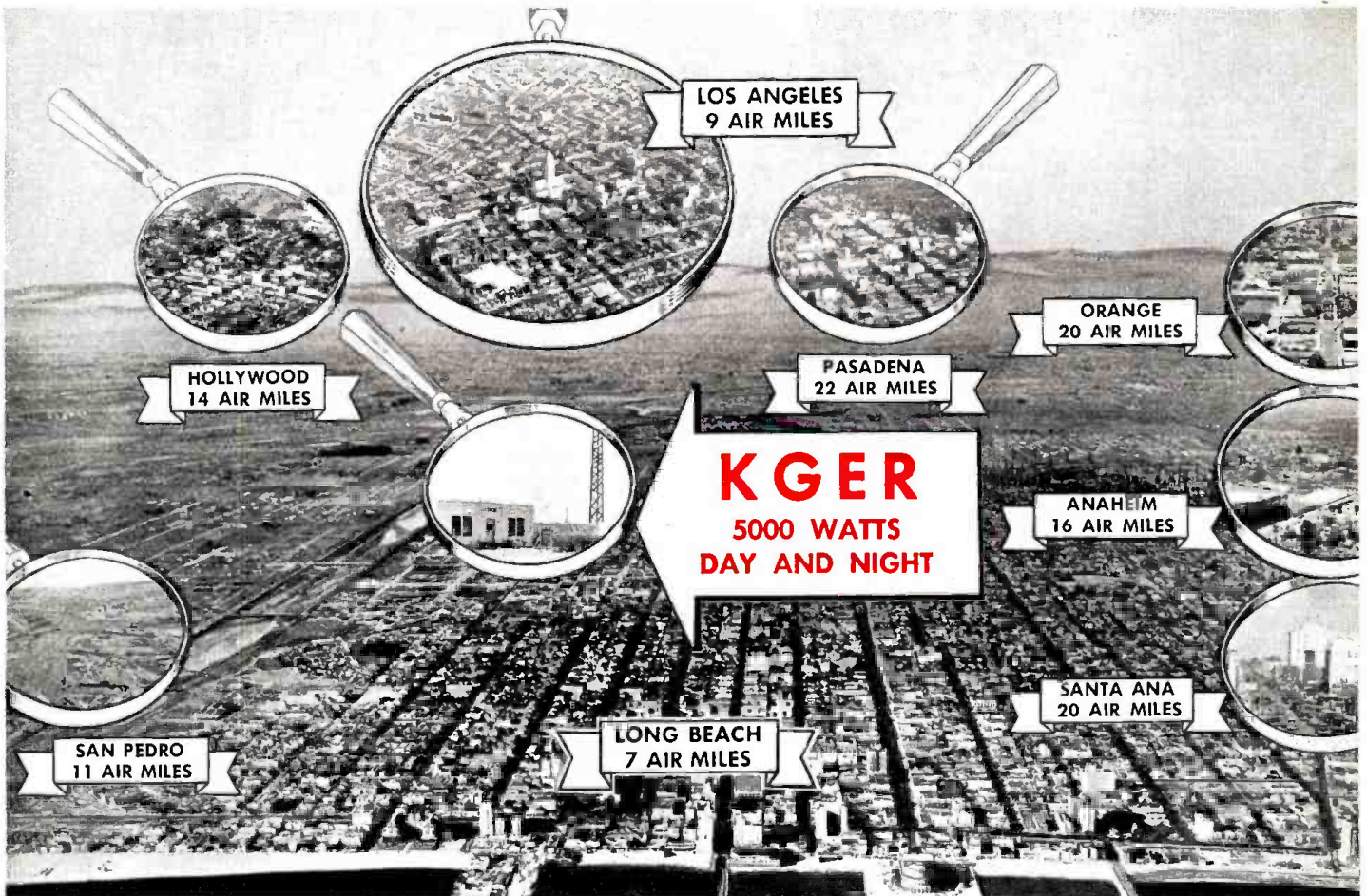
- 1** 90% of the population of San Diego County (374,940 people) (civilians) live within 15 miles of our antenna—assuring overwhelmingly complete coverage.
- 2** Exclusive primary ABC (American) network service insures maximum audiences day and night.
- 3** This dual selling advantage will increase consumer acceptance for your product—quickly, economically, completely!

Post-War sales programs built to economically capture the important San Diego market must include KFMB. . . . KFMB gives you **coverage from the "inside out."** Leading advertisers are sold on KFMB's strategic position to sell internally, and are getting RESULTS! Write now for rates and schedules. See why KFMB is San Diego's sound "buy."

KFMB
SAN DIEGO, CALIF.

BASIC
AMERICAN NETWORK
 (Pacific Coast)

Owned and Managed by JACK GROSS
 Represented by THE BRANHAM CO.



IN THE MIDDLE OF THE WEST'S GREATEST MARKET *Los Angeles plus Long Beach*

MIDWAY between Los Angeles and Long Beach, two largest cities in Los Angeles County, KGER's 5000-watt transmitter is strategically located to obtain the best possible coverage of this tremendous market. On the South, the vast bustling harbor and Naval bases adjoining Long Beach; on the East, the rich citrus farming of Orange County; to the West, expanding industrial communities serving the port; and North to the foothills, the densely populated city of Los Angeles and adjacent communities. KGER's broad public service policies augment the unusual type of programs which are building a large and extraordinarily receptive audience. Write today for availabilities.

5000 WATTS, FULL TIME

LOS ANGELES
LONG BEACH

KGER

OWNED AND OPERATED BY MERWIN DOBYNS

Los Angeles Studios: 643 So. Olive St. • Long Beach Studios: 435 Pine Ave.



National Representatives: Joseph Hershey McGillvra, Inc.
New York Chicago San Francisco

BROADCASTING • Telecasting

TOP PER CAPITA BUYING INCOME

FIRST IN THE NATION!

Long Beach (\$2,555.00) highest per CAPITA effective buying income OF ALL cities over 100,000 population.

Los Angeles (\$1,922.00) highest of all cities of over 1,000,000 POPULATION.

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 LS—Local Sunset, L—Limited Time with Dominant Station, SA—Special Authorization.
 (Data corrected to January 1, 1946)

CALIFORNIA—(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
SAN DIEGO 12.....	KFSD	600	1,000	Airfan Radio Corp., Ltd. 326 Broadway Franklin 6853	NBC	Thomas E. Sharp Thomas E. Sharp Larry Scalf	Alys Phreaner Marion R. Harris Richard Gartner	Raymer Thesaurus UP
SAN DIEGO 1.....	KGB	1360	1,000	Don Lee Broadcasting System 1017 First Ave. Franklin 6151	MBS Don Lee	Thomas S. Lee F. D. Ide William A. Evans	James Dillon William A. Evans William G. Collins	Blair World
SAN FRANCISCO 9..	KFRG	610	5,000	Don Lee Broadcasting System 1000 Van Ness Ave. Prospect 0100	MBS Don Lee	Thomas S. Lee William D. Pabst Merwyn L. McCabe	Melvin Venter James J. McArdle	Blair World AP, INS
SAN FRANCISCO 4..	KGO	810	7,500	American Broadcasting Co. Inc. 155 Montgomery St. Exbrook 6544	ABC	American Broadcasting Co. Gayle V. Grubb Byron H. Nelson	Bloyce Wright Robert F. Laws A. E. Evans	Spot Sales Assoc. Prog. Standard Thesaurus AP, UP, INS
SAN FRANCISCO 9..	KJBS	1100 L-WTAM	1,000	KJBS Broadcasters 1470 Pine St. Ordway 4148	E. P. Franklin E. P. Franklin Stanley G. Breyer	C. F. Pendleton William Nielsen	Headley-Ree Griffith Standard AP, UP, INS
SAN FRANCISCO 2..	KPO	680	50,000	National Broadcasting Co. Inc. Taylor & O'Farrell Sts. Graystone 8700	NBC	NBC—John W. Elwood John W. Elwood Alfred W. Grapey	Wendell H. Williams Hunter L. Scott Curtis D. Peck	NBC Spot Standard Thesaurus AP, UP, INS
SAN FRANCISCO 3..	KSAN	1450	250	Golden Gate Broadcasting Corp. 1355 Market St. Market 8171	ABS	S. H. Patterson Jerry Akers Jerry Akers	Lee Giroux John Ross Norwood J. Patterson	Rambeau Lang-Worth AP
SAN FRANCISCO 6..	KSFO	560	5,000-LS 1,000-N	Associated Broadcasters Inc. Mark Hopkins Hotel Exbrook 4567	Wesley I. Dumm Ray V. Hamilton	Richard M. Oddie Jack Schacht Royal V. Howard	Weed Assoc. Prog. Lang-Worth Standard World AP, UP, INS
SAN FRANCISCO 3..	KYA	1260	5,000-LS 1,000-N	Palo Alto Radio Station Inc. Hearst Bldg. Douglas 2536	Don Feddersen Don Feddersen Dave Lundy	William Brown Dave Lundy Paul C. Schutz	Young Assoc. Prog. Standard AP, UP, INS
SAN JOSE.....	KQW	740	5,000	Pacific Agricultural Foundation Ltd. 140 Jessie St., San Francisco 5 89 E. San Antonio St., San Jose San Francisco, Exbrook 3233 San Jose, Ballard 2616	CBS	Ralph R. Brunton C. L. McCarthy D. M. Greene	Fred F. Ruegg Wade Thompson Kenneth Owen	Petry Cole Standard Thesaurus AP, UP, INS
SAN LUIS OBISPO...	KVEC	1230	250	Christina M. Jacobson Mt. View & Hill Sts. 1100	MBS Don Lee	Christina M. Jacobson Joe Hacker Joe Shuttleworth	Clark Blocher Joe Shuttleworth Earl Travis	Grant SESAC Standard World AP
SANTA ANA.....	KVOE	1490	250	Voice of the Orange Empire Inc. Ltd. 206 N. Main St. 4901-R	MBS Don Lee	Ernest L. Spencer Ernest L. Spencer Ernest L. Spencer	Wallace S. Wiggins Dolores Daen Wallace S. Wiggins	Grant MacGregor SESAC
SANTA BARBARA...	KDB	1490	250	Don Lee Broadcasting System 1309 State St. 4131	MBS Don Lee	Thomas S. Lee Fin Hollinger James S. Blomfield	Fin Hollinger Don Roberts William C. Buckley	Blair World
SANTA BARBARA...	KTMS	1250	1,000	News Press Publishing Co. De la Guerra Plaza 6-111	ABC	Thomas M. Storke Louis F. Kroeck Louis F. Kroeck	Frank B. Weltmer Frank B. Weltmer Albert Nicolay	Raymer Thesaurus AP
SANTA MARIA.....	KSMA	1450	250	H.G., C.A., M.C. Shurtliff & C.A. Center 3437 Hedges Ave., Fresno, Calif.	Partnership
SAN MATEO.....	1050 (Construction permit)	250-D	San Mateo County Broadcasters San Mateo	Edmund Scott
SANTA ROSA.....	KSRO	1350	1,000	Ruth W. Finley 425 Mendocino Ave. 110	Ruth W. Finley Eddie Handley Lee Fleming	Lee Fleming Howard McCauley	Biddick Grant Cole Standard World AP, UP
STOCKTON 7.....	KGDM	1140	5,000	E. F. Peffer 517 E. Market St. 4-4551	CBS	E. F. Peffer E. F. Peffer E. Smith	M. Dinsmore E. Smith M. B. Greene	Blair World INS
STOCKTON 7.....	KWG	1230	250	McClatchy Broadcasting Co. Hotel Wolf 2-2727	ABC	Eleanor McClatchy Howard L. Bailey Howard L. Bailey	James E. Longe Russell Bennett	Raymer SESAC Standard Thesaurus AP, UP
TULARE.....	KCOK	1240	250	Herman Anderson Box 873 800	MBS Don Lee	Herman Anderson Sheldon Anderson Richard Wegner	Harold Sparks Bob Lane Harold Sparks	Griffith SESAC Standard UP
VISALIA.....	KTKC	940	5,000	Tulare-Kings Counties Radio Associates Box 511 575	ABC	Partnership Charles P. Scott Charles Niete Jean Banks Bert Williamson	Grant Rambeau Standard World AP
WATSONVILLE.....	KHUB	1340	250	Luther E. Gibson Atkinson Lane 1700	ABC	Luther E. Gibson Roger R. Hunt Knight Johnston	Jack N. Daugherty George Kenville	Biddick Grant World AP

**THE OUTSIDE* IS MIGHTY
INTERESTING**

on the Pacific Coast, too!



*** Half the retail sales on the Pacific Coast are made OUTSIDE the counties in which Los Angeles, San Francisco, San Diego, Oakland, Portland, Seattle and Spokane are located**

YESSIR: the "outside" is mighty attractive on the Pacific Coast, but it's hard to get—unless you use Don Lee. Only Don Lee can give you complete coverage of the two equally-prosperous Pacific Coast markets—"outside" as well as "inside."

How come? Most markets on the Pacific Coast are surrounded by mountains 5,000 to 15,000 feet high—and the long-range broadcasting of other networks doesn't reach them. Don Lee, however, has 39 *strategically located stations* and broadcasts from within each of these important mountain-surrounded markets.

If you want to know how the "outside" market

listens, ask to see a copy of the special C. E. Hooper coincidental telephone survey of 276,019 calls (the largest of its kind ever made on the Pacific Coast.) It shows that 40 to 100% of listeners in the "outside" market were tuned to Don Lee stations!

As for Don Lee's coverage of the "inside" market, regular Hooper reports reveal all of the shows that switched from any of the other 3 networks to Don Lee in 1945, received higher Hooper ratings within 13 weeks! When you buy radio time on the Pacific Coast, be sure you cover both halves of this 8-billion-dollar-spending market. The only way you can do it is: Buy Don Lee!

The Nation's Greatest Regional Network



THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
SYDNEY GAYNOR, *General Sales Manager*
5515 MELROSE AVE., HOLLYWOOD 38, CALIF.
Represented Nationally by John Blair & Co.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1946)

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 Mds. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ALAMOSA.....	KGIW	1450-SH	250	E. L. Allen Alamosa 26	KBS	E. L. Allen E. L. Allen	Kay Allen	Biddick UP
COLORADO SPRINGS	KVOR	1800	1,000	Out West Broadcasting Co. Antlers Hotel Main 278	CBS	Oklahoma Publishing Co. Everett Shupe Everett Shupe	Claudia Dutton H. Cozine Strang	Katz World AP
DENVER 2.....	KFEL	950	5,000	Eugene P. O'Fallon Inc. Albany Hotel Keystone 0178	MBS	Gene O'Fallon Frank L. Bishop Mark Crandall	Paul Godt Don McCaig Tom Atherstone	Blair Assoc. Prog. Cole SESAC Standard AP
DENVER 3.....	KLZ	560	5,000	KLZ Broadcasting Co. Shirley-Savoy Hotel Main 4271	CBS	E. K. Gaylord Hugh B. Terry Fred C. Mueller	Roger Rambeaux Harvey Wehrman	Katz MacGregor Standard AP, INS
DENVER 2.....	KMYR	1340	250	KMYR Broadcasting Co. 1626 Stout St. Main 4161	ABS	F. W. Meyer A. G. Meyer F. W. Meyer	Dolores N. Plested Ben Bezoff Glenn James	Rambeau Cole World AP, UP
DENVER 2.....	KOA	850	50,000	National Broadcasting Co. 1625 California St. Main 6211	NBC	NBC—Lloyd E. Yoder Lloyd E. Yoder James R. MacPherson	Clarence C. Moore Robert Owen	NBC Spot Standard Thesaurus AP, UP, INS
DENVER 2.....	*KPOF	910 ST-KFKA	1,000	Pillar of Fire Inc. 1845 Champa St. Tabor 3733	Bishop Alma White Arthur K. White Ray B. White	Kathleen White Orland A. Wolfram Paul H. Schissler
DENVER 2.....	KVOD	630	5,000	Colorado Radio Corp. Midland Savings Bldg. Tabor 2291	ABC	Wm. D. Pyle T. C. Ekrem Conrad Hecker	Vincent W. Corbett Ben H. Stanton Wm. D. Pyle	McGillvra Assoc. Prog. Cole Lang-Worth MacGregor UP
DURANGO.....	KIUP	1400	250	San Juan Broadcasting Co. Inc. 2800 Main Ave. 117	KBS	San Juan Bcastg. Co. Raymond M. Beckner Raymond M. Beckner	Ray Beckner Raymond M. Beckner John L. Antic	Biddick Griffith MacGregor SESAC UP
GRAND JUNCTION..	KFXJ	920	1,000-LS 500-N	Western Slope Broadcasting Co. Box 30 126	MBS KBS	Rex Howell Rex Howell Rex Howell	Mildred Fuller Mildred Fuller Eph Towne	Walker SESAC Standard World UP
GREELEY.....	KFKA	910 ST-KPOF	1,000	Mid-Western Radio Corp. 620 8th Ave. 450	Francis Price Francis Price	Charles E. Sumerau Ray E. Smith	Lang-Worth UP
LA JUNTA.....	KOKO	1400	250	Southwest Broadcasting Co. La Junta 42	KBS	Leonard E. Wilson Leonard E. Wilson Leonard E. Wilson	Leonard E. Wilson Margaret Johnson Leonard E. Wilson	Clark Gene Grant SESAC Standard UP
PUEBLO.....	KGHF	1350	1,000-LS 500-N	Curtis P. Ritchie 304 N. Main St. 3877	ABC	Curtis P. Ritchie Curtis P. Ritchie Maxson I. Bevens	Clifford Hendrix Maxson I. Bevens Willis C. Shanks	McGillvra Cole SESAC World UP
STERLING.....	KGEK	1230-SH	100	Elmer G. Beehler Fleming Road 679	KBS	Elmer G. Beehler E. G. Beehler E. G. Beehler	Alvin Ross E. G. Beehler	Clark PN

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 Mds. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BRIDGEPORT 1.....	WICC	600	1,000-LS 500-N	Yankee Network Inc. Stratfield Hotel 6-1121	MBS Yankee	William O'Neil John Shepard 3d Joseph Lopez Thomas O'Neil Norman Whittaker	Florence B. Robinson James Powers George Keich	Petry Assoc. Prog. SESAC Standard AP
BRIDGEPORT.....	WNAB	1450	250	Harold Thomas 991 Broad St. 3-3112	ABC Connecticut	Harold Thomas Bruff W. Olin, Jr. Bruff W. Olin, Jr.	Peter Bochan Bruff W. Olin, Jr. Vincent DeLaurentis	Rambeau Standard UP
HARTFORD 4.....	WDRG	1360	5,000	WDRG Inc. 750 Main St. 7-1188	CBS	Franklin M. Doolittle Walter B. Haase William F. Malo	Harvey Olson William F. Malo Italo Martino	Foster Raymer World AP, UP
HARTFORD 4.....	WHTD	1410	5,000	State Broadcasting Inc. 54 Pratt St. 7-9131	MBS Yankee	William O'Neil John Shepard 3d Ralph D. Kanna Linus Travers	Ralph D. Kanna James Powers Rogers Holt	Petry Assoc. Prog. SESAC Standard UP
HARTFORD 4.....	WHTT	1230	250	The Hartford Times Inc. 555 Asylum St. 2-0237	ABC Yankee Connecticut	The Hartford Times Inc. C. Glover De Laney Leonard R. Schoenfeld	Frederick E. Bieber John S. Lloyd Charles S. Masini	McKinney Lang-Worth Standard AP

KLZ

Denver

560 Kc. — CBS — Affiliated in Management with
The Oklahoma Publishing Co. and WKY, Oklahoma City
REPRESENTED BY THE KATZ AGENCY, INC.

MORE ADVERTISERS—LOCAL AND NATIONAL—BUY MORE TIME ON KLZ THAN ON ANY OTHER DENVER STATION

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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CONNECTICUT (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
HARTFORD 15.....	WTIC	1080	50,000	Travelers Bcstg. Service Corp. 26 Grove St. 2-3181	NBC New England	Travelers Bcstg. Serv. Corp. Paul W. Morency Walter Johnson	Leonard J. Patricelli James F. Clancy Herman D. Taylor	Weed Lang-Worth Thesaurus AP, INS, TP
NEW HAVEN 10.....	WELI	960	1,000-LS 500-N	Connecticut Radio Foundation Inc. 221 Orange St. 8-1133	ABC Connecticut	J. H. C. Wilder W. A. Ripley Richard W. Davis Edwin Schweitzer	Charles Wright Rudy Frank Gordon Keyworth	Headley-Reed Foster World UP
NEW HAVEN 10.....	WNHC	1340	250	Elm City Broadcasting Corp. 1110 Chapel St. 8-3151	ABS	Patrick J. Goode James T. Milne Aldo DeDominicis	Ken Carter Vincent J. Callanan Vincent DeLaurentis	Rambeau Standard AP
NEW LONDON.....	WNLC	1490	250	Thames Broadcasting Corp. 281 State St. 4900	MBS Yankee Connecticut	Roderick L. Morey Gerald J. Morey Edward F. Darrell, Jr.	Leslie Morson Gerald J. Morey	Foster Standard AP
STAMFORD.....	WSRR	1400	250	Stephen R. Rintoul 270 Atlantic St. 4-7575	ABC Connecticut	Stephen R. Rintoul Harold H. Meyer Wharton Ford	C. H. Shadwell D. Hay Edward L. Markman	Wood World UP
WATERBURY 3.....	WATR	1320	1,000	Harold Thomas 71 Grand St. 3-5161	ABC Yankee Connecticut	Harold Thomas S. R. Elman S. R. Elman	Jean Greenblatt Al Vestro Russell Jensen	Bannan Foster Rambeau TP
WATERBURY 29.....	WBRY	1590	1,000	American-Republican Inc. 136 Grand St. 3-1125	CBS	William J. Pape Erwin J. Frey H. A. DeVorken	Charles T. Lynch Erwin J. Frey Frank Haies	McGillvra Thesaurus AP

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 Mdag. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
WILMINGTON 28....	WDEL	1150	5,000	WDEL Inc. 10th & King Sts. 7268	NBC	Clair R. McCollough J. Gorman Walsh J. Robert Gulick	Harvey Smith Herman Reitzes J. E. Mathiot	Raymer Thesaurus UP
WILMINGTON.....	WILM	1450	250	Delaware Broadcasting Co. 920 King St. 4-7771	MBS	Alfred G. Hill George L. Sutherland Chauncey Eanes, Sr.	Mary Frances Hill Chauncey Eanes, Jr.	McGillvra Lang-Worth AP, 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 Mdag. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
WASHINGTON 1....	WINX	1340	250	WINX Broadcasting Co. 8th & Eye Sts. N. W. Republic 8000	Eugene Meyer Wayne Coy Regis O'Donnell	Richard C. McNamara Phil Reilly Ralph Cannon	Headley-Reed Assoc. Prog. Lang-Worth Standard World AP, UP, INS
WASHINGTON 5....	WMAL	680	5,000	Evening Star Broadcasting Co. 724 14th St. N. W. National 5400	ABC	The Evening Star Kenneth H. Berkley Ben B. Baylor, Jr.	Gordon Hubbel Daniel Hunter	Spot Sales Lang-Worth Standard Thesaurus AP, UP, Reuters
WASHINGTON 6....	WOL	1260	1,000	Cowles Broadcasting Co. 1627 K St. N. W. Metropolitan 0010	MBS	Gardner Cowles, Jr. Merle S. Jones Henry V. Seay	Arthur J. Casey Thomas L. Means Harold Reed	Katz Assoc. Prog. Standard AP, UP
WASHINGTON 5....	WRC	980	5,000	National Broadcasting Co. 724 14th St. N. W. Republic 4000	NBC	NBC—Frank M. Russell Carleton D. Smith Mahlon A. Glascock	George Y. Wheeler James Seiler Albert E. Johnson	NBC Spot Assoc. Prog. Standard Thesaurus AP, UP, INS
WASHINGTON 4....	WTOP	1500	50,000	Columbia Broadcasting System Inc. Earle Bldg. Metropolitan 3200	CBS	CBS—Earl Gammons Carl J. Burkland Maurice P. Mitchell	Martin D. Wickett Maurice B. Mitchell Clyde M. Hunt	Radio Sales World AP, UP
WASHINGTON 6....	WWDC	1450	250	Capital Broadcasting Co. 1000 Connecticut Ave. N. W. National 7203	ABS	Joseph Katz Ben Strouse Helen K. Moberley	Ira Walsh Herman Paris Ross Beville	Weed Standard Thesaurus AP, UP



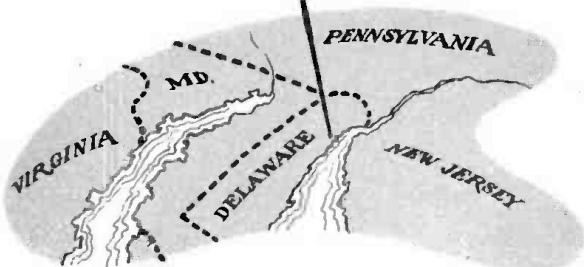
5000 WATTS DAY AND NIGHT

wdel
WILMINGTON, DELAWARE

SELLS for it assures advertisers today a greater listening audience than ever before.

WDEL, located in Wilmington, Delaware—one of the fastest growing industrial cities in the east—thoroughly covers Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia. This is a section, which, because of its strategic location, transportation facilities and industrial diversification faces a great and prosperous future. Your advertising dollars are wisely spent in this sales-producing area. Inquire now about its profit possibilities.

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NBC BASIC NETWORK

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

N—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, 1946)

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	W. Wright Esch 126 Magnolia Ave. 91	ABC	W. Wright Esch Billie B. Esch Ray Clancy John S. Pitts	Oliver Thornburg W. Wright Esch	Thesaurus AP
FORT LAUDERDALE (Construction permit)	1400	250	Fort Lauderdale Bcstg. Co. Fort Lauderdale
FORT MYERS	WINK	1240	250	Fort Myers Broadcasting Co. 54 E. First St. 818	CBS KBS Florida	Ronald B. Woodyard Ronald B. Woodyard	F. A. Scott	Pearson Thesaurus AP
FORT PIERCE (Construction permit)	1400	250	Indian River Bcstg. Co. Fort Pierce	Indian River Bcstg. Co.
GAINESVILLE 2	WRUF	850 L-KOA	5,000 SA-5,000-LS 100-N after sunset at Denver	University of Florida Gainesville 1000	MBS Florida	State of Florida Garland Powell Rem Jones	Garland Powell Dr. Palmer Craig	Burn-Smith Lang-Worth AP, UP
JACKSONVILLE 2	WJAX	930	5,000-LS 1,000-N	City of Jacksonville 1 Broadcast Pl. 5-5821	NBC	City of Jacksonville John T. Hopkins III	Evelyn Boote John T. Hopkins III	Blair Cox and Tanz Cummings Assoc. Prog. Thesaurus AP
JACKSONVILLE 1	WJHP	1320	250	Metropolis Co. 500 Laura St. 5-7610	MBS Florida	John H. Perry Ted Chapeau R. R. Powell	George Jesse R. R. Powell Beecher Hayford	Perry Lang-Worth UP
JACKSONVILLE 1	WMBR	1400	250	Florida Broadcasting Co. 118 West Adams St. 5-4387	CBS	Frank King Frank King Glenn Marshall Jr.	Glenn Marshall Jr. E. B. Vordermark	Weed World UP
JACKSONVILLE 1	WPDQ	1270	5,000	Jacksonville Broadcasting Corp. Gulf Life Bldg. 5-6781	ABC	L. D. Baggs Robert R. Feagin Frank Taylor Jr.	Gary Allen Sid Beighley J. R. Donovan	Hollingbery Cole Standard AP
KEY WEST	WKWF	1600	500	John M. Spottswood Stock Island 510	MBS	John M. Spottswood John M. Spottswood John M. Spottswood	John M. Spottswood John M. Spottswood Harold G. Scholz	Thesaurus
LAKE CITY	1340	250	Deep South Radioways Lake City	Alfred H. Temple
LAKELAND	WLAK	1340	250	Radio Station WLAK Box 1211 2127	NBC	S. O. Ward S. O. Ward Powell Adams	Maxine Tyner S. O. Ward William P. Lee	Pearson UP
MIAMI 36	WGBS	710	10,000	Fort Industry Co. 1605 Biscayne Blvd. 9-2401	ABC	George B. Storer Robert G. Venn M. N. Babcock	Donald M. Butler William Magill Skidmore John Alfred Rutherford	Headley-Reed Lang-Worth Thesaurus AP
MIAMI 30	WIOD	610	5,000	Isle of Dreams Broadcasting Corp. 600 Biscayne Blvd. 3-6444	NBC	Daniel J. Mahonney James M. LeGate Tom O. McCullough	Robert L. Fidler Martha Henriquez Milton Scott	Cummings Hollingbery Assoc. Prog. Standard AP, UP, INS
MIAMI 25	WQAM	560	5,000-LS 1,000-N	Miami Broadcasting Co. Box 3741 2-6121	CBS	F. W. Borton F. W. Borton F. W. Mizer	Hazel McGuire W. P. Carey Earle Lewis	Blair World AP
MIAMI BEACH 39	WKAT	1360	1,000	A. Frank Katzentine 1759 Bay Road 5-7471	MBS	A. Frank Katzentine John I. Prosser John I. Prosser	Sam Parker Arthur P. Smith Thomas T. Magee	Radio Adv. Assoc. Prog. Cole UP
OCALA	WTMC	1490	250	Ocala Broadcasting Co. Inc. 1 Broadcast Pl. 128	MBS KBS Florida	John H. Perry T. S. Gilchrist Jr. T. S. Gilchrist Jr.	John P. Nicholson Don N. Richardson	Perry Lang-Worth UP
ORLANDO	WDRO	580	5,000	Orlando Broadcasting Co. Inc. 563 N. Orange Ave. 6181	CBS	Col. George C. Johnston Harold P. Danforth William G. McBride	William G. McBride J. M. Pedrick James E. Yarbrough	Blair Cummings Thesaurus World AP, UP
ORLANDO	WLOF	1230	250	Hazlewood Inc. Box 1991 8163	ABC	Hazlewood Inc. Victor Buisset	Burn-Smith Lang-Worth INS
PALM BEACH	WWPG	1340	250	Palm Beach Broadcasting Corp. South Ocean Blvd. 2-1515	ABC	Charles E. Davis Charles E. Davis Donald S. Greenleaf	Alice Danshy Louise Adler Clyde E. Walkden	McGillvra Lang-Worth Thesaurus AP
PANAMA CITY	WDLF	1230	250	Panama City Broadcasting Co. Inc. Beach Drive & Mercer St. 777	MBS KBS	John H. Perry Byron Hayford Byron Hayford	Byron Hayford Elmer Scott	Perry World UP
PENSACOLA	WCOA	1370	1,000-LS 500-N	Pensacola Broadcasting Co. Box 1669 4111	NBC	John H. Perry Jack Rathbun Jack Rathbun	Jack Rathbun Jack Rathbun Bert Mead	Perry World UP
ST. AUGUSTINE	WFOY	1240	250	Fountain of Youth Bcstg. Co. Inc. Fountain of Youth Park 1622	CBS Florida	Glenn Marshall Jr. J. Allen Brown J. Allen Brown	Miss Frankie C. Walker J. Allen Brown Harry Thrift	Thesaurus UP
ST. PETERSBURG 1	WSUN	620	5,000	City of St. Petersburg Box 240 4747	ABC	City of St. Petersburg Norman E. Brown Vera M. New	Louis J. Link Norman E. Brown Louis J. Link	Weed Assoc. Prog. Cole UP

85% of the 87,585 persons in PENSACOLA and ESCAMBIA COUNTY, FLORIDA
Listen MOST Night AND Day to . . .

1,000 W. Day **WCOA** 500 W. Night
1370 kc.

ONLY KEY TO RADIO SELLING AND COMPLETE COVERAGE
IN NORTHWEST FLORIDA

"A John H. Perry Station"
Jack Rathbun, Gen. & Sales Mgr.

PENSACOLA and ESCAMBIA COUNTY
—Buying Income \$85,000,000
PENSACOLA—FLORIDA'S 4TH MARKET
PENSACOLA—Florida's Fastest Growing
INDUSTRIAL and SHIPPING
CENTER

Market's ONLY Listenable Daytime
Signal
SERVES almost exclusively nine Florida
and Alabama counties with estimated
population of 400,000
85% of over 35,000 radio homes listen
to WCOA

AFFILIATED WITH THE NATIONAL BROADCASTING COMPANY
Represented by John H. Perry Associates

NEW YORK CHICAGO DETROIT ATLANTA PHILADELPHIA
PENSACOLA FLORIDA



*A stitch
in time...*

For Central Florida Coverage

WTMC

OCALA, FLORIDA

Located In the geographic center of Florida, WTMC serves the rich agricultural area of fabulous Florida. Within its coverage are gigantic citrus groves, packing houses and nurseries . . . there are phosphate mines, cattle ranches and beautiful Silver Springs—Florida's International Attraction that draws more visitors than any other single attraction.

WTMC-land is a fast growing, progressive trade center. Recent State Census shows an almost 25% increase in population in five years without benefit of war industry.

MUTUAL **WTMC** AFFILIATE

Call Your Nearest John H. Perry Associates Office

Saves Money, Saves Business, Saves Energy, Saves Worry! And, Radio Advertising Is Just That Stitch You Need To Save Face With Your Competitors. Don't Let The Man Across The Street Get The Jump On You. Advertise Your Products Where It Will Do You Good. WJHP Offers Music, Drama, News, Quiz, Comedy, Women's Shows . . . All Themed To Sell Your Products. Investigate . . . And Take Up That Slack In Your Balance Sheets With The Stitch . . . In Time Bought On WJHP!

FLORIDA'S FASTEST GROWING MARKET

"Sales Management" Says:

BAY COUNTY (PANAMA CITY), FLORIDA

	1940	1944
Population	20,600	44,800
Retail Sales	\$5,209,000	\$19,347,000
Effective Buying Income	\$6,630,000	\$35,249,000

FROM 21ST TO 11TH LARGEST FLORIDA MARKET IN 5 YEARS
AND IN PANAMA CITY YOUR STATION IS

WDLP

A MUTUAL STATION
A John H. Perry Station

WJHP

WJHP IS A JOHN H. PERRY STATION IN JACKSONVILLE, FLORIDA, AND IS ASSOCIATED WITH THE MUTUAL BROADCASTING SYSTEM!

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
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FLORIDA—(Continued)

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ST. PETERSBURG 1.	WTSP	1380	1,000-LS 500-N	Pinellas Broadcasting Co. Times Bldg. 8108	MBS	Irwin A. Simpson Irwin A. Simpson Coburn Gum	Herbert T. Anderson Jean Allyn William D. Mangold	Pearson World UP
SARASOTA.....	WSPB	1450	250	WSPB Inc. Box 1110 2565	CBS Florida	R. C. Jones Jr. John B. Browning Ken Randolph	Gertrude Browning John B. Browning James E. Grant	Pearson World UP
TALLAHASSEE.....	WTAL	1340	250	Capital City Broadcasting Corp. Box 989 2160	MBS	Mrs. John H. Phipps Teresa M. Myers Betty C. Perkins	Sadie L. Wooley Harriet B. Carson William A. Snowden	Clark Standard Thesaurus AP, UP
TAMPA 2.....	WDAE	1250	5,000	Tampa Times Co. 112 N. Franklin St. M-1818	CBS	David E. Smiley L. S. Mitchell L. S. Mitchell	Kenneth W. Skelton L. S. Mitchell W. P. Moore	Katz World AP
TAMPA 1.....	WFLA	970	5,000	Tribune Co. Seminole Bldg. H-1828	NBC	Truman Green Charles G. Baskerville Charles G. Baskerville	Paul M. Jones Joe M. Mitchell	Blair Cummings Lang-Worth MacGregor Thesaurus UP
WEST PALM BEACH	WJNO	1230	250	WJNO Inc. 1500 N. Flagler Dr. 3638	CBS Florida	Marshall Heminway Stephen F. Willis Stephen F. Willis	Rebecca Frazier Stephen F. Willis Otis C. Wright	Radio Adv. Cole World UP

GEORGIA

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
ALBANY.....	WALB	1590	1,000	Herald Publishing Co. Albany Theatre Arcade Bldg. 389	MBS	Henry T. McIntosh Abner M. Israel Guy Hamilton	Abner M. Israel Abner M. Israel Alfred W. Pratt	Burn-Smith Cook World AP
ALBANY.....	WGPC	1450	250	Albany Broadcasting Co. 127½ N. Jackson St. 1370	CBS	J. W. Woodruff, Jr. Margaret U. Kinnett Mildred Huie	Elweita Powers Annette Smith C. M. Kinnett	Lang-Worth UP
ATHENS.....	WGAU	1340	250	J. K. Patrick & Co. Bobbin Mill Rd. 1741	CBS KBS	J. K. Patrick & Co. Robert L. Doster Robert L. Doster	Bob Vandiver Robert L. Doster Phillip F. Jones	Standard
ATLANTA 3.....	WAGA	590	5,000	Liberty Broadcasting Corp. Western Union Bldg. Main 5101	ABC	George B. Storer Charles A. Smithgall James Bailey	Hugh E. Mackenzie Albert L. Jones	Headley-Reed Lang-Worth Thesaurus AP
ATLANTA 3.....	WATL	1400	250	Atlanta Broadcasting Co. 26 Cain St. N. W. Walnut 4377	MBS	J. W. Woodruff Walter P. Speight, Jr. Sam Kane	Dan Hornsby Sam Kane Robert W. Minton	Hollingsbery Lang-Worth UP
ATLANTA 1.....	WGST	920	5,000-LS 1,000-N	Georgia School of Technology Forsyth Bldg. Walnut 8441	CBS	F. M. Spratlin John Fulton Frank Gaither Frank Gaither	John Fulton Dixon Babb Ben Akerman	Katz Thesaurus World AP
ATLANTA.....	WSB	750	50,000	Atlanta Journal Co. Biltmore Hotel Hemlock 1045	NBC	James M. Cox, Jr. John M. Outler, Jr. Tom Downing	Marcus Bartlett C. F. Daugherty	Petry Standard World AP, UP, INS, PN
AUGUSTA.....	WGAC	1240	250	Twin States Broadcasting Co. Augusta 2-2692	ABC KBS	F. F. Kennedy J. B. Fuqua Donald M. Kelly, Jr.	Steve Manderson Donald M. Kelly, Jr. John Lyon	Headley-Reed Standard Thesaurus AP
AUGUSTA.....	WRDW	1480	5,000	Augusta Broadcasting Co. Eighth & Broad Sts. 2-8806	CBS	Wm. K. Jenkins W. R. Ringson William B. Smart	Glenn F. Marston C. H. Pointel, Jr. Harvey Aderhold	Hollingsbery Lang-Worth World UP
BAINBRIDGE.....	WMGR (Construction permit)	1490	250	S. Marvin Griffin P. O. Box 367	S. Marvin Griffin
BRUNSWICK.....	WMOG	1490	250-LS 100-N	Coastal Broadcasting Co. Brunswick 1500	MBS KBS	Alma W. King Kenneth E. White Kenneth E. White	Edward Wade Edward Wade Kenneth E. White	Clark Thesaurus UP
CARTERSVILLE..... (Construction permit)	1450	250	W. R. Frier 111-113 W. Main St.	W. R. Frier
CEDARTOWN.....	WGAA	1340	250	Northwest Georgia Bcastg. Co. West Theatre Bldg. 777	ABC KBS	O. C. Lam Thomas Carr Allen Woodall	Rowena Whitfield Thomas Carr Luther W. Martin	World AP
COLUMBUS.....	WDAK	1340	250	Valley Broadcasting Co. 1028 Broadway 3-2771	ABC	L. J. Duncan Allen M. Woodall James W. Hicks	Dora Anna Gay Ben Lucas DeForest Layton	Headley-Reed World AP
COLUMBUS.....	WRBL	1230	250	Columbus Broadcasting Co. 1420 Second Ave. 2-0601	CBS	J. W. Woodruff J. W. Woodruff W. S. Massie	Tony Barrett Ed J. Hennessy H. J. Smith	Hollingsbery Lang-Worth SESAC UP
CORDELE.....	WMJM	1490	250-LS 100-N	Cordele Dispatch Publishing Co. Inc. 20th Ave. & B St. 666	MBS KBS	James S. Rivers James T. Ownby James T. Ownby	James T. Ownby John B. Broughton	Clark UP
DALTON.....	WBLJ	1230	250	Dalton Broadcasting Corp. 111 S. Pentz St. 684	MBS KBS	H. C. Kenemer W. V. Williams W. V. Williams	Bill Armond T. H. McMillan John S. Andrews	Cox & Tanz

Serving the heart of Florida's richest trade area

WFLA

**REACHING
A DIVERSIFIED
AUDIENCE THAT
REPRESENTS STEADY
YEAR 'ROUND BUYING POWER**

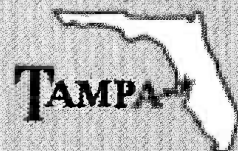
Within a radius of 100 miles of Tampa, 787,112 people work and live. They represent a wide variety of activities—agriculture, industry, commerce, and business. They form a stable, steady, year-round market and millions of dollars in buying power . . . There is nothing seasonal about this Tampa trade area—the annual influx of winter visitors is a bonus that advertisers who use WFLA enjoy at no extra cost.

To cover, effectively and thoroughly, the heart of this rich territory, day and night, use WFLA, the most-listened-to station in the Tampa-St. Petersburg market.



**5,000
WATTS
DAY and NIGHT
NBC**

WFLA



National Representative JOHN BLAIR & CO.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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GEORGIA—(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
DUBLIN	WMLT	1340	250	Dublin Broadcasting Co. Box 604 871	MBS	George T. Morris Al Robinson Al Robinson	Betty Page Al Robinson J. B. Benonis	Lang-Worth Standard AP
GAINESVILLE	WGGA	1240	250	Blue Ridge Broadcasting Co. Box 654 1600	MBS KBS	Charles A. Smithgall H. Russ Holt E. F. MacLeod C. M. Callicott Cole Lang-Worth UP
GRIFFIN	WKEU	1450	250	Radio Station WKEU Griffin	KBS	Sears & Ayer SESAC
LAGRANGE	WLAG	1240	250	LaGrange Broadcasting Co. 303 Broome St. 1700	MBS KBS	Roy C. Swank Edwin Mullinax Edwin Mullinax	John Boggees Herb Wells James McKay	Clark World UP
MACON	WBML	1240	250	Middle Georgia Broadcasting Co. First National Bank Bldg. 2728	ABC	E. D. Black Chas. W. Pittman Walter Graham	Mary Hester Richardson Harold Beatty Shaeffer Goodrich	McGillvra Standard UP
MACON	WMAZ	940	5,000	Southeastern Broadcasting Co. Bankers Insurance Bldg. 3131	CBS	George P. Rankin Wilton E. Cobb Frank Crowther	George P. Rankin	Katz Lang-Worth World AP, INS
MACON	WNEX	1400	250	Macon Broadcasting Co. Bibb Bldg. 8211	MBS	E. M. Lowe Al Lowe Carl Williams Clarence Landress	Burn-Smith Thesaurus AP
MARIETTA (Construction permit)	1230	250	Chattahoochee Broadcasters 75 Marietta St., Atlanta, Ga.	{Fred E. Wilson Channing Cope
MILLEDGEVILLE	WMVG (Construction permit)	1450	250	Jere N. Moore E. Hancock St.	Jere N. Moore Jere N. Moore	AP
MOULTRIE	WMGA	1400	250	John F. Pidcock Box 310 999	KBS	John F. Pidcock James M. Wilder James M. Wilder	Mrs. D. E. Stringfellow James M. Wilder	Clark Standard World UP
ROME	WRGA	1490	250	Rome Broadcasting Corp. National City Bank Bldg. 6589	MBS	John W. Quarles Happy Quarles Pinkie Talley	George Eubanks Pinkie Talley Doe Williams Happy UP
SAVANNAH	WSAV	1340	250	WSAV Inc. Liberty National Bank Bldg. 5600	NBC	Harben Daniel Harben Daniel N. W. Brandon	Clarence M. Garnes Haskell Thesmar Meredith E. Thompson	Hollingbery AP
SAVANNAH	WTOC	1290	5,000	Savannah Broadcasting Co. 516 Abercorn St. 2-0127	CBS	Wm. T. Knight Jr. Wm. T. Knight Jr. {Benj. B. Williams Wm. B. Smart	Ben H. Quick Wm. B. Smart Claude M. Gray	Katz Lang-Worth Standard World UP
THOMASVILLE	WPAX	1240	250	H. Wimpy 117 Remington Ave. 909	H. Wimpy H. Wimpy Al Feinberg	J. W. Mitchell Al Feinberg J. W. Poole Cole UP
TOCCOA	WRLC	1450	250	R. G. LeTourneau Prather Bridge Rd. LeTourneau 1751	MBS KBS	R. G. LeTourneau Virgle E. Craig Virgle E. Craig	Fred Hayes Ernest Church	Clark World UP
VALDOSTA	WGOV	1450	250	E. D. Rivers East Park Ave. 1420	MBS	E. D. Rivers Mrs. E. D. Rivers W. R. Link	Jas. Marion Harman W. P. Callahan	Holman World UP
WAYCROSS	WAYX	1230	250	Jack Williams 620 Plant Ave. 965	MBS KBS	Jack Williams John J. Tobola John J. Tobola	R. C. Tuten R. C. Tuten John J. Tobola	Holman Cole World UP
WEST POINT	WRLD	1490	250	Valley Broadcasting Co. General Tyler Hotel Bldg. 173	ABC KBS	L. J. Duncan Alden Haight Perry Elliott	Kathryn Smith Perry Elliott Dige Bishop World AP

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 Hotel Boise 660	NBC	Mrs. C. G. Phillips Walter E. Wagstaff E. Boyd Braithwaite	Hubert Warner John A. Casstevens James A. Johntz Jr.	Blair Standard World AP, UP
BURLEY (Construction permit)	1400	250	Jessica Longston Burley	Jessica Longston
COEUR d'ALENE	1430	1,000	Coeur d'Alene Bestg. Co. Coeur d'Alene	Coeur d'Alene Bestg. Co.
IDAHO FALLS	KID	1350	5,000-LS 500-N	Idaho Radio Corp. Park Ave. & C St. 4	MBS KBS	David Smith Lennox Murdoch Leonard Wasden	Gene Ackerley C. N. Layne	McGillvra World UP
LEWISTON	KRLC	1400	250	H. E. Studebaker Lewis-Clark Hotel 1950	MBS Don Lee	H. E. Studebaker Donald A. Thomas Dave Peterson Virginia Taylor Gene Wilson	Wilson Keating Cole Lang-Worth World AP, UP
NAMPA	KFXD	1230	250	Frank E. Hurt & Son 1024 12th Ave. S. 1200	MBS	Frank E. Hurt Doyle H. Cain Edward Hurt Lang-Worth Thesaurus AP, UP

the combination to Georgia

WGST
5000W* 920 Kc
●
ATLANTA

WMAZ
5000W 940 Kc
●
MACON

WTOG
5000W 1290 Kc
●
SAVANNAH

only a combination of stations can cover Georgia's Three Major Markets

NO SINGLE STATION, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.

But the GEORGIA MAJOR MARKET TRIO, consisting of the three CBS stations in these three markets does the job

at one low cost

**all CBS—
available at
combination
rates**

the GEORGIA MAJOR MARKET TRIO
Represented by THE KATZ AGENCY, Inc.

BROADCASTING • Telecasting

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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, 1946)

IDAHO—(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
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. Leeney Henry H. Fletcher	Griffith Walker Cole Standard UP
TWIN FALLS	KTFI	1270	1,000	Radio Broadcasting Corp. 241 Main Ave. W. 2400	NBC	O. P. Soule F. M. Gardner F. M. Gardner	Lenore Otto F. M. Gardner	Weed Cole Lang-Worth Standard UP
TWIN FALLS		1450	250	Radio Sales Corp. Twin Falls		Radio Sales Corp.		
TWIN FALLS		1490	250	Southern Idaho Bestg. & Telev. Corp. Twin Falls				
WALLACE	KWAL	1450	250	Silver Broadcasting Co. Inc. Tabor Bldg. 380	MBS KBS Don Lee	Dr. J. R. Binyon Robert G. Binyon Robert G. Binyon	W. Mondell Spencer Robert G. Binyon Howard Olsen	Griffith SESAC World UP

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 Mdag. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
AURORA	WMRO	1280	250-D	Martin R. O'Brien 34 S. River St. 4215	KBS Mississippi	Martin R. O'Brien Martin R. O'Brien Vincent G. Coffey	Jeanne M. Doran Vincent G. Coffey Phillip Olson	Standard AP
BLOOMINGTON	WJBC	1230	250	Radio Station WJBC 209 E. Washington 2-6350	ABC Mississippi	Radio Station WJBC A. M. McGregor Hugh L. Gately	Ted Fairburn James Hamm	Sears & Ayer Lang-Worth World UP
CAIRO	WKRO	1490	250	Oscar C. Hirsch 324 Broadway, Cape Girardeau, Mo. Cairo 1490		Oscar C. Hirsch Merrill C. Currier Oscar C. Hirsch	Oscar C. Hirsch Ralph L. Hirsch	Pearson UP
CARTHAGE	WCAZ	1080	250-D	Superior Bestg. Service Inc. Marine Trust Co. Bldg. 520	Mississippi	Bob Compton John Palmer John Palmer	Antionette Palmer	Clark UP
CHAMPAIGN	WDWS	1400	250	Champaign News Gazette Inc. 48 Main St. 6-1855	CBS KBS Mississippi	Mrs. Roy MacNicol F. R. Mills	Katherine Schevrick Jack Baum	Adv. Time Sales World UP
CHICAGO 30	WAAF	950	1,000-D	Drovers Journal Publishing Co. Inc. Palmer House Randolph 1932		Ward A. Neff Bradley R. Eidmann Bradley R. Eidmann	Cynthia Coyle Eleanore Stechbart Carl W. Ulrich	Hollingsbery Standard UP
CHICAGO 1	WAIT	820 L-LS, Dallas	5,000	Radio Station WAIT 360 N. Michigan Ave. Franklin 0660		Gene T. Dyer Gene T. Dyer Joe Rudolph	Earl Withrow Edward Jacker	Wilson Assoc. Prog. SESAC World UP, TP
CHICAGO 11	WBBM	780	50,000	Columbia Broadcasting System Inc. 410 N. Michigan Ave. Whitehall 6000	CBS	CBS—H. Leslie Atlas J. L. Van Volkenburg E. H. Shomo	Walter Preston Tom Rooney James Beloungy	Radio Sales Assoc. Prog. World AP, UP, INS
CHICAGO 11	WCFL	1000	10,000	Chicago Federation of Labor 666 Lakeshore Drive Superior 5300		Chicago Fed. of Labor Maurice Lynch Melvin B. Wolens	Roy Franklyn Melvin B. Wolens Richard Pappin	Katz World UP
CHICAGO 14	WCRW	1240 SH-WEDC, WSBC	100	Clinton R. White 2756 Pine Grove Ave. Diversey 4440		Clinton R. White J. A. White		Cox & Tanz
CHICAGO 23	WEDC	1240 SH-WCRW, WSBC	250	Emil Denmark Inc. 3860 Ogden Ave. Crawford 2436		Emil Denmark Frank J. Kotnour Frank J. Kotnour	Bill Mack Bill Mack Chester Lewicki	UP
CHICAGO 54	WENR	890 ST-WLS	50,000	American Broadcasting Co. Inc. Merchandise Mart Delaware 1900	ABC	American Broadcasting Co. Roy McLaughlin	Gene Rouse William W. Wilson Jr. E. C. Horstman	Spot Sales Standard AP, UP, INS
CHICAGO 12	WGES	1390	5,000	Radio Station WGES 2708 W. Washington Blvd. Sacramento 1700		Partnership John A. Dyer E. M. Hinzman	Herbert Rudolph Katherine P. Freda	Airspot Sales World UP
CHICAGO 11	WGN	720	50,000	WGN Inc. 441 N. Michigan Ave. Superior 0100	MBS	Robert R. McCormick Frank P. Schreiber Paul C. Brines William A. McGuineas Norman Boggs	Buckingham W. Gunn William Meyers G. William Lang Carl Meyers	Assoc. Prog. Standard World AP, UP, Reuters
CHICAGO 1	WIND	560	5,000	Johnson Kennedy Radio Corp. 230 N. Michigan Ave. State 4176	ABS	Ralph L. Atlas Ralph L. Atlas John T. Carey	Orville Foster Ellery Plotts	Pearson Standard Thesaurus World AP, UP, INS

SELL AMERICA'S SECOND LARGEST MARKET

TOPS IN



MUSIC



NEWS



SPORTS

**W
A
A
F**

950 KILOCYCLES - - THE
RIGHT SPOT ON THE DIAL

WAAF
C H I C A G O

THE METROPOLITAN STATION
ATOP THE PALMER HOUSE

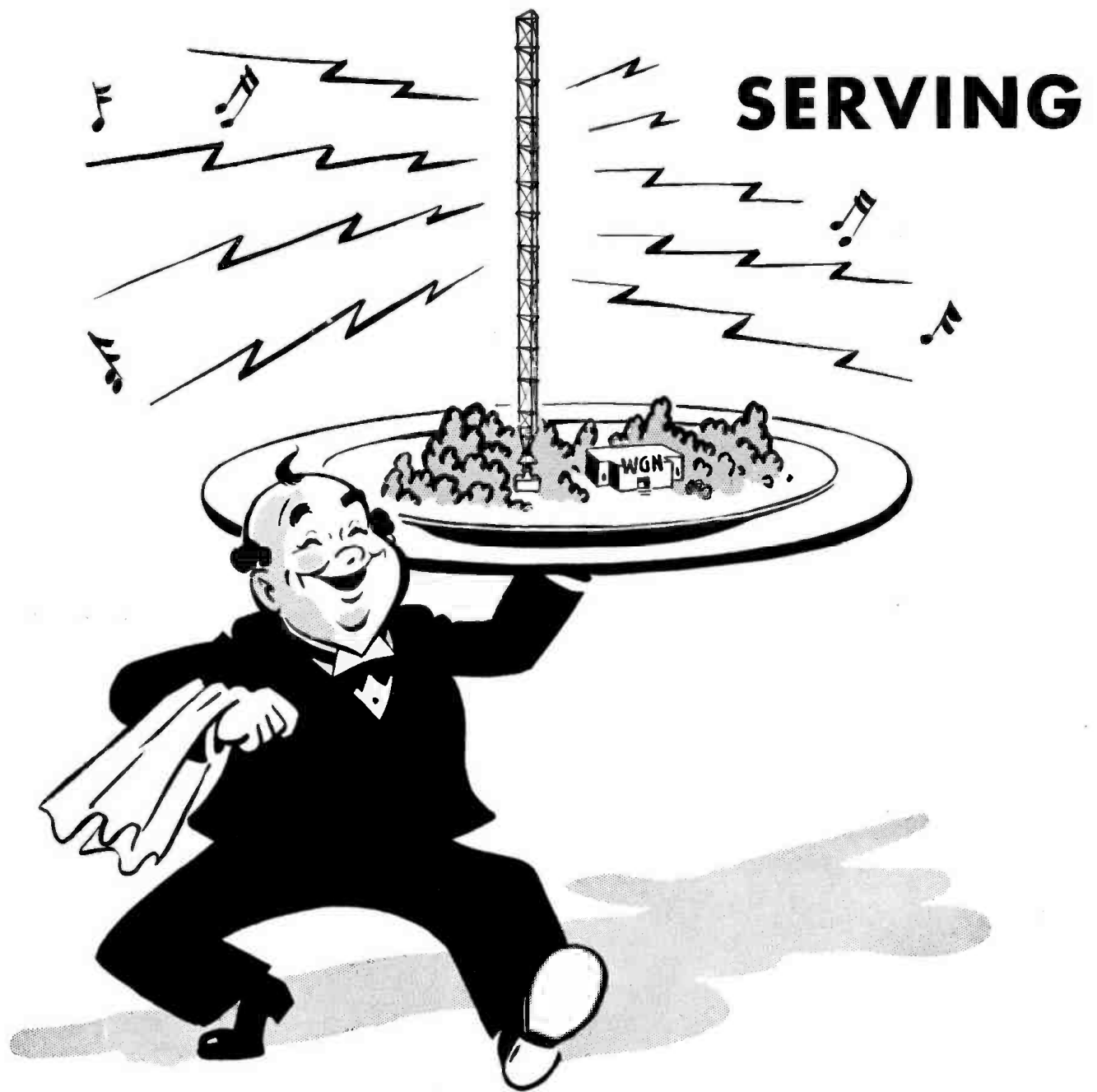
REPRESENTED NATIONALLY BY

GEORGE P. HOLLINGBERRY COMPANY

NEW YORK • CHICAGO • ATLANTA • LOS ANGELES • SAN FRANCISCO

BROADCASTING • Telecasting

1946 Yearbook Number • Page 95



Since 1924 middlewestern listeners have looked to WGN for radio leadership. And WGN has kept faith with the nation's second richest market by serving a well-balanced, easily-digested radio fare.

Responsible radio reporting . . . expert programming . . . production facilities and know-how . . . and an engineering staff second to none . . . have all been important factors in building and maintaining WGN's enviable position in the field.

And with over 20 years of successful operation behind it, WGN stands fully prepared to keep pace with the phenomenal progress of this medium.

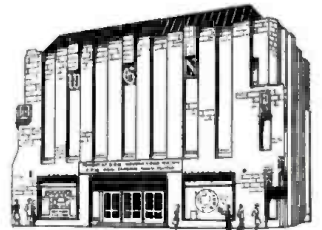
THE MIDDLE WEST



*A Clear Channel Station
Serving the Middle West*

WGN

**CHICAGO 11
ILLINOIS**
50,000 Watts
72
ON YOUR DIAL



MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.

West Coast: Edward S. Townsend Co., Russ Building, San Francisco, Cal.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1946)

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 Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
CHICAGO 1	WJJD	1160 L-KSL	20,000	WJJD Inc. 230 N. Michigan Ave. State 5466	ABS	Marshall Field Arthur F. Harre Frederick G. Harm	Randy Blake Robert W. Ward Walter F. Myers	Avery Cole World AP, UP
CHICAGO 7	WLS	890 ST-WENR	50,000	Agricultural Broadcasting Co. 1230 W. Washington Blvd. Monroe 9700	ABC	Prairie Farmer Pub. Co. Glenn Snyder C. M. Freeman	Harold A. Safford Don E. Finlayson Tom L. Rowe	Blair Standard AP, UP, TP
CHICAGO 54	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 Herbuveaux Emmons Carison Howard C. Lutgens	NBC Spot Standard Thesaurus AP, UP, INS
CHICAGO 10	*WMBI	1110 L-KFAB, WBT	5,000	Moody Bible Institute of Chicago 153 Institute Pl. Michigan 1570	Moody Bible Institute Henry C. Crowell	Wendell P. Loveless Russell T. Hitt A. P. Frye	Thesaurus AP
CHICAGO 12	WSBC	1240 SH-WCRW, WEDC	250	Radio Station WSBC 2400 W. Madison St. Monroe 9060	Partnership Robert O. Miller Julius Miller	Robert O. Miller	Forjoe MacGregor SESAC UP
CICERO 50	WHFC	1450	250	WHFC Inc. 6138 W. Cermak Road 4305	R. W. Hoffman Miss M. E. Clifford R. W. Hoffman Elmer P. Hayes	Lang-Worth UP
DANVILLE	WDAN	1490	250	Northwestern Publishing Co. Hotel Wolford 1700	CBS Mississippi	E. C. Hewes Robert J. Burow Robert J. Burow	Honore E. Ronan Robert J. Burow T. G. Magin	McKinney World UP
DECATUR 70	WSOY	1340	250	Commodore Broadcasting Inc. 351 N. Main St. 5871	CBS	Fredrick W. Schaub Edward E. Lindsay Charles F. Bruce	Buren C. Robbins Mary E. Hayes Paul A. Wnorowski	Weed Standard World AP
E. ST. LOUIS	WTMV	1490	250	Mississippi Valley Bcastg. Co. Broadview Hotel Bridge 3424	ABS	Myles Johns Michael Henry Frank J. Prendergast	Agnes Mites Tom Riggs Erle White	Regional Radio Sears & Ayer World UP
GALESBURG	WGIL	1400	250	Galesburg Broadcasting Co. Hill Arcade Bldg. Main 4626	MBS	L. A. Pritchard Harvey C. Day	Nan Kraehling Harvey C. Day	Sears & Ayer SESAC Standard UP
HARRISBURG 1	WEBQ	1240	250	Harrisburg Broadcasting Co. 100 E. Poplar St. 25	KBS Mississippi	Harrisburg Bcastg. Co. Ingils M. Taylor Ingils M. Taylor	Wanda Ruth Owen Eddie Wise Joseph R. Tate UP
HERRIN	WJPF	1340	250	Orville W. Lyerla Box 179 382	KBS Mississippi	Orville W. Lyerla Charles R. Cook Charles R. Cook	Charles R. Cook Charles R. Cook Marion F. Sawyer	World UP
JACKSONVILLE	WLDS	1180	250-D	Stephenson, Edge & Kormsmeier Fox-Illinois Theater Bldg. 1180	KBS Mississippi	E. J. Kormsmeier E. J. Kormsmeier	La Fern Coultas C. J. Casens	Standard UP
JOLIET	WJOL	1340	250	Joliet Broadcasting Co. 601 Walnut St. 4761	KBS Mississippi	Calvin Wilson Robert L. Bowles Robert L. Bowles	Marcia Mitchell Lester DeCosta	World UP
PEKIN (Construction permit)	1140	250-D	Pekin Broadcasting Co. Pekin	Pekin Broadcasting Co.
PEORIA 2	WMBD	1470	5,000-LS 1,000-N	Peoria Broadcasting Co. Alliance Life Bldg. 7133	CBS	Edgar L. Bill Edgar L. Bill Joe Raber	Berkons Watson Vernon A. Nolte Ted A. Giles	Free & Peters Thesaurus World AP, UP
QUINCY	WTAD	930	1,000	Lee Broadcasting Inc. W. C. U. Building 6200	CBS	Lee P. Loomis Walter J. Rothschild Walter J. Rothschild	C. Arthur Fifer Jean Verheyen Urlin F. Whitman	Katz Standard AP, UP
ROCK ISLAND	WHBF	1270	5,000	Rock Island Broadcasting Co. Safety Bldg. 918	John W. Potter Leslie C. Johnson Maurice Corken	Forest W. Cooke Ted Arnold Robert J. Sinnett	Wilson Standard Thesaurus AP, UP
ROCKFORD	WROK	1440	1,000-LS 500-N	Rockford Broadcasters Inc. News Tower Main 5632	ABC	A. G. Simms William R. Koessler John J. Dixon	Maurice P. Owens William R. Traum W. A. Smith (FM & Tv.) Maurice H. Nelson (AM)	Headley-Reed World UP
SPRINGFIELD	WCBS	1450	250	WCBS Inc. 523 E. Capitol Ave. 9855	ABC	H. L. Dewing C. W. Need F. A. Harbauer C. W. Need H. L. Dewing	Sears & Ayer AP
SPRINGFIELD	WTAX	1240	100	WTAX Inc. Reisch Bldg. 2-4441	CBS Mississippi	Jay A. Johnson Jay A. Johnson	Gladys M. McGrew Eli C. Swaringen	Weed Thesaurus UP
TUSCOLA	WDZ	1050	1,000-D	WDZ Broadcasting Co. McNeill Bldg. 431	Edgar L. Bill Charles C. Caley R. L. Stufflebam Bob Livingston	Don Boudreau Ted Giles	Wilson Standard World UP
URBANA	*WILL	580	5,000-D	University of Illinois 1010 S. Wright St. 7-2616	A. C. Willard Jos. F. Wright	Frank E. Schooley A. James Ebel	Thesaurus AP

20,000
WATTS
OF
SELLING
POWER



A MARSHALL FIELD STATION REPRESENTED NATIONALLY BY LEWIS H. AVERY

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1946)

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 Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ANDERSON	WHBU	1240	250	Anderson Broadcasting Corp. Citizens Bank Bldg. 7791	ABC KBS	C. Bruce McConnell Robert E. Bausman John R. Atkinson Robert E. Bausman	Erma R. Allen John R. Atkinson Loyal F. Podhaski	Weed Standard UP
ELKHART	WTRC	1340	250	Truth Publishing Co. Inc. Hotel Elkhart 948	NBC KBS Mississippi	C. D. Greenleaf R. R. Baker	Margaret Lantz B. B. Baker L. W. Zellmer	Burn-Smith Standard World UP
EVANSVILLE 8	WEOA	1400	250	Evansville on the Air Inc. 519 Vine St. 2-1171	CBS	Clarence Leich Clarence Leich Clarence Leich	Pat Roper Clarence Leich Erwin Schoeny	Weed Standard World UP
EVANSVILLE 8	WGBF	1280	5.000-LS 1.000-N	Evansville on the Air Inc. 519 Vine St. 2-1171	NBC	Clarence Leich Clarence Leich Clarence Leich	Pat Roper Clarence Leich Fay Gehres	Weed Standard World UP
FORT WAYNE 2	WGL	1450	250	Farnsworth Television & Radio Corp. 201 W. Jefferson St. Eastbrook 3366	NBC	Farnsworth Tv. & Rad. Corp. Frank V. Webb William Aldrich	James Westover Norman C. Widenhofer Howard Beck	Headley-Reed Standard Thesaurus World UP
FORT WAYNE 2	WOWU	1190	10.000	Westinghouse Radio Stations Inc. 925 S. Harrison St. Anthony 2136	ABC	Westinghouse—W. C. Evans Paul E. Mills H. D. Longworth	Carl Vandagriff Paul E. Mills Bruce H. Ratts	NBC Spot World UP
HAMMOND	WJOB	1230	250	Radio Station WJOB 449 State St. 10,000		O. E. Richardson O. E. Richardson Maj. R. C. Adair	L. B. Weller Stanley Gunning-Davis Stanley Strasburg	McGillvra Assoc. Prog. UP
INDIANAPOLIS 4	WFBM	1260	5.000	WFBM Inc. 48 Monument Circle Lincoln 8506	CBS	H. M. Bitner Frank O. Sharp William F. Kiley Jr.	Jeane Bitner Edward Schneider Harold S. Hollard	Katz Assoc. Prog. AP, INS
INDIANAPOLIS 6	WIBC	1070	5.000	Indiana Broadcasting Corp. Indianapolis News Bldg. Lincoln 2305	MBS	C. Walter McCarty George C. Biggar J. J. Flanigan	Ed Mason W. A. Spencer Samuel R. White Harry Adams	Blair Assoc. Prog. Lang-Worth AP, UP
INDIANAPOLIS 6	WIRE	1430	5.000	Indianapolis Broadcasting Inc. Claypool Hotel Riley 1541	NBC Mississippi	Eugene C. Pulliam Rex Schepp Rex Schepp	William T. Dean Gene Alden	Pearson Thesaurus World AP, UP
INDIANAPOLIS 4	WISH	1310	5.000-LS 1.000-N	Capital Broadcasting Corp. Board of Trade Bldg. Market 6345	ABC	C. Bruce McConnell C. Bruce McConnell Robert E. Bausman Robert E. Bausman	Reid Chapman Lyman G. Hunter Stokes Gresham Jr.	Free & Peters Standard AP, Reuters
KOKOMO	WKMO	1400	250	Kokomo Broadcasting Corp. College Bldg. 5171	CBS KBS	Dr. R. Spencer Taylor John Carl Jeffrey John Carl Jeffrey	Ward Charles Glenn John Carl Jeffrey George Palmer	Wilson UP
LAFAYETTE 1	WASK	1450	250	WFAM Inc. Wallace Bldg. 4300	MBS Mississippi	O. E. Richardson Joe Spring Joe Spring	Bayne A. Spring Joe Spring Harry C. Garba	McGillvra World UP
LAFAYETTE	*WBAA	920	5.000-LS 1.000-N	Purdue University Hall of Music 92-2128		Purdue University John W. Ditamore	James S. Miles Ralph Townsley	Standard Thesaurus AP
MUNCIE	WLBC	1340	250	Donald A. Burton Box 271 4403	CBS KBS	Donald A. Burton Donald A. Burton W. F. Craig	June Johnson M. M. Crain	Holman Walker Standard AP
RICHMOND	WKBV	1490	250	Central Broadcasting Corp. 25 S. Ninth St. 1156	MBS	J. Robert Quigg G. F. Albright Wayne Cayton	Marie Robbins Roland Nusbaum Louis Duning	Rambeau Standard World UP
SOUTH BEND 4	WHOT	1490	250	South Bend Broadcasting Corp. St. Joseph & Monroe Sta. 3-4155	ABC	C. Bruce McConnell Robert E. Bausman W. P. Heffernan Robert E. Bausman	Harold Cook C. W. Hines Jack Willson	Weed Standard World AP
SOUTH BEND 25	WSBT	960	1.000	South Bend Tribune 225 W. Colfax Ave. 3-6161	CBS	F. A. Miller Franklin D. Schurz Robert H. Swintz	Mark Boyden Neal B. Welch Herbert G. Cole	Raymer Assoc. Prog. Lang-Worth Standard UP
TERRE HAUTE	WBOW	1230	250	Banks of the Wabash Inc. 303 S. Sixth St. Crawford 5034	NBC	Alvin Eades George M. Jackson George M. Jackson	Leo Baxter Aline Arnold Donald Aldrich	Weed Standard World AP, UP
VINCENNES	WAOV	1450	250	Vincennes Newspapers Inc. 320 Busserson St. 787	MBS Mississippi	Eugene C. Pulliam Victor H. Lund Richard B. Harris	Edward Raasch Richard B. Harris Eugene E. Alden	Pearson Lang-Worth UP

DEAR TO THE HEART OF HOOSIERLAND

THE 500 MILE RACE

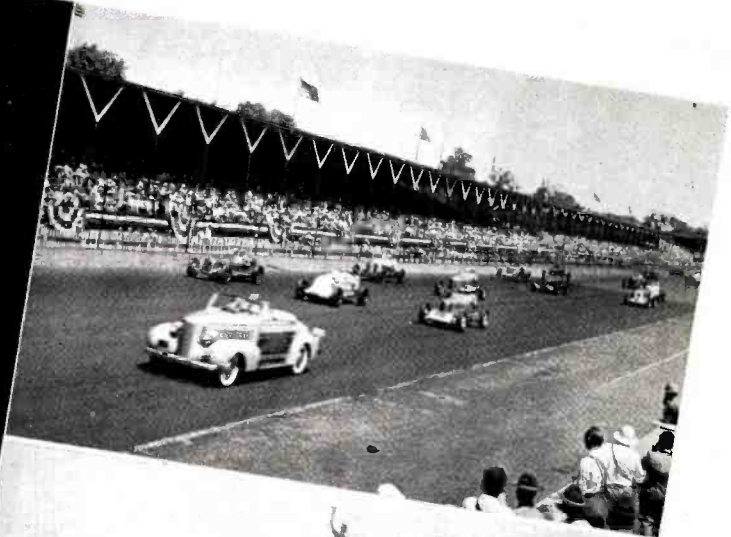
In 1946, Memorial Day means the gasoline mounts again resume the internationally famous chase around the 2½ mile brick oval—now Hoosier owned.

SOLDIERS' AND SAILORS' MONUMENT

The hub of Indiana—built of Hoosier limestone—and beloved by Hoosiers and Indianapolis visitors the world over.

WFBM — INDIANA'S *First* RADIO STATION

Happily married to the rich central Indiana market since October, 1924. An old and trusted friend to more than 400,000 radio set owners in its PRIMARY coverage area. Consistent programming—merchandising—promotion—assures results as dependable and as solid as Indiana landmarks.



WFBM



COLUMBIA
BROADCASTING
SYSTEM

REPRESENTED NATIONALLY BY THE KATZ AGENCY

BROADCASTING • Telecasting

1946 Yearbook Number • Page 101

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1946)

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 Mdad. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
AMES	*WOI	640	5,000-D	Iowa State College of A. & M. Ames 2500	Iowa State College of A. & M. W. I. Griffith	Richard B. Hull Edward Wegener L. L. Lewis	World AP
BOONE	*KFGQ	1260	250-D	Boone Biblical College Boone	Boone College
BURLINGTON	KBUR	1490	250	Burlington Broadcasting Co. National Bank Bldg. 680	ABC Tall Corn	Dan T. Riley Gerard B. McDermott George B. J. Adkisson	Lucile Weinrich Gerard B. McDermott John Gallino	Rambeau Cole World UP
CEDAR RAPIDS	WMT	600	5,000	American Bcstg. Stations Inc. Paramount Theatre Bldg., Cedar Rapids Russell Lamson Hotel, Waterloo Cedar Rapids: 6127 Waterloo: 3618	CBS Mid-States	Helen Mark Wm. B. Dolph Wm. B. Quarton Donald D. Sullivan	Douglas B. Grant Leo F. Cole George P. Hixenbaugh	Katz Lang-Worth Standard AP, UP
CLINTON	KROS	1340	250	Clinton Broadcasting Corp. Jacobsen Bldg. 448	MBS Mississippi Tall Corn	W. S. Jacobsen Morgan Sexton Walter Telch	Lucille De Leers Gilbert Andrew	Rambeau Standard UP
DAVENPORT	WOC	1420	5,000	Tri-City Broadcasting Co. 1002 Brady St. 3-3661	ABC Cornbelt	B. J. Palmer Bury Lottridge L. O. Fitzgibbon	Marshall Dane Jane S. Boom Paul Arvidson	Free & Peters Lang-Worth World AP, UP
DECORAH	*KWLC	1240	250	Luther College 600 Leiv Erickson Drive 690	O. J. H. Preus Richard Bergstrom	Richard Bergstrom Oliver Eittrium
DES MOINES 4	KRNT	1350	5,000	Cowles Broadcasting Co. Register & Tribune Bldg. 3-2111	ABC Mid-States	Gardner Cowles Jr Phil Hoffman Bob Dillon	Charles D. Miller Bob Dillon Don Burrichter Charles Quentin	Katz Assoc. Prog. Lang-Worth Standard AP, UP
DES MOINES 9	KSO	1460	5,000	Kingsley H. Murphy 800 Old Colony Bldg. 3-0571	CBS	Kingsley H. Murphy George J. Higgins George J. Higgins	Edmund J. Linehan Nancy M. Halsor F. E. Bartlett	Headley-Reed World AP, UP
DES MOINES 7	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 Paul A. Loyet	Free & Peters Lang-Worth Thesaurus AP, UP, INS
DUBUQUE	KDTH	1370	1,000	Telegraph-Herald 8th & Bluff St. 1603	MBS Mississippi Tall Corn	F. W. Woodward Kenneth S. Gordon Gordon K. Downey	Arnie Stierman Gordon K. Downey Charles Cain	Rambeau Standard AP
DUBUQUE	WKBB	1490	250	Dubuque Broadcasting Co. Hotel Julien 572	ABC	James D. Carpenter James D. Carpenter Harry Hatzembuehler	Jeanne Wiedner Len T. Carlson	Wilson World UP
FORT DODGE	KVFD	1400	250	Northwest Broadcasting Co. 912 First Ave. S. Walnut 3761	MBS KBS Mississippi Tall Corn	Edward Breen Edward Breen Edward Breen	Drexel Peterson Kenneth Peterson Dave Sinclair	Burn-Smith Rambeau UP
IOWA CITY	*WSUI	910	5,000	State University of Iowa Iowa City 2111	State University of Iowa Carl H. Menser	Armon Bonney S. J. Ebert AP
MARSHALLTOWN	KFJB	1230	250	Marshall Electric Co. 1603 W. Main St. 3361	MBS Mississippi Tall Corn	Kenneth Durham Warren J. Binkley Theodore M. Silva	Charles T. Webb LaVerne Koenig James A. Dickens	Rambeau SESAC UP
MASON CITY	KGLO	1300	5,000	Lee Radio Inc. 12 Second St. N. E. 2800	CBS	Lee Radio Inc. F. C. Eighmey Herbert R. Ohrt	Merritt Milligan Roger Sawyer	Weed Standard AP, UP
OTTUMWA	KBIZ	1240	250	KBIZ Inc. 117 E. Main St. 5600	MBS Mississippi	James J. Conroy James J. Conroy	Gene Milner Dorothy J. Lindley Jonathan C. Haley	Rambeau World UP
SHENANDOAH	KFNF	920 ST-KUSD	1,000-LS 500-N	KFNF Inc. 407 N. Sycamore St. 1	Tall Corn	KFNF Inc. T. F. Stubbs T. F. Stubbs	T. F. Stubbs T. F. Stubbs Robert N. Barkman Standard World AP
SHENANDOAH	KMA	960	5,000	May Broadcasting Co. Lowell & Elm Sts. 192	ABC Cornbelt	Earl E. May Owen Saddler Howard O. Peterson	Terry L. Moes H. B. Lingo R. J. Schroeder	Free & Peters SESAC AP, UP
SIOUX CITY 16	KSCJ	1360	5,000	Perkins Bros. Co. 415 Douglas St. 5-7993	CBS	William R. Perkins Eugene T. Flaherty Eugene T. Flaherty Jean Harraday Alvin H. Smith	Hollingbery MacGregor World AP
SIOUX CITY	KTRI	1450	250	Sioux City Bcstg. Co. Commerce Bldg. 8-0165	MBS Mississippi Tall Corn	Dietrich Dirks Dietrich Dirks Dietrich Dirks	Al Triggs Willard Easterly	Rambeau Assoc. Prog. UP
SPENCER	KICD	1240	250	Iowa Great Lakes Bcstg. Co. Box 631 45	MBS Mississippi Tall Corn	Ben B. Sanders Ben B. Sanders George Schoosow	John A. Howe George Schoosow Burney B. Jones	Rambeau Lang-Worth Standard AP
WATERLOO	KXEL	1540	50,000	Josh Higgins Broadcasting Co. Insurance Bldg. 3371	ABC	Joe DuMond Joe DuMond A. J. DuMond	Emlyn Owen Elizabeth M. Gahre Don Kassner	Blair Standard AP
WATERLOO	WMT	600	5,000	(See Cedar Rapids, Ia.)

Timebuyers select **WHO** because..

1. LARGEST PRIMARY COVERAGE

WHO is the only 1-A Clear Channel station in Iowa. With 50,000 watts, this gives you larger daytime and/or night time primary coverage than any other sta-

tion in Iowa. Daytime listening area includes nearly all of Iowa, southern Minnesota, northern Missouri and western Illinois with population of 3½ million.

2. MORE CONSUMER INFLUENCE

As shown for 8 consecutive years by the authoritative Iowa Radio Audience Survey,* *more Iowa people "listen most" to WHO than to all other stations com-*

bined. In 1945, figures were 55.4% to WHO vs. 28.6% to all other Iowa stations during daytime . . . 58.5% to WHO vs. 20.5% to all other Iowa stations after 6 p.m.

3. BEST PROGRAM SERVICE

WHO is the only NBC station in Iowa—has 20 of the 30 most popular network and local programs in the State. WHO has invested the necessary time, effort and money to give Iowa listeners a far better

earful of radio value than any other radio station—with much the largest staff of talent, producers, announcers, writers, music arrangers and News Personnel in the state.

4. MORE DEALER INFLUENCE

According to polls conducted by the Iowa Retail Grocers & Meat Dealers Assn. and Iowa Pharmaceutical Assn., radio is considered the best state-wide advertising medium to help sell goods in Iowa—

—by 68.3% of Iowa grocers, vs. 30.5% for newspapers

—by 87.4% of Iowa druggists, vs. 7.8% for newspapers

WHO is considered most effective radio station in the state—

—by 74.1% of Iowa grocers vs. 25.9% for all other stations

—by 61.9% of Iowa druggists vs. 38.1% for all other stations

5. HIGHEST RATINGS

WHO has the greatest "share of audience" in Des Moines during daytime hours, 8:00 a.m. to 6:00 p.m., Monday thru Friday, and evenings 6:00 p.m. to 10:00 p.m., Sunday thru Saturday.

"Share of Audience" ratings in "outside zone"—8

Iowa cities located 30 to 115 miles from Des Moines—during winter, 1944, are:

8:00 a.m. to 6:00 p.m., Monday thru Friday—60.0%
6:00 p.m. to 10:00 p.m., Sunday thru Saturday—66.9%

6. NO OTHER STATION IN U.S. IS LIKE WHO!

You need WHO for adequate coverage of Iowa regardless of what network (except NBC) or local programs you may be using. WHO is one of the "lowest cost-per-listener" buys in the nation, dominating one of the largest sales territories. There's no other station like it. Ask us or Free & Peters for further facts and availabilities.

*If you do not have a copy of the 1945 Iowa Radio Audience Survey, WHO would be glad to send you one free. It is widely considered the most valuable radio audience handbook ever compiled—a *must* for advertisers in Iowa.

WHO for Iowa Plus!

DES MOINES 50,000 WATTS

B. J. PALMER, Pres. J. O. MALAND, Mgr.

FREE & PETERS, INC., National Representatives

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1946)

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 Transc. Library News Service
ATCHISON	KVAK	1460	250	S. H. Patterson 622½ Commercial St., Atchison Robidoux Hotel, St. Joseph, Mo. Atchison 1420 St. Joseph 4-0958	MBS KBS Mississippi	S. H. Patterson Jerry Akers David G. Roberts	David G. Roberts Thomas Vance Jr.	AP
COFFEYVILLE	KGGF	690	1,000-LS 500-N	Hugh J. Powell Journal Bldg. 147	ABC Mississippi	Hugh J. Powell Bert H. Powell E. B. Spoonamore	Ozzie Osborne Anna Marie McGrath J. Sarto Jaminet	Weed Thesaurus World AF
DODGE CITY	KGNO	1370	1,000-LS 250-N	Dodge City Broadcasting Co. 706 Second Ave. 1100	KBS	J. C. Denious N. C. Petersen N. C. Petersen	Herschel Holland Ralph Hickman	Hagg World AF
EMPORIA	KTSW	1400	250	Emporia Broadcasting Co. Inc. 613 Merchant St. 153	MBS KBS Kansas Mississippi	J. Nelson Rupard	Miriam Porter Burton Harrison Paul H. Daniels	World AP
GARDEN CITY	KIUL	1240	250	Radio Station KIUL 509½ N. Main St. 666	MBS KBS Kansas	F. D. Conard Al B. Pyatt Al B. Pyatt	Marjorie E. McElroy Marjorie E. McElroy Robert Snyder	Cox & Tanz Cole McGregor SESAC UP
GREAT BEND	KVGB	1400	250	KVGB Inc. 2103 Forest Ave. 1080	MBS Kansas Mississippi	R. C. Russell Clem Morgan	Ray Beale Leo Legleiter	Pearson Lang-Worth UP
HUTCHINSON	KWBW	1450	250	Nation's Center Broadcasting Co. 101 E. Ave. A 5202	NBC	William Wyse Stanley Marsh William Wyse Vern Minor	Raymond Loveless Vern Minor Millard Clary	Lang-Worth Standard AP, UP
KANSAS CITY	KCKN	1340	250	(See Kansas City, Mo.)				
LAWRENCE	*KF KU ST-WREN	1250	5,000-LS 1,000-N	University of Kansas Lawrence	U. of Kansas		
LAWRENCE	WREN	1250 ST-KFKU	5,000-LS 1,000-N	WREN Broadcasting Co. Inc. WREN Bldg. 110	ABC	R. C. Jackman Verl Bratton Verl Bratton	Arden Booth John P. Bondeson Carl Bliesser	Hollingbery Thesaurus UP
MANHATTAN	*KSAC ST-WIBW	580	1,000-LS 500-N	Kansas State College Manhattan 3395	Milton S. Eisenhower Dean H. Umberger	L. L. Longsdorf Bernard P. Holbert	
PITTSBURG	KOAM	810 CP-860	1,000-D CP-5,000-U	Pittsburg Bestg. Co. Inc. Box 603 2165	NBC	E. V. Baxter R. E. Wade	Leo Stafford	Pearson World INS
SALINA	KSAL	1150	1,000	KSAL Inc. Journal Bldg. 100	MBS Kansas	R. J. Laubengayer Ray V. Jensen	N. E. Vance Jr.	Pearson SESAC Standard Thesaurus AP
TOPEKA	WIBW	580	5,000	Topeka Broadcasting Assn. Inc. 1035 Topeka Blvd. 3-2377	CBS	H. S. Blake Ben Ludy Ben Ludy	Maude Shreffler K. G. Marquardt	Biddick Capper Lang-Worth Standard AP, UP
WICHITA 2	KANS	1240	250	KANS Broadcasting Co. Wichita 4-2387	NBC	Herb Hollister Jack Todd Jack Todd	Vic Rugh Robert Crottinger	Headley-Reed Standard Thesaurus AP, UP
WICHITA 1	KFBI	1070	5,000-LS 1,000-N	Farmers & Bankers Bcastg. Corp. First & Market Sts. 2-1447	ABC Kansas	H. K. Lindsley Robert K. Lindsley D. W. McCoy	C. Theodore Johnson D. W. McCoy K. W. Pyle	Hollingbery Cole World UP, INS
WICHITA 2	KFH	1330	5,000	Radio Station KFH York Rite Bldg. 2-4491	CBS	M. M. Murdock Plez S. Clark Clark A. Luther	Vernon Reed Clark A. Luther Amos Dadisman	Petry Lang-Worth AP, UP

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 Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ASHLAND	WCMI	1340	250	Ashland Broadcasting Co. Box 949 3010	CBS	Gilmore N. Nunn Joseph B. Matthews Charles C. Warren	Lots Segraves Robert Bell Clarence Weaver	Pearson Standard UP
BOWLING GREEN	WLBJ	1340	250	Bowling Green Bcastg. Corp. Fairview & Lehman Aves. 1340	MBS KBS	Ken Given Ken Given McElroy Moss	Joe Hamilton Helen Given Wallace V. Rockefeller	Burn-Smith Lang-Worth UP
FRANKFORT	WFKY (Construction permit)	1490	250	Frankfort Broadcasting Co. 317 Ann St. 421	J. Sneed Yager Clarence H. Fleming Clarence H. Fleming	Marshall L. Peace Marshall L. Peace	AP
GLASGOW	WKAY (Construction Permit)	1490	250	Glasgow Broadcasting Co. 213 S. Green St.			

Faithfully Serving American Agriculture



FOR 20 YEARS WIBW has planned its every activity for the advancement and benefit of midwest agriculture. We were founded as a farm station. We've grown as a farm station. This growth has been due to our constant study of the newest methods, tests, and experiments so that we could immediately adapt our programs to the rapid changes in modern agriculture.

PROGRAMMED FOR FARMERS

WIBW's entertainment is simple, direct, and "homey". It's what listeners have told us they want in state-wide, door-to-door surveys. Every announcer and entertainer is a personality . . . known to our listeners by his first name . . . invited to their homes as they visit fairs and make personal appearances throughout the state. WIBW speaks to the farmer . . . neighbor to neighbor . . . in his own language.

AND SMALL TOWN LISTENERS



whose interests are also agricultural because their living comes from the sale of goods and services to farmers in their trading area.



All the local interest of a weekly newspaper as WIBW's Farm Service Director makes wire recording of interview with distant dairy farmer for later broadcast.

ALL THROUGH THIS RICH MIDWEST FARM SECTION

Within this half-million volt line, live some of America's most prosperous farm families. They're large, active families whose purchases of food, clothing, and equipment run into millions of dollars each year. And you'll find that WIBW played a major part in creating the demand for these huge "brand name" purchases.



Right now, we're going to follow our own established practice of radio salesmanship. We never tell our audience about a product or service without asking them to buy. Because we wholeheartedly believe that WIBW is the most outstanding sales medium in this area, we're asking YOU to try it . . . and be convinced.

WIBW

IN TOPEKA

"The Voice of Kansas"

BEN LUDY

COLUMBIA'S OUTLET FOR KANSAS

WIBW, Topeka

General Manager

KCKN, Kansas City

REPRESENTED BY CAPPER PUBLICATIONS, INC.

NEW YORK, CHICAGO, KANSAS CITY, SAN FRANCISCO

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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KENTUCKY—(Continued)

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HARLAN	WHLN	1230	250	Blanfox Radio Co. Inc. S. Main St. 625	MBS KBS	R. B. Helms J. Francke Fox R. B. Helms Eddie Whitehart	Stuart Odell R. B. Helms J. Francke Fox	Burn-Smith UP
HENDERSON	WSON	860	500-D	Henderson Broadcasting Co. Inc. Box 418 3923	MBS KBS	Pierce E. Lackey Hecht S. Lackey Hecht S. Lackey	Martha Jane Reed Hecht S. Lackey B. A. Smith	Sears & Ayer Wood Assoc. Prog. Thesaurus AP, UP
HOPKINSVILLE	WHOP	1230	250	Hopkinsville Broadcasting Co. Inc. Garnett Bldg. 1025	CBS KBS	Pierce E. Lackey F. Ernest Lackey F. E. Lackey	Betsy Scarlett Miller Welch T. E. Brewer	Sears & Ayer Wood Cole World AP, UP
LEXINGTON 9	WLAP	1450	250	American Broadcasting Corp. Radio Bldg. 1721	ABC	Gilmore N. Nunn Miller Welch Miller Welch	Doris Holtzclaw Miller Welch Sanford Heit	Pearson Standard UP
LOUISVILLE 2	WAVE	970	5,000	WAVE Inc. 334 E. Broadway Wabash 6543	NBC	George W. Norton Jr. Nathan Lord James F. Cox	George Patterson Bunch Sanders Wilbur E. Hudson	Free & Peters Lang-Worth Thesaurus AP, INS
LOUISVILLE 2	WGRC	1400	250	Northside Broadcasting Corp. Kentucky Home Life Bldg. Wabash 8871	MBS	J. Porter Smith Charles L. Harris J. Porter Smith	Ward V. Hatcher H. R. Hunter Perry W. Eaten	Burn-Smith Lang-Worth Standard AP, UP
LOUISVILLE 2	WHAS	840	50,000	Courier-Journal & Louisville Times 300 W. Liberty St. Wabash 2211	CBS	Barry Bingham Mark Ethridge W. Lee Coulson Joe Eaton	Richard E. Fischer J. M. Wynn Orrin W. Towner	Petry Assoc. Prog. SESAC Standard World AP, UP
LOUISVILLE 1	WINN	1240	250	Kentucky Broadcasting Corp. Tyler Hotel Wabash 5148	ABC	Nelle M. Kendrick Harry McTigue G. F. Bauer	Stan Corley G. F. Bauer E. G. Rinn	Broadcast Sales MacGregor Standard AP
OWENSBORO	WOMI	1490	250	Owensboro Broadcasting Co. Inc. Owensboro 420	MBS KBS	Lawrence W. Hager Hugh O. Potter Malcolm Greep	Cliffordean Potter Hugh O. Potter Lealie B. Goodaker	Burn-Smith Lang-Worth AP
PADUCAH	WPAD	1450	250	Paducah Broadcasting Co. Inc. Taylor Bldg. 4100	CBS KBS	Pierce E. Lackey Pierce E. Lackey W. Prewitt Lackey	Evelyn Carroll Gene Peak U. C. Morris	Sears & Ayer Wood MacGregor World AP, 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 4	KALB	580	1,000	Alexandria Broadcasting Co. Inc. 505 Johnston St. 3335	ABC	Walter H. Allen E. R. Cappellini E. R. Cappellini	Janet Baker Immler Jesse Sexton	Weed Standard World AP, INS
BATON ROUGE 1	WJBO	1150	5,000	Baton Rouge Broadcasting Co. Inc. 444 Florida St. 5271	ABC	Charles P. Manship H. V. Anderson J. Roy Debadie T. E. Gibbens	Ralph H. Sims T. E. Gibbens Donald K. Allan	Hollingbery Standard World AP, UP
BATON ROUGE	1400	250	Air Waves, Inc. Baton Rouge	Harry B. Nelson Woodrow W. Hattie
		(Construction Permit)						
LAFAYETTE	KVOL	1340	250	Evangeline Broadcasting Co. 519 S. Buchanan St. 336	NBC	Morgan Murphy George H. Thomas B. Hillman Bailey Jr.	Frank Lee Frank Lee B. Hillman Bailey Jr.	MacGregor World AP, UP
LAKE CHARLES	KPLC	1490	250	Calcasieu Broadcasting Co. Majestic Hotel 2713	NBC Louisiana	T. B. Lanford David Wilson Jerry Bozeman	Jerry Bozeman Jerry Bozeman Earl C. Moses	World AP
MONROE	KMLB	1230 CP-1440	250 CP-1,000	Liner's Broadcasting Station Inc. Jackson & Harrison Sta. 4321	ABC La. State	J. C. Liner J. C. Liner Jr. J. C. Liner Jr.	Mrs. Otta B. Green J. C. Liner Jr. O. L. Morgan	Gene Grant Cole Lang-Worth Standard UP
MONROE	KNOE	1450 CP-1230	250	James A. Noe Box 1713 912	NBC	James A. Noe Guy Corley James E. Gordon	Elaine C. Haas Elaine C. Haas Howard E. Griffith	McGillvra Thesaurus AP
NEW IBERIA	1240	250	New Iberia Bcastg. Co. New Iberia	New Iberia Bcastg. Co.
		(Construction permit)						
NEW ORLEANS 12	WDSU	1280	5,000	Stephens Broadcasting Co. Hotel Monteleone Raymond 7135	ABC La. State	E. A. Stephens Fred Weber H. G. Wall Fred Weber Charles Price	Stanley Holiday Jeanne Spoonmoor Charles Whitney	Blair Lang-Worth AP, UP
NEW ORLEANS 16	WJBW	1230	250	C. C. Carlson Audubon Bldg. Magnolia 3488	C. C. Carlson P. K. Ewing P. K. Ewing	Louise Farmer P. K. Ewing V. W. Bradbury	Rambeau AP



**YEARNING
TO TAKE
A WHACK
AT
WHICK (Ky.)?**

Control that impulse, sir! Like many another Kentucky town, Whick has a funny name and not much else. Besides, the power necessary to reach it costs extra dough. But on the other hand, here's WAVE's Louisville Trading Area, with more prosperous people, more industry, more *business* than all the rest of the State *combined*. Unless you're selling sunbonnets and kerosene lamps, WAVE is probably what you're *really* looking for! How about hauling off and letting us have it?

**LOUISVILLE'S
WAVE**

5000 Watts

970 K. C.

N. B. C.

FREE & PETERS, INC.



NATIONAL REPRESENTATIVES

BROADCASTING • Telecasting

1946 Yearbook Number • Page 107

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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LOUISIANA—(Continued)

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NEW ORLEANS 12..	WNOE	1450	250	James A. Noe St. Charles Hotel Raymond 0423	MBS	James A. Noe James E. Gordon James E. Gordon	Beverly C. Brown James E. Gordon A. J. Bourgeois	McGillvra Standard AP
NEW ORLEANS 16..	WSMB	1350	5,000	WSMB Inc. 901 Canal St. Magnolia 5921	NBC So. Central	E. V. Richards H. Wheelahan T. J. Fontelieu	Harry Arthur T. J. Fontelieu H. G. Nebe	Petry Lang-Worth Thesaurus AP
NEW ORLEANS 12..	WWL	870	50,000	Loyola University Roosevelt Hotel Raymond 2194	CBS	Loyola University Rev. Thomas J. Shields, S.J. W. H. Summerville Louis Read	Ed Hoerner Tom Holbrook J. D. Bloom	Katz Standard World AP, UP
SHREVEPORT 90....	KTBS	1480	1,000	Radio Station KTBS Box 1121 3-3673	NBC	John C. McCormack John C. McCormack Lealie H. Peard Jr.	Judith Lawton Claude De Beaux C. H. Maddox	Petry Lang-Worth Thesaurus AP, UP
SHREVEPORT "R"...	KRMD	1340	250	Radio Station KRMD Box 1712 6171	R. M. Dean T. B. Lanford
SHREVEPORT 92....	KWKH	1130	50,000	International Broadcasting Corp. Commercial Bldg. 2-8711	CBS So. Central	John D. Ewing Fred Ohl J. A. Oswald	Ralph Matthews James T. Briggs W. E. Antony	Branham Standard AP, UP

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 Mdg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
AUGUSTA.....	WRDO	1400	250	WRDO Inc. 175 Water St. 2285	NBC New England Yankee	Adeline B. Rines Quenton K. Crandall Walter Weightman	Dan Kelly Harold Dinamore	Weed Bannan Foster World UP
BANGOR.....	WABI	910	1,000 CP-5,000	Community Broadcasting Service 57 State St. 6446	CBS	F. B. Simpson F. B. Simpson Guy A. Corey	Harold W. Dorr Guy A. Corey Walter L. Dickson	Foster Young AMP AP
BANGOR.....	WLBZ	620	5,000	Maine Broadcasting Co. Inc. 100 Main St. 6023	NBC New England Yankee	William H. Rines Edward E. Guernsey	Norman Lambert John Wibby	Weed Bannan Thesaurus UP
LEWISTON.....	WCOU	1240	250	Twin City Broadcasting Co. 223 Lisbon St. 3140	MBS Yankee	Faust Couture Oscar J. Normand Oscar J. Normand	Norman G. Gallant Oscar J. Normand John T. Duty	Forjoe SESAC Standard UP
PORTLAND 3.....	WCSH	970	5,000	Congress Square Hotel Co. 157 High St. 3-9667	NBC New England Yankee	Adeline B. Rines William H. Rines Albert W. Smith	Arthur Owens Linwood T. Pitman G. Fred Crandon	Bannan Weed Thesaurus AP, UP
PORTLAND 3.....	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 Roger W. Hodgkins	Foster Raymer Standard UP
PORTLAND.....	WPOR	1450	250	Centennial Broadcasting Co. Inc. Portland	ABC Murray Carpenter Roger Perry AP
PRESQUE ISLE.....	WAGM	1450-SH	250	Aroostook Broadcasting Corp. 180 State St. 8821	KBS	Harry E. Umphrey Harold D. Glidden	Ted Coffin Lester E. Hughes	Foster World UP
WATERVILLE.....	1490 (Construction permit)	250	Kennebec Bcstg. Co. Waterville	Kennebec Bcstg. Co.

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 Mdg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BALTIMORE 3.....	WBAL	1090	50,000	Hearst Radio Inc. Lexington Bldg. Lexington 4900	NBC	Hearst—Chas. McCabe Harold C. Burke Harold C. Burke Jack Tappin Richard Duncan	Petry Standard World AP, UP, INS
BALTIMORE 17.....	WCAO	600	5,000	Monumental Radio Co. 811 W. Lanvale St. Madison 7220	CBS	Lewis M. Milbourne L. Waters Milbourne L. Waters Milbourne L. Waters Milbourne	Gordon A. Scheihing L. Waters Milbourne Martin L. Jones	Raymer Lang-Worth AP, INS
BALTIMORE 13.....	WCBM	1400	250	Baltimore Broadcasting Corp. North & Hartford Aves. University 8400	MBS	John Elmer George H. Roeder John Elmer	Charles A. Roeder Phyllis E. Wolfe G. Porter Houston	Free & Peters Lang-Worth UP, INS
BALTIMORE 2.....	WFBR	1300	5,000	Baltimore Radio Show Inc. 10 E. North Ave. Mulberry 1300	ABC	Hope H. Barroll Jr. Hope H. Barroll Jr. Andrew H. Hilgartner William S. Pirie Jr.	Bert Hanauer William R. Dothard William Q. Ranft	Blair World AP, UP
BALTIMORE 3.....	WITH	1230	250	Maryland Broadcasting Co. 7 E. Lexington St. Lexington 7808	ABS	Thomas G. Tinsley II Robert C. Embry R. C. Embry	Raymond Baker James Duff	Headley-Reed Assoc. Prog. Lang-Worth Standard AP, TP

THE
50,000
WATT
POWER

IN
SHREVEPORT
AND THE

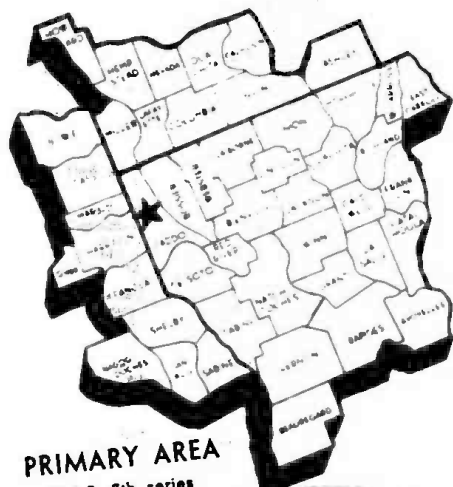
ARK.
LA.
TEX.

HERE'S HOW

SHREVEPORT, LOUISIANA
STACKS UP!

*among the 12 cities of
115,000 to 125,000 population*

12TH IN
POPULATION



PRIMARY AREA

C.B.S. 7th series
survey of listen-
ing areas.



REPRESENTED BY BRANHAM CO.

- 1st in Drug Sales
- 2nd in Bank Deposits
- 4th in Buying Income
- 4th in Lumber Sales
- 4th in Per Capita Buying Income

KWKH

CBS ★ 50,000 WATTS
The Shreveport Times Station
SHREVEPORT, LOUISIANA

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MARYLAND—(Continued)

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CUMBERLAND	WTBO	1450	250	Associated Broadcasting Corp. 31 Frederick St. 299	NBC	Aurelia S. Becker Aurelia S. Becker Aurelia S. Becker	Aurelia S. Becker David W. Jefferies	World AP, UP
FREDERICK	WFMD	930	500	Monocacy Broadcasting Co. Winchester Hall 1626	CBS	Laurence Leonard William E. Hardy William E. Hardy	Millard H. Klunk William E. Hardy Julius Thiel	Lang-Worth AP
HAGERSTOWN	WJEJ	1240	250	Hagerstown Broadcasting Co. Franklin Court 2323	MBS Maryland	Arthur L. Blessing Grover C. Crilley Hal Seville	Bernice J. Crilley Frank Bowers George McIntyre	Assoc. Prog. Lang-Worth AP
SALISBURY	WBOC	1230	250	Peninsula Broadcasting Co. Radio Park 2480	MBS	John W. Downing Charles J. Truitt Charles J. Truitt	Gladys Stearns Charles J. Truitt Peter A. Alfonsi	World UP

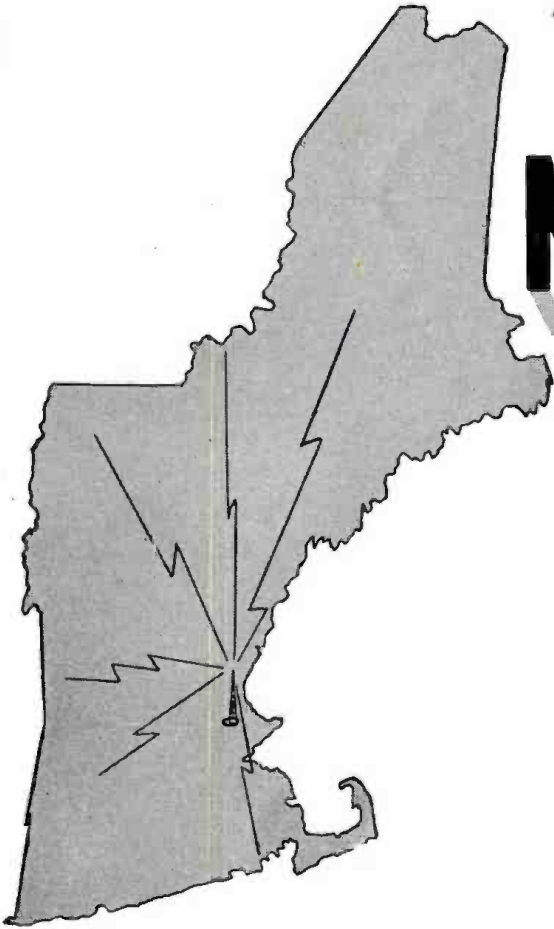
MASSACHUSETTS

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 Mdag. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BOSTON 16	WBZ	1030	50,000	Westinghouse Radio Stations Inc. 275 Tremont St. Hancock 4261	NBC New England	Westinghouse—W. C. Evans C. S. Young C. H. Masse	W. Gordon Swan Lynn Morrow W. H. Hauser	NBC Spot Standard Thesaurus AP, UP Katz Lang-Worth Standard AP, UP, INS
BOSTON 16	WCOP	1150	500	Massachusetts Broadcasting Corp. Copley Plaza Hotel Commonwealth 1717	ABC	Gardner Cowles Jr. A. N. Armstrong Jr. Norbert L. O'Brien	John D. Maloy Harry D. Goodwin Roland C. Hale	Lang-Worth Standard AP, UP, INS
BOSTON 12	WEEI	590	5,000	Columbia Broadcasting System Inc. 182 Tremont St. Hubbard 2323	CBS New England	CBS—H. E. Fellows H. E. Fellows K. F. Horton	K. F. Horton G. H. Cunningham W. J. Stiles	Radio Sales World AP, UP
BOSTON 16	WHDH	850	5,000	Matheson Radio Co. Inc. 62 Boylston St. Hancock 0900	R. G. Matheson John F. Manning Jr. William W. Warner	Elizabeth M. Manning R. G. Matheson	Young Assoc. Prog. Cole Lang-Worth World AP, UP
BOSTON 15	WMEX	1510	5,000	Northern Corp. 70 Brookline Ave. Commonwealth 3900	ABS	John E. Reilly, USNR Wm. S. Pote Wm. S. Pote	John Kiley A. J. Pote	Assoc. Prog. Lang-Worth SESAC World INS
BOSTON 15	WNAC	1260	5,000	Yankee Network Inc. 21 Brookline Ave. Commonwealth 0800	MBS Yankee	William O'Neil John Shepard 3d John Shepard 3d Linus Travers	George W. Steffy James S. Powers Irving B. Robinson	Petry Assoc. Prog. SESAC Standard AP, INS, Reuters
BOSTON 16	WORL	950	1,000-D	Broadcast Service Organization 216 Tremont St. Liberty 4540	Harold A. Lafount George Lasker George Lasker	Bob Perry George Lasker John W. Parker	Forjoe AP, UP
FALL RIVER	WSAR	1480	1,000	Fall River Broadcasting Co. Inc. Academy Bldg. 7-9477	MBS Yankee	Melvin Lahr Melvin Lahr John Harrington	Angus A. Bailey John Crowley John Favas	Foster Headley-Reed Lang-Worth Standard World AP
FITCHBURG	WEIM	1340	250	Radio Station WEIM 717 Main St. 1600	MBS Yankee	Radio Station WEIM Earle Clement Mort Silverman	Earle Clement Mort Silverman Ted Kalin	Lang-Worth AP
GREENFIELD	WHAI	1240	250	John W. Haigis 354 Main St. 4301	MBS Yankee	John W. Haigis Horace W. Nichols Horace W. Nichols	H. Frederick Grebe Horace W. Nichols Leland F. Wheeler	Bannan Burn-Smith Foster World AP
HOLYOKE	WHYN	1400	250	Hampden-Hampshire Corp. 180 High St. 8238	MBS Yankee	William Dwight Patrick J. Montague Patrick J. Montague	Thomas R. Humphrey Jay J. Heitin Thomas R. Humphrey	Bannan Assoc. Prog. World UP
LAWRENCE	WLAW	680	5,000	Hildreth & Rogers Co. 278 Essex St. 4107	ABC	Irving E. Rogers Irving E. Rogers David M. Kimel	James T. Mahoney George A. Hinckley	Weed Standard World UP
LOWELL	WLLH	1400	250	Merrimac Broadcasting Co. Inc. 39 Kearney Square 8715	MBS Yankee	A. S. Moffat Robert F. Donahue Haskell Bloomberg	Robert F. Donahue Ralph Newton	Petry Assoc. Prog. AP
NEW BEDFORD	WNBH	1340	250	Bristol Broadcasting Co. Inc. 588 Pleasant St. 8-5228	ABC	Basil Brewer Hugh R. Norman Theo. Healy	Evelyn Mello Theo. Healy Everett Parker	Forjoe Rambeau Thesaurus AP
PITTSFIELD	WBRK	1340	250	Monroe B. England 8 Bank Row 2-1553	MBS Yankee	Monroe B. England John Parsons John Parsons	William Geary William Geary Leonard Lavendol	Bannan Foster Walker Lang-Worth UP
SALEM	WESX	1230	250	North Shore Broadcasting Co. 126 Washington St. 5670	Charles W. Phelan A. V. Morgan C. W. Phelan	Irene Roberts Charles W. Phelan R. I. Hammond	Forjoe Assoc. Prog. World AP, INS

Serving

INDUSTRIAL

NEW ENGLAND



- BASIC STATION
American Broadcasting Co.
- 5000 WATTS
680 KC.
- Serving 1,902,591 Loyal Listeners
- Covering 181 Cities and Towns
- Studios in Lawrence and Lowell



WLAW

LAWRENCE, MASSACHUSETTS

Represented Nationally by WEED & COMPANY

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

N—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, 1946)

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 Tranac. Library News Service
SPRINGFIELD	WBZA	1030	1,000	Westinghouse Radio Stations Inc. 275 Tremont St., Boston 16 Hancock 4261	NBC New England	Westinghouse—W. C. Evans C. S. Young C. H. Masse	W. Gordon Swan Lynn Morrow W. H. Hauser	NBC Spot Standard Thesaurus AP, UP
SPRINGFIELD 3	WMAS	1450	250	WMAS Inc. 1757 Main St. 7-1414	CBS	A. S. Moffat Warren M. Greenwood Warren M. Greenwood	Ben C. Sweet Earle G. Hewinson	Foster Petry Assoc. Prog. UP
SPRINGFIELD 5	WSPR	1270	1,000-LS 500-N	WSPR Inc. 63 Chestnut St. 6-2757	ABC	Quincy A. Brackett Quincy A. Brackett Milton W. Stoughton	Wayne Henry Latham Howard S. Kesef Lawrence A. Reilly	Bannan Hollingbery Lang-Worth AP
WEST YARMOUTH	WOCB	1240	250	Bristol Broadcasting Co. Inc. South Sea Ave. Hyannis 502	ABC KBS	Basil Brewer Hugh R. Norman Donald L. Sellers Marion Crowell	Donald L. Sellers Donald L. Sellers Everett Parker	Rambeau
WORCESTER 8	WAAB	1440	5,000	Yankee Network Inc. 34 Mechanic St. 2-5611	MBS Yankee	William O'Neil John Shepard 3d William Koster William Koster	Philip Brooks James Powers Joseph Grahn	Petry Assoc. Prog. SESAC Standard AP
WORCESTER 2	WORC	1310	1,000	Alfred Frank Kleindienst 65 Elm St. 5-3101	ABC	Alfred F. Kleindienst Mildred P. Stanton		Weed Lang-Worth INS
WORCESTER 1	WTAG	580	5,000	Worcester Telegram Pub. Co. Inc. 18 Franklin St. 5-4321	CBS	George F. Booth Edward E. Hill Herbert L. Krueger	A. J. Brisette Philip R. Jassen Elliot A. Browning	Bannan Raymer Assoc. Prog. World AP, Reuters

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 Tranac. Library News Service
ANN ARBOR	WPAG	1050	250-D	Washtenaw Broadcasting Co. Inc. Hutzel Bldg. 2-5517		Arthur E. Greene Edward F. Baughn Howard V. Walters	Charles Wilton Stephen J. Filipiak George D. Stearns	Broadcast Sales Standard World AP
BATTLE CREEK	WELL	1400	250	Federated Publications Inc. Michigan National Bank Bldg. 5655	ABC Michigan Mississippi Wolverine	Federated Publications Inc. Dan E. Jayne E. P. Mills Jr.	Frank Jayne Forrest F. Owen Earl J. Stone	Burn-Smith World
BAY CITY	WBCM	1440	1,000-LS 500-N	Bay Broadcasting Co. Inc. Wenonah Hotel 7551	ABC Michigan	Harley D. Peet H. A. Giesel H. A. Giesel	Ralph H. Carpenter Ralph H. Carpenter	Hollingbery Thesaurus World UP
CADILLAC	WATT	1240	250	Midwestern Broadcasting Co. Box 219 1270	MBS Wolverine KBS	Les Biederman Dick Wolgast Dick Wolgast	Dick Wolgast John Cundiff Les Biederman	Holman SESAC
CALUMET	WHDF	1400	250	Upper Michigan Broadcasting Co. Community Bldg. Houghton 1	MBS KBS Mississippi Wolverine	John W. Rice Albert W. Payne Albert W. Payne	Earl Norden John W. Rice George L. Burgan	Sears & Ayer World
DETROIT 26	CKLW (Windsor, Ont.)	800	5,000	Western Ontario Bestg. Co. Ltd. Union Guardian Bldg. Cadillac 7200	CBC MBS	Malsom G. Campbell W. J. Carter J. E. Campeau Richard E. Jones	John Gordon Barbara MacFarland W. J. Carter	Stovin Young Thesaurus World INS, PN, BUP
DETROIT 2	WJBK	1490	250	James F. Hopkins Inc. 6559 Hamilton Ave. Trinity 2-2000	ABS	R. A. Connell James F. Hopkins James F. Hopkins George Millar	Sybil Krieghoff N. W. Hopkins Paul Frincke	Forjoe Holman Standard Thesaurus World AP
DETROIT 26	WJLB	1400	250	Booth Radio Stations Inc. Eaton Tower Cadillac 7600		John L. Booth Hugh M. Gray Eric V. Hay	Doug Wright Edward H. Clark	Burn-Smith Standard AP
DETROIT 2	WJR	760	50,000	WJR, The Goodwill Station Fisher Bldg. Madison 4440	CBS	G. A. Richards Leo J. Fitzpatrick Charles G. Burke	Franklin C. Mitchell Mark Haas M. R. Mitchell Andrew Friedenthal	Petry Lang-Worth Standard Thesaurus World AP, UP, INS
DETROIT 31	WWJ	950	5,000	Evening News Assn. 630 W. Lafayette Blvd. Randolph 2000	NBC	W. E. Scripps Harry Bannister Harry W. Betteridge	Don DeGroot Jake Albert Herbert F. Tank	Hollingbery Standard AP, UP, Reuters
DETROIT 26	WXYZ	1270	5,000	King-Trendle Broadcasting Corp. Stroh Bldg. Cherry 8321	ABC Michigan	George W. Trendle H. Allen Campbell J. G. Riddell	Dick Osgood H. S. Christian Charles F. Kocher	Raymer Lang-Worth Standard UP, INS

15 BILLION DOLLARS

Earmarked for Automobiles!

DETROIT FIRMS BUILD

96% OF ALL

PASSENGER CARS MADE!

The hundreds of thousands of well paying jobs which the production of 15 million new cars creates is but one of the factors that make Detroit America's number one market for the sales manager. Virtual insurance of good jobs for a long time to come, backed by more than **THREE AND ONE-HALF BILLION DOLLARS** in bank savings and War Bonds! That makes a market indeed!

Still more, the building industry is just getting started on the greatest construction program in the city's history. In addition to tremendous industrial construction, authorities have estimated that Detroit will need 30,000 new homes each year for ten years! Think what that will mean for furniture, appliances, heating equipment, radios, rugs, carpeting — for all sorts of goods for the home!

In this great market WWJ has been the preferred radio station for more than twenty-five years!

WWJ

America's Pioneer Broadcasting Station—First in Detroit
Owned and Operated by The Detroit News

950 KILOCYCLES—5000 WATTS

THE GEORGE P. HOLLINGBERY COMPANY
National Representatives



A BUYING POWER BACKLOG OF MORE THAN \$6,500 FOR EVERY DETROIT FAMILY

According to the Federal Reserve Bank of Chicago report, savings deposits in Detroit banks totalled \$765,000,000 on September 30, 1945. And a report from the Detroit office of the U. S. Treasury Department stated that the purchases of War Bonds through August 31, in Wayne County (which is largely Detroit) totalled \$2,797,000,000. This makes a tidy sum of \$3,562,000,000 in ready money — an average of more than \$6,500 for every family in Wayne County!

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MICHIGAN—(Continued)

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EAST LANSING.....	*WKAR	870	5,000-D	Michigan State College East Lansing 8-1511	Michigan State College Robert J. Coleman	Robert J. Coleman Norris E. Grover	Standard AP
ESCANABA.....	WDBC	1490	250	Delta Broadcasting Co. First & Ludington Sts. 787	MBS KBS Mississippi Wolverine	Gordon H. Brozek Gordon H. Brozek Gordon H. Brozek	Willard J. Clark	UP
FLINT 3.....	WFDF	910	1,000	Flint Broadcasting Co. Mott Foundation Bldg. 2-8257	ABC Michigan	Howard M. Loeb Howard M. Loeb F. S. Loeb	Adrian R. Cooper Howard M. Loeb Frank D. Fallain	Burn-Smith Lang-Worth Standard Thesaurus AP
GRAND RAPIDS 2...	WJEF	1230	250	Fetzer Broadcasting Co. Pantlind Hotel 6-9512	CBS	Fetzer Broadcasting Co. Edward H. Bronson John W. O'Harrow	Willis Dunbar Martin Glatimo Carl E. Lee	Avery Assoc. Prog. Standard AP
GRAND RAPIDS 2...	WLAV	1340	250	Leonard A. Versaluis 6 Fountain St. N. E. 6-5461	ABC Michigan Mississippi Wolverine	Leonard A. Versaluis Hy M. Steed Hy M. Steed	Elizabeth Shuter George Funkey	McGillvra Standard UP
GRAND RAPIDS 2...	WOOD	1300	5,000	King-Trendle Bestg. Corp. National Bank Bldg. 9-4211	NBC	George W. Trendle Stanley W. Barnett Stanley W. Barnett	Sandy Meek Paul F. Eichhorn Lenore Little Fred W. Russell	Raymer Lang-Worth SESAC World UP
IRONWOOD.....	WJMS	1450	250	Upper Michigan Bestg. Co. Inc. 124 E. McLeod Ave. 20	MBS KBS Mississippi Wolverine	William L. Johnson J. W. Huss J. W. Huss	Laura Johnson J. W. Huss Arne Dahlbacka	World UP
JACKSON.....	WIBM	1450	250	WIBM Inc. Hotel Hayes 6121	ABC Michigan Mississippi Wolverine	Herman Radner Roy Radner William A. Cizek	Derwood Carn C. W. Wirtanen	Forjoe Holman AP
KALAMAZOO 99...	WKZO	590	5,000	Fetzer Broadcasting Co. Burdick Hotel 3-1223	CBS	John E. Fetzer John E. Fetzer John W. O'Harrow	Willis F. Dunbar Leonard Colby Carl E. Lee	Avery Standard World AP
LANSING 16.....	WJIM	1240	250	WJIM Inc. Bank of Lansing Bldg. 2-1333	ABC Michigan	Harold F. Gross Harold F. Gross Fred W. Wagenvoord	Robert F. Innes Irene A. Ginther M. H. Wirth	Broadcast Sales Lang-Worth Standard UP
LAPEER.....	*WMPC	1230-SH	250	The Liberty Street Gospel Church Lapeer	Gospel Church
LUDINGTON.....	WKLA	1450	250	Ludington Broadcasting Co. Stearns Bldg. 842	MBS KBS Michigan Mississippi Wolverine	Grant F. Ashbacker Karl L. Ashbacker K. L. Ashbacker	Peter A. Mars Peter A. Mars N. Hale Blakely	Burn-Smith McGillvra SESAC UP
MARQUETTE.....	WDMJ	1340	250	Lake Superior Broadcasting Co. 146 W. Washington St. 616	MBS KBS Mississippi Wolverine	Gordon H. Brozek Gordon H. Brozek	No. Central World UP
MUSKEGON.....	WKBZ	1490	250	Ashbacker Radio Corp. 432 Apple Ave. 26-051	ABC, MBS Michigan Mississippi Wolverine	Grant F. Ashbacker Leonard A. Anderson Grant F. Ashbacker	Loran A. Haney Bill Bennett George Krivitzky	Burn-Smith McGillvra Assoc. Prog. SESAC UP
PONTIAC.....	WCAR	1130	1,000-D	Pontiac Broadcasting Co. Riker Bldg. 7141	H. Y. Levinson H. Y. Levinson H. Y. Levinson	William J. Lofback Wayne N. Cook	Pearson Standard AP, INS
PORT HURON.....	WHLS	1450	250	Port Huron Broadcasting Co. 932 Military St. 2-3151	MBS KBS Mississippi Wolverine	Harmon L. Stevens Herman L. Stevens Harmon L. Stevens Robert L. Mackin	Harmon L. Stevens Leslie Conant	Gene Grant Lang-Worth Standard 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 F. Steadley	Gene Grant INS
SAGINAW 1.....	WSAM	1400	250	Saginaw Broadcasting Co. Eddy Bldg. 2-5109	NBC	Milton L. Greenebaum Milton L. Greenebaum Robert W. Phillips	Theodore W. Austin Robert W. Phillips Harold McCullen	Headley-Reed Standard World INS
SAULT STE. MARIE.	WSOO	1230	250-LS 100-N	Hiawathaland Broadcasting Co. 107 W. Portage Ave. 3000	ABC Michigan Mississippi	Stanley R. Pratt Stanley R. Pratt R. Y. Burnett	Vera Hotton R. Y. Burnett Eugene T. Kaari SESAC Standard AP
TRAVERSE CITY....	WTCM	1400	250	Midwestern Broadcasting Co. Anderson Bldg. 1150	MBS KBS Mississippi Wolverine	Les Biederman R. E. Detwiler R. E. Detwiler	Don Mullen R. E. Detwiler Les Biederman	Holman Lang-Worth AP

YOU MAY BE ABLE TO SURF-CAST 623 FEET*—



BUT—YOU CAN'T BEAT WKZO-WJEF FOR BROADCASTING IN WESTERN MICHIGAN!

For many, many years, most time buyers have accepted WKZO as the top station for greater Western Michigan. The only exception they ever made was for Grand Rapids and Kent County. But now the WKZO-WJEF combination has more than taken the "except" out of the exception!

Let's take net circulation figures. The CBS standard for listening areas is the toughest of all. Most stations keep strictly mum on the subject. Not us, however! For WJEF, Columbia gives 48,493 radio

homes—for WKZO, 111,022. The total is 159,515. *But the CBS mail formula gives 248,090!*

In Grand Rapids, WJEF carries more than 50 categories of public service programs, for almost all the top-notch local-service organizations—carries most of the top CBS network shows—has the best frequency in Grand Rapids, delivering 25 microvolts throughout the entire city!

Enough said?—Or will you ask Lewis H. Avery, Inc. for more???

* 623 feet 10 inches: record held by August F. Livenois, San Francisco.



BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

LEWIS H. AVERY, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

BROADCASTING • Telecasting

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DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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MINNESOTA

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
ALBERT LEA.....	KATE	1450	250	Albert Lea-Austin Bcstg. Co. Inc. 332 S. Broadway 2338	ABC Dairyland Mississippi So. Minn.	E. L. Hayek E. L. Hayek E. L. Hayek	Robert Paulson Warner C. Tidemann Lawrence Lawson	Pearson SESAC UP
BRAINERD.....	KLIZ (Construction permit)	1400	250	Brainerd Broadcasting Co. 307 S. 8th St.	{E. Thomas O'Brien Mildren O'Brien Chalberg John Chaberg Mabel O'Brien Smith William Graham
DULUTH 2.....	KDAL	610	1,000	Red River Bcstg. Co. Inc. Bradley Building Melrose 2628	CBS	Dalton LeMasurier Dalton LeMasurier Odin S. Ramsland	Don Mathers Joseph C. Cook R. A. Dettman	Free & Peters Lang-Worth Standard AP
DULUTH 2.....	WEBC	1320	5,000	Head of the Lakes Bcstg. Co. 4th Ave. at Superior St. Melrose 2873	NBC Arrowhead Northwest	Morgan Murphy Walter C. Bridges H. H. Dunavan	Earl L. Henton Sylvia Covet William Lounsbury	Hollingbery Cole SESAC Thesaurus World UP
FERGUS FALLS.....	KGDE	1230	250-LS 100-N	Charles L. Jaren Fergus Falls 3986	MBS Mississippi	Charles L. Jaren C. L. Jaren C. L. Jaren	Corrine Prill C. L. Jaren Milo Henry	No. Central SESAC
HIBBING.....	WMFG	1240	250	Head of the Lakes Bcstg. Co. Androy Hotel 1150	NBC Arrowhead Northwest	Morgan Murphy Harry S. Hyett Harry S. Hyett	Ruth E. Coe William Lounsbury SESAC 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	Bob Gardner Jim Houts	Pearson Lang-Worth Thesaurus UP
MINNEAPOLIS- ST. PAUL.....	KSTP	1500	50,000	KSTP Inc. St. Paul Hotel, St. Paul 2 Radio City, Minneapolis 2 St. Paul: Cedar 5511 Minneapolis: Bridgeport 3222	NBC Northwest	Stanley E. Hubbard Stanley E. Hubbard Kenneth M. Hance Miller Robertson	Brooks Henderson Sam L. Levitan John N. Fricker	Petry Lang-Worth Standard Thesaurus World AP, UP
MINNEAPOLIS ST. PAUL.....	*KUOM	770 ST-WCAL	5,000-D	University of Minnesota Eddy Hall, U. of Minnesota Main 8177	University of Minnesota Burton Paulu	Betty Girling Burton A. Holmberg UP
MINNEAPOLIS ST. PAUL.....	WCCO	830	50,000	Columbia Bcstg. System Inc. 625 Second Ave. S. Main 1202	CBS	CBS—A. E. Joscelyn A. E. Joscelyn Tom Dawson	Eugene Wilkey Carl S. Ward J. J. Beloungy	Radio Sales Lang-Worth Standard AP, UP
MINNEAPOLIS ST. PAUL.....	WDGY	1130 L-Albuquerque	5,000-LS 500-N	Mae C. Young—Executrix Hotel Nicollet Bridgeport 7777	Mae C. Young Lee L. Whiting Lee L. Whiting	Richard M. Day John Wilcox Charles Winkler	Rambeau Lang-Worth Standard AP
MINNEAPOLIS ST. PAUL.....	WLOL	1330	1,000	Independent Merchants Bcstg. Co. 1730 Hennepin Ave. Atlantic 0406	MBS Mississippi	{Ralph L. Atlas Norman Boggs Norman Boggs Fred F. Laws	William Udell Mary Bowers {Gene Brautigam Harvey Headen	Pearson Cole Standard UP, INS
MINNEAPOLIS- ST. PAUL.....	WMIN	1400	250	WMIN Broadcasting Co. 1287 St. Anthony Ave. Nestor 6501	ABS	Edward Hoffman Edward Hoffman Samuel Nemer	Frank Devaney Samuel Nemer Warren Fritze	Forjoe Standard AP
MINNEAPOLIS ST. PAUL.....	WTCN	1280	5,000-LS 1,000-N	Minnesota Broadcasting Corp. Wesley Temple Bldg. Main 6562	ABC Dairyland	W. J. McNally C. T. Hagman F. Van Konynenburg	Judy Bryson Clifford Rian Myron Fleming	Free & Peters Assoc. Prog. Lang-Worth AP, UP
MOORHEAD.....	KVOX	1340	250	KVOX Broadcasting Co. Inc. Comstock Hotel Fargo 3-1523	MBS Mississippi	John W. Boler M. M. Marget M. M. Marget	Jocelyn Birch Harry Vose SESAC UP
NORTHFIELD.....	*WCAL ST-KUOM	770	5,000-D	St. Olaf College Northfield 770	Clemens M. Granskou Milford Jensen	M. C. Jensen M. C. Jensen AP
ROCHESTER.....	KROC	1340	250	Southern Minnesota Bcstg. Co. 100 First Ave. Bldg. 3924	NBC Minnesota Northwest So. Minn.	Mrs. G. P. Gentling L. A. Mair L. A. Mair	Calvin A. Smith Walter Bruzek Fred C. Clarke	Radio Adv. Standard World UP
ST. CLOUD.....	KFAM	1450	250	Times Publishing Co. Weber Bldg. 3330	NBC Minnesota Northwest	Frederick C. Schilplin Frederick C. Schilplin Chester W. Erickson	Frederick C. Schilplin Robert B. Witschen Thesaurus AP
VIRGINIA.....	WHLB	1400	250	Head of Lakes Bcstg. Co. 17th St. & 6th Ave. S. 2000	NBC Arrowhead Northwest	Morgan Murphy O. H. Peterson O. H. Peterson	O. H. Peterson William Lounsbury SESAC UP
WILLMAR.....	KWLM	1340	250	Lakeland Broadcasting Co. 307 W. Sixth St. 1340	ABC Dairyland Mississippi	H. W. Linder H. W. Linder	Ralph Shephard	Pearson UP
WINONA.....	KWNO	1230	250	Winona Radio Service 216 Center St. 3314	ABC Dairyland Mississippi	M. H. White L. L. McCurnin L. L. McCurnin	Doris Cooper Gordon R. Closway Harry Galewski	Pearson Lang-Worth AP

SELLEVISION



C-A-V-U . . . that's weatherman-to-pilot parlance for "ceiling and visibility unlimited." And, guided by Sellelevision-our *tested station Betterment policy* in operation so effectively the past four years—that's the long-range forecast for KSTP. There is no height to which a station can not rise when it has KSTP's determination and know-how to do a comprehensive, *continuing* job of programming, promotion and merchandising. We see an ever brighter future for KSTP and the advertisers it serves. So the next time you're selecting a station to sell the Twin Cities' Market, make it KSTP—the Sellelevision Station—where it's always C-A-V-U. .ceiling and visibility unlimited!

Art Erubor

**50,000 WATTS • CLEAR CHANNEL
NORTHWEST'S LEADING RADIO STATION
EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES
Represented Nationally by Edward Petry & Co.**



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MISSISSIPPI

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CLARKSDALE	WROX	1450	250	Birney Imes Sr. WROX Bldg. 1566	MBS KBS Mid-South	Birney Imes Sr. David M. Segal David M. Segal	Carrol F. Jackson David M. Segal Marell L. Cole	Sears & Ayer World
COLUMBUS	WCBI	1840	250	Birney Imes Jr. Gilmer Hotel 1313	MBS KBS Mid-South Mississippi	Birney Imes Jr. Bob McRaney James Eatherton	Yvonne Briabane David M. Segal David Livingston	Sears & Ayer Cole Standard AP
CORINTH 1	WCMA	1230	250	Corinth Broadcasting Co. Inc. Ray Bldg.	MBS	Dr. Frank M. Davis Aaron B. Robinson Aaron B. Robinson	Aaron B. Robinson W. M. Easary	Burn-Smith
GREENVILLE	WJPR	1340	250	Radio Services Co. 107 S. Poplar St. 1770	MBS KBS Mississippi	Ermet H. McMurry Jr. Ermet H. McMurry Jr. Frank W. Baldwin	Ainsie Pryor Claude Mlstead Horace Colby	Sears & Ayer World UP
GREENWOOD	WGRM	1240	250	P. K. Ewing 222 Howard St. 1900	NBC KBS Mississippi	P. K. Ewing F. C. Ewing F. C. Ewing	Shelton Morgan William Lewis	Rambeau Standard
GULFPORT	WGCM	1240	250	WGCM Broadcasting Co. Hewes-Martin Bldg. 1111	ABC KBS	Hugh O. Jones Hugh O. Jones Mrs. O. L. Owens	C. E. Vann Donovan Murphy	Sears & Ayer Standard AP
HATTIESBURG	WFOR	1400	250	Forrest Broadcasting Co. 302 Hembill St. 1866	NBC KBS	C. J. Wright C. J. Wright C. J. Wright H. L. Patterson	Ed Jenkins B. B. McLemore	World AP, UP
JACKSON 116	WJDX	1300	5,000-LS 1,000-N	Lamar Life Insurance Co. Box 2171 2-2641	NBC So. Central	Lamar Life Insurance Co. Wiley Harris Frank Gentry Maurice Thompson	W. P. Harris Frank Gentry Percy G. Root	Hollingbery Lang-Worth MacGregor Thesaurus UP
JACKSON	WJXN	1490	250	Ewing Broadcasting Co. 1200 N. State St. 4-8871	MBS	F. C. Ewing P. K. Ewing Jr. Hugh M. Smith Hugh M. Smith	Paul Simpkins Dean Linville Murray Ellington	Rambeau Standard INS
JACKSON 114	WSLI	1450	250	Standard Life Broadcasting Co. Box 1847 3-2788	ABC	G. W. Covington L. M. Sepaugh F. E. Wilkerson Jr.	Bruce Smith Maurice Wray C. A. Perkins	Weed Standard World AP
LAUREL	WAML	1340	250	New Laurel Radio Station Inc. 535 1/2 Central Ave. 288	NBC KBS	D. A. Matison Ward A. Coleman W. C. DeHority	J. Tyler Nourse A. A. Touchstone	SESAC Standard World AP, UP
MACON	WMBC (Construction permit)	1400	250	Mississippi Broadcasting Co. Inc. Macon Hotel	D. W. Gavin
McCOMB	WSKB	1230	250	McComb Broadcasting Corp. WSKB Bldg. 37	KBS	George Blumenstock Robert Louis Sanders George Blumenstock George Blumenstock	Julia D. Blumenstock George Blumenstock Robert Louis Sanders	Gene Grant Assoc. Prog. AP
MERIDIAN	WCOC	910	1,000	Mississippi Broadcasting Co. Inc. Threefoot Bldg. 1042	CBS	D. W. Gavin D. W. Gavin	Standard Thesaurus UP
MERIDIAN	WMOX (Construction permit)	1240	250	Birney Imes Jr. 514 Main St., Columbus, Miss.	Birney Imes Jr.
NATCHEZ	WMIS	1240	250	Natchez Broadcasting Co. 407 Franklin St. 580	NBC KBS	P. K. Ewing P. K. Ewing Jr. Norman Lawrence	Wilna Nichols Norman Lawrence George W. Wilson	Rambeau World
TUPELO	WELO	1490	250	Birney Imes Jr. WELO Bldg. 1242	MBS KBS	Birney Imes Jr. Gene Tibbett Bob Evans	Joe Russell Jr. Gene Tibbett Leroy Green	Sears & Ayer Standard AP
VICKSBURG	WQBC	1420	1,000-LS 500-N	Delta Broadcasting Co. Inc. Hotel Vicksburg 312	ABC KBS	L. P. Cashman O. W. Jones O. W. Jones	Mary Van Cashman C. E. Drake	World AP

MISSOURI

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
CAPE GIRARDEAU	KFVS	1400	250	Oscar C. Hirsch 324 Broadway 2104	Oscar C. Hirsch Oscar C. Hirsch Oscar C. Hirsch	Virginia Bahn Ralph L. Hirsch Ralph L. Hirsch	Pearson Standard UP
COLUMBIA	KFRU	1400	250	KFRU Inc. 9th & Elm Sts. 4141	ABC	Elzey Roberts M. R. Aldridge Jr. (acting) Mahlon R. Aldridge	Harold Douglas Robert Haigh	Blair Standard Thesaurus AP, UP
HANNIBAL	KHMO	1340	250	Courier-Post Publishing Co. Hannibal	MBS Mississippi	E. L. Sparks Wayne W. Cribb Wayne W. Cribb	Bud Dawson Gene Manager Ben Parrish	Pearson Cole Thesaurus AP
JEFFERSON CITY	KWOS	1240	250	Tribune Printing Co. 210 Monroe 4000	MBS KBS Mississippi	R. C. Goshorn R. L. Rose R. L. Rose	Ray Manning Harold White	Sears & Ayer Lang-Worth AP



four awards THAT SPELL forward!...

WAR PRODUCTION BOARD AWARD
For meritorious services

RADIO MANUFACTURERS ASSN. AWARD
In recognition of KXOK's public service and contribution to world peace and harmony

KIWANIS INTERNATIONAL AWARD
For development of high standards of public service

AMERICAN BROADCASTING CO. AWARD
For outstanding audience promotion based on poll of advertising agency executives

One award could be an accident. Two awards could be a coincidence . . . but four awards in a single year (nine awards in two years) must mean that KXOK is dedicated to a policy of **service beyond the ordinary** in behalf of its audience, its advertisers and the communities it serves.

Confidence is essential to successful selling. The many awards and recognitions that have come to KXOK in this and past years translate themselves into public confidence . . . and this, in turn, into confidence in your selling messages on this station. KXOK continues to go forward year after year—and a growing list of advertisers go forward with it.



630 Kilocycles 5000 Watts—Full Time American Broadcasting Company
Owned and Operated by the St. Louis Star-Times

Affiliated with KFRU, Columbia, Missouri • Represented by John Blair and Co. • New York • Chicago • St. Louis • Los Angeles • San Francisco
BROADCASTING • Telecasting

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 (Data corrected to January 1, 1946)

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 Mdog. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
JOPLIN.....	WMBH	1450	250	Joplin Broadcasting Co. Frisco Bldg. 330	MBS Mississippi	D. J. Poynor D. J. Poynor A. Radunsky	M. Brown R. Meek	Sears & Ayer Standard Thesaurus UP
KANSAS CITY 6.....	KCKN	1340	250	KCKN Broadcasting Co. 300 Walthow Bldg. Victor 3864	MBS	Ben Ludy Ellis Atteberry Joe Story	George Stump Elita Atteberry Max Williams	Biddick Capper Lang-Worth Standard AP, UP
KANSAS CITY 6.....	KCMO	1480 CP-810	5,000 CP-50,000-LS 10,000-N	KCMO Broadcasting Co. Commerce Bldg. Victor 0900	ABC	T. L. Evans E. K. Hartenbower E. K. Hartenbower	James Coy Farrell C. Strawn Karl Troeglen	Pearson Lang-Worth Standard AP, UP
KANSAS CITY 6.....	KMBC	980	5,000	Midland Broadcasting Co. Pickwick Hotel Harrison 2650	CBS	Arthur B. Church Karl Koerber Sam H. Bennett	Roderick Cupp E. P. J. Shurick Robin Compton Ray Moler Kenneth Krahl	Free & Peters Lang-Worth World AP, UP, TP
KANSAS CITY 17.....	WDAF	610	5,000	Kansas City Star Co. 1729 Grand Ave. Harrison 1200	NBC	Earl McCollum Dean Fitzer	Harry J. Kaufmann Joseph A. Flaherty	Petry Standard AP
KANSAS CITY 6.....	WHB	880	1,000-D	WHB Broadcasting Co. Scarritt Bldg. Harrison 1161	MBS Kansas Mississippi	Donald D. Davis John T. Schilling Donald D. Davis		Young Assoc. Prog. AP
POPLAR BLUFF.....	KWOC	1340	250	McCarthy-Tedrick-Wolpers 1801 N. Main St. 1310	KBS Mississippi	O. A. Tedrick P. H. Cunningham P. H. Cunningham	Wm. R. Tedrick Don Lidenton	Young Assoc. Prog. AP
ST. JOSEPH 8.....	KFEQ	680	5,000	KFEQ Inc. Schneider Bldg. 4-0813	ABC	Barton Pitts Barton Pitts Glenn G. Griswold	Harry Packard J. Ted Branson J. Wesley Koch	Headley-Reed Lang-Worth Thesaurus UP
ST. LOUIS 5.....	*KFUO	850-SH	5,000	Evangelical Lutheran Synod 801 DeMun Ave. Delmar 3030	Evangelical Lutheran Synod Rev. H. H. Hohenstein	Rev. H. H. Hohenstein Albert H. Wiese	World UP
ST. LOUIS 2.....	KMOX	1120	50,000	Columbia Bcast. System Inc. 401 S. 12th Blvd. Central 8240	CBS	CBS—Frank B. Falknor Frank B. Falknor Wendell B. Campbell	Jack Sexton C. W. Doebler Harry Harvey	Radio Sales Assoc. Prog. Lang-Worth AP, UP
ST. LOUIS 1.....	KSD	550	5,000-LS 1,000-N	Pulitzer Publishing Co. 1111 Olive St. Main 1111	NBC	Joseph Pulitzer George M. Burbach Edward W. Hamlin		Free & Peters Thesaurus World AP
ST. LOUIS 8.....	KWK	1380	5,000-LS 1,000-N	Thomas Patrick Inc. Hotel Chase Rosedale 3210	MBS Mississippi	Robert T. Convey Ray E. Dady V. E. Carmichael	John W. Tinnea Thomas E. Richter Nick Zehr	Raymer World AP, UP
ST. LOUIS 1.....	KXOK	630	5,000	Star-Times Publishing Co. 12th & Delmar Bldgs. Chestnut 3700	ABC	Elzey M. Roberts C. L. Thomas V. N. Springgate	Elmer Muschany M. Medearis Arthur F. Rekart	Blair Assoc. Prog. Standard UP, INS
ST. LOUIS 8.....	WEW	770	1,000-D	St. Louis University 3642 Lindell Blvd. Franklin 5665	St. Louis University Patrick J. Holloran S. J. Nicholas Pagliara Leonard P. Frankel	Don Lochner George E. Rueppel S. J.	Pearson Lang-Worth Standard World INS
ST. LOUIS 8.....	WIL	1230	250	Missouri Broadcasting Corp. Melbourne Hotel Jefferson 8403	L. A. Benson C. W. Benson Kenneth M. Parke	Neil Norman Bill Durney Edward Goodberlet	Rambeau Lang-Worth MacGregor Standard AP
SEDALIA.....	KDRO	1490	250	Milton J. Hinlein 2100 W. Broadway 4004	MBS KBS	Milton J. Hinlein Milton J. Hinlein Milton J. Hinlein	Phoebe E. Trout Milton J. Hinlein R. Wayne Pash	UP
SPRINGFIELD.....	KGBX	1260	5,000-D	Springfield Broadcasting Co. 508 E. St. Louis St. 1360	NBC	Jeanne Bixby J. Gordon Wardell	Carl Fox Dudley Morris E. Dennis White	Hollingbery Thesaurus AP, UP
SPRINGFIELD.....	KTTS	1400	250	Independent Broadcasting Co. Chamber of Commerce Bldg. 4303	CBS, MBS Mississippi	J. H. G. Cooper G. Pearson Ward Bob Burke	Marian Martin G. Pearson Ward William F. Curry	Sears & Ayer MacGregor World AP
SPRINGFIELD.....	KWTO	560	5,000-LS 1,000-N	Ozark Broadcasting Co. 508 St. Louis St. 1360	ABC	R. D. Foster R. D. Foster Leslie L. Kennon	Lou Black Ralph A. Nelms Fritz Bauer	Pearson Standard UP

KSD

SAINT LOUIS

Basic Affiliate of the National Broadcasting Company

It Is 225 Miles to the Nearest
Other NBC Basic Outlet

**Only Broadcasting Station in St. Louis With the
Full Service of the Associated Press**

Combining the Special Radio Wire
of Press Association, Inc., With
the World-Famous News Wires of AP

**Greatest Daytime Coverage of Any Broadcasting
Station in St. Louis**

1,264,760 Radio Homes (56% Urban, 44% Rural)
5,300,943 Population in 182 Counties
\$1,465,140,000.00 in Annual Retail Sales

**A Distinguished Broadcasting Station Recognized
Throughout Its Listening Area for Its High Standards
of Programming and Advertising Acceptance**

550 on the Dial—5000 Watts Daytime; 1000 Watts Nighttime

Owned and Operated by the

ST. LOUIS POST-DISPATCH

National Advertising Representatives

FREE & PETERS, INC.

To Deliver YOUR Sales Message to the Greater
St. Louis Market, Use

The Combination that C-L-I-C-K-S-



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, 1946)

MONTANA

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
BILLINGS	KGHL	790	5,000	Northwestern Auto Supply Co. Inc. Fifth & N. Broadway 2222	NBC	C. O. Campbell Ed Yocum M. V. Braunberger	M. V. Braunberger Marise Chastain Jeff Kilchli	Katz Standard Thesaurus World AP, UP
BOZEMAN	KRBM	1450	250	KRBM Broadcasters Inc. Bozeman 1420	NBC Z-Bar	Ernest A. Neath Ernest A. Neath J. Ray Bridges	Larry Binder Ernest A. Neath Jack Provis	Walker Lang-Worth UP
BUTTE	KGIR	1370	5,000	KGIR Inc. Butte 2-2344	NBC Z-Bar	E. B. Craney Arne Anzjon John Schile	Melvin Jaas Arne Anzjon Jack Provis	Walker Lang-Worth MacGregor UP
GREAT FALLS	KFBB	1310	5,000	Buttrey Broadcast Inc. First Nat'l Bank Bldg. 4377	CBS	F. A. Buttrey J. P. Wilkins J. P. Wilkins	LeRoy Stahl Helen Kickbusch Wilbur Myhre	Weed Standard Thesaurus UP
HELENA	KPFA	1240	250	People's Forum of the Air 1306 11th Ave. 1240	NBC Z-Bar	Barclay Craighead K. O. MacPherson	R. B. Martin	Walker Lang-Worth UP
KALISPELL	KGEZ	1340	100	A. W. Talbot-Lessee 203 First Ave. E. 332	Don Treloar Don Treloar Don Treloar	Maurice Driscoll Glen Millhouse N. H. Patterson	MacGregor SESAC World UP
MILES CITY	KRJF	1340	250	Star Printing Co. 16 N. Fifth St. 60	KBS Mississippi	W. F. Flinn Don E. Tannehill Don E. Tannehill	R. D. Wilson Don E. Tannehill I. A. Elliot	World UP
MISSOULA	KGVO	1290	5,000-LS 1,000-N	Mosby's Inc. 132 W. Front St. 2155	CBS	A. J. Mosby A. J. Mosby A. J. Mosby	Don Jones Merrill F. Chapin	Weed Lang-Worth MacGregor UP
SIDNEY	KG CX	1480	1,000	E. E. Krebsbach 109 S. Central Ave. 408	MBS KBS Mississippi	E. E. Krebsbach E. E. Krebsbach E. Clair Krebsbach	Jack Britton E. Clair Krebsbach Quintin V. Prochaska	No. Central Thesaurus

NEBRASKA

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
FREMONT	KORN	1400	250	Nebraska Broadcasting Corp. Pathfinder Hotel 1090	MBS KBS Mississippi	Arthur Baldwin Lumir Urban Lumir Urban	Marjorie Christensen Lumir Urban Philip Stevens	Sears & Ayer Lang-Worth AP
GRAND ISLAND	KMMJ	750 L-WSB	1,000	KMMJ Inc. Cedar & Division Sts. 703	ABC	Don Searle Wick Heath William Martin	Orie Kerwood William Martin Don Campbell	Headley-Read Standard UP
HASTINGS	KHAS	1230	250	Nebraska Broadcasting Co. Tribune Bldg. 1745	MBS KBS Mississippi	Fred Seaton Duane L. Watts Duane L. Watts	Herb Clark Alden Wooster	Cox & Tanz World AP
KEARNEY	KGFW	1340	250	Central Nebraska Beatg. Corp. Federal Annex Bldg. 2-3541	MBS KBS Mississippi	Lloyd C. Thomas E. Anson Thomas	Peg Biber John Mitchell Jack Lewis	Sears & Ayer UP
LINCOLN 1	KFAB	1110	10,000 CP-50,000	KFAB Broadcasting Co. Sharp Bldg. 2-3214	(See Omaha listing)		
LINCOLN 8	KFOR	1240	250	Cornbelt Broadcasting Co. Stuart Bldg. 2-6965	ABC MBS	Charles T. Stuart Gordon Gray Melvin Drake W. O. Edholm	Ken Stuart E. W. Malone C. W. Winkler	Petry Assoc. Prog. Standard AP, INS
NORFOLK	WJAG	780 L-WBBM	1,000	Norfolk Daily News Norfolk 432	Gene Huse Art Thomas Art Thomas	Art Thomas Art Thomas Frank Weidenbach	Walker Lang-Worth AP
NORTH PLATTE	KODY	1240	250	Radio Station WOW Inc. 1521 W. 12th St. 382	NBC KBS	John J. Gillin Jr. John Alexander Joseph de Natale	John Alexander Dave Button Beuford Eaves	Blair Lang-Worth Standard AP, UP
OMAHA 2	KBON	1490	250	Inland Broadcasting Co. 2027 Dodge St. Jackson 8282	MBS	John K. Morrison Paul R. Fry Paul R. Fry	Richard E. Welna M. K. Doyle Percy Zeigler	Young World AP
OMAHA 2	KFAB	1110	10,000 CP-50,000	KFAB Broadcasting Co. Farnam Bldg. Jackson 3420	CBS Mississippi	Fred Sides Harry Burke Harry Burke	L. A. Miller Harold E. Roll Mark Bullock	MacGregor Standard AP

*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. <div style="text-align: center;"> <p>KGHL Primary Area</p> <p>*Population 326,777</p> <p>Retail Sales \$180,033,000</p> <p>Radio Homes 72,630</p> <p>Source: Katz Research Bureau</p> </div>



KGHL

THE DOMINANT STATION

in MONTANA and NORTHERN WYOMING

Represented by THE KATZ AGENCY

For Nebraska's First Market* it's...

KOIL OMAHA COUNCIL BLUFFS

To Reach 53% of Nebraska Effective

FOR OMAHA – COUNCIL BLUFFS

KOIL is programmed exclusively for one particular audience — the listeners of Omaha and Council Bluffs and its trade area. That means a solid audience — not dial twisters who rush to the radio to tune out a program with strictly rural appeal.



NEWS

Eight complete news roundups each day plus outstanding news commentaries on ABC. Last Hooperatings show an average of 9.4 on local news shows. News is UNINTERRUPTED, meaning greater listenability. Service includes INS, AP and our own news bureau of seven competent newsmen.



*MARKET DATA

(Primary Area)

Population ... 356,000
 Radio Homes... 100,700
 Retail Sales... \$227,791,000
 % Nebraska Sales 29.6%
 Effective Buying Income \$556,452,000
 % Effective Buying Income... 35.03%



SPECIAL EVENTS

KOIL broadcast more special events in 1945 than any other leading Omaha station. Every special show was slanted for the listeners of KOIL. Omaha listeners know if any station is there it will be KOIL.



LOCAL PRODUCTION

A complete staff of dramatic and musical talent and a top-flight band are maintained at KOIL to produce outstanding shows with special appeal for listeners in Omaha and Council Bluffs.

GORDON GRAY
General Manager

Represented by
Edward Petry Co., Inc.

5000 WATTS

KOIL

1290 KILOCYCLES

Basic

AMERICAN BROADCASTING CO. ... in

Omaha

For Nebraska's Second Market* it's...

KFOR LINCOLN

Buying Income Use Both

FOR LINCOLN

Life in Lincoln revolves around State Capital and State University activities. KFOR is programmed specifically to provide better listening for this metropolitan university town.

COMBINATION RATES
Any advertiser using both KOIL in Omaha and KFOR in Lincoln receives an automatic 15% discount on KFOR time. It's the effective, economical way to cover this important market area.

NEWS

KFOR gives complete news coverage throughout the day with emphasis on local events through INS, AP and the KFOR news bureau. The KFOR news room is located on the street floor of one of Lincoln's busiest blocks where passers-by can see news broadcasts and news machines.

SPECIAL EVENTS

KFOR goes all out on special events because it is the only station in the area programmed for Lincoln listeners. All local events of importance are covered on the spot, particularly events of the State Capital and Nebraska University.

*MARKET DATA

(Primary Area)

Population 220,600
Radio Families... 61,600
Retail Sales... \$111,936,000
% Nebraska Sales 17.7%
Effective Buying Income \$237,617,000
% Effective Buying Income... 18.27%

LOCAL PRODUCTION

KFOR produces local shows that pack a punch whether it's music, variety or drama. Particularly effective are KFOR produced children's programs.

BASIC ABC AND MUTUAL

GORDON GRAY
General Manager
MELVIN DRAKE
Station Manager

KFOR "THE VOICE OF LINCOLN"
1240 KC
CREAM OF AIR SHOWS, ALL DAY—EVERY DAY

Represented by
EDWARD PETRY CO., INC.

Exclusive!

KFAB is the *only* outlet of the Columbia Broadcasting System serving the Omaha-Council Bluffs area.

The ONLY Basic CBS Station in Nebraska



KFAB

HARRY BURKE, General Manager

Represented by PAUL H. RAYMER CO.

THE BIG FARMER STATION
OMAHA 1110 KC - 10,000 WATTS LINCOLN

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1946)

NEW JERSEY—(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
BRIDGETON	WSNJ	1240	250	Eastern Sales Bcastg. Corp. Bridgeton 1600	KBS Quaker	Elmer H. Wene Paul Alger Jerry Aidan	Charlie Murray Arthur J. Scholz Francis Fekel	Clark Lang-Worth Thesaurus UP
CAMDEN	WCAM	1310 ST-WCAP, WTNJ	500	City of Camden City Hall 0907	Mayor George E. Brunner William Markward R. L. Maxwell	Walter A. Maguire R. L. Maxwell Clarence E. Onens	Mack Radio Standard UP
JERSEY CITY	WHOM	1480	1,000-LS 500-N	(See New York listing)
NEWARK 1	WAAT	970	1,000	Bremer Broadcasting Corp. 11 Hill St. Mitchell 2-6400	Irving R. Rosenhaus Irving R. Rosenhaus (A. B. Schillin Victor A. Bennett	Dale Kennedy Frank V. Bremer	Radio Adv. Assoc. Prog. World AP, UP
NEWARK	WHBI	1230 ST-WOV	2,500-LS 1,000-N	May Radio Broadcast Corp. Newark	May Broadcast Co.
PATERSON 1	WPAT	930	1,000-D	New Jersey Bcastg. Co. Inc. 7 Church St. Armory 4-3400	Lt.-Comdr. J. V. Cosman Sidney J. Flamm Sidney J. Flamm	Ted Webbe Dave Golden Earl F. Lucas	Assoc. Prog. SESAC UP
TRENTON 8	WTNJ	1310 ST-WCAM, WCAP	500	WOAX Inc. Trenton	F. J. Wolff F. J. Wolff	UP
TRENTON 8	WTTM	920	1,000	Trent Broadcast Corp. 35 W. State St. 2-7127	NBC	Elmer H. Wene Paul Alger F. A. Wellman	Dean Andrews Arthur Scholz Theodore Kilmer	McGillvra Assoc. Prog. UP
ZAREPHATH	*WAWZ	1380 ST-WBNX	5,000-LS 1,000-N	Pillar of Fire Zarephath Bound Brook 223	Pillar of Fire Ray B. White	Norman Fournier Nathaniel Wilson

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 Bcastg. Co. Kimo Bldg. 4544	CBS	A. R. Hebenstreit A. R. Hebenstreit Jock Skillen Leonard F. Dodds	T-H-S SESAC Standard World UP
ALBUQUERQUE	KOB	1030 SA-770	10,000 SA-50,000-LS 25,000-N CP-50,000-U	Albuquerque Broadcasting Co. 418 W. Gold Ave. 4411	NBC	T. M. Pepperday Frank Quinn	Felix Adams Jr. George S. Johnson	Free & Peters SESAC Thesaurus AP, INS
CARLSBAD	KAVE	1240	250	Carlsbad Broadcasting Corp. 800 S. Canal St. 244	KBS	Val Lawrence Norman R. Loose	Ethelbert Zachary Norman R. Loose Harland A. Nifong	Wilson Standard UP
CLOVIS	KICA	1240	250	Hugh Dewitt Landis Clovis	MBS KBS	Hugh Dewitt Landis	Assoc. Prog. SESAC UP
GALLUP	KGAK	1230	250	Gallup Broadcasting Co. Gallup	(Albert E. Buck Merle H. Tucker Frank E. Cooke E. L. Gemsets
HOBBS	KWEW	1490	100	W. E. Whitmore Hardin Hotel	KBS	W. E. Whitmore	UP
LAS VEGAS	KFUN	1230	250	Southwest Broadcasters Inc. Box 710 12	E. N. Thwaites E. N. Thwaites	Dorothy G. Thwaites A. F. Schultz	Griffith Standard World UP
ROSWELL 5	KGFL	1400	100	KGFL Inc. 310 N. Richardson St. 288	KBS	W. E. Whitmore W. E. Whitmore John McBoyle	John McBoyle Melvin Unger	MacGregor UP
SANTA FE	KVSF	1340	100	New Mexico Bcastg. Co. 759 Cerrillos Rd. 2020	CBS	A. R. Hebenstreit Ivan R. Head Ivan R. Head	Jackson Burke Ann Clark B. L. Kennington	T-H-S World
SILVER CITY	KSIL	1340 (Construction permit)	250	Dorrance D. Roderick 2201 Wyoming St., El Paso, Tex.	Dorrance D. Roderick Dorrance D. Roderick
TUCUMCARI	KTNM	1400	250	Tucumcari Broadcasting Co. Tucumcari 100	MBS KBS	Hoyt Houck Clyde H. Smith Clyde H. Smith	Lloyd Spencer Lester Q. Krasin	Clark Cole 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 1	WABY	1400	250	Adirondack Bcastg. Co. Inc. Radio Centre 4-4194	MBS	Harold E. Smith Harold E. Smith	McKinney Standard
ALBANY 1	WOKO	1460	1,000-LS 500-N	WOKO Inc. Radio Centre 4-4194	CBS	Harold E. Smith Harold E. Smith	McKinney Standard UP
AUBURN	WMBO	1340	250	WMBO Inc. Metcalf Bldg. 433	MBS KBS	WMBO Inc. Frederick L. Keesee Frederick L. Keesee	Elizabeth Trowbridge Herbert House	Clark Standard AP

WBYN

Lots of

reaches PEOPLE
in the world's largest MARKET

If you are interested in
selling to PEOPLE
you'll be interested in

WBYN

1 Nevins Street, Brooklyn, 17, N. Y.
OTIS P. WILLIAMS, Gen. Mgr.

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
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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 Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BATAVIA	WBTA	1490	250	Batavia Broadcasting Corp. 90 Main St. 715	MBS KBS	Edmund R. Gamble Edmund R. Gamble F. R. MacLaughlin	Doris Susat Ralph M. Ryan Howard D. Cochran	Sears & Ayer Thesaurus UP
BINGHAMTON	WNBF	1290	5,000	Wylie B. Jones Adv. Agency Arlington Hotel 2-3461	CBS	John C. Clark Ceel D. Mastin Ceel D. Mastin	E. Ray McCloskey Fred Bosin Lester H. Gilbert	Blair World UP
BROOKLYN 2	*WBBR	1330 ST-WEVD, WHAZ	1,000	Watch Tower Bible & Tract Soc. Inc. 124 Columbia Heights Main 4-9735	Watchtower Society M. A. Howlett R. E. Lefler
BROOKLYN 17	WBYN	1430	1,000-LS 500-N	WBYN, Brooklyn, Inc. 1 Nevins St. Triangle 5-3300	E. A. Foote Otis P. Williams Otis P. Williams	William Fariss Peter Testan Associated Thesaurus AP, INS
BROOKLYN 26	WLIB	1190 L-WOWO	1,000	(See New York City)
BUFFALO 2	WBEN	930	5,000	WBEN Inc. Hotel Stadler Cleveland 6400	NBC	Edward H. Butler C. Robert Thompson Frank W. Kelly	J. Woodrow Magnuson James Tranter Ralph J. Kingsley	Petry Lang-Worth Standard Thesaurus AP, UP
BUFFALO 3	WBNY	1400	250	Roy L. Albertson 486 Main St. Madison 4000	ABS	Roy L. Albertson Roy L. Albertson Virginia C. Fyda	Harry Murray Thomas L. Vines Assoc. Prog. SESAC AP, UP, TP
BUFFALO 3	WEBR	1340	250	WEBR Inc. 23 North St. Lincoln 7133	MBS	Paul E. Fitzpatrick Cy King William Doerr Jr.	Robert Kliment William Schweitzer	Weed Lang-Worth Standard AP, INS, Reuters
BUFFALO	WGR	550	5,000-LS 1,000-N	Buffalo Broadcasting Corp. Rand Bldg. Washington 3100	ABC	H. W. Deyo I. R. Lounsberry John A. Bacon	Robert J. Strigl Ross McPherson Karl B. Hoffman	Free & Peters Cole World UP
BUFFALO	WKBW	1520	50,000	Buffalo Broadcasting Corp. Rand Bldg. Washington 3100	CBS	H. W. Deyo I. R. Lounsberry John A. Bacon	Robert J. Strigl Ross McPherson Karl B. Hoffman	Free & Peters Cole World UP
ELMIRA	WENY	1230	250	Elmira Star-Gazette Inc. Mark Twain Hotel 5181	MBS	Frank E. Gannett Dale Taylor Ernest F. Oliver	Woodrow W. Ott Ernest F. Oliver Thurlow A. Greene	McKinney World UP
FREEPORT	WGBB	1240	5,000	Harry H. Carman 44 S. Grove St. 2418	Harry H. Carman Harry H. Carman Harry H. Carman	A. Cheesman Harry H. Carman George Graham Thesaurus
GLOVERSVILLE	WENT	1340	250	Sacandaga Broadcasting Corp. 8 W. Fulton St. 4900	CBS, MBS	George F. Bissell Dale Robertson Dale Robertson	Julian Woodworth Dale Robertson Lang-Worth UP
ITHACA	WHCU	870 L-WWL	1,000	Cornell University Savings Bank Bldg. 3438	CBS	Cornell University Michael R. Hanna H. Stilwell Brown	Joseph A. Short Theodore T. Howes True McLean	Wilson World AP, UP
JAMESTOWN	WJTN	1240	250	James Broadcasting Co. Inc. Hotel Jamestown Bldg. 7-151	ABC	Jay E. Mason Dayton S. Wilkins Dayton S. Wilkins	A. E. Spokes A. E. Spokes Harold J. Kratzert	Rambeau Assoc. Prog. World UP
KINGSTON	WKNY	1490	250	Kingston Broadcasting Corp. Broadway Theatre Bldg. 4500	MBS	John J. Laux Lou Steketeer George M. Hard	Lou Steketeer Claude S. Middagh F. H. Boisvert UP
MASSENA	WMSA	1340	250	Brockway Co. Central Bldg. 990	ABC	Harold B. Johnson Thomas R. McHugh Thomas R. McHugh	James W. Higgins Robert Anderson Michael R. Yonkovig	Weed SESAC Standard
MIDDLETOWN	WALL	1340	250	Community Broadcasting Corp. 14 South St. 3119	MBS KBS	John Morgan Davis Theodore F. Allen Theodore F. Allen	Martin Karig Jr. Theodore F. Allen Martin Karig Jr. Keystone AP
NEWBURGH	WGNV	1220	1,000-D	WGNV Broadcasting Co. Inc. 161 Broadway 4600	Merritt C. Speidel Harold W. Cassill Joseph W. Rake	Richard F. Crans Joseph W. Rake Marvin S. Seimes Standard UP
NEW YORK CITY 22	WABC	880	50,000	Columbia Bestg. System Inc. 485 Madison Ave. Wickersham 2-2000	CBS	CBS—William S. Paley Arthur H. Hayes John H. Field Jr.	G. Richard Swift Jules Dundas Henry Grossman	Radio Sales Assoc. Prog. Lang-Worth AP, UP, INS Reuters
NEW YORK CITY 51	WBNX	1380 ST-WAWZ	5,000	WBNX Broadcasting Co. Inc. 260 E. 161st St. Melrose 5-0333	A. L. Haskell Wm. I. Moore Wm. I. Moore	(Edward Ervin Frank Johnson A. L. Solbrig	Forjoe SESAC Standard AP
NEW YORK CITY 20	WEAF	660	50,000	National Broadcasting Co. 30 Rockefeller Plaza Circle 7-8300	NBC	NBC—Niles Trammell D. L. Provoost	D. L. Provoost Charles Philips F. A. Wanke	NBC Spot Standard Thesaurus AP, UP, INS

IN BUFFALO



WGR

550 K. C.

BUFFALO'S

AMERICAN

**BROADCASTING COMPANY'S
STATION**

5000 WATTS BY DAY

1000 WATTS BY NIGHT

WKBW

1520 K. C.

BUFFALO'S

COLUMBIA

NETWORK STATION

50,000 WATTS

DAY and NIGHT

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO, NEW YORK

National Representative: FREE & PETERS, Inc.

WEAF Antenna—1922. 463 West Street, New York City



We've  come a long way since then 

WEAF . . . the first *commercial* broadcasting station in America . . . actually sold time on the air 23 years ago! Today, as the Showcase of NBC, WEAF continues the selling job started so early in radio history.

Should we tell you?

No alert advertiser needs a description of the world's richest market . . . just say, "New York," and he knows what you mean. In any case, all the adjectives in the book, all the market data figures we could dig up, would hardly do justice to the vastness, richness and potentiality of the New York Market.

WEAF . . . means New York to Millions

From the first day on the air, WEAF has been so closely identified with the area it serves that the words, "WEAF Market" and "New York" are synonymous. Millions of listeners look to WEAF as the radio voice of New York. This intense listener loyalty has been cultivated through the years by offering the best in popular local features . . . top-rated network shows . . . public service programs . . . news . . . special events . . . and the glittering NBC Parade of Stars.

WEAF . . . means Sales to Sponsors

Ever since that first commercial program 23 years ago, WEAF has had a long record of selling goods that don't come back—to customers that do. Sponsors long ago discovered that WEAF's listener loyalty is very easily translated into loyalty for their products. The roll of satisfied clients reads like a directory of the most successful advertisers in America. May we add your name to this list?



WEAF Antenna—1946
Port Washington, Long Island

NBC's Key Station • New York

WEAF 

50,000 watts • 660 kc.

Represented by NBC SPOT SALES

HOW THEY LISTEN *in*

*Rochester,
N.Y.*

**DAILY OVERALL
RATING AVERAGE**

(8 A.M. to 10 P.M.)

SOURCE:

C. E. Hooper, Inc.
**'Measurement of
Radio Listening'**
for last two
months period
previous to closing
date of "Broadcasting
Year Book."



WHEC



ROCHESTER

National Representatives; J. P. McKINNEY & SON, New York, Chicago, San Francisco

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, 1946)

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 Mdg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
NEW YORK CITY 19	WEVD	1330 ST-WBRR, 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	AP
NEW YORK CITY 19	WHN	1050	50,000	Marcus Loew Booking Agency 1540 Broadway Bryant 9-7800	Herbert L. Pettey Frank Roehrenbeck Bertram Lebharr Jr.	Frank Roehrenbeck Robert Anthony Paul Fuelling	Bannan Rambeau AP, UP, Reuters
NEW YORK CITY 19	WHOM	1480	1,000-LS 500-N	Atlantic Broadcasting Co. Inc. 29 W. 57th St. Plaza 3-4204	Gardner Cowles Jr. Craig Lawrence Jack Compter	Charles Baltin Theodore Gemp	Katz Standard AP, UP
NEW YORK CITY 18	WINS	1010	10,000 CP-50,000	Hearst Radio Inc. 28 W. 44th St. Bryant 9-6000	Hearst Radio Inc. Charles McCabe Willard Schroeder Trevor Adams	Robert Hergonson Hazel Estes	Raymer Standard World AP, INS
NEW YORK CITY 20	WJZ	770	50,000	American Broadcasting Co. Inc. 30 Rockefeller Plaza Circle 7-5700	ABC	Edward J. Noble Mark Woods John McNeill Robert I. Garver	John Hade Duncan Miller George Milne	Spot Sales AP, UP, INS
NEW YORK CITY ...	WLIB	1190 L-WOVO	1,000	WLIB Inc. 850 Flatbush Ave., Brooklyn 26 Buckminster 7-5900	Dorothy S. Thackery Paul Gould Robert M. Scholle	Murray Jordan Frank E. Knaack	ForJoe Assoc. Prog. World AP, UP, Reuters
NEW YORK CITY 19.	WMCA	570	5,000	WMCA Inc. 1657 Broadway Circle 6-2200	ABS	Nathan Straus Charles Stark Charles Stark	Howard Klarman Pierre Versepout	Weed SESAC World AP
NEW YORK CITY 22.	WNEW	1130	10,000	Greater New York Bcstg. Corp. 501 Madison Ave. Plaza 3-3300	Greater New York Bcstg. Corp. Bernice Judis Herman M. Bess	Ted Cott William B. McGrath M. J. Weiner	Blair Foater Lang-Worth World AP
NEW YORK CITY 7 ...	*WNYC	830 L-WCCO SA-SH-N	1,000	City of New York Municipal Bldg. Worth 2-5600	Mitchell Jablons	Nathan M. Rudich Mitchell Jablons	AP
NEW YORK CITY 18.	WOR	710	50,000	Bamberger Bcstg. Service Inc. 1440 Broadway Pennsylvania 6-8600	MBS	Theodore C. Streibert R. C. Maddux	Norman Livingston Joseph Creamer J. R. Poppele	World AP, UP, INS, Reuters
NEW YORK CITY 19.	WOV	1280 ST-WHBI	5,000	Wodaam Corp. 730 Fifth Ave. Circle 5-7979	Arde Bulova Ralph N. Weil Ralph Nardella	Arnold Hartley Judith Vallen Hillis Holt	Pearson Standard UP
NEW YORK CITY 19.	WQXR	1560	10,000	Interstate Broadcasting Co. Inc. 730 Fifth Ave. Circle 5-5566	The New York Times John S. Hayes Hugh Kendall Boice	Eleanor N. Sanger Rita Hennessy Russell D. Valentine	Young Assoc. Prog. World AP
NEW YORK CITY ...	WWRL (Woodside)	1600	250	Long Island Broadcasting Corp. 41-30 58th St., Woodside, L. I. Newton 9-3300	William H. Reuman William H. Reuman Edith Dick	Fred Barr Joseph Franz	AP
NIAGARA FALLS ...	WHLD	1290	1,000-D	Niagara Falls Gazette Pub. Co. Hotel Niagara 8421	Alanson C. Deuel Earl C. Hull Richard G. Robbins	Robert J. Manning Robert J. Wilson	Headley-Reed Assoc. Prog. Lang-Worth SESAC Standard UP
OGDENSBURG ...	WSLB	1400	250	St. Lawrence Bcstg. Corp. 2315 Knox St. 500	MBS KBS	Joseph R. Brandy Harold J. Frank J. R. Brandy	Harold J. Frank J. R. Brandy Clifford W. Moore	Walker UP
OLEAN 1 ...	WHDL	1450	250	WHDL Inc. Exchange National Bank Bldg. 4149	ABC KBS	E. B. Fitzpatrick Thomas L. Brown Fred G. Meyer Jr.	Virgil C. Booth Thomas J. Gill	McKinney World UP
PLATTSBURG ...	WMFF	1340	250	Plattsburg Broadcasting Corp. 153 Margaret St. 1600	ABC KBS	George F. Bissell Jan King Joel Scheier	William H. Chambers Jan King William Pettit	McGillvra Standard UP
POUGHKEEPSIE ...	WKIP	1450	250	Poughkeepsie Newspapers Inc. 42 Market St. 6800	ABC	Merritt C. Speidel Harold W. Cassill Theodore Jones	Marvin S. Seimes	Headley-Reed Thesaurus AP
ROCHESTER 4 ...	WHAM	1180	50,000	Stromberg-Carlson Co. 111 East Ave. Stone 1862	NBC	William Fay John H. Lee John W. Kennedy Jr.	Charles Siverson Truman Briese Kenneth Gardner	Hollingbery Thesaurus World UP
ROCHESTER 4 ...	WHEC	1460	1,000-LS 500-N	WHEC Inc. 40 Franklin St. Stone 1320	CBS	Frank E. Gannett Clarence Wheeler Gunnar O. Wiig LeMoine Wheeler	William J. Adams Gunnar O. Wiig Bernard C. O'Brien	McKinney Assoc. Prog. Standard AP
ROCHESTER 4 ...	WSAY	1370	1,000	Brown Radio & Service Laboratory Taylor Bldg. Stone 702	Gordon P. Brown Gordon P. Brown Elmer J. Walz	Elizabeth Palmer Ralph Palmer Gordon P. Brown	McGillvra Walker
SARANAC LAKE ...	WNBZ	1320	100-D	Upstate Broadcasting Corp. 14 Broadway 1320	ABC KBS	John F. Grimes John F. Grimes Jacques DeMattos	Lewis Pettit T. J. Wertenbaker Jr. H. Berwind Williams	Clark
SCHENECTADY ...	WGY	810	50,000	General Electric Co. 1 River Road 3-2121	NBC	GE—Kolin Hager Kolin Hager Kolin Hager Alexander MacDonald	A. O. Coggeshall Jeanne Weller W. J. Purcell	NBC Spot Lang-Worth Thesaurus AP, UP

AMERICA'S NUMBER 1.

SPORTS STATION

**YEAR ROUND
TOP
SPORTS EVENTS**

- New York Giants Pro-Football
- Brooklyn Dodger Baseball
- New York Rangers Hockey
- Inter-Collegiate Basketball
- Madison Square Garden Indoor Track Meets
- Trotting Races
- Professional Boxing
- Horse Race Results
- Ski Casts

**NATIONS TOP
SPORTS
PERSONALITIES**

- Red Barber
- Bob Bryar
- Connie Desmond
- Don Dunphy
- Frank Elkins
- Steve Ellis
- Ted Lawrence
- Guy Lebow
- Bert Lee
- Clem McCarthy
- Sam Taub
- Ward Wilson



50,000 WATTS . . . NEW YORK

Represented by
Rambeau

Metro-Goldwyn-Mayer
Loews Affiliate

WHAM

Your Western New York Salesman

Covers not Rochester alone, but



counties

with all of their prosperous farms



all the

busy trading centers where they do their shopping . . .



the well-to-do homes surrounding busy

factories where seasonal lay-offs are things



they only read of.



A big time market respon-

sive to WHAM-appeal



as proved by audience

surveys



and by measured mail response.



Your best buy for plus coverage in a plus market.

50,000 WATTS • CLEAR CHANNEL • 1180 ON THE DIAL

Affiliated with NBC • National Representative *George P. Hollingbery Co.*

ROCHESTER, NEW YORK

BROADCASTING • Telecasting

*The Stromberg-Carlson
Station*

More Listeners for you in Central New York

✓ Check any authoritative data source for facts on
Syracuse and Central New York as a market.

✓ Check the following facts on WFBL as the best
medium to sell this market.

WFBL is the only radio station with mobile unit facilities to cover special events throughout Central New York. (Since the suspension of gas rationing WFBL's mobile unit has traveled more than 2500 miles and covered more than 65 separate special events.)

WFBL is the only radio station with a separate agricultural studio. (The RFD program is broadcast direct from the Central New York Regional Market 5:00 to 7:00 A. M. six days a week.)

WFBL is the only radio station that provides an early morning live talent show. (The Musical Clock—consisting of an 8-piece studio band—3 soloists and 2 MC's is GOOD ENOUGH to have fed the network for a 26-week schedule of broadcasts.)

WFBL is the only radio station in Syracuse to have won a George Foster Peabody award during 1945. (WFBL's "Syracuse on Trial," a 39-week public service program won the award.)

✓ Check again this 24-year-old station, first in Central New York to have a network affiliation (Charter member of CBS), first to operate on 5,000 watts day and night; first to be granted FM broadcasting privilege; first to have its own building with complete broadcasting facilities all under one roof; first in audience, day and night, first with advertisers both national and local . . . WFBL should be your first consideration if you want to sell Central New York and get the most for your radio dollar.

WFBL

Syracuse, N.Y.



MEMBER OF BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
FREE & PETERS, INC. Exclusive National Representatives

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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NEW YORK—(Continued)

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SCHENECTADY 7...	WSNY	1240	250	Western Gateway Bestg. Corp. 619 State St. 3-3622	W. P. Leighton George R. Nelson George R. Nelson	Edward F. Flynn Cecil Woodland Irving P. Beck	Foster Wood Lang-Worth Standard AP
SYRACUSE 2.....	WAGE	620	1,000	WAGE Inc. Loew Bldg. 2-0277	ABC	Frank G. Revoir William T. Lane Aaron Beckwith A. Beckwith Charles Brannen	Petry Standard Thesaurus AP
SYRACUSE 2.....	WFBL	1390	5,000	Onondaga Radio Bestg. Corp. 433 S. Warren St. 2-1147	CBS	Oscar F. Soule Samuel Woodworth Charles F. Phillips	Charles F. Phillips Robert G. Soule Alfred R. Marcy	Free & Peters World INS
SYRACUSE 2.....	WOLF	1490	250	Civic Broadcasting Corp. Chimes Bldg. 2-7211	MBS	T. Sherman Marshall T. Sherman Marshall Dan Dwyer	Hamilton Woodle Patricia Marshall Thomas Crimmins	Walker Standard AP
SYRACUSE 2.....	WSYR	570	5,000	Central New York Bestg. Corp. Syracuse-Kemper Bldg. 3-7111	NBC	Harry C. Wilder E. R. Vadoboncoeur W. R. Alford Jr.	Bill Rothrum Irene Underwood G. Armand Belle Isle	Bannan Raymer Assoc. Prog. Lang-Worth Standard UP
TROY.....	WHAZ	1330 ST-WBBR, WEVD	1,000	Rensselaer Polytechnic Institute 110 Eighth St. 6810	L. W. Houston Wynant J. Williams Warren C. Stoker	A. Olin Niles Hiram D. Harris
TROY.....	WTRY	980	1,000	Troy Broadcasting Co. Inc. 92 Fourth St. 2100	ABC	Harry C. Wilder William A. Riple Woodbury Carter	Ernest W. Rossell G. Edward Walker Stephen Stanley	Raymer Lang-Worth World UP
UTICA.....	WIBX	1230	250	WIBX Inc. First National Bank Bldg. 2-2101	CBS	Mrs. Scott Howe Bowen Mrs. Scott Howe Bowen	Michael Carlo Fusco Nathan W. Cook John T. Dowdell	Bannan Biddick Wood World UP, INS
WATERTOWN.....	WATN	1240	250	Watertown Broadcasting Corp. 118 Washington St. 2424	MBS	G. H. Righter G. H. Righter G. H. Righter G. H. Righter	Biddick Wood AP
WATERTOWN.....	WWNY	790	1,000	Brookway Co. Hotel Woodruff 4120	CBS	Harold B. Johnson Thomas E. Martin Louis Saiff Jr.	Glenn S. Doull Maynard B. Davis	Weed SESAC World UP
WHITE PLAINS.....	WFAS	1230	250	Westchester Broadcasting Corp. Roger Smith Hotel 6400	KBS	J. Noel Macy Frank A. Seitz T. Eugene Duffy	Randall Kaler Frank A. Seitz Assoc. Prog. World AP

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	WISE Inc. 98 Collier St. 1213	NBC	Harold H. Thoms Harold H. Thoms Kenneth Beachboard	Floye Bowers Nina Williams M. Hollerith	Burn-Smith Thesaurus AP, INS
ASHEVILLE.....	WWNC	570	1,000	Asheville Citizen-Times Co. 14 O. Henry Ave. 6500	CBS	Don S. Elias Don S. Elias James A. Hagan Cecil Hoskins	Katz Assoc. Prog. AP, UP
ASHEVILLE.....	1340 (Construction permit)	250	Community Bestg. Corp. Asheville	Community Bestg. Corp.
BURLINGTON.....	WBBB	920	1,000-D	Alamance Bestg. Co. Inc. 310 1/2 S. Main St. 2730	MBS	Alamance Bestg. Co. Inc. E. Z. Jones Roy Springer	Jack Hankins William Sandefur Berry Tysor	Gene Grant Cole Lang-Worth Standard AP, UP
CHARLOTTE 2.....	WAYS	610	1,000	Inter-City Advertising Co. 120 E. Third St. 3-7173	ABC	George W. Dowdy Walter H. Goan M. L. Byrd Paul Absher	Weed Lang-Worth Standard AP
CHARLOTTE 2.....	WBT	1110	50,000	Southeastern Broadcasting Co. Wilder Bldg. 3-8833	CBS	J. M. Bryan Charles H. Crutchfield Royal Penny	Larry Walker Ed Connolly M. J. Minor	Radio Sales Lang-Worth AP, UP
CHARLOTTE 1.....	WSOC	1240	250	WSOC Inc. 1925 N. Tryon St. 7188	NBC	E. J. Gluck E. J. Gluck W. C. Irwin	Ronald G. Jenkins L. L. Caudle Jr.	Headley-Reed Cole Standard Thesaurus AP
CONCORD.....	WEGO	1410	1,000-D	Wayne M. Nelson Concord 2271	KBS	Wayne M. Nelson Wayne M. Nelson	Clark Standard AP, UP
DURHAM.....	WDNC	1490	250	Durham Radio Corp. 138 1/2 E. Chapel Hill St. R-155	CBS	C. C. Council J. Frank Jarman J. Frank Jarman	Lawrence C. Johnson J. Frank Jarman Walter S. Hill	Wilson Cole Standard AP, UP
ELIZABETH CITY...	WCNC	1400	250	Albemarle Broadcasting Co. 104 E. Colonial Ave. 1400	MBS KBS	Edd Harris Edd Harris	Don Pierce Don Pierce C. R. Askey	Burn-Smith World
FAYETTEVILLE.....	WFNC	1450	250	Cape Fear Broadcasting Co. 114 Anderson St. 4848	MBS Tobacco	Cape Fear Bestg. Co. W. C. Ewing Paul O. Moyle	Ray Woodard L. E. Small Lang-Worth UP
GASTONIA.....	WGNC	1450	250	F. C. Todd 168 W. Main St. 732	ABC KBS	F. C. Todd Pat McSwain F. C. Abernethy	Earl R. Holder F. C. Abernethy W. C. Groves Jr.	Cox & Tanz MacGregor

NORTH CAROLINA

IS THE SOUTH'S

No. 1 STATE

North Carolina is the South's No. 1 State in *both industry and agriculture*. Industrially, our people draw nearly *twice* as much in "salary and wages" as the average of the nine other Southern states—lead the second-rank-

ing state by \$92,000,000 annually . . . Agriculturally our people gross *more than twice* as many farm dollars as the average of the nine other Southern states—lead the second-ranking state by \$250,000,000 annually!

and WPTF at RALEIGH

IS NORTH CAROLINA'S

No. 1 SALESMAN!

WPTF is a 50,000-watt station, at 680 kc., NBC. It is by long, long odds the No. 1 radio station in North Carolina—by equally long odds the State's No. 1 radio *salesman*.

Drop us a line for complete facts, figures, availabilities—or ask Free & Peters. If you're not using WPTF, you're not covering the best State in the South.

50,000 WATTS—NBC

RALEIGH, N. C.



FREE & PETERS, Inc., Exclusive National Representatives

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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NORTH CAROLINA—(Continued)

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GOLDSBORO	WGBR	1400	250	Eastern Carolina Bcstg. Co. Inc. Box 1024 1350	MBS Tobacco	A. T. Hawkins Harry G. Bright Leland B. Nelson	John Gay Britt Harry G. Bright Daniel B. Trueblood	World AP
GREENSBORO	WBIG	1470	5,000	North Carolina Bcstg. Co. Inc. O. Henry Hotel 6125	CBS	Edney Ridge Edney Ridge Gilbert H. Hutchinson	Wally Williams Adelaide Bernard Margaret Leonard Earl Allison	Hollingbery Thesaurus World AP
GREENSBORO	WGBG	930	1,000-D	Greensboro Broadcasting Co. Inc. Ashe Street, Extension 3-3631	ABC	Ralph M. Lambeth Ralph M. Lambeth L. O. Hutchins	Stan Conrad J. R. Marlowe James M. Stewart	Burn-Smith Lang-Worth UP
GREENVILLE	WGTC	1490	250	Greenville Broadcasting Co. Box 898 3182	MBS Tobacco	J. J. White B. S. Hodges Jr. Carl McKinney	Charles Whedbee B. S. Hodges Jr. Marion Tribbley Cole World AP, UP
HENDERSON	WHNC	890	250-D	Henderson Radio Corp. 19 Williams St. 736	MBS KBS	S. S. Stevenson Nathan Frank Nathan Frank	Richard Bronson Nathan Frank Leon Small Lang-Worth World AP
HICKORY	WHKY	1290	5,000-LS 1,000-N	Catawba Valley Bcstg. Co. Inc. Radio Bldg. 1195	ABC KBS	Carl V. Cline Edmund S. Long J. Frank Hatthcox Edmund S. Long	Wilson World UP
HIGH POINT	WMFR	1230	250	Radio Station WMFR Security Bank Bldg. 4593	ABC KBS	Helen M. Lambeth H. M. Lambeth Pat Taylor	Gary Davis Pat Taylor Gary Davis	Burn-Smith UP
JACKSONVILLE	WJNC	1240	250	Jacksonville Broadcasting Corp. Route 24, N. 707	MBS Tobacco	Louis N. Howard Lester L. Gould Lester L. Gould David E. Hardison	Lang-Worth
KINSTON	WFTC	1230	250	Jonas Weiland 210 E. King St. 4111	ABC	Jonas Weiland Bob Bingham Arthur Manning	Bob Bingham Bob Bingham Herman Civils	Burn-Smith AP
LEXINGTON	1190 (Construction permit)	250	Davidson County Bcstg. Co. Lexington	Omar G. Hilton Greeley N. Hilton
LUMBERTON	1310 (Construction permit)	250	Robeson Bcstg. Corp. Lumberton
NEW BERN	WHIT	1450	250	Coastal Broadcasting Co. Inc. U. S. Highway No. 17, S. 4450	MBS Tobacco	Louis N. Howard Louis N. Howard	Paul Parker Thos. F. McCaffrey David E. Hardison	Lang-Worth UP
RALEIGH	WPTF	680	50,000	WPTF Radio Co. Insurance Bldg. 8311	NBC	J. R. Weatherspoon Richard H. Mason O. L. Carpenter	Graham B. Poyner R. W. Youngsteadt Henry Hulick Jr.	Free & Peters Thesaurus World AP, UP
RALEIGH	WRAL	1240	250	Capitol Broadcasting Co. Inc. 131 S. Salisbury St. 6411	MBS Tobacco	A. J. Fletcher Fred Fletcher B. G. Robertson	Ray Reeve Stanley Brown	Weed Lang-Worth AP
ROANOKE RAPIDS	WCBT	1230	250	WCBT Inc. 251 Roanoke Ave. R-8551	MBS KBS	S. E. Crew S. E. Crew A. L. Drew	A. L. Drew A. L. Drew C. W. Meares	Burn-Smith World UP
ROCKY MOUNT	WEED	1450	250	W. A. Wynne Box 752 1420	ABC	W. A. Wynne J. L. Cummings	Bill Holm J. L. Cummings W. W. Primm Cole World AP
SALISBURY	WSTP	1490	250	Piedmont Broadcasting Corp. Yadkin Hotel 2121	MBS	Bryce P. Beard Bryce P. Beard Katherine F. Murphy	Betty Gill Katherine F. Murphy Carl B. Watson	Burn-Smith World AP
SHELBY	730 (Construction permit)	250-D	Western Carolina Radio Corp. P. O. Box 200
WASHINGTON	WRRF	930	1,000-D	Tar Heel Bcstg. System Inc. Bank of Washington Bldg. 403	ABC KBS	W. R. Roberson W. R. Roberson Jr. T. H. Patterson	Mary Miller T. H. Patterson George P. Martin	Forjoe Standard Thesaurus AP
WHITEVILLE	1240 (Construction permit)	250	Whiteville Bcstg. Co. Inc. Whiteville
WILMINGTON	WMFD	1400	250	Richard Austin Dunlea Castle Hayne Road 4840	ABC	Richard A. Dunlea Richard A. Dunlea Claud O'Shields	Harry W. Lee Charles M. Gaylord Edward I. Herring Jr.	Burn-Smith World UP
WILMINGTON	1340 (Construction permit)	250	General Newspapers Inc. Wilmington
WILSON	WGTM	1340	250	Penn T. Watson Wilson 2188	MBS Tobacco	Penn T. Watson Allen E. Wannamaker R. R. Brunson	Frank Hardin Allen E. Wannamaker Warren Wooten	World UP
WINSTON-SALEM 3	WAIR	1340	250	WAIR Broadcasting Co. Pepper Bldg. 2-1133	ABC	Partnership George D. Walker C. G. Hill	Doris Pardington Ruth Pitts Lee King	Walker Cole World AP
WINSTON-SALEM 1	WSJS	690	5,000	Piedmont Publishing Co. 419 N. Spruce St. 4141	NBC	Gordon Gray Harold Essex Harry B. Shaw Phillip F. Hedrick	Headley-Reed Cole Lang-Worth Standard UP

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	Cal Culver Cal Culver Ivar Nelson	Blair SESAC Standard UP
DEVILS LAKE	KDLR	1240	250	KDLR Inc. 1025 Third St. 1090	MBS Mississippi	Bert Wick Bert Wick Bert Wick	Robert Raynor Richard Moritz SESAC World UP
FARGO	WDAY	970	5,000	WDAY Inc. Clark Bldg. 5357	NBC Northwest	E. C. Reineke Jack Dunn Tom Barnes	Ken Kennedy Mildred Gregerson Julius Hetland	Free & Peters Thesaurus AP, UP

RESULT STORIES



WDAY "WROTE THE BOOK" ON RADIO RESULTS!

WDAY is the oldest broadcasting station in the Northwest—better than twenty-three years—and some of our *result stories* go back to the very beginning of that time.

Take *local* advertisers, for instance (seems to us that folks right here at home should *know*). *Eighteen* year-'round local advertisers have used WDAY, *steadily*, from 10 to 23 years. What's more, these eighteen are truly a "soup-to-nuts" variety—a department store, jewelry company, creamery, foundry, auto-repair shop,

music store, shoe store, men's shop, furrier, laundry, etc.

Yes sir, neighbors have the real dope on a feller. And when local advertisers approve so markedly of a station, what better recommendation could you ask? This is fertile ground for widely varied crops—the rich Red River Valley is the best market between Minneapolis and Spokane. And our hayseeds are just as diverse in their spending as in their farming. Write us for all the facts—or ask Free & Peters.

WDAY, INC.

FARGO, N. D.

NBC ... 970 KILOCYCLES ... 5000 WATTS

FREE & PETERS, INC.. EXCLUSIVE NATIONAL REPRESENTATIVES

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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NORTH DAKOTA—(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
GRAND FORKS.....	*KFJM	1440 SH-KILO	1,000-LS 600-N	University of North Dakota Grand Forks 2800	Univ. of North Dakota Donald J. Robertson	Fay Lufkin Arnold Petrich
GRAND FORKS.....	KILO	1440 SH-KFJM	1,000-LS 600-N	Dalton LeMasurier First National Bank Bldg. 1200	CBS Northwest	Dalton LeMasurier Dalton LeMasurier Elmer Hanson	Dorothy Kirk Arnold Petrich	Headley-Reed Lang-Worth UP
JAMESTOWN.....	KSJB	600	250-LS 100-N CP-5,000	Jamestown Broadcasting Co. Inc. Midland Bldg. 100	CBS, MBS Mississippi	John W. Boler Lloyd R. Amoo Lloyd R. Amoo	George Suderman Florence Putnam Lloyd R. Amoo SESAC Standard AP, UP
MANDAN.....	KGCU	1270	250	Mandan Radio Assoc. 200 Third Ave. N. W. 631	MBS Mississippi	W. S. Russell M. J. Reichert M. J. Reichert	Merritt Bushee LeRoy Gunderson Lang-Worth
MINOT.....	KLPM	1390	1,000	Minot Broadcasting Co. 118A S. Main 1267	MBS Mississippi	John B. Cooley C. W. Baker E. H. Cooley	Jack Helling Jack Helling C. W. Baker	Walker World UP
VALLEY CITY.....	KOVC	1490	250	KOVC Inc. 312 Fifth Ave. 408	MBS KBS Mississippi	Robert E. Ingstad Robert E. Ingstad Robert E. Ingstad	William J. Weaver Kermit Holm UP

OHIO

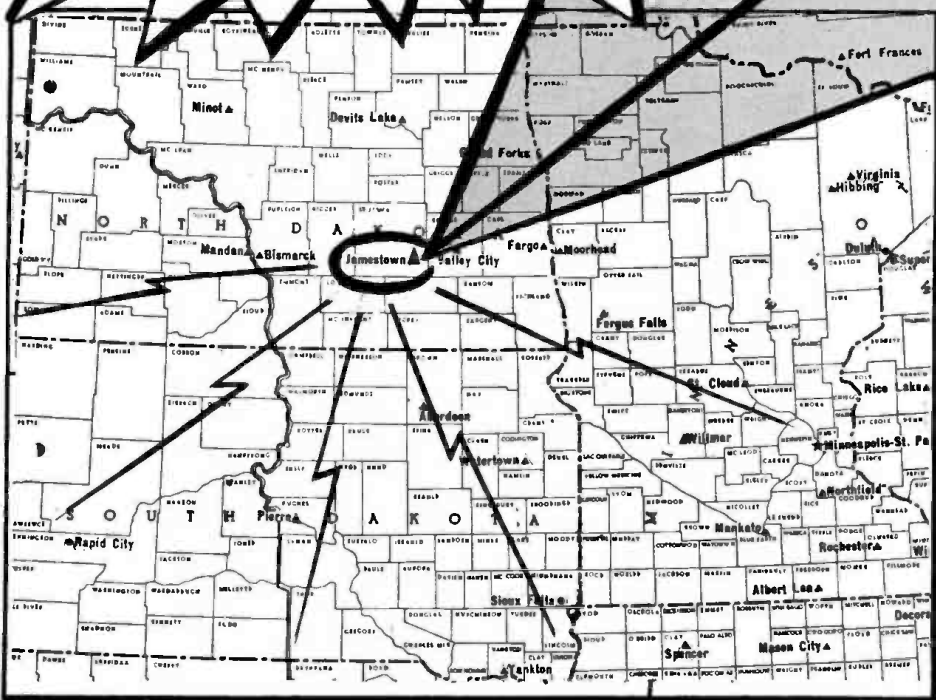
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
AKRON 9.....	WADC	1350	5,000	Allen T. Simmons Box 830 Meadowbrook 3211	CBS	Allen T. Simmons Allen T. Simmons Allen T. Simmons	H. L. Hageman Bob Wilson	Hollingsbery Lang-Worth Standard UP, TP
AKRON 8.....	WAKR	1590	5,000	Summit Radio Corp. First Central Tower Hemlock 6151	ABC	S. Bernark Berk S. Bernard Berk Kenneth M. Keegan	Colman Scott Viola G. Berk George Paul	Weed Assoc. Prog. Standard Thesaurus AP, UP
AKRON 8.....	WHKK L-KFI	640	1,000	United Broadcasting Co. 51 W. State St. Blackstone 7101	MBS	Sterling Graham R. W. Richmond J. A. Harrington	Louis Heinrich Thelma Federhar James S. Hill	Radio Adv. World AP
ASHTABULA.....	WICA	970	1,000-D	WICA Inc. 221 Center St. 1211	R. B. Rowley W. W. Walrath D. W. Fassett	A. B. Newkirk A. B. Newkirk H. R. Johnson World UP
CANTON 2.....	WHBC	1480	1,000	Ohio Broadcasting Co. 550 S. Market St. 7166	MBS	Eugene Carr William I. Hershey Robert Fehlman	W. Richard Neher Charles Erbland Kenneth L. Sliker	Burn-Smith SESAC World AP, UP
CINCINNATI 1.....	WCKY	1530	50,000	L. B. Wilson Inc. Hotel Gibson Cherry 6665	ABS	L. B. Wilson Kenneth W. Church George H. Moore	Bill Dawes C. H. Topmiller	Free & Peters Lang-Worth Standard World AP, UP
CINCINNATI 2.....	WCPO	1230	250	Scripps-Howard Radio Inc. Carew Tower Main 3814	Jack R. Howard Mortimer C. Waters John Patrick Smith	Glenn Clark Miller Glenn Clark Miller Glenn Davis	Branham Assoc. Prog. Lang-Worth Standard UP
CINCINNATI 6.....	WKRC	550	5,000-LS 1,000-N	Cincinnati Times-Star Co. Hotel Alms Woodburn 0550	CBS	Hulbert Taft Sr. H. E. Fast U. A. Latham	Joel Stovall Ed E. Hale George Wilson	Katz Lang-Worth Standard AP, UP
CINCINNATI 2.....	WLW	700	50,000	The Crosley Corp. Crosley Square Cherry 1822	NBC	J. D. Shouse R. E. Dunville H. Mason Smith	Eldon Park M. N. Terry R. J. Rockwell UP, AP, INS, Reuters
CINCINNATI 2.....	WSAI	1360	5,000	Buckeye Broadcasting Co. 115 E. Fourth St.	ABC	Marshall Field Robert M. Sampson W. R. Christian	James Leonard Dorothy Wurtman W. E. Symons	Avery Thesaurus World AP, UP
CLEVELAND 1.....	WGAR	1220	5,000	WGAR Broadcasting Co. Hotel Statler Prospect 0200	CBS	G. A. Richards John F. Patt Harry Camp	David M. Baylor J. R. Schmunk R. Morris Pierce	Petry Lang-Worth Standard UP
CLEVELAND 13.....	WHK	1420	5,000	United Broadcasting Co. Terminal Tower Prospect 5800	MBS Ohio Network	Cleveland Plain Dealer K. K. Hackathorn Robert S. DeTchon	C. M. Hunter Sue Cornelius R. H. DeLany	Raymer Assoc. Prog. Lang-Worth AP, Reuters
CLEVELAND 15.....	WJW	850	5,000	WJW Inc. 1375 Euclid Ave. Superior 0101	ABC	William M. O'Neil William O'Neil W. J. Sylvester	Edward N. Falen A. B. Stiller Gerald Roberts	Headley-Reed Standard UP, TP
CLEVELAND 14.....	WTAM	1100	50,000	National Broadcasting Co. Inc. 815 Superior Ave. N. E. Cherry 0942	NBC	NBC—Vernon H. Pribble Vernon H. Pribble Harold Gallagher	Hal Metzger Howard Barton S. E. Leonard	NBC Spot Standard Thesaurus AP, UP

NEW POWER!

**ADDED
"SALES"
PUNCH!**

KSJB

JAMESTOWN, N.D.



**NOW-
5000 WATTS**

AT 600 KC

**BLANKETING NORTH DAKOTA,
SOUTH DAKOTA, AND
NORTH WESTERN MINNESOTA**

JAMESTOWN BROADCASTING COMPANY, INC.

AFFILIATED WITH

**Columbia Broadcasting System • Mutual Broadcasting System
North Central Broadcasting System**

National Sales Representative: NCBS SPOT SALES

NEW YORK 1, N. Y.

Empire State Building • Longacre 3-4874

CHICAGO 1, ILL.

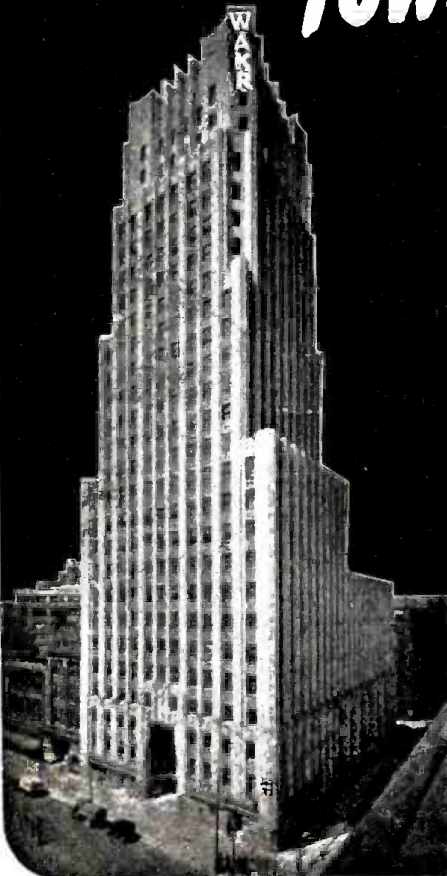
360 North Michigan Avenue • Central 4894

ST. PAUL 1, MINN.

E-622 First National Bank Building • Cedar 8579

WAKR

TOWERS OVER AKRON



A B C Network

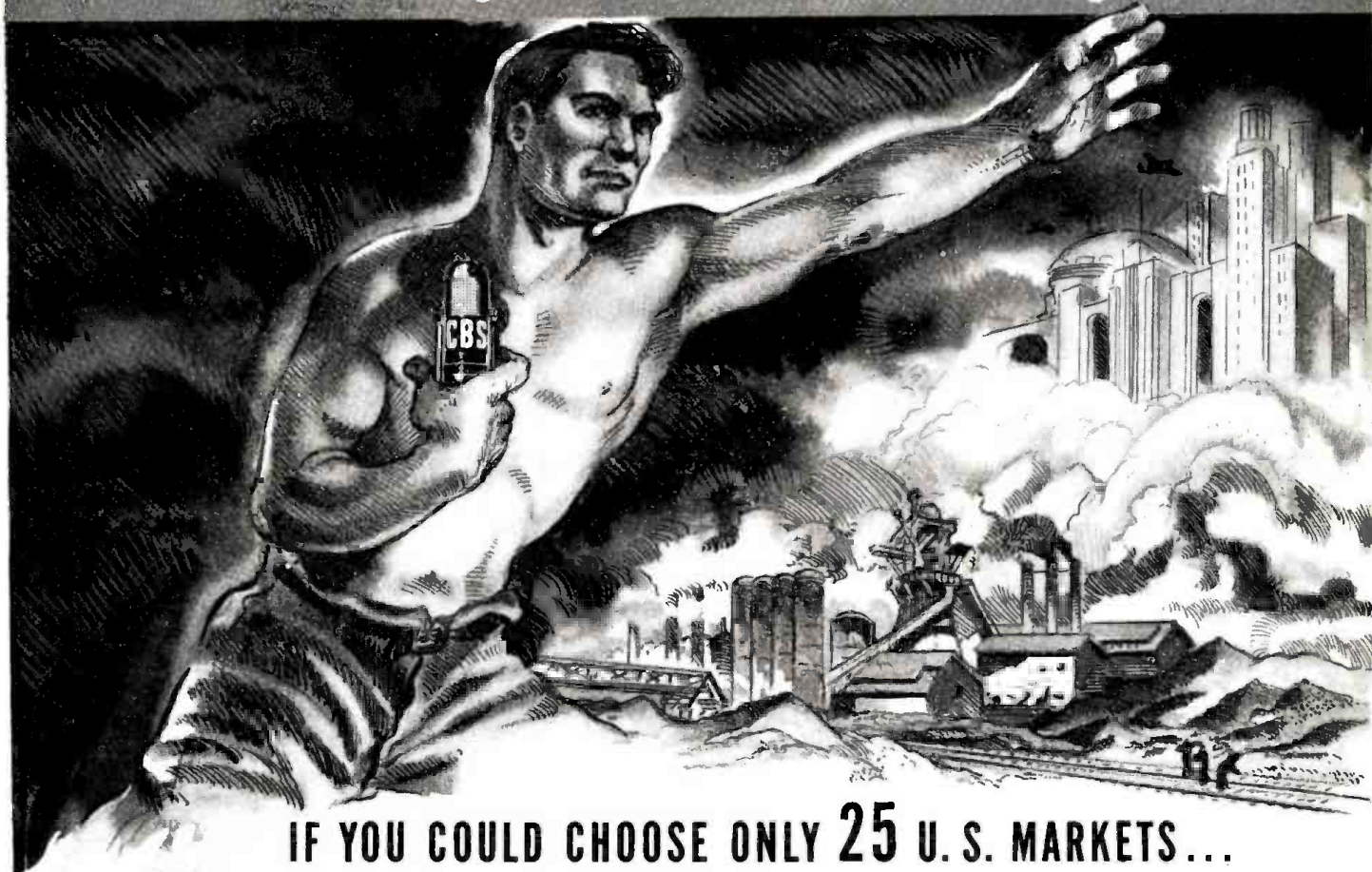
5000 WATTS * DAY & NIGHT

WEED & CO.

National Representatives

1926-1946

Twentieth Anniversary Year*



IF YOU COULD CHOOSE ONLY 25 U. S. MARKETS... YOU WOULD HAVE TO CHOOSE YOUNGSTOWN--WKBN

A stable, concentrated market area which ranks among the nation's top 25 means both peak buying ability and peak buying habits. Effectively served by one medium of proved selling power, this area is the "must market" of Youngstown—WKBN. The leading purchasing power of this third largest U. S. Steel Center is revealed conclusively by available statistics... total wage earners, annual wages, retail sales per family, etc. (Full information is available to advertisers in WKBN's Brochure on "The Youngstown Industrial Area"). This large and attentive buying audience falls within the primary coverage of one Radio station only... WKBN.

Represented by
PAUL H. RAYMER COMPANY

As repeated case histories throughout this pioneer station's 20-year history attest, such an exclusive situation has placed WKBN in the position of a powerful merchandising and sales force... the respected source of information and entertainment for a major market area of over half a million consumers... plus the bonus coverage area of over 6,000,000.

AFFILIATE
COLUMBIA BROADCASTING SYSTEM

WKBN

YOUNGSTOWN, O.

5000 watts
570 kc

* WKBN delivered its first broadcast to Youngstown earphones and speakers on September 26, 1926. The station's first bid for listeners was made with a 7½ watt transmitter. An ever-progressive policy has existed from the beginning and today's modern, powerful equipment... situated on forty-five acres of landscaped beauty in Youngstown's South Side residential section... brings Columbia Network and local entertainment to listeners in five states and Canada.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1946)

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 Mtdg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
COLUMBUS 15.....	WBNS	1460	5,000-LS 1,000-N	RadiOhio Inc. 33 N. High St. Adams 9265	CBS	Edgar T. Wolfe W. L. Orr	Geer Parkinson Jerome R. Reeves L. H. Nafsger	Blair Standard AP
COLUMBUS 15.....	WCOL	1230	250	The Pixleys 33 N. High St. Main 4581	ABC	L. A. Pixley Jack Kelly Jack Kelly	Howard Donahoe Howard Donahoe Leo DeConnick	Headley-Reed Lang-Worth World AP
COLUMBUS 15.....	WHKC	610	1,000	United Broadcasting Co. 22 E. Gay St. Adams 1101	MBS Ohio Network	Sterling Graham C. M. Everson H. H. Hoessly	John B. Moses H. H. Hoessly Wm. C. Minor	Radio Adv. Cole Lang-Worth UP
COLUMBUS 10.....	*WOSU	820 L-LS, Dallas	5,000	Ohio State University Communication Laboratory University 3148	Howard L. Bevis Robert C. Higgy	William H. Ewing Robert C. Higgy Thesaurus AP, UP
DAYTON 1.....	WHIO	1290	5,000	Miami Valley Bestg. Co. 45 S. Ludlow St. Adams 2261	CBS	James M. Cox R. H. Moody Arthur Tomsett	Lester Spencer Garland Baldwin Ernest Adams	Cummings Hollingbery Standard World AP, UP, INS
DAYTON 2.....	WING	1410	5,000	Great Trails Bestg. Co. 121 N. Main St. Adams 3288	ABC	Charles Sawyer John Pattison Williams F. G. Dykstra	Ranny Daly Stanley Beck	Weed Lang-Worth Standard AP
FINDLAY.....	WFIN	1380	1,000-D	Findlay Radio Co. 500 1/2 S. Main St. Main 1330	KBS	Fred R. Hover Fred R. Hover	Joanne Lewis M. C. Clark Edgar C. Smith Cole Lang-Worth Standard INS
HAMILTON.....	WMOH	1450	250	Fort Hamilton Bestg. Co. 2nd National Bank Bldg. 4664	Herbert G. Pabst Don Isoset Joe True	Sam Sague Joe True Andrew Bruck Thesaurus UP
LIMA.....	WLOK	1240	250	Fort Industry Co. National Bank Bldg. 9-3161	NBC	Comdr. George B. Storer Ralph G. Elvin Giles Zwahlen	Edgar C. Ulrick Ralph G. Elvin Darrell J. Hunter	Headley-Reed Lang-Worth Standard AP
MANSFIELD.....	WMAN	1400	250	Richland Inc. 140 1/2 Park Ave. W. 4235	ABC Ohio Network	M. F. Rubin J. M. O'Hara Carl Kindt	Robert Christopher Robert Christopher Wm. E. Morrison	Broadcast Sales Standard World UP
MARIETTA.....	1490 (Construction Permit)	250	Marietta Broadcasting Co. St. Clair Block
MARIETTA.....	1340 (Construction permit)	250	Parkersburg Sentinel Co. 519 Juliana St., Parkersburg, W. Va.	Howard L. Chernoff
MARION.....	WMRN	1490	250	Marion Broadcasting Co. N. Main St. 3226	ABC KBS	Robert T. Mason Robert T. Mason Robert T. Mason	Madge Cooper Eric Paige Francis J. Peters	Broadcast Sales Gene Grant Thesaurus UP
PORTSMOUTH.....	WPAY	1400	250	Scioto Broadcasting Co. 1009 Gallia St. 1010	MBS	Louis H. Brush Paul Wagner Gerald F. Boyd	H. W. Apel Robert Kuhn Maurice L. Myers Lang-Worth AP, UP
SPRINGFIELD.....	WIZE	1340	250	Radio Voice of Springfield Inc. 117 W. High St. 4955	ABC	Charles Sawyer Adna Karns	Arthur Martin Terry Hutt Victor Bushong	Weed Standard AP, UP
STEUBENVILLE.....	WSTV	1340	250	Valley Broadcasting Co. Exchange Realty Bldg. 2-6265	MBS	Valley Broadcasting Co. John J. Laux John J. Laux	John L. Merdian John L. Merdian Joseph M. Troesch Thesaurus UP
TOLEDO.....	WSPD	1370	5,000	Fort Industry Co. 136 Huron St. Adams 3175	NBC	George B. Storer J. Harold Ryan E. Y. Flanigan	Robert Evans Westford F. Shannon Frank Hilbert Edw. Goon	Katz Lang-Worth Standard Thesaurus AP, UP, INS
TOLEDO 2.....	WTOL	1280	250	Community Broadcasting Co. Bell Bldg. Adams 3291	ABC	Community Bestg. Co. Arch Shawd Gard Wallace	Karl Nelson Betty Connell John Sheehan	Radio Adv. Assoc. Prog. Standard World AP, UP
WARREN.....	WRRN	1400	250	Frank T. Nied & Perry H Stevens 108 Main St. 4490	MBS	Frank T. Nied Perry H. Stevens Emerson J. Pryor Frank B. Cannon	Lynn E. Gifford Emerson J. Pryor Robert V. Kinney	McGillvra Lang-Worth Standard UP
YOUNGSTOWN 3....	WFMJ	1450	250	WFMJ Broadcasting Co. 101 W. Boardman St. 3-4121	ABC	William F. Maag Jr. Willi F. Maag Jr. Phil Wood	William K. Crooks Frank A. Dieringer	Headley-Reed Lang-Worth SESAC Standard AP, UP
YOUNGSTOWN 3....	WKBN	570	5,000	WKBN Broadcasting Corp. 17 N. Champion St. 4-2122	CBS	W. P. Williamson Jr. J. L. Bowden J. L. Bowden	Gene Trace Foeter Harmon B. T. Wilkens	Raymer Lang-Worth World UP
ZANESVILLE.....	WHIZ	1240	250	Southeastern Ohio Broadcasters Inc. Lind Arcade Bldg. 6000	NBC	George B. Storer Allen L. Haid J. Robert Kerns	Howard George William Hunt	Blair Standard AP

MORE!

For Your Advertising Dollar

When Your Schedule Is On

W F M J

To Cover YOUNGSTOWN

Ohio's Third Market

Market Data

Primary Coverage*

Population	473,605
Radio Homes	109,498
Total Retail Sales	\$161,379,000
Food Sales	\$41,738,000
General Mdse. Sales	\$22,086,000
Apparel Stores	\$12,315,000
Drug Stores	\$4,517,000

*These are 1940 Census figures.

More Listeners More Hours of the Day

C. E. Hooper Station Listening Index Oct.-Nov., 1945

	WFMJ	B	C	D	E	Others
Mon. thru Fri. 8 AM-12 Noon	51.9	19.8	9.0	13.2	3.1	3.0
Mon. thru Fri. 12 Noon-6 PM	30.9	21.2	19.1	17.6	2.1	9.1
Sun. thru Sat. 6 PM-10 PM	26.0	42.4	23.6		4.8	3.2
Sunday 12 Noon-6 PM	38.1	20.3	8.6	13.9	5.6	13.5

Complete News

Reports of the Associated Press, the United Press, and local news from The Youngstown Vindicator.

W F M J

Affiliate of the American Broadcasting Company

Member OAB, NAB

Represented By
Headley Reed Co.

NEW YORK
CHICAGO
DETROIT
ATLANTA
LOS ANGELES
SAN FRANCISCO

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

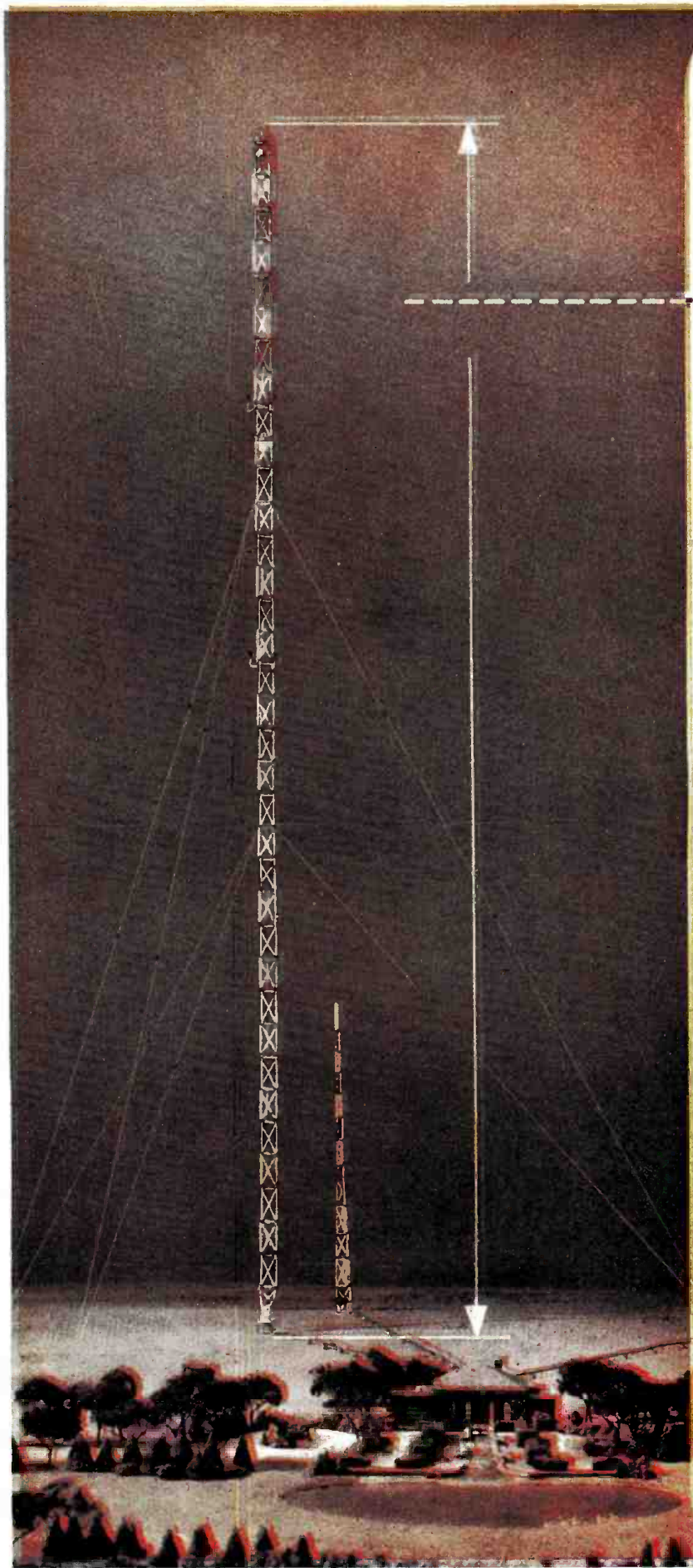
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 (Data corrected to January 1, 1946)

OKLAHOMA

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
ADA	KADA	1230	250	C. C. Morris First National Bank Bldg 1212	ABC Oklahoma	C. C. Morris H. Weldon Stamps LeRoy Moses	Betty J. Hughes Betty J. Hughes Harold Walker	T-H-S AP
ARDMORE	KVSO	1240	250	John F. Easley Hotel Ardmore 3030	ABC KBS Oklahoma	John F. Easley Albert Riesen Gene Calley	Dolly Dutton Glen Paul John Malloy	T-H-S SESAC World
BARTLESVILLE 1	KWON	1400	250	Bartlesville Broadcasting Co. Union National Bank Bldg. 1400	MBS	J. Fred Case J. Fred Case John Collins	M. Keith Upson H. L. Heerman E. Dallas De Graffenreid	AP
ELK CITY	KASA	1240	100	Southwest Broadcasting Co. 204 N. Main St. 730	MBS KBS	Lonnie J. Preston Lonnie J. Preston	Johnny Carmen Steve Cowan G. M. Patterson	Gene Grant Standard UP
ENID	KCRC	1390	1,000	Enid Radiophone Co. Broadway Tower 447	ABC Oklahoma	Lucy M. Garber L. D. Lindsey H. P. Hale	Marjorie Hromas Marjorie Studer Murray D. Coleman	T-H-S Standard AP
LAWTON	KSWO	1150	250-D	Oklahoma Quality Bestg. Co. 17th & E Sts. 3413	MBS KBS	Partnership John W. Steele R. O. Cunningham	Kathleen Buckett R. O. Cunningham W. E. Billington	Assoc. Prog. World UP
MUSKOGEE	KBIX	1490	250	Oklahoma Press Publishing Co. Box 1512 303	ABC Oklahoma	Tama Bixby Jr. Tama Bixby Jr. Mary Robinson	Marcia King Marcia King	T-H-S AP
McALESTER	KTMC (Construction Permit)	1400	250	McAlester Broadcasting Co. Aldridge Hotel	(C. E. Wilson P. D. Jackson
NORMAN	*WNAD	640	1,000-D	University of Oklahoma Faculty Exchange 900	University of Oklahoma John W. Dunn	Buren C. Robbins Jack Boyer	AP
OKLAHOMA CITY	KOCY	1340	250	Plaza Court Broadcasting Co. Plaza Court 3-4333	MBS	J. D. Thomas Matthew H. Bonebrake George Tarter	Paul Buening George Brock	Walker Assoc. Prog. Standard Thesaurus AP
OKLAHOMA CITY 1	KOMA	1520	5,000 CP-50,000	KOMA Inc. Biltmore Hotel 2-3291	CBS	John Griffin Kenyon Brown J. J. Bernard	Bill Bryan W. L. Benham Jr. M. W. Thomas	Free & Peters Cole Standard World UP
OKLAHOMA CITY 2	KTOK	1400	250	O. L. Taylor Apeco Tower 3-8352	ABC Oklahoma	O. L. Taylor Robert D. Enoch Frank J. Lynch	Harold M. Shreve Eva B. Alexander Clifford M. Easum	T-H-S Lang-Worth World AP, UP
OKLAHOMA CITY 1	WKY	930	5,000	WKY Radiophone Co. Skirvin Tower Hotel 3-4306	NBC	E. K. Gaylord P. A. Sugg Ralph Miller	Tom Rucker H. J. Lovell	Katz Assoc. Prog. Standard AP
OKMULGEE	KHBG	1240	250	Okmulgee Broadcasting Corp. McCulloch Bldg. 3646	MBS KBS	Pat Buford Pat Buford Chester Ludwick	Nova Clarke Lucille Buford Chester Ludwick	Sears & Ayer Lang-Worth UP
PONCA CITY	WBBZ	1230	250	Adelaide Lillian Carroll 615 W. Grand Ave. 3200	MBS KBS	Adelaide L. Carroll Adelaide L. Carroll L. C. McKinney	Don Chadd Bill Morgan Nicholas DeFrancisco	Gene Grant AP
SHAWNEE	KGFF	1450	250	KGFF Broadcasting Co. Inc. Aldridge Hotel 4390	ABC Oklahoma	Oscar S. Stauffer Maxine Eddy H. S. Henderson	Roy Bowman Zaida Porter Salvatore Ricciotti	T-H-S AP
TULSA 3	KOME	1340	250	Oil Capital Sales Corp. 910 S. Boston 3-4121	ABC Oklahoma	Harry Schwartz H. E. Grimes Fred Schwartz	Dick Campbell Mary Corkill Roy Brown	McGillvra T-H-S Lang-Worth Standard AP
TULSA 3	KTUL	1430	5,000	Tulsa Broadcasting Co. National Bank of Tulsa Bldg. 2-3191	CBS	John T. Griffin John Esau L. A. Blust	Karl Jannsen George Ketcham Robert Snider	Free & Peters Standard World UP
TULSA 3	KVOO	1170	50,000	Southwestern Sales Corp. Philtower Bldg. 2-2254	NBC	W. G. Skelly W. B. Way Gustav K. Brandborg	F. M. Randolph W. T. McClarin L. W. Stinson	Petry Lang-Worth Standard INS

OREGON

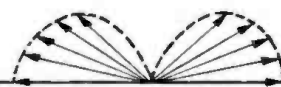
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ALBANY	KWIL	1240	250	Central Willamette Bestg. Co. 15th & Elm Sts. 870	MBS Don Lee	W. L. Jackson Chet Wheeler Hal Byer	John Wray Gloria Mousley Bill Hansen	Biddick Clark Keating Standard UP
ASTORIA	KAST	1230	250	Astoria Broadcasting Co. 404 Commercial St. 95	MBS KBS Don Lee	L. E. Parsons L. E. Parsons E. H. Johnson	Beverly Duff R. D. Holmes J. M. Titus	Biddick Keating Standard AP
BAKER	KBKR	1490	250	Inland Radio Inc. First & Court Sts. 140	KBS	Marshall E. Cornett Lee W. Jacobs Lee W. Jacobs Lee W. Jacobs	Grace Baer Ken Lockwood Sidney Williams	Grant Keating UP
BEND	KBND	1340	250	Bend Bulletin 1101 Wall St. 848	MBS KBS Don Lee	Bend Bulletin Frank H. Loggan	Wm. Barton Wallace Guthrie	Biddick Clark Keating Lang-Worth UP



915 FEET HIGH

—and more than a million listeners wide!

THE height of WKY's new antenna is not nearly so important as the width of its coverage. Its height is a lot more than mere showmanship. Its purpose and effect is to direct maximum radiation along the ground. Conventional quarter- and half-wave antennas waste a large part of their power in useless skywaves like this:



Only the signals along the ground are of any practical use. The high-angle skywaves are actually detrimental, causing interference and fading at night.

WKY's Franklin-type antenna actually squashes down skywaves and directs maximum signal along the horizontal like this:



With this antenna, WKY's broadcasting efficiency has been increased 58.5% over conventional quarter-wave efficiency; or, to put it another way, is doing the job of 11,000 watts with a quarter-wave antenna.

Antenna design, capable of such great increases in broadcasting efficiency, now has taken its place along with power and frequency as a vital coverage factor.

WKY, with its radiation squashed down and spread out, is by a bigger margin than ever before the station that covers Oklahoma best.

WKY
OKLAHOMA CITY
 930 KC. — NBC

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.;
 THE DAILY OKLAHOMAN AND TIMES; THE FARMER-STOCKMAN
 KVOR, COLORADO SPRINGS; KLZ, DENVER (Affiliated Mgmt.)
 REPRESENTED BY THE KATZ AGENCY

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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OREGON—(Continued)

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COOS BAY.....	KOOS	1230	250	KOOS Inc. Hall Bldg. 432	MBS Don Lee	Sheldon F. Sackett Fred F. Chitty Hal Shade Hal Shade	Sara Spaugh Freddie Vigder	Grant Keating AP, UP
CORVALLIS.....	*KOAC	550	5,000-LS 1,000-N	Oregon State College Corvallis 526	Oregon State College Allen Miller	Allen Miller Grant S. Feikert	UP
THE DALLES.....	KODL	1230	250-LS 100-N	Western Radio Corp. Scenic Drive 2300	KBS	V. Barney Kenworthy Glenn Howell Glenn Howell	Lewis L. Ellis Jr. Glenn Howell W. A. Boblaud	Biddick Gene Grant Keating MacGregor UP
EUGENE.....	KORE	1450	250	Violet G. Hill Motter Route 3 3	MBS Don Lee	Violet Motter L. W. Trommlitz Bruce Nidever	Marjorie Jackson L. W. Trommlitz Floyd Viken	Biddick Keating World AP, UP
GRANTS PASS.....	KUIN	1340	250	Southern Oregon Bcast. Co. Box 148 1100	MBS Don Lee	A. E. Voorhies Ralph Hanson Ralph Hanson	M. A. Dawson Glenn E. Nickell Edward A. Malone	Keating SESAC World
KLAMATH FALLS...	KFJI	1240	100	KFJI Broadcasters 213 Main St. 5155	MBS Don Lee	W. D. Miller W. D. Miller Jack Keating	Charles Roth Jack Keating Lon Hunt	Grant Keating World UP
KLAMATH FALLS 1.	KFLW	1450	250	Herald Publishing Co. Eplanada & Pine Sts. 8111	Frank Jenkins H. J. Chandler H. E. Turner	H. E. Turner G. E. Walter	AP
LA GRANDE.....	KLBM	1450	250	Inland Radio Inc. Old Oregon Trail Highway 220	KBS	Marshall E. Cornett Lee W. Jacobs Gordon L. Capps Gordon L. Capps	Ken Lillard Jack Hat'naker Sidney Williams	Grant Keating Standard UP
MEDFORD.....	KMED	1440	1,000	Mrs. W. J. Virgin Ross Lane 4000	NBC KBS	Mrs. W. J. Virgin Mrs. W. J. Virgin Arthur Adler	Gladys LaMar John Duffy Dave Rees	Biddick Clark Keating Standard UP
ONTARIO.....	KSRV (Construction permit)	1450	250	Inland Radio Inc. First & Court Sts., Baker, Ore.	Inland Radio Inc.
PENDLETON.....	KWRC	1240	250	Western Radio Corp. Box 178 1425	V. B. Kenworthy Paul E. Walden	Keith Larkin Paul E. Walden	Biddick Keating Lang-Worth UP
PORTLAND 7.....	KALE	1330	5,000	KALE Inc. Studio Bldg. Broadway 3484	MBS Don Lee	P. L. Jackson Charles E. Couche Norman A. Davis	Clay Osborne Leith Abbott A. E. Richmond	Blair Keating Lang-Worth Standard AP, UP
PORTLAND 14.....	*KBPS	1450-SH	100	Benson Polytechnic School 546 N. E. 12th St. Lancaster 4586	School District No. 1 Mary E. Gilmore	Mary E. Gilmore Charles Weagant
PORTLAND 5.....	KEX	1190	5,000	Westinghouse Radio Stations Inc. 815 W. Yamhill Broadway 5653	ABC	Westinghouse—W. C. Evans J. B. Conley Robert E. Rudolph	Eldon Cambell Geraldine Donkers Thomas T. Ely	Raymer Cola World UP, INS
PORTLAND 5.....	KGW	620	5,000	Oregonian Publishing Co. 1101 S. W. 6th Ave. Beacon 6364	NBC	Oregonian Publishing Co. Arden X. Pangborn J. N. Wassan	Homer Welch Thelma Agosti Harold C. Singleton	Petry Lang-Worth SESAC Theaurus AP, UP, INS
PORTLAND 7.....	KOIN	970	5,000	KOIN Inc. New Heathman Hotel Atwater 3333	CBS	C. W. Myers C. W. Myers Harry H. Buckendahl	Ted Cooke Marc Bowman Louis S. Bookwalter	Free & Peters Assoc. Prog. World AP, UP, INS
PORTLAND 4.....	KWJJ	1080	1,000	KWJJ Broadcast Co. Inc. 1011 S. W. 6th Ave. Atwater 4393	ABS	Wilbur J. Jerman L. D. Henderson John C. Egan	Helen Drill John C. Egan Wilbur J. Jerman	Burn-Smith Griffith Lang-Worth Standard UP, INS
PORTLAND 7.....	KXL L-WSB	750	10,000	KXL Broadcasters Box 311 Broadway 6451	Frances R. Symons H. S. Jacobson H. S. Jacobson	Frederick J. Eichhorn 3d H. H. Schoolfield Jr.	Pacific NW Walker Lang-Worth MacGregor Standard UP
ROSEBURG.....	KRNR	1490	250	News-Review Co. 132 N. Jackson St. 4	MBS KBS Don Lee	Frank Jenkins Marshall H. Pengra Marshall H. Pengra	Iris Helliwell Gilbert Walters	Keating Cole SESAC Standard AP
SALEM.....	KSLM	1390	1,000	Oregon Radio Inc. Senator Hotel Bldg. 4831	MBS KBS Don Lee	Glenn McCormick Glenn McCormick Woody Slater	Lois Mayer Robert Fischer Jr. Clyde Carlton	Biddick Griffith Keating Lang-Worth AP, UP



OREGON

has...

Timber Resources

Water Power

Agriculture in abundance

Shipbuilding and Shipping

Exceptional Tourist Recreation

Manufacturing...fabrics to furniture

Minerals...remember aluminum

Fishing for the packer

Fishin' for the angler

and...

KOIN

PORTLAND



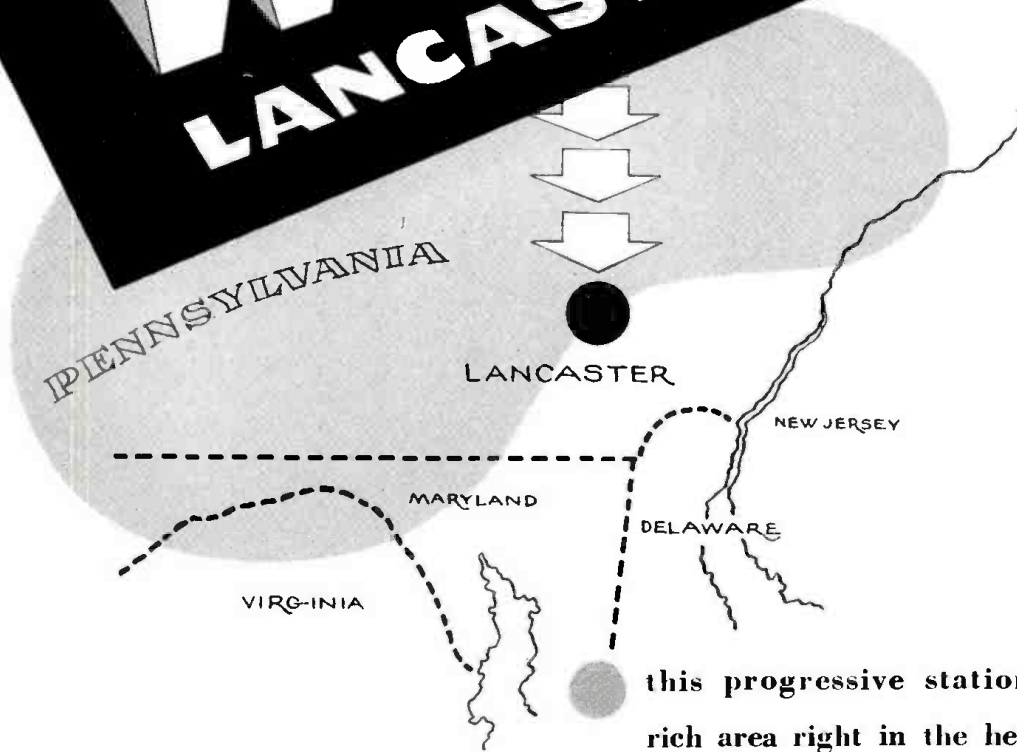
DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1946)

PENNSYLVANIA

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
ALLENTOWN.....	WSAN	1470	500	Lehigh Valley Broadcasting Co. 39 N. Tenth St. 9511	NBC Quaker	J. Calvin Shumberger Sr. B. Bryan Musselman	George Y. Snyder Reuel H. Musselman	Headley-Reed World AP, UP
ALTOONA.....	WFBG	1340	250	Gable Broadcasting Co. 1318 11th Ave. 6467	NBC Quaker	George P. Gable Roy F. Thompson Roy F. Thompson	Dorothy M. Jones George R. Burgoon	Headley-Reed Lang-Worth World AP
BUTLER.....	WISR	680	250-D	Butler Broadcasting Co. 357 N. Main St. 4701	KBS	David H. Rosenblum David H. Rosenblum Leon Bernard	Edward Browning Jr. Edward Browning Jr. Paul Rex	Forjoe World UP
CLEARFIELD.....	(Construction Permit)	1490	250	Airplane & Marine Instruments, Inc. Clearfield
DUBOIS.....	WCED	1230	250	Tri-Country Broadcasting Co. 80 N. Park Place 1700	CBS KBS	Harold Gray Jason S. Gray Les Ryder	Virginia Wade Les Ryder Vernon Stahl	McGillvra Spot Sales Lang-Worth UP
EASTON.....	WEST	1400	250	Associated Broadcasters Inc. 516 Northampton St. 6131	NBC Quaker	Clair R. McCollough Elwood C. Anderson J. Robert Gulick	Eugene Bethman Terry Mazza J. E. Mathiot	Radio Adv. Standard UP
ERIE.....	WERC	1230	250	Presque Isle Broadcasting Co. 121 W. 10th St. 47-490	NBC	Jacob A. Young Charles E. Denny Edward Pearson	J. J. Young Thomas Phillips Jr.	Weed Assoc. Prog. Lang-Worth World UP
ERIE 1.....	WLEU	1450	250	WLEU Broadcasting Corp. Commerce Bldg. 23-327	ABC, MBS Quaker	Leo J. Omelian V. Hamilton Weir V. Hamilton Weir	Ronald Graham C. W. Hallock Clarence A. Baker	Standard Thesaurus AP, TP
GREENSBURG.....	WHJB	620	250-D	Pittsburgh Radio Supply House Penn Albert Hotel 3740	H. J. Brennen George J. Podyeyn George J. Podyeyn	Glady Fox Lyle L. Allen	Lang-Worth UP
GROVE CITY.....	*WSAJ	1340-SH	100	Grove City College Hall of Science 763	W. C. Katler H. W. Harmon	Ray A. Walters Dale O. Smock
HARRISBURG.....	WHGB	1400	250	Harrisburg Broadcasting Co. 112 Market St. 2-3456	ABC	Herbert Kendrick Herbert Kendrick Rowell A. Maxwell	Stanley Schultz	Weed Thesaurus AP
HARRISBURG.....	WHP	1460	5,000-LS 1,000-N	WHP Inc. 216 Locust St. 4-3211	CBS	Gen. E. J. Stackpole Jr. A. K. Redmond A. K. Redmond	Dick Redmond Beatrice Pottenger E. D. Leibensperger	Blair Assoc. Prog. Standard AP, UP
HARRISBURG.....	WKBO	1230	250	Keystone Broadcasting Corp. 31 N. Second St. 4-0191	NBC Quaker	Clair R. McCollough C. G. Moss J. Robert Gulick Henry Traugh	Lewis Munnell Peter Wambach Park Cassidy	Raymer World UP
HAZLETON.....	WAZL	1450	250	Hazleton Broadcasting Service Inc. Hazleton National Bank Bldg. 1488	NBC Quaker	Clair R. McCollough Victor C. Diehm J. Robert Gulick	Don Murray Kathrun Kahler J. E. Mathiot	Radio Adv. Thesaurus UP
INDIANA.....	WDAD	1450	250	Indiana Broadcast Inc. 637 Philadelphia St. 1780	MBS	Paul J. Short Sam Collins Paul J. Short Sam Collins	Sam Collins Vincent J. Sullivan	Standard AP
JOHNSTOWN.....	WARD (Construction permit)	1490	250	Central Broadcasting Co. Inc. Johnstowns
JOHNSTOWN.....	WJAC	1400	250	WJAC Inc. Tribune Annex 2-4361	NBC Quaker	J. C. Tully J. C. Tully	J. P. Foster N. L. Straub	Headley-Reed Lang-Worth Standard Thesaurus UP
LANCASTER.....	WGAL	1490	250	WGAL Inc. 8 W. King St. 5252	NBC Quaker	Clair R. McCollough Walter O. Miller J. Robert Gulick	Ernest Stanzola James R. Appel J. E. Mathiot	Raymer Thesaurus UP
LEWISTOWN.....	WMRF	1490	250	Lewistown Broadcasting Co. Monument Sq. 757	NBC Quaker	J. S. Woods Thomas W. Metzger Thomas W. Metzger	Paul M. Breining James E. Moren Bernard H. Bopp	Burn-Smith Standard UP
NEW CASTLE.....	WKST	1280	1,000	WKST Inc. Cathedral Bldg. 5050	MBS Quaker	S. W. Townsend Arthur W. Graham Arthur W. Graham	Arthur W. Graham Dorothy Daughtrey Robert Emch	Weed Thesaurus AP
NEW KENSINGTON.....	WKPA	1150	250-D	Allegheny-Kiaki Broadcasting Co. 810 Fifth Ave. 3534	Edward J. Kroen Edward J. Kroen	Jack Craddock W. W. Neely	Cox & Tanz Lang-Worth MacGregor UP
OIL CITY.....	WKRZ (Construction permit)	1840-SH	250	Kenneth Edward Rennekamp Veach Bldg. 228	Kenneth E. Rennekamp Alan Stepping J. Walton	Olivia T. Rennekamp George Hein Russell E. Shettler	World
PHILADELPHIA 3...	KYW	1060	50,000	Westinghouse Radio Stations Inc. 1619 Walnut St. Locust 3760	NBC	Westinghouse—W. C. Evans Leslie Joy A. Harvey McCall Jr.	James Begley William Y. E. Rambo Irvin N. Eney	NBC Spot Standard AP, UP
PHILADELPHIA 3...	WCAU	1210	50,000	WCAU Broadcasting Co. 1622 Chestnut St. Locust 7700	CBS	Leon Levy Leon Levy Alex Rosenman	Walter Sheldon Robert N. Pryor George Lewis	Bannan Raymer World AP, UP, TP, Reuters

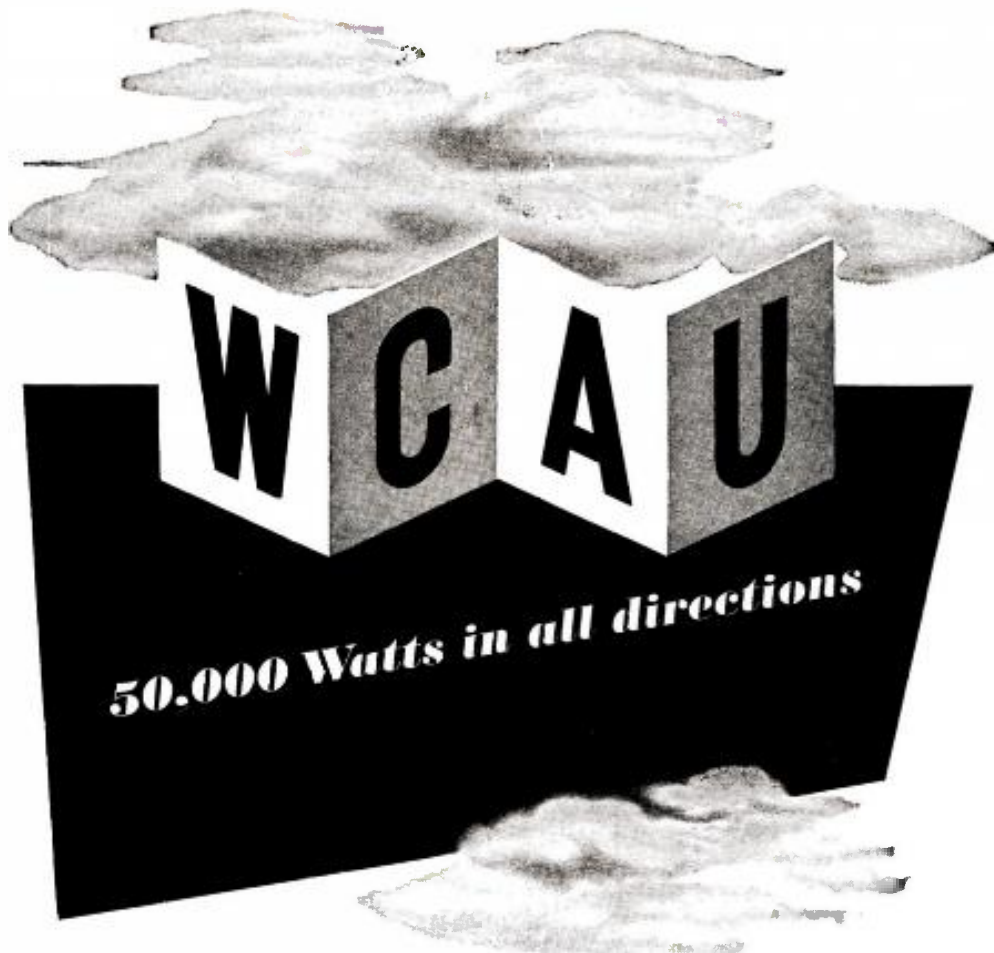
A PROFITABLE BUY!



this progressive station reaches a rich area right in the heart of Pennsylvania. For full information, write 8 West King Street, Lancaster, Pa., or

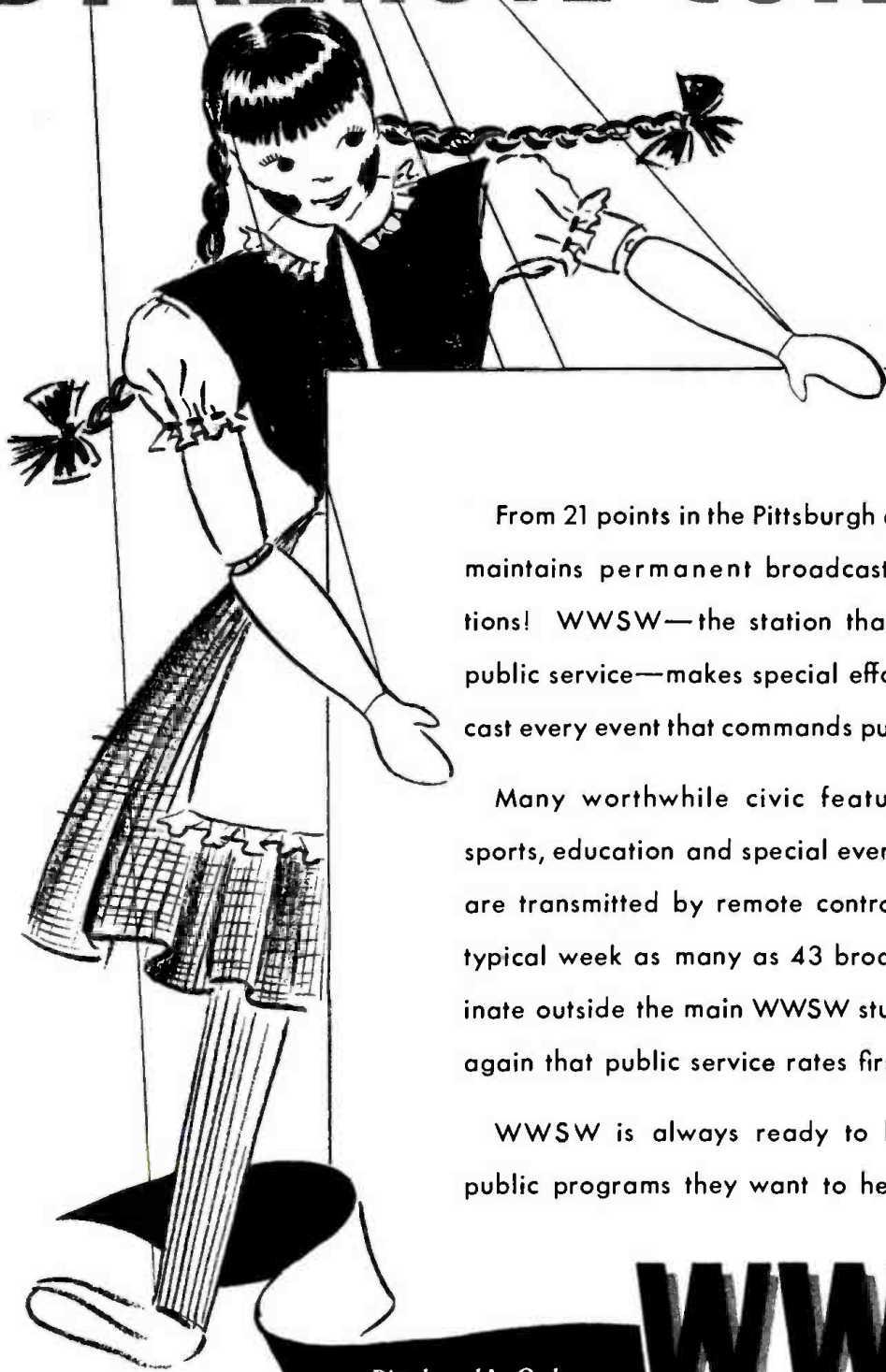
Sales Representative: **RAYMER**

**NBC
MUTUAL**



CBS Affiliate
PHILADELPHIA'S LEADING RADIO INSTITUTION

BY REMOTE CONTROL



From 21 points in the Pittsburgh area WWSW maintains permanent broadcasting installations! WWSW—the station that believes in public service—makes special effort to broadcast every event that commands public interest.

Many worthwhile civic features such as sports, education and special events programs are transmitted by remote control. During a typical week as many as 43 broadcasts originate outside the main WWSW studios—proof again that public service rates first.

WWSW is always ready to bring to the public programs they want to hear.

*Pittsburgh's Only
24 Hour Station*

WWSW

WWSW, INC., Pittsburgh, Pa. — Represented by Forjoe & Co.

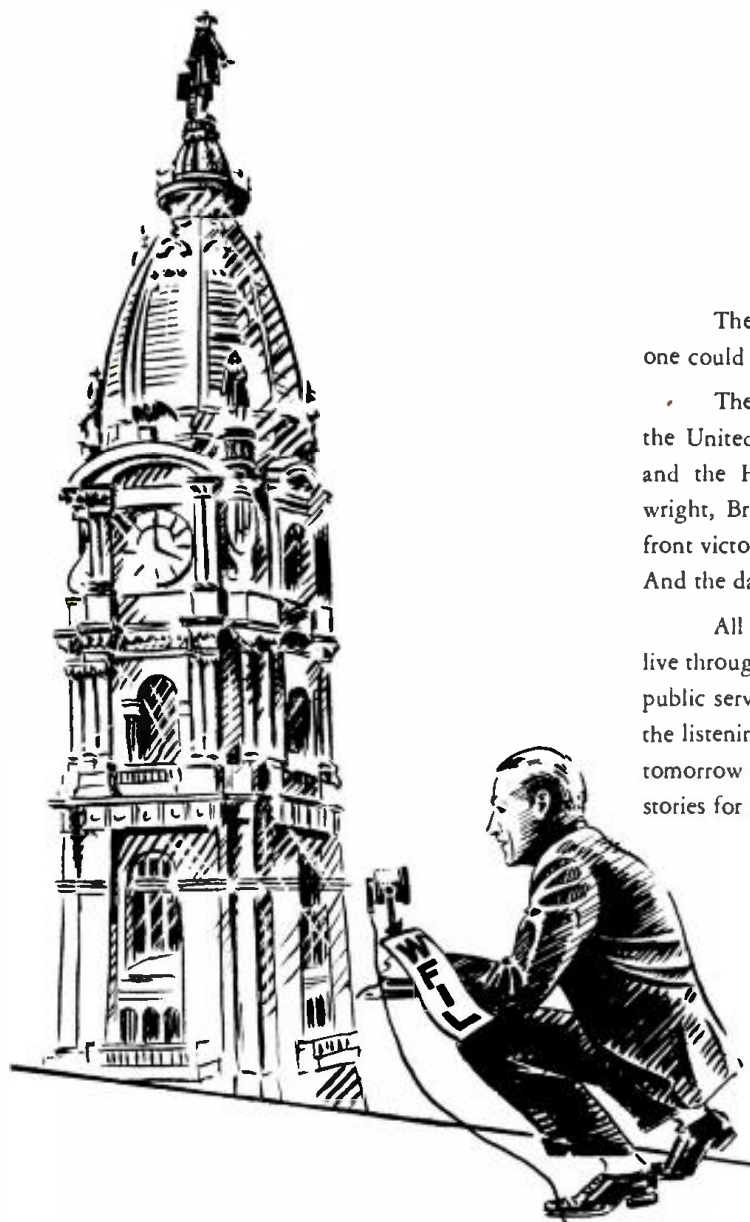
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PHILADELPHIA 7...	WDAS	1400	250	WDAS Broadcasting Station Inc. 1211 Chestnut St. Locust 7400	A. W. Dannebaum Sr. P. J. Stanton Charles Stahl	Michael Deegan P. J. Stanton Frank Unterburger	Forjoe Lang-Worth SESAC World AP
PHILADELPHIA 7....	WFIL	560	1,000	WFIL Broadcasting Co. Widener Bldg. Rittenhouse 6900	ABC Quaker	Lit Brothers Roger W. Clipp John E. Surrick	Jack Steck Malcolm MacPherson Louis E. Littlejohn	Katz Assoc. Prog. AP, INS
PHILADELPHIA 6...	WHAT	1340 ST-WTEL	100	Independence Broadcasting Co. 539 Public Ledger Bldg. Lombard 2390	William A. Banks William A. Banks William A. Banks	Dolly R. Banks	Broadcast Sales AP
PHILADELPHIA 2...	WIBG	990	10,000	Seaboard Radio Broadcasting Corp. 1425 Walnut St. Rittenhouse 2300	ABS	Paul F. Harton Edward D. Clery Edward D. Clery	Douglas Arthur Rupe Werling John H. Henninger	Young Thesaurus AP
PHILADELPHIA 7...	WIP	610	5,000	Pennsylvania Broadcasting Co. 35 S. Ninth St. Walnut 6800	MBS	Benedict Gimbel Jr. Benedict Gimbel Jr. Edward A. Davies	G. Edward Wallis Ralph H. Minton Clifford C. Harris	Hollingbery World AP, UP
PHILADELPHIA 2...	WPEN	950	5,000	William Penn Bestg. Co. 1518 Walnut St. Pennypacker 9490	Philadelphia Bulletin Co. G. Bennett Larson	Edward Obrist John J. Kelly Charles Burtis	Headley-Reed Thesaurus AP, TP
PHILADELPHIA 40...	WTEL	1340 ST-WHAT	250	Foulkrod Radio Engineering Co. 4312 N. Broad St. Gladstone 1310	E. Douglass Hibbs Henry N. Cocker	Clark Holman
PITTSBURGH 19....	KDKA	1020	50,000	Westinghouse Radio Stations Inc. Grant Bldg. Grant 4200	NBC	Westinghouse—W. C. Evans Joseph E. Baudino George D. Tons	Franklin A. Tooke David N. Lewis T. C. Kenney	NBC Spot Standard Thesaurus AP, UP
PITTSBURGH 19....	KQV	1410	1,000	Allegheny Broadcasting Corp. Union Trust Bldg. Atlantic 6802	MBS	G. S. Wasser G. S. Wasser James Murray	Ben Kirk Ben Edson John Price	Weed Lang-Worth Standard UP
PITTSBURGH 13....	WCAE	1250	5,000	WCAE Inc. Hotel William Penn Atlantic 6900	ABC	Leonard Kapner R. Clifton Daniel	Ben Muros John Wilkoff James Schultz	Katz Standard World AP, INS
PITTSBURGH 19....	WJAS	1320	5,000	Pittsburgh Radio Supply House Inc. Chamber of Commerce Bldg. Grant 4860	CBS	H. J. Brennen H. Kenneth Brennen	James Hughes H. Kenneth Brennen Walter W. McCoy	Rambeau Lang-Worth UP, TP
PITTSBURGH 30....	WWSW	1490	250	WWSW Inc. Hotel Keystone Grant 5200	ABS Quaker	Frank R. Smith Frank R. Smith Thos. B. Price	Fred Joyner J. R. Harlow	Forjoe Assoc. Prog. Cole Lang-Worth Standard AP
POTTSVILLE.....	1360 (Construction permit)	500-D	Pottsville Broadcasting Co. 304 W. Bacon St.	A. V. Tidmore A. V. Tidmore
READING.....	WEEU	850	1,000-D	Berks Broadcasting Co. 533 Penn St. 7335	ABC Quaker	George J. Feinberg Joseph M. Nassau Robert G. Magee	Edward Gouran Harold Shearer	Hollingbery Lang-Worth Standard UP
READING.....	WRAW	1340	250	Reading Broadcasting Co. Fifth & Court Sts. 7335	NBC Quaker	Raymond A. Gaul Arthur W. Gaul Arthur W. Chafey	J. Calvin Jackson Arthur W. Chafey Edward A. Gurtowski	Rambeau Thesaurus UP
SCRANTON 3.....	WARM	1400	250	Union Broadcasting Co. Select Bldg. 4-1148	ABC Pennsylvania	Martin F. Memolo Martin F. Memolo William M. Dawson	Kenneth Beghold Lenore Levy A. Oschmann	Hollingbery Cole Standard Thesaurus UP
SCRANTON 9.....	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 AP
SCRANTON.....	*WQAN	910 ST-WGBI	1,000-LS 500-N	The Scranton Times Scranton
SHARON.....	WPIC	790	1,000-D	Sharon Herald Broadcasting Co. Box 541 4113	John Fahnlne Jr. John Fahnlne Jr. J. T. Van Sweringen	W. Paul Gamble A. C. Heck	Wilson Assoc. Prog. UP
STATE COLLEGE...	WMAJ	1450	250	Centre Broadcaster Inc. Glennland Bldg. 4445	MBS	R. J. Kennard William K. Ulerich Robert L. Wilson	Robert G. Walter Henry Kearney Thesaurus AP
SUNBURY.....	WKOK	1240	250	Sunbury Broadcasting Corp. 1150 N. Front St. 1325	Quaker	Sunbury Broadcasting Co. Homer R. Smith	Paul L. Miller John W. Keller Jr.	Cox & Tanz Lang-Worth Thesaurus UP
UNIONTOWN.....	WMBS	590	1,000	Fayette Broadcasting Corp. Fayette Title & Trust Bldg. 800	CBS	Joseph C. Burwell Joseph C. Burwell Harry C. Burwell	J. Sullivan Sages Marian Johnston William J. Henzly	Radio Adv. Standard Thesaurus UP
WASHINGTON.....	WJPA	1450	250	Washington Broadcasting Co. George Washington Hotel 4870	MBS Quaker	John J. Laux John M. Croft John M. Croft	Kieran M. Balfe John M. Croft Joseph M. Troesh Lang-Worth Standard Thesaurus UP

Philadelphia Radio Story of the Year



The sweep of events in 1945 engulfed everyone, yet no one could have witnessed all of those momentous moments.

There was the death of a great president—the birth of the United Nations Organization—Victory over the Axis—and the Homecoming of Heroes like Eisenhower, Wainwright, Bradley, Spaatz and Halsey. There were also home-front victories in War Bond, War Chest and Red Cross drives. And the dawn of a new era—the Atomic Age.

All these, Philadelphians were privileged to listen and live through with WFIL and the American Network. A sound public service policy during those historic days helped shape the listening habits of prosperous Philadelphians. Today and tomorrow the preference formed yesterday will write success stories for more WFIL advertisers.

WFIL 560 KC
Philadelphia's
ABC Affiliate

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WILKES-BARRE.....	WBAX	1240	100	John H. Stenger Jr. 141 S. Main St. 3-0196	MBS	John H. Stenger Jr. John H. Stenger Jr. W. T. Jones Evans	John H. Stenger 3d W. T. Jones Evans John H. Stenger Jr.	Burn-Smith Assoc. Prog. SESAC UP
WILKES-BARRE.....	WBRE	1340	250	Louis G. Baltimore 62 S. Franklin St. 3-3101	NBC Quaker	Louis G. Baltimore Louis G. Baltimore A. C. Baltimore	James J. McCarthy Stanley H. Smiley Charles Sakooski MacGregor Standard AP
WILLIAMSPORT 61..	WRAK	1400	250	WRAK Inc. 244 W. 4th St. 2-6116	NBC Quaker	E. M. Case George E. Joy J. Wright Mackey	Elizabeth Hough Irving A. Berndt Louis N. Persio	McKinney Standard UP
YORK.....	WORK	1350	1,000	York Broadcasting Co. 13 S. Beaver St. 6629	NBC Quaker	Clair R. McCollough Harold E. Miller J. Robert Gulick	Arthur Weeks Herold Daugherty J. E. Mathiot	Raymer Lang-Worth UP
YORK.....	WSBA	900	1,000-D	Susquehanna Bestg Co. Inc. R. D. No. 5 2676	ABC	Louis J. Appell Walter Rothensies Sydney Robbins	Otis Morse Sydney Robbins Willis N. Weaver World AP

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	ABC	Howard W. Thornley Wallace A. Walker Wallace A. Walker	Harry A. Moreland Gilbert Johnson	Katz Standard AP
PROVIDENCE 2.....	WEAN	790	5,000	Yankee Network Inc. Crown Hotel Dexter 1600	MBS Yankee	William O'Neil John Shepard 3d Joseph Lopez Malcolm Parker Joseph Lopez	Rose Powers James S. Powers Harold Tilley	Petry Assoc. Prog. SESAC Standard AP
PROVIDENCE.....	WJAR	920	5,000	Outlet Co. 176 Weybosset St. Gaspee 7000	NBC New England	Mortimer L. Burbank John J. Boule John J. Boule	John J. Boule Thomas C. J. Prior	Bannan Weed World AP
PROVIDENCE 2.....	WPRO	630	5,000	Cherry & Webb Bestg. Co. 15 Chestnut St. Plantations 9776	CBS	William S. Cherry Jr. Fred R. Ripley	M. I. Blender John Ferri	Foster Raymer Lang-Worth Thesaurus AP, 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 J. D. McCoy G. Paul Browne	W. R. Davison Paul Brown W. R. Davison	Burn-Smith Lang-Worth MacGregor World INS
CHARLESTON.....	WCSC	1390	1,000-LS 500-N	John M. Rivers Francis Marion Hotel 7611	CBS	John M. Rivers John M. Rivers Roland Weeks	Russell Long Wilbur Albee	Free & Peters SESAC World UP
CHARLESTON.....	WTMA	1250	1,000	Atlantic Coast Bestg. Co. 133 Church St. 2-2961	NBC	Edward Manigault Robert E. Bradham C. Wylie Calder	A. Franz Witte Jr. Marian Baker Douglas M. Bradham	Hollingbery Thesaurus AP
COLUMBIA (E).....	WCOS	1400	250	Carolina Broadcasting Corp. 1202 Main St. 2-5601	ABC	H. F. Kinsey W. C. Bochman W. C. Bochman	H. M. McElveen Jr. Dorothy Sligh Harry Clippard	Wilson Standard AP
COLUMBIA.....	WIS	560	5,000	Surety Life Insurance Co. 1811 Main St. 2-2135	NBC	Herman N. Hipp G. Richard Shafo J. Dudley Saumenig	Ray A. Furr J. Dudley Saumenig Herb Edson	Free & Peters Thesaurus UP
COLUMBIA.....	WKIX	1490	250	Inter-City Advertising Co. 1127 Lady St. 2-8659	CBS, MBS	Inter-City Advertising Co. Kenneth Beachboard Richard Allen	Mackie Quave Kenneth Beachboard Edwin Davis	Cook Weed Lang-Worth UP
CONWAY.....	WLAT	1480	250	Loys M. Hawley Box 139 340	MBS	Herman L. Hanks Loys M. Hawley Wally King L. M. Hawley	Wally King L. M. Hawley Herman L. Hanks Standard AP
DILLON.....	WDSC (Construction permit)	800	1,000-D	Border Broadcasting Co. 118 McArthur Ave.
FLORENCE.....	WOLS	1230	250	Florence Broadcasting Co. Inc. 129 S. Dargan St. 354	ABC KBS	Martin F. Schnibben Nat L. Royster Nat L. Royster	Raymond Caddell Nat L. Royster W. A. Pritchett	Cox & Tanz Lang-Worth UP
GREENVILLE.....	WFBC	1330	5,000	Greenville News-Piedmont Co. Poinsett Hotel 362	NBC	Roger C. Peace R. Q. Glass Jr.	Alice Wyman Dr. Nicholas P. Mitchell W. C. Etheridge	Avery Cook Thesaurus UP



**WFBC
dominates
GREENVILLE**

**South Carolina's
Best Market!**

1st in sales
in population
in buying income

	Retail Sales 1944	Buying Income Per Capita	Population Census 1940
GREENVILLE	\$69,487,000	\$1,718.00	136,580*
Charleston	63,924,000	1,207.00	121,105
Columbia	57,614,000	1,368.00	104,843
Spartanburg	51,661,000	1,486.00	127,105

*There are 397,210 persons within 30 miles of WFBC's transmitter.
(Department of Commerce figures by counties)



NBC ★ 5000 WATTS



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GREENVILLE.....	WMRC	1490	250	Textile Broadcasting Co. 3 College St. 5730	ABC	R. A. Jolley W. Ennis Bray C. B. Denison	James R. Cook Maddell Howell Mamie Jolley George D. Tate	Burn-Smith Cole World AP
GREENWOOD.....	WCRS	1450	250	Greco Inc. Willson St. 4300	NBC KBS	Douglas Featherstone Dan Crosland Ralph Norman	Newton S. Smyth Harold C. Spengler	Standard World AP
HARTSVILLE.....	(Construction permit)	1450	250	Hartsville Beatg. Co. Hartsville
ROCK HILL.....	WRHI	1310	250	York County Beatg. Co. Rock Hill National Bank Bldg. 294	MBS	York County Beatg. Co. James S. Beaty Jr. George P. Cobb	Johnnie Greene James S. Beaty Jr.	World AP
SPARTANBURG.....	WORD	1400	250	Spartanburg Broadcasting Co. 291 E. Main St. 875	ABC	(J. M. Bryan Smith Davis Frank R. Knutti Frank R. Knutti	Harold B. Shaw Zara J. Smith Francis I. Harr	Rambeau Thesaurus AP
SPARTANBURG.....	WSPA	950	5,000-LS 1,000-N CP-5,000-U	Spartanburg Adverising Co. 224 E. Main St. 2900	CBS	A. B. Taylor Roger A. Shaffer Guy Vaughan Jr.	Grover Golightly Harold Beckhoit	Hollingsbery World UP, INS
SUMTER.....	WFIG	1340	250	Radio Station WFIG Inc. Radio Center Bldg. 1340	MBS KBS	Julius S. Brody T. Doug Youngblood T. Doug Youngblood	Bill Burnette T. Doug Youngblood Neal Schubert	Cox & Tanz UP

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 Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ABERDEEN.....	KABR	1420	5,000	Aberdeen Broadcasting Co. 117 1/2 S. Main St. 4626	MBS Mississippi	H. C. Jewett Jr. A. A. Fahy A. A. Fahy	John A. Griffin John A. Griffin D. T. Hunt	Walker Standard AP
PIERRE.....	KGFX	630-SH	200-D	Estate of Dana McNeil 203 W. Summit Ave. 351	KBS	Ida A. McNeil Ida A. McNeil Ida A. McNeil	Ida A. McNeil Ida A. McNeil Robert H. Dye	Cox & Tanz UP
RAPID CITY.....	KOTA	1380	5,000	Black Hills Broadcast Co. Alex Johnson Hotel 2000	CBS Mississippi	Robert J. Dean Robert J. Dean Wm. W. Van der Busch	R. H. Hertzgaard R. H. Hertzgaard A. E. Griffiths	Walker Standard Thesaurus UP
RAPID CITY.....	*WCAT	1230-SH	100-D	South Dakota State Sch. of Mines Rapid City	AP
SIOUX FALLS.....	KELO	1230	250	Sioux Falls Broadcast Assn. Inc. 317 S. Phillips Ave. 757	NBC Mississippi	Morton Henkin Morton Henkin George R. Hahn	Verl K. Thomson S. Fantle Jr. Max Staley	Wilson Standard AP
SIOUX FALLS.....	KSOO	1140 L-WRVA	5,000	Sioux Falls Broadcast Assn. Inc. 317 S. Phillips Ave. 757	NBC Mississippi	Morton Henkin Morton Hankin George R. Hahn	Verl Thomson S. Fantle Jr. Max Staley	Wilson Standard Thesaurus AP
VERMILION.....	*KUSD	920 ST-KFNF	500	University of South Dakota Union Bldg. 601	Univ. of South Dakota Robert D. Williams	Robert D. Williams Steve Graff	AP
WATERTOWN.....	KWAT	1240	250	Midland National Life Ins. Co. Watertown 777	KBS	Midland Nat'l Life Ins. Co. F. L. Bramble M. W. Plowman	Chester Ellyson Marsh Plowman Francis Alwin	UP
YANKTON.....	WNAX	570	5,000	WNAX Broadcasting Co. 2nd & Capitol Sts. 442	ABC Mid-States	Gardner Cowles Jr. Don E. Inman Don E. Inman	Gene P. Loffler James H. Allen Clifton M. Todd	Katz Standard AP, 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 Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ATHENS.....	WLAR	1450	250	Athens Broadcasting Co. 37 N. Jackson St. 398	Lowell F. Arterburn C. Clayton Redfern	C. Clayton Redfern
ATHENS.....	WROW	1490	250	Athens Broadcasting Co. 105 Oak Park Drive, Knoxville, Tenn.	(R. O. Hardin Verna S. Hardin
BRISTOL.....	WOPI	1490	250	WOPI Inc. 310 State St.	NBC Tenn. Valley KBS	W. A. Wilson W. A. Wilson Roy L. Russell	Fey Rogers Julia Tilford Robert H. Smith	Burn-Smith Cummings Cole World UP



the nation's best balanced market

AT THE FOOTHILLS of the Blue Ridge Mountains is the prosperous Piedmont section of the Carolinas—prosperous because a wise people have brought about a desirable balance between industry and agriculture.

Humming textile mills, within the shadow of fertile farms producing raw cotton, turn out 40 percent of the cloth manufactured in the United States.

Just as cotton farmers have diversified their farming to include other money crops, such as peaches, feed-stuffs, and dairy products, industrial leaders of the Piedmont have broadened their operations to include many types of manufactured products.

In war or peace, hard times or good times, in winter or summer, the per capita buying power of the Piedmont stays high and affords a market which is a "Must" by any time buyer's measuring stick.

SPARTANBURG is the "Hub City" of the Piedmont. From Spartanburg, WSPA serves the heart of this thickly populated and prosperous section. Within the good service area of WSPA there are over a million people (148 thousand radio homes) whose yearly income in wages and from farm products now totals over a quarter billion dollars:

Hooper, in its recent Spartanburg survey, found WSPA had over one-half of the listening audience day and night (60.2%). Hooper also found that all outside stations combined had only 2.6% of the radio listeners.

To Reach the Ears of the Piedmont, Use—

(Home of Camp Croft)

WSPA-SPARTANBURG

5000 WATTS DAY • 1000 WATTS NIGHT • 950 KILOCYCLES • CBS
SOUTH CAROLINA'S FIRST STATION • REPRESENTED BY HOLLINGBERRY

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
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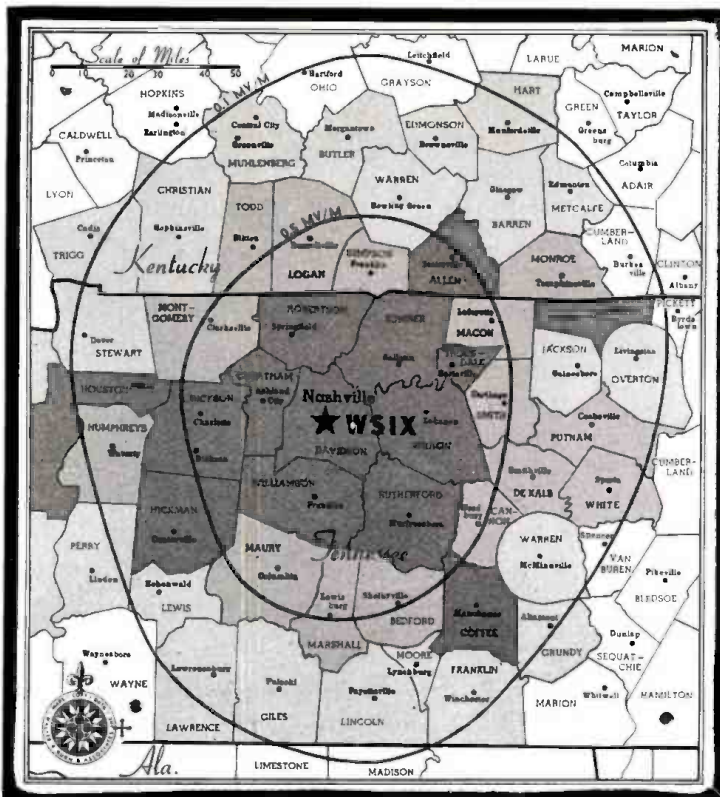
TENNESSEE—(Continued)

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 Mdad. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
CHATTANOOGA	WAGC (Construction permit)	1450	250	Tennessee Valley Brcatg. Co. 706 Cherry St.	MBS	Gordon W. Gambill Hubert M. Martin Humphrey B. Heywood R. T. Russell	AP
CHATTANOOGA 2	WAPO	1150	5,000-LS 1,000-N	WAPO Broadcasting Service Read House 6-6141	NBC	Joda Patterson R. G. Patterson Helen Patterson	Louise Walsh Helen Patterson B. B. Barnes	Headley-Reed Assoc. Prog. MacGregor Thesaurus AP
CHATTANOOGA 2	WDEF	1400	250	WDEF Broadcasting Co. Volunteer Bldg. 6-5664	ABC	Joe W. Engel Frank S. Lane Ken K. Fienniken	Vann Campbell B. C. Baker	Weed Standard UP
CHATTANOOGA 2	WDOD	1310	5,000	WDOD Broadcasting Corp. Hamilton National Bank Bldg. 6-5117	CBS	Norman A. Thomas Earl W. Winger Earl W. Winger Carter M. Parham	Gaylord McPherson Julius C. Vessels	Raymer World UP
CLARKSVILLE	WJZM	1400	250	William Kleeman Masonic Temple Bldg. 499	MBS KBS	William Kleeman W. E. Williams W. E. Williams	W. E. Williams W. E. Williams Eugene Pentecost	Cox & Tanz Gene Grant World AP
CLEVELAND	WBAC	1340	250	Robert W. Rounsaville Fike Bldg. 62	MBS	Robert W. Rounsaville Robert W. Rounsaville Mrs. Robert W. Rounsaville	David P. McLain David P. McLain William F. Lange UP
COLUMBIA	WKRM (Construction permit)	1340	250	Middle Tennessee Broadcasting Co. Columbia
COOKEVILLE 1	WHUB	1400	250	WHUB Inc. 523 E. Spring St. 200	CBS KBS	M. L. Medley M. L. Medley M. L. Medley	W. L. Peery J. M. Beasley Hubert Beasley	Cox & Tanz UP
DYERSBURG (Construction permit)	1450	250	State Gazette Bestg. Co. Dyersburg
ELIZABETHTON	WBEJ (Construction permit)	1240	250	Elizabethton Broadcasting Co P. O. Box 829	Robert W. Rounsaville George M. Clark
GREENVILLE (Construction permit)	1340	250	Greenville Bestg. Co. Greenville	Clyde B. Austin
JACKSON	WTJS	1390	1,000	Sun Publishing Co. 104 W. Baltimore St. 1106	ABC	Sun Publishing Co. Albert A. Stone A. B. Robinson	Paul Moore A. B. Robinson Robert Gordon	Branham World UP
JOHNSON CITY	WJHL	910	1,000	WJHL Inc. 412 S. Roan St.	ABC	W. Hanes Lancaster Kenneth L. Marsh Kenneth L. Marsh	Eddie Cowell O. K. Garland	Wilson Cole Lang-Worth AP, UP
KINGSPORT	WKPT	1400	250	Kingsport Broadcasting Co. Inc. 222 Commerce St.	NBC Tenn. Valley	C. P. Edwards Jr. Jess Swicegood Jess Swicegood	Paul Overbay Martin Karant Ike Upchurch	Burn-Smith Cummings Lang-Worth Standard Thesaurus UP
KNOXVILLE 42	WBIR	1240	250	Radio Station WBIR Inc. 406 W. Church Ave. 4-3321	ABC	Gilmore N. Nunn John P. Hart John P. Hart	Charles T. DeVols John P. Hart J. Rex Horton	Pearson Standard UP
KNOXVILLE 24	WNOX	990	10,000	Scripps-Howard Radio Inc. 110 S. Gay St. 3-3171	CBS	Jack R. Howard O. L. Smith O. L. Smith	W. P. Trotter O. J. Remington John L. Cole Jr.	Branham Lang-Worth Standard UP
KNOXVILLE 02	WROL	620	1,000-LS 500-N	Stuart Broadcasting Co. 531 S. Gay St. 2-7111	NBC Tenn. Valley	S. E. Adcock S. E. Adcock C. H. Frazier	John Reese James Gilbert	Blair Cummings Thesaurus World AP
MARYVILLE	WGAP (Construction permit)	1400	250	Gateway Broadcasting Co. 3806 N. Broadway, Knoxville, Tenn.	Geo. Burne Smith V. H. McLean
MEMPHIS 3	WHBQ	1400	250	Broadcasting Station WHBQ Inc. Hotel Gayoso 8-6868	MBS	Stella H. Thompson E. A. Alburty E. Pournelle	E. A. Alburty Robert E. Cooper Welton M. Roy	Rambeau AP
MEMPHIS 1	WMC	790	5,000	Memphis Publishing Co. 495 Union Ave. 8-7464	NBC So. Central	John Sorrells H. W. Slavick J. C. Eggleston	Robert Atherton E. C. Frase Jr.	Branham Cole Lang-Worth Standard Thesaurus UP
MEMPHIS 3	WMPS	1460	1,000-LS 500-N	WMPS Inc. 62 N. Main St. 5-2721	ABC	Plough Inc. Harold R. Krelstein	Harold R. Kreistein M. J. Vosse Joe Deaderick	Broadcast Sales Wilson Assoc. Prog. Standard AP, UP
MEMPHIS 3	WREC	600	5,000	WREC Broadcasting Service Hotel Peabody Bldg. 5-1313	CBS	Hoyt B. Wooten Hoyt B. Wooten Hollis R. Wooten	Roy Wooten S. D. Wooten Jr.	Katz Lang-Worth World UP

Here's the way WSIX covers the NASHVILLE market . . .

Coverage levels determined from 6,660 pieces of regular station mail received October 3, 1942—January 2, 1943. Using the home county, (Davidson, Tenn.) as base, a ratio of mail per thousand Radio Homes was established.

-  INTENSE—All Counties with a ratio of mail per thousand Radio Homes 50% or better of base county ratio.
-  REGULAR—All Counties with a ratio of mail per thousand Radio Homes 25%—50% of base county ratio.
-  SECONDARY—All Counties with a ratio of mail per thousand Radio Homes 10%—25% of base county ratio. 0.5 MV/M and 0.1 MV/M measured by Ring & Clark, Radio Engineers, July, 1942.



NASHVILLE—a market with a Future— assured by the great Tennessee Valley expansion

Here are the Market Facts:

	MAIL SURVEY				FIELD INTENSITY SURVEY		
	Intense	Regular	Secondary	Total	0.5 MV/M	0.1 MV/M	Total
Population	517,522	286,459	445,981	1,249,962	610,984	668,093	1,279,077
Families	130,906	71,828	108,462	311,196	156,908	155,914	312,822
Radio Homes	89,913	39,993	57,615	187,521	106,771	80,580	187,351
Total Retail Stores	5,640	2,855	4,288	12,783	6,761	5,977	12,738
Sales \$	122,814	38,889	56,694	218,397	144,078	72,040	216,118
Food Stores	1,951	967	1,432	4,350	2,299	1,979	4,278
Sales \$	28,810	9,233	11,857	49,900	33,282	15,627	48,909
General Stores	277	408	701	1,386	407	1,079	1,486
Sales \$	2,920	3,816	7,538	14,274	4,096	10,596	14,692
General Merchandise Stores	203	156	179	538	270	264	534
Sales \$	14,297	4,716	6,559	25,572	17,400	6,202	23,602
Apparel Stores	260	65	122	447	307	140	447
Sales \$	10,648	1,342	2,327	14,317	11,382	2,642	14,024
Furniture-Household	155	103	97	355	212	146	358
Sales \$	6,145	1,484	669	8,298	7,190	1,822	9,012
Automotive Outlets	145	86	123	354	190	165	355
Sales \$	17,588	5,054	8,696	31,338	20,562	10,068	30,630
Filling Stations	726	365	606	1,697	827	833	1,660
Sales \$	9,596	3,753	5,299	18,648	11,542	6,987	18,529
Lumber-Bldg.-Hardware	148	97	160	405	247	215	462
Sales \$	7,151	2,984	5,367	15,502	9,703	6,224	15,927
Eating and Drinking Places	968	324	432	1,724	1,159	586	1,745
Sales \$	7,025	1,501	2,210	10,736	8,356	2,881	11,237
Drug Stores	308	72	117	497	238	144	382
Sales \$	5,375	1,504	2,216	9,095	6,294	2,706	9,000
Other Stores	499	212	319	1,030	605	426	1,031
Sales \$	13,259	3,502	3,956	20,717	14,271	6,285	20,556

All money values are in thousands of dollars. Radio Homes projected by NAB Research Dept. from U. S. Census, 1940. All other data from Sixteenth Decennial Census of U. S., 1940.

Represented Nationally

By

THE KATZ AGENCY, INC.



**5,000 WATTS
980 K. C.
AMERICAN
•
MUTUAL**



1 MEDIUM... 5,000,000 PEOPLE

It would require an elaborate combination of media to cover the listening area of WSM's clear-channel signal. WSM has bound itself to the hearts of five million Americans over a twenty year period of honest, sincere service to them—and is everlastingly at it, keeping old friends and making new ones every day.



HARRY STONE, Gen. Mgr.

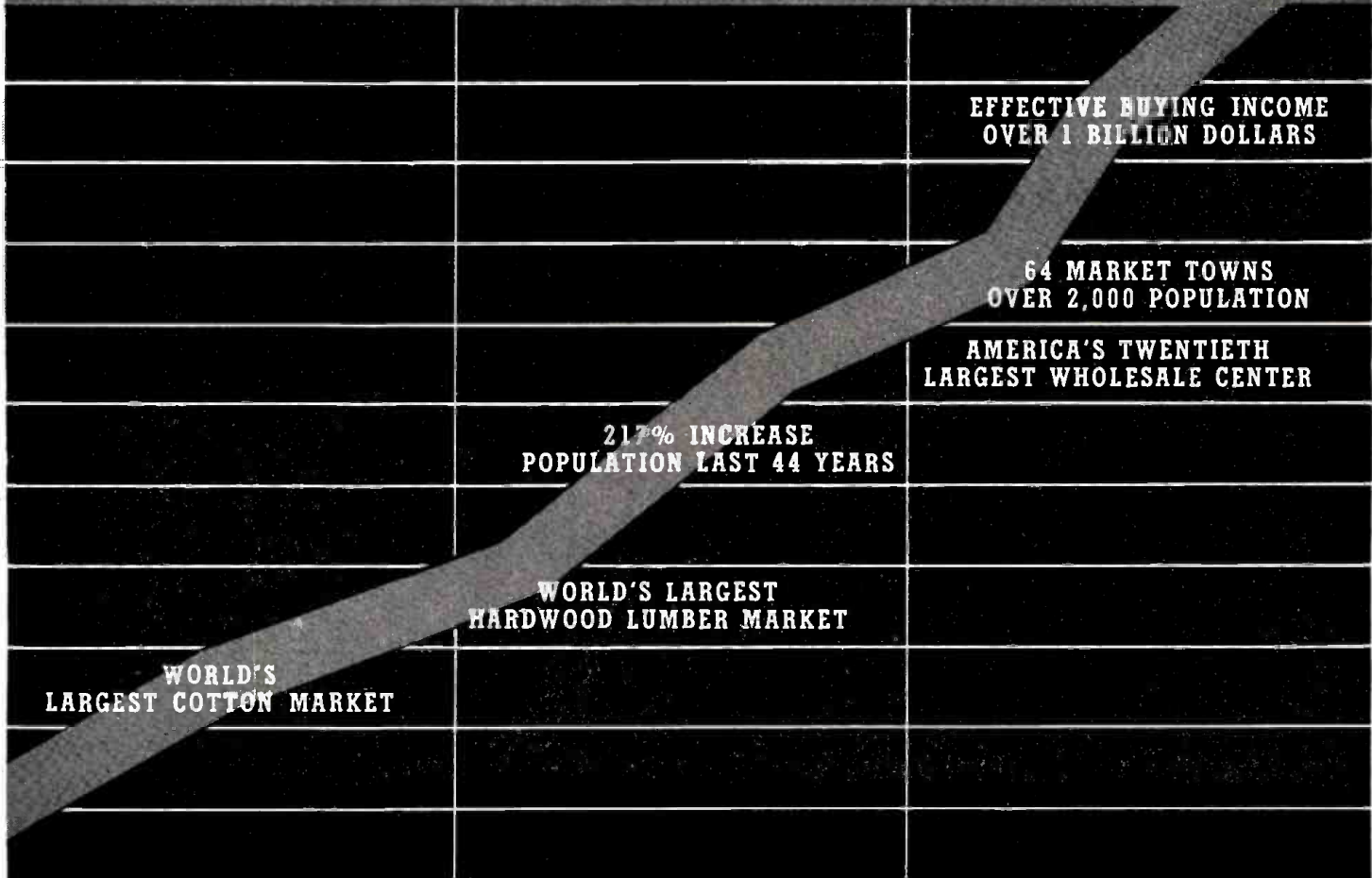
DEAN R. UPSON, Comm. Mgr.

EDWARD PETRY & CO., National Representatives

WSM
NASHVILLE

one of the South's largest markets

MEMPHIS



one of the
SOUTH'S LARGEST
one of America's best

One of the most important markets in the nation, Memphis offers unusual opportunities to advertisers seeking southern sales.

The development of power resources, favorable labor situation, the ready availability of raw materials all add up to an industrial development of great and growing proportions.

Reach this billion dollar market through WMC, the pioneer radio station of the Mid-South . . . the station that is first in programs, listener loyalty, and results.

W M C

MEMPHIS, TENN.

OWNED AND OPERATED BY
THE COMMERCIAL APPEAL
NBC NETWORK
5,000 WATTS DAY AND NIGHT



REMEMBER, if it's Memphis you want, it's WMC you need

NATIONAL REPRESENTATIVES — THE BRANHAM COMPANY

BROADCASTING • Telecasting

1946 Yearbook Number • Page 165

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

NC—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, 1946)

TENNESSEE—(Continued)

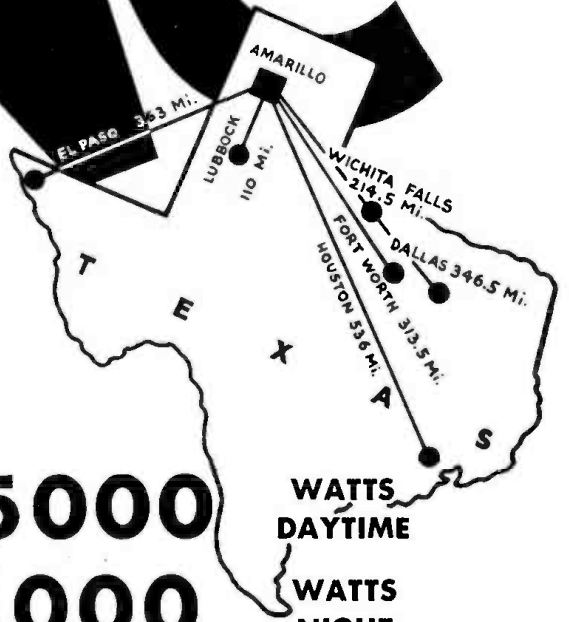
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
NASHVILLE 3	WLAC	1510	50,000	WLAC Broadcasting Service Third National Bank Bldg. 6-0161	CBS	J. T. Ward F. C. Sowell F. C. Sowell	Paul Oliphant Virginia Parks F. D. Binns	Raymer Cole Thesaurus World UP
NASHVILLE 3	WSIX	980	5,000	WSIX Broadcasting Station Nashville Trust Bldg. 5-6431	ABC	{Jack M. Draughon Louis R. Draughon Jack M. Draughon Eugene S. Tanner	Ottis Roush Eugene S. Tanner	Katz Lang-Worth Standard AP
NASHVILLE 3	WSM	650	50,000	National Life & Accident Ins. Co. 801 Seventh Ave. N. 6-7181	NBC	E. W. Craig Harry Stone Winston Dustin	Jack Stapp Albert E. Gibson George Reynolds	Petry Assoc. Prog. Lang-Worth World AP, INS

TEXAS

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
ABILENE	KRBC	1450	250	Reporter Broadcasting Co. Abilene 6255	ABC, MBS Texas State	M. B. Hanks Howard Barrett A. C. Etter	Jack Wallace Forest Lane John B. Casey	Pearson Cole AP
AMARILLO	KFDA	1230	250	Amarillo Broadcasting Corp. 109 E. Fifth St. 5343	ABC	Gilmore N. Nunn Howard P. Roberson James R. Moore	Bonnie Bennett Howard P. Roberson J. R. Thomas	Pearson Standard UP
AMARILLO	KGNC	1440	5,000-LS 1,000-N	Plain Radio Broadcasting Co. Radio Building 4242	NBC Lone Star	Gene Howe Raymond D. Hollingsworth Aubrey Jackson	Robert Watson Jack C. Cauthen W. H. Torrey	T-H-S Cole Standard Thesaurus AP, UP
AUSTIN	KVET (Construction permit)	1300	1,000	Austin Broadcasting Co. 1901 Dillman St.
AUSTIN 5	KNOW	1490	250	Frontier Bcastg. Co. Inc. Capital Nat'l Bank Bldg. 2-6213	ABC, MBS Texas State	H. M. Fentress Hardy C. Harvey Marion H. Coleman	Weldon Robinson Joseph E. Roehl James E. Lewis	Weed AP
AUSTIN 4	KTBC	590	1,000-LS 250-N CP-5,000-LS 1,000-N	Claudia T. Johnson Brown Bldg. 2-2424	CBS	Claudia T. Johnson Pat Adelman Pat Adelman	Jim Turner Jim Turner J. L. Seay	T-H-S World AP, UP, INS
BEAUMONT	KFDM	560	1,000	Beaumont Broadcasting Corp. Box 2950 3883	ABC	C. W. Snider C. B. Locke C. B. Locke	B. R. Patterson Helen Caldwell Lawrence Sanders	T-H-S Standard Thesaurus AP, UP
BEAUMONT	KRIC	1450	250	KRIC Inc. 180 Wall St. 4200	KBS	Mrs. J. L. Mapes Jack Neil G. L. Kirk	Lorraine Kelley Ben F. Hughes	Branham World AP
BIG SPRING	KBST	1490	250	Big Spring Herald Bcastg. Co. Inc. 702 Johnson St. 1500	ABC, MBS Texas State	R. W. Whipkey Boyd Kelley Wm. R. Dawes	Mina Mae Taylor Andrew M. Jones	Pearson Standard AP
BRADY	KNEL	1490	250-LS 100-N	G. L. Burns 106 N. Blackburn St. 77	G. L. Burns G. L. Burns G. L. Burns	G. L. Burns I. S. Roberts David Gattis	Cox & Tanz Gene Grant
BROWNSVILLE	KVAL	1490	250-LS 100-N	Radio Station KEEW Ltd. Brownsville	ABC	T. Frank Smith Roy Suber	Free & Peters AP
BROWNWOOD	KBWD	1380	1,000-LS 500-N	Brown County Bcastg. Co. 800 Hawkins St. 2401	MBS Texas State	Wendell Mayes Wendell Mayes Ingham S. Roberts	Pat Brinkley I. S. Roberts A. W. Stewart	Walker Standard UP
COLLEGE STATION	WTAW	1150	1,000-D	A. & M. College of Texas College Station 4-6724	ABC	A. & M. College Bess Allen	Cecil Beardon Cecil Beardon Frank Soelick World AP
CORPUS CHRISTI	KEYS	1490	250	Nueces Broadcasting Co. Centre Theatre Bldg. 2-7411	CBS	Partnership Fred Burr Kelly Wofford	John L. Scogin Jr. Dorthie Jarvis Earl C. Dunn	Forjoe World UP
CORPUS CHRISTI	KRIS	1360	1,000	Gulf Coast Broadcasting Co. Corpus Christi	NBC	T. Frank Smith T. Frank Smith William Bennett	Free & Peters AP
CORPUS CHRISTI	KWBU	1010 SA-1030	50,000-D	Century Broadcasting Co. 912 Commerce St., Dallas 2 Dallas, Riverside 6381	ABC, NBC	Carr P. Collins Homer Hogan Homer Hogan	J. E. Sellers Maydell Wallace Nestor Cuesta Jr.	Branham AP

The Family Station in the Great Panhandle!

KGNC



5000 WATTS DAYTIME
1000 WATTS NIGHT
1440 KILOCYCLES

**NATIONAL BROADCASTING COMPANY
 LONE STAR CHAIN**

Manager
 Raymond Hollingsworth

COVERAGE DATA

COUNTIES Served.....	43
* POPULATION	440,600
** DWELLINGS	116,636
TOTAL RADIOS.....	90,347
Urban Radios.....	40,575
Rural Farm Radios.....	28,101
Rural Non-Farm Radios.....	21,671
** EFFECTIVE INCOME.....	\$397,897,000
\$3,420 per family—\$900 per capita	
RETAIL SALES.....	\$206,255,000

*For up-to-the-minute information, call your nearest
 Taylor-Howe-Snowden Radio Sales Office.*

* 1940 Information
 ** 1943 Information



A M A R I L L O , T E X A S

REPRESENTED
 BY

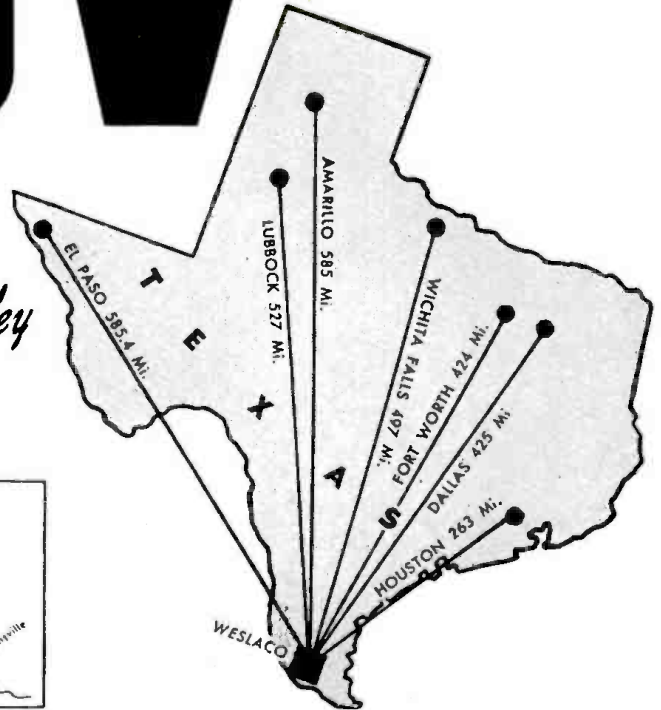
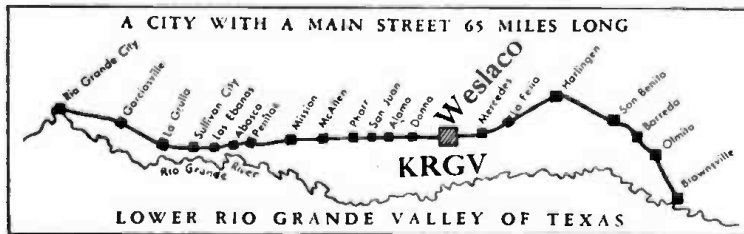
TAYLOR HOWE SNOWDEN *Radio Sales*

Authorities on Radio and Markets
 in the Great Middle and
 Southwest.

KRGV

*Serving the Fabulous Empire
of the Magic Rio Grande Valley*

**NATIONAL BROADCASTING
Lone Star Chain**



COVERAGE DATA

POPULATION Served.....	254,340
DWELLINGS Served.....	68,481
TOTAL RADIOS.....	30,052
Urban Radios.....	15,266
Rural Non-Farm Radios..	6,941
Rural Farm Radios.....	7,845
INCOME.....	\$165,318,000
RETAIL SALES.....	88,712,000

FIFTH LARGEST RANKING AREA IN
TEXAS IN RETAIL SALES—1943 EIGHTH
LARGEST RANKING AREA IN THE
GREAT SOUTHWEST

For up-to-the-minute information, call your nearest
Taylor-Howe-Snowden Radio Sales Office.

Manager
Archie J. Taylor

**1000
WATTS**

**1290
KILOCYCLES**



W E S L A C O , T E X A S

REPRESENTED
BY

TAYLOR HOWE SNOWDEN Radio Sales

Authorities on Radio and Markets
in the Great Middle and
Southwest.

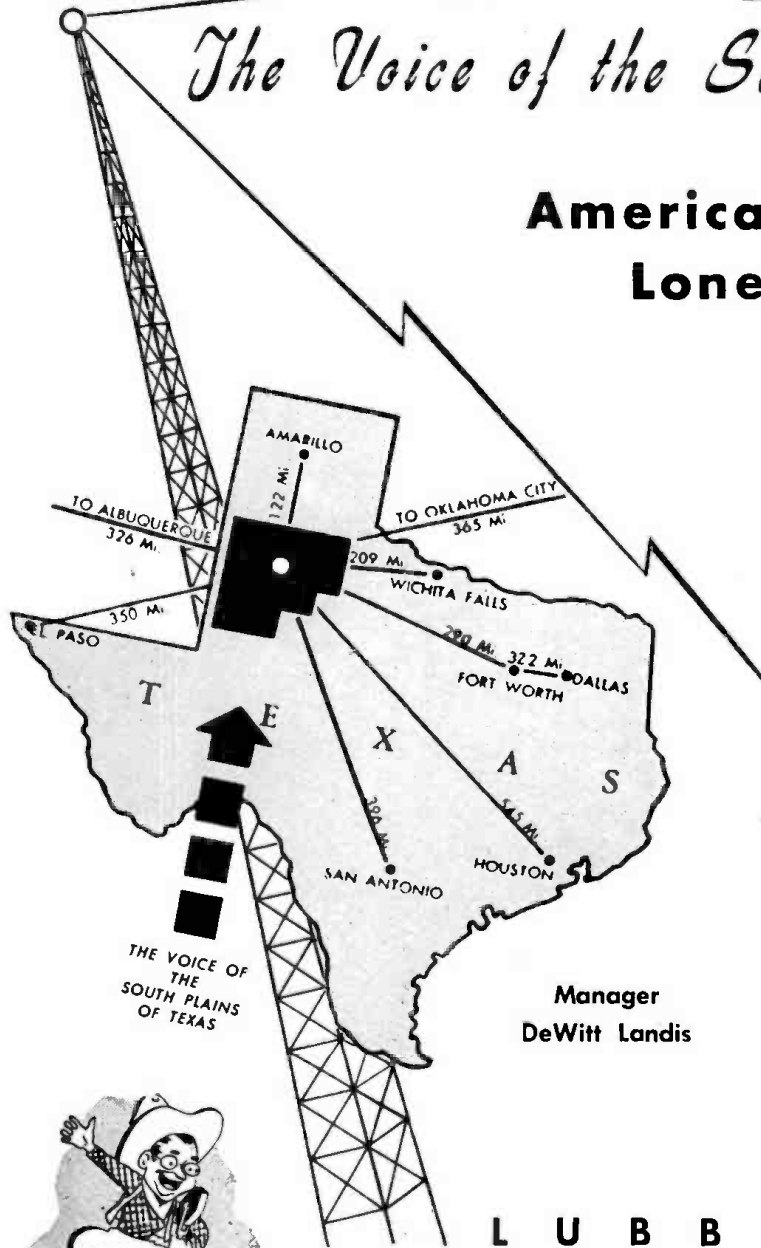
KFYO

The Voice of the South Plains of Texas

**American Broadcasting
Lone Star Chain**

250 WATTS

1340 KILOCYCLES



**Manager
DeWitt Landis**

COVERAGE DATA

*POPULATION	233,897
†DWELLINGS	46,455
‡TOTAL RADIOS.....	34,912
Urban Radios.....	14,097
Rural Non-Farm Radios.....	6,215
Rural Farm Radios.....	14,600
**INCOME	\$167,892,000
**RETAIL SALES.....	90,118,000

*OPA Jan. 1944.

**Sales Management Magazine, May 15, 1945.

‡1940 U. S. Census.

For up-to-the-minute information, call your nearest Taylor-Howe-Snowden Radio Sales Office.

L U B B O C K , T E X A S



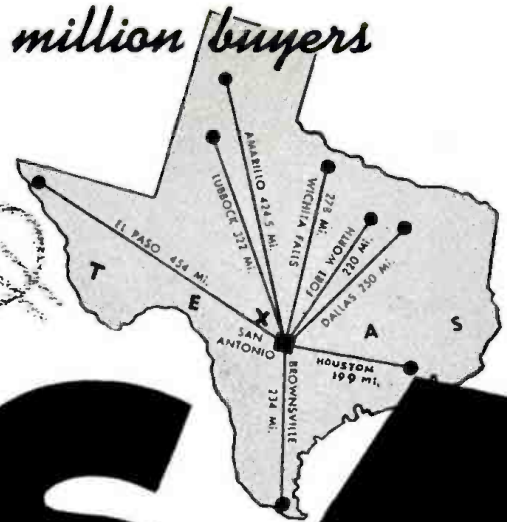
REPRESENTED
BY

TAYLOR HOWE SNOWDEN *Radio Sales*

Authorities on Radio and Markets
in the Great Middle and
Southwest.

Serving a population of over 1 1/2 million buyers

A "BILLION DOLLAR MARKET!"



K T S A

Affiliated with
Columbia Broadcasting Company

Member of
Lone Star Chain

COVERAGE DATA

COUNTIES Served	62
POPULATION	1,581,400
DWELLINGS	383,089
TOTAL RADIOS	221,372
Urban Radios	123,106
Rural Non-Farm	49,681
Rural Farm Radios	48,585

INCOME

*Oil, Gas, and Mineral	\$181,451,301
Livestock and Poultry	153,817,870
Agriculture	156,602,333
Industrial	258,798,142

PLUS the largest Per-
manent wartime ar
peacetime United States
Military Installations

Military Installations	250,000,000
TOTAL INCOME	\$1,000,669,646

*1943 Figures.

For up-to-the-minute information, call your nearest
Taylor-Howe-Snowden Radio Sales Office.

5000
WATTS DAYTIME

1000
WATTS NIGHT

550
KILOCYCLES

Manager

George W. Johnson



S A N A N T O N I O , T E X A S

REPRESENTED
BY

TAYLOR HOWE-SNOWDEN Radio Sales

Authorities on Radio and Markets
in the Great Middle and
Southwest.

Beaty Fans Buy!

**Happy Sponsors Know
That Beaty's Farm
Friends Buy
Merchandise . . .**

**Here's Proof That *Powerful* WBAP
Sells the Rural Buyers of the
Great Southwest!**



Layne Beaty, Farm Program Director, WBAP. Member of Committee on Farm Broadcasting, National Association of Broadcasters. Officer, State-Wide Cotton Council. Member, Texas Chemurgic Council. Officer, Radio Farm Directors.

A SPONSOR SAYS:

"... it seems from all of the evidence to be doing a very good job for us over your station." (He must have meant it, for he is still a sponsor.)

A RANCHER WROTE:

"First I wish to thank you for your 6 to 7 a. m. program, which for country people living in the Southwest cannot be improved upon, and none should miss it. The timing is right, the information and advice needed and the news the latest and best selected. Also, what you say about American Fence is so; have used many miles of it. P. S. Please send me one of your Farm and Ranch Handbooks and oblige." (This is an example of what we mean by "Beaty Fans Buy.")

A FARMER WRITES:

"I want to take two combines to the maize harvest. Can you tell me where it will be in full swing in two or three weeks, and the approximate route you would take across the state? I want to know where to go and when to start. Please draw me a map." (Beaty could . . . would . . . and did.)

FROM THE STATE BOARD OF AGRICULTURE:

"I am convinced that you are selecting the most vital topics to discuss with farmers, and may I express to you my deep appreciation for the services rendered to farmers, not only in Oklahoma and Texas, but in other states within your listening range." (With 50,000 watts, that listening range is plenty.)

A 4-H CLUB BOY SAID:

"I enjoy your program very much every morning. It is very helpful to all farmers, because you keep us informed of what is going to happen, what is happening and what has happened. Keep up the good work." (Great kids in the great Southwest.)

If you have something to sell, and want to tell it to the big rural audience of the Great Southwest, let WBAP do it for you. Chances are that your nearest Edward Petry Company representative is waiting for your call right now. Get the complete story with all the sales producing facts. Better call him now.



**Owned and Operated By
THE FORT WORTH STAR-TELEGRAM**
AMON G. CARTER, President
Fort Worth 2, Texas

Represented by Edward Petry Co.



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, 1946)

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
CORSICANA	KAND	1340	250	Navarro Broadcasting Assn. Corsicana 141	KBS	J. C. West Aubrey H. Escoe	E. R. Hellums	Holman Cole Thesaurus UP
DALLAS 2	KGKO	570	5,000	(See Fort Worth)				
DALLAS 1	KRLD	1080	50,000	KRLD Radio Corp. Hotel Adolphus Central 6811	CBS	John W. Runyon Clyde W. Rembert William A. Roberts	Roy George J. W. Crocker Roy M. Flynn	Branham Standard AP, INS
DALLAS 4	KSKY	660	1,000-D	SKY Broadcasting Service Hotel Stoneleigh Central 6198		A. L. Chilton A. L. Chilton R. G. Terrill	Leonard Holland R. G. Terrill Morris M. Ming	Assoc. Prog. AP
DALLAS 2	WFAA	820 ST-WBAP	50,000	A. H. Belo Corp. 1122 Jackson St. Riverside 9631	NBC Texas Quality	E. M. (Ted) Dealey Martin B. Campbell Keith Baldwin	Ralph K. Maddox Mrs. Wilbur Douglas Raymond Collins	Petry Lang-Worth Thesaurus AP, UP
DALLAS 1	WRK	1310	5,000	City of Dallas Municipal Radio Bldg. Tenison 3-6101	MBS Texas State	City of Dallas Charles B. Jordan Dale Drake	Pete Teddlie Pete Teddlie Durward J. Tucker	Weed AP
DENTON	KDNT	1450	250	Harwell V. Shepard Kimbrough Bldg. 276	KBS	Harwell V. Shepard Harwell V. Shepard Harwell V. Shepard	Harwell V. Shepard Harwell V. Shepard Harwell V. Shepard	Thesaurus UP
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	H. Arthur Brown Walter C. Gaenzle Edward P. Talbott	T-H-S Wilson Assoc. Prog. AP
EL PASO	KTSM	1380	1,000-LS 500-N	Tri-State Broadcasting Co. Inc. Hotel Paso Del Norte Main 3122	NBC	Frances W. Bredberg Karl O. Wyler Willard L. Kline	Virgil C. Hicks Roy T. Chapman Kenneth J. Walton	Hollingbery MacGregor Thesaurus UP
FORT WORTH 1	KFJZ	1270	5,000	Tarrant Broadcasting Co. 1201 W. Lancaster St. 3-9363	MBS Texas State	Gene L. Cagle Gene L. Cagle Clyde D. Pemberton	George Erwin Jr. L. Roy Duffy Truett Kimzey	Weed AP, UP
FORT WORTH 2	KGKO	570	5,000	KGKO Broadcasting Co. Medical Arts Bldg., Fort Worth 1122 Jackson St., Dallas Fort Worth: 3-1234 Dallas: Riverside 9631	ABC Lone Star	Amon G. Carter E. M. (Ted) Dealey, Dallas George Cranston Martin B. Campbell, Dallas Keith Baldwin	Ed Lally Ralph Maddox, Dallas Kathryn Barnes Wilbur Douglas, Dallas R. C. Stinson Raymond Collins, Dallas	Petry Lang-Worth MacGregor World AP, UP
FORT WORTH 2	WBAP	820 ST-WFAA	50,000	Carter Publications Inc. Medical Arts Bldg. 3-1234	NBC Texas Quality	Amon G. Carter Harold V. Hough George Cranston Roy Bacus	Ed Lally Kathryn Barnes R. C. Stinson	Petry Cole World AP
GALVESTON	KLUF	1400	250	KLUF Broadcasting Co. Inc. 6002 Broadway 6676	MBS KBS	George Roy Clough Lee Clough Lee Clough	Lee Clough Lee Clough Lee Clough	Rambeau Standard UP
GREENVILLE		1400 (Construction permit)	250	Truett Kimzey 3951 Belford Court, Fort Worth, Tex.		Truett Kimzey		
HARLINGEN	KGBS	1240	250	Harbeinto Broadcasting Co. Inc. Box 711 1400	CBS	McHenry Tichenor Troy McDaniel Dave Bennett	Sherman L. Spencer	Walker Assoc. Prog. Standard AP
HOUSTON 2	KPRC	950	5,000	Houston Printing Corp. Lamar Hotel Fairfax 7101	NBC Texas Quality	W. P. Hobby Kern Tips	Jack McGrew H. T. Wheeler	Petry Lang-Worth Thesaurus AP
HOUSTON 2	KTHT	1230	250	Texas Star Broadcasting Co. Southern Standard Bldg. Capitol 6246	MBS Texas State	Roy Hofheinz Ted Hills Francis Gilbert	Dick Altman Francis Gilbert Louis I. Jelly	Weed Assoc. Prog. Cole UP
HOUSTON 2	KTRH	740	50,000	KTRH Broadcasting Co. Rice Hotel Preston 4361	CBS	B. F. Orr Ray Bright		Blair World UP
HOUSTON 2	KXYZ	1320	5,000	Harris County Broadcast Co. Gulf Bldg.	ABC	T. Frank Smith T. Frank Smith Bill Bennett		Free & Peters Standard AP
HUNTSVILLE	KSAM	1490	250	W. J. Harpole & J. C. Rothwell Box 312 666	KBS	Partnership J. C. Rothwell J. B. McShan	Ruth Rothwell J. B. McShan Sam Love	Cox & Tanz AP
KILGORE	KOCA	1240	250	Oil Capitol Broadcasting Assn. Kilgore 616	KBS	Roy G. Terry Roy G. Terry H. A. Degner	John C. Andrews H. A. Degner Albert F. Mason, Jr.	Clark Gene Grant Cole MacGregor AP
LAREDO	KPAB	1490	250	Laredo Broadcasting Co. Hamilton Hotel 2124	MBS KBS Texas State	Howard W. Davis Mrs. Doane Chapman Mrs. Doane Chapman	Sarah K. Miller Mrs. Doane Chapman Hulen Smith	McGillvra
LONGVIEW	KFRO	1370	1,000	Voice of Longview Glover-Crim Bldg. 411	ABC, MBS KBS Texas State	James R. Curtis		Burn-Smith Lang-Worth MacGregor AP
LUBBOCK	KFYO	1340	250	Plains Radio Bestg. Co. 914 Ave. J 5567	ABC Lone Star	Gene A. Howe DeWitt Landis Rex Webster	DeWitt Landis Miss Jimmie Hopson W. S. Bledsoe	T-H-S Assoc. Prog. Cole AP, UP



Our Talent *has many* Faces!

★ We have the talent to fill the bill for any type show: Authoritative news editors—superb musicians (popular, classical or hillbilly combinations)—excellent vocalists and chorus—nationally recognized farm director—clever comedians—experienced actors and actresses—smooth announcers and capable writers. All under expert program and production direction.

With this array of talent, working in our acoustically perfect, nationally known studios of modern design, we build top-flight spot programs for national, regional and local advertisers.

WFAA Dallas 

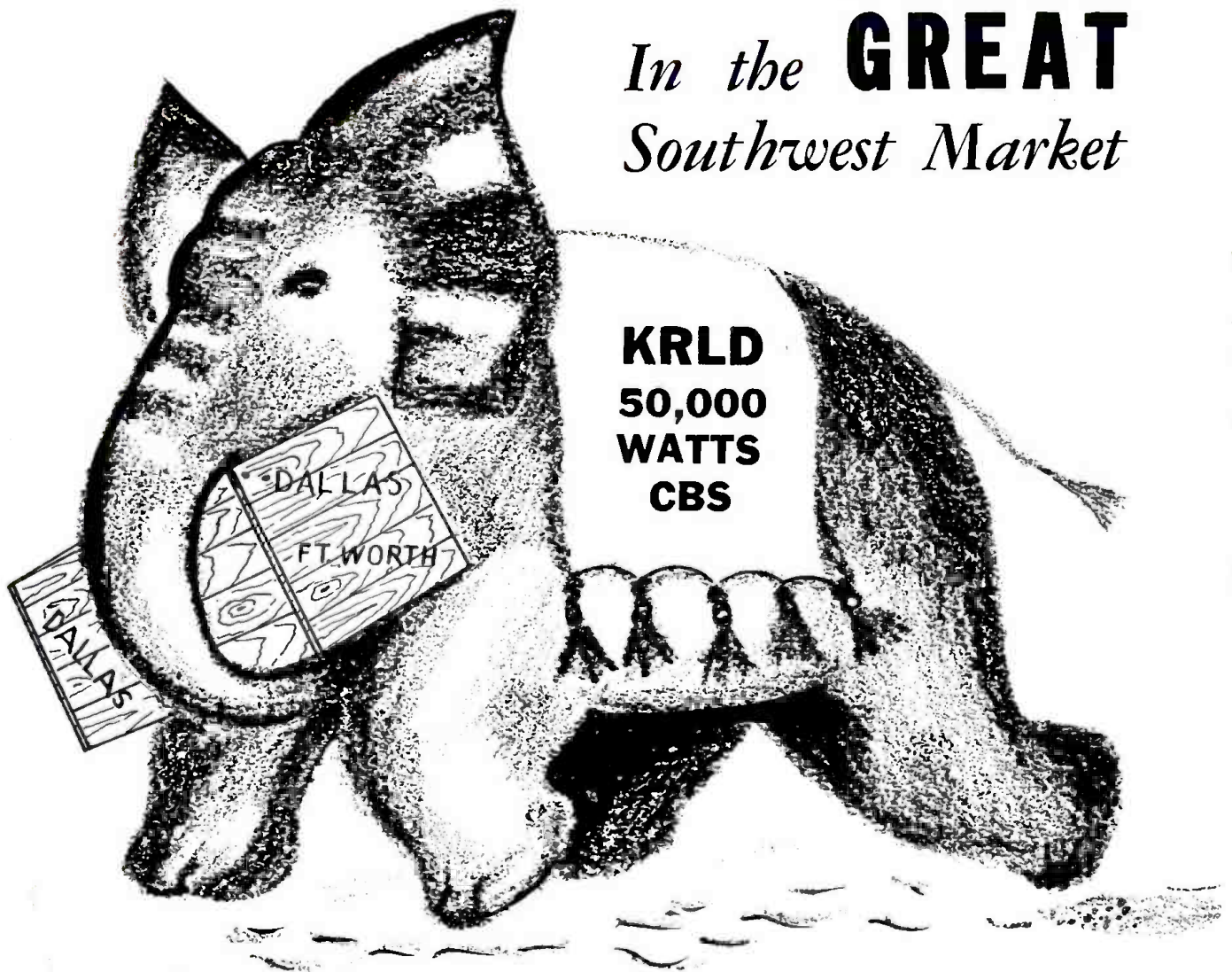
Martin Campbell, General Manager Ralph Nimmons and Ray Collins, Asst. Mgrs.

NBC and TEXAS QUALITY NETWORK AFFILIATES

820 KC... 50,000 WATTS A NATIONALLY CLEARED CHANNEL STATION

Owned and Operated by The Dallas Morning News

In the **GREAT**
Southwest Market



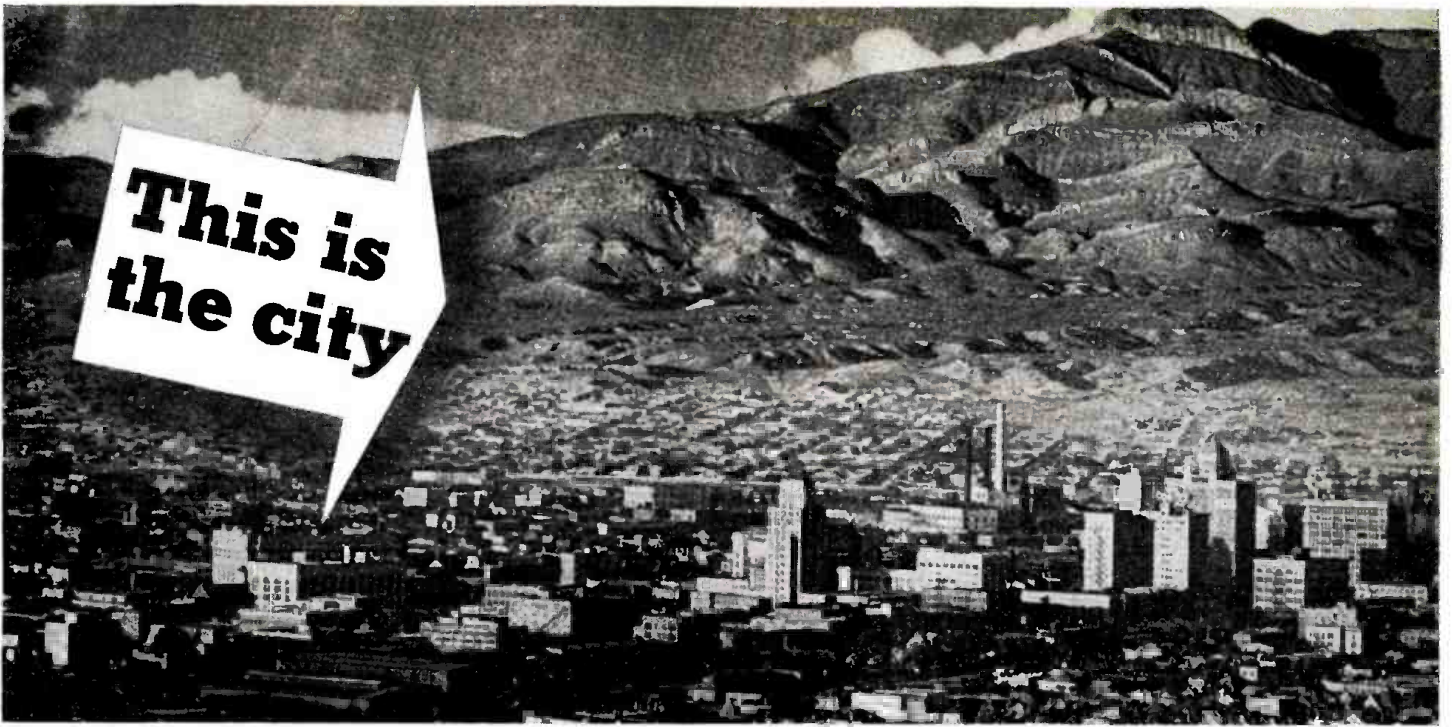
KRLD *Is Your Best Buy*
Day or Night

KRLD

The Times Herald Station

Dallas STUDIOS Fort Worth

50 kw., 1080 kc. Represented by the Branham Company



600 KC

K R O D

EL PASO

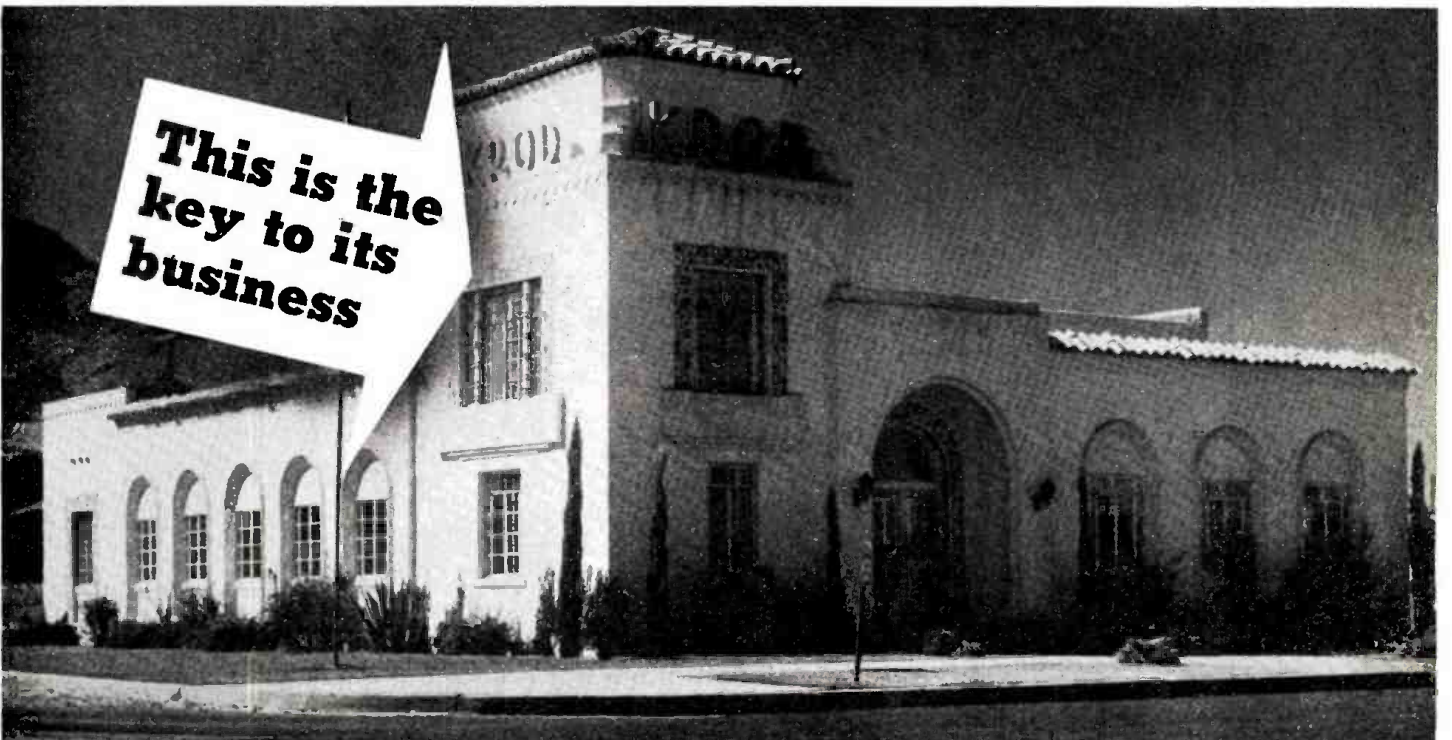
In 1946, El Paso's rich Southwestern area will be a market of even greater importance than before. The prosperity of KROD's wide bi-state market is basic. No large war industries gave it growth that cannot be sustained now that peace has come. A variety of industries, mining, agriculture, ranching, distributing, importing and exporting and a tremendous tourist business point to plenty of buying power here in the years ahead. The

people of this vast area surrounding El Paso have come to rely on dependable KROD for news and entertainment. Only over KROD, the regional station, can you send your message to ALL the El Paso Southwest. We, and our representatives, will be glad to discuss the El Paso market and time on KROD with you at your convenience.

DORRANCE RODERICK, *Owner*

VAL LAWRENCE, *Manager*

HOWARD H. WILSON CO., *National Representatives*



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, 1946)

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	Program Director Mdg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
LUFKIN	KRBA	1340	250	Darrell E. Yates Box 755 272	KBS	Ben T. Wilson Darrell E. Yates Darrell E. Yates	Richman Lewin Darrell E. Yates Glenn Perry	Cox & Tanz Standard AP, UP
MIDLAND	KCRS	1230	250	Clarence Scharbauer Estate 117 S. Lorraine St. 1080	KBS Texas State	Ruth Scharbauer J. M. McDonald Glady's L. McDonald	Harlan Shade J. M. McDonald Jack Cecil	SESAC AP
PALESTINE 1	KNET	1450	100	Palestine Broadcasting Corp. Municipal Bldg. 411	MBS KBS	Bill Laurie Bill Laurie Arch P. Dougan	Emo Laurie Bill Laurie Eugene R. Kintz	Holman Standard UP
PAMPA	KPDN	1340	100	Radio Station KPDN Box 901 1100	MBS KBS	C. H. Hoiles Jane Hoiles Harry Hoiles E. J. Hanna John Michel		World AP
PARIS	KPLT	1490	250	North Texas Broadcasting Co. Gibraltar Hotel 1124	ABC, MBS Texas State	A. G. Mayse Ernest T. Jones Ernest T. Jones	Grant Pickens C. L. Thompson	Clark AP
PECOS	KIUN	1400	100	Jack W. Hawkins & Barney H. Hubbs 306 S. Cedar St. 21	KBS	Jack W. Hawkins Jack W. Hawkins Jack Hawkins	Louise Hawkins Barney Hubbs Louis Weinberg	Clark Griffith AP
PLAINVIEW	KVOP	1400	250	W. J. Harpole & J. C. Rothwell 111 W. 6th St. 1400	KBS	W. J. Harpole W. J. Harpole W. T. Kemp	James E. Stanton W. T. Kemp Carl C. Cook	Standard AP
PORT ARTHUR	KPAC	1250	1,000	Port Arthur College 1515 Lakeshore Drive 7458	MBS	J. W. Williams	Walter LaForge Jr. Glenn Boatright	McGillvra Standard World AP, INS
SAN ANGELO	KGKL	1400	250	KGKL Inc. St. Angeles Hotel 8715	ABC, MBS Texas State	H. C. Ragsdale Lewis O. Seibert Myri Stein	Evelyn Preston Bob Kirchoff Frank Jones	Pearson AP
SAN ANTONIO 6	KABC	680	50,000-LS 10,000-N	Alamo Broadcasting Co. Milam Bldg. Fannin 3126	ABC Texas State	R. Early Willson Charles W. Balthrop Bill Michaels	George Case W. Poundstone Jackson Paul Wolf	Weed Cole SESAC World AP
SAN ANTONIO	KCOR (Construction permit)	1850	1,000-D	Raoul A. Cortez Nat'l Bank of Commerce Bldg.	Raoul A. Cortez		AP
SAN ANTONIO 5	KMAC	1240	250	Walmac Co. National Bank of Commerce Bldg. Cathedral 6211	MBS Texas State	Howard W. Davis Howard W. Davis Patt McDonald	Tony Bessan Ed. E. Case	McGillvra INS
SAN ANTONIO 6	KONO	1400	250	Mission Broadcasting Co. 317 Arden Grove Fannin 5171	Eugene J. Roth James M. Brown James M. Brown	Stanley A. Cox George W. Ing	Forjoe Cole Lang-Worth MacGregor AP
SAN ANTONIO 6	KTSA	560	5,000-LS 1,000-N	Sunshine Broadcasting Co. Gunter Hotel Garfield 1251	CBS Lone Star	Gene A. Howe George W. Johnson R. L. Preis	George Lee Marks Charles D. Lutz W. G. Egerton	T-H-S Lang-Worth Thesaurus AP, UP
SAN ANTONIO 6	WOAI	1200	50,000	Southland Industries Inc. 1031 Navarro St. Garfield 4221	NBC Texas Quality	Hugh A. L. Half Hugh A. L. Half Cecil K. Beaver	Harold H. Carr Fred A. Peery Fred L. Sterling	Petry Standard AP, UP, INS
SHERMAN	KRRV	910	1,000	Red River Valley Bestg. Corp. 421 N. Crockett St., Sherman Fannin & Owing Sts., Denison Sherman 201 Denison 423	MBS Texas State	G. H. Wilcox L. L. Hendrick B. V. Hammond Jr., Denison L. L. Hendrick Hugh Harling, Denison	Doris Matlock D. Kretzinger, Denison Hugh Harling Tom John	Adv. Time Sales Standard World UP
SWEETWATER	KXOX	1240	250	Sweetwater Radio Inc. Hi-way 70 2341	KBS	J. S. McBeath J. Harley Hubbard George W. Dotson	Zeb Williams J. Harley Hubbard George W. Dotson	Thesaurus UP
TEMPLE	KTEM	1400	250	Bell Broadcasting Co. Inc. Box 188 4646	ABC, MBS KBS Texas State	Frank W. Mayborn Burton Bishop C. F. Whitesides Jr.	Larry Morrell Burton Bishop Paul Shaw	UP
TEXARKANA	KCMC	1230	250	KCMC Inc. 317 Fine St. 832	ABC, MBS Arkansas Texas State	C. E. Palmer Frank O. Myers Thomas Dillahunt (on leave)	Herman Cecil Donald Myers Harvey Robertson	Gene Grant Standard AP
TYLER	KGKB	1490	250	Jas. G. Ulmer 115 S. College St. 1106	MBS	Jas. G. Ulmer Jas. G. Ulmer Earle P. Duffie	Minnie B. Ulmer Earle P. Duffie John B. Sheppard	Gene Grant Standard AP
VERNON	KVWC	1490	250	Northwestern Broadcasting Co. 1813 Wilbarger St. 1048	MBS KBS	R. H. Nichols W. D. Dixon W. D. Dixon	Loretta Withers Bob Hardison H. F. Ridgway	Gene Grant Cole AP
VICTORIA	KVIC	1340	250	Radio Enterprises Inc. Bank & Trust Bldg. 1106	MBS KBS	Morris Roberts Jerry Fisher Jerry Fisher	Margaret True Robert McCown	Standard World AP

Statistics are *People*

In WOAI's daytime primary area 1,916,500* Texans are busy creating wealth and spending their money for the things you want to sell.

HERE'S THE PROOF:

(Latest Available Annual Figures)

Effective Buying Income	...\$1,801,855,000.00*
Spent for Food 218,255,000.00*
Spent for General Mdse 104,531,000.00*
Spent for Bldg. Materials	... 65,318,000.00*
Spent for Drugs 39,824,000.00*

This mighty market, in which the voice of WOAI has been dominant for nearly 25 years, embraces 88 counties—more than a third of the counties in the fabulous state of Texas. Use WOAI to cover this rich 88-county market—better known as Central and South Texas. It's the market in which—year in and year out—WOAI sells more merchandise to more people than any other station—at a lower cost per sale!

* Copr. 1945. Sales Management Survey of Buying Power; further reproduction not licensed.

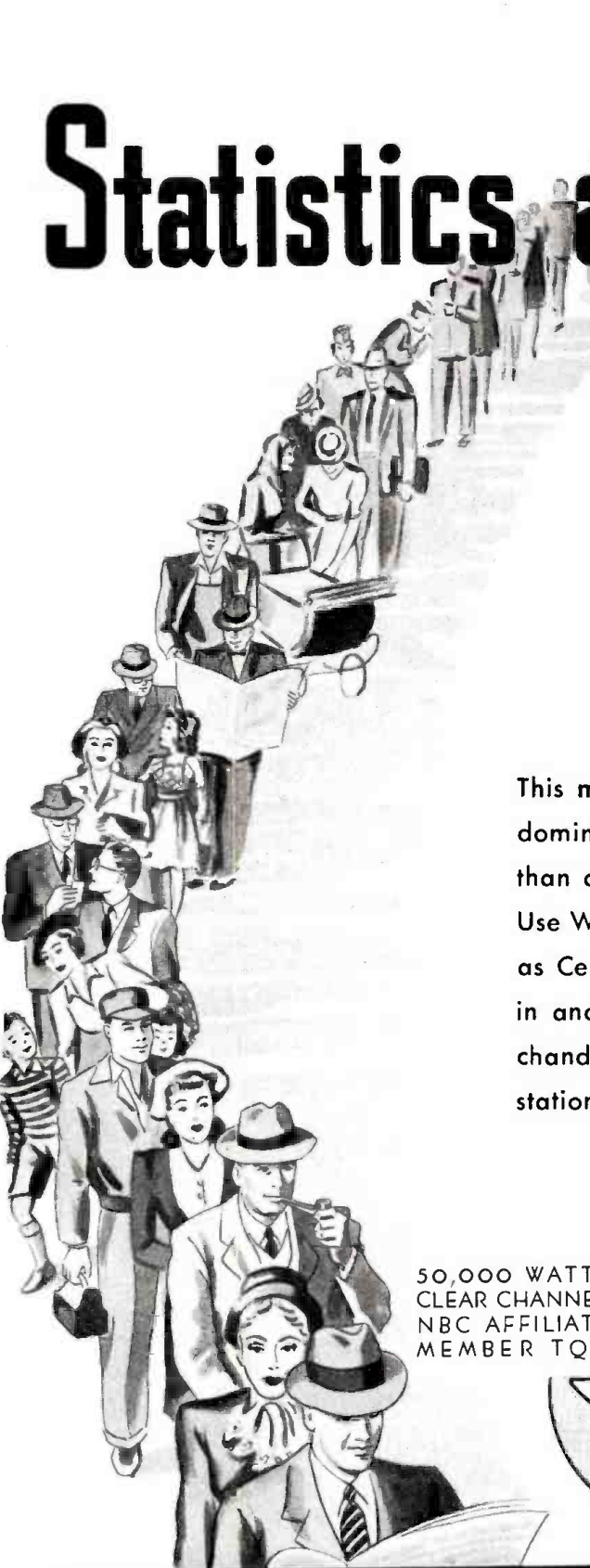
50,000 WATTS
CLEAR CHANNEL
NBC AFFILIATE
MEMBER TQN



WOAI

San Antonio

Represented Nationally by
EDWARD PETRY & COMPANY



THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

FORT WORTH HOUSEWIVES LISTEN REGULARLY TO - - -

- QUEEN FOR A DAY
- TAKE IT EASY TIME
- MORTON DOWNEY
- GUY LOMBARDO
- BING CROSBY SINGS
- REAL LIFE STORY
- SPOTLIGHT BANDS
- THE SHADOW
- ROUGES GALLERY
- WHAT'S THE NAME OF THAT SONG
- ERSKINE JOHNSON IN
HOLLYWOOD
- FREEDOM OF OPPORTUNITY
- CEDRIC FOSTER
- QUICK AS A FLASH
- NICK CARTER
- THE FRESH UP SHOW
- GABRIEL HEATTER

*. . . Naturally they are
heard over KFJZ . . .
and there are many other
fine KFJZ programs to
add to this list*

KFJZ

A MUTUAL STATION

**5000 Watts
1270 Kilocycles**

FORT WORTH TEXAS

Weed and Company

NATIONAL REPRESENTATIVE

**NEW YORK DETROIT CHICAGO
SAN FRANCISCO BOSTON HOLLYWOOD**

You Can't "Spotlight" West Texas With "Power" Stations Only



The ONLY Effective Way to Reach 29 Prosperous West Texas Counties Is By Using KRBC—KBST and KGKL*

•
OIL
 •
FARMING
 •
RANCHING
 •
INDUSTRY
 •
BUSINESS
 •

— **And It's a Responsive Audience**

The people of West Texas "spend freely" for the things they want. The banks of this area are bulging with money on deposit. West Texans truly are in the "Market" for merchandise.

— **Consider these Facts**

Terrain, weather and soil conditions make regular coverage by "outside" stations not only uncertain, but, at times, impossible. Recognized listening surveys show the marked superiority of these three stations in their area. (Details from John E. Pearson Co.) We invite your MOST CRITICAL study of the facts pertaining to the listening area including these 29 rich West Texas Counties.

— **Rendering An Area Service**

Many years of useful and dependable service to their home communities—to surrounding areas—and above all to ADVERTISERS by the score—attest to the effectiveness of these three outstanding stations.

Three Popular Stations Carrying Famous Name Programs

The regular listening and information fare of KRBC, KBST and KGKL listeners includes Darts for Dough, Radio Hall of Fame, Gabriel Heatter, Walter Winchell, Jimmy Fiddler, Breakfast Club, Breakfast in Hollywood, Cedric Foster, Fulton Lewis, jr., Raymond Swing, Blind Date, Fresh Up Show and dozens of other top programs and features from the American and Mutual Networks—plus topnotch locally produced shows.

LOW COMBINATION RATES

For Details Consult John E. Pearson Co. — New York, Chicago, Kansas City
 Complete Market Data Gladly Supplied on All 3 Rich Markets

*** KRBC - ABILENE KBST - BIG SPRING KGKL - SAN ANGELO**

American—Mutual—Texas State Networks Affiliates

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

NC—Non-Commercial Station *D*—Day *N*—Night *ST*—Shares Time *SH*—Specified Hours *U*—Unlimited *CP*—Construction Permit Issued
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 (Data corrected to January 1, 1946)

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
WACO	WACO	1450 CP-1460	250 CP-1,000	Frontier Broadcasting Co. Amicable Bldg. 2700	ABC, MBS Texas State	Harlan Fentress R. E. Lee Glasgow R. E. Lee Glasgow	L. H. Applemen	Weed Cole AP
WACO	KWTX (Construction permit)	1230	250	Beauford H. Jester Jester Bldg., Corsicana, Tex.		Beauford H. Jester		
WESLACO	KRGV	1290	1,000	KRGV Inc. 201 Border St. 375	NBC Lone Star	O. L. (Ted) Taylor Arehie Taylor Phil Dixon	Dick Watkins Thelma Pearce Lewis Hartwig	T-H-S Standard Thesaurus AP, UP
WICHITA FALLS	KWFT	620	5,000-LS 1,000-N	Wichita Broadcasters Kemp Hotel 4182	CBS	Joe B. Carrigan Charles E. Clough Charles E. Clough	Bea Montgomery John Adams	Raymer Standard UP

UTAH

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
CEDAR CITY	KSUB	1340	250	Southern Utah Bestg. Co. Hotel El Escalante 398	CBS KBS	Radio Service Corp. of Utah R. A. Grover R. A. Grover	R. A. Grover R. A. Grover Herschell Urie	McGillvra World AP, UP
LOGAN	KVNU	1230	250	Cache Valley Broadcasting Co. 1393 N. Main St. 1400	MBS KBS Intermountain	Herschel Bullen Reed Bullen Reed Bullen	Paul Coburn Reed Bullen Carroll Secrist	McGillvra Young UP
OGDEN	KLO	1430	5,000	Interstate Broadcasting Corp. Hotel Ben Lomond 5721	MBS Intermountain	A. L. Glassmann George B. Morgan Guy H. Hurst	Collin Lowder Frank W. Kaulf W. D'Orr Cozzens	Standard UP
PRICE	KOAL	1450	250	Eastern Utah Broadcasting Co. Price 200	MBS KBS Intermountain	Jack Richards Jack Richards Jack Richards	Jack Richards Jack Richards	McGillvra
PROVO	KOVO	1240	250	KOVO Broadcasting Co. 108 W. Center St. 1680	MBS Intermountain	Clifton A. Tolboe Clifton A. Tolboe S. Garn Carter	W. Shirf Black June Mower Parley P. Rasmussen	McGillvra Thesaurus World UP
SALT LAKE CITY 1	KALL	910	1,000	Salt Lake City Bestg. Co. 248 S. Main St. 4-1843	MBS Intermountain	George C. Hatch Alvin G. Pack Thomas H. Anderson	Kenyon R. Bennett Robert H. Warner Stanley Benson	Young Assoc. Prog. Cole MacGregor UP
SALT LAKE CITY 1	KDYL	1320	5,000	Intermountain Broadcasting Corp. Tribune-Telegram Bldg. 5-2991	NBC	S. S. Fox S. S. Fox George A. Provol	Emerson S. Smith Frank K. Baker James M. Baldwin	Blair Thesaurus World UP
SALT LAKE CITY 1	KNAK	1400	250	Granite District Radio Bestg. Co. Continental Bank Bldg. 5-8113	ABS	Howard D. Johnson Howard D. Johnson Hale Byron	Larry Sutton Howard M. Buehman James B. Littlejohn	McGillvra Cole Lang-Worth AP
SALT LAKE CITY 1	KSL	1160	50,000	Radio Service Corp. of Utah 10 S. Main St. 5-4641	CBS	J. Reuben Clark Jr. Ivor Sharp Arch L. Madsen	E. M. Halliday Ray Bergman C. Richard Evans	Petry Assoc. Prog. Lang-Worth Standard AP, UP
SALT LAKE CITY 1	KUTA	570	5,000	Utah Bestg. & Television Co. 29 S. State St. 3-2737	ABC Rocky Mountain	Frank C. Carman Frank C. Carman Jack Burnett	Frank McIntyre Bill Sears Lyle Wahlquist C. Wendell Bell	Kutz Lang-Worth Standard UP

VERMONT

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
BURLINGTON	WCAX	620	1,000	WCAX Broadcasting Corp 137 Main St. 2000	CBS	C. P. Hasbrook C. P. Hasbrook Joseph Smith	Robert L. Burger Joseph Smith John C. Quill	Weed World UP
RUTLAND	WSYB	1380	1,000	Philip Weiss Music Co. 80 West St. 1247	MBS KBS Yankee	Philip Weiss J. H. Weiss Norval K. Ramson Jr.	McGillvra Foster UP
ST. ALBANS	WWSR	1420	1,000-D	Vermont Radio Corp. 82 N. Main St. 1390	MBS KBS Yankee	Lloyd Squier Warren Marsden	Warren Marsden Theodore Boisvert	Wilson World UP
WATERBURY	WDEV	550	1,000-D	Radio Station WDEV 8 Stowe St. 13	MBS KBS Yankee	Lloyd E. Squier Lloyd E. Squier Lloyd E. Squier	Tom Todd Harold Grout	Bannan Wilson World UP



KDYL's Inquiring Editor with H. F. Kretchman, editor of the Salt Lake Telegram as quiz master, visits a different high school each week for a half hour public service program on current events.

PROGRAMS OF PUBLIC INTEREST DO A JOB

The illustrations on this page indicate typical KDYL programming activity.

Planned and prepared by experienced showmen, these programs provide what the people of Utah want, supplementing the greatest shows in radio as presented by the NBC Parade of Stars. Through twenty-three years, KDYL has led in programs of public service and entertainment in the Utah area.



Eugene Jelesnik, celebrated violinist, directs KDYL orchestra which is heard both locally and over NBC network.



Bushnell General Hospital chorus makes guest appearance on "Something for the Ladies" show presented by Emerson Smith, KDYL program director, every Monday, Wednesday and Friday forenoon featuring entertainment and interviews particularly appealing to a feminine audience.

Experienced advertisers have learned that in the rich, alert Utah market, KDYL is the productive popular station.

For availabilities and additional information, phone, wire or write

JOHN BLAIR & CO.
National Representative

BROADCASTING • Telecasting



The Station Most
Utahns Listen to Most

1946 Yearbook Number • Page 181

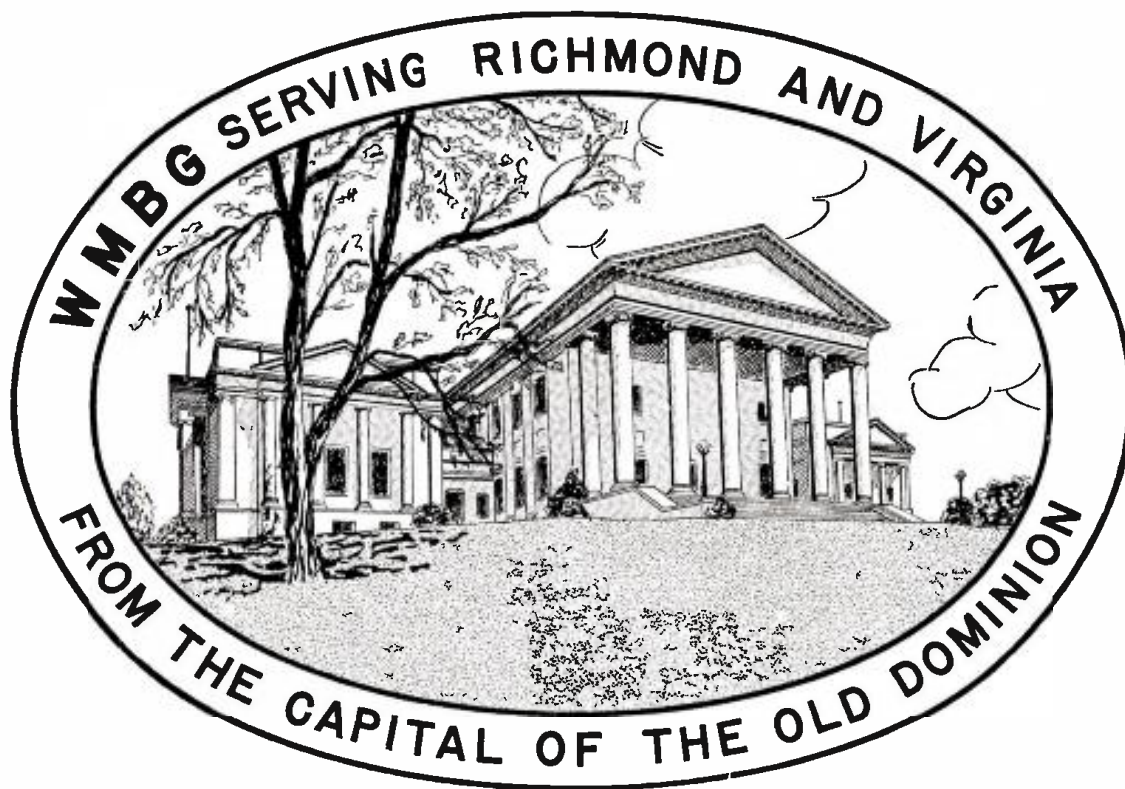
DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1946)

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 Mdsng. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ALEXANDRIA	WPIK	730	250-D	Potomac Broadcasting Corp. Hotel George Mason Temple 4732	Howard B. Hayes Carl L. Lindberg Howard B. Hayes Perry P. Walders	William W. Jeffray Libby R. Lingo Carl L. Lindberg	McGillvra World AP
CHARLOTTESVILLE	WCHV	1240	250	Barham & Barham 4th & E. Market Sts. 2500	ABC KBS	Charles Barham, Jr. Charles Barham, Jr. Randolph Bean	Jimmie Hageman Randolph Bean Walter Gray	Cox & Tanz Standard UP
COVINGTON	WKEY	1340	250	Earl M. Key 214 Main St. 840	ABC KBS	Earl M. Key Earl M. Key Earl M. Key	Alvah Duke Alvah Duke James W. Garber	World UP
DANVILLE	WBTM	1400	250	Piedmont Broadcasting Corp. Hotel Danville Bldg. 2350	ABC Tri-City	L. N. Dibrell R. Sanford Guyer Edward G. Gardner	Vernon E. Marvel Dorothy E. Motley Harry W. Spencer	Tri-City Lang-Worth Standard AP
FREDERICKSBURG	WFVA	1230	250	Fredericksburg Broadcasting Corp. Box 269 1260	ABC KBS	Richard F. Lewis Jr. Richard F. Lewis Jr. Walter F. Harris Jr.	Nan Winkler Walter F. Harris Jr. Walter Harris	Burn-Smith
HARRISONBURG	WSVA	550	1,000-D	Shenandoah Valley Bestg. Corp. Newman Bldg. 875	NBC	Frederick L. Allman Frederick L. Allman Robert B. Harrington	Richard H. Johnson Robert B. Harrington Warren L. Braun	Weed Standard UP
LYNCHBURG	WLVA	1230	250	Lynchburg Broadcasting Corp. Allied Arts Bldg. 3030	ABC Tri-City	Lynchburg Bestg. Corp. Philip P. Allen J. P. Read Jr.	Evelyn Hamlet Philip P. Allen John Orth	Tri-City Cole Lang-Worth Standard AP
MARTINSVILLE 1	WMVA	1450	250	Martinsville Bestg. Co. Inc. Figsboro Road 2152	NBC KBS	William C. Barnes John W. Sbultz C. Robert Ray	Barbara Harding Charles F. Adams Dewey W. Muse	Cole AP
NEWPORT NEWS	WGH	1340	250	Hampton Roads Bestg. Corp. Warwick Hotel, Newport News 500 Portlock Bldg., Norfolk 10 Newport News 7-1812 Norfolk 2-7031	ABC	Raymond B. Bottom Edward E. Bishop Edward E. Edgar	Jack A. Black Edward E. Edgar William F. Grether	Burn-Smith Lang-Worth Standard AP
NORFOLK 10	WTAR	790	5,000	WTAR Radio Corp. National Bank of Commerce Bldg. 2-5671	NBC	P. S. Huber Campbell Arnoux John W. New	Henry C. Whitehead Campbell Arnoux Julius L. Grether	Pe'ry Standard AP, UP
NORTON	WNVA (Construction permit)	1450	250	Blanfox Radio Company, Inc. South Main St., Harlan, Ky.
PETERSBURG	WSSV	1240	250	Southside Virginia Broadcasting Corp. 112 W. Tabb St. 3821	MBS	Louis H. Peterson Cy Newman Cy Newman	Cy Newman Nellie W. Andrews Edward Schwarz	Burn-Smith Standard AP
PORTSMOUTH	WSAP	1490	250	Portsmouth Radio Corp. Professional Bldg. 6383	MBS	T. E. Gilman T. W. Aydlett J. L. Norfleet	Ernest Tannen W. A. Williams F. F. Clair	McGillvra World UP
PULASKI	WPUV (Construction permit)	1230	250	Southwest Broadcasting Co. Washington Ave.	Howard R. Imboden
RICHMOND 20	*WBBL	1450-SH	250	Grace Cov. Presbyterian Church Richmond
RICHMOND 19	WLEE	1450-SH	250	Thomas Tinsley Broad-Grace Arcade 3-8741	ABS, MBS	Thomas Tinsley Irvin G. Abeloff	James Fair Jr. George McGuigan	Headley-Reed MacGregor AP
RICHMOND 20	WMBG	1380	5,000	Havens & Martin Inc. 3301 W. Broad St. 5-8611	NBC	Wilbur M. Havens Wilbur M. Havens Ralph D. Wallerstien	Kenneth G. Hiene Ralph D. Wallerstien Wilfred H. Wood	Blair Lang-Worth Thesaurus TP
RICHMOND 13	WRNL	910	5,000	Richmond Radio Corp. 323 E. Grace St. 3-3436	ABC	D. Tennant Bryan E. S. Whitlock E. S. Whitlock	Richard Velz (on leave) E. S. Whitlock Walter R. Seiden	Petry Standard AP
RICHMOND 12	WRVA	1140	50,000	Larus & Brother Co. Inc. Hotel Richmond 3-6633	CBS	William T. Reed Jr. C. T. Lucy Barron Howard	S. S. Carey C. T. Lucy D. C. Woods	Raymer Lang-Worth World UP
ROANOKE 2	WDBJ	960	5,000	Times-World Corp. Box 150 8131	CBS	Junius P. Fishburn Ray P. Jordan Frank D. Kesler	Jack Weldon Ray P. Jordan Jack Weldon J. W. Robertson	Free & Peters Lang-Worth World UP
ROANOKE 7	WLSL	1240	250	Roanoke Broadcasting Corp. Shenandoah Life Bldg. 9227	ABC Tri-City	Paul C. Buford James H. Moore Horace Fitzpatrick	Francis Ballard Horace Fitzpatrick Phillip Briggs	Tri-City Cole Lang-Worth Thesaurus AP
STAUNTON	WTON	1400	250	Charles P. Blackley Morrison Bldg.	Charles P. Blackley Charles P. Blackley Charles E. Seebeck	Fulton King	AP
SUFFOLK	WLPM	1450	250	Suffolk Broadcasting Corp. 105 Bank St. 1420	ABC KBS	Fred L. Hart Fred L. Hart Fred L. Hart	Harold Stephens Allen Jones Fred M. Wagner	Sears & Ayer UP
WINCHESTER	WINC	1400	250	Richard Field Lewis Jr. Drawer 605 4855	ABC KBS	Richard F. Lewis Jr. Richard F. Lewis Jr. Grant Pollock	Grant Pollock Philip Whitney	Thesaurus

**THE GREATEST SHOWS IN RADIO
ARE ON**



**5000 WATTS
THE NBC STATION IN RICHMOND**

FIRST - IN LISTENERS

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**FIRST - IN RESULTS — GREATEST RETURNS
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FM Metropolitan Station CP

REPRESENTED BY JOHN BLAIR & CO

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, 1946)

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	KXRO Inc. 207½ E. Market St. 4098	MBS KBS Don Lee	Harry R. Spence Fred G. Goddard Bertha Ruby	A. W. Lindsay Lois Johnson Glenn Barnett	Keating Standard AP, UP
BELLINGHAM.....	KVOS	790	250 CP-1,000	KVOS Inc. 1321 Commercial St. 4200	ABS KBS	Rogan Jones Frank Adams Fred Elsetnagen	Jerome Oppel Melville Featherkile	Biddick Clark Gene Grant Keating MacGregor Standard UP
CENTRALIA.....	KELA	1470	1,000	Central Broadcasting Corp. Box 720, Centralia Box 827, Chehalis 721	MBS KBS Don Lee	{Mrs. Cecil L. Gwinn {J. Elroy McCaw {Joe Chytil Robert S. Brister	Elsie Gaylord Schuyler Hill Melvin M. York UP
ELLENSBURG.....	KCOW (Construction permit)	1240	250	Central Washington Broadcasters Inc. Washington National Bank Bldg.
ELLENSBURG..... (Construction permit)	1400	250	Kittitas Valley Broadcasting Station Route 2	{Gilbert H. Kaynor {Howard H. Kaynor
EVERETT.....	KRKO	1400	250	Everett Broadcasting Co. Inc. Everett Main 526	MBS KBS Don Lee	William R. Taft William R. Taft D. A. Baker	Marilyn E. Smythe Earle J. Gerdon	Biddick Keating Cole SESAC World UP
LONGVIEW.....	KWLK	1400	250	Twin City Broadcasting Corp. National Bank of Commerce Bldg. 1500	MBS Don Lee	C. O. Chatterton C. O. Chatterton Jack Richards	Harold Wagner F. H. Chatterton Rollie Mitzke	Biddick World UP
OLYMPIA.....	KGY	1240	250	Tom Olsen Rockway-Leland Bldg. 6636	MBS KBS Don Lee	Tom Olsen Tom Olsen J. Harris Dorr	Eve Knutson J. Harris Dorr Charles A. Roark World UP
PASCO.....	KPKW	1340	250	Western Radio Corp. Pasco 890	V. Barne Kenworthy V. Barne Kenworthy Frank Kishka	Lana Grego Murray Durham	Keating Standard UP
PORT ANGELES.....	KONP	1450	250	Evening News Press Inc. 313 W. First St. 1700	KBS	C. N. Webster Ben Harkins H. J. McAllister	H. J. McAllister C. J. Spencer Lloyd C. Sundstrom	Sears & Ayer Keating Standard UP
PULLMAN.....	*KWSC	1250 ST-KTW	5,000	State College of Washington 112 Old Science Hall 9021	Dr. Wilson Compton Glenn Jones	Eldon C. Barr Merman Gelbach Thesaurus UP
SEATTLE 4.....	KEVR	1090	250 CP-10,000	Evergreen Broadcasting Corp. Smith Tower Seneca 2056	A. W. Talbot Bartley Sims Bartley Sims	Harry Jordan Kirby Torrance John Kelley	Rambeau Lang-Worth SESAC Standard UP
SEATTLE 1.....	KIRO	710	50,000	Queen City Broadcasting Co. Cobb Bldg. Seneca 1500	CBS	{Louis K. Lear {Saul Haas Loren B. Stone W. F. Tucker	Kenneth Yeend W. F. Tucker Homer Ray	Free & Peters Assoc. Prog. Standard AP, INS
SEATTLE 1.....	KJR	950	5,000	Birt F. Fisher Skinner Bldg. Elliott 5890	ABC	Birt F. Fisher Birt F. Fisher Arthur Gerbel Jr.	Homer Pope F. J. Brott	Raymer Thesaurus UP
SEATTLE 2.....	KOL	1300	5,000	Seattle Broadcasting Co. 1220 Third Ave. Main 2312	MBS Don Lee	Archie Taft Oliver A. Runchey Archie Taft Jr.	Jerry Morris Oliver A. Runchey Perry C. Lind	Blair Keating SESAC Standard World UP
SEATTLE 1.....	KOMO	1000	5,000	Fisher's Blend Station Inc. Skinner Bldg. Main 1401	NBC	O. W. Fisher O. W. Fisher Ray Baker	W. W. Warren Richard E. Green {S. D. Bennett {F. J. Brott	Petry Lang-Worth Thesaurus AP
SEATTLE 4.....	KRSC	1150	1,000	Radio Sales Corp. 2939 Fourth Ave. S. Elliott 2480	ABS	P. K. Leberman Robert E. Priebe Romig C. Fuller	Ted Bell George A. Freeman	Biddick Gene Grant Assoc. Prog. Cole Lang-Worth World AP
SEATTLE 4.....	*KTW	1250 ST-KWSC	1,000	First Presbyterian Church Seventh Ave. & Spring St. Main 2056	Dr. F. Paul McConkey James S. Ross	Mrs. C. R. Foss James S. Ross
SEATTLE 1.....	KXA	770 L-WJZ	1,000	American Radio Telephone Co. Bigelow Bldg. Seneca 1000	R. F. Meggee Florence Wallace Rodney McArdle	Helen Marie Brennan John Dubuque UP
SPOKANE 8.....	KFIO	1230	250	Spokane Broadcasting Corp. 526 Riverside Ave. Riverside 8033	MBS Don Lee	Arthur L. Smith R. G. McBroom R. G. McBroom	Gerl Lindsey R. G. McBroom Chester L. Brown	McGillvra Thesaurus UP
SPOKANE 8.....	KFPY	920	5,000	Symons Broadcasting Co. Symons Bldg. Main 1218	CBS Pacifi	E. B. Craney E. B. Craney Bryan Woolston	R. W. Brazeal Ralph Westing George Langford	Walker Lang-Worth Standard World UP

**THE PACIFIC
NORTHWEST
MEANS ...**

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A RICH MARKET — SERVED BY AN OUTSTANDING RADIO STATION

Here is coverage that will enable you to put on a dominating campaign in the prosperous Pacific Northwest Market with ONE powerful, radio station...the only 50,000 watt station in the Pacific Northwest...Station KIRO.

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MOST POWERFUL STATION

50,000 Watts
710 kc
CBS



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THE PACIFIC NORTHWEST MEANS... KIRO SEATTLE • TACOMA
No. 2, TACOMA
A Top Market in War... and in Peacetime

THE PACIFIC NORTHWEST MEANS... KIRO SEATTLE • TACOMA
SEATTLE — With America's
Third Largest Income Per Capita

THE PACIFIC NORTHWEST MEANS... KIRO SEATTLE • TACOMA
No. 3... LUMBER
Seven Billion Board Feet Annually

THE PACIFIC NORTHWEST MEANS... KIRO SEATTLE • TACOMA
No. 4... POWER
Lowest Electric Rate In America

THE PACIFIC NORTHWEST MEANS... KIRO SEATTLE • TACOMA
No. 5... PLEASURE CRAFT
America's Second Center of Boating

THE PACIFIC NORTHWEST MEANS... KIRO SEATTLE • TACOMA
No. 6... FRUIT GROWING
25 Percent of America's Crop

THE PACIFIC NORTHWEST MEANS... KIRO SEATTLE • TACOMA
Electrified Homes
Seattle Holds World Record!

THE PACIFIC NORTHWEST MEANS... KIRO SEATTLE • TACOMA
Foreign Trade
Seattle - Gateway to the Orient

THE PACIFIC NORTHWEST MEANS... KIRO SEATTLE • TACOMA
Prosperous Farms
Producing over \$500,000,000 Annually

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1946)

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 Mds. or Promotion Mgr. Chief Engineer	Representatives Trans. Library News Service
SPOKANE 8	KGA	1510	10,000	Louis Wasmer Radio Central Bldg. Main 5383	ABC	Louis Wasmer Harvey Wixson Harvey Wixson	Lucille M. Eddy Harvey Wixson C. W. Evans	Keating Petry Cole World AP
SPOKANE 8	KHQ	590	5,000	Louis Wasmer Inc. Radio Central Bldg. Main 5383	NBC	Louis Wasmer Harvey Wixson Harvey Wixson	Lucille M. Eddy Harvey Wixson C. W. Evans	Keating Petry Cole World AP
TACOMA 1	KMO	1360	5,000	Carl E. Haymond 914 Broadway Main 4144	MBS Don Lee	Carl E. Haymond Jerry Geehan Jerry Geehan	Verne E. Sawyer Seymour O. Spring J. D. Kolesar	McGillvra Cole SESAC Standard World UP
TACOMA 2	KTBI	1490	250	Tacoma Broadcasters Inc. Puget Sound Bank Bldg. Broadway 2241	KBS	H. J. Quilliam Burke Ormsby King Mitchell	Burke Ormsby King Mitchell Don McCroskey	Biddick Clark Assoc. Prog. World AF, UP
TACOMA 2	KVI	570	5,000	Puget Sound Bcstg. Co. Inc. Rust Bldg. Broadway 4211	Vernice Irwin Vernice Irwin Earl T. Irwin	Lawrence Huseby Dorothy D. Butler Willard T. Tiffany	Hollingsbery Griffith Assoc. Prog. Lang-Worth MacGregor AP
YAKIMA	KTYW	1460	500	Cascade Broadcasting Co. Inc. Terrace Heights Road 6104	CBS	A. W. Talbot Bart Sims Art Moore Art Moore Walt Howe	Biddick Grant Keating Wilson Lang-Worth SESAC Thesaurus AP
VANCOUVER	KVAN	910	500-D	Vancouver Radio Corp. 707½ Main St. 150	Sheldon F. Sackett Fred F. Chitty Frank Marrion	Charlene Jackson Frank Marrion E. R. Means	Grant Keating Lang-Worth Standard World UP
WALLA WALLA	KUJ	1420	1,000	KUJ Inc. Second & Rose 1230	MBS Don Lee	H. E. Studebaker H. E. Studebaker (Don Wike (Norval Armes	Robert Dunton Don Wike Milton MacLafferty	Griffith Keating Lang-Worth World AP, UP
WENATCHEE	KPQ	560	1,000	Wescoast Broadcasting Co. 2nd & Columbia Sta. 45	ABC	Rogan Jones James W. Wallace Meryle Thompson	Mildred Dahlhauser James W. Wallace Robert B. Sutton	McGillvra Keating Thesaurus UP
YAKIMA	KIT	1280	1,000	Carl E. Haymond 414 E. Yakima Ave. 8115	MBS Don Lee	Carl E. Haymond C. A. Murphy H. A. Miller	C. A. Carlson C. A. Carlson H. B. Murphy	McGillvra Lang-Worth SESAC Standard AF, UP

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 Mds. or Promotion Mgr. Chief Engineer	Representatives Trans. Library News Service
BECKLEY	WJLS	560	250-LS 100-N	Joe L. Smith Jr. 101½ Main St. 7311	CBS KBS	Joe L. Smith Jr. Virginia N. Cooper John T. Gelder Jr.	Jerry McDevitt Al J. Ginkel	Burn-Smith Lang-Worth Standard UP
BLUEFIELD	WHIS	1440	1,000-LS 500-N	Daily Telegraph Printing Co. 623 Commerce St. 7114	NBC	Hugh I. Shott Jr. Hugh I. Shott Jr. P. T. Flanagan	Barnes Nash C. H. Murphey P. T. Flanagan Cole Lang-Worth World AP
CHARLESTON 24	WCHS	580	5,000	Charleston Broadcasting Co. 1016 Lee St. 28-131	CBS W. Va.	Capt. John A. Kennedy USNR (on leave) Howard L. Chernoff Howard L. Chernoff	Berton Sonis John L. Sinclair Jr. Odes E. Robinson	Branham SESAC Standard World AF, UP
CHARLESTON 1	WGKV	1490	100	Kanawha Valley Bcstg. Co. Empire Bldg. Capitol 37-541	NBC	Kanawha Valley Bcstg. Co. John S. Phillips	Phil Vogel Gus Zaharis	McGillvra Standard Thesaurus UP
CLARKSBURG	WBLK	1400	250	Charleston Broadcasting Co. 444½ W. Pike St. 3040	NBC W. Va.	Capt. John A. Kennedy USNR (on leave) George C. Blackwell	Kathleen Wade Joseph A. Wright	Branham SESAC Standard World AF, UP
FAIRMONT	WMMN	920	5,000	Monongahela Valley Bcstg. Co. 208 Adams St. 3100	CBS	George B. Storer Stanton P. Kettler Stanton P. Kettler	Frank Lee John F. Watkins Robert D. Hough	Blair Cole Standard AP

THE INLAND EMPIRE'S
Most Powerful
STATION



Leading all Pacific Coast American Broadcasting Company Network Stations in overall percentage of audience.

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- Dollar for dollar, your best buy in the Spokane area is K.G.A.



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AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

RADIO CENTRAL BUILDING
SPOKANE, WASHINGTON

REPRESENTED NATIONALLY BY EDWARD PETRY & COMPANY

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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WEST VIRGINIA—(Continued)

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HUNTINGTON 18	WSAZ	930	1,000	WSAZ Inc. 929½ Fourth Ave. 4106	ABC W. Va.	Capt. John A. Kennedy USNR (on leave) Marshall L. Rosene Marshall L. Rosene Marcia Young Leroy Kilpatrick	Branham SESAC Standard AP
LOGAN	WLOG	1230	250	Clarence H. Frey & Robert O. Greever Logan 761	KBS	Clarence H. Frey Robert O. Greever	John Sinclair Charles Clifton Cole Lang-Worth Standard UP
MORGANTOWN	WAJR	1230	250	West Virginia Radio Corp. 446 Spruce St. 9488	MBS KBS	H. C. Greer Norman Knight Norman Knight	Numa Fabre Jr. Francis Berry R. C. Spence World AP
PARKERSBURG	WPAR	1450	250	Ohio Valley Broadcasting Co. Grinter Bldg. 2590	CBS W. Va.	Capt. John A. Kennedy, U.S.N.R. (on leave) George H. Clinton George H. Clinton	Carl Loose Cecil Knowles	Branham SESAC Standard AP, UP
WELCH	WBRW	1340	250	McDowell Service Co. Riverside Drive 818	KBS	J. G. Hunt Jerry H. Metz	Johnnie Villani Jerry H. Metz Jerry H. Metz	Perjoe Cole World AP
WHEELING	WKWK	1400	250	Community Broadcasting Co. 16th & Market Sts. 5320	CBS	Joe L. Smith Jr. John B. Reynolds John T. Gelder Jr.	E. L. Blockinger John T. Gelder Jr. Fred A. Baker	Weed Standard UP
WHEELING	WWVA	1170	50,000	West Virginia Broadcasting Corp. Hawley Bldg. 5383	ABC	George B. Storer George W. Smith William E. Rine	Paul J. Miller Jean Bauman Edwin L. Keim	Blair Thesaurus AP
WILLIAMSON	WBTH	1400	250	Williamson Broadcasting Corp. Williamson 1241	MBS KBS	Mrs. Lewis C. Tierney Alice Shein Alice Shein	Alice Shein Robert W. Bullio	Gene Grant Thesaurus 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 Mdad. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
APPLETON	WHBY	1230	250	WHBY Inc. 600 S. Lawe St. 1161	MBS KBS Mississippi Wisconsin	Rev. James A. Wagner J. L. Gallagher W. C. Porsow	Rodger Mueller W. C. Porsow George Merkl SESAC Standard AP
ASHLAND	WATW	1400	250	Upper Mich.-Wisc. Bestg. Co. Inc. 321 Second St. W. 1420	MBS KBS Mississippi Wolverine	William L. Johnson J. W. Huss Todd Hogan	Mary Jean Anno J. W. Huss Hine Dahlbacka World UP
EAU CLAIRE	WEAU	790	5,000-LS 1,000-N	Central Broadcasting Co. 203 S. Barstow St. 6149	NBC Mississippi Northwest	Walter C. Bridges Walter C. Bridges James C. Riddle	Jack Kelly Thorwald O. Jorgensen	Hollingsbery Lang-Worth SESAC World UP
FOND DU LAC	KFIZ	1450	250	Report Printing Co. 18 W. First St. 356	MBS Mississippi Wisconsin	A. H. Lange Lucille Fairbanks Lucille Fairbanks	Joyce A. Bahr Wendell S. Meyers
GREEN BAY	WTAQ	1360	5,000	WHBY Inc. Bellin Bldg. Adams 1	CBS	Rev. James A. Wagner Haydn R. Evans Val Schneider	Al Michel Al Ladwig Wallace Stangel	Weed Thesaurus AP
JANESVILLE	WCLO	1230	250	Gazette Printing Co. 204 E. Milwaukee St. 2500	MBS KBS Mississippi Wisconsin	Sidney H. Bliss Roger Fag Sidney H. Bliss	Dorothy Alan Wayne A. Clay	Rambeau World AP
LACROSSE	WKBH	1410	1,000 CP-5,000	WKBH Inc. Radio Bldg. 450	NBC Mississippi	Howard Dahl Howard Dahl Howard Dahl	Berniece Callaway Alvin Leeman	Wilson Lang-Worth Standard AP
MADISON	*WHA	970	5,000-D	University of Wisconsin Radio Hall Badger 580	H. B. McCarty Wm. G. Harley	Walter Krulevitch H. A. Engel John H. Stiehl Standard World UP
MADISON 3	WIBA	1310	5,000	Badger Broadcasting Co. 110 E. Main St. Fairchild 8800	NBC	William T. Evjue Kenneth F. Schmitt Howard A. Johnson C. W. Wallis Norman Hahn	Burn-Smith Wilson Standard AP, UP
MANITOWOC	WOMT	1240	250	Francis M. Kadow Radio Bldg. 5015	MBS KBS Wisconsin	Francis M. Kadow Francis M. Kadow Albert H. Gale	George H. Erdman L. I. Kadow W. F. Duben	Regional Radio UP
MARINETTE	WMAM	570	250-LS 100-N	M & M Broadcasting Co. Radio Park 570	NBC Mississippi Wolverine	W. E. Walker Joseph D. Mackin Howard Emich	Patrick Kehoe Richard Dickoff Leo Stuart	Wilson Assoc. Prog. UP
MARSHFIELD	1450 (Construction permit)	250	Dairyland's Broadcasting Service Inc. 207 S. Central Ave.
MEDFORD	WIGM	1490	250	George F. Meyer Medford 5147	KBS	George F. Meyer Irma Meyer Herbert Juneau	Irma Meyer Raymond Bohnert	Cox & Tanz UP

THE MOST HIGHLY PRODUCTIVE
FARM AREA IN THE
ENTIRE STATE OF WISCONSIN*

THAT'S WCLO's Primary Market!

AND WCLO SERVES THE HEART OF AMERICA'S DAIRYLAND WITH THE MOST COM- PLETE AND PERSONALIZED FARM SERVICE

• Early morning and noon hour programs are keyed to the specific needs, interests and activities of the farmers in one of the richest farm markets in the nation. For sixteen years WCLO has been a powerful friend and leader among the nearly 15,000 farm families who tune regularly to this station to hear . . . their County Agents . . . County School Superintendents . . . Farm Home Economists . . . Grange meeting notices . . . 4-H and 5-H Club Programs . . . Experts from State Department of Agriculture . . . University School of Agriculture . . . Direct broadcasts from their County Fairs . . . Livestock reports . . . latest P. A. and local news . . . weather . . . temperature . . . road conditions . . . auction notices . . . Grant Ritter's wire-recorded daily interviews with the farm families in their homes and in the fields.

• We talk the farmer's language . . . he believes in us . . . If you've got what he wants . . . tell him via WCLO. Our listeners are your customers and they're rabid followers of our carefully planned . . . expertly produced . . . tailor-made programs.



GRANT RITTER

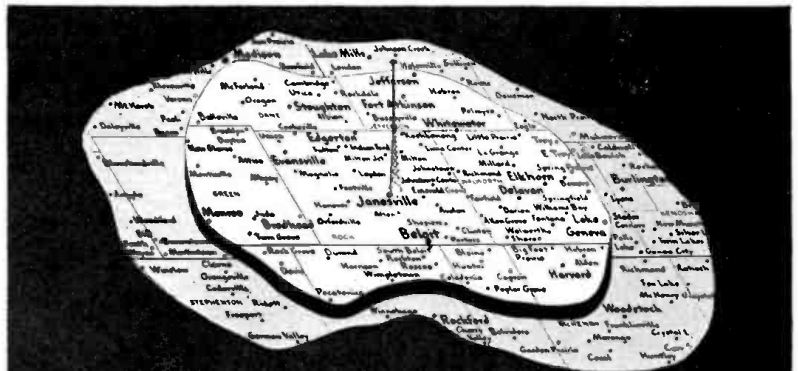
WCLO FARM DIRECTOR . . . Owns and operates successful 220-acre dairy farm . . . Farmer AAA Township Chairman . . . Member of County Board . . . Member County Agricultural Committee . . . Chairman Rock County Soil Conservation District . . . Chairman Rock County Veterans Agriculture Rehabilitation Advisory Committee. Recognized as an authority on soil erosion and soil conservation.

A GOLD
MINE FOR
THE ALERT
MANUFACTURER
AND
DISTRIBUTOR

PRIMARY MARKET ONLY

Farm Population	60,793
Farm Families	14,495
Radio Families	12,763
Electrified	12,483
Refrigerated	4,543
Central Heating	5,659
Running Water	3,559
Av. Value per Farm	\$16,880
Av. Income per Family	\$4,315
Value Mach'y and Equip't.	\$15,937,545
Total Annual Income	\$62,394,900
Average Farm Size	132 acres

Potential Market for more than
\$7,000,000 in new machinery and
equipment alone.



WCLO PRIMARY AND SECONDARY MARKET

	PRIMARY	SECONDARY	TOTAL
Total Population	201,129	109,522	310,651
Families	57,181	30,568	87,749
Radio Homes	53,928	28,800	82,728



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William G. Rambear Company

NEW YORK — CHICAGO — LOS ANGELES

WCLO AREA FIRST IN WISCONSIN

- 1st — In Income per Farm
- 1st — In % of Income from Livestock and Livestock Products per Farm
- 1st — In Milk Production per Cow
- 1st — In Milk Shipped Out of State
- 1st — In Production of Limburger and Swiss Cheese
- 1st — In Production of Sheep and Lambs

Source — 1940 U. S. Census

THE LOCAL . . . DOING A REGIONAL JOB FOR THE ADVERTISER
BROADCASTING • Telecasting

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

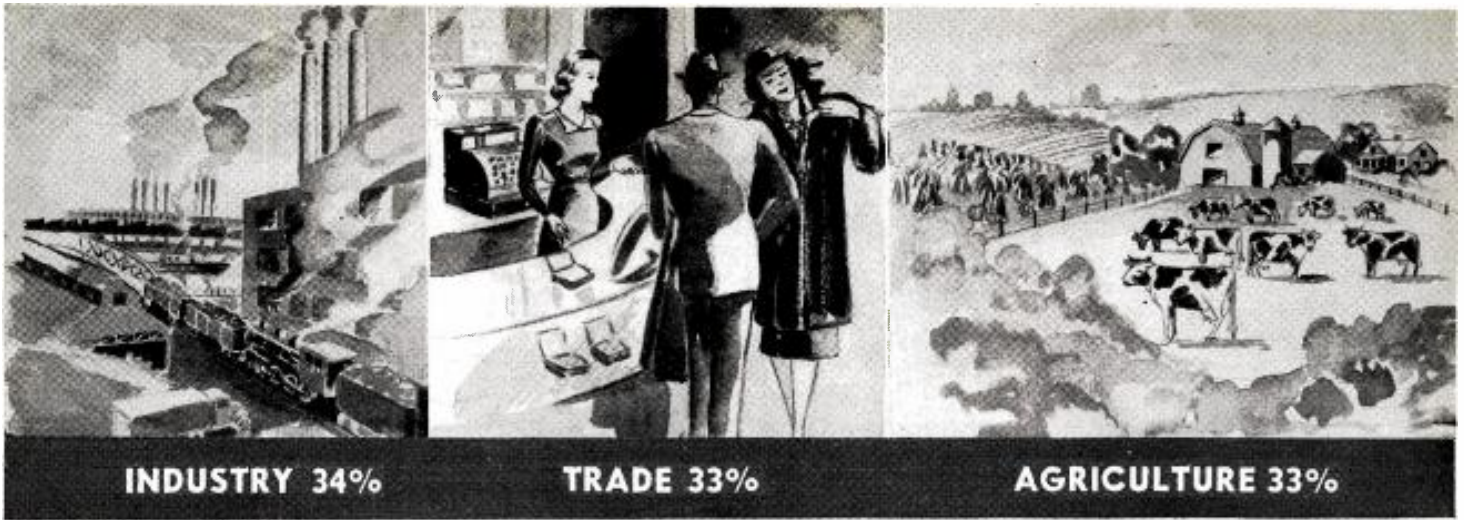
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MILWAUKEE 3	WEMP	1340	250	Milwaukee Broadcasting Co. 710 N. Plankinton Ave. Marquette 7722	ABC	Partnership Charles J. Lanphier	Conrad Rice Conrad C. Rice Raymond H. Host	Wilson UP
MILWAUKEE 1	WISN	1150	5,000	Hearst Radio Inc. 123 W. Michigan Daly 3900	CBS	Hearst Radio Inc. Gaston W. Grignon Gaston W. Grignon	Woods O. Dreyfus H. E. Saxton N. J. Richard	Katz Standard World UP, INS
MILWAUKEE 1	WTMJ	620	5,000	The Journal Co. 333 W. State St. Marquette 6000	NBC	W. J. Damm Russell G. Winnie Russell G. Winnie	Bruce Wallace Bruce Wallace	Petry Assoc. Prog. AP
OSHKOSH	WOSH	1490	250	Oshkosh Broadcasting Co. 151 1/2 Main St. Stanley 4580	ABC	Myles H. Johns Alan Curnutt Wilmer J. LaFond	Marjorie Hilliard Robert C. Nelson Nathan Williams	Sears & Ayer Regional Radio World UP
POYNETTE	WIBU	1240	250	William C. Forrest RFD No. 2 97R5	MBS KBS Mississippi Wisconsin	Wm. C. Forrest Wm. C. Forrest Ralph O'Connor	Sarah A. Forrest Ralph O'Connor Leonard E. Doese	Burn-Smith SESAC Standard UP
RACINE	WRJN	1400	250	Racine Broadcasting Corp. 441 Main St. Jackson 290	ABC KBS Mississippi Wisconsin	Frank R. Starbuck Harold J. Newcomb Harold J. Newcomb	Garret Adams Ione Andersen F. Lee Dechant	Regional Radio Sears & Ayer AP
RICE LAKE	WJMC	1240	250	WJMC Inc. 1615 S. Main St. 550	MBS Arrowhead	W. C. Bridges W. C. Bridges Leonard G. Anderson	Leonard G. Anderson Leonard G. Anderson Robert P. Kolasky	SESAC World
SHEBOYGAN	WHBL	1330	1,000-LS 250-N	Press Publishing Co. 636 Center Ave. 1900	ABC Mississippi Wisconsin	A. Matt Werner G. P. Richards G. P. Richards	Glen James Doris Donnie Herbert J. Mayer	Radio Adv. Standard UP
STEVENS POINT	*WLBI	930	5,000-D	Wisconsin Dept. of Agriculture Stevens Point Main 525	State of Wisconsin F. R. Calvert Walter Ninneman UP
SUPERIOR 1	WDSM	1230	250	WDSM Inc. Androy Hotel 4451	ABC MBS Mississippi	James J. Conroy Arthur C. Robinson Carl Bloomquist	Carl Bloomquist Lewis D. Martin J. Melvin Laskey	Rambeau SESAC AP
WAUSAU	WSAU	1400	250	Northern Broadcasting Co. Inc. 125 Third St. 6521	CBS Mississippi Wisconsin	Lt. Col. Wm. E. Walker Ben F. Hovel J. W. Killeen	Don R. Burt Roland W. Richardt	Wilson World AP, UP
WISCONSIN RAPIDS	WFHR	1340	250	William F. Huffman 141 W. Grand Ave. 1340	MBS Mississippi Wisconsin	William F. Huffman George T. Frechette Bruce G. Beichl	Arnold Strope George T. Frechette Garth N. Bowker Thesaurus AP

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 Mdg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
CASPER	KDFN	1470	1,000	Donald Lewis Hathaway Box 930 407	KBS	Donald Lewis Hathaway Donald Lewis Hathaway D. L. Hathaway Harrison Brewer	Marcus R. Nichols Marcus R. Nichols	Sears & Ayer Lang-Worth UP
CHEYENNE	KFBC	1240	250	Frontier Broadcasting Co. Plains Hotel 4461	ABC	Tracy S. McCracken Wm. C. Grove Frank Flynn	Jeanette Flynn Max Young Wm. C. Grove	Rambeau UP
POWELL	KPOW	1230	250	A. J. Meyer 557 N. Clark St. 222	KBS	A. J. Meyer Del Brandt Del Brandt	Del Brandt Del Brandt	Sears & Ayer Cole MacGregor UP
ROCK SPRINGS	KVRS	1400	250	Wyoming Broadcasting Co. 1307 Wyoming St. 93	MBS KBS Intermountain	Marjorie L. McCracken Harold L. McCracken Harold L. McCracken	Marjorie L. McCracken Harold L. McCracken Archie W. Buchanan	Biddick Thesaurus AP
SHERIDAN	KWYO	1400	250	Big Horn Broadcasting Co. 19 N. Main St. 601	KBS	R. E. Carroll Jim Carroll Jim Carroll	Mel Hallock Jim Carroll Bob Crossthwait	Sears & Ayer Standard UP
WORLAND	KWOR (Construction permit)	1490	250	Joseph P. Ernst Box 92 308	KBS	Joseph P. Ernst Joseph P. Ernst Mildred Ernst	Mildred Ernst Mildred Ernst Joseph P. Ernst

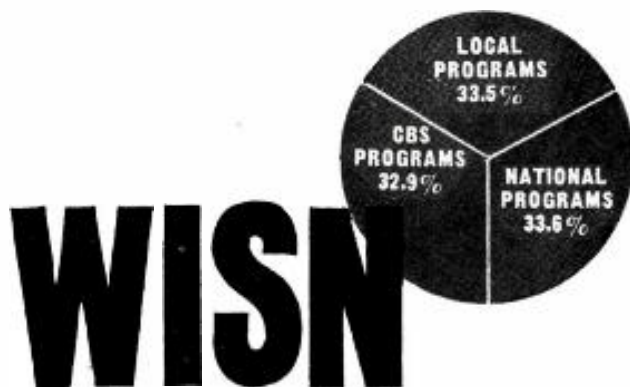


BASICALLY SOUND

The steady purchasing power in this market of more than 1,340,000 persons derives its stability from a three-bladed economic force, that of occupational diversification. It was divided almost equally, in pre-war days, among manufacturing, agriculture and trade. Employment distribution in Eastern Wisconsin makes the nation's 12th market Basically Sound!

It is important to know, too, that WISN has achieved and is maintaining the ideal 1-1-1 distribution of commercial programs, one-third local, one-third national, and one-third Columbia network.

Here is a basically sound medium in a basically sound market, an ideal combination for *your* advertising dollar.



WISN MILWAUKEE
 Gaston W. Grignon, General Manager
5000 WATTS DAY AND NIGHT
 A CBS STATION

THE KATZ AGENCY, INC., NATIONAL REPRESENTATIVES
 New York Chicago Detroit Kansas City Atlanta
 Dallas San Francisco Los Angeles

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, 1946)

(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	1,000	Alaska Broadcasting Co. Anchorage Main 143	KBS	Wm. J. Wagner Ken Laughlin John Gorsuch	Ken Laughlin John Gorsuch Arthur Chrest	Pan American Lang-Worth AP
FAIRBANKS	KFAR	610 SA-660	5,000 SA-10,000	Midnight Sun Broadcasting Co. Box 910 East 380	Austin E. Lathrop Alvin O. Bramstedt Alvin O. Bramstedt	Dorothy Ann Simpson Robert S. Gentry August G. Hiebert	Wellington World AP
JUNEAU	KINY	1460	5,000	Edwin A. Kraft Decker Bldg. 197	Edwin A. Kraft Henry M. Hogue	Richard Peter Lou Levy Gordon Burnett	Northwest Spot Sales MacGregor Standard AP
KETCHIKAN	KTKN	930	1,000	Edwin A. Kraft KTKN Bldg. 789	Edwin A. Kraft Henry M. Hogue Murray Durham	Northwest Spot Sales Standard AP

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	MBS, CBS	J. Howard Worrall A. H. Green A. H. Green William Dirks	Blair World UP
HONOLULU	KGMB	590	5,000	Hawaiian Bestg. System Ltd. 1534 Kapiolani Blvd. 2323	CBS	J. Howard Worrall Robert L. Diek Robert L. Diek	Owen Cunningham Ernest G. Lindemann	Blair Assoc. Prog. Standard World AP, UP
HONOLULU	KGU	760 L-WJR	2,500	Advertiser Publishing Co. Ltd. Box 3110 2311	NBC	Lorrin P. Thurston Marion A. Mulrony Peter Simmons	Kenton B. Case George Plummer Marion A. Mulrony	Katz Thesaurus UP, INS
HONOLULU	KEON (Construction permit)	1400	250	Aloha Broadcasting, Co. Ltd. 3175 Noela Drive
LIHUE KAUAI	KTOH	1490	250	Garden Island Pub. Co. Ltd. Box 1748 261	CBS, MBS Hawaiian	C. J. Fern C. J. Fern C. J. Fern	Ray Sasaki Mike Fern Katashi Nose	Blair 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
ARECIBO	WKVM	1230	250	American Colonial Bestg. Corp. Box 772 143	Amer. Colonial Bestg. Corp. Ralph P. Perry	Felix Santiago Felix Santiago Rafael Mercado
MAYAGUEZ	WPRA	990	5,000-LS 1,000-N	Puerto Rico Advertising Co. Inc. Box 869 269	Andres Camara Andres Camara Andres Camara	Lidia Lugo Torrellas Mario Acosta Ralph P. Perry	Cox & Tanz TP
PONCE	WPAB	1370	1,000	Portorican American Bestg. Co. Inc. 18 Leon St. 783	Arturo Gallardo Miguel Soltero Antonio Miro	Jose R. Diaz Jose M. Sepulveda AP
PONCE	WPRP	1420	250	Julio M. Conesa Ponce	Julio M. Conesa
SAN JUAN	WIAC	580	5,000	Radio Station WIAC San Juan
SAN JUAN 18	WKAQ	620	5,000	Radio Corp. of Porto Rico Box 3746 2-2023	CBS	Leonard Jacob II Edward J. Powell Jose C. Irizarry	Manuel Ochoa Edward J. Powell A. P. del Valle	Guzman Assoc. Prog. AP
SAN JUAN	WNEL	1320	5,000	Juan Piza San Juan	Juan Piza	Clark-Wandless



TOP STATION

**at the
Top of the
World!**

**In Expanding ALASKA
KFAR, Fairbanks, leads with**

Greatest power and a clear channel

Central location, at the head of the

Alaska Highway

Latest facilities, popular programming

America's richest per capita market

660 Kc.

10,000 Watts

Directory of BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations.

N—Night

LS—Operates to Local Sunset

BUP—British United Press

PN—Press News, Radio Subsidiary of Canadian Press
(Affiliated with Associated Press)

TP—Transradio Press

NOTE—Only Basic Network Stations Are Given Network Listing. Practically All Canadian Stations Are on Either Trans-Canada or Dominion Sustaining Networks.

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	5,000	Southam Co. Ltd. 1000 Southam Bldg. Renfrew 1086	CBS Foothills	Harold R. Carson A. M. Cairns Fred R. Shaw	Jack R. Stewart Donald Hartford Earle C. Connor	All-Canada Weed AMP Thesaurus World PN, BUP
CALGARY	CFCN	1010	10,000	Voice of the Prairies Ltd. Toronto General Trusts Bldg. Main 1161	H. G. Love H. G. Love E. H. McGuire	Ed. Maloney Bob Lamb	Wilson Stovin Radio Representatives Standard Lang-Worth PN, BUP, TP
CALGARY	CJ CJ	1230	100	Albertan Publishing Co. Victory Bldg. Main 9966	CBC	G. M. Bell Donald Mackay Robert Robinson	Clarence Mack Clarence Mack Patrick Green	McGillvra Radio Representatives World BUP
EDMONTON	CFRN	1260	5,000	Sunwapta Broadcasting Co. Inc. 109 Canadian Pacific Bldg. 2-2101	Dominion	G. R. A. Rice G. R. A. Rice Arnold Hopps	Gordon Reid D. Wood F. Makepeace	Radio Representatives Stovin Wilson Lang-Worth Standard United BUP
EDMONTON	CJCA	930	5,000	Edmonton Journal Birks Bldg. 2-6131	Trans-Canada Foothills	James Taylor Gordon S. Henry A. H. Nicholl	Dalton Elton Thomas A. Shandro Gordon Shillabeer	All-Canada Weed Thesaurus World PN
EDMONTON	*CKUA	580	1,000	Alberta Government Telephones Provincial Bldg. 2-7212	CBC F. Walker Blake	James McRae Tom O'Neil Roy Usher AMP PN
GRANDE PRAIRIE	CFGP	1050	1,000	Northern Broadcasting Corp. Ltd. Grande Prairie	Trans-Canada Foothills	Northern Bestg. Corp. Ltd. A. J. Balfour A. J. Balfour	Jack Soars Jack Soars Gordon L. Sadler	All-Canada Weed Thesaurus United BUP
LETHBRIDGE	CJOC	1060	5,000	Lethbridge Broadcasting Ltd. Marquis Hotel 3161	Trans-Canada Foothills	W. Watson Norman Botterill John L. Sayers	Cameron Perry L. R. Roskin Robert A. Reagh	All-Canada Weed Lang-Worth Thesaurus PN
MEDICINE HAT	CHAT	1270	1,000	Monarch Broadcasting Co. Ltd. 520 First St. 2578	J. H. Yuill R. J. Buss PN

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	Dominion Trans-Canada	Jack Pilling C. Casey Wells Jack Pilling W. G. Teetzel	Murdoch MacLachlan	All-Canada Weed United
KAMLOOPS	CFJC	910	1,000	Kamloops Sentinel Ltd. 310 St. Paul St. 1021	Trans-Canada	Ralph E. White Ian Clark Ian Clark	Walter Harwood Ian Clark George Henderson	All-Canada Weed United PN
KELOWNA	CKOV	630	1,000	Okanagan Broadcasters Ltd. Radio Bldg. 200	Trans-Canada	James W. B. Browne J. W. B. Browne Hume A. Lethbridge	Stan E. Tapley Hume A. Lethbridge James H. B. Browne	All-Canada Weed Lang-Worth Thesaurus PN
NELSON	CKLN	1240	250	News Publishing Co. Radio Ave. 19	Trans-Canada	News Publishing Co. Joan Orr Joan Orr Roy Macey	Stovin Young World PN
NEW WESTMINSTER	CKNW	1230	250	International Broadcasting Co. Windsor Hotel 3000	William Rea Jr. William Rea Jr. David Armstrong	Al Reusch Ross McIntyre	Radio Representatives AMP United World PN
PORT ALBERNI	CJPA	1240	250	Harold Emile Warren Third Ave. 614	Harold E. Warren Harold E. Warren Oliver L'Ami Oliver L'Ami

*Which is
Your Best Buy?*

CKNW 74¢ per 1000
Listeners

All other radio
stations in B. C.
outside Vancouver **\$4.71** per 1000
Listeners

For Proof
Write Direct or
See Our Representatives

In United States **FORJOE AND COMPANY**
In Canada **RADIO REPRESENTATIVES LIMITED**

CKNW NEW WESTMINSTER
British Columbia, Canada

**NOW—5000
WATTS!!**

SERVING British Columbia for the past 20 years,
CJOR now offers advertisers the largest audience
in Western Canada's First Market—the Pacific Coast of
British Columbia.

Pacific originating station for CBC-Dominion Network

5000 Watts, now in operation on 600 K.C., makes **CJOR**
the *PLUS STATION* in the Vancouver radio market.

Representatives: H. N. Stovin, Toronto, Montreal, Winnipeg,
Adam J. Young, Jr., New York, Chicago,
Los Angeles, San Francisco.

5000 **C J O R** 600
WATTS K. C.
VANCOUVER, BRITISH COLUMBIA

Are you ready to EXPAND?



In these post-war days, markets every-
where are growing apace! And, along
with the general increase in demand,
comes a welcome decrease in the prob-
lems of supply and distribution. Now is
the time to expand your advertising sched-
ule . . . to prepare for a broader scope
and wider coverage.

Through All-Canada, you can reach the
limits of your Canadian market today and
pave the way for further growth tomor-
row. The twenty-nine All-Canada stations
dominate key areas all across the Do-
minion. So, in mapping out your Canadian
campaign, ask the All-Canada man.



ALL-CANADA RADIO FACILITIES
Limited

MONTREAL TORONTO WINNIPEG CALGARY VANCOUVER

U.S.A. Representative: WEED AND COMPANY

DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations.

N—Night.

LS—Operates to Local Sunset.

BRITISH COLUMBIA—(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
POWELL RIVER		1400	250	Al Harvey Aisgard Powell River		Al Harvey Aisgard		
PRINCE GEORGE	CKPG	1230	250	Frank H. Elphicke Prince George		Frank H. Elphicke Cecil G. Elphicke Cecil G. Elphicke	Jack Carbutt	Weed All-Canada
PRINCE RUPERT	CFPR	1240	100	Northwest Broadcast & Service Corp. 336 Second Ave. 863	Trans-Canada	CBC—Dr. Augustin Frigon C. H. Insulander E. A. Weir	C. H. Insulander S. J. Anderson	CBC PN
TRAIL	CJAT	610	1,000	Kootenay Broadcasting Co. Ltd. 815 Victoria St. 787	Trans-Canada	Eric C. Ayles Norman Harrod	John Hoyland Norman Harrod Gordon Fairweather	All-Canada Weed Thesaurus PN
VANCOUVER	CBR	1130	5,000	Canadian Broadcasting Corp. 701 Hornby St. Marine 6121	Trans-Canada	CBC—Dr. Augustin Frigon Ira Dilworth E. A. Weir	Kenneth Caple A. B. Ellis	CBC PN, BUP
VANCOUVER	CKWX	930	5,000	Western Broadcasting Co. Ltd. 543 Seymour St. Marine 3344	MBS	Arthur Holstead Frank H. Elphicke Ralph I. Crotty Stuart Mackay	Laurie Irving Moira Wallace Richard Williams	All-Canada Weed Lang-Worth World PN, BUP
VANCOUVER	CJOR	600	5,000	CJOR Ltd. 846 Howe St. Marine 6464	Dominion	George C. Chandler G. C. Chandler Don Laws	Ross Mortimer Dorwin Baird A. H. Chandler	Stovin Young Thesaurus United PN, BUP
VANCOUVER	CKMO	1410	100	British Columbia Bcastg. System Ltd. 812 Robson St. Marine 1271	CBC	British Columbia Bcastg. Sys. John N. Hunt John N. Hunt	R. C. Willett R. C. Willett Ross L. Whiteside	Radio Repre- sentatives Wilson Standard BUP
VICTORIA	CJVI	900	1,000-LS	Island Broadcasting Co. Central Bldg. Garden 2014	Dominion	Island Broadcasting Co. M. V. Chestnut Lee Hallberg	R. T. Bately W. V. Birney J. Sommers	All-Canada Weed Thesaurus PN

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. & Princess Ave. 4532	Dominion	Manitoba Tel. System William F. Seller W. T. Grigg	Eric Davies Claude Snider	Stovin Young Thesaurus World BUP
FLIN FLON	CFAR	1230	250	Arctic Radio Corp. Ltd. Box 806 290	CBC	J. Grey Mundie G. B. Quinney	R. J. Tate	Stovin Young Lang-Worth BUP
ST. BONIFACE	CKSB	1250	1,000	Radio St. Boniface Ltd. 140 Provencher Ave. 20-3119		Dr. Henri Guyot	H. R. McLaughlin	
WINNIPEG	CJOB	1230	250	Blick Broadcasting Ltd. Lindsay Bldg. 9-6374		John O. Blick		Assoc. Prog. PN
WINNIPEG	CKRC	630	5,000	Transcanada Communications Ltd. Free Press Bldg. 92-266	Dominion	V. Sifton Gerry Gaetz Waldo J. Holden	J. D. Kemp Mrs. Val Smith Bert Hooper	All-Canada Weed Lang-Worth Standard World BUP, PN
WINNIPEG	CKY	990	15,000	Manitoba Telephone System Telephone Bldg. 92-191	Trans-Canada	Manitoba Telephone Sys. W. A. Duffield A. J. Messner	R. H. Roberts W. G. Carpentier S. G. Henderson	Stovin Young Thesaurus PN, 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 Broadcasting Co. Ltd. Box 840 8	Dominion	Dr. Charles H. Houde C. S. Chapman C. S. Chapman	C. S. Chapman L. P. Paquet	All-Canada Weed
EDMUNDSTON	CJEM	1240	250	Edmundston Radio Ltd. 99 Canada Road 296	CBC	Hon. J. E. Michaud Dr. P. C. Laporte R. W. Leclair R. W. Leclair	Marjoire Gagnon R. W. Leclair F. C. Doak	Stovin Young United
FREDERICTON	CFNB	550	5,000	J. S. Neill & Sons Ltd. Fredericton 209	Trans-Canada	J. S. Neill D. Malcolm Neill D. Malcolm Neill	D. Malcolm Neill S. B. Cassidy	All-Canada Weed Thesaurus BUP

DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations.

N—Night.

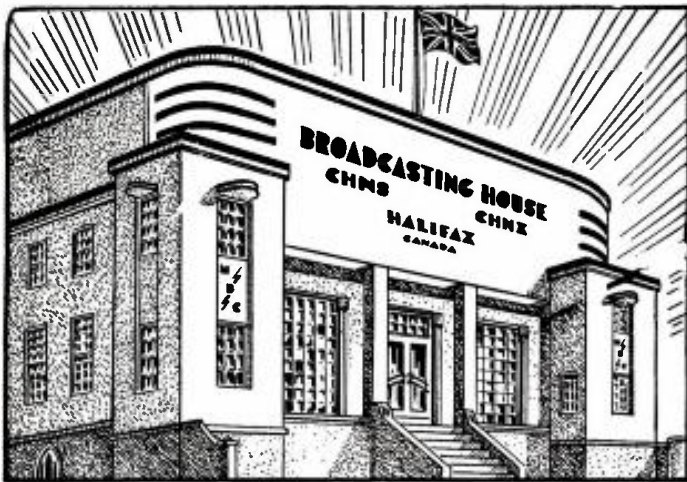
LS—Operates to Local Sunset.

NEW BRUNSWICK—(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
MONCTON	CKCW	1220	5,000	Moncton Broadcasting Co. Ltd. Knights of Pythias Bldg. 3388	CBC Maritime	Lt. Col. J. L. Black F. A. Lynds F. A. Lynds	Earl McCarron A. Parkes A. J. White	McGillvra Stovin Lang-Worth United World BUP
SACKVILLE	CBA	1070	50,000	Canadian Broadcasting Corp. United Services Bldg., Halifax, N. S. Halifax 3-6188	Trans-Canada	CBC—Dr. Augustin Frigon George Young E. A. Weir	George Young H. M. Smith	CBC PN, BUP
ST. JOHN		1470	5,000	Fundy Broadcasting Co. St. John		Senator A. N. McLean Ralph B. Brennan		All-Canada
ST. JOHN	CHSJ	1150	5,000	New Brunswick Broadcasting Co. Ltd. 14 Church St. 3-2307	Trans-Canada	T. F. Drummie George A. Cromwell George A. Cromwell	Cleve G. Stillwell A. T. Parkes John G. Bishop	Stovin Young AMP Assoc. Prog. Lang-Worth World PN

NOVA SCOTIA

ANTIGONISH	CJFX	580	5,000	Atlantic Broadcasters Ltd. Broadcasting Bldg. 66	Dominion Maritime	J. Clyde Nunn J. Clyde Nunn J. Clyde Nunn	T. C. Robertson R. J. Ricketts Gordon C. MacDougall	Alexander Young United PN
HALIFAX	CBH	1240	100	Canadian Broadcasting Corp. United Service Bldg. 3-6188	Trans-Canada	CBC—Dr. Augustin Frigon George Young E. A. Weir	George Young L. A. Canning	CBC PN, BUP
HALIFAX	CHNS	960	5,000	Maritime Broadcasting Co. Ltd. Broadcasting House 3-8318	Dominion	Maj. Wm. C. Borrett Gerald J. Redmond Gerald J. Redmond	John Funston Gerald J. Redmond Arthur W. Greig	All-Canada Weed Thesaurus World PN, BUP



CHNS leads with Features

In news features CHNS leads the Maritimes. World-wide news coverage is broadcast at frequent intervals from the private wires of British United Press and the Canadian Press.

CHNS also leads in entertainment, with the full Dominion Network programmes now appearing EXCLUSIVELY over CHNS in Halifax and including Bob Hope—Texaco Star Theatre—Jack Carson—Madison Square Garden Prize Fights—The Hall of Fame—Campbell's Request Performance—Carnation Contented—and other Big Time Shows.

CHNS leads with Facilities

Look at the line-up of CHNS transcription libraries; NBC Thesaurus, Lang-worth, World, United Transcribed System, Special Features of Standard and All-Canada Ready Made Shows. All the leaders!

CHNS also has the finest facilities for live talent shows—with the best talent and studio line-up in the Maritimes. CHNS will also have early in the New Year a new 5000 watt Northern Electric transmitter with directional antennae. See our Representatives or write us direct.

*Eastern Canada's Finest Station in
Eastern Canada's Finest Market*

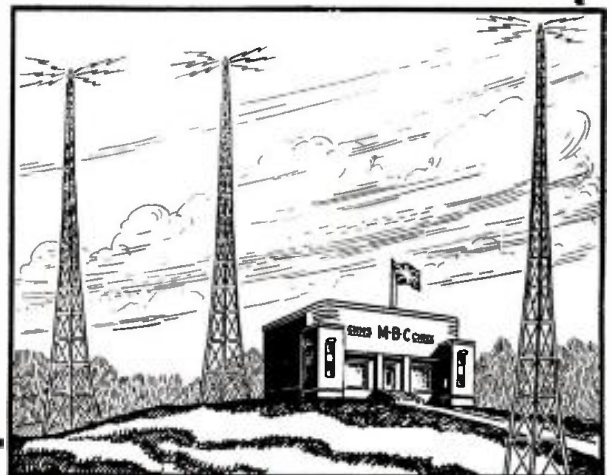
MARITIME BROADCASTING CO. LTD.

Halifax • Nova Scotia

Wm. C. BORRETT, Managing Director

Jos. Weed & Co.
350 Madison Ave., N.Y.C.

All-Canada Radio Facilities Ltd.
Toronto and Montreal



DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations.

N—Night.

LS—Operates to Local Sunset.

NOVA SCOTIA—(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
HALIFAX.....	CJCH	1320	5,000	Chronicle Co. Ltd. Lord Nelson Hotel 3-7311	Trans-Canada	B. Pearson McCurdy M. J. Humphreys A. Holley	Roland J. Morrier James Redditt Reginald MacWilliams	McGillvra Stovin Standard PN
SYDNEY.....	CJCB	1270	5,000	Eastern Broadcasters Ltd. Radio Bldg. 209	CBC	N. Nathanson N. Nathanson M. Grant	C. J. MacDougall A. Vernon	All-Canada Weed Thesaurus United PN
WINDSOR.....	CFAB	1450	100	Avard M. Bishop Esq. 7 Clifton Ave. 330	Avard M. Bishop	Willard A. Bishop	Crosbie United PN
YARMOUTH.....	CJLS	1340	250	Laurie L. Smith Drawer 440 500	CBC Maritime	Laurie L. Smith Laurie L. Smith Laurie L. Smith	Ernest LeRoy Mabey Alderice D'Eon Donald L. M. Smith	All-Canada Weed PN

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
BELLEVILLE.....	CJBQ	1230	250	McLean Haig & H. B. Cowan Belleville	Stovin PN
BRANTFORD.....	CKPC	1380	100	Telephone City Broadcast Ltd. 49 Colborne St. 5140	Dominion	Mrs. F. M. Buchanan Hugh Bremner	Hollis McCurdy Jess Jaffray Alfred Teague	Alexander United World BUP
BROCKVILLE.....	CFBR	1450	100	J. C. Whitby Revere Hotel 4628	Dominion	J. C. Whitby J. C. Whitby J. C. Whitby	Larry Hamilton Margaret Clancy G. W. Andrews	McGillvra Stovin Standard
CHATHAM.....	CFCO	630	100	John Beardall Box 275 2826	Dominion	John Beardall John Beardall Peter A. Kirkey	Peter A. Kirkey Peter A. Kirkey Gordon Brooks BUP
CORNWALL.....	CKSF	1230	250	Standard-Freeholder Ltd. 36 Pitt St. 1700	Dominion	H. Duncan Wightman H. Harrison Flint H. Harrison Flint	Arthur L. Bonhomme Burton Howard Mahlon Clark	Stovin McGillvra World PN
FORT FRANCES.....	CKFI	1340	250	John Reid 240 Scott St. 200	John Reid John Reid R. S. Mitchner	J. G. McLaren R. V. Borlase R. E. Martin	Alexander Stovin Young BUP
FORT WILLIAM.....	CFPA	1230	250	(See Port Arthur, Ont. page 200)				
FORT WILLIAM.....	CKPR	580	1,000	Dougall Motor Car Co. Ltd. S. May St. South 315	Trans-Canada	H. F. Dougall J. Basil Scully T. Morrow J. Basil Scully T. Ross	Radio Representatives Wilson Thesaurus United PN
HAMILTON.....	CHML	900	5,000	Maple Leaf Bestg. Co. Ltd. Figgott Bldg. 7-1595	Dominion	Kenneth D. Sobie Kenneth D. Sobie Edward S. Stock	Thomas E. Darling James Dore William G. Crawford	Stovin Young AMP Standard United BUP
HAMILTON.....	CKOC	1150	5,000	Wentworth Radio Bestg. Co. Ltd. 32 John St. N. 7-4484	Trans-Canada	Harold R. Carson Ellis Sharp W. M. Guild	J. Lyman Potts AMP Leslie Horton	All-Canada Weed Lang-Worth Thesaurus World BUP, PN
KENORA.....	CJRL	1220	1,000	Kenora Broadcasting Co. Ltd. 114 Main St. 717	Dominion	James Richardson & Sons Ltd. Howard G. Clark	Murray C. Cooke B. Gardner Percy Whitebread	Stovin Young United PN
KINGSTON.....	*CFRC	1490	100	Queen's University Fleming Hall	Queen's University
KINGSTON.....	CKWS	960	5,000	Allied Broadcasting Corp. Ltd. King St. 4405	Trans-Canada	Senator W. R. Davies Roy Hoff Harry M. Edgar	Charles A. Miller Harry Edgar Burt Coy	Natl. Broadcast Sales Weed Lang-Worth Thesaurus United PN
KIRKLAND LAKE...	CJKL	560	5,000	No. Broadcasting & Publishing Ltd. 24 Government Road W. 27	Trans-Canada	R. H. Thomson Erien Shellon C. W. Sutherland	James Kirkpatrick James Kirkpatrick T. G. Watson	Natl. Broadcast Sales Weed Lang-Worth Thesaurus United PN
KITCHENER.....	CKCR	1490	250	K. W. Broadcasting Co. Arcade Bldg. 3-3628	Dominion	G. Liddle W. C. Mitchell W. C. Mitchell G. Liddle	Ed Manning G. Liddle Ian Hartman	Wright United PN

CBC SERVES CANADA

In All Markets • In Two Languages With Three Networks

From Atlantic to Pacific, the CBC serves the Canadian people . . . provides, through its three networks, comprehensive national coverage . . . and, in most areas, excellent alternative program service.

The finest programs of Canadian, American and British origin fill CBC network schedules. Entertainment . . . news . . . special events . . . all that pertains to current world and national happenings . . . are brought daily into Canadian homes in all parts of the country.

Radio ranks high in Canada! Network programs are good . . . outside distractions are fewer . . . listening is intensive. Sponsors who use CBC networks are assured of large, interested and able-to-buy audiences.



Ask the CBC about Canada

CBC DOMINION NETWORK

(English)

29 basic and 9 supplementary stations.
Intensive coverage of all major markets,
in all regions.

CBC TRANS-CANADA NETWORK

(English)

24 basic and 7 supplementary stations.
Comprehensive coverage coast to coast.

CBC FRENCH NETWORK

3 basic and 7 supplementary stations.
Thorough coverage of French-speaking
Canada. Available in conjunction with
either Trans-Canada or Dominion Network.

CANADIAN BROADCASTING CORPORATION

COMMERCIAL DIVISION

354 Jarvis Street, Toronto 5, Ontario

1231 St. Catherine Street West, Montreal 25, P. Q.

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
LONDON.....	CFPL	1570	5,000	London Free Press Ptg. Co. 442 Richmond St. Metcalfe 5200	Dominion	W. J. Blackburn D. J. A. Wright M. T. Brown	D. J. A. Wright M. T. Brown J. C. Warder	McGillvra Stovin Thesaurus World PN
NORTH BAY.....	CFCH	600	1,000	No. Broadcasting & Publishing Ltd. 37 Main St. East 2400	CBC	Roy H. Thomson Cliff Pickrem Keith Packer	Phil Clayton Cliff Pickrem Jack Barnaby	Natl. Broadcast Sales Weed Lang-Worth Thesaurus United PN
ORILLIA.....	CFOR	1450	250	Gordon E. Smith 34 Mississauga St. 187	Dominion	Gordon E. Smith Gordon E. Smith R. Waters	H. W. Vaughan R. Bedford J. D. W. McBride	Stovin BUP
OSHAWA.....	1240	100	Oshawa Broadcasting Co. 230 Athol St. E.	T. W. Elliott
OTTAWA.....	CBO	910	1,000	Canadian Broadcasting Corp. Chateau Laurier Hotel 2-1151	Trans-Canada	CBC-Dr. Augustin Frigon Charles P. Wright E. A. Weir	Charles P. Wright Maxted Gilbert	CBC PN
OTTAWA.....	CKCO	1310	1,000	Dr. G. M. Geldert 272 Somerset St. W. 2-3611	Dominion	Dr. G. M. Geldert Dr. G. M. Geldert Gerald Geldert	John Pollie Bob Brazil W. H. McLellan	McGillvra Wright AMP Lang-Worth BUP
OWEN SOUND.....	CFOS	1400	250	Grey & Bruce Bcstg. Co. Ltd. 904 Second Ave. E. 1940	Dominion	Howard Fleming Ralph T. Snelgrove William Hawkins	Denys Ferry William Hawkins William Vallins	Stovin Young World PN
PEMBROKE.....	CHOV	1340	250	Ottawa Valley Bcstg. Co. Ltd. 97 Albert St. 430	Dominion	D. A. Jones E. G. Archibald E. G. Archibald	Isobel Graham Sam Panke	Stovin McGillvra Thesaurus BUP
PETERBOROUGH...	CHEX	1430	1,000	Peterborough Bcstg. Co. Ltd. Hunter St. 4643	Dominion	Senator Rupert Davies Hal Cooke El Jones	Karl E. Monk Harry McLay Bert Crump	Natl. Broadcast Sales Lang-Worth Thesaurus United PN
PORT ARTHUR.....	CFPA	1230	250	Ralph H. Parker Public Utilities Bldg. North 315	Dominion Trans-Canada	Ralph H. Parker Ralph H. Parker Mac McGowan	Edison Gunn R. E. McGowan	Natl. Broadcast Sales Weed Standard
ST. CATHARINES...	CKTB	1550	1,000	Niagara District Bcstg. Co. Ltd. 12 Yates St. 3900	Dominion	W. B. C. Burgoyne H. B. Burgoyne Vincent Lococo	Marion Hallett Vincent Lococo William Allen	McGillvra Natl. Broadcast Sales United PN
SARNIA.....	CHOK	1070	5,000-LS 1,000-N	Sarnia Broadcasting Co. Ltd. Sarnia	H. M. Hueston
SAULT STE. MARIE.	CJIC	1490	250	Hyland Broadcasting Co. Box 504 3500	Trans-Canada	J. G. Hyland J. G. Hyland J. G. Hyland Italo Marinelli	Alexander McGillvra Thesaurus United PN
STRATFORD.....	CJCS	1240	100	Frank Squires Windsor Hotel 1675	Dominion	Frank M. Squires F. M. Squires F. M. Squires	Cece Agar Jack Ilman James Essex	All-Canada Weed United BUP
SUDBURY.....	CKSO	790	5,000	W. E. Mason	Trans-Canada	W. E. Mason Don McGill Don McGill Don McGill James McRae	All-Canada Weed BUP
TIMMINS.....	CKGB	1470	1,000	No. Broadcasting & Publishing Ltd. Thomson Bldg. 1500	CBC	R. H. Thomson H. C. Freeman Claude Irvine	R. A. Hart Claude Irvine Ernest Mott	Nat'l Broadcast Sales Weed United PN
TORONTO.....	CBL	740	50,000	Canadian Broadcasting Corp. 354 Jarvis St. Midway 5481	NBC Trans-Canada	CBC-Dr. Augustin Frigon E. A. Weir G. W. Ritchie H. Hilliard	CBC BUP, PN
TORONTO.....	CFRB	860	10,000	Rogers Radio Brest. Co. 37 Bloor St. W. Midway 3515	CBS	Harry Sedgwick Lloyd Moore Lloyd Moore	Wes McKnight Jack Sharpe	All-Canada Young AMP Lang-Worth Thesaurus PN, BUP
TORONTO 2.....	CHUM	1050	1,000	York Broadcasters Ltd. 21 Dundas Square Elgin 4271	R. T. Fulford R. T. Fulford	Richard A. MacDougal Fred R. McBrien A. Boisvert	Radio Represent- atives Young Standard United 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
TORONTO.....	CJBC	1010	5,000	Canadian Broadcasting Corp. 354 Jarvis St. Midway 5481	ABC Dominion	CBC—Dr. Augustin Frigon E. A. Weir	J. M. Kannawin G. W. Ritchie H. Hilliard	CBC Lang-Worth Standard PN, BUP
TORONTO.....	CKEY	580	5,000—LS 1,000—N	Toronto Broadcasting Co. Ltd. 444 University Ave. Waverley 3881	ABC, MBS, NBC, CBC	Jack K. Cooke Jack K. Cooke George Bell	Donald Inaley Harry Witton Ernest O. Swan	Nat'l Broadcast Sales Weed Lang-Worth Standard Thesaurus PN, BUP
WINDSOR.....	CKLW	800	5,000	Western Ontario Bcstg. Co. Ltd. Windsor	CBC, MBS	Malcolm G. Campbell W. J. Carter J. E. Campeau Richard E. Jones	John Gordon Barbara MacFarland W. J. Carter	Stovin Young Thesaurus World INS, PN, BUP
WINGHAM.....	CKNX	920	1,000	W. T. Cruickshank Wingham 157	Dominion	W. T. Cruickshank W. T. Cruickshank Frank Johnson	Thomas Rafferty John Brent Scott Reid	Alexander Young Thesaurus BUP

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	5,000—LS 1,000—N	Island Radio Bcstg. Co. Ltd. 85 Kent St. 741	Dominion Maritime	Lt. Col. K. S. Rogers L. A. McDonald	L. A. McDonald L. A. McDonald R. F. Large	All-Canada Weed Lang-Worth Standard World PN
SUMMERSIDE.....	CHGS	1480	100	R. T. Holman Ltd. 180 Water St. 133	Trans-Canada	H. T. Holman Sr. R. L. Mollison	A. A. Nicholson A. McKee	Radio Represent- atives

★

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TORONTO, CANADA**

★

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"The Friendly Station" down on
your schedules!

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munity Station, offering you eco-
nomical coverage of Canada's
largest market.

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keynote—and ours—is Service
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cuss your radio plans with you?

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DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations.

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LS—Operates to Local Sunset.

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 Mds. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
AMOS	CHAD	1340	250	Radio Rouyn-Abitibi Limitee Reilly Bldg., Rouyn 1400	CBC	R. Beaudry Jean Legault A. Rogerson	Nat'l Broadcast Sales PN
CHICOUTIMI	CBJ	1580	1,000	Canadian Broadcasting Corp. 286A Racine St. 814	Dominion Trans-Canada	CBC—Dr. Augustin Frigon Vilmond Fortin Omer Renaud	Vilmond Fortin L. Houle J. E. Roberts	CBC PN
GRANBY	CHEF	1450	250	Horace Boivin Granby	Jacques Thivierge	PN
HULL	CKCH	1240	250	Compagnie de Radiodiffusion de Hull 85 Champlain Ave. 2-1701	CBC	Syndicat des Oeuvres Sociales Raymond Benoit Raymond Benoit	Raymond Benoit Raymond Benoit Max Gebhardt	Radio Represent- atives Wilson Thesaurus PN
MONTREAL	CBF	690	50,000	Canadian Broadcasting Corp. 1231 St. Catherine St. W. Marquette 8021	Dominion NBC Trans-Canada	Jean Beaudet CBC—Dr. Augustin Frigon Omer Renaud	L. Houle Jean Beaudet E. D. Roberts CBC BUP, PN
MONTREAL	CBM	940	5,000	Canadian Broadcasting Corp. 1231 St. Catherine St. W. Marquette 8021	NBC Trans-Canada	CBC—Dr. Augustin Frigon Jean Beaudet Omer Renaud	L. Houle E. D. Roberts	CBC BUP, PN
MONTREAL 25	CFCF	600	5,000	Canadian Marconi Co. 1231 St. Catherine St. W. Plateau 2577	ABC Dominion	S. M. Finlayson James A. Shaw P. E. Hiltz	H. H. Hewetson Ernest H. Smith J. G. Gettenby	All-Canada Weed Thesaurus PN, BUP
MONTREAL	CHLP	1150	1,000	La Patrie Pub. Co. Ltd. Sun Life Bldg. Plateau 5225	La Patrie Pub. Co. Ltd. Marcel Lefebvre	M. Lefebvre R. Mousseau Alph. Cloutier	Alexander McGillvra Standard PN
MONTREAL	CJAD	800	1,000	CJAD Ltd. 1191 Mountain St. Plateau 1805	CBS	J. Art Dupont J. Art Dupont Ed Kavanagh Tom Sutton	Nat'l Broadcast Sales Young AMP Standard PN, BUP
MONTREAL	CKAC	730	5,000	La Cie de Publication La Presse 980 Ste Catherine St. W. Marquette 3611	CBS	Hon. P. R. N. DuTremblay Phil Lalonde Andre Daveluy	Paul Emile Corbeil Paul Gelinas Leonard Spencer	Wright Young Lang-Worth United World PN, BUP
NEW CARLISLE	CHNC	610	5,000	Gaspesia Radio Bestg. Co. Ltd. Main St. 64	CBC	Dr. Charles Dumont Dr. Charles Houde Viateur Bernard	Madeleine Leblanc Viateur Bernard Fernand Turcotte	All-Canada McGillvra World
RIVIERE DU LOUP	1400	250
QUEBEC CITY	CBV	980	1,000	Canadian Broadcasting Corp. Palais Montcalm 8155	Dominion Trans-Canada	CBC—Dr. Augustin Frigon Maurice Valiquette Omer Renaud	Maurice Valiquette L. Houle C. Frenette	CBC PN, BUP
QUEBEC CITY	CHRC	800	5,000	CHRC Limitee 11 Buade St. 2-8177	Major H. Baribeau J. M. Thivierge	A. Pelletier O. Thivierge A. Nadeau	Hardy Young Lang-Worth BUP
QUEBEC CITY	CKCV	1340	250	CKCV Ltd. 142 St. John St. 2-1585	CBC	J. Herve Baribeau Paul LePage Lucien A. Bernier	Leon LaChance Leon Lachance Marcel Belanger Arthur Duberger	Radio Represent- atives Weed World PN
RIMOUSKI	CJBR	900	5,000	Central Public Service Corp. Ltd. One St. John St. 396	CBC	J. A. Brilliant G. A. Lavoie G. A. Lavoie	C. Marmen J. G. Cartier F. C. Doak	Stovin Young United
ROUYN	CKRN	1400	250	Radio Rouyn-Abitibi Limitee Reilly Bldg. 1400	CBC	R. Beaudry J. Legault A. Rogerson	Nat'l Broadcast Sales PN
STE. ANNE DE LA POCATERE	CHGB	1230	250	G. Ths. Desjardins Ste. Anne de la Pocatiere 20	CBC	G. T. Desjardins G. T. Desjardins	A. Dube Antoine Freve A. Dube	Nat'l Broadcast Sales World
SHERBROOKE	CHLT	900	1,000	La Tribune Ltd. 3 Marquette St. 2071	Dominion	Hon. Jacob Nicol A. Gauthier A. Gauthier	Jeanne Tremblay	Hardy Young Thesaurus
SHERBROOKE	CKTS	1240	250	Telegram Printing & Bestg. Co. Ltd. 3 Marquette St. 971	Dominion	Senator Chas. B. Howard A. Gauthier	Radio Represent- atives
SOREL	CJSO	1400	100	Radio Richelieu Ltd. 72 Du Roi St. 540	J. A. Villeneuve Leo Charlebois A. Morin	Gerard Boulay Leo Charlebois J. A. Villeneuve	Radio Represent- atives World PN
THREE RIVERS	CHLN	1450	250	Le Nouvelliste Ltd. Chateau de Blois Hotel 4500	Hon. Jacob Nicol Leon Trepanier Leon Trepanier	Charles E. Couture Charles E. Couture Leon Trepanier	Hardy Young United World PN
VAL D'OR	CKVD	1230	100	Radio Rouyn-Abitibi Limitee Reilly Bldg., Rouyn 1400	CBC	R. Beaudry L. Godin	Nat'l Broadcast Sales PN

CFAB
 CFAC
 CFCF
 CFCH
 CFCN
 CFCY
 CFOS
 CFPL
 CFRB
 CHAD
 CHEX
 CHLN
 CHLP
 CHNS
 CHSJ
 CJAT
 CJCA
 CJCB
 CJCH
 CJFX
 CJKL
 CJIC
 CJLS
 CJOC
 CJOR
 CJRL
 CJSO
 CJVI
 CKAC
 CKCH
 CKCK
 CKCR
 KCKV
 CKEY
 CKGB
 CKLN
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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 Mds. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
MOOSE JAW	CHAB	800	5,000	CHAB Ltd. Grant Hall Hotel 2334	Dominion	A. E. Jacobson H. C. Buchanan Graham Henderson	R. L. Horley Eileen Bradley M. Pickford	All-Canada Weed Lang-Worth United BUP
PRINCE ALBERT	CKBI	900	5,000	Central Bcstg. System Ltd. Sanderson Bldg. 2621	Dominion	Lloyd E. Moffat L. E. Moffat Gerald Prest	George Kergan Tom Van Nes	All-Canada Weed Thesaurus BUP
REGINA	CKCK	620	5,000	Leader-Post Ltd. Leader-Post Bldg. 8525	Trans-Canada	Victor Sifton Harold A. Crittenden Jack Sayers	W. E. Collier Don R. Dawson E. A. Strong	All-Canada Weed Standard Thesaurus PN, BUP
REGINA	CKRM	980	5,000	Trans-Canada Communications Ltd. Fidelity Life Bldg. 7631	Dominion	Victor Sifton Wm. A. Speers B. M. Pirie	Fred Laight Grant Carson Wm. McDonald	All-Canada Weed Lang-Worth World PN
SASKATOON	CFQC	600	5,000	A. A. Murphy & Sons Ltd. 216 First Ave. N. 7282	Dominion	A. A. Murphy Vernon Dallin Vernon Dallin	Wilf Gilbey Len Hoskins	Radio Represent- atives Stovin Wilson Lang-Worth Standard Thesaurus BUP
WATROUS	CKB	540	50,000	Canadian Broadcasting Corp. Manitoba Telephone Bldg. Winnipeg 9-7261	Trans-Canada	CBC—Dr. Augustin Frigon James R. Finlay E. A. Weir	James R. Finlay C. E. L'Ami Richard L. Punshon	CBC PN, BUP
YORKTON	CJGX	940	1,000	Yorkton Broadcasting Co. Ltd. Smith-MacKay Bldg. 324	Dominion	Dawson Richardson A. L. Garside James Brown	Ken Parton Douglas McBride Arthur Mills	Stovin Young United World BUP



The Sun Life Building in Montreal typifies the widespread business activity of Quebec Province.

OUR MESSAGE IS TWO-FOLD —BUT SHORT

Our business is that of creating and producing radio programmes that SELL. One—we can produce top-notch shows, in English, anywhere in Canada or the United States. Two—we understand French-speaking Canada thoroughly, and produce French radio shows for many leading advertisers. May we send you a brochure of radio shows available? Our address is: Keefer Building, Montreal, P. Q.



**RADIO PROGRAMME
PRODUCERS**
MONTREAL QUEBEC

NEWFOUNDLAND RADIO STATIONS

[Receiving Sets, 25,000. Set Tax, \$2⁰⁰ Annually]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Corner Brook	VOWN	*Broadcasting Corp. of Newfoundland	840	250
St. Johns	VONF	*Broadcasting Corp. of Newfoundland	640	12,000
"	VOCM	*Colonial Broadcasting System	1000	250
"	VOAR	Seventh Day Adventists	950	25
"	VOWR	Wesley United Church	700	500
SHORTWAVE STATIONS				
St. Johns	VONG	*Broadcasting Corp. of Newfoundland	9475	300
"	VONH	*Broadcasting Corp. of Newfoundland	5970	300

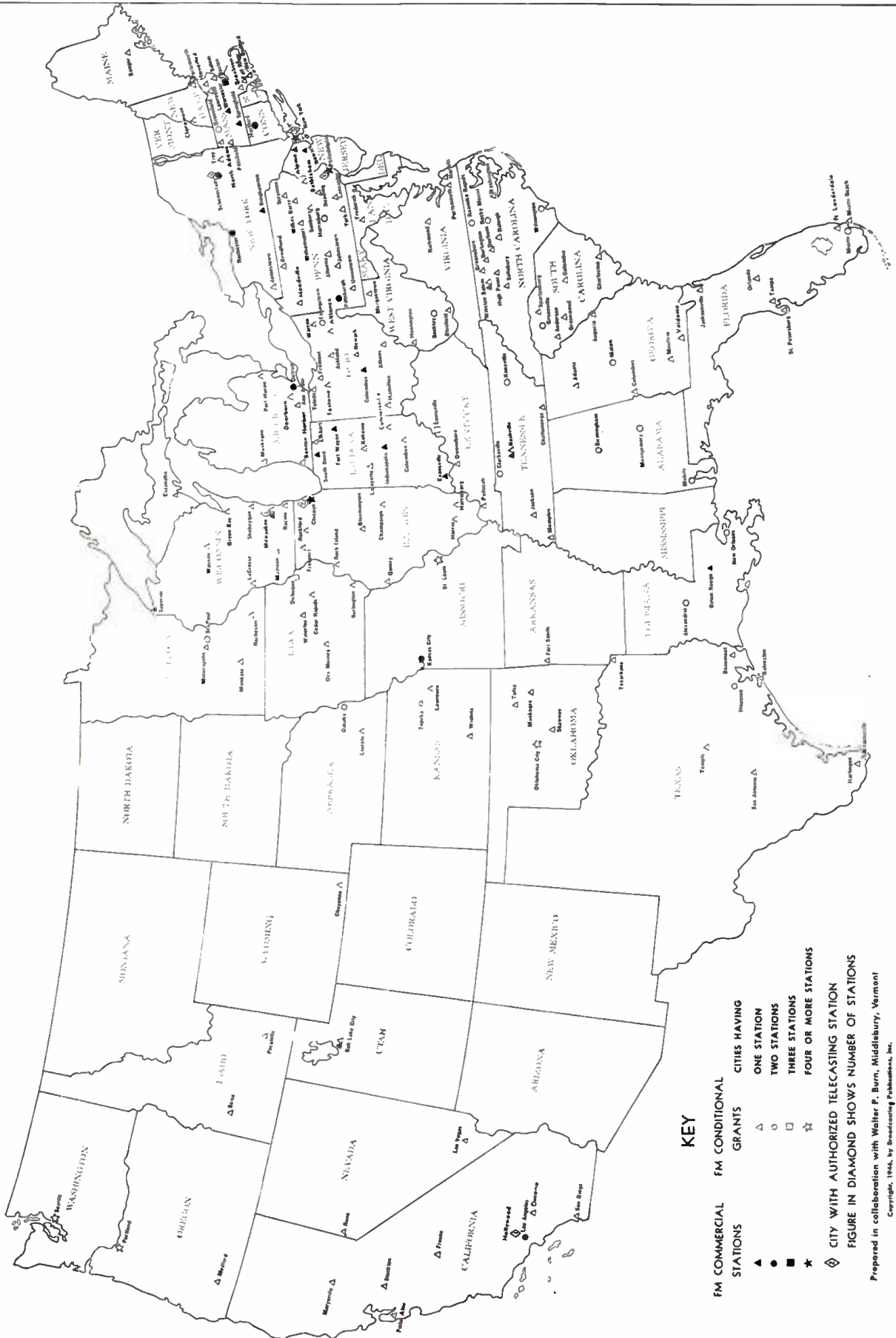
Log compiled as of Jan. 1, 1946.
*Indicates station sells time commercially.

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CITIES WITH FM BROADCASTING AND TELECASTING STATIONS



KEY

- FM COMMERCIAL STATIONS
 - ONE STATION
 - TWO STATIONS
 - THREE STATIONS
 - ★ FOUR OR MORE STATIONS
 - ◆ CITY WITH AUTHORIZED TELECASTING STATION
- FIGURE IN DIAMOND SHOWS NUMBER OF STATIONS

Prepared in collaboration with Walter P. Burn, Middlebury, Vermont
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Corrected to January 1, 1946

Commercial FM Broadcasting Stations In U. S.

Licensed or Authorized by FCC as of Jan. 1, 1946

(*) Construction Permit only. (M) Metropolitan station. (R) Rural station. (C) Community station. Service area figures listed where furnished by individual stations.

CHANNELS DESIGNATED FOR FM BROADCASTING AND THEIR MEGACYCLE EQUIVALENTS

Channel No.	Mc.	Channel No.	Mc.	Channel No.	Mc.	Channel No.	Mc.
201	88.1	226	93.1	251	98.1	276	103.1
202	88.3	227	93.3	252	98.3	277	103.3
203	88.5	228	93.5	253	98.5	278	103.5
204	88.7	229	93.7	254	98.7	279	103.7
205	88.9	230	93.9	255	98.9	280	103.9
206	89.1	231	94.1	256	99.1	281	104.1
207	89.3	232	94.3	257	99.3	282	104.3
208	89.5	233	94.5	258	99.5	283	104.5
209	89.7	234	94.7	259	99.7	284	104.7
210	89.9	235	94.9	260	99.9	285	104.9
211	90.1	236	95.1	261	100.1	286	105.1
212	90.3	237	95.3	262	100.3	287	105.3
213	90.5	238	95.5	263	100.5	288	105.5
214	90.7	239	95.7	264	100.7	289	105.7
215	90.9	240	95.9	265	100.9	290	105.9
216	91.1	241	96.1	266	101.1	291	106.1
217	91.3	242	96.3	267	101.3	292	106.3
218	91.5	243	96.5	268	101.5	293	106.5
219	91.7	244	96.7	269	101.7	294	106.7
220	91.9	245	96.9	270	101.9	295	106.9
221	92.1	246	97.1	271	102.1	296	107.1
222	92.3	247	97.3	272	102.3	297	107.3
223	92.5	248	97.5	273	102.5	298	107.5
224	92.7	249	97.7	274	102.7	299	107.7
225	92.9	250	97.9	275	102.9	300	107.9

California

KHJ-FM Los Angeles 38 (M). Licensed to Don Lee Broadcasting System (KHJ), 5515 Melrose Ave. Telephone: Hollywood 8111. Channel 259. Went on air 1942, operates six hours daily. Personnel: T. S. Lee, president; Lewis Allen Weiss, vice president and general manager; Sydney Gaynor, commercial manager; Walter Johnson, program director; Frank M. Kennedy, chief engineer.

***KTLO Los Angeles.** CP issued to Metro-Goldwyn-Mayer Studios. Channel 261.

Connecticut

WDRG-FM Hartford 4 (M). Licensed to WDRG Inc., 750 Main St. Telephone: 7-1138. Channel 232, 6033 sq. mi. Went on air Oct. 2, 1939, operates nine hours weekdays, 11 hours Sunday. Personnel: Franklin M. Doolittle, president; Walter B. Haase, general manager; William F. Malo, commercial manager; Harvey Olsen, program director; I. A. Martino, chief engineer.

WTIC-FM Hartford 15 (M). Licensed to Travelers Broadcasting Service Corp., 26 Grove St. Telephone: 2-3181. Channel 228, 6970 sq. mi. Went on air November, 1940, operates 12 hours daily. Personnel: Paul W. Morency, general manager; Walter Johnson, commercial manager; Leonard J. Patricelli, program director; Herman D. Taylor, plant manager.

Illinois

WBBM-FM Chicago 11 (M). Licensed to Columbia Broadcasting System Inc., 410 N. Michigan Ave. Telephone: Whitehall 6000. Channel 257, 10,000 sq. mi. Went on air Nov. 17, 1941, operates 19 hours daily. Personnel: H. Leslie Atlass, vice president, CBS; J. L. Van Volkenburg, general manager; E. H. Shomo, commercial manager; Walter Preston, program director.

WDLN Chicago 10 (M). Licensed to Moody Bible Institute of Chicago (WMBI), 153 Institute Pl. Telephone: Michigan 1570. Channel 259. Went on air May 26, 1943, operates 11 hours daily. Personnel: Henry C. Crowell, general manager; Wendell P. Loveless, program director; A. P. Frye, chief engineer.

WEHS Chicago 3 (M). Licensed to WHFC Inc., 105 W. Adams St. Telephone: Andover 3545. Channel 261, 12,000 sq. mi. Went on air 1945, operates six hours daily. Personnel: R. W. Hoffman, general manager; M. E. Clifford, commercial and program manager.

WGNB Chicago 11 (M). Licensed to WGN Inc., 435 N. Michigan Ave. Telephone: Superior 0100. Channel 255, 10,800 sq. mi. Went on air Sept. 21, 1941, operates seven hours daily. Personnel: Marion Claire, director; Frank P. Schreiber, operations manager; William A. McGuineas, commercial manager; Estelle Barnes, program director; G. William Lang, chief engineer.

WWZR Chicago (M). Licensed to Zenith Radio Corp. Channel 253. Commander E. F. MacDonald, president; Ted Leitzell, manager; J. E. Brown, chief engineer.

Indiana

WMLL Evansville 8 (M). Licensed to Evansville On The Air Inc. (WGBF), 519 Vine St. Telephone: 2-1171. Channel 234, 8400 sq. mi. Went on air August 1940, operates six hours daily. Personnel: Clarence Leich, president, general manager and commercial manager; Pat Roper, program director; Erwin Schoeny, chief engineer.

WOWO-FM Fort Wayne 2 (M). Licensed to Westinghouse Radio Inc., 925 S. Harrison St. Telephone: Anthony 2136. Channel 240, 6200 sq. mi. Went on air Oct. 15, 1942, operates six hours daily. Personnel: Paul E. Mills, general manager; Carl Vandergrift, program director; Bruce H. Ratts, chief engineer.

WABW Indianapolis 4 (M). Licensed to Associated Broadcasters Inc., 445 N. Pennsylvania St. Telephone: Lincoln 7886. Channel 235, 8400 sq. mi. Went on air Oct. 1, 1945, operates eight hours daily. Personnel: R. M. Crandall, president; Gordon Culloden, advertising manager; Martin R. Williams, chief engineer.

WSBF South Bend 26 (M). Licensed to South Bend Tribune (WSBT), 225 W. Colfax. Telephone: 3-6161. Channel 267, 7250 sq. mi. Went on air May 10, 1943, operates six hours daily. Personnel: F. A. Miller, president; Franklin D. Schurz, general manager; Robert H. Swintz, commercial manager; Mark Boyden, program director; Herbert G. Cole, chief engineer.

Louisiana

WRBL Baton Rouge 1 (M). Licensed to Baton Rouge Broadcasting Co. Inc. (WJBO), 444 Florida St. Telephone: 5271. Channel 241, 8100 sq. mi. Operates six hours daily, except Sunday. Personnel: Charles P. Manship, chief owner; H. Vernon Anderson, executive vice-president; T. E. Gibbens, commercial manager; Donald K. Allen, chief engineer.

Massachusetts

WBZ-FM Boston 16 (M). Licensed to Westinghouse Radio Stations Inc., 275 Tremont St. Telephone: Hancock 4261. Channel 264. Went on air 1940, operates six hours weekdays, seven and one-half hours Sunday. Personnel: C. S. Young, general manager; H. Gordon Swan, program director; W. H. Hauser, chief engineer.

WGTR Boston 15. Licensed to The Yankee Network Inc. (WNAC), 21 Brookline Ave. Telephone: Commonwealth 0800. Channel 276, 19,000 sq. mi. Went on air April 29, 1941, operates 15 hours daily. Personnel: William O'Neil, president; John Shepard, 3d, general manager; Linus Travers, commercial manager; George W. Steffy, program director; I. B. Robinson, technical director.

WMTW Boston 15 (R). Licensed to The Yankee Network Inc. (WNAC), 21 Brookline Ave. Telephone: Commonwealth 0800. Channel 251, 31,000 sq. mi. Went on air Oct. 31, 1940, operates 13 hours daily. Personnel: William O'Neil, president; John Shepard, 3d, general manager; Linus Travers, commercial manager; George W. Steffy, program director; I. B. Robinson, technical director.

WBZA-FM Springfield (M). Licensed to Westinghouse Radio Stations Inc. Channel 246. (See personnel WBZ-FM Boston.)

WTAG-FM Worcester 1 (M). Licensed to Worcester Telegram Publishing Co. Inc., 18 Franklin St. Telephone: 5-4321. Channel 274. Went on air June 17, 1940, operates eight and one-half hours daily. Personnel: George F. Booth, president; Edward E. Hill, managing director; Herbert L. Krueger, commercial manager; A. J. Brissette, program director; Elliot A. Browning, chief engineer.

Michigan

WENA Detroit (M). Licensed to The Evening News Assn. (WWJ), 630 W. Lafayette Blvd. Telephone: Randolph 2000. Channel 245.

WLou Detroit 26 (M). Licensed to John Lord Booth, 3100 Eaton Tower. Telephone: Cadillac 7600. Channel 243, 8900 sq. mi. Went on air May 9, 1941, operates six hours daily. Personnel: John L. Booth, president and general manager; Eric V. Hay, commercial manager; Douglas Wright, program director; Edward H. Clark, chief engineer.

Missouri

KMBC-FM Kansas City 6 (M). Licensed to Midland Broadcasting Co., Pickwick Hotel. Telephone: Harrison 2650. Channel 250. Went on air as developmental station May, 1940; as commercial station June 24, 1944. Personnel: Arthur B. Church, president and general manager; Karl Koerber, vice president and managing director; Sam Bennett, vice president in charge of sales; Roderick Cupp, program director; Robin Compton, technical director; A. R. Moler, chief engineer.

KOZY Kansas City 5 (M). Licensed to Commercial Radio Equipment Co., 34th & Broadway. Telephone: Logan 6920. Channel 260, 4410 sq. mi. Went on air August, 1942, operates six hours daily. Personnel: Everett L. Dillard, president and general manager; Robert F. Wolfskill, commercial manager; Elizabeth Whitehead, program director; Milton W. Woodward, chief engineer.

(Continued on page 208)

KOZY

KANSAS CITY'S PIONEER

FM

BROADCASTING STATION

AND

FIRST CHOICE FOR

FM

LISTENING

IN THE

HEART OF THE

MIDDLE WEST

MEGACYCLES

ON

THE NEW

FM BAND

BUT REMAINING

100%

WITH EXCLUSIVE

FM PROGRAMMING

FOR

EXCLUSIVE FM LISTENING

MOVING TO

99.9

OWNED AND OPERATED

by

COMMERCIAL RADIO EQUIPMENT COMPANY

EVERETT L. DILLARD

GENERAL MANAGER

ELIZABETH WHITEHEAD

STATION DIRECTOR

ROBERT F. WOLFSKILL

BUSINESS MANAGER

O. R. WRIGHT

SALES MANAGER

East Coast Offices

810 International Building, Washington 4, D. C.

Commercial FM Broadcasting Stations in U. S.

(Continued from page 206)

New Jersey

WFMN Alpine (M). Licensed to Edwin H. Armstrong. Channel 255.
*WAAW Newark 1 (M). CP issued to Bremer Broadcasting Corp. (WAAT), 11 Hill St. Telephone: Mitchell 2-6400. Channel 239, 6500 sq. mi., to operate 12 hours daily. Personnel: Matthew Rosenhaus, president; Irving R. Rosenhaus, general manager; Al Schillin, commercial manager; Dale Kennedy, program director; Frank V. Bremer, chief engineer.

New York

WNBF-FM Binghamton (M). Licensed to Wylie B. Jones Adv. Agency, Arlington Hotel. Telephone: 2-3461. Channel 242. Went on air Sept. 7, 1942, operates six hours daily. Personnel: John C. Clark, president; Cecil D. Mastin, general manager; Stanley N. Helsop, commercial manager; E. Ray McCloskey, program director; Lester H. Gilbert.

WABC-FM New York 22 (M). Licensed to Columbia Broadcasting System Inc. (WABC), 485 Madison Ave. Telephone: Wickersham 2-2000. Channel 245. Went on air Dec. 1, 1941. Personnel: William S. Paley, CBS chairman of the board; Arthur Hull Hayes, general manager; John H. Field Jr., commercial manager; G. Richard Swift, program director; Henry Grossman, chief engineer.

WABF New York 21 (M). Licensed to Metropolitan Television Inc., 654 Madison Ave. Telephone: Rhineland 4-1647. Channel 253, 8500 sq. mi. Went on air November, 1942, operates six and one-half hours daily. Personnel: L. L. Thompson, general manager; Anita deMars, program director; T. B. Grenier, chief engineer.

WBAM New York (M). Licensed to Bamberger Broadcasting Service, Inc. (WOR), 444 Madison Ave. Telephone: Pennsylvania 6-8600. Channel 243, 7000 sq. mi. Went on air July 24, 1941, operates six hours daily. Personnel: Theodore C. Streibert, general manager; Rufus C. Maddux, commercial manager; Norman Livingston, program director; J. R. Poppele, chief engineer.

WEAF-FM New York 20 (M). Licensed to National Broadcasting Co. Inc. (WEAF), 30 Rockefeller Plaza. Telephone: Circle 7-8300. Channel 247, 8600 sq. mi. Went on air January, 1940, operates eight hours daily. Personnel: Niles Trammell, NBC, president; Frank E. Mullen, general manager; O. B. Hanson, chief engineer.

*WGHF New York (M). CP issued to William G. H. Finch. Channel 259.
WGYN New York (M). Licensed to Muzak Radio Broadcasting Station Inc. Channel 241. C. G. Schaefer, executive in charge.

WHNF New York 19 (M). Licensed to Marcus Loew Booking Agency (WHN), 1540 Broadway. Telephone: Bryant 9-7800. Channel 257. Went on air June 1, 1942, operates seven hours daily. Personnel: Herbert L. Pettay, executive director; Frank Roehrenbeck, general manager; Bert Lebar, commercial manager; Louis Carino, program director; Paul Fuelling, chief engineer.

WNYC-FM New York 7 (M). Licensed to City of New York Municipal Broadcasting System (WNYC), Municipal Bldg. Telephone: Worth 2-5600. Channel 233, 3900 sq. mi. Operates eight hours daily. Personnel: M. S. Novik, director; Seymour Siegel, program director (on military leave).

WQXQ New York 19 (M). Licensed to Interstate Broadcasting Co. Inc. (WQXR), 730 Fifth Ave. Telephone: Circle 5-5566. Channel 249, 6680 sq. mi. Went on air Nov. 8, 1939, operates six hours daily. Personnel: John V. L. Hogan, president; John S. Hayes, general manager; H. K. Boice, vice president in charge of sales and commercial manager; Eleanor N. Sanger, program director; Russell D. Valentine, chief engineer.

WHEF Rochester 4 (M). Licensed to WHEC Inc., 40 Franklin St. Telephone: Stone 1320. Channel 253. Went on air February, 1940, operates 17 hours daily. Personnel: Frank E. Gannett, president; Clarence C. Wheeler, vice president; Gunnar O. Wiig, general manager; Lemoine C. Wheeler, commercial manager; William J. Adams, program director; Bernard C. O'Brien, chief engineer.

WHFM Rochester 4 (M). Licensed to Stromberg-Carlson Co. (WHAM), 111 East Ave. Telephone: Stone 1862. Channel 255. Went on air Nov. 11, 1939, operates 16 hours daily. Personnel: William Fay, vice president in charge of broadcasting and general manager; George Driscoll, assistant to general manager; Kenneth Gardner, chief engineer.

WBCA Schenectady 5 (M). Licensed to Capitol Broadcasting Co. Inc., 408 State St. Telephone: 3-1423. Channel 266, 6589 sq. mi. Went on air July 17, 1941, operates 16 hours daily. Personnel: Leonard L. Asch, president and general manager; Vivian Mongillo, commercial manager; Henry Benac, program director; Dwelle Hoag, chief engineer.

WGFM Schenectady 5 (M). Licensed to General Electric Co. (WGY), 1 River Rd. Telephone: 3-2121. Channel 264, 6600 sq. mi. Went on air Nov. 20, 1940, operates six hours Mon.-Fri., 11 hours Sat. & Sun. Personnel: G. Emerson Markham, general manager; W. J. Purcell, chief engineer.

North Carolina

WMIT Winston-Salem 1 (R). Licensed to Gordon Gray (WSJS), 419 Spruce St. Telephone: 4141. Channel 247, 70,000 sq. mi. Went on air June 1, 1942, operates eight and one-half hours weekdays, eight and three-quarter hours Sunday. Personnel: Gordon Gray, president; Harold Essex, general manager; Robert C. Estes, program director; Paul Dillon, chief engineer.

Ohio

WELD Columbus 15 (M). Licensed to RadOhio Inc. (WBNS), 33 N. High St. Telephone: Main 1644. Channel 233, 12,400 sq. mi. Went on air April, 1940, operates eight and one-quarter hours daily. Personnel: Richard S. Wolf, president; Lester H. Nafzger, station manager and chief engineer; James O. Yerian, promotion manager; Herbert J. Welch, program director.

Pennsylvania

KYW-FM Philadelphia (M). Licensed to Westinghouse Radio Stations Inc., 1619 Walnut St. Telephone: Locust 3760. Channel 262.

WCAU-FM Philadelphia 3 (M). Licensed to WCAU Broadcasting Co., 1622 Chestnut St. Telephone: Locust 7700. Channel 274. Went on air Dec. 1, 1941, operates eight hours daily. Personnel: Dr. Leon Levy, president; Norris West, program director; George Lewis, chief engineer.

WFIL-FM Philadelphia 7 (M). Licensed to WFIL Broadcasting Co., Widener Bldg. Telephone: Rittenhouse 6900. Channel 260, 9300 sq. mi. Went on air January, 1941. Personnel: (Lit Brothers, chief owners) Roger W. Clipp, general manager; John E. Surrick, commercial manager; Jack Steck, program director; L. E. Littlejohn, chief engineer.

*WIBG-FM Philadelphia 2 (M). CP issued to Seaboard Broadcasting Co., 1425 Walnut St. Telephone: Rittenhouse 2300. Channel 246, 9300 sq. mi. Personnel: Paul F. Harron, president; Edward D. Clery, general manager and commercial manager; Douglas Arthur, program director; John Henninger, chief engineer.

WIP-FM Philadelphia 7 (M). Licensed to Pennsylvania Broadcasting Co., 35 S. 9th St. Telephone: Walnut 6800. Channel 248, 9300 sq. mi. Went on air April 20, 1942, operates eight hours daily. Personnel: Benedict Gimbel Jr., president and general manager; Edward A. Davies, commercial manager; Edward Wallis, program director; Clifford C. Harris, chief engineer.

WPEN-FM Philadelphia 2 (M). Licensed to Wm. Penn Broadcasting Co., 1528 Walnut St. Telephone: Pennypacker 9490. Channel 258, 9300 sq. mi. Went on air June, 1942, operates six hours daily. Personnel: G. Bennett Larson, general manager; Edward C. Obrist; Charles Burtis, chief engineer.

KDKA-FM Pittsburgh (M). Licensed to Westinghouse Radio Stations Inc., Grant Bldg. Telephone: Grant 4200. Channel 231, 8500 sq. mi. Went on air April 11, 1942, operates seven hours daily. Personnel: Lee B. Wailles, general manager; Joseph E. Baudino, commercial manager; Franklin Tooke, program director; T. C. Kenney, chief engineer.

WMOT Pittsburgh 30 (M). Licensed to WWSW Inc., Hotel Keystone. Telephone: Grant 5200. Channel 233, 8400 sq. mi. Went on air August, 1941, operates twelve hours daily. Personnel: Frank R. Smith, general manager; Thos. B. Price, commercial manager; Marie Wilk, program director; Henry Kaiser, chief engineer.

Tennessee

WSM-FM Nashville 3 (M). Licensed to National Life and Accident Insurance Co., National Life Bldg. Telephone: 6-7181. Channel 261, 16,000 sq. mi. Went on air March 1, 1941, operates eight hours daily. Personnel: Edwin W. Craig, president; Dean Upson, commercial manager; Marjorie Cooney, director; George Reynolds, chief engineer.

Utah

*KSL-FM Salt Lake City 1 (M). CP issued to Radio Service Corp. of Utah, 10 S. Main St. Telephone: 5-4641. Channel 261. Personnel: J. Reuben Clark Jr., president; Ivor Sharp, general manager; Arch L. Madsen, commercial manager; Eugene M. Halliday, program director; C. Richard Evans, chief engineer; Eugene G. Pack, technical director.

Wisconsin

WTMJ-FM Milwaukee 1 (M). Licensed to The Journal Co., 333 W. State St. Telephone: Marquette 6000. Channel 222, 8500 sq. mi. Went on air Feb. 23, 1940, operates 12 hours daily. Personnel: W. J. Damm, general manager; R. G. Winnie, commercial manager; R. B. Wallace, program director; Philip Laeser, chief engineer.

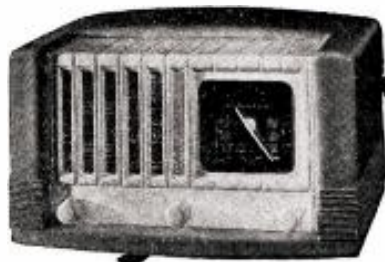
WDUL Superior 2 (M). Licensed to Head of Lakes Broadcasting Co. (WEBC), WEBC Bldg., Duluth, Minn. Telephone: Melrose 2873. Channel 222. Went on air March, 1940, operates 10 hours daily. Personnel: Morgan Murphy, president; W. C. Bridges, general manager; Pat Dunavan, commercial manager; Earl Henton, program director; W. C. Lounsbury, chief engineer.

(Conditional FM grants page 210)

"These New

Stromberg-Carlsons

are the best ever!"



1100-HBI—The NEWSCASTER—Meeting the most exacting requirements for a small radio, the NEWSCASTER is exceptionally attractive in this smart brown-and-ivory polished plastic cabinet. OPA approved retail ceiling price \$31.95 in Zone 1; 5% higher in Zone 2. Including excise tax.



1100-HB—The NEWSCASTER—Compact table model in a brown plastic case of modern design. Excellent standard broadcast reception. OPA approved retail ceiling price \$29.95 in Zone 1; 5% higher in Zone 2. Including excise tax.



1120-LW—The CAVALIER—This handsome console radio offers excellent performance on standard broadcast and international short-wave reception. Splendid acoustical system. OPA approved retail ceiling price \$99.95 in Zone 1; 5% higher in Zone 2. Including excise tax.

THAT'S the word we're getting from Stromberg-Carlson dealers in all parts of the country, now that they are having the opportunity to show the first samples of the new popular-priced 1946 models. We are happy to report that the current flow of new Stromberg-Carlsons from our factory to distributors and dealers is gaining momentum daily.

You've waited anxiously for the new 1946 Stromberg-Carlsons — and so have a host of your customers... Men and women who know that when it comes to the three basic elements, engineering design, cabinet artistry, and fidelity of reception, "There is nothing finer than a Stromberg-Carlson."

Let your prospects know that the vanguards of the 1946 Stromberg-Carlsons have arrived. Get them in to see... and hear... and learn at first hand just how very superior these new Stromberg-Carlsons really are!



1120-PL—The FEDERAL—A compact, automatic radio-phonograph console in a striking cabinet of traditional design with Federal influence. Standard broadcast, and spread-band international short wave. OPA approved retail ceiling price \$179.95 in Zone 1; 5% higher in Zone 2. Including excise tax.

STROMBERG-CARLSON

ROCHESTER 3, NEW YORK

Radios, Radio-Phonographs, Television,
Sound Equipment and Industrial Systems,
Telephones, Switchboards, and Intercommunication Systems.

BROADCASTING • Telecasting

1946 Yearbook Number • Page 209

Conditional Grants For New FM Broadcasting Stations

(Authorized by FCC Subject to Later Technical Examination and Assignment)

City	Grantee	Type of FM Station	City	Grantee	Type of FM Station
ALABAMA					
Birmingham	The Birmingham News Co. (WSGN)	Metropolitan, possibly rural	Burlington	Burlington Broadcasting Co. (KBUR)	Metropolitan, possibly rural
Birmingham	Johnston Broadcasting Co. (WJLD)	Metropolitan	Cedar Rapids	The Gazette Co. (Publisher Cedar Rapids Gazette, James Faulkes, Pres.)	Metropolitan
Mobile	Mobile Daily Newspapers, Inc. (Publisher Mobile Press Register, R. B. Chandler, Pres.)	Metropolitan	Des Moines	Central Broadcasting Co. (WHO)	Metropolitan
Montgomery	W. O. Pape, tr/as Pape Broadcasting Co. (WALA)	Metropolitan	Dubuque	Dubuque Broadcasting Co. (WKBB)	Metropolitan, possibly rural
Montgomery	G. W. Covington, Jr. (WCOV)	Metropolitan, possibly rural	Dubuque	Telegraph-Herald (KDTH)	Metropolitan, possibly rural
Montgomery	Montgomery Broadcasting Co., Inc. (WSFA)	Metropolitan, possibly rural	Waterloo	Joah Higgins Broadcasting Co. (KXEL)	Metropolitan, possibly rural
ARKANSAS					
Fort Smith	Donald W. Reynolds. (Publisher of Fort Smith Times-Record and Southwest Record and Okmulgee, Okla. Times)	Metropolitan, possibly rural	KANSAS		
CALIFORNIA					
Fresno	J. E. Rodman (KFRE)	Metropolitan, possibly rural	Topeka	The World Co. (Publisher Lawrence Journal-World, W. C. Simons, Pres.)	Metropolitan
Fresno	KARM, the George Harm Station	Metropolitan	Wichita	Topeka Broadcasting Association, Inc. (WIBW)	Metropolitan
Marysville	Sacramento Valley Broadcasters, a partnership. (Warren N. Shingle—restaurant business, Lester Rice—contractor and Beverly Ballard—operator of mail routes)	Metropolitan, possibly rural	Wichita	The Farmers & Bankers Broadcasting Corp. (KFBI)	Metropolitan
Ontario	The Daily Report, a partnership consisting of Mrs. Jerene Appleby Harnish, A. Q. Miller, Jr., Walter Axley, Mrs. Annie M. Potter and Carleton R. Appleby (Publisher Ontario Report)	Community	KENTUCKY		
Palo Alto	Peninsula Newspapers, Inc. (Publisher Palo Alto Times, Geo. Morell, Pres.)	Community	Lexington	American Broadcasting Corp. of Kentucky (WLAP)	Metropolitan
Richmond	Contra Costa Broadcasting Co.	Community	Louisville	Courier-Journal & Louisville Times Co. (WHAS)	Metropolitan
Riverside	The Broadcasting Corp. of America (KPRO)	Metropolitan, possibly rural	Louisville	Northside Broadcasting Corp. (WGRC)	Metropolitan
Sacramento	McClatchy Broadcasting Co. (KFBK)	Metropolitan	Louisville	WAVE, Inc.	Metropolitan
Sacramento	Lincoln Dellar (KKIA)	Metropolitan	Owensboro	Owensboro Broadcasting Co. Inc. (WOMI)	Metropolitan
San Bernardino	The Sun Co. of San Bernardino	Metropolitan	Paducah	Paducah Broadcasting Co. Inc. (WPAD)	Metropolitan
San Bernardino	Lee Brothers Broadcasting Co. (KFPXM)	Metropolitan	Paducah	Paducah Newspapers, Inc.	Metropolitan
San Diego	Airfan Radio Corp. Ltd. (KFSD)	Metropolitan	LOUISIANA		
San Jose	Valley Broadcasting Co.	Metropolitan, possibly rural	Alexandria	Alexandria Broadcasting Co. Inc. (KALB)	Metropolitan
Santa Maria	Santa Maria Daily Times	Community	Alexandria	Central Louisiana Broadcasting Corp. (Eugene Levy, Pres.—Electrical Contractor, formerly with KALB; Paul A. Gilham, V. P.—Distributor of Coca Cola)	Community
Stockton	E. F. Pepper (KGDM)	Metropolitan, possibly rural	New Orleans	The Times Picayune Pub. Co. (Publisher New Orleans Times Picayune, K. Nicholson, Pres.)	Metropolitan
CONNECTICUT					
Danbury	The Berkshire Broadcasting Corp.	Community	New Orleans	Loyola University (WVLI)	Metropolitan
Meriden	Silver City Crystal Co.	Metropolitan	New Orleans	Supreme Broadcasting System, Inc.	Metropolitan, possibly rural
New Haven	Elm City Broadcasting Corp. (WNHC)	Metropolitan	MAINE		
Waterbury	American Republican, Inc. (WBRY)	Metropolitan	Bangor	Portland Broadcasting System, Inc. (WGAN)	Metropolitan
FLORIDA					
MARYLAND					
Ft. Lauderdale	Gore Publishing Co. (Publisher Ft. Lauderdale News & Sentinel, R. H. Gore, Pres.)	Metropolitan	Frederick	The Monacacy Broadcasting Co. (WFMD)	Metropolitan
Jacksonville	Florida Broadcasting Co. (WMBR)	Metropolitan	MASSACHUSETTS		
Miami	Isle of Dreams Broadcasting Corp. (WIOD)	Metropolitan	Brockton	Cur-Nan Company (Joseph F. Curran, Pres. & Prin. stockholder—Commodity warehousing business)	Community
Miami	Miami Broadcasting Co. (WQAM)	Metropolitan	Fall River	The Fall River Broadcasting Co. Inc. (WSAR)	Metropolitan
Miami Beach	A. Frank Katzentine (WKAT)	Metropolitan	Fitchburg	Mitchell G. Myers, Reuben E. Aronheim & Milton H. Meyers (WEIM)	Metropolitan
Orlando	Orlando Daily Newspapers, Inc. (Publisher Orlando Sentinel and Reporter Star, Martin Anderson, Pres.)	Metropolitan, possibly rural	Greenfield	John W. Haigis (WHA1)	Community
St. Petersburg	Pinellas Broadcasting Co. (WTSP)	Metropolitan	Greenfield	Recorder Publishing Corp. (Publisher Greenfield Recorder-Gazette, Howard C. Rice, Pres.)	Community
Tampa	The Tribune Co. (WFLA)	Metropolitan	Haverhill	The Haverhill Gazette Co. (Publisher Haverhill Gazette, John T. Ryan, Pres.)	Metropolitan
GEORGIA					
Atlanta	The Constitution Publishing Co. (Publisher Atlanta Constitution, Clark Howell, Pres.)	Metropolitan	Holyoke	The Hampden-Hampshire Corp. (WHYN)	Metropolitan
Augusta	Augusta Broadcasting Co. (WRDW)	Metropolitan	Lawrence	Hildreth & Rogers Co. (WLAW)	Metropolitan
Columbus	Ga.-Als. Broadcasting Corp. (Officers and stockholders are publishers of Columbus Inquirer and Ledger, A. H. Chapman, Pres.)	Metropolitan	New Bedford	E. Anthony and Sons, Inc. (Owner of WOGB and WNBH)	Metropolitan
Columbus	Columbus Broadcasting Co. (WRBL)	Metropolitan	North Adams	James A. Hardman (Publisher North Adams Transcript)	Metropolitan
Macon	Middle Ga. Broadcasting Co. (WBML)	Metropolitan	Pittsfield	Monroe B. England (WBRK)	Metropolitan
Macon	Southeastern Broadcasting Co. (WMAZ)	Metropolitan	Salem	North Shore Broadcasting Co. (WESX)	Community
Moultrie	Frank R. Fidcock, Sr. (WMAZ)	Metropolitan	Springfield	WMAS, Inc. (WMAS)	Metropolitan
Rome	Rome Broadcasting Corp. (WRGA)	Metropolitan	MICHIGAN		
Savannah	Savannah Broadcasting Co. (WTOC)	Metropolitan	Ann Arbor	Washtenaw Broadcasting Co. (WPAG)	Metropolitan
Valdosta	E. D. Rivers (WGOV)	Metropolitan, possibly rural	Benton Harbor	The Palladium Publishing Co. (Publisher Benton Harbor News Palladium, Stanley R. Banyon, Pres.; also interest in Herald Press, St. Joseph, Mich.)	Metropolitan
IDAHO					
Boise	Georgia Phillips, d/b as Boise Broadcast Station (KIDO)	Metropolitan	Dearborn	Herman Radner (WIBM)	Community
Pocatello	Radio Service Corp. (KSEI)	Metropolitan	Escanaba	John P. Norton (Publisher Escanaba Daily Press)	Metropolitan
ILLINOIS					
Bloomington	Arthur Malcolm McGregor & Hugh L. Gately, a partnership, d/b as Radio Station WJBC	Metropolitan	Flint	Flint Broadcasting Co. (WFDF)	Metropolitan
Brookfield	George M. Ives	Community	Lansing	WJIM Inc.	Metropolitan, possibly rural
Carbondale	Southern Ill. Broadcasting Corp.	Metropolitan	Muskegon	Ashbacker Radio Corp. (WKBZ)	Metropolitan
Champaign	The Champaign News-Gazette, Inc. (WDWS)	Community	Port Huron	The Times Herald Co. (Publisher Port Huron Times Herald, W. W. Ottaway, Pres.)	Metropolitan
Evanston	North Shore Broadcasting Co. Inc.	Community	Saginaw	Saginaw Broadcasting Co. (WSAM)	Metropolitan
Freeport	Freeport Journal-Standard Publ. Co. (Publisher Freeport Journal, Donald L. Breed, Pres.)	Metropolitan	Wyandotte	Wyandotte News Co.	Community
Harrisburg	Harrisburg Broadcasting Co. (WEBQ)	Metropolitan, possibly rural	MINNESOTA		
Herrin	Orville W. Lyerla (WJPF)	Metropolitan, possibly rural	Mankato	Southern Minn. Supply Co. (KYSM)	Metropolitan
Kankakee	Kankakee Daily Journal	Metropolitan	Minneapolis	Minn. Broadcasting Corp. (WTCN)	Metropolitan
Mt. Vernon	Midwest Broadcast Co.	Metropolitan	Rochester	Southern Minn. Broadcasting Co. (KROC)	Metropolitan
Quincy	Lee Broadcasting, Inc. (WTAD)	Metropolitan	St. Paul	KSTP, Inc.	Metropolitan, possibly rural
Quincy	Quincy Newspapers, Inc. (Stockholder owners of WSOY, Decatur, Ill., Arthur O. Lindsay, Pres., publisher Quincy Herald-Whig)	Metropolitan	St. Paul	WMIN Broadcasting Co.	Metropolitan
Rockford	Rockford Broadcasters, Inc. (WROK)	Metropolitan	MISSISSIPPI		
Rock Island	Rock Island Broadcasting Co. (WHBF)	Metropolitan	Jackson	Lamar Life Insurance Co. (WJDX)	Metropolitan, possibly rural
Waukegan	Keystone Printing Service, Inc.	Metropolitan	MISSOURI		
INDIANA					
Columbus	Syndicate Theatres, Inc. (Operator of motion picture theatres, Joseph P. Finerman, Pres.)	Metropolitan	Kansas City	The Kansas City Star Co. (WDAF)	Metropolitan
Connorsville	News-Examiner Co. (Publisher Connorsville News-Examiner, Mrs. Elizabeth Tatman, Pres.)	Metropolitan	Kansas City	WHB Broadcasting Co.	Metropolitan
Elkhart	Truth Publishing Co., Inc. (WTRC)	Metropolitan	St. Louis	Missouri Broadcasting Corp. (WIL)	Metropolitan
Kokomo	Kokomo Broadcasting Corp. (WKMO)	Metropolitan	St. Louis	The Pulitzer Publishing Co. (KSD)	Metropolitan
Lafayette	WFAM, Inc. (WASK)	Metropolitan	St. Louis	Star-Times Publishing Co. (KXOK)	Metropolitan
Shelbyville	Shelbyville Radio, Inc.	Metropolitan	St. Louis	Thomas Patrick, Inc. (KWIK)	Metropolitan
NEBRASKA					
NEVADA					
Lincoln	Cornbelt Broadcasting Corp. (KFOR)	Metropolitan	Las Vegas	Nevada Broadcasting Co. (KENO)	Community
Omaha	Inland Broadcasting Co. (KBON)	Metropolitan	Reno	Reno Newspapers, Inc. (Publisher Reno State Journal & Gazette, Merritt C. Speidel, Pres.)	Metropolitan
Omaha	World Publishing Co. (KOWH)	Metropolitan, possibly rural	NEVADA		

(Continued on page 214)



CLAIM STAKING

Hallicrafters and Very High Frequency

Based on the facts in the case, Hallicrafters can stake out a very strong claim to leadership in the very high frequency field. The facts include such things as the Model S-37, FM-AM receiver for very high frequency work. The Model S-37 operates from 130 to 210 Mc.—the highest frequency range of any general coverage commercial type receiver.

Hallicrafters further supports its claim to domination in the high frequency field with the Model S-36A, FM-A M-CW receiver. The 36A operates from 27.8 to 143 Mc., covers both old and new FM bands and is the only commercially built receiver covering this range.

Further developments in this direction can soon be revealed—adding further support to Hallicrafters claim to continued supremacy in the high frequency field.

HALLICRAFTERS NEW \$600,000 HOME NOW UNDER CONSTRUCTION.



hallicrafters RADIO



THE HALLICRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT • CHICAGO 16, U. S. A.

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EVERYTHING **NEW** FOR FM —

for NEW operating economy....



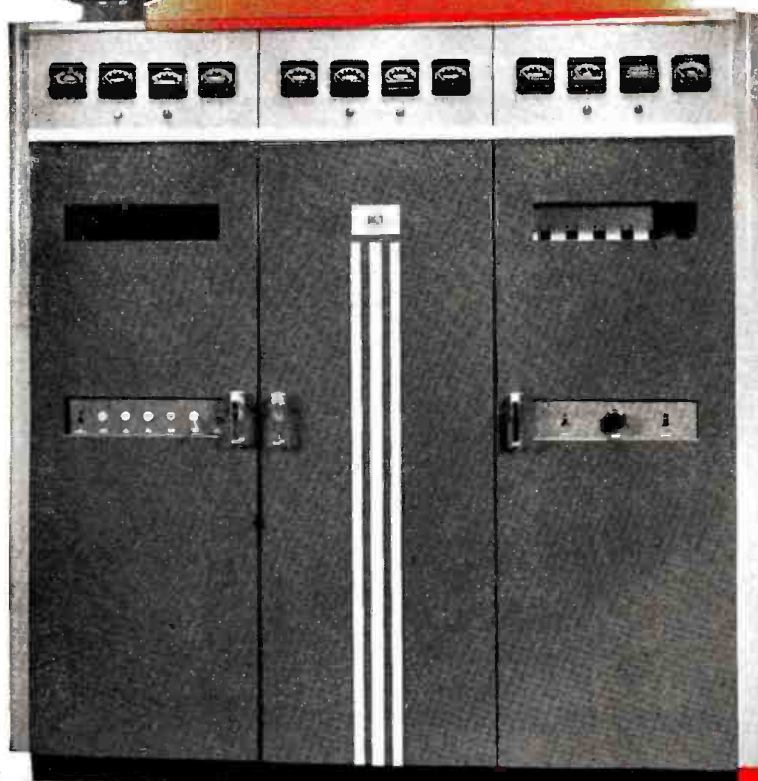
NEW RCA POLYDIRECTIONAL MICROPHONE

(Type 77D)—The polydirectional feature helps you obtain better balance, clarity, naturalness, and selectivity in studio pickups.

By means of a screw adjustment at the back of the microphone a variety of non-directional, uni-directional, and bi-directional characteristic patterns can be produced. Undesired

sound reflections can be quickly eliminated merely by switching to the proper pattern. A three-position, VOICE-MUSIC switch permits the selection of the best operating characteristic.

This lightweight, multi-purpose microphone is finished in two-tone umber grey.



NEW RCA TRANSMITTERS

RCA's line of FM transmitters (250 watt, 1, 3, 10, 25, and 50 kw) are completely new from exciter to power amplifiers—new circuits, new tubes, and a new type of construction.

The frames of all power sizes have been standardized thus assuring uniformity of dimensions, appearance, and easing installation problems. When increased power is desired, you merely add an amplifier. Appearance is equal to that of a single unit. Curved-end pieces add to the finished appearance.

A new, hollow base frame provides space for inter-unit wiring, and eliminates the need of wiring through units or conduits in the floor.

Air filters, flush-mounted centralized control panels, and concealed hinges are other features of the new RCA construction—standardized to assure you a better product at lower cost.

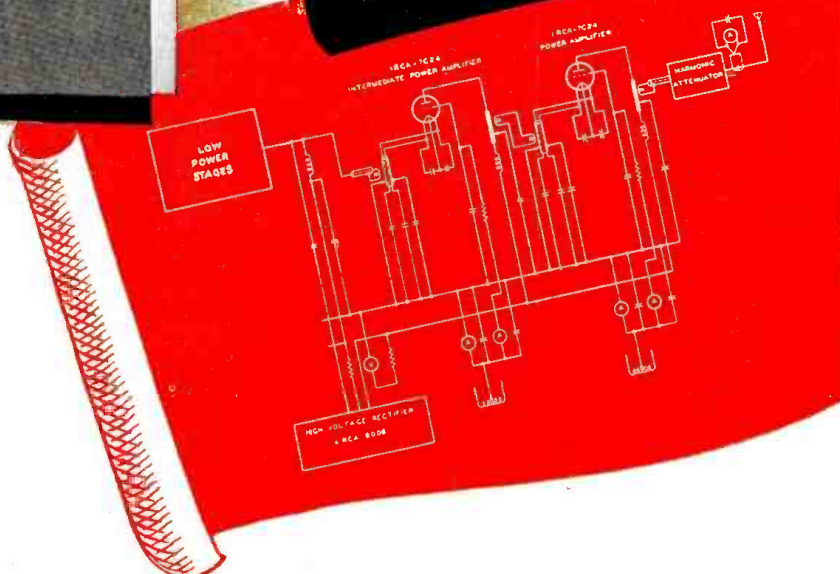
NEW CIRCUITS

The new RCA Grounded-Grid amplifier circuits are at once simpler and more stable than any heretofore employed. As the name indicates, the grid of the tube is at r-f ground potential (instead of the filament as in conventional transmitters). The drive is applied between cathode and ground, either element being at the necessary d-c bias potential.

Special tubes have been developed for these circuits. Neutralization is either unnecessary, depending on frequency, or, if necessary, very easily achieved.

Other advantages: easier tuning, fewer tube types to stock, smaller, less-expensive tubes, lower operating costs, less distortion, and better program quality.

RCA's new "Direct FM" circuit for the exciter is something entirely different, too.



—from MICROPHONE to ANTENNA

NEW convenience, and NEW performance

THE NEW RCA equipment shown here is merely indicative of the advances that have been made by RCA in FM broadcast equipment. Similar improvements have been made on every item that goes into a completed broadcast station, including test and measuring equipment, monitoring assemblies, turntables, and recorders.

The resumption of broadcast-equipment construction, after wartime restrictions, offered us a unique opportunity to design an entirely new line—integrated in every detail. The various units incor-

porate all the latest FM improvements that have grown out of RCA's advanced war work on communications equipment for the armed forces.

If you are planning to build a new FM station, we believe that "RCA all the way" will help you to make it a *better* station. You will be assured of the same efficiency, convenience, operating economy, and performance that have made RCA's AM equipment the undisputed first choice of broadcast stations for the past decade. Radio Corporation of America, Camden, N. J.



NEW RCA CONSOLETTA

(Type 76-B2)—Provides a complete high-fidelity audio system for FM, AM, and television at a price even the smallest station can afford.

Compact (39 by 17 by 10½ inches), it includes all the amplifying control and monitoring equipment needed to handle two studios, an announcement and a control-room microphone, two turntables, and six remote lines.

It enables simultaneous auditioning and broadcasting from any combination of the studios, turntables, or remote lines. The talk-back system is independent of program channel—no feed-back. Emergency amplifier and power supply circuits help prevent time off the air.

Differs from two previous RCA models now giving satisfactory service in more than 300 stations primarily in its frequency response—now extended to 15,000 cycles.



NEW RCA SUPER TURNSTILE ANTENNA

The advantages of this antenna make up an impressive list. A few include: high-gain, permits the use of a lower transmitter power for a given coverage, full performance at any frequency from 88 to 108 mc, handles up to 20 kw, easy to install, wide band, pretuned at factory, no field adjustments whatever, a standardized low-cost "packaged" item—comes complete, de-icer units easily added, fewer end seals, entire structure can be grounded.

In addition, it has the usual advantages of any turnstile antenna: an inherently circular field pattern, low wind resistance, and simple, inexpensive, single-pole mounting.

The antenna, because of its relatively high gain and extended band width, is also ideal for television. Naturally, since it is of the turnstile type, both sound and picture transmitters can be fed into the same antenna.



FM BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION, CAMDEN, N. J.

Conditional Grants For New FM Broadcasting Stations

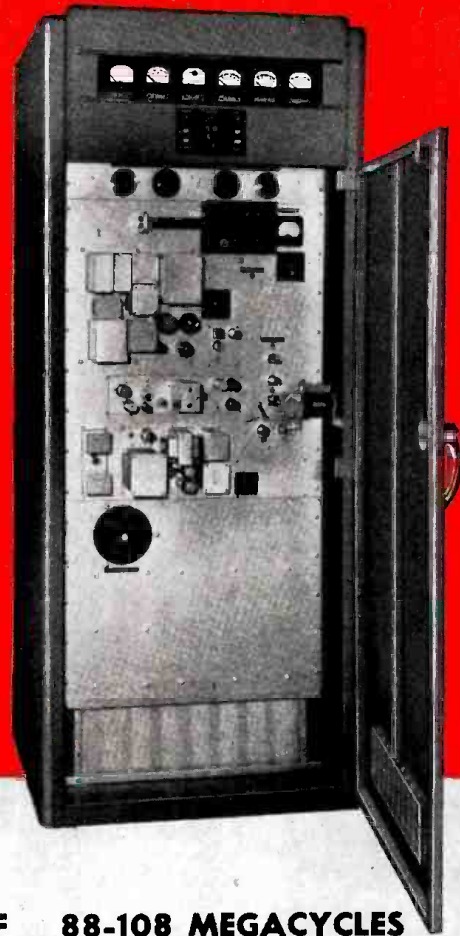
(Authorized by FCC Subject to Later Technical Examination and Assignment)

(Continued from Page 210)

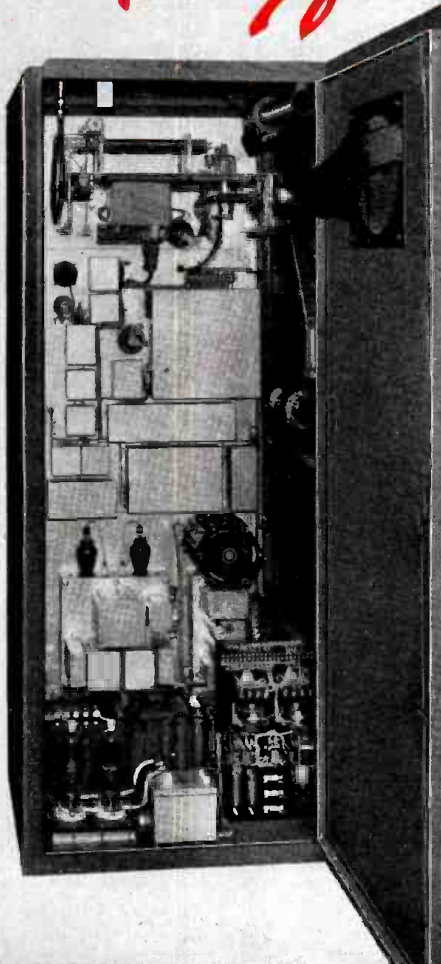
City	Grantee	Type of FM Station	City	Grantee	Type of FM Station
NEW HAMPSHIRE			PENNSYLVANIA		
Claremont	Claremont Eagle, Inc. (Publisher Lincoln O'Brien, Pres.)	Metropolitan	Allentown	Lehigh Valley Broadcasting Co. (WSAN)	Metropolitan
Manchester	Harry M. Bitner (WFEA)	Metropolitan	Altoona	The Gable Broadcasting Co. (WFBG)	Metropolitan
Portsmouth	WHEB, Inc.	Metropolitan	Bethlehem	The Bethlehems' Globe Publishing Co. (Publisher of Bethlehem Globe Times, D. H. Brillhart, Pres.)	Metropolitan
NEW JERSEY			Bradford	Bradford Publications, Inc. (Publisher Bradford Era and Star and Record, Lester R. Edwards, Pres.)	Metropolitan
Atlantic City	Neptune Broadcasting Corp. (WFPG)	Metropolitan	Erie	Presque Isle Broadcasting Co. (WERC)	Metropolitan
Atlantic City	Press-Union Publishing Co. (WBAB)	Metropolitan	Harrisburg	The Patriot Company (Publisher Harrisburg Patriot & News, Vance C. McCormick, Pres.)	Metropolitan
NEW YORK			Harrisburg	WHP, Inc.	Metropolitan
Buffalo	WBEN, Inc. (WBEN)	Metropolitan, possibly rural	Johnstown	WJAC, Inc.	Metropolitan
Buffalo	WEBR, Inc. (WEBR)	Metropolitan	Lancaster	Peoples Broadcasting Co. (F. H. Alexander, Pres. & princ. stockholder—part owner of Electronic Laboratory)	Metropolitan
Corning	W. A. Underhill and E. S. Underhill, Jr., d/b as The Evening Leader	Metropolitan	Lancaster	WGAL, Inc.	Metropolitan
Dunkirk	Dunkirk Printing Company	Community	Meadville	H. C. Winslow (Physician and surgeon)	Metropolitan
Hornell	The W. H. Greenhow Co.	Metropolitan, possibly rural	Reading	Hawley Broadcasting Co. (Owners and officers publish Reading Eagle & Times, Hawley Quier, Pres.)	Metropolitan
Ithaca	Cornell University (WHCU)	Metropolitan, possibly rural	Scranton	Scranton Broadcasters, Inc. (WGBI)	Metropolitan
Jamestown	James Broadcasting Co. Inc. (WJTN)	Metropolitan	Sunbury	Sunbury Broadcasting Corp. (WGBK)	Metropolitan
Ogdensburg	St. Lawrence Broadcasting Corp. (WSLB)	Metropolitan, possibly rural	Uniontown	Fayette Broadcasting Corp. (WMBS)	Metropolitan
Oswego	Palladium-Times, Inc.	Metropolitan	Wilkes-Barre	Louis G. Baltimore (WBRE)	Metropolitan
Syracuse	Syracuse Broadcasting Corp. (WOLF)	Metropolitan	Williamsport	WRAK, Inc.	Metropolitan
Syracuse	WAGE, Inc. (WAGE)	Metropolitan	York	Susquehanna Broadcasting Co. (WSBA)	Metropolitan
Syracuse	Central New York Broadcasting Corp. (WSYR)	Metropolitan	York	White Rose Broadcasting Co.	Metropolitan
Syracuse	Ontario Radio Broadcasting Corp. (WFBL)	Metropolitan	SOUTH CAROLINA		
Troy	The Troy Record Co. (Publisher Troy Record & Times Record, David B. Plum, Pres.)	Metropolitan	Anderson	Wilton E. Hall (WAIM)	Metropolitan, possibly rural
Watertown	The Brockway Co. (WVNY)	Metropolitan	Charleston	Atlantic Coast Broadcasting Co. (WTMA)	Metropolitan
NORTH CAROLINA			Columbia	Surety Life Ins. Co. (WIS)	Metropolitan
Burlington	Alamance Broadcasting Co. Inc. (WBBB)	Metropolitan	Greenville	The Greenville News-Piedmont Co. (WFBC)	Metropolitan
Durham	Durham Radio Corp. (WDNC)	Metropolitan	Greenville	Textile Broadcasting Co. (WMRC)	Metropolitan
Greensboro	Greensboro News Co. (Publisher Greensboro News & Record, E. B. Jeffers, Pres.)	Metropolitan	Greenswood	Greenwood, Inc. (WGRS)	Metropolitan
Hickory	Catawba Valley Broadcasting Co. Inc. (WHKY)	Metropolitan, possibly rural	Spartanburg	Spartanburg Advertising Co. (WSPA)	Metropolitan, possibly rural
High Point	High Point Enterprise, Inc.	Metropolitan	TENNESSEE		
High Point	James E. Lambeth, et al, d/b as Radio Station WMFR	Metropolitan	Chattanooga	WDDO Broadcasting Corp.	Metropolitan
Raleigh	WPTF Radio Co.	Metropolitan, possibly rural	Clarksville	William Kleeman (WJZM)	Metropolitan
Roanoke Rapids	Telecast, Inc. (Operator of Motion Picture Theatre, F. C. Williams, Pres.)	Metropolitan	Clarksville	Leaf Chronicle Co. (Publisher Clarksville Leaf-Chronicle, M. S. Foster, Pres.)	Metropolitan
Roanoke Rapids	WCBT, Inc. (WCBT)	Metropolitan	Jackson	The Sun Publishing Co. Inc. (WTJS)	Metropolitan
Rocky Mount	Josh L. Horne (Publisher Rocky Mount Telegram)	Metropolitan	Knoxville	S. E. Adcock (WROL)	Metropolitan
Rocky Mount	William Avera Wynne (WEED)	Metropolitan	Knoxville	Knoxville Publishing Co. (Publisher Knoxville Journal, Roy N. Lotspeich, Pres.)	Metropolitan
Salisbury	Piedmont Broadcasting Corp. (WSTP)	Metropolitan	Memphis	Herbert Herf (Ford automobile dealer)	Metropolitan
Washington	Tar Heel Broadcasting System, Inc. (WRRF)	Metropolitan	Nashville	Jack M. Draughon & Louis R. Draughon d/b as WSIX Broadcasting Station	Metropolitan
Wilmington	Richard Austin Duncas (WMPD)	Metropolitan	TEXAS		
Wilmington	R. E. Page and R. B. Page, Jr. d/b as Wilmington Star-News Co. (Publisher Wilmington Star-News)	Metropolitan	Beaumont	KRIC, Inc.	Metropolitan
Winston-Salem	WAIR Broadcasting Co.	Metropolitan	Brownsville	Brownsville Herald Pub. Co. (Publisher Brownsville Herald, L. E. Owens, Pres.)	Community
OHIO			Galveston	The KLUF Broadcasting Co. Inc.	Metropolitan
Alliance	Review Publishing Co. (Publisher Alliance Review, Alice C. Hollis, Pres.)	Metropolitan	Harrison	Harbento Broadcasting Co. Inc. (KGBS)	Metropolitan
Ashland	Robert M. Deer and Edgar Koehi (Publisher Ashland Times-Gazette, also interest in Galion, Ohio, Inquirer)	Metropolitan, possibly rural	Houston	Houston Printing Corp. (KPRC)	Metropolitan
Athens	The Messenger Publishing Co. (Publisher Athens Messenger, Mrs. Georgia Bush, Pres.)	Metropolitan	Houston	KTRH Broadcasting Co. (KTRH)	Metropolitan
Cincinnati	The Cincinnati Times Star Co. (WKBC)	Metropolitan, possibly rural	San Antonio	The Walmac Co. (KMAC)	Metropolitan
Cincinnati	The Crosley Corp. (WLW)	Metropolitan	Temple	Bell Broadcasting Co. Inc. (KTEM)	Community
Cincinnati	L. B. Wilson, Inc. (WCKY)	Metropolitan	Texarkana	KCMC, Inc.	Metropolitan
Cincinnati	Buckeye Broadcasting Co. (WJJD)	Metropolitan	Wichita Falls	Times Publishing Co. of Wichita Falls (WACO)	Metropolitan
Cincinnati	Scripps-Howard Radio, Inc. (WNOX)	Metropolitan	UTAH		
Dover	The Tuscora Broadcasting Co.	Community	Salt Lake City	Intermountain Broadcasting Corp. (KDYL)	Metropolitan
Fostoria	Laurence W. Harry (Attorney—now in U. S. Navy)	Community	VIRGINIA		
Fremont	Robert F. Wolfe Company	Community	Norfolk	WTAR Radio Corp.	Metropolitan
Hamilton	The Fort Hamilton Broadcasting Co. (WMOH)	Community	Portsmouth	Portsmouth Radio Corp. (WSAP)	Metropolitan
Marion	The Marlon Broadcasting Co. (WMRN)	Metropolitan, possibly rural	Richmond	Havens & Martin, Inc. (WMBG)	Metropolitan
Newark	The Advocate Printing Co. (Publisher Newark Advocate & American Tribune, F. W. Spencer, Pres.)	Metropolitan	WASHINGTON		
Toledo	Unity Corp., Inc. (Edward Lanb, Pres. & Stephen Mack, Secty.—Attorneys)	Metropolitan	Seattle	Evergreen Broadcasting Corp. (KTYW)	Metropolitan
Warren	Nied and Stevens (WRRN)	Community	Seattle	Fisher's Blend Station, Inc. (KOMO)	Metropolitan, possibly rural
Wooster	The Wooster Republican Printing Co.	Metropolitan, possibly rural	Seattle	Queen City Broadcasting Co. Inc. (KIRO)	Metropolitan, possibly rural
Youngstown	WFMJ Broadcasting Co.	Metropolitan	Seattle	Radio Sales Corp. (KRSC)	Metropolitan
Youngstown	WKBN Broadcasting Corp.	Metropolitan, possibly rural	WEST VIRGINIA		
OKLAHOMA			Beckley	Joe L. Smith, Jr. (WJLS)	Metropolitan, possibly rural
Ardmore	John F. Easley (KVSO)	Metropolitan	Beckley	Beckley Newspapers Corp. (Publisher Beckley Post-Herald and Raleigh Register, Chas. Hodel, Pres.)	Metropolitan
Lawton	Okla. Quality Broadcasting Co. (KSWO)	Metropolitan	Bluefield	Daily Telegraph Printing Co. (WHIS)	Metropolitan, possibly rural
Muskogee	Muskogee Broadcasting Co. (W. J. Rea, Sr. & Adele G. Rea, Pres. & Treas.—merchandise brokers; interest in KOMA)	Metropolitan	Huntington	Huntington Broadcasting Corp. (W. J. Newton, Secty.—Treas. (50% owner of Motor Freight Corp., real estate & first mortgage business and part owner Airlines Transport, Norfolk)	Metropolitan
Oklahoma City	KOMA, Inc.	Metropolitan, possibly rural	Morgantown	W. Va. Radio Corp. (WAJR)	Community
Oklahoma City	Plaza Court Broadcasting Co. (KOCY)	Metropolitan, possibly rural	WISCONSIN		
Oklahoma City	WKY Radiophone Co. (WKY)	Metropolitan, possibly rural	Green Bay	Green Bay Newspaper Co. (Publisher Green Bay Press Gazette, Victor I. Minahan, Pres.)	Metropolitan
Oklahoma City	O. L. Taylor (KTOK)	Metropolitan	LaCrosse	WKBH, Inc.	Metropolitan, possibly rural
Shawnee	KGFF Broadcasting Co. (KGFF)	Metropolitan	Madison	Badger Broadcasting Co. (WIBA)	Metropolitan, possibly rural
Tulsa	Fred Jones Broadcasting Co. (Owner Ford Automobile agency)	Metropolitan	Milwaukee	Glenn D. Roberts, et al, d/b as Milwaukee Broadcasting Co. (WEMP)	Metropolitan
OREGON			Racine	Racine Broadcasting Corp. (WRJN)	Metropolitan
Medford	Mrs. W. J. Virgin (KMED)	Metropolitan	Sheboygan	Press Publishing Co. (WHBL)	Metropolitan
Portland	KOIN, Inc.	Metropolitan	Wausau	Record Herald Company (Publisher Wausau Record—Herald, J. C. Sturtevant, Pres.)	Metropolitan
Portland	KXL Broadcasters (KXL)	Metropolitan, possibly rural	WYOMING		
Portland	Oregonian Publishing Co. (KGW)	Metropolitan	Cheyenne	Frontier Broadcasting Co. (KFBC)	Metropolitan
Portland	Pacific Radio Advertising Service, a partnership composed of John C. Egan and Wilbur J. Jerman (Owners and officers of KWJ)	Metropolitan			
Portland	Stanley M. Goard, et al, d/b as Broadcasters Oregon, Ltd. (Stanley M. Goard—radio technician)	Metropolitan			

See!

The New **TEMCO** High Fidelity **FM BROADCAST TRANSMITTER**



*Ready for delivery**



MODEL 250 BCF 88-108 MEGACYCLES

TEMCO proudly presents this outstanding achievement in FM engineering—the result of 10 years of pioneering in custom-built, superlative communication equipment.

HIGHLIGHTS OF THE TEMCO 250 BCF

- Normal rated output power 250 watts. Maximum rated output power 375 watts.
- Continuous monitoring of the carrier frequency by a center frequency deviation meter calibrated directly in cycles.
- An exciter unit—heart of the transmitter—characterized by tuning simplicity accomplished by employing only 4 stages to raise the primary oscillator frequency to the carrier frequency.
- A new circuit of technically advanced concept which maintains a high degree of center frequency stabilization without introduction of distortion.
- Peak efficiency and great dependability are obtained by the use of new miniature V-H-F tubes in the exciter.
- Improved design in the IPA and PA stages eliminating tank radiation, feedback, radio frequency and high voltage potentials from the tank circuits and transmitter frame.

*A limited quantity of the TEMCO Model 250 BCF will be available for January delivery. Orders will be filled in rotation as received. ACT NOW. Place your order of once.

NOW ON DISPLAY FOR YOUR INSPECTION.
Phone or wire for an appointment.

TEMCO

**RADIO COMMUNICATION EQUIPMENT
TRANSMITTER EQUIPMENT MFG. CO., INC.**

345 Hudson Street, New York 14, N. Y.

Directory of U. S. Commercial Television Stations

(Authorized by the FCC as of January 15, 1946)

†KTSL Hollywood. Construction permit issued to Don Lee Broadcasting System (KHJ), 3800 Mt. Lee Drive. Telephone: Hollywood 8255. 50-56 mc. (channel undesignated for March 1), visual power 4 kw. Coverage 620 sq. mi. within 5 mi. contour, 2550 sq. mi. within 0.5 mi. contour. Metropolitan station. Equipment: RCA and Don Lee. *Personnel*: Thomas S. Lee, president; Lewis Allen Weiss, general manager; Harry R. Lubcke, director of television; Jack Stewart, program director; Harold W. Jury, chief television engineer; Marjorie Campbell, film editor; Grace Neville, assistant program director; Ted Driscoll, set designer.

WBKB Chicago. (Established 1943). Licensed to Balaban & Katz Corp. (subsidiary of Paramount Pictures Corp.), 190 N. State St. Telephone: Franklin 5025. 66-72 mc. (channel 4 March 1*), aural power 2 kw., visual power (peak) 4 kw. Operates seven hours weekly. Live talent only. Coverage 982 miles within 0.5 mi. contour. Metropolitan station. Equipment: Allen B. DuMont. *Personnel*: William C. Eddy, director; Elmer C. Upton, general manager; A. H. Brolly, chief engineer; Beulah Zachary, production director; Herbert T. Lyon, publicity director. 1945 Advertisers: Commonwealth Edison; Marshall Field & Co.; Admiral Radio Corp.; Elgin Watch Co., *agency*: J. Walter Thompson Co.

†WTZR Chicago. Construction permit issued to Zenith Radio Corp., 6001 Dickens Ave. Telephone: Berkshire 7511. 50-56 mc. (channel undesignated for March 1*), aural power 2 kw., visual power (peak) 2 kw. Equipment: Zenith. *Personnel*: E. F. McDonald, president and general manager; E. F. Classen, Jr., program director; G. E. Gustafson, vice-president in charge of engineering; J. E. Brown, assistant vice-president and chief engineer in charge of television.

WABD New York. (Established June 28, 1942). Allen B. DuMont Laboratories Inc. (Paramount Pictures Corp. associated company), 515 Madison Ave. Telephone: Plaza 3-9800. 78-84 mc. (channel 5 March 1*), aural power 1 kw., visual power 4 kw. Metropolitan station. *Personnel*: Allen B. DuMont, president; Samuel H. Cuff, general manager; Salvatore R. Patremio, chief engineer; Robert T. Jamieson, assistant general manager; Louis A. Sposa, program service manager. 1945 Advertisers: Adam Hats, *agency*: Buchanan & Co.; Airomagic Shoe Co., *agency*: Norman D. Waters & Assoc.; Alden's Chicago Mail Order House, *agency*: Buchanan & Co.; Alexander Smith Carpet Co., *agency*: Anderson, Davis & Platte; Alfred Dunhill, Ltd., *agency*: Charles Storm; American Broadcasting Co. (four shows: two institutional, one for John David Menswear, one for Tangee Cosmetics); American Institute of Farm & Home Products; American Central Mfg. Co., *agency*: Bruno, N. Y.; American Television Society; Ben Pulitzer Fashions, *agency*: LSG Productions; Boots Aircraft Nut Mfg. Co., *agency*: Cecil & Presbrey; Botany Woolen Mills; Canada Dry Bottling Co.; Carter's Personal Products, *agency*: Small & Seifer; Casual Clothes, *agency*: Charles M. Storm; Charles Dana Gowns, *agency*: Glorianne Lehr; Cincinnati Fashion Frocks, *agency*: Keeler & Dietz; Coty's, *agency*: Glorianne Lehr; Cluett, Peabody & Co., *agency*: Young & Rubicam; Diana Corset Co., *agency*: Lester Harrison; Duff-Gordon, *agency*: DuMont; Du Barry Success School, *agency*: Kenyon & Eckhardt; Dur-Ez Plastics, *agency*: Television Workshop; Ezzo, *agency*: Marschalk & Pratt; Esther Dorothy Furs, *agency*: Glorianne Lehr; Esquire, Inc., *agency*: Charles Storm; General Foods, *agency*: Benton & Bowles; Gertz Department Store, *agency*: Television Workshop; Gimbel Brothers, *agency*: Television Workshop; Gotham Gold Stripe Hosiery, *agency*: Norman D. Waters; Hearst Magazines, Inc., *agency*: Abbott-Kimball Inc.; Hillman Publications, *agency*: Chas. M. Storm; Hunt Club Dog Food, *agency*: Baldwin and Strachan; I. J. Fox Co., *agency*: Glorianne Lehr; International Shoe Co., *agency*: Westheimer & Co.; R. H. Macy Co., *agency*: RKO Television Corp.; Rival Dog Food, *agency*: Al Paul Lefton Co.; Sanforized Fabrics, *agency*: Young & Rubicam; Schutter Candy Co., *agency*: Westheimer & Co.; Kaplan, Siesel & Bruck; Socony-Vacuum, *agency*: Compton Adv.; Stardust Garment Co., *agency*: Norman D. Waters; Street & Smith Inc.; Swift & Co., *agency*: American Broadcasting; Triangle Publications, *agency*: Charles Storm; U. S. Rubber Co., *agency*: Campbell-Ewald; U. S. Treasury (6th War Loan Drive), *agency*: Ruthrauff & Ryan; Winthrop Shoe Co., *agency*: Westheimer & Co.; WNEW (Direct); WOR (Direct); John Fredericks, *agency*: Glorianne Lehr; Knox Hat Co., *agency*: Newell-Emmett Co.; Lanz, Fifth Avenue, *agency*: Glorianne Lehr; Lever Bros. (Rinso, Spry, Lifebuoy), *agency*: Ruthrauff & Ryan; Liggett & Meyers, *agency*: Newell-Emmett Co.; Lily Dache, *agency*: Glori-

† Construction permit.

anne Lehr; Loft Candy Co., *agency*: Al Paul Lefton; Miles Laboratories, *agency*: Wade Agency; Nash-Kelvinator, *agency*: Geyer, Cornell & Newell; National Peanut Council, *agency*: J. Walter Thompson; Pal Blade Co., *agency*: Al Paul Lefton; Park and Tilford, *agency*: Charles M. Storm; Press-On-Mending Tape Co., *agency*: Reiss Agency; Proctor Electric Co., *agency*: Newell-Emmett Co.; Colgate-Palmolive-Peet, *agency*: Wm. Esty.

WCBW New York (Established July 1, 1941). Licensed to Columbia Broadcasting System, 15 Vanderbilt Ave. Telephone: Murray Hill 6-6340. 60-66 mc. (channel 2 March 1*). CBS Network. Operates 4½ hours per week; live programs 3½ hours, balance film. *Personnel*: Lawrence W. Lowman, vice-president in charge of television; Worthington Miner, manager; Dr. Peter C. Goldmark, director of engineering research and development; Ben Feiner Jr., assistant program manager; George Moskovics, commercial manager; Henry Grossman, director of technical operations; Dr. Donald Horton, manager, CBS television audience research institute; Merritt Coleman, in charge of operations; Charles Holden, production manager; Leo Hurwitz, director of special events and news; James Kane, manager, television press information. 1945 Advertisers: Lever Brothers (Rinso, Lifebuoy and Spry), *agency*: Ruthrauff & Ryan; Bulova Watch Co., *agency*: Biow Co.

WNBT New York (Established July 1, 1941). Licensed to National Broadcasting Co. Inc., 30 Rockefeller Plaza. Telephone: Circle 7-8300. 50-56 mc. (channel 4 March 1*), aural power 2.2 kw., visual power (peak), 5.2 kw. *NBC officials on television*: John F. Royal, vice-president in charge of television; O. B. Hanson, vice-president and chief engineer.

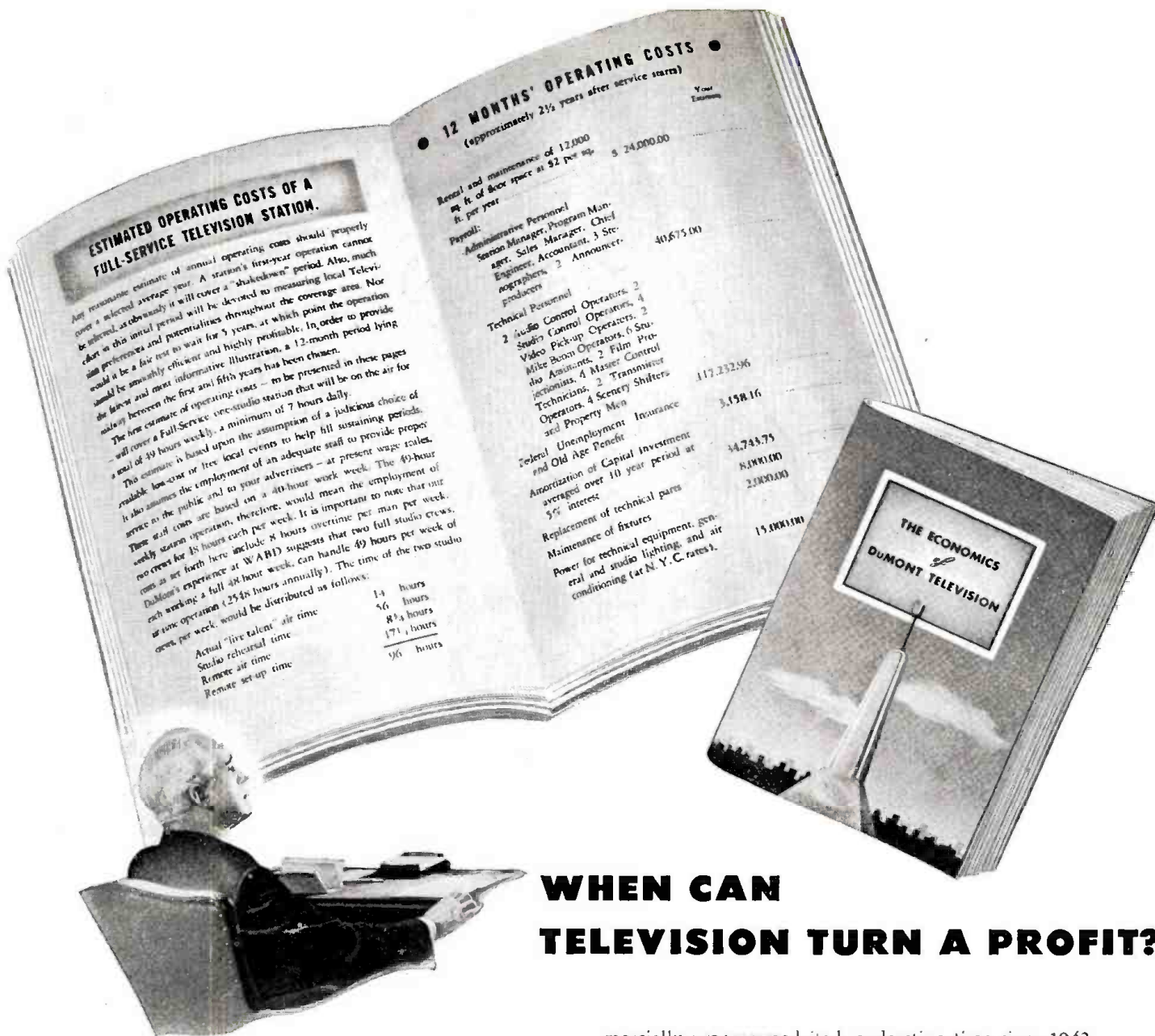
WRGB Schenectady. (Established Nov. 10, 1939). Licensed to General Electric Co. (WGY), 60 Washington St. Telephone: 4-2211. 66-72 mc. (channel 4 March 1*), aural power 20 kw., visual power (peak), 40 kw. Operates nine hours per week; three hours live programs, six hours other types that include motion pictures and relays from WNBT New York. Equipment: GE. *Personnel*: R. S. Peare, vice president in charge of broadcasting; B. J. Rowan, assistant to vice president in charge of broadcasting; G. E. Markham, station manager; W. J. Purcell, chief engineer. 1945 Advertisers: General Electric Co.; Gimbel Bros.; Smith Carpet Co., *agency*: Anderson, Davis & Platte; Can Mfgs. Institute; Cond Nast Vogue; J. A. Meyers; Dupont, *agency*: BBD&O; Famous Features Syndicate.

WPTZ Philadelphia. (Established September, 1941). Licensed to Philco Radio & Television Corp., Tioga & C Sts. Telephone: Nebraska 5100. 66-72 mc. (channel 3 March 1*), aural power 3 kw., visual power (peak) 3 kw. Coverage 14 mi. radius within 5 mi. contour, 30 mi. radius with 0.5 mi. contour. Metropolitan station. Equipment: Philco. *Personnel*: John Ballantyne, chief executive; Ernest B. Loveman, general manager; Rolland V. Tooke, commercial manager; Paul Knight, program director; F. J. Bingley, chief engineer; C. W. Thoman, director of special events; W. W. Merkle, operations manager. 1945 Advertisers: Atlantic Refining Co., *agency*: N. W. Ayer & Son Inc.

†WMJT Milwaukee. Construction permit issued to The Journal Co. (WTMJ), 333 W. State St. Telephone: Marquette 6000. 66-72 mc. (Channel undesignated for March 1), aural power 2 kw., visual power (peak) 4 kw. *Personnel*: Walter J. Damm, vice-president and general manager; L. W. Herzog, assistant general manager; Phillip Laeser, chief engineer.

* Channels Allocated to Television Broadcasting Stations Effective March 1, 1946

Channel No.	Channel No.	Channel No.
1 44-50 mc.	5 76-82 mc.	10 192-198 mc.
2 54-60 mc.	6 82-88 mc.	11 198-204 mc.
3 60-66 mc.	7 174-180 mc.	12 204-210 mc.
4 66-72 mc.	8 180-186 mc.	13 210-216 mc.
	9 186-192 mc.	



12 MONTHS' OPERATING COSTS
 (approximately 2½ years after service starts)

Rental and maintenance of 12,000 sq. ft. of floor space at \$2 per sq. ft. per year	\$ 24,000.00
Payroll:	
Administrative Personnel: Station Manager, Program Manager, Sales Manager, Chief Engineer, Accountant, 3 stenographers, 2 Announcers	40,675.00
Technical Personnel:	
2 Audio Control Operators, 2 Studio Control Operators, 4 Video Pick-up Operators, 2 Mike Boom Operators, 6 Studio Assistants, 2 Film Projectionists, 4 Master Control Technicians, 2 Transmitter Operators, 4 Scenery Shifters and Property Men	117,232.96
General Unemployment Insurance and Old Age Benefit	3,158.16
Amortization of Capital Investment averaged over 10 year period at 5% interest	34,743.75
Replacement of technical parts	8,000.00
Maintenance of fixtures	2,000.00
Power for technical equipment, general and studio lighting, and air conditioning (at N. Y. C. rates)	15,000.00

ESTIMATED OPERATING COSTS OF A FULL-SERVICE TELEVISION STATION.

Any reasonable estimate of annual operating costs should properly cover a selected average year. A station's first-year operation cannot be selected, obviously it will cover a "shakedown" period. Also, much of the initial period will be devoted to measuring local television preferences and potentialities throughout the coverage area. Nor would it be a fair test to wait for 3 years, at which point the operation should be smoothly efficient and highly profitable. In order to provide the latest and most informative illustration, a 12-month period lying midway between the first and fifth years has been chosen.

The new estimate of operating costs - to be presented in these pages - will cover a Full-Service, one-studio station that will be on the air for a total of 49 hours weekly, a minimum of 7 hours daily.

The estimate is based upon the assumption of a judicious choice of available low-cost or free local events to help fill sustaining periods. It also assumes the employment of an adequate staff to provide proper service to the public and to your advertisers - at present wage scales. These staff costs are based on a 40-hour work week. The 49-hour weekly station operation, therefore, would mean the employment of two crews for 48 hours each per week. It is important to note that our costs as set forth here include 8 hours overtime per man per week. Davidson's experience at WABD suggests that two full studio crews, each working a full 48-hour week, can handle 49 hours per week of air time operation (2548 hours annually). The time of the two studio crews per week, would be distributed as follows:

Actual "live talent" air time	14 hours
Studio rehearsal time	56 hours
Remote air time	8½ hours
Remote set-up time	171½ hours
	96 hours

WHEN CAN TELEVISION TURN A PROFIT?

Facts, figures and "television know-how" are needed when considering this important question. Du Mont is qualified to help you find the answer. Du Mont has marched in the forefront of radio and electronic progress for the past 15 years. Du Mont has contributed importantly to television broadcasting and receiving equipment design. Du Mont has built more television stations than any other company. Du Mont has operated its Station WABD and com-

mercially programmed its broadcasting time since 1942. From this deep reservoir of television experience, Du Mont has drawn a pattern which you can use to plan your television future. This pattern is presented in detail in our new booklet, "The Economics of Du Mont Television." This booklet sharpens but one axe—the tested superiority of Du Mont station equipment. This is another Du Mont contribution to the development of a great new medium. Please request it on your firm letterhead.

Copyright 1946, Allen B. Du Mont Laboratories, Inc.



ALLEN B. DU MONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 72 MAIN AVENUE, PASSAIC, N. J. TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, NEW YORK

CHAMBERS AND GARRISON

CONSULTING RADIO ENGINEERS

1519 CONNECTICUT AVE., N. W., WASHINGTON 6, D. C.

Phone - Columbia 8544

Allocation Engineering	Engineering Service and
Antenna Design and Adjustment	Representation on Broadcasting
Field Intensity Measurements	AM, FM, Television

Television Broadcasters Assn. Inc.

500 Fifth Ave., New York 18. Telephone: Lackawanna 4-4788.

Officers

J. R. Poppele, *President*
F. J. Bingley, *Vice-President*
Will Baltin, *Secretary-Treasurer*

Directors

O. B. Hanson
Dr. Allen B. DuMont
Lewis Allen Weiss
G. Emerson Markham
Paul Raibourn
Curtis W. Mason
E. A. Hayes
J. R. Poppele
F. J. Bingley

Membership

ACTIVE

General Electric Co.
Philco Radio and Television Corp.
National Broadcasting Co.
Farnsworth Television & Radio Corp.
RCA Victor Div. Radio Corp. of America
Allen B. DuMont Laboratories, Inc.
Bamberger Broadcasting Service
Earle C. Anthony, Inc.
Crosley Corp.
Don Lee Broadcasting System
Hughes Productions
The Journal Company, Milwaukee
WGN Inc.
Television Productions Inc.

Balaban & Katz Corp.
Raytheon Manufacturing Co.
Bremer Broadcasting Corp.
Yankee Network, Inc.

AFFILIATE

Emerson Radio & Phonograph Corp.
RKO Television Corp.
Buchanan & Company Inc.
Cecil B. DeMille Productions
Capitol Radio Engineering Inst.
Midland Broadcasting Co.
William Morris Agency
North American Philips Co. Inc.
General Electric Co.
E. I. du Pont de Nemours & Co.
Theatre Guild
Westinghouse Electric Corp.
Western Electric Co.
American Television Labs. Inc.
Federal Telephone & Radio Corp.
The Rauland Corp.
Pan American Television Corp.
Bryan Davis Publishing Co.
Eastman Kodak Co.
Research Council
Academy of Motion Picture
Arts and Sciences

EDUCATIONAL

Yale University Dept. of Drama
New School of Social Research
Rutgers University
Syracuse University
Western Reserve University

Experimental Television Stations in U. S.

(See page 216 for Commercial Television Log)

EXPERIMENTAL

Licensee and Location	Call Letters	Channel after March 1	Power in Watts	
			Visual	Aural
Balaban & Katz Corp., Chicago, Ill.	W9XBK	4	4,000	2,000
Balaban & Katz Corp., Chicago, Ill.	W9XPR	10
Columbia Broadcasting System, Inc. New York, N. Y.	†W2XCS	1,000	1,000
The Crosley Corp., Cincinnati, Ohio	†W8XCT	4	1,000	1,000
Allen B. DuMont Laboratories, Inc., Passaic, N. J.	W2XVT	5	50	50
Allen B. DuMont Laboratories, Inc., New York, N. Y.	W2XWV	5	4,000	1,000
Allen B. DuMont Laboratories, Inc., Washington, D. C.	W3XWT	To be assigned	4,000	2,000
Farnsworth Television & Radio Corp., Ft. Wayne, Ind.	†W9XFT	To be assigned	4,000	6,000
Intermountain Broadcasting Corp., Salt Lake City, Utah	†W6XIS	To be assigned	400	200
Don Lee Broadcasting System, Los Angeles, Cal.	W6XAO	2	1,000	150
P. R. Mallory & Co., Inc., Indianapolis, Ind.	†W9XMT	To be assigned	600	100
Metropolitan Television, Inc., New York, N. Y.	W2XMT	50	50
North Jersey Broadcasting Co., Inc.	†W2XNJ	To be assigned	1,000	1,000
Philco Radio & Television Corp., Arlington Co., Va.	W3XAF	To be assigned	3,000	3,000
Philco Radio & Television Corp., Philadelphia, Pa.	W3XE	3	10,000	11,000
Philco Radio & Television Corp., Springfield Twp., Pa.	W3XF	To be assigned	1,000	1,000
Purdue University, West Lafayette, Ind.	†W9XG	750	750
Radio Corporation of America, Camden, N. J.	W3XEP	6	30,000	30,000
Raytheon Manufacturing Co., Chicago, Ill.	†W9XRM	To be assigned	5,000	5,000
Sherron Metallic Corp., Brooklyn, N. Y.	†W2XDK	To be assigned	10,000	10,000
State University of Iowa Iowa City, Iowa	W9XUI	1 & 13	100
Wm. B. Still, tr/as Jamaica Radio Television Co., Jamaica, L. I., N. Y.	†W2XJT	400	100
Television Productions, Inc. Los Angeles, Cal.	W6XYZ	5	4,000	1,000
Gus Zaharis, South Charleston, W. Va.	†W8XGZ	200	110
Zenith Radio Corp., Chicago, Ill.	†W9XZC	To be assigned	1,000	1,000
Zenith Radio Corp., Chicago, Ill.	W9XZV	2	1,000	1,000

Non-Commercial Educational FM Broadcast Stations

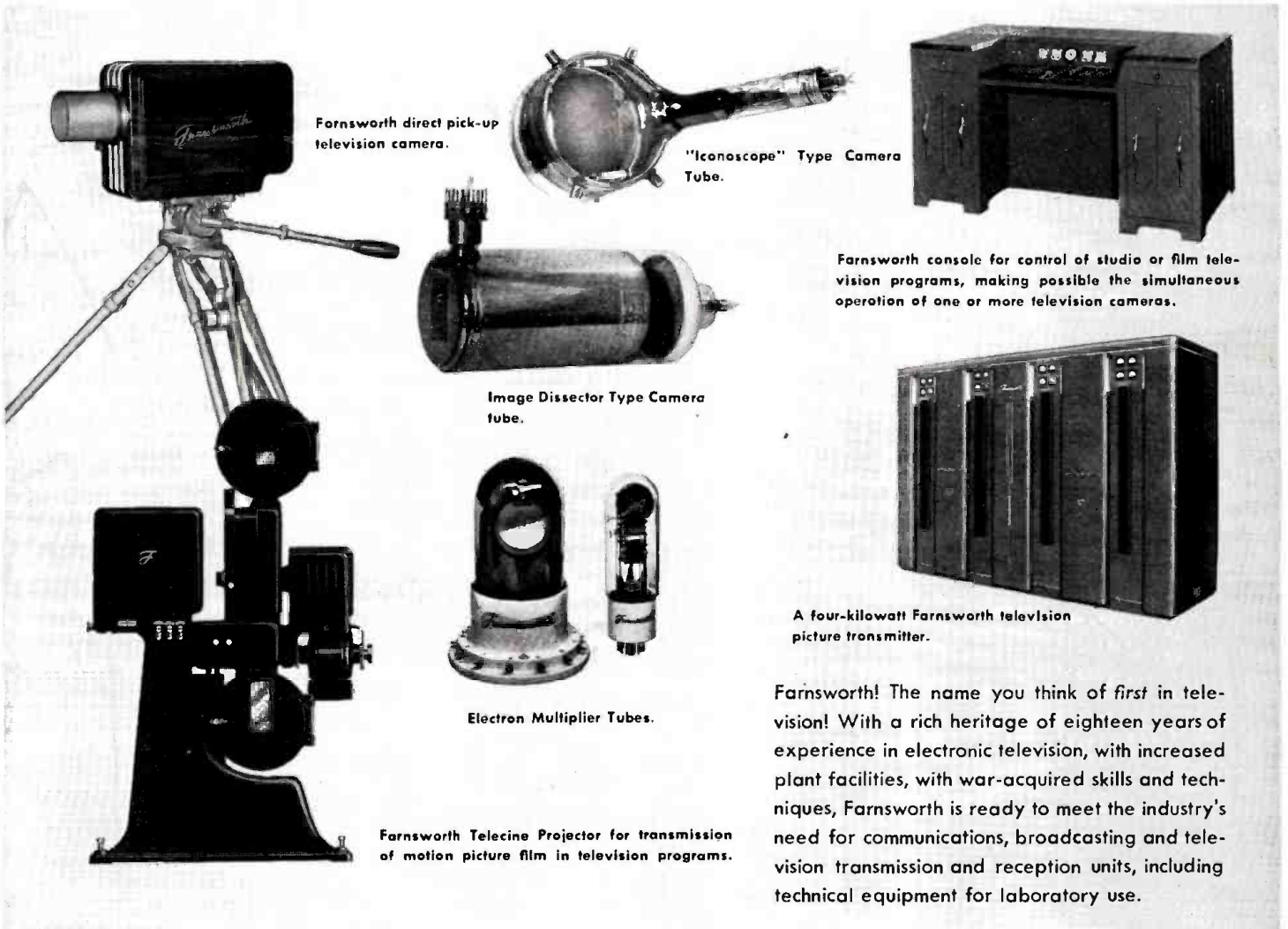
Call Letters	Licensee and Location	Frequency in Mc.	Power in Watts
KALW	Board of Education of the San Francisco Unified District, San Francisco, Cal.	42.1	1,000
†KICR	School District of Kansas City, Mo., Kansas City, Mo.	to be assigned	1,000
†.....	State University of Oklahoma, Norman, Okla.	to be assigned
†.....	The Trustees of Columbia University in the city of New York, New York, N. Y.	to be assigned
†.....	Board of Supervisors of the Louisiana State University and Agriculture and Mechanical College, Baton Rouge, La.	to be assigned
†KSUI	The State University of Iowa, Iowa City, Iowa	42.7	1,000
†KUSC	University of Southern California, Los Angeles, Cal.	42.9	1,000
†WATX	The Regents of University of Michigan, Ann Arbor, Mich.	42.1	50,000
WBEZ	Board of Education, City of Chicago, Chicago, Ill.	42.5	1,000
†WBGO	The Board of Education of Newark in the County of Essex, Newark, N. J.	to be assigned	1,000
WBKY	University of Kentucky, Beattyville, Ky.	42.9	500
WBOE	Cleveland City Board of Education, Cleveland, O.	42.5	1,000
†WCAH	Board of Education, City of Buffalo, Buffalo, N. Y.	42.9	1,000
WIUC	University of Illinois, Urbana, Ill.	42.9	250
WNYE	Board of Education, City of New York, Brooklyn, N. Y.	42.1	1,000

† Under construction.

Look to the pioneer...

FARNSWORTH...

for Better Television Equipment!



Farnsworth direct pick-up television camera.

"Iconoscope" Type Camera Tube.

Farnsworth console for control of studio or film television programs, making possible the simultaneous operation of one or more television cameras.

Image Dissector Type Camera tube.

Electron Multiplier Tubes.

Farnsworth Telecine Projector for transmission of motion picture film in television programs.

A four-kilowatt Farnsworth television picture transmitter.

Farnsworth! The name you think of *first* in television! With a rich heritage of eighteen years of experience in electronic television, with increased plant facilities, with war-acquired skills and techniques, Farnsworth is ready to meet the industry's need for communications, broadcasting and television transmission and reception units, including technical equipment for laboratory use.

FARNSWORTH

*Television • Radio
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FARNSWORTH TELEVISION & RADIO CORPORATION, Fort Wayne 1, Indiana

Farnsworth Radio and Television Receivers and Transmitters • Aircraft Radio Equipment • Farnsworth Television Tubes • Halstead Mobile Communications and Traffic Control Systems for Rail and Highway • The Farnsworth Phonograph-Radio • The Copehart • The Panamuse by Capehart

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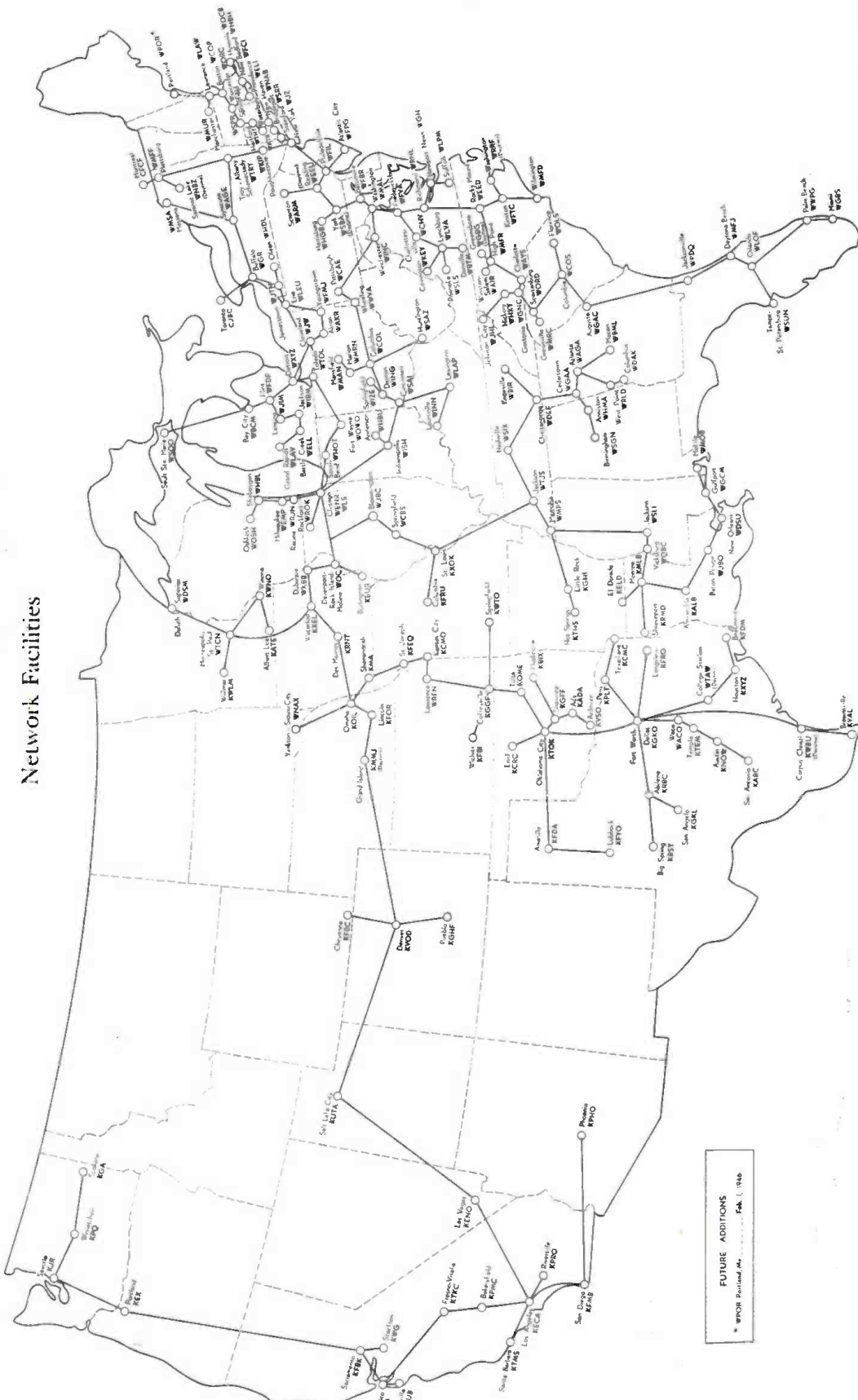
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STAMFORD, CONNECTICUT

ask anyone!

American Broadcasting Company, Inc.

Network Facilities



JANUARY 1, 1946
ABC Network Research Dept.

Advertisers Using ABC Network During 1945

(p. c.) Pacific Coast only

(c) Central only

Sponsor	Product	Program	Day and Time (EST)	No. of Stations	Duration of Contract	Agency
Allis Chalmers Mfg. Co., Milwaukee	Institutional	Boston Symphony and Pops	Sat., 8:30-9:30 P.M. Sat., 9:30-10:30 P.M.	186 186	10/7/44-7/7/45 10/6/45-	Compton Advertising Inc.
Aluminum Company of America, Pittsburgh	Institutional	Miss Hattie	Sun., 3:30-4:00 P.M.	176	9/17/44-6/10/45	Fuller & Smith & Ross Inc.
American Cyanamid Company, New York	Pharmaceuticals and Biologicals	The Doctors Talk It Over	Fri., 10:30-10:45 P.M. Tues., 9:30-9:45 P.M.	183 186	10/6/44-8/31/45 9/4/45-	Hazard Advertising Co.
American Dairy Association (PC) Chicago	Dairy Products	Voice of the Dairy Farmer	Sun., 2:15-2:30 P.M.	5	11/4/45-	Campbell-Mithun Inc.
American Iron & Steel Institute, New York	Institutional	Steel Wages and Prices	Tues., 8:15-8:30 P.M. Tues., 7:30-7:45 P.M. Mon., 10:00-10:15 P.M.	175	11/13/45-11/27/45 12/4/45 only 12/3/45-12/10/45 and 12/17/45	Batten, Barton, Durstine & Osborn, Inc.
American Meat Institute, Chicago	Institutional	Life of Riley	Sun., 10:00-10:30 P.M.	191	1/16/44-7/8/45	Leo Burnett Co. Inc.
Armour and Company, Chicago	Treet, Vitalox and other Armour Products	Hedda Hopper's Hollywood	Mon., 8:15-8:30 P.M.	182	9/10/45-	Foote, Cone & Belding
Batavia Metal Products Co., Batavia	Institutional	A Salute to the Civilian Soldiers	Sat., 10:00-10:30 P.M.	81	5/19/45 only	Evans Associates Inc.
Bekins Van & Storage (PC), Los Angeles, Calif.	Moving and Storage	Remember Hour	Sun., 2:30-3:00 P.M.	6	1/2/44-	A. E. Brooks Adv. Agency
Borden Company, New York	Milk and Ice Cream Hemo and Instant Coffee	Happy Island The Ed Wynn Show The Borden Show (J Wayne) County Fair	Fri., 7:00-7:30 P.M. Mon., 9:00-9:30 P.M. Mon., 9:00-9:30 P.M. Sun., 8:30-9:00 P.M. Tues., 7:30-8:00 P.M.	184 185 180 186 177	9/8/44-1/12/45 1/15/45-2/26/45 3/5/45-8/19/45 8/25/45-7/1/45 7/10/45-11/27/45	Young & Rubicam Kenyon & Eckhardt (Eff 7/10/45)
Botany Worsted Mills, Passaic, N. J.	Botany Cosmetics	One Womans Opinion—Lisa Sergio	Mon., 10:45-11:00 A.M.	189	10/30/44-	Alfred J. Silberstein—Bert Goldsmith Inc.
Breck Inc., John H., Springfield, Mass.	Breck Hair Shampoo	Beautiful Music	Wed., 3:30-4:00 P.M. Wed., 4:15-4:45 P.M.	13 14	8/2/44-6/13/45 6/20/45-	Charles Sheldon Adv. Agency
Bristol Myers Company, New York	Sal Hepatica, Mum, Trushay Mum and Ipana	The Alan Young Show Gracie Fields	Tues., 8:30-9:00 P.M. Tues., 9:00-9:30 P.M.	203 161	10/3/44- 11/11/44-2/6/45	Doherty, Clifford & Shenfield Inc. Doherty, Clifford & Shenfield Inc.
Bu-Tay Products (PC), Vernon, Calif.	Raindrops (Water Softener)	World of Tomorrow	Wed., 4:45-4:50 P.M.	15	6/14/44-8/7/45	Glasser-Gailey & Co.
Carter Products Inc., New York	Arrid	Jimmie Fidler	Sun., 9:45-10:00 P.M.	182	3/2/44-	Small & Seiffer, Inc.
Chatham Mfg. Co., New York	Blankets	Lois Long & 3 Suns	Sat., 11:45-12:00 Noon	181	9/30/44-6/23/45	The M. H. Hackett Co.
Chef Boy-Ar-Dee Quality Foods, Inc., Cleveland	Chef Boy-Ar-Dee Spaghetti Dinner & other products	What's Cookin'?	Sat., 10:00-10:25 A.M.	190	8/19/44-8/11/45	McJunkin Adv. Co.
Chemicals, Inc. (P.C.), San Francisco	Vano	Hollywood Radio Life	Sun., 12:15-12:30 P.M.	12	3/14/45-12/2/45	Garfield & Guild Adv.
Christian Science Pub Society, Boston	Christian Science Monitor	The Christian Science Monitor Views the News	Sat., 6:15-6:30 P.M.	22	12/1/45-	H. B. Humphrey Co.
Clark Co., D. L., Pittsburgh	Candy	Mary Small Revue	Sun., 5:00-5:30 P.M. Sun., 4:30-5:00 P.M.	181 182	2/27/44-11/25/45 12/2/45-	Batten, Barton, Durstine & Osborn, Inc.
Club Aluminum Products Co., Chicago	Aluminum Household Utensils	Club Time	Sat., 10:15-10:30 A.M.	26	10/20/45-	Trade Development Corp.
Coca Cola Company, Atlanta	Coca Cola	Songs from Morton Downey Spotlight Bands	Mon.-Fri., 3:00-3:15 P.M. Mon.-Sat., 9:30-9:55 P.M.	151 177	2/8/43-2/2/45 9/21/42-6/16/45	D'Arcy Adv. Company, Inc.
Congress of Industrial Organizations New York	C.I.O. of America	Philip Murray	Mon., 10:15-10:30 P.M. Mon., 10:00-10:15 P.M. Mon., 10:00-10:15 P.M. Mon., 10:30-10:45 P.M.	182	10/15/45, 10/29/45 11/12/45, 12/4/45	Wiltman & Pratt Inc.
Cummer Products Co., Brattleboro, Vt.	Energine	My Best Girls	Wed., 8:30-9:00 P.M.	101	2/9/44-1/10/45	Young & Rubicam Inc.
Curtis Publishing Co., Philadelphia	Saturday Evening Post	The Listening Post	Tues.-Fri., 10:45-11:00 P.M.	191	2/8/44-	MacFarland, Aveyard & Co.
Denalan Company Inc. (P.C.), San Francisco	Denalan Tooth Powder	Buddy Twiss	Tues., Thurs., 4:45-4:50 P.M.	13	6/13/44-6/7/45	Rhoades & Davis Adv.
Dr. Pepper Company, Dallas	Dr. Pepper Carbonated Beverage	Darts for Dough	Sun., 4:00-4:30 P.M.	141	8/6/44-	Tracy-Locks Co. Inc., of Texas
Elgin National Watch Co., Elgin, Ill.	Watches	Keep Up With the World	Wed., 9:00-9:30 P.M.	139	7/23/44-4/18/45	J. Walter Thompson Co.
Equitable Life Assurance Society of the United States	Insurance	This Is your F.B.I.	Fri., 8:30-9:00 P.M.	182	4/6/45-	Warwick & Legler Inc.
Esquire, Inc., Chicago	Coronet Magazine	Coronet Quick Quiz Coronet Storyteller Coronet Front Page All American Boys Baseball Game	Sat., 9:55-10:00 P.M. Mon.-Fri., 9:55-10:00 P.M. Mon.-Fri., 9:55-10:00 P.M. Tues., 9:00 P.M. to end	127 127 126 179	1/2/44-9/29/45 1/24/44-11/2/45 11/5/45- 8/28/45 only	Schwimmer & Scott Adv. Agency
Eversharp Inc., Chicago	Pens and Pencils	Hal MacIntyre & Orchestra	Tues., 10:30-11:00 P.M.	165	1/2/45-1/23/45	The Biow Co.
Falstaff Brewing Co. (C), St. Louis	Beer	The Falstaff Show	Mon., Wed., Fri., 11:00-11:15 P.M.	39	4/3/44-3/30/35	Dancer, Fitzgerald, Sample
Fendrich H. Inc. (C), Evansville, Ind.	Cigars	Smoke Dreams	Sun., 2:00-2:30 P.M.	23	9/2/45-	Ruthrauff & Ryan, Inc.
Fisher Flouring Mills Inc. (P.C.), Seattle	Any Fisher Product Acceptable Fisher's Cereal Products Fisher's Cereal Products	What's Doin' Ladies? James Abbe Observes Bob Michol's Radio Parade Walkie Talkie	Wed., Fri., 4:30-4:45 P.M. Mon.-Fri., 10:30-10:45 P.M. Mon.-Fri., 4:15-4:30 P.M.	14 26 20 14	3/27/45-9/7/45 3/29/43- 3/13/44- 9/24/45-	Pacific Nat'l Adv. Agency
Food Machinery Corporation, San Jose, Calif.		Ten Thousand Buffaloes	Mon., 9:00-9:30 P.M.	165	5/14/45 only	The Mayers Co.

(Continued on Page 224)



We're trying to act our ages

It's a little difficult, sometimes. On the one hand, we pride ourselves on being a young, frisky network that puts all the energy and enthusiasm of youth into everything it does. On the other hand, we're still sporting the long beard of experience we grew during the years when our network was known as "The Blue."

As *names* go, ABC is America's youngest major broadcasting company. Yet WJZ, our key station in New York, is practically as old as radio broadcasting itself—and our nearly 200 affiliates from coast to coast are rich in experience, too.

We're trying to act *both* our ages, so that the people we do business with can get the combined benefits of seasoned radio experience *and* the willingness of youth to go out and do a job.

Our plans for the future are ambitious. We expect to do big things in radio and television. But our greatest ambition is to keep all the good friends we made in the past—to enjoy the same pleasant dealings we've had with the hundreds of time-buyers, musicians, artists, salesmen and engineers who first got to know us as "The Blue" and who assisted in our rebirth as ABC.

American Broadcasting Company

A NETWORK OF 195 RADIO STATIONS SERVING AMERICA

BROADCASTING • Telecasting

1946 Yearbook Number • Page 223

Advertisers Using ABC Network During 1945

(Continued from Page 222)

Sponsor	Product	Program	Day and Time (EST)	No. of Stations	Duration of Contract	Agency
Ford Motor Company, Dearborn, Mich.	Ford Motors	Stars of the Future	Fri., 8:00-8:30 P.M.	183	12/8/44-3/30/45	J. Walter Thompson
		Ford Program—R Paige	Fri., 8:00-8:30 P.M.	181	4/6/45-6/1/45	
		Greenfield Chapel Service	Sun., 8:00-8:15 P.M.	162	1/9/44-7/1/45	
		Early American Dance Music	Sat., 8:00-8:30 P.M.	166	1/22/44-7/7/45	
		Ford Sunday Evening Hour	Sun., 8:00-9:00 P.M.	177	9/30/45—	
Foster Milburn Co. (P.C.), Buffalo	Doan's Pills and/or Ice mint	This Moving World	Mon., Wed., Fri., 4:30-4:45 P.M.	12	4/9/45—	Street & Finney Inc.
		Friendship Ranch	Sun., 12:30-1:00 P.M.	11	1/3/45-11/25/45	The Clements Co. Inc.
General Baking Co., New York	Bond Bread	Hop Harrigan	Mon.-Fri., 4:45-5:00 P.M.	190	10/2/44-6/29/45	Young & Rubicam Inc.
General Foods Corp., New York	Grapenuts Flakes	Hop Harrigan	Mon.-Fri., 4:45-5:00 P.M.	189	10/1/45—	
		Lone Ranger	Mon., Wed., Fri., 7:30-8:00 P.M.	54	5/4/42—	Dancer, Fitzgerald & Sample Inc.
General Mills Inc., Minneapolis	Kix, Wheaties, Cheerios, Bisquick, Softasilk Cake Flour, Gold Medal Kitchen Tested Flour, Betty Crocker Soups	Jack Armstrong	Mon.-Fri., 5:30-5:45 P.M.	164	8/31/42-5/31/45	Knox Reavas Adv. Inc. Knox Reeves Adv. Inc.
		Jack Armstrong	Mon.-Fri., 5:30-5:45 P.M.	171	9/3/45—	
		Hymns of All Churches	Mon.-Thurs., 10:30-10:45 A.M.	184	7/2/45-9/13/45	Dancer, Fitzgerald, Sample Inc. Dancer, Fitzgerald, Sample Inc. Dancer, Fitzgerald, Sample Inc. Dancer, Fitzgerald, Sample Inc.
		Hymns of All Churches	Mon.-Fri., 10:30-10:45 A.M.	184	9/17/45—	
		Betty Crocker	Fri., 10:30-10:45 A.M.	185	7/2/45-9/14/45	
News & Betty Crocker	Mon.-Fri., 10:25-10:30 A.M.	172	9/17/45—			
Jack Armstrong	Fri., 5:30-5:45 P.M.	154	8/3/45 only			
Gillette Safety Razor Co., Boston	Gillette "Probak", "Valet Auto-Strop" Safety Razors & Blades, Gillette Brushless & Lather Cream	Gillette Fights	Fri., 10:00-10:30 P.M.	207	9/7/45—	Maxon Inc.
Goodrich B. F. & Co., Akron	Tires & other items handled in their stores	Detect & Collect	Thurs., 9:30-9:55 P.M.	183	10/4/45—	Batten, Barton, Durstine & Osborn Inc.
Grove Laboratories Inc., St. Louis	4-Way Cold Tablets Defender Vitamins	Your Sunday News Extra	Sun., 1:55-2:00 P.M.	170	11/5/44—	Donahue & Coe Inc.
Guitard Chocolate Co. (P.C.), San Francisco	Guitard's Ground Chocolate	Hawthorne House	Mon., 11:30-12:00 Mid.	8	3/5/45-11/26/45	Garfield & Guild Adv.
Gum Laboratories, Clifton Heights, Pa.	Ivoryne Peroxide Chewing Gum	Hello Sweetheart	Sat., 5:45-6:00 P.M.	120	12/18/43-3/10/45	McJunkin Adv. Co.
Hall Brothers, Kansas City	Hallmark Greeting Cards	Charlotte Greenwood Show	Sun., 3:00-3:30 P.M.	183	10/15/44-4/1/45	Foote, Cone & Belding
		Charlotte Greenwood Show	Sun., 5:30-6:00 P.M.	184	4/8/45—	
Harvel Watch Co., New York	Watches	John B. Kennedy	Sun., 1:00-1:15 P.M.	54	12/19/43—	A. W. Lewin Co.

(Continued on Page 226)

WMFJ

DAYTONA BEACH, FLA.



Billy Southworth and baseball veterans Hank Gowdy, Jess Haines, Cy Young, and Bob Ewing, at the annual "Southworth Dinner" given by The Kenton Elks.



W-M-R-N's listeners hear Miss Mary Jean Rankin, 1945 Corn Queen of the Bucyrus Annual Corn Show.



W-M-R-N covers the Little Brown Jug Futurity whose lush \$40,000 purse in 1946 will draw the nation's best pacers and drivers to Delaware.



John Hodson, and his assistant Bryan Sandles, join in paying tribute to the Future Farmers of America, at W-M-R-N's annual award banquet.

W M R N



Louis Bromfield addresses annual Marion Chamber of Commerce Banquet.

The Friendly Neighbor To 200,000 Ohionans

W-M-R-N is happy to co-operate with its more than 200,000 listeners in promoting and publicizing their many and varied activities . . . more than 200,000 listeners who live in the heart of one of the richest agricultural and industrial areas in all Ohio.

On this page are illustrated a few of the many rural and city events that are broadcast annually over W-M-R-N.

Public service like this makes real friends of the local folks in our seven-county service area . . . whose buying power is valued at almost \$200,000,000 annually.

Get your share of this rich market . . . tell your story to these in-the-money, willing-to-buy listeners.

REMEMBER - -

When You Buy Time on

W-M-R-N

You Buy SALES RESULTS



AN AFFILIATE OF THE AMERICAN BROADCASTING CO.

Sales Representatives:

Broadcast Sales Company
280 Madison Avenue
New York City

Broadcast Sales Company
360 N. Michigan Avenue
Chicago, Illinois

Gene Grant & Company
1651 Cosmo Street
Hollywood, California

Advertisers Using ABC Network During 1945

(Continued from Page 224)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contracts	Agency & City
Hastings Mfg. Co., Hastings, Mich.	Piston rings & Casite & other acceptable products	Earl Godwin	Fri., 10:00-10:15 P.M. Thurs., 8:00-8:15 P. M.	175 176	7/7/44-1/5/45 1/11/45-6/28/45	Keeling & Company Inc.
Hires, The Chas. E. Co., Philadelphia	Hires Root Beer	Heidt Time for Hires Hires Ice Box Follies Sunday Evening Party	Mon., 7:00-7:30 P.M. Wed., 10:00-10:30 P.M. Sun., 6:30-7:00 P.M. Sun., 6:30-7:00 P.M.	136 182 180 157	1/24/44-1/15/45 1/24/45-6/6/45 6/17/45-7/22/45 7/29/45-	N. W. Ayer & Son Inc.
Hunt Foods Inc. (P.C.), Los Angeles	Canned fruits, vegetables & tomato juice	What's Doin' Ladies	Mon.-Fri., 5:00-5:25 P.M.	14	9/10/45-	Young & Rubicam Inc.
Iodent Chemical Co. (P.C.), Detroit	Iodent Toothpaste	This Moving World	Tues., Thurs., 4:30-4:45 P.M.	13	10/30/45-	Duane Jones Co.
Jergens Co., Andrew, Cincinnati	Jergens Lotion, Woodbury Soap & Face Powder	Walter Winchell Jergens Summer Edition Walter Winchell Hollywood Mystery Time	Sun., 9:00-9:15 P.M. Sun., 9:15-9:45 P.M.	187 174	12/4/32-7/29/45 8/5/45-8/26/45 9/2/45- 10/15/44-	Lennen & Mitchell Inc.
Joint Sponsorship: (American Red Cross Series) International Business Machines Corp. Continental Can Co. Socony Vacuum Oil Co. Greyhound Lines Arma Corporation Eversharp Inc Eastman Kodak Co.		The Road Ahead	Wed., 9:00-9:30 P.M.	178	5/2/45-6/13/45	Cecil & Presbrey Batten, Barton, Durstine & Osborn Compton Advertising Inc. Beaumont & Hohman Osa Johnson Inc. Biow Inc J. Walter Thompson Co.
Kellogg Company, Battle Creek, Mich.	Kellogg's Pep	Breakfast at Sardi's Tom Breneman's Breakfast in Hollywood	Mon.-Fri., 11:15-11:30 A.M. Mon.-Fri., 11:15-11:30 A.M.	192 193	5/3/43-1/12/45 1/15/45-	Kenyon & Eckhardt Inc.
	Gro-Pup, Raisin Bran Flakes	Gil Marty Kelloggs Home Edition	Mon.-Fri., 11:30-11:45 A.M. Mon.-Fri., 11:30-11:45 A.M.	188 191	8/9/43-11-2-45 11/5/45-	Kenyon & Eckhardt Inc. Kenyon & Eckhardt Inc.
Kellogg Company (P.C.), Battle Creek, Mich.	Any Product Acceptable to ABC	Tom Brenemans Highlights	Fri., 10:00-11:00 A.M.	14	10/10/44-6/29/45	Kenyon & Eckhardt Inc.
Larus & Brother Co. Inc., Richmond	Chelsea Cigarettes & Edgeworth Tobacco	Guy Lombardo & His Royal Canadians	Mon., 10:00-10:30 P.M. Tues., 9:00-9:30 P.M.	180 174	1/16/44-5/14/45 5/15/45-	Warwick & Legler Inc.
Lear, Inc., New York	Radios & Recording Machine	Orson Welles	Sun., 1:15-1:30 P.M.	78	9/16/45-	Arthur Kudner Inc.
(The) Frank H. Lee Co., Danbury, Conn.	Men's Hats	Drew Pearson	Sun., 7:00-7:15 P.M.	181	12/1/45-	Wm. H. Weintraub & Co.

(Continued on Page 228)

WAGE
SYRACUSE, N.Y.

DOMINATES Central New York!

FIRST CHOICE OF TOP NATIONAL ADVERTISERS

WILLIAM T. LANE, Gen'l Mgr.
SYRACUSE, N. Y.
1 Kw. on 620 Kc.

WAGE ABC

Represented by the Edward Petry Co.



Why dial shop?

... when WSGN offers:



Most extensive state coverage.



Alabama's most progressive promotion and publicity department.



1st place in the afternoon among ABC Stations (From a 32 city Hooper survey).

Symbols of Greater Birmingham

WSGN

610 ON YOUR DIAL

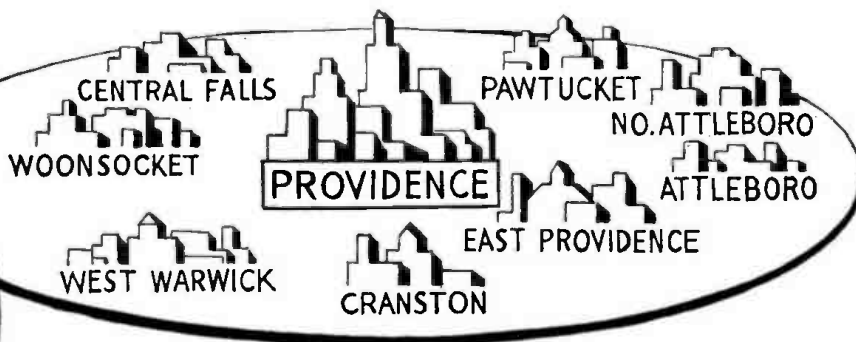
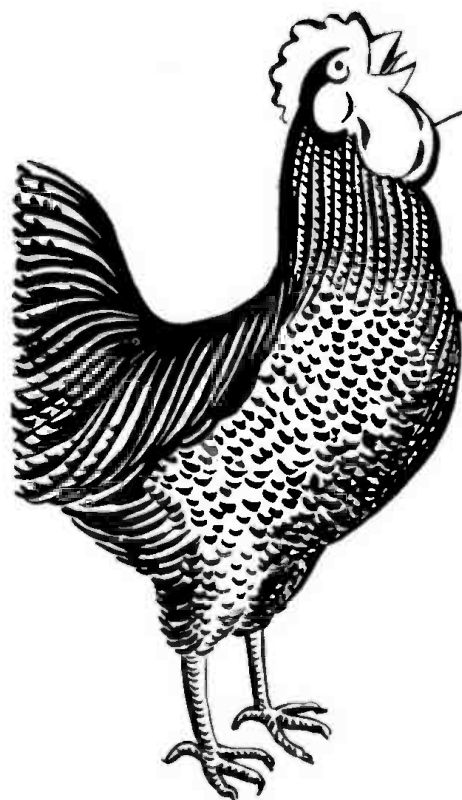
The News-Age-Herald Station

Represented by Headley-Reed



COME AND GET IT - -

On WFCI in Rhode Island



9 Medium and Large Cities in a 15-Mile Radius!

A dream area on a platter . . . a Sales-manager's Utopia . . . and a radio facility high in public favor! Here, indeed, are the ingredients of higher-profit advertising. And what a "test" market! Latest available figures place the family buying-power of our listeners at 41% ABOVE THE NATIONAL AVERAGE!

Better than a half-million of Rhode Island's 700,000 souls are located in Providence County alone, almost in the shadow of WFCI's towers. Nearby Massachusetts is an "extra". And the quality of WFCI's "locals" is geared to the ear-commanding excellence of "AMERICAN's" big 'uns! What YOU want is here. Come and get it!

Wallace A. Walker, Genl. Mgr.

•
Studios & Offices

PROVIDENCE, R. I. The Biltmore
PAWTUCKET, R. I. 450 Main St.

•
Representatives

The KATZ AGENCY



The "AMERICAN" Voice in Southern New England

Advertisers Using ABC Network During 1945

(Continued from Page 226)

Sponsor	Product	Program	Day and Time (EST)	No. of Stations	Duration of Contract	Agency
Lehn & Fink Products, New York	Hinds Honey & Almond Cream Lotion	Blind Date	Mon., 8:30-9:00 P.M. Fri., 8:00-8:30 P.M.	179 179	10/25/43-8/6/45 8/17/45-	Wm. Esty & Company Inc.
Libby, McNeill & Libby, Chicago	Canned Goods	My True Story	Mon.-Fri., 10:00-10:25 A.M.	191	4/17/44-	J. Walter Thompson Co.
Lockheed Aircraft Corp., Burbank, Calif.	Transportation	The Man Called X	Sat., 10:30-11:00 P.M.	183	9/9/44-3/3/45	Foote, Cone & Belding
Luft Co., George W., Long Island City	Tangee Cosmetics	Tangee Varieties Sammy Kaye's Tangee Serenade	Fri., 10:00-10:30 P.M. Sun., 1:30-1:55 P.M.	181 171	2/23/45-5/18/45 5/7/44-8/26/45	Warwick & Legler, Inc.
Mail Pouch Tobacco Company, Wheeling	Tobacco	David Harding-Counterspy The Fishing & Hunting Club of the Air	Mon., 9:00-9:30 P.M. Wed., 8:30-9:00 P.M. Wed., 8:30-9:00 P.M.	169 179 90	9/28/42-1/8/45 1/17/45-5/20/45 6/28/45-	Walker & Downing
Manhattan Soap Co., New York	Sweetheart Soap	Scramby Amby	Wed., 10:30-11:00 P.M.	177	7/26/44-1/17/45	Duane Jones Company
Mars Inc., Chicago	Candy Bar	Curtain Time	Wed., 9:00-9:30 P.M. Thurs., 10:00-10:30 P.M.	64 64	7/4/45-10/3/45 10/11/45	Grant Advertising Inc.
McKesson & Robbins Inc., Bridgeport	Any M. & R. Product Acceptable to ABC	Joe E Brown-Stop or Go	Sun., 8:30-9:00 P.M.	157	3/23/44-3/18/45	J. D. Tarcher & Co.
Mentholatum Co. (P.C.), Wilmington, Del.	Mentholatum	What's Doin' Ladies?	Mon., Wed., 5:15-5:30 P.M.	15	6/19/44-8/31/45	J. Walter Thompson Co.
Miles Laboratories Inc., Elkhart, Ind.	Alka Seltzer & One-A-Day Vitamins	Quiz Kids Lum 'n Abner Lum 'n Abner Pick & Pat Lum 'n Abner	Sun., 7:30-8:00 P.M. Mon.-Thurs., 8:15-8:30 P.M. Mon.-Thurs., 8:00-8:15 P.M. Mon.-Thurs., 8:00-8:15 P.M. Mon.-Thurs., 8:00-8:15 P.M.	137 142 125 126 124	9/4/40- 9/29/41-6/29/45 7/2/45-7/19/45 7/23/45-8/30/45 9/3/45-	Wade Advertising Agency
Moffett Co., S. A. (P.C.), Seattle	Polar Frozen Foods	What's Doin' Ladies?	Tues.-Thurs., 5:15-5:30 P.M. Thurs., 5:15-5:30 P.M.	14 14	4/27/44-5/29/45 4/26/45-9/6/45	Erwin, Wasey & Co., Inc.
Moore, Benjamin & Co., New York	Paint	Betty Moore	Sat., 11:30-11:45 A.M.	90	3/10/45-6/9/45	St. George & Keyes Inc.
Naah-Kelvinator Corporation, Detroit	Kelvinator Refrigerators	Andrews Sisters Show Sunday on N-K Ranch Andrews Sisters Show	Sun., 4:30-5:00 P.M.	189 189 191	12/31/44-6/24/45 7/1/45-8/19/45 8/26/45-9/28/45	Geyer, Cornell & Newell, Inc.
National Board of Fire Underwriters, New York	Fire Insurance	Leland Stowe Earl Godwin	Sat., 7:15-7:30 P.M. Thurs., 8:15-8:30 P.M.	174 182	7/22/44-7/14/45 7/19/45-	MacFarland, Aveyard & Co.
O'Cedar Corporation, Chicago	Mops & Floor Polish	Time Views the News	Thurs., 4:00-4:15 P.M. Tues., Thurs., 4:00-4:15 P.M. Thurs., 4:00-4:15 P.M.	191 189 181	11/23/44-2/15/45 2/20/45-5/15/45 5/17/45-8/16/45	Aubrey Moore & Wallace, Inc.
Owens-Illinois Glass Co., Toledo	Institutional	The Fred Waring Program	Thurs., 10:00-10:30 P.M.	183	9/7/44-5/31/45	J. Walter Thompson Co.

KTMS

Santa Barbara, California
Offers advertisers a

**127 MILLION DOLLAR
RETAIL MARKET**

Figures just released by the California State Board of Equalization give the tri-county area around Santa Barbara a taxable retail sales figure of \$127,636,102 (exclusive of food sales). Reach this market through KTMS!

**PLUS . . . THE HIGHEST PER
CAPITA FOOD SALES INDEX IN AMERICA!**

Money spent in Santa Barbara for food last year came to \$288.00 per capita, against \$174.00 per capita for the rest of the nation. Take advantage of America's best food market through KTMS.

BASIC AMERICAN - 1000 WATTS - 1250 KC

THE AMERICAN BROADCASTING CO. IN SANTA BARBARA **KTMS**
JACK HEINTZ, Mgr. CHARLES A. STORKE, Sec'y and Treas.

ASK ANY PAUL RAYMER MAN!

WDSU

NEW ORLEANS

1280 KC.

ABC NETWORK



5000 WATTS

ENGINEERED FOR

20,000 WATT SERVICE

24 HOURS A DAY

FOR SOUTH LOUISIANA AND GULFCOAST

REPRESENTED BY BLAIR & COMPANY

Advertisers Using ABC Network During 1945

Sponsor	Product	Program	Time	No. of Stations	Duration of Contracts	Agency & City
Pacific Coast Borax Co., New York	Any product acceptable to ABC	The Sheriff	Fri., 9:30-9:55 P.M.	182	6/29/45—	McCann-Erickson Inc.
Peter Paul Inc. (P.C.), Naugatuck, Conn.	Choclettos, Charcoal Gum	Sam Kayes—News	Sun., 12:00-12:15 A.M.	12	12/31/44-11/11/45 11/18/45—	Brisacher, Van Norden & Staff
Pharma-Craft Corp., Chicago	"Fresh" (Deodorant)	Counterspy	Wed., 10:00-10:30 P.M.	170	6/27/45-12/19/45	Young & Rubicam Inc.
Philco Corporation, Philadelphia	Radio & Refrigeration	Radio Hall of Fame & Summer Hour	Sun., 6:00-7:00 P.M.	208	12/5/43-5/27/45	Hutchins Adv. Co. Inc.
	Refrigeration	Breakfast Club	Sun., 6:00-6:30 P.M.	206	6/3/45—	
			Mon.-Fri., 9:45-10:00 A.M.	194	9/3/45—	
Pinaud Inc., New York	Cosmetics	Musical Bouquet	Sun., 4:00-4:30 P.M.	5	5/27/45-10/14/45	Dorland International-Pettingell & Fenton Inc.
Procter & Gamble Company, Cincinnati	Ivory Flakes	Tom Breneman's Breakfast in Hollywood	Mon.-Fri., 11:00-11:15 A.M.	193	1/31/44—	Compton Advertising Inc.
	Crisco & Ivory Snow	Glamour Manor	Mon.-Fri., 12:00-12:30 P.M.	176	7/3/44—	Compton Advertising (Crisco) Benton & Bowles (Ivory Snow)
The Prudential Insurance Co. of Amer., Newark	Insurance	Jack Berch	Mon.-Fri., 4:00-4:15 P.M.	166	8/27/45—	Benton & Bowles Inc.
Quaker Oats Company, Chicago	Puffed Wheat & Rice Sparkies	Terry & the Pirates	Mon.-Fri., 5:00-5:15 P.M.	191	2/1/43—	Sherman & Marquette Inc.
	Aunt Jemima Pancakes, Muffets, etc.	The Aunt Jemima Show Ladies Be Seated	Mon.-Fri., 10:25-10:30 A.M. Mon.-Fri., 3:45-4:00 P.M.	186 193	6/19/44-6/15/45 6/18/45—	Sherman K Ellis & Co. Inc.
Rainier Brewing Co. (P.C.), San Francisco	Rainier Beer, Malt & Ale	United Nations Forum Murder Will Out	Tues., 12:30-1:00 P.M. Tues., 12:30-1:00 P.M.	7 10	11/7/44-1/30/45 2/6/45—	Buchanan & Company Inc.
Raymond Laboratories Inc., St. Paul	Rayve Shampoo	Sammy Kaye Sunday Serenade	Sun., 1:30-1:55 P.M.	97	11/18/45—	Roche, William & Cleary
Raytheon Mfg. Company, Newton, Mass.	Radio Tubes, Electrical & Electronics products	Meet Your Navy	Sat. 7:30-8:00 P.M. Mon., 9:00-9:30 P.M. Mon., 8:30-9:00 P.M.	172 172 183	10/14/44-7/7/45 7/16/45-8/6/45 8/13/45-10/8/45	J. M. Mathes Inc.
Readers Digest Ass'n. Inc., Pleasantville, N. Y.	Reader's Digest Magazine	America's Town Meeting of the Air	Thurs., 8:30-9:30 P.M.	178	9/7/44-11/29/45	Batten, Barton, Durstine & Osborn Inc.
Safeway Stores Inc. (P.C.), Oakland, Calif.	Kitchen Craft Flour & Busy Baker Crackers	What's Doin' Ladies? What's Doin' Ladies?	Mon.-Fri., 5:00-5:15 P.M. Wed.-Fri., 5:00-5:15 P.M.	15 11	11/15/43-3/23/45 3/28/45-6/22/45	J. Walter Thompson Co.
Scripto Mfg. Co., Atlanta	Pencils	George Hicks	Sun., 1:15-1:30 P.M.	168	9/17/44-3/11/45	Tucker Wayne & Company
Serutan Company, Jersey City	Serutan-Nutrex	Drew Pearson Don Gardiner	Sun., 7:00-7:15 P.M. Sun., 7:15-7:30 P.M.	166 172	10/12/41-11/25/45 7/23/44—	Grant Advertising Inc.
Sherwin Williams Co., Cleveland	Paints	Metropolitan Opera Presents	Sun., 5:30-6:00 P.M.	160	11/26/45-4/1/45	Warwick & Legler Inc.
Signal Oil Co. (P.C.), Los Angeles	Motor Oil & Gasoline	Fun & Mirth with Eddie Mar Whats New with Norman Nesbitt	Mon.-Fri., 5:25-5:30 P.M.	14	10/1/45-10/12/45	Barton A. Stebbins Adv. Agency
				14	10/15/45—	
Sloan, Dr. Earl S., New York	Sloan's Liniment	Gangbusters	Fri., 9:00-9:30 P.M.	95	9/18/42-1/5/45	Warwick & Legler Inc.

(Continued on Page 230)

WKBB
Delivers the Listeners
in **DUBUQUE**
*Iowa's Fastest
Growing City*

*Cover Iowa's Booming
Post-War Market*



with Dubuque's Favorite Station!

Employment in Dubuque is higher today than during the war-time peak. New factories and post-war expansion of present plants are combining to increase Dubuque's population and employment.

Dubuque, the oldest city in Iowa, which boasts a 98.8% native born white population, is forging ahead with such speed that the entire Iowa market picture has changed.

You can reach this constantly growing market through WKBB . . . the favorite station for Dubuque radio listeners . . . morning, noon and night.

James D. Carpenter—Executive Vice President
Represented by—Howard H. Wilson Co.

WKBB DUBUQUE IOWA

AFFILIATED WITH AMERICAN BROADCASTING COMPANY

WGCM

COVERS MISSISSIPPI'S
SECOND MARKET

... FIRST in Food Sales

You'll get good results from WGCM because this station covers an active vital market. Proof? Last year Harrison County (Gulfport-Biloxi) led the entire state of Mississippi in Food Sales. Further Proof? Retail sales in the area covered by WGCM totaled more than \$130,000,000. It adds up when you consider that radio homes in this area almost doubled from 1940 to 1945. Write for schedules and rates.

WGCM HEWES-MARTIN BUILDING
GULFPORT, MISSISSIPPI

AMERICAN BROADCASTING COMPANY
SEARS & AYERS, NAT. REPRESENTATIVES

VOICE OF THE
MISSISSIPPI
GULF COAST

Advertisers Using ABC Network During 1945

(Continued from Page 229)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contracts	Agency & City
Soil-Off. Mfg. Co. (P.C.), Glendale, Calif.	Soil-Off.	Buddy Twiss	Mon., Fri., 4:45-4:50 P.M.	21	11/6/44-6/29/45	McCann Erickson Inc.
Standard Brands Inc., New York	Royal Gelatin Desserts, Tenderleaf Tea	One Man's Family	Tues., 7:30-8:00 P.M.	174	1/30/45-7/3/45	J. Walter Thompson Co.
Sweets Co of America, Hoboken, N. J.	Tootsie V-M	Dick Tracy	Mon.-Wed.-Fri., 5:15-5:30 P.M. Sat., 7:30-8:00 P.M.	41 58	9/11/44-5/25/45 10/6/45-	Ivey & Ellington Inc.
Swift & Company, Chicago	Any Swift Product acceptable to ABC	Breakfast Club	Mon.-Sat., 9:30-9:45 A.M. Mon.-Fri., 9:30-9:45 A.M.	222 227	2/8/41-10/27/45 10/29/45-	J. Walter Thompson Co.
(The) Texas Company, New York	Texas Petroleum Products	Metropolitan Opera	Sat., 2:00-5:00 P.M. (approx.) Mon., 8:00 P.M. to Conclusion	194 171	12/2/44-3/31/45 12/1/45- 11/26/45 only	Buchanan & Company Inc.
Time Inc., New York	Time Magazine	March of Time	Thurs., 10:30-11:00 P.M.	180	11/2/44-7/26/45	Young & Rubicam
United States Army, Washington, D. C.	Recruiting Drive	Football Games	Sat., 2:45 P.M.—appx. 5:30 Sat. 1-45 P.M.—appx. 4:30	132 132	10/27/45 only 11/3/45, 11/17/45 11/24/45	N. W. Ayer & Co.
U. S. Steel Corp., New York	Institutional	Theatre Guild of the Air	Sun. 10:00-11:00 P.M.	182	9/9/45-	Batten, Barton, Duratine & Osborn Inc.
Wander Company, Chicago	Ovaltine	Captain Midnight	Mon.-Fri., 5:45-6:00 P.M.	64	9/25/44-6/22/45	Hill Blackett & Co.
Ward Baking Co., New York	Bread & Cake	Tennessee Jed	Mon.-Fri., 5:45-6:00 P.M.	25	9/3/45-	J. Walter Thompson Co.
Washington Coop Farmers Assoc. Seattle	Twisters & Lynden Italian Style Ravoli	Collins Calling	Sat. 10:45-11:00 A.M.	13	7/1/44-	Pacific National Advertising Agcy.
Washington State Apple Commission, Wenatchee	Apples	Edward Jorgenson	Mon., Wed., Fri., 4:50-5:00 P.M.	16	10/16/44-3/12/45	J. Walter Thompson Co.
Waterman Co., L. E., New York	Fountain Pens, Pencils & Ink	Gangbusters	Sat. 9:00-9:30 P.M.	185	9/15/45-	Charles Dallas Reach Co.
Welch Grape Juice Co., Westfield, N. Y.	Grape Juice, Jellies, Jams & Marmalades	Time Views the News	Mon., Wed., Fri., 4:00-4:15 P.M.	179	12/11/44-7/27/45	H. W. Kastor & Sons
Westinghouse Electric Corp., Pittsburgh	Institutional	Top of the Evening with Ted Malone Ted Malone	Mon., Tues., Wed., 8:00-8:15 P.M. Mon.-Fri., 11:45-12:00 Noon	187 186	6/14/44-6/6/45 6/11/45-	McCann Erickson Inc.
Wildroot Co., Inc., Buffalo	Wildroot Toilet Articles	The Woody Herman Show	Sat., 8:00-8:30 P.M.	185	10/13/45-	Batten, Barton, Duratine & Osborn Inc.
Williamson Candy Co., Chicago	Candy Bars	Famous Jury Trials	Fri., 8:30-9:00 P.M. Fri., 9:00-9:30 P.M.	122 176	11/11/40-1/5/45 1/12/45-	Aubrey, Moore & Wallace Inc.
William Wise & Co., New York	Various Publications acceptable to ABC Co. Continuity	Galen Drake	Sat., 10:00-10:15 P.M.	56	9/22/45-12/15/45	Huber Hoge & Sons
Zukor's Inc. (P.C.), Los Angeles	Women's Dresses	Sam Balter & the News	Sun., 3:30-3:45 P.M.	14	10/28/45-	John Barnes & Associates

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THE MOST UNUSUAL FOOD PROGRAM IN AMERICA!

Dick Stone in "EAT-ITORIALLY SPEAKING"

Available on transcriptions in units of 78 episodes

For FOOD MANUFACTURERS and DISTRIBUTORS,
GROCERS (Chain and Independent), RESTAURANTS,
ELECTRIC and GAS COMPANIES, MANUFACTURERS OF
RANGES AND COOKING UTENSILS, ETCETERA

This is NOT a COOKING PROGRAM—but the most original and interesting food show ever produced. It's a show that men like as much as women. It contains the greatest collection of valuable information on food ever presented on the air. Dick Stone, the star, has completed more than 1500 broadcasts on Station WIRE, Indianapolis, where he has helped food manufacturers and distributors, grocers, restaurants, public utilities and cooking utensils to smash all sales records.

WRITE OR WIRE FOR AUDITION SAMPLES, RATES, AND COMPLETE PRESENTATION

Kasper-Gordon, Incorporated

140 BOYLSTON STREET ★ BOSTON 16, MASSACHUSETTS

ONE OF THE COUNTRY'S LARGEST PRODUCERS AND DISTRIBUTORS OF SUCCESSFUL SYNDICATED TRANSCRIBED PROGRAMS

SEE PAGE 385 SEE PAGE 385 SEE PAGE 385 SEE PAGE 385 SEE PAGE 385 SEE PAGE 385

**On the following three pages you
will find what we believe to be the
most important recent announcement
in the history of television**



CBS PIONEERS FULL COLOR



This is the quality of prewar television up to now—relatively coarse in definition—black and white only.

Compare these pictures . . .

On October 10, 1945, the first experimental broadcast of the new, brilliant full-color television in the “radar frequencies” was successfully achieved by CBS. An image in fine-screen color leapt into the air from W2XCS in the top of the Chrysler Tower in New York and was clearly captured by a receiver in CBS headquarters across town.

As nearly as the printer’s press and inks can accomplish (and in still pictures, rather than images in vivid

motion in your living-room) the pictures above contrast the quality of the new CBS High-Definition Television with the prewar coarse black-and-white—the *only quality you’ve been able to see up to now*.

Compare the tones. Compare the depth of definition: features, patterns, jewels, play of lights. This still picture was taken right in CBS Television Studio WCBW, New York: it shows not only the actual close-up of the pretty Copacabana girls you’d see on your home-television receiver, but the boom-microphone that picks up their

FINE-SCREEN TELEVISION!

© CBS 1945



This is the comparative quality of the new CBS postwar television—fine definition—in full and natural color!

voices, and the camera that transmits their living, breathing reality.

Thus the long search by CBS for a picture really great (not just passable) passes perhaps the most important milestone in the new art. The comparison is of first importance to you. If you're a citizen, you want to own television; you want it at its best. If you're a broadcaster, nothing less than the best will insure an eager regular audience. If you're an artist, you'll not be happy with less

than the handsomest possible picture of yourself. And if you're working in television, you naturally want to work with the most versatile scientific tools.

Much work remains to be done before you can sit in your living-room and look at pictures like these in action. For our part, we shall continue in every possible way to bring that day closer.

(Each image above is a section of a picture measuring in full $7\frac{1}{2}$ x 10 inches.)

and

Following the disclosure by CBS of the actual air-test of the new high-definition picture, significant developments have taken place. Among them are the following:

GENERAL ELECTRIC COMPANY has undertaken the construction of actual receivers, based on CBS experimental models. The first group of these receivers, due in January, 1946, is intended for a series of field-tests throughout the New York and Chicago television areas.

WESTINGHOUSE COMPANY — On November 5, C. J. Burnside, manager of the company's Industrial Electronics division, disclosed that Westinghouse is about to produce high-definition television studio units capable not only of processing the pictures (in full color or black-and-white) but of processing likewise the accompanying sound—and carrying both on the same frequency.

This equipment, which is based on the CBS experimental models, is planned to produce pictures at the rate of 120 per second. Its fantastic speed permits it to draw some 31,500 “light-lines” every second to form these pictures.

The company had announced a few weeks earlier its plans for “Stratovision”—a proposed system of broadcasting television from a chain of Glenn Martin airplanes flying relays in the stratosphere. “The new pickup system,” said Westinghouse, “promises to make (stratovision) pictures even more delightful by improving the quality of pictures, adding true-to-life color to scenes, and noise-free radio for their associated sounds.”

FEDERAL TELEPHONE AND RADIO CORPORATION is creating a first model of a one kilowatt ultra-high frequency transmitter for CBS Television in the spire of the Chrysler building. It will radiate either color or black-and-white television combined with sound on the same carrier wave.



THE COLUMBIA BROADCASTING SYSTEM

COLUMBIA BROADCASTING SYSTEM, Inc.: EXECUTIVES and STAFF

485 Madison Avenue, New York 22, New York
Telephone: Wickersham 2-2000

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WCBW, New York	

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COLUMBIA BROADCASTING SYSTEM, Inc.: EXECUTIVES and STAFF

(Continued from page 235)

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 Lawrence Haas, *Director of Shortwave News Division*
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W-CAR PONTIAC MICHIGAN

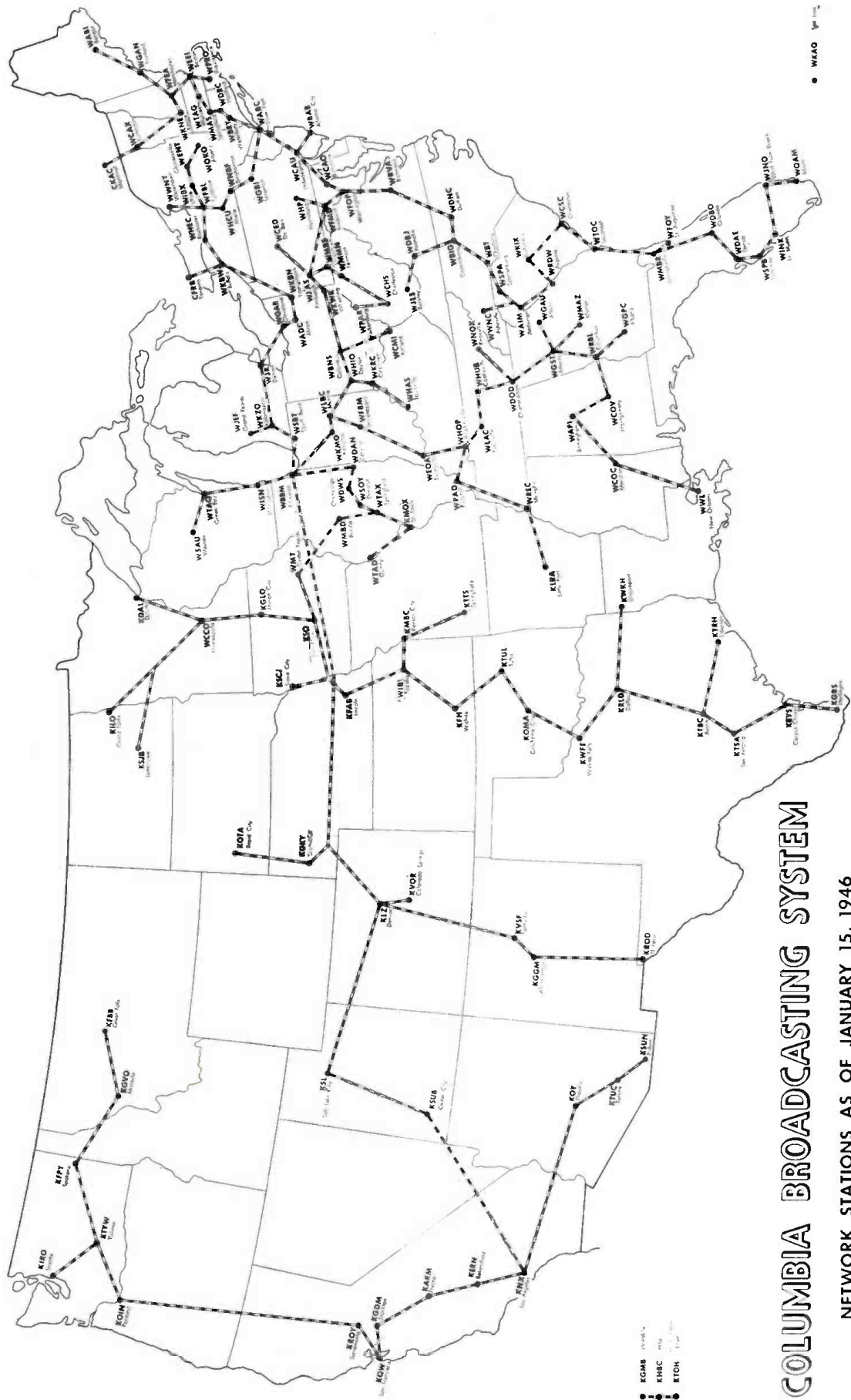
1000 S-T-R-E-A-M-L-I-N-E-D

WATTS

That Outstanding Independent Station in Southeastern Michigan That You Hear So Much About
 . . . Built on Service to the Vast Numbers Who Like "News on the Hour Every Hour"—and
 Good Music All Day Long.

"Three Million People Can Hear Us Easily—and Plenty of Them Listen . . . Hour After Hour
 Every Day!

1130 K.C. - - - - - Daytime



Advertisers Using CBS Network During 1945

Sponsor	Product	Program	Time	No. of Stations	Duration of Contracts	Agency & City
Admiral Corp., Chicago	Admiral Radios, Television Receivers	World News Today	Sun., 2:30-2:55 P.M.	62	10/1/44-9/23/45	Cruttenden & Eger, Chicago N. Y.
American Home Products Corp., Jersey City	Anacin	Our Gal Sunday	Mon.-Fri., 12:45-1:00 P.M.	142	9/18/44—	Dancer-Fitzgerald-Sample, Inc., N. Y.
American Home Products Corp., Jersey City	Anacin	Friday on Broadway	Fri., 7:30-8:00 P.M.	50	10/27/44—	Dancer-Fitzgerald-Sample, Inc., N. Y.
American Home Products Corp., Jersey City	Anacin	Easy Accs	Wed., 7:30-8:00 P.M.	50	10/25/44— last broadcast 1/17/45	Dancer-Fitzgerald-Sample, Inc., N. Y.
American Home Products Corp., Jersey City	Anacin	Ellery Queen	Wed., 7:30-8:00 P.M.; 12:30-1:00 A.M.	55+ CBC	1/24/45—	Dancer-Fitzgerald-Sample, Inc., N. Y.
American Home Products Corp., Jersey City	Bisodol & Kolynos— these products alternate each week, i.e. Bisodol, Tues., the following week Bisodol, Mon., Tues., Kolynos Wed., Thurs., Fri.	Romance of Helen Trent	Mon.-Fri., 12:30-12:45 P.M.	143	9/18/44—	Dancer-Fitzgerald-Sample, Inc., N. Y.
American Home Products Corp., Jersey City	Kolynos Tooth Powder	Mr. Keen	Thurs., 7:30-8:00 P.M.	51	10/26/44—	Dancer-Fitzgerald-Sample, Inc., N. Y.
American Home Products Corp., Jersey City	Duff's Ready-to-Bake Mixes	Meet the Missus	Mon., Wed., Fri., 2:45-3:00 P.M. PWT	22*	1/1/45—	W. Earl Bothwell, Pittsburgh
American Oil Co., Baltimore	Amoco-Gas, Lubricants and Services	Edward R. Murrow	Sun., 1:45-2:00 P.M.	62	8/17/44—	Joseph Katz Co., Baltimore
American Oil Co., Baltimore	Amoco-Gas, Lubricants and Services	CBS World News	Thurs., 6:00-6:15 P.M.	57	8/17/44—	Joseph Katz Co., Baltimore
American Tobacco Co., New York	Lucky Strike Cigarettes	Your Hit Parade	Sat., 9:00-9:45 P.M.; 12:00-12:45 A.M. eff 3/3/45 cancel repeat eff 11/3/45 re 12:00-12:45 A.M.	150	4/29/44—	Foote, Cone & Belding, N. Y.
Anchor Hocking Glass Corp., Lancaster, O.	Anchorglass, Fire King Ovensglass Products	Corliss Archer eff 8/30 Hobby Lobby	Thurs., 9:30-10:00 P.M.	139	1/4/45—	Wm. H. Weintraub & Co., N. Y.
Armour & Co., Chicago	Treet, Armour Lard & Cloverbloom Dairy Prod.	Hedda Hopper's Hollywood	Mon., 7:15-7:30 P.M.; 11:15-11:30 P.M.	142	6/12/44-9/3/45	Foote, Cone & Belding, Chicago
Armstrong Cork Co., Lancaster, Pa.	Armstrong Quaker Rugs, Linoleum Products, Floor Coverings	Armstrong Theater of Today	Sat. 12:00-12:30 P.M.	142	9/30/44—	B,B.D. & O., N. Y.
P. Ballantine & Sons, Newark	Ballantine Beer & Ale	Johnny Morgan Show eff 2/19 Ballantine Show eff 4/2 Cameron Andrews Comedy Show eff 6/11 Stuart Erwin Show	Mon., 10:30-11:00 P.M.	38	3/6/44-9/24/45	J. Walter Thompson Co., N. Y.
Ballard & Ballard Co., Louisville	Ballard's Obelisk Flour & other milling products	Renfro Valley Folks	Wed., Thurs., Fri., Sat., 8:15-8:30 A.M. Sun. 9:15-9:45 A.M.	26	8/2/44—	Henri, Hurst & McDonald, Inc., Chicago
Barron-Gray Packing Co., San Jose	Health Vegetable Juice	Ona Munson in Hollywood	Fri., 9:55-10:00 P.M. PST	8*	10/19/45—	Long Adv. Service, San Jose
Herman Basch & Co., New York	Fur Processing	Ona Munson in Hollywood	Thurs., 3:15-3:30 P.M. PWT	8*	8/3/44-1/25/45	Kelly, Nason, Inc., N. Y.
Bek's Van & Storage Co., Seattle	Storage	Harry W. Flannery eff 5/28 Nelson Pringle eff 9/24 Harry W. Flannery	Mon., Wed., Fri., 5:30-5:45 P.M. PWT	8*	9/25/44—	Brooks Adv. Agency, Los Angeles
Bendix Aviation Corp., Detroit	All Products	Men of Vision	Sun., 7:00-7:30 P.M.	140	6/17/45-9/9/45	Grant Adv. Inc., N. Y.
Benrus Watch Co., New York	Watches	Dr. Wallace Sterling—News eff 7/3 Dave Vaile—News	Tues., Wed., Thurs., 8:55-9:00 P.M. PWT	8*	5/22/45-9/27/45	Young & Rubicam, Inc., N. Y.
The Borden Co., New York	All Products	Jerry Wayne Show eff 9/28 Ginny Simms Show	Fri., 7:30-8:00 P.M.; 9:00-9:30 P.M.	144	7/6/45—	Young & Rubicam, Inc., N. Y.
The Borden Co., New York	All Products	County Fair	Sat. 1:30-2:00 P.M.	147	12/8/45—	Kenyon & Eckhardt, Inc.
Bourjois, Inc., New York	Cosmetics & Perfumes	Here's to Romance eff 4/12 Romance, Rhythm & Ripley eff 10/11 Powder Box Theater	Thurs. 10:30-11:00 P.M.	140	10/12/44—	Foote, Cone & Belding, N. Y.
Bowey's Inc., Chicago	Dari-Rich Products	Stars Over Hollywood	Sat., 12:30-1:00 P.M.	45	9/23/44—	Sorensen & Co., Chicago
Bu-Tay Products, Ltd., Los Angeles	"Raindrops" Water Softener	Meet the Missus	Tues., 2:45-3:00 P.M. PST	14*	5/22/45-11/19/45	Glasser-Gailey & Co., Los Angeles
California Prune & Apricot Growers Assn.	Sunsweet Prunes	Dave Vaile eff 4/28 Dr. Wallace Sterling eff 6/2 Dave Vaile	Sat., 8:55-9:00 P.M. PWT	7*	3/11/44-9/29/45	Long Adv. Service, San Jose
Campana Sales Co., Batavia, Ill.	All Products	First Nighter	Sat., 7:30-8:00 P.M.	143	10/20/45—	Wallace-Ferry-Hanly Co., Chicago
Campana Sales Co., Batavia, Ill.	All Products	Don't You Believe It	Sat., 9:45-10:00 P.M. PWT	8*	9/30/44— last broadcast 10/13/45	Wallace-Ferry-Hanly Co., Chicago
Campbell Soup Co., Camden, N. J.	All Products	Carroll Alcott, News	Mon., Tues., Wed., Thurs., Sat., 8:55-9:00 P.M. PWT	10*	10/1/45—	Ward Wheelock Co., N. Y.
Campbell Soup Co., Camden, N. J.	All Products	Jack Carson Show eff 6/20 The Saint with Brian Aherne eff 9/19 Jack Carson Show	Wed., 8:00-8:30 P.M.	141+ CBC	3/1/44—	Foote, Cone & Belding, N. Y. eff 5/23 Ward Wheelock Co., Philadelphia Cockfield, Brown & Co., Toronto for CBC stations
Campbell Soup Co., Camden, N. J.	All Products	Radio Readers Digest	Sun., 9:00-9:30 P.M.	141+ CBC	9/10/44—	Ward Wheelock Co., Phila.
Celanese Corp. of America	All Products	Great Moments in Music	Wed., 10:00-10:30 P.M.	141	1/3/45—	Young & Rubicam, Inc., N. Y.
Chef Boy-Ar-Dee Quality Foods, Inc., Milton, Pa.	Chef Boy-Ar-Dee Spaghetti Dinner	Give and Take	Sat., 10:00-10:30 P.M.; 2:30-3:00 P.M.	144	8/25/45—	McJunkin Adv. Co., Chicago
Chemicals, Inc.	Vano Household Chemical	Don't You Believe It	Sat., 9:45-10:00 P.M. PST	10*	11/3/45—	Garfield & Guild, San Francisco.
Chesebrough Mfg. Co., New York	Vaseline Preparations	Dr. Christian	Wed., 8:30-8:55 P.M.; 11:30-11:55 P.M.	147	10/25/44—	McCann-Erickson, Inc., N. Y.

(Continued on Page 240)

*Pacific Coast Stations only.

WCSC

Charleston, South Carolina

NOW GIVES YOU
TWICE AS MUCH EVENING
PRIMARY CIRCULATION AT NO
INCREASE IN COST

15,800 families* in 1942

34,622 families* in 1944

*CBS Listening Areas, 6th Series, 1942

*CBS Listening Areas, 7th Series, 1944



Advertisers Using CBS Network During 1945

(Continued from Page 238)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contracts	Agency & City
Chrysler Corp., Detroit	Motor Cars	Major Bowes Red Cross Show eff 2/8 Major Bowes Shower of Stars eff 5/3 Music of Morton Gould eff 7/26 Don Vorhee's Orch. eff 9/6 Music of Andre Kostelanetz	Thurs., 9:00-9:30 P.M.	143	9/7/44—	Ruthrauff & Ryan, Inc., N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Super Suds	Blondie	Sun., 8:00-8:30 P.M. ; 11:30-12:00 Mid. eff 8/5 Sun., 7:30-8:00 P.M. ; 11:30-12:00 Mid.	141	8/13/44—	Wm. Esty & Co. Inc., N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Colgate Tooth Powder eff 9/4 Tooth Powder & Halo Shampoo	Theater of Romance	Tues., 8:30-8:55 P.M. ; 11:30-11:55 P.M.	144	7/4/44—	Sherman & Marquette Inc., Chicago
Colonial Dames, Inc., Hollywood	Cosmetics	Meet the Missus	Tues., 2:45-3:00 P.M. PWT eff 4/24 Tues., 2:30-2:45 P.M. PWT	10*	2/27/45—	Abbott Kimball Co. Inc., N. Y.
Colonial Dames, Inc., Hollywood	Cosmetics	Song of the Week	Sun., 8:25-8:30 P.M. PWT	12*	12/17/44—	Abbott Kimball Co. Inc., N. Y.
Comptone Co., New York	Oculens Sunglasses	Bob Trout—News	Sat., 6:55-7:00 P.M.	22	5/19/45-8/11/45	Byrde-Richard & Pound, N. Y.
Continental Baking Co., Inc.,	Wonder Bread & Hostess Cake	Bachelor's Children	Mon., Fri., 10:45-11:00 A.M. ; 3:45-4:00 P.M.	47	11/27/44—	Ted Bates Inc., N. Y.
Continental Can Co., New York	Institutional, Packaging, Plastic Products	Report to the Nation eff 12/8 Continental Celebrity Club	Sat., 1:30-2:00 P.M. eff 6/17 Sun., 6:30-7:00 P.M. eff 9/15 Sat., 10:15-10:45 P.M.	147	1/6/45—	B.B.D. & O. Inc., N. Y.
Corn Products Refining Co., New York	Dextrose, Mazola & other products	Stage Door Canteen	Fri., 10:30-11:00 P.M.	54	7/28/44-4/20/45	C. L. Miller Co., N. Y.
Cream of Wheat Corp., Minneapolis	Cream of Wheat Cereal	Let's Pretend	Sat., 11:05-11:30 A.M.	142	9/23/44—	B.B.D. & O. Inc., N. Y.
Cresta Blanca Wine Co., New York	Cresta Blanca Wine	This is My Best	Tues., 9:30-10:00 P.M.	78	9/5/44—last broadcast 5/29/45 ret. 9/18/45	B.B.D. & O., Inc. N. Y.
Cudahy Packing Co., Chicago	Old Dutch Cleanser	Tena & Tim	Mon.-Fri., 3:15-3:30 P.M. eff 1/15 Mon.-Fri., 2:45-3:00 P.M.	61	8/7/44—	Grant Adv. Inc., Chicago
Curtiss Candy Co., Chicago	Butterfinger & other candy products	Warren Sweeney eff. 12/15 Andre Baruch	Sat., Sun., 11:00-11:05 A.M.	139	12/30/44—	C. L. Miller Co., N. Y.
Day & Night Mfg. Co.	Water Heaters & Equipment	Dr. Wallace Sterling	Mon., 8:55-9:00 A.M. PWT	9*	10/2/44-9/24/45 9/29/45-12/8/45	Hixson-O'Donnell Adv. Inc., Los Angeles
Day & Night Mfg. Co.	Water Heaters & Equipment	Dave Vaile, News	Sat., 3:55-4:00 P.M. PST	9*	9/29/45—	Hixson-O'Donnell Adv. Inc., Los Angeles
Edison Bros. Stores, Inc., St. Louis	Shoes	Meet the Missus	Thurs., 2:30-2:45 P.M. PWT	10*	4/19/45-11/29/45	Adolph Wendland, Los Angeles
Electric Auto-Lite Co., Toledo	Spark Plugs, Batteries, Ignitious Systems, auto accessories	Dick Haymes Show	Sat., 8:00-8:30 P.M. eff 10/20 re: 11:00-11:30 P.M.	147+ CBC	10/13/45	Ruthrauff & Ryan, Inc., N. Y.
Electric Companies Advertising Program	Institutional	Electric Hour with Nelson Eddy eff 7/22 Electric Summer Hour eff 9/16 Electric Hour with Nelson Eddy	Sun., 4:30-5:00 P.M.	142	9/20/44—	N. W. Ayer & Son, Inc
Elgin National Watch Co., Elgin, Ill.	Institutional	Elgin Thanksgiving Show	Thurs., 4:00-6:00 P.M.	148	11/22/45 only	J. Walter Thompson Co., Chicago
Elgin National Watch Co., Elgin, Ill.	Institutional	Elgin Christmas Show	Tues., 4:00-6:00 P.M.	148	12/25/45 only	J. Walter Thompson Co., Chicago
Emerson Drug Co., Baltimore	Bromo-Seltzer	Vox Pop	Mon., 8:00-8:30 P.M.	141	10/2/44—	McCann-Erickson Inc., N. Y.
Eversharp, Inc., Chicago	Eversharp Pencils, Pens, Red Top Lead	Take It or Leave It	Sun., 10:00-10:30 P.M.	148	9/17/44—	Biow Co. Inc., N. Y.
Eversharp, Inc., Chicago	Eversharp Pencils, Pens, Red Top Lead	Milton Berle in Let Yourself Go eff 7/5 Ann Southern in Malsie	Wed., 10:30-11:00 P.M. eff 7/5 Thurs., 8:30-8:55 P.M. ; 11:30-11:55 P.M. eff 8/22 Wed., 10:30-11:00 P.M. eff 9/12 Wed., 9:30-10:00 P.M.	145	1/3/45—	Biow Co. Inc., N. Y.
Ferry-Morse Seed Co., Detroit	Seeds	Garden Gate with Tom Williams	Sat., 9:15-9:30 A.M.	79	2/3-5/26/45	MacManus, John & Adams, Detroit
Ferry-Morse Seed Co., Detroit	Seeds	Time for Rolly Langley	Sat., 10:30-10:45 A.M. PWT Eff. 11/16 Fri., 4:30-4:45	6* PST	8/4/45—	MacManus, John & Adams, Detroit
Ford Motor Co., Dearborn	Ford Motor Cars	The Ford Show	Tues., 10:00-10:30 P.M.	145	10/2/45—	J. Walter Thompson Co., N. Y.
'42' Products, Inc., Los Angeles	Hair Oil, other products	This is My Story	Sat., 6:00-6:30 P.M. PWT eff 3/3 Sat., 9:00-9:30 P.M. PWT eff 9/2 Sun., 4:30-5:00 P.M. PST	22*	6/3/44-12/2/45	Hillman-Shane-Breyer, Inc., Los Angeles
Gallenkamp Stores Co., San Francisco	Shoes	Tobe Reed	Fri., 9:55-10:00 P.M. PWT	7*	10/20/44-10/12/45	Long Adv. Service, San Francisco
General Electric Co., Bridgeport	Electronics Division	The World Today	Mon.-Fri., 6:45-6:55 P.M.	134	7/28/41-11/23/45	B.B.D. & O. Inc., N. Y. Maxon, Inc., N. Y.
General Electric Co., Schenectady	Household Appliances	G. E. House Party	Mon.-Fri., 4:00-4:25 P.M.	149	1/15/45—	Young & Rubicam, Inc., N. Y.
General Foods Corp., New York	Baker's Chocolate & Cocoa	Kate Smith Speaks	Mon.-Fri., 12:00-12:15 P.M.	12	3/26/45-6/1/45	Young & Rubicam, Inc., N. Y.
General Foods Corp., New York	Certo	Kate Smith Speaks	Mon.-Fri., 12:00-12:15 P.M.	66	6/4/45-8/31/45	Young & Rubicam, Inc., N. Y.
General Foods Corp., New York	Grapenuts & Grapenuts Flakes	Adv. of the Thin Man	Fri., 8:30-8:55 P.M. 12:30-12:55 A.M.	128+ CBC	9/15/44-6/1/45 6/8/45-9/7/45	Young & Rubicam, Inc., N. Y. Baker Adv. Agcy. Ltd., Toronto
General Foods Corp., New York	Grapenuts & Grapenuts Wheatmeal	Joyce Jordan, M.D.	Mon.-Fri., 2:00-2:15 P.M.	123	10/2/44-3/23/45	Young & Rubicam, Inc., N. Y.
General Foods Corp., New York	Grapenuts & Grapenuts Flakes	The Aldrich Family	Fri., 8:00-8:30 P.M.	145	9/14/45—	Young & Rubicam, Inc., N. Y.
General Foods Corp., N. Y.	Jell-O, Jell-O Puddings	Kate Smith Hour	Sun., 7:00-9:00 P.M.	144	9/17/44-6/10/45	Young & Rubicam, Inc., N. Y. Baker Adv. Agcy. Ltd., Toronto

*Pacific Coast Stations only.

(Continued on Page 242)

Pride of the Rubber Empire



Population:
2,749,400

Retail Sales:
\$1,761,368,000

Effective Buying Income:
\$3,876,992,000

AKRON OHIO **CBS** BASIC AFFILIATE

Owner-Manager: Allen T. Simmons

BROADCASTING • Telecasting

National Rep.: Geo. P. Hollingbery Co.

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Advertisers Using CBS Network During 1945

(Continued from Page 240)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contracts	Agency & City
General Foods Corp., New York	La France, Satina	Two on a Clue	Mon., Tues., Fri., 2:15-2:30 P.M. eff 3/26 Mon., Tues., Fri., 2:00-2:15 P.M.	95	10/2/44—	Young & Rubicam, Inc., N. Y.
General Foods Corp., New York	Maxwell House Coffee	Adv. of the Thin Man	Fri., 8:30-8:55 P.M.; 12:30-12:55 P.M.	126+ CBC	9/15/45-3/30/45	Young & Rubicam, Inc., N. Y. Baker Adv. Agency, Ltd., Toronto
General Foods Corp., New York	Maxwell House Coffee	Adv. of the Thin Man	Fri., 8:30-8:55 P.M.; 12:30-12:55 P.M.	141	6/8/45-9/7/45	Benton & Bowles, Inc., N. Y.
General Foods Corp., New York	Maxwell House Coffee	Two on a Clue	Wed., Thurs., 2:00-2:15 P.M.	136	9/4/45—	Benton & Bowles, Inc., N. Y.
General Foods Corp., New York	Post 40% Bran Flakes	Young Dr. Malone	Mon.-Fri., 2:30-2:45 P.M.	123	10/2/44-1/5/45	Benton & Bowles, Inc., N. Y.
General Foods Corp., New York	Post 40% Bran Flakes	Kate Smith Speaks	Mon.-Fri., 12:00-12:15 P.M.	131	9/3/45—	Benton & Bowles, Inc., N. Y.
General Foods Corp., New York	Post's Raisin Bran	Kate Smith Speaks	Mon.-Fri., 12:00-12:15 P.M.	131	9/3/45—	Benton & Bowles, Inc., N. Y.
General Foods Corp., New York	Post Toasties	Toasties Time with Fannie Brice	Sun., 6:30-7:00 P.M.; 10:30-11:00 P.M.	144	9/17/44-6/10/45	Benton & Bowles, Inc., N. Y.
General Foods Corp., New York	Post Toasties	Adv. of the Thin Man	Sun., 7:00-7:30 P.M.; 12:00-12:30 A.M.	142	9/16/45—	Benton & Bowles, Inc., N. Y.
General Foods Corp., New York	Post Toasties	Two on a Clue	Mon., Tues., Fri., 2:00-2:15 P.M.	41	10/1/45—	Benton & Bowles, Inc., N. Y.
General Foods Corp., New York	Postum	The Aldrich Family	Fri., 8:00-8:30 P.M.; 12:00-12:30 A.M.	141	9/1/44-9/7/45	Young & Rubicam, Inc., N. Y.
General Foods Corp., New York	Postum	Two on a Clue	Wed., Thurs., 2:15-12:30 P.M. eff 3/26 Wed., Thurs., 2:00-2:15 P.M.	123	10/2/44-8/31/45	Young & Rubicam, Inc., N. Y.
General Foods Corp., New York	Postum	Kate Smith Sings	Fri., 8:30-8:55 P.M.; 12:30-12:55 P.M.	148	9/14/45—	Young & Rubicam, Inc., N. Y.
General Foods Corp., New York	Sanka	Kate Smith Hour	Sun., 7:00-8:00 P.M.	144	9/17/44-6/10/45	Young & Rubicam, Inc., N. Y.
General Foods Corp., New York	Sanka	Baby Snooks Show	Sun., 6:30-7:00 P.M.; 10:30-11:00 P.M.	143	9/16/45—	Young & Rubicam, Inc., N. Y.
General Foods Corp., New York	Swansdown, Calumet	Kate Smith Speaks	Mon.-Fri., 12:00-12:15 P.M.	117	9/4/44-3/23/45	Young & Rubicam, Inc., N. Y.
General Foods Corp., New York	Swansdown	Kate Smith Speaks	Tues., Thurs., 12:00-12:15 P.M.	66	3/23/45-6/1/45	Young & Rubicam, Inc., N. Y.
General Foods Corp., New York	Calumet	Kate Smith Speaks	Mon., Wed., Fri., 12:00-12:15 P.M.	66	3/26/45-6/1/45	Young & Rubicam, Inc., N. Y.
General Mills, Inc., Minneapolis	Wheaties	Nelson Pringle—News 4/2 Harry Flannery—News 5/21 Nelson Pringle—News	Mon.-Fri., 7:45-8:00 A.M. PWT	8*	5/29/44-8/24/45	Knox Reeves Adv., Inc.
General Mills, Inc., Minneapolis	Cherri-Oats now Cheerios	Valiant Lady	Mon.-Fri., 10:00-10:15 A.M. 11:15-11:30 A.M.	60	6/5/44—	Dancer-Fitzgerald-Sample, N. Y.
General Mills, Inc., Minneapolis	Kitchen Tested Flour	Light of the World	Mon.-Fri., 10:15-10:30 A.M.; 11:30-11:45 A.M.	61	5/28/45	Dancer-Fitzgerald-Sample, N. Y.
General Mills, Inc., Minneapolis	Softasilk Flour, Kix	Light of the World	Mon.-Fri., 10:15-10:30 A.M.; 11:30-11:45 A.M.	61	6/5/44-6/25/45	Dancer-Fitzgerald-Sample, N. Y.
General Petroleum Corp. of Calif., Los Angeles	All Products	Hollywood Preview with Otto Kruger & Guests	Tues., 7:30-8:00 P.M. PWT eff. 12/15 Sat., 6:00-6:30 P.M. PST	10*	5/1/45—	Smith & Drum, Inc., Los Angeles

(Continued on Page 244)

KROY

Sacramento, California

Columbia's Basic Station for California's Capital

Represented Nationally By

LEWIS H. AVERY, Inc. New York — Chicago — San Francisco — Los Angeles

83 of the South's richest counties are right in our backyard

Day and night, WBT is the only station that rolls a powerful 50,000 watts all the way across the richest part of the Carolinas—up and down a golden area of 83 primary counties†, busier today with industry and agriculture than ever before.

Within them, approximately 3,000,000 people* live and work. In a year, they also spend...

\$197,802,000 for food

\$129,618,000 for general merchandise

\$ 38,891,000 for lumber-building-hardware

\$ 32,697,000 for drugs

Or, in all, a bulging sales total of **\$809,654,000** for retail goods.*

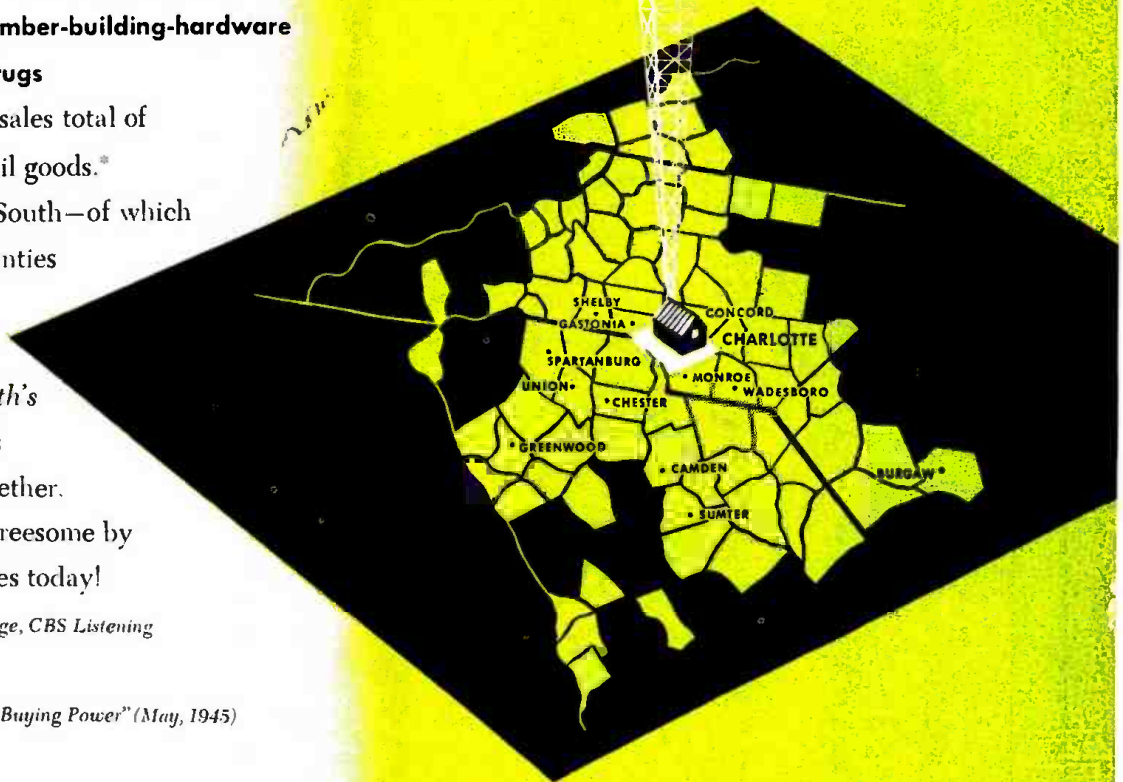
The new industrial South—of which WBT's 83 primary counties are the heart—does things in a BIG way. So does WBT, the *South's Pioneer Station*. That's why we go so well together.

You can make it a threesome by calling us or Radio Sales today!

†Day and night primary coverage, *CBS Listening Areas, Seventh Series, 1944.*

*U.S. Census, 1940

*Sales Management "Survey of Buying Power" (May, 1945)



WBT



The South's Pioneer Station

CHARLOTTE • 50,000 WATTS
SOUTHEASTERN BROADCASTING COMPANY

Represented by Radio Sales, the SPOT Broadcasting Division of CBS

Advertisers Using CBS Network During 1945

(Continued from Page 242)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contracts	Agency & City
Gillette Safety Razor Co., Boston	Blades, Shaving Cream	Orange Bowl Football Game	Mon., 1:45-4:15 P.M.	142	1/1/45 only	Maxon, Inc., N. Y.
Gillette Safety Razor Co., Boston	Blades, Shaving Cream	Kentucky Derby	Sat., 6:00-6:30 P.M.	142+ CBC	6/9/45 only	Maxon, Inc., N. Y.
I. Ginsberg & Bros. Inc., New York	Queen Make Dresses	Meet the Missus	Mon., 2:30-2:45 P.M. PWT	10*	8/20/45-11/12/45	Abbott Kimball Co., N. Y.
B. F. Goodrich Co., Watertown, Mass.	Rubber Products	Joseph C. Harsch eff 4/2 Robert Trout Mon.- Thurs.; J. C. Harsch Fri. eff 6/12 J. C. Harsch Mon.-Fri.	Mon., Fri., 6:55-7:00 P.M.	140	2/12/43-9/7/45	B.B.D. & O. Inc., N. Y.
Grove Laboratories, Inc., St. Louis	Cold Tablets & B-Complex Vitamins	Riders of the Purple Sage	Fri., 6:15-6:30 P.M. PWT	5*	10/20/44-1/26/45	Russell M. Seeds Co., St. Louis
Grove Laboratories, Inc., St. Louis	Cold Tablets & B-Complex Vitamins	Bill Haworth—News	Tues., Thurs., Sat., 7:30-7:45 A.M. PWT	7*	8/15/44-2/10/45	Donahue & Coe, Inc., N. Y.
Guitard Chocolate Co.	Chocolate & Chocolate Products	That's A Good Idea	Sat., 6:30-6:45 P.M. PST	9*	11/8/45—	Garfield & Guild, San Francisco
Gulf Oil Corp., Pittsburgh	Gulf Gas, Oil, Lubricants	We the People	Sun., 10:30-11:00 P.M.	104	2/12/44—	Young & Rubicam, Inc., N. Y.
R. M. Hollingshead Corp., Camden	Polishes	Meet the Missus	Wed., 2:30-2:45 P.M. PWT eff 10/4 Thurs., 2:45-3:00 P.M. PST	18*	8/15/45—	Aitkin-Kynett Co., Phila.
Hudson Coal Co., Scranton	D & H Anthracite	CBS News of the World	Sun., 9:00-9:15 A.M.	21	8/17/44-10/7/45	The Clements Co. Inc., Phila.
Hunt Bros. Packing Co., San Francisco	Tomato Juice & all products	I Was There	Sun., 3:30-4:00 P.M. PWT eff 6/17 Sun., 7:30-8:00 P.M. PWT	9*	12/17/44-9/9/45	Biow Co. Inc., Los Angeles eff 7/1 Young & Rubicam, Inc.
Industrial Management Corp.	Insect-O-Blitz	Voice of The Moment	Sat., 5:00-5:15 P.M. PST	9*	12/1/45—	Lockwood-Shackelford Co.
International Silver Co., Meriden	Sterling & 1847 Rogers Bros. Silver	Adv. of Ozzie & Harriet eff 6/17 Silver Theater eff 8/12 Adv. of Ozzie & Harriet	Sun., 6:00-6:30 P.M.	143+ CBC	1/7/45—	Young & Rubicam, Inc., N. Y.
Andrew Jergens Co., Cincinnati	Jergens Lotion	Tonight in Hollywood	Fri., 6:00-6:15 P.M. PWT eff 2/2 Fri., 8:15-8:30 P.M. PWT	8*	10/20/44-7/13/45	Lennen & Mitchell, Inc., N. Y.
Johns Manville Corp., New York	Insulating Materials, Roofing, Brake Lining	Bill Henry—News	Mon.-Fri., 8:55-9:00 P.M.	63	12/25/44—	J. Walter Thompson Co., N. Y.
Johnson & Johnson, New Brunswick	Red Cross Division 3/27 Surgical Dressings Div.	Edwin C. Hill	Tues., 6:15-6:30 P.M.; 12:30-12:45 A.M.	139	3/28/44-12/18/45	Young & Rubicam, Inc., N. Y.
Kelite Products, Inc., Los Angeles	Kenu Cleanser	Dr. Wallace Sterling	Sat., 7:45-8:00 A.M. PWT	11*	2/3/45—	Little & Co., Los Angeles
Lady Esther, Ltd., Chicago	Cosmetics	Screen Guild Players	Mon., 10:00-10:30 P.M.	141	2/14/45—	Biow Co., Inc., N. Y.
Lambert Co., St. Louis	Listerine Tooth Powder	Billie Burke Show	Sat., 11:30-12:00 P.M.	148	3/81/45—	Lambert & Feasley, Inc., N. Y.

(Continued on Page 246)

The "Lucky Coverage" Area



620
KILOCYCLES
THE CHOICE
SPOT ON
THE DIAL

Add these Two Facts

- (1) 209,147 NET WEEKLY CIRCULATION
- (2) KWFT - LOW STATION TIME COST

*And you get maximum value
for your Advertising Dollar!*

OF 800,000 PIECES OF MAIL
600,000 INCLUDED PROOF
OF PURCHASE

COLUMBIA **KWFT** AFFILIATE

WICHITA BROADCASTERS
WICHITA FALLS, TEXAS

National Rep.: PAUL H. RAYMER COMPANY

MARKET DATA DAYTIME AREAS

Listening Area	Radio Homes 1940 Census	New Weekly Circulation
PRIMARY	122,636	89,471
SECONDARY	154,122	66,586
TERTIARY	264,646	53,090

TOTAL LISTENING FAMILIES 209,147

... and in New England, too

it's CBS

covering the no. 2 market

in this rich area, means

WPRO

PROVIDENCE

5000 WATTS

BASIC CBS

630 KC.

Advertisers Using CBS Network During 1945

(Continued from Page 244)

Sponsor	Product	Program	TIME	No. of Stations	Duration of Contracts	Agency & City
L. B. Laboratories, Inc., Los Angeles	L. B. Hair Oil	Meet the Missus	Thurs., 2:45-3:00 P.M. PWT	14*	3/1/45-8/23/45	Glasser-Galley & Co., Los Angeles
Lever Brothers Co., Cambridge	Lux Toilet Soap & Flakes	Lux Radio Theater	Mon., 9:00-10:00 P.M.	149+ CBC	1/1/45-6/25/45 8/27/45-	J. Walter Thompson Co., N. Y.
Lever Brothers Co., Cambridge	Rinso	B'g Sister	Mon.-Fri., 12:15-12:30 P.M.	142+ CBC	3/27/44-	Ruthrauff & Ryan, Inc., N. Y.
Lever Brothers Co., Cambridge	Spry	Aunt Jenny	Mon.-Fri., 11:45-12:00 Noon	80*+ CBC	3/27/44-	Ruthrauff & Ryan, Inc., N. Y.
Lever Brothers Co., Cambridge	Swan Soap	Bright Horizon	Mon.-Fri., 11:30-11:45 A.M.; 3:30-3:45 P.M.	141	4/3/44-7/6/45	Young & Rubicam, Inc., N. Y.
Lever Brothers Co., Cambridge	Swan Soap	A Woman's Life	Mon.-Fri., 11:30-11:45 A.M.; 3:30-3:45 P.M.	141	7/9/45-	Young & Rubicam, Inc., N. Y.
Lever Brothers Co., Cambridge	Swan Soap	Burns & Allen Show	Mon., 8:30-8:55 P.M.; 11:30-11:55 P.M.	141	8/15/44-6/25/45	Young & Rubicam, Inc., N. Y.
Lever Brothers Co., Cambridge	Swan Soap	Merry Life of Mary Christmas eff 9/3 Joan Davis Show	Mon., 8:30-8:55 P.M.; 11:30-11:55 P.M.	143	8/27/45-	Young & Rubicam, Inc., N. Y.
Lever Brothers Co., Cambridge	Lipton's Tea & Soup	Inner Sanctum	Tues., 9:00-9:30 P.M.	141	1/2/45-6/26/45 8/28/45-	Young & Rubicam, Inc., N. Y. Wickers & Benson, Ltd., Toronto
Lewis-Howe Co., St. Louis	Tums	Al Pearce in Here Comes Elmer	Sat., 10:15-10:45 P.M.	54	9/30/44-5/30/45	Roche, Williams & Cleary, Inc.
Lewis-Howe Co., St. Louis	Tums	The Beulah Show	Mon., 9:00-9:30 P.M. eff 3/26 Sun., 8:00-8:30 P.M.	145	7/2/45-	Roche, Williams & Cleary, Inc.
Liggett & Myers Tobacco Co., New York	Chesterfields	Music That Satisfies	Tues., Wed., Thurs., 7:15- 7:30 P.M.; 11:15-11:30 P.M.	144	6/27/44-6/21/45	Newell-Emmett, Inc., N. Y.
P. Lorillard Co., New York	Old Gold Cigarettes	Which is Which eff 6/13 Detect & Collect eff 9/12 Frank Sinatra Show	Wed., Thurs., 10:00 P.M. eff 9/12 Wed., 9:00-9:30 P.M.	141	10/25/44-	Lennen & Mitchell, Inc., N. Y.
Lyon Van & Storage Co., Los Angeles	Moving, Storage	Meet The Missus	Mon., 2:30-2:45 P.M. PST	10*	11/19/45-	B. B. D. & O. Inc., Los Angeles
M. J. B. Co., San Francisco	MJB Rice & MJB Tea	Meet the Missus	Fri., 2:30-2:45 P.M. PWT	10*	3/23/45-9/28/45	B.B.D. & O. Inc., San Francisco
Manhattan Soap Co., Inc., New York	Sweetheart Soap	Strange Romance of Evelyn Winter	Mon.-Fri., 10:30-10:45 A.M.; 5:00-5:15 P.M. eff 9/28 re: 4:30-4:45 P.M.	145	1/1/45-	Duane Jones Co., N. Y.
Manhattan Soap Co., New York	Sweetheart Soap	Bill Haworth eff 4/2 Bob Andersen eff 9/3 Dick Cutting	Mon., Wed., Fri., 7:30- 7:45 A.M. PWT	7*	5/8/44-	Duane Jones Co., N. Y.
Maryland Pharmaceutical Co.	Rem & Ret	Bob Trout—News	Sat., 6:55-7:00 P.M.	12	9/23/44-3/17/45	Joseph Katz Co., Phila.

(Continued on Page 248)

FENCE ME IN BROTHER...

adopt the Mosby plan
of time allocation.

STATION SALES MANAGER

Boy, oh boy, I can guarantee the big department stores "across the board" shows without danger of network pre-emption in choice time periods now.

NETWORK

Whoopes, there'll be no "won't takes" for me if we adopt this. 2/3 of every hour is mine, all mine.

1/3
AFFILIATE

2/3
NETWORK

STATION PROGRAM DIRECTOR

I can put my heart and soul into production now for my pet shows won't get kicked around just when I'm getting a good Hooper.

The Mosby Plan shares the same period out of each hour --- every hour --- of the day. It provides for equitable time allocation in All Zones throughout the ENTIRE DAY.

ART MOSBY, MGR.

KGVO MISSOULA MONTANA

The station with TRIPLE the National Hooper

Why WHIO

WHIO—Dayton's basic CBS station—gives you excellent coverage of Dayton and the Miami valley.

WHIO—1290 on the dial—has more listeners for your sales message than any other local station.

WHIO—5000 watts—also covers a \$100 Million farm market surrounding and supplementing the Dayton market.

NEWS: UP, INS, PA plus CBS' Best



G. P. HOLLINGBERRY, Representatives

HARRY E. CUMMINGS, Southeastern Representative

5000 WATTS
BASIC CBS

The Only CBS Basic Outlet
Serving Western Pennsylvania

WJAS

PITTSBURGH

Has an amazing record of **SUCCESS STORIES ON ADVERTISERS** employing this vastly popular station. For instance, Kaufmann's, Pittsburgh's largest department store, is now in its twelfth year of **CONTINUOUS** broadcasting over WJAS—carrying three programs daily. In fact WJAS carries **MORE** department store advertising than any other Pittsburgh station, both in time and dollar volume. Local merchants as well as national spot advertisers know that the Pittsburgh market ranks among the nation's foremost—they also know that WJAS is doing a great job. For definite sales results schedule your next campaign over WJAS.

H. J. BRENNEN, *President*

H. K. BRENNEN, *Manager*

5,000 Watts . . . Day and Night

Represented by **WILLIAM G. RAMBEAU COMPANY,**

New York

Chicago

Los Angeles

Advertisers Using CBS Network During 1945

(Continued from Page 246)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contracts	Agency & City
McMahan Furniture Stores, Los Angeles	House Furnishings	Knox Manning—News	Mon.-Fri., 12:15-12:30 P.M. PWT	3*	8/6/45—	M-C-M Adv. Agcy., Santa Monica, Cal.
Mennen Co., Newark	Lather Shave Cream & Brushless Shave Cream	Bill Haworth—News eff 4/3 Bob Andersen	Tues., Thurs., Sat., 7:30-7:45 A.M. PWT	7*	2/13/45-8/11/45	Duane Jones Co., N. Y.
Miles California Co., Los Angeles	One-A-Day Vitamins	Story of Sandra Martin	Mon.-Fri., 4:00-4:15 P.M. PWT eff 1/15 Mon.-Fri., 2:15-2:30 P.M. PWT	9*	5/1/44-4/27/45	Wade Adv. Agcy.
S. A. Moffatt Co., Los Angeles	Polar Brand Frosted Foods	Meet the Missus	Wed., 2:30-2:45 P.M. PST	10*	10/3/45-10/17/45	Honig-Cooper Co., Seattle
S. A. Moffatt Co., Los Angeles	Polar Brand Frosted Foods	Meet the Missus	Fri., 2:30-2:45 P.M. PST	10*	10/5/45—	Honig-Cooper Co., Seattle
Nash-Kelvinator Corp., Detroit	Nash Motor Cars & Kelvinator Refrigerators	Andrew Sisters Show	Wed., 10:30-11:00 P.M.	146	10/3/45—	Geyer, Cornell & Newell, Inc., N. Y.
National Lead Co., San Francisco	Dutch Boy Paint	Trading Post	Sun., 5:30-5:55 P.M. PWT	9*	2/4/45-10/21/45	Erwin, Wasey & Co., San Francisco eff 7/1 Honig-Cooper Co.
Newell Gutradt Co.	Stryker's Soap	Meet The Missus	Sat. 1:30-2:00 P.M. PST	6*	12/1/45—	Garfield & Guild, San Francisco
Noxzema Chemical Co.	Noxzema, Noxzema Shave Cream	Mayor of the Town with Lionel Barrymore	Sat., 7:00-7:30 P.M.; 10:15-10:45 P.M. eff 4/28 Sat., 8:00-8:30 P.M.; 10:15-10:45 P.M. eff 9/1 Sat., 8:30-8:55 P.M. 11:30-11:55 P.M.	59	3/11/44-7/14/45	Ruthrauff & Ryan, Inc., N. Y.
O' Cedar Corp., Chicago	All Products	Meet the Missus	Mon., Wed., 2:30-2:45 P.M. PWT	19*	2/12/45-5/9/45	Aubrey, Moore & Wallace, Inc., Chicago
Pabst Sales Co., Chicago	Pabst Blue Ribbon Beer	Danny Kaye Show eff 6/8 Harry James eff 9/28 Danny Kaye Show	Sat., 8:00-8:30 P.M. eff 4/27 Fri., 10:30-11:00 P.M.	129	3/44—	Warwick & Legler, Inc., N. Y.
Pacific Coast Borax Co., New York	Borax, Boraxo, 20 Mule Team Borax	Death Valley Sheriff	Thurs., 8:30-8:55 P.M.; 11:30-11:55 P.M.	63	6/29/44-6/21/45	McCann-Erickson, Inc., N. Y.
Pan American Petroleum Corp., New Orleans	Petroleum Products	Edward R. Murrow	Sun., 1:45-2:00 P.M.	9	5/6/45-11/11/45	Fitzgerald Adv. Agcy., New Orleans
Parker Pen Co., Janesville, Wisc.	Parker Pens, Pencils & Quink	Bob Trout—News eff 1/27 Ned Calmer	Sat., Sun., 8:55-9:00 P.M.	140	6/24/44—	J. Walter Thompson Co., Chicago
Pet Milk Sales Co., St. Louis	400-D Pet Milk	Mary Lee Taylor	Sat., 10:30-11:00 A.M.; 2:00-2:30 P.M.	126	10/28/44—	Gardner Adv. Co., St. Louis
Pet Milk Sales Co., St. Louis	400-D Pet Milk	Saturday Night Serenade	Sat., 9:45-10:15 P.M.	70	10/7/44—	Gardner Adver. Co., St. Louis
Peter Paul, Inc., Naugatuck, Conn.	Candy Bars	Truman Bradley	Mon., Wed., Fri., 5:45-5:55 P.M. PWT	9*	10/2/44—	Brisacher, Van Norden & Staff, San Francisco
Philip Morris & Co. Ltd., Inc., New York	Philip Morris Cigarettes	Crime Doctor	Sun., 8:30-8:55 P.M.; 11:00-11:25 P.M.	139	4/30/44—	Biow Co. Inc., N. Y.
Philip Morris & Co. Ltd., Inc., New York	Philip Morris Cigarettes	It Pays to be Ignorant	Fri., 9:00-9:30 P.M.	139	2/3/44—	Biow Co. Inc., N. Y.
Pillsbury Mills, Inc., Minneapolis	Pillsbury Best Flour, Sno-Sheen Flour & Pancake Flour	Grand Central Station	Sat., 1:00-1:25 P.M. eff 6/2 Sat., 1:00-1:30 P.M.	125	3/4/44—	McCann-Erickson, Inc., Mpls.
Planters Nut & Chocolate Co., Wilkes Barre	Peanuts & Peanut Oil	Harry W. Flannery—News eff 5/29 Nelson Pringle—News	Tues, Thurs., Sat., 5:30-5:45 P.M. PWT	6*	1/16/45—	Erwin Wasey & Co., San Francisco eff 7/1 Honig-Cooper Co. eff 10/6 Raymond R. Morgan
Prince Matchabelli, Inc., New York	Prince Matchabelli Perfumes & Cosmetics	Stradivari Orchestra	Sun., 2:00-2:30 P.M.	141	4/15/45-12/23/45	Morse International, Inc.
Procter & Gamble Co., Cincinnati	Camay	Perry Mason	Mon.-Fri., 2:45-3:00 P.M. eff 1/8 Mon.-Fri., 2:30-2:45 P.M. eff 9/17 Mon.-Fri. 2:15-2:30 P.M.	38	10/18/44—	Pedlar & Ryan, Inc., N. Y.
Procter & Gamble Co., Cincinnati	Crisco	Bernardine Flynn—News eff 8/20 Meet Margaret Macdonald eff 11/26 Young Dr. Malone	Mon.-Fri., 1:30-1:45 P.M.	42	1/1/45—	Compton Adv. Inc., N. Y.
Procter & Gamble Co., Cincinnati	Dreft	Perry Mason	Mon.-Fri., 2:15-2:30 P.M.	7	11/5/45—	Dancer-Fitzgerald-Sample, Inc., Chicago
Procter & Gamble Co., Cincinnati	Duz	Young Dr. Malone eff 11/26 Road of Life	Mon.-Fri., 1:45-2:00 P.M.	75	4/2/45—	Compton Adv. Inc., N. Y.
Procter & Gamble Co., Cincinnati	Ivory & Oxydol	Jack Kirkwood Show	Mon.-Fri., 7:00-7:15 P.M.; 11:00-11:15 P.M.	74	1/1/45-6/29/45	Compton Adv. Inc., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	Jack Kirkwood Show	Mon.-Fri., 7:00-7:15 P.M.; 11:00-11:15 P.M.	47	8/20/45—	Compton Adv. Inc., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	Mommie and the Men	Mon.-Fri., 7:00-7:15 P.M.; 11:00-11:15 P.M.	31	8/20/45—	Compton Adv. Inc., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Flakes	Rosemary	Mon.-Fri., 2:15-2:30 P.M.	25	3/26/45-9/14/45	Compton Adv. Inc., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Snow	Rosemary	Mon.-Fri., 2:30-2:45 P.M.	49	9/17/45—	Benton & Bowles, Inc., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	Life Can Be Beautiful	Mon.-Fri., 1:00-1:15 P.M.	67	1/1/45—	Compton Adv. Inc., N. Y.
Procter & Gamble Co., Cincinnati	Lava	F.B.I. in Peace & War	Sat., 8:30-8:55 P.M.; 11:30-11:55 P.M. eff 8/23 Thurs., 8:30-8:55 P.M.; 11:30-11:55 P.M.	86	11/25/44-6/30/45	Biow Co. Inc., N. Y.
Procter & Gamble Co., Cincinnati	Oxydol	Ma Perkins	Mon.-Fri., 1:15-1:30 P.M.	72	1/1/45—	Dancer-Fitzgerald-Sample, N. Y.
Procter & Gamble Co., Cincinnati	Oxydol	Jack Smith	Tues.-Fri., 7:15-7:30 P.M.; 11:15-11:30 P.M. eff 9/10 Mon.-Fri., 7:15-7:30 P.M.; 11:15-11:30 P.M.	59	8/21/45— 72 (eff. 12/10)	Dancer-Fitzgerald-Sample, Chicago
Procter & Gamble Co., Cincinnati	Oxydol	Vic & Sade	Tues.-Fri., 7:15-7:30 P.M.; 11:15-11:30 P.M. eff 9/10 Mon.-Fri., 7:15-7:30 P.M. 11:15-11:30 P.M.	13	8/21/45-12/7/45	Dancer-Fitzgerald-Sample, Chicago

(Continued on Page 250)

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IS DOING A TERRIFIC JOB**

Folks in our own backyard . . .
who know *which* Central Iowa station
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(Continued from Page 248)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contracts	Agency & City
Procter & Gamble Co., Cincinnati	Spic & Span	Perry Mason	Mon.-Fri., 2:15-2:30 P.M.	35	9/17/45—	Dancer-Fitzgerald-Sample, Chicago
Procter & Gamble Co., Cincinnati	Teel	Life Can Be Beautiful	Mon.-Fri., 1:00-1:15 P.M.	67	7/2/45-8/10/45	Biow Co. Inc., N. Y.
Procter & Gamble Co., Cincinnati	White Laundry Soap	Rosemary	Mon.-Fri., 2:15-2:30 P.M.	49	3/26/45-6/29/45	Benton & Bowles, Inc., N. Y.
Prudential Insurance Co. of America, Newark	Insurance Services	Prudential Family Hour	Sun. 5:00-5:45 P.M. eff 9/23 Sun., 5:00-5:30 P.M.	126	5/28/44—	Benton & Bowles, Inc., N. Y.
Quaker Oats Co., Chicago	Quaker Oats & Mother's Oats	That Brewster Boy eff 3/9 Those Websters	Fri., 9:30-10:00 P.M.	141+ CBC	3/3/44—	Ruthrauff & Ryan, Inc., N. Y. Spitzer & Mills, Ltd.
R. J. Reynolds Tobacco Co., Winston-Salem	Camel Cigarettes	Durante & Moore Show	Fri., 10:00-10:30 P.M.	133	7/7/44-3/30/45	Wm. Esty & Co. Inc., N. Y.
R. J. Reynolds Tobacco Co., Winston-Salem	Camel Cigarettes	Thanks to the Yanks	Mon., 7:30-8:00 P.M.; 10:30-11:00 P.M.	148	10/2/44—	Wm. Esty & Co. Inc., N. Y.
Roma Wine Co., Fresno	Roma Wines	Suspense	Mon., Thurs., 8:00-8:30 P.M.; 12:00-12:30 A.M.	80	3/2/44—	Biow Co. Inc., N. Y.
Ronson Art Metal Works	Newark Lighters	Ronson Christmas Musicals	Tue., 3:30-4:00 P.M.	144	12/25/45 only	Cecil & Presbrey, N. Y.
S & W Fine Foods, Inc., San Francisco	Food & Coffee	Knox Manning Reports	Mon.-Fri., 5:00-5:15 P.M. PST	10*	9/24/45-12/21/45	Brisacher, Van Norden & Staff
Safeway Stores, Inc., prior to 9/16 Coldstream Products Co.	Sunnybank Margarine	Money on the Line	Wed., 9:30-10:00 P.M. PWT eff 1/23 Tues., 7:30-8:00 P.M. PWT eff 4/6 Fri., 6:00-6:30 P.M. PWT eff 7/2 Mon., 8:30-8:55 P.M. PWT eff 9/16 Sun., 3:30-4:00 P.M. PST	13*	10/18/44-8/20/45 ret. 9/16/45—	McCann-Erickson, Inc., San Francisco
Sales Builders, Inc., Los Angeles	Max Factor Cosmetics	Frank Sinatra Show eff 6/5 Ray Noble's Orch.	Wed., 9:00-9:30 P.M.	144	1/3/45-7/4/45	Smith & Drum, Inc., Los Angeles
Schenley Laboratories, Inc., New York	Penicillin	The Doctor Fights	Tues., 9:30-10:00 P.M.	76	6/5/45-9/11/45	Biow Co. Inc., N. Y.
Seal-Cote Co., Los Angeles	Seal-Cote Protection for the Nails	Meet the Missus	Tues., Thurs., 2:45-3:00 P.M. PWT	8*	11/28/44-2/22/45	Buchanan & Co. Inc., Los Angeles
Seeman Bros. Inc., New York	Air-Wick	News with Howard Petrie	Mon., Wed., Fri., 12:15-12:30 P.M. PWT	5*	4/25/45-7/2/45	Wm. H. Weintraub & Co. Inc., N. Y.
Servel, Inc., New York	Refrigerators & Air Conditioning	Billie Burke Show	Sat., 11:30-12:00 Noon	138	4/1/44-3/24/45	B.B.D. & O. Inc., N. Y.
Signal Oil Co., Los Angeles	Gas, Oil	The Whistler	Mon., 9:00-9:30 P.M. PWT	13*	6/11/44—	Barton A. Stebbins Adv. Agency
Soil-Off Mfg. Co., Glendale	Cleaning Fluid	Truman Bradley—News	Tues., Thurs., Sat., 5:45-5:55 P.M. PWT	9*	2/1/44—	McCann-Erickson, Inc., Los Angeles eff 7/3 Ruthrauff & Ryan, Inc.
Southern Cotton Oil Co., New Orleans	Wesson Oil & Snowdrift	Irene Beasley eff 8/27 Try'n Find Me	Mon.-Fri., 3:15-3:30 P.M. eff 4/16 Mon.-Fri., 3:00-3:15 P.M.	55	2/28/44—	Kenyon & Eckhardt, Inc.
E. R. Squibb & Sons, New York	Tooth Powder, Dental Cream & Pharmaceutical Products	Jimmy Carroll Sings	Mon., Wed., Fri., 6:15-6:30 P.M.	142	3/26/45—	Geyer-Cornell & Newell, Inc.
E. R. Squibb & Sons, New York	Tooth Powder, Dental Cream & Pharmaceutical Products	Lyn Murray's Orch. & Chorus	Mon., Wed., Fri., 6:15-6:30 P.M.	131	9/25/44-3/28/45	B.B.D. & O. Inc., N. Y.

(Continued on Page 252)

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The Columbia Station

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BAY AREA**

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Advertisers Using CBS Network During 1945

(Continued from Page 250)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contracts	Agency & City
Standard Brands, Inc., New York	Fleischmann's Yeast	Mary Marlin	Mon.-Fri., 3:00-3:15 P.M.	142	9/25/44-4/13/45	J. Walter Thompson Co., N. Y.
Sterling Drug Inc., New York	Bayer Aspirin	American Melody Hour	Tues., 7:30-8:00 P.M.	139	7/18/44—	Dancer-Fitzgerald-Sample, Inc., N.Y.
Sterling Drug Inc., New York	Dr. Lyons & Bayer eff 1/15 Bayer Aspirin eff 3/12 Bayer & Dr. Lyons eff 10/19 Dr. Lyons Tooth Powder eff 11/5 Bayer & Dr. Lyons	Second Husband	Mon.-Fri. 11:15-11:30 A.M.	42	7/31/44—	Dancer-Fitzgerald-Sample, Inc., N.Y.
Sterling Drug Inc., New York	Ironized Yeast	Big Town	Tues., 8:00-8:30 P.M.; 12:00-12:30 A.M.	140+ CBC	1/2/45—	Pedlar & Ryan, Inc., N. Y.
Sterling Drug Inc., New York	Mon., Tues., Ph. Toothpaste Wed., Energine Thurs., Fri., Ph. M of M Tablets eff 10/22-11/2 Mon., Tues., Bayer 11/5 Mon, Tues., Ph. Toothpaste	Amanda	Mon.-Fri., 11:00-11:15 A.M.	41	7/31/44—	Dancer-Fitzgerald-Sample, Inc., N.Y.
Texas Company, New York	Texaco Gas, Oil, Lubricants, Marfak, Service Stations	Texaco Star Theater	Sun., 9:30-10:00 P.M.	145+ CBC	10/1/44—	Buchanan & Co., Inc., N. Y. Ronalds Adv. Ltd., Montreal
Taxtron, Inc., New York	Fabrics	Textron Theater starring Helen Hayes	Sat., 7:00-7:30 P.M.	146	9/8/45—	J. Walter Thompson Co., N. Y.
Union Ice Co.	All Products	American Rhapsody	Sun., 5:00-5:30 P.M. PWT	10*	10/29/44-5/6/45	Geo. M. Wessells Adv. Agcy.
Union Oil Co., Los Angeles	Gas & Oil	Nelson Pringle—News	Mon.-Fri., 7:45-8:00 A.M. PWT	10*	8/27/45—	Foote-Cone & Belding, Los Angeles
United Drug Co., Boston	Drugs	Durante—Moore 7/6-9/7 Rexall Summer Show 9/14 Durante—Moore	Fri., 10:00-10:30 P.M.	148	4/6/45—	N. W. Ayer & Sons, N. Y.
U. S. Rubber Co., New York	All products	New York Philharmonic Symphony	Sun., 3:00-4:30 P.M.	139	5/21/44-8/12/45 ret. 10/7/45—	Campbell-Ewald Co. Inc., N. Y.
Vick Chemical Co., New York	All Products	Matinee Theater	Sun., 2:00-2:30 P.M.	123	7/2/44-4/8/45	Morse International, Inc., N. Y.
Vick Chemical Co., New York	All Products	Dave Vaile—News eff 4/25 Dr. Wallace Sterling	Tues., Wed., Thurs., 8:55- 9:00 P.M. PWT	9*	7/12/44-5/17/45	Morse International, Inc., N. Y.
Vick Chemical Co., New York	All Products	Bob Andersen—News eff 9/4 Dick Cutting	Tues., Thurs., Sat., 7:30- 7:45 A.M. PWT	9*	8/14/45—	Morse International Inc., N. Y.
Washington Cooperative Egg & Poultry Association, Seattle	Lynden Foods	Meet the Missus	Wed., 2:30-2:45 P.M. PST	10*	10/31/45—	Pacific National Adv. Agcy., Seattle
J. B. Williams Co., Glastonbury	Shaving Cream & Shaving Products	Wm. L. Shirer	Sun., 5:45-6:00 P.M.	144	1/7/45—	J. Walter Thompson Co., N. Y.
Wilshire Oil Co., Los Angeles	Motor Oil	That's A Good Idea	Sat., 6:30-6:45 P.M. PWT eff 3/10/Sat., 9:30-9:45 P.M. PWT	5*	9/2/44-9/15/45	Dan B. Miner Co., Los Angeles
Wm Wrigley Jr. Co., Chicago	Chewing Gum	The First Line eff 11/8 Island Venture	Thurs., 10:00-10:30 P.M.	143	12/28/44—	Arthur Meyerhoff & Co., Chicago
Wm. Wrigley Jr. Co. Chicago	Chewing Gum	Gene Autry Show	Sun., 5:30-5:45 P.M.	144	9/23/45—	Ruthrauff & Ryan, Inc., Chicago
Wm. Wrigley Jr. Co., Chicago	Chewing Gum	American in the Air eff 9/1 Just Entertainment	Sat., 7:30-8:00 P.M.	144	10/28/44-10/13/45	J. Walter Thompson Co., Chicago
Wm. Wrigley Jr. Co., Chicago	Chewing Gum	Service to the Front eff 8/21 Just Entertainment	Tues., 10:00-10:30 P.M.	143	6/23/44-9/25/45	Arthur Meyerhoff & Co., Chicago
Yellow Cab Co., San Francisco	Cab Service	The Story Teller	Sat., 7:45-8:00 A.M. PWT eff 10/20 Sat., 8:00- 3:15 P.M. PST	5*	1/6/45—	Rhoades & Davis

SING A SONG OF JINGLES!—

WE started the vogue of the musical spot *
If it's IDEAS you want, then it's IDEAS we've got!
We do the whole job—music, talent and script—
For the finest recordings we're fully equipped!
A jingle for this—and a jingle for that—
A jingle for soft drinks, or even a hal.
We make 'em for sponsors all over the States—
Don't buy any jingles 'til you get our rates!
Our clients all say that our spots are terrific—
We humbly confess that we're rather prolific
Or—write your own lyrics and send them to us—
We'll handle the details without any fuss.
No matter the problem (we've solved quite a few)
With speed and precision, we'd like to serve YOU!

* The FIRST transcribed musical announcements were created by us in 1934. We were the FIRST to promote minute musicals in broadcasting trade papers, beginning in 1935. Since then we have made a lot of original musical spots—and still do!

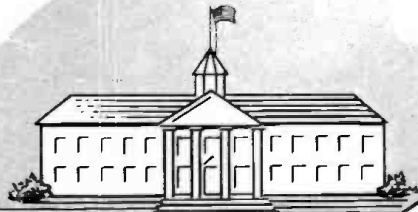
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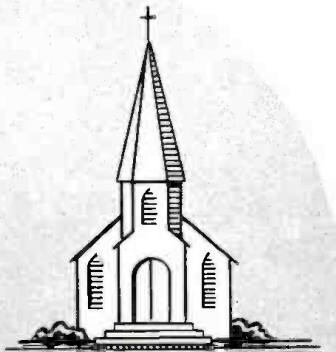
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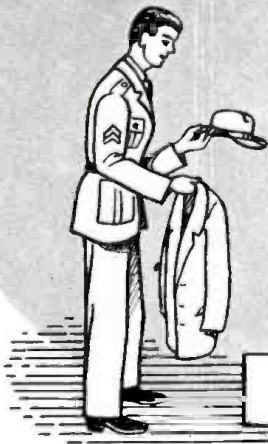


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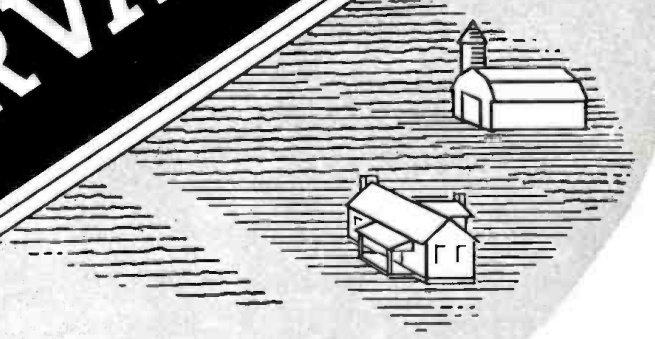


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Harold Coulter, *Manager of Audience Promotion*
Richard Puff, *Manager of Research*
Arnold Koston, *Art Director*
Richard Redmond, *Advertising Director*

STATION RELATIONS DEPARTMENT

Carl Haverlin, *Vice-President in Charge of Station Relations*
Charles Godwin, *Assistant to Mr. Haverlin*
Leslie L. Learned, *Manager of Engineering Traffic*
Lewis Tower, *Station Traffic Supervisor*
Dorothy Driscoll, *Manager of Station Traffic*
Paul Hancock, *Statistician*
Robert W. Carpenter, *Field Representative (Southwest Division)*
Harry Le Brun, *Field Representative (Southeast Division)*

W-CAR PONTIAC MICHIGAN

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

That Outstanding Independent Station in Southeastern Michigan That You Hear So Much About
. . . Built on Service to the Vast Numbers Who Like "News on the Hour Every Hour"—and
Good Music All Day Long.

"Three Million People Can Hear Us Easily—and Plenty of Them Listen . . . Hour After Hour
Every Day!

1130 K.C. - - - - - Daytime

Advertisers Using Mutual Network During 1945

Sponsor	Product	Program	Time	Duration of Contract	Agency
Allegheny Ludlum Steel Corp. Brackenridge, Pa.	Institutional	Steel Horizons	Sun., 9:00-9:30 P.M.	10/1/44-9/9/45	Walker & Downing, Pittsburgh
American Bird Products, Inc., Chicago	Bird Food	American Radio Warblers	Sun., 1:15-1:30 P.M.	10/15/39-4/28/40 10/15/40-4/13/41 10/19/41-4/12/42 10/17/43-4/9/44 10/15/44-4/29/45 10/14/45—	Weston-Barnett Inc., Chicago
American Safety Razor Corp., Brooklyn	Gem Razor Blades	The Adventures of the Falcon	Tues., 8:30-9:00 P.M.	7/8/45—	Federal Advertising Agency, New York
Barbasol Co., Indianapolis	Barbasol	Gabriel Heatter	Sun., 8:45-9:00 P.M.	4/6/41—	Erwin Wasey & Co. Inc., New York
Bayuk Cigars, Inc., Philadelphia	Phillies Cigars	Sizing Up the News Inside of Sports	Mon., Wed., Fri., 8:00-8:15 P.M. Tues., Thurs., Sat., 7:45-8:00 P.M. Mon.-Fri., 7:45-8:00 P.M.	11/7/41-9/7/45 6/14/38-6/27/42 9/10/45—	Ivey & Ellington, Philadelphia eff 3/1/45 Neal D. Ivey
Beaumont Co., St. Louis	Four-Way Cold Tablets and Grove B-Complex eff 7/2/45	Lanny and Ginger Cliff Edwards	Mon., Wed., Fri., 11:55-12:00 Noon	10/2/44— eff 10/1/45	Donahue & Coe, Inc., New York
Berkshire Knitting Mills	Full Fashioned Stockings	Ilka Chase	Sun., 1:15-1:30 P.M.	9/9/45—	Geyer, Cornell & Newell, Inc., New York
Boston Globe, Boston	Speeches	Boston Globe Luncheon	Tues., 1:15-1:30 P.M.	5/1/45 only	John C. Dowd Co., Boston
Carey Salt Company	Carey Salt	The Shadow	Sun., 5:00-5:30 P.M.	9/9/45—	McJunkin Advertising Co., Chicago
Carter Products, Inc., New York	Carter's Little Liver Pills	John J. Anthony	Mon.-Fri., 1:45-2:00 P.M.	3/19/45—	Ted Bates Inc.
Chesapeake & Ohio Railway Co., Cleveland	Service	Let's Face the Issue	Sun., 5:00-5:30 P.M.	11/26/44-5/27/45	Kenyon & Eckhardt Inc., New York
Clipper Craft Clothes (formerly Trimount Clothing Co., New York)	Clipper Craft Clothes	Topics of Today with Dorothy Thompson Tom Harmon—All American Sports Editor	Sun., 9:45-10:00 P.M. Sun., 7:45-8:00 P.M.	3/25/45-7/16/45 10/13/45—	Emil Mogul Co. Inc., New York
Coca Cola Company, Atlanta, Ga.	Coca Cola	Songs by Morton Downey Spotlight Bands eff 7/13/45	Mon.-Fri., 12:15-12:30 P.M. Mon., Wed., 9:30-10:00 P.M. Mon., Wed., Fri., 9:30-10:00 P.M.	2/5/45— 6/18/45—	D'Arcy Advertising Co., New York
Conti Products, Inc., Brooklyn	Conti Shampoo and Soap	Treasure Hour of Song Walter Compton Treasure Hour of Song Memo for Tomorrow Treasure Hour of Song eff 6/22/44 Starlight Serenade eff 11/23/44 Treasure Hour of Song eff 6/7/45 Starlight Serenade eff 11/22/45 Treasure Hour of Song	Sat., 8:00-8:30 P.M. Fri., 10:00-10:30 P.M. Sun., 10:45-11:00 A.M. Thurs., 9:30-10:00 P.M. Sun., 10:45-11:00 A.M. Thurs., 9:30-10:00 P.M.	1/24/42-5/2/42 5/8/42-7/17/42 7/26/42-1/17/43 1/21/43-6/3/43 6/18/43-11/14/43 11/18/43—	Birmingham, Castleman & Pierce Inc., New York
G. N. Coughlan Co.	Chimney Sweep Soot Destroyer	Fulton Lewis, Jr.	Sun., 6:45-7:00 P.M.	10/7/45—	Roche, Williams & Cleary, New York
Delaware, Lackawanna & Western Coal Co., New York	Blue Coal	The Shadow	Sun., 5:30-6:00 P.M. Sun., 5:00-5:30 P.M.	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 9/27/42-3/21/43 9/26/43-4/16/44 9/24/44-4/15/45 9/9/45—	Ruthrauff & Ryan Inc., New York
Duffy Mott Co., Inc., New York	Apple Products and Sun- Sweet Prune Juice	What's Your Idea	Mon., Wed., Fri., 11:45-11:55 A.M.	6/19/44-9/14/45	Al Paul Lefton Co., Philadelphia
E. J. Brach & Sons, Chicago	Confectionary	Swing's the Thing	Thurs., 10:30-11:00 P.M.	1/4/45—	Hill, Blackett & Co., Chicago
Employer's Group Insurance Co., Boston	Insurance	Cedric Foster	Fri., 10:00-10:15 P.M. Sun., 10:00-10:15 P.M. eff 9/17/44 Sun., 9:30-9:45 P.M.	8/6/43-11/5/43 11/7/43—	H. B. Humphrey Co., Boston
F. W. Fitch Company	Fitch Shampoo	Rogue's Gallery	Thurs., 8:30-9:00 P.M.	9/27/45—	L. W. Ramsey Co., Davenport, Ia.
Formfit Company, Chicago	Foundation Garments	Dick Brown—Singer	Sun., 6:45-7:00 P.M.	7/9/44-7/1/45	Buchanan & Co., Chicago
Frank H. Lee, Inc., Danbury, Conn.	Lee Hats	Dale Carnegie eff 6/17/45 Crooked Square eff 8/26/45 Dale Carnegie	Thurs., 10:15-10:30 P.M. eff 3/25/45 Sun., 2:45-3:00 P.M.	9/2/43—	Birmingham, Castleman & Pierce, New York eff 3/7/45 Wm. H. Weintraub & Co., New York
General Cigar Co., New York	White Owl Cigars	Raymond Gram Swing eff 6/25/42 Raymond Clapper eff 1/3/44 Henry Gladstone eff 1/7/45 Earl Wilson	Mon., Fri., 10:00-10:15 P.M. Mon., Thurs., 10:00-10:15 P.M. eff 11/6/41 Sun., 10:00-10:15 P.M.	9/25/39-7/1/45	J. Walter Thompson, New York
General Foods Corp.	Post Toasties	House of Mystery	Sat., 12:00-12:30 P.M.	9/15/45—	Benton & Bowles Inc., New York
George W. Luft Co., Inc., Long Island City	Cosmetics	Tangee Varieties	Thurs., 8:30-9:00 P.M.	8/24/44-2/15/45	Warwick & Legler, New York
Gillette Safety Razor Co., Boston	Safety Razors and Blades	Boxing bouts World Series Cotton Bowl Game East-West Football Game	Fri., 10:00 P.M. to conc. 1:15 P.M. to conc. 2:00 P.M. to conc. 4:45 P.M. to conc.	Various dates 6/41-8/45 10/3, 4, 5, 6, 7, 8, 10 1/1/45 only 1/1/45 only	Maxon Inc., New York
Goodyear Tire & Rubber Co., Akron	Service	The Roy Rogers Show	Tues., 8:30-9:00 P.M.	11/21/44-5/15/45	Young & Rubicam Inc., New York
Goapel Broadcasting Assn.	Evangelical Talks	Pilgrim Hour	Sun., 12:00-12:30 P.M.	9/6/42—	R. H. Alber Co., Los Angeles
Grove Laboratories, Inc.	4-Way Cold Tablets, B-Complex Vitamins and other products	The Shadow	Sun., 5:00-5:30 P.M.	9/9/45—	Russell M. Seeds Co., Chicago

(Continued on Page 258)



year out...year in



1945 IS OUT...

Let us give it no further thought than this: constant intelligent effort has brought Mutual a year nearer to recognition as a leader among networks.

This recognition is based upon bold programming which has multiplied listeners...upon increased value to advertisers which has attracted many new sponsors, including 5 of the Top Ten radio advertisers...upon improved service to stations which has won us new affiliates and expanded coverage...upon a policy and a philosophy of doing business which have created an increasingly favorable opinion of the Mutual Network.

1946 IS IN...

All our thoughts and efforts will be directed toward making this an even better Mutual year for listeners, advertisers, and stations.

The things we did last year, we shall do better this year: to present more instructive, more popular programs for more millions of listeners...to enhance the value of Mutual as an advertising medium for more old and new sponsors...to broaden our service to affiliates...to accept and meet new challenges—to live up to our full responsibilities to the American people.

**Building a network is a job that
goes on 24 hours a day—
52 weeks a year:
we are working at it steadily,
year in...year out.**

**MUTUAL
BROADCASTING
SYSTEM, INC.**

Advertisers Using Mutual Network During 1945

(Continued from Page 256)

Sponsor	Product	Program	No. of Stations	Duration of Contracts	Agency & City
Gum Laboratories, Inc., Clifton Heights, Pa.	Ivoryne Chewing Gum	Sweetheart Time	Sun., 1:30-2:00 P.M.	3/18/45—	McJunkin Adv. Co., Chicago
Hartz Mountain Products, New York	Bird Food	Canary Pet Shop	Sun., 2:45-3:00 P.M.	10/15/44-3/18/45	Geo. H. Hartman, Chicago
Helbros Watch Co., New York	Watches	Pick and Pat Time eff 7/16/44 Quick As A Flash eff 6/10/45 The Abbott Mysteries eff 9/9/45 Quick As A Flash	Tues., 8:30-9:00 P.M. Sun., 6:00-6:30 P.M.	1/18/44	Wm. H. Weintraub & Co., New York
Kellogg Co.	Kellogg's Pep	Superman	Mon.-Fri., 5:45-6:00 P.M. Local eff 7/4/44 Tues., Thurs., 5:45-6:00 P.M. Local Mon.-Fri., 5:15-5:30 Local	1/4/43-9/28/44 1/15/45—	Kenyon & Eckhardt, New York
Knox Company, Los Angeles	Cystex	What's the Name of That Song? eff 7/15/45 Crime Is My Pastime eff 9/9/45 The Nebbs	Sun., 4:30-5:00 P.M. Sun., 4:30-4:45 P.M. Sunday, 4:30-5:00 P.M.	10/1/44	Raymond R. Morgan Co., Hollywood
Lin-X (formerly Acme White Lead & Color Works, Detroit)	Mirdacs Acme Paint and Lin-X	Murder Is My Hobby The Shadow The Return of Nick Carter	Sun., 4:00-4:30 P.M. Sun., 5:30-6:00 P.M. Sun., 3:30-4:00 P.M. eff 4/22/45 Sun., 5:30-6:00 P.M.	10/14/45 10/1/44-4/15/45 10/1/44—	Henri, Hurst & McDonald Inc., Chicago
Lumberman's Mutual Casualty Co., Chicago	Insurance	Upton Close	Sun., 5:15-5:30 P.M. eff 2/21/43 Sun., 6:30-6:45 P.M.	11/22/42-7/1/45	Leo Burnett Co. Inc., Chicago
Lutheran Laymen's League, St. Louis	Religion	Lutheran Hour	Sun., 1:30-2:00 P.M. eff 9/17/44 Sun., 12:30-1:00 P.M.	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, Zahndt & Kelly, St. Louis eff 4/25/43 Gotham Adv. Co. Inc., New York
Miss Swank, Inc., New York	Miss Swank Slips	Relaxation in Music	Sun., 9:45-10:00 P.M.	10/22/44-3/18/45	Hirshon-Garfield Inc., New York eff 11/5/44 Wm. H. Weintraub & Co., New York
Miles Laboratories	Alka-Seltzer	Queen For A Day	Mon.-Fri., 2:30-3:00 P.M. (15 min. daily)	10/29/44—	Wade Advertising, Chicago
Mutual Benefit Health & Accident Assn., Omaha	Insurance	Freedom of Opportunity	Fri., 8:30-9:00 P.M.	1/14/44—	Arthur Meyerhoff & Co., Chicago
Petri Wine Co., San Francisco	Wine	The Adventures of Sherlock Holmes	Fri., 8:30-8:55 P.M. eff 10/4/43 Mon., 8:30-9:00 P.M.	4/30/43-5/28/45 9/3/45—	Erwin, Wasey & Co. Inc., San Francisco eff 11/1/43 Young & Rubicam, New York
Procter & Gamble	Duz	Queen For A Day	Mon.-Fri., 2:30-3:00 P.M. (15 min. daily)	12/31/45—	Compton, New York

(Continued on Page 260)

LISTEN TO ...

KQV

"NEWEST and BEST IN RADIO"

1410
FROM
DIAL

The way to SELL 'EM is to TELL 'EM

USE KQV . . . PITTSBURGH'S AGGRESSIVE RADIO STATION

Basic Mutual Network . . . National Reps: WEED & CO.

In **PORTLAND, OREGON** on **KALE** **2 SHOWS OF UNIQUE PUBLIC SERVICE!**

Indicative of the prestige-building programs of this mighty station



FOR THE FARM FAMILY

"Pay Dirt"

Service to the farmers is important in Oregon because agriculture represents the second largest industry in the Pacific Northwest. PAY DIRT is KALE's contribution to better farming, higher farm income. Conducted twice daily—6 days a week—by *Burton Hutton*, recognized farm authority, it gives complete up-to-the-minute news of vital interest to the men, women and children on farms. With its Farm Advisory Committee, PAY DIRT is more than a radio show, for it serves every member of the farming family... a truly unique and exclusive feature of Portland's fastest growing station... KALE.

FOR THE VETERAN "VETERANS' JOB SHOP"

The number one problem facing America today is jobs for veterans. Many men have learned skills in service which they wish to put to personal use. Even before war's end... Portland's alert and public spirited station KALE created VETERAN'S JOB SHOP. Broadcast each Monday night at 8:30 P.M. this feature interviews veterans and secures employment for them *right now!* KALE's staff, working with U.S.E.S. employment specialists keeps close check on job and personnel availabilities. Again KALE leads!



PORTLAND, OREGON

Mutual Don Lee Broadcasting System Affiliate

NATIONAL REPRESENTATIVES * JOHN BLAIR & COMPANY

Advertisers Using Mutual Network During 1945

(Continued from Page 258)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contracts	Agency & City
Pharmaco, Inc., Newark	Feen-A-Mint and/or Chooz	Double or Nothing	Sun., 6:00-6:30 P.M. eff 5/8/42 Fri., 9:30-10:00 P.M. eff 7/15/45 Sun., 9:30-10:00 P.M.		9/29/40—	Wm. Esty & Co., New York eff 1/1/44 Ruthrauff & Ryan, New York
	Chooz	Bobby Hookey eff 11/7/43 Hookey Hall	Sun., 10:45-11:00 P.M. Sun., 1:30-2:00 P.M. eff 9/23/44 Sun., 11:30-12:00 Noon		4/4/43	Clements Co. Inc., Philadelphia
R. B. Semler, Inc., New Canaan, Conn.	Kreml Hair Tonic	Gabriel Heater	Wed. & Fri., 9:00-9:15 P.M. eff 8/22/41 Wed., Fri., Sat., 9:00-9:15 P.M. eff 7/7/41 Mon., Wed., Fri., 9:00-9:15 P.M.		8/7/40—	Erwin, Wasey & Co. Inc., New York
		Wm. Lang—News Paula Stone and Phil Brito	Mon.-Fri., 12:00-12:15 P.M. Tues., Thurs., 1:30-1:45 P.M.		12/4/44— 12/5/44—	
Radio Bible Class (formerly Detroit Bible Class), Detroit	Religious Talks	Detroit Bible Class eff 9/43 Radio Bible Class	Sun., 10:00-10:30 A.M.		11/10/40—	Stanley G. Boynton, Detroit
Ralston Purina Co., St. Louis	Cereal Foods	Tom Mix and His Ralston Straight Shooters	Wed. & Fri., 5:30-5:45 P.M. local eff 9/4/44 Mon.-Fri., 5:30-5:45 P.M. local eff 10/25/44 Mon.-Fri., 5:45-6:00 P.M. local		6/7/44—	Gardner Adv. Co., St. Louis
Reichhold Chemicals, Inc., Detroit	Institutional	Detroit Symphony Orchestra eff 4/14/45 Symphony of the Americas eff 6/23/45 Twilight Concerts eff 7/21/45 Detroit Symphony eff 10/5/45 Cosmopolitan Records Cosmo Tune Time	Sat., 8:30-9:00 P.M. eff 1/6/45 Sat., 8:30-9:30 P.M. Sat., 8:30-9:00 P.M.		10/1/44-10/13/45	Grant Adv. Inc., New York
Rensie Watch Company	Rensie Watches	Rensie's Radio Auction Gallery	Mon., 10:00-10:30 P.M.		9/17/45—	Weiss & Geller Inc., Chicago
Revere Copper & Brass, Inc., New York	Institutional	The Human Adventure	Wed., 10:00-10:30 P.M. eff 10/14/45 Sun., 9:00-9:30 P.M.		7/4/45—	St. Georges & Keyes, New York
Richfield Oil Corp., New York	Oil and Gasoline	Confidentially Yours with Arthur Hale	Sat., 7:30-7:45 P.M. eff 4/2/40 Tues., Thurs., Sat., 7:30-7:45 P.M.		1/6/40-6/29/40 2/1/40-9/27/41 1/6/42—	Sherman K. Ellis Co., New York eff 2/1/41 Hixson-O'Donnell Adv., New York
Scrutan Company, Jersey City	Scrutan-Nutrex	A. L. Alexander's Mediation Board	Sun., 8:00-8:45 P.M. eff 9/20/45 Sun., 8:15-8:45 P.M. eff 10/11/45 Sun., 8:00-8:30 P.M.		7/11/43—	Raymond Spector Co., New York eff 7/1/45 Grant Adv., New York
		Richard Maxwell, Hymns You Love Letters to Lindlahr	Mon.-Fri., 12:30-12:45 P.M. Mon.-Fri., 11:45-12:00 Noon		9/10/45— 10/1/45—	
Seven-Up Bottling Co., St. Louis	Seven-Up	The Fresh Up Show	Wed., 8:30-9:00 P.M.		4/4/45—	J. Walter Thompson Co., New York
Shipstad & Johnson	Ice Follies	Thurs., 11:30-12:00 Mid.		9/20/45 only	Smith, Bull & McCreery, Hollywood
Sinclair Refining Co.	Oil and Gasoline	Confidentially Yours with Arthur Hale	Tues., Thurs., Sat., 7:45-8:00 P.M. eff 1/4/44 Tues., Thurs., Sat., 8:00-8:15 P.M.		3/16/43—	Hixson-O'Donnell Adv., New York
		eff 5/2/44 Frank Singiser	eff 10/15/45 Mon., Wed., Fri., 7:30-7:45 P.M.			
Stokely Bros. & Co., Inc., Indianapolis	Tenderoni and other Van Camp Products	Luncheon with Lopez eff 1/29/45 Take It Easy Time	Mon., Wed., Fri., 1:30-1:45 P.M. eff 7/28/44 Fri., 1:30-1:45 P.M. Mon., Wed., Fri., 11:30-11:45 A.M.		1/31/44—	Calkins & Holden, New York
Table Products, Inc.	Nu-made Mayonnaise	Night At Hoagy's	Sun., 11:30-12:00 Mid.		7/30/44-1/21/45	Foote, Cone & Belding, San Francisco
Textron, Inc., New York	Cotton Goods	This Is Helen Hayes	Sun., 10:15-10:30 P.M.		2/25/45-7/1/45	J. Walter Thompson, New York
Union Pacific Railroad, Omaha	Institutional	Your America	Sun., 4:00-4:30 P.M.		10/15/44-10/7/45	Caples Co., Chicago
Voice of Prophecy	Religious Talks	Voice of Prophecy	Sun., 7:00-7:30 P.M. eff 10/10/43 Sun., 9:30-10:00 A.M.		1/4/42—	Jack Parker & Assoc., Hollywood eff 10/10/43 G. C. Hoskin Assoc., Chicago
Waltham Watch Co., Massachusetts	Waltham Time Pieces	Time for Decision	Wed., 10:00-10:15 P.M.		10/11/44-1/31/45	H. B. Humphrey Co., Boston
Wander Company	Ovaltine	Captain Midnight	Mon.-Fri., 5:30-5:45 P.M.		9/24/45—	Ruthrauff & Ryan, Chicago
Wesley Radio League	Religious Talks	Rev. John E. Zoller	Sun., 11:00-11:30 A.M.		11/1/42—	Stanley G. Boynton, Detroit
Whitehall Pharmacal Co., New York	Anacin and Other Products	Real Stories from Real Life	Mon.-Fri., 9:15-9:30 P.M.		7/9/45—	Dancer, Fitzgerald, Sample, New York
Wilson Sporting Goods Co., Chicago	Sporting Goods	All Star Football Game	Thurs., 9:30 P.M.—conc.		8/30/45 only	U. S. Advertising, Chicago
Wurlitzer Co., Chicago	Musical Instruments	Abe Lincoln's Story	Mon., 9:30-10:00 P.M.		2/12/45 only	Schwimmer & Scott, Chicago
Young People's Church of the Air	Religious Talks	Young People's Church of the Air	Sun., 3:30-4:00 P.M. eff 10/19/41 Sun., 4:30-5:00 P.M. eff 12/5/43 Sun., 9:00-9:30 A.M.		10/13/40-1/5/41 1/19/41-4/13/41 10/19/41—	R. H. Alber Co., Los Angeles, Calif. eff 1/19/41 Ivey & Ellington, Inc., Philadelphia eff 4/9/44 Erwin Wasey Co., New York
Zonite Products, Corp.	Forhan's Toothpaste	Gabriel Heater	Mon., 9:00-9:15 P.M. eff 3/20/41 Mon., Thurs., 9:00-9:15 P.M. eff 7/8/41 Tues., Thurs., 9:00-9:15 P.M.		1/6/41—	Erwin Wasey Co., New York

★ HEART OF EASTERN NORTH CAROLINA
BRIGHT LEAF TOBACCO BELT



this
WASHINGTON

IS IN

NORTH

CAROLINA

In Case you didn't know!

This Washington, in the heart of Eastern North Carolina, is the home town of WRRF! Also perhaps you didn't know that Eastern North Carolina Bright Leaf Tobacco farmers sold their 1945 crop for over \$175,000,000.00.

We want you to know . . . that WRRF serves this market completely . . . a market of over 600,000 population . . . with 6,188 retail stores that do over \$100,000,000.00 annual sales volume.

You should know . . . that 67,144 radio homes depend primarily on WRRF for their favorite national and local programs.

Then you will know that WRRF is the only "buy" to cover Eastern North Carolina . . . WRRF will sell your product in one of America's richest agricultural belts . . . So remember WRRF . . . **This** Washington in North Carolina—and this "as good as gold" . . . market.

WRRF

930 Kc. 1000 WATTS

TAR HEEL BROADCASTING SYSTEM, INC.

"WE RADIATE REAL FRIENDSHIP"

AFFILIATED WITH THE AMERICAN BROADCASTING COMPANY

FORJUE & COMPANY • National Representative

NEW YORK

CHICAGO

PHILADELPHIA

WASHINGTON

NORTH CAROLINA

"HOME OF WRRF"

BROADCASTING • Telecasting

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NATIONAL BROADCASTING CO.: EXECUTIVES and STAFF

30 Rockefeller Plaza, New York 20, N. Y.

Telephone: Circle 7-8300. Registered Telegraphic Address: NATBROCAST, NEW YORK

BOARD OF DIRECTORS

James Rowland Angell
Arthur E. Braun
Bertram Cutler
Gano Dunn
Frank M. Folsom
James G. Harbord
Edward W. Harden
Edward F. McGrady
De Witt Millhauser
Frank E. Mullen
Edward J. Nally
David Sarnoff
Niles Trammell

OFFICERS

David Sarnoff, *Chairman of the Board*
Niles Trammell, *President*
Frank E. Mullen, *Vice President and General Manager*
A. L. Ashby, *Vice President and General Counsel*
C. Lloyd Egner, *Vice President*
O. B. Hanson, *Vice President*
William S. Hedges, *Vice President*
Harry C. Kopf, *Vice President*
John H. MacDonald, *Vice President and Assistant Secretary*
Clarence L. Menser, *Vice President*
John F. Royal, *Vice President*
Frank H. Russell, *Vice President*
Sidney N. Strotz, *Vice President*
Roy C. Witmer, *Vice President*
R. J. Teichner, *Treasurer*
H. F. McKeon, *Controller*
Lewis MacConnach, *Secretary*
C. E. Pfautz, *Assistant Secretary*

Departments and Divisions

EXECUTIVE OFFICES

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Frank E. Mullen, *Vice President and General Manager*
James Rowland Angell, *Public Service Counselor*
Clayland T. Morgan, *Assistant to the President*
John H. MacDonald, *Vice President in Charge of Finance*

ADVERTISING AND PROMOTION DEPARTMENT

Charles P. Hammond, *Director*
James Nelson, *Assistant Director*
Parmelee W. Cusack, *Art Director*
Charles Vaill, *Manager of Network Sales Promotion*

CONTINUITY ACCEPTANCE DEPARTMENT

J. K. Mason, *Manager*

CONTROLLER'S DEPARTMENT

Harry F. McKeon, *Controller*
Harold M. Kelly, *Assistant Controller*
Hugh R. McGeachie, *Assistant Controller*

ENGINEERING DEPARTMENT

O. B. Hanson, *Vice President and Chief Engineer*
William A. Clarke, *Administrative Assistant*
R. F. Guy, *Radio Facilities Engineer*
George McElrath, *Manager of Engineering Department*
C. A. Rackey, *Audio and Video Facilities Engineer*
R. E. Shelby, *Director of Technical Development*
F. A. Wankel, *Eastern Division Engineer*
James Wood, Jr., *Manager of Technical Services*

FINANCE DEPARTMENT

John H. MacDonald, *Vice President in Charge of Finance*
J. Robert Myers, *Assistant to Vice President in Charge of Finance*
Charles A. Wall, *Administrative Assistant to Vice-President in Charge of Finance*

GENERAL SERVICE DEPARTMENT

Edward M. Lowell, *Director of General Service*
W. R. Thompson, *Supervisor of Building Maintenance Division*
Leslie C. Vaughan, *Manager of Office Services Division*

GUEST RELATIONS DEPARTMENT

William Ervin, *Manager*
Peter Tintle, *Assistant Manager*
Albert E. Walker, *Assistant Manager of Special Activities*
Robert Wogan, *Assistant Manager*

INFORMATION DEPARTMENT

Horton Heath, *Director*
Mrs. Irene Kuhn, *Assistant Director*
Anita Barnard, *Manager of Correspondence Division*

INTERNATIONAL DEPARTMENT

Fred Bate, *Manager*

LEGAL DEPARTMENT

A. L. Ashby, *Vice President and General Counsel*
Henry Ladner, *Assistant General Counsel*
John P. King, *Attorney*
S. R. Olliphant, *Attorney*
Edward J. McCrossin, *Attorney (Chicago)*
Donn B. Tatum, *Attorney (Hollywood)*
Wilson I. Hart, *Attorney (Denver)*
Cahill, Gordon, Zachry and Reindel, *Counsel—New York & Washington*

NATIONAL SPOT SALES DEPARTMENT

James V. McConnell, *Manager*
Willan C. Roux, *Assistant Manager*
William O. Tilenius, *Assistant Manager*

NETWORK SALES DEPARTMENT

Roy C. Witmer, *Vice President in Charge*
I. E. Showerman, *Eastern Sales Manager*
George H. Frey, *Sales Service Manager*
Edward R. Hitz, *Assistant to the Vice President in Charge*
F. Melville Greene, *Sales Traffic Manager*

NEWS AND SPECIAL EVENTS DEPARTMENT

William F. Brooks, *Director of News and Special Events*
Francis C. McCall, *Manager of Operations*
Adolph Schneider, *Assistant Manager of Operations*
Joseph O. Meyers, *Assistant to the Director*

PERSONNEL DEPARTMENT

Ernest de la Ossa, *Personnel Director*
Ruth Hurd, *Records and Research Manager*
Helen Korday, *Employment Manager*
Corinne Pearson, *Employees Services Manager*

PLANNING AND DEVELOPMENT DEPARTMENT

William S. Hedges, *Vice President in Charge*
James M. Gaines, *Manager*
Phillip I. Merryman, *Director of Facilities Development*

PRESS DEPARTMENT

Sydney Eiges, *Manager*
Thomas E. Knode, *Assistant Manager*

PROGRAM DEPARTMENT

Clarence L. Menser, *Vice President in Charge*
Robert K. Adams, *Director of Program Development*
Thomas H. Belviso, *Manager of the Music Library*
Frank Black, *General Music Director*
Bertha Brainard, *Assistant to the Vice President and Manager of Package Program Sales*
Samuel Chotzinoff, *Manager, Music Division*
Patrick J. Kelly, *Supervisor of Announcing*
Frederick Knopfke, *Supervisor of Sound Effects*
William Stern, *Director of Sports*
Thomas McCray, *Eastern Program Manager*
Richard P. McDonagh, *Manager, Script Division*
de Lancey Provost, *Assistant to Program Manager of WEAf*
Arch Robb, *Night Program Manager*
Fred Shawn, *Administrative Assistant*
Grace H. Sniffin, *Supervisor Business Office*
Wynn Wright, *National Production Manager*

PUBLIC SERVICE DEPARTMENT

James Rowland Angell, *Public Service Counselor*
Dwight B. Herrick, *Manager*
Margaret Cuthbert, *Director of Program for Women and Children*
Sterling Fisher, *Assistant Public Service Counselor*
Mrs. Doris Corwith, *Assistant to the Manager*
Jane T. Wagner, *Director of Home Economics*
Gilbert C. Chase, *Specialist, Latin-American Music and Literature*

RADIO RECORDING DEPARTMENT

C. Lloyd Egner, *Vice President in Charge*
Norman C. Cloutier, *Manager of Thesaurus Programs*
Robert W. Friedheim, *Manager*
Henry P. Hayes, *Assistant to the Vice President and Business Manager*
Charles G. Hicks, Jr., *Manager of Recording Sales*
Willis B. Parsons, *Manager of Thesaurus and Syndicated Sales*
William Seth, *Director of Sales Promotion*
George C. Stevens, *Office Manager*
George Stewart, *National Recording Supervisor*
H. H. Wood, *Program Manager*

RESEARCH DEPARTMENT

Hugh M. Beville, *Director*

STATIONS DEPARTMENTS

Easton C. Woolley, *Director*

STATIONS RELATIONS DEPARTMENT

Sheldon B. Hickox, Jr., *Manager*

TRAFFIC DEPARTMENT

Harry A. Woodman, *Traffic Manager*
John A. Hilton, *Supervisor of Traffic Operations*

TELEVISION DEPARTMENT

John F. Royal, *Vice President in Charge*
N. Ray Kelly, *Manager, Program Production Facilities*
Noran Kersta, *Executive Manager*
Reynold Kraft, *Sales Manager*
John T. Williams, *Business Manager*

TRANSPORTATION DEPARTMENT

Marie F. Dolan, *Manager*

TREASURERS DEPARTMENT

Rudolph J. Teichner, *Treasurer*
William D. Bloxham, *Purchasing Agent*
William A. Williams, *Assistant to the Treasurer*

OPERATED STATIONS

Station Managers

Vernon H. Pribble, *Manager of Station WTAM*
Lloyd E. Yoder, *Manager of Station KOA*
John W. Elwood, *Manager of Station KPO*
Carleton D. Smith, *Manager of Station WRC*

CENTRAL DIVISION—CHICAGO

Merchandise Mart, Chicago 54, Ill.

Tel.—Superior 8300

Harry C. Kopf, *Vice President and General Manager of the Central Division*
Oliver Morton, *National Spot Sales Manager*
Emmons C. Carlson, *Sales Promotion and Advertising Manager*
Frank E. Chizzini, *Manager of Radio Recording*
Henry D. Livezey, *Manager of Guest Relations*
Eric Danielson, *Program Traffic Supervisor*
Robert M. Guilbert, *Continuity Acceptance Editor*
William Draps, *Director of Agriculture*
Everett G. Mitchell, *Director of Agriculture for Station WMAQ*
Jules Herbuveaux, *Program Manager*
Frederick A. Jacobson, Jr., *Production Manager*
A. W. Kaney, *Station Relations Department*
Howard C. Luttgens, *Central Division Chief Engineer*
Paul McCluer, *Sales Manager*
Edward J. McCrossin, *Attorney*
William J. Murphy, *Script Editor*
William B. Ray, *Manager, News and Special Events*
Jack Ryan, *Manager of Press Relations*
Judith C. Waller, *Director of Public Service*
John F. Whalley, *Business Manager*

WESTERN DIVISION—HOLLYWOOD

Sunset Blvd. and Vine St., Hollywood, Calif.

Tel.—Hollywood 6161

Sidney N. Strotz, *Vice President in Charge*
Joseph J. Alvin, *Manager News and Special Events*
Frank A. Berend, *Sales Manager*
Harold J. Boek, *Manager of Press Department and Director of Public Relations*
Frank V. Dellett, *Auditor*
Frank E. Ford, *Manager, Sales Promotion Department*
Lewis S. Frost, *Assistant to Vice President and Western Division Program Manager*
Paul B. Gale, *Traffic Supervisor*
Donald Honrath, *Manager, Continuity Acceptance Department*
Robert E. Howard, *National Spot Sales Department*
Henry C. Maas, *Manager of Sales and Program Traffic*
Jennings Pierce, *Director of Public Service and Manager of Station Relations*
Alex S. Robb, *Manager of Package Sales*
A. H. Saxton, *Chief Engineer, Western Division*
Donn B. Tatum, *Attorney*
Oscar C. Turner, *Manager, Radio Recording Department*

WASHINGTON, D. C.

724 14th Street N.W., Washington, D. C.

Phone—Republic 4000

Frank M. Russell, *Vice President in Charge*
Carleton D. Smith, *Manager WRC*
R. G. Goldenstroth, *Auditor*
Albert E. Johnson, *Engineer in Charge*
William McCAndrew, *Director, News and Special Events*
James Wheeler, *Assistant to Manager*
Mahlon Glascock, *Sales Manager*
Ward Hubbard, *Manager, Radio-Recording Department*

FOREIGN REPRESENTATIVES

England

Stanley Richardson, *Manager, London Office*
43 Berkeley Square, London, England
Tel. Grosvenor 3150., Grosvenor 1905.

STATIONS OWNED AND OPERATED BY

NATIONAL BROADCASTING CO.

WEAF, New York
WMAQ, Chicago
WTAM, Cleveland
KOA, Denver
KPO, San Francisco
WRC, Washington

NBC Stations Planning and Advisory Committee

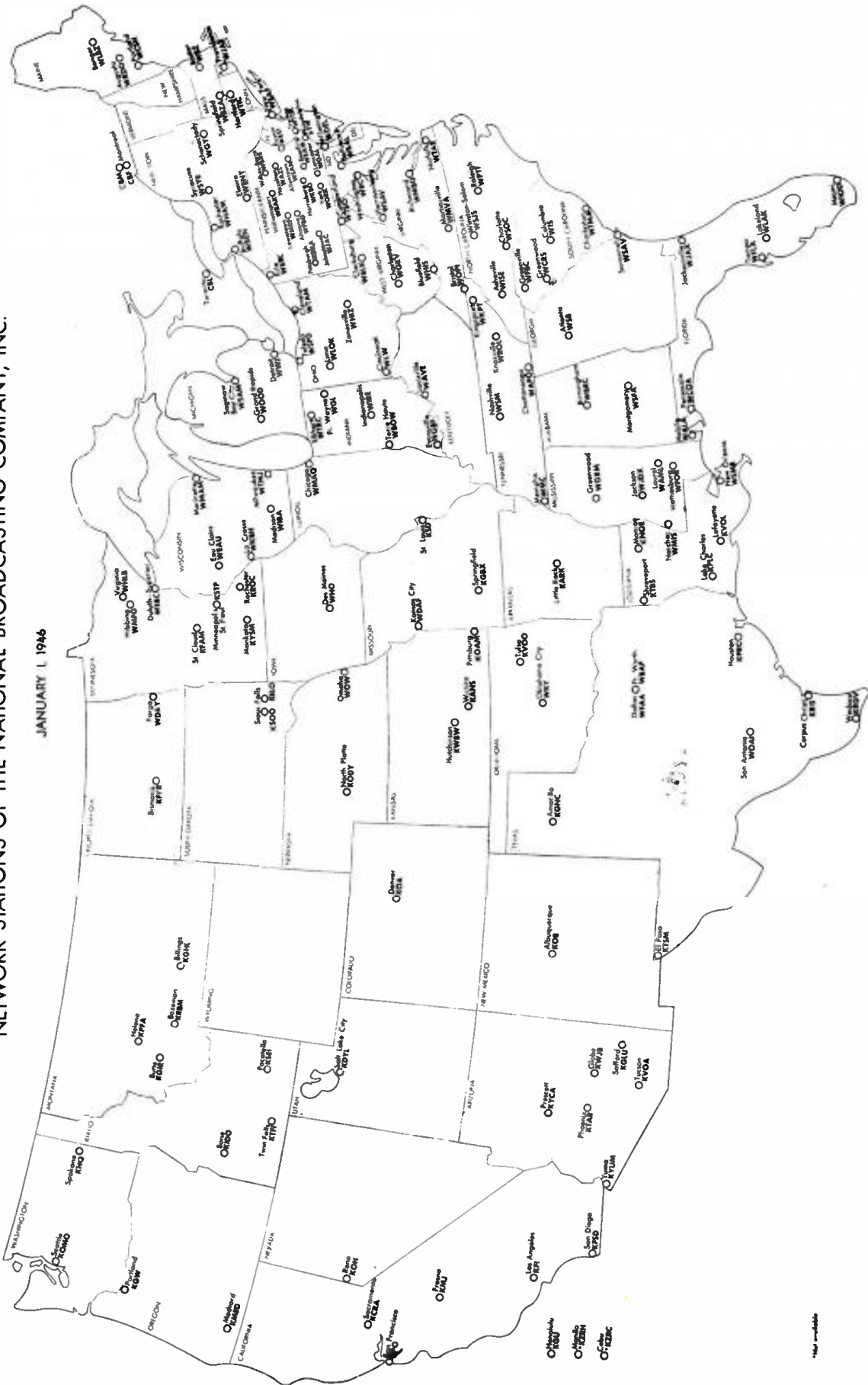
Clair McCollough, *WGAL, Lancaster, Pa.*
G. Richard Shafto, *WIS, Columbia, S. C.*
Nathan Lord WAVE, *Louisville*
Harold Wheelahan, *WSMB, New Orleans*
Stanley E. Hubbard, *KSTP, St. Paul*
Edward T. Bell, *WKY, Oklahoma City*
Richard O. Lewis, *KTAR, Phoenix, Ariz.*
Arden X. Pangborn, *KGW, Portland, Ore.*

NBC FOREIGN CORRESPONDENTS

Stanley Richardson, *Edwin Haaker, Romney Wheeler, Merrill Mueller, London.*
Henry Cassidy, *Paul Archinard, Paris*
Robert Magidoff, *Eddie Gilmore, Daniel DeLuce, Moscow*
Roy Porter, *Berlin*
Frank O'Brien, *Cairo*
Guthrie Janssen, *Tokyo*
James M. Wahl, *Hawaii*
Calvin Hirsh, *China*
Sven Norberg, *Stockholm*
A. D. Bramstedt, *Fairbanks*
George Thomas Folster, *Japan*
Harwood Hull, Jr., *Puerto Rico*
Max Jordan, *Berne*
Donald L. Ferguson (Rio de Janeiro), *Leon Hochstetter (Buenos Aires), South America*
Peter Brennan, *Panama*

NETWORK STATIONS OF THE NATIONAL BROADCASTING COMPANY, INC.

JANUARY 1, 1946



Advertisers Using NBC Network During 1945

Sponsor	Product	Program	Time	No. of Stations	Duration of Contracts	Agency & City
Albers Milling Co., Seattle	Cereal Products	Albers Homemakers' Hour	Mon.-Fri., 10:30-10:45 A.M. PST	8	Oct. '44—	Foote, Cone & Belding, S. F. (eff July '45) Erwin, Wasey & Co., Seattle
Allis-Chalmers Manufacturing Co. (Tractor Div.), Milwaukee	Farm Equipment	The National Farm & Home Hour	Sat., 1:00-1:30 P.M.	42	Sept. '45—	Bert S. Gittins Advertising, Milwaukee
American Bakeries, Atlanta	Merita Breads, Cakes & Crackers	Robert St. John	Mon., Wed., Fri., 10:15-10:30 A.M. (eff Feb. '45) 10:00-10:15 A.M.	16	June '44	Tucker Wayne & Co., Atlanta
American Dairy Assn., Chicago	Dairy Products	Voice of the Dairy Farmer	Sun., 1:00-1:15 P.M.	42	July '43	Campbell-Mithun, Inc., Chicago
American Tobacco Co., New York	Lucky Strike Cigarettes	Jack Benny (Wayne King, June '45-Sept. '45)	Sun., 7:00-7:30 P.M.	145	Oct. '44—	Ruthrauff & Ryan, Inc., N. Y.
B. T. Babbitt, New York	Bab-O Cleaner	David Harum	Mon.-Fri., 11:45-12:00 Noon	55	Sept. '40—	Duane Jones Co., N. Y.
B. T. Babbitt Inc., New York	Bab-O Cleaner	Lora Lawton	Mon.-Fri., 10:00-10:15 A.M. (eff Feb. '45) 10:15-10:30 A.M.	39	May '43—	Duane Jones Co., N. Y.
P. Ballantine & Sons, Newark	Beer & Ale	His Honor the Barber	Tues., 7:30-8:00 P.M.	126	Oct. '45—	J. Walter Thompson, N. Y.
Bell Telephone System, New York	Telephone Service	The Telephone Hour	Mon., 9:00-9:30 P.M.; 12:00-12:30 A.M.	136	Apr. '40—	N. W. Ayer & Son, Inc., N. Y.
Ben Hur Products, Inc., Los Angeles	Coffee, Spices & Extract	Aunt Mary	Mon.-Fri., 10:30-10:45 A.M. PST	13	Feb. '44-Feb. '45	Foote, Cone & Belding, Hollywood
Best Foods Inc., New York	Nucoa (Margarine)	John W. Vandercook	Sat., 5:30-5:45 P.M.	144	Apr. '45-July '45	Benton & Bowles, N. Y.
Bozeman Canning Co., San Francisco	Pictasweet Frozen Foods	Pictasweet News	Sat., 10:00-10:15 P.M. PST	6	Sept. '45—	Ruthrauff & Ryan, Seattle
Bristol-Myers, Inc., New York	Sal Hepatica & Trushay	Time to Smile (June '45-Sept. '45) Wednesday with You (eff. Nov. 23, '45) The Eddie Cantor Show	Wed., 9:00-9:30 P.M.	131	Oct. '42—	Young & Rubicam, N. Y.
Bristol-Myers, Inc., New York	Vitalis & Ipana	Mr. District Attorney	Wed., 9:30-10:00 P.M.	131	June '40—	Doherty, Clifford & Shenfield, N. Y.
Bristol-Myers, Inc., New York	Minit Rub & Vitalis	Duffy's Tavern (June '45-Sept. '45) Correction Please	Fri., 8:30-9:00 P.M.; 11:30-12:00 Mid.	129	Sept. '44	Young & Rubicam, N. Y.
Brown & Haley Candy Co., Tacoma, Wash.	Candy	Cited for Valor	Fri., 9:15-9:30 P.M. PST	7	May '45	Erwin, Wasey, Seattle (eff July '45) Honig-Cooper Co., Seattle
Brown Shoe Co., Inc., St. Louis	Shoes	Smilin' Ed. McConnell	Sat., 11:30-12:00 Noon	62	Sept. '44—	Leo Burnett Co., Chicago
Brown & Williamson Tobacco Co., Louisville	Raleigh Cigarettes	People Are Funny	Fri., 9:30-10:00 P.M. (eff Oct. '45) 9:00-9:30 P.M.	143	Apr. '42—	Russel M. Seeds, Chicago
Brown & Williamson Tobacco Co., Louisville	Raleigh Cigarettes & Sir Walter Raleigh Tobacco	Raleigh Room with Hildegarde (eff Dec. '45) Red Skelton's Scrapbook (June '45-Sept. '45) Evening with Romberg	Tues., 10:30-11:00 P.M.	144	Sept. '43—	Russel M. Seeds, Chicago
Brown & Williamson Tobacco Co., Louisville	Raleigh & Kool Cigarettes	Carton of Cheer (eff Apr. '45) Gay Mrs. Featherstone (eff Oct. '45) Evening with Romberg (eff Dec. '45) Raleigh Room with Hildegarde	Wed., 8:30-9:00 P.M.; 11:30-12:00 Mid.	144	Sept. '42—	Russel M. Seeds, Chicago
Bunte Bros., Chicago	Candy	World Front	Sun., 12:00-12:30 P.M.	20	June '43—	Presba, Fellers & Presba, Inc., Chicago
Campana Sales Co., Batavia, Ill.	Cosmetics & Toiletries	Grand Hotel	Sat., 5:00-5:30 P.M.	141	Nov. '44-Oct. '45	Wallace-Ferry-Hanley Co., Chicago
Campana Sales Co., Batavia, Ill.	Solitaire Makeup	Little Betsy Rosa Girl (eff Nov. '45) Solitaire Time	Sun., 11:45-12:00 Noon	16	Nov. '44—	The Clements Co., Phila.
Campbell Cereal Co., Minneapolis	Malt-O-Meal & Other Cereals	Graeme Fletcher	Mon., Wed., Fri., 7:00-7:15 A.M. PST	7	Sept. '44—	Raymond R. Morgan Co., Hollywood
Carnation Co., Milwaukee	Evaporated Milk	Carnation Contented Program	Mon., 10:00-10:30 P.M.	147	May '31—	Erwin, Wasey & Co., Chicago
Centaur Co., Rahway, N. J.	Molle Shave Cream	Molle Mystery Theater (off July '45-Oct. '45)	Fri., 10:00-10:30 P.M.	139	Sept. '43—	Young & Rubicam, Inc., N. Y.
Cities Service Co., New York	Pet. Prods., Tires & Accessories	Cities Service Highways in Melody	Fri. 8:00-8:30 P.M.	69	Oct. '40—	Foote, Cone & Belding, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Shave Cream	Can You Top This?	Sat., 9:30-10:00 P.M.	138	Oct. '42—	Ted Bates Inc., N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Palmolive Soap & Colgate Tooth Powder	Judy Canova Show (off July-Aug. '45)	Sat., 10:00-10:30 P.M.	138	May '43—	Ted Bates, Inc., N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Shave Cream	Colgate Sports Newsreel	Fri., 10:30-10:45 P.M.	69	Oct. '41—	Sherman & Marquette, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Palmolive Soap & Colgate Dental Cream	Kay Kyser's College of Musical Knowledge	Wed., 10:00-11:00 P.M.	139	Dec. '44—	Ted Bates, Inc., N. Y.
E. I. DuPont de Nemours & Co. Inc., Wilmington, Del.	Institutional	Cavalcade of America (off July-Aug. '45)	Mon., 8:00-8:30 P.M.; 11:30-12:00 Mid.	142	Apr. '42—	BBD&O, N. Y.
Electric Auto-Lite Co., Toledo, Ohio	Automotive Products	Everything For the Boys	Tues., 7:30-8:00 P.M.	132	Jan. '41-Sept. '45	Ruthrauff & Ryan, N. Y.
Electrical Research Laboratories Inc. (Sentinel Radio Corp), Evanston, Ill.	Institutional	John W. Vandercook	Sat., 5:30-5:45 P.M.	142	Oct. '44-Apr. '45	Evans Associates, Inc. Chicago
Emerson Drug Co., Baltimore	Bromo Seltzer	Ellery Queen (eff. Jan. 6, '45) The Saint	Sat. 7:30-8:00 P.M.; Thurs., 12:30-1:00 A.M.	21	Oct. '42-Apr. '45	McCann-Erickson, N. Y.
Firestone Tire & Rubber Co., Akron, Ohio	Tires & Tubes	Voice of Firestone	Mon., 8:30-9:00 P.M.	146	Dec. '28—	Sweeney & James Co., Cleveland, Ohio

(Continued on Page 266)

Advertisers Using NBC Network During 1945

(Continued from Page 264)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contracts	Agency & City
Fisher Flouring Mills Co., Seattle	Cereals & Flour	James Abbe Pictures the News	Sat., 10:45-11:00 A.M. PST	20	Oct. '44-Apr. '45	Pacific National Adv. Agency., Seattle
F. W. Fitch Co., Des Moines, Iowa	Shampoo, Hair Tonic	News of the World	Tue., Thurs., 7:15-7:30 P.M.	78	May '43-Sept. '45	L. W. Ramsey Co., Davenport, Iowa
F. W. Fitch Co., Des Moines, Iowa	Shampoo, Hair Tonic	Fitch Bandwagon (eff June '45) Bandwagon Mysteries (eff Sept. '45) Bandwagon Starring Cass Daley	Sun., 7:30-8:00 P.M.	143	Sept. '38—	L. W. Ramsey Co., Davenport, Iowa
Ford Motor Co., Detroit	Ford, Lincoln & Zephyr Automobiles	The Ford Show	Sun., 2:00-2:30 P.M.	142	Apr. '45-Sept. '45	J. Walter Thompson, Chicago
General Electric Co., Cleveland, Ohio	G. E. Mazda Lamps	Hour of Charm	Sun., 10:00-10:30 P.M.	138	Sept. '39—	BBD&O, N. Y.; Foster & Davies, Cleveland
General Foods Corp., New York	Birdseye Frosted Foods	Dinah Shore's Open House (off June '45-Aug. '45)	Thurs., 8:30-9:00 P.M.; 12:00-12:30 A.M.	138	July '44—	Young & Rubicam, Inc., N. Y.
General Foods Corp., New York	Maxwell House Coffee	Maxwell House Coffee Time (eff June '45) Adventures of Topper (eff Sept. '45) Burns and Allen	Thurs., 8:00-8:30 P.M.; 11:30-12:00 Mid.	138	Sept. '43—	Benton & Bowles, N. Y.
General Foods Corp., New York	Cereals, Flour	Portia Faces Life	Mon.-Fri., 5:15-5:30 P.M.	88	Apr. '41—	Benton & Bowles, N. Y.; (eff Sept. '45) Young & Rubicam, N. Y.
General Foods Corp., New York	Calumet Salt, Bakers Chocolate	When A Girl Marries	Mon.-Fri., 5:00-5:15 P.M.	75	Sept. '41—	Benton & Bowles, N. Y.
General Foods Corp., New York	Sanka Coffee	Those We Love	Sun., 2:00-2:30 P.M.	64	Oct. '44-Apr. '45	Young & Rubicam, N. Y.
General Mills, Inc., Minneapolis	Flour	Betty Crocker	Sat., 10:00-10:15 A.M.	12	Jan. '45-June '45	Dancer-Fitzgerald-Sample, Chicago
General Mills, Inc., Minneapolis	Betty Crocker Soups, Wheaties	Guiding Light	Mon.-Fri., 2:00-2:15 P.M.	125	May '38—	Knox-Reeves, Minneapolis
General Mills, Inc., Minneapolis	Bisquick	Today's Children	Mon.-Fri., 2:15-2:30 P.M.	127	May '38—	Knox-Reeves, Minneapolis
General Mills, Inc., Minneapolis	Wheaties	Woman In White	Mon.-Fri., 2:30-2:45 P.M.	127	May '38—	Knox-Reeves, Minneapolis
General Mills, Inc., Minneapolis	Cake Flour	Hymns of All Churches	Mon.-Thurs., 2:45-3:00 P.M.	32	May '38—	Dancer-Fitzgerald-Sample, Chicago
General Mills, Inc., Minneapolis	Cake Flour	Betty Crocker	Fri., 2:45-3:00 P.M.	32	May '38—	Dancer-Fitzgerald-Sample, Chicago
General Motors Corp., Detroit	Institutional	General Motors Symphony of the Air	Sun., 5:00-6:00 P.M.	146	Aug. '43—	Arthur Kudner, N. Y.; (eff. Oct. 1, Kudner Agency, Inc.
General Motors Corp. (Oldsmobile Div.), Detroit	Institutional	John W. Vandercook	Sat., 5:30-5:45 P.M.	146	Aug. '45—	D. P. Broder & Co., Inc., Detroit
Gilmore Oil Co., Los Angeles	Oil & Gasoline	Furlough Fun	Fri., 9:00-9:30 P.M. PST	6	Nov. '42-Apr. '45	Ruthrauff & Ryan, Hollywood
Grove Laboratories, Inc., St. Louis	Cold Tablets & Vitamins	Okay for Release	Mon.-Fri., 5:00-5:15 P.M. PST	5	June '44—	Russel M. Seeds, Chicago
Grove Laboratories, Inc., St. Louis	Cold Tablets & Vitamins	Reveille Roundup	Mon., Wed., Fri., 7:45-8:00 A.M.; 8:45-9:00 A.M.; 9:45-10:00 A.M.	121	Oct. '41—	Russel M. Seeds, Chicago
H. J. Heinz Co., Pittsburgh	Heinz Foods	Information Please	Mon., 9:30-10:00 P.M.	138	Feb. '43-Feb. '45	Maxon, Inc., Detroit
Hudson Coal Co., Scranton, Pa.	Coal	The D & H Miners	Sun., 9:45-10:00 A.M.	11	Oct. '45—	The Clements Co., Phila.
International Harvester Co.	Motor Trucks & Farm Machinery	Harvest of Stars	Sun., 2:00-2:30 P.M.	149	Oct. '45—	McCann-Erickson, Inc., N. Y.
Jacques Mfg. Co., Chicago	K. C. Baking Powder	K. C. Jamboree	Sat., 11:00-11:30 A.M. (eff Aug. '45) 11:15-11:30 A.M.	73	Aug. '44-Oct. '45	Leo Burnett Co., Inc., Chicago
Andrew Jergens Co., Cincinnati	Woodbury Soap	Mr. and Mrs. North	Wed., 8:00-8:30 P.M.; 12:00-12:30 A.M.	137	Dec. '42—	Lennen & Mitchell, Inc., N. Y.
S. C. Johnson & Son, Inc., Racine, Wis.	Wax Products	Fibber McGee & Molly (July-Sept. '45) Victor Borge Show	Tues., 9:30-10:00 P.M.	140	Oct. '41—	Needham, Louis & Brorby, Inc., Chicago
Kerr Glass Mfg. Corp., Los Angeles	Glass Jars	Graeme Fletcher	Mon., Wed., Fri., 7:00-7:15 A.M. PST	8	May '45-Sept. '45	Raymond R. Morgan, Hollywood
Kraft Foods Co., Chicago	Kraft Products	Kraft Music Hall	Thurs., 9:00-9:30 P.M.	135	July '40—	J. Walter Thompson Co., Chicago
Kraft Foods Co., Chicago	Parkay	The Great Gildersleeve	Sun., 6:30-7:00 P.M.; 11:00-11:30 P.M.	82	Aug. '43—	Needham, Louis & Brorby, Inc., Chicago
Leaf Gum Co., Chicago	Chewing Gum	Tin Pan Alley of the Air	Sat., 5:45-6:00 P.M.; 6:30-6:45 P.M.	144	Jan. '45—	Bozell & Jacobs, Inc., Chicago
Lever Bros. Co., Cambridge, Mass.	Lifebuoy Soap	Bob Burns	Thurs., 7:30-8:00 P.M.; 9:30-10:00 P.M.	77	Jan. '43—	Ruthrauff & Ryan, Inc., N. Y.
Lever Bros. Co., Cambridge, Mass.	Rinso	Amos 'n Andy (June-Sept. '45) Dunninger	Fri., 10:00-10:30 P.M. (eff Oct. '45) Tues., 9:00-9:30 P.M.	148	Oct. '41—	Ruthrauff & Ryan, Inc., N. Y.
Lewis-Howe Co., St. Louis	Tums	A Date With Judy	Tues., 8:30-9:00 P.M.	143	June '40—	Roche, Williams & Cleary, Chicago
Liggett & Myers Tobacco Co., New York	Chesterfield Cigarettes	Chesterfield Supper Club	Mon.-Fri., 7:00-7:15 P.M.; 11:00-11:15 P.M.	144	June '39—	Newell Emmett Co., N. Y.
P. Lorillard Co., New York	Old Gold Cigarettes	Comedy Theater (eff June '45) Meet Me At Parky's	Sun., 10:30-11:00 P.M.	134	July '43—	Lennen & Mitchell, Inc., N. Y.
Los Angeles Soap Co., Los Angeles	Soap	Art Baker News	Mon.-Fri., 10:45-11:00 A.M. PST	20	Oct. '42—	Raymond R. Morgan Co., Hollywood
Manhattan Soap Co., New York	Sweetheart Soap	The Soldier Who Came Home (eff July '45) Barry Cameron	Mon.-Fri., 11:30-11:45 A.M.	68	Apr. '45—	Duane Jones Co., N. Y.
Mars Inc., Chicago	Candy	Dr. I. Q.	Mon., 10:30-11:00 P.M.	126	Apr. '44—	Grant Advertising, Inc., Chicago

(Continued on Page 271)

In the Chicago area . . .

8
OUT OF THE FIRST
10

28
OUT OF THE FIRST
40



. . . the favorite programs are heard over WMAQ

Independent surveys prove that year after year the nation's favorite programs are heard over WMAQ. These NBC shows are the combined result of NBC program direction, top-flight talent and expert production facilities—all made possible by America's leading radio advertisers and their capable agencies.

Through the station coverage afforded by WMAQ these astute advertisers reach our country's number two market, Chicagoland, where 2,855,700 families annually spend over \$3,500,000,000. And the same advantages await those interested in either local or spot campaigns. For WMAQ . . . morning, noon or night . . . is the Chicago station that reaches the people who listen and buy.

FIRST in CHICAGO

WMAQ



50,000 watts

Represented by NBC SPOT SALES

A Service of Radio
Corporation of America

*The Chicago station
most people listen to most of the time*

670 ON YOUR DIAL

The National Broadcasting Company

respectfully directs

your attention to

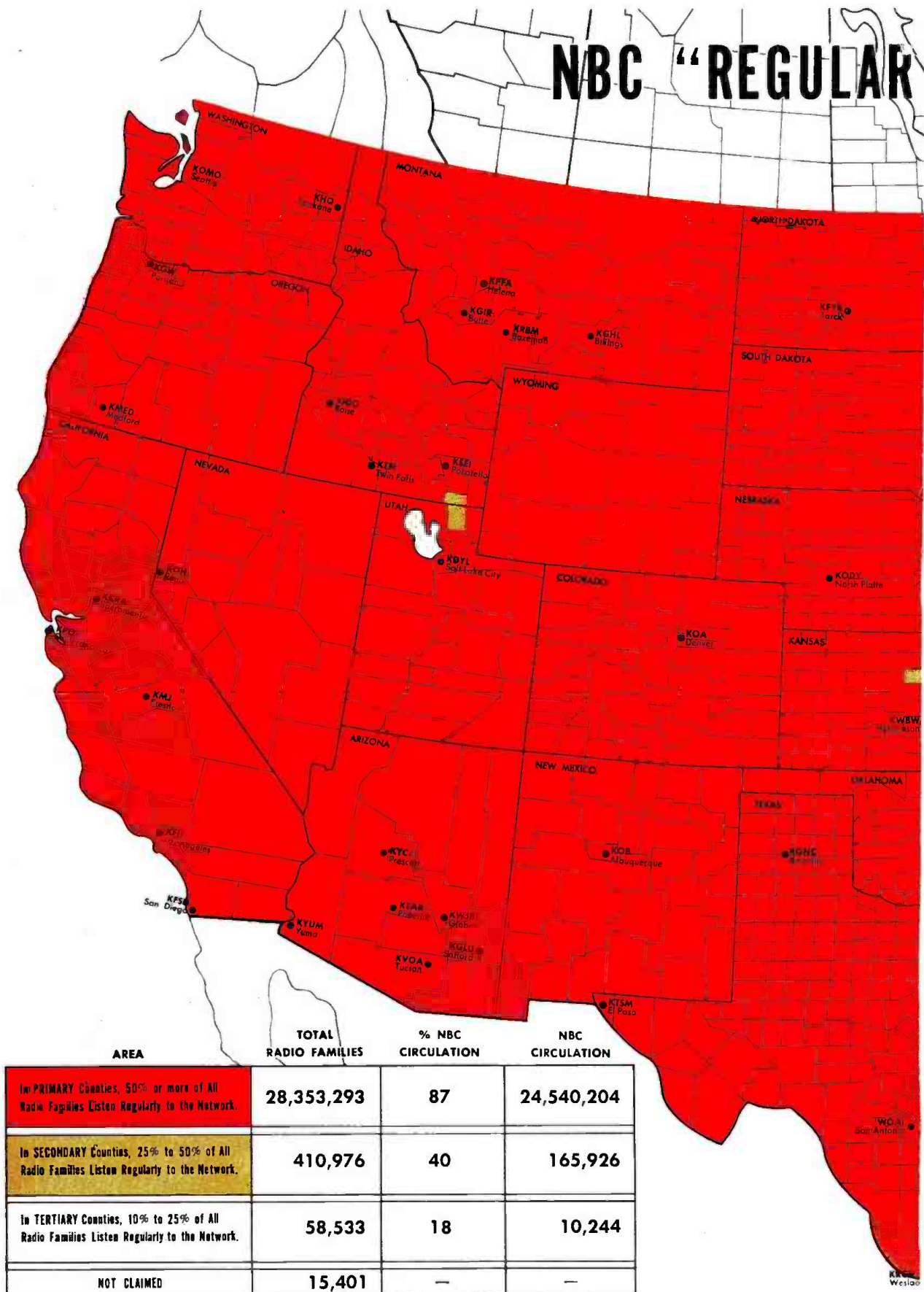
ORANGE COUNTY, FLORIDA

the most unusual county

in the United States



NBC "REGULAR"

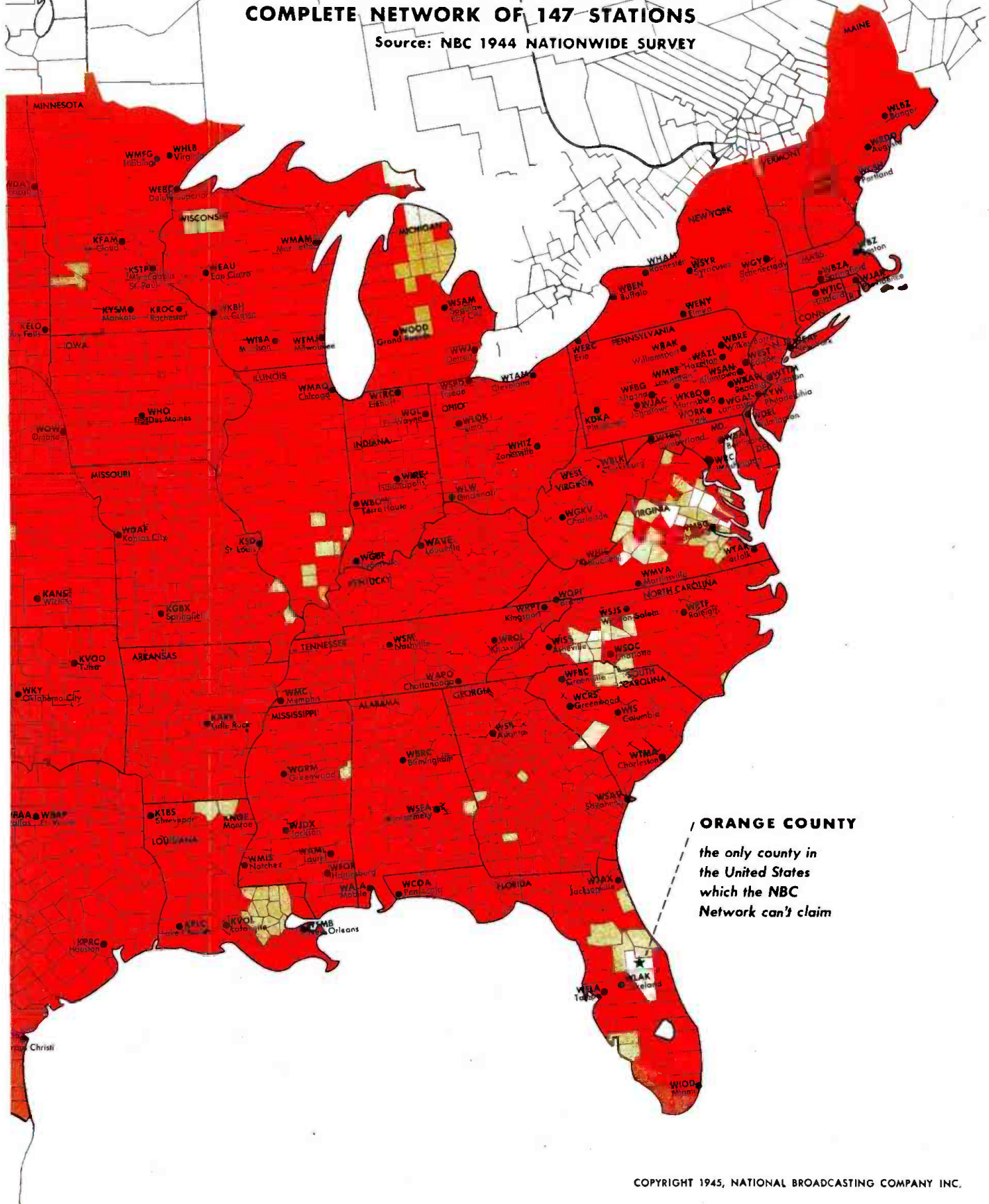


AREA	TOTAL RADIO FAMILIES	% NBC CIRCULATION	NBC CIRCULATION
In PRIMARY Counties, 50% or more of All Radio Families Listen Regularly to the Network.	28,353,293	87	24,540,204
In SECONDARY Counties, 25% to 50% of All Radio Families Listen Regularly to the Network.	410,976	40	165,926
In TERTIARY Counties, 10% to 25% of All Radio Families Listen Regularly to the Network.	58,533	18	10,244
NOT CLAIMED	15,401	—	—
TOTAL (1940 U.S. CENSUS)	28,838,203	86	24,716,374
TOTAL (1945 ESTIMATE)	33,100,000	86	28,400,000

LISTENING" AREAS NIGHTTIME

COMPLETE NETWORK OF 147 STATIONS

Source: NBC 1944 NATIONWIDE SURVEY





A Service of Radio Corporation of America

... the National Broadcasting Company

AMERICA'S NO. 1 NETWORK

KANS . . Wichita, Kan.
KARK . . Little Rock, Ark.
KCRA . . Sacramento, Cal.
KDKA . . Pittsburgh, Pa.
KDYL . . Salt Lake City, Ut.
KELO . . Sioux Falls, S. D.
KFAM . . St. Cloud, Minn.
KFI Los Angeles, Cal.
KFSD . . San Diego, Cal.
KFYR . . Bismarck, N. D.
KGBX . . Springfield, Mo.
KGHL . . Billings, Mont.
KGIR . . Butte, Mont.
KGLU . . Safford, Ariz.
KGNC . . Amarillo, Tex.
KGU . . Honolulu, T. H.
KGW . . Portland, Ore.
KHQ . . Spokane, Wash.
KIDO . . Boise, Ida.
KMED . . Medford, Ore.
KMJ Fresno, Cal.
KNOE . . Monroe, La.
KOA . . Denver, Colo.
KOAM . . Pittsburg, Kan.
KOB . . Albuquerque, N. M.
KODY . . North Platte, Neb.
KOH . . Reno, Nev.
KOMO . . Seattle, Wash.
KPFA . . Helena, Mont.
KPLC . . Lake Charles, La.
KPO . . San Francisco, Cal.
KPRC . . Houston, Tex.
KRBM . . Bozemon, Mont.
KRGV . . Weslaco, Tex.
KRIS . . Corpus Christi, Tex.
KROC . . Rochester, Minn.
KSD St. Louis, Mo.
KSEI . . Pocatello, Idaho.
KSOO . . Sioux Falls, S. D.

KSTP . . . Minn.-St. Paul, Minn.
KTAR . . . Phoenix, Ariz.
KTBS . . . Shreveport, La.
KTFI . . . Twin Falls, Ida.
KTSM . . El Paso, Tex.
KVOA . . Tucson, Ariz.
KVOL . . Lafayette, La.
KVOO . . Tulsa, Okla.
KWBW . . Hutchinson, Kan.
KWJB . . Globe, Ariz.
KYCA . . Prescott, Ariz.
KYSM . . Mankato, Minn.
KYUM . . Yuma, Ariz.
KYW . . Philadelphia, Pa.
KZRC . . Cebu, P. I.
KZRH . . Manila, P. I.
WALA . . Mobile, Ala.
WAML . . Laurel, Miss.
WAPQ . . Chattanooga, Tenn.
WAVE . . Louisville, Ky.
WAZL . . Hazelton, Pa.
WBAL . . Baltimore, Md.
WBAP . . Ft. Worth, Tex.
WBEN . . Buffalo, N. Y.
WBLK . . Clarksburg, W. Va.
WBOW . . Terre Haute, Ind.
WBRC . . Birmingham, Ala.
WBRE . . Wilkes Barre, Pa.
WBZ . . Boston, Mass.
WBZA . . Springfield, Mass.
WCOA . . Pensacola, Fla.
WCRS . . Greenwood, S. C.
WCSH . . Portland, Me.
WDAF . . Kansas City, Mo.
WDAY . . Fargo, N. D.
WDEL . . Wilmington, Del.
WEAF . . New York, N. Y.
WEAU . . Eau Claire, Wis.
WIBC . . Duluth-Superior, Wis.

WENY . . Elmira, N. Y.
WERC . . Erie, Pa.
WEST . . Easton, Pa.
WFAA . . Dallas, Tex.
WFBC . . Greenville, S. C.
WFBG . . Altoona, Pa.
WFLA . . Tampa, Fla.
WFOR . . Hattiesburg, Miss.
WGAL . . Lancaster, Pa.
WGBF . . Evansville, Ind.
WGKV . . Charleston, W. Va.
WGL . . Fort Wayne, Ind.
WGRM . . Greenwood, Miss.
WGY . . Schenectady, N. Y.
WHAM . . Rochester, N. Y.
WHIS . . Bluefield, W. Va.
WHIZ . . Zanesville, O.
WHLB . . Virginia, Minn.
WHO . . Des Moines, Ia.
WIBA . . Madison, Wis.
WIOD . . Miami, Fla.
WIRE . . Indianapolis, Ind.
WIS Columbia, S. C.
WISE . . Asheville, N. C.
WJAC . . Johnstown, Pa.
WJAR . . Providence, R. I.
WJAX . . Jacksonville, Fla.
WJDX . . Jackson, Miss.
WKBH . . La Crosse, Wis.
WKBO . . Morrisburg, Pa.
WKPT . . Kingsport, Tenn.
WKY . . Oklahoma City, Ok.
WLAK . . Lakeland, Fla.
WLBZ . . Bangor, Me.
WLOK . . Lima, O.
WLW . . Cincinnati, O.
WMAM . . Marinette, Wis.,
 Menominee, Mich.
WMAQ . . Chicago, Ill.

WMBG . . Richmond, Va.
WMC Memphis, Tenn.
WMFG . . Hibbing, Minn.
WMIS . . Natchez, Miss.
WMRF . . Lewistown, Pa.
WMVA . . Mortonsville, Va.
WOAI . . San Antonio, Tex.
WOOD . . Grand Rapids, Mich.
WOPI . . Bristol, Tenn.-Va.
WORK . . York, Pa.
WOW . . Omaha, Neb.
WPTF . . Raleigh, N. C.
WRAC . . Williamsport, Pa.
WRAP . . Reading, Pa.
WRC . . Washington, D. C.
WRDO . . Augusta, Me.
WROL . . Knoxville, Tenn.
WSAM . . Saginaw-
 Bay City, Mich.
WSAN . . Allentown, Pa.
WSAV . . Savannah, Ga.
WSB Atlanta, Ga.
WSFA . . Montgomery, Ala.
WSJS . . Winston-Salem, N. C.
WSM . . Nashville, Tenn.
WSMB . . New Orleans, La.
WSOC . . Charlotte, N. C.
WSPB . . Toledo, O.
WSVA . . Harrisonburg, Va.
WSYR . . Syracuse, N. Y.
WTAM . . Cleveland, O.
WTAR . . Norfolk, Va.
WTBO . . Cumberland, Md.
WTIC . . Hartford, Conn.
WTMA . . Charleston, S. C.
WTMJ . . Milwaukee, Wis.
WTRC . . Elkhart, Ind.
WTTM . . Trenton, N. J.
WWJ . . Detroit, Mich.

Directory of BROADCASTING STATION REPRESENTATIVES

(Continued from Page 288)

GEORGE P. HOLLINGBERY CO.

Chicago—307 N. Michigan Ave. Tel.: Andover 2636. Mgr.: George P. Hollingbery.
New York—420 Lexington Ave. Tel.: Murray Hill 3-9447. Mgr.: F. E. Spencer, Jr.
Atlanta—Healey Bldg. Tel.: Walnut 3856. Mgr.: M. P. Martin.
San Francisco—300 Montgomery St. Tel.: Douglas 4393. Mgr.: R. J. Birch.
Los Angeles—607 S. Hill St. Tel.: Van Dyke 7386. Mgr.: J. V. Fidler.

Represents

WADC, Akron, O.	WEBC, Duluth	WEEU, Reading, Pa.
WATL, Atlanta	WEAU, Eau Claire, Wis.	WHAM, Rochester, N. Y.
WRDW, Augusta, Ga.	KTSM, El Paso, Tex.	WSAV, Savannah, Ga.
WJBO, Baton Rouge, La.	WBIG, Greensboro, N. C.	WARM, Scranton, Pa.
WBGM, Bay City, Mich.	WJDX, Jackson, Miss.	KSCJ, Sioux City, Ia.
WTMA, Charleston, S. C.	WPDQ, Jacksonville, Fla.	WSPA, Spartanburg, S. C.
WAAF, Chicago	WREN, Lawrence, Kans.	WSPR, Springfield, Mo.
WRBL, Columbus, Ga.	WIOD, Miami	KVL, Tacoma, Wash.
WHIO, Dayton	KOWH, Omaha	KFFI, Wichita, Kans.
WWJ, Detroit	WIP, Philadelphia	

HAL HOLMAN CO.

Chicago 1—360 N. Michigan Ave. Tel.: Franklin 0016. Mgr.: Hal Holman.
New York 17—551 Fifth Ave. Tel.: Murray Hill 2-7986. Mgr.: Wythe Walker.

Represents

*WJBK, Detroit	WTEL, Philadelphia	WAYX, Waycross, Ga.
*WIBM, Jackson, Mich.	*WLBC, Muncie, Ind.	KAND, Corsicana, Tex.
WTOM, Traverse City, Mich.	WGOV, Valdosta, Ga.	KNET, Palestine, Tex.
WATT, Cadillac, Mich.		

INTERCOLLEGIATE BROADCASTING STATION REPRESENTATIVES

New York—507 Fifth Ave. Tel.: Vanderbilt 6-6075. Mgr.: Louis M. Bloch, Jr.
Washington—2808 Erie St., S. E. Tel.: Lincoln 4179. Mgr.: George Abraham.
Schenectady—706 Sanders Ave. Tel.: Schenectady 3-6028. Mgr.: David Borst.

Represents campus stations at the following colleges:

WBRU, Brown-Pembroke, Providence	WMS, Williams, Williamstown, Mass.	WPRU, Princeton, Princeton, N. J.
WHCN, Harvard, Cambridge, Mass.	CURC, Columbia-Barnard, New York	WHAU, Haverford, Haverford, Pa.
WRU, Radcliffe, Cambridge, Mass.	UCRS, Union, Schenectady	WBRW, Bucknell, Lewisburg, Pa.
WOCU, Yale, New Haven, Conn.	CRG, Cornell, Ithaca, N. Y.	WBRN, Alabama, Tuscaloosa, Ala.
		KTX, Stephens, Columbia, Mo

THE KATZ AGENCY

New York 18—500 Fifth Ave. Tel.: Wisconsin 7-8620. Sales Mgr.: George Brett.
Chicago 1—807 N. Michigan Ave. Tel.: Central 4006. Mgr.: Gerald H. Gunat.
Detroit 2—General Motors Bldg. Tel.: Trinity 2-7695. Mgr.: Ralph Bateman.
Kansas City 6—Bryant Bldg. Tel.: Victor 7095. Mgr.: Thomas J. Flanagan.
Atlanta 3—22 Marietta St. Bldg. Tel.: Walnut 4795. Mgr.: Fred M. Bell.
Dallas 1—Republic Bank Bldg. Tel.: Central 7936. Mgr.: Frank Brimm.
San Francisco 5—Monadnock Bldg. Tel.: Sutter 7434. Mgr.: Richard S. Railton.
Los Angeles 14—530 W. 6th St. Tel.: Tucker 3219. Mgr.: Stanley J. Reulman.

Represents

KLRA, Little Rock, Ark.	WFBM, Indianapolis	WKRC, Cincinnati
KVOR, Colorado Springs	WMT, Cedar Rapids-Waterloo	WSPD, Toledo
KLZ, Denver	KRNT, Des Moines	WKY, Oklahoma City
WOL, Washington	WNLX, Sioux City-Yankton	WFL, Philadelphia
WDAE, Tampa	WWL, New Orleans	WCAE, Pittsburgh
WGST, Atlanta	WCOB, Boston	WFCL, Providence
WMAZ, Macon, Ga.	KGHL, Billings, Mont.	WREC, Memphis
WTOC, Savannah	WFEA, Manchester, N. H.	WSIX, Nashville
KGU, Honolulu	WHOM, New York-Jersey City	KUTA, Salt Lake City
WCFL, Chicago	WWNC, Asheville, N. C.	WISN, Milwaukee
WTAD, Quincy, Ill.		

KEENAN AND EICKELBERG

San Francisco 4—235 Montgomery St. Tel.: Douglas 6347. Mgr.: W. Hubbard Keenan.
Los Angeles 13—411 W. Fifth St. Tel.: Michigan 7571. Mgr.: Wilbur Eickelberg.

(Stations represented not reported)

JOHN KEATING

Portland, Ore.—Studio Bldg. Tel.: Beacon 4107. Mgr.: Lee P. Bishop.
Seattle, Wash.—Douglas Bldg. Tel.: Elliott 3300. Mgr.: James A. McLoughlin.

Special regional representation of Oregon, Washington and Idaho stations

*KAST, Astoria, Ore.	KWRC, Pendleton, Ore.	*KOL, Seattle, Wash.
KRNR, Roseburg, Ore.	*KODL, The Dalles, Ore.	*KHQ, Spokane, Wash.
*KJFI, Klamath Falls, Ore.	KWIL, Albany, Ore.	*KGA, Spokane, Wash.
*KSLM, Salem, Ore.	KRLC, Lewiston, Ida.	*KJEM, Eureka, Cal.
*KOOS, Coos Bay, Ore.	KWLK, Longview, Wash.	KRKO, Everett, Wash.
*KBND, Bend, Ore.	*KELA, Centralia, Wash.	KONP, Port Angeles, Wash.
*KBKR, Baker, Ore.	*KGY, Olympia, Wash.	KVAN, Vancouver, Wash.
*KORE, Eugene, Ore.	*KXRO, Aberdeen, Wash.	KTYW, Yakima, Wash.
KMED, Medford, Ore.	KVOS, Bellingham, Wash.	KALE, Portland, Ore.
KUIN, Grants Pass, Ore.	*KPQ, Wenatchee, Wash.	KPKW, Pasco, Wash.
*KLBK, LaGrande, Ore.	*KUJ, Walla Walla, Wash.	

JOSEPH HERSHEY MCGILLVRA, Inc.

New York 17—366 Madison Ave. Tel.: Murray Hill 2-8755. Pres.: Joseph H. McGillvra.
Vice-Pres. and Gen. Mgr.: James W. LeBaron.
Chicago 1—35 E. Wacker Dr. Tel.: State 5282. Mgr.: Willie Kissick.
Los Angeles 14—403 W. Eighth St. Tel.: Vandike 9348. Mgr.: Robert W. Walker.
San Francisco 4—68 Post Street. Tel.: Sutter 5568. Mgr.: Ell C. Minton.

Represents

KSUB, Cedar City, Utah.	KNOE, Monroe, La.	KMAC, San Antonio, Tex.
WGKV, Charleston, W. Va.	WKBZ, Muskegon, Mich.	XERB, San Diego, Cal.
KVOD, Denver, Colo.	WNOE, New Orleans, La.	KFIO, Spokane, Wash.
WCED, El Paso, Pa.	KLX, Oakland, Cal.	KMO, Tacoma, Wash.
WLAV, Grand Rapids, Mich.	WWPG, Palm Beach, Fla.	WTTM, Trenton, N. J.
WJOB, Hammond, Ind.	KPAC, Port Arthur, Tex.	KOME, Tulsa, Okla.
KID, Idaho Falls, Idaho	WSAF, Portsmouth, Va.	WPK, Washington, D. C.
WASK, Lafayette, Ind.	KOAL, Erie, Utah.	WBY, Waterbury, Conn.
KPAB, Laredo, Tex.	KOVO, Provo, Utah	WRRN, Warren, Ohio
KVNU, Logan, Utah	KGHF, Pueblo, Colo.	KPQ, Wenatchee, Wash.
KGER, Long Beach, Cal.	WSAY, Rochester, N. Y.	WILM, Wilmington, Del.
WKLA, Ludington, Mich.	WSYB, Rutland, Vt.	KIT, Yakima, Wash.
WBML, Macon, Ga.	KNAK, Salt Lake City, Utah	WMFF, Plattsburg, N. Y.

Canadian stations represented

CFBR, Brockville, Ont.	CKNX, Winham, Ont.	CJCH, Halifax, N. S.
CFCO, Chatham, Ont.	CKSF, Cornwall, Ont.	CKCW, Moncton, N. B.
CFPL, London, Ont.	CKTB, St. Catharines, Ont.	CHSJ, St. John, N. B.
CJIC, Sault Ste. Marie, Ont.	CHLP, Montreal, Quebec	CJCA, Calgary, Alta.
CKCO, Ottawa, Ont.	CHNC, New Carlisle, Quebec	

†J. P. MCKINNEY & SON

New York 20—30 Rockefeller Plaza. Tel.: Circle 7-1178. Mgr.: Hugh Boice.
Chicago 11—400 N. Michigan Ave. Tel.: Superior 9866. Mgr.: Charles D. Buddle.
San Francisco 5—681 Market St. Tel.: 552. Mgr.: R. J. Bidwell.
Hollywood 28—1651 Cosmo St. Tel.: Granite 9596. Mgr.: R. J. Bidwell.

Represents

WENY, Elmira, N. Y.	WRAC, Williamsport, Pa.	WHDL, Olean, N. Y.
WABY-WOKO, Albany	WHTT, Hartford, Conn.	WDAN, Danville, Ill.
	WHEC, Rochester, N. Y.	

NATIONAL BROADCASTING CO. (NBC SPOT)

(National Spot Sales Dept.)

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Asst. Mgrs.: W. O. Tilenius, W. C. Roux.
Chicago—Merchandise Mart. Tel.: Superior 8300. Mgr.: O. Morton.
Cleveland—815 Superior Ave. N. E. Tel.: Cherry 0942. D. G. Stratton.
Boston—Hotel Bradford. Tel.: Hancock 4261. Elmer Kettell.
Denver—1625 California St. Tel.: Main 6211. James R. MacPherson.
Hollywood—Sunset & Vine. Tel.: Hollywood 6161. Robt. E. Howard.
San Francisco—Taylor & O'Farrell Sts. Tel.: Sutter 1920. Carl Nielsen.
Washington—Trans-Lux Bldg. Tel.: Republic 4000. Mahlon Glascock.

Represents

WFAF, New York City	WMAQ, Chicago	WRC, Washington
WBZ, Boston	WTAM, Philadelphia	KDKA, Pittsburgh
WVBA, Springfield, Mass.	KYW, Philadelphia	WGY, Schenectady
WOWO, Fort Wayne, Ind.	KPO, San Francisco	KOA, Denver

NORTHWEST RADIO ADVERTISING CO.

Seattle, Wash.—American Bldg. Tel.: Elliott 5488. Mgr.: Edwin A. Kraft.

Represents

*KINY, Juneau, Alaska *KTKN, Ketchikan, Alaska

PAN AMERICAN BROADCASTING CO.

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Represents stations in

Alaska	Dominican Republic	Panama
Argentina	Ecuador	Paraguay
Bolivia	El Salvador	Peru
British Guiana	Guatemala	Puerto Rico
Chile	Haiti	Uruguay
Colombia	Honduras	Venezuela
Costa Rica	Nicaragua	Newfoundland

JOHN E. PEARSON CO.

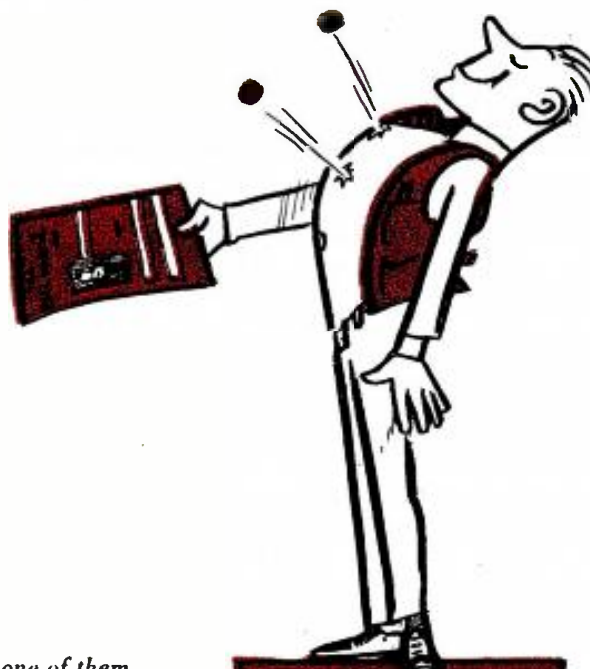
Chicago—London Guarantee Bldg. Tel.: Franklin 2359. Mgr.: John E. Pearson.
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KWTO, Springfield, Mo.	WLAP, Lexington, Ky.	KHMO, Hannibal, Mo.
*WIND, Chicago	KWLM, Willmar, Minn.	KRBC, Abilene, Tex.
WLOL, Minneapolis-St. Paul	KWNO, Winona, Minn.	KBST, Big Spring, Tex.
KLCN, Blytheville, Ark.	WEW, St. Louis	KGKL, San Angelo, Tex.
WCAR, Pontiac, Mich.	WIRE, Indianapolis	WBR, Knoxville, Tenn.
WLAK, Lakeland, Fla.	KSAI, Salina, Kan.	KFDA, Amarillo, Tex.
*WOV, New York	WAOV, Vincennes, Ind.	KVGB, Great Bend, Kan.
KCMO, Kansas City	Southern Minnesota Network	WTSP, St. Petersburg-Tampa
WINK, Fort Myers, Fla.	WKRO, Cairo, Ill.	KYSM, Mankato, Minn.
WSPB, Sarasota, Fla.	KFVS, Cape Girardeau, Mo.	KATE, Albert Lea, Minn.
KOAM, Pittsburgh, Kan.	KWOC, Poplar Bluff, Mo.	Florida West Coast Group
WCMI, Ashland, Ky.		

(Continued on Page 294)

“In a class
by itself...”



RADIO SALES represents nine stations—and *every one of them is outstanding in its own area*. Each has a national reputation that stems from intelligent use of audience research (much of which has set new standards for the industry) combined with the initiative and imagination of superior station management.

RADIO SALES “representation” is unique. **RADIO SALES** salesmen acquire on-the-ground knowledge of each of these successful stations. They personally and regularly visit them... *know their staffs, programs and experience intimately.*

Though simple in concept, this stress on basic experience... this firsthand knowledge of what it takes to make a station successful with listeners and advertisers alike, is unique in the field of representation. It is only *one* of the reasons why **RADIO SALES** has been called “in a class by itself.”*

*That's what THE BILLBOARD called **RADIO SALES** (August, 1944).



WITH OFFICES AT 485 MADISON AVENUE, NEW YORK 22 • 410 NORTH MICHIGAN AVENUE, CHICAGO 11 • COLUMBIA SQUARE, LOS ANGELES 28 • 401 SOUTH 12TH BOULEVARD, ST. LOUIS 2 • PALACE HOTEL, SAN FRANCISCO 5 • 101 MARIETTA STREET BLDG., ATLANTA 3

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Willie Kissick
Manager

William Sauerstrom

Walter Beadell

Robert Walker
Pacific Coast Manager

John Nelson

CHICAGO
35 East Wacker Drive
State 5282

LOS ANGELES
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Vandyke 9348

JOSEPH HERSHEY

NEW YORK, 17
366 Madison Avenue
Murray Hill 2-8755

CHICAGO, 1
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State 5282

MORE FACTS *make*
MORE SALES

PREPARED AND ISSUED BY
The **KATZ AGENCY, INC.**
STATION REPRESENTATIVES



STATIONS REPRESENTED BY THE KATZ AGENCY, INC.

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WCFL	Chicago	ABC
WKRC	Cincinnati	CBS
KRNT	Des Moines	ABC
WFBM	Indianapolis	CBS
WFEA	Manchester	CBS
WISN	Milwaukee	CBS
WHOM	New York	
WFIL	Philadelphia	ABC
WCAE	Pittsburgh	ABC
WFCI	Providence-Pawtucket	ABC
WTAD	Quincy, Ill.	CBS
WSPD	Toledo	NBC
WOL	Washington, D. C.	MBS
WMT	Waterloo-Cedar Rapids	CBS
WNAX	Yankton-Sioux City	ABC
<i>South</i>		
WGST	Atlanta	CBS
WWNC	Asheville	CBS
KLRA	Little Rock	CBS
WMAZ	Macon	CBS
WREC	Memphis	CBS
WSIX	Nashville	ABC
WWL	New Orleans	CBS
WKY	Oklahoma City	NBC
WDAE	Tampa	CBS
WTOC	Savannah	CBS
<i>West</i>		
KLZ	Denver	CBS
KUTA	Salt Lake City	ABC
KGHL	Billings, Mont.	NBC
KVOR	Colorado Springs	CBS
KGU	Honolulu, T. H.	NBC

The **KATZ AGENCY, INC.**

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LOS ANGELES • SAN FRANCISCO
ATLANTA • DALLAS • KANSAS CITY

STATION REPRESENTATIVES

Directory of BROADCASTING STATION REPRESENTATIVES

(Continued from Page 284)

THOMAS F. CLARK CO., Inc.

New York 17—205 E. 42nd St. Tel.: Murray Hill 4-8317. Mgr.: Thomas F. Clark.
Chicago—35 E. Wacker Dr. Tel.: Central 1112. Mgr.: C. J. Anderson.

Represents

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KOKO, La Junta, Colo.	WCAZ, Carthage, Ill.	KMED, Medford, Ore.
KGEK, Sterling, Colo.	WSNJ, Bridgeton, N. J.	WTEL, Philadelphia
KIUP, Durango, Colo.	WTNM, Tucumcari, N. M.	KOCA, Kilgore, Tex.
WTAL, Tallahassee, Fla.	WNEZ, Saranac Lake, N. Y.	KPLT, Paris, Tex.
WMOG, Brunswick, Ga.	WMBO, Auburn, N. Y.	KIUN, Pecos, Tex.
WMJM, Cordele, Ga.	WWRL, Woodside, N. Y.	KVOS, Bellingham, Wash.
WLAG, La Grange, Ga.	WEGO, Concord, N. C.	KTBI, Tacoma, Wash.
WRLC, Toccoa, Ga.	KWIL, Albany, Ore.	

CLARK-WANDLESS CO.

New York 17—205 E. 42nd St. Tel.: Murray Hill 4-8317. Mgr.: Thomas F. Clark.

Represents

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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. *WALB, Albany, Ga. *WKIX, Columbia, S. C.

COX & TANZ

Philadelphia—Drexel Bldg. Tel.: Lombard 1720. Mgr.: E. R. Tanz.
New York—285 Madison Ave. Tel.: Lexington 2-2540. Mgr.: A. P. Cox.
Chicago—228 N. LaSalle St. Tel.: Franklin 2095. Mgr.: J. C. Cox, Jr.

Represents

WBLJ, Dalton, Ga.	*KFFA, Helena, Ark.	WCRW, Chicago
*WKOK, Sanbury, Pa.	WKPA, New Kensington, Pa.	KIUL, Garden City, Kan.
WOLS, Florence, S. C.	WCHV, Charlottesville, Va.	KSAM, Huntsville, Tex.
WFIG, Sumter, S. C.	KELD, El Dorado, Ark.	KRBA, Lufkin, Tex.
KGFX, Pierre, S. D.	WJZM, Clarksville, Tenn.	KHAS, Hastings, Neb.
WHUB, Cookeville, Tenn.	WGNC, Gastonia, N. C.	WPRR, Mayaguez, P. R.
KREL, Brady, Tex.		

HARRY E. CUMMINGS

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

Southeastern Representative

*WJAX, Jacksonville, Fla. *WIOD, Miami, Fla. *WFLA, Tampa, Fla.
*WROL, Knoxville, Tenn. *WHIQ, Dayton, O. *WDBO, Orlando, Fla.

*Daniel Boone Network Comprising:

*WOPI, Bristol, Tenn. *WKPT, Kingsport, Tenn. *WISE, Asheville, N. C.

FORJOE & COMPANY

New York—19 W. 44th St. Tel.: Vanderbilt 6-5080. Mgr.: Joseph Bloom.
Chicago—360 N. Michigan Ave. Tel.: State 5587. Mgr.: Zangwill Golob.
Philadelphia—Widener Bldg. Tel.: Rittenhouse 9698. Mgr.: Charles Shall.
Pittsburgh—Hotel Keystone. Tel.: Grant 5200. Mgr.: Thomas B. Price.
Hollywood—1223 Highland Ave. Tel.: Hillside 6038. Mgr.: Larry Krasner.

Represents

*WIBM, Jackson, Mich.	WBNX, New York City	*WLIB, New York
*WJBK, Detroit	WDAS, Philadelphia	*WORL, Boston
WSBC, Chicago	WWSW, Pittsburgh	WISR, Butler, Pa.
KONO, San Antonio, Tex.	WBRW, Welch, W. Va.	WCOW, Lewiston-Auburn, Me.
KEYS, Corpus Christi, Tex.	WRFF, Washington, D. C.	WTAW, College Station, Tex.
WMIN, Minneapolis-St. Paul	WINX, Washington, D. C.	CKNW, New Westminster, B.C.

R. C. FOSTER

Boston 16—Statler Office Bldg. Tel.: Hubbard 3225. Mgr.: Gertrude Saxe.

Exclusive New England Representation

WDRC, Hartford	WABI, Bangor, Me.	WPRO, Providence, R. I.
WNBH, New Bedford, Mass.	WGAN, Portland, Me.	WNEW, New York City
WELI, New Haven, Conn.	WUPR, Manchester, N. H.	WATR, Waterbury, Conn.
WOCB, Cape Cod, Mass.	WOV, New York	WSNY, Schenectady
WESX, Salem, Mass.	WSYB, Rutland, Vt.	

Non-Exclusive Representation

*WNLC, New London, Conn.	*WHAI, Greenfield, Mass.	*WBRK, Pittsfield, Mass.
*WSAR, Fall River, Mass.	*WCOW, Lewiston, Me.	*WATR, Waterbury, Conn.
*WRDO, Augusta, Me.		*WIAS, Springfield, Mass.

FREE & PETERS, Inc.

Chicago 1—180 N. Michigan Ave. Tel.: Franklin 6973. Mgr.: Russel Woodward.
New York 22—444 Madison Ave. Tel.: Plaza 5-4190. Mgr.: H. Preston Peters.
San Francisco 4—111 Sutter St. Tel.: Sutter 4355. Mgr.: A. Leo Bowman.
Hollywood 28—6381 Hollywood Blvd. Tel.: 2151. Mgr.: Hal W. Hoag.
Atlanta 3—Palmer Bldg. Tel.: Main 5667. Mgr.: James M. Wade.
Detroit 26—645 Griswold St. Tel.: Cadillac 1880. Mgr.: W. W. Bryan.

Represents

WGR, Buffalo, N. Y.	WTCN, Minneapolis-St. Paul	KOMA, Oklahoma City
WKBW, Buffalo, N. Y.	WMBD, Peoria, Ill.	KTUL, Tulsa Okla.
WCKY, Cincinnati	KSD, St. Louis	KOIN, Portland, Ore.
WOC, Davenport, Ia.	WFBZ, Ponca City, Okla.	KOB, Albuquerque, N. M.
WHO, Des Moines	WCSO, Charleston, S. C.	KIRO, Seattle
KMA, Shenandoah, Ia.	WIS, Columbia, S. C.	WCBM, Baltimore
WDAY, Fargo, N. D.	WPTF, Raleigh, N. C.	KRIS, Corpus Christi, Tex.
KMBC, Kansas City	WDBJ, Roanoke, Va.	KXYZ, Houston
WISH, Indianapolis	WAVE, Louisville	KEEW, Brownville, Tex.
KDAL, Duluth		

GENE GRANT & CO.

Hollywood 28—1651 Cosmo St. Tel.: Hillside 7874.
San Francisco 5—681 Market St. Tel.: Garfield 5512.

Represents

*WJLD, Bessemer, Ala.	WSKB, McComb, Miss.	KOCA, Kilgore, Tex.
WIRD, Tuscaloosa, Ala.	WBBB, Burlington, N. C.	KGKB, Tyler, Tex.
*KFFA, Helena, Ark.	WRRN, Marion, O.	*KCMC, Texarkana, Tex.
KBTM, Jonesboro, Ark.	KASA, Elk City, Okla.	*KVVC, Vernon, Tex.
KOKO, La Junta, Colo.	WBEZ, Ponca City, Okla.	*KVOS, Bellingham, Wash.
KMLB, Monroe, La.	*KODL, The Dalles, Ore.	*KRSC, Seattle
WHLB, Port Huron, Mich.	WJZM, Clarksville, Tenn.	WBTH, Williamson, W. Va.
WEXL, Royal Oak, Mich.	KNEL, Brady, Tex.	

W. S. GRANT CO.

San Francisco—582 Market St. Tel.: Exbrook 6685. Mgr.: W. S. Grant.
Los Angeles—412 W. 6th St. Tel.: Vandike 6341. Mgr.: J. H. Johnston.
New York—366 Madison Ave. Tel.: Murray Hill 2-8865. Mgr.: Phil Broderick.
Chicago—180 N. Michigan Ave. Tel.: Delaware 1055. Mgr.: Frank Back.

Exclusive Representation McClung Stations

KVCV, Redding, Cal.	KFJI, Klamath Falls, Ore.	KLBM, La Grande, Ore.
KTRB, Modesto, Cal.	KPMC, Bakersfield, Cal.	KBKR, Baker, Ore.
KHSL, Chico, Cal.	KHUB, Watsonville, Cal.	KVEC, San Luis Obispo, Cal.
KMYC, Marysville, Cal.	KVOE, Santa Ana, Cal.	KVAN, Vancouver, Wash.
KVOS, Merced, Cal.	KOOS, Coos Bay, Ore.	KSRQ, Santa Rosa, Cal.
*KTKC, Visalia, Cal.		KCRA, Sacramento, Cal.

HOMER GRIFFITH CO.

Hollywood 28—6362 Hollywood Blvd. Tel.: Granite 6113. Mgr.: Homer Griffith.
San Francisco 5—681 Market St. Tel.: Douglas 4475. Mgr.: David A. Williamson.
Chicago 11—612 N. Michigan Ave. Tel.: Superior 8177. Mgr.: Al Halus.
New York 17—330 Madison Ave. Tel.: Murray Hill 2-0811. Mgr.: John Livingston.
Seattle—American Bldg. Tel.: Elliott 3933. Mgr.: Gil Wellington.

(Station represented not reported)

MELCHOR GUZMAN CO., Inc.

New York—45 Rockefeller Plaza. Tel.: Circle 7-0624. Mgr.: A. M. Martinez.

(Represents stations in Cuba, Mexico, Central and South America)

ARTHUR H. HAGG AND ASSOCIATES, Inc.

Chicago 1—360 N. Michigan Ave. Tel.: Central 7553. Mgr.: Arthur H. Hagg.
New York—366 Madison Ave. Tel.: Murray Hill 2-8865. Mgr.: Phil Broderick.

Represents

KGNO, Dodge City, Kans.

HEADLEY-REED CO.

New York—405 Lexington Ave. Tel.: Murray Hill 3-5470. Mgr.: Frank M. Headley.
Chicago—180 N. Michigan Ave. Tel.: Franklin 4686. Mgr.: Dwight S. Reed.
Detroit—Fort and Griswold Sts. Tel.: Randolph 9615. Mgr.: Harold Barrett.
Atlanta—Glenn Bldg. Tel.: Walnut 1636. Mgr.: E. W. Sweatman, Jr.
San Francisco—300 Montgomery St. Tel.: Yukon 1265. Mgr.: Ralph Mitchell.
Los Angeles—210 W. 7th St. Tel.: Vandike 1725. Mgr.: Harold Lindley.

Represents

WSGN, Birmingham	KANS, Wichita, Kans.	KILO, Grand Forks, N. D.
WALA, Mobile, Ala.	WTHB, Baltimore	WJW, Cleveland
WSFA, Montgomery, Ala.	WSAR, Fall River, Mass.	WCOL, Columbus, O.
KJBS, San Francisco	WSAM, Saginaw, Mich.	WLOK, Lima, O.
WELI, New Haven	KFEQ, St. Joseph, Mo.	WFMJ, Youngstown, O.
WBSB, Miami	KMMJ, Grand Island, Neb.	WSAN, Allentown, Pa.
WAGA, Atlanta	WKNE, Keene, N. H.	WFBG, Altoona, Pa.
WGAC, Augusta, Ga.	WBAB, Atlantic City	WJAC, Johnstown, Pa.
WDAK, Columbus, Ga.	WHLN, Niagara Falls	WPEN, Philadelphia
WROK, Rockford, Ill.	WKIP, Poughkeepsie, N. Y.	WAPQ, Chattanooga
WGL, Ft. Wayne, Ind.	WGO, Charlotte, N. C.	WLEE, Richmond
KSO, Des Moines	WSJS, Winston-Salem, N. C.	

(Continued on Page 290)

For Fast Help—Accurate Information

What show will move goods off the shelf fastest?

What's the rating on this period?

Can they build a special show?

Can I get merchandising help?

Any chain-breaks open?

Live talent?

How about news?

How many drug and grocery stores?
Coverage?

Got a farm audience?

Any Jobbers there?

What program for women?

Will this show build brand name?



Call a Howard H. Wilson Man!

Long, intimate acquaintance with stations, their programs, personnel and trading areas enable your nearby Howard H. Wilson man to give you sound, profitable assistance.

He has the answers to your questions about fa-

cilities, distribution, and greater results at his fingertips. No matter what part of the country your problem involves, give us a ring or drop us a line. We're confident that you'll be both amazed and delighted with the accuracy and completeness of the information you receive.

HOWARD H. WILSON COMPANY

NEW YORK
551 Fifth Avenue

CHICAGO
75 E. Wacker Drive

SAN FRANCISCO
681 Market Street

HOLLYWOOD
6362 Hollywood Blvd.

SEATTLE
1011 American Bldg.

BROADCASTING • Telecasting

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Time Buyers!



CALL ON "Spot" FOR SUGGESTIONS

WEAF.....New York
 WBZ & WBZA.....Boston, Springfield
 WGY.....Schenectady
 KYW.....Philadelphia
 WRC.....Washington
 KDKA.....Pittsburgh
 WTAM.....Cleveland
 WOWO.....Ft. Wayne
 WMAQ.....Chicago
 KOA.....Denver
 KPO.....San Francisco

• Looking for a time buy that's just your dish? Then give your order to "Spot." Of course he may not always be able to serve you the exact tin you were eyeing—NBC Spots go too fast for that. But you can count on "Spot" to suggest the best available period in the house—to help you select a buy that will get results—and to show you the way to rest you can figure in dollars and cents.

Call on "Spot" today for suggestions on any one or every one of NBC's 11 *sales-leading* stations in 11 *sales-leading* markets. *Sales-leading* because: 1. They broadcast to 55% of the radio homes in the U.S. States. 2. They are in markets where buying power is 34.2% higher than the country's average. 3. They broadcast the finest programs on TV to every corner of these rich markets.

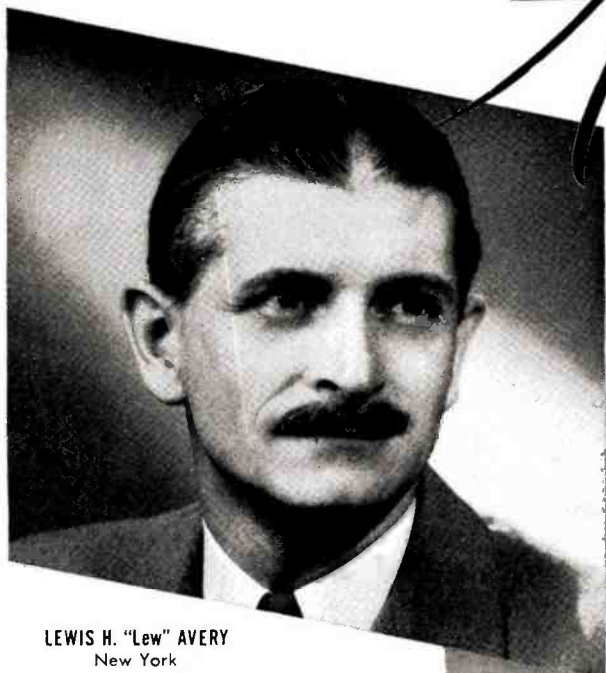


NBC SPOT SALE!

New York, Circle 7-8300 ... Chicago, Superior 8300 ... San Francisco, Gray
 Washington, Republic 4000 ... Cleveland, Cherry 0942 ... Hollywood, Holly
 Denver, Maine 6211 ... Boston, Hancock 4239

EX P O N E N T S O F

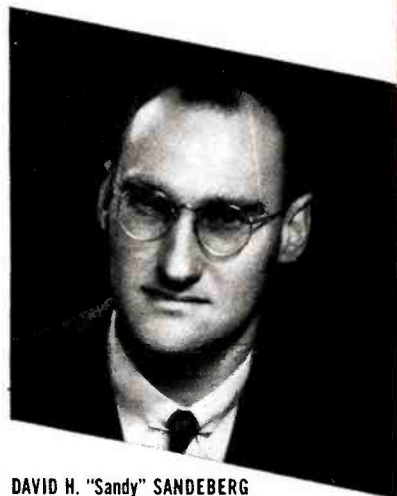
Aggressive Activity



LEWIS H. "Lew" AVERY
New York

... the men
who have formed

LEWIS H. *Avery* INC.



DAVID H. "Sandy" SANDEBERG
San Francisco



ARTHUR H. "Art" McCOY
New York



B. P. "Tim" TIMOTHY
Chicago

LEWIS H. *Avery* INC.

Radio Station Representatives

565 Fifth Ave.
New York 17, N. Y.
PLaza 3-2622

574 A Market Street
San Francisco, Calif.
DOuglas 5873

333 No. Michigan Ave.
Chicago 1, Ill.
ANDover 4710

CASTING • Telecasting

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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

ABC SPOT SALES

(American Broadcasting Company)

Ralph E. Dennis, *Manager*

New York—83 W. 42nd St. Tel.: Wisconsin 7-1737. Eastern Mgr.: John W. Brooke
Chicago—20 N. Wacker Drive. Tel.: Delaware 1900. Mgr.: Roy McLaughlin.
Hollywood—1440 N. Highland Ave. Tel.: Hillside 8231. Mgr.: Amos Baron.
Detroit—Fisher Bldg. Tel.: Trinity 2-7900. Mgr.: Neil Mulhern.
San Francisco—155 Montgomery St. Tel.: Exbrook 6544. Mgr.: Byron Nelson.
Pittsburgh—Oliver Bldg. Tel.: Atlantic 8129. Mgr.: Robert Post.

Represents

WJZ, New York
WMAL, Washington WENR, Chicago
KGO, San Francisco KECA, Los Angeles
American Pacific Network

ADVERTISING TIME SALES COMPANY

Chicago 1—360 N. Michigan Ave. Tel.: Franklin 5241. Mgr.: John Alexander.
New York—60 E. 42nd St. Tel.: Murray Hill 6-1788. Mgr.: Lowell Brown.
Dallas—Texas Bank Bldg. Tel.: Central 9026. Mgr.: S. W. Papert.

Represents

WDWS, Champaign-Urbana, Ill. KRRV, Sherman-Denison, Tex.

AIRSPOT SALES

Chicago 1—64 E. Lake St. Tel.: Franklin 0961. Mgr.: Joseph Kapps.
New York 19—45 W. 45th St. Tel.: Bryant 9-4324. Mgr.: Herbert Rosen.

Represents

WGES, Chicago

LEWIS H AVERY INC.

New York 17—565 Fifth Ave. Tel.: Plaza 3-2622. Mgr.: Lewis H. Avery.
Chicago 1—833 N. Michigan Ave. Tel.: Andover 4710. Mgr.: B. P. Timothy.
San Francisco—544 Market St. Tel.: Douglas 5873. Mgr.: David H. Sandeberg.
Los Angeles—Mgr.: Frank V. Webb.

Represents

WJJD, Chicago WSAI, Cincinnati WFBC, Greenville, S. C.
KROY, Sacramento, Cal. WKZO, Kalamazoo, Mich. WJEF, Grand Rapids, Mich.

BERTHA BANNAN

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

New England Representation

*WCAU, Philadelphia *WHN, New York City *WJAR, Providence *WLBZ, Bangor, Me. *WSYR, Syracuse, N. Y. *WHA1, Greenfield, Mass.	*WCSH, Portland, Me. *WHYN, Holyoke, Mass. *WIBX, Utica, N. Y. *WRDO, Augusta, Me. *WFEA, Manchester, N. H. WATR, Waterbury, Conn. *WSPR, Springfield, Mass.	*WHEB, Portsmouth, N. H. *WTAG, Worcester, Mass. *WBRK, Pittsfield, Mass. WLNH, Laconia, N. H. *WKNE, Keene, N. H. Connecticut State Network
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WALTER BIDDICK CO.

Los Angeles 15—Chamber of Commerce Bldg. Tel.: Richmond 6184. Mgr.: Walter Biddick.
San Francisco—Monadnock Bldg.

Represents on Pacific Coast

KFOX, Long Beach, Cal. KRSO, Santa Rosa, Cal. *KHUB, Watsonville, Cal. *WIBW, Topeka, Kan. *KAST, Astoria, Ore. *KBND, Bend, Ore. *WIBX, Utica, N. Y. KODL, The Dalles, Ore. KCKN, Kansas City, Kan. KIEV, Glendale, Cal.	KDON, Monterey, Cal. KGIW, Alamosa, Colo. KIUP, Durango, Colo. KWIL, Albany, Ore. KORE, Eugene, Ore. KMED, Medford, Ore. KWRC, Pendleton, Ore. KSLM, Salem, Ore. KVOS, Bellingham, Wash. KRKO, Everett, Wash.	KWLK, Longview, Wash. KRSC, Seattle KTBI, Tacoma, Wash. KTYW, Yakima, Wash. KVR5, Rock Springs, Wyo. WATN, Watertown, N. Y. KWBR, Oakland, Cal. KWKW, Pasadena, Cal.
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JOHN BLAIR & COMPANY

Chicago—520 N. Michigan Ave. Tel.: Superior 8659. Mgr.: John Blair.
New York—841 Madison Ave. Tel.: Murray Hill 9-6084. Mgr.: George W. Bolling.
St. Louis—Paul Brown Bldg. Tel.: Chestnut 5888. 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.
Detroit—Book Bldg. Tel.: Randolph 5257. Mgr.: Charles M. Adell.

JOHN BLAIR & COMPANY—Continued

Represents

Don Lee Broadcasting System (MB3)

The Arizona Radio Network

KOY, Phoenix, Ariz. KIEM, Eureka, Cal. KHJ, Los Angeles KFXM, San Bernardino, Cal. KGB, San Diego, Cal. KFRG, San Francisco KDB, Santa Barbara, Cal. KGDH, Stockton, Cal. KFEL, Denver *WJAX, Jacksonville, Fla. WQAM, Miami, Fla. *WFLA, Tampa, Fla. KIDO, Boise, Ida. KXEL, Waterloo, Iowa	WLS, Chicago WFBR, Baltimore WOW, Omaha WNBZ, Binghamton, N. Y. *WNEW, New York City KFYP, Bismarck, N. D. WBNS, Columbus, O. WHZ, Zanesville, O. WHP, Harrisburg, Pa. WGBI, Scranton, Pa. *WROL, Knoxville, Tenn. KTRH, Houston KDYL, Salt Lake City WMBG, Richmond, Va.	KOL, Seattle WMMN, Fairmont, W. Va. WWVA, Wheeling, W. Va. KGMB, Honolulu, Hawaii *WDBO, Orlando, Fla. WIBC, Indianapolis KXOK, St. Louis KODY, North Platte, Neb. KPRE, Fresno, Cal. KFRU, Columbia, Mo. KALE, Portland, Ore. WDSU, New Orleans KXOA, Sacramento, Cal.
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†THE BRANHAM CO.

Chicago—360 N. Michigan Ave. Tel.: Central 5726. Mgr.: C. B. Peterson.
New York—230 Park Ave. Tel.: Murray Hill 6-1860. Mgr.: Joseph F. Timlin.
Atlanta—Rhodes-Haverty Bldg. Tel.: 4851. Mgr.: J. B. Keough.
St. Louis—Arcade Bldg. Tel.: Chestnut 6192. Mgr.: J. E. Nicholson.
Kansas City—Board of Trade Bldg. Tel.: Harrison 1023. Mgr.: G. F. Dillon.
Dallas—First National Bank Bldg. Tel.: Central 8569. Mgr.: George Harding.
Detroit—General Motors 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.: G. D. Close.
Los Angeles—448 S. Hill St. Tel.: Michigan 1269. Mgr.: J. Hornung.
Memphis—Sterick Bldg. Tel.: 8-2344. Mgr.: Sidney Nichols.

Represents

KTBS, Hot Springs, Ark. KFMB, San Diego, Cal. KWKH, Shreveport, La. WCPO, Cincinnati	WTJS, Jackson, Tenn. WNOX, Knoxville, Tenn. WMC, Memphis	KTBC, Austin, Tex. KRIC, Beaumont, Tex. KWBU, Corpus Christi, Tex. KRLD, Dallas
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West Virginia Network

WCHS, Charleston, W. Va. WBLK, Clarksburg, W. Va. WSAZ, Huntington, W. Va.	WPAR, Parkersburg, W. Va.
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BROADCAST SALES CO.

New York 16—280 Madison Ave. Tel.: Murray Hill 5-2940. Mgr.: Peggy Stone.
Chicago 1—360 N. Michigan Ave. Tel.: Randolph 9034. Mgr.: George Roester.
Pacific Coast Offices (see Homer Griffith Co. listing).

Represents

WINN, Louisville *WMFS, Memphis	WJIM, Lansing, Mich. WMAN, Mansfield, O.	WMRN, Marion, O. WPAG, Ann Arbor, Mich.
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BURN-SMITH CO., Inc.

New York 18—19 W. 44th St. Tel.: Murray Hill 2-3124. Mgr.: Robert S. Keller.
Chicago 1—367 N. Michigan Ave. Tel.: Central 4437. Mgr.: John A. Toothill.
Los Angeles 15—Chamber of Commerce Bldg. Tel.: Richmond 6184. Mgr.: Walter Biddick.

Represents

KMTR, Hollywood, Cal. WGRG, Louisville WELL, Battle Creek, Mich. WFDE, Flint, Mich. WKBZ, Muskegon, Mich. WKLA, Ludington, Mich. WMRP, Lewistown, Pa. WGH, Newport News, Va. *WALB, Albany, Ga. WJLS, Beckley, W. Va. WLB, Detroit. KFRO, Longview, Tex. WHBC, Canton, O. WRUF, Gainesville, Fla.	KVFD, Fort Dodge, Ia. WMRC, Greenville, S. C. WLOF, Orlando, Fla. KWJJ, Portland, Ore. WBAX, Wilkes-Barre, Pa. WTRC, Elkhart, Ind. *WHA1, Greenfield, Mass. WAIM, Anderson, S. C. WFA, Fredericksburg, Va. WNEK, Macon, Ga. WSSV, Petersburg, Va. WCM4, Corinth, Miss. WOPI, Bristol, Tenn.	WKPT Kingsport, Tenn. WOMB, Owensboro, Ky. WLB1, Bowling Green, Ky. WHLN, Harlan, Ky. WIBA, Madison, Wis. Wisconsin Network WISE, Asheville, N. C. WCNC, Elizabeth City, N. C. WGBG, Greensboro, N. C. WMPH, High Point, N. C. WFTC, Kinston, N. C. WCBT, Roanoke Rapids, N. C. WSTP, Salisbury, N. C. WMFD, Wilmington, N. C.
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†CAPPER PUBLICATIONS

New York City—420 Lexington Ave. Tel.: Mohawk 4-3280. Mgr.: Philip Zach, W. L. McKeen.
Chicago—180 N. Michigan Ave. Tel.: Central 5977. Mgr.: Frank Gaughen.
Kansas City—21 W. Tenth St. Tel.: Harrison 4700. Mgr.: Joe Story.
San Francisco—Russ Bldg. Tel.: Douglas 5220. Mgr.: Fred Jameson.

Represents

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

(Continued on Page 288)

DIRECTORY OF U.S. GOVERNMENT AGENCIES

(For Federal Communications Commission Listing See Page 400)

DEPT. OF AGRICULTURE

14th St. and Independence, S. W.
REpublic 4142

Director of Information: Keith Himebaugh.
Radio Service: Chief, John C. Baker.

CIVILIAN PRODUCTION ADMINISTRATION

Social Security Bldg.
REpublic 7500

Radio & Radar Branch of Consumers Hard
Goods Division: Chief, Harry Sharpe;
Assistant Chief, Joel C. Hawkins.

U. S. COAST GUARD

1300 E St., N. W.
REpublic 7400

Public Information Division: Chief, Com-
modore Ellis Reed-Hill.

OFFICE OF PRICE ADMINISTRATION

2d & D Sts., S. W.
REpublic 7500

Administrator: Chester Bowles.
Deputy Administrator for Information:
Robert R. Brooks.
Radio Branch, Information Dept.: Eloise
Daubenspeck.
Machinery Branch, Electrical Equipment
Section: Chief, Earle Morse.

DEPT. OF COMMERCE

14th and Constitution Ave., N. W.
District 2200

Office of Current Information: Director,
Bruce Catton; Deputy Director, Donald
R. Burgess.
Bureau of Foreign & Domestic Commerce:
Director, Amos E. Taylor.
Division of Industrial Economy, Specialties
Unit: Advertising Specialist, Kenneth
Davis; Radio Specialist, John Shannon.
Census Bureau: Director, James C. Capt.
Bureau of Standards: Chief of Radio Sec-
tion, Dr. J. H. Dellinger.
Office of Publication Board: Executive Sec-
retary, John C. Green.

OFFICE OF EDUCATION

Temporary M Bldg.
26th & Water Sts.
EXecutive 6500

Commissioner of Education: Dr. John W.
Studebaker.
Radio Division: Dr. Franklin Dunham,
chief, Educational Uses of Radio. Dr.
R. R. Lowdermilk, technical consulting
specialist; Mrs. Gertrude G. Broderick,
specialist in charge of script and tran-
scription exchange and secretary, Federal
Radio Education Committee.

FEDERAL TRADE COMMISSION

Pennsylvania Ave. & 6th St., N. W.
EXecutive 6800

Commissioners: W. A. Ayres, chairman;
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Robert E. Freer, Lowell B. Mason.
Assistant to the Chairman in Charge of
Public Relations: M. A. White; assistant
director of public relations, Nick M.
Carey.

INTERIOR DEPARTMENT

C St., between 18th & 19th Sts., N. W.
REpublic 1820

Director of Information: John Ryckman.
Radio & Television Section: Director, Willet
Kempston; Engineers, Harry J. Barton,
Eugene A. Wilson.

MARINE CORPS

Navy Annex, Arlington, Va.
REpublic 7400

Office of Public Information: Director,
Brig. Gen. Franklin A. Hart; Executive
Director, Lt. Col. Edwin R. Hagenah.
Radio Section, Office of Public Informa-
tion: Director, Maj. W. P. McCahill.

U. S. MARITIME COMMISSION

Dept. of Commerce Bldg.
14th and Pennsylvania Ave.
EXecutive 5340

Office of Information: Director, Robert W.
Horton.
Radio Section: Chief, Robert M. Miller.

DEPARTMENT OF JUSTICE

Dept. of Justice Bldg.
9th and Pennsylvania Ave.
REpublic 8200

Attorney General: Tom C. Clark.
Assistant Attorney General in charge of
Anti-trust Division: Wendell Berge.
Special Assistant Attorney General and
Chief of Litigation Section, Anti-Trust
Division: Holmes Baldrige.
Director of Public Relations: Timothy A.
McInerney.

NATIONAL LABOR RELATIONS BOARD

815 Connecticut Ave., N. W.
National 9716

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Gerard D. Reilly; John M. Houston.
Director of Information: Louis G. Silver-
berg.

NAVY DEPARTMENT

18th & Constitution Ave.
REpublic 7400

Office of Public Information: Director,
Rear Adm. H. B. Miller.
Radio Section, Office of Public Informa-
tion: Chief, Lt. William J. Mitchel;
Technical Officer, Lt. (jg) James Lahey.

RECONSTRUCTION FINANCE CORP.

Second & D Sts., N. W.
EXecutive 3111

Office of Surplus Property, Electronics
Branch: Chief, William L. Foss, Adver-
tising Section: Chief, Paul H. Baker;
Associate Chiefs, John L. Taylor, Chand-
ler S. Woolley.

DEPARTMENT OF STATE

17th St. & Pennsylvania Ave. N.W.
REpublic 3600

Secretary of State: James F. Byrnes.
Assistant Secretary in Charge of Public
Affairs: William B. Benton; Special As-
sistant, John Howe.
Office of International Information & Cul-
tural Affairs: William T. Stone, director;
John E. Peurifoy, deputy director; John
W. G. Ogilvie, director, Radio Division;
J. Noel Macy, director, Press & Publicity.
Office of Transportation & Communications:
Telecommunications Division, Francis
Cott deWolf, chief; Harvey B. Otterman,
assistant chief.
Special Assistant to the Secretary in Charge
of Public Relations: Michael J. McDermott;
assistant, Lincoln White.

TREASURY DEPARTMENT

15th St. & Pennsylvania Ave.
EXecutive 6400

War Finance Division: National Director,
Ted R. Gamble.
Radio Section: Chief, Lt. David Levy,
USNR.
Staff: Morton A. Milman and Ruth Girard
(New York); Maebeth S. Mock, Meryl
Friedel, Jean Hendrix.

COMMITTEES OF 79TH CONGRESS DEALING WITH RADIO LEGISLATION

SENATE INTERSTATE COMMERCE COMMITTEE

Committee Clerk: Maude Mitchell; Asst.
Clerk, Edward Jarrett.

DEMOCRATS—Burton K. Wheeler
(Mont.), chairman; Alben W. Barkley
(Ky.); Edwin C. Johnson (Colo.), Tom
Stewart (Tenn.); James M. Tunnell (Del.);
Ernest W. McFarland (Ariz.); Clyde R.
Hoey (N.C.); Olin D. Johnston (S.C.);
Francis J. Myers (Pa.); Brian McMahon
(Conn.); Hugh B. Mitchell (Wash.); Frank
P. Briggs (Mo.); James W. Huffman
(Ohio).

REPUBLICANS—Wallace H. White Jr.
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Hawkes (N.J.); E. H. Moore (Okla.);
Homer E. Capehart (Ind.).

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NATIONAL COMMUNICATIONS BY WIRE
AND RADIO—Edward Cooper, chief of
staff; Wheeler, chairman; Johnson, McFar-
land, Briggs, White, Austin, Capehart,
Hawkes.

HOUSE INTERSTATE & FOREIGN COMMERCE COMMITTEE

Committee Clerk: Elton J. Layton; Asst.
Clerk, F. P. Randolph.

VETERANS ADMINISTRATION

Veterans Administration Bldg.
Vermont between H & I Sts., N. W.
EXecutive 4120

Administrator: Gen. Omar N. Bradley.
Director of Public Relations: Edward
McE. Lewis.
Director of Radio Service: Joseph L.
Brechtner.

WAR DEPARTMENT

Pentagon Bldg.
REpublic 6700

Office of Information: Director, Maj. Gen.
Alexander D. Surles; Director of Pub-
lic Relations, Col. R. Ernest Dupuy.
Radio Branch, Bureau of Public Relations:
Director, Maj. Albert Wharfield.

OFFICE OF WAR MOBILIZATION AND RECONVERSION

East Wing, White House
National 1414

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Deputy Director for Information: Anthony
Hyde.
Chief, Media Programming Division: Drew
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ard W. Hall (N.Y.); Thomas D. Winter
(Kan.); Joseph P. O'Hara (Minn.); Wilson
D. Gillette (Pa.).

AMERICAN-LABOR—Vito Marcantonio
(N.Y.).

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Sadowski, Harless, Murphy, Sullivan, Mar-
cantonio, Wolverton, Holmes, Reece, Hal-
leck, Brown, Hall.

FEDERAL TRADE SUBCOMMITTEE—
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cantonio, Reece, Howell, O'Hara.

Advertisers Using Canadian Broadcasting Corp. Networks During 1945

(Continued from Page 281)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contracts	Agency & City
Sterling Drug Inc., Windsor	Phillips Milk of Magnesia	Waltz Time	Fri., 9:00-9:30 P.M. 9:30-10:00 P.M.—Oct. 5, '45	29	Jan. 26, '45— Jan. 18, '46	Dancer-Fitzgerald-Sample, N. Y.
Swift Canadian Co. Ltd., Toronto	Meat	Breakfast Club	Mon.-Fri., 9:30-9:45 A.M.; 11:30-11:45 A.M.	37	Oct. 30, '44— Oct. 26, '45	J. Walter Thompson Co. Ltd., Toronto
Swift Canadian Co. Ltd., Toronto	Meat	Courier Confidences	Mon., Wed. and Fri., 10:15- 10:30 A.M.	3	Nov. 6, '44— Aug. 3, '45	J. Walter Thompson Co. Ltd., Toronto
Socony Vacuum Oil Co. of Canada, New York	Socony Products	Information Please Rise Steven's Show	Mon., 9:30-10:00 P.M.	28	Feb. 12-June 25, '45 Sept. 17, '45— July 2-Sept. 10, '45	Cockfield, Brown & Co. Ltd., Toronto
Supertest Petroleum Corp. Ltd., Toronto	Institutional	Command Performance	Mon., 8:00-8:30 P.M.	15	Nov. 6, '44— Apr. 9, '45	Harry E. Foster Agency Ltd., Toronto
Tuckett Limited, Hamilton	Cigarettes	Curtain Time	Wed., 9:30-10:00 P.M.	30	Sept. 13, '44— June 8, '45	MacLaren Advertising Co. Ltd., Toronto
Tuckett Limited, Hamilton	Cigarettes	Curtain Time At Buckingham Theatre	Wed., 9:30-10:00 P.M.		Sept. 12, '45— June 5, '46	
Union Oil Limited, Vancouver	Petroleum Products	Grand Old Songs	Wed., 11:30-12:00 mid.	5	Feb. 28, '45— Feb. 20, '46	Stewart Lovick Ltd., Vancouver
Underwood Limited, Toronto	Typewriters	Ernest Seitz Musicale	Sun., 1:30-2:00 P.M.	11	Oct. 15, '44— Apr. 8, '45	J. J. Gibbons Ltd., Toronto
Viau Limitee, Montreal	Viau Biscuits	Fantaisies Musicales	Tues. and Thurs., 7:45-8:00 P.M.	3	Nov. 14, '44— May 10, '45	Canadian Advertising Agency Ltd., Montreal.
Wartime Prices & Trade Board, Ottawa		Le Metairie Rancourt	Mon.-Fri., 11:15-11:30 A.M.	14	June 21, '45— June 19, '46	Canadian Advertising Agency Ltd., Montreal
Wartime Prices & Trade Board, Ottawa		Soldier's Wife	Mon.-Fri., 11:30-11:45 A.M. 12:30-12:45 and 2:30-2:45 P.M.	33	Aug. 13, '45— Feb. 8, '46	MacLaren Advertising Co. Ltd., Toronto
Wm. Wrigley Jr. Co. Ltd., Toronto	Gum	Treasure Trail	Tues., 10:30-11:00 P.M.	10	Aug. 15, '44— Aug. 7, '45 Aug. 7, '45— July 30, '46	Jack Murray Ltd., Toronto
York Knitting Mills Ltd., Toronto	Institutional	Singing Stars of Tomorrow	Sun., 5:30-6:00 P.M. 5:03-6:00 P.M. Sun., 5:30-6:00 P.M. 5:03-6:00 P.M.	26	Nov. 5, '44— Apr. 29, '45 Apr. 29, '45 only Nov. 4, '45— Apr. 28, '46 Apr. 28, '45 only	Cockfield, Brown & Co. Ltd., Toronto

Unions And Labor Groups Dealing in Radio Fields

Name of Organization	Affiliation	Address Telephone No.	Executive	Organization	Affiliation	Address Telephone No.	Executive
American Federation of Labor	AFL	901 Mass. Ave. N.W. Washington, D. C. National 3870	William Green, Pres.	Associated Actors & Artistes of America	AFL	45 W. 47th St. New York City Bryant 9-3550	Paul Dullzell, Pres.
Congress of Industrial Organizations	CIO	718 Jackson Pl., N.W. Washington, D. C. Executive 5381	Philip Murray, Pres.	National Assn. of Ind. Broadcast Engineers & Technicians (NABET)		1509 N. Vine St. Hollywood, Cal. Granite 7273	Allen T. Powley, Pres. 61 Court St. Brooklyn, New York Main 4-2855
American Communications Association	CIO	5 Beekman St. New York City Courtland 7-1374	Joseph P. Selly, Pres.	<i>Organizations affiliated with Associated Actors & Artistes of America</i>			
International Brotherhood of Electrical Workers	AFL	1200 15th St. N.W. Washington, D. C. District 3766	E. J. Brown, Pres.	Actors Equity Assn.	AFL	45 W. 47th St. New York City Bryant 9-3550	Bert Lytell, Pres. Paul Dullzell, Ex. Secy.- Treas.
American Federation of Musicians	AFL	570 Lexington Ave. New York City Plaza 8-0600	James C. Petrillo, 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.
International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators	AFL	630 Fifth Ave. New York City Circle 5-4370	Richard F. Walsh, Pres.	American Guild of Musical Artists Inc.	AFL	2 W. 45th St. New York City Murray Hill 2-8407	Lawrence Tibbett, Pres.
Radio Writers' Guild of the Authors League of America	6 E. 39th St. New York City Murray Hill 5-6930	Sam Moore, Natl. Pres. Peter Lyon, V.P., Eastern Region	American Guild of Variety Artists	AFL	1697 Broadway New York City Circle 6-7130	Matt Shelvey, National Director
American Newspaper Guild	CIO	203 N. Wabash Chicago	Herbert Futran, V.P., Mid-Western Region	Radio Directors Guild	114 E. 52nd St. New York 22 Plaza 3-4300	William N. Robson, Pres. Anton M. Leader, V.P. George Maynard, Sec. Robert L. Shayon, Treas. Don Bernard, Pres. Paul Frankel, V.P.
		1655 N. Cherokee Ave. Hollywood	Milton Merlin, V.P., Western Region	Screen Actors Guild	AFL	7046 Hollywood Blvd. Hollywood, Cal. Hollywood 7311	George Murphy, Pres. John L. Dales Jr., Ex. Secy.
		63 Park Row New York City Rector 2-0491	Milton Murray, Pres.	United Office & Professional Workers of America	CIO	1860 Broadway New York City Circle 7-4395	Mrs. Florence Marston, Eastern Representative Lewis Merrill, Pres.

Advertisers Using Canadian Broadcasting Corp. Networks During 1945

Sponsor	Product	Program	Time	No. of Stations	Duration of Contracts	Agency & City
Miles Laboratories Ltd., Toronto	Alka Seltzer & Vitamins	National Barn Dance	Sat., 9:00-9:30 P.M.	26	Jan 6-Dec. 29, '45	Cockfield, Brown & Co. Ltd., Toronto
McCull-Fontenac Oil Co. Ltd., Montreal	McCull Frontenac Products	Joe Badoleque	Fri., 8:00-8:30 P.M.	10	Jan. 5-July 8, '45	Ronalds Advertising Agency, Montreal
McCull-Fontenac Oil Co. Ltd., Montreal	McCull Frontenac Products	Metropolitan Opera	Sat., 2:00-5:00 P.M.	35	Dec. 2, '44-Mar. 31, '45	Ronalds Advertising Agency, Montreal
McCull-Fontenac Oil Co. Ltd., Montreal	McCull Frontenac Products	Texaco Star Theatre	Sun., 9:30-10:00 P.M.	33	Oct. 1, '44-June 24, '45 Oct. 7, '45-Sept. 29, '46	Ronalds Advertising Agency, Montreal
McGavin Bakeries, Vancouver	Bread	Operetta Time	Fri., 11:30-12:00 Mid.	11	Sept. 22, '44-Jan. 26, '45	Cockfield, Brown & Co. Ltd., Vancouver
Northern Electric Company, Montreal	Institutional	Northern Electric Hour	Mon., 8:00-8:30 P.M.	33	Oct. 8, '45-Apr. 1, '46	Harry E. Foster Agencies, Toronto
Pepsodent Co., Toronto	Toothpaste	Bob Hope	Tues., 10:00-10:30 P.M.	29	Jan. 2-June 5, '45 Sept. 11-Dec. 25, '45	Ruthrauff & Ryan Inc., N. Y.
Pepsodent Co., Toronto	Toothpaste	Un Homme et Son Peche	Mon.-Fri., 7:00-7:15 P.M.	11	Sept. 24, '45-July 1, '46 Sept. 16-Aug. 30, '46	Ruthrauff & Ryan Inc., N. Y.
Phileo Corp. of Canada Ltd., Toronto	Radio	Phileo Radio Hall of Fame	Sun., 6:00-6:30 P.M.	29	Dec. 3, '44-Apr. 29, '45 Oct. 7-Nov. 25, '45	Hutchins Advertising Co. of Canada Ltd., Toronto
Phileo Corp. of Canada Ltd., Toronto	Radio	Phileo Summer Hour	Sun., 6:00-6:30 P.M.	29	May 6-Sept. 30, '45	
Procter & Gamble Co., Toronto	Oxydol	La Rue Principale	Mon.-Fri. 1:00-1:15 P.M.	4	July 3, '44-June 29, '45 July 2, '45-June 28, '46	Dancer-Fitzgerald-Sample, Chicago
Procter & Gamble Co., Toronto	Oxydol	Ma Perkins	Mon.-Fri., 3:15-3:30 P.M.	28	July 2, '45-June 28, '46	Dancer-Fitzgerald-Sample, Chicago
Procter & Gamble Co., Toronto	Ivory Bar	Metropole	Mon.-Fri., 7:15-7:30 P.M.	3	July 2, '45-June 28, '46	Compton Advertising Inc., N. Y.
Procter & Gamble Co., Toronto	Camay & Chipso	Pepper Young's Family	Mon.-Fri., 3:30-3:45 P.M.	27	July 2, '45-June 28, '46	Pedlar, Ryan & Lusk Inc., N. Y.
Procter & Gamble Co., Toronto	Barsalou	Quelles Nouvelles	Mon.-Fri., 12:15-12:30 P.M.	3	July 3, '44-June 29, '45 July 2, '45-June 28, '46	Compton Advertising Inc., N. Y.
Procter & Gamble Co., Toronto	Ivory Bar	Right to Happiness	Mon.-Fri., 3:45-4:00 P.M.	15	July 2, '45-June 28, '46	Compton Advertising Inc., N. Y.
Procter & Gamble Co., Toronto	Ivory Bar & Oxydol	Road of Life	Mon.-Fri., 11:00-11:15 A.M.	21	July 2, '45-June 28, '46	Compton Advertising Inc., N. Y.
Procter & Gamble Co., Toronto	Chipso	Vie de Famille	Mon.-Fri., 10:30-10:45 A.M.	4	Sept. 11, '44-June 29, '45 July 2, '45-June 28, '46	Pedlar & Ryan Inc., N. Y.
Procter & Gamble Co., Toronto	Ivory Snow, Crisco	Woman of American	Mon.-Fri., 3:00-3:15 P.M.	20	July 2, '45-June 28, '46	Benton & Bowles Inc., N. Y.
Procter & Gamble Co., Toronto	Drene Shampoo	Rudy Vallee	Thurs., 10:30-11:00 P.M.	22	Feb. 15-June 28, '45 Aug. 30, '45-June 27, '46	Kastor & Sons, Chicago
Purity Flour Mills Ltd., Toronto	Purity Flour	This is Our Canada	Fri., 8:00-8:30 P.M.	27	Jan. 26-May 18, '45	McKim Advertising Ltd., Toronto
Quakers Oats Co. Ltd., Toronto	Quakers Oats	That Brewster Boy Those Websters	Fri., 9:30-10:00 P.M.	29	Jan. 5-Mar. 2, '45 Mar. 9-Apr. 13, '45	Spitzer & Mills Ltd., Toronto
Radiomonde, Montreal	Radio World	Le Moulin de la Chanson	Wed. and Fri., 2:00-2:15 P.M.	3	Oct. 3-Dec. 28, '45	No Agency
Radiomonde, Montreal	Radio World	Le Moulin de la Chanson	Wed., 2:00-2:15 P.M.	3	July 4-Sept. 26, '45	No Agency
RCA Victor Co., Montreal	Institutional	Voice of Victor	Thurs., 8:30-9:00 P.M.	25	Sept. 27, '45-Apr. 25, '46	Spitzer & Mills Ltd., Toronto
Robin Hood Flour Mills Ltd., Toronto	Flour	Les Talents de Chez-nous	Thurs., 8:00-8:30 P.M.	8	Oct. 4, '45-Mar. 28, '46	Young & Rubicam Ltd., Montreal
Robin Hood Flour Mills Ltd., Toronto	Flour	They Tell Me—Claire Wallace	Mon., Wed. and Fri. 1:45-2:00 P.M.	26	Oct. 1, '44-July 2, '45 Sept. 3, '45-May 31, '46	Young & Rubicam Ltd., Montreal
Robin Hood Flour Mills Ltd., Toronto	Flour	Tommy Duchesne	Tues. and Thurs., 7:30-7:45 P.M.	8	Nov. 21, '44-May 17, '45	Young & Rubicam Ltd., Montreal
Robert Simpson Co. Ltd., Toronto	Institutional	Toronto Symphony Orchestra 'Pops' Concerts	Fri., 8:00-9:00 P.M.	29	Oct. 26, '45-Apr. 5, '46	Harry E. Foster Agencies Ltd., Toronto
St. Lawrence Starch Co. Ltd., Port Credit	Beehive Syrup	Michael Normandin	Sat., 7:30-7:45 P.M.	3	Oct. 27, '45-Apr. 13, '46	McConnell, Eastman & Co. Ltd., Toronto
St. Lawrence Starch Co. Ltd., Port Credit	Beehive Syrup	Wes McKnight	Sat., 7:00-7:15 P.M.	23	Oct. 28, '44-Apr. 21, '45 Oct. 27, '45-Apr. 13, '46	McConnell, Eastman & Co. Ltd., Toronto
Standard Brands Ltd., Montreal	Chase & Sanborn	Charlie McCarthy Show Frances Langford Show	Sun., 8:00-8:30 P.M.	28	Jan. 7-May 27, '45 Sept. 2-Dec. 30, '45 June 3-Aug. 26, '45	J. Walter Thompson Co. Ltd., Toronto
Sterling Drug Inc., Windsor	Bayer Aspirin	Album of Familiar Music	Sun., 9:30-10:00 P.M.	29	July 15, '45-July 7, '46	Dancer-Fitzgerald-Sample, N. Y.
Sterling Drug Inc., Windsor	Bayer Aspirin	Les Secrets du Dr. Morhanges	Tues., 8:00-8:30 P.M.	5	Jan. 2-Dec. 25, '45	Pedlar, Ryan & Lusk Inc., N. Y.

(Continued on Page 282)

CANADIAN BROADCASTING CORPORATION: EXECUTIVES and STAFF

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 W. R. Johnston, *Sales Representative*
 Arthur Barr, *Sales and Commercial Traffic*
 H. F. Chevrier, *Coverage Statistics*

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 (354 Jarvis St., Toronto)

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 H. M. Smith, *Regional Engineer (CBA, Sackville, N. B.)*
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 J. M. Beaudet, *Director of French Network*
 John de B. Payne, *Program Administrative Officer*
 Aurele Seguin, *Supervisor of Educational Broadcasts*
 Armand Berube, *Supervisor of Farm Broadcasts*

Omer Renaud, *Commercial Manager*
 Leopold Houle, *Supervisor of Press and Information*
 M. Goudrault, *Supervisor of Station Relations*
 (Keefer Bldg.)
 L. L'Allier, *Regional Engineer*
 J. R. Samson, *Manager, Personnel and Administrative Services*
 J. B. Godin, *Treasurer's Cashier*
 Prairie Region, 300 Manitoba Telephone Bldg.,
 Winnipeg, Man.

James R. Finlay, *Regional Representative*
 C. E. L'Ami, *Press and Information Representative*
 British Columbia Region, Hotel Vancouver, Vancouver, B.C.
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 A. E. Ellis, *Regional Engineer*
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THE BRITISH BROADCASTING CORPORATION

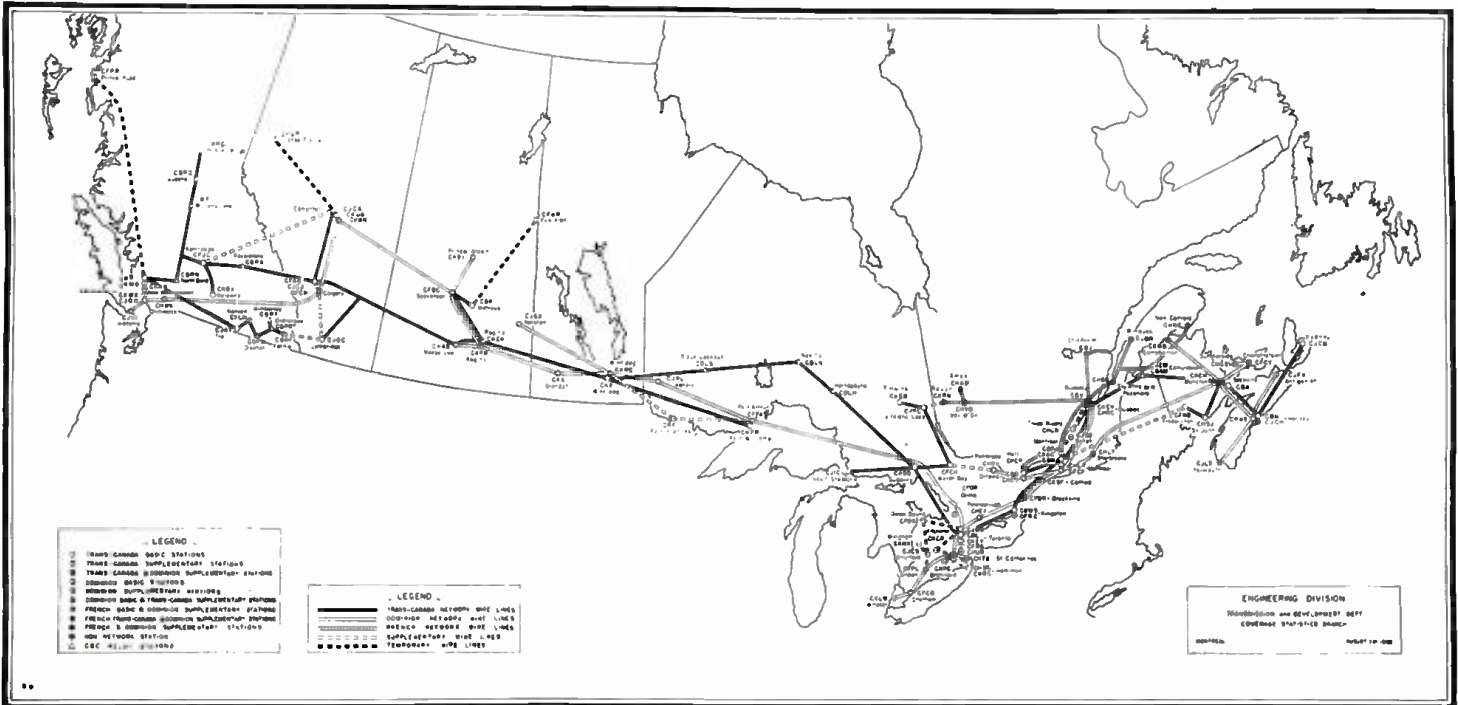
630 Fifth Avenue
 New York 20, N. Y.
 Telephone: Circle 7-0656

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 William R. Reid, *Assistant North American Director*
 Donovan Rowse, *Special Assistant to N. A. D.*
 Henry David, *Program Adviser*
 J. A. S. Senas, *Head of Research Department*
 Christopher Cross, *Public Relations Manager*
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 Telephone: Delaware 6881
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 Washington 6
 1150 Connecticut Avenue
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SEE PAGE 385 FOR SYNDICATED TRANSCRIBED PROGRAMS

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NATIONAL BROADCAST SALES

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 TORONTO, CANADA—ELGIN 1165

Representing

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A Coast-to-Coast Network reaching over 40,000,000 potential listeners!

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A NEW SERVICE TO ADVERTISERS!!

- ABS - The Associated Broadcasting System - began coast-to-coast operation on a 16 hour a day September 16, 1945.
- By using the basic network facilities of ABS, a sponsor can reach 87% of the population of cities of 100,000 or over in the United States, at a cost of only a few cents per 1,000 listeners.
- Concentrated in these top markets are 40 million potential buyers served efficiently and economically by the stations affiliated with the Associated Broadcasting System.
- A total of 3,970 ABS commercial program hours were broadcast through facilities of 196 outlets in 1944, thus insuring adequate secondary coverage on request.
- Split networks available for selected coverage.
- Transcribed programs accepted for network broadcasting.
- Choice time periods, that are not even offered on a spot basis, are now available through ABS.
- Outstanding programs for individual sponsorship or on a participating basis.
- Maximum coverage at minimum cost - \$2200 buys one evening half-hour on 22 stations reaching a potential audience of 40,000,000. Or 6 daily 1/4 hours can be purchased for \$1050 each.

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CENTRAL 4309

Hollywood

3055 WILSHIRE BLVD., EXPOSITION 1339

**EXECUTIVE
OFFICES
KEELER
BUILDING**

GRAND RAPIDS 2, MICH.

Advertisers Using Canadian Broadcasting Corp. Networks During 1945

(Continued from Page 279)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contracts	Agency & City
General Foods Ltd., Toronto	Post Bran Flakes, Postum	Aldrich Family	Fri., 8:00-8:30 P.M.	31	Sept. 1, '44- June 29, '45	Baker Advertising Agency, Toronto
General Foods Ltd., Toronto	Post Bran Flakes, Grape Nuts	Thin Man	Fri., 8:30-8:55 P.M.	31	Sept. 15, '44- June 29, '45	Baker Advertising Agency, Toronto
General Foods Ltd., Toronto	Post Bran Flakes, Grape Nuts	Scrapbook of Stories That Are Different	Fri., 8:55-9:00 P.M.	30	Sept. 15, '44- June 29, '45	Baker Advertising Agency, Toronto
General Foods Ltd., Toronto	Maxwell House Coffee	Frank Morgan	Thurs., 8:00-8:30 P.M.	29	Aug. 31, '44- May 31, '45	Baker Advertising Agency, Toronto
Gillette Safety Razor Co. of Canada Ltd., Montreal	Blue Blades, Razors	Kentucky Derby	Sat., 6:00-6:30 P.M.	36	June 9, '45 only	Maxon Inc., N. Y.
Gillette Safety Razor Co. of Canada, Ltd., Montreal	Blue Blades, Razors	World Series—Baseball	1:15 P.M. to conclusion	60	Oct. 3-Oct. 10, '45	Maxon, Inc., N. Y.
Gillette Safety Razor Co. of Canada Ltd., Montreal	Blue Blades, Razors	Championship Fights	Fri., 10:00 P.M. to end	36	Sept. 8, '44- Aug. 31, '45 Sept. 7, '45- Aug. 30, '46	Maxon, Inc., N. Y.
Goodyear Tire and Rubber Co., New Toronto	Institutional	Parade of Songs	Tues., 8:00-8:30 P.M.; 12:00-12:30 P.M.	15	May 15-Oct. 2, '45	J. J. Gibbons Ltd., Toronto
			Tues., 8:00-8:30 P.M.; 12:00-12:30 A.M.	39	Oct. 2, '45- Mar. 26, '46	J. J. Gibbons Ltd., Toronto
Gurney Foundry Company, Montreal	Stoves	Musical Programme	Tues. and Thurs., 6:45- 7:00 P.M.	3	Oct. 9, '45- Apr. 4, '46	Harry E. Foster Agencies Ltd. Montreal
B. Houde-Grothe, Ltd., Montreal	Cigarettes & Tobacco	Les Soirees Canadiennes	Mon., Wed., Fri., 7:30- 7:45 P.M.	10	Oct. 16, '44- Apr. 27, '45	Whitehall Broadcasting Ltd., Montreal
			Mon., Wed., Fri., 7:30- 7:45 P.M.	10	Oct. 15, '45- Jan. 11, '46	Whitehall Broadcasting Ltd. Montreal
Hudson's Bay Co., Winnipeg	Raw Fur Buying	Red River Barn Dance	Sat., 11:00-11:30 P.M.	7	Oct. 28, '44- Feb. 10, '45 Nov. 3, '45- Jan. 26, '46	Cockfield, Brown & Co. Ltd., Winnipeg
Hudson's Bay Co., Winnipeg	Tea & Coffee	Rhythm and Romance	Mon., 8:45-9:00 P.M.	9	Mar. 12-July 30, '45	Cockfield, Brown & Co. Ltd., Winnipeg
			Mon., 8:45-9:00 P.M.	9	Sept. 17, '45- Mar. 11, '46	Cockfield, Brown & Co. Ltd., Winnipeg
Imperial Oil Ltd., Toronto	Imperial Oil Products	NHL Hockey	Sat., 9:05-10:30 P.M.	42	Oct. 28, '44- Apr. 21, '45	MacLaren Advertising Co. Ltd., Toronto
			Sat. 9:05-10:30 P.M.	43	Oct. 27, '45- Mar. 16, '46	MacLaren Advertising Co. Ltd., Toronto
Imperial Tobacco Co., Montreal	Cigarettes	Light Up and Listen	Thurs., 10:00-10:30 P.M.	26	Jan. 4-May 31, '45	Whitehall Broadcasting Ltd., Montreal
Imperial Tobacco Co., Montreal	Cigarettes	Light Up and Listen	Thurs., 9:30-10:00 P.M.	33	Sept. 20, '45- Mar. 14, '46	Whitehall Broadcasting Ltd., Montreal
International Silver Company, Hamilton	Silverware	Ozzie and Harriet	Sun., 6:00-6:30 P.M.	26	Oct. 8, '44- May 27, '45	Young & Rubicam Ltd., Toronto
International Silver Company, Hamilton	Silverware	Ozzie and Harriet	Sun., 6:00-6:30 P.M.	26	Sept. 2, '45- Mar. 31, '46	Young & Rubicam Ltd., Toronto
S. C. Johnson & Son Limited, Brantford	Johnson's Wax & Car-Nu	Fibber McGee and Molly	Tues., 9:30-10:00 P.M.	27	Apr. 3-June 26, '45 Oct. 2, '45- Mar. 26, '46	Needham, Louis & Brorby, Chicago
S. C. Johnson & Son Limited, Brantford	Johnson's Wax & Car-Nu	Victor Burge Show	Tues., 9:30-10:00 P.M.	27	July 3-Sept. 25, '45	Needham, Louis & Brorby, Chicago
S. C. Johnson & Son Limited, Brantford	Johnson's Wax & Car-Nu	Pierre Guerin	Mon., Wed., Fri., 10:45- 11:00 A.M.	4	Jan. 1-Dec. 28, '45	Vickers & Benson Ltd., Montreal
Kelly Douglas & Company Ltd., Vancouver	Nabob Coffee	Harmony House	Mon., 11:30-12:00 Mid.	12	Sept. 11, '44- June 25, '45	Stewart Lovick Ltd., Vancouver
Kelly Douglas & Company Ltd., Vancouver	Baking Powder, Spices	Harmony House	Mon., 11:30-12:00 Mid.	12	Sept. 10, '45- June 3, '46	Stewart Lovick Ltd., Vancouver
Kraft Cheese Co., Toronto	Kraft Cheese, Salad Dressing	Kraft Music Hall	Thurs., 9:00-9:30 P.M.	31	Jan. 4-Dec. 27, '45	J. Walter Thompson Co. Ltd., Montreal
Lamont Corliss & Co. Ltd., Toronto	Ponds Creams	Ceux qu'on Aime	Wed., 8:00-8:30 P.M.	3	Sept., 5-Dec. 26, '45	J. Walter Thompson Co. Ltd., Toronto
Lamont Corliss & Co. Ltd., Toronto	Ponds Creams	John and Judy	Tues., 9:00-9:30 P.M.	26	Jan. 2-July 10, '45 Sept. 4-Dec. 25, '45	J. Walter Thompson Co. Ltd., Toronto
Lehn & Fink	Hinds Honey and Almond Cream	Blind Date	Mon., 8:30-9:00 P.M.	20	Sept. 11, '44- Apr. 2, '45	Spitzer & Mills Ltd., Toronto
Lever Brothers Ltd., Toronto	Rinso	Big Sister	Mon.-Fri., 12:15-12:30 P.M.	27	Jan. 1-Dec. 28, '45	Ruthrauff & Ryan Inc., N. Y.
Lever Brothers Ltd., Toronto	Rinso	Grande Soeur	Mon.-Fri., 11:00-11:15 A.M.	7	Jan. 1-Dec. 28, '45	Ruthrauff & Ryan Inc., N. Y.
Lever Brothers Ltd., Toronto	Sunlight Soap	Lucy Linton's Stories from Life	Mon.-Fri., 11:45-12:00 Noon; 12:30-12:45 P.M.	38	Jan. 1-Dec. 28, '45	Ruthrauff & Ryan Inc., N. Y.
Lever Brothers Ltd., Toronto	Lux Soap	Lux Radio Theatre	Mon., 9:00-10:00 P.M.	25	Jan. 1-June 25, '45 Aug. 27-Dec. 24, '45	J. Walter Thompson Co. Ltd., Toronto
Lever Brothers Ltd., Toronto	Sunlight Soap	Vers le Soleil Avec Tante Lucie	Mon.-Fri., 1:30-1:45 P.M.	6	Jan. 1-July 6, '45	J. Walter Thompson Co. Ltd., Toronto
				5	Sept. 4-Dec. 31, '45	
Thos. J. Lipton Ltd., Toronto	Tea & Soup	Liptonaires	Mon.-Fri., 4:00-4:15 P.M.	36	Oct. 2, '44- Apr. 27, '45	Vickers & Benson Ltd., Toronto
Thos. J. Lipton Ltd., Toronto	Tea & Soup	Les Liptonaires	Mon.-Fri., 1:45-2:00 P.M.	10	Oct. 2, '44- Apr. 27, '45	Vickers & Benson Ltd., Toronto
Maple Leaf Milling Company, Toronto	Cereal & Flour	Colette et Roland	Tues. and Thurs., 2:00- 2:15 P.M.	4	Oct. 10, '44- Apr. 5, '45	Cockfield, Brown & Co. Ltd., Toronto
Maple Leaf Milling Company, Toronto	Red River Cereal	Jolly Miller Time	Wed., 8:00-8:30 P.M.	28	Oct. 11, '44- Apr. 4, '45 Oct. 10, '45- Apr. 3, '46	Cockfield, Brown & Co. Ltd., Toronto

Advertisers Using Canadian Broadcasting Corp. Networks During 1945

Sponsor	Product	Program	Time	No. of Stations	Duration of Contracts	Agency & City
British American Oil Co. Ltd., Toronto	B. A. Products	Fighting Navy	Thurs., 9:30-10:00 P.M.	27	Jan. 4-June 21, '45	J. Walter Thompson Co. Ltd., Toronto
British American Oil Co. Ltd., Toronto	B. A. Products	Peerless Parade	Thurs., 9:30-10:00 P.M.	28	Sept. 27, '45-June 20, '46	J. Walter Thompson Co. Ltd., Toronto
British American Oil Co. Ltd., Toronto	B. A. Products	Les Gars de la Marine	Sun., 7:30-8:00 P.M.	4	Jan. 7-Sept. 23, '45	J. Walter Thompson Co. Ltd., Toronto
British American Oil Co. Ltd., Toronto	B. A. Products	Taxi 13	Thurs., 8:30-9:00 P.M.	5	Sept. 27, '45-June 20, '46	J. Walter Thompson Co. Ltd., Toronto
Borden Co. Ltd., Toronto	Milk, Ice Cream	Canadian Cavalcade	Thurs., 9:30-10:00 P.M.	28	Jan. 14-June 25, '45	Young & Rubicam Ltd., Toronto
			Mon., 8:00-8:30 P.M.; 11:00-11:30 P.M.	28	Sept. 17, '45-June 10, '46	Young & Rubicam Ltd., Toronto
British Columbia Electric Co., Vancouver	Institutional	Now It Can Be Told	Thurs., 11:30-12:00 mid.	3	Sept. 28, '44-May 31, '45	Stewart Lovick Ltd., Vancouver
Bristol Myers Co. of Canada Ltd., Montreal	Sal Hepatica, Vitalis, Trushay	Alan Young	Tues., 8:30-9:00 P.M.	23	Jan. 2-Dec. 25, '45	Ronalds Advertising Agency, Montreal
Campbell Soup Co. Ltd., New Toronto	Campbell Soups	Jeunesse Doree	Mon.-Fri., 12:00-12:15 P.M.	3	Jan. 1-Dec. 31, '45	Cockfield, Brown & Co. Ltd., Toronto
Campbell Soup Co. Ltd., New Toronto	Campbell Soups	Request Performance Radio Reader's Digest	Sun., 9:00-9:30 P.M.	30	Oct. 7, '45-Sept. 1, '46 and Sept. 10, '44-Sept. 2, '45	Ward, Wheelock Co., Philadelphia.
Campbell Soup Co. Ltd., New Toronto	Campbell Soups	Jack Carson	Wed., 8:00-8:30 P.M.; 12:00-12:30 P.M.	29	May 30-June 13, '45 Sept. 26, '45-Nov. 1, '46 June 20-Sept. 19, '45	Ward, Wheelock Co., Philadelphia
		The Saint				Ward, Wheelock Co., Philadelphia
Canadian Ironized Yeast Co. (1939) Ltd., Windsor	Ironized Yeast	Big Town	Tues., 8:00-8:30 P.M.	23	Oct. 2, '45-Sept. 25, '46	Pedlar, Ryan & Lusk, N. Y.
Canadian Marconi Co., Montreal	Institutional	L for Lanky	Sun., 7:30-8:00 P.M.	29	Jan. 7-May 27, '45	Cockfield, Brown & Co. Montreal
Canadian Marconi Co., Montreal	Institutional	Stardust Serenade	Sun., 7:30-8:00 P.M.	37	Sept. 16-Dec. 30, '45	Cockfield, Brown & Co., Montreal
Canadian National Carbon Co., Toronto	Batteries	Les Alouettes Eveready	Sat., 1:00-1:15 P.M.	10	Jan. 6-Apr. 21, '45 Sept. 8-Dec. 29, '45	Locke, Johnson & Co. Ltd., Toronto
Carnation Milk Co. Ltd., Toronto	Carnation Milk	Carnation Contented Hour	Mon., 10:00-10:30 P.M.	30	Jan. 8-Dec. 31, '45	Baker Advertising Agency, Toronto
Carnation Milk Co. Ltd., Toronto	Carnation Milk	Le Quart d'Heure de Dentents	Tues. and Thurs., 10:45-11:00 A.M.	4	Jan. 2-Dec. 27, '45	Baker Advertising Agency, Toronto
Coca Cola Co. of Canada Ltd., Toronto	Coca Cola	Coca Cola Music Club	Mon., 8:00-8:30 P.M.	27	Jan. 1-May 28, '45	D'Arcy Adv. Agency, Toronto
Colgate-Palmolive-Peet Co., Toronto	Cashmere Bouquet Products	Cashmere Bouquet House Party	Sat., 8:30-9:00 P.M.	26	Oct. 6-Dec. 29, '45	Spitzer & Mills Ltd., Toronto
Colgate-Palmolive-Peet Co., Toronto	Princess Soap Flakes	Happy Gang	Mon.-Fri., 1:15-1:45 P.M.	25	Jan. 1-June 29, '45 Sept. 3-Dec. 31, '45	Spitzer & Mills Ltd., Toronto
Colgate-Palmolive-Peet Co., Toronto	Cashmere Bouquet Products	La Mine d'Or	Tues., 8:30-9:00 P.M.	4	Jan. 2-June 26, '45 Oct. 2-Dec. 25, '45	Spitzer & Mills Ltd., Toronto
Colgate-Palmolive-Peet Co., Toronto	Palmolive Soap, Colgate Toothpaste, Halo Shampoo	Les Joyeux Troubadours	Mon.-Fri., 11:30-12 noon	5	Jan. 1-June 29, '45 Sept. 10-Dec. 31, '45	Spitzer & Mills Ltd., Toronto
Colgate-Palmolive-Peet Co., Toronto	Cashmere Bouquet Products	Musical Mail Box	Fri., 8:30-9:00 P.M.	25	Jan. 5-June 29, '45	Spitzer & Mills Ltd., Toronto
Colgate-Palmolive-Peet Co., Toronto	Palm Shave Cream-Cue Dentrifrice	Share the Wealth	Sat., 8:00-8:30 P.M.; 11:30-12:00 mid.	27	Jan. 6-June 30, '45 Sept. 8-Dec. 29, '45	Spitzer & Mills Ltd., Toronto
Dominion Government Dept. of Finance	Victory Bonds & Stamps	L'Heure de la Victoire	Sun.-Thurs., 8:00-9:00 P.M.	15	Apr. 19, 22, 26, May 3, 10, '45	Agence Canadienne ed Publicite Ltee, Montreal
Dominion Government Dept. of Finance	Victory Bonds	L'Heure de la Victoire	Mon., 9:00-10:00 P.M.	15	Oct. 8-Nov. 5, '45	Canadian Advertising Agency, Montreal
Dominion Government Dept. of Finance	Victory Bonds & Stamps	Victory Loan Broadcast	Sun., 8:30-9:30 P.M.	80	Apr. 22, '45	MacLaren Advertising Co. Ltd., Toronto
Dominion Government Dept. of Finance	Victory Bonds & Stamps	Victory Loan Broadcast	Wed., 8:30-9:30 P.M.; 10:30-11:30 P.M.	80	Apr. 18-May 9, '45	MacLaren Advertising Co. Ltd., Toronto
Dominion Government Dept. of Finance	Victory Bonds & Stamps	Victory Loan Broadcast	Tues., 8:30-9:00 P.M.; 11:00-11:30 P.M.	39	Apr. 24-May 8, '45	MacLaren Advertising Co. Ltd., Toronto
Dominion Government Dept. of Finance	Victory Bonds & Stamps	Victory Loan Broadcast	Fri., 9:30-10:00 P.M.; 11:30-12:00 Mid.	42	Apr. 20-May 4, '45	MacLaren Advertising Co. Ltd., Toronto
Dominion Government Dept. of Finance	Victory Bonds & Stamps	Victory Loan Broadcast "Horizon '45"	Mon., 9:00-9:30 P.M.	15	Apr. 16-May 7, '45	Canadian Advertising Agency, Montreal
Dominion Government Dept. of Finance	Victory Bonds	Victory Loan Hour	Wed., 8:30-9:30 P.M.; 10:30-11:30 P.M.	80	Oct. 17, 24, 31, Nov. 7, '45	MacLaren Advertising Co. Ltd., Toronto
Dominion Government Dept. of Finance	Victory Bonds	Victory Loan Hour	Sun., 8:30-9:30 P.M.	80	Oct. 21, '45	MacLaren Advertising Co. Ltd., Toronto
Delaware, Lackawanna & Western Coal Co., New York	Blue Coal	The Shadow	Sun., 5:30-6:00 P.M.	17	Sept. 24, '44-Apr. 15, '45	Vickers & Benson, Toronto
Dodds Medicine Co., Toronto	Drugs	Dream Time	Tues., 10:30-11:00 P.M.	17	Jan. 30-Apr. 24, '45	A. J. Denne & Co., Toronto
Electro Auto-Lite, Toronto	Institutional	Dick Haynes Show	Sat., 8:00-8:30 P.M.	28	Oct. 13, '45-Jan. 5, '46	Rutbrauff & Ryan Inc., N. Y.
		Everything for the Boys	Tues., 7:30-8:00 P.M.	28	Jan. 18-Oct. 9, '45	Rutbrauff & Ryan Inc., N. Y.
T. H. Estabrooke Co. Limited, St. John N. B.	Ten & Coffee	Le Theatre de Chez-nous	Thurs., 7:30-8:00 P.M.	4	Oct. 18, '45-Apr. 11, '46	McConnell, Eastman & Co. Ltd., Toronto

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Get Your Share Of
KANSAS WHEAT INDUSTRIAL CATTLE OIL MONEY



KANS-WICHITA
 The NBC Station in KANSAS' No. 1 Market

General Information:

KANS is owned by THE KANS BROADCASTING COMPANY (a corporation); Herb Hollister, President; Jack Todd, General Manager.

KANS operates on a power of 250 watts, day and night, on a frequency of 1240 kilocycles.

KANS has been in operation since September, 1936.

KANS does a big local coverage job on all civic events including local sports.

Network Affiliations:

KANS is affiliated with the National Broadcasting Company.

Program Facilities:

KANS maintains two transcription libraries — the NBC "Thesaurus" and Standard. **KANS** has both AP and UP news service day and night.

Hours on the Air:

6:30 A.M. to Midnight.

Merchandising Facilities:

Bus cards in all local buses (135 in all) for a two-week period at the start of a campaign of programs. Feature articles and pictures in "The KANSan," monthly **KANS** merchandiser mailed to most retail outlets in Wichita.

REPRESENTED NATIONALLY BY HEADLY-REED CO.
 NEW YORK • CHICAGO • DETROIT • ATLANTA • SAN FRANCISCO • LOS ANGELES

Advertisers Using NBC Network During 1945

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Sponsor	Product	Program	Time	No. of Stations	Duration of Contracts	Agency & City
Socony-Vacuum Oil Co., New York	Oil	Information Please (eff July '45 to Sept. '45) Rise Stevens Show	Mon., 9:30-10:00 P.M.	131	Feb. '45—	Compton Adv., Inc., N. Y.
Southern Cotton Oil Co., San Francisco	Wesson Oil & Snowdrift	Noah Webster Says	Mon., 9:30-10 P.M. (eff Apr. '45) Thurs. 9:30-10 P.M. PST	7	Oct. '44—	Fitzgerald Adv. Agency, New Orleans
Southern Spring Bed Co., Atlanta, Ga.	Beds & Bedding	Robert St. John	Tues. & Thurs., 10:00-10:15 A.M.	15	Aug. '43—	Tucker Wayne & Co., Atlanta
Sperry Flour Co., San Francisco	Sperry Flour	Sam Hayes	Mon.-Sat., 7:45-8:00 A.M. PST	7	Jan. '40—	Knox-Reeves Adv. Inc., San Francisco
Sperry Flour Co., San Francisco	Drifted Snow Flour	Dr. Kate (eff Mar. '45) This Woman's Secret	Mon.-Fri., 4:00-4:15 P.M. PST	11	May '38—	Knox-Reeves Adv., Inc., San Francisco
Standard Brands Inc., New York	Chase & Sanborn Coffee	Charlie McCarthy Show, Starring Edgar Bergen (June-Aug. '45) Frances Langford Show	Sun., 8:00-8:30 P.M.	142	Mar. '40—	J. Walter Thompson, N. Y.
Standard Brands Inc., New York	Fleischmann's Yeast, Blue Bonnet (eff June '45) Tenderleaf Tea & Blue Bonnet Margarine	One Man's Family (eff Feb. '45) Eddie Bracken Show (eff June '45) Tommy Dorsey & Co. (eff Oct. '45) Fred Allen	Sun., 8:30-9:00 P.M.	141	June '40—	Kenyon & Eckhardt, N. Y. (eff June '45) J. Walter Thompson
Standard Brands Inc., New York	Royal Deserts & Fleischmann's Yeast	One Man's Family	Sun., 3:30-4:00 P.M.	142	July '45—	J. Walter Thompson, N. Y.
Standard Oil of Cal., San Francisco	Institutional	Standard Hour	Sun., 8:30-9:30 P.M.	16	Sept. '42—	BBD&O, Inc., San Francisco
Standard Oil of Cal., San Francisco	Petroleum Products	Standard School Broadcast	Thurs., 10:00-10:30 A.M. PST	20	Oct. '42—	BBD&O, Inc., San Francisco
Sterling Drug Inc., New York	Dr. Lyons Toothpowder & Emergine Clean- ing Fluid	Backstage Wife	Mon.-Fri., 4:00-4:15 P.M.	140	Sept. '36—	Dancer-Fitzgerald-Sample, N. Y.
Sterling Drug Inc., New York	Phillips Milk of Magnesia & Tablets, Mulsified Double Danderine	Stella Dallas	Mon.-Fri., 4:15-4:30 P.M.	140	Sept. '42—	Dancer-Fitzgerald-Sample, N. Y.
Sterling Drug Inc., New York	Phillips Creams, Bayer Aspirin	Lorenzo Jones	Mon.-Fri., 4:30-4:45 P.M.	140	Nov. '39—	Dancer-Fitzgerald-Sample, N. Y.
Sterling Drug Inc., New York	Haleys' M-O, Phillips Toothpaste, Ironized Yeast, Danderine	Young Widder Brown	Mon.-Fri., 4:45-5:00 P.M.	140	Jan. '40—	Dancer-Fitzgerald-Sample, N. Y.
Sterling Drug Inc., New York	Bayer Aspirin	American Album of Familiar Music	Sun., 9:30-10:00 P.M.	137	Oct. '31—	Dancer-Fitzgerald-Sample, N. Y.
Sterling Drug Inc., New York	Dr. Lyons Toothpowder	Manhattan Merry-Go-Round	Sun., 9:00-9:30 P.M.	137	Nov. '32—	Dancer-Fitzgerald-Sample, N. Y.
Sterling Drug Inc., New York	Phillips Magnesia, Bayer Aspirin	Waltz Time	Fri., 9:30-10:00 P.M.	139	Sept. '33—	Dancer-Fitzgerald-Sample, N. Y.
Sun Oil Co., Philadelphia	Gas & Oil	Lowell Thomas	Mon.-Fri., 6:45-7:00 P.M.	31	Jan. '44—	Roche, Williams & Cleary, Inc., Phila.
Table Products Inc., Oakland, Cal.	NuMade Mayonnaise	Hoagy Carmichael Show	Mon., 6:00-6:30 P.M.	9	Feb. '45—	Foote, Cone & Belding, San Francisco (eff Oct. '45) Sterling Adv. Agy., N.Y.
Teentimers Inc.	Dresses and Cosmetics	Teentimer Show (eff Nov. '45) Teentimers Club	Sat., 10:00-10:30 A.M. (eff Nov. '45) 11:00-11:30 A.M.	57	Aug. '45—	Buchanan & Co. Inc., N. Y.
Tillamook County Creamery Assoc., Tillamook, Ore.	Cheese	Benny Walker's Tillamook Kitchen	Fri., 10:00-10:15 A.M. PST	7	Oct. '41—	Botsford, Constantine & Gardner, Portland, Ore.
Washington Cooperative Egg & Poultry Assoc., Seattle	Eggs & Poultry	Chuck Collins	Sat., 11:00-11:15 A.M. PST	15	Dec. '44—	Pacific National Adv. Agency Seattle
West Coast Soap Co., Oakland, Cal.	Powow Cleanser	Opportunity Theater	Sat., 11:00-11:30 A.M. PST	7	Aug. '44-May '45	Brisacher, Van Norden & Staff, San Francisco
Western Auto Supply Co., Los Angeles	Auto Accessories & Appliances	Circle Arrow Show	Sun., 10:30-11:00 A.M.	19	Oct. '45—	Bruce B. Brewer & Co., Los Angeles
Westinghouse Electric Corp., Pittsburgh	Institutional	Westinghouse Program	Sun., 2:30-3:00 P.M.	142	Jan. '43—	McCann-Erickson, Inc., N. Y.
Whitehall Pharmacal Co., New York	Anacin, Heet, Hills Cold Tablets	Just Plain Bill	Mon.-Fri., 5:30-5:45 P.M.	66	Sept. '42—	Dancer-Fitzgerald-Sample, N. Y.
Whitehall Pharmacal Co., New York	Bisodol & Kolynos Toothpaste	Front Page Farrell	Mon.-Fri., 5:45-6:00 P.M.	66	Sept. '42—	Dancer-Fitzgerald-Sample, N. Y.
Whitehall Pharmacal Co., New York	Anacin	Fleetwood Lawton	Mon.-Fri., 8:15-8:30 P.M. PST	7	Aug. '43—	Dancer-Fitzgerald, Hollywood

THE GREAT COMMON DENOMINATOR

People! Men, women, children—all kinds, all sizes—they're the one common denominator in telling the sales story of any radio station. In the final analysis, the number of listeners one station attracts compared with the other stations in the same area is always a prime factor in placing radio advertising.

In Washington the Hooper Radio Reports are the accepted measurement of a radio station's listening audience. And see what the Hooper Washington figures* show for the *entire past year*.

MORNING LISTENERS (Mon. thru Fri., 8 A.M. to noon)	WRC FIRST
AFTERNOON LISTENERS (Mon. thru Fri., noon to 6 P.M.)	WRC FIRST
EVENING LISTENERS (Sun. thru Sat., 6 P.M. to 10:30)	WRC FIRST

* HOOPER STATION LISTENING INDEX FOR WASHINGTON, D. C.
 October 1944 thru February 1945
 December 1944 thru April 1945
 May thru September 1945
 September thru October 1945



FIRST in WASHINGTON

WRC



Represented by NBC SPOT SALES

Advertisers Using NBC Network During 1945

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Sponsor	Product	Program	Time	No. of Stations	Duration of Contracts	Agency & City
Procter & Gamble Co., Cincinnati	Duz	Truth or Consequences	Sat., 8:30-9:00; 1:00-11:30 P.M.	133	Aug. '43—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Flakes	Rosemary	Mon.-Fri., 11:15-11:30 A.M.	84	June '42-Mar. '45	Compton Adv., N. Y.
Pure Oil Co., Chicago	Oil & Gasoline	Kaltenborn Edits the News	Mon.-Fri., 7:45-8:00 P.M.	31	May '42	Leo Burnett Co., Chicago
Purina Mills, St. Louis	Purina Foods	Grand Ole 'Opry	Sat., 7:30-8:00 P.M.; 9:00-9:30 P.M.	18	Jan. '43—	Gardner Adv. Co., St. Louis
Radio Corporation of America, New York	Institutional	Music America Loves Best (eff Apr. '45) RCA Show with Tommy Dorsey	Sun., 4:30-5:00 P.M.	139	Sept. '44—	J. Walter Thompson, N. Y.
R. J. Reynolds Tobacco Co., Winston Salem, N. C.	Camel Cigarettes & Prince Albert Tobacco	Abbott & Costello (July-Sept. '45) Mystery in the Air	Thurs., 10:00-10:30 P.M.	139	Mar. '43—	Wm. Esty & Co., Inc., N. Y.
R. J. Reynolds Tobacco Co., Winston Salem, N. C.	Prince Albert Smoking Tobacco	Grand Ole 'Opry	Sat., 10:30-11:00 P.M.	136	Jan. '41—	Wm. Esty & Co., Inc., N. Y.
Richfield Oil Corp., Los Angeles	Gasoline & Oil	The Richfield Reporter	Sun.-Fri., 10:00-10:15 P.M. PST	13	Apr. '31—	Hixson-O'Donnell, Inc., Los Angeles
Safeway Stores, Inc., Oakland, Cal.	Kitchen Craft Flour	Aunt Mary	Mon.-Fri., 3:30-3:45 P.M. PST	24	Feb. '45—	McCann-Erickson, Ruthrauff & Ryan, J. Walter Thompson, Foote, Cone & Belding, all West Coast
Safeway Stores, Inc., Oakland, Cal.	Dutch Mill Cheese	Dr. Paul	Mon.-Fri., 3:45-4:00 P.M. PST	22	Aug. '45—	Ruthrauff & Ryan, San Francisco
Safeway Stores, Inc., Oakland, Cal.	Edwards Coffee	Night Editor	Wed., 5:45-6:00 P.M. PST	17	Apr. '45—	Ruthrauff & Ryan, San Francisco
Safeway Stores, Inc., Oakland, Cal.	Edwards Coffee	Night Editor	Fri., 9:00-9:15 P.M. PST	10	Apr. '45—	Ruthrauff & Ryan, San Francisco
Sealtest Inc., New York	Milk & Ice Cream	Joan Davis with Jack Haley (eff June '45) Sealtest Village Store (eff Nov. '45) Jack Haley with Eve Arden	Thurs., 9:30-10:00 P.M.	70	July '40—	McKee & Albright Inc., Phila.
Sealy Mattress Co. of California, Los Angeles	Mattresses	A Layman's Views of the News	Sun., 10:00-10:15 A.M. PST	9	Nov. '43—	Alvin Wilder Advertising, Los Angeles
Seattle Brewing & Malting Co., Seattle	Sick's Beer	Sick's Star Final	Sat., 10:00-10:15 P.M. PST	7	July '44-Aug. '45	Western Agency Inc., Seattle
Schutter Candy Co., Chicago	Candy Bars	Starring Curt Massey	Sat., 5:45-6:00; 6:30-6:45 P.M.	139	July '43-Jan. '45	Schwimmer & Scott, Chicago
W. A. Sheaffer Pen Co., Madison, Iowa	Pens, Pencils & Skrip Ink	World Parade (eff Dec. 6, '45)	Sun., 3:00-3:30 P.M.	142	Sept. '42—	Russel M. Seeds, Chicago
Skelly Oil Co., Kansas City, Mo.	Gas & Oil	Alex Dreier	Mon.-Sat., 8:00-8:15 A.M.	24	Sept. '42—	Henri Hurst & McDonald, Inc., Chicago

(Continued on Page 274)

WSMB

*The NBC Station
for
New Orleans*

The South's Greatest City

Complete coverage of Southern Louisiana is offered by WSMB, through an affiliation with KVOL, Lafayette and KPLC, Lake Charles.

5000 W

WSMB

1350 KC

National Reps: Edward Petry & Co.

MIAMI

WIOD Covers This
New Rich Market
As Completely As
Miami's Magic Sun

James M. LeGate, General Manager

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
5,000 WATTS * 610 KC * NBC

BROADCASTING • Telecasting

Advertisers Using NBC Network During 1945

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Sponsor	Product	Program	Time	No. of Stations	Duration of Contracts	Agency & City
Miles Laboratories Inc., Elkhart, Ind.	Alka-Seltzer & Vitamins	News of the World	Mon.-Fri., 7:15-7:30 P.M.	136	Mar. '41—	Wade Advertising Agency, Chicago
Miles Laboratories Inc., Elkhart, Ind.	Alka-Seltzer & Vitamins	News of the World with Robert St. John	Mon.-Fri., 10:15-10:30 A.M. (eff Feb. '45) 10:00-10:15 A.M.	40	Jan. '44-June '45	Wade Advertising Agency, Chicago
Miles Laboratories Inc., Elkhart, Ind.	Alka-Seltzer & Vitamins	National Barn Dance	Sat., 9:00-9:30 P.M.	118	June '42—	Wade Advertising Agency, Chicago
John Morrell & Co., Ottumwa, Iowa	Red Heart Dog Food	Alex Dreier	Sat., 10:45-11:00 A.M.; 12:00-12:15 P.M.	126	Oct. '43-Sept. '45	Henri Hurst & McDonald Inc., Chicago
Philip Morris & Co., New York	Cigarettes	Johnny Presents	Tues., 8:00-8:30 P.M.; 11:30-12:00 Mid.	138	Apr. '33—	The Blow Co., Inc., N. Y.
Parker Watch Co., New York	Watches	These Are Our Men	Sat., 2:00-2:30 P.M.	48	Dec. '44-Feb. '45	Sterling Advertising Agency, N. Y.
Pepsodent Co., Chicago	Pepsodent Toothpaste	Bob Hope (June-Sept. '45) Man Called "X"	Tues., 10:00-10:30 P.M.	124	Sept. '38—	Foote, Cone & Belding, Chicago
Peter Paal, Inc., Naugatuck, Conn.	Mounds & Ten Crown Gum	Graeme Fletcher	Tues., Thurs. 7:00-7:15 A.M. PST	9	Oct. '44—	Brisacher, Van Norden & Staff, San Francisco
Planters Nut & Chocolate Co., Wilkes Barre, Pa.	Peanuts & Peanut Oil	Elmer Peterson	Wed.-Sat., 5:45-6:00 P.M. PST	7	May '43—	Raymond R. Morgan Co., Hollywood
Planters Nut & Chocolate Co., Wilkes Barre, Pa.	Peanuts & Peanut Oil	Adventures of Bill Lance	Sat., 9:00-9:30 P.M. PST	16	Sept. '45—	Raymond R. Morgan Co., Hollywood
Prince Matchabelli Inc., New York	Perfumes	Stradivari Orchestra	Sun., 12:30-1:00 P.M.	50	Oct. '43-Apr. '45	Morse International, N. Y.
Procter & Gamble Co., Cincinnati	Camay	Pepper Young's Family	Mon.-Fri., 3:30-3:45 P.M.	77	June '42—	Pedar & Ryan, Inc., N. Y.
Procter & Gamble Co., Cincinnati	Duz	Road of Life	Mon.-Fri., 11:00-11:15 A.M. (eff Apr. '45) 10:30-10:45 A.M.	134	June '42—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Spic and Span	Woman of America	Mon.-Fri., 3:00-3:15 P.M.	128	June '42—	Benton & Bowles, N. Y. (eff Sept. '45) Dancer-Fitzgerald-Sample, Chicago
Procter & Gamble Co., Cincinnati	Ivory Soap	Right to Happiness	Mon.-Fri., 3:45-4:00 P.M.	134	June '42—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Oxydol	Ma Perkins	Mon.-Fri., 3:15-3:30 P.M.	134	Dec. '33—	Dancer-Fitzgerald-Sample, Chicago
Procter & Gamble Co., Cincinnati	Drene & Drest	Star Playhouse (eff Apr. '45) Joyze Jordan, M.D.	Mon.-Fri., 11:30-11:45 A.M. (eff Apr. '45) 10:45-11:00 A.M.	80	June '43—	Dancer-Fitzgerald-Sample, Chicago
Procter & Gamble Co., Cincinnati	Teel	Teel Variety Hall (eff Sept. '45) Life of Riley (off July-Sept. '45)	Sat., 8:00-8:30 P.M.; 11:30-12:00 Mid.	133	Nov. '44—	Blow Co., N. Y.
Procter & Gamble Co., Cincinnati	Drene & Drest	The Drene Show (off July-Aug. '45)	Thurs., 10:30-11:00 P.M.	141	Jan. '42—	Kastor-Farrell-Chealey & Clifford, N. Y.

(Continued on Page 272)

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Joseph H. McGillvra
President



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68 Post Street
Sutter 5568

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403 West Eighth Street
Vandyke 9348

Directory of BROADCASTING STATION REPRESENTATIVES

(Continued from Page 290)

†JOHN H. PERRY ASSOCIATES

New York 17—310 E. 45th St. Tel.: Murray Hill 4-1647. Mgr.: William K. Dorman.
 Philadelphia 7—12 S. 12th St. Tel.: Walnut 3555. Mgr.: Robert Hitchings.
 Chicago 3—122 S. Michigan Ave. Tel.: Harrison 8085. Mgr.: O. J. Ranft.
 Detroit 2—7388 Woodward Ave. Tel.: Madison 0790. Mgr.: J. J. Higgins.
 Atlanta 3—Rhodes-Haverty Bldg. Tel.: Walnut 1334. Mgr.: Mrs. Alice S. Grant.

Represents

WCOA, Pensacola, Fla. WTMC, Ocala, Fla. WDLF, Panama City, Fla.
 WJHP, Jacksonville, Fla.

EDWARD PETRY & CO., Inc.

New York—17 E. 42nd St. Tel.: Murray Hill 2-4400. Mgr.: Henry I. Christal.
 Chicago—400 N. Michigan Ave. Tel.: Delaware 8600. Mgr.: Edward E. Vaynow.
 Detroit—General Motors Bldg. Tel.: Madison 1035. Mgr.: William Cartwright.
 San Francisco 4—Russ Bldg. Tel.: Garfield 4010. Mgr.: Earle H. Smith.
 Los Angeles—601 W. Fifth St. Tel.: Michigan 8729. Mgr.: Chester G. Matson.
 St. Louis—Shell Bldg. Tel.: Garfield 5194. Mgr.: George Kercher.

Represents

Yankee Network	KFOR, Lincoln, Neb.	WHTD, Hartford
WSB, Atlanta	KGK, Spokane	KGKO, Fort Worth
WNAC, Boston	WBAL, Baltimore	Texas Quality Network
WAAB, Worcester	KARK, Little Rock, Ark.	WEAN, Providence
WICC, Bridgeport, Conn.	KFI, Los Angeles	WRNL, Richmond
WBEN, Buffalo, N. Y.	WHAS, Louisville	KSL, Salt Lake City
WGAR, Cleveland	WLLH, Lowell, Mass.	WOAI, San Antonio
WFAA, Dallas	WTMJ, Milwaukee	KOMO, Seattle
WBAP, Fort Worth	KSTP, St. Paul	KHQ, Spokane, Wash.
WJR, Detroit	WSM, Nashville	WMAS, Springfield, Mass.
KPRC, Houston	WSMB, New Orleans	KVOO, Tulsa, Okla.
WDAF, Kansas City	WTAR, Norfolk	KFH, Wichita, Kan.
WAGE, Syracuse, N. Y.	KOL, Omaha	KQW, San Francisco
KARM, Fresno, Cal.	KGW, Portland, Ore.	KTBS, Shreveport, La.

RADIO ADVERTISING CO.

New York 17—521 Fifth Avenue. Tel.: Murray Hill 2-2170. Mgr.: Louis J. F. Moore.
 Chicago 1—333 N. Michigan Ave. Tel.: Central 1743. Mgr.: R. L. Swats, Jr.
 Detroit 28—28 W. Adams Ave. Tel.: Cherry 8321. Mgr.: Robert B. Rains.
 Los Angeles 14—707 S. Hill St. Tel.: Vandike 1901. Mgr.: J. Leslie Fox.
 San Francisco 4—Russ Bldg. Tel.: Exbrook 2093. Mgr.: L. Ray Rhodes.

Represents

WHKC, Columbus, O.	WEST, Easton, Pa.	WKAT, Miami Beach
WTOL, Toledo, O.	WAZL, Hazelton, Pa.	WAAE, Newark
WBBS, Uniontown, Pa.	WJNO, West Palm Beach, Fla.	WHBL, Sheboygan, Wis.
KROC, Rochester, Minn.	WHKK, Akron	KROW, Oakland, Cal.

RADIO SALES

(The Spot Broadcasting Division of Columbia Broadcasting System)

Chicago—410 N. Michigan Ave. Tel.: Whitehall 6000. Mgr.: Wilbur Edwards.
 New York—485 Madison Ave. Tel.: Wickersham 2-2000. Mgr.: J. L. Van Volkenburg.
 Los Angeles—Columbia Square. Tel.: Hollywood 1212. Mgr.: Meredith R. Pratt.
 San Francisco—Palace Hotel. Tel.: Yukon 1700. Mgr.: J. L. Brumback.
 Charlotte—101 Marietta St. Bldg. Tel.: Jackson 5960. Mgr.: H. H. Hoitshouser.
 St. Louis—Mart Bldg. Tel.: Central 8240. Mgr.: Carter Ringle.

Represents

WABC, New York City	KNX, Los Angeles	WCCO, Minneapolis
WBBM, Chicago	KMOX, St. Louis	WEEL, Boston
WTOP, Washington	WBT, Charlotte, N. C.	WAPI, Birmingham, Ala.
CBS, New England Network	CBS, Pacific Network	CBS, California Network

WILLIAM G. RAMBEAU CO.

Chicago—360 N. Michigan Ave. Tel.: Andover 5566. Mgr.: William G. Rambeau.
 New York—Chanin Bldg. Tel.: Lexington 2-1820. Mgr.: William M. Wilson.
 Hollywood—5833 Fernwood Ave. Tel.: Granite 3636. Mgr.: Fred L. Allen.

Represents

WJAS, Pittsburgh	KEVR, Seattle	WGRM, Greenwood, Miss.
WIL, St. Louis	*WHN, New York (outside N. Y. area)	WJXN, Jackson, Miss.
KFWB, Los Angeles	WNHC, New Haven, Conn.	WMIS, Natchez, Miss.
WDSM, Superior-Duluth	WCLC, Jonesville, Wis.	WJBW, New Orleans
KBUR, Burlington, Ia.	KBIZ, Ottumwa, Ia.	KLUF, Galveston, Tex.
WNAB, Bridgeport, Conn.	*WNBH, New Bedford, Mass.	WORD, Spartanburg, S. C.
WRAW, Reading, Pa.	*WOCB, Cape Cod, Mass.	Iowa Tall Corn Network
WHBQ, Memphis	KICD, Spencer, Ia.	KROS, Clinton, Ia.
KMYR, Denver	WKBV, Richmond, Ind.	KDTH, Dubuque, Ia.
*KTKC, Visalia, Cal.	KFBC, Cheyenne, Wyo.	KVFD, Fort Dodge, Ia.
WATR, Waterbury, Conn.	KWBR, Oakland	KFJB, Marshalltown, Ia.
WDGY, Minneapolis	KSAN, San Francisco	KTRI, Sioux City
WJTN, Jamestown, N. Y.		

PAUL H. RAYMER CO.

Chicago 11—435 N. Michigan Ave. Tel.: Superior 4473. Mgr.: Richard F. Kopf.
 New York 17—366 Madison Ave. Tel.: Murray Hill 2-8689. Mgr.: Fred C. Brokaw.
 San Francisco 4—Russ Bldg. Tel.: Exbrook 2093. Mgr.: L. Ray Rhodes.
 Los Angeles 14—707 S. Hill St. Tel.: Vandike 1901. Mgr.: J. Leslie Fox.
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KWK, St. Louis	KERN, Bakersfield, Cal.	WDEL, Wilmington, Del.
WSYR, Syracuse, N. Y.	KMJ, Fresno, Cal.	KFSD, San Diego, Cal.
WTRY, Troy, N. Y.	KWG, Stockton, Cal.	WSBT, South Bend, Ind.
WRVA, Richmond, Va.	WCAO, Baltimore	WGAN, Portland, Me.
WLAC, Nashville, Tenn.	WBRC, Birmingham, Ala.	WHK, Cleveland
WDRG, Hartford, Conn.	WDOD, Chattanooga, Tenn.	KEX, Portland, Ore.
KTAR, Phoenix, Ariz.	WXZ, Detroit	WAG, Worcester, Mass.
KVOY, Tucson, Ariz.	WQOL, Grand Rapids, Mich.	KJR, Seattle
KTMS, Santa Barbara, Cal.	*WCAU, Philadelphia (Pacific)	KWFT, Wichita Falls, Tex.
WKBN, Youngstown, O.	WKBO, Harrisburg, Pa.	KXO, El Centro, Cal.
KMPC, Los Angeles	WGAL, Lancaster, Pa.	WINS, New York
KOH, Reno, Nev.		

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Chicago 1—646 N. Michigan Ave. Tel.: Superior 4827. Mgr.: Winifred Land.
 Hollywood 28—6362 Hollywood Blvd. Tel.: Granite 6113. Mgr.: Homer Griffith.
 Milwaukee 8—231 W. Wisconsin Ave. Tel.: Broadway 2579. Owner: Myles H. Johns.
 New York—295 Madison Ave. Tel.: Lexington 2-0772. Mgr.: P. Joseph Bogner.

Represents

WOSH, Oshkosh, Wis.	WOMT, Manitowoc, Wis.	WRJN, Racine, Wis.
	WTMV, E. St. Louis, Ill.	

DUNCAN A. SCOTT AND COMPANY

Los Angeles 13—448 S. Hill St. Tel.: Michigan 0921. Mgr.: Forrest C. Pearson.
 San Francisco 4—Mills Bldg. Tel.: Sutter 1393. Mgr.: Duncan A. Scott
 (see Adam J. Young, Jr. Inc.)

SEARS & AYER, Inc.

Chicago—612 N. Michigan Ave. Tel.: Superior 8177. Mgr.: B. H. Sears.
 New York—295 Madison Ave. Tel.: Lexington 2-0722. Mgr.: P. Joseph Bogner.
 Kansas City—15 W. 10th St. Tel.: Victor 0021. Mgr.: William M. Temple.
 Hollywood—6362 Hollywood Blvd. Tel.: Granite 6113. Mgr.: Homer Griffith.
 San Francisco—681 Market St. Tel.: Garfield 6612. Mgr.: Homer Griffith.
 Seattle—American Bldg. Tel.: Elliott 3933. Mgr.: Homer Griffith.

Represents

WJBY, Gadsden, Ala.	WPAD, Paducah, Ky.	WJBC, Bloomington, Ill.
WHBB, Selma, Ala.	WHOP, Hopkinsville, Ky.	WHDF, Calumet, Mich.
WKBU, Griffin, Ga.	WSON, Henderson, Ky.	KTTS, Springfield, Mo.
WTMV, E. St. Louis, Ill.	WCOM, Gulfport, Miss.	*KWTC, Hot Springs, Ark.
WCBS, Springfield, Ill.	WETA, Batavia, N. Y.	WROX, Clarkdale, Miss.
KWYO, Sheridan, Wyo.	KORN, Fremont, Neb.	WELU, Tupelo, Miss.
WGIL, Galesburg, Ill.	KPOW, Powell, Wyo.	KHBB, Okmulgee, Okla.
KWOS, Jefferson City, Mo.	WCB1, Columbus, Miss.	KONP, Port Angeles, Wash.
WMBH, Joplin, Mo.	KGFW, Kearney, Neb.	WOSH, Oshkosh, Wis.
WLPN, Suffolk, Va.	WHMA, Anniston, Ala.	WRJN, Racine, Wis.
KDFN, Casper, Wyo.	WLAY, Muscle Shoals, Ala.	WJPR, Greenville, Miss.

TAYLOR-HOWE-SNOWDEN RADIO SALES

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 New York—19 W. 44th St. Tel.: Murray Hill 2-2485. Mgr.: Jack Keasler.
 Chicago—360 N. Michigan Ave. Tel.: State 5260. Mgr.: Tom Peterson.
 Dallas—Tower Petroleum Bldg. Tel.: Riverside 5663. Mgr.: Clyde Melville.
 Hollywood 28—6362 Hollywood Blvd. Tel.: Granite 6113. Mgr.: Homer Griffith.
 San Francisco 5—681 Market St. Tel.: Douglas 4475. Mgr.: David Williamson.
 Seattle—American Bldg. Tel.: Elliott 3933. Mgr.: Gilbert Wellington.

Represents

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KFYO, Lubbock	KGFF, Shawnee, Okla.	KCRC, Enid, Okla.
KTSA, San Antonio	KVSO, Ardmore, Okla.	KBIX, Muskogee, Okla.
KRGV, Weslaco	Lone Star Chain	KGGM, Albuquerque, N. M.
KTKO, Oklahoma City	Oklahoma Network	KVSF, Santa Fe, N. M.
KFDM, Beaumont	KTBC, Austin, Tex.	

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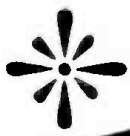
THE WALKER COMPANY

New York 17—551 Fifth Ave. Tel.: Murray Hill 2-7986. Mgr.: Wythe Walker.
 Chicago 1—360 N. Michigan Ave. Tel.: State 5262. Mgr.: Hal Holman.
 Kansas City 6—15 W. 10th St. Tel.: Victory 0021. Mgr.: William Temple.
 Los Angeles 15—Chamber of Commerce Bldg. Tel.: Richmond 6184. Mgr.: Walter Biddick.

Represents

WOLF, Syracuse, N. Y.	KOCY, Oklahoma City	*KSEI, Pocatello, Ida.
WBRK, Pittsfield, Mass.	KBBS, Harting, Tex.	Z-Bar Network, Montana
WAIR, Winston-Salem, N. C.	KBWD, Brownwood, Tex.	The Tobacco Network, North Carolina
WSLB, Ogdenburg, N. Y.	KFPY, Spokane, Wash.	WSAY, Rochester, N. Y.
WLBC, Muncie, Ind.	KGIR, Butte, Mont.	*WHEB, Portsmouth, N. H.
KABR, Aberdeen, S. D.	KPPA, Helena, Mont.	KGHI, Little Rock, Ark.
WJAG, Norfolk, Neb.	KRBM, Bozeman, Mont.	KFPW, Ft. Smith, Ark.
KLPM, Minot, N. D.	KXL, Portland, Ore.	
KOTA, Rapid City, S. D.	KPFX, Grand Junction, Col.	

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T.H.S.

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CHICAGO 1: 360 North Michigan Avenue. Telephone: State 5260. Manager: Tom Peterson.

DALLAS 1: 805 Tower Petroleum Building. Telephone: Riverside 5663. Manager: Clyde Melville.

HOLLYWOOD: 6362 Hollywood Boulevard. Telephone: Granite 6113.

SAN FRANCISCO: 681 Market Street. Telephone: Garfield 5512.

PORTLAND: Studio Building. Telephone: Beacon 4107.

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Directory of BROADCASTING STATION REPRESENTATIVES

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WEED & CO.

New York—350 Madison Ave. Tel.: Vanderbilt 6-4542. Mgr.: Joseph J. Weed.
Chicago—208 N. Wabash Ave. Tel.: Randolph 7730. Mgr.: C. C. Weed.
Detroit—Book Bldg. Tel.: Randolph 5382. Mgr.: William Reilly
San Francisco—Hotel Mark Hopkins. Tel.: Yukon 1899. Mgr.: Lincoln P. Simonds.
Boston—Statler Bldg. Tel.: Hubbard 5677. Mgr.: Dana Baird.
Hollywood—6258 Hollywood Blvd. Tel.: Hillside 8611. Mgr.: Lincoln P. Simonds.

Represents

KPAS, Pasadena KSFO, San Francisco WTIC, Hartford WWDC, Washington WMBR, Jacksonville WSUN, St. Petersburg KTFI, Twin Falls, Ida. WSOY, Decatur, Ill. WTAX, Springfield, Ill. WHEU, Anderson, Ind. WBOA, Evansville, Ind. WGBF, Evansville, Ind. WBOW, Terre Haute, Ind. WHOT, South Bend, Ind. KGLO, Mason City, Ia. KGGF, Coffeyville, Kan. KALB, Alexandria, La. *WRDO, Augusta, Me.	*WLBY, Bangor, Me. *WCSH, Portland, Me. WLAB, Lawrence, Mass. WORC, Worcester, Mass. WSLI, Jackson, Miss. *KFBB, Great Falls, Mont. KGVO, Missoula, Mont. WMUR, Manchester, N. H. WEBR, Buffalo WMSA, Massena, N. Y. WACA, New York WYNY, Watertown, N. Y. WAYS, Charlotte, N. C. WRAL, Raleigh WAKR, Akron WING, Dayton WIZE, Springfield, O. WERC, Erie, Pa.	WHGB, Harrisburg, Pa. WKST, New Castle, Pa. KQV, Pittsburgh *WJAR, Providence *WKIX, Columbia, S. C. WDEF, Chattanooga KNOW, Austin, Tex. WRR, Dallas KFJZ, Fort Worth KTHH, Houston KABC, San Antonio WACO, Waco, Tex. WCAX, Burlington, Vt. WSWA, Harrisonburg, Va. WKWK, Wheeling WTAQ, Green Bay, Wis. New England Regional Network Texas State Network
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Canadian stations

CFAC, Calgary, Alta. CJCA, Edmonton, Alta. CFGP, Grand Prairie, Alta. CJOC, Lethbridge, Alta. CKOV, Kelowna, B. C. CJAT, Trail, B. C. CKWX, Vancouver, B. C. CJVI, Victoria, B. C. CFJC, Kamloops, B. C. CJLS, Yarmouth, N. S.	CHNS, Halifax, N. S. CJCB, Sydney, N. S. CJKL, Kirkland Lake, Ont. CFCE, North Bay, Ont. CKGB, Timmins, Ont. CJCS, Stratford, Ont. CKRC, Winnipeg, Man. CKSO, Sudbury, Ont. CKOC, Hamilton, Ont.	CKWS, Kingston, Ont. CKBI, Prince Albert, Sask. CHAB, Moose Jaw, Sask. CHCK, Regina, Sask. CFNB, Fredericton, N. B. CFCE, Montreal, Que. CFCY, Charlottetown, P. E. I. CHEX, Peterborough, Ont. CKEY, Toronto, Ont.
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HOWARD H. WILSON CO.

Chicago—75 E. Wacker Drive. Tel.: Central 8744. S. M. Aston.
New York—551 Fifth Ave. Tel.: Murray Hill 6-1230. Mgr.: W. S. Clark.
Hollywood—6362 Hollywood Blvd. Tel.: Granite 6113. Mgr.: Homer Griffith.
San Francisco—681 Market St. Tel.: Garfield 5512. Mgr.: D. Williamson.

Represents

KELO, Sioux Falls, S. D. WKY, Hickory, N. C. KROD, El Paso, Tex. KSOO, Sioux Falls, S. D. *WDEV, Waterbury, Vt. WDNK, Durham, N. C. WIZ, Tuscola, Ill. WJHL, Johnson City, Tenn. WWSR, St. Albans, Vt. WPIC, Sharon, Pa.	WHBF, Rock Island, Ill. WIBA, Madison, Wis. WCOV, Montgomery, Ala. KRLC, Lewistown, Pa. *KUJ, Walla Walla WEMP, Milwaukee KAVE, Carlsbad, N. M. KPHO, Phoenix, Ariz. WAIT, Chicago	WHCU, Ithaca, N. Y. WKBH, La Crosse, Wis. WMAM, Marinette, Wis. WSAU, Wausau, Wis. WMPS, Memphis WKBB, Dubuque, Ia. KTYW, Yakima, Wash. WKMO, Kokomo, Ind. WCOS, Columbia, S. C.
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Canadian stations

CFCN, Calgary, Alta. CFQC, Saskatoon, Sask.	CKMO, Vancouver, B. C. CFRN, Edmonton, Alta. CKPR, Fort William, Ont.	CKCH, Hull, Que. CHLT, Sherbrooke, Que.
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New York 21—39 E. 63rd St. Tel.: Regent 7-1155. Mgr.: Helen Wood.

Represents

*WIBX, Utica, N. Y. *WSNY, Schenectady, N. Y. KCRA, Sacramento, Cal.	*WPAD, Paducah, Ky. *WHOP, Hopkinsville, Ky. WSRR, Stamford, Conn.	Connecticut State Network *WSON, Henderson, Ky. WATN, Watertown, N. Y.
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ADAM J. YOUNG, JR., Inc.

New York 18—11 W. 42nd St. Tel.: Longacre 8-1926. Mgr.: Adam J. Young, Jr.
Chicago 2—55 E. Washington St. Tel.: Andover 5448. Mgr.: Robert S. Russell.
Los Angeles 13—448 S. Hill St. Tel.: Michigan 0921. Mgr.: Forrest Pearson.
San Francisco 4—Mills Bldg. Tel.: Sutter 1393. Mgr.: Duncan A. Scott.

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KKLW, Detroit KBON, Omaha KGER, Long Beach KALL, Salt Lake City	Intermountain Network KYA, San Francisco WABI, Bangor, Me. WHB, Kansas City	WHDH, Boston *WIBG, Philadelphia WQXR, New York
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Canadian stations

CFAR, Flin Flon CFOR, Orillia CFRB, Toronto CHLN, Three Rivers CHLT, Sherbrooke CHML, Hamilton CHOV, Pembroke	CHRC, Quebec CHUM, Toronto CJAD, Montreal CJBR, Rimouski CJEM, Edmundston CJFX, Antigonish CJGX, Yorkton	CJOR, Vancouver CJRL, Kenora CKAC, Montreal CKFI, Fort Frances CKLN, Nelson CKX, Brandon CKY, Winnipeg
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*WCAU, Philadelphia

New York—485 Madison Ave. Tel.: Wickersham 2-2000. Rep.: Harold Davis, Anne Lawton.
Chicago—400 N. Michigan Ave. Tel.: Superior 5072. Rep.: Virgil Reiter, Jr.
(WCAU is represented in Boston by Bertha Bannan; Los Angeles and San Francisco by Paul H. Raymer Co.)

*WGN, Chicago

New York—220 E. 42nd St. Tel.: Murray Hill 2-3033. Mgr.: Geo. W. Harvey.

WKAQ, San Juan, P. R.

New York—International Telephone & Telegraph Corp., 67 Broad St. Tel.: Bowling Green 9-3800.

*WLW, Cincinnati

Chicago—360 N. Michigan Ave. Tel.: State 0366. Mgr.: William P. Robinson.
New York City—630 Fifth Ave. Tel.: Circle 6-1750. Mgr.: Warren Jennings.
Atlanta—Mortgage Guarantee Bldg. Tel.: Main 5750. Mgr.: Herbert L. Flaig.
Hollywood—6381 Hollywood Blvd. Tel.: Hollywood 5408. Mgr.: Tracy Moore.

HOWARD C. BROWN CO.

Hollywood 28, Cal.—6404 Sunset Blvd. Tel.: Hollywood 6045. Mgr.: Howard C. Brown.

Represents

3XY, Melbourne, Australia

MACK RADIO SALES CO.

Camden, N. J.—126 N. Broadway. Tel.: 2122. Sales Mgr.: L. M. Maxwell

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JAMES L. ALEXANDER

Toronto, Ont.—100 Adelaide St. W. Tel.: Adelaide 9594. Mgr.: J. L. Alexander.
Montreal, Que.—Drummond Bldg. Tel.: Harbour 6448. Mgr.: Frank Lewis.

Represents

CJFX, Antigonish, N. S. CKPC, Brantford, Ont. *CHLP, Montreal, Que.
*CKFI, Fort Frances, Ont. CJJC, Sault St. Marie, Ont. (Toronto only)
CKNX, Wingham, Ont.

ALL-CANADA RADIO FACILITIES, Ltd.

Toronto, Ont.—Victory Bldg. Tel.: Elgin 2464. Mgr.: G. F. Herbert.
Montreal—Dominion Square Bldg. Tel.: Lancaster 8400. Mgr.: Burt Hall.
Winnipeg, Man.—Electric Railway Chambers. Tel.: 96-861. Mgr.: P. H. Gayner.
Calgary, Alta.—Southam Bldg. Tel.: M-7691. Mgr.: H. R. Carson.
Vancouver, B. C.—198 W. Hastings St. Tel.: Marine 9542. Mgr.: J. E. Baldwin.

Represents

CFJC, Kamloops, B. C. CKBI, Prince Albert, Sask. CHNS, Halifax, N. S.
CKOV, Kelowna, B. C. CKRM, Regina, Sask. CJCB, Sydney, N. S.
CJAT, Trail, B. C. CKRC, Winnipeg, Man. CKSO, Sudbury, Ont.
CKWX, Vancouver, B. C. CKCK, Regina, Sask. CFCY, Charlottetown, P. E. I.
CFAC, Calgary, Alta. CFRB, Toronto, Ont. VONF, St. Johns, Newfoundland
CJCA, Edmonton, Alta. CKOC, Hamilton, Ont. VOWN, Cornerbrook, Newfoundland
CFGP, Grande Prairie, Alta. CJCS, Stratford, Ont. CJLS, Yarmouth, N. S.
CHAB, Moose Jaw, Sask. CJOC, Lethbridge, Alta. CHWR, Chilliwack, B. C.
CJVI, Victoria, B. C. CFCF, Montreal, Que.
CKNB, Campbellton, N. B. CFNB, Fredericton, N. B.

ASSOCIATED BROADCASTING CO., Ltd.

Montreal, Que.—1010 St. Catherine St., W. Tel.: Belair 3325. Mgr.: M. Maxwell.
Toronto, Ont.—199 Bay St. Tel.: Waverly 8056. Mgr.: M. Raymond.

(General Canadian station representation non-exclusive)

CANADIAN BROADCASTING CORPORATION

Toronto, Ont.—354 Jarvis St. Tel.: Midway 5481. Commercial Mgr.: E. A. Weir
Montreal, Que.—1231 St. Catherine St., W. Tel.: Marquette 8021. Commercial Mgr.:
Omer Renaud.

Represents CBC-owned Stations

CBH, Halifax, N. S. CBM, Montreal, Que. CBK, Watrous, Sask.
CBA, Sackville, N. B. CBO, Ottawa, Ont. CBR, Vancouver, B. C.
CBJ, Chicoutimi, Que. CBL, Toronto, Ont. CFP (leased), Prince Rupert
CBV, Quebec, Que. CJHC, Toronto, Ont. B. C.
CBF, Montreal, Que.

JOS. A. HARDY & CO., Ltd.

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Montreal—1405 Peel St. Tel.: Harbour 2515.
Toronto—80 Richmond St., W. Tel.: Adelaide 8482.

Represents

CHRC, Quebec CHLT, Sherbrooke, Que. CHLN, Three Rivers, Que.

NATIONAL BROADCAST SALES

Toronto, Ont.—Canadian Bank of Commerce Bldg. Tel.: Elgin 1165. Mgr. R. E. McGuire.
Montreal, Que.—University Tower Bldg. Tel.: Harbour 3051. Mgr.: R. A. Leslie.

Represents

CFCH, North Bay, Ont. CKRN, Rouyn, Que. CJAD, Montreal
CKGB, Timmins, Ont. CHEX, Peterborough, Ont. CHGB, Ste. Anne de la Poca-
CKVD, Val d'Or, Que. CHAD, Amos, Que. tiere, Que.
CJKL, Kirkland Lake, Ont. CKEY, Toronto. CKTB, St. Catherines, Ont.
CKWS, Kingston, Ont. CFP, Port Arthur, Ont.

RADIO REPRESENTATIVES, Ltd.

Toronto, Ont.—4 Albert St. Tel.: Waverly 6151. Mgr.: J. Slatter.
Montreal, Que.—Dominion Sq. Bldg. Tel.: Harbour 7811. Mgr.: W. Dippie.

Toronto and Montreal Representation

CFCN, Calgary, Alta. CKPR, Fort William, Ont. CKCH, Hull, Que.
CJCF, Calgary, Alta. CFQC, Saskatoon, Sask. CHGS, Summerside, P. E. I.
CFRN, Edmonton, Alta. CKCV, Quebec, Que. CHUM, Toronto
CKNW, New Westminster, B. C. CKMO, Vancouver, B. C. CJSO, Sorel, Que.

HORACE N. STOVIN & CO.

Toronto, Ont.—Victory Bldg. Tel.: Adelaide 9184. Mgr.: H. N. Stovin.
Montreal, Que.—Keeler Bldg. Tel.: Plateau 8749. Mgr.: R. F. Bowden.
Winnipeg, Man.—Telephone Bldg. Tel.: 82-191. Mgr.: A. J. Messner.
Brandon, Man.—Radio Station CKX. Tel.: 4532. Mgr.: Wally Grigg.

Represents

CKY, Winnipeg, Man. CKSF, Cornwall, Ont. *CFPL, London, Ont.
CKX, Brandon, Man. CJBR, Rimouski, Que. (Montreal and Winnipeg only)
CFAR, Flin Flon, Man. CFBR, Brockville, Ont. CJRL, Kenora, Ont.
CHSJ, St. John, N. B. CFOR, Orillia, Ont. CKLN, Nelson, B. C.
CKCW, Moncton, N. B. CJEM, Edmundston, N. B. CHOV, Pembroke, Ont.
CFOS, Owen Sound, Ont. CJCH, Halifax, N. S. *CHML, Hamilton, Ont.
CFPR, Prince Rupert, B. C. CJOR, Vancouver, B. C. (Montreal and Winnipeg only)
CJGX, Yorkton, Sask. CKLW, Windsor, Ont.

WILLIAM WRIGHT

Toronto—Victory Bldg. Tel.: Adelaide 8481. Mgr.: William Wright.
Montreal—Medical Arts Bldg. Tel.: Fitzroy 2938. Mgr.: Walter Dales.

Represents

CKAC, Montreal CKCO, Ottawa CKCR, Kitchener, Ont.
WSOO, Sault Ste. Marie, Mich.

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REGIONAL NETWORKS OF THE UNITED STATES

(For rates and details, consult stations or headquarters indicated)

ARIZONA BROADCASTING SYSTEM—Comprising KTAR, Phoenix; KVOA, Tucson; KYUM, Yuma; KGLU, Safford; KWJB, Globe; KYCA, Prescott. Executive officers: R. B. Williams, KVOA, president; Dick Lewis, KTAR, manager; Bill Harvey, KTAR, commercial manager; Ben Slack, KTAR, promotion manager; John Snow, KTAR, news editor. Represented nationally by Paul H. Raymer Co.

ARIZONA NETWORK—Comprising KOY Phoenix; KTUC, Tucson; KSUN, Lowell. Available as a regional network. Represented nationally by John Blair & Co. Executive officers: Albert Johnson, KOY; Lee Little, KTUC; Carl Morris, KSUN.

ARKANSAS NETWORK—Comprising KARK, Little Rock; KTHS, Hot Springs; KCMC, Texarkana; KFFA, Helena, Ark.; 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.

ARROWHEAD NETWORK—Comprising WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WEAU, Eau Claire, Wis.; WJMC, Rice Lake, Wis. Available as a hookup. Represented nationally by Hollingbery & Co. Headquarters: WEBC Bldg., Duluth 2, Minn. Executive officers: Walter C. Bridges, WEBC, manager; H. E. Westmoreland, director of operations.

CONNECTICUT STATE NETWORK—Regional network comprising WSRR, Stamford; WNAB, Bridgeport; WTHT, Hartford; WELL, New Haven; WNLG, New London; WATR, Waterbury. Officers: Harold H. Meyer, WSRR, president. Represented nationally by Helen Wood, New York; Bertha Bannan, Boston.

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. Maland, WHO. Sales manager: Hale Bonduant, WHO. National representatives: Free & Peters Inc.

DAIRYLAND NETWORK—Comprising WTCN, Mnpls.-St. Paul; KATE, Albert Lea; KWLM, Wilmar, and KWNO, Winona. All in Minnesota. Headquarters: Wesley Temple Bldg., Minneapolis 4. Telephone: Main 6562.

DON LEE BROADCASTING SYSTEM—Southern California: KHJ, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXM, San Bernardino; KCOK, Tulare-Visalia; KVOE, Santa Ana; KXO, El Centro; KVEC, San Luis Obispo, Northern California; KFRC, San Francisco; KMYC, Marysville; KDON, Monterey; KIEM, Eureka; KHSL, Chico; KVCV, Redding; KFRE, Fresno; KYOS, Merced; KXOA, Sacramento. Northwest (Oregon): KALE, Portland; KRNK, Roseburg; KFJI, Klamath Falls; KORE, Eugene; KOOS, Coos Bay; KAST, Astoria; KUIN, Grants Pass; KWIL, Albany; KBND, Bend; KSLM, Salem. Northwest (Washington): KOL, Seattle; KMO, Tacoma; KIT, Yakima; KXRO, Aberdeen; KGY, Olympia; KELA, Centralia; KRKO, Everett; KWLK, Longview; KFIO, Spokane; KUJ, Walla Walla; KWAL, Wallace, Idaho, and KRLC, Lewiston, Idaho. 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—Comprising WGST, Atlanta; WTOG, Savannah; WMAZ, Macon. Available individually and in group. National Representatives: The Katz Agency Inc.

INTERCOLLEGIATE BROADCASTING SYSTEM—Network of college and university campus radio stations comprising: WBRU, Brown-Pembroke; WHCN, Harvard; WRAD, Radcliffe; WOCD, Yale; WES, Wesleyan; WMS, Williams CURC, Columbia-Barnard; UCRS, Union; CRG, Cornell; WPRU, Princeton; SN, Swarthmore; WHAV, Haverford; WBRG, Bucknell; BRN, Alabama; WOUB, Ohio; KTX, Stephens; WMWC, Mary Washington. Available as a complete or partial hookup. Headquarters: 507 Fifth Avenue, New York 17. Executives: George Abraham, chairman; Lincoln Diamant, business manager; David Borst, technical manager; David Linton, program manager; Sonia-Jane Brown, executive secretary.

INTERMOUNTAIN NETWORK—Operating as a regular network and also as a segment of MBS. Comprises KLO, Ogden; KOVO, Provo; KOAL, Price; KVNU, Logan; KALL, Salt Lake City; all in Utah; KID, Idaho Falls; Idaho; KQRS, Rock Springs, Wyo. Offices: 248 So. Main St., Salt Lake City. Lynn L. Meyer, general sales manager. Represented nationally by Adam J. Young Jr. Inc.

IOWA TALL CORN NETWORK—An Iowa network comprising KBUR, Burlington; KROS, Clinton; KDTH, Dubuque; KVFD, Fort Dodge; KFJB, Marshalltown; KBIZ, Ottumwa; KTRI, Sioux City; KICD, Spencer. KFNF, Shenandoah also available. Operating committee,

managers of the member stations: G. B. McDermott, Morgan Sexton, K. S. Gordon, Edward Breen, W. J. Binkley, James Conroy, Dietrich Dirks, Ben Sanders, General Manager and central area representative; George W. Webber, Shops Bldg., Des Moines 9. National Representative for network and individual stations: William G. Rambeau Co.

KANSAS STATE NETWORK—Regional network comprising WHB, Kansas City; KTSW, Emporia; KVGB, Great Bend; KSAL, Salina; KFBI, Wichita; KIUL, Garden City. Also a unit of MBS. Officials: Donald D. Davis, WHB, sales manager; John T. Schilling, program coordinator. Headquarters: WHB, Scarritt Bldg., Kansas City. Represented by Adam J. Young Jr. Inc.

LONE STAR CHAIN—Texas regional network comprising KGKO, Fort Worth-Dallas; KGNC, Amarillo; KGRV, Weslaco; KTSA, San Antonio; KXYZ, Houston; KRIS, Corpus Christi; KFYO, Lubbock, Headquarters: Tower Petroleum Bldg., Dallas, Tex. Telephone: Riverside 5668. Managing director: Clyde Melville.

MASON DIXON RADIO GROUP—Regional group comprising WDEL, Wilmington, Del.; WORK, York, Pa.; WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.; WKBO, Harrisburg, Pa. Represented nationally by Paul H. Raymer Co. and Radio Advertising 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; WELL, Battle Creek; WLAV, Grand Rapids; WSOO, Sault Ste. Marie; WKBZ, Muskegon. 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; Wm. J. Hendricks Jr., advertising, sales promotion and publicity director; Beas Ashton, traffic manager. Represented nationally by Paul H. Raymer Co.

MID-STATES GROUP—Regional Network comprising KRNT, Des Moines; WNAX, Sioux City-Yankton; WMT, Cedar Rapids-Waterloo. Headquarters: KRNT, Register and Tribune Bldg., Des Moines. Phil Hoffman, general manager; Arden E. Swisher, sales service manager. Represented by the Katz Agency.

MINNESOTA RADIO NETWORK—Regional group comprising KSTP, St. Paul; KROC, Rochester; KYSM, Mankato; KFAM, St. Cloud. Business offices and studios: Hotel St. Paul, St. Paul 2; telephone, Cedar 5511; Radio City, Minneapolis 2, Bridgeport 3222. General manager: Stanley E. Hubbard. Represented nationally by Edward Petry & Co.

(Continued on page 300)

Mason • Dixon Radio Group

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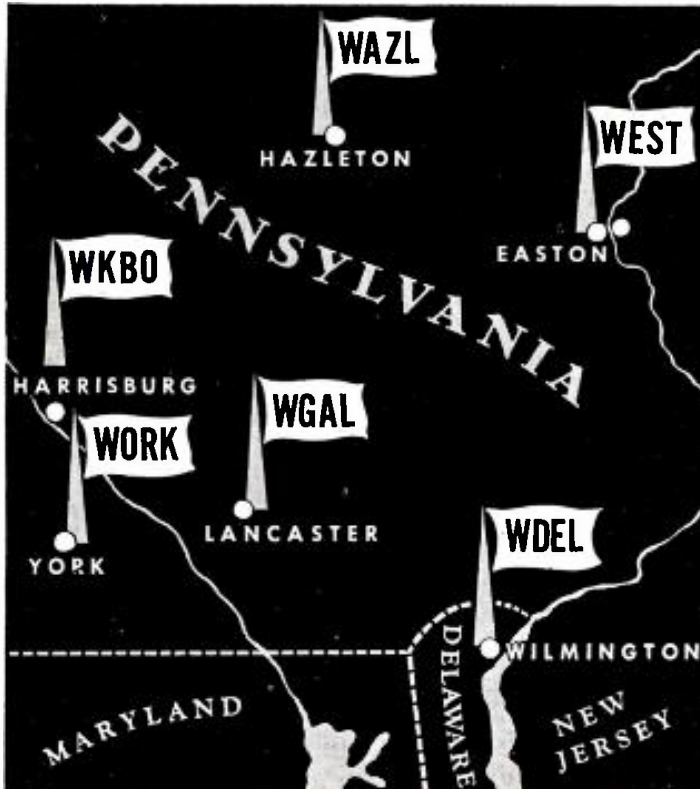
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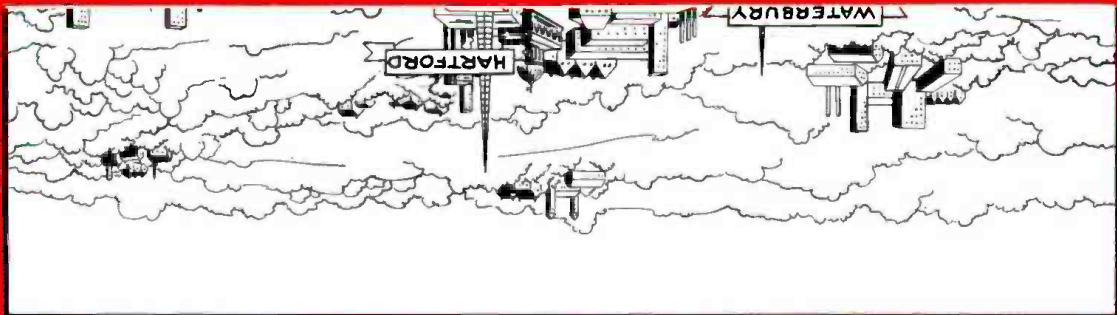
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WSBH WYAB WELI WATR WTHI WNTC



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Regional Networks of the United States

(Continued from page 298)

MISSISSIPPI VALLEY NETWORK—(Operated by North Central Broadcasting System, Inc.) regional network comprising: WLOL, Minneapolis. St. Paul; KVOX, Fargo-Moorhead, Minn.; KATE, Albert Lea, Minn.; KWNO, Winona, Minn.; KWLM, Willmar, Minn.; KGDE, Fergus Falls, Minn.; KSJB, Jamestown, N. D.; KGCU, Mandan-Bismarck, N. D.; KLEP, Minot, N. D.; KOVC, Valley City, N. D.; KDLR, Devils Lake, N. D.; KABR, Aberdeen, S. D.; KOTA, Rapid City, S. D.; KSOO, Sioux Falls, S. D.; KELO, Sioux Falls, S. D.; KDTH, Dubuque, Ia.; KVFD, Ft. Dodge, Ia.; KTRI, Sioux City; KFJB, Marshalltown, Ia.; KICD, Spencer, Ia.; KROS, Clinton, Ia.; WDSM, Duluth-Superior, Wis.; WATW, Ashland, Wis.; WJMS, Ironwood, Mich.; WHDF, Calumet, Mich.; WDMJ, Marquette, Mich.; WDBC, Escanaba, Mich.; WSOO, Sault Ste. Marie, Mich.; KGXC, Sidney, Mont.; KRJF, Miles City, Mont.; WJBC, Bloomington, Ill.; WCAZ, Carthage, Ill.; WEBQ, Harrisburg, Ill.; WLDS, Jacksonville, Ill.; WDWS, Champaign, Ill.; WFOL, Joliet, Ill.; WDAN, Danville, Ill.; WTAX, Springfield, Ill.; WIRE, Indianapolis; WAOV, Vincennes, Ind.; WASK, LaFayette, Ind.; WTRC, Elkhart, Ind.; KBIZ, Ottumwa, Ia.; KGGF, Coffeyville, Kan.; KVGB, Great Bend, Kan.; KTSW, Emporia, Kan.; KVAK, Atchison, Kan.; KWK, St. Louis; WHB, Kansas City; KTTS, Springfield, Mo.; KWOC, Poplar Bluff, Mo.; KHMO, Hannibal, Mo.; KWOS, Jefferson City, Mo.; WMBH, Joplin, Mo.; KORN, Fremont, Neb.; KHAS, Hastings, Neb.; KGFV, Kearney, Neb.; KFAB, Lincoln; WKBH, LaCrosse, Wis.; WHBY, Appleton, Wis.; WCLO, Janesville, Wis.; WIBU, Poynette, Wis.; WRJN, Racine, Wis.; WHBL, Sheboygan, Wis.; KFIZ, Fond du Lac, Wis.; WSAU, Wausau, Wis.; WFHR, Wisconsin Rapids, Wis.; WLAU, Grand Rapids; WKBZ, Muskegon, Mich.; WKLA, Ludington, Mich.; WTCM, Traverse City, Mich.; WELL, Battle Creek, Mich.; WIBM, Jackson, Mich.; WHLS, Port Huron, Mich.; WMAM, Marinette, Wis.; WMRO, Aurora, Ill.; WJFF, Herrin, Ill.; WEAU, Eau Claire, Wis. Headquarters: First National Bank Bldg., St. Paul. Branch Offices: Empire State Bldg., New York 1; 360 N. Mich. Ave., Chicago 1. Officers: John W. Boler, chairman of the Board; Howard S. Johnson, president; Donn Clayton, vice-president and secretary; William S. Kutsch, vice-president in charge of sales and research; William E. Ware, Western Division sales manager; Florence Tibeau, comptroller; Harlan Ohde, mdsng. manager.

NEW ENGLAND REGIONAL NETWORK—Special regional network of NBC-affiliated stations, comprising: WTIC, Hartford; WBZ, Boston; WJAR, Providence; WCHS, Portland; WLBZ, Bangor; WRDO, Augusta, Me. Available with WFAF, New York, by special arrangement. Directors: Paul W. Morency, WTIC, chairman; Lee B. Wallis, Westinghouse Radio Stations; John J. Boyle, WJAR; William E. Rines, WCHS. Operations Director: Paul W. Morency. Represented nationally by Weed & Co.

NORTHWEST NETWORK—Comprising KSTP, St. Paul; KROC, Rochester, Minn.; KYSM, Mankato, Minn.; KFAM, St. Cloud, Minn.; WEAU, Eau Claire, Wis.; WDAY, Fargo, N. D.; KFJR, Bismarck, N. D.; WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn. Headquarters: KSTP, St. Paul Hotel, St. Paul. Sales Office, KSTP, Radio City, Minneapolis 2. Officials: Stanley E. Hubbard, general manager; Kenneth M. Hance, treasurer; Miller Robertson, sales manager.

OKLAHOMA NETWORK—Comprising KTOK, Oklahoma City; KOME, Tulsa; KCRC, Enid; KBIX, Muskogee; KGFF, Shawnee; KADA, Ada; KVSO, Ardmore; all stations affiliated with American Network. Available as a regional network. Headquarters: APCO Tower, Oklahoma City. Managing Director: Robert D. Enoch, KTOK. Represented nationally by Taylor-Howe-Snowden.

QUAKER NETWORK—Pennsylvania regional hookup comprising WFIL, Philadelphia; WRAW, Reading; WSN, Allentown; WEST, Easton; WORK, York; WAZL, Hazleton; WGAL, Lancaster; WGBI, Scranton; WBRE, Wilkes-Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAK, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WWSW, Pittsburgh; WKST, New Castle; WSNJ, Bridgeton, N. J. Operates as network or split as desired. Other cities available on order. Headquarters: WFIL, Philadelphia. General Manager: Roger W. Clipp.

SOUTH CENTRAL QUALITY NETWORK—Regional network comprising WMC, Memphis; KARK, Little Rock; KWKH, Shreveport; WJDX, Jackson, Miss.; WSMB, New Orleans. Special hookup of any or all available at combined national rates of each station, plus line charges. Headquarters, each station.

SOUTHERN MINNESOTA NETWORK—Regional network comprising KROC, Rochester; KYSM, Mankato; KATE, Albert Lea. Headquarters: Any station. Manager: John F. Meagher, KYSM. Represented nationally by the John E. Pearson Co.

SUNSHINE TRIO—Comprising WMBR, Jacksonville; WFOY, St. Augustine; WMFJ, Daytona Beach, Fla. Glenn Marshall Jr., general manager, Box 4428, Jacksonville, Fla. Telephone: 5-4387. Represented by Weed & Co.

TENNESSEE VALLEY NETWORK—Regional network comprising WROL, Knoxville (key station); WKPT, Kingsport; WOPL, Bristol.

TEXAS QUALITY NETWORK—Comprising WFAA, Dallas; WBAP, Fort Worth; WOAI, San Antonio; KPRC, Houston. Available as a cooperative regional network. Represented nationally by Edward Petry & Co. Headquarters: Any station, each acting as sales office. Directors: Martin Campbell, WFAA; Harold Hough, WBAP; Hugh A. L. Hallif, WOAI; Kern Tips, KPRC.

TEXAS STATE NETWORK—Regional network comprising KFJZ, Fort Worth; WRR, Dallas; KABC, San Antonio; KBST, Big Spring; KGKL, San Angelo; KBBC, Abilene; KPLT, Paris; KRRV, Sherman; KCMC, Texarkana; WACO, Waco; KTEM, Temple; KNOW, Austin; KFRO, Longview; KBWD, Brownwood; WMAC, San Antonio; KCRS, Midland. Gene L. Cagle, president. Headquarters: 1201 W. Lancaster, Fort Worth 1.

THE TOBACCO NETWORK INC.—Regional North Carolina network, comprising WFNC, Fayetteville; WGBR, Goldsboro; WGTC, Greenville; WGTM, Wilson; WHIT, New Bern; WJNC, Jacksonville; and WRAL, Raleigh. Executives: Louis N. Howard, WHIT, president; Billy S. Hodges, Jr., WGTC, vice-president; Harry G. Bright, WGBR, secretary; Allen Wannamaker, WGTM, treasurer; Ray Reeve, WRAL, program director; Philip F. Whitten, general sales manager. Headquarters: Box 1988 Odd Fellows Bldg., Raleigh, N. C. Telephone 8885. Represented nationally by The Walker Company.

TRI-CITY STATIONS (Edward A. & Philip P. Allen)—Regional hookup of three Virginia stations: WSLS, Roanoke; WLVA, Lynchburg; and WBTV, Danville. General Manager: Philip P. Allen. Executive Offices: Allied Art Bldg., Lynchburg, Va. Telephone: 3032.

WEST VIRGINIA NETWORK—Comprising WOHS, Charleston; WBLK, Clarksburg; WPAR, Parkersburg; WSAZ, Huntington. Available as a regional network. Headquarters: WCHS, Charleston. Officials: Capt. John A. Kennedy, president; Howard L. Chernoff, managing director. Represented nationally by the Branham Co.

WISCONSIN NETWORK—Network comprising WHBY, Appleton; KFIZ, Fond du Lac; WCLO, Janesville; WIBU, Poynette-Madison; WRJN, Racine; WHBL, Sheboygan; WSAU, Wausau; WFHR, Wisconsin Rapids. Main office: Wisconsin Rapids, Wis. Supplementary Stations: WMAM, Marinette; WTAQ, Green Bay; WEAU, Eau Claire; WJMS, Ironwood, Mich.; WATW, Ashland; WDSM, Superior; WEMP, Milwaukee; WKBH, La Crosse; WOSH, Oshkosh; WIGM, Medford; WJMC, Rice Lake; WOMT, Manitowoc. Main office: Wisconsin Rapids. Don C. Wirth, managing director.

(Continued on page 302)

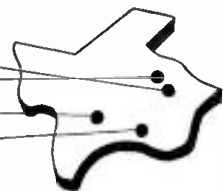
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Group Ownership of U. S. Broadcasting Stations

These groups are not necessarily available as networks but are listed to show ownership or operation of three or more stations by single entities.

AMERICAN BROADCASTING CO. OWNED AND MANAGED STATIONS—WJZ, New York; WENR, Chicago; KGO, San Francisco; KECA, Los Angeles. All affiliates of American Broadcasting Co.; all represented nationally by ABC Spot Sales.

CLEVELAND PLAIN DEALER STATIONS—Includes WHK, Cleveland; WHEK, Akron; WHKC, Columbus; WKBN, Youngstown (minority interest).

COLUMBIA OWNED STATIONS—WABC, New York; WTOP, Washington; KMOX, St. Louis; KNX, Los Angeles; WBBM, Chicago; WCCO, Minneapolis; WEEL, Boston. All affiliates of CBS network; all represented nationally by Radio Sales.

THE COWLES STATIONS (Cowles Broadcasting Company)—Comprising KRNT, Des Moines; WNAX, Sioux City-Yankton; WOL, Washington; WHOM, Jersey City-New York; WCOP, Boston. Though the Cowles Stations are not sold as a group, the Mid-States Group composed of KRNT, WNAX and WMT (WMT owned by the American Broadcasting Stations, Inc.) is available. Represented nationally by The Katz Agency, Inc. Headquarters: Any station. Executive officers: Gardner Cowles, Jr., president; John Cowles, chairman of the board and vice president; James S. Milloy, vice president; T. A. M. Craven, vice president in charge of engineering; Craig Lawrence, vice president directly supervising WHOM and WCOP; Luther Hill, vice president supervising KRNT and WNAX; Phil Hoffman, vice president managing KRNT; Robert Tincher, general manager of WNAX; Merle Jones, vice president in charge of WOL; A. N. Armstrong, Jr., general manager of WCOP; Ted Enns, national sales manager, Cowles Stations; Robert Dillon, commercial manager of KRNT; Don Inman, commercial manager of WNAX; Carl T. Koester, treasurer; Karl R. Haase, assistant treasurer.

DON LEE BROADCASTING SYSTEM—Owned and managed stations: KHJ, Los Angeles; KFRC, San Francisco; KGB, San Diego; KDB, Santa Barbara; KHJ-FM and W6XAO, Hollywood. Vice president and general manager: Lewis Allen Weiss. KHJ.

PORT 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; WGBS, Miami; KIRO, Seattle (minority). Headquarters: Broadcast Bldg., Toledo. John Koepf, Washington manager.

THE FRIENDLY GROUP—WTV, Steubenville, O.; WFPG, Atlantic City; WJFA, Washington, Pa.; WKNY, Kingston, N.Y.; John J. Laux, managing director.

GANNETT NEWSPAPERS STATIONS—WHBC, Rochester; WENY, Elmira, N. Y.; WHDL, Olean, N. Y. (minority); WHT, Hartford; WGAN, Danville, Ill.; WOKO and WABY, Albany, N. Y. (minority). All holdings through newspapers.

GENERAL TIRE & RUBBER CO. STATIONS (Formerly owned by The John Shepard Jr. interests)—WNAC, Boston; WAAB, Worcester; WEAN, Providence; WICC, Bridgeport, Conn.; WHTD, Hartford, Conn. President: William F. O'Neil. Chairman of the Board: John Shepard 3d. [See Yankee Network regional listings.]

GEORGIA BROADCASTING SYSTEM—Operates jointly owned WRBL, Columbus; WATL, Atlanta; WGPC, Albany. Available at joint rates. Headquarters: WRBL, Columbus. Officers: J. W. Woodruff, president and acting executive manager. Represented nationally by Spot Sales Inc.

HEARST RADIO Inc.—Licensee of WBAL, Baltimore; WINS, New York; WISN, Milwaukee; WCAE Inc., licensee of WCAE, Pittsburgh. Headquarters: 25 W. 43d St., New York 18. E. M. Stoer, vice president; Leonard Kaplan, general manager.

GENE A. HOWE-T. E. SNOWDEN STATIONS—KGNC, Amarillo; KFYO, Lubbock; KTSA, San Antonio; KRGV, Weslaco, Tex. O. L. Taylor, executive general manager.

JOHN A. KENNEDY STATIONS—WCHS, Charleston, W. Va.; WBK, Clarksville, W. Va.; WPAR, Parkersburg, W. Va.; WSAZ, Huntington, W. Va. (minority).

PIERCE E. LACKEY STATIONS—WPAD, Paducah, Ky.; WHOP, Hopkinsville, Ky.; WSON, Henderson, Ky.

CLARENCE & MARTIN LEICH STATIONS—WEOA and WGBF, Evansville, Ind.; WBOW, Terre Haute, Ind.

JOHN J. LOUIS STATIONS—KTAR, Phoenix, Ariz.; KVOA, Tucson, Ariz.; KYUM, Yuma, Ariz.; KYCA, Prescott, Ariz. Dick Lewis, general manager.

McCLATCHY BROADCASTING CO. STATIONS—Stations owned by McClatchy Newspapers: KFBK, Sacramento; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield; KOH, Reno, Nev. Headquarters: McClatchy Broadcasting Co., Sacramento. President: Eleanor McClatchy.

McCLUNG STATIONS—KHSL, Chico; KYOS, Merced; KVCV, Redding.

MORGAN MURPHY-WALTER C. BRIDGES STATIONS—WBBC, Duluth; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WEAU, Eau Claire, Wis. Mr. Murphy also has an interest in KVOL, Lafayette, La. Mr. Bridges has interest in WJMC, Rice Lake, Wis.

NBC OWNED AND OPERATED 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.

THE NUNN STATIONS (J. Lindsay Nunn, Gilmore N. Nunn)—WLAP, Lexington, Ky.; WCMJ, Ashland, Ky.; KFDA, Amarillo, Tex.; WBIR, Knoxville, Tenn. Headquarters: Radio Bldg., Lexington, Ky.

OKLAHOMA PUBLISHING CO. STATIONS (E. K. Gaylord, Edgar T. Bell, et al)—WKY, Oklahoma City; KLZ, Denver and KVOR, Colorado Springs (owned by stockholders of Oklahoma Publishing Co.).

JOHN H. PERRY STATIONS—WCOA, Pensacola, Fla.; WJHP, Jacksonville, Fla.; WTMC, Ocala, Fla.; WDLF, Panama City, Fla.

GEORGE A. RICHARDS-LEO FITZPATRICK STATIONS—WJR, Detroit; WGAR, Cleveland; KMPC, Beverly Hills, Cal. (Stock in WJR publicly held. Mr. Fitzpatrick has no stock interest in KMPC.)

ADELINE B. RINES STATIONS—WCSH, Portland, Me.; WRDO, Augusta, Me.; WLBZ, Bangor, Me.

SCRIPPS-HOWARD GROUP—Scripps-Howard Radio Inc., is licensee of WCPO, Cincinnati, and WNOX, Knoxville. Memphis Publishing Co. is licensee of WMC, operated separately. Officials: Jack R. Howard, 230 Park Ave., New York, president (on leave U. S. Navy); James C. Hanrahan, WMPS, executive vice president (on leave U. S. Army); Richard Westergaard, vice president (on leave); Mortimer C. Watters, WCPO, vice president and general manager.

STEINMAN STATIONS (J. Hale & John F. Steinman)—WGAL, Lancaster, Pa.; WORK, York, Pa.; WKBO, Harrisburg, Pa.; WEST, Easton, Pa.; WAZL, Hazleton, Pa.; WDEL, Wilmington, Del. (Mason Dixon Radio Group) Minority interest WILM, Wilmington, Del.

SYMONS-CRANEY STATIONS—KQIR, Butte, Mont.; KXL, Portland, Ore.; KPFY, Spokane, Wash. (Craneley only); KPFA, Helena, Mont. (Craneley only); KRBM, Bozeman, Mont.

WESTINGHOUSE RADIO STATIONS Inc.—Operating WBZ, Boston; WBZA, Springfield, Mass.; KDKA, Pittsburgh; KYW, Philadelphia; WOWO, Fort Wayne, Ind.; KEX, Portland, Ore. Also shortwave station WBOB, Boston. Also FM stations WBZ-FM, Boston; KDKA-FM, Pittsburgh; WOWO-FM, Fort Wayne; KYW-FM, Philadelphia; WBZA-FM, Springfield, Mass. Not operated as network but directly supervised by this subsidiary of Westinghouse Electric Corp. Represented nationally by NBC Spot Sales. Headquarters: 1619 Walnut St., Philadelphia. Officials: Walter Evans, vice president; Lee B. Wailes, general manager; E. A. McDonald, sales manager; W. B. McGill, advertising manager; D. A. Myer, engineering manager; F. A. Logue, auditor; Gordon Hawkins, program and educational director; F. P. Nelson, shortwave and television dept.

HARRY C. WILDER STATIONS—WSYR, Syracuse, N. Y.; WTRY, Troy, N. Y.; WKNE, Keene, N. H.; WELL, New Haven, Conn.

U. S. Regional Networks

(Continued from page 300)

WOLVERINE NETWORK—Regional network comprising WLAV, Grand Rapids (key station); WKBZ, Muskegon; WKLA, Ludington; WVM, Traverse City; WDB, Escanaba; WDMJ, Marquette; WHDF, Calumet; WELI, Battle Creek; WIBM, Jackson; WHLS, Port Huron; WATT, Cadillac; WJMS, Ironwood. All in Michigan. WATW, Ashland and WMAM, Marinette in Wisconsin. WJJD and/or WIND, Chicago, may be added. Officers: Roy C. Kelley, president; Hy M. Steed, manager.

YANKEE NETWORK—Comprising WNAC, Boston, Mass.; WHTD, Hartford, Conn.; WEAN, Providence, R. I.; WATR, Waterbury, Conn.; WHYN, Holyoke-Springfield, Mass.; WAAB, Worcester, Mass.; WICC, Bridgeport, Conn.; WCSH, Portland, Me.; WLLH, Lowell-Lawrence, Mass.; WSAR, Fall River, Mass.; WLBZ, Bangor, Me.; WFEA, Manchester, N. H.; WBRK, Pittsfield, Mass.; WNLC, New London, Conn.; WLNH, Laconia, N. H.; WRDO, Augusta, Me.; WCOU, Lewiston, Me.; WHAI, Greenfield, Mass.; WEIM, Fitchburg, Mass.; WSYB, Rutland, Vt.; WHEB, Portsmouth, N. H.; WDEV, Waterbury, Vt.; WWSR, St. Albans, Vt. Represented nationally by Edward Petry & Co. Headquarter: 21 Brookline Ave., Boston. Officers: John Shepard 3d, chairman of board; William F. O'Neil, president; Linus Travers, executive vice-president; George W. Steffy, vice-president; William O'Neil, treasurer; Robert F. Ide, assistant treasurer; Frank Knowlton, secretary.

Z-NET (Z-Bar Network)—Comprising KGIR, Butte, Mont.; KPFA, Helena, Mont.; KRBM, Bozeman, Mont. Available as a hook up. Managing Director: Ed Craney, KGIR.

CANADA

CANADIAN BROADCASTING CORP. OWNED STATIONS—Owned: CBA, Sackville, N. B.; CBH, Halifax, N. S.; CBV, Quebec; CBF, Montreal; CBO, Ottawa; CBL and CJBC, Toronto; CBK, Watrous, Sask.; CBM, Montreal; CBR, Vancouver; CBJ, Chicoutimi, Que. Leased: CFPB, Prince Rupert, B. C. All members of CBC network; all represented nationally

by CBC commercial department, Toronto and Montreal.

FOOTHILLS GROUP—Comprising CFAC, Calgary; CJCA, Edmonton; CJOC, Lethbridge; CFGP, Grand Prairie—all in Alberta. Available as hookup only with Canadian Broadcasting Corp. permission. Represented in Canada by All-Canada Radio Facilities Ltd.; in United States by Weed & Co. Headquarters: Southam Bldg., Calgary. General Manager: H. R. Carson.

HOUE GROUP—Comprising CHNC, New Carlisle, Que.; CKNB, Campbellton, N. B. Available as network only with Canadian Broadcasting Corp. permission. Headquarters: Either station. President: Dr. Charles H. Houde, New Carlisle, Que.

MANITOBA TELEPHONE CO. OWNED STATIONS—Comprising CKY, Winnipeg; CKX, Brandon, Man. Available as network with Canadian Broadcasting Corp. permission only. Represented in Canada by H. N. Stovin & Co.; in the United States by Joseph Hershey McGillivra. Headquarters: Telephone Bldg., Winnipeg. General Manager: W. H. Backhouse.

NORTHERN BROADCASTING & PUBLISHING Ltd.—Operating CFCH, North Bay, Ont.; CJKL, Kirkland Lake, Ont.; CKBG, Timmins, Ont.; CHEX, Peterborough, Ont.; CKWS, Kingston, Ont. Network available with Canadian Broadcasting Corp. permission. Represented in Canada by National Broadcast Sales; in the United States by Weed & Co. Headquarters: Thompson Bldg., Timmins, Ont.; for CHEX and CKWS, 25 King St. W., Toronto, Ont. President: Roy Thomson.

NORTHERN QUEBEC BROADCASTING SYSTEM—Regional network comprising CKRN, Rouyn; CKVD, Val d'Or.; CHAD, Amos. Operating as network with Canadian Broadcasting Corp. permission. Represented in Canada by National Broadcast Sales; in United States by Weed & Co. Headquarters: Radio Abitibi Ltd., Amos, Que.; Montreal office: 320 East Rue Notre Dame.

TRANS-CANADA COMMUNICATIONS GROUP—Comprising CKRC, Winnipeg; CKRM and CKCK, Regina, Sask. Network available only with Canadian Broadcasting Corp. permission. Represented in Canada by All-Canada Radio Facilities Ltd.; in United States, CKRC and CKCK by Weed & Co.. CKRM by Joseph Hershey McGillivra.

W-CAR PONTIAC MICHIGAN

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

That Outstanding Independent Station in Southeastern Michigan That You Hear So Much About . . . Built on Service to the Vast Numbers Who Like "News on the Hour Every Hour"—and Good Music All Day Long. Three Million People Can Hear Us Easily—and Plenty of Them Listen . . . Hour After Hour Every Day!

1130 K.C. - - - - - Daytime



The Swing is to WHB in Kansas City

Art FRANK

The Swing is to WHB



KANSAS CITY HOOPER INDEX NOVEMBER '45	WHB	Station A
WEEKDAYS A. M. MON. THRU FRI. 8 A. M.—12 Noon	27.2	21.7
WEEKDAYS P. M. MON. THRU FRI. 12 Noon—6 P. M.	28.2	22.6
SUNDAY AFTERNOON 12 Noon—6 P. M.	10.7	37.0
SATURDAY DAYTIME 8 A. M.—6 P. M.	31.8	28.8

A DECADE OF DOING



1936 In Variety's annual Showmanship Contest for 1936, WHB won a Special Citation for part-time stations—climax to 14 years' operation as a great independent station. WHB, founded in April, 1922 with the oldest call letters in Kansas City, was one of the early-day pioneers in American broadcasting. Originally owned by the Sweeney Automotive and Electrical School, WHB lost its full-time license in 1929. Cook's purchased it the following year, and began a steady program of expansion. When the Mutual Broadcasting System expanded coast-to-coast, WHB became the Kansas City affiliate Dec. 29, 1936.

1936



1937 Listeners in the Kansas City area heard for the first time Mutual's splendid line-up of dance bands, transcribed by WHB from the network lines, for daytime play-back. The World's Series became an annual WHB exclusive and other MBS shows strengthened the WHB schedule of outstanding local programs: Municipal Court, Musical Clock, Weatherman In Person, the Cook Tenor, Staff Frolic, Kiddies' Revue, Voice of K. C., and orchestras from the Muehlebach Grill. Celebrating WHB's 15th Birthday, 15,000 people jam-packed the Municipal Auditorium to see a WHB coast-to-coast broadcast with Jess Kirkpatrick as M.C. It is the only time the auditorium has ever been filled for a strictly local radio show.

1937



1938 WHB produced Strike Up The Band, starring Ray Perkins, with a chorus of 800 voices, for the Infantile Paralysis fund-raising campaign. WHB alumni, the Three Little Words, returned to K.C. with Phil Spitalny's Orchestra. Fulton Lewis, Jr. was first heard over WHB via Mutual also. Between the Bookends with Ted Malone and Lou Wilcher, WHB alumna, New WHB local programs included the Magic Kitchen with Wauhillau La-Hay and Jimmie Atkins, Behind the Footlights with Lowell Lawrence, Vine Street Varieties, and Flashes from the Films by Betty Ann Painter. Our newscasts were given by John Cameron Swayer, from the K.C. Journal. It was peacetime broadcasting of high calibre, in the last year before Hitler set the world on fire—but we didn't know then how peaceful it was!

1938



1939 This was the year our "Magic Carpet" was built—a 100-watt mobile short-wave relay transmitter. The WPA sponsored a Federal Concert Orchestra directed by S. F. Rendina; and there were weekly programs for unemployment relief, called The Job Clinic. In June, WHB established its own Newsbureau, with an International News Service wire and Bob Caldwell, Jr. as Newsbureau Chief. M. H. Straight wrote and produced a weekly series of "Big Names of K.C."—with dramatizations and on-the-spot recordings made by our portable recording equipment in Kansas City's principal industrial plants. Wally Gladdish, of the Drivers' Daily Telegram, expanded our farm news and livestock-grain market coverage—and there were daily broadcasts from Cook's Plaza Store to dramatize the opening of a model exhibition "home" located in the store basement. When Germany attacked Poland in September, big maps of Europe appeared in the Newsbureau; and the news announcers began studying language dictionaries. World-shaking news events stalked the airways, and the Man-at-the-Mike had History at his elbow!

1939

KEY STATION FOR THE KANSAS STATE NETWORK
Kansas City • Emporia • Salina • Great Bend • Wichita

For **WHB**

in Kansas City

Station B	Station C	Station D	Station E
18.6	12.3	15.7	3.4
26.7	15.9	8.8	2.4
27.0	14.5	9.0	3.8
26.7	12.6	2.1	0.0

**WHB
AT
WAR**

1942 Tense months with visitors refused admittance to studios, guards on constant duty at the transmitter, voluntary censorship, discontinuance of weather report broadcasts and man-on-the-street interviews. Rehearsals for black-outs and air raids. Enlistment campaigns for the armed services, for WACS, WAVES, SPARS, nurses, war-workers. Civilian Defense. Rationing and ration points explained. Group-riding clubs organized. People urged to save fats and waste paper. To buy bonds and war savings stamps, in the First War Loan drive and through the Payroll Deduction Plan. WHB's Dick Smith as War Program Director supervised our barrage of all-out programming in behalf of the War Effort. Jerri Carlerson joined the Staff. On July 4, Pratt and Whitney broke ground in Kansas City for an \$85,000,000 engine plant. The first Army-Navy "E" award ceremonies were broadcast. The Kiddies Revue became a War Bond Show—the Staff Frolic with orchestra, singers and interviews was staged daily at the Kansas City Canteen. WHB presented Your Navy Speaks weekly over the Kansas State Network. and in The Jones Store Victory Window, helped sell more than a million dollars worth of War Bonds. This year, too, we were the first Kansas City station to sign a blanket contract for ASCAP music. We subscribed to the Press Association wire—24-hour radio news service by the Associated Press. We subscribed, also, to the Hooper Radio Audience Measurement Reports. It was Wart and when the Invasion of Africa began November 8, radio listeners realized as never before the skill and speed and realism of war reporting by radio.

1941 In March WHB moved from 860 kilocycles to 880. Radio's tussle with ASCAP (the American Society of Composers, Authors and Publishers) took place. Broadcast Music Inc. was formed by the broadcasters, to publish radio's own music. WHB installed a new Western Electric "Doherty" high fidelity transmitter—and became a subscriber to the Associated Music Library, one of the world's great sources of transcribed music. For the annual "Clean Up, Paint Up, Fix Up" Week, we broadcast a world's record house painting by 114 painters who completely painted the outside of a 55-year-old, two story house in 3 minutes, 18 seconds! Foreman & Clark began their sponsorship of our 7 a. m. Newscast (they're still at it, six years later). But Pearl Harbor changed the entire tenor of American broadcasting—and on Dec. 8, 1941, WHB proclaimed: "From this day forward... until Victory is won... WHB can best serve the public interest, convenience and necessity by doing everything within our power to help win the war. We should do this out by the dedication of more radio facilities to the War Effort, but by devoting our hearts, our minds and our special skills as radio showmen to the War needs of our Community and our Nation. Specifically it is our job to integrate a vital means of mass communication with the many-sided problem of winning the War."

1940 A "political" year and schedules were with broadcasts by Wendell Willkie, C. Bullitt, Charles Harold Ickes, Post-Walker, Secretary Herbert Hoover, Dewey and others—g a man named Truman was in a hot three-l primary fight to be ed for the Senate. —He made it!) The State Network was d—with WHB in City as key station. ets in Emporia, Great Salina and Wichita, filled an application e Federal Communi- Commission for per- to operate full time 000 watts power on cycles, using a direct- antenna at night. the year's new pro- Elinor Fox and le Red Schoolhouse, dams at the Market, November 4, the first t of Mariha Logan's for Swift & Com- On October 18, the daily broadcast of b Staff Frolic was d. On the lighter e our broadcasts of twits' show from the ty Club... and orignations to Mu- name bands from -Hi Roof of Hotel ntal. But underneath, rning, were the rumbats of war... nder, more insistent!

and if you'd like to know why listeners prefer this station; perhaps the chart below will provide some answers. It's the story of WHB programs for the past decade... a story of alert people in action, bringing a community helpful, needed, friendly radio service. Many of the people mentioned are well-known "WHB Alumni" now. Others will be. The vibrant surge of WHB's progress stems from the tradition that WHB is Where Headlines Begin. Here our standing instruction to the Staff is: "Yesterday is past. Tomorrow may never come. Today is the only day that counts; and right now is the time for you to give the best you have!"



1945 But no year, surely, can match 1945 for world-shaking events. Mutual-WHB listeners still recall the doom-laden voice of William Lang describing The Atom Bomb on the morning of August 6. V-E Day in May and V-J Day in August were occasions for world-wide celebration—and radio never performed a better "cover-age" job. The death of President Roosevelt on April 12 was mourned during a three-day period. In Kansas City, the event was doubly significant because of the elevation of Truman to the Presidency. Friday morning, April 13, WHB originated to Mutual a special Truman "Home town program", interviewing his old neighbors, associates and friends. When the President returned to Kansas City for visits to Independence and Grandview, there were other Presidential broadcasts... and Kansas City became a hot news spot frequented by radio commentators, newsmen and photographers. Parades and celebrations for returning war heroes have been a large part of 1945 programming. Before WHB microphones this year have appeared such figures as General George C. Marshall, General Dwight D. Eisenhower, General Jonathan M. Wainwright, Lt. General Ennis C. Whitehead and others. With the end of the War, WHB greatly enlarged its local Newsbureau activities; and Dick Smith became Newsbureau Chief instead of War Program Director, adding three people to the Newsbureau staff. In community service, WHB broadcast for the Mighty Seventh War Loan from the B'Nai B'rith Bond Booth, chalking up a total of \$10,120.071 in bond sales. WHB's John Schilling staged the annual show for the Infantile Paralysis campaign; there was an impressive schedule of broadcasts for the Red Cross drive, the War Chest Fund and the United National Clothing Collection. Swift & Co. won an "A" Award; the Magic Carpet attended the Army Glider Show at Fairfax Airport; Metro-Goldwyn-Mayer began sponsorship of our Man On The Street. Mutual did an outstanding job, reporting the San Francisco Conference. WHB's Don Davis "The Sage of Swing" was the subject of an article in Tide—indicating the continuing progress of our "Swing" campaign and describing the monthly pocket-size magazine "Swing" which all this year has supplemented our trade paper advertising and our mailings of Swing-girl blotters. The swing itself was adorned by a new, blonde model—and to end a great year happily, our star salesman Lt. Ed Dennis got home from the Navy! During the year, too, we joined the Broadcast Measurement Bureau; and our Hooper Index continued to mount—with November's report showing WHB first in Kansas City. Truly, as 1945 ends and we greet the new year, "The Swing Is To WHB In Kansas City!"



1944 War Loan drives came fast this year. The Fourth in January. The Fifth in June. The Sixth in November. For each of them, WHB staged a mammoth publicity campaign. In the Fifth Loan campaign, the Magic Carpet was lashed to a Darby LCT, and rode down the ways with the ship. Other War Effort broadcasts included the Red Cross fund-raising campaign and a weekly series called Front and Center, originated to the Kansas State Network to emphasize the most urgent needs of the War Effort. For the Citizens' Manpower Committee, a campaign sought applicants for jobs in Kansas City war plants. To stimulate blood donor recruiting at the Red Cross, we announced every hour on the hour the number of donors still needed to fill that day's quota—and made the quotas, every day! In October the Firepower Caravan was broadcast to recruit ordinance plant workers... and the annual War Chest drive was a special events feature. To help servicemen's recreational funds, we broadcast an all-star golf game from Hillcrest for the benefit of the "All Pacific Fund." For the Kansas City Canteen's Christmas Tree party, we spark-plugged a campaign which raised \$3,500.00 for Christmas gifts to servicemen and women. An "industrial incentive" broadcast from Cook Paint & Varnish Co. featured Cesar Romero. In addition to D-Day on June 6 and the tremendous job done by radio in war reporting, this year is remembered for the death of Raymond Clapper, after which WHB originated Roy Roberts of The Kansas City Star to Mutual in a "tribute" program. Continental Airlines began its service to and from Denver in March, with appropriate WHB radio ceremonies. Ed Kobak became president of Mutual. In December, Fulton Lewis, Jr. made a personal appearance at Music Hall. This year, too, the WHB "Swing" campaign gained momentum—with ads in the trade press and a monthly blotter mailing to advertisers and their agencies. For Cook's, Jack Wilcher, a WHB alumnus, produced in New York and Hollywood an outstanding series of minute transcriptions. It was a busy year!

1943 Eighteen solid hours of War Bond selling was a one-day program service by WHB April 12. This was typical of the unselfish service to the War Effort by the entire broadcasting industry. For the Third War Loan drive we toured the downtown streets with orchestras playing on a Bond Wagon—and pretty WAVES and WACS to sell Bonds and Stamps. Wartime radio techniques were becoming more certain now... and each new Wartime "sales" problem was approached by broadcasters in the attitude of a skilled surgeon about to perform a difficult operation—confident that it could be done successfully! And what a schedule of broadcasts!... for morale building, gas rationing, save old rags, support the U.S.O., share the meat, save tin cans, don't spread rumors, rubber conservation, war industry training, rent ceilings, labor recruiting, victory gardens, housing information, first aid instruction, coast guard recruiting, furs salvage, conserve household equipment, price control, air raid blackouts, manpower announcements, women in war work, foods for victory, save electric power, buy coal early, doctors and nurses needed, merchant marine recruiting, selective service information, understand our allies—China, Russia, Britain. Army-Navy "E" award broadcasts continued at the Darby Corporation, the Cook Paint & Varnish Co., the Vendo Company and others. It was a busy, hectic year—made no less easy by frequent Staff changes. In the armed services, lots of WHB folks won deserved promotions. Here at home we constantly adapted old formats to wartime needs and conditions. Bob McGrew directed our staff orchestra during this period. Ed Birr and Sandra Lea joined our Staff. For the public schools, we broadcast Faculty Meeting of the Air, heard in all school assembly rooms at the appointed hour. For the War Chest Campaign, we produced East or Forfeit, with John Thornberry as M.C. September of 1943, we began a promotion campaign "The Swing Is To WHB In Kansas City."

1940 **1941** **1942** **1943** **1944** **1945**

Availabilities 'phone DON DAVIS at any ADAM YOUNG Office

New York 18—11 W. 42nd St. Chicago 2—55 E. Washington St. San Francisco 4—627 Mills Bldg.
 Telephone LOngacre 3-1926 Telephone ANdover 5448 Telephone SUtter 1393

Los Angeles 13—448 S. Hill St. Kansas City 6—Scarritt Bldg.
 Telephone Michigan 0921 Telephone HArrison 1161



PRESIDENT TRUMAN COMES "HOME"



The Swing is to WHB in Kansas City



GENERAL JONATHAN M. WAINWRIGHT



LT. GENERAL EMMS C. WHITEHEAD AND FAMILY



HAROLD RYAN



GENERAL DWIGHT D. EISENHOWER



ROYAL ARCH GUNNISON



MARY LORD



L. WELCH POGUE



ED NEVILLE • MORTON DOWNEY • DON DAVIS



GENERAL GEORGE D. MARSHALL AND DICK SMITH



DALE CARNEGIE



LIZBETH SCOTT



SIGMUND ROMBERG • ROSEMARY HAWARD



JETTA CARLETON • WILLIAM DEMAREST

Radio's Weekly Payroll in 1945

RADIO'S WEEKLY payroll continued on an upward trend, with a 19.5% increase reported for the week of Oct. 14, 1945, over the

week of Oct. 15, 1944, according to the annual FCC Employee and Compensation report, issued January 24, 1945. Weekly payroll was

\$1,922,941 as compared to \$1,615,126 in 1944.

Commission figures covered full-time employees for nine networks

and 876 stations.

Average wage, including executive personnel, was \$65.40, an increase of 8% over the 60.52 figure for 1944. Average wage, excluding executives, was \$57.97, a rise of 7.6% over 1944, while executives earned an average of \$125.08, as compared to \$112.63 in 1944, an increase of 11%.

As compared to other professions radio's wages again topped the list, except for the motion picture industry. Annual figures of the Bureau of Labor Statistics show that broadcasting's average wage increase was twice that of the newspaper-periodical and telephone industries. Average week-wage in the newspaper and periodical field in November 1945 was \$52.28, an increase of 4% over the \$49.96 average in 1944. In the telephone industry the average wage was \$41.89, a 4% increase over the 1944 figure of \$39 while the telegraph workers averaged \$36.89, an increase of but 26 cents or 0.7%.

Radio's total employment increased from 26,688 in October 1944 to 29,405 in the same month of 1945, a rise of 10%. Of the 29,405 fulltime employees listed, 22,518 were employed in 866 stations and 6,887 by networks and 10 key stations.

FULL-TIME EMPLOYES FOR THE WEEK BEGINNING OCTOBER 14, 1945

Class of employees (1)	Total 9 networks and 876 stations			9 networks including 10 key stations of nationwide networks			866 other standard stations		
	Number (2)	Compensation (3)	Average (4)	Number (5)	Compensation (6)	Average (7)	Number (8)	Compensation (9)	Average (10)
Executives:									
General managerial.....	1,076	\$186,540	\$178.36	53	\$23,517	\$443.72	1,023	\$163,023	\$159.36
Technical.....	655	54,626	83.40	30	4,712	157.07	625	49,914	79.86
Program.....	607	56,025	92.30	38	9,354	246.16	569	46,671	82.02
Commercial.....	484	67,177	138.80	50	11,309	226.18	434	55,868	128.73
Publicity.....	156	15,905	101.96	30	4,999	166.63	126	10,906	86.56
Other.....	276	26,738	96.88	36	5,103	141.75	240	21,635	90.15
Total, executives.....	3,254	407,011	125.08	237	58,994	248.92	3,017	348,017	115.35
Employees (other than executives):									
Technical:									
Research and development.....	143	12,369	86.50	51	5,164	101.25	92	7,205	78.32
Operating.....	5,207	316,068	60.70	1,052	79,588	75.63	4,155	236,500	56.92
Other.....	299	12,144	40.62	94	3,086	32.83	205	9,058	44.19
Program:									
Production.....	1,320	82,433	62.49	512	36,626	71.54	808	45,857	56.75
Writers.....	1,236	59,246	47.93	165	12,660	76.73	1,071	46,586	43.50
Announcers.....	3,787	218,847	57.79	186	14,322	77.00	3,601	204,525	56.80
Staff musicians.....	2,220	180,260	81.20	559	76,909	137.58	1,661	103,351	62.22
Other artists.....	1,764	135,658	76.90	316	74,760	91.62	1,448	60,898	64.24
Other.....	1,514	75,004	49.54	547	31,625	57.82	967	43,379	44.86
Commercial:									
Outside salesmen.....	1,451	154,622	106.56	180	24,617	136.76	1,271	130,005	102.29
Promotion and merchandising.....	798	44,923	56.29	525	31,324	59.66	273	13,599	49.81
Other.....	626	24,805	39.62	385	14,776	38.38	241	10,029	41.61
General and administrative:									
Accounting.....	1,203	50,063	41.62	353	14,970	42.41	850	35,093	41.29
Clerical.....	1,323	41,866	31.53	321	12,363	38.51	1,007	29,503	29.30
Stenographic.....	1,422	46,787	32.90	240	8,166	34.03	1,182	38,621	32.67
Other.....	1,339	44,494	33.23	618	22,724	36.77	721	21,770	30.19
Miscellaneous.....	494	16,291	32.98	46	2,934	63.78	448	13,357	29.81
Total, excluding executives.....	26,151	\$1,515,930	\$57.97	6,650	\$466,594	\$70.16	19,501	\$1,049,336	\$53.81
Total including executives.....	29,405	\$1,922,941	\$65.40	6,887	\$525,588	\$76.32	22,518	\$1,397,353	\$62.05

Prepared by Accounting, Statistical and Tariff Department, January 22, 1946.

BE YOU BUILDING OR BROADENING A BROADCASTING BUSINESS?

**THEN, for the sake of your communities, the "game"—
for your own sake . . .**

DEMAND GOOD ENGINEERING!

BECAUSE that's your foundation. Which doesn't necessarily mean that your answer is on Page 557 alone.

It means simply what it says; for you can't expect to score unless you safely reach and pass 1st base!

(Base, — first — safely, — foundation, — **BASIC**. There it is again: Good Engineering is Basic. And that is not mixed metaphor.)

Directory of ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

With Executive Radio Personnel and Radio Accounts

A

ACCURATE ADVERTISING AGENCY

9 W. 60th St., New York 23
Tel.: Circle 7-3880
Radio Dept.: Argus Leidy, general manager & television director; Fern Motson, account executive; Marie Stork, script dept.
Radio Accounts: Marlon Confections Co.; Gold Medal Candy Corp.; Bonomo Culture Institute.

ACE PRODUCTIONS

420 Market St., San Francisco 11
Tel.: Sutter 1128
Radio Dept.: Graham Gladwin, radio director; Vernon Crockett, account executive.
Radio Accounts: Ames Photo Service; Les Vogel, automobiles; Market & Van Ness; City of Paris; Golden Grain Macaroni; Pacific Coasts Brons; Spillers Appl. Mfg. Co.; Olympic Farms Dairy; Club Mandalay; Alhambra Candy Co.

ADVERTISERS' SERVICE

229 E. Wisconsin Ave., Milwaukee 2
Tel.: Doly 6383
Radio Dept.: V. A. Fleischmann, president; J. W. Martin, account executive.

ADVERTISING INC.

Central Natl. Bldg., Richmond 19, Va.
Tel.: 3-2809
Radio Dept.: Alicia G. Smithers, radio director; J. Lynn Miller, account executive.
Radio Accounts: Va. Electric & Power Co.; Jacobs & Levy.

ADVERTISING-BUSINESS AGENCY

1213 Throckmorton St., Fort Worth 2, Texas
Tel.: 3-2421
Radio Dept.: H. W. Johnson, Thomas L. Yates, A. E. Hubbard, account executives.
Radio Accounts: Universal Mills; Haltom's Jewelers; Trinity State Bank.

ADVERTISING TRADE SERVICE

303 Fifth Ave., New York 16
Tel.: Murray Hill 4-3800
Radio Dept.: Ralph B. Halley, radio director & timebuyer.

WILLIAM HART ADLER INC.

720 N. Michigan Ave., Chicago 11
Tel.: Whitehall 5210
Radio Dept.: H. S. Graham, radio director.

AGENCY SERVICE CORP.

66 E. South Water St., Chicago 1
Tel.: Central 5255
Radio Dept.: Earl E. Sproul, president; A. L. Gale, A. C. Hauser, vice presidents & account executives.
Radio Accounts: Chicago Motor Club; Committee for National Human Relations.

AGRICULTURAL ADVERTISING & RESEARCH INC.

E. State St., Ithaca, N. Y.
Tel.: Ithaca 451
Radio Dept.: Lee Hamrick, radio director; Richard Armfield, charge of script department; Ray H. Park, account executive.
Albany-240 State St. Tel: 5-4934. William Tyler, manager.
New York-29 W. 57th St. Tel: Plaza 3-8708. C. L. Reisner, manager.

Radio Accounts: Cooperative Grange League Federation Exchange; Southern States Cooperative; Cooperative Farm Products.

AITKIN-KYNETT CO.

1400 S. Penn Square, Philadelphia 2
Tel.: Rittenhouse 7810
Radio Dept.: H. H. Kynett, timebuyer; D. B. Langan, program director.
Radio Accounts: Stephana Brothers (Rameses & Marvels Cigarettes); R. M. Hollingshead Corp. (Whiz Products); William Montgomery Co.; H. C. Derby Co.; Corkran, Hill & Co.; Phillips Canned Foods; Pennsylvania Tires.

R. H. ALBER CO.

1151 S. Broadway, Los Angeles 15
Tel.: Prospect 3331
Radio Dept.: R. H. Alber, president; Pauline Hagen, spot timebuyer.
Radio Accounts: Gospel Broadcasting Assn.

ALLEN, HEATON & McDONALD, INC.

617 Vine St., Cincinnati 2
Tel.: Cherry 3414
Radio Dept.: Douglas M. Allen, account executive.
Radio Account: Art Dry Cleaning Co.

ALLEN & REYNOLDS

Insurance Bldg., Omaha 2
Tel.: Atlantic 4445
Radio Dept.: Earl Allen, M. H. Reynolds, Karl Joens, Robert Reynolds, account executives.
Radio Accounts: George H. Lee Co.; Merchants Biscuit Co.; Nebraska Power Co.; P. F. Peterson Co.; United States National Bank; Glenn L. Martin-Nebroska Co. (personnel).

ALLEY & RICHARDS CO.

370 Lexington Ave., New York 17
Tel.: Lexington 2-3020
Radio Dept.: H. M. Billerbeck, partner, radio director & timebuyer; Charles A. Holcomb, account executive.
Boston 16-Statler Bldg. Tel.: Hubbard 8850
Jeanne Ambuter, radio director; Langley C. Keyes, account executive.
Radio Accounts: R. C. Williams & Co. Inc.; Allen V. Smith Co. Inc.; Bolt, Dalton & Church; Glenwood Range Co.; Kennedy's Inc.

ALLIED ADVERTISING AGENCIES

135 S. Vermont Ave., Los Angeles 4
Tel.: Drexel 7331
Radio Dept.: Walter F. Gardner, president; A. H. Esary, vice-president; Bill Walsh, production mgr.; George Nichols, art director; Shirley Peron, spacebuyer; Dick Bartlett, Lou Sterling and Fred Bortoff, account executives.
San Francisco 3-Heorst Bldg. Tel.: Douglas 7018. Pete Hindley, manager; Vic Ueberroth, ass't. manager.
Seattle 1-Northern Life Tower. Tel.: Elliot 0936. Dean Routh, manager; Grant Merrill, production manager.

ALLIED BUSINESS BUILDERS

631 3rd Ave., San Diego 1
Tel.: Franklin 6606
Radio Dept.: Norman W. Talle, owner & production manager; Muriel Talle, radio director & account director; Robert C. Wilson, account executive.

Radio Accounts: Star Outfitting; Los Angeles Ardens; Seattle Trimal; Judson's; Central Chevrolet; Music Hall Theaters; Dr. Campbell.

AMBRO ADV. AGENCY

Dows Bldg., Cedar Rapids, Ia.
Tel.: 4139
Radio Dept.: H. J. Rowe, A. O. Ambroz, account executives.
Radio Accounts: Hage's Ltd.; Home Planners' Institute; R. Victor Venberg Co.; Union Title Insurance & Trust Co.; United States National Bank; Balboa Laundry & Dry Cleaners.

MERRILL ANDERSON CO.

142 E. 39th St., New York 16
Tel.: Murray Hill 5-3045
Radio Dept.: George Piggott, Edward S. Johnson Jr, timebuyers; Gertrude Conroy, Merrill Anderson, account executives.
Radio Accounts: Syracuse Trust Co.; Onondaga County Savings Bank; National Bank of Commerce; Wachovia Bank & Trust Co.

ANDERSON, DAVIS & PLATTE INC.

50 Rockefeller Plaza, New York 20
Tel.: Columbus 5-4868
Radio Dept.: Corinne Dougherty, timebuyer; C. K. Elliott, H. A. Thompson, account executives; Karl Krupke, television director & account executive.
Radio Accounts: Alexander Smith & Sons; F. Schumocher & Co.; Dry Docks Saving Inst.

ANFENGER ADV. AGENCY

1706 Olive St., St. Louis 3
Tel.: Chestnut 6380
Radio Dept.: Vernon L. Morelock, radio & television director; George L. Prater, Harvey H. Rohde, H. G. Till, George A. Volz, Roy D. Williams, Lynn Westbury Brown, account executives.
New Orleans 12-Canal Bldg. Tel.: Raymond 0845. Walter Winius, radio director.

ANJOL & AULD

Transit Tower, San Antonio 5
Tel.: Fannin 9148
Radio Dept. Claude B. Aniol, president.

ARBEY AGENCY INC.

3229 Wobash Ave., Terre Haute, Ind.
Tel.: Crawford 3563
Radio Dept.: W. L. Smith, manager; W. Rex Bell, account executive.

JOHN FALKNER ARNDT & CO.

Lewis Tower, Philadelphia 2
Tel.: Pennypacker 3540
Radio Dept.: J. Robert Mendie.
Radio Accounts: Wilson Line; Riverview Beach Park; Joseph M. Patterson Co.; Edward J. MacAleer Co.

ARROW ADV. AGENCY

40 E. 49th St., New York 17
Tel.: Plaza 5-1180
Radio Dept.: Rosetta Valenti, radio director & timebuyer.

ARTWIL ADV. CO.

22 W. 48th St., New York 19
Tel.: Medallion 3-0813
Radio Dept.: Arthur Bandman, account executive.
Radio Accounts: Duo-Haler Co. Inc.

ASSOCIATED ADV. AGENCY

1151 S. Broadway, Los Angeles 15
Tel.: Richmond 6218
Radio Dept.: P. O. Narveson, president; A. F. Larson, vice-president and radio director; Jean Brehme, time-buyer.
Radio Accounts: Pappy Foods Products Co.; Party Snacks Co.; Utter-McKinley; Peerless Laundry Co.

ASSOCIATED BROADCASTING CO.

817 E. 92nd St., Chicago 19
Tel.: Triangle 2244
Radio Dept.: Frank J. Kovach, radio director; Bertha R. Kovach, Stephen L. Segedy, script writers.

ATHERTON & CURRIER

428 Lexington Ave., New York 17
Tel.: Mohawk 4-8795
Radio Dept.: J. Dennis Molnar, program director; W. T. Tieman, timebuyer.
Toronto, Ont.-100 W. Adelaide St. Tel.: Adelaide 5418. O. F. Burkhart, vice president.
Radio Accounts: Nutricura; Brylcreem; Eno Salts; Scotts Emulsion; Barrington Hand Cream; Neotape; Dr. Blosser Cigarettes; Janie Spot Remover; Dylint.

ATHERTON & GRESHAM

6000 Sunset Blvd. Hollywood 28.
Tel.: Hollywood 7151
Radio Dept.: M. H. Gresham, Al Atherton.

R. EMMET ATKINSON ADV.

Parkway Bldg., Pasadena 1
Tel.: Sycamore 3-0811.
Radio Dept.: Bob Atkinson, radio & television director; Marlon Lee, chief timebuyer; Ted Gates, Ralph Walsh, Edward Horstman, account executives; Edith Greaves, production; Clare Bernstein, continuity.
Los Angeles 28-1746 N. Highland. Tel.: Ryan 1-6586. Bob Williams, manager.
Chicago 3-185 W. Madison. Tel.: Randolph 7246. F. E. Atkinson, manager.

Radio Accounts: National Soap; Pierre's; Zymolac-Zymogel; Mark Ezra Co.; Starlash Cosmetics; Rosemead Airport; Gregory's Jewelers.
Television Accounts: Pierre's

AUBREY, MOORE & WALLACE INC.

230 N. Michigan Ave., Chicago 1
Tel.: Randolph 0830
Radio Dept.: Jack North, radio director.
Radio Accounts: International Harvester Co.; O-Cedar; Oh Henry; Orange Crush; Tabasco; McKenzie Pancake Flour; Old Colony Beverages.

J. J. AUERBACH CO.

103 Park Ave. New York 17
Tel.: Lexington 2-9660
Radio Dept.: J. J. Auerbach, Radio head.

N. W. AYER & SON

30 Rockefeller Plaza, New York 20
Tel.: Circle 6-0200
Radio Dept.: M. L. McClinton, vice-pres. in charge of radio; Robert Collins, manager; Clarence Cosby, chief timebuyer; Paul Kizenberger, timebuyer; Thomas J. McDermott, business manager; Joseph R. Stauffer, production; Marge Kerr, talent; Philip A. Young, copy chief; Wauhollou La Hay, publicity; David Gudebrand, films; Dan McClure, television director; John B. Hunter, Wallace Orr, Peggy Le Bouillier, Edward R. Dunning, Jim Hauck, Lyman Clark, Potter Darrow, Charles Hagan, Arthur White, Edwin M. Scott, account executives.
Chicago 3-135 S. LaSalle St. Tel.: Randolph 3456. Sterling E. Peacock, vice-pres.
Boston 16-Statler Bldg. Tel.: Hubbard 4970. E. Craig Greiner, vice-pres.
Hollywood 28-Taft Bldg. Tel.: Granite 3697. Herbert C. Sanford, manager.
San Francisco 4-235 Montgomery St. Tel.: Sutter 2334. Carl J. Eastman, vice-pres.
Philadelphia 6-West Washington Sq. Tel.: Lombard 0100. H. A. Bailten, pres.
Detroit 18-Penobscot Bldg. Tel.: Randolph 3800. Jack Henry, manager.

Radio Accounts: American Telephone & Telegraph Co.; Clicquot Club Co.; De Beers Consolidated Mines; Electric Companies Adv. Program; Hawaiian Pineapple Co.; Dr. Hess & Clark Inc.; Charles E. Hires Co.; Illinois Bell Telephone Co.; Sheffield Farms Co.; Suplee-Wills-Jones Milk Co.; United Rexall Drug Co.; Wyandotte Chemical Corp.
Television Accounts: Atlantic Refining Co.; Encyclopedia Britannico; Waltham Watch Co.

B

BADGER & BROWNING & HERSEY INC.

30 Rockefeller Plaza, New York 20
Tel.: Circle 7-3720
Radio Dept.: J. D. Knap Jr., Genevieve Schuber, Marie H. Missing, Jack Wilcher.
Radio Accounts: American Chicle Co.; Denver Chemical Mfg. Co., Inc.; Wilbur-Suchard Chocolate Co., Inc.

S. C. BAER CO.

Times-Star Tower, Cincinnati 2
Tel.: Parkway 0409
Radio Dept.: S. C. Baer, president; C. D. Easton, vice president.

BALDWIN, BOWERS & STRACHAN INC.

374 Delaware Ave., Buffalo 2
Tel.: Washington 6854
Radio Dept.: Everett L. Thompson, radio director; William M. Baldwin, Kenneth Strochen, Everett L. Bowers, Howard R. Keating, account executives.
Radio Accounts: Sears, Roebuck & Co.; Iroquois Beverage Corp.; O'Rourke Baking Co.; S. R. Gerber Sausage Co.; Maritime Milling Co.; Red & White Stores; Sattler's Dept. Store; General Ice Cream; Kobler & Miller's; Buffalo Industrial Bank; Crystal Beach Co.; Erie Savings & Loans Assn.; Hambleton Terminal Corp.; Prechtel Optical Co.; Carrigan Niagara Dairy.

JOHN BARNES ADV.

312 E. Wisconsin Ave., Milwaukee 2
Tel.: Daly 2393
Radio Dept.: John Barnes, president and radio director; Al Harr, account executive.
Radio Accounts: Mrs. Karl's Bakeries.

BARNES-CHASE CO.

530 Broadway, San Diego 1
Tel.: Franklin 7771
Radio Dept.: Ted Burrell, radio director; Mary Glen Phalen, Markey Hagan, Robert Fling, account executives.
Radio Accounts: Bowie Pie Co.; Consolidated Vultee Aircraft; Frazee Paint Co.; Haubert & Cook; Jessops Jewelry; Klauber-Wangenheim, Inc.; Pessi-Cala; Qualitee Dairy; San Diego Electric Railway Co.; Security Trust & Savings Bank; United Radio Service; Walker's Department Store.

BARRONS ADVERTISING CO.

903 McGee, Kansas City 6
Tel.: Harrison 7730
Radio Dept.: H. W. Godfrey, president; Frank H. Little, vice-president; Floyd Doan, Ralph S. Page.
Radio Accounts: Sodiphene Co.; Midwest Wool Marketing Cooperative; Seidlitz Paint & Varnish Co.

Keep your eye on

ABC's Key Stations!



They're off to a flying start to beat their 1945 National Spot Sales Record!

LAST YEAR was a BIG year for ABC's owned and operated stations! During the first eleven months of 1945 their national spot billings increased 24.4% over the same period in 1944—a clear indication that advertisers who want to reach the nation's most important markets in the most economical way are swinging to ABC.

Thanks to ABC programming and spot sales representation, KECA, our most recently acquired station, had over five times the spot billing in 1945 that it had the year before. And ABC spot representation did a grand job for other than owned and

operated stations, too. WMAL, the Washington Star's station in the nation's capital, enjoyed a 25% increase in national spot sales over a banner 1944—and the American Pacific regional network had its spot billings upped 45.5%!

Last year was a big year for ABC spot sales offices. This year will be even bigger. But the thing that gratifies us more than anything is the fact that during 1945 we made so many new friends who will go along with us this coming year confident that we are able to do a job for them—and in that way help to make *their* 1946 successful.

American Broadcasting Company

OWNED AND OPERATED STATIONS REPRESENTED BY SPOT SALES OFFICES AT:

NEW YORK
33 West 42nd St.

CHICAGO
Civic Opera Building

SAN FRANCISCO
155 Montgomery St.

LOS ANGELES
1440 N. Highland Ave.

DETROIT
Fisher Building

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

STUART BART ADV.

114 E. 32nd St., New York
Tel.: Lexington 2-2323

Radio Dept.: Stuart Bart, radio director;
Frances Brown, timebuyer.

TED BATES INC.

630 Fifth Ave., New York 20
Tel.: Circle 6-9700

Radio Dept.: William R. Stuhler, vice president in charge of radio; Joy Clark, producer.
Los Angeles 28-1637 N. Vine. Tel.: Granite 3995. Paul Phillips, charge of office.

Radio Accounts: Carter Products Inc. (Carter's Little Liver Pills); Colgate-Palmolive-Pest Co. (Palmolive Brushless Shave Cream, Colgate Dental Cream); Continental Baking Co. (Wonder Bread, Hostess Cakes).

BATTEN, BARTON, DURSTINE & OSBORN INC.
383 Madison Ave., New York 17
Tel.: Eldorado 5-5800

Radio Dept.: Arthur Pryor Jr., vice-pres. in charge of radio; Wickliffe Crider, assistant director of radio; Frank Silvernail, radio business manager & head timebuyer; Gertrude Scanlon, local radio manager; Elenore Scanlon, Eunice Dickson, Lucille Vello, timebuyers. George Kondolf, chief story editor; F. A. Long, in charge of television; W. F. Moore, Wm. O'Donnell, A. D. Chiquoine Jr., L. H. Sherrill, Maurice Collette, J. D. Danforth, John Johns, Frank Mahoney, S. A. Harned, George F. Gouge, Oliver M. Presbrey, account executives identified with radio.
Boston 16-1220 Statler Office Bldg. Tel.: Hubbard 0430. Francis W. Hatch, vice-pres.
Buffalo 3-Rand Bldg. Tel.: Cleveland 7915.
Stanley P. Irvin, vice-pres.

Chicago 11-919 N. Michigan Ave. Tel.: Superior 9200. Robert B. Barton, vice-pres.
Cleveland 13-1515 Terminal Tower. Tel.: Prospect 3621. E. E. Haring, manager.
Detroit 26-Book Bldg. Tel.: Cherry 5572.
F. Plummer Whipple, manager.
Hollywood 28-1680 N. Vine St. Tel.: Hollywood 7337. Wayne Tiss, vice-pres.
Los Angeles 14-523 W. 6th St. Tel.: Michigan 1354. W. B. Geissinger, vice-pres.

Minneapolis 2-N. W. Bank Bldg. Tel.: Bridgeport 8381. J. C. Cornelius, exec. v. p. chg.
Western Offices: H. H. Haupt, vice-pres.
Pittsburgh 19-Grant Bldg. Tel.: Grant 8060.
Leon D. Hansen, vice-pres.

San Francisco 4-Russ Bldg. Tel.: Garfield 1017. C. H. Ferguson, vice-pres.

Radio Accounts: Armstrong Cork Co.; Continental Can Co.; E. I. Du Pont de Nemours & Co.; Ethyl Corp.; General Baking Co.; B. F. Goodrich Co.; Hoffman Beverage Co.; Nehi Corp.; N. Y. Telephone Co.; Penick & Ford, Ltd.; Reader's Digest Ass'n.; F. & M. Schaefer Brewing Co.; American Broadcasting Co.; Chamberlain Sales Corp.; M. J. B. Coffee; George A. Hormel & Co.; D. L. Clark Co.; Thayer Baby Carriages; M. J. B. Coffee; Wait & Bond, Inc.; United Fruit; Boston Edison Co.; Southern New England Telephone Co.; Underwood Co.; Wildroot Co.; Marine Midland Group Inc.; Household Finance Corp.; Marine Co. Inc.; General Electric Co.; Cresta Blanca Wine Co.; Golden State Co., Ltd.; Lyon Van & Storage; Western Auto Supply Co.; Cream of Wheat Corp.; Northwestern Bell Telephone; Fort Pitt Brewing Co.; U. S. Steel.
Television Accounts: Du Pont; Ethyl Corp.; General Electric; American Broadcasting Co.; B. F. Goodrich; Hamilton Watch; Nehi; Remington Arms; Wm. Carter Co.; Liberty Mutual Insurance Co.; Easy Washing Machine Corp.; Wildroot.

ADRIAN BAUER ADV.

1717 Sansom St., Philadelphia
Tel.: Rittenhouse 4331

Radio Dept.: Adrian Bauer, radio director.

BAYLESS-KERR CO.

Hanna Bldg., Cleveland 15
Tel.: Main 0917

Radio Dept.: H. D. Falls, account executive.
Radio Accounts: Cleveland Cleaner & Paste Co.

BEAUMONT & HOHMAN INC.

6 N. Michigan Ave. Chicago 2
Tel.: Central 4230

Radio Dept.: Guy Davis, radio director; Ray E. Cannon, production manager.
Atlanta 3-32 Peachtree St. NW. Tel.: Main 4770. J. J. Hanna, radio director.
Charleston 1-Knight Bldg. Tel.: 34-431. H. L. Lance, radio director.
Cleveland 14-NBC Bldg. Tel.: Cherry 3658.
T. R. McCabe, radio director.
Dallas 1-Tower Petroleum Bldg. Tel.: 2-5388.
Paul H. Leech, radio director.

Kansas City 6-1016 Baltimore Ave. Tel.: Victor 3063. Harvey Permon, radio director.

Detroit 26-Book Tower. Tel.: Cherry 4409.
Irene Bacon, radio director.

Los Angeles 13-816 W. 5th St. Tel.: Trinity 8173. Douglas R. Young, radio director.
New York 20-630 Fifth Ave. Tel.: Circle 6-7040. Ivan Bettiker, radio director.

Portland 4, Ore.-Pacific Bldg. Tel.: Beacon 5151. Elwood Enke, radio director.

San Francisco 4-Russ Bldg. Tel.: Garfield 0846.
H. D. Cayford, radio director.

Seattle 4-4th & Central Bldg. Tel.: Seneca 0066. Marl Bratoain, radio director.

JULIAN J. BEHR CO.

Dixie Terminal Bldg. Cincinnati 2
Tel.: Cherry 7635

Radio Dept.: I. Schifrin, radio director; J. J. Behr.

Radio Accounts: Goldsmith Chain Stores; L. M. Prince Co.; Premium Coal Co.

BENNETT, WALTHER & MENADIER INC.

69 Newbury St., Boston 16
Tel.: Kenmore 3820

Radio Dept.: Nelson Bennett, Edwin C. Whittemore, Frederick P. Walther, Jr., account executives.

Radio Accounts: Beacon Co.; Wesco Water-paints Inc.

BENSON & DALL

327 S. LaSalle St. Chicago 4
Tel.: Wabash 8435

Radio Dept.: Rolland J. Dooley, radio director.

BENTON & BOWLES INC.

444 Madison Ave., New York 22
Tel.: Wickersham 2-0400

Radio Dept.: Walter Craig, vice-pres. in charge of radio; Roland Van Nostrand, chief timebuyer; Ruth E. Jones, ass't. timebuyer. Herbert Leder, television director; Clarence B. Goshon, president; Frank Barton, business manager radio dept. N. Y.; Harold F. Dauglas, Bill Baker, Frank Smith, Michael E. Carlock, account executives.
Hollywood 28-Equitable Life Bldg. Tel.: Hillside 9151. Al Kaye, production chief, Mary Edith Stahl, manager.

Radio Accounts: Best Foods Inc. (Hellmann's Mayonnaise, H-O Oats, Presto Cake Flour, Nucoo); Can Mfrs. Institute; Florida Citrus Commission; General Foods Corp. (Maxwell House Coffee, Maxwell Instant Coffee, Post Toasties, Post's 40% Bran Flakes, Post's Raisin Bran, Baker's Chocolate, Diamond Crystal Salt, Certo, Sur-Jell, Log Cabin Syrup, Gaines Dog Food, Yuban Coffee); Procter & Gamble Co. (Ivory Snow, Velvet Skin, P&G White Laundry Soap); Prudential Insurance Co.; Labrofacts, Inc.

BERMINGHAM, CASTLEMAN & PIERCE INC.

136 E. 38th St., New York 16
Tel.: Lexington 2-7550

Radio Dept.: George C. Castleman, radio director.

Radio Accounts: Griffin Mfg. Co.; Conti Products Corp.; Berst-Forster-Dixfield Co.; E. Pritchard Inc.; Lewis Ltd.

BO BERNSTEIN & CO.

26 Custom House St., Providence 3
Tel.: Gaspee 6741

Radio Dept.: Victor Bernstein, Joseph M. Bernstein.

TED BERNSTEIN ASSOCIATES

51 Madison Ave., New York 10
Tel.: Murray Hill 5-3730

Radio Dept.: Theodore H. Bernstein, account executive; Beatrice Bross, timebuyer; Stanley Schulberg, script writer.

FRANK BEST & CO.

9 Rockefeller Plaza, New York 20
Tel.: Circle 7-6760

Radio Dept.: A. H. Van Buren, radio director; Irving Marks, vice president.

Radio Accounts: George W. Helme Co.; Prince George Hotel; H. Baron & Co.

BOB BETTS ADV.

First National Bank Bldg., Denver 2
Tel.: Main 6782

Radio Dept.: R. J. Betts, E. Whetstone.

Radio Accounts: Frontier Refining Co.; Denver Dairy Council; Carlson-Frank Co.; Joe Kavanaugh.

BIOW CO. INC.

9 Rockefeller Plaza, New York 20
Tel.: Circle 6-9300

Radio Dept.: Stanley Josseloff, radio director; John D. Hymes, business and station relations mgr.; Ward Byron, Eastern production mgr.; Lucille Wabster, talent buyer and office mgr.; C. H. Snyder, Bulova station relations; Arthur Goldman, W. E. Rigel, Sam Sutter, E. J. Rosenwald, account executives; Harry Spears, television director.

San Francisco-485 California St. Tel.: Garfield 4854. John Alden, manager.

Hollywood 28-6111 Sunset Blvd.. Tel.: Hempstead 2377. Wm. Rousseau, radio executive.

Radio Accounts: Eversharp Inc.; Philip Morris & Co.; Lady Esther Ltd.; Roma Wine Co.; Procter & Gamble Co. (Teel Dentrifine, Lava Soap); Bulova Watch Co.; Hills Brothers Co.; Schenley Distillers Corp.; Son-Nap-Pak Mfg. Co.

HILL BLACKETT & CO.

221 N. LaSalle St., Chicago 1
Tel.: State 0950

Radio Dept.: Priscilla Blackett, radio director Frank Reed, timebuyer; Russ Young, production.

BLACKSTONE CO.

221 W. 57th St., New York 19
Tel.: Circle 7-4915

Radio Dept.: Jack Steiner, radio director; Jesse Sandler, Paul Zosmer, scripts; M. Rodman, timebuyer; Jack Steiner, Charles Kondla, Mortimer Curtis, Jean Epstein, Robert Towers, account executives.

Radio Accounts: The Brass Rail; Capocabana, Rogers' Corner; Zanzibar; Simon Adler Restaurants; Hotels of Sullivan Co.; Eureka Shipbuilding Corp.; Smith Bros. Ice Cream.

BLAINE-THOMPSON CO.

234 W. 44th St., New York 18
Tel.: Bryant 9-2480

Radio Dept.: Marlo Lewis, vice-president in charge of radio and television; Richard Ash, radio director & timebuyer.

Radio Accounts: Sharp & Shearer; Greenberg Publishers; Warner Bros. Pictures; Select Theatres Corp.

BLAKEMORE CO.

Insurance Exchange Bldg., Des Moines 9
Tel.: 2-0221

Radio Dept.: Paul Blakemore, president and account executive; J. S. Hurley, vice president and account executive.

BLAKER ADV. AGENCY

501 Madison Ave., New York 22
Tel.: Eldorado 5-7563

Radio Dept.: Jean Zipser, radio director & timebuyer; Helen Nash, Harold Tuers, account executives.

Radio Accounts: Stahl-Meyer Inc.; Sell's Planned Foods Inc.; Elizabeth Arden.

CHARLES BLUM ADV.

1120 Spruce St., Philadelphia 7
Tel.: Pennypacker 4424

Radio Dept.: Charles Blum, radio director.

BLUMBERG & CLARICH

31 Union Sq., New York 3
Tel.: Algonquin 4-0897

Radio Dept.: H. Blumberg, J. S. Clarich.

W. EARL BOTHWELL ADV. AGENCY

600 Grant St., Pittsburgh 22
Tel.: Court 1488.

Radio Dept.: H. B. Troutman, radio director; Barbara Frankel, Barbara Smith.

Radio Accounts: P. Duff & Sons Inc. (Duff's Mixes); Boyle-Midway (3-In-One Oil); (Plastic Wood); American Home Products; Christian & Co. (Chef Poulin Chicken products); Frank & Seder; John M. Roberts & Sons Co.

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San Francisco 4-Russ Bldg., Tel.: Exbrook 7565

Los Angeles 14-629 S. Hill St. Tel.: Michigan 1427. Tom Morris, manager.

New York 1-Empire State Bldg. Tel.: Bryont 9-4845.

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Fisher Bldg., Detroit 2
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Radio Dept.: S. G. Boynton, president; L. C. Boynton, vice-president; Larry Payne, program director; V. Cary Hancock, sec'y; D. Dearth, treasurer.

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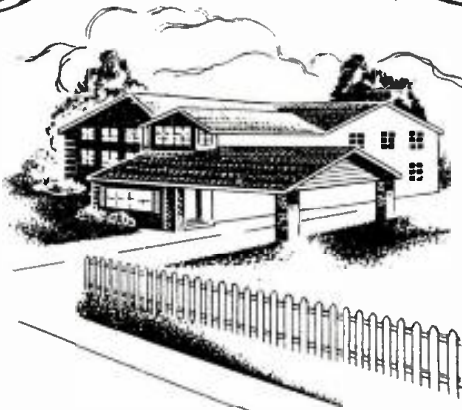
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Radio Accounts: Leaf Gum Co., Chicago Hearst-American; Society of American Florists; Donte Candy Co.; Golder Mfg. Co.; Falcon Comerco Co.; E. Greenebaum & Co.

ARTHUR BRAITSCHE ADV.

Hospital Trust Bldg., Providence 3
Tel.: Dexter 5313

Radio Dept.: Arthur Braitsch, director; John A. Lorimer, timebuyer, account executive; Norma Black, secretary.

J. CARSON BRANTLEY ADV. AGENCY

Owen Bldg., Salisbury, N. C.
Tel.: 900

Radio Dept.: J. Carson Brantley, radio director; A. N. Cheney, timebuyer.

Radio Accounts: Stanback Co., Salisbury; Duke Power Co.; Charlotte; Owen Drug Co., Salisbury.

BRESNICK & SOLOMONT

216 Tremont St., Boston 16
Tel.: Liberty 7731

Radio Dept.: Oscar Bresnick, timebuyer.

Radio Accounts: Suffolk Co-operative Federal Savings; Dawson's Brewery.

R. C. BRETH INC.

310 Pine St., Green Bay, Wis.
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Radio Dept.: R. C. Breth, president; Russel Spoor.

Radio Accounts: Home Mutual Ins. Co.; Western States Mutual Auto Ins. Co.; Brillion Iron Works Inc.

BRUCE B. BREWER & CO.

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Radio Dept.: Bruce B. Brewer, Quentin V. Brewer, partners; M. L. Henderson, W. J. Woods, account executives. Elizabeth S. Pierce, asst. account executive.

Radio Accounts: Skinner Mfg. Co.; Nutrena Mills; Faultless Starch Co.; Cook Paint & Varnish Co.; Western Auto Supply Co.; Arbee Food Products Co.; Katz Drug Co.; Rockwell Labs.; Cherntest Labs.

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Radio Accounts: Davidson Bros. Corporation.

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Radio Dept.: Marie Eaton, buyer; Gene Goldsmith, producer; Charles Gabriel, Weston Settlement, Walton Burdum, Emil Brisacher, account executives.

New York 17—250 Park Ave. Tel.: Plaza 8-1634. James P. Derum, manager.

Los Angeles 15—Petroleum Bldg. Tel.: Prospect 9368. R. T. Van Norden, vice-pres.

Radio Accounts: S&W Fine Foods, Inc. (Pacific Coast); Acme Breweries (N. Cal.); Dr. Raymond Shane; Nicholas Johnston Studios; Standard Beverages; Shasto Water Co., Miracle Foam.

BROADCAST ADV. CO.

3055 Wilshire Blvd., Los Angeles 5
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Radio Accounts: Haven Of Rest, Hollywood; Floyd B. Johnson's King's Ambassadors Broadcast; Grace Dotson Bible Lessons; Calvary Assembly of Ingewood; Friside Bible Talks of Portland; Otho Schwab.

BROADCAST ADVERTISING INC.

8 Newbury St., Boston 16
Tel.: Kenmore 0854

Radio Dept.: J. E. Murley, pres. & treasurer. J. J. Manning, mgr. & account executive, Marjorie Mills, Eugene P. Gieringer, production.

Radio Accounts: R. G. Sullivan Inc.; Liggett Drug Co.; Hy-Trous Sales Co.; The Marjorie Mills Hour; The Yankee Kitchen.

BROOKES & SONS CO.

801 S. Wells St., Chicago 7
Tel.: Morrison 9470

Radio Dept.: Marguerite Heinrichs, radio director.

Radio Accounts: Gulbransen Co.

BROOKE, SMITH, FRENCH & DORRANCE

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Tel.: Columbia 0860

New York 17—52 Vanderbilt Ave. Tel.: Murray Hill 6-1800.

BROOKS ADV. AGENCY

416 W. 8th St., Los Angeles 14
Tel.: Trinity 0558

Radio Dept.: A. R. Brooks, Ann Miller, Ann Fernanin.

Radio Accounts: Bekins Van & Storage Co., Golden West Food Products Co., Hartford Despatch & Warehouse Co.

S. M. BROOKS ADV. AGENCY

Union Nat'l Bank Bldg., Little Rock, Ark.
Tel.: 2-1874

Radio Dept.: Earl L. Saunders, vice-president and radio director.

Radio Accounts: Colonial Baking Co., Arkansas Power & Light Co.

C. FRANKLIN BROWN & CO.

20 N. Wacker Drive, Chicago 6
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Radio Dept.: O. Gygl, radio director; C. F. Brown, owner.

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E. L. BROWN ADV.

1606 Walnut St., Philadelphia 3
Tel.: Pennypacker 7310

Radio Dept.: Irwin W. Salomon, radio director; Ernest Greenfield, timebuyer.

BURTON BROWNE ADV.

619 N. Michigan, Chicago 11.
Tel.: Del. 8300

Radio Dept.: T. Bryce Spruill, timebuyer; Frank Tyson, Paul D. Bezzalian, Burton Brown, Frank Walsh, E. J. Conlon, account executives.

Radio Accounts: Raytheon Mfg. Corp.

FRANKLIN BRUCK ADV. CORP.

1270 6th Ave., New York 20
Tel.: Circle 7-7661

Radio Dept.: M. J. Klienfeld, radio director, Roe Elbroch, timebuyer.

Los Angeles 46—2382 Nichols Canyon Road. Tel.: Gladstone 8485. Howard Blake, program director.

Radio Accounts: North American Accident Ins. Co.; Croton Watch Co., Rosenau Bros.; Walter H. Johnson Candy Co., Chicago.

BUCHANAN & CO.

1501 Broadway, New York 18
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Chicago 11—919 N. Michigan Ave. Tel.: Delaware 5522.

Los Angeles 13—427 W. Fifth. Tel.: Mutual 6316. Jack Gale, radio director.

San Francisco—115 Montgomery St. Tel.: Yukon 2802.

Beverly Hills—9538 Brighton Way. Tel.: Bradshaw 2-1162.

Radio Accounts: The Texas Co.; Rainier Brewing Co.

BUCHANAN-THOMAS ADV. CO.

412 S. 19th St., Omaha 2
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Radio Dept.: Adam Reinemund, radio director and account executive; C. Coe Buchanan, J. C. Buchanan, L. H. Thomas, Robert Savage, account executives.

THE BUCHEN CO.

400 W. Madison St., Chicago 6
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Radio Dept.: Herbert K. Butz, Martin G. Reynolds.

Radio Accounts: Wood Conversion Co.; Michigan Nail. Bank; Crane Co.

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Radio Dept.: Earl A. Buckley, radio director.

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Hollywood 28—Equitable Bldg. Tel.: Hempstead 7311. H. L. Hulstebus.
New York 22—743 Fifth Ave. Tel.: Plaza 5-2772. Paul C. Harper, manager.

Radio Accounts: Jacques Mfg. Co.; American Meat Institute; Pure Oil Co.; Brown Shoe Co.; Pillsbury Mills; Sheffard Cheese Co.

BUSBEY ADVERTISING AGENCY

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Radio Accounts: Burkhardt Brewing Co.; Herberich-Holl-Marter, Service Delivery Co.

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203 E. Broad St., Columbus 15
Tel.: Main 3276

Radio Dept.: Joel M. Burghalter, radio director.

RICHARD W. BYRNE ADV.

57 Post St., San Francisco
Tel.: Exbrook 5183

Radio Dept.: Richard W. Byrne.
Radio Accounts: Morin Dairymen's Milk Co., Ltd.

BYRUM ADV. AGENCY

1829 Champa St., Denver 2
Tel.: Taber 7745

Radio Dept.: Russell Byrum, owner.
Radio Accounts: Purity Creameries Inc.

C

HAROLD CABOT & CO.

24 Milk St., Boston 9
Tel.: Hancock 7690

Radio Dept.: James Byrnes, Polly Brown, time-

buyers: Donald D. Douglass, Russell Hunt, Edward F. Chase, Harvey A. Fard, William H. Ganick.

Partland, Me.—120 Exchange St. Tel.: 3-5962. Frank R. Black, vice-pres., Richard I. Miller.

Radio Accounts: Douglas Shoe Co.; H. P. Hood & Sons; Boston & Maine R. R.; Miller & Hollis, Inc., Saco.; Lowell Shops. Radio Station WGAN.

CADDEN-ALLEN ADV. AGENCY

203 S. Court, Montgomery, Ala.
Tel.: Dial 4468

Radio Dept.: John S. Allen.

CAHN, MILLER INC.

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Radio Accounts: Popular Club Gingerale; Jarman Motors; Fraternity Federal Building and Loan Co.; Read Drug & Chemical Co.; May Co.; Elite Laundry; Vermont Federal B. & L.

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247 Park Ave., New York 17
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Radio Dept.: R. P. Clayberger, manager radio & television; Chester H. Miller, director of programs; Thomas H. Young, asst. manager.
Chicago 1—333 N. Michigan Ave. Tel.; Randolph 3831. R. A. Washburn, manager.

Radio Accounts: Oakite Products Inc.; Stakeley-Van Camp Inc.; George Weston, Ltd.

CALLO-McNAMARA, SCHOENEICH INC.

349 E. 149th St., New York 51
Tel.: Mott Haven 9-6300

Radio Dept.: Joseph F. Callo, president; J. A.

McNamara, George C. Schoeneich, vice-presidents; Paul G. Kelly, Marion Hayden.

Radio Accounts: Rogers Department Store; Bronx County Trust Co.; LaValle Beauty Salons.

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Omaha—1504 Dodge St. Tel.: Jackson 1107. L. M. Branch, vice-president; David P. Lewis, account executive.

Los Angeles—412 W. 6th St. Tel.: Mutual 4143. A. M. Caron, manager.

New York—535 Fifth Ave. Tel.: Lexington 2-0850. Hudson Meyer, vice-president.

Radio Accounts: Chicago & North Western Railway; Union Pacific Railroad.

CARL CALMAN INC.

55 W. 42nd St., New York
Tel.: Wisconsin 7-1005

Radio Dept.: Carl Calman, radio director & timebuyer.

D. T. CAMPBELL INC.

222 W. Adams St., Chicago 6
Tel.: State 2713

CASTLE-POWER INC.

568 Moccabees Bldg. Detroit 2
Tel.: Temple 1-1700

Radio Dept.: R. H. Powell, manager; James Russell, J. Burbank, account executives.

Radio Accounts: Sears Roebuck & Co.; Crowley Milner & Co.; Richland Furs, Inc.; Detroit Gasket & Mfg. Co.; Marvel Tool & Machine Co.; Advance Laboratories; New Bacon Mfg. Co.; Edgar A. Murray Co.; Chrysler-Detroit Co.; Mutual Benefit Health Accident Assoc.; The Karez Co.; Gordon Service, Inc.; Sid Savage Motor Sales; Graf Farm Equipment Co.; Ben Meredith Motor Sales; Society of Good Neighbors; Grotes Motor Sales; Highland Chevrolet Co.; Motor City Tire Service; Bethesda Missionary Temple; Rev. R. Poul Miller.

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General Motors Bldg., Detroit 2.
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Radio Dept.: J. J. Hartigan, vice president; R. F. Field M. A. Hollingshead, F. J. McGinnis.

New York 20, Eastern Airlines Bldg., Tel.: Circle 7-6383.

Chicago 1, Carbide & Carbon Bldg., Tel.: Central 1946.

Los Angeles 15, 714 W. Olympic Blvd., Tel.: Richmond 6204.

Olympic Blvd., Tel.: Richmond 6204.

Radio Accounts: General Motors Corporation; Chevrolet Motor Division; The Detroit Edison Company.

CAMPBELL-MITHUN, INC.

Northwestern Bank Bldg., Minneapolis 2
Tel.: Atlantic 3231

Radio Dept.: L. M. Knopp, radio director.

Chicago 11—919 N. Mich. Ave., Tel.: Delaware 7553. Jack Rheinstrom, vice pres.; Louis Knopp, radio director; Arthur H. Lund, timebuyer.

CAMPBELL-SANFORD ADV.

1105 Chester Ave., Cleveland 14
Tel.: Prospect 4391

Radio Dept.: Jay P. Garlough, vice-president.

Chicago 5—608 S. Dearborn St. Tel.: Wabash 6770. William Smith, manager.

New York 17—342 Madison Ave. Tel.: Murray Hill 2-8397. Conklin Mann, manager.

SOLIS S. CANTOR ADV.

1600 Walnut St., Philadelphia 3
Tel.: Pennypacker 1626

Radio Dept.: Solis S. Cantor, president and account executive, Erwin Weiner.

Radio Accounts: David T. Robinson Co., Duval, Comac Baths.

RAY CARR ORGANIZATION

Citizens Bank Bldg., Portland 14
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Radio Dept.: George M. Couche, production manager; Robert L. Leaming, account executive.

CARTER ADVERTISING AGENCY INC.

609 Minnesota St., Kansas City 12, Kan.
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Radio Dept.: W. G. Rowe, account executive & radio director; Allan Chapman, radio writer.

Kansas City 6—912 Baltimore Ave., Tel.: Harrison 1356; Miss Lee Hall, asst. director & writer.

Radio Accounts: Helzberg's; Rubkton Baking Co.

R. H. CARY INC.

Liberty Bldg., Des Moines 9
Tel.: 4-0375

Radio Dept.: Fred A. Reed, radio director; R. H. Cary, president and chief timebuyer; Helen La Valle, timebuyer; A. W. Little, account executive.

Radio Accounts: Des Moines Ice and Fuel Co.; Hawkeye Casualty Co.; Oswein Chemical Co.; Thompson Hybrid Corn Co.; Lo Vere Co.; Duffy Tire Co.

CECIL & PRESBREY INC.

247 Park Avenue, New York 17
Tel.: Wickersham 2-8200

Radio Dept.: Thomas G. Sabin, director radio, television, public relations.

Radio Accounts: Block Drug Co.; G. Washington Broths; Boots Aircraft Nut Corp.

Television Accounts: Ronsan Lighters; Lamont-Corliss; Nestles Chocolate; Trencher Furs, Inc.; Boots Aircraft Nut Corp.

CENTRAL ADV. CORP.

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Radio Dept.: G. Vance Smith, director.

Radio Accounts: Indianapolis Power & Light Co.

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Radio Accounts: Mack Drug Co.

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Radio Dept.: Simon Levin, radio director.

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1204 S. Hill St., Los Angeles 15
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Radio Dept.: Willis Grant.

San Francisco 3—218 Grant Bldg., 1095 Market St., Tel.: Hemlock 9736. L. W. Allen.

DARWIN H. CLARK

541 S. Spring St., Los Angeles 13
Tel.: Michigan 6021

Radio Dept.: M. L. Gowans, radio mgr.; Karl Lott, Jr., account executive.

Radio Accounts: Anacole Robbins, Inc., Cosmetics; Standard Federal Savings & Loan Assn.; Union Rescue Mission, Los Angeles Federal Savings & Loan Association; Los Angeles Escrow Company; Saturday Night Jubilee.

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Radio Dept.: Richard Cole, account executive.

Radio Accounts: Nebraska Savings & Loan Assn.; Tekseed Hybrid Corn Co.; The Adams Co.

HOLDER MORROW COLLIER INC.

35 E. Wacker St., Chicago 1
Tel.: Central 4162

Radio Dept.: Holder M. Collier, president; E. J. Weinstock, vice president; George S. Lannan, account executive.

Radio Accounts: Carolina Coach Co., Raleigh; Santa Fe Trail Transportation Co., Wichita.

COMMERCIAL BROADCASTERS

188 W. Randolph, Chicago 1
Tel.: Dearborn 0203—0533—1414

Radio Dept.: Dave Edelson, senior partner; Michael Edelson, junior partner; Catherine (Kay) O'Heran, timebuyer.

Radio Accounts: Colosimos Club; Macomba Club; Via Laga; Club Charming; Nameless Cafe; Bluebird System Bus.

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Retail Sales	\$36,835,000
No. of Retail Stores	2,302
(1940 Market Data)	

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Radio Accounts: Bislari Co. Inc.; Cumberland Dairy Products Co.; La Rosa & Sons.

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Detroit 2-New Center Bldg. Tel.: Trinity 1-2200. R. W. Heizer, manager.

Kansas City 6-Land Bank Bldg. Tel.: Harrison 8102. Marrell Boyce, manager.

Milwaukee 2-411 E. Mason St. Tel.: Morquette 2778. Harry Scott, manager.

Hollywood 28-6253 Hollywood Blvd. Tel.: Hollywood 8107. Murray Bolen, manager.

Cincinnati 2-Gwynne Bldg. Tel.: Parkway 6961. Robert P. Marsh, manager.

Radio Accounts: Procter & Gamble Co.; Allis Chalmers Mfg. Co.; Socony-Vacuum Oil Co.; The Wheatena Corp.; The Goodyear Tire & Rubber Co.; William S. Scull Co.

THE CONDON CO., INC.

Rust Bldg., Tacoma 2, Wash.
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Radio Dept.: Roscoe A. Smith, radio director.

Radio Accounts: California Florists; Cornmarano Bros. Bottlers; Century Ballroom; Crown Drug Store; Double Cola Co.; Eastern Outfitting Co.; Jordan Baking Co.; Maxwell Petroleum Co.; Puget Sound National Bank; Tacoma City Light; Pennsylvania Salt Co.

THE CONNOR COMPANY

544 Market St., San Francisco (4)
Tel.: Yukon 0196

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Majestic Bldg., San Antonio 5
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Radio Dept.: Robert G. Coulter, director & timebuyer.

COWAN & DENGLER INC.

527 Fifth Ave., New York 17
Tel.: Murray Hill 2-0940

Radio Dept.: A. Marie Maus, radio director and timebuyer.

Radio Accounts: American Agricultural Chemical Co.; Isbrandtsen-Moller Co., Inc.

CHET CRANK CO.

756 S. Broadway, Los Angeles 14
Tel.: Tucker 6131

Radio Dept.: Chet Crank, owner and radio director.

Radio Accounts: J. V. Baldwin Motor Co.

CRAVEN & HEDRICK

522 Fifth Ave., New York 18
Tel.: Murray Hill 2-5010

Radio Dept.: Paul H. Hedrick, radio director & timebuyer.

Radio Accounts: The Marlin Firearms Co.

CRITCHFIELD AND CO.

720 N. Michigan Ave., Chicago 11
Tel.: Superior 3061

Radio Dept.: E. P. Nesbitt, account executive.

Radio Accounts: Crow's Hybrid Corn Co.

CROMWELL ADV.

122 E. 42nd St., New York 17
Tel.: Murray-Hill 3-0616

Radio Dept.: Jerry Law, radio & television director, account executive; Sally Lowe, J. J. Pollack, account executives.

SAMUEL C. CROOT CO.

28 W. 44th St., New York 18
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Radio Dept.: Donald B. Bront, vice-president; Elvo Willoschat, asst.

ARTHUR CROSBY SERVICE

516 Fifth Ave., New York 18
Tel.: Murray Hill 2-2618

Radio Dept.: B. F. Landsman, manager.

CRUTTENDEN & EGER

64 E. Lake St., Chicago 25
Tel.: Central 7830

Radio Dept.: Patrick Shannon, account executive, talent & television director; Harry C. Pick, timebuyer.

Radio Accounts: Admiral Corp.; Klein's Sporting Goods; B/G Foods Inc.

CUMMINGS, BRAND & McPHERSON

Gas-Electric Bldg., Rockford, Ill.
Tel.: Main 1806

Radio Dept.: E. M. Cummings, manager;

Radio Accounts: Keig-Stevens Baking Co.; Smith Oil & Refining Co.

D

DANCER-FITZGERALD-SAMPLE, INC.

221 N. LaSalle St., Chicago 1
Tel.: State 3800

Radio Dept.: Roy Winsor; George Stellman; James West; Carl Stanton; J. James Neale. Ed Gordon, television director.

New York 17-247 Park Ave. Tel.: Wickersham 2-4200. Carl Stanton, radio supervisor.

Hollywood 28-1680 N. Vine St. Tel.: Hempstead 0716. Alvin Kabaker, manager.

Toronto 1-6 King St. Tel.: Adelaide 2851. Gilbert Nunns, manager.

Radio Accounts: American Home Products Corp.; Sterling Drug, Inc.; Falstaff Brewing Corp.; The Procter & Gamble Co.; General Mills Inc.

MAXWELL DANE INC.

113 W. 57th St., New York 19
Tel.: Columbus 5-4990

Radio Dept. Maxwell Dane, president.

Radio Accounts: Hygrade Food Products Corp.

D'ARCY ADV. CO.

Missouri Pacific Bldg., St. Louis 3
Tel.: Central 6700

Radio Dept.: A. L. Lee, chairman of the board.

Cleveland 3-Terminal Tower. Tel.: Cherry 0158.

New York 22-515 Madison Ave. Tel.: Plaza 8-2600. Paul Louis; Frank Ott.

Toronto, Ont.-90 Broadview St. Tel.: Gladstone 4651. Grammont P. Altenbernd.

Radio Accounts: Coca-Cola Co., Atlanta; Coca-Cola Bottling Co. of Minn.; Coca-Cola Co. of Canada, Ltd.

JIMM DAUGHERTY INC.

706 Chestnut St., St. Louis 1
Tel.: Main 0790 and 0791

Radio Dept.: James M. Dougherty, president.

Radio Accounts: Blanke-Bear Extract & Preserving Co.; Hydrox Ice Cream; Pepsi-Cola Bottlers of St. Louis; St. Louis Dairy Co.

DAVID INC.

1st Nat'l. Bank Bldg., St. Paul 1
Tel.: Garfield 3872

Radio Dept.: Catherine Cooke, radio & television director; Betty Nelson, Judy Corning, programs; Q. J. David, R. H. David, M. E. Kennedy, account executives.

Radio Accounts: Weyand Furniture Store; Chicago & North Western Railway System; Staff Briquets; First National Bank; Schuermans Inc.; Kellogg Mills & Central Cooperative Shippers.

DAVIES & MCKINNEY

G. Daniel Baldwin Bldg., Erie, Pa.
Tel.: 23-348

Radio Dept.: A. J. Davies, C. E. McKinney, account executives.

W. H. DAVIS ADV.

P. O. Box 1897, Asheville, N. C.
Tel.: 1245

Radio Dept.: W. H. Davis, account executive. Radio Accounts: Biltmore Dairy Farms; The Man Store.

DAVIS PRESS INC.

44 Portland St., Worcester B, Mass.
Tel.: 4-4114

Radio Dept.: R. M. Spencer, account executive.

Radio Accounts: Worcester County Institution for Savings; Sheraton Hotel.

DAVIS & BEAVEN

523 W. Sixth St., Los Angeles 14
Tel.: MI 3908

Radio Dept.: Jerry Coleman, radio director; Robert J. Davis, Herb R. Beaven, account executives.

Radio Accounts: Scudder Food Products; Wilson & Co.; Squirt Co.; Porlyn, Ltd.; Fruit Industries, Ltd.

FRANK T. DAY INC.

729 Boylston St., Boston 16
Tel.: Ken-more 4854

Radio Dept.: Frances B. Day, president & treasurer.

JOHN L. de BRUEYS ADV.

Ben Milam Hotel, Houston 1
Tel.: Capitol 2241

Radio Dept.: John L. de Brueys, account executive.

ROBERT F. DENNIS INC.

219 W. Seventh St., Los Angeles 14
Tel.: Trinity 2458

Radio Dept.: Robert F. Dennis, president & account executive; W. C. Jeffries, vice-president & account executive.

Radio Accounts: Morris & Frank; Taylor-Rea Corp.; Warner Jewelry Co.; Standard Homeopathic Co.; Independent Druggists of California.

CRAIG E. DENNISON ADV.

225 N. Michigan Ave., Chicago 1
Tel.: Randolph 0040

Radio Dept.: Helena Sullivan, radio director. Radio Accounts: Alden's mail Order; Kungshalm Sweden House Cookies.

DEVINE ADV. AGENCY INC.

1457 Broadway, New York 18
Tel.: Wisconsin 7-0056

Radio Dept.: J. J. O'Hearne, radio director & timebuyer.

THE ZAN DIAMOND CO.

475 Fifth Ave., New York 17
Tel.: Murray Hill 3-4350

Radio Dept.: Zan Diamond radio director, timebuyer.

DICKLOW ADV. AGENCY

Liberty Bank Bldg., Dallas 1
Tel.: Central 8295

Radio Dept.: Irene Scott Dicklow, radio timebuyer.

DIENER & DORSKIND

147 W. 42nd St., New York 18
Tel.: Bryant 9-8300

Radio Dept.: S. O. Lipset, director; Benjamin Dorskind, Nathan Diener, account executives.

Radio Accounts: Collins Self-O-Lac floor Wax; I. J. Fox; Krall Bros.; Paragon Oil Co.; Keen Sight Optical Service.

DIXIE ADVERTISERS

Lampton Bldg., Annex, Jackson, Miss.
Tel.: 3-6383

Radio Dept.: George W. Godwin, owner; Herbert Carver, George L. Sugg, account executives.

DOE-ANDERSON ADV. AGENCY

Martin Brown Bldg., Louisville 2
Tel.: Wabash 3193

Radio Dept.: Elmer H. Doe, Warwick Anderson, account executives.

DOHERTY, CLIFFORD & SHENFIELD INC.

350 Fifth Ave., New York 1
Tel.: Bryant 9-3140

Radio Dept.: Chester MacCracken, radio & television director; John Mullen, head of commercial writing dept.; Helen Wilbur, timebuyer; Richard Fehr, publicity director; Edward Palo, producer.

Radio Accounts: Bristol Myers Co.; Ipana Toothpaste; Vitalis; Ingram Shaving Cream; Mum; D. D. Tooth Brushes.

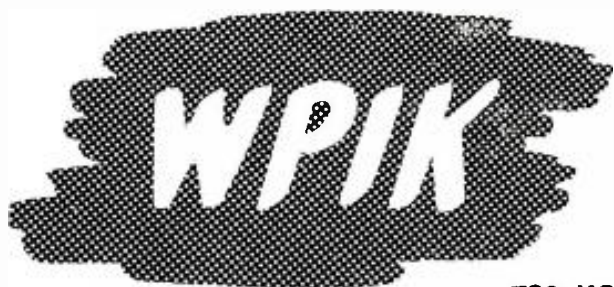
RALPH L. DOMBROWER CO., INC.

Dombrower Bldg., Richmond 19, Va.
Tel.: 3-111-3

Radio Dept.: J. C. Fulmer, director.

Radio Accounts: Southland Wines, Inc.; Elors Products, Inc.

PRESENTING



730 KC

"A New Voice With New Ideas . . ."

Serving
Northern Virginia and the
Nation's Capital from
Sunrise to Sunset!

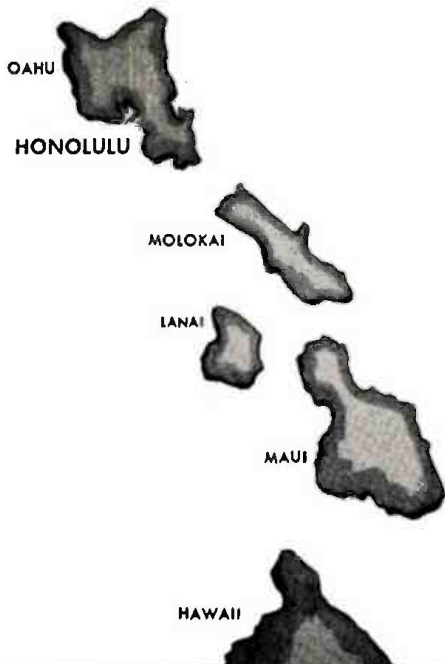
Joseph H. McGillvra
National Representative



760 Kc.
2500 W.

KAUAI

FOR FULL COVERAGE OF HAWAII



For 23 years, KGU has given continuous broadcasting service—the best programs and the biggest names in radio—to the ever expanding Hawaiian market.*

* CIVILIAN POPULATION — 502,122

Territorial Board of Health Estimates, July 1, 1945

RETAIL SALES	}	1944	\$386,426,009
		1945 (9 Mo.) . . .	\$318,913,557

Based on Sales Tax Collections

NBC IN THE PACIFIC SINCE 1931



Affiliated with

THE HONOLULU ADVERTISER

Represented by

THE KATZ AGENCY, INC.

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

DONAHUE & COE INC.
1270 Sixth Ave., New York 20
Tel.: Calumhus 5-4252
Radio Dept.: Carl Rigrod, director motion picture division; Betty Barrett, Thomas H. Lynch, timebuyers.
Radio Accounts: Grove Laboratories Inc.; American Cyanamid Co.; Angostura-Wupperman Corp.; Southland Coffee Co.; Metro-Goldwyn-Mayer Pictures; Loew's Theaters, Inc.; Republic Pictures; Radio City Music Hall; Dr. Scholl Mfg. Co.; Herald Tribune; De Laval Separator Co.; J. R. Wood & Sons.

W. B. DONNER & CO.
505 Washington Blvd., Detroit 26
Tel.: Cherry 0244
Radio Dept.: Naiph Abadoher, radio director; Kay Heron, Dorothy Oldham, copywriters; Charles F. Rosen, Julian Grace, account executives.
Radio Accounts: Famous Cleaners & Dyers Inc.; Federal Dept. Stores; Tool Shop Sporting Goods Co.; Lords Jewelers; Gruen Watch Co. (Dealer Helps); Marks Furs; Penathol Laboratories; Speedway 79 Gas; Kants Jewelers.

DORLAND INTERNATIONAL-PETINGELL & FENTON
247 Park Ave., New York 17
Tel.: Eldorado 5-2685
Radio Dept.: Mildred Fenton, consulting radio director; Bernice Newton, timebuyer; Arthur F. Connolly, vice-pres., export radio director; Carlos Cabrera, export radio timebuyer.
Radio Accounts: Caintrau Wines; Cohama Fabrics; Pinoud Perfumes; Woodrow Hats; Sarnoff-Irving; Cotillion Gloves.

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JOHN C. DOWD INC.
Park Square Bldg., Boston 16
Tel.: Hubbard 8050
Radio Dept.: Gerard Slattery, timebuyer.
Radio Accounts: Martin L. Hall Co.; K. J. Quinn & Co., Inc.; Liggitt Drug Co., Inc.; Wm. Filene's Sons Co.; Atlantic Coal Co.; Lamson & Hubbard; Albany Carpet Cleaning Co.; Clinton Clothing Mfg. Co.; M. A. Hanna Co.

DOYLE, KITCHEN & McCORMICK INC.
501 Fifth Ave., New York 17
Tel.: Murray Hill 2-4563
Radio Dept.: E. S. Green, radio director & timebuyer.

DOYNE ADVERTISING
Warner Bldg., Nashville 3
Tel.: 6-0811
Radio Dept.: George W. Doyme.

MONROE F. DREHER INC.
30 Rockefeller Plaza, New York 20
Tel.: Circle 6-6675
Radio Dept.: Helen Burst, radio director and timebuyer; Alvin Hatfield, account executive.
Radio Accounts: Pittsburgh Milk Co.; Strem Studios; Protected Steel Products; Royal Bedding Co. (American Beauty Mattress); James Austin Co.; Allegheny County Republican Executive Committee.

JIM DUFFY CO.
35 E. Wacker Drive, Chicago 1
Tel.: Randolph 4827
Radio Dept.: James A. Duffy, president; Betsy Tyroler, timebuyer.
Radio Accounts: Ambrasia Brewing Co.; Consumers Co.; George S. May Co.; Soy Food Mills Inc.; Dale Dance Studios.

DUNDEE & FRANK INC.
64 West 48th St., New York 19
Tel.: Langacre 3-1633
Radio Dept.: Ben Frank, radio director & timebuyer.

duPONT & CAHALIN INC.
145 State St., Springfield 3, Mass.
Tel.: 3-7889
Radio Dept.: J. Harold Cahalin, radio director & timebuyer.

ROY S. DURSTINE INC.
730 Fifth Ave., New York 19
Tel.: Circle 6-1400
Radio Dept.: Richard L. Eastland, radio director; Maurice J. Candan, associate radio director; A. T. Gardiner, timebuyer; Roy Gardon, Frank Dyson, account executives; Charles Newcomb, radio department.

Cincinnati 2-2108 Carew Tower. Tel.: Cherry 0032. Fred Kommann, manager.
Chicago 1-330 N. Michigan Ave. Tel.: Dearborn 2373. Ellis Travers, manager.
Radio Accounts: Crosley Corp.; Edelbrau Brewery Inc.; Mason Au & Magenheimer Confectionery Co.; S. A. Schanbrunn & Co. (Savorin Coffee); Philip Carey Mfg. Co.; Clair Co.

E

EASTBURN-SIEGEL
623 Spring St. N.W., Atlanta 3
Tel.: Vernon 4707
Radio Dept.: Sam Scheinman.
Radio Accounts: Coca Cola Bottling; Lane Drug; Atlanta Title; Lenc Studios; Bank of Atlanta; Orkin Exterminating.

EASTERN ADV. AGENCY
122 E. 42nd St., New York
Tel.: Murray Hill 5-9143
Radio Dept.: J. R. Kupsick, radio director & timebuyer.

FRED H. EBERSOLD INC.
20 N. Wacker Drive, Chicago 6
Tel.: Franklin 0106
Radio Dept.: B. B. Pope, director.

E. S. EDMONDSON CO.
1700 Walnut St., Philadelphia 3
Tel.: Pennypacker 0881
Radio Dept.: E. S. Edmondson, radio director.

ROY ELLIOTT CO.
25 Huntington Ave., Boston 16
Tel.: Kenmore 7974
Radio Dept.: Roy D. Elliott, timebuyer.

ELLIS ADVERTISING CO.
Rand Bldg., Buffalo 3
Tel.: Cleveland 0422
Radio Dept.: David Hale, radio director; Henry J. Weil, Stephen Gotthelf, Harry Goldberg, account executives.
New York—33 W. 42nd St. Tel.: Langacre 5-1567. John W. Cullner, manager.
Toronto—74 King St. E. Tel.: Waverly 3438. Abbey A. Muter, manager.
Radio Accounts: George F. Stein Brewery; Italian & French Wine Co.

SHERMAN K. ELLIS & CO.
247 Park Ave., New York 17
Tel.: Plaza 5-7711
Radio Dept.: Eugene L. Bresson, vice-president, television & radio director.
Chicago—141 W. Jackson Blvd. Tel.: Harrison 8612. G. N. Beecher.
Radio Accounts: Quaker Oats Co.; Carter Products.

EMERY ADVERTISING CO., INC.
Baltimore Life Bldg., Baltimore 1
Tel.: Plaza 7440
Radio Dept.: Ralph Koye.
Radio Accounts: Helwig & Leitch Inc.; Floorcrafters; Tumbler Laboratories.

ENGEL ADV. INC.
919 N. Michigan Ave., Chicago 11
Tel.: Superior 7656
Radio Dept.: Frank Engel.
Radio Accounts: Birk Bros. Brewing Co.

F. A. ENSIGN ADV.
Grant Bldg., Pittsburgh 19
Tel.: Atlantic 4028
Radio Dept.: H. E. Ryman, M. C. Henderson, account executives.
Radio Accounts: A. Mamaux & Son; Weaver's Fine Candies; James Austin Co.; Morgan & Kaufman; R. C. MacAtee Co.; So. Pittsburgh Savings & Loan Assn.; Construction Assn. of Western Pa.; Potter McCune Co.

ERLAND ADV. AGENCY
18 E. 41st St., New York 17
Tel.: Murray Hill 5-4764
Radio Dept.: Louis H. Ehrlich, radio director and timebuyer.

ERWIN, WASEY & CO.
420 Lexington Ave., New York 17
Tel.: Mahawk 4-8700
Radio Dept.: C. H. Catterton, radio & television director; Joe Brattain, asst. radio director; Keith Shaffer, timebuyer; O. Morley Tanney, business mgr.; E. H. Hennen, John Stordivant, Walter Kohn, Arthur Wilson, George Wasey, account executives; Peggy de Gripenberg, women's programs.
Chicago—230 N. Michigan Ave. Tel.: Randolph 4952. L. R. Northrup, manager.
Minneapolis—Rand Tower. Tel.: Atlantic 1233. Mac Martin, manager.
Seattle—Skinner Bldg. Tel.: Main 6435. Miller Munson, manager.
Oklahoma City—1st Natl. Bldg. Tel.: 2-0605. Harold Halsell, manager.
Toronto—Erwin, Wasey of Canada—749 Young St. Tel.: Randolph 5187. Ralph Lawson, manager.

Radio Accounts: Barbasol Co.; Musterole Co.; Olive Tablet Co.; Consolidated Cigar Corp.; Carnation Milk Co.; Seck & Kade Inc.; R. B. Semler Inc.; Zonite Products Corp.; Primrose House Inc.; Lydia E. Pinkham Medicine Co.; S. C. Johnson & Son; Nash Coffee; Alber's Milling Co.; House of Herbs.

ESSIG CO. LTD.
1121 South Hill St., Los Angeles 15
Tel.: Prospect 6287.
Radio Dept.: J. S. Macoulay, vice-president Norman J. Boroughs, radio director; Virginia Fox, timebuyer.

Radio Accounts: Douglas Aircraft Corp.; Rhodes Jewelers; Green Haldeman Co.

WILLIAM ESTY & CO.
100 E. 42 St., New York 17
Tel.: Caladonia 5-1900
Radio Dept.: John C. Esty, chief timebuyer; Thomas D. Luckenbill, radio director; R. C. Grahl, timebuyer.
Los Angeles 28-1537 Vine St. Tel.: Hillside 2183. Don Bernard, manager.

Radio Accounts: Calgate-Palmolive-Peel Co. (Super Suds, Val); Pell Bros.; R. J. Reynolds Tobacco Co. (Camel Cigarettes, Prince Albert Tobacco); National Carbon Co.; Tea Bureau Inc.; Thomas Leeming Inc. (Bengay); Paquin Laboratories (Paquin's Hand Lotion).

Television Account: Calgate-Palmolive-Peel Co. (Super Suds).

EVANS ASSOCIATES INC.
307 N. Michigan Ave., Chicago 1
Tel.: State 1000
Radio Dept.: R. R. Glenn, account executive; R. W. Classen, director of space, time & research.

Radio Accounts: Batavia Metal Products Co.

ALBERT EVANS ADV.
Dan Waggoner Bldg., Ft. Worth 2
Tel.: 2-3371
Radio Dept.: Dorothy Cantrell, account executive.

LAWRENCE I. EVERLING ADV.
1700 Walnut St., Philadelphia 3
Tel.: Pennypacker 7927
Radio Dept.: Lawrence I. Everling, Frank J. Corkery, radio director & timebuyer.

Radio Accounts: Sheidt Brewing Co.

EXPORT ADV. AGENCY
919 N. Michigan Ave., Chicago 11
Tel.: Superior 3875
Radio Dept.: R. C. Lebert, president.
New York—271 Madison Avenue.

Radio Accounts: (On Latin-American Stations) Geo. W. Loft Co.; The Knox Co.; Wintersmith Chemical Co.; Grove Laboratories; Menthalatum Co.; Pepsodent Co.; Weco Products Co.; Miles Medical Co. Norwich Pharmaceutical Co.; Citrus Products Co.; Bauer & Black; Lydia Pinkham; Burma Shave; Northam Warren Corp.; Tayton Co.; Golden State Co.

F

H. W. FAIRFAX ADV. AGENCY
551 Fifth Ave., New York 17
Tel.: Murray Hill 2-8680
Radio Dept.: Janice Hamilton, timebuyer; Nat S. Enslar, president; Rudolph Block, Bernard Katz, account executives.

Radio Accounts: Bloomingdale's; Queens Home Sales; Blumstein's Dept. Store; General Instrument Corp.; Cafe Madison; Hotel Delmonico; Hotel One Fifth Ave.; Hearn's Department Store; Nissy Perfumes (Casbah, Mei-Ling).

FEDERATED BROADCASTING CO.
82 W. Washington St., Chicago
Tel.: Dearborn 3949
Radio Dept.: Nathan Jerry Warren, owner; Gerald Higgins, associate.

FEDERAL ADV. AGENCY INC.
444 Madison Ave., New York 22
Tel.: Eldorado 5-6400
Radio Dept.: John S. Davidson, vice-president, radio & television director; Penelope Simmons, timebuyer; Tom Hicks, director spot transmissions; Leonard Albert, director radio commercial writing.

Radio Accounts: Gem Safety Razors & Blades; Trimmer's Beer; Van Dyke Cigars; Rockwood's Chocolate & Cocoa; Chocolate Bits; Dixon Ticonderoga Pencils.

HARRY FEIGENBAUM ADV. AGENCY
1420 Walnut St., Philadelphia 2
Tel.: Pennypacker 3623
Radio Dept.: Ralph A. Hort, radio director; David Wermen, timebuyer.



KLX holds
"DAILY DIALERS"

Listeners are quick to get the
"KLX HABIT"

And it's a habit they enjoy, for KLX programs of music, news, sports and special features, are designed for easy listening.

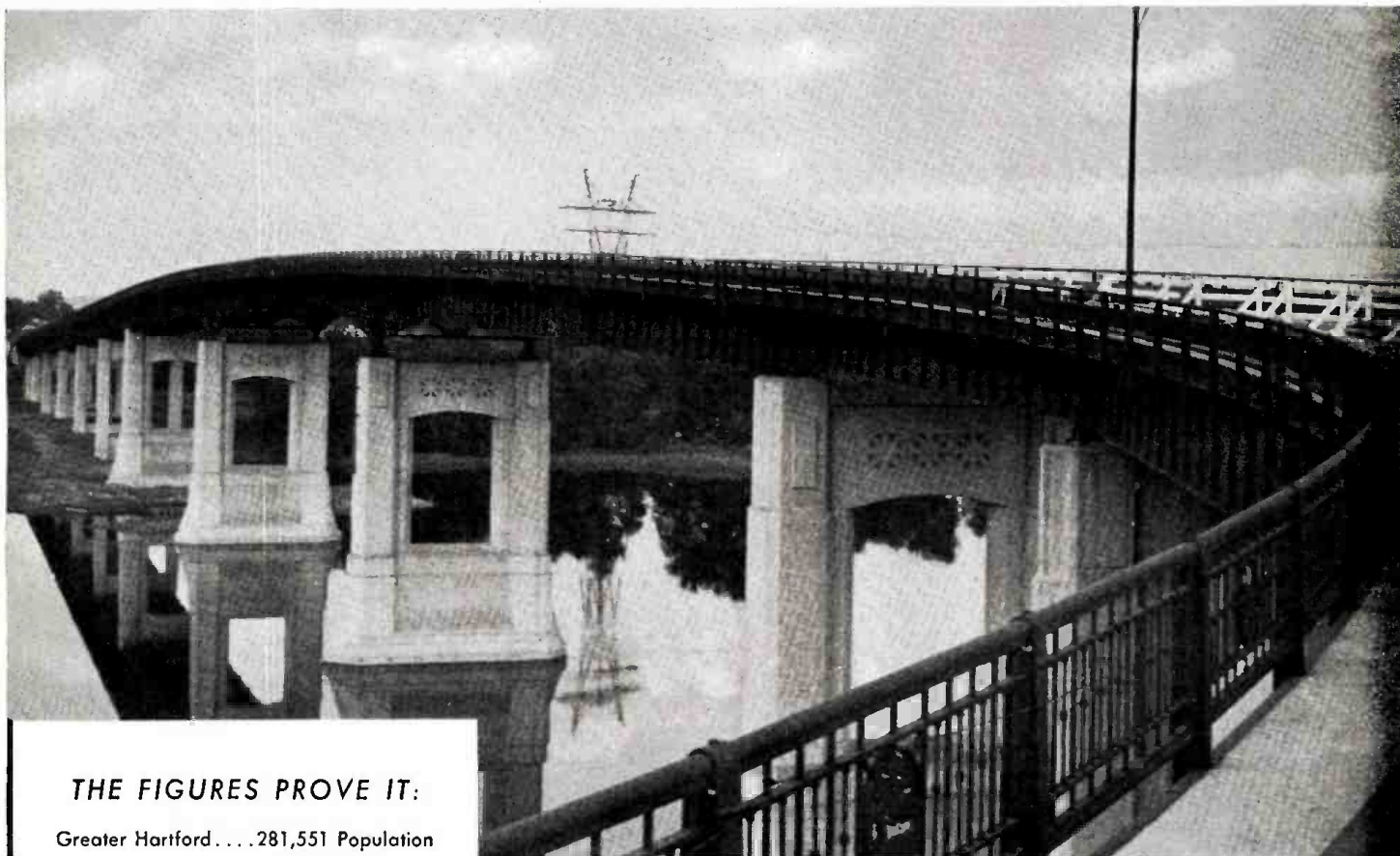
Since 1921, located in Metropolitan Oakland and serving the Pacific Coast's Second and Third Markets, KLX has maintained a vast audience of "DAILY DIALERS".

The Tribune Station,
Oakland 4, California

With Studios
Atop the
Tribune
Tower

National Representative:
JOSEPH HERSHEY MCGILLVRA, Inc.

CROSS THIS BRIDGE AND DOUBLE YOUR SALES



THE FIGURES PROVE IT:

Greater Hartford . . . 281,551 Population

Hartford-New Britain

Metropolitan District . 535,680 Population

WDRCP Primary982,642 Population

Families within WDRC's Primary Area
(excluding Massachusetts) have:

163,751 Electric Meters

170,200 Telephones

97% HAVE RADIOS!

In 1944 (latest figure available as we go to press) Connecticut led all 48 states with \$5,920 per family in Effective Buying Income.

Use radio to sell the entire Hartford Trading Area and you can more than double the business you do in Hartford. The city of Hartford is one of the richest in the world, but it accounts for less than half the retail sales in its Metropolitan District.

WDRC b-r-i-d-g-e-s the ENTIRE market for you.

WDRC's Primary Signal goes pounding into the 26 cities and towns which comprise the Hartford Metropolitan District.

WDRC is the Basic Columbia Station for almost a million people nestled in the Connecticut River Valley.

Connect in Connecticut by using WDRC. It's your bridge to greater sales, in a great market. Write William F. Malo, Commercial Manager, WDRC, for Market Study, Rate Card, Program Information.

Photo Above: Hartford's new Charter Oak Bridge over the Connecticut River, symbol of the growth of the city and its trading area.



WDRC
HARTFORD 4 CONNECTICUT
WDRC - FM

Represented by Paul H. Roymer Co.

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

FENSHOLT CO.
360 N. Michigan Ave., Chicago 1
Tel.: Randolph 1671
A. H. Fensholt, president.
Radio Account: John Meck Industry.

COURTLAND D. FERGUSON INC.
Nat'l. Press Bldg., Washington 4
Tel.: National 7713
Radio Dept.: Courtland D. Ferguson, president; Claiborne C. Steele, radio timebuyer.
Baltimore 1—525 North Charles St., Tel.: Vernon 7211. C. Merritt Trott, radio director and manager.

Richmond, Va.—Atlantic Life Bldg. Tel.: 7-0788. Frank G. Christian, manager; William H. Austin, radio director.

Radio Accounts: Anderson Brothers; Blackstone Inc.; L. S. Briggs Inc.; Burt's Translux; Columbia Specialty Co.; Croker General Tire Co.; Ellison & Hawes, Richmond, Va.; James G. Gill Inc., Norfolk, Va.; P. D. Gwaltney, Jr. & Co. Inc., Smithfield, Va.; Highland Forms Dairy; High's Ice Cream Co.; E. P. Hinkel & Co.; Stanley H. Horner Inc.; Howard's Odorless Cleaners; M. A. Lease Optical Co.; Little Tavern Shops; Loving Motors; Luray Caverns, Luray, Va.; Mann's Potato Chips; Noland Co. Inc., Newport News, Va.; Old Colony Laundry; Press Cafeteria; Rainbow Dyeing & Cleaning; Resinol Chemical Co., Baltimore, Md.; Riverside Stadium; Schindler's Peanut Products Inc.; Smitty-Douglas Co., Norfolk, Va.; Smith's Transfer & Storage Co. Inc.; Uline Ice Arena; Virginia Conservation Commission, Richmond, Va.; Old Virginia Packing Co.

FERRY-HANLY CO.
500 Fifth Ave., New York 18
Tel.: Longacre 5-5000
Radio Dept.: H. E. Lehman.

LAWRENCE FERTIG & CO. INC.
149 Madison Ave., New York 16
Tel.: Murray Hill 4-3300
Radio Dept.: Henry Bretzfeld, radio director.
Radio Accounts: Loew Productions (Motion Pictures).

ROBERT G. FIELDS & CO.
Warner Bldg., Nashville 3
Tel.: 6-1977
Radio Accounts: Martho White Flour; Falcon Flour.

JOHN A. FINNERAN INC.
1475 Broadway, New York 18
Tel.: Bryant 9-4080.
Radio Dept.: B. Slon, radio director; L. Mennen, timebuyer; John A. Finneran, account executive.
Radio Accounts: Ray System of Health and Figure Perfection Inc.

FIRESTONE ADV. AGENCY
510 First Ave. N., Minneapolis 3
Tel.: Main 1471
Radio Dept.: L. Firestone, director; Archie Goodman.
Radio Accounts: Fisher Nut & Chocolate Co.; Foreman & Clark; Mondel Furs.

FIRST UNITED BROADCASTERS
201 N. Wells, Chicago 6
Tel.: Randolph 7800
Radio Dept.: Hugh Rager, managing director; Walter Bennett, account executive.

M. M. FISHER ASSOCIATES
134 N. LaSalle, Chicago 2
Tel.: Central 1610
Radio Dept.: Jack L. Fisher Jr., asst. general manager; Helen Heinz, Ethel Frost, timebuyers; Ann Leonard, office manager; Jack L. Fisher, general manager.
New York—18 E. 48th St. Tel.: Plaza 5-2841. Fred Uttal, partner; Betty Heslin, timebuyer.

Radio Accounts: Universal Pictures; Paramount Pictures Inc.; United Artists Corp.; Warner Bros. Pictures; Balaban & Katz Corp.

FITZGERALD ADV. AGENCY
833 Howard Ave., New Orleans 13
Tel.: Roymond 5194
Radio Dept.: Leonard Gassner, radio director.

FLACK ADV. AGENCY
Hills Bldg., Syracuse 2
Tel.: 2-3129
Radio Dept.: John B. Flack, president; Richard H. Wickham, vice-president; Claire Evans, account executive.

FLAGLER ADV.
170 Franklin St., Buffalo 2
Tel.: Cleveland 0925
Radio Dept.: Morse Flagler, president and account executive.

JAMES R. FLANAGAN ADV. AGENCY
505 Fifth Ave., New York 17
Tel.: Murray Hill 2-1048
Radio Dept.: A. Wagner; J. R. Flanagan, account executive.
Radio Accounts: Jean Jordeau Inc.

C. C. FOGARTY CO.
307 N. Michigan Ave., Chicago 1
Tel.: Randolph 7000
Radio Dept.: C. C. Fogarty, president; Robert E. Potter, partner.
Radio Accounts: Babson Brother; Pfanstiehl Chemical Co.

FOLEY ADV. AGENCY
N B C Bldg., Cleveland 14
Tel.: Cherry 1490
Radio Dept.: Robert B. Foley, president; L. M. Robertson, account executive.
Radio Accounts: Arena; I. J. Fox; Stearns Co.

RICHARD A. FOLEY ADV.
1528 Walnut St., Philadelphia 2
Tel.: Kingsley 1560
Radio Dept.: Wesley Winning, radio director.

FOOTE, CONE & BELDING
247 Park Ave., New York 17
Tel.: Wickersham 2-6600

Radio Dept.: (N. Y. office) Hubbell Robinson, Jr., vice-president charge of radio; Paul Rickenbocher, director of radio & television; Lee Strahorn, manager, radio production; Fred Beitel, Bunny Coughlin, Margaret Werthamer, producers; Raymond Browne, Bernard M. Douglas, Howard Warden, Stephen Czufin, Kenneth Sponser, account executives; Lillian Selb, timebuyer.
San Francisco 4—235 Montgomery St. Tel.: Sutter 2355. Mark Buckley, radio director; Jane Sullivan, timebuyer; McCulloch Campbell, William Haberman, account executives.

Los Angeles 13—601 W. 5th St. Tel.: Michigan 7651. Ford Sibley, Jack Smock, account executives; Gene Duckwall, timebuyer.
Hollywood 28—6117 W. Sunset Blvd. Tel.: Hollywood 6265. C. Burt Oliver.

Chicago 11—919 N. Michigan Ave. Tel.: Superior 4800. S. Dawson, radio director; Genevieve Lempert, timebuyer.
Radio Accounts: American Tobacco Co. (Lucky Strikes); Bourjois-Barbara Gould; R. K. O. Pictures Inc.; Selznick International; Vanguard Film Co.; Lockheed; Union Oil; Petroleum Advisers (Cities Service Gasoline); General Foods (Postum); Lever Bros., Chicago; Armour & Co., Chicago; Montgomery Ward, Chicago; California Fruit Growers Assn., Los Angeles.
Television Accounts: Safeway Stores.

FOREIGN ADV. & SERVICE BUREAU
342 Madison Ave., New York 17
Tel.: Murray Hill 2-3444
Radio Dept.: Joseph L. Palmer, radio director & timebuyer.

FORT & CO.
Wilder Bldg., Charlotte 1, N. C.
Tel.: 4-7122
Radio Dept.: Jean Dunham, timebuyer.
Radio Accounts: Citizens Bank; Coble Dairy Products.

FOX & MACKENZIE
1214 Locust St., Philadelphia 7
Tel.: Pennypacker 0531
Radio Dept.: Walter Fox, radio director.

ALBERT FRANK-GUENTHER LAW, INC.
131 Cedar St., New York 34
Tel.: Cortlandt 7-5060
Radio Dept.: John V. McAdams, director; J. C. Ritchey, associate director.
Boston 9—10 Post Office Sq. Tel.: Hancock 3900.

Chicago 2—1 La Salle St. Tel.: Dearborn 8910. Philadelphia 2—Packard Bldg. Tel.: Rittenhouse 3915.
San Francisco 4—235 Montgomery St. Tel.: Ebrook 3484.
Radio Accounts: Bellevue Hotel; Merrill Lynch, Pierce Fenner & Beane; Home Insurance Co.

JONES FRANKEL CO.
43 E. Ohio St., Chicago 11
Tel.: Superior 0707
Radio Dept.: A. Jolivet, radio buyer; J. B. Frankel, account executive.
Radio Accounts: Valmar Products Co.

FREDERICK-CLINTON CO.
545 Fifth Ave., New York 17
Tel.: Murray-Hill 2-7433.
Radio Dept.: Robert S. Buckbinder, partner; Harold Rieff, radio director & timebuyer.

CURT FREIBERGER & CO.
Cooper Bldg., Denver 2
Tel.: Keystone 0487
Radio Dept.: C. J. Freiburger, account executive and timebuyer; R. L. Torgson, continuity; James Henderson, account executive.

FREITAG ADV. AGENCY
761 Peachtree St., N.E., Atlanta
Tel.: Hemlock 1345
Radio Dept.: Norman Frankel, radio director; M. K. McGowan, asst.
Radio Accounts: Columbia Baking Co.

FREMONT ADV. AGENCY
360 N. Michigan Ave., Chicago 1
Tel.: State 3188
Radio Accounts: Princess Pat; National Novelties.

OAKLEIGH R. FRENCH & ASSOC.
4235 Lindell Blvd., St. Louis 8
Tel.: Newstead 0037

Radio Dept.: A. Moescher Jr., C. S. Pangman, O. R. French, G. Gordon Hertslet.
Radio Accounts: National Candy Co.; Metropolitan Ice Cream Co.; Mercantile Commerce Bank & Trust Co.; Hunter Packing Co.; A. C. L. Haase Co.; Clinton Co.; Gaylord Container Co.

MORTON FREUND ADV. AGENCY
400 Madison Ave., New York 17
Tel.: Wickersham 2-7985

Radio Dept.: Morton Freund, radio director.
Radio Accounts: Stratsbury Mfg. Co.; Timely Clothes.

E. M. FREYSTADT ASSOC. INC.
570 Lexington Ave., New York 22
Tel.: Plaza 3-1253

Radio Dept.: E. M. Freystadt; Charles E. Ballard, Charles C. Walter, account executives.

JEAN SCOTT FRICKELTON ADV. AGENCY
1355 Market St., San Francisco 3
Tel.: Hemlock 6630
Radio Dept.: Mary Boden, radio director.
Radio Accounts: Northern Cal. Electrical Bureau; Gas Appliance Society; Lux College.

AD FRIED ADV. AGENCY
Easton Bldg., Oakland 12
Tel.: Higate 6580
Radio Dept.: Ad Fried, radio & television director; Irene Barclay, copy & continuity director; Charles Marshall, account executive; Elaine Trigger, timebuyer.

Radio Accounts: Darling Shops Corp.; Delanes Jewelers; Tosch Furrier; Oakland Giants Pro-Football Assn.; H. C. Louis Insurance Agency; Fred Benioff Himself; Miracle Foam; Bill Wood Ford Dealer; Harsh Coast Millinery Stores; Royal Art Galleries; Dr. Citron Dental Offices; Dayton's Women's Apparel Shops; Gay Shops; Fox West Coast Theater; Swan's 10th Street Market; Chapel of the Oaks; Berkeley Civic League; Alameda County Democratic Central Committee; The Panda Room; Stover's Protective Cream; Super Foam.

FRIZZELL ADV. AGENCY INC.
Plymouth Bldg., Minneapolis 2
Tel.: Main 1915

Radio Dept.: Frederick L. Frizzell, president.
Radio Accounts: Hilltop Laboratories; Dr. Kerr's Hatchery.

HARRY M. FROST CO. INC.
260 Tremont St., Boston 16
Tel.: Liberty 0813

Radio Dept.: Karl M. Frost, president; Harvey P. Newcomb, space buyer, radio and television director; John D. O'Leary, R. E. McLaughlin, Sherman Keene, account executives.
Radio Accounts: Durkee-Mower Co.; Genoa Packing Co.; Shubert Theatres; Supreme Wine Co.; Araban Coffee Co. Inc.; Boston Braves; Boston Yanks; Brockton Fair; Suffolk Downs; Eldred & Barbo Inc.; F. M. Hoyt Co.; N. E. Apple Products Co.; Old Orchard Beach, Old Orchard Beach, Maine; Tabler Chemical Co.; Winslow Potato Chips Co.; Geo. J. Kelly Inc.

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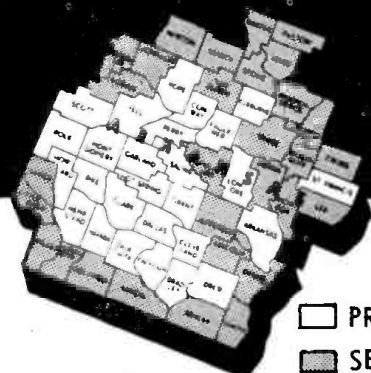
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Daytime coverage based on NAB mail count formula.

KTHS, the Number ONE station of Hot Springs, points with pride to the Robert S. Conlan survey reports which show that 60.7% of all listening audiences were tuned to 1090 on their radio dials. This survey, of the four leading stations in this area, taken April 2 through April 7, 1945, from 8:00 A. M. to 10:00 P. M., proves that KTHS with its 10,000 watts (daytime) and 1,000 watts (night time) is truly the "selling voice in Arkansas."

KT H S

10,000 WATTS DAY • 1,000 WATTS NIGHT

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ADVERTISING AGENCIES HANDLING RADIO

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Is First
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California's
Wealthy
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Because:
Programs of Local
Interest
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Keep Listeners
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Thorough Coverage
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FULLER & SMITH & ROSS
71 Vanderbilt Ave., New York 17
Tel.: Murray Hill 6-5600
Radio Dept.: Miss Lee Williams, radio and television director; George L. Trimble, Ray Huhta, timebuyers.
Cleveland 15-1501 Euclid Ave. Tel.: Cherry 6700. W. J. Staob, media director; Reed Drummond, television director.
Radio Accounts: Aluminum Co. of America; Aluminum Cooking Utensil Co.; Commonwealth Shoe & Leather Co.; Westminster Ltd.; Central Natl. Bank of Cleveland; Libbey-Owens-Ford Glass Co.; Westinghouse Lamps & Westinghouse Home Radios; Stouffer Restaurants.

FURMAN, FEINER & CO. INC.
117 W. 46th St., New York 19
Tel.: Bryant 9-2927
Radio Dept.: Norman Furman, president; Mildred Krasnow, timebuyer.
Radio Accounts: Miles Labs.; Colomby Watch Co.; Michaels Bros.; P. J. Le Roy; International Ladies Garment Workers Union; Nylife Corp.; Cosul Chemical Corp.

G

GAHAGAN, TURNBULL & CO. INC.
247 Park Ave., New York 17
Tel.: Eldorado 5-6728
Radio Dept.: Henry Turnbull, partner; Barbara Gage, timebuyer.

HENRY W. GANN ADV.
Chamber of Commerce, Scranton 3, Pa.
Tel.: 4-5731
Radio Dept.: Henry W. Gann, account executive.
Radio Accounts: Gibbons Beer & Ale.

ALVIN GARDNER CO.
67 W. 44th St., New York 18
Tel.: Murray Hill 2-4655
Radio Dept.: Alvin I. Gardner, radio director; David Beck.
Radio Accounts: National House & Farms Assoc.

GARFIELD & GUILD ADV.
660 Market St., San Francisco 4
Tel.: Exbrook 3420
Radio Dept.: Walter Guild, vice-president and radio director; Sally Paul, time & space buyer; Suzanne Hillis, asst.
Los Angeles 14-416 W. Eighth St. Tel.: Trinity 3832. Ted Dahl, manager.

Radio Accounts: Alice Frock Co.; Betty Lou Foods; Capwell, Sullivan & Furth; Chemicals Inc.; Kay Jewelers; Nadaz Awakeners; Remor Baking Co.; Rosefield Packing Co.; Smith's Men's Clothing; Southwest Food Products; Graven-Ingalls Baking Co.; Guillard's Chocolate Co.; Miami Food Products; Good Foods Inc.; Northrup-King; El Dorado Oil Works; Purple Blade Corp.; Frontier Foods; O'Rourke of California.

JEROME G. GALVIN ADV. CO.
3619 Broadway, Kansas City 2
Tel.: Valetine 1661
Radio Dept.: J. O. Siman, production manager; Jerome G. Galvin, Leonard Sebring, account executives.

GARDNER ADV. CO.
915 Olive St., St. Louis 1
Tel.: Garfield 2915
Radio Dept.: Charles E. Gloggett, E. A. W. Schulenberg, vice-presidents.
New York 20-9 Rockefeller Plaza. Tel.: Columbus 5-2000. Roland Martin, vice-president and radio director.

Radio Accounts: Ralston Purina Co.; Pet Milk Co.; Purina Mills; Hyde Park Breweries Ass'n Inc.; St. Louis Independent Packing Co.; St. Louis Public Service Co.; H. D. Lee Co.

W. W. GARRISON & CO.
400 N. Michigan Ave., Chicago 11
Tel.: Superior 8388.
Radio Dept.: Geo. P. Schill, timebuyer; W. W. Garrison, E. Earl Lines, account executives.
Radio Accounts: Florida Citrus Exchange.

GEARE-MARSTON INC.
1600 Arch St., Philadelphia 3
Tel.: Rittenhouse 3572
Radio Dept.: Frank C. Murphy, radio director.

ABNER J. GELULA & ASSOC.
Schwehm Bldg., Atlantic City
Tel.: 5-1101
Radio Dept.: Edward Gore, account executive; Harry Cress; Hartense Huber.

JOSEPH R. GERBER CO.
1305 S. W. 12th Ave., Portland 1, Ore.
Tel.: Broadway 0515
Radio Dept.: Charles H. Devlin, vice-president & radio director; Dean Pollock, Douglas Powell, account executives.

GEYER, CORNELL & NEWELL INC.
745 Fifth Ave., New York 22
Tel.: Wickersham 2-5400
Radio Dept.: Donald S. Show, director; Eleanor L. Larsen, manager; A. J. Ghilsabert, production; Kathryn T. Callahan, spot timebuyer; Gorth Montgomery, commercial writer.
Detroit 32-14250 Plymouth Rd. Tel.: Hogarth 5520. H. M. Hempstead, vice-president; R. Tuttle.
Dayton-U. B. Bldg. Tel.: Fulton 4145. E. G. Frost, manager.

Radio Accounts: Nash-Kelvinator Corp.; E. R. Squibb & Sons; Berkshire Knitting Mills; Continental Oil Company.

GIBBONS ADV. AGENCY
Natl Bank Bldg., Tulsa 3
Tel.: 4-2444
Radio Dept.: J. Burr Gibbons, president; L. E. White Jr., vice-president.

Radio Accounts: Wertz Biscuit Co.; Tom P. McDermatt Inc.; Liberty Glass Co.; Bareco Oil Co.

GILLHAM ADV. AGENCY
Continental Bank Bldg., Salt Lake City 1
Tel.: 4-5516
Radio Dept.: Victor V. Bell, radio director; Pearl Eccles, radio dept. secretary; M. C. Nelson, president; J. Y. Tipton, vice-president and account executive; Lon Richardson, vice-president and account executive; Nancy Finch, home economist.
Hollywood 28-Taft Bldg. Tel.: Granite 6196. Victor V. Bell, radio director.

Radio Accounts: Cloverleaf Dairy; Excelcis Beauty Products; Fisher Brewing Co.; Mountain Fuel Supply Co.; Porter-Scarrelli Macaroni Co.; Royal Baking Co.; Segal Milk Products Co.; Sweet Candy Co.; Utah Lumber Co.; Utah Oil Refining Co.; Utah Power & Light Co.; American Packing & Provision Co.; Barnett & Weiss; Jesse M. Chase; Eastern Ex-Cel-Cis Beauty Products Co.; Ex-Cel-Cis Inc.; First Federal Savings & Loan Assn.; Ogden First Federal Savings & Loan Assn.; Pony Express Stages; Tracy-Collins Trust Co.; Utah Finance; U. S. Smelting, Refining & Mining Co.; Walker Bank & Trust Co.

THE GIEZENDANNER CO.
Standard Bldg., Houston 2
Tel.: Preston 5351
Radio Dept.: Mauden Marks, writer-actress; Jay Wright, writer-actress; Charles J. Giezendanner Jr.; George L. Goodlett.

Radio Accounts: Fagle-West Co.; Dairyland Inc.; Braswell's Flower Garden; Billy Williams; So-White Bleach; Dr. Pepper; Pollyanna Shops; Adolf Memorials; Jackson Motors; Swayze Meat Shop.

BERT S. GITTINS ADV.
739 N. Broadway, Milwaukee 2
Tel.: Daly 6230
Radio Dept.: Gerald L. Seaman, radio executive; Robert J. Rice, Pete Keck, account executives.

Radio Accounts: Althea Labs; Consolidated Products Co.; Wm. F. Renk & Sons; Allis-Chalmers Mfg. Co. (tractor div.).

GLASSER-GAILEY & CO.
3275 Wilshire Blvd., Los Angeles 5
Tel.: Fitzroy 2141

Radio Dept.: P. E. Ggiley, partner and radio director; Jane Mitchell, timebuyer; M. L. Graham, Jefferson Wood, account executives.
New York 22-32 E. 5th St. Tel.: Plaza 5-2887. Margaret Macy.
San Francisco 4-DeYoung Bldg. Tel.: Exbrook 6468. R. O. Davis.

Radio Accounts: Austin Studios; Bu-Tay Products Ltd.; Mystic Foam Co.; Santag Drug Co.; L. B. Laboratories.

H.S.G. ADV. AGENCY
19 E. 53rd St., New York
Tel.: Wickersham 2-3339

Radio Dept.: Harry S. Goodman, president; William Fender, asst. director.
Los Angeles-206 S. Spring St. G. E. Ruthenberg, manager.

Radio Accounts: Morrison Pen Co.; Automobile Brokers Corp.

FRANCIS K. GLEW ADV.
Murray Bldg., Grand Rapids 2, Mich.
Tel.: 8-1848

Radio Dept.: Francis K. Glew, owner.
Radio Accounts: Valley City Milling Co.

JACK GOEHRING ADV.
20 W. 43 St., New York 18
Tel.: Chickering 4-7658
Radio Dept.: Jack Goehring, radio director and timebuyer; Irene Press, account executive.
Radio Accounts: Wassell Organization.

H. J. GOLD CO.
1123 Broadway, New York 10
Tel.: Chelsea 2-7748
Radio Dept.: H. J. Gold, radio director and timebuyer.

MAX GOLDBERG ADV. AGENCY
Railway Exchange Bldg., Denver 2
Tel.: Cherry 5533
Radio Dept.: West Battersea, radio director; Elizabeth Nixon, copy chief; Dorothy Lutz, continuity.
Radio Accounts: Ambrose & Co. (Richeieu Wines, Joms & Jellies); Cuban Cigar Co.; Dave Cook Sporting Goods Co.; Denver Jewelry Co.; State of Colorado; Dundee Clothing Co.

GOLDMAN & GROSS
221 N. LaSalle St., Chicago 1.
Tel.: Dearborn 1380
Radio Dept.: Arthur A. Kohn, radio director & account executive; Henry Flarshheim, Harold Gross, account executives.
Radio Accounts: H. H. Tanner & Co.; Neverub Corp.; Mason Shoe Mfg. Co.

GOODKIND, JOICE & MORGAN
919 N. Michigan Ave., Chicago 11
Tel.: Superior 6747
Radio Dept.: M. Lewis Goodkind, Harlow P. Roberts, vice-presidents; Florence A. Neighbors, media director.
Radio Accounts: Goldenrod Ice Cream Co.; Hooker Glass & Paint Mfg. Co.; Iowa Soap Co.; Pine Forest Co.; Planters Edible Oil Co.; Planters Nut & Chocolate Co.; Service Stores Inc.; Pribe & Sons Inc.; Mid-Continent Airlines Inc.

JESSE GOROV CO.
666 Lake Shore Drive, Chicago 11
Tel.: Superior 4312
Radio Dept.: Jesse Gorov.
Radio Accounts: Wonder-Rest Corp.

GOTHAM ADV. CO.
2 W. 46 St., New York 19
Tel.: Longacre 5-2616
Radio Dept.: Arthur A. Kron, radio director.
Radio Accounts: Lutheran Laymen's League.

GOULD-KUFF, ADV.
2100 St. Paul St., Baltimore
Radio Dept.: Purnell H. Gould; I. Harold Kuff.

GOURFAIN-COBB ADV. AGENCY
Wrigley Bldg., Chicago 11
Tel.: Superior 3282
Radio Dept.: Adele J. Jenks, timebuyer.
Radio Accounts: Erie Clothing Co.

GRADY & WAGNER CO.
1790 Broadway, New York 19
Tel.: Columbus 5-5358
Radio Dept.: Frank A. Grady, radio director and timebuyer.
Radio Accounts: Swedhsh Shampoo Labs; Vitamin Quota Co.; Francis H. Leggett & Co.

WILL GRANT ADV. AGENCY
530 W. 6th St., Los Angeles 14
Tel.: Trinity 1384
Radio Dept.: Will Grant, radio director.
Radio Accounts: Fletcher Oil Co.; American Cyanamid & Chemical Corp.

GRANT ADV. INC.
919 N. Michigan Ave., Chicago 11
Tel.: Superior 6500
Radio Dept.: Harry J. Holcombe, radio director; Howard Jones, Robert Watson, Will C. Grant, account executives.

Detroit 26-2866 Penobscot Bldg. Tel.: Cherry 9400.
Miami 32-Du Pont Bldg. Tel.: 3-0773.
Leonard St. Louis, manager.

New York 20-RCA Bldg. Tel.: Circle 5-7870.
Edward H. Benedict, media director.

Dallas 1-1313 Gulf States Bldg. Tel.: Riverside 8121.

Havana, Cuba-Prado 262. Tel. M6911.
Caracas, Venezuela-Edif. San Francisco. Tel. 9-1112.
Sao Paulo, Brazil-Edif. Vicentina. Tel. 4-7313.

From Cradle to College

WHEN the late Scott Howe Bowen took over the active management of Radio Station WIBX, Utica, N.Y., in 1938, he inaugurated a series of programs of an educational character to better inform the parents, and the public, of the good work that the schools in Central New York were doing in educating the citizens of tomorrow.

SINCE 1938, the Educational Department of WIBX, with Betty Cushing Griffin as Director (with the full co-operation of the Principals and Teachers of all schools—and the guiding genius of our President and General Manager, Mrs. Scott Howe Bowen) has written, produced and broadcast every week the following series of educational programs:

"Youth Presents" Variety Show,
Drama and Music Saturdays 8:30 P.M.
"Wizard and Witch of Quiz"..... Saturdays 9:30 A.M.
"Young America Speaks"..... Mondays 4:30 P.M.
"Cavalcade of Chairs" Fridays 4:45 P.M.

DURING 1945, an additional program was conceived—called "Let's Go to School" and is exactly what the name implies—a broadcast direct from the classrooms of Utica and vicinity schools. Each week, WIBX takes its recording equipment into a classroom and records an actual classroom lesson—grades from kindergarten thru 6th. This recording is then placed at the disposal of the Board of Education and Parent-Teachers Organizations for use as deemed advisable.

HERE is a typical classroom scene taken Monday, October 10, 1945, at the Hughes School, Utica—2nd grade studying social studies and broadcast Tuesday, October 16, 1945, at 3 P.M. All subsequent programs were recorded on Monday and broadcast Tuesday.



THEN AGAIN, to perpetuate the memory of her late husband, Mrs. Bowen in March, 1945, offered a Radio Scholarship Award of \$500 in cash to the student—senior or post-graduate—who best answered the question "Why I want to make radio my life work!" The contest was eminently successful and the winner is now attending Syracuse University.

ANOTHER FEATURE of this educational series is the Scholastic All-Star Football Team Contest and the Most Valuable Football Player Contest conducted by the WIBX Sports Department with Michael Sandy, Director. Coaches and players on the teams were asked to vote for players who played during the 1945 football season. Thirteen schools in the area were eligible. Score sheets were sent to all coaches and cards to be filled out and returned. At the conclusion of the Contest, 4278 postcards were returned out of a possible 5000. The program is broadcast Tuesdays and Thursdays at 4:30 P.M. (this is in addition to the 11:15 P.M. nightly Sports Program by Michael Sandy Sundays thru Fridays).

JUST ANOTHER PUBLIC SERVICE TO ITS AUDIENCE

OTHER PUBLIC SERVICE PROGRAMS HAVING WON FOR WIBX 5 NATIONAL AWARDS:
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DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

Mexico, D. F.—Edif. Guardiola. Tel.: J1380.
 Monterrey, N. L., Mexico—Padre Mler 474.
 Buenos Aires, Argentina—Avenida Presidente Roque Saenz Pena 846. Tel: Defensa 8436.
 Rio de Janeiro, Brazil—Edif. City. Tel.: 25-2030.
 Radio Accounts: Mars Inc.; Old Dutch Cleanser; Delrich; J. A. Falger & Co.

PAUL GRANT ADV.
 520 N. Michigan Ave., Chicago 10
 Tel.: Delowore 5671
 Radio Dept.: Paul Grant, timebuyer.
 Radio Accounts: Beam Sales Co.; Le Moire Cosmetic Co.; Safety Legion of America.

GRANT & WADSWORTH INC.
 405 Lexington Ave., New York 17
 Tel.: Murray Hill 9-4591
 Radio Dept.: W. A. Grant, radio director & timebuyer.

THE GRAPHIC CO.
 421 Seventh Ave., New York 1
 Tel.: Lackawanna 4-4076
 Radio Dept.: M. Pollack, radio director and timebuyer.
 Radio Accounts: Styleform Foundations.

GRAY & ROGERS
 12 S. 12th St., Philadelphia 7
 Tel.: Walnut 3636
 Radio Dept.: E. H. Rogers, radio director; R. K. Carter, Wm. B. Edwards, J. T. Baral, account executives.
 Radio Accounts: Bell Telephone; M. A. Honna Co.; Keystone Automobile Club; Southern States Iron Roofing Co.

FINLEY H. GREENE ADV. AGENCY
 Wolbridge Bldg., Buffalo 2
 Tel.: Washington 3371
 Radio Dept.: Finley H. Greene, owner and account executive.

GREVE ADV. AGENCY
 Minn. Bldg., St. Paul 1
 Tel.: Cador 6388.
 Radio Dept.: S. Greve, president and account executive; B. Connolly, secretary; H. Morgan, account executive.

GREY ADV. AGENCY INC.
 166 W. 32nd St., New York 1
 Tel.: Chickering 4-3900
 Radio Dept.: Horriet Be Lille, timebuyer; Rhea LoGrua, chief of radio copy.
 Radio Accounts: Consolidated Razor Blade Co.; Dif Corporation; Doughnut Corp. of

America; Hollanderizing Corp. of America; Decorative Cabinet Co.; Bernard Ulmann Co.; Lambert Bros.; Ohrbach's Affiliated Stores; Phillips-Jones Corp.; Charis Corp.; Lucien Le Long Inc.

GRIFFITH ADV. AGENCY
 Times Bldg., St. Petersburg 1
 Tel.: 4311
 Radio Dept.: Robert J. Bullard, radio director; T. M. Griffith, manager.
 Radio Accounts: Pinellas Lumber Co.; First Federal Savings & Loan Assn.; City Fuel Oil Co.; St. Petersburg Chamber of Commerce; Clearwater Chamber of Commerce.

THE GRISWOLD-ESHLEMAN CO.
 Terminal Tower, Cleveland 13
 Tel.: Main 9484
 Radio Dept.: Earl Preble, vice-president & account executive.
 Radio Accounts: Fleet-Wing Corp.

JULIAN GROSS ADV.
 11 Asylum St., Hartford 3
 Tel.: 7-7179
 Radio Dept.: G. K. Ray, director; S. K. Rice, copy chief.

GUENTHER-BRADFORD & CO.
 15 E. Huron St., Chicago 11
 Tel.: Superior 9474

Radio Dept.: C. J. Zeller, radio director; J. C. Conway, B. Max Mehl, S. A. Peterson, account executives.
 Radio Accounts: Onthank-Davis Co.; G. W. Onthank Co.; Dr. Delaney Footies.

LAWRENCE C. GUMBINNER ADV. AGENCY.
 9 E. 41st St., New York 17
 Tel.: Murray Hill 2-5680
 Radio Dept.: Paul Gumbinner, radio director; Beatrice Gumbinner, timebuyer.

GUNN-MEARS ADV. AGENCY
 Times Bldg., New York 19
 Tel.: Bryant 9-8197
 Radio Dept.: Sid Robbins, director.
 Radio Accounts: Brooklyn Academy of Music; Robert Evans Radio Academy; Nu-Talent Enterprises.

GUSSOW-KAHN & CO.
 200 Madison Ave., New York 16
 Tel.: Ashland 4-6798
 Radio Dept.: Leonard L. Gussow, radio director & timebuyer; George N. Kahn, account executive.
 Radio Accounts: Yolande Inc.; John David Inc.; Bloch Freres Inc.

GUTMAN ADV. CO.
 1600 Main St., Wheeling, W. Va.
 Tel.: Wheeling 5110
 Radio Dept.: P. Kalany, director.
 Radio Accounts: Imperial Glass Corp., Belleaire, Ohio; Natl. Bank of W. Va.; The Hub; Concord Clothes.

H

W.M. J. HACKENBERG ADV.
 Hawley Bldg., Wheeling, W. Va.
 Tel.: Wheeling 1787
 Radio Dept.: Wm. J. Hackenberg.

M. H. HACKETT CO.
 9 Rockefeller Plaza, New York 20
 Tel.: Circle 6-1950
 Radio Dept.: M. H. Hackett, radio director; Aida Searns, timebuyer; Helen Gunn; E. W. Wood Jr., television director.

THE WALTER HAENHLE ADV. AGENCY
 123 E. 6th St., Cincinnati 2
 Tel.: Main 2821-2874
 Radio Dept.: Walter F. Haehnle, M. C. Haehnle, partners.
 Radio Accounts: Martin Rosenberger Wallpaper Co.; Queen Optical Co.; Guardian Bank & Savings Co.; Home Federal Savings & Loan Ass'n; Pepsi-Cola Bottling Co.

MELVIN F. HALL ADV.
 220 Delaware Ave., Buffalo 2
 Tel.: Madison 4461
 Radio Dept.: James G. Kelly, radio director.
 Radio Accounts: Eagle Office Equipment Co.; Stewart & Benson Inc.; Otto Ulbrich Co.; Otto Bebrick Co. Inc.; Francis H. Leggett Co.

HALPERN ADV. AGENCY
 1457 Broadway, New York 18
 Tel.: Longacre 5-7167
 Radio Dept.: Samuel Halpern, radio director.

J. R. HAMILTON ADV.
 221 N. LaSalle, Chicago
 Tel.: Randolph 7060
 Radio Dept.: S. T. Clafin, T. J. Harris, account executives.

WM. IRVING HAMILTON INC.
 267 Fifth Ave., New York 16
 Tel.: Murray Hill 5-1737
 Radio Dept.: Wm. I. Hamilton, radio director.
 Radio Accounts: Eimer & Amend.

HAMMEL & HAMMEL
 405 S. Hill St., Los Angeles 13
 Tel.: Madison 5225
 Radio Dept.: Max J. Hammel; Fred H. Hammel; J. B. Woodside.
 Radio Accounts: Transit Lines; Hoot Gibson's Painted Post; Good Will Towards the Americas.

HAMMER ADV. AGENCY
 983 Main St., Hartford 3
 Tel.: 5-4883, 3-4665.
 Radio Dept.: M. H. Hammer, director; Ralston Munson, timebuyer.

The REDWOOD BROADCASTING SYSTEM Presents These Men Back To Public Service:



**MAJOR
 JOHN G. BAURIEDEL, AUS**
 Ordnance—Guadalcanal



**LIEUTENANT
 DONALD H. TELFORD, USNR**
 Photo Intelligence—Okinawa



**ENSIGN
 GAYLORD MOXON, USNR**
 Naval Aviator—Philippines



**WARRANT OFFICER
 NESTOR WILLIAMS, USNR**
 Radio Communications—Alaska



**CHIEF PETTY OFFICER
 CLARENCE BAUER, USNR**
 Radar Communications—Atlantic

REDWOOD BROADCASTING SYSTEM

KIEM, EUREKA, CALIF.
 1000 WATTS

KUIN, GRANTS PASS, ORE.
 250 WATTS

MUTUAL DON-LEE

IN THE REDWOODS, PUBLIC SERVICE COMES FIRST

INTENSIVE MARKET COVERAGE

plus

LISTENER RESPONSIVENESS

Make WJBK Outstanding Among Stations of its Power

For more than 15 years, the job of audience-building . . . programming for large and diversified population groups . . . has been WJBK's first concern. The effects of this policy are strikingly apparent today. When it comes to low-cost coverage of the Detroit market, WJBK stands in a class by itself.

WJBK not only reaches more listeners than any other local station of its power, but also rouses consistently greater listener response.

Proof may be found in the fact that more and more national advertisers reinforce their efforts in this area by using WJBK. At slight additional cost, they can "lay a second coat" over the market in which some 70 per cent of the people of Michigan live—and buy.

RADIO STATION

W J B K

JAMES F. HOPKINS, INC.

(ABS Network Affiliate)

Curtis Building

Detroit 2, Michigan



The Largest Market in Illinois and Iowa Outside of Chicago

Over 200,000 Urban Population

- "The Farm Machinery Capital."
- In the very heart of the rich Corn Belt.
- Families in TRI-CITIES spend 23% more than the average U.S. family.
- More than \$114 million in retail sales annually.
- WHBF is the local station with INFLUENCE.
- WHBF's primary area (1.5 MV) reaches 1 3/4 million people — 401.610 radio homes — \$561 million in retail sales.
- For more information, write—
- Howard H. Wilson Co., National Representatives.

(All market facts based on U. S. Census)

WHBF

ROCK ISLAND-MOLINE, ILL. DAVENPORT, IA.
1270 KC 5000 WATTS
BASIC MUTUAL NETWORK
Affiliate: Rock Island ARGUS

ADVERTISING AGENCIES HANDLING RADIO

HOWARD G. HANVEY ADV.
Phelon Bldg., San Francisco 3
Tel.: Douglas 4100
Radio Dept.: Howard G. Hanvey.

JOHN L. HALPIN ADV.
408 State St., Schenectady 5
Tel.: Schenectady 2-0492
Radio Dept.: John L. Halpin; Shrilee P. Levine.
Radio Accounts: Wallace Co.; Vot'is Shop.

M. E. HARLAN ADV. AGENCY
525 Market St., San Francisco 5
Tel.: Douglas 5721
Radio Dept.: M. E. Harlan.
Radio Accounts: Meyenberg Milk Products Co.; Regal Amber Brewing Co.

R. T. HARRIS ADV. AGENCY
Walker Bank Bldg., Salt Lake City 1
Tel.: 3-8815
Radio Dept.: Thos. H. Alexson, radio director; Keith Mothers, radio production manager.
Radio Accounts: Hotel Utah; Independent Cool & Cake Co.; McDonald Chocolate Co.; Prudential Federal Savings & Loan Assn.; Southeast Furniture Co.; Birrell Bottling Co.; Highland Dairymen's Assn.; Morning Milk Co.; Salt Lake City Lines; Fisher Baking Co.; Keith O'Brien Co.

LESTER HARRISON ASSOC. INC.
341 Madison Ave., New York 17
Tel.: Murray Hill 3-1267
Radio Dept.: Lester Harrison, president; Charles Harrison, radio director.
Radio Accounts: Blue Ribbon Ice Cream Co.; Boli Brassiere Co. Inc.; Brenner Bros.; Diana Girdles; Rickers Restaurants.

HART-CONWAY CO. INC.
45 Exchange St., Rochester 10
Tel.: Main 2073
Radio Dept.: John P. Street, radio director.
Radio Accounts: Trig Soap Powder; Blue Boy Canned Goods; Wagon Super Market; B. Forman Co.; Levis Music Stores.

GEORGE H. HARTMAN CO.
307 N. Michigan Ave., Chicago 4
Tel.: State 0055
Radio Dept.: Thomas Kivlan, director.

L. H. HARTMAN CO. INC.
50 Rockefeller Plaza, New York 20
Tel.: Circle 5-4664
Radio Dept.: Norman H. Clemence.
Radio Accounts: Alto Vineyard Co.

HARVEY-MASSENGALE CO. INC.
Snow Bldg., Durham, N. C.
Tel.: J-8451
Radio Dept.: C. Knox Massey, vice-president & manager; John Moorhead, account executive & asst. manager.
Radio Accounts: B. C. Remedy Co.; Yager's Liniment; Durham Dairy Products; Durham Bank & Trust Co.; Clark & Sorrell; Home Bldg. & Loan; Heater Well Co.; Farmers Cotton Oil Co.; Raleigh Bldg. & Loan.

MARION F. HATFIELD ASSOCIATES
American Bank Bldg., Portland 5
Tel.: Atwater 1925
Radio Dept.: Marion F. Hatfield, manager.

HAZARD ADV. CO.
295 Madison Ave., New York 17
Tel.: Ashland 4-7484
Radio Dept.: Joseph L. Boland, vice-president and radio director.
Radio Accounts: Lederle Labs. Inc.

HEINTZ, PICKERING & CO. INC.
Paramount Bldg., 323 W. Sixth St., Los Angeles 13
Tel.: Michigan 6062
Radio Dept.: Carl M. Heintz, June Morgan, Carl Apponyi.
Radio Accounts: Smart & Final Co. Ltd.; Knudsen Creamery Co.; Rotschild Oil Co.

HENRI, HURST & McDONALD INC.
520 N. Michigan, Chicago 11
Tel.: Superior 3000
Radio Dept.: W. E. Jones, radio director; David W. Dole, assoc. radio & television director, timebuyer; Mildred Mishler, radio traffic manager.
Radio Accounts: Acme White Lead & Color Works; Ballard & Ballard Co. Inc.; John Morrill & Co.; Skelly Oil Co.; Carotene Products Co.; Fred W. Amend Co.; Kroehler Mfg. Co.; Bauer & Black.

THE HERALD ADV. CO. INC.
610 North Medina St., San Antonio 7
Tel.: Fonnin 7095

Radio Dept.: Charlotte F. Byers, timebuyer; Katherine H. Netting, program director; Dorothy A. McClelland, account executive; Margery Paddock, continuity dept.; Mary E. Trevino, Spanish programs; Beverly F. Wallinder, continuity dept. & research.

Radio Accounts: Alamo Royal Baby Laundry; Bexar Store; Browns Dress Shop; Catto & Catto; Catto & Co.; Catto & Putty; The City Laundry; Ellison's Liquor Stores; The Guarantee Shoe Shop; Highland Dairies; Park Laboratory Co.; Products Abuser; The Leicester Ranch; Slats-O-Wood Awning Co.; Sugarman's Department Store; Yates Dry Cleaning.

J. M. HICKERSON INC.
110 E. 42nd St., New York 17
Tel.: Murray Hill 3-7426
Radio Dept.: E. H. Pearson.

Washington, D. C.—1510 19th St., N.W. Tel.: Columbia 8459. R. M. Townsend, manager; Vera Cassidy Ash, director of radio division (Washington & New York).

Radio Accounts: Capitol Transit Co.; Carrier Service Shops.

HICKS ADVERTISING AGENCY
580 Fifth Ave., New York 19
Tel.: Bryant 9-2365

Radio Dept.: Fred G. Russell, radio director & timebuyer.

HICKS-LIVINGSTONE-PORTER
Eaton Tower, Detroit 26
Tel.: Randolph 6640

Radio Dept.: Patricia Adams, L. P. Hicks, account executives.

Radio Accounts: Lefer Bros.; Koppitz-Melchers Inc.; Wenger's Inc.; Leader Carpet Cleaning Co.

HILL ADV. INC.
250 Park Ave., New York 17
Tel.: Plaza 3-7800

Radio Dept.: Weston Hill, president; Joe Cesare, vice-president in charge of traffic; Cy Young, Ben Banks, account executives; John Harjes, publicity director; Frank Ziehl, production manager.

Radio Accounts: Heller Bros.

ALBERT P. HILL CO.
233 Oliver Ave., Pittsburgh 22
Tel.: Grant 3700

Radio Dept.: L. T. Hamby, account executive.

IVAN HILL ADV.
919 N. Michigan Ave., Chicago 11
Tel.: Delaware 1853

Radio Dept.: M. R. Sheridan, timebuyer.
Radio Accounts: Armand Co.; Fair Dept. Store; Hubbard Milling Co.; Sunday Schools Inc.; Thomas J. Webb Coffee; The Sheffield Co.

HILLMAN-SHANE-BREYER
403 W. 8th St., Los Angeles 14
Tel.: Trinity 1453

Radio Dept.: Charles F. Chaplin, radio director; Selma Schonfeld, timebuyer; Donald A. Breyer, Morrin Newman, Hossel Smith, account executives; David Hillman, copy director.

Radio Accounts: 42 Products Co.; Warner Bros. Theatres; Zeeman Clothing Co.; Eastern Columbia Stores; Brooks Clothing Co.; Mission Pok Co.; Independent Refiners Assoc.; Superior Sea Food Co.; Sunset Oil Co.; Christopher Candy Co.

HOFFMAAN & YORK
Century Bldg., Milwaukee 3
Tel.: Daly 6510

Radio Dept.: Howard L. Peck, radio director.

WILLIAM F. HOLLAND AGENCY
Hotel Sinton, Cincinnati 2
Tel.: Main 3450

Radio Dept.: B. Holland, production & copy; Charles Obermeyer, sales; Ralph Carpenter, art chief; D. E. Holland, statistics; J. M. Holland, direct mail; C. J. Schuch, merchandising; Wm. F. Holland, television director.

GEO. C. HOSKIN ASSOC.
210 S. Clark St., Chicago 4
Tel.: Central 4565

Radio Dept.: Geo. C. Hoskin.
Glendale 3-102 N. Grand. Tel.: Citrus 3-1334.

HIRSHON-GARFIELD INC.
580 Fifth Ave., New York 19
Tel.: Bryant 9-9350

Radio Dept.: George DePue Jr., radio & television director.

Boston 16—Park Square Bldg. Tel.: Liberty 0488.

London—12 Orange St.
Radio Accounts: McGregor Sportswear Co.; M. Louis Products Co.; Lekrolite Corp.; Young's Hats; Spidel Corp.

HIXSON-O'DONNELL ADV. INC.
19 W. 50th St., New York 20
Tel.: Circle 5-6590

Radio Dept.: L. B. Van Doren, vice-president, charge of radio; Katherine Shanahan, timebuyer.

Radio Accounts: Sinclair Refining Co.; Richfield Oil Corp. of N. Y.

E. T. HOWARD CO.
40 E. 49th St., New York 17
Tel.: Plaza 3-6860

Radio Dept.: Arthur L. Lippmann, radio director & timebuyer; Alfred Lippman, Dewey Pinsker, account executives.

Radio Accounts: Rieser Co. (Venida Products); Hotel St. George; Browning King (men's stores).

MALCOLM HOWARD
20 E. Jackson, Chicago 4
Tel.: Webster 2110

Radio Dept.: A. M. Holland, Eileen Rietz, Nikki Koye, Roy Freedman, account executives.

CHARLES W. HOYT CO. INC.
551 Fifth Ave., New York 17
Tel.: Murray Hill 2-0850

Radio Dept.: Wm. Philip Smith, radio & television director; C. B. Donovan, timebuyer.
Hortford—15 Lewis St. Frank Whipple, manager. Tel.: 5-6066.

Radio Accounts: B. C. Remedy Co.; Burnham & Morrill; Charles Gulden Inc.; E. L. Knowles Inc.; Ivonhoe Foods; Parker Herberx Corp.; J. A. Wright & Co.; Barco Laboratories; Sodus Creamery Corp.

HUBBELL ADV. AGENCY
1220 Huron Road, Cleveland 15
Tel.: Cherry 0212

Radio Dept.: Inez Wallace, radio director; Irving M. Adams, timebuyer; Frank Hubbell, talent buyer.

H. B. HUMPHREY CO.
Statler Bldg., Boston 16
Tel.: Liberty 4714

Radio Dept.: William H. Eynon, vice-president and radio director; Sally Larkin, asst. to radio director.

New York 17—420 Lexington Ave. Tel.: Murray Hill 5-0993. H. B. Humphrey Jr., vice-president.

Radio Accounts: Christian Science Church; The Employers' Group; Rumford Chemical Works.

HUMPHREY, PRENTKE & ASSOC.
8121 Carnegie Ave., Cleveland
Tel.: Randolph 0474

Radio Dept.: Ralph B. Humphrey, radio director; D. C. Coulfield.

Radio Accounts: Benesch-Federman Co.; Cleveland Union Stockyards Inc.; The K. B. Co.; Modern Bedding Co.; Pavelka Bros. Co.; Yeager Roybestos Inc.

HUTCHINS ADVERTISING CO.
42 East Ave., Rochester 4, N. Y.
Tel.: Main 3528

Radio Dept.: R. P. Weis, account executive.
Philadelphia 40—3701 N. Broad St. Tel.: Radcliff 1900. John Maxwell, vice-president.

New York 18—19 W. 44th St. Tel.: Murray Hill 2-0716.

Toronto—1244 Dufferin St. John Bennet, manager.

Radio Accounts: Philco Corp.

INDUSTRIAL ADV. ASSOC.
400 N. Michigan Ave., Chicago 11
Tel.: Delaware 7875

Radio Dept.: Milton G. Peterson, account executive.

Radio Accounts: Ar-Ex Cosmetics Inc.

INGALLS-MINITER CO.
137 Newbury St., Boston 16
Tel.: Commonwealth 5767

Radio Dept.: Virginia Lyons, radio director; Virginia M. Wein, timebuyer; J. R. Minitier, account executive.

Radio Accounts: La Touraine Coffee Co.; Whiting Milk Co.; Friend Bros.

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60 N. Division Ave., Grand Rapids 2, Mich.
Tel.: 9-4184

Radio Dept.: Lewis N. Steenwyk, radio director & manager. Roy C. Kelley, Leonard A. Versluis, partners (limited).

Radio Accounts: Berean Baptist Church; Children's Bible Hour; Gospel of Calvary; Hebrew-Christian Mission; Hour of Praise; Independent Fundamental Baptist Church; Inter-Race Bible Class; Lutheran Gospel Hour; North Shore Church; Colonial Custom Upholstering Co.; Fox Jewelers; Radio Revival Crusade; Reformed Witness Hour; Sunday School of the Air; Sunday School Hour; War Workers Gospel Hour; Word of Life; Your Worship Hour; Temple Time.

IVEY & ELLINGTON INC.

535 Fifth Ave., New York 17
Tel.: Murray Hill 2-5204

Radio Dept.: Hal James, radio director & timebuyer; A. G. Graff, media director.
Radio Accounts: McKesson & Robbins Inc. (Box); Sweets Co. of America.

J

M. J. JACOBS INC.

303 W. 42nd St., New York 18
Tel.: Columbus 5-4219

Radio Dept.: M. J. Jacobs, radio director & timebuyer.

Radio Accounts: K. Arakellian Inc. (Mission Bell Wines).

THE JACOBS CO. INC.

326 Madison St., Chicago 6
Tel.: Central 6505

Radio Dept.: Tim Morrow; Al Reiwitich; Helen Williams; Phil Rouda; Nathan E. Jacobs; Ruth Brannan.

Minneapolis—2400 Foshay Tower. Tel.: Main 4327. Sam Kaufman, radio director; Tom Hastings, manager.

Radio Accounts: Leaf Gum Co.; Dante Condy Co.; Chicago Herald-American; Hawthorn-Melody Farms Dairy; Joseph Triner Corp.; Hinckley & Schmitt.

JASPER, LYNCH & FISHEL

17 E. 49 St., New York 17
Tel.: Plaza 5-1700

Radio Dept.: Michael Gore, vice-president and radio director.

Radio Accounts: Charles E. Lane & Co.; L. Blare & Co.

JOSEPH JACOBS JEWISH MARKET ORG.

6 E. 46th St., New York 17
Tel.: Murray Hill 2-6995

Radio Dept.: Joseph Jacobs, president, time & talent buyer.

JOHNSON, READ & CO. INC.

53 W. Jackson Blvd., Chicago 4
Tel.: Wabash 7071

Radio Dept.: Mrs. M. B. Sutherby, radio director.

DANA JONES CO.

756 S. Broadway, Los Angeles 14
Tel.: Tucker 6131

Radio Dept.: O. V. Johnson, account executive.

Radio Accounts: Bullock's Security First National Bank; Helms Bakeries; Security-First National Bank; Stewart McKee & Co.

DUANE JONES CO.

570 Lexington Ave., New York 22
Tel.: Plaza 3-4848.

Radio Dept.: Reggie Schubel, radio director; Vera Brennan, timebuyer; Joseph Scheideler, C. Frederic Bell, Brent Groves, Robert Hayes, Eugene Hulshizer, Paul Werner, account executives; Walter Ware, television director.

Radio Accounts: Manhattan Soap Co.; Weston Oil & Snowdrift Sales Co.; Wilbert Products Co.; Joseph Tetley & Co.; B. T. Babbitt Co.; Grocery Store Products Co.; Hudson Pulp & Paper Co.; Mennen Co.; Kerr's Butter Scotch Inc.; Pierce's Proprietaries Inc.; Household Products Corp.; C. F. Mueller Co.; E. Myers Lye Corp.; Megowen-Educator Food Co.; Iodent Co.; Boyle-Midway Co.

THE RALPH H. JONES CO.

Carew Tower, Cincinnati
Tel.: Main 3351

Radio Dept.: C. M. Robertson Jr., radio director; Kathryn M. Hardig, asst. radio timebuyer; Roy Madison, publicity; Jim Hill, writer & producer.

New York 19—580 Fifth Ave. Tel.: Wisconsin 7-5500. Phillip Meek, executive; John Saunders, television department.

JONES & BRAKELEY INC.

150 Nassau, New York 7
Tel.: Beekman 3-1912

Radio Dept.: Arnold Cohen, director radio & television; Quentin I. Smith, account executive.

Radio Accounts: Bethlehem Steel Co.

JOSEPH ADV. AGENCY

1801 Reading Road, Cincinnati 2
Tel.: Parkway 7850

Radio Dept.: Jesse M. Joseph, proprietor & account executive; Eli Cohen, account executive.

Radio Accounts: Red Top Brewing Co.; A. Sauer & Co.; Meier's Winery; E. Klein & Son; A. Janszen Co.

JUNE & CO.

New Center Bldg., Detroit 2
Tel.: Trinity 1-7450

Radio Dept.: Robert June, Lee Thompson.

CLARENCE B. JUNEAGU AGENCIES

214 S. Vermont Ave., Los Angeles 4
Tel.: Drexel 1361

Radio Dept.: Clarence B. Juneagu, owner & television director; Virginia Ross, radio director & timebuyer; George Johns, prod. mgr. Radio Accounts: United American Federation of Labor; Western Conference of Teamsters; Los Angeles Evening Herald & Express.

K

ROBERT KAHN & ASSOC.

430 N. Michigan Ave., Chicago 11
Tel.: Delaware 5480

Radio Dept.: Warren Kelly, director; Mark Freeman, Earl Kahn, account executives.

KAL, EHRLICH & MERRICK ADV. INC.

Star Bldg., Washington 4
Tel.: Executive 3700

Radio Dept.: Rhoda Bandler, continuity director; Doris Kudisch, timebuyer; Louise Walsh, production; Alexander L. Charles, Forest R. Entwistle, account executives.

KALOM CO.

664 N. Michigan, Chicago 11
Tel.: Superior 8464

Radio Dept.: Russ Felzer, radio director & timebuyer.

KANE ADV.

308 North East, Bloomington, Ill.
Tel.: 7969.

Radio Dept.: Arthur P. Kane, president.

Radio Accounts: Paul F. Beich Co.

JOHN KARCH ADV. AGENCY

280 Broadway, New York 7
Tel.: Barclay 7-1045

Radio Dept.: John George Karch, radio director & timebuyer.

Radio Accounts: Giroux Co. Inc.; Permanston Co.; Artplush Co.

H. W. KASTOR & SONS

360 N. Michigan Ave., Chicago 1
Tel.: Central 5331

Radio Dept.: S. Hettler Jr., director; Marie McDonald, traffic manager; Joan Herron, asst.

New York 20—9 Rockefeller Plaza Tel.: Columbus 5-6135.

Hollywood—6331 Hollywood Blvd. Tel.: Granada 1631. James H. Wright, radio director.

Radio Accounts: Procter & Gamble, Drene Shampoo, American Family Flakes & Soap; Blackhawk Beer; Pain-Expeller; Keyes Corn Pads; Jung Arch Brace Co.

THE JOSEPH KATZ CO.

8 South St., Baltimore 2
Tel.: Lexington 1500

Radio Dept.: Robert G. Swan, director of radio; John T. McHugh, timebuyer.

New York 22—444 Madison Ave. Tel.: Wickersham 2-2740. Allan J. de Castro, radio director; Elizabeth Black, timebuyer.

Radio Accounts: American Oil Co.; Ex-Lax Inc.; Maryland Pharmaceutical Co.; Globe Brewing Co.; C. D. Kenny Co.; Laco Products; Baltimore Transit Co.

HENRY J. KAUFMAN & ASSOCIATES

Homer Bldg., Washington 5
Tel.: District 7400

Radio Dept.: Jeffrey A. Abel, radio director; G. Clark Brant Jr., Milton Baker, account executives; Betty Harper, continuity chief.

TYLER KAY CO.

775 Main St., Buffalo 3
Tel.: Lafayette 6111

Radio Dept.: H. Tyler Kay, president.

KAYTON-SPIERO CO.

230 W. 41st St., New York 18
Tel.: Longacre 5-5090

Radio Dept.: G. B. Spiero, Herman Jacobs, Morris Kinzler, account executives.

Radio Accounts: 20th Century-Fox Films Corp.; National Safety Bank.

RAYMOND KEANE ADV.

1441 Weldon St., Denver.
Tel.: Cherry 0115

Radio Dept.: Ethel N. Keane, radio director; Fletcher B. Trunk, timebuyer.

Los Angeles 14—Loew's State Bldg. Tel.: VAN. 8443.

Radio Accounts: Republic Drug Co.; Seven-Up Colorado Co.; American Furniture Co.; American National Bank; Intermountain Elevators; K. & B. Packing & Prov. Co.; Kay's Better Jewelers; Kartz Jewelry Co.

KEELING & CO.

1028 Chamber of Commerce, Indianapolis 4.
Tel.: Riley 1478

Radio Dept.: Don H. Collins, vice-president & timebuyer; Mary Cassidy, asst.

Radio Accounts: The Cosite Corp.

KEELOR & STITES CO.

Carew Tower, Cincinnati 2
Tel.: Parkway 1311

Radio Dept.: Sam Malcolm Levy, vice-president, radio & television director; C. N. Ascheim, P. R. Hume, vice-presidents & account executives.

Radio Accounts: Early & Daniel Co.; Grandpa Soap Co.; Sealy Mattress Co.; Thoroughbred Dog Foods; Hotel Gibson; Imperial Products Inc. Television Account: Fashion Frocks.

KELLY, ZAHRNDT & KELLY

Cotton Belt Bldg., St. Louis 2
Tel.: Garfield 0777

Radio Dept.: Chas. F. Kelly Jr., president; Walter Zahrdt, Virgil A. Kelly, vice-presidents.

KENYON & ECKHARDT INC.

247 Park Ave., New York 17
Tel.: Plaza 3-0700.

Radio Dept.: William B. Lewis, vice-president & radio & television director; Robert D. Wolfe, assoc. radio director; Frank Palmer, chief timebuyer; Mary Dwyer, traffic mgr.; John Brew, Ralph Linder, Frank Owen, Glenn Wiggins, E. W. Newton, account executives. Chicago 3—135 S. LaSalle St. Tel.: Randolph 6470. V. T. Norton, vice-president.

Detroit, Michigan—1257 Penobscot Bldg. Tel.: Cadillac 3608. Ian M. Smith manager.

Hollywood 28—Equitable Bldg. Tel.: Hillside 8368. John Swallow, manager.

Montreal PQ—Sun Life Bldg. Tel.: Plateau 9939. Jack Raymond, manager.

Radio Accounts: American Fat Salvage Committee; Borden Co.; R. B. Davis Co.; Richard Hudnut; Kellogg Co.; Pepperidge Farms; Rock City Tobacco; Industrial Tape Corp.; Southern Cotton Oil Co.; White Rock Corp.

KENT ADV. INC.

511 East 72nd St., New York 21
Tel.: Butterfield 8-0902

Radio Dept.: Claude S. Welton, president; Thomas J. Mahon, vice-president; Arthur J. Kinsman, treasurer.

Radio Accounts: Purepac.

KERMIN-THALL

175 Fifth Ave., New York 10
Tel.: Gramercy 5-2527

Radio Dept.: Eve Lavelle, account executive.

Radio Accounts: Antonio Beauty Shops.

FRANK KIERNAN & CO.

41 Maiden Lane, New York 7
Tel.: Whitehall 3-0810

Radio Dept.: Samuel D. Mallin, account executive.

Radio Accounts: Flowery Manicure Products Co.

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KIESWETTER, WETTERAU & BAKER INC.

9 E. 40th St., New York 16
Tel.: Lexington 2-0025
Radio Dept.: S. S. Baker, radio director; Blanche Fernandez, timebuyer.
Radio Accounts: Penn Tobacco Co.; Bath-sweet Corp.; Mennen Co.

ABBOTT KIMBALL CO.

250 Park Ave., New York 17
Tel.: Plaza 3-9600
Radio Dept.: Cecil Hackett, vice-president, charge of radio & television; Miriam Traeger, timebuyer; Dorothy DeKovessey, copy writer; Francis Martin, new business.
Chicago 1-333 N. Michigan Ave. Tel.: Franklin 8188. Grant Chamberlin, manager.

Kansas City 6-10 W. 21st St. Tel.: Victor 1950. David Mindlin, manager.
Los Angeles 14-649 South Olive. Tel.: Trinity 7575. Fred Becker, manager.
Radio Accounts: Bonne Bell Inc.; Colonial Dames Inc.; Marshall Field & Co.; Northern Warren Corp. (Odorono & Peggy Sage Nail Polish); Queen Make Fashions; Renoir Perfumes; Marvella Pearls.

WM. H. KINSALL & CO.

101 W. Monroe St., Bloomington, Ill.
Tel.: 7606
Radio Dept.: Donald Glasgow, director; Ozzie Denney, account executive; Wm. H. Kinsall, time & talent.
Radio Accounts: Corn Belt Bank; Anderson Rubber Co.; R. M. Bishop Co.

ALBERT KIRCHER CO.

1001 W. Washington Blvd., Chicago 7
Tel.: Chesapeake 2800
Radio Dept.: Russell Giradian, radio director; L. H. Lasher, timebuyer.

KIRCHER, LYTLE, HELTON & COLLETT ADV.

321 W. 1st St., Dayton 2
Tel.: Fulton 2151
Radio Dept.: Herman W. Land, radio and

television director; Frank O'Neil, radio production; James Hadley, Ralph Kircher, account executives.
Radio Accounts: Edward Furniture Co.; Gem City Bldg. & Loan Assn.; Dayton Spice Mills; Fantan Chewing Gum; Booth Furniture Co.

PHILIP KLEIN ADV.

1918 Rittenhouse Sq., Philadelphia 3
Tel.: Kingsley 1420
Radio Dept.: Herbert Ringold, radio director; Henry Klein, television director and account executive.

KLEPPNER CO.

551 Fifth Ave., New York 17
Tel.: Murray Hill 2-0730
Radio Dept.: Leon Balsam, radio director & timebuyer; Otto Kleppner, account executive.
Radio Accounts: Peterson Tobacco Shops; Schenley Import Co.; National Remedy Co. (Enarco); Rogers Import Co.

H. M. KLINGENSMITH CO.

First Natl. Bank Bldg., Canton 2 O.
Tel.: 4-5115
Radio Dept.: H. M. Klingensmith, president & timebuyer; A. C. Palm, vice-president; Sam K. Beethom, manager radio accounts.
Radio Accounts: Canton National Bank; Canton Postwar Planning Control; Carrolton Mfg. Co.

KLINGER ADV. CORP.

119 W. 57th St., New York 19
Tel.: Circle 6-3660
Radio Dept.: Atwood A. Klinger, president & account executive; Elsie Franch, sec.-treas. & account executive.
Radio Accounts: Madison L. I. Personal Loan; Stonback Co.; Servus Clothes; Price Auto; Crown Automobile; Bill Williams; Telpic Sales Inc.

KNOLLIN ADV. AGENCY

105 Montgomery St., San Francisco
Tel.: Sutter 6110
Radio Dept.: Thomas J. McNamara.
Radio Accounts: S. & G. Gump's; Manning's Coffee Inc.; Golden West Brewing Co.

M. R. KOPMEYER CO. ADV. AGENCY

Realty Bldg., Louisville 2
Tel.: Wabash 3357
Radio Dept.: M. R. Kopmeyer, president; W. A. Freeman, vice-president; Fred Gerberding, account executive; Mary Bardes, continuity.
Radio Accounts: Wheatley Mayonnaise Co.; Oertel Brewing Co.; Sutho Suds Co., Indianapolis; Field Packing Co.; Vic Lorch & Sons; Fenley Model Dairy; Leo A. Seltzer Inc.; Dr. Pepper Bottling Co.; Grocers Biscuit Co.

J. M. KORN & CO.

1528 Walnut St., Philadelphia 2
Tel.: Pennypacker 2500
Radio Dept.: Roland Israel, radio director.

ARTHUR KUDNER INC.

630 Fifth Ave., New York 20
Tel.: Circle 6-3200
Radio Dept.: Myron P. Kirk, radio director; Gordon Mills, business manager; Alan Ward, production; Georgina Dewey, timebuyer.
Detroit 2-New Center Bldg. Tel.: Madison 5315.
San Francisco-215 Market St. Tel.: Garfield 5433.

Washington, D. C.-Albee Bldg. Tel.: National 5506.

Honolulu-500 Castle & Cooke Bldg.
Radio Accounts: General Motors Corp.; Benson & Hedges; Lear Inc.

J. R. KUPSICK ADV.

122 E. 42nd St., New York 17
Tel.: Murray Hill 5-9145
Radio Dept.: J. R. Kupsick, Saul Kampf, account executives; Jerry Law, radio director.

KUTTNER & KUTTNER

540 N. Michigan Ave., Chicago 11
Tel.: Superior 7940
Radio Dept.: M. G. Grinspan, director; C. D. Kuttner, timebuyer.
Radio Accounts: Capitol Dairy Co.; Holleb & Co.; Black & White Stores.

L

LA BRUM & HANSON

Bankers Security Bldg., Philadelphia
Tel.: Kingsley 1616
Radio Dept.: William J. McElwee Jr., Florence S. Thomson, account executives.
Radio Accounts: B. F. Dewees; Sears-Roebuck; Salvation Army; Philadelphia Record; Democratic City Committee; Jackson & Moyer.

LAKE-SPIRO-SHURMAN, INC.

2800 Sterick Bldg., Memphis 3
Tel.: 5-1571
Radio Dept.: Clarke R. Brown, radio director; Hugh Murphy, asst. timebuyer, traffic & control; Mrs. Lucille Simmons, Mrs. Eve Cullison, asst. timebuyers.

JAMES G. LAMB CO.

Land Title Bldg., Philadelphia 10
Tel.: Pennypacker 9650
Radio Dept.: Mrs. Billie Farren, timebuyer.
Radio Accounts: Keystone Macaroni Mfg. Co.; Esslinger's Inc.

LAMBERT & FEASLEY INC.

9 Rockefeller Plaza, New York 20
Tel.: Columbus 5-3721
Radio Dept.: Frank W. Mace, vice-president & general manager; Joseph Burland, media director; Ray H. Kremer, Charles Range.
Radio Accounts: Listerine Tooth Paste & Powder, Phillips Petroleum.

LAMPOR, FOX, PRELL & DOLK INC.

825 J. M. S. Building, South Bend 5, Ind.
Tel.: 3-2161
Radio Dept.: Carl F. Prell, vice-president & director of radio.

LANG, FISHER & STASHOWER

1010 Euclid Ave., Cleveland 15
Tel.: Main 6579
Radio Dept.: Alvin B. Fisher, vice-president in charge of radio; Thomas E. O'Connell, radio director & producer.
Radio Accounts: Brewing Corp. of America; Yellow Cab Co.; Miller-Becker Co.; The World Publishing Co.; Grand Appliance; Hirsch Laboratories; Texas Distributing Co.

LAPORTE & AUSTIN INC.

369 Lexington Ave., New York 17
Tel.: Murray Hill 3-5884
Radio Dept.: F. B. Leedom, F. F. Casey, account executives.
Radio Accounts: Dunshaw Co.; J. W. Landenberger Co.

LAUESEN & SALOMON

520 N. Michigan Ave., Chicago 11
Tel.: Superior 0738
Radio Dept.: Wendell Walker, account executive.
Radio Accounts: Foley & Co.

THE LAVENSON BUREAU

12 S. 12th St., Philadelphia 7
Tel.: Lombard 1158
Radio Dept.: W. Staunton Moylon, radio director.

LEEFORD ADV. AGENCY INC.

432 Fourth Avenue, New York 10
Tel.: Murray Hill 4-7116
Radio Dept.: David D. Lee, president.

LEE-STOCKMAN INC.

30 Vesey St., New York 7
Tel.: Worth 2-5583
Radio Dept.: J. Lewis Reid, manager.
Radio Accounts: Zippo Mfg. Co.; Hyper Humus.

AL PAUL LEFTON CO.

1617 Pennsylvania Blvd., Philadelphia 3
Tel.: Rittenhouse 1500
Radio Dept.: S. Carl Mark, radio & television director.
New York 17-521 Fifth Avenue. Tel.: Vanderbilt 6-4340.
Chicago 11-Tribune Tower Bldg. Tel.: Superior 7979.

Hollywood 28-6305 Yucca Street. Tel.: Hollywood 8148.
Washington 5-Homer Bldg., N. W. Tel.: National 1160.

HART LEHMAN ADV.

118 E. 28th St., New York 16
Tel.: Murray Hill 4-7831
Radio Dept.: Hart E. Lehman.

LEIGHTON & NELSON

202 State St., Schenectady 5
Tel.: 6-4202
Radio Dept.: Winslow P. Leighton, George R. Nelson, partners and account executives; George R. Nelson, radio director; Cecil Woodland, copy director and account executive.
Radio Accounts: Saratoga Racing Assoc.; The Stanton Brewery Inc.; Wm. W. Lee & Co. Inc.; Saratoga Vichy Spring Co.; Rudolph Brothers; D'Jimos Furs; Breslaw Brothers Furniture.

LENNEN & MITCHELL INC.

17 E. 45th St., New York 17
Tel.: Murray Hill 2-9170
Radio Dept.: Mann Holiner, vice-president in charge of radio; John Loveton, asst. to vice-president; Virginia Butler, timebuyer; Lillian Goss, program traffic.
Hollywood-308 N. Rodeo Drive. Tel.: Crestview 17221. William Card, asst. to vice-president; Travis Wells, producer; Ben Perry, script editor; Mann Holiner, vice-president in charge of radio.
Radio Accounts: The Andrew Jergens Co., Cincinnati, Ohio; P. Lorillard Co.

S. R. LEON CO.

1 Madison Ave., New York 10
Tel.: Murray Hill 5-8019
Radio Dept.: Hortense Brandt, radio director & timebuyer.

H. B. LeQUATTE INC.

200 Madison Ave., New York 16
Tel.: Ashland 4-5571
Radio Dept.: H. B. LeQuatte, radio director.

AUSTIN C. LESCARBOURA & STAFF

The Workshop, Croton-on-Hudson, N. Y.
Tel.: Croton 444
Radio Dept.: Austin C. Lescarbourea, radio publicity mgr.

TED LEVY ADV.

Temple Court Bldg., Denver 2
Tel.: Cherry 4521
Radio Dept.: Ted Levy, timebuyer; Barbara Aiton, mgr. of radio dept. & asst. timebuyer; Lynn Zeangle, Gladys Kaufman, assistants.

ADDISON LEWIS & ASSOC.

Foshay Tower, Minneapolis 2
Tel.: Atlantic 6235
Radio Dept.: Addison Lewis, president & account executive; W. A. Grove, account executive.

WRNL Sells Merchandise Even in Nuttsville!

CLEVELAND H. DOGGETT
GENERAL MERCHANDISE
NUTTSVILLE, VA.

Style Plus Clothes

RICHMOND, VA.

Please send me

C. O. D.

1 summer suit
size 42
1 coat 42
1 pair pants 42
1 pair shorts
in light tan
shade. medium
color
Shank
C. H. Doggett
I heard it over
H. P. N. & L.

WRNL 5000 WATTS

RICHMOND, VA. NIGHT & DAY 910 KC

EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES

LIEBER ADV. CO.

228 N. LaSalle St., Chicago 1
Tel.: State 1771

Radio Accounts: Progress Feather Co.; Enos Chemical Co.; Sheldon Exclusive Furriers; Illinois & Credit Loan Corp.

CARR LIGGETT ADV.

NBC Bldg., Cleveland 14
Tel.: Cherry 3435

Radio Dept.: Carr Liggett, president & account executive; Leonard W. Smith, account executive.

Radio Accounts: I. T. S. Co.; Climax Industries Inc.

LILLER, NEAL & BATTLE ADV.

Chamber of Commerce Bldg., Atlanta 3
Tel.: Jackson 2664

Radio Dept.: W. W. Neal, C. K. Liller, partners; Sarah Williams, timebuyer.

Radio Accounts: Allied Drug Products Co.; Brock Candy Co.; City Mills Co.; Colonial Stores; Sessions Co. Inc.; Patten Food Products.

LITTLE & CO.

3757 Wilshire Blvd., Los Angeles 5
Tel.: Exposition 1267

Radio Dept.: Gayb Little, owner and radio director; George M. Wolfe, account executive.
Radio Accounts: Kenu Products Co.; Adohr Milk Farms.

LEON LIVINGSTON ADV.

Mills Bldg., San Francisco 4
Tel.: Sutter 7340

Radio Dept.: Zanabelle Samson, timebuyer.
Radio Accounts: Calgate-Palmolive Peel Co.; Italian Swiss Colony; Tru Pak Foods.

LLOYD, CHESTER & DILLINGHAM, INC.

9 Rockefeller Plaza, New York 20
Tel.: Circle 5-8800

Radio Dept.: Harvey N. Volkmar, John J. Hogan, account executives.
Radio Accounts: Pirzone Wineries; Gambine Labs. Inc.

LOCKWOOD-SHACKELFORD ADV.

122 E. 7th St., Los Angeles 14
Tel.: Trinity 9801

Radio Dept.: David R. Fenwick, radio director & timebuyer.

Hollywood 28-6233 Hollywood Blvd. Tel.: Gladstone 6131, Lou Holzer, manager; David R. Fenwick, radio director.

Radio Accounts: Los Angeles Brewing Co.; Breakfast Club Sales Corp.; California Associated Products Co.; King's X Flavor & Extract Co.; Industrial Management Corp.; Packard Bell Co.; Los Angeles Furniture Co.; Mission Stove Co.

LOEB & PAIRO ADV.

Norris Bldg., Atlanta 3
Tel.: Main 6935

Radio Dept.: Mabel H. Loeb, president & account executive; Virginia A. Pairo, vice-president & account executive.

LOEWY ADV. AGENCY

41 Park Row, New York 7
Tel.: Worth 2-3773

Radio Dept.: Henry H. Loewy, vice-president.

W. E. LONG CO.

155 N. Clark St., Chicago 1
Tel.: Randolph 4606

Radio Dept.: E. J. Sperry, radio & television director; Robert B. Struble, asst. radio director; R. T. Graham, syndicated supervisor.

T. ROBLEY LOUITT INC.

58 Weybosset St., Providence 3
Tel.: Dexter 7804

Radio Dept.: D. J. MacDonald, radio account executive; Russell Wertz, production mgr.
Radio Accounts: Buckley & Scott; Louttit Laundry; Swiss Cleansing Co.; What Cheer Laundry.

LUCERNA CO. INC.

17 E. 45th St., New York 19
Tel.: Murray Hill 2-7267

Radio Dept.: Emanuel Goldman, radio director.

EARLE LUDGIN & CO.

121 W. Wacker Drive, Chicago 1
Tel.: Anderson 1888

Radio Dept.: Vincent R. Bliss, radio director & account executive; Jane Daly, Catherine Lewis, timebuyers; Jack Sharp, account executive.

Radio Accounts: Rit Products Corp.; Glaser-Grandell Co.; Chicago Title & Trust Co.

AMERICA'S NO. 1 FARM MARKET

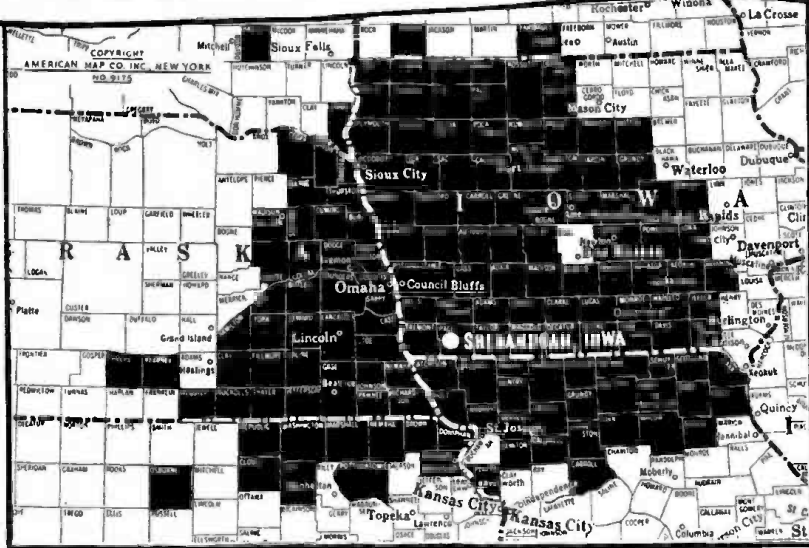
The area served by KMA (155 rich, productive counties in Iowa, Nebraska, Missouri, and Kansas) is right in the very heart of America's greatest farm region—a region first in corn, hogs, oats, poultry and eggs, value of farm buildings, value of farm implements and machinery! Our average farmer's income for 1945 broke all records. And KMA, the No. 1 Farm Station in the No. 1 Farm Market, reaches these prosperous farmers. Because this section is 80% rural, we cater *full-time* to farm listeners. . . . KMA speaks Iowa plain-talk. . . . We give our farmer friends their market reports in the *language* they like, and at the *time* they need them. Our farm features are not merely read; they are interpreted. Our announcers and news editors *know* the farming business and are familiar with farming practices. . . . Entertainment is not of the wise-

cracking, jive-record, night-club variety, but rather the homey sort that farmers enjoy.

Are these policies approved by our audiences? The proof that they are is reflected in the fact that they send us more than *twice* as much listener-mail as any other station in this market. That should mean for you, *more than twice the chance of making sales.*

Let us or Free & Peters tell you more about our amazing result story. Send now for our 1945 Mail Study, which gives complete data on our market, our audience, and our selling power—39 pages of fact-crammed data as to *who* writes to radio stations, and *why*, and *when*, as gleaned from analysis of 488,434 pieces of commercial mail. It contains a tremendous amount of interesting material on mail returns and how to get them. Write *today!*

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American Broadcasting Co.

Mutual Broadcasting System

5000 Watts
960 Kilocycles

KMA

The No. 1 Farm Station in the No. 1 Farm Market



155 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, Inc., Exclusive National Representatives

ADVERTISING AGENCIES HANDLING RADIO

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LIVE
PROGRAMS
ORIGINATE IN
WEBR
BROADCASTING
HOUSE
than in any other
Radio Station in
Buffalo

The measure of a radio station's acceptance with its listeners is its *live* programs. WEBR has a living heart beat — fed by live programs (and by Mutual) — programs geared to live listeners — another reason why Buffalo's friendly station gets *lively* results for lively sponsors.

"LIVE" LISTENING
Here are just a few of the live programs that are created in and broadcast by WEBR:

& R. O.
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CHEERFUL EARFUL
STARLIGHTERS
TWO ON THE AISLE
ROVING TROUBADOURS
BREAKFAST WITH JANET
GEORGIE CLARK ORCHESTRA
OUTDOORSMAN
1340 CLUB
PHOTOGRAPHY FOR
THE AMATEUR
HOCKEY GAMES
WRESTLING MATCHES
FOOTBALL GAMES
SIDEWALK QUIZ
VETERANS' QUESTION BOX
ROSS REYNOLDS SINGS
WEBR CHORUS
SALUTE TO A HERO



1340 on the Dial
The Buffalo Courier-Express
Station

Up-To-The-Minute
MARKET DATA
AVAILABLE

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National Representatives
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LYNN-FIELDHOUSE
15 S. Franklin St., Wilkes-Barre, Pa.
Tel.: 2-7182
Radio Dept.: W. B. Pritchard, radio director & timebuyer.
New York 17-545 Fifth Ave.
Radio Accounts: J. B. Carr Biscuit Co.; Golden Quality Ice Cream Co.; Purvin Dairy Co.

S. DUANE LYON INC.
9 Rockefeller Plaza, New York 20
Tel.: Circle 5-8181
Radio Dept.: Robert D. Kempner, radio director; Arthur Van Stein, publicity director; S. Duane Lyon, Chester Radven, account executives.
Radio Accounts: Bayside National Bank; Italian Cook Oil Corp.; Malcom W. Starr Corp.

W. D. LYON CO.
417 1st Ave., S. E., Cedar Rapids, Ia.
Tel.: 3-0051
Radio Dept.: W. D. Lyon, owner & account executive; R. B. Creswell, account executive; Stanton Peterson, copy chief.
Radio Accounts: Colonial Baking Co.; Iowa Canning Co.; Gordon Hatchery; Sheffield Brick & Tile Co.; Hamilton Seed & Coal Co.

THE LYON AGENCY
116 New Montgomery St., San Francisco
Tel.: Douglas 3546
Radio Dept.: Dwight Lyon.
Radio Accounts: Spreckles-Russell Dairy; Laher Spring & Tire.

M

NORMAN S. S. MacAFEE ADV.
424 Chestnut St., Philadelphia 6
Tel.: Lombard 7697
Radio Dept.: Norman S. S. MacAfee, radio director.
Radio Accounts: Philadelphia Brewing Co.

MacFARLAND, AVEYARD & CO.
333 N. Michigan Ave., Chicago 1
Tel.: Randolph 9360
Radio Dept.: Miss Evelyn Stark, radio director; Allen B. Dicus, vice-president & gen. mgr.; Wm. F. Pitney, account executive.
New York 20-10 Rockefeller Plaza, Tel.: Circle 6-2890. A. E. Aveyard, partner.
Radio Accounts: Zenith Radio Corporation; Omar Inc.; United Wallpaper Inc.; K. C. Baking Powder; Form Fit Co.

W. W. MacGRUDER
Midland Savings Bldg., Denver 2
Tel.: Cherry 0693
Radio Dept.: W. W. MacGruder, timebuyer; George Bakewell, production manager; Louise Hewlett, radio & television director; Edwin H. Hoover, publicity.
Radio Accounts: Coors Beer; Fairmont Cemetery Assn.; Midland Savings & Loan; Zefer Products Inc.; Hackethorn Mfg. Co.; Spears Sanitarium; Ken Grill; Stork Club; Federal Savings & Loan, Ogden, Utah.

NORMAN A. MACK & CO.
67 W. 44th St., New York 18
Tel.: Murray Hill 2-1135
Radio Dept.: Norman A. Mack; Joyce Weinberg.
Radio Account: The FR Corporation.

MacMANUS, JOHN & ADAMS
Fisher Bldg., Detroit 2
Tel.: Trinity 2-8300
Radio Dept.: Elmer W. Froehlich, radio director; John R. MacManus, account executive.
Radio Account: Champion Spark Plug Co.

MADISON ADV. CO.
400 Madison Ave., New York 17
Tel.: Plaza 8-0716
Radio Dept.: David R. Gibson, radio director.
Radio Accounts: Aquotogs; Byer-Rolnick Hat Co.

MAGGART ADV. AGENCY
333 N. Michigan Ave., Chicago 1, Ill.
Tel.: Central 3861
Radio Dept.: M. E. Maggart.

MALCOLM-HOWARD ADV.
20 E. Jackson Blvd., Chicago 4
Tel.: Webster 2110
Radio Dept.: Nikki Kaye, Eileen Rietz; Roy Freedman, Arthur M. Holland, Ruth Hudson, account executives.

Radio Accounts: Dad's Root Beer; Clinton Watch Co.; Cimino Wines; Mrs. Klein's Potato Chips; Halland's Jewelry; Rubin's Apparel; Newart's; Peoples Pontiac; Fij-Oil Shampoo.

DAVID MALKIEL ADV.
260 Tremont St., Boston 16
Tel.: Liberty 1421
Radio Dept.: Richard D. Brugman, production manager; Harry Weinbaum, Martin Kadis, account executives.

Radio Accounts: Old Monastery Wine Co.; New Haven Biltwell Overall; Canadian Ace Ale; Serta Associates.

LOYD MANSFIELD CO.
110 Pearl St., Buffalo 2
Tel.: Washington 2762
Radio Dept.: Lloyd Mansfield, president.

MANSON-GOLD ADV. AGENCY
1004 Marquette Ave., Minneapolis 2
Tel.: Geneva 9619
Radio Dept.: Jean Hadley, radio director; Meyer Gold, Bruce Sielaff, D. P. Nathanson.
Hollywood 28-1520 Crossroads. Tel.: Hillside 4275.

Radio Accounts: Sears Roebuck Co.; Pfunder Co.; Marine Electric Elm. Co., Seattle, Wash.; Janney Semple Hill & Co.

MARSHALK & PRATT CO.
535 Fifth Ave., New York 17
Tel.: Vanderbilt 6-2022
Radio Dept.: John R. Allen, television director; Harry C. Marshalk, Bennett Kolb, account executives; Curt A. Peterson, radio director.

Radio Accounts: Standard Oil Company of New Jersey (Esso); Esmond Mills Inc.; Union Pharmaceutical Co.
Television Accounts: Standard Oil Company of New Jersey (Esso).

TERRILL BELKNAP MARSH ASSOC.
480 Lexington Ave., New York 17
Tel.: Eldorado 5-4570
Radio Dept.: T. B. Marsh, radio director.

HAROLD MARSHALL ADV. CO.
565 Fifth Ave., New York 17
Tel.: Plaza 3-0404
Radio Dept.: J. P. Schneider, radio director.

ARTHUR E. MARTIN INC.
610 W. Van Buren, Chicago
Tel.: State 3355
Radio Dept.: A. E. Martin, radio director.

MASON-RELKIN CO.
67 W. 44th St., New York 18
Tel.: Murray Hill 2-4949
Radio Dept.: Roger B. Relkin, radio director.
Radio Accounts: Leon & Eddie's; Wright Clothes; Triebitz Shoes; Guffanti's Restaurant; Hudson Canadian Furs.

J. M. MATHES INC.
122 East 42nd St., New York 17
Tel.: Lexington 2-7450
Radio Dept.: John Bates, director of radio; Edna S. Cathart, timebuyer; Jane Gregory, acct. timebuyer; William H. Booth Jr., production supervisor; William H. Vilas, television director.

Radio Accounts: American Express Co.; Burlington Hills Corp.; Canada Dry Ginger Ale Inc.; Doelger Brewing Corp. Inc.; Expello Corp.; Houbigant Sales Corp.; International Selt Co. Inc.; Lorr Laboratories; Nettleton Co.; Pan-American Coffee Bureau; Pierce Watch Co. Inc.; The Pure Food Co. Inc.; Raytheon Mfg. Co.; Sylvania Industrial Corp.; Woolworth Co.; Gallowhr Chemical Corp.

JOSEPH MAXFIELD CO.
87 Weybosset St., Providence 3
Tel.: Gaspee 4456-4457

Radio Dept.: Joseph M. Finkle, president and timebuyer; Archie M. Finkle, vice-president; Bruno Schnabel, treasurer; Anne E. WOLED, executive secretary; Dorothy M. Taipes, radio director.

Radio Accounts: Candy Mart Stores; Eclipse Food Products Corp.; Inlaid Optical Co.; National Glass Co.; Shiloh Bottling Co.; Metropolitan Theatres; Low Supply Co.; Rhode Island Photo Laboratories; Apex Tire Inc.; Eastern Scientific Co.; Fain's Inc.; Jack & Harry's Auto Stores.

MAXON INC.
2761 E. Jefferson Ave., Detroit 7
Tel.: Fitzroy 5710

New York 22-570 Lexington Ave. Tel.: Eldorado 5-2930. E. Edwin Wilhelm & Preston Pumphrey.

Chicago-919 N. Michigan Ave. Tel.: Delaware 3336 L. J. Sholly.

Radio Accounts: General Electric Co. (Electronics Dept.); H. J. Heinz Co.; Gillette Safety Razor Co.; Ford Dealers Advertising Fund; Griesedieck West. Brewery; Pfeiffer Brewery.
Television Accounts: Gillette Safety Razor Co.

MAY ADV. INC.
106 S. 16th St., Philadelphia
Tel.: Rittenhouse 7642

Radio Dept.: Bertram May, president; J. P. Monahan, radio director.

MAYERS CO.
1240 S. Main St., Los Angeles 15
Tel.: Prospect 0101

Radio Dept.: Gertrude Stark, timebuyer & production manager; Jennison Parker, writer; Henry Mayers, Arthur Mayers, Ted Neale, Larry Compton, Larry Lewin, account executives.

Radio Accounts: Food Machinery Corp.; Pennzoil Co.; Dad's Root Beer; Dewing Co.; Gordon Bread Co.; Southern Calif. Tel. Co.; Live Food Products; Hendon Shirts; Sears Roebuck & Co.; Fifth Street Store; Rose Peanut Butter; Hoffman Candy Co.; Firestone Stores; California Bank; Grand Central Market; Hudson-Terraplane Sales Corp.; Kendall Foods, Inc.; Muller Bros.

MAYS & BENNETT
412 W. 6th St., Los Angeles 14
Tel.: Trinity 8534

Radio Dept.: Roderick Mays, television director & account executive; Thomas Sands, space buyer; Cornelia Clark, writer-producer.

Radio Accounts: Barker Bros.; Downtown Business Men's Association; J. W. Robinson Co.; Western Stove Co.

McCANN-ERICKSON INC.
50 Rockefeller Plaza, New York 20
Tel.: Circle 5-7000

Radio Dept.: Lloyd O. Coulter, vice-president charge of radio; Lawson Paynter, executive asst. to vice-president; William C. Dekker, director of timebuying & stations relations; William A. Fronchey, director of radio copy. Producers: Russ Johnston, vice-president charge of programs, television director; Clare Olmstead, vice-president charge of Hollywood office; Carlo DeAngelo, Dave Grant, Glan Heisch, Dorothy B. McCann, Florence Ortmann, Neil Reagan.

Boston 16-31 St. James Ave. Tel.: Liberty 5468
Watson M. Gordon, vice-president.
Chicago 5-910 S. Michigan Ave. Tel.: Webster 3701. Homer Havermale, vice-president & manager.

Cleveland 14-Guardian Bldg. Tel.: Cherry 3490. A. A. Sammer, vice-president.
Detroit 26-Penobscot Bldg. Tel.: Randolph 9710. Donald C. Hight, vice-president & manager.

Hollywood 28-6331 Hollywood Blvd. Tel.: Hillside 8268. Clare Olmstead, vice-president & manager.

Los Angeles 13-448 S. Hill St. Tel.: Mutual 1181. Burt Cochran, manager.

Minneapolis 1-Hodgson Bldg. Tel.: Bridgeport 6801. Jackson Taylor, vice-president & manager.

Portland 4, Ore.—Public Service Bldg. Tel.: Atwater 4305. R. B. Calkins, manager.
San Francisco 4-14 S. Sansome St. Tel.: Douglas 5560. H. Q. Hawes, vice-president & manager.

Radio Accounts:
New York and Hollywood: Chesebrough Manufacturing Co.; Emerson Watch Co.; Fawcett Publications, Inc.; Gruen Wragh Co.; Manufacturers Trust Co.; James McCutcheon Co.; National Biscuit Co.; Pacific Coast Barax Co.; Pearson Pharmacal Co.; Stromberg-Carlson Co.; Stanco Inc.; Westinghouse Elec. Corp.

Chicago: International Harvester Co.; Standard Oil Co. of Nebraska; Standard Oil Co. of Indiana; Milk Foundation, Inc.; Swift & Co. (Brookfield Division).

Cleveland: Leisy Brewing Co.; Richman Bros. Co.; Standard Oil Co. of Ohio.

Detroit: Tivoli Brewing Co.

Los Angeles: John Hancock Mutual Life Ins. Co.; Globe Mills, Inc.; Southern California Gas Co.; Southern Counties Gas Co.

Minneapolis: Pillsbury Mills, Inc.; Twin City Federal Savings & Loan Assn.; Gluek Brewing Co.

Portland: Northwestern Electric Co.; Pacific Power & Light Co.; Portland Gas & Coke Co.
San Francisco: Angla Cal. Nat. Bank of San Francisco; Associated Dental Supply Co.; Calif. Picking Corp.; Calif. Walnut Growers Assn.; Harold H. Clapp, Inc.; Dwight Edwards Co.; General Brewing Corp.; Hale Bros. Stores, Inc.; Londerbery; Safeway Stores Inc. (Coldstream Products Div.).

KJR *COVERS* *WESTERN WASHINGTON*



the Concentrated market

HERE, in the 13 Western Washington counties covered by KJR, lie the important marketing centers of the state. This busy, compact area contains 61.1% of the state's population, 44.8% of its farms, 63.8% of its radio homes, and 63% of its occupied dwellings. Of the state's total retail sales, 65.7% are made here. KJR means business!

5,000 WATTS *Affiliate of* **AMERICAN BROADCASTING CO.** **950 K.C.**

Representatives: Paul H. Raymer Company, New York • Chicago • Detroit • San Francisco • Los Angeles

L. F. McCARTHY & CO.
 Provident Bank Bldg., Cincinnati 2
 Tel.: Parkway 0368
 Radio Dept.: L. F. McCarthy, president; Emil Bauer, radio director.

R. E. McCARTHY ADV.
 Tampa Theatre Bldg., Tampa 2, Fla.
 Tel.: 2323
 Radio Dept.: P. W. Soehl; E. Byron.
 Radio Accounts: Borden's Poinsettia Dairy; Peninsula Telephone Co.; Pioneer Tire Co.; Southern Brewing Co.; Maas Brothers of Florida.

McCARTY CO.
 1206 Maple Ave., Los Angeles 15
 Tel.: Prospect 7011
 Radio Dept.: W. W. Mann, Sr., Roland Jacobson, Carol Tuller, account executives.
 San Francisco 5-236 Rialto. Wm. Wilde, manager.
 Pittsburgh 19-Koppers Bldg. R. S. Reed Jr., manager.
 Radio Accounts: Arrowhead & Puritas Waters Inc.; David B. Heyhr Co.; Seaside Oil Co.

McCORMICK CO.
 217 E. 7th, Amarillo, Texas
 Tel.: 5333
 Radio Dept.: John R. Forkner, manager.
 Radio Accounts: The Shamrock Oil & Gas Corp.; The Borden Co.; Amarillo Gas Co.

McELROY ADV. AGENCY
 1489 W. Washington Blvd., Los Angeles 7
 Tel.: Prospect 2047
 Radio Dept.: Edward J. McElroy, owner & account executive; Mory Sullivan, radio director & timebuyer.
 Radio Account: Fitzsimmons Stores, Ltd.

L. E. McGIVENA CO. INC.
 444 Madison Ave., New York 22
 Tel.: Plaza 3-7422
 Radio Dept.: Kenneth F. Greene, radio director; Howard Roper, television director.
 Radio Accounts: Celco Sales Corp.; New York World-Telegram; Inkograph Co.

McGIVERAN-CHILD CO.
 58 E. Washington St., Chicago
 Tel.: State 0225
 Radio Dept.: M. J. Klee, radio director.
McJUNKIN ADV. CO.
 228 N. LaSalle St., Chicago 1
 Tel.: State 5060
 Radio Dept.: Gordon Best, president; LeRoy Kling, vice-president.
 Radio Accounts: Schulze & Burch Biscuit Co.; Chef Boy-Ar-Dee Quality Foods Inc.; Carey Salt Co.

McKEE & ALBRIGHT INC.
 1400 S. Penn Sq., Philadelphia 2
 Tel.: Locust 4737
 Radio Dept.: J. A. McFadden, vice-president charge of radio; E. R. Walmaley, timebuyer; Robert L. Redd, producer.
 New York 20-RCA Bldg. Tel.: Columbus 5-2058.
 Hollywood 28-Equitable Bldg. Tel.: Hollywood 8363. Robert L. Redd, producer.
 Radio Accounts: Southern Dairies; Quaker City Chocolate & Confectionery Co.; Brayer Ice Cream Co.; Sealtest Inc.; Western Maryland Dairy; Philadelphia & Reading Coal & Iron Co.

R. J. A. McLAUGHLIN & ASSOC.
 Southern Bldg., Washington 5, D. C.
 Tel.: Republic 1771
 Radio Dept.: R. J. A. McLaughlin, president & radio director.

McNEILL & McCLEERY
 448 S. Hill St., Los Angeles 13
 Tel.: Michigan 7496
 Radio Dept.: James McCleery, radio director; Edith Sweazy, timebuyer.
 Radio Accounts: Petrol Corp.

PHILIP J. MEANY CO.
 816 W. 5th St., Los Angeles 13
 Tel.: Michigan 3601
 Radio Dept.: J. E. Waterman, timebuyer.
 Radio Accounts: Kip Corp.; Pierce Bros.; Rose Hills Memorial Park; Green Spot; R. Schiffmann Co.

MELAMED-HOBBS INC.
 Hodgson Bldg., Minneapolis 1
 Tel.: Bridgeport 1225
 Radio Dept.: Louis Melamed; Ralph W. Hobbs; Richard H. Burbank; M. W. Starkey; R. D. Nelson.
 Chicago 1-333 No. Michigan Ave. Tel.: State 9522. F. Clifford Estey, manager.
 St. Paul 1-E. 912 1st Natl. Bank Bldg. Tel.: Garfield 5731. E. T. Holmgren, manager.
 Radio Accounts: Chocolate Products Co.; Baravia Metal Products Inc.; Griggs, Cooper & Co.; Hi-Lex Co.; Milk Foundation of Minnesota; Minn. Farm Bureau Federations.

MELDRUM & FEWSMITH
 Republic Bldg., Cleveland 15
 Tel.: Cherry 3510
 Radio Dept.: R. G. Simmons, media & radio director.

MENEUGH ADV. AGENCY
 720 Grand Ave., Des Moines 9
 Tel.: 3-1221
 Radio Dept.: Wayne Welch, James Mitchell, radio directors & timebuyers; E. M. Meneough, Paul Martin, Harlan Moeller, account executives.
 Radio Accounts: Anderson-Erickson Dairy; Supreme Baking Co.; Service Optical Co.; Lumbermen's Assoc. Buyers; Northland Dairy; Campbell Foods Co. (Des Moines); Capital City Bank; K. I. Miller Hatchery; Colonial Oil Co.; Stondard Glass & Paint Co.

MERCURY ADV. AGENCY
 Southland Life Bldg., Dallas 1
 Tel.: Central 7996
 Radio Dept.: Harvey R. Boyd.

ARTHUR MEYERHOFF & CO.
 Wrigley Bldg., Chicago 11
 Tel.: Delaware 7860
 Radio Dept.: Bernard Howard, asst. radio director; Kay Kennally, timebuyer; Ralph Rosenthal, John Lemman, George Grablin, account executives; George Taylor, assistant television director.

Milwaukee 2-759 N. Milwaukee. Tel.: Marquette 3144. George Grablin, manager and account executive.
 Radio Accounts: Wm. Wrigley Jr. Co.; Mutual Benefit Health & Accident Insurance Co.; Beich Condy Co.; Illinois Meat Co.; Andy Lo'shaw Co.; Transport Co. of Milwaukee, Krank's Shave Cream, Holsum Products Co.; Clark's Gas Co.

IRVING MYERSON AGENCY
 330 S. Wells St., Chicago 6
 Tel.: Morrison 6828
 Radio Dept.: Irvin P. Myerson.

METROPOLITAN ADV. CO.
 527 Fifth Ave., New York 17
 Tel.: Murray Hill 2-2220
 Radio Dept.: Harry D. Adair, president; Laurence J. Reis, account executive.
 Radio Accounts: Modern Industrial Bank; Barbizon School of Languages.

MID-TOWN ADV. AGENCY
 271 W. 125th St., New York
 Tel.: Riverside 9-1385
 Radio Dept.: Joseph R. Wortman, radio director.

MIDWEST ADV. AGENCY
 City Hall Bldg., Rockford, Ill.
 Tel.: Main 985
 Radio Dept.: W. A. Pitschke, president and account executive.

MILLER AGENCY CO.
 2144 Madison Ave., Toledo 2
 Tel.: Main 8121
 Radio Dept.: David Heer, president & account executive.
 Radio Accounts: Rex Research Corp.

C. L. MILLER CO.
 521 Fifth Ave., New York 17
 Tel.: Murray Hill 2-1010
 Radio Dept.: Roger White, producer, director, talent buyer; G. V. Corhart, timebuyer; Rita Driscoll, asst. timebuyer.
 Chicago 1-333 N. Michigan Ave. Tel.: Central 1640. I. M. Tuteur, manager.

Radio Accounts: Coater Brokerage Co.; Corn Products Refining Co. (Karo Syrup, Kne-Mel Dessert, Mazola Salad Oil); Curtiss Candy Co.; Dr. Sweet's Root Beer Co.

M. GLEN MILLER
 8 S. Michigan Ave., Chicago 3
 Tel.: Franklin 1309
 Radio Dept.: M. Glen Miller.

JOHN THOMAS MILLER
 71 W. 35th St., New York 1
 Tel.: Wisconsin 7-3996
 Radio Dept.: G. Hecker, radio director; John T. Miller, chief timebuyer.

RAY MILLS ADV.
 108 Court St., Auburn, Me.
 Tel.: Lewiston 190
 Radio Dept.: Ray Mills, radio director.

DAN B. MINER CO.
 1151 S. Broadway, Los Angeles 15
 Tel.: Richmond 3101
 Radio Dept.: William P. Bryan, radio director.

MITCHELL-FAUST ADV. CO.
 230 N. Michigan Ave., Chicago 1
 Tel.: State 6610
 Radio Dept.: Hildred Sanders, vice-president in charge radio; Mary Paloson, radio representative's contact.

New York 19-2 W. 46th St. Tel.: Longacre 5-2616. Arthur A. Kron, radio & television director.
 San Francisco 4-310 Crocker Bldg. Tel.: Garfield 0276. Emil Brisacher, president.

Radio Accounts: General Baking Co.; Chr. Hansen's Lab. Inc.; Oscar Mayer & Co.; Peter Hand Brewery Co.; Commander Farabee Milling Co.; Rapinwax.

MITHOFF & WHITE
 Martin Bldg., El Paso, Tex.
 Tel.: Main 4500
 Radio Dept.: Dan T. White, partner; Jean Looze, C. M. Roberts.

ARTHUR R. MOGGE INC.
 307 N. Michigan Ave., Chicago 1
 Tel.: Anderson 3540
 Radio Dept.: A. R. Mogge, E. E. Kromnacker, account executives; Albert Swanson, timebuyer; Anne Dudacek, assistant timebuyer.

St. Louis 8-Continental Bldg. Tel.: Franklin 2155. E. E. Kromnacker, manager and account executive.
 Radio Accounts: Wagner Electric Corp.; The Anderson Co.

EMIL MOGUL CO.
 250 W. 57th St., New York 17
 Tel.: Columbus 5-2482
 Radio Dept.: Emil Mogul, radio director; Myron Mahler, radio producer; Helen Monroe, timebuyer; Sydney Rubin, television director.

Radio Accounts: Barney's Clothes; Gem Packing Co.; Napa Valley Grope Products; National Shoes; Ronzoni Macaroni Co.; Trimount Clothing Co.; Adler Shoes; Knomark Mfg. Co.; Sterling Furniture; Vitrophone Co.

GEORGE MOLL ADV.
 Ninth Bank Bldg., Philadelphia
 Tel.: Regent 9100
 Radio Dept.: George Moll, radio director.

RALPH MOORE INC.
 208 N. Broadway, St. Louis
 Tel.: Chestnut 8728

ALBUQUERQUE
Is New Mexico's Major Market
KGGM
 1260 KC. 1000 WATTS - FULL TIME - COLUMBIA AFFILIATE

POPULATION* 73,327
 14½% OF TOTAL STATE POPULATION
 BUYING POWER** \$90,265
 27% OF TOTAL STATE INCOME
 RETAIL SALES** \$40,580
 22½% OF TOTAL STATE RETAIL SALES

* Source: U. S. Bureau of Census and O. P. A.
 ** In thousands (000 omitted). Source: Sales Management

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MUTUAL'S OUTLET IN INDIANAPOLIS

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

CHESTER C. MORELAND CO.
Times-Star Tower, Cincinnati 2
Tel.: Parkway 1178

Radio Dept.: L. C. Schurman, charge of radio department.

Radio Accounts: The Coca Cola Bottling Works Co.; The Springfield Coca Cola Bottling Co.; Adam Wuest Inc.; Talawanda Springs Inc.

RAYMOND R. MORGAN CO.
6362 Hollywood Blvd., Hollywood 28
Tel.: Hempstead 4194

Radio Dept.: R. E. Messer, general manager & television director; R. C. Temple, R. B. Roisbeck, account executives; W. B. Ramsay, J. Morgan, Bud Ernst Jr., producers & directors.

Chicago 11—Palmolive Bldg. Tel.: Superior 6747. Clyde Joice, Cda Puffer.
San Francisco 3—Hearst Bldg. Tel.: Exbrook 1211. Porter Anderson.

Radio Accounts: Planters Nut & Chocolate Co.; J. A. Falger Co.; Los Angeles Soap Co.; Kerr Glass Co.; Sparklets Co.; Knox Co.; Campbell Cereal Co., Minneapolis.

MORLOCK ADV. AGENCY
139 N. Clark St., Chicago 2
Tel.: Randolph 8336

Radio Dept.: A. R. Morlock, account executive.
Radio Accounts: Victory Motor Parts.

MORSE INTERNATIONAL INC.
122 E. 42nd St., New York 17
Tel.: Lexington 2-6727

Radio Dept.: Chester Slaybaugh, manager & timebuyer; Margaret Little, timebuyer; John T. Mitchell, production & publicity.

Radio Accounts: Vick Chemical Co. (Vicks VapoRub, Va-tra-nol, Cough Drops, Inhaler); Prince Matchabelli, Inc.; Alfred D. McKelvy Co. (Seaforth).

MOSELLE & EISEN
522 Fifth Ave., New York 18
Tel.: Murray Hill 2-2651

Radio Dept.: Mimi Margo, radio director.

MOSER & COTINS INC.
10 Hopper Street, Utica 3, N. Y.
Tel.: 4-6141

Radio Dept.: Miss L. B. Mang, manager, media dept.; Arthur S. Cotins, J. N. Brown, H. W. Glaeser, G. P. Hodges, L. B. Reigler, account executives.

Radio Accounts: Near's Food Co.; Patent Cereals Co.; West End Brewing Co.; Lang's Ox-Heart Peanut Butter Co. Inc.

MOSER & COTINS NEW YORK CITY CORP.
Graybar Bldg., New York 17
Tel.: Murray Hill 3-9140
Radio Dept.: John A. Drake, radio director.

MOSS ASSOCIATES
415 Lexington Ave., New York 17
Tel.: Vanderbilt 6-1828
Radio Dept.: Joseph M. Moss, radio director.
Radio Accounts: Harman Watch Co.; Ybray Perfumes.

C. WENDEL MUENCH & CO.
520 N. Michigan Ave., Chicago 11
Tel.: Whitehall 7717

Radio Dept.: C. W. Muench, C. T. Kerrigan, F. W. Swanson, account executives; Kay Jerdee, timebuyer.
Radio Accounts: Turkee Famous Foods; Shotwell Mfg. Co.; Toffenetti Restaurant Co.; New York; Triangle Restaurant Co.

MUIR AND CO. INC.
9 Rockefeller Plaza, New York 20
Tel.: Circle 7-6641

Radio Dept.: Charles W. Earle, radio director.
Boston 16—20 Providence St. Tel.: Hubbard 2595. Dean C. Wolf, manager.

H. C. MULBERGER INC.
411 E. Mason St., Milwaukee 2
Tel.: Daly 4090
Radio Dept.: C. A. Mathisson, account executive.
Chicago 6—201 N. Wells St. Tel.: State 4199.
Radio Accounts: Miller Brewing Co.; Edwards Motor Co.

JOHN F. MURRAY ADV. AGENCY INC.
22 E. 40th St., New York 16
Tel.: Lexington 2-8000
Radio Dept.: William H. Wulffleff.

N

NACHMAN-RHODES INC.
Marion Bldg., Augusta, Ga.
Tel.: 2-8301
Radio Dept.: Herbert Nachman, timebuyer.

NASCON & BOURNE
50 E. 42nd St., New York 17
Tel.: Vanderbilt 6-1423
Radio Dept.: Severin Bourne.

NATIONAL EXPORT ADV. SERVICE
405 Lexington Ave., New York 17
Tel.: Murray Hill 9-6835
Radio Dept.: J. Cuelo, radio director; Raleigh L. Haydon, Thomas W. Hughes, Lia Vorelli, account executives.

Radio Accounts (Foreign): Quaker Oats Co. (breakfast foods); Lever Bros. (toilet soaps); William R. Warner Co. (pharmaceuticals); Carter Products (Carter's Little Liver Pills & Arrid); Lambert Pharmaceutical Co. (Listerine Toothpaste & Antiseptic); Pro-phy-lac-tic Brush Co.; Richard Hudnut (Three Flowers Beauty Preparations).

NEAL ADV. AGENCY
737 N. Michigan Ave., Chicago 11
Tel.: Whitehall 8133
Radio Dept.: P. K. Hornburg.
Radio Account: Sterling Ins. Co.

NEEDHAM & GROHMANN INC.
630 Fifth Ave., New York 20
Tel.: Circle 5-6200
Radio Dept.: Donald H. Parker, vice-president & radio director.
Radio Accounts: Maggi Co. Inc.; Cramer Product Co.

NEEDHAM, LOUIS & BRORBY
135 S. LaSalle St., Chicago 3
Tel.: State 5151
Radio Dept.: Otto R. Stadelman, timebuyer; W. R. Fowler Jr., John J. Louis, Melvin S. Mattwick, account executives; A. Wallace, production.

Hollywood 28—1680 N. Vine St. Tel.: Granite 7186. Frank Pittman; Francis Van Hartesveldt.
Radio Accounts: Kraft Cheese Co.; S. C. Johnson & Son; Swift & Co. (Sunbrite, Ice Cream); Wieboldt Stores Inc.

NEFF RADIO PRODUCTIONS
Stroh Bldg., Detroit 26
Tel.: Randolph 3006
Radio Dept.: M. A. Neff, radio director; Dorothy Ann Marks, production manager.

NEFF-ROGOW INC.
30 Rockefeller Plaza, New York 20
Tel.: Circle 7-4230
Radio Dept.: William Rogow, president; Don Ball.
Radio Accounts: Bond Stores, Inc.; Joseph Martinson & Co.; Melville Shee Corp.; Abraham & Stroos; Stern's Nurseries.

NEWBY & PERON
59 E. Van Buren, Chicago 5
Tel.: Harrison 9494
Radio Dept.: A. W. Newby, space buyer, account executive; E. J. Lewinski, account executive.
Radio Accounts: Prima Bismarck Brewing Co.; Gossman Dept. Store; Ben-Ges Products; Martin Food Products; R. Gerber & Co.

NEWELL-EMMETT CO.
40 E. 34th St., New York 16
Tel.: Ashland 4-4900
Radio Dept.: Blayne R. Butcher, radio director; Helen Lee, assistant director; Edwin Franklin, television director.
Cleveland 13—Terminal Tower Bldg. Tel.: Main 3883.
Hollywood—6331 Hollywood Blvd. Tel.: Hempstead 1974.

Radio Accounts: Liggett & Myers Tobacco Co.; Loose-Wiles Biscuit Co.; Pepsi-Cola Co.; Beech-Nut Packing Co.; Kirkman's Soap.
N. J. NEWMAN ADV.
724 S. Flower, Los Angeles 14
Tel.: Trinity 7664
Radio Dept.: N. J. Newman, Lee Fink, account executives.

NEWMAN, LYNDE & ASSOCIATES INC.
Fla. Natl. Bank Bldg., Jacksonville 2
Tel.: 3-1253
Radio Dept.: Hunter Lynde, vice-president &

account executive; Charles Gressle, account executive.

Radio Accounts: Foremost Dairies Inc.; Jax Brewing Co.
NEWMARKS ADV. AGENCY
217 7th Ave., New York 11
Tel.: Watkins 9-7070
Radio Dept.: Samuel S. Zipser, president & radio director; Joseph Bell, Rosalie J. Jones, account executives.

KELSO NORMAN ORGANIZATION
703 Market St., San Francisco 3
Tel.: Douglas 2848
Radio Dept.: Kelso Norman.
Radio Accounts: Padesta & Baldocchi; Northern Calif. Floral Assn.; Madera Wineries & Distillers.

NORTON ADV. SERVICE
615 Orchard Pkwy, Niagara Falls, N. Y.
Tel.: 2-3508
Radio Dept.: M. L. Norton, radio director.

NORTHWEST RADIO ADV. CO.
American Bldg., Seattle 4
Tel.: Elliott 5488
Radio Dept.: Edwin A. Kraft, time, space buyer; W. L. Paul, asst. space and timebuyer; F. L. Thornhill, auditor.
Omaha—Brandeis Bldg., F. L. Thornhill, manager.

Radio Accounts: Gardner Nursery Co.; Happy Tumbling Block Co.; Simon & Schuster Inc.; Radio Print Shop; Maynard & Co.

O

R. T. O'CONNELL CO.
420 Madison Ave., New York 17
Tel.: Plaza 3-5412
Radio Dept.: Charlotte B. Chadwick, head of radio dept.
Radio Accounts: A. S. Harrison Co. (Preen).

O'CONNELL, RAGAN & RICHARDSON
601 Puget Sound Bank Bldg., Tacoma 2
Tel.: Broadway 4524
Radio Dept.: Clark C. Richardson, radio director.
Radio Accounts: Model Bakery; Mountain View Memorial Park; Fine Art Studios; "Youth for Christ" Movement; Washington Gas & Electric Co.

P. F. O'KEEFE ADV.
199 Washington St., Boston 8
Tel.: Capitol 6698

OLIAN ADV. CO.
Ambassador Bldg., St. Louis 1
Tel.: Central 8380
Radio Dept.: I. J. Wagner, vice president; Margaret Hart, Harold Kaye, executives.
Chicago—Pure Oil Bldg. Tel.: State 3381
I. J. Wagner, vice-president.

Radio Accounts: Columbia Brewing Co.; Alton Boxboard Co.; Atlas Prager Brewing Co.; Edelweiss-Schoenhofen Brewing Co.; General Grocer Co.; Lewis-Howe Lab Co.; Eagle Stamp Co.; F & F Laboratories; Confections Inc.; Grove Laboratories; Batch Candy Co.; Paradise Wine; Helen Ayars Hand Cream.

OLMSTED & FOLEY
1200 Second Ave. Sa., Minneapolis 4
Tel.: Atlantic 8166
Radio Dept.: Gordon A. Daline, radio director; Everett T. Olson, timebuyer; James O. Hanley, Warren T. Way, Catherine J. Tidemanson, Ruth Heggen, writers.
Radio Accounts: Ballard Storage; W. H. Barber Co.; Cargill Inc.; King Midas Flour Mills; Marquette National Bank; B. F. Nelson Mfg. Co.; Northrup, King & Co.; Skellet Co.

O'NEIL, LARSON & McMAHON
230 N. Michigan Ave., Chicago 1
Tel.: Andover 4470
Radio Dept.: Otto Goes, radio director; Walter Zivi, account executive and timebuyer; Nelson McMahon, partner.
Radio Accounts: Consolidated Royal Chemical Co.; Charm Kurl Co.; Tintz Co.; Charms Cains; Ru-Ex; Unga Co.; Michigan Bulb Co.; Bonny Gay Frocks; Parr Vitamins; Sulf-Kil Co.

E. A. OPPENHEIM CO.
Michigan Bldg., Detroit 26
Tel.: Cadillac 6765
Radio Dept.: E. A. Oppenheimer, radio director.
Radio Accounts: Demery's Dept. Store; Annis Furs of Detroit; H. B. Clifford Roofing Co.; Economical Radio & Appliance Co.

M. M. OWEN INC.
122 E. 42nd St., New York 17
Tel.: Lexington 2-4188
Radio Dept.: L. E. Schneider, radio director.

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National Representatives: Radio Advertising Co.

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595 Madison Ave., New York 22
Tel.: Plaza 8-2400
Radio Dept.: David Hale Halpern, vice-president & television director; Marc Seixas, timebuyer.

MERRITT OWENS ADV.

Bennett Bldg., Kansas City 10
Tel.: Drexel 7250
Radio Dept.: Merritt Owens; John J. Goetz; C. Arthur Smith.

FRANK OXARART CO.

672 So. LaFayette Park Place, Los Angeles 5
Tel.: Exposition 4191
Radio Dept.: Frank Oxarart, owner; W. W. Horvey, account executive; Ernest G. Michel, prod. mgr. & media dir.; Caroline Robbins, industrial and public relations director.
Radio Accounts: Caltone Corp.; Drop-O-Lemon; Soil-Off Manufacturing Co.; Fletcher Wiley Productions.

P**PACIFIC ADV. STAFF**

1624 Franklin St., Oakland 12
Tel.: Templebar 2885
Radio Dept.: Helen Augsburg, manager.
Radio Accounts: First Federal Savings & Loan Assn.; Thrift Federal Savings & Loan Assn.; Prudential Realty & Finance Co.; Oakland Crematorium; Homecraft Baking Co.

PACIFIC COAST ADV. CO.

1167 McAllister St., San Francisco 15
Tel.: Fillmore 4120
Radio Dept.: Richard E. Goebel, radio & television director; Norman E. Mark, timebuyer.
Hollywood-Taft Bldg. Tel.: Granite 4185.
Irvin Atkins, production manager.

Radio Accounts: Langendorf United Bakeries Inc., San Francisco; Richard E. Goebel; Old Homestead Bakery; Dairy Belle Farms; National Bakers Service.

PACIFIC NAT'L. ADV. AGENCY

605 Union St., Seattle 1
Tel.: Elliot 1401
Radio Dept.: Trevor Evans, radio director.
Portland 4, Ore.—Spaulding Bldg. Tel.: Atwater 4339.

Radio Accounts: Cedargreen Frozen Pack Inc.; Fisher Flouring Mills Co.; Washington Co-op Egg & Poultry Assn.; Hansen Baking Co.; National Grocery Co.; Seattle First Nat'l. Bank; Wenatchee; Fayro Macaroni Mfg. Co.; Johnson & Sons, Funeral Directors; Washington Apricots; Northwest Cherry Bureau.

PARIS & PEART

370 Lexington Ave., New York 17
Tel.: Caledonia 5-9840
Radio Dept.: A. C. DePierro, timebuyer; R. H. Hazelton, W. F. James, account executives.
Radio Accounts: Atlantic & Pacific Tea Co.; R & H Beer; Spratt's Dog Food.

PARKER-ALLSTON ASSOC.

116 John St., New York 7
Tel.: Rector 2-6314
Radio Dept.: Raymond D. Parker, president.

AMOS PARRISH & CO.

500 Fifth Ave., New York 18
Tel.: Pennsylvania 6-6190
Radio Dept.: David T. Levine, radio director & timebuyer.
Radio Account: Van Raalte Co. Inc.

W. MONTAGUE PEARSALL ADV.

300 Vesey St., New York 7
Tel.: Cortland 7-3700
Radio Dept.: W. Montague Pearsall, radio director & timebuyer.

PEARSON ADV. AGENCY

50 E. 42nd St., New York 17
Tel.: Vanderbilt 6-0029
Radio Dept.: C. H. Pearson, president & charge of radio.

PECK ADV. AGENCY

400 Madison Ave., New York 17
Tel.: Plaza 3-0900
Radio Dept.: Arthur Sinshelmer, radio and television director.

Radio Accounts: Beverwyck Breweries Inc.; Panda & Co. (Myrurgia Perfume); Proxy Clothes; Old Dutch Mills Coffee; Templetone Radio Mfg. Co.

PEDLAR & RYAN

250 Park Ave., New York 17
Tel.: Plaza 5-1500
Radio Dept.: E. G. Sisson Jr., vice-president & television director; Joseph S. Bell, Elizabeth C. Shay, William Barrett, production supervisors; Cyril J. Mullen, copy chief; Mary Dunlavey, timebuyer; William J. Shine, Ernest P. Zebian, account executives.
Radio Accounts: Procter & Gamble (Comay, Chipso, Dash); Sterling Drug (Ironized Yeast).

PERRY-BROWN INC.

15 E. 8th St., Cincinnati 2
Tel.: Cherry 3181
Radio Dept.: Donald Kortekamp, writer; Ed. Doran, Sprague Mullikin, account executives.
Radio Accounts: Security Storage Co.

HAROLD PETTUS ADV.

Jones Bldg., Corpus Christi, Tex.
Tel.: 2-5621
Radio Dept.: Harold Pettus.

PICARD ADVERTISING CO.

230 W. 57th St., New York 19
Tel.: Columbus 3-4121

CASPER PINSKER

150 Nassau St., New York 7
Tel.: Beekman 3-2542
Radio Dept.: Lester Wunderman, radio director & timebuyer.
Radio Accounts: Harvest House; Ivenco Inc.; Life Study Fellowship; Herald Publishing Co.

PITLUK ADV. CO.

Alamo Bank Bldg., San Antonio 5, Tex.
Tel.: Garfield 7268
Radio Dept.: Rena Lynn, radio director; Jack N. Pitluk, president & account executive; Fred Allen, radio director; Jean O'Brien, copywriter.

PLATT-FORBES INC.

386 Fourth Ave., New York 16
Tel.: Caledonia 5-4440
Radio Dept.: William S. Walker, vice-president, secretary; T. F. Cosgrove, vice-president & timebuyer; Rutherford Platt, W. A. Forbes, account executives.

Hartford 3-75 Pearl St. Tel.: Hartford 7-0758.
G. Frank Sweet, vice-president & manager.
Radio Accounts: Squirrel Brand Co.; Peter Paul, Inc. (Mounds, Choclettes, Peter Paul's Charcoal Gum); Oxo Ltd.

PLAZA ADV. AGENCY

9 Rockefeller Plaza, New York 20
Tel.: Circle 6-6550
Radio Dept.: Nancy Vioroli, timebuyer.
Radio Accounts: Trunz Inc.; I. Lefkowitz & Sons.

JULIAN POLLOCK CO.

1717 Sansom St., Philadelphia 3
Tel.: Locust 1686
Radio Dept.: Louis L. Schwerin, radio director.
Radio Accounts: Kahn & Rosenau; Adams Clothes; Commonwealth Optical Co.; Quaker Storage Co.; Columbia Institute.

POLLYEA ADVERTISING

670 Cherry St., Terre Haute, Ind.
Tel.: Crawford 6707
Radio Dept.: William Polje, account executive.
Radio Accounts: Hulman & Co.; Terre Haute Brewing Co.

PONDROM & COLLINS

912 Commerce St., Dallas 2
Tel.: Riverside 6381
Radio Dept.: Sam Pondrom, partner.
Radio Accounts: Fleming & Sons; Crazy Water Crystals Co.; Oxidine Co.; Ventahood Co.; Breedlove Nursery.

POSNER ADV. AGENCY

8 E. 41st St., New York 17
Tel.: Lexington 2-3878
Radio Dept.: James B. Zabin, vice-president.

POST & JOHNSON INC.

242 Trumbull St., Hartford 3
Tel.: Hartford 2-1717
Radio Dept.: Harold P. Post; Everett Jess.
Radio Account: Manhattan Shop.

R. J. POTTS-CALKINS & HOLDEN

215 W. Pershing Road, Kansas City 8, Mo.
Tel.: Victor 4433
Radio Dept.: R. J. Potts, J. B. Woodbury, E. A. Warner, C. L. Robinson, C. C. Tucker, John M. Gaughan, account executives; Connie Joan Connor, head of script dept.

POTTS-TURNBULL CO.

912 Baltimore Ave., Kansas City 6
Tel.: Victor 9400
Radio Dept.: W. J. Krebs, N. P. Rowe, Blair MacPhail, G. F. Magill, B. G. Wasser, W. B. Stone, account executives.
Radio Accounts: Bituminous Coal Utilization Committee; Church of the Nazarene; Cook Chemical Co.; Farm & Home Savings & Loan Assn.; M. K. Goetz Brewing Co.; Goach Milling & Elevator Co.; Goach Feed Mill Co.; Clara Harris Cosmetics; Harrow Taylor Butter Co.; Kansas City Fire & Marine Ins. Co.; Larabee Flour Mills Co.; E. Livingston & Sons; Lacke Warm Morning Stave Co.; Phillips Hotel; H. O. Peet & Co.; Refinoli Mfg. Corp.; Sinclair Coal Co.; Steckley Hybrid Corn Co.; Staley Milling Co.; Leo Stern Photographers; Stevens Hat Co.; Zerbst Pharmaceutical Co.; Coleman Lamp & Stove Co.

JOHN O. POWERS CO.

220 E. 42nd St., New York 17
Tel.: Murray Hill 2-8766
Radio Dept.: Robert W. Powers, radio director & timebuyer.

PRESBA, FELLERS & PRESBA

360 N. Michigan Ave., Chicago 1
Tel.: Central 7683
Radio Dept.: Marquis M. Smith, radio director; Ralph Cushing, account executive; W. B. Presba, vice-president.

E. J. PRESSER ADV.

120 E. Third St., Charlotte 2
Tel.: 4-7754
Radio Dept.: W. H. Parcher Jr.
Radio Accounts: Radiator Specialty Co.; Republican State Executive Committee.

J. G. PROCTOR CO. INC.

250 Park Ave., New York 17
Tel.: Plaza 3-5252
Radio Dept.: J. G. Proctor, president.
Radio Accounts: Newark Cheese Co. Inc.; Freed Furs.

PRODUCTIVE ADV. AGENCY

553 S. Western Ave., Los Angeles 5
Tel.: Fitzroy 4321
Radio Dept.: John T. Davies, copy & radio director.
Radio Accounts: Arden Farms Company.
PUBLICITY & ADVERTISING ASSOC.
Spreckels Bldg., San Diego 1
Tel.: Main 8010

Radio Dept.: Buckleigh Oxford, director of radio activities; Mary Alice Haggard, account executive.
Radio Accounts: Anchor Inn; The Drunkard; Albert E. Furlow and Associates; Graf's Furs; Dr. C. J. Hennaghan; F. W. James & Sons; Modern Furniture Co.; San Diego Nurserymen's Association; Walker's Dept. Store; San Diego Daily Journal.

R**L. W. RAMSEY CO.**

230 N. Michigan Ave., Chicago 1
Tel.: Franklin 8155
Radio Dept.: L. H. Copeland, vice-president & account executive; Dorothy Parsons, radio director; F. L. Eason, account executive.
Davenport, Ia.—111 E. 3rd St. Tel.: 3-1889.
L. W. Ramsey, president.

Radio Accounts: Michigan Mushroom Co.; Lite Soap Co.; Illinois Commercial Men's Assn.; G. Heileman Brewing Co.; Berghoff Brewing Corp.

RANDALL CO.

75 Pearl St., Hartford 3
Tel.: 7-1179
Radio Dept.: Catherine A. Gilbert, radio director.
Radio Accounts: Arthur Drug Stores; Bacon Bottling Co.; Blue Bird Shops Inc.; Crown Petroleum Corp.; George E. Dewey & Co.; Ellin & Levin; Garde Hotel; Harry Glotzer; Harry's Clothing Store; Hartford Gas Co.; S. Max & Co.; Milton Wayside Furniture Store; New England Furriers; Polish National Home; Putnam Coffees; Round Table Restaurant; Savitt Jewelers; Schultz Beauty Salons; Albert Steiger Inc.; Webster & Rivoli Theatres; Youth Centre.

WM. H. RANKIN CO.

101 W. 55th, New York 19
Tel.: Circle 7-4914
Radio Dept.: Wm. H. Rankin, president; William A. Dewitt, radio director.
Chicago—Willoughby Bldg.; William S. Nordburg, manager.

RATCLIFFE ADV. AGENCY

Mercantile Bank Bldg., Dallas 1
Tel.: Central 8035
Radio Dept.: M. K. Ratcliffe, radio director & account executive; O. S. Bruck, Mont Hurst, account executives.
Radio Accounts: Mercantile Nat'l. Bank; Pig Stands; Doc Jackson Garage; Magnolia Petroleum Co.; Metzgers Dairy; Rauscher-Pierce & Co.

VICTOR M. RATNER

515 Madison Ave., New York 22
Tel.: Eldorado 5-3670
Radio Dept.: Victor M. Ratner, president, radio director & timebuyer.
Radio Accounts: Bellin's Wonderstoen Co. (Wonderstoen).

RAY-HIRSCH & WATERSON

7 E. 42nd St., New York 17
Tel.: Murray Hill 2-1412
Radio Dept.: Murray Hirsch, executive director; Nat Pameranz, account executive.
Radio Accounts: Electronic Corp. of America; Browning King.

CHAS. DALLAS REACH CO.

6 E. 45th St., New York
Tel.: Murray Hill 2-2590
Radio Dept.: Charles A. King Jr., vice-president charge of radio.

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DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

Network 2-58 Park Place. Tel.: Market 3-5100.
Radio Accounts: L. E. Waterman Co. (Gang-busters).

REALSERVICE INC.
110 W. 34th St., New York 1
Tel.: Pennsylvania 6-4411
Radio Dept.: J. Elkins, radio director & time-buyer.

REDFIELD JOHNSTONE INC.
420 Madison Ave., New York 17
Tel.: Plaza 3-6120
Radio Dept.: L. L. Redfield, radio director.
Radio Accounts: Howard Clothes Inc.; Block Drug Co.; Wool Novelty Co. Inc. (Wool Foam); Grelva Inc.

KNOX REEVES ADV. INC.
First Nat'l. Bank Bldg., Minneapolis 2
Tel.: Bridgeport 7701
Radio Dept.: Russell E. Neff, radio & television director; Elizabeth Reeves, script editor; H. K. Painter, producer.
New York 17-122 E. 42nd St. Tel.: Murray Hill 4-3982.

San Francisco 5-625 Market St. Tel.: Sutter 6744. R. W. Stafford, vice-president.
Radio Accounts: General Mills Inc.; Sperry Flour Co.; Pacific Gamble Robinson Co.

REINCKE-MEYER-FINN INC.
520 N. Michigan Ave., Chicago 11
Tel.: Whitehall 7440

EMIL REINHARDT ADV.
1736 Franklin, Oakland 12, Cal.
Tel.: Templebar 2408.
Radio Dept.: Joseph Connor, Dove Lane, writers.

REISS ADV.
221 W. 57th St., New York 19
Tel.: Calumbar 5-7733
Radio Dept.: Gladys Kamer, timebuyer; Harold Reiss, Joseph Reiss, account executives.
Radio Accounts: Rand Rubber Co.

WM. B. REMINGTON INC.
196 Worthington St., Springfield 3, Mass.
Tel.: 2-2135
Radio Dept.: Wm. B. Remington, president & account executive; Harold W. Hixon Jr., William R. Mason, account executives.
Radio Accounts: Springfield Institution for Savings; Hotel Sheraton

REPUBLIC RADIO FEATURES
64 East Lake St., Chicago 1
Tel.: State 0460
Radio Dept.: Albert Kapps, radio director.

RHOADES & DAVIS
690 Market St., San Francisco 4
Tel.: Exbrook 6468
Radio Dept.: Rufus Rhodes, president; Robert O. Davis, vice-president.
Los Angeles-3275 Wilshire Blvd. Tel.: Fitzroy 2141. P. E. Gailey, manager.

Radio Accounts: H. C. Capwell Co.; Corley Diet Foods Co.; Federal Stores; HQZ Products; Radio Insurance Agencies; 7-UP; Yellow Cab Co.; Cook Products Corp.

LEE RINGER ADV.
3923 W. 6th St., Los Angeles 5
Tel.: Drexel 8131
Radio Dept.: Thelma Ringer, television director, account executive; Linda Harris, radio director.

JOHN H. RIORDAN CO.
816 W. 5th St., Los Angeles 13
Tel.: Michigan 8296

Radio Dept.: John H. Riordan, owner, radio director & account executive; Ruth Hazen, timebuyer; Andrew C. Boyd Jr., account executive.

Radio Accounts: California Flyers Inc.; Omega Shoe Polish Co.; B. Morris Co.

PHILIP RITTER CO. INC.
511 Fifth Ave., New York 17
Tel.: Murray Hill 2-3392
Radio Dept.: Philip Ritter, Jr., president & radio director.

DAN RIVKIN ADV.
220 S. 16th St., Philadelphia 2
Tel.: Pennypacker 5766
Radio Dept.: Dan Rivkin, account executive.
S. E. ROBERTS INC.
Lincoln-Liberty Bldg., Philadelphia 7
Tel.: Rittenhouse 6171
Radio Dept.: S. E. Roberts, president & account executive; H. H. DuBois, vice-president & account executive.

ROBERTS & REIMERS INC.
551 Fifth Ave., New York 17
Tel.: Murray Hill 2-3175
Radio Dept.: Leon Kelley, vice-pres., radio director; John Kerovin Leecken, timebuyer.

ELWOOD J. ROBINSON ADV. AGENCY
Spring Arcade Bldg., Los Angeles 13
Tel.: Mutual 1142
Radio Dept.: Elwood J. Robinson, president; Melvin A. Jensen, radio director.
San Francisco-Kohl Bldg. Tel.: Douglas 5407. Carl Wakefield, manager.

ROCHE, WILLIAMS & CLEARLY INC.
135 S. LaSalle St., Chicago
Tel.: Randolph 9760
Radio Dept.: Phil Stewart, radio director; N. J. Cavanaugh, timebuyer.
New York 17-400 Madison Ave. Tel.: Plaza 3-7444. R. A. Porter, vice-president.
Philadelphia 2-225 S. 15th St. Tel.: Pennypacker 2766. Guy C. Pierce, vice-president.

ROCKLIN, IRVING & ASSOS.
155 N. Clark St., Chicago 1
Tel.: Randolph 2324
Radio Dept.: Irving Rocklin, account executive; Annette S. Cook, production.
Radio Accounts: Union Life Ins. Co.; Walton Motors; Cedergreen Frozen Foods; Canover Originals; Rense Products; Martin Jewelers; Hollywood Nylon-ize Co.

ROGERS & SMITH ADV. AGENCY
20 N. Wacker Drive, Chicago 6
Tel.: Dearborn 0021
Radio Dept.: Roland Blair, vice-president charge radio; Walter E. Smith, Roy H. Reynolds, George C. Huppertz, A. P. Jennings, account executives.

Dallas 1-Irwin-Keaster Bldg. Tel.: Riverside 6044. Marie Callahan, radio director; Howard N. Smith, D. Switzer McCrary, Mack McCreary, Louise Wood Allen, John David McConnell, account executives.

Radio Accounts: Angelus-Campfire Co.; G. E. Conkey Co.; Cracker Jack Co.; Creamette Co.; Little Crow Milling Co.; Poultry Tribune; Reid, Murdoch & Co.; T. W. Burleson, Dallas Hudson Co.; First Nat'l. Bank of Dallas; Joe Franklin Meyers Candy Co.; Naughton Farms; Ripley Shirt Mfg. Co.; Sears Roebuck & Co. of Dallas; Taylor Bedding Mfg. Co.

DUDLEY ROLLINSON CO.
350 Fifth Ave., New York 1
Tel.: Bryant 9-7640
Radio Dept.: D. R. Rollinson, Marion Horwig, Hugh MacRae, Jeanne McCarthy.

ROOT-MANDABACH ADV. AGENCY
646 N. Michigan Ave., Chicago 11
Tel.: Superior 8247
Radio Dept.: P. B. Root

CHARLES EDSON ROSE CO.
43 E. Ohio St., Chicago 11
Tel.: Superior 3486
Radio Dept.: William Perry, radio director.

ROSE-MARTIN INC.
21 W. 46th St., New York 19
Tel.: Bryant 9-4621
Radio Dept.: G. M. Rundbaken, media director.

Radio Accounts: American Kitchen Products Co.; S. Gumpert Co. (Minute Man Soup Mix, Noxon Polish).

IRVING ROSEN ADV.
160 Fifth Ave., New York 10
Tel.: Chelsea 2-7930
Radio Dept.: Irving Rosen, radio director & account executive.

Radio Accounts: Strathmore Products Co.; Kay Preparations.

ARTHUR ROSENBERG CO.
570 7th Avenue, New York 18
Tel.: Chickering 4-4420
Radio Dept.: Arthur Rosenberg, Samuel Rubenstein, Charles S. Silver, account executives.

Radio Accounts: Longine-Wittnauer Watch Co. Inc.; Hanafoam Shampoo Co.; Luxor Baths Hotel; Myers 1890 Beverages.

W. B. ROSS & ASSOC.
674 W. Washington Blvd., Los Angeles 15
Tel.: Prospect 7656
Radio Dept.: Beatrice Menning Shaw, radio director.
Radio Accounts: Monarch Finer Foods; Hollywood Cemetery Assn.; Pierce Bros.; Pierce Life Insurance Co.; Krieger Oil Co. of California; California Wines Ltd.

ROZENE ADV. AGENCY
59 Cannon St., Bridgeport 3, Conn.
Tel.: 6-1176
Radio Dept.: Jack Rozene, Leon Rozene, Patricia Green.
Radio Accounts: Leventhal Furniture Co.; Samuel Jewelers; Harpers Furs; United Men's Shops; United Shoe Stores; Beverly Gift Box; Model Fur Co.

WALTER L. RUBENS & CO.
410 N. Michigan Ave., Chicago 11
Tel.: Superior 8436
Radio Dept.: Helen Shaney, vice-president.
Radio Accounts: Chicago Arena; Cleveland & Buffalo Steamship Co.

ROBERT C. RUSSELL INC.
152 Barrett St., Schenectady 5
Tel.: 4-7837
Radio Dept.: R. C. Russell, production manager.

RUTHRAUFF & RYAN INC.
405 Lexington Ave., New York 17
Tel.: Murray Hill 6-6400
Radio Dept.:

New York-Danald D. Stauffer, co-radio director; Heagan Bayles, co-radio director; Charles T. Ayres, business manager; Grant Y. Flynn, publicity; Leland F. Cooley, television director.

Radio Supervisors & Producers: Merritt W. Barnum, Lee Cooley, Fred Essex, Grant Y. Flynn, Robert Steel, Wilson Tuttle, Jack Van Nostrand, John Wellington.

Radio Commercial Supervisors: Miss Regina Morgan.
Chicago-R. W. Metzger, radio director; N. E. Heyne, production director; Jack Sharp, charge commercial writing; Holly Shively, charge of scripts.

Hollywood-Nate Tufts, vice-president & radio director; Robert Ballin, Brad Browne, Sam Pierce, Dave Young, Knowles Entrikin, producers.

Offices:
Chicago 1-360 N. Michigan Ave. Tel.: Franklin 0485. Paul E. Watson, western manager.

Detroit 2-7430 Second Blvd. Tel.: Madison 1980. M. J. Casey, vice-president.
St. Louis 1-812 Olive St. Tel.: Main 0127. Oscar A. Zahner, vice-president & manager.

Houston 2-712 Main St. Tel.: Charter 4-1741. W. Van A. Combs, manager.

Hollywood 28-1680 N. Vine St. Tel.: Hillside 7393. John H. Weiser, vice-president & coast manager.

San Francisco 4-233 Montgomery St. Tel.: Exbrook 4616. Herbert O. Nelson, account executive.

Seattle 1-1218 3rd Avenue. Tel.: Main 6727. F. G. Mullins, vice-president.
Cincinnati 2-Carew Tower. Tel.: MA 2413. John L. Magro, manager.

Toronto-80 Richmond St. W. Tel.: Adelaide 4069. Douglas Philpott, manager.

Radio Accounts: American Tobacco (Lucky Strike); Chrysler Corp.; Delaware, Lackawanna & Western R. R.; Electric Auto-Life Co.; Lever Bros. Inc. (Rinso, Lifebuoy, Spry); Savings Bank of N. Y. State; Noxzema Chemical Co.; Pharmaco Inc. (Feanamin, Chooz); Jacob Ruppert Brewery; Taylor-Reed Corp.; American Home Products (G. Washington & Cafe Mela Coffee, Anacin).
Television Account: Lever Bros. Co. (Rinso, Lifebuoy, Spry).

LEWIS EDWIN RYAN
726 Jackson Place, Washington 6, D. C.
Tel.: Republic 7606
Radio Dept.: Lewis Edwin Ryan, owner.

RYDER & INGRAM LTD.
1924 Franklin St., Oakland 12, Calif.
Tel.: Templebar 0363
Radio Accounts: Colbourn Studio; Bill Wood Motor Co.

ST. GEORGES & KEYES INC.
250 Park Ave., New York 17
Tel.: Plaza 5-1180

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DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

Radio Dept.: Victor van der Linde, radio & television director; Charlotte Rains, time-buyer.

Radio Accounts: Revere Copper & Brass, Inc.; Benjamin Moore & Co.; Calcutta Club Products; Mattlage Products Corp.; Rome Mfg. Co.; Bell Bread Corp.; Tiara Products Co.; Philharmonic Radio Corp.

Television Account: Mido Watch Co. of America.

BEN SACKHEIM INC.
29 W. 57th St., New York 19
Tel.: Eldorado 5-6025

Radio Dept.: Leonard H. Spring, timebuyer; Ben Sackheim, account executive.

HAL A. SALZMAN ASSOC.
6 E. 45th St., New York 17
Tel.: Vanderbilt 6-4750

Radio Dept.: Jack Ross, radio director, time & talent buyer; Hal Salzman, account executive.

Radio Account: National Healthaids.

SAVAGE & TALLEY
Fountain Square Bldg., Cincinnati 2
Tel.: Main 1164

Radio Dept.: William Savage Jr., Thomas Birch, account executives.

WALKER SAUSSY ADVERTISING
318 Carondelet St., New Orleans 12
Tel.: Magnolia 3218

Radio Dept.: Joyce Vitari, radio timebuyer; Walker Saussy, Jacob J. Wolf Jr., account executives.

WILLIAM A. SCHAUTZ INC.
247 Park Avenue, New York 17
Tel.: Plaza 5-1161

Radio Dept.: Stanley L. Musselman, radio timebuyer.

Radio Accounts: J. B. Fishel's Bakery; Rice-Manbeck Baking Co.; Gunzenhauser's Bakery; Se-Lect Baking Co.; Schwabel Baking Co.

HUGO SCHEIBNER INC.
111 W. 7th St., Los Angeles 14
Tel.: Michigan 6636

Radio Dept.: Hugo Scheibner, owner & radio director; Fred W. Strauss, executive vice-president & account executive; Aubrey C. Mendle, account executive; Sue Wolford, production manager.

SCHECK ADV. AGENCY
9 Clinton St., Newark 2
Tel.: Market 2-0480

Radio Dept.: E. Grant Scheck, radio director; Morris Scheck, Julius Scheck, Wm. Andrews, E. Grant Scheck, Melvin E. Bach, account executives.

SCHOLTS ADV. SERVICE
1201 W. Fourth St., Los Angeles 13
Tel.: Michigan 2396

Radio Dept.: William G. Scholts, Fred Montgomery, Earl Lee, T. D. Scholts, L. Myra.

GORDON SCHONFARBER & ASSOC.
58 Weybosset St., Providence 3
Tel.: Gaspee 4813

Radio Dept.: Claire R. Grenier, radio director; Gordon Schonfarber, Huntington Manchett, account executives.

Radio Accounts: Calif. Artificial Flower Co.; Comfi-Coil Corp.; Gladding's Inc.; Loufitt Laundry; Old Colony Co-operative Bank; Peterson's Hosiery Shop; Tilden-Thurber Co.; New England Bakery Co.

SCHWAB & BEATTY INC.
1230 Sixth Ave., New York 20
Tel.: Circle 5-9090

Radio Dept.: Robert W. Beatty, vice-pres., timebuyer, account executive; Victor O. Schwab, president & account executive.

Radio Accounts: Book-of-the-Month Club Inc.; Omnibook Magazine.

HAROLD S. SCHWARTZ & ASSOC.
500 N. Dearborn St., Chicago 10
Tel.: Delaware 3623

Radio Dept.: Harold S. Schwartz.

SCHWIMMER & SCOTT
75 E. Wacker Drive, Chicago 1
Tel.: Dearborn 1815

Radio Dept.: Alan Fishburn, radio & television director; Walter Schwimmer, R. J. Scott, Harry Jobson, Carl Kroatz, Cec Widfield, Fred Vosse, Ed Guy, account executives.

Radio Accounts: Walgreen Co.; Congress Cigar; Peter Fox Sons Co.; Fox Deluxe Brewing Co.; Christian Business Men's Assn.; Goldblatt Bros.; Kelling Nut Co.; Linceo Products; Chicago Stadium; Schutter Condy Co.; Vicks Chemical; Salerno Megawen; Chicago Daily News; Studebaker; Hirsch Clothing Co.; Coronet Magazine; Mandel Bros.; Helmo Lacy; National Small Business Men's Assn.; Sealy Mattress Co.; Rudolph Wurlitzer Co.; Grant Advertising (Beeman's Gum); Maxon; Newell-Emmett (Beechum Gum); Subsidiaries of Walgreen.

Television Account: Coronet Magazine.

WALTER SCOTT ADV. AGENCY
299 Madison Ave., New York 17
Tel.: Murray Hill 2-6633

Radio Dept.: L. Maris, radio director & time-buyer.

SEBERHAGEN INC.
1601 Chestnut St., Philadelphia 3
Tel.: Rittenhouse 1776

Radio Accounts: Wm. Gretz Brewing Co.; Jacob Reed's Sons; N. Snellenburg & Co.

RUSSEL M. SEEDS CO.
919 N. Michigan Ave., Chicago 11
Tel.: Delaware 1045

Radio Dept.: Jack Simpson, radio director; June Jackson, Hub Jackson, timebuyers.

Indianapolis—Lempke Bldg. Tel.: Market 1395.

Hollywood—28-Taft Bldg. Tel.: Granite 4185.

Eleanor Brockhoff, manager.

New York 17—366 Madison Ave. Tel.: Murray Hill 2-2636.

Radio Accounts: Brown & Williamson Tobacco Corp.; W. A. Shoeffler Pen Co.; Grove Laboratories Inc.; Pinex Co.; Fitzpatrick Bros.

THEO. H. SEGALL ADV. AGENCY
544 Market St., San Francisco
Tel.: Sutter 6557

Radio Dept.: Theo. H. Segall.

Radio Accounts: Milen's Jewelry; Fred Benioff.

RISCOE W. SEGAR ADV.
2125 N. E. 48th Ave., Portland 13, Ore.
Tel.: Trinity 3445

Radio Dept.: R. W. Segar, radio director; D. Segar, associate director; M. Hollam, account executive.

Radio Accounts: Niklas & Sons, Florist; The Tisdales (Lily Bulbs); George B. Wallace (Studebaker Dist.).

WM. G. SEIDENBAUM ADV. AGENCY
9 E. 40th St., New York 16
Tel.: Ashland 4-3763

SHAFER, BRENNAN, MARGULIS ADV.
4 N. 8th St., St. Louis 1
Tel.: Main 2579

Radio Dept.: S. J. Rosenfeld, account executive; Thos. D. Shaffer, Sam B. Margulis, account executives.

Radio Accounts: American Poultry Journal; American Studios; Bradley Bros. Nurseries; Carter's Chickery; Smith Mather, Noture Broadener Co.; Sunshine Hatcheries; Western Stationery Co.

SHAPPE-WILKES INC.
215 Fourth Ave., New York 2
Tel.: Gramercy 5-5560

Radio Dept.: Louis Shoppe, radio director; Milton Hermonson, Anne Lesser, script writers.

SHARP ADV. AGENCY
4th & Pike Bldg., Seattle 1
Tel.: Main 6286

Radio Dept.: Charles R. Shorp.

SHAW CO.
816 W. Fifth St., Los Angeles 13
Tel.: Mutual 5161

Radio Dept.: John B. Shaw, owner; Faroon J. Moss, radio director & account executive.

Radio Accounts: Pacific Division of Bendix Aviation Corp., N. Hollywood, Cal.

K. E. SHEPARD ADV. AGENCY
105 S. La Salle St., Chicago 11
Tel.: Anderson 5966

Radio Dept.: K. E. Shepard.

Radio Account: Wilson & Co.

SHERMAN & MARQUETTE INC.
919 N. Michigan Ave., Chicago 11
Tel.: Delaware 8000

Radio Dept.: Louis E. Tilden, radio director; Tom Singleton, Stuart Sherman, Arthur F. Marquette, Larry Wherry, account executives; Caroline Bonnesen, timebuyer.

New York 20—10 Rockefeller Plaza. Tel.: Circle 6-1550.

Sam Fuller, radio director; Charles Hofmann, timebuyer.

Beverly Hills—Post Office Box 1260. Joe Rines, radio director.

Radio Accounts: Calgata-Palmolive-Peet Co.; Quaker Oats Co.; Sterling Drug Inc.; W. B. Caldwell Division; W. F. McLoughlin Co.

SHORLANE-BENET CO.
229 W. 42nd St., New York 18
Tel.: Langacre 3-2708

Radio Dept.: A. H. Lange, treasurer, radio director & timebuyer.

Radio Accounts: Brandt's Globe Theatre; Brandt's Gotham Theatre; Republic Theatre; Victoria Theatre.

SHORT & BAUM ADV.
718 W. Burnside St., Portland 9
Tel.: Beacon 5153

Radio Dept.: Hal E. Short, Charles L. Baum, account executives.

ALFRED J. SILBERSTEIN, BERT GOLDSMITH Inc.
9 E. 40th St., New York 16
Tel.: Murray Hill 3-6232

Radio Dept.: Bert Goldsmith Jr., television director; Herbert Steiner, account executive.

Radio Accounts: Botany Worsted Mills; West Disinfecting Co.

Television Account: Botany Worsted Mills.

CHARLES SILVER & CO.
737 N. Michigan Ave., Chicago 11
Tel.: Superior 6625

Radio Dept.: B. R. Salomon, timebuyer & television director.

Radio Accounts: I. J. Grass Noodle Co.; Rival Packing Co.; Safety Cleaners Co.

SILVERMAN ADV. CO.
400 N. Michigan Ave., Chicago 1
Tel.: Superior 1040

Radio Dept.: Art Linick, radio director; M. B. Silverman.

Radio Account: Globe Repair Service.

SIMMONDS & SIMMONDS INC.
201 N. Wells St., Chicago 6
Tel.: Central 1166

Radio Dept.: Mark Ivey, radio director; Lee Perlot, timebuyer; Phil W. Tobias, account executive.

Radio Accounts: Dr. L. D. LeGear Medicine Co.; Spear Mills; Omar Inc.; Schreiber Milling & Grain Co.; Burrus Feed Mills; Chic-O-Line Feed Mills; Wriedtcher & Sons.

SIMONS-MICHELSON CO.
Lafayette Bldg., Detroit 26
Tel.: Cherry 3000

Radio Dept.: Glenn Kyker, radio director; Margaret Mikijon, Virginia Hetmanski, Leonard N. Simons, L. J. Michelson.

Radio Accounts: Colonial Department Store; Detroit Free Press; Dossin's Food Products; Forest Cleaners; Hudson Cleaners; Grinnell Bros.; Hughes & Hatcher; Ernst Kern Co.; Mac-O-Lac; The Schmidt Brewing Co.; Scotland Woolen Co.; Simmons & Clark Jewelers; Velvet Nut Products; Viviano Wines; Wrigley's Super Markets.

WILLIAM J. SMALL AGENCY
216 Tremont St., Boston 16
Tel.: Liberty 8992

Radio Dept.: Milton Yukus, chief of radio dept.

SMALL & SEIFFER INC.
24 W. 40th St., New York 18
Tel.: Wisconsin 7-8764

Radio Dept.: Joya Krakauer, timebuyer.

Radio Accounts: Carter Products (Arrid); Allcock Mfg. Co.

SMITH, BENSON & McCLURE INC.
8 S. Michigan Ave., Chicago 3
Tel.: State 1931

Radio Dept.: W. F. McClure, radio contact.

Radio Accounts: Fehr Beer Co.; Carson, Pirie, Scott & Co.; Old Heidelberg Restaurant; Kentucky Macaroni Co.

SMITH, BULL & McCREERY
6642 Sunset Blvd., Hollywood 28
Tel.: Hempstead 5671

Radio Dept.: Mel Roach, Allen McKee, producers; Frank Bull, Dick Smith, Walter McCreery, Charles Ganz, account executives.

Radio Accounts: Ice Follies; Ice Capades; Seaboard Finance; Los Angeles Times; Susan's; Marshall & Clampett.

New York—Empire State Bldg. Tel.: Long-acre 3-4107.

F. J. Smalley Jr., manager.

San Francisco—Loew-Warfield Bldg. Tel.: Ordway 7967.

Bob Selby, manager.

SMITH, TAYLOR & JENKINS
223 Fourth Ave., Pittsburgh 22
Tel.: Atlantic 9312

Radio Dept.: Ronald P. Taylor, vice-president; Thos. J. MacWilliams, radio & television director; Vaughn R. King, Ronald P. Taylor, E. H. Blichfeldt, Lambert Smith, account executives.

Radio Accounts: Tech Borden Food Products; Spear & Co.; Pittsburgh Provision & Packing Co.; Dad's Root Beer Co.; Ft. Pitt Bedding Co.; Dr. Ellis Co.; Pittsburgh Brewing Co.; Lockwood Laboratories; Pittsburgh Coke & Chemical Co.

SORENSEN & CO.
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Tel.: Delaware 5030

Radio Dept.: Muriel Wageman, radio director

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& account executive.
Radio Accounts: Bowey's Inc.; Sunway Vitamin Co.; Sunway Fruit Products Co.; Harding's Restaurants.

W. A. SOUDERS & ASSOC.

735 Bryden Rd., Columbus 5, O.
Tel.: Evergreen 5548

Radio Dept.: Senora Souders, vice president & timebuyer.

Radio Accounts: R. Wilke Meat Markets.

C. JERRY SPAULDING INC.

201 Commercial St., Worcester 8, Mass.
Tel.: 3-4789

Radio Dept.: C. Jerry Spaulding, president.

SPEED & CO. INC.

19 E. Fayette St., Baltimore 2
Tel.: Calvert 1817

Radio Dept.: F. B. Speed Jr., R. W. Simpson, account executives; Anne M. Engers, timebuyer.

RAYMOND SPECTOR CO. INC.

595 Madison Ave., New York 22
Tel.: Eldorado 5-1270

Radio Dept.: Raymond Spector, president; Ned C. Smith, vice-president & television director; Norman Jay, radio production & talent; Edna Zimmerman, radio buyer.

Radio Accounts: True Story Magazine; Lord Davenport Pipes; Proze; Staze; McKesson & Robbins; Pursin; Korol Tooth Powder; Fiction Book Club; King David Memorial Park.

FRANKLIN SPIER INC.

40 E. 49th St., New York 17
Tel.: Plaza 8-1751

Radio Dept.: Franklin Spier, radio director; Ruth S. Low, timebuyer.

SPITZ & WEBB

LaFayette Bldg., Syracuse 2
Tel.: 4-6868

Radio Dept.: Stephen M. Webb, radio director & account executive.

Radio Accounts: C. E. Chappell & Sons; Best Ice Cream Co.; People's Ice Co.

SPOT BROADCASTING INC.

303 W. 42nd St., New York
Tel.: Circle 6-9375

Radio Dept.: Helen A. Thomas, radio director & timebuyer.

Radio Accounts: Fulford Company; Foster Mil-

burn Company; Allen Olmsted Company; United Sales and Manufacturing Company; Fougere and Company; Dill Company.

W. E. SPROAT & CO.

664 N. Michigan, Chicago 11
Tel.: Superior 4845

Radio Dept.: William E. Sproat, owner.

CHAS. N. STAHL ADV.

509 Broadway, Los Angeles 13
Tel.: Madison 7844

Radio Dept.: Charles Brown, Robert C. Renz, account executives; Kay Huldermann, timebuyer; June Fulton, script writer. Charles N. Stahl, television director.

San Francisco—Hearst Bldg. Tel.: Douglas 7505. A. L. Lawrence, manager.

Radio Accounts: Southern California Dental Offices of Dr. Beauchamp; Murphy Motors; War Refrigerator & Mfg. Co.; Dr. A. Reed Shoe Co.; Weber Showcase & Fixture Co.

BARTON A. STEBBINS ADV. AGENCY

811 W. 7th St., Los Angeles 14
Tel.: Trinity 8821.

Radio Dept.: Arthur W. Gudelman, Leigh Crosby, Ed Bloodworth.

Radio Accounts: Signal Oil Co.; E. F. Hutton & Co.; Shontex.

STERLING ADV. AGENCY

70 W. 40th St., New York 18
Tel.: Longacre 5-4610

Radio Dept.: Berne W. Wilkins, radio & television director; Shirley Blum, assistant to director; Julia T. Lucas, timebuyer.

Radio Accounts: Parker Watch Co.; Teen-Timers Inc.; Gotham Hosiery Co.; Fownes Gloves; Label's Youth Centers; Sonne Brothers; Olympic Knitwear Inc.

Television Account: Botany Worsted Mills.

LOU STERLING & ASSOCIATES

P. O. Box 410, N. Hollywood
Tel.: Granite 8092

Radio Dept.: Lou Sterling, owner & radio director.

STERLING-KRIPPENE INC.

2412 West 7th St., Los Angeles 5
Tel.: Drexel 5128

Radio Dept.: Ken Krippene, vice-president & television director; Alice M. Bady, account executive.

Radio Account: Castle Company of Los Angeles.

STERNFIELD-GODLEY INC.

280 Broadway, New York 7
Tel.: Barclay 7-3030

Radio Dept.: Samuel I. Godley, president & radio director.

Radio Accounts: Purepac Corporation; H. H. Butler Stores; Fada Radio and Electric Co.; Dorsey Products.

FRED D. STEVENS CO.

14 Devereux St., Utica 2, N. Y.
Tel.: 4-9339

Radio Dept.: Fred D. Stevens, radio director.

Radio Accounts: Wicks & Greenman; Lennon's Inc.

JEWELL F. STEVENS CO.

25 E. Jackson Blvd., Chicago 4
Tel.: Wabash 1441

Radio Dept.: J. F. Stevens.

Radio Account: McBirnie Publications.

J. L. STEWART AGENCY

664 N. Michigan Ave., Chicago 11
Tel.: Superior 6183

Radio Dept.: J. L. Stewart.

Radio Accounts: Federal Life & Casualty; United Insurance Co.

STOCKTON, WEST, BURKHART

First Nat'l. Bank Bldg., Cincinnati 2
Tel.: Main 3209

Radio Dept.: Ronald S. West, vice-president, charge of radio and creative production; Joseph Nelson, Edward P. Broome, Chas. H. Butler, Eric W. Stockman, William Z. Burkhardt, Henley B. Simpson, account executives.

Radio Accounts: Clyffside Brewing Co.; Cincinnati Gas & Electric Co.; Ohio Oil Co.; Central Sava Co.; McMillan Feed Co.; U. S. Shoe Corp.; Estate Stove Co.

CHARLES M. STORM CO.

50 E. 42nd St., New York 17
Tel.: Murray Hill 6-2820

Radio Dept.: Raymond E. Nelson, vice-president & radio & television director; Arthur Klein, assistant timebuyer.

Radio Accounts: Park & Tilford (Perfumes & Cosmetics); The Tintex Company.

ARTHUR W. STOWE ADV.

672 S. Lafayette Park Place, Los Angeles 5
Tel.: Drexel 8138

Radio Dept.: Arthur W. Stowe, owner, radio director & account executive; Elaine Mott, timebuyer; Arthur Tribbals, account executive.

Radio Accounts: Rowsey Motor Sales; Auto Investment Co.; Globe Finance Co.; Taylor Auto Co.; Western Auto Stores.

STRANG & PROSSER ADV. AGENCY

Smith Tower, Seattle 4
Tel.: Elliott 1322

Radio Dept.: Dorothy Broyles, radio director; Joseph Maguire, Arthur Lomax, account executives; Dixie Lou Thompson, radio production director.

Radio Accounts: National Fruit Canning Co.; Puget Sound Power & Light Co.; Schwabacher Bros. & Co.; Washelli & Evergreen Memorial Park; Sabany; Littler; Dr. Mellor Den'ists.

STRAUCHEN & McKIM

6 E. Fourth St., Cincinnati
Tel.: Main 1618

Radio Dept.: Louis Schaeffer, radio director (on leave, USAAP); Edmund R. Strauchen, acting radio director; Gordon F. McKim Jr., account executive.

STREET & FINNEY INC.

330 W. 42nd St., New York 18
Tel.: Bryant 9-2400

Radio Dept.: Howard Miller, radio director; Warren Faxson, John T. Kelly Jr.; Robert Finney, account executives.

Radio Accounts: Espottabs; Dil-Kil Insecticides; Daan's Pills; Allen's Foot Ease; Ramsdell's Sulphur Cream; Ebling's Beer; Baby's Own Tablets; Dr. William's Pink Pills.

CHARLES R. STUART ADV.

625 Market St., San Francisco 5
Tel.: Douglas 2438

Radio Dept.: Chas. Johnson.

Radio Accounts: Bank of America.

CULBRETH SUDLER CO.

412 W. Sixth St., Los Angeles 14
Tel.: Trinity 0709

Radio Dept.: Wade Lane, director.

DANIEL F. SULLIVAN CO.

Stafter Bldg., Boston 16
Tel.: Hancock 7644

Radio Dept.: Fred W. Cole, director; E. F. Irish, W. K. Munroe, E. A. Poor, Charles J. Connor, account executives.

Radio Accounts: Nu-Enamel Corp.; Revere Racing Assn.; Cold Spring Brewing Co.; Eastern Mass. St. Railway; Timothy Smith Co.

G. LYNN SUMNER CO.

444 Madison Ave., New York 22
Tel.: Plaza 3-8730

Radio Dept.: Dorothy Lamb, manager.

Radio Account: Richard Hudnut.

WALTER M. SWERTFAGER CO.

40 E. 49th St., New York 17
Tel.: Plaza 3-9810

Radio Dept.: Walter M. Swertfager, Gordon Gross.

Radio Account: Seydel Chemical Co.

T

J. D. TARCHER & CO.

630 Fifth Ave., New York 20
Tel.: Circle 6-2626

Radio Dept.: Wm. E. Larcombe, radio director; Ninette Joseph, timebuyer.

Radio Accounts: Seaman Bros. Inc.; Smith Bros. Inc.; Personna Blade Co. Inc.; McKesson & Robbins Inc.

SAMUEL TAUBMAN & CO.

Lewis Tower, Philadelphia
Tel.: Pennypacker 7113

Radio Dept.: Samuel Taubman, J. W. Newman.

Radio Accounts: Harry Kraus; Brown Chemical Co.; Feinstein Furniture; Penn Jersey Auto Stores.

J. WALTER THOMPSON CO.

420 Lexington Ave., New York 17
Tel.: Murray Hill 3-2000

Radio Dept.: John U. Reber, Robert T. Colwell, A. K. Spencer, Linnea Nelson, Robert M. Gilham, television director.

Chicago 11—410 N. Michigan Ave. Tel.: Superior 0303. Hal Rorke.

Detroit 26—909 Lafayette Bldg. Tel.: Cadillac 3273. Harry Mitchell.

Hollywood 28—1549 N. Vine St. Tel.: Hillside 7241. Cornwall Jackson, Norman Blackburn, Carroll Carroll.

San Francisco 4—Shell Bldg. Tel.: Garfield 3510. Henry Jackson.

Radio Accounts: P. Ballantine & Sons; Elgin Watch Co.; Ford Motor Co.; General Cigar Co.; Johns-Manville Corp.; Kraft Foods; Lever Brothers Co.; Libby, McNeill & Libby; Parker Pen Co.; RCA Victor Division; Standard Brands Inc.; Swift & Co.; J. B. Williams Co.; Wm. Wrigley Jr. Co.; Seven-Up; H. C. Cole Milling Co.; Planter's Nut and Chocolate Co.

Television Accounts: Pan American World Airways System.

ALFRED F. TOKAR

850 Broad St., Newark 2
Tel.: Mitchell 2-2561

Radio Dept.: Norman Tokar, Alfred Tokar.

Radio Accounts: Benjamin & Johns Inc.; Lorstan Studios.

ARTHUR TOWELL INC.

Insurance Bldg., Madison 3, Wisc.
Tel.: Fairchild 870

Radio Dept.: Miriam Theiler.

TRACY, KENT & CO.

515 Madison Ave., New York 22
Tel.: Eldorado 5-4404

Radio Dept.: Wm. Irwin Tracy, Frank S. Kent, J. Donovan, account executives.

Radio Accounts: Arnold Brick Oven Bread; John Opitz Inc.; B. Fischer & Co.

TRACY-LOCKE CO. INC.

1307 Pacific Ave., Dallas 1
Tel.: Riverside 8655

Radio Dept.: Raymond P. Locke, president; Monty Mann, vice-president in charge of media; Jerry W. Moffatt, vice-president and account executive; Dan Gilliam, Ernest Lovan, Wanda Jarrott, Bob Mitchell, Bob Glassman, account executives.

Radio Accounts: Dr. Pepper Co.; Burrus Mill & Elevator Co.; Mrs. Baird's Bread Co.; Imperial Sugar Co.; The Borden Co.; Byer-Rolnick Co.; Morten Milling Co.; Allegany Oil Co.; Group Hospital Service Inc.; "7-11" Stores of Texas.

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Radio Accounts: American Crayon Co.; Lubrl-Gas Labs.; Jacques Seed Co.; Lowe Seed Co.; Moews Seed Co.

TURNER ADV. AGENCY
520 N. Michigan Ave., Chicago 11
Tel.: Superior 2161
Radio Dept.: John K. Turner, account executive.

U

ROLAND G. E. ULLMAN
1520 Locust St., Philadelphia 2
Tel.: Pennypacker 4522
Radio Dept.: Nan Collins, radio director.

UNITED BROADCASTING SO.
64 East Lake St., Chicago 1
Tel.: Franklin 6001
Radio Dept.: William L. Klein, radio director; Egmont Sonderling, timebuyer and general manager; Charles J. Zeller, account executive.
New York 19-45 W. 45th St. Tel.: Bryant 9-4324. Herbert Rosen, manager.
Radio Accounts: Edison Bros. Stores; Stony Tire Co.; Hunding Dairy; Universal Motors; Famous Beauty Salons; Dave's Sport Store.

UNITED STATES ADV. CORP.
612 N. Michigan Ave., Chicago 11
Tel.: Delaware 4466
Radio Dept.: A. J. Englehardt, radio director & timebuyer.
Radio Accounts: Wilson & Co. Inc.; Wilson Sporting Goods.

V

THE VANDEN CO.
520 N. Michigan Ave., Chicago 11
Tel.: Superior 9608
Radio Dept.: G. W. Vandén, timebuyer & account executive.
Radio Accounts: The Sheffield Co.

VAN AUKEN-RAGLAND INC.
326 W. Madison St., Chicago 6
Tel.: Franklin 2910
Radio Dept.: B. F. Stevens, Kenneth L. Van Auken.

VAN DOLEN, GIVAUDAN & MASSECK
341 Madison Ave., New York 17
Tel.: Murray-Hill 4-4322
Radio Dept.: H. C. Rossi, Maxine Copelan, timebuyer & account executives.
Radio Accounts: Roman Macaroni Co.; Bonoil Packing Corp.; Veg Packing Corp.

VANGUARD ADV.
15 E. 40th St., New York 16
Tel.: Murray Hill 5-4686
Radio Dept.: J. M. Russakoff, owner, radio director & timebuyer.
Radio Accounts: Hollywood Polish Co.

VAN HECKER INC.
664 N. Michigan Ave., Chicago 11
Tel.: Delaware 3122
Radio Dept.: C. E. Van Hecker, account executive.

VENABLE-BROWN CO.
211 E. 4th St., Cincinnati 2
Tel.: Parkway 6078
Radio Dept.: Dolores Mescher, treasurer & timebuyer; Bruce W. Brown, president; Bryant Venable, account executive.
Radio Account: Covington & Cincinnati Bridge Co.

M. BELMONT VER STANDIG
1001 15th St., N. W., Washington, D. C.
Tel.: Republic 2929
Radio Dept.: James Young, radio director.
Radio Accounts: Kretol Chemical Co.; Southern Venetian Blind Co.; Tru Blu Beer; Dr. Mounis Preparations.

VICTOR van der LINDE INC.
250 Park Ave., New York 17
Tel.: Plaza 5-1187
Radio Dept.: Victor van der Linde, radio director; Charlotte E. Rains, timebuyer.
Radio Accounts: Diaperwite Co.; L. Bamberger & Co.; Street & Smith; James H. McCreery & Co. Inc.

VIDEOR ENTERPRISES
601 Fox Bldg., Phila. 3
Radio Dept.: Franklin O. Pease, general manager.
Kansas City, Mo.—709 Fidelity Bldg.

CARLO VINTI ADV.
431 Fifth Ave., New York 16
Tel.: Lexington 2-9477
Radio Dept.: Carlo Vinti, radio director & timebuyer.
Radio Accounts: Buitoni Products Co., Inc.; Roma Wine Co.; Mario Open Sandwich Shop; Chicago Macaroni.

IRWIN VLADIMIR & CO. INC.
285 Madison Ave., New York 17
Tel.: Murray Hill 5-0750
Radio Dept.: Thomas M. Quinn, exec. vice-pres.
Chicago 2-1 N. La Salle St. Tel.: Andover 5053. Joseph A. Jones, manager.

W. L. VOMACK INC.
420 Madison Ave., New York 17
Tel.: Eldorado 5-4874
Radio Dept.: Robert B. Vallon, account executive.

W

WILLIAM von ZEHLE & CO.
25 W. 43rd St., New York 18
Tel.: Bryant 9-4750
Radio Dept.: W. von Zehle, radio director; Kathryn Meyerson, timebuyer; Hubert Mihic, Kathleen Banks, Robert Hilton, Joseph Cironi, account executives.
Radio Accounts: Pic Magazine; Bellerose Baptist Church; Dawn Publishers.

WADE ADV. AGENCY
208 W. Washington St., Chicago 6
Tel.: State 7369
Radio Dept.: Jeff Wade, radio director; P. C. Lund, L. W. Davidson, Booth Lack, E. H. Freckman, producers; L. J. Nelson, timebuyer; W. B. Condon, asst. timebuyer.
Los Angeles 13-411 W. 5th St. Tel. Michigan 8608. Robert E. Dwyer, manager.
Radio Accounts: Jelsert Co.; Miles Labs; Murphy Products Co.; Morris B. Sachs; Walt-Cahill Co.

LOUIS E. WADE INC.
Paramount Bldg., Ft. Wayne 2, Ind.
Tel.: Anthony 6282
Radio Dept.: Glen S. Roberts, account executive.
Radio Accounts: Sigrist Furniture Co.; Greenblatt's; Maumee Valley Seed Service Inc.

WADSWORTH & WALKER INC.
369 Lexington Ave., New York 17
Tel.: Caledonia 5-6100
Radio Dept.: Ralph K. Wadsworth, president, radio director.

CARL C. WAKEFIELD ADV. AGENCY
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Tel.: Douglas 5407
Radio Dept.: Carl Wakefield.
Radio Accounts: Western Pacific Railroad; Allied Hotel Assn.; San Francisco Bank.

WALLACE-FERRY-HANLY CO.
430 N. Michigan Ave., Chicago 11
Tel.: Superior 4462
Radio Dept.: L. T. Wallace, Joseph T. Ainsley.
Radio Account: Campana Sales Corp.

DUANE WANAMAKER ADV.
540 N. Michigan Ave., Chicago 11
Tel.: Superior 1136
Radio Dept.: Duane Wanamaker.

WARWICK & LEGLER INC.
230 Park Ave., New York 17
Tel.: Murray Hill 6-8585
Radio Dept.: Tevis Huhn, director radio & television.
Radio Accounts: Equitable Life Insurance Society of the U. S. (This is Your FBI); Larus & Brothers Co. (Guy Lombardo); Pobst Brewing Co. (Danny Koye).
Television Account: The George W. Luft Co. (Tongee Cosmetics).

NORMAN D. WATERS & ASSOC. INC.
1140 Broadway, New York 1
Tel.: Caledonia 5-7430
Radio Dept.: Louis Landesman, timebuyer; Edwinna Sprague, production; Norman D. Waters, television director.
Radio Accounts: Marion Shoe Division, Daly Bros.; Spencer Shoe Corp.; Beautit Mills Inc.
Television Accounts: Air-O-Magic Show; Cel-O-Sheen Tablecloths; Stardust Fashion-Wear; Flatternit Hosiery.

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Radio Accounts: Pep Boys of California; May Co.; Mike Lyman Grills; Hamilton Diamond Co.; Thrifty Drug Stores; Capitol Milling Co.; Savenick's Tires, Hollywood Film Studios; Hollywood Pantages Theater Corp.; Hollywood Turf Club.; Maier Brewing Co.

WILLIAM H. WEINTRAUB & CO.

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Radio Dept.: William Galloway, media director, timebuyer; Harry Trenner, business manager & television director; Theo Gannon, production manager; John D. Scheuer, account executive. Hollywood 4-8553 Sunset Blvd. Tel.: Crestview 6-6121.

Radio Accounts: Anchor Hocking Glass Corp.; Helbras Watch Co.; Seeman Bros. (Air-Wick).

WEISS & GELLER INC.

400 N. Michigan Ave., Chicago 11
Tel.: Delaware 1124
Radio Dept.: Wayne Grinstead, radio director; Mrs. Helena Clayton, timebuyer.
New York 17-400 Madison Ave. Tel.: Plaza 3-4070. Max Geller, manager.

MARION E. WELBORN & ASSOC.

610 S. Broadway, Los Angeles 14
Tel.: Vandike 2208
Radio Dept.: Marion E. Welborn, manager, Radio Accounts: Steinway Drua Co.

WELLMAN ADV. AGENCY

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Tel.: Rittenhouse 3536
Radio Dept.: Judy Powell, radio production; Frank Kessler, account executive.
Trenton 8, N. J., 1 West State St.-Tel 8018.
Robert D. Massman, manager.

WERTHEIM ADV. ASSOC.

11 W. 42nd St., New York 18
Tel.: Wisconsin 7-5978
Radio Dept.: Edward L. Wertheim, owner & radio director; E. Taylor Wertheim, space-buyer.
Radio Accounts: American Bible Society; Bucknell University; Brooklyn Church & Mission Federation; Lawrenceville School; Brooklyn Bible Society.

THE WESLEY ASSOC.

347 Madison Ave., New York 17
Tel.: Murray Hill 6-7077
Radio Dept.: Harry Weiner, director; Ted W. Keller, account executive.
Radio Account: Earl S. Sloane (Div. of William R. Warner Co.).

HOWARD WESSON COMPANY

50 Portland St., Worcester 8
Tel.: Worcester 3-7266
Radio Dept.: R. Anne Cristy, radio director; Richard Burke, Herman Allen, account executives.
Radio Accounts: N.D.S. Gifts of Distinction; Religious Supply Center; Police Linament Co.; La Paint Machine Tools; Old Mill Cigars; Jennings Airservice; Industrial Development Programs; Brockert Brewery.

BRONSON WEST ADV.

500 Robert St., St. Paul 1
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WEST-MARQUIS & CURTISS

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Radio Dept.: G. Bussi, Art Arlett.

WESTERN ADV. AGENCY

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Radio Accounts: 20th Century-Fox Studios; Fox West Coast Theatres; California Liquid Fertilizer; Stationers Corp.

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315 N. 7th St., St. Louis 1
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Radio Accounts: Centlivre Brewing Corp.; International Shoe Co.; Red Cross Cough Drops; Schutter Candy Co.
Television Accounts: Red Goose Shoes; Winthrop Shoes; Queen Quality Shoes; Bit-O-Honey Candy Bars.

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WARD WHELOCK CO.

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New York 22-444 Madison Ave. Tel.: Plaza 3-7120. Richard Marvin, radio director.
Hollywood-Equitable Bldg. Tel.: Granite 7735. Diana Bourbon, radio director.
Radio Accounts: Campbell Soup Co.

WILDRICK & MILLER INC.

630 Fifth Ave., New York 20
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Radio Dept.: M. Louise Luckenbill, radio director & timebuyer.
Radio Accounts: Standard Brands, Inc. (Yeast for animals).

WALTER W. WILEY ADV.

8 W. 40th St., New York 18
Tel.: Bryant 9-5254
Radio Dept.: Walter W. Wiley, radio director; D. F. Finke, timebuyer; Arthur McArthur, radio executive.
Radio Accounts: Indian Walk Shoes; Bridgeport Herald (Conn.).

MAC WILKINS, COLE & WEBER

Corbett Bldg., Portland 4
Tel.: Broadway 6401
Radio Dept.: Ken Tillson, radio director and account executive.
Seattle 1-Republic Bldg. Tel.: Elliott 7377.
Radio Accounts: U. S. Bakery; Arthur L. Fields Chevrolet Co.; Montag Stove & Furnace Works; Fahy-Brockman; Bradley's Pies.

WILHELM-LAUGHLIN-WILSON & ASSOC.

Esperon Bldg., Houston
Tel.: Capital 2287
Radio Dept.: Stephen Wilhelm, director; Frank H. Stewart, production mgr.; K. Bert Sloan, musical director; Louise Jesup, copy & research; Hamilton S. Phillips, casting director; Moriom Nalen, commercial research; Jack Finley.
Hollywood-Taft Bldg. M. H. Fox, radio executive.
Radio Accounts: Gulf Brewing Co.; Houston Power & Light Co.; Gulf States Utilities; Central Power & Light Co.; Texas Electric Co.; Sears Roebuck & Co. (Houston); Gittings Photography Co.

WILLIAMS ADV. AGENCY

49 E. 34th St., New York 16
Tel.: Murray Hill 3-8592
Radio Dept.: Ray Austrian, Wm. Shields, account executives.
Radio Accounts: Vogue Foundation Inc.; Schilling Sales Co.

WILLIAMS & SAYLOR INC.

271 Madison Ave., New York 16
Tel.: Lexington 2-3493
Radio Dept.: Mrs. I. Randall, timebuyer.

WILSON, HAIGHT & WELCH INC.

410 Asylum St., Hartford 3, Conn.
Tel.: 2-3208
Radio Dept.: Ronald W. Donahue, Jesse J. Haight, Jarvis W. Mason, Howard C. Wilson, account executives.
New York-220 E. 42nd St. Tel.: Vanderbilt 6-4835. A. J. Welch, vice-president.

WILTMAN & PRATT INC.

223 Fourth Ave., Pittsburgh 22
Tel.: Atlantic 1892
Radio Dept.: Russel Pratt, Marjorie Thoma.

PAUL WINANS ADV.

510 S. Spring St., Los Angeles 13
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Radio Dept.: Paul Winans, Arthur C. Richards, account executives.
Radio Accounts: Inglewood Park Cemetery Assoc.; Slavik Jewelry Co.; Riviera Co.

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THE ALBERT WOODLEY CO.

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Radio Accounts: Railroad Federal Savings & Loan Assn.; The New Haven Savings Bank.

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Radio Account: National Transportation Co. (Parmalee System).

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345 Madison Ave., New York 17
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Radio Accounts: National Paper Products Co.

Y

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Chicago 1-333 N. Michigan Ave. Tel.: Central 9390. John F. Whedon, vice-pres. & manager.
Detroit 2-7430 Second Blvd. Tel.: Madison 4300. George W. Davis, vice-pres., manager.

Hollywood 28-6253 Hollywood Blvd. Tel.: Hollywood 2734. E. E. Parter, vice-pres. & manager; Glenhall Taylor, head of office; Bruce Eells, business manager; Bob Hussey, supervisor of talent.

San Francisco 4-235 Montgomery St. Tel.: Exbrook 4126. Howard E. Williams, manager.

Montreal-660 St. Catherine St. W., Centre No. 2. Tel.: Plateau 4691. L. C. Arbutnot.

Toronto-80 King St. W. Tel.: Elgin 5347. Stuart B. Smith, manager; Robert L. Simpson, radio supervisor.
Radio Accounts: Borden Co.; Bristol-Myers Co.; Celanese Corp.; Centaur Co.; General Electric Co.; General Foods; Gulf Oil Corp.; International Silver Co.; Johnson & Johnson; Lever Bros.; Lipton Co.; Petri Wine Co.; Birds-Eye Frosted Foods; Hunt Brothers.

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Radio Account: Sierra Candy Co., Inc.

Z

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Radio Accounts: Bernstein's Fish Grotto; Thos. Brodie, Plumber; Palace Hardware Co.; Redlick's Furniture; Blum's Candy.

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Toronto 1—69 Yonge St. Tel.: Adelaide 3051.
R. W. Ashcroft.

Radio Accounts: Gooderham & Worts Ltd.; B. Houde-Grohe Ltd.; London House Products.

COCKFIELD, BROWN & CO. LTD.
Canada Cement Bldg., Montreal, Que.
Tel.: Harbour 4171

Radio Dept.: R. W. Harwood, mgr.; A. E. Ainger, prod. supervisor; Joyce H. Nail, script supervisor; Harry W. Junkin, asst. to mgr.; Betty J. Warden, traffic; W. L. Taylor, time-buyer.

Toronto, Ont.—Metropolitan Bldg. Tel.: Elgin 9201. C. W. McQuillin.

Vancouver, B. C.—Royal Bank Bldg. Tel.: Pacific 7557. Peter S. Downes.

Winnipeg, Man.—Electric Railway Chambers. Tel.: 97-068. L. G. Holmes.

Radio Accounts: Kennedy Mfg. Co.; Bell Telephone Co.; Elmhurst Dairy; Ex-Lax Ltd.; National Drug & Chemical Ltd.; Molson's Brewery Ltd.; Canadian Marconi Co. Ltd.; Campbell Soup Co. Ltd.; Nabob Food Products Ltd.; Sherwin-Williams Ltd.; Zonite Products Corp.; Canada Packers Ltd.

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Radio Account: National Cellulose of Canada.

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Radio Accounts: McLarens Ltd.; R. Mudnut Ltd.; Purina.

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Television Dept.: L. R. Flook, director.

Montreal, Que.—Sun Life Bldg. Tel.: Belair 1984. J. C. Nicholls.

Vancouver, B. C.—119 W. Pender St. Tel.: Pacific 8024. Larry Webster.

Radio Accounts: Walter M. Lawney Co. Ltd.; Robert Simpson Co. Ltd.; Northern Electric Co. Ltd.; Supertest Petroleum Corp. Ltd.; Mutual Benefit Health & Accident Assoc.; National War Finance Committee; Gurney Laundry Co. Ltd.; Smith Brothers Inc.; ViaBin Sales Ltd.; Dr. Jackson Foods Ltd.

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Tel.: Elgin 2111

Radio Dept.: W. H. Reeves.

Montreal, Que.—Dominion Sq. Bldg. Tel.: Harbour 6207. H. M. Reid.

Regina, Sask.—Leader Bldg. Tel.: 6-141. S. Wayne.

Calgary, Alta.—Renfrew Bldg. Tel.: M 5437. Reg. G. Smith.

Edmonton, Alta.—Tel.: 27-512. J. H. Fulton.

Winnipeg, Man.—Scott Block. Tel.: 97-373. G. E. Hunter.

Vancouver, B. C.—Province Bldg. Tel.: Pacific 0157. L. E. C. Manley.

Radio Accounts: Underwood-Elliott-Fisher Ltd.; Drug Trading Co.; J. M. Schneider Ltd.; Ogilvie Flour Mills Co. Ltd.; Sherwin-Williams Co. of Canada Ltd.; Canada Paint Co. Ltd.; Canadian Waterpaints Ltd.

F. H. HAYHURST CO. LTD.

38 King St. W., Toronto 1, Ont.

Tel.: Adelaide 7418

Radio Dept.: Louis Leprohan, radio director.

Montreal, Que.—1405 Peel St. Tel.: Marquette 2211.

L. J. HEAGERTY & ASSOC.

19 Melinda St., Toronto, Ont.

Tel.: Adelaide 0366

Radio Dept.: L. J. Heagerty.

Radio Accounts: Colgate-Palmolive-Peet Co.

J. E. HUOT LTD.

353 St. Nicholas, Toronto, Ont.

Tel.: Plateau 9539

Radio Dept.: J. E. Huot, A. Audet.

Radio Accounts: Sleepex Reg'd.; Dr. J. O. Lambert, Ltd.

RUSSELL T. KELLEY LTD.

447 Main St., Hamilton, Ont.

Tel.: 2-1155

Radio Dept.: R. T. Kelley.

Montreal, Que.—480 Lagouchetiere St., W. Tel.: Plateau 5025.

Radio Accounts: McLarens Ltd.; Canadian Red Cross Society.

LOCKE, JOHNSON & CO. LTD.

Harbour Commission Bldg., Toronto, Ont.

Tel.: Elgin 6271-2

Radio Dept.: Elton Johnson.

Radio Account: Canadian National Carbon Ltd.

PARLOR MAGIC



Myrtle Labbitt's "Homechats", after a solid ten-year run, is a morning institution in thousands of Greater Detroit homes. Myrtle's program is probably one of the most unique and informally simple shows in the country . . . homey as a parlor rocker, smart as a new Spring bonnet. "Homechats" is just another sample of CKLW programming that sends listeners merrily off to pay cash for things on dealers' shelves. **PROOF?**

On a recent food recipe-request campaign placed on nine nation-wide homemaker programs, our own "Homechats" show clocked second on the list in low net costs per inquiry . . . and, mind you, five of the 9 stations were 50,000 watters! How'd you like CKLW to sell YOUR wares that way for so little? For fast facts, write our Executive Sales Office, now!

J. E. CAMPEAU, Managing Director

In The DETROIT AREA, it's

5,000 Watts
at 800 kc.
day and night

CKLW

Mutual
Broadcasting
System

ADAM J. YOUNG, Jr., INC., Nat'l Representative

MacLAREN ADV. CO. LTD.
372 Bay St., Toronto 1, Ont.
Tel.: Elgin 0321

Radio Dept.: C. M. Pasmore; M. Rosenfeld;
Hugh Harler; H. H. O'Connor; J. G. Herald.
Montreal—900 Dominion Sq. Bldg. Tel.:
Plateau 9556. Nolin Trudeau.

Winnipeg—911 Electric Ry. Chambers. Tel.:
26-622. E. P. Thompson.

Vancouver—305 Province Bldg. Tel.: Marine
6268. W. D. M. Patterson.

Radio Accounts: Imperial Oil Ltd.; Tuckett
Ltd.; People's Credit Jewelers; S. F. Lawrason
Co.; Dalglish Ltd.; Bulova Watch Co. Ltd.;
O'Cedar of Canada; Noma Electric; Adam
Hats.

MASON'S UNITED ADV. AGENCY LTD.
14 McCaul St., Toronto, Ont.
Tel.: Adelaide 3112

Radio Dept.: John Dart, Colleen Baylen.

Radio Accounts: International Associated
Products Ltd.

Radio Accounts: Spence Ltd.; Alberta Motor
Transport Ass'n; Radiocrafts; Stewart Electric
Hatcheries; Alberta Hatcheries; Henderson
Secretarial School; George McLeod Dept.
Store; Robert T. Garbart Ltd.

McCONNELL, EASTMAN & CO. LTD.
254 Bay St., Toronto, Ont.
Tel.: Adelaide 7004

Radio Dept.: Edward Gould, director; Moy
McMillan, asst. director.

London, Ont.—Huron & Erie Bldg. Tel.: Met-
calfe 544. C. S. Bowie.

Montreal—Dominion Sq. Bldg. K. B. Crombie.
Winnipeg—Confederation Life Bldg. Lloyd
Coutts.

Vancouver—Stock Exchange Bldg. Si Griffis.

Radio Accounts: Perfect Circle Piston Rings;
Tip Top Tailors Ltd.; Libby, McNeill & Libby
of Canada Ltd.; Brown's Bread Ltd.; Herman
Furs Ltd.; National Dry Ltd.; Medusa Pro-
ducts Co. of Canada Ltd.; Barker's Bakeries
Ltd.; Honey Dew Coffee Shops; Muirheads
Cafeterias; Canadian Oil Companies Ltd.;
Fruitatives Products; Crown Diamond Paint
Co.; Canada Starch Co. Ltd.

McKIM ADV. LTD.

320 Bay St., Toronto 1, Ont.
Tel.: Elgin 5351

Radio Dept.: E. W. Brodie, radio director;
F. C. Flint.

Montreal—Dominion Square Bldg. Tel.: Lan-
caster 3192. H. LaRoque.

Vancouver—Province Bldg. M. S. Watson,
manager.

Winnipeg—Paris Bldg. Tel.: 9-3491. A. A.
Brown, manager.

METROPOLITAN BROADCASTING SERV. LTD.
21 Dundas Square, Toronto, Ont.
Tel.: Adelaide 0181

Radio Dept.: Ken. Soble, Don E. Wright.

Radio Accounts: Owens & Elms Ltd.; Lyons
Furniture Co.; Toronto Fuels Ltd.; Myers Stu-
dios Ltd.; Taplin Shoe Store Ltd.

JACK MURRAY LTD.

10 King St. East, Toronto, Ont.
Tel.: Elgin 5600

Radio Dept.: J. Murray, mgr. of radio dept.;
R. Wright, B. Pearson, account executives.

Radio Accounts: Wm. Wrigley Jr. Co. Canada
Ltd.; Barker Biscuit Co. Ltd.; Plastic Pictures
Canada Ltd.; W. H. Comstock Co. Ltd.; To-
ronto Better Business Bureau.

O'BRIEN-GOURLAY LTD.

207 W. Hoagings St., Vancouver, B. C.
Tel.: Pacific 9174

Radio Dept.: Michael O'Brien; Mrs. Gladys
Dewey; A. Reynolds.

Radio Accounts: British Columbia Electric
Railway Co.

WM. ORR & CO.

44 Victoria St., Toronto, Ont.
Tel.: Adelaide 4331.

Radio Dept.: Wm. Orr; A. E. Adam; J. M.
Bingham.

Radio Accounts: J. A. Haugh Mfg. Co. Ltd.;
Elias Rogers Coal Co. Ltd.; Trull Funeral
Home; Comstock Funeral Service.

ALFORD R. POYNTZ & CO.

68 King St., E., Toronto, Ont.
Tel.: Adelaide 8716

Radio Dept.: Alford R. Poyntz.

Radio Account: Allen Electric Co. Ltd.

THORNTON PURKIS ADV. AGENCY

330 Bay St., Toronto, Ont.
Tel.: Adelaide 3762.

Radio Dept.: Miss Gladys Race, account
executive.

Radio Accounts: Salada Tea Co. of Canada
Ltd.

E. W. REYNOLDS & CO.

Yardley House, Toronto, Ont.
Tel.: Waverly 6157

Radio Dept.: Miss L. A. Nattrass, timebuyer.

RONALDS ADV. AGENCY LTD.

1440 St. Catherine W., Montreal 25, Que.
Tel.: Plateau 4803

Radio Dept.: N. K. Vale, radio director;
Frank J. Starr, Frank E. Sammett, asst. radio
directors; J. C. Boyd, A. MacPherson, J. W.
Teale, account executives.

Toronto—New Wellington Bldg. Tel.: Adelaide
0237. R. J. Avery, manager and director.

Radio Accounts: Dow Brewery; United Rexall
Drug Co.; Bristol-Myers Co. of Canada;
McCall-Frontenac Oil Co. Ltd.; Lyman Agen-
cies Ltd.

SAVARY & CO.

Union Bldg., Calgary, Alberta
Tel.: M 4560

Radio Dept.: A. W. Savary; G. H. McDonald.

Radio Accounts: Ass'n Toronto Hotel Proprie-
tors; Parker's Dye Works Ltd.

R. C. SMITH & SON LTD.

80 King St. W., Toronto, Ont.
Tel.: Elgin 9396

Radio Dept.: G. Alec Phare, radio director.

SPITZER & MILLS LTD.

19 Richmond St. W., Toronto, Ont.
Tel.: Waverly 1151

Radio Dept.: W. D. Byles, radio director.

Montreal, Que.—1010 St. Catherine St. W.
Tel.: Plateau 7924. Yves Bourassa.

Radio Accounts: Colgate-Palmolive-Peet Co.
Ltd.; Quaker Oats Co. of Canada; RCA Victor
Co. of Canada; Cities Service Oil Co.
Ltd.; California Fruit Growers Exchange; Bell
Telephone Co. of Canada; Lehn & Fink Ltd.

STANFIELD, HAROLD F. LTD.

1010 St. Catherine St., Montreal, Que.
Tel.: PL. 9777

Radio Dept.: G. Bourassa, radio director.

Vancouver, B. C.—675 W. Hastings St.

STEVENSON & SCOTT LTD.

1620 Universit Tower Bldg., Montreal, Que.
Tel.: Harbour 4131

Radio Dept.: M. E. Smith, Miss M. T. Young.
Toronto, Ont.—100 Adelaide St. W. Tel.: Ade-
laide 1166. George Macdonald.

Vancouver, B. C.—402 W. Pender St.

Radio Accounts: Panther Rubber Co.; Mon-
treal Standard; Daves Black Horse Brewery;
Harrison Brothers Ltd.; Maple Leaf Anti-
Freeze; Burgess Battery Co.

STEWART-LOVICK LTD.

Province Bldg., Vancouver, B. C.
Tel.: Pacific 3331

Radio Dept.: F. J. McDowell, director; N. F.
Anthony, producer; E. M. Hutchinson, scrip-
t writer.

Calgary, Alta.—337 8th St. W.

Edmonton, Alta.—219 Birks Bldg.

Toronto, Ont.—100 Adelaide St. W.

Radio Accounts: Nabob; British-American Oil;
Palm Ice Cream; British Columbia Electric;
Westminster Paper Co.; Dads Cookies; 4X
Bread.

TANDY ADV. AGENCY LTD.

204 Richmond St., W., Toronto 1, Ont.
Tel.: Adelaide 6362

Radio Dept.: J. P. Hamilton.

Radio Accounts: Battle Pharmaceutical Co.

VICKERS & BENSON LTD.

Keefe Bldg., Montreal, Que.
Tel.: Plateau 5051

Radio Dept.: Miss Jeanne Berube, timebuyer.

Toronto, Ont.—Reford Bldg. Tel.: Waverly

1603. C. M. Mutch, R. W. Ball, P. H.
Iler, account executives.

Radio Accounts: Lipton's Teas; S. C. Johnson
& Son Ltd.; Dominion Seven-Up Co. Ltd.; D.
L. & W. Coal Co.

WALLACE ADV. LTD.

Roy Bldg., Halifax, Nova Scotia
Tel.: 3-7557

Radio Dept.: F. R. Wallace.

Radio Accounts: Best Yeast Ltd.; Sussex
Ginger Ale Ltd.

WALSH ADV. CO. LTD.

Guaranty Trust Bldg., Windsor, Ont.
Tel.: 3-2416

Radio Dept.: Thomas Walsh, president.

Toronto—100 Adelaide St. Tel.: Adelaide
3055. W. G. Akins, president.

WHITEHALL BROADCASTING LTD.

Dominion Square Bldg., Montreal 2, Que.
Tel.: Lancaster 6500

Radio Dept.: William V. George, president.

Radio Accounts: Imperial Tobacco Co. of Can-
ada Ltd.; B. Houde & Grothe Ltd.; Tuckett
Ltd.

YOUNG & RUBICAM LTD.

660 St. Catherine St., W., Montreal, Que.
Tel.: Plateau 4691

Radio Dept.: L. C. Arbuthnot.

Toronto, Ont.—80 King St. W. Tel.: Elgin
5347. S. B. Smith.

Radio Accounts: Borden Co. Ltd.; Interna-
tional Silver Co. of Canada Ltd.

Interwoven with Quebec Family Life



The Voice of CKAC— Since 1922

The fabric of French-Canadian life is an intricate pattern, in which old loyalties and new interests exist side by side. For French-Canadians, without relinquishing the good things they loved "*au temps jadis*", are shrewd enough to recognize the advantages of modern ways and ideas.

If your product merits the approval of the Quebecois, they will heartily endorse it. And the surest way—the only way—to waken their interest is to address them in their own language, and through their favourite medium—radio!

The pioneer radio station, CKAC, still commands the great family audience (3,000,000 people, spending annually over \$800,000,000). CKAC is the one station that assures you practically complete coverage* of this vast audience—French Canada!

*Nighttime listening area is 75% per latest BBM report.

CKAC La PRESSE Montreal

COLUMBIA BROADCASTING SYSTEM

Canadian Representative:

C. W. Wright,

Victory Building, Toronto, Ont.

U.S. Representative:

Adam J. Young, Jr., Inc.,

European Representative: Charles J. A. Fatosme, Paris, France

Directory of 1945

NATIONAL AND REGIONAL RADIO ADVERTISERS

And Their Agencies

United States and Canada

N Network programs S Spot programs and announcements
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A

ABT PRODUCTS, Chicago. S. Agency: David Seltz Co., Chicago.

AC SPARK PLUG DIV., General Motors Corp., 1500 N. Dort Highway, Flint 2, Mich., spark plugs, oil filters, fuel pumps. S. Frank E. Ray, adv. manager. Agency: D. P. Brother & Co., Detroit.

A. M. R. CHEMICAL Co., New York. A. M. R. Lighter Fuel. S. Agency: Ellis Adv. Co., N. Y.

ACME WHITE LEAD & COLOR WORKS, 8250 St. Aubin Ave., Detroit, 11, Mich., Lin-X Clear Gloss, self-polishing wax, cream polish, Kem-Tone, F. J. Schulte, advertising manager. N. Agency: Henri Hurst McDonald, Chicago.

ADAM HAT STORES, 665 Broadway, N. Y., Adam hats, shirts, William Fludo, v.p. N. Agency: Buchanan Co., N. Y.

ADAM SCHEIDT BREWING Co., Norristown, Pa. S.

ADLER SHOES, New York, Shoes. S. Agency: Emil Mogul Co., New York.

ADMIRACION LABS. (National Oil Products Co.), First & Essex St., Harrison, N. J., Admiracion Shampoo, G. D. Davis, vice-president. Radio Apprx.: \$75,000. S. Agency: Chas. Dallas Reach Co., Newark.

ADMIRAL CORP., Chicago, Admiral Radios, Television Receivers. N. Cruttenden & Eger, Chicago.

AFFILIATED PRODUCTS Inc., Toronto, Anacin. S. Agency: Young & Rubicam, Toronto.

ALBERS MILLING Co., Seattle, Flour, Cereal Products. N. Agencies: Honig-Cooper Co., Seattle, Foote, Cone & Belding, San Francisco; Erwin, Wasey & Co., Seattle.

ALBERT EHLERS Inc., New York, Ehlers Tea. S. Agency: Weiss & Geller, New York.

ALKINE Co., 431 Raritan Ave., Highland Park, N. J., Flem-O-Lyn (for coughs), Meyer Tobin, president. Agency: Jackson Adv. Service, New Brunswick, N. J.

ALLEGHENY LUDLUM STEEL CORP., Brackenridge, Pa., Stainless Steel, tools (electrical), C. B. Templeton, Manager Sales Promotion. Agency: Walker & Downing, Pittsburgh.

ALLIS-CHALMERS MFG. Co., Tractor Div., Milwaukee, Farm Equipment. N. Agencies: Bert S. Gittins Advertising, Milwaukee; Compton Advertising, Inc.

ALLOCK POROUS PLASTER, New York, plaster. S. Agency: Small & Seifer, New York.

ALTA VINEYARDS Co., Fresno, Cal., Alta Wines, Mattel, and St. Charles wines. S. Agency: L. H. Hartman Co., Chicago.

ALTOFER BROS. Co., 812 W. Washington St. E., Peoria, Ill., ABC Washers and Ironers. W. C. Marvel, Advertising Dept. S. Agency: Cramer Krasselt, Milwaukee.

ALUMINUM COMPANY OF AMERICA, Pittsburgh, Institutional. N. Agency: Fuller & Smith & Ross, New York.

FRED W. AMEND Co., 8 S. Michigan Ave., Chicago 3, Ill., Chuckles. S. Agency: Henri Hurst & McDonald, Chicago.

AMERICAN BAKERIES, Atlanta, Merita Breads, Cakes, and Crackers. N. Adv. Agency: Tucker Wayne & Co., Atlanta.

AMERICAN BIRD PRODUCTS, 2610 W. 25th Pl., Chicago 8, Ill., 2 Veas Bird Products. Radio Apprx.: \$40,000. N. Agency: Weston-Barnett, Chicago.

AMERICAN CHICLE Co., Long Island City, New York, Beemans chewing gum. S. Agency: Badger, Browning & Hershey, New York.

AMERICAN CHIROPRACTIC ASSN., Los Angeles. S. Agency: Tullis Co., Los Angeles.

AMERICAN CYANAMID Co., New York, Pharmaceuticals and Biologicals. N. Agency: Hazard Adv. Co.

AMERICAN DAIRY ASSN., Chicago, dairy products. N. Agency: Campbell-Mithun, Chicago.

AMERICAN HOME PRODUCTS CORP., Jersey City, Anacin, Bisodol & Kolynos, Duff's Ready-to-Bake Mixes. N. Agencies: Daneser-Fitzgerald-Sample, New York; W. Earl Bothwell, Pittsburgh.

AMERICAN INSTITUTE OF FOOD PRODUCTS Inc., New York, Food Products. S.

AMERICAN IRON & STEEL INSTITUTE, New York, Institutional. N. Agency: BBDO, New York.

AMERICAN KITCHEN PRODUCTS, Ozone Park, New York, Noxon Polish. S. Agency: Duane Jones Co., New York.

AMERICAN MEAT INSTITUTE, Chicago, Institutional. N. Agency: Leo Burnett Co., Chicago.

AMERICAN OIL Co., Baltimore, Amoco. N. Agency: Joseph Katz Co., Baltimore.

AMERICAN POULTRY JOURNAL, Chicago. S. Agency: Simmonds & Simmonds, Chicago.

AMERICAN PRODUCTS Co., 3265 Colerain Ave., Cincinnati, Jiffy Stencil, Swish C. A. Branham, Adv. & Sales Promotion Mgr. S. Agency: Savage & Talley, Cincinnati.

AMERICAN RED CROSS (Joint Sponsorship), Washington, D. C., Service. N. Agency: Cecil & Presbrey, New York.

AMERICAN SAFETY RAZOR CORP., Brooklyn, Gem Razor Blades. N. Agency: Federal Adv. Agency, New York.

AMERICAN SCHOOLS, Chicago, Home Correspondence Course. S. Agency: Earl R. Culp Adv., Los Angeles.

AMERICAN STORES Co., Philadelphia, Foods. S.

AMERICAN TELEPHONE & TELEGRAPH Co., 195 Broadway, N. Y., T. T. Cook, asst. v.p.; H. G. Stokes, adv. supervisor of radio. N. S. Agency: N. W. Ayer & Son, New York.

AMERICAN TOBACCO Co., New York, Tobacco. N. Agencies: Ruthrauff & Ryan, New York; Foote, Cone & Belding, New York.

AMRED PRODUCTS Co., 1314 Jones St., Omaha 8, Neb., Extracts, cereals, F. L. Kessler, adv. mgr. Radio apprx.: \$5,000. S. Agency: Buchanan-Thomas, Omaha.

ANCHOR HOCKING GLASS CORP., Lancaster, O., Anchorglass, Fire Kings, Oven-glass Products. N. Agency: William Weintraub & Co., New York.

ANDRESEN RYAN COFFEE Co., 12-14 E. Michigan St., Duluth 2, Minn., Arco Coffee, Zelma A. Bertz, adv. mgr. S. Agency: Stewart-Taylor Co., Duluth 2, Minn.

ANGOSTURA-WUPERMANN CORP., New York, Angostura Bitters. S. Agency: Donahue & Coe, New York.

AQUATOFS, New York, Rainwear for Women, Misses, and Children. S. Agency: Glicksman Adv., New York.

K. ARAKELIAN Inc., San Francisco, Maderia wines. S. Agency: Norman Kelso Adv., San Francisco.

ARDEN FARMS, Los Angeles, dairy products. S. Agency: Productive Adv., Los Angeles.

ARMAND Co., 124 Des Moines St., Des Moines 6, Pearl in Wine Lipstick. S. Agency: Ivan Hill Agency, Chicago.

ARMOUR & Co., U. S. Yards, Chicago 9, Treet, canned meats, sausage products, margarine, D. E. Hause, advertising manager; T. A. Casey, radio division. N. Agency: Foote, Cone & Belding, Chicago.

ARMSTRONG CORK Co., Lancaster, Pa., Armstrong's Quaker Rugs, Cameron Hawley, director of adv. and promotion; C. P. Whitmer, Jr., manager, floor division advertising. N. Agency: BBDO, New York.

ARVEY CORP., 3462 N. Kimball Ave., Chicago 18, Ill., R-V-Lite, S. Straus, radio executive. S. Agency: Burlingame & Grossman, Chicago.

ATLANTIC BREWING Co., Chicago, Tavern Pale Beer. S. Agency: Campbell-Mithun, Chicago.

ATLANTIC REFINING Co., 260 S. Broad St., Philadelphia, Pa., Atlantic Hi-Arc, Atlantic White Flash, Atlantic Motor Oil, Atlantic Lubrication Service, Atlantic Furnace Oil, Joseph R. Rollins, advt. mgr. Agency: N. W. Ayer & Son, Philadelphia.

ATLANTIC MACARONI Co., 43-82 Vernon Blvd., Long Island City 1, N. Y., Caruso brand macaroni, spaghetti and noodle products. Agency: Prudential Advt. Co., New York.

ATLAS CHEMICALS, Toronto, Wypof cleanser. S. Agency: Ellis Adv., Toronto.

ATLAS LABORATORIES, 1902 Manchester Rd., Akron, Ohio, I-O-Sal, J. K. Ruckbrod, general manager. S. Agency: McDaniel-Fisher & Spelman, Akron.

ATLES BREWING Co., 10205 Mack Ave., Detroit 16, Atles Lager Beer, J. T. Foley, adv. manager. Agency: McCann-Erickson, Detroit.

AVALON LANE Co., 220 Broadway, New York 7, Lasheen, Lashlor, Belador Formula No. 7, Henry B. Gottlieb, Radio apprx.: \$15,000. S. Agency: Reuben Barkow, New York.

B

B-1 BEVERAGE Co., 400 Lindell Blvd., St. Louis, B-1 lime soda, sparkling water, Earle A. Meyer, adv. mgr. S. Agency: Gardner Adv. Co., St. Louis.

B. C. REMEDY Co., Durham, N. C., Headache Powders. S. Agency: Harvey-Massengale Co., Durham, N. C.

B. T. BABBITT Inc., 386 Fourth Ave., New York, Bab-o cleaner, Lyons, Robert Brenner, dir. of adv. N. S. Agency: Duane Jones Co., New York.

BABSON BROS., Chicago, Dairy farm equipment. S.

BALABAN & KATZ CORP., Chicago. S. Agency: M. M. Fisher Assoc., Chicago.

BALL BROTHERS Co., 1509 S. Macedonia Ave., Muncie, Ind., Ball Fruit Jars, Caps, Rubbers and Jelly Glasses, Frank E. Burt, sales manager. Agency: Applegate Adv., Muncie, Ind.

P. BALLANTINE & SONS, Newark, Beer and Ale. N. Agency: J. Walter Thompson Co., New York.

BALLARD & BALLARD, Louisville, Oven Ready Biscuits, Ballard's Obelisk Flour and other milling products. S. N. Agency: Henri Hurst & McDonald, Chicago.

BANK OF AMERICA N. T. & S. A., 300 Montgomery St., San Francisco 20, Calif., L. E. Townsend, manager, advertising and publicity; Fred Yeates, asst. manager, advt. and pub. N. S. Agency: Charles R. Stuart, San Francisco.

BARBASOL Co., Indianapolis, Barbasol. N. Agency: Erwin, Wasey & Co., New York.

G. BARR & Co., Chicago, Balm Barr hand creme. S. Agency: Arthur Meyerhoff & Co., Chicago.

BARRON-GRAY PACKING Co., San Jose, Health Vegetable Juice. N. Long Adv. Service, San Jose.

HAAS BARUCH & Co., Los Angeles, Grocery Products. S. Agency: Robert Smith Adv., Los Angeles.

HERMAN BASCH Co., New York, Hammer brand Persian Lamb. S. N. Agency: Kelley-Nason, New York.

BATHASWEET CORP., New York, Soap and bath salts. S. Agency: H. M. Kiese-wetter Inc., New York.

BATTLE PHARMACEUTICALS Co., Toronto, Daisy Diaper Dip. S. Agency: Harold F. Stanfield Ltd., Montreal.

BAYUK CIGARS Inc., Ninth & Columbia Ave., Philadelphia 22, Pa., Phillies cigars. A. J. Newman, president; E. M. Hirst, adv. mgr. N. Agencies: Ivey & Ellington, Philadelphia; Neal D. Ivey Co. eff. 3-1-45.

BEAUMONT Co., St. Louis, Four-Way Cold Tablets and Grove B-Complex. N. Agencies: Newby & Peron, Chicago; Donahue & Coe, Inc., New York.

BEECHAMS INC. (Scott & Bowne, J. C. Eno Inc., County Perfumery Co.), 60 Orange St., Bloomfield, N. J., Beecham's laxative pills, Scott's Emulsion, Brylcreem Hair Dressing, Scott's Ointment, Eno Salts, MacLeans Toothpaste, Arthur A. Starin, adv. prom. mgr.; Charles J. Weedon, president. N. S. Agencies: Atherton & Currier, New York (all products except Beechams and MacLeans); Street & Finney, New York.

BEECHNUT PACKING CO., 10 E. 40th St., New York, Food, Ralph Foote, adv. mgr. S. Agency: Newell-Emmett, N. Y.

BERKINS VAN & STORAGE Co., Seattle, Los Angeles, Calif., Storage. N. Brooke Adv. Agency, Los Angeles.

BELL TELEPHONE Co., of Canada, Toronto, Bell Tel recruiting for operators. S. Agency: Cockfield, Brown & Co., Toronto.

BELL TELEPHONE SYSTEM, New York.

Telephone Service. N. Agency: N. W. Ayer & Son, New York.

BEN HUR PRODUCTS Inc., Los Angeles, Coffee, Spices & Extract. N. Agency: Foote, Cone & Belding, Hollywood.

BEN RAEBURN-ARCO PUBLISHING Co., 480 Lexington Ave., New York, Ben Raeburn. S. Agency: Jasper, Lynch & Fishel, New York.

BENDIX AVIATION CORP., Detroit. N. Agency: Grant Adv., New York.

BENDIX HOME APPLIANCES Inc., 3300 W. Sample St., South Bend 24, Ind., Bendix Automatic Home Laundry, Home Ironer, Home Dryer, Walter J. Daily, advertising director. Radio apprx.: \$200,000. S. Agency: Ruthrauff & Ryan, Chicago.

BENRUS WATCH Co., New York, watches. N. Agency: Young & Rubicam, New York.

BENSON & HEDGES, New York, Virginia Rounds cigarettes. S. Agency: Arthur Kudner Inc., New York.

BENSON & HEDGES, New York, Havana Cigars. S. Agency: Arthur Kudner Inc., New York.

BERKSHIRE KNITTING MILLS, Full Fashioned Stockings. N. Agency: Geyer, Cornell & Newell, New York.

BEST FOODS Inc., New York, Nucoa margarine and Shinola shoe polish. Agency: Benton & Bowles, New York.

BETTY LOU FOODS (Remar Baking Co., Graven-Ingils Baking Co.), Oakland and Stockton, Calif., Betty Lou Foods, Shoe String Potatoes, Potato Chips, Remar Bread, Graven-Ingils Bread. (All spot.) Bernard B. Schnitzer, acct. excec. Appropriation: \$90,000. Agency: Garfield & Guild, San Francisco.

BIRDS EYE-SNIDER, 333 Madison Ave., New York, Birds Eye frosted foods, Howard F. Lochrie, adv., sales prom. mgr.; Donald E. Barr, v.p. in chg. marketing. N. Agency: Young & Rubicam, New York.

BLACKHAWK BREWING Co., Davenport, Ia. S. Agency: H. W. Kastor & Sons.

BLANTON Co., St. Louis, Creamo margarine. S. Agency: Wesley K. Nash Co., New York.

BLOCK DRUG Co., Jersey City, Polident. S. Agency: Cecil & Presbrey, New York.

THE BLOSSER Co., Box 1707, Atlanta 1, Ga., Medical Cigarettes for Asthma (spot), Sidney B. Fewett, advt. mgr. Agency: Atherton & Currier, New York.

BLUE BUS LINES, Terminal Bldg., Batavia, N. Y., L. H. Schultz, president. Radio apprx.: \$1,000. S. Agency: Hart-Conway Co., Rochester.

BLUE MOON FOODS, Thorp, Wis., cheese spread, Gold N'Rich Cheese, Harold Oldroyd, sec. and adv. manager. Agency: Reinecke, Ellis, Younggreen & Finn, Chicago.

BLUE RIBBON CORP., Toronto, Canned foods vacuum sealed jars. S. Agency: Cockfield Brown & Co., Toronto.

BLUEBIRD DIAMOND SYNDICATE, 55 E. Washington St., Chicago 2, Ill., Bluebird rings, Rudolph Samuel, adv. mgr. S. Agency: O'Neal, Larson & McMahon, Chicago.

BONCQUET LABS, Glendale, Cal., vitamins. S. Agency: Barton A. Stebbins Adv., Los Angeles.

BONNE BELL Inc., 17609 Detroit Ave., Cleveland 7, O., Ten-O-Six, Plus 30, Nite & Day (Local contracts in most large cities, no network. Some spot, some program placements). John W. Landis, sales promotion mgr. Agency: Abbott Kimball Co., New York.

BOOK-OF-MONTH CLUB, New York, Books. S. Agency: Schwab & Beatty, New York.

BORDEN Co., New York, Milk and ice cream, Hemo and Instant Coffee. N and S. Agencies: Kenyon & Eckhardt, New York; Young and Rubicam, New York.

BOSTON GLOBE, Boston, Speeches. N. John C. Dowd Co., Boston.

BOSTON & MAINE RR, Boston, RR. N. S. Agency: Harold Cabot Co., Boston.

BOURJOIS Inc., 35 W. 40th St., New York, Evening in Paris cosmetics. S. H. Chambers, adv. mgr. N. Agency: Foote, Cone & Belding, New York.

'ROUND HERE

...THEY ALL HEAR

WHBC

WHBC's friendly hometown broadcasting carries your message into more homes in this area than any other station.

Robert S. Conlan and Associates TELEPHONE SURVEY — OCTOBER - NOVEMBER, 1945* PROVES:

Distribution of listening homes among Stations:

WHBC	- - - -	37.9%
Station A	- - - -	29.1%
Station B	- - - -	15.7%
Station C	- - - -	11.7%

High interest local programs, plus top-notch Mutual Network shows, attract loyal listeners . . . keep Stark County's 286 million dollar market tuned to WHBC . . . the neighborly radio voice Whose Hearers Become Customers.

* Complete Analysis upon request



**CANTON
OHIO**

**1000 WATTS
FULL TIME**
Represented by BURN-SMITH CO.

whbc



**THE LARGEST
SINGLE STATION MARKET
IN THE 48 STATES!**

**BASIC
STATION
MUTUAL NETWORK**

For Outstanding Promotion

Awarded to
STATION WROK
for
winning First Place in
CHELSEA CIGARETTE
Musical Anthology Promotion Contest
1945

2nd
annual award

For Outstanding Audience Promotion on
American Broadcasting Company Programs

This Award Is Made To

WROK

presented by the American Broadcasting Company
and based on a poll of Advertising Agency Account Executives

For Outstanding Audience Promotion on Blue Network Programs

This Award Is Made To
WROK

Presented by the Blue Network and Based on a Poll
of Advertising Agency Account Executives

**In appreciation
of meritorious service**

this certificate is awarded to

WROK

whose splendid cooperation in the 1944
Breakfast Club Membership Promotion
was an important factor in the final
success of the campaign.

Check the 15th day of August
American Standard and Study the
of Chicago, Illinois

WROK
ROCKFORD, ILLINOIS

THE ONLY STATION THAT CAN DO A JOB FOR YOU IN ROCKFORD

HEADLEY REED

AMERICAN NETWORK

DIRECTORY OF RADIO ADVERTISERS

N Network

S Spot

BOWMAN's GUM Inc., New York, Warren's chewing gum. S. Agency: Franklin Bruck Adv., New York.
BOWEY'S Inc., Chicago, Dari-Rich Products. N. Agency: Sorensen & Co., Chicago.
BOZEMAN CANNING Co., San Francisco, Pictasweet Frozen Foods. N. Agency: Ruthrauff & Ryan, Seattle.
E. J. BRACH & SONS, Chicago, Confectionery. N. Agency: Hill, Bissett & Co., Chicago.
M. J. BREITENBACH Co., New York, Gude's Pepto Mangan. N. Agency: Roch, Williams & Cleary, New York.
BRISTOL-MYERS Co., Sal Hepatica & Trushay, Vitalia & Ipana, New York. N. Agencies: Young & Rubicam, New York; Doherty, Clifford & Shenfield, New York.
BROADMOOR HOTEL Inc., Colorado Springs, Col., Ice Skating, Ice Shows and Revues, Scenic Trips, Broadmoor Tavern (all spot), T. O. Johnston, adv. mgr. Agency: Gaylen Broyles Adv., Denver.
BROOKS Inc., Los Angeles, Chain clothers. N. S. Agency: Hillman-Shane-Breyer, Los Angeles.
BROWN & HALEY, 110 East 26th St., Tacoma 2, Almond Roca, Mountain Bar. J. C. Haley, president. Agency: Honig-Cooper, Seattle, N. S. Erwin Wasey, Seattle (eff. July '46).
BROWN SHOE Co., St. Louis, Shoes. N. Agency: Leo Burnett Co., Chicago.
BROWN & WILLIAMSON TOBACCO Corp., Louisville, Raleigh Cigarettes, Sir Walter Raleigh Tobacco, Kool Cigarettes. N. Agency: Russell M. Sees, Chicago.
BULOVA WATCH Co., 630 Fifth Ave., New York 20, watches, Ray Warren, vice-president; W. L. Wernicke, manager, radio promotion. S. Agency: Blow Co., New York.
BU-TAY PRODUCTS, Ltd., Los Angeles, Raindrops Water Softener. N. Agency: Glasser-Galley & Co., Los Angeles.
BUNTE BROS., Chicago, Candy. N. Agency: Presba, Fellers & Presba, Chicago.
BURPEE CAN SEALER Co., Barrington, Ill. S. Agency: Weston-Barnett, Chicago.
BU-TAY PRODUCTS Inc., Los Angeles, Raindrops. N. S. Agency: Glasser-Galley & Co., Los Angeles.

C

C-Z CHEMICAL Co., Beloit, Wis., Marvene Suda, C-Z Floor Wax, Ray A. Weber, in charge of adv. Radio Apprx.: \$30,000. S. Agency: KVPD & Assoc., Milwaukee.
CAL-WESTERN MFGS., Los Angeles, WHEE cleaner. S. Agency: Pacific Adv. Service, Los Angeles.
CALAVO GROWERS of California, Los Angeles, avocados. S. Agency: J. Walter Thompson Co., Los Angeles.
DR. W. B. CALDWELL Co., Monticello, Ill., Campho-Phenique. S. Agency: Sherman & Marquette, Chicago.
CALIFORNIA ASSOCIATED PRODUCTS Co., Los Angeles, Monterey Concord grape juice punch. S. Agency: Lockwood-Shackelford Adv., Los Angeles.
CALIFORNIA PROCESSORS & GROWERS Inc., Oakland, Cal., cooperative. S. Agency: Foote, Cone & Belding, San Francisco.
CALIFORNIA FRUIT GROWERS EXCHANGE, 707 W. Fifth St., Los Angeles 13, Cal., Sunkist Oranges, Russell Z. Eller, adv. manager; R. S. Simmons, asst. adv. manager. Radio Apprx.: \$300,000. S. Agency: Foote, Cone & Belding, Los Angeles.
CALIFORNIA NURSERY Co., Box 278, Niles, Cal., nursery stock, George C. Roding Jr., president; C. J. Burr, assistant manager; W. A. Shunk, assistant sales manager. Radio Apprx.: \$2,000. S. Agency: Ryder & Ingram, Oakland, Cal.
CALIFORNIA PRUNE & APRICOT GROWERS ASSN., Market & San Antonio St., San Jose 17, Cal., Sunswet, E. N. Thayer, sales and advertising manager. S. N. Agency: Long Adv. Service, San Jose.
CALIFORNIA SPRAY-CHEMICAL Corp., Richmond, Cal., Ortho garden spray. S. Long Adv. Service, San Jose, Cal.
CAMCO PRODUCTS Inc., New York, Camco Portable Cloverleaf Table Range. Agency: Hill Adv., New York.
CAMPANA SALES Co., Batavia, Ill., Cosmetics and Toilet Goods (Network). J. Willard Crull, pres.; Richard M. Crull, adv. director. N. Agency: Wallace-Ferry-Hanly, Chicago.
CAMPBELL CEREAL Co., 1212 Foshay Tower, Minneapolis 2, Malt-o-Meal, Agnes Lewis, adv. manager. Agencies: Campbell-Mithun, Minneapolis; Raymond R. Morgan Co., Hollywood.

CAMPBELL SOUP Co., 100 Market St., Camden, N. J., soup, H. F. Jones, adv. mgr.; R. M. Budd, asst. adv. mgr.; G. D. Morris, asst. to adv. mgr. N. S. Agencies: Ward Wheelock Co., Philadelphia; Foote, Cone & Belding, New York; Cockfield, Brown & Co., Toronto; Spitzer & Mills, Ltd.
CANADA DRY GINGER ALE Inc., New York, Gingerale. S. Agency: J. M. Mathes Inc., New York.
CANADA DRY INTERNATIONAL, New York, Gingerale. S. Agency: J. M. Mathes Inc., New York.
CANADA STARCH Co., Sun Life Bldg., Montreal 2, Que., Crown Brand Corn Syrup, Karo, Benson's Corn Starch, Canada Corn Starch, Mazola oil, Linit starch, Harold E. Stephenson, adv. mgr. S. Agency: Vickers & Benson, Montreal.
CANADIAN CANNERS Ltd., Hamilton, Ont., Canned Foods. S. Agency: F. H. Hayhurst Co., Toronto.
CANADIAN CHINCHILLA Co., Toronto. S. Agency: Frontenac Broadcasting Co., Toronto.
CANADIAN INSECTICIDE & CHEMICAL Co., Toronto. S. Agency: Locke, Johnson & Co., Toronto.
CANADIAN NATL. CARBON Co. Ltd., 805 Davenport Rd., Toronto (4), Can., Radio Batteries, Flashlight Batteries (Network). John M. Meldram, adv. mgr.; D. Stewart Roos, acting adv. mgr. Agency: Locke, Johnson & Co., Toronto.
CANDO Co., 13-15 Custom House St., Boston 10, Mass., Cando Silver Polish, Cando Metal Polish. S. James A. Byrne, pres. Agency: Chambers & Wiswell, Boston.
CANNON SHOE Co., Lafayette & Dickson St., Baltimore, shoes, J. Richards, asst. adv. manager. S.
THE CAPITAL CITY PRODUCTS Co., W. First Ave. & Ferry St., Columbus 8, Dixie Margarine, Kingtaste Dressings, H. A. Patzer, advertising manager. Radio Apprx.: \$36,000. S. Agencies: R. W. Knopf Co., Columbus, O.; Chambers & Wiswell, Boston, Mass.; Merrill-Kremer, Memphis, Tenn.
CAPITOL HOTEL, New York, Carnival Room. S.
CAREY SALT Co., Carey Salt. N. Agency: McJunkin Adv. Co., Chicago.
CARGILL Inc., 761 Chamber of Commerce, Minneapolis 15, feeds and seeds, Blue Streak Dog Food, Madge A. Brown, adv. manager. Agency: Olmstead & Foley, Minneapolis.
CARNATION Co., Milwaukee, Evaporated Milk. N. Agency: Erwin, Wasey & Co., Chicago.
CARSON PIRIE SCOTT & Co., Chicago, Department store. S. Agency: Burnett-Kuhn Co., Chicago.
CARTER PRODUCTS Inc., 53 Park Place, New York 8, Carter's Little Liver Pills (Network and Spot); Arrid (Network and Spot); Nair (Spot); P. Richardson, dir. of sales and adv.; C. E. Douglas, sales & adv. mgr.; J. B. Erickson; E. M. Hoey, media director. Agencies: Ted Bates Inc.; Small & Seifer, Both New York.
CASSILL DISTRIBUTING Co., 341 No. La Brea Ave., Los Angeles, Sandra Cassill Hand Creme, Mocombo After-Shave Cologne Lotion (Spot), Ernest E. Cassill, manager. Agency: W. C. Jeffry's Co., Los Angeles.
CAT'S PAW AND RUBBER Co., Baltimore, Soles and heels. S. Agency: S. A. Levyne Co., Baltimore.
CELANESE CORP. OF AMERICA, New York, All Products. N. Agency: Young & Rubicam, New York.
CELLO WAX Co., Baltimore, Bluko and Cellowax. S. Agency: Maurice Azrael Adv., Baltimore.
CENTAUR CO. DIV., Sterling Drug Inc., 41 E. 42d St., New York, Ironized Yeast, Mollie shaving cream, Wells W. Spence, adv. mgr.; Arthur R. Meares, Radio Apprx.: approx. \$1,000,000. N. Agencies: Young & Rubicam, New York; Pedlar & Ryan, New York.
CENTENNIAL FLOWERING MILLS Co., 814 Second Ave., Seattle 4, Silk-sifted Flour, Peach Blossom Cake Flour, Pancake and waffle flour, dog meal, poultry feed, dairy feed, hog feeds, turkey feeds, W. A. Kaufmann, sales manager. Radio Apprx.: \$50,000. Agency: Honig-Cooper Co., Seattle.
CENTLIVE BREWING Corp., 2501 Spy Run Ave., Fort Wayne 3, Ind., Old Crown Ale, Old Crown Beer, Herman G. Centlive, secretary & advertising manager. S. Agency: Westheimer & Co., St. Louis.

For

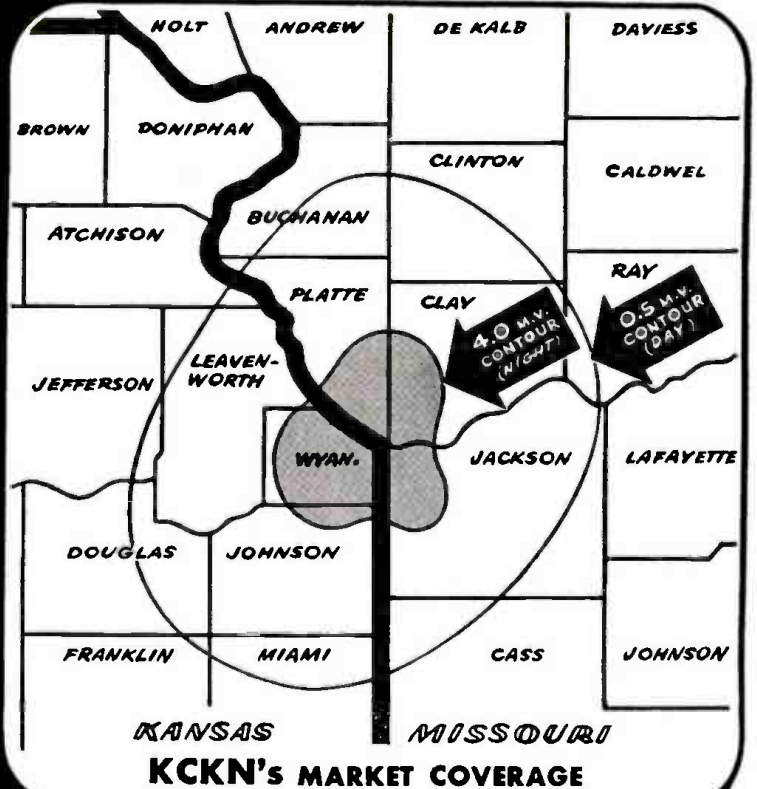
BUYING POWER

that pays off in SALES,
Look to GREATER
KANSAS CITY

And for radio advertising that pays off in RESULTS, hire KCKN to deliver your sales messages to Kansas Citians. KCKN, and only KCKN, programs specifically and exclusively for the Greater Kansas City market. Result is that Kansas Citians look to KCKN for the kind of radio entertainment they like—day and night.

Thus, thru KCKN, you may sell a substantial share of Greater Kansas City's nine hundred million dollar buying power without the rate penalty of outstate coverage.

Contact your nearest Capper office for availabilities.



GREATER KANSAS CITY MARKET DATA

Counties and Important Cities	O.P.A. Civilian Pop. 2-15-44	Effective Buying Income
Jackson (Mo.)	485,900	\$776,365,000
Kansas City	431,700	705,330,000
Wyandotte (Ks.)	144,500	196,114,000
Kansas City	135,000	182,250,000
Johnson (Ks.)	40,200	26,739,000
	Total	Homes With Radios
Jackson (Mo.)	\$380,370,000	133,067
Kansas City	364,500,000	112,945
Wyandotte (Ks.)	78,040,000	36,676
Kansas City	74,443,000	31,163
Johnson (Ks.)	11,880,000	8,552

SOURCES: Homes with Radios—Bureau of Census. All other data—Sales Management's "SURVEY OF BUYING POWER," May 15, 1945.

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The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY... WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280 CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220 KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864

BROADCASTING • Telecasting

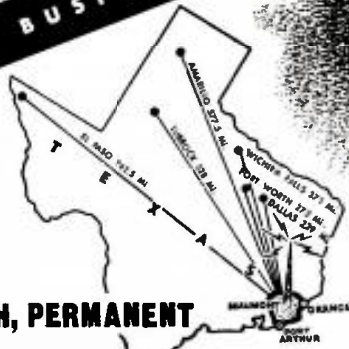
1946 Yearbook Number • Page 353

BEAUMONT MEANS BUSINESS

KFDM

BEAUMONT, TEXAS
 AMERICAN BROADCASTING CO., INC. 560 K.C. 1,000 WATTS
 MEANS BUSINESS

SERVING THE
 * * MAGNETIZED
 SABINE AREA



COVERING THE RICH, PERMANENT MARKETS OF BEAUMONT, ORANGE AND PORT ARTHUR

● One of the most favored spots in the U. S. so far as PERMANENT industries, employment, and high incomes from agricultural activities are concerned, is Beaumont and the rich Sabine area.

Over 584 million dollar effective income can be claimed for KFDM's coverage area, which includes the important cities of Orange and Port Arthur, Texas.

Among the high income producing activities are Dairying, Shipping, Lumber, Building Construction, Rice, Petroleum and Synthetic Rubber.

KFDM is the major network station which really gives you coverage and deep penetration of the rich Sabine area. Authenticated Listening Surveys support all we say of this station's excellent coverage and acceptance. For general facts, we give you the following . . .

PRIMARY COVERAGE DATA

Based on 2 mv/m contour

POPULATION	340,000
FAMILIES	96,050
TOTAL RADIOS	69,337
Urban Radios	43,225
Rural Non-Farm Radios	19,189
Rural Farm Radios	7,023
EFFECTIVE INCOME	\$344,681,000
RETAIL SALES	145,965,000

For up-to-the-minute data, call your nearest T.H.S. office or contact us direct.

D. A. CANNAN, EXEC. VICE-PRES.
 C. B. LOCKE, GEN. MGR.

**Magnetized . . . drawing people and industries from other sections!

BEAUMONT, TEXAS



REPRESENTED BY
 JAMES S. SWANSON
 1000 G. ST. S.W. SEATTLE, WASH.

RADIO ADVERTISERS

N Network S Spot

EQUITABLE LIFE ASSURANCE SOCIETY OF U. S., New York, Life Insurance. N. Agency: Warwick & Legler, New York.
 ESQUIRE Inc., Chicago, Coronet Magazine and Esquire, etc. N. Agency: Schwimmer & Scott, Chicago.
 DAVID G. EVANS COFFEE Co., 704 N. Second St., St. Louis 2, Mo., Old Judge coffee. Joe G. Wick, advertising manager. S. Agency: Ruthrauff & Ryan, St. Louis.
 EVERSHPAR, Inc., Chicago, Eversharp Pencils, Pens, Red Top Lead. N. Agency: Blow Co., New York.
 EXCELS LABS., 2625 Indiana Ave., Chicago 16, New Plant Life, H. P. Hanson, proprietor. Agency: Grant Adv., Chicago.

F

FAIRBANKS-MORSE, Toronto, automatic etokers. S. Agency: Stevenson & Scott, Montreal.
 FALLS CITY BREWING Co., Louisville, S.
 FALSTAFF BREWING Corp., 2684 Forest Park Blvd., St. Louis, Falstaff beer. Apprx.: \$375,000. S. & N. Agency: Dancer-Fitzgerald-Sample, Chicago.
 FAMILY BIBLE LEAGUE, Chicago, Bibles. S. Agency: Sidney S. Lovitt Adv., Chicago.
 FARM CREDIT ADMINISTRATION, 310 State St., Springfield 2, Mass., loans, C. M. Hall, information agent. N. S.
 FARNSWORTH TELEVISION & RADIO Corp., 3702 E. Pontiac St., Fort Wayne 1, Ind., radios. John S. Garceau, advertising and sales promotion manager. Agency: N. W. Ayer & Son, Chicago.
 FATHER JOHN'S MEDICINE Co., 73 Market St., Lowell, Mass., Father John's Medicine, Willard A. Parker, adv. manager. S. Agency: John W. Queen, Boston.
 FAULTLESS STARCH Co., 1025 W. Eighth St., Kansas City 7, Mo., Faultless Starch, Gordon T. Beahm Jr., secretary; Merrill W. Hoyt, sales manager. S. Agency: Bruce B. Brewer & Co., Kansas City.
 FR Corp., 951 Brook Ave., N. Y., Lawrence R. Fink, president., Radio apprx.: approx. \$40,000. S. Agency: Norman A. Mack & Co., New York.
 FEHR BAKING Co., 4104 Leeland Ave., Houston 1, Fair Maid bread & cakes, C. A. Thompson, president. S. Agency: Ruthrauff & Ryan, Houston.
 H. FENDRICH, 101 Oakley St., Evansville 11, Ind., Charles Denby Cigars, La Fendrich Cigars, Black Hawk Cigars. F. C. Fischer, v. president & advertising manager. Radio Apprx.: \$100,000. N. Agency: Ruthrauff & Ryan, Chicago.
 FENTON'S-VIGORTONE Co., Cedar Rapids, Iowa, Livestock feed supplement. S. Agency: Ambro Advertising, Cedar Rapids.
 FERRY-MORSE SEED Co., Detroit 31, Seeds. N. Agency: McManus, John & Adams, Detroit.
 FIRESTONE TIRE & RUBBER Co., Akron, Tires, Tubes, S. N. Agency: Sweeney & James Co., Cleveland.
 FIRST & MERCHANTS NATIONAL BANK OF RICHMOND, 827 E. Main St., Richmond 17, bank, Fred W. Thompson, ssst. to president. S. Agency: Edwin Bird Wilson Inc., New York.
 FIRST NATIONAL STORES, Somerville, Mass. N. Agency: Badger & Browning, Boston.
 FISHER FLOURING MILLS Co., West Waterway, Harbor Island, Seattle 4, Wash., flour, cereal, Ken Fisher, advertising manager. N. Agency: Pacific National Adv. Agency, Seattle.
 F. W. FITCH Co., Des Moines, Shampoo, Dandruff Remover Shampoo, Shaving Cream. N. Adv. Agency: L. W. Ramsey Adv., Davenport, Ia.
 FITGER BREWING Co., 600 E. Superior St., Duluth 2, Minn., Rex Imperial Dry Beer, Squirt, J. Beerhalter, Jr., vice-president. N. S.
 FITZPATRICK BROS., 1300 W. 32d Place, Chicago 8, Kitchen Kleener. N. Agency: Russel M. Seeds Co., Chicago.
 FOLEY & Co., Chicago, Honey and Tar Cough Syrup. S. Agency: Lauesen & Salomon, Chicago.
 J. A. FOLGER & Co., 101 Howard St., San Francisco 5, Folger's Coffee, James A. Folger, president; Porter F. Anderson, advertising manager. N. Agency: Raymond R. Morgan Co., San Francisco.
 FOOD MACHINERY Corp., San Jose, Cal. N. Agency: The Mayers Co., Los Angeles.
 FORD MOTOR Co., Detroit, Ford, Lincoln & Zephyr Automobiles. N. Agency: J. Walter Thompson, Chicago.

FOREMAN & CLARK, Los Angeles, chain clothiers. S. Agency: Botsford, Constantine & Gardner, Los Angeles.
 FOREST LAWN LIFE INSURANCE Co., Glendale, Cal., life insurance. S. Agency: Dan B. Miner Co., Los Angeles.
 B. FORMAN Co., 46 Clinton Ave. S., Rochester 4, N. Y., fashions, John D. Roche, pub. dir. Radio Apprx.: \$16,000. S. Agency: Hart-Conway, Rochester.
 FORMFIT Co., Chicago, Foundation Garments. N. Buchanan & Co., Chicago.
 FORTY-TWO PRODUCTS Ltd., Los Angeles, hair oil, shampoo. S. N. Agency: Hilman-Shane-Breyer, Los Angeles.
 FOSTER MILBURN Co., Buffalo, Doan's Pills and/or Icemint. N. Agency: Street & Finney, New York.
 F. FOUGERA & Co., New York, Ramsdell Sulphur Cream. S. Agency: J. M. Korn & Co., Philadelphia.
 FOULDS MILLING Co., Libertyville, Ill. S. Agency: Campbell-Ewald Co., Chicago.
 FOWNES BROS. & Co., New York, Gloves. S. Agency: Sterling Adv., New York.
 PETER FOX BREWING Co., Chicago, Silver Fox Deluxe Beer. S.
 HEINR. FRANCK SONS, Third and Court Sts., Port Huron, Mich., Chicory, Rockwood Bullard, general sales manager. Radio apprx.: \$5,000. S. Agency: Bullard Agency, Port Huron.
 FREED RADIO Corp., 200 Hudson St., New York 13, Freed-Eiseman radio-phonograph combinations, Arthur Freed, vice-president, general manager. Agency: Lawrence Fertig & Co., New York.
 FREIHOFER BACKING Co., Philadelphia. S. Agency: R. A. Foley, Philadelphia.
 FRONTIER FOODS OF PHOENIX, Phoenix, Ariz., Potato Chips. N. Agency: Garfield & Guild Adv., Los Angeles.

G

GALLENKAMP STORES Co., San Francisco, Shoes. N. Long Adv. Service, San Francisco.
 E. & J. GALLO WINERY, Modesto, Cal., wines. S. Agency: Advertising & Sales Council, Los Angeles.
 GARDNER NURSERY Co., Osage, Ia., Perennial plants and general nursery products, Clark E. Gardner, pres.; Grace Gardner Arsen, personnel mgr. Agency: Northwest Radio Adv. Co., Seattle.
 GARRET WINE Co., Brooklyn, Virginia Dare. S. Agency: Ruthrauff & Ryan, New York.
 GASETERIA: BONDED GAS & OIL SYSTEM, 1031 E. Washington St., Indianapolis. S. Agency: Petroleum Marketers Adv. Agency, Indianapolis.
 GENERAL BAKING Co., New York, Bond Bread. N. Agency: Clements Co., New York.
 GENERAL CIGAR Co., 119 W. 40th St., N. Y., Van Dyck cigar, White Owl Cigars, William Best, senior v-p; William L. Rubin, adv. mgr. S. Agency: Federal Adv. Agency, New York, J. Walter Thompson, New York.
 GENERAL DRY BATTERIES OF CANADA, Toronto. S. Agency: McKim Adv., Toronto.
 GENERAL ELECTRIC CO., Schenectady, electronics division electrical products. N. Agencies: Maxon Inc., New York; Young & Rubicam, Inc., New York.
 GENERAL ELECTRIC LAMP DEPT., Nela Park, East Cleveland 12, GE lamps, R. P. Burrows, ass't. adv. manager. N. S. Agencies: EBDO, New York; Foster & Davies, Cleveland.
 GENERAL FOODS Corp., New York, Sanka coffee, Cereals, Flour, Birds-eye Frosted Foods, Calumet Salt, Bakers Choc., Maxwell House Coffee. S. N. Agencies: Young & Rubicam, New York, Benton & Bowles, New York, Baker Adv. Agency, Ltd., Toronto.
 GENERAL MILLS, 400 S. Fourth St., Minneapolis 15, Gold Medal flour, Softasilk, Red Band flour, Betty Crocker Vegetable Noodle Soup Ingredients, Betty Crocker Tea Soup Ingredients, Bisquick, Edward G. Smith, director of radio, Lowry H. Crites, director of media. N. Agencies: Dancer-Fitzgerald-Sample, Chicago, Knox-Reeves Adv., Minneapolis.
 GENERAL MOTORS Corp., Detroit, Automobiles. N. Agencies: D. F. Brothier & Co., Detroit; Kudner Agency, Inc.
 GENERAL PETROLEUM Corp., Los Angeles, Mobilgas Flying Horsepower gas. S-N. Agency: Smith & Drum, Los Angeles.
 GENERAL PETROLEUM Corp., Los Angeles, oil. N. Agency: Smith & Drum, Los Angeles.

CENTRAL NATIONAL BANK IN CHICAGO, 728 West Roosevelt Road, Bank Services, Chicago 7, Harry J. Lazarus, assistant to president. Radio Apprx.: \$10,000. S. Agency: T. R. Bauerle Adv., Chicago.

CHALMERS GELATINE Corp., Evans St., Williamsville 21, Buffalo, Chalmers gelatine, J. R. Chalmers, president. Radio Apprx.: \$1,200. S. Agency: Arman Weill Co., Buffalo.

CHAMBERLAIN SALES Corp., 702 6th Ave., Des Moines 9, Chamberlain's Lotion, D. S. Chamberlain, adv. mgr. Radio Apprx.: \$250,000. Agency: BBDO, Chicago.

CHASE CANDY Co., Chicago, Candy. S. Agency: Reincke-Ellis-Young & Finn, Chicago.

CHATHAM MFG. Co., New York, Blankets. N. M. H. Hackett Co., New York.

CHEF BOY-AR-DEE QUALITY FOODS Inc., Milton, Pa., Spaghetti Dinner, S. N. Agency: McJunkin Adv., Chicago.

CHEMICALS Inc., Oakland, Vano, S. N. Agency: Garfield & Guild, San Francisco.

CHESAPEAKE & OHIO RAILWAY Co., Cleveland, Service. N. Agency: Kenyon & Eckhardt, New York.

CHESEBROUGH MFG. Co., New York, Vaseline hair tonic. S. Agency: McCann-Erickson, New York.

CHICAGO, MILWAUKEE, ST. PAUL & PACIFIC RR., Union Station, Chicago, RR. S. Agency: Roche Williams & Cleary, Chicago.

CHICAGO & NORTH WESTERN SYSTEM, 400 W. Madison St., Chicago 6, railway. H. W. Frier, director of public relations. Radio Apprx.: \$66,000. Agency: Caples Co., Chicago.

CHICK-BED Co., Cedar Rapids, Iowa, Poultry Litter. S. Agency: Campbell Sanford Co., Chicago.

CHRISTIAN HERALD ASSOC., New York, S.

CHRISTIAN HEURICH BREWING Co., Washington, D. C., beer. S.

CHRISTIAN SCIENCE PUB. SOCIETY, Boston, Christian Science Monitor. N. H. B. Humphrey Co.

CHRYSLER Corp., 341 Massachusetts Ave., Detroit 31, Plymouth, Dodge, De Soto, Chrysler cars, Dodge trucks, A. VanderZee, vice-president. N. Agency: Ruthrauff & Ryan, New York.

CITIES SERVICE Co., 60 Wall St., New York, fuels, lubricants, accessories, Harry D. Freauff, vice-president; L. H. White, adv. manager. Radio Apprx.: \$500,000. Agency: Foote, Cone & Belding, New York.

CLAIROL Inc., 2 W. 46th St., New York 19, color accenting shampoo, Morris Gold, adv. manager. S. Agency: Kcy S. Durstine, New York.

CLARK BROS. CHEWING GUM Co., Pittsburgh, gum. N. Agency: Walker & Downing, Pittsburgh.

D. L. CLARK Co., Pittsburgh, Candy. N. Agency: BBDO, Pittsburgh.

CLEAN PRODUCTS Co., 315 E. Meand St., Columbus 5, O., Clean wallpaper and hand cleaners. Agency: Byer-Bowman Adv., Columbus.

CLEVELAND & BUFFALO STEAMSHIP Co., 333 N. Michigan Ave., Chicago 1, Lake Cruises. Radio Apprx.: \$5,000. S. Agency: Walter L. Rubens & Co., Chicago.

CLIPPER CRAFT CLOTHES (formerly Trimout Clothing Co., New York), Clipper Craft Clothes. N. Agency: Emil Mogul Co., New York.

CLUB ALUMINUM Co., 1250 W. Fullerton St., Chicago, Hammerrcraft cookware, glassware, cleaners, polishes, Robert Walker, asst. to president in public relations. N. Radio Apprx.: \$100,000. Agency: Trade Development Corp., Chicago.

COCILANA, Inc., Brooklyn, Coughdrops. S. Agency: Al Paul Lefton Co., New York.

COCA COLA Co., Atlanta, Ga., Coca Cola. N. D'Arcy Advertising Co., New York.

COHN-HALL-MARX Co., New York, Cohnama fabrics. S. Agencies: Dorland, International, New York; Pettingell & Fenton, New York.

COLGATE-PALMOLIVE-PEET Co., Jersey City, Colgate's Dental Cream, Super Suds, Palmolive Soap, Shave Cream. S. N. Agencies: Lewis Adv. Agency, Newark; Ted Bates, Inc., New York; Sherman & Marquette, New York; Wm. Esty & Co. Inc., New York.

COLONIAL DAMES Inc., Hollywood, cosmetics. S. N. Agency: Abbott Kimball Co., Los Angeles.

COLORADO MILLING & ELEVATOR Co., 820 Equitable Bldg., Box 718, Denver 1, Col., Family Flour, Poultry and Livestock Feeds, Farm Supplies, Eugene S. Blish, adv. mgr. S. Agency: Ed. M. Hunter, Denver, Col.

COLUMBIA BREWING CO., 2000 Madison St., St. Louis, J. S. McCourtney, president; Karl K. Vollmer, v-p, sec.; F. P. Rollins Jr., v-p. N. Agency: Olian Adv. Agency, St. Louis.

COLUMBIA PICTURES Corp., 729 Seventh Ave., New York 19, pictures, Sidney G. Alexander, adv. manager. Radio Apprx.: \$350,000. S. Agency: Weiss & Geller, New York.

COMET RICE MILLS, 1600 Cedar St., Beaumont, Tex., Comet rice, E. H. Steinhagen, vice-president. S. Agency: Leche & Leche, Beaumont, Tex.

COMMERCIAL ALCOHOLS Ltd., Toronto, Anti-freeze. S. Agency: McConnell Eastman & Co., Toronto.

COMPAGNIE PARISIENNE Inc. (H. U. Rhodius), 107 Burr Rd. (P. O. Box 828), San Antonio 6, Tex., Perfumes (Spot), H. U. Rhodius, pres. Agency: Shaffer Brennan Margulis Adv. Co., St. Louis 1, Mo.

COMPTONE Co., New York, Oculens Sunglasses. N. Agency: Byrde-Richard & Pound, New York.

CONFECTIONS Inc., Chicago, Candy and Snacks, Karmel Korn. S. Agency: Olian Adv., Chicago.

CONGRESS CIGAR Co. Inc., 250 Fifth Ave., New York 1, La Palina cigars, D. A. Jenks, vice-president. S. Agency: Schwimer & Scott, Chicago.

CONGRESS OF INDUSTRIAL ORGANIZATIONS, New York, CIO of America. N. Agency: Wiltman & Pratt, New York.

CONRO MFG. Co., Dallas, overalls, work clothes, uniforms. N. S. Agency: Grant Adv., Dallas.

CONSOLIDATED BISCUIT CO., Louisville, Biscuits. S. Agency: Ruthrauff & Ryan, Chicago.

CONSOLIDATED PRODUCTS Co., 119 N. Washington, Danville, Ill., Semi-Solid Chick Emulsion, Semi-Solid "E" Emulsion, Semi-Solid Pig Emulsion, Kauf-A, Frank A. South, advertising manager; Marian Yeazel, assistant; Eunice Jensen, assistant. S. Agency: Bert S. Gittins, Milwaukee.

CONSOLIDATED ROYAL CHEMICAL Corp., 540 S. Wells St., Chicago 7, Feruna, Kolor-Bak, Zymole Trokeys, Acidene, Lee's CresLyptos, Hamlins, Turpo, Krank's ShaveKreem, George T. Wruck, director of advertising. S. Agencies: Russel M. Seeds Co., Chicago; O'Neil, Larson & Mahon, Chicago; Arthur Meyerhoff & Co., Chicago; Benson & Dall, Chicago.

CONTI PRODUCTS Corp., New York, Conti Shampoo & soap. N. Agency: Birmingham, Castelman, and Pierce, New York.

CONTINENTAL AIR LINES, Stapleton Airfield, Denver 2, air line seats, Roorrt B. McWilliams, radio director; Donald A. Duff, in charge of traffic and sales; John Cook, sales and adv. director; Stan Johnson, publicity director. Radio Apprx.: \$20,000 (eight months). S. Agency: Galen E. Broyles Co., Denver.

CONTINENTAL BAKING Co., Inc., New York, Wonder Bread & Hostess Cake. Ted Bates Inc., New York.

CONTINENTAL CAN Co., New York, Cans, Institutional, Packaging, Plastic Products. N. Agency: BBDO, New York.

CONTINENTAL OIL Co., Ponca City, Okla., Oil. S. Agency: Geyer, Cornell & Newell, New York.

COOK PAINT & VARNISH Co., 14th & Knox Ave., Kansas City 16, Mo., Jason W. Jones, adv. mgr. Radio Apprx.: \$25,000. S. Agency: Bruce B. Brewer Co., Kansas City.

COOPER BREWERY, 173 Carson St., Philadelphia, Nathaniel F. Cooper, pres. S. Agency: Harry Feigenbaum Adv. Agency, Philadelphia.

COOPER RAZOR BLADE Co., 35 York Street, Brooklyn, N. Y., Razor Blades. S. Agency: Pearson Adv. Agency, New York.

COOPERATIVE G. L. F. EXCHANGE, Terrace Hill, Ithaca, N. Y., Institutional, R. B. Gervan, director of information. Agency: Agricultural Advertising & Research, Ithaca.

CORN PRODUCTS REFINING Co., New York, Dextrose, Mazola & other products. N. Agency: C. L. Miller Co., New York.

CORTLAND BAKING Co., 79 Huntington St., Cortland, N. Y., Bread, doughnuts, J. J. Kane, adv. mgr. Radio Apprx.: \$10,000 to \$15,000. S.

G. N. COUGHLAN Co., West Orange, N. J., Chimney Sweep Soot Destroyer. N. Agency: Roche, Williams & Cleary, New York.

COUNTY PERFUMERY Co., Bloomfield, N. J., Brylcreem, hair dressing. S. N. Agency: Atherton & Currier, New York.

DR. S. M. COWEN, Los Angeles (credit dentist chain). S. Agency: Dean Simmons Adv., Hollywood.

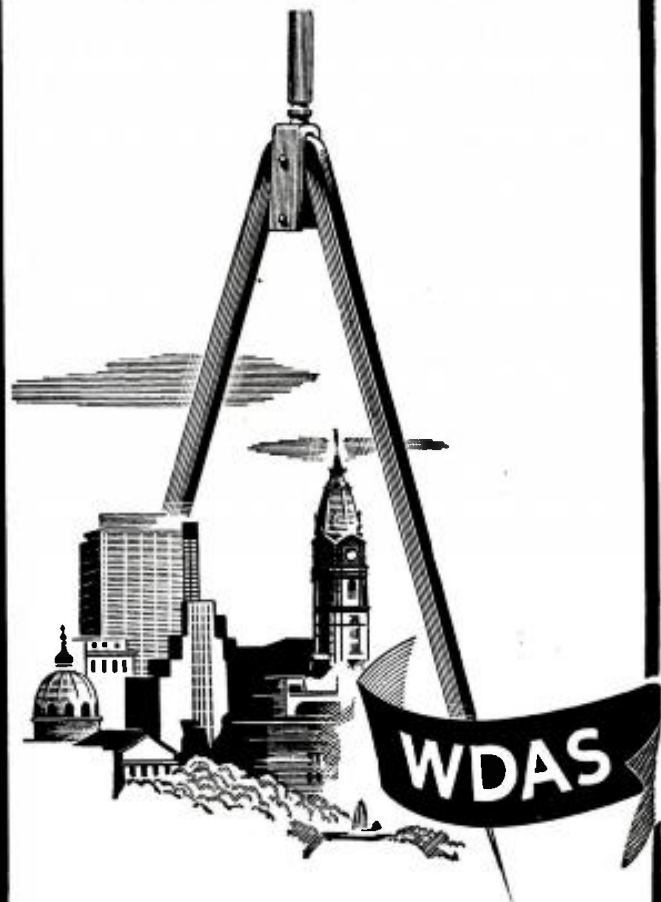
CRACKER JACK Co., Chicago. S. Agency: Rogers & Smith Adv., Chicago.

CREAM OF WHEAT Corp., Minneapolis, Cream of Wheat Cereal. N. Agency: BBDO, Minneapolis.

CRESTA BLANCA WINE Co., Los Angeles, Dubonnet wine. S. N. Agency: BBDO, Los Angeles.

Coverage

...in Philadelphia



Pattern broadcasting over

WDAS

covers the Philadelphia market
at lowest cost

WDAS covers the largest cross-section of the buying public in the Philadelphia area...at lowest cost. Ask Philadelphia's Outstanding Full-Time Independent Station about a package of spots that will cover your market.

With "Coverage" like this, it's no wonder that 78 percent of this station's sponsors renew regularly.

DIRECTORY OF 1945 NATIONAL-REGIONAL RADIO ADVERTISERS

N Network S Spot

CRESTONE Co., 655 Fifth Ave., New York 22, N. Y., Crestone, S. J. Blackstone, in charge of radio. Agency: Paris & Peart, New York.

CROWN DIAMOND PAINT Co., Toronto, Paint, S. Agency: McConnel, Eastman & Co., Toronto.

CROWN MILLS, Portland, Oreg., N. S. Agency: W. S. Kirkpatrick Adv., Portland.

CUDAHY PACKING CO., 221 N. LaSalle St., Chicago 1, Old Dutch Cleanser, L. G. Tremblay, adv. manager. N. Agency: Grant Advertising, Chicago.

THE CUMMER CO. DIVISION OF STERLING DRUG Inc., 22 High St., Brattleboro, Vt. Emergine cleaning fluid, shoe white, M. J. Cullinane, adv. manager. N. Agencies: Dancer-Fitzgerald-Sample, New York. Young & Rubicam.

CURTICE BROS. Co., 20 Curtice St., Rochester, N. Y., Blue Label Ketchup, F. J. Miller, v-p. N. Agency: Duane Jones Co., New York.

CURTIS PUB. Co., Phil., Sat. Evening Post. N. Agency: MacFarland, Aveyard & Co., New York.

CURTISS CANDY Co., Chicago, Butterfinger & other candy products. N. Agency: C. L. Miller Co., New York.

D

DADANT & SONS, Hamilton, Ill., Honey and bee supplies. M. G. Dadant, co-partner. S. Agency: Mace Adv., Peoria, Ill.

DAILEY MILLS, Exchange National Bank Bldg., Olean, N. Y., animal, poultry feeds, H. C. Daniels, adv. mgr., Radio Appr.: \$4,000. S. Agency: Birmingham, Castleman & Pierce, New York.

DALEY MILLS, Exchange National Bank Bldg., Olean, N. Y., Double Diamond Poultry and Cattle Feeds, H. C. Daniels, advertising manager. Radio Appr.: \$4,000. S. Agency: Birmingham, Castleman & Pierce, New York.

DALY BROS. SHOE Co., Marion, Ind., Air-O-Magic men's shoes. S. Agency: Norman D. Waters & Assoc., New York.

H. R. DAVI Co., Oakland, Cal., Miracle Foam. S. Agency: Ad Fried Adv., Oakland.

H. B. DAVIS Co., Baltimore, 30, Md., Paint products, C. Carroll Cooper. S. Agency: Cahn, Miller, Baltimore.

DAY & NIGHT MFG. Co., P. O. Box 150, Monrovia, Calif., water heaters and equipment, W. J. Lambert, Director sales promotion and advertising, Radio Appr.: \$55,000 N. S. Agency: Hixson-O'Donnell Adv., Los Angeles.

DAZEY Corp., St. Louis, Kitchen aids and gadgets. S. Agency: Anfenger Adv., St. Louis.

DEKALB AGRICULTURAL ASSOC., DeKalb, Ill., Hybrid Corn and Seed. S. Agency: Western Adv., Chicago.

DE LUXE GIRDLE CRAFT Co., 45 W. 25th St., New York 10, girdles, Raymond B. Franklin, adv. manager. S. Agency: John Thomas Miller, New York.

DELAWARE, LACKAWANNA & WESTERN COAL Co., 120 Broadway, New York, 6, Blue Coal, Charles M. Spencer, director of advertising and sales promotion, Radio Appr.: \$210,000. N. Agency: Ruthrauff & Ryan, New York.

DELCO APPLIANCE DIV., General Motors Corp., 891 Lyell Ave., Rochester 1, Julian F. Warren, in charge of radio. Agency: Hutchins Adv. Agency, Rochester.

DENALAN Co., Inc., 973 Page St., San Francisco (17), Denaian Dental Plate Cleaner, Violet Currie, Secy., Radio appr.: \$1,200 per month. Agency: Rhoades and Davis, San Francisco.

H. C. DERBY Co., Div. of Swift & Co., 425-29 Fairmont Ave., Philadelphia, Pa. Table Ready Meats (Network), W. F. Hyland, Mgr., J. W. Craddock, Swift & Co., Stock Yard Station, Chicago (9) Ill., in charge all Swift advertising. Agency: Aitken Kynett Co., Philadelphia.

DIAPERWHITE Inc., New York, Diaperwhite, a detergent. S. Agency: Victor Van der Linde, Inc., New York.

PETER DOELGER, Harrison, N. J., Malt Products Corp. S. Agency: J. M. Mathes Inc., New York.

DON JUAN LIPSTICK Co., New York, Lipstick. S. Agency: J. M. Korn & Co., Philadelphia.

DOUGHBOY MILLS, New Richmond, Wis., flour, pancake flour, cereals, Herst Kane, adv. director. S. Radio Appr.: \$2,500.

DOUGLAS AIRCRAFT Corp., Santa Monica, Cal., employment. S. Agency: Essig Co., Los Angeles.

DOWNTOWN TABERNACLE, Portland, Ore. S. Agency: Tom Westwood Adv., Los Angeles.

DR. PEPPER Co., Dallas, Dr. Pepper Carbonated Beverage. N. Tracy-Locke Co. Inc. of Texas.

DUBONNET Corp., New York, Dubonnet Wines. S. Agency: BBDO, New York.

DUFFY-MOTT Co., New York, Apple Juice and other processed fruit. N. Agencies: Young & Rubicam, New York, Al Paul Lefton Co., Philadelphia.

E. I. DUPONT DE NEMOURS & Co., Wilmington, Del., Institutional. N. Agency: BBDO, New York.

DURKEE'S FAMOUS FOODS, Almhurst, N. Y., foods. S. Agency: Wendel Muench & Co., Chicago.

E

E-D-DO-DECORATIVE CABINET Corp., 261 Fifth Ave., New York, wardrobe closets, storage chests, closet accessories. S. Agency: Grey Adv. Agency, New York.

EAGLE OIL & REFINERY Co., Los Angeles, Golden Eagle Gasoline. S. Agency: Advertisers Production Agency, Los Angeles.

EARLY & DANIEL Co., Cincinnati, Tuxedo feeds. S. Agency: Keelor & Stiles, Cincinnati.

EASE Inc., Los Angeles, soapless washing powder. S. Agency: Dean Simmonds Adv., Los Angeles.

EASTERN WINE Corp., Bronx Terminal Market, N. Y., wines, champagne. M. Greenberg, adv. mgr.

EASTMAN KODAK Co., Rochester, N. Y., film and cameras. N. Agency: J. Walter Thompson Co., New York.

SCHOENHOFEN EDELWEISS, Chicago, Edelweiss Beer. S. Agency: Olian Adv., St. Louis.

EDISON BROTHERS STORES Inc., Chicago, St. Louis, Burt Shoes. S-N. Agencies: United Broadcasting, Chicago; Adolph Wendland, Los Angeles.

JOHN EICHLER BREWING Co., New York, Eichler's beer. S. Agency: Geare-Marston, Philadelphia.

ELECTRIC AUTO-LITE Co., Champlain & Chestnut St., Toledo, Auto-Lite spark plugs, batteries, ignition systems, H. D. Bissell, adv. mgr. N. Agency: Ruthrauff & Ryan, New York.

ELECTRIC AUTO-LITE Co., Toronto, Batteries. N. Agency: Ruthrauff & Ryan, Toronto.

ELECTRIC COMPANIES ADVERTISING PROGRAM, New York, Institutional. N. Agency: N. W. Ayer & Son, New York.

ELECTRICAL RESEARCH LABORATORIES, Inc., Evanston, Ill., Institutional. N. Agency: Evans Associates, Chicago.

DR. ELLIS SALES Co., 158 49th St., Pittsburg 1, nail polish, remover, wave-set, brilliantines, shampoo, J. A. Magnussen, president. S. Agency: Smith, Taylor & Jenkins, Pittsburgh.

ELGIN NATIONAL WATCH Co., Elgin, Ill., Institutional, Watches. N. Agency: J. Walter Thompson Co., Chicago.

EMERSON DRUG Co., Bromo-Seltzer Tower Bldg., Baltimore., Bromo-Seltzer, John H. Kelly, vice-president, adv. director. Radio Appr.: Over \$1,000,000. N. S. Agency: McCann-Erickson, New York.

EMPLOYER'S GROUP INSURANCE Co., Boston, Insurance. N. Agency: H. B. Humphrey Co., Boston.

END-O-CORN, End-O-Corn Bldg., Rutland, Vt., End-O-Corn, Beyon (Spot), Al Taylor, director; George Tousignant, production manager. Agency: Earl C. Noyes Adv. Agency, Rutland.

ENOZ CHEMICAL Co., 2430 Indiana Ave., Chicago 16, moth spray, moth crystals, Papa pack. S. Agency: Lieber Adv. Co., Chicago.

EOPA Co., 880 Folsom St., San Francisco (7), Cal., Eopa Medicines. A. C. Worthington, Pres.; A. T. Boericke, v. p.

Here's the Washington, D. C. Payroll

The government payroll, alone, in June, 1945 was \$54,000,000. In July, 1945 it was \$60,000,000.

Two years after the war, with return to the five-day week, it is expected the government payroll will stabilize itself at \$35,500,000.

What a market for anything! And one of the surest ways to reach this market at low cost is WWDC.

WWDC

the big sales result station in Washington, D. C.

Represented nationally by Weed & Company

Scoop!

WPEN-FM GETS EXCLUSIVE ROOF RIGHTS TO PHILADELPHIA'S HIGHEST COMMERCIAL BUILDING!

Philadelphians expect a lot of *The Evening Bulletin*, America's largest evening newspaper, and its up-to-the-minute stations, WPEN and WPEN-FM.

Now these stations take another big step forward with the purchase of exclusive roof rights to Philadelphia's tallest office building—The Philadelphia Saving Fund Society. This is right in line with the WPEN—WPEN-FM policy to give Philadelphians the finest possible service. It is what they expect of *The Evening Bulletin* stations.

Every day, more and more listeners in the Philadelphia area turn to WPEN for *The Evening Bulletin* news. They know that only WPEN brings them complete local and national news every hour on the hour.

Listening to WPEN—in the middle of the dial—is getting to be as much a Philadelphia custom as scrapple for breakfast!



THE EVENING BULLETIN STATIONS

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY
New York • Chicago • Detroit • Atlanta
San Francisco • Los Angeles

DIRECTORY OF 1945 NATIONAL-REGIONAL RADIO ADVERTISERS

N Network S Spot

GENERAL TIRE & RUBBER Co., Akron, Tires and Rubber Products. N.

GERITY-ADRIAN MFG. Corp., 1865 Beecher St., Adrian, Mich., chrome bathroom accessories, automotive and plumbing hardware, James T. Bolan, secretary. S. Agency: Florez, Phillips & Clark, Detroit.

GIBSON GREETING CARD Co., Greeting Card. Agency: Christianson Adv., Chicago.

GILLETTE SAFETY RAZOR Co., 15 W. First St., Boston 6, Blue Blades, shaving cream, safety razors, A. Craig Smith, vice-president. N. Agency: Maxon Inc., New York.

GILMORE OIL Co. (consolidated with General Petroleum Co. March 20), Los Angeles, Oil & Gasoline. S. Agencies: Smith & Drum, Los Angeles, Ruthrauff & Ryan, Hollywood.

I. GINSBERG & BROS., New York, Queen Make Dresses. N. Abbott Kimball Co., New York.

GLOBE GRAIN & MILLING Co., Los Angeles, Flour. N.

GOEBEL BREWING Co., Detroit, N. S. Agency: Brooke, Smith, French & Clarence, Detroit.

GOLDENROD ICE CREAM Co., 3900 S. Michigan Ave., Chicago 15, Ill., Goldenrod Ice Cream, P. D. Sang, treasurer, advertising manager; V. J. McDade, S. Agency: Goodkind, Joice & Morgan, Chicago.

GOLDWATERS, 31 N. First St., Phoenix, Gifts, toiletries, R. C. King, advertising manager. S.

SAMUEL GOLDWYN PRODUCTIONS Inc., Hollywood, motion pictures. S. Agency: Donahue & Coe, New York.

B. F. GOODRICH Co., 500 S. Main St., Akron, O., Rubber Products (national); Retail service and general merchandise; F. T. Tucker, director of adv. S. N. Agency: BBDO, New York.

GOODYEAR TIRE & RUBBER Co., Akron, Tires and rubber products, S-N, Agencies: Compton Advertising, New York; Young & Rubicam Inc., New York. JOHN GRAF Co., 4040 W. Greenfield Ave., Milwaukee (4), Wis., Gran'pa Graf's Creamy Top Root Beer (Spot), Robert Hirschboeck, Sales Mgr. Agency: Barnes, Milwaukee.

GOSPEL BROADCASTING ASSN., Evangelical Talks. N; R. H. Alber Co., Los Angeles.

GRAPETTE Co., 112 E. Grinstead St., Camden, Ark., A. Roy Allen, advt. director, Appropriation: \$100,000. S. Agency: Bryan & Bryan Adv. Co., Shreveport, La. GREAT ATLANTIC & PACIFIC TEA Co., New York, groceries. S. Agency: Paris & Peart, New York.

GREYHOUND LINES, Bus Service. N. Agency: Beaumont & Hohman, Cleveland. GRIESEDIACK BROS. BREWERY, St. Louis. S. Agency: Ruthrauff & Ryan, St. Louis.

GRIFFIN MFG. Co., Brooklyn, shoe polishes. S. Agency: Bermingham, Castleman & Pierce, New York.

GRIGGS, COOPER & Co., 1821 University Ave., St. Paul 4, food products, E. C. Hampe, vice-president. Radio Approp.: \$75,000. Agency: Melamed Hobbs, Minneapolis.

GROVE LABS., Beaumont Co., 2630 Pine St., St. Louis, Grove Cold Tablets, 4-Way Cold Tablets, Defender, Complex and ABD vitamins; Grove Chill Tonic, Dr. Porter's Oil, JitterBug, H. B. Goldsmith, v-p. N.S. Agencies: Russel M. Seeds Co., Chicago; Donahue & Coe, N. Y. (4-Way and Defender).

GRUEN WATCH Co., Time Hill, Cincinnati (6), O., Gruen Watches (National Spot), B. M. Kilman, advt. mgr., Appropriation: \$450,000. Agency: McCann-Erickson, New York.

GUITTARD CHOCOLATE Co., San Francisco, Chocolates. N. S. Agency: Garfield & Guild, San Francisco.

CHARLES GULDEN Inc., 50 Elizabeth St., New York 13, Gulden's prepared mustard, Adolpy Schief, secretary-treasurer. S. Agency: Charles W. Hoyt Co., New York. GULF OIL Corp., Pittsburgh, Gulf Gas, Oil, Lubricants. N. Agency: Young & Rubicam, New York.

GUM LABS Inc., Clifton Heights, Pa., Ivoryne Gum. N. Agency: McJunkin Adv. Co., Chicago.

S. GUMPERT Co., Brooklyn, New York. Stereo bouillon cubes. S. Agency: Rose Martin Adv., New York.

H

HALL BROTHERS, Kansas City, Hallmark Greeting Cards. N. Agency: Foote, Cone & Belding, New York.

HAMM BREWING Co., Minneapolis. S. Agency: Campbell-Mithun, Minneapolis.

PETER HAND BREWERY Co., 1612 Sheffield Ave., Chicago 14, Meister Brau, C. F. Dieterich, adv. manager. Agency: Mitchell-Faust Adv. Co., Chicago.

HANNA COAL Co., Cleveland, Coal. S. Agency: John C. Dowd Agency, Boston.

HANSCOM BAKING Corp., 35-25 35th St., Long Island City, 3, N. Y., Bakery products, fruit cake, ice cream, I. H. Wilson, exec. v-p.; W. J. Dilworth, supt. of stores. Radio Approp.: \$20,000. S. Agency: Ehrlich & Neuwirth, N. Y.

HARMAN WATCH Co., 22 West 48th St., N. Y. 19, Watches, A. A. Harman. N. S. Agency: Moss Associates, N. Y.

HARPER METHOD, 1233 E. Main St., Rochester 9, N. Y., Harper Gene Cream, skin treatment, Earl Freese, gen. mgr.; Jim McGarvey, adv. mgr. S. Agency: Hutchins Adv. Agency, Rochester.

HARRIS Co., Los Angeles, Perfumes. S.

HARTZ MOUNTAIN PROD., 440 W. Ontario St., Chicago, Bird & Pet Foods, Dog Food Supplies, E. Stern, M. R. North, N. S. Agency: Geo. H. Hartman, Chicago.

HARTFORD TEXTILE Co., Hartford, plasticized fabrics. S. Agency: Hirschon-Garfield, New York.

HARVEL WATCH Co., New York, Watches, N. Agency: A. W. Lewin Co., New York.

HARVEY-WHIPPLE Inc., 55 Emery St., Springfield 1, Mass., Master Kraft heating equipment, T. A. Hoedon, marketing director.

HASSENSTEIN Co., Hollywood, Movie Wave. S. N. Agency: Dean Simmons Adv., Hollywood.

HASTINGS MANUFACTURING Co., Hastings, Michigan, Plaston rings Casite. N. Agency: Keeling & Company, Indianapolis.

HAYSMA Co., Chicago, Hay fever remedy. S. Agency: O'Neil, Larson & McMahon, Chicago.

HEBREW EVANGELIZATION SOCIETY, Los Angeles, (religious). S. Agency: Tom Westwood Adv., Los Angeles.

HELBROS WATCH Co., 6 W. 48th St., N. Y., C. F. Rogers, adv. mgr. N. Agency: William H. Weintraub & Co., New York.

HELLER BROS. Co., New York, Vegetables and Fruits. S. Agency: Hill Adv., New York.

HENKEL FLOUR MILLS, 323 E. Atwater St., Detroit 26, Velvet Cake Flour, Robin Hood Flour, Arthur E. Rapp, adv. manager. Agency: Karl Behr, Detroit.

DR. HESS & CLARK, Ashland, O., livestock tonic. S. Agency: N. W. Ayer & Son, Philadelphia.

HILLS BROS., New York, Dromedary Mixes. S. Agency: Biow Co., New York.

CHARLES E. HIRES Co., New York, Hires Root Beer. N. Agency: N. W. Ayer & Son.

HIRSCH BROS. & Co., 14th and Cedar Sts., Louisville 3, Ky., Soups, mayonnaise, chili, pickles, catsup, Frank Fleischaker, vice-president and general manager.

DR. HISS CLINIC, 740 South Flower St., Los Angeles (14), Calif., Shoes (Network), C. M. Rutter, controller. Radio Approp.: \$15,000. Agency: Honig-Cooper, Los Angeles.

R. M. HOLLINGSHEAD Corp., 840 Cooper St., Camden, N. J., Whiz Motor Rhythm (Network and Spot), Whiz Floor Wax and Whiz-Off Cleaner (Network) R. E. Conley, adv. mgr. Agency: Aitken-Kynett Co., Philadelphia.

HONEY BEE Co., 2100 S. Western Ave., Chicago 8, Potato Chips, George Gavora, partner. S. Agency: Newby & Peron, Chicago.

HOOVER GLASS & PAINT MFG. Co., 651-659 Washington Blvd., Chicago 6, Hooker Paints, varnishes, enamels, B. W. Kunst, advertising manager. Radio approp.: \$10-20,000. S. Agency: Goodkind Joice & Morgan, Chicago.

HORNBLOWER & WEEKS, New York, investment house. S. Agency: Abbott Kimball Co., New York.

HOUSEHOLD FINANCE Corp., Chicago. S. Agency: BBDO, Chicago.

HUBBARD MILLING Co., 308 N. Front St., Mankato, Minn., Hubbard's Sunshine Concentrate, Mother Hubbard Enriched Flour (Spots), Vernard E. Lundin, Adv. Mgr.

RICHARD HUDNUT, New York, Three-Flowers cosmetics. S. Kenyon & Eckhardt, New York.

RICHARD HUDNUT SALES Co., New York, Hudnut-DuBarry Success School-cosmetics. S. Agency: G. Lynn Sumner Co., N. Y.

HUDSON BAY Co., Minnipeg, Department stores. N. Agency: Cockfield Brown & Co., Winnipeg.

HUDSON COAL Co., Scranton, Pa., Coal. N. Agency: Clements Co., Philadelphia.

HUNT FOODS Inc., 3055 Wilshire Blvd., Los Angeles 6, Cal., Hunt's food products, Charles H. Hornburg Jr., Advertising Director. NS. Agency: Young & Rubicam, Hollywood.

HUNT's Ltd., Toronto, Chain Candy Shops and Restaurants. S. Agency: Ellis Adv. Co., Toronto.

HY-PHEN Corp., Box 272, Matoaka, W. Va., Hy-Phen tablets, George R. Corvin, advertising manager. S.

I

IDEAL Co., 24th & Mary Sts., Waco, Tex., Architectural Woodwork (Built-In), Building Material. Ideal Step-Saving Kitchen (Network), Nathe P. Bagby, advt. director. Appropriation: \$18,160. Agency: Grant Adv., Dallas.

ILLINOIS BAKING Corp., 2230 S. Union Ave., Chicago 16, Safe-T Cones, John P. Carobus, advertising manager; Belle Marshall, assistant. S. Agency: Sibert Co., Chicago.

ILLINOIS MEAT Co., Chicago, Meats. S. Agency: Arthur Meyerhoff & Co., Chicago.

IMPERIAL OIL Ltd., Toronto. S. Agency: MacLaren Adv., Toronto.

IMPERIAL PRODUCTS Co., 1600 Fountain St., Philadelphia 21, Pa., Air-Oma, Deetee, Julius Halpern, adv. mgr.; B. L. Halpern. S. Agency: Solis Cantor Agency, Philadelphia.

IMPERIAL SUGAR Co., Sugar Land, Tex., Imperial Pure Cane Sugar, Extra Fine Granulated Sugar, Confectioners Powdered Sugar, Old Time Brown Sugar (Network), I. H. Kempner, Jr., v. p. & treas. Agency: Tracy-Locke Co., Inc., Dallas, Tex.

IMPERIAL TOBACCO Co., Montreal, cigarettes. S. Agency: Whitehall Broadcasting, Montreal.

INDIAN RIVER MEDICINE Co., Lafollette, Tenn., Scalf's Indian River medicine, Herbal Stomachic, Mrs. D. W. Scalf, proprietor; Earl S. Rodgers, manager. Radio Approp.: \$50,000. S.

INDIANA STATE DEPT. OF COMMERCE AND PUBLIC RELATIONS, 333 State House, Indianapolis 4, Ind., State of Indiana, Paul M. Ross, executive director. S.

INDUSTRIAL TAPE Corp., New Brunswick, N. J., Bondex hot iron mending tape, George E. Chisolm, adv. manager. S. Agency: Kenyon & Eckhardt, New York.

INTER-STATE NURSERIES, Hamburg, Iowa, Nursery Stock & seeds, Carl O. Stullin, Ernest Balco, assistant. Radio approp.: \$50,000.

INTERCHEMICAL Corp., New York, Paints, dyes, and oil cloths. S. Agency: Fuller & Smith & Ross, New York.

INTERNATIONAL BUSINESS MACHINES Corp., (Joint Sponsorship), Business Machines. N. Agency: Cecil & Presbrey, New York.

INTERNATIONAL HARVESTER Co., Motor Trucks & Farm Machinery. N. Agency: McCann-Erickson, New York.

WDBJ for Roanoke and Southwest Virginia



THERE'S only one station that covers the prosperous Roanoke and Southwest Virginia market. That station is WDBJ. Its daytime primary and secondary coverage areas have a total population of 841,700 (148,000 radio homes), with retail sales of more than \$297,000,000. Ask Free & Peters!



CBS • 5000 WATTS • 960 KC

Owned and Operated by the TIMES-WORLD CORP.

FREE & PETERS, INC. National Representatives



INTERNATIONAL MILLING Co., Minn. S. Agency: H. W. Kastor & Sons, Chicago.
INTERNATIONAL PICTURES, New York, Moving Pictures. S. Agency: Buchanan & Co., New York.

INTERNATIONAL SILVER Co., Meriden, Sterling & 1847 Rogers Bros. Silver. N. Agency: Young & Rubicam, New York.

INTERSTATE BAKERIES Corp., Los Angeles, Weber's bread. S. Agency: Dan B. Miner Co., Los Angeles.

IDENT Co., 2238 Park Ave., Detroit 1, Mich., Iodent tooth paste and powder, W. O. Seelye, sales and advertising manager. Radio Apprx.: \$150,000. N. Agency: Duane Jones Co., New York.

IOWA MASTER BREEDERS Inc., Onawa, Ia., poultry supplies, C. Edwin Holmes, president, Radio apprx.: \$20,000. S. Agency: Cole's Inc., Des Moines.

IOWA SOAP Co., Burlington, Ia., Soap. S. Agency: Goodkind, Joice & Morgan, Chicago.

IOWA DAIRY INDUSTRY COMMISSION, State Capitol Building, Des Moines 19, Dairy Products, Frank F. Barker, manager. S. Agency: The Blakemore Co., Des Moines.

IRIQUOIS BEVERAGE Corp., 230 Pratt St., Buffalo 4, N. Y., Iriquois ale, beer, Nicholas J. Schwab, Jr., advertising manager, Radio apprx.: \$70,000. N. S. Agency: Baldwin, Bowers & Strachan, Buffalo.

J

JACKSON BREWING Co., 411 Winkinson St., New Orleans 7, Jax Beer, R. G. Jones, vice-president and general manager. Agency: Anfenger Agency, St. Louis.

JACQUES MFG. Co., 1803 S. Canal, Chicago 12, KC Baking Powder, E. H. Calhoun, advertising manager. N. S. Agency: Leo Burnett, Chicago.

JAMES MFG. Co., Fort Atkinson, Wis., R. Gardiner, adv. mgr.

ANDREW JERGENS Co., 2535 Spring Grove Ave., Cincinnati 22, O., Woodbury soap, powder and creams, Jergens lotion, Robert V. Beucus, advertising vice-president, N. S. Agency: Lennen & Mitchell, New York.

JOHNSON & JOHNSON, New Brunswick, Red Cross Division Surgical Dressings. N. Agency: Young & Rubicam, Inc., New York.

S. C. JOHNSON & SON, Racine, Wis., Paste, liquid wax and cream wax; Glo-Coat, Carnu, William N. Connolly, advertising manager. N. Agency: Needham, Louis & Brorby, Chicago.

JOHNS-MANVILLE Corp., 22 East 40th St., New York, Building Materials, Insulations, Power Products, and Brake Linings. N. Adv. Agency: J. Walter Thompson Co., New York.

J. W. JONES Co., 100 Hardwood Ave, Calcedonia, N. Y., Sunny Sol Household Bleach, Sunny Sol Magic Crystals, J. W. Jones, in charge of radio. Radio apprx.: \$30-\$50,000.

JUNG ARCH BRACE Co., 312 E. Court St., Cincinnati 2, O., Keys corn pads and plasters. S. Agency: H. W. Kastor & Sons Co., Chicago.

K

K-R-O Co., 19 N. Limestone St., Springfield, O., K-R-O Red Squill Powder, Bis-Kit Form, Hollis Arnold, mgr. Radio apprx.: approx. \$4,000. Agency: Erwin, Wasey & Co., Chicago.

KATZ DRUG Co., Kansas City, Drugs. S. Agency: Bruce B. Brewer Agency, Kansas City.

KAY PREPARATIONS, New York, Formula 301. S. Agency: Irving Rosen Adv., New York.

KELITE PRODUCTS Inc., Los Angeles, Kenu. N. Agency: Little & Co., Los Angeles.

KAEMPFER'S, 440 W. Ontario St., Chicago 10, Ill., Bird and pet foods, M. R. North, Manager. Radio apprx.: \$5,000. S. Agency: George H. Hartman, Chicago.

KELLOGG Co., Battle Creek, Mich., Breakfast food. N. Agency: Kenyon and Eckhardt, New York.

KELLOGG CO. OF CANADA, London, Ont., cereals. S. Agency: J. Walter Thompson Co., Toronto.

KELLY BROS. NURSERIES, 23 Maple St., Dansville, N. Y., seeds, nursery stock, John W. Kelly, secy-treas. Agency: Baldwin-Bowers and Strachan, Buffalo.

KELLY DOUGLAS & Co., Nabob Tea. N. Agency: Stewart-Lovick, Vancouver.

KENDALL MFG. Co., 125 Lawrence St., Lawrence, Mass., New Speed Soapine, Louis K. Wolff, general manager. N. S. Agency: Badger & Browning, Boston.

ELIZABETH KENT CO., New York, Lipsticks. S. Agency: A. W. Lewin Co., New York.

KENT PRODUCTS Co., 222 W. Monroe St., Chicago 6, Kent Glass Coffee Maker Sets, Electric Stoves, Electric Toasters, Harry B. Wolper, partner. S. Agency: Advertising Agency Associates, Chicago.

KERR GLASS MFG. Corp., Los Angeles, Mason Jars. SN. Agency: Raymond R. Morgan Co., Hollywood.

C. M. KIMBALL Co., 131 State St., Boston 9, Red Cap cleaner, David H. Barnes, general manager, B. Hamburg, asst. treasurer. S. Agency: Badger & Browning, Boston.

KINGSBURY BREWERIES Co., 901 Marshall St., Manitowoc, Wis., pale beer, E. C. Badger, president. Agency: Christiansen Adv. Agency, Chicago.

KIP Corp., Ltd., 778 E. Pico, Los Angeles 21, Calif., Kip (Spot), Leo McCusker. Agency: Philip J. Meany, Los Angeles.

KIRKMAN & SON DIVISION, COLGATE-PALMOLIVE-PEET Co., 215 Water St., Brooklyn 1, N. Y., Kirkman Flakes and Complexion Soap, W. R. Allen, advertising manager; E. J. Corde, assistant advertising manager. N. Agency: Newell Emmett & Co., New York.

KIRSCH'S BEVERAGES, 925 Flushing Ave., Brooklyn 6, N. Y., Morris Kirsch, pres. Radio Apprx.: \$50,000. N. S. Agencies: Morris Adv. Agency, Brooklyn; Frank Kiernan & Co., N. Y.

KNOMARK MFG. Co., New York, Esquire Boot polish. S. Agency: Emil Mogul Co., New York.

E. L. KNOWLES Inc., 257 Page Blvd., Springfield 9, Mass., Rub-ine liniment, William Pauly, president. S. Agency: Charles W. Hoyt Co., New York.

KNOX Co., 1651 N. Argyle, Los Angeles (28), Cystex, Mendacom Nixoderm (All network and spot), W. W. Burgess, president; R. T. Aldworth, v. p. and gen. mgr. Agency: Allen C. Smith Adv. Co., Kansas City, Mo.

KOENIG MACHINE Co., 1045 North Wells St., Chicago, Ill., Koenig's Nervine, H. L. Eberhardt, manager.

KORAL LABS., Mt. Vernon, N. Y., Korral toothpowder. S. Agency: Raymond Spector Co., New York.

KRAFT FOODS Co., 500 Peshtigo Court, Chicago 90, Kraft Cheeses, Parkay Margarine, Velveeta, Philadelphia Brand Cream Cheese, Kraft Salad Products, Kraft Powdered Whole Milk, Miracle Whip, Kraft Cream Cheese Spreads, John H. Platt, vice president in charge of advertising. N. S. Agencies: J. Walter Thompson Co., Chicago; Needham, Louis & Brorby, Chicago.

S. S. KRESGE Co., Detroit. N. Agency: Maxon Inc.

KRETOI Co., 1315 14th St., N. W., Washington, 5, D. C., Household insecticide, deodorant, Fred L. Dawson, vice-president; Frederic G. Dawson, vice-president. Radio apprx.: \$100,000. S. Agency: M. Belmont ver Standig, Washington.

KROGER GROCERY & BAKING Co., 35 E. Seventh St., Cincinnati 2, O., Kroger's Clock Bread, Kroger's Tenderay Beef, William J. Sanning, advertising director; Helen C. Kennedy, assistant advertising director. S. Agency: Ralph H. Jones Co., Cincinnati.

L

L. B. LABORATORIES, Inc., Los Angeles, L. B. Hair Oil, N. Glasser-Galley & Co., Los Angeles.

LA FLOREAL PERFUME Co., Los Angeles, Perfumes. S. Agency: Advertising & Sales Council, Los Angeles.

LACO PRODUCTS, Waltham, Mass., Laco Castile soap and shampoo. S. Agency: Joseph Katz Co., Baltimore.

LADY ESTHER, Ltd., Chicago, Cosmetics. S-N. Agency: Blow Co., N. Y.

LAMBERT PHARMACAL Co., New York, St. Louis, Listerine Toothpowder. N and S. Agency: Lambert & Feasey, New York.

SITUATION:

Housing was bottlenecked in Eureka, California. No new homes had been built since the war. People were afraid of building costs. Bids on new homes ran from \$8.10 to \$10.91 per square foot.

ACTION:

KIEM decides to build a "YARDSTICK HOUSE". Contractor, architect, lot, utilities all ordered November 20, 1945.

All costs given to public in daily broadcasts. Men worked under tarpaulins due to heavy rains.

Labor leaders, building supply firms extended fullest cooperation and interest.

House completed in 22 working days—30 days from time of original idea.

"YARDSTICK" costs for house—7 rooms and 2 baths—\$4.44 per square foot.

"YARDSTICK HOUSE" contained 1600 square feet.

MORAL:

If you want action in the public service—call on

THE REDWOOD BROADCASTING SYSTEM

KIEM, Eureka, California

1000 Watts
Mutual Don-Lee

Southern New York's
Best Buy!

WENY

NBC

A MARKET in which business activity has consistently rated above the U. S. average!

A STATION that—believe it or not—commands from over 60% to well over 70% of the listening audience from sign-on to sign-off, seven days a week!

Owned and operated by

ELMIRA STAR-GAZETTE, INC.

ELMIRA, N.Y.

J. P. MCKINNEY & SON, National Representatives
New York • Chicago • San Francisco

RADIO ADVERTISERS

N Network S Spot

CHAS. E. LANE & Co., 4005 Washington Blvd., St. Louis. Lane's Pills, Chas. E. Lane, president, Harold Woodley, asst. treasurer. S. Agency: Jasper, Finch & Fischel, New York.

LANGENDORF UNITED BAKERIES, San Francisco, Bakery Products. S. Agency: Pacific Coast Adv., Los Angeles.

IARUS & BROS., Richmond, Chelsea Cigarettes & Edgeworth Tobacco. N. Agency: Warwick & Legler, New York.

H. P. LAW Co., 245 N. Eighth St., Lincoln 1, Neb., Milady Coffee, Blackbird foods, G. E. Scofield, adv. mgr. Radio approx.: \$3,000. S.

LEAF GUM Co., 33 N. LaSalle St., Room 2700, Chicago 2, Leaf Spearmint Gum, Leafmint Gum, Leaf Grape-Vine Gum, Paul R. Trent, Director of sales & advertising; A. S. Livingston, sales manager. N. S. Agency: Bozell & Jacobs, Inc., Chicago.

LEAM PUBLICATIONS Co., New York, Two to Six Magazine. S. Agency: Friend-Sloane Adv., New York.

LEAR Inc., Piqua, O., Home radio division. N. Agency: Arthur Kudner Inc., New York.

FRANK H. LEE Co., Danbury, Conn., Lee hats. N. Agencies: Bermingham, Castleman & Pierce, New York; William H. Weintraub, New York.

GEORGE H. LEE Co., Omaha, stock and poultry remedies. S. Agency: Allen & Reynolds Adv., Omaha.

DR. LEGEAR MEDICINE Co., 4161 Beek Ave., St. Louis, Poultry Prescription, Stock Powder, Hog Prescription, Cow Prescription, A-A Poultry Tabs, Calf Vitamins, Dr. D. H. LeGear, dir. sales and adv.; C. C. Rameck, A. M. Grew. S. Agency: Simmonds & Simmonds, Chicago.

LEHN & FINK PRODUCTS Corp., 683 Fifth Ave., N. Y. 22, Hinds Honey & Almond Cream, Etiquet, Pebeco, Dorothy Cocks, in charge of radio. N. Agency: Wm. Esty & Co., N. Y., Lennen & Mitchell, N. Y.

LEVER BROS. Co., Cambridge, Mass., Lifebuoy Soap, Rinsol, Lux Toilet Soap & Flakes. N. Agencies: Ruthrauff & Ryan, New York, J. Walter Thompson, Co., New York, Young and Rubicam, New York.

I. LEWIS CIGAR MFG. Co., 160 Morris Avenue, Newark 3, N. J., La Coronado, Flor De Melba and John Ruskin Cigars (Network), Harry Lewis, President. Agency: Lewis Adv., Newark.

LEWIS-HOWE Co., 319 S. Fourth St., St. Louis 2, Mo., Tums, Natures Remedy, Irwin L. Mahl. N. Agencies: Roche, Williams & Cleary Inc., N. Y., (Tums); Olian Adv. Co., St. Louis (Natures Remedy).

LIBBY, MCNEILL & LIBBY, Chicago, Canned Goods. N. Foote, Cone & Belding. Toronto. S. Agency: James Fisher Co., Toronto.

LIGGETT & MYERS TOBACCO Co., New York, Chesterfield Cigarettes. N. Agency: Newell Emmett Co., New York.

LINCO PRODUCTS DIST. Co., 2155 W. 80th St., Chicago 20, Linco, Juno, S. Giachetti, president. Radio approx.: \$30,000. S. Agency: Schwimmer & Scott, Chicago.

LIN-X (formerly Acme White Lead & Color Works, Detroit), Acme Paint and Lin-X. N. Agency: Henri, Hurst & McDonald, Chicago.

LITTLE CROW MILLING Co., Warsaw, Ind., Coco Wheats. N. Agency: Rogers & Smith Co., Chicago.

LIVE FOOD PRODUCTS Co., Burbank, Cal., Health Foods. S. Agency: The Mayers Co., Los Angeles.

LOCKHEED AIRCRAFT Corp., Burbank, Cal., Transportation. N. Agency: Foote, Cone & Belding.

LOMA LINDA FOOD PRODUCTS, Arlington, Cal., Ruskets. S. Agency: Elwood J. Robinson Adv. Co., Los Angeles.

LONGINES-WITTMANER WATCH Co., 580 Fifth Ave., New York 17, M. Fred Cartoun, vice-president in charge sales and advertising; Harrison J. Cowan, director of advertising; Lillian L. Shapiro, assistant advertising manager. S. Agency: Arthur Rosenberg Co., New York.

LORD DAVENPORT PIPES, London. S. Agency: Raymond Spector Co., N. Y.

P. LORILLARD Co., New York, Old Gold cigarettes. S-N. Agency: Lennen & Mitchell, New York.

LOS ANGELES SOAP Co. and/or WHITE KING SOAP Co., 617 E. First St., Los Angeles 54, White King Granulated Soap, Sierra Pine Toilet Soap, Scotch Triple Action Cleanser, E. M. Finehout, advt. mgr.; B. L. Neumann, Compt. of advt. I. Lessin, asst. advt. mgr. Agency: Raymond R. Morgan Co., Los Angeles.

M. LOUIS PRODUCTS Co., New York, Egnog Shampoo. S. Agency: Hirshon-Garfield, New York.

JOE LOWE Corp., 601 W. 26th St., N. Y., Popsicle, Sy Friedman, adv. mgr.

LUDENS Inc., 8th & Walnut St., Reading, Pa., menthol cough drops, honeylicoric drops, Cocillana cough drops. SN. Agency: J. M. Mathes Inc., New York.

GEORGE W. LUFT Co., New York, Tan-gee and cosmetics. S. N. Agencies: Export Adv., New York, Warwick & Legler, New York.

LUMBERMAN'S MUTUAL CASUALTY Co., Chicago, Insurance. N. Agency: Leo Burnett Co. Inc., Chicago.

LUTHERAN LAYMEN'S LEAGUE, St. Louis, Religion. N. Agency: Kelly, Zahradt & Kelly, St. Louis, eff. 4/26/43

Gotham Adv. Co. Inc., New York.

M. LYON & Co., 204 W. Third St., Kansas City 6, Mo., Wool, furs, hides, Leslie M. Lyon, in chg., advertising.

Abbott Kimball Co., Kansas City.

LYON VAN & STORAGE Co., Los Angeles. S. Agency: BBDO, Los Angeles.

M

M. J. B. Co., San Francisco, coffee. N. Agency: BBDO, San Francisco.

M & M Ltd., 471 Clifton Ave., Newark 8, N. J., M & M Candy, John F. Kurie, merch. mgr. S. Agency: Biow Co., N. Y.

MACDONALD TOBACCO Co., Montreal, Tobacco. S. Agency: Harold F. Stanfield Ltd., Montreal.

MAGGI Co., New York, Seasonings. S. Agency: Needham & Grohmann, New York.

MAIL POUCH TOBACCO Co., 4000 Water St., Wheeling, W. Va., Mail Pouch chewing tobacco, Kentucky Club smoking tobacco, W. J. Frankston, vice-president. N. Agency: Walker & Downing, Pittsburgh.

MANHATTAN SOAP Co., 441 Lexington Ave., N. Y. 17, Sweetheart Toilet Soap, Blu-White, A. Tarr, adv. manager. N. S. Agency: Duane Jones Co., New York.

MANTLE LAMP CO. OF AMERICA, Chicago, Aladdin lamps. S. Agency: Presba, Fellers & Presba, Chicago.

MAPLE LEAF MILLING Co., Toronto, flour. S. Agency: Cockfield, Brown & Co. Toronto.

MARLINE TRUST Co., 237 Main St., Buffalo, Banking service. S. Agency: BBDO, Buffalo.

MARLIN FIREARMS Co., New Haven, Razor Blades. S. Agency: Craven & Hedrick, New York.

MARS Inc., Chicago, candy. S and N. Agency: Grant Adv., Chicago.

MARTIN-SENOUR Co., 2520 Quarry St., Chicago 8, Ill., Paints, varnishes, H. F. Weckel.

JOS. MARTINSON & Co., 85 Water St., New York 5, Martinson's coffee, Jerome S. Neuman, sales manager. Radio approx.: \$50,000. Agency: Neff-Rogow Inc., New York.

MARYLAND PHARMACEUTICAL Co., Baltimore, Md., Rem. S-N. Agency: Joseph Katz Co., Baltimore.

MASOM, AW & MAGENHEIMER CONF. MFG. Co. Inc., 92 Pineapple St., Brooklyn 2, N. Y., F. E. MAGENHEIMER, advt. mgr. Agency: R. S. Durstine Inc. New York.

MASSACHUSETTS RADIO & TELEGRAPH SCHOOL, 271 Huntington Ave., Boston 15, school, R. Entwistle, president, G. I. Hunt, treasurer. Agency: N. W. Ayer & Son, Boston.

MAX FACTOR & Co., Los Angeles, cosmetics. S. Agency: H. Factor Adv., Los Angeles.

EARL MAY SEED Co., Shenandoah, Ia., nursery stock, seeds. Radio approx.: \$26,000. S. Agency: R. H. Cary Inc., Des Moines.

MAYFLOWER HOTEL, Main & State Sts., Akron 8, Ohio, Terrace Room, George Thomas Cullen, manager. S. Agency: Jessop Adv., Akron, Ohio.

MCCOLL-FRONTENAC OIL Ltd., Montreal, oil and gasoline. N. Agency: Ronalds Adv. Agency, Montreal.

MCCONNON & Co., 326 E. Third St., Winona, Minn., Mack-O-Blend insecticide, C. W. Lawrie, sales manager. S. Agency: Cramer-Krasselt Co., Milwaukee.

MCKESSON & ROBBINS, Bridgeport, Calox toothpowder, Bax, Bexel Vitamin B Complex. S-N. Agency: J. D. Tarcher Co., New York.

W. E. McLAUGHLIN & Co., Chicago, Manor House Coffee. S. Agency: Sherman K. Ellis & Co., Chicago.

McMAHAN FURNITURE STORES, Los Angeles, House Furnishings. N. M-C-M Adv. Agency, Santa Monica, Cal.

They said it couldn't be done!

In 1936, when WQXR set out upon its unique policy of broadcasting only the best in music and strict adherence to quality and good taste in advertising, most radio experts sagely shook their heads.

But they overlooked one thing--within reach of WQXR's signal there are concentrated more lovers of fine music than in any similar area in the world. And WQXR is their only consistent means, day in and day out, of getting the kind of programs they like.

Grateful listeners from Canada to Carolina and as far west as Ohio were so interested in our programs and policy that many of them requested detailed information on WQXR's daily schedule.

WQXR complied with a program booklet which still sells for 10¢ a copy or \$1.00 a year. The total current paid circulation is more than 25,000 a month. Surveys indicate that the number of our regular listeners in the New York Market exceeds our program subscribers more than 25 to 1, which means a total audience in this area of some 500,000 families—an audience with above-average taste and income that advertisers find highly profitable.

We'd like to tell you more about WQXR. Write today for your copy of our "Program Booklet Circulation Report" and the folder giving the results of a study of "Regular Listening to New York Radio Stations."



WQXR AND FM STATION WQXQ
730 FIFTH AVENUE, NEW YORK 19, N. Y.

The Radio Stations of The New York Times

DIRECTORY OF 1945 NATIONAL-REGIONAL RADIO ADVERTISERS

N Network

S Spot

H. MEIER & SON, New York City, Golden Center Toasted Wheat Germ. S. Agency: Vanguard Adv., New York.
MEM Co., New York, Mem toiletries. S. Agency: Theodore J. Funt Co., New York.
J. C. MENDENHALL MEDICINE Co., 8 N. W. First St., Evansville, Ind., cough syrup, C. H. Mendenhall, president. Radio apprx.: \$3,000. S. Agency: Charles R. Marshall, Evansville, Ind.
MENNEN Co., Newark, Lather Shave Cream & Brushless Shave Cr. S-N. Agency: Duane Jones Co., New York.
MENTHO-MULSION Co., 220 Healey Bldg., Atlanta 3, Ga., Cough syrup, J. H. Coursey, vice-president. Agency: Dillard Jacobs Agency, Atlanta.
MENTHOLATUM Co., Third at Greenhill Ave., Wilmington 99, Del., Mentholatum (Network and spot), Almer A. Reiff, advt. director. Agency: J. Walter Thompson Co., New York.
MERCANTILE-COMMERCE BANK & TRUST Co., 721 Locust St. Louis 1, Mo., Banking, trust, safe deposits, loans, Leslie K. Curry, vice-president. Radio apprx.: \$25,000. Agency: Oakleigh R. French & Assoc., St. Louis.
MERRILL, LYNCH, PIERCE, FENNER & BEANE, New York, Investment firm. S. Agency: Albert Frank-Guenther Law, New York.
METRO-GOLDWYN-MAYER, New York, Moving Pict. S. Agency: Donahue & Co., New York.
MICHIGAN BULB Co., 148 Monroe Ave., N. W. Grand Rapids 2, flower bulbs, Forrest Laug, manager. Radio apprx.: \$200,000. Agency: O'Neil, Larson & McMahon, Chicago.
MICHIGAN MUSHROOM Co., 1400 S. Third St., Niles, Mich., fresh and canned mushrooms, canned soup, asparagus, tomatoes, peaches, Myron C. Herrick, president, Richard H. White, sales manager. Agency: L. W. Ramsey Co., Chicago.

MICHIGAN MUTUAL LIABILITY Co., 163 Madison Ave., Detroit 26, Casualty insurance, Kenneth L. Wright, advertising manager. Radio apprx.: \$33,000. N. Agency: Neff Radio, Detroit.
MICHIGAN STATE APPLE COMMISSION, 412 Mutual Bldg., Lansing 7, Mich., Apples (Spot), Minard Farley, Jr., Secy. Mgr. Agency: Brooke, Smith, French & Dorrance, Detroit 1, Mich.
MID CONTINENT AIRLINES, Kansas City, Air transportation. S. Agency: Goodkind, Joice & Morgan, Chicago.
MID-CONTINENT PETROLEUM Corp., Box 381, 4th and Boston Aves., Tulsa, Okla., D-X Lubricating Motor Fuel, D-X Motor Oil, Diamond Motor Oil, A. P. McGrath, Adv. and Sales Promotion Mgr. Agency: Potts-Calkins & Holden, Kansas City, Mo.
LOUIS MILANT'S FOODS, 6 N. Honlin St., Chicago 24, 1890 French Dressing, G. Hoffman, general manager. Radio apprx.: \$250,000. Agency: Jim Wood Co., Chicago.
MILES LABS, Elkhart, Ind., vitamin tablets, Nervine, Anti-Pain pills, Alka-Seltzer. N-S. Agency: Wade Adv., Chicago.
I. MILLER & SONS, 43-10 23d St., Long Island City, N. Y., shoes, Michael McKone, adv. mgr. S. Agency: Diener & Dorskind, N. Y.
MILROSE PRODUCTS Co., New York, Rad Cleanser. S. Agency: Winer Co., New York.
MINUTE MOP Co., 17 E. 23d St., Chicago 16, Minute Mop & Drainer, Soap Bank, cellulose sponge products, J. L. Ellman, advertising manager. Agency: Guenther-Bradford, Chicago.
MISSION HOISERY MILLS, 3764 S. Broadway Place, Los Angeles 7, H. Gilbert, Advertising director.

MISSION PAK Co., Los Angeles, California glazed and candied fruits. Agency: Hilman-Shane-Breyer, Los Angeles.
S. A. MOFFETT Co., Los Angeles, Polar Brand Frosted Foods. N. Agencies: Honig-Cooper Co., Seattle, Erwin, Wasey & Co., Inc.
MONTGOMERY WARD & Co., Chicago, Dry Goods. S. Agency: Foote, Cone & Belding, Chicago.
BENJAMIN MOORE & Co., New York, Paint. N. Agency: St. Georges & Keyes Inc., New York.
JOHN MORRELL & Co., Iowa Ave. and Hayne St., Ottumwa, Iowa., Red Heart Dog Food, G. A. Morrell, vice president and treasurer; A. C. Michener, advertising manager. N. Agency: Henri, Hurst & McDonald, Chicago.
PHILIP MORRIS & Co., New York, Cigarettes. N. Agency: Biow Co., New York.
C. F. MUELLER Co., Jersey City, N. J., Macaroni Products. S.
MUIR CUT RATE DRUGS, Michigan, Ohio, Indiana, and Wisconsin, drugs. S. Agency: Wallace-Lindeman Ind., Grand Rapids, Mich.
MUL-SO-LAX LABORATORIES, 141 S. Front St., Dowagiac, Mich., Mul-So-Lax Patent Medicine, Clyde M. Barber, Owner.
MURINE Co., 660 N. Wabash Ave., Chicago 11, Murine, James B. Braun, advertising manager. S. Agency: BBDO, Chicago.
MURPHY PRODUCTS Co., Burlington, Wis., Farm Feeds. S. Agency: Wade Adv., Chicago.
MUSTEROLE Co., 1748 E. 27th St., Cleveland, O., Musterole (Spot), C. L. Berkey, adv. mgr. Apprx. \$250,000. Agency: Erwin, Wasey Co., New York.
MUTUAL BENEFIT HEALTH & ACCIDENT ASSN., 3316 Farnam St., Omaha, Insurance, Hubert C. Carden, chairman Radio Committee. Radio apprx.: \$500,000. N. S. Agency: Arther Meyerhoff & Co., Chicago.
MUTUAL ORANGE DISTRIBUTORS, Redlands, Cal., Red Gold orange concentrate. S. Agency: J. Walter Thompson Co., Los Angeles.
MYSTIC FOAM Co., Los Angeles, Upholstery Cleaner. S. Agency: Glasser-Galley and Co., Los Angeles.

NEW YORK TELEPHONE Co., New York, toll calls. S. Agency: BBDO. N. Y.
NIX COSMETICS Co., 162 Madison Ave., Memphis 1, Tenn., Nix deodorant, Paul Edwards, president. S. Agency: Cole & Co., Memphis.
NORTHROP KING & Co., Berkeley, Cal., Farm Seeds. S. Agency: Garfield & Guild Adv., San Francisco.
NORTHROP, KING & Co., 1500 Jackson St., N. E., Minneapolis 18, farm, lawn, garden seeds, feeds, H. F. Sewell, adv. manager. S. Agency: Olmstead-Foley, Minneapolis.
NOXZEMA CHEMICAL Co., Noxzema, Noxzema Shave Cream. N. Ruthrauff & Ryan, Inc., N. Y.
NUTRI COLA Co., Inc., 43-14 37th St., Long Island City 1, N. Y., Nutri Cola, Louis Spinelli, Exec. v. p. S.
NYLON-IZE, Hollywood, S. Agency: Rocklin Irving & Assoc., Chicago.

O-CEDAR Corp., Chicago, Toronto, poliah. S-N. Agencies: Aubrey, Moore & Wallace, Chicago, MacLaren Adv., Toronto.
OGLIVIE FLOUR MILLS Co., Montreal, cereals. S. Agency: J. J. Gibbons Ltd., Toronto.
OLD MISSION WINERIES, Los Angeles, Old Mission Mines. S. Agency: Milton Weinberg Adv. Co.
OLDSMOBILE DIV. OF GENERAL MOTORS Corp., 1000 Townsend St., Lansing 21, Mich., Oldsmobile cars, GM Hydro-Matic Drive, General Motors, V. C. Havens, adv. and sales promotion manager. G. C. Eldredge, assistant adv. manager. N-S. Agency: D. P. Brother & Co., Detroit.
OMAR Inc., 1910 Harney, Omaha 2, Nebr., K. B. Arrington, Advt. Mgr. Agency: MacFarland, Aveyard & Co., Chicago 1.
OMNIBOOK, New York, Magazine and Book Publishing Co. S. Account placed direct.
ORANGE CRUSH Co., Chicago, Soft Drink. S. Agency: Aubrey, Moore & Wallace, Chicago.
OSHKOSH B'GOSH, Inc., Oshkosh, Wis., Overalls and Work Clothing. C. E. Wittmack, v. p. Agency: Ruthrauff & Ryan, Inc., Chicago, Ill.
OWENS-ILLINOIS GLASS Co., Toledo, Institutional. N. Agency: J. Walter Thompson Co.

N

NASH BROS. DRUG Co., 212 Crentch Ave., Jonesboro, Ark., chill tonic, cold capsules, purgative tablets, cough syrup, L. L. Spellings, sales and promotion manager. Radio apprx.: \$10,000. S. Agency: Colet & Co., Memphis.
NASH-KELVINATOR Corp., Detroit, Refrigerators. S and N. Agency: Geyer, Cornell & Newell, New York.
NATIONAL BAKERS SERVICES, 100 W. Monroe St., Chicago 3, Hollywood Bread, Chas. Byron McDaniel, vice president; S. H. Kessel, assistant to C. B. McDaniel.
NATIONAL BISCUIT Co., Los Angeles, Crackers, cookies. N and S. Agency: Botsford, Constantine & Gardner, Los Angeles.
NATIONAL BOARD OF FIRE UNDERWRITERS, New York, S-N. Agencies: Aveyard & Co., New York, MacFarland, Aveyard & Co.
NATIONAL CANDY Co., 4230 Gravois Ave., St. Louis, Bob Cat Candy Bar, C. M. Said, adv. mgr. S. Agency: Oakleigh R. French & Assoc., St. Louis.
NATIONAL HEALTHAIDS Inc., New York, Sul-Ray Colloidal Sulphur Products, Mineral Baths. S. Agency: Hal A. Salzman Assoc., N. Y.
NATIONAL LEAD Co., San Francisco, Dutch Boy Paint. N. Agencies: Erwin, Wasey & Co., San Francisco, Honig-Cooper Co.
NATIONAL RADIO INSTITUTE, 16th and U Sts., N. W., Washington 9, D. C., Correspondence course in technical radio, Stuart M. Armstrong, advertising manager. S. Agency: Van Sant, Dugdale & Co., Baltimore.
NATIONAL TOILET Co., Paris, Tenn., Nadinola bleach cream. S. Agency: Roche, Williams & Cleary, Chicago.
NEHI Corp., Baltimore, Royal Crown Cola. S. Agency: BBDO, N. Y.
NELSON BROS., Chicago, S. Agency: George H. Hartman Co., Chicago.
NEUMODE HOISERY Co., Chicago, Hosiery. S. Agency: George H. Hartman Co., Chicago.

P

PABST SALES Co., Chicago, Pabst Blue Ribbon Beer. N. Warwick & Legler, Inc., N. Y.
PACIFIC BREWING & MALTING Co., 162 Guerrero St., San Francisco, Cal., Wieland's beer, J. E. Knapp, president. NS. Agency: C. H. MacDonald, San Francisco.
PACIFIC COAST BORAX Co., New York, N. Agency: McCann-Erickson, N. Y.
PACKARD-BELL Co., S. Agency: Lockwood-Shackelford Adv., Los Angeles.
PAN AMERICAN PETROLEUM Corp., New Orleans, Oil. N. Agency: Fitzgerald Adv., New Orleans.
PARAMOUNT PEST CONTROL Co., Oakland, Cal., Insecticide. S and N. Agency: Ad. Fried Adv., Oakland.
PARAMOUNT PICTURES Inc., New York, moving pictures. S. Agency: Buchanan & Co., N. Y.
PARFUME WEIL PARIS, New York, S. Agency: Kelley, Nason, Inc., N. Y.
PARK & TILFORD, New York, Tints and Dyes. S. Agency: Charles M. Storm Co., N. Y.
PARKER BOULDIN Co., St. Paul, Priscilla Parker dual purpose lipstick. S. Agency: A. W. Lewin Co., N. Y.
PARKER-HERBEX Corp., Long Island City, L. I., hair preparations. S. Agency: Charles W. Hoyt Co., N. Y.
PARKER PEN Co., Janesville, Wis., Parker Pens, Pencils & Quink. N. Agency: J. Walter Thompson Co., Chicago.
PARKER WATCH Co., New York, Watches. S-N. Agency: Sterling Adv. Co., N. Y.
PAXTON & GALLAGHER Co., Omaha, Butter-Nut coffee. S.
PEERLESS PEN AND PENCIL Co., New York, pens and pencils. S. Agency: Farmar Co., N. Y.
PENNSYLVANIA SALT MANUFACTURING Co., 1000 Widener Bldg., Philadelphia 7, Pa., Kryocide, lye, Ethel S. Klingman, advertising manager. S. Agency: Geare-Marston Inc., Philadelphia.

HOW'D YOU LIKE
 TO **SELL AN**
\$800,000,000
 MARKET?

KBON

Concentrated Coverage

Low Rates

Promotion Helps

General Manager
PAUL R. FRY
 National Representative
WEED & CO.

Sell this \$800,000,000 market with KBON the station that "advertises your advertising" with powerful merchandising and promotion tie-ins.

\$800,000,000 the buying income of KBON's 17-county area in the heart of the rich central Missouri Valley market.

\$800,000,000 equal to two thirds of the buying power of the entire state of Nebraska, in an area equal to only half the population of the state

MUTUAL BROADCASTING SYSTEM

PEP BOYS—MANNY, MOE & JACK OF CALIFORNIA, 122 Washington Blvd., Los Angeles 15, Calif. Auto accessories, parts, radio, bicycles and parts, tools, tires and tubes, Murray Rosenfeld, secy. Appropriation: \$60,000. Agency: Milton Weinberg Adv. Los Angeles.

PEPPARD SEED Co., 1101 W. 8th St., Kansas City 7, Mo., Hybrid Corn, C. P. Peppard, secy. S. Agency: Potts Calkins-Holden, Kansas City.

PERALTA WINE Co., 155 Montgomery St., San Francisco 4, Cal., Monte Cristo wines. N. Agency: Foote, Cone & Belding, San Francisco.

PERFEX Co., Ninth & Howard St., Omaha. Perfex cleaner, K. C. Titus, adv. mgr., Radio Appro.: \$100,000. Agency: Buchanan-Thomas, Omaha.

DOROTHY PERKINS Co., 4908 Delmar Co., St. Louis 8, Mo., J. H. Miller, manager, Agency: Datche Adv. Agency, St. Louis.

PET MILK SALES Co., St. Louis, 400 D Pet Milk. N. Agency: Gardner Adv. Co., St. Louis.

PETER PAUL, Inc., Naugatuck, Conn., Mounds & Ten Crown Gum. N&S, Agencies: Brischler, Van Norden & Staff, San Francisco, Grey Adv. Agency, N. Y.

PETERS SHOE Co. (Division of International Shoe Co.), 1505 Washington, St. Louis 3, Mo., City Club Shoes, Velvet Step Shoes, Weather Bird Shoes, Peters Shoes (All Spot plus one 15-min. program now available), L. C. Hoppe, adv. mgr. Agency: Russell Comer Co. of Kansas City, Mo.

PENICK & FORD, New York, Br'er Rabbit Molasses. S. Agency: J. Walter Thompson Co., N. Y.

PENNZOIL Co., Los Angeles. Los Angeles, Lubricants. N and S. Agency: The Mayers Co., Los Angeles.

PEPSODENT Co., Chicago, Pepsodent Toothpaste. N. Agency: Foote, Cone & Belding, Chicago.

PETRI WINE Co., San Francisco, Wine. N. Agency: Erwin, Wasey & Co. Inc., San Francisco eff 11/1/43 Young & Rubicam, N. Y.

PETROL Corp., Los Angeles, PDQ gasoline. S. Agency: McNeill & McCleary Adv., Los Angeles.

PHARMACO, Inc., Newark. Feen-A-Mint and/or Chooz. N. Agencies: Wm. Eaty & Co., New York, eff 1/1/44 Ruthrauff & Ryan, N. Y.

PHARMACRAFT Corp., New York, Fresh deodorant. N. Agency: Young & Rubicam, N. Y.

PHILCO Corp., Tioza and C Sts., Philadelphia 34, Pa., Philco radio receivers, radio-phonographs, refrigerators, air conditioners, John F. Gilligan, advertising manager. N. Agency: Hutchins Advertising Co. Inc., Philadelphia.

PHILIP MORRIS & Co., New York, cigarettes. N. Agency: Biow Co., N. Y.

D. P. PHILLIPS CANNING Co., 60 W. Robinson Ave. Orlando 1, Fla., Canned and fresh citrus products, R. D. Robinson, v. p. Agency: C. L. Miller Co., N. Y.

PHILLIPS PETROLEUM Co., Bartlesville, Okla., Gasoline, motor oil, O. E. Bettis, advertising manager. S. Agency: Lambert & Peasley Inc., N. Y.

PIERCE'S PROPRIETARIES, Buffalo, Pierce's special vitamin formula. S. Agency: Duane Jones Co., N. Y.

PILLSBURY MILLS, Metropolitan Bldg., Minneapolis 2, Pillsbury's Best Flour, Pancake Flour, Sno Sheen Cake Flour, Farina, R. J. Keith, adv. manager, G. F. Roberts, asst. to adv. manager. N-S. Agency: McCann-Erickson, Minneapolis, Leo Burnett Agency, Chicago.

PILLSBURY MILLS, INC., FEED MILLS DIV., 211 Wilson Bldg., Clinton, Iowa, flour, M. E. Cook, advertising manager, C. F. Baker, assistant advertising manager. Radio appro.: \$7,500. S. Agency: McCann-Erickson, Chicago.

PINAUD Inc., New York, Cosmetics. N. Agency: Dorland International-Pettingell & Fenton Inc.

PINEX Co., 123 W. Columbia St., Fort Wayne 2, Ind., Pinex Cough Syrup, L. G. Noll, Advertising manager, John H. Noll, executive manager. S. Agency: Russel M. Seeds Co., Chicago.

PIONEER HI-BRED CORN Co., 114 11th St., Des Moines 9, Ia., Nelson Urban, sales mgr. Agency: Wallace Advt. Agency, Des Moines.

PLANTERS NUT & CHOCOLATE Co., Wilkes-Barre, Pennsylvania, Peanuts & Peanut Oil. N. Agencies: Raymond R. Morgan Co., Hollywood, Erwin Wasey & Co., San Francisco, Honig-Cooper Co.

POLK-MILLER PRODUCTS Corp., Richmond, Va., Disinfectant. S. Agency: N. W. Ayer & Son, Philadelphia.

PREMIER VACUUM CLEANER DIV., GENERAL ELECTRIC Co., 1734 Ivanhoe Rd., Cleveland 10, O., E. A. Hamala, advertising manager; C. A. Thompson, sales promotion manager. S. Agency: Beaumont & Hohman, Cleveland.

PRIEBE & SONS, Chicago, Poultry, Eggs. S. Agency: Goodkind, Joyce & Morgan, Chicago.

PRINCE MATCHABELLI Inc., New York, Perfumes. N. Agency: Morse International, N. Y.

PROCTER & GAMBLE Co., Gwynne Bldg., 6th & Main Sts., Cincinnati 1, Ivory bar, Ivory Flakes, Ivory Snow, Duz, Oxydol, Camay, Spic & Span, Teel, Lava, Crisco, Drene & Draft, N. H. McElroy, vice president in charge of advertising; H. J. Morgens manager advertising division; W. M. Ramsey director of radio A. N. Halverstadt, time buying. N. Agencies: H. W. Kastor & Sons Adv. N. Y.; Dancer-Fitzgerald-Sample, Chicago; Compton Adv., N. Y.; Benton & Bowles, N. Y.; The Biow Co., N. Y.; Pedlar & Ryan, N. Y.

PRUDENTIAL LIFE INSURANCE CO. OF AMERICA, 763 Broad St., Newark 1, N. J., life insurance, George E. Potter, vice-president, Henry M. Kennedy, supervisor, adv. and pub. Harry H. Edell, N. Agency: Benton & Bowles, N. Y.

JOHN PUHL PRODUCTS Co., Chicago, Laundry Bleaches. S. Agency: Roche, Williams & Cleary, Chicago.

PURE DRINKS, 1011 Power Ave., Cleveland 14, Breakfast Orange, H. W. Hibbard, L. Rossow. Agency: Foster & Davies Inc., Cleveland.

PURE FOODS Co., Mamaroneck, N. Y., Herb-Ox bouillon. S. Agency: J. M. Mathes Inc., N. Y.

PURE OIL Co., Chicago, oil. S-N. Agency: Leo Burnett Co., Chicago.

PUREPAC Corp., 511 E. 72d St., N. Y., Flemax, Baby Flemax, Lubinol mineral oil, Purepsc health aids, Klinzmoth insecticides, Arthur J. Kinsman, pres.; Claude S. Welton, exec. v-p; Thomas J. Mahon, asst. gen. sales mgr. and adv. dir.

PURINA MILLS, St. Louis, Purina Foods. N. Agency: Gardner Adv. Co., St. Louis.

PURITY BAKERIES, 919 N. Michigan, Chicago, Taystee bread, Grennan Cakes, Theo. R. Weber, advertising manager. Agency: Campbell-Mithun, Chicago.

Q

QUAKER OATS Co., Chicago, Ful-O-Pep cereals. N. Agencies: Ruthrauff & Ryan, N. Y., Spitzer & Mills, Ltd., Sherman & Marquette, Inc.

R

RKO RADIO PICTURES, New York, S and N. Agency: Foote, Cone & Belding, N. Y.

RADBILL OIL Co., 1724 Chestnut St., Philadelphia 3, Pa., Penutz French dry cleaner, Penn-Rad motor oil, James P. McIlvaine 3rd, merchandising manager; Paul G. Pfauher, advertising manager. S. Agency: Feigenbaum, Philadelphia.

RADIO BIBLE CLASS (formerly Detroit Bible Class), Detroit, Religious Talks. N. Agency: Stanley G. Boynton, Detroit.

RCA VICTOR DIVISION of Radio Corp. of America, Front & Cooper St., Camden, N. J., records, home radios, radio phonographs, J. K. West, dir, public relations, Julius Haber, J. M. Williams, record advt. manager. N. Agency: J. Walter Thompson Co., N. Y.

RAISIN BRAN, New York. S. Agency: Benton & Bowles, N. Y.

RALSTON PURINA Co., St. Louis, Cereals. N. Agency: Gardner Adv. Co., St. Louis.

A. RAMSAY & SON, Montreal, points. S. Agency: McKim Adv., Montreal.

RAINIER BREWING Co., San Francisco, Rainier Beer Malt & Ale. N. Agency: Buchanan & Company, Inc.

RAPINWAX PAPER Co., 150 26th Ave., S. E., Minneapolis 14, Minn., Rapinwax Household Roll, Nell E. Merrill, Director of Publicity. S. Agency: Mitchell Faust Advt. Chicago, Ill.

RATH PACKING Co., Sycamore and Elm Sts., Waterloo, Ia., Complete Line of Meat Products, Byron G. Benson, advt. mgr.; F. D. Scappaugh, asst. advt. mgr. Agency: Young and Rubicam, Chicago, Ill.

RAYMOND LABORATORIES Inc., 261 E. Fifth St., St. Paul 1, Minn., Rayve Creme Shampoo, Rayette Creme Permanent Wave (National), Raymond E. Lee, pres.; Albert LeDuc, advt. mgr. N. Agency: Roche, Williams and Cleary, New York.

RAYTHEON MFG. Co., Newton, Mass., Electrical goods. S-N. Agency: J. M. Mathes, Inc.

THE HALF MILLION PEOPLE LIVING IN THE COASTAL EMPIRE SECTION OF GEORGIA AND SOUTH CAROLINA TUNE IN REGULARLY TO

W T O C

DUE TO SEVENTEEN YEARS OF GOOD "LISTENER- EXPERIENCE"

What you get when you buy time on WBNX

PRESTIGE

WBNX is New York's foremost foreign language station. Throughout the years WBNX has established a high reputation for excellent operation.

PROGRAMMING

WBNX does a careful, showmanship programming job for the 5½ million foreign language listeners in the New York area. It produces well balanced, interesting shows—programs that click with audience and sell merchandise. WBNX programs are presented in:

English	
Polish	German
Italian	Spanish
Jewish	French

LOYALTY

Over the years, WBNX has built loyal listeners—listeners who look to the station for the best in entertainment and news in the language they know best. And in building loyalty of listeners, WBNX has also won the loyalty of advertisers who know that WBNX brings results.

That's why we say—**YOU CANNOT COVER THE NEW YORK MARKET WITHOUT USING WBNX BECAUSE WBNX REACHES THE VAST FOREIGN LANGUAGE AUDIENCE IN THE NEW YORK AREA.**



RADIO ADVERTISERS

N Network S Spot

READERS DIGEST, Pleasantville, N. Y.
Magazine Readers Digest. N. Agency: BBDO.

RED ROCK BOTTLERS, 115 Jackson St. N. E., Atlanta, Ga., Red Rock Cola, E. M. Coleman, advt. mgr. S. Agency: R. S. Durstine Co., N. Y.

REICHOLD CHEMICALS, Detroit, Cosmopolitan Records. N. Agency: Grant Advertising, New York.

WM. B. REILLY & Co., Inc., 640 Magazine St., New Orleans 9, La., Luzianne Coffee and Tea. S. Agency: Saussy Adv. Agency, New Orleans.

L. N. RENAULT & SONS, Egg Harbor City, N. J., wines and champagne, William Lloyd, adv. manager. Agency: Al Paul Lefton, Philadelphia.

RENEE PRODUCTS OF CHICAGO, Chicago. S. Agency: Rocklin Irving and Association. Chicago.

RENOIR PARFUMS, New York, Chichi and My Alibi perfumes. S. Agency: Abbott Kimball Co., N. Y.

RENSIE WATCH Co., New York, Watches. N. Agency: Weiss & Geller, N. Y.

REPUBLIC PICTURES Corp., Hollywood, moving pictures. S. Agency: Donahue & Coe, N. Y.

REVERE COOPER & BRASS Inc., New York, Institutional. N. Agency: St. Georges & Keyes, N. Y.

REYNOLDS, R. J. TOBACCO Co., Winston-Salem, N. C., Camel cigarettes. N. Agency: William Esty & Co.

RICHARDS INSURANCE Co., Los Angeles, Life Insurance. S. Agency: Dean Simmons Adv., Hollywood.

RICHFIELD OIL CORP. OF N. Y., 19 W. 50th St., New York, Richfield gasolines. Richfield and Richlube oils, Ben N. Pilak. Sales prom. mgr. J. T. Avery, asst. adv. mgrs. Radio apprx.: \$275,000. N. Agencies: Hixson-O'Donnell, Sherman K. Ellis Co., N. Y.

JACOB RIES BOTTLING WORKS, 112 West Third St., Shakopee, Minn., Rock Spring sparkling water, William Ries, president. S. Agency: Erwin, Wasey & Co., Minneapolis.

RINGLING BROS., BARNUM & BAILEY CIRCUS, Sarasota, Fla., Circus. S. Agency: Robert Seidel Adv., N. Y.

RIT PRODUCTS Corp., Chicago, Dyes. S. Agency: Earle Ludgin & Co., Chicago.

HAROLD F. RITCHIE & Co., Toronto, Dipfoam cleanser. S. Agency: Tandy Adv. Agency, Toronto.

RITE-WAY PRODUCTS Co., 1241 1249 Belmont Ave., Chicago 13, Ill., Milking machines, electric water heaters, cream separators, F. W. Knight, manager of sales promotion and advertising. S. Agency: Klau-Van Pietersom, Milwaukee.

ROCKWOOD & Co., Brooklyn, Chocolate Bits. S. Agency: Federal Adv., N. Y.

ROMA WINE Co., 582 Market St., San Francisco 4, Cal., Burgundy, Port, Sherry, Sparkling Burgundy, Muscatel, Champagne, Tokay, Sauterne, H. G. Serlis, vice-president. Radio Approp.: \$900,000. N-S. Agency: Biow, San Francisco.

ROMAN CLEANSER Co., 2700 E. McNichols Rd., Detroit 12, Mich., Iroman Cleanser, Romay, Romite. Agency: Gleason Advt. Detroit.

HOTEL ROOSEVELT, Madison Ave at 46th St., N. Y., Alma B. Kieft, adv. mgr. Radio apprx.: \$2,000 S. Agency: Kelly-Nason, N. Y.

ROSEFIELD PACKING Co., 1916 Webster St., Alameda, Cal., Skippy peanut butter, J. M. Rosefield, sales and adv. manager. S. Agency: Garfield & Guild, San Francisco.

MORRIS ROSENBERG Co., Los Angeles, Rose vacuum-packed nuts. S. Agency: The Mayers Co., Los Angeles.

ROYAL TOBACCO Corp., New York, Lion Cigarettes. S. Agency: Lawrence C. Gumbinner Adv., N. Y.

ROYAL TYPEWRITER Co., 2 Park Ave., New York 15, typewriters, Ellis G. Bishop, adv. manager. Agency: Young & Rubicam, N. Y.

RUBSAM AND HORMANN BREWING Co., 191 Canal St. Staten Island 1, N. Y., R & H Staten Island Beer and Ale; Edward H. Acree, advt. mgr. Half-hour dramatic show once weekly over local station. Appropriation: \$150,000. Agency: Paris & Peart, New York.

RUM & MAPLE TOBACCO Corp., New York, Tobacco. S. Agency: Al Paul Lefton Co., N. Y.

RUSSELL-MILLER MILLING Co., Midland Bank Bldg., Minneapolis 1, Minn.,

Occident flour, American Beauty flour, D. W. Moore, merchandising manager; J. F. Near, advertising manager. S. Agency: Campbell-Mithun Inc., Minneapolis.

SOS. Co., Chicago, Kitchenware cleanser. S.

S

S AND W FINE FOODS, Inc., San Francisco, Food and Coffee. N. Agency: Brischer, Van Norden & Staff.

SAF-KIL Co., Benton Harbor, Mich., rat bait, roach powder, M. A. Dean, president. Radio approp: \$25,000. S. Agency: O'Neil, Larson & McMahon, Chicago.

SAFEWAY STORES, Oakland, Cal., Grocery chain. N. Agency: Foote, Cone & Belding, J. Walter Thompson, McCann-Erickson, Ruthrauff & Ryan, all west coast.

SALES BUILDERS Inc., Los Angeles, Max Factor Cosmetics. N. Agency: Smith & Drum.

DR. SALSBURY'S Labs., Charles City, Ia., Ren-O-Sol, Ari-tab. H. G. Bos, C. E. Teeter, radio executives, S. Agency: N. W. Winter Adv. Agency, Des Moines.

SAND SPRINGS Corp., Williamstown, Mass., Carbonated beverages, A. E. Spencer, general manager.

SANTAX BRUSH AND PRODUCTS Co., 1958 W. 95th St., Chicago (43), Ill., Santax Aluminum Open-Back Brushes, Edward W. Zabel, president; Earl C. Janson, v. p.; Ethel Janson, art director. Radio Appropriation: apprx. \$5,000; N. Agency: Edward W. Zabel.

SANTA FE VINTAGE Co., Los Angeles, Santa Fe Supreme Wines. S. Agency: West-Marquis, Los Angeles.

SARGENT & CO., 1850 E. Euclid, Des Moines, Iowa, All types commercial feeds, W. H. Foster, advertising manager. S. Agency: Fairall & Co., Des Moines.

SAWYER BISCUIT Co., 1041 W. Harrison St., Chicago, 7, lll., Biscuits and crackers, E. A. Schaem, general sales and advertising manager. Agency: George H. Hartman Co., Chicago.

SAYMAN PRODUCTS Co., 2101 Locust St., St. Louis, 3, Mo., Sayman soap, shave, shampoo, Milton Monroe, advertising manager. S. Agency: Kelly, Zarndt, Kelly, St. Louis.

F. & M. SCHAEFER BREWING Co., Brooklyn. S. Agency: BBDO, N. Y.

SCHENLEY Labs., 350 Fifth Ave., New York, Penicillin-Schenley, S. D. Gregory, radio dir., Radio Apprx.: \$295,000 (15 weeks). N. Agency: Biow Co., N. Y.

R. SCHIFFMAN Co., Los Angeles, Asthmador powder, cigarettes, and pipe mixture. N. Agency: Philip J. Meany Co., Los Angeles.

Wm. SCHLUDERBERG-T. J. KURDLE Co., 3800 E. Baltimore St., Baltimore 24, meats, meat products, cheese, butter, poultry, eggs, shortening, lard, W. K. Freiert, public relations director. S. Agency: Van Sant, Dugdale & Co., Baltimore.

SCHULZ AND BURCH BISCUIT Co., 1133 W. 35th St., Chicago, Ill., Cookies and crackers. E. F. Chambless, v. p. Local & S. Agency: McJunkin, Chicago.

SCHUTTER CANDY Co., Chicago, Candy Bars. N. Agency: Schwimmer & Scott, Chicago.

WM. S. SCULL Co., Front and Federal Sts., Camden, N. J., Boscul coffee, W. S. De La Cour, advertising manager. S. Agency: Compton Adv., Inc., N. Y.

SCRIPTO MFG. Co., Atlanta, Pencils. N. Agency: Tucker Wayne & Co.

SEAL COTE Co., 1227 N. Highland, Hollywood, 38, Calif., Seal Cote nail protector, Louis Herzberg, president. S-N. Agencies: Allied Adv., Hollywood. Buchanan & Co., Inc., L. A.

SEALTEST, Inc., New York, Milk & Ice Cream. N. Agency: McKee & Albright, Inc., Phila.

SEALY MATTRESS Co., California, Mattresses. N. Agency: Alvin Wilder Adv., L. A.

SEASONETTE DISTRIBUTING Co., 2451 E. Colorado St., Pasadena, Cal., Seasonettes, John S. Fatten, owner. Agency: C. H. Barker, Pasadena.

SEATTLE BREWING & MALTING Co., Seattle, Sick's Beer. N. Agency: Western Agency, Inc., Seattle.

SEECK & KADE, Inc., New York, Pertussin. S. Agency: Erwin, Wasey & Co., N. Y.

SEEMAN BROS., Inc., Phila., AirWick. S-N. Agency: William H. Weintraub, Inc., Phila.

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It Will Do the Most Good!"**



WXYZ

maintains an aggressive Promotion Department insuring advertisers the best possible results. Tested types of promotion guarantee sponsors outlets to all potential customers!

Leading Advertisers know that Detroit is the most responsive and fastest moving market in the world... and they pick WXYZ because this station completely covers the Detroit area... where there is a market with a billion dollar buying power.

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Affiliated with the American Broadcasting Company, Inc.

Owned and Operated by the
KING-TRENDE BROADCASTING CORPORATION
1700 Stroh Building • Detroit 26, Michigan

Represented by the Paul H. Raymer Co.

BROADCASTING • Telecasting

WXYZ

DIRECTORY OF 1945 NATIONAL-REGIONAL RADIO ADVERTISERS

N Network S Spot

DAVID O. SELZNICK AND VANGUARD FILMS, Inc., 9866 Washington Blvd., Culver City, Calif. Spot and Network advertising Selznick pictures, Ted Wick, director of radio advertising; Jim Swift, director of radio publicity. Appropriation: \$60,000 to \$150,000 per film. Agency: Foote, Cone and Beiding, Hollywood.

R. B. SEMLER, Inc., New Canaan, Conn., Kreni Hair tonic. S-N. Agency: Erwin, Wasey & Co., N. Y.

SENN PRODUCTS Corp., 4681 Metropolitan Ave., Brooklyn, N. Y. Sam Bo chocolate drink. George Senn, president. Agency: Tracy Kent, Inc., N. Y.

SEVENTINEL RADIO Corp., 2020 Ridge Ave., Evanston, Ill., home and portable radios. E. G. May, sales manager; H. J. Lance, adv. manager. Agency: W. W. Garrison, Chicago.

SERUTAN Co., New York, Jersey City, Serutan-Nutrex. N. Agencies, Grant Adv. N. Y., Raymond Spector Co., N. Y.

SERVEL, Inc., New York, Refrigerators and Air Conditioning. N. Agency: B. B. D. & O., Inc., N. Y.

SEVEN-UP Co., St. Louis, Cola. N. Agency: J. Walter Thompson Co., Chicago.

SEWALL PAINT & VARNISH Co., 1009 W. 8th St., Kansas City 7, paint and varnish. James G. Harper, adv. manager. Radio Approp.: \$12,000. Agency: Phillips-Reick-Fardon, Kansas City.

W. A. SHEAFFER PEN Co., Ft. Madison, Iowa, Pens, Pencils & Skrip Ink. N. Agency: Russel M. Seeds, Chicago.

SHEDD-BARTUSH FOODS, Detroit. Key-ko Margarine. N. Agency: Fred M. Randall Co., Detroit.

SHEFFIELD BRICK & TILE Co., Sheffield, Iowa, Farm drainage tile, building tile, common brick, face brick and other clay products. S. J. Galvin, president. Radio Approp.: \$2,500 to \$5,000. Agency: W. D. Lyon Co., Cedar Rapids, Iowa.

SHEFFORD CHEESE Co., Chicago, Cheese. S. Agency: Leo Burnett Co., Chicago.

SHELL OIL Co., 50 West 50th St., New York, 20, Gasolines, motor oil, fuel oil, D. C. Marschner, advertising manager; C. W. Shugert, in charge of media; J. B. Lowery, media representative; Radio Approp.: Over \$500,000. S. Agency: J. Walter Thompson, N. Y.

SHERWIN-WILLIAMS Co., Cleveland, Paint. N. Agency: Warwick & Legler, Inc.

SHIPSTEAD & JOHNSON, N. Agency: Smith, Bull & McCreery, Hollywood.

S. A. SHONBRUNN & Co., New York, S. Avarin Coffee. N and S. Agency: Roy S. Durstine, Inc., N. Y.

SHUPTRINE Co., 31 Bernard St., Savannah, Tetterline, F. E. Johnston, president. Radio Approp.: \$48,000. Agency: Harvey-Massengale Co., Atlanta.

SIERRA CANDY Co., San Francisco, Musical Sweets Program—candy. N. Agency: Robert B. Young, San Francisco.

SIGNAL OIL Co., Los Angeles, petroleum products. S and N. Agency: Barton A. Stebbins Adv., Los Ang.

ROBERT SIMPSON Co., Toronto, National department store chain. N. Agency: Harry E. Foster Agencies, Toronto.

SINCLAIR REFINING Co., New York, Sinclair H-C and Ethyl gasoline. N and S. Agency: Hixson-O'Donnell, N. Y.

SITROUX, Inc., 468 Fourth Ave., New York 16, facial tissues, paper napkins, sanitary napkins, toilet tissue, William Medoff, vice-president; Ab Waxman, assistant. Agency: Franklin Bruck, N. Y.

SKELLY OIL Co., 605 W. 47th St., Kansas City 10, Skelgas service, appliances, motor oils and greases, gasoline, tires, batteries. T. P. Mannion, adv. manager. N. Radio Approp.: \$350,000. Agency: Henri, Hurst & McDonald, Chicago.

SKINNER MFG. Co., 14th & Jackson St., Omaha, macaroni, raisin bran, John T. Jeffrey, sales mgr. S. Agency: Bruce B. Brewer Co., Kansas City.

SLOAN, DR. EARL R., Inc., New York, Sloan's Liniment. S. and N. Agencies: Wesley Assoc., N. Y., Warwick & Legler, Inc.

W. & J. SLOANE, Beverly Hills, home furnishings. S. Agency: William John Adv., Beverly Hills, Cal.

SMART & FINAL Co., 4510 Colorado Blvd., Los Angeles, S&F Foods, Table Queen Foods, Tom Paul, advertising manager; Johnny Murray, program director. Agency: Heintz-Pickering Co., Los Angeles.

ALEXANDER SMITH & SONS CARPET Co., 285 Lake Ave., Yonkers 1, N. Y., rugs, carpets, Karl Knipe, account executive; J. Clark Samuel, director of public relations. S. Television. Agency: Anderson, Davis & Platte, N. Y.

SMITH BROS., Inc., 184 N. Hamilton St., Poughkeepsie, N. Y., Smith Bros. Cough Drops. L. M. Shaw, v. p. Appropriation: \$250,000. S. Agency: J. D. Tarcher.

SOCONY VACUUM OIL Co. (Lubrite Div.), 4140 Lindell Blvd., St. Louis, Mobilgas, Mobiloil, Bug-a-boo, Tavern household products, Roy B. Dill, adv. mgr. S-N. Agency: Compton Adv., N. Y.

SOCONY-VACUUM OIL Co., Inc., WADHAMS DIVISION, 907 S. First St., Milwaukee 1, Wis., Petroleum products, household products, tires, batteries and accessories, Francis H. Casey, advertising manager. Radio Approp.: \$60,000. S. Agency: Compton Advertising, Inc., Milwaukee.

SOFWASH Co., Chicago, Sofwash cleaner. S and N. Agency: Newby & Peron, Chicago.

SOIL-OFF MANUFACTURING Co., Glendale, Cal., Liquid paint cleaner. N. Agencies: Ruthrauff & Ryan, Hollywood, McCann Erickson, Inc.

SOLARINE Co., 625 S. Smallwood St., Baltimore 23, silver polish, T. Benson Musgrave, controller. S. Agency: Booth, Vickery & Schwinn, Baltimore.

SONORA RADIO & TELEVISION Corp., Chicago, radio receivers. S. Agency: Weiss & Geller, Chicago.

SOUTH TEXAS COTTON OIL Co., 2405 Collingsworth, Houston, Tex., Crustene Shortening, R. B. Trussell, v. p. S. Agency: Steele Adv. Agency, Houston.

SOUTHEASTERN MICHIGAN TOURIST & PUBLICITY ASSOCIATION, Detroit 28, Mich., Tourist attractions of St. of Michigan. S. Adv. Agencies: James Dickson, Jr., Detroit, Mich., Castle-Powell, Inc., Detroit, Mich.

SOUTHERN CALIFORNIA TELEPHONE Co., Los Angeles. S. Agency: The Mayers Co., Los Angeles.

SOUTHERN COTTON OIL Co., California, New Orleans. Weason Oil & Snowdrift. N. Agencies: Fitzgerald Adv. Agency, New Orleans, Kenyon & Eckhardt, Inc.

SOUTHERN PACIFIC Co., 65 Market St., San Francisco (5), Calif., Railroad transportation. F. Q. Tredway, genl. advt. mgr.; Albert L. Kohn, asst. genl. advt. mgr. Appropriation: \$125,000. N & S. Agency: Foote, Cone & Beiding, San Francisco.

SOUTHERN SPRING BED Co., Atlanta, Ga., Beds & Bedding. N. Agency: Tucker Wayne & Co., Atlanta.

SOY FOOD MILLS, Inc., 165 W. Monroe St., Chicago 3, Ill., Golden Mix for griddle cakes and waffles. R. H. Thoms, Jr., president. Agency: Jim Duffy Co., Chicago.

SPARKLETT'S Corp., Los Angeles, Sparketta-Up Wax. S. Agency: Raymond R. Morgan Co., Hollywood.

A. G. SPAULDING & BROS., Chicopee, Mass., Sports equipment. S and N. Agency: Stanley G. Boynton, Detroit thru Ferry-Hanly, N. Y.

SPERRY FLOUR Co., San Francisco, Flour, Cereals. N. Agency: Knox-Reeves Adv., San Francisco.

SPRATT'S PATENT (America) Ltd., New York, dog and cat food. S. Agency: Paris & Peart, N. Y.

SPRING HILL NURSERIES, Tipp City, O., Nursery stock, Thomas B. Kyle, pres. Radio Approp.: \$15,000. S. Agency: Leo Boulette, Three Rivers, Mich.

E. R. SQUIBB & SONS, New York, Tooth Powder, Dental Cream & Pharmaceutical Products. N. Agency: Geyer-Cornell & Newell, Inc., BBDO, Inc., N. Y.

ST. AUGUSTINE AND ST. JOHNS COUNTY CHAMBER OF COMMERCE, Saint Augustine, Florida, Community Advertising. S. Agency: Newmaa, Lynde & Assoc., Jacksonville, Fla.

ST. LOUIS INDEPENDENT PACKING Co., 824 Vandeventer Ave., St. Louis, Mayrose meat products, E. Rutstein, adv. mgr. S. Agency: Gardner Adv. Co., St. Louis.

FRANK STACK HATS, Inc., South Norwalk, Conn., men's fur felt hats. S. Agency: Birmingham, Castleman & Pierce, N. Y.

STAHL-MEYER, 172 E. 127th St., New York, meat products. S. Agency: Blaker Adv. Agency, N. Y.

STANBACK Co., 1500 S. Main St., Salisbury, North Carolina, Stanback Headache Powders, T. M. Stanback, president and advertising manager; Clayton J. Coase, assistant advertising manager. Radio Approp.: \$700,000. S. Agency: J. Carson Brantley, Salisbury, N. C.

STANDARD BRANDS, Inc., New York, Tender Leaf Tea and Royal Gelatin desserts, Chase & Sanborn coffee, Fleischmann's Yeast. N. Agencies: J. Walter Thompson, N. Y., Kenyon & Eckhardt, N. Y.

STANDARD LABS., New York, Sloan's Liniment. S. Agency: Wesley Associates, N. Y.

STANDARD OIL CO. OF CALIF., 225 Bush St., San Francisco (20), Calif., Petroleum products for farm use, Product advertising, M. A. Mattes, manager of advt. dept.; Institutional advt., E. A. Waite, manager, public relations department; A. F. Michaels, program manager. S & N. Agency: BBDO, San Francisco.

STANDARD OIL OF INDIANA, Indiana, Oil. S. Agency: McCann-Erickson, Chicago.

STANDARD OIL CO. OF N. J., 26 Broadway, New York 4, Petroleum, tires, batteries, accessories, W. R. Maddux; R. M. Gray, mgr., adv. sales prom. dept. S. Agency: Marschalk & Pratt, N. Y.

STANDARD REMEDY Co., Candler Bldg., Baltimore 2, OSR-stomachic and laxative, Walter T. Startzman. Agency: Redfield-Johnstone, N. Y.

THE STARKIST Co., National Bank of Commerce Bldg., San Antonio 5, Flotation toothpaste, toothpowder, brushless shave cream, lather shave cream, B-Complex Vitamins, Howard H. Davis, president; Janita Hines, secretary. Radio Approp.: \$180,000. Agency: Pitluk Advertising Co., San Antonio.

STATLER TISSUE Co., 82 McGrath Highway, Somerville, Mass., toilet tissue, household (roll) towels. Albert H. Ginsburg, partner; Merv Ginsburg, partner. S. Agency: Chambers & Wiswell, Boston.

STAZE, Inc., New York, denture adhesive. S and N. Agency: Raymond Spector Co., N. Y.

STERLING DRUG, Inc., New York, Drugs. N. Agencies: Pedlar & Ryan, Inc., N. Y., Dancer-Fitzgerald-Sample, N. Y.

STOKELY BROS. & Co., Inc., Indianapolis, Tenderoni and other Van Camp Products. N. Agency: Calkins & Holden, N. Y.

W. F. STRAUB & Co., Chicago, Honey Mellowed Prune Juice. S. Agency: S. Duane Lyon, Inc., N. Y.

STRATHMORE PRODUCTS Co., 160 Fifth Ave., New York. Radio Approp.: \$1,000. S. Agency: Irving Rosen Adv., N. Y.

STREET & SMITH PUBLICATIONS, New York, PIC magazine. S. Agency: National Radio Clearing House, N. Y.

THE STROH BREWERY Co., 909 E. Elizabeth St., Detroit 26, Mich., Stroh's Bohemian beer. N. Agency: Zimmer-Keller, Inc., Detroit.

STROMBERG-CARLSON Co., 100 Carlson Road, Rochester 3, N. Y., radios, radio-phonographs, FM and television (regional), Stanley H. Mason, manager of public relations; Frederick W. Haupt, asst. adv. mgr.; David S. Cook, sales promotion manager. Radio Approp.: \$50,000 (1945). Agency: McCann-Erickson, N. Y.

THE STUDEBAKER Corp., 685 S. Main St., South Bend 27, Ind., Motor Cars and Trucks. Radio Approp.: \$785,000. S. Agency: Roche, Williams & Cleary, Chicago.

STUDIO GIRL SHAMPOO MFRS., Los Angeles, Shampoo. S. Agency: Robert F. Dennis, Inc., Los Angeles.

SUCCESS PUBLICATIONS, Chicago, Books, N and S. Agency: Boszell & Jacobs, Chicago.

R. G. SULLIVAN, Inc., 823 Elm St., Manchester, N. H., 7-20-4 and Dexter cigars. S. Agency: Broadcast Advertising, Boston.

SUN OIL Co., 1608 Walnut St., Philadelphia 3, Pa., Sunoco Dynafuel, oil, automotive products, tires, batteries and accessories, Sunheat fuel oil, F. S. Cannan, advertising manager. Agency: Roche, Williams & Cleary, Philadelphia.

SUNNYVALE PACKING Co., San Francisco, Rancho soups. S. Agency: Ruthrauff & Ryan, San Francisco.

SUNSET OIL Co., Pacific Coast Independent Petroleum Co. S. Agency: Brisacher, Van Norden & Staff, Los Angeles.

W I L M

A BASIC MUTUAL NETWORK STATION
SERVING

The Port of Wilmington (Delaware) Area

The last Retail Census (1939) reported
\$433,637,000.00

spent here annually by a trading area population of

1,312,000

Wilmington today is one of the Nation's outstanding Top Metropolitan Markets. A 'must' on the list of National Advertisers.

'IN WILMINGTON IT'S WILM'

Alfred G. Hill, President Chauncey L. Eames, Vice President
George L. Sutherland, General Manager

THE DELAWARE BROADCASTING CO.

Joseph Hershey McGillvra
National Representative

SUPERIOR FEED MILLS. 2100 S. Robinson, Oklahoma City 9, Okla. livestock, poultry feeds, Thomas W. Woody, adv. mgr. Radio Appro.: \$7,500. N. (Okla. only). Agency: James R. Reese Adv. Co., Kansas City.

SUPERTEST PETROLEUM, Inc., London, Ont., gasoline. S. Agency: Harry E. Foster Agencies, Toronto.

SUPERTEST PETROLEUM Corp., Toronto, Gasoline and Oil. S. Agency: Harry E. Foster Agencies, Toronto.

MISS SWANK, Inc., New York, Miss Swank Slips. N. Agency: Hirshon-Garfield, Inc., New York, eff. 11/5/44 Weintraub & Co., New York.

SWEETS CO. OF AMERICA. 1515 Willow Ave., Hoboken, N. J., Tootsie Rolls, Tootsie VM, Tootsie Fudge, Neddie Cloth, sec., adv. mgr.: Peter Simon, asst. adv. mgr. Radio Appro.: \$100,000. N. S. Agency: Ivey & Ellington, N. Y.

SWIFT & Co., U. S. Yards, Chicago, Swifts Premium Ham and Bacon, Brookfield Sausage, Prem., Brookfield Butter, Eggs, Cheese, Ice Cream, Allsweet, Jewell Shortening, Bland Lard, W. J. Kutach, radio director. Radio Appro.: \$1,500,000. N. S. Agencies: J. Walter Thompson Co., Needham, Lewis & Brorby, McCann-Erickson, Chicago.

SWIFT & Co., Chicago, Ice Cream. S. Agency: Needham, Louis & Brorby, Chicago.

T

TABLE PRODUCTS, Inc., Oakland, Cal. NuMade Mayonnaise. N. Agency: Foote, Cone & Belding, San Francisco.

TAPPIN'S, 823 Broad St., Newark 2, N. J., Jewelry, watches, hearing aids, optical, radios, appliances. J. J. Jellinek, sales prom. mgr. Radio Appro.: \$25,000 to \$50,000. S. Agency: Cox & Tans, Philadelphia.

TAYLOR BEDDING MFG. Co., Taylor, Tex., "Morning Glory" Mattresses, "Inal-Cotton" Mattresses, "Taylor Made" Quilt & Comfort Batts, L. D. Hamack, v. p.; O. P. Harris, sales mgr. Appropriation: \$30,000. N. Agency: Rogers & Smith, Dallas, Tex.

TEENTIMERS, Inc., Dresses and Cosmetics. N. Agencies: Sterling Adv. Agency, N. Y., Buchanan & Co., N. Y.

TELPIC SALES, Inc., New York, "Eyes of the War" photographic record of World War II. S. Agency: O'Neil, Larson & McMahon, Chicago.

TENNESSEE COAL IRON AND RAILROAD Co., Brown-Marx Bldg., Birmingham (2) Ala., U.S.S. American Fence, U.S.S. Tennessee V-Drain Roofing, Burton Cloud, advt. mgr. S. Agency: BBD&O, Pittsburgh, Pa.

TEXAS CHIROPRACTIC COLLEGE, 618 W. Myrtle St., San Antonio 1, education, Dr. H. E. Weiser, dean. Agency: Pitluk Adv. Co., San Antonio.

TEXAS Co., New York, gasoline. N. Agency: Buchanan & Co., N. Y.

TEXTRON, Inc., New York, Cotton Goods. N. Agency: J. Walter Thompson, N. Y.

THIS MONTH Magazine, New York, magazine. S. Agency: H. C. Morris & Co., N. Y.

TIDEWATER OIL Co., New York, Oil. N. Agency: Lennen & Mitchell, N. Y.

TIDY HOUSE PRODUCTS Co., 134 E. Locust St., Des Moines, cleaners and polishers, Vernon Grant, Jr., president. Radio Appro.: \$10,000. Agency: Menough Adv. Agency, Des Moines.

TIME, Inc., New York, Time Magazine. N. Agency: Young & Rubicam.

TIP TOP TAILORS, Ltd., Boulevard Drive, Toronto, Ontario, Clothes for men and women, J. Dunkelmann, general manager. Agency: McConnell, Eastman & Co., Ltd., Toronto.

TILLAMOOK COUNTY CREAMERY Assoc., Tillamook, Ore., Cheese. N. Agency: Botsford, Constantine & Gardner, Portland, Ore.

TIVOLI BREWING Co., 10205 Mack Ave., Detroit 14, Mich., Altes Lager beer, J. T. Foley, advertising manager. Radio Appro.: \$110,000. S. Agency: McCann-Erickson, Detroit.

TRIANGLE PUBLICATIONS, Philadelphia, sports newspaper and theatrical newspaper. N. Agency: Smith, Bull & McCreery, Hollywood.

TRIANGLE PUBLICATIONS, New York, Racing Form and the Morning Telegraph. S.

TRUSCON LABS. Caniff & Grand Trunk R. R., Detroit 12, Paratex, floor coating, floor dye, H. G. Doering, adv. manager; G. L. Turner, vice-president.

TURCO PRODUCTS, Inc., 6135 S. Central Ave., Los Angeles (1) Calif., Turco Tax, Harry Roriek, Advt. Mgr. Appropriation: \$10,000. Agency: Brisacher-Van Norden, Los Angeles.

20TH CENTURY-FOX FILM Corp., Los Angeles, Moving Pict. S. Agency: Western Adv., Los Angeles.

U

UNION AIR SERVICE, Box 168, Lincoln 7, Neb., flight instruction, T. J. Umberger, partner. S.

UNION ICE Co., All Products. N. Agency: George M. Wessels Adv. Agency.

UNION OIL CO OF CALIFORNIA, Union Oil Building, 617 West 7th St., Los Angeles 14, W. H. Geis, assistant to the president. N. Agency: Foote, Cone & Belding, Los Angeles.

UNION PACIFIC RAILROAD, Omaha, Institutional. N. Agency: Caples Co., Chicago.

UNION PHARMACEUTICAL CO., Inc., Bloomfield, New Jersey, Saraka. S. Agency: Marschalk & Pratt, N. Y.

UNION STARCH & REFINING Co., Third and Washington Sts., Columbus, Ind., Penant brand table syrups, E. C. Fisher, advertising manager.

UNITED ARTISTS, Moving pictures, Fred Allen picture "It's in the Bag." S. Agency: Buchanan & Co., N. Y.

UNITED DRUG Co., Boston, Drugs. S-N. Agency: N. W. Ayer & Son, N. Y.

UNITED FRUIT Co., New York, Fruit. S. Agency: BBDO, N. Y.

UNITED FRUIT Co., San Francisco, Fruit. S. Agency: BBDO, San Francisco.

U. S. RUBBER Co., New York, All Products. N. Agency: Campbell-Ewald Co., Inc., N. Y.

UNITED STATES ARMY, Washington, D. C., Recruiting Drive. N. Agency: N. W. Ayer & Co.

UNITED STATES STEEL Corp., New York, Steel. N. Agency: BBDO, N. Y.

UNIVERSAL MATCH Corp., 1501 Locust St., St. Louis, John Feinstein, adv. mgr. Agency: Westheimer & Co., St. Louis.

UTILITIES ENGINEERING CO. AND WAYNE SCHOOL OF PRACTICAL NURSING, 1314 W. Belden Ave., Chicago, Ill., E. S. Hodgson, Advt. Dept., For Utilities: Home study courses in Refrigeration, Air Conditioning, Auto Body Fender Work. For Wayne School: Practical Nursing. Agency: First United Broadcasters, Chicago.

V

VEGETABLE PRODUCTS Co., 480 E. Main St., Rochester 1, N. Y., Vivo-Ta Superior Wheat Germ, Claire Lucille Specht, owner. S.

VELLO PRODUCTS, Lyndonville, Vt., Vello, John L. Norris, Jr., treasurer. S. Agency: Badger & Brownings, Boston.

VESS BEVERAGE Co., 2925 Locust Blvd., St. Louis, Whistle, Vess Cola, Bubble Up, L. C. Crook, adv. mgr. S. Agency: Padco, Inc., St. Louis.

VETERAN FOODS, Inc., 1 Flint St., Rochester 3, N. Y., Veteran Coffee, Biris Eye Frosted Foods (Both Local Station Accts.), H. D. Roselius, Pres. Appropriation: \$5,000. Agency: Hart, Conway Co., Rochester.

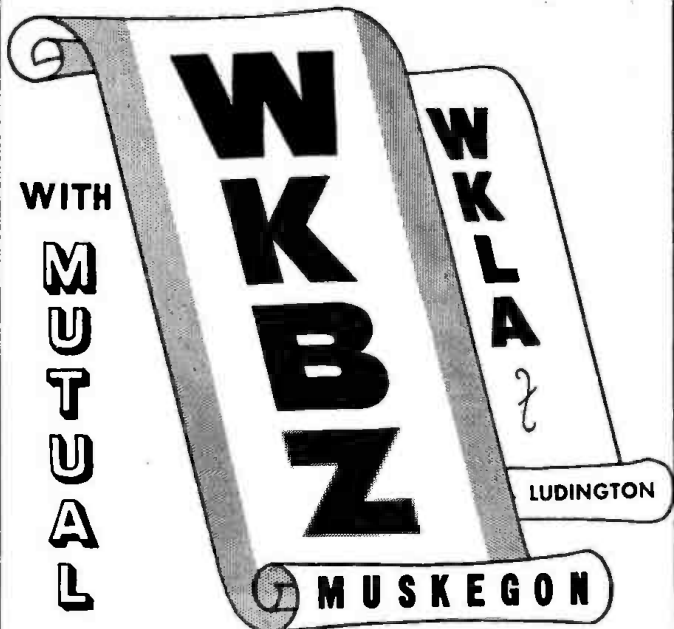
VICK CHEMICAL Co., New York, Vick Products. S-N. Agency: Morse International, N. Y.

VICK CHEMICAL Co., Toronto, Cough Drops. S. Agency: Morse International, N. Y.

THE VIOBIN Corp., 112 South Charter, Monticello, Ill., Rex Wheat Germ Oil, James Shipley, advertising manager. N-S. Agency: F. L. Borton Adv., Monticello, Ill.

VOICE OF PROPHECY, Inc. (Seventh Day Adventist Church Radio Commission), Washington (12) D. C., Religious talks and music, Free Radio Bible Correspondence Course, Paul Wickman, secy., Radio Commission: H. H. Hicks, genl. mgr.; D. A. Delafield, promotion mgr. N & S. Agencies: U.S.A.: Geo. C. Hoskin Associates, Chicago; Jack Parker and Assoc., Hollywood. Foreign: Pan American Broadcasting Co.

THE MAGIC CARPETS THAT COVER WESTERN MICHIGAN

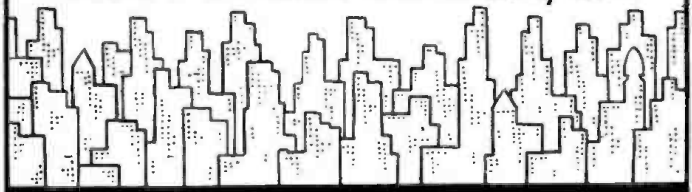


FIRST STATION IN WESTERN MICHIGAN

EST. 1926

NATIONAL REPRESENTATIVES

JOSEPH HERSHEY MCGILLVRA, INC.



•ASHBACKER RADIO CORP.:

DIRECTORY OF 1945 NATIONAL-REGIONAL RADIO ADVERTISERS

N Network S Spot

W

W. B. ASSOCIATES, New York, Softol cuticle sets. S. Agency: Slans & Maury, N. Y.

WAIT-CAHILL Co., 320-350 E. Cerro Gordo St., Decatur 7, Ill., Wait's Green Mountain Cough Syrup, Wait's G-M Liniment, Jack W. Wait. S. Agency: Wade Adv., Chicago.

WALGREEN DRUG Co., Chicago, Drugs. S. Agency: Schwimmer & Scott.

WALKER'S AUXTEX CHILI Co., 310 San Antonio, Austin 1, Tex., Mexene Chili powder seasoning, J. T. Huxley, sales manager; H. B. Smith, assistant sales manager. S. Agency: Crook Adv. Agency, Dallas.

WALTHAM WATCH Co., New York, Watches. N. Agency: Don McClure, television dir. N. W. Ayer & Son, N. Y.; H. B. Humphrey Co., Boston.

WANDER Company, Chicago, Ovaltine. N. Agencies: Ruthrauff & Ryan, Chicago. Hill Blackett & Co.

WARD BAKING Co., New York, Bread & Cake. N. Agency: J. Walter Thompson Co., N. Y.

WARNER BROS. PICTURES, New York, Pictures, moving "Rhapsody in Blue." S.

GEORGE WASHINGTON COFFEE REFINING Co., Morris Plains, N. J. S. Agency: Ruthrauff & Ryan, N. Y.

WASHINGTON COOPERATIVE EGG & POULTRY Assoc., Seattle, Eggs & Poultry, Lynden Foods. N. Agency: Pacific National Adv. Agency, Seattle.

WASHINGTON STATE APPLE Commission, Wenatchee, Apples. N. Agency: J. Walter Thompson.

L. E. WATERMAN Co., New York, Fountain Pens, Pencils and Ink. N. Agency: Charles Dallas Reach Co.

WELCH GRAPE JUICE Co., 55 Fifth Ave., New York, B. Jacobson, assistant to president; E. D. Swann. N. Agencies: Buchanan & Co., N. Y., H. W. Kastor & Sons.

WENE CHICK FARMS, WENE POULTRY LABS., Vineland, N. J., baby chicks, poultry vaccines, Arthur J. Scholz, adv. mgr. S. Agency: Shaffer, Brennan, Margulis, St. Louis.

WESLEY RADIO LEAGUE, Religious Talks. N. Agency: Stanley G. Boynton, Detroit.

WEST COAST SOAP Co., Oakland, Cal., Powow Cleanser. N. Agency: Brisacher Van Norden & Staff, San Francisco.

WESTERN AUTO SUPPLY Co., 1100 S. Grand Ave., Los Angeles 15, Cal., automotive, general merchandise, Harry Press, advertising manager. S-N. Agencies: Arthur W. Stowe, Los Angeles, Bruce B. Brewer & Co., L. A.

WESTERN STATIONERY Co., 110 E. Sixth, Topeka, Kan., stationery, novelties, F. E. Lindsey, manager. Radio Appro.: \$50,000. S. Agency: Shaffer, Brennan, Margulis Adv. Co., St. Louis.

WESTERN STOVE Co., Culver City, Cal., (institutional) deluxe six-burner gas range. S. Agency: Mays & Bennett Adv., Los Angeles.

WESTINGHOUSE ELECTRIC Corp., Pittsburgh, Pa., Electrical goods. N. Agency: McCann-Erickson, Inc., N. Y.

WETALENE I.A.B., 734 E. First Ave., Columbus 3, O., household cleaner, W. J. Mangold, pres. S. Agency: Beyer & Bowman, Columbus.

WHITE LABS., Toronto, Feenamint. S. Agency: Baker Adv. Agency, Toronto.

THE S. S. WHITE DENTAL MFG. Co., 211 S. Twelfth St., Philadelphia 5, Pa., Oraline tooth paste and powder and mouth wash, H. P. Prager, advertising manager; C. H. Waterbury, sales manager (mouth specialties). N. S. Agency: Clements Co., Philadelphia.

WHITEHALL PHARMACAL Co., New York, Anacin and Hill's cold tablets, Heet, Bisodol & Kolynos Toothpaste. S. Agency: Dancer-Fitzgerald-Sample, N. Y.

WILCO Co., Los Angeles, Clearax, Biff. S. Agency: Elwood J. Robinson Adv., Los Angeles.

WILCOX-GAY Corp., 605 Seminary St., Charlotte, Mich., Recordio, W. L. Hase-meyer, vice-president. Agency: Kramer-Krasselt, Milwaukee.

WILDROOT Co., Buffalo, Haitonic. N. Agency: BBDO, N. Y.

JOHN H. WILKINS Co., 525 Rhode Island Ave., N. E., Wash. 2, D. C., coffee, tea, John H. Wilkins, Jr., vice-president. Radio approx.: \$40,000. N-S. Agency: Lewis Edwin Ryan, Washington.

OSCAR H. WILL & Co., 322-324 4th St., Bismarck, N. D., Field, garden, nursery seed and greenhouse merchandise, George F. Will. S.

WILLARD TABLET Co., Chicago (proprietary). S. Agency: First United Broadcasters, Chicago.

THE WILLIAMS Co., 321 S. Union St., Kokomo, Ind., Bouffont cleaning preparation, L. O. Williams, president. Agency: Caldwell Baker Co., Indianapolis.

AL WILLIAMS HEALTH SYSTEMS, Los Angeles, Physical Culture. S. Agency: Western Adv. Agency, Los Angeles.

THE J. B. WILLIAMS Co., Glastonbury, Conn., Gilder Shaving Cream, Aqua Velva, C. S. Campbell, advt. mgr. Appropriation: \$335,000. N-S. Agency: J. Walter Thompson Co., N. Y.

WILLIAMSON CANDY Co., Chicago, O'Henry candy bars. N. Agency: Aubrey, Moore & Wallace, Chicago.

WILMINGTON FISH CANNERS Assn., Terminal Island, Cal., canned fish. S. Agency: Allied Adv. Agencies, Los Angeles.

WILSON SPORTING GOODS Co., Chicago, Sporting Goods. N. U. S. Advertising, Chicago.

WILLIAM WISE & Co., New York, Books. N. Agency: Huber Hoge & Sons, N. Y.

WILSHIRE OIL Co., Los Angeles, Motor Oil. N. Agency: Dan B. Miner Co., Los Angeles.

JOHN C. WINSTON Co., 1006 Arch St., Philadelphia 7, Pa., Books, Jean H. Breig, advertising manager. Agency: Schwab & Beatty, N. Y.

WOOL NOVELTY Co., New York, Wool-toun. S. Agency: Redfield-Johnstone, N. Y.

WM. WRIGLEY JR. Co., 410 North Michigan Ave., Chicago 11, Chewing gum, H. L. Webster, advertising manager. Radio Appro.: Over \$3,000,000. N. Agencies: Ruthrauff & Ryan, Chicago, Arthur Meyerhoff & Co., Chicago, J. Walter Thompson.

WURLITZER Co., Chicago, Musical Instruments. N. Agency: Schwimmer & Scott, Chicago.

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

representing



- WMOB Mobile, Ala.
- KTHS Hot Springs, Ark.
- KFMB San Diego, Calif.
- KWKH Shreveport, La.
- WCPO Cincinnati, Ohio
- WTJS Jackson, Tenn.
- WNOX Knoxville, Tenn.
- WMC Memphis, Tenn.
- KRIC Beaumont, Texas
- KWBU Corpus Christi, Texas
- KRLD Dallas, Texas
- WCHS Charleston, W. Va.
- WBLK Clarksburg, W. Va.
- WSAZ Huntington, W. Va.
- WPAR Parkersburg, W. Va.

XYZ

XYZIT SOOT ERADICATOR, Los Angeles, soot eradicator. S and N. Agency: Steller-Millar-Ebberts Adv., Los Angeles.

YAGER LINIMENT Co., Baltimore, liniment. S. Agency: Harvey-Massengale Co., Durham, N. C.

YELLOW CAB Co., San Francisco, Cab Service. N. Agency: Rhoades & Davis.

YORK KNITTING MILLS, Toronto. N. Agency: Cockfield, Brown and Co., Toronto.

YOUNG PEOPLE'S CHURCH OF THE AIR, Religious Talks. N. Agencies: R. H. Alber Co., Los Angeles, Cal., eff 1/19/41 Ivey & Ellington, Inc., Philadelphia.

W. F. YOUNG, Inc., Springfield, Mass., Absorbine Jr. Liniment. S. Agency: J. Walter Thompson, N. Y.

ZCMI, Salt Lake City, America's first department store. S.

ZERBST PHARMACAL Co., 2101 Messanie St., St. Joseph 28, Mo., Zerbat capsules, Choloryne cough syrup, E. A. Zerbat, president. Radio Appro.: \$3,500 to \$5,000. S. Agency: Potts-Turnbull, Kansas City.

ZONITE PRODUCTS Corp., Larvex division, also subsidiary, A. C. Barnes Co., Argvrol and Ovoferin, Forhan's Toothpaste. N. Agency: Erwin, Wasey & Co., N. Y.

ZUKOR'S, Inc., Los Angeles, Women's Dresses. N. Agency: John Barnes & Associates.



AMP

The World's Finest Music

For finer program building, an AMP license is essential . . . because it offers you

- A large and constantly increasing catalog of works by the world's greatest composers—more than 18,700 copyrights
- A famous list of works by Latin-American composers
- Distinguished works by modern American composers
- The best in contemporary music

ASSOCIATED MUSIC PUBLISHERS, Inc.
NEW YORK



B-M-I
Is Yours

Music is the broadcaster's first consideration in serving the public.

Serving radio so that radio can best serve that public is the objective to which BMI is dedicated.

THERE IS ALWAYS A BMI HIT
FOR YOUR SHOW

*No other broadcaster
can make this claim!*

**Only way to reach
the 5,000,000
radio listeners
of Michigan is
with the Michigan
Radio Network**

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
John Adaskin Productions	Toronto 1	67 Yonge St.	Elgin 9296	John Adaskin	Production, scripts, talent, phonograph records
Advance Television Picture Service Inc.	New York 19	729 Seventh Ave.	Bryant 9-5600		Motion pictures for television
Advertisers Recording Service Inc.	New York	113 W. 57th St.	Circle 6-0141	James A. Miller	Production, recording
Air Features Inc.	New York 17	247 Park Ave.	Wickersham 2-2700	J. E. Sauter	Production
Nicholas T. Agneta	New York 20	9 Rockefeller Plaza	Columbus 5-0232	Nicholas T. Agneta	Production, talent
Alton Alexander Radio Production	New York 20	Radio City	Columbus 5-8132	Lottie Ritter	Production, scripts, package programs
Norman Alexandroff	Chicago 10	410 S. Michigan Ave.	Wabash 6762	Norman Alexandroff	Production
All-Canada Radio Facilities Ltd.	Toronto 1 Montreal Winnipeg Calgary Vancouver	Victory Bldg. Dominion Square Bldg. Electric Ry. Chambers Southam Bldg. 198 W. Hastings St.	Elgin 2464 Lancaster 6400 96-861 M-7891 Marine 9542	G. F. Herbert Burt Hall P. H. Gayner H. R. Carson J. E. Baldwin	Transcriptions
Charles H. Allen Agency	New York	1270 Ave. Americas	Circle 7-4124	Charles H. Allen	Talent, script
Allied Record Mfg. Co.	Los Angeles 38	1041 N. Las Palmas Ave.	Hollywood 5107	Louis I. Goldberg	Transcription processing, phonograph records
All-Star Radio Productions	Hollywood 28	Taft Bldg.	Granite 6196	Myron Fox	Transcribed spot announcements, recording
American Foundation for the Blind	New York 11	15 W. 16th St.	Chelsea 3-2821	J. O. Kleber	Recording, phonograph records, talking books
American Institute of Food Products	New York 22	509 Madison Ave.	Plaza 3-7146	Robert A. Bories	Production
American Jewish Broadcasting Co. Inc.	New York 7	86 Chambers St.	Worth 2-3822	Herman Younglieh	Jewish programs
American Radio Syndicate	New York	1 E. 44th St.	Murray Hill 6-3489	Horton Hards	Script library
American Recording Artists	Hollywood 46 New York	686 N. Robertson Blvd. 313 W. 57th St.	Bradshaw 2-4388	Richard B. Morros Jack Young	Phonograph records
American Royal Productions	Oakland 3	7928 Michigan Ave.	Trinidad 6115	Scott Weakley	Recording, production
F. D. Anderson	St. Louis 1	Paul Brown Bldg.	Garfield 1055	F. D. Anderson	Production
Laura Arnold	New York 17	545 Fifth Ave.	Murray Hill 2-2795	Laura Arnold	Talent
Arthur H. Ashley	Newton, N. J.	911-F-5	Helen Clement	Foreign language programs
Arts Recording Studios	New York 19	29 W. 57th St.	Plaza 8-0407	M. Wankel	Recording, production, phonograph records
ASCAP Radio Program Service	New York 20	30 Rockefeller Plaza	Columbus 5-7464	John G. Paine	Syndicated scripts
Asch Recording Studios	New York 19	117 W. 46th St.	Bryant 9-3137	Moe Asch	Phonograph records
Associated Broadcasting Co.	Chicago 19	817 E. 92nd St.	Triangle 2244	Frank J. Kovach	Foreign language programs
Associated Broadcasting Co. Ltd.	Montreal 2 Toronto	Dominion Sq. Bldg. 199 Bay St.	Belair 8325 Waverly 8066	M. Maxwell M. R. Raymond	Production, scripts, recording, talent, transcriptions
Associated Program Service Inc.	New York 19	25 W. 45th St.	Bryant 9-0845	Harry E. Houghton	Recording, transcription library
Associated Releases	Hollywood 28	P. O. Box 1213	Hillside 0101	Arthur Solomon	Production, scripts, talent, transcriptions
Audio Recording Studio	Vancouver, B. C.	850 W. Hastings St.	Marine 9053	Walt Shinnick	Production, recording, scripts
Audio-Scriptions Inc.	New York 19	1619 Broadway	Circle 7-7690	Ezekiel Rabinowitz	Transcriptions (Library of Voices), recording
Basch Radio Productions	New York 17 Chicago Cleveland Boston Hollywood 28	17 E. 45th St. 223 N. La Salle St. Bulkeley Bldg. Statler Bldg. 6362 Hollywood Blvd.	Murray Hill 2-8877 State 5096 Prospect 2922 Hubbard 5225 Granite 6113	Charles J. Basch, Jr. F. R. Jones Alonzo Hawley Gertrude Saxe Homer Griffith	Transcriptions, production, scripts, talent, television programs
Don Bassett Productions	Toronto	1175 Bay St.	Kingsdale 7294	Don Bassett	Production, scripts
Batchelor Enterprises Inc.	New York 20	30 Rockefeller Plaza	Circle 6-4224	Walter Batchelor	Production, talent
Eddy Baudry Reg'd	Montreal	1318 Sherbrooke St. E.	Falkirk 2465	Yvette Baudry	Production, scripts, talent, translations
Marcel Baulu (Laboratoire de Redaction)	Montreal 25	1484 Ste. Catherine St. W.	Lancaster 9572	Madeleine Painchaud	Productions, scripts, talent, recording, translations
Beck Recording Studios	Minneapolis 3	1722 Hennepin Ave.	Atlantic 8901	R. C. Brown	Sound-Slide films, production, scripts
M. S. Bentham	New York	48 W. 48th St.	Bryant 9-1227	M. S. Bentham	Production, scripts
Berg-Allenberg Inc.	Beverly Hills, Cal.	121 S. Beverly Drive	Crestview 6-3131	Phil Berg Bert Allenberg	Production, talent
Stanley Bergerman & Co.	Beverly Hills, Cal.	9c29 Brighton Way	Crestview 6-3196	Stanley Bergerman	Talent, production, scripts
Harry Bentry	New York 19	1776 Broadway	Circle 6-7094	Harry Bentry	Talent, artists representative
Beverly Radio Sales & Service	Chicago	1805 W. 95th St.	Cedarcrest 4677	Roy Young	Recording
Walter Biddick Co. (Radio Programs Division)	Los Angeles 15	1151 S. Broadway	Richmond 6184	Walter Biddick	Recording, transcriptions
G. C. Bird & Associates	Hollywood 28	1745 N. Gramercy Pl.	Hempstead 1753	G. C. Bird	Transcriptions
Fritz Blocki Productions	New York 17	420 Madison Ave.	Plaza 9-6180	Fritz Blocki	Production, scripts
Joseph Bloom	New York 18	19 W. 44th St.	Vanderbilt 6-5080	Joseph Bloom	Production
East Recording Co.	New York 19	29 W. 57th St.	Plaza 8-8676	Rudolf Steiner	Production, recording, television programs
Richard Bradley & Associates	Chicago 6	20 N. Wacker Dr.	Randolph 9697	Richard Bradley	Recording, transcriptions, production, scripts, talent

(Continued on Page 372)



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(Continued from Page 368)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Briscoe & Goldsmith, Inc.	New York	522 Fifth Ave.	Murray Hill 2-6244	Johnson Briscoe George Goldsmith	Talent, scripts
Broadcast Music Inc. (BMI)	New York 19 Hollywood 28 Chicago 1	580 Fifth Ave. 1549 N. Vine St. 54 W. Randolph St.	Pennsylvania 6-5466 Hillside 7447 State 4188	Merritt E. Tompkins Eddie Janis Jimmie Cairns	Owners and distributors of music catalogues licensed for radio
Broadcast Productions	Chicago 4	25 E. Jackson Blvd.	Wabash 0711	John Stamford	Production, recording, talent, scripts, radio training
Broadcasting Program Service	New York 19	45 W. 45th St.	Bryant 9-4324	Herbert Rosen	Foreign language productions and transcriptions, scripts
Broadcast Recorders Inc.	Hollywood 28	1538 N. Cahuenga Blvd.	Hillside 1511	Charles A. Cooper	Transcriptions, recordings
Broadcast Recording Artists	Minneapolis 9	5821 Clinton Ave., S.	Colfax 6181	Thomas K. Scallen	Recording, production
Vic Brown	Chicago 1	221 N. La Salle St.	State 3310	Vic Brown	Talent, production
Bureau of Transcribed Education	Hollywood 28	Box 2222	Granite 7584	Jack Parker	Transcriptions, production, scripts
Al Burton "Teen Age" Radio Productions	Chicago 13	451 Melrose St.	Buckingham 1200	Al Goldstone	Production, talent, teen age syndicated scripts
Carl Byoir & Associates	New York 16 Washington 4, D. C. Chicago 4	10 E. 40th St. National Press Bldg. 310 S. Michigan Ave.	Ashland 4-3466 National 8028 Harrison 2022	Heleue J. Jordan William Wight George Dye	Business scripts
C & F Radio Productions	Hollywood 28	6365 Selma Ave.	Granite 4318	Leigh Crosby	Production, live and transcribed packaged programs
Campus Christian Recording Corp.	Los Angeles 21	1226 E. Eighth St.	Angelus 2-6442	Earle E. Williams	Religious program service
Capital Records Inc.	Hollywood 28	Sunset & Vine	Gladstone 2171	Glenn E. Wallicha	Phonograph records
Capitol Attractions Inc.	Hollywood 28	6425 Hollywood Blvd.	Hempstead 6841	Edward I. Fishman	Transcriptions, production, phonograph records, talent
Carson-Stempel Enterprises	Los Angeles	8736 Sunset Blvd.	Crestview 1-5121	Frank Stempel	Production
Chamberlain Brown	New York 19	145 W. 45th St.	Bryant 9-8480	Chamberlain Brown	Production, talent, scripts
Bruce Chapman Co.	New York 18 Boston 15	145 W. 41st St. 21 Brookline Ave.	Wisconsin 7-9244 Commonwealth 0800	Bruce Chapman Charles Forrester	Production
Mary D. Chase Productions	New York 18	234 W. 44th St.	Chickering 4-5141	Edward Hall	Production, scripts, talent
Chicago Recording Studios Inc.	Chicago 4	64 E. Jackson Blvd.	Webster 7288	Robert Kittinger	Recording service
Chicago Tribune-New York News Syndicate Inc.	New York 17	220 E. 42nd St.	Murray Hill 2-1234	Arthur W. Crawford	Newspaper features adaptable to broadcasting
Arthur B. Church Productions	Kansas City 6	Pickwick Hotel	Harrison 2650	George E. Halley	Transcriptions
Cine-Television Studios Inc.	New York 17	25 Vanderbilt Ave.	Murray Hill 5-2874	Fred H. Fidler	Production and syndication of television film; production of live television programs
Civic Concert Service, Inc. (Subsidiary of Natl. Concerts & Artists Corp.)	New York 22	711 Fifth Ave.	Plaza 3-0820	O. O. Bortoff	Promotion of civic music associations
Clark Phonograph Record Co.	Harrison, N. J.	718 Wilhelm St.	6-4773	George H. Clark	Transcriptions, phonograph records
Leslie Clucas	Chicago 1 Hollywood 28	333 N. Michigan Ave. 6331 Hollywood Blvd.	Franklin 7160 Hollywood 5111	Leslie Clucas	Live and recorded package shows, production, talent
M. M. Cole Transcription Library	Chicago 5	823 S. Wabash St.	Harrison 7461	Sanford Skinner	Transcription library
Ted Collins Corp.	New York 23	1819 Broadway	Circle 7-0094	Ted Collins	Talent, production
Columbia Recording Corp (Subsidiary of CBS)	New York 19 Hollywood Chicago	799 Seventh Ave. 6624 Romaine St. 410 N. Michigan Ave.	Circle 5-7300 Granite 4134 Whitehall 6000	Joseph Higgins Andrew J. Schrade Girard D. Ellis	Recording, transcriptions
Columbia Concerts Inc.	New York 19 Chicago 11	113 W. 57th St. Wrigley Bldg.	Circle 7-6900 Superior 2542	Arthur Judson Arthur Wisner	Talent
Commercial Broadcasting Services Ltd.	Toronto	45 Richmond St. W.	Elgin 2825	E. A. Byworth	Transcriptions, production
The Compo Co. Ltd.	Lachine, Que.	485 18th Ave.	Dexter 0905	R. A. Chislett	Processing transcriptions and recordings
Consolidated Radio Artists Inc.	New York 20	30 Rockefeller Plaza	Columbus 5-3580	Charles E. Green	Talent
Continental Radio Productions	Hollywood 28	6381 Hollywood Blvd.	Hempstead 8171	Hal Ayres, Jr.	Recording, production, scripts, transcriptions, phonograph records, talent
Hallam Cooley Agency	Hollywood 46	9111 Sunset Blvd.	Crestview 5-6161	Hallam Cooley	Talent
Frank Cooper Associates	New York	521 Fifth Ave.	Vanderbilt 6-5661	Frank Cooper	Talent
Jack L. Cooper Radio Adv. Service	Chicago 43 Chicago 12	1335 W. 111th Pl. 14 N. Western Ave.	Beverly 2056 Monroe 9060	Jack L. Cooper Jack L. Cooper	Production, scripts, phonograph records, talent
Co-operative Broadcasting Service	Chicago 4	Board of Trade Bldg.	Wabash 6243	Thomas Albert Gannon	Transcribed programs
Louis G. Cowan & Co.	Chicago 3	8 S. Michigan Ave.	Randolph 2022	Lou Cowan	Production
Criterion Radio Features	Chicago 1	360 N. Michigan Ave.	Central 1453	William E. Walbaum	Production, transcribed radio features
Everett N. Crosby Ltd.	Los Angeles 46	9028 Sunset Blvd.	Crestview 1-1171	E. N. Crosby	Production, talent
Cruger Radio Productions	Hollywood 28	5800 Carlton Way	Hempstead 8254	Paul Cruger	Transcriptions, scripts, television and telefilm production
Patrick Michael Cuning	Hollywood 28	6530 Sunset Blvd.	Hillside 5915	Patrick M. Cuning	Radio-television programs, transcriptions, television production
Damon Transcription Laboratory	Kansas City 6	1221 Baltimore Ave.	Victor 2585	Victor Damon	Recording, production, talent, script, phonograph records
Decca Records Inc.	New York 19	50 W. 57th St.	Columbus 5-2300	Edward R. Strauss	Phonograph records, transcriptions
Dial Programs	New York 22 Dayton	745 Fifth Ave. 121 N. Main St.	Eldorado 5-1430 Adams 3288	Lawrence Golden J. P. Williams	Transcriptions, production, talent
Disco Recording Co. Inc.	St. Louis 1	Arcade Bldg.	Chestnut 5937	O. R. Reichenbach	Recording, phonograph records, production, transcriptions
Alfred Dixon Productions	New York 17	424 Madison Ave.	Plaza 8-1246	Alfred Dixon	Production

(Continued on Page 376)

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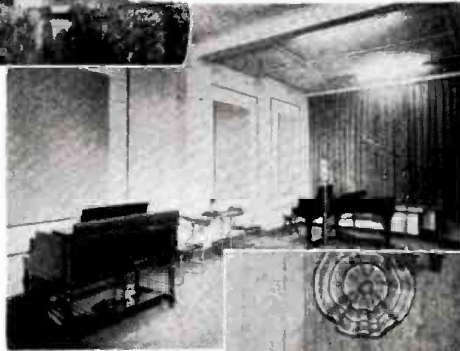
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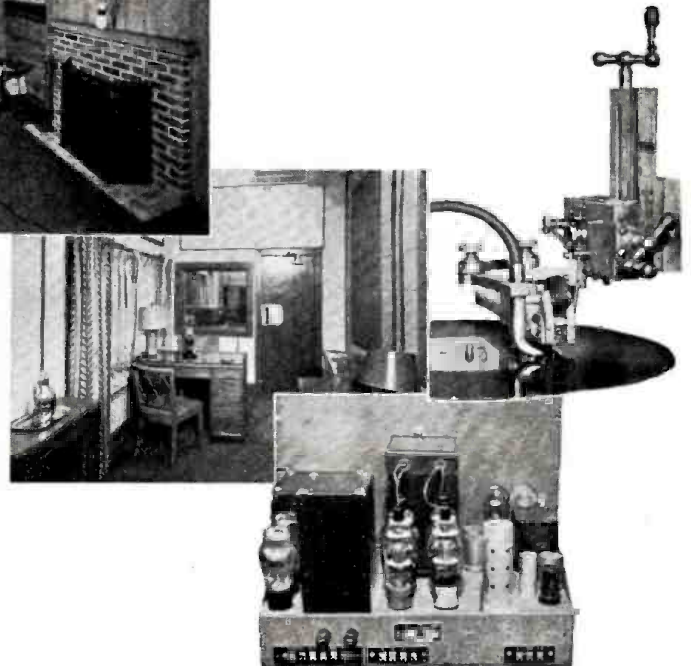
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[Continued from Page 372]

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William B. Dolph Radio Productions	Washington 6	Barr Bldg.	District 2717	William B. Dolph	Talent
Dominion Broadcasting Co.	Toronto	4 Albert St.	Adelaide 3383	Hal B. Williams	Transcriptions, production, scripts, recording
Walter P. Downs Ltd.	Montreal	Dominion Sq. Bldg.	Marquette 6368	Walter P. Downs	Production, recording, scripts, talent
Draesemer Radio Productions	Hollywood 27	5205 Hollywood Blvd.	Hillside 1782	Isabelle Draesemer	Production, scripts
Harry S. Dube	New York 20	1270 Sixth Ave.	Columbus 5-7035	J. Knight	Talent, production, scripts transcriptions
Durieux Enterprises	Montreal 2	1396 St. Catherine St. W.	Lancaster 7445	André Durieux	Production, talent
Eccles Disc Recordings Inc.	Hollywood 28	6233 Hollywood Blvd.	Hillside 8351	C. R. Alford	Recording, transcriptions
Charles Eckart Co.	Los Angeles 27	4918 Santa Monica Blvd.	Olympia 2901	Charles G. Eckart	Phonograph records
Electro-Vox Recording Studios	Hollywood 38	5546 Melrose Ave.	Gladstone 2189	Bert B. Gottschalk	Recording, phonograph records
W. M. Ellsworth	Chicago 1	75 E. Wacker Drive	Central 0942	W. M. Ellsworth	Production, talent, transcriptions
Empire Broadcasting Corp.	New York 17	480 Lexington Ave.	Plaza 8-3360	Fred De Jaager	Production, recording, transcriptions
Lawrence Evans Artist Management Inc. (Division of Columbia Concerts Inc.)	New York 19	113 W. 57th St.	Circle 7-6900	Lawrence Evans	Talent
Exclusive Radio Features Co. Ltd.	Toronto 23	14 McCaul St.	Adelaide 5112	George W. Halnan	Production, transcriptions, recording
F & M Stageshows Inc.	New York 18	1501 Broadway	Chickering 4-3956	Charles E. Toffler	Production, scripts, talent
Fadiman Associates Ltd.	New York 18	1501 Broadway	Lackawanna 4-3544	Edwin Fadiman	Production
Famous Artists Corp.	Beverly Hills, Cal.	9441 Wilshire Blvd.	Crestview 1-5222	Thomas A. McAvity	Talent, production, packaged programs, writers, scripts
Fanchon & Marco Inc.	Los Angeles 13	323 W. Sixth St.	Michigan 7321	Marco Wolf	Production, talent
Feature Bureau	New York 18	152 W. 42nd St.	Wisconsin 7-9715	Marion Cahn	Production, scripts, transcriptions
Feature Productions	Chicago	228 N. LaSalle St.	State 8999	Dan Donaldson Georgene O'Donnell	Package shows, production
Featured Artists Service	New York 17	247 Park Ave.	Plaza 5-5044	Maurice Scopp	Talent, scripts
Herman Fialkoff Attractions	New York 17	545 Fifth Ave.	Vanderbilt 6-1807	Herman Fialkoff	Talent
Fidelity Recording Studios	Cincinnati 2	Box 775	Main 0172	Elmer Seibert	Recording
Film Associates	Dayton 9	440 E. Schantz Ave.	Walnut 2164	I. G. Gibbs	Recording, industrial motion pictures and slides

(Continued on Page 378)

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Carl Fischer Inc.	New York 19	119 W. 57th St.	Circle 7-2965	Fred Herbert-Oettgen	Recording, production, transcriptions
Edward I. Fishman	Hollywood 28	6425 Hollywood Blvd.	Gladstone 6303	Edward I. Fishman	Recording, production
Fortune Radio Productions	New York 22	509 Madison Ave.	Eldorado 5-6397	Bernard J. Goldstein	Production
Harry E. Foster Agencies Ltd.	Toronto Vancouver, B. C. Montreal	King Edward Hotel 119 W. Pender St. Sun Life Bldg.	Elgin 6373 Pacific 8024 Belair 1984	Harry E. Foster Larry Webster J. C. Nicholls	Recording, production, scripts, talent
Bernie Foyer	New York	227 W. 45th St.	Circle 6-6600	Bernie Foyer	Talent
Freddie Fralick Management	Los Angeles 46	8739 Sunset Blvd.	Crestview 5-6111	Freddie Fralick	Talent
George Frank Inc.	Hollywood 28	1626 N. Vine St.	Hillside 3188	George Frank	Talent, writer
Frankay & Jackson Recording Studios Inc.	New York 19	48 W. 48th St.	Longacre 5-0242	Harry Jackson	Recording, production, transcriptions, talent
Frederick Bros. Agency	New York 24 Chicago 1 Hollywood 46	RKO Bldg. 75 E. Wacker Dr. 8584 Sunset Blvd.	Circle 6-2144 State 0003 Crestview 1-6244	B. W. Frederick W. Carl Snyder L. A. Frederick	Production, talent
Frieda Fishbein	New York 18	11 W. 42nd St.	Longacre 5-1379	Frieda Fishbein	Scripts, production, talent
Frontenac Broadcasting Agency	Toronto 1	394 Bay St.	Waverly 4635	Garnet J. Carter	Production, transcriptions, talent
Allen A. Funt Radio Productions	New York 17	52 Vanderbilt Ave.	Murray Hill 4-6148	Allen A. Funt	Production, scripts
Gale Inc.	New York 19	48 W. 48th St.	Longacre 3-0350	Moe Gale	Talent
Gamble Recording Studio	Chicago 4	228 S. Wabash Ave.	Harrison 1360	Frank Westphal	Recording
General Amusement Corp.	New York 20 Chicago 1 Hollywood 46 Cincinnati	1270 Ave. of Americas 360 N. Michigan Ave. 9028 Sunset Blvd. Carew Tower	Circle 7-7550 State 6288 Crestview 1-8101 Main 1197	Thomas G. Rockwell Robert L. Weems Ralph Wonders Arthur Frew	Production, talent, scripts
General Sound Corp.	New York 19 Washington 5	29 W. 57th St. 1124 Vermont Ave., N. W.	Plaza 3-3015 Republic 1984	D. Vanston Robert J. Coar	Recording, production, scripts, talent
Mitchell Gertz Agency Inc.	Los Angeles 46	8979 Sunset Blvd.	Crestview 1-5669	George Ullman	Talent
John E. Gibbs & Co.	New York 20	9 Rockefeller Plaza	Columbus 5-6402	John Gibbs	Production, scripts, talent
Grace Gibson Radio Productions	Hollywood 28	1651 Cosmo St.	Granite 5543	Bertha Gibson	Transcriptions
Eve Gincher	New York 18	112 W. 42nd St.	Bryant 9-8799	Eve Gincher	Talent
Nat C. Goldstone Agency	Hollywood 46	9121 Sunset Blvd.	Crestview 6-1071	Charles Koren	Talent, writers
Harry S. Goodman Radio Productions	New York 22	19 E. 53rd St.	Wickersham 2-3338	Harry S. Goodman	Production, syndicated transcriptions, scripts, talent

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IN THE PROGRAM CENTER OF RADIO, advertisers who want their own custom-built programs . . . from spot announcements to half-hour productions . . . specify the facilities of the Recording Sales Department. An experienced staff creates the idea, writes the script, produces the show, records it, processes the record, manufactures the pressings and distributes them to specified destinations throughout the country. Recording Sales also furnishes such services as studio rental, recording and manufacturing of agency-produced shows, instantaneous recording, off-the-line recording, or reference recording for advertisers, agencies and talent.

REMEMBER—Unexcelled radio-recorded programs and the most complete recording service available for every type of client—“This is the NBC Radio-Recording Division”



A Service of Radio Corporation of America

NBC

RADIO-RECORDING DIVISION

AMERICA'S NUMBER ONE SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, New York • Chicago • Washington • Hollywood • San Francisco

Directory of Transcription, Production and Related Services

[Continued from Page 378]

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Gordon Publications & Broadcasting Co.	Los Angeles 13	356 S. Broadway	Mutual 8620	Edgar Gordon	Recording, production, scripts, talent
Gordoni Radio & Recording Co.	Chicago 5	1258 S. Michigan Ave.	Webster 2161	Lilla Gordoni	Production, recording, talent; school of radio and television technique
Ben Greene Film Productions	New York 19	48 W. 48th St.	Longacre 5-8250	Ben Greene	Recording, production, phonograph records
Al Grossman	New York 20	RKO Bldg.	Circle 5-8422	Al Grossman	Talent
Sylvia Hahlo	New York 22	711 Fifth Ave.	Plaza 3-0820	Sylvia Hahlo	Talent
Mitchell J. Hamilburg Agency	Hollywood 46	8780 Sunset Blvd.	Crestview 1-5108	M. J. Hamilburg Irving Fromer	Talent, writers, packaged production
Mark Hanna	New York 21	654 Madison Ave.	Regent 4-6250	Mark Hanna	Talent
Harris & Steele Inc.	New York 23	50 W. 67th St.	Endicott 2-9555	Helen Steele	Production, talent
Harvey & Howe Inc.	Chicago 11 New York 17	919 N. Michigan Ave. 295 Madison Ave.	Superior 4930 Lexington 2-0257	W. S. Harvey, Jr. D. F. Kronquist	Scripts, recording, production
Leland Hayward Inc.	New York 22 Beverly Hills	444 Madison Ave. 9370 Burton Way	Eldorado 5-4100 Crestview 6-2001	Herb Rosenthal Douglas Whitney	Talent, production, scripts
George Heid Productions	Pittsburgh	Century Bldg.	Grant 3696	George Heid	Recording, production, scripts, talent, transcriptions
Walter Herzbrun Agency	Los Angeles 46	9000 Sunset Blvd.	Crestview 6-4157	Walter Herzbrun	Talent
Hispano Broadcasting Co.	Los Angeles 12	105 E. First St.	Michigan 4433	Tony Sein	Spanish programs
William F. Holland Agency	Cincinnati 2	Hotel Sinton	Main 3450	William F. Holland	Production, transcriptions, talent, scripts
Hollywood Associate Producers	Los Angeles 13	303 Continental Bldg.	Chet Peterson	Production, scripts, transcriptions
Hollywood Radio Transcriptions Inc.	Los Angeles 16	2919 S. Norton Ave.	Republic 5354	Walter Addison Watson	Transcriptions
Institute of Oral and Visual Education	New York 17	101 Park Ave.	Caledonia 5-7530	A. R. Steinberg	Recording, production
Inter-California Broadcasting System	Los Angeles 12	253 S. Broadway	Mutual 2759	Gustavo Faist Moran	Spanish programs
Intercontinental Engineering Equipment Co.	New York 17	101 Park Ave.	Caledonia 5-7530	A. Ralph Steinberg	Transcribed programs, production, scripts
International Artists Inc.	Hollywood 28	5909 Sunset Blvd.	Hollywood 7391	H. Dixon McCoy	Recording service
International Commercial Broadcasting Co.	Chicago	3212 W. Roosevelt Rd.	Van Buren 6680	Max Sosewitz	Jewish programs
International Productions Ltd.	Toronto	King Edward Hotel	Elgin 6376	Arthur R. Tidy	Recording, production, scripts, talent

(Continued on Page 384)

MOST MODERN RECORDING STUDIOS

R. C. A. & Western Electric Equipment
Masters — Pressings — Vinylite — Shellac
Off-The-Air Recordings
Records copied — Wire Recorder
COMPLETE RADIO PRODUCTION FACILITIES



Studios equipped with Paly-cylindrical Wall sound treatment

UNITED BROADCASTING CO.
64 East Lake St. Chicago, Ill.
Franklin 6001

FUTURE UNLIMITED!



PRODUCER'S REPRESENTATIVE'S
PACKAGED SHOWS — DRAMATIZED SPOTS — SCRIPT SERVICE



SYNDICATED RADIO PRODUCTIONS

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812 ROBINS STREET - VANCOUVER, B. C., CANADA - TELEPHONE MARINE 1271

BROADCASTING • Telecasting

"ADVENTURES BY MORSE"

A transcribed show definitely big time in writing, production, direction and casting . . . a quality transcribed series that will build an enthusiastic listening audience for any station . . . for any sponsor.



CARLTON E. MORSE

Written and produced by America's number one radio writer-director. The man who gave you:

"ONE MAN'S FAMILY"

"I LOVE A MYSTERY"

"HIS HONOR, THE BARBER"



CAPTAIN FRIDAY

Carlton E. Morse

52 episodes of
"ADVENTURES BY MORSE"

now guaranteed
Audition Discs Available

26 different sponsors have pre-tested the
pulling power of the program.

WRITE - WIRE - PHONE
for a list of available markets

*"Adventures by Morse" is available now as a half
hour transcription for release once weekly.

WRITE - WIRE - PHONE
CARLTON E. MORSE
PRODUCTIONS

1500 Vine St., Hollywood
HO 6161

*Unavailable for sponsorship by Beer, Ale, Yeast
or Gelatin accounts.

Directory of Transcription, Production and Related Services

(Continued from Page 382)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
International Radio Productions	Chicago 1	203 N. Wabash	Central 4194	E. Jerry Walker	Television production, transcriptions, talent
Lou Irwin Inc.	Hollywood 46 New York	9134 Sunset Blvd. 1776 Broadway	Crestview 1-7131 Columbus 5-5148	Dorothy B. Staff Billy Kent	Talent, production, recording, scripts, transcriptions
Fred Jacky Productions	Chicago 11	520 N. Michigan Ave.	Delaware 3262	Christine Blackie	Production, recording, package shows
Harry Jacobs Productions	Hollywood 46	8820 Sunset Blvd.	Crestview 5-2871	Harry Jacobs	Transcribed shows
Sam Jaffe Agency	Hollywood 46 New York	8553 Sunset Blvd. 119 W. 57th St.	Crestview 6-6121 Circle 7-2346	Bert D. Prager Gloria Safer	Talent, production, scripts, transcriptions, package shows
J. M. Rush Jermon	New York 14	155 E. 44th St.	Murray Hill 2-6236	Rush Jermon	Talent
Jimmy Jones Recording Studios	Hollywood 28	1665 N. Cherokee Ave.	3636	Jimmy M. Jones	Recording, transcriptions, phonograph records
Kane-Armstrong Agency	Hollywood 46	8584 Sunset Blvd.	Crestview 6-2396	Walter Kane Sam Armstrong	Talent, writers
Kasper-Gordon Inc.	Boston 16	140 Boylston St.	Devonshire 7347	Edwin H. Kasper Aaron S. Bloom	Production, syndicated transcriptions, recording
Kated Co.	(See Ted Collins listing)				
John Keating	Portland 5, Ore. Seattle 1	Studio Bldg. Douglas Bldg.	Beacon 4107 Elliott 3800	John Keating Lee Bishop James McLoughlin	Production, recording, scripts, talent, transcriptions
David Wayne Kennedy	Los Angeles 44	1206 W. 101st St.	Pleasant 1-2240	David W. Kennedy	Recording, production
Kent-Johnson Inc.	New York 19	34 W. 53rd St.	Plaza 3-7246	Austen Croom-Johnson	Production, transcriptions
Kermit-Raymond Corp.	New York 22 Cleveland Chicago Rochester, N. Y. Beverly Hills, Cal.	8 E. 52nd St. Bulkley Bldg. 228 N. La Salle St. 6 George St. 9671 Burton Way	Eldorado 6-5511 Prospect 2922 State 5096 Stone 6360 Bradshaw 2-3211	Raymond R. Green Alonzo Hawley F. R. Jones John E. Allen S. Lambert	Production, scripts, transcriptions
Sam Kerner Agency	Hollywood 28	6605 Hollywood Blvd.	Hillside 7239	Sam Kerner	Production, transcriptions, phonograph records, talent
Key Recordings	New York 17	103 Park Ave.	Murray Hill 5-9434	Andrew Portnow	Phonograph records
King Features Syndicate	New York 17	235 E. 45th St.	Murray Hill 2-5600	Chester L. Weil	Newspaper features adaptable to broadcasting
Al Kingston & Co. Inc.	Los Angeles 46	8582 Sunset Blvd.	Crestview 1-8161	Al Kingston	Talent
Laboratoire de Redaction	Montreal	1434 St. Catherine St. W.	Lancaster 9572	Marcel Baulu	Scripts
A. B. Landau Adv. Agency	New York 7	270 Broadway	Rector 2-5341	Paul Berkowitz	Production, scripts, talent
Lang-Worth Feature Programs Inc.	New York 19	113 W. 57th St.	Circle 6-7410	C. O. Langlois	Production, transcriptions, talent transcription library
Ted Lesser Agency	Los Angeles 46	8820 Sunset Blvd.	Crestview 1-5169	Ted Lesser	Talent
M. C. Levee	Hollywood 46	1300 N. Crescent Heights Blvd.	Gladstone 3115	S. M. Levee	Talent
W. Biggie Levin	Chicago 11	612 N. Michigan Ave.	Superior 0506	W. Biggie Levin	Talent, production, scripts, transcriptions
Jack Lewis Theatrical Enterprises	New York 19	1564 Broadway	Longacre 5-8176	Sam Samuels	Production, talent, scripts
Lichtig-Englander Agency	Los Angeles 46	8776 Sunset Blvd.	Crestview 1-2141	Harry H. Lichtig	Talent
George Logan Price Inc.	Los Angeles 6	946 S. Normandie Ave.	Federal 7372	G. L. Price	Transcriptions, scripts
Lord Inc.	New York 22	501 Madison Ave.	Wickersham 2-2211	Dorothy E. Levy	Package shows
Estelle Lutz Artists Bureau	Chicago 4	310 S. Michigan Ave.	Harrison 3435	Estelle Lutz	Production, talent, scripts
A & S Lyons Inc.	New York 22 Beverly Hills	515 Madison Ave. 355 N. Camden Drive	Plaza 3-5181 Crestview 1-6131	Irene Etkin Harry Ommerie	Talent, package production
C. P. MacGregor Sound Studios	Los Angeles 5	729 Western Ave.	Fitzroy 4191	C. P. MacGregor	Recording, production, transcriptions
Majestic Records Inc.	New York 19	29 W. 57th St.	Plaza 5-2621	James J. Walker (President)	Recording, record manufacturers
Management Corp. of America	New York 22	745 Fifth Ave.	Wickersham 2-8900	Herbert I. Rosenthal	Production and management
Gene Mann-Jess Smith Inc.	Hollywood 46	8949 Sunset Blvd.	Crestview 1-1135	Gene Mann Jess Smith	Talent, writers
McDonald Recording & Engineering Service	Los Angeles 36	415 N. Harper Ave.	Wyoming 0302	Clifford C. McDonald	Transcriptions, recordings
Alexander McQueen	Chicago 11	185 E. Chestnut St.	Superior 9139	Alexander McQueen	Production, scripts
Melchor Guzman Co. Inc.	New York 20	45 Rockefeller Plaza	Circle 7-0624	A. M. Martinez	Scripts for Latin American stations
Melodiac Recording Co.	Hollywood 28	6625 Sunset Blvd.	Gladstone 3323	Daniel O'Brien	Recording, phonograph records, scripts
Melody Inc.	Miami Beach Ft. Lauderdale	1101 Lincoln Road 701 E. Las Olas Blvd.	5-1181 131	Frederick R. Merritt Carl V. Schwerdt	Transcriptions, wired music service
Melotone Recording Studio	New York 23	25 Central Park W.	Circle 6-1366	Mera M. Weinstock	Recording, transcriptions
Edward Meltzer Productions	Chicago 4	64 E. Jackson Blvd.	Webster 4687	Edward Meltzer	Transcriptions, production, talent
Mercury Recording Studios	Chicago 11	232 E. Erie St.	Delaware 4786	Jack Brinkley	Recording, production, transcriptions
Merritt Productions Inc.	New York 18	19 W. 44th St.	Vanderbilt 6-5080	Joseph Bloom	Recording, production, scripts, transcriptions, talent
Metro Artists Bureau	New York 19	730 Fifth Ave.	Circle 6-8471	Ted Nelson	Talent
Metropolitan Broadcasting Service Ltd.	Toronto 1	21 Dundas Sq.	Adelaide 0181	Don E. Wright	Production, scripts, recording, talent
Metropolitan Recording Studios	New York 19	1697 Broadway	Circle 7-3428	Stanley Roth	Recording, phonograph records

(Continued on Page 386)

The

BIG

Syndicated Transcription News of 1946!

National—regional—and local sponsors find Kasper-Gordon syndicated transcriptions productive and economical—have been finding them so for nearly 16 years. Today our shows play on more than 600 stations, as well as in Canada, Newfoundland, Australia, New Zealand, Panama, and other countries. The programs listed below, all available for immediate delivery, have been selected as those which will make top transcription news in America during 1946. They are not only GOOD shows. They will BUILD AUDIENCE and SELL MERCHANDISE. And, of course, they are available at low syndicated cost to one sponsor in a market.

"THE THEATRE OF FAMOUS RADIO PLAYERS"

Directed by Les Mitchell, one of radio's top directors who produced and directed such nationally known programs as "Coronet Little Show", "Helen Trent", "Backstage Wife", "Stars Over Hollywood", "Manhattan Mother" and others. And starring such Hollywood network talent as Lureen Tuttle, Marvin Miller, Jack Edwards, Forrest Lewis, Joe Kearns, Peggy Webber, Sharon Douglas, Perry Ward, and others—in a series of original half-hour shows. This program will compete with ANY network dramatic show, has already proved its pulling power in many cities. 26 half-hours now ready.

"EAT-ITORIALLY SPEAKING"

The most original and interesting FOOD show ever produced. NOT A COOKING program. It's a show that men enjoy as much as women. It contains the greatest collection of valuable information on food ever presented on the air. Dick Stone, the star, has completed more than 1500 broadcasts on Station WIRE in Indianapolis, where he has helped food manufacturers and distributors, grocers, restaurants, public utilities and cooking utensils manufacturers to smash all sales records. 78 ¼-hour shows ready.

ALSO: "SONGS OF CHEER & COMFORT", 52 ¼-hours starring Richard Maxwell in Gospel Songs; "THE VAGABOND ADVENTURER", 39 ¼-hours starring Tom Terrias; "ONE I'LL NEVER FORGET", 156 5-minute sports programs starring Jack Stevens; "TWILIGHT TALES", 94 ¼-hours starring Elinor Gene; "FUN WITH MUSIC", 26 ¼-hours starring Sigmund Spaeth 'The Tune Detective'; "FAMOUS MOTHERS", 78 5-minute shows starring Jane Dillon; "DAN DUNN, SECRET OPERATIVE No. 48", 78 ¼-hours based on the famous newspaper cartoon strip; "JERRY & SKY, THE MELODY MEN", 204 5-minute hill-billy shows; "UNCLE JIMMY", 156 ¼-hours starring William Farnum; "FURS ON PARADE", 26 ¼-hours which have smashed records for more than 200 fur retailers; and others. ALL TESTED—ALL WITH PROVEN RECORDS OF SUCCESS!

Write or Wire for Audition Samples, Presentation Material, Availabilities and Costs

Kasper-Gordon, Incorporated

140 BOYLSTON STREET ★ BOSTON 16, MASSACHUSETTS

ONE OF THE COUNTRY'S LARGEST PRODUCERS AND DISTRIBUTORS OF SUCCESSFUL SYNDICATED TRANSCRIBED PROGRAMS

Directory of Transcription, Production and Related Services

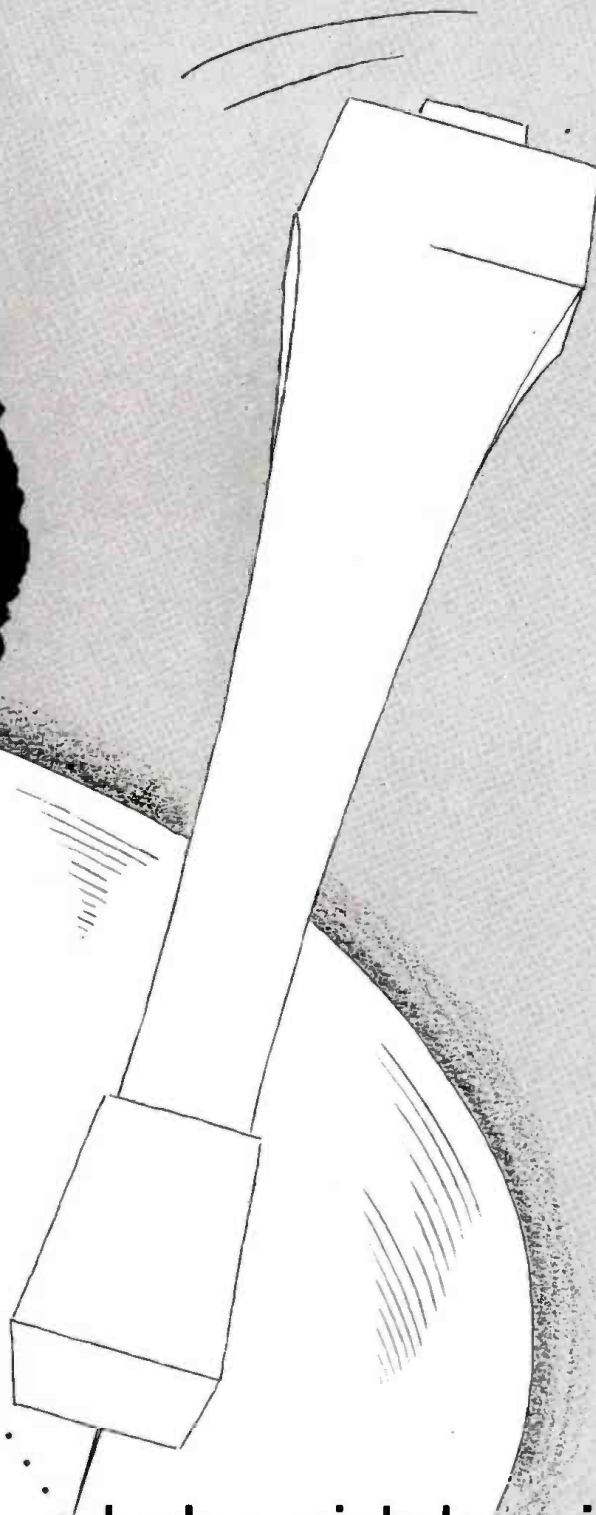
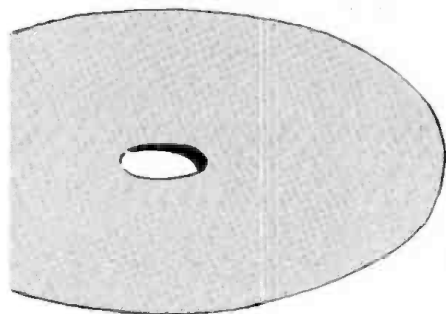
(Continued from Page 384)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Charles Michelson Inc.	New York 18 Los Angeles Richmond, Ind. Toronto Sydney, Australia London, England	87 W. 44th St. 1344 S. Flower St. So. First and B Sts. Bank of Commerce Bldg. 29 Bligh St. Holme Lacy Road	Murray Hill 2-3376 Prospect 2035 1117 Elgin 1165 BW 4681 Hereford 2-940	Charles Michelson Philip Johnson Harry Gennett, Jr. R. E. McGuire Grace Gibson E. R. Voigt	Sound effects library, transcriptions, production
Michelson & Sternberg Inc.	New York 18	67 W. 44th St.	Murray Hill 2-5421	A. Michelson	Exporters of electrical transcriptions and sound effect records
Mid-West Transcriptions Inc.	Minneapolis 16	4829 Minnetonka Blvd.	Walnut 9131	K. L. Sueker	Recording service
Allan H. Miller Productions	Toledo 2	Bell Bldg.	Emerson 2963	Allan Miller	Production, scripts, transcriptions, talent
Miller Broadcasting System Inc.	New York 19	113 W. 57th St.	Circle 6-0141	James A. Miller	Millertape recording
Miracoustic Recording Studios	(See Carl Fischer Inc. listing)				
Modern Transcription Studios	Dallas 1	Southland Life Bldg.	Central 7996	Harvey R. Boyd Walter F. Turner	Transcriptions
Monter-Gray Inc.	Hollywood 46	8736 Sunset Blvd.	Crestview 1-1191	Edward M. Gray	Talent, writers, production
Moonbeams Broadcasts Inc.	New York 19	8 W. 45th St.	Murray Hill 2-7471	Lillian Stewart	Production, talent, package shows
William Morris Agency	New York 20 Beverly Hills Chicago	1270 Avenue of Americas 202 N. Canon Dr. 203 N. Wabash Ave.	Circle 7-2160 Crestview 1-6161 State 3632	William B. Murray Geo. Gruskin Read Wight	Talent
Leo Morrison Inc.	Beverly Hills	204 S. Beverly Dr.	Crestview 1-9191	Leo Morrison	Talent, scripts
Carlton E. Morse Productions	Hollywood 28	1500 Vine St.	Hollywood 6161	Clinton E. Twiss	Transcriptions, package shows, production, scripts
Motion Picture Productions Inc.	Cleveland 13	Rockefeller Bldg.	Prospect 4900	Donald C. Jones	Recording, scripts, talent, production of visual education media, transcriptions
Music City	Hollywood 28	1501 N. Vine St.	Hollywood 8211	Hugh J. Claudin	Recording service
Music Corp. of America	Chicago 11 New York 22 Beverly Hills Detroit Cleveland Dallas	430 N. Michigan Ave. 745 Fifth Ave. 3270 Burton Way Book Bldg. Union Commerce Bldg. Tower Petroleum Bldg.	Delaware 1100 Wickersham 2-8900 Crestview 6-2001 Randolph 2504 Cherry 6010 Central 1448	M. B. Lipsey D. A. Werblin Taft Schreiber D. G. Barton D. G. Barton Norman Steppe	Talent, production, syndicated transcriptions
Musicaft Corp.	New York 19	40 W. 46th St.	Bryant 9-0320	Paul Puner	Phonograph records
Music Maker Productions	Chicago 11	154 E. Erie St.	Delaware 5686	Wendell Hall	Musical spot programs
Mutual Recording Co.	Hollywood 27	5205 Hollywood Blvd.	Hillside 1782	Morris S. Lotterman	Transcriptions, recordings
Muzak Corp.	New York 19	151 W. 46th St.	Bryant 9-1246	Harry E. Houghton	Vertical and lateral recording service, production, phonograph records, transcription library
National Artists' Bureau	Chicago 1	203 N. Wabash Ave.	Randolph 3858	Phil Phillips	Production
NBC Radio-Recording Division	New York 20 Chicago 54 Washington 5, D. C. Hollywood 28 San Francisco 2	30 Rockefeller Plaza Merchandise Mart Trans-Lux Bldg. Sunset Blvd. and Vine Taylor and O'Farrell Sts.	Circle 7-8300 Superior 8300 Republic 4000 Hollywood 6161 Greystone 8700	C. Lloyd Egner Frank E. Chizzini Ward Hubbard Oscar C. Turner Robert Z. Morrison, Jr.	Transcription library (Thesaurus), syndicated programs, production, scripts, recording
National Concert & Artists Corp.	New York 22 Chicago 54 Los Angeles 46 San Francisco 4	711 Fifth Ave. Merchandise Mart 3095 Sunset Blvd. 79 Post St.	Plaza 3-8820 Superior 4042 Crestview 1-7121 Exbrook 8083	Alfred H. Morton Sam Harrington Helen Ainsworth Larry Allen	Talent, production, package programs
National Recording & Film Corp.	Chicago 6	20 N. Wacker Dr.	Randolph 9697	Richard Bradley	Recording, transcriptions, phonograph records, talent, scripts
National Sound Corp.	New York 23	1841 Broadway	Columbus 5-5480	A. B. Green	Phonograph records, production
Neblett Radio Productions	Chicago 1	360 N. Michigan Ave.	Central 4144	Morton Jacobson	Production, transcriptions
Neff Radio Productions	Detroit 26	Stroh Bldg.	Randolph 3006	M. A. Neff	Production, scripts, recording
Ted Nelson Associates	New York 19	730 Fifth Ave.	Circle 6-8470	Ted Nelson	Production, scripts, recording
Bert Nevins Associates	New York 18	Newa-Week Bldg.	Wisconsin 7-9715	Bert Nevins	Syndicating service (scripts)
New England Cupboard	Boston 16	Statler Bldg.	Hancock 4460	Connie Stackpole	Women's programs
New Tools for Learning	New York 16	280 Madison Ave.	Lexington 2-8076	Raymond C. Lewis (On leave)	Educational recordings
Meyer B. North	New York 19	1564 Broadway	Bryant 9-6847	Meyer B. North	Talent
John O'Connor	New York 19	1697 Broadway	Circle 6-8630	John O'Connor	Talent, production, scripts
Eugene P. O'Fallon Inc.	Denver 2	Albany Hotel	Keystone 0178	Gene O'Fallon	Recording service
Lilian Okun Inc.	New York 23	2 W. 67th St.	Trafalgar 7-8916	Lilian Okun	Production, scripts, talent
On-the-Air Inc.	Hollywood 46	8428 Sunset Blvd.	Granite 3191	Spencer Feld	Packaged transcribed and live program production.
Donna Parker Productions	Chicago	203 N. Wabash	Franklin 3811	Donna Parker	Recording, production
Jack Parker and Assoc.	Hollywood 28 Glendale 3 Beverly Hills	Box 2222 102 N. Brand Blvd. Box 651	Granite 7684 Citrus 2-1607 Granite 7684	Jack Parker H. L. Graham Ray Bond	Recording, production, scripts, transcriptions, phonograph records
James Parks Co.	Chicago 1	333 N. Michigan Ave.	Central 7980	James Parks	Package radio programs
Leo J. Paulin & Assoc.	Washington 6	1627 K St. N. W.	National 7859	Leo J. Paulin	Transcriptions, production, talent
Pearlone Transcription Studios	Des Moines 9	Plymouth Bldg.	3-3626	Sidney J. Pearlman	Recording
Peterson Radio Productions	New York 18	1457 Broadway	Wisconsin 7-0069	Donald Peterson	Production, recording, (religious programs)
Photo & Sound Inc.	San Francisco	141 New Montgomery	Exbrook 2103	John M. Wolfe	Recording, production, phonograph records, talent

(Continued on Page 388)

Transcribed Programs

Buyers concerned with the finest in transcribed programs have recognized a touch of genius in every Charles Michelson production since 1934 . . . productions of assured success that comes only with the most intimate knowledge and experience of every phase of radio programming



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| A DATE WITH MUSIC | THE SHADOW |
| THE AVENGER | SMILIN' ED McCONNELL |
| BLACKSTONE THE MAGICIAN | ADVENTURES OF DICK COLE |

and many others — all high Hooper rated

charles michelson, inc.

NEW YORK 18, N. Y. • 67 WEST 44TH STREET

MURRAY HILL 2-3376-5168

CABLE "MISTERN" NEW YORK

Directory of Transcription, Production and Related Services

[Continued from Page 386]

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Pittsburgh Star Italian Hour	Pittsburgh 19	904 Webster Ave.	Court 3797	Antonio Certo	Italian programs
Polish Broadcasting Bureau	Buffalo 12	754 Fillmore Ave.	Cleveland 6876	Joseph F. Mikolajczak	Polish features
Ralph L. Power	Los Angeles 12 Los Angeles 14	767 Castelar St. 210 W. Seventh St.	Mutual 5277 Madison 4221	Eugene Parker R. L. Power	Buys transcriptions and scripts for export; sells Australian-produced transcriptions and scripts
Leland Powers School Inc.	Boston 15	31 Evans Way	Aspinwall 2900	Haven M. Powers	Talent
Ben Pratt	New York 20	1270 Sixth Ave.	Circle 6-3082	Ben Pratt	Talent
Premier Radio Enterprises Inc.	St. Louis 3	3083 Locust St.	Newstead 3555	Wilson Dalzell	Recording, production, transcriptions, talent
B. J. Prockter Assoc.	New York 22	67 E. 59th St.	Plaza 5-9568	Bernard J. Prockter	Production
Quebec Radio Productions	Montreal	1410 Stanley St.	Plateau 6716	H. Paul Vermet	Production
Radio Centre Ltd.	Toronto 1	64 Wellington St. W.	Waverly 2036	D. Spencer Grow	Transcriptions
Radio Comics Inc.	New York 13	241 Church St.	Walker 5-9487	Louis H. Silberkleit John L. Goldwater	Radio, film versions of syndicated comic- strip characters
RCA Victor Co. Ltd.	Montreal 30 Toronto, Ont.	1001 Lenoir St. Royal York Hotel	Wellington 3671 Adelaide 3091	L. D. Headley L. D. Headley	Recording, production, transcriptions, talent program ideas
RCA Victor Division (Recording Division of RCA)	New York New York Chicago Hollywood Hollywood	RCA Bldg. 155 E. 24th St. 445 N. Lake Shore Dr. 1016 N. Sycamore Ave. Sunset and Vine Sts.	Columbus 5-2035 Murray Hill 4-6200 Whitehall 4600 Hillside 5171 Hollywood 6161	J. W. Murray S. H. Sholes A. E. Hindle J. E. Francis W. A. Rush	Recording, processing, phonograph records
Radio Events Inc.	New York	535 Fifth Ave	Murray Hill 6-3488	Genevieve Pace	Script library, production, talent
Radio Features of America	New York 19	37 W. 46th St.	Bryant 9-9622	Alma Sandra Munsell	Production, talent, transcriptions
Radio Merchandising Service	Chicago	520 N. Michigan Ave.	Superior 4620	James A. Iago	Spot announcements
Radio Producers of Hollywood	Hollywood 27	908 N. Western Ave.	Hollywood 6506	Lou R. Winston	Production, transcriptions
Radio Production Service	New York 22	501 Madison Ave.	Plaza 9-4060	Irene Beasley	Scripts, talent, packaged shows
Radio Programas de Mexico	Mexico, D. F.	Ayuntamiento 52	L-13-73	Clemente Serna Martinez	Recording, production, transcriptions, talent
Radio Programme Producers	Montreal New York 22 Buffalo	1440 St. Catherine St., W. 135 E. 54th St. 150 Lancaster Ave.	Marquette 1182 Plaza 5-6453 Garfield 6413	Paul L'Anglais L. P. Surprenant Gilbert Wall	Production, scripts, talent
Radio Recorders	Los Angeles 38	7000 Santa Monica Blvd.	Hollywood 3917	J. Joseph Sameth	Recording, phonograph records
Radio Recording Studio	Louisville 5	Boston Bldg.	Jackson 7808	George Wiederhold	Recording, talent
Radio Recording Studios	Chicago 40	1244 Carmen Ave.	Edgewater 6461	Myron Bachman	Recording service
Radio Results	Chicago 17	8641 Escanaba Ave.	S. Chicago 5374	Z. George Jaworowski	Foreign language advertising
Radio and Television Talent	New York 19	604 Fifth Ave.	Bryant 9-5365	Miriam C. Silverberg	Talent, recording
Radio's Reliable Resources	Philadelphia 5	P. O. Box 413	A. E. Smith	Talent
Radio-Theatre Productions	Chicago 1	333 N. Michigan Ave.	Franklin 7100	G. Martin	Transcriptions, production, scripts
Radio Writers Laboratory	Lancaster, Pa.	RWL Scripts Bldg.	2-1387	Maurice S. Miller	Scripts
Radiozark Enterprises	Springfield 1, Mo.	Shrine Mosque Bldg.	1360	Ralph A. Nelms	Transcriptions, recording, production, scripts, phonograph records, talent
Rai Purdy Productions	Toronto Winnipeg	37 Bloor St., W. 243 Ashland Ave.	Midway 7375 41-885	John S. Crosbie George C. Waight	Production, scripts, talent, recording
Rec-Art Studio	Los Angeles 15	1208 S. Main St.	Prospect 2932	Al Nazareth	Recording, phonograph records
Reeves Sound Studios Inc.	New York 19	1600 Broadway	Circle 6-6686	Chester L. Stewart	Recording service
Religious News Service	New York 16	381 Fourth Ave.	Murray Hill 4-1463	Louis Minsky	Syndicated religious news scripts
Republic Radio Features	Chicago 1	64 E. Lake St.	State 0460	Capico Kapps	Transcriptions, production, talent, package shows
Robinson Recording Laboratories	Philadelphia 7	35 S. Ninth St.	Walnut 6800	W. P. Robinson	Recording, production, scripts
Rockhill Radio	New York 22	18 E. 50th St.	Eldorado 5-1860	Stanley J. Wolf	Production, transcriptions, scripts, talent
Allen Roth Radio Productions	New York 19	48 W. 48th St.	Longacre 3-3836	Andrew H. Wiswell	Talent, recording, production, scripts, transcriptions
Royal Recording Co.	Berkeley 2, Cal.	601 Ashby Ave.	Ashberry 5453	Don Hambly	Recording, transcriptions, phonograph records
Roxanne	New York 16	7th Ave. and 55th St.	Circle 7-3900	Florence Lennon	Talent, production
Runyon & Guggenheim Enterprises	Hollywood 28	6331 Hollywood Blvd.	Hempstead 4133	Jack W. Runyon Robert Guggenheim Jr.	Television and radio production, transcriptions, scripts, foreign language packaged programs
Art Rush Inc.	Hollywood 28	NBC Bldg.	Hillside 5161	W. Arthur Rush	Production, talent
Saltimieras Radio Advertisers	Chicago	6912 S. Western Ave.	Prospect 4050	Paul B. Saltimieras	Transcriptions, production, scripts; (Lithuanian programs)
Sam Samuels	New York 19	1564 Broadway	Longacre 5-8176	Sam Samuels	Talent
James L. Saphier Agency	Beverly Hills	9538 Brighton Way	Creatview 1-7231	James L. Saphier	Production, talent
G. Schirmer Inc.	New York 17	3 E. 43rd St.	Murray Hill 2-8100	R. Hyndman	Recording, phonograph records
Schramm Studios	New Orleans 19	4000 Canal St.	Galvez 5914	Joseph C. Schramm	Recording
The Script Library	New York	585 Fifth Ave.	Murray Hill 6-3487	Martin Lawrence	Script library
Bernard L. Schubert Inc.	New York 22	509 Madison Ave.	Plaza 3-4670	Bernard L. Schubert	Production, talent
Selected Radio Features	Hollywood 28 New York Chicago San Francisco Seattle	1583 Cross-Roads-of-the- World 330 Madison Ave. 612 N. Michigan Ave. 681 Market St. 1011 American Bldg.	Granite 6113 Murray Hill 2-0811 Superior 8177 Douglas 4475 Elliott 3933	A. E. Sakin John Livingston Al Halus David Williamson Gil Wellington	Production, custom-built open-end transcrip- tions

(Continued on Page 392)

tops



PRE-TESTED
A word to remember. Write or wire at once for auditions and complete information.

TRANSCRIBED and LIVE in RADIO SHOWS

Stars and programs that have won the approval of countless millions from coast to coast. Now available to local sponsors.

So the Story Goes

Johnnie Neblett, dynamic, ace-narrator, tells of the amazing quirks of fate that have changed the destiny of man and of the world. Two gripping stories on each 15-minute program. 260 transcribed episodes. Produced to allow full opening, middle and closing commercial periods.

Louise Massey AND THE WESTERNERS

The perfect musical program! Superb blend of singing and instrumental, group and solo, old and new numbers. Embodies supreme pull of all-listener appeal. 156 15-minute transcriptions. Ideally adapted to re-run. Full opening, middle and closing commercial time.

TALES OF TREASURE

CURTAIN CALL

SPEAKING OF YOU

Three more tap programs. Pre-tested for audience appeal. Now ready to sell your product or client thru live or custom-built transcribed presentation.

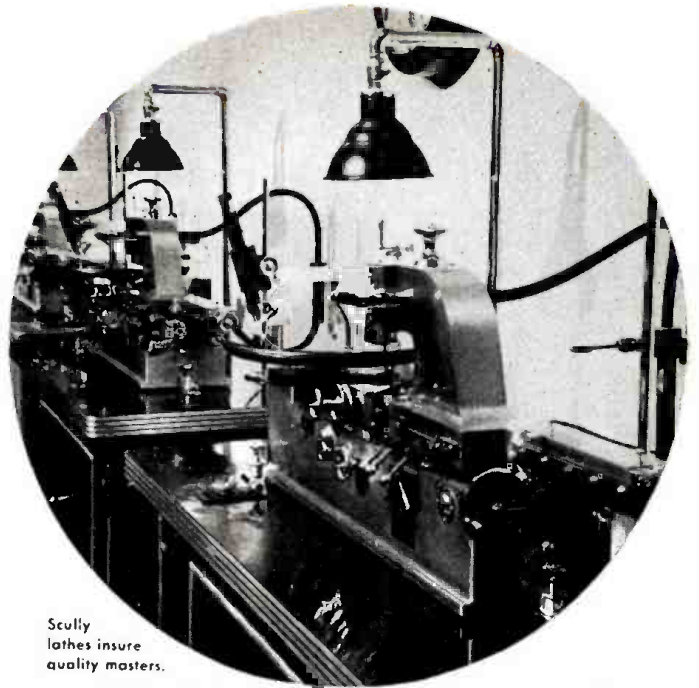
NEBLETT RADIO PRODUCTIONS

Programs with Proven Power

360 N. Michigan Avenue

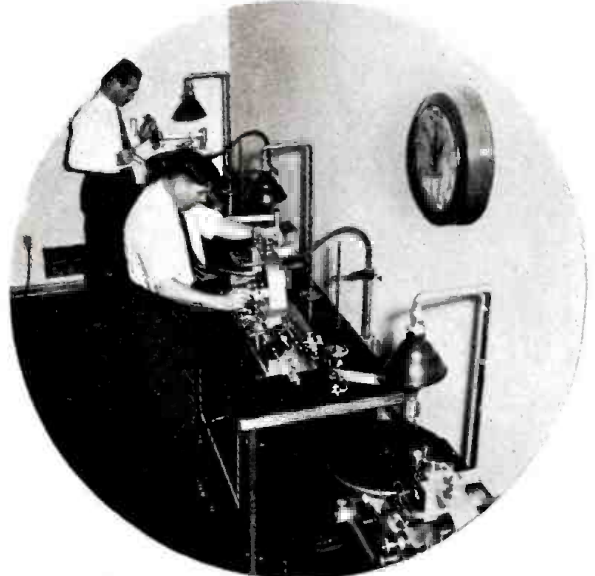
Chicago 1, Illinois

BROADCASTING • Telecasting



Scully lathes insure quality masters.

EQUIPMENT plus TALENT



plus "KNOW HOW" -



World

THREE TIME-AND-MONEY SAVING



CASA CUGAT. Cugat and his orchestra, chorus, and vocalists in a program of sparkling Latin rhythms.



JAM SESSION. "All-star" musicians, picked from famous bands, present a program of authentic jazz.



SONGS OF PRAISE. Devotional music of distinction by the Hamilton quartet. George Broadbent at the organ.

1. WORLD FEATURES . . . the greatest value in syndicated shows. The new World Features have everything—skilled writers and top talent plus expert direction and production—all the qualities of expensive network shows. Yet World Features are priced to fit the most modest budget.

World Features have the touch of imagination and originality that captures and holds radio listeners. Their technical excellence and professional polish make advertisers proud to sponsor them.

Two types of features are available—open end and World's flexible new form—"Audi-Flex" a combination of top-notch scripts with music on bands.

LATEST WORLD FEATURES

More shows are coming!

OPEN END SHOWS

Fireside Tales (5 minutes)
Footprints on the Sands of Time (5 minutes)
Once Upon A Time—Maureen O'Sullivan (5 minutes)
The Singing Lady—Irene Wicker (15 minutes)
Rhythm Range (15 minutes)
Strange As It Seems (15 minutes)
Songs You Forgot to Remember (15 minutes)
Mandrake The Magician (15 minutes)

AUDI-FLEX (All 15 minutes)

Casa Cugat
Jam Session
Songs of Praise
Sagebrush Serenade
Sing, America, Sing
A Call From Les Paul
Fiesta Grande
Golden Bantam Revue

LIFE-LIKE REPRODUCTION. World vertical cut, wide-range transcriptions, developed by Bell Laboratories and Western Electric, are famous throughout the radio world for fidelity and clarity. High quality is insured by processing and pressing in World's own plants.

WORLD BROADCASTING

A SUBSIDIARY OF DECCA RECORDS, INC.

NEW YORK

CHICAGO

presents

SERVICES FOR BROADCASTERS

2. WORLD LIBRARY... famous program service featuring big names, skilled showmanship.

World has access to some of the most brilliant talent in the entertainment business . . . Name Bands, famous vocalists, outstanding novelty groups, concert and symphonic music—the kind of talent that will give your program rating and your time sales a big, big boost.

There are over 4,000 selections in the basic World Library. You get everything you need—from mood music to complete continuity shows. Fifty or more new units, including the latest hit tunes, are added each month.

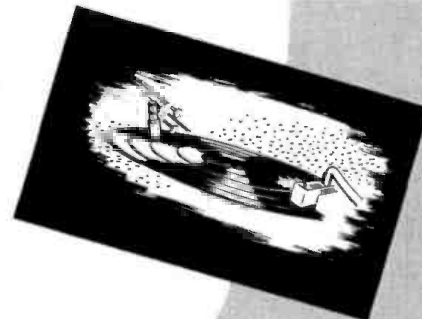
To supplement the World Library—World supplies a smartly-styled, smoothly written continuity service. 78 carefully planned continuities (23½ hours) are sent each week . . . ready to go on the air as sustaining or sponsored programs.

3. Comprehensive WORLD RECORDING SERVICE.

This is our 15th year of service to leading national advertisers and their agencies for the preparation and recording of spot announcements, 15-minute programs, 30-minute programs.

World is best qualified by long experience to offer talent suggestions and to furnish program ideas, direction, sound effects—complete production from studios to finished pressings—all under one roof.

SEND FOR full details of these World Services. Write: World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N. Y., or to any World branch office in the cities listed below:



SYSTEM, INCORPORATED

TRANSCRIPTION HEADQUARTERS

H O L L Y W O O D • W A S H I N G T O N

Directory of Transcription, Production and Related Services

(Continued from Page 388)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Sellers Co.	Dallas 2	912 Commerce St.	Central 5978	James E. Sellers	Production, recording
SESAC Inc.	New York 17	475 Fifth Ave.	Murray Hill 5-5365	Paul Heinecke	Music catalogues licensed for radio, transcription library
Max Shagrin Agency	Hollywood 28	6253 Hollywood Blvd.	Granite 5171	Max Shagrin	Talent
Mary L. Shank	New York 20	9 Rockefeller Plaza	Columbus 5-1832	Mary L. Shank	Latin American talent
Sid Sidley & Associates	Kentfield, Cal.	Box 643	San Anselmo 3465	H. Bindley	Production, scripts, talent
Stephen Slesinger Inc.	New York 17	247 Park Ave.	Eldorado 5-2544	Stephen Slesinger	Production
Edward Sloman Productions	Los Angeles 28	1654 Cherokee Ave.	Granite 6412	Edward Sloman	Transcriptions, production
The Small Co.	Hollywood 46	8272 Sunset Blvd.	Hollywood 2722	Reuben Smolen	Talent
Sound Industries	Chicago 6	630 W. Lake St.	Transcriptions, recording, production
Sound Studios Inc.	Washington 5	1124 Vermont Ave., N. W.	Republic 1984	Ruth M. Collins	Recording, transcriptions, production
The Sound Workshop	Los Angeles 36	445 S. La Cienega Blvd.	Bradshaw 2-1233	Robert E. Grey	Recording, production, scripts, transcriptions, talent
Henry Souvaine Inc.	New York 20	30 Rockefeller Plaza	Circle 7-5666	Production, scripts, transcriptions
Speedy-Q-Sound Effects	Los Angeles 15	1344 S. Flower St.	Prospect 2035	Philip Johnson	Recorded sound effects
Spot Film Productions Inc.	New York 17	339 E. 48th St.	Plaza 5-0808	Clarence Schmidt	Sound-on-film recordings
Spot Sales Inc.	Hollywood 28	1651 Cosmo St.	Hollywood 8318	Dorothy Murch	Syndicated transcribed programs
Stage 8 Television Productions	Hollywood 28	6530 Sunset Blvd.	Hillside 5915	Patrick Michael Cuning	Production, scripts, talent, television film
Standard Radio	Hollywood 28 Chicago 1 New York 22	6404 Hollywood Blvd. 360 N. Michigan Ave. 1 E. 54th St.	Hillside 0188 State 3153 Plaza 3-6690	Gerald King Milton M. Blink Alex Sherwood	Transcription library, sound effects
Richard Stark & Co.	New York 20	30 Rockefeller Plaza	Circle 6-7337	Hazel E. Weihe	Production, transcriptions, talent
Frank Stempel Agency	Hollywood 46	8736 Sunset Blvd.	Crestview 1-5121	Frank Stempel	Production, talent
Irving Strouse	New York 23	151 W. 74th St.	Trafalgar 7-4695	Production, scripts
Studio & Artists Recorders	Hollywood 28	6107 Sunset Blvd.	Hillside 8241	Mack Finston	Recording, transcriptions
Superman Inc.	New York 17	480 Lexington Ave.	Plaza 3-0740	Robert Maxwell	Production
H. N. Swanson Inc.	Hollywood 46	8523 Sunset Blvd.	Crestview 1-5115	Ruth Gidlow	Writers, scripts
Syndicated Radio Producers	Hollywood 28	Hollywood Center Bldg.	3636	Richard E. Gresham	Transcriptions, talent production, scripts, packaged shows, producers representative
George Taggart Organization	Toronto	165 Yonge St.	Adelaide 8784	George A. Taggart	Recording, production, scripts, talent
Technisonic Recording Laboratories	St. Louis 10	818 S. Kingshighway	Franklin 2060	C. E. Harrison	Recording, transcriptions, production
Tel-A-Recordings Inc.	New York 19	2 W. 46th St.	Bryant 9-4130	Teddy King	Recording service
Telecast Productions Inc.	New York 3	101 Fifth Ave.	Algonquin 4-4300	Myron Zobel	Scripts
L. S. Toogood Recording Co.	Chicago 1	221 N. La Salle St.	Central 5275	L. S. Toogood	Recording service
Transamerican Broadcasting & Television Corp.	New York 22	1 E. 54th St.	Plaza 5-9800	John L. Clark	Creation and production of radio programs, live and recorded
Transcribed Radio Shows	New York 19	2 W. 47th St.	Longacre 5-3440	E. Mack	Scripts, production, transcriptions
George Ullman Agency Inc.	Los Angeles 46	8979 Sunset Blvd.	Crestview 1-5669	George Ullman	Talent
United Advertising Agency	Portland 5, Ore.	407 Park Bldg.	Atwater 6524	Linton J. Sawyer	Recording, production, scripts, talent
United Artists Bureau	Des Moines 14	1162 Sixth Ave.	4-5553	R. B. Eaton	Recording, production, transcriptions, talent, experimental television broadcast and production
United Broadcasting Co.	Chicago 1 New York 19	64 E. Lake St. 45 W. 45th St.	Franklin 6001 Bryant 9-4324	Egmont Sonderling Herbert Rosen	Production, recording, scripts, transcriptions, phonograph records, talent
United Feature Syndicate	New York 17	220 E. 42nd St.	Murray Hill 2-3020	George A. Carlin	Newspaper features adaptable to broadcasting
United Radio & Television Productions	New York 19	2 W. 45th St.	Murray Hill 2-5550	Production
URAB-United Recording Artists Bureau	New York 1	245 W. 34th St.	Chickering 4-3314	Miss Marianne	Recording service
United Sound Systems	Detroit 2	5840 Second Blvd.	Trinity 2-9384	James V. Syracuse	Production, scripts, motion picture sound recording
U. S. Recording Co.	Washington 5	1121 Vermont Ave., N. W.	District 1640	Joseph Tait	Recording, production, transcriptions, talent
United Transcribed System	Toronto	14 McCaul St.	Adelaide 5112	John H. Part	Production, recording, scripts, transcriptions
Universal Radio Productions	Chicago 11	737 N. Michigan Ave.	Delaware 1756	R. E. Burke	Production, scripts
Universal Recording Co. Inc.	New York	1780 Broadway	Circle 5-4895	Vera Maillet	Recording service
Unusual Features Syndicate	Chicago 1	203 N. Wabash Ave.	Franklin 3862	Donna Parker	Transcriptions, talent
Thomas J. Valentino Inc.	New York 19	1600 Broadway	Circle 6-4675	Thomas J. Valentino	Recording, transcriptions, production, phonograph records
Videor Productions	Philadelphia 5	P. O. Box 413	Franklin O. Pease	Production, scripts, talent, television production
Chick Vincent Co.	New York 22	509 Madison Ave.	Eldorado 5-0734	Chick Vincent	Production
Frank W. Vincent Agency	Beverly Hills, Cal.	242 N. Canon Dr.	Crestview 6-2042	Don W. Sharpe	Talent, production
Owen Vinson & Co.	Hollywood 27	Normandy 1-8897	Owen Vinson	Production, scripts, package shows
J. F. Viola & Co.	New York 18	152 W. 42nd	Chickering 4-3254	J. F. Viola	Foreign language scripts, production
A. George Volck Inc.	Beverly Hills, Cal.	9441 Wilshire Blvd.	Crestview 6-3121	A. George Volck	Talent, writers
Tom Wallace Radio Productions	New York 17	366 Madison Ave.	Murray Hill 2-2636	Tom Wallace	Production
Mel Washburn Radio Agency	New Orleans 12	Legendre Bldg.	Magnolia 4534	Mel Washburn	Production, scripts, talent
Waxelbaum & Co.	New York 17	10 E. 43rd St.	Murray Hill 2-7398	B. Waxelbaum	Production, scripts, foreign language programs

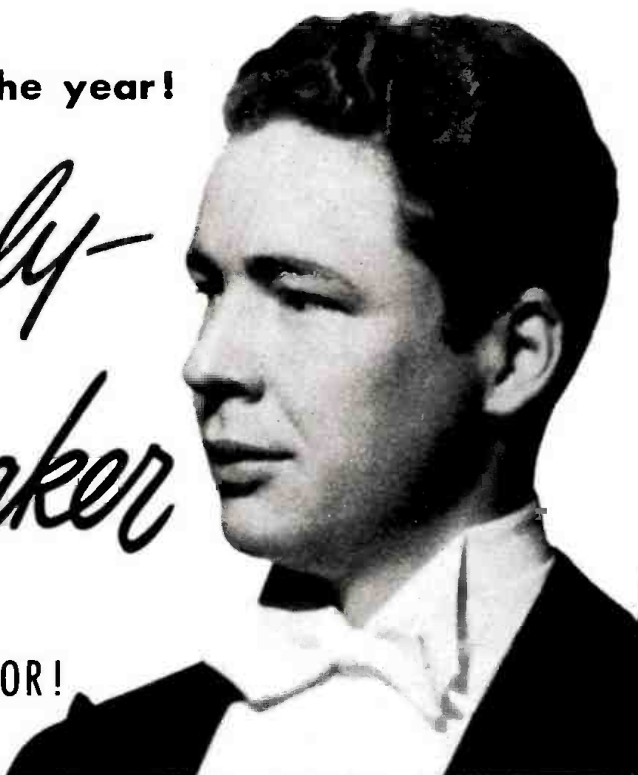
(Continued on Page 394)

A NEW HIGH IN TRANSCRIBED ENTERTAINMENT!

The hit show of the year!

*Sincerely—
Kenny Baker*

AMERICA'S FAVORITE TENOR!



Songs you like to hear—the way you like to hear them. Hear Kenny and Donna sing the songs they've made famous on stage, screen and radio! A grand new musical show currently sponsored by the biggest names in the national spot field... still available in several markets.

write for
availabilities

with

- ★ DONNA DAE
- ★ JIMMY WALLINGTON
- ★ BUDDY COLE
and his music

FROM THE HOUSE OF HITS
FREDERIC W. **ZIV** COMPANY
2436 READING ROAD • CINCINNATI, O.
NEW YORK HOLLYWOOD

Directory of Transcription, Production and Related Services

(Continued from Page 392)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Webber Radio Programs	Des Moines 9	Shops Bldg.	2-0225	George W. Webber	Transcriptions, recording, production, scripts
Carl Wester & Co.	Chicago 27	360 N. Michigan Ave.	Randolph 6922	Carl W. Wester	Live programs only
Austin Wilder	New York 22	745 Fifth Ave.	Plaza 3-8034	Austin Wilder	Talent
Fletcher Wiley Productions	Hollywood 28	6121 Sunset Blvd.	Hollywood 1212	Fletcher Wiley	Production
Joe Williams Artists Bureau	New York 19	1650 Broadway	Circle 5-9422	Joe Williams	Talent
Witte Radio Productions	Los Angeles 35	1064 S. Genesee Ave.	Webster 8716	I. Oscar Witte	Transcriptions
Wolf Associates Inc.	New York 17	420 Madison Ave.	Plaza 5-7620	Edward Wolf	Production
World Broadcasting System Inc. (Subsidiary of Decca Records Inc.)	New York 22 Chicago 11 Hollywood 38	711 Fifth Ave. 301 E. Erie St. 1000 N. Seward St.	Wickersham 2-2100 Superior 9114 Hollywood 6231	Percy L. Deutsch W. C. Hutchings M. Marquardt	Transcription library, transcription recording service, syndicated features, tailor-made programs
World High Fidelity Recording Inc.	Montreal	1159 St. Lawrence Blvd.	Lancaster 8833	E. Phaneuf	Recording, film recording, production
Wright-Sonovox Inc.	Chicago 1 Hollywood 28 New York 22 (Free & Peters)	180 N. Michigan Ave. 6831 Hollywood Blvd. 444 Madison Ave.	Franklin 6373 Hollywood 2151 Plaza 5-4130	J. M. Gleason Harry E. Stewart H. L. Behlke	Sound articulation
Carter Wright Radio Television Studios	Hollywood 28	1655 N. Cherokee Ave.	3636	Carter Wright	Production, scripts, talent
Ben Yost Enterprises	New York 19	1650 Broadway	Circle 6-6532	Ben Yost	Production
Frederic W. Ziv Co.	Cincinnati 2 New York Los Angeles	2436 Reading Rd. 501 Madison Ave. Taft Bldg.	University 6124 Plaza 3-9612 Hempstead 0712	Frederic W. Ziv John L. Sinn N. L. Rogers	Syndicated transcriptions, production
KFI Recording Division	Los Angeles 4	141 N. Vermont	Fairfax 2121	Lyman Smith	Recording, transcriptions
KMTR Recording Studios	Hollywood 38	1000 Cahuenga Blvd.	Hillside 1161	William Houser	Transcriptions, production, recording
WFIL Broadcasting Co.	Philadelphia 7	Widener Bldg.	Rittenhouse 6900	Roger W. Clipp	Recording, production, scripts, talent
WJW Enterprises Inc.	Cleveland 15	1375 Euclid Ave.	Superior 0101	Brad Simpson	Production, transcriptions
WLS Artist Inc.	Chicago 7	1230 Washington Blvd.	Monroe 9700	George Ferguson Earl Kurtze	Talent
WMCA Artists Bureau	New York 19	1657 Broadway	Circle 6-2200	Charles S. Wilshin	Talent, production
WMT, Radio Station	Cedar Rapids Waterloo, Ia.	Paramount Theatre Bldg. Russell Lamson Hotel	6127 3618	William B. Quarton V. A. L. Linder	Recording service, transcriptions
WOR Entertainment Dept.	New York 18	1440 Broadway	Pennsylvania 6-8600	Nathan M. Abramson	Talent, phonograph records
WOR Recording Studios	New York 18	1440 Broadway	Pennsylvania 6-1346	Harry Lockwood	Recording, production, scripts, talent, transcriptions

Air Features INCORPORATED

247 PARK AVENUE
NEW YORK, N. Y.

Before You Buy Try SELECTED RADIO FEATURES

The House of Custom-Built
Open-end Transcriptions

1583 Cross Roads of the World
Hollywood 28, California

Nationally Represented
by

THE HOMER GRIFFITH COMPANY

with offices at

NEW YORK
330 Madison Ave.

CHICAGO
612 N. Michigan Ave.

SAN FRANCISCO
681 Market St.

SEATTLE
1011 American Bldg.

Radio Highlights and Headlines: 1945

(Major Events of Year as Chronicled in BROADCASTING)

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

Jan. 1—Radio enters its 25th anniversary year with many events scheduled to commemorate art's accomplishments.

Jan. 1—Maj. Glenn Miller, orchestra leader and radio personality, presumed lost in Europe after having boarded plane in London Dec. 15 to precede orchestra to France to play for American troops. Subsequently reported missing.

Jan. 3—House Select Committee to Investigate FCC ends hectic two-year life with clear bill of health to Commission, but with recommendations for sweeping revision of Communications Act.

Jan. 5—NAB 1945 convention tentatively scheduled for first week in May cancelled by war edict against large group meetings.

Jan. 5—Hugh M. Feltis, who sparked drive for standard audience measurement plan for radio, named president of newly-created Broadcast Measurement Bureau Inc.

Jan. 8—Radio during 1944 contributed upwards of \$66,000,000 of time and talent to war effort through OWI Radio Bureau allocation plan, according to George P. Ludlam, chief, Radio Bureau.

Jan. 13—Gross time sales of Blue Network (ABC) during 1944 totaled \$41,356,129, representing increase of 66.3% over 1943 gross of nearly \$25,000,000.

Jan. 15—Paul A. Porter, publicity director of Democratic National Committee during President Roosevelt's fourth-term campaign, confirmed as new chairman of FCC, succeeding James Lawrence Fly, who resigned to practice law.

Jan. 16—FCC announces spectrum-wide allocations above 25 mc to provide vast space for development of new services following war. Proposal would move FM from 50 mc area to 84-102 mc, but with 90 channels as against 40 for new services. Television given dual "downstairs-upstairs" setup.

Jan. 16—FCC makes provision for "walkie-talkies" in setting aside 10 mc band for Citizens Radiocommunication Service eventually to enable average citizen to talk with office or home on private frequency allocations.

Jan. 16—War Production Board orders virtual freeze of broadcast construction in policy coordinated through FCC because of wartime conditions.

Jan. 18—*St. Louis Post-Dispatch* launches drive to networks to eliminate middle commercials in news broadcasts and meticulously select news program sponsors. Campaign, which took on connotation of anti "plug-ugly," waged throughout year with repercussions nationwide.

Jan. 26—WINS New York sold by Hearst Radio Inc. to Crosley Corp. (WLW Cincinnati licensee) subject to FCC approval, for \$1,700,-

000, plus \$400,000 in time exchange for Hearst newspaper space.

Jan. 26—Nation's networks and stations contributed \$11,250,000 in time, talent and facilities to Sixth War Loan campaign, again nearly reaching total effort of all other media combined, according to Treasury War Finance Division report.

Jan. 30—Radio's weekly payroll increased more than 18% in 1944 over 1943, with average broadcasting salary up more than 9% from \$55.75 to \$60.52, according to FCC analysis.

Jan. 31—Four major network time sales of \$126,333,000 during 1944 achieve alltime high, increasing 21.2% over preceding year.

Feb. 7—Recapture of Manila by MacArthur troops heralded on air, highlighted by broadcast over NBC by Bert Silen, special events director of KZRH Manila, who had been in internment camp for 37 months. He began his broadcast: "Hello, NBC. As I was saying when I was so rudely interrupted over three years and a month ago—"

Feb. 7—National Labor Relations Board examiner finds threat of reprisals implicit in edict of James C. Petrillo, president of American Federation of Musicians, on platter-turner jurisdiction controversy with National Assn. of Broadcast Engineers & Technicians, and orders NBC and Blue (ABC) to recognize NABET as bargaining agent.

Feb. 8—AT&T announces it can provide program transmission channels to meet present and future needs of FM for both high-fidelity relay by wire lines or by radio.

Feb. 9—*Miami Herald* buys half-interest in WQAM Miami for approximately \$250,000; *Newark News* acquires WBYN Brooklyn for \$300,000, both subject to FCC approval (subsequently authorized).

Feb. 11—James C. Petrillo, AFM president, orders stoppage of all musical television programs to continue until further notice. Later declares he is studying whole question of use of musicians on video programs.

Feb. 12—FCC begins processing first group of stations to go on three-year licenses since extension of normal licensing period from two years.

Feb. 19—Shrouds of censorship which have kept from public gaze full truth about radar pulled aside by Great Britain. British technical publication, *Wireless World*, recounts development of radiolocation and hitherto secret elements in its operation.

Feb. 21—Establishment of 1,000,000 w station in Mexico to provide practically national service in republic and contiguous Latin-Ameri-

can areas proposed by Emilio Azcarraga, president of XEW Mexico City.

Feb. 21—FCC orders public hearings to determine clear channel station policy. Hearings thrice postponed and last scheduled to get under way Jan. 14, 1946.

Feb. 26—*Apache*, famed radio ship, moves in with invaders on Luzon operations, relaying network broadcasts and more than half-million words of press copy back to United States. Maj. A. A. Schechter, public relations officer on Gen. MacArthur's staff, directs traffic operations.

Feb. 27—NAB Board of Directors calls upon networks to eliminate "cow-catcher" "hitchhike" and cross-reference announcements at earliest possible date

March 1—Edward J. Noble, chairman of American Broadcasting Co., files counter-suit in New York State Supreme Court for libel for \$1,000,000 in \$2,925,000 damage suit by Donald Flamm, former owner of WMCA New York, which was acquired by Mr. Noble.

March 3—George Henry Payne, 68, who served for nine years on FCC, dies in New York of heart ailment. He had been vice-president of Finch Telecommunications Inc. for preceding year.

March 5—BROADCASTING Yearbook survey shown nearly 8,000 radio employes in armed forces, representing nearly 30% of total personnel.

March 10—Third Annual duPont Awards for achievement in broadcasting won by WJR Detroit, WTAG Worcester and H. V. Kaltenborn, NBC news commentator.

March 12—60,000 w broadcast transmitter mounted in sections on 17 Army trucks reported in vanguard of American troops driving toward Berlin. Station subsequently used for broadcast purposes in ETO.

March 12—FCC Chairman Paul A. Porter, predicts closer check in station programs. Embarks on plan for 30-day speed of service on all applications which can be granted without hearing and 90-day speed where hearing is necessary.

March 12—Vast radio receiver market in which 65% of present radio families will buy new sets predicted following war in survey by Sylvania Electric Products Inc. Survey based on 31,000,000 of 36,000,000 families in country owning sets.

March 14—Charles R. Denny, FCC general counsel, nominated by President Roosevelt for FCC to succeed Commissioner T. A. M. Craven, who resigned to become vice president of Cowles Broadcasting Co. Denny, 38, is succeeded as general counsel by Rosel H. Hyde.

March 15—NBC owned and operated stations ordered to eliminate all middle commercials from news programs originated by network, consistent with *St. Louis Post-Dispatch* campaign.

March 20—George Foster Peabody Public Service Awards include WTAG Worcester; Col. Edward M. Kirby, chief, Radio Branch, Army Bureau of Public Relations; Raymond Swing, commentator; WLW Cincinnati; Cavalcade of America; Fred Allen; Telephone Hour; Human Adventure, Philharmonic young artists series; WNYC New York and Mayor LaGuardia; WIBX Utica; KOIN Portland; KVOO Tulsa; WFBL Syracuse; KMOX St. Louis—latter four for special citations.

March 30—Stations, networks and advertisers contributed \$162,000,000 in time and talent for war messages during 1944, according to estimate by NAB, following formula adopted by Media Committee of War Advertising Council. Figure was 8% over 1943.

April 11—National Labor Relations Board asks U. S. Second Circuit Court of Appeals in New York for decree to compel NBC and Blue (ABC) to bargain with NABET on platter - turners, regardless of threats of reprisal by AFM.

April 12—Death of Franklin D. Roosevelt, "first radio President," stuns nation, which gets its news by radio. Radio handles tragic news with dignity. President Harry S. Truman goes to nation by radio. J. Leonard Reinsch, managing director of Cox radio stations, at White House as personal adviser to new President.

April 12—FCC tightens up on program policies by issuing temporary licenses to six stations pending reports on failure to devote as much time to sustaining programs as applications indicated. Subsequently, scores of other stations placed in temporary lists for same reason.

April 17—Philco Corp., Philadelphia, dedicates multi-relay network for television between Washington and Philadelphia, heralded as forerunner of nationwide television relay networks.

April 18—FCC issues proposed rules and regulations designed to tighten control over ownership of stations, policy personnel and filing of annual financial statements. Oral arguments set and subsequently postponed.

April 23—President Truman names Charles G. Ross (Washington correspondent for *St. Louis Post-Dispatch*, as press secretary, also in charge of radio contact and clearance. J. Leonard Reinsch, who served as radio and press secretary for four days, named "radio adviser" largely because Washington
(Continued on page 396)

(Continued from page 395)

newspaper corps opposed radio man handling press relations.

April 23—Presidential coverage by radio, entailing cancellation of commercials, rebates on talent and incidental expenses, win high praise from Government leaders and nation's press. Cost estimated at between 2½ and 3 million dollars.

May 2—WBT Charlotte, sold by CBS for \$1,505,000 to Jefferson Standard Life Insurance Co., operators of WBIG Greensboro (later approved by FCC).

May 7—American broadcasters whip into action as total victory in Europe approaches. Elaborate plans made for formal proclamation of victory via radio by President Truman with all networks set to pool coverage.

May 7—United Nations Conference in San Francisco gets under way with 480 radio executives and employees registered for conference coverage and clearance. Estimated half-million dollars in out-of-pocket expenses involved in coverage.

May 8—With formal proclamation of V-E Day by President Truman, developments affecting radio break fast. Voluntary censorship provisions governing program types dropped with steps taken for immediate opening of new broadcast services such as FM and television.

May 16—FCC allocates all segments of spectrum above 25 mc ex-

cept that portion from 44-108 mc embracing controversial FM and low-definition television assignments.

May 18—New Code of Wartime Practices covering radio issued by Director of Censorship Byron Price, embodying sweeping revisions. He placed radio and newspapers on equal footing for first time.

May 20—Minnesota poll of public opinion conducted by *Minnesota Sunday Tribune* shows that average citizen, at a ratio of better than two to one, prefers his radio to his telephone.

May 21—KYA San Francisco and KMTR Hollywood for approximately \$1,000,000 sold to Mrs. Dorothy Thackrey, president and publisher of *New York Post*, and Ted O. Thackrey, her husband, subject to FCC approval. Mrs. Thackrey is principal owner of WLIB New York.

May 25—FM is expected to become "finest aural broadcast service" obtainable in present state of art, according to FCC's final allocations report.

May 28—CIO, through its New York branch of United Office & Professional Workers of America, begins large-scale organization of network and agency personnel. Committee gets under way at CBS.

May 28—WPB eases antenna and building controls affecting broadcasting in slight thawing of wartime equipment freeze. Also allows

doubled production of tubes for civilian set replacement.

May 28—U. S. Supreme Court for first time grants review against FCC to private litigant. WKBZ Muskegon, Mich., is granted review from FCC ruling granting application for same facility to applicant at Grand Rapids, while setting Muskegon application for hearing.

June 4—Radio's biggest customer, Procter & Gamble, Cincinnati, spends \$11,000,000 a year for time alone, with talent expenditures of an equal amount according to first published study of premier radio account made by BROADCASTING.

June 11—Radio affairs of Elliott Roosevelt, second son of President and former head of Texas State Network and defunct Transcontinental Broadcasting System, hit front pages and Congress, after expose of negotiation of \$200,000 loan from John Hartford, president of A & P grocery firm, subsequently settled for \$4,000. Elliott placed on inactive duty as brigadier general in Army Air Forces, denies late President influenced his business transactions.

June 11—33 stations in major markets set to shift network affiliates June 15—second anniversary of FCC's network monopoly rules prohibiting contracts for more than two-year period. Mutual winds up with 267 stations; Blue with 196; CBS, 153; NBC, 151.

June 13—William Henry Wills, for-

mer Republican Governor of Vermont, nominated by President Truman to succeed Gov. Norman S. Case for seven-year term on FCC. Gov. Wills subsequently confirmed. Gov. Case enters private law practice in Washington June 30, after 11 years on FCC.

June 18—Crosley Corp., including WLW Cincinnati and shortwave adjunct, sold to Aviation Corp., aeronautical holding company, for \$22,000,000 subject to FCC approval.

June 21—Eugene Octave Sykes, 69, Washington attorney who served for 12 years as chairman and member of both Federal Radio Commission and its successor FCC, dies in Washington of heart disease.

June 25—Sale of KQW San Francisco by Brunton Brothers to CBS for \$950,000 cash negotiated subject to FCC approval. Transaction is sequel to sale of WBT Charlotte by CBS.

June 25—Radio pays tribute to Gen. Dwight D. Eisenhower on return to United States, accompanied by Capt. Harry C. Butcher, USNR, former CBS Washington vice-president and his naval aide during European campaign.

June 27—Allocations dispute between television and FM settled by FCC with allotment of 88-106 mc band and as FM's permanent home with television assigned 44-88 mc band for immediate use, as well as "upstairs" channels.

(Continued on page 398)

IT'S A FACT

WRGA


GIVES

COMPLETE COVERAGE OF THE

ROME, GA. TRADING AREA

MUTUAL BROADCASTING SYSTEM

HAPPY QUARLES - GENERAL MANAGER



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(For FCC Washington personnel see page 400)

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5	Norfolk, Va.	402 New P. O. Bldg.	
	Newport News, Va.	106 U. S. Post Office Bldg.	Benjamin Wolfe
6	Atlanta, Ga.	411 Federal Annex	Paul H. Herndon, Jr.
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16	St. Paul, Minn.	208 U. S. P. O. & Courthouse Bldg.	Donald A. Murray
17	Kansas City, Mo.	809 U. S. Courthouse	William J. McDonnell
18	Chicago, Ill.	246 U. S. Courthouse Bldg.	Harold D. Hayes
19	Detroit, Mich.	1029 New Federal Bldg.	Emery H. Lee
	Cleveland, O.	541 Old Post Office Bldg.	Paul A. Holloway
20	Buffalo, N. Y.	328 Federal Bldg.	Walter L. Davis
21	Honolulu, T. H.	609 Stangenwald Bldg.	John H. Homsy
22	San Juan, P. R.	Box 2987	Edward H. Hackman
23	Juneau, Alaska.	P. O. Box 1421	Edwin S. Heiser

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—	Grand Island, Nebr.	P. O. Box 788	Benjamin E. Wolf
—	Allegan, Mich.	P. O. Box 89	Irl. D. Ball
—	Kingsville, Tex.	P. O. Box 632	Glen W. Earnhart

ACCOUNTING OFFICES

—	New York, N. Y.	229 Broadway, Room 1820	Wm. Berch Pitts
—	Atlanta, Ga.	515 First Nat'l Bank Bldg.	Carl E. Zenns
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10,000 WATTS—1110 KC

WEED & CO.—REPRESENTATIVES

10,000 WATTS

1110 KC

Radio Highlights and Headlines: 1945

(Continued from page 396)

June 29—FCC creates precedent in opinion on controversial public issues involving UAW-CIO and WHKC Columbus. Effect of ruling, which states broadcasters should "make sufficient time available, on a non-discriminatory basis, for full discussion . . ." all but cancels "controversial issue" clause in NAB code, which holds time should not be sold for discussion of such issues. FCC said it should.

July 9—President Truman, in letter to BROADCASTING, cites American radio as "in good hands" and says it "must be maintained as free as the press." He urges "regulation by natural forces of competition . . ."

July 14—Associate Justice Justin Miller, of U. S. Court of Appeals for District of Columbia, selected as NAB president for five-year term beginning Oct. 1.

July 16—Survey of key United States and Canadian markets indicates fall-winter business prospects for radio unusually bright. Main difficulty is time shortage on major networks and affiliated stations in top markets.

July 16—President Truman's letter to BROADCASTING evokes praise from all segments of radio and advertising. Former Gov. James M. Cox of Ohio calls it radio's "Emancipation Proclamation." David Sarnoff, president of RCA and chairman of NBC, describes it as "an inspiration to all broadcasters . . ."

July 23—Analysis shows American Tobacco Co., for Lucky Strike cigarettes, keeps in forefront of popular cigarette field through heavy concentration of radio advertising, spending less advertising dollars than its competitors.

July 23—Leonard A. Versluis announces formation of Associated Broadcasting Corp. (later Associated Broadcasting System) as new nationwide network to begin operations Sept. 16.

July 30—Charles I. Siepman, former program executive of BBC, revealed working for FCC on program analysis disclosure, precipitates controversy on FCC's authority to engage in such program studies.

July 30—Capt. Harry C. Butcher, naval aide to Gen. Eisenhower, resigns as vice-president of CBS upon release from active Navy duty to undertake writing two-volume diary titled *My Three Years with Eisenhower*. Book prepublished in selected installments in *Saturday Evening Post*, with Capt. Butcher paid record sum of \$175,000 for magazine rights.

Aug. 2—FCC approves sale of \$22,000,000 Crosley Corp., including WLW Cincinnati, to Aviation Corp. by 4-3 vote.

Aug. 2—FCC creates precedent in issuing financial rules and regulations, which also require data on policy-making personnel. Financial

reports and other business contracts declared closed to public inspection, but with proviso Commission can open such records upon written request.

Aug. 6—Westinghouse discloses "stratovision" plan whereby airborne transmitters would relay television, FM and other broadcast services interlacing transmission from plane to plane, flying anchored courses at 30,000 feet. FCC authorizes tests.

Aug. 7—Wartime freeze on radio construction equipment relaxed by FCC with establishment of 60-day "thaw" period during which applications for all types of stations can be brought up to date to be considered effective Oct. 8.

Aug. 7—NAB Board of Directors devises Code of Ethics and substitutes "Standards of Practice." A. D. (Jess) Willard, former general manager of WBT Charlotte, named executive vice president and chief assistant to President Justin Miller.

Aug. 10—Radio brings Jap surrender offer to meet Potsdam demands, bringing first word to waiting world of war's end.

Aug. 10—First tour of broadcast executives to war theater gets under way with departure of delegation of 15 for London. NAB President Justin Miller and J. Leonard Reinsch, radio adviser to President Truman, head delegation which spends 30 days in war theater.

Aug. 13—With V-J Day, secret of atom bomb is revealed. Story of atomic energy is told to public. Byron Price, Director of Censorship, praises both radio and press for cooperation on atom bomb development and keeping of secret.

Aug. 14—President Truman announces formal Japanese surrender as radio sets off victory celebration.

Aug. 24—FCC extends band for New England to embrace 10 additional channels because demand for facilities exceeds available supply under former allocations. Northeast thus provided with 80 commercial FM channels instead of 70 originally set.

Sept. 3—End of war puts emphasis on local news but news ratings remain high level as primary news commodity, survey shows.

Sept. 5—Pope Pius XII, in extraordinary half-hour audience with U. S. Broadcast Mission to Europe, expresses gratitude to American radio for spreading gospel of good and placed upon radio great responsibility for uniting world into community of peaceful nations.

Sept. 6—FCC formally announces plan to adopt Crosley-Avco "open bid" policy on station transfers until new procedure is established. Sets Sept. 6 as deadline on transfers, which must accord with new bid procedure or be held up until new regulations or Congressional action empowers it to exercise juris-

diction over prices in transfer of stations.

Sept. 6—In its first proceeding for alleged violation of Section 15 of Communications Act, FCC dismisses complaint against WDSU New Orleans but issues strong admonition that stations are not instrumentalities for giving advantage to one political candidate for public office as against others.

Sept. 8—U. S. Broadcast Mission to European war theatre returns to U. S. after 30-day tour covering 12,323 miles with approximately 75 hours of flying time.

Sept. 12—Rules and regulations for FM broadcast issued by FCC. Followed week later by adoption of engineering standards relating to allocation and operation of FM stations.

Sept. 13—Nationwide strike of NABET engineers at all owned stations of NBC and ABC ends after 25½ hours with resumption of negotiations on new contract.

Sept. 14—Subscription Radio Inc., proposed "quarter-in-slot" home entertainment service, suspends as William Benton, president and founder, takes over as Assistant Secretary of State. Company previously had applied for three FM frequencies in New York.

Sept. 16—Associated Broadcasting Corp. gets under way as fifth national network with inaugural messages from President Truman and FCC Chairman Paul A. Porter.

Sept. 20—Mark Woods, president of American Broadcasting Co., resumes active direction of network's operation with Chester J. LaRoche, vice chairman and executive head during preceding year, dropping all executive duties. Mr. LaRoche subsequently resigned and sold his 12½% stock interest, as did Time Inc.

Sept. 24—Rules and regulations and standards of good engineering practice for commercial television stations issued by FCC.

Oct. 1—Two of nation's top newspapers—*Philadelphia Inquirer* and *Boston Herald-Traveler*—complete transactions subject to FCC approval for acquisition of broadcast stations. *Inquirer* purchased WFIL Philadelphia from Lit Brothers for \$1,900,000. *Herald-Traveler* acquired WHDH Boston from Matheson Radio Corp. for \$850,000.

Oct. 2—Official Washington and official broadcasting pay tribute to Justice Justin Miller, inaugurated as president of NAB. President Truman recognizes broadcasting's achievements in letter to new executive.

Oct. 8—With backlog of more than 1,000 applications for new standard, FM and television stations, FCC embarks upon task of awarding authorizations for postwar era of broadcasting. BROADCASTING survey indicates expenditures in 1946 will

approximate \$42,000,000 for FM, \$38,000,000 for AM construction and \$30,000,000 for television, or grand total of \$110,000,000.

Oct. 8—Cuba reveals demands for high-power assignments for some 20 additional standard band frequencies below 1000 kc, resulting in steps toward engineering conference of North American nations in Washington to work out modification of so-called Havana Treaty and extension of North American Regional Broadcasting Agreement, which expires March 29, 1946.

Oct. 8—Survey by Katz Agency, New York, reveals 74% of listeners prefer 15-minute newscasts to those of shorter or longer length. Great majority—64%—prefer straight news and commentaries.

Oct. 12—Opening gun in fight for high band vs. low band television fired at hearings when CBS Executive Vice President Paul Kesten declares flatly full color television "upstairs" is accomplished fact and proposes formula for temporary solution of allocations problem. Television Broadcasters Assn. proposes plan whereby 55 metropolitan districts would gain 62 television stations through use of directional allocations system.

Oct. 17—AFM President James C. Petrillo announces ban on dual broadcasting of musical programs on FM, as well as standard stations, with comments by all in radio that FM development thereby would be retarded.

Oct. 22—President Truman's radio car, capable of maintaining telephone or radio communication to any part of the globe, is described graphically in first revelation of its existence. Car in use since 1942.

Oct. 25—FCC, in record-breaking day, grants 64 new FM stations and designates for hearing 231 applications for new standard stations or for modified facilities. Also adopts CBS basic allocation plan for FM metropolitan stations in Area 1 (northeast), immediate effect of which is to change assignments of 22 existing stations.

Oct. 30—President Truman's audience rating of 43.8 represented 30,820,000 adult listeners and 98.4% of sets in use. Late President Roosevelt holds all-high record, rating 79% on war message night of Dec. 9, 1941. Truman broke all daytime records with 64.1 rating for V-E Day announcement at 9 a.m., May 8.

Nov. 4—Worldwide recognition of role played by American broadcasting given during observance of national radio week Nov. 4-10, commemorating 25th anniversary of radio.

Nov. 7—Another milestone in radio's news coverage reached with President Truman formally dedicating new Radio News Gallery in Senate wing of Capitol.

Nov. 19—Elmer Davis, former director of OWI, announces return as radio commentator effective Dec. 2, starting thrice-weekly series of news analyses on ABC. Davis offered to advertisers at \$1,500 for one broadcast, \$2,500 for two, and \$3,000 for all three.

Nov. 19—Bill to make certain American Federation of Musicians practices a felony because of onslaughts of James Caesar Petrillo against radio introduced in House by Chairman Clarence F. Lea (D-Cal.), of Interstate and Foreign Commerce Committee. Passage of bill (H.R. 4737) predicted early in new session.

Nov. 20—Association of National Advertisers votes to establish Radio Council as separate division to study Government regulations, network policies, union problems and talent costs.

Nov. 21—New television allocation plan adopted by FCC expands service, carrying out objectives of proposal made by Television Broadcasters Assn. It gives New York, Chicago and Los Angeles seven channels each and assigns additional channels to 33 other cities.

Nov. 26—Government ownership of radio supported by Chairman Clarence Cannon (D-Minn.) of House Appropriations Committee in debate on FCC appropriations for new fiscal year.

Nov. 30—American farmer reveals he likes American radio in survey titled "Summary of a Survey of Attitudes of Rural People Toward Radio". Survey made by Division of Program Service, Department of Agriculture, and released by FCC. News and information programs rate first, with serials second among women.

Dec. 3—Supreme Court rules in five to two opinion that FCC must hear all mutually exclusive applications before making grants—that it can't grant one application and set others for hearing if same facility is sought. Decision came in appeal of WKBZ Muskegon from FCC action granting new station to WJEF Grand Rapids. Opinion expected to have impact in licensing of FM and television stations in congested areas.

Dec. 13—Equipment for an FM station can be purchased at prices ranging from \$6,420 to \$85,101, depending upon power and can be delivered in five to 14 months, according to joint FCC-Senate Small Business survey.

Dec. 13—Tangle in network titles terminated with American Broadcasting Co. becoming "ABC" and Associated Broadcasting Corp. changing its title to "System" and becoming "ABS". Out of court settlement reached with American reportedly paying Associated \$25,000 for symbol.

Dec. 14—Number of standard commercial stations in United States passes 1,000 mark for first time when FCC grants eight construction permits for new stations, bringing total to 1,001.

Dec. 14—FCC announces adoption of proposed rule on station transfers using open bid method. Calls for briefs and possible oral arguments before making rule final.

Dec. 17—Complete radio studios and pickup facilities at White House, including lighting and acoustics for television, disclosed as President Truman seeks \$1,650,000 to enlarge and improve executive offices. Tentative plan includes studio seating 300, which would be used for news conferences and other group gatherings, as well as radio and video setup.

Dec. 19—FCC announces tentative allocation pattern for U.S. providing for more than 1500 metropolitan and rural FM stations. It adopts channel numbering system instead of arbitrary use of station frequencies.

Dec. 24—AFM President James C. Petrillo unleashes double-barreled blast at radio demanding (1) no further broadcasts of musical programs from abroad, effective Dec. 31; (2) ordered networks to "do something about affiliates which do not employ staff musicians," implying "secondary boycott restrictions." Foreign ban evokes violent criticism from nation's press as interfering with international relations and otherwise impeding good will.

Dec. 31—Doubling the number of broadcast stations of all kinds predicted during 1946 if production and labor doesn't break down. With 1,000 standard stations: ready licensed or authorized and several hundred FM stations conditionally granted, experts predicted at least 500 FM stations should be completed during year, with possibly 50 television stations on air. Additional 200 standard stations also predicted, swelling possible total to approximately 2,000.

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FOR 1946—SEE PAGES

385 and 230

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Admiral W. H. G. Bullard, Pennsylvania
March 15, 1927—November 24, 1927 (Deceased)

Orestes H. Caldwell, New York
March 15, 1927—February 23, 1929

Eugene O. Sykes, Mississippi
March 10, 1927—July 10, 1934 (Deceased)

Henry A. Bellows, Minnesota
March 15, 1927—October 31, 1927 (Deceased)

Colonel John F. Dillon, California
March 15, 1927—October 3, 1927 (Deceased)

Sam Pickard, Kansas
November 1, 1927—July 10, 1929

Harold A. Lafount, Utah
November 15, 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—December 31, 1934

Anning S. Prall, New York
January 17, 1935—July 23, 1937 (Deceased)

Irving 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 (Deceased)

Thad H. Brown, Ohio
July 11, 1934—June 30, 1940 (Deceased)

Frederick J. Thompson, Ala.
April 11, 1939—June 30, 1941

George H. Payne, New York
July 1, 1934—June 30, 1943 (Deceased)

T. A. M. Craven, District of Columbia
August 23, 1937—June 30, 1944

Norman S. Case, Rhode Island
July 11, 1934—June 30, 1945

James Lawrence Fly, Texas
September 1, 1939—November 15, 1944

DATA ON NATIONWIDE BROADCAST CHAINS

(Supplied to Congress by FCC at request of House Subcommittee on Appropriations)

	1940	1941	1942	1943	1944
CBS:					
Reported net investment in assets ¹	\$14,366,000	\$15,738,000	\$17,287,000	\$18,743,000	\$20,460,000
Depreciated broadcast plant investment	6,451,000	5,781,000	5,901,000	5,011,000	4,530,000
Net income ²	5,007,000	4,805,000	4,124,000	4,536,000	4,678,000
NBC:					
Reported net investment in assets ¹	8,569,000	8,221,000	8,889,000	9,183,000	7,527,000
Depreciated broadcast plant investment	3,895,000	3,716,000	3,527,000	3,142,000	2,888,000
Net income ²	3,919,000	3,870,000	3,166,000	3,544,000	3,590,000

ABC (formerly Blue Network of NBC):

Reported net investment in assets ¹	1	1	1,933,000	2,565,000	3,150,000
Depreciated broadcast plant investment	1	1	288,000	427,000	599,000
Net income ²	1	1	30,000	654,000	572,000

Amount reported as provision for Federal income and excess-profits taxes:

CBS	\$2,425,000	\$3,516,000	\$4,350,000	\$7,575,000	\$8,250,000
NBC	1,916,000	3,782,000	4,511,000	6,362,000	7,050,500
ABC	1	1	38,650	831,000	1,483,000

¹ Represents total assets less liabilities at end of year, or stockholders' equity as reported to Commission.

² After Federal taxes on income.

³ Included in NBC prior to 1942.

Note.—Mutual Broadcasting System, the other nationwide chain, carries fixed assets at a nominal value of \$1, and reports no net income since it is a mutual corporation.

Station Assignments of Licenses Approved in 1945

(As Announced by FCC)

Assignor, Location and Assignment of Station	Assignee	Consideration and Date Authorized
Robin Weaver, Sr. (WROX), Clarksville, Miss.: 1450 kc, 250 w, unlimited time	Birney Imae, Sr. (Publisher of Commercial Dispatch, Columbus, Miss., operated WCBI for Birney Imae, Jr. while in Service)	\$ 25,000.00 2/8/45
F. W. Meyer (KMYR), Denver, Colorado: 1340 kc, 250 w, unlimited time	KMYR Broadcasting Company (F. W. Meyer, assignor, controlling stockholder)	250 shares of stock issued to F. W. Meyer 2/8/45
Lester Q. Krasin and Otto A. Krutzner d/b as Krasin & Krutzner Broadcasting Company (KTNM), Tucuman, New Mexico: 1400 kc, 250 w, specified hours, (unlimited time authorized 10/17/45)	Hoyt Houck, Robert D. Houck, Walter G. Russell and Lonnie J. Preston d/b as Tucuman Broadcasting Company (Hoyt Houck and Robert D. Houck—partners in Amarillo Baking Co. and Pepsi-Cola Bottling Co.; Walter G. Russell, CPA and Attorney, Amarillo, Texas; and Lonnie J. Preston is Station KGNC representative and owner Cafe)	\$20,000.00 2/13/45
Glenn D. Roberts, Melva F. Roberts, Wellwood Nesbit, Robert M. LaFollette, Jr., Evalyn H. Dolph, Hope D. Petzey & Rachel Young LaFollette d/b as The Milwaukee Broadcasting Co. (WEMP), Milwaukee, Wis.: 1340 kc, 250 w, unlimited time	Glenn D. Roberts, Melva F. Roberts, Wellwood Nesbit, Robert M. LaFollette, Jr., Evalyn H. Dolph, Hope D. Petzey, Rachel Young LaFollette, Genevieve S. Nesbit, John Ernest Roe and W. Wade Boardman, d/b as Milwaukee Broadcasting Co. (addition of three more partners)	Glenn D. Roberts sold 2/8 interest to Ernest Roe & W. Wade Boardman for \$25,000—Wellwood gave 1/16 interest to wife as gift 2/20/45
KQV Broadcasting Co. (KQV), Pittsburgh, Pa.: 1410 kc, 1 kw, unlimited time	Allegheny Broadcasting Corporation (parent corporation of licensee)	No monetary consideration, assigned to parent corporation 2/27/45
R. C. Hoiles (KPND), Pampa, Texas: 1340 kc, 100 w, unlimited time	C. H. Hoiles, Harry Hoiles and Jane Joiles d/b as Radio Station KPND (children of R. C. Hoiles and associated with father in newspaper business)	\$1.00 (gift) 2/27/45
Marshall Field (WSAI), Cincinnati, Ohio: 1360 kc, 5 kw, unlimited time	Buckeye Broadcasting Co. (controlled by Field Enterprises, Inc., of which Marshall Field is majority stockholder)	5,834 shares of 6% Non-Cumulative Preferred Stock in Field Enterprises, Inc. issued to Marshall Field 3/6/45
Nevada Broadcasting Co. (KENO), Las Vegas, Nev.: 1400 kc, 250 w, unlimited time	Maxwell Kelch and Laura Belle Kelch d/b as Nevada Broadcasting Company	No monetary consideration—changed from a corporation to a partnership 3/6/45
American Broadcasting Corp. (WBIR), Knoxville, Tenn.: 1240 kc, 250 w, unlimited time	Radio Station WBIR, Inc. (same officers and stockholders)	Change from a Kentucky Corporation to a Tennessee Corporation. 3/14/45
A. L. Chilton and Leonore H. Chilton d/b as KGHJ Broadcasting Service (KGHI), Little Rock, Ark.: 1230 kc, 250 w, unlimited time	A. L. Chilton, Leonore H. Chilton and S. C. Vinsonhaler d/b as KGHJ Broadcasting Service (addition of Vinsonhaler as partner)	10% of partnership interest sold to S. C. Vinsonhaler for \$12,000 3/20/45
State Capital Broadcasting Association (KTBC), Austin, Texas: 590 kc, 1 kw day, 250 w night, unlimited time	Claudia T. Johnson (sole stockholder of assignor)	No monetary consideration—changed from a corporation to an individual 3/27/45
Radio Station WMFR, Inc. (WMFR), High Point, N. Car.: 1230 kc, 250 w, unlimited time	James E. Lambeth, James E. Lambeth, Jr., Halen M. Lambeth, Ralph M. Lambeth, Frank S. Lambeth and Molly H. Lambeth, d/b as Radio Station WMFR	No monetary consideration—changed from a corporation to a partnership 4/3/45
The Columbus Broadcasting Co., Inc. (WRBL), Columbus, Ga.: 1230 kc, 250 w, unlimited time	J. W. Woodruff, J. W. Woodruff, Jr., and E. B. Cartledge, Jr., d/b as Columbus Broadcasting Co.	No monetary consideration—changed from a corporation to a partnership 4/3/45
L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls and Effie H. Allen d/b as Valley Broadcasting Company (WDAK), Columbus, Ga.: 1340 kc, 250 w, unlimited time; (WRLD), West Point, Ga.: 1490 kc, 250 w, unlimited time	L. J. Duncan, Leila A. Duncan, Josephine Rawls, Effie H. Allen, Allen M. Woodall and Margaret A. Pill d/b as Valley Broadcasting Company (addition of two more partners)	18% interest in partnership sold for \$15,930 4/17/45
New Hampshire Broadcasting Co. (WFEA), Manchester, N. H.: 1370 kc, 5 kw, unlimited time	H. M. Bitner (sole stockholder of assignor)	No monetary consideration—changed from a corporation to an individual 4/17/45
City Broadcasting Corp. (WELI), New Haven, Conn.: 960 kc, 1 kw day, 500 w night, unlimited time	Connecticut Radio Foundation, Inc. (same officers and stockholders)	Change from a Delaware Corporation to a Connecticut Corporation. 4/24/45
Findlay Radio Company (WFIN), Findlay, Ohio: 1330 kc, 1 kw, daytime	Fred R. Hover tr/as Findlay Radio Company (majority stockholder of assignor corporation)	Surrender of 181 shares of stock held by Fred A. Hover to assignor corporation and payment of \$250 per share for remaining 6 shares of stock held by minority stockholders 5/8/45
Mississippi Valley Broadcasting Co., Inc. (WTMV), East St. Louis, Ill.: 1490 kc, 250 w, unlimited time	Myles H. Johns, Penrose H. Johns, William F. Johns and William F. Johns, Jr., d/b as Mississippi Valley Broadcasting Company (partners interested in WOSH)	\$105,000.00 5/8/45
Walter C. Bridges (WJMC), Rice Lake, Wis.: 1240 kc, 250 w, unlimited time	WJMC, Inc. (Walter C. Bridges, assignor, controlling stockholder)	Issuance of 203 shares of stock of which 50 (25%) sold to Max. H. Levine for \$5,000.00 5/15/45
East Texas Broadcasting Co. (KQKB), Tyler, Texas: 1490 kc, 250 w, unlimited time	James G. Ulmer (majority stockholder of assignor corporation)	Purchase by James G. Ulmer of 36 shares (3.6%)—remaining outstanding stock of assignor corporation for \$900.00 5/22/45
John R. Pepper (WJPR), Greenville, Miss.: 1340 kc, 250 w, unlimited time	Thomas Henry Golding, Sr., Thomas Henry Golding, Jr., Emmet Holmes McMurry, Jr., and Frank Wilson Baldwin d/b as Radio Services Company (McMurry and Baldwin, employees of WJPR; T. H. Golding and Son in cotton and stock farming business)	\$75,000.00 5/22/45
E. Anthony & Sons, Inc. (WNBH), New Bedford, Mass.: 1340 kc, 250 w, unlimited time; (WOCB), West Yarmouth, Mass.: 1240 kc, 250 w, unlimited time	Bristol Broadcasting Co., Inc. (100% of stock held by assignor)	210 shares of unissued stock to be issued to assignor 5/22/45
Arthur Malcolm McGregor, Dorothy Charlotte McGregor and Hugh L. Gately d/b as Radio Station WJBC (WJBC), Bloomington, Ill.: 1230 kc, 250 w, unlimited time	Arthur Malcolm McGregor and Hugh L. Gately d/b as Radio Station WJBC	No monetary consideration—death of one partner vested right in remaining partners 6/5/45
Byrne Ross and R. H. Drewry d/b as KSWO Broadcasting Co. (KSWO), Lawton, Okla.: 1150 kc, 250 w, daytime	Oklahoma Quality Broadcasting Co., a co-partnership composed of R. H. Drewry, J. R. Montgomery, Ted R. Warkentin and Robert P. Scott. (Drewry—automobile & finance business; Montgomery—President City Nat'l. Bank; Scott & Warkentin own stationery & bank supply business)	\$35,000 paid to Byrne Ross by three new partners for 50% interest 6/19/45
Dr. George W. Young (WDGY), Minneapolis, Minn.: 1130 kc, 5 kw day and 500 w night, limited time	Mae C. Young, executrix of the estate of George W. Young, deceased	No monetary consideration 7/24/45
Columbia Broadcasting System, Inc. (WBT), Charlotte, N. Car.: 1110 kc, 50 kw, unlimited time	Southeastern Broadcasting Co. (Jefferson Standard Life Insurance Co.—99.778% stockholder; J. M. Bryan, Pres. has 50% interest in WORD; Edney Ridge, Secty. Treas. has 33 1/4% interest in WBIG; Julius C. Smith, Director—Attorney)	\$1,505,000.00 8/21/45
Jay P. Beard tr/as Regional Broadcasting Co. (KBTM), Jonesboro, Ark.: 1230 kc, 250 w, unlimited time	Jay P. Beard & Veda F. Beard d/b as Regional Broadcasting Co. (Veda F. Beard—wife of Jay P. Beard)	No monetary consideration 9/12/45
Memphis Broadcasting Co. (WMPS), Memphis, Tenn.: 1460 kc, 1 kw day and 500 w night, unlimited time	WMPS, Inc. (sole stockholder of assignor corporation)	No monetary consideration 9/18/45
Ben T. Wilson, Ra. A. Corbett and Thomas W. Baker d/b as Red Lands Broadcasting Assn. (KRBA), Lufkin, Tex.: 1340 kc, 250 w, unlimited time	Darrell E. Yates (manager KRBA)	\$10.00 and other liabilities assumed 9/25/45
George Johnston (WJLD), Bessemer, Ala.: 1400 kc, 250 w, unlimited time	Johnston Broadcasting Co. (George Johnston and George Johnston, Jr., partners)	George Johnston, Jr. paid George Johnston, Sr. \$63,600.00 for 60% interest in partnership 10/3/45
Fisher's Blend Station, Inc. (KJR), Seattle, Wash.: 950 kc, 5 kw, unlimited time	Birt F. Fisher	Relinquishment of 1/4 interest in assignor corporation 10/3/45

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Station Assignments of Licenses Approved in 1945

(Continued from Page 401)

Assignor, Location and Assignment of Station	Assignee	Consideration and Date Authorized
Associated Broadcasting Corp. (WTBO), Cumberland, Md.; 1450 kc, 250 w, unlimited time	Aubrelia S. Becker and Charles Z. Heskett d/b as Associated Broadcasting Company	No monetary consideration—changed from a corporation to a partnership 10/8/45
KID Broadcasting Company (KID), Idaho Falls, Idaho; 1350 kc, 5 kw day and 500 w night, unlimited time	Idaho Radio Corporation (Radio Service Corp. of Utah—licensee of KSL & 50% owner KSUB—24.93% stockholder)	\$108,000.00 11/23/45
Frank R. Pidcock, Sr. (WMGA), Moultrie, Ga.; 1400 kc, 250 w, unlimited time	John F. Pidcock (son of assignor—prior to entrance in service was manager WMGA)	\$30,327.68 11/23/45
Copper Electric Co., Inc. (KSUN), Lowell, Ariz.; 1230 kc, 250 w, unlimited time	Carleton W. Morris	No monetary consideration changed from a corporation to an individual 12/13/45
Stephen R. Rintoul (WSRR), Stamford, Conn.; 1400 kc, 250 w, unlimited time	Western Connecticut Broadcasting Company (stockholders and officers interested in The Stamford Advocate daily newspaper)	\$161,000.00 12/20/45
H. M. Bitner (WFEA), Manchester, N. H.; 1370 kc, 5 kw, unlimited time	WFEA Inc.	Transfer WFEA assets, subject to liabilities (\$186,661). Bitner to sell \$150,000 of notes received from transferee.

Transfers of Control of Stations Approved in 1945

(As Announced by FCC)

Licensee, Location and Assignment of Station	Transferor	Transferee	Consideration and Date Authorized
KFJI Broadcasters (KFJI), Klamath Falls, Ore.; 1240 kc, 100 w, unlimited time	George Kincaid and Rachel J. Kincaid	Willard D. Miller (Construction and Hotel business)	100%—\$115,000.00 1/2/45
Peoria Broadcasting Co. (WMBD), Peoria, Ill.; 1470 kc, 5 kw day and 1 kw night, unlimited time	H. D. Morgan	Carl P. Slane—8.6%; Frances P. Slane—21.2%; Elizabeth P. Talbot—21.2% (Interested in Peoria Journal-Transcript, Inc.)	510 shares (51%)—\$114,750.00 1/9/45
Sioux City Broadcasting Co. (KTRI), Sioux City, Ia.; 1450 kc, 250 w, unlimited time	The Tribune Company	Eugene H. Kelly—25.2%; John C. Kelly—12.4%; Eugene F. Kelly—12.4% (Present stockholders of Transferor corporation)	125 shares (50%)—\$17,375.00 1/25/45
Sweetwater Radio, Inc. (KXOX), Sweetwater, Tex.; 1240 kc, 250 w, unlimited time	Wendell Mayes	Mittie Agnes McBeath and J. S. McBeath (Owners of 50% of stock of KXOX)	75 shares (50%)—\$8,754.42 2/13/45
KOMA, Inc. (KOMA), Oklahoma City, Okla.; 1520 kc, 5 kw, unlimited time. (Construction permit granted 11/21/45 for 50 kw)	T. Griffin, Deceased	John Toole Griffin, and Marjorie Griffin Leake, Executors under the will of J. T. Griffin, Deceased	Administration of Estate—50 shares common (16.67 and 2,015 shares) preferred (86.48%) 2/20/45
Tucson Broadcasting Co. (KTUC), Tucson, Ariz.; 1400 kc, 250 w, unlimited time		Burridge D. Butler (Owns 49.8% of stock of licensee corporation)	Purchase of 23 shares (7.67%) of treasury stock—\$2,300.00 2/27/45
WJJD, Inc. (WJJD), Chicago, Ill.; 1160 kc, 20 kw, limited time	Marshall Field	Field Enterprises, Inc.	6,926 shares of 6% Non-Cumulative preferred stock in Field Enterprises, Inc., issued to Marshall Field 3/6/45
Plattaburg Broadcasting Corp. (WMFF), Plattaburg, N. Y.; 1340 kc, 250 w, unlimited time	Edward H. Bragg and Leslie F. Bragg	George F. Bissell (part owner of WENT and has stock in licensee corporation WMFF)	169 shares (51.88%)—\$24,000.00 3/6/45
Radio Station WIAC, Inc. (WIAC), Hato Rey, P. R.; 580 kc, 5 kw, unlimited time	Enrique Abarca Sanfeliz, Deceased	Mrs. Enrique Abarca Sanfeliz, Executrix of the Estate of Enrique Abarca Sanfeliz, Deceased	Administrator of Estate—770 shares (58%) 3/14/45
Tulsa Broadcasting Co., Inc. (KTUL), Tulsa, Okla.; 1430 kc, 5 kw, unlimited time	J. T. Griffin, Deceased	John Toole Griffin and Marjory Griffin Leake, Executors under the will of J. T. Griffin, Deceased	Administration of Estate—251 shares (53.4%) 3/14/45
McDowell Service Co. (WBRW), Welch, W. Va.; 1340 kc, 250 w, unlimited time	J. W. Blakely, Gladys H. Blakely and J. Read Werness	Joe G. Hunt—50 shares (wholesale beverage business); W. R. Keyser—25 shares (Editor Welch Daily News); Ellis Landreth—25 shares (Mgr. Welch Publishing Co.); Clarence H. Frey—25 shares (Publisher The Logan Banner); Robert O. Greever—25 shares (50% owner WLOG)	150 shares (100%)—\$67,239.00 3/27/45
Iowa Great Lakes Broadcasting Co. (KICD), Spencer, Iowa; 1240 kc, 250 w, unlimited time	L. W. Andrews	Ben B. Sanders (Commercial representative of WNOX)	309 shares of common stock (64.375%) and 120 shares of preferred stock (47.25%)—\$19,000.00 4/3/45
WIBX, Inc. (WIBX), Utica, New York; 1230 kc, 250 w, unlimited time	Scott Howe Bowen, Deceased	Estate of Scott Howe Bowen, Margaret P. Bowen, Executrix	Administration of Estate—102 shares (51%) 5/1/45
The Jack Gross Broadcasting Co. (KFMB), San Diego, Calif.; 1450 kc, 250 w, unlimited time	O. L. Taylor	Jack O. Gross (Owner of 50% of stock of licensee corporation)	3,750 shares (50%)—\$170,000.00 6/12/45
Phoenix Broadcasting, Inc. (KPHO), Phoenix, Ariz.; 1230 kc, 250 w, unlimited time	Central Newspapers, Inc.	Rex Schepp (Owner of 33 1/4% of stock of licensee corporation)	216 3/4 shares (21 3/4%)—\$17,333.33 6/12/45
Cornbelt Broadcasting Corp. (KFOR), Lincoln, Nebr.; 1240 kc, 250 w, unlimited time	Charles T. Stuart and James Stuart	Stuart Investment Co. (Transferors own control of transferee corp.)	680 shares of stock of transferee corp. 6/19/45
Central States Broadcasting Co. (KOIL), Omaha, Nebr.; 1290 kc, 5 kw, unlimited time	Charles T. Stuart and James Stuart	Stuart Investment Co. (Transferors own control of transferee corp.)	1,670 shares of stock of transferee corp. 6/19/45
Jamestown Broadcasting Co., Inc. (KSJB), Jamestown, N. Dak.; 500 kc, 250 w day and 100 w night, unlimited time. (Construction permit granted 10/9/45 for 5 kw)		John W. Boler (Owns interest in licensee corporation and KVOX)	Purchase of 72 shares of treasury and new stock—\$7,200.00 7/3/45
The Birmingham News Co. (WSGN), Birmingham, Ala.; 610 kc, 5 kw day and 1 kw night, unlimited time	Victor H. Hanson, Deceased	Ruth Lawson Hanson, Executrix and C. B. Hanson, Jr., and Henry P. Johnston, Executors under the will of Victor H. Hanson, Deceased	Administration of Estate—1,735 shares (86 3/4%) 7/10/45
WCLS, Inc. (WJOL), Joliet, Ill.; 1340 kc, 250 w, unlimited time	Walter Ashe	Willard H. Erwin—1 share; Arthur C. Litton—9 shares; Clint Litton—9 shares; Calvin F. Wilson—10 shares; Gerald G. Smith—10 shares; Norman S. Fitzhugh—1 share; Robert L. Bowles—11 shares (all of above own stock in licensee corporation)	51 shares (51%)—\$8,670.00 7/17/45

(Continued on Page 404)

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Chicago 1, Ill.

Transfers of Control of Stations Approved in 1945

(Continued from Page 402)

Licensee, Location and Assignment of Station	Transferor	Transferee	Consideration and Date Authorized
WNAX Broadcasting Co. (WNAX), Yankton, S. Dak.: 570 kc, 5 kw, unlimited time	South Dakota Broadcasting Corp.	Cowles Broadcasting Co. (Owner of 100% Class A and 49.4% Class B stock of licensee corporation)	253 shares Class B stock (50.6%)—\$13,000.00 7/17/45
Symons Broadcasting Co. (KFPY), Spokane, Wash.: 920 kc, 5 kw, unlimited time	Frances R. Symons, Arthur L. Bright and Frances R. Symons. E. B. Craney and Spokane and Eastern Branch of Seattle First National Bank, Trustees under the Will of Thomas W. Symons, Jr.	E. B. Craney—166 1/6 shares; Queen City Brd. Co., Ind. (KIRO)—166 3/4 shares; John L. Wheeler (Atty.)—166 1/6 shares	499 shares (99.8%)—\$348,496.67 7/24/45
WBYN-Brooklyn, Inc. (WBYN), Brooklyn, N. Y.: 1450 kc, 1 kw day and 500 w night, unlimited time	Rae Kronenberg as Executrix under the Last Will and Testament of Aaron Kronenberg, Rae Kronenberg, Salvatore D'Angelo, Peter Testan and Millie Testan	The Evening News Publishing Company	71.25 shares common (71.25%) and 429 shares preferred (82.64%)—\$204,646.76 7/24/45
WKNE Corporation (WKNE), Keene, N. H.: 1290 kc, 5 kw, unlimited time		M. S. Wilder (Has interest in WSYR and WTRY)	190 shares new common stock (38%) in return for surrender of 205 shares of preferred stock held by transferee and payment of \$2,525 in cash 7/24/45
Piedmont Publishing Co. (WSJS), Winston-Salem, N. Car.: 600 kc, 5 kw, unlimited time	Preferred Stockholders	Gordon Gray	Recapitulation of stock. 7/24/45
The Crosley Corp. (WLW), Cincinnati, O.: 700 kc, 50 kw, unlimited time	Powel Crosley, et al	The Aviation Corp.	805,100 shares (55.9%) at \$39.00 per share 8/2/45
The Tribune Co. (WFLA), Tampa, Fla.: 970 kc, 5 kw, unlimited time	J. S. Mims, Truman Green, J. C. Council, H. L. Mims, Chas. Frank Hamilton and George P. Webb	A. W. Curry and R. Keith Kane, Trustees under will of John Stewart Bryan (Deceased), D. Tennant Bryan, John Stewart Bryan, Jr. and Amanda Bryan Kane	Purchase of 106 shares common stock (1.71%) by A. W. Curry and R. Keith Kane, Trustees—\$41,840.00 8/21/45
WLIB, Inc. (WLIB), Brooklyn, N. Y.: 1190 kc, 1 kw, limited time	Dorothy S. Thackrey	Theodoro Corp. (Transferor sole owner.) (Parent corporation of New York Post Corp.)	100% of stock of transferee corp. 8/21/45
The Everett Broadcasting Co., Inc. (KRKO), Everett, Wash.: 1400 kc, 250 w, unlimited time	Lee E. Mudgett	William R. Taft (35% sold to Wm. R. Taft which gives control to Wm. R. and Archie G., Jr., his brother who has 30%)	35 shares (35%)—\$1,500.00 cash and other obligations 9/18/45
Miami Broadcasting Co. (WQAM), Miami, Fla.: 560 kc, 5 kw day and 1 kw night, unlimited time	W. W. Luce and F. W. Borton as individuals and Fred W. and Frances Hester Borton as Trustees and Wm. W. and Marshall G. Luce as Trustees	The Miami Herald Publishing Co. (Publishes the Miami Herald)	188 shares (100%)—\$500,000.00 9/18/45
KFNF, Inc. (KFNF), Shenandoah, Iowa; 920 kc, 1 kw day and 500 w night, unlimited time	Henry Field	Midwest Broadcasting Co.	Henry Field to exchange 201.31 shares (50.33%) in licensee corp. for 400 shares in transferee corp. (value \$40,000.00) 9/19/45
Marshall Electric Co. (KFJB), Marshalltown, Iowa; 1280 kc, 250 w, unlimited time	Earl N. Peak, Deceased	Catherine R. Peak, Administratrix of the Estate of Earl N. Peak, Deceased.	Administration of Estate—286 shares (98.6%) 9/25/45
KSAL, Inc. (KSAL), Salina, Kansas; 1150 kc, 1 kw, unlimited time	R. J. Laubengayer (Owns 51% and relinquishing control by selling 37 1/2%)	Kenneth Durham, 87 shares (Hosiery Mills); Robert Root, 29 shares (V. P. Transportation Co.); Joseph Rosenfield, 87 shares (Atty.); John Ruan, 87 shares (Owner Ruan Transportation Co.)	290 shares (100%)—\$27,500.00
Middle Georgia Broadcasting Co. (WBML), Macon, Ga.: 1240 kc, 250 w, unlimited time	Mrs. Arthur Christie (sale of 50 shares (25%) to licensee corporation to be held as Treasury stock)	The Hutchinson Publishing Company (Publisher, Hutchinson, Kansas)	150 shares (37 1/2%)—\$130,000.00 10/8/45
Palo Alto Radio Station, Inc. (KYA), San Francisco, Calif.: 1260 kc, 5 kw day and 1 kw night, unlimited time	24 stockholders	E. D. Black and E. G. McKenzie (remaining stockholders obtain control by sale of Mrs. Christie's stock back to corporation. Manufacturers of cotton seed oil)	50 shares (25%)—\$20,000.00 to be held as Treasury Stock. 10/3/45
Portorican American Broadcasting Co. (WPAB), Ponce, P. R.: 1370 kc, 1 kw, unlimited time	Pedro Juan Serrailles	Dorothy S. Thackrey (Owner New York Post and WLIB)	8,720 shares (83.9%)—\$348,800 10/10/45
Monterey Peninsula Broadcasting Co. (KDON), Monterey, Calif.: 1240 kc, 250 w, unlimited time	Robert A. Griffin	Juan Alberto Wirshing, Arturo Gallardo, Mrs. Porrato Doria, Carolos Clavell and Rafael Lopez Zapata	Filed for recordation of stock transfers. 10/31/45
Central Broadcasting Co. (WHO), Des Moines, Ia.: 1040 kc, 50 kw, unlimited time	B. J. Palmer	Salinas Newspapers Inc.	5 shares capital stock giving transferor and transferee 50% each 12/29/45
KTAR Broadcasting Co. (KTAR), Phoenix, Ariz.: 620 kc, 5 kw, unlimited time	John J. Lovis	Daniel David Palmer	No monetary consideration 12/29/45
		KTAR Broadcasting Co. Inc.	12,350 shares (49.4%) for \$15,437.50 12/29/45

PAUL GODLEY CO.

Consulting Radio Engineers

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International Broadcasting Stations of the United States

Authorized by FCC as of January 1, 1946

Note: Under wartime arrangements made in October-November, 1942, these U. S. shortwave stations are leased by the licensees to the Government, were programmed until recently by the Office of War Information and the Coordinator of Inter-American Affairs, and are now programmed by the Interim International Information Service of the Department of State.

Call Letters	Licensee and Transmitter Location	Frequency in mc.		Power in Watts
KWID	The Associated Broadcasters Inc. San Francisco, Cal.	6.06, 9.57, 15.29, 21.61.	7.23, 11.87, 17.76.	100,000
KWIX	The Associated Broadcasters Inc. San Francisco, Cal.	6.06, 9.57, 15.29, 21.61.	7.23, 11.87, 17.76.	50,000
KCBA	Columbia Broadcasting System Inc. Delano, Cal.	50,000
KCBF	Columbia Broadcasting System Inc. Delano, Cal.	50,000
KCBR	Columbia Broadcasting System Inc. Delano, Cal.	200,000
WCBN	Columbia Broadcasting System Inc. Brentwood, L. I., New York	6.12, 9.65, 15.27, 21.52.	6.17, 11.83, 17.83, 21.57.	50,000
WCBX	Columbia Broadcasting System Inc. Brentwood, L. I., New York	6.06, 6.17, 11.83, 17.83, 21.57 SA- 9.49 SA- 9.59 SA-15.287 in lieu of 15.27	6.12, 9.65, 15.27, 21.52.	50,000
WCDA	Columbia Broadcasting System Inc. Brentwood, L. I., New York	6.06, 6.17, 11.83, 17.83, 21.57 SA- 9.49 SA- 9.59 SA-15.287 in lieu of 15.27	6.12, 9.65, 15.27, 21.52.	10,000
WCRC	Columbia Broadcasting System Inc. Brentwood, L. I., New York	6.06, 6.17, 11.83, 17.83, 21.57 SA- 9.49 SA- 9.59 SA-15.287 in lieu of 15.27	6.12, 9.65, 15.27, 21.52.	50,000
WOOC	Columbia Broadcasting System Inc. Wayne, N. J.	6.12, 9.65, 15.27, 21.52.	6.17, 11.83, 17.83, 21.57.	50,000
WOOW	Columbia Broadcasting System Inc. Wayne, N. J.	6.12, 9.65, 15.27, 21.52.	6.17, 11.83, 17.83, 21.57.	50,000
WLWK	The Crosley Corp. Mason, O.	6.08, 11.71, 17.8.	9.59, 15.25, 21.65.	50,000
WLWL	The Crosley Corp. Mason, O.	6.08, 11.71, 17.8.	9.59, 15.25, 21.65.	200,000
WLWO	The Crosley Corp. Mason, O.	6.08, 11.71, 17.8.	9.59, 15.25, 21.65.	75,000
WLWR	The Crosley Corp. Mason, O.	6.08, 11.71, 17.8.	9.59, 15.25, 21.65.	200,000
WLWS	The Crosley Corp. Mason, O.	6.08, 11.71, 17.8.	9.59, 15.25, 21.65.	200,000
KGEE	General Electric Co. Near Belmont, Cal.	6.19, 9.53, 11.73, 15.33	7.25, 9.55, 15.21.	50,000
KGEX	General Electric Co. Belmont, Cal.	100,000
WGEA	General Electric Co. So. Schenectady, N. Y.	6.19, 9.53, 15.33, 21.59 SA- 9.53	7, 11.8475, 21.5.	50,000
WGEO	General Electric Co.	6.19, 9.53, 15.33	7, 11.8475.	100,000
WGEX	General Electric Co. So. Schenectady, N. Y.	25,000
WNBI	National Broadcasting Co. Inc. Bound Brook, N. J.	6.1, 11.89, 15.19, 21.63 SA-11.893	9.67, 15.15, 17.78.	50,000 (100,000 on 9.67)
KNBA	National Broadcasting Co. Inc. Near Dixon, Cal.	50,000
KNBC	National Broadcasting Co. Inc. Near Dixon, Cal.	50,000
KNBI	National Broadcasting Co. Inc. Near Dixon, Cal.	50,000

Call Letters	Licensee and Transmitter Location	Frequency in mc.		Power in Watts
KNBX	National Broadcasting Co. Inc. Near Dixon, Cal.	50,000
WNBI	National Broadcasting Co. Inc. Bound Brook, N. J.	6.1, 11.89, 15.19, 21.63 SA-11.893	9.67, 15.15, 17.78.	50,000 (100,000 on 9.67)
WNRA	National Broadcasting Co. Inc. Bound Brook, N. J.	6.1, 11.89, 15.19, 21.63 SA-11.893	9.67, 15.15, 17.78.	50,000
WNRE	National Broadcasting Co. Inc. Bound Brook, N. J.	6.1, 11.89, 15.19, 21.63	9.67, 15.15, 17.78.	50,000
WNRI	National Broadcasting Co. Inc. Bound Brook, N. J.	6.1, 11.89, 15.19, 21.63	9.67, 15.15, 17.78.	50,000
WNRX	National Broadcasting Co. Inc. Bound Brook, N. J.	6.1, 11.89, 15.19, 21.63 SA-11.893	9.67, 15.15, 17.78.	50,000
WRCA	National Broadcasting Co. Inc. Bound Brook, N. J.	6.1, 11.89, 15.19, 21.63 SA-11.893	9.67, 15.15, 17.78.	50,000 (100,000 on 9.67)
WBOS	Westinghouse Radio Stations Inc. Hull, Mass.	6.14, 11.87, 17.78, 21.54.	9.57, 15.21, 17.78, 21.54.	50,000
WRUA	World Wide Broadcasting Corp. Scituate, Mass.	6.04, 11.73, 17.75, 21.46	9.7, 15.35, 17.75, 21.46	50,000
WRUA	World Wide Broadcasting Corp. Scituate, Mass.	6.04, 11.79, 15.35, 17.75, 21.46	9.7, 15.13, 17.75, 21.46	50,000
WRUS	World Wide Broadcasting Corp. Scituate, Mass.	6.04, 11.73, 15.35, 17.75, 21.46	9.7, 15.13, 17.75, 21.46	50,000
WRUW	World Wide Broadcasting Corp. Scituate, Mass.	9.7, 11.73, 15.13, 17.75, 25.6	21.46	20,000
WRUX	World Wide Broadcasting Corp. Scituate, Mass.	7,000

SA-Special Authorization.

CANADA

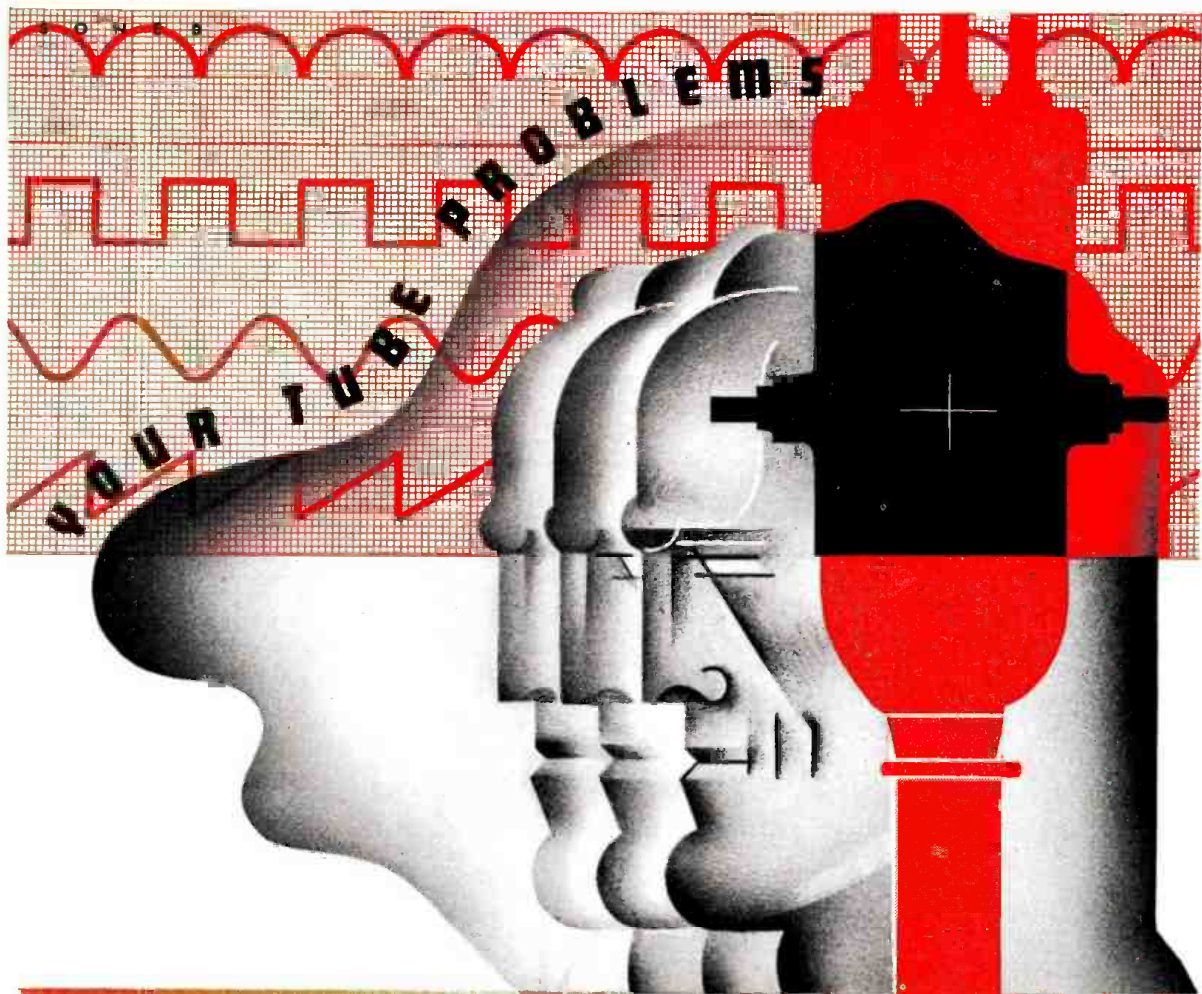
Call Letters	Licensee and Transmitter Location	Frequency in mc.	Power in Watts
CFCX	Canadian Marconi Co., Montreal Montreal, Que.	60.05	75
CFRX	Rogers Radio Broadcasting Co. Ltd., Toronto Township of King, Ont.	60.7	1,000
CFVP	Voice of the Prairies Ltd., Calgary, Alta. Strathmore, Alta.	60.3	100
CHNX	Maritime Broadcasting Co. Ltd., Halifax, N. S. Bedford, N. S.	61.3	500
CJCX	Eastern Broadcasters Ltd., Sydney, N. S. South Bar Road near Sydney, N. S.	60.1	1,000
CKRO	Transcanada Communications Ltd., Winnipeg, Man. Middlechurch, Man.	61.5	2,000
CKRX	Transcanada Communications Ltd., Winnipeg, Man. Middlechurch, Man.	117.2	2,000
CKFX	Western Broadcasting Co. Ltd., Vancouver, B. C. Lulu Island, B. C.	60.8	10
CBFW	Canadian Broadcasting Corp., Montreal Veicheres, Que.	60.9	7,500
CBFX	Canadian Broadcasting Corp., Montreal Veicheres, Que.	96.3	7,500
CBFY	Canadian Broadcasting Corp., Montreal Veicheres, Que.	117.05	7,500
CBFZ	Canadian Broadcasting Corp., Montreal Veicheres, Que.	151.9	7,500
CBRX	Canadian Broadcasting Corp., Vancouver, B. C. Lulu Island, B. C.	61.6	150
VE9AI	Edmonton Journal Ltd., Edmonton, Alta.	60.05	200
VE9AI	Edmonton Journal Ltd., Edmonton, Alta.	95.4	200
CKOB	Canadian Broadcasting Corp., Montreal Sackville, N. B.	6.09	50,000
CKLO	Canadian Broadcasting Corp., Montreal Sackville, N. B.	9.63	50,000
CKXA	Canadian Broadcasting Corp., Montreal Sackville, N. B.	11.705	50,000
CKCX	Canadian Broadcasting Corp., Montreal Sackville, N. B.	15.19	50,000
CKNC	Canadian Broadcasting Corp., Montreal Sackville, N. B.	17.82	50,000
CHAC	Canadian Broadcasting Corp., Montreal Sackville, N. B.	6.16	50,000
CHLS	Canadian Broadcasting Corp., Montreal Sackville, N. B.	9.61	50,000
CHMD	Canadian Broadcasting Corp., Montreal Sackville, N. B.	9.64	50,000
CHOL	Canadian Broadcasting Corp., Montreal Sackville, N. B.	11.72	50,000
CHTA	Canadian Broadcasting Corp., Montreal Sackville, N. B.	15.22	50,000
CHLA	Canadian Broadcasting Corp., Montreal Sackville, N. B.	21.71	50,000
CKEX	Canadian Broadcasting Corp., Montreal Sackville, N. B.	11.9	50,000

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.

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Acme Electric & Mfg. Company	Cuba, N. Y.	Cuba 4	W. E. Wilson	Transformers
Acoustic Equipment Co.	Atlanta 3, Ga.	323 Walton Bldg.	Walton 6714	P. C. Bangs	Transcriptions, recording
H. W. Acton Co. Inc.	New York 1	370 7th Ave.	Pennsylvania 6-0111	H. W. Acton	Transcription needles, playback and cutting needles
Aerovox Corporation	New Bedford, Mass. New York Chicago Los Angeles 15	740 Belleville Ave. 347 5th Ave. 9 S. Clinton St. 1150 South Hill	New Bedford 6-8221 Murray Hill 5-7090 Central 1894 Richmond 9178	Charles Golenpaul George Uzmann Fred R. Ellinger William C. Hitt	Capacitors-mica, electrostatic, electrolytic
Airdesign & Fabrication Inc.	Upper Darby, Pa.	241 Fairfield Ave.	Allegheny 3305 or Boulevard 0268	L. Edward Pamphilon	Transformers for FM, TV and facsimile—transformers all types (iron core)
Alden Products Company	Brockton 64, Mass.	117 N. Main St.	Brockton 160	John U. Bete	Radio components, facsimile—scanners, recorders, oscillators, associate equipment
Allied Record Mfg. Company	Hollywood 38, Cal.	1041 N. Las Palmas Ave.	Hollywood 5107	E. D. Bedell	Transcriptions, phonograph records
Allied Recording Products Co.	Long Island City 1, N. Y.	21-09 43rd Ave.	Stillwell 4-2318	J. Strauss	Recording blanks and recording machines, accessories
Altec Lansing Corporation	Hollywood 28, Cal. New York 19	1680 N. Vine St. 250 W. 57th St.	Hillside 1121 Columbus 5-3255	A. A. Ward H. S. Morris	Recording amplifiers, monitor speakers, inter-modulation test equipment, transformers
American Lava Corporation	Chattanooga 5, Tenn.	6-8114	G. E. Richter, Jr.	Electrical insulators
American Radio Company	Glendale 5, Cal.	611 E. Garfield Ave.	Citrus 1-6884	James Ruel	AM transmitters, control consoles, speech amplifiers, program amplifiers, monitor amplifiers, line amplifiers, recording amplifiers, equalizers, filters, field transmitters, remote amplifiers. Test equipment: regulated power supply, square wave generator, vacuum tube voltmeter, phase angle meter, combination L-C-R-Q-D bridge, audio oscillator.
American Transformer Company	Newark 5, N. J.	178 Emmet St.	Bigelow 3-4444	Ivor B. Watts	Modulation transformers, filament transformers, plate and plate filament transformers, filter reactors, audio transformers, power transformers, audio reactors
Amperex Electronic Corporation	Brooklyn, N. Y.	79 Washington St.	Main 5-2050	Sam Norris	Transmitting and rectifying tubes
Amplifier Company of America	New York 13	398 Broadway	Canal 6-7612	N. M. Haynes	Electronic equipment, power supplies, amplifiers, transformers, filter networks
Andrew Company	Chicago 19 Seattle Hollywood 28	863 E. 75th St. 2321 2nd Ave. 6406 W. Sunset Blvd.	Triangle 4400 Main 8811 Gladstone 0115	C. Russell Cox Jas. J. Backer Leon A. Fry	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.
Audak Company	New York 18	500 Fifth Ave.	Lackawanna 4-3723	G. V. Sullivan	Pickups and cutters
The Astatic Corporation	Conneaut, Ohio	P. O. Box 120	12-656	Ray T. Schottenberg	Microphones, phonograph pickups, cutting heads, accessories
Audio Devices, Inc.	New York 22	444 Madison Ave.	Plaza 3-0973	Bryce Haynes	Recording blanks, playback and cutting points
Automatic Electric Co.	Chicago 7	1033 W. Van Buren St.	Haymarket 4300	Walter Axelsen	Relays, rotary switches and other switching equipment for studio control and monitoring
Birnbach Radio Company Inc.	New York 13	145 Hudson St.	Walker 5-6980	Morris Birnbach	Antennas
Blaw-Knox Co.	Pittsburgh 30 Birmingham 8 Chicago 3 New York 17 Philadelphia 3 Washington 4, D. C.	Farmers Bank Bldg. Brown-Marx Bldg. Peoples Gas Bldg. 342 Madison Ave. 1617 Pennsylvania Blvd. 423 Munsey Bldg.	Sterling 2700 3-4931 Harrison 7633 Vanderbilt 6-0661 Rittenhouse 1681 Republic 3142	E. J. Staubitz William E. Balliet J. C. McQuide T. M. Avery W. F. Simmons J. N. Critchlow	Antenna
Bliley Electric Co.	Erie, Pa.	Union Station Bldg.	26-857	G. E. Wright	Quartz crystals, holders and automatic frequency control units
Bluff City Distributing Co.	Memphis 3	905-7 Union Avenue	5-5761-62	A. L. Cowles	Tubes, sound equipment, recording blanks, needles, transformers, measuring equipment
The Brush Development Company	Cleveland 14	3405 Perkins Ave.	Endicott 3315	Blair Foulds	Recording equipment, transcription type phonograph pickups
Burgess Battery Co.	Freeport, Ill.	Exchange St.	Main 3300	L. H. Harris	Dry batteries
William W. L. Burnett Radio Lab.	San Diego 4	4814 Idaho St.	Talbot 4943	Wm. W. L. Burnett	Piezo electric crystal holders, temperature controlled oven and constant frequency controlling equipment, frequency measuring service
Canadian Marconi Co.	Montreal 1, Que. Toronto, Ont. Halifax, N. S. Winnipeg, Man. Vancouver, B. C. St. Johns, Nfld.	211 St. Sacramento St. 92 Adelaide St. West 47 Argyle St. 356 Main St. 500 Beatty St. Adelaide & New Gower Sts.	Marquette 7081 Elgin 9275 3-6712 9-7255 Marine 0464 881	M. M. Elliott G. F. Eaton C. S. McDonald W. F. Souch L. S. Hawkins J. J. Collins	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 equipment, marine radio communications equipment
Chatham Electronics	Newark 2, N. J.	475 Washington St.	Market 2-1892	W. L. Meier	Rectifier tubes
Clark Radio Equipment Corporation	Chicago 18	4813 North Lincoln Ave.	Lincoln 1747	A. Flowers	Amplifiers, labyrinth speakers, equalizers
Collins Radio Company	Cedar Rapids, Iowa New York 18 Montreal, Que.	855 35th St. N. E. 11 W. 42nd St. Collins-Fisher, Ltd.	3-0281 Lackawanna 4-0229	W. F. Stewart W. J. Barkley Charles B. Fisher	Transmitters, studio equipment and accessories
Commercial Radio Equipment Co.	Washington 4, D. C. Kansas City, 5, Mo. Hollywood 28, Cal.	1319 F. St. N. W. Porter Bldg. 1584 Cross Roads of World	District 1319 Logan 8821 Hillside 9008	Everett L. Dillard Robert F. Wolfskill George Taffeu	Frequency measurements, allocation—engineering and radio crystals
Commercial Radio-Sound Corporation	New York 22	570 Lexington Ave.	Vol 5-1700	Arthur W. Schneider	Sound effects machines, speech input, rack and console wiring, audition equipment
Continental Sales Company	Newark 4, N. J.	195-197 Central Ave.	Market 2-0884-5	Joseph J. Stantley	Amplifier units, speakers, test equipment, microphones, record blanks, parts

(Continued on Page 408)



YOUR TUBE PROBLEMS ARE MULTIPLIED WHEN YOU WEIGH FM, TELEVISION AND OTHER SERVICES. EXPANSION MEANS MORE TUBES, MORE TYPES, MORE HAZARDS IN THE PRIMARY DUTY OF "STAYING ON THE AIR" AND A CLOSER SCRUTINY OF OPERATION COSTS. TODAY AS IN THE FORMATIVE DAYS OF AM, AMPEREX RESEARCH, CREATIVE ENGINEERING, PRECISION MANUFACTURE AND HELPFUL SERVICE ARE VALUED ALLIES OF THE BROADCASTING INDUSTRY. TODAY AS THEN — IN YOUR OLD AND NEW SOCKETS YOU CAN RELY ON AMPEREX FOR TUBE PERFORMANCE, LIFE AND SAFE ECONOMY.

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DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

(Continued from Page 406)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Cornish Wire Company Inc.	New York 7	15 Park Row	Cortlandt 7-2525	W. F. Osler, Jr.	Radio and electrical wires and cables
Corning Glass Works	Corning, N. Y.	372	C. J. Phillips	Radio insulators
Crystal Products Company	Kansas City 8	1519 McGee St.	Victor 1686	J. M. Ziegler	Quartz crystals
Crystal Research Laboratories, Inc.	Hartford 3, Conn.	29 Allyn St.	7-3215	S. I. Ward	Quartz oscillating crystals, general test equipment
The Daven Company	Newark 4, N. J.	191 Central Ave.	Mitchell 2-6555	Lewis Newman	COMPONENTS: Variable and fixed attenuators, single and dual potentiometers, multipliers, faders, step-type rheostats, special step-type rotary switches, davohm and super devohm precision wire-wound resistors. TEST SETS: Transmission measuring sets, attenuation boxes, output meters, power output meters, volume level indicators, power level indicators, decade voltage dividers, program line equalizers, electronic frequency meters, decade resistance boxes, power supply, ratio arm boxes and logarithmic resistor boxes
Allen B. DuMont Laboratories, Inc.	Passaic, N. J. Detroit 1	2 Main Ave. 4461 Woodward Ave.	Passaic 3-1616	Herbert E. Taylor, Jr. H. B. Graham	Cathode-ray tubes, oscillographs, test equipment, receiving and transmitting equipment. For television: Transmitters, studio equipment, remote field equipment, monitor equipment, test equipment.
Eastern Mike-Stand Company	Brooklyn 12, N. Y.	56 Christopher Ave.	Dickens 2-3538	S. Sherman	Microphone stands, microphone boom stands, accessories.
Eitel-McCullough, Inc.	San Bruno, Cal. Chicago 5 New York 7	600 S. Michigan Ave. 220 Broadway, Room 2210	San Bruno 4000 Harrison 5948 Cortland 7-0011	O. H. Brown Royal J. Higgins Adolph Schwartz	Transmitting type vacuum tubes, vacuum capacitors and vacuum switches. For FM, TV and facsimile: same as above.
Electronic Enterprises Inc.	Newark 4, N. J.	67 7th Ave.	Hu 2-0630	Ward Denison	Vacuum tubes
Electronic Products Co.	Mount Vernon, N. Y.	111 E. 3rd St.	Mount Vernon 8-2840	James H. Cone	Transmitting tubes, rectifiers
Electro-Voice Corp.	South Bend 24, Ind.	1239 South Bend Ave.	21431	A. R. Kahn	Microphones
Evanston Sound Proof Door	Evanston, Ill.	1127 Hinman Ave.	University 2758	W. W. Lloyd	Sound proof doors
Fairchild Camera & Instrument Corp.	Jamaica 1, N. Y.	88-06 Van Wyck Blvd.	Jamaica 6-3800	C. V. Kettering	Sound recorders (disc), amplifier-equalizers, transcription tables, magnetic cutterheads, dynamic pickups
Farnsworth Television & Radio Corp.	Fort Wayne 1, Ind.	3700 East Pontiac St.	Anthony 5801	Ernest H. Vogel	Transmitters and receivers. For FM & TV: Transmitters and studio equipment.
Ferranti Electric, Inc.	New York 20	30 Rockefeller Plaza	Circle 7-0912	W. R. Spittal	Transformers, chokes, filters, assemblies
Finch Telecommunications, Inc.	Passaic, N. J. New York 16	Fourth & Virginia Sts. 10 E. 40th St.	Pa 2-3440 Murray Hill 5-7976	Herman H. Rathkamp H. Rathkamp	Facsimile terminal equipment

(Continued on Page 410)



Sound-System CONTROLS

Available in 8, 15, 50, 200, 250 and 500 ohms. Inexpensive.

★ Clarostat Series CIB control meets need for constant-impedance attenuator capable of dissipating 10 watts at any setting. Used as output level control for power amplifiers, or as individual input attenuator for individual speakers. Linear up to 30 db. in 10 steps—beginning at absolute zero, then 30 db. steps to 24 db., then 30 db. and infinity. Typically a Clarostat sound-system control. Interested in such controls?

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AMERICAN TRANSFORMER CO.
182 Emmet St., Newark 5, N. J.

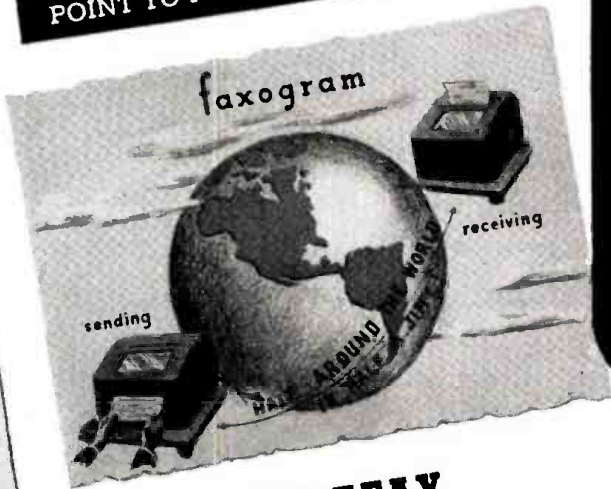




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DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

(Continued from Page 408)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Gates Radio Co.	Quincy, Ill. New York	220 Hampshire St. 40 Exchange Pl.	522 Hanover 2-0198	F. J. Pippenger	Transmitters, speech equipment, turntables, recording equipment, microphones, allied equipment.
General Electric	Schenectady 5, N. Y. San Francisco 6 Atlanta 3 New York 22 Chicago 7 Cleveland, O. Dallas 2, Texas Boston Philadelphia 2	1 River Road 235 Montgomery St. 187 Spring St., N. W. 570 Lexington Ave. 340 S. Canal St. 4966 Woodland Ave. 1801 N. Samar St. 140 Federal St. 1405 Locust St.	4-2211 Douglas 3740 Walnut 9767 Wickersham 2-1311 Wabash 5611 Endicott 4464 LD 224 Hubbard 1800 Pennepacker 9000	W. R. David F. P. Barnes W. L. Fattig H. L. Perdine S. W. Pozgoy F. R. Walker J. H. Douglas W. C. Jaeger T. B. Jacobs	FM, AM, international and TV relaying equipment, speech input, transmitters, antenna, S-T equipment. For FM: Speech input, transmitters, antenna. For TV: S-T equipment, etc. For facsimile: Transmitters and possible terminal equipment.
General Electronics, Inc.	New York 23	1819 Broadway	Circle 7-8093	T. A. Haish	Rectifiers, triode, amplifying electron tubes.
General Radio Co.	Cambridge 39, Mass. New York 6 Chicago 5 Hollywood 38	275 Massachusetts Ave. 90 West St. 920 S. Michigan Ave. 1000 N. Seward St.	Trowbridge 4400 Cortlandt 7-0850 Wabash 3820 Hollywood 6321	A. E. Thiessen I. G. Easton I. E. Packard Frederick Ireland	Broadcast frequency monitors, modulation monitors, radio-frequency bridges, sound measuring equipment, audio-frequency, oscillators, volume controls, variacs, FM monitors, distortion meters
The Gould-Moody Company	New York 13	395 Broadway	Canal 6-3446	Sidney S. Gould	Recording blanks and recording accessories
Grady Instrument Co.	Belmont 78, Mass.	689 Belmont St.	Belmont 5005	Edward J. Grady	Transmitters and mobile pick-ups.
Graybar Electric Co. Inc.	New York 17 Atlanta 1 Boston 16 Chicago 7 Cincinnati 2 Cleveland 14 Dallas 2 Detroit 1 Jacksonville 1 Kansas City 8 Los Angeles 12 Minneapolis 15 New York 14 Philadelphia 7 Pittsburgh 22 Richmond 19 San Francisco 1 Seattle 4 St. Louis 3 Washington, D. C.	420 Lexington Ave. 167 Walton St. 287 Columbus Ave. 500 S. Clinton St. 310 Elm St. 1010 Rockwell Ave. Austin & Wood Sts. 55 West Canfield Ave. 12th & Main Sts. 1644 Baltimore Ave. 201 Santa Fe Ave. 824 South 4th St. 180 Varick St. 910 Cherry St. 37 Water St. 6th & Cary Sts. 9th & Howard Sts. King & Occidental Sts. 2642 Washington Ave. 1829 E. St. N. W.	Mohawk 4-4000 Jackson 2261 Kenmore 4567 Webster 2800 Main 0600 Cherry 1360 Central 6454 Columbia 5500 Jacksonville 5-6785 Grand 0324 Trinity 3321 Main 1188 Walker 5-8000 Walnut 5405 Court 4000 Richmond 2-2833 Market 5131 Main 4635 Newstead 4700 Executive 0022	J. W. LaMarque W. A. Northington J. P. Lynch E. H. Taylor A. W. Hallett R. F. Briggs C. C. Ross K. S. Deichman E. C. Toms R. B. Uhrig R. B. Thompson W. G. Pree F. J. Stahl J. W. Crockett R. F. Grossett L. E. Walker K. G. Morrison C. A. Marten H. H. Harris L. H. Whitten	Transmitters, antenna towers, speech input equipment, microphones, tubes, frequency monitors, amplifiers, rectifiers, meters, resistances, condensers, transformers, motor generators, emergency power plants and associated apparatus; antenna control equipment, phase monitors, public utility radio equipment.

(Continued on Page 412)

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Field Intensity Measurements

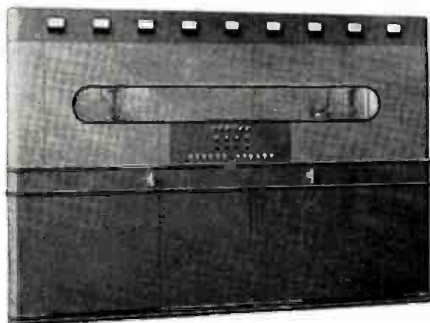
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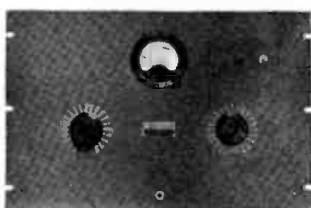
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5 & 10 KILOWATT TRANSMITTERS

MODEL BC-5—new development, meeting all demands for a modern, versatile 5-Kilowatt Transmitter. Also made as a 10-Kilowatt Transmitter— MODEL BC-10.



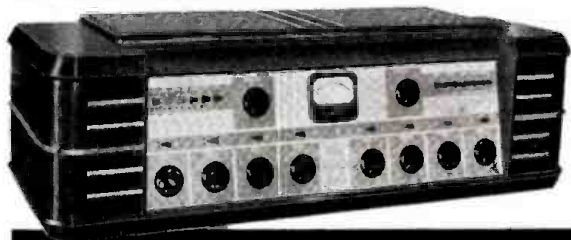
LIMITING AMPLIFIER

MODEL 28-CO—The most modern equipment for securing high average modulation levels with low distortion and noise. Trouble-free performance.



LINE AMPLIFIER

MODEL 6C—a flexible Unit which may be used in recording, monitoring and line amplifier service. May be used throughout the station.



PREAMPLIFIER



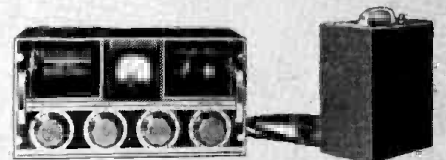
1-KILOWATT TRANSMITTER

MODEL 1-E—a new, modern, 1-Kilowatt Transmitter embodying improvements and features that will make your station outstanding in operation. Write for complete specifications.

MODEL 60-A—designed to furnish ample gain for any transcription pickup to bring the level up sufficiently to feed line amplifier.

Speech Input Console

MODEL 30—De Luxe designed for eye appeal as well as engineering efficiency in radio stations and recording studios of all sizes. Write for specifications.



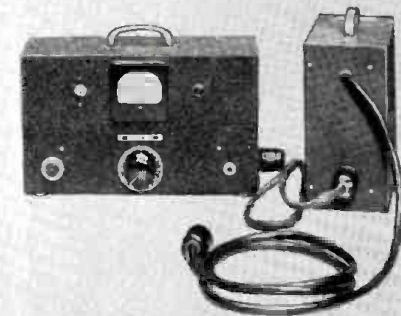
Dynamote Remote Amplifier

This is one of the most popular remote amplifiers in use today. In its weather resistant case with power unit, (it may be taken anywhere on remote jobs necessitating headphones and microphones).



REMOTE CONDITIONER

MODEL 6S—a superior unit for single microphone remote applications. Easily portable. Write for specifications.



REMOTE COMPACT

A single channel remote amplifier which is easily transported as a single unit, in airplane baggage type carrying case which is part of the equipment. Comes in two models—GR-80, GR-70. Write.



GATES RADIO CO., Quincy, Ill.

NEW YORK OFFICE: 9th FLOOR • 40 EXCHANGE PLACE • SOLO IN CANADA BY CANADIAN MARCONI CO., LTD., MONTREAL

Exclusive Manufacturers of Radio Transmitting Equipment Since 1922

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

(Continued from Page 410)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Hallcrafters Co.	Chicago 16 Seattle 1 Atlanta 3 Boston New York 13 New York 7 Chicago 10 Minneapolis Kansas City 6 Columbus Los Angeles 6 San Francisco Dallas 1 Detroit New Orleans Chicago 26	2611 S. Indiana Ave. 2321 2nd Ave. 105 Forrest Ave. Bldg. N. E. 11 Beacon St. 395 Broadway 11 Warren St. 43 E. Ohio St. 256 1st Ave. N. 406 Reliance Bldg. 35 E. Gay St. 2022 W. 11th St. 420 Market St. P. O. Box 1805 1022 Kensington Rd. 918 Union 1753 Howard St.	Calumet 1600 Main 3811 Walnut 3246 Capitol 0050 Canal 6-6931 Cortland 7-1148 Delaware 8850 Main 8353 Victor 7050 Adams 8928 Fitzroy 9913 Sutter 6027 Tennison 3-7093 Tuxedo 22651 Canal 1881 Hollycourt 1919	R. W. Durst James J. Backer Mrs. H. W. Burwell Tim Coakley Haskell Blair Oscar Roye Gerard McL. Cole Fred Hill James P. Kay W. E. McFadden Dave Marshank W. J. Purdy J. Earl Smith Fred Stevens J. E. Muniot, Jr. M. Ortiz, Jr. (Export Representative)	TV-AM-FM, VHF & UAF receivers, transmitters, facsimile equipment, wire recorders, handy and walky talkies
Harco Steel Construction Co. Inc.	Elizabeth 4, N. J.	1130 East Broad St.	Elizabeth 2-0826	Harold Cohen	Radio masts and towers
Harris Mfg. Co.	Los Angeles 5	2422 W. 7th St.	Fitzroy 6026	J. Henry Harris	Transcription needles
Hartensline-Zane Co., Inc.	New York 7	225 Broadway	Barelay 7-8390-1	Chas. J. Hartensline	Complete installation of antennae system.
Harvey Radio Company	New York 18	103 W. 43rd St.	Longacre 3-1800	Harvey Sampson	Amplifiers, microphones, disc and wire recorders, associated electronic equipment.
Harvey Radio Laboratories, Inc.	Cambridge, Mass.	447 Concord Ave.	Trowbridge 7800	Frank Lyman, Jr.	FM transmitters, FM signal generators
Higgins Industries, Inc.	Santa Monica, Cal.	2221 Warwick Ave.	Santa Monica 43707	F. E. Dine	Standards, secondary frequency and crystals
Hipower Crystal Co.	Chicago 47	2033 Charleston St.	Armitage 5815	R. W. Groth	Frequency control crystals. For FM & TV: Crystals, oscillating quartz.
Hoke Vertical Radiator Co.	Petersburg, Va.	135 South Market St.	3348	John J. Hoke	Guyed type and self-supporting vertical antennas
Hollister Crystal Co.	Boulder, Colo.	1617 Pearl St.	1720	Herb Hollister	Quartz crystals
G. C. Hunt & Sons	Carlisle, Pa.	133 N. Hanover St.	Carlisle 1486	T. D. Burnett	Crystal units
Hytron Radio & Electronics Corp.	Salem, Mass. New York 16 Chicago	76 Lafayette St. 432 Fourth Ave. 43 E. Ohio St.	Salem 2260 Murray Hill 4-4179-8 Delaware 4245-4246	Harry G. Burnett David H. Cogan Ira L. Arkin	Transmitting and receiving tubes
Jefferson-Travis Corporation	New York 10	245 E. 23rd St.	Murray Hill 3-0800	Walter C. Hustis	Continuous tape recorder and playback
Johns-Manville Corp.	New York 16	22 East 40th St.	Lexington 2-7600	Paul J. Washburn	Acoustical materials, sound isolation materials, asphalt tile flooring

(Continued on Page 414)

COLTON, FOSS OPEN ENGINEERING FIRM

NEW engineering firm, Colton & Foss, has been organized by Maj. Gen. Roger B. Colton and William L. Foss with offices on fourth floor of Carry Bldg., 15th & K North-west, Washington.

Gen. Colton's retirement is in process after 36 years service in the Signal Corps. For the last two years he had been chief of research and development. Previously he had been acting chief signal officer. Last January he was transferred to Air Forces as electronics engineer. Mr. Foss was a consulting engineer up to 1941 when he became chief of the international division, Army and Navy Electronic Production Agency. He was transferred to Air Forces in 1943, becoming chief of program control, Division of Air Communications Office. He joined RFC Electronics Division Sept. 18.

RADIO and RADAR

Consulting Services in Broadcasting

Public Service Communications

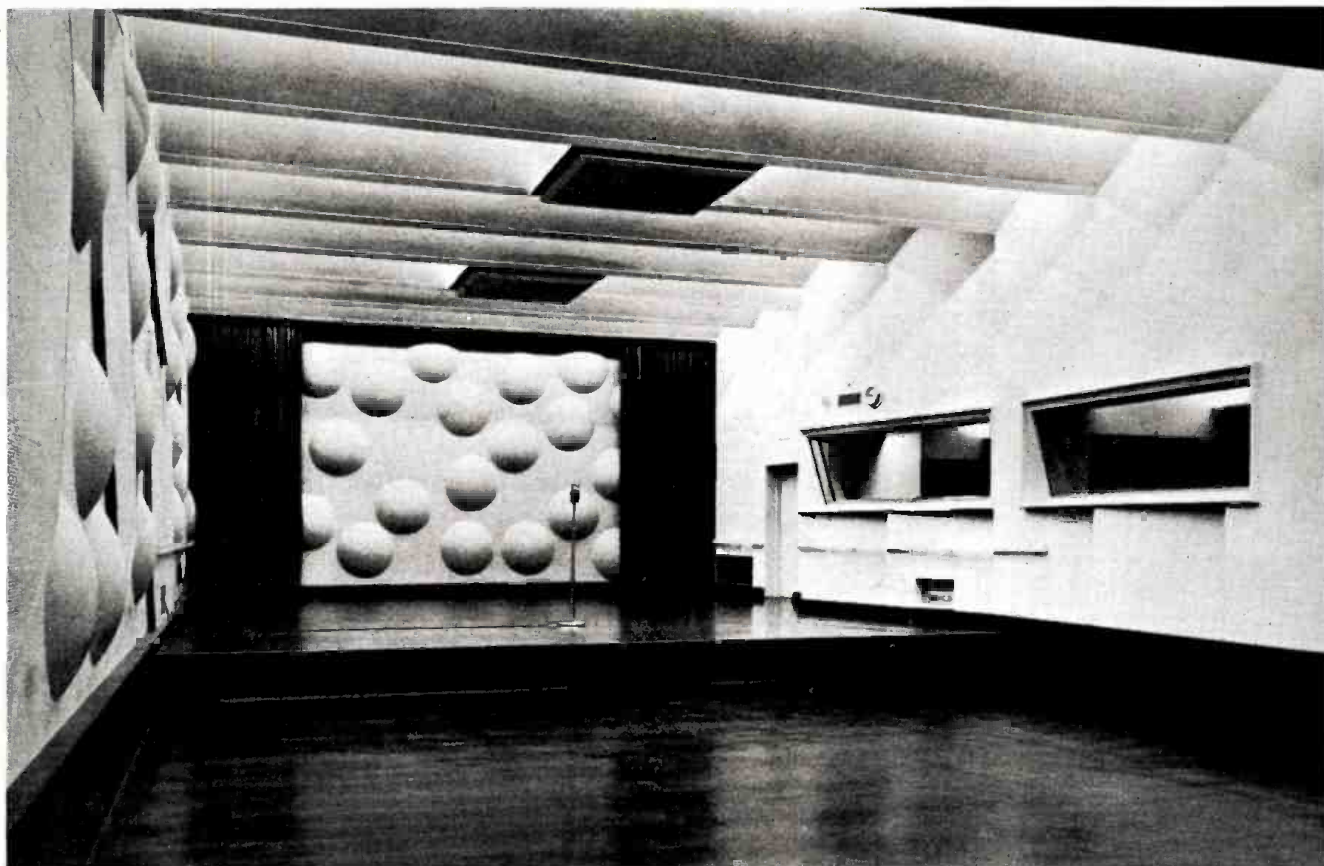
Radio and Radar Development

COLTON & FOSS, INC.

927 15th Street, N. W.

Washington, D. C.

REpublic 3883



Studio 6D of the National Broadcasting Company, Radio City, New York. Architects; Carson and Lundin.

MODERN IN APPEARANCE AND ACOUSTICAL RESULTS

Johns-Manville Transite Panels Selected For Acoustical Treatment of New NBC Studio

In the NBC studio, illustrated above, Johns-Manville Acoustical Transite Panels were selected because they provide the desired combination of pleasing architectural design with an acoustical result which meets all operating requirements. In this studio, one end wall, a sidewall, and the ceiling, all of which are opposite relatively flat surfaces, were substantially broken up to permit diffusion of sound in the room. J-M Transite Panels were used in both the serrated and flat areas.

The result is an all-purpose studio which solves the many acoustical and sound trans-

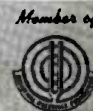
mission problems associated with the design of broadcasting studios, and also presents an attractive, architecturally-harmonious appearance.

For 30 years, Johns-Manville has pioneered in Sound Control problems so that today J-M is able to provide a scientifically correct solution to virtually any problem involving the control of sound in broadcasting operations.

For further information write Johns-Manville, 22 East 40 Street, New York 16, N. Y.



Johns-Manville *Pioneers in* **Sound Control**



DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

(Continued from Page 412)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
E. F. Johnson Company	Waseca, Minn.	990	Wally B. Swank	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, panels, racks and cabinets
Kaar Engineering Company	Palo Alto, Cal.	619 Emerson St.	Palo Alto 9001	Norman C. Helwig	Quartz crystals
Kluge Electronics Co.	Los Angeles 26, Cal.	1031 North Alvarado	Exposition 1742	Myron E. Kluge	Transmitters, tubes, frequency and modulation monitors, magnetic recording and reproducing equipment
The James Knights Co.	Sandwich, Ill.	465	L. A. Faber	Quartz crystals and frequency standards
Lehigh Structural Steel Co.	New York 4	17 Battery Pl.	Whitehall 4-1424	J. F. Neary	Vertical radiators, radio towers
John E. Lingo and Son, Inc.	Camden, N. J.	28th St. and Buren Ave.	Camden 0487	J. E. Lingo	Tubular steel vertical radiators; VHF antennas and supporting towers
Fred M. Link	New York 11	125 West 17th St.	Chelsea 2-1100	D. G. Beachler	Transmitters and relay broadcast systems, studio transmitter links
Mectron Corporation	Lawrence, Mass.	33166	Anthony Lambo	Antenna masts and systems
Meletron Corp. (formerly Geo. A. Starbird Co.)	Los Angeles 38	950 North Highland Ave.	Hempstead 4841	George A. Starbird	Studio microphone booms and stands
Miles Reproducer Co. Inc.	New York 3	812 Broadway	Gramercy 5-9466	J. M. Kublik	Sound on film, continuous recorders and instantaneous reproducers, telephone recording devices
Mirror Record Corp.	New York 10	1133 Broadway	Chelsea 3-2222	P. K. Trautwein	Record blanks, cutting and playback needles
Mycalex Corporation of America	New York 20 Clifton, N. J.	30 Rockefeller Plaza 60 Clifton Blvd.	Columbus 5-5989 Passaic 2-8866	Jerome Taishoff A. J. Monack	Mycalex low-loss, high-frequency insulation
North American Philips Company Inc.	New York 17	100 E. 42nd St.	Lexington 2-0900	N. A. Woodford	Quartz crystals, cathode ray tubes
Permoflux Corporation	Chicago 39	4900 West Grand Ave.	Berkshire 3200	W. Seeley	Microphones
Phonograph Needle Mfg. Co., Inc.	Providence 5	42 Dudley St.	Gaspee 5032	J. H. Moody	Transcriptions and disc needles
Poinsettia Company, Inc.	Pitman, N. J.	100 Cedar Ave.	196	E. P. Carter	Record pressing equipment
Power City Radio Co.	Sioux Falls, S. Dak.	209 S. 1st Ave.	1525	Wm. B. McKenzie	Recording equipment, tubes and parts
Precision Piezo Service	Baton Rouge 10, La.	427 Mayflower St.	5359	C. E. Pearce	Quartz crystals, holders and ovens
Press Wireless Inc.	New York 18	1475 Broadway	Bryant 9-5080	R. H. de Pasquale	Transmitters, receivers

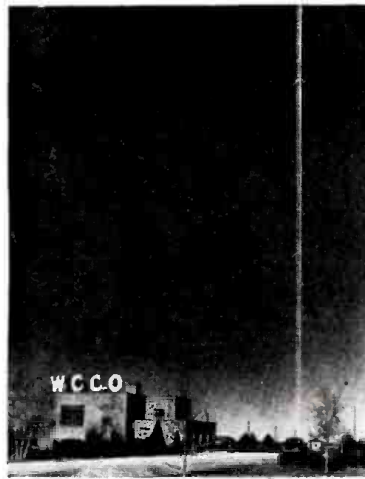
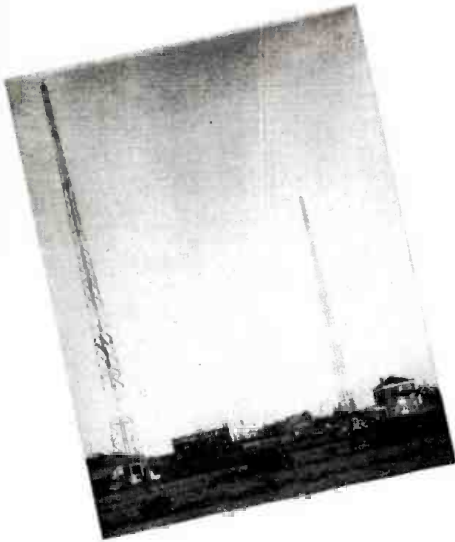
(Continued on Page 416)

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CONSULTING RADIO ENGINEERS**

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Lehigh Towers

If you are planning to construct an AM, FM or Television station, or if you are looking for a better tower than you now have, look to Lehigh for the best in tower construction. It will pay you dividends over the years.

Lehigh's Leadership in the tower business is known nationwide, and its list of clients in the radio industry constitutes a considerable number of the WHO's WHO of broadcasting. For dependable, durable towers, consult Lehigh.

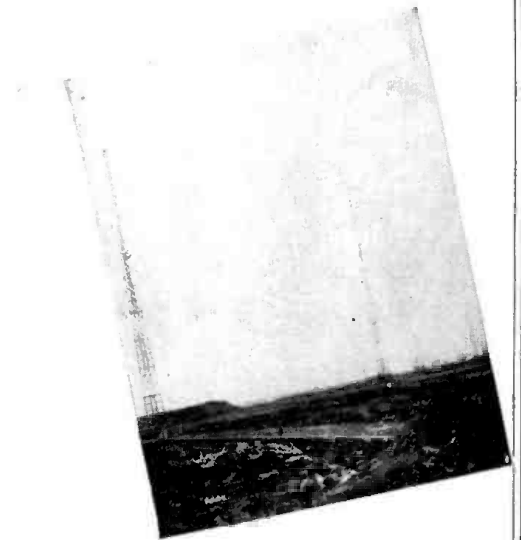
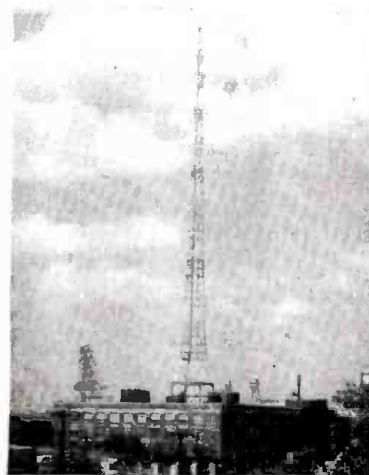
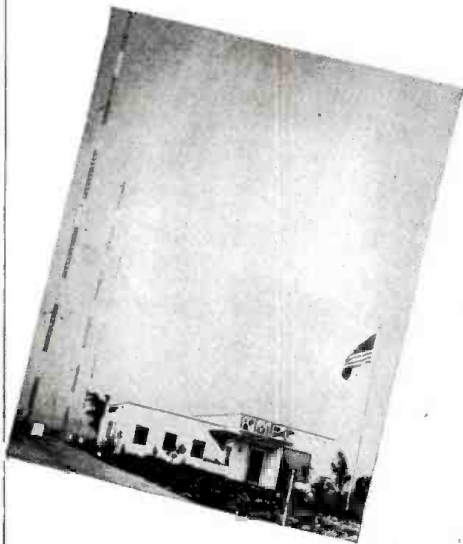
LEHIGH STRUCTURAL STEEL CO.

17 Battery Place

New York 4, N. Y.

Plant at Allentown, Penna.

Offices In Principal Cities



DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

(Continued from Page 414)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Presto Recording Corporation	New York 19	242 W. 55th St.	Circle 5-7760	Ralph C. Powell	Instantaneous sound recording equipment, blank discs, cutting and playing needles, transcription turntables
	Detroit	18288 Appoline Ave.	University 1-0180	Art Adams	
	Belmont, Mass.	350 Lake St.	4510	Henry M. Lane	
	Kansas City	309 Reliance Bldg.	Victor 4631	C. E. Terry	
	Minneapolis	88 S. Tenth St.	Atlantic 4216	E. H. Van Krevelan	
	Cleveland	1836 Euclid Ave.	Maine 1565	Ernest P. Scott	
	Chicago	600 S. Michigan Ave.	Harrison 4240	Leroy W. Beier	
	Silver Spring, Md	Shepherd 4003	M. F. Taylor	
	Los Angeles	7422 Melrose Ave.	Whitney 1147	Norman B. Neely	
	Seattle	104 Battery St.	Sen. 2560	L. D. Marsh	
	Dallas	P. O. Box 1805	Tennison 37093	J. Earl Smith	
	Montreal, Que.	Dominion Sq. Bldg.	Marquette 6368	Walter P. Downs	
	Philadelphia 31	5060 City Line Ave.	Greenwood 0799	W. G. Stewart	
	Winter Haven, Fla.	940 Lake Elbert Dr.	22-684	R. H. Van Dusen	
New York	25 Warren St.	Barclay 7-5513	Norman Timons		
Radio Corporation of America (RCA Victor Division)	Camden, N. J.	Front and Cooper Sts.	Camden 8000	C. M. Lewis	AM, FM and television transmitters, tubes, microphones, speech input equipment and associated apparatus, field intensity meters, frequency monitors, modulation monitors, heat frequency oscillators, cathode ray oscillographs, mica condensers, faradon condensers, transcription turntables, laboratory and test equipment, television, facsimile equipment, antenna phasing equipment, antennas and crystals
	Atlanta 3	530 Citizens and Southern Bank Bldg.	Walnut 5946	P. G. Walters, Jr.	
	Chicago 11	445 N. Lake Shore Drive	Whitehall 4600	David Bain	
	Cleveland 15	1621 Euclid Ave.	Cherry 3450	J. H. Keachie	
	Dallas 1	2010 Jackson St.	Riverside 1371	W. M. Witty	
	New York 16	411 5th Ave.	Ashland 4-7605	A. Josephsen	
	San Francisco 3	170 9th St.	Hemlock 8300	E. Frost	
	Washington 6, D. C.	1625 K St., N. W.	District 1260	F. H. Engel	
	Boston	260 Tremont St.	Hubbard 0123	R. I. Mason	
	RCA Victor Co., Ltd.	Montreal, Que.	1001 Lenoir St.	Wellington 3671	
Vancouver, B. C.		1206 Homer St.	Marine 4241	C. R. Gordon	
Calgary, Alta.		523 Eighth Ave. W.	Maine 3928	F. T. Myles	
Winnipeg, Man.		168 Market St.	97201	E. P. Burns	
Toronto, Ont.		36 Breadalbane St.	Midway 1186	F. A. Boyle	
Halifax, N. S.		99 Brunswick St.	3-6186	C. C. Bowers	
Radio Engineering Laboratories, Inc.	Long Island City 1, N. Y.	35-54 36th St.	Astoria 8-1010	Charles M. Srebroff	Frequency modulation transmitters, antennas, consoles, test equipment, STL's
	Hollywood, Cal.	5334 Hollywood Blvd.	Hillside 9133	Norman B. Neeley	
	Detroit	2049 Grand River Ave. W.	Cherry 2270	M. N. Duffy	
	Chicago	612 N. Michigan Ave.	Superior 9109	Russ Diethert	
Radio Inventions, Inc.	New York 14	155 Perry St.	Chelsea 2-7855	R. W. Bristol	Facsimile equipment
The Radiand Corporation	Chicago 41	4245 N. Knox Ave.	Mulberry 5000	R. M. Gray	Amplifiers and microphones

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A Complete and Client Tested Service

BROADCAST ENGINEERING DIVISION

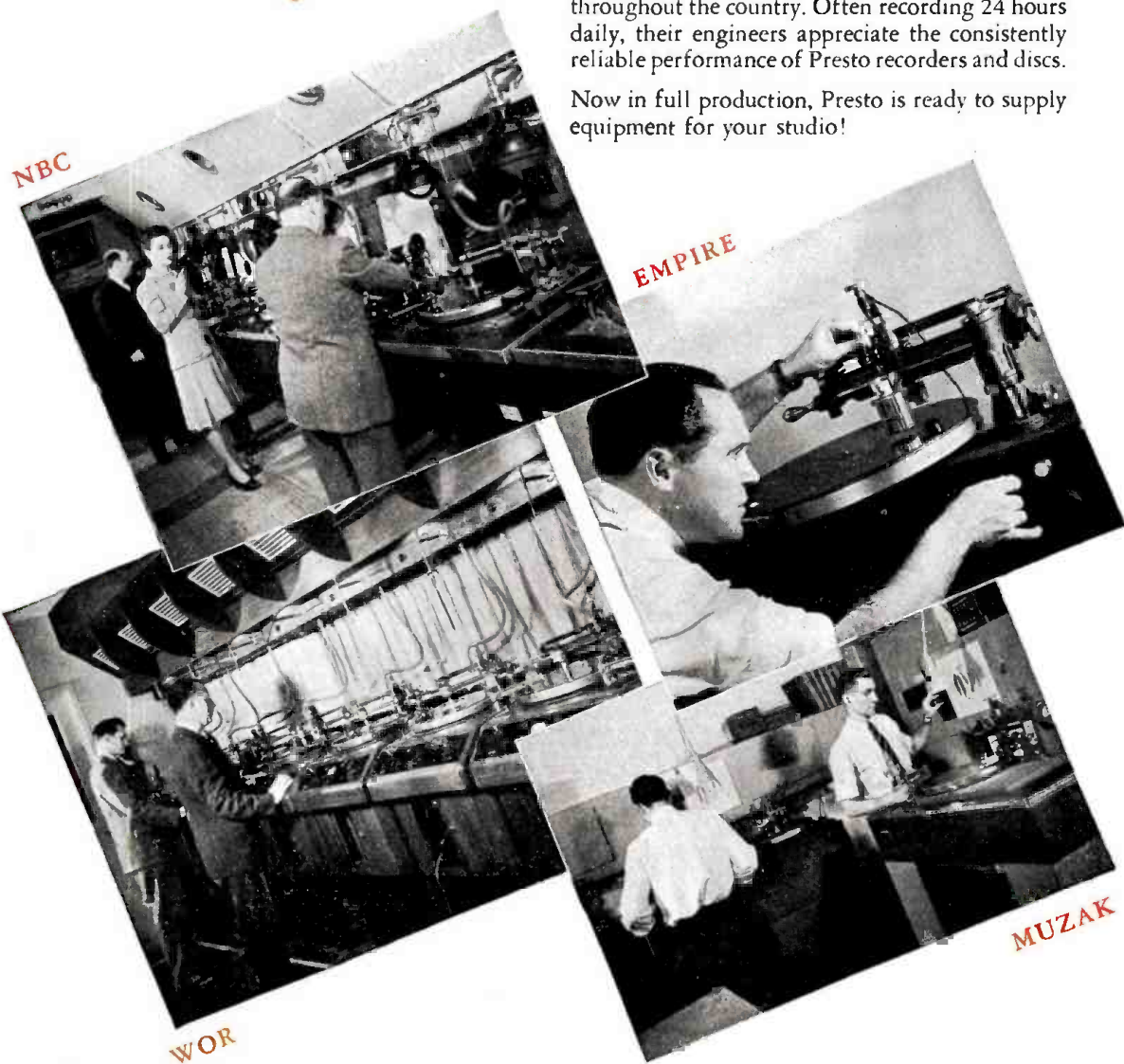
ANDREW CO.
363 EAST 75th STREET
CHICAGO 19, ILLINOIS

PRESTO

in Action...

...in four New York recording studios that are typical of hundreds of Presto equipped studios throughout the country. Often recording 24 hours daily, their engineers appreciate the consistently reliable performance of Presto recorders and discs.

Now in full production, Presto is ready to supply equipment for your studio!



PRESTO

RECORDING CORPORATION
242 West 55th Street, New York 19, N. Y.
WALTER P. DOWNS, Ltd., in Canada

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

(Continued from Page 416)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Raytheon Mfg. Co.(Transmitter Div.)	Chicago 26	7517 N. Clark St.	Ambassador 0712	W. E. Phillips	AM, FM and television transmitters, transmitter accessories, transmitting tubes, speech input equipment, antenna phasing and coupling equipment, transmission line accessories, amplifier equipment, engineering services, custom-built transmitting and studio equipment
Recordit Distributing Company	St. Louis 3	3028 Locust St.	Newstead 6550	A. Edward Gross	Recording equipment, transcription tables, records, needles and blanks
Recoton Corporation	New York 10	212 Fifth Ave.	Murray Hill 5-6092	H. H. Borchardt	Phonograph needles, cutting styli, recording blanks
Rek-O-Kut Company	New York 13	146 Grand St.	Walker 5-1787	George Silber	Instantaneous recording machines, pickups, cutters and components
R. G. Scell & Company	Hartford 3, Conn. Bridgeport, Conn.	227 Asylum St. 84 Elm St.	2-1144 8-1161	R. S. Scell R. B. Anderson	Radio parts and tubes
Charles E. Schuler	Newark, Ohio	Williams & Cambria Sts.	4319	Charles E. Schuler	Antenna towers
Scientific Radio Service	Hyattsville, Md.	University Park	Hyattsville 0635	H. D. Eisenhauer	Piezo electric crystals
Sherron Electronics Company	Brooklyn 6, N. Y.	1201 Flushing Ave.	Evergreen 7-2820	Myles V. Barasch	FM, TV and facsimile transmitters, studio controls and consoles, master control boards
Shure Brothers	Chicago 10 New York 6 Los Angeles 15 Seattle 1 Atlanta 3	225 W. Huron St. 136 Liberty St. 908 Venice Blvd. 2411 First Ave. 105 Forrest Ave.	Delaware 4550 Worth 2-6550 Richmond 6363 Elliot 8882 Walnut 8246	J. A. Berman F. Edwin Schmitt W. Bert Knight R. C. James H. W. Burwell	Microphones, microphone stands, phonograph pickups and magnetic cutting heads
Mark Simpson Mfg. Co.	New York 14	186-194 W. 4th St.	Chelsea 2-7112-3-4	Miryam Simpson	Amplifiers for playback, bridging and recording. Transcription players, transcription playbacks, general public address equipment.
Snyder Mfg. Co.	Philadelphia, Pa.	22nd & Ontario	Radeliff 6565	Richard Morris	Antennas
Sound Apparatus Company	New York 7	233 Broadway	Rector 2-7579	A. W. Niemann	Sound measuring equipment, recorders
The Soundsciber Corp.	New Haven 11, Conn.	82 Audubon St.	7-4248	A. W. Crowell	Recording equipment
Speak-O-Phone Recording Equip. Co.	New York 23	23 W. 60th St.	Columbus 5-1850	C. A. Austin	Recording and reproducing equipment.
Standard Piezo Co.	Carlisle, Pa.	127 Cedar St.	1495	Robert M. Lethbridge	Quartz crystal frequency control units
Taylor Tubes, Inc.	Chicago 47	2312 Wabansia Ave.	Armitage 1730	Rex L. Munger	Transmitting tubes and rectifiers
Taylor Western Trans. Comp. Inc.	Los Angeles 44, Cal. Washington, D. C.	6127 S. Western Avenue 1025 Conn. Ave.	Thornwall 4114 District 5158	R. E. Taylor H. H. Robinson	Transmitters, AM, FM, television, accessories
Technical Research of America	Hollywood 28, Cal. Washington 14, D. C.	1526 Cahuenga Blvd. 4821 Bethesda Ave.	Gladstone 5846 Wisconsin 3240	Ralph D. Lockwood W. H. Holmes, Jr.	Electric transcription playbacks, magnetic pick-up.

(Continued on Page 420)

Unfailing Dependability




★

TURNER 99 DYNAMIC

The most rugged microphone in the entire Turner Line of precision units. Widely used by broadcast studios, in police communications, and specified as standard equipment by internationally known manufacturers for dependable, accurate performance. Professional style case fits any standard microphone stand. Adjustable saddle permits semi- or non-directional operation. Equipped with rugged dynamic cartridge. Response 40-9000 cycles. Level -52DB. Furnished in rich gun metal finish with 20 ft. removable cable set. Available in all standard impedances.

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Pioneers in the communications field

Microphones

Free Microphone Catalog
Write for Your Copy

ERNEST J. VOGT

Consulting Radio Engineer

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GUARANTEED SUCCESSFUL OPERATION...

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after the initial installation!

RAYTHEON

BROADCAST EQUIPMENT

Raytheon engineers, through the control and development of new techniques, are tangibly meeting the challenge for better broadcasting installations.

With advanced designs incorporating every worthwhile engineering achievement and specialized experience assuring the ultimate in dependable operating performance, Raytheon equipment answers every broadcasting requirement.

Raytheon Assures Engineering Excellence

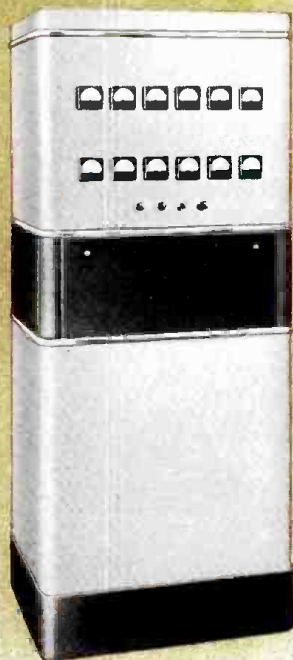
In every detail, Raytheon design and engineering is co-ordinated to achieve completely successful "on-the-air" performance. Every Raytheon Transmitter complies fully with F.C.C. regulations. All Raytheon speech input equipment exceeds FM requirements.

RAYTHEON MANUFACTURING COMPANY

BROADCAST EQUIPMENT DIVISION

7517 North Clark Street

Chicago 26, Illinois



250 Watt AM Transmitter

Flat frequency response from 30 to 10,000 cycles. Low noise level. Low distortion level. Triode type tubes. RF and power amplifier stages are precision motor tuned providing micrometer control. Video type amplifier in buffer stage. Silent natural draft ventilation. Highest quality components.

AM - FM

Transmitters, Transmitter Accessories, Transmitting Tubes, Speech Input Equipment, Antenna Phasing and Coupling Equipment, Amplifiers, Transmission Line Accessories, Custom Built Transmitting and Studio Equipment.

DEVOTED TO RESEARCH AND MANUFACTURE
FOR THE BROADCASTING INDUSTRY



DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

(Continued from Page 418)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Telephonics Corporation	New York 1	350 W. 31st St.	Lackawanna 4-0126	J. Frank Stengel	Microphones
Tower Sales & Erecting Company	Portland 11, Ore.	6100 N. E. Columbia Blvd.	Trinity 7303	C. H. Fisher	Vertical radiator installation, including piers, steel erection, ground system, lighting and painting
Transmitter Equipment Mfg. Co. Inc.	New York 14 Cedar Rapids, Iowa Long Beach, Cal.	345 Hudson St. Box 243 4214 Country Club Drive	Worth 4-7305-6-7-8-9 Cedar Rapids 2-3408	Morton B. Kahn Clair R. Miller Don C. Wallace	Transmitters, studio speech amplifying equipment, relay transmitters and receivers
Truscon Steel Company	Youngstown 1, Ohio	Albert St.	3-2171	George F. Bateson	Radio towers for AM-FM-TV, copper mesh ground screen
The Turner Company	Cedar Rapids, Iowa	909 17th St. N. E.	3-2607	Wm. J. Nezerka	Microphones and cable assemblies
Universal Microphone Co.	Inglewood, Cal. New York 11 Chicago 11 Seattle Detroit Boston	424 Warren Lane 259 W. 14th St. 540 N. Michigan Ave. 2321 Second Ave. 530 Erie Bldg. 94 Portland St.	Oregon 8-2148 Chelsea 27330 Delaware 1561 Main 8811 Cherry 7247 Lafayette 3484	Cecil L. Sly Howard F. Smith L. G. Cushing James J. Backer Robert Milsk Harry Gerber	Microphones, stands and accessories; recording components
United States Recording Co.	Washington 5, D. C.	1121 Vermont Ave., N. W.	District 1640	Joseph Tait	Recording and transcription equipment; recording supplies, custom built speech input equipment
United States Television Mfg. Corp.	New York 11	106 Seventh Ave.	Chelsea 2-1155	John Hoge	Transmitters and associated equipment
Walker-Vimieson, Inc.	Chicago 12	331 S. Western Ave.	Canal 2525	Gus Knaack	Electronic parts, tubes
Webster Chicago Corporation	Chicago 39	5610 Bloomingdale Ave.	Merrimac 3100	W. S. Hartford	Recording equipment
Western Sound and Electric Lab.	Milwaukee 8, Wis.	3512 W. St. Paul Ave.	West 9030-31	Edward M. Dieringer	Recording equipment, public address equipment and accessories
Westinghouse Electric & Mfg. Co.	Baltimore 3 Atlanta 2 Boston 10 Chicago 6 New York 5 Philadelphia 4 Pittsburgh 30 St. Louis 1 San Francisco 4 Washington 6, D. C.	2519 Wilkens Ave. 1299 Northside Drive, N.W. 10 High St. 20 North Wacker Drive 40 Wall St. 3001 Walnut St. 306 Fourth Ave. 411 North 7th St. 1 Montgomery St. 1625 K St., N. W.	Edmondson 2300 Atwood 1641 Liberty 0600 Franklin 5520 Whitchall 3-4321 Evergreen 8700 Atlantic 8400 Central 1120 Exbrook 5353 National 8843	Walter Evans Thomas Fuller F. L. Nason F. T. Whiting James Boyd E. W. Loomis J. K. B. Hare C. E. Allen C. A. Dostal C. S. Weber	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 5	614 Frelinghuysen Ave.	Bigelow 3-4700	V. E. Jenkins	Electrical instruments
Wincharger Corporation	Sioux City 6, Iowa	E. 7th & Division Sts.	8-6513	M. M. Lasensky	AM-FM-TV radio towers and antennas, lighting equipment for radio towers
Zack Radio Supply Co.	San Francisco 2	1426 Market St.	Market 1426	V. Zack	Tubes, parts, batteries, supplies and accessories

**HIGH LEVEL
MONITORING
minus
EYE FATIGUE**

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.

INSTRUMENTS FOR EVERY COMMUNICATIONS NEED

Model 45
Precision
Portable DC
Instruments



Model 430
Portable
AC-DC
Instruments



Model 763
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Reading
Ohmmeter

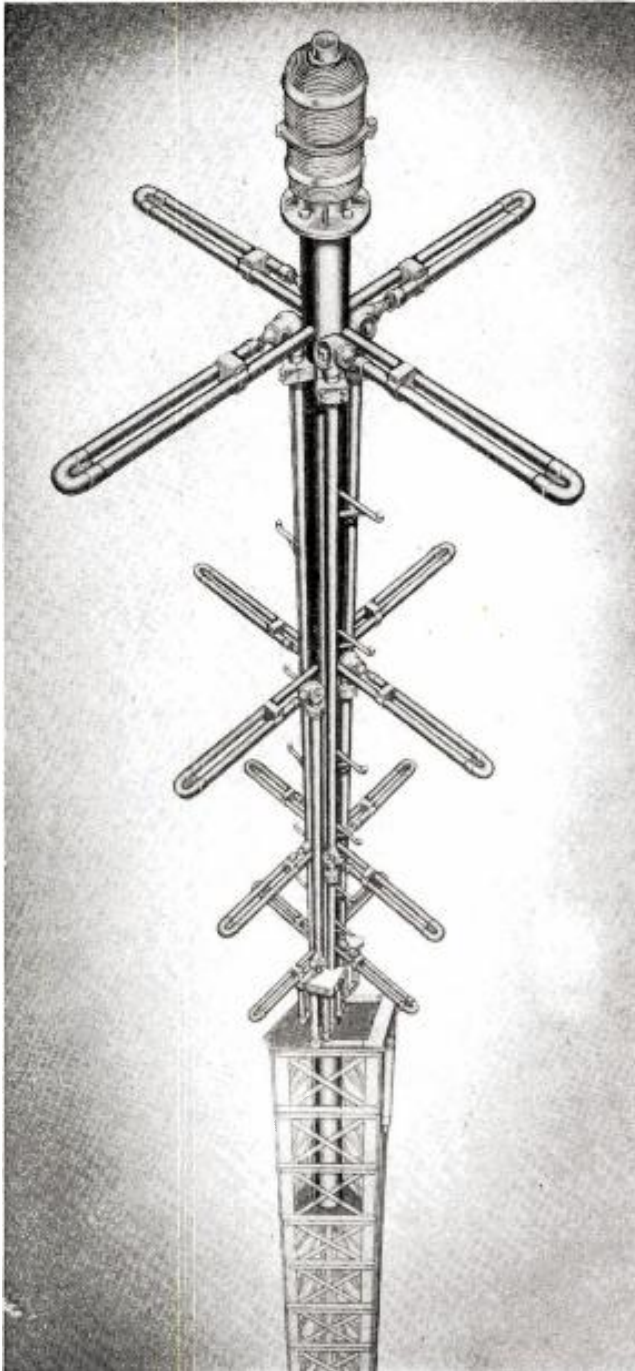


Model 665
Volt-Ohm-
Milliammeter



At Long Last!

—a FOLDED DIPOLE TURNSTILE



F M ANTENNA

BY **WINCHARGER**

- 1—VERY BROAD BAND—incorporates features of ordinary turnstile with vast improvement of FOLDED DIPOLE principle
- 2—PROVED by 4 years actual service in leading 50 K.W. station
- 3—FACTORY PRETUNED—no field adjustment necessary
- 4—LARGE SAFETY FACTOR
- 5—DESIGNED by high frequency and Radar antenna engineers of Zenith Radio Corporation
- 6—COMPLETE "package"—one company supplies everything—And No Extras to Buy



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Antenna Tower Dept.

WINCHARGER CORPORATION

SIOUX CITY

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SUMMARY INDEX OF STORIES AND ARTICLES RELATING TO FM

(Appearing in BROADCASTING Magazine in 1945)

ALLOCATION PROPOSALS ANNOUNCED BY FCC. Jan. 16, 1945, p. 13. FM to move up; television split; final decision awaits argument Feb. 14.

CHURCHES TO APPLY FOR FM LICENSURES. Jan. 1, 1945, p. 67. Interdenominational committee to conduct survey to determine desirable locations.

TWO-BAY ANTENNA. Jan. 8, 1945, p. 26. CBS installs new two-bay General Electric circular antenna for WABC-FM. Illustration.

ALLOCATION PROPOSALS ANNOUNCED BY FCC. Jan. 16, 1945, p. 13. FM to move up; television split; final decision awaits argument Feb. 14.

FM BROADCAST SERVICE. Jan. 16, 1945, p. 17. Summary FCC Spectrum proposals.

FEDERATED STORES NAME RADIO HEAD. Jan. 16, 1945, p. 32. Ira Hirschmann to organize FM and TV activities of Federated Department Stores.

FM BOOKLETS. Jan. 16, 1945, p. 34. Stromberg-Carlson Co. display offering booklets written for the layman released.

REACTION VARIES TO ALLOCATION PROPOSAL. Jan. 22, 1945, p. 15. FMBI opposes "draastic" Move.

ALLOCATION ARGUMENT NOW SET FOR FEB. 28. Jan. 29, 1945, p. 15. RTPB to protest FCC proposal for FM. FMBI claims interference in present band is not sufficient to warrant any great alarm. Other statements filed by Philco, Yankee Network and Walter Damm.

IRE HEARS HEATED ALLOCATION DEBATE. Jan. 29, 1945, p. 16. Maj. E. H. Armstrong replies to paper prepared and presented by K. A. Norton of the War Dept. and F. W. Allen Jr. of the FCC.

FMBI SAYS MOVE IN SPECTRUM WOULD COST PUBLIC 75 MILLION. Jan. 29, 1945, p. 16. Special committee of the FMBI preparing to oppose proposed FCC allocations at the oral argument.

RTPB RESOLUTION EXPLAINS ITS VIEW. Jan. 29, 1945, p. 64. RTPB Panel No. 2 recommendations for FM allocations varies considerably from FCG proposals.

RTPB, FMBI PROPOSE COUNTER-ALLOCATION. Feb. 5, 1945, p. 14. FM Band 46-70 Mc. suggested by Comdr. Eugene F. McDonald Jr., president of Zenith Radio Corp. RTPB, FMBI proposals discussed informally with members of the FCC.

McDONALD SAYS FCC PROPOSAL WOULD DELAY FM EXPANSION. Feb. 5, 1945, p. 15. Comdr. Eugene F. McDonald Jr., president of Zenith Radio Corp., says 500,000 sets would become obsolete, thousands of workers would lose jobs.

RADIO 'NANITIES' CITED BY AGENCY. Feb. 5, 1945, p. 21. Grey Adv. Agency, N. Y., cites Muzak proposal on FM frequencies proof of growing resentment of "the frivolities and inanities of radio commercials". Continues with connection this has with television.

TWO RELIGIOUS GROUPS PLAN EXPANSION OF CHURCH PROGRAMS VIA SHOWMANSHIP. Feb. 5, 1945, p. 52. Interest in FM for expansion plans of National Council of Protestant Episcopal Churches in the U. S. A. and the National Lutheran Council.

NATIONAL FM EXPERIMENTS UNDER WAY. Feb. 5, 1945, p. 64. FCC meeting discloses probe of spectrum by stations.

STATICLESS FM. Feb. 5, 1945, p. 67. FM staticleless broadcasting theme of nationwide educational campaign initiated by Stromberg-Carlson Co.

FCC HAS OPEN MIND ON FM AND TELEVISION. Feb. 12, 1945, p. 15. Final allocations rulin' awaits oral argument.

OTHER FELLOW'S VIEWPOINT. DuMont Clarifies. Feb. 12, 1945, p. 42. Letter to Editor from Allen B. DuMont concerning Mr. DuMont's statement on proposed FCC allocations.

AT&T ANNOUNCES FM NET SYSTEMS. Feb. 12, 1945, p. 68. AT&T, foreseeing possibility of separate FM networks, announces transmission of high fidelity relay by wire lines or by radio relay.

GOLDFISH DESIGN. Feb. 12, 1945, p. 71. WGFN Schenectady's Studio E (the "Goldfish Bowl") is latest in equipment and design for FM stations. Illustration.

FCC PONDERS NEW CLEAR-CHANNEL POLICY. Feb. 19, 1945, p. 13. Development expected in FM to be perhaps the

most important transition in future standard broadcasting allocations.

FM ALLOCATION TO FEATURE FCC HEARING. Feb. 26, 1945, p. 13. Widespread interest in FM expected to bring "verbal slugging" at oral argument. Television proposals expect few objections.

BRIEFS FILED IN FCC ALLOCATION HEARING. Feb. 26, 1945, p. 60. Summaries of following briefs: FMBI; Cowles Broadcasting Co.; Maj. E. H. Armstrong; NAB; WCBA Schenectady; NBC-RCA-RCAC; WMFM Milwaukee; CBS; Yankee Network; U. S. Office of Education; Michigan Radio Education Commission; WENA Detroit; WELD Columbus, O.; RTPB.

DUMONT WOULD GIVE 44-216 MC TO TELEVISION, ELIMINATING FM. March 5, 1945, p. 13. Dr. T. T. Goldsmith Jr. proposal expands television band to include area from 44 to 216 mc, eliminating FM unless it moves higher.

MILITARY TO CONFIDE SECRET DATA TO RADIO. March 5, 1945, p. 13. Allocation developments at oral argument.

CBS OFFICIAL TO HOLD CLINICS ON VIDEO, FM. March 12, 1945, p. 40. William B. Lodge, CBS director of general engineering, to give television and FM clinics on trip to CBS affiliates.

FM IN CHINA. March 12, 1945, p. 72. Neal McNaughton, Walter J. Damm and S. H. Kung discussing Chinese radio at FCC allocations oral argument.

CROSLLEY SEEKS FM IN D. C. March 19, 1945, p. 4. Crosley Corp. files application for a new FM station in Washington, D. C.

PORTER HINTS CLOSER CHECK ON PROGRAMS. March 19, 1945, p. 17. Paul Porter favors pioneers developing new fields.

SHIFTING OF FM UPWARD IN SPECTRUM SEEN. March 19, 1945, p. 18. Converter for present FM sets built by Commission engineers. Other surprise developments indicate shifting of FM to higher frequencies.

FM TRANSMITTERS APPROVED BY WPB. March 19, 1945, p. 18. WPB Radio & Radar Division discloses approval of five authorizations to provide for experimental work.

SCRIPPS PLANS FM, VIDEO OPERATIONS. March 19, 1945, p. 42. E. W. Scripps Co. proposes to invest more than \$850,000 in FM and television stations.

ARMSTRONG CITES PRIOR PILOT USE. April 2, 1945, p. 18. Letter to Editor from Edwin H. Armstrong reveals that dynamic range system was used in connection with FM in 1934-1935.

CBC FM HEARING. April 2, 1945, p. 26. CBC board of Governors meeting, April 9, hears FM applications.

FCC SURVEYING EFFECTS ON RECEIVER COSTS OF MOVING FM BAND UPWARD. April 2, 1945, p. 79. FCC letter to manufacturers seeking information on cost of units for proposed band.

CONGRESS KEEPS HANDS OFF FM ALLOCATION. April 9, 1945, p. 18. Comdr. E. F. McDonald, president of the Zenith Radio Corp., fails to induce Congress to intercede in the FCC FM allocation proposal.

DIFFICULTIES IN COMBINING FM, VIDEO. April 23, 1945, p. 20. Chairman Paul Porter responds to plan of Art Mosby, general manager of KGVO, whereby "TV and FM might be doubled up on the same frequencies as an all-around measure of economy."

TWO-WAY FM. April 23, 1945, p. 82. N. Y. chapter of Associated Police Communications Officers witnessed the first demonstration of GE's two-way FM emergency radio equipment.

FM, VIDEO SEPARATE SERVICES, PORTER TELLS MOSBY. April 30, 1945, p. 58. Chairman Paul Porter clarifies his letter to A. J. Mosby concerning channels of the two services.

FM APPLICATIONS PASS 400 MARK. May 7, 1945, p. 78. Applications on file with FCC for new FM stations totaled 403 May 4.

TABLE OF ALLOCATIONS. 25 mc to 30,000 mc. May 21, 1945, p. 16.

FCC STATEMENT. May 21, 1945, p. 17. Text of FCC statement announcing the allocations between 25 and 30,000 mc.

SUBSCRIPTION PLAN OF MUZAK IGNORED. May 21, 1945, p. 64. FCC ignores Muzak Corp. plan to treat subscription radio as a commercial FM service.

25 ENGINEERS ASKED TO ASSIST IN FM TESTS. May 21, 1945, p. 78. George

Adair, FCC chief engineer, invites 25 industry engineers to serve on committee to make tests in three proposed FM bands.

McDONALD HAPPY. May 21, 1945, p. 78. Comdr. E. F. McDonald of Zenith Radio Corp. is "delighted by the FCC's wise decision to conduct tests to determine the best wave band for FM".

FCC VISIONS FM AS MAJOR RADIO SERVICE. May 28, 1945, p. 17. FM expected to become the "finest aural broadcast service" attainable in the "present state of the radio art," according to the FCC's final allocations report above 25 mc.

FMBI REELECTS PRESENT OFFICERS. May 28, 1945, p. 78. FMBI reaffirms its position on FM location in spectrum.

FOUR RESIGN FROM FMBI; FIVE OTHERS ARE DROPPED. June 4, 1945, p. 58. Resignations: Wisconsin Net; Radio Division, Bendix Aviation Corp.; Great Trails Broadcasting Corp.; G. W. Covington, Jr. Dropped: Lt. Col. A. A. Schechter; James F. Hopkins Inc.; Houston Printing Corp.; Star-Times Publishing Co.; WBNY Buffalo.

TBA, FMBI ALLOCATIONS PLEAS. June 4, 1945, p. 67. Texts filed by Philip Loucks on behalf of the FMBI and communication filed by W. A. Roberts for TBA.

WPB TO LIFT CONSTRUCTION BANS ON V-J DAY. June 11, 1945, p. 15. Disclosure that WPB will lift all construction controls on V-J Day causes industry to urge FCC to immediately adopt Allocations Alternate No. 1 affecting FM and Television.

FM, VIDEO PROGRESS FORESEEN IN SENATE GROUP'S WAR REPORT. June 11, 1945, p. 76. Predictions that television will be extended to more than half the population in the next five years, and that FM will practically replace AM broadcasting within a decade contained in a report given the subcommittee on War Mobilization of the Senate Military Affairs Committee.

PHILCO IS READY TO UP PRODUCTION. June 18, 1945, p. 34. Philco ready to increase production above pre-war levels as soon as government regulations permit. FM promises to be increasingly important.

TALENT MARKET. June 18, 1945, p. 46. Television and FM as market for talent discussed at conference held under auspices of Independent Citizens' Committee of the Arts, Sciences and Professions.

MAKE PARTS FIRST, RMA RECOMMENDS. June 18, 1945, p. 68. Radio Manufacturers Assn. board of directors recommends that no authorization for radio set production be made for the third quarter of 1945. FCC allocation of FM at once urged by group.

HOW ALLOCATION AFFECTS APPLICANTS. July 2, 1945, p. 4. Paul Porter statement suggesting procedure for broadcasters in new allocations, promising all possible speed to revise regulations and standards for FM, television and facsimile.

FCC ALLOCATES 88-106 MC BAND TO FM. July 2, 1945, p. 13. By unanimous decision the FCC allocates the 44-108 mc band. Statements of industry people listed.

INDUSTRY-FCC ENGINEERS DISAGREE ON DATA. July 2, 1945, p. 14. Final oral argument on allocating FM and six channels of 6 mc. television finds industry and Commission engineers at odds over propagation predictions for the 44-108 mc.

WGNB STARTS CAMPAIGN PROMOTING FM LISTENING. July 2, 1945, p. 24. "Share Your FM Receiver" plan by WGNB to increase the potential audience for FM broadcasts.

FCC ALLOCATIONS ORDER TEXT. July 2, 1945, p. 64. Full text of the FCC order allocating the 44-108 mc. band.

TRUMAN CALLS FOR FREE, COMPETITIVE RADIO. July 9, 1945, p. 15. President Harry Truman's letter to Sol Tashoff, Broadcasting, sees "even freer" competition with advent of FM and television.

INDUSTRY SUPPORTING DECISION ON FM MOVE. July 9, 1945, p. 18. FCC to hold informal engineering hearings July 12-13 in accordance with proposal that rules and regulations on FM, facsimile and television be determined as soon as possible.

PROCEDURE OUTLINED BY PORTER UNDER FCC'S NEW ALLOCATIONS.

July 9, 1945, p. 34. Full text Paul Porter's statement on suggested procedure for applications for FM, television and facsimile stations under new allocations. (Summarized July 2, p. 4.)

WISCONSIN PROPOSES PLAN FOR EDUCATIONAL STATIONS. July 9, 1945, p. 77. Wisconsin Assembly bill asks funds for construction of a statewide FM broadcasting system for educational purposes.

TWO-BAND FM SEEN. July 9, 1945, p. 86. Pioneer FM Radio Mfrs. meet in New York to discuss problems arising from new allocations. Plan receivers incorporating both bands.

THREE TYPES OF FM STATIONS PROPOSED. July 16, 1945, p. 18. Community, metropolitan and rural stations assigned definite FM channels by FCC. Hearing on Rules and Regulations scheduled for July 30. Interim operation of FM in the 42-44 mc. band expected to be brief, if at all necessary.

TED HILL URGES BROADCASTERS TO SUPPORT 'SINGLE MARKET' PLAN FOR FM STATIONS. July 16, 1945, p. 18. E. E. (Ted) Hill, managing director of WTAG Worcester, deprecates those who foster adoption of the present system of station classification providing for high power, medium and low power stations for FM.

PROPOSED FM RULES & REGULATIONS. July 16, 1945, p. 30. Text of FCC's proposed Rules & Regulations.

PROPOSED FM RULES ARE INADEQUATE. July 23, 1945, p. 18. Article by Paul A. DeMars, Lt. Comdr., USNR, who says satisfactory service is not obtainable in 88-108 mc. band.

U. S. AID IN CONVERTING FM IS PROPOSED. July 23, 1945, p. 18. Financial aid from the government for converting FM transmitters from the present band to the new frequencies proposed by Lee McCane, vice-president and general manager of Stromberg-Carlson Co. Two-band sets planned despite opposition of Commission.

LICENSEES WILL FIGHT FOR FM RIGHTS. July 30, 1945, p. 17. Broadcasters to present a united front before the FCC in opposition to any proposed regulation that would bar AM licensees from the FM field now or at any future time.

AIRBORNE RELAYS SEEN FOR TELEVISION-FM. August 6, 1945, p. 15. High frequency relays from plane to plane carrying television, FM, facsimile and even business radio transmissions is a plan being developed by Westinghouse and Glenn L. Martin Co.

BROADCAST LEADERS SEE FM REPLACING AM. August 6, 1945, p. 16. Consensus of leading broadcasters is that FM will replace AM except for scattered clear-channel stations covering remote rural areas. Unanimous plea is that the proposed Rules & Regulations for FM give widest possible latitude to this new service.

TULSA U. GETS FM TRANSMITTER GIFT. August 6, 1945, p. 73. W. G. Skelly owner of KVOO Tulsa, giving the University of Tulsa a new FM transmitter, complete with towers and control board, to be presented as soon as equipment is available.

AIRBORNE RELAYS FOR FM, TV CONFIRMED. August 18, 1945, p. 17. Stratovision confirmed by Walter Evans, vice-president of Westinghouse in charge of radio.

FEDERAL FM LINE. August 18, 1945, p. 67. Federal Telephone & Radio Corp., Newark, announces a comprehensive line of FM broadcast transmitters and antennas incorporating new techniques, circuits and tubes.

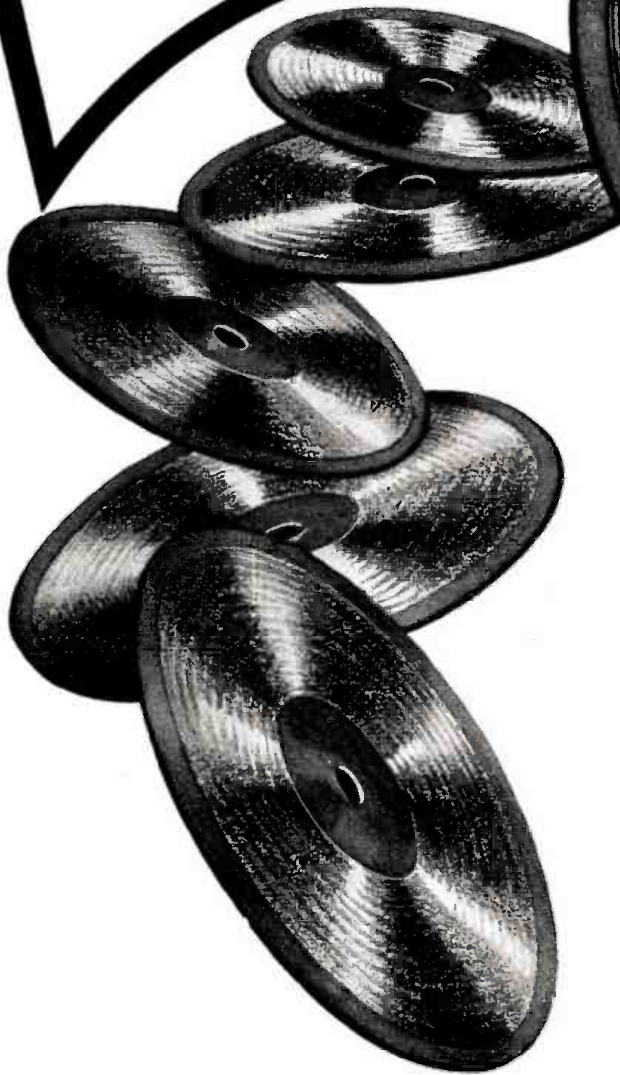
RADIO'S PLANS REACH BLUEPRINTING STAGE. August 20, 1945, p. 20. AM, FM and television facilities planned by industry; millions to be spent on new equipment.

FMBI REFERS PROPOSED MERGER WITH NAB TO EXPANDED BOARD. August 20, 1945, p. 82. Milwaukee meeting Aug. 14-15 of the FMBI board. New board to be composed of 15 members; original charter and by-laws amended to permit FMBI to act on general industry problems instead of letting NAB handle such matters. New board of directors listed.

RUY COMBINATION AM-FM SETS, JETT URGES. August 20, 1945, p. 90. FCC

(Continued on page 424)

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SUMMARY INDEX OF STORIES AND ARTICLES RELATING TO FM

(Continued from page 422)

Commissioner E. K. Jett urges listeners to buy combination AM-FM sets, or else adaptors for their AM sets; growth of 1 M depends on rapid listener acceptance.

TWO KINDS OF FM. August 27, 1945, p. 15. Broadcasters feel new proposal for FM allocations discriminatory; one spokesman comments that it "sets up two kinds of broadcasting—one for the East and another for the rest of the country."

FCC EXTENDS FM BAND FOR NEW ENGLAND. August 27, 1945, p. 15. Extension of FM band in the northeastern states from 106 to 108 mc. to permit more stations in that thickly populated area.

MILLIONS OF SETS WILL BOOST RADIO AUDIENCE. August 27, 1945, p. 16. Roundup of manufacturers production plans. Policies of set makers on FM vary. **WISCONSIN FM PROJECT.** August 27, 1945, p. 20. Gov. Walter Goodland signs a bill authorizing a state FM non-commercial educational radio network system in Wisconsin.

MCGUINEAS SEES JOBS FOR HUNDREDS WITH FM. August 27, 1945, p. 28. William McGuineas, commercial manager of WGNB says sharp increase in stations after the war to provide hundreds of positions for writers, dramatists, announcers, actors and musicians.

RMA ASKS FCC ACTION ON FM BAND. September 3, 1945, p. 20. R. C. Cosgrove, president of RMA, to confer with FCC regarding new FM band.

W6XK MILWAUKEE TESTS FM RECEIVERS. September 3, 1945, p. 32. W6XK Milwaukee carrying out tropospheric measurements in addition to making field checks and gaining general operating experience.

WBCA COMMENCES DRIVE PROMOTING FM LISTENING. September 3, 1945, p. 34. WBCA Schenectady campaign to make people FM conscious starts with display ads in the Schenectady Gazette.

FM APPLICANTS MUST FILE DATA BY OCT. 7. September 10, 1945, p. 15. FCC to begin processing of approximately 500 applications in a month; policy for assignments announced; applicants for new stations asked to file all necessary data before October 7.

BOVINE STATIC, NOISE MARS DEMONSTRATION OF FM FIDELITY. September 10, 1945, p. 36. Walter J. Damm, WMFM and president of FMBI plans demonstration of fine FM broadcasting. Demonstration stymied; trouble shooters discover calf buried next to broken cable.

TEXT OF FM POLICY ANNOUNCEMENT. September 10, 1945, p. 40. Policy for processing FM applications.

FILLER. September 10, 1945, p. 62. WABF New York makes first broadcast using RCA Victor's new unbreakable plastic record. Subsequent broadcast demonstrates the difference between this record and the usual shellac discs.

EXISTING FM STATION ASSIGNMENTS. September 17, 1945, p. 15. Table showing rural and metropolitan stations on new frequencies.

FCC SETTLES FM ALLOCATIONS AND RULES. September 17, 1945, p. 15. Relocation of FM broadcasting in new allocations begins with assignment of 53 frequencies to existing stations. Revised integrated rules and regulations for FM made public; licensees have till Sept. 25 to file objections.

FCC RULES AND REGULATIONS FOR FM BROADCASTING. September 17, 1945, p. 28A.

LIST OF PENDING APPLICATIONS FOR FM BROADCAST STATIONS SEPT. 12. September 17, 1945, p. 40.

NEW COVERAGE MAP IS ISSUED BY FMBI. September 17, 1945, p. 82. FM Broadcasters Inc., Washington, issues a map showing the status of FM broadcasting in the U. S. Map indicates number, location and approximate coverage of FM stations. Lists of stations and owners included on reverse of map.

FCC CORRECTION. September 17, 1945, p. 102. FM Rules & Regulations correction on Section 3.287, governing station identification.

FM STANDARDS. September 24, 1945, p. 4. A 30-page document covering FM Standards of Good Engineering Practice to be released by the FCC.

FCC VET AID. September 24, 1945, p.

32. FCC to consider issuance of conditional CPs for FM facilities to men now in military service.

EXPANDED FMBI PROGRAM PLANNED. September 24, 1945, p. 32. FMBI Board of Directors meeting at Waldorf-Astoria to consider proposed program calling for expanded activities as a service organization.

LOW FAX BAND URGED. September 24, 1945, p. 62. WELD, Columbus's first FM station, operates W8XUM (exp. fax. station). Experiments indicate present allocation of facsimile (470-480 mc.) may restrict its development.

CANADA FM PLANS AWAIT FREQUENCY ALLOCATIONS. September 24, 1945, p. 84. Canadian Dept. of Transport deciding frequencies Canada will use for FM.

FM TECHNICAL STANDARDS SET. October 1, 1945, p. 15. FCC adopts engineering standards relating to allocation and operation of FM stations. This insures good reception by FM listeners and high technical performance by FM broadcast transmitters.

NEWCOMERS LEFT OUT OF FM—DURR. October 1, 1945, p. 18. Commissioner Clifford J. Durr, in an address before the Christ Church Forum in New York, warns of dangers in over-commercialism of programs; emphasizes responsibility of radio in achieving world security; says existing broadcasters (standard stations) can utilize same personnel, studios and other equipment without affecting net profits—newcomers in FM can not.

FM BROADCASTER TELLS TROUBLES, SUCCESSES. October 1, 1945, p. 18. Leonard L. Asch, president, WBCA Schenectady, presents first article in series FM Pioneers Speak.

FMBI URGES MORE CHANNELS; CHARGES FCC IS STIFLING FM. October 1, 1945, p. 20. FMBI accuses FCC: of "failure to meet its responsibility"; assigning an insufficient number of FM channels; is imposing artificial regulations.

WIND USE OF TOWER HINGES ON LAWSUIT. October 1, 1945, p. 84. WIND Chicago proposes FM and Television center on top floor of Lincoln Tower awaits results of court litigation with lessor attempting to break contract.

FM SHOULD PROVIDE APPEAL TO THE MASSES. October 8, 1945, p. 18. FM Pioneers Speak article by Fred Joyner, Program Director WWSW-WTNT Pittsburgh, indicates FM needs more appeal to the masses.

TV CHANNEL ASSIGNMENT LIST IS REVISED WITH 90 CHANGES. October 8, 1945, p. 73. FCC revised table of tentative allocations assigns additional channels for commercial TV in various metropolitan districts and reduces channels in others.

NCPAC ASKS 25% LIMIT ON FM CHANNELS FOR AMs, NEWSPAPERS. October 8, 1945, p. 80. National Citizens Political Action Committee distributing petition urging Congress and FCC "to grant no more than one-quarter of available FM channels to licensees of existing standard (AM) broadcasting stations and to newspapers".

VETS ASK FCC DELAY. October 8, 1945, p. 86. American Veterans Committee urges FCC to withhold for at least six months majority of FM frequencies to convenience returning servicemen and those communities still preoccupied with wartime activities.

OPPOSES MERGING FMBI. October 8, 1945, p. 86. I. A. Hirschmann, operator of WABF New York, writes Walter J. Damm, president of FMBI, a letter of "vigorous protest against any design which will aim at the coalescence of FMBI with NAB."

WINX FM APPROVED. October 8, 1945, p. 86. FCC approves purchase of Jansky & Bailey station, W3XO, by WINX Broadcasting Co., Washington, D. C.

COLOR TELEVISION HERE, KESTEN TELLS FCC. October 15, 1945, p. 15. Paul W. Kesten, CBS executive vice-president, proposes that programming schedules be gradually stepped up as set ownership is expanded since full-color television in the higher frequencies is already an accomplished fact.

ALTERNATE FM ALLOCATIONS PROPOSED. October 15, 1945, p. 18. CBS,

NBC and WBAM New York propose alternate allocations for New York's FM stations. Hearing scheduled for Oct. 15.

ILGWU APPLIES FOR FOUR FM STATIONS. October 15, 1945, p. 20. International Ladies Garment Workers Union files application for commercial FM stations in New York, Philadelphia, Boston and Chattanooga.

USE OF CHANNEL DESIGNATIONS IS URGED TO SIMPLIFY TUNING ON FM RECEIVERS. October 15, 1945, p. 82. Letter to Editor from E. E. Hill, managing director, WTAG, WTAG-FM Worcester, Mass., concerning plan for easier tuning of set dials.

FM TOWER NEEDS MAXIMUM ELEVATION. October 15, 1945, p. 40. "FM Pioneers Speak" article by Paul Dillon, Chief Engineer, WMIT Winston-Salem, discusses some of the problems in FM engineering and suggests solutions.

WTIC-FM PLANS. October 15, 1945, p. 68. WTIC-FM orders a new 1,000 w. REL frequency converter to make the station one of the first to operate on the new FM frequencies.

FMBI MEETING OCT. 19. October 15, 1945, p. 80. Meeting of FMBI board of directors to be held Oct. 19 at the Ambassador East Hotel, Chicago instead of Oct. 20 as originally scheduled. Principal topic to be merger of NAB with FMBI.

FMBI-NAB MERGER OPPOSED BY WABF. October 15, 1945, p. 80. I. A. Hirschmann, WABF, letter to FMBI protests "any design which will aim at the coalescence of the FMBI with the National Association of Broadcasters".

FM FARM CO-OPS. October 15, 1945, p. 92. Ohio Council of Farm Cooperatives files applications with FCC for FM stations to cover the entire state.

FIRST WGNB COMMERCIAL FM MUSIC SHOW SLATED. October 15, 1945, p. 92. WGNB Chicago presents first commercial FM musical program, High Fidelity Hour, sponsored by Hallicrafters Co.

BOOTH SEEKING SIX MORE FM STATIONS. October 22, 1945, p. 17. Booth Radio Stations Inc. file for FM stations in Flint, Grand Rapids, Kalamazoo, Lansing, Saginaw, and Loganport, Ind.

NEW FM ALLOCATIONS IN EAST LIKELY. October 22, 1945, p. 17. FM allocations hearing received CBS alternative plan favorably. Reception indicates strong likelihood that FCC will adopt alternative FM allocations for northeastern U. S.

PETRILLO, NET HEADS DISCUSS FM MUSIC. October 22, 1945, p. 20. Four major network heads meet in office of James C. Petrillo to discuss FM's effect on musicians. AFM claims contracts bar duplications of programs.

JUDICIOUS PROGRAM CONTROL NEEDED BY FM. October 22, 1945, p. 28. "FM Pioneers Speak" article by Lester H. Nafzger, vice-president, RadioOhio Inc., Columbus, O., says advertisers are served best by pleasing the listeners.

JANSKY WOULD GIVE TV CHANNELS TO FM. October 22, 1945, p. 84. C. M. Jansky Jr., Washington consulting engineer, tells 61st annual meeting of the Inland Daily Press Assn. in Chicago that only by taking spectrum space from television and giving it to FM can the FCC hope to develop "broadcasting medium which can be as free of restriction and regulation as are the speakers' platform and the American press today."

CHICAGO CONFERENCE. October 22, 1945, p. 48. WGNB to present FM demonstration at Ninth Annual School Broadcast Conference in Chicago Oct. 22-23.

SPINGARN CHOSEN TO AID FM PROBE. October 22, 1945, p. 81. Lt. (j.g.) Jerome H. Spingarn, USNR, granted a leave by the FCC early 1943 to enter the Navy, has been loaned by the Navy Dept. to the Senate (Committee to Study & Survey Problems of Small Business Enterprises) to handle complaints that the FM allocations favor monopolies and that no provision was made to reserve channels for men now in the service.

WHFM UPSTAIRS. October 22, 1945, p. 82. WHFM Rochester, N. Y., becomes one of the first stations in the nation to use higher band FM frequencies.

W. U. SIGNS FOR FM. October 22, 1945,

p. 82. Western Union Telegraph Co., New York, signed a licensing contract to run until 1956 with Major Edwin H. Armstrong, owner of FM inventions, to make use of FM inventions in the development of a telegraph radio relay system.

FMBI BOARD ADOPTS PLAN TO MERGE WITH NAB. October 22, 1945, p. 86. Board of Directors of FMBI votes to adopt recommendations of its executive committee coordinating FM activities of FMBI and NAB through an autonomous FM department in the NAB.

FCC SETS 231 AM CASES; USES CBS FM PLAN. October 29, 1945, p. 15. FCC assigns CBS allocation plan as basis for adopting frequencies in Area I metropolitan districts. FCC authorizes conditional grants for 64 new FM stations.

EDITORIAL COMMENT. October 29, 1945, p. 16. Editorial reaction to AFM President James C. Petrillo's latest demands, from the New York Times and the Washington News.

NAB, FMBI LINK FORCES TO FACE PETRILLO. October 29, 1945, p. 16. NAB and FMBI meet to discuss AFM's edict to the networks demanding employment of double crews whenever musicians play simultaneously for FM and AM.

WISCONSIN REQUESTS TWO FM STATIONS. October 29, 1945, p. 22. State of Wisconsin files with FCC for first two units of proposed state FM educational network plan of seven stations.

WILLARD TELLS SCHOOL BROADCAST GROUP OF PROBLEMS THEY FACE. October 29, 1945, p. 32. A. D. (Jess) Willard, Jr., executive vice-president of NAB, addresses the 9th annual School Broadcast Conference on FM dangers.

TRAMMELL POINTS TO DEVELOPMENTS. October 29, 1945, p. 88. Niles Trammell, president of NBC, discusses FM and television in a speech before the Milwaukee Advertising Club Oct. 25.

SYMPHONY CONCERTS. October 29, 1945, p. 92. WTNT Pittsburgh, broadcasting its third season of concerts by the Pittsburgh Symphony Orchestra.

NAB-FMBI JOINT GROUP TO MEET WEDNESDAY. October 29, 1945, p. 98. FMBI and NAB merger plans to be worked out at meeting of representatives Oct. 31.

AGGIE ISSUES FM BOOKLET. October 29, 1945, p. 98. George Rowe, Dept. of Agriculture, prepares a booklet, "FM for You" for use of field representatives of the information division.

FCC APPROVES 65 MORE FM STATIONS. November 5, 1945, p. 16. FCC authorizes 65 conditional grants for new FM stations in 52 Southern and Western cities.

BARTLEY HEADS NAB FM DEPARTMENT. November 5, 1945, p. 17. Robert T. Bartley, NAB director of government relations, named director of the association's new FM Dept.

RADIO MEN DISCUSS AFM WITH MILLER. November 5, 1945, p. 18. Radio leaders met with Justin Miller, NAB president, to consider Petrillo-AFM problem, currently affecting FM.

COMMUNITY FM ANTENNA FOR ALL SEEN. November 5, 1945, p. 18. FCC and Civil Aeronautics Administration attempt to work out methods to protect broadcasting; possibility that one radiator antenna will be used in the future to serve all FM stations in each community appeared likely.

BIG IRE MEETING. November 5, 1945, p. 86. Papers on FM and TV among those to be presented at the 33rd annual Winter Technical Meeting of the Institute of Radio Engineers scheduled for Jan. 23-26 at the Astor Hotel, New York.

PORTER SEES FM GROWTH. November 5, 1945, p. 92. Paul Porter predicts that number of FM station applications will soon equal number of standard stations and that 2,000 to 3,000 FM outlets will be in operation within five years.

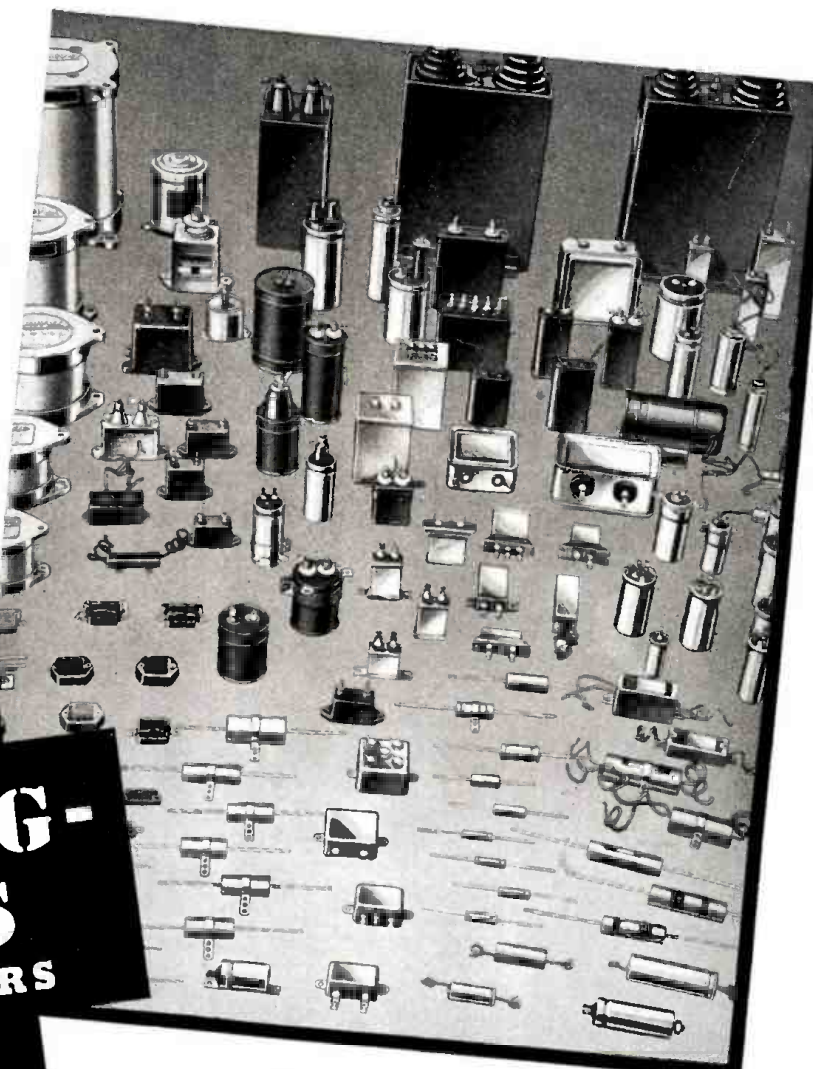
FM BAN NOT EXTENDED. November 5, 1945, p. 92. Petrillo does not extend ban on employment of double number of musicians for stations using AM and FM by November 2.

ZENITH CLAIMS OF 'CRIPPLED' FM DENIED. November 12, 1945, p. 4. FCC declares Zenith Radio Corp. claims that FM would be "hopelessly crippled" if left

(Continued on page 426)

For the widest range
of transmitting and
severe-service
electronic
assemblies

**AEROVOX
RATING-
PLUS
CAPACITORS**



• Critical equipment designers, builders and users are insuring their assemblies with Aerovox rating-plus capacitors. That Aerovox extra safety factor is widely recognized today. Service records speak for themselves.

All Aerovox paper-capacitor voltage ratings are for standard temperature, pressure and humidity conditions.

namely, 20° C., 30 inches of mercury (760 millimeters), and 50% relative humidity.

Where Aerovox capacitors are in hermetically-sealed cases, the only effect caused by changes in standard conditions will be in the external flash-over voltage occurring at lower voltages for conditions involving reduced pressure and increased humidity. The capacitor proper remains unaffected.

The maximum operating temperature for continuous operation at rated voltage is 65° C. ambient. If temperature is greater, operating voltage must be reduced. Derating data will be supplied on request.

Yes indeed, it will pay you to look into this matter of Aerovox rating-plus insurance. Remember, it costs no more but it can save you much expense and trouble.

• *Submit your capacitance problems. Literature on request.*



**FOR RADIO-ELECTRONIC AND
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AEROVOX CORPORATION, NEW BEDFORD, MASS., U.S.A.

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FM ARTICLES

(Continued from page 424)

FM

AS IN

AM

MARCONI

This great Canadian radio manufacturing and development organization, its heritage of knowledge further increased by advanced wartime work in both AM and FM, will continue to play a major part in developing ever-finer radio equipment on behalf of Canadian broadcasters and Canadian listeners alike.

Transmitters

Studio Equipment - Antennae

Canadian Marconi Company

Established 1903 Marconi Building, Montreal
Vancouver Winnipeg Toronto
Halifax St. John's Newfoundland

MARCONI - *The Greatest Name in Radio*

in 100 mc. band exclusively are not sound.
FM GROUP TO MEET. November 12, 1945, p. 18. First meeting of FM executive committee since FMBI-NAB merger tentatively scheduled for Dec. 28 in Chicago.

FM DEPT. SEEKING 4 CHANGES IN RULES. November 12, 1945, p. 27. FM Dept. of NAB asks for following changes: 1. Requests FCC to change numerical system of numbering FM channel designations; 2. Asks FCC to adopt rule permitting joint program logs during duplicate operation of AM and FM stations; 3. Seeks permission to use joint call letters during duplicate operation of AM and FM stations; 4. Asks revision of six-hour minimum operation rule.

AM AND FM, DIRECTION-FINDING UNITS USED IN WEATHER 'SLEUTH'. November 12, 1945, p. 28. FM and AM employed in recording weather conditions, according to release from Farnsworth Television & Radio Corp. on a mechanical 'weather sleuth'.

PETRILLO STAND ON DUAL MUSIC SLOWS OUTPUT OF SETS WITH FM. November 12, 1945, p. 38. Manufacturers crippled by Petrillo edict; inclusion of upper FM band in sets is expected by spring.

CELLOPHANE FIRES NOT GOOD ENOUGH FOR CRITICAL ERA OF FM LISTENERS. November 12, 1945, p. 47. Sound effects for FM demand that true sounds be produced. George Kudsk, WGNB Chicago, completes exhaustive study of the art.

FM WANTED BY 60% MANSFIELD REPORTS. November 12, 1945, p. 62. Frank Mansfield, director of sales research for Sylvania Electric Products Inc., reports that better than 60% of postwar radio receiver purchasers want their new sets to include FM.

TAMALPAIS FM, TV CENTER IS PLANNED. November 12, 1945, p. 68. Applicants for FM and television broadcasting sites on Mt. Tamalpais, across the bay from San Francisco, meet with William D. Pabst, general manager of KFRC San Francisco, to discuss plans for developing Tamalpais as an FM and television broadcasting center.

FCC ADOPTS FM SET NUMBERING SYSTEM. November 19, 1945, p. 4. FCC Nov. 16 adopts numbering system beginning with 201 to designate frequencies of stations on FM receivers. Action taken following conference with NAB which urged decision to provide uniformity in sets now coming into production.

TAX CUTS WILL HELP FM-TV DEVELOPMENT. November 19, 1945, p. 15. When corporation excess profits taxes are eliminated in 1946, the development and expansion of FM and television will be given financial aid.

WALKER SEES BRIGHT PROSPECT FOR U. S. IN FM DEVELOPMENT. November 19, 1945, p. 16. Commissioner Paul A. Walker tells Oklahoma City Chamber of Commerce that the expected development of FM in the next few years should have important social and economic implications for the American people.

INVENTOR'S LETTER TO THE EDITOR. November 19, 1945, p. 16. Edwin H. Armstrong Letter to the Editor concerning FCC release establishing exact opposite of Zenith Radio Corp. tests of FM in new band.

ARMSTRONG ATTACKS FCC DATA ON FM. November 19, 1945, p. 16. Maj. Edwin H. Armstrong, FM inventor, charges the FCC lacks "engineering integrity", in criticizing the Commission for its attack on FM engineering tests conducted by Zenith Radio Corp.

PORTER SAYS AFM EDICT RESTRICTS FM. November 19, 1945, p. 20. Paul Porter, referring to Petrillo's edict on AM-FM music, says that he personally felt it "very seriously" restricts employment possibilities and hampers development of FM. Officially, he felt there was nothing the FCC could do about it.

AGRICULTURE DEPT. ISSUES FM PRIMER FOR GUIDANCE OF FARM ORGANIZATIONS. November 19, 1945, p. 77. "FM for You", written by George Rowe, issued to field representatives of the Dept. of Agriculture.

NEW TYPE FM ANTENNA ERECTED IN N. Y. BY FINCH TELECOMMUNICATIONS' WGHF. November 19, 1945, p. 86. WGHF antenna erected atop building at 10 E. 40th St., New York, is new type FM antenna capped with a domed metal top, shaped like a skyrocket, is over

(Continued on page 427)

SUMMARY INDEX OF STORIES AND ARTICLES ON TELEVISION

(Appearing in BROADCASTING Magazine in 1945)

USE OF 300 MC. TRANSMITTER FOR VIDEO WAITS WAR'S END. Jan. 1, 1945, p. 16. Brig. Gen. David Sarnoff tells developments in RCA laboratories.

READY FOR VIDEO. KDYL Salt Lake City has experimented since '39. Jan. 1, 1945, p. 34. Using RCA TV equipment; ready for commercial TV broadcasts in short time.

TELEVISION AS LEADING POSTWAR INDUSTRY VISIONED BY KESTEN. Jan. 1, 1945, p. 52. Pledges CBS aid to hastening its development; Year-end review stresses wartime service.

FOREIGN FIRMS ARE ANXIOUS TO RESUME COMMERCIAL TELEVISION PROGRAMMING. Jan. 1, 1945, p. 68. British and American manufacturers competing to produce sets. French progress is in high definition television.

ROSEN SAYS 1,000-LINE VIDEO FEASIBLE: BARTHELEMY EXPERIMENTS UNHAMPERED. Jan. 1, 1945, p. 70. Letter to editor concerning NBC and CBS controversy over possibilities of French television.

VIDEO SNOW STATIC. Dr. Caldwell observes electronic flakes. Jan. 8, 1945, p. 18. Snow static mars TV picture; special antenna arranged.

WOR VIDEO BOARD. Jan. 8, 1945, p. 26. Television program planning board of nine set up to familiarize demands and techniques of television.

NRDGA TO DISCUSS VIDEO TECHNIQUE. Jan. 8, 1945, p. 30. TV leaders address convention of the National Retail Dry Goods Assn.

NEW VIDEO LIGHTS. Jan. 8, 1945, p. 30. Developments by Norman Hall at Allen B. DuMont Labs.

VIDEO ADVERTISING. Jan. 8, 1945, p. 56. Discussion at meeting of American Television Society.

ALLOCATION PROPOSALS ANNOUNCED BY FCC. Jan. 16, 1945, p. 13.

FM to move up; television split; final decision awaits argument Feb. 14.

POSSIBILITIES OF TELEVISION AS MEDIUM FOR RETAILING FEATURE NRDGA MEETING. Jan. 16, 1945, p. 14. J. R. Poppele address.

FEDERATED STORES NAME RADIO HEAD. Hirschmann to Organize FM, Television for Group. Jan. 16, 1945, p. 32. Ira Hirschmann to organize FM and TV activities of Federated Department Stores.

BRITISH DISCUSSING INEXPENSIVE VIDEO. Jan. 16, 1945, p. 56. Plans for mass market will make \$126 sets possible.

RELAY NETWORKS OPERATING ON 1900 MC ALONG AIRLINES ARE ASKED BY RAYTHEON. Jan. 22, 1945, p. 13. FCC grants CPs for experimental TV stations to Philco Radio & Television Corp., Allen B. DuMont Labs. and P. R. Mallory & Co. Pending applications for Western Union and Television Productions, Inc. Raytheon Proposals for nationwide system.

WRGB ANNIVERSARY NOTES RELAY PLAN. Jan. 22, 1945, p. 26. Program commemorating fifth anniversary of the television network inaugurated by General Electric Co.

REACTION TO FCC SPECTRUM PLAN. Jan. 22, 1945, p. 59. Paul Kesten, J. R. Poppele, Allen B. DuMont and Samuel H. Cuff statements concerning television allocations.

TELEVISION AS POTENT MEDIUM EXPLAINED BY JOYCE BEFORE WASHINGTON AD CLUB. Jan. 22, 1945, p. 60. Thomas Joyce, RCA Victor, address.

BLUE VIDEO TEST USES WABD, WRGB. Jan. 22, 1945, p. 61. Hubbell Robinson gives plans for experiments.

VIDEO QUIZ SHOW. Jan. 22, 1945, p. 70. John Reed King program, Thanks for Looking optioned by Ruthrauff & Ryan.

TPA HEARS HALPIN. Jan. 29, 1945, p. 36. Dan Halpin, RCA Victor, discussed

program material at a meeting of the Television Producers Assn.

SPADEA'S SYSTEM FAVORED FOR VIDEO. By Ralph B. Austrian, executive vice-president RKO Television Corp. Jan. 29, 1945, p. 36. TV programs can and should be much more compact than radio programs; movie reel lengths adaptable to the revised time schedule proposed by Joseph Spadea idea.

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SUMMARY OF FM ARTICLES

(Continued from page 426)

ten feet long and something less than two feet in diameter.

OPPORTUNITY IN FM SEEN BY CLERGYMAN. November 19, 1945, p. 99. Dr. Fred Eastman, professor of literature and drama of Federated Divinity Facilities of Chicago, tells members of nation's clergy Nov. 15 that religious groups should pool their resources to operate own FM stations on the 20 bands open to educational organizations.

UAW VOTES \$400,000 FOR 6 FM STATIONS. November 19, 1945, p. 104. CIO United Automobile Workers authorizes expenditure of \$400,000 for FM stations in Detroit, Chicago, Cleveland, Los Angeles, Flint and Newark.

PETRILLO EXTENDING UNION AM-FM BAN. November 26, 1945, p. 17. Ban on dual AM-FM musical broadcasts extended to individual station operations.

LABOR UNIONS REQUEST 16 FM STATIONS. November 26, 1945, p. 20. Labor unions apply to FCC for at least 16 FM stations, prepared to spend upwards of \$1,000,000 to set them up and thousands more to get them financially on their own. Some other unions, including locals, are stockholders in other organizations seeking FM outlets.

SET MAKERS TO USE CHANNEL NUMBERS. November 26, 1945, p. 79. Robert T. Bartley, director of the NAB FM Dept., receives word from eight of nine manufacturers of receiving sets with FM dials that they will use the new channel numbering system adopted Nov. 16 by the FCC.

MOST SET MAKERS ENDORSE FM PLAN. December 3, 1945, p. 38. RMA meeting in New York Dec. 5 to recommend adoption of FCC plan for uniform FM channel designation system in radio receivers. Majority of manufacturers in favor of Commission's proposal, with only the Pilot Radio Corp. rejecting the number system.

CANADIANS PLAN FOR FM ALLOCATIONS. December 10, 1945, p. 78. Canadian Association of Broadcasters makes seven specific recommendations concerning FM to the board of governors of the CBC pointing out that they cannot be taken individually, but are dependent on each other.

NEW TUBE, SIMPLER CIRCUIT WILL CUT FM TRANSMITTER COST, GE CON-

TENDS. December 10, 1945, p. 93. General Electric announces postwar low-power FM transmitters will be sold at less than prewar prices due to simplified circuit built around a new modulator tube called the Phasitron.

RMA ENGINEERS REJECT NUMBER USE. December 10, 1945, p. 96. RMA Receiver Section, Engineering Dept. rejects the FCC-NAB channel number idea for the upper FM band in new radio receivers at a meeting in New York.

FCC REQUIREMENTS CREATE 'REAL NEED FOR 5-KW FM TRANSMITTER, GILLETT SAYS. By Glenn D. Gillett, Consulting Radio Engineer. BROADCASTING, December 17, 1945, p. 17. Antenna gain and transmission line difficulties caused by FCC rules on metropolitan FM stations show need for a 5 kw FM transmitter so that stations can radiate 20 kw from height of 500 feet or less.

INVESTMENT REQUIRED FOR FM SURVEYED. December 17, 1945, p. 17. Table on p. 86. FCC survey reveals equipment for an FM station can be purchased for \$6,420 to \$85,110, depending on power of station, and can be delivered by manufacturers in five to fourteen months from date of order.

FCC ANNOUNCES FM ALLOCATION PROPOSALS. December 24, 1945, p. 17. FCC tentative allocation plan for the U. S. provides for more than 1600 metropolitan and rural FM stations. New channel numbering system to designate station frequencies also adopted.

FCC ADOPTS DEADLINE POLICY FOR FILINGS. December 24, 1945, p. 18. Commission adopted new deadline policy for filing of applications to invite "the fullest possible competition" for available FM channels in the Boston area.

ANTI-COMMERCIAL. December 31, 1945, p. 52. Petition urging Congress and FCC to make radio a public utility and deny present broadcasters access to FM licenses has been referred to House Interstate & Foreign Commerce Committee.

NAB ASKS THREE YEAR LICENSES FOR FM STATIONS. December 31, 1945, p. 70. NAB to file petition with FCC seeking revision of existing license applications from one to three years. Also to request set makers to submit definite figures on number of receivers released and areas in which distributed.

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SCRIPPS PLANS FM, VIDEO OPERATIONS. March 19, 1945, p. 42. E. W. Scripps Co. proposes to invest more than \$850,000 in FM and television stations.

DOUBTS HEARD, ANSWERED OF VIDEO'S USE BY STORES. March 19, 1945, p. 42. B. Lewis Posen, publicity and sales director, Hochschild, Kohn & Co., Baltimore, doubts that department stores will rush into television as the solution to postwar advertising problems.

TBA MEETING. March 19, 1945, p. 82. Allen B. DuMont Labs. New York, will be host to board of directors of Television Broadcasters Assn. March 21.

V-E DAY TELECAST. March 26, 1945, p. 42. WJZ newroom activities on V-E Day filmed by RKO for WABD program.

CBS ANNUAL REPORT STRESSES VIDEO STAND. March 26, 1945, p. 56. Paul Kesten says secret work done by CBS laboratories assures higher level television.

VIDEO PROMOTION. April 2, 1945, p. 28. Admiral Corp., Chicago, and WBKB conclude joint agreement to further television development in Chicago.

VIDEO'S POWER AS ADVERTISING MEDIUM SAID TO OFFSET ATTENTION LIMITATIONS. April 2, 1945, p. 77. Mort N. Lansing, radio specialist, Bureau of Foreign & Domestic Commerce, predicts television will soon become "self-supporting, profitable, advertising medium".

20TH CENTURY LEASES WIXG. April 9, 1945, p. 4. Twentieth Century Fox Film Corp., New York, leases WIXG from General Television Corp., Boston.

PIG SQUEAL TV. April 9, 1945, p. 4. Movie producers exploring possibility of "pig squeal" video, on a subscriber basis.

WALTHAM TO SPONSOR ALL WABD FOR BLUE DURING V-E DAY. April 9, 1945, p. 16. Waltham Watch Co., Boston, to sponsor all time breaks on the time to be taken over V-E Day by Blue-ABC on WABD.

GRUEN WATCH CO. PLANS TELEVISION. April 9, 1945, p. 28. Gruen Watch Co., Cincinnati to sponsor a series of one-minute commercials as first television venture.

SHUPERT NOMINATED FOR PRESIDENCY OF ATS. April 9, 1945, p. 74. George T. Shupert heads the slate of candidates for presidency of American Television Society.

TBA PROGRAM GROUP. April 16, 1945, p. 61. Ralph Austrian appoints members of program committee of Television Broadcasters Assn.

VIDEO V-E PLAN. April 16, 1945, p. 62. NBC television engineering, production and film editing facilities to be used on special WBNT V-E Day telecast.

FIRST MULTIPLE-RELAY VIDEO NETWORK DEDICATED BY PHILCO. April 23, 1945, p. 18. Paul Porter heralds Washington-Philadelphia TV link of Philco Corp., Philadelphia, as forerunner of nationwide television.

DUMONT VIDEO. April 23, 1945, p. 18. Allen B. DuMont Laboratories display large-screen model television receivers.

DIFFICULTIES IN COMBINING FM VIDEO. April 28, 1945, p. 20. Chairman Paul Porter responds to plan of Art Mosby, general manager of KGVO, whereby "TV and FM might be doubled up on the same frequencies as an all-around measure of economy".

GARRIGUES LIKES 1,050-LINE VIDEO. April 28, 1945, p. 56. Pierre Garrigues says French 1,050-line TV images better than 1,200-line pictures demonstrated by RCA.

DUMONT'S POSTWAR VIDEO SET SHOWN. April 30, 1945, p. 18. DuMont Labs. receivers combining FM and 3x4 feet television pictures viewed at WABD.

PHILCO FORMS TELEVISION BROADCASTING DIVISION. April 30, 1945, p. 20. Philco Radio & Television Corp. forms Television Broadcasting Division with Ernest B. Loveman as vice-president.

LEVER VIDEO FORMULA. April 30, 1945, p. 38. Lever Bros. Co. starts new series television programs, I Challenge You.

FM, VIDEO SEPARATE SERVICES, CHAIRMAN PORTER TELLS MOSBY. April 30, 1945, p. 58. Chairman Paul Por-

ter clarifies his letter to A. J. Mosby concerning channels of the two services.

FANS LIKE GILLETTE VIDEO COMMERCIALS. April 30, 1945, p. 66. Gillette Safety Razor Corp., commercials on WNBC produce a lasting impression on their audience, survey reveals.

DUPONT JOINS TBA. April 30, 1945, p. 78. E. I. DuPont de Nemours & Co. photo products division admitted as affiliate member of Television Broadcasters Assn. U. S. RUBBER VIDEO. May 7, 1945, p. 40. U. S. Rubber Co. starts series on WABD.

V-E TELECASTS. May 7, 1945, p. 75. Bulova Watch Co. to sponsor time signals on WNBC V-E Day.

PETRILLO ORDER MOVIES TO BLACKLIST TELEVISION. May 14, 1945, p. 66. James Petrillo orders motion picture companies not to make musical sound pictures available for television.

SWIFT TELECAST FOR BONDS. May 14, 1945, p. 78. Swift & Co. presents special hour-long WABD telecast of Breakfast Club for the 7th War Loan Drive.

SHUPERT HEADS ATS. May 14, 1945, p. 78. George T. Shupert, assistant to the president, Television Productions Inc., elected president of the American Television Society.

PHILCO RELAY NET GETS FCC PERMITS. May 7, 1945, p. 75. Philco Corp. proposed television relay network linking Washington, Philadelphia and New York granted CP for further developmental work. **TABLE OF ALLOCATIONS.** 25 mc to 80,000 mc. May 21, 1945, p. 18.

FCC STATEMENT. May 21, 1945, p. 17. Text of FCC statement announcing the allocations between 25 and 30,000 mc.

VIDEO PREDICTION. May 21, 1945, p. 20. Paul B. Mowrey, Blue television manager, declares television's most serious problem today is not engineering but programming.

HOTEL VIDEO SURVEY. May 21, 1945, p. 86. New Yorker Hotel Corp. conducting survey whether or not the public wants TV sets installed in hotel rooms.

SPONSOR TEST. Filler May 21, 1945, p. 68. Johansen Bros. Shoe Co., St. Louis, sponsoring telecast on W6XAO testing audience reaction to television.

EXPERIMENTAL VIDEO STARTS IN WASHINGTON. May 21, 1945, p. 78. W3XWT, owned by Allen B. DuMont Labs., operating on a temporary basis.

COL. LOWMAN NEW VIDEO HEAD OF CBS. May 28, 1945, p. 18. Col. Lawrence W. Lowman, CBS vice-president on leave, returns to the network July 1 as vice-president in charge of television.

VIDEO PRICE DROP SEEN. May 28, 1945, p. 75. Joseph Gerl, president of Sonora Radio & Television Corp., predicts postwar drop in price of table model TV sets.

WABD VOTES FOR IATSE. May 28, 1945, p. 76. Negotiations between technical employes and management of WABD opened by the International Alliance of Theatrical and Stage Employes.

TV EXHIBIT PLANNED. June 4, 1945, p. 4. NBC-WOR-DuMont video executives plan special demonstration of TV for group of government officials.

WIDE ADVERTISING USE OF TELEVISION FORESEEN WITHIN FIVE YEARS AFTER WAR. June 4, 1945, p. 24. Winslow Case of Campbell-Ewald Co. predicts television as a widespread advertising medium within five years after government controls on production of equipment are lifted.

VIDEO THEATER PLANNED. June 4, 1945, p. 24. America's first television theater to be built in Libertyville, Ill., by Fred W. Dobe, industrial engineer.

TV ZONE APPROVAL CREATES PRECEDENT. June 4, 1945, p. 32. Washington ruling paves way for action in other cities.

TRA, FMBI ALLOCATIONS PLEAS. June 4, 1945, p. 67. Texts filed by Philip Loucks on behalf of the FMBI and communication filed by W. A. Roberts for TBA.

WPB TO LIFT CONSTRUCTION BANS ON V-J DAY. June 11, 1945, p. 18. Disclosure that WPB will lift all construction controls on V-J Day caused industry to urge FCC to immediately adopt Allocations

Alternate No. 1 affecting FM and Television.

WALTHAM VIDEO. June 11, 1945, p. 38. Waltham Watch Co. sponsors two time signals per evening on WNBC New York. **FM, VIDEO PROGRESS FORESEEN IN**

SENATE GROUP'S WAR REPORT. June 11, 1945, p. 76. Predictions that television will be extended to more than half the population in the next five years, and that FM will practically replace AM broadcasting within a decade contained in a report given the subcommittee on War Mobilization of the Senate Military Affairs Committee.

RAYTHEON GRANTED BROADBAND RELAYS. June 11, 1945, p. 76. Permit authorizing experimental Class 2 point-to-point stations to develop "new techniques for the transmission and relaying of high definition and color television programs, high-fidelity FM programs" etc. granted by FCC to Raytheon Mfg. Co.

UNION SCRAP IN VIDEO. June 11, 1945, p. 86. Labor unions contest likely in television field.

CLARK OF WEFM NAMED BY NBC TO TELE POST. June 18, 1945, p. 15. Robert W. Clark appointed television operations supervisor of NBC, responsible for the technical phases of field and studio operations.

ATS GIVES 15 AWARDS FOR OUTSTANDING WORK IN TELEVISION DURING PAST YEAR. June 18, 1945, p. 26. List of American Television Society awards.

TALENT MARKET. June 18, 1945, p. 46. Television and FM as market for talent discussed at conference held under auspices of Independent Citizens' Committee of the Arts, Sciences and Professions.

MOSKOVICS NAMED TO CBS VIDEO POST. June 18, 1945, p. 58. George Moskovics named commercial manager of television operations, newly created CBS post.

MAKE PARTS FIRST, RMA RECOMMENDS. June 18, 1945, p. 68. Radio Manufacturers Assn. board of directors recommends that no authorization for radio set production be made for the third quarter of 1945. FCC allocation of FM at once urged by group.

CBS TV AVAILABLE TO CLIENTS OF NET. June 18, 1945, p. 68. CBS makes television facilities and personnel available to network clients for testing, developing and broadcasting commercial video programs. Plan announced through an illustrated booklet "Invitation to Experimental Commercial Television".

HEARINGS ON OHIO VIDEO MEASURE SET. June 18, 1945, p. 74. Bill requiring censorship review by the Dept. of Education of all televised pictures introduced in the Ohio General Assembly. Places telecasts in same category as movies.

NBC VIDEO MOVE. June 25, 1945, p. 20. New unit in RCA Bldg. for program operations sections of NBC television department provides expansion of facilities.

BRITISHER WARNS AGAINST OVEROPTIMISM ON VIDEO. June 25, 1945, p. 32. Leslie McMichael, president of the British Institution of Radio Engineers, says contradictions in radio have confused the general public as to what to expect, particularly in television.

MUTUAL VIDEO. June 25, 1945, p. 36. Mutual signs a contract to use the facilities of WRGB.

SONORA PLANS TWO VIDEO SET MODELS. June 25, 1945, p. 58. Sonora Radio and Television Corp., Chicago, plans to introduce a new line of television sets about 12 months after resumption of civilian manufacturing.

VIDEO IN EAST. June 25, 1945, p. 62. RKO Television Corp. plans to accelerate production of video film programs in the East, developing new actors, writers and directors here rather than depend on Hollywood.

VIDEO COMPARED. June 25, 1945, p. 77. Allen B. DuMont, president, Allen B. DuMont Labs., talk at meeting of IRE compares direct-viewing television with projection systems.

INDUSTRY-FCC ENGINEERS DISAGREE ON DATA. July 2, 1945, p. 14. Final oral argument on allocating FM and six channels of 6 mc. television finds industry and Commission engineers at odds

over propagation predictions for the 44-108 mc.

BROUGHT TO JUSTICE. July 2, 1945, p. 18. Witness too ill to attend court; Judge ordered installation of video system in court and bedroom for testimony.

GE DEMONSTRATES NEW VIDEO RECEIVER. July 2, 1945, p. 20. Large-screen television receiver and a projection-type model given public showing by General Electric Co. at the Waldorf-Astoria.

CAPITAL FM OUTLET PURCHASE BY POST. July 2, 1945, p. 20. Washington Post files application with FCC to purchase W3XO from Jansky & Bailey for \$75,000.

WALTHAM VIDEO SERIES. July 2, 1945, p. 20. Waltham Watch Co. starts 60-second spots on WNBC Fridays.

WGWB STARTS CAMPAIGN PROMOTING FM LISTENING. July 2, 1945, p. 24. "Share Your FM Receiver" plan by WGWB to increase the potential audience for FM broadcasts.

RAYTHEON GRANTED RELAY NET PERMIT. July 2, 1945, p. 30. Raytheon Mfg. Co. granted CP for five experimental relay stations.

20TH CENTURY FOX ASKS NEW YORK TV. July 2, 1945, p. 30. Twentieth Century-Fox Film Corp., New York, application for television transmitter on Channel 5 for development of large-screen theater and color television.

FCC ALLOCATIONS ORDER TEXT. July 2, 1945, p. 64. Full text of the FCC order allocating the 44-108 mc. band.

WASHINGTONIANS DISCUSS ZONING WITH TBA IN N. Y. July 2, 1945, p. 65. Fourteen Washingtonians guests of Television Broadcasters Assn. in New York, which was out to convince them that television transmission towers would not detract from the northwest Washington residential district.

TV TRANSMITTER ZONING PRECEDENT. July 2, 1945, p. 65. Bamberger Broadcasting Service petition for residential antenna in Washington, D. C. referred to National Capital Park & Planning Commission. FCC to report on hearing expected to set a precedent for zoning of television transmitters in cities) to the Board of Zoning Adjustment.

'EXPERIMENTAL' PAY URGED FOR VIDEO. July 2, 1945, p. 76. Actors Equity Assn. report by Paul Dulzell says: 1. Great revival of TV activity expected following Japanese war. 2. "Our next move will be to ask for a meeting of the Joint Television Committee. 3. "Any scales of pay or conditions of work which might be imposed should be known as 'experimental' whether for sponsored or sustaining programs," . . . to leave "ourselves free to meet changed conditions when television is established on a commercial basis."

TV BOOSTERS. July 2, 1945, p. 80. First civic television club is claim made for Television Club of Washington, D. C., formed previous week.

TRUMAN CALLS FOR FREE, COMPETITIVE RADIO. July 9, 1945, p. 15. President Harry Truman's letter to Sol Tishoff, BROADCASTING, sees "even freer" competition with advent of FM and television.

VIDEO FILM EXCHANGE STARTED BY ROSS FEDERAL. July 9, 1945, p. 28. Ross Federal Inc., New York, organizing film exchange service to supply television stations and advertisers with film programs.

PROCEDURE OUTLINED BY PORTER UNDER FCC'S NEW ALLOCATIONS. July 9, 1945, p. 34. Full text Paul Porter's statement on suggested procedure for applications for FM, television and facsimile stations under new allocations. (Summarized July 2, p. 4.)

COAXIAL EXPANSION SLATED BY AT&T. July 9, 1945, p. 72. AT&T five-year plan to provide network facilities for television.

ARGENTINE BUSINESSMEN BUY VIDEO TRANSMITTER. July 9, 1945, p. 76. Syndicate of Argentine Businessmen, said to hold first grant for video operation in South America, purchase a tele-

(Continued on page 430)



UNITED TRANSFORMER CORPORATION
 150 VARICK STREET NEW YORK 13, N. Y.

November 3, 1945

Mycalex Corp. of America
 30 Rockefeller Plaza
 New York 20, N. Y.

Attention: Mr. Jerome Taishoff

Gentlemen:

We have conducted the following test on the two-six terminal molded mycalex assemblies you submitted:

- 1 - Meg test - 500 megohms
- 2 - Place in oven at 40°C for 8 hours
- 3 - Place in hot sodium chloride at 65°C for 1 hour
- 4 - Place in cold sodium chloride at 0°C for 1 hour
- 5 - Leave overnight in salt water at room temperature 20°C
- 6 - Meg test - infinity test

This test was repeated three times. At the end of the test the unit was tested for leakage and showed a small amount. This amount was within the limitations imposed by the Army Signal Corps. After the assemblies had dried for about 15 minutes they indicated no leakage. We consider these terminals to be extremely satisfactory for hermetic sealing purposes.

We wonder what would happen if these same 6 terminals were compressed into a smaller diameter assembly? We would greatly appreciate receiving samples of your single terminal assemblies.

Yours very truly,
S. W. Levy
 S. W. Levy
 Chief Production
 Engineer

MAKES "EXTREMELY SATISFACTORY HERMETIC SEAL"

REPORTS *United Transformer Corp.*

Are you seeking a hermetic seal for transformer terminals? Do you want a low loss, high frequency insulating material that will bond to metal and give positive assurance against oil leakage and the damaging effects of moisture?

Then read the United Transformer Corporation report made after tests of MOLDED MYCALEX in conjunction with Monel Metal in this application. The results speak for themselves.

For 25 years MYCALEX has been known to engineers the world over as the "most nearly perfect high frequency low loss insulation." Now, in highly perfected form, MYCALEX offers new opportunities for product improvement.

Specify MYCALEX where low loss factor and high dielectric strength are required. Our engineers are at your service.



MYCALEX CORPORATION OF AMERICA
 "Owners of 'MYCALEX' Patents"
 Plant and General Offices, CLIFTON, N. J. Executive Offices, 30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

SUMMARY INDEX OF STORIES AND ARTICLES ON TELEVISION

(Continued from page 428)

vision transmitter from Allen B. DuMont Labs.

VIDEO COMICS. July 16, 1945, p. 78. Klaus Landsberg, television director of W6XYZ, closes exclusive deal with Newspaper Enterprises Assn. to televise NEA funnies in Los Angeles area.

ZONING BOARD REJECTS BAMBERGER TV SITE. July 16, 1945, p. 82. Board of Zoning Appeals, Washington, D. C., refuses to rezone residential area for Bamberger Broadcasting Service proposed television transmitter.

FCC FAVORS EQUAL TELEVISION MARKETS. July 16, 1945, p. 82. George Adair tells industry engineers at a television standards conference that FCC favors equal service areas for television as well as FM.

TV HIGH FREQUENCY TEST SET IN N. Y. July 23, 1945, p. 32. RCA, cooperating with NBC, to start first field tests in New York Metropolitan area of television in higher frequencies when installation of equipment atop Empire State Bldg. is completed.

RENEWS TELE. July 23, 1945, p. 52. Firestone Tire & Rubber Co. renews weekly quarter-hour Voice of Firestone Televes on WNBT.

VIDEO IN HOTELS ASKED BY GUESTS. July 23, 1945, p. 62. New Yorker Hotel survey shows travelers would like television receiving sets in their hotel rooms. About 60% favored a central system and 40% preferred individual unit services.

RESUMPTION OF TV URGED IN BRITAIN. July 23, 1945, p. 64. Lord Hankey's committee of Parliament proposes that BBC be given operating control over television in the United Kingdom.

ULTRA-HIGH FREQUENCY BAND TO BE EXPLORED. July 30, 1945, p. 28. Television experimental band in ultra-high frequency to be explored by Allen B. DuMont Labs. using a portable-mobile radio station.

TV SETS WILL UNDERGO MANY POST-WAR CHANGES. July 30, 1945, p. 42. Comdr. E. F. McDonald, Jr., Zenith Radio Corp. president, says television sets bought in early postwar years will become obsolete in a short time.

RESUMING TV. August 6, 1945, p. 78. WOR resuming production of television programs through 13-week series on WRGB Schenectady.

DUMONT CHECKS SETS. August 6, 1945, p. 84. WABD, DuMont TV station, surveying New York to determine number of video sets and their present operating conditions.

POWERFUL COAST TV. August 13, 1945, p. 4. Don Lee Broadcasting System planning one of world's highest-powered TV stations atop Mt. Wilson, Cal.

AIRBORNE RELAYS FOR FM, TV CONFIRMED. August 13, 1945, p. 17. Stratovision confirmed by Walter Evans, vice-president of Westinghouse in charge of radio.

WPTZ TO TELEVISION U. OF PENN. GAMES. August 13, 1945, p. 60. Atlantic Refining Co. to sponsor telecasts of U. of Penn. games using live programs on WPTZ Philadelphia.

TELE LUNCHEON. August 13, 1945, p. 62. American Television Society on Aug. 15 holds first panel discussion luncheon at Hotel Sheraton, New York City.

WASHINGTON VIDEO GIVEN GREEN LIGHT. August 13, 1945, p. 67. NBC and Bamberger obtain approval of the Board of Zoning Adjustment of the District of Columbia to use sites acquired in residential areas for erection of towers and transmitter buildings.

RADIO'S PLANS REACH BLUEPRINTING STAGE. August 20, 1945, p. 20. AM, FM and television facilities planned by industry; millions to be spent on new equipment.

BEAUTY WINNERS ON TV. August 20, 1945, p. 26. WJZ beauty contest winners in Miss America competition making telecasts on WRGB Schenectady, Aug. 17 and Aug. 24.

ATOM ON TELE. August 20, 1945, p. 44. WBKB proves efficacy of visual news coverage through presentation of graphic story of the development of the atomic bomb.

CITES TELE TEST. August 20, 1945, p.

50. Charles J. Durban of U. S. Rubber Co. says their WABD television series was highly successful.

COAXIAL CABLE LINK IS APPROVED BY FCC. August 20, 1945, p. 68. AT&T proposed coast-to-coast-coaxial cable line to serve television and heavy telephone approved by the FCC.

PLAN \$100 VIDEO TABLE-MODEL SET. August 20, 1945, p. 72. Viewtone Co., N. Y., plans a \$100 table-model television set for postwar era.

CBS TO INSTALL COLOR TELEVISION TRANSMITTER. August 20, 1945, p. 90. Federal Telephone & Radio Corp. constructing an ultra-high frequency television transmitter for CBS to be located in Chrysler Tower, New York.

SCOOPED HIMSELF. August 20, 1945, p. 90. Lt. James Peck, Merchant Marine, interview telecast on WCBW scoops his own article to appear in Popular Science magazine.

COLOR VIDEO. August 27, 1945, p. 4. CBS is developing two types of color video receivers.

AMERICAN TO FILM GAME. August 27, 1945, p. 4. American Network to telecast the Esquire All-American Boys baseball game on Aug. 30 for WABD, WRGB and WPTZ.

PLANE RELAYS PLANNED IN '35. August 27, 1945, p. 15. Nils E. Lindblad, research engineer of RCA Labs., planned a relay broadcasting system using planes, and a patent has been pending on it since filing Jan. 7, 1942.

JOLIFFE PREDICTS NATIONWIDE RELAYS. August 27, 1945, p. 48. Dr. C. B. Jolliffe, vice-president in charge of RCA Labs., predicts radio relay stations will replace wire communications throughout the country and carry telephone and telegraph messages, broadcast programs, facsimile and television simultaneously.

THREE DIMENSIONAL LENS METHOD WORKS ON VIDEO. August 27, 1945, p. 50. Stephen E. Garusto develops "optical balance" method for increasing the depth of focus of any camera lens.

ARMY-NOTRE DAME TV. August 27, 1945, p. 54. WNBT to televise Army-Notre Dame football game Dec. 1 with Bob Stanton describing the play. Schedule includes Army-Michigan game Oct. 13 and Army-Duke game Oct. 27.

TV FILM TRAILERS. September 3, 1945, p. 34. Klaus Landsberg, W6XYZ Hollywood, announced extended use of "filmed television trailers" for Paramount films.

TV SHOW STARTED BY CHICAGO SCHOOLS. September 3, 1945, p. 42. Chicago public schools educational program September 17 starts full hour weekly broadcast on WBKB.

WBKB VIDEO CHANGES. September 3, 1945, p. 50. Helen Carson, Margaret Durnell and Ann Drobenka resign from WBKB to head video departments of motion picture chains.

LOW COST VIDEO. September 3, 1945, p. 68. Phillip Merryman, director of facilities development and research for NBC, predicts "more than 400 cities in the U. S. will have television stations, all operating at a profit."

W9XZV RETURNS TO AIR. September 3, 1945, p. 75. W9XZV Chicago, Zenith Radio Corp. station, returns to air with a three-hour schedule of programs.

DUCK STAR DEAD (box). September 3, 1945, p. 79. "Pierre", CBS television duck and star on The Missus Goes A-Shopping dies Aug. 28.

TV IN COURT. September 3, 1945, p. 80. Television testimony scheduled in Los Angeles trial cancelled because of settlement out of court.

TELEVISION COURSE. September 3, 1945, p. 81. City College School of Business Administration, New York, to conduct evening course in television program production and studio operation.

DUMONT SUMS UP TV SET COST RATIO. September 3, 1945, p. 85. Allen B. DuMont Labs. to concentrate on quality "and that means higher prices". Size and type of service—tube screen or projection—affect cost.

WANAMAKER TV STUDIOS. September 3, 1945, p. 86. John Wanamaker starts installation of television studios to be operated in connection with WABD.

BEAUTY CONTEST. September 10, 1945, p. 38. Miss America contest filmed by

American to be broadcast on WABD, WRGB and WPTZ.

SEES TV GROCERY ADS. September 10, 1945, p. 38. Paul Sayres, New York food broker, predicted television will play a substantial part in the merchandising of grocery products. Statement came after an investigation of television at DuMont television station WABD in New York.

SCHOOL VIDEO. September 10, 1945, p. 50. Weekly program on WNBT for classroom education in New York schools.

TV QUIZ SHOW. September 10, 1945, p. 78. Commonwealth Edison sponsors Telequizicals on WBKB Chicago.

TRANSCONTINENTAL TELEVISION TWO YEARS OFF, SAYS MINER. September 10, 1945, p. 90. Worthington Miner, CBS manager of television, discusses television—development, programs ready in near future, early limitations, and says that in about two years television will be ready to span the continent.

WAINWRIGHT TV. September 17, 1945, p. 50. NBC photographs Washington arrival of Gen. Jonathan M. Wainwright Sept. 10 and presents it on WNBT.

KDYL FAIR EXHIBIT. September 17, 1945, p. 62. KDYL demonstration exhibit, What Television Will Mean in Your Home, at Utah State Fair was awarded a first prize.

AMERICANA ON TV. September 17, 1945, p. 70. Stories of Americana starts on WCBW with Milton Bacon as narrator.

PETRILLO BAN ON CHICAGO VIDEO PROGRAM RAISES RELIGIOUS ISSUE. September 17, 1945, p. 90. James C. Petrillo bans an AFM organist from participating on a television broadcast of Rosh Hashana over WBKB. Action brings many protests from persons connected with the religious program.

AMERICAN BUYS TIME ON WABD FOR TV TESTS. September 17, 1945, p. 102. American Broadcasting Co. contracts with WABD for 26 half-hours, Tuesdays and Thursdays, to produce experimental programs. American first network to use cooperative news telecasting.

ATLANTIC REFINING STARTS BIGGEST GRID SEASON. September 24, 1945, p. 4. Fifth year Penn games to be televised on WPTZ Philadelphia.

FCC REVERSES FIELD IN TELEVISION. September 24, 1945, p. 15. FCC adopts new plan of TV allocations which cuts number of TV stations immediately available in metropolitan markets in order to provide "downstairs" frequencies for community outlets throughout America.

"THIS IS A . . ." September 24, 1945, p. 15. FCC wants advice on frequency and method of station identification for television.

PROPOSED ASSIGNMENTS OF TV CHANNELS AND NUMBER OF APPLICATIONS FOR STATIONS IN 10 MAJOR MARKETS. September 24, 1945, p. 15. Table.

WESTINGHOUSE ENLARGES ENGINEERING SECTION TO DEVELOP STRATOVISION UNITS. September 24, 1945, p. 26. Westinghouse Industrial Electronics Division announces plans to enlarge engineering section to develop and produce first stratovision units.

McLEOD SEES TELEVISION AS BOON TO ADVERTISING. September 24, 1945, p. 36. William McLeod, v-p Wm. Filene's Sons Co., Boston, says television may prove revolutionary in the field of sales promotion. Views given in article in September issue of Promotion Exchange.

SOROL PRESIDES. September 24, 1945, p. 50. Edward Sobol, TV producer for WNBT New York, to preside at initial panel discussion group of ATS Sept. 26.

WBKB EXPANDS. September 24, 1945, p. 64. WBKB planning to expand its broadcasting facilities by remodeling space in the State Lake Bldg., Chicago.

OFF-AIR VIDEO SHOW DEMONSTRATES TV. September 24, 1945, p. 71. WTMJ-WFMJ Milwaukee demonstrates results of experiments in a complete off-the-air television show.

TABLE SHOWING ALLOCATION OF TELEVISION CHANNELS TO METROPOLITAN DISTRICTS IN THE UNITED STATES. September 24, 1945, p. 79. This

table applies only to the 13 TV channels available for commercial television.

TV RULES & REGULATIONS. September 24, 1945, p. 79. FCC order promulgating Rules and Regulations and Standards of Good Engineering Practice for Commercial Television Broadcast Stations.

TBA BOARD TO MEET. September 24, 1945, p. 81. Board of Television Broadcasters Assn. to meet Sept. 27 in New York to make decision on convention.

U. S. T. SETS START AT \$19.95. October 1, 1945, p. 4. U. S. Television Mfg. Corp. announces prices of radios will begin at \$19.95, with most expensive video combinations ranging up to and over \$1,000. Final retail prices still in hands of OPA.

LEVER TO TELEVISION NEW WCBW SERIES. October 1, 1945, p. 82. Lever Bros. Co. Cambridge, to sponsor half-hour telecasts on WCBW while WABD is moving to new channel. Series includes Big Sister, Aunt Jenny's Real Life Stories, sports program and special Christmas program.

MID-PROGRAM PLUGS ARE OPPOSED FOR TV. October 1, 1945, p. 83. Edward Sobol, NBC video producer, speech at ATS meeting said commercials should come at beginning and end of TV programs.

'VIDEO INSTITUTE' TO HOLD N. Y. MEET. October 1, 1945, p. 84. "Television Institute", sponsored by Televiser Magazine, held in New York Oct. 15-16.

ACROBAT SHOE CO. PLANS CHICAGO TELEVISION SHOW. October 1, 1945, p. 86. Acrobat Shoe Co. plans half-hour television program around "Tumblin' Tim". Script submitted to WBKB Chicago.

CAPITAL TELEVISION TOWERS APPROVED. October 1, 1945, p. 88. Board of Zoning Adjustment, District of Columbia, approves Bamberger Broadcasting Service application for residential television tower. NBC application for tower atop Wardman Park Hotel also approved.

THOMAS TO CONDUCT RADIO, VIDEO CLINIC. October 1, 1945, p. 91. Eugene S. Thomas, sales manager of WOR New York, to conduct a clinic in radio and television starting Feb. 18.

TWO TV SPONSORS. October 1, 1945, p. 96. United States Rubber Co. (Keds) starts Friday Night Quarterback on WNBT and Waltham Watch Co. renews time signal Friday nights on WNBT.

VISUAL NEWS. October 8, 1945, p. 4. Board of Directors of AP and Press Assn., Inc., witness RCA-NBC private demonstration showing what's ahead in visual news and intelligence transmission.

FIGHTCASTS FOR VETS. October 8, 1945, p. 48. WNBT telecast bouts sponsored by Gillette Safety Razor Co., Boston, being transcribed for "morning after" viewing by military hospitals in the eastern time zones.

TV METALLIC BACKGROUNDS FOUND MORE EFFECTIVE. October 8, 1945, p. 64. Chet Kulesza, BBDO, and Ted B. Grenier, Metropolitan Television Inc., believe they have a solution for a television problem—using metallic backgrounds instead of flat gray.

TELEMOBILE. October 8, 1945, p. 66. Paramount's Television station W6XYZ introduces the Telemobile, combining all control equipment necessary for the operation of two television cameras, including the synchronizing pulse generator, sweep signal generator, power supplies and monitoring units.

TABLE SHOWING ALLOCATION OF TELEVISION CHANNELS TO METROPOLITAN DISTRICTS IN THE UNITED STATES. October 8, 1945, p. 73.

WARD CO. ACCUSED. October 8, 1945, p. 75. Federal Trade Commission charges Montgomery Ward & Co., Chicago has misrepresented number of tubes contained in radio receiving sets it sells and also the capacity of the sets for television reception.

TBA MEET TO PRESENT EXHIBIT OF EQUIPMENT. October 8, 1945, p. 77. Second convention of Television Broadcasters Assn. to be held in New York in March or April, 1946, highlighted by a display of television equipment.

TELEVISION COURSE. October 8, 1945,

(Continued on page 432)

IN War or Peace, the quality
of "Allied" transcriptions
never varies—the best possible
at any price!

We offer immediate service to
stations in the United States or
Canada or any part of the
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SUMMARY INDEX OF STORIES AND ARTICLES ON TELEVISION

(Continued from page 430)

p. 77. NBC western division conducting television classes in its Hollywood studios for representatives of motion picture companies and electronic equipment manufacturers.

PRODUCTION MEN NEEDED IN VIDEO. October 8, 1945, p. 83. Norman Hayne, Ruthrauff & Ryan producer, says when television production catches up with technical advances, the need for production men with ideas for television programming is going to be great.

NBC TV CLASSES. October 8, 1945, p. 83. Noran E. Kersta, manager of NBC television dept., opens second season of joint NBC-Columbia U. extension division course on "Television Production Problems" October 3.

October 15, 1945, p. 4. CBS claim that it has successfully broadcast high-frequency television in full color gives rise to speculation on start of "upstairs" service. Westinghouse, GE and Federal racing against time to complete first high-definition microwave TV transmitter.

TBA PLAN ADDS 59 TV STATIONS. October 15, 1945, p. 15. Television Broadcasters Assn.'s channel-allocation table submitted to FCC shows gain in 55 metropolitan districts and loss in three.

ATS MEETING. October 15, 1945, p. 32. First of 1945-46 season monthly meetings of American Television Society held Oct. 11 at Barbizon-Plaza, New York.

GRIDCASTS ADDED. October 15, 1945, p. 32. WNBT New York adds Sunday afternoon schedule of professional football games in addition to Saturday college football telecasts.

DUMONT SIGNS WITH UNION ON TV TERMS. October 15, 1945, p. 36. DuMont Labs. signs a five-year contract with the Television Studio Broadcasting Employees Union of the International Alliance of Theatrical Stage Employees (Local 794). Wage scales stated.

WCAU'S \$2,000,000 RADIO, TELEVISION CENTER. October 15, 1945, p. 78. Dr. Leon Levy, president of WCAU, announces plans for erection of a radio and television center in Philadelphia, to be four stories high, occupy 2,000,000 cubic feet and cost \$2,000,000.

NEED COLOR TO SELL FASHIONS BY VIDEO. October 15, 1945, p. 80. Worthington Miner, manager of WCEW, tells luncheon meeting of Fashion Group Inc. that the fashion industry should take slowly to promotion by television until color is more firmly established.

CBS VIDEO COURSE. October 15, 1945, p. 89. Worthington Miner supervising general training television course for directors of CBS audio programs.

SPECIAL EVENTS COVERAGE BEING PLANNED BY WBBM. October 15, 1945, p. 91. WBBM Chicago plans coverage of special events, sports and news using ultra-high frequency television projectors strategically located in Chicago schools and business centers, originating via portable transmitter.

GIMBELS WILL TEST TELEVISION IN STORE. October 15, 1945, p. 92. Gimbel's store in Philadelphia to conduct extensive testing of intrastore television under arrangements made with RCA Victor.

TCA ORGANIZED. October 15, 1945, p. 92. Television Corp. of America organized on the West Coast with home offices at Riverside, Cal., to engage in television program production and transmission.

TELEVISION TOWERS IN PARKS OPENED. October 15, 1945, p. 97. House District of Columbia Subcommittee on Fiscal Affairs to take up policy on television transmitter towers in the District. Maj. Gen. Ulysses S. Grant 3d. National Capital Parks and Planning Commission chairman, opposes proposal by citizens that towers be placed in public parks rather than residential areas.

BRITISH RESUME PREWAR TV. U. S. ADVISED TO FOLLOW SUIT. October 22, 1945, p. 22. British television being resumed on prewar standards. William J. Haley, director general of BRC, states in an address from London to the Television Institute. Dr. Alfred N. Goldsmith, consulting video engineer, asks for guarantee for American set-owners and broad-

casters that allocations be given a guarantee of so many years service.

JANSKY WOULD GIVE TV CHANNELS TO FM. October 22, 1945, p. 34. C. M. Jansky, Jr., Washington consulting engineer, tells 61st annual meeting of the Inland Daily Press Assn. in Chicago that only by taking spectrum space from television and giving it to FM can the FCC hope to develop a "broadcasting medium which can be as free of restriction and regulation as are the speakers' platform and the American press today".

WATCH THE TIME. October 22, 1945, p. 48. WBKB presents televised time signals for first time in Chicago. Elgin Watch Co. presents visual "spot".

VIDEO COMPETITION FAVORED BY PORTER. October 29, 1945, p. 16. Paul Porter favors open competition between black and white television in the low frequencies and color television in high frequencies.

FCC APPROVES STRATOVISION TESTS. October 29, 1945, p. 20. FCC approves applications of Westinghouse Radio Stations Inc. for five developmental stations to try out its plan for airborne relays for FM and television broadcasting.

BRITISH TELEVISION PLANS IN SPOT-LIGHT. October 29, 1945, p. 24. House of Parliament examining developments important to future of television broadcasting in Great Britain.

TV COMEDY. October 29, 1945, p. 29. Laughtime, series of comedy sketches, starts Oct. 16 by CBS television.

ATS SPEAKERS. October 29, 1945, p. 44. List of speakers to address the American Television Society during the 1945-46 season.

ARMY'S FIRST VIDEO. October 29, 1945, p. 48. Sixth Transportation Zone of Army produces first TV show over WBKB Chicago, Nov. 13.

TRAMMELL POINTS TO DEVELOPMENTS. October 29, 1945, p. 88. Niles Trammell, president of NBC, discusses FM and television in a speech before the Milwaukee Advertising Club Oct. 25.

RULING DEFERRED. October 29, 1945, p. 91. Zoning Adjustment Board, D. C., withholds decision on application of Bamberger Broadcasting Services to build a television tower in nation's capital pending issuance of television engineering standards by FCC.

GIMBEL'S AND RCA UNDERTAKE TV TEST. October 29, 1945, p. 93. Gimbel's Department Store, Philadelphia, in cooperation with RCA Victor, opens first store-wide television station Oct. 23.

ACROBAT VIDEO APPROVED. October 29, 1945, p. 94. Acrobat Shoe Co. video show, produced by Ruthrauff & Ryan, approved by WBKB and to be telecast at 3 p.m., Nov. 28.

DIM LIGHTS NO BAR TO NEW VIDEO TUBE. October 29, 1945, p. 94. "RCA Image Orthicon" (new video camera tube) unveiled at a news demonstration in New York.

BRITISH TO EXPAND RESEARCH IN RADIO. November 5, 1945, p. 28. Television manufacturers in Great Britain concentrating on production of moderately priced video sets for domestic use, and large-screen cinema types.

WCAU PLANS \$2,000,000 RADIO, VIDEO BUILDING TO BE READY BY DECEMBER 1947. November 5, 1945, p. 26. WCAU announces plans for first center to be built in this country exclusively for television and sound broadcasting, to include a specially constructed landing field on the roof for helicopters to be used in television broadcasting from outside points.

BIG IRE MEETING. November 5, 1945, p. 36. Papers on FM and TV among those to be presented at the 33rd annual Winter Technical Meeting of the Institute of Radio Engineers scheduled for Jan. 23-26 at the Astor Hotel, New York.

DUMONT DEVELOPS RANGE OF SIZES IN VIDEO TUBES. November 5, 1945, p. 36. DuMont Labs., Passaic, announces postwar line of cathode-ray tubes for television sets.

WESTINGHOUSE READY FOR COLOR VIDEO RELAYED BY STRATOVISION. November 5, 1945, p. 40. Westinghouse

announces production to begin on high-definition pick-up units for processing both black-and-white and color pictures and their associated sound for simultaneous transmission on same carrier wave using stratovision relays.

PARAMOUNT TV PLANS. November 5, 1945, p. 42. Television Productions Inc., subsidiary of Paramount Pictures Inc. applies for CP television transmitter in San Francisco area.

REMINGTON-RAND SHOWS VIDEO CAMERA USED IN PROJECTILE. November 5, 1945, p. 44. Remington-Rand Inc. displays a TV camera designed to fit into nose of a bomb, permitting either the bombardier in the plane or the staff back at general headquarters not only to follow the course, but to change direction if necessary.

DISNEY SEEKS TV. November 5, 1945, p. 60. Walt Disney Productions, Hollywood, files application for a television station in Los Angeles area with transmitter atop Mt. Lowe, Cal.

NEW TBA AFFILIATES. November 5, 1945, p. 64. Research Council of Academy of Motion Picture Arts and Sciences, Hollywood, and Eastman Kodak Co., Rochester, N. Y., become affiliate members of Television Broadcasters Assn.

TV DISCUSSIONS. November 5, 1945, p. 66. "Television Today and Tomorrow" to be discussed by Frank Burke, Fred Keugel and Irwin Shane (editors of TV magazines) at the Nov. 8 meeting of ATS in New York.

FARNSWORTH STORY. November 5, 1945, p. 74. Career of Philo T. Farnsworth, TV pioneer, dramatized Oct. 26 on "Freedom of Opportunity", sponsored by Mutual Benefit Health & Accident Assn. on Mutual.

DEMPSEY HEADS VIDEO FIGHTCAST ORGANIZATION. November 12, 1945, p. 20. Comdr. Jack Dempsey slated to become president of new organization specializing in selling advertisers TV rights to the boxing bouts it promotes.

STARS ON WBKB SHOW. November 12, 1945, p. 34. Members of Chicago AFRA starred Nov. 6 in a special WBKB TV program.

SEES EASY TV SALES. November 12, 1945, p. 34. Will Baitin, secy.-treas. TBA, predicts television will enjoy the least sales resistance of all the postwar commodities.

NBC USES NEW TV TUBE IN COVERAGE OF ELECTION. November 12, 1945, p. 34. NBC uses new image orthicon tube in coverage of New York City mayoralty election in a pick-up from headquarters of Brig. Gen. William O'Dwyer.

NEW TV TUBE EXPLAINED. November 12, 1945, p. 34. Working of RCA Image Orthicon explained, picture and diagram included.

DON LEE STUDIOS PLANS COMPLETED. November 12, 1945, p. 40. Plans for Don Lee Broadcasting System's new Hollywood studios for FM and TV completed; ground-breaking ceremonies to be held shortly.

TAMALPAIS FM, TV CENTER IS PLANNED. November 12, 1945, p. 68. Applicants for FM and television broadcasting sites on Mt. Tamalpais, across the bay from San Francisco, meet with William D. Pabst, general manager of KFRC San Francisco, to discuss plans for developing Tamalpais as an FM and television broadcasting center.

BRITAIN CLAIMS LEAD. November 12, 1945, p. 89. New television system demonstrated successfully in Cambridge, Eng., combining audio and video transmission and reception into single units.

CURTIS TV SPONSOR. November 12, 1945, p. 92. Curtis Publishing Co. sponsors exclusive telecast of Army-Notre Dame football game on WNBT.

VIDEO CONTROL. November 12, 1945, p. 101. Bell Aircraft Corp. announces new transmitting device which performs every function of a pilot although remotely directed using television-radio control.

'HAMS' AND VIDEO. November 12, 1945, p. 101. Amateurs to find ample out-

let in television for energies long stifled by government restrictions. Walter Schols and Robert Batchelder, WJW Cleveland engineers, tell members of Cuyohoga County Radio Amateurs Assn. Nov. 1.

LOW-COST TV TUBE. November 19, 1945, p. 4. Allen B. DuMont Labs. develops a cathode-ray tube as basis for low-priced television receivers now appearing on market.

TAX CUTS WILL HELP FM-TV DEVELOPMENT. November 19, 1945, p. 15. When corporation excess profits taxes are eliminated in 1946, the development and expansion of FM and television will be given financial aid.

WASHINGTON-NEW YORK COAXIAL CABLE LINE OPENS IN JANUARY. November 19, 1945, p. 22. Bell System inaugurates Philadelphia-New York coaxial cable on Dec. 1 when NBC televises the Army-Navy football game in Philadelphia for broadcast over its New York station, WNBT.

RAIBOURN THINKS THAT TELEVISION WILL PROVE MOST EFFECTIVE ADVERTISING FORM. November 19, 1945, p. 28. Paul Raibourn, president of Television Productions Inc., tells meeting of AAAA in Los Angeles, Nov. 14, that television has a large field in sponsored advertising.

TV IN POLIO FIGHT. November 19, 1945, p. 28. Nor All Your Tears, TeleCine production to be made available to television stations to promote 1945 Sister Kenny Foundation fund appeal to fight infantile paralysis.

BEAUTY METHODS DEMONSTRATED ON TV SHOW. November 19, 1945, p. 28. The Fair Store, Chicago presents show on WBKB promoting Rose Laird cosmetics. **ART BY RADIO.** November 19, 1945, p. 44. New York Metropolitan Museum of Art planning \$10,000,000 radio and television installations.

BALTIMORE SEEN AS FIFTH CITY WITH NETWORK VIDEO. November 19, 1945, p. 58. Paul Mowrey, manager of TV division of American, predicts that before the end of 1946, Baltimore will be the fifth United States city to have network television.

CBS AFFILIATES ENDORSE NET'S COLOR TELEVISION. November 19, 1945, p. 82. CBS wants FCC to license use of ultra-high frequencies for high-definition full-color television pictures under commercial authorization at earliest possible date.

BBC MIGHT PERMIT VIDEO SPONSORSHIP. November 19, 1945, p. 101. H. Bishop, chief engineer of BBC, indicates that BBC may permit commercial sponsorship of TV programs in an article concerning question of payment for television costs.

TELEVISION READY, RADIO EXECUTIVES CLUB IS TOLD BY RCA LABORATORIES AUTHORITY. November 19, 1945, p. 101. C. B. Joliffe, v-p in charge of RCA Labs., tells Radio Executives Club of New York that recent developments in television have made it "ready for immediate practical commercial use."

CARLSON SAYS VIDEO POWERFUL, SUBTLE. November 19, 1945, p. 101. Paul E. Carlson, merchandising manager, Consumer Products Division, Allen B. DuMont Laboratories, tells Nov. 14 meeting of Home Furnishing Group that television can provide a "subtle yet powerful advertising medium" as well as a profitable merchandise line for the home furnishing retailer.

TV EDUCATION MEET. November 19, 1945, p. 103. First postwar convention of New Jersey Education Assn. and its subsidiary, the New Jersey Visual Education Assn., to be held in Atlantic City Dec. 1. Symposium, titled "Education by Television," to feature representatives from manufacturing and education circles.

NEW FCC ALLOCATION OF TV EXPANDS SERVICE. November 26, 1945, p. 15. TV allocation proposal of Television Broadcasters Assn. adopted by FCC.

(Continued on page 433)

TELEVISION ARTICLES

(Continued from page 432)

RCA VIDEO IS TO BE EXHIBITED AT NEW YORK MARKETING FORUM. November 26, 1945, p. 26. RCA exhibit portraying the story of electronic television over the last 20 years to have its first public showing preceding a nationwide tour Nov. 26 at the final session of first national marketing forum presented by the Sales Managers Club of New York.

VIDEO IS EXPENSIVE BUT MOST EFFECTIVE FOR ADVERTISER, WCBW OFFICIAL SAYS. November 26, 1945, p. 38. George Moskovics, commercial manager of WCBW New York, states "television is a very expensive medium for advertisers," but "can deliver a sales impact several times as great as any other media" because television can demonstrate the products in use. Statement came at panel discussion Nov. 19 of American Television Society.

'HIGHEST' TV TRANSMITTER PLANNED FOR MT. WILSON. November 26, 1945, p. 82. Klaus Landsberg, West Coast director of Television Productions, Inc., announces construction plans for 'the highest television transmitter in the world' at an elevation of 5,800 feet, on the summit of Mt. Wilson near Los Angeles.

REPORT ON RULES AND REGULATIONS AND STANDARDS OF GOOD ENGINEERING PRACTICE FOR COMMERCIAL TELEVISION. November 26, 1945, p. 83. FCC policy on rules to be adopted concerning television, covering allocations, operating schedules, multiple ownership, network regulations, sharing of antenna sites, announcement of mechanical reproductions, and station identification are contained in this report.

COLOR TELEVISION IN YEAR. November 26, 1945, p. 94. Paul W. Kesten, CBS executive vice-president, says within 12 months color television in the higher frequencies should be so far advanced that lower frequency telecasting will be outmoded.

RULES GOVERNING TELEVISION BROADCAST STATIONS. December 3, 1945, p. 76. Complete text of rules for television stations.

POPPEL KEEPS TBA JOB. December 10, 1945, p. 102. J. R. Poppele, chief engineer of WOR New York, reelected president of Television Broadcasters Assn. at

annual meeting Dec. 7. All other officers also reelected.

RCA FIRES BLAST AT COLOR TELEVISION. December 17, 1945, p. 15. RCA Princeton (N. J.) demonstration of color television on the mechanical principle and improved black-and-white video on the electronic principle concludes that black and white is ready for the home—that color is five years away. Paul Kesten, CBS, counters with their challenge of April 1944 that manufacturers focus technical skills on perfecting color television.

RETAILERS KNOCK PROFESSIONAL WRANGLING ON TELEVISION PLANS. December 17, 1945, p. 30. Professional discussion of telecasting's present and future plans attacked by three New York retail store executives who say the potential customer is bewildered, and if "offered an ordinary television set will decide to wait until he can get one which has color and third dimension."

TV STANDARDS ARE ADOPTED BY FCC. December 24, 1945, p. 16. FCC adopts technical standards to govern television operation December 19.

PHILCO FINDS CITY TV COST IS HALF MILLION. December 24, 1945, p. 20. Philco Radio & Television Corp. provided an idea of cost for establishing and operating a metropolitan television station in data filed with the FCC to complete application for video station in Washington, D. C.

RAIBOURN DENIES ANTI-TRUST CHARGES. December 24, 1945, p. 75. Paul Raibourn, president of Television Productions Inc. and head of television activities for Paramount Pictures Inc., denied government charges that U. S. motion picture interests had conspired to retard development of large-screen television.

TELEVISION MAY RESULT IN BETTER MOVIES—PIERCE. December 31, 1945, p. 26. Cameron G. Pierce, television expert of General Electric, says video and motion picture theatres will be able to live together in harmony, and that television's competition may even result in better motion pictures. He also believes television will use at least one billion of the three billion dollars in advertising money spent yearly.

COMMUNICATIONS CARRIERS

AT & T LONG LINES DEPT.—32 Avenue of the Americas, New York, N. Y. Telephone: Exchange 3-9700. F. P. Lawrence, vice president; H. H. Carter, general manager.

BELL TELEPHONE LABORATORIES—463 West St., New York, N. Y. Telephone: Chelsea 3-1000. O. E. Buckley, president; M. J. Kelly, executive vice president; R. E. Poole, radio telephone engineer. **FEDERAL TELECOMMUNICATIONS LABORATORIES Inc.**

(IT & T)—67 Broad St., New York, N. Y. Telephone: Bowling Green 9-3800. Harold H. Buttner, president; Douglas B. Baker, J. G. Copelin, Haraden Pratt, Henry C. Romer, vice presidents.

INTERNATIONAL TEL & TEL Corp.—67 Broad St., New York, N. Y. Telephone: Bowling Green 9-3800. Col. Sosthenes Behn, president. Subsidiaries: Federal Telecommunications Labs, (listed above), Mackay Radio & Telegraph Co. (listed below).

MACKAY RADIO & TELEGRAPH Co. (IT & T)—67 Broad St., New York, N. Y. Telephone: Bowling Green 9-3800. Haraden Pratt, vice president and chief engineer; A. C. Jorgensen, vice president and general manager.

PRESS WIRELESS Inc.—1475 Broadway, New York, N. Y. Telephone: Bryant 9-5030. A. Warren Norton, president; J. W. Chaplin, director of communications.

RCA COMMUNICATIONS — 66 Broad St., New York, N. Y. Telephone: Hanover 2-1874. Thompson H. Mitchell, executive vice president; S. H. Simpson, manager, program transmission service.

TROPICAL RADIO TELEGRAPH Co.—1 Federal St., Boston, Mass. Telephone: Hubbard 9700. R. V. Howley, president.

WESTERN UNION TELEGRAPH Co.—60 Hudson St., New York, N. Y. Telephone: Worth 2-7300. Joseph L. Egan, president; T. B. Gittings, vice president for public relations; F. E. d'Humy, engineering-research vice president; F. B. Bramhall, transmission research engineer; J. Z. Millar, radio research engineer.

GREETINGS!



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HOW TO APPLY FOR A BROADCAST STATION LICENSE

Pertaining to AM, FM, Television and Related Services

The operation of broadcast stations under Federal licenses is provided for by the Communications Act of 1934¹, which created the Federal Communications Commission as the licensing authority and prescribed conditions for the licensing of such stations. Basic information concerning prerequisites for licensing of stations is to be found in provisions and policies of the Act and the Rules and Regulations promulgated under authority thereof by the Commission. Copies of the Rules and Regulations of Federal Communications Commission may be obtained from the Superintendent of Documents, Government Printing Office, Washington 25, D. C.

The Rules of Practice and Procedure are published as Part 1; Rules Governing Standard and FM Broadcast Stations as Part 3; and Rules Governing Broadcast Services other than Standard Broadcast (Television, Developmental, etc.), as Part 4. Procedures to be employed and some of the significant matters to be considered in the prosecution of broadcast applications are reviewed in this summary.

The Communications Act provides certain limitations upon the holding and transfer of a license. Specifically, it prohibits the licensing of an alien; of any corporation of which any officer or director is an alien, or of which one-fifth of the capital stock is owned of record or voted by aliens or their representative, or by a foreign government or representative thereof.

The Commission is directed by the Act to refuse a license to any person whose license has been revoked by a court under Section 313 relating to the application of the Anti-trust laws, and is authorized to refuse a license to any party which has been finally adjudged guilty by a Federal court of unlawfully monopolizing radio communication, directly or indirectly, through the control of the manufacture or sale of radio apparatus. With these exceptions, any person, firm, corporation, or other group may qualify for a broadcast license.

License Application

A license for operation of a broadcast station may not be granted unless construction of the station has been authorized by the Commission upon written application as provided for under Section 319 of the Act. Accordingly, the first step in obtaining a license for a new station is submission of an application for a construction permit.

The form upon which applications are submitted is prescribed by the Commission. The FCC is authorized by the Communications Act to require in each application information on the citizenship, character, and the financial, technical, and other ability of an applicant to construct and operate a station, together with full information about the transmitting apparatus to be used and the proposed new service. Upon request, specifying the type of station proposed to be constructed, the Commission will supply appropriate application forms. Triplicate copies are required, two of which must be executed under oath or affirmation.

The application form serves a dual purpose. It is designed to obtain essential information as a basis for Commission action and serve as a guide to the applicant, who has the burden of establishing an affirmative case. In supplying information, the applicant is not limited to requirements of the form, but may furnish any other relevant information by exhibits or other attachments.

The prescribed forms call for full information on the applicant's identity and qualifications, including plans for financing; information on facilities requested such as the proposed frequency, power, and hours of operation; technical information, including complete description of equipment and antenna, particularly where a directional antenna is proposed; data regarding transmitting site (unless the proposal is for a local station with site to be determined), service contours with estimates as to population included; and information describing the proposed service.

Selecting A Frequency

Selection of the proposed frequency assignment—probably the most significant determination in preparing an application for a standard broadcast station—requires reference to the allocation of frequencies to broadcast services under regulations and standards of the Commission and the frequency assignments authorized in licenses which have been issued previously. It may also prove helpful in avoiding engineering conflict in frequency selections to examine pending applications which are open to public inspection at the offices of the Commission.

Under the FCC's regulations relating to allocation of frequencies for operation of standard broadcast stations, groups of frequencies have been classified as local, regional, and clear channels. (See Sections 3.21-3.27 of the Commission's Rules and Regulations.) These designations outline an allocation plan which provides for local stations of 100 to 250 watts power, designed to serve smaller centers of population; stations of 500 watts to 5 kilowatts, designed to serve larger centers of population and surrounding area; and stations of 10 to 50 kilowatt maximum power, designed to serve large areas, particularly at night.

All frequency assignments are subject to modification or change by the Commission through appropriate proceedings, provided such action will promote the public interest, or is necessary to comply with a treaty.

Where it appears from examination of an application that interference will be caused to a licensed station above levels of protection contemplated by the FCC's Standards of Good Engineering Practice, a hearing is usually required before a determination is made. Before formal FCC action ordering a hearing, an applicant may amend his application, while it is still under examination, to make additions or corrections to avoid conflicts with the operation of established stations or with the service of stations proposed in other pending applications. The applicant may also make additions and corrections for other purposes by submitting the necessary changes in triplicate sworn to in the same manner as the original application.

Allocation Plan

The allocation plan for FM and television broadcast stations contemplates three types of stations:

- (1) *Community stations*, designed to serve small cities.
- (2) *Metropolitan stations*, serving primarily a single metropolitan district or a principal city, and also the rural areas surrounding this region.
- (3) *Rural stations*, designed to furnish service primarily to rural listeners. This area may include the service contours of a metropolitan station where it is shown that the additional area is predominantly rural in character. As a guide, the Commission will consider this additional area predominantly rural if at least 50% of the population proposed to be added live in rural areas or in communities smaller than 10,000.

An applicant must indicate the type of facility desired, but the frequency selection is made by the FCC in accordance with an allocation plan designed for the purpose of establishing the maximum number of stations within the framework of the allocation plan.²

The Communications Act envisions broadcasting as a competitive industry, and invests the Commission with the responsibility of allocating facilities, in so far as there is a demand for them, among the States and communities so as to provide a fair, efficient, and equitable distribution of radio service.

If, upon examination of an application, the Commission determines that there are no conflicts requiring a hearing, that all statutory conditions have been fully satisfied, that the operation proposed is consistent with applicable rules and regulations, and that public interest, convenience and necessity will be served, the application is granted and a construction permit issued.

Where the Commission is unable to reach such a determination, the application is designated for formal hearing. For the information of the applicant, any interested party and the public, the Commission publishes a Bill of Particulars to give notice of the issues raised by examination of the application. Before the hearing date, requests may be made for enlargement of these issues; for leave to take depositions; to amend the application, or to permit third parties to intervene in the proceedings. Upon filing of an appropriate petition, these and similar matters are considered by the Motions Commissioner.

Usually the hearing date is not fixed until after filing of an appeal, and request for hearing by the applicant. It may, however, be designated in the original notice. The notice period may be thirty days or more.

Upon examination of the notice of hearing, an applicant may find it possible to satisfy the issues raised by amending his application, particularly if the questions raised have to do with infirmities which may be cured by submitting additional information, or interference problems for which there is an engineering solution. Under such conditions it is appropriate to petition the Commission for leave to amend, and for reconsideration of the application as amended.

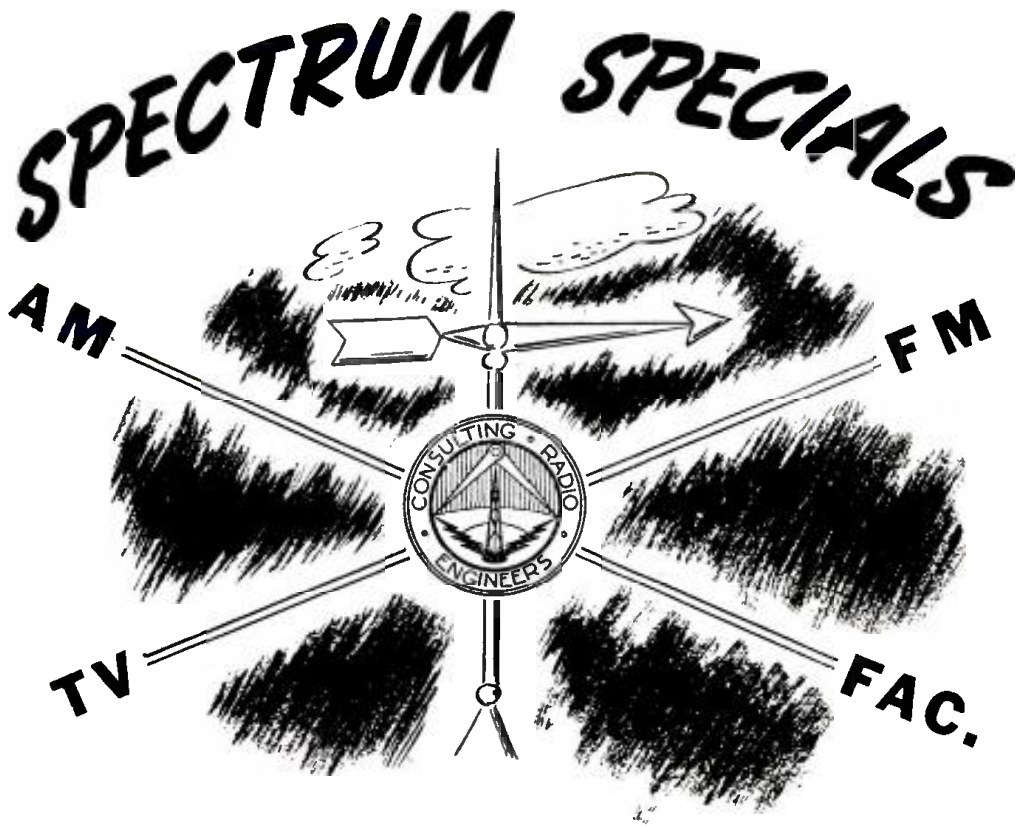
Hearings

Hearings are usually conducted by a presiding officer designated by the Commission. He has authority to administer oaths, examine witnesses, and rule upon the admissibility of evidence. Applicants may appear by counsel or in person, if an individual or partnership. It is required that corporation applicants be represented by an attorney. Hearings are conducted in accordance with established judicial procedure and the rules of evidence are applicable.

² In the case of FM, the Commission is at this time accepting applications with a minimum of engineering data, subject to the filing of a more complete engineering statement upon request.

(Continued on page 435)

¹ 48 Stat. 1064. 47 U.S.C. S. 151.



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EXCLUSIVE features when
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- ★ ... a built-in air valve at the base of the vertical tubing prevents rapid descent of the boom when loaded ... eliminating the danger of breaking or jarring equipment or endangering personnel.
- ★ ... a balancing counterweight prevents tipping under various loads ... plus a heavy (solid) 45-pound cast iron base to insure steadiness.
- ★ ... stops for both the vertical and horizontal tubing prevent tubes from going beyond the limit of travel.
- ★ ... rubber tired, 3-inch, double ball bearing castors prevent marring of studio floors and insure silent operation.
- ★ ... any of your microphones can be easily attached to the Starbird Boom without purchasing additional fittings or tools. Adapters we supply accommodate all standard microphones.
- ★ ... all handwheels are knurled and polished aluminum alloy, 2½ inches in diameter ... operate easily without muscle strain or injury to hands.



BUILT TO GIVE YEARS OF DEPENDABLE SERVICE ... and to reduce set-up time

TELEVISION ENGINEERS and DIRECTORS!
Starbird Booms are properly designed and balanced to hold LIGHTS as well as MICROPHONES



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HOW TO APPLY FOR A LICENSE

(Continued from page 434)

Requests for Argument

Within twenty days after the transcript of the record of the hearing has been filed, each party may file proposed findings of fact and conclusions summarizing in detail the evidence presented at the hearing with suggested conclusions.³ After review of all evidence and proposed findings of the parties to the proceeding, the Commission enters its proposed decision. The applicant and any other parties then have twenty days to file exceptions and request oral argument before the Commission en banc. Oral argument is granted on request. After oral argument the Commission may enter a decision in accordance with its proposed decision, or may modify or reverse it.

In the event that no exceptions are taken, the Commission issues an order adopting the proposed decision and making it effective. This is the final determination of the case, unless there is a petition for rehearing. Any party or persons aggrieved or whose interests are adversely affected may file a petition for rehearing within twenty days after the effective date of a decision. Such a petition may be filed whether or not the decision is based upon a hearing record, but the petition does not stay the proceedings unless so ordered by the Commission.

Construction Permits

The construction permit which the Commission issues specifies a date for commencement and completion of construction. In some instances an application for permit will be granted subject to approval of transmitter site. In such cases the information on the site selected, or other matters necessary to satisfy conditions, should be submitted in an application for modification of permit. If permittee is not able to construct his station within the time allotted, an application for modification of the permit to extend the construction period may be made, stating the reasons why the extension is requested.

Upon completion of construction and equipment and program tests, it is necessary to file an application for license showing compliance with all terms, conditions and obligations set forth in the application and the construction permit. A station license is issued if there is no cause or circumstance arising or first coming to the knowledge of the Commission after granting of the permit which, in its judgment, would make operation of the station against the public interest.

Changes in Assignments

Applications for changes in operating assignments of existing stations, such as to change frequency, increase power, or change location, are handled in a manner similar to that for new station authorizations. Appropriate forms are provided upon request to enable the applicant to present his case.

Assignment of License

In addition to the procedure described for obtaining permits and licenses for new station construction, a license may be obtained through the assignment of the license of an existing station, or control of a license may be acquired by acquisition of the stock of an existing corporate licensee. In either event, the prior written consent of the Commission is necessary before such assignment or transfer of control may be completed. Applications for such consent are handled in the manner previously outlined.

³ Because of the unprecedented heavy volume of hearings scheduled for 1946 the rules have been temporarily changed to provide that parties will not be required to file Proposed Findings of Fact unless the Commission specifically directs that this be done. However, any party not directed to do so may file such findings if he notifies the Commission of his intention before the record is closed.

PAUL GODLEY CO.

Consulting Radio Engineers

GREAT NOTCH N.J.

FOUNDED
1926

LITTLE FALLS 4-1000



**OUT OF WARTIME RADAR
HAS COME A BASICALLY
NEW IDEA IN**

fmm

**CONTROL CIRCUITS
... created by Westinghouse**

... and it's just one of many

plus

In this new Westinghouse FM transmitter—product of wartime radar experience and intensive radio research—is a basically new idea in FM control circuits that offers important advantages in broadcast dependability and fidelity.

For one thing, the circuit maintains the assigned frequency without using critically-tuned elements or moving parts. And nowhere does frequency stability depend upon a tuned circuit.

But this new control circuit is just one of the extra features in these new transmitters. Frequency control and FM master oscillator units are each built on a standard relay rack chassis and equipped with plug-in connectors for each removal. Replacements are quick and easy. Outages are reduced sharply. Of course, it's grounded-grid in the power amplifier. And direct FM.

Direct frequency modulation means that the assigned frequency is attained by using *only two Multiplier stages*; each working as a tripler—no critically tuned band-pass stages are required.

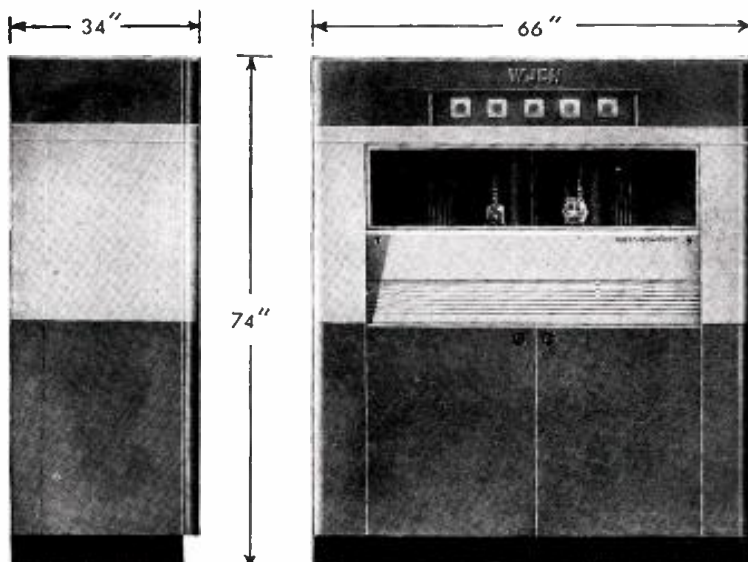
Simplicity and easy access to the centrally-located controls, keynote the new Westinghouse design. From top to bottom on the front panel are: (1) a hinged, vertically-opening window; (2) door opening to control panel (3) and two lower doors that give complete access to FM master oscillator generating unit and the frequency control unit, main power switches, relays and four rectifier tubes.

Get all the facts today on this new contribution to FM broadcasting from your nearest Westinghouse office. Or write direct to Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania.

J-08160

Get all of these Advantages in your new FM Transmitter

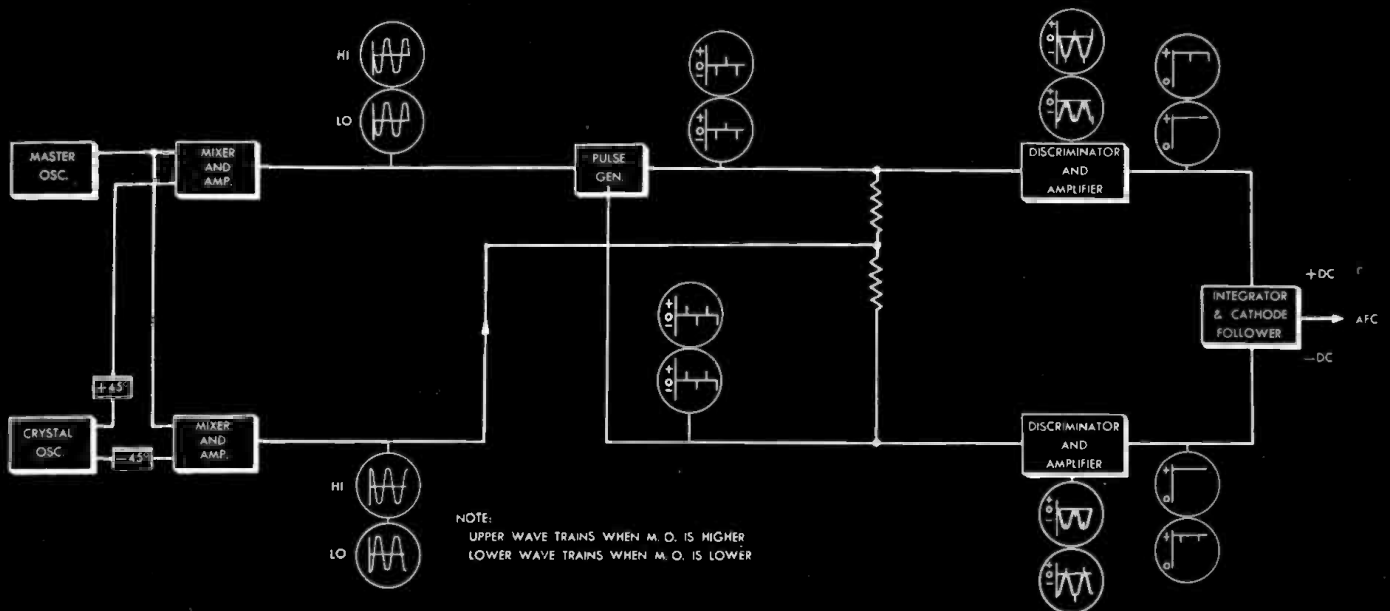
- 1 Frequency modulation is obtained in a simple circuit using capacitors, resistors and nonmicrophonic diode tubes.
- 2 R.F. generated, multiplied and amplified in 5 simple steps.
- 3 Only 5 r.f. tank circuit tuning adjustments in the entire transmitter.
- 4 Standard commercial type tubes used throughout.
- 5 R.F. driver grid and plate, power amplifier cathode and plate, and antenna coupling circuits adjusted by motor-drive tuning.



Smartly-styled FM transmitters are completely self-contained. No accessory apparatus is needed and transmitter is put in operation by simply connecting audio input, r.f. transmission line and input power supply. "Building block" amplifiers permit increasing output.

features

in the new Westinghouse 1 and 3-kw FM Transmitters



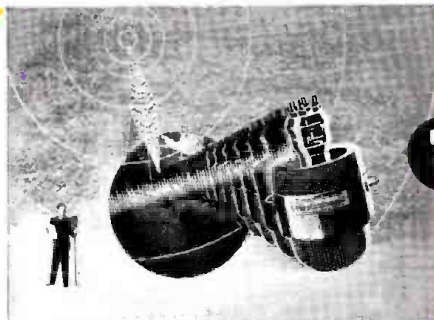
How the System Works

The reference frequency is developed in a temperature-controlled crystal oscillator. The second harmonic of the crystal is applied to two fixed, phase-shift circuits to get two voltages at 90° phase relation. These are mixed with a portion of the FM master oscillator output. Thus, if the center frequency deviates from assigned value, a two-phase difference frequency is developed which is then applied to two pulse-counting circuits to develop frequency-correcting voltage.

You have a special interest in these transmitters for you helped build them. The features in these units were aimed specifically to meet your preferences expressed in comprehensive survey by Westinghouse of FM stations and licensed applicants in 56 cities in 22 states. It's part of the Westinghouse policy of giving you the best in modern transmitters . . . and giving it to you the way you want it.

the "basic 5" is still
the standard for AM

In 5, 10 and 50-kw AM transmitters, the Westinghouse "basic 5" is still the standard of performance. The benefits of this sound designing are many and here are some of the ways the "basic 5" have been developed to bring you all these advantages:



1

Signal Fidelity

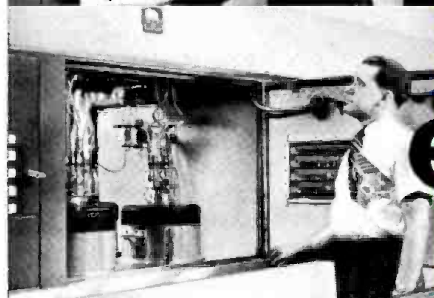
Harmonic radiation closely controlled.
High level modulation system.
Low rectifier ripple.
Equalized audio feedback system.



2

Continuity of Operation

Surgeproof metal rectifiers.
Air-cooled tubes.
Tube life meter.



3

Low Operating Cost

Conservative tube operation.
Class C operation.
Metal plate rectifiers.



4

Control Simplicity

De-ion circuit breakers.
One master control.
Individual adjustment and tuning controls.



5

Fast Maintenance

Easy accessibility to all units.
Interlocks on all compartment doors.
Indicator lamps flash circuit conditions.

Westinghouse
PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE



Electronics at Work

For both AM and FM, look at Westinghouse before you buy. You gain the advantages of actual operating experience in six AM and five FM stations by Westinghouse engineers . . . a background unmatched by any other transmitter manufacturer.

Write your nearest Westinghouse office today for complete information on these modern transmitters. Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania.

TELEVISION CHANNEL ASSIGNMENTS BY CITIES

(As Compiled by FCC, December 1, 1945)

TABLE SHOWING ALLOCATION OF TELEVISION CHANNELS TO METROPOLITAN DISTRICTS IN THE UNITED STATES

Metropolitan District (U. S. Census 1940)	Sales Rank	Population	Channel Nos.		Total Stations	
			Metro- politan	Com- munity	Metro- politan	Com- munity
Akron	35	349,705	11		1	
Albany						
Schenectady	23	431,575	2, 4, 7, 9, 11		5	
Troy						
Allentown						
Bethlehem	43	325,142		8		1
Easton						
Altoona	111	114,094	9		1	
Amarillo	136	53,463	2, 4, 5, 7		4	
Asheville	132	76,324	5, 7, 12		3	
Atlanta	25	442,294	2, 5, 8, 11		4	
Atlantic City	83	100,096		8		1
Augusta, Ga.	135	87,809	6, 12		2	
Austin	106	106,193	8, 10, 12		3	
Baltimore	13	1,046,692	2, 11, 13		3	
Beaumont	90	138,608	3, 6, 8, 10		4	
Port Arthur						
Binghamton	75	145,156	12		1	
Birmingham	42	407,851	4, 9, 13		3	
Boston	5	2,350,514	2, 4, 7, 9, 13		5	
Bridgeport, Conn.	53	216,621		1		1
Buffalo						
Niagara	14	857,719	4, 7, 9, 13		4	
Canton, Ohio	63	200,352		1		1
Cedar Rapids	115	73,219	7, 11		2	
Charleston, S. C.	127	98,711	7, 10, 13		3	
Charleston, W. Va.	88	136,332	7, 11, 13		3	
Charlotte	99	112,986	3, 9, 11		3	
Chattanooga	76	193,215	3, 6, 10, 12		4	
Chicago	2	4,499,126	2, 4, 5, 7, 9, 11, 13		7	
Cincinnati	16	789,309	2, 4, 7, 11		4	
Cleveland	9	1,214,943	2, 4, 5, 7, 9		5	
Columbia	117	89,555	3, 4, 8		3	
Columbus, Ga.	133	92,478	3, 12		2	
Columbus, Ohio	29	365,796	3, 6, 8, 10		4	
Corpus Christi	121	70,677	3, 6, 8, 10		4	
Dallas	27	376,548	4, 8, 12		3	
Davenport						
Rock Island	67	174,995	2, 4, 5, 9		4	
Moline						
Dayton	44	271,513	5, 13		2	
Devatur	122	65,764	2		1	
Denver	26	384,372	2, 4, 5, 7, 9		5	
Des Moines	59	183,973	2, 4, 5, 9		4	
Detroit	6	2,295,867	2, 4, 5, 7, 9		5	
Duluth						
Superior	72	157,098	3, 6, 8, 10		4	
Durham	139	69,683	4, 7		2	
El Paso	105	115,801	2, 4, 5, 7		4	
Erie	95	134,039	12		1	
Evansville, Ind.	33	141,614	2, 11		2	
Fall River						
New Bedford	55	272,648		1		1
Flint	64	188,554	11		1	
Fort Wayne	81	134,385	2, 4, 7, 9		4	
Fort Worth	51	207,677	2, 5, 10		3	
Fresno	79	97,504	2, 4, 5, 7		4	
Galveston	131	71,677	9, 11, 13		3	
Grand Rapids	57	209,873	7, 9		2	
Greensboro	130	73,055	2, 10		2	
Hamilton						
Middletown	110	112,686	9		1	
Harrisburg	70	173,367	8		1	
Hartford	20	502,193	8, 10		2	
New Britain						
Houston	21	510,397	2, 4, 5, 7		4	
Huntington, W. Va.	92	170,979	5		1	
Ashland, Ky.	24	455,357	3, 6, 8, 10, 12		5	
Indianapolis	128	88,003	2, 4, 5, 7		4	
Jackson	66	195,619	2, 4, 6, 8		4	
Jacksonville	100	151,781	13		1	
Johnstown, Pa.	112	77,213	3		1	
Kalamazoo						
Kansas City, Mo.	17	634,093	2, 4, 5, 9		4	
Kansas City, Kans.						
Knoxville	87	151,829	2, 4, 8, 11		4	
Lancaster	91	122,027		4		1
Lansing	94	110,356	6		1	
Lincoln	109	88,191	10, 12		2	
Little Rock	98	126,724	3, 6, 8, 10		4	
Los Angeles	3	2,904,596	2, 4, 5, 7, 9, 11, 13		7	
Louisville	33	434,408	5, 9		2	
Lowell						
Lawrence	45	334,969	6		1	
Haverhill						
Macon	137	74,830	4, 7, 10		3	
Madison	101	78,349	9		1	
Manchester	118	81,932		1		1
Memphis	37	332,477	2, 4, 5, 7, 9		5	
Miami	38	250,537	2, 4, 5, 7		4	
Milwaukee	15	790,336	3, 6, 8, 10		4	
Minneapolis						
St. Paul	11	911,077	2, 4, 5, 7, 9		5	
Mobile	119	144,906	3, 5, 9, 11		4	
Montgomery	126	93,697	6, 10		2	
Nashville	56	241,769	4, 5, 7, 9		4	
New Haven	39	308,228		6		1
New Orleans	31	540,030	2, 4, 6, 7, 10		5	
New York						
Northeastern	1	11,690,520	2, 4, 5, 7, 9, 11, 13		7	
New Jersey						
Norfolk						
Portsmouth	47	330,396	4, 7, 11, 13		4	
Newport News						
Oklahoma City	52	221,229	2, 4, 5, 9		4	
Omaha	40	287,269	3, 6, 7		3	
Council Bluffs						
Peoria	69	162,566	3, 6, 12		3	
Philadelphia	4	2,898,644	3, 6, 10, 12		4	
Phoenix	84	121,828	2, 4, 5, 7		4	
Pittsburgh	8	1,994,060	3, 6, 8, 10		4	
Portland, Maine	89	106,566	3, 8		2	
Portland, Oreg.	22	406,406	3, 6, 8, 10, 12		5	

Metropolitan District (U. S. Census 1940)	Sales Rank	Population	Channel Nos. Metro- politan	Com- munity	Total Stations Metro- politan	Com- munity
Providence, R. I.	18	711,500	11		1	
Fueblo	140	62,039	3, 6, 8, 10		4	
Racine						
Kenosha	97	135,075		1		1
Reading	73	175,355		5		1
Richmond	48	245,674	3, 6, 8, 10		4	
Roanoke	104	110,593	5, 9, 12		3	
Rochester	28	411,970	2, 6, 11		3	
Rockford	102	105,259	12		1	
Sacramento	54	158,999	3, 6, 10		3	
Saginaw						
Bay City	77	153,368	3, 8, 13		3	
St. Joseph	129	86,991	13		1	
St. Louis	10	1,367,977	4, 5, 7, 9, 13		5	
Salt Lake City	58	204,488	2, 4, 5, 7, 9		5	
San Antonio	50	319,010	2, 4, 5, 7, 9		5	
San Diego	49	256,268	3, 6, 8, 10		4	
San Francisco						
Oakland	7	1,428,525	2, 4, 5, 7, 9, 11		6	
San Jose	78	129,367	13		1	
Savannah	114	117,970	3, 5, 9, 11		4	
Syrantown						
Wilkes-Barre	30	629,581	11	1	1	1
Seattle	19	452,639	2, 5, 7, 11		4	
Shreveport	96	112,225	2, 4, 6, 8		4	
Sioux City	107	87,791	4, 9, 11, 13		4	
South Bend	80	147,022		1		1
Spokane	71	141,370	2, 4, 5, 7, 9		5	
Springfield, Ill.	103	89,484	8, 10		2	
Springfield, Mass.						
Holyoke	32	394,623	3	1	1	1
Springfield, Mo.	134	70,514	2, 4, 5, 9		4	
Springfield, Ohio	125	77,406		1		1
Stockton	108	79,337	8		1	
Syracuse	46	258,352	5, 8, 10		3	
Tacoma	74	156,018	4, 9, 13		3	
Tampa	61	209,693	2, 4, 5, 7		4	
St. Petersburg						
Terre Haute	116	83,370	4		1	
Toledo	34	341,663	13		1	
Topeka	123	77,749	7, 11		2	
Trenton	60	200,128		1		1
Tulsa	65	188,562	3, 6, 8, 10		4	
Utica						
Rome	68	197,128	3, 13		2	
Waco	138	71,114	3, 6, 9, 11		4	
Washington	12	907,816	4, 5, 7, 9		4	
Waterbury	85	144,822	12		1	
Waterloo	120	67,050	3, 6, 13		3	
Wheeling	32	196,340	12		1	
Wichita	86	127,308	2, 4, 5, 9		4	
Wilmington	62	188,974		7		1
Winston-Salem	124	109,833	6, 8		2	
Worcester	41	306,194	5		1	
York	113	92,627		1		1
Youngstown	36	372,428	13		1	

John J.

KEEL

Consulting Radio Engineer

Earle Building

Washington, D. C.

National 6513

CHANNELS AVAILABLE FOR FM ASSIGNMENTS

(As Prepared by FCC, December 15, 1945)

City	Channel No.	City	Channel No.	City	Channel No.	City	Channel No.
ALABAMA							
Anniston (Includes Gadsden)	280			Indianapolis (Includes Anderson)	223, 225, 227, 229, 231, 233, 235	MICHIGAN	
Bessemer	See Birmingham			Kokomo	268, 270	Ann Arbor	277, 279
Birmingham (Includes Bessemer)	226, 228, 230, 232, 234			Lafayette	272, 274	Battle Creek (Includes Kalamazoo)	271, 273
Decatur	251			Marion	254	Bay City (Includes Saginaw)	248, 250, 252
Dothan	267, 269			Muncie	277, 279	Benton Harbor	280
Gadsden	See Anniston			Richmond	275	Cadillac	222
Huntsville	249			Shelbyville	221	Calumet	242, 244
Mobile	231, 250, 271, 273			South Bend	267, 269	Dearborn	
Montgomery	258, 260, 263			Terre Haute	242, 244	Detroit (Includes Pontiac, Royal Oak and Wyandotte)	221, 223, 225, 227, 229, 231, 233, 235, 237, 239, 241, 243, 245, 247
Muscle Shoals	244, 246			Vincennes	271, 273	East Lansing (Includes Lansing)	258, 260, 262
Opelika (See also Columbus, Ga.)	277			West Lafayette	246	Escanaba	221, 223
Selma	221, 223					Flint (Includes Lapeer)	264, 266, 268, 270
Sylacauga (See also Talladega)	275					Grand Rapids	224, 226, 228, 230, 232, 234
Talladega (See also Sylacauga)	273					Ironwood	276, 278
Tuscaloosa	254, 256					Jackson	*
ARIZONA							
Globe	221, 223					Kalamazoo	See Battle Creek
Lowell	229, 231					Lansing	See East Lansing
Phoenix	245, 247, 249, 251, 253					Lapeer	See Flint
Prescott	225, 227					Ludington	277, 279
Safford	233, 235					Marquette	225, 227
Tucson	237, 239, 241, 243					Muskegon	254, 256
Yuma	238, 240					Pontiac	See Detroit
ARKANSAS							
Blythesville (See also Jonesboro)	249, 251					Port Huron	272, 274
El Dorado	277, 279					Royal Oak	See Detroit
Fort Smith	267, 269					Saginaw	See Bay City
Helena	241, 243					Sault Saint Marie	233, 235
Hot Springs and Hot Springs N. P.	271, 273, 275					Traverse City	287, 239
Jonesboro (See also Blythesville)	268, 270					Wyandotte	See Detroit
Little Rock	257, 259, 261, 263, 265						
Pine Bluff	221						
Siloam Springs	245, 247						
CALIFORNIA							
Bakersfield	264, 266, 268						
Chico	226, 228						
El Centro	232, 234						
Eureka	230, 232						
Fresno	270, 272, 274, 276, 278						
Los Angeles (Metropolitan District)	223, 225, 227, 229, 231, 233, 235, 237, 239, 241, 243, 245, 247, 249, 251, 253, 255, 257, 259, 261						
Marysville	222, 224						
Merced	230, 232						
Modesto	257						
Monterey	261						
Palm Springs	269, 271						
Redding	232, 234, 236						
Riverside	273, 276						
Sacramento	271, 273, 275, 277, 279						
Salinas	230						
San Bernardino	277, 279						
San Diego	222, 224, 226, 228, 230						
San Francisco-Oakland (Metropolitan District)	221, 223, 225, 227, 229, 231, 233, 235, 237, 239, 241, 243, 245, 247, 249, 251, 253, 255, 257, 259, 261						
San Jose	263, 265						
San Luis Obispo	222, 224						
Santa Barbara	274, 276, 278						
Santa Maria	234, 236						
Santa Rosa	258, 260						
Stockton	267, 269						
Visalia	238, 240						
Tulare	242, 244						
Watsonville	259						
COLORADO							
Alamosa	222, 224						
Colorado Springs	265, 267, 269, 271						
Denver	245, 247, 249, 251, 253, 255, 257, 259, 261, 263						
Durango	226, 228						
Grand Junction	230, 232						
Greeley	276, 278						
La Junta	233, 235						
Pueblo	273, 275, 277, 279						
Sterling	272, 274						
CONNECTICUT							
Bridgeport (Includes Danbury)	265, 267, 269						
Danbury	See Bridgeport						
Hartford (Includes Meriden)	226, 228, 230, 232, 234, 236						
Meriden	See Hartford						
New Haven	263, 271, 275, 277, 279						
New London	250, 252						
Stamford	*						
Waterbury	222, 224, 261, 273						
DELAWARE							
Wilmington (Includes Bridgeton, N. J.)	264, 266, 268						
DISTRICT OF COLUMBIA							
Washington	221, 223, 225, 227, 229, 231, 233, 263, 265, 267, 269, 271						
FLORIDA							
Daytona Beach	233, 235						
Fort Myers	233, 235						
Fort Lauderdale	229, 231						
Gainesville	267, 269						
Jacksonville	240, 242, 244, 246, 248						
Key West	225, 227						
Lakeland	237, 239						
Miami—Miami Beach	238, 240, 242, 244, 246, 248						
Ocala	250, 252						
Orlando	258, 260, 262						
Palm Beach	250, 252						
Panama City	275, 278						
Pensacola	225, 227, 229						
St. Augustine	226, 228						
St. Petersburg	221, 223, 225						
Sarasota	241, 243						
Tallahassee	271, 273						
Tampa	227, 229, 231						
West Palm Beach	254, 256						
GEORGIA							
Albany	226, 228, 230						
Athens	261, 263						
Atlanta	251, 253, 255, 257, 259						
Augusta	233, 235, 237						
Brunswick	221, 223						
Cedartown (Includes Dalton)	269, 271						
Columbus (See also Opelika, Ala.)	242, 244, 246						
Cordele	254, 256						
Dalton	See Cedartown and Rome						
Dublin	266, 268						
Gainesville	276						
Griffin	222, 224						
La Grange	238, 240						
Macon	270, 272, 274, 279						
Moultrie	262, 264						
Rome	265, 267						
Savannah	253, 255, 257, 259						
Thomasville	249, 251						
Toccoa	249						
Waldosta	236, 238						
Waycross	232, 234						
West Point	248						
IDAHO							
Boise	271, 273, 275						
Idaho Falls	263, 270						
Lewiston	257, 259						
Nampa	267, 269						
Pocastello	277, 279						
Twin Falls	239, 241, 243						
Wallace	268, 270						
ILLINOIS							
Aurora (Includes Joliet)	275, 277						
Bloomington	230, 232						
Cairo	243						
Carbondale	263						
Charthage	259, 261						
Champaign	See Urbana						
Chicago	221, 223, 225, 227, 229, 231, 233, 235, 241, 245, 247, 249, 253, 255, 257, 259, 261						
Decatur	254, 256						
East St. Louis	See St. Louis, Mo.						
Elgin	See Chicago						
Evanson	See Chicago						
Freeport	271						
Galesburg	234, 236						
Harrisburg	255, 257						
Herrin	259, 261						
Jacksonville	278, 280						
Joliet	See Aurora						
Kankakee	243						
Mt. Vernon	265						
Peoria	222, 224, 226, 228						
Quincy	249, 251						
Rockford	273						
Rock Island (See also Davenport, Iowa)	264						
Springfield	267, 269, 276						
Tuscola	250, 252						
Urbana (Includes Champaign)	258, 260, 262						
Waukegan	251						
INDIANA							
Anderson	See Indianapolis						
Columbus	237						
Connorsville	273						
Elkhart	276, 278						
Evansville (Includes Henderson and Owensboro, Ky.)	222, 224, 226, 223, 230, 232, 234						
Fort Wayne	236, 238, 240						
Hammond	263, 265						
IOWA							
Ames	237						
Boone	233, 235						
Burlington	257						
Cedar Rapids	241, 243						
Clinton	279						
Davenport (See also Rock Island, Ill.)	266, 268						
Decorah	225, 227						
Des Moines	263, 265, 267						
Dubuque	269, 272						
Fort Dodge	256, 258, 260						
Iowa City	245, 247						
Marshalltown	230, 239						
Mason City	257, 259						
Ottumwa	274, 277						
Shenandoah	238, 240, 242						
Sioux City	274, 276, 278						
Spencer	241, 243						
Waterloo	249, 251						
KANSAS							
Atchison	264, 266						
Coffeyville	276, 278						
Dodge City	221, 223						
Emporia	269, 271						
Garden City	225, 227						
Great Bend	258, 260						
Hutchinson	237, 239						
Kansas City (See Kansas City, Mo.)	277, 279						
Lawrence	222, 224						
Manhattan	238, 240						
Fitsburg	253, 255						
Salina	273, 275						
Topeka	241, 243, 246, 249, 251						
Wichita	249, 251						
KENTUCKY							
Ashland	See Huntington, W. Va.						
Bowling Green	242, 244						
Harlan	240, 248						
Henderson	See Evansville, Ind.						
Hopkinsville	250, 252						
Lexington	272, 274						
Louisville	258, 260, 262, 264,						

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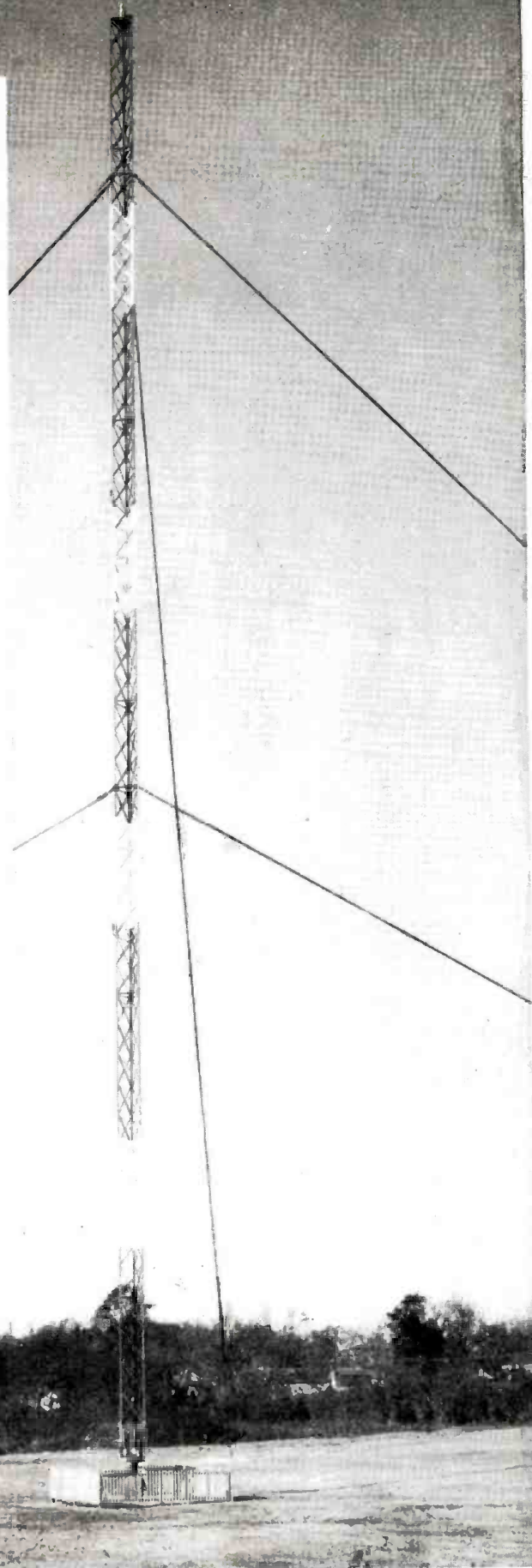
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Portland 11, Oregon

C. H. Fisher, Agent

Phone: Trinity 7303



CHANNELS AVAILABLE FOR FM ASSIGNMENTS

(As Prepared by FCC, December 15, 1945)

FM Assignments

(Continued from page 442)

City	Channel No.
North Platte	222, 224
Omaha	221, 223, 225, 227,
(See also Fremont)	229, 231, 271
Scottsbluff	234, 236
NEVADA	
Boulder City	255, 257
Las Vegas	259, 261, 263
Reno	259, 261, 263
NEW HAMPSHIRE	
Claremont	271
Keene	*
Laconia	259
Manchester	259, 279
Mount Washington	251, 253, 255, 257
Portsmouth	249
NEW JERSEY	
Alpine	See New York
Asbury Park	*
Atlantic City	*
Bridgeton	See Wilmington, Del.
Camden	See Philadelphia
Ewing Township	See Trenton
Jersey City	See New York

* Eligible for community channel

City	Channel No.
Newark	See New York
New Brunswick	*
Paterson	See New York
Trenton (Includes Ewing Township)	270, 272, 278
Zarephath	*
NEW MEXICO	
Albuquerque	245, 247, 249, 251
Carlsbad	221, 223
Clovis	237, 239
Gallup	238, 240
Hobbs	246, 248
Las Vegas	254, 256,
Roswell	233, 235
Santa Fe	258, 260
Tucumcari	276, 278
NEW YORK	
Albany (Includes Schenectady and Troy)	221, 223, 225, 227, 229, 231, 233, 235, 259, 264, 266, 272
Auburn	See Syracuse
Batavia	241, 243
Binghamton	242, 244
Brooklyn	See New York
Buffalo (Includes Niagara Falls)	221, 223, 225, 227, 229, 231, 233, 235, 237, 239
Coram	See New York or possibly Connecticut channels

City	Channel No.
Corning (See also Elmira)	236
Dunkirk	277, 279
E. mira	238
(See also Corning)	*
Freeport	245
Gloversville	260
Hornell	258, 267
Ithaca	268, 270
Jamaica	*
Jamestown	226, 228
Kingston	*
Massena	See New York
Middletown	221, 223, 225, 227
Mt. Vernon	229, 231, 233, 235,
Newburgh	237, 239, 241, 243,
New York (Includes numerous adjacent cities)	245, 247, 249, 251, 253, 255, 257, 259
Niagara Falls	See Buffalo
Ogdensburg	260, 262
Olean	272, 274
Oswego	270
Plattsburg	222, 224
Poughkeepsie	245, 247, 249, 251,
Rochester	253, 255
Saranac Lake	237, 239
Schenectady	See Albany
Syracuse	222, 224, 226, 228,
(Includes Auburn)	230, 232, 234

City	Channel No.
Troy	See Albany
Utica	250, 252, 254
Watertown	256, 265
West New Brighton	See New York
White Plains	See New York
Woodside	See New York
NORTH CAROLINA	
Ashville	232, 234, 236
Burlington	267
Charlotte	264, 266, 273, 275
(See also Gastonia)	*
Concord	262
(See also Salisbury)	*
Durham	257
Elizabeth City	236, 238
Fayetteville	263
Gastonia	270
(See also Charlotte)	*
Greensboro (See also High Point and Winston-Salem)	259
Greenville	241, 243
Henderson	265
Hickory	258
High Point (See also Greensboro and Winston-Salem)	249, 278
Kinston	225, 227
(See also New Bern)	*
New Bern	229
(See also Kinston)	*
Jacksonville	252, 254
Raleigh	235, 237, 239
Roanoke Rapids (See also Rocky Mount)	272, 274
Rocky Mount (See also Roanoke Rapids)	277, 279
Salisbury	260
Washington	269
Wilmington	221, 223
Wilson	261
Winston-Salem (See also Greensboro and High Point)	241, 243, 245, 247
NORTH DAKOTA	
Bismarck (Includes Mandan)	222, 224, 226, 228
Devil's Lake	231, 233
Fargo	261, 263
(See also Moorhead, Minn.)	*
Grand Forks	236, 238, 240, 242
Jamestown	245, 247
Mandan	See Bismarck
Minot	249, 251
Valley City	268, 270
OHIO	
Akron	236, 238, 240
(Includes Tallmadge)	*
Alliance (Includes Canton)	242, 244, 246
Ashland	264, 266
Ashtabula	See Erie, Pa.
Athens	275
Canton	See Alliance
Cincinnati (Includes Hamilton)	239, 241, 243, 245, 247, 249, 251, 253, 255
Cleveland (Includes Lorain)	222, 224, 226, 228, 230, 232, 234
Columbus	221, 223, 225, 227, 229, 231, 233, 235, 259, 261, 263,
Dayton (Includes Springfield)	265
Dover	*
East Liverpool	*
Findlay	269
Fostoria	*
Freemont	See Toledo
Hamilton	See Cincinnati
Lima	*
Lorain	See Cleveland
Mansfield	276, 278
Marion	272, 274
Newark (Includes Zanesville)	268, 270
Portsmouth	See Huntington, W. Va.
Springfield	See Dayton
Steubenville	See Wheeling, W. Va.
Tallmadge	See Akron
Toledo (Includes Freemont)	249, 251, 253, 255
Warran	269, 271, also Sharon, Pa.
Wooster	245, 250
Youngstown	See Sharon, Pa.
Zanesville	See Newark
OKLAHOMA	
Ada	271, 273
Ardmore	246
Bartlesville	223
Elk City	238, 240
Enid	265, 270
Lawton	275, 277
Muskogee	221, 225
Norman	See Oklahoma City
Oklahoma City (Includes Ponca City & Norman)	253, 255, 257, 259, 261, 263, 265
Okmulgee	250, 280

(Continued on page 446)

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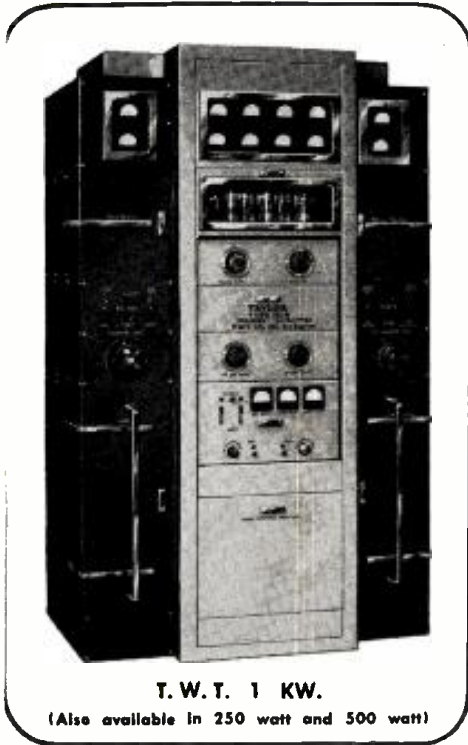
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- Insures complete modulation at wide audio range response (30 to 30,000 cycles) and low distortion without complicated balancing circuits or networks.
- Presents greatly advanced design in shielding and isolation of circuits.
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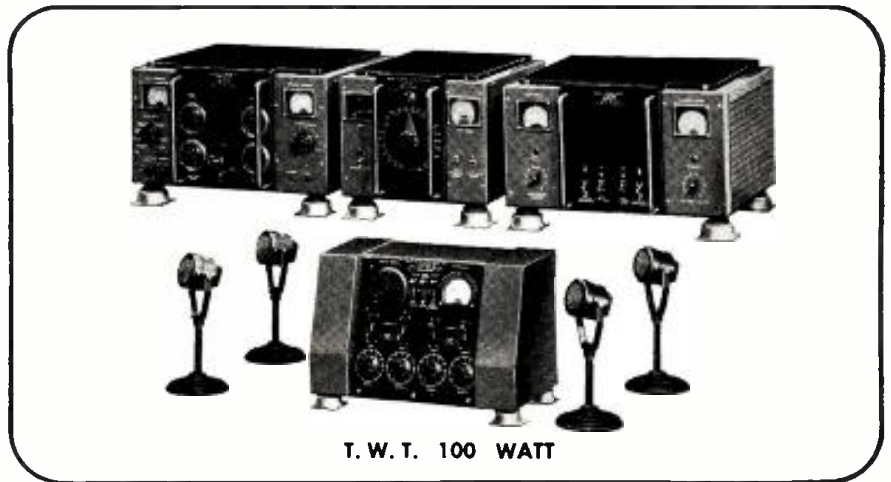
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*TAYLOR WESTERN TRANSMITTERS

FM Assignments

(Continued from page 444)

City	Channel No.
Ponca City	See Oklahoma City or Tulsa
Shawnee	242, 244
Tulsa	227, 229, 231, 233, 235

OREGON

Albany	253, 255
Astoria	269, 280
Baker	254, 256
Bend	222, 224
Coos Bay	263, 265
Corvallis	257
(See also Albany)	
The Dalles	249, 251
Eugene	259, 261
Grants Pass	272, 274
Klamath Falls	238, 240, 242
La Grande	226, 228
Medford	276, 278
Fendleton	250, 252
Portland (See also Vancouver, Wash.)	221, 223, 225, 227, 229, 231, 233, 235, 237, 239, 241, 243
Roseburg	267, 269
Salem	245, 247

PENNSYLVANIA

Allentown (Includes Bethlehem and Easton)	234, 236, 238, 240
Altoona	264, 266
Beaver Falls	See Pittsburgh
Bethlehem	See Allentown
Bradford	246 See also Jamestown and Olean, New York
Butler	See Pittsburgh
Clearfield	See DuBois
DuBois	248, 250
(Includes Clearfield)	
Easton	See Allentown
Erie (Includes Ashtabula, Ohio)	259, 261, 263, 265
Glenside	See Philadelphia
Greensburg	237, 239
Grove City	*
Harrisburg	245, 247, 249, 270, 272, 278
Hazleton	*
Indiana	253, 260
Johnstown	222, 224
Lancaster	274, 276
Lewistown	See Sharon
Meadville	See Sharon
New Castle	See Pittsburgh
New Kensington	242, 244, 246, 248, 250, 252, 254, 256, 258, 260, 262, 264, 266, 274, 276
Philadelphia (Includes Glenside, Pa., and Camden, N. J.)	221, 223, 225, 227, 229, 231, 233, 235
Pittsburgh (Includes New Kensington Beaver Falls and Butler, Pa.)	*
Pottsville	226, 228, 230, 232
Reading	261, 263, 265, 269, 271, 273, 275, 277, 279
Scranton (Includes Wilkes-Barre)	258, 255, 257, 273, 275
Sharon (Includes Warren and Youngstown, Ohio & Meadville & New Castle)	252, 254
State College	257, 259
Sunbury	241, 243
Uniontown	277, 279
Washington	See Scranton
Wilkes-Barre	221, 223
Williamsport	235, 237, 239, 241, 243
York	243

RHODE ISLAND

Pawtucket	See Providence
Providence	254, 256, 258, 270, 272, 278

SOUTH CAROLINA

Anderson	278, 280
Charleston	222, 224, 226
Columbia	250, 252, 254, 256
(See also Sumter)	
Conway	231
Florence	268
Greenville	225, 227, 229
(See also Spartanburg)	
Greenwood	240, 242
Rock Hill	238
Spartanburg	221, 223
(See also Greenville)	
Sumter	277, 279
(See also Columbia)	

SOUTH DAKOTA

Aberdeen	253, 255
Pierre	277, 279
Rapid City	221, 223, 225, 227
Sioux Falls	262, 264, 266, 268
Vermillion	258, 260
Watertown	237, 239
Yankton	270, 272

TENNESSEE

Bristol (Includes Johnson City and Kingsport)	269, 271, 277, 279
Chattanooga (Includes Cleveland)	233, 235, 237, 239, 241, 243
Clarksville	254, 256
Cleveland	See Chattanooga

* Eligible for community channels.

City	Channel No.
Cookeville	263
Jackson	234, 236
Johnson City	See Bristol
Kingsport	See Bristol
Knoxville	222, 224, 226, 228, 230
Memphis	222, 224, 226, 228, 230, 232
Nashville	221, 223, 225, 227, 229, 261

City	Channel No.
TEXAS	
Abilene	245, 247
Amarillo	267, 269, 271
Austin	238, 246, 248
Beaumont	271, 273, 275
Big Spring	242, 244
Brady	227, 229
Brownsville (Includes Harlingen and McAllen and Weslaco)	221, 223, 225, 233, 237, 239
Brownwood	258, 260
College Station	233, 236
Corpus Christi	241, 243, 245, 247, 249
Coranica	254, 256
Dallas	226, 228, 230, 232, 235, 237
El Paso	225, 227
Fort Worth	239, 241, 243, 262, 279
Galveston	267, 269
Harlingen	See Brownsville
Houston	251, 253, 255, 257, 259, 262
Huntsville	229, 231
Kilgore (Includes Longview and Tyler)	272, 274, 276, 278

City	Channel No.
Laredo	227, 229
Longview	See Kilgore
Lubbock	226, 228
Lufkin	221, 225
Midland	273, 275
McAllen	See Brownsville
Palestine	264, 266
Pampa	232, 234
Paris	253, 255
Pecos	277, 279
Palmyra	262, 264
Port Arthur	223, 227
San Angelo	231, 233
San Antonio	261, 263, 265, 268, 270, 272, 274, 276
Sherman	268, 270
Sweetwater	253, 255
Temple	250, 252
Texarkana	223, 225, 242
Tyler	230
(See also Kilgore)	
Vernon	222, 224
Victoria	278, 280
Waco	222, 224
Waxahachie	See Dallas and Fort Worth
Weslaco	See Brownsville
Wichita Falls	249, 251

City	Channel No.
UTAH	
Cedar City	221, 223
Logan	273, 275
Ogden	265, 267
Price	277, 279
Provo	269, 271
Salt Lake City	245, 247, 249, 251, 253, 255, 257, 259, 261, 263

City	Channel No.
VERMONT	
Burlington	230, 232
Rutland	243
St. Albans	234, 241
Waterbury	246, 248

City	Channel No.
VIRGINIA	
Alexandria	See Washington D. C.
Charlottesville (Includes Staunton)	276, 278
Covington	236, 238
Danville	221, 223
Fredericksburg	See Washington D. C.
Harrisonburg	232, 234
Lynchburg	269, 270
Martinsville	231, 233
Newport News (See also Norfolk, Suffolk, and Portsmouth)	222, 224
Norfolk (See also Newport News, Portsmouth & Suffolk)	226, 228
Petersburg	258, 260
Portsmouth (See also Newport News, Norfolk & Suffolk)	230, 232
Richmond	242, 244, 246, 248
Staunton	250, 252, 254, 256
Roanoke	225, 227, 229
Suffolk	See Charlottesville and Newport News, Norfolk and Portsmouth
Winchester	*

Estimated Costs of FM Equipment

The following tables show manufacturers' estimates of equipment costs for various size FM stations and probable delivery dates:

TABLE I

Estimated Cost of Major Broadcast Property Items for 250-watt FM Station November 1945

Equipment	Low Estimate	Median Estimate	High Estimate
Transmitters (including Patent Royalty)	\$3,800	\$4,500	\$5,940
Antennae ¹ (excluding Supporting Structure)	950	1,700	8,250
Control Consoles	830	1,800	8,000
Remote Pick-up (Wire Lines)	75	208	800
Turntables	165	450	650
Monitors	600	850	860
TOTAL	\$6,420	\$9,508	\$14,500

¹ Estimates for 2-bay antennae only. Estimates for one-bay antennae:

	Low	Median	High
	\$500	1,500	2,000

Source: Replies to FCC telegrams of November 5 and 17, 1945 requesting estimated cost of specified equipment for FM stations of varied powers.

Compiled by the Accounting, Statistical and Tariff Department, Economics Division.

TABLE II

Estimated Cost of Major Broadcast Property Items for 1000-watt FM Station November 1945

Equipment	Low Estimate	Median Estimate	High Estimate
Transmitters (including Patent Royalty)	\$6,500	\$9,200	\$10,500
Antennae ¹ (excluding Supporting Structure)	1,850	2,250	4,200
Control Consoles	830	1,800	3,000
Remote Pick-up (Wire Lines)	75	208	800
Turntables	165	450	650
Monitors	600	850	860
TOTAL	\$10,020	\$14,758	\$20,010

¹ Estimate for 4-bay antennae only. Estimate for:

	2-bay	6-bay
Low	\$950	\$3500
Median	1700	3700
High	3250	4200

Source: Replies to FCC telegrams of November 5 and 17, 1945 requesting estimated cost of specified equipment for FM stations of varied powers.

TABLE III

Estimated Cost of Major Broadcast Property Items for 3000-watt FM Station November 1945

Equipment	Low Estimate	Median Estimate	High Estimate
Transmitters (including Patent Royalty)	\$8,900	\$12,300	\$14,917
Antennae ¹ (excluding Supporting Structure)	1,850	2,250	4,200
Control Consoles	830	1,800	3,000
Remote Pick-up (Wire Lines)	75	208	800
Turntables	165	450	650
Monitors	600	850	860
TOTAL	\$12,420	\$17,858	\$24,427

¹ Estimate for 4-bay antennae only. Estimate for:

	2-bay	6-bay
Low	\$950	\$3500
Median	1700	3750
High	3250	4200

Source: Replies to FCC telegrams of November 5 and 17, 1945 requesting estimated cost of specified equipment for FM stations of varied powers.

City	Channel No.
WASHINGTON	
Aberdeen	264, 266
Bellingham	976, 278
Centralia	260, 262
Everett	272, 274
Longview	273, 275
Olympia	258, 258
Port Angeles	268, 270
Pullman	238, 240
Pasco	242, 244
Seattle	222, 224, 226, 228
	230, 232, 234, 236
	238, 240, 242, 244
Spokane	221, 223, 225, 227
	229, 231
Tacoma	245, 248, 250, 252
	254
Vancouver	271. See also Portland, Ore.
Walla Walla	234, 236
Wenatchee	267, 269
Yakima	265, 277, 279

City	Channel No.
WEST VIRGINIA	
Beckley	264, 266
Bluefield (Includes Welch)	250, 252, 254
Charleston	222, 224, 226, 228
	230
Clarksburg (Includes Fairmont and Morgantown)	245, 247, 249, 251
	253
Fairmont	See Clarksburg
Huntington (Includes Ashland, Ky.)	258, 260, 262
Logan	232, 234
Morgantown	See Clarksburg
Parkersburg	273
Welch	See Bluefield
Wheeling (Includes Steubenville, Ohio)	259, 261, 263, 267
Williamson	242, 244

City	Channel No.
WISCONSIN	
Appleton	262, 264
Ashland	261, 263
Eau Claire	253, 255
Fond du Lac	278, 280
Green Bay	266, 268
Greenfield Township	See Madison
Janesville	238
LaCrosse	221, 223
Madison (Includes Greenfield Township)	248, 250, 252
Manitowoc	258, 260
Marinette	249, 251
Medford	237, 239
Milwaukee	222, 224, 226, 228, 230, 232, 234, 236
	240, 242, 244, 246
Oshkosh	272, 274
Poyntette	276
Racine	267, 269
Rice Lake	257, 259
Sheboygan	254, 256
Stevens Point	245, 247
Superior	See Duluth, Minn.
Wausau	238, 235
Wisconsin Rapids	241, 243

City	Channel No.
WYOMING	
Casper	247, 249
Cheyenne	239, 241, 243
Powell	251, 253
Rock Springs	221, 223
Sheridan	255, 257

* Eligible for community channel

TELEVISION SERVICES

For complete list of television equipment manufacturers, see listings in *Equipment Manufacturers Directory* on page 406.

ADVANCE TELEVISION PICTURE SERVICE Inc.—729 Seventh St., New York 19. Telephone Bryant 9-5600. (motion pictures for television.)

AMERICAN TELEVISION SOCIETY—2 W. 45th St., New York 19. Telephone: Rhinelander 4-1681. Officers: George Shupert, president;

David Hale Halpern, vice-president; Don McClure, treasurer; Alice Pentlarge, secretary.

BASCH RADIO PRODUCTIONS—17 E. 45th St., New York 17. Telephone: Murray Hill 2-8877. Manager: Charles J. Basch. Branch offices: 223 N. LaSalle St., Chicago, State 5096; Bulkeley Bldg., Cleveland, Prospect 2922; Statler Bldg., Boston, Hubbard 5225; 6362 Hollywood Blvd., Hollywood 28, Granite 6113. (television program production.)

BOST RECORDING Co.—20 W. 57th St., New York 19. Telephone: Plaza 3-8676. Manager: Rudolf Steiner. (television program production.)

CENTRAL RADIO & TELEVISION SCHOOLS Inc.—204 W. 17th St., Kansas City 8. Officials: G. L. Taylor, president; C. L. Foster, vice-president & secretary; Phil Murray, vice-president & sales manager.

CINE-TELEVISION STUDIOS Inc.—25 Vanderbilt Ave., New York 17. Telephone: Murray Hill 5-2874. Fred H. Fidler, president; Arthur Freeman, vice-president; (Television films and packaged live talent shows.)

C O L U M B I A BROADCASTING SYSTEM, Inc.—485 Madison Ave., New York 22. Telephone: Wickersham 2-2000. Television executives: Lawrence W. Lowman, vice-president in charge of TV; George Moskovics, commercial manager of TV operation; Ben Feiner Jr., assistant director of TV programs; Henry Grossman, director of technical operations; Jim Kane, manager TV press information. Dr. Peter C. Goldmark, director, engineering research and development dept.; Worthington Miner, manager of television.

CRUGER RADIO PRODUCTIONS—5800 Carlton Way, Hollywood 28. Telephone: Hempstead 8254. Manager: Paul Cruger. (television and telefilm production.)

PATRICK MICHAEL CUNNING—6530 Sunset Blvd., Hollywood 28. Telephone: Hillside 5915. Manager: Patrick M. Cuning. (radio-television programs and production.)

ALLEN B. DU MONT LABORATORIES, Inc.—2 Main Ave., Passaic, N. J. Telephone: Passaic 3-1616. Officials: Allen B. Du Mont, president; Leonard P. Cramer, vice-president; Paul Raibourn, treasurer; Bernard Goodwin, secretary; Bruce T. Du Mont, general supt., Thomas T. Goldsmith Jr., director of research; P. S. Christaldi, chief engineer; Samuel H. Cuff, manager WABD; C. Edwin Williams, general manager tube & instrument div.; Ernest A. Marx, general manager television div. (Manufacturers of electronic and television apparatus.)

FARNSWORTH TELEVISION & RADIO Corp.—3700 E. Pontiac St., Fort Wayne 1, Ind. Telephone: Anthony 5301. E. A. Nicholas, president; B. Ray Cummings, vice-president in charge of engineering; J. P. Rogers, vice-president and treasurer; E. H. Vogel, vice-president in charge of sales; E. M. Martin, vice-president & secretary.

FEDERAL FILMS Inc.—(California Studios Inc.) 5255 Clinton St., Hollywood 28. Telephone: Hollywood 1101. Boris Morros and William LeBaron, partners. (entertainment films).

GENERAL ELECTRIC Co. (electronics department) — Thompson Road, Syracuse, N. Y. Telephone: 6-4411. Dr. W. R. G. Baker, vice-president.

GENERAL TELEVISION CORP.—70 Brookline Ave., Boston. Telephone: Commonwealth 6410. Thompson L. Guernsey, president. (Television studio production facilities).

GORDONI RADIO & RECORDING Co.—1258 S. Michigan Ave., Chicago 5. Telephone: Webster 2161. Manager: Gilla Gordoni. (school of radio and television program technique).

INTERNATIONAL RADIO PRODUCTIONS—203 N. Wabash, Chicago 1. Telephone: Central 4194. Manager: E. Jerry Walker. (television program production, talent).

NATIONAL BROADCASTING Co.—RCA Bldg., New York 20. Telephone: Circle 7-8300. Officials Assigned to Television: John F. Royal, vice-president in charge of Television; O. B. Hanson, vice-president and chief engineer; Noran E. Kersta, manager

of television dept.; Reynold R. Kraft, sales manager of television dept.

PHILCO RADIO & TELEVISION Corp.—Tioga & C Streets, Philadelphia 34, Pa. Telephone: Nebraska 5100. Vice-president in charge of television broadcasting div.: Ernest B. Loveman; Chief Television Engineer, F. J. Bingley; Program Director, Paul Knight. (Experimental Station W3XE; commercial station WPTZ.)

RADIO & TELEVISION SERVICE (Ray-Tele) 141 West 54th Street, New York City. Telephone: Circle 7-4855. Miriam C. Silverberg.

RADIO CORP OF AMERICA (RCA Victor Division) — Front & Cooper Sts., Camden, N. J. Telephone: Camden 8000. Receiving and transmitting television equipment.

RADIO RELIABLE RESOURCES—P. O. Box 413, Philadelphia 5. F. O. Pease, director; Miss A. E. Smith, placement manager. (Personal service for the radio and television industry.)

RUNYON & GUGGENHEIM ENTERPRISES—6331 Hollywood Blvd., Hollywood. Telephone: Hempstead 4133. Jack W. Runyon and Robert Guggenheim, Jr., partners. (Radio and television productions).

TELEVISION ASSOCIATES, Inc.—190 N. State St., Chicago. Telephone: Franklin 5025. Elmer C. Upton, general manager.

TELEVISION BROADCASTERS ASSN.—500 Fifth Ave., New York 18. Telephone: Lackawanna 4-4788. (For complete listing of officers and membership—active, affiliate and educational—see page 218).

TELEVISION FILM INDUSTRIES CORP.—340 Third Ave., New York 10. Telephone: Lexington 2-6780. Officers: George H. (King) Cole, president; Walter J. Lynch, vice president in charge of operations; George D. Cody, secretary.

TELEVISION PRODUCERS ASSN.—1440 Broadway, New York. Telephone: Pennsylvania 6-8600. Officers: Bob Emery, WOR, president; William Wallace, DuMont Studios, vice president; Bob Anthony, WHN, secretary; Clarence VanAucken, Biow Agency, treasurer.

TELEVISION PRODUCTIONS Inc.—5451 Marathon St., Hollywood 38. Telephone: Hollywood 2411. Officers: Paul Raibourn, president; Y. Frank Freeman, vice-president; Bernard Goodwin, vice-president; Klaus Landsberg, director of television and station manager.

UNITED ARTISTS BUREAU—1162 Sixth Ave., Des Moines 14. Tel. Officials: Hamilton Hoge, president; Eaton. (Television program production).

UNITED STATES TELEVISION MFG. Corp.—106 Seventh Ave., New York. Telephone: Chelsea 2-1154. Officials: Hamilton Hoge, president; Francis H. Hoge, vice president & Secretary; John O. Hoge, vice president & treasurer; Harold Nielsen, chief engineer. (Television receiver and electronic radio apparatus manufacture).

VIDEOR ENTERPRISES — Fox Theatre Bldg., Philadelphia 5. Franklin O. Pease, general manager. (Radio and television advertising, market research, merchandising, promotions, public relations).

ZENITH RADIO CORP.—6001 Dickens Ave., Chicago 39. Telephone: Berkshire 7500. Officials: E. F. McDonald Jr., president & general manager; Hugh Robertson, executive vice-president; J. J. Nance, vice-president and director of sales; Henry C. Bonfig, vice-president in charge of household radio; G. E. Gustafson, vice-president in charge engineering; Harvey Tullo, vice-president in charge purchases; W. E. Fullerton, vice-president in charge production; R. D. Burnet, secretary and controller.

COST OF FM EQUIPMENT

(Continued from page 446)

TABLE IV

Estimated Cost of Major Broadcast Property Items for 10,000-watt FM Station
November 1945

Equipment	Low Estimate	Median Estimate	High Estimate
Transmitters (including Patent Royalty)	\$18,500	\$21,750	\$25,056
Antennae ¹ (excluding Supporting Structure)	1,850	2,250	4,200
Control Consoles	830	1,800	3,090
Remote Pick-up (Wire Lines)	75	208	800
Turntables	165	450	650
Monitors	600	850	860
TOTAL	\$22,020	\$27,308	\$34,566

¹ Estimate for 4-bay antennae only. Estimate for:

	2-bay	6-bay
Low	\$950	\$3500
Median	1700	3750
High	3250	4200

Source: Replies to FCC telegrams of November 5 and 17, 1945 requesting estimated cost of specified equipment for FM stations of varied powers.

TABLE V

Estimated Cost of Major Broadcast Property Items for 50,000-watt FM Station
November 1945

Equipment	Low Estimate	Median Estimate	High Estimate
Transmitters (including Patent Royalty)	\$70,000	\$75,000	\$75,600
Antennae ¹ (excluding Supporting Structure)	1,850	2,250	4,200
Control Consoles	830	1,800	3,090
Remote Pick-up (Wire Lines)	75	208	800
Turntables	165	450	650
Monitors	600	850	860
TOTAL	\$73,520	\$80,558	\$85,110

¹ Estimate for 4-bay antennae only. Estimate for:

	2-bay	6-bay
Low	\$950	\$3500
Median	1700	3750
High	3250	4200

Source: Replies to FCC telegrams of November 5 and 17, 1945 requesting estimated cost of specified equipment for FM stations of varied powers.

TABLE VI

Estimated Cost of Major Broadcast Property (i.e. Transmitter; Antenna, excluding supporting structures and control console) for FM Stations by Power

Power	— FCC Survey, November 1945 —		— General Electric—1944 —	
	Low Estimate for Selected Items	Median Estimate for Selected Items	Average Estimate for Selected Items	Average Estimate for All Items
250 W	\$5,580	\$8,000	\$20,000	\$42,000
1 KW	8,280	12,700	26,250	35,250
3 KW	11,580	16,350	30,000	74,285
10 KW	21,180	25,800	102,000	136,530
50 KW	72,680	79,050		

Source: Replies to FCC telegrams of November 5 and 17, 1945 requesting estimated cost of specified equipment for FM stations of varied powers. Estimates of General Electric in *How to Plan an FM Station*, 1944.

TABLE VII

First Delivery Dates of FM Transmitters

First Delivery Date	Number of Manufacturers 250w 1kw	3kw	10kw	50kw
January 1946	1	2		
February	1	2		
March	1	1	3	
April	2	2		
May		1		
June	2	1	1	3
July			1	
August				1
September			1	
November			1	
Early 1947	1	1	1	1
June 1947			1	

Source: Replies to FCC telegrams of November 5 and 17, 1945 requesting estimated cost of specified equipment for FM stations of varied powers.

TABLE VIII

Estimated Delivery Dates of Orders for FM Transmitters Placed During November 1945

Estimated Delivery Date	Number of Manufacturers 250w 1kw	3kw	10kw	50kw
April 1946		1		
May			1	
June	2	2	2	
July				1
August	1	1		
September	1	1	1	
October				1
November			1	
Early 1947	1	1	1	2
Middle 1947				1

Source: Replies to FCC telegrams of November 5 and 17, 1945 requesting estimated cost of specified equipment for FM stations of varied powers.

FCC RULES & REGULATIONS FOR BROADCAST SERVICES

EXPLANATION

Rules and Regulations of the Federal Communications Commission governing broadcast services, are published herewith in full text, with certain exceptions. These have been corrected by the FCC Legal and Engineering staffs, to Jan. 10, 1946, and are published in cooperation with the FCC, whose valuable service is gratefully acknowledged. Standards of Good Engineering Practice Governing Standard Broadcast Stations and other portions of the Rules and Regulations not published herewith, are available through the Superintendent of Documents, Government Printing Office, Washington 25, D. C.

THE RULES AND REGULATIONS OF THE FEDERAL COMMUNICATIONS COMMISSION ARE PUBLISHED IN SEPARATE PAMPHLETS NUMBERED AND TITLED AS FOLLOWS:

Part	Part
1. Rules of Practice and Procedure.	33. Uniform System of Accounts for Class C Telephone Companies.
2. General Rules and Regulations.	34. Uniform System of Accounts for Radiotelegraph Carriers.
3. Standard and High-Frequency Broadcast Stations.	35. Uniform System of Accounts for Wire-Telegraph and Ocean-Cable Carriers.
4. Broadcast Services Other Than Standard Broadcast.	41. Telegraph and Telephone Franks.
5. Experimental Radio Services.	42. Preservation of Records.
6. Fixed Public Radio Services.	43. Reports (Filing of Information, Contracts, Periodic Reports, etc.).
7. Coastal and Marine Relay Services.	51. Classification of Telephone Employees.*
8. Ship Service.	52. Classification of Wire-Telegraph Employees.
9. Aviation Services.	61. Tariffs.
10. Emergency Radio Services.	62. Applications to Hold Interlocking Directorates.
11. Miscellaneous Radio Services.	63. Extension of Lines and Discontinuance of Service by Carriers.
12. Amateur Radio: Stations and Operators.	65. Communications Fellowships for Students from Other American Republics.
13. Commercial Radio Operators.	
14. Radio Stations in Alaska Other Than Amateur and Broadcast.	
15. All Radio Stations in the War Emergency System of Accounts.	
31-32. Uniform System of Accounts. Class A and Class B Telephone Companies, and Units of Property. Class A and Class B Telephone Companies.	

* Rules of Interstate Commerce Commission dated July 1, 1917, are still in effect—not reprinted by Federal Communications Commission.

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FCC RULES & REGULATIONS FOR BROADCAST SERVICES

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ADMINISTRATIVE PROVISIONS

§1.1 *Offices; hours.*—The principal office of the Commission shall be located at Washington, D. C., and all communications to it shall be addressed to the Secretary, Washington, D. C., unless otherwise specifically directed. The hours of the Commission are from 9:15 a.m. to 5:45 p.m., Monday through Friday, except on legal holidays.

§1.2 *Meetings.*—All meetings of the Commission, unless otherwise determined by a majority of the members thereof, shall be held at the principal office of the Commission.

§1.3 *Minutes.*—The minutes of a meeting of the Commission shall be the official record of any action taken therein, and shall be kept by, and in the office of, the secretary.

§1.4 *Authentication of documents.*—All orders, permits, licenses, or other instruments of authorization made, issued, or granted by the Commission, shall, unless otherwise specifically provided by order of the Commission, be signed by the secretary in the name of the Commission and authenticated by the seal of the Commission.

§1.5 *Inspection of records.*—Subject to the provisions of section 4 (j), 213 (f), 412 and 606 of the act, the files of the Commission shall be open to public inspection as follows:

(a) Tariff schedules required to be filed under section 203 of the act;

valuation reports, including exhibits filed in connection therewith, unless otherwise ordered by the Commission, with reasons therefor, pursuant to section 213 of the act; and annual and monthly reports required to be filed under Section 219 of the act.

(b) Contracts, agreements, or arrangements between carriers, filed pursuant to section 211 (a) of the act, except such contracts relating to foreign wire or radio communications which are marked confidential by the Commission; *Provided, however,* The Commission will give appropriate consideration to a petition filed by any party showing that any such contract, agreement, or arrangement relates to foreign wire or radio communication; that its publication would place American communication companies at a disadvantage in meeting the competition of foreign communication companies; and that public interest would be served by keeping its terms confidential.

(c) All applications and amendments thereto filed under Title II and Title III of the act, including all documents and exhibits filed with and made a part thereof, and all communications protesting or endorsing any such applications; authorizations and certifications issued upon such applications; all pleadings, depositions, exhibits, transcripts of testimony, reports of examiners or presiding officers, exceptions, briefs, proposed reports, or findings of fact and conclusions; all minutes and orders of the Commission. The information filed under §1.301 and network and transcription contracts filed pursuant to §1.302 shall not be open to public inspection. The Commission may, however, either on its own motion, or on motion of an applicant, permittee or licensee, for good cause shown designate any of the material in this subsection, as confidential.

(d) In the discretion of the Commission, other files, including those excepted in paragraphs (a), (b) and (c) hereof, upon written request describing in detail the documents to be inspected and the reasons therefor.

§1.6 *Certified copies; requests for; costs.*—Copies of any documents subject to inspection under the provisions of section 1.5 will be prepared and certified by the secretary, under seal, on written request, specifying the exact documents, the number of copies desired, and the date on which the same will be required; *Provided, however,* That such request must be made so as to permit a reasonable time for the preparation of such copies; *And provided further,* That any cost incurred in the preparation of such copies shall be prepaid by the person making application therefor.

§1.7 *Official reporter; transcript.*—The Commission will designate from time to time an official reporter for the taking down and transcribing of its proceedings. No transcript of the testimony taken, or argument had, at any hearing will be furnished by the Commission, but will be open to inspection under section 1.5. Such transcript, if desired, must be obtained from the official reporter upon payment of the charges therefor.

§1.8 *Person, defined.*—Wherever in these rules the term "person" is used, it shall include an individual, partnership, association, joint-stock company, trust, or corporation.

§1.9 *Computation of time.*—In computing any period of time prescribed or allowed by these rules, by order of the Commission, or by any applicable statute, the day of the act, event, or default after which the designated period of time begins to run is not to be included. The last day of the period so computed is to be included, unless it is a Sunday or a legal holiday, in which event the period runs until the end of the next day which is neither a Sunday nor a holiday. When the period of time prescribed or allowed is less than 7 days, intermediate Sundays and holidays shall be excluded in the computation. A half holiday shall be considered as other days and not as a holiday.

§1.10 *Additional time to parties in certain cases.*—Where, under these rules, unless otherwise expressly provided, any limitation is made as to the time within which any document is required to be filed, or any procedural step is required to be taken in connection with any hearing, parties who are residents of Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada, Washington, Oregon, and California shall have an additional period of 5 days; and parties who reside beyond the confines of the continental United States shall have an additional period of 20 days within which to file such document or take such other procedural step; *Provided, however,* That this rule shall not apply to any limitation as to time fixed by statute.

§1.11 *Documents in foreign languages.*—Every document, exhibit, or other paper written in a language other than English, which shall be filed in any proceeding before the Commission or in response to any order of the Commission unless expressly waived therein, shall be filed in the language in which it is written together with an English translation thereof duly verified under oath to be a true translation. Each copy of every such document, exhibit, or other paper filed, shall be accompanied by a separate copy of the translation.

§1.12 *Suspension, amendment, etc., of rules.*—The rules and regulations of the Commission may be suspended, revoked, modified, amended, or supplemented, in whole or in part, at any time by the Commission.

PERSONAL APPEARANCES; PRACTITIONERS

§1.31 *Appearances.*—Any individual, receiver, or trustee may appear and be heard in person or by attorney. A partnership may appear and be represented by any member thereof or by attorney. A corporation, association, joint-stock company, or trust, may appear only by attorney.

§1.32 *Authority for representation.*—Any person, in a representative capacity, transacting business with the Commission, may be required to show his authority to act in such capacity.

§1.33 *Persons who may be admitted to practice.*—Attorneys at law admitted to practice before any court of the United States, the District of Columbia, or the highest court of any State or Territory, upon application may be admitted to practice before the Commission. An attorney at law from any place other than the District of Columbia may, in the discretion of the Commission or the official presiding at any hearing, be admitted for a particular case in which he may be employed.

§1.34 *Applications for admission.*—Applications for admission to practice shall be on a form prescribed and provided by the Commission. (See appendix No. 1.)

§1.35 *Oath.*—No person shall be admitted to practice before the Commission until he shall have subscribed to an oath or affirmation that he will de-

(Continued on page 452)



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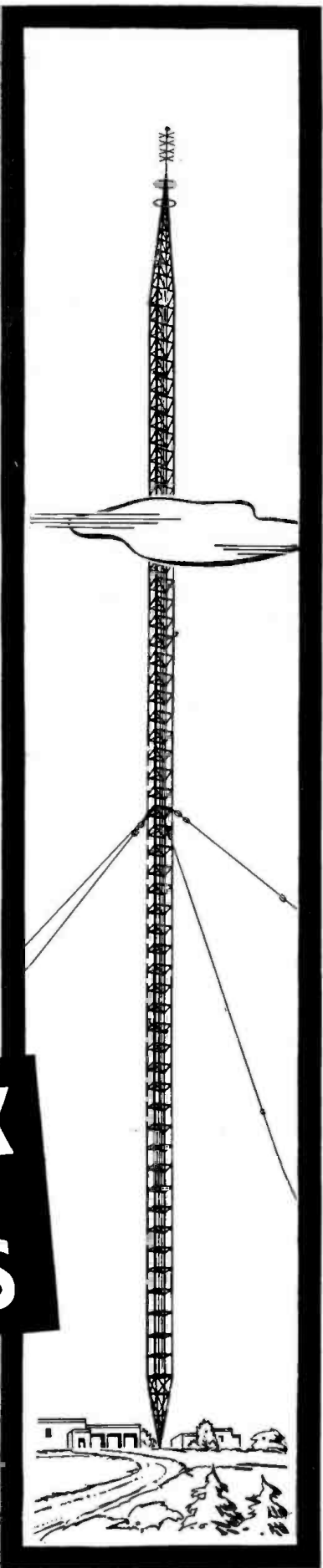
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FCC RULES & REGULATIONS FOR BROADCAST SERVICES

(Continued from page 450)

mean himself as a practitioner before the Commission, uprightly and according to law; and that he will support the Constitution and laws of the United States and will conform to the Rules and Regulations of the Commission.

§1.36 Suspension; disbarment.—The Commission may censure, suspend, disbar, or revoke the right of any person who has been admitted to practice before it if it finds that such person has violated his oath taken upon admission; or has, in obtaining admission, concealed any material facts with reference to his legal qualifications, professional standing, character, or integrity, or has failed to conform to recognized standards of professional conduct; *Provided, however,* That before any member of the bar of this Commission shall be censured, suspended, disbarred, or his right to practice before the Commission revoked, charges shall be preferred by the Commission against such practitioner and he shall be afforded an opportunity to be heard thereon.

§1.37 Register of practitioners.—A register will be maintained by the Commission in which will be entered the names of all persons entitled to practice before the Commission. Only individuals will be admitted or recognized.

§1.38 Former employees.—(a) No member, officer, or employee of the Commission shall, within 2 years after his service with the Commission is terminated, appear as attorney before the Commission in any cause or application which he has handled or passed upon while in the service of the Commission.

(b) No member, officer or employee of the Commission (1) whose active service with the Commission has terminated but who is receiving pay while on annual leave not taken prior to separation from such active service, or (2) who is in any other leave status, shall appear as attorney or participate in the preparation or handling of any matter before, or to be submitted to, the Commission.

§1.39 Appearance blanks.—Each attorney representing a party to any proceeding shall enter his appearance, in duplicate, on the form prescribed for the purpose by the Commission prior to participating in such proceeding, which appearance shall be made a part of the record. (See appendix No. 2.)

PARTIES

§1.51 Parties, defined.—The term "party" shall include any person, body politic, municipal organization, or State Commission. Parties to proceedings will be designated as applicants, complainants, defendants, petitioners, interveners, protestants, or respondents.

§1.52 Applicant.—The term "applicant" means a party applying for a certificate, certification, permit, license, or such other instrument of authorization as the Commission is empowered to grant, and for which an application is required.

§1.53 Complainant.—The term "complainant" means a party who complains to the Commission of anything done or omitted to be done by any common carrier subject to the act in violation of the provisions thereof.

§1.54 Intervener.—The term "intervener" means a party who, upon petition, has been permitted to become a party to any proceeding before the Commission.

§1.55 Protestant.—The term "protestant" means a party opposing the schedules under suspension in investigation and suspension proceedings, or a party who files a protest to a tentative valuation in valuation proceedings.

§1.56 Petitioner.—The term "petitioner" means a party other than as defined above seeking relief within the jurisdiction of the Commission.

§1.57 Defendant.—The term "defendant" means a common carrier subject to the act against whom a complaint has been filed of anything done or omitted to be done in violation of the provisions of the act.

§1.58 Respondent.—The term "respondent" means a party against whom the Commission has, on its own motion, instituted an inquiry, investigation, revocation, suspension, modification, cancellation, or other proceeding.

§1.59 Receiver or trustee of carrier.—The receiver or trustee of any common carrier subject to the act shall be made a party to any proceeding in which such carrier is a party.

§1.60 Substitution of parties.—The Commission in a proper case may order a substitution of parties; in case of death of a party, upon suggestion thereof; and in other circumstances, for good cause shown, upon petition.

APPLICATIONS AND AMENDMENTS—GENERAL

§1.71 Applications made on prescribed forms; exceptions.—Each application for an instrument of authorization shall comply with the Commission's rules and regulations and shall be made in writing, subscribed and verified as provided in section 1.121 on a form furnished by or in the manner prescribed by the Commission: *Provided, however,* That in emergency cases the Commission may waive the requirements of formal application with respect to applications for other than radio licenses and for licenses, renewals, or modification thereof for stations on vessels or aircraft of the United States, pursuant to section 308 (a) of the act. Separate application shall be filed for each instrument of authorization requested: *Provided, however,* That in cases arising in services other than broadcast where a single licensee holds a number of licenses which are identical in their terms or which are identical in their terms with the exception of station locality, and in other cases in the discretion of the Commission, a single application may be filed for renewal or modification of such licenses, where such single application sets forth in detail and in unmistakable language, an accurate description of the individual licenses sought to be renewed or modified. The required forms may be obtained from the Commission or from any of its field offices. (For a list of such offices and related geographical districts, see appendix No. 3.)

§1.72 Defective applications.—(a) Applications which are defective with respect to completeness of answers to required questions, execution, or other matters of a purely formal character will not be received for filing by the Commission unless the Commission shall otherwise direct.

(b) If an applicant is requested by the Commission to file any documents or information not included in the prescribed application form, a failure to comply with such request will constitute a defect in the application.

(c) Applications which are not in accordance with the Commission's rules, regulations or other requirements will be considered defective unless accompanied either (1) by a petition in accordance with section 1.81 to amend any rule or regulation with which the application is in conflict, or (2) by a request of the applicant for waiver of, or an exception to, any rule, regulation or re-

quirement with which the application is in conflict. Such request shall show the nature of the waiver or exception desired and set forth the reasons in support thereof.

(d) Defective applications will not be considered by the Commission.

§1.73 Amendments and dismissals; when allowed.—Any application may be amended or dismissed without prejudice as a matter of right prior to the designation of such application for hearing. Thereafter, requests to amend or dismiss without prejudice will be considered only upon written motion served upon all parties of record as provided in section 1.141.

When leave to amend has been granted after an application has been designated for hearing, the application will not be removed from the hearing docket unless the Motions Commissioner shall determine that the proposed amendment substantially affects the issues upon which the application has been designated for hearing and orders that the application shall be removed from the hearing docket. An amended application which has been removed from the hearing docket will be reexamined by the Commission and when necessary will be redesignated for hearing at a subsequent time.

§1.74 Form of amendments.—Any amendment to an application shall be subscribed, verified, and submitted in the same manner, and with the same number of copies, as was the original application.

§1.75 Amendments ordered.—The Commission may, upon its own motion or upon motion of any party to the proceeding, order the applicant to amend his application so as to make the same more definite and certain.

§1.76 Withdrawal of papers.—The granting of a request to dismiss or withdraw an application or a pleading does not authorize the removal of such application or pleading from the Commission's records. No application or other document once officially filed shall be returned unless the Commission shall, for good cause shown, order such return.

§1.77 Failure to prosecute applications not designated for hearing.—The following provisions shall apply to applications which have not been designated for hearing. An applicant not desiring to prosecute his application may request the dismissal of same without prejudice. A request of an applicant for the return of an application which has been officially filed will be considered as a request to dismiss the same without prejudice. Any application which has not been designated for hearing and which by reason of failure to respond to official correspondence or otherwise is subject to dismissal for non-prosecution will be dismissed without prejudice.

AMENDMENTS OF RULES

§1.81 Requests for amendment of rules.—Any person may petition for amendment of any rule or regulation. Such petition shall show the desired change in the rules and regulations and set forth the reasons in support thereof.

AMENDMENTS TO PLEADINGS

§1.91 Time for filing; disposition.—Any pleading may be amended as a matter of right if filed with the Commission not less than 30 days prior to the date set for hearing in the proceeding in which the pleading is filed. Thereafter, requests for leave to amend will be considered only upon written motion. Amendments, amended pleadings, or requests for leave to amend must be served upon all parties of record as provided in section 1.141 prior to filing. Amendments to applications may be determined only as provided in section 1.73.

PETITIONS AND COMPLAINTS

§1.101 General.—Petitions for relief under the jurisdiction of the Commission shall set forth clearly and concisely the petitioner's interest and the facts supporting the relief sought. (See also sections 1.72 (c) and 1.81.)

§1.102 Intervention.—Petitions for intervention must set forth the grounds of the proposed intervention, the position and interest of the petitioner in the proceeding, the facts on which the petitioner bases his claim that his intervention will be in the public interest, and must be subscribed or verified in accordance with section 1.122. The granting of a petition to intervene shall have the effect of permitting intervention before the Commission but shall not be considered as any recognition of any legal or equitable right or interest in the proceeding. The granting of such petition shall not have the effect of changing or enlarging the issues which shall be those specified in the Commission's notice of hearing unless on motion the Commission shall amend the same.

§1.103 Complaints.—Communications to the Commission complaining of anything done, or omitted to be done, in contravention of the provisions of the act, except formal and informal complaints filed under "Special provisions relating to common carriers" hereof, may, in the discretion of the Commission, be investigated or otherwise acted upon in any manner the Commission may deem expedient; but such communications shall not be deemed to be either formal or informal complaints within the meaning of these rules, irrespective of any action taken thereon by the Commission.

SUBSCRIPTION AND VERIFICATION

§1.121 Applications; amendments.—Each application or amendment thereto shall be personally subscribed and verified: (1) By the party filing such application or amendment, or by one of the parties, if there be more than one; (2) by an officer of the party filing the application or amendment if the party be a corporation: *Provided, however,* That subscription and verification may be made by the attorney for the party (1) in case of physical disability of the party, or (2) his absence from the continental United States. If it be made by a person other than the party, he must set forth in the verification the grounds of his belief as to all matters not stated upon his knowledge and the reason why it is not made by the party.

§1.122 Pleadings.—All pleadings (not including applications or amendments thereto) filed by any party represented by an attorney, shall be signed by at least one attorney of record in his individual name, whose address shall be stated. A party who is not represented by an attorney shall sign and verify

¹ For specific rules regarding petitions to intervene in connection with applications under Title III, see section 1.387.

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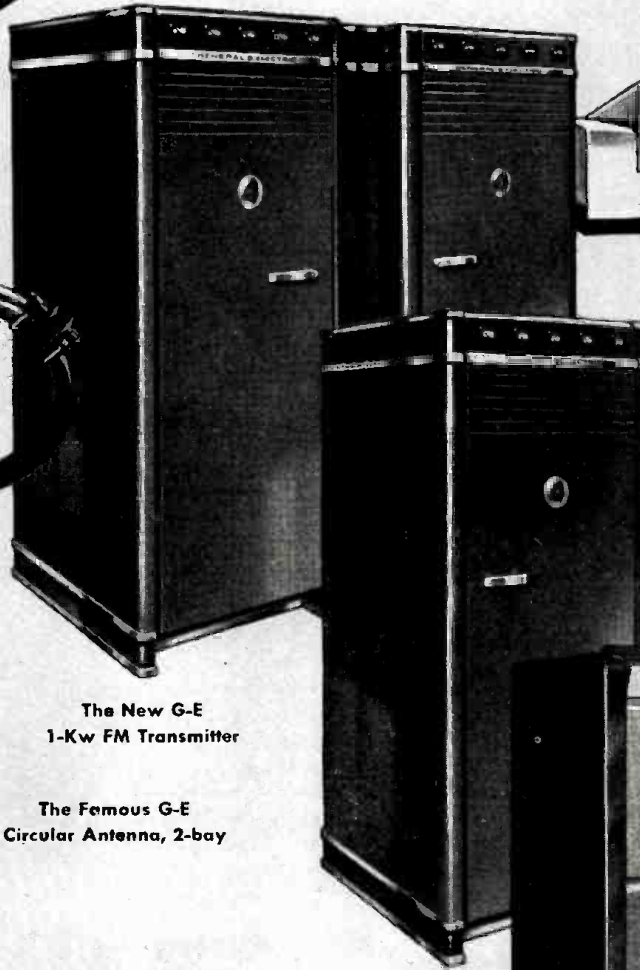
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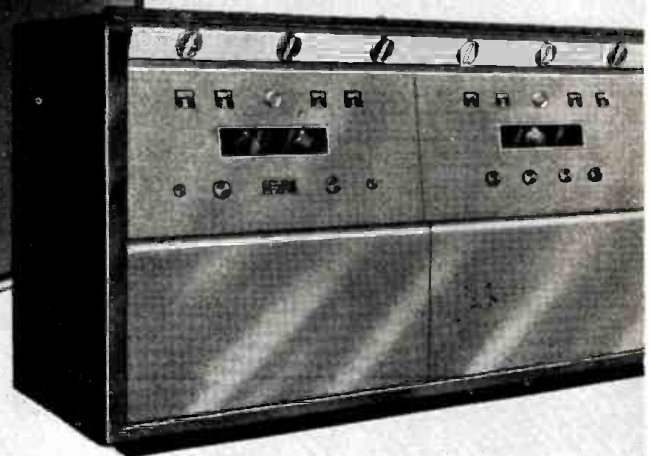
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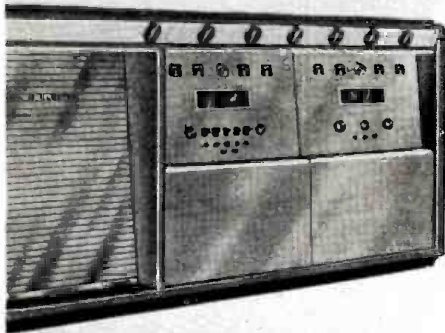
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his pleading and state his address. Except when otherwise specifically provided by rule or statute, pleadings signed by the attorney for a party need not be verified or accompanied by affidavit. The signature of an attorney constitutes a certificate by him that he has read the pleading; that to the best of his knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay. If a pleading is not signed or is signed with intent to defeat the purpose of this section, it may be stricken as sham and false and the matter may proceed as though the pleading had not been served. For a willful violation of this rule an attorney may be subjected to appropriate disciplinary action. Similar action may be taken if scandalous or indecent matter is inserted.

SPECIFICATIONS AS TO DOCUMENTS AND PLEADINGS

§1.131 Papers, general.—All papers filed in any proceeding shall, unless otherwise specifically provided herein, be on paper 8½ by 13 or 14 inches, with left-hand margin not less than 1½ inches wide: *Provided*, That this requirement shall not apply to original documents, or admissible copies thereof, offered as exhibits: *And provided further*, That specially prepared exhibits may be submitted on paper of a width of 13 or 14 inches, of any length with a left-hand margin of 1½ inches on the 13- or 14-inch dimension. The impression shall be on one side of the paper only and shall be double-spaced, except that long quotations shall be single-spaced and indented. All papers, except charts and maps, shall be typewritten or prepared by mechanical processing methods, other than letter press or printed. The foregoing shall not apply to official publications. All copies must be clearly legible.

§1.132 Briefs.—Briefs may be printed, typewritten, mimeographed, or multi-graphed: *Provided, however*, That printed briefs shall be in 10- or 12-point type, on good unglazed paper, 5¾ inches wide by 9 inches long, with inside margin not less than 1½ inches wide, and with double-leaded text and single-leaded citations.

SERVICE OF DOCUMENTS: COPIES

§1.141 Service, proof of service.—All pleadings, petitions, motions, or other documents (other than applications under title II, formal complaints, supplemental complaints, cross-complaints, and amended complaints) filed in any proceeding shall be served by the party filing the same upon all parties of record as follows:

Service upon common carriers shall be made as provided in section 413 of the Communications Act of 1934, as amended.

In all other cases whenever under these rules service is required or permitted to be made upon a party, and such party is represented by an attorney of record in the proceeding, the service shall be made upon the attorney. Service upon the attorney or upon a party shall be made by delivering a copy to him or by mailing it to him at his last-known address. Delivery of a copy within this rule means: handing it to the attorney or to the party; or leaving it at his office with his clerk or other person in charge thereof; or, if there is no one in charge, leaving it in a conspicuous place therein, or, if the office is closed or the person to be served has no office, leaving it at his dwelling house or usual place of abode with some person of suitable age and discretion then residing therein. Service by mail is complete upon mailing.

Proof of service as provided in the foregoing shall be made by appropriate affidavit describing the service which shall be attached to the original and copies of which shall be attached to all copies filed with the Commission. If service has been made by delivery of a copy to the attorney, written acknowledgment thereof on the original filed will be considered proof of service; in such case an appropriate notation of such acknowledgment shall be made on all copies filed.

§1.142 Copies.—Unless otherwise specifically provided, an original and fourteen copies of all petitions, motions, pleadings and other documents required or permitted to be filed under these rules shall be furnished the Commission.

PROOF OF OFFICIAL RECORD

§1.151 Authentication of copy.—An official record, or entries therein when admissible for any purpose, may be evidenced by an official publication thereof or by a copy attested by the officer having legal custody of the record, or by his deputy, and accompanied with a certificate that such officer has the custody. If the office in which the record is kept within the United States or within a territory or insular possession subject to the dominion of the United States, the certificate may be made by the Judge of a court of record of the district or political subdivision in which the record is kept, authenticated by the seal of the court, or may be made by any public officer having a seal of office having official duties in the district or political subdivision in which the record is kept, authenticated by the seal of his office. If the office in which the record is kept is in a foreign state or country, the certificate may be made by a secretary of embassy or legation, consul general, consul, vice consul, or consular agent or by any officer in the foreign service of the United States stationed in the foreign state or country in which the record is kept, and authenticated by the seal of his office.

§1.152 Proof of lack of record.—A written statement signed by an officer having the custody of an official record or by his deputy that after diligent search no record or entry of a specified tenor is found to exist in the records of his office accompanied by a certificate as above provided, is admissible as evidence that the records of his office contain no such record or entry.

§1.153 Other proof.—This rule does not prevent the proof of official records or of entry or lack of entry therein by any method authorized by any applicable statute or by the rules of evidence at common law.

SUBPENAS

§1.171 Who may sign and issue.—Subpenas requiring the attendance and testimony of witnesses, and subpenas requiring the production of any books, papers, schedules of charges, contracts, agreements, and documents relating to any matter under investigation or hearing may be signed and issued as follows: (a) Hearings before the Commission en banc; by any Commissioner; (b) hearings before any designated officer; (1) by any Commissioner; (2) the officer designated to hear a case may sign and issue subpenas in that case; (c) in other cases: By any Commissioner.

§1.172 Requests; verification and content.—Unless directed by the Commission upon its own motion, subpenas will be issued only upon request in writing. Requests for subpenas to compel witnesses to produce documentary evidence must be subscribed and verified in accordance with section 1.122 and must specify with particularity the books, papers, or documents desired, and the facts expected to be proved thereby.

§1.173 Witness fees.—Witnesses who are subpoenaed and respond thereto are entitled to the same fees including mileage as are paid for like service in the courts of the United States, such fees to be paid by the party at whose instance the testimony is taken at the time the subpoena is served.

§1.174 Service of subpenas; return.—(a) A subpoena may be served by a United States marshal or his deputy or by any other person who is not a party and is not less than 18 years of age. Service of a subpoena upon a person named therein shall be made by delivering a copy thereof to such person and by tendering to him the fees for 1 day's attendance and the mileage allowed by law. When the subpoena is issued on behalf of the United States or an officer or agency thereof, fees and mileage need not be tendered.

(b) If made by any other person, such person shall make affidavit thereof, stating the date, time, and manner of service; and return such affidavit on, or with, the original subpoena in accordance with the form thereon. In case of failure to make service the reasons for the failure shall be stated on the original subpoena. In making service, the original subpoena shall be exhibited to the person served, shall be read to him if he is unable to read, and a copy thereof shall be left with him. The original subpoena, bearing or accompanied by the required return, affidavit, or statement, shall be returned forthwith to the secretary of the Commission, or, if so directed on the subpoena, to the presiding officer before whom the person named in the subpoena is required to appear.

HEARINGS

§1.191 Classes.—Hearings before the Commission may be formal or informal.

INFORMAL HEARINGS

§1.192 Informal; procedure.—The Commission may upon petition by any person or upon its own motion hold such informal hearings as it may deem necessary from time to time in connection with the investigation of any matter which it has power to investigate under the law, or for the purpose of obtaining information necessary or helpful in the determination of its policies, the carrying out of its duties, or the formulation or amendment of its Rules and Regulations. For such purposes it may subpoena witnesses and require the production of testimony as in formal hearings but the procedure to be followed shall be informal and such as in the opinion of the Commission will best serve the purposes of such hearing.

FORMAL HEARINGS

§1.193 Hearing date on related matters.—In fixing dates for hearings the Commission will, so far as practicable, endeavor to fix the same date for separate hearings (a) on all related matters which involve the same applicant, or arise out of the same complaint or cause; and (b) for separate hearings on all applications which by reason of the privileges, terms, or conditions requested present conflicting claims of the same nature.

§1.194 Consolidation of cases.—The Commission, upon motion, or upon its own motion, will, where such action will best conduce to the proper dispatch of business and to the ends of justice, consolidate for hearing (a) any cases which involve the same applicant or arise from the same complaint or cause, or (b) any applications which by reason of the privileges, terms, or conditions requested present conflicting claims of the same nature.

§1.195 Communications relating to applications.—There will be maintained in the office of the secretary of the Commission a record of all communications received by the Commission relating to the merits of any application pending before the Commission requesting the granting, renewal, modification, or revocation of any license or construction permit, certificate of convenience and necessity, or rate schedule. Such record shall show the name and address of the person making the statement and the substance of such statement. When the date of hearing has been set, if the matter is designated for hearing, the secretary shall notify all persons shown by the records to have communicated with the Commission regarding the merits of such matter in order that such persons will have an opportunity to appear and give evidence at such hearing: *Provided*, That in the case of communications bearing more than one signature, notice shall be given to the person first signing unless the communication clearly indicates that such notice should be sent to some one other than such person.

No such person shall be precluded from giving any relevant material and competent testimony at such hearing because he lacks a sufficient interest to justify his intervention as a party in the matter.

No such communication will be considered by the Commission in determining the merits of any such matter nor shall any such communication be considered by any examiner unless it has been introduced into evidence at the hearing and appears as a part of the record. The admissibility of any such communication or the secretary's record of any such communication shall be governed by the applicable rules of evidence, and no such communication shall be admissible on the basis of a stipulation unless Commission's counsel as well as counsel for all of the parties shall join in such stipulation.

Such communications, however, may be considered by the Commission if circumstances warrant in deciding whether or not a matter shall be set down for hearing in cases where in the absence of such communication no hearing would be required by the Commission.

§1.196 Notice of hearing under part I of title III.—In cases arising under part I of title III of the Act notice of applications received and action thereon shall be given in the following manner:

(a) By publishing the notice of hearing in the Federal Register not less than 30 days in advance of the hearing date;

(b) Notice of the filing of applications under part I of title III of the Act and of the date fixed for hearing on such applications shall be published weekly in the office of the Commission and posted in the office of the secretary.

§1.197 Notice of hearing under title II or part II of title III.—In cases arising under title II or part II of title III of the Act, except if specific provision is made by statute or by these rules for actual or constructive notice, the Commission shall give or require reasonable notice.

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CONTINUANCES: EXTENSIONS

§1.201 Continuances and extensions.—Continuance in respect to any proceeding or hearing pending before the Commission and extensions of time for making any filing or performing any act required or allowed to be done within a specified time may be granted upon motion for good cause shown, except where the time for performance or filing is limited by statute.

§1.202 Postponement or change of place.—The Commission or the presiding officer at a hearing may, after opening any hearing pursuant to notice, recess or adjourn the same for such time as may be necessary, or change the place thereof.

§1.203 Motions involving delay.—Requests for continuance shall show diligence by the moving party and shall be made at such time and in such manner as to avoid unnecessary hardship or expense to the parties to the proceeding. Such motions shall show service upon all parties as provided in section 1.141.

ORDER OF PROCEDURE

§1.204 Order of procedure.—At hearings on complaints, petitions, applications, or other proceedings for instruments of authorization which the Commission is empowered to issue, the complainant, petitioner, or applicant as the case may be, shall open and close. At hearings on investigation and suspension proceedings under title II of the act, the respondent whose tariffs are under suspension shall open and close. At hearings in all other investigations, the party to whom the order to show cause was issued shall open and close. At hearings under title III of the act on revocations and suspension of operator licenses or modification of licenses under section 312 (b) of the act, or other like proceedings instituted by the Commission, the Commission shall open and close. In hearings upon a consolidated record, the Commission or presiding officer shall designate the order of presentation. Interveners shall follow the party in whose behalf intervention is made, and in all cases where the intervention is not in support of an original party, the Commission, or presiding officer, shall designate at what stage such interveners shall be heard.

EVIDENCE

§1.211 Rules of evidence.—Except as otherwise provided herein, the rules of evidence governing civil proceedings in matters not involving trial by jury in the courts of the United States shall govern formal hearings before the Commission: *Provided, however*, That such rules may be relaxed in any case where the ends of justice will be better served by so doing.

§1.212 Cumulative evidence.—The introduction of merely cumulative evidence shall be avoided, and the number of witnesses that may be heard in behalf of a party on any issue may be limited.

§1.213 Further evidence during hearing.—At any stage of a hearing, the presiding officer may call for further evidence upon any issue and may require such evidence to be presented by any party to the proceeding.

§1.214 Documents containing matter not material.—Where material and relevant matter offered in evidence is embraced in a document containing other matter not material or relevant, and not intended to be put in evidence, such document will not be received, but the party offering the same shall present to opposing counsel, and to the Commission, the original document, together with true copies of such material and relevant matter taken therefrom, as it is desired to introduce. Upon presentation of such matter in proper form, it may be received in evidence, and become a part of the record: *Provided, however*, That opposing counsel shall be afforded an opportunity to introduce in evidence, in like manner, other portions of such document if found to be material and relevant.

§1.215 Copies of exhibits.—No document or exhibit, or part thereof shall be received as, or admitted in, evidence unless offered in duplicate. In addition, when exhibits of a documentary character are to be offered in evidence, copies must be furnished to opposing counsel unless the presiding officer otherwise directs. Whenever practicable the parties should interchange copies of exhibits before or after commencement of the hearing.

§1.216 Mechanical reproductions as evidence.—Unless offered for the sole purpose of attempting to prove or demonstrate sound effect, mechanical or physical reproductions of sound waves shall not be admitted in evidence. Any party desiring to offer any matter alleged to be contained therein or thereupon shall have such matter typewritten on paper of the size prescribed by the rules of the Commission, and the same shall be identified and offered in duplicate in the same manner as other exhibits.

§1.217 Tariffs as evidence.—In case any matter contained in a tariff schedule on file with the Commission is offered in evidence, such tariff schedule need not be produced or marked for identification, but the matter so offered shall be specified with particularity (tariff and page number) in such manner as to be readily identified, and may be received in evidence by reference subject to check with the original tariff schedules so on file.

DEPOSITIONS

§1.221 Request for orders to take; time of filing; contents.—The Commission, either on its own motion, or on formal notice of a party to a proceeding, will issue an order to take a deposition. Motions to take depositions shall be filed with the Commission not less than 25 days before the proposed date for taking of the deposition, and shall set forth the names and addresses of the witnesses, a specific statement as to each witness of the matters and facts concerning which it is expected such witness will testify, the place where, the time when, the officer before whom, and the cause or reason why such deposition should be taken. Such motion shall be subscribed and verified as provided in section 1.122, and shall be accompanied by proof of service and by the proposed order in a sufficient number of copies to be served on all parties. If said order is allowed, the secretary shall mail a copy thereof to all parties to the proceeding at least 15 days prior to the date fixed for the taking of testimony.

§1.222 Contents of order.—The order issued authorizing the taking of a deposition shall state the name and address of each witness, the matters and facts concerning which it is expected such witness will testify, the place where, the time when, and the designated officer before whom the witness is to testify as provided in section 409 (e) of the act.

§1.223 Record of examination; oath; objections.—The officer before whom the deposition is to be taken shall put the witness on oath and shall personally or by someone acting under his direction and in his presence, record the testimony of the witness. The testimony shall be taken stenographically and transcribed, unless the parties agree otherwise. All objections made at the time of the examination to the qualifications of the officer taking the deposition, or to the manner of taking it, or to the evidence presented, or to the conduct of any party, and any other objection to the proceedings, shall be noted by the officer upon the deposition. Evidence objected to shall be taken subject to the objections. In lieu of participating in the oral examination, parties served with notice of taking a deposition may transmit written interrogatories to the officer, who shall propound them to the witness and record the answers verbatim.

§1.224 Submission to witness; changes; signing.—When the testimony is fully transcribed the deposition of each witness shall be submitted to him for examination and shall be read to or by him. Any changes in form or substance which the witness desires to make shall be entered upon the deposition by the officer with a statement of the reasons given by the witness for making them. The deposition shall then be signed by the witness, unless the parties by stipulation waive the signing or the witness is ill or cannot be found or refuses to sign. If the deposition is not signed by the witness, the officer shall sign it and state on the record the fact of the waiver or of the illness or absence of the witness or the fact of the refusal to sign together with the reason, if any, given therefor; and the deposition may then be used as fully as though signed, unless on a motion to suppress the Commission holds that the reasons given for the refusal to sign require rejection of the deposition in whole or in part.

§1.225 Certification and filing by officer; copies.—The officer shall certify on the deposition that the witness was duly sworn by him and that the deposition is a true record of the testimony given by the witness, and that said officer is not of counsel or attorney to either of the parties, nor interested in the event of the proceeding or investigation. He shall then securely seal the deposition in an envelope endorsed with the title of the action and marked "Deposition of (here insert name of witness)" and shall promptly send the original and one copy thereof together with the original and one copy of all exhibits by registered mail to the secretary of the Commission.

§1.226 Waiver of objections.—Objections to the form of question and answer shall be made before the officer taking the depositions, and if not so made, shall be deemed waived: *Provided, however*, That if no representative of the Commission is present at the taking of the deposition of any witness, such deposition shall be received in evidence at the hearing when offered subject to such legal objection by the Commission as may be proper.

§1.227 Time of filing.—All depositions shall be filed with the Commission not later than 5 days before the date of the hearing in which they are to be offered as evidence, and section 1.10 shall not apply or in any wise serve to extend this time: *Provided, however*, That the presiding officer at any hearing may, on motion which shall show diligence on the part of the moving party, waive the requirements of this section.

§1.228 Inclusion in record.—No deposition shall constitute a part of the record in any proceeding until received in evidence at a hearing, unless otherwise ordered by the Commission.

CONDUCT OF HEARINGS

§1.231 Conduct of hearings.—Except for hearings before the Commission en banc the Commission will provide for the conduct of each hearing by a specific order of reference and unless otherwise specified in such order:

(a) *Authority of presiding officer.*—The presiding officer at the hearing shall have authority to administer oaths, examine witnesses, and receive evidence at any place in the United States designated by the Commission, and to rule upon the admissibility of evidence and other matters that normally and properly arise in the course of the hearing, but shall have no power to decide any motion to dismiss the proceeding or other motion which involves final determination of the merits of the proceeding.

(b) *Transcript filed with Secretary.*—After the close of the hearing the complete transcript of testimony taken, together with any exhibits and any briefs or memoranda of law filed theretofore on behalf of any party, shall be filed in the office of the secretary of the Commission.

(c) *Corrections to transcripts.*—Suggested corrections to transcripts of records shall be considered only if offered within 10 days after the date the transcript is filed with the Commission. Suggested corrections shall be served upon all other parties participating in the proceeding as provided in section 1.141 prior to the filing with the Commission. The presiding officer at the hearing shall have authority to act upon motions to correct the record.

(d) *Findings proposed by parties.*—Within 20 days from the filing of the transcript of record of the hearing, each party to the proceeding shall file with the Commission proposed findings of fact and conclusions which shall be served upon all parties participating in the hearing in the manner provided in section 1.141. Failure to file proposed findings of fact and conclusions by any such party within the time so required, shall be deemed a waiver by such party of any right of further participation in the proceeding, including oral argument if any is held.

(e) *Contents of findings proposed by parties.*—Such proposed findings of fact shall be set forth in serially numbered paragraphs and shall set out in detail and with particularity all basic evidentiary facts developed by the evidence (with appropriate citations to the transcript of record or exhibits relied on) supporting the conclusions proposed by the party filing same. Proposed conclusions shall be separately stated. Proposed findings of fact and conclusions submitted by a person other than an applicant may be limited to those issues in connection with the hearing which affect the interests of such person. Such proposed findings and conclusions may be accompanied by briefs or memoranda of law.

(f) *Proposed decisions of Commission.*—The Commission will thereafter enter its proposed report or findings of fact and conclusions: *Provided, however*, That if the proposed findings of fact and conclusions filed by the parties present no substantial conflict, and the Commission is in accord with the ultimate conclusions proposed, it will, if it deems such action will best conduce to the proper dispatch of business and to the ends of justice, issue a final order with or without findings of fact and conclusions in lieu of issuing its proposed findings of fact and conclusions in accordance with this paragraph.

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SOUND EQUIPMENT — precisionized — mechanically and electronically — for finer performance

No. 523 STUDIO RECORDER is designed to meet the most exacting requirements of the commercial recording and the radio industries for instantaneous or wax recordings; and the sound film industry for dubbing sound from disc to film. The table accommodates 18" flowed wax masters, acetate, or thicker wax masters. The positive 33.3 rpm Fairchild drive guarantees absolute timing with its synchronous motor — which also makes the A.C. line the only interlocking device needed for dubbing sound. Fairchild's No. 541 Magnetic Cutterhead, microscope and mount in combination with the precision-built lead screw mechanism assures uniform cutting at any pitch from 80 to 160 lines — either IN-OUT or OUT-IN. The Fairchild No. 542 Lateral Dynamic Pickup or other professional quality pickups can be added.

No. 523 STUDIO RECORDER



No. 524 TRANSCRIPTION TABLE

No. 524 TRANSCRIPTION TABLE reproduces recorded music or speech with full naturalness. All microscopic undulations in the record groove — that determine the beauty and quality of the transcription — are reproduced without distortion by the Fairchild Lateral Dynamic Pickup. Variation in turntable speed — the direct cause of 'WOW' — is reduced to a minimum by the famed 33.3 and 78 rpm Fairchild center drive. Record wear — which determines the quality life of your record library — is practically eliminated by the 'floating' pickup arm. Vibration and turntable rumble are eliminated by special design features.

No. 539 PORTABLE RECORDER features the famed Fairchild drive that eliminates all 'WOW'. Evenness of speed — at the critical 33.3 rpm — is obtained by a carefully calculated loading of the 54 to 1 gear-and-worm drive mechanism to keep the motor pulling constantly. The 78 rpm speed results from a precision friction-ball-race step up. Recordings at 33.3 rpm are accurate to the split-second. Quiet operation is assured by 'floating' the entire motor assembly below the recorder panel. Fairchild's precision-built carriage mechanism and lathe produce uniformly cut grooves. Calibrated reading scales show minutes of recording completed; minutes remaining for the selected pitches.



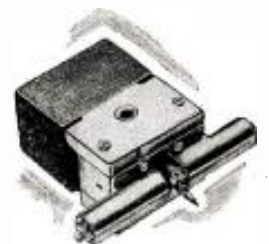
No. 539 PORTABLE RECORDER

No. 540 AMPLIFIER-EQUALIZER provides simplified equalization with very little change in volume. This compensates for brilliance-loss at the slower 33.3 speed by providing unlimited frequency selection over two critical ranges — 20 to 100 cycles and 4,000 to 10,000 cycles with an available boost of 0 to 20 db. It also compensates for response-deficiencies of disc material, line or speaker. Higher frequencies can be boosted electronically from 4,000 on up to 10,000 cycles with no loss in the bass. Likewise, the bass from 20 to 100 cycles can be boosted for comparable reasons with no effect on the highs.



No. 540 AMPLIFIER-EQUALIZER

No. 541 MAGNETIC CUTTERHEAD offers a performance that exceeds its flat within ± 2 db to 8,000 cycles specifications. Freedom from distortion is measured at less than 1% when a 400-cycle note is recorded at a level of + 20 db (reference .006 watts) to produce a stylus velocity of 2.5 inches per second. This is due to the unusually long cushion blocks and a positive means of adjusting and maintaining the armature in correct balance. No. 541 Magnetic Cutterhead is standard with the No. 523 and 539 Fairchild Recorders. Mounted in a Fairchild Adapter, it can be used on all earlier Fairchild portable models and many other types of recorders.



No. 541 MAGNETIC CUTTERHEAD

No. 542 LATERAL DYNAMIC PICKUP assures uniform frequency-response and distortion-free playback quality throughout a range of 30 to 10,000 cycles. The 3 ounce cartridge, mounted on a 2 point suspension in the pickup head, is the only vertical moving mass. This unusual mounting method affords a near-uniform 'floating' stylus pressure of 25 grams — even under unfavorable playing conditions. Lateral drag is reduced by mounting the pickup head in the tone arm with cone ball bearings. This further reduces distortion and record wear. The adjustable tone arm 'floats' above the disc — without overhang and consequent inertia.



No. 542 LATERAL DYNAMIC PICKUP

For further Fairchild Sound Equipment information address: 88-06 Van Wyck Boulevard, Jamaica 7, New York.



Fairchild CAMERA AND INSTRUMENT CORPORATION

SOUND EQUIPMENT



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(g) *Exceptions; oral argument.*—Within 20 days from the filing of the Commission's proposed report or findings of fact and conclusions the parties to the proceeding may file exceptions to the same which shall point out with particularity alleged errors in said report or findings of fact and conclusions and shall contain specific reference to the page of the transcript of hearing or exhibit on which the exception is based, such exceptions shall be accompanied by a memorandum brief in support thereof, and may request oral argument.

(h) *Reply briefs.*—Reply memorandum briefs may be filed by any party to the proceeding within 30 days from the filing of the Commission's proposed report or findings of fact and conclusions. If no request for oral argument is made within said 30-day period all parties shall be considered as waiving any right thereto.

(i) *Service of exceptions or briefs.*—At or prior to the date fixed for the filing of any exceptions, memorandum brief, or request for oral argument, the party filing the same shall serve at least one copy thereof, as provided in section 1.141, upon all other parties to the proceeding, and no exceptions or memorandum brief will be accepted or considered by the Commission unless accompanied by an affidavit showing this requirement has been met.

(j) *Request for oral argument; waiver.*—Within 5 days of the filing with the Commission of a request for oral argument by any party to a proceeding all parties to such proceeding shall file written notice of desire to appear and participate in such oral argument. In the absence of the filing of such written notice by any party his right to oral argument will be considered as waived.

(k) *Number of copies.*—Fifteen copies of any proposed findings of fact and conclusions, exceptions, or memorandum briefs filed in connection with any hearing shall be filed with the Commission.

§1.232 *Hearings before more than one person.*—The authority to perform any act in connection with a hearing vested in a "presiding officer" under these rules shall be vested in a majority of the persons conducting the hearing if the hearing is conducted by more than one person.

MOTIONS DOCKET

§1.251 *Matters to be heard.*—All motions, petitions, or matters in cases designated for formal hearing, excepting motions and petitions requesting final disposition of a case on its merits, those having the nature of an appeal to the Commission, and those requesting change or modification of a final order made by the Commission, shall be placed upon the motions docket for hearing.

§1.252 *Proposed orders.*—All motions or petitions shall be accompanied by a proposed order or orders which, if the relief requested is granted, may be entered in the docket of the proceeding so as to evidence all action taken on the motion or petition.

§1.253 *Time of calling; continuances.*—The motions docket will be called at the offices of the Commission at such times as the Commission may designate, and the presiding officer shall have the authority to continue any motion, petition, or other matter presented to a future date, and may, proper notice having been given, hear any motion at any time.

§1.254 *Time for filing motions.*—No such motion, petition, or other matter presented shall be called, considered, or determined in the absence of consent by all parties unless the same shall have been on file, accompanied by proof of service upon all interested parties, with the Commission for a period of 5 days: *Provided, however,* That all petitions, motions, or other matters involving parties residing in the States set out in section 1.10 or residing beyond the continental limits of the United States shall not be called, considered, or determined in the absence of consent of all parties until the expiration of 7 days.

§1.255 *Oppositions; right to be heard.*—During the time specified in section 1.254, any party in interest shall have the right to file an opposition thereto. Such opposition shall show service on the petitioner or moving party. Parties filing oppositions shall have the right to be heard on the day designated for hearing of the motion, petition, or other matter against which the opposition is directed. Any party desiring to waive oral argument on any motion, or opposition thereto, may indicate such desire by an appropriate notation or by a statement to that effect upon the call of the docket. In case oral argument is waived by any party, such motion or opposition shall be considered together with any memoranda or briefs which may be filed in support thereof; and the waiving of oral argument by any party shall not preclude the holding of oral argument by any other party desiring same.

§1.256 *Adverse ruling; exceptions.*—Where a ruling on any petition, motion, or other matter is adverse to an interested party, said interested party may except thereto, and when the matter comes on for the hearing of the evidence, he shall state into the record at such hearing that he reserves an exception to the ruling made by the presiding officer of the motions docket and request that such exception be noted and carried forward in the record. In the event such interested party fails to note his exception taken at the time ruling was made by the presiding officer of the motions docket, such exception shall be considered waived. Within 2 days from the date of any ruling on any petition, motion, or other matter by the presiding officer of the motions docket, any interested party may petition for a review of such ruling by a quorum of the Commission, such petition for review shall not be essential for the preservation of any exception taken.

REHEARINGS

§1.271 *Petitions; contents.*—Any party whose interests are aggrieved or adversely affected by any decision, order, or requirement of the Commission may file a petition for rehearing of the same or any matter determined therein as provided in section 405 of the act. Such petition for rehearing may request (1) reconsideration, either in cases decided after hearing or in cases of applications granted without hearing under title III of the act; (2) reargument; (3) reopening of the proceeding; (4) amendment of any finding, or (5) other relief. Such petition shall be specific as to the form of relief sought and, subject to this requirement, may contain alternative requests. Each such petition shall state with particularity in what respect the decision, order, or requirement or any matter determined therein is claimed to be unjust, unwarranted, or erroneous, and with respect to any finding of fact must specify the pages of record relied on. Where the existence of newly discovered evidence is claimed, the petition must be accompanied by a verified statement of the

facts, together with the facts relied on to show that the petitioner, with due diligence, could not have known or discovered such facts at the time of the hearing.

§1.272 *Subscription and service.*—Each petition for rehearing shall be subscribed as provided in section 1.122 and served upon all parties participating in the hearing in the manner provided in section 1.141. In case the petition seeks reconsideration of a decision, order, or requirement made without a hearing, the party filing the petition shall serve the same in the manner provided in section 1.141 upon the party or parties to whom such decision, order, or requirement was directed.

§1.273 *Opposition.*—An opposition to any petition for rehearing may be filed within 10 days after the filing of such petition, and shall be subscribed or verified as provided in section 1.122 and served upon all parties participating in the hearing in the manner provided in section 1.141.

§1.274 *Special calendar when granted.*—In case any petition for rehearing is granted, whether the taking of additional testimony is ordered or otherwise, the case shall be placed upon a special calendar and consideration of the same shall be expedited.

FINANCIAL, OWNERSHIP AND OTHER REPORTS OF BROADCAST LICENSEES

§1.301 *Financial report.*—Each licensee of a broadcast station (standard, FM, television, and international) shall file with the Commission on or before April 1 of each year (on Form 324 or such other form as the Commission may prescribe, together with supporting schedules) a balance sheet showing its financial condition as of December 31 of the preceding calendar year and an income statement for said calendar year. Each such form shall be subscribed as provided in §1.121 of the Commission's regulations.

§1.302 *Filing of contracts.*—Each licensee of a broadcast station (standard, FM, television, and international) shall file with the Commission within 30 days of execution thereof verified copies of all documents, instruments, contracts (the substance of oral contracts or understanding shall be reported in writing for submission) together with amendments, supplements, and changes therein and cancellations thereof relating to ownership, management or control of licensee of station, or of any of licensee's stock, rights or interests therein; the use, management, or operation of licensed facilities; and agreements relating to network service, transcription service or bulk time sales (amounting to two hours or more per day); including but not limited to (a) Articles of partnership, association, or incorporation; (b) by-laws affecting character of organization, control, number or powers of its officers or directors, the classification or voting rights of any stock; (c) any document, instrument, or contract relating to or affecting ownership of licensee, rights or interests therein, its stock, or voting rights thereto; (d) management contracts, network contracts, transcription network contracts, and time sales to brokers.

§1.303 *Ownership reports.*—(a) *Annual ownership reports.* The licensee of each broadcast station (standard, FM, television, and international) shall file on or before April 1 of each year on FCC Form 323 an annual ownership report and shall show the following information as of December 31 of the preceding calendar year:

- (1) In the case of an individual, the name of such individual.
- (2) In the case of a partnership; the names of the partners and the interests of each partner.²
- (3) In the case of a corporation or association: (i) Capitalization, with a description of the classes and voting power of stock authorized and the shares of each class issued and outstanding; (ii) the name, residence, citizenship, and stockholdings of officers and directors, and stockholders; (iii) full information with respect to the interest and identity of any person whether or not a stockholder of record, having any interest, direct or indirect, in the licensee or any of its stock;

For example: (a) Where A is the beneficial owner or votes stock held by B, the same information should be furnished for A as is required for B.

(b) Where X corporation controls the licensee, or holds 25% or more of the stock of the licensee, the same information should be furnished with respect to X corporation (its capitalization, officers, directors, and stockholders and the amount of stock in X held by each) as is required in the case of the licensee, together with full information as to the identity and citizenship of the person authorized to vote licensee's stock.

(c) The same information should be furnished as to Y corporation if it controls X corporation or holds 25% or more of the stock of X, and as to Z corporation if it controls Y corporation or holds 25% or more of the stock of Y and so on back to natural persons.

(iv) full information as to family relationship or business association between two or more officials and/or stockholders.

(4) In the case of all licensees: (i) The name, residence, position and date of appointment of operating personnel determining program policy (such as general manager, program director, etc.); (ii) a list of all contracts still in effect required to be filed with the Commission by § 1.302 showing the date of execution and expiration of each contract; (iii) any interest which the licensee may have in any other broadcast station.

(b) *Interim ownership reports.* An interim ownership report shall be filed by each licensee on FCC Form 323A describing any change in information required in the annual ownership report from that previously reported within 30 days after any such change occurs, including without limitation:

- (1) Any change in capitalization or organization.
- (2) Any change in officers and directors or in operating personnel determining program policy.
- (3) Any transaction affecting the ownership, direct or indirect, or voting rights of licensee's stock, such as (i) a transfer of stock, (ii) issuance of

¹ For the year 1945, an Annual Ownership Report shall be filed with the Commission on FCC Form 323 on or before November 1, 1945, showing the information by § 1.303 as of June 30, 1945.

² Any change in partners or in their rights will require prior consent of the Commission upon an application for consent to assignment of license.

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¹ For specific rules regarding petitions for rehearing in connection with applications under Title III, see section 1.387.

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new stock or disposition of treasury stock, (iii) acquisition of licensee's stock by the issuing corporation.

(4) Any change in the officers, directors or stockholders of a corporation other than the licensee such as X, Y or Z Corporation described in the example above.

Provided, however, That in the case of a change in the officers, directors or stockholders of a corporation other than the licensee (such as X, Y or Z corporation described in the example above), such change need not be reported in the interim report unless that corporation directly or indirectly owns 25% or more of the voting stock in the licensee.¹

(c) *Exceptions.* Where information is required under paragraphs (a) or (b) of this section with respect to a corporation having more than 50 stockholders, such information need be filed only with respect to stockholders having 1% or more of the stock of the corporation.

§ 1.304 *Definitions.*—As used in §§ 1.301—1.303:

(a) "Stock" shall include any interest, legal or beneficial in, or right or privilege in connection with stock.

(b) "Officer" and "director" shall include the comparable officials in unincorporated associations.

(c) "Contract" shall include any agreement (including, without limitation, an option, trust, or pledge) or any modification thereof, express or implied, oral or written.

SPECIAL PROVISIONS RELATING TO RADIO (Application under part I of title III of the act)

§ 1.351 *Place of filing; number of copies.*—Each application for construction permit or station license, and all papers incorporated therein and made a part thereof, with respect to the number of copies and place of filing, shall be submitted as follows:

Class of station	Number of application forms required and method of filing
a. All classes of Alaskan stations, except broadcast and amateur.	3 copies via inspector in charge, radio district No. 14, Seattle, Wash.
b. Aircraft	1 copy direct to Washington, D. C.
c. Geophysical	Do.
d. All classes including portable, except standard broadcast, high frequency broadcast, international broadcast, television and amateur.	2 copies direct to Washington, D. C.
e. Ship	1 copy direct to Washington, D. C.
f. Standard broadcast, high frequency broadcast, international broadcast and television.	3 copies direct to Washington, D. C.
g. Amateur	1 copy to be sent as follows: (a) To proper district office if it requires personal appearance for operator examination under direct supervision from that office; (b) direct to Washington, D. C., in all other cases, including examination for class C privileges.

§ 1.352 *Contents.*—Each application shall be specific with regard to frequency or frequencies, power, hours of operation, equipment, location of the station, and other information required by the application forms. An application for broadcast facilities in the band 550 kilocycles to 1600 kilocycles shall be limited to one specific frequency. An application for radio station construction permit or license requesting alternate facilities will not be accepted.

§ 1.353 *Full disclosures.*—Each application shall contain full and complete disclosures with regard to the real party or parties in interest, and their legal, technical, financial, and other qualifications, and as to all matters and things required to be disclosed by the application forms.

§ 1.354 *Additional statements.*—In addition the Commission may require an applicant to submit such documents and written statements of fact, under oath, as in its judgment may be necessary.

§ 1.355 *Installation or removal of apparatus.*—Applications for construction permit or modification thereof, involving removal of existing transmitting apparatus and/or installation of new transmitting apparatus, shall be filed at least 60 days prior to the contemplated removal and/or installation.

§ 1.356 *Forfeiture of construction permits: extensions of time.*—(a) A construction permit shall be automatically forfeited if the station is not ready for operation within the time specified therein or within such further time as the Commission may have allowed for completion, and a notation of the forfeiture of any construction permit under this provision will be placed in the records of the Commission as of the expiration date.

(b) Any application² for extension of time within which to construct a station shall be filed at least thirty days prior to the expiration date of such permit if the facts supporting such application for extension are known to the applicant in time to permit such filing. In other cases such applications will be accepted upon a showing satisfactory to the Commission of sufficient reasons for filing within less than thirty days prior to the expiration date. Such applications will be granted upon a specific and detailed showing that the failure to complete was due to causes not under the control of the grantee, or upon a specific and detailed showing of other matters sufficient to justify the extension.

§ 1.357 *License following construction permit.*—In all cases where a construction permit is required by section 319 of the act for the construction of a station, the application for station license (or for station license or modification thereof, if for station other than broadcast) shall be filed by permittee prior to service or program tests.

§ 1.358 *Where construction permit not required.*—Each application for a new license, except amateur, where a construction permit is not a prerequisite

¹ Before any change in the organization, capitalization, officers, directors or stockholders of a corporation other than licensee, which results in a change in the control of the licensee, prior Commission consent must be received under Section 310 (b) of the Communications Act.

² F. C. C. Form No. 701.

thereto, shall be filed at least 60 days prior to the contemplated operation of the station: *Provided, however,* That in emergency and for good cause shown, the Commission may waive the requirements of this rule.

§ 1.359 *Modification of license.*—An application for modification of license, except amateur, and except as otherwise provided by these rules, may be filed for change in frequency, change in operating power where no construction is necessary, change in hours of operation, and for change in name of licensee where no change in ownership or control is involved. In case of a broadcast station, an application for modification of license may be filed for change in location of main studio. In case of all stations other than broadcast, an application for modification of license may be filed for change in points of communication, change in nature of authorized service, and to cover an outstanding construction permit where the station is already licensed. Except when filed to cover construction permit, each application for modification of license shall be filed at least 60 days prior to the contemplated modification of license: *Provided, however,* That in emergencies and for good cause shown, the requirements hereof may be waived insofar as time for filing is concerned.

§ 1.360 *Renewal of license.*—Unless otherwise directed by the Commission, each application for renewal of license shall be filed at least 60 days prior to the expiration date of the license sought to be renewed. No application for renewal of license of a standard broadcast station will be considered unless there is on file with the Commission, the balance sheet and income statement and reports currently required by Sections 1.301 and 1.303, reference to which by date and file number shall be included in the application.

§ 1.362 *Filing directed by Commission.*—Whenever the Commission regards an application for a renewal of license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a date certain, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

§ 1.363 *Temporary extension of station licenses.*—Where there is pending before the Commission any application, investigation, or proceeding which, after hearing, might lead to or make necessary the modification of, revocation of, or the refusal to renew an existing license, the Commission may, in its discretion, grant a temporary extension of such license: *Provided, however,* That no such temporary extension shall be construed as a finding by the Commission that the operation of any radio station thereunder will serve public interest, convenience, and necessity beyond the express terms of such temporary extension of license: *And provided further,* That such temporary extension of license will in no wise affect or limit the action of the Commission with respect to any pending application or proceeding.

§ 1.364 *Assignment or transfer of control.*—(a) *General.*—(1) *Voluntary:* Application for consent to voluntary assignment of a construction permit or license, or for consent to voluntary transfer of control of a corporation holding a construction permit or license, shall be filed with the Commission at least 60 days prior to the contemplated effective date of assignment or transfer of control, (2) *Involuntary:* In the event of the death or legal disability of a permittee or licensee, or a member of a partnership, or a person directly or indirectly in control of a corporation, which is a permittee or licensee.

(i) the Commission shall be notified in writing promptly of the occurrence of such death or legal disability, and

(ii) within thirty days after the occurrence of such death or legal disability (except in the case of a ship or amateur station), application shall be filed for consent to involuntary assignment of such permit or license or for involuntary transfer of control of such corporation to a person or entity legally qualified to succeed to the foregoing interests under the laws of the place having jurisdiction over the estate involved. In the case of ship and amateur stations, involuntary assignment of licenses will not be made; such licenses shall be surrendered for cancellation upon the death or legal disability of the licensee.

(b) *Broadcast.*—With each such application, involving any standard broadcast station construction permit or license, there shall be submitted under oath or affirmation all information required to be disclosed by the application forms prescribed by the Commission, together with such other information under oath or affirmation as the Commission may require.

(c) *Other than broadcast.*—In all classes of applications for consent to assignment of construction permit or license or for consent to transfer of control of a corporation holding a construction permit or license, other than those prescribed in paragraph (b), the Commission may require the furnishing of such information as in its discretion is deemed necessary.

§ 1.365 *Special temporary authorizations.*—(a) Special temporary authority may be granted for the operation of a station for a limited time, or in a manner and to an extent or for service other or beyond that authorized in an existing license upon proper application therefor: *Provided, however,* That no such request will be considered unless:

(1) It is received by the Commission at least 10 days previous to the date of proposed operation: *Provided, however,* That any such request received within less than 10 days may be accepted upon due showing of sufficient reasons for the delay in submitting such request;

(2) Full particulars as to the purpose for which the request is made are stated.

(b) If the request is for operation of a standard broadcast station, the following additional requirements shall apply:

(1) No such authority may be granted to a person other than the licensee of an existing standard broadcast station.

(2) The request shall be limited to a definite or temporary period or periods for the transmission of programs or events which are not recurrent, and approval thereof will not be granted for a period in excess of 30 days.

(3) The request shall show that it has been seasonably submitted to other stations whose operations may be affected (to be determined as indicated below), and the date on which such request was so submitted, which such stations shall submit direct to the Commission waiver of objection to the granting thereof or a statement of the nature of any objections that such stations may desire to interpose.

(4) If the request is for operation upon a clear channel, showing required above shall be made with respect to the class I station or stations on the channel.

¹ Informal applications.



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(5) If the request is made by time-sharing station, the showing required above shall be made with respect to the station or stations with which time is shared.

(6) In any case, the showing required above must be made with respect to any station on the same or adjacent channels when any such station is located within the interference range of the station making the request to be determined by the "Standards of Good Engineering Practice Concerning Standard Broadcast Stations."

(7) Waiver of objections, or statement of objections, when furnished under this rule, shall be forwarded direct to the Commission by the responding station, and in the case of waiver shall show whether the waiver covers simultaneous operation or whether the station is giving up the time sought by the applicant. Where it appears that the proposed operation has been seasonably submitted to the station or stations referred to in subparagraphs (4), (5), and (6), above, and no reply has been received, it will be considered that such stations have waived any objections to the granting of the request.

§1.366 Special service authorizations.—Special service authority may be issued to the licensee of a standard broadcast station or, in connection with the furnishing of facilities for service to the United States Government, to the licensee of an international broadcast station or an international point-to-point station, for a service other or beyond that authorized in its existing license for a period not exceeding that of its existing license.

Application for special service authorization for standard broadcast stations must be made by formal application¹ and a satisfactory showing must be made in regard to the following, among others:

(a) That the requested operation may not be granted on a regular basis under the existing rules governing the operation of standard broadcast stations;

(b) That experimental operation is not involved as provided for by Section 3.32 of the Rules and Regulations;

(c) That public interest, convenience, and necessity will be served by the authorization requested.

§1.367 Inconsistent or conflicting applications.—When an applicant has an application pending and undecided, no other inconsistent or conflicting application filed by the same applicant, his successor or assignee, or on behalf or for the benefit of said applicant, will be accepted for consideration.

§1.368 Multiple applications; broadcast service.—In the broadcast service, while there is one application for new or additional facilities pending for a standard, international, television, facsimile, high frequency, or experimental broadcast station, the Commission will not consider another application for new or additional facilities for a station of the same class (as given above) to serve in whole or in part the same area, by the same applicant or by his successor or assignee, or on behalf or for the benefit of the original parties in interest. Two such applications may not be filed simultaneously.

§1.369 Repetitious applications.—(a) *Broadcast services.*—In the broadcast service, where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new standard, international, television, facsimile, high frequency, or developmental broadcast station, or for an extension or enlargement of existing service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider another application for a station of the same class (as given above) to serve in whole or in part the same area, by the same applicant or by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of 12 months from the effective date of the Commission's order.

(b) *Other radio services.*—In any other radio service, where an applicant has been afforded an opportunity to be heard with respect to a particular application for new station, or for an extension or enlargement of service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider a like application involving service of the same kind to the same area by the same applicant, or by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of 12 months from the effective date of the Commission's order: *Provided, however,* That the Commission may waive the requirements of this rule in situations affecting safety of life or property.

§1.370 Pending appeal.—Where an appeal has been taken from the action of the Commission in denying a particular application, another application for the same class of broadcast station and for the same area, in whole or in part, filed by the same applicant or by his successor or assignee, or on behalf or for the benefit of the original parties in interest, will not be considered until the final disposition of such appeal.

ACTION ON APPLICATIONS UNDER TITLE III

§1.381 Grants without a hearing.—Where an application for radio facilities is proper upon its face, and where it appears from an examination of the application and supporting data that (1) the applicant is legally, technically and financially qualified; (2) a grant of the application would not involve modification, revocation, or non-renewal of any existing license or outstanding construction permit; (3) a grant of the application would not cause electrical interference to an existing station or station for which a construction permit is outstanding within its normally protected contour as prescribed by the applicable Rules and Regulations; (4) a grant of the application would not preclude the grant of any mutually exclusive application; and (5) a grant of the application would be in the public interest, the Commission will grant the application without a hearing.

§1.382 Partial grants.—Where the Commission without a hearing grants any application in part, or with any privileges, terms, or conditions other than those requested, the action of the Commission shall be considered as a grant of such application unless the applicant shall, within 20 days from the date on which public announcement of such grant is made, or from its effective date if a later date is specified, file with the Commission a written request for a hearing with respect to the part, or with respect to the privileges, terms, or conditions, not granted. Upon receipt of such request, the Commission will vacate its original action upon the application and set the application for hearing in the same manner as other applications are set for hearing.

§1.383 Designation for hearing.—Applications will be designated for hearing in the following cases:

(a) Where it does not appear from an examination of the application that the applicant is legally, technically or financially qualified; or

(b) Where a grant of the application would require the modification, revocation, or non-renewal of license of an existing station or of any outstanding construction permit; or

(c) Where a grant of the application would cause electrical interference to an existing station or station for which a construction permit is outstanding within its normally protected contour as prescribed by the applicable Rules and Regulations; or

(d) Where it does not appear from an examination of the application that a grant of the application will be in the public interest.

(e) Where a grant of the application would preclude the grant of an application or applications mutually exclusive with it. However, the Commission may, if public interest will be served thereby, make a conditional grant of one of the applications and designate all of the mutually exclusive applications for hearing. Such conditional grant will be made upon the express condition that such grant is subject to being withdrawn if at the hearing it is shown that public interest will be better served by a grant of one of the other applications. Such conditional grants will be issued only where it appears:

(i) That some or all of the applications were not filed in good faith but were filed for the purpose of delaying or hindering the grant of another application; or

(ii) That public interest requires the prompt establishment of radio service in a particular community or area; or

(iii) That a grant of one or more applications would be in the public interest and that a delay in making a grant to any applicant until after the conclusion of a hearing on all applications might jeopardize the rights of the United States under the provisions of international agreement to the use of the frequency in question; or

(iv) That a grant of one application would be in the public interest and that it appears from an examination of the remaining applications that they cannot be granted because they are in violation of provisions of the Communications Act, or of other statutes, or of the Commission's rules and regulations.

§1.384 Procedure when case is designated for hearing.—(a) When an application has been designated for hearing, the Secretary of the Commission will mail a written notice to the applicant setting forth the action of the Commission designating the application for hearing, together with such statement of the Commission's reasons therefor as shall be appropriate to the nature of the application. In order to avail himself of the opportunity to be heard, the applicant, in person or by his attorney, shall, within 15 days of the mailing of the notice of designation for hearing by the Secretary, file with the Commission a written appearance stating that he will appear and present evidence on the issues specified in the statement of reasons furnished by the Commission on such date as may be fixed for the hearing. In cases involving applications for facilities other than AM broadcast, FM broadcast, international broadcast, or television, the applicant shall submit with his appearance an additional copy of his application and supporting documents.

(b) The Commission will on its own motion name as parties to the hearing:

(i) Any existing licensee or holder of an outstanding construction permit who, if the application were granted, would suffer electrical interference within his normally protected contour as prescribed by the Commission's Rules and Regulations.

(ii) Any existing licensee or holder of an outstanding construction permit whose license or construction permit would have to be modified or revoked, or whose application for renewal of license would have to be denied, if the application in question were granted.

(iii) Any person who, prior to the time the application in question was designated for hearing, had filed with the Commission a mutually exclusive application. Persons filing mutually exclusive applications after the application in question has been designated for hearing will be named as parties only if the Commission in its discretion deems such action advisable.

§1.385 Petitions to intervene.—(a) Where the Commission has failed on its own motion to name as parties to a hearing any person specified in Section 1.384(b), such person will be permitted to participate in the proceeding by filing a petition to intervene showing that he comes within the provisions of Section 1.384(b). Where the petition to intervene is based upon a claim that a grant of the application would cause electrical interference to an existing station or a station for which a construction permit is outstanding within its normally protected contour as prescribed by the applicable Rules and Regulations, the petition must be accompanied by an affidavit of a qualified radio engineer which shall show either by reference to the Commission's Standards of Good Engineering Practice or to actual measurements made in accordance with the methods prescribed by the Commission's Standards of Good Engineering Practice that electrical interference will be caused to the existing station or station for which a construction permit is outstanding within the normally protected contour of the station.

(b) Any other person desiring to participate in the hearing may file a petition to intervene. The petition must set forth the interest of the petitioner in the proceedings and must show how such person's participation will assist the Commission in the determination of the issues in question. The Commission in its discretion may grant or deny such petition or may permit intervention by such persons limited to particular issues or to a particular stage of the proceeding.

(c) The granting of any petition to intervene shall not have the effect of changing or enlarging the issues specified in the Commission's notice of hearing unless the Commission shall on motion amend the same.

(d) Petitions to intervene under this section must be filed with the Commission not later than 15 days after the issues in the hearing have first been published in the Federal Register. Any person desiring to file a petition to intervene after the expiration of such 15 days must set forth the reason why it was not possible to file the petition within the prescribed 15 days. Unless good cause is shown for delay in filing, the petition will not be granted.

§1.386 Motions to enlarge or change the issues.—Motions to enlarge or change the issues may be filed by any party to a hearing. Such motions must be filed with the Commission not later than 15 days after the issues in the hearing have first been published in the Federal Register. Any person desiring

¹ Form 317.

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to file a motion to enlarge or change the issues after the expiration of such 15 days must set forth the reason why it was not possible to file the petition within the prescribed 15 days. Unless good cause is shown for delay in filing, the motion will not be granted.

§1387 Petitions for reconsideration or for rehearing.—(a) Where an application has been granted without a hearing, any person aggrieved or whose interests would be adversely affected thereby may file a petition for reconsideration of such action. Such petition must be filed with the Commission within 20 days after public notice is given of the Commission's action in granting the application. Such petition will be granted if the petitioner shows that:

(i) Petitioner is an existing licensee or permittee and a grant of the application would require the modification, revocation, or non-renewal of his license or construction permit; or

(ii) That petitioner is an existing licensee or permittee and a grant of the application would cause interference to his station within the normally protected contour as prescribed by applicable Rules and Regulations; or

(iii) At the time the application was granted, petitioner had a mutually exclusive application pending before the Commission; or

(iv) A grant of the application is not in the public interest.

(b) Where an application has been granted or denied after hearing, petitions for rehearing may be filed within 20 days after public notice is given of the Commission's action in granting or denying the application. Petitions for rehearing by persons not parties to the Commission's hearing will not be granted unless good cause is shown as to why it was not possible for such person to participate earlier in the Commission's proceeding.

(c) Where a petition for reconsideration or for rehearing is based upon a claim of electrical interference within the normally protected contour of an existing station or a station for which a construction permit is outstanding, such petition must be accompanied by an affidavit of a qualified radio engineer which shall show either by reference to the Commission's Standards of Good Engineering Practice or to actual measurements made in accordance with the methods prescribed by the Commission's Standards of Good Engineering Practice that electrical interference will be caused to the station within its normally protected contour. If the claim of interference is not based upon actual measurements made in accordance with the Standards of Good Engineering Practice, it may be controverted by affidavit containing results of actual measurements made in accordance with the Standards of Good Engineering Practice.

(d) Each petition for reconsideration or rehearing shall be subscribed as provided in Section 1.122 and served upon all parties participating in the hearing in the manner provided in Section 1.141. In the case of a petition for reconsideration of a decision, order, or requirement made without a hearing, the party filing the petition shall serve the same in the manner provided in Section 1.141 upon the party or parties to whom such decision, order, or requirement was directed.

(e) Any opposition to a petition for reconsideration or rehearing may be filed within 10 days after the filing of such petition.

(f) Petitions for reconsideration or rehearing filed under this section may request (1) reconsideration, either in cases decided after hearing or in cases of applications granted without hearing; (2) reargument; (3) reopening of the proceeding; (4) amendment of any finding; or (5) such other relief as may be appropriate. Such petition shall state specifically the form of relief sought and, subject to this requirement, may contain alternative requests. Each such petition shall state with particularity in what respect the decision, order, or requirement or any matter determined therein is claimed to be unjust, unwarranted, or erroneous, and with respect to any finding of fact must specify the pages of record relied on. Where the petition is based upon a claim of newly discovered evidence, it must be accompanied by a verified statement of the facts relied upon, together with the facts relied on to show that the petitioner, with due diligence, could not have known or discovered such facts at the time of the hearing.

[Proposed Rule] **§1388 Special rules relating to action on applications for assignment and transfer of control.**—(a) Applications for consent to the assignment of a construction permit or license for an AM, FM, television, or other broadcast station or for consent to the transfer of control of a corporation holding such a construction permit or license shall be filed with the Commission on Form FCC No. 314 (Assignment of License) or FCC No. 315 (Transfer of Control). Each application shall be accompanied by a copy of a proposed notice in a form prescribed by the Commission which notice the licensee or permittee shall cause to be published at least twice a week for the 3 weeks immediately following the filing of such application in a daily newspaper of general circulation published in the community in which the station is located. The notice shall state the terms and conditions of the proposed assignment or transfer, the name of the proposed assignee or transferee, and, further, that any other person desiring to purchase the facilities upon the same terms and conditions may file an application to this effect with the Federal Communications Commission within 60 days from the date of the first publication of the notice, which date shall be expressly set forth therein. Upon receipt of the application, the Commission itself will issue a similar public notice stating the terms and conditions of the proposed sale and stating that others may file competing applications for the same facilities upon the same terms and conditions.

(b) No action on any such application will be taken by the Commission for a period of 60 days from the date of filing, during which time any person desiring to purchase the facilities upon the same terms and conditions may file a competing application. In the case of such competing application, it shall be necessary for the applicant to execute only so much of the application form as relates to the proposed assignee or transferee—FCC Form No. 314, Part II, and Form No. 315, Part III.

(c) If no competing application is filed during this 60-day period, the Commission will consider the original application upon its merits and will grant it if it appears from an examination of the application and supporting data public interest will be served thereby; otherwise it will be designated for hearing. If, during such 60-day period, any other application is filed, all such applications will then be considered simultaneously upon their merits, and if, upon such consideration, it appears that the proposed assignee or transferee selected by the licensee is the best qualified and that the transfer would otherwise be in the public interest, the Commission will grant the original application without a hearing. If the

Commission is unable to make such a determination upon consideration of the several applications, the original application and all competing applications will be designated for hearing, to be heard in a consolidated proceeding, to determine among other things which of the applicants is best qualified to operate the station in the public interest.

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DEFINITIONS¹

§2.1 Permittee.—"Permittee" means the holder of a radio station construction permit.

§2.2 Station licensee.—"Station licensee" means the holder of a radio station license.

§2.3 Operator licensee.—"Operator licensee" means the holder of a license or permit for the technical operation (manipulate the controls) of a licensed radio station.

§2.4 Radio station.—"Radio station" or "Station" means a station equipped to engage in radio communication or radio transmission of energy. A station includes all apparatus used at a particular location for one class of service. Radio stations are classified according to the nature of the service they furnish and in each service there may be several classes of radio stations as hereinafter provided.

§2.5 Useful radio spectrum.—"Useful radio spectrum" means the total

¹ For additional definitions see Appendix A of rules, not published herewith.

² A licensee may hold more than one license. The provisions of any rules of the Commission imposing requirements on licensees shall be considered to apply only with respect to the particular class of station to which the rule relates unless the context otherwise clearly requires.

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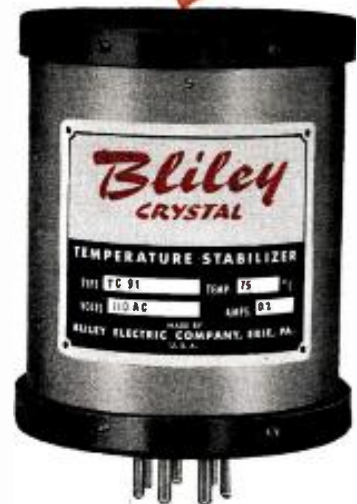
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number of frequencies or wavelengths which may be used for the transmission of energy, communications, or signals by radio.¹

§2.6 Television.—"Television" is a system of communication in which transient visual images of moving or fixed objects are transmitted for reception by visual observation.

§2.7 Facsimile.—"Facsimile" is a system of communication in which images are transmitted for record reception.

§2.8 Type A facsimile.—"Type A facsimile" is a system of facsimile communication in which images are built up of lines or dots of constant intensity.

§2.9 Type B facsimile.—"Type B facsimile" (telephotography, photoradio, etc.), is a system of facsimile communication in which images are built up of lines or dots of varying intensity.

§2.10 Cycles, kilocycles, megacycles.—In these regulations and in any instrument of authorization issued pursuant thereto the term "cycles" shall be construed to mean cycles per second; "kilocycles" to mean kilocycles per second; and "megacycles" to mean megacycles per second.

§2.11 Carrier wave.—A "carrier wave" is:

(a) In a frequency stabilized system, the sinusoidal component of a modulated wave whose frequency is independent of the modulating wave; or

(b) The output of a transmitter when the modulating wave is made zero; or

(c) A wave generated at a point in the transmitting system and subsequently modulated by the signal; or

(d) A wave generated locally at the receiving terminal which when combined with the sidebands in a suitable detector produces the modulating wave.

§2.12 Carrier frequency.—A "carrier frequency" is the frequency of the carrier wave.

§2.13 Authorized, licensed, assigned frequency.—"Authorized frequency", "licensed frequency", or "assigned frequency" means the carrier frequency assigned to a station by the Commission and specified in the instrument of authorization.

§2.14 Operating frequency.—"Operating frequency" means the carrier frequency that is actually generated by a station.

§2.15 Communication band.—"Communication band" means the frequency band or width of the frequency band required for the type of emission authorized.

§2.16 Authorized band.—"Authorized band" means the frequency band or width of the frequency band within which the emissions of a station shall be confined. Its width comprises the "communication band" and twice the "frequency tolerance."

§2.17 Authorized or licensed power.—"Authorized power" or "licensed power" means the power assigned to a radio station by the Commission and specified in the instrument of authorization.

§2.18 Operating power.—"Operating power" means the power that is actually supplied to the radio station antenna. This power is computed by one of the several methods hereinafter described in these regulations.

§2.19 Maximum rated carrier power.—"Maximum rated carrier power" is the maximum power at which the transmitter can be operated satisfactorily and is determined by the design of the transmitter and the type and number of vacuum tubes used in the last radio stage.

§2.20 Plate input power.—"Plate input power" means the product of the direct plate voltage applied to the tubes in the last radio stage and the total direct current flowing to the plates of these tubes, measured without modulation.

§2.21 Antenna power.—"Antenna input power" or "antenna power" means the product of the square of the antenna current and the antenna resistance at the point where the current is measured.

§2.22 Antenna current.—"Antenna current" means the radio-frequency current in the antenna with no modulation.

§2.23 Antenna resistance.—"Antenna resistance" means the total resistance of the transmitting antenna system at the operating frequency and at the point at which the antenna current is measured.

§2.24 Modulation.—"Modulation" is the process of producing a wave, some characteristic of which varies as a function of the instantaneous value of another wave, called the modulating wave.

§2.25 Modulator stage.—"Modulator stage" means the last amplifier stage of the modulating wave which modulates a radio-frequency stage.

§2.26 Modulated stage.—"Modulated stage" means the radio-frequency stage to which the modulator is coupled and in which the continuous wave (carrier wave) is modulated in accordance with the system of modulation and the characteristics of the modulating wave.

§2.27 Last radio stage.—"Last radio stage" means the oscillator or radio-frequency-power amplifier stage which supplies power to the antenna.

§2.28 Percentage modulation (amplitude).—"Percentage modulation" with respect to an amplitude modulated wave means the ratio of half the difference between the maximum and minimum amplitudes of the amplitude modulated wave to the average amplitude, expressed in percentage.²

¹ At the present development of the art the useful radio spectrum is considered to extend from 10 kilocycles to 3000000 kilocycles or 30000 meters to 0.01 meters. These frequencies are classified into bands with designations and abbreviations as follows:

Frequency in Kilocycles	Designations	Abbreviations
10 to 30 inclusive	Very Low	VLF
Above 30 to 300 "	Low	LF
" 300 to 3000 "	Medium	MF
" 3000 to 30000 "	High	HF
" 30000 to 300000 "	Very High	VHF
" 300000 to 3000000 "	Ultra High	UHF
" 3000000 to 30000000 "	Super High	SHF

This range may be extended as progress of the art warrants.

² In linear modulation the average amplitude of the envelope is equal to the amplitude of the unmodulated wave, provided there is no zero-frequency component in the modulating signal wave (as in telephony). For modulating signal waves having unequal positive and negative peaks, positive and negative modulation factors may be defined as the ratios of the maximum departures (positive and negative) of the envelope from its average value, to its average value.

§2.29 Percentage modulation (frequency).—"Percentage modulation" with respect to a frequency modulated radio wave, is the ratio of the frequency difference between the fixed carrier frequency and the resultant modulated frequency and the frequency difference required for 100-percent modulation, expressed in percentage.

§2.30 Maximum percentage modulation.—"Maximum percentage of modulation" means the greatest percentage of modulation that may be obtained by a transmitter without producing in its output harmonics of the modulating frequency in excess of those permitted by these regulations.

§2.31 High-level modulation.—"High-level modulation" is modulation produced in the last radio stage of the system.

§2.32 Low-level modulation.—"Low-level modulation" is modulation produced in an earlier stage than the final.

§2.33 Plate modulation.—"Plate modulation" is modulation produced by introduction of the modulating wave into the plate circuit of any tube in which the carrier frequency wave is present.

§2.34 Grid modulation.—"Grid modulation" is modulation produced by introduction of the modulating wave into any of the grid circuits of any tube in which the carrier frequency wave is present.

§2.35 Special provisions for apparatus employing alternating plate supply (self-rectifying plate supply).—In the application of these rules to equipment authorized and designed for the use of alternating current or voltage, as plate supply for the last radio stage, the terms "direct current" and "direct voltage" shall be considered as referring to the equivalent effective alternating current and voltage, and terms having possible application only to equipment designed for the use of direct current shall not apply whenever these terms are used in these rules.

ADMINISTRATIVE REGULATIONS

§2.41 Period of construction.—(a) Each construction permit for a radio station in the broadcast service will specify a maximum of 60 days from the date of granting thereof as the time within which construction of the station shall begin, and a maximum of six months thereafter as the time within which construction shall be completed and the station ready for operation, unless otherwise determined by the Commission upon proper showing in any particular case.

(b) Each construction permit for a radio station other than broadcast will specify the date of grant as the earliest date of commencement of construction and a maximum of eight months thereafter as the time within which construction shall be completed and the station ready for operation, unless otherwise determined by the Commission upon proper showing in any particular case.

§2.42 Equipment test.—Upon completion of construction of a radio station in exact accordance with the terms of the construction permit, the technical provisions of the application therefor and the rules and regulations governing the class of station concerned and prior to filing of application for license, the permittee is authorized to test the equipment for a period not to exceed 10 days: *Provided*, That:

(a) The inspector in charge of the district in which the station is located, is notified 2 days in advance of the beginning of tests.

(b) In the case of all broadcast stations the Commission also shall be notified 2 days in advance of the beginning of tests, which shall be conducted in the case of standard broadcast stations, only between 1 a.m. and 6 a.m., local standard time unless otherwise specifically authorized. Equipment tests shall not be conducted during the frequency monitoring period when the station is required to remain silent.

(c) The Commission may notify the permittee to conduct no tests or may cancel, suspend, or change the date of beginning for the period of such tests as and when such action may appear to be in the public interest, convenience, and necessity.

§2.43 Service or program test.—(a) When construction and equipment tests are completed in exact accordance with the terms of the construction permit, the technical provisions of the application therefor, and the rules and regulations governing the class of station concerned, and after an application for station license has been filed with the Commission showing the transmitter to be in satisfactory operating condition, the permittee is authorized to conduct service or program tests in exact accordance with the terms of the construction permit for a period not to exceed 30 days: *Provided*, That:

(1) The inspector in charge of the district in which the station is located, is notified 2 days in advance of the beginning of such tests.

(2) In the case of all broadcast stations the Commission also shall be notified 2 days in advance of the beginning of tests.

(b) The Commission reserves the right to cancel such tests or suspend, or change the date of beginning for the period of such tests as and when such action may appear to be in the public interest, convenience and necessity by notifying the permittee.

(c) Service or program tests will not be authorized after expiration date of the construction permit.

§2.44 Authorization for tests not to be construed as license.—The authorization for tests embodied in sections 2.42 and 2.43 shall not be construed as constituting a license to operate but as a necessary part of the construction.

§2.45 License expiration time and periods.—Each station license will be issued so as to expire at the hour 3 a.m., eastern standard time. The normal license periods and expiration dates are specified under the rules governing the class of station concerned. Unless otherwise ordered, when an application for a new station license is granted within three months of the expiration date for licenses of the particular class of station involved, the license shall be issued for the unexpired period of the current license term and for the full succeeding term. If granted more than three months from the normal expiration date, the license will be issued for the unexpired period of the current license term only.

§2.46 License, simultaneous modification and renewal.—When an application is granted by the Commission necessitating the issuance of a modified license less than 60 days prior to the expiration date of the license sought to be modified, and an application for renewal of said license is granted subsequent or prior thereto (but within 30 days of expiration of the present license) the modified license as well as the renewal license shall be issued to conform to the combined action of the Commission.

¹ See section 1.356 Rules of Practice and Procedure.

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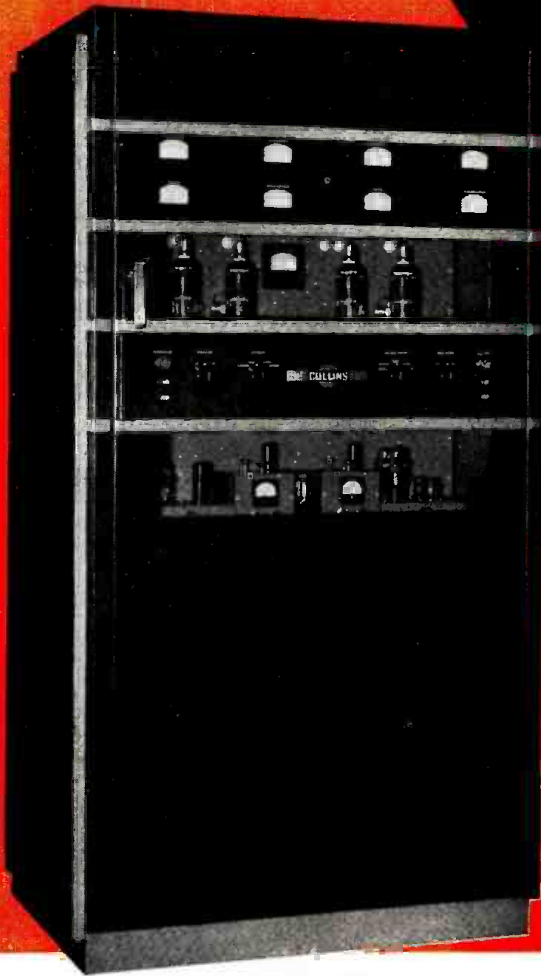
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- *734A-1, 10,000 watts
- *733A-1, 3,000 watts
- *732A-1, 1,000 watts
- *731A-1, 250 watts



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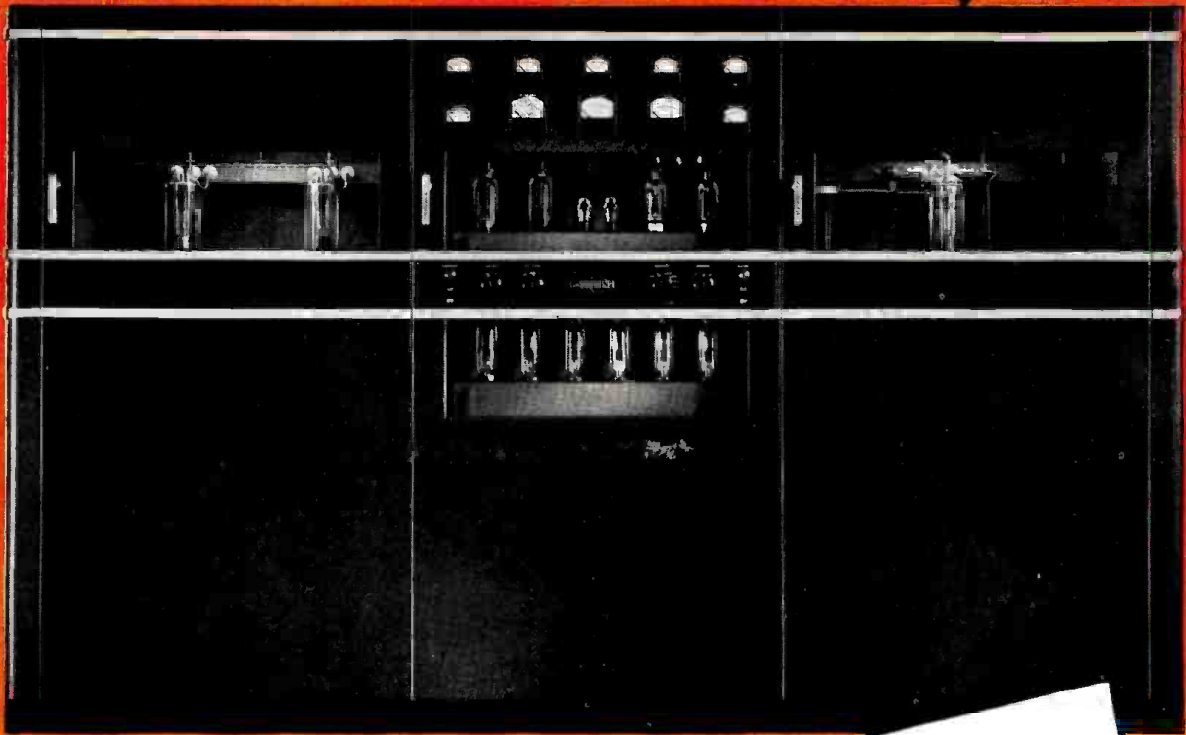
AM and FM studio equipment and accessories

- | | |
|--|--|
| 6P preamplifier | 12Y portable remote amplifier, 1 channel a.c. |
| 6M program amplifier | 12Z portable remote amplifier, 4 channel a.c./d.c. |
| 6X line amplifier and monitor | 26W limiting amplifier |
| *12W speech input console | |
| *equalizers, attenuators, mixing panels, jack strips | |



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FCC RULES & REGULATIONS FOR BROADCAST SERVICES

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§2.47 Maintenance tests of licensed stations.—Station licensees are authorized to carry on such routine tests as may be required for the proper maintenance of the stations under the rules governing the class of station concerned, provided that the tests shall be so conducted as not to cause interference with the service of other stations.

§2.48 Station inspection.—The licensee of any radio station shall make the station available for inspection by representatives of the Commission at any reasonable hour and under the regulations governing the class of station concerned.

§2.49 Call letter assignment.—The call letters of a radio station shall normally be designated in alphabetical order from groups available for assignment.

§2.50 Deletion of call letters.—The call letters of a radio station will be deleted in either of the following instances:

- (a) Where an existing instrument of authorization has expired and no application for renewal or extension thereof has been filed;
- (b) Where a license has been revoked, surrendered or canceled.

§2.51 Station license, posting of.—The original of each station license shall be posted in the transmitter room or kept in the manner specified in the regulations governing the class of station concerned.

§2.52 Operator license, posting of.—The original license of each station operator shall be posted at the place where he is on duty or kept in his possession in the manner specified in the regulations governing the class of station concerned.

§2.53 Operators, place of duty.—(a) Except as may be provided in the rules governing a particular class of station, one or more licensed operators of the grade specified by these rules and regulations shall be on duty at the place where the transmitting apparatus of each station is located and in actual charge thereof whenever it is being operated; *Provided, however,* That:

(1) Subject to the provisions of paragraph (b) of this section, in the case of a station licensed for service other than broadcast, where remote control is used, the Commission may modify the foregoing requirements upon proper application and showing being made so that such operator or operators may be on duty at the control station in lieu of the place where the transmitting apparatus is located.

(2) In the case of two or more stations, except amateur and broadcast, licensed in the name of the same person to use frequencies above 30000 kilocycles only, a licensed radio operator of any class except amateur or holder of restricted radiotelephone or radiotelegraph operator permit who has the station within his effective control, may be on duty at any point within the communication range of such stations in lieu of the transmitter location or control point during the actual operation of the transmitting apparatus and shall supervise the emissions of all such stations so as to insure the proper operation in accordance with the station license.

(3) A licensed operator who is the holder of a radiotelephone or radiotelegraph first- or second-class license may be on duty as the operator of one or more forestry stations licensed in the name of the same person, municipality, or state, at any location within the reliable daytime communication range of each such station in lieu of the transmitter locations or control point(s) during actual operation of the transmitting apparatus employing telephony; *Provided,* Such operator has each station within his effective control and supervises the emission of each station to insure proper operation thereof in accordance with the terms of the respective station license; *Provided further,* That forestry stations operated in accordance herewith shall have a maximum rated carrier power not in excess of 50 watts and shall be authorized to operate on a frequency or frequencies other than within the band 3000 to 30,000 kilocycles; *Provided further,* That the equipment thereof shall be designed and constructed so that none of the operations necessary to be performed during the course of normal rendition of service may cause off-frequency operation or result in any unauthorized radiation, and that any needed adjustments of the transmitter that may affect proper operation of the station shall be regularly made by or in the presence holding a first- or second-class license, either telephone or telegraph, who shall be responsible for the proper operation of the equipment.

(b) Authority to employ an operator at the control point in accordance with paragraph (a) (1) of this section shall be subject to the following conditions:

(1) The transmitter shall be so installed and protected that it is not accessible to other than duly authorized persons.

(2) The emissions of the transmitter shall be continuously monitored at the control point by a licensed operator of the grade specified for the class of station involved.

(3) Provision shall be made so that the transmitter can quickly and without delay be placed in an inoperative condition in the event there is a deviation from the terms of the station license.

(4) The radiation of the transmitter shall be suspended immediately when there is a deviation from the terms of the station license.

§2.54 Retention of radio station logs.—Logs of a radio station, when required elsewhere in these rules and regulation to be made or kept, shall be retained by the licensee for a period of 1 year unless otherwise provided by the rules governing the particular service or class of station concerned; *Provided, however,* That logs involving communications incident to a disaster or which include communications incident to or involved in an investigation by the Commission and concerning which the licensee has been notified, shall be retained by the licensee until specifically authorized in writing by the Commission to destroy them; *Provided, further,* That logs incident to or involved in any claim or complaint of which the licensee has notice shall be retained by the licensee until such claim or complaint has been fully satisfied or until the same has been barred by statute limiting the time for the filing of suits upon such claims.

§2.55 Logs, by whom kept.—Each log shall be kept by the person or persons competent to do so, having actual knowledge of the facts required, who shall sign the log when starting duty and again when going off duty. The logs shall be made available upon request by an authorized representative of the Commission.

§2.56 Log form.—The log shall be kept in an orderly manner, in suitable form, and in such detail that the data required for the particular class of sta-

¹ Effective control is deemed lost when a receiver or transmitter of a station becomes inoperative or operation deviates from terms of the station license, and operation of such station must be discontinued immediately.

tion concerned, are readily available. Key letters or abbreviations may be used if proper meaning or explanation is contained elsewhere in the log.

§2.57 Correction of logs.—No log or portion thereof shall be erased, obliterated, or willfully destroyed within the period of retention provided by the rules. Any necessary correction may be made only by the person originating the entry who shall strike out the erroneous portion, initial the correction made, and indicate the date of correction.

§2.58 Rough logs.—Rough logs may be transcribed into condensed form, but in such case the original log or memoranda and all portions thereof shall be preserved and made a part of the complete log.

§2.59 Distress messages.—Each station licensee shall give absolute priority to radio communications or signals relating to ships or aircraft in distress; shall cease all sending on frequencies which will interfere with hearing a radio communication or signal of distress and except when engaged in answering or aiding the ship or aircraft in distress, shall refrain from sending any radio communications or signals until there is assurance that no interference will be caused with the radio communications or signals relating thereto; and shall assist the vessel in distress, so far as possible, by complying with its instructions.

§2.60 Control of distress traffic.—The control of distress traffic shall devolve upon the mobile station in distress or upon the station which by application of the provisions of section 2.61 has sent the distress call. These stations may delegate the control of the distress traffic to another station.

§2.61 Retransmission of distress message.—Any station which becomes aware that a mobile station is in distress may transmit the distress message in the following cases:

(a) When the station in distress is not itself in a position to transmit the message.

(b) In the case of mobile stations, when the master or the person in charge of the ship, aircraft, or other vehicle carrying the station which intervenes believes that further help is necessary.

(c) In the case of other stations, when directed to do so by the station in control of distress traffic or when it has reason to believe that a distress call which it has intercepted has not been received by any station in a position to render aid.

§2.62 Resumption of operation after distress.—No station having been notified to cease operation shall resume operation on frequency or frequencies which may cause interference until notified by the station issuing the original notice that the station involved will not interfere with distress traffic as it is then being routed or until the receipt of a general notice that the need for handling distress traffic no longer exists.

§2.63 Operation during emergency.—The licensee of any station, except amateurs, may, during a period of emergency in which the normal communication facilities are disrupted as a result of hurricane, flood, earthquake, or similar disaster, utilize such station for emergency communication service in communicating in a manner other than that specified in the station license, provided (1) that as soon as possible after the beginning of such emergency use notice be sent to the Commission in Washington, D. C., and to the inspector in charge of the district in which the station is located stating the nature of the emergency and the use to which the station is being put, and (2) that the emergency use of the station shall be discontinued as soon as substantially normal communication facilities are again available and the Commission in Washington, D. C., and the inspector in charge be notified immediately when such special use of the station is terminated. The Commission may at any time order the discontinuance of such service.

§2.64 Portable-mobile station.—"Portable-mobile station" means a radio station which is normally used while in motion and which is capable of being moved conveniently from one mobile unit to another, and is in fact so moved from time to time.

§2.65 Station identification.—When not required to identify itself by some other provision or provisions of the Rules and Regulations, every radio station shall identify itself by its regularly designated call letters as follows:

1. Every station operating in the broadcast service shall transmit its call letters at the beginning and end of each period of operation, and, during operation, at least once every hour.

2. Every station used for other than broadcast service shall transmit its call letters at the end of each transmission, and at least once every fifteen minutes during an exchange of communications.

§2.66 Discontinuance of operation.—Unless otherwise required by the rules governing the particular service in which a radio station operates, the licensee of each fixed or land radio station, except stations operating in Alaska, shall notify the inspector in charge of the district where such station is located of any of the following changes in the status of such station at least two days before such change:

(a) Temporary discontinuance of operation for a period of ten days or more;

(b) The date of resumption of operation after temporary discontinuance of operation for a period of ten days or more;

(c) Permanent discontinuance of operation. *Provided, however,* Where any such discontinuance of operation is not voluntary and results from causes beyond the control of the licensee notice thereof shall be given not later than two days after such discontinuance of operation.

In all cases of permanent discontinuance of operation the licensee shall, in addition to notifying the inspector of intention to discontinue operation, immediately forward the station license to the Washington, D. C. office of the Commission for cancellation.

TECHNICAL REGULATIONS

§2.71 Allocation of frequencies.—The center frequencies of each communication band and the allocation of frequencies to the various services will be in accordance with appendix B hereof.

[Editor's Note: Appendix B, Frequency Allocations, currently being revised by the FCC, is not available at present time.]

§2.72 Classification of emissions.—Emissions shall be classified according
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FCC RULES & REGULATIONS FOR BROADCAST SERVICES

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to the purpose for which they are used, assuming their modulation or their possible keying to be only in amplitude as follows:¹

1. Continuous waves:

Type A0.—Waves the successive oscillations of which are identical under fixed conditions.²

Type A1.—Telegraphy on pure continuous waves. A continuous wave which is keyed according to a telegraph code.

Type A2.—Modulated telegraphy. A carrier wave modulated at one or more audible frequencies; the audible frequency or frequencies or their combination with the carrier wave being keyed according to a telegraph code.

Type A3.—Telephony: Waves resulting from the modulation of a carrier wave by frequencies corresponding to the voice, to music or to other sounds.

Type A4.—Facsimile: Waves resulting from the modulation of a carrier wave by frequencies produced at the time of the scanning of a fixed image with a view to its reproduction in a permanent form.

Type A5.—Television: Waves resulting from the modulation of a carrier wave by frequencies produced at the time of the scanning of fixed or moving objects.

2. Damped waves:

Type B.—Waves composed of successive series of oscillations the amplitude of which, after attaining a maximum, decreases gradually, the wave trains being keyed according to a telegraph code.

Communication band width.—The frequency bands authorized to be occupied by the above types of emission are as shown in the following table:

Type of transmission	Total width of the band in cycles For transmission with 2 sidebands
A-0 Continuous waves, no signaling.	
A-1 Telegraphy, pure, continuous wave: Morse code. Baudot code. Stop-start printer.....	Numerically equal to the telegraph speed in bauds for the fundamental frequency, 3 times this width for the 3d harmonic, etc. (For a code of 8 time elements (dots or blanks) per letter and 48 times elements per word, the speed in bands shall be equal to 0.8 times the speed in words per minute.)
Scanning-type printer.....	800-1000, for speeds of 50 words per minute, according to the conditions of operation and the number of lines scanned (for example, 7 or 12). Harmonics are not considered in the above values.
A-2 Telegraph modulated to musical frequency.	Figures appearing under A-1, plus twice the highest modulation frequency.
A-3 Commercial telephony..... Broadcasting	Twice the number indicated by the CCIF Opinions (about 6000 to 8000). ³ 15000 to 20000.
A-4 Facsimile	Approximately the ratio between the number of picture components ⁴ to be transmitted and the number of seconds necessary for the transmission.
A-5 Television	Approximately the product of the number of picture components ² multiplied by the number of pictures transmitted per second.

§2.73 Special emissions.—Authorization for other types of emission may be issued and will be termed "special" in the instrument of authorization. When special emissions are authorized they will be described and limited as to band width by the instrument of authorization.

§2.74 Permissible band width of emission.—The band width described herein is the maximum permissible for the type of emission indicated. Unless otherwise specifically provided by the rules governing the class of station concerned, the band width emitted shall not exceed the frequency separation band width as shown in the table of frequency allocations (appendix B).

§2.75 Frequency measurement.—The licensee of each station shall provide means for the measurement of the station frequency. The measurement of the station frequency shall be made by a means independent of the frequency control of the transmitter and shall be conducted in accord with the regulations governing the class of station concerned.

§2.76 Primary standard of frequency.—The primary standard of frequency for radio frequency measurements shall be the national standard of frequency maintained by the National Bureau of Standards, Department of Commerce, Washington, D. C. The operating frequency of all radio stations will be determined by comparison with this standard or the standard signals of Station WWV of the National Bureau of Standards.

§2.77 Type B emission prohibited.—No license shall be issued for the operation of any station using, or proposing to use, transmitting apparatus employing damped wave (type B) emission, except for the operations of life boat apparatus for routine tests, and emergency communications in the open sea.

§2.78 Frequency tolerance.—The frequency tolerance for various classes of stations will be as specified in the regulations governing the class of station concerned.

¹ See Article 5, Section 1 of the General Radio Regulations annexed to the International Telecommunications Convention, Madrid, 1932, Revision of Cairo, 1938.

² These waves shall be used only in special cases, such as standard frequency emissions.

³ It is recognized that the band width may be wider for a multiple-channel radio-telephony and secret radiotelephony.

⁴ Two picture components, one black and one white, constitute a cycle; thus, the modulation frequency equals one-half the number of components transmitted per second.

§2.79 Operating power, computation of.—The operating power shall be computed by one of the following methods:

(a) By indirect measurement from the plate input power of the last radio stage, by multiplying the plate voltage by the total plate current of the last radio stage, and by a factor which is specified in the regulations governing the class of station concerned.

(b) By direct measurement of the antenna input power.

(c) By measurements of field intensity as specified by the regulations governing the class of station concerned.

§2.80 Operating power tolerance.—The operating power of all radio stations shall be maintained within the following tolerance of the authorized or licensed power:

(a) When the maximum power only is specified, the operating power shall not be greater than necessary to carry on the service and in no event more than 5 percent above the maximum power specified.

(b) Identification announcements during operation need not be made when to make such announcement would interrupt a single consecutive speech, play, or, any type of production. In such cases the identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion thereof.

§2.81 Changes in height or location of antenna.—The licensee of a radio station, the transmitter of which is authorized at a fixed location, shall not make any changes, without the express authority of the Commission, either in the height or the location of the antenna or its supporting structures, except, in case of other than broadcast station when the existing or proposed antenna or structure has a maximum height not in excess of 100 feet above the ground, changes in height or local changes in location may be made without specific authorization. In no case shall any change in the height or the location of the antenna or its supporting structures be made without authority when located or proposed to be located within five miles of an airport recognized by the Civil Aeronautics Administration or within five miles of the center line of an established Federal airway.

§2.82 Inspection of tower lights and associated control equipment.—The licensee of any radio station which has an antenna or antenna supporting structure(s) required to be illuminated pursuant to the provisions of section 303(a) of the Communications Act of 1934, as amended:

(a) Shall make a visual observation of the tower lights at least once each twenty-four hours to insure that all such lights are functioning properly as required.

(b) Shall report immediately by telephone or telegraph to the nearest Airways Communication Station or Office of the Civil Aeronautics Administration any observed failure of the tower lights, not corrected within thirty minutes, regardless of the cause of such failure. Further notification by telephone or telegraph shall be given immediately upon resumption of the required illumination.

(c) Shall inspect at intervals of at least once each three months, all flashing or rotating beacons and automatic lighting control devices to insure that such apparatus is functioning properly as required.

NATIONAL DEFENSE

§2.91 National defense—free service.—Any common carrier subject to the Communications Act may render to any agency of the United States Government free service in connection with the preparation for the national defense. Every such carrier rendering any such free service shall make and file, in duplicate, with the Commission, on or before the 31st day of July and on or before the 31st day of January in each year, reports covering the periods of six months ending on the 30th day of June and the 31st day of December, respectively, next prior to said dates. These reports shall show the names of the agencies to which free service was rendered pursuant to this rule, the general character of the communications handled for each agency, and the charges in dollars which would have accrued to the carrier for such service rendered to each agency if charges for all such communications had been collected at the published tariff rates.

§2.92 National defense—emergency authorization.—The Federal Communications Commission may authorize the licensee of any radio station during a period of national emergency to operate its facilities upon such frequencies, with such power and points of communication, and in such a manner beyond that specified in the station license as may be requested by the Army or Navy.

§2.93 National defense—naval instructions regarding ship radio service.—No provision of the Commission's rules and regulations shall, in time of war, prevent the master of any vessel of the United States from taking any action whatsoever in regard to the radio installation, the operators, the transmission and receipt of messages, and the radio service of the ship whenever in his discretion such action is necessary to carry out the instructions of United States naval control officers and other instructions issued by the Navy Department.

Part 3—RULES GOVERNING STANDARD AND HIGH-FREQUENCY BROADCAST STATIONS

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GENERAL SPECIFICATIONS

INPUT IMPEDANCE: Bridging, 7500 ohms; terminating, 600 ohms, excepting Type 185—1581 ohms, bridging.

FREQUENCY RANGE: Less than 0.2 db up to 10,000 c.p.s. Type 920, less than 0.2 db, 30 up to 15,000 c.p.s.

METER SCALE: -20 to +3 VU and 0 to 100%. Type A scale has VU reading on upper scale; Type B scale has percentage reading on upper scale.

INDICATING METER: Copper-Oxide type, adjusted for deliberate pointer action.

METER ADJUSTMENT CONTROL: Miniature step type; ± 0.5 db range, in 0.1 db steps.

MOUNTING: Rack models 19" long for standard relay rack; portable models in walnut cabinet, approx. 11"x6"x6 1/4".

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FCC RULES & REGULATIONS FOR BROADCAST SERVICES

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Radio Engineering Consultants



857-B
\$160.00



1850-A
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9C22
\$1000.00

Reference List of RCA Tubes

FOR COMMERCIAL BROADCAST SERVICE

HERE is a convenient listing of the more popular tubes built by RCA for commercial broadcast service. Every tube listed here is backed by many years of design and manufacturing know-how.

When you install RCA tubes in your transmitter, you can expect *more than your money's worth* in long life, depend-

able performance, and economical operation.

For additional information or advice on RCA tubes for broadcasting, call your nearest RCA broadcast specialist — or write to RCA, Commercial Engineering Department, Section 62-80, Harrison, New Jersey.



RCA TRANSMITTING TUBES

BEAM POWER TUBES			BEAM POWER TUBES		
TYPE	DESCRIPTION	Max. Plate Dissipation Watts	TYPE	DESCRIPTION	Max. Plate Dissipation Watts
807	R-F Power Amplifier, Class AB ₂ , Modulator, Doubler, Crystal Oscillator. Beam Power Type. Full input to 60 Mc. Easy to drive.	25	828	R-F Power Amplifier, Class AB ₂ , Modulator. Beam Power Type. Can deliver large audio power with low distortion.	70
815	Push-Pull R-F Power Amplifier, Class AB ₂ , Modulator, Frequency Multiplier. Beam Power Type. Exceptional efficiency at the higher frequencies. Full input to 125 Mc.	20	829-B	Push-Pull R-F Power Amplifier. Beam Power Type. Exceptional efficiency with full input at frequencies as high as 200 Mc.	40
			832-A	Push-Pull R-F Power Amplifier, Beam Power Type. High power sensitivity. Full input to 200 Mc.	15

827-R
\$135.00

815
\$4.50

826
\$12.00



RCA TRANSMITTING TUBES (Continued)

RADIATOR-COOLED TYPES

TYPE	DESCRIPTION	Max. Plate Dissipation Watts
9C22	R-F Power-Amplifier Triode. Full input to 5 megacycles. High efficiency. Designed for 50 kilowatt air-cooled transmitters. Radiator-cooled.	20,000
827-R	R-F Power Amplifier Tetrode. Radiator-cooled. Useful in frequency modulation and television transmitters. Full input to 110 Mc.	800
889-R	R-F Power Amplifier, Class B Modulator. Mu—21. Radiator-cooled	5,000
891-R	R-F Power Amplifier, Class B Modulator. Mu—8. Radiator-cooled. Two-section filament.	4,000
892-R	R-F Power Amplifier, Class B Modulator. Mu—50. Radiator-cooled. Two-section filament.	4,000
893A-R	R-F Power Amplifier, Class B Modulator. Mu—36. Radiator-cooled. Three-section filament.	20,000

WATER-COOLED TYPES

TYPE	DESCRIPTION	Max. Plate Dissipation Watts
9C21	R-F Power Amplifier Triode. Full input to 15 megacycles. High efficiency. Designed for 50 kilowatt water-cooled transmitters.	40,000
862-A	R-F Power Amplifier, Class B Modulator. Mu—45.	100,000
880	R-F Power Amplifier, Class B Modulator. Mu—20.	20,000
889	R-F Power Amplifier, Class B Modulator. Mu—21. Full input to 50 Mc.	5,000
891	R-F Power Amplifier, Class A and B Modulator. Mu—8. Two-section filament. Supersedes Type 848.	6,000
892	R-F Power Amplifier. Class B Modulator. Mu—50. Two-section filament. Supersedes Type 863.	10,000
898-A	R-F Power Amplifier. Class B Modulator. Mu—45. Three-section filament.	100,000

AIR-COOLED TYPES

TYPE	DESCRIPTION	Max. Plate Dissipation Watts
810	R-F Power Amplifier, Class B Modulator. Mu—36. Full input to 30 Mc.	125

AIR-COOLED TYPES (Continued)

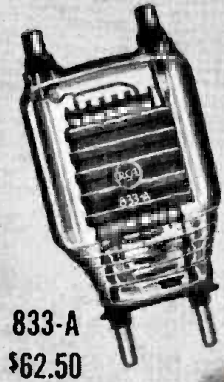
TYPE	DESCRIPTION	Max. Plate Dissipation Watts
826	U-H-F Power Amplifier, Oscillator. Mu—31. Full input to 250 Mc.	60
833-A	R-F Power Amplifier, Class B Modulator. Direct replacement for Type 833. Forced-air cooling required at higher inputs.	400

ICONOSCOPES AND PICTURE TUBES

TYPE	DESCRIPTION	Max. Anode Volts
12AP4	12-inch screen having medium persistence and white fluorescence. Magnetic deflection. Medium 6-pin base.	7,700
1848	Iconoscope for portable television camera. Magnetic deflection. Electrostatic focus. Octal 8-pin base.	1,200
1850-A	Direct pick-up camera tube. Camera tube for either direct or film pick-up service.	1,200

MERCURY-VAPOR RECTIFIERS

TYPE	DESCRIPTION	Max. Peak Inverse Volts	Max. Peak Plate Amp.	Max. D-C Output Amp.
816	Mercury-Vapor. F: 2.5 volts, 2 amp. Small 4-pin base.	5,000	0.5	0.125
857-B	Mercury-Vapor. F: 5 volts, 30 amp. Forced-air cooling. Supersedes Type 857.	10,000 22,000	40 40	10 10
866-A/866	Mercury-Vapor. F: 2.5 volts, 5 amp. Supersedes Types 866 and 866-A. Medium 4-pin bayonet base.	2,000 5,000 10,000	2.0 1.0 1.0	0.5 0.25 0.25
869-B	Mercury-Vapor. F: 5 volts, 18 amp. Supersedes Type 869-A.	10,000 20,000	10 10	2.5 2.5
872-A/872	Mercury-Vapor. F: 5 volts, 7.5 amp. Supersedes Types 872 and 872-A. Jumbo 4-pin base.	5,000 10,000	5 5	1.25 1.25
8008	Mercury-Vapor. F: 5 volts, 7.5 amp. Super-Jumbo 4-pin base.	5,000 10,000	5 5	1.25 1.25

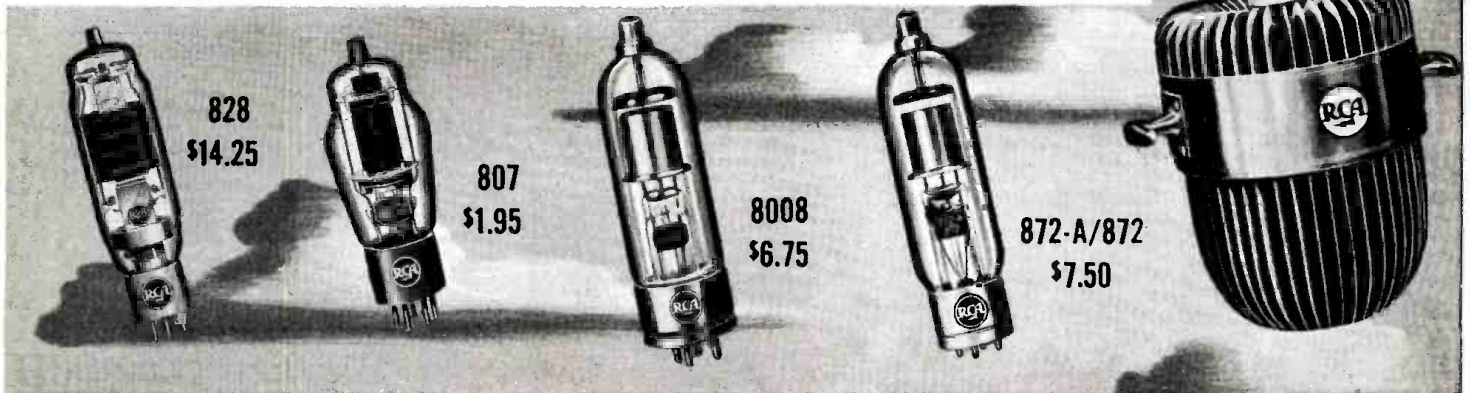


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FCC RULES & REGULATIONS FOR BROADCAST SERVICES

(Continued from page 476)

BROADCASTS BY CANDIDATES FOR PUBLIC OFFICE

Sec. 3.421 General requirements.
3.422 Definitions.

Sec. 3.423 Rates and Practices.
3.424 Records; inspection.

Subpart A—Rules Governing Standard Broadcast Stations DEFINITIONS¹

§3.1 Standard broadcast station.—The term "standard broadcast station" means a station licensed for the transmission of radio-telephone emissions primarily intended to be received by the general public and operated on a channel in the band 550-1600 kilocycles, inclusive.

§3.2 Standard broadcast band.—The term "standard broadcast band" means the band of frequencies extending from 550-1600 kilocycles, inclusive, both 550 kilocycles and 1600 kilocycles being the carrier frequencies of broadcast channels.

§3.3 Standard broadcast channel.—The term "standard broadcast channel" means the band of frequencies occupied by the carrier and two side bands of a broadcast signal with the carrier frequency at the center. Channels shall be designated by their assigned carrier frequencies. Carrier frequencies assigned to standard broadcast stations shall begin at 550 kilocycles and be in successive steps of 10 kilocycles.

§3.4 Dominant station.—The term "dominant station" means a class I station, as hereinafter defined, operating on a clear channel.

§3.5 Secondary station.—The term "secondary station" means any station except a class I station operating on a clear channel.

§3.6 Daytime.—The term "daytime" means that period of time between local sunrise and local sunset.

§3.7 Nighttime.—The term "nighttime" means that period of time between local sunset and 12 midnight local standard time.

§3.8 Sunrise and sunset.—The terms "sunrise and sunset" mean, for each particular location and during any particular month, the average time of sunrise and sunset as specified in the license of a broadcast station. (For tabulation of average sunrise and sunset times for each month at various points in the United States, see "Average Sunrise and Sunset Times.")

§3.9 Broadcast day.—The term "broadcast day" means that period of time between local sunrise and 12 midnight local standard time.

§3.10 Experimental period.—The term "experimental period" means that time between 12 midnight and local sunrise. This period may be used for experimental purposes in testing and maintaining apparatus by the licensee of any standard broadcast station on its assigned frequency and with its authorized power, provided no interference is caused to other stations maintaining a regular operating schedule within such period. No station licensed for "daytime" or "specified hours" of operation may broadcast any regular or scheduled program during this period.

§3.11 Service areas.—(a) The term "primary service area" of a broadcast station means the area in which the ground wave is not subject to objectionable interference or objectionable fading.

(b) The term "secondary service area" of a broadcast station means the area served by the sky wave and not subject to objectionable interference. The signal is subject to intermittent variations in intensity.

(c) The term "intermittent service area" of a broadcast station means the area receiving service from the ground wave but beyond the primary service area and subject to some interference and fading.

§3.12 Main studio.—The term "main studio" means, as to any station, the studio from which the majority of its local programs originate, and/or from which a majority of its station announcements are made of programs originating at remote points.

§3.13 Portable transmitter.—The term "portable transmitter" means a transmitter so constructed that it may be moved about conveniently from place to place, and is in fact so moved about from time to time, but not ordinarily used while in motion. In the standard broadcast band, such a transmitter is used in making field intensity measurements for locating a transmitter site for a standard broadcast station. A portable broadcast station will not be licensed in the standard broadcast band for regular transmission of programs intended to be received by the public.

§3.14 Auxiliary transmitter.—The term "auxiliary transmitter" means a transmitter maintained only for transmitting the regular programs of a station in case of failure of the main transmitter.

§3.15 Combined audio harmonics.—The term "combined audio harmonics" means the arithmetical sum of the amplitudes of all the separate harmonic components. Root sum square harmonic readings may be accepted under conditions prescribed by the Commission.

§3.16 Effective field.—The term "effective field" or "effective field intensity" is the root-mean-square (RMS) value of the inverse distance fields at a distance of 1 mile from the antenna in all directions in the horizontal plane.

ALLOCATION OF FACILITIES

§3.21 Three classes of standard broadcast channels.—(a) *Clear channel:* A "clear channel" is one on which the dominant station or stations render service over wide areas and which are cleared of objectionable interference within their primary service areas and over all or a substantial portion of their secondary service areas.

(b) *Regional channel:* A "regional channel" is one on which several stations may operate with powers not in excess of 5 kilowatts. The primary service area of a station operating on any such channel may be limited, as a consequence of interference to a given field intensity contour.

(c) *Local channel:* A "local channel" is one on which several stations may operate with powers not in excess of 250 watts. The primary service area of a station operating on any such channel may be limited, as a consequence of interference, to a given field intensity contour.

¹ Other definitions which may pertain to standard broadcast stations are included in sections 2.1 to 2.35 and the Communications Act of 1934, as amended.

§3.22 Classes and power of standard broadcast stations.—(a) *Class I station:* A "class I station" is a dominant station operating on a clear channel and designed to render primary and secondary service over an extended area and at relatively long distances. Its primary service area is free from objectionable interference from other stations on the same and adjacent channels and its secondary service area free from interference except from stations on the adjacent channel, and from stations on the same channel in accordance with the channel designation in section 3.25 or in accordance with the Engineering Standards of Allocation. The operating power shall be not less than 10 kilowatts nor more than 50 kilowatts. (Also see section 3.25 (a) for further power limitation.)

(b) *Class II station:* A "class II station" is a secondary station which operates on a clear channel (see section 3.25) and is designed to render service over a primary service area which is limited by and subject to such interference as may be received from class I stations. A station of this class shall operate with power not less than 0.25 kilowatts nor more than 50 kilowatts. Whenever necessary, a class II station shall use a directional antenna or other means to avoid interference with class I stations and with other class II stations, in accordance with the Engineering Standards of Allocation.

(c) *Class III station:* A "class III station" is a station which operates on a regional channel and is designed to render service primarily to a metropolitan district¹ and the rural area contiguous thereto. Class III stations are subdivided into two classes:

(1) *Class III-A station:* A "class III-A station" is a class III station which operates with power not less than 1 kilowatt nor more than 5 kilowatts, and the service area of which is subject to interference in accordance with the Engineering Standards of Allocation.

(2) *Class III-B station:* A "class III-B station" is a class III station which operates with a power not less than 0.5 kilowatt nor more than 1 kilowatt night and 5 kilowatts daytime, and the service area of which is subject to interference in accordance with the Engineering Standards of Allocation.

(d) *Class IV station:* A "class IV station" is a station operating on a local channel and designed to render service primarily to a city or town and the suburban and rural areas contiguous thereto. The power of a station of this class shall not be less than 0.1 kilowatt nor more than 0.25 kilowatt, and its service area is subject to interference in accordance with the Engineering Standards of Allocation.

§3.23 Time of operation of the several classes of stations.²—The several classes of standard broadcast stations may be licensed to operate in accordance with the following:

(a) "Unlimited time" permits operation without a maximum limit as to time.

(b) "Limited time" is applicable to class II (secondary stations) operating on a clear channel only. It permits operation of the secondary station during daytime, and until local sunset if located west of the dominant station on the channel, or if located east thereof, until sunset at the dominant station; and in addition during night hours, if any, not used by the dominant station or stations on the channel.

(c) "Daytime" permits operation during the hours between average monthly local sunrise and average monthly local sunset. (For exact time of sunset at any location see "Average Sunrise and Sunset Times.")

(d) "Sharing time" permits operation during hours which are so restricted by the station license as to require a division of time with one or more other stations using the same channel.

(e) "Specified hours" means that the exact operating hours are specified in the license. (The minimum hours that any station shall operate are specified in section 3.71.)

§3.24 Broadcast facilities; showing required.—An authorization for a new standard broadcast station or increase in facilities of an existing station³ will be issued only after a satisfactory showing has been made in regard to the following, among others:

(a) That the proposed assignment will tend to effect a fair, efficient, and equitable distribution of radio service among the several states and communities.

(b) That objectionable interference will not be caused to existing stations or that if interference will be caused the need for the proposed service outweighs the need for the service which will be lost by reason of such interference. That the proposed station will not suffer interference to such an extent that its service would be reduced to an unsatisfactory degree. (For determining objectionable interference, see Engineering Standards of Allocation and Field Intensity Measurements in Allocation.)

(c) That the applicant is financially qualified to construct and operate the proposed station.⁴

(d) That the applicant is legally qualified. That the applicant (or the person or persons in control of an applicant corporation or other organization) is of good character and possesses other qualifications sufficient to provide a satisfactory public service.

(e) That the technical equipment proposed, the location of the transmitter, and other technical phases of operation comply with the regulations governing the same, and the requirements of good engineering practice. (See technical regulations herein and Locations of Transmitters of Standard Broadcast Stations.)

(f) That the facilities sought are subject to assignment as requested under

¹ The term "metropolitan district" as used in this paragraph is not limited in accordance with the definition given by the Bureau of the Census but includes any principal center of population in any area.

² Formal application required for change in time of operation of existing broadcast station.

See Standards of Good Engineering Practice for form number.

³ Formal applications required. See Standards of Good Engineering Practice for form number.

⁴ See Money Required to Construct and Complete Electrical Tests of Stations of Different Classes and Powers.

(Continued on page 482)

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FCC RULES & REGULATIONS FOR BROADCAST SERVICES

(Continued from page 480)

existing international agreements and the Rules and Regulations of the Commission.

(k) That the public interest, convenience, and necessity will be served through the operation under the proposed assignment.

§3.25 Clear channel: class I and II stations.—The frequencies in the following tabulation are designated as clear channels and assigned for use by the classes of stations are given:

(a) To each of the channels below there will be assigned one class I station and there may be assigned one or more class II stations operating limited time or daytime only: 640, 650, 660, 670, 700, 720, 750, 760, 770, 780, 820, 830, 840, 870, 880, 890, 1020, 1040, 1100, 1120, 1160, 1180, 1200, and 1210 kilocycles. The power of the class I stations on these channels shall not be less than 50 kilowatts.

(b) To each of the channels below there may be assigned class I and class II stations: 680, 710, 810, 850, 940, 1000, 1030, 1060, 1070, 1080, 1090, 1110, 1130, 1140, 1170, 1190, 1500, 1510, 1520, 1530, 1550, and 1560 kilocycles.

(c) For class II stations located not less than 650 miles from the nearest Canadian Border and which will not deliver over 5 microvolts per meter ground wave or 25 microvolts per meter 10 per cent time sky wave at any point on said border, 690, 740, 860, 900, 1010,^{4a} and 1580 kilocycles.

(d) For class II stations which operate daytime only with power not in excess of 1 kilowatt and which will not deliver over 5 microvolts per meter ground wave at any point on the nearest Mexican Border, 730, 800, 900, 1050,^{4b} 1220,^{4c} and 1570 kilocycles.

(e) For class II stations located not less than 650 miles from the nearest Cuban Border and which will not deliver over 5 microvolts per meter ground wave or 25 microvolts per meter 10 per cent time sky wave at any point on said border, 1540 kilocycles.

§3.26 Regional channels: classes III-A and III-B stations.—The following frequencies are designated as regional channels and are assigned for use by class III-A and III-B stations:^{4a} 550, 560,^{4b} 570,^{4c} 580, 590,^{4d} 600, 610, 620, 630,^{4e} 790, 910, 920, 930, 950, 960, 970, 980, 1150, 1250, 1260, 1270,^{4f} 1280, 1290, 1300, 1310, 1320, 1330, 1350,^{4g} 1360, 1370, 1380, 1390, 1410, 1420, 1430, 1440, 1460, 1470, 1480, 1500, and 1600 kilocycles.

§3.27 Local channels: class IV stations.—The following frequencies are designated as local channels and are assigned for use by class IV stations: 1230, 1240, 1340, 1400, 1450, and 1490 kilocycles.

§3.28 Assignment of stations to channels.—(a) The individual assignments of stations to channels which may cause interference to other United States stations only shall be made in accordance with the standards of good engineering practice prescribed and published from time to time by the Commission for the respective classes of stations involved. (For determining objectionable interference see "Engineering Standards of Allocation" and "Field Intensity Measurements in Allocation", Section C.)

(b) In all cases where an individual station assignment may cause interference with or may involve a channel assigned for priority of use by a station in another North American country, the classifications, allocation requirements and engineering standards set forth in the North American Regional Broadcasting Agreement shall be observed.

§3.29 Assignment of class IV stations to regional channels.—On condition that interference will not be caused to any class III station, and that the channel is used fully for class III stations and subject to interference as may be received from class III stations, class IV stations may be assigned to regional channels.

§3.30 Station location.—(a) Each standard broadcast station shall be considered located in the State and city where the main studio is located.

(b) The transmitter of each standard broadcast station shall be so located that primary service is delivered to the borough or city in which the main studio is located in accordance with the Standards of Good Engineering Practice, prescribed by the Commission.

§3.31 Authority to move main studio.—The licensee of a standard broadcast station shall not move its main studio outside the borders of the borough or city, State, district, Territory, or possession in which it is located without first making written application⁶ to the Commission for authority to so move, and securing written permission for such removal. The licensee shall promptly notify the Commission of any other change in location of the main studio.

§3.32 Special experimental authorizations.—(a) Special experimental authorizations⁷ may be issued to the licensee of a standard broadcast station in addition to the regular license upon proper application therefor⁸ and satisfactory showing in regard to the following, among others:

(1) That the applicant has a program of research and experimentation which indicates reasonable promise of contribution to the development and practical application of broadcasting, and will be in addition to and advancement of the work that can be accomplished under its regular license.

(2) That the experimental operation and experimentation will be under the direct supervision of a qualified engineer with an adequate staff of engineers qualified to carry on the program of research and experimentation.

(3) That the public interest, convenience, and necessity will be served by granting the authorization requested.

(b) In case a special experimental authorization permits additional hours of operation, no licensee shall transmit any commercial or sponsored program or make any commercial announcement during such time of operation. In case of other additional facilities, no additional charge shall be made by reason of transmission with such facilities.

^{4a} A station on 1010 kilocycles shall also protect a class I-B station at Havana, Cuba.
^{4b} See North American Regional Broadcasting Agreement for use of this channel by a station in New York (Appendix I Table IV.)

^{4c} See Agreement with Mexico for further use of this channel.

^{4d} See section 3.29 in regard to assigning class IV stations to regional channels.

^{4e} See North American Regional Broadcasting Agreement for special provisions concerning the assigning of class II stations in other countries of North America to these regional channels. Such stations shall be protected from interference in accordance with appendix II, Table I, of said Agreement.

⁶ Formal application required. See Standards of Good Engineering Practice for form number.

⁷ Special authorizations which do not involve experimental operation may be granted pursuant to section 1.365.

⁸ The Commission on September 24, 1940, advanced the effective date of section 3.32 (b) to March 29, 1941.

(c) A special experimental authorization will not be extended after the actual experimentation is concluded.

(d) The program of research and experimentation as outlined in the application for a special experimental authorization shall be adhered to in the main unless the licensee is authorized to do otherwise by the Commission.

(e) The Commission may require from time to time a broadcast station holding such experimental authorization to conduct experiments that are deemed desirable and reasonable.

(f) A supplemental report shall be filed with and made a part of each application for an extension of a special experimental authorization and shall include statements of the following:

(1) Comprehensive summary of all research and experimentation conducted.

(2) Conclusions and outline of proposed program for further research and development.

(3) Comprehensive summary and conclusions as to the social and economic effects of its use.

§3.33 Directional antenna; showing required.—(a) No application for authority to install a directional antenna⁹ will be accepted unless a definite site and full details of the design of the directional antenna are given with the application. (See Data Required with Applications Involving Directional Antenna Systems.)

(b) No application for an authorization to operate a directional antenna during the broadcast day will be accepted unless proof of performance of the directional antenna taken during equipment test period is submitted with the application. (See Field Intensity Measurements in Allocation, section B.)

§3.34 Normal license period.—All standard broadcast station licenses will be issued for a normal license period of 3 years. Licenses will be issued to expire at the hour of 3 a.m., Eastern Standard Time, in accordance with the following schedule, and at three-year intervals thereafter:

(a) For stations operating on the frequencies 640, 650, 660, 670, 680, 690, 700, 710, 720, 730, 740, 750, 760, 770, 780, 800, 810, 820, 830, 840, 850, 860, 870, 880, 890, 900, 940 kc., Nov. 1, 1946.

(b) For stations operating on the frequencies 900, 1000, 1010, 1020, 1030, 1040, 1050, 1060, 1070, 1080, 1090, 1100, 1110, 1120, 1130, 1140, 1160, 1170, 1180, 1190, 1200, 1210, 1220, 1500, 1510, 1520, 1530, 1540, 1550, 1590, 1570, 1580 kc., May 1, 1945.

(c) For stations operating on the frequencies 550, 560, 570, 580, 590, 600, 610, 620, 630, 790 kc., May 1, 1946.

(d) For stations operating on the frequencies 910, 920, 930, 950, 960, 970, 980, 1150, 1250 kc., May 1, 1947.

(e) For stations operating on the frequencies 1260, 1270, 1280, 1290, 1300, 1310, 1320, 1330, 1350, 1360 kc., Nov. 1, 1945.

(f) For stations operating on the frequencies 1370, 1380, 1390, 1410, 1420, 1430, 1440, 1460, 1470, 1480, 1590, 1600 kc., Nov. 1, 1947.

(g) For stations operating on the frequency 1230 kc., Feb. 1, 1946.

(h) For stations operating on the frequency 1240 kc., Aug. 1, 1946.

(i) For stations operating on the frequency 1340 kc., Feb. 1, 1947.

(j) For stations operating on the frequency 1400 kc., Aug. 1, 1947.

(k) For stations operating on the frequency 1450 kc., Feb. 1, 1948.

(l) For stations operating on the frequency 1490 kc., Aug. 1, 1948.

§3.35 Multiple Ownership.¹⁰—No license shall be granted for a standard broadcast station, directly or indirectly owned, operated or controlled¹¹ by any person¹² where such station renders or will render primary service to a substantial portion of the primary service area of another standard broadcast station, directly or indirectly owned, operated or controlled by such person, except upon a showing that public interest, convenience and necessity will be served through such multiple ownership situation.

EQUIPMENT

§3.41 Maximum rated carrier power; tolerances.—The maximum rated carrier power of a standard broadcast transmitter shall not be less than the authorized power nor shall it be greater than the value specified in the following table:

⁹ Formal application required. See Standards of Good Engineering Practice for form number.

¹⁰ See Order 84-A, dated November 23, 1943: "This regulation is to take effect immediately, PROVIDED, HOWEVER That with respect to persons who now directly or indirectly own, operate or control a standard broadcast station which renders primary service to a substantial portion of the primary service area of another standard broadcast station, directly or indirectly owned, operated or controlled by such person, the effective date of this regulation shall be midnight May 31, 1944; PROVIDED FURTHER, That with respect to such persons the Commission may, upon proper showing, extend the licenses of the stations involved in order, in any particular case, to determine the applicability of this regulation or to permit the orderly disposition of properties."

The Commission on April 4, 1944 adopted Order 84-B which provides:

"I. Except as provided below the effective date of Regulation 3.35 is hereby suspended. II. On or before May 31, 1944, all licensees to whom Regulation 3.35 is or may be applicable will be required to:

1. File an application which will effect compliance with Regulation 3.35; or
2. Submit a petition for extension of license for such period as may be necessary to complete negotiations for an orderly disposition or otherwise to comply with the terms of the Regulation provided such petition sets forth:

a. The determination of the licensee to proceed in good faith as expeditiously as may be to effectuate compliance with the Regulation; and

b. A statement of the steps which petitioner proposes to take in order to effect his compliance with the Regulation, and the specific facts establishing due diligence in the effort to effect a compliance with the terms of the Regulation and the licensee's inability to comply therewith; or

3. Submit a petition for a hearing to determine the applicability of regulation 3.35 to the petitioner, in which case the petition and the license renewal will be set for hearing.

III. The license renewals of all affected licensees, who do not take one of the foregoing steps or who are unsuccessful in obtaining an extension of time under subparagraph 2 above, will be designated for hearing.

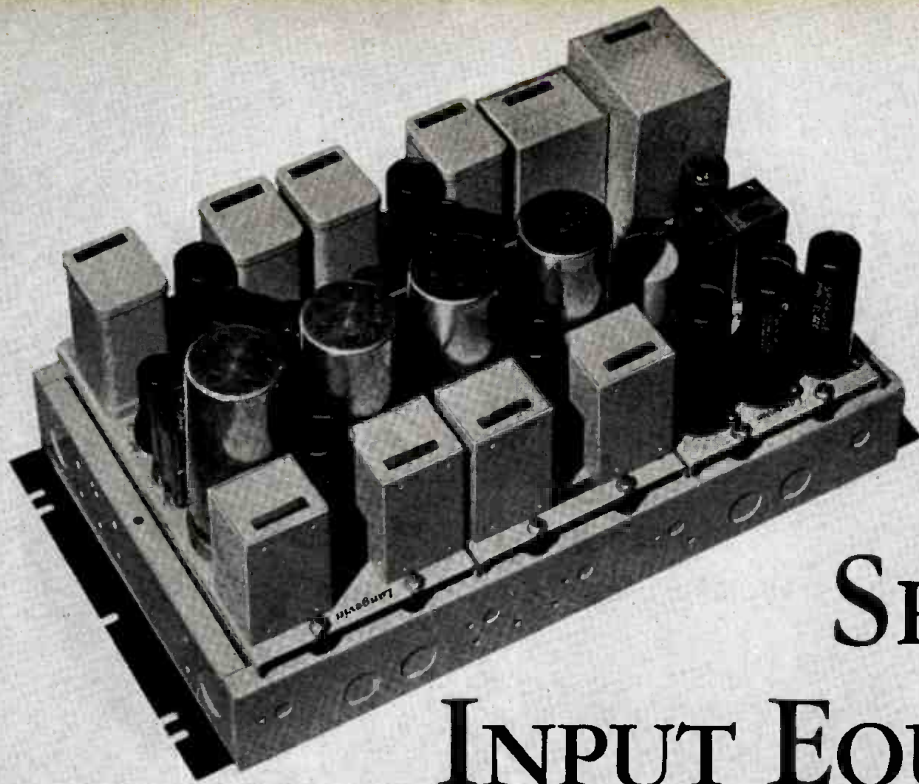
IV. The Commission will insist upon a speedy determination of any proceeding hereunder and will require an expeditious consultation with its final order thereon within such reasonable time as may be fixed in such final order.

V. Upon compliance with Regulation 3.35 the Commission will issue appropriate certificates pursuant to the provisions of Section 123 of the Revenue Act of 1943."

¹¹ The word "control", as used herein, is not limited to majority stock ownership but includes actual working control in whatever manner exercised.

¹² The word "person", as used herein, includes all persons under common control.

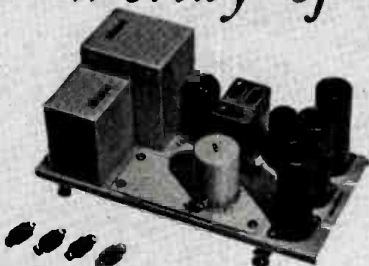
(Continued on page 484)



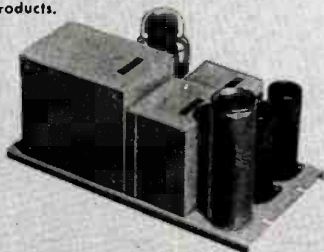
AT LEFT. Two Langevin Type 111-A Dual Pre-Amplifiers and one Langevin 102-A Line-Amplifier mounted on a 3-A Mounting Frame. This unit provides four pre-amplifiers and one line-amplifier, or three pre-amplifiers, one booster-amplifier and one line-amplifier, all in 10½" of rack mounting space. External power supply such as the Langevin 201-B Rectifier, as shown below, is required.

SPEECH INPUT EQUIPMENT

Worthy of an Engineer's Careful Consideration



TYPE 102A Amplifier is one of the 102 Series Line Amplifiers of which four different types are available. The "A" is mostly used to drive the line after the master gain control. It is quiet, has excellent frequency characteristic and ample power output with low distortion products.

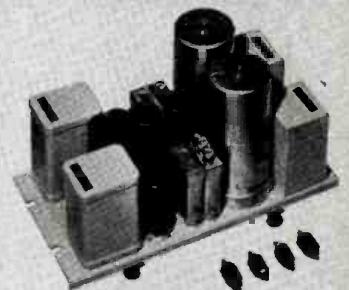


The 201-B Rectifier is one of the 201 Series Rectifiers, of which two types are available, the "B" having additional filtering, thereby giving a slightly lower ripple content than the "A." This unit is capable of supplying power for one 102 Series Line Amplifier and three 111 Pre-Amplifiers (six pre-amplifiers).

Every unit of Langevin speech input equipment is held to a rigid standard of performance. These units may be cascaded in accordance with good engineering practices and still be well within the allowable limits of FM requirements as to frequency response, noise and distortion products.

All Langevin speech input equipment units are mounted on standard 5¼" x 10¼" chassis. Three of these units can be mounted on a Langevin 3-A Mounting Frame, which occupies 10½" of space on any standard rack. Wall mounting steel cabinets for housing these units are also available.

We are proud of the products which bear the name *Langevin*. It will only appear on good apparatus.



The 111-A Amplifier consists of two individual pre-amplifiers on a single chassis for use in high quality speech input equipment. Its compact unutilized construction saves rack space. Input impedances of 30, 250 and 600 ohms; output impedance 600 ohms. It is quiet and has excellent frequency characteristics and ample power output with low distortion products.



The 108-A Amplifier is one of the 108 Series Monitor Amplifiers, of which four different types are available. The "A" is ordinarily used to drive a monitor system from a 600 ohm or bridging source. Its distortion is low for this type of service. It is quiet and has ample power with excellent frequency characteristics.

The Langevin Company

INCORPORATED

SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING

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1050 Howard St., 3

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1000 N. Seward St., 38

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(Continued from page 482)

Class of station	Maximum power authorized to station	Maximum rated carrier power permitted to be installed ¹
		Watts
Class IV	100 or 250 watts	250
Class III	500 or 1,000 watts	1,000
	5,000 watts	5,000
Class II	250, 500, or 1,000 watts	1,000
	5,000 or 10,000 watts	10,000
	25,000 or 50,000 watts	50,000
Class I	10,000 watts	10,000
	25,000 or 50,000 watts	50,000

¹The maximum rated carrier power must be distinguished from the operating power (see Sections 2.18 and 2.19.)

§3.42 Maximum rated carrier power; how determined.—The maximum rated carrier power of a standard broadcast transmitter shall be determined as the sum of the applicable power ratings of the vacuum tubes employed in the last radio stage.

(a) The power rating of vacuum tubes shall apply to transmitters employing the different classes of operation or systems of modulation as specified in Power Rating of Vacuum Tubes prescribed by the Commission.

(b) If the maximum rated carrier power of any broadcast transmitter, as determined by paragraph (a) of this section, does not give an exact rating as recognized in the Commission's plan of allocation, the nearest rating thereto shall apply to such transmitter.

(c) Authority will not be granted to employ, in the last radio stage of a standard broadcast transmitter, vacuum tubes from a manufacturer or of a type number not listed until the manufacturer's rating for the class of operation or system of modulation is submitted to and approved by the Commission. These data must be supplied by the manufacturer in accordance with Requirements for the Approval of the Power Rating of Vacuum Tubes, prescribed by the Commission.

§3.43 Changes in equipment; authority for.—No licensee shall change, in the last radio stage, the number of vacuum tubes to vacuum tubes of different power rating or class of operation, nor shall it change system of modulation without the authority of the Commission.¹⁰

§3.44 Other changes in equipment.—Other changes except as provided for in these rules or Standards of Good Engineering Practice, prescribed by the Commission, which do not affect the maximum power rating or operating power of the transmitter or the operation or precision of the frequency control equipment may be made at any time without authority of the Commission, but in the next succeeding application for renewal of license such changes which affect the information already on file shall be shown in full.

§3.45 Radiating system.—(a) All applicants for new, additional, or different broadcast facilities and all licensees requesting authority to move the transmitter of an existing station shall specify a radiating system the efficiency of which complies with the requirements of good engineering practice for the class and power of the station. (Also see Use of Common Antenna by Standard Broadcast Stations or Another Radio Station.)

(b) The Commission will publish from time to time specifications deemed necessary to meet the requirements of good engineering practice. (See Minimum Antenna Heights or Field Intensity Requirements and Field Intensity Measurements in Allocation, sec. A.)

(c) No broadcast station licensee shall change the physical height of the transmitting antenna, or supporting structures, or make any changes in the radiating system which will measurably alter the radiation patterns, except upon written application to and authority from the Commission.¹¹

(d) The antenna and/or supporting structure shall be painted and illuminated in accordance with the specifications supplied by the Commission pursuant to section 303 (q) of the Communications Act of 1934, as amended. (See Standard Lamps and Paints.)

(e) The simultaneous use of a common antenna or antenna structure by two standard broadcast stations or by a standard broadcast station and a station of any other class or service will not be authorized unless both stations are licensed to the same licensee. (See Use of Common Antenna by Standard Broadcast Stations or Another Radio Station.)

§3.46 Transmitter.—(a) The transmitter proper and associated transmitting equipment of each broadcast station shall be designed, constructed, and operated in accordance with the Standards of Good Engineering Practice in all phases not otherwise specifically included in these regulations.

(b) The transmitter shall be wired and shielded in accordance with good engineering practice and shall be provided with safety features in accordance with the specifications of article 810 of the current National Electrical Code as approved by the American Standards Association.

(c) The station equipment shall be so operated, tuned, and adjusted that emissions are not radiated outside the authorized band¹² which cause or which, in accordance with the Standards of Good Engineering Practice, are considered as being capable of causing interference to the communications of other stations. The spurious emissions, including radio frequency harmonics and audio frequency harmonics, shall be maintained at as low level as required by good engineering practice. The audio distortion, audio frequency range, carrier hum, noise level, and other essential phases of the operation which control the external effects shall at all times conform to the requirements of good engineering practice.

(d) Whenever, in this section, the term "good engineering practice" is used, the specifications deemed necessary to meet the requirements thereof will be published from time to time. (See Construction, General Operation and Safety of Life Requirements.)

¹⁰ Formal application required. See Standards of Good Engineering Practice for form number.

¹¹ Informal application may be made, except in controversial cases or directional antenna; then formal application shall be made.

¹² See Construction, General Operation and Safety of Life Requirements.

TECHNICAL OPERATION

§3.51 Operating power; how determined.—The operating power of each standard broadcast station shall be determined by:

(a) Direct measurement of the antenna power in accordance with section 3.54.¹³

(1) Each new standard broadcast station.

(2) Each existing standard broadcast station after June 1, 1941.

(b) Indirect measurement by means of the plate input power to the last radio stage on a temporary basis in accordance with sections 3.52 and 3.53.

(1) In the case of existing standard broadcast stations and pending compliance with paragraph (a) (2) of this section.

(2) In case of an emergency where the licensed antenna has been damaged or destroyed by storm or other cause beyond the control of the licensee or pending completion of authorized change¹⁴ in the antenna system.

(c) Upon making any change¹⁵ in the antenna system, or in the antenna current measuring instruments, or any other change which may change the characteristics of the antenna, the licensee shall immediately make a new determination of the antenna resistance (see section 3.54) and shall submit application for authority to determine power by the direct method on the basis of the new measurements.

§3.52 Operating power; indirect measurement.¹⁶—The operating power determined by indirect measurement from the plate input power of the last radio stage is the product of the plate voltage (E_p), the total plate current of the last radio stage (I_p), and the proper factor (F) given in the following tables: that is

OPERATING POWER $E_p \times I_p \times F$

A. Factor to be used for stations employing plate modulation 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	.70
5,000 and over watts	.80

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	.35
Class BC ³	.65

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	.25
Table D ¹	.35

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.

§3.53 Application of efficiency factors.—In computing operating power by indirect measurement the above factors shall apply in all cases, and no distinction will be recognized due to the operating power being less than the maximum rated carrier power. (See Plate Efficiency of Last Radio Stage.)

§3.54 Operating power; direct measurement.—The antenna input power determined by direct measurement is the square of the antenna current times the antenna resistance at the point where the current is measured and at the operating frequency. Direct measurement of the antenna input power will be accepted as the operating power of the station, provided the data on the antenna resistance measurements are submitted under oath giving detailed description of the method used and the data taken. The antenna current shall be measured by an ammeter of accepted accuracy.¹⁷ These data must be submitted to and approved by the Commission before any licensee will be authorized to operate by this method of power determination.¹⁸ The antenna ammeter shall not be changed to one of different type, maximum reading, or accuracy without the authority of the Commission. If any change is made in the antenna system or any change made which may affect the antenna system, the method of determining operating power shall be changed immediately to the indirect method. (See Further Requirements for Direct Measurements of Power.)

§3.55 Modulation.—(a) A licensee of a broadcast station will not be authorized to operate a transmitter unless it is capable of delivering satisfactorily the authorized power with a modulation of at least 85 percent. When the transmitter is operated with 85 percent modulation, not over 10 percent combined audio frequency harmonics shall be generated by the transmitter.

¹³ Program tests on equipment, including a new or different antenna system, will not be authorized unless application for authority to determine power by the direct method has been granted, or is submitted simultaneously with the application for license to cover the construction permit and the application for license will not be granted until such time as the application for direct measurement is approved.

¹⁴ Changes shall not be made except upon making proper request and obtaining approval thereof in accordance with sections 3.45 and 3.58.

¹⁵ See Order No. 107 dated November 6, 1942, effective December 1, 1942, which makes certain changes in the method of determining operating constants of standard broadcast stations; and Order No. 107A, dated July 10, 1945, effective September 1, 1945, and October 1, 1945, which revokes Order No. 107 and (13) reinstates the provisions of section 3.52.

¹⁶ See Indicating Instruments pursuant to section 3.58.

¹⁷ Formal application required. See Standards of Good Engineering Practice for form number.

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LOHNES & CULVER
CONSULTING RADIO ENGINEERS
MUNSEY BUILDING
WASHINGTON 4, D. C.

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Sincerely,

LOHNES & CULVER

By *George M. Lohnes*
George M. Lohnes

FCC RULES & REGULATIONS FOR BROADCAST SERVICES

(Continued from page 484)

(b) All broadcast stations shall have in operation a modulation monitor approved by the Commission.

(c) The operating percentage of modulation of all stations shall be maintained as high as possible consistent with good quality of transmission and good broadcast practice and in no case less than 85 percent on peaks of frequent recurrence during any selection which normally is transmitted at the highest level of the program under consideration.

(d) The Commission will, from time to time, publish the specifications, requirements for approval, and a list of approved modulation monitors. (See Approved Modulation Monitors and also Requirements for Approval of Modulation Monitors.)

§3.56 Modulation; data required.—A licensee of a broadcast station claiming a greater percentage of modulation than the fundamental design indicates can be procured shall submit full data showing the antenna input power by direct measurement and complete information, either oscillograms or other acceptable data, to show that a modulation of 85 percent or more with not over 10 percent combined audio harmonics, can be obtained with the transmitter operated at the maximum authorized power.

§3.57 Operating power; maintenance of.—The licensee of a broadcast station shall maintain the operating power of the station within the prescribed limits of the licensed power at all times except that in an emergency when, due to causes beyond the control of the licensee, it becomes impossible to operate with the full licensed power, the station may be operated at reduced power for a period of not to exceed 10 days, provided that the Commission and the Inspector in Charge¹⁷ shall be notified in writing immediately after the emergency develops. (See Operating Power Tolerance.)

§3.58 Indicating instruments.—Each broadcast station shall be equipped with suitable indicating instruments of accepted accuracy to measure the antenna current, direct plate circuit voltage, and the direct plate circuit current of the last radio stage. These indicating instruments shall not be changed or replaced, without authority of the Commission, except by instruments of the same type, maximum scale reading, and accuracy. (See Indicating Instruments Pursuant to section 3.58.)

§3.59 Frequency tolerance.—The operating frequency of each broadcast station shall be maintained within 50 cycles of the assigned frequency until January 1, 1940, and thereafter the frequency of each new station or each station where a new transmitter is installed shall be maintained within 20 cycles of the assigned frequency, and after January 1, 1942, the frequency of all stations shall be maintained within 20 cycles of the assigned frequency.

§3.60 Frequency monitor.—The licensee of each standard broadcast station shall have in operation at the transmitter a frequency monitor independent of the frequency control of the transmitter. The frequency monitor shall be approved by the Commission. It shall have a stability and accuracy of at least 5 parts per million. (See Approved Frequency Monitors and also Requirements for Approval of Frequency Monitors.)

§3.61 New equipment; restrictions.—The Commission will authorize the installation of new transmitting equipment in a broadcast station or changes in the frequency control of an existing transmitter only if such equipment is so designed that there is reasonable assurance that the transmitter is capable of maintaining automatically the assigned frequency within the limits specified in section 3.59.

§3.62 Automatic frequency control equipment; authorization required.—New automatic frequency control equipment and changes in existing automatic frequency control equipment that may affect the precision of frequency control or the operation of the transmitter shall be installed only upon authorization¹⁸ from the Commission. (See Approved Equipment.)

§3.63 Auxiliary transmitter.—Upon showing that a need exists for the use of an auxiliary transmitter¹⁹ in addition to the regular transmitter of a broadcast station, a license therefor may be issued provided that:

(a) An auxiliary transmitter may be installed either at the same location as the main transmitter or at another location.

(b) A licensed operator shall be in control whenever an auxiliary transmitter is placed in operation.

(c) The auxiliary transmitter shall be maintained so that it may be put into immediate operation at any time for the following purposes:

(1) The transmission of the regular programs upon the failure of the main transmitter

(2) The transmission of regular programs during maintenance or modification²⁰ work on the main transmitter, necessitating discontinuance of its operation for a period not to exceed five days.

(3) Upon request by a duly authorized representative of the Commission.

(d) The auxiliary transmitter shall be tested at least once each week to determine that it is in proper operating condition and that it is adjusted to the proper frequency, except that in case of operation in accordance with paragraph (c) of this section during any week, the test in that week may be omitted provided the operation under paragraph (c) is satisfactory. A record shall be kept of the time and result of each test operating under paragraph (c). Tests shall be conducted only between midnight and 9 a.m., local standard time.

(e) The auxiliary transmitter shall be equipped with satisfactory control equipment which will enable the maintenance of the frequency emitted by the station within the limits prescribed by these regulations.

(f) An auxiliary transmitter which is licensed at a geographical location different from that of the main transmitter shall be equipped with a frequency control which will automatically hold the frequency within the limits prescribed

by these regulations without any manual adjustment during operation or when it is being put into operation.

(g) The operating power of an auxiliary transmitter may be less than the authorized power, but in no event shall it be greater than such power.

§3.64 Alternate main transmitters.—The licensee of a standard broadcast station may be licensed for alternate main transmitters provided that a technical need²¹ for such alternate transmitters is shown and that the following conditions are met:

(a) Both transmitters are located at the same place.

(b) The transmitters have the same power rating except at stations operating with different daytime and nighttime power when it shall be permissible to employ transmitters of power ratings appropriate to either the licensed daytime or nighttime power.

(c) The external effects from both transmitters are substantially the same as to frequency stability, reliability of operation, radio harmonics and other spurious emissions, audio frequency range and audio harmonic generation in the transmitter.

OPERATION

§3.71 Minimum operating schedule.²²—Except Sundays, the licensee of each standard broadcast station shall maintain a minimum operating schedule of two-thirds of the total hours that it is authorized to operate between 6 a.m. and 6 p.m., local standard time, and two-thirds of the total hours it is authorized to operate between 6 p.m. and midnight, local standard time, except that in an emergency when, due to causes beyond the control of the licensee, it becomes impossible to continue operating, the station may cease operation for a period of not to exceed 10 days, provided that the Commission and the Inspector in Charge²³ shall be notified in writing immediately after the emergency develops.

§3.72 Operation during experimental period.—The licensee of each standard broadcast station shall operate or refrain from operating its station during the experimental period as directed by the Commission in order to facilitate frequency measurement or for the determination of interference. (Stations involved in the after-midnight frequency monitoring programs are notified of their operating and silent schedule.)

§3.73 Specified hours.—If the license of a station specifies the hours of operation, the schedule so specified shall be adhered to except as provided in sections 3.71 and 3.72.

§3.74 Sharing time.—If the licenses of stations authorized to share time do not specify hours of operation, the licensees shall endeavor to reach an agreement for a definite schedule of periods of time to be used by each. Such agreement shall be in writing and each licensee shall file the same in triplicate original with each application to the Commission for renewal of license. If and when such written agreements are properly filed in conformity with this section the file mark of the Commission will be affixed thereto, one copy will be retained by the Commission, one copy forwarded to the inspector in charge, and one copy returned to the licensee to be posted with the station license and considered as a part thereof. If the license specifies a proportionate time division, the agreement shall maintain this proportion. If no proportionate time division is specified in the license, the licensees shall agree upon a division of time. Such division of time shall not include simultaneous operation of the stations unless specifically authorized by the terms of the license.

§3.75 Sharing time; equivalence of day and night hours.—For the purpose of determining the proportionate division of time of the broadcast day for sharing time stations 1 night hour shall be considered the equivalent of 2 day hours.

§3.76 Sharing time; experimental period.—If the license of a station authorized to share time does not specify the hours of operation, the station may be operated for the transmission of regular programs during the experimental period provided an agreement thereto is reached with the other stations with which the broadcast day is shared and further provided such operation is not in conflict with section 3.72. Time-sharing agreements for operation during the experimental period need not be submitted to the Commission.

§3.77 Sharing time; departure from regular schedule.—A departure from the regular operating schedule set forth in a time-sharing agreement will be permitted only in cases where an agreement to that effect is reduced to writing, is signed by the licensees of the stations affected thereby and filed in triplicate by each licensee with the Commission prior to the time of the proposed change. If time is of the essence, the actual departure in operating schedule may precede the actual filing of written agreement, provided appropriate notice is sent to the Commission and the Inspector in Charge.²⁴

§3.78 Sharing time stations; notification to Commission.—If the licensees of stations authorized to share time are unable to agree on a division of time, the Commission shall be so notified by statement to that effect filed with the applications for renewals of licenses. Upon receipt of such statement the Commission will designate the applications for a hearing and, pending such hearing, the operating schedule previously adhered to shall remain in full force and effect.

§3.79 License to specify sunrise and sunset hours.—If the licensee of a broadcast station is required to commence or cease operation of the station at the time of sunrise or sunset, the license will specify the hour of the day during each month of the license period when operation of such station will commence or cease. (See Average Sunrise and Sunset Time.)

§3.80 Secondary station; filing of operating schedule.—The licensee of a secondary station authorized to operate limited time and which may resume operation at the time the dominant station (or stations) on the same channel ceases operation shall, with each application for renewal of license, file in triplicate a copy of its regular operating schedule, bearing a signed notation by the

¹⁷ Such as licensees maintaining 24-hour schedule and needing alternate operation for maintenance, or where developmental work requires alternate operation.

¹⁸ By Order No. 94-A, dated and effective November 6, 1942, until further order of the Commission, section 3.71 is 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."

¹⁹ This includes the equipment changes which may be made without authority as set forth elsewhere in the Rules and Regulations and the Standards of Good Engineering Practice or as authorized by the Commission by letter or by construction permit. Where such operation is required for periods in excess of 5 days, request therefor shall be made in accordance with section 1.365.

²⁰ See Field Offices of the Commission.

²¹ See Field Offices of the Commission.

²² See Field Offices of the Commission.

(Continued on page 488)

¹⁷ See Field Offices of the Commission.

¹⁸ Formal application required. See Standards of Good Engineering Practice for form number.

¹⁹ All regulations as to safety requirements and spurious emissions applying to broadcast transmitting equipment shall apply also to an auxiliary transmitter. (See Use of Frequency and Modulation Monitors at Auxiliary Transmitter.)

²⁰ This includes the equipment changes which may be made without authority as set forth elsewhere in the Rules and Regulations and the Standards of Good Engineering Practice or as authorized by the Commission by letter or by construction permit. Where such operation is required for periods in excess of 5 days, request therefor shall be made in accordance with section 1.365.

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1. **SAVINGS** from the beginning. Installation costs are lower . . . COMPARE our prices with the cost of other heavy types of vertical radiators.
2. **PERFORMANCE**—Working and field tests prove LINGO Tubular Steel Radiators give within 3% of 100% efficiency.
3. **LOW MAINTENANCE**—Only required maintenance is occasional painting at a cost usually $\frac{1}{4}$ that of structural steel towers of corresponding height.
4. **5 YEARS' INSURANCE** — Every LINGO erected Radiator is insured AGAINST all risk of loss or damage for a period of Five Years at no extra cost.
5. **EXPERIENCE**—Nearly 50 years of engineering skill and experience in vertical structure construction and erection are back of every installation. LINGO radiators are designed to withstand wind velocities up to 100 M. P. H.
6. **SINGLE RESPONSIBILITY** — Designed, constructed and erected by one organization, skilled technicians and specialists all the way through. We design foundations and recommend the extent of your ground system.

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FCC RULES & REGULATIONS FOR BROADCAST SERVICES

(Continued from page 486)

licensee of the dominant station of its objection or lack of objection thereto. Upon approval of such operating schedule, the Commission will affix its file mark and return one copy to the licensee authorized to operate limited time, which shall be posted with the station license and considered as a part thereof. Departure from said operating schedule will be permitted only in accordance with the procedure set forth in section 3.77.

§3.81 Secondary station; failure to reach agreement.—If the licensee of a secondary station authorized to operate limited time and a dominant station on a channel are unable to agree upon a definite time for resumption of operation by the station authorized limited time, the Commission shall be so notified by the licensee of the station authorized limited time. After receipt of such statement the Commission will designate for hearing the applications of both stations for renewal of license, and pending the hearing the schedule previously adhered to shall remain in full force and effect.

§3.82 Departure from schedule; material violation.—In all cases where a station licensee is required to prepare and file an operating schedule, any deviation or departure from such schedule, except as herein authorized, shall be considered as a violation of a material term of the license.

§3.83 Local standard time.—All references herein to standard time or local standard time refer to local standard time as determined and fixed by the Interstate Commerce Commission.

§3.84 Daylight saving time.—If local time is changed from standard time to daylight saving time at the location of all stations sharing time on the same channel, the hours of operation of all such stations on that channel shall be understood to refer to daylight saving time, and not standard time, as long as daylight saving time is observed at such locations. This provision shall govern when the time is changed by provision of law or general observance of daylight saving time by the various communities, and when the time of operation of such stations is specified in the license or is mutually agreed upon by the licensee; *Provided, however,* That when the license specifies average time of sunrise and sunset, local standard time shall be observed. In no event shall a station licensed for daytime only operate on regular schedule prior to local sunrise, or shall a station licensed for greater daytime power than nighttime power or for a different radiation pattern for daytime operation than for nighttime operation operate with the daytime power or radiation pattern prior to local sunrise.

§3.85 Changes in time; agreement between licensees.—Where the local time is not changed from standard time to daylight saving time at the location of all stations sharing time on the same channel, the hours of operation of such stations shall be understood to have reference to standard time, and not daylight saving time, unless said licensees mutually agree upon a new schedule which shall be effective only while daylight saving time is observed at the location of some of these stations.

§3.86 Local standard time; license provisions.—The time of operation of any broadcast station which does not share time with other stations on the same channel shall be understood to have reference to local standard time unless modification of such license with respect to hours of operation is authorized by the Commission.

§3.87 Program transmissions prior to local sunrise.—(a) The provisions of sections 3.6, 3.8, 3.9, 3.10, 3.23, 3.79 and 3.84 shall not prevent the transmission of programs between four o'clock a.m., local standard time, and local sunrise, of standard broadcast stations with their authorized daytime facilities. *Provided:* That the provisions of this rule shall not extend to:

(1) Stations regularly sharing time during daytime hours either under licenses pursuant to which time-sharing agreements have been entered into or licenses specifying hours of operation, unless time-sharing agreements have been reached covering such operation prior to local sunrise. Sections 3.74, 3.77, and 3.78 of these rules shall be applicable to such agreements.

(2) Any class II station causing interference^{22a} by use of its daytime facilities within the 0.5 mv/m 50% sky wave contour of any class I station either of the United States or of any country party to the North American Regional Broadcasting Agreement, except (a) where the class I station is located east of the class II station in which case operation may begin at local sunrise at the class I station; (b) where an agreement has been reached with the class I station to begin operation prior to local sunrise.

(3) Operation by use of its daytime facilities of any class II station on any class I-A channel not assigned to the United States under the North American Regional Broadcasting Agreement.

(b) Any station operating during such hours receiving notice from the Commission that undue interference is caused shall refrain from such operation during such hours pending further notice from the Commission.

(c) Nothing contained in outstanding instruments of authorization for such stations shall prohibit such operation except as herein provided.

(d) The period 4:00 a.m. to 6:00 a.m., local standard time, shall not be included in determining compliance with section 3.71 of these rules.

RULES APPLICABLE TO STATIONS ENGAGED IN CHAIN BROADCASTING LICENSING REQUIREMENTS

§3.101 Exclusive affiliation of station.—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization²⁴ under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organization.²⁵

§3.102 Territorial exclusivity.—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another station serving a substantially different area from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization.²⁶

§3.103 Term of affiliation.—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which provides, by original term, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years: *Provided,* That a contract, arrangement, or understanding for a period up to two years, may be entered into within six months prior to the commencement of such period.²⁷

§3.104 Option time.—No license shall be granted to a standard broadcast station which options²⁸ for network programs any time subject to call on less than 56 days' notice, or more time than a total of three hours²⁷ within each of four segments of the broadcast day, as herein described. The broadcast day is divided into 4 segments, as follows: 8:00 a.m. to 1:00 p.m.; 1:00 p.m. to 6:00 p.m.; 6:00 p.m. to 11:00 p.m.; 11:00p.m. to 8:00 a.m.²⁸ Such options may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations.²⁹

§3.105 Right to reject programs.—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which (a), with respect to programs offered pursuant to an affiliation contract, prevents or hinders the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable; or which (b), with respect to network programs so offered or already contracted for, prevents the station from rejecting or refusing any program which, in its opinion, is contrary to the public interest, or from substituting a program of outstanding local or national importance.²⁹

§3.106 Network ownership of stations.³⁰—No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control³¹ with a network organization, for more than one standard broadcast station where one of the stations covers substantially the service area of the other station, or for any standard broadcast station in any locality where the existing standard broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing.³⁰

§3.107 Dual network operation.³²—No license shall be issued to a standard broadcast station affiliated with a network organization which maintains more than one network: *Provided,* That this regulation shall not be applicable if such networks are not operated simultaneously, or if there is no substantial overlap in the territory served by the group of stations comprising each such network.

§3.108 Control by networks of station rates.—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization under which the station is prevented or hindered from, or penalized for, fixing or altering its rates for the sale of broadcast time for other than the network's programs.³³

Subpart B—Rules Governing FM Broadcast Stations

CLASSIFICATION OF FM STATIONS AND ALLOCATION OF FREQUENCIES

§ 3.201. Numerical designation of FM channels.—For convenience, the frequencies available for FM broadcasting (including those assigned to non-commercial educational broadcasting) are given numerical designations which are shown in the table below:

[Editor's Note: FM Allocations by mc on page 206; by cities on page 442.]

§ 3.202 Areas of the United States.—For the purpose of allocation the United States is divided into two areas. The first area—Area I—includes southern New Hampshire; all of Massachusetts, Rhode Island, and Connecticut; southeastern New York as far north as Albany-Troy-Schenectady; all of New Jersey, Delaware, and the District of Columbia; Maryland as far west as Hagerstown; and eastern Pennsylvania as far west as Harrisburg.¹ The second area—Area II—comprehends the remainder of the United States not included in Area I.

¹ In some of the territory contiguous to Area I, the demand for frequencies may in the future exceed the supply and when it does this region will be added to Area I. Until then, this region will not be included in Area I but applications from this region will be given careful study and consideration to insure an equitable distribution of facilities throughout the region. This region includes the remainder of Maryland, Pennsylvania and New York (except the northeastern corner) not included in Area I; the northern half of West Virginia; all of Ohio and Indiana; southern Michigan as far north as Saginaw; eastern Illinois as far west as Rockford-Deatur; and southeastern Wisconsin as far north as Sheboygan.

²⁴ The term "network organization" as used herein includes national and regional network organizations. See Chapter VII. J. of Report on Chain Broadcasting.

²⁵ These regulations shall become effective 12:01 a.m., Eastern War Time, June 15, 1943, unless otherwise required by court order.

²⁶ As used in this section, an option is any contract, arrangement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

²⁷ All time options permitted under this section must be for specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from daylight saving to standard time or vice versa may or may not shift the specified hours correspondingly as agreed by the station and network organization.

²⁸ These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.

²⁹ These regulations shall become effective 12:01 a.m., Eastern War Time, June 15, 1943, unless otherwise required by court order.

³⁰ Effective date of this section with respect to any station may be extended from time to time in order to permit the orderly disposition of properties; and it shall be suspended indefinitely with respect to regional network organizations.

³¹ The word "control" as used herein, is not limited to full control but includes such a measure of control as would substantially affect the availability of the station to other networks.

³² This section shall become effective April 12, 1944.

³³ These regulations shall become effective 12:01 a.m., Eastern War Time, June 15, 1943, unless otherwise required by court order.

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RULES GOVERNING ADMINISTRATIVE PROCEDURE

§ 3.203 *Community Stations.*—(a) Community stations are limited to a maximum effective radiated power of 250 w and a maximum antenna height of 250 feet over the average height of the terrain 10 miles from the transmitter. Upon proper showing that an antenna height in excess of 250 feet is necessary, authorization will be issued for such higher antenna but the Commission may in such cases require a reduction in radiated power. A minimum separation of 50 miles will be provided in the case of Community stations on the same channel and a minimum of 35 miles on adjacent channels.

(b) In Area I, 20 channels beginning with 104.1 mc and ending with 107.9 mc (Channels 281 through 300) are allocated for Community stations. All of these 20 channels are available in any community which is not the principal city of a metropolitan district. Ten of these channels are also available for assignment in principal cities of metropolitan districts which have fewer than 6 Metropolitan stations.¹

(c) In Area II, 10 channels beginning with 104.1 mc and ending with 105.9 mc (Channels 281 through 290) are available for Community stations and may be used in any community which is not the principal city of a metropolitan district.²

(d) The main studio of a Community station shall be located in the city served and the transmitter shall be located as near the center of the city as practicable.

§ 3.204 *Metropolitan stations.*—(a) In Area I, Metropolitan stations are limited to a maximum of 20 kw effective radiated power with a non-directional antenna having a height of 500 feet, as determined by the methods prescribed in the Standards of Good Engineering Practice concerning FM broadcast stations. Where higher antenna heights are available, they should be used but in such cases the Commission will authorize less than 20 kw effective radiated power so that the coverage (within the 1000 uv/m contour) shall be substantially similar to that which would be provided by 20 kw effective radiated power and a 500 foot antenna. Where the only antenna height available is less than 500 feet, the Commission may authorize its use but will not permit an increase in radiated power in excess of 20 kw. In Area I, the service area of Metropolitan stations will not be protested beyond the 1000 uv/m contour and such stations will be located in such a manner as to insure, insofar as possible, a maximum of FM service to all listeners, whether urban or rural.

(b) Metropolitan stations in Area II are designed primarily to render service to a single metropolitan district or a principal city, and to rural area surrounding such metropolitan district or principal city. The Commission will designate service areas for Metropolitan stations in Area II and will authorize appropriate power and antenna height to cover the designated area in accordance with the Standards of Good Engineering Practice concerning FM broadcast stations; upon proper showing changes will be made in these service areas.³ Metropolitan stations will not be required to serve the entire service area designated by the Commission but no application will be granted for a Metropolitan station unless it is proposed to serve an area substantially greater than could be served by a Community station.

(c) Sixty frequencies are available for Metropolitan stations in Areas I and II. These frequencies begin at 92.1 mc and end at 103.9 mc (Channels 221 through 280).

(d) The main studio of a Metropolitan station shall be located within its 5000 uv/m contour. However, upon a special showing of need, the Commission may authorize the main studio to be located beyond the 5000 uv/m contour but not beyond the 1000 uv/m contour. The transmitter shall be so located as to provide maximum service both to the city where the main studio is located and to the surrounding rural area.

§ 3.205 *Rural stations.*—(a) Rural stations are designed primarily to furnish service to rural listeners. The service area of Rural stations may include the service areas designated by the Commission for Metropolitan stations upon a showing to the Commission that the additional area which the Rural station will serve is predominantly rural in character. As a guide, the Commission will consider that the additional area beyond the service area of a Metropolitan station which is proposed to be served, is predominantly rural in character if at least 50 percent of the population proposed to be added within the 50 uv/m contour live in rural areas or in communities smaller than 10,000.⁴ Exceptions to this rule will be permitted where a showing is made to the Commission that due to conditions of terrain or local factors, more extended service to unserved rural areas is possible by licensing Rural stations to serve an area which does not meet the above requirements than would otherwise be possible.

(b) Rural stations will not be licensed in Area I as presently defined. If in the future it becomes necessary to extend Area I by including part or all of the region set forth in footnote 1 of Section 3.202, consideration will be given at that time to the question whether Rural stations should be licensed in this region.

(c) The 60 channels available for Metropolitan stations are also available for Rural stations.

(d) The main studio of a Rural station shall be located within its 1000 uv/m contour. However, upon a special showing of need, the Commission may authorize the main studio to be located beyond the 1000 uv/m contour but not beyond the 50 uv/m contour.

¹ For the time being, until more FM stations are authorized, the Commission will not authorize Community stations in principal cities of metropolitan districts in Area I having 4 or more AM stations.

² The 10 frequencies from 106.1 mc to 107.9 mc which are available for Community stations in Area I but not in Area II will be assigned in Area II in the future in accordance with the needs of the area as shown by future developments. In the meantime they will be available for facsimile.

³ In determining service areas for particular communities, the Commission will give consideration to population distribution, terrain, trade areas, economics and other pertinent factors, and applicants for Metropolitan stations in Area II should include in their applications a showing as to the service area the Commission should designate for the city in question. There are several current and recognized authorities on retail trading areas or consumer trading areas from which the applicant may prepare its showing and to which the Commission will give consideration in making its determination. Among these recognized authorities are the following: J. Walter Thompson (Retail Shopping Areas), Hearst Magazines, Inc. (Consumer Trading Areas), Rand McNally Map Co. (Trading Areas), and Hagastrom Map Co.'s Four Color Retail Trading Area Map.

⁴ In making this computation, cities with populations in excess of 10,000 should be excluded if the signal in such cities is less than 500 uv/m.

§ 3.211 *Application for FM stations.*—Each applicant for a construction permit for a new FM broadcast station, change in facilities of any existing FM broadcast station, or FM station license or modification of license shall file with the Commission in Washington, D. C., three copies of applications on the appropriate form designated by the Commission and a like number of exhibits and other papers incorporated therein and made a part thereof. Only the original copy need be sworn to. If the application is for a construction permit for a new FM station, Form FCC No. 319 should be filed; (for an FM license, Form FCC No. 320 should be filed;) and for modification of an FM license or for change in facilities of an existing FM station, Form FCC No. 322 should be filed.

§ 3.212 *Full disclosures.*—Each application shall contain full and complete disclosures with regard to the real party or parties in interest, and their legal, technical, financial, and other qualifications, and as to all matters and things required to be disclosed by the application forms.

§ 3.213 *Installation or removal of apparatus.*—Applications for construction permit or modification thereof, involving removal of existing transmitting apparatus and/or installation of new transmitting apparatus, shall be filed at least 60 days prior to the contemplated removal and/or installation.

§ 3.214 *Period of construction.*—Each construction permit will specify a maximum of 60 days from the date of granting thereof as the time within which construction of the station shall begin, and a maximum of six months thereafter as the time within which construction shall be completed and the station ready for operation, unless otherwise determined by the Commission upon proper showing in any particular case.

§ 3.215 *Forfeiture of construction permits: extension of time.*—(a) A construction permit shall be automatically forfeited if the station is not ready for operation within the time specified therein or within such further time as the Commission may have allowed for completion, and a notation of the forfeiture of any construction permit under this provision will be placed in the records of the Commission as of the expiration date.

(b) Any application¹ for extension of time within which to construct a station shall be filed at least thirty days prior to the expiration date of such permit if the facts supporting such application for extension are known to the applicant in time to permit such filing. In other cases such applications will be accepted upon a showing satisfactory to the Commission of sufficient reasons for filing within less than thirty days prior to the expiration date. Such applications will be granted upon a specific and detailed showing that the failure to complete was due to causes not under the control of the grantee, or upon a specific and detailed showing of other matters sufficient to justify the extension.

§ 3.216 *Equipment tests.*—(a) Upon completion of construction of an FM station in exact accordance with the terms of the construction permit, the technical provisions of the application therefor and the rules and regulations and Standards of Good Engineering Practice governing FM stations and prior to filing of application for license, the permittee is authorized to test the equipment for a period not to exceed 90 days: *Provided*, that the inspector in charge of the district in which the station is located and the Commission are notified 2 days in advance of the beginning of tests.

(b) The Commission may notify the permittee to conduct no tests or may cancel, suspend, or change the date of beginning for the period of such tests as and when such action may appear to be in the public interest, convenience, and necessity.

(c) Within the 90-day period prescribed by this section for equipment tests, field intensity measurements in accordance with the methods prescribed in the Standards of Good Engineering Practice Concerning FM Broadcasting shall be submitted to the Commission. The Commission may grant extensions of time upon showing of reasonable need therefor.² The proof of performance specified in this subsection shall be made by Metropolitan and Rural stations only and need not be made by Community stations.

§ 3.217 *Program tests.*—(a) When construction and equipment tests are completed in exact accordance with the terms of the construction permit, the technical provisions of the application therefor, and the rules and regulations and Standards of Good Engineering Practice governing FM stations, and after an application for station license has been filed with the Commission showing the transmitter to be in satisfactory operating condition, the permittee is authorized to conduct program tests in exact accordance with the terms of the construction permit for a period not to exceed 30 days: *Provided*, That the inspector in charge of the district in which the station is located and the Commission are notified 2 days in advance of the beginning of such tests.

(b) The Commission reserves the right to cancel such tests or suspend, or change the date of beginning for the period of such tests as and when such action may appear to be in the public interest, convenience, and necessity by notifying the permittee.

(c) The authorization for tests embodied in this section or Section 3.216 shall not be construed as constituting a license to operate but as a necessary part of the construction.

§ 3.218 *Normal license period.*—All FM broadcast station licenses will be issued so as to expire at the hour of 3 a.m. E.S.T. and will be issued for a normal license period of 1 year.

§ 3.219 *License, simultaneous modification and renewal.*—When an application is granted by the Commission necessitating the issuance of a modified license less than 60 days prior to the expiration date of the license sought to be modified, and an application for renewal of said license is granted subsequent or prior thereto (but within 30 days of expiration of the present license) the modified license as well as the renewal license shall be issued to conform to the combined action of the Commission.

¹ Form FCC No. 701.

² Until further notice, the Commission will grant FM licenses before proof of performance is submitted. In such cases, proof of performance shall be submitted within one year after the license has been issued or within such extension of time as the Commission may for good cause grant.

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§ 3.220 *Renewal of license.*—(a) Unless otherwise directed by the Commission, each application for renewal of an FM license shall be filed at least 60 days prior to the expiration date of the license sought to be renewed (Form FCC No. 311). No application for renewal of license of an FM broadcast station will be considered unless there is on file with the Commission, the information currently required by Sections 1.301-1.304, reference to which by date and file number shall be included in the application.

(b) Whenever the Commission regards an application for a renewal of an FM license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a date certain, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

§ 3.221 *Temporary extension of station licenses.*—Where there is pending before the Commission any application, investigation, or proceeding which, after hearing, might lead to or make necessary the modification of, revocation of, or the refusal to renew an existing FM license, the Commission may, in its discretion, grant a temporary extension of such license: *Provided, however,* That no such temporary extension shall be construed as a finding by the Commission that the operation of any radio station thereunder will serve public interest, convenience, and necessity beyond the express terms of such temporary extension of license: *And provided further,* That such temporary extension of license will in no wise affect or limit the action of the Commission with respect to any pending application or proceeding.

§ 3.222 *Repetitious applications.*—(a) Where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new FM broadcast station, or for change of existing service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider another application for a station of the same class to serve in whole or in part the same area, by the same applicant or by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of 12 months from the effective date of the Commission's order.

(b) Where an appeal has been taken from the action of the Commission in denying a particular application, another application for the same class of broadcast station and for the same area, in whole or in part, filed by the same applicant or by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, will not be considered until the final disposition of such appeal.

§ 3.223 *Assignment or transfer of control.*—(a) *Voluntary:* Application for consent to voluntary assignment of an FM construction permit or license or for consent to voluntary transfer of control of a corporation holding an FM construction permit or license shall be filed with the Commission on Form FCC No. 314 (assignment of license) and Form FCC No. 315 (transfer of control) at least 60 days prior to the contemplated effective date of assignment or transfer of control.

(b) *Involuntary:* In the event of the death or legal disability of a permittee or licensee, or a member of a partnership, or a person directly or indirectly in control of a corporation, which is a permittee or licensee:

(1) the Commission shall be notified in writing promptly of the occurrence of such death or legal disability, and

(2) within thirty days after the occurrence of such death or legal disability, application on Form FCC No. 314 or 315 shall be filed for consent to involuntary assignment of such FM permit or license or for involuntary transfer of control of such corporation to a person or entity legally qualified to succeed to the foregoing interests under the laws of the place having jurisdiction over the estate involved.

RULES RELATING TO LICENSING POLICIES

§ 3.231 *Exclusive affiliation of station.*—No license shall be granted to an FM broadcast station having any contract, arrangement, or understanding, express or implied with a network organization¹ under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organization.

§ 3.232 *Territorial exclusivity.*—No license shall be granted to an FM broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another broadcast station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another broadcast station serving a substantially different area from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization.

§ 3.233 *Term of affiliation.*—No license shall be granted to an FM broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which provides, by original terms, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years: *Provided,* That a contract, arrangement, or understanding for a period up to two years, may be entered into within six months prior to the commencement of such period.

§ 3.234 *Option time.*—No license shall be granted to an FM broadcast station which options² for network programs any time subject to call on less than 56 days' notice, or more time than a total of three hours³ within each of four

segments of the broadcast day, as herein described. The broadcast day is divided into 4 segments, as follows:

8:00 a.m. to 1:00 p.m.; 1:00 p.m. to 6:00 p.m.; 6:00 p.m. to 11:00 p.m.; 11:00 p.m. to 8:00 a.m.⁴ Such options may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations.

§ 3.235 *Right to reject programs.*—No license shall be granted to an FM broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which (a), with respect to programs offered pursuant to an affiliation contract, prevents or hinders the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable; or which (b), with respect to network programs so offered or already contracted for, prevents the station from rejecting or refusing any program which, in its opinion, is contrary to the public interest, or from substituting a program of outstanding local or national importance.

§ 3.236 *Network ownership of stations.*—No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control⁵ of a network organization, for an FM broadcast station in any locality where the existing FM broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing.

§ 3.237 *Dual network operation.*—No license shall be issued to an FM broadcast station affiliated with a network organization which maintains more than one network of FM broadcast stations: *Provided,* That this regulation shall not be applicable if such networks are not operated simultaneously, or if there is no substantial overlap in the territory served by the group of stations comprising each such network.

§ 3.238 *Control by networks of station rates.*—No license shall be granted to an FM broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization under which the station is prevented or hindered from, or penalized for, fixing or altering its rates for the sale of broadcast time for other than the network's programs.

§ 3.239 *Use of Common Antenna Site.*—No FM license or renewal of an FM license will be granted to any person who owns, leases, or controls a particular site which is peculiarly suitable for FM broadcasting in a particular area and (1) which is not available for use by other FM licensees; and (2) no other comparable site is available in the area; and (3) where the exclusive use of such site by the applicant or licensee would unduly limit the number of FM stations that can be authorized in a particular area or would unduly restrict competition among FM stations.

§ 3.240 *Multiple Ownership.*—(a) No person (including all persons under common control)⁶ shall, directly or indirectly, own, operate, or control more than one FM broadcast station that would serve substantially the same service area as another FM broadcast station owned, operated, or controlled by such person.

(b) No person (including all persons under common control) shall, directly or indirectly, own, operate, or control more than one FM broadcast station, except upon a showing (1) that such ownership, operation, or control would foster competition among FM broadcast stations or provide an FM broadcasting service distinct and separate from existing services, and (2) that such ownership, operation, or control would not result in the concentration of control of FM broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity: *Provided, however,* That the Commission will consider the ownership, operation, or control of more than six FM broadcast stations to constitute the concentration of control of FM broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

RULES RELATING TO EQUIPMENT

§ 3.251 *Transmitter power.*—The rated power and operating power range of transmitters shall be in accordance with the Standards of Good Engineering Practice concerning FM Broadcast Stations.

§ 3.252 *Frequency monitor.*—The licensee of each FM broadcast station shall have in operation at the transmitter an approved frequency monitor independent of the frequency control of the transmitter. For detailed requirements thereof see Standards of Good Engineering Practice concerning FM Broadcast Stations.

§ 3.253 *Modulation monitor.*—The licensee of each FM broadcast station shall have in operation at the transmitter an approved modulation monitor. For detailed requirements thereof see Standards of Good Engineering Practice concerning FM Broadcast Stations.

§ 3.254 *Required transmitter performance.*—The construction, installation, operation, and performance of the FM broadcast transmitter system shall be in accordance with the Standards of Good Engineering Practice concerning FM Broadcast Stations.

§ 3.255 *Auxiliary Transmitter.*—Upon showing that a need exists for the use of an auxiliary transmitter in addition to the regular transmitter of a broadcast station, a license therefor may be issued provided that:

(a) An auxiliary transmitter may be installed either at the same location as the main transmitter or at another location.

(b) A licensed operator shall be in control whenever an auxiliary transmitter is placed in operation.

(c) The auxiliary transmitter shall be maintained so that it may be put into immediate operation at any time for the following purposes:

(1) The transmission of the regular programs upon the failure of the main transmitter.

¹ The term "network organization" as used herein includes national and regional network organizations. See Chapter VII, J, of Report on Chain Broadcasting.

² As used in this section, an option is any contract, arrangement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

³ All time options permitted under this section must be specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from daylight saving to standard time or vice versa may or may not shift the specified hours correspondingly as agreed by the station and network organization.

⁴ These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.

⁵ The word "control" as used herein, is not limited to full control but includes such a measure of control as would substantially affect the availability of the station to other networks.

⁶ The word "control" as used herein is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

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(2) The transmission of regular programs during maintenance or modification work on the main transmitter, necessitating discontinuance of its operation for a period not to exceed five days.

(3) Upon request by a duly authorized representative of the Commission.

(d) The auxiliary transmitter shall be tested at least once each week to determine that it is in proper operating condition and that it is adjusted to the proper frequency, except that in case of operation in accordance with paragraph (c) of this section during any week, the test in that week may be omitted provided the operation under paragraph (c) is satisfactory. A record shall be kept of the time and result of each test operating under paragraph (c). Tests shall be conducted only between midnight and 6 a.m., local standard time.

(e) The auxiliary transmitter shall be equipped with satisfactory control equipment which will enable the maintenance of the frequency emitted by the station within the limits prescribed by these regulations.

(f) The operating power of an auxiliary transmitter may be less than the authorized power of the main transmitter, but in no event shall it be greater than such power.

§ 3.256 *Alternate main transmitters.*—The licensee of a FM broadcast station may be licensed for alternate main transmitters provided that a technical need¹ for such alternate transmitters is shown and that the following conditions are met:

(a) Both transmitters are located at the same place.

(b) Both transmitters shall have the same power rating.

(c) Both transmitters shall meet the construction, installation, operation, and performance requirements of the Standards of Good Engineering Practice concerning FM Broadcast Stations.

§ 3.257 *Changes in equipment and antenna system.*—Licensees of FM broadcast stations shall observe the following provisions with regard to changes in equipment and antenna system:

(a) No changes in equipment shall be made:

(1) That would result in the emission of signals outside of the authorized channel.

(2) That would result in the external performance of the transmitter being in disagreement with that prescribed in the Standards of Good Engineering Practice concerning FM Broadcast Stations.

(b) Specific authority, upon filing formal application (Form FCC No. 322) therefor, is required for a change in service area or for any of the following changes:

(1) Changes involving an increase or decrease in the power rating of the transmitter.

(2) A replacement of the transmitter as a whole.

(3) Change in the location of the transmitting antenna.

(4) Change in antenna system, including transmission line.

(5) Change in location of main studio, if it is proposed to move the main studio to a different city from that specified in the license.

(6) Change in the power delivered to the antenna.

(7) Change in frequency control and/or modulation system.

(c) Specific authority, upon filing *informal* request therefor, is required for a change in the indicating instruments installed to measure transmitter power output, except by instruments of the same maximum scale reading and accuracy.

(d) Other changes, except as above provided for in this section or in Standards of Good Engineering Practice concerning FM Broadcast Stations prescribed by the Commission may be made at any time without the authority of the Commission, provided that the Commission shall be promptly notified thereof and such changes shall be shown in the next application for renewal of license.

RULES RELATING TO TECHNICAL OPERATION

§ 3.261 *Time of Operation.*—All FM broadcast stations will be licensed for unlimited time operation. Until further notice a minimum of 6 hours per day of operation will be required, which shall consist of 3 hours during the period 6 a.m. to 6 p.m., local standard time, and 3 hours during the period 6 p.m. to midnight, local standard time. In an emergency, however, when due to causes beyond the control of a licensee, it becomes impossible to continue operation, the station may cease operation for a period not to exceed 10 days, provided that the Commission and the inspector in charge of the radio district in which the station is located shall be notified in writing immediately after the emergency develops.

§ 3.262 *Experimental Operation.*—The period between 12:00 midnight, and 6 a.m., local standard time, may be used for experimental purposes in testing and maintaining apparatus by the licensee of any FM broadcast station on its assigned frequency and not in excess of its authorized power, without specific authorization from the Commission.

§ 3.263 *Station inspection.*—The licensee of any FM radio station shall make the station available for inspection by representatives of the Commission at any reasonable hour.

§ 3.264 *Station license, posting of.*—The original of each station license shall be posted in the transmitter room.

§ 3.265 *Operator requirements.*—One or more licensed radio-telephone first class operators shall be on duty at the place where the transmitting apparatus of each station is located and in actual charge thereof whenever it is being operated. The original license (Form FCC No. 759) of each station operator shall be posted at the place where he is on duty. The licensed operator on duty and in charge of an FM broadcast transmitter may, at the discretion of the licensee, be employed for other duties or for the operation of another station or stations in accordance with the class of operator's license which he holds and by the rules and regulations governing such stations. However, such duties shall in no wise interfere with the operation of the broadcast transmitter.

§ 3.266 *Facsimile broadcasting and Multiplex transmission.*—Transmission of simplex facsimile on FM channels in accordance with the Commission's Standards of Good Engineering Practice on facsimile may be permitted, upon application to the Commission, during hours not required to be devoted to FM aural broadcasting. The Commission may grant experimental authority to an

FM station for the multiplex transmission of facsimile or other signals and aural broadcast programs, provided that the transmission of facsimile or other signals is incidental to the aural broadcast, does not reduce the quality of the aural program and that a filter or other additional equipment is not required for receivers not equipped to receive facsimile or other signals.

§ 3.267 *Operating power: how determined.*—The operating power, and the requirements for maintenance thereof, of each FM broadcast station shall be determined by the methods prescribed in the Standards of Good Engineering Practice covering FM broadcast stations.

§ 3.268 *Modulation.*—The percentage of modulation of all stations shall be maintained as high as possible consistent with good quality of transmission and good broadcast practice and in no case less than 85 percent nor more than 100 percent on peaks of frequent recurrence during any selection which normally is transmitted at the highest level of the program under consideration.

§ 3.269 *Frequency tolerance.*—The center frequency of each FM broadcast station shall be maintained within 2000 cycles of the assigned center frequency.

§ 3.270 *Inspection of tower lights and associated control equipment.*—The licensee of any FM station which has an antenna or antenna supporting structure(s) required to be illuminated pursuant to the provisions of section 303(q) of the Communications Act of 1934, as amended:

(a) Shall make a visual observation of the tower lights at least once each 24 hours to insure that all such lights are functioning properly as required.

(b) Shall report immediately by telephone or telegraph to the nearest Airways Communication Station or office of the Civil Aeronautics Administration any observed failure of the tower lights, not corrected within 30 minutes, regardless of the cause of such failure. Further notification by telephone or telegraph shall be given immediately upon resumption of the required illumination.

(c) Shall inspect at intervals of at least once each 3 months all flashing or rotating beacons and automatic lighting control devices to insure that such apparatus is functioning properly as required.

OTHER RULES RELATING TO OPERATION

§ 3.281 *Logs.*—The licensee of each FM station shall maintain program and operating logs and shall require entries to be made as follows:

(a) In the program log:

(1) An entry of the time each station identification announcement (call letters and location) is made.

(2) An entry briefly describing each program broadcast, such as "music", "drama", "speech", etc., together with the name or title thereof and the sponsor's name, with the time of the beginning and ending of the complete program. If a mechanical record is used, the entry shall show the exact nature thereof, such as "record", "transcription", etc., and the time it is announced as a mechanical reproduction. If a speech is made by a political candidate, the name and political affiliations of such speaker shall be entered.

(3) An entry showing that each sponsored program broadcast has been announced as sponsored, paid for, or furnished by the sponsor.

(4) An entry showing, for each program of network origin, the name of the network originating the program.

(b) In the operating log:

(1) An entry of the time the station begins to supply power to the antenna, and the time it stops.

(2) An entry of the time the program begins and ends.

(3) An entry of each interruption to the carrier wave, its cause, and duration.

(4) An entry of the following each 30 minutes:

(i) Operating constants of last radio stage (total plate current and plate voltage).

(ii) Transmission line current or voltage.

(iii) Frequency monitor reading.

(5) Log of experimental operation during experimental period. (If regular operation is maintained during this period, the above logs shall be kept.)

(i) A log must be kept of all operation during the experimental period. If the entries required above are not applicable thereto, then the entries shall be made so as to fully describe the operation.

(c) Where an antenna or antenna supporting structure(s) is required to be illuminated the licensee shall make entries in the radio station log appropriate to the requirements of section 3.240 as follows:

(1) The time the tower lights are turned on and off if manually controlled.

(2) The time the daily visual observation of the tower lights was made.

(3) In the event of any observed failure of a tower light.

(i) Nature of such failure.

(ii) Time the failure was observed.

(iii) Time and nature of the adjustments, repairs or replacements made.

(iv) Airways Communication Station (CAA) notified of the failure of any tower light not corrected within 30 minutes and the time such notice was given.

(v) Time notice was given to the Airways Communication Station (CAA) that the required illumination was resumed.

(4) Upon completion of the periodic inspection required at least once each three months.

(i) The date of the inspection and the condition of all tower lights and associated tower lighting control devices.

(ii) Any adjustments, replacements or repairs made to insure compliance with the lighting requirements.

§ 3.282 *Logs, retention of.*—Logs of FM stations shall be retained by the licensee for a period of 2 years. However, logs incident to or involved in any claim or complaint of which the licensee has notice shall be retained by the licensee until such claim or complaint has been fully satisfied or until the same has been barred by statute limiting the time for the filing of suits upon such claims.

§ 3.283 *Logs, by whom kept.*—Each log shall be kept by the person or persons competent to do so, having actual knowledge of the facts required, who shall sign the log when starting duty and again when going off duty. The logs shall be made available upon request by an authorized representative of the Commission.

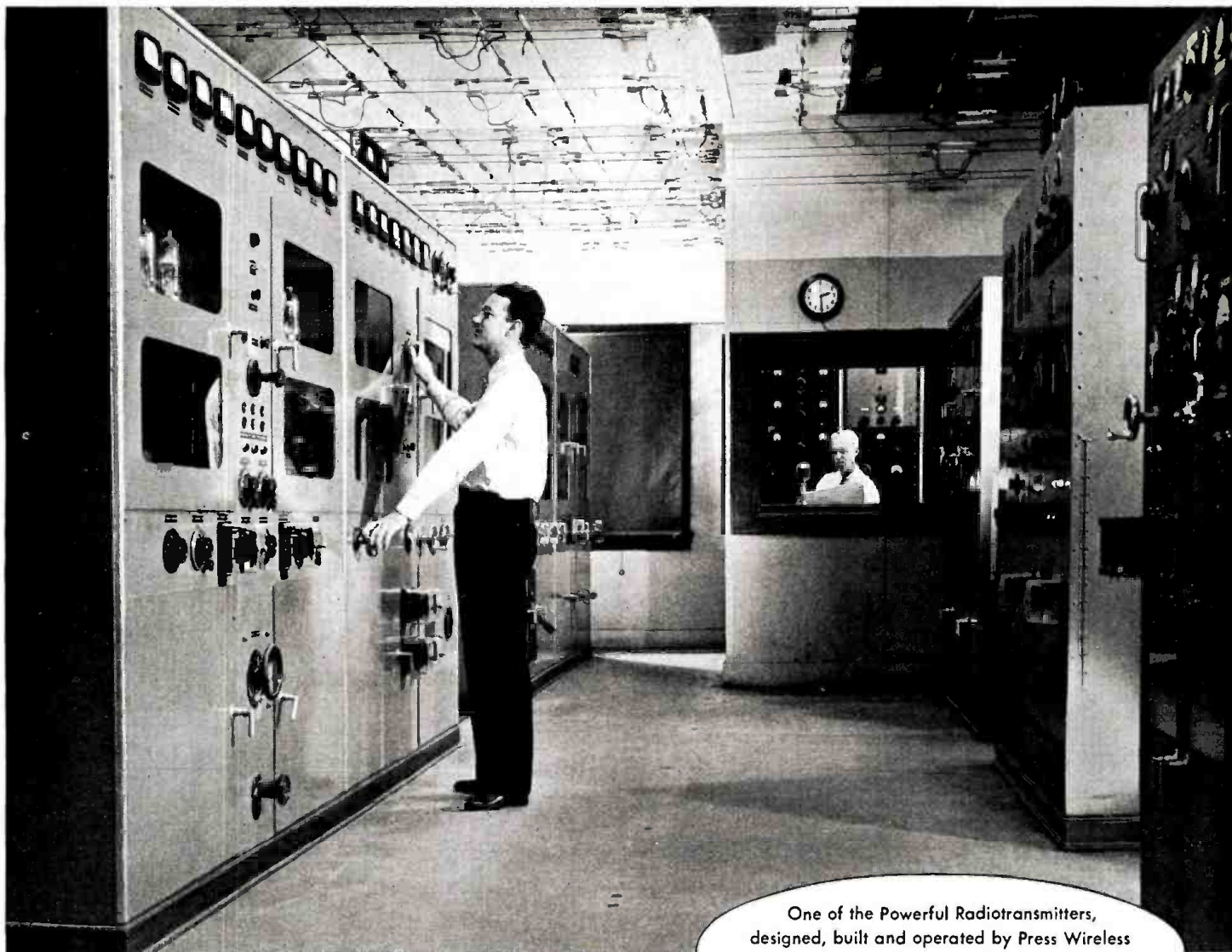
§ 3.284 *Log form.*—The log shall be kept in an orderly manner, in suitable form, and in such detail that the data required for the particular class of station concerned are readily available. Key letters or abbreviations may be used

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¹ This includes the equipment changes which may be made without authority as set forth elsewhere in the Rules and Regulations and the Standards of Good Engineering Practice or as authorized by the Commission by letter or by construction permit. Where such operation is required for periods in excess of 5 days, request thereof shall be in accordance with section 1.365.

² Such as licensees maintaining 24-hour schedule and needing alternate operation for maintenance, or where developmental work requires alternate operation.

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if proper meaning or explanation is contained elsewhere in the log.

§ 3.285 *Correction of logs.*—No log or portion thereof shall be erased, obliterated, or willfully destroyed within the period of retention provided by the rules. Any necessary correction may be made only by the person originating the entry who shall strike out the erroneous portion, initial the correction made, and indicate the date of correction.

§ 3.286 *Rough logs.*—Rough logs may be transcribed into condensed form, but in such case the original log or memoranda and all portions thereof shall be preserved and made a part of the complete log.

§ 3.287 *Station identification.*—(a) A licensee of an FM broadcast station shall make station identification announcement (call letters and location) at the beginning and ending of each time of operation and during operation (1) on the hour and (2) either on the half hour or at the quarter hour following the hour and at the quarter hour preceding the next hour; *Provided,*

(b) Such identification announcement need not be made on the hour when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, or operatic production of longer duration than 30 minutes. In such cases the identification announcement shall be made at the beginning of the program, at first interruption of the entertainment continuity, and at the conclusion of the program.

(c) Such identification announcement need not be made on the half hour or quarter hours when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert or operatic production. In such cases an identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion of the program. *Provided,* That an announcement within 5 minutes of the times specified in subdivision (2) of paragraph (a) of this section will satisfy the requirements of identification announcements.

(d) In the case of variety show programs, baseball game programs, or similar programs of longer duration than 30 minutes, the identification announcement shall be made within 5 minutes of the hour and of the times specified in subdivision (2) of paragraphs (a) of this section.

(e) In the case of all other programs the identification announcement shall be made within 2 minutes of the hour and of the times specified in subdivision (2) of paragraph (a) of this section.

(f) In making the identification announcement the call letters shall be given only on the channel of the station identified thereby.

§ 3.288 *Mechanical records.*—Each program broadcast which consists in whole or in part of one or more mechanical reproductions shall be announced in the manner and to the extent set out below.

(a) Each such program of longer duration than 30 minutes, consisting in whole or in part of one or more mechanical reproductions, shall be identified by appropriate announcement at the beginning of the program, at each 30-minute interval and at the conclusion of the program; *Provided, however,* that the identifying announcement at each 30-minute interval is not required in case of a mechanical reproduction consisting of a continuous uninterrupted speech, play, religious service, symphony concert or operatic production of longer than 30 minutes.

(b) Each such program of a longer duration than 5 minutes and not in excess of 30 minutes, consisting in whole or in part of one or more mechanical reproductions, shall be identified by an appropriate announcement at the beginning and end of the program.

(c) Each such program of five minutes or less, consisting in whole or in part of mechanical reproductions shall be identified by appropriate announcement immediately preceding the use thereof.

(d) In case a mechanical reproduction is used for background music, sound effects, station identification, program identification (theme music of short duration) or identification of the sponsorship of the program proper, no announcement of the mechanical reproduction is required.

(e) The exact form of identifying announcement is not prescribed, but the language shall be clear and in terms commonly used and understood. A licensee shall not attempt affirmatively to create the impression that any program being broadcast by mechanical reproduction consists of live talent.

§ 3.289 *Sponsored programs, announcement of.*—(a) In the case of each program for the broadcasting of which money, services, or other valuable consideration is either directly or indirectly paid or promised to, or charged or received by, any radio broadcast station, the station broadcasting such program shall make, or cause to be made, an appropriate announcement that the program is sponsored, paid for, or furnished either in whole or in part.

(b) In the case of any political program or any program involving the discussion of public controversial issues for which any records, transcriptions, talent, scripts, or other material or services of any kind are furnished, either directly or indirectly, to a station as an inducement to the broadcasting of such program, an announcement shall be made both at the beginning and conclusion of such program on which such material or services are used that such records, transcriptions, talent, scripts, or other material or services have been furnished to such station in connection with the broadcasting of such program; *Provided, however,* that only one such announcement need be made in the case of any such program of five minutes' duration or less, which announcement may be made either at the beginning or conclusion of the program.

(c) The announcement required by this section shall fully and fairly disclose the true identity of the person or persons by whom or in whose behalf such payment is made or promised, or from whom or in whose behalf such services or other valuable consideration is received, or by whom the material or services referred to in subsection (b) hereof are furnished. Where an agent or other person contracts or otherwise makes arrangements with a station on behalf of another, and such fact is known to the station, the announcement shall disclose the identity of the person or persons in whose behalf such agent is acting instead of the name of such agent.

(d) In the case of any program, other than a program advertising commercial products or services, which is sponsored, paid for or furnished, either in whole or in part, or for which material or services referred to in subsection (b) hereof are furnished, by a corporation, committee, association or other unincorporated group, the announcement required by this section, shall disclose the name of such corporation committee, association or other unincorporated group. In each such case the station shall require that a list of the chief executive officers or members of the executive committee or of the board of directors of the corporation, committee, association or other unincorporated group shall be made available for public inspection at one of the radio stations carrying the program.

(e) In the case of programs advertising commercial products or services, an announcement stating the sponsor's corporate or trade name or the name of the sponsor's product, shall be deemed sufficient for the purposes of this section and only one such announcement need be made at any time during the course of the program.

§ 3.290 *Broadcasts by candidate for public office.*—

(a) *Definitions.*—A "legally qualified candidate" means any person who has publicly announced that he is a candidate for nomination by a convention of a political party or for nomination or election in a primary, special, or general election, municipal, county, state or national and who meets the qualifications prescribed by the applicable laws to hold the office for which he is a candidate, so that he may be voted for by the electorate directly or by means of delegates or electors, and who

(1) has qualified for a place on the ballot or

(2) is eligible under the applicable law to be voted for by sticker, by writing in his name on the ballot, or other method, and (1) has been duly nominated by a political party which is commonly known and regarded as such, or (ii) makes a substantial showing that he is a *bona fide* candidate for nomination or office, as the case may be.

(b) *General requirements.*—No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities, *Provided,* That such licensee shall have no power of censorship over the material broadcast by any such candidate.

(c) *Rates and practices.*—The rates, if any, charged all such candidates for the same office shall be uniform and shall not be rebated by any means, directly or indirectly; no licensee shall make any discrimination in charges, practices, regulations, facilities, or services for or in connection with the service rendered pursuant to these rules, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the exclusion of other legally qualified candidates for the same public office.

(d) *Inspection of records.*—Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and the charges made, if any, if request is granted.

§ 3.291 *Rebroadcast.*—(a) The term "rebroadcast" means reception by radio of the program¹ of a radio station, and the simultaneous or subsequent retransmission of such program by a broadcast station.

(b) The licensee of an FM broadcast station may, without further authority of the Commission, rebroadcast the program of a United States standard, FM or noncommercial educational broadcast station, provided the Commission is notified of the call letters of each station rebroadcast and the licensee certifies that express authority has been received from the licensee of the station originating the program.²

(c) (1) The licensee of an FM broadcast station located within a state or the District of Columbia may, without further authority of the Commission, rebroadcast on a noncommercial basis a noncommercial program of a United States international broadcast station.

(2) The licensee of an FM broadcast station located in any territory or insular possession of the United States may, without further authority of the Commission, rebroadcast any program of a United States international broadcast station.

(3) In the case of any rebroadcast under the provisions of this paragraph (c), the Commission shall be notified of the call letters of each station whose program is rebroadcast and the licensee shall certify that express authority has been received from the licensee of the station originating the program.

(d) No licensee of an FM broadcast station shall rebroadcast the program of any United States radio station not designated in (b) or (c) above without written authority having first been obtained from the Commission upon application (informal) accompanied by written consent or certification of consent of the licensee of the station originating the program.⁴

Subpart C—General Rules Applicable to Standard Broadcast Stations

§3.401 *Station license; posting of.*—The station license and any other instrument of authorization or individual order concerning construction of the equipment or the manner of operation of the station shall be posted in a conspicuous place in the room in which the transmitter is located in such manner that all terms thereof are visible and the license of the station operator shall be posted in the same manner. (See secs. 2.51 and 2.52.)

§3.402 *Licensed operator required.*—The licensee of each station shall have a licensed operator or operators of the grade specified by the Commission on

¹ As used in this section, program includes any complete program or part thereof. transmission of such program by a broadcast station.²

² In case a program is transmitted from its point of origin to a broadcast station entirely by telephone facilities in which a section of such transmission is by radio, the broadcasting of this program is not considered a rebroadcast.

³ The notice and certification of consent shall be given within three (3) days of any single rebroadcast, but in case of the regular practice of rebroadcasting certain programs of a standard or FM broadcast station several times during a license period, notice and certification of consent shall be given for the ensuing license period with the application for renewal of license, or at the beginning of such rebroadcast practice if begun during a license period.

⁴ The broadcasting of a program relayed by a relay broadcast station or studio transmitter link is not considered a rebroadcast.

By Order No. 82, dated and effective June 24, 1941, until further order of the Commission, section 3.291(d) is suspended only insofar as it requires prior written authority of the Commission for the rebroadcasting of programs originated for that express purpose by United States Government radio stations.

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duty during all periods of actual operation of the transmitter at the place where the transmitting equipment is located. (See sec. 2.53.)

§3.403 Licensed operator; other duties.—The licensed operator on duty and in charge of a standard or high-frequency broadcast transmitter may, at the discretion of the licensee, be employed for other duties or for the operation of another radio station or stations in accordance with the class of operator's license which he holds and by the rules and regulations governing such other stations: *Provided, however,* That such duties shall in no wise interfere with the proper operation of the standard broadcast transmitter.

§3.404 Logs.—The licensee of each broadcast station shall maintain program and operating logs and shall require entries to be made as follows:

(a) In the program log:
(1) An entry of the time each station identification announcement (call letters and location) is made.
(2) An entry briefly describing each program broadcast, such as "music," "drama," "speech," etc., together with the name or title thereof, and the sponsor's name, with the time of the beginning and ending of the complete program. If a mechanical record is used, the entry shall show the exact nature thereof, such as "record," "transcription," etc., and the time it is announced as a mechanical record. If a speech is made by a political candidate, the name and political affiliations of such speaker shall be entered.
(3) An entry showing that each sponsored program broadcast has been announced as sponsored, paid for, or furnished by the sponsor.
(4) An entry showing, for each program of network origin, the name of the network originating the program.

(b) In the operating log:
(1) An entry of the time the station begins to supply power to the antenna, and the time it stops.

(2) An entry of the time the program begins and ends.
(3) An entry of each interruption to the carrier wave, its cause, and duration.

(4) An entry of the following each 30 minutes:
(i) Operating constants of last radio stage (total plate current and plate voltage.)

(ii) Antenna current.
(iii) Frequency monitor reading.
(iv) Temperature of crystal control chamber if thermometer is used.
(5) Log of experimental operation during experimental period. (If regular operation is maintained during this period, the above logs shall be kept.)

(i) A log must be kept of all operation during the experimental period. If the entries required above are not applicable thereto, then the entries shall be made so as to fully describe the operation.

(c) Where an antenna or antenna supporting structure(s) is required to be illuminated the licensee shall make entries in the radio station log appropriate to the requirements of section 2.82 (a), (b), and (c) as follows:

(1) The time the tower lights are turned on and off if manually controlled.
(2) The time the daily visual observation of the tower lights was made.
(3) In the event of any observed failure of a tower light,

(i) Nature of such failure.
(ii) Time the failure was observed.
(iii) Time and nature of the adjustments, repairs or replacements made.

(iv) Airways Communication Station (C.A.A.) notified of the failure of any tower light not corrected within thirty minutes and the time such notice was given.

(v) Time notice was given to the Airways Communication Station (C.A.A.) that the required illumination was resumed.

(4) Upon completion of the periodic inspection required at least once each three months,
(i) The date of the inspection and the condition of all tower lights and associated tower lighting control devices.

(ii) Any adjustments, replacements or repairs made to insure compliance with the lighting requirements.

§3.405 Logs, retention of.—Logs of standard or high-frequency broadcast stations shall be retained by the licensee for a period of 2 years, except when required to be retained for a longer period in accordance with the provisions of section 2.54.

§3.406 Station identification.—(a) A licensee of a standard or high-frequency broadcast station shall make station identification announcement (call letters and location) at the beginning and ending of each time of operation and during operation (1) on the hour and (2) either on the half hour or at the quarter hour following the hour and at the quarter hour preceding the next hour: *Provided,*

(b) Such identification announcement need not be made on the hour when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, or operatic production of longer duration than 30 minutes. In such cases the identification announcement shall be made at the beginning of the program, at the first interruption of the entertainment continuity, and at the conclusion of the program.

(c) Such identification announcement need not be made on the half hour or quarter hours when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, or operatic production. In such cases an identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion of the program, *Provided,* That an announcement within 5 minutes of the times specified in subdivision (2) of paragraph (a) of this section will satisfy the requirements of identification announcements.

(d) In the case of variety show programs, baseball game broadcasts, or similar programs of longer duration than 30 minutes, the identification announcement shall be made within 5 minutes of the hour and of the times specified in subdivision (2) of paragraph (a) of this section.

(e) In the case of all other programs the identification announcement shall be made within 2 minutes of the hour and of the times specified in subdivision (2) of paragraph (a) of this section.

(f) In making the identification announcement the call letters shall be given only on the channel of the station identified thereby.

§3.407 Mechanical records. Each program broadcast which consists in whole or in part of one or more mechanical reproductions shall be announced in the manner and to the extent set out below.

(a) Each such program of longer duration than 30 minutes, consisting in whole or in part of one or more mechanical reproductions, shall be identified by appropriate announcement at the beginning of the program, at each 30-minute interval and at the conclusion of the program: *Provided, however,* That the identifying announcement at each 30-minute interval is not required in case of a mechanical record consisting of a continuous uninterrupted speech, play, religious service, symphony concert or operatic production of longer than 30 minutes.

(b) Each such program of a longer duration than 5 minutes and not in excess of 30 minutes, consisting in whole or in part of one or more mechanical reproductions, shall be identified by an appropriate announcement at the beginning and end of the program.

(c) Each such program of five minutes or less, consisting in whole or in part of mechanical reproductions, shall be identified by appropriate announcement immediately preceding the use thereof.

(d) In case a mechanical record is used for background music, sound effects, station identification, program identification (theme music of short duration) or identification of the sponsorship of the program proper, no announcement of the mechanical record is required.

(e) The exact form of identifying announcement is not prescribed, but the language shall be clear and in terms commonly used and understood. A licensee shall not attempt affirmatively to create the impression that any program being broadcast by mechanical reproduction consists of live talent.

§3.408 Rebroadcast.—(a) The term "rebroadcast" means reception by radio of the program¹ of a radio station, and the simultaneous or subsequent retransmission of such program by a broadcast station.²

(b) The licensee of a standard or high frequency broadcast station may, without further authority of the Commission, rebroadcast the program of a United States standard or high frequency broadcast station, provided the Commission is notified of the call letters of each station rebroadcast and the licensee certifies that express authority has been received from the licensee of the station originating the program.³

(c) (1) The licensee of a standard or high frequency broadcast station located within a state or the District of Columbia may, without further authority of the Commission, rebroadcast on a noncommercial basis a noncommercial program of a United States international broadcast station.

(2) The licensee of a standard or high frequency broadcast station located in any territory or insular possession of the United States may, without further authority of the Commission, rebroadcast any program of a United States international broadcast station.

(3) In the case of any rebroadcast under the provisions of this paragraph (c), the Commission shall be notified of the call letters of each station whose programs are rebroadcast and the licensee shall certify that express authority has been received from the licensee of the station originating the program.

(d) No licensee of a standard or high frequency broadcast station shall rebroadcast the program of any other class of United States radio station without written authority having first been obtained from the Commission upon application accompanied by written consent or certification of consent of the licensee of the station originating the program.^{4 5 6}

(e) In case of a program rebroadcast by several standard broadcast stations, such as a chain rebroadcast, the person legally responsible for distributing the program or the network facilities may obtain the necessary authorization for the entire rebroadcast both from the Commission and from the person or licensee of the station originating the program.

Attention is directed to section 325(b) of the Communications Act of 1934, which reads as follows:

No person shall be permitted to locate, use, or maintain a radio broadcast studio or other place or apparatus from which or whereby sound waves are converted into electrical energy, or mechanical or physical reproduction of sound waves produced, and caused to be transmitted or delivered to a radio station in a foreign country for the purpose of being broadcast from any radio station there, having a power output of sufficient intensity, and/or being so located geographically that its emissions may be received consistently in the United States, without first obtaining a permit from the Commission upon proper application therefor.⁷

§3.409 Sponsored programs, announcement of.—(a) In the case of each program for the broadcasting of which money, services, or other valuable consideration is either directly or indirectly paid or promised to, or charged or received by, any radio broadcast station, the station broadcasting such program shall make, or cause to be made, an appropriate announcement that the program is sponsored, paid for, or furnished, either in whole or in part.

(b) In the case of any political program or any program involving the discussion of public controversial issues for which any records, transcriptions, talent, scripts, or other material or services of any kind are furnished, either directly or indirectly, to a station as an inducement to the broadcasting of such program, an announcement shall be made both at the beginning and conclusion of such program on which such material or services are used that such records, transcriptions, talent, scripts, or other material or services have been furnished to such station in connection with the broadcasting of such program: *Provided, how-*

¹ As used in sec. 3.408, program includes any complete program or part thereof, or any signals if other than A-3 emission.

² In case a program is transmitted from its point of origin to a broadcast station entirely by telephone facilities in which a section of such transmission is by radio, the broadcasting of this program is not considered a rebroadcast.

³ The notice and certification of consent shall be given within three (3) days of any single rebroadcast, but in case of the regular practice of rebroadcasting certain programs of a standard or high frequency broadcast station several times during a license period, notice and certification of consent shall be given for the ensuing license period with the application for renewal of license, or at the beginning of such rebroadcast practice if begun during a license period.

⁴ The broadcasting of a program relayed by a relay broadcast station (sec. 4.21) is not considered a rebroadcast.

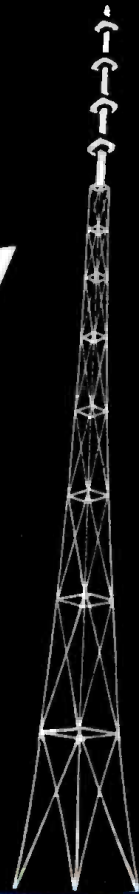
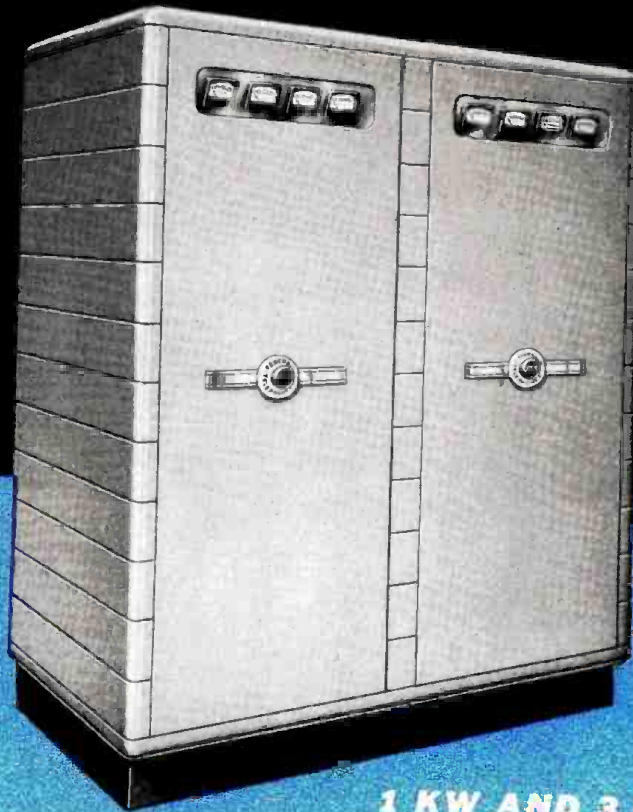
⁵ Informal application may be employed.

⁶ By Order No. 82, dated and effective June 24, 1941, until further order of the Commission, section 3.408(d) is suspended only insofar as it requires prior written authority of the Commission for the rebroadcasting of programs originated for that express purpose by United States Government radio stations.

⁷ Formal application required. See Standards of Good Engineering Practice for form number.

(Continued on page 500)

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ever. That only one such announcement need be made in the case of any such program of five minutes' duration or less, which announcement may be made either at the beginning or the conclusion of the program.

(c) The announcement required by this section shall fully and fairly disclose the true identity of the person or persons by whom or in whose behalf such payment is made or promised, or from whom or in whose behalf such services or other valuable consideration is received, or by whom the material or services referred to in subsection (b) hereof are furnished. Where an agent or other person contracts or otherwise makes arrangements with a station on behalf of another, and such fact is known to the station, the announcement shall disclose the identity of the person or persons in whose behalf such agent is acting instead of the name of such agent.

(d) In the case of any program, other than a program advertising commercial products or services, which is sponsored, paid for or furnished, either in whole or in part, or for which material or services referred to in subsection (b) hereof are furnished, by a corporation, committee, association or other unincorporated group, the announcement required by this section shall disclose the name of such corporation, committee, association or other unincorporated group. In each such case the station shall require that a list of the chief executive officers or members of the executive committee or of the board of directors of the corporation, committee, association or other unincorporated group shall be made available for public inspection at one of the radio stations carrying the program.

(e) In the case of programs advertising commercial products or services, an announcement stating the sponsor's corporate or trade name or the name of the sponsor's product, shall be deemed sufficient for the purposes of this section and only one such announcement need be made at any time during the course of the program.

BROADCASTS BY CANDIDATES FOR PUBLIC OFFICE

§3.421 General requirements.—No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities. *Provided*, That such licensee shall have no power of censorship over the material broadcast by any such candidate.

§3.422 Definitions.—A "legally qualified candidate" means any person who has publicly announced that he is a candidate for nomination by a convention of a political party or for nomination or election in a primary, special, or general election, municipal, county, state or national, and who meets the qualifications prescribed by the applicable laws to hold the office for which he is a candidate, so that he may be voted for by the electorate directly or by means of delegates or electors, and who

(a) has qualified for a place on the ballot or
(b) is eligible under the applicable law to be voted for by sticker, by writing in his name on the ballot, or other method, and (1) has been duly nominated by a political party which is commonly known and regarded as such, or (2) makes a substantial showing that he is a *bona fide* candidate for nomination or office, as the case may be.

§3.423 Rates and practices.—The rates, if any, charged all such candidates for the same office shall be uniform and shall not be rebated by any means, directly or indirectly; no licensee shall make any discrimination in charges, practices, regulations, facilities, or services for or in connection with the service rendered pursuant to these rules, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the exclusion of other legally qualified candidates for the same public office.

§3.424 Records; inspection.—Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and the charges made, if any, if request is granted.

Subpart D—Rules Governing Television Broadcast Station

§3.601 Numerical designation of television channels.—The channels or frequency bands set forth below are available for television broadcast stations.

Channel No.	Megacycles	Channel No.	Megacycles
1.....	44-50	8.....	180-186
2.....	54-60	9.....	186-192
3.....	60-66	10.....	192-198
4.....	66-72	11.....	198-204
5.....	76-82	12.....	204-210
6.....	82-88	13.....	210-216
7.....	174-180		

§3.602 Sharing of Television Channels.—Channels 1 through 5 and 7 through 13 are available for assignment to radio services other than television upon a showing that no mutual interference will result.

§3.603 Community stations.—(a) A Community station is designed primarily for rendering service to the smaller metropolitan districts or principal cities. Television channel No. 1 is assigned exclusively for Community stations. Channels 2 to 13, inclusive, can also be used for Community stations provided such use complies with Section 3.606.

(b) The power of a Community station may not exceed an effective radiated peak power of 1 kilowatt. The maximum antenna height for such stations shall be 500 feet above the average terrain as determined by methods prescribed in the Standards of Good Engineering Practice concerning Television Broadcast Stations.

(c) The main studio of a Community station shall be located in the city or town served and the transmitter shall be located as near the center of the city as practicable.

§3.604 Metropolitan stations.—(a) Metropolitan stations may be assigned to television channels 2 through 13, both inclusive. They are designed primarily to render service to a single metropolitan district or a principal city and to the rural area surrounding such metropolitan district or principal city.

(b) Metropolitan stations are limited to a maximum of 50 kilowatts effective radiated peak power with antenna having a height of 500 feet above the average

terrain, as determined by the methods prescribed in Standards of Good Engineering Practice concerning television broadcast stations. Where higher antenna heights are available, they should be used but in such cases the Commission may authorize less than 50 kilowatts effective radiated peak power so that the coverage (within the 5000 uv/m contour) shall be substantially similar to that which would be provided by 50 kilowatts effective radiated peak power and a 500 foot antenna. Where it is shown that an antenna height of 500 feet is not available, the Commission may authorize the use of a lower height antenna but will not permit an increase in radiated power in excess of 50 kilowatts. The service area of Metropolitan stations will not be protected beyond the 5000 uv/m contour and such stations will be located in such a manner as to insure, insofar as possible, a maximum of television service to all listeners, whether urban or rural.

(c) The main studio for Metropolitan stations shall be located in the city or metropolitan district with which the station is associated and the transmitter should be located so as to provide the maximum service to the city or metropolitan district served.

§3.605 Rural stations.—(a) Licensees of Metropolitan stations or applicants who desire to qualify as licensees of Rural stations must make a special showing to the Commission that they propose to serve an area more extensive than that served by a Metropolitan station and that the additional area proposed to be served is predominantly rural in character. In addition, a showing must be made that such use of the channel will not cause objectionable interference to other television stations or prevent the assignment of other television stations where there is reasonable evidence of the probability of such station being located in the future.

(b) Channels 2 through 13 are available for assignment to Rural stations. The service area of Rural stations will be determined by the Commission.

(c) The main studio of Rural stations shall be located within the 500 uv/m contour.

§3.606 Table Showing Allocation of Television Channels to Metropolitan Districts in the United States.—(a) The table below sets forth the channels which are available for the areas indicated. The table below will be revised from time to time depending upon the demand for television stations which may exist in the various cities. Where it is desired to use a different channel in any such area, or to use one of the channels in another area conflicting therewith, it must be shown that public interest, convenience, or necessity will be better served thereby than by the allocation set forth in the table.

(b) Only the first 140 metropolitan districts are listed in the table below. Stations in other metropolitan or city areas not listed in the table will not be assigned closer than 150 miles on the same channel or 75 miles on adjacent channels, except upon an adequate showing that public interest, convenience, or necessity would be better served thereby or that by using lower power or by other means equivalent protection is provided.

(c) Persons desiring to enter into a voluntary sharing arrangement of a television channel may file application therefor with the Commission pursuant to the provisions of Section 3.661 (c).

[Editor's Note: Complete log of television allocations to districts on page 441.]

§3.611 Application for television stations.—Each applicant for a construction permit for a new television broadcast station, change in facilities of any existing television broadcast station, or television station license or modification of license shall file with the Commission in Washington, D. C., three copies of applications on the appropriate form designated by the Commission and a like number of exhibits and other papers incorporated therein and made a part thereof. Only the original copy need be sworn to. If the application is for a construction permit for a new television station, Form FCC No. 330 should be filed; for a television station license, Form FCC No. 331 should be filed; and for modification of a television station license or for change in facilities of an existing television station, Form FCC No. 333 should be filed.

§3.612 Full disclosures.—Each application shall contain full and complete disclosures with regard to the real party or parties in interest, and their legal, technical, financial, and other qualifications, and as to all matters and things required to be disclosed by the application forms.

§3.613 Installation or removal of apparatus.—Applications for construction permit or modification thereof, involving removal of existing transmitting apparatus and/or installation of new transmitting apparatus, shall be filed at least 60 days prior to the contemplated removal and/or installation.

§3.614 Period of construction.—Each construction permit will specify a maximum of 60 days from the date of granting thereof as the time within which construction of the station shall begin, and a maximum of six months thereafter as the time within which construction shall be completed and the station ready for operation, unless otherwise determined by the Commission upon proper showing in any particular case.

§3.615 Forfeiture of construction permits: extension of time.—(a) A construction permit shall be automatically forfeited if the station is not ready for operation within the time specified therein or within such further time as the Commission may have allowed for completion, and a notation of the forfeiture of any construction permit under this provision will be placed in the records of the Commission as of the expiration date.

(b) An application (Form FCC No. 701) for extension of time within which to construct a station shall be filed at least thirty days prior to the expiration date of such permit if the facts supporting such application for extension are known to the applicant in time to permit such filing. In other cases such applications will be accepted upon a showing satisfactory to the Commission of sufficient reasons for filing within less than thirty days prior to the expiration date. Such applications will be granted upon a specific and detailed showing that the failure to complete was due to causes not under the control of the grantee, or upon a specific and detailed showing of other matters sufficient to justify the extension.

§3.616 Equipment tests and proof of performance.—(a) Upon completion of construction of a television station in exact accordance with the terms of the construction permit, the technical provisions of the application therefor and the rules and regulations and standards of good engineering practice governing television stations and prior to filing of application for license, the permittee is authorized to test the equipment for a period not to exceed 90 days: *Provided*, that the inspector in charge of the district in which the station is located and the Commission are notified 2 days in advance of the beginning of tests,

(Continued on page 502)

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(Continued from page 500)

(b) The Commission may notify the permittee to conduct no tests or may cancel, suspend, or change the date of beginning for the period of such tests as and when such action may appear to be in the public interest, convenience, and necessity.

(c) Within the 90-day period prescribed by this section for equipment tests, field intensity measurements in accordance with the methods prescribed in the Standards of Good Engineering Practice Concerning Television Broadcast Stations shall be submitted to the Commission. The Commission may grant extensions of time upon showing of reasonable need therefor.

§3.617 Program tests.—(a) When construction and equipment tests are completed in exact accordance with the terms of the construction permit, the technical provisions of the application therefor, and the rules and regulations and standards of good engineering practice governing television stations, and after an application for station license has been filed with the Commission showing the equipment to be in satisfactory operating condition, the permittee is authorized to conduct program tests in exact accordance with the terms of the construction permit for a period not to exceed 30 days: *Provided*, That the inspector in charge of the district in which the station is located and the Commission are notified 2 days in advance of the beginning of such tests.

(b) The Commission reserves the right to cancel such tests or suspend, or change the date of beginning for the period of such tests as and when such action may appear to be in the public interest, convenience, and necessity by notifying the permittee.

(c) The authorization for tests embodied in this section or Section 3.616 shall not be construed as constituting a license to operate but as a necessary part of the construction.

§3.618 Normal license period.—All television broadcast station licenses will be issued so as to expire at the hour of 3 a.m. E.S.T. and will be issued for a normal license period of 1 year.

§3.619 License, simultaneous modification and renewal.—When an application is granted by the Commission necessitating the issuance of a modified license less than 60 days prior to the expiration date of the license sought to be modified, and an application for renewal of said license is granted subsequent or prior thereto (but within 30 days of expiration of the present license) the modified license as well as the renewal license shall be issued to conform to the combined action of the Commission.

§3.620 Renewal of license.—(a) Unless otherwise directed by the Commission, each application for renewal of a television station license shall be filed at least 60 days prior to the expiration date of the license sought to be renewed (Form FCC No. 311). No application for renewal of license of a television broadcast station will be considered unless there is on file with the Commission, the information currently required by Section 1.301-1.304 reference to which by date and file number shall be included in the application.

(b) Whenever the Commission regards an application for a renewal of a television station license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a date certain, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

§3.621 Temporary extension of station licenses.—Where there is pending before the Commission any application, investigation, or proceeding which, after hearing, might lead to or make necessary the modification of, revocation of, or the refusal to renew an existing television license, the Commission may, in its discretion, grant a temporary extension of such license: *Provided, however*, That no such temporary extension shall be construed as a finding by the Commission that the operation of any radio station thereunder will serve public interest, convenience, and necessity beyond the express terms of such temporary extension of license: *And provided further*, That such temporary extension of license will in no wise affect or limit the action of the Commission with respect to any pending application or proceeding.

§3.622 Repetitious applications.—(a) Where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new television broadcast station, or for change of existing service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider another application for a station of the same class to serve in whole or in part the same area, by the same applicant or by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of 12 months from the effective date of the Commission's order.

(b) Where an appeal has been taken from the action of the Commission in denying a particular application, another application for the same class of broadcast station and for the same area, in whole or in part, filed by the same applicant or by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, will not be considered until the final disposition of such appeal.

§3.623 Assignment or transfer of control.—(a) *Voluntary*: Application for consent to voluntary assignment of a television station construction permit or license or for consent to voluntary transfer of control of a corporation holding a television station construction permit or license shall be filed with the Commission on Form FCC No. 314 (assignment of license) or Form FCC No. 315 (transfer of control) at least 60 days prior to the contemplated effective date of assignment or transfer of control.

(b) *Involuntary*: In the event of the death or legal disability of a permittee or licensee, or a member of a partnership, or a person directly or indirectly in control of a corporation, which is a permittee or licensee:

(1) the Commission shall be notified in writing promptly of the occurrence of such death or legal disability, and

(2) within thirty days after the occurrence of such death or legal disability, application on Form FCC No. 314 or 315 shall be filed for consent to involuntary assignment of such television station permit or license or for involuntary transfer of control of such corporation to a person or entity legally qualified to succeed to the foregoing interests under the laws of the place having jurisdiction over the estate involved.

RULES RELATING TO LICENSING POLICIES

§3.631 Exclusive affiliation of station.—No license shall be granted to a television broadcast station having any contract, arrangement, or understand-

ing, express or implied with a network organization¹ under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organization.

§3.632 Territorial exclusivity.—No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another broadcast station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another broadcast station serving a substantially different area from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization.

§3.633 Term of affiliation.—No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which provides, by original terms, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years: *Provided*, that a contract, arrangement, or understanding for a period up to two years, may be entered into within six months prior to the commencement of such period.

§3.634 Option time.—No license shall be granted to a television broadcast station which options² for network programs any time subject to call on less than 56 days' notice, or more time than a total of three hours³ within each of four segments of the broadcast day, as herein described. The broadcast day is divided into 4 segments, as follows: 8:00 a.m. to 1:00 p.m.; 1:00 p.m. to 6:00 p.m.; 6:00 p.m. to 11:00 p.m.; 11:00 p.m. to 8:00 a.m.* Such options may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations.

§3.635 Right to reject programs.—No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which (a), with respect to programs offered pursuant to an affiliation contract, prevents or hinders the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable; or which (b), with respect to network programs so offered or already contracted for, prevents the station from rejecting or refusing any program which, in its opinion, is contrary to the public interest, or from substituting a program of outstanding local or national importance.

§3.636 Network ownership of stations.—No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control⁴ of a network organization, for a television broadcast station in any locality where the existing television broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing.

§3.637 Dual network operation.—No license shall be issued to a television broadcast station affiliated with a network organization which maintains more than one network of television broadcast stations: *Provided*, that this regulation shall not be applicable if such networks are not operated simultaneously, or if there is no substantial overlap in the territory served by the group of stations comprising each such network.

§3.638 Control by networks of station rates.—No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied with a network organization under which the station is prevented or hindered from, or penalized for, fixing or altering its rates for the sale of broadcast time for other than the network's programs.

§3.639 Use of common antenna site.—No television license or renewal of a television license will be granted to any person who owns, leases, or controls a particular site which is peculiarly suitable for television broadcasting in a particular area and (1) which is not available for use by other television licensees; and (2) no other comparable site is available in the area; and (3) where the exclusive use of such site by the applicant or licensee would unduly limit the number of television stations that can be authorized in a particular area or would unduly restrict competition among television stations.

§3.640 Multiple ownership.—(a) No person (including all persons under common control⁵ shall, directly or indirectly, own, operate, or control more than one television broadcast station that would serve substantially the same service area as another television broadcast station owned, operated, or controlled by such person.

(b) No person (including all persons under common control) shall, directly or indirectly, own, operate, or control more than one television broadcast station, except upon a showing (1) that such ownership, operation, or control would foster competition among television broadcast stations or provide a television

¹ The term "network organization" as used herein includes national and regional network organizations. See Chapter VII, J, of Report on Chain Broadcasting.

² As used in this section, an option is any contract, arrangement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

³ All time options permitted under this section must be specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from daylight saving to standard time or vice versa may or may not shift the specified hours correspondingly as agreed by the station and network organization.

⁴ These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.

⁵ The word "control" as used herein, is not limited to full control, but includes such a measure of control as would substantially affect the availability of the station to other networks.

⁶ The word "control" as used herein is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

(Continued on page 504)



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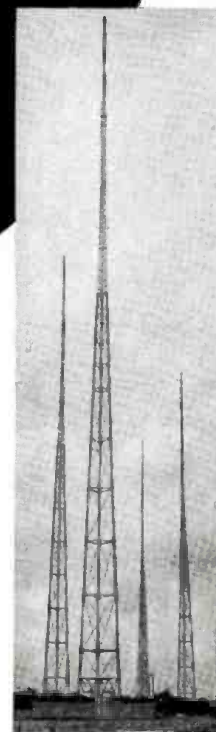
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TOWERS

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(Continued from page 502)

broadcasting service distinct and separate from existing services, and (2) that such ownership, operation, or control would not result in the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity; provided, however, that the Commission will consider the ownership, operation, or control of more than five television broadcast stations to constitute the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

RULES RELATING TO EQUIPMENT

§3.651 Transmitter power.—The rated power and operating power range of transmitters shall be in accordance with the Standards of Good Engineering Practice concerning Television Broadcast Stations.

§3.652 Frequency monitors.—The licensee of each television broadcast station shall have in operation at the transmitters frequency monitors independent of the frequency control of the transmitters.

§3.653 Modulation monitors.—The licensee of each television broadcast station shall have in operation at the transmitter a modulation monitor for the aural transmitter. There shall also be sufficient monitoring equipment for the visual signal to determine that the signal complies with the Standards of Good Engineering Practice concerning Television Broadcast Stations.

§3.654 Required transmitter performance.—The construction, installation, operation, and performance of the television broadcast transmitter system shall be in accordance with the Standards of Good Engineering Practice concerning Television Broadcast Stations.

§3.655 Auxiliary transmitter.—Upon showing that a need exists for the use of auxiliary transmitters in addition to the regular transmitters of a television station, a license therefor may be issued provided that:

(a) Auxiliary transmitters may be installed either at the same location as the main transmitter or at another location.

(b) A licensed operator shall be in control whenever auxiliary transmitters are placed in operation.

(c) The auxiliary transmitters shall be maintained so that they may be put into immediate operation at any time for the following purposes:

(1) The transmission of the regular programs upon the failure of the main transmitters.

(2) The transmission of regular programs during maintenance or modification work on the main transmitters necessitating discontinuance of its operation for a period not to exceed five days.

(3) Upon request by a duly authorized representative of the Commission.

(d) The auxiliary transmitters shall be tested at least once each week to determine that it is in proper operating condition and that it is adjusted to the proper frequency, except that in case of operation in accordance with paragraph (c) of this section during any week, the test in that week may be omitted provided the operation under paragraph (c) is satisfactory. A record shall be kept of the time and result of each test operating under paragraph (c).

(e) The auxiliary transmitters shall be equipped with satisfactory control equipment which will enable the maintenance of the frequency emitted by the station within the limits prescribed by these regulations.

(f) The operating power of an auxiliary transmitter may be less than the authorized power of the main transmitters, but in no event shall it be greater than such power.

§3.656 Alternate main transmitters.—The licensee of a television broadcast station may be licensed for alternate main transmitters provided that a technical need for such alternate transmitters is shown and that the following conditions are met:

(a) Both transmitters are located at the same place.

(b) Both transmitters shall have the same power rating.

(c) Both transmitters shall meet the construction, installation, operation, and performance requirements of the Standards of Good Engineering Practice concerning Television Broadcast Stations.

§3.657 Changes in equipment and antenna system.—Licensees of television broadcast stations shall observe the following provisions with regard to changes in equipment and antenna system:

(a) No changes in equipment shall be made:

(1) That would result in the emission of signals outside of the authorized channel.

(2) That would result in the external performance of the transmitter being in disagreement with that prescribed in the Standards of Good Engineering Practice concerning Television Broadcast Stations.

(b) Specific authority, upon filing formal application (Form FCC No. 333) therefor, is required for a change in service area or for any of the following changes:

(1) Changes involving an increase or decrease in the power rating of the transmitters.

(2) A replacement of the transmitters as a whole.

(3) Change in the location of the transmitting antenna.

(4) Change in antenna system, including transmission line.

(5) Change in location of main studio, if it is proposed to move the main studio to a different city from that specified in the license.

(6) Change in the power delivered to the antenna.

(7) Change in frequency control and/or modulation system.

(c) Specific authority, upon filing *informal* request therefor, is required for a change in the indicating instruments installed to measure transmitter power output, except by instruments of the same maximum scale reading and accuracy.

(d) Other changes, except as above provided for in this section or in Standards of Good Engineering Practice concerning Television Broadcast Stations prescribed by the Commission may be made at any time without the authority of the Commission, provided that the Commission shall be promptly notified thereof and such changes shall be shown in the next application for renewal of license.

RULES RELATING TO TECHNICAL OPERATION

§3.661 Time of operation.—(a) All television broadcast stations will be licensed for unlimited time operation. Each licensed television station shall

¹This includes the equipment changes which may be made without authority as set forth elsewhere in the Rules and Regulations and the Standards of Good Engineering Practice or as authorized by the Commission by letter or by construction permit. Where such operation is required for periods in excess of 5 days, request therefor shall be in accordance with section 1.365.

maintain a regular program operating schedule of not less than 2 hours in any given broadcast day, and it shall render not less than 28 hours program service per week. In an emergency, however, when due to causes beyond the control of a licensee, it becomes impossible to continue operation, the station may cease operation for a period not to exceed 10 days, provided that the Commission and the Inspector in Charge of the radio district in which the station is located shall be notified in writing immediately after the emergency develops.

(b) The aural transmitter of a television broadcast station shall not be operated separately from the visual transmitter except for experimental or test purposes, and for purposes incidental to or connected with the operation of the visual transmitter.

(c) Persons desiring to enter into a voluntary sharing arrangement of a television channel may file application therefor with the Commission. Copies of the time-sharing agreement should be filed with the application.

§3.662 Experimental operation.—Television broadcast stations may conduct technical experimentation directed to the improvement of technical phases of operation and for such purposes may utilize a signal other than the standard television signal subject to the following conditions:

(a) That the licensee complies with the provisions of section 3.661 with regard to the minimum number of hours of transmission with a standard television signal.

(b) That no transmissions are radiated outside of the authorized channel and subject to the condition that no interference is caused to the transmissions of a standard television signal by other television broadcast stations.

(c) No charges either direct or indirect shall be made by the licensee of a television broadcast station for the production or transmission of programs when conducting technical experimentation.

§3.663 Station inspection.—The licensee of any television broadcast station shall make the station available for inspection by representatives of the Commission at any reasonable hour.

§3.664 Station license, posting of.—The original of each station license shall be posted in the transmitter room.

§3.665 Operator requirements.—One or more licensed radio-telephone first class operators shall be on duty at the place where the transmitting apparatus of each station is located and in actual charge thereof whenever it is being operated. The original license (Form FCC No. 759) of each station operator shall be posted at the place where he is on duty. The licensed operator on duty and in charge of a television broadcast transmitter may, at the discretion of the licensee, be employed for other duties or for the operation of another station or stations in accordance with the class of operator's license which he holds and by the rules and regulations governing such stations. However, such duties shall in no wise interfere with the operation of the broadcast transmitter.

§3.666 Operating power: how determined.—The operating power, and the requirements for maintenance thereof, of each television broadcast station shall be determined by the methods prescribed in the Standards of Good Engineering Practice concerning Television Broadcast Stations.

§3.667 Modulation.—The percentage of modulation of the aural transmissions shall be maintained as high as possible consistent with good quality of transmission and good broadcast practice and in no case less than 85 per cent nor more than 100 per cent on peaks of frequent recurrence during any selection which normally is transmitted at the highest level of the program under consideration.

§3.668 Frequency Tolerance.—The operating frequencies of the aural and visual transmitters of a television broadcast station shall be maintained within .002% of the assigned frequencies.

§3.669 Inspection of tower lights and associated control equipment.—The licensee of any television station which has an antenna or antenna supporting structure(s) required to be illuminated pursuant to the provisions of section 303(q) of the Communications Act of 1934, as amended:

(a) Shall make a visual observation of the tower lights at least once each 24 hours to insure that all such lights are functioning properly as required.

(b) Shall report immediately by telephone or telegraph to the nearest Airways Communication Station or office of the Civil Aeronautics Administration any observed failure of the tower lights, not corrected within 30 minutes, regardless of the cause of such failure. Further notification by telephone or telegraph shall be given immediately upon resumption of the required illumination.

(c) Shall inspect at intervals of at least once each 3 months all flashing or rotating beacons and automatic lighting control devices to insure that such apparatus is functioning properly as required.

OTHER RULES RELATING TO OPERATION

§3.681 Logs.—The licensee of each television station shall maintain program and operating logs and shall require entries to be made as follows:

(a) In the program log:

(1) An entry of the time each station identification announcement (call letters and location) is made.

(2) An entry briefly describing each program broadcast, such as "music," "drama," "speech," etc., together with the name or title thereof and the sponsor's name, with the time of the beginning and ending of the complete program. If a mechanical reproduction, either visual or aural, is used, the entry shall show the exact nature thereof, and the time it is announced as a mechanical reproduction. If a speech is made by a political candidate, the name and political affiliations of such speaker shall be entered.

(3) An entry showing that each sponsored program broadcast has been announced as sponsored, paid for, or furnished by the sponsor.

(4) An entry showing, for each program of network origin, the name of the network originating the program.

(b) In the operating log:

(1) An entry of the time the station begins to supply power to the antenna, and the time it stops.

(2) An entry of the time the program begins and ends.

(3) An entry of each interruption to the carrier wave, its cause, and duration.

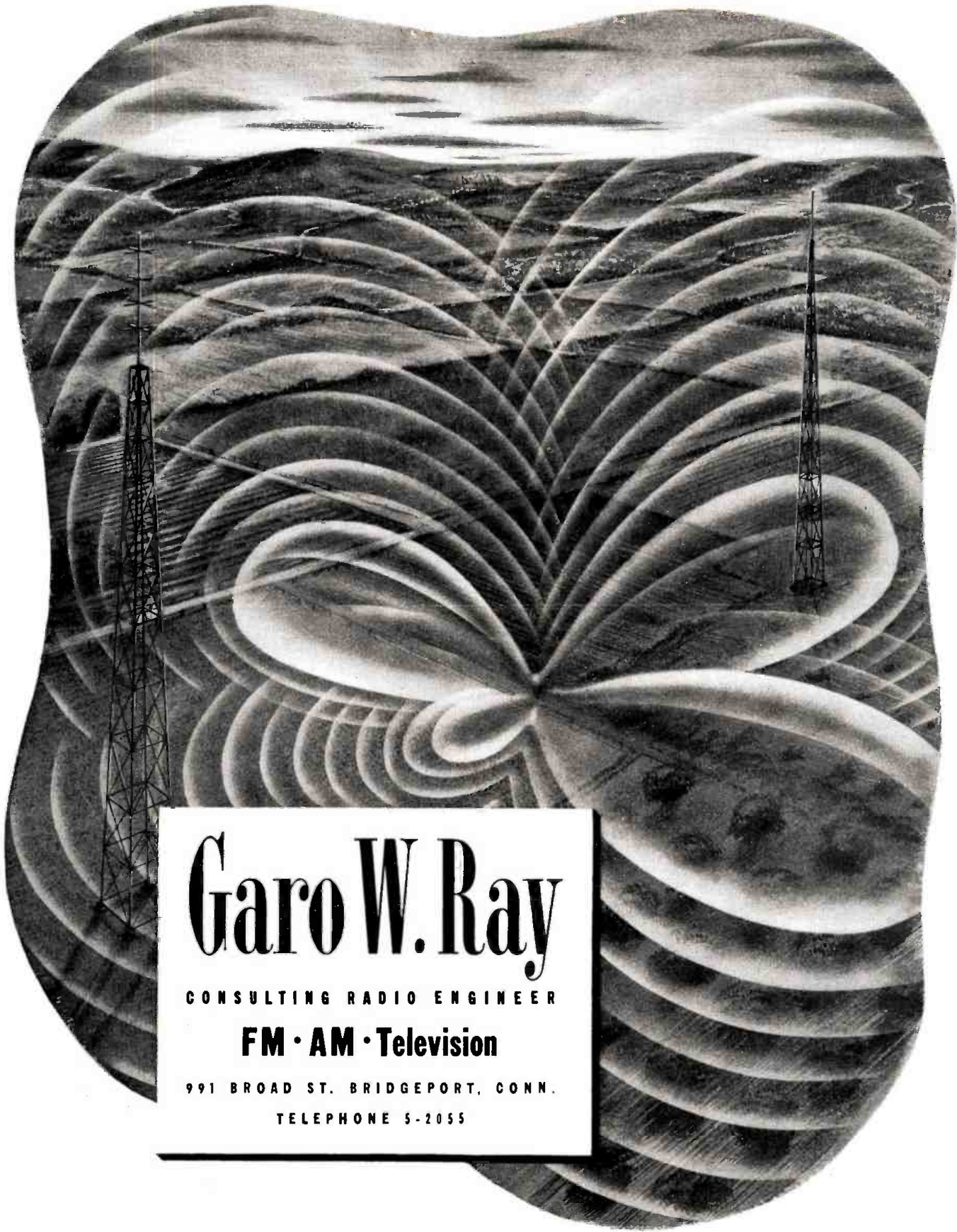
(4) An entry of the following each 30 minutes:

(i) Operating constants of last radio stage of the aural transmitter (total plate current and plate voltage).

(ii) Transmission line current or voltage of both transmitters.

(iii) Frequency monitor reading.

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(5) Log of experimental operation during experimental period (if regular operation is maintained during this period, the above logs shall be kept).

(i) A log must be kept of all operation during the experimental period. If the entries required above are not applicable thereto, then the entries shall be made so as to fully describe the operation.

(c) Where an antenna or antenna supporting structure(s) is required to be illuminated, the licensee shall make entries in the radio station log appropriate to the requirements of section 3.689 as follows:

- (1) The time the tower lights are turned on and off if manually controlled.
- (2) The time the daily visual observation of the tower lights was made.
- (3) In the event of any observed failure of a tower light.

(i) Nature of such failure.
 (ii) Time the failure was observed.
 (iii) Time and nature of the adjustments, repairs or replacements made.
 (iv) Airways Communication Station (C.A.A.) notified of the failure of any tower light not corrected within thirty minutes and the time such notice was given.

(v) Time notice was given to the Airways Communication Station (C.A.A.) that the required illumination was resumed.

(4) Upon completion of the periodic inspection required at least once each three months.

(i) The date of the inspection and the condition of all tower lights and associated tower lighting control devices.

(ii) Any adjustments, replacements or repairs made to insure compliance with the lighting requirements.

§3.682 Logs, retention of.—Logs of television broadcast stations shall be retained by the licensee for a period of 2 years. However, logs incident to or involved in any claim or complaint of which the licensee has notice shall be retained by the licensee until such claim or complaint has been fully satisfied or until the same has been barred by statute limiting the time for the filing of suits upon such claims.

§3.683 Logs, by whom kept.—Each log shall be kept by the person or persons competent to do so, having actual knowledge of the facts required, who shall sign the log when starting duty and again when going off duty. The logs shall be made available upon request by an authorized representative of the Commission.

§3.684—Log form.—The log shall be kept in an orderly manner, in suitable form, and in such detail that the data required for the particular class of station concerned are readily available. Key letters or abbreviations may be used if proper meaning or explanation is contained elsewhere in the log.

§3.685 Correction of logs.—No log or portion thereof shall be erased, obliterated, or willfully destroyed within the period of retention provided by the rules. Any necessary correction may be made only by the person originating the entry who shall strike out the erroneous portion, initial the correction made, and indicate the date of correction.

§3.686 Rough logs.—Rough logs may be transcribed into condensed form, but in such case, the original log or memoranda and all portions thereof shall be preserved and made a part of the complete log.

§3.687 Station identification.—(a) A licensee of a television broadcast station shall make station identification announcement (call letters and location), at the beginning and ending of each time of operation and during the operation on the hour. The announcement at the beginning and ending of each time of operation shall be by both aural and visual means. Other announcements may be by either aural or visual means.

(b) Identification announcements during operation need not be made when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, or any type of production. In such cases the identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion thereof.

§3.688 Mechanical reproductions.—(a) Each program which consists in whole or in part of one or more mechanical reproductions, either visual or aural, shall be accompanied by an appropriate announcement to that effect either at the beginning or end of such reproduction or at the beginning or end of the program in which such reproduction is used. No such announcement shall be required where a mechanical reproduction is used for background music, sound effects, station identification, program identification (theme music of short duration) or identification of sponsorship of the program proper.

(b) The exact form of identifying announcement is not prescribed, but the language shall be clear and in terms commonly used and understood. The licensee shall not attempt affirmatively to create the impression that any program being broadcast by mechanical reproduction consists of live talent.

§3.689 Sponsored programs, announcement of.—(a) In the case of each program for the broadcasting of which money, services, or other valuable consideration is either directly or indirectly paid or promised to, or charged or received by, any radio broadcast station, the station broadcasting such program shall make, or cause to be made, an appropriate announcement that the program is sponsored, paid for, or furnished, either in whole, or in part.

(b) In the case of any political program or any program involving the discussion of public controversial issues for which any films, records, transcriptions, talent, scripts, or other material or services of any kind are furnished, either directly or indirectly, to a station as an inducement to the broadcasting of such program, an announcement shall be made both at the beginning and conclusion of such program on which such material or services are used that such films, records, transcriptions, talent, scripts, or other material or services have been furnished to such station in connection with the broadcasting of such program; provided, however, that only one such announcement need be made in the case of any such program of five minutes' duration or less, which announcement may be made either at the beginning or conclusion of the program.

(c) The announcement required by this section shall fully and fairly disclose the true identity of the person or persons by whom or in whose behalf such payment is made or promised, or from whom or in whose behalf such services or other valuable consideration is received, or by whom the material or services referred to in subsection (b) hereof are furnished. Where an agent or other person contracts or otherwise makes arrangements with a station on behalf of another, and such fact is known to the station, the announcement shall disclose the identity of the person or persons in whose behalf such agent is acting instead of the name of such agent.

(d) In the case of any program, other than a program advertising commercial

products or services, which is sponsored, paid for or furnished, either in whole or in part, or for which material or services referred to in subsection (b) hereof are furnished, by a corporation, committee, association or other unincorporated group, the announcement required by this section, shall disclose the name of such corporation, committee, association or other unincorporated group. In each such case the station shall require that a list of the chief executive officers or members of the executive committee or of the board of directors of the corporation, committee, association or other unincorporated group shall be made available for public inspection at one of the television broadcast stations carrying the program.

(e) In the case of programs advertising commercial products or services, an announcement stating the sponsor's corporate or trade name or the name of the sponsor's product, shall be deemed sufficient for the purposes of this section and only one such announcement need be made at any time during the course of the program.

§3.690 Broadcasts by candidates for public office.—(a) *Legally qualified candidate.*—A "legally qualified candidate" means any person who has publicly announced that he is a candidate for nomination by a convention of a political party or for nomination or election in a primary, special, or general election, municipal, county, state or national, and who meets the qualifications prescribed by the applicable laws to hold the office for which he is a candidate, so that he may be voted for by the electorate directly or by means of delegates or electors, and who

(1) has qualified for a place on the ballot or

(2) is eligible under the applicable law to be voted for by sticker, by writing in his name on the ballot, or other method, and (i) has been duly nominated by a political party which is commonly known and regarded as such, or (ii) makes a substantial showing that he is a *bona fide* candidate for nomination or office, as the case may be.

(b) *General requirements.*—No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities, provided, that such licensee shall have no power of censorship over the material broadcast by any such candidate.

(c) *Rates and practices.*—The rates, if any, charged all such candidates for the same office shall be uniform and shall not be rebated by any means, directly or indirectly; no licensee shall make any discrimination in charges, practices, regulations, facilities, or services for or in connection with the service rendered pursuant to these rules, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the exclusion of other legally qualified candidates for the same public office.

(d) *Inspection of records.*—Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and the charges made, if any, if request is granted.

§3.691 Rebroadcast.—(a) The term "rebroadcast" means reception by radio of the program¹ of a radio station, and the simultaneous or subsequent retransmission of such program by a broadcast station. The broadcasting of a program relayed by a relay broadcast station or studio transmitter link is not considered a rebroadcast.

(b) The licensee of a television broadcast station may, without further authority of the Commission, rebroadcast the program of a United States television broadcast station, provided the Commission is notified of the call letters of each station rebroadcast and the licensee certifies that express authority has been received from the licensee of the station originating the program.²

(c) No licensee of a television broadcast station shall rebroadcast the program of any United States radio station not designated in (b) above without written authority having first been obtained from the Commission upon application (informal) accompanied by written consent or certification of consent of the licensee of the station originating the program.³

Part 4.—RULES GOVERNING BROADCAST SERVICES OTHER THAN STANDARD BROADCAST

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¹ As used in this section, program includes any complete program or part thereof.

² The notice and certification of consent shall be given within three (3) days of any single rebroadcast, but in case of the regular practice of rebroadcasting certain programs of a television broadcast station several times during a license period, notice and certification of consent shall be given for the ensuing license period with the application for renewal of license, or at the beginning of such rebroadcast practice if begun during a license period.

³ By Order No. 82, dated and effective June 24, 1941, until further order by the Commission, section 3.691(d) is suspended only insofar as it requires prior written authority of the Commission for the rebroadcasting of programs originated for that express purpose by United States Government radio stations.

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IN GENERAL

§4.1 *Frequency tolerance.*—The operating frequency of the broadcast stations as listed below shall be maintained within plus or minus the percentage of the assigned frequency as given in table I.

Class of station	Frequency tolerance
Relay broadcast station:	
(a) 1622 to 2830 kc.....	0.04 percent.
(b) 30000 to 40000 kc and above.....	10 watts or less, 0.1 percent. Above 10 watts, 0.05 percent.
ST broadcast station.....	0.01 percent.
International broadcast station.....	0.005 percent. ¹
Television broadcast station.....	0.01 percent.
Facsimile broadcast station.....	0.05 percent or less as required.
High frequency broadcast station.....	0.01 percent.
Noncommercial educational broadcast station.....	Do.
Developmental broadcast station.....	0.05 percent or less as required.

§4.2 *Frequency monitors.*—(a) The licensee of each broadcast station listed in section 4.1 except relay broadcast stations, shall operate at the transmitter a frequency monitor independent of the frequency control of the transmitter.

(b) The frequency monitor shall be designed and constructed in accordance with good engineering practice and shall have an accuracy sufficient to determine that the operating frequency is within one-half (½) of the allowed tolerance.

(c) The licensee of each relay broadcast station shall provide the necessary means for determining that the frequency of the station is within the allowed tolerance.

(d) The frequency of all stations listed in section 4.1 shall be checked at each time of beginning operation and as often thereafter as necessary to maintain the frequency within the allowed tolerance.

§4.3 *License period; renewal.*—(a) Licenses for the following classes of

¹ Tolerance may be 0.01 percent on equipment installed prior to January 1, 1940, and until January 1, 1941, when all international stations shall maintain frequency within 0.005 percent of the assigned frequency.

² Order No. 110-A, dates and effective September 11, 1945, suspends, until further order of the Commission, that portion of this section which established for international broadcast stations a normal license term of one year and ordered: "The license term for every international broadcast station, shall end at the earlier of the following dates: (a) April 1, 1946, or (b) the first day on which its operations are not controlled, by agreement or otherwise, by the Office of War Information or the Coordinator of Inter-American Affairs, or other governmental agency supervising the operation of international broadcasting."

broadcast stations normally will be issued for a period of 1 year expiring as follows:²

(b) Licenses for relay broadcast and special relay broadcast stations authorized under section 4.22 of the Rules and Regulations will be issued for a period running concurrently with the license of the broadcast station with which it is to be used.

(c) Each licensee shall submit the application for renewal of license at least 60 days prior to the expiration date (Section 1.360).

(d) A supplemental report shall be submitted with each application for renewal of license of a station licensed experimentally³ in accordance with the regulations governing each class of station.

§4.4 *Requirements, limitations, and restrictions.*—(a) No station licensed experimentally will be assigned for exclusive use of any frequency. In case interference would be caused by simultaneous operation of stations licensed experimentally, such licensees shall endeavor to arrange satisfactory time division. If such agreement cannot be reached, the Commission will determine and specify the time division.

(b) The Commission may from time to time require that a station licensed experimentally conduct such experiments that are deemed desirable and reasonable for the development of the service.

(c) The program of research and experimentation as offered by an applicant in compliance with the requirements for obtaining a license for an experimental station³ shall be adhered to in the main, unless the licensee is authorized to do otherwise by the Commission.

(d) A licensee of an experimental station is not required to adhere to a regular schedule of operation but shall actively conduct a program of research and experimentation or transmission of programs: *Provided, however,* Licensees of developmental broadcast stations which are licensed to conduct special intermittent experiments, such as to develop and test commercial broadcast equipment, are required to operate only when there is a need therefor.

(e) A supplementary statement shall be filed with and made a part of each application for construction permit for any broadcast station on an experimental basis which specifies any frequency above 300000 kilocycles or in the bands 162000 to 168000, 210000 to 216000, and 264000 to 270000 kilocycles except television, confirming the applicant's understanding:

- (1) That all operation upon the frequency is experimental only.
- (2) That the frequency may not be the best suited to the particular experimental work to be carried on, and
- (3) That the frequency may not be allocated for the service that may be developed experimentally.

§4.5 *Station records.*—(a) The licensee of each class of broadcast station listed in section 4.1 shall maintain adequate records of the operation, including:

- (1) Hours of operation.
- (2) Program transmitted.
- (3) Frequency check.
- (4) Pertinent remarks concerning transmission.
- (5) In case of relay station, an entry giving point of program origination and receiver location shall be included.

(6) Research and experimentation conducted in case of an experimental station.

(7) And any additional information specified in the regulations governing each class of station or for completing the supplemental report as required.

(b) Where an antenna or antenna supporting structure (s) is required to be illuminated the licensee shall make entries in the radio station log appropriate to the requirements of section 2.82 (a), (b), and (c) as follows:

- (1) The time the tower lights are turned on and off if manually controlled.
- (2) The time the daily visual observation of the tower lights was made.
- (3) In the event of any observed failure of a tower light.
 - (i) Nature of such failure.
 - (ii) Time the failure was observed.
 - (iii) Time and nature of the adjustments, repairs or replacements made.
 - (iv) Airways Communication Station (C.A.A.) notified of the failure of any tower light not corrected within thirty minutes and the time such notice was given.

(v) Time notice was given to the Airways Communication Station (C.A.A.) that the required illumination was resumed.

(4) Upon completion of the periodic inspection required at least once each three months.

(i) The date of the inspection and the condition of all tower lights and associated tower lighting control devices.

(ii) Any adjustments, replacements or repairs made to insure compliance with the lighting requirements.

§4.6 *Equipment changes.*—The licensee of each class of broadcast station listed in section 4.1 may make any changes in the equipment that are deemed desirable or necessary. *Provided:*

- (a) That the operating frequency is not permitted to deviate more than the allowed tolerance;
- (b) That the emissions are not permitted outside the authorized band;
- (c) That the power output complies with the license and the regulations governing the same; and
- (d) That the transmitter as a whole or output power rating of the transmitter is not changed.

³ Licenses will be renewed according to the schedules set out in these rules upon the expiration of existing licenses.

Class of station	Date of expiration
ST broadcast station.....	Apr. 1
International broadcast station.....	Nov. 1
Television broadcast station.....	Feb. 1
Facsimile broadcast station.....	Mar. 1
High frequency broadcast station.....	Apr. 1
Noncommercial educational broadcast station.....	May 1
Developmental broadcast station.....	May 1

³ The phrases "station licensed experimentally" and "experimental station" are used interchangeably and refer to stations listed in section 4.3 when so specified in the instrument of authorization.

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§4.7 Emission authorized.—All classes of broadcast licenses authorize A3 emission only unless otherwise specified in the license. In case A1, A2, A4, A5, or special emission are necessary or helpful in carrying on any phases of experimentation, application setting out fully the needs shall be made to, and authority therefor received from, the Commission.

§4.8 Additional orders, as needed.—In case all the general rules and regulations and the specific rules governing each class of broadcast station do not cover all phases of operation or experimentation with respect to external effects, the Commission may make supplemental or additional orders in each case as deemed necessary for operation in the public interest, convenience, and/or necessity.

§4.9 Operation.—A licensed operator shall be on duty and in charge of the transmitter of each broadcast station listed in section 4.1. In no case will remote-control operation be authorized. A transmitter is not considered as being operated by remote control when the following conditions prevail:

- (a) Continuous reading indicating instruments are before the operator as follows:
 - (1) Frequency deviation meter.
 - (2) Percentage modulation indicator.
 - (3) Spurious emission check (receiver).
 - (4) Last radio stage plate voltage.
 - (5) Last radio stage total plate current.
 - (6) Output or antenna current.
- (b) The operator has off-and-on control of the power to the last radio stage.
- (c) The operator can reach the transmitter proper in not more than 5 minutes to make any changes or adjustments necessary to maintain proper operation.

§4.10 Rebroadcasts.—(a) The licensee of an international or noncommercial educational broadcast station may, without further authority of the Commission, rebroadcast the program of a United States standard broadcast station, provided the Commission is notified of the call letters of each station rebroadcast and the licensee certified that express authority has been received from the licensee of the station originating the program.⁵ (See section 4.43 and 4.132 (c) concerning commercial announcements.)

(b) No licensee of an international broadcast station shall rebroadcast the programs of any other class of United States radio station without written authority having first been obtained from the Commission.⁶

(c) The licensee of a noncommercial educational broadcast station may, without further authority of the Commission, rebroadcast the noncommercial programs of a standard broadcast station or an international broadcast station, provided the Commission is notified of the call letters of each station rebroadcast and the licensee certifies that express authority has been received from the licensee of the station originating the program.

(d) No licensee of any other class of broadcast station listed in section 4.1 (television, facsimile, high frequency or developmental) shall rebroadcast the program of any radio station without written authority first having been obtained from the Commission.⁷

(e) A licensee of an international broadcast station may authorize the rebroadcast of its programs by any station outside the limits of the North American Continent without permission from the Commission: *Provided*, That the station rebroadcasting the programs cannot be received consistently in the United States.

(f) An application for authority to rebroadcast the program of any radio station shall be accompanied by written consent or certification of consent of the licensee of the station originating the program.

§4.11 Equipment and program tests.—(a) A licensee of a broadcast station listed in section 4.1 shall conduct equipment tests in accordance with section 2.42 and program tests in accordance with section 2.43.

(b) In case the transmitter and associated equipment are on hand in complete form and an application for license was filed and granted with the application for construction permit, then the notification of equipment tests and program tests as required by paragraph (a) of this section need not be made.

§4.12 Station and operator licenses; posting of.—(a) The station license and any other instrument of authorization or individual order concerning the construction of the equipment or manner of operation of the station shall be posted so that all terms thereof are visible in a conspicuous place in the room in which the transmitter is located: *Provided*,

(1) If the transmitter operator is located at a distance from the transmitter pursuant to section 4.9, the station license shall be posted in the above-described manner at the operating position.

(2) If the station is licensed for portable-mobile operation, the station license or a photo copy thereof shall be affixed to the equipment or kept in the possession of the operator on duty at the transmitter. If a photo copy is used the original license shall be available for inspection by an authorized government representative.

(b) The license of each station operator (s) shall be conspicuously posted at the operating position, *Provided*:

(1) If the station at which the operator is on duty is licensed for portable-mobile operation, the operator's license may be kept in his personal possession.

RELAY BROADCAST STATIONS

§4.21 Defined.^{8,9}—The term "relay broadcast station" means a station

⁴ For definition of "rebroadcast" see 3.94 (a).
⁵ The notice and certification of consent must be given within three (3) days of any single rebroadcast, but in case of the regular practice of rebroadcasting certain programs of a standard broadcast station several times during a license period, notice and certification of consent must be given for the ensuing license period with the application for renewal of license, or at the beginning of such rebroadcast practice if begun during a license period.
⁶ The broadcasting of a program relayed by a relay broadcast station (section 4.21) is not considered a rebroadcast.
⁷ Informal application may be employed.
⁸ See section 4.5 (a) (6) for special log entry requirements.
⁹ By Order No. 82, dated and effective June 24, 1941, until further order of the Commission, this section is suspended "only insofar as it precludes by definition the use of a relay broadcast station where wire facilities are available for the transmission of programs from points under the jurisdiction of the military or naval establishments of the United States, where the broadcasting of such programs has been requested by the appropriate establishment."

licensed to transmit from points where wire facilities are not available, programs for broadcast by one or more broadcast stations, or orders concerning such programs.

§4.22 Licensing and authorizations.—(a) A license for a relay broadcast station will be issued only to the licensee of a standard broadcast station: *Provided, however*, in cases where it is impractical, impossible, or prohibited by laws or regulations for the licensee of a standard broadcast station to install, operate, or maintain the necessary equipment under its legal control, the Commission may grant special temporary authority for each event to another person to operate as a relay broadcast station equipment already licensed for another service, or equipment which may be installed under section 319 (b) of the Communications Act of 1934 without a construction permit: *And provided further*:

(b) The Commission may license a special relay broadcast station to the licensee of another class of broadcast station provided a need therefor is shown and the relay station will be used only for relaying of programs for broadcast by such broadcast station.

(c) The licensee of a relay broadcast station authorized the transmission of commercial or sustaining programs, or orders concerning such programs, to be broadcast by its standard broadcast station and other broadcast stations transmitting the same programs simultaneously or a chain program to the network with which the licensee is regularly affiliated. The licensee of a relay station does not authorize transmission of programs to be broadcast solely by other broadcast stations: not aforementioned.

(d) In case a licensee has two or more standard broadcast stations located in different cities, it shall, in applying for a new relay station or for renewal of license of an existing relay station, designate the standard broadcast station or stations in conjunction with which the relay station is to be operated principally, and is shall not thereafter operate the relay station in conjunction with another of its standard broadcast stations located in a different city for more than a total of 10 days in any 30-day period.

(e) Each application for temporary authority to operate a relay broadcast station from a person other than a licensee of a standard broadcast station shall be accompanied by an application for authority to broadcast the program from the licensee of the standard broadcast station proposing the broadcast.

(f) An application for special temporary authority to operate another class of station as a relay broadcast station shall specify a group of frequencies allocated in section 4.23: *Provided, however*, in case of events of national interest and importance which cannot be transmitted successfully to the nearest available wire facilities on these frequencies, other frequencies under the jurisdiction of the Commission may be requested, if it is shown that the operation thereon will not cause interference to established stations.

(g) An application for special temporary authority to operate on frequencies not allocated by section 4.23, or to operate another class of station as a relay broadcast station, must be received by the Commission not less than 10 days prior to the actual event to be broadcast, and shall contain complete information concerning the frequencies requested, and the license of the station to be used. In case of emergencies, which shall be fully explained in the application, the Commission may waive the 10-day requirement specified herein.

§4.23 Frequency assignment and operation.—(a) The following groups of frequencies are allocated for assignment to relay broadcast stations:

Group A Kilocycles	Group B Kilocycles	Group C Kilocycles	Group D Kilocycles	Group E Kilocycles
1522	1606	1646	30920	31220
2058	2074	2090	33740	35620
2150	2102	2190	35820	37020
2790	2758	2830	37980	39260
Group F Kilocycles	Group G Kilocycles	Group H Kilocycles	Group I Kilocycles	Group J
31820	33380	156075	156750	Any 4 frequencies above 300000 kc. excluding band 400000 to 401000 kc.
35260	35020	157575	158400	
37340	37620	159975	159300	
39620	39820	161925	161100	

(b) One of the above groups only, including all four frequencies, will be assigned each station. The first application from any metropolitan area for the frequencies in groups A, B, or C shall specify group A; the second group B, and the third group C, the fourth group A again, etc., and likewise for frequencies in groups D, E, F, or G, first application group D, second E, third F, etc. Outstanding assignments not following this order will not be changed unless a need therefor develops. Additional applicants shall specify the next unassigned group in sequence or any other group if it appears interference will be avoided thereby.

(c) A station may be licensed for group H when a need for frequencies of this order may be shown.

(d) Group I will be licensed to stations to operate with frequency modulation only when need for such operation and frequencies of this order may be shown.

(e) Any four specific frequencies under group J will be assigned on experimental operation only and an applicant may apply for the four frequencies which appear most suitable for the experimental work to be conducted.

(f) The licensee of a station on group J shall carry on research and experimentation for the advancement of the relay broadcast art and development of these ultra high frequencies for relay broadcast services. An application for authority to operate a station on frequencies in group J shall include a statement concerning the research and experiments to be conducted. The research and experiments shall indicate reasonable promise of substantial contribution to the development of the program relay services.

(g) A licensee authorizes operation on only one of the four assigned frequencies at any one time. In case it is desired to transmit programs and spoken orders concerning such programs simultaneously, two licenses are required though each may specify the same group of frequencies.

§4.24 Frequency selection to avoid interference.—In case two or more stations are licensed for the same group of frequencies in the same area and in case simultaneous operation is contemplated, the licensees shall endeavor to select frequencies to avoid interference. If a mutual agreement to this effect

¹⁰ See "Number of Relay Broadcast Stations That Will Be Licensed to Each Holder of Standard Broadcast Station License" as announced by the Commission.

¹¹ Subject to the condition that no interference is caused to Government stations on adjacent channels.

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cannot be reached the Commission shall be notified and it will specify the frequencies on which each station is to be operated.

§4.25 Power limitations.—(a) A relay broadcast station assigned frequencies in groups A, B, C, and J will be licensed to operate with a power output not in excess of that necessary to transmit the program and orders satisfactorily to the receivers and shall not be operated with a power greater than licensed.

(b)¹¹ A relay broadcast station assigned frequencies in groups D, E, F, and G will not be authorized to install equipment or licensed for an output power in excess of 100 watts; *Provided*, That before using any frequency in these groups with a power in excess of 25 watts, tests shall be made by the licensee to insure that no objectionable interference will result to the service of any government station. *And provided further*, That if the use of any frequency may cause interference then the power shall be reduced to 25 watts or another frequency in the licensed group selected which will not cause objectionable interference.

(c)¹² A relay broadcast station assigned frequencies in groups II and I will be licensed to operate with a power output not in excess of that necessary to transmit the program and orders satisfactorily to the receivers and shall not be operated with a power greater than that licensed. In event interference may be caused to stations on adjacent channels, licensees shall endeavor to make arrangements to reduce power to a point where interference will not be objectionable. If a satisfactory arrangement cannot be agreed upon the Commission will determine and specify the maximum power or conditions of operation of each such station.

§4.26 Supplemental report with renewal application.—The licensee of a relay broadcast station assigned frequencies under group J shall submit a supplemental report with and made a part of each application for renewal of license as follows:

- (a) Number of hours operated for experimental purposes.
- (b) Developments carried on in the relay broadcast service.
- (c) Propagation characteristics of the frequencies assigned with regard to relay broadcast service.
- (d) All developments or major changes in equipment.
- (e) Any other pertinent developments.

§4.27 Station identification.—Each relay broadcast station shall announce its call letters at the beginning and end of each period of operation, and during operation, at least once every hour it either shall announce its call letters or shall make an announcement which will permit it to be identified.

RULES GOVERNING ST BROADCAST STATIONS

§4.31 Defined.—The term "ST" broadcast station means a station used to transmit programs from the main studio to the transmitter of a high frequency broadcast station, or an international broadcast station.

§4.32 Licensing requirements.—An ST broadcast station will be licensed only to the licensee of a high frequency broadcast station or of an international broadcast station. Only one ST broadcast station will be authorized in connection with the license for any high frequency broadcast station. Not more than two ST broadcast stations will be authorized in connection with the license for any international broadcast station. Each such ST station shall be at a fixed location.

§4.33 Service.—The license of an ST broadcast station authorizes the transmission of program material, including commercial programs, from the main studio to the transmitter of the high frequency broadcast station or international broadcast station in connection with which it is authorized.

§4.34 Frequency assignment and operation.—(a) The following frequencies are allocated for assignment to ST broadcast stations upon an experimental basis

Kilocycles	Kilocycles	Kilocycles	Kilocycles	Kilocycles
330400	333400	336400	339400	342400
331000	334000	337000	340000	343000
331600	334600	337600	340600	343600
332200	335200	338200	341200	
332800	335800	338800	341800	

(b) ST broadcast stations will be authorized to employ frequency modulation only.

(c) The maximum frequency swing employed by ST broadcast stations shall not be in excess of 200 kilocycles.

(d) The licensee of each ST broadcast station shall install and operate a directional antenna designed so that the gain in power toward the receiver shall be 10 (field gain 3.16) times the free space field from a doublet (137.6 mv/m for 1 kw at 1 mile). In all other directions 30° or more off the line to receiver, the power gain shall not exceed one-fourth the free space field gain from a doublet.

§4.35 Power.—ST broadcast station will be licensed with a power output not in excess of that necessary to render a satisfactory service.

§4.36 Required experimentation.—The licensee of each ST broadcast station is required to conduct experimentation with regard to the following:

- (a) Design of equipment and power required to render a satisfactory service.
- (b) Design and adjustment of directional transmitting antenna.
- (c) Design and location of receiving antennas.

§4.37 Supplemental report with renewal application.—A supplemental report shall be filed with and made a part of each application for renewal of application and shall include statements as to the following items:

- (a) Total hours of operation.
- (b) Continuity of service, causes and duration of any interruptions.
- (c) Power required to deliver satisfactory signal at receiver.
- (d) Data on design, adjustments, and operation of directional receiving and transmitting antennas.

¹¹ As amended by the Commission, effective November 7, 1939.

¹² As amended by the Commission, effective July 12, 1939.

¹³ The abbreviation "ST" is derived from "studio-transmitter."

- (e) Interference to service resulting from other stations or other sources.
- (f) Cost of transmitter and receiver installation and expense of operation.
- (g) Over-all fidelity of equipment, frequency and amplitude.

§4.38 Station identification.—Each ST broadcast station shall announce its call letters at the beginning and end of each period of operation, and during operation, at least once every hour it either shall announce its call letters or shall make an announcement which will permit it to be identified.

INTERNATIONAL BROADCAST STATIONS

§4.41 Defined.—The term "international broadcast station" means a station licensed for the transmission of broadcast programs for international public reception. (Frequencies for these stations are allocated from bands assigned [between 6000 and 26600 kilocycles] for broadcasting by international agreement.)

§4.42 Licensing requirements; necessary showing.—A license for an international broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

- (a) That there is a need for the international broadcast service proposed to be rendered.
- (b) That the necessary program sources are available to the applicant to render an effective international service.
- (c) That the technical facilities are available on which the proposed service can be rendered without causing interference to established international stations having prior registration and occupancy in conformity with existing international conventions or regulations on the frequency requested.¹⁴
- (d) That directive antennas and other technical facilities will be employed to deliver maximum signals to the country or countries for which the service is designed.
- (e) That the production of the program service and the technical operation of the proposed station will be conducted by qualified persons.
- (f) That the applicant is technically and financially qualified and possesses adequate technical facilities to carry forward the service proposed.
- (g) That the public interest, convenience and necessity will be served through the operation of the proposed station.

§4.43 Service; commercial or sponsored programs.—(a)¹⁵ A licensee of an international broadcast station shall render only an international broadcast service which will reflect the culture of this country and which will promote international goodwill, understanding, and cooperation. Any program solely intended for, and directed to an audience in the continental United States does not meet the requirements for this service.

(b) Such international broadcast service may include commercial or sponsored programs: *Provided*, That—

- (1) Commercial program continuities give no more than the name of the sponsor of the program and the name and general character of the commodity, utility or service, or attraction advertised.
- (2) In case of advertising a commodity, the commodity is regularly sold or is being promoted for sale on the open market in the foreign country or countries to which the program is directed in accordance with paragraph (c) of this section.
- (3) In case of advertising an American utility or service to prospective tourists or visitors to the United States, the advertisement continuity is particularly directed to such persons in the foreign country or countries where they reside and to which the program is directed in accordance with paragraph (c) of this section.

(4) In case of advertising an international attraction (such as a world fair, resort, spa, etc.) to prospective tourists or visitors to the United States, the oral continuity concerning such attraction is consistent with the purpose and intent of this section.

(5) In case of any other type of advertising, such advertising is directed to the foreign country or countries and to which the program is directed in accordance with paragraph (c) of this section and is consistent with the purpose and intent of this section.

(c) The areas or zones established to be served by international broadcast stations are the foreign countries of the world, and directive antennas shall be employed to direct the signals to specific countries. The antenna shall be so designed and operated that the signal (field intensity) toward the specific foreign country or countries served shall be at least 3.16 times the average effective signal from the station (power gain of 10).

(d) An international broadcast station may transmit the program of a standard broadcast station or network system: *Provided*, The conditions in paragraph (b) of this section in regard to any commercial continuities are observed and when station identifications are made, only the call letter designation of the international station is given on its assigned frequency: *And provided further*, That in the case of chain broadcasting¹⁶ the program is not carried simultaneously by another international station (except another station owned by the same licensee operated on a frequency in a different group to obtain continuity of signal service), the signals from which are directed to the same foreign country or countries.

(e) Station identification, program announcements, and oral continuity shall be made with international significance (language particularly) which is designed for the foreign country or countries for which the service is primarily intended.

¹⁴ See General Radio Regulations annexed to the International Telecommunications Convention, Madrid, 1932, art. 7. Prior to September 1, 1939, and thereafter see Cairo General Radio Regulations, art. 7, annexed to the International Telecommunications Conference, Cairo, Egypt, 1938. Also, see list of assignments to international channels prepared by the Bureau of the International Telecommunications Union, Berne, Switzerland.

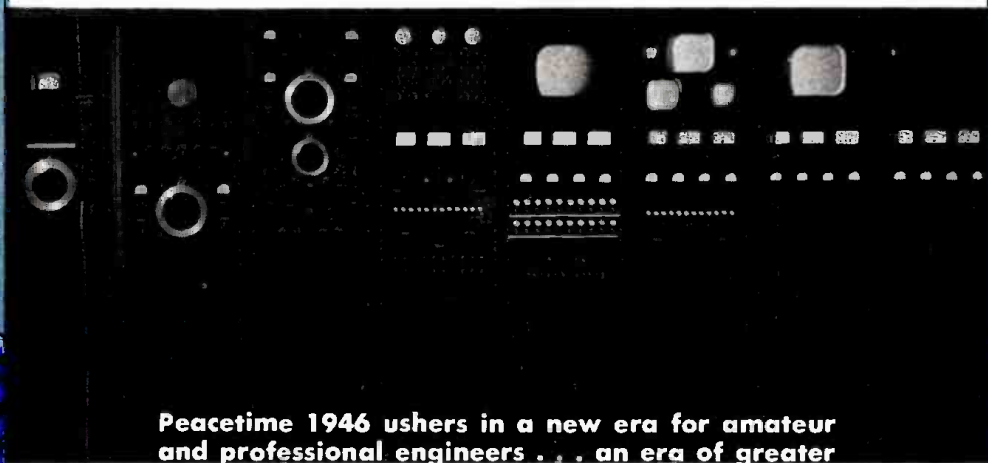
¹⁵ The Commission on July 14, 1939, suspended the operation of section 4.43 (a) until further order of the Commission.

¹⁶ See sec. 3 (p) of the Communications Act of 1939 for the definition of "chain broadcasting".

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(f)¹⁵⁴ Each licensee of an international broadcast station shall make verbatim mechanical records of all international programs transmitted.

(2) The mechanical records, and such manuscripts, transcripts, and translations of international broadcast programs as are made shall be kept by the licensee for a period of two years after the date of broadcast and shall be furnished the Commission or be available for inspection by representatives of the Commission upon request.

(3) If the broadcast is in a language other than English the licensee shall furnish to the Commission upon request such record and scripts together with complete translations in English.

§4.44 Frequency assignment.—(a) The following groups of frequencies are allocated for assignment to international broadcast stations:

Group A Kilocycles	Group B Kilocycles	Group C Kilocycles	Group D Kilocycles
6040	9530	11710	¹⁷ 15130
6060	¹⁷ ¹⁸ 9550	¹⁷ ¹⁸ 11730	15150
6080	9570	11790	15210

Group A Kilocycles	Group B Kilocycles	Group C Kilocycles	Group D Kilocycles
6100	9590	11820	15250
¹⁷ 6120	9650	11830	15270
6140	9670	11870	15330
6170		11890	15350
6190			
7805			
7935			

Group E Kilocycles	Group F Kilocycles	Group G Kilocycles
17750	21480	25600
17750	¹⁷ ¹⁸ 21500	25625
17780	21520	25650
17800	21540	25675
17830	21570	25700
	21590	25725
	21610	25750
	21630	25775
	21650	25800
		25825
		25850

(b) Additional frequencies allocated by international agreement may be assigned to international broadcast stations subject to the conditions that no objectionable interference results to the service of foreign international broadcast stations which, in the opinion of the Commission, have priority of assignment.

(c) Any frequency licensed to an international broadcast station shall also be available for assignment to other international broadcast stations, provided no objectionable interference is caused to the service of any United States international broadcast station.

(d)^{155a} An international broadcast station will not be authorized to use more than one frequency listed in any group listed in paragraph (a) without a showing of technical necessity.

(e)^{155b} Not more than one frequency shall be used simultaneously under the same authorization and call letter designation.

§4.45 Power requirement.—No international broadcast station will be authorized to install equipment or licensed for operation with a power less than 50 kilowatts.¹⁵⁵

§4.46 Supplemental report with renewal application.—A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

- (a) The number of hours operated on each frequency.
- (b) A list of programs transmitted of special international interest.
- (c) Outline of reports of reception and interference and conclusions with regard to propagation characteristics of the frequency assigned.

§4.47 Frequency control.—The transmitter of each international broadcast station shall be equipped with automatic frequency control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.005 percent of the assigned frequency.¹⁵⁶

VISUAL BROADCAST SERVICE

§4.61 Defined.—The term "visual broadcast service" means a service rendered by stations broadcasting images for general public reception. There are two classes of stations recognized in the visual broadcast service, namely: Television broadcast stations and facsimile broadcast stations.

EXPERIMENTAL TELEVISION BROADCAST STATIONS

§4.71 Defined.—(a) The term "experimental television broadcast station" means a station licensed for experimental transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public.¹⁵⁷

¹⁵⁴ Suspended until further order of the Commission by Order No. 108, dated and effective December 22, 1942.

¹⁵⁵ Authorizations for international broadcast stations which permit operation on these frequencies shall be subject to the condition that the authorizations for these frequencies may be modified by the Commission to delete these frequencies without advance notice or hearing.

^{155a} Authorizations for international broadcast stations which permit operation on these frequencies shall be subject to the condition that there shall be no commercial or advertising announcements of any kind in the programs broadcast through the medium of these frequencies, and that the names of program sponsors shall not be broadcast.

^{155b} Suspended until further order of the Commission by Order No. 108, dated and effective December 22, 1942.

¹⁵⁶ This provision shall become effective as applying to existing stations July 1, 1941.

¹⁵⁷ See section 4.1. This provision shall become effective as applying to existing stations January 1, 1941.

¹⁵⁸ The transmission of synchronized sound (aural broadcast) is considered an essential phase of television broadcast and one license will authorize both visual and aural broadcasts.

(b) Under these rules for experimental television broadcast stations, the Commission will authorize experimental television relay broadcast stations for transmitting from points where suitable wire facilities are not available, programs for broadcast by one or more television broadcast stations. Such authorization will be granted only to the licensee of a television broadcast station.

§4.72 Purpose.—A license for an experimental television broadcast station will be issued for the purpose of carrying on research and experimentation for the advancement of television broadcasting which may include tests of equipment, training of personnel, and experimental programs as are necessary for the experimentation.

§4.73 Licensing requirements, necessary showing.—A license for a television broadcast station will be issued only after a satisfactory showing has been made in regard to the following:

(1) That the applicant has a definite program of research and experimentation in the technical phases of television broadcasting, which indicates reasonable promise of substantial contribution to the developments of the television art.

(2) That upon the authorization of the proposed station the applicant can and will proceed immediately with its program of research and experimentation.

(3) That the transmission of signals by radio is essential to the proposed program of research and experimentation.

(4) That the program of research and experimentation will be conducted by qualified personnel.

(5) That the applicant is legally, financially, technically, and otherwise qualified to carry forward the program.

(6) That public interest, convenience or necessity will be served through the operation of the proposed station.

§4.74 Charges.—No charges, either direct or indirect, shall be made by the licensee of an experimental television station for the production or transmission of either aural or visual programs transmitted by such station except that this section shall not apply to the transmission of commercial programs by an experimental television relay broadcast station for retransmission by a television broadcast station.

§4.75 Announcements.—(a) *Station identification.*—A licensee of a television broadcast station shall make station identification announcement aurally and visually (call letters and location) at the beginning and ending of each time of operation and during operation on the hour.

(b) At the time station identification announcements are made there shall be added the following:

This is a special television broadcast made by authority of the Federal Communications Commission for experimental purposes.

§4.76 Operating requirements.—(a) Each licensee of a television broadcast station shall diligently prosecute its program of research from the time its station is authorized.

(b) Each licensee of a television station will, from time to time, make such changes in its operations as may be directed by the Commission for the purpose of promoting worthwhile experimentation and improvement in the art of television broadcasting.

§4.77 Frequency assignment.—(a) The following groups of channels are available for assignment to television broadcast stations licensed experimentally:

Group A		Group B		Group C
Chan- nel No.	Kilocycles	Chan- nel No.	Kilocycles	
1	50000-56000	8	162000-168000	Any 6000 kc. band above 300000 kc., excluding band 400000 to 401000 kc.
2	60000-66000	9	180000-186000	
3	66000-72000	10	186000-192000	
4	78000-84000	11	204000-210000	
5	84000-90000	12	210000-216000	
6	96000-102000	13	230000-236000	
7	102000-108000	14	236000-242000	
		15	258000-264000	
		16	264000-270000	
		17	282000-288000	
		18	288000-294000	

(b) No experimental television broadcast station will be authorized to use more than one channel in group A except for good cause shown. Both aural and visual carriers with side bands for modulation are authorized but no emission shall result outside the authorized channel.

(c) No persons (including all persons under common control) shall control directly or indirectly, two or more experimental television broadcast stations (other than television relay broadcast stations) unless a showing is made that the character of the programs of research require a licensing of two or more separate stations.

(d) A license for an experimental television broadcast station will be issued only on the condition that no objectionable interference will result from the transmissions of the station to the regular program transmissions of television broadcast stations. It shall at all times be the duty of the licensee of an experimental television broadcast station to ascertain that no interference will result from the transmissions of its station. With regard to interference with the transmissions of an experimental television broadcast station or the experimental or test transmissions of a television broadcast station, the licensee shall make arrangements for operations to avoid interference.

(e) Channels in groups B and C may be assigned to experimental television stations to serve auxiliary purposes such as television relay stations. No mobile or portable station will be licensed for the purpose of transmitting television programs to the public directly.

§4.78 Power.—The operating power of a television station shall be adequate for but not in excess of that necessary to carry forward the program of research and in no case in excess of the power specified in its license.

§4.79 Reports.—(a) A report shall be filed with each application for renewal of station license which shall include a statement of each of the following:

- (1) Number of hours operated.

(Continued on page 516)

Making Steel Talk

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FCC RULES & REGULATIONS FOR BROADCAST SERVICES

(Continued from page 514)

- (2) Full data on research and experimentation conducted including the type of transmitting and studio equipment used and their mode of operation.
- (3) Data on expense of research and operation during the period covered.
- (4) Power employed, field intensity measurements and visual and aural observations and the types of instruments and receivers utilized to determine the service area of station and the efficiency of respective types of transmissions.
- (5) Estimated degree of public participation in reception and the results of observations as to the effectiveness of types of transmission.
- (6) Conclusions, tentative and final.
- (7) Program for further developments in television broadcasting.
- (8) All developments and major changes in equipment.
- (9) Any other pertinent developments.
- (b) Special or progress reports shall be submitted from time to time as the Commission shall direct.

FACSIMILE BROADCAST STATIONS

§4.91 Defined.—The term "facsimile broadcast station" means a station licensed to transmit images of still objects for record reception by the general public.

§4.92 Licensing requirements.—A license for a facsimile broadcast station will be issued only after a satisfactory showing has been made in regard to the following among others:

- (a) That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of the facsimile broadcast service.
- (b) That sufficient facsimile recorders will be distributed to accomplish the experimental program proposed.
- (c) That the program of research and experimentation will be conducted by qualified engineers.
- (d) That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.
- (e) That the public interest, convenience, and/or necessity will be served through the operation of the proposed station.

§4.93 Charges prohibited; restrictions.—(a) A licensee of a facsimile broadcast station shall not make any charge, directly or indirectly, for the transmission of programs.

(b) No licensee of any standard broadcast station or network shall make any additional charge, directly or indirectly, for the transmission of some phase of the programs by a facsimile broadcast station, nor shall commercial accounts be solicited by any licensee of a standard broadcast station or network, or others acting in their behalf, upon representation that images concerning that commercial program will be transmitted by a facsimile station.

§4.94 Frequency assignment.—(a) The following groups of frequencies are allocated for assignment to facsimile broadcast stations which will be licensed experimentally only:

Group A	Group B	Group C
<i>Kilocycles</i>	<i>Kilocycles</i>	Any frequency above 300000 kc. excluding band 400000 to 401000 kc.
26025	43640	
26050	43680	
26075	43620	
26100	43660	
26125	43700	
26150	43740	
26175	43780	
26200	43820	
26225	43860	
26250	43900	
	43940	

(b) Other broadcast or experimental frequencies may be assigned for the operation of facsimile broadcast stations on an experimental basis provided a sufficient need therefor is shown and no interference will be caused to established radio stations.

(c) One frequency only will be assigned to a facsimile station from the groups in paragraph (a) of this section. More than one frequency may be assigned under provisions of paragraph (b) of this section if a need therefor is shown.

(d) Each applicant shall specify the maximum modulating frequencies proposed to be employed.

(e) The operating frequency of a facsimile broadcast station shall be maintained in accordance with the frequency tolerance given in section 4.1: *Provided, however,* Where a lesser tolerance is necessary to prevent interference, the Commission will specify the tolerance.

(f) A facsimile broadcast station authorized to operate on frequencies regularly allocated to other stations or services shall be required to abide by all rules governing the stations regularly operating thereon, which are applicable to facsimile broadcast stations and are not in conflict with sections 4.1 to 4.11, inclusive, of these rules.

§4.95 Power.—The operating power of a facsimile broadcast station shall not be in excess of that necessary to carry forward the program of research: *Provided, however,* Not more than 1,000 watts will be authorized on a frequency in group A. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

§4.96 Supplemental report with renewal application.—A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

- (a) Number of hours operated for transmission of facsimile programs.
- (b) Comprehensive report of research and experimentation conducted.
- (c) Conclusions and program for further developments of the facsimile broadcast service.
- (d) All developments and major changes in equipment.
- (e) Any other pertinent developments.

HIGH FREQUENCY BROADCAST STATIONS

§4.111 Defined.—The term "high frequency broadcast station" means a station licensed on frequencies above 25000 kilocycles for transmission of aural programs for general public reception.

§4.112 Licensing requirements; necessary showing.—A license for a high frequency broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

- (a) That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of high frequency broadcasting.
- (b) That substantial data will be taken on the propagation characteristics of these frequencies; on the noise level in different parts of the city; on the field intensity necessary to render good broadcast service; on antenna design and characteristics with respect to propagation; and on other allied phases of broadcast coverage.
- (c) That the research and experimentation will be conducted by qualified engineers.
- (d) That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.
- (e) That the public interest, convenience, and necessity will be served through the operation of the proposed station.

§4.113 Charges prohibited; restrictions and announcements.—(a) A licensee of a high frequency broadcast station shall not make any charge, directly or indirectly, for the transmission of programs, but may transmit the programs of a standard broadcast station or network including commercial programs, if the call letter designation when identifying the high frequency broadcast station is given on its assigned frequencies only and the statement is made over the high frequency broadcast station that the program of a standard broadcast station or network (identify by call letters or name of network) is being broadcast. Immediately following any announcement of the call letter designation of a standard broadcast station, the program from which is being broadcast over a high frequency broadcast station, the call letter designation of the high frequency broadcast station shall be given, in case of the rebroadcast of the program of any broadcast station, section 4.10 applies.

(b) No licensee of any standard broadcast station or network shall make any additional charge, directly or indirectly, for the simultaneous transmissions of programs by the high frequency broadcast station, nor shall commercial accounts be solicited by a licensee of a standard broadcast station or network, or by others acting in their behalf upon representation that the commercial program will also be transmitted by a high frequency broadcast station.

§4.114 Frequency assignment.—(a) The following groups of frequencies are allocated for assignment to high frequency broadcast stations:

Group A	Group B	Group C	Group D
<i>Kilocycles</i>	<i>Kilocycles</i>	<i>Kilocycles</i>	<i>Kilocycles</i>
25300	26300	26300	42060
25325	26325	26500	42100
25350	26350	26700	42140
25375	26375	26900	42180
25400	26400		42220
25425	26425		42260
25450	26450		42300
25475	26475		42340
25500	26500		42380
25525	26525		42420
25550	26550		42460

Group E	Group F	Group G	Group H
<i>Kilocycles</i>	<i>Kilocycles</i>	<i>Kilocycles</i>	Any frequency above 300000 kc., excluding band 400000 to 401000 kc.
42600	116500	117100	
42800	116710	117300	
43000	116920	117500	
43200	116950	117910	
43400	117070		

(b) A station assigned a frequency in group A, B, D, or F is authorized to operate exclusively with amplitude modulation (maximum band width of emission 30 kc). A station assigned a frequency in group C, E, or G is authorized to operate exclusively with frequency modulation (maximum band width of emission 200 kc). A station assigned a frequency in group H is authorized to operate with either amplitude or frequency modulation with the above band widths of emission as applicable.

(c) Stations serving the same area will not be assigned frequencies separated less than the following:

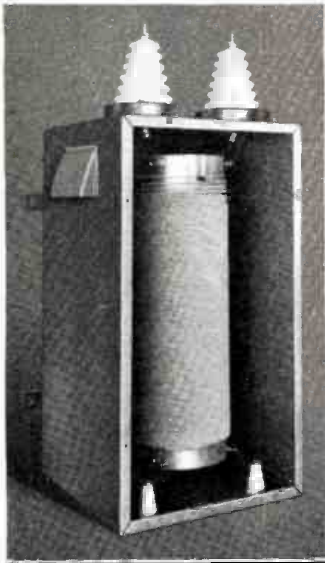
- Group A or B—100 kc.
- Group D—160 kc.
- Groups C, E, F, G, or H—To be determined.

(d) One frequency only in a group will be assigned to a station. A station assigned a frequency in group A, B, or C will not be assigned another frequency. A station assigned a frequency in group D may also be assigned a frequency in group F, and in group E, also in group G. In case more than one frequency is assigned to a station, the license authorizes operation on only one of the frequencies at one time.

(e) A licensee of a station assigned a frequency in group A or one of the last two frequencies in group C shall make the necessary observations to determine that no interference is caused to international mobile service and international fixed service respectively; and that the operation is in accordance with international agreements on the assignments of stations to this band. If interference is caused to such services the licensee may be required to reduce the operating power of the station or cease operation until the Commission deems no further interference will result.

(Continued on page 518)

JOHNSON BROADCAST PRODUCTS

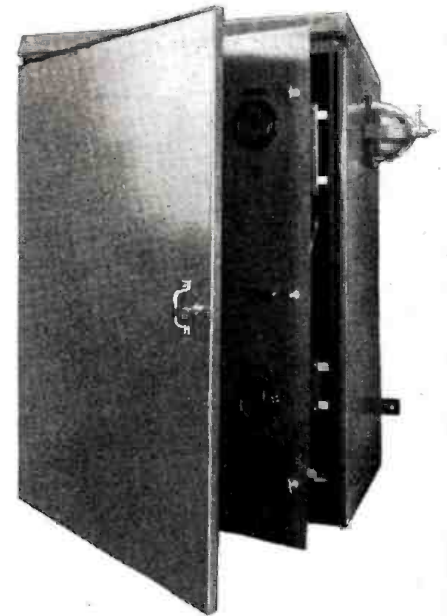
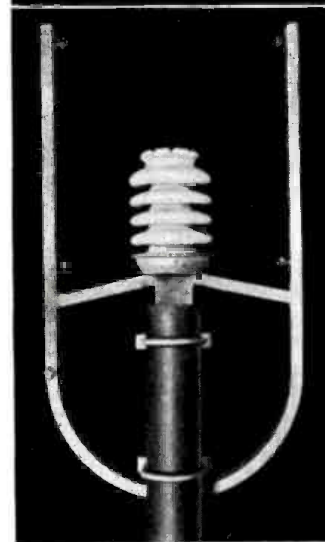


For many years Johnson has been famous for highest quality components for radio transmitting equipment.

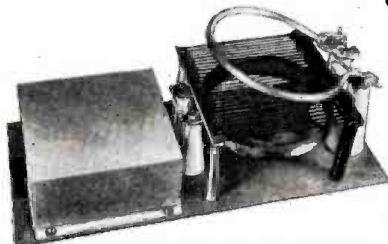
On this page is pictured a broadcast phasing unit for a directional antenna system and representative samples of Johnson antenna coupling units, tower lighting filters, current transformers, pressurized capacitors, open wire transmission line supports, coaxial lines and accessories. Not illustrated are Johnson make-before-break switches, R. F. contactors, neutralizing capacitors, variable capacitors, inductors, tube sockets, insulators and other radio-electronic parts.

Johnson components are designed and engineered to meet the most rigid requirements of present day radio circuits. Highest quality performance of the finished product is assured by careful selection of material and control throughout all stages of production and final inspection.

Many of the Johnson broadcast components in widespread use are of standard design, others are designed for a particular application. Phasing units are made to exactly match your present equipment and thus become an integral part of your station. All Johnson components can be furnished to meet the requirements of your existing equipment.



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BROADCASTING • Telecasting

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FCC RULES & REGULATIONS FOR BROADCAST SERVICES

(Continued from page 516)

§4.115 Power.—(a) No high frequency broadcast station will be licensed show that greater power is needed to carry on a special program of research: for an output power rating greater than 1000 watts unless the applicant can *Provide, however*, in no case will an operating power greater than 1000 watts be authorized to a station assigned a frequency in group A or one of the last two frequencies in group C.

(b) While conducting apparatus experiments and in case adequate signal for reliable service can be delivered with less power, the operating output may be reduced accordingly.

§4.116 Frequency control.—Each high frequency broadcast station transmitter shall be equipped with automatic frequency control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.01 percent of the assigned frequency.

§4.117 Supplemental report with renewal application.—A supplemental report shall be filed with each and made a part of the application for renewal of license and shall include statements of the following, among others:

- (a) The number of hours operated.
- (b) Data taken in compliance with section 4.112 (b).
- (c) Outline of reports of reception and interference and conclusions with regard to propagation characteristics of the frequency assigned.
- (d) Research and experiments being carried on to improve transmission and to develop broadcasting on the very high frequencies.
- (e) All developments or major changes in equipment.
- (f) Any other pertinent developments.
- (g) Comprehensive summary of all reports received. See section 4.114 (e).

NONCOMMERCIAL EDUCATIONAL BROADCAST STATIONS

§4.131 Defined.—The term "noncommercial educational broadcast station" means a station licensed to an organized nonprofit educational agency for the advancement of its educational work and for the transmission of educational and entertainment programs to the general public.

§4.132 Operation and service.—The operation of, and the service furnished by, noncommercial educational broadcast stations shall be governed by the following regulations:

(a) A noncommercial educational broadcast station will be licensed only to an organized nonprofit educational agency and upon a showing that the station will be used for the advancement of the agency's educational program particularly with regard to use in an educational system consisting of several units.

(b) Each station may transmit programs directed to specific schools in the system for use in connection with the regular courses as well as routine and administrative material pertaining to the school system and may transmit educational and entertainment programs to the general public.

(c) Each station shall furnish a nonprofit and noncommercial broadcast service. No sponsored or commercial program shall be transmitted nor shall commercial announcements of any character be made. A station shall not transmit the programs of other classes of broadcast stations unless all commercial announcements and commercial references in the continuity are eliminated.

§4.133 Power.—The operating power of noncommercial educational broadcast stations shall be not less than 100 watts or greater than 1000 watts unless a definite need for greater power is shown.

§4.134 Frequency control.—The transmitter of each noncommercial educational broadcast station shall be equipped with automatic frequency control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.01 percent of the assigned frequency.

§4.135 Operating schedule.—Noncommercial educational broadcast stations are not required to operate on any definite schedule or minimum hours.

§4.136 Equipment requirements.—The transmitting equipment, installation, and operation as well as the location of the transmitter shall be in conformity with the requirements of good engineering practice as released from time to time by the Commission.

§4.137 Frequencies.—(a) The following frequencies are allocated for assignment to noncommercial educational broadcast stations: Kilocycles—42100, 42300, 42500, 42700, and 42900.

- (b) Stations serving the same area will not be assigned adjacent frequencies.
- (c) Frequency modulation shall be employed exclusively unless it is shown that there is a special need for the use of amplitude modulation.
- (d) Only one frequency will be assigned to a station.

DEVELOPMENTAL BROADCAST STATIONS

§4.151 Defined.—The term "developmental broadcast station" means a station licensed to carry on development and research for the advancement of broadcast services along lines other than those prescribed by other broadcast rules or a combination of closely related developments that can be better carried on under one license.

§4.152 Licensing requirements: necessary showing.—(a) Licenses for developmental broadcast stations will be issued only after a satisfactory showing has been made in regard to the following, among others:

(1) That the applicant has program of research and development which cannot be successfully carried on under any of the classes of broadcast stations already allocated, or is distinctive from those classes, or combination of closely related developments that involve different phases of broadcasting which can be pursued better under one license.

(2) That the program of research has reasonable promise of substantial contribution to the development of broadcasting, or is along lines not already thoroughly investigated.

(3) That the program of research and experimentation will be conducted by qualified persons.

(4) That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

(5) That the public interest, convenience, and necessity will be served through the operation of the proposed station.

(b) A separate developmental broadcast station license will be issued for each major development proposed to be carried forward. When it is desired to carry on several independent developments, it will be necessary to make satisfactory showing and obtain a license for each.

§4.153 Program service; charges prohibited; announcements.—(a) A license of developmental broadcast stations shall broadcast programs when they are necessary to the experiments being conducted. No regular program service shall be broadcast unless specifically authorized by the license.

(b) A licensee of a developmental broadcast station shall not make any charge, directly or indirectly, for the transmission of programs, but may transmit the programs of a standard broadcast station or network including commercial programs, if the call letter designation when identifying the developmental broadcast station is given on its assigned frequency only and the statement is made over the developmental broadcast station that the program of a broadcast station or network (identify by call letters or name of network) is being broadcast in connection with the developmental work. In case of the rebroadcast of the program of any broadcast station, section 4.10 applies.

§4.154 Frequency assignment.—(a) The following frequencies are allotted for assignment to developmental broadcast stations.²²

	1614			118850
		12855		116250
2396	} 2398	12870	} 12862.5	116450
2400				
				117050
		17300		117250
3490	} 3492.5	17320	} 17310	117650
3495				
				118250
		23100		118450
		30660		118650
4795	} 4797.5	31020	}	118850
4800				
		31140		156525
		31180		156975
6420	} 6425	31540	}	157425
6430				
		33840		158175
		33860		159075
9130	} 9135	35660	}	160425
9140				
		37050		161775
		37140		162000 to 163000
		37540		210000 to 216000
		38140		284000 to 270000
		39460		300000 to 400000
		39540		401000 and above

(b) A license will be issued for more than one of these frequencies upon a satisfactory showing that there is need therefor.

(c) The frequencies suited to the purpose and in which there appears to be the least or no interference to established stations shall be selected.

(d) In cases of important experimentation which cannot be conducted successfully on the frequencies allocated in paragraph (a) of this section, the Commission may authorize developmental broadcast stations to operate on any frequency allocated for broadcast stations or any frequencies allocated for other services under the jurisdiction of the Commission upon satisfactory showing that such frequencies can be used without causing interference to established services.

§4.155 Frequency tolerance.—(a) The operating frequency of a developmental broadcast station shall be maintained in accordance with the frequency tolerance given in section 4.1: *Provided, however*, Where lesser tolerance is necessary to prevent interference, the Commission will specify the tolerance.

(b) The operating power of a developmental broadcast station shall not be in excess of that necessary to carry on the program of research. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

§4.156 Supplemental report with renewal application.—A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following among others:

- (a) The number of hours operated.
- (b) Comprehensive report on research and experiments conducted.
- (c) Conclusions and program for further development of the broadcast service.
- (d) All developments and major changes in equipment.
- (e) Any other pertinent developments.

§4.157 Frequency restrictions.—A developmental broadcast station authorized to operate on frequencies regularly allocated to other stations or services, shall be required to abide by all rules governing the stations operating regularly thereon which are applicable to developmental broadcast stations and are not in conflict with section 4.1 to 4.11, inclusive, and sections 4.151 to 4.156, inclusive, of these rules.

²² Also available for assignment to all other stations in the experimental service.

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- USE EDITOR & PUBLISHER to reach the newspaper executives who are very important when the station is owned by a newspaper.

The newspaper field is very important in radio because . . .

- 1—300 AM stations are affiliated with newspapers.
- 2—Over 200 newspapers have applied for FM.
- 3—Thirty newspapers have applied for television.
- 4—Many are also interested in facsimile.

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FCC Standards of Good Engineering Practice Governing Television Broadcast Stations

1. Definitions

A. General

1. *Television broadcast station.*—The term "television broadcast station" means a station in the television broadcast band transmitting simultaneous visual and aural signals intended to be received by the general public.
2. *Television broadcast band.*—The term "television broadcast band" means those frequencies in the band extending from 44 to 216 megacycles which are assignable to television broadcast stations. These frequencies are 44 to 50 megacycles (Channel No. 1), 54 to 72 megacycles (Channels 2 through 4), 76 to 88 megacycles (Channels 5 and 6), and 174 to 216 megacycles (Channels 7 through 13).
3. *Television channel.*—The term "television channel" means a band of frequencies 6 megacycles wide in the television broadcast band and designated either by number or by the extreme lower and upper frequencies.
4. *Television transmission standards.*—The term "television transmission standards" means the standards which determine the characteristics of the television signal as radiated by a television broadcast station. (See Section 2 A).
5. *Standard television signal.*—The term "standard television signal" means a signal which conforms with the television transmission standards.
6. *Television transmitter.*—The term "television transmitter" means the radio transmitter or transmitters for the transmission of both visual and aural signals.
7. *Antenna field gain.*—The term "antenna field gain" of a television antenna means the ratio of the effective free space field intensity produced at one mile in the horizontal plane expressed in millivolts per meter for 1 kilowatt antenna input power to 137.6 mv/m.
8. *Free space field intensity.*—The term "free space field intensity" means the field intensity that would exist at a point in the absence of waves reflected from the earth or other reflecting objects.
9. *Polarization.*—The term "polarization" means the direction of the electric vector as radiated from the transmitting antenna.

10. *Effective radiated power.*—The term "effective radiated power" means the product of the antenna power (transmitter output power less transmission line loss) times (1) the antenna power gain, or (2) the antenna field gain squared.
11. *Service area.*—The term "service area" as applied to television broadcasting means the service resulting from an assigned effective radiated power and antenna height above average terrain.
12. *Antenna height above average terrain.*—The term "antenna height above average terrain" means the average of the antenna heights above the terrain from two to ten miles from the antenna. (In general a different antenna height will be determined by each direction from the antenna. The average of these various heights is considered as the antenna height above average terrain.)

B. Visual transmitter

1. *Visual transmitter.*—The term "visual transmitter" means the radio equipment for the transmission of the visual signal only.
2. *Amplitude modulation.*—The term "amplitude modulation" (AM) means a system of modulation in which the envelope of the transmitted wave contains a component similar to the wave form of the signal to be transmitted.
3. *Aspect ratio.*—The term "aspect ratio" means the numerical ratio of the frame width to frame height, as transmitted.
4. *Black level.*—The term "black level" means the amplitude of the modulating signal corresponding to the scanning of a black area in the transmitted picture.
5. *Color transmission.*—The term "color transmission" means the transmission of television signals which can be reproduced with different color values.
6. *Field frequency.*—The term "field frequency" means the number of times per second the frame area is fractionally scanned in the interlaced scanning.
7. *Frame.*—The term "frame" means one complete picture.
8. *Frame frequency.*—The term "frame frequency" means the number of times per second the picture area is completely scanned.
9. *Interlaced scanning.*—The term "interlaced scanning" means a scanning process in which successively scanned lines are spaced an integral number of line widths, and in which the adjacent lines are scanned during successive cycles of the field frequency scanning.
10. *Monochrome transmission.*—The term "monochrome transmission" means the transmission of television signals which can be reproduced in gradations of a single color only.
11. *Negative transmission.*—The term "negative transmission" means that a decrease in initial light intensity causes an increase in the transmitted power.
12. *Positive transmission.*—The term "positive transmission" means that an increase in initial light intensity causes an increase in the transmitted power.
13. *Progressive scanning.*—The term "progressive scanning" means a scanning process in which scanning lines trace one dimension substantially parallel to a side of the frame and in which successively traced lines are adjacent.
14. *Scanning.*—The term "scanning" means the process of analyzing successively, according to a predetermined method, the light values of picture elements constituting the total picture area.
15. *Scanning line.*—The term "scanning line" means a single continuous narrow strip containing highlights, shadows, and half-tones which is determined by the process of scanning.
16. *Synchronization.*—The term "synchronization" means the maintaining of one operation in step with another.
17. *Vestigial side band transmission.*—The term "vestigial side band transmission" means a system of transmission wherein one of the generated side bands is partially attenuated at the transmitter and radiated only in part. (See Appendix II).
18. *Visual frequency.*—The term "visual frequency" means the frequency of the signal resulting from television scanning.
19. *Visual transmitter power.*—The term "visual transmitter power" means the peak power output when transmitting a standard television signal.
20. *Peak power.*—The term "peak power" means the power over a radio frequency cycle corresponding in amplitude to synchronizing peaks.

C. Aural Transmitter

1. *Aural transmitter.*—The term "aural transmitter" means the radio equipment for the transmission of the aural signal only.
 2. *Center frequency.*—The term "center frequency" means:
 - (1) The average frequency of the omitted wave when modulated by a sinusoidal signal.
 - (2) The frequency of the omitted wave without modulation.
 3. *Frequency modulation.*—The term "frequency modulation" means
- (Continued on page 522)

Broadcast—Allocation & Field Service

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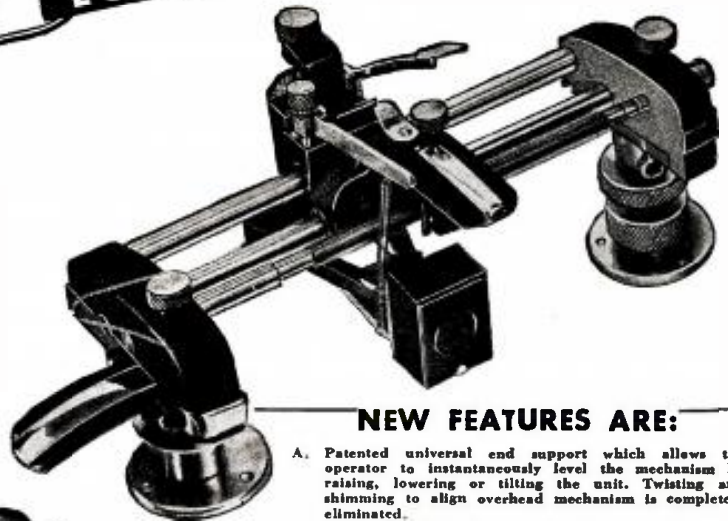
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REK-O-KUT Professional RECORDING EQUIPMENT

"MASTER-PRO" overhead RECORDING MECHANISM



RKD-16 DUAL SPEED 16" RECORDING MOTOR ASSEMBLY

Recording Table, Mounting Base & Motor

This precision-constructed instrument, unsurpassed in quality and performance is operating in many of the leading broadcasting stations and educational institutions. Ruggedly constructed and painstakingly assembled for efficient and prolonged service.

Equipment:

1. Lathe turned, 25 lb. cast iron turntable, dynamically balanced, with disappearing drive pin and rubber turntable pad.
2. Turntable fitted with one inch diameter hardened and polished steel shaft, with special oil grooves for force feed lubrication when operating. Rotates on a single ball bearing at the bottom of the turntable well.
3. Powered by a powerful constant speed motor.
4. Adjustable stops to regulate idler pressure against turntable.
5. 10 lb. machined mounting base of Cast Iron, with integral lathe bored and lapped turntable bearing.
6. Single unit type construction insures positive and easy alignment of the "MASTER-PRO" 16" overhead mechanism with the turntable.
7. Entire assembly can be permanently installed in 15 minutes.



The VM-2 RECORDING LEVEL METER utilizes an entirely new principle of visual control at the point of recording. This assures a professional recording by the recording artist himself. No longer is it necessary for a second person to operate the controls at the amplifier in order to keep the recording at its proper volume. Recording exactly as he delivers, the artist is assured of a faithful reproduction of his own distinctive style.

The VM-2 RECORDING LEVEL METER is wired to operate from the output of an 8, 15, 200, or 500 ohm amplifier.

NEW FEATURES ARE:

- A. Patented universal end support which allows the operator to instantaneously level the mechanism by raising, lowering or tilting the unit. Twisting and shimmying to align overhead mechanism is completely eliminated.
- B. An exclusive feature, a Universal cutter mount permits the operator to interchange most makes of magnetic or crystal cutters. A slide mechanism operating by means of one thumb screw raises and lowers the cutter. This permits an instantaneous angular adjustment compensating for the various style lengths.
- C. Wider spaced and lowered bearings which pivot the cutterhead eliminates any possibility of horizontal twist in the cutterhead.
- D. A simple method of spiraling enable the operator to make a steep or shallow spiral which is unlimited as to length in one easy motion. This feature is available only on the "MASTER PRO."
- E. Micrometer adjustment of tension spring for control of depth of cut assures a positive and uniform groove without the danger of ruining the cut and the sapphire stylus due to sudden release of tension while making adjustments.
- F. A chip collector on the spindle avoids tight winding of the chip about the spindle. This prevents the chip from putting a drag on the cutting stylus which would ordinarily cause it to bend and spring back when the chip breaks thereby ruining the recording. It also prevents the freezing of the cutter armature due to this excessive angular drag.
- G. The drive gears are totally enclosed to prevent fouling by loose chips.
- H. The tried and proven patented Bronze 'half nut drive' first featured by REK-O-KUT seven years ago is retained in the "MASTER PRO." This drive is positive and will not cause a grouping if one or two threads are torn or chipped either in the nut or on the lead screw. The nut and lead screw are readily removable to facilitate substitution of various pitches.
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a system of modulation where the instantaneous radio frequency varies in proportion to the instantaneous *amplitude* of the modulating signals (amplitude of modulating signal to be measured after pre-emphasis, if used) and the instantaneous radio frequency is independent of the *frequency* of the modulating signal.

4. *Frequency swing*.—The term "frequency swing" means the instantaneous departure of the frequency of the omitted wave from the center frequency resulting from modulation.
5. *Percentage modulation*.—The term "percentage modulation" as applied to frequency modulation means the ratio of the actual frequency swing to the frequency swing defined as 100 percent modulation, expressed in percentage. For the aural transmitter of television broadcast stations, a frequency swing of ± 25 kilocycles is defined as 100 percent modulation.

2. Transmission Standards and Changes or Modifications Thereof

A. Transmission Standards

1. The width of the television broadcast channel shall be six megacycles per second.
2. The visual carrier shall be located 4.5 megacycles lower in frequency than the aural center frequency.
3. The aural center frequency shall be located 0.25 megacycles lower than the upper frequency limit of the channel.
4. The visual transmission amplitude characteristic shall be as shown in Appendix II.
5. The number of scanning lines per frame period shall be 525, interlaced two to one.
6. The frame frequency shall be 30 per second and the field frequency shall be 60 per second.
7. The aspect ratio of the transmitted television picture shall be 4 units horizontally to 3 units vertically.
8. During active scanning intervals, the scene shall be scanned from left to right horizontally and from top to bottom vertically, at uniform velocities.
9. A carrier shall be modulated within a single television channel for both picture and synchronizing signals, the two signals comprising different modulation ranges in amplitude (See Appendices I and II).
10. A decrease in initial light intensity shall cause an increase in radiated power (negative transmission).
11. The black level shall be represented by a definite carrier level, independent of light and shade in the picture.
12. The pedestal level (normal black level) shall be transmitted at 75 per cent (with a tolerance of plus or minus 2.5 per cent) of the peak carrier amplitude.
13. The maximum white level shall be 15 per cent or less of the peak carrier amplitude.
14. The signals radiated shall have horizontal polarization.
15. A radiated power of the aural transmitter not less than 50% or more than 150% of the peak radiated power of the video transmitter shall be employed.
- 16.* *Variation of Output*.—The peak-to-peak variation of transmitter output within one frame of video signal due to all causes, including hum, noise, and low-frequency response, measured at both synchronizing peak and pedestal level, shall not exceed 5% of the average synchronizing peak signal amplitude.
- 17.* *Black Level*.—The black level should be made as nearly equal to the pedestal level as the state of the art will permit. If they are made essentially equal, satisfactory operation will result and improved techniques will later lead to the establishment of the tolerance if necessary.
- 18.* *Brightness Characteristics*.—The transmitter output shall vary in substantially inverse logarithmic relation to the brightness of the subject. No tolerances are set at this time.

B. Change or Modification of Transmission Standards

The Commission will consider the question whether a proposed change or modification of transmission standards adopted for television would be in the public interest, convenience and necessity, upon petition being filed by the person proposing such change, or modification, setting forth the following:

- (1) The exact character of the change or modification proposed;
- (2) The effect of the proposed change or modification upon all other transmission standards that have been adopted by the Commission for television broadcast stations;
- (3) The experimentation and field tests that have been made to show that the proposed change or modification accomplishes an improvement and is technically feasible;
- (4) The effect of the proposed change or modification in the adopted standards upon operation and obsolescence of receivers;
- (5) The change in equipment required in existing television broadcast

stations for incorporating the proposed change or modification in the adopted standards, and

- (6) The facts and reasons upon which the petitioner bases his conclusion that the proposed change or modification would be in the public interest, convenience and necessity.
- Should a change or modification in the transmission standards be adopted by the Commission, the effective date thereof will be determined in the light of the considerations mentioned in sub-paragraph (4) above.

3. Engineering Standards of Allocation

- A. Sections 3.603 through 3.606 of the Commission's Rules prescribes the basis of assignment of television broadcast facilities. Section 3.601 indicates the groups of channels that are available for assignment to television broadcast stations. As indicated by these rules, the number of channels are limited and therefore have been allocated in advance to specific areas. This listing has been carefully planned with a view to providing the greatest service to a maximum number of people and in general no departure from this plan will be made. However, where it can be shown that the public interest will be benefited by an alteration or rearrangement in this listing, the Commission will consider such adjustments as are necessary.
- B. The extent of service is determined by the point at which the ground wave is no longer of sufficient intensity to provide satisfactory broadcast service. The field intensity considered necessary for service is as follows:

TABLE I

Area	Medial Field Intensity
City, business or factory areas.....	5000 uv/m
Residential and Rural areas.....	500 uv/m

These figures are based upon the usual noise levels encountered in the two areas and upon the absence of interference from other television broadcast stations. The Commission will require that the transmitting antenna be so located as to provide a coverage area which is contiguous with the population density of the cities or metropolitan area with which the station is associated. The field intensity indicated above for computing coverage is the visual transmitter operating peak power.

- C. The service area is predicted as follows:

Profile graphs must be drawn for at least eight radials from the proposed antenna site. These profiles should be prepared for each radial beginning at the antenna site and extending to ten miles therefrom. Normally the radials are drawn for each 45° of azimuth; however, where feasible the radials should be drawn for angles along which roads tend to follow: (The latter method may be helpful in obtaining topographical data where otherwise unavailable, and is particularly useful in connection with mobile field intensity measurements of the station and the correlation of such measurements with predicted field intensities). In each case one or more radials must include the principal city or cities to be served, particularly in cases of rugged terrain, even though the city may be more than 10 miles from the antenna site. The profile graph for each radial should be plotted by contour intervals of from 40 to 100 feet and, where the data permit, at least 50 points of elevation (generally uniformly spaced) should be used for each radial. In instances of very rugged terrain where the use of contour intervals of 100 feet would result in several points in a short distance, 200 or 400 foot contour intervals may be used for such distances. On the other hand, where the terrain is uniform or gently sloping the smallest contour interval indicated on the topographic map (see below) should be used, although only a relatively few points may be available. The profile graph should accurately indicate the topography for each radial, and the graphs should be plotted with the distance in miles as the abscissa and the elevation in feet above mean sea level as the ordinate. The profile graphs should indicate the source of the topographical data employed. The graph should also show the elevation of the center of the radiating system. The graph may be plotted either on rectangular coordinate paper or on special paper which shows the curvature of the earth. It is not necessary to take the curvature of the earth into consideration in this procedure, as this factor is taken care of in the charts showing signal intensities. (Appendix IV).

The average elevation of the eight mile distance between two and ten miles from the antenna site should then be determined from the profile graph for each radial. This may be obtained by averaging a large number of equally spaced points, by using a planimeter, or by obtaining the median elevation (that exceeded for 50% of the distance) in sectors and averaging those values.

To determine the distance to a particular contour concerning the range of television broadcast stations, Appendix IV should be used. These charts have been prepared for frequencies in the center of the various portions of the television band and are to be used as follows: Figure 1 for Channel 1; Figure 2 for Channels 2 through 4; Figure 3 for Channels 5 and 6; and Figure 4 for Channels 7 through 13. The distance to a contour is determined by the effective radiated

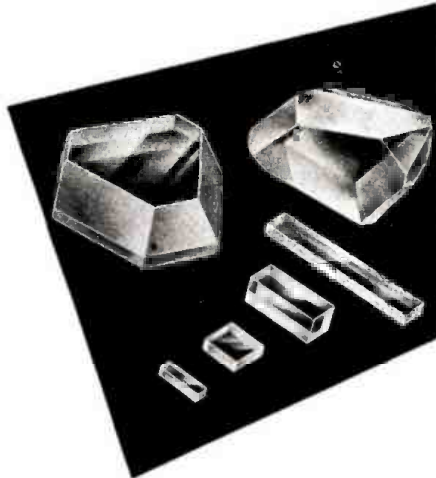
(Continued on page 524)

* These items are subject to change but are considered the best practice under the present state of the art. They will not be enforced pending a further determination thereof.

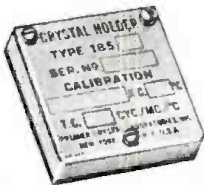
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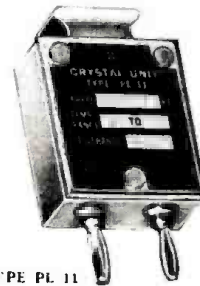


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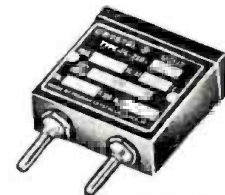


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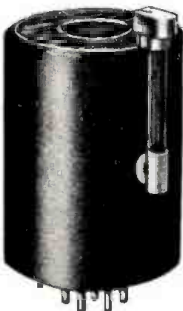


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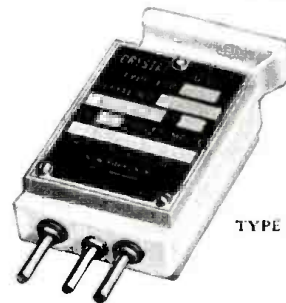


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power and the antenna height. The height of the antenna used in connection with Appendix IV should be the height of the center of the proposed antenna radiator above the average elevation obtained by the preceding method. The distances shown by Appendix IV are based upon an effective radiated power of one kilowatt; to use the charts for other powers the sliding scale associated with the charts should be trimmed and used as the ordinate scale. This sliding scale is placed on the charts with the appropriate gradation for power in line with the lower line of the top edge of the charts. The right edge of the scale is placed in line with the appropriate antenna height graduations and the charts then become direct reading for this power and antenna height. Where the antenna height is not one of those for which a scale is provided, the signal strength or distance is determined by interpolation between the curves connecting the equidistant points.

The foregoing process of determining the extent of the required contours shall be followed in determining the boundary of the proposed service area. The areas within the 5000 uv/m and 500 uv/m contours must be determined and submitted with each application for television broadcast stations. Each application shall include a map showing these contours, and for this purpose Sectional Aeronautical charts or other maps having a convenient scale may be used. The map shall show the radials along which the profile charts and expected field strength have been determined. The area within each contour should then be measured (by planimeter or other approximate means) to determine the number of square miles therein. In computing the area within the contours, exclude (1) areas beyond the borders of the United States, and (2) large bodies of water, such as ocean areas, gulfs, sounds, bays, large lakes, etc., but not rivers. Where interference is involved such areas shall be determined as indicated by Section V.

In cases where the terrain in one or more directions from the antenna site departs widely from the average elevation of the two to ten mile sector, the application of this prediction method may indicate contour distances that are different from those which may be expected in practice. In such cases the prediction method should be followed, but a showing may be made if desired concerning the distance to the contour as determined by other means. Such showing should include data concerning the procedure employed and sample calculations. For example, a mountain ridge may indicate the practical limit of service although the prediction method may indicate the contour elsewhere. In cases of such limitation, the map of predicted coverage should show both the regular predicted area and the areas as limited or extended by terrain. Both areas should be measured, as previously described; the area obtained by the regular prediction method should be given in the application form, with a supplementary note giving the limited or extended area. In special cases the Commission may require additional information as to the terrain in the proposed service area.

In determining the population served by television broadcast stations, it is considered that the built-up city areas and business districts in cities having over 10,000 population and located beyond the 5000 uv/m contour do not receive adequate service. Minor Civil Division maps (1940 Census) should be used in making population counts, excluding cities not receiving adequate service. Where a contour divides a minor division, uniform distribution of population within the division should be assumed in order to determine the population included within the contour, unless a more accurate count is available.

4. Topographical Data

In the preparation of the profile graphs previously described, the elevations or contour intervals shall be taken from the U. S. Geological Topographical Quadrangle Sheets for all areas for which such maps are available. If such maps are not published for the area in question, the next best topographic information should be used. Topographic data may sometimes be obtained from state and municipal agencies. The data from the Sectional Aeronautical Charts (including bench marks), or railroad depot elevations and highway elevations from road maps, may be used where no better information is available. In cases where limited topographic data can be obtained, use may be made of an altimeter in a car driven along roads extending generally radially from the transmitter site.

The Commission will not ordinarily require the submission of topographical maps for areas beyond 15 miles from the antenna sites, but the maps must include the principal city or cities to be served. If it appears necessary, additional data may be requested.

The U. S. Geological Survey Topography Quadrangle Sheets may be obtained from the U. S. Geological Survey, Department of the Interior, Washington, D. C., for ten cents each. The Sectional Aeronautical Charts are available from the U. S. Coast and Geodetic Survey, Department of Commerce, Washington, D. C., for twenty-five cents each. Other sources of topographic maps or data will be furnished at a later date.

5. Interference Standards

Field intensity measurements are preferable in predicting interference between television broadcast stations and should be used, when available, in determining the extent of interference. (For methods and procedure, see Section 6). In lieu of measurements, the interference should be predicted in accordance with the method described herein.

Objectionable visual interference is considered to exist when the interfering signal exceeds that given by the ratios of Table II. In Table II the desired signal is median field and the undesired signal is the tropospheric signal intensity exceeded for 10% of the time.

TABLE II

Channel Separation	Ratio of Desired to Undesired Signals
Same channel	100:1
Adjacent channel	2:1

It is considered that stations on alternate channels or on channels separated by 4 Mc can be operated in the same city or area without objectionable interference, (i. e., on this basis, channels 1 and 2 or 4 and 5 could be used in the same city or area).

As an example of the data contained in Table II, objectionable interference from a co-channel station is considered to exist at the 500 uv/m contour of a station if a tropospheric signal from the co-channel station equals or exceeds 5 uv/m for at least ten percent of the time. The ten per cent values for one kilowatt of power and various antenna heights are given in Appendix V*, and values for other powers may be obtained by using the sliding scale as for Appendix IV. The values indicated by Appendix V are based upon available data, and are subject to change as additional information concerning tropospheric wave propagation is obtained.

At the present time it is considered sufficient to consider only the ground wave field intensities in determining the extent of adjacent channel interference.

In determining the points at which the interference ratio is equal to the values shown in Table II, the field intensities for the two interfering signals under consideration should be computed for a considerable number of points along the line between the two stations. Using this data, field intensity versus distance curves should be plotted (e. g., cross-curves on graph paper) in order to determine the points on this path where the interference ratios exist. The points established by this method, together with the points along the contours where the same ratios are determined, are considered to be generally sufficient to predict the area of interference. Additional points may be required in case of irregular terrain or directional antenna systems.

The area of interference, if any, shall be shown in connection with the map of predicted coverage required by the application form, together with the basic data employed in computing such interference. The map shall show the interference within the 500 uv/m contour.

6. Field Intensity Measurements in Allocation

When field intensity measurements are required by the Commission's rules or when employed in determining the extent of service or interference of existing stations, such measurements should be made in accordance with the procedure outlined herein.

Measurements made to determine the service and interference areas of television broadcast stations should be made with mobile equipment along roads which are as close and similar as possible to the radials showing topography which were submitted with the application for construction permit. Suitable measuring equipment and a continuous recording device must be employed, the chart of which is either directly driven from the speedometer of the automobile in which the equipment is mounted or so arranged that distances and identifying landmarks may be readily noted. The measuring equipment must be calibrated against recognized standards of field intensity and so constructed that it will maintain an acceptable accuracy of measurement while in motion or when stationary. The equipment should be so operated that the recorder chart can be calibrated directly in field intensity in order to facilitate analysis of the chart. The receiving antenna must be nondirectional and horizontally polarized.

Mobile measurements should be made with a minimum chart speed of 3 inches per mile and preferably 5 or 6 inches per mile. Locations shall be noted on the recorder chart as frequently as necessary to definitely fix the relation between the measured field intensity and the location. The time constant of the equipment should be such as to permit adequate analysis of the charts, and the time constant employed shall be shown. Measurements should be made to a point on each radial well beyond the particular contour under investigation.

While making field intensity measurements the visual transmitter shall be used. It is recommended that a black picture be transmitted or that the transmitter be operated at black level without synchronization peaks. Operation at a power somewhat less than black level is permissible, but too great a reduction in power is not recommended due to the difficulty of recording weak signals. In any event, an appropriate factor shall be used to convert the readings obtained to the field strength that would exist in synchronization peaks while operating at the authorized power. If other means of measurements are to be used a request should be made to the Commission stating the reasons therefor and the means to be used.

After the measurements are completed, the recorder chart shall be divided into not less than 15 sections on each equivalent radial from

* Charts for Appendix V will be available at some future date when sufficient measurements of tropospheric signals are available. Until such time as these charts are available, interference should be predicted on the basis of ground wave charts (Appendix IV).

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the station. The field intensity in each section of the chart shall be analyzed to determine the field intensity received 50 per cent of the distance (median field) throughout the section, and this median field intensity associated with the corresponding sector of the radial. The field intensity figures must be corrected for a receiving antenna elevation of thirty feet and for any directional effects of the automobile not otherwise compensated. This data should be plotted for each radial, using log-log coordinate paper with distance as the abscissa and field intensity as the ordinate. A smooth curve should be drawn through these points (of median fields for all sectors), and this curve used to determine the distance to the desired contour. The distances obtained for each radial may then be plotted on the map of predicted coverage or on polar coordinate paper (excluding water areas, etc.) to determine the service and interference areas of a station.

In making measurements to establish the field intensity contours of a station mobile recordings should be made along each of the radials drawn in Section 3C above. Measurements should extend from the vicinity of the station out to the 500 uv/m measured contour and somewhat beyond. These measurements would be made for the purpose of determining the variation of the measured contours from those predicted. Adjustment of power or antenna may be required to fit the actual contours to that predicted.

In predicting tropospheric interference on the basis of the above measurements, such measurements shall be carried out in the manner indicated above to determine the 500 uv/m contour. Using the appropriate figure in Appendix IV for the channel involved and the sliding scale, the equivalent radiated power shall be determined by placing the sliding scale on the chart (using the appropriate antenna height) and moving the scale until the distance to the 500 uv/m contour (as determined above) and the 500 uv/m mark are opposite. The equivalent radiated power is then read from the sliding scale where it crosses the lower line of the top edge of the chart. Changing to the corresponding figure in Appendix V and using the equivalent radiated power just determined, the distance to the interfering contour under investigation is read in the usual manner.

In certain cases the Commission may desire more information or recordings and in these instances special instructions will be issued. This may include fixed location measurements to determine tropospheric propagation and fading ratios.

Complete data taken in conjunction with field intensity measurements shall be submitted to the Commission in affidavit form, including the following:

- A. Map or maps showing the roads or points where measurements were made, the service and/or interference areas determined by the prediction method and by the measurements, and any unusual terrain characteristics existing in these areas. (This map may preferably be of a type showing topography in the area). The 5000 and 500 uv/m contours shall be shown.
- B. If a directional transmitting antenna is employed, a diagram or polar coordinate paper showing the predicted free space field intensity in millivolts per meter at one mile in all directions. (See Section 8).
- C. A full description of the procedures and methods employed including the type of equipment, the method of installation and operation, and calibration procedures.
- D. Complete data obtained during the survey, including calibration.
- E. Antenna system and power employed during the survey.
- F. Name, address, and qualifications of the engineer or engineers making the measurements.

All data shall be submitted to the Commission in triplicate, except that only the original or one photostatic copy need be submitted of the actual recording tapes.

7. Transmitter Location

- A. The transmitter location should be as near the center of the proposed service area as possible consistent with the applicant's ability to find a site with sufficient elevation to provide service throughout the area. Location of the antenna at a point of high elevation is necessary to reduce to a minimum the shadow effect on propagation due to hills and buildings which may reduce materially the intensity of the station's signals in a particular direction. The transmitting site should be selected consistent with the purpose of the station, i.e., whether it is intended to serve a small city, a metropolitan area or a large area. Inasmuch as service may be provided by signals of 5000 uv/m or greater field intensities in metropolitan areas, and inasmuch as signals below 500 uv/m may provide service in rural areas, considerable latitude in the geographical location of the transmitter is permitted; however, the necessity for a high elevation for the antenna may render this problem difficult. In general, the transmitting antenna of a station should be located at the most central point at the highest elevation available. In providing the best degree of service to an area, it is usually preferable to use a high antenna rather than a lower antenna with increased transmitter power. The location should be so chosen that line-of-sight can be obtained from the antenna over the principal city or cities to be served; in no event should there be a major obstruction in this path.
- B. The transmitting location should be selected so that the 5000 uv/m

contour encompasses the urban population within the area to be served and the 500 uv/m or the interference free contour coincides generally with the limits of the area to be served. It is recognized that topography, shape of the desired service area, and population distribution may make the choice of a transmitter location difficult. In such cases consideration may be given to the use of a directional antenna system, although it is generally preferable to choose a site where a non-directional antenna may be employed.

- C. In cases of questionable antenna locations it is desirable to conduct propagation tests to indicate the field intensity expected in the principal city or cities to be served and in other areas, particularly where severe shadow problems may be expected. In considering applications proposing the use of such locations, the Commission may require site tests to be made. Such tests should be made in accordance with the measurement procedure previously described, and full data thereon must be supplied to the Commission. Test transmitters should employ an antenna having a height as close as possible to the proposed antenna height, using a balloon or other support if necessary and feasible. Information concerning the authorization of site tests may be obtained from the Commission upon request.
- D. Present information is not sufficiently complete to establish "blanket areas" of television broadcast stations. A "blanket area" is that area adjacent to a transmitter in which the reception of other stations is subject to interference due to the strong signal from this station. Where it is found necessary to locate the transmitter in a residential area where blanketing problems may appear to be excessive the application must include a showing concerning the availability of other sites. The authorization of station construction in areas where blanketing problems appear to be excessive will be on the basis that the applicant will assume full responsibility for the adjustment of reasonable complaints arising from excessively strong signals of the applicant's station.

Cognizance must of course be taken regarding the possible hazard of the proposed antenna structure to aviation and the proximity of the proposed site to airports and airways. In passing on proposed construction, the Commission refers each case to the Civil Aeronautics Administration for its recommendations. Antenna painting and/or lighting may be required at the time of construction or at a later date.

8. Antenna Systems

- A. An antenna which is high in respect to the average level of the territory it serves is desirable in order to reduce the effect of shadows. The antenna must be constructed so that it is as clear as possible of surrounding buildings or objects that would cause shadow problems.
- B. Applications proposing the use of directional antenna systems must be accompanied by the following:
 - (1) Complete description of the proposed antenna system.
 - (2) Orientation of array with respect to true north; time phasing of fields from elements (degrees leading or lagging); space phasing of elements (in feet and degrees); and ratio of fields from elements.
 - (3) Calculated field intensity pattern (on letter-size polar coordinate paper) giving the free space field intensity in millivolts per meter at one mile in the horizontal plane, together with the formula used, constants employed, sample calculations, and tabulations of calculation data.
 - (4) Name, address, and qualifications of the engineer making the calculations.
- C. Applications proposing (1) the use of television broadcast antennas in the immediate vicinity (i.e., 200 feet or less) of television broadcast, antennas operating on a channel within 20% in frequency of the proposed channel, or (2) the use of television broadcast antennas on channels 5 or 6 in the immediate vicinity of FM broadcast antennas, must include a showing as to the expected effect if any, of such proximity operation.
- D. In cases where it is proposed to use a tower of a standard broadcast station as a supporting structure for a television broadcast antenna, an application for construction permit (or modification of construction permit) for such station must be filed for consideration with the television application. An application may be required for other classes of stations when the tower is to be used in connection with a television station.

When a television antenna is mounted on a non-directional standard broadcast antenna, new resistance measurements must be made of the standard broadcast antenna after installation and testing of the television antenna. During the installation and until the new resistance determination is approved, the standard broadcast station licensee should apply for authority (informal application) to operate by the indirect method of power determination. The television license application will not be considered until the application form concerning resistance measurements is filed for the standard broadcast station. When a television antenna is mounted on an element of a standard broadcast directional antenna, a full engineering study concerning the effect of the television antenna on the directional pattern must be filed with the application concerning the standard broadcast station. De-

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pending upon the individual case, the Commission may require readjustment and certain field intensity measurements of the standard broadcast station following the completion of the television antenna system.

When the proposed television antenna is to be mounted on a tower in the vicinity of a standard broadcast directional array and it appears that the operation of the directional antenna system may be affected, an engineering study must be filed with the television application concerning the effect of the television antenna on the directional pattern. Readjustment and field intensity measurements of the standard broadcast station may be required following construction of the television antenna.

Information regarding data required in connection with standard broadcast directional antenna systems may be found in the Standards of Good Engineering Practice Concerning Standard Broadcast Stations.

- E. In the event a common tower is used by two or more licensees for antenna and/or antenna supporting purposes, the licensee who is owner of the tower shall assume full responsibility for the installation and maintenance of any painting and/or lighting requirements. In the event of shared ownership, one licensee shall assume such responsibility and advise the Commission accordingly.
- F. Standard Lamps and Paints.
When necessary for the protection of air navigation, the antenna and supporting structure shall be painted and illuminated in accordance with the specifications supplied by the Commission pursuant to Section 303 (q) of the Communications Act of 1934, as amended. These individual specifications are issued for and attached to each authorization for an installation. The details of the specifications depend on the degree of hazard presented by the particular installation. The tower paint shall be kept in good condition and repainted as often as necessary to maintain this condition. General information regarding painting and lighting requirements is contained in the Obstruction Marking Manual available from the Civil Aeronautics Administration, Washington 25, D. C.

9. Transmitters and Associated Equipment

A. Visual transmitter design

The general design of television broadcast visual transmitting equip-

ment shall be in accordance with the following principles and specifications:

- (1) The overall attenuation characteristics of the transmitter measured in the antenna transmission line after the vestigial side band filters shall not be greater than
- 2 db at 0.5 Mc
 - 2 db at 1.25 Mc
 - 3 db at 2.0 Mc
 - 6 db at 3.0 Mc
 - 12 db at 3.5 Mc

below the ideal demodulated curve (See Appendix III). The curve shall be substantially smooth between these specified points exclusive of the region from 0.75 Mc to 1.25 Mc.¹

- (2) The field strength or voltage of the lower side band as radiated or dissipated and measured as describe in (3) below shall not be greater than -20 db for a modulating frequency of 1.25 Mc or greater.¹
- (3) The attenuation characteristics of a visual transmitter shall be measured by application of a modulating signal to the transmitter input terminals in place of the normal composite television video signal. The signal applied shall be a composite signal composed of a synchronizing signal to establish peak output voltage plus a variable frequency sine wave voltage occupying the interval between synchronizing pulses. The axis of the sine wave in the composite signal observed in the output monitor shall be maintained at an amplitude 0.5 of the voltage at synchronizing peaks. The amplitude of the sine wave input shall be held at a constant value. This constant value should be such that at no modulating frequency does the maximum excursion of the sine wave, observed in the composite output signal monitor, exceed the value 0.75 of peak output voltage. The amplitude of the 100 kilocycle sideband shall be measured and designated zero db as a basis for comparison. The modulation signal frequency shall then be varied over the desired range and the field strength or signal voltage of the corresponding sidebands measured.

As an alternate method of measuring, in those cases in which the automatic d-c insertion can be replaced by manual control, the above characteristic may be taken by the use of a video sweep

(Continued on page 528)

PAUL GODLEY CO.

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FCC STANDARDS OF GOOD ENGINEERING PRACTICE: TELEVISION

(Continued from page 527)

generator and without the use of pedestal synchronizing pulses. The d-c level shall be set for mid-characteristic operation.¹

- (4) The radio frequency signal, as radiated, shall have an envelope as would be produced by a modulating signal in conformity with Appendix I, as modified by vestigial operation specified by Appendix II.
- (5) The time interval between the leading edges of successive horizontal pulses shall vary less than one half of one per cent of the average interval.
- (6) The rate of change of the frequency of recurrence of the leading edges of the horizontal synchronizing signals shall be not greater than 0.15 per cent per second, the frequency to be determined by an averaging process carried out over a period of not less than 20, nor more than 100 lines, such lines not to include any portion of the vertical blanking signal.

B. Aural transmitter design

The general design of the aural transmitting equipment associated with a television station shall be in accordance with the following principles and specifications:

- (1) The transmitter shall operate satisfactorily with a frequency swing of ± 25 kilocycles, which is considered 100% modulation. It is recommended, however, that the transmitter be designed to operate satisfactorily with a frequency swing of at least ± 40 kilocycles.
- (2) The transmitting system (from input terminals of microphone pre-amplifier, through audio facilities at the studio, through telephone lines or other circuits between studio and transmitter, through audio facilities at the transmitter, and through the transmitter, but excluding equalizers for the correction of deficiencies in microphone response) shall be capable of transmitting a band of frequencies from 50 to 15,000 cycles. Pre-emphasis shall be employed in accordance with the impedance-frequency characteristic of a series inductance-resistance network having a time constant of 75 microseconds (See Appendix VI). The deviation of the system response from the standard pre-emphasis curve shall lie between two limits as shown by Appendix VI. The upper of these limits shall be uniform (no deviation) from 50 to 15,000 cycles. The lower limit shall be uniform from 100 to 7500 cycles, and three db below the upper limit; from 100 to 50 cycles the lower limit shall fall from three db limit at a uniform rate of one db per octave (four db at 50 cycles); from 7500 to 15,000 cycles the lower limit shall fall from the three db limit at a uniform rate of two db per octave (five db at 15,000 cycles).
- (3) At any modulating frequency between 50 and 15,000 cycles and at modulation percentage of 25%, 50% and 100%, the combined audio frequency harmonics measured in the output of the system shall not exceed the root-mean-square values given in the following table:

Modulating frequency	Distortion
50 to 100 cycles.....	3.5%
100 to 7500 cycles.....	2.5%
7500 to 15000 cycles.....	3.0%

Measurements shall be made employing 75 microsecond de-emphasis in the measuring equipment and 75 microsecond pre-emphasis in the transmitting equipment, and without compression if a compression amplifier is employed. Harmonics shall be included to 30 kc.*

It is recommended that none of the three main divisions of the system (transmitter, studio to transmitter circuit, and audio facilities) contribute over one-half of these percentages, since at some frequencies the total distortion may become the arithmetic sum of the distortions of the divisions.

- (4) The transmitting system output noise level (frequency modulation) in the band of 50 to 15,000 cycles shall be at least 55 db below the audio frequency level representing a frequency swing of ± 25 kc.**
- (5) The transmitting system output noise level (amplitude modulation) in the band of 50 to 15,000 cycles shall be at least 50 db below the level representing 100% amplitude modulation.**

¹ In the case of (1) above, output measurement shall be made with the transmitter operating into a dummy load of pure resistance and the demodulated voltage measured across this load. The ideal demodulated curve is that shown in Appendix III.

In the case of (2) above, field strength measurements are desired. It is anticipated that these may not yield data which are consistent enough to prove compliance with the attenuation standards prescribed above. In that case, measurements with a dummy load of pure resistance together with data on the antenna characteristics shall be taken in place of overall field measurements. The 'synchronizing signal' referred to in those paragraphs means either a standard synchronizing wave form or any pulse that will properly set the peak.

* Measurements of distortion using de-emphasis in the measuring equipment are not practical at the present time for the range 7500 to 15000 cycles for 25 and 50 percent modulation. Therefore, measurements should be made at 100% modulation and on at least the following modulating frequencies: 50, 100, 400, 1,000, 5,000, 10,000, and 15,000 cycles. At 25 and 50% modulation measurements should be made on at least the following modulating frequencies: 50, 100, 400, 1,000 and 5,000 cycles.

** For the purpose of these measurements the visual transmitter should be inoperative since the exact amount of noise permissible from that source is not known at this time.

- (6) If a limiting or compression amplifier is employed, precaution should be maintained in its connection in the circuit due to the use of pre-emphasis in the transmitting system.

C. Design applicable to both visual and aural transmitters

In addition to design features applicable to the individual transmitters, the general design of television broadcast (visual and aural) transmitting equipment shall be in accordance with the following principles and specifications:

- (1) Automatic means shall be provided in the transmitters to maintain the authorized carrier frequencies within the allowable tolerance ($\pm 0.02\%$).
- (2) The transmitters shall be equipped with suitable indicating instruments for the determination of operating power and with other instruments as are necessary for proper adjustment, operation, and maintenance of the equipment.
- (3) Adequate provision shall be made for varying the output power of the transmitters to compensate for excessive variations in line voltage or for other factors affecting the output powers.
- (4) Adequate provisions shall be provided in all component parts to avoid overheating at the rated maximum output powers.
- (5) Means should be provided for connection and continuous operation of approved frequency and modulation monitors.

D. Construction

In general, the transmitters shall be constructed either on racks and panels or in totally enclosed frames protected as required by article 810 of the National Electrical Code² and as set forth below:

- (1) Means shall be provided for making all tuning adjustments, requiring voltages in excess of 350 volts to be applied to the circuit, from the front of the panels with all access doors closed.
- (2) Proper bleeder resistors or other automatic means shall be installed across all the capacitor banks to lower any voltage which may remain accessible with access door open to less than 350 volts within two seconds after the access door is opened.
- (3) All plate supply and other high voltage equipment, including transformers, filters, rectifiers and motor generators, shall be protected so as to prevent injury to operating personnel.
 - (a) Commutator guards shall be provided on all high voltage rotating machinery. Coupling guards should be provided on motor generators.
 - (b) Power equipment and control panels of the transmitters shall meet the above requirements (exposed 220 volt AC switching equipment on the front of the power control panels is not recommended but is not prohibited).
 - (c) Power equipment located at a television broadcast station not directly associated with the transmitters (not purchased as part of same), such as power distribution panels, are not under the jurisdiction of the Commission; therefore Section 3.654 does not apply.
- (4) Metering equipment
 - (a) All instruments having more than 1,000 volts potential to ground on the movement shall be protected by a cage or cover in addition to the regular case. (Some instruments are designed by the manufacturers to operate safely with voltages in excess of 1,000 volts on the movement. If it can be shown by the manufacturer's rating that the instrument will operate safely at the applied potential, additional protection is not necessary.)
 - (b) In case the plate voltmeters are located on the low potential side of the multiplier resistors with the potential of the high potential terminal of the instruments at or less than 1,000 volts above ground, no protective case is required. However, it is good practice to protect voltmeters subject to more than 5,000 volts with suitable over-voltage protective devices across the instrument terminals in case the winding opens.
 - (c) Transmission line meters and any other radio frequency instrument which may be necessary for the operator to read shall be so installed as to be easily and accurately read without the operator having to risk contact with circuits carrying high potential radio frequency energy.
 - (d) It is recommended that component parts comply as much as possible with the component specifications designated by the Army-Navy Electronics Standards Agency.

E. Wiring and Shielding

- (1) The transmitter panels or units shall be wired in accordance

² The pertinent sections of article 810 of the National Electrical Code reads as follows: "8101. General.—Transmitters shall comply with the following:

"a. Enclosing.—The transmitter shall be enclosed in a metal frame or grille, or separated from the operating space by a barrier or other equivalent means, all metallic parts of which are effectually connected to ground.

"b. Grounding of controls.—All external metallic handles and controls accessible to the operating personnel shall be effectually grounded. No circuit in excess of 150 volts shall have any parts exposed to direct contact. A complete dead-front type of switchboard is preferred.

"c. Interlocks on doors.—All access doors shall be provided with interlocks which will disconnect all voltages in excess of 350 volts when any access door is opened."

with standard practice, such as insulated leads properly cabled and supported, concentric lines or rigid bus bar properly insulated and protected.

- (2) Wiring between units of the transmitters, with the exception of circuits carrying radio frequency energy or video energy, shall be installed in conduits or approved fiber or metal raceways to protect it from mechanical injury.
- (3) Circuits carrying radio frequency or video energy between units shall be either coaxial, two wire balanced lines, or properly shielded.
- (4) All stages or units shall be adequately shielded and filtered to prevent interaction and radiation.
- (5) The frequency and modulation monitors and associated radio frequency lines to the transmitter shall be thoroughly shielded.

F. Installation

- (1) The installation shall be made in suitable quarters.
- (2) Since an operator must be on duty during operation, suitable facilities for his welfare and comfort shall be provided.

G. Spare tubes

A spare tube of every type employed in the transmitters and frequency modulation monitors shall be kept on hand at the equipment location. When more than one tube of any type are employed, the following table determines the number of spares of that type required:

Number of each type employed:	Spares required
1 or 2	1
3 to 5	2
6 to 8	3
9 or more	4

An accurate circuit diagram and list of required spare tubes, as furnished by the manufacturer of the equipment, shall be supplied and retained at the transmitter location.

H. Operation

In addition to specific requirements of the rules governing television broadcast stations, the following operating requirements are specified:

- (1) Spurious emissions, including radio frequency harmonics, shall be maintained at as low a level as the state of the art permits.
- (2) If a limiting or compression amplifier is used in conjunction with the aural transmitter, due operating precautions should be maintained in its use due to pre-emphasis in the transmitting system.

I. Studio Equipment

Studio equipment shall be subject to all the above requirements where applicable except as follows:

- (1) If properly covered by an underwriters' certificate, it will be considered as satisfying safety requirements.
- (2) Section 8191 of Article 810 of the National Electrical Code shall apply for voltages only in excess of 50 volts.

No specific requirements are made relative to the design and acoustical treatment of studios. However, the design of studios, particularly the main studio, shall be compatible with the required performance characteristics of television broadcast stations.

10. Indicating Instruments

A. A television broadcast station shall be equipped with suitable indicating instruments of accepted accuracy to measure the direct plate voltage and current of the last radio stage of the visual and aural transmitter and an instrument for reading the transmission line of both transmitters.

The following requirements and specifications shall apply to indicating instruments used by television broadcast stations in compliance with this rule:

- (1) Length of scale shall be not less than 2 3/10 inches.
- (2) Accuracy shall be at least 2 per cent of the full scale reading.
- (3) Scale shall have at least 40 divisions.
- (4) Full scale reading shall be not greater than five times the minimum normal indication.

No specifications are prescribed at this time regarding the peak indicating device required by Section 11B(1) of these standards.

B. No instruments indicating the plate current or plate voltage of the last radio stage shall be changed or replaced without written authority of the Commission, except by instruments of the same maximum scale readings and accuracy. Requests for authority to use an instrument of different maximum scale reading and/or accuracy shall be made by letter or telegram giving the manufacturer's name, type number, and full scale reading of the proposed instrument and the values of current or voltage the instrument will be employed to indicate. Requests for temporary authority to operate without an instrument or with a substitute instrument may be made by letter or telegram stating the necessity therefor and the period involved.

C. No required instrument the accuracy of which is questionable shall be employed. Repairs and calibration of instruments shall be made by the manufacturer, or by an authorized instrument repair service of the manufacturer, or by some other properly qualified or equipped instrument repair service. In any case, the repaired instrument must be supplied with a certificate of calibration.

D. Recording instruments may be employed in addition to the indicating instruments to record the direct plate current and/or voltage to the last radio stage provided that they do not affect the operation of the circuits or accuracy of the indicating instruments. If the records are to be used in any proceeding before the Commission, as representative of operation, the accuracy must be the equivalent of the indicating instruments and the calibration shall be checked

at such intervals as to insure the retention of such accuracy.

E. The function of each instrument used in the equipment shall be clearly and permanently shown on the instrument itself or on the panel immediately adjacent thereto.

11. Operating Power—

Determination and Maintenance

A. Determination

(1) Visual transmitter

The average power shall be measured while operating into a dummy load of substantially zero reactance and a resistance equal to the transmission line surge impedance, while transmitting a standard black television picture. The peak power shall be the power obtained by this method, multiplied by the factor 1.68. During this measurement the direct plate voltage and current of the last radio stage and the peak output voltage or current shall be read for use below.

(2) Aural transmitter

The operating power of the aural transmitter shall be determined by the indirect method. This is the product of the plate voltage (Ep) and the plate current (Ip) of the last radio stage, and an efficiency factor, F; that is:

Operating power =

$Ep \times Ip \times F$

The efficiency factor, F, shall be established by the transmitter manufacturer for each type of transmitter for which he requests FCC approval, and shall be shown in the instruction books supplied to the customer with each transmitter. In the case of composite equipment the factor F shall be furnished to the Commission by the applicant along with a statement of the basis used in determining such factor.

B. Maintenance

(1) Visual Transmitter

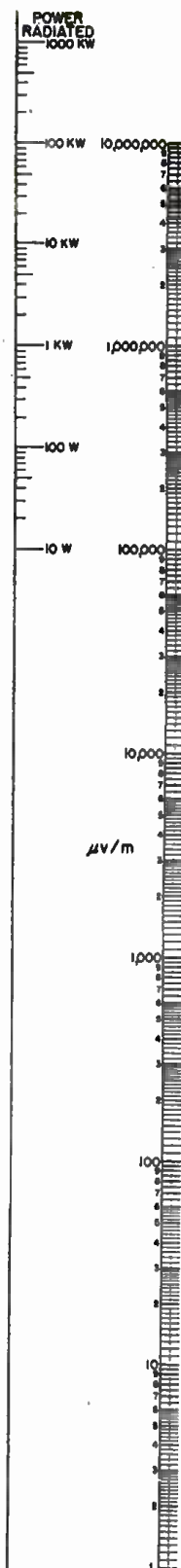
The peak power shall be monitored by a peak reading device which reads proportionally to other voltage or current on the transmission line operating into the antenna, the meter to be calibrated during the measurement described in A(1) above. The operating power as so monitored shall be maintained as near as practicable to the authorized operating power and shall not exceed the limits of 10 percent above and 20 percent below the authorized power except in emergencies.

As a further check both plate voltage and plate current of the output stage shall be measured with a standard black television picture with the transmitter operating into the antenna. Those values must agree substantially with corresponding readings taken under A(1) above.

(2) Aural Transmitter

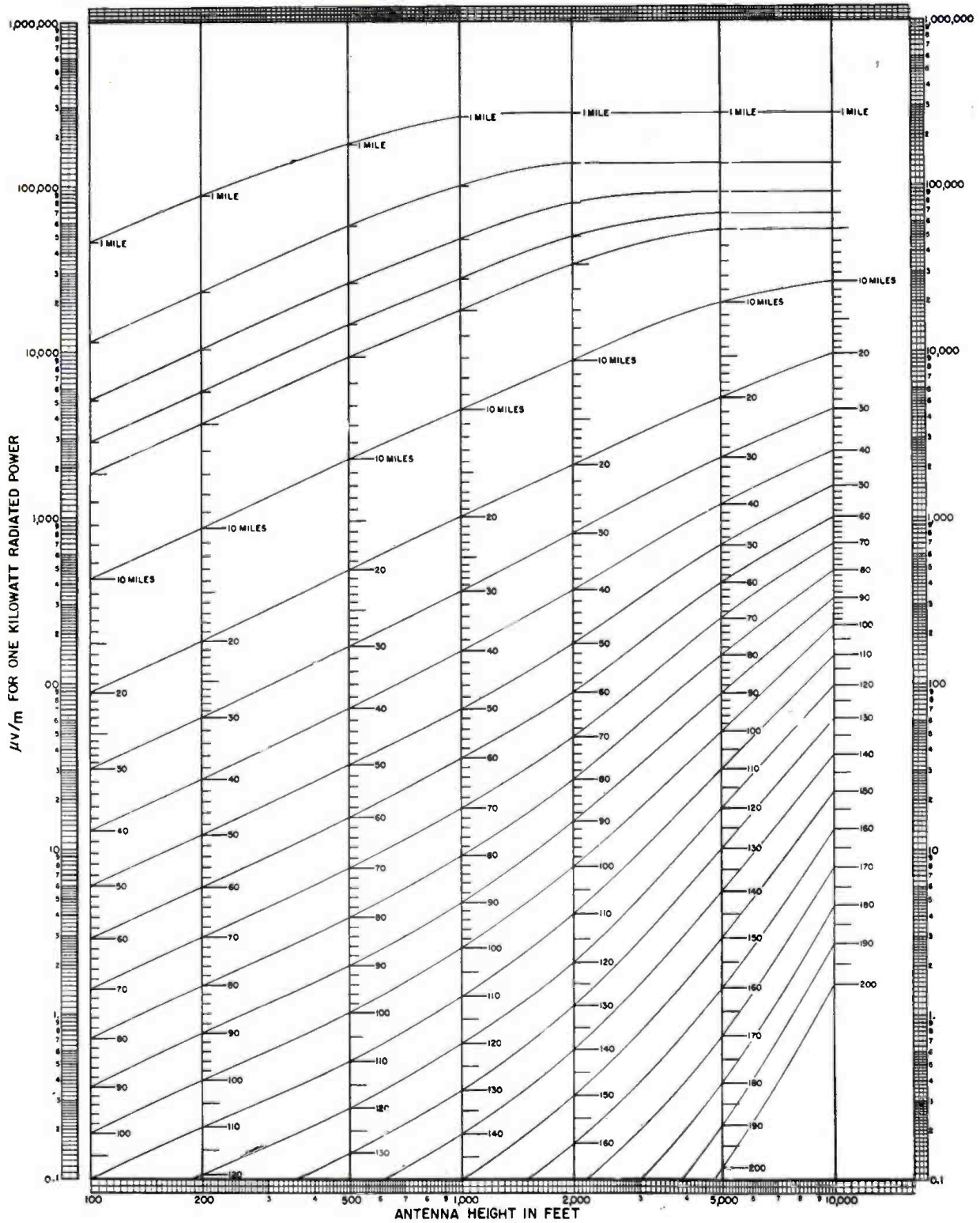
The operating power of aural transmitters shall be

(Continued on page 530)



APPENDIX IX

(The scale at right to be used with charts on pages 530-533.)



GROUND WAVE SIGNAL RANGE FOR TELEVISION

46 mc, $\sigma = 5 \times 10^{-4}$ e.m.u., $f = 15$, RECEIVING ANTENNA HEIGHT 30 FEET
FOR HORIZONTAL (AND APPROX. FOR VERTICAL) POLARIZATION

(Gauge on page 529 to be used in conjunction with this chart)

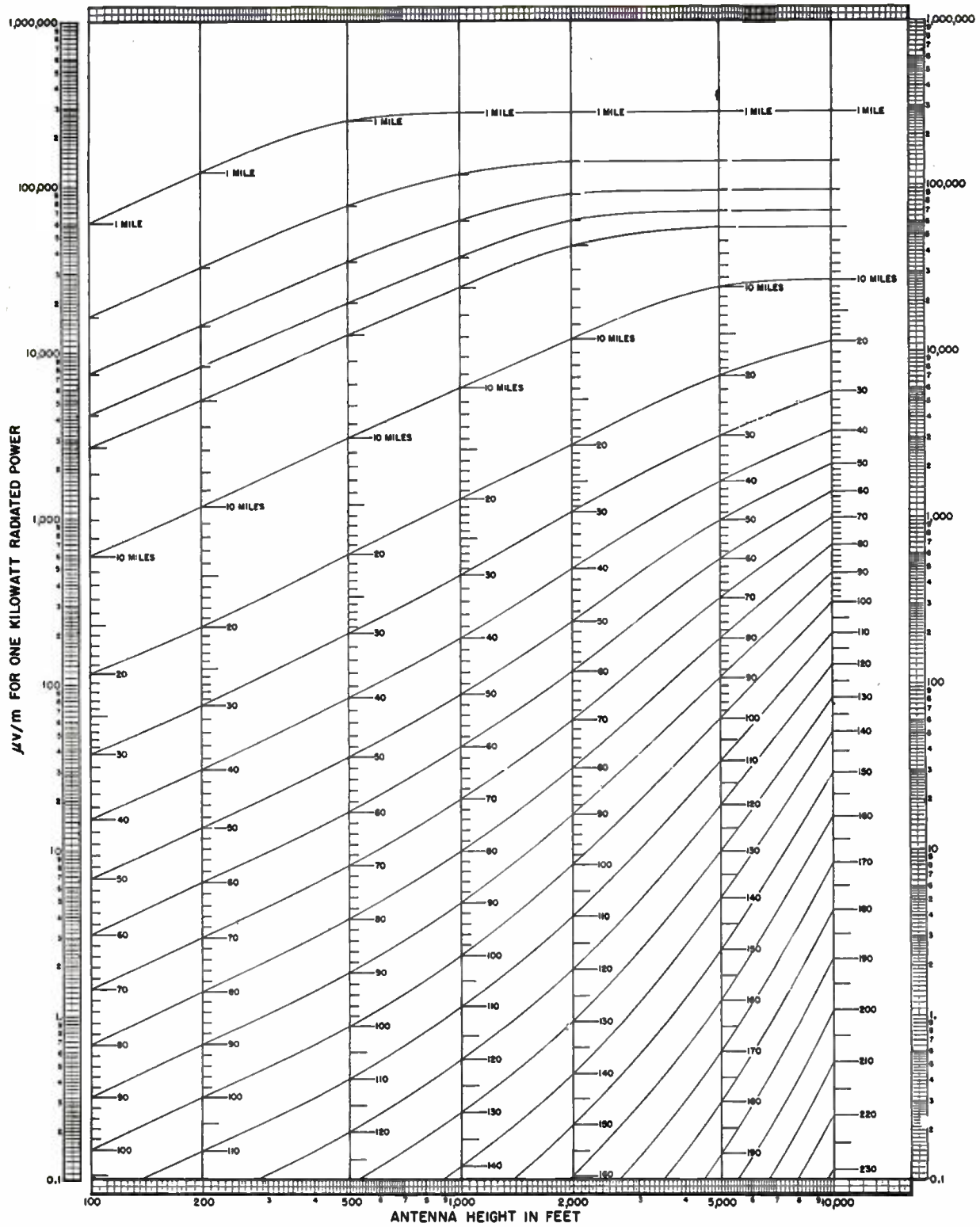
maintained as near as practicable to the authorized operating power, and shall not exceed the limits of 10 percent above and 20 percent below the authorized power except in emergencies.

(3) In the event it becomes impossible to operate with the authorized power, the station may be operated with reduced power for a period of 10 days or less provided the Commission and the Inspector in Charge of the district in which the station is located shall be notified in writing

immediately thereafter and also upon the resumption of the normal operating power.

12. Auxiliary Transmitters

Auxiliary transmitters may not exceed the power rating of the main transmitters. As a general guide specifications for auxiliary transmitters should conform as much as possible to those of the main transmitters. No requirements are set forth at this time.

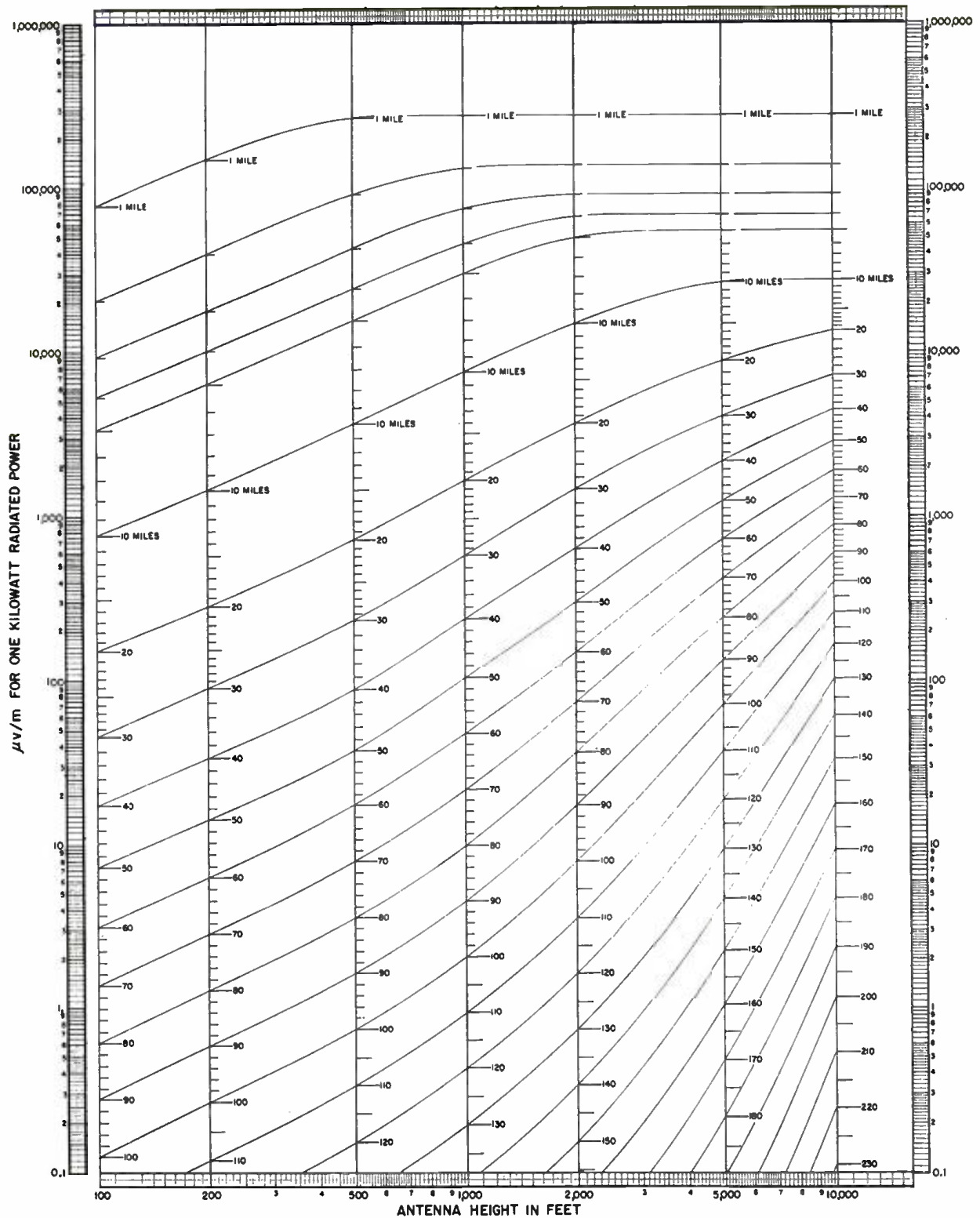


APPENDIX IV
FIGURE 2

GROUND WAVE SIGNAL RANGE FOR TELEVISION

63 mc, $\sigma = 5 \times 10^{-4}$ e.m.u., $f = 15$, RECEIVING ANTENNA HEIGHT 30 FEET
FOR HORIZONTAL (AND APPROX. FOR VERTICAL) POLARIZATION

(Note: Gauge on page 529 used in conjunction with this chart.)

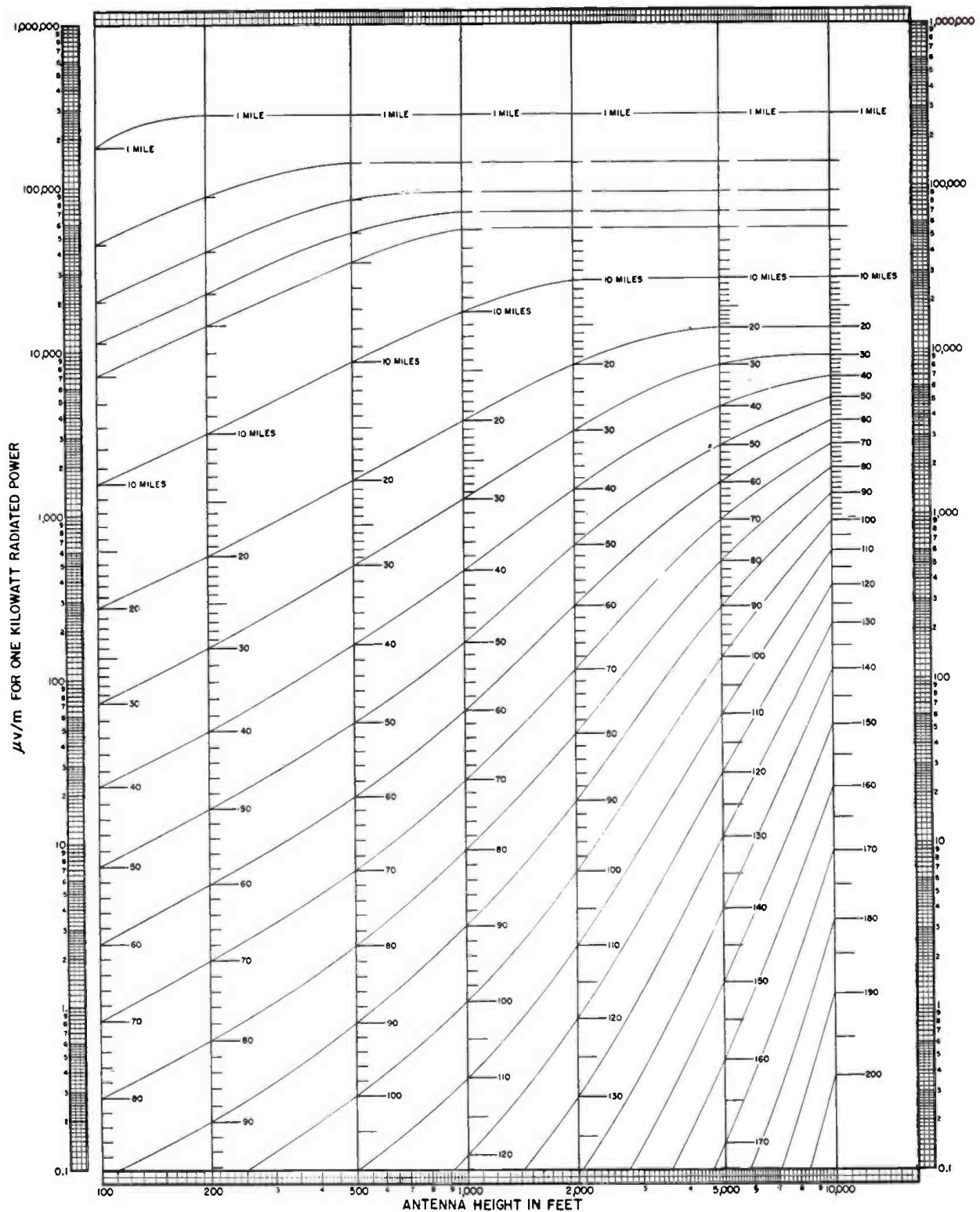


APPENDIX IV
FIGURE 3

GROUND WAVE SIGNAL RANGE FOR TELEVISION

82 mc, $\sigma = 5 \times 10^{-16}$ s.m.u., $f = 15$, RECEIVING ANTENNA HEIGHT 30 FEET
FOR HORIZONTAL (AND APPROX. FOR VERTICAL) POLARIZATION

(Note: Gauge on page 529 used in conjunction with this chart.)



APPENDIX IV
FIGURE 4

GROUND WAVE SIGNAL RANGE FOR TELEVISION

195 mc, $\sigma = 5 \times 10^{-4}$ e.m.u., $\epsilon = 15$, RECEIVING ANTENNA HEIGHT 30 FEET
FOR HORIZONTAL (AND APPROX. FOR VERTICAL) POLARIZATION

(Note: Gauge on page 529 used in conjunction with this chart.)

STANDARDS OF GOOD ENGINEERING PRACTICE FOR FM STATIONS

INTRODUCTION

There are presented herein the Commission's engineering standards relating to the allocation and operation of FM broadcast stations. These standards also apply to noncommercial educational (FM) broadcast stations, except as noted herein. The Commission's Rules and Regulations contain references to these standards, which have been approved by the Commission and thus are considered as reflecting its opinion in all matters involved.

The standards set forth herein are those deemed necessary for the construction and operation of FM broadcast stations to meet the requirements of technical regulations and for operation in the public interest along technical lines not otherwise enunciated. These standards are based upon the best engineering data available, including evidence at hearings conferences with radio engineers, and data supplied by manufacturers of radio equipment and by licensees of FM broadcast stations. These standards are complete in themselves and supersede previous engineering standards or policies of the Commission concerning FM broadcast stations. While these standards provide for flexibility and indicate the conditions under which they are applicable it is not expected that material deviation from the fundamental principles will be recognized unless full information is submitted as to the need and reasons therefor.

These standards will necessarily be revised from time to time as progress is made in the art. The Commission will accumulate and analyze engineering data available as to the progress of the art so that these standards may be kept current with technical developments.

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1. DEFINITIONS

A. *FM Broadcast station*—The term "FM broadcast station" means a station employing frequency modulation in the FM broadcast band and licensed primarily for the transmission of radiotelephone emissions intended to be received by the general public.

B. *Frequency modulation*—The term "frequency modulation" means a system of modulation where the instantaneous radio frequency varies in proportion to the instantaneous *amplitude* of the modulating signal (amplitude of modulating signal to be measured after pre-emphasis, if used) and the instantaneous radio frequency is independent of the *frequency* of the modulating signal.

C. *FM broadcast band*—The term "FM broadcast band" means the band of frequencies extending from 88 to 108 megacycles, which includes those assigned to noncommercial educational broadcasting.

D. *Center frequency*—The term "center frequency" means:

(1) The average frequency of the emitted wave when modulated by a sinusoidal signal.

(2) The frequency of the emitted wave without modulation.

E. *Frequency swing*—The term "frequency swing" means the instantaneous departure of the frequency of the emitted wave from the center frequency resulting from modulation.

F. *FM broadcast channel*—The term "FM broadcast channel" means a band of frequencies 200 kilocycles wide and is designated by its center frequency. Channels for FM broadcast stations begin at 88.1 megacycles and continue in successive steps of 200 kilocycles to and including 107.9 megacycles.

G. *Antenna field gain*—The term "antenna field gain" of an FM broadcast antenna means the ratio of the effective free space field intensity produced at one mile in the horizontal plane expressed in millivolts per meter for 1 kilowatt antenna input power to 137.6 mv/m.

H. *Free space field intensity*—The term "free space field intensity" means the field intensity that would exist at a point in the absence of waves reflected from the earth or other reflecting objects.

I. *Multiplex transmission*—The term "multiplex transmission" means the simultaneous transmission of two or more signals within a single channel. Multiplex transmission as applied to FM broadcast stations means the transmission of facsimile or other signals in addition to the regular broadcast signals.

J. *Percentage modulation*—The term "percentage modulation" as applied to frequency modulation means the ratio of the actual frequency swing to the frequency swing defined as 100 percent modulation, expressed in percentage. For FM broadcast stations, a frequency swing of ± 75 kilocycles is defined as 100 percent modulation.

K. *Effective Radiated Power*—The term "effective radiated power" means the product of the antenna power (transmitter output power less transmission line loss) times (1) the antenna power gain, or (2) the antenna field gain squared.

L. *Service area*—The term "service area" as applied to FM broadcasting means the service resulting from an assigned effective radiated power and antenna height above average terrain.

M. *Antenna height above average terrain*—The term "antenna height above average terrain" means the average of the antenna heights above the terrain from two to ten miles from the antenna. (In general a different antenna height will be determined by each direction from the antenna. The average of these various heights is considered as the antenna height above average terrain.)

2. ENGINEERING STANDARDS OF ALLOCATION

A. Sections 3.202 to 3.205 inclusive of the Rules and Regulations describe the basis for allocation of FM Broadcast Stations, including the division of the United States into Areas I and II. Where reference is made in the Rules to antenna heights of Community Stations, Section 2 E (1) of these Standards should be consulted; for other classes of FM Broadcast Stations, Section 2 E (2) should be consulted.

As noted in Section 3.204 (b) of the Rules, the Commission will designate service areas for Metropolitan Stations in Area II. In addition to the showing required by this Rule a special showing must be included in the application concerning the area proposed to be served, in the event that (1) such area is smaller than the service area designated by the Commission, or (2) such area is smaller than that which would appear to be the appropriate service area, in cases where it has not been designated by the Commission. The proposed area to be served must be substantially greater than that which could be served by a Community station.

B. In determining the predicted and measured field intensity contours of FM broadcast stations the following shall govern:

(1) Community stations will normally not be required to determine their contours.

(2) Metropolitan Stations shall determine the extent of their 1000 uv/m and 50 uv/m contours.

(3) Rural stations shall determine their 1000 uv/m, 50 uv/m and 20 uv/m contours.*

The above contours shall be determined in accordance with the methods prescribed in these Standards.

C. Although some service is provided by tropospheric waves, the service area is considered to be only that served by the ground wave. The extent of the service is determined by the point at which the ground wave is no longer of sufficient intensity to provide satisfactory broadcast service. The field intensity considered necessary for service is as follows:

* The 20 uv/m contour is desired in this case for use by the Commission in determining the usability of a signal of such low intensity.

TABLE I

Area	Median Field Intensity
City business or factory areas	1000 uv/m
Rural areas	50 uv/m

A median field intensity of 3000 to 5000 uv/m should be placed over the principal city to be served, and a median field intensity of 1000 uv/m should be placed over the business district of cities of 10,000 or greater within the metropolitan district served. The field intensity to be provided over the main studio is specified by Sections 3.203, 3.204, and 3.205 of the Rules. These figures are based upon the usual noise levels encountered in the several areas and upon the absence of interference from other FM stations.

D. A basis for allocation of satellite stations has not yet been determined. For the present, applications will be considered on their individual merits.

E. The service area is predicted as follows:

(1) Community stations

A map, topographic where obtainable, shall be submitted for the area within 15 miles of the proposed antenna site. On this map shall be indicated the antenna location and a circle of 10 miles radius with the antenna location as center. Representative points shall be picked on this circle 15 degrees apart and the elevation of these points determined. The average elevation of these points will be considered the average elevation of the circle. The difference between the elevation of the center of the radiating system and the average elevation of this circle shall be considered the height of the antenna over the terrain 10 miles from the transmitter. In cases where the applicant believes this method to be grossly in error due to peculiarities of the terrain, this method shall be used for determining the antenna height but a showing may be made, if desired, determining the height by other means and describing the method used. Calculations of the service contours of Community stations are not required.

(2) Metropolitan and Rural stations

Profile graphs must be drawn for at least eight radials from the proposed antenna site. These profiles should be prepared for each radial beginning at the antenna site and extending to ten miles therefrom. Normally the radials are drawn for each 45° of azimuth; however, where feasible the radials should be drawn for angles along which roads tend to follow. (The latter method may be helpful in obtaining topographical data where otherwise unavailable, and is particularly useful in connection with mobile field intensity measurements of the station and correlation of such measurements with predicted field intensities). In each case one or more radials must include the principal city or cities to be served, particularly in cases of rugged terrain, even though the city may be more than 10 miles from the antenna site. The profile graph for each radial should be plotted by contour intervals of from 40 to 100 feet and where the data permits, at least 50 points of elevation (generally uniformly spaced) should be used for each radial. In instances of very rugged terrain where the use of contour intervals of 100 feet would result in several points in a short distance, 200 or 400 foot contour intervals may be used for such distances. On the other hand, where the terrain is uniform or gently sloping the smallest contour interval indicated on the topographic map (see below) should be used, although only a relatively few points may be available. The profile graph should accurately indicate the topography for each radial, and the graphs should be plotted with the distance in miles as the abscissa and the elevation in feet above mean sea level as the ordinate. The profile graphs should indicate the source of the topographical data employed. The graph should also show the elevation of the center of the radiating system. The graph may be plotted either on rectangular coordinate paper or on special paper which shows the curvature of the earth. It is not necessary to take the curvature of the earth into consideration in this procedure, as this factor is taken care of in the chart showing signal intensities (Figure 1).

The average elevation of the eight mile distance between two and ten miles from the antenna site should then be determined from the profile graph for each radial. This may be obtained by averaging a large number of equally spaced points, by using a planimeter, or by obtaining the median elevation (that exceeded for 50% of the distance) in sectors and averaging these values.

To determine the distance to a particular contour Figure 1 concerning the range of FM broadcast stations should be used. This chart has been prepared for a frequency in the center of the band and is to be used for all FM broadcast channels, since little change results over this frequency range. The distance to a contour is determined by the effective radiated power and the antenna height. The height of the antenna used in connection with Figure 1 should be the height of the center of the proposed antenna radiator above the average elevation obtained by the preceding method. The distances shown by Figure 1 are based upon an effective radiated power of one kilowatt; to use the chart for other powers, the sliding scale associated with the chart should be trimmed and used as the ordinate scale. This sliding scale is placed on the chart with the appropriate gradation for power in line with the lower line of the top edge of the chart. The right edge of the scale is placed in line with the appropriate antenna height graduations and the chart then becomes direct reading for this power and antenna height. Where the antenna height is not one of those for which a scale is provided, the signal strength or distance is determined by interpolation between the curves connecting the equidistant points.

The foregoing process of determining the extent of the required contours shall be followed in determining the boundary of the proposed service area. The areas within the required contours must be determined and submitted with each application for these classes of FM broadcast stations. Each application shall include a map showing these contours, and for this purpose Sectional Aeronautical charts or other maps having a convenient scale may be used. The map shall show the radials along which the profile charts and expected field strengths have been determined. The area within each contour should then be measured (by planimeter or other approximate means) to determine the number of square miles therein. In computing the area within the contours, exclude (1) areas beyond the borders of the United States, and (2) large bodies of water, such as ocean areas, gulfs, sounds, bays, large lakes, etc., but not rivers.

In cases where the terrain in one or more directions from the antenna site departs widely from the average elevation of the two to ten mile sector, the application of this prediction method may indicate contour distances that are different from those which may be expected in practice. In such cases the prediction method should be followed, but a showing may be made if desired concerning the distance to the contour as determined by other means. Such showing should include data concerning the procedure employed and sample calculations. For example, a mountain ridge may indicate the practical limit of service although the prediction method may indicate the contour elsewhere. In cases of such limitation, the map of predicted coverage should show both

the regular predicted area and the area as limited or extended by terrain. Both areas should be measured, as previously described; the area obtained by the regular prediction method should be given in the application form, with a supplementary note giving the limited or extended area. In special cases the Commission may require additional information as to the terrain in the proposed service area.

In determining the population served by FM broadcast stations, it is considered that the built-up city areas and business districts in cities having over 10,000 population and located beyond the 1,000 uv/m contour do not receive adequate service. Minor Civil Division maps (1940 Census) should be used in making population counts, excluding cities not receiving adequate service. Where a contour divides a minor division, uniform distribution of population within the division should be assumed in order to determine the population included within the contour, unless a more accurate count is available.

3. TOPOGRAPHICAL DATA

In the preparation of the profile graphs previously described, the elevations or contour intervals shall be taken from the U. S. Geological Topographical Quadrangle Sheets for all areas for which such maps are available. If such maps are not published for the area in question, the next best topographic information should be used. Topographic data may sometimes be obtained from state and municipal agencies. The data from the Sectional Aeronautical Charts (including bench marks), or railroad depot elevations and highway elevations from road maps, may be used where no better information is available. In cases where limited topographic data can be obtained, use may be made of an altimeter in a car driven along roads extending generally radially from the transmitter site.

The Commission will not ordinarily require the submission of topographical maps for areas beyond 15 miles from the antenna site, but the maps must include the principal city or cities to be served. If it appears necessary, additional data may be requested.

The U. S. Geological Survey Topography Quadrangle Sheets may be obtained from the U. S. Geological Survey, Department of the Interior, Washington, D. C., for ten cents each. The Sectional Aeronautical Charts are available from the U. S. Coast and Geodetic Survey, Department of Commerce, Washington, D. C., for twenty-five cents each. Other sources of topographic maps or data will be furnished at a later date.

4. INTERFERENCE STANDARDS

Field intensity measurements are preferable in predicting interference between FM broadcast stations and should be used, when available, in determining the extent of interference. (For methods and procedure, see Section 5). In lieu of measurements, the interference should be predicted in accordance with the method described herein.

Objectionable interference is considered to exist when the interfering signal exceeds that given by the ratios of Table II. In Table II the desired signal is median field and the undesired signal is the tropospheric signal intensity exceeding for 1% of the time.

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Allocation Engineering	Engineering Service and
Antenna Design and Adjustment	Representation on Broadcasting
Field Intensity Measurements	AM, FM, Television

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TABLE II

Channel Separation	Ratio of Desired to Undesired Signals
Same channel	10:1
Adjacent channel (200 kc removed)	2:1

Objectionable interference is not considered to exist when the channel separation is 400 kc or greater. Accordingly, FM broadcast stations in the same city or same area may be assigned channels 400 kc apart. In the assignment of FM broadcast facilities the Commission will endeavor to provide the optimum use of the channels in the band, and accordingly may assign a channel different than that requested in an application.

In predicting the extent of interference within the ground wave service area of a station, the tropospheric signal intensity (from co-channel and adjacent channel stations) existing for one percent of the time shall be employed. The one percent values for one kilowatt of power and various antenna heights are given in Figure 2, and values for other powers may be obtained by use of the sliding scale as for Figure 1. The values indicated by Figure 2 are based upon available data, and are subject to change as additional information concerning tropospheric wave propagation is obtained.*

In determining the points at which the interference ratio is equal to the values shown in Table II, the field intensities for the two interfering signals under consideration should be computed for a considerable number of points along the line between the two stations. Using this data, field intensity versus distance curves should be plotted (e.g., cross-curves on graph paper) in order to determine the points on this path where the interference ratios exist. The points established by this method, together with the points along the contours where the same ratios are determined, are considered to be generally sufficient to predict the area of interference. Additional points may be required in the case of irregular terrain or the use of directional antenna systems.

The area of interference, if any, shall be shown in connection with the map of predicted coverage required by the application form, together with the basic data employed in computing such interference. The map shall show the interference within the 50 uv/m contour.

5. FIELD INTENSITY MEASUREMENTS IN ALLOCATION

When field intensity measurements are required by the Commission's rules or when employed in determining the extent of service or interference of existing stations, such measurements should be made in accordance with the procedure outlined herein.

Measurements made to determine the service and interference areas of FM broadcast stations should be made with mobile equipment along roads which are as close and similar as possible to the radials showing topography which were submitted with the application for construction permit. Suitable measuring equipment and a continuous recording device must be employed. The chart of which is either directly driven from the speedometer of the automobile in which the equipment is mounted or so arranged that distances and identifying landmarks may be readily noted. The measuring equipment must be calibrated against recognized standards of field intensity and so constructed that it will maintain an acceptable accuracy of measurement while in motion or when stationary. The equipment should be so operated that the recorder chart can be calibrated directly in field intensity in order to facilitate analysis of the chart. The receiving antenna must be non-directional and of the same polarization as the transmitting antenna.

Mobile measurements should be made with a minimum chart speed of 3 inches per mile and preferably 5 or 6 inches per mile. Locations shall be noted on the recorder chart as frequently as necessary to definitely fix the relation between the measured field intensity and the location. The time constant of the equipment should be such to permit adequate analysis of the charts, and the time constant employed shall be shown. Measurements should be made to a point on each radial well beyond the particular contour under investigation. The transmitter power shall be maintained as close as possible to the authorized power throughout the survey.

After the measurements are completed, the recorder chart shall be divided into not less than 15 sections on each equivalent radial from the station. The field intensity in each section of the chart shall be analyzed to determine the field intensity received 50 percent of the distance (median field) throughout the section, and this median field intensity associated with the corresponding sector of the radial. The field intensity figures must be corrected for a receiving antenna elevation of thirty feet and for any directional effects of the automobile not otherwise compensated. This data should be plotted for each radial, using log-coordinate paper with distance as the abscissa and field intensity as the ordinate. A smooth curve should be drawn through these points (of median fields for all sectors), and this curve used to determine the distance to the desired contour. The distances obtained for each radial may then be plotted on the map of predicted coverage or on polar coordinate paper (excluding water areas, etc.) to determine the service and interference areas of a station.

In making measurements to establish the field intensity contours of a station, mobile recordings should be made along each of the radials drawn in Section 2 E above. Measurements should extend from the vicinity of the station out to the 1000 uv/m measured contour and somewhat beyond (at the present time it is not considered practical to conduct mobile measurements far beyond this contour due to the fading ratio at weak fields, which complicates analysis of the charts). These measurements would be made for the purpose of determining the variation of the measured contours from those predicted, and it is expected that initially the correlation of the measured 1000 uv/m with the predicted 1000 uv/m contour will be used as a basis in determining adherence to authorized service areas within the 50 uv/m contour. Adjustment of power or antenna may be required to fit the actual contours to that predicted.

In addition to the 1000 uv/m contour, the map of measured coverage shall show the 50 uv/m contour as determined by employing Figure 1 and the distance to the 1000 uv/m contour along each radial. The sliding scale shall be placed on the figure at the appropriate antenna height for the radial in question and then moved so the distance to the 1000 uv/m contour (as measured) and the 1000 uv/m mark are opposite. The distance to the 50 uv/m contour is then given opposite the 50 uv/m mark on the scale.

In predicting tropospheric interference on the basis of the above measurements, such measurements shall be carried out in the manner indicated above to determine the 1000 uv/m contour. Using Figure 1 and its associated sliding scale, the equivalent radiated power shall be determined by placing the sliding scale on the chart (using the appropriate antenna height) and moving the scale until the distance to the 1000 uv/m contour (as determined above), and the 1000 uv/m mark are opposite. The equivalent radiated power is then read from the sliding scale where it crosses the lower line of the top edge of the chart. Changing to Figure 2 and using the equivalent radiated power just determined, the distance to the interfering contour under investigation is read in the usual manner.

In certain cases the Commission may desire more information or recordings and in these instances special instructions will be issued. This may include fixed location measurements to determine tropospheric propagation and fading ratios.

Complete data taken in conjunction with field intensity measurements shall be submitted to the Commission in affidavit form, including the following:

A. Map or maps showing the roads or points where measurements were made, the service and/or interference areas determined by the prediction method and by the measurements, and any unusual terrain characteristics existing in these areas. (This map may preferably be of a type showing topography in the area).

B. If a directional transmitting antenna is employed, a diagram on polar coordinate paper showing the predicted free space field intensity in millivolts per meter at one mile in all directions. (See Section 7).

C. A full description of the procedures and methods employed including the type of equipment, the method of installation and operation, and calibration procedures.

D. Complete data obtained during the survey, including calibration.

E. Antenna system and power employed during the survey.

F. Name, address, and qualifications of the engineer or engineers making the measurements.

All data shall be submitted to the Commission in triplicate, except that only the original or one photostatic copy need be submitted of the actual recording tapes.

6. TRANSMITTER LOCATION

A. The transmitter location should be as near the center of the proposed service area as possible consistent with the applicant's ability to find a site with sufficient elevation to provide service throughout the area. Location of the antenna at a point of high elevation is necessary to reduce to a minimum the shadow effect on propagation due to hills and buildings which may reduce materially the intensity of the station's signals in a particular direction. The transmitting site should be selected consistent with the purpose of the station, i.e., whether it is intended to serve a small city, a metropolitan area or a large region. Inasmuch as service may be provided by signals of 1000 uv/m or greater field intensities in metropolitan areas, and inasmuch as signals as low as 20 uv/m may provide service in rural areas, considerable latitude in the geographical location of the transmitter is permitted; however, the necessity for a high elevation for the antenna may render this problem difficult. In general, the transmitting antenna of a station should be located at the most central point at the highest elevation available. In providing the best degree of service to an area, it is usually preferable to use a high antenna rather than a lower antenna with increased transmitter power. The location should be so chosen that line-of-sight can be obtained from the antenna over the principal city or cities to be served; in no event should there be a major obstruction in this path.

B. The transmitting location should be selected so that the 100 uv/m contour encompasses the urban population within the area to be served and the 50 uv/m or the interference free contour coincides generally with the limits of the area to be served. It is recognized that topography, shape of the desired service area, and population distribution may make the choice of a transmitter location difficult. In such cases consideration may be given to the use of a directional antenna system, although it is generally preferable to choose a site where a non-directional antenna may be employed.

C. In cases of questionable antenna locations it is desirable to conduct propagation tests to indicate the field intensity expected in the principal city or cities to be served and in other areas, particularly where severe shadow problems may be expected. In considering applications proposing the use of such locations, the Commission may require site tests to be made. Such tests should be made in accordance with the measurement procedure previously described, and full data thereon must be supplied to the Commission. Test transmitters should employ an antenna having a height as close as possible to the proposed antenna height, using a balloon or other support if necessary and feasible. Information concerning the authorization of site tests may be obtained from the Commission upon request.

D. Present information is not sufficiently complete to establish "blanket areas" of FM broadcast stations, which are defined as those areas adjacent to the transmitters in which the reception of other stations is subject to interference due to the strong signal from the stations. Where it is found necessary to locate the transmitter in a residential area where blanketing problems may appear to be excessive, the application must include a showing concerning the availability of other sites. The authorization of station construction in areas where blanketing problems appear to be excessive will be on the basis that the applicant will assume full responsibility for the adjustment of reasonable complaints arising from excessively strong signals of the applicant's station. As a means of minimizing interference problems, it is expected that stations adjacent in location will generally be assigned frequencies that are generally adjacent. Insofar as is feasible, frequency assignments for stations at separated locations will also be separated.

Cognizance must of course be taken regarding the possible hazard of the proposed antenna structure to aviation and the proximity of the proposed site to airports and airways. In passing on proposed construction, the Commission refers each case to the CAA for its recommendations. Antenna painting and/or lighting may be required at the time of construction or at a later date.

7. ANTENNA SYSTEMS

A. It shall be standard to employ horizontal polarization. If the use of vertical polarization appears desirable in special circumstances, its use may be authorized upon a showing of need.

B. The antenna must be constructed so that it is as clear as possible of surrounding buildings or objects that would cause shadow problems.

C. Applications proposing the use of directional antenna systems must be accompanied by the following:

- (1) Complete description of the proposed antenna system.
- (2) Orientation of array with respect to true north; time phasing of fields from elements (degrees leading or lagging); space phasing of elements (in feet and in degrees); ratio of fields from elements.
- (3) Calculated field intensity pattern (on letter-size polar coordinate paper) giving the free space field intensity in millivolts per meter at one mile in the horizontal plane, together with the formula used, constants employed, sample calculations and tabulation of calculation data.
- (4) Name, address, and qualifications of the engineer making the calculations.

D. Applications proposing the use of FM broadcast antennas in the immediate vicinity (i.e., 200 feet or less) of (1) other FM broadcast antennas, or (2) television broadcast antennas for frequencies adjacent to the FM broadcast band, must include a showing as to the expected effect, if any, of such proximate operation.

In cases where it is proposed to use a tower of a standard broadcast station as a supporting structure for an FM broadcast antenna, an application for construction permit (or modification of construction permit) for such station must be filed for consideration with the FM application. Applications may be required for other classes of stations when their towers are to be used in connection with FM broadcast stations.

When an FM broadcast antenna is mounted on a non-directional standard broadcast antenna, new resistance measurements must be made of the standard broadcast antenna after installation and testing of the FM broadcast antenna. During the installation and until the new resistance determination is approved, the standard broadcast station licensee should apply for authority (informal application) to operate by the indirect method of power determination. The FM broadcast license application will not be considered until the application form concerning resistance measurements is filed for the standard broadcast station.

When an FM broadcast antenna is mounted on an element of a standard broadcast directional antenna, a full engineering study concerning the effect of the FM broadcast antenna on the directional pattern must be filed with the application concerning the standard broadcast station. Depending upon the individual case, the Commission may require readjustment and certain field intensity measurements of the standard broadcast station following the completion of the FM broadcast antenna system.

When the proposed FM broadcast antenna is to be mounted on a tower in the vicinity of a standard broadcast directional array and it appears that the operation of the directional antenna system may be affected, an engineering study must be filed with the FM broadcast application concerning the effect of the FM broadcast antenna on the directional pattern. Readjustment and field intensity measurements of the standard broadcast station may be required following construction of the FM broadcast antenna.

Information regarding data required in connection with standard broadcast directional antenna systems may be found in the Standards of Good Engineering Practice Concerning Standard Broadcast Stations.

In the event a common tower is used by two or more licensees for antenna and/or antenna supporting purposes, the licensee who is owner of the tower shall assume full responsibility for the installation and maintenance of any painting or lighting requirements. In the event of shared ownership, one licensee shall assume such responsibility and advise the Commission accordingly.

E. It is recommended that an emergency FM broadcast antenna be installed, or, alternately, an auxiliary transmission line or lines if feasible in the particular circumstances. Data thereon should be supplied with the application for construction permit; if proposed after station construction, an informal application should be submitted to the Commission.

F. When necessary for the protection of air navigation, the antenna and supporting structure shall be painted and illuminated in accordance with the specifications supplied by the Commission pursuant to section 303 (q) of the Communications Act of 1934, as amended.

These individual specifications are issued for and attached to each authorization for an installation. The details of the specifications depend on the degree of hazard presented by the particular installation. The tower paint shall be kept in good condition and repainted as often as necessary to maintain this condition.

General information regarding painting and lighting requirements is contained in the Obstruction Marking Manual available from the Civil Aeronautics Administration, Washington 25, D. C.

8. TRANSMITTERS AND ASSOCIATED EQUIPMENT

A. Electrical Performance Standards—The general design of the FM broadcast transmitting system (from input terminals of microphone pre-amplifier,

through audio facilities at the studio, through lines or other circuits between studio and transmitter, through audio facilities at the transmitter, and through the transmitter, but excluding equalizers for the correction of deficiencies in microphone response) shall be in accordance with the following principles and specifications:

(1) Standard power ratings and operating power range of FM broadcast transmitters shall be in accordance with the following table:

Standard Power Rating	Operating Power Range
250 watts	250 watts or less
1 kw	250 watts—1 kw
3 kw	1—3 kw
10 kw	3—10 kw
25 kw	10—25 kw
50 kw	10—50 kw
100 kw	50—100 kw

Composite transmitters may be authorized with a power rating different from the above table, provided full data is supplied in the application concerning the basis employed in establishing the rating and the need therefor. The operating range of such transmitters shall be from one-third of the power rating to the power rating.

The transmitter shall operate satisfactorily in the operating power range with a frequency swing of ± 75 kilocycles, which is defined as 100% modulation.

(2) The transmitting system shall be capable of transmitting a band of frequencies from 50 to 15,000 cycles. Pre-emphasis shall be employed in accordance with the impedance-frequency characteristic of a series inductance-resistance network having a time constant of 75 microseconds. (See Figure 3). The deviation of the system response from the standard pre-emphasis curve shall lie between two limits as shown in Figure 3. The upper of these limits shall be uniform (no deviation) from 50 to 15,000 cycles. The lower limit shall be uniform from 100 to 7,500 cycles, and three db below the upper limit; from 100 to 50 cycles the lower limit shall fall from the three db limit at a uniform rate of one db per octave (four db at 50 cycles); from 7500 to 15,000 cycles the lower limit shall fall from the three db limit at a uniform rate of two db per octave (five db at 15,000 cycles).

(3) At any modulation frequency between 50 and 15,000 cycles and at modulation percentages of 25%, 50%, and 100%, the combined audio frequency harmonics measured in the output of the system shall not exceed the root-mean-square values given in the following table:

Modulating frequency	Distortion
50 to 100 cycles	3.5%
100 to 7500 cycles	2.5%
7500 to 15000 cycles	3.0%

Measurements shall be made employing 75 microsecond de-emphasis in the measuring equipment and 75 microsecond pre-emphasis in the transmitting equipment, and without compression if a compression amplifier is employed. Harmonics shall be included to 30 ke.*

It is recommended that none of the three main divisions of the system (transmitter, studio to transmitter circuit, and audio facilities) contribute over one half of these percentages since at some frequencies the total distortion may become the arithmetic sum of the distortions of the divisions.

(4) The transmitting system output noise level (frequency modulation) in the band of 50 to 15,000 cycles shall be at least 60 decibels below the audio frequency level representing a frequency swing of ± 75 kilocycles. The noise-measuring equipment shall be provided with standard 75-microsecond de-emphasis; the ballistic characteristics of the instrument shall be similar to those of the Standard VU Meter.

(5) The transmitting system output noise level (amplitude modulation) in the band of 50 to 15,000 cycles shall be at least 50 decibels below the level representing 100% amplitude modulation. The noise-measuring equipment shall be provided with standard 75-microsecond de-emphasis; the ballistic characteristics of the instrument shall be similar to those of the Standard VU Meter.

(6) Automatic means shall be provided in the transmitter to maintain the assigned center frequency within the allowable tolerance (± 2000 cycles).

(7) The transmitter shall be equipped with suitable indicating instruments

* See Section 13 for measurement frequencies and other information.

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for the determination of operating power and with other instruments as are necessary for proper adjustment, operation, and maintenance of the equipment (See Section 9).

(8) Adequate provision shall be made for varying the transmitter output power to compensate for excessive variations in line voltage or for other factors affecting the output power.

(9) Adequate provision shall be provided in all component parts to avoid overheating at the rated maximum output power.

(10) Means should be provided for connection and continuous operation of approved frequency and modulation monitors.

(11) If a limiting or compression amplifier is employed, precaution should be maintained in its connection in the circuit due to the use of pre-emphasis in the transmitting system.

B. Construction. In general, the transmitter shall be constructed either on racks and panels or in totally enclosed frames protected as required by article 810¹ of the National Electrical Code and set forth below:

(1) Means shall be provided for making all tuning adjustments, requiring voltages in excess of 350 volts to be applied to the circuit, from the front of the panels with all access doors closed.

(2) Proper bleeder resistors or other automatic means shall be installed across all capacitor banks to lower any voltage which may remain accessible with access door open to less than 350 volts within two seconds after the access door is opened.

(3) All plate supply and other high voltage equipment, including transformers, filters, rectifiers and motor generators, shall be protected so as to prevent injury to operating personnel.

(a) Commutator guards shall be provided on all high voltage rotating machinery. Coupling guards should be provided on motor generators.

(b) Power equipment and control panels of the transmitter shall meet the above requirements (exposed 220 volt AC switching equipment on the front of the power control panels is not recommended but is not prohibited).

(c) Power equipment located at a broadcast station but not directly associated with the transmitter (not purchased as part of same), such as power distribution panels, are not under the jurisdiction of the Commission; therefore Section 3.254 does not apply.

(4) Metering equipment:

(a) All instruments having more than 1,000 volts potential to ground on the movement shall be protected by a cage or cover in addition to the regular case. (Some instruments are designed by the manufacturer to operate safely with voltages in excess of 1,000 volts on the movement. If it can be shown by the manufacturer's rating that the instrument will operate safely at the applied potential, additional protection is not necessary.)

(b) In case the plate voltmeter is located on the low potential side of the multiplier resistor with the potential of the high potential terminal of the instrument at or less than 1,000 volts above ground, no protective case is required. However, it is good practice to protect voltmeters subject to more than 5,000 volts with suitable over-voltage protective devices across the instrument terminals in case the winding opens.

(c) Transmission line meters and any other radio frequency instrument which may be necessary for the operator to read shall be so installed as to be easily and accurately read without the operator having to risk contact with circuits carrying high potential radio frequency energy.

(5) It is recommended that component parts comply as much as possible with the component specifications designated by the Army-Navy Electronics Standards Agency.

C. Wiring and shielding

(1) The transmitter panels or units shall be wired in accordance with standard switchboard practice, either with insulated leads properly cabled and supported or with rigid bus bar properly insulated and protected.

(2) Wiring between units of the transmitter, with the exception of circuits carrying radio frequency energy, shall be installed in conduits or approved fiber or metal raceways for protection from mechanical injury.

(3) Circuits carrying radio frequency energy between units shall be coaxial, two wire balanced lines, or properly shielded.

(4) All stages or units shall be adequately shielded and filtered to prevent interaction and radiation.

(5) The frequency and modulation monitors and associated radio frequency lines to the transmitter shall be thoroughly shielded.

D. Installation

(1) The installation shall be made in suitable quarters.

(2) Since an operator must be on duty during operation, suitable facilities for his welfare and comfort shall be provided.

E. Spare tubes. A spare tube of every type employed in the transmitter and frequency and modulation monitors shall be kept on hand at the equipment location. When more than one tube of any type are employed, the following table determines the number of spares of that type required:

Number of each type employed:	Spares required
1 or 2	1
3 to 5	2
6 to 8	3
9 or more	4

¹ The pertinent sections of article 810 of the National Electrical Code read as follows:

"8191. General.—Transmitters shall comply with the following:

"a. Enclosing.—The transmitter shall be enclosed in a metal frame or grille, or separated from the operating space by a barrier or other equivalent means, all metallic parts of which are effectually connected to ground.

"b. Grounding of controls.—All external metallic handles and controls accessible to the operating personnel shall be effectually grounded. No circuit in excess of 150 volts shall have any parts exposed to direct contact. A complete dead-front type of switchboard is preferred.

"c. Interlocks on doors.—All access doors shall be provided with interlocks which will disconnect all voltages in excess of 350 volts when any access door is opened."

An accurate circuit diagram and list of required spare tubes, as furnished by the manufacturer of the equipment, shall be retained at the transmitter location.

F. Operation. In addition to specific requirements of the rules governing FM broadcast stations, the following operating requirements are specified:

(1) The maximum percentage of modulation shall be maintained in accordance with Section 3.268. However, precautions shall be taken so as not to substantially alter the dynamic characteristics of musical programs.

(2) Spurious emissions, including radio frequency harmonics, shall be maintained at as low a level as practicable at all times in accordance with good engineering practice.

(3) If a limiting or compression amplifier is employed, care should be maintained in its use due to pre-emphasis in the transmitting system.

G. Studio Equipment. Studio equipment shall be subject to all the above requirements where applicable except as follows:

(1) If properly covered by an underwriter's certificate, it will be considered as satisfying safety requirements.

(2) Section 8191 of Article 810 of the National Electrical Code shall apply for voltages only in excess of 500 volts.

No specific requirements are made with regards to the microphones to be employed. However, microphone performance (including compensating networks, if employed) shall be compatible with the required performance of the transmitting system.

No specific requirements are made relative to the design and acoustical treatment of studios. However, the design of studios, particularly the main studio, shall be compatible with the required performance characteristics of FM broadcast stations.

9. INDICATING INSTRUMENTS

An FM broadcast transmitter shall be equipped with suitable indicating instruments of acceptable accuracy to measure (1) the direct plate voltage and current of the last radio stage, and (2) the main transmission line radio frequency current or voltage.

The following requirements and specifications shall apply to indicating instruments used by FM broadcast stations:

A. Instruments indicating the plate current or plate voltage of the last radio stage (linear scale instruments) shall meet the following specifications:

(1) Length of scale shall be not less than 2 3/10 inches.

(2) Accuracy shall be at least 2 percent of the full scale reading.

(3) Scale shall have at least 40 divisions.

(4) Full scale reading shall not be greater than five times the minimum normal indication.

B. Instruments indicating transmission line current or voltage shall meet the following specifications:

(1) Instruments having linear scales shall meet the requirements of A (1), (2), (3), and (4) above.

(2) Instruments having logarithmic or square law scales.

(a) Shall meet requirements A(1) and (2) for linear scale instruments.

(b) Full scale reading shall not be greater than three times the minimum normal indication.

(c) No scale division above one-third full scale reading (in amperes) shall be greater than one-thirtieth of the full scale reading.

C. Radio frequency instruments having expanded scales.

(1) Shall meet requirements A(1), (2), and (4) for linear scale instruments.

(2) No scale division above one-fifth full scale reading (in amperes) shall be greater than one-fiftieth of the full scale reading.

(3) The meter face shall be marked with the words 'Expanded Scale' of the abbreviation thereof (E. S.).

D. No instruments indicating the plate current or plate voltage of the last radio stage or the transmission line current or voltage shall be changed or replaced without written authority of the Commission, except by instruments of the same maximum scale readings and accuracy. Requests for authority to use an instrument of different maximum scale reading and/or accuracy shall be made by letter or telegram giving the manufacturer's name, type number, and full scale reading of the proposed instrument and the values of current or voltage the instrument will be employed to indicate. Requests for temporary authority to operate without an instrument may be made by letter or telegram stating the necessity therefor and the period involved.

E. No required instrument, the accuracy of which is questionable, shall be employed. Repairs and recalibration of instruments shall be made by the manufacturer, or by an authorized instrument repair service of the manufacturer, or by some other properly qualified and equipped instrument repair service. In any event the repaired instrument must be supplied with a certificate of calibration.

F. Recording instruments may be employed in addition to the indicating instruments to record the transmission line current or voltage and the direct plate current and/or direct plate voltage of the last radio stage, provided that they do not affect the operation of the circuits or accuracy of the indicating instruments. If the records are to be used in any proceeding before the Commission as representative of operation, the accuracy must be the equivalent of the indicating instruments and the calibration shall be checked at such intervals as to insure the retention of the accuracy.

G. The function of each instrument used in the equipment shall be clearly and permanently shown on the instrument itself or on the panel immediately adjacent thereto.

10. AUXILIARY TRANSMITTERS

Auxiliary transmitters may not exceed the power rating or operating power range of the main transmitter, but need not conform to the performance characteristic specified by Section 8 A (2) to 8 A (5) inclusive. The subsequent portions of Section 8 apply to auxiliary transmitters.

11. OPERATING POWER: DETERMINATION AND MAINTENANCE

A. The operating power of FM broadcast stations shall be determined by the indirect method. This is the product of the plate voltage (E_p) and the plate current (I_p) of the last radio stage, and an efficiency factor, F ; that is:

$$\text{Operating power} = E_p \times I_p \times F$$

The efficiency factor, F , shall be established by the transmitter manufacturer for each type of transmitter for which he requests FCC approval, and shall be shown in the instruction books supplied to the customer with each transmitter. In the case of composite equipment the factor F shall be furnished to the Commission by the applicant along with a statement of the basis used in determining such factor.

B. The operating power shall be maintained as near as practicable to the authorized operating power, and shall not exceed the limits of 5 percent above and 10 percent below the authorized power except in emergencies. In the event it becomes impossible to operate with the authorized power, the station may be operated with reduced power for a period of 10 days or less provided the Commission and the Inspector in Charge¹ of the district in which the station is located shall be notified in writing immediately thereafter and also upon the resumption of normal operating power.

12. FREQUENCY AND MODULATION MONITORS AT AUXILIARY TRANSMITTERS

Sections 3.252 and 3.253 require that each FM broadcast station have approved frequency and modulation monitors in operation at the transmitter. The following shall govern the installation of approved frequency and modulation monitors at auxiliary transmitters of FM broadcast stations in compliance with these rules:

In case the auxiliary transmitter location is at a site different from that of the main transmitter, an approved frequency monitor shall be installed at the auxiliary transmitter except when the frequency of the auxiliary transmitter can be monitored by means of the frequency monitor at the main transmitter. When the auxiliary transmitter is operated without a frequency monitor under this exemption, it shall be monitored by means of the frequency monitor at the main transmitter.

The licensee will be held strictly responsible for any center frequency deviation of the auxiliary transmitter in excess of 2000 cycles from the assigned frequency, even though exempted by the above from installing an approved frequency monitor.

Installation of an approved modulation monitor at the location of the auxiliary transmitter, when different from that of the main transmitter, is optional with the licensee. However, when it is necessary to operate the auxiliary transmitter beyond two calendar days, a modulation monitor shall be installed and operated at the auxiliary transmitter. The monitor (if taken from the main transmitter) shall be reinstalled at the main transmitter immediately upon resumption of operation of the main transmitter.

In all cases where the auxiliary transmitter and the main transmitter have the same location, the same frequency and modulation monitors may be used for monitoring both transmitters, provided they are so arranged as to be readily switched from one transmitter to the other.

13. * REQUIREMENTS FOR TYPE APPROVAL OF TRANSMITTERS

Section 3.254 of the Rules and Section 8 of these Standards concern the design, construction and technical operation of FM broadcast station equipment. In order to facilitate the filing of and action on applications for construction permits specifying equipment of standard manufacture, the Commission will approve, as complying with the technical requirements, such equipment by type, subject to the following conditions and in accordance with the following procedure:

A. Approval of equipment by the Commission is only to the effect that insofar as can be determined from the data supplied, the equipment complies with the current requirements of good engineering practice and the current technical Rules and Regulations of the Commission. The approval may be withdrawn upon subsequent inspection or operation showing the equipment is not as represented or does not comply with the technical Rules and Regulations of the Commission and the requirements of good engineering practice.

B. Such approval shall not be construed to mean that the equipment will be satisfactory as the state of the art progresses and/or as the Rules and Regulations of the Commission may be changed as deemed advisable.

C. Applicants specifying equipment of approved manufacture need not submit detailed descriptions and diagrams where the correct type number is specified provided that the equipment proposed is identical with that approved.

D. In passing on equipment, no consideration is given by the Commission to patent rights.

E. For approval of FM broadcast transmitters, manufacturers shall submit FCC Form 319 completed with respect to all pertinent sections (two sworn copies). In addition or included therein shall be the data set forth below, all of which shall be verified before a notary public.*

(1) Photographs or drawings, or any other evidence that construction is in accordance with the requirements of good engineering practice.

(2) Data and curves showing overall audio frequency response from 50 to 15,000 cycles for approximately 25, 50 and 100 percent modulation. Measurements shall be made on at least the following modulation frequencies: 50, 100, 400, 5000, 10,000 and 15,000 cycles. This shall be plotted below a standard 75 microsecond pre-emphasis curve (see Figure 3).

(3) Data on audio frequency harmonics for 25, 50 and 100 percent modulation for the fundamental frequencies of 50, 100, 400, 1000 and 5000 cycles. Data on audio frequency harmonics for 100 percent modulation for fundamental frequencies of 10,000 and 15,000 cycles. Measurements shall include harmonics to 30,000 cycles. (Measurements at 10,000 and 15,000 cycles at 25 and 50 percent modulation are not practical at this time, due to the de-emphasis in the measuring equipment.)

(4) Carrier hum and extraneous noise (AM and FM) generated within the equipment and measured as the level below 100 percent modulation.

(5) Means of varying output power to compensate for power supply voltage variations.

(6) Data and curves on mean frequency stability for variations in ambient temperatures over the ranges encountered in practice.

(7) Data and curves on frequency stability for variations in power supply voltage from 85 to 115 percent normal.

(8) Net sale price.

F. In case any manufacturer decides to produce a 100 kw transmitter and submit data on it for approval, or any power rating not listed as standard he shall give notice to the Commission which will release by public notice the manufacturer's name and the standard power rating of the transmitter to be produced at least six months prior to the delivery date or completion of such transmitter.

14. * REQUIREMENTS FOR TYPE APPROVAL OF FREQUENCY MONITORS

Section 3.252 of the Rules requires each FM broadcast station to have in operation, at the transmitter, an approved frequency monitor independent of the frequency control of the transmitter. The frequency monitor shall be approved by the Commission and shall have a stability and accuracy of at least one-half (± 1000 cycles) of the permitted frequency deviation of the FM broadcast station. Visual indication of the operating frequency shall be provided.

A. General Requirements

In general a frequency monitor for FM broadcast stations requires a stable source of radio frequency energy whose frequency is accurately known and a means of comparing the transmitter center frequency with this stable source. The visual indicator is calibrated to indicate the deviation of the transmitter center frequency from the frequency assigned.

Approval of a frequency monitor for FM broadcast stations will be considered on the basis of data submitted by the manufacturer. Any manufacturer desiring to submit a monitor for approval shall supply the Commission with full details (two sworn copies).

In approving a frequency monitor based on these tests and specifications, the Commission merely recognizes that the type of monitor has the inherent capability of functioning in compliance with Section 3.252, if properly constructed, maintained and operated. The Commission accepts no responsibility beyond this and further realizes that monitors may have a limited range over which the visual indicator will determine deviations. Accordingly, it may be necessary that adjunct equipment be used to determine major deviations.

No change whatsoever will be permitted in the monitors sold under approval number issued by the Commission except when the licensee or the manufacturer is specifically authorized to make such changes. When it is desired to make any change, either mechanical or electrical, the details shall be submitted to the Commission for its consideration.

Approval is given subject to withdrawal if the unit proves defective in operation and cannot be relied upon under usual conditions of maintenance and operation encountered in the average FM broadcast station. Withdrawal of approval means that no further units may be installed by FM broadcast stations for the purpose of complying with Section 3.252; however, this will not affect units already sold unless it is found that there has been an unauthorized change in design or construction or that the material or workmanship is defective.

B. General Specifications.

The general specifications that frequency monitors shall meet before they will be approved by the Commission are as follows:

(1) The unit shall have an accuracy of at least ± 1000 cycles under ordinary conditions (temperature, humidity, power supply variations and other conditions which may affect its accuracy) encountered in FM broadcast stations throughout the United States for any channel within the FM broadcast band.

(2) The range of the indicating device shall be at least from 2000 cycles below to 2000 cycles above the assigned center frequency.

(3) The scale of the indicating device shall be so calibrated as to be accurately read within at least 100 cycles.

(4) Means shall be provided for adjustment of the monitor indication to agree with an external standard.

(5) The monitor shall be capable of continuous operation and its circuit shall be such as to permit continuous monitoring of the transmitter center frequency.

(6) Operation of the monitor shall have no deleterious effect on the operation of the transmitter or the signal emitted therefrom.

C. Tests to be made for approval of FM broadcast frequency monitors.

The manufacturer of a monitor shall submit data on the following at the time of requesting approval:

(1) Constancy of oscillator frequency, as measured several times in one month.

(2) Constancy of oscillator frequency when subjected to vibration tests which would correspond to the treatment received in shipping, handling and installing the instrument.

(3) Accuracy of readings of the frequency deviation instrument.

(4) Functioning of frequency adjustment device.

(5) Effects on frequency and readings, of the changing of tubes, of voltage variations, and of variations of room temperature through a range not to exceed 10° to 40° C.

(6) Response of indicating instrument to small changes of frequency.

(7) General information on the effect of tilting or tipping or other tests to determine ability of equipment to withstand shipment.

Various other tests may be made or required, such as effects of variation of input from the transmitter depending upon the character of the apparatus.

Tests shall be conducted in such a manner as to approximate actual operating conditions as nearly as possible. The equipment under test shall be operated on any channel in the FM broadcast band.

15. REQUIREMENTS FOR TYPE APPROVAL OF MODULATION MONITORS

Section 3.253 requires each FM broadcast station to have an approved modulation monitor in operation at the transmitter. This monitor may or may not be a part of the FM broadcast frequency monitor. Approval of a modulation monitor for FM broadcast stations will be considered on the basis of data submitted by the manufacturer. Any manufacturer desiring to submit a monitor for approval shall supply the Commission with full details (two sworn copies).

The specifications that the modulation monitor shall meet before they will be approved by the Commission are as follows:*

A. A means for insuring that the transmitter input to the modulation monitor is proper.

B. A modulation peak indicating device that can be set at any pre-determined value from 50 to 120 percent modulation (plus-minus 75 kc swing is defined as 100 percent modulation) and for either positive or negative swings (i.e., either above or below transmitter center frequency).

C. A semi-peak indicator with a meter having the characteristics given below shall be used with a circuit such that peaks of modulation of duration between 40 and 90 milliseconds are indicated to 90 percent of full value and the discharge rate adjusted so that the pointer returns from full reading to 10 percent of zero within 500 to 800 milliseconds. A switch shall be provided so that this meter will read either positive or negative swings.

The characteristics of the indicating meter are as follows: Speed—The time for one complete oscillation of the pointer shall be 290 to 350 milliseconds.

The damping factor shall be between 16 and 200.

* In connection with this type approval of FM equipment, the Commission may send a representative to observe tests made of such equipment by the manufacturer.

STANDARDS OF GOOD ENGINEERING PRACTICE FOR FM STATIONS

Scale—The meter scale shall be similar in appearance to that of a standard VU meter. The scale length between 0 and 100 percent modulation markings should be at least 2.3 inches. In addition to other markings a small mark for 133 percent modulation and designed as such should be included for the purpose of testing transmitters with 100 kc swing.

The accuracy of reading of percentage of modulation shall be within plus-minus 5 percent modulation percentage at any percentage of modulation up to 100 percent modulation.

D. The frequency characteristic curve shall not depart from a straight line more than plus-minus ½ db from 50 to 15,000 cycles. Distortion shall be kept to a minimum.

E. The monitor shall not absorb appreciable power from the transmitter.

F. Operation of the monitor shall have no deleterious effect on the operation of the transmitter.

G. General design, construction and operation shall be in accordance with good engineering practice.

16. APPROVED TRANSMITTERS.†

- 17. Approved Frequency Monitors.†
- 18. Approved Modulation Monitors.†
- 19. FM Broadcast Application Forms.

FCC Form No. 314—Application for Consent to Assignment of Radio Broadcast Station Construction Permit of License (See Rules Section 3.223).

FCC Form No. 315—Application for Consent to Transfer of Control of Corporation Holding Construction Permit or Station License. (See Rules Section 3.223).

FCC Form No. 316—Inventory of Station Property to be submitted with Forms FCC No. 314 and 315.

FCC Form No. 319—Application for New FM Broadcast Station Construction Permit.

FCC Form No. 320—Application for FM Broadcast Station License.

FCC Form No. 322—Application for Construction Permit, Modification of Construction Permit, or Modification of License for an existing FM Broadcast Station.

FCC Form No. 328—Income Statement to be submitted with Forms FCC No. 314 and 315.

FCC Form No. 340—Application for New Noncommercial Educational Broadcast Station Construction Permit.

FCC Form No. 701—Application for Additional Time to Construct Radio Station.

Additional forms and revisions of the above forms are being prepared. The appropriate forms to be employed may be obtained from the Commission upon request.

† Lists of approved equipment will be issued from time to time for incorporation in these Standards.

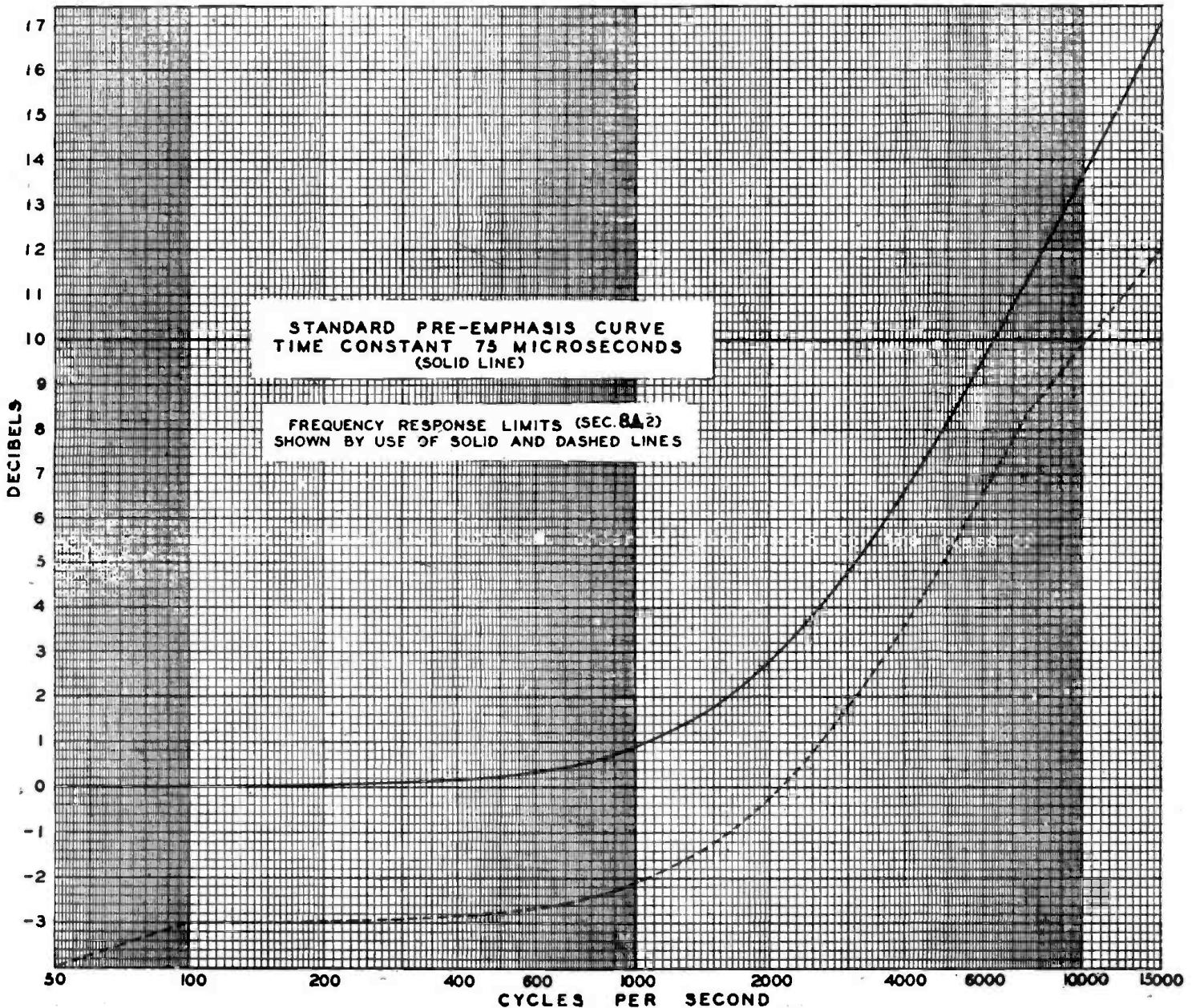


FIGURE 3

National Association of Broadcasters: 1945-1946 Officers and Committees

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(Continued on page 569)

RADIO AWARDS AND CITATIONS—1945

Advertising Agency Network's Awards

GARFIELD & GUILD. San Francisco. for best national radio program (Rosefield Packing Co.) National spot announcements (Hunt Bros.) Local spot announcement campaign (John Hansen & Son)

HENRY J. KAUFMAN & ASSOC., Washington. for best local radio program (S. Kann Sons Co.) for best war bond promotion (Retail Men's Stores of Washington) for best direct mail campaign (Capitol Radio Engineering Institute)

American Television Society Awards

PAUL ALLEY, WNBT film editor. for outstanding editing of news films: specifically for *War as It Happens*.

KLAUS LANDSBERG, W6XYZ, Los Angeles. for consistent technique excellence in television.

PAUL MOWREY, ABC television director. for outstanding work in preparing ABC for television.

RUTHRAUFF & RYAN, New York. for most consistent effort in developing effective television commercials.

W6XAO, Hollywood. for making television facilities available for commercial development on the West Coast.

WABD, New York. for development of television commercially.

WBKB, Chicago. for preparing the Midwest for commercial television.

WCBW, New York. for best educational program (*Opinions on Trial*) for outstanding news program (Everett R. Holmes newscasts).

WNBT, New York. for most consistent sports programming. for outstanding production (*Men in White*).

WPTZ, Philadelphia. for developing football television technique.

WRGB, Schenectady. for best institutional television commercial (*Conquest Over Darkness*). for outstanding contribution to children's programming.

Armstrong Medal of the Radio Club of America

CARMAN RANDOLPH RUNYON, Jr. for the multi-spark synchronous gap transmitter, the crystal-controlled frequency-modulated telegraph system and the single signal radio telegraph receiver.

Broadcast Music Inc.

OTTO MUELLER, former first violinist of the Philadelphia Symphony Orchestra. for his composition *Scherzo Poliphonic* (1st prize).

ARTHUR KREUTZ, composer-conductor. for *Symphonic Blues* (2d prize).

City College Broadcasting Awards

N. W. AYER & SON, New York. for promotion done on *Report to the Nation*.

COLUMBIA BROADCASTING SYSTEM. for most effective commercial program developed by a radio network (*Let's Pretend*).

HILLMAN-SHANE-BREYER, Los Angeles. for the most effective radio program developed by an advertising agency (*This Is My Story* series).

KIRO, Seattle. for most effective direct-selling commercial program developed by a clear channel radio station (*Swap 'n Shop*).

KLZ, Denver. for most effective institutional commercial radio program developed by a station (*Highlights of the Rockies*).

ARTHUR KUDNER Co., New York. for most effective merchandising in promotion of General Motors' *Symphony of the Air*.

WDWS, Champaign, Ill. for most effective direct-selling program developed by a local channel station (*Sorority Charm*).

WEEL, Boston. for most effective station promotion of a local station (*Food Fair*).

WHCU Ithaca, N. Y. for most effective radio program developed for purpose of increasing station's share of local audience (*Let's Make a Dress*).

WJR, Detroit. for best station promotion of a locally produced public service network program (*Victory F. O. B.*).

WLW, Cincinnati. for most effective promotion of a locally produced sponsored network program (*World Front*).

WOWO Fort Wayne. for network program promotion (*America's Town Meeting of the Air*).

F. W. ZIV Co., Cincinnati. for most effective program developed by a transcription producer (*Calling All Girls*).

H. P. Davis National Memorial Awards *

PHIL IRWIN, KGW, Portland, Ore (national winner).

FRANKLIN EVANS, KPO, San Francisco (O & O class).

PAUL SHANNON, KDKA, Pittsburgh (clear channel).

RAY OLSON, WOW, Omaha (regional).

JIM WESTOVER, WGL, Ft. Wayne (local). *Established by Mrs. H. P. Davis in tribute to the late Dr. Davis, pioneer in broadcasting as vice-president of Westinghouse E & M Co., and chairman of board of NBC. Winner is awarded gold medal and \$300 in cash. Selections are made from regular staff announcers of NBC stations.

duPont Awards *

WJL, Detroit.

WTAG, Worcester, Mass.

H. V. KALTENBORN, NBC news commentator. *Cash award of \$1,000 to each winner accompanied by embossed recognition plaques. The three annual awards are presented under a special irrevocable and perpetual trust fund, established in 1942 by the widow of Alfred I. duPont in his memory. Selection committee: Dr. Francis P. Gaines, president, Washington and Lee University, chairman. Dr. Kathryn McHale, general director, American Assn. of University Women; M. H. Aylesworth, first president NBC; the Rt. Rev. Henry St. George Tucker, presiding bishop of the Episcopal Church; Mrs. duPont. Previous winners: 1943—WLW, Cincinnati; WMAZ, Macon, Ga.; Raymond Swing, 1942—KGEI, San Francisco (shortwave); Fulton Lewis.

Marconi Memorial Plaque *

TELEVISION BROADCASTERS ASSN. for initiative in banding together the television interests of the U. S. in order to insure American pre-eminence in television. *Award sponsored by the Veteran Wireless Operators Assn.

National Headliners Club Medal Awards

H. R. BAUKHAGE, ABC commentator. for the best domestic news broadcast (description of the funeral services for Franklin Delano Roosevelt at Hyde Park).

BILL DOWNS, CBS commentator. for his vivid account of the surrender of the German armies to Field Marshall Montgomery in Hamburg.

GEORGE HICKS, ABC commentator. for the best spot news broadcast describing an enemy air attack on Allied invasion fleet on D-Day.

Ohio State Awards

GROUP I—Regional Network, Regional or Clear Channel Station, or National or Regional Organizations:

RELIGIOUS BROADCASTS
First award, *Salute to Valor* (Song for a Long Road), National Council of Catholic Men. WEAF New York and NBC. Honorable mentions, *Pulpit in a Foxhole* (There Are No Atheists in Foxholes), WNEW New York; *Victorious Living*, International Council of Religious Education.

AGRICULTURAL BROADCASTS
Honorable mentions, *Ohio Farm & Home Hour*, Ohio State U. Agricultural Extension Service, WOSU Columbus; *Farming With Kenneth Yeend*, KIRO Seattle.

WOMEN'S PROGRAMS
Two first awards, *Consumer Time* (Where Are the Drumsticks?), War Foods Adm., WRC Washington and NBC; *Martha Deane Program*, WOR New York.

CULTURAL PROGRAMS
Three first awards to CBC for *Stage 45* (A Play On Words), CBL Toronto; *Mulroney's New Year's Party*, CBL Toronto; *Montreal Drama* (O Day of Joy and Gladness), CBM Montreal. Honorable mention, *Words At War* (Assignment, U. S. A.), Council on Books in Wartime, WEAF New York and NBC.

PUBLIC DISCUSSION PROGRAMS
First award, *Our Children* (Giving Jimmy an I. Q. Test), WHA Madison, U. of Wis. station. Honorable mention, *The Baxters* (On the Spiritual Side), National Congress of Parents & Teachers, WMAQ Chicago and NBC. Special mention, *Alcoholics Anonymous* (New Tomorrow), WWJ Detroit.

NEWS INTERPRETATION PROGRAMS
First award, H. V. Kaltenborn (My European Trip), Pure Oil Co., WEAF New York and NBC.

PROGRAMS IN FURTHERANCE OF THE WAR OR THE PEACE

Three first awards, *America Unlimited*, Republic Steel Corp., WGN Chicago; *The March of Minnesota* (Just a Guy Named Joe), Minnesota Resources Committee, WCCO Minneapolis and special network of Minnesota stations; *Russian War Relief Presents* (Convoy to Russia), Russian War Relief Inc. Honorable mention, *Voice of the Army* (Names on the List), Recruiting Publicity Bureau, U. S. Army, Governors Island.

CHILDREN'S PROGRAMS FOR LISTENING OUT OF SCHOOL
Books Bring Adventure (Smoky Bay), Assn. of Junior Leagues of America. Honorable mention, *Story-Book Time* (Gregory Ghost), WLB Minneapolis, U. of Minn. station.

PROGRAMS FOR USE IN SCHOOL BY PRIMARY CHILDREN
First award, *Your Story Parade*; Texas School of the Air (Horton Hatches the Egg), Texas State Dept. of Education, WBAP Fort Worth and Texas Quality Network. Honorable mention, *Old Tales and New* (Geoffrey, the Giraffe), WLB Minneapolis.

PROGRAMS FOR USE IN SCHOOL BY ELEMENTARY CHILDREN

First award, *Standard School Broadcast* (The Percussion Instruments), Standard Oil Co. of Cal., KPO San Francisco and NBC Pacific Coast Network. Two honorable mentions, *Exploring the News*; Wisconsin School of the Air (Peter Learns About England), WHA

Madison and WLBL Stevens Point, Wis.; *Once Upon A Time in Ohio*, Ohio School of the Air (Nellie Gray), WOSU Columbus.

PROGRAMS FOR USE IN SCHOOL BY JUNIOR AND/OR SENIOR HIGH SCHOOL PUPILS

First award, *Conserving Canada* (Nature's Revenge), CBC, CBL Toronto.

GROUP II—Entries by Local Station or Organization.

CULTURAL PROGRAMS
First award, WNYC *American Music Festival—1945*, Municipal Broadcasting System, WNYC New York. Special mention, *New World A-Coming* (The Vermont Experiment), City-Wide Citizens Committee on Harlem, WMCA New York.

PUBLIC DISCUSSION PROGRAM
First award, *Free Speech Forum* (Will the 60 Million Job Plan Work?), N. Y. Newspaper Guild, WMCA New York.

PERSONAL AND FAMILY LIFE PROGRAMS
Honorable mention, *Let's Talk About the Children*, WEEL Boston.

NEWS INTERPRETATION PROGRAMS
First award, *History in the Making* (Why the Germans Continue to Fight), U. of Colorado and Rocky Mountain Radio Council, KVOD Denver. Honorable mention, *News Parade* (Town Crier of Chungking), WNEW New York.

CHILDREN'S PROGRAMS FOR LISTENING OUT OF SCHOOL
First award, *Story Time* (The Five Hatted Hats of Bartholomew Cubbin...), Colorado State College of Education and Rocky Mountain Radio Council, KLZ Denver.

PROGRAMS FOR USE IN SCHOOL BY ELEMENTARY CHILDREN
Honorable mention, *News Today—History Tomorrow*, Rochester Public Schools, Visual Education Dept., WHAM Rochester, N. Y.

PROGRAMS FOR USE IN SCHOOL BY JUNIOR AND/OR HIGH SCHOOL PUPILS
First award, *Our America* (Our America—Oil), Radio Council of Chicago Public Schools, WBEZ Chicago. Honorable mention, *Behind Today's News*, WIP Philadelphia.

George Foster Peabody Radio Awards *

FRED ALLEN, formerly CBS; **CAVALCADE OF AMERICA,** NBC (double award)

for outstanding entertainment in the field of drama.

HUMAN ADVENTURE, MBS for outstanding educational program during 1944.

COL. EDWARD M. KIRBY for adaptation of radio to the requirements of the armed forces and the home front.

MAYOR FIORELLO LaGUARDIA & WNYC, New York (double award) for fearless approach to civic problems.

PHILHARMONIC YOUNG ARTISTS SERIES, KFI, Los Angeles for outstanding program for youth.

RAYMOND SWING, ABC newscaster. for outstanding news commentary.

THE TELEPHONE HOUR, NBC for outstanding entertainment in music.

WLW, Cincinnati for outstanding news coverage by a station.

WTAG, Worcester, Mass. for public service by a regional station of more than 1000 watts.

*Established in 1940 in honor of the late George Foster Peabody by board of regents of the University of Georgia. to be administered by its Henry W. Grady School of Journalism.

Sporting News Awards

ARCH McDONALD CBS, Washington sports announcer. for No. 1 play-by-play broadcast of baseball games in Washington.

HARRY WISMER, ABC, sports director for outstanding sports commentaries of the year.

WTAG is proud to announce its Fifth Award During 1945



This latest addition to the long list of honors conferred on WTAG during 1945 is a First Award in the CBS Affiliated Station Program Promotion Contest. This Award is for best use of guest-critic recordings in building audience for CBS network programs, and carried a cash prize of \$1,000.00.

Other Awards to WTAG during 1945 are:

Alfred I. Dupont Award



"for outstanding public service in encouraging, promoting and developing American ideals of freedom, and for loyal, devoted service to the nation and to the community".

Peabody Award



"for outstanding contribution to the welfare of the community it serves".

Variety Award



"for helping to make one world . . . blueprint for future".

Billboard Award



"for single campaign promotion . . . regional channel".

The Awards are the result of WTAG's continued effort to provide outstanding public service and the best in programming to the largest audience.

The success of these efforts is reflected in the latest Hooper Station Listening Index, which for October and November showed WTAG with the largest share of audience in the morning, afternoon and evening, and a larger all-day average, than all other stations heard in the area combined.



WORCESTER, MASSACHUSETTS

Owned and Operated by the
WORCESTER TELEGRAM-GAZETTE

Basic CBS

Represented by RAYMER

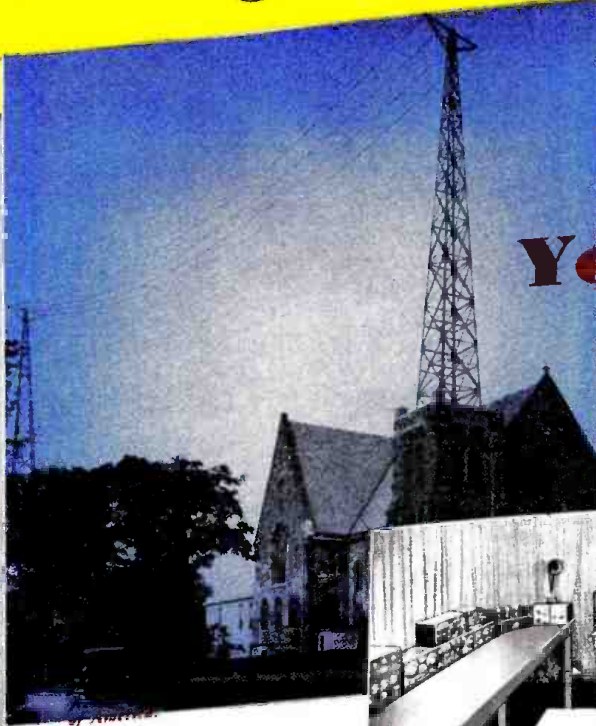
**FIRST
QUARTER
CENTURY
OF
AMERICAN
BROADCASTING**



**AS COMPILED,
PUBLISHED,
AND...**

achieved by **KMBC**

Yesterday



WPE (predecessor to KMBC) first broadcasting studio. It was constructed in the winter of 1921-22.



Arthur B. Church broadcasting his life history and work.

Prominent in the history of broadcasting's first quarter-century is KMBC of Kansas City, celebrating this April 25 years of service to the middlewest and the nation at large. When broadcasting, as known today, first made its voice heard, a youthful World War veteran, by the name of Arthur B. Church, was feverishly at work installing his own radio transmitter in Kansas City. The story of KMBC is an outstanding example of how, under the American way of life, it was possible for a young man from a small country town to develop a great institution of rightful influence with thousands of peoples in the very Heart of America. In 1928, KMBC was named one of the original basic CBS affiliates. In step with the well balanced and careful programming of the network, KMBC has directed its own efforts to meeting the needs of the community it serves.



A. R. MOLER
Chief Engineer
20 YEARS

MILDRED WHITING
Corporation Sec.
19 YEARS

KENNETH KRAHL
Studio Director
18 YEARS

FRANK MANDACINA
Engineer
18 YEARS

GEORGE HALITY
Syndicated Features
17 YEARS

F. HANS FLATH
Musical Director
16 YEARS

EDDIE EDWARDS
Production
16 YEARS

ROY BARRON
Engineer
15 YEARS

BOB CRAWFORD
Singer
15 YEARS

* Includes year's service in U. S. Armed Forces



Today



Only at KMBC's studios have originated hundreds of programs enjoyed the country over. Bright stars of the air waves have been born here!



Not exploring new horizons in broadcasting.

The needs of a community today are widely diversified and complex. KMBC recognizes this fact and does something about it. In the field of education close to four hours weekly are set aside for instructive programming, elaborately produced for good listening. Its *Radio Institute for Teachers* was the talk of 1945. Over 20,000 youthful members of the *Big Brother Club*, enrolled in the past year alone, have been indoctrinated with the true values of a constructive life. In the communication of vital information, in public health, government and religion, KMBC stands out as indicative of how radio can best serve the needs of a community. With such a background, not only those who have accumulated over 250 years of service to the cause of KMBC, but those throughout the entire Arthur B. Church organization look forward with eagerness to another great quarter-century of ever-increasing responsibilities.



JAMES F. HEYSER
Production Mgr.
14 YEARS

DOROTHY MALONEY
Sales Secretary
13 YEARS

HERB KRATOCHKA
Musician
13 YEARS

CAROLINE FLETCHER
Commentator
12 YEARS

E. J. HARTMAN
Musician
12 YEARS

LELL SMITH
News Editor
10 YEARS

HUGHETT MOELLER
Engineer
10 YEARS

HELEN CHARLES
Singer
10 YEARS

geared for a greater tomorrow!



TRADITIONAL OF THE AMERICAS!

The figure of a man on horseback — a cowboy in North America, the Gaucho or Vaquero in South America — roaming through the history pages of peoples from Alaska to Cape Horn.

TRADITIONAL, TOO, IS THE MUSIC OF

The Texas Rangers

—the Americas' finest transcribed music of the man on horseback! Here is the answer to your needs for a program that never grows old.

Write or Wire

ARTHUR B. CHURCH PRODUCTIONS
Pickwick Hotel, Kansas City 6, Mo.

DIRECTORY OF U. S. BROADCASTING STATIONS BY CALL LETTERS

(Continued from Page 544)

Call Letters	Location	Frequency in Kilo-cycles	Power in Watts	Call Letters	Location	Frequency in Kilo-cycles	Power in Watts	Call Letters	Location	Frequency in Kilo-cycles	Power in Watts	Call Letters	Location	Frequency in Kilo-cycles	Power in Watts
W															
WAAB	Worcester, Mass.	1440	5,000	†WCNH	Concord, N. H.	1490	250	WGNC	Gastonia, N. C.	1450	250	WJBO	Baton Rouge, La.	1150	5,000
WAAC	Chicago, Ill.	950	1,000-D	WCOA	Pensacola, Fla.	1370	1,000-LS	WGNB	Newburgh, N. Y.	1220	1,000-D	WJBW	New Orleans, La.	1230	250
WAAT	Newark, N. J.	970	1,000	WCOC	Meridian, Miss.	910	1,000-N	WGOV	Valdosta, Ga.	1450	250	WJBY	Gadsden, Ala.	1240	250
WABC	New York, N. Y.	880	50,000	WCOL	Columbus, O.	1230	250	WGPC	Albany, Ga.	1450	250	WJDX	Jackson, Miss.	1300	5,000-LS
WABI	Bangor, Me.	910	1,000	WCOP	Boston, Mass.	1150	500	WGR	Buffalo, N. Y.	550	5,000-LS	WJEF	Grand Rapids, Mich.	1230	250
WABY	Albany, N. Y.	1400	*5,000	WCOS	Columbia, S. C.	1400	250	WGRC	Louisville, Ky.	1400	250	WJEW	Hagerstown, Md.	1240	250
WACO	Waco, Tex.	1450	250	WCOU	Lewiston, Me.	1240	250	WGRM	Greenwood, Miss.	1240	250	WJHL	Johnson City, Tenn.	910	1,000
WADC	Akron, O.	1350	5,000	WCOV	Montgomery, Ala.	1240	250	WGST	Atlanta, Ga.	920	5,000-LS	WJHO	Opelika, Ala.	1400	250-LS
WAGA	Atlanta, Ga.	590	5,000	WCPQ	Cincinnati, O.	1230	250	WGTC	Greenville, N. C.	1490	250	WJHP	Jacksonville, Fla.	1320	250
†WAGC	Chattanooga, Tenn.	1450	250	WCRS	Greenwood, S. C.	1450	250	WGTM	Wilson, N. C.	1340	250	WJIM	Lansing, Mich.	1240	250
WAGE	Syracuse, N. Y.	620	1,000	WCRW	Chicago, Ill.	1240	100	WHA	Schenectady, N. Y.	810	50,000	WJJD	Chicago, Ill.	1160	20,000-LS
WAGF	Dothan, Ala.	1400	250	WCSC	Charleston, S. C.	1390	1,000-LS	WHAH	Madison, Wis.	970	5,000-D	WJLB	Detroit, Mich.	1400	250
WAGM	Presque Isle, Me.	1450	100	WCSH	Portland, Me.	970	5,000	WHAJ	Greenfield, Mass.	1240	250	WJLD	Bessemer, Ala.	1400	250
WAIM	Anderson, S. C.	1230	250	WDAD	Indiana, Pa.	1450	250	WHAM	Rochester, N. Y.	1180	50,000	WJLS	Beckley, W. Va.	560	250-LS
WAIR	Winston-Salem, N. C.	1340	250	WDAE	Tampa, Fla.	1250	5,000	WHAS	Louisville, Ky.	840	50,000	WJMC	Rice Lake, Wis.	1240	250
WAIT	Chicago, Ill.	820	5,000-LS	WDAF	Kansas City, Mo.	610	5,000	WHAT	Philadelphia, Pa.	1340	100	WJMS	Ironwood, Mich.	1450	250
WAJR	Morgantown, W. Va.	1230	250	WDAK	Columbus, Ga.	1340	250	WHAZ	Troy, N. Y.	1340	1,000	WJNC	Jacksonville, N. C.	1240	250
WAKR	Akron, O.	1590	5,000	WDAN	Danville, Ill.	1490	250	WHBB	Kansas City, Mo.	880	1,000-D	WJNO	West Palm Beach, Fla.	1230	250
WALA	Mobile, Ala.	1410	5,000	WDAS	Philadelphia, Pa.	1400	250	WHBC	Selma, Ala.	1490	100	WJOB	Hammond, Ind.	1230	250
WALB	Albany, Ga.	1590	1,000	WDAY	Fargo, N. D.	970	5,000	WHBF	Canton, O.	1480	1,000	WJOI	Florence, Ala.	1340	250
WALL	Middletown, N. Y.	1340	250	WDDB	Escanaba, Mich.	1490	250	WHBI	Rock Island, Ill.	1270	5,000	WJOL	Joliet, Ill.	1340	250
WAML	Laurel, Miss.	1340	250	WDBJ	Roanoke, Va.	960	5,000	WHBL	Newark, N. J.	1280	2,500-LS	WJPA	Washington, Pa.	1450	250
WAOV	Vincennes, Ind.	1450	250	WDBO	Orlando, Fla.	580	5,000	WHBU	Memphis, Tenn.	1400	250	WJPF	Herrin, Ill.	1340	250
WAPI	Birmingham, Ala.	1070	5,000	WDEF	Chattanooga, Tenn.	1400	250	WHBY	Appleton, Wis.	1230	250	WJPR	Greenville, Miss.	1340	250
WAPQ	Chattanooga, Tenn.	1150	5,000-LS	WDEL	Wilmington, Del.	1150	5,000	WHCU	Ithaca, N. Y.	870	1,000-LS	WJRD	Tuscaloosa, Ala.	1230	250
†WARD	Johnstown, Pa.	1490	250	WDEP	Wilmington, Del.	1150	5,000	WHDF	Calumet, Mich.	1400	250	WJTN	Jamestown, N. Y.	1240	250
WARM	Scranton, Pa.	1400	250	WDEP	Wilmington, Del.	1150	5,000	WHDH	Boston, Mass.	850	5,000	WJW	Cleveland, O.	850	5,000
WASK	Lafayette, Ind.	1400	250	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WJXN	Jackson, Miss.	1490	250
WATL	Waco, Tex.	1400	250	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WJZ	New York, N. Y.	770	50,000
WATN	Watertown, N. Y.	1240	250	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WJZM	Clarksville, Tenn.	1400	250
WATR	Waterbury, Conn.	1320	1,000	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WKAQ	San Juan, P. R.	620	5,000
WATT	Cadillac, Mich.	1240	250	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WKAJ	E. Lansing, Mich.	870	5,000-D
WATW	Ashland, Wis.	1400	250	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WKAT	Miami Beach, Fla.	1360	1,000
WAVE	Louisville, Ky.	970	5,000	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	†WKAY	Glasgow, Ky.	1490	250
WAWZ	Zarepath, N. J.	1380	5,000-LS	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WKBB	Dubuque, Ia.	1490	250
WAYS	Charlottesville, N. C.	610	1,000-N	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WKBB	Bluefield, W. Va.	1440	1,000-LS
WAYX	Waycross, Ga.	1230	250	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WKBB	Bluefield, W. Va.	1440	1,000-LS
WAZL	Hazleton, Pa.	1450	250	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WKBB	Bluefield, W. Va.	1440	1,000-LS
WBAW	W. Lafayette, Ind.	920	5,000-LS	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WKBB	Bluefield, W. Va.	1440	1,000-LS
WBAB	Atlantic City, N. J.	1490	250	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WKBB	Bluefield, W. Va.	1440	1,000-LS
WBAC	Cleveland, Tenn.	1340	250	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WKBB	Bluefield, W. Va.	1440	1,000-LS
WBAL	Baltimore, Md.	1030	50,000	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WKBB	Bluefield, W. Va.	1440	1,000-LS
WBAP	Ft. Worth, Tex.	820	50,000	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WKBB	Bluefield, W. Va.	1440	1,000-LS
WBAX	Wilkes-Barre, Pa.	1240	100	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WKBB	Bluefield, W. Va.	1440	1,000-LS
WBBC	Burlington, N. C.	920	1,000-D	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WKBB	Bluefield, W. Va.	1440	1,000-LS
WBBL	Richmond, Va.	1450	250	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WKBB	Bluefield, W. Va.	1440	1,000-LS
WBMM	Chicago, Ill.	780	50,000	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WKBB	Bluefield, W. Va.	1440	1,000-LS
WBRR	Brooklyn, N. Y.	1330	1,000	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WKBB	Bluefield, W. Va.	1440	1,000-LS
WBZB	Ponca City, Okla.	1230	250	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WKBB	Bluefield, W. Va.	1440	1,000-LS
WBZM	Bay City, Mich.	1440	1,000-LS	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WKBB	Bluefield, W. Va.	1440	1,000-LS
†WBZT	Elizabeth, Tenn.	1240	250	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WKBB	Bluefield, W. Va.	1440	1,000-LS
WBEN	Buffalo, N. Y.	930	5,000	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WKBB	Bluefield, W. Va.	1440	1,000-LS
WBHP	Huntsville, Ala.	1230	250	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WKBB	Bluefield, W. Va.	1440	1,000-LS
WBIG	Greensboro, N. C.	1470	5,000	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WKBB	Bluefield, W. Va.	1440	1,000-LS
WBIR	Knoxville, Tenn.	1240	250	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WKBB	Bluefield, W. Va.	1440	1,000-LS
WBLK	Dalton, Ga.	1230	250	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WKBB	Bluefield, W. Va.	1440	1,000-LS
WBLK	Clarksville, W. Va.	1400	250	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WKBB	Bluefield, W. Va.	1440	1,000-LS
WBML	Macon, Ga.	1240	250	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WKBB	Bluefield, W. Va.	1440	1,000-LS
WBNS	Columbus, O.	1450	1,000-N	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WKBB	Bluefield, W. Va.	1440	1,000-LS
WBNN	New York, N. Y.	1380	5,000	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WKBB	Bluefield, W. Va.	1440	1,000-LS
WBNY	Buffalo, N. Y.	1400	250	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WKBB	Bluefield, W. Va.	1440	1,000-LS
WBOS	Salisbury, Md.	1230	250	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WKBB	Bluefield, W. Va.	1440	1,000-LS
WBOW	Terre Haute, Ind.	1230	250	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WKBB	Bluefield, W. Va.	1440	1,000-LS
WBRC	Birmingham, Ala.	960	5,000	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WKBB	Bluefield, W. Va.	1440	1,000-LS
WBRE	Wilkes-Barre, Pa.	1340	250	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WKBB	Bluefield, W. Va.	1440	1,000-LS
WBRL	Fittsfield, Mass.	1340	250	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WKBB	Bluefield, W. Va.	1440	1,000-LS
WBWB	Wich, Va.	1340	250	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WKBB	Bluefield, W. Va.	1440	1,000-LS
WBRY	Waterbury, Conn.	1590	1,000	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WKBB	Bluefield, W. Va.	1440	1,000-LS
WBT	Charlotte, N. C.	1110	50,000	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WKBB	Bluefield, W. Va.	1440	1,000-LS
WBTB	Batavia, N. Y.	1490	250	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WKBB	Bluefield, W. Va.	1440	1,000-LS
WBTH	Williamson, W. Va.	1400	250	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WKBB	Bluefield, W. Va.	1440	1,000-LS
WBTV	Danville, Va.	1400	250	WDEP	Wilmington, Del.	1150	5,000	WHDR	Allegany, N. Y.	1450	250	WKBB	Bluefield, W. Va.	1440	1,000-LS
WBTV	Brooklyn, N. Y.	1430	1,000-LS	WDEP	Wilmington, Del.	1150	5,000	WH							

DIRECTORY OF U. S. BROADCASTING STATIONS BY CALL LETTERS

(Continued from Page 549)

Call Letters	Location	Frequency in Kilo-cycles	Power in Watts	Call Letters	Location	Frequency in Kilo-cycles	Power in Watts	Call Letters	Location	Frequency in Kilo-cycles	Power in Watts	Call Letters	Location	Frequency in Kilo-cycles	Power in Watts
WMBD	Peoria, Ill.	1470	5,000-LS	WOI	Ames, Ia.	640	5,000-D	WROX	Clarksdale, Miss.	1450	250	WTGM	Traverse City, Mich.	1400	250
WMBH	Richmond, Va.	1380	5,000	WOKO	Albany, N. Y.	1460	1,000-LS	WRRR	Dallas, Tex.	1310	5,000	WTCN	Minneapolis, Minn.	1280	5,000-LS
WMBJ	Joplin, Mo.	1450	250	WOL	Washington, D. C.	1260	1,000	WRRF	Washington, N. C.	930	1,000-D				
WMBI	Chicago, Ill.	1110	5,000-LS	WOLF	Syracuse, N. Y.	1490	250	WRRN	Warren, O.	1400	250				
WMBO	Auburn, N. Y.	1340	250	WOLS	Florence, S. C.	1230	250	WRUF	Gainesville, Fla.	850	5,000-LS	WTEL	Philadelphia, Pa.	1340	250
WMBR	Jacksonville, Fla.	1400	250	WOMI	Owensboro, Ky.	1490	250				50,000-N	WTHT	Hartford, Conn.	1230	250
WMBT	Uniontown, Pa.	580	1,000	WOMT	Manitowoc, Wis.	1240	250	WRVA	Richmond, Va.	1140	50,000	WTIC	Hartford, Conn.	1080	50,000
WMC	Memphis, Tenn.	790	5,000	WOOD	Grand Rapids, Mich.	1300	5,000	WSAJ	Grove City, Pa.	1360	50,000	WTJS	Jackson, Tenn.	1390	1,000
WMCB	New York, N. Y.	570	5,000	WOPI	Bristol, Tenn.	1490	250	WSAN	Allentown, Pa.	1470	500	WTMA	Charleston, S. C.	1250	1,000
WMCB	Boston, Mass.	1510	5,000	WOR	New York, N. Y.	710	50,000	WSAP	Portsmouth, Va.	1490	250	WTMC	Ocala, Fla.	1490	250
WMFD	Wilmington, N. C.	1400	250	WORC	Worcester, Mass.	1310	1,000	WSAR	Fall River, Mass.	1480	1,000	WTMJ	Milwaukee, Wis.	620	5,000
WMFF	Plattsburg, N. Y.	1340	250	WORD	Spartanburg, S. C.	1400	250	WSAU	Wausau, Wis.	1400	250	WTMV	E. St. Louis, Ill.	1490	250
WMFG	Hibbing, Minn.	1240	250	WORK	York, Pa.	1350	1,000	WSAV	Savannah, Ga.	1340	250	WTNJ	Trenton, N. J.	1310	500
WMFJ	Daytona Beach, Fla.	1450	250	WORL	Boston, Mass.	950	1,000-D	WSAY	Rochester, N. Y.	1370	1,000	WTOL	Savannah, Ga.	1290	5,000
WMFR	High Point, N. C.	1230	250	WOSH	Oakosh, Wis.	1490	250	WSAZ	Huntington, W. Va.	930	1,000	WTON	Toledo, O.	1230	250
WMGA	Florence, Ala.	1240	250	WOSU	Columbus, O.	820	5,000-LS	WSB	Atlanta, Ga.	750	50,000	WTRC	Washington, D. C.	1500	50,000
WMGR	Moultrie, Ga.	1400	250	WOV	New York, N. Y.	1280	5,000	WSBA	York, Pa.	900	1,000-D	WTRY	Elkhart, Ind.	1340	250
WMIN	Bainbridge, Ga.	1490	250	WOW	Omaha, Neb.	590	5,000	WSBC	Chicago, Ill.	1240	250	WTRV	Troy, N. Y.	980	1,000
WMIS	St. Paul, Minn.	1400	250	WOWO	Ft. Wayne, Ind.	1190	10,000	WSBT	South Bend, Ind.	960	1,000	WTSP	St. Petersburg, Fla.	1380	1,000-LS
WMIS	Natchez, Miss.	1240	250	WPAB	Ponce, P. R.	1370	1,000	WSFA	Montgomery, Ala.	1440	1,000-LS				
WMJM	Cordele, Ga.	1490	250-LS	WPAD	Paducah, Ky.	1450	250	WSGN	Birmingham, Ala.	610	5,000	WTTM	Trenton, N. J.	920	1,000
WMLT	Dublin, Ga.	1340	100-N	WPAG	Ann Arbor, Mich.	1050	250-D					WTWS	Clearfield, Pa.	1490	250
WMMN	Fairmont, W. Va.	920	5,000	WPAP	Farkersburg, W. Va.	1450	250	WSIX	Nashville, Tenn.	980	5,000	WWDG	Washington, D. C.	1450	250
WMOB	Mobile, Ala.	1230	250	WPAT	Paterson, N. J.	930	1,000-D	WSJS	Winston-Salem, N. C.	600	5,000	WWJ	Detroit, Mich.	950	5,000
WMOG	Brunswick, Ga.	1490	250-LS	WPAX	Thomasville, Ga.	1240	250	WSKB	McComb, Miss.	1230	250	WWL	New Orleans, La.	870	50,000
WMOH	Hamilton, O.	1450	250	WPAY	Portsmouth, O.	1400	250	WSLB	Ogdensburg, N. Y.	1400	250	WWNC	Asheville, N. C.	570	1,000
WMOX	Meridian, Miss.	1240	250	WPB	Philadelphia, Pa.	950	5,000	WSLI	Jackson, Miss.	1450	250	WWNY	Watertown, N. Y.	790	1,000
WMP	Lapeer, Mich.	1230	250	WPDC	Jacksonville, Fla.	1270	5,000	WSLS	Roanoke, Va.	1240	250	WWPG	Palm Beach, Fla.	1340	250
WMP	Memphis, Tenn.	1460	1,000-LS	WPEN	Philadelphia, Pa.	950	5,000	WSM	Nashville, Tenn.	1240	250	WWRL	Woodside, N. Y.	1600	250
WMRC	Greenville, S. C.	1490	250	WPIC	Sharon, Pa.	790	1,000-D	WSMB	New Orleans, La.	1350	50,000	WWSR	St. Albans, Vt.	1420	1,000-D
WMRF	Lewistown, Pa.	1490	250	WPOR	Portland, Me.	1450	250	WSNJ	Bridgeport, N. J.	1240	250	WWSW	Pittsburgh, Pa.	1490	250
WMRN	Marion, O.	1490	250	WPRA	Mayaguez, P. R.	990	5,000-LS	WSNY	Schenectady, N. Y.	1240	250	WWVA	Wheeling, W. Va.	1170	50,000
WMRO	Aurora, Ill.	1280	250-D	WPRO	Providence, R. I.	630	5,000	WSOC	Charlotte, N. C.	1240	250	WXYZ	Detroit, Mich.	1270	5,000
WMSA	Massena, N. Y.	1340	250	WPRP	Ponce, P. R.	1420	250	WSOH	Henderson, Ky.	860	500-D				
WMSL	Decatur, Ala.	1400	250	WPTF	Raleigh, N. C.	680	50,000	WSOY	Sault Ste. Marie, Mich.	1230	250-LS				
WMT	Cedar Rapids, Ia.	600	5,000	WPUV	Pulaski, Va.	1230	250	WSPA	Decatur, Ill.	1340	250				
WMTU	Manchester, N. H.	610	5,000-LS	WQAM	Miami, Fla.	560	5,000-LS		Spartanburg, S. C.	950	5,000-LS				
WMVA	Martinsville, Va.	1450	250	WQAN	Scranton, Pa.	910	1,000-LS				500-N				
WMVG	Milledgeville, Ga.	1450	250	WQBC	Vicksburg, Miss.	1420	1,000-LS				500-N				
WNAB	Bridgeport, Conn.	1450	250	WQXR	New York, N. Y.	1560	10,000	WSPB	Sarasota, Fla.	1450	250				
WNAC	Boston, Mass.	1260	5,000	WRAC	Williamsport, Pa.	1400	250	WSPD	Toledo, O.	1370	5,000				
WNAD	Norman, Okla.	640	1,000-D	WRAL	Raleigh, N. C.	1240	250	WSPR	Springfield, Mass.	1270	1,000-LS				
WNAX	Yankton, S. D.	570	5,000	WRBW	Reading, Pa.	1340	250	WSRR	Stamford, Conn.	1400	250				
WNB	Binghamton, N. Y.	1290	5,000	WRCA	Columbus, Ga.	1290	250	WSSV	Petersburg, Va.	1240	250				
WNBH	New Bedford, Mass.	1340	250	WRBL	Washington, D. C.	980	5,000	WSTP	Salisbury, N. C.	1490	250				
WNBZ	Saranac Lake, N. Y.	1320	100-D	WRDO	Augusta, Me.	1400	250	WSTV	Steubenville, O.	1340	250				
WNEL	San Juan, P. R.	1320	5,000	WRDW	Augusta, Ga.	1480	5,000	WSUI	Iowa City, Ia.	910	5,000				
WNEW	New York, N. Y.	1130	10,000	WRDC	Washington, D. C.	980	5,000	WSUN	Petersburg, Fla.	620	5,000				
WNEK	Macon, Ga.	1400	250	WRDE	Memphis, Tenn.	600	5,000	WSVA	Harrisonburg, Va.	550	1,000-D				
WNHC	New Haven, Conn.	1340	250	WRDN	Lawrence, Kan.	1250	5,000-LS	WSYB	Rutland, Vt.	1380	1,000				
WNLC	New London, Conn.	1490	250	WRGA	Rome, Ga.	1490	250	WSYR	Syracuse, N. Y.	570	5,000				
WNOC	New Orleans, La.	1450	250	WRHI	Rock Hill, S. C.	1340	250	WTAD	Quincy, Ill.	930	1,000				
WNOX	Knoxville, Tenn.	990	10,000	WRIN	Racine, Wis.	1400	250	WTAG	Worcester, Mass.	580	5,000				
WNVA	Norton, Va.	1450	250	WRLE	Toccoa, Ga.	1450	250	WTAL	Tallahassee, Fla.	1340	250				
WNYC	New York, N. Y.	830	1,000-LS	WRLL	West Point, Ga.	1490	250	WTAM	Cleveland, O.	1100	50,000				
			L-1,000-LS	WRNL	Richmond, Va.	910	5,000	WTAP	Green Bay, Wis.	1360	5,000				
				WRNK	Rockford, Ill.	1440	1,000-LS	WTAR	Norfolk, Va.	790	5,000				
							500-N	WTAX	College Station, Tex.	1150	1,000-D				
WOAI	San Antonio, Tex.	1200	50,000	WROL	Knoxville, Tenn.	620	1,000-LS	WTBO	Springfield, Ill.	1240	100				
WOC	Davenport, Iowa	1420	5,000				500-N		Cumberland, Md.	1450	250				
WOCB	West Yarmouth, Mass.	1240	250	WROW	Athens, Tenn.	1490	250								

Calls Unassigned—AM CPS

†	Cullman, Ala.	1340	250
†	Montgomery, Ala.	800	1,000
†	Brawley, Calif.	1490	250
†	San Mateo, Calif.	1050	250-D
†	Ft. Lauderdale, Fla.	1400	250
†	Ft. Pierce, Fla.	1400	250
†	Lake City, Fla.	1340	250
†	Pekin, Ill.	1140	250-D
†	Cartersville, Ga.	1450	250
†	Marietta, Ga.	1230	250
†	Coeur d'Alene, Ida.	1430	1,000
†	New Iberia, La.	1240	250
†	Waterville, Me.	1490	250
†	Ely, Nev.	1230	250
†	Asheville, N. C.	1340	250
†	Lexington, N. C.	1190	250
†	Lumberton, N. C.	1340	250
†	Shelby, N. C.	730	250-D
†	Whiteville, N. C.	1240	250
†	Wilmington, N. C.	1340	250
†	Marietta, O.	1490	250
†	Marietta, O.	1340	250
†	Pottsville, Pa.	1860	500-D
†	Hartsville, S. C.	1450	250
†	Dyersburg, Tenn.	1450	250
†	Greenville, Tenn.	1340	250
†	Greenville, Tenn.	1400	250
†	Odesa, Tex.	1410	1,000
†	Ellensburg, Wash.	1400	250
†	Marshfield, Wis.	1450	250

W-CAR PONTIAC MICHIGAN

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

That Outstanding Independent Station in Southeastern Michigan That You Hear So Much About
... Built on Service to the Vast Numbers Who Like "News on the Hour Every Hour"—and
Good Music All Day Long.

"Three Million People Can Hear Us Easily—and Plenty of Them Listen . . . Hour After Hour
Every Day!

1130 K.C. - - - - - Daytime

FM • TELEVISION • INTERNATIONAL STATIONS BY CALL LETTERS

COMMERCIAL FM STATIONS

Call Letter	City	Channel No.	Freq. (mc.)	Call Letter	City	Channel No.	Freq. (mc.)	Call Letter	Location
KDKA-FM	Pittsburgh, Pa.	231	94.1	WEHS	Chicago, Ill.	261	100.1	WSM-FM	Nashville, Tenn.
KHJ-FM	Los Angeles, Calif.	259	99.7	WELD	Columbus, Ohio	233	94.5	WTAG-FM	Worcester, Mass.
KMBC-FM	Kansas City, Mo.	250	97.9	WENA	Detroit, Mich.	245	96.9	WTFM-FM	Hartford, Conn.
KOZY	Kansas City, Mo.	260	99.9	WFGG	New York, N. Y.	259	99.7	WTMJ-FM	Milwaukee, Wis.
KSL-FM	Salt Lake City, Utah	261	100.1	WFIL-FM	Philadelphia, Pa.	260	99.9	WWZR	Chicago, Ill.
KTLO	Los Angeles, Calif.	261	100.1	WFMN	Alpine, N. J.	255	98.9	COMMERCIAL TELEVISION STATIONS	
KYWF-FM	Philadelphia, Pa.	262	100.3	WGFM	Schenectady, N. Y.	264	100.7	C " Letter	Location
WAAW	Jersey City, N. J.	239	95.7	WGNB	Chicago, Ill.	255	98.9	†KTSL	Los Angeles, Calif.
WABC-FM	New York, N. Y.	245	96.9	WGTR	Boston, Mass.	276	103.1	WABD	New York, N. Y.
WABF	New York, N. Y.	253	98.5	WHEF	Rochester, N. Y.	253	98.5	WBKB	Chicago, Ill.
WABW	Indianapolis, Ind.	235	94.9	WHFM	Rochester, N. Y.	255	98.9	WCBW	New York, N. Y.
WBAM	New York, N. Y.	243	96.5	WHNF	New York, N. Y.	257	99.3	WMJT	Milwaukee, Wis.
WBBM-FM	Chicago, Ill.	257	99.3	WIBG-FM	Philadelphia, Pa.	246	97.1	WNBZ	New York, N. Y.
WBCA	Schenectady, N. Y.	266	101.1	WIP-FM	Philadelphia, Pa.	248	97.5	†WPTZ	Philadelphia, Pa.
WBRL	Baton Rouge, La.	241	96.1	WLQJ	Detroit, Mich.	243	96.5	WRGB	Schenectady, N. Y.
WBZ-FM	Boston, Mass.	264	100.7	WMIT	Winston-Salem, N. C.	247	97.3	†WTRZ	Chicago, Ill.
WBZA-FM	Springfield, Mass.	246	97.1	WMLL	Evansville, Ind.	234	94.7	INTERNATIONAL STATIONS	
WCAU-FM	Philadelphia, Pa.	274	102.7	WMQT	Pittsburgh, Pa.	233	94.5	Call Letter	Location
WDLM	Chicago, Ill.	259	99.7	WMTW	Boston, Mass.	251	98.1	KCBA	Delano, Calif.
WDRS-FM	Hartford, Conn.	232	94.3	WNBZ-FM	Binghamton, N. Y.	242	96.3	KCBF	Delano, Calif.
WDUL	Superior, Wis.	222	92.3	WNYC-FM	New York, N. Y.	233	94.5	KCBR	Delano, Calif.
WEAF-FM	New York, N. Y.	247	97.3	WOWO-FM	Ft. Wayne, Ind.	240	95.9	KGEE	Belmont, Calif.
				WQXQ	Philadelphia, Pa.	258	99.5	KGEG	Belmont, Calif.
				WXSJ	New York, N. Y.	249	97.7	KNBA	Dixon, Calif.
					South Bend, Ind.	267	101.3	KNBC	Dixon, Calif.

DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES

(Licensed or Authorized by FCC as of January 1, 1946)

*CP granted for increase in power.

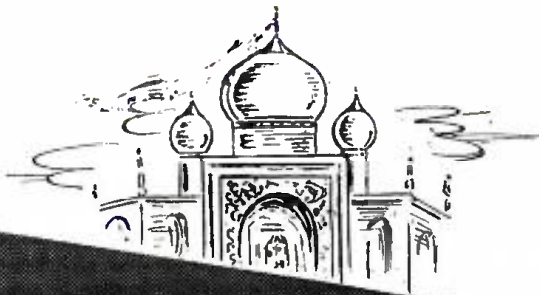
†Construction permit for new station.

‡Special authorization for power or frequency.

CP—Construction permit for frequency.

L—Limited time; operates night hours only when dominant station is not operating.

Call Letters	City	Day Power in Watts	Night Power in Watts	Call Letters	City	Day Power in Watts	Night Power in Watts	Call Letters	City	Day Power in Watts	Night Power in Watts	Call Letters	City	Day Power in Watts	Night Power in Watts
550 KC. REGIONAL				610 KC. REGIONAL				710 KC. CLEAR				820 KC. CLEAR			
KOY	Phoenix, Ariz.	1,000	1,000	WSGN	Birmingham, Ala.	5,000	1,000	KMPC	Los Angeles	10,000	10,000	WAIT	Chicago	5,000	L-5,000
KSD	St. Louis	5,000	1,000	KFAR	Fairbanks, Alaska	5,000	5,000	WGBS	Miami, Fla.	10,000	10,000	WOSU	Columbus, O.	5,000	L-5,000
WGR	Buffalo, N. Y.	5,000	1,000		(1660 kc.)	10,000	10,000	WOR	New York	50,000	50,000	WFAA	Dallas, Tex.	50,000	50,000
KFYR	Bismarck, N. D.	5,000	5,000	KFRS	San Francisco	5,000	5,000	KIRO	Seattle, Wash.	50,000	50,000	WBAP	Ft. Worth, Tex.	50,000	50,000
WKRC	Cincinnati, O.	5,000	1,000	WIOD	Miami, Fla.	5,000	5,000	720 KC. CLEAR				830 KC. CLEAR			
KOAC	Corvallis, Ore.	5,000	1,000	KDAL	Duluth, Minn.	1,000	1,000	WGN	Chicago	50,000	50,000	WCCO	Minneapolis, Minn.	50,000	50,000
KTSA	San Antonio, Tex.	5,000	1,000	WDAF	Kansas City, Mo.	5,000	5,000	730 KC. CLEAR				WNYC	New York	1,000	L-1,000
WDEV	Waterbury, Vt.	1,000	WMUR	Manchester, N. H.	5,000	1,000	†.....	Shelby, N. C.	250	840 KC. CLEAR			
WSVA	Harrisonburg, Va.	1,000	WAYS	Charlotte, N. C.	1,000	1,000	WPIK	Alexandria, Va.	250	WHAS	Louisville, Ky.	50,000	50,000
560 KC. REGIONAL				620 KC. REGIONAL				740 KC. CLEAR				850 KC. CLEAR			
KSFO	San Francisco	5,000	1,000	KTAR	Phoenix, Ariz.	5,000	5,000	KQW	San Jose, Cal.	5,000	5,000	KOA	Denver, Col.	50,000	50,000
KLZ	Denver	5,000	5,000	WSUN	St. Petersburg, Fla.	5,000	5,000	KTRH	Houston, Tex.	50,000	50,000	WRUF	Gainesville, Fla.	5,000	L-5,000
WQAM	Miami, Fla.	5,000	1,000	WLBZ	Bangor, Me.	5,000	5,000	750 KC. CLEAR				WHDH	Boston, Mass.	5,000	5,000
WIND	Chicago, Ill.	5,000	5,000	WAGE	Syracuse, N. Y.	1,000	1,000	WSB	Atlanta, Ga.	50,000	50,000	KFUO	Clayton, Mo.	5,000	L-5,000
WGAN	Portland, Me.	5,000	5,000	KGW	Portland, Ore.	5,000	5,000	WMMJ	Grand Island, Neb.	1,000	L-1,000	WJW	Cleveland, O.	5,000	5,000
KWTO	Springfield, Mo.	5,000	1,000	WHJB	Greensburg, Pa.	250	WHEB	Portsmouth, N. H.	1,000	L-1,000	WEEU	Reading, Pa.	1,000
WFIL	Philadelphia	1,000	1,000	WKAQ	San Juan, P. R.	5,000	5,000	KXL	Portland, Ore.	10,000	L-10,000	860 KC. CLEAR			
WIS	Columbia, S. C.	5,000	5,000	WROL	Knoxville, Tenn.	1,000	500	760 KC. CLEAR				KTRB	Modesto, Cal.	1,000	1,000
KFDM	Beaumont, Tex.	1,000	1,000	KWFT	Wichita Falls, Tex.	5,000	1,000	KGU	Honolulu, Hawaii	2,500	L-2,500	WSON	Henderson, Ky.	500
KPQ	Wenatchee, Wash.	1,000	1,000	WCAX	Burlington, Vt.	1,000	1,000	WJR	Detroit, Mich.	50,000	50,000	870 KC. CLEAR			
WJLS	Beckley, W. Va.	250	100	WTMJ	Milwaukee, Wis.	5,000	5,000	770 KC. CLEAR				KIEV	Glenda's, Cal.	250
570 KC. REGIONAL				630 KC. REGIONAL				780 KC. CLEAR				WNL	New Orleans, La.	50,000	50,000
KMTR	Los Angeles	1,000	1,000	KVOD	Denver, Colo.	5,000	5,000	KUOM	Minneapolis, Minn.	5,000	WKAR	East Lansing, Mich.	5,000
WMCA	New York	5,000	5,000	WMAL	Washington, D. C.	5,000	5,000	WAL	Northfield, Minn.	5,000	WHCU	Ithaca, N. Y.	1,000	L-1,000
WSYR	Syracuse, N. Y.	5,000	5,000	KXOK	St. Louis	5,000	5,000	WEW	St. Louis, Mo.	1,000	880 KC. CLEAR			
WWNC	Asheville, N. C.	1,000	1,000	KXKH	Reno, Nev.	1,000	1,000	†KOB	Albuquerque, N. M.	150,000	125,000	WHB	Kansas City, Mo.	1,000
WKBN	Youngstown, O.	5,000	5,000	WPRO	Providence, R. I.	5,000	5,000	KXA	New York	50,000	50,000	WABC	New York City	50,000	50,000
WNAK	Yankee, S. D.	5,000	5,000	KGFX	Pierre, S. D.	200	790 KC. REGIONAL				890 KC. CLEAR			
KGKO	Ft. Worth, Tex.	5,000	5,000	640 KC. CLEAR				WJZ	Seattle, Wash.	1,000	L-1,000	WENR	Chicago	50,000	50,000
KUTA	Salt Lake City, Utah	5,000	5,000	KFI	Los Angeles	50,000	50,000	KXK	Seattle, Wash.	1,000	L-1,000	WLS	Chicago	50,000	50,000
KVI	Tacoma, Wash.	5,000	5,000	WOI	Ames, Ia.	5,000	780 KC. CLEAR				WHNC	Henderson, N. C.	250
WMAM	Marinette, Wis.	250	100	WHKK	Akron, O.	1,000	L-1,000	WBBM	Chicago	50,000	50,000	900 KC. CLEAR			
580 KC. REGIONAL				650 KC. CLEAR				790 KC. REGIONAL				KLGN	Blytheville, Ark.	1,000
KMJ	Fresno, Cal.	5,000	5,000	WSM	Nashville, Tenn.	50,000	50,000	WJAG	Norfolk, Nebr.	1,000	L-1,000	WSBA	York, Pa.	1,000
WDBO	Orlando, Fla.	5,000	5,000	660 KC. CLEAR				WJZ	New York	50,000	50,000	910 KC. CLEAR			
WILL	Urbana, Ill.	5,000	†KFAR	Fairbanks, Alaska	10,000	10,000	KXK	Seattle, Wash.	1,000	L-1,000	KLX	Oakland, Cal.	1,000	1,000
KSAC	Manhattan, Kan.	1,000	500	WFAF	Omaha, Neb.	500	WJZ	New York	50,000	50,000	KPOF	Denver, Col.	1,000	1,000
WIBW	Topeka, Kan.	5,000	5,000	WSEF	New York	50,000	50,000	WJZ	New York	50,000	50,000	KPKA	Greeley, Col.	1,000	1,000
KALB	Alexandria, La.	1,000	1,000	SKSY	Dallas, Tex.	1,000	WJZ	New York	50,000	50,000	WSUI	Iowa City, Ia.	5,000	5,000
WTAG	Worcester, Mass.	5,000	5,000	670 KC. CLEAR				WJZ	New York	50,000	50,000	WABI	Bangor, Me.	1,000	1,000
WIAQ	San Juan, P. R.	5,000	5,000	WMAQ	Chicago	50,000	50,000	WJZ	New York	50,000	50,000	WFDE	Flint, Mich.	5,000	5,000
WCHS	Charleston, W. Va.	5,000	5,000	680 KC. CLEAR				WJZ	New York	50,000	50,000	WCOB	Meridian, Miss.	1,000	1,000
590 KC. REGIONAL				690 KC. CLEAR				790 KC. CLEAR				WJZ	Scranton, Pa.	1,000	500
WAGA	Atlanta, Ga.	5,000	5,000	KPO	San Francisco	50,000	50,000	WJZ	New York	50,000	50,000	WQAN	Scranton, Pa.	1,000	500
KGMB	Honolulu, Hawaii	5,000	5,000	WLAW	Lawrence, Mass.	5,000	5,000	WJZ	New York	50,000	50,000	WJHL	Johnson City, Tenn.	1,000	1,000
WEEI	Boston, Mass.	5,000	5,000	KFEQ	St. Joseph, Mo.	5,000	5,000	WJZ	New York	50,000	50,000	KRRV	Sherman, Tex.	1,000	1,000
WKZO	Kalamazoo, Mich.	5,000	5,000	WPTF	Raleigh, N. C.	50,000	50,000	WJZ	New York	50,000	50,000	KALL	Salt Lake City, Utah	1,000	1,000
WOW	Omaha, Neb.	5,000	5,000	WISR	Butler, Pa.	250	WJZ	New York	50,000	50,000	WRNL	Richmond, Va.	1,000	1,000
WMBS	Uniontown, Pa.	1,000	1,000	KABC	San Antonio, Tex.	50,000	10,000	WJZ	New York	50,000	50,000	KVAN	Vancouver, Wash.	500
KTBC	Austin, Tex.	1,000	250	690 KC. CLEAR				WJZ	New York	50,000	50,000	(Continued on Page 552)			
KHQ	Spokane, Wash.	5,000	*1,000	KGFF	Coffeyville, Kan.	1,000	500	WJZ	New York	50,000	50,000				
600 KC. REGIONAL				700 KC. CLEAR				800 KC. CLEAR							
KFSD	San Diego, Cal.	1,000	1,000	WLV	Cincinnati, O.	50,000	50,000	WJZ	New York	50,000	50,000				
WICC	Bridgeton, Conn.	1,000	500					WJZ	New York	50,000	50,000				
WMT	Cedar Rapids, Ia.	5,000	5,000					WJZ	New York	50,000	50,000				
WCAO	Baltimore, Md.	5,000	5,000					WJZ	New York	50,000	50,000				
WSJ	Winston-Salem, N. C.	5,000	5,000					WJZ	New York	50,000	50,000				
KSJB	Jamestown, N. D.	250	100					WJZ	New York	50,000	50,000				
WREC	Memphis, Tenn.	5,000	*5,000					WJZ	New York	50,000	50,000				
KROD	El Paso, Tex.	1,000	500					WJZ	New York	50,000	50,000				



BRAHMA WAS A GREAT GUY!



*Indian, X-XI Century A.D.:
Brahma
Of the large number of gods worshipped by the Hindus in their desire to win salvation from continual rebirth and to attain Nirvana, the central god of their fundamental trinity was Brahma, the creator. His four faces are symbolic of the earth's four quarters. (From the Metropolitan Museum of Art's Far Eastern collection.)*

Amazing to say the least . . . even if he did live before the age of atom splitting or central heating. Just think of it, Brahma could gaze East upon the fertile plains of Hindustan, while he chatted with friends up in the North country. At the same time he faced South and listened to a local medicine man broadcasting the very latest cure for cobra bite. This left Brahma another face—West—which he could use in nibbling on an over-ripe pomegranate.

Good radio engineering technique embodies many of these hydra-like principles. It will help you place your antenna in its most advantageous location, while

your transmitter is so designed to deliver its signal where it will reach the greatest possible audience, be it North, South, East or West, enabling all your listeners to hear your programs strongly and clearly at the same time. While we're helping you with these technical problems, we're taking care of all your consulting needs right here in Washington.

This service has worked to great advantage for a number of stations throughout the country. If you would like to hear more about the comprehensiveness of our service, write us today.

McNary & Whathall

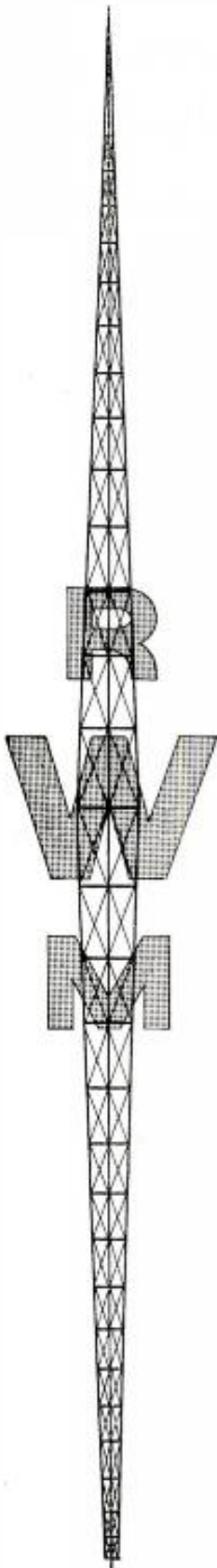
NATIONAL PRESS BLDG.

WASHINGTON, D. C.

DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES

(Continued from Page 552)

Call Letters	City	Day Power in Watts	Night Power in Watts	Call Letters	City	Day Power in Watts	Night Power in Watts	Call Letters	City	Day Power in Watts	Night Power in Watts	Call Letters	City	Day Power in Watts	Night Power in Watts
1300 KC. REGIONAL				1360 KC. REGIONAL				1370 KC. REGIONAL				1400 KC. LOCAL			
KVOP	Brawley, Calif.	1,000	500	WTEL	Philadelphia, Pa.	250	250	WFOR	Hattiesburg, Miss.	250	250	KFSMA	Santa Maria, Cal.	250	250
KROR	Colorado Springs, Colo.	1,000	1,000	WBLW	Routting, Pa.	250	250	WVME	Greene, Miss.	250	250	KGW	Alamosa, Col.	250	250
KGLO	Mason City, Ia.	5,000	5,000	WBRE	Wilkes-Barre, Pa.	250	250	KFVS	Cape Girardeau, Mo.	250	250	WNAB	Bridgeport, Conn.	250	250
WFBF	Baltimore, Md.	5,000	5,000	WRHI	Rock Hill, S. C.	250	250	KFRU	Columbia, Mo.	250	250	WLWM	Wilmington, Del.	250	250
WOOD	Grand Rapids, Mich.	5,000	5,000	WBAC	Cleveland, Tenn.	250	250	KRTS	Springfield, Mo.	250	250	WWDC	Washington, D. C.	250	250
WJX	Jackson, Miss.	5,000	1,000	WFKG	Sumter, S. C.	250	250	KORN	Fremont, Neb.	250	250	WMPF	Daytona Beach, Fla.	250	250
HKVT	Austin, Tex.	1,000	1,000	WVBC	Cleveland, Tenn.	250	250	KENO	Las Vegas, Nev.	250	250	WSB	Sarasota, Fla.	250	250
KOL	Seattle, Wash.	5,000	5,000	WVBC	Cleveland, Tenn.	250	250	KFGL	Roswell, N. M.	100	100	WGPC	Albany, Ga.	250	250
1310 KC. REGIONAL				1380 KC. REGIONAL				1410 KC. REGIONAL				1420 KC. REGIONAL			
KWBR	Oakland, Cal.	1,000	1,000	KAND	Corsicana, Tex.	250	250	KTNM	Tuacumcari, N. M.	250	250	WOC	Davenport, Ia.	5,000	5,000
WISH	Indianapolis, Ind.	5,000	1,000	KPYO	Lubbock, Tex.	250	250	WABY	Albany, N. Y.	250	250	WQBC	Vicksburg, Miss.	1,000	500
WORC	Worcester, Mass.	1,000	1,000	KPDN	Pampa, Tex.	100	100	WUFL	Buffalo, N. Y.	250	250	WHK	Cleveland, O.	5,000	5,000
KFBF	Great Falls, Mont.	5,000	5,000	KVIC	Victoria, Tex.	250	250	WSLB	Ogdensburg, N. Y.	250	250	WPRP	Ponca, P. R.	250	250
WCAP	Asbury Park, N. J.	500	600	KSUB	Cedar City, Utah	250	250	WCNC	Elizabeth City, N. C.	250	250	WRCI	Pawtucket, R. I.	1,000	1,000
WCAM	Camden, N. J.	500	600	WKEY	Covington, Va.	250	250	WGBR	Goldsboro, N. C.	250	250	WRSR	St. Albans, Vt.	1,000	5,000
WTNJ	Trenton, N. J.	500	600	WGH	Newport News, Va.	250	250	WMFD	Wilmington, N. C.	250	250	WWSR	Walla Walla, Wash.	1,000	1,000
WDOD	Chattanooga, Tenn.	5,000	5,000	KXRO	Aberdeen, Wash.	250	250	WMAN	Mansfield, O.	250	250	KJRM	Fresno, Cal.	5,000	5,000
WRR	Dallas, Tex.	5,000	5,000	KPKW	Passco, Wash.	250	250	WPAY	Portsmouth, O.	250	250	WVME	Coeur d'Alene, Ida.	1,000	1,000
WIBA	Madison, Wis.	5,000	5,000	WBRW	Walch, W. Va.	250	250	WRRN	Warren, O.	250	250	WVME	Indianapolis, Ind.	5,000	5,000
1320 KC. REGIONAL				1390 KC. REGIONAL				1430 KC. REGIONAL				1440 KC. REGIONAL			
WATR	Waterbury, Conn.	1,000	1,000	KSRO	Santa Rosa, Cal.	1,000	1,000	WVME	Montgomery, Ala.	1,000	500	WMBD	Beasemer, Ala.	250	250
WJHF	Jacksonville, Fla.	250	250	KGHF	Pueblo, Col.	1,000	500	WVME	Riverside, Cal.	1,000	1,000	WMSL	Decatur, Ala.	250	250
WBCB	Duluth, Minn.	5,000	5,000	KID	Idaho Falls, Ida.	5,000	500	WVME	Riverside, Cal.	1,000	1,000	WAGF	Dothan, Ala.	250	250
WNBZ	Saranac Lake, N. Y.	100	100	KRNT	Des Moines, Ia.	5,000	5,000	WVME	Riverside, Cal.	1,000	1,000	WVME	Dothan, Ala.	250	250
WJAS	Pittsburgh, Pa.	5,000	5,000	WSMB	New Orleans, La.	5,000	5,000	WVME	Riverside, Cal.	1,000	1,000	WVME	Dothan, Ala.	250	250
WNEI	San Juan, P. R.	5,000	5,000	WADC	Akron, O.	5,000	5,000	WVME	Riverside, Cal.	1,000	1,000	WVME	Dothan, Ala.	250	250
KXYZ	Houston, Tex.	5,000	5,000	WORK	York, Pa.	1,000	1,000	WVME	Riverside, Cal.	1,000	1,000	WVME	Dothan, Ala.	250	250
KDYL	Salt Lake City, Utah	5,000	5,000	WVME	San Antonio, Tex.	1,000	1,000	WVME	Riverside, Cal.	1,000	1,000	WVME	Dothan, Ala.	250	250
1330 KC. REGIONAL				1400 KC. LOCAL				1450 KC. LOCAL				1460 KC. REGIONAL			
KFAC	Los Angeles, Cal.	1,000	1,000	KGB	San Diego, Cal.	1,000	1,000	WVME	Anniston, Ala.	250	250	KIEMA	Eureka, Cal.	1,000	1,000
KFH	Wichita, Kan.	5,000	5,000	WDRG	Hartford, Conn.	5,000	5,000	WVME	Muscle Shoals City, Ala.	250	250	WRDW	Augusta, Ga.	5,000	5,000
WLGL	Minneapolis, Minn.	1,000	1,000	WKAT	Miami Beach, Fla.	1,000	1,000	WVME	Safford, Ariz.	250	250	KTBS	Shreveport, La.	1,000	1,000
WBEB	Brooklyn, N. Y.	1,000	1,000	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250	WSAR	Fall River, Mass.	1,000	1,000
WEVD	New York, N. Y.	5,000	5,000	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250	KCMO	Kansas City, Mo.	5,000	5,000
WHAZ	Troy, N. Y.	1,000	1,000	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Fayetteville, Ark.	250	250	KGCV	Sidney, Mont.	1,000	1,000
WFIN	Findlay, O.	1,000	1,000	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250	WHOM	Jersey City, N. J.	1,000	500
KALE	Portland, Ore.	5,000	5,000	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250	WHBC	Canton, O.	1,000	1,000
WFBC	Greenville, S. C.	5,000	5,000	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250				
WHBL	Sheboygan, Wis.	1,000	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250				
1340 KC. LOCAL				1410 KC. REGIONAL				1460 KC. REGIONAL				1470 KC. REGIONAL			
WJWOI	Cullman, Ala.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250	WMBD	Peoria, Ill.	5,000	1,000
WFBF	Florence, Ala.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250	WBG	Greensboro, N. C.	5,000	5,000
WVME	Sylacauga, Ala.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250	WSAN	Allentown, Pa.	500	500
KWFC	Hot Springs, Ark.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250	KELA	Centralia, Wash.	1,000	1,000
KFRE	Fresno, Cal.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250	KDFN	Casper, Wyo.	1,000	1,000
KCMJ	Palm Springs, Cal.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250				
KCRS	Sacramento, Cal.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250				
KHUB	Watsonville, Cal.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250				
KMYR	Denver, Col.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250				
WVME	New Haven, Conn.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250				
WVME	Washington, D. C.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250				
WVME	Lake City, Fla.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250				
WVME	Lakeland, Fla.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250				
WVME	Palm Beach, Fla.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250				
WVME	Tallahassee, Fla.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250				
WVME	Athens, Ga.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250				
WVME	Cedartown, Ga.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250				
WVME	Columbus, Ga.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250				
WVME	Dubin, Ga.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250				
WVME	Savannah, Ga.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250				
WVME	Decatur, Ill.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250				
WVME	Herrin, Ill.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250				
WVME	Joliet, Ill.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250				
WVME	Elkhart, Ind.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250				
WVME	Muncie, Ind.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250				
WVME	Clinton, Ia.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250				
WVME	Kansas City, Kan.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250				
WVME	Ashtand, Ky.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250				
WVME	Bowling Green, Ky.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250				
WVME	Lafayette, La.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250				
WVME	Shreveport, La.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250				
WVME	Fitchburg, Mass.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250				
WVME	New Bedford, Mass.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250				
WVME	Pittsfield, Mass.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250				
WVME	Grand Rapids, Mich.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250				
WVME	Marquette, Mich.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250				
WVME	Royal Oak, Mich.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250				
WVME	Moorhead, Minn.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250				
WVME	Rochester, Minn.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250				
WVME	Willmar, Minn.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250				
WVME	Columbus, Miss.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250				
WVME	Greenville, Miss.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250				
WVME	Laurel, Miss.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.	250	250				
WVME	Hannibal, Mo.	250	250	WVME	Miami Beach, Fla.	1,000	1,000	WVME	Camden, Ark.						



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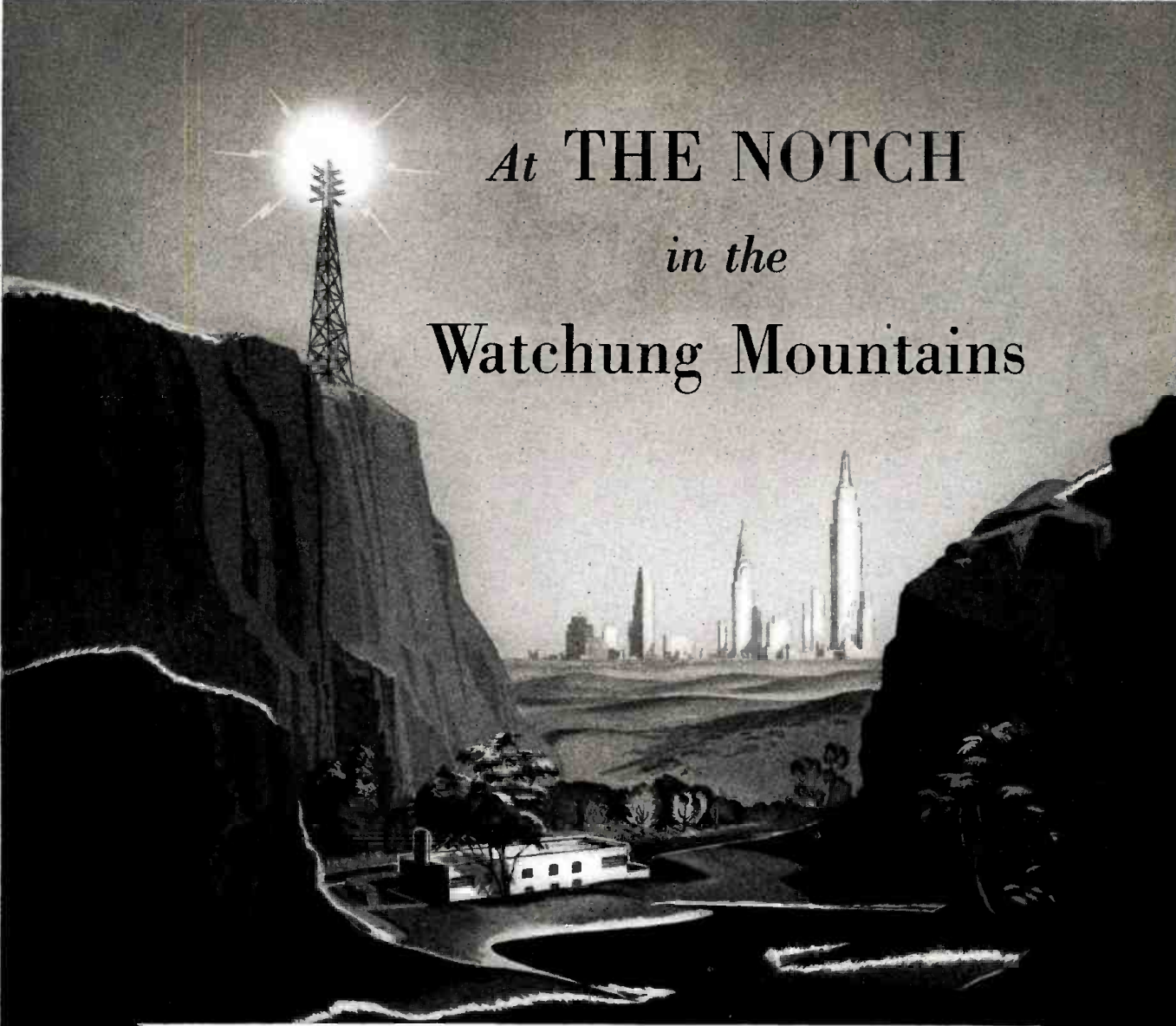
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LATIN AMERICAN BROADCASTING STATIONS

Including Stations of West Indies. Data from Latest Available Sources, Supplied by International Division of the Federal Communications Commission and the Co-ordinator of Inter-American Affairs. (Now State Dept.).

ARGENTINA

[Receiving Sets, 1,300,000. No Set Tax]

(Population—13,906,694; Language—Spanish; Area—1,072,745 sq. mi.; Foreign population—Germans, 169,000; Italians, 2,200,000; Japanese, 7,100)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power in Kilowatts
Bahia Blanca	LU2	Radio Bahia Blanca (Camilio V. Bertorini)	900	3.0
"	LU3	De la Red Splendid (Red Argentina de Emisoras Splendid)	1150	10.0
"	LU7	Radio General San Martin	1240	10.0
Bariloche	LU8	Radio Bariloche (Cia. Broadcasting de la Patagonia S. A.)	820	1.0
Buenos Aires	LR2	Radio Argentina (Alfredo Schroeder)	910	30.0
"	LS5	Radio Rivadavia (May Louisa Wahnish)	1110	25.0
"	LS6	Radio del Pueblo (Ricardo A. Bernotti)	1350	6.0
"	LS4	Radio Portena (Juan G. Gonzales Speroni)	670	12.0
"	LS2	Radio Buenos Aires (Teodoro Prieto)	1190	10.0
"	LS10	Radio Libertad (Victor Juan Ruano)	590	15.0
"	LR9	Radio Fenix (Gregoria Echavarria)	1030	5.0
"	LR6	Radio Mitre (Eduardo Pellicari)	870	30.0
"	LR7	Radio Belgrano	9640	50.0
LR3	LR3	(Radio Belgrano y Primera Cadena de Broadcasting)	950	90.0
"	LR1	Radio del Estado (Direccion General de Correos, Telegrafos)	6090	50.0
"	LRA		750	10.0
"	LRA1		9690	10.0
"	LRA3		11730	
"	LR45		17720	10.0
"	LR11	Radio Universidad Nacional de la Plata (Universidad Nacional de la Plata)	1390	1.5
"	LS1	Radio Municipal (Municipalidad de la Capital)	710	50.0
"	LR5	Radio Excelsior (Alfred B. Dougall)	830	28.0
"	LS11	Radio Provincia de Buenos Aires (Provincia de Buenos Aires Pasaje Darde Recha)	1310	30.0
"	LR4	Radio Splendid (Red Argentina de Emisoras Splendid S. A.)	990	50.0
"	LRS		9573	50.0
"	LRS1		6065	10.0
"	LR1	Radio El Mundo (Empresa Editorial Haynes Ltda. S. A.)	1070	50.0
"	LRX		9660	7.5
"	LRX1		6120	7.5
"	LS9	Radio La Voz del Aire (S. A. La Voz del Aire)	1070	
Catamarca	LW7	Radio Splendid Catamarca (Red Argentina de Emisoras Splendid S. A.)	730	1.5
Comodoro Rivadavia	LU4	Radio Comodoro Rivadavia (Cia. Broadcasting de Patagonia S. A.)	640	1.0
Cordoba	LV3	Radio Cordoba (Ing. Alberto P. Brouard)	620	25.0
"	LV2	Radio Central (Luis Maunier)	960	5.0
"	LV8	Radio P. Sarmiento (Universidad de Cordoba)	1540	0.25
"	LW1	Radio Cultura (Red Argentina de Emisoras Splendid S. A.)	790	20.0
Corrientes	LT7	Radio Provincia Corrientes (Benjamin Galantini)	1340	10.0
La Rioja	LW14	Radio La Rioja (Primera Cadena Argentina)	1330	5.0
Mar del Plata	LU6	Radio Atlantica (Soc. de Responsabilidad Ltda. Atlantica Radio)	1300	0.5
Mendoza	LV10	Radio de Cuyo (Marcelino Aparicio)	1210	10.0
"	LV4	Radio San Rafael (Isabel M. de Silva)	690	5.0
"	LV6	Radio Splendid-Mendoza (Red Argentina de Emisoras Splendid S. A.)	630	10.0
"	LW2	Radio Aconcagua (Diario Los Andes-Mendoza)	1370	0.5
"	LRM		6180	10.0
Posadas	LT4	Radio Misiones (Red Argentina de Emisoras Splendid S. A.)	1010	1.5
Resistencia	LT5	Radio Chaco (Jose M. Noveri)	1080	5.0
Rio Gallegos	LU12	Radio Rio Gallegos (Cia. Broadcasting de la Patagonia S. A.)	680	1.0
Rosario	LT1	Radio del Litoral (Vernando Maliandi)	780	20.0
"	LT3	Radio Soc. Rural Cerealistas (Soc. Rural Cerealistas)	1160	5.0
"	LT8	Radio Rosario (Alfredo B. Dougall-Excelsion Network)	840	3.0
"	LT2	Radio Stentor (Red Argentina de Emisoras Splendid S. A.)	1230	20.0
"	LRR	Radio Ovidio Lagos (Joaquin Lagos)	11887	10.0

ARGENTINA—(Continued)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power in Kilowatts
Salta	LV9	Radio Provincia de Salta (Gobierno Provincia de Salta)	970	10.0
San Juan	LV1	Radio Colon (S. Graffigna)	660	10.0
"	LV5	Radio Los Andes (Soc. Comercial Candido y Cia.)	1090	1.5
San Luis	LV13	Radio San Luis (Ovidio di Gennaro)	1250	5.0
Santa Fe	LT10	Radio Universidad Litoral (Radio del Inst. Social de la Universidad Litoral)	1320	0.4
"	LT9	Radio Santa Fe	1200	5.0
Santiago del Estero	LV11	Radio del Norte (S. A. El Liberal)	1170	5.0
Tucuman	LV12	Radio Aconquija (Guyet y Garcia Hamilton)	580	15.0
"	LV7	Radio Tucuman	820	2.5

NETWORKS OF ARGENTINA

RADIO BELGRANO (Primera Cadena Argentina de Broadcasting): 19 affiliates. Key station—LR3 Buenos Aires.

RADIO EL MUNDO (Red Azul y Blanco): 18 affiliates. Key station—LR1 Buenos Aires.

RADES (Red Argentina de Emisoras Splendid): 11 affiliates. Key station—LR4 Buenos Aires.

RADIO EXCELSIOR: 10 affiliates.

BOLIVIA

[Receiving Sets, 50,000. No Set Tax]

(Population—3,533,900; Language—Spanish; Area—416,040 sq. mi.; Foreign population—13,000 Jewish refugees)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power in Kilowatts
Cochabamba	CP28	Radio Central (Gottret y Cia.)	1360	0.15
"	CP40	Radio Popular	9570	0.25
"	CP44	(Victor Veltze)	580	0.4
"	CP45	Radio Rural (Raul Montecinos)	1090	0.05
"	CP39	Radio El Mundo (Jose Antonio R. y Remberto Zapata)	6160	0.25
La Paz	CP3	Radio Nacional (Costas Hermanos)	1390	5.0
"	CP2		9505	5.0
"	CP4		6110	5.0
"	CP5	Radio Illimani (Dept. of Communications of Bolivian Government)	1020	10.0
"	CP6		9520	1.0
"	CP7		15300	1.0
"	CP8	Radio America (Luis Salcedo)	1450	0.05
"	CP9	Radio Amathua (Cenaro Saavedra Perez y Arturo Linarez Mena)	980	0.15
"	CP10	Radio La Paz (Lizardo Suarez B.)	1090	0.50
"	CP11		7060	0.60
"	CP12	Radio Fides (Albino Grassi)	9680	0.1
"	CP29	Radio Los Andes (Roberto Mena Morales)	0.25	0.15
"	CP16		1330	
"	CP18	Radio Libertad (Jorge Chavez)	730	0.25
"	CP20	Radio El Condor (Ramon Pelaez)	900	0.1
"	CP14	Radio La Nacion (Javier Romero)	1250	0.25
"	CP24	Radio Bolivia (Juan Carlos Salinas)	620	0.05
"	CP26	Radio Universal (Javier Stohmann)	1510	0.05
"	CP31	Radio Continental (E. Loza y A. Burgos)	1000	0.05
"	CP46	Radio Sport (Salinas y Cia. Ltda.)	770	0.10
"	CP19	Radio Cultura (Hugo Agustin Aspiazu)	950	0.25
"	CP34	Radio Sucre	680	1.0
"	CP25	(Srta. Enriqueta Ruiz M.)	9700	1.0
"	CP33	Radio Bolivar (Alberto Cajias y Cia.)	1290	0.1
"	CP48	Radio Municipal	1120	0.1
"	CP49	(Alcaldia Municipal)	6770	0.1
"	CP36	Radio Mercurio (Enrique Wanting)	1420	0.05
"	CP11	Radio Bolivar (Dept. of Communications of Bolivian Government)	6100	0.25
"	CP15	Radio El Condor (Ramon Palaez)	5880	1.0
"	CP37	Radio Oruro (Jose Blanco)	6170	0.25
Potosi	CP22	Radio Internacional (Luis Camacho)	6715	0.25
"	CP17	Radio Indeamerica (Domingo Olivares Lopez)	1600	0.05
"	CP52	Radio Potosi (Jose Diaz)	730	
Santa Cruz	CP13	Radio Florida (Dept. of Communications of Bolivian Government)	1250	0.05
"			6185	0.25
Sucre	CP27	Radio Churuquilla (Rene Flores)	9430	0.1
"	CP1	Radio Chuquisaca	9640	0.1
"	CP41	(Bertha H. V. de Camacha)	1325	0.1
Tarija	CP23	Radio Guadalquivir (Raul Marquez)	6190	0.25
"	CP35	Radio Abaroa (Calvimontes Hermanos Napoleon, David y Samuel)	800	0.12

BRAZIL

[Receiving Sets, 1,200,000. No Set Tax]

(Population—41,565,083; Language—Portuguese; Area—3,286,169 sq. mi.; Foreign population—Large settlement of Germans and Italians in southern and southeastern part)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power in Kilowatts
Aracaju	PRJ6	Radio Difusora de Sergipe (State Government)	630	1.0
Aracatuba	PR18	Radio Cultura Aracatuba. S. A. (Joao Ferraz Ser.)	1330	0.5
Araguari	PRJ3	S. A. Radio Araguari (Dr. Arcino Santos)	970	0.25
Araraquara	PRD4	Radio Cultura Araraquara (Romulo Lupo)	1370	0.5
Assis	ZYA9	Radio Difusora de Assis, S. A.	1530	0.1
Barretos	PRJ8	S. A. Radio Barretos	1530	N-0.1 D-0.25
Bauru	PRG8	Bauru Radio Clube, S. A. (Joao Simonetti)	1210	0.25
Belem	PRC5	Radio Clube de Para (Roberto Camelier)	1450	0.5
Belo Horizonte	PRC7	S. A. Sociedade Radio Mineira (Dr. Alberto Deodato)	690	3.0
"	PRH6	Sociedade Radio Guarami (Lauro Souza Barros)	1340	3.0
"	PR13	Radio Inconfidencia (State Government)	880	20.0
Blumenau	PRC4	Radio Clube de Blumenau (Joao Medeiros, Jr.)	1330	0.25
Botucatu	PRF8	Radio Emissora Botucatu, S. A. (Emilio Pedute)	1530	0.1
Cambara	ZYA3	Radio Difusora Cambara, S. A.	1590	0.1
Campinas	PRC9	Radio Educadora (Radio Educadora de Campinas, S. A.)	1170	0.1
Campos	PRF7	Radio Cultura de Campos (Soc. Radio Cultura)	1330	0.5
Campo Grande	PR17	Soc. Radio Difusora Campo Grande de Campos Ltda. (Dr. Antonio Alvez Campos)	1510	0.25
Catanduva	ZYD5	Radio Difusora Catanduva	1510	0.4
Caxambu	ZYC2	Radio Caxambu, S. A.	1560	0.1
Corumbá	ZYA2	Radio Difusora Mato-grossense	1490	2.0
Cruzeiro	PRG6	Radio Sociedade Mantiqueira (Romualdo Canevari)	640	0.5
Curitiba	PRB2	Radio Clube Paranaense (Radio Parana Ltda.)	1440	5.0
Formiga	ZYB6	Radio Voz de Formiga, S. A.	1530	0.1
Fortaleza	PRE9	Ceara Radio Clube (Waldemar Cartolano)	1320	2.0
			15165	10.0
Franca	PRB5	Radio Clube Hertz	1240	0.5
Goiania	ZYG3	Radio Clube de Goiania	930	5.0
Guaratingueta	ZYG2	Radio Clube de Guaratingueta	1510	0.1
Itajuba	ZY15	Radio Itajuba	1550	0.1
Itapetininga	PRD9	Radio Difusora de Itapetininga Ltda.	970	0.25
Itarare	ZYA7	Radio Clube de Itarare	1550	0.1
Jaboticabal	PRG4	Radio Clube Jaboticabal (Oswaldo Fernandes)	1250	0.25
Jau	PRG7	Radio Soc. Jauense (Ulisses Newton Ferreira)	1010	0.25
Joao Pessoa	PR14	Radio Tobajara (State Government)	1110	10.0
Joinville	ZYA5	Radio Difusora de Joinville	1600	0.1
Juiz de Fora	PRB3	Radio Soc. de Juiz de Fora (Pedro Goncalves de Oliveira)	1010	0.5
Limeira	PRJ5	Radio Educadora de Limeira, S. A. (Art Levy Pereira)	1550	0.1
Lins	ZYB3	Lins Radio Clube, S. A.	1530	0.1
Londrina	ZYD4	Radio Londrina Ltda.	820	0.25
Manaus	PRF6	Radio Bare (Dr. V. Pareto Neto)	4895	1.0
Maranhao	PRJ9	Radio Difusora do Maranhao (Jose Ribamar Pinheiro)	1490	5.0
Marapicu	PRF5	Comp. Radio Internacional do Brazil	9500	12.0
Marilia	PR12	Radio Clube Marilia	9600	0.5
Montes Claros	ZYD7	Radio Soc. Norte de Minas, S. A.	1530	0.1
Muriae	ZYD2	Radio Soc. Muriae	1590	0.1
Natal	ZYB5	Radio Educadora de Natal	1270	1.0
Niteroi	PRD8	Radio Clube Fluminense (Aguato Mendes)	1320	1.0
"	PRE6	Radio Soc. Fluminense	1470	1.0
Paranagua	ZYC5	Radio Difusora de Paranagua	1460	0.25
Patos	ZYB4	Radio Clube de Patos	1530	0.1
Pelotas	PRC3	Radio Pelotense (Carlos G. Sica)	580	0.25
"	PRH4	Radio Cultura de Pelotas (Soc. Difusora Radio Cultura de Pelotas)	1320	0.5
Petropolis	PRE3	Petropolis Radiofusora, S. A. (Carlos Rodrigues Viana)	1480	1.0
Pernalba	PRJ4	Radio Educadora de Pernalba	1470	0.5
Piracicaba	PRD6	Radio Clube de Piracicaba (Joao Sampaio Goes)	820	0.25
Pocos de Caldas	PRH5	Radio Cultura de Pocos de Caldas (Benedito Meira Borges)	1160	0.25
Ponta Grossa	PRJ2	Radio Clube Ponta Grossense S. A. (Manoel Machuca)	1250	0.5
Porto Alegre	PRH2	Radio Soc. Farrapilha (Dezires Assoc.)	600	25.0
"	PRF9	Radio Difusora Porto-Alegrensense (Arthur Pizoli)	640	5.0
"	PRC2	Radio Soc. Gaucha (Dr. Leis Epartel)	680	5.0
Pouso Alegre	PRJ7	Radio Clube de Pouso Alegre (Jose Nunes Rebelo)	1530	0.1
Presidente Prudente	PR15	A Voz do Sertao, S. A. (Manoel Busacas)	970	0.25
Recife	PRA8	Radio Clube de Pernambuco	720	25.0
Ribeirao Preto	PRA7	Radio Clube Ribeirao Preto (Jose da Silva Bueno)	6015	5.0
"	PRH7	Radio Panamericana (S. A. Radio Panamericana)	730	0.5
Rio Branco	ZYD9	Radio Difusora Acreana	620	0.5
Rio Clara	PRF2	Radio Clube de Rio Clara Ltda. (Waldemar Cartolano)	1460	0.25
Rio de Janeiro	PRB7	Radio Tamola	900	5.0
"	ZYC8		9610	25.0
"	ZYC9		15370	25.0
"	PRA2	Radio Ministerio de Educacao e Saude (Brazilian Government)	800	25.0
"	PRA3	Radio Clube de Brazil, S. A.	860	75.0
"	PRA9	Radio Mayrink Veiga (Radio S. A. Mayrink Veiga)	1220	22.0
"	PRC8	Radio Guanabara (Soc. Radio Guanabara Ltda.)	1360	1.0

BRAZIL—(Continued)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power in Kilowatts
Rio de Janeiro	PRD2	Soc. Radio Cruzeiro do Sul, S. A.	1060	10.0
"	PRD5	Radio Difusora de Prefeitura de Distrito Federal (City of Rio de Janeiro)	1400	1.0
"	PRE2	Radio Soc. Vera Cruz	1430	5.0
"	PRE3	Radio Transmissora Brasileira (Radio Transmissora S. A.)	1180	10.0
"	PRE8	Radio Nacional (Empresa Radio Nacional)	980	25.0
"	PRF4	Radio Jornal do Brazil	940	10.0
"	PRG3	Radio Tui S. A.	1280	50.0
"	PRL9	Radio Nacional	17850	50.0
"	PR18	(Empresa Radio Nacional)	11720	50.0
"	PRL7		9720	50.0
"	PRH8	Radio Maua (Ministry of Labor)	1130	5.0
Rio Grande	ZYC3	Radio Cultura Rio Grandina	1510	0.1
Rio Preto	PRB8	Radio Rio Preto, S. A.	640	0.25
Salvador	ZYD8	Radio Excelsoir do Baia S. A.	820	5.0
Santa Maria Santos	ZY12	Radio Embeubi S. A.	970	0.25
"	PRB4	Radio Clube de Santos (Soc. Civil)	1450	1.0
"	PRG5	Soc. Radio Atlantica (Carlos Baccarat)	580	0.75
Sao Carlos	ZYA6	Radio Sao Carlos, S. A.	1590	0.1
S. Manoel	PR16	Radio Clube Sao Manoel (Vitorino Ribero)	1510	0.25
Sao Paulo	PRB9	Radio Soc. Record	1000	20.0
"	PRE7	Radio Cosmos, S. A.	1410	5.0
"	PRF3	Radio Difusora Sao Paulo, S. A.	960	5.0
"	PRG2	Radio Tupi de Sao Paulo	1040	25.0
"	PRG9	Radio Excelsoir de Sao Paulo (Soc. Civil)	1100	100.0
"	PRH3	Radio Panamericana S. A.	620	5.0
"	PRH9	Soc. Baudeirantes, S. A.	840	5.0
"	PRA5	Radio Sao Paulo Ltda.	1260	5.0
"	PRA6	Soc. Gazeta (Fundacao Dr. Casper Libero)	890	5.0
"	PRB6	S. A. Radio Cruzeiro do Sul	1200	5.0
"	PRE4	Soc. Radio Cultura	1300	10.0
"	ZYB7	Radio Difusora Sao Paulo S. A.	6095	5.0
"	ZYB8		11765	5.0
"	ZYB9		15155	25.0
Salvador	PRA4	Radio Soc. da Baia, S. A.	740	10.0
Sao Sebastiao do Paraíso	ZYA4	Radio Difusora Paraisense, S. A.	1510	0.1
Sorocaba	PRD7	Radio Clube de Sorocaba, S. A.	1080	0.5
Taubate	ZYA8	Radio Difusora Taubate, Ltda.	1590	0.1
Uba	ZYC4	Radio Soc. Ubense, Ltda.	1510	0.1
Uberara	PRE5	Radio Soc. Triangulo Mineiro	1390	0.5
Uberlandia	PRC6	Radio Difusora Brasileira, S. A.	1510	0.1
Uniao Victoria	ZYD3	Radio Unio	1530	0.25
Uruguiana	ZYC6	Radio Charrua S. A.	1460	0.25
Varginha	ZYB2	Radio Clube de Varginha, Ltda.	1510	0.1
Victoria	PR19	Radio Clube do Espirito Santo, S. A.	1350	1.0

NETWORKS OF BRAZIL

EMISSORAS UNIDAS: Three affiliates.
DIARIOS ASSOCIADOS: Eight affiliates.
RADIO NACIONAL CHAIN: Five affiliates.
RADIO CRUZEIRO DO SUL CHAIN: Four affiliates.

BRITISH HONDURAS

[Receiving Sets, 1,350.]

(Population—57,767; Area—8,598 sq. mi.)

Belize	ZIK2	Government	10600	0.2
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CHILE

[Receiving Sets, 250,000. No Set Tax]

(Population—5,237,432; Language—Spanish; Area—286,396 sq. mi.; Foreign population—German-Italian)

Antofagasta	CA141	Radio El Loa (Angel Garcia Agra.)	1410	1.5
"	CA127	Radio-Difusoras Norte (Pedreny Bros.)	1270	0.25
"	CE601		6010	5.0
"	CE482		4820	5.0
"	CA124	Radio Libertad (Antonio Casiao Gonzalez)	1240	1.0
Chillan	CC133	Radio La Discusion (Alfonso Lagos Villar)	1330	0.25
"	CC127	Radio Nubie (Rafael Barrios Careamo)	1270	0.1
Concepcion	CC141	Radio Cooperativa Vitalicia	1410	5.0
"	CC117	Radio Simon Bolivar (Frederico Sanchez Urra)	1170	1.3
"	CC64	Radio El Sur (Mario Saez Lagos)	640	1.0
Copiapó	CA121	Augusto Duque Becerra	1210	0.25
Coquimbo	CA96	Radio Riquelme (Cesar Nieme Apey)	960	1.5
Curico	CC96	Radio Condell (Alberto Guerra Cruzat)	960	0.25
Iquique	CA63	Radio Esmeralda (Antonio Cajiao Gonzalez)	630	0.25
La Serena	CA108	Radio La Serena (Edward Encina Arancibia)	1080	1.5
Los Angeles	CD121	Soc. Nacional de Agricultura (Soc. Radio Nacional de Agricultura y Cia, Ltda.)	1210	1.2
Osnoro	CD84	Radio Soc. Agricola y Ganadera de Osnoro (Soc. Broadcasting Saga)	840	1.5
Puerto Montt	CD101	Radio Llanquihue (Cia. Chilena de Comunicaciones)	1010	0.5
Punta Arenas	CD111	Radio Austral (Turina y Cia.)	1110	1.25
"	CD113	Radio Polar (Cia. Chilena de Comunicaciones)	1130	0.5
"	CD136	La Voz del Sur (Eladio Fernandez)	1360	1.5
Quillota	CB113	Radio Chacabuco (Leopolda Girando Giordano)	1130	1.0
Rancagua	CC109	Radio Rancagua (Jorge Romero Ramirez)	1090	1.0
"	CC145	Radio Tucapel (Alan Rojas Aravena)	1450	0.1

(Continued on Page 560)

CHILE—(Continued)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power in Kilowatts
San Antonio	CB140	La Onda Azul (Soc. Radiodifusora Onda Azul Ltda.)	1400	0.1
Santiago de Chile	CB66	Radio Chilena (Cia. Radio Chilena)	660	15.0
"	CB57	Radio Nacional de Agriculture	570	15.0
"	CE1180	"	11800	1.0
"	CE1180	"	5750	1.0
"	CB76	Radio Cooperative Vitalicia (Cia. Chilena de Comunicaciones S. A.)	760	15.0
"	CE970	"	9700	5.0
"	CB89	Radio Bulnes (Carlos Bricono Olivares)	890	1.0
"	CB97	Radio Prat (Soc. Chilena de Radiodifusion y Propaganda)	970	1.0
"	CB101	Radio Yungay (Corp. de Radiodifusion Ltda.)	1010	1.2
"	CB114	Corp. de Radio de Chile S. A.	1140	50.0
"	CB126	Radio Soc. Nacional de Minería (Soc. Chilena Radiodifusora S. A.)	1260	10.0
"	CE960	Radio La Americana (Horacio Hevia Labbe)	9600	1.2
"	CB130	"	1300	2.5
"	CB134	Radio Cervantes (German Heltheuer Valdivia)	1340	1.0
"	CB138	Radio El Mercurio (Radiodifusora La Mercantil S. A.)	1380	25.0
"	CB1185	"	11850	1.0
"	CB144B	Radio O'Higgins (Spitz y Dugue y Cia. Ltda.)	1440	1.0
"	CB144C	Radio Moraga (Oscar Moraga Fuenzalida)	1440	0.15
"	CB93	Radio Maipo (Soc. Oriandini y Raggio Ltda.)	930	1.0
"	CB1174	"	11740	4.0
"	CB82	Radio del Pacifico (Ricardo Vivado Orsial)	820	1.0
"	CB66	Radio Chilena (Cia. Radio Chilena)	660	12.0
Talcahuano	CC84	Radio Almirante Latorre (Francisco Morales Castillo)	840	1.0
"	CC78	Radio Lautare (Abasolo Hermanos y Cia.)	730	0.25
Temuco	CD125	Radio Cautin (Cia. Chilena de Comunicaciones, S. A.)	1250	3.0
"	CD69	Radio La Frontera (De Mayo Hermanos)	690	1.2
Tocapilla	CA90	Radio Covadonga (Hilda Cuellar de Ynesta)	900	1.0
Valdivia	CD73	Soc. Radio Emisoras Sur de Chile (Cia. Chilena de Comunicaciones, S. A.)	730	10.0
"	CD132	Radio Baquedano (Carlos Cockbaine Requelme)	1320	1.0
Valparaiso	CB68	Radio Metro (Renard y Garcia Tello Ltda.)	680	1.0
"	CB111	Radio Camilo Henrique (Joaquin Venegas)	1110	1.0
"	CB147	Universidad Technica Frederico Santa Maria (Fundacion Santa Maria)	1470	1.0
"	CB970	Radio Cooperative Vitalicia (Cia. Chilena de Comunicaciones, S. A.)	9700	10.0
"	CB103	"	1030	10.0
"	CB90	Radio Sociedad Nacional de Agriculture (Soc. de Agriculture y Cia., Ltda.)	900	1.0
"	CB116	Radio Caupeolcan (Patricio Edwards Linares)	1160	1.0
"	CB120	Radio Presidente Prieto (Cia. Chilena de Comunicaciones S. A.)	1200	1.0
"	CB124	Radio Pedro de Valdivia (Ramon y Fernando Garcia y Cia.)	1240	1.2
"	CB132	Radio Cochrane (Soc. Wallace y Cia.)	1320	1.2
Vina del Mar	CB118	Cristobal Colon (Adriano Iz. y Reyes)	1180	25.0

COMPANIA CHILENA DE COMUNICACIONES: 10 afiliates.

COLOMBIA

[Receiving Sets, 200,000. No Set Tax]

(Population—9,620,900; Language—Spanish; Area—439,825 sq. mi.; Foreign population—Venezuelans)

Armenia	HJFI	Pregonos del Quindio (J. Palacios y Cia.)	1540	1.0
"	HJFH	La Voz de Armenia	4875	0.75
"	HJFM	(Braulio Boero Londono)	1210	0.5
"	HJFG	La Voz del Comercio (Alfonso Toro V.)	1245	1.0
Barranquilla	HJAG	Emisora Atlantico	6125	0.75
"	HJAH	(Angel W. Ruiz)	1050	1.0
"	HJAI	La Voz del Litoral (Julian Melendez)	1370	0.5
"	HJAK	La Voz de la Patria (Clemente Vassallo Gomez)	1310	1.0
"	HJAN	Emisoras Unidas (Rafael Roncallo)	1190	1.0
"	HJAB	"	4785	3.0
"	HJAT	Radio Barranquilla (Delfina V. de Haayen)	1275	0.5
"	HJAS	Emisora Variedades (Miguel A. Ruiz)	1500	0.25
"	HJAJ	Radio Alhucema (Julio Balderrama)	1220	0.5
Bogota	HJCB	Nueva Granada	1105	1.0
"	HJCD	(Roberto Ramirez G.)	6160	5.0
"	HJCC	La Voz de Bogota (La Voz de Bogota S. A.)	870	5.0
"	HJCG	Radio Santa Fe (Hernando Bernal Andrado)	1060	1.0
"	HJCI	Radio Mundial (Manuel J. Gaitan)	1380	0.5
"	HJCK	Ecoss del Tequendama (Jorge Anex)	1290	0.5
"	HJCN	Ondas de los Andes (Roberto Laignelet)	1335	0.75
"	HJCO	Emisora Suramericana	1160	1.0
"	HJCW	(Franco y Garcia)	4945	1.0
"	HJCC	Radiodifusora Nacional (Gobierno de Colombia)	4955	0.1
"	HJCR	"	1200	5.0
"	HJCT	"	6180	10.0
"	HJCAB	Radiodifusora (Ministerio de Educacion)	9690	2.5

COLOMBIA—(Continued)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power in Kilowatts
Bogota	HJCY	Radio Cristal (Cristobal Paez G. y Cia. Ltda.)	1460	0.5
"	HJCU	"	720	5.0
"	HJCA	"	4855	1.0
"	HJCX	La Voz de Colombia (C. Rio Hoyos V. de Col. S. A.)	6018	0.75
"	HJCZ	Radio Continental (Radiodifusion Colombiana S. A.)	1040	2.5
"	HJCS	"	920	5.0
"	HJCH	La Voz de la Victor (Manuel J. Gaitan)	810	2.5
Bucaramanga	HJCI	"	4895	0.75
"	HJGE	Radio Bucaramanga (Gustavo Sorzano Jimenez)	1130	1.0
"	HJGF	"	4845	1.0
"	HJGB	Radio Santander (Francisco A. Bueno)	4775	2.5
"	HJGK	"	1280	0.5
"	HJES	Radio Andagoya (Heriberto Quintero y A. Quijano)	1625	0.1
Buga	HJEI	Emisora Guadalupe (Hernando Bueno)	1410	0.25
"	HJEP	Voces de Occidente (Ramon Antonio Ascarato y Rivera)	1485	0.5
Cali	HJEB	La Voz del Valle (Eduardo Cordoba)	1150	1.0
"	HJED	"	4825	1.0
"	HJEC	Radio Libertador (Rafael Angulo)	1300	0.5
"	HJEE	Radio Cali (Jose T. Calderon N.)	1090	0.5
"	HJEF	La Voz de Rigueronia (Hernando Bueno Delgado)	1340	0.5
"	HJEL	Radio Sport (Georgette Valat de Renteria)	1260	1.0
"	HJER	Radio Pacifico (Cesar Mendoza Mazuera)	1395	0.5
"	HJEX	"	4865	2.5
"	HJEN	Radio Cultura (Alfonso Mesa Vargas)	1370	0.5
"	HJET	Radio Cultural (Direccion de Educacion del V.)	1510	0.5
Cartagena	HJAE	Laboratorias Fuentes (Rafael Fuentes)	4965	0.75
"	HJAF	"	1240	0.1
"	HJAP	Radio Colonial (Lequerica Hermanos)	4925	0.75
"	HJAR	"	1400	0.5
Cartago	HJEO	Aires del Palatino (Daniel Dosman)	1230	0.5
Calarca	HJFR	La Voz de Calarca (Luis E. Duque Lopez y Fernan)	1425	0.8
Cucuta	HJBB	La Voz de Cucuta (Pomplilio Sanchez)	4815	0.5
"	HJBC	"	1270	0.5
Fusagasuga	HJCA	Radio Sampas (Soc. Martinez, Alonso, Cano)	1525	0.1
Girardot	HJCL	Radio Girardot (Celestine Cifuentes Gomez)	1460	0.5
Ibaque	HJFC	La Voz del Tolina (Vincent Gaitan Randon)	1500	0.25
"	HJFL	Ondas de Ibaque (Luis E. Martinez)	1440	0.25
Jericó	HJDL	Ecoss del Suoreste (Padre G. Movales)	1550	0.5
Espinal	HJFS	Radio Espinal (Alfonso Reyes y Ramon Royas)	1355	0.15
Libano	HJFO	Ondas del Ruiz (Hector Enrique Giraldo)	1310	0.05
Manizales	HJFD	Radio Manizales	1390	1.0
"	HJFB	"	6105	6.0
"	HJFX	Emisora Electra (Antonio Pinzon Hayes)	600	1.0
Medellin	HJDA	Emisora Siglo XX (Humberto Restrepo A.)	1235	0.5
"	HJDC	Ecoss de la Montana (Francisco Cuartas)	1360	0.5
"	HJDX	"	4795	0.75
"	HJDE	La Voz de Antioquia (Cia. Colombiana de Radiodifusion S. A.)	6145	5.0
"	HJDK	"	1250	0.75
"	HJDL	Ondas Tropicales (Jaime Tobon Restrepo)	1458	0.5
"	HJDM	Radio Cordoba (Prospero Aguirre)	1520	1.0
"	HJDQ	Emisora Claridad (Fernando Restrepo Alvarez)	1320	0.1
"	HJDP	"	4885	2.5
"	HJDR	La Voz del Triunfo (Jose D. Ramirez)	1380	0.5
"	HJDT	Radio Nutibara (Soc. Comercial Ltda.)	1150	0.5
"	HJDU	"	4805	0.75
"	HJDZ	Universidad de Antioquia	1490	0.25
Neiva	HJFP	Ondas del Sur (Teodilo Camacho G.)	1520	0.1
Paimira	HJEJ	Armonias del Palmar (Rafael Angulo)	1460	0.5
"	HJEQ	Ondas de Paimira (Regulo Benitez)	1180	0.5
Pasto	HJHA	Radio Narino (Soc. Radio Narino)	1350	0.5
"	HJHJ	Ecoss de Pasto (Antonio Jose Moneses)	1170	0.5
Pereira	HJFA	La Voz de Pereira (Cesar & Mario Arango)	6054	1.0
"	HJFE	"	1470	0.5
"	HJFK	Ondas del Otun (Antonio J. Giraldo C. y Oscar Giraldo Arango)	6097	2.5
"	HJFF	"	1350	1.0
"	HJFQ	La Voz del Pueblo (Marceliano Ossa M.)	1120	0.5
Popayan	HJEA	Radio Colonial (Jesus Hernando Hormanza)	1500	0.5
"	HJEG	Loz Voz de Belalcazer (Radio Belalcazer Ltda.)	1450	0.25
Quibdo	HJDG	La Voz del Choco (Direccion de Educacion)	4805	0.25
Santa Marta	HJBH	Radio Magdalena (Manuel C. Conde)	1410	0.5
"	HJBJ	La Voz Santa Marta (Julio A. Sanchez Trujillo)	1370	1.2
Santander	HJEH	Ecoss de Quilichas (Escuela Rafael Tello)	1550	0.175
Sevilla	HJEW	Radio Sevilla (Jorge E. Berrio)	1380	0.5
Tocaima	HJCP	La Voz del Santuario de San Jacinto (Ruperto Aguilera Leon)	1530	0.1
Tulua	HJEK	Radio Tulua (H. Bueno Delgado)	1430	0.1
Tunja	HJGA	Radio Boyaca (Pedro Martinez)	1425	0.5
Sincelejo	HJAL	Radio Sincelejo	1460	0.5
Villavicencio	HJCV	La Voz del Llano (Victor H. Martinez, Alfredo Perillo)	1430	0.5

COSTA RICA

[Receiving Sets, 21,000. No Set Tax]

(Population—706,596; Language—Spanish; Area—19,238 sq. mi.; Foreign Population—Negroes from British West Indies)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power in Kilowatts
Alajuela	TI6JMJ	Ecos del Pao (Emilio E. Martinez)	575	0.5
Cartago	TIMC	Ecos del Pacifico (Manuel Campos Jimenez)	900	0.7
"	TI3FL	Radio Caribe (Jose Fco. Lafuente C.)	735	4.5
Heredia	T4NRH	La Voz del Comercio (Amando Cespedes Marin)	725	0.75
"	TINRH	La Voz del Comercio (Amando Cespedes Marin)	720	1.0
Puntarenas	TIWS	Ecos del Pacifico (Manuel Campos J.)	6065	0.35
San Jose	TILJ	Estacion San Jose (Lola Monga P.)	775	3.0
"	TIMACHO	Estafeta Comercial (Maximo Chaves Arias)	1100	1.0
"	TIOS	Radio Titania (Rafael Sotela Bonilla)	940	1.0
"	TILS	Radio Para Ti (Luis Saenz Mata)	880	10.0
"	TIGPH	Alma Tica (Gonzalo Pinto Hernandez)	605	5.0
"	TIGPH2	Nueva Alma Tica (Gonzalo Pinto Hernandez)	800	3.0
"	TIRH	Radio El Mundo (Rafael Hine Chavarria)	970	5.0
"	TIJMP	Estacion Libertad (Jose Maria Pinaud)	9150	2.0
"	TIPG	La Voz de la Victoria (Perry Girton)	625	5.0
"	TIFA	La Voz de Italia (Francisco Arie)	9615	2.5
"	TINBC	La Voz de la Democracia (Perry Girton)	1000	0.25
"	TICQ	La Voz del Continente (Narciso Garcia)	1070	3.0
"	TIEP	La Voz del Tropico S. A.	750	0.5
"	TI2RS	Radio Athens (Rogelio Sotela Sucs.)	830	5.0
"	TIHZ	Radio Universal (Heli Zuniga)	920	0.5
"	TIRCC	Radioemisora Catolica (Carlos Borge C.)	1150	1.0
"	TIBAS	Radio Tibas (Gonzalo Pinto Hernandez)	1180	0.5
"	TIGH	America Latina (Jose Maria Pinaud)	6180	0.5
"	TISMG	La Voz del Hogar (Guillermo Zuniga)	650	10.0
"	TIW	Radio City (Francisco Morua)	690	2.0
"	TIJSM	Radio Central (Julia Sandoval)	1045	0.5
"	TIRM	Rafael Merco A.	775	2.0
"	TILYM	Roberto Mesen Q.	1150	2.0
		
		

CUBA

[Receiving Sets, 250,000. No Set Tax]

(Population—4,778,582; Language—Spanish; Area—44,217 sq. mi.; Foreign Population—Haitian and Jamaican Negroes, Germans)

Bayamo	CMKX	Radiodifusion Vidal (Oscar Vidal Benitez)	1390	0.25
Caibarien	CMHD	Manuel Alvarez	1560	5.0
Camaguey	CMJL	Cirquito CMQ (Cambo y Gabriel S. A.)	920	5.0
"	CMJN	Radio Habana Cuba (Cadena Azul, S. A.)	580	1.0
"	COJK	La Voz de El Camagueyana (Jones, Castrillon y Cia.)	8660	1.0
"	CMJK		1150	0.50-LS
"	CMJA	Gaceta de Puerto Principe (Rafael Valdes Jimenez)	1060	0.5
"	CMJE	Rafael Valdez	1230	0.25
"	CMJF	Gertrudis de la Cruz Perez	1300	0.25
"	CMJW	Andres Moran Cisneros	1440	0.25
"	CMJC	Fernando Teron Bolanos	1340	0.25
Cardenas	CMGE	Genaro Sabater	1470	0.25
Ciego de Avila	CMJH	Luis Marauri Mendoza	1370	0.25
"	CMJM	Radio Habana Cuba S. A.	1270	1.0
"	CMJO	Bonifacio Idefonso Movales	1470	0.25
Cienfuegos	CMHM	Jose Ramon Femenias, Jr.	1450	0.25
"	CMHJ	La Voz de las Villas (Ronaldo Ugalde Cordero)	1350	0.5
Cruces	CMHK	Virgilio Villanueva	1380	0.25
Florida	CMJI	La Voz de la Trocha (Isidro Castellano)	1400	0.5
Guanabacoa	COCH	Radio O'Shea (Dr. Oscar Gutierrez)	9440	5.0
"	CMCF			
"	CMBH	Radio Reloj (Vicente Espinosa)	1540	5.0
Guantanamo	CMKS	Candido Savon Suarez	900	0.25
"	CMKH	Virgilio Arriero Maffei	1130	0.25
Havana	CMCJ	Rafael Rodriguez	1580	0.25
"	CMCR	La Voz del Caribe (Juan Gonzalez y Seneriz)	1580	0.25
"	CMCA	Muebleria La Mexicana (Augusto Teatar y J. M. Gonzales)	1490	0.25
"	CMCG	Union Radio Habana (Dr. Miguel Angel Campos)	1460	0.25
"	CMCQ	Cia Radiodifusion de Public S. A. (Andres Martinez)	1460	0.25
"	CMBX	Radio Talleres Alvarez (Vicente Espinosa)	1390	0.25
"	CMK	Radiomisora CMK (Fausto Montiel)	830	0.25
"	CMQ	Cirquito CMQ S. A.	690	25.0-D
"	COCQ		8825	15.0-N
"	CMCY	Radio Habana Cuba (Cadena Azul, S. A.)	590	15.0
"	COCY		11740	
"	CMW	Ondas Deportivas CMQ	550	2.5
"	COCW		6325	0.1
"	CMCB	Radio Metropolitana (Metropolitan Radio de Cuba, S. A.)	1330	0.25
"	CMZ	Radio Emisora CMZ (Ministry of Education, Government of Cuba)	1260	5.0-LS
"	COX		9640	1.0
"	CMOA	Publicidad Quiz a-Seigle (Juan Fernandez Duran)	1360	0.25

CUBA—(Continued)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power in Kilowatts
Havana	CMBG	Union Radio Habana (Raul Chibana)	1390	1.0
"	CMBD	Luis Perez Garcia	1460	0.25
"	CMCX	Radio Popular	1360	0.25
"	CMCH	(Jose Custodio Milagro Rumbaut y Lanza)	1290	5.0-LS
"	CMCW	Ondas Deportivas (Jose Vilarino)	1290	1.0-N
"	CMCU	Jorge Garcia Serris	1190	0.25
"	CMBY	Casa de Las Medias (Pages y Cia.)	1120	0.25
"	CMX	Mil Diaz	1010	2.5
"	COCX	Radio Salas (Manuel y Guillermo Salas)	950	0.25
"	CMBQ	Sevilla Biltmore (Amleto Battisti)	1160	1.0-N
"	CMCM	Radio-Cadena Suaritos La Imaculada	1060	5.0-D
"	COCM		9833	
"	CMBJ	Radio-Cadena Suaritos	860	5.0
"	CMBF	Radio Universal	1260	5.0
"	COBF	(Cia. Radio Universal S. A.)	6040	5.0
"	CMCO	Emisora "Herco-CMCO" (Enrique Lasanta y Oliver)	1230	0.25
"	CMBC	Radio Progreso (Domingo Fernandez Cruz)	660	5.0-D
Holguin	CMKJ	Cambo y Gabriel, S. A.	730	5.0-LS
"	CMKV		600	1.0
"	CMKF	Manuel J. de Gongora	1050	0.25
"	CMKO	Manuel Angulo Farran	1220	0.25
Jovellanos	CMGN		1310	1.0
Manzanillo	CMKE	Cia Radio Emisora Manzanillo, S. A.	1320	0.25
"	CMKM	Raimundo Comas Doiar, Merchan y P. Figueredo	560	0.25
Matanzas	COGF	Bernabe R. de la Torre	11800	
"	CMGF		1240	0.25
"	CMGH	Garcia Alvarez	1440	0.1
Nuevitas	CMJQ	Casper Estevez	1580	0.25
Palma Soriano	CMKZ	Joaquin Venero Obregon	1430	0.25
Pinar del Rio	CMAB	Francisco Martinez	1450	0.25
"	CMAQ		810	0.25
"	CMAN	Radio Habana Cuba (Cadena Azul, S. A.)	1300	1.0
Placetas	CMHP	Candido de Los Angeles, Guevara Perdomo	1320	0.25
Puerto Padre	CMKY	Emisora Comercial (Pedro Zacca Cheda)	1350	0.1
Rancho Boyeros	CMCK	Radio America (Luis y Ernesto, Casas Rodriguez)	980	5.0
Regia	COCO			
"	CMCD	La Voz Del Aire, S. A.	630	15.0
"	COCB		6130	1.0
Sancti Spiritus	CMHT	V. E. Veias Arias	1410	0.3
"	CMHT	F. E. Soto del Valle	990	0.25
San Luis	CMKQ	Angel Vicedo Quintero	1460	0.5
Santa Clara	CMHQ	Cirquito CMQ (Goar Mestre)	640	5.0
"	CMHI	Radio Habana Cuba (Cadena Azul, S. A.)	570	10.0
"	COHI		6455	1.0
"	COHW		950	1.0
"	CMHX	Francisco Chavarrey Fuster	1480	0.25
"	CMBM	Jose Ramon Femenias, Jr.	1450	0.25
Santiago de Cuba	CMKN	Radio Habana Cuba (Cadena Azul, S. A.)	930	1.0
"	CMKU	Cirquito CMQ (Goar Mestre)	970	1.0
"	CMKW	Ricardo Miranda, Cortes y Raul S. Echevarria	1000	1.0
"	CMKC	Roberto Miguel Gonzalez	1250	0.25
"	CMKR	Jaime Nadal	1090	0.25
"	CMKG		1490	0.25
"	COJK		7058	1.2
"	CMKD	Emisora Oriental (Otto Juan Vinas Gimeno)	1290	1.0
Santiago de las Vegas	CMBA		1420	0.25
Segua la Grande	CMHO	Enrique Lasanta	1250	0.25
"	CMHA	Obelardo Menocal	1280	0.25
Trinidad	CMHT	F. E. Soto del Valle	990	0.25
Vedado	CMBS	Enrique Artalejo Fernandez	1090	0.25
"	CMOX	Cia. Electronica S. A.	1490	0.25

NETWORKS OF CUBA

CMQ CIRCUIT: Six affiliates; Key station—CMQ Havana.
 RADIO HABANA CUBA CADENA AZUL (RHC): Eight affiliates; Key station—CMCY Havana.

DOMINICAN REPUBLIC

[Receiving Sets, 8,000. Set Tax, 50 Cents Yearly]

(Population—1,969,773; Language—Spanish; Area—19,129 sq. mi. Foreign population—German and Italian)

Ciudad Trujillo	HIZ	Broadcasting Nacional (Frank Ilatton)	1350	0.25
"	HI1Z	Radiofusoras Nacionales (Partido Dominicano)	6312	0.5
"	HI1N	Radiofusoras Oficiales (Dominican Government)	1090	1.0
"	HI1X		6243	1.0
"	HI1X		950	0.25
"	HI1X		6391	1.0
"	HI1X		11800	0.3
"	HI1G	Andres Cordero Puello	6124	0.1
"	HI2G		9290	0.1
"	HIT	El Hit del aire (F. A. Sanabia)	6630	0.25
"	HIL	Joaquin C. Pellerin	6190	0.25
"	HIH	Domingo Dominguez	1420	0.25
"	HI8A	La Voz del Yuna	1470	0.25
La Romana	HI3O	La Voz Del Papayayo (Antonio Herrero)	6730	0.25
"	HI3O	(Jose Arismendy Trujillo Molina)	6480	0.2
Monsignor Nouel	HI2T			
"	HI3T			
Puerto Plata	HI9T	Broadcasting Tropical (Luis A. Pelegrin)	6170	0.2
"	HI9U	(Luis A. Pelegrin)	7205	
San Cristobal	HI1R	La Voz de Fundacion (Luis Alberti)	6420	0.25
San Pedro de Macoris	HI1J	Fausto M. Donastorg	6025	0.1
Santiago	HI1A	La Voz del Yaque (Rafael Western)	6190	0.25
"	HI3U	La Voz del Comercio (Fernando Bertran)	6015	0.2
"	HI9B	Broadcasting Hotel Mercedes (Jacinto L. Sanchez)	6383	0.25
"	HI8Z	Luis Felipe Moscoso C.	1120	0.2

(Continued on Page 562)

ECUADOR

[Receiving Sets, 20,000. Set Tax, 10 Sucres]

(Population—3,105,541; Language—Spanish; Area—104,506 sq. mi.; Foreign population—Colombian and German)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power in Kilowatts
Cuenca	HC1AO	La Voz de Tomebamba (Humberto Espinosa)	4200	0.15
Guayaquil	HC2CM	Radiofusora Iman	7220	0.2
"	HC2BA	La Voz del Guayas	1500	0.2
"	HC2CW	Ondas del Pacifico (Alfonso Vilnot)	900	0.25
"	HC2AD	La Voz del Alma (Odalía Aruz de Garcia)	8400	0.2
"	HC2AJ	Cia. Radiofusora del Ecuador	1050	1.0
"	HC2AK	(Luis Alcivar Elizalde)	9310	1.0
"	HC2JSB	Ecuador Radio (Juan S. Behr)	1260	0.2
"	HC2RB	La Voz del Litoral (Eric Williams)	1250	0.1
"	HC2ET	Diario El Telegrafo	9200	0.2
"	HC2GI	(Jose Santiago Castillo)	1160	0.1
"	HC2AU	Radio Atalaya (Radio Atalaya C. A.)	1350	0.2
"	HC2RL	Quinta Piedad	6647	0.2
"	HC2AQ	Radio Ortiz	1450	0.25
Ibarra	HC1IM	La Voz de Imbabura (El Concejo Municipal)	4020	0.3
Portoviejo	HCJB4	La Voz de Manabí (Clarence W. Jones)	3645	0.05
"	HC4FA		7244	0.2
Quito	HCJB	La Voz de Los Andes (Clarence W. Jones)	12455	10.0
"			9958	10.0
"			4108	10.0
"			974	0.3
"	HC1PM	El Palomar (Leonardo Ponce)	5795	0.15
"	HCQR	Radio Quito "La Voz de la Capital" (Carlos Mantilla Ortega)	1340	0.35
"	HCQRX		5970	0.25
"	HC1GQ	Radio Union Agencias Unidas	7239	0.2
"	HC1CR	(Soc. "Agencias Unidas C. A.")	1380	0.2
"	HCBS	Radio Bolívar "Voz de la Victoria"	1340	0.25
"	HCBT	(Mantilla Ortega)	9355	0.25
"	HCK	Radio Nacional	5885	0.3
"	HC1CG	Radio Ecuador Amazonia (Miguel Olugel Gonzales)	7874	0.2
"	HC1BF	Radio Commercial	7265	1.0
"	HC1BD	(Adriano Jaramillo)	1111	1.0
"	HC1AB	La Voz de la Democracia (Aziz Noe Mucarzel)	1280	0.3
"	HC1AC		7200	0.3
"	HC1MJ	Gran Colombia (J. Alejandro Guzman)	1410	10.0
Riobamba	PRADO	El Prado	6618	0.5
"	HDZ	La Voz del Chimborazo (Government of Ecuador)	3228	0.25
"	HC1CT	Escuela Central Tecnico	14760	0.2
Tulcan	HCJ	La Voz del Carchi (Government of Ecuador)	5480	0.25
Vinces		La Voz de Vinces		

EL SALVADOR

[Receiving Sets, 10,000. No Set Tax]

(Population—1,862,980; Language—Spanish; Area—13,176 sq. mi.; Foreign population—Spanish refugees, Palestinian)

San Salvador	YSO	Radiofusora "La Voz de la Democracia"	870	1.5
"	YSN		7270	1.0
"	YSR	La Voz de "El Salvador" (Alberto Cevallos Villa)	990	0.5
"			6225	0.5
"	YSS	Alma Cuscatleca (Government of El Salvador)	638	0.5
"	HUB		4780	
"	YSD		7894	
"	YSP	La Voz de Cuscatlan (Fernando Albayeros-Sosa)	760	0.25
"	YSP-1		780	0.115
"	YSP-A		9575	
"	YSP-B		6150	
"	YSI	Radio Intercontinental	1250	0.1
"			7215	0.1
Santa Ana	YSW	Alejandro Calderon Vides	9375	0.15

GUATEMALA

[Receiving Sets, 35,000. Set Tax, \$3.00 per Year]

(Population—283,209; Language—Spanish; Area—42,044 sq. mi.; Foreign population—Germans, 3,500)

Guatemala City	TG1	Radio Morse	1310	0.5
"	TG2	(Guatemalan Government)	6220	0.3
"	TG3		2320	0.3
"	TGW	Radio Nacional "La Voz de Guatemala"	610	10.0
"	TGWA	(Guatemalan Government)	15170	10.0
"	TGWB		6460	1.0
"	TGWC		1520	1.0
"	TGX	La Voz del Pueblo (La Nacion—Newspaper)	1410	0.5
"	TGX1		6190	0.5
"	TGN	La Voz de la Libertad (La Nacion)	1060	0.15
"	TGNA		7280	
Quezaltenango	TGQ	La Voz de Quezaltenango	1450	0.5
"	TGQA	(Guatemalan Government)	6400	1.0

HAITI

[Receiving Sets, 3,800. Set Tax, 20c per Tube]

(Population—2,720,000; Language—French; Area—10,700 sq. mi.; Foreign population—Few Jewish refugees)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power in Kilowatts
Port-au-Prince	HHW	C. Ricardo Widmaier, Jr.	1230	0.3
"	HH3W		9890	0.25
"	HH2S	Societe Haitienne de Radiodifusion (Frank C. Magloire Broadcasting Circuit)	5945	0.3
"	HHGM		1473	1.0
"	HHCM		6163	1.0
"	HHBM			1.0
"	HHJM			1.0
"	HHCA	Haitian Broadcasting Co.	4600	0.075

HONDURAS

[Receiving Sets, 15,000. No Set Tax]

(Population—1,173,032; Language—Spanish and Indian; Area—59,160 sq. mi.; Foreign population—1,700, mostly German and U. S. citizens)

La Ceiba	HRD2	La Voz de Atlantida (Genoveva V. de Castaneda)	6235	0.25
San Pedro Sula	HRP1	El Eco de Honduras (Filiberto Diaz Zelaya)	6351	0.35
Tegucigalpa	HRN	La Voz de Honduras (Rafael Ferrari)	5875	0.75

MEXICO

[Receiving Sets, 600,000. No Set Tax]

(Population—20,000,000; Language—Spanish; Area—763,268 sq. mi.; Foreign population—Little immigration)

Acapulco	XEKJ	Refugio Acosta de Valdivieso	1400	0.25
Agua Prieta	XERP		1190	50.0
Agua Calientes	XEBI	Radio Central (Pedro C. Rivas)	1860	0.25
"	XERO		1490	0.25
Cajoncita	XBQA	Comision Nacional de Irrigacion	9200	0.8
Campeche	XEA	El Echo de las Murallas (Luis A. Maury)	1370	1.0
Cananea	XEFQ	Ernesto Felix	980	0.5
"	XESY	Hector Compy	1320	0.2
"		1490	0.25
Cases Grandes	XETX		1400	0.1
Celaya	XENC	El Herald del Bajio S. de R. L.	1540	0.25
"	XEFH		1090	0.25
"	XEJT	XEW Network	1600	0.1
Chihuahua	XEFI	El Pregonero del Estado de Chihuahua (Ramiro G. Uranga)	1440	1.0
"	XEM	El Herald del Norte (Pedro Meneses, Jr.)	1390	0.5
"	XEBW	Angel Mara T.	1280	0.6
"	XEBU		1240	0.1
"		580	0.25
Chilpancingo	XEJZ		1300	0.25
Ciudad Camargo	XEOH		1270	0.15
Ciudad Delicias	XEJK		1340	0.1
Ciudad Guzman	XEBA	Jose D. Gonzales	1270	0.25
Ciudad Juarez	XELO	Cia. Radiodifusion de Piedras Negras	800	150.0
"	XEJ	La Voz de la Frontera (Pedro Meneses, Jr.)	970	5.0
"	XEP	La Voz Panamericana (Esteban Farra)	1800	0.5
"	XEWG	Carlos Mendez	1460	1.0
"	XEF	Gilberto Gil	1420	0.25
"	XEFV	Dario Cordoba	1240	0.25
Ciudad Obregon	XEAP	La Voz del Valle del Yaquil (Emilio Manzanilla)	1290	0.1
"	XEOX	Radio Cajeme (Felipe G. de Leon)	1340	0.25
Ciudad Valles		1340	0.1
"	Tomas Olivia Bannelos	1490	0.125
Ciudad Victoria	XEBJ	La Voz de Tamarelipas (Fernando Elizalde Ramos)	1450	0.1
Coatzacoalcos	XEFZ	Pedro E. Rocher	1340	0.25
"	XEOM		1340	0.25
Colima	XERL	J. Roberto Levy	1280	0.25
Cordoba	XEAG	Diodoro Zuniga	1280	0.25
Cuernavaca	XEJC	La Voz del Sur (Eduardo Jimenez de la Cuesta)	1420	0.25
"	XEY	Radio Gugambilla de Cuernavaca (Juan Gutierrez, Jr.)	980	0.25
Culiacan	XESA	La Voz de Sinaloa (Pablos y Elizalde, S. de R. L.)	1860	0.5
"	XEBL	La Voz del Noroeste		
"	XEGF		1300	0.1
"		1060	0.25
Durango	XEE	La Voz de Durango (Jose G. Valenzuela)	1280	0.25
"	XEDU		1400	0.15
Ensenada	XEPF		1400	0.2
Fresnillo	XEMA		1340	0.1

MEXICO—(Continued)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power in Kilowatts
Gomez Palacio	XEMG		1310	0.25
Guadalajara	XEJB	Gobierno del Estado de Jalisco	1010	5.0
"	XEDK	Radio Sonido de Occidente (Salvador Vasquez Tello)	1250	0.5
"	XEDG	Cia. Radiofonografica, S. A.	680	0.5
"	XEDQ		1310	1.0
"	XEHL	Radio Annunciadora Kist, S. de R. L.	670	0.5
"	XELW	Radio Occidental (Salvador Galindo de la Torre)	1340	2.5
"	XEHK	Carmen Villasenor	960	0.25
"	XEAV	Radio Guadalajara (Alfredo Vasquez)	580	1.0
"	XEAD	Radio Economico (Alejandro A. Diaz)	1150	0.25
"	XEXN		1400	0.25
Guanajuato	XEJT	El Heraldo de Guanajuato (Toje Tomes Morales)	570	0.25
Guaymas	XEDR	El Vocero de Guaymas (Modesto Ortega)	1490	0.25
Hermosillo	XEBH	El Heraldo de Sonora	920	1.0
"	XEBR	(Carlos Balderrama)	11820	0.15
"	XEDL		1250	0.5
"	XEHQ	Radio Programas de Mexico (C. Serna Martinez)	590	0.3
"	XEOP		960	0.5
"		1300	0.25
"	XEQN		1640	5.0
Hidalgo del Parral	XEJS		1150	0.5
"	XEAT		1250	0.25
"	XEJR	XEW Network (Anastasio Gomez Gallardo)	1490	0.1
Iguala			1450	0.25
Irapuato	XEBO	La Voz del Centro de la Republica (Alfonso Martinez)	1380	0.5
"	XEWE		1420	0.1
Jalapa	XEBF	Pedro Coronel Aburto	6090	0.1
"	XEKL		550	0.1
"	XEJA	La Voz de las Atenas Veracruzana (Daniel Schacht Perez)	1400	0.1
La Barca	XEGC		1450	0.1
La Paz	XEPX		550	0.25
La Piedad			1600	1.0
Leon	XEFM	La Voz del Comercio (Radio Impulsora del Centro S. A.)	1270	0.25
"	XERZ	XEW Network	1240	0.25
"	XELG	Radio Impulsora del Centro S. A.	680	1.0
Linares	XER	Radio Linares S. A.	1260	0.25
"		1410	0.25
Los Mochis	XECF	Le Voz del Valle del Fuerte (Francisco Perez H.)	1410	1.0-D 0.5-N
Magdalena	XEDJ	XEW Network (Enrique Sorolegui)	1450	0.1
Matamoros	XEO		970	0.75
"	XEXP		1450	0.1
"	XEAM	XEW Network (Manuel L. Salinas)	1400	0.25
Mazatlan	XERJ	La Voz de Mazatlan (Oscar Perez E.)	1320	0.5
"	XEDS	El Heraldo de Sinaloa (Alejandro A. Schober)	1420	0.5
"			1380	0.25
Merida	XEZ	La Voz de la Peninsula (Jorge L. Palomeque)	600	2.0
"	XEME	XEW Network (Perfecto Villamil Cicero)	1270	0.5
"	XEFC	La Voz de Yucatan desde Merida (Rafael Rivas Franco)	1340	0.25
"	XEFK		1450	0.1
"	XEMQ		1240	0.25
"	XEMH		1400	0.25
Mexicali	XECL	Alfonso A. Lacarra	990	5.0
"	XEAO	Chavez y Castro, Soc.	910	0.25
"	XEAA	La Voz de los Valles (Consuelo T. Eguia)	1340	0.25
"	XED		1050	5.0-D
Mexico City	XEXA	Departamento de Publicidad y Propaganda	6175	0.1
"	XEBT	El Buen Tono, S. A.	6000	1.0
"	XEB		1220	100.0
"	XEW	La Voz de la America Latina	900	100.0
"	XEWV	desde Mexico	9500	10.0
"	XEQ	Radio Panamericana	940	50.0
"	XEQQ		9680	
"	XEDP		1060	50.0
"	XEOY	Radio Mil	1090	10.0
"	KEOI	(Ignacio Diaz Raigosa)	6010	5.0
"	XEBZ	El Vocero Mexicano	660	0.5
"	XELA	Radio Metropolitana	880	1.0

MEXICO—(Continued)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power in Kilowatts
Mexico City	XEUZ	Partido Nacional Revolucionario	6130	0.1
"	XEFO		1110	20.0
"	XEN	Radio Mundial	690	5.0
"	XENN	(Ing. Salvador del Cenda)	11789	0.5
"	XEYU	National Univ. of Mexico	9600	0.25
"	XEUN		860	5.0
"	XEML		1550	1.0
"	XEQR	Cadena Radio Continental	1030	1.0
"	XERQ		9610	
"	XEQK	La Hora Exacta	1350	0.4
"	XETT	(Angel H. Ferreiro)	9555	0.5
"	XEDA	Pedro Riestra Diaz	1290	1.0
"	XEMC	Delores G. Estrada	1590	5.0
"	XERC	Radio Difusora Comercial (Radio Popular de Mex., S. A.)	790	1.0
"	XELZ	La Voz de la Industria Nacional	1440	1.0
"	XENK		620	5.0
"	XEPH		590	5.0
"	XERH	Sal de Uvas Picot (Arse S. A.)	11880	1.0
"	XEJP	Vocero de los Productos Dandy (Luis Robina Cofina)	1550	0.25
"	XESM	Salvador San Martin	1470	5.0-D 1.0-N
"	XEAI		1320	0.5
"	XEK	Arturo Martinez	970	0.5
"	XEL	Financiera de Inversiones, S. A.	1260	0.75
"	XEBS	Maria Remedios Delgado	1410	0.75
"		1180	0.25
"	XEMX	Alfonso T. L. Avelos	1380	0.5
"	XEOF		560	1.0
"	XEWI	Instituto Mundial de la Vida Impersonal	6015	0.4
"		730	150.0
Minatitlan	XEDW	XEW Network (Hector Silva Canto)	1260	0.25
Monterrey	XETA	El Pregonero del Norte, S. A.	9555	1.0
"	XET		990	5.0
"	XEG	The Friendly Voice from Mexico	1050	150.0
"	XEH		1420	1.0
"	XEPB	La Voz del Norte de Mexico (Jesus Quintanilla)	630	1.0-D 0.5-N
"	XEMR	Henrinque Serna Martinez	1370	0.5
"	XEX	El Heraldo del Comercio, S. A.	1280	0.5

(Continued on Page 564)

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MEXICO—(Continued)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power in Kilowatts
Morelia	XEKW	Jose Martinez Ramirez	6080	0.5
"	XELQ	Radio Comercial Michoacana (Francisco Larios Iturbido)	1270	0.25
"	XEI	Carlos Gutierrez	1400	0.25
"	XESF		1300	0.25
Naco	XETM	El Heraldo de la Frontera (Jesus Manuel Franco)	1350	1.0
Navojua	XEGL	XEW Network (Fausto M. Gomez)	1270	0.5
"	XEAJ	Emilio Manzanilla	1400	0.25
Nogales	XEHF	XEW Network (Francisco G. Elia)	1370	1.0
"			1010	0.25
Nueva Laredo	XEFE	La Voz de la Frontera (Rafael T. Carranza)	960	1.0
"	XEDF		790	0.5
"	XEBK	G. Guajardo y M. M. Cortes	1340	0.1
"	XENT	Cia. Industrial Universal, S. A.	1140	50.0
"	XELF		1380	0.25
"	XEAS		1410	0.25
"	XELH		1460	0.1
Oaxaca	XEAX	XEW Network (Alvaro Rodriguez A.)	1270	0.5
Orizaba	XEOR		580	1.0
"	XEPP	La Voz de Orizaba (Radio Impulsora Orizabena)	1450	0.15
"	XETQ	Mensajere del Progreso Orizabeno (Francisco Campos H.)	1370	0.25
Piedras Negras	XEMU	Cia. Radiodifusora Piedras Negras S.A.	580	5.0-D 0.25-N
"	XEMJ	Jesus F. Elizalde	920	0.2
Puebla	XEHR	Heraldo Angelopeltano (Roberto Caneado)	1090	0.25
"	XECC	Impulsoras del Progreso (Ricardo Vazquez A. Costa)	6185	0.5
"	XECD		1170	0.35
Queretaro	XEJX	Radiomisa Queretana	1450	0.25
Reynosa	XEAW	Cia. International Reynosa	1010	50.0
"	XERT		1570	100.0
"			590	5.0-D 0.25-N
Rosarito	XERB	Radiodifusora Internacional, S. A.	1090	50.0
Sabinas	XEBX	XEW Network (Radiodifusora Internacional)	610	0.5
Saltillo	XESJ	La Llamada de la Cultura (Froilan Mier Narro)	1250	1.0-D 0.5-N
"	XEKS	Juan Antonio de la Pena	1330	0.1
"	XEDE	El Heraldo de Coahuila	1400	0.15
"	XEXU	Rafael Caranza	1490	0.1
San Luis Potosi	XECZ	La Voz de la Mesa Central (Ceferino Z. Jimenez)	1430	1.0
"	XEBM	Benjamin Briones	1260	0.25
"	XEXQ		1400	0.1
San Luis Rio Colorado	XEYI	Lucinda Arenaxde de Maza Millan	1450	
San Miguel Allende	XESQ		1280	0.1
Santa Barbara	XESB		1400	0.15
Santa Rosalia		560	0.1
Tampico	XEFW	La Voz de Tampico (Flores y Martinez)	310	5.0
"	XETW		6045	0.1
"	XETU	El Signe de Progreso	1460	1.0
"	XECA	El Vocero de Tampico (Nicolas M. Picot)	980	1.0
"	XES	The Voice of Mexico From Tampico (Difusora Portena S. de R. L.)	1300	0.25
Tapachula	XETS	Wadley Dominguez Correa	630	0.1
"	XETA		1450	0.25
Tehuacan	XEWJ		1420	0.1
Tepic	XEXT	Official Station of State Government (Gobierno del Estado de Nayarit)	980	1.0
"	XERK	El Echo del Pacifico desde Tepic, Nayarit (Dario Mondragon)	1450	0.25
Teziutlan	XETZ		1360	0.25
Tijuana	XEBG		1550	1.0
"	XEAC	Jorge I. Rivera	690	5.0
"	XEMO	Fernando Frederico Ferreira	860	5.0
"	XEAU	Radio Panamericana (Manuel Acuna Varela)	1470	0.25
"	XEGM	Rita Maysans y Gustavo Faist E.	950	2.5
"	XEON	Cia. Radio Mexicana	1420	2.0
"		1590	5.0
"	XEAZ		1270	0.5-N 5.0-D
"	XEC	Luis E. Encisco	1310	1.0
Tlaxcala	XEXZ		1480	5.0
"	XEXE	State Government	2410	0.1
Toluca	XEXS	Instituto Cientifico y Literario	1340	0.1
"	XECH	Rodolfo Llamas	1490	0.25
Torreon	XETB	El Heraldo de Torreon (Sra. Leonor B. vda. de Zaragoza)	1350	0.5
"	XEDN		600	1.0
"	XEBP	La Voz de la Laguna (Alejandro O. Stevenson, Jr.)	1260	1.0-D 0.25-N
"	XEOB		1490	0.1
"	XEQW	Maria Refugio A. de Valdivieso	1450	0.5

MEXICO—(Continued)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power in Kilowatts
Tuxpam	XETL	La Voz de la Hauticas (Calixto Almazan)	1390	0.25
Tuxtla Gutierrez	XEON		1280	0.1
"	XFBK		5340	
Uruapan	XEFU	Ignacio Navarro	550	0.85
Veracruz	XEUW	El Echo de Sotavento desde Veracruz	6020	0.25
"	XEU		960	0.5
"	XEHV	Radiodifusora Veracruzana	1310	1.0
"	XETF	La Voz de Veracruz (Jose Rodriguez Lopez)	1250	0.5
"	XEFT		9545	0.25
"	XELL	Delorez G. de Ferrero	1430	0.25
Villa Acuna	XEDH	Vicente Hernandez	1340	0.25
"	XEAB		1600	5.0
Villahermosa	XEVV		970	0.5
"	XERE	Juan T. Trujillo	9515	0.1
Zacatecas de Zac	XELK	Jose Macias Guerrero	1280	0.25
Zamora	XEGT	Juan T. Trujillo	1490	0.25

NETWORKS OF MEXICO

XEW NETWORK: 21 affiliates. Key station—XEW Mexico City.
 RADIO MIL NETWORK: 13 affiliates. Key station—XEYO Mexico City.
 XEB NETWORK: 12 affiliates. Key station—XEB Mexico City.
 XEQ NETWORK: 14 affiliates. Key station—XEQ Mexico City.
 RADIO PROGRAMAS DE MEXICO: 24 affiliates.

NICARAGUA

[Receiving Sets, 7,000. No Set Tax]

(Population—1,030,700; Language—Spanish; Area—57,144 sq. mi.; Foreign population—Chinese.)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power in Kilowatts
Granada	YNFT	La Voz de la Sultana (Jose Francisco Terceroz)	7500	0.1
"	YN2FT			
"	YNLAT	La Voz del Mombacho (Leonidas A. Tenorio)	7625	0.1
"	YNWW	Radio Sport	6915	
Leon	YNJAT	La Voz del Aire (Dr. Jose Antonio Tijerino)	5758	1.0
"	YNDG	Gilfillan (Benjamin Gallo)	7660	0.1
Managua	YNPS	La Voz de Nicaragua (Nicaraguan Government)	6760	0.8
"	YNDS		6240	0.5
"	YNFP	La Voz del Tropico (Francisco Perez G.)	6275	0.1
"	YNOW	La Voz de la America Central (Jose O. Mendoza Bros.)	6850	0.8
"	YNQW	La Voz de la Victoria	6915	
Masaya	YNFM	La Voz de las Flores (Jose Francisco Tercero)	6950	0.6
"	YNFT	Radio Masaya (Emilio Estrada)	7183	0.1

PANAMA

[Receiving Sets, 15,000. No Set Tax]

(Population—631,637; Language—Spanish; Area—28,575 sq. mi.; Foreign population—Little immigration, but small foreign population is dominant economic group.)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power in Kilowatts
Colon	HP5K	La Voz de la Victor (Jose Jaen J. y Cia.)	6005	1.0
"	HOK		640	0.25
"	HP5F	La Voz de Colon (Servicio Publico de Radio)	6080	0.15
Panama	HP5G	Radio Panamerica (Dr. Harrodio Arias)	11780	0.5
"	HOA		1000	0.5
"	HOC	La Voz de la Victor de Panama (Jose Jaen J. y Cia.)	1440	1.0
"	HP5A		11700	1.0
"	HOQ	La Radio Nacional (De Mena, Herrera y Cia. Ltda.)	1250	0.25
"	HP5B	Radio Miramar, S. A.	6030	0.15
"	HP5C		730	0.5
"	HP5H	La Voz del Pueblo (M. Lombardo Vega)	6122	0.1
"	HP5J	La Voz de Panama (Servicio Publico de Radio)	9607	1.0
"	HP6J		1360	1.0

NETWORK OF PANAMA

CADENA PANAMENA DE RADIODIFUSION: Four affiliates. Key station—HOC Panama City.

PARAGUAY

[Receiving Sets, 15,000. No Set Tax]

(Population—1,040,420; Language—Spanish; Area—150,516 sq. mi.; Foreign population—Polish, German, Italian.)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power in Kilowatts
Asuncion	ZPA1	Radio Nacional (Government of Paraguay)	6300	2.5
"	ZP1		1360	0.1
"	ZP9	Radio La Capital (Atilio Bajac)	970	1.5
"	ZP10	Radio Guarani (Victor Noriega)	1330	0.1
"	ZP11	Radio Charitas (Fbro. Luis Lavorel)	1200	0.25
"	ZPA3	Radio Teleco (Teleco Paraguaya, S. A.)	11850	1.2
"	ZP3		700	8.0
Encarnacion	ZP5	Radio Encarnacion (Cia. Paraguaya de Radiodifusion, S. A.)	920	5.0
"	ZPA5		11950	8.0
Villarica	ZP6	Radio Livieres (Emilio Jordan Livieres)	1300	0.25

(Continued on Page 566)

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PERU

[Receiving Sets, 100,000. No Set Tax]

(Population—7,023,000; Language—Spanish; Area—482,257 sq. mi.; Foreign population—Japanese, German, Italian.)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power in Kilowatts
Arequipa	OAX6B	Radio Landa (Maximo J. Landa)	6350	0.2
"	OAX6C	Radio Continental	1370	0.3
"	OAX6E	(Cia. Peruana di Radiodifusion, S. A.)	6235	0.3
"	OAX6A	Radio Arequipa, S. A.	6010	0.25
Callao	OAX4C	Radio Callao (Franklin Urteaga y Couralegui)	1160	0.5
Chiclayo	OAX1A	Radio Delcar (J. Carlos Montjoy)	6150	0.3
Cuzco	OAX7A	Radio Cuzco (Carlos Lizarraga Fisher)	6128	0.25
Huacho	OAX4D	Radio Central (Juan Pablo Goicochea)	890	0.2
Huancayo	OAX4P	Radio Huancayo (Alfredo Elejalde Granados)	5980	0.25
Ica	OAX5B	Radio Universal	1480	0.1
"	OAX5C	(Paul Claux Budge)	9560	0.25
Lima	OAX4H	Radio Mundial	6370	1.0
"	OAX4F	(Dr. Prada)	1080	1.0
"	OAX4B	Radio Lima	1220	0.3
"	OAX4G	(Bolivar y Carcovich)	6330	0.3
"	OAX4Z	Radio Nacional del Peru	6082	14.0
"	OAX4A	(Peruvian Government)	854	10.0
"	OAX4T		9562	10.0
"	OAX4E	Radio Central de Lima	930	5.0
"	OAX4K	(Juan Pablo Goicochea)	9700	0.25
"	OAX4L	Radio Miraflores (Clemeate y Ricardo Palma)	1250	1.0
"	OAX4V	Radio America	5940	0.5
"	OAX4W	(Cia. Peruana de Radiodifusion, S. A.)	9440	0.5
"	OAX4U		1030	1.0
"	OAX4X	Radio Victoria	780	2.0
"	OAX4Q	(Jose E. C. Andrade)	6020	1.0
Piura	OAX4M	Estacion del Ministerio de Aeronautica	1120	0.35
Trujillo	OAX2A	Radio Trujillo	5625	0.3
"	OAX2B	(Cia. Peruana de Radiodifusion, S. A.)	1400	0.3

NETWORKS OF PERU

COMPANIA PERUANA DE RADIOFUSION: 10 affiliates. Key station—OAX4U Lima.
RED CENTRAL DE EMISORAS PERUANAS: 7 affiliates. Key station—OAX4E Lima.

URUGUAY

[Receiving Sets, 175,000. No Set Tax]

(Population—2,185,626; Language—Spanish; Area—72,172 sq. mi.; Foreign population—Italian.)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power in Kilowatts
Canelones	CW47	Radio Canelones (Julio J. Rabassa)	1480	0.3
Colonia	CW1	Radio Popular (Raul Montellano y A. Bernotti)	550	2.5
Durazno	CW25	Radio Durazno (Artola, Evangelisti y Cia.)	1430	0.5
Florida	CW33	Radio Difusora Florida (Omar F. Barreiro)	1200	0.075
Maldonado	CW51	Radio Maldonado		
Montevideo	CX34	Radio Artigas (A. Canepa y Cia.)	1210	0.5
"	CX26	Radio Uruguay (A. Canepa y Cia.)	1050	2.0
"	CX50	Radio Nativa (Bernardino Ayala)	1530	0.5
"	CX20	Radio Montecarlo (Sucesores de Carlos L. Romay)	930	2.0
"	CX32	Radio Aguija (Rodolfo Bazagustin Cantonnet)	1170	1.0
"	CX18	Radio Libertad (Difusoras de Uruguay)	890	5.0
"	CX4	Uruguan Government	610	5.0
"	CX46	Radio America (Guaman Bertacchi)	1450	5.0
"	CX22	Radio Universal (Harispuru Hermanos)	970	0.5
"	CX42	Radio Acreimlam (Hector Vernazza)	1370	1.0
"	CX44	Radio Monumental (Julio J. Rabassa)	1410	1.0
"	CX40	Radio Fen'x (Julio J. Rabassa)	1330	1.0
"	CXA21		6170	1.0
"	CX12	Radio Oriental (Luis A. Artola)	770	5.0
"	CX24	La Voz del Aire (S. A. Difusoras Radio—Electricas del Plata)	1010	5.0
"	CX8	Radio Jackson (Ramon Puyal y Garanto)	690	5.0
"	CXA8			
"	CX16	Radio Carve (S. A. Difusoras Radio—Electricas del Plata)	850	50.0
"	CX36	Centenario Broadcasting (Vasquez y. Walder)	1250	1.0
"	CX48	Radio Femenina (Vasquez y Cia.)	1490	0.5
"	CX28	Radio Imparcial (Walfrido Figueira Moran)	1090	3.0
"	CXA11		27000	2.5
"	CXA4	Uruguan Government	6125	5.0
"	CX6		650	25.0
"	CXA6		9620	2.0
"	CXA10		11895	2.5
"	CXA18		15300	2.5
"	CX38		1290	5.0

URUGUAY—(Continued)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power in Kilowatts
Montevideo	CX90	Radio Nacional (Carlos Silva)	1190	0.5
"	CXA30		6085	1.0
"	CX14	El Espectador (Difusoras del Uruguay)	810	15.0
"	CXA19		11705	1.5
"	CX10	Radio Ariel (Luis Battle Berres)	730	5.0
"	CXA3	Leon Landeira	6075	2.5
Paysandu	CW35	Paysandu (Buenaventura, Mather y Orodoqui)	1240	0.25
"	CW39	La Voz de Paysandu (Miguel Peuna)	1320	0.1
Rivera	CW19A	Radio Charrus (Jorge Downton Garcia)	1340	0.06
"	CW43B	Radio Internacional (Walfrido Figueira Moran)	1480	0.3
Rocha	CW19	Radio Difusora Rochense (Juan J. Harispuru Abel Machado)	1340	0.05
Salto	CW23	Radio Cultural (Domingo Giordano)	820	0.25
"	CW27	Radio Tabare (Luis Battle Berres)	680	0.6
"	CW31	Salto Broadcasting (Salvador E. Pera)	1120	1.0
San Jose	CW47A	Radio Welcome (Fasola Rios y Tiboni)	1510	0.5
"	CW41	Broadcasting San Jose (Juan J. Harispuru y Pedro Bruccoleri)	1360	0.05
Soriano	CX52	Radio Litoral	1570	0.75
Tacuarembó	CW46A	Difusora Zorrilla de San Martin (Luis S. Dini)	4170	0.25
Treinta y Tres	CW45	Difusora Trienta y Tres	1390	0.1

NETWORK OF URUGUAY

CADENA URUGUAYA: 8 affiliates. Key station—CW1 Colonia.

VENEZUELA

[Receiving Sets, 60,000. No Set Tax]

(Population—3,850,771; Language—Spanish; Area—352,141 sq. mi.; Foreign population—German and Italian)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power in Kilowatts
Barcelona	YV6RC	Emisoras Unidas (L. J. Arreaza A.)	3510	1.0
"	YV6RE		1080	0.5
Barquisimeto	YV3RE	Radio Barquisimeto (Rafael Angel Segura)	1475	5.0
"	YV3RN		4990	5.0
"	YV3RS	Radiodifusora Occidental (Rafael Angel Segura)	3490	5.0
"	YV3RD		1270	5.0
Caracas	YV6RA	Radio Caracas (C. A. Almacen Americano)	960	10.0
"	YV6RN		4920	5.0
"	YV6RB	Radio Venezuela (Degwitz y Sidlitz)	790	4.72
"	YV6RM		4890	4.72
"	YV6RH	La Voz de la Patria (Fbro. J. M. Pelin)	710	0.97
"	YV6RX		3500	1.75
"	YV6RG	Ondas Populares C. A.	1010	0.96
"	YV6RU		4860	1.34
"	YV6RI	Radio Continente (Oscar Vicentelli)	590	1.138
"	YV6RJ		3380	1.03
"	YV6RL	Radio Tropical (Ponce y Benzo)	1180	0.75
"	YV6RW		3400	0.75
"	YV6RQ	Radio Libertador C. A.	880	1.182
"	YV6RS		3360	0.95
"	YVKA	Venezuelan Government	630	0.8
"	YVKB		6705	1.0
"	YVKC	(Not yet on air)	3460	1.0
Bolivar	YV6RA	Ecos del Orinoco (E. Torres Valencia)	1400	0.68
"	YV6RU		4790	0.62
"	YV6RB	La Voz de Guayana (Mons. Damasco Cardoza)	720	1.0
"	YV6RD		6200	1.0
Coro	YV1RY	Radio Coro (Roger Leyba)	4770	0.215
"	YV1RW		1370	0.193
Cumana	YV7RA	Radio Sucre (L. J. Arreaza A.)	1220	0.4
"	YV7RB		3470	0.75
"	YV5RC	Radio Cultura (G. Veloz Manocera)	1100	0.5
"	YV5RD		3300	0.625
La Guaira	YV5RZ	Emisoras Vargas (Carlos L. Perez)	1050	0.5
"	YV6RV		4760	1.05
Maracaibo	YV1RC	La Voz de la Fe (Pedro Bermudez)	1400	0.52
"	YV1RT		3370	1.0
"	YV1RD	Radio Mara (L. G. Govea)	1150	0.2
"	YV1RU		3440	1.0
"	YV1RF	Ondas del Lago (N. Vale Quintero)	1120	0.55
"	YV1RX		4800	2.0
"	YV1RK	Radio Popular (J. R. Higuera)	1250	0.437
"	YV1RL		4810	0.227
"	YV1RV	Ecos del Zulia (Luis Garcia Nebot)	4750	0.195
"	YV1RA		1300	0.09
Maracay	YV4RK	Radio Maracay (Atilio Ormezzano)	3390	0.3
"	YV4RL		1430	0.25
Merida	YV2RC	La Voz de la Sierra (A. M. Quintero)	3420	0.32
Puerto Cabello	YV4RQ	C. A. Radio Puerto Cabello	3480	1.0
"	YV3RQ		3480	0.575
San Cristobal	YV2RB	La Voz del Tachira (J. M. Diaz Gonzalez)	980	0.5
"	YV2RN		4830	2.0
Trujillo	YV1RO	Radio Trujillo (Pedro J. Torres)	3310	0.625
Valencia	YV4RA	La Voz de Carabobo (Guillermo Degwitz)	1350	0.83
"	YV4RO		4780	0.195
"	YV4RE	Radio Valencia (Miguel Ache)	1400	1.138
"	YV4RP		3460	0.68
Valera	YV1RZ	Radio Valera (J. L. Febres Jelambi)	4840	0.3

Colleges and Universities of the United States OFFERING COURSES IN RADIO BROADCASTING

1945-1946

With Names of Instructors

Compiled by Gertude G. Broderick, Executive Secretary, Federal Radio Educational Committee,
U. S. Office of Education, Federal Security Agency, Washington, D. C.

COLLEGE COURSES IN RADIO

(Alphabetized according to Institutions)

Abilene Christian College, Station A, Abilene, Texas—(C) Mrs. June Bearden.
A & I State College, Nashville 8, Tenn.—(E) Dr. T. E. Poag.
Agricultural & Mechanical College, College Station, Texas—(C) C. O. Spriggs.
Akron, University of, Buchtel Ave., Akron, Ohio—(C) Robert Wilson; (E) Donald Varian; (V) P. C. Smith.
Alabama College, Montevallo, Ala., Maryland Wilson, Director—(A) (B) (E) (G) (P) (Q) (Wkshp).
*Alabama, University of, University, Ala., J. Helen Stanley, Director—(B-g) (C-g) (Osbard); (D) (G-g) (L) (N) (P) Stanley; (E) (F-g) Bolger; (H-g) Luskin; (I) O'Steen (U-g) (V-g) (W-g) (Wkshp).
Alabama Polytechnic Institute, Auburn, Ala.—(U) (V).
Albion College, Albion, Mich.—(C).
Alliance Jr. College, Cambridge Springs, Mass.—(U) (V) (W).
Alma College, Alma, Mich.—(A) (B) (C) (D) (E) (L) Jane E. Grills.
Anderson College, Anderson, S. C.—(B) (C) Jean Pinner.
Antioch College, Yellow Springs, Ohio—(C) (G) (U) (V) C. D. Barbulesco.
Arkansas, University of, Fayetteville, Ark.—(U) (V).
*Arthur Jordan Conservatory of Music, 1204 North Delaware St., Indianapolis 2, Ind., Ada Bicking, Director—(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (X).
Augustana College, Rock Island, Ill.—(C) Theodor LeVander.
Aurora College, Aurora, Ill.—(C) (D) (V) C. R. Smith.
Austin College, Sherman, Texas—(V).
Baker University, Ballwin, Kans.—(C) (U) (Wkshp).
*Baylor University, Waco, Texas—(A) Staff (B) (D) Gifford; (E) (I) (K) Batty; (F) (G) (H) (L) (N) (P) Woodworth; (Wkshp).
Barnard College, Columbia University, New York 27, N. Y., Russell Potter, Director—(Wkshp) Earle McGill, W. Cabell Greet.
Bates College, Lewiston, Maine—(B) (C) (D) (E) (F) (G) (H) (V) Brooks Quimby; (Wkshp).
Bennet Junior College, Millbrook, N. Y.—(C).
Bergen County, The Junior College of, 1000 River Road, Teaneck, N. J.—(A) (B) (C) (J) Mrs. Phronsie Marsh Monberg.
Bethany College, Bethany, W. Va.—(C).
Black Hills Teachers College, Spearfish, S. Dak.—(C) (G) Lavine J. Humbert.
Bob Jones College, Cleveland, Tenn.—(C) (G-g).
Boise Junior College, Boise, Idaho—(B-g) (C-g) (D-g) (E-g) (F-g) (G-g) (Wkshp) Wennstrom; (U-g) (V-g) (W-g) (X-g) Jones and McPherson.
Boston University, 685 Commonwealth Ave., Boston, Mass.—(A) (C) (F) (H) (J) (P) G. W. Slade; (D) Cobb; (E) (S) (T) C. T. Homan, Jr.; (G) (L) M. Roberts; (I) K. Geiringer; (K) H. D. Goodwin; (X) (Wkshp).
Bowling Green State University, Bowling Green, Ohio—(C) (D) (E) (F) (I).
Bradley Polytechnic Institute, Peoria, Ill.—(C) (S) Dr. Krefting; (U) (V) Dr. Long.
Briarcliff Junior College, Briarcliff Manor, N. Y.—(A) (B) (C) Mrs. Searle; (G) Miss Will; (Wkshp).
Brier Cliff College, Sioux City, Iowa—(C).
Brooklyn College, Bedford Ave. & Ave. H., Brooklyn, N. Y.—(E) (F) (N) (O) (Wkshp).
Bucknell University, Lewisburg, Pa., Mr. Rex Robinson, Director—(U) (V) George A. Irland; (Wkshp).
Butler University, Indianapolis 7, Ind., L. Gray Burdin, Director—(C) Burlin; (K) Hunter; (U) Elliott and Price (Wkshp).
California Institute of Technology, Pasadena, Calif.—(U) S. S. Mackeown.
Capital University, Columbus 9, Ohio, John W. Bachman, Director—(C) (E) (O) (P) (Wkshp).

*Offers a degree in Radio.

This list is based on the return of a survey of more than 1800 colleges and universities throughout the United States: Of the 1200 replies 340 reported radio courses for the current school year in one or all of the following categories: Professional Training in Radio-broadcasting; Teacher Preparation and Classroom Use of Radio; The Social Significance of Radio; Television; and the Technical Aspects of Radio. A number of colleges reported the necessity of discontinuing their radio courses during the war period but expressed the hope of reinstating them in the near future. Others not previously listed described tentative plans for introducing courses at an early date.

While the number of credits carried by a given course is not mentioned, it is fair to assume that each carries undergraduate credit unless the code symbol is followed by a small "g" to designate graduate credit. Following are the code symbols used to designate the different types of courses:

(A) History of Radio, (B) Radio Acting, (C) Radio Speech, (D) Radio Announcing, (E) Program Production, (F) Program Directing, (G) Script Writing—Dramatic, (H) Radio News Writing, (I) Radio Music, (J) Station Management, (K) Radio Advertising, (L) Continuity Writing, (M) Radio Law, (N) Public Service, (O) Radio and Society, (P) Radio in Education, (Q) Program Utilization, (R) FM Programming, (S) Television Programming, (T) Engineering, (U) Radio Engineering, (V) Electronics, (W) Transmitter Operation, (X) Sound Effects, (Wkshp) Radio Workshop.

Of the 340 colleges listed, 28 offer degrees in radio and are marked with an (*); 261 offer courses for Professional Training in Radio; 53 offer courses in Teacher Preparation and Classroom Use of Radio; 22 offer courses in Television; 194 offer courses in Engineering and Electronics; 111 have Radio Workshops.

Names of directors of radio in institutions where they exist appear immediately following the name and address of the college or university. Names of teaching faculty members, when supplied, appear after the course symbol. A few institutions listed specialized courses for clergymen, mostly in speech and in music. Where courses of this nature are offered, the code symbol is doubled. For example, in the case of a radio speech course for clergymen, the speech symbol (C) appears as (CC).

While the number of institutions in this list—the first revision since 1942—shows a sharp decline, there are evidences of a growing interest everywhere in the establishment of new courses in radio at the college level. Many institutions have indicated that the STANDARDS FOR COLLEGE COURSES IN RADIO published early in 1945 by the FREC are being used as the basis for revision of their curricula. Similarly, the standards published more recently by the Council on Radio Journalism are proving helpful in establishing courses in radio news writing and broadcasting.

The purpose of this alphabetical list of colleges, primarily, is to assist students in locating colleges and universities which offer the particular courses in radio which seem best to suit their needs.

Carleton College, Northfield, Minn.—(C) (D).
Carnegie Institute of Technology, Schenley Park, Pittsburgh 13, Pa., Webster N. Jones, Director—(E) C. A. H. Pearson; (U) (V) D. L. Trautman; (Wkshp).
Carroll College, Waukesha, Wis.—(C) V. A. Utzinger; (U) (V) (W) (X) V. Butler.
Carson-Newman College, Jefferson City, Tenn.—(U).
Case School of Applied Science, Cleveland, Ohio—(U) (V).
Cazenovia Junior College, Cazenovia, N. Y.—(C) E. M. Donnelly (Wkshp).
Central College, Conway, Ark.—(E) (G) (X).
Central Michigan College of Education, Mt. Pleasant, Mich., Cleon C. Richtmeyer, Director—(B) (C) (D) (E) (F) (G) (H) Dr. E. C. Chenoweth.
Central State Teachers College, Stevens Point, Wis.—(A) (P) (Q) Gertie L. Hanson; (C) L. M. Burroughs (Wkshp).
Chapman College, 766 North Vermont Ave., Los Angeles 27, Calif.—(B) (C) (D) (F) (G) (H).
Chattanooga, University of, Chattanooga, Tenn.—(U).
Chicago Evangelistic Institute, 1754 Washington Blvd., Chicago 12, Ill.—(CC) (II).
Chicago Theological Seminary, The, 5757 University Ave., Chicago, Ill.—(B) (CC).
Chicago The University of, Chicago 37, Ill.—(B) (C) (E) (V).
Chico State College, Chico, Calif.—(C) (E).
City College, The, New York 31, N. Y.—(G) (U) (V) (W).
Clark University, Worcester 3, Mass.—(V) G. Winter.
Clarkson College of Technology, Potsdam, N. Y.—(U) (V).
Coe College, Cedar Rapids, Iowa—(C) (E) (F) (G) J. Dale Welsch (Wkshp).
Colgate University, Hamilton, N. Y.—(U).
College of Notre Dame of Maryland, N. Charles St., Baltimore 10, Md.—(C).
Homer U. Todd; (G) Sister M. Angeline.
*College of Pacific, Stockton 27, Calif., Edward S. Betz, Acting Director—(A) (B) (E) E. S. Betz; (C) R. C. McCall; (G) (H) (P) John Crabbe (Wkshp).

College of St. Scholastica, Duluth, Minn.—(C) (D) (G) (L).
Colorado A & M College, Fort Collins, Colo.—(H) (U) (V).
Colorado School of Mines, Golden, Colo.—(U) (V) (W).
Colorado State College of Education, Greeley, Colo.—(B-g) (C-g) (D-g) (E-g) (F-g) (P-g) Blackburn (Wkshp).
*Offers a degree in radio.
Colorado Woman's College, 1700 Poplar St., Denver 7, Colo.—(C) (D) (E) (F) (G) Mr. Peter Smythe.
Concordia Theological Seminary, 801 DeMun Ave., St. Louis 5, Mo.—(E) Caemmerer.
*Columbia University, New York, N. Y.—(B) Ira L. Avery; (C) Dorsey Zimmerman; (D) Patrick J. Kelly; (E) Walter McGraw, George Maynard and Frank Papp; (F) McGraw; (G) (H) Erik Barnow, Wade Arnold, Adolph Schneider; (J) (K) Sidney H. Leges and Chas. P. Hammond; (P) (Q) (S) John P. Royal; (T) (U) (W) (X) Dr. Frederick G. Knopfke (Wkshp).
Cornell College, Mount Vernon, Iowa—(B) (C) (D) (E) (F) (G) (S).
Dayton, University of, Dayton 9, Ohio—(U) (V) (W) (X) Louis Rose and Frank Patzak.
Daniel Baker College, Brownwood, Texas—(C) (G) (U).
Denver, University of, Denver, Colo., E. D. Whittlesey, Director—(A) (D) Clarence Moore; (B) (E) (F) (G) (S) Dick Woolhall and Jack Lewis; (H) Paul and Bezzoff; (CC) Randall; (P) Betty Gilring; (V) (W) (X) McClain (Wkshp).
Depauw University, Greencastle, Ind., Dr. Herold T. Ross, Director—(B) (D) Miss Turnell; (G) F. Bergman; (I) Mr. Ross (Wkshp).
*Detroit Institute of Technology, 2020 Withersell St., Detroit 26, Mich.—(K) D. E. McKersie, D. J. Terpeny; (T) C. G. Brule, Earl Baker; (U) (V) (W) C. G. Brule.
Detroit, University of, McNichols Rd. at Livernois, Detroit 21, Mich.—(U) A. R. Satullo; (V) H. O. Warner.

Dodge City Junior College, Dodge City, Kans.—(C).
*Drake University, Des Moines 11, Iowa, Edwin G. Barrett, Director—(A) (B) (C) (D) (E) (F) (G) (H) (I) (K) (L) (N) (O) (P) (Q) (Wkshp).
Drury College, Springfield, Mo.—(V) E. L. McClymond.
Duquesne University, Pittsburgh 10, Pa.—(C) Gallagher; (G) Lauritis.
Eastern Illinois State Teachers College, Charleston, Ill.—(U) (V).
Eastern New Mexico College, Portales, N. Mex.—(C) Bailey.
East Tennessee State College, Johnson City, Tenn.—(U).
Elmira College, Elmira, N. Y.—(C).
Emerson College, Boston, Mass.—(A) (B-g) (C) (D-g) (E-g) (K) A. F. Edes, W. H. Kenney; (G-g); Roger Wheeler (Wkshp).
*Emory University, Emory University, Ga., Raymond B. Nixon, Director—(A) (B) (C) J. A. Griffin; (D) (E) (F) (G) (H) (I) (K) (L) (M) (N) (O) (P) F. K. Baskette; (U) (V) J. B. Peebles (Wkshp).
Erskine School, The, 111 Beacon St., Boston 16, Mass., Miss Anne Young, Director—(B) (D) (F) Miss Stohl; (C) (E) Mrs. Packard; (G) Mrs. Hitchcock.
Evansville College, Evansville 4, Ind.—(C) Asst. Prof. Pearl LeCompte (S).
Fairleigh Dickinson Junior College, Rutherford, N. J.—(C) (E) O. Gardner; (V) E. Lamp; (Wkshp).
Fairmont State Teachers College, Fairmont, W. Va.—(E).
Finch Junior College, 52 East 78th St., New York, N. Y.—(B) (C) (F) Elizabeth Youngs.
Florida Southern College, Lakeland, Fla.—(B) (C) (D) (E) Potter.
Florida State College, Tallahassee, Florida—(C) (D) (E) (F) (G) (H) Sarah Elizabeth Thomson; (V) Dr. H. F. Richards.
Florida, University of, Gainesville, Fla.—(C) H. P. Constans; (U) C. A. Moreno; (W) P. Craig; (Wkshp).
Franklin College, Franklin, Ind.—(D) (E) (V).
Franklin University, Columbus 15, Ohio—(T) (U) (V).
Friends University, Wichita 12, Kans.—(B) (C) (E).
Furman University, Greenville, S. C.—(C) (D) Mrs. Alice Wyman (Wkshp).
Geneva College, Beaver Falls, Pa.—(C) (G).
George Peabody College for Teachers, Nashville, Tenn.—(U) (V) Mr. Ayers.
George Washington University, Washington, D. C.—(C) (U).
Georgia School of Technology, Atlanta, Ga.—(C) E. H. Folk; (T) (V) M. A. Honnell; (U) B. J. Dasher.
Georgia State College, Industrial College, Ga.—(U).
Georgia State Womens College, Valdosta, Ga.—(C) (D) (E) (F) (G) (H) (I) (J) (K) (L) White Sawyer.
*Georgia, University of, Athens, Ga.—(A) (B) (C) (E) (G) (O) Carolyn Vance; (H) (I) Ralph Williams; (K) (L) Drewry; (M) Iyus Butler (Wkshp).
Gila Junior College, Thatcher, Ariz.—(C) (D) (E) (T) (U).
Good Counsel College, White Plains, N. Y.—(B) (C) (D) (E) (F) (G) (H) (Wkshp).
Glendale Unified School District, Glendale 8, Calif.—(C) (E) (U).
*Grant Technical College, North Sacramento, Calif.—(C) (E) (G) (H) (U) (V) (Wkshp).
Greenbriar College, Lewisburg, W. Va.—(B) (C) (G) (I).
Greensboro College, Greensboro, N. C.—(C) (G).
Grinnell College, Grinnell, Iowa—(Wkshp).
Grove City College, Grove City, Pa.—(C) (U).
Gustavus Adolphus College, St. Peter, Minn.—(C) (U) Dr. M. T. Rodine; (Wkshp).
Hardin College, Wichita Falls, Texas—(U) (V).
Harding College, Searcy, Ark.—(C) (D) (E) (F) (G) (H) (J) (K) (L) Mrs. J. H. Armstrong (Wkshp).
Harvard University, Cambridge, Mass.—(U-g) (V-g) (W-g).

Hastings College, Hastings, Nebr.—(C) (D) (G) (L) (O) (U) (V).
Hillsdale College, Hillsdale, Mich.—(U).
Hilyer Junior College, 815 Pearl St., Hartford 4, Conn.—(C) (D) Harvey Olsen; (U) Frank Bramley; (V) James Bennett.
Houston, University of, 3801 St. Bernard St., Houston, Texas—(C) H. W. Harris; (U) J. M. Kerr.
Howard University, 2401 Sixth St., N.W., Washington 1, D. C.—(V-g) Assoc. Prof. Herman Branson.
Hunter College, 695 Park Ave., New York 21, N. Y.—(B) (C) (D) (E) (F) (G) (U) (X) Mrs. Mary T. Harvey and Mrs. Lucy Kroll (Wkshp).
Idaho, University of, Moscow, Idaho—(U) V. Hudson.
Illinois Institute of Technology, 3800 S. Federal St., Chicago 16, Ill.—(U-g) (V-g) E. H. Schultz and C. S. Roys (Wkshp).
Illinois State Normal University, Normal, Ill.—(C) (P) Miss Ruth V. Yates.
*Illinois, University of, Urbana, Ill., F. S. Siebert, Director—(A) (E) (F) F. E. Schooley; (D) Nelson Norman; (G) (H) L. W. Murphy; (K) (L) (M) (N) (O) (P) F. S. Siebert; (T) (U) (V) H. A. Brown and H. J. Reich (Wkshp).
Illinois Wesleyan University, Bloomington, Ill.—(C) Dudley.
Immaculata College, Immaculata, Pa.—(D) (G) (H) F. J. Walsh (Wkshp).
Indiana State Teachers College, Terre Haute, Ind., Dr. Clarence M. Morgan, Director—(A-g) (B-g) (C-g) (E-g) (I-g) (Q-g) (Wkshp).
Indiana University, Bloomington, Ind.—(D) H. J. Skornia, Director—(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T) (U) (V) (W) (X) (Y) (Z) (Wkshp).
Iowa, The State University of, Iowa City, Iowa—(B) (C) (E) Harshbarger; (H) (K) Mr. Brown; (S) (U) (V) (Wkshp).
*Ithaca College, Ithaca, N. Y., Ernest B. Finch, Director—(A) (E) (F) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T) (U) (V) (W) (X) (Y) (Z) (Wkshp).
James Millikin University, Decatur, Ill.—(B) (C) E. McNabb.
*John Brown University, Siloam Springs, Ark.—(A) (B) (C) (D) (E) Jesse E. Miller; (J) Storm H. Whaley; (M); (U) Cecil E. Smith, Kenneth Maxwell (Wkshp).
John B. Stetson University, De Land, Fla.—(A) (C) (U) (V).
John Tarleton Agricultural College, Stephenville, Texas—(C) (E).
Johns Hopkins University, Baltimore, Md.—(U) (V) Hamburgers.
Julliard School of Music, 120 Claremont Ave., New York 27, N. Y.—(C) (F) (G) (L).
Junior College, 3845 McGee St., Kansas City 2, Mo.—(C) (E) C. Burtin (Wkshp).
Kalamazoo College, Kalamazoo, Mich.—(C).
Kansas State College, Manhattan, Kans.—(A) (C) (D) (E-g) (F-g) (G-g) (J) (K) (L) Heberer; (H) Lashbrook; (I) Stratton and Grossman; (T-g) Martin; (U-g) Kerchner and Martin; (V-g) Kloeffer and Martin (Wkshp).
*Kansas, University of, Lawrence, Kans., Fred S. Montgomery, Director—(C) Calderwood; (G) Calderwood and Crafton; (J) (K) (L) (P) (U) (V).
Kansas City, University of, Kansas City 4, Mo., Charles F. Hunter, Director—(A-g) (B-g) (C-g) (E-g) (F-g) (G-g) (M-g) (N-g) (P-g) (Q-g) (Wkshp).
Kent State University, Kent, Ohio—(C) (D) (H) (I) Boffo (Wkshp).
Kentucky, University of, Lexington, Ky., Elmer G. Sulzer, Director—(H-g) Plummer; (U-g) (V-g) Romanowitz and Bureau (Wkshp).
Knox College, Galesburg, Ill.—(B) (C) (R) H. Barnard (Wkshp).
Lamar College, Beaumont, Texas—(U-g) (V-g) (W-g) (X-g) T. B. Lawrence.
La Sierra College, Arlington, Calif.—(C) Mrs. Romant; (U) (V) Cushman.
Lee Junior College, Goose Creek, Texas—(U) G. F. Nelson.
Lewiston State Normal, Lewiston, Idaho—(C).
Lindenwood College, St. Charles, Mo.—(C) (E) (G) (L).
Linfield College, McMinnville, Oreg.—(D) (G).
Long Beach City College, Long Beach 8, Calif.—(C) Kennedy; (U) Geer.
Loras College, Dubuque, Iowa—(C) Gayman.
Louisiana Polytechnic Institute, Ruston, La.—(B) (G) Mr. Wilson; (C) Mr. Keneson; (U) Mr. Neilson.
Loyola University, 6863 St. Charles Ave., New Orleans 15, La.—(B) (F) (G) Dr. A. J. Bonomo; (D) John Kent (Wkshp).
Macalester College, St. Paul 5, Minn.—(C) (E) (G) Peters; (U) Hastings.
MacMurray College, Jacksonville, Ill.—(C) (E) H. C. Hansen (Wkshp).

Maine, University of, Orono, Maine—(C) (D) (E) (F) (G) Bailey.
Manchester College, North Manchester, Ind.—(C).
Manhattan College, Spuyten Duvvil Parkway, New York 68, N. Y., John A. Cossa, Director—(V) Robert T. Weil, Jr.
Marietta College, Marietta, Ohio—(B-g) (G) Mrs. Bird; (U) (V) (W) Long (Wkshp).
Marin Junior College, Kentfield, Calif.—(U) (V) (W).
Marquette University, 615 North 11th St., Milwaukee, Wis.—(C) (G) (U) (V) (Wkshp).
Marshall College, Huntington 1, W. Va.—(B) (C) (E) (H) (V).
Marygrove College, Detroit 21, Mich.—(B) (C) (D) (E) Sister Mary Avila; (G) Dr. Kathryn Robb.
Maryland State Teachers College, Baltimore, Md.—(Q) W. H. Hartley.
Maryland, University of, College Park, Md.—(A) (E) Ehrenberger.
Maryville College, 2900 Meramec Ave., St. Louis 18, Mo.—(C) Mrs. C. Y. Wier.
Mary Washington College, Fredericksburg, Va.—(A) (B) (C) (D) (E) (F) (G) (J) (K) (L) (M) (N) (O) (P) (U) (W) (X) Weiss (Wkshp).
Massachusetts Institute of Technology, Cambridge 39, Mass.—(U) (V).
Massachusetts State College, Amherst, Mass.—(U) (V).
McPherson College, McPherson, Kans.—(C) Della Lehman.
Mercy College, Detroit 19, Mich.—(E) (G) (H).
Messiah Bible College, Grantham, Pa.—(C).
Michigan College of Mining and Technology, Houghton, Mich.—(U) (V) (W).
*Michigan State College, East Lansing, Mich.—(A-g) (B-g) (C-g) (D-g) (E-g) (F-g) (J-g) (K-g) (L-g) (M-g) (N-g) (P-g) (Q-g) (R-g) (S-g) (T-g) (U-g) (V-g) (W-g) (X-g) (Y-g) (Z-g) (Wkshp).
Joe Callaway; (H-g) (K-g) (L-g) Dean Kuykendall (Wkshp).
Michigan University of, Ann Arbor, Mich., Wallo Abbot, Director—(A-g) (C-g) (D-g) (E-g) (F-g) (G-g) (H-g) (I-g) (J-g) (K-g) (L-g) (M-g) (N-g) (O-g) (P-g) (Q-g) (R-g) (S-g) (T-g) (U-g) (V-g) (W-g) (X-g) (Y-g) (Z-g) (Wkshp).
Mississippi State College, State College, Miss.—(U) (V) Chilton.
Mississippi State College for Women, Columbus, Miss.—(C) (D) (E) (F) (G) (H) F. O. Crandall.
*Missouri, University of, Columbia, Mo.—(D) (H) Mary Tyson; (K) (L) E. K. Johnston; (M) (N) (O) Earl English.
Monmouth College, Monmouth, Ill.—(C).
Monmouth Junior College, Long Branch, N. J.—(C) Mr. Brown.
Montana State College, Bozeman, Mont.—(C) (U) (V).
Montana State Normal College, Dillon, Mont.—(C-r) (G-g) Myrtle Savidge.
Montana State University, Missoula, Mont.—(C) Grant Redford; (H) J. L. C. Ford; (I) J. Lester.
Morehead State Teachers College, Morehead, Ky.—(U) W. C. Wineand.
Morris Harvey College, Box 2391, Charleston 28 W. Va.—(P) Harry Brawley.
Monticello College, Alton, Ill.—(C).
Mount Holyoke College, South Hadley, Mass.—(V).
Mount Mary College, Milwaukee, Wis.—(E) (G) (H) (L).
Mount Mercy College, Pittsburgh 13, Pa.—(C) Miss M. E. Byrne; (E) (F) (G) (L) Mr. Wm. Bell; (V) J. McCurdy.
Mt. St. Joseph Teachers College, Buffalo, N. Y., Sister Mary Agnes, Director—(B) (F) James B. Tranter; (D) (X) Edw. J. Wegman; (G) Sister M. Raphael; (I) Kenneth Gill; (K) John F. Higgins; (L) Sister Raphael and Josephine Quirk; (S) Herbert Rice; (Q) Josephine Quirk (Wkshp).
Mount Saint Mary College, Hooksett, N. H.—(B) (C) (E).
Mount St. Scholastica College, Atchison, Kans.—(U).
Murray State School of Agriculture, Tishomingo, Okla.—(U).
Nebraska State Teachers College, Kearney, Nebr.—(A) (B) (C) (D) (E) (F) (M) (N) (O) (T) H. L. Ahrendts; (H) C. T. Ryan (Wkshp).
Nebraska State Teachers College, Wayne, Nebr.—(U).
*Nebraska, University of, Lincoln, Nebr.—(B) (C) (D) (E) (F) (G) (J) (K) (N) (P) Morkan (Wkshp).
Nebraska Wesleyan University, Lincoln, Nebr.—(C) (U).
Newark College of Engineering, Newark 2, N. J.—(U-g) (V-g) (W-g).
New Hampshire, University of, Durham, N. H.—(C) E. A. Cortez; (V) F. Jackson (Wkshp).
*New York University, New York 3, N. Y.—(A) (O) (P) Scharer; (C) (E) (G) Robert Emerson; (K) (L) O'Conner; (S) Cuff; (V) Partridge (Wkshp).
North Central College, Naperville, Ill.—(C) (E).
North Dakota State College, Fargo, N. Dak.—(C) Howard Nelson (E) A. G. Arnold.

North Dakota, University of, Grand Forks, N. Dak.—(C) (G) (U).
North Texas Agricultural College, Arlington, Texas—(A) (B) (C) (D) (E) (F) (G) (H) (I) (K) (L) (P) (Q) (R) (X) R. L. Slaughter and Margaret Cameron (Wkshp).
North Texas State Teachers College, Denton, Texas, Mrs. Olive M. Johnson, Director—(A) (B) (C) (D) (E) (F) (G) (H) (P) (Q) (X) (Wkshp).
Northern Illinois State Teachers College, DeKalb, Ill.—(C).
*Northwestern University, Evanston, Ill.—(A) (B) (N) (O) Staff; (E-g) (E-g) (C) (D-g) (J-g) (U) (V) Feddersen; (F-g) (G-g) (L) (P-g) Martin; (H-g) Moss; (I-g) Shield; (K-g) Allen (Q-g) (R-g) (X) Heffernan; (S) (Wkshp).
Notre Dame College, South Euclid 21, Ohio (E) (G) Frances M. Quinlivan.
Norwich University, Northfield, Vt.—(U).
Occidental College, 1600 Campus Road, Los Angeles 41, Calif.—(A) (B) (C) (D) (E) (F) (G) C. F. Lindsley; (Q) James McPherson and Staff (Wkshp).
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Ohio University, Athens, Ohio, George Starr Lasher, Director—(A) (D) (G) (H) (J) (K) Wagner; (C) Snyder and Andersch; (E) (F) Watta; (U) (V) (W) (X) Green (Wkshp).
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Oklahoma Agricultural and Mechanical College, Stillwater, Okla.—(B) (C) (D) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T) (U) (V) (W) (X) (Y) (Z) (Wkshp).
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Oklahoma College for Women, Chickasha, Okla.—(E).
*Oklahoma, University of, Norman, Okla., Sherman P. Lawton, Director—(B) (C) (E) (F) (G) (J) (K) (U) (V).
Olivet Nazarene College, Kankakee, Ill.—(I) G. A. Snyder (Wkshp).
Omaha, University of, Omaha, Nebr.—(C) Mrs. Steinmetz; (V) Mr. Elsted and Mr. Stewart (Wkshp).
Oregon State College, Corvallis, Oreg.—(B) (C) (E) (F) (G) (L) (Q) (X).
Oregon, University of, Eugene, Oreg.—(A) (E) (G) (H) (Wkshp).
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Pacific Union College, Angwin, Calif.—(C) J. P. Stauffer (X) H. M. Lashier.
Pacific University, Forest Grove, Oreg.—(U) (V).
Panhandle A. & M. College, Goodwell, Okla.—(C) Bradley.
Pasadena Junior College, 1570 East Colorado St., Pasadena 4, Calif.—(A) (C) (E) (G) V. Partons; (K) A. Baldwin; (L) M. W. Moses (Wkshp).
Pennsylvania College for Women, Pitsburgh, Pa.—(A) (B) (C) (D) (E) (F) (G) (H) (Wkshp).
Pennsylvania State College, The State College, Pa.—(B) (C) R. W. Tyson; (H) S. A. Mahuran; (K) A. C. Cloetingh; (P) (Q) (U-g) (V-g).
Pennsylvania, University of, Philadelphia, Pa.—(C) Dr. James; (H) Dr. Dolman; (F).
Phillips University, Enid, Okla.—(X) (Wkshp).
Pittsburgh, University of, Pittsburgh 13, Pa.—(G) (L) Mrs. Victoria Corey; (U-g) (V-g) Williams and Rush.
Plattsburgh State Teachers College, Plattsburgh, N. Y.—(P) (Q) Chas. T. Smith.
*Polynesian Institute of Brooklyn, 85 Livingston St., Brooklyn 2, N. Y.—(T-g) (U-g) (V) (W) (X-g).
Pratt Institute, Brooklyn 5, N. Y.—(U) E. A. Hertzler; (V) R. E. Lake.
Purdue University, West Lafayette, Ind.—(C) (E) (T) (U) (V) (W).
Queens College, Flushing, N. Y.—(B) (C) (D) (E) Mr. Bronstein, Mr. Rudick, Dr. Pronovost; (V) Dr. Swenson (Wkshp).
Randolph-Macon Woman's College, Lynchburg, Va.—(U).
Redlands University of Redlands Calif.—(B) (C) (G).
Rensselaer Polytechnic Institute, 110 Eighth St., Troy, N. Y.—(U) W. J. Williams, H. D. Harris; (V) (W) W. G. Stoker, W. J. Williams.
Rhode Island State College, Kingston, R. I.—(C) George E. Brooks; (U) (V) (W) E. M. J. Pease.
Rice Institute, The, Houston 1, Texas—(U) (V) (W) (X).
Rochester, University of, Rochester 3, N. Y.—(U) (Wkshp).
Rosary College, River Forest, Ill.—(G) (CC).
Rutgers University, New Brunswick, N. J.—(U-g) (V-g) Potter.
Sacramento College, Sacramento 14, Calif.—(B) (C) (E) Reeve; (Wkshp).
St. Ambrose College, Davenport, Iowa—(B) (C) (E) (G) C. S. Costello (Wkshp).
St. Bernardine of Siena College, Loudonville, N. Y.—(C) Maurus Fitzgerald, O.F.M.; (G); (K) Dr. Joseph Buff; (O); (U) (V) (X) Cronan Mullen, O.F.M.

St. Bonaventure College, St. Bonaventure, N. Y.—(C).
St. Johns Ecclesiastical Seminary, Brighton, Mass.—(CC) (II) Rev. Francis Sallaway.
St. Joseph's College, 54th St. & City Line Ave., Philadelphia 31, Pa.—(C) (D) J. E. Dineen (U) M. J. Ranalli; (V) R. W. Harrold (Wkshp).
St. Lawrence University, Canton, N. Y., Gladys Larson Pasel, Director—(A) (B) (C) (D) (E) (F) (G) (H) (I) (K) (L) (M) (N) (P) (Q) (R) (S) (T) (U) (V) (W) (X) (Y) (Z) (Wkshp).
*Saint Louis University, 221 North Grand Boulevard, St. Louis 8, Mo.—(B) (C) (E) (F) R. A. Johnson (P) (Q) Miss Gasparovich; (U) Mr. Dechmedy; Macellwane; (V) Dr. Rouse, Mullin, Dr. Weber; (W) Dr. Weber; (Wkshp).
St. Martin's College, Lacey, Wash.—(U) (V) (W).
St. Mary-of-the-Woods College, St. Mary-of-the-Woods, Ind.—(B) (E) Mrs. Halbert; (H) Sister Therese Aloyse.
St. Mary's University, San Antonio 7, Texas—(U) (V) F. Becker S.M.
St. Olaf College, Northfield, Minn.—(C) Miss Dahl; (V) Fossum.
Saint Peter's College, Hudson Boulevard, Jersey City 6, N. J.—(V).
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Sam Houston State Teachers College, Huntsville, Texas, Earl Huffor, Director—(B) Earl Hufford; (C) (D) J. D. Henderson (Wkshp).
San Bernardino College, San Bernardino, Calif.—(B) (C) (D) (G) Allinson (Wkshp).
San Bernardino Junior College, San Bernardino.
San Francisco Junior College, San Francisco, Calif.—(D) (E) (G).
San Francisco College for Women, San Francisco 18, Calif.—(B).
San Jose State College, San Jose 14, Calif.—(U).
San Mateo Junior College, San Mateo, Calif.—(U) (V) F. Paulsen.
Santa Maria Junior College, Santa Maria, Calif.—(A) (C) de Nejer; (U) (V) (W) (X) (Y) (Z) (Wkshp).
Santa Monica City College, 7th and Michigan, Santa Monica, Calif.—(B) (D) (E) (F) (G) (I) Owen (Wkshp).
Scarritt College for Christian Workers, Nashville 4, Tenn.—(CC) (Wkshp) John A. Lewis.
Seattle Pacific College, Seattle 99, Wash.—(Q) Wright; (U) Miller.
Shenandoah College, Dayton, Va.—(C) (D) (I) R. Johnson.
Shorter College, Rome, Ga.—(D) (G) Mrs. A. H. Richardson.
Simpson College, Indianola, Iowa—(B) (C) (D) (E) (G) (I) D. Eckroyd (Wkshp).
Skidmore College, Saratoga Springs, N. Y.—(F) Reid; (G) Upton.
South Dakota School of Mines and Technology, Rapid City, S. Dak.—(C) (U) (V).
*South Dakota, University of, Vermillion, S. Dak.—(D) Kenneth Christiansen (E-g) (H-g) (P-g) Hale Aarnes; (F-g) (G-g) (L-g); (U-g) Bedwell (Wkshp).
Southern Seminary and Junior College, Buena Vista, Va.—(C) (D) Miss Jane Allen.
Southwestern College, Winfield, Kans.—(C).
Southwestern Louisiana Institute, Lafayette, La.—(B) (C) Mr. Davis; (U) (V) Mr. Mason.
Southwestern University, Georgetown, Texas—(A) (C) (G) (H) Springer; (I) (J) Friesen.
Stanford University, Stanford University, Calif., Harlan M. Adams, Director—(A-g) Adams, Inez Richardson; (B-g) (C-g) (G-g) (L-g) (P-g) (Q-g) Adams; (D-g) Adams, Farr; (E-g) (F-g) Adams, Grover; (H-g) Newton; (J-g) (K-g) Adams, Crapsey; (M-g) (N-g) (O-g) Adams, Inez Richardson; (U-g) (V-g) Spangenberg (Wkshp).
State Teachers College, Eau Claire, Wis.—(U).
State Teachers College, Indiana, Pa.—(C) (P).
State Teachers College, Kutztown, Pa.—(Wkshp).
State Teachers College, Milwaukee, Wis.—(C) (G) (U) (V).
State Teachers College, Springfield, Mo.—(U).
State Teachers College, Bemidji, Minn., Marie J. Robinson, Director—(P).
Stephens College, Columbia, Mo., Directors—(A) (B) (C) (D) (E) (F) (I) (J) (K) (L) (M) (Wkshp).
Stratford College, Danville, Va.—(C) (G).
Sullins College, Bristol, Va.—(C) Miss Elizabeth Green (Wkshp).
Susquehanna University, Selinsgrove, Pa.—(L) (V).
Swarthmore College, Swarthmore, Pa.—(U) (V) Mr. Garrahan (Wkshp).
*Syracuse University, Syracuse, N. Y., Kenneth G. Bartlett, Director—(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (N) (Q) (Wkshp).
Teachers College, Columbia University, New York 27, N. Y.—(P) (Q) M. R. Brunstetter (See also Columbia University).

COLLEGES (Continued)

*Temple University, Philadelphia 22, Pa.—(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T) (U) (V) (W) (X).
 Tennessee Polytechnic Institute, Cookeville, Tenn.—(F) Dr. R. J. Farr; (U) Mr. J. M. Henderson (Wkshp).
 Texarkana College, The, Texarkana, Texas—(C).
 Texas Christian University, Fort Worth 9, Texas—(B) (C) (D) (E) (F) (G) (L) Mrs. Norton; (U) (V) (W) J. Morgan; (X) N. Gaines.
 Texas College of Arts and Industries, Kingsville, Texas—(B) (C) Dr. P. Merville Larson; (V) S. W. Bass.
 Texas College of Mines, El Paso, Texas—(A) (M) Chas. Scarritt; (C) Karl Wyler; (D) (F) Virgil Hicks, J. H. Williams; (G) (H) Chapman, Conrey Bryson; (K) W. W. Bazley, Conrey Bryson; (L) Bryson; (U) (V) Tom Barnes (Wkshp).
 Texas State College for Women, Denton, Texas—(E) (G) J. C. Weaver.
 Texas Technological College, Lubbock, Texas—(A) (B) (C) (E) Annah Jo Pendleton; (Wkshp).
 Texas, University of, Austin, Texas—(A) (C) (D) (E) Ausamus; (B) McLaughlin; (G) (L) Conkle; (I) Ulrich; (P) Chapman (Wkshp).
 Toledo, University of, Toledo 6, Ohio—(C) (G).
 Trinidad State Junior College, Trinidad, Colo.—(V).
 Trinity College, Hartford, Conn.—(U) (V) Dwyer.
 Trinity College, Washington, D. C.—(B) (C) (D) Maxine Schillingman.
 Trinity University, San Antonio 1, Texas—(C) (E) (V).
 *Tri-State College, Angola, Ind.—(M) (U) Leland As; (V) Kenneth Steele.
 Tulane University of Louisiana, New Orleans 15, La.—(U) J. A. Cronvich; (V) E. J. Angelo.
 *Offers a degree in Radio.
 Tulsa, the University of, Tulsa 4, Okla.—(B) (C) (D) (E) (L).
 Tusculum College, Greeneville, Tenn.—(U).
 Tuskegee Institute, Tuskegee, Ala.—W. C. Curtis, Director—(U) Mr. Jones.
 *Utah State Agricultural College, Logan, Utah—(C) (G) (U) (V) (W) (X).
 Vassar College, Poughkeepsie, N. Y.—(B) (C) (D) H. P. Wheeler; (E) (F) (G) Anne Healy; (W) Mr. Northrup (Wkshp).
 Virginia Military Institute, Lexington, Va.—(U) (V).
 Virginia Polytechnic Institute, Blacksburg, Va.—(U) Dickey; (V) Wright.
 Virginia State College, Petersburg, Va.—(U) (V).
 Virginia, University of, Charlottesville, Va.—(U) (V).
 Walla Walla College, College Place, Wash.—(C).
 Washington and Jefferson College, Washington, Pa.—(U) Dr. R. M. Bell.
 *Washington State College, Pullman, Wash.—(C) (D) (E) E. C. Barr; (K) (L) Maynard Hicks; (M) (N) (O) (U) (V) (W).
 Wilmington College, Wilmington, Ohio—(V) Pyle.

Wisconsin, University of, Madison, Wis., Harold B. McCarty, Director—(A) (J) (C) (D) (E) (F) (G) (H) (I) (K) (L) (M) (N) (O) (P) (Q) (R) (Wkshp).
 Wofford College, Spartanbury, S. C.—(V) E. S. Pettis.
 Wooster, The College of, Wooster, Ohio—(C) W. C. Craig (Wkshp).
 Woman's College, The, Greenboro, N. C.—(U) (V) Reardon.
 Worcester Junior College, Worcester, Mass.—(C) (G) (K).
 Wyoming, The University of, Laramie, Wyo.—(C) (U).
 Xavier University, New Orleans 18, La.—(U).
 Yale University, New Haven, Conn.—(B) (C) (D) (E) (F) (G); (B) Mr. Cole; (U) J. G. Skainik, J. C. May; (V) H. L. Kraus, F. J. Beck (Wkshp).
 Youngstown College, Youngstown, Ohio—(U).
 Washington University, St. Louis, Mo.—(C) (D) (G) (H) (K) (L) Carl-Cari; (T) (U) (V) (W) Van Woodbeck.
 Washington, University of, Seattle 6, Wash., Francis F. Powers, Director—(B) (G) Ted Bell; (C) (E) Ed Adams; (P-G) Alice H. Hayden; (V) L. B. Cochran, A. V. Eastman (Wkshp).
 Wayne University, Detroit 1, Mich.—(B-g) Charles Livingstone; (C-g) Franklin Mitchell; (E-g) (F-g) Robert Greene; (I) Larry Payne; (P-g) (U) (V).
 Wellesley College, Wellesley, Mass.—(U) (V) Catherine L. Burke (Wkshp).
 Wesleyan College, Macon, Ga.—(B) (C) (D) (E) (F) (G) (H) Griffin (Wkshp).
 Westington Springs College, Westington Springs, S. Dak.—(U) D. R. Short.
 West Liberty State College, West Liberty, W. Va.—(C) (V).
 Western College, Oxford, Ohio—(C) (E) (F) Mrs. Duncan (Wkshp).
 Western Illinois State Teachers College, Macomb, Ill.—(B) (C) H. F. Schory; (U) (V) W. H. Eller (Wkshp).
 Western Michigan College, Kalamazoo, Mich., Wallace L. Garneau, Director—(C-g) (E) (G) (P) W. Garneau (Wkshp).
 *Offers a degree in Radio.
 Western Maryland College, Westminster, Md.—(V) Dr. R. D. Summers.
 Western State College of Colorado, Gunnison, Colo.—(G) (U) (Wkshp).
 Western Union College, Le Mars, Iowa—(U) (W).
 West Virginia State College, Institute, W. Va.—(B) (E) (G) F. S. Belcher; (U) (W) A. E. Crawley (Wkshp).
 West Virginia University, Morgantown, W. Va.—(B); (H) Vivian Sorelle; (U-g) C. B. Seibert; (V-g) C. B. Seibert and J. C. Weber.
 Western Kentucky State Teachers College, Bowling Green, Ky.—(U).
 Wheaton College, Wheaton, Ill.—(E) (G) Nystrom; (V).
 Whitman College, Walla Walla, Wash.—(C) (Wkshp).
 William Woods College, Fulton, Mo.—(B) (C) (D) (G) (L) Page, Lawrence (Wkshp).

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INSTITUTE FOR EDUCATION BY RADIO—Ohio State University, Columbus 10, O. Telephone: Univer-

sity 3148. W. W. Charters honorary chairman; I. Keith Tyler, director; Ardis Hillman Wheeler, executive secretary.

NATIONAL ASSN. OF EDUCATIONAL BROADCASTERS—1010 So. Wright, Urbana, Ill. Telephone: 7-2616. Frank E. Schooley, WILL, Urbana, Ill., president; Allen Miller, KOAC, Corvallis, Ore., vice-president; W. I. Griffith, WOI, Ames, Ia., treasurer; A. James Ebel, WILL, executive secretary.

OFFICE OF RADIO RESEARCH—Division of Columbia U. Bureau of Applied Social Research, 15 Amsterdam Ave., New York 23. Telephone: Columbus 5-3292. Director: Dr. Paul F. Lazarsfeld.

RADIO WORKSHOP—Central States Teachers College, Stevens Point, Wis. Bertie L. Hanson, director; Jane Miller, production.

ROCKY MOUNTAIN RADIO COUNCIL, Inc.—21 E. 18th Ave., Denver 2. Telephone: Keystone 5306. Executive Committee: W. D. Armstrong, Colorado State College of Education, president; Roy M. Green, Colorado A.&M. College, secretary; Melcolm G. Wyer, Denver Public Library, treasurer. Members: A. Helen Anderson, Denver Public Schools; Ben M. Cherrington, U. of Denver; Harry M. Crain, Colorado School of Mines; Robert L. Stearns, U. of Colorado.

SCHOOL BROADCAST CONFERENCE—A permanent national conference on utilization of radio in education. 228 N. La Salle St., Chicago 1. Telephone: Dearborn 7801. Executive Committee: Harold W. Kent, chairman; George Jennings, director of conference; Judith Waller, NBC; David Heffernan, Cook County Public Schools; Elizabeth E. Marshall, Chicago Radio Council.

NATL. ASSN. OF BROADCASTERS
 (Continued from page 541)

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Radio Reference Books and Publications

Editor's Note: This selected reference literature was prepared specially for BROADCASTING by William C. Ackerman, Director of the CBS Reference Department. While the list is not intended to be complete, it will serve to provide users of the Yearbook with a comprehensive range of sources since 1936 of special interest to them. Included in a special section at the end of the bibliography are a few major publications of interest issued prior to 1936.

GENERAL

THE ABC OF RADIO. National Association of Broadcasters. 1941 (second edition). 37p. A popular account written so that the average listener may understand how radio works in America.

ALL ABOUT BROADCASTING. By Creighton Peet. Knopf. 1942. 86p. A condensed non-technical summary for boys and girls, or older people desiring a simple statement of radio principles and operating practices.

BEHIND THE MICROPHONE: THE HUMAN SIDE OF RADIO. By John J. Floherty. J. B. Lippincott. 1944. 207p. A "homely story" of the wonders of modern radio, with many illustrations.

BROADCASTING AND THE PUBLIC. Federal Council of the Churches of Christ in America. Abingdon Press. 1938. 220p. Report on an extended inquiry into the development of the broadcasting industry and its problems.

BROADCASTING YEARBOOK. Broadcasting Publications, Inc. 1935 to date.

BUREAU OF APPLIED SOCIAL RESEARCH, COLUMBIA UNIVERSITY. Radio research activities of this office were formerly conducted as the Princeton Radio Research Project, and later as the Office of Radio Research of Columbia University. A wide range of studies have been prepared under the direction of Dr. Paul F. Lazarsfeld.

CODE OF WARTIME PRACTICES FOR AMERICAN BROADCASTERS. U. S. Office of Censorship. U. S. Government Printing Office. 9p. How American radio operated during the war. Several editions of the code were issued.

COMMUNICATION AGENCIES AND SOCIAL LIFE. By Malcolm M. Willey and S. A. Rice. McGraw-Hill Book Co. 1933. 225p. A monograph published under the direction of the President's Research Committee on Social Trends.

CONTROLLING BROADCASTING IN WARTIME. By Carl Joachim Friedrich. Harvard Radiobroadcasting Research Project. 1940. 34p. A tentative public policy. No. 2 in Studies in the Control of Radio, issued at Harvard.

THE CONQUEST OF OUR TIME. By Lisa Sergio. The Town Hall, Inc. 1939. 80p. An address at Town Hall, by the radio commentator.

COURSE OF STUDY IN RADIO APPRECIATION. By A. P. Sterner. Educational and Radio Guides, Inc. 1941. 36p. A general approach to radio designed for school use.

AN ECONOMIC STUDY OF THE RADIO INDUSTRY IN THE UNITED STATES OF AMERICA. By T. T. Eoyang. RCA Institutes Technical Press. 1937. 218p. A doctoral thesis at Columbia University, covering the economics of both the radio manufacturing and the radio broadcasting industries.

GERMAN RADIO PROPAGANDA. By Ernst Kris and Hans Speier, et al. Oxford University Press. 1944. 529p. An analysis of German radio propaganda to the people inside Germany. Based largely on the confidential digest issued by BBC.

HELLO AMERICA! By Cesar Saerchinger. Houghton-Mifflin Co. 1938. 595p. Radio adventures in Europe by a CBS representative in the 1930's.

HISTORY OF RADIO TO 1926. 421p. **BIG BUSINESS AND RADIO.** 503p. By Gleason L. Archer. American Historical Society. 1933 and 1939. Companion volumes giving a detailed history of broadcasting to 1939.

HOW TO LISTEN TO THE RADIO. By Luther Weaver. National Association of Broadcasters. 1942. 15p. An address by an advertising executive on how to listen to the radio intelligently.

INTERNATIONAL TELECOMMUNICATIONS. By Sir Osborne Mance. Oxford University Press. 1944. 90p. A careful study of trends in the principal forms of international telecommunications, including broadcasting, and the main aspects of post-war problems in these fields.

THE INVASION FROM MARS. By Hadley Cantril. Princeton University Press. 1940. 228p. A study in the psychology of panic with the complete script of the famous Orson Welles broadcast.

IS AMERICAN RADIO DEMOCRATIC? By S. E. Frost, Jr. University of Chicago Press. 1937. 254p. A critical examination of American radio regulation, control and operation in the light of this question.

MAGIC DIALS. By Lowell Thomas. Polygraphic Company of America. 1939. 142p. Popular account of radio and television. Full-page color illustrations by Anton Bruhl.

MANAGEMENT IN THE PUBLIC INTEREST. National Association of Broadcasters. 1945. 118p. A picture story of radio.

MARCONI, THE MAN AND HIS WIRELESS. By Orrin E. Dunlap, Jr. Macmillan Co. 1938. 360p. A biography containing a preface by Marconi. The inventor read final proofs to assure accuracy on facts about wireless and personal details.

MARCONI, PIONEER OF RADIO. By Douglas Coe. Julian Messner, Inc. 1943. 272p. A recent biography for the layman. **MICROPHONE MEMOIRS OF THE HORSE AND BUGGY DAYS OF RADIO.** By Credo F. Harris. Bobbs-Merrill Co. 1937. 281p. Early days in radio at WHAS, Louisville.

NATIONAL ASSOCIATION OF BROADCASTERS. Washington, D. C. Besides a few major publications listed by title in this bibliography, the NAB has available a wide range of other booklets, reports and reprints of addresses on various aspects of broadcasting.

NATIONAL POLICY FOR RADIO BROADCASTING. By C. B. Rose, Jr. Harper & Bros. 1940. 289p. Report of a committee of the National Economic and Social Planning Association.

NOT TO BE BROADCAST. By Ruth Brindze. Vanguard Press. 1937. 310p. Sub-titled "The Truth About the Radio." Critical comments on the problems of organization and control in radio, and some suggested "solutions."

OLD WIRES AND NEW WAVES. By Alvin F. Harlow. Appleton-Century Co. 1936. 548p. History of the wireless, as well as the telegraph and telephone.

ON THE AIR. By John J. Floherty. Doubleday, Doran & Co., Inc. 1937. 99p. The marvels of radio, in pictures and text for the general reader.

THE POLITICAL USE OF THE RADIO. By Thomas Grandin. Geneva Research Centre. 1939. 116p. One of the earliest studies of the political uses of radio by various countries. By a former CBS European correspondent.

PRINCIPLES AND PRACTICES OF NETWORK RADIO BROADCASTING. By David Sarnoff. RCA Institutes Technical Press. 1939. 111p. Testimony before the FCC in 1938 and 1939.

PRINT, RADIO AND FILM IN A DEMOCRACY. Edited by Douglas Waples. University of Chicago Press. 1942. 197p. Ten papers on the administration of mass communications in the public interest read before the Graduate Library School of the University of Chicago. August 4-9, 1941.

RADIO AND THE PRINTED PAGE. By Paul F. Lazarsfeld. Duell, Sloan & Pearce. 1940. 854p. An introduction to the study of radio and its role in the communication of ideas. Based on studies of the Princeton Radio Research project.

RADIO AND PUBLIC SERVICE. By Dorothy Lewis. National Association of Broadcasters. 1944. 96p. A guide book for radio chairmen by the NAB Coordinator of Listener Activity.

RADIO BROADCASTING. U. S. Department of Commerce. 1936. 75p. A report of the Census of Business, giving basic statistics on broadcasting in 1935.

RADIO CENSORSHIP. By Harrison B. Summers. H. W. Wilson Co. 1939. 297p. A collection of articles and speeches. Vol. 12, No. 10 in The Reference Shelf series.

RADIO'S CONTRIBUTION TO AMERICAN DEMOCRACY. National Association of Broadcasters. 1941. 6p. Letters of Franklin D. Roosevelt and Wendell Willkie after the presidential campaign of 1940, and a tabulation of the increase in ballots cast 1920-1940.

RADIO DAILY ANNUAL. Radio Daily. 1938 to date.

RADIO FROM START TO FINISH. By Franklin M. Reck. Crowell. 1942. 160p. Written for young men and women who are "curious about what lies behind the dial . . . and who may some day go to work for a local station or a network."

RADIO HANDBOOK. CIO Political Action Committee. National Political Action Committee. 1944. 47p. CIO-PAC manual on the use of radio by labor organizations.

RADIO IN WARTIME. By Sherman H. Dryer. Greenberg. 1942. 382p. Critical appraisal of radio's wartime performance, as viewed in 1942. Contains commentaries by writers, producers and critics.

RADIO IN WARTIME. By Charles Siepmann. Oxford University Press. 1942. 32p. A pamphlet describing and summarizing the effects of radio on the conduct and impact of modern war. Includes the author's appraisal of radio on the home front.

RADIO IN WARTIME. University of Chicago Round Table. 1942. 29p. A radio discussion May 17, 1942, by William Benton, James Lawrence Fly, and Harold D. Lasswell.

RADIO'S 100 MEN OF SCIENCE. By Orrin E. Dunlap, Jr. Harper. 1944. 294p. Biographical narratives of pathfinders in radio, electronics and television.

RADIO RESEARCH 1941. Edited by Paul F. Lazarsfeld and Frank Stanton. Duell, Sloan and Pearce. 1941. 300p. A collection of significant reports, based on studies directed from Columbia University's Office of Radio Research.

RADIO RESEARCH 1942-1943. Edited by Paul F. Lazarsfeld and Frank Stanton. Duell, Sloan and Pearce. 1944. 599p. Second of the radio research annuals, containing extensive discussions of daytime serials, radio in wartime, among other subjects.

RADIO STARS OF TODAY. By Robert Eichberg. L. C. Page and Company. 1937. 218p. Photographs and biographical sketches of leading talent in 1937.

RELIGIOUS BROADCASTING IN WARTIME. National Conference of Christians and Jews. 1942. 31p. Proceedings of the religious sessions at the annual Institute for Education by Radio at Ohio State University, May 1942. See *Education On The Air* (under "Education") for similar discussions of radio and religion at other annual sessions of this Institute.

SOUND AND FURY. By Francis Chase, Jr. Harper and Brothers. 1942. 308p. An informal history of broadcasting.

STANDARDS OF PRACTICE. National Association of Broadcasters. Adopted by the Board of Directors of the NAB, August 7, 1945. 6p. A guide to assist the licensee in operating in the public interest.

TELECOMMUNICATIONS. By James M. Herring and G. C. Gross. McGraw-Hill Book Co., Inc. 1936. 544p. A textbook on economics and regulation, including broadcasting.

THE TUCKERS TUNE IN. By Hilda Morris. Putnam. 1943. 812p. Fictional account of radio's influence on a typical family.

VARIETY RADIO DIRECTORY (Annual). Variety, Inc. 1937-38; 1938-39; 1939-40; 1940-41.

WARTIME CENSORSHIP OF PRESS AND RADIO. Compiled by Robert E. Summers. H. W. Wilson Co. 1942. 297p. A collection of articles and speeches. Vol. 15, No. 8 in The Reference Shelf series.

WHO, WHAT, WHY IS RADIO? By Robert J. Landry. George W. Stewart, Publisher, Inc. 1941. 128p. An authoritative short history and survey of broadcasting, by the former radio editor of Variety and present Director of Program Writing of CBS.

WRITERS' CONGRESS. Hollywood Writers' Mobilization and the University of California. University of California Press. 1944. 663 p. Proceedings of a conference in October 1943. Contains several seminar discussions on wartime radio by prominent writers and others in radio.

NOTE: Much additional material on general aspects of broadcasting, and on the subjects following, has been issued by networks and stations. Only a few of the leading publications of this type have been included in this bibliography, inasmuch as even a representative selection would be extensive.

ADVERTISING

ADVERTISING MEDIA AND MARKETS. By Ben Duffy. Prentice-Hall. 1939. 437p. Contains a chapter on radio.

ADVERTISING'S RESPONSIBILITY IN POSTWAR EMPLOYMENT. National Association of Broadcasters. 1944. 8p. A talk to the Newspaper Representatives Association of N. Y., June 22, 1944, by Neil H. McElroy, Vice President in charge of advertising and promotion, Procter & Gamble Co. Includes high praise for radio.

THE DEVELOPMENT OF THE CONTROL OF ADVERTISING ON THE AIR. By Carl Joachim Friedrich and Jeanette Sayre. Harvard Radiobroadcasting Research Project. 1940. 39p. No. 1 in Studies in the Control of Radio, issued at Harvard.

THE ECONOMIC EFFECTS OF ADVERTISING. By Neil H. Borden. Richard D. Irwin, Inc. 1942. 985p. An extensive study made at Harvard Business School. Contains numerous radio references. Issued in a condensed version by the same publisher as *Advertising in Our Economy* (1945, 801p.).

EFFECTIVE ADVERTISING. By Harry W. Hepler. McGraw-Hill. 1941. 584p. Includes a chapter on radio.

HOW TO BUILD THE RADIO AUDIENCE. By Douglas D. Connah. Harper & Brothers. 1938. 271p. Suggestions to advertisers for "making intelligent use of every possible opportunity to win listener attention."

MANUAL OF RADIO ADVERTISING. By Frank E. Pellegrin. National Association of Broadcasters. 1942. 60p. A comprehensive compilation designed to assist users of radio advertising and station managers, and also to acquaint a wider public with the role of radio advertising in our economy.

NETWORK RADIO ADVERTISING. National Broadcasting Co. A series of detailed studies of the network advertising experience of individual firms. Revisions issued.

ONE THOUSAND FACTS ABOUT RADIO AND DEPARTMENT STORES. 1942. 108p. Compiled by Alasdair MacKenzie for All-Canada Radio Facilities, Ltd., and reprinted and distributed in the U. S. by CBS.

PRACTICAL RADIO ADVERTISING. By Herman S. Hettinger and W. J. Neff. 1938. 372p. A comprehensive, practical discussion of what the advertiser must consider in executing a radio advertising campaign.

PROCEEDINGS OF THE FIRST ANNUAL RADIO AND BUSINESS CONFERENCE AT CITY COLLEGE OF NEW YORK. School of Business, City College of New York. 1945. 177p. Addresses and discussions on radio program building, measuring the selling effectiveness of radio, future development of radio advertising and of commercial television.

RADIO ADVERTISING FOR RETAILERS. By C. H. Sandage. Harvard University Press. 1945. 280p. Describes the experiences of a large number of varied retailers with use of radio time, the experiences of a smaller number of regional distributors with this medium, and also the experiences of the broadcast stations in serving these types of advertisers.

RADIO AND RETAILING IN 1943. 82p.

HOW TO BUY RADIO TIME. 40p.

THE ELEMENTS OF A SUCCESSFUL RADIO PROGRAM. 40p.

HOW TO MEASURE RADIO AUDIENCES. 24p. National Association of Broadcasters. 1943. A series of booklets on retailing and broadcasting, prepared by the NAB Retail Promotion Committee.

RADIO AS AN ADVERTISING MEDIUM. By Warren B. Dyzert. McGraw-Hill Book Co. 1939. 261p. What the businessman should know "about this fast-growing advertising medium if he is to get the most out of it in sales and advertising results."

RESULTS FROM RADIO. National Association of Broadcasters, Bureau of Radio Advertising. 1939 et seq. A series of experience stories. Similar reports have been issued by NAB under other titles on the successful use of radio by industries, stores, etc.

WHAT ABOUT RADIO? By Kenneth M. Goode. Harper & Brothers. 1937. 263p. A report on experiences with radio as an advertising medium.

BIBLIOGRAPHY (Continued)

WHAT RADIO BUYERS WANT TO KNOW. By Dr. Herman S. Hettinger. National Association of Broadcasters. 1942. 85p. A study of agency and advertiser desires in station research.

ADVERTISING STATISTICAL SERVICES

PROGRAM POPULARITY. Cooperative Analysis of Broadcasting. Annual summaries since 1928 of radio audience highlights. Other CAB studies are available to subscribers on more detailed and specific areas of research.

TEN YEARS OF NETWORK PROGRAM ANALYSIS. Cooperative Analysis of Broadcasting. A compilation of listening and program data developed by the CAB, 1930-1939.

THIS IS YOUR NEW AND EXPANDED CAB. Cooperative Analysis of Broadcasting. 1945. 52p. A handbook describing the purpose, history, workings and aims of this radio audience research organization.

DRAMA, SCRIPT ANTHOLOGIES

(Unless otherwise indicated, this section contains single or collected plays by the author shown.)

ADVENTURE IN RADIO. Edited by Margaret Culbert. Howell, Soskin. 1945. 288p. A book of scripts for young people.

AIR RAID. By Archibald MacLeish. Harcourt Brace & Co., Inc. 1938. 36p.

THE AMERICAN STORY. By Archibald MacLeish. Duell, Sloan & Pearce. 1944. 231p. Ten broadcasts on American history as presented in the NBC series titled "University of the Air."

BEST BROADCASTS OF 1928-39. 576p.

BEST BROADCASTS OF 1939-40. 368p.

BEST BROADCASTS OF 1940-41. 350p.

Selected and edited by Max Wylie. Whitesey House, McGraw-Hill Book Co. Collections of outstanding scripts in all fields of radio broadcasting.

BEST ONE-ACT PLAYS OF 1942. Edited by Margaret Mayorga. Dodd, Mead. 1943. 265p. Includes four radio plays.

BOMB DOORS OPEN, AND OTHER RADIO WAR FEATURES. Edited by Cecil McGivern. Allen & Unwin, Ltd. 1941. Six BBC plays about participation in the war.

CAYALCADE OF AMERICA. Edited by Dixon Ryan Fox and Arthur M. Schlesinger. Milton Bradley Co. 1937. 800p; 1938. 853p. Early scripts in this well-known series.

COLUMBIA WORKSHOP PLAYS. Edited by Douglas Coulter. McGraw-Hill Book Co., Inc. 1938. 378p. Fourteen radio dramas in the CBS "experimental theatre" series.

THE FALL OF THE CITY. By Archibald MacLeish. Farrar & Rinehart, Inc. 1938. 83p.

FOURTEEN RADIO PLAYS. By Arch Oboler. Random House, Inc. 1940.

THE FREE COMPANY PRESENTS. Compiled by James Boyd. Dodd, Mead & Co. 1941. 812p. A collection of plays by leading writers on the meaning of America.

FREE WORLD THEATRE. Edited by Arch Oboler and Stephen Longstreet. Random House. 1944. 270p. Nineteen radio plays by leading writers. Introduction by Thomas Mann.

HANDBOOK OF RADIO DRAMA TECHNIQUES. By D. W. Riley. Edwards Brothers, Inc. 1938. 77p. For the beginner, and for the teacher who desires a condensed manual of techniques.

INVITATION TO LEARNING. Edited by Mark Van Doren et al. Random House. 1941. 481p; 1942. 486p. The CBS series of informal discussions of the great books of all times.

IVORY TOWER AND OTHER RADIO PLAYS. By Arch Oboler. W. Targ. 1940. 79p.

LET FREEDOM RING. U. S. Office of Education. U. S. Government Printing Office. 1938. 879p. Thirteen scripts on our civil rights heard on CBS in 1937. Accompanied by a manual, adapting the series to use in classroom and assembly and in the local broadcasting station.

LET'S BROADCAST. By James Roberts White. Harper & Brothers. 1939. 266p. Twelve one-act plays written expressly for young people.

MORE BY CORWIN. By Norman Corwin. Henry Holt. 1944. 412p. Sixteen radio dramas.

OBOLER OMNIBUS. By Arch Oboler. Duell, Sloan & Pearce. 1945. 309p. Thirteen radio plays, eight of them never before published. Also general comments on radio and radio personalities.

ON A NOTE OF TRIUMPH. By Norman Corwin. Simon & Schuster. 1945. 71p. Corwin's one-hour program hailing victory in Europe. The printed version has been translated into a form expressly intended for the eye.

ON THE AIR. Compiled by Garrett H. Leverton. Samuel French. 1944. 259p. Fifteen plays for broadcast and for classroom use.

NON-ROYALTY RADIO PLAYS. Compiled by William Kozlenko. Greenberg. 1941. 683p.

PIED PIPER BROADCASTS. By Sylvia Thorne and Marion Gleason. H. W. Wilson Co. 1943. 382p. Plays for children.

PLAYS FOR AMERICANS. By Arch Oboler. Farrar & Rinehart. 1942. 271p. Thirteen radio plays.

THE PLOT TO OVERTHROW CHRISTMAS. By Norman Corwin. Peter Pauper Press. 1940. 44p.

RADIO CONTINUITY TYPES. By Sherman P. Lawton. Expression Co. 1938. 529p. Dramatic and talk continuities. Also novelties and specialties used on the air.

RADIO DRAMA. By Sherman P. Lawton. Expression Co. 1938. 404p. For the beginning student, with assignments and exercises in dramatic writing.

RADIO DRAMA IN ACTION. Edited by Erik Barnouw. Farrar & Rinehart. 1945. 397p. "Twenty-five plays of a changing world."

RADIO SCRIPTS FOR VICTORY. U. S. Office of Education. Educational Radio Script and Transcription Exchange. 1943. 50p. Scripts available for loan to schools. (A similar service offered in transcriptions.)

RADIO WORKSHOP PLAYS. Revised and enlarged. By James M. Morris. H. W. Wilson Co. 1943. 569p. From the Radio Workshop at KOAC, Corvallis, Oregon.

SIX CLASSIC PLAYS FOR RADIO AND HOW TO PRODUCE THEM. By Elmer W. Ziebarth and R. B. Erekson. Burgess Publishing Co. 1939. 96p. Adaptations of great literature for dramatic teachers, with instructions on production for students of radio drama.

THERE'S LAUGHTER IN THE AIR! By Jack Gaver and Dave Stanley. Greenberg, Inc. 1945. 291p. Radio's leading comedians and samples of their best shows.

THEY FLY THROUGH THE AIR. By Norman Corwin. Vrest Orton. 1939. 56p.

THIRTEEN BY CORWIN. By Norman Corwin. Henry Holt & Co. 1942. 338p.

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THIS FREEDOM. By Arch Oboler. Random House. 1942. 239 p.

THE TREASURY STAR PARADE. Edited by William A. Bacher. Farrar and Rinehart. 1942. 379p. Dramatic broadcasts during the war for the U. S. Treasury Department.

WE HOLD THESE TRUTHS. By Norman Corwin. Howell, Soskin. 1942. 47p. Corwin's production commemorating the 150th anniversary of the signing of the Bill of Rights. December 15, 1941.

"WE STAND UNITED" AND OTHER RADIO SCRIPTS. By Stephen Vincent Renet. Farrar & Rinehart. 1945. 210p. With a foreword by Norman Rosten evaluating Benet's place as a radio playwright.

THE WRITER'S RADIO THEATRE. 1940-1941. By Norman S. Weiser. Harper. 1941. 213p. Outstanding plays of the year.

THE WRITER'S RADIO THEATRE. 1941. By Norman S. Weiser. Harper. 1942. 210p. A second volume of outstanding plays. Includes Norman Corwin's "We Hold These Truths."

YALE RADIO PLAYS. Edited by Constance Welch and Walter Pritchard Eaton. Expression Co. 1940. 890p. Selections from a series on WICC. New Haven, written and acted by students of the Department of Drama at Yale.

EDUCATION CHILDREN'S PROGRAMS

ALL CHILDREN LISTEN. By Dorothy Gordon. George W. Stewart, Publisher, Inc. 1942. 128p. A survey of children and radio programs, including some material on other countries.

AN ANALYSIS OF THE RADIOBROADCASTING ACTIVITIES OF FEDERAL AGENCIES. By Jeanette Sayre. Harvard Radiobroadcasting Research Project. 1941. 118p. Special attention is given to broadcasting activities of the Department of Agriculture, Federal Housing Administration, and Office of Education. No. 3 in Studies in the Control of Radio.

BROADCASTING TO THE YOUTH OF AMERICA. By Dorothy Lewis. National Association of Broadcasters. 1941. 78p. A report on present day activities in the field of children's radio programs.

CHILDREN AND RADIO PROGRAMS. By A. L. Eisenberg. Columbia University Press. 1936. 240p. A study of more than 3000 children in the New York Metropolitan area.

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DEVELOPMENT OF SCHOOL BROADCASTING IN TIME OF WAR. By R. de Reding. International Broadcasting Union. (Union Internationale de Radiodiffusion, Geneva). 1943. 39p. School broadcasting in wartime in various countries, 1939-1942.

EDUCATION ON THE AIR. Edited by Josephine MacLachly. Ohio State University. 1930 to date. Yearbooks of the Annual Institute for Education by Radio at Ohio State University.

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EDUCATION'S OWN STATIONS. By S. E. Frost, Jr. University of Chicago Press. 1937. 482p. The history of broadcast licenses issued to educational institutions.

EVALUATION OF SCHOOL BROADCASTS. Sponsored by the Federal Radio Education Committee (see reference following). Ohio State University. More than 60 printed pamphlets and reports have been issued (1937-1942) by this research project, covering the educational values of radio in schools and classrooms, and the social and psychological effects of radio listening upon children and young people. An indispensable source for students of radio and education. List of the publications is available.

FEDERAL RADIO EDUCATION COMMITTEE. U. S. Office of Education. Besides the Evaluation of School Broadcasts (see above) at Ohio State University, the Federal Radio Education Committee has sponsored many other significant studies in such areas as listening groups, college radio workshops, radio councils, local cooperative broadcasting, local station policies, forums, children's programs, and other subjects in the field of educational broadcasting. An indispensable source for students of radio and education. List of the publications is available from the committee.

FOUR YEARS OF NETWORK BROADCASTING. By T. H. Reed. University of Chicago Press. 1937. 78p. Report of the Committee on Civic Education by Radio of the National Advisory Council on Radio in Education and the American Political Science Association.

HOW TO USE RADIO. By Kenneth L. Bartlett. National Association of Broadcasters, Inc. 1941 (revised). 32p. A short manual of technical information and suggestions for educational and other public service institutions.

HOW TO USE RADIO IN THE CLASSROOM. National Association of Broadcasters. 1941. 22p. An introductory handbook by a committee of teachers and radio educators in association with the Evaluation of School Broadcasts.

LISTEN AND LEARN. By Frank Ernest Hill. American Association for Adult Education. 1937. 84p. Fifteen years of adult education on the air.

MOTION PICTURES AND RADIO. By Elizabeth Leine. McGraw-Hill Book Co. Inc. 1938. 165p. A survey of these modern techniques for education. A publication of the Regents' Inquiry into Public Education in New York.

PROGRAM PATTERNS FOR YOUNG RADIO LISTENERS. By Dorothy Lewis and Dorothy L. McFadden. National Association of Broadcasters. 1945. 80p. A report on program patterns in the field of children's radio entertainment.

RADIO AND EDUCATION. Edited by Levering Tyson. University of Chicago Press. 1931-1935. Proceedings of the 15th Assemblies of the National Advisory Council on Radio in Education.

RADIO AND ENGLISH TEACHING. Edited by Max J. Herzberg. Appleton-Century Co. 1941. 247p. Experiences, problems and procedures, contributed by teachers and writers.

RADIO AND THE SCHOOL. Edited by Norman Woelfel and L. Keith Tyler. World Book Co. 1945. 858p. A guidebook for teachers and administrators.

RADIO IN THE CLASSROOM. Edited by Arvil S. Barr and others. University of Wisconsin Press. 203p. Experimental studies in the production and classroom use of lessons broadcast by radio. A report of the Wisconsin Research Project in School Broadcasting.

RADIO - BROADCASTING AND HIGHER EDUCATION. By Carl J. Friedrich and Jeanette Sayre Smith. Harvard Radiobroadcasting Research Project. 1942. 81p. A survey of educational broadcasting, universities on the air, and related organi-

zations. No. 4 in Studies in the Control of Radio.

RADIO IN THE CLASSROOM. By Margaret Harrison. Prentice-Hall, Inc. 1937. 260p. A study of radio as a supplementary tool of education. Based on research for Teachers College of Columbia University.

RADIO IN HEALTH EDUCATION. Prepared under the auspices of the New York Academy of Medicine. Columbia University Press. 1945. 120p. A report on a study of radio health education by the New York Academy of Medicine, with papers contributed at a conference sponsored by the Academy in 1943.

RADIO'S LISTENING GROUPS. By Frank Ernest Hill and W. E. Williams. Columbia University Press. 1941. 270p. Status of listening groups in the United States and Great Britain with some reference to other European countries.

RADIO ROADS TO READING. Edited by Julia L. Sauer. H. W. Wilson Company. 1939. 236p. Library book talks broadcast to girls and boys.

SCHOOL BROADCAST CONFERENCE PROCEEDINGS. By George Jennings (editor). 223 North LaSalle Street, Chicago. Reports of annual meetings, including utilization demonstrations. Also other publications on utilization practices, the teacher and the radio program, etc.

SURVEY OF RESEARCH ON CHILDREN'S RADIO LISTENING. By Herta Herzog. Office of Radio Research, Columbia University. 1941. 84p. A survey of the literature in the field of children and their leisure time listening to the radio.

TEACHING THROUGH RADIO. By William B. Levenson. Farrar & Rinehart. 1945. 474p. Written by the director of radio activities in the Cleveland schools.

TUNE IN FOR EDUCATION. By Frank Ernest Hill. National Committee on Education by Radio. 1942. 109p. A record of the eleven years (1930-1941) of the National Committee on Education by Radio. (Obtainable from Payne Fund, 1 Madison Ave., New York.)

THE USE OF THE RADIO IN PARENT EDUCATION. By Sidonie M. Gruenberg. University of Chicago Press. 1939. 95p. Report of a study conducted by the Child Study Association of America in cooperation with other groups.

FREQUENCY MODULATION

BROADCASTING'S BETTER MOUSE-TRAP. National Association of Broadcasters (FM Department). 1940. 18p. One of a series of small popular booklets to explain and promote FM, issued by FM Broadcasters, Inc.

FM BROADCASTERS, INC., FIFTH ANNUAL MEETING REPORT. National Association of Broadcasters (FM Department). 1944. 66p. A booklet reprinting addresses, reports and discussions at the annual meeting in January 1944.

FM FOR EDUCATION. U. S. Office of Education. 1945. 55p. A manual of suggestions for planning, licensing and utilizing educational FM radio stations owned and operated by school systems, colleges and universities.

FM: AN INTRODUCTION TO FREQUENCY MODULATION. By John F. Rider. John F. Rider Publisher, Inc. 1940. 142p. Special attention is given to FM receivers and the general maintenance problems confronting radio servicemen.

FREQUENCY MODULATION. By August Hund. McGraw-Hill. 1942. 375p. An engineering text covering both basic principles and the design of commercial apparatus. Contains an eight-page bibliography of periodical references.

FREQUENCY MODULATION. By K. R. Sturley. Hulton Press, Ltd. 1942. A paper-bound monograph, one in a series based on articles in Electronic Engineering.

HISTORY OF FREQUENCY MODULATION. National Association of Broadcasters (FM Department). 1944. 8p. Reprint of Major Edwin H. Armstrong's testimony before the Senate Interstate Commerce Committee on December 6, 1943. From FM Radio-Electronics Engineering of March 1944.

THE NEWSPAPERS AND FM RADIO. By Ernest L. Owen. School of Journalism Publications, Syracuse University. 1944. 8p. A newspaper publisher's analysis.

A REPORT TO AMERICA ON RADIO BROADCASTING. By National Citizens Political Action Committee. 1945. 8p. FM licenses, the report urges, should be granted to prevent concentration of control.

NOTE: Several broadcasting and equipment manufacturing companies have issued important reports and brochures on frequency allocation problems in FM.

(Continued on page 572)

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ATTITUDES OF RURAL PEOPLE TOWARD RADIO SERVICE. Division of Program Surveys, Bureau of Agricultural Economics, U. S. Department of Agriculture. 1945. 141p. Based on a nationwide survey requested by the Federal Communications Commission.

DAYTIME SERIALS AND IOWA WOMEN. By Leda P. Summers. Radio Station WHO, Des Moines. 1943. 47p. A study of daytime serial listening in Iowa, made in cooperation with the Office of Radio Research of Columbia University.

JOINT COMMITTEE STUDY OF RURAL RADIO OWNERSHIP AND USE IN THE UNITED STATES. SECTIONS 1-4. National Broadcasting Co. and Columbia Broadcasting System. 1939. A comprehensive statistical study sponsored by the two networks. Sections 1, 2, 3 discuss the survey and give summaries; Section 4 contains the complete tabulations.

THE KANSAS RADIO AUDIENCE OF 1945. By F. L. Whan. University of Wichita. F. L. Whan. 85p. Continuation of annual series since 1937.

NAB RADIO MARKET DATA HANDBOOK. National Association of Broadcasters. 1943. 250p. A compilation covering population, families, radio families and total retail trade, with separate tabulations for the food group, the general merchandise group, the apparel group, and drug stores.

THE 1945 IOWA RADIO AUDIENCE SURVEY. By F. L. Whan. University of Wichita, Kansas. F. L. Whan. Continuation of annual series since 1937.

OCCUPIED DWELLING UNITS WITH RADIO. 1940. U. S. Census of Housing (Second Series, General Characteristics). By states, and summaries.

THE PATTERNING OF LISTENER ATTITUDES TOWARD RADIO BROADCASTS. By John Gray Peatman and Tore Hallonquist. Stanford University Press. 1945. 68p. A technical monograph on methods developed for analyzing this subject.

RADIO AUDIENCE MEASUREMENT. By Matthew N. Chappell and C. E. Hooper. Stephen Daye. 1944. 246p. A discussion of techniques by leaders in the field.

RADIO'S DAYTIME SERIAL. Columbia Broadcasting System. 1945. 27p. Digest of a talk given by Frances Farmer Wilder, CBS Consultant on Daytime Programs, to educational and civic groups.

REACHING JUVENILE MARKETS. By Evelyn E. Grumbine. McGraw-Hill Book Co., Inc. 1938. 430p. Radio is treated as one of the best avenues to juvenile favor.

SOCIAL STRATIFICATION OF THE RADIO AUDIENCE. By Hugh M. Beville, Jr. Princeton Radio Research Project (Now Office of Radio Research, Columbia University). 1939. 106p. A collection of the extensive audience data developed by radio researchers.

A STUDY OF RADIO LISTENING HABITS IN THE STATE OF OKLAHOMA. By F. L. Whan. University of Wichita. F. L. Whan. 1944. 86p. For the period February-March 1944.

A SURVEY OF DAYTIME RADIO LISTENING HABITS. Conducted by Foote, Cone & Belding, for the Blue Network Co. (now American Broadcasting Co.) 1943.

SURVEY OF RADIO LISTENERS IN LOUISIANA. By Edgar A. Schuler. Louisiana State University. 1943. 77p. Designed to secure data for use in the planning of educational programs for Louisiana.

U. S. RADIO OWNERSHIP BY COUNTIES. Columbia Broadcasting System. 1944. 164p. Total families and radio families, by counties, 1940-1944. 1940 census data projected by the CBS Research Department.

URBAN RADIO LISTENING IN THE UNITED STATES. Compiled on behalf of the broadcasting industry by NAB. March 1941. 40p. In cooperation with CBS and NBC. Based on a study conducted by Crossley, Inc.

NEWS & SPECIAL EVENTS

(Books by radio's foreign correspondents and their experiences, unless otherwise indicated.)

ASSIGNMENT TO BERLIN. By Harry W. Flannery. Knopf. 1942. 439p.

BERLIN DIARY. By William L. Shirer. Alfred A. Knopf. 1941. 640p.

EUROPE NOW. By H. V. Kaltenborn. Didier. 1945. 187p.

THE FIFTY-TWO DAYS. By W. W. Chaplin. Bobbs-Merrill. 1944. 215p. An NBC reporter's story of the battle that freed France.

FROM THE LAND OF SILENT PEOPLE.

By Robert St. John. Doubleday, Doran & Co., Inc. 1942. 353p. Report on the Balkans by an NBC correspondent.

GO AHEAD, GARRISON! By A. A. Schechter. Dodd, Mead & Co. 1940. 237p. A story of news broadcasting.

HOW WAR CAME. By Raymond Gram Swing. W. W. Norton & Co., Inc. 1939. 266p. A compilation of Mr. Swing's commentaries on MBS.

I BROADCAST THE CRISIS. By H. V. Kaltenborn. Random House. 1938. 265p. The Czechoslovakian Crisis of 1938. Scripts from September 11 to October 2.

I LIVE ON AIR. By A. A. Schechter and Edward Anthony. Frederick A. Stokes Co. 1941. 588p. Experiences at NBC in news and special events.

JOURNALISM ON THE AIR. By Dowling Leatherwood. Burgess Publishing Co. 1939. 100p. An abridged textbook for a course in radio journalism.

JOURNEY INTO WAR. By John MacVane. Appleton-Century. 1943. 830p. War and diplomacy in North Africa.

KALTENBORN EDITS THE NEWS. By H. V. Kaltenborn. Modern Age. 1937. 183p. Contains a chapter on "Radio and the News."

LAST TRAIN FROM BERLIN. By Howard K. Smith. Knopf. 1942. 359p.

THE NEWS AND HOW TO UNDERSTAND IT. By Quincy Howe. Simon & Schuster. 1940. 260p. How to get "more pleasure and profit from following the news," including radio news and comment.

NEWS IS A WEAPON. By Matthew Gordon. Knopf. 1942. 268p. Psychological war by radio as well as other media. By a former CBS news editor.

PACIFIC BLACKOUT. By John McCutcheon Ralskiz. Dodd, Mead. 1943. 244p.

PREVIEW OF HISTORY. By Raymond Gram Swing. Doubleday, Doran. 1943. 282p. Broadcasts from 1938-1943.

RADIO JOURNALISM. By Paul H. Wagner. Burgess Publishing Co. 1940. 185p. Comprehensive approach to the basic techniques and problems of news-casting.

SINGAPORE GOES OFF THE AIR. By Giles Playfair. Books, Inc. (distributed by E. P. Dutton.) 1943. 273p.

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THIS IS LONDON. By Edward R. Murrow. Simon & Schuster. 1941. 273p.

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THE BBC AND ITS AUDIENCE. By Basil Maine. Thomas Nelson and Sons, Ltd. 1939. 168p. A history of BBC by an Englishman.

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GENERAL REPORT ON THE DEVELOPMENT AND ACTUAL SITUATION OF INTERNATIONAL RADIO FROM 1939 TO 1942. International Broadcasting Union. (Union Internationale de Radio-diffusion). June 1943. 34p. An attempt to record main developments in radio in a war-torn world. In French.

POLITICAL AND CONTROVERSIAL BROADCASTING. Canadian Broadcasting Corporation. 1944. 18p. Policies and rulings of the CBC, issued February 21, 1944.

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REGULATION, LEGAL ASPECTS

AN ABC OF THE FCC. Federal Communications Commission. U. S. Government Printing Office. 1940. 13p. Brief summary of FCC functions, in question-and-answer form.

THE COMMUNICATIONS ACT OF 1934. U. S. Government Printing Office. Revised to June 14, 1945. 83p. With amendments and index thereto.

CONGRESS AND THE CONTROL OF RADIO BROADCASTING. By Carl Friedrich and Evelyn Sternberg. Harvard Radiobroadcasting Research Project. 1944. 28p. No. 5 in Studies in the Control of

Radio, issued at Harvard. This study was originally published in The American Political Science Review, October and December 1943.

THE CONTROL OF RADIO. By Jerome G. Kerwin. University of Chicago Press. 1934. 27p. An inquiry into the social aspects of radio.

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FEDERAL RADIO COMMISSION. By Laurence F. Schmeckebier. Brookings Institution. 1932. 182p. History, activities and organization of the predecessor of the FCC. No. 65 in Service Monographs of the U. S. Government.

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HEARINGS BEFORE THE SENATE COMMITTEE ON INTERSTATE COMMERCE. (White Resolution, S. Res. 113). June 2-20, 1941. U. S. Government Printing Office. 1941. 628p. Hearings to authorize a study of the network rules and regulations promulgated in May, 1941, by the FCC.

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THE AXIS ON THE AIR. By Harold Ettlinger. Bobbs-Merrill. 1943. 318p. By the author of a column of the same name in the Chicago Sun.

BROADCASTING FOR DEMOCRACY. By Otto Friedmann. Allen & Unwin, Ltd. 1942. 82p. Psychological and sociological discussion of democratic propaganda, particularly broadcasting to foreign countries.

LISTEN, HANS. By Dorothy Thompson. Houghton, Mifflin. 1942. 292p. Broadcast talks to Germany over CBS shortwave facilities.

PROPAGANDA BY SHORTWAVE. Edited by Harwood L. Childs and John B. Whitton. Princeton University Press. 1942. 355p. A book by members of the staff of the Princeton Listening Center, who analyzed short wave propaganda for twenty months between 1939-1941.

RADIO GOES TO WAR. By Charles J. Rolo. Putnam's. 1941. 293p. The story of the international radio front which the author covered as a listener, translator, and analyst of the Princeton Listening Center.

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WAR ON THE SHORT WAVE. By Harold N. Graves. Foreign Policy Association, Inc. 1941. 64p. A report on shortwave propaganda techniques by the director of the Princeton Listening Center.

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COMMUNICATION ENGINEERING. By W. L. Everitt. McGraw-Hill Book Company, Inc. 1937. (2nd Edition). 727p. A text-book of fundamental principles, with engineering applications.

ELECTRONICS FOR BOYS AND GIRLS. By Jeanne Bendick. Whittlessey House. 1944. 148p. An introduction to electronics. Foreword by Keith Henney, editor of Electronics.

ELEMENTS OF RADIO. By Abraham Marcus and William Marcus. Prentice-Hall. 1943. 699p. Prepared at the request of the War Department and the U. S. Office of Education. Edited by Ralph E. Horton.

ENGINEERING ELECTRONICS. By Donald G. Fink. McGraw-Hill Book Company, Inc. 1938. 358p. By the managing editor of Electronics. For the practicing engineer with a good foundation in electricity but no specific training in electronic concepts and methods.

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MODERN RADIO ESSENTIALS. By Kenneth A. Hathaway. American Technical Society. 1943. 247p. A condensed treatise on fundamental principles.

PRACTICAL RADIO COMMUNICATION. By Arthur R. Nilson and J. L. Hornung. McGraw-Hill. 1943. (2nd edition). 927p. Principles, systems, equipment and operation, including very high and ultra-high frequencies and frequency modulation.

PRINCIPLES OF RADIO. By Keith Henney. John Wiley & Sons, Inc. 1938 (5th edition). 534p. An elementary text-book first published in 1930.

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THE RADIO AMATEUR'S HANDBOOK. American Radio Relay League. 1926 to date. Annual manuals of proven methods in apparatus construction and operation.

RADIO ENGINEERING. By F. E. Terman. McGraw-Hill Book Co. 1937. (2nd Edition.) 813p. Comprehensive engineering treatment of the more important vacuum-tube and radio phenomena.

RADIO ENGINEERING HANDBOOK. By Keith Henney. McGraw-Hill Book Company, Inc. 1941 (2nd edition). 945p. By a staff of twenty-three specialists.

RADIO ENGINEERS' HANDBOOK. By Frederick E. Terman. McGraw-Hill. 1943. 1019p. A reference book summarizing the body of engineering knowledge that is the basis of radio and electronics.

RADIO FOR THE MILLIONS. Popular Science Monthly. Grosset & Dunlap. 1943. 192p. Technical articles by the editorial staff of Popular Science.

RADIO OPERATING. By A. R. Nilson and J. L. Hornung. McGraw-Hill Book Company, Inc. 1940. (seventh edition). A standard technical radio review book, in question-and-answer form.

RADIO TECHNICAL PLANNING BOARD. Miss Martha Kinzie, General Electric Co., Bridgeport. 1944. A series of panel reports and recommendations on technical aspects of frequency allocations and post-war development of the various radio services.

STORY OF RADIO. By Orrin E. Dunlap, Jr. Dial Press, Inc. 1935. 326p. A popular account largely devoted to the scientific aspects of radio.

ULTRA-HIGH-FREQUENCY RADIO ENGINEERING. By W. L. Emery. Macmillan. 1944. 295p. An outgrowth of the pre-war Electronics Teachers' Conference at M. I. T. in 1941. For senior electrical engineering students.

ULTRA-HIGH-FREQUENCY TECHNIQUES. By Glenn Koehler, Herbert J. Reich and L. F. Woodruff; edited by J. G. Brainerd. D. Van Nostrand. 1942. 670p. Designed for senior students in electrical engineering and physics. Based on the course at M. I. T. "engendered by the war" for engineers and physicists with training in the ultra-high frequency field.

UNDERSTANDING RADIO. By Herbert M. Watson, H. E. Welch and G. S. Eby. McGraw-Hill. 1940. 603 p. A guide to practical operation and theory.

NOTE: These are only intended to be representative of books published in the field of radio engineering. A complete list is given in "Cumulative Book Index."

TECHNIQUES AND CAREERS

(Unless otherwise indicated, the books in this section discuss general aspects of working for radio or the learning of special techniques, as indicated by the various titles.)

ARLANES TO ENGLISH. By Holland D. Roberts and others. McGraw-Hill. 1942. 501p. A guide to speaking, listening, reading, and writing, through speech and radio.

BOTH SIDES OF THE MICROPHONE. By John S. Hayes and H. J. Gardner. J. B. Lippincott Co. 1938. 180p. A book on training for the radio; and on "what the listener should expect from his radio" in news, drama, sports, education, religion, music, etc.

DO YOU WANT TO GET INTO RADIO? By Frank A. Arnold. Frederick A. Stokes Co. 1940. 140p.

DOS AND DON'TS OF RADIO WRITING. By Ralph Rogers. Associated Radio Writers, Inc. 1937. 104p.

EFFECTIVE RADIO SPEAKING. By William G. Hoffman and Ralph L. Rogers. McGraw-Hill. 1944. 214p.

A HANDBOOK FOR AMATEUR BROADCASTERS. By Pauline Gibson. Scholastic Publications. 1937. 58p. A "complete and efficient little guide" for the amateur.

HANDBOOK OF BROADCASTING. By Waldo Abbot. McGraw-Hill Book Company, Inc. 1941 (second edition). 422p.

HANDBOOK OF RADIO WRITING. By Erik Barnouw. Little, Brown & Co. 1939. 306p.

HANDBOOK OF SOUND EFFECTS. Educational Radio Script Exchange. U. S. Office of Education. 1938. 27p.

HOW TO BREAK INTO RADIO. By Robert De Haven and Harold S. Kahm. Harper and Brothers. 1941. 160p.

HOW TO SPEAK AND WRITE FOR RADIO. By Alice Keith. Harper. 1944. 236p.

HOW TO WRITE FOR RADIO. By James Whipple. McGraw-Hill Book Company, Inc. 1938. 425p.

IS YOUR HAT IN THE RING? National Association of Broadcasters. 1944. 14p. Suggestions for speaking on the radio.

LISTEN IN. By Maurice Lowell. Dodge Publishing Co. 1937. 114p. A manual giving suggestions for the organization and operation of community radio groups, and to writers, artists and others with respect to techniques.

MANUAL OF FOREIGN DIALECTS FOR RADIO, STAGE AND SCREEN. By Lewis and Margaret S. Herman. Ziff-Davis Publishing Co. 1943. 416p. Designed to fill the needs of actors, directors, producers, writers and students.

MIKES DON'T BITE. By Helen Sloussat. L. B. Fischer. 1943. 303p. A guide to speaking over the radio by the CBS Director of Talks. Many anecdotes.

NBC HANDBOOK OF PRONUNCIATION. Compiled by James F. Bender. Crowell. 1943. 302p. A guide to meet the needs of NBC broadcasters.

NEW FIELDS FOR THE WRITER. Edited by Stephen Moore. National Library Press. 1939. 127p. Television, radio, film and drama.

OCCUPATIONS IN RADIO. By Kenneth G. Bartlett and Douglas W. Miller. Science Research Associates. 1940. 48p.

OFF MIKE. Edited by Jerome Lawrence. Duell, Sloan & Pearce. 1944. 195p. Radio writing by some of the nation's top radio writers.

PRACTICAL RADIO WRITING. By Katharine Seymour and John T. W. Martin. Longmans, Green & Co. 1938. 308p.

THE PRODUCTION AND DIRECTION OF RADIO PROGRAMS. By John S. Carlile. Prentice-Hall, Inc. 1939. 397p.

PROJECTS FOR RADIO SPEECH. By H. L. Ewbank and S. P. Lawton. Harper and Brothers. 1940. 158p. A manual for the student.

RADIO AS A CAREER. By Julius L. Hornung. Funk and Wagnalls Co. 1940. 212p. Mainly devoted to the technical side of radio.

RADIO DIRECTING. By Earle McGill. McGraw-Hill Book Company, Inc. 1940. 370p.

RADIO DRAMATICS. By Ruth Carmen. Yorston Pub. 1937. 180p. Instruction lectures.

THE RADIO HANDBOOK. By Howard Tooley. Northwestern Press. 1941. 112p. Suggestions for the radio director and technician.

RADIO PRODUCTION DIRECTING. By A. R. Crews. Houghton, Mifflin. 1944. 550p.

RADIO SKETCHES AND HOW TO WRITE THEM. By Peter Dixon. Frederick A. Stokes Co. 1936. 274p.

RADIO SOUND EFFECTS. By Joseph Cameron and William B. Hoffman. Ziff-Davis. 1945. 619p. A primer on sound effects and how they are made. Illustrated.

RADIO WORKERS. Edited by Alice V. Keliher. Harper and Brothers. 1940. 56p. A story, told in part by pictures, of occupations in radio.

RADIO WRITING. By Max Wylie. Farrar & Rinehart, Inc. 1939. 550p.

RADIO, YOUR STATION AND YOU. Association of the Junior Leagues of America, Inc. 1942. 98p. A guide to planning producing and promoting local radio programs in the children's and the community interpretative fields.

SCRIPT-EASERS FOR RADIO COMMERCIAL WRITERS. By Marynelle Williams. The Dietz Printing Co. 1944. 227p.

STAND BY FOR THE LADIES. By Ruth A. Knight. Coward McCann, Inc. 1939. 179p. Experiences of women in radio.

TALKING ON THE RADIO. By Orrin E. Dunlap, Jr. Greenberg. 1938. 216p.

WHEN RADIO WRITES FOR WAR. Office of War Information. U. S. Government Printing Office. 1943. 14p. A digest of practical suggestions on wartime radio scripts.

WORKING FOR RADIO. National Association of Broadcasters. 1944 (second edition). 24p. Articles by authorities on eleven aspects of working for radio.

WORLD WORDS: RECOMMENDED PRONUNCIATIONS. 402p. 1944. By Dr. W. Cabell Greet. Columbia University Press. Guide to the pronunciation of names and places in the news, prepared for CBS by the CBS speech consultant.

WRITING FOR RADIO. By Frank Nagler. Ronald Press. 1938. 160p.

YOUR CAREER IN RADIO. By Norman V. Carlisle and Conrad C. Rice. Dutton. 1941. 189p.

TELEVISION

DICTIONARY OF RADIO AND TELEVISION TERMS. By Ralph Stranger. Chemical Publishing Co. 1941. 252p. A quick reference, with explanations made as simple as possible.

4000 YEARS OF TELEVISION. By Richard F. Hubbell. Putnam. 1942. 256p. A history of television for the layman.

THE FUTURE OF TELEVISION. By Orrin E. Dunlap, Jr. Harper & Bros. 1942. 194p. An executive of RCA offers "a guide to the new industry, and to those seeking careers and opportunities."

GET READY NOW TO SELL TELEVISION. Caldwell-Clements, Inc. 1944. 180p. A guidebook for merchants.

AN INTRODUCTION TO TELEVISION. By C. J. Hylander and Robert Hadding. Macmillan Co. 1941. 207p. Historical development of television, and a survey of equipment. Non-technical, although two chapters give a fairly complete summary of the electrical principles involved.

THE MYSTERIES OF TELEVISION. By Arthur Van Dyck. The House of Little Books. 1940. 55p. For the layman who desires the story of television in general terms.

OFFICIAL YEARBOOK OF THE TELEVISION INDUSTRY, 1944-45. Television Broadcasters Association. 1945. 78p. Addresses at the first annual conference of TBA, and articles by some of the leading figures in the industry.

PRINCIPLES OF TELEVISION ENGINEERING. By Donald G. Fink. McGraw-Hill Book Company, Inc. 1940. 541p. 1940 engineering knowledge and practice, from the studio camera to the home receiver.

PROCEEDINGS OF THE NATIONAL ELECTRONICS CONFERENCE. Illinois Institute of Technology (E. H. Schultz). 1945. 605p. A report of the technical papers and activities at the first conference, in Chicago, October 5-7, 1944.

TELEVISION. By Harold Kellock. Editorial Research Reports. 1944. 36p. A general survey embracing scientific foundations, television in Europe and the United States, and a discussion of "rapid vs. restrained commercial exploitation."

TELEVISION. RCA Institutes Technical Press. Vol. I, 1936. Vol. II, 1937. Collected addresses and papers on the future of the new art and its recent technical developments.

TELEVISION BROADCASTING. By Lenox R. Lohr. McGraw-Hill Book Company, Inc. 1940. 274p. Production, economics, technique of the new art.

TELEVISION—THE EYES OF TOMORROW. By Captain William C. Eddy. Prentice-Hall. 1945. 319p. A general summary of how television works and how its shape are produced.

TELEVISION: A GUIDE FOR THE AMATEUR. By Sydney A. Moseley and H. McKay. Oxford University Press. 1938. 144p. Non-technical descriptions of television progress and apparatus in England up to 1936. Mr. Moseley is now a radio commentator in this country.

TELEVISION: THE REVOLUTIONARY INDUSTRY. By Robert E. Lee. Duell, Sloan & Pearce. 1944. 230p. A non-technical examination of the young industry, its problems, and future possibilities. Foreword by Dr. Lee De Forest.

TELEVISION: A STRUGGLE FOR POWER. By F. A. Waldrop and J. Borkin. William Morrow and Co. 1938. 299p. Economics, technical developments and patents are critically appraised in relation to television progress.

TELEVISION. By V. K. Zworykin and G. A. Morton. John Wiley & Sons. 1940. 646p. Technical treatise on the electronics of image transmission, by RCA authors.

TELEVISION ENGINEERING. By J. C. Wilson. Sir Isaac Pitman and Sons, Ltd. 1937. 492p. Essentials of television engineering in 1937, by an English engineer and former member of the CBS television department. Contains a brief foreword by J. L. Baird.

TELEVISION HANDBOOK: LOOK AND LISTEN. By M. B. Sleeper. Henley. 1939. 96p. A summary of 1939 television practice for radio servicemen, set builders and students.

TELEVISION MANUAL. By F. J. Camm. Chemical Publishing Co. 1943 (revised edition). 224p. Includes the many secondary applications of television principles, as well as television itself.

TELEVISION PROGRAMMING AND PRODUCTION. By Richard W. Hubbell. Murray Hill Books, Inc. 1945. 207p. A compilation of experience so far in programming and production. Includes more than 50 photographs illustrating production problems.

TELEVISION SEMINAR. Radio Executives Club of New York. 1944. Mimeographed addresses on the present status and future prospects of television, delivered as a course of lectures in the summer of 1944.

TELEVISION STANDARDS AND PRACTICE. Edited by Donald G. Fink. McGraw-Hill. 1943. 405p. Selected papers from the proceedings of the National Television System Committee and its panels.

TELEVISION TODAY AND TOMORROW. By Lee De Forest. Dial Press. 1942. 861p. A general discussion with material of interest both to laymen and to technical students.

TELEVISION TODAY AND TOMORROW. By Sydney A. Moseley and H. J. B. Chapple. Pitman. 1940 (5th edition). 179p. General summary of television development in England, and more technical chapters on principles and techniques. With a foreword by J. L. Baird, and an account of his work.

THE VICTORY OF TELEVISION. By Philip Kerby. Harper & Bros. 1939. 120p. The status of television in 1939, and specu-

lations on its future social role.

WE PRESENT TELEVISION. By John Porterfield and Kay Reynolds. W. W. Norton & Co. 1940. 288p. Several authorities in the field review the status of the art in 1940.

NOTE: Several broadcasting and equipment manufacturing companies have issued important reports and brochures on the controversial issues of television.

PUBLICATIONS PRIOR TO 1936 OF SPECIAL INTEREST

ADVERTISING BY RADIO. By Orrin E. Dunlap, Jr. Ronald Press. 1929. 186p. An early source on the rise of the new advertising medium.

AMERICAN VS. BRITISH SYSTEM OF RADIO CONTROL. Compiled by Ezra C. Buehler. H. W. Wilson Co. 1933. 361p. A debate manual. Vol. 8, No. 10 in the Reference Shelf series.

BROADCAST ADVERTISING: THE FOURTH DIMENSION. By Frank A. Arnold. John Wiley & Sons, Inc. 1933. 283p. Written for the general public and the college student.

contains a brief survey of television.

BROADCASTING IN THE UNITED STATES. National Association of Broadcasters. 1933. 191p. An aid to debaters in preparing and presenting arguments. Still useful despite date of publication.

CONQUEROR OF SPACE. THE LIFE OF LEE DE FOREST. By Georgette Carneal. H. Liveright. 1930. 296p. An authorized biography of the inventor.

A DECADE OF RADIO ADVERTISING. By Herman S. Hettlinger. University of Chicago Press. 1933. 564p. A comprehensive history and survey of radio advertising to 1933. Valuable appendixes and statistical tables.

ECONOMICS OF THE RADIO INDUSTRY. By Hiram L. Jome. A. W. Shaw Co. 1925. 332p. One of the earliest sources on this subject.

GATEWAY TO RADIO. By Ivan Firth and Gladys Shaw Erskine. The Macaulay Co. 1934. 319p. One of the earliest books on the radio technique. Contains comment on the state of the radio art in 1934.

MEASUREMENT IN RADIO. By F. H. Lumsley. Ohio State University. 1934. 318p. A pioneer book in the field of radio research.

PSYCHOLOGY OF RADIO. By Hadley Cantril and G. W. Allport. Harper and Brothers. 1935. 276p. (Reprinted: Peter Smith. 1941). The first comprehensive attempt on the part of psychologists to map out from their own point of view "the new mental world created by radio." Much of the material is based on experimental studies conducted at Harvard.

RADIO. By Rudolf Arnheim. Faber & Faber, Ltd. 1935. 296p. A fundamental study emphasizing the peculiar characteristics and limitations of broadcasting as a distinct art. Considers radio in its scientific foundations in the laws of acoustics, and in the psychological effects of sound divorced from sight.

RADIO IN ADVERTISING. By Orrin E. Dunlap, Jr. Harper & Brother. 1931. 383p. A comprehensive handbook for advertisers, agencies and students.

THE RADIO INDUSTRY. Harvard Graduate School of Business Administration. A. W. Shaw Co. 1928. 330p. The story of radio's development as told by leaders of the industry to the students of the Graduate School of Business Administration at Harvard during the academic year 1927-28.

RADIO PERSONALITIES. Edited by Don Rockwell. Press Bureau, Inc. 1935. 268p. A pictorial and biographical annual.

RADIO SPEECH. By Sherman P. Lawton. Expression Co. 1934. 453p. An early source on the elements of radio writing and radio speaking. Contains specimens for analysis.

TEN YEARS BEFORE THE MIKE. By Ted Husing. Farrar & Rinehart, Inc. 1935. 298p. By the CBS sports broadcaster.

THIS THING CALLED BROADCASTING. By Alfred N. Goldsmith and A. C. Leacarbura. Henry Holt & Co. 1930. 362p. "A simple tale of an idea, an experiment, a mighty industry, a daily habit, and a basic influence in our modern civilization."

USING RADIO IN SALES PROMOTION. By Edgar H. Felix. McGraw-Hill Book Co., Inc. 1927. 386p. One of the first books on the subject designed for advertisers, station managers and performers alike.

VOICE AND PERSONALITY AS APPLIED TO RADIO BROADCASTING. By Tom H. Pear. John Wiley & Sons, Inc. 1931. 247p. A pioneer study in such areas as voice characteristics, psychological problems of radio drama and "radio personality."

YOU'RE ON THE AIR. By Graham McNamee. Harper & Brothers. 1926. 207p. Early years of radio by the NBC announcer.

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A. C. NIELSEN Co.—2101 Howard St., Chicago 45. Telephone: Hollywood 6100. 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; telephone, Pennsylvania 6-7126; manager, James O. Peckham. Branch—109 St. Aldates, Oxford, England; manager, E. L. Lloyd. Branch: 80 Richmond St., W., Toronto, Canada. J. P. Napier, manager.

NORLE & SWARS Inc. (Successors to Walter P. Burn & Assoc. Inc.)—7 W. 44th St., New York 18. Telephone: Murray Hill 2-7461. William Noble, president; M. Lawrence Swars, vice-president and general manager; Edna M. Hoffman, secretary. (Surveys, syndicated promotion service for stations.)

EDWARD J. NOONAN MARKET RESEARCH SERVICE—157 Federal St., Boston. Telephone: Liberty 2606. Edward J. Noonan, director.

NORTHWEST MARKETING SERVICE—1645 Hennepin Ave., Minneapolis 3, Minn. Telephone: Main 0497. Manager: Aurilla Smith; partner: Naomi Emerson.

OFFICE OF RESEARCH (radio div.)—3470 Broadway, New York 31. Telephone: Audubon 3-2335. Dr. John G. Featman, director. (Radio consultants and publishers of weekly music index survey.)

OPINION RESEARCH CORP.—44 Nassau St., Princeton, N. J. Telephone: 1675. Dr. Claude Robinson, president; Dilman H. K. Smith, vice president. New York Office: 10 Rockefeller Plaza. Telephone: Circle 5-5977.

THE PSYCHOLOGICAL CORPORATION—522 Fifth Ave., New York 18. Telephone: Murray Hill 2-2145. Walter R. Miles, chairman of the board; Paul S. Achilles, president and general manager; Henry C. Link, 1st vice-president; Albert D. Freiberg, George K. Bennett, Rose G. Anderson, vice-presidents; Richard A. Fear, secretary; Philip G. Corby, treasurer.

THE PULSE Inc.—110 Fulton St., New York 18. Telephone: Rector 2-6863. Radio Research organization for the New York area. Director: Dr. Sydney Roslow; Manager: David Klein; Ass't. Director: Nelle Kelly.

RESEARCH CO. OF AMERICA—341 Madison Ave., New York 17. Telephone: Murray Hill 4-0075. General Manager: A. Edwin Fein; Director of Research: Edgar A. Steele.

ROBINSON'S RADIO RECKONER—271 Madison Ave., New York. (Per-listener-cost studies for spot users.)

ELMOROPER—30 Rockefeller Plaza, New York 20. Telephone: Circle 6-7164. Associates: Robert Williams, Carolyn Crusius, Einar Anderson, Julian Woodward.

ROSS FEDERAL RESEARCH CORP.—18 E. 48th St., New York 17. Telephone: Plaza 3-6500. Officials: H. A. Ross, president; D. A. Ross, vice-president and general manager; S. W. Sheetz, vice-president; B. E. Jolley, director of research; F. X. Miske, secretary.

STEWART, BROWN & ASSOCIATES—30 Rockefeller Plaza, New York 20. Telephone: Circle 5-7920. Managing Partners: Paul W. Stewart, Lyndon O. Brown, Arthur B. Dougall, Paul W. Atwood, Johanna B. Cooke, Research Associates: R. C. Allen, A. J. Amos, R. Booth, H. Caspar, P. H. Crane, R. W. Dalzell, R. Gordon, M. E. Greer, H. Haupt, L. Hoag, J. H. Marion, D. E. Miller, E. A. Montgomery, C. E. Olson, L. Phillips, C. Roberts, A. Smith.

SURVEYS Incorporated—60 E. 42nd St., New York 17. Telephone: Vanderbilt 6-0974. Otis T. Iingo Jr., president; Branch: Defense Bldg., Washington 6, D. C. Telephone: Executive 0941.

FRANK WRIGHT & Assoc.—681 Market St., San Francisco 5. Telephone: Exbrook 3883. (Surveys, business counsellors.)

THE TRAFFIC AUDIT BUREAU Inc.—60 E. 42nd St., New York 17. Telephone: Murray Hill 2-6973. V. H. Pelz, managing director; A. D. Chiquoine Jr., BBDO, New York, president; Robert M. Gray, Standard Oil Co. of N. J., New York, vice-president; Kerwin H. Fulton, Outdoor Adv. Inc., New York, secretary-treasurer.

MISCELLANEOUS SERVICES AND ORGANIZATIONS

AUDIT BUREAU OF CIRCULATIONS—165 W. Wacker Drive, Chicago 1. Telephone: Central 7994. Managing Director: James N. Shryock. Branch: 330 W. 42nd St., New York 18; telephone, Medallion 3-2323; manager, William F. Hoffmann. (Newspaper and periodical circulation audit service.)

MERLIN H. AYLESWORTH—30 Rockefeller Plaza, New York 20. Telephone: Circle 6-2535.

BELL TELEPHONE LABORATORIES—463 West St., New York 14. Telephone: Chelsa 3-1000. O. E. Buckley, president; M. J. Kelly, executive vice-president; D. A. Quarles, director of apparatus development; M. H. Cook and O. M. Glunt, directors of specialty and commercial products development; R. E. Poole and W. H. Doherty, radio development engineers.

MONROE BOWMAN and ASSOCIATES—221 N. LaSalle St., Chicago 1. Telephone: Andover 3027. Monroe Bowman, Joseph Bagnuolo, Frank Kornacker, Arthur Nelson, R. H. Lesser. (Architects and Engineers specializing in planning, designing, engineering of radio and television stations.)

BROADCASTERS PROMOTION SERVICE—Atlantic City, N. J. Telephone: 4-1957. James Dooley, business manager. (Specialized promotion service for radio stations.)

CARL H. BUTMAN—National Press Bldg., Washington, D. C. Telephone: National 7846. (Consultant on FCC procedural, regulatory and technical matters; radio news representative.)

CALIFORNIA ASSOCIATES—417 So. Hill St., Los Angeles 13. Telephone: Madison 1196. John B. Knight and Geraldine Parker, partners. Branch: 300 Montgomery St., San Francisco 4. Telephone: Garfield 6292.

CHURCHILL ENGINEERING Corp.—56 W. 45th St., New York 19. Telephone: Murray Hill 2-0178. R. T. Bacher, president. (Administrative engineers; specialists in setting prices and rates.)

CONTROLLED CIRCULATION AUDIT Inc.—420 Lexington Ave., New York. Telephone: Mohawk 4-6381. Frank L. Avery, managing director; R. B. Brown, president; O. S. Tyson, vice-president; Preston Beil, secretary; A. J. Millard, treasurer. (Auditing circulation of business publications.)

DIRECT MAIL ADVERTISING ASSN. Inc.—17 E. 42nd St., New York 17. Telephone: Vanderbilt 6-1479. Howard Korman, McCann-Erickson, president; Richard Messner, E. E. Brogle & Co., American vice-president; Neil B. Powter, Howard Smith Paper Mills, Canadian vice-president; Donald Macaulay, Donald Macaulay Paper Co., secretary-treasurer; Jane L. Bell, executive manager.

REUBEN H. DONNELLEY CORP.—350 E. Cermak Rd., Chicago 16. Telephone: Victory 3232. Raymond M. Gunnison, president. Thomas E. Donnelley, chairman of board; Clarence O. Lillyblade, vice-president; Thorne Donnelley, vice president (on leave, U. S. Navy); David L. Harrington, vice-president; Harry W. Warner, treasurer; William J. Clark, secretary. Branch offices: 305 E. 45th St., New York 17. Telephone: Murray Hill 4-7000. Manager: R. M. Gunnison. 401 N. Broad, Philadelphia 8. Telephone: Walnut 2434. Manager: A. H. Bamforth. 209 W. Seventh St., Cincinnati 2. Telephone: Parkway 2570. Manager: F. D. Inglis. (Radio contest judging; publishers, telephone directories; premium mailing; packaging, etc.)

VINCENT EDWARDS & Co.—342 Madison Ave., New York. Telephone: Vanderbilt 6-3021. President: V. Edward Borges. (Advertising mat and idea syndicate services and trade magazine publishers.)

F-D-C REPORTS—National Press Bldg., Washington 4, D. C. Telephone: Metropolitan 0606. Wallace Werble, editor; Wallace F. Janssen, managing editor. (Specialized weekly trade publication for drug and cosmetic manufacturers, distributors and advertising executives.)

INDUSTRIAL ASSOCIATES—326 Pennsylvania Ave. S.E., Washington 3, D. C. Telephone: Franklin 1206. (Architectural, structural radio station design.)

INTERCOLLEGIATE BROADCASTING SYSTEM Inc.—507 Fifth Ave., New York 17. Telephone: Vanderbilt 6-6075. George Abraham, chairman; Lincoln Diamant, business manager; David Borst, technical manager; David Linton, program director; Sonia-Jane Brown, executive secretary.

INTERNATIONAL EVENTS—159 E. Chicago Ave., Chicago 11. Telephone: Superior 2441. David Gottlieb, manager.

RAY C. JENKINS CO.—Northwestern Bank Bldg., Minneapolis 2. Telephone: Main 5597. (Direct, confidential business and industrial consultant service; radio promotion.)

McKINSEY & CO. (Management consultants)—60 E. 42nd St., New York 17. Telephone: Vanderbilt 6-5280. Partners and principals: H. G. Crockett, Marvin Bower, Gordon G. Bowen, J. Alex Smith, H. A. Roddick, A. E. Werolin, Howard C. Adams, Gerald L. Murphy. Boston Branch—75 Federal St. Telephone: Hubbard 0620; partner, Stanley L. Balmer; Principal: Arthur T. Caruso. Pacific Coast Office: 235 Montgomery St., San Francisco. Telephone: Garfield 3638. Partner: Alf E. Werolin; Principal: John G. Neukom.

GEORGE McKITTRICK & Co.—108 Fulton St., New York 7. Telephone: Barclay 7-4828. Branch: 185 No. Wabash Ave., Chicago 1. Telephone: State 8911. (Publishes McKittrick's Directory of Advertisers and Advertising Agencies.)

EDWIN CLAUDE MILLS—630 Fifth Ave., New York. Telephone: Circle 6-7148. (Consultant on commercial use of copyright musical works.)

MUZAK Corp.—229 Fourth Ave., New York 3. Telephone: Algonquin 4-3300. Clinton M. Finney, president. (Production and transmission of musical and other programs over wires and other guiding structures.)

NATIONAL BETTER BUSINESS BUREAU—405 Lexington Ave., New York 17. Telephone: Murray Hill 6-3535. Ray Clayberger, president; Edward L. Greene, general manager; Phillips Wyman, vice-president.

NATIONAL FOUNDATION FOR INFANTILE PARALYSIS—120 Broadway, New York 5. Director of radio: Howard J. London.

NATIONAL REGISTER PUBLISHING Co. Inc.—330 W. 42nd St., New York 18. Telephone: Medallion 3-5850. President and treasurer: R. W. Ferrel. Branch: 333 No. Michigan Ave., Chicago; telephone, Randolph 5744; manager, A. J. Crane. (Publishes Standard Advertising Register services, listing national advertisers, agencies and their personnel.)

NATIONAL RESEARCH BUREAU INC.—415 North Dearborn St., Chicago 10. Telephone: Superior 5080. (Merchandising and advertising ideas for radio stations.)

NEJESKI & Co. INC.—144 E. 39th St., New York 18. Telephone: Murray Hill 3-6775. Management counsel.

PUBLISHERS' INFORMATION BUREAU INC. (PIB)—National Advertising Records, 31 E. 10th St., New York 3. Telephone: Stuyvesant 9-7334. Anne R. Edgerly, president; Sarah E. Barnes, vice-president; Mae B. Irving, treasurer-secretary. Branch: 333 N. Michigan Ave., Chicago 1. Telephone: Randolph 3442. A. J. Crane, manager.

RADIO REPORTS. Inc.—220 E. 42nd St., New York 17. Telephone: Murray Hill 2-6406. Edward F. Loomis, president; P. R. Rieber, editor. Branches: 617 S. Olive St., Los Angeles 14; Empire Bldg., Rockford, Ill.; 12324 Stoepel, Detroit 4. (Recording, digesting, transcribing radio news and comments.)

SOUNDSRIPT REPORTERS Inc.—17 E. 42nd St., New York 17. Telephone: Murray Hill 2-8711. Calvin Truesdale, president. (Reporting by means of electronic recordings.)

TELECOMMUNICATIONS REPORTS Inc.—National Press Bldg., Washington 4. D. C. Telephone: District 2654. Editor: Roland Davies. (Communications industry news service.)

TRADEWAYS Inc.—285 Madison Ave., New York. Telephone: Ashland 4-1363. William H. Longh, president and treasurer; James E. Lough, secretary. (Marketing counsellors.)

UNITED NATIONS INFORMATION OFFICE—810 Fifth Ave., New York 20. Telephone: Circle 5-8060. Information about all United Nations for use by radio stations. Subject matter and background for radio programs and program ideas. Broadcasting Division: John H. Macdonell.

WESTINGHOUSE RADIO STATIONS Inc.—1619 Walnut St., Philadelphia 3. Telephone: Rittenhouse 6870. Operating WBZ, Boston; WBZA, Springfield, Mass.; WROS, Boston; KDKA, Pittsburgh; KYW, Philadelphia; WOWO, Fort Wayne, Ind.; KEX, Portland, Ore. A subsidiary of Westinghouse Electric Corp. Walter C. Evans, vice-president; Lee B. Wailes, general manager; B. A. McDonald, sales manager; W. B. McGill, advertising manager; D. A. Myer, engineering manager; Gordon Hawkins, program and educational director; F. A. Logue, auditor; F. P. Nelson, shortwave and television dept.

CLIFFORD YEWDALE—350 Fifth Ave., New York. Telephone: Pennsylvania 6-7881. Branch: Lincoln, N.H., Steuart Bldg. Telephone: B 3135. (Accountant specializing in radio.)

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MUSIC PUBLISHERS PROTECTION ASSOCIATION Inc.—45 Rockefeller Plaza, New York 20. Telephone: Circle 6-3064. Harry Fox, general manager; Walter G. Douglas, chairman of board.

NATIONAL ASSOCIATION OF PERFORMING ARTISTS—630 Fifth Ave., New York 20. Telephone: Circle 7-8194. James J. Walker, president; Fred Waring, chairman of board; Maurice J. Speiser, general counsel.

G. RICORDI & Co., 12 West 45th St., New York 19. Telephone: Murray Hill 2-0300. Dr. Renato Tasselli, managing director.

SESAC Inc.—475 Fifth Ave., New York 17. Telephone: Murray Hill 5-5365. Paul Heinecke, president; Ruth C. Heinecke, treasurer.

SOCIETY OF JEWISH COMPOSERS, PUBLISHERS & SONG WRITERS—152 W. 42nd St., New York 18. Telephone: Longacre 5-9124. Sholom Secunda, president; Rev. Pincus Jassinovsky, vice-president; Alexander Olshanetsky, treasurer; Henry Lefkowitz, secretary; Salom J. Perlmutter, general manager; A. E. Masters, counsel.

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RALDWIN & MERMEY—205 E. 42nd St., New York 17. Telephone: Murray Hill 4-4540. Partners: William H. Baldwin, Maurice Mermey, Philip N. Schuyler, Arthur McClure.

BANNER & GRIEF—424 Madison Ave., New York 17. Telephone: Plaza 8-0535. Jack Banner and Edward Grief, partners.

MYER P. BECK—729 Seventh Ave., New York. Telephone: Bryant 9-7300. Myer P. Beck and George Glass. (Publicity and public relations for radio personalities and programs.)

BENTLEY & LIVINGSTONE Inc.—230 N. Michigan Ave., Chicago 1. Telephone: Dearborn 1237. President: George Livingstone. Secretary-treasurer: H. S. Fisher.

EDWARD L. BERNAYS—26 E. 64th St., New York 21. Telephone: Butterfield 8-5000.

IVAN BLACK ASSOCIATES—400 Madison Ave., New York 14. Telephone: Plaza 5-4760.

HARRY N. BLAIR—1270 8th Ave., New York 20. Telephone: Columbus 5-2125. Associate: Frank Leyendecker. Branch: Taft Bldg., Hollywood 28, Cal. Telephone: Granite 8367.

H. A. BRUNO & ASSOC.—30 Rockefeller Plaza, New York. Telephone: Circle 6-8040. Associates: A. Reagan, P. Culklin, H. C. Cotter, R. Pearson, A. Grant, K. L. Harris.

CARL RYOIR & ASSOCIATES—10 East 40th St., New York. Telephone: Ashland 4-3466. Helene Jamieson Jordan, radio director; Norene Freeman, asst. radio director.

COLL & DALY—49 West 51st St., New York 19. Telephone: Plaza 3-9872. Fred Coll, George Daly, Zac Freeman.

DENSON-FREY & AFFILIATES—12 E. 41st St., New York 17. Telephone: Murray Hill 3-3295. Executives: Erwin M. Frey, president; Helen V. Denson, executive vice-president.

MARTIN DODGE & Co.—RKO Bldg., New York 20. Telephone: Circle 5-8767. (publishing digest of labor press).

ARTHUR EDDY—Taft Bldg., Hollywood 28, Cal. Telephone: Gladstone 5305.

EDITORIAL SERVICES LTD.—50 Richmond St., W. Toronto, Ont., Canada. Telephone: Elgin 4249. J. A. Cowan, president; A. M. Miller, vice-president; Jean Alexander, H. E. Beattie, P. M. Bergeron, account executives.

EDUCATIONAL INSTITUTIONS PUBLICITY SERVICE—10 E. 43d St., New York; telephone, Murray Hill 2-1713. President: Eliot M. Stark.

FRED ELDEAN ORGANIZATION—670 Fifth Ave., New York 19. Telephone: Eldorado 5-7651. John Richmond, manager. Branches: 1614 K St., N.W., Washington. Telephone: District 6336. Mel Hargrove, manager. Penobscot Bldg., Detroit. Telephone: Cherry 5455. Keeton Arnett, manager.

THE FADELL Co.—Northwestern Bank Bldg., Minneapolis 2, Minn. Telephone: Atlantic 3416. General Manager: Michael J. Fadell.

EARLE FERRIS Co.—40 E. 49th St., New York 17. Telephone: Plaza 5-3100.

FLANLEY & WOODWARD—551 Fifth Ave., New York. Telephone: Vanderbilt 6-3183. Sally Woodward and Mabel G. Flanley, partners.

CHARLES H. GALE ASSOC.—515 Madison Ave., New York 22. Telephone: Plaza 5-3211.

DAVID E. GREEN ASSOCIATES—280 Madison Ave., New York 16. Telephone: Lexington 2-6404. G. W. (Johnny) Johnstone, executive associate.

STEVE HANNAGAN—247 Park Ave., New York. Telephone: Plaza 5-2900. Associates: Larry Smits, Joe Copps.

RICHARD H. HOFFMAN—247 Park Ave., New York. Telephone: Eldorado 5-4395. Richard H. Hoffman, executive director; Charlotte Littman, associate.

HOPE ASSOCIATES Corp.—40 E. 49th St., New York 17. Telephone: Plaza 5-3100. Elizabeth Winston, general manager.

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INSTITUTE OF PUBLIC RELATIONS Inc.—Graybar Bldg., New York. Telephone: Lexington 2-6850. John W. Darr, president; David Hinchshaw, vice-president.

EDWARD M. KIRBY—2500 Que St., Washington. Branch Offices: 444 Madison Ave., New York; Medical Arts Bldg., Nashville; 17 Shaftesburg Ave., Piccadilly, London.

PAUL L. KUCH—410 Olympia Bldg., New Bedford, Mass. Telephone: 2-4539.

IVY LEE and T. J. ROSS—405 Lexington Ave., New York. Telephone: Murray Hill 6-2727. Senior Partner: T. J. Ross. Partners: Burnham Carter, Harcourt Parrish, James W. Lee II, J. M. Ripley, Ivy Lee Jr., John L. Durdree.

AUSTIN C. LESCARBOURA & STAFF—The Workshop, Croton-on-Hudson, N. Y. Telephone: Croton 444.

ALLAN MELTZER Inc.—509 Madison Ave., New York 22. Telephone: Plaza 3-7647. Branch: 9010 Sunset Blvd., Los Angeles 46. Telephone: Crestview 6-4134.

J. W. MILFORD & ASSOCIATES—55 W. 42nd St., New York 18. Telephone: Wisconsin 7-5968. Director: J. W. Milford.

MARY FURLONG MOORE—507 Fifth Ave., New York 17. Telephone: Vanderbilt 6-6188. (Food, publishing and industrial accounts.)

GLADSTONE MURRAY—Victory Bldg., Toronto, Ont., Canada. Telephone: Adelaide 8184. (Policy counsel.)

WIN NATHANSON & ASSOC. Inc.—60 E. 42nd St., New York 17. Telephone: Murray Hill 2-6560. Win Nathanson, president; Bern Bernard, vice-president.

NATL. BUREAU OF PRESS RELATIONS—152 W. 42nd St., New York 18. Bert Nevins, president; Lucille Summer, radio director.

A. E. NELSON Co.—300 Montgomery St., San Francisco 4. Telephone: Yukon 2767. A. E. Nelson, president.

NEWS ASSOCIATES—56 E. Walton Place, Chicago 11. Telephone: Whitehall 2116. Paul O. Ridings, director; Gordon C. Lund, asst. director; Beth Snyder, office manager; Julia Herron, secretary. (Affiliated with Earle Ferris Co. and Radio Features Service Inc., New York.)

MORTIMER A. NUSBAUM—1775 Broadway, New York 19. Telephone: Circle 6-2734.

CHARLES S. O'DONNELL & CO.—220 East 42nd St., New York. Telephone: Vanderhilt 6-6331. Charles S. O'Donnell, manager. (Latin American public relations.)

THOMAS W. PARRY AND ASSOCIATES—319 N. Fourth St., St. Louis 2, Mo. Telephone: Central 0888.

BEN PRATT—1270 Sixth Ave., New York 20. Telephone: Circle 6-3082. (Talent promotion.)

PUBLICITY ASSOCIATES Inc.—Empire State Bldg., New York 1. Telephone: Longacre 5-3210. President: Josef Israels II; vice-president: Amy Vanderbilt; treasurer: Joseph A. Bernstein; secretary: Ruth V. Martin.

RADIO FEATURES SERVICE Inc.—40 E. 49th St., New York. Telephone: Plaza 5-3100. Earle Ferris, president; Roger Brown, general manager.

FRANK LINDSAY RAND & Co.—360 N. Michigan Ave., Chicago 1. Telephone: Randolph 0001.

ROBBINS & BARBER—270 Madison Ave., New York. Telephone: Lexington 2-1080. Irving D. Robbins, Phillip W. Barber, principals.

SELVAGE & LEE—16 E. 48th St., New York 17. Telephone: Plaza 8-0350. James P. Selvage, Morris M. Lee, H. H. Stansbury, partners; Larry Stevens, radio relations. Branch: 135 S. LaSalle St., Chicago 3. Telephone: Randolph 3941. Robert Carpenter, manager.

WELLINGBROOK CONSUMER RELATIONS—551 Fifth Ave., New York 17, N. Y. Telephone: Murray Hill 2-6650. Katherine Wellingbrook, manager.

YOUNG & MEYERS—4 E. 53rd St., New York 22. Telephone: Plaza 5-3285. John Orr Young and Harold C. Meyers, partners.

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INTERNATIONAL NEWS SERVICE—235 E. 45th St., New York. Telephone: Murray Hill 2-0131. Seymour Berkson, general manager; Barry Faris, editor-in-chief; William B. Goode, business manager.

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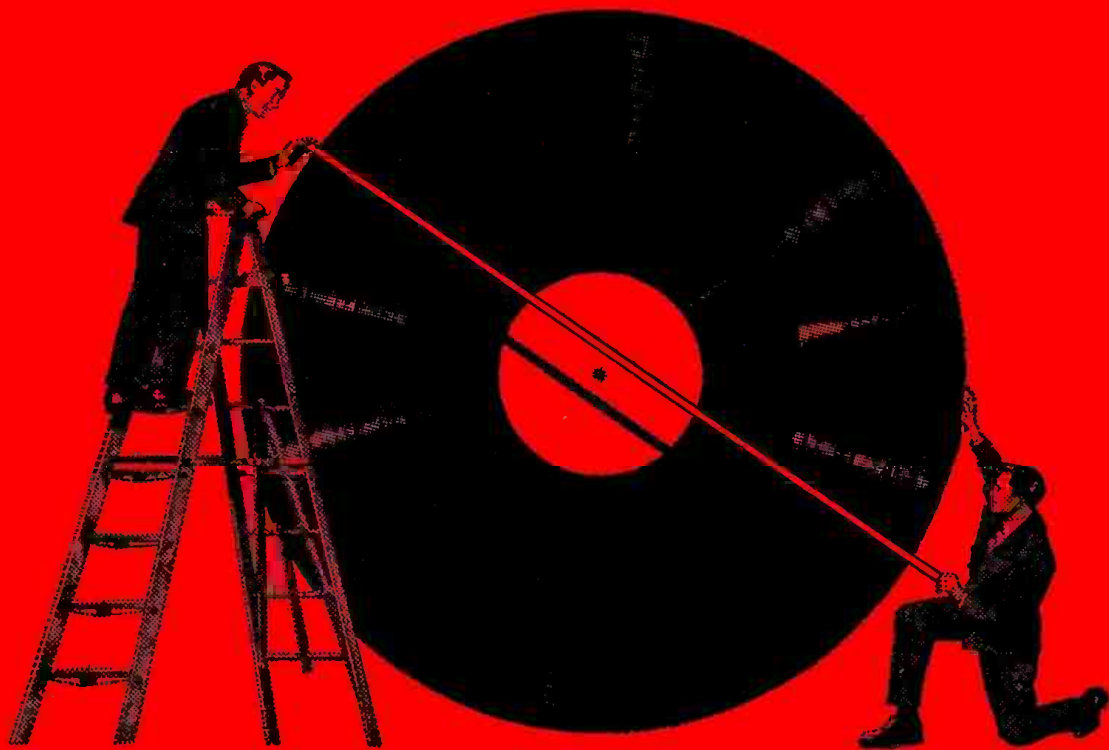
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(Continued from Page 264)

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Fisher Flouring Mills Co., Seattle	Cereals & Flour	James Abbe Pictures the News	Sat., 10:45-11:00 A.M. PST	20	Oct. '44-Apr. '45	Pacific National Adv. Agency., Seattle
F. W. Fitch Co., Des Moines, Iowa	Shampoo, Hair Tonic	News of the World	Tues., Thurs., 7:15-7:30 P.M.	78	May '43-Sept. '45	L. W. Ramsey Co., Davenport, Iowa
F. W. Fitch Co., Des Moines, Iowa	Shampoo, Hair Tonic	Fitch Bandwagon (eff June '45) Bandwagon Mysteries (eff Sept. '45) Bandwagon Starring Cass Daley	Sun., 7:30-8:00 P.M.	143	Sept. '38—	L. W. Ramsey Co., Davenport, Iowa
Ford Motor Co., Detroit	Ford, Lincoln & Zephyr Automobiles	The Ford Show	Sun., 2:00-2:30 P.M.	142	Apr. '45-Sept. '45	J. Walter Thompson, Chicago
General Electric Co., Cleveland, Ohio	G. E. Mazda Lamps	Hour of Charm	Sun., 10:00-10:30 P.M.	138	Sept. '39—	BBD&O, N. Y.; Foster & Davies, Cleveland
General Foods Corp., New York	Birdseye Frosted Foods	Dinah Shore's Open House (off June '45-Aug. '45)	Thurs., 8:30-9:00 P.M.; 12:00-12:30 A.M.	138	July '44—	Young & Rubicam, Inc., N. Y.
General Foods Corp., New York	Maxwell House Coffee	Maxwell House Coffee Time (eff June '45) Adventures of Topper (eff Sept. '45) Burns and Allen	Thurs., 8:00-8:30 P.M.; 11:30-12:00 Mid.	138	Sept. '43—	Benton & Bowles, N. Y.
General Foods Corp., New York	Cereals, Flour	Portis Faces Life	Mon.-Fri., 5:15-5:30 P.M.	88	Apr. '41—	Benton & Bowles, N. Y.; (eff Sept. '45) Young & Rubicam, N. Y.
General Foods Corp., New York	Calumet Salt, Bakers Chocolate	When A Girl Marries	Mon.-Fri., 5:00-5:15 P.M.	75	Sept. '41—	Benton & Bowles, N. Y.
General Foods Corp., New York	Sanka Coffee	Those We Love	Sun., 2:00-2:30 P.M.	64	Oct. '44-Apr. '45	Young & Rubicam, N. Y.
General Mills, Inc., Minneapolis	Flour	Betty Crocker	Sat., 10:00-10:15 A.M.	12	Jan. '45-June '45	Dancer-Fitzgerald-Sample, Chicago
General Mills, Inc., Minneapolis	Betty Crocker Soups, Wheaties	Guiding Light	Mon.-Fri., 2:00-2:15 P.M.	125	May '38—	Knox-Reeves, Minneapolis
General Mills, Inc., Minneapolis	Biaquick	Today's Children	Mon.-Fri., 2:15-2:30 P.M.	127	May '38—	Knox-Reeves, Minneapolis
General Mills, Inc., Minneapolis	Wheaties	Woman In White	Mon.-Fri., 2:30-2:45 P.M.	127	May '38—	Knox-Reeves, Minneapolis
General Mills, Inc., Minneapolis	Cake Flour	Hymns of All Churches	Mon.-Thurs., 2:45-3:00 P.M.	32	May '38—	Dancer-Fitzgerald-Sample, Chicago
General Mills, Inc., Minneapolis	Cake Flour	Betty Crocker	Fri., 2:45-3:00 P.M.	32	May '38—	Dancer-Fitzgerald-Sample, Chicago
General Motors Corp., Detroit	Institutional	General Motors Symphony of the Air	Sun., 5:00-6:00 P.M.	146	Aug. '43—	Arthur Kudner, N. Y.; (eff Oct. 1, Kudner Agency, Inc.
General Motors Corp. (Oldsmobile Div.), Detroit	Institutional	John W. Vandercook	Sat., 5:30-5:45 P.M.	146	Aug. '45—	D. P. Brother & Co., Inc., Detroit
Gilmore Oil Co., Los Angeles	Oil & Gasoline	Furlough Fun	Fri., 9:00-9:30 P.M. PST	6	Nov. '42-Apr. '45	Ruthrauff & Ryan, Hollywood
Grove Laboratories, Inc., St. Louis	Cold Tablets & Vitamins	Okay for Release	Mon.-Fri., 5:00-5:15 P.M. PST	5	June '44—	Russel M. Seeds, Chicago
Grove Laboratories, Inc., St. Louis	Cold Tablets & Vitamins	Reveille Roundup	Mon., Wed., Fri., 7:45-8:00 A.M.; 8:45-9:00 A.M.; 9:45-10:00 A.M.	121	Oct. '41—	Russel M. Seeds, Chicago
H. J. Heinz Co., Pittsburgh	Heinz Foods	Information Please	Mon., 9:30-10:00 P.M.	138	Feb. '43-Feb. '45	Maxon, Inc., Detroit
Hudson Coal Co., Scranton, Pa.	Coal	The D & H Miners	Sun., 9:45-10:00 A.M.	11	Oct. '45—	The Clements Co., Phila.
International Harvester Co.	Motor Trucks & Farm Machinery	Harvest of Stars	Sun., 2:00-2:30 P.M.	149	Oct. '45—	McCann-Erickson, Inc., N. Y.
Jacques Mfg. Co., Chicago	K. C. Baking Powder	K. C. Jamboree	Sat., 11:00-11:30 A.M. (eff Aug. '45) 11:15-11:30 A.M.	73	Aug. '44-Oct. '45	Leo Burnett Co., Inc., Chicago
Andrew Jergens Co., Cincinnati	Woodbury Soap	Mr. and Mrs. North	Wed., 8:00-8:30 P.M.; 12:00-12:30 A.M.	137	Dec. '42—	Lennen & Mitchell, Inc., N. Y.
S. C. Johnson & Son, Inc., Racine, Wis.	Wax Products	Fibber McGee & Molly (July-Sept. '45) Victor Borge Show	Tues., 9:30-10:00 P.M.	140	Oct. '41—	Needham, Louis & Brorby, Inc., Chicago
Kerr Glass Mfg. Corp., Los Angeles	Glass Jars	Graeme Fletcher	Mon., Wed., Fri., 7:00-7:15 A.M. PST	8	May '45-Sept. '45	Raymond R. Morgan, Hollywood
Kraft Foods Co., Chicago	Kraft Products	Kraft Music Hall	Thurs., 9:00-9:30 P.M.	135	July '40—	J. Walter Thompson Co., Chicago
Kraft Foods Co., Chicago	Parkay	The Great Gildersleeve	Sun., 6:30-7:00 P.M.; 11:00-11:30 P.M.	82	Aug. '43—	Needham, Louis & Brorby, Inc., Chicago
Leaf Gum Co., Chicago	Chewing Gum	Tin Pan Alley of the Air	Sat., 5:45-6:00 P.M.; 6:30-6:45 P.M.	144	Jan. '45—	Bozell & Jacobs, Inc., Chicago
Lever Bros. Co., Cambridge, Mass.	Lifebuoy Soap	Bob Burns	Thurs., 7:30-8:00 P.M.; 9:30-10:00 P.M.	77	Jan. '43—	Ruthrauff & Ryan, Inc., N. Y.
Lever Bros. Co., Cambridge, Mass.	Rinso	Amos 'n Andy (June-Sept. '45) Dunninger	Fri., 10:00-10:30 P.M. (eff Oct. '45) Tues., 9:00-9:30 P.M.	148	Oct. '41—	Ruthrauff & Ryan, Inc., N. Y.
Lewis-Howe Co., St. Louis	Tums	A Date With Judy	Tues., 8:30-9:00 P.M.	143	June '40—	Roche, Williams & Cleary, Chicago
Liggett & Myers Tobacco Co., New York	Chesterfield Cigarettes	Chesterfield Supper Club	Mon.-Fri., 7:00-7:15 P.M.; 11:00-11:15 P.M.	144	June '39—	Newell Emmett Co., N. Y.
P. Lorillard Co., New York	Old Gold Cigarettes	Comedy Theater (eff June '45) Meet Me At Parky's	Sun., 10:30-11:00 P.M.	134	July '43—	Lennen & Mitchell, Inc., N. Y.
Los Angeles Soap Co., Los Angeles	Soap	Art Baker News	Mon.-Fri., 10:45-11:00 A.M. PST	20	Oct. '42—	Raymond R. Morgan Co., Hollywood
Manhattan Soap Co., New York	Sweetheart Soap	The Soldier Who Came Home (eff July '45) Barry Cameron	Mon.-Fri., 11:30-11:45 A.M.	68	Apr. '45—	Duane Jones Co., N. Y.
Mars Inc., Chicago	Candy	Dr. I. Q.	Mon., 10:30-11:00 P.M.	126	Apr. '44—	Grant Advertising, Inc., Chicago

(Continued on Page 271)

The National Broadcasting Company

respectfully directs

your attention to

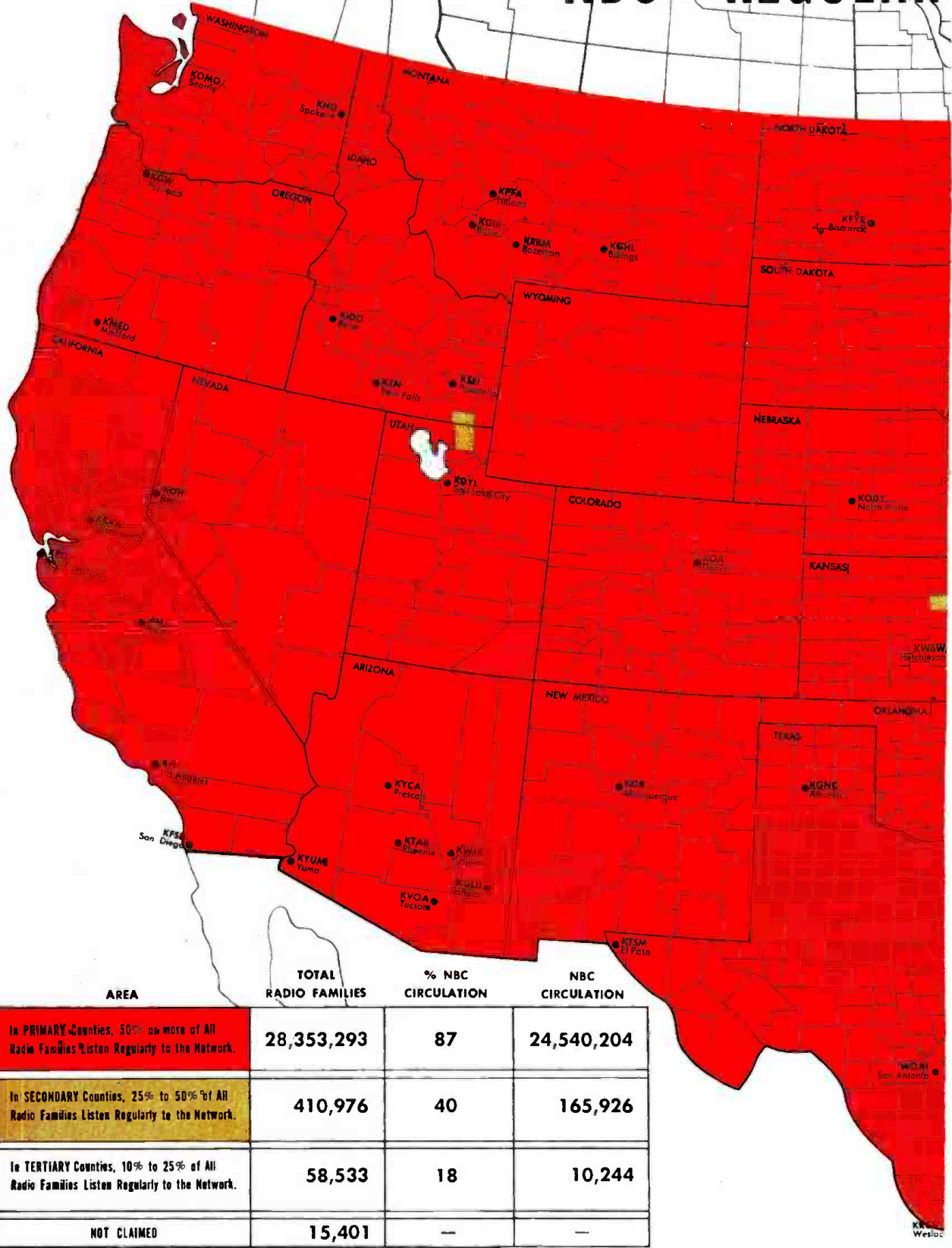
ORANGE COUNTY, FLORIDA

the most unusual county

in the United States



NBC "REGULAR"



AREA	TOTAL RADIO FAMILIES	% NBC CIRCULATION	NBC CIRCULATION
In PRIMARY Counties, 50% or more of All Radio Families Listen Regularly to the Network.	28,353,293	87	24,540,204
In SECONDARY Counties, 25% to 50% of All Radio Families Listen Regularly to the Network.	410,976	40	165,926
In TERTIARY Counties, 10% to 25% of All Radio Families Listen Regularly to the Network.	58,533	18	10,244
NOT CLAIMED	15,401	—	—
TOTAL (1940 U.S. CENSUS)	28,838,203	86	24,716,374
TOTAL (1945 ESTIMATE)	33,100,000	86	28,400,000



A Service of Radio Corporation of America

... the National Broadcasting Company

AMERICA'S NO. 1 NETWORK

- | | | | |
|--|---|--|---|
| KANS . . Wichita, Kan. | KSTP . . . Minn.-St. Paul, Minn. | WENY . . Elmira, N. Y. | WMBG . Richmond, Va. |
| KARK . . Little Rock, Ark. | KTAR . . . Phoenix, Ariz. | WERC . . Erie, Pa. | WMC . . . Memphis, Tenn. |
| KCRA . . Sacramento, Cal. | KTBS . . . Shreveport, La. | WEST . . Easton, Pa. | WMFG . Hibbing, Minn. |
| KDKA . . Pittsburgh, Pa. | KTFI . . . Twin Falls, Ida. | WFAA . . Dallas, Tex. | WMIS . . Natchez, Miss. |
| KDYL . . . Salt Lake City, Ut. | KTSM . . El Paso, Tex. | WFBC . . Greenville, S. C. | WMRF . . Lewistown, Pa. |
| KELO . . . Sioux Falls, S. D. | KVOA . . Tucson, Ariz. | WFBG . . Altoona, Pa. | WMVA . Martinsville, Va. |
| KFAM . . St. Cloud, Minn. | KVOL . . Lafayette, La. | WFLA . . Tampa, Fla. | WOAI . . San Antonio, Tex. |
| KFI Los Angeles, Cal. | KVOO . . Tulsa, Okla. | WFOR . . Hattiesburg, Miss. | WOOD . Grand Rapids, Mich. |
| KFSD . . San Diego, Cal. | KWBW . Hutchinson, Kan. | WGAL . . Lancaster, Pa. | WOPI . . Bristol, Tenn.-Va. |
| KFYR . . Bismarck, N. D. | KWJB . . Globe, Ariz. | WGBF . . Evansville, Ind. | WORK . York, Pa. |
| KGBX . . Springfield, Mo. | KYCA . . Prescott, Ariz. | WGKV . Charleston, W. Va. | WOW . . Omaha, Neb. |
| KGHL . . Billings, Mont. | KYSM . . Mankato, Minn. | WGL . . Fort Wayne, Ind. | WPTF . . Raleigh, N. C. |
| KGIR . . Butte, Mont. | KYUM . . Yuma, Ariz. | WGRM . Greenwood, Miss. | WRAC . . Williamsport, Pa. |
| KGLU . . Safford, Ariz. | KYW . . Philadelphia, Pa. | WGY . . Schenectady, N. Y. | WRAW . Reading, Pa. |
| KGNC . Amarillo, Tex. | KZRC . . Cebu, P. I. | WHAM . Rochester, N. Y. | WRC . . . Washington, D. C. |
| KGU . . Honolulu, T. H. | KZRH . . Manila, P. I. | WHIS . . Bluefield, W. Va. | WRDO . Augusta, Me. |
| KGW . . Portland, Ore. | WALA . . Mobile, Ala. | WHIZ . . Zanesville, O. | WROL . . Knoxville, Tenn. |
| KHQ . . . Spokane, Wash. | WAML . . Laurel, Miss. | WHLB . . Virginia, Minn. | WSAM . Saginaw-
Bay City, Mich. |
| KIDO . . . Boise, Ida. | WAPO . Chattanooga, Tenn. | WHO . . Des Moines, Ia. | WSAN . Allentown, Pa. |
| KMED . . Medford, Ore. | WAVE . . Louisville, Ky. | WIBA . . Madison, Wis. | WSAV . Savannah, Ga. |
| KMJ Fresno, Cal. | WAZL . . Hazelton, Pa. | WIOD . . Miami, Fla. | WSB . . . Atlanta, Ga. |
| KNOE . . Monroe, La. | WBAL . . Baltimore, Md. | WIRE . . Indianapolis, Ind. | WSFA . . Montgomery, Ala. |
| KOA . . . Denver, Colo. | WBAP . . Ft. Worth, Tex. | WIS . . . Columbia, S. C. | WSJS . . Winston-Salem, N. C. |
| KOAM . Pittsburg, Kan. | WBEN . . Buffalo, N. Y. | WISE . . Asheville, N. C. | WSM . . Nashville, Tenn. |
| KOB . . . Albuquerque, N. M. | WBLK . . Clarksburg, W. Va. | WJAC . . Johnstown, Pa. | WSMB . New Orleans, La. |
| KODY . . North Platte, Neb. | WBOW . Terre Haute, Ind. | WJAR . . Providence, R. I. | WSOC . Charlotte, N. C. |
| KOH . . . Reno, Nev. | WBRC . . Birmingham, Ala. | WJAX . . Jacksonville, Fla. | WSPB . Toledo, O. |
| KOMO . Seattle, Wash. | WBRE . . Wilkes Barre, Pa. | WJDX . . Jackson, Miss. | WSVA . Harrisonburg, Va. |
| KPFA . . . Helena, Mont. | WBZ . . Boston, Mass. | WKBH . La Crosse, Wis. | WSYR . . Syracuse, N. Y. |
| KPLC . . Lake Charles, La. | WBZA . Springfield, Mass. | WKBO . Harrisburg, Pa. | WTAM . Cleveland, O. |
| KPO . . San Francisco, Cal. | WCOA . Pensacola, Fla. | WKPT . Kingsport, Tenn. | WTAR . Norfolk, Va. |
| KPRC . . Houston, Tex. | WCRS . Greenwood, S. C. | WKY . . Oklahoma City, Ok. | WTBO . Cumberland, Md. |
| KRBM . . Bozeman, Mont. | WCSH . Portland, Me. | WLAK . Lakeland, Fla. | WTIC . . Hartford, Conn. |
| KRGV . . Weslaco, Tex. | WDAF . Kansas City, Mo. | WLBZ . Bangor, Me. | WTMA . Charleston, S. C. |
| KRIS . . . Corpus Christi, Tex. | WDAY . Fargo, N. D. | WLOK . Lima, O. | WTMJ . Milwaukee, Wis. |
| KROC . . Rochester, Minn. | WDEL . . Wilmington, Del. | WLW . . Cincinnati, O. | WTRC . . Elkhart, Ind. |
| KSD St. Louis, Mo. | WEAF . . New York, N. Y. | WMAM . Marinette, Wis.,
Menominee, Mich. | WTTM . Trenton, N. J. |
| KSEI . . . Pocatello, Ida. | WEAU . Eau Claire, Wis. | WMAQ . Chicago, Ill. | WWJ . . Detroit, Mich. |
| KSOO . . Sioux Falls, S. D. | WEBC . . Duluth-Superior, Wis. | | |

Advertisers Using NBC Network During 1945

(Continued from Page 266)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contracts	Agency & City
Miles Laboratories Inc., Elkhart, Ind.	Alka-Seltzer & Vitamins	News of the World	Mon.-Fri., 7:15-7:30 P.M.	136	Mar. '41—	Wade Advertising Agency, Chicago
Miles Laboratories Inc., Elkhart, Ind.	Alka-Seltzer & Vitamins	News of the World with Robert St. John	Mon.-Fri., 10:15-10:30 A.M. (eff Feb. '45) 10:00-10:15 A.M.	40	Jan. '44-June '45	Wade Advertising Agency, Chicago
Miles Laboratories Inc., Elkhart, Ind.	Alka-Seltzer & Vitamins	National Barn Dance	Sat., 9:00-9:30 P.M.	118	June '42—	Wade Advertising Agency, Chicago
John Morrell & Co., Ottumwa, Iowa	Red Heart Dog Food	Alex Dreier	Sat., 10:45-11:00 A.M.; 12:00-12:15 P.M.	126	Oct. '43-Sept. '45	Henri Hurat & McDonald Inc., Chicago
Philip Morris & Co., New York	Cigarettes	Johnny Presents	Tues., 8:00-8:30 P.M.; 11:30-12:00 Mid.	138	Apr. '33—	The Biow Co., Inc., N. Y.
Parker Watch Co., New York	Watches	These Are Our Men	Sat., 2:00-2:30 P.M.	48	Dec. '44-Feb. '45	Sterling Advertising Agency, N. Y.
Pepsodent Co., Chicago	Pepsodent Toothpaste	Bob Hope (June-Sept. '45) Man Called "X"	Tues., 10:00-10:30 P.M.	124	Sept. '38—	Foote, Cone & Belding, Chicago
Peter Paul, Inc., Naugatuck, Conn.	Mounds & Ten Crown Gum	Graeme Fletcher	Tues., Thurs. 7:00-7:15 A.M. PST	9	Oct. '44—	Brisacher, Van Norden & Staff, San Francisco
Planters Nut & Chocolate Co., Wilkes Barre, Pa.	Peanuts & Peanut Oil	Elmer Peterson	Wed.-Sat., 5:45-6:00 P.M. PST	7	May '43—	Raymond R. Morgan Co., Hollywood
Planters Nut & Chocolate Co., Wilkes Barre, Pa.	Peanuts & Peanut Oil	Adventures of Bill Lance	Sat., 9:00-9:30 P.M. PST	16	Sept. '45—	Raymond R. Morgan Co., Hollywood
Prince Matchabelli Inc., New York	Perfumes	Stradivari Orchestra	Sun., 12:30-1:00 P.M.	50	Oct. '43-Apr. '45	Morse International, N. Y.
Procter & Gamble Co., Cincinnati	Camay	Pepper Young's Family	Mon.-Fri., 3:30-3:45 P.M.	77	June '42—	Pedlar & Ryan, Inc., N. Y.
Procter & Gamble Co., Cincinnati	Duz	Road of Life	Mon.-Fri., 11:00-11:15 A.M. (eff Apr. '45) 10:30-10:45 A.M.	134	June '42—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Spic and Span	Woman of America	Mon.-Fri., 3:00-3:15 P.M.	128	June '42—	Benton & Bowles, N. Y. (eff Sept. '45) Dancer-Fitzgerald-Sample, Chicago
Procter & Gamble Co., Cincinnati	Ivory Soap	Right to Happiness	Mon.-Fri., 3:45-4:00 P.M.	134	June '42—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Oxydol	Ma Perkins	Mon.-Fri., 3:15-3:30 P.M.	134	Dec. '33—	Dancer-Fitzgerald-Sample, Chicago
Procter & Gamble Co., Cincinnati	Drene & Dreft	Star Playhouse (eff Apr. '45) Joyze Jordan, M.D.	Mon.-Fri., 11:30-11:45 A.M. (eff Apr. '45) 10:45-11:00 A.M.	80	June '43—	Dancer-Fitzgerald-Sample, Chicago
Procter & Gamble Co., Cincinnati	Teel	Teel Variety Hall (eff Sept. '45) Life of Riley (off July-Sept. '45)	Sat., 8:00-8:30 P.M.; 11:30-12:00 Mid.	133	Nov. '44—	Biow Co., N. Y.
Procter & Gamble Co., Cincinnati	Drene & Dreft	The Drene Show (off July-Aug. '45)	Thurs., 10:30-11:00 P.M.	141	Jan. '42—	Kastor-Farrell-Chesley & Clifford, N. Y.

(Continued on Page 272)

COOPERATION DOES THE JOB!

Working together to produce maximum results in rural Idaho!

REPRESENTED BY

K S E I

THE WALKER COMPANY
NEW YORK • CHICAGO
HOMER GRIFFITH COMPANY
HOLLYWOOD • SAN FRANCISCO • SEATTLE

K T F I

WEED and COMPANY
NEW YORK • CHICAGO • DETROIT
SAN FRANCISCO • HOLLYWOOD

K T F I
TWIN FALLS • IDAHO

K S E I
POCATELLO • IDAHO

Advertisers Using NBC Network During 1945

(Continued from Page 271)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contracts	Agency & City
Procter & Gamble Co., Cincinnati	Duz	Truth or Consequences	Sat., 8:30-9:00; 1:00-11:30 P.M.	133	Aug. '43—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Flakes	Rosemary	Mon.-Fri., 11:15-11:30 A.M.	84	June '42-Mar. '45	Compton Adv., N. Y.
Pure Oil Co., Chicago	Oil & Gasoline	Kaltenborn Edits the News	Mon.-Fri., 7:45-8:00 P.M.	31	May '42	Leo Burnett Co., Chicago
Purina Mills, St. Louis	Purina Foods	Grand Ole 'Opry	Sat., 7:30-8:00 P.M.; 9:00-9:30 P.M.	18	Jan. '43—	Gardner Adv. Co., St. Louis
Radio Corporation of America, New York	Institutional	Music America Loves Best (eff Apr. '45) RCA Show with Tommy Dorsey	Sun., 4:30-5:00 P.M.	139	Sept. '44—	J. Walter Thompson, N. Y.
R. J. Reynolds Tobacco Co., Winston Salem, N. C.	Camel Cigarettes & Prince Albert Tobacco	Abbott & Costello (July-Sept. '45) Mystery in the Air	Thurs., 10:00-10:30 P.M.	139	Mar. '43—	Wm. Esty & Co., Inc., N. Y.
R. J. Reynolds Tobacco Co., Winston Salem, N. C.	Prince Albert Smoking Tobacco	Grand Ole 'Opry	Sat., 10:30-11:00 P.M.	136	Jan. '41—	Wm. Esty & Co., Inc., N. Y.
Richfield Oil Corp., Los Angeles	Gasoline & Oil	The Richfield Reporter	Sun.-Fri., 10:00-10:15 P.M. PST	13	Apr. '31—	Hixson-O'Donnell, Inc., Los Angeles
Safeway Stores, Inc., Oakland, Cal.	Kitchen Craft Flour	Aunt Mary	Mon.-Fri., 3:30-3:45 P.M. PST	24	Feb. '45—	McCann-Erickson, Ruthrauff & Ryan, J. Walter Thompson, Foote, Cone & Belding, all West Coast
Safeway Stores, Inc., Oakland, Cal.	Dutch Mill Cheese	Dr. Paul	Mon.-Fri., 3:45-4:00 P.M. PST	22	Aug. '45—	Ruthrauff & Ryan, San Francisco
Safeway Stores, Inc., Oakland, Cal.	Edwards Coffee	Night Editor	Wed., 5:45-6:00 P.M. PST	17	Apr. '45—	Ruthrauff & Ryan, San Francisco
Safeway Stores, Inc., Oakland, Cal.	Edwards Coffee	Night Editor	Fri., 9:00-9:15 P.M. PST	10	Apr. '45—	Ruthrauff & Ryan, San Francisco
Sealtest Inc., New York	Milk & Ice Cream	Joan Davis with Jack Haley (eff June '45) Sealtest Village Store (eff Nov. '45) Jack Haley with Eve Arden	Thurs., 9:30-10:00 P.M.	70	July '40—	McKee & Albright Inc., Phila.
Sealy Mattress Co. of California, Los Angeles	Mattresses	A Layman's Views of the News	Sun., 10:00-10:15 A.M. PST	9	Nov. '43—	Alvin Wilder Advertising, Los Angeles
Seattle Brewing & Malting Co., Seattle	Sick's Beer	Sick's Star Final	Sat., 10:00-10:15 P.M. PST	7	July '44-Aug. '45	Western Agency Inc., Seattle
Schutter Candy Co., Chicago	Candy Bars	Starring Curt Massey	Sat., 5:45-6:00; 6:30-6:45 P.M.	139	July '43-Jan. '45	Schwimmer & Scott, Chicago
W. A. Sheaffer Pen Co., Madison, Iowa	Pens, Pencils & Skrip Ink	World Parade (eff Dec. 6, '45)	Sun., 3:00-3:30 P.M.	142	Sept. '42—	Russel M. Seeds, Chicago
Skelly Oil Co., Kansas City, Mo.	Gas & Oil	Alex Dreier	Mon.-Sat., 8:00-8:15 A.M.	24	Sept. '42—	Henri Hurst & McDonald, Inc., Chicago

(Continued on Page 274)

WSMB

*The NBC Station
for
New Orleans*

The South's Greatest City

Complete coverage of Southern Louisiana is offered by WSMB, through an affiliation with KVOL, Lafayette and KPLC, Lake Charles.

5000 W **WSMB** 1350 KC

National Reps: Edward Petry & Co.

MIAMI

WIOD Covers This
New Rich Market
As Completely As
Miami's Magic Sun

James M. LeGate, General Manager

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
5,000 WATTS * 610 KC * NBC

THE GREAT COMMON DENOMINATOR

People! Men, women, children—all kinds, all sizes—they're the one common denominator in telling the sales story of any radio station. In the final analysis, the number of listeners one station attracts compared with the other stations in the same area is always a prime factor in placing radio advertising.

In Washington the Hooper Radio Reports are the accepted measurement of a radio station's listening audience. And see what the Hooper Washington figures* show for the *entire past year*.

MORNING LISTENERS (Mon. thru Fri., 8 A.M. to noon)	WRC FIRST
AFTERNOON LISTENERS (Mon. thru Fri., noon to 6 P.M.)	WRC FIRST
EVENING LISTENERS (Sun. thru Sat., 6 P.M. to 10:30)	WRC FIRST

* HOOPER STATION LISTENING INDEX FOR WASHINGTON, D. C.
 October 1944 thru February 1945
 December 1944 thru April 1945
 May thru September 1945
 September thru October 1945



FIRST in WASHINGTON

WRC



Represented by NBC SPOT SALES

Advertisers Using NBC Network During 1945

(Continued from Page 272)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contracts	Agency & City
Socony-Vacuum Oil Co., New York	Oil	Information Please (eff July '45 to Sept. '45) Rise Stevens Show	Mon., 9:30-10:00 P.M.	131	Feb. '45—	Compton Adv., Inc., N. Y.
Southern Cotton Oil Co., San Francisco	Wesson Oil & Snowdrift	Noah Webster Says	Mon., 9:30-10 P.M. (eff Apr. '45) Thurs. 9:30-10 P.M. PST	7	Oct. '44—	Fitzgerald Adv. Agency, New Orleans
Southern Spring Bed Co., Atlanta, Ga.	Beds & Bedding	Robert St. John	Tues. & Thurs., 10:00-10:15 A.M.	15	Aug. '43—	Tucker Wayne & Co., Atlanta
Sperry Flour Co., San Francisco	Sperry Flour	Sam Hayes	Mon.-Sat., 7:45-8:00 A.M. PST	7	Jan. '40—	Knox-Reeves Adv. Inc., San Francisco
Sperry Flour Co., San Francisco	Drifted Snow Flour	Dr. Kate (eff Mar. '45) This Woman's Secret	Mon.-Fri., 4:00-4:15 P.M. PST	11	May '38—	Knox-Reeves Adv., Inc., San Francisco
Standard Brands Inc., New York	Chase & Sanborn Coffee	Charlie McCarthy Show, Starring Edgar Bergen (June-Aug. '45) Frances Langford Show	Sun., 8:00-8:30 P.M.	142	Mar. '40—	J. Walter Thompson, N. Y.
Standard Brands Inc., New York	Fleischmann's Yeast, Blue Bonnet (eff June '45) Tenderleaf Tea & Blue Bonnet Margarine	One Man's Family (eff Feb. '45) Eddie Bracken Show (eff June '45) Tommy Dorsey & Co. (eff Oct. '45) Fred Allen	Sun., 8:30-9:00 P.M.	141	June '40—	Kenyon & Eckhardt, N. Y. (eff June '45) J. Walter Thompson
Standard Brands Inc., New York	Royal Deserts & Fleischmann's Yeast	One Man's Family	Sun., 3:30-4:00 P.M.	142	July '45—	J. Walter Thompson, N. Y.
Standard Oil of Cal., San Francisco	Institutional	Standard Hour	Sun., 8:30-9:30 P.M.	16	Sept. '42—	BBD&O, Inc., San Francisco
Standard Oil of Cal., San Francisco	Petroleum Products	Standard School Broadcast	Thurs., 10:00-10:30 A.M. PST	20	Oct. '42—	BBD&O, Inc., San Francisco
Sterling Drug Inc., New York	Dr. Lyons Toothpowder & Emergin Clean- ing Fluid	Backstage Wife	Mon.-Fri., 4:00-4:15 P.M.	140	Sept. '36—	Dancer-Fitzgerald-Sample, N. Y.
Sterling Drug Inc., New York	Phillips Milk of Magnesia & Tablets, Mulsified Double Danderine	Stella Dallas	Mon.-Fri., 4:15-4:30 P.M.	140	Sept. '42—	Dancer-Fitzgerald-Sample, N. Y.
Sterling Drug Inc., New York	Phillips Creams, Bayer Aspirin	Lorenzo Jones	Mon.-Fri., 4:30-4:45 P.M.	140	Nov. '39—	Dancer-Fitzgerald-Sample, N. Y.
Sterling Drug Inc., New York	Haleys' M-O, Phillips Toothpaste, Ironized Yeast, Danderine	Young Widder Brown	Mon.-Fri., 4:45-5:00 P.M.	140	Jan. '40—	Dancer-Fitzgerald-Sample, N. Y.
Sterling Drug Inc., New York	Bayer Aspirin	American Album of Familiar Music	Sun., 9:30-10:00 P.M.	137	Oct. '31—	Dancer-Fitzgerald-Sample, N. Y.
Sterling Drug Inc., New York	Dr. Lyons Toothpowder	Manhattan Merry-Go-Round	Sun., 9:00-9:30 P.M.	137	Nov. '32—	Dancer-Fitzgerald-Sample, N. Y.
Sterling Drug Inc., New York	Phillips Magnesia, Bayer Aspirin	Waltz Time	Fri., 9:30-10:00 P.M.	139	Sept. '33—	Dancer-Fitzgerald-Sample, N. Y.
Sun Oil Co., Philadelphia	Gas & Oil	Lowell Thomas	Mon.-Fri., 6:45-7:00 P.M.	31	Jan. '44—	Roche, Williams & Cleary, Inc., Phila.
Table Products Inc., Oakland, Cal.	NuMade Mayonnaise	Hoagy Carmichael Show	Mon., 6:00-6:30 P.M.	9	Feb. '45—	Foote, Cone & Belding, San Francisco (eff Oct. '45) Sterling Adv. Agy., N. Y.
Teentimers Inc.	Dresses and Cometics	Teentimer Show (eff Nov. '45) Teentimers Club	Sat., 10:00-10:30 A.M. (eff Nov. '45) 11:00-11:30 A.M.	57	Aug. '45—	Buchanan & Co. Inc., N. Y.
Tillamook County Creamery Assoc., Tillamook, Ore.	Cheese	Benny Walker's Tillamook Kitchen	Fri., 10:00-10:15 A.M. PST	7	Oct. '41—	Botsford, Constantine & Gardner, Portland, Ore.
Washington Cooperative Egg & Poultry Assoc., Seattle	Eggs & Poultry	Chuck Collins	Sat., 11:00-11:15 A.M. PST	15	Dec. '44—	Pacific National Adv. Agency Seattle
West Coast Soap Co., Oakland, Cal.	Powow Cleanser	Opportunity Theater	Sat., 11:00-11:30 A.M. PST	7	Aug. '44-May '45	Brisacher, Van Norden & Staff, San Francisco
Western Auto Supply Co., Los Angeles	Auto Accessories & Appliances	Circle Arrow Show	Sun., 10:30-11:00 A.M.	19	Oct. '45—	Bruce B. Brewer & Co., Los Angeles
Westinghouse Electric Corp., Pittsburgh	Institutional	Westinghouse Program	Sun., 2:30-3:00 P.M.	142	Jan. '43—	McCann-Erickson, Inc., N. Y.
Whitehall Pharmacal Co., New York	Anacin, Heet, Hills Cold Tablets	Just Plain Bill	Mon.-Fri., 5:30-5:45 P.M.	66	Sept. '42—	Dancer-Fitzgerald-Sample, N. Y.
Whitehall Pharmacal Co., New York	Bisodol & Kolynos Toothpaste	Front Page Farrell	Mon.-Fri., 5:45-6:00 P.M.	66	Sept. '42—	Dancer-Fitzgerald-Sample, N. Y.
Whitehall Pharmacal Co., New York	Anacin	Fleetwood Lawton	Mon.-Fri., 8:15-8:30 P.M. PST	7	Aug. '43—	Dancer-Fitzgerald, Hollywood

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KANS-WICHITA

The NBC Station in KANSAS' No. 1 Market

General Information:

KANS is owned by THE KANS BROADCASTING COMPANY (a corporation); Herb Hollister, President; Jack Todd, General Manager.

KANS operates on a power of 250 watts, day and night, on a frequency of 1240 kilocycles.

KANS has been in operation since September, 1936.

KANS does a big local coverage job on all civic events including local sports.

Network Affiliations:

KANS is affiliated with the National Broadcasting Company.

Program Facilities:

KANS maintains two transcription libraries — the NBC "Thesaurus" and Standard. **KANS** has both AP and UP news service day and night.

Hours on the Air:

6:30 A.M. to Midnight.

Merchandising Facilities:

Bus cards in all local buses (135 in all) for a two-week period at the start of a campaign of programs. Feature articles and pictures in "The KANSan," monthly **KANS** merchandiser mailed to most retail outlets in Wichita.

REPRESENTED NATIONALLY BY HEADLY-REED CO.
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Headquarters—300 Keeler Building, Grand Rapids, Mich. Telephone: 9-8161

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 Earl Waring Dunn, *Secretary*

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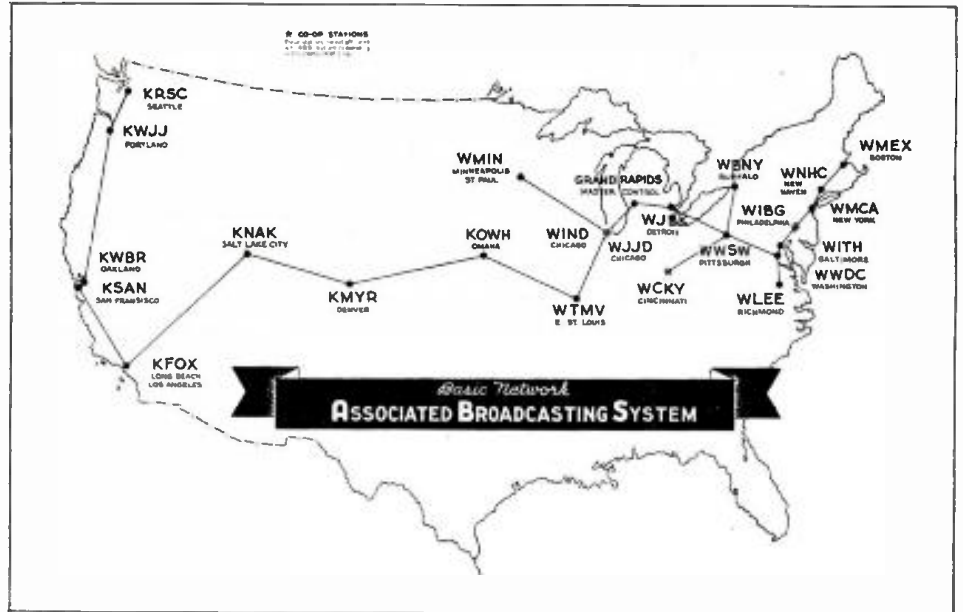
London Guarantee Bldg., Chicago, Illinois
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Keystone Broadcasting System Transcription Network: Officers and Affiliates

Headquarters—580 Fifth Ave., New York City. Telephone: Longacre 3-2221

KEYSTONE BROADCASTING SYSTEM Inc.—Officers and directors: Michael M. Sillerman, president; Naylor Rogers, Mort Adams, vice-presidents; Sidney J. Wolf, secretary-treasurer; Joseph Bayer, assistant treasurer. New York Office—580 Fifth Ave. Telephone: Longacre 3-2221. Michael M. Sillerman, general manager; Mort Adams, director of station relations; James F. Lappin, manager station relations; Alvin Austin, sales & promotion consultant; Calvin Fox, director promotion & research; Rosita Seale office manager; Noel A. Rhys, Albert F. Dykes, Ray Linton, account executives. Chicago Office—134 N. LaSalle St. Telephone: State 4590. Naylor Rogers, western sales manager. Hollywood Office—6331 Hollywood Blvd. Telephone: Hollywood 5338. Elaine N. Gonda, program director; Ralph W. Harker, Pacific Coast sales.

DESCRIPTION OF SERVICE: Keystone Broadcasting System is a transcription network principally covering beyond-Metropolitan markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcriptions, eliminating wire charges. At time of going to press, the network includes 200 affiliated stations. The network supplies its stations with 48 fully scripted sustaining shows per week, filling two hours per day, seven days per week, to a total of 14 hours per week. The System offers its facilities in blocks of time from one hour down to 5-minute periods, and also makes available announcement periods down to 25-word length. The list of stations affiliated with Keystone as of Jan. 1, 1946, is as follows:

ALABAMA—WJLD, Bessemer; WMSI, Decatur; WBHP, Huntsville; WLAY, Muscle Shoals; WJHO, Opelika; WJRD, Tuscaloosa.
 ALASKA—KFQD, Anchorage.
 ARKANSAS—KFFA, Helena; KBTM, Jonesboro; KOTN, Pine Bluff; KUOA, Siloam Springs; KWFC, Hot Springs.
 COLORADO—KGIW, Alamosa; KIUP, Durango; KFKJ, Grand Junction; KOKO, La Junta; KGEK, Sterling.
 FLORIDA—WINK, Ft. Myers; WTMC, Ocala; WDLF, Panama City.
 GEORGIA—WGAU, Athens; WGAC, Augusta; WMOG, Brunswick; WGA, Cedartown; WMJM, Cordele; WBLJ, Dalton; WMLT, Dublin; WGG, Gainesville;

WKEU, Griffin; WLAG, La Grange; WMGA, Moultrie; WRLL, Toccoa; WAYX, Waycross; WRLD, West Point.
 IDAHO—KID, Idaho Falls; KWAL, Wallace.
 ILLINOIS—WMRO, Aurora; WDWS, Champaign; WEBQ, Harrisburg; WJPF, Herrin; YLDS, Jacksonville; WJOL, Joliet.
 INDIANA—WBHU, Anderson; WTRC, Elkhart; WKMO, Kokomo; WLBC, Muncie.
 IOWA—KVFD, Fort Dodge.
 KANSAS—KVAK, Atchison; KGNO, Dodge City; KTSW, Emporia; KIUL, Garden City.
 KENTUCKY—WLB, Bowling Green; WHLN, Harlan; WSON, Henderson; WHOP, Hopkinsville; WOMI, Owensboro; WPAD, Paducah.
 MAINE—WAGM, Presque Isle.
 MASSACHUSETTS—WOCB, Cape Cod.
 MICHIGAN—WHDF, Calumet; WDBC, Escanaba; WJMS, Ironwood; WDMJ, Marquette; WHLS, Port Huron; WTCM, Traverse City; WKLA, Ludington; WATT, Cadillac.
 MISSISSIPPI—WROX, Clarksdale; WCBI, Columbus; WJPR, Greenville; WGRM, Greenwood; WGCM, Gulfport; WFOR, Hattiesburg; WAML, Laurel; WSKB, McComb; WMSI, Natchez; WQBC, Vicksburg; WELO, Tupelo.
 MISSOURI—KWOS, Jefferson City; KWOC, Poplar Bluff; KDRO, Sedalia.
 MONTANA—KRJF, Miles City; KGCC, Sidney.
 NEBRASKA—KORN, Fremont; KHAS, Hastings; KGFV, Kearney; KODY, North Platte; KGKY, Scottsbluff.
 NEW HAMPSHIRE—WLNH, Laconia.
 NEW JERSEY—WSNJ, Bridgeton.
 NEW MEXICO—KAVE, Carlsbad; KICA, Clovis; KNEW, Hobbs; KGFL, Roswell; KTNM, Tucumcari.
 NEW YORK—WMBQ, Auburn; WETA, Batavia; WALL, Middletown; WSLB, Ogdensburg; WHDL, Olean; WMFF, Plattsburgh; WNBZ, Saranac Lake; WFAS, White Plains.
 NORTH CAROLINA—WBBB, Burlington; WEGO, Concord; WCNC, Elizabeth City; WGNC, Gastonia; WHKY,

Hickory; WMFR, High Point; WCBT, Roanoke Rapids; WRRF, Washington; WHNC, Henderson.
 NORTH DAKOTA—KOV, Valley City.
 OHIO—WFIN, Findlay; WMRN, Marion.
 OKLAHOMA—KVSO, Ardmore; KASA, Elk City; KHBG, Okmulgee; WBBZ, Ponca City; KSWO, Lawton.
 OREGON—KAST, Astoria; KBER, Baker; KBND, Bend; KLBM, La Grande; KMED, Medford; KRNR, Roseburg; KSLM, Salem; KODL, The Dalles.
 PENNSYLVANIA—WCED, DuBois; WISR, Butler.
 SOUTH CAROLINA—WOLS, Florence; WCRS, Greenwood; WFIG, Sumter.
 SOUTH DAKOTA—KGFX, Pierre; KWAT, Watertown.
 TENNESSEE—WOPI, Bristol; WJZM, Clarksville; WHUB, Cookeville.
 TEXAS—KRIC, Beaumont; KNEL, Brady; KBWD, Brownwood; KAND, Corsicana; KDNT, Denton; KLUF, Galveston; KSAM, Huntsville; KOCA, Kilgore; KPAB, Laredo; KFRO, Longview; KRBA, Lufkin; KCRS, Midland; KNET, Palestine; KPDN, Pampa; KIUN, Pecos; KVOP, Plainview; KXOX, Sweetwater; KTEM, Temple; KVWC, Vernon; KVIC, Victoria.
 UTAH—KSUB, Cedar City; KVNU, Logan; KOAL, Price.
 VERMONT—WSYB, Rutland; WWSR, St. Albans; WDEV, Waterbury.
 VIRGINIA—WCHV, Charlottesville; WKEY, Covington; WFVA, Fredericksburg; WMVA, Martinsville; WLP, Suffolk; WINC, Winchester.
 WASHINGTON—KXRO, Aberdeen; KVOS, Bellingham; KELA, Centralia; KRKO, Everett; KGY, Olympia; KTBI, Tacoma; KONP, Port Angeles.
 WEST VIRGINIA—WJLS, Beckley; WLOG, Logan; WAJR, Morgantown; WBRW, Welch; WBTH, Williamson.
 WISCONSIN—WHBY, Appleton; WATW, Ashland; WCLO, Janesville; WOMT, Manitowish; WIGM, Medford; WIBU, Poynter; WRJN, Racine.
 WYOMING—KDFN, Casper; KPWC, Powell; KQRS, Rock Springs; KWYO, Sheridan.

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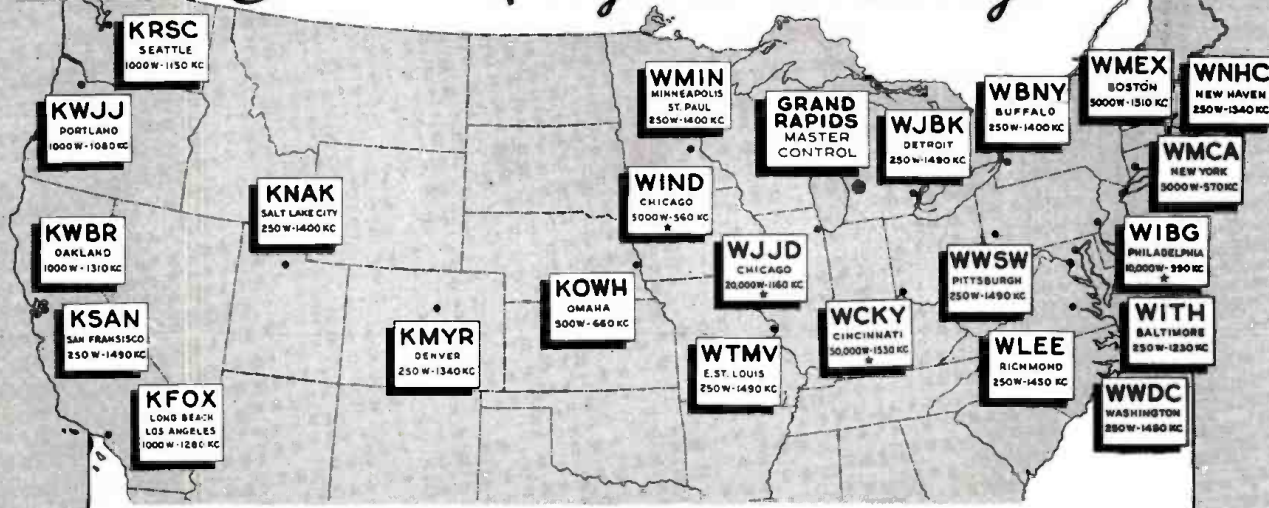
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A Coast-to-Coast Network reaching over 40,000,000 potential listeners!

★ CO-OP STATIONS
These stations are not affiliated
with ABS, but are operating
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Streamlined Major Market Coverage



A NEW SERVICE TO ADVERTISERS!!

- ABS - The Associated Broadcasting System - began coast-to-coast operation on a 16 hour a day September 16, 1945.
- Split networks available for selected coverage.
- Transcribed programs accepted for network broadcasting.
- By using the basic network facilities of ABS, a sponsor can reach 87% of the population of cities of 100,000 or over in the United States, at a cost of only a few cents per 1,000 listeners.
- Choice time periods, that are not even offered on a spot basis, are now available through ABS.
- Concentrated in these top markets are 40 million potential buyers served efficiently and economically by the stations affiliated with the Associated Broadcasting System.
- Outstanding programs for individual sponsorship or on a participating basis.
- A total of 3,970 ABS commercial program hours were broadcast through facilities of 196 outlets in 1944, thus insuring adequate secondary coverage on request.
- Maximum coverage at minimum cost - \$2200 buys one evening half-hour on 22 stations reaching a potential audience of 40,000,000. Or 6 daily 1/4 hours can be purchased for \$1050 each.

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MURRAY HILL 5-3227

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CENTRAL 4309

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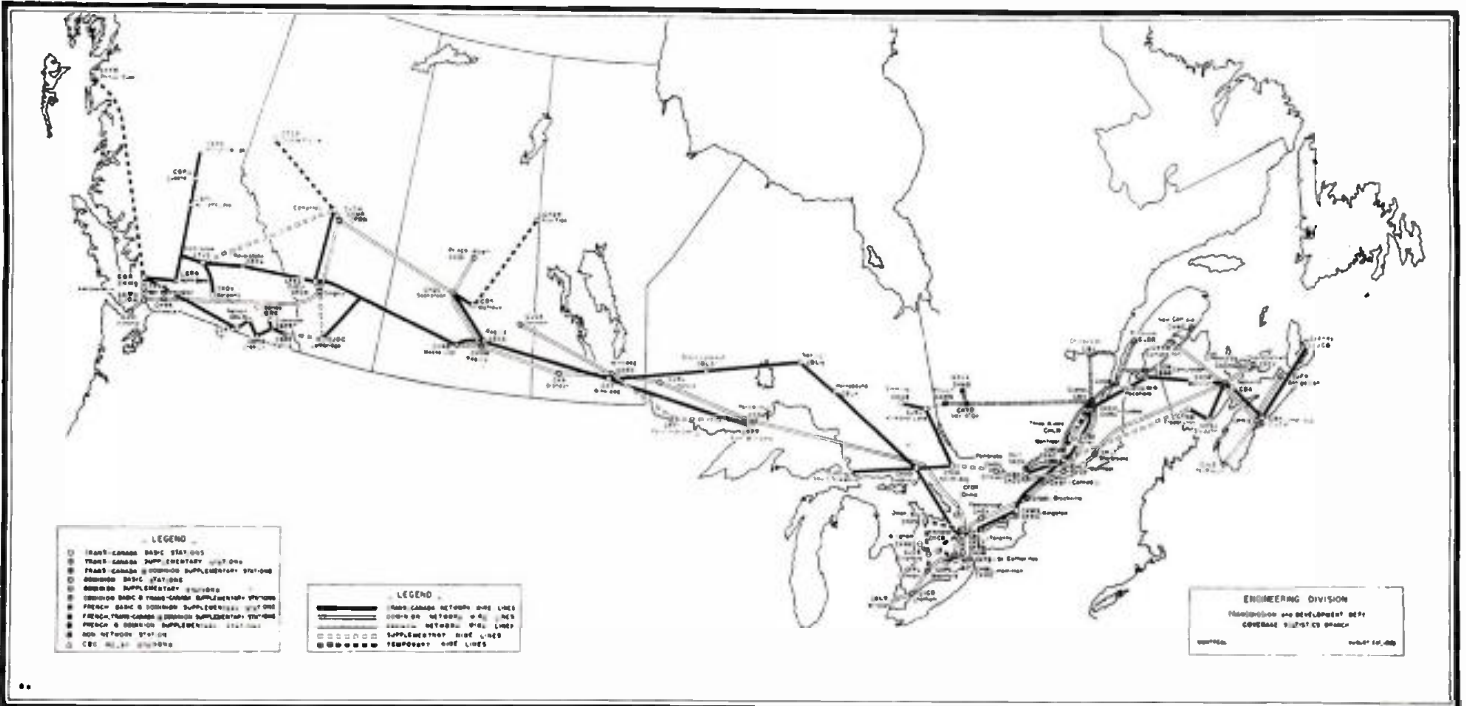
630 Fifth Avenue
 New York 20, N. Y.
 Telephone: Circle 7-0656

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 Donovan Rowe, *Special Assistant to N. A. D.*
 Henry David, *Program Adviser*
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One of the Largest Producers of Successful Syndicated Transcribed Programs in America

Advertisers Using Canadian Broadcasting Corp. Networks During 1945

Sponsor	Product	Program	Time	No. of Stations	Duration of Contracts	Agency & City
British American Oil Co. Ltd., Toronto	B. A. Products	Fighting Navy	Thurs., 9:30-10:00 P.M.	27	Jan. 4-June 21, '45	J. Walter Thompson Co. Ltd., Toronto
British American Oil Co. Ltd., Toronto	B. A. Products	Peerless Parade	Thurs., 9:30-10:00 P.M.	28	Sept. 27, '45-June 20, '46	J. Walter Thompson Co. Ltd., Toronto
British American Oil Co. Ltd., Toronto	B. A. Products	Les Gars de la Marine	Sun., 7:30-8:00 P.M.	4	Jan. 7-Sept. 23, '45	J. Walter Thompson Co. Ltd., Toronto
British American Oil Co. Ltd., Toronto	B. A. Products	Taxi 13	Thurs., 8:30-9:00 P.M.	5	Sept. 27, '45-June 20, '46	J. Walter Thompson Co. Ltd., Toronto
Borden Co. Ltd., Toronto	Milk, Ice Cream	Canadian Cavalcade	Thurs., 9:30-10:00 P.M.	28	Jan. 14-June 25, '45	Young & Rubicam Ltd., Toronto
			Mon., 8:00-8:30 P.M.; 11:00-11:30 P.M.	28	Sept. 17, '45-June 10, '46	Young & Rubicam Ltd., Toronto
British Columbia Electric Co., Vancouver	Institutional	Now It Can Be Told	Thurs., 11:30-12:00 mid.	3	Sept. 28, '44-May 31, '45	Stewart Lovick Ltd., Vancouver
Bristol Myers Co. of Canada Ltd., Montreal	Sal Hepatica, Vitalis, Trushay	Alan Young	Tues., 8:30-9:00 P.M.	23	Jan. 2-Dec. 25, '45	Ronalds Advertising Agency, Montreal
Campbell Soup Co. Ltd., New Toronto	Campbell Soups	Jeunesse Doree	Mon.-Fri., 12:00-12:15 P.M.	3	Jan. 1-Dec. 31, '45	Cockfield, Brown & Co. Ltd., Toronto
Campbell Soup Co. Ltd., New Toronto	Campbell Soups	Request Performance Radio Reader's Digest	Sun., 9:00-9:30 P.M.	30	Oct. 7, '45-Sept. 1, '46 and Sept. 10, '44-Sept. 2, '45	Ward, Wheelock Co., Philadelphia.
Campbell Soup Co. Ltd., New Toronto	Campbell Soups	Jack Carson	Wed., 8:00-8:30 P.M.; 12:00-12:30 P.M.	29	May 30-June 13, '45 Sept. 25, '45-Nov. 6, '46 June 20-Sept. 19, '45	Ward, Wheelock Co., Philadelphia
		The Saint				Ward, Wheelock Co., Philadelphia
Canadian Ironized Yeast Co. (1939) Ltd., Windsor	Ironized Yeast	Big Town	Tues., 8:00-8:30 P.M.	23	Oct. 2, '45-Sept. 25, '46	Pedlar, Ryan & Lusk, N. Y.
Canadian Marconi Co., Montreal	Institutional	L for Lanky	Sun., 7:30-8:00 P.M.	29	Jan. 7-May 27, '45	Cockfield, Brown & Co. Montreal
Canadian Marconi Co., Montreal	Institutional	Stardust: Serenade	Sun., 7:30-8:00 P.M.	37	Sept. 16-Dec. 30, '45	Cockfield, Brown & Co., Montreal
Canadian National Carbon Co., Toronto	Batteries	Les Alouettes Eveready	Sat., 1:00-1:15 P.M.	10	Jan. 6-Apr. 21, '45 Sept. 8-Dec. 29, '45	Locke, Johnson & Co. Ltd. Toronto
Carnation Milk Co. Ltd., Toronto	Carnation Milk	Carnation Contented Hour	Mon., 10:00-10:30 P.M.	30	Jan. 8-Dec. 31, '45	Baker Advertising Agency, Toronto
Carnation Milk Co. Ltd., Toronto	Carnation Milk	Le Quart d'Heure de Dentents	Tues. and Thurs., 10:45-11:00 A.M.	4	Jan. 2-Dec. 27, '45	Baker Advertising Agency, Toronto
Coca Cola Co. of Canada Ltd., Toronto	Coca Cola	Coca Cola Music Club	Mon., 8:00-8:30 P.M.	27	Jan. 1-May 28, '45	D'Arcy Adv. Agency, Toronto
Colgate-Palmolive-Peet Co., Toronto	Cashmere Bouquet Products	Cashmere Bouquet House Party	Sat., 8:30-9:00 P.M.	26	Oct. 6-Dec. 29, '45	Spitzer & Mills Ltd., Toronto
Colgate-Palmolive-Peet Co., Toronto	Princess Soap Flakes	Happy Gang	Mon.-Fri., 1:15-1:45 P.M.	25	Jan. 1-June 29, '45 Sept. 3-Dec. 31, '45	Spitzer & Mills Ltd., Toronto
Colgate-Palmolive-Peet Co., Toronto	Cashmere Bouquet Products	La Mine d'Or	Tues., 8:30-9:00 P.M.	4	Jan. 2-June 26, '45 Oct. 2-Dec. 25, '45	Spitzer & Mills Ltd., Toronto
Colgate-Palmolive-Peet Co., Toronto	Palmolive Soap, Colgate Toothpaste, Halo Shampoo	Les Joyeux Troubadours	Mon.-Fri., 11:30-12 noon	5	Jan. 1-June 29, '45 Sept. 10-Dec. 31, '45	Spitzer & Mills Ltd., Toronto
Colgate-Palmolive-Peet Co., Toronto	Cashmere Bouquet Products	Musical Mail Box	Fri., 8:30-9:00 P.M.	25	Jan. 5-June 29, '45	Spitzer & Mills Ltd., Toronto
Colgate-Palmolive-Peet Co., Toronto	Palm Shave Cream-Cue Dentrifice	Share the Wealth	Sat., 8:00-8:30 P.M.; 11:30-12:00 mid.	27	Jan. 6-June 30, '45 Sept. 8-Dec. 29, '45	Spitzer & Mills Ltd., Toronto
Dominion Government Dept. of Finance	Victory Bonds & Stamps	L'Heure de la Victoire	Sun.-Thurs., 8:00-9:00 P.M.	15	Apr. 19, 22, 26, May 3, 10, '45	Agence Canadienne ed Publicite Ltee, Montreal
Dominion Government Dept. of Finance	Victory Bonds	L'Heure de la Victoire	Mon., 9:00-10:00 P.M.	15	Oct. 8-Nov. 5, '45	Canadian Advertising Agency, Montreal
Dominion Government Dept. of Finance	Victory Bonds & Stamps	Victory Loan Broadcast	Sun., 8:30-9:30 P.M.	80	Apr. 22, '45	MacLaren Advertising Co. Ltd., Toronto
Dominion Government Dept. of Finance	Victory Bonds & Stamps	Victory Loan Broadcast	Wed., 8:30-9:30 P.M.; 10:30-11:30 P.M.	80	Apr. 18-May 9, '45	MacLaren Advertising Co. Ltd., Toronto
Dominion Government Dept. of Finance	Victory Bonds & Stamps	Victory Loan Broadcast	Tues., 8:30-9:00 P.M.; 11:00-11:30 P.M.	39	Apr. 24-May 8, '45	MacLaren Advertising Co. Ltd., Toronto
Dominion Government Dept. of Finance	Victory Bonds & Stamps	Victory Loan Broadcast	Fri., 9:30-10:00 P.M.; 11:30-12:00 Mid.	42	Apr. 20-May 4, '45	MacLaren Advertising Co. Ltd., Toronto
Dominion Government Dept. of Finance	Victory Bonds & Stamps	Victory Loan Broadcast "Horizon '45"	Mon., 9:00-9:30 P.M.	15	Apr. 16-May 7, '45	Canadian Advertising Agency, Montreal
Dominion Government Dept. of Finance	Victory Bonds	Victory Loan Hour	Wed., 8:30-9:30 P.M.; 10:30-11:30 P.M.	80	Oct. 17, 24, 31, Nov. 7, '45	MacLaren Advertising Co. Ltd., Toronto
Dominion Government Dept. of Finance	Victory Bonds	Victory Loan Hour	Sun., 8:30-9:30 P.M.	80	Oct. 21, '45	MacLaren Advertising Co. Ltd., Toronto
Delaware, Lackawanna & Western Coal Co., New York	Blue Coal	The Shadow	Sun., 5:30-6:00 P.M.	17	Sept. 24, '44-Apr. 15, '45	Vickers & Benson, Toronto
Dodds Medicine Co., Toronto	Drugs	Dream Time	Tues., 10:30-11:00 P.M.	17	Jan. 30-Apr. 24, '45	A. J. Denne & Co., Toronto
Electro Auto-Lite, Toronto	Institutional	Dick Haymes Show	Sat., 8:00-8:30 P.M.	28	Oct. 13, '45-Jan. 5, '46	Ruthrauff & Ryan Inc., N. Y.
		Everything for the Boys	Tues., 7:30-8:00 P.M.	28	Jan. 16-Oct. 9, '45	Ruthrauff & Ryan Inc., N. Y.
T. H. Estabrooke Co. Limited, St. John N. B.	Tea & Coffee	Le Theatre de Chez-nous	Thurs., 7:30-8:00 P.M.	4	Oct. 18, '45-Apr. 11, '46	McConnell, Eastman & Co. Ltd., Toronto

(Continued on Page 280)

Advertisers Using Canadian Broadcasting Corp. Networks During 1945

(Continued from Page 279)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contracts	Agency & City
General Foods Ltd., Toronto	Post Bran Flakes, Postum	Aldrich Family	Fri., 8:00-8:30 P.M.	31	Sept. 1, '44- June 29, '45	Baker Advertising Agency, Toronto
General Foods Ltd., Toronto	Post Bran Flakes, Grape Nuts	Thin Man	Fri., 8:30-8:55 P.M.	31	Sept. 15, '44- June 29, '45	Baker Advertising Agency, Toronto
General Foods Ltd., Toronto	Post Bran Flakes, Grape Nuts	Scrapbook of Stories That Are Different	Fri., 8:55-9:00 P.M.	30	Sept. 15, '44- June 29, '45	Baker Advertising Agency, Toronto
General Foods Ltd., Toronto	Maxwell House Coffee	Frank Morgan	Thurs., 8:00-8:30 P.M.	29	Aug. 31, '44- May 31, '45	Baker Advertising Agency, Toronto
Gillette Safety Razor Co. of Canada Ltd., Montreal	Blue Blades, Razors	Kentucky Derby	Sat., 6:00-6:30 P.M.	36	June 9, '45 only	Maxon Inc., N. Y.
Gillette Safety Razor Co. of Canada, Ltd., Montreal	Blue Blades, Razors	World Series—Baseball	1:15 P.M. to conclusion	60	Oct. 3-Oct. 10, '45	Maxon, Inc., N. Y.
Gillette Safety Razor Co. of Canada Ltd., Montreal	Blue Blades, Razors	Championship Fights	Fri., 10:00 P.M. to end	36	Sept. 8, '44- Aug. 31, '45 Sept. 7, '45- Aug. 30, '46	Maxon, Inc., N. Y.
Goodyear Tire and Rubber Co., New Toronto	Institutional	Parade of Songs	Tues., 8:00-8:30 P.M.: 12:00-12:30 P.M.	15	May 15-Oct. 2, '45	J. J. Gibbons Ltd., Toronto
			Tues., 8:00-8:30 P.M.: 12:00-12:30 A.M.	39	Oct. 2, '45- Mar. 26, '46	J. J. Gibbons Ltd., Toronto
Gurney Foundry Company, Montreal	Stoves	Musical Programme	Tues. and Thurs., 6:45- 7:00 P.M.	3	Oct. 9, '45- Apr. 4, '46	Harry E. Foster Agencies Ltd. Montreal
B. Houde-Grothe, Ltd., Montreal	Cigarettes & Tobacco	Les Soirees Canadienne	Mon., Wed., Fri., 7:30- 7:45 P.M.	10	Oct. 16, '44- Apr. 27, '45	Whitehall Broadcasting Ltd., Montreal
			Mon., Wed., Fri., 7:30- 7:45 P.M.	10	Oct. 15, '45- Jan. 11, '46	Whitehall Broadcasting Ltd. Montreal
Hudson's Bay Co., Winnipeg	Raw Fur Buying	Red River Barn Dance	Sat., 11:00-11:30 P.M.	7	Oct. 28, '44- Feb. 10, '45 Nov. 3, '45- Jan. 26, '46	Cockfield, Brown & Co. Ltd., Winnipeg
Hudson's Bay Co., Winnipeg	Tea & Coffee	Rhythm and Romance	Mon., 8:45-9:00 P.M.	9	Mar. 12-July 30, '45	Cockfield, Brown & Co. Ltd., Winnipeg
			Mon., 8:45-9:00 P.M.	9	Sept. 17, '45- Mar. 11, '46	Cockfield, Brown & Co. Ltd., Winnipeg
Imperial Oil Ltd., Toronto	Imperial Oil Products	NHL Hockey	Sat., 9:05-10:30 P.M.	42	Oct. 28, '44- Apr. 21, '45	MacLaren Advertising Co. Ltd., Toronto
			Sat. 9:05-10:30 P.M.	43	Oct. 27, '45- Mar. 16, '46	MacLaren Advertising Co. Ltd., Toronto
Imperial Tobacco Co., Montreal	Cigarettes	Light Up and Listen	Thurs., 10:00-10:30 P.M.	26	Jan. 4-May 31, '45	Whitehall Broadcasting Ltd., Montreal
Imperial Tobacco Co., Montreal	Cigarettes	Light Up and Listen	Thurs., 9:30-10:00 P.M.	33	Sept. 20, '45- Mar. 14, '46	Whitehall Broadcasting Ltd., Montreal
International Silver Company, Hamilton	Silverware	Ozzie and Harriet	Sun., 6:00-6:30 P.M.	26	Oct. 8, '44- May 27, '45	Young & Rubicam Ltd., Toronto
International Silver Company, Hamilton	Silverware	Ozzie and Harriet	Sun., 6:00-6:30 P.M.	26	Sept. 2, '45- Mar. 31, '46	Young & Rubicam Ltd., Toronto
S. C. Johnson & Son Limited, Brantford	Johnson's Wax & Car-Nu	Fibber McGee and Molly	Tues., 9:30-10:00 P.M.	27	Apr. 3-June 26, '45 Oct. 2, '45- Mar. 26, '46	Needham, Louis & Brorby, Chicago
S. C. Johnson & Son Limited, Brantford	Johnson's Wax & Car-Nu	Victor Borge Show	Tues., 9:30-10:00 P.M.	27	July 3-Sept. 25, '45	Needham, Louis & Brorby, Chicago.
S. C. Johnson & Son Limited, Brantford	Johnson's Wax & Car-Nu	Pierre Guerin	Mon., Wed., Fri., 10:45- 11:00 A.M.	4	Jan. 1-Dec. 28, '45	Vickers & Benson Ltd., Montreal
Kelly Douglas & Company Ltd., Vancouver	Nabob Coffee	Harmony House	Mon., 11:30-12:00 Mid.	12	Sept. 11, '44- June 25, '45	Stewart Lovick Ltd., Vancouver
Kelly Douglas & Company Ltd., Vancouver	Baking Powder, Spices	Harmony House	Mon., 11:30-12:00 Mid.	12	Sept. 10, '45- June 8, '46	Stewart Lovick Ltd., Vancouver
Kraft Cheese Co., Toronto	Kraft Cheese, Salad Dressing	Kraft Music Hall	Thurs., 9:00-9:30 P.M.	31	Jan. 4-Dec. 27, '45	J. Walter Thompson Co. Ltd., Montreal
Lamont Corliss & Co. Ltd., Toronto	Ponds Creams	Ceux qu'on Aime	Wed., 8:00-8:30 P.M.	3	Sept., 5-Dec. 26, '45	J. Walter Thompson Co. Ltd., Toronto
Lamont Corliss & Co. Ltd., Toronto	Ponds Creams	John and Judy	Tues, 9:00-9:30 P.M.	26	Jan. 2-July 10, '45 Sept. 4-Dec. 25, '45	J. Walter Thompson Co. Ltd., Toronto
Lehn & Fink	Hinds Honey and Almond Cream	Blind Date	Mon., 8:30-9:00 P.M.	20	Sept. 11, '44- Apr. 2, '45	Spitzer & Mills Ltd., Toronto
Lever Brothers Ltd., Toronto	Rinso	Big Sister	Mon.-Fri., 12:15-12:30 P.M.	27	Jan. 1-Dec. 28, '45	Ruthrauff & Ryan Inc., N. Y.
Lever Brothers Ltd., Toronto	Rinso	Grande Soeur	Mon.-Fri., 11:00-11:15 A.M.	7	Jan. 1-Dec. 28, '45	Ruthrauff & Ryan Inc., N. Y.
Lever Brothers Ltd., Toronto	Sunlight Soap	Lucy Linton's Stories from Life	Mon.-Fri., 11:45-12:00 Noon: 12:30-12:45 P.M.	38	Jan. 1-Dec. 28, '45	Ruthrauff & Ryan Inc., N. Y.
Lever Brothers Ltd., Toronto	Lux Soap	Lux Radio Theatre	Mon., 9:00-10:00 P.M.	25	Jan. 1-June 25, '45 Aug. 27-Dec. 24, '45	J. Walter Thompson Co. Ltd., Toronto
Lever Brothers Ltd., Toronto	Sunlight Soap	Vers le Soleil Avec Tante Lucie	Mon.-Fri., 1:30-1:45 P.M.	6 5	Jan. 1-July 6, '45 Sept. 4-Dec. 31, '45	J. Walter Thompson Co. Ltd., Toronto
Thos. J. Lipton Ltd., Toronto	Tea & Soup	Liptonaires	Mon.-Fri., 4:00-4:15 P.M.	36	Oct. 2, '44- Apr. 27, '45	Vickers & Benson Ltd., Toronto
Thos. J. Lipton Ltd., Toronto	Tea & Soup	Les Liptonaires	Mon.-Fri., 1:45-2:00 P.M.	10	Oct. 2, '44- Apr. 27, '45	Vickers & Benson Ltd., Toronto
Maple Leaf Milling Company, Toronto	Cereal & Flour	Colette et Roland	Tues. and Thurs, 2:00- 2:15 P.M.	4	Oct. 10, '44- Apr. 5, '45	Cockfield, Brown & Co. Ltd., Toronto
Maple Leaf Milling Company, Toronto	Red River Cereal	Jolly Miller Time	Wed., 8:00-8:30 P.M.	28	Oct. 11, '44- Apr. 4, '45 Oct. 10, '45- Apr. 3, '46	Cockfield, Brown & Co. Ltd., Toronto

Advertisers Using Canadian Broadcasting Corp. Networks During 1945

Sponsor	Product	Program	Time	No. of Stations	Duration of Contracts	Agency & City
Miles Laboratories Ltd., Toronto	Alka Seltzer & Vitamins	National Barn Dance	Sat., 9:00-9:30 P.M.	26	Jan 6-Dec. 29, '45	Cockfield, Brown & Co. Ltd., Toronto
McColl-Frontenac Oil Co. Ltd., Montreal	McColl Frontenac Products	Joe Badeloque	Fri., 8:00-8:30 P.M.	10	Jan. 5-July 8, '45	Ronalds Advertising Agency, Montreal
McColl-Frontenac Oil Co. Ltd., Montreal	McColl Frontenac Products	Metropolitan Opera	Sat., 2:00-5:00 P.M.	35	Dec. 2, '44-Mar. 31, '45	Ronalds Advertising Agency, Montreal
McColl-Frontenac Oil Co. Ltd., Montreal	McColl Frontenac Products	Texaco Star Theatre	Sun., 9:30-10:00 P.M.	33	Oct. 1, '44-June 24, '45 Oct. 7, '45-Sept. 29, '46	Ronalds Advertising Agency, Montreal
McGavin Bakeries, Vancouver	Bread	Operetta Time	Fri., 11:30-12:00 Mid.	11	Sept. 22, '44-Jan. 26, '45	Cockfield, Brown & Co. Ltd., Vancouver
Northern Electric Company, Montreal	Institutional	Northern Electric Hour	Mon., 8:00-8:30 P.M.	33	Oct. 8, '45-Apr. 1, '46	Harry E. Foster Agencies, Toronto
Pepsodent Co., Toronto	Toothpaste	Bob Hope	Tues., 10:00-10:30 P.M.	29	Jan. 2-June 5, '45 Sept. 11-Dec. 25, '45	Ruthrauff & Ryan Inc., N. Y.
Pepsodent Co., Toronto	Toothpaste	Un Homme et Son Peche	Mon.-Fri., 7:00-7:15 P.M.	11	Sept. 24, '45-July 1, '46 Sept. 18-Aug. 30, '46	Ruthrauff & Ryan Inc., N. Y.
Phileo Corp. of Canada Ltd., Toronto	Radio	Phileo Radio Hall of Fame	Sun., 6:00-6:30 P.M.	29	Dec. 3, '44-Apr. 29, '45 Oct. 7-Nov. 25, '45	Hutchins Advertising Co. of Canada Ltd., Toronto
Phileo Corp. of Canada Ltd., Toronto	Radio	Phileo Summer Hour	Sun., 6:00-6:30 P.M.	29	May 6-Sept. 30, '45	
Procter & Gamble Co., Toronto	Oxydol	La Rue Principale	Mon.-Fri. 1:00-1:15 P.M.	4	July 3, '44-June 29, '45 July 2, '45-June 28, '46	Dancer-Fitzgerald-Sample, Chicago
Procter & Gamble Co., Toronto	Oxydol	Ma Perkins	Mon.-Fri., 3:15-3:30 P.M.	28	July 2, '45-June 28, '46	Dancer-Fitzgerald-Sample, Chicago
Procter & Gamble Co., Toronto	Ivory Bar	Metropole	Mon.-Fri., 7:15-7:30 P.M.	3	July 2, '45-June 28, '46	Compton Advertising Inc., N. Y.
Procter & Gamble Co., Toronto	Camay & Chipso	Pepper Young's Family	Mon.-Fri., 3:30-3:45 P.M.	27	July 2, '45-June 28, '46	Pedlar, Ryan & Lusk Inc., N. Y.
Procter & Gamble Co., Toronto	Barsalou	Quelles Nouvelles	Mon.-Fri., 12:15-12:30 P.M.	3	July 3, '44-June 29, '45 July 2, '45-June 28, '46	Compton Advertising Inc., N. Y.
Procter & Gamble Co., Toronto	Ivory Bar	Right to Happiness	Mon.-Fri., 3:45-4:00 P.M.	15	July 2, '45-June 28, '46	Compton Advertising Inc., N. Y.
Procter & Gamble Co., Toronto	Ivory Bar & Oxydol	Road of Life	Mon.-Fri., 11:00-11:15 A.M.	21	July 2, '45-June 28, '46	Compton Advertising Inc., N. Y.
Procter & Gamble Co., Toronto	Chipso	Vie de Famille	Mon.-Fri., 10:30-10:45 A.M.	4	Sept. 11, '44-June 29, '45 July 2, '45-June 28, '46	Pedlar & Ryan Inc., N. Y.
Procter & Gamble Co., Toronto	Ivory Snow, Crisco	Woman of American	Mon.-Fri., 3:00-3:15 P.M.	20	July 2, '45-June 28, '46	Benton & Bowles Inc., N. Y.
Procter & Gamble Co., Toronto	Drene Shampoo	Rudy Vallee	Thurs., 10:30-11:00 P.M.	22	Feb. 15-June 28, '45 Aug. 30, '45-June 27, '46	Kastor & Sons, Chicago
Purity Flour Mills Ltd., Toronto	Purity Flour	This is Our Canada	Fri., 8:00-8:30 P.M.	27	Jan. 26-May 18, '45	McKim Advertising Ltd., Toronto.
Quakers Oats Co. Ltd., Toronto	Quakers Oats	That Brewer Boy Those Websters	Fri., 9:30-10:00 P.M.	29	Jan. 5-Mar. 2, '45 Mar. 9-Apr. 13, '45	Spitzer & Mills Ltd., Toronto
Radiomonde, Montreal	Radio World	Le Moulin de la Chanson	Wed. and Fri., 2:00-2:15 P.M.	3	Oct. 3-Dec. 28, '45	No Agency
Radiomonde, Montreal	Radio World	Le Moulin de la Chanson	Wed., 2:00-2:15 P.M.	3	July 4-Sept. 26, '45	No Agency
RCA Victor Co., Montreal	Institutional	Voice of Victor	Thurs., 8:30-9:00 P.M.	23	Sept. 27, '45-Apr. 25, '46	Spitzer & Mills Ltd., Toronto
Robin Hood Flour Mills Ltd., Toronto	Flour	Les Talents de Chez-nous	Thurs., 8:00-8:30 P.M.	8	Oct. 4, '45-Mar. 28, '46	Young & Rubicam Ltd., Montreal
Robin Hood Flour Mills Ltd., Toronto	Flour	They Tell Me—Claire Wallace	Mon., Wed. and Fri., 1:45-2:00 P.M.	26	Oct. 1, '44-July 2, '45 Sept. 3, '45-May 31, '46	Young & Rubicam Ltd., Montreal
Robin Hood Flour Mills Ltd., Toronto	Flour	Tommy Duchesne	Tues. and Thurs., 7:30-7:45 P.M.	8	Nov. 21, '44-May 17, '45	Young & Rubicam Ltd., Montreal.
Robert Simpson Co. Ltd., Toronto	Institutional	Toronto Symphony Orchestra 'Pops' Concerts	Fri., 8:00-9:00 P.M.	29	Oct. 26, '45-Apr. 5, '46	Harry E. Foster Agencies Ltd., Toronto
St. Lawrence Starch Co. Ltd., Port Credit	Beehive Syrup	Michael Normandin	Sat., 7:30-7:45 P.M.	3	Oct. 27, '45-Apr. 13, '46	McConnell, Eastman & Co. Ltd., Toronto
St. Lawrence Starch Co. Ltd., Port Credit	Beehive Syrup	Wes McKnight	Sat., 7:00-7:15 P.M.	23	Oct. 28, '44-Apr. 21, '45 Oct. 27, '45-Apr. 13, '46	McConnell, Eastman & Co. Ltd., Toronto
Standard Brands Ltd., Montreal	Chase & Sanborn	Charlie McCarthy Show Frances Langford Show	Sun., 8:00-8:30 P.M.	28	Jan. 7-May 27, '45 Sept. 2-Dec. 30, '45 June 3-Aug. 26, '45	J. Walter Thompson Co. Ltd., Toronto
Sterling Drug Inc., Windsor	Bayer Aspirin	Album of Familiar Music	Sun., 9:30-10:00 P.M.	29	July 15, '45-July 7, '46	Dancer-Fitzgerald-Sample, N. Y.
Sterling Drug Inc., Windsor	Bayer Aspirin	Les Secrets du Dr. Morhanges	Tues., 8:00-8:30 P.M.	5	Jan. 2-Dec. 25, '45	Pedlar, Ryan & Lusk Inc., N. Y.

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Advertisers Using Canadian Broadcasting Corp. Networks During 1945

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Sponsor	Product	Program	Time	No. of Stations	Duration of Contracts	Agency & City
Sterling Drug Inc., Windsor	Phillips Milk of Magnesia	Waltz Time	Fri., 9:00-9:30 P.M. 9:30-10:00 P.M.—Oct. 5, '45	29	Jan. 26, '45— Jan. 18, '46	Dancer-Fitzgerald-Sample, N. Y.
Swift Canadian Co. Ltd., Toronto	Meat	Breakfast Club	Mon.-Fri., 9:30-9:45 A.M.: 11:30-11:45 A.M.	37	Oct. 30, '44— Oct. 26, '45	J. Walter Thompson Co. Ltd., Toronto
Swift Canadian Co. Ltd., Toronto	Meat	Courier Confidences	Mon., Wed. and Fri., 10:15- 10:30 A.M.	3	Nov. 6, '44— Aug. 3, '45	J. Walter Thompson Co. Ltd., Toronto
Socony Vacuum Oil Co. of Canada, New York	Socony Products	Information Please Rise Steven's Show	Mon., 9:30-10:00 P.M.	28	Feb. 12-June 25, '45 Sept. 17, '45— July 2-Sept. 10, '45	Cockfield, Brown & Co. Ltd., Toronto
Supertest Petroleum Corp. Ltd., Toronto	Institutional	Command Performance	Mon., 8:00-8:30 P.M.	15	Nov. 6, '44— Apr. 9, '45	Harry E. Foster Agency Ltd., Toronto
Tuckett Limited, Hamilton	Cigarettes	Curtain Time	Wed., 9:30-10:00 P.M.	30	Sept. 13, '44— June 6, '45	MacLaren Advertising Co. Ltd., Toronto
Tuckett Limited, Hamilton	Cigarettes	Curtain Time At Buckingham Theatre	Wed., 9:30-10:00 P.M.		Sept. 12, '45— June 5, '46	
Union Oil Limited, Vancouver	Petroleum Products	Grand Old Songs	Wed., 11:30-12:00 mid.	5	Feb. 28, '45— Feb. 20, '46	Stewart Lovick Ltd., Vancouver
Underwood Limited, Toronto	Typewriters	Ernest Seitz Musicals	Sun., 1:30-2:00 P.M.	11	Oct. 15, '44— Apr. 8, '45	J. J. Gibbons Ltd., Toronto
Viau Limitee, Montreal	Viau Biscuits	Fantaisies Musicales	Tues. and Thurs., 7:45-8:00 P.M.	3	Nov. 14, '44— May 10, '45	Canadian Advertising Agency Ltd., Montreal
Wartime Prices & Trade Board, Ottawa		Le Metairie Rancourt	Mon.-Fri., 11:15-11:30 A.M.	14	June 21, '45— Feb. 19, '46	Canadian Advertising Agency Ltd., Montreal
Wartime Prices & Trade Board, Ottawa		Soldier's Wife	Mon.-Fri., 11:30-11:45 A.M. 12:30-12:45 and 2:30-2:45 P.M.	33	Aug. 13, '45— Feb. 8, '46	MacLaren Advertising Co. Ltd., Toronto
Wm. Wrigley Jr. Co. Ltd., Toronto	Gum	Treasure Trail	Tues., 10:30-11:00 P.M.	10	Aug. 15, '44— Aug. 7, '45 Aug. 7, '45— July 30, '46	Jack Murray Ltd., Toronto
York Knitting Mills Ltd., Toronto	Institutional	Singing Stars of Tomorrow	Sun., 5:30-6:00 P.M. 5:03-6:00 P.M. Sun., 5:30-6:00 P.M. 5:03-6:00 P.M.	26	Nov. 5, '44— Apr. 29, '45 Apr. 29, '45 only Nov. 4, '45— Apr. 28, '46 Apr. 28, '45 only	Cockfield, Brown & Co. Ltd., Toronto

Unions And Labor Groups Dealing in Radio Fields

Name of Organization	Affiliation	Address Telephone No.	Executive	Associated Actors & Artistes of America	AFL	Address Telephone No.	Executive
American Federation of Labor	AFL	901 Mass. Ave. N.W. Washington, D. C. National 3870	William Green, Pres.	Associated Actors & Artistes of America	AFL	45 W. 47th St. New York City Bryant 9-3550	Paul Dullzell, Pres.
Congress of Industrial Organizations	CIO	718 Jackson Pl., N.W. Washington, D. C. Executive 5581	Philip Murray, Pres.	National Assn. of Ind. Broadcast Engineers & Technicians (NABET)		1509 N. Vine St. Hollywood, Cal. Granite 7273	Allen T. Powley, Pres. 61 Court St. Brooklyn, New York Main 4-2855
American Communications Association	CIO	5 Beekman St. New York City Courtland 7-1374	Joseph P. Selly, Pres.	<i>Organizations affiliated with Associated Actors & Artistes of America</i>			
International Brotherhood of Electrical Workers	AFL	1200 15th St. N.W. Washington, D. C. District 3766	E. J. Brown, Pres.	Actors Equity Assn.	AFL	45 W. 47th St. New York City Bryant 9-3550	Bert Lytell, Pres. Paul Dullzell, Ex. Secy.- Treas.
American Federation of Musicians	AFL	570 Lexington Ave. New York City Plaza 8-0000	James C. Petrillo, 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.
International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators	AFL	630 Fifth Ave. New York City Circle 5-4370	Richard F. Walsh, Pres.	American Guild of Musical Artists Inc.	AFL	2 W. 45th St. New York City Murray Hill 2-8407	Lawrence Tibbett, Pres.
Radio Writers' Guild of Authors League of America	6 E. 39th St. New York City Murray Hill 5-6930	Sam Moore, Natl. Pres. Peter Lyon, V.P., Eastern Region	American Guild of Variety Artists	AFL	1697 Broadway New York City Circle 6-7130	Matt Shelvey, National Director
American Newspaper Guild	CIO	63 Park Row New York City Rector 2-0491	Milton Murray, Pres.	Radio Directors Guild	114 E. 52nd St. New York 22 Plaza 3-4300	William N. Robson, Pres. Anton M. Leader, V.P. George Maynard, Sec. Robert L. Shayon, Treas. Don Bernard, Pres. Paul Frankel, V.P.
		203 N. Wabash Chicago	Herbert Futran, V.P., Mid-Western Region	Screen Actors Guild	AFL	7046 Hollywood Blvd. Hollywood, Cal. Hollywood 7311	George Murphy, Pres. John L. Dales Jr., Ex. Secy.
		1655 N. Cherokee Ave. Hollywood	Milton Merlin, V.P., Western Region			545 Fifth Ave. New York City Murray Hill 2-0184	Mrs. Florence Marston, Eastern Representative
				United Office & Professional Workers of America	CIO	1860 Broadway New York City Circle 7-4395	Lewis Merrill, Pres.

DIRECTORY OF U.S. GOVERNMENT AGENCIES

(For Federal Communications Commission Listing See Page 400)

DEPT. OF AGRICULTURE

14th St. and Independence, S. W.
REpublic 4142

Director of Information: Keith Himebaugh.
Radio Service: Chief, John C. Baker.

CIVILIAN PRODUCTION ADMINISTRATION

Social Security Bldg.
REpublic 7500

Radio & Radar Branch of Consumers Hard
Goods Division: Chief, Harry Sharpe;
Assistant Chief, Joel C. Hawkins.

U. S. COAST GUARD

1300 E St., N. W.
REpublic 7400

Public Information Division: Chief, Com-
modore Ellis Reed-Hill.

OFFICE OF PRICE ADMINISTRATION

2d & D Sts., S. W.
REpublic 7500

Administrator: Chester Bowles.
Deputy Administrator for Information:
Robert R. Brooks.
Radio Branch, Information Dept.: Eloise
Daubenspeck.
Machinery Branch, Electrical Equipment
Section: Chief, Earle Morse.

DEPT. OF COMMERCE

14th and Constitution Ave., N. W.
District 2200

Office of Current Information: Director,
Bruce Catton; Deputy Director, Donald
R. Burgess.
Bureau of Foreign & Domestic Commerce:
Director, Amos E. Taylor.
Division of Industrial Economy, Specialties
Unit: Advertising Specialist, Kenneth
Davis; Radio Specialist, John Shannon.
Census Bureau: Director, James C. Capt.
Bureau of Standards: Chief of Radio Sec-
tion, Dr. J. H. Dellinger.
Office of Publication Board: Executive Sec-
retary, John C. Green.

OFFICE OF EDUCATION

Temporary M Bldg.
26th & Water Sts.
EXecutive 6500

Commissioner of Education: Dr. John W.
Studebaker.
Radio Division: Dr. Franklin Dunham,
chief, Educational Uses of Radio. Dr.
R. R. Lowdermilk, technical consulting
specialist; Mrs. Gertrude G. Broderick,
specialist in charge of script and tran-
scription exchange and secretary, Federal
Radio Education Committee.

FEDERAL TRADE COMMISSION

Pennsylvania Ave. & 6th St., N. W.
EXecutive 6800

Commissioners: W. A. Ayres, chairman;
Ewin L. Davis, Garland S. Ferguson,
Robert E. Freer, Lowell B. Mason.
Assistant to the Chairman in Charge of
Public Relations: M. A. White; assistant
director of public relations, Nick M.
Carey.

INTERIOR DEPARTMENT

C St., between 18th & 19th Sts., N. W.
REpublic 1820

Director of Information: John Ryckman.
Radio & Television Section: Director, Willet
Kempton; Engineers, Harry J. Barton,
Eugene A. Wilson.

MARINE CORPS

Navy Annex, Arlington, Va.
REpublic 7400

Office of Public Information: Director,
Brig. Gen. Franklin A. Hart; Executive
Director, Lt. Col. Edwin R. Hagenah.
Radio Section, Office of Public Informa-
tion: Director, Maj. W. P. McCahill.

U. S. MARITIME COMMISSION

Dept. of Commerce Bldg.
14th and Pennsylvania Ave.
EXecutive 3340

Office of Information: Director, Robert W.
Horton.
Radio Section: Chief, Robert M. Miller.

DEPARTMENT OF JUSTICE

Dept. of Justice Bldg.
9th and Pennsylvania Ave.
REpublic 8200

Attorney General: Tom C. Clark.
Assistant Attorney General in charge of
Anti-trust Division: Wendell Berge.
Special Assistant Attorney General and
Chief of Litigation Section, Anti-Trust
Division: Holmes Baldrige.
Director of Public Relations: Timothy A.
McInerney.

NATIONAL LABOR RELATIONS BOARD

815 Connecticut Ave., N. W.
National 9716

Commissioners: Paul M. Herzog, chairman;
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berg.

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REpublic 7400

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Radio Section, Office of Public Informa-
tion: Chief, Lt. William J. Mitchel;
Technical Officer, Lt. (jg) James Lahey.

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Second & D Sts., N. W.
EXecutive 3111

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tising Section: Chief, Paul H. Baker;
Associate Chiefs, John L. Taylor, Chan-
dler S. Woolley.

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17th St. & Pennsylvania Ave. N.W.
REpublic 5600

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Assistant Secretary in Charge of Public
Affairs: William B. Benton; Special As-
sistant, John Howe.
Office of International Information & Cul-
tural Affairs: William T. Stone, director;
John E. Peurifoy, deputy director; John
W. G. Ogilvie, director, Radio Division;
J. Noel Macy, director, Press & Publicity.
Office of Transportation & Communications:
Telecommunications Division, Francis
Colt deWolf, chief; Harvey B. Otterman,
assistant chief.
Special Assistant to the Secretary in Charge
of Public Relations: Michael J. McDer-
mott; assistant, Lincoln White.

TREASURY DEPARTMENT

15th St. & Pennsylvania Ave.
EXecutive 6400

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Ted R. Gamble.
Radio Section: Chief, Lt. David Levy,
USNR.
Staff: Morton A. Millman and Ruth Girard
(New York); Maebeth S. Mock, Meryl
Friedel, Jean Hendrix.

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Veterans Administration Bldg.
Vermont between H & I Sts., N. W.
EXecutive 4120

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Director of Public Relations: Edward
McE. Lewis.
Director of Radio Service: Joseph L.
Brechtner.

WAR DEPARTMENT

Pentagon Bldg.
REpublic 6700

Office of Information: Director, Maj. Gen.
Alexander D. Surles; Director of Public
Relations, Col. R. Ernest Dupuy.
Radio Branch, Bureau of Public Relations:
Director, Maj. Albert Wharfield.

OFFICE OF WAR MOBILIZATION AND RECONVERSION

East Wing, White House
National 1414

Director: John W. Snyder.
Deputy Director for Information: Anthony
Hyde.
Chief, Media Programming Division: Drew
Dudley.

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Ernest W. McFarland (Ariz.); Clyde R.
Hoey (N.C.); Olin D. Johnston (S.C.);
Francis J. Myers (Pa.); Brian McMahon
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Hawkes (N.J.); E. H. Moore (Okla.);
Homer E. Capehart (Ind.).

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AND RADIO—Edward Cooper, chief of
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D. Gillette (Pa.).

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(N.Y.).

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Sadowski, Harless, Murphy, Sullivan, Mar-
cantonio, Wolverton, Holmes, Reece, Hal-
leck, Brown, Hall.

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cantonio, Reece, Howell, O'Hara.

Directory of

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With Lists of Stations Represented

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

ABC SPOT SALES

(American Broadcasting Company)

Ralph E. Dennis, Manager

New York—33 W. 42nd St. Tel.: Wisconsin 7-1737. Eastern Mgr.: John W. Brooke
 Chicago—20 N. Wacker Drive. Tel.: Delaware 1900. Mgr.: Roy McLaughlin.
 Hollywood—1440 N. Highland Ave. Tel.: Hillside 8231. Mgr.: Amos Baron.
 Detroit—Fisher Bldg. Tel.: Trinity 2-7900. Mgr.: Neil Mulhern.
 San Francisco—155 Montgomery St. Tel.: Excelsior 6544. Mgr.: Byron Nelson.
 Pittsburgh—Oliver Bldg. Tel.: Atlantic 8129. Mgr.: Robert Post.

Represents

WJZ, New York
 WMAL, Washington WENR, Chicago
 KGO, San Francisco KECA, Los Angeles
 American Pacific Network

ADVERTISING TIME SALES COMPANY

Chicago 1—360 N. Michigan Ave. Tel.: Franklin 5241. Mgr.: John Alexander.
 New York—60 E. 42nd St. Tel.: Murray Hill 6-1788. Mgr.: Lowell Brown.
 Dallas—Texas Bank Bldg. Tel.: Central 9026. Mgr.: S. W. Papert.

Represents

WDWS, Champaign-Urbana, Ill. KRRV, Sherman-Denison, Tex.

AIRSPOT SALES

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 New York 19—45 W. 45th St. Tel.: Bryant 9-4324. Mgr.: Herbert Rosen.

Represents

WGES, Chicago

LEWIS H AVERY INC.

New York 17—565 Fifth Ave. Tel.: Plaza 3-2622. Mgr.: Lewis H. Avery.
 Chicago 1—383 N. Michigan Ave. Tel.: Anderson 4710. Mgr.: B. P. Timothy.
 San Francisco—544 Market St. Tel.: Douglas 5873. Mgr.: David H. Sandeberg.
 Los Angeles—Mgr.: Frank V. Webb.

Represents

WJJD, Chicago WSAI, Cincinnati WFBC, Greenville, S. C.
 KROY, Sacramento, Cal. WKZO, Kalamazoo, Mich. WJEF, Grand Rapids, Mich.

BERTHA BANNAN

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

New England Representation

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*WHN, New York City	*WHYN, Holyoke, Mass.	*WTAG, Worcester, Mass.
*WJAR, Providence	*WIBX, Utica, N. Y.	*WBRK, Pittsfield, Mass.
*WLBZ, Bangor, Me.	*WRDQ, Augusta, Me.	WLNH, Laconia, N. H.
*WSYR, Syracuse, N. Y.	*WREA, Manchester, N. H.	*WKNE, Keene, N. H.
*WHAI, Greenfield, Mass.	WATA, Waterbury, Conn.	Connecticut State Network
	*WSPR, Springfield, Mass.	

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 San Francisco—Monadnock Bldg.

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KFOX, Long Beach, Cal.	KDON, Monterey, Cal.	KWLK, Longview, Wash.
KSHO, Santa Rosa, Cal.	KGW, Alamosa, Colo.	KRSC, Seattle
*KHUB, Watsonville, Cal.	KIUP, Durango, Colo.	KTBI, Tacoma, Wash.
*WIBW, Topeka, Kan.	KWIL, Albany, Ore.	KTYW, Yakima, Wash.
*KAST, Astoria, Ore.	KORE, Eugene, Ore.	KVRS, Rock Springs, Wyo.
*KBND, Bend, Ore.	KMED, Medford, Ore.	WATN, Watertown, N. Y.
*WIBX, Utica, N. Y.	KWRC, Pendleton, Ore.	KWBR, Oakland, Cal.
KODL, The Dalles, Ore.	KSLM, Salem, Ore.	KWKW, Pasadena, Cal.
KKCN, Kansas City, Kan.	KVOS, Bellingham, Wash.	
KIEV, Glendale, Cal.	KRKO, Everett, Wash.	

JOHN BLAIR & COMPANY

Chicago—520 N. Michigan Ave. Tel.: Superior 8659. Mgr.: John Blair.
 New York—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.
 Detroit—Book Bldg. Tel.: Randolph 5257. Mgr.: Charles M. Adell.

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KIEM, Eureka, Cal.	WFBR, Baltimore	WMMN, Fairmont, W. Va.
KHJ, Los Angeles	WOW, Omaha	WWVA, Wheeling, W. Va.
KFXM, San Bernardino, Cal.	WNBF, Binghamton, N. Y.	KGMB, Honolulu, Hawaii
KGB, San Diego, Cal.	*WNEW, New York City	*WBO, Orlando, Fla.
KFRC, San Francisco	KFYR, Bismarck, N. D.	WIBC, Indianapolis
KDB, Santa Barbara, Cal.	WBNS, Columbus, O.	KXOK, St. Louis
KGDM, Stockton, Cal.	WHIZ, Zanesville, O.	KODY, North Platte, Neb.
KFEL, Denver	WHP, Harrisburg, Pa.	KFRE, Fresno, Cal.
*WJAX, Jacksonville, Fla.	WGBI, Scranton, Pa.	KFRU, Columbia, Mo.
WQAM, Miami, Fla.	*WROL, Knoxville, Tenn.	KALE, Portland, Ore.
*WFLA, Tampa, Fla.	KTRH, Houston	WDSU, New Orleans
KIDO, Boise, Ida.	KDYL, Salt Lake City	KXOA, Sacramento, Cal.
KXEL, Waterloo, Iowa	WMBG, Richmond, Va.	

†THE BRANHAM CO.

Chicago—360 N. Michigan Ave. Tel.: Central 5726. Mgr.: C. B. Peterson.
 New York—230 Park Ave. Tel.: Murray Hill 6-1860. Mgr.: Joseph F. Timlin.
 Atlanta—Rhodes-Haverty Bldg. Tel.: Walnut 4851. Mgr.: J. B. Keough.
 St. Louis—Arcade Bldg. Tel.: Chestnut 6192. Mgr.: J. E. Nicholson.
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 Dallas—First National Bank Bldg. Tel.: Central 8569. Mgr.: George Harding.
 Detroit—General Motors Bldg. Tel.: Trinity 1-0440. Mgr.: H. A. Anderson.
 Charlotte, N. C.—Commercial National Bank Bldg. Tel.: 3839. Mgr.: H. L. Ralls.
 San Francisco—5 Third St. Tel.: Garfield 6740. Mgr.: G. D. Close.
 Los Angeles—448 S. Hill St. Tel.: Michigan 1269. Mgr.: J. Hornung.
 Memphis—Sterick Bldg. Tel.: 8-2344. Mgr.: Sidney Nichols.

Represents

KTHS, Hot Springs, Ark.	WTJS, Jackson, Tenn.	KTBC, Austin, Tex.
KFMB, San Diego, Cal.	WNOX, Knoxville, Tenn.	KRIC, Beaumont, Tex.
KWKH, Shreveport, La.	WMC, Memphis	KWBÜ, Corpus Christi, Tex.
WCPO, Cincinnati		KRLD, Dallas

West Virginia Network

WCHS, Charleston, W. Va.	WBLK, Clarksville, W. Va.	WPAR, Parkersburg, W. Va.
	WSAZ, Huntington, W. Va.	

BROADCAST SALES CO.

New York 16—280 Madison Ave. Tel.: Murray Hill 5-2940. Mgr.: Peggy Stone.
 Chicago 1—360 N. Michigan Ave. Tel.: Randolph 9034. Mgr.: George Roesler.
 Pacific Coast Offices (see Homer Griffith Co. listing).

Represents

WINN, Louisville	WJIM, Lansing, Mich.	WMRN, Marion, O.
*WMPS, Memphis	WMAN, Mansfield, O.	WPAG, Ann Arbor, Mich.

BURN-SMITH CO., Inc.

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 Chicago 1—307 N. Michigan Ave. Tel.: Central 4437. Mgr.: John A. Toothill.
 Los Angeles 15—Chamber of Commerce Bldg. Tel.: Richmond 6184. Mgr.: Walter Biddick.

Represents

KMTR, Hollywood, Cal.	KVFD, Fort Dodge, Ia.	WKPT, Kingsport, Tenn.
WGRC, Louisville	WMRC, Greenville, S. C.	WOMI, Owensboro, Ky.
WELL, Battle Creek, Mich.	WLOF, Orlando, Fla.	WLBJ, Bowling Green, Ky.
WFDF, Flint, Mich.	KWJJ, Portland, Ore.	WHLN, Harlan, Ky.
WKBZ, Muskegon, Mich.	WBAX, Wilkes-Barre, Pa.	WIBA, Madison, Wis.
WKLA, Ludington, Mich.	WTRC, Elkhart, Ind.	Wisconsin Network
WMRF, Lewistown, Pa.	*WHAJ, Greenfield, Mass.	WISE, Asheville, N. C.
WGLB, Newport News, Va.	WAIM, Anderson, S. C.	WCNC, Elizabeth City, N. C.
*WALH, Albany, Ga.	WFVA, Fredericksburg, Va.	WGBG, Greensboro, N. C.
WJLS, Beckley, W. Va.	WNEX, Macon, Ga.	WMFR, High Point, N. C.
WJLB, Detroit	WSSV, Petersburg, Va.	WFTC, Kinston, N. C.
KFRD, Longview, Tex.	WCMA, Corinth, Miss.	WCBT, Roanoke Rapids, N. C.
WHBC, Canton, O.	WOPI, Bristol, Tenn.	WSTP, Salisbury, N. C.
WRUF, Gainesville, Fla.		WMFD, Wilmington, N. C.

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 Chicago—180 N. Michigan Ave. Tel.: Central 5977. Mgr.: Frank Gaughen.
 Kansas City—21 W. Tenth St. Tel.: Harrison 4700. Mgr.: Joe Story.
 San Francisco—Russ Bldg. Tel.: Douglas 5220. Mgr.: Fred Jameson.

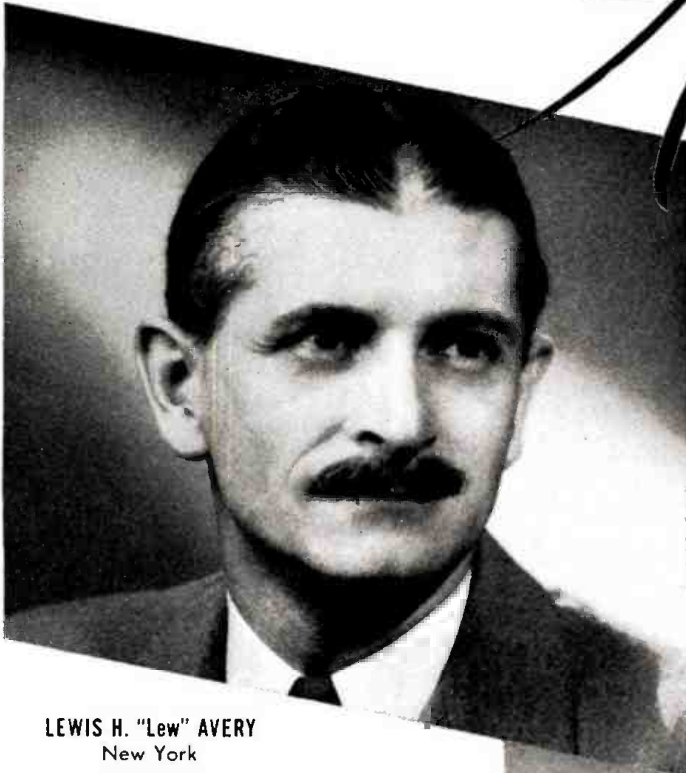
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(Continued on Page 288)

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BROADCASTING • Telecasting

1946 Yearbook Number • Page 285

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 WGY.....Schenectady
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Can they build a special show?

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681 Market Street

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(Continued from Page 284)

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KGEK, Sterling, Colo.	WSNJ, Bridgeton, N. J.	WTEL, Philadelphia
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WTAL, Tallahassee, Fla.	WNBZ, Saranac Lake, N. Y.	KPLT, Paris, Tex.
WMOG, Brunswick, Ga.	WMBO, Auburn, N. Y.	KIUN, Pecos, Tex.
WMJM, Cordele, Ga.	WWRL, Woodside, N. Y.	KVOS, Bellingham, Wash.
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Chicago—228 N. LaSalle St. Tel.: Franklin 2095. Mgr.: J. C. Cox Jr.

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*WOKO, Sunbury, Pa.	WKPA, New Kensington, Pa.	KIUL, Garden City, Kan.
WOLS, Florence, S. C.	WCHV, Charlottesville, Va.	KSAM, Huntville, Tex.
WFIG, Sumter, S. C.	KELD, El Dorado, Ark.	KRBA, Lufkin, Tex.
KGFX, Pierre, S. D.	WJZM, Clarksville, Tenn.	KHAS, Hastings, Neb.
KNEL, Cookeville, Tenn.	WGNC, Gastonia, N. C.	WPRA, Mayaguez, P. R.
WNLB, Brady, Tex.		

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*WROL, Knoxville, Tenn. *WHIO, Dayton, O. *WDBO, Orlando, Fla.

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*WOPI, Bristol, Tenn. *WKPT, Kingsport, Tenn. *WISE, Asheville, N. C.

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Philadelphia—Widener Bldg. Tel.: Rittenhouse 9698. Mgr.: Charles Shall.
Pittsburgh—Hotel Keystone. Tel.: Grant 5200. Mgr.: Thomas B. Price.
Hollywood—1223 Highland Ave. Tel.: Hillside 6088. Mgr.: Larry Krasner.

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*WJBK, Detroit	WDAS, Philadelphia	*WORL, Boston
WSBC, Chicago	WWSW, Pittsburgh	WWR, Butler, Pa.
KONO, San Antonio, Tex.	WBRW, Welch, W. Va.	WCOU, Lewiston-Auburn, Me.
KEYS, Corpus Christi, Tex.	WRFF, Washington, N. C.	WTAW, College Station, Tex.
WMIN, Minneapolis-St. Paul	WINX, Washington, D. C.	CKNW, New Westminster, B. C.

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WOCB, Cape Cod, Mass.	WOV, New York	WSNY, Schenectady
WESX, Salem, Mass.	WSYB, Rutland, Vt.	

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*WSAR, Fall River, Mass.	*WPEN, Philadelphia	*WATR, Waterbury, Conn.
*WRDC, Augusta, Me.	*WCOU, Lewiston, Me.	*WMAS, Springfield, Mass.

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Hollywood 28—6321 Hollywood Blvd. Tel.: 2151. Mgr.: Hal W. Hoag.
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WKBW, Buffalo, N. Y.	WMBD, Peoria, Ill.	KTUL, Tulsa Okla.
WCKY, Cincinnati	KSD, St. Louis	KOIN, Portland, Ore.
WOC, Davenport, Ia.	WFBL, Syracuse	KOB, Albuquerque, N. M.
WHO, Des Moines	WOSC, Charleston, S. C.	KIRO, Seattle
KMA, Shenandoah, Ia.	WIS, Columbia, S. C.	WCBM, Baltimore
WDAY, Fargo, N. D.	WPTF, Raleigh, N. C.	KRIS, Corpus Christi, Tex.
KMBC, Kansas City	WDBJ, Roanoke, Va.	KXYZ, Houston
WISH, Indianapolis	WAVE, Louisville	KEEW, Brownsville, Tex.
KDAL, Duluth		

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WJRD, Tuscaloosa, Ala.	WBBB, Burlington, N. C.	KGBK, Tyler, Tex.
*KFFA, Helena, Ark.	WWRN, Marion, O.	*KCMC, Texarkana, Tex.
KBTM, Jonesboro, Ark.	KASA, Elk City, Okla.	*KVVC, Vernon, Tex.
KOKO, La Junta, Colo.	WBBZ, Ponca City, Okla.	*KVOS, Bellingham, Wash.
KMLB, Monroe, La.	*KODL, The Dalles, Ore.	*KRSC, Seattle
WHL, Port Huron, Mich.	WJZM, Clarksville, Tenn.	WBTH, Williamson, W. Va.
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KTRB, Modesto, Cal.	KPMC, Bakersfield, Cal.	KBKR, Baker, Ore.
KHSL, Chico, Cal.	KHUB, Watsonville, Cal.	KVEC, San Luis Obispo, Cal.
KMYC, Marysville, Cal.	KVOE, Santa Ana, Cal.	KVAN, Vancouver, Wash.
KYOS, Merced, Cal.	KOOS, Coos Bay, Ore.	KSRO, Santa Rosa, Cal.
*KTKC, Visalia, Cal.		KCRA, Sacramento, Cal.

HOMER GRIFFITH CO.

Hollywood 28—6362 Hollywood Blvd. Tel.: Granite 6113. Mgr.: Homer Griffith.
San Francisco 5—681 Market St. Tel.: Douglas 4475. Mgr.: David A. Williamson.
Chicago 11—612 N. Michigan Ave. Tel.: Superior 8177. Mgr.: Al Halus.
New York 17—330 Madison Ave. Tel.: Murray Hill 2-0811. Mgr.: John Livingston.
Seattle—American Bldg. Tel.: Elliott 3933. Mgr.: Gil Wellington.

(Station represented not reported)

MELCHOR GUZMAN CO., Inc.

New York—45 Rockefeller Plaza. Tel.: Circle 7-0624. Mgr.: A. M. Martinez.

(Represents stations in Cuba, Mexico, Central and South America)

ARTHUR H. HAGG AND ASSOCIATES, Inc.

Chicago 1—360 N. Michigan Ave. Tel.: Central 7553. Mgr.: Arthur H. Hagg.
New York—366 Madison Ave. Tel.: Murray Hill 2-8865. Mgr.: Phil Broderick.

Represents

KGNO, Dodge City, Kans.

HEADLEY-REED CO.

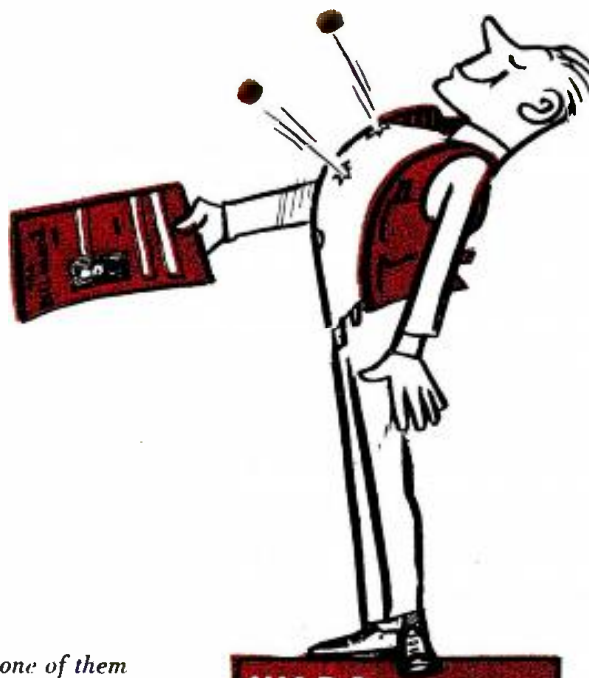
New York—405 Lexington Ave. Tel.: Murray Hill 3-5470. Mgr.: Frank M. Headley.
Chicago—180 N. Michigan Ave. Tel.: Franklin 4686. Mgr.: Dwight S. Reed.
Detroit—Port and Griswold Sts. Tel.: Randolph 9615. Mgr.: Harold Barrett.
Atlanta—Glenn Bldg. Tel.: Walnut 1696. Mgr.: E. W. Sweetman, Jr.
San Francisco—300 Montgomery St. Tel.: Yukon 1265. Mgr.: Ralph Mitchell.
Los Angeles—210 W. 7th St. Tel.: Vandike 1725. Mgr.: Harold Lindley.

Represents

WGSN, Birmingham	KANS, Wichita, Kans.	KILO, Grand Forks, N. D.
WALA, Mobile, Ala.	WITH, Baltimore	JJW, Cleveland
WSFA, Montgomery, Ala.	WSAR, Fall River, Mass.	WCOL, Columbus, O.
KJBS, San Francisco	WSAM, Saginaw, Mich.	WLOK, Lima, O.
WELI, New Haven	KFEQ, St. Joseph, Mo.	WFMJ, Youngstown, O.
WGBS, Miami	KMMJ, Grand Island, Neb.	WSAN, Allentown, Pa.
WAGA, Atlanta	WKNE, Keene, N. H.	WFBG, Altoona, Pa.
WGAC, Augusta, Ga.	WBAB, Atlantic City	WJAC, Johnstown, Pa.
WDAK, Columbus, Ga.	WHLD, Niagara Falls	WPEN, Philadelphia
WROK, Rockford, Ill.	WKIP, Poughkeepsie, N. Y.	WAPQ, Chattanooga
WGL, Ft. Wayne, Ind.	WSOC, Charlotte, N. C.	WLEE, Richmond
KSO, Des Moines	WSJS, Winston-Salem, N. C.	

(Continued on Page 290)

“In a class by itself...”



RADIO SALES represents nine stations—and *every one of them is outstanding in its own area*. Each has a national reputation that stems from intelligent use of audience research (much of which has set new standards for the industry) combined with the initiative and imagination of superior station management.

RADIO SALES “representation” is unique. **RADIO SALES** salesmen acquire on-the-ground knowledge of each of these successful stations. They personally and regularly visit them... *know their staffs, programs and experience intimately*.

Though simple in concept, this stress on basic experience... this firsthand knowledge of what it takes to make a station successful with listeners and advertisers alike, is unique in the field of representation. It is only *one* of the reasons why **RADIO SALES** has been called “in a class by itself.”*

*That's what THE BILLBOARD called **RADIO SALES** (August, 1944).



WITH OFFICES AT 485 MADISON AVENUE, NEW YORK 22 • 410 NORTH MICHIGAN AVENUE, CHICAGO 11 • COLUMBIA SQUARE, LOS ANGELES 28 • 401 SOUTH 12TH BOULEVARD, ST. LOUIS 2 • PALACE HOTEL, SAN FRANCISCO 5 • 101 MARIETTA STREET BLDG., ATLANTA 3

Directory of BROADCASTING STATION REPRESENTATIVES

(Continued from Page 288)

GEORGE P. HOLLINGBERRY CO.

Chicago—307 N. Michigan Ave. Tel.: Andover 2636. Mgr.: George P. Hollingbery.
New York—420 Lexington Ave. Tel.: Murray Hill 3-9447. Mgr.: F. E. Spencer, Jr.
Atlanta—Healey Bldg. Tel.: Walnut 3856. Mgr.: M. P. Martin.
San Francisco—300 Montgomery St. Tel.: Douglas 4938. Mgr.: R. J. Birch.
Los Angeles—607 S. Hill St. Tel.: Van Dyke 7386. Mgr.: J. V. Fisler.

Represents

WADC, Akron, O.	WEBC, Duluth	WEUU, Reading, Pa.
WATL, Atlanta	WEAU, Eau Claire, Wis.	WHAM, Rochester, N. Y.
WRDW, Augusta, Ga.	KFSM, El Paso, Tex.	WSAV, Savannah, Ga.
WBBO, Baton Rouge, La.	WBIG, Greensboro, N. C.	WARM, Scranton, Pa.
WBCM, Bay City, Mich.	WJDQ, Jackson, Miss.	KSCJ, Sioux City, Ia.
WTMA, Charleston, S. C.	WPDQ, Jacksonville, Fla.	WSPA, Spartanburg, S. C.
WAAF, Chicago	WREN, Lawrence, Kans.	WSPR, Springfield, Mass.
WRBL, Columbus, Ga.	WIOD, Miami	KGBX, Springfield, Mo.
WHIO, Dayton	KOWH, Omaha	KVI, Tacoma, Wash.
WWJ, Detroit	WIP, Philadelphia	KFBI, Wichita, Kans.

HAL HOLMAN CO.

Chicago 1—360 N. Michigan Ave. Tel.: Franklin 0016. Mgr.: Hal Holman.
New York 17—551 Fifth Ave. Tel.: Murray Hill 2-7986. Mgr.: Wythe Walker.

Represents

*WJBK, Detroit	WTEL, Philadelphia	WAYX, Waycross, Ga.
*WIBM, Jackson, Mich.	*WLBC, Muncie, Ind.	KAND, Corsicana, Tex.
WTCM, Traverse City, Mich.	WGOV, Valdosta, Ga.	KNET, Palestine, Tex.
WATT, Cadillac, Mich.		

INTERCOLLEGIATE BROADCASTING STATION REPRESENTATIVES

New York—507 Fifth Ave. Tel.: Vanderbilt 6-6075. Mgr.: Louis M. Bloch, Jr.
Washington—2808 Erie St., S. E. Tel.: Lincoln 4179. Mgr.: George Abraham.
Schenectady—706 Sanders Ave. Tel.: Schenectady 3-6028. Mgr.: David Borst.

Represents campus stations at the following colleges:

WBRU, Brown-Pembroke, Providence	WMS, Williams, Williamstown, Mass.	WPRU, Princeton, Princeton, N. J.
WHCN, Harvard, Cambridge, Mass.	CURC, Columbia-Barnard, Columbia, S. C.	WHAV, Haverford, Haverford, Pa.
WRR, Radcliffe, Cambridge, Mass.	UCRS, Union, Schenectady, N. Y.	WBRW, Bucknell, Lewisburg, Pa.
WOCD, Yale, New Haven, Conn.	CRG, Cornell, Ithaca, N. Y.	*BRN, Alabama, Tuscaloosa, Ala.
		KTX, Stephens, Columbia, Mo.

†THE KATZ AGENCY

New York 18—500 Fifth Ave. Tel.: Wisconsin 7-8620. Sales Mgr.: George Brett.
Chicago 1—307 N. Michigan Ave. Tel.: Central 4006. Mgr.: Gerald H. Gunn.
Detroit 2—General Motors Bldg. Tel.: Trinity 2-7885. Mgr.: Ralph Bateman.
Kansas City 6—Bryant Bldg. Tel.: Victor 7095. Mgr.: Thomas J. Flanagan.
Atlanta 3—22 Marietta St. Bldg. Tel.: Walnut 4795. Mgr.: Fred M. Bell.
Dallas 1—Republic Bank Bldg. Tel.: Central 7996. Mgr.: Frank Brimm.
San Francisco 6—Monadnock Bldg. Tel.: Sutter 7434. Mgr.: Richard S. Railton.
Los Angeles 14—530 W. 6th St. Tel.: Tucker 3219. Mgr.: Stanley J. Reulman.

Represents

KLRA, Little Rock, Ark.	WFBM, Indianapolis	WKRC, Cincinnati
KVOR, Colorado Springs	WMT, Cedar Rapids-Waterloo	WSPD, Toledo
KLZ, Denver	KRNT, Des Moines	WKY, Oklahoma City
WOL, Washington	WNAX, Sioux City-Yankton	WFIL, Philadelphia
WDAE, Tampa	WVL, New Orleans	WCAE, Pittsburgh
WGST, Atlanta	WCOP, Boston	WFCL, Providence
WMAZ, Macon, Ga.	KGHL, Billings, Mont.	WREC, Memphis
WTOC, Savannah	WFEA, Manchester, N. H.	WSIX, Nashville
KGU, Honolulu	WHOM, New York-Jersey City	KUTA, Salt Lake City
WCFL, Chicago	WWNC, Asheville, N. C.	WISN, Milwaukee
WTAD, Quincy, Ill.		

KEENAN AND EICKELBERG

San Francisco 4—235 Montgomery St. Tel.: Douglas 6347. Mgr.: W. Hubbard Keenan.
Los Angeles 13—411 W. Fifth St. Tel.: Michigan 7571. Mgr.: Wilbur Eickelberg.

(Stations represented not reported)

JOHN KEATING

Portland, Ore.—Studio Bldg. Tel.: Beacon 4107. Mgr.: Lee P. Bishop.
Seattle, Wash.—Douglas Bldg. Tel.: Elliott 3300. Mgr.: James A. McLoughlin.

Special regional representation of Oregon, Washington and Idaho stations

*KAST, Astoria, Ore.	KWRC, Pendleton, Ore.	*KOL, Seattle, Wash.
KRNF, Roseburg, Ore.	*KODL, The Dalles, Ore.	*KHQ, Spokane, Wash.
*KFSJ, Klamath Falls, Ore.	*KWIL, Albany, Ore.	*KGA, Spokane, Wash.
*KSLM, Salem, Ore.	KRLC, Lewiston, Ida.	*KIEM, Eureka, Cal.
*KOOS, Coos Bay, Ore.	KWLK, Longview, Wash.	KRKO, Everett, Wash.
*KBND, Bend, Ore.	*KELA, Centralia, Wash.	KONP, Port Angeles, Wash.
*KBKR, Baker, Ore.	*KGY, Olympia, Wash.	KVAN, Vancouver, Wash.
*KORE, Eugene, Ore.	*KXRO, Aberdeen, Wash.	KTYW, Yakima, Wash.
KMED, Medford, Ore.	KVO, Bellingham, Wash.	KALE, Portland, Ore.
KULIN, Grants Pass, Ore.	*KPO, Wenatchee, Wash.	KPKW, Pasco, Wash.
*KLBM, LaGrande, Ore.	*KUB, Walla Walla, Wash.	

JOSEPH HERSHEY MCGILLVRA, Inc.

New York 17—366 Madison Ave. Tel.: Murray Hill 2-8755. Pres.: Joseph H. McGillvra.
Vice-Pres. and Gen. Mgr.: James W. LeBaron.
Chicago 1—35 E. Wacker Dr. Tel.: State 5282. Mgr.: Willie Kiasick.
Los Angeles 14—403 W. Eighth St. Tel.: Vandike 9343. Mgr.: Robert W. Walker.
San Francisco 4—68 Post Street. Tel.: Sutter 5568. Mgr.: Eli C. Minton.

Represents

KSUB, Cedar City, Utah	KNOE, Monroe, La.	KMAC, San Antonio, Tex.
WGKV, Charleston, W. Va.	WKBZ, Muskegon, Mich.	XERB, San Diego, Cal.
KVOD, Denver, Colo.	WNOE, New Orleans, La.	KFIO, Spokane, Wash.
WCED, DuBois, Pa.	KLX, Oakland, Cal.	KMO, Tacoma, Wash.
WLAV, Grand Rapids, Mich.	WWV, Palm Beach, Fla.	WTTM, Trenton, N. J.
WJOB, Hammond, Ind.	KPAC, Port Arthur, Tex.	KOME, Tulsa, Okla.
KID, Idaho Falls, Idaho	WSAP, Portsmouth, Va.	WPIK, Washington, D. C.
WASK, Lafayette, Ind.	KOAL, Price, Utah	WBRV, Waterbury, Conn.
KPAB, Laredo, Tex.	KOVO, Provo, Utah	WRRN, Warren, Ohio
KVNU, Logan, Utah	KGHF, Pueblo, Colo.	KPO, Wrentham, Wash.
KGER, Long Beach, Cal.	WSAY, Rochester, N. Y.	WLM, Wilmington, Del.
WKLA, Ludington, Mich.	WSYB, Rutland, Vt.	KIT, Yakima, Wash.
WBML, Macon, Ga.	KNAK, Salt Lake City, Utah	WMFF, Plattsburg, N. Y.

Canadian stations represented

CFBR, Brockville, Ont.	CKNX, Wingham, Ont.	CJCH, Halifax, N. S.
CFBO, Chatham, Ont.	CKSF, Cornwall, Ont.	CKCW, Moncton, N. B.
CFPL, London, Ont.	CKTB, St. Catharines, Ont.	CHSJ, St. John, N. B.
CJIC, Sault Ste. Marie, Ont.	CHLP, Montreal, Quebec	CJJC, Calgary, Alta.
CKCO, Ottawa, Ont.	CHNC, New Carlisle, Quebec	

†J. P. MCKINNEY & SON

New York 20—30 Rockefeller Plaza. Tel.: Circle 7-1178. Mgr.: Hugh Boice.
Chicago 11—400 N. Michigan Ave. Tel.: Superior 9866. Mgr.: Charles D. Biddle.
San Francisco 6—681 Market St. Tel.: 5512. Mgr.: R. J. Bidwell.
Hollywood 28—1651 Cosmo St. Tel.: Granite 9596. Mgr.: R. J. Bidwell.

Represents

WENY, Elmira, N. Y.	WRAK, WilliamSPORT, Pa.	WHDL, Olean, N. Y.
WABY-WOKO, Albany	WHTT, Hartford, Conn.	WDAN, Danville, Ill.
	WHEC, Rochester, N. Y.	

NATIONAL BROADCASTING CO. (NBC SPOT)

(National Spot Sales Dept.)

New York—30 Rockefeller Plaza. Tel.: Circle 7-8300. Nat'l. Mgr.: J. C. McConnell.
Chicago—Merchandise Mart. Tel.: Superior 8300. Asst. Mgr.: W. O. Tilenius, W. C. Roux.
Cleveland—815 Superior Ave. N. E. Tel.: Cherry 0942. D. G. Stratton.
Boston—Hotel Bradford. Tel.: Hancock 4261. Elmer Kettell.
Denver—1625 California St. Tel.: Main 6211. James R. MacPherson.
Hollywood—Sunset & Vine. Tel.: Hollywood 6161. Robt. E. Howard.
San Francisco—Taylor & O'Farrell Sts. Tel.: Sutter 1920. Carl Nielsen.
Washington—Trans-Lux Bldg. Tel.: Republic 4000. Mahlon Glascock.

Represents

WEAF, New York City	WMAQ, Chicago	WRC, Washington
WBZ, Boston	WTAM, Cleveland	KDKA, Pittsburgh
WBZA, Springfield, Mass.	KYW, Philadelphia	WGVA, Schenectady
WOWO, Fort Wayne, Ind.	KPO, San Francisco	KOA, Denver

NORTHWEST RADIO ADVERTISING CO.

Seattle, Wash.—American Bldg. Tel.: Elliott 5488. Mgr.: Edwin A. Kraft.

Represents

*KINY, Juneau, Alaska *KTKN, Ketchikan, Alaska

PAN AMERICAN BROADCASTING CO.

New York—330 Madison Ave. Tel.: Murray Hill 2-0810. Mgr.: E. Barnald.
Chicago—228 N. LaSalle St. Tel.: State 5096. Mgr.: Fred R. Jones.

Represents stations in

Alaska	Dominican Republic	Panama
Argentina	Ecuador	Paraguay
Bolivia	El Salvador	Peru
British Guiana	Guatemala	Puerto Rico
Chile	Haiti	Uruguay
Columbia	Honduras	Venezuela
Costa Rica	Nicaragua	Newfoundland

JOHN E. PEARSON CO.

Chicago—London Guarantee Bldg. Tel.: Franklin 2359. Mgr.: John E. Pearson.
New York 17—250 Park Ave. Tel.: Plaza 8-2255. Mgr.: Hines H. Hatchett.
Kansas City—Dierks Bldg. Tel.: Grand 2144. Mgr.: Owen H. Balch.

Represents

KWTO, Springfield, Mo.	WLAP, Lexington, Ky.	KHMO, Hannibal, Mo.
*WIND, Chicago	KWLM, Willmar, Minn.	KRBC, Abilene, Tex.
WLOL, Minneapolis-St. Paul	KWNO, Winona, Minn.	KBST, Big Spring, Tex.
KLON, Blytheville, Ark.	WEW, St. Louis	KGKL, San Angelo, Tex.
WCAR, Pontiac, Mich.	WIRE, Indianapolis	WBIR, Knoxville, Tenn.
WLAJ, Lakeland, Fla.	KSAL, Salina, Kan.	KFDA, Amarillo, Tex.
*WVO, New York	WAOV, Vincennes, Ind.	KVGB, Great Bend, Kan.
KCWO, Kansas City	Southern Minnesota Network	WTSP, St. Petersburg-Tampa
WINK, Fort Myers, Fla.	WKRO, Cairo, Ill.	KYSM, Mankato, Minn.
WSPB, Sarasota, Fla.	KFVS, Cape Girardeau, Mo.	KATE, Albert Lea, Minn.
KOAM, Pittsburgh, Kan.	KWOC, Poplar Bluff, Mo.	Florida West Coast Group
WCMI, Ashland, Ky.		

(Continued on Page 294)

MORE FACTS *make*
MORE SALES

PREPARED AND ISSUED BY
The **KATZ AGENCY, INC.**
STATION REPRESENTATIVES



STATIONS REPRESENTED BY THE KATZ AGENCY, INC.

<i>North and Midwest</i>		
WCOP	Boston	ABC
WCFL	Chicago	ABC
WKRC	Cincinnati	CBS
KRNT	Des Moines	ABC
WFBM	Indianapolis	CBS
WFEA	Manchester	CBS
WISN	Milwaukee	CBS
WHOM	New York	
WFIL	Philadelphia	ABC
WCAE	Pittsburgh	ABC
WFCI	Providence-Pawtucket	ABC
WTAD	Quincy, Ill.	CBS
WSPD	Toledo	NBC
WOL	Washington, D. C.	MBS
WMT	Waterloo-Cedar Rapids	CBS
WNAX	Yankton-Sioux City	ABC
<i>South</i>		
WGST	Atlanta	CBS
WWNC	Asheville	CBS
KLRA	Little Rock	CBS
WMAZ	Macon	CBS
WREC	Memphis	CBS
WSIX	Nashville	ABC
WWL	New Orleans	CBS
WKY	Oklahoma City	NBC
WDAE	Tampa	CBS
WTOC	Savannah	CBS
<i>West</i>		
KLZ	Denver	CBS
KUTA	Salt Lake City	ABC
KGHL	Billings, Mont.	NBC
KVOR	Colorado Springs	CBS
KGU	Honolulu, T. H.	NBC

The **KATZ AGENCY, INC.**

NEW YORK • CHICAGO • DETROIT
LOS ANGELES • SAN FRANCISCO
ATLANTA • DALLAS • KANSAS CITY

STATION REPRESENTATIVES

Mc Gillora...



James LeBaron
General Sales Manager

Ray Murphy

Stuart Kelly

Richard Gerken

NEW YORK
366 Madison Avenue
MUrray Hill 2-8755



Willie Kissick
Manager

William Sauerstrom

Walter Beadell

Robert Walker
Pacific Coast Manager

John Nelson

CHICAGO
35 East Wacker Drive
State 5282

LOS ANGELES
403 West Eighth Street
Vandyke 9348

JOSEPH HERSHEY

NEW YORK, 17
366 Madison Avenue
MUrray Hill 2-8755

CHICAGO, 1
35 East Wacker Drive
State 5282

Spells Manpower!

**"MANPOWER SPELLS
Results in
Spot Radio"**



Joseph H. McGillvra
President



Eli Minton

SAN FRANCISCO
68 Post Street
Sutter 5568

*I*f you think your market and operation justify a national spot billing of \$3,000 a month and up, and if you are not satisfied with your present volume of spot billings, and the way your station is sold—then won't you get in touch with us—Joseph Hershey McGillvra, Inc.?

McGillvra, Inc., is fully staffed with aggressive young men, led by a pioneer of 13 years' experience in station advertising representation. So for results—please contact our office nearest you.

Mc GILLVRA, Inc.

ASSOCIATE MEMBER — NATIONAL ASSOCIATION OF BROADCASTERS

SAN FRANCISCO, 4
68 Post Street
Sutter 5568

LOS ANGELES, 14
403 West Eighth Street
Vandyke 9348

Directory of BROADCASTING STATION REPRESENTATIVES

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†JOHN H. PERRY ASSOCIATES

New York 17—810 E. 45th St. Tel.: Murray Hill 4-1647. Mgr.: William K. Dorman.
Philadelphia 7—12 S. 12th St. Tel.: Walnut 3555. Mgr.: Robert Hitchings.
Chicago 3—122 S. Michigan Ave. Tel.: Harrison 8085. Mgr.: O. J. Ranft.
Detroit 2—7388 Woodward Ave. Tel.: Madison 0790. Mgr.: J. J. Higgins.
Atlanta 3—Rhodes-Haverty Bldg. Tel.: Walnut 1334. Mgr.: Mrs. Alice S. Grant.

Represents

WCOA, Pensacola, Fla. WTMC, Ocala, Fla. WDLF, Panama City, Fla.
WJHP, Jacksonville, Fla.

EDWARD PETRY & CO., Inc.

New York—17 E. 42nd St. Tel.: Murray Hill 2-4400. Mgr.: Henry I. Christal.
Chicago—400 N. Michigan Ave. Tel.: Delaware 8600. Mgr.: Edward E. Vovnoy.
Detroit—General Motors Bldg. Tel.: Madison 1035. Mgr.: William Cartwright.
San Francisco 4—Russ Bldg. Tel.: Garfield 4010. Mgr.: Earle H. Smith.
Los Angeles—601 W. Fifth St. Tel.: Michigan 8729. Mgr.: Chester G. Matson.
St. Louis—Sbell Bldg. Tel.: Garfield 5194. Mgr.: George Kercher.

Represents

Yankee Network	KFOR, Lincoln, Neb.	WHTD, Hartford
WSB, Atlanta	KGA, Spokane	KGKO, Fort Worth
WNAC, Boston	WBAL, Baltimore	Texas Quality Network
WAAB, Worcester	KARK, Little Rock, Ark.	WEAN, Providence
WICC, Bridgeport, Conn.	KFI, Los Angeles	WRNL, Richmond
WBEN, Buffalo, N. Y.	WHAS, Louisville	KSL, Salt Lake City
WGAR, Cleveland	WLLH, Lowell, Mass.	WOAI, San Antonio
WFAA, Dallas	WTMJ, Milwaukee	KOMO, Seattle
WBAF, Fort Worth	KSTP, St. Paul	KHQ, Spokane, Wash.
WJR, Detroit	WSM, Nashville	WMAS, Springfield, Mass.
KPRC, Houston	WSMB, New Orleans	KVOO, Tulsa, Okla.
WDAF, Kansas City	WTAR, Norfolk	KFH, Wichita, Kan.
WAGE, Syracuse, N. Y.	KOIL, Omaha	KQW, San Francisco
KARM, Fresno, Cal.	KGW, Portland, Ore.	KTBS, Shreveport, La.

RADIO ADVERTISING CO.

New York 17—521 Fifth Avenue. Tel.: Murray Hill 2-2170. Mgr.: Louis J. F. Moore.
Chicago 1—333 N. Michigan Ave. Tel.: Central 1743. Mgr.: R. L. Swats, Jr.
Detroit 26—28 W. Adams Ave. Tel.: Cherry 8321. Mgr.: Robert B. Rains.
Los Angeles 14—707 S. Hill St. Tel.: Vandike 1901. Mgr.: J. Leslie Fox.
San Francisco 4—Russ Bldg. Tel.: Exbrook 2093. Mgr.: L. Ray Rhodes.

Represents

WHKC, Columbus, O.	WEST, Easton, Pa.	WKAT, Miami Beach
WTOL, Toledo, O.	WAZL, Hazelton, Pa.	WAAT, Newark
WBBS, Uniontown, Pa.	WJNO, West Palm Beach, Fla.	WHBL, Sheboygan, Wis.
KROC, Rochester, Minn.	WHKK, Akron	KROW, Oakland, Cal.

RADIO SALES

(The Spot Broadcasting Division of Columbia Broadcasting System)

Chicago—410 N. Michigan Ave. Tel.: Whitehall 6000. Mgr.: Wilbur Edwards.
New York—485 Madison Ave. Tel.: Wickersham 2-2000. Mgr.: J. L. Van Volkenburg.
Los Angeles—Columbia Square. Tel.: Hollywood 1212. Mgr.: Meredith R. Pratt.
San Francisco—Palace Hotel. Tel.: Yukon 1700. Mgr.: J. L. Brumback.
Charlotte—101 Marietta St. Bldg. Tel.: Jackson 5960. Mgr.: H. H. Holtshouser.
St. Louis—Mart Bldg. Tel.: Central 8240. Mgr.: Carter Ringlep.

Represents

WABC, New York City	KNX, Los Angeles	WCCO, Minneapolis
WBMM, Chicago	KMOX, St. Louis	WEEL, Newark
WTOP, Washington	WBT, Charlotte, N. C.	WAPI, Birmingham, Ala.
CBS, New England Network	CBS, Pacific Network	CBS, California Network

WILLIAM G. RAMBEAU CO.

Chicago—360 N. Michigan Ave. Tel.: Andover 5566. Mgr.: William G. Rambeau.
New York—Chanan Bldg. Tel.: Lexington 2-1820. Mgr.: William M. Wilson.
Hollywood—5833 Fernwood Ave. Tel.: Granite 3636. Mgr.: Fred L. Allen.

Represents

WIAS, Pittsburgh	KEVR, Seattle	WGRM, Greenwood, Miss.
WL, St. Louis	*WIM, New York	WJXN, Jackson, Miss.
KFWB, Los Angeles	(outside N. Y. area)	WMSJ, Natchez, Miss.
WDSM, Superior-Duluth	WNHC, New Haven, Conn.	WJBW, New Orleans
KBUR, Burlington, Ia.	WCLO, Jonesville, Wis.	KLUF, Galveston, Tex.
WNAB, Bridgeport, Conn.	KBIZ, Ottumwa, Ia.	WORD, Spartanburg, S. C.
WRAW, Reading, Pa.	*WNBH, New Bedford, Mass.	Iowa Tall Corn Network
WHBQ, Memphis	*WCCB, Cape Cod, Mass.	KROS, Clinton, Ia.
KMYR, Denver	KICD, Spencer, Ia.	KDTH, Dubuque, Ia.
*KTKC, Visalia, Cal.	WKBV, Richmond, Ind.	KVFD, Fort Dodge, Ia.
WATR, Waterbury, Conn.	KFBC, Cheyenne, Wyo.	KFJB, Marshalltown, Ia.
WDGY, Minneapolis	KWBR, Oakland	KTRI, Sioux City
WJTN, Jamestown, N. Y.	KSAN, San Francisco	

PAUL H. RAYMER CO.

Chicago 11—485 N. Michigan Ave. Tel.: Superior 4473. Mgr.: Richard F. Kopf.
New York 17—366 Madison Ave. Tel.: Murray Hill 2-8689. Mgr.: Fred C. Brokaw.
San Francisco 4—Russ Bldg. Tel.: Exbrook 2093. Mgr.: L. Ray Rhodes.
Los Angeles 14—707 S. Hill St. Tel.: Vandike 1901. Mgr.: J. Leslie Fox.
Detroit 26—28 W. Adams Ave. Tel.: Cherry 8321. Mgr.: Robert B. Rains.

PAUL H. RAYMER CO.—Continued

Represents

Michigan Radio Network, McClatchy Beeline, Arizona Broadcasting Co., Tri Penn Group

WPRO, Providence	KFBK, Sacramento, Cal.	WORK, York, Pa.
KWK, St. Louis	KERN, Bakersfield, Cal.	WDEL, Wilmington, Del.
WSYR, Syracuse, N. Y.	KMJ, Fresno, Cal.	WFSD, San Diego, Cal.
WTRY, Troy, N. Y.	KWG, Stockton, Cal.	WSBT, South Bend, Ind.
WRVA, Richmond, Va.	WCAO, Baltimore	WGAN, Portland, Me.
WLAC, Nashville, Tenn.	WBRC, Birmingham, Ala.	WHK, Cleveland
WDR, Hartford, Conn.	WDOD, Chattanooga, Tenn.	KEX, Portland, Ore.
KTAR, Phoenix, Ariz.	WYDZ, Detroit	WTV, Worcester, Mass.
KVOA, Tucson, Ariz.	WOOD, Grand Rapids, Mich.	KJR, Seattle
KTMS, Santa Barbara, Cal.	*WCAU, Philadelphia (Pacific)	KWPT, Wichita Falls, Tex.
WKBN, Youngstown, O.	WKBO, Harrisburg, Pa.	KXO, El Centro, Cal.
KMPC, Los Angeles	WGAL, Lancaster, Pa.	WINS, New York
KOH, Reno, Nev.		

REGIONAL RADIO SALES CO.

Chicago 1—846 N. Michigan Ave. Tel.: Superior 4827. Mgr.: Winifred Land.
Hollywood 28—6362 Hollywood Blvd. Tel.: Granite 6113. Mgr.: Homer Griffith.
Milwaukee 9—231 W. Wisconsin Ave. Tel.: Broadway 2579. Owners: Myles H. Johns.
New York—295 Madison Ave. Tel.: Lexington 2-0772. Mgr.: P. Joseph Bogner.

Represents

WOSH, Oshkosh, Wis.	WOMT, Manitowoc, Wis.	WRJN, Racine, Wis.
	WTMV, E. St. Louis, Ill.	

DUNCAN A. SCOTT AND COMPANY

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WKBU, Griffin, Ga.	WSON, Henderson, Ky.	KTTS, Springfield, Mo.
WTMV, E. St. Louis, Ill.	WGM, Gulfport, Miss.	*KWOC, Hot Springs, Ark.
WCBS, Springfield, Ill.	WBT, Batavia, N. Y.	WROX, Clarkdale, Miss.
KWYO, Sheridan, Wyo.	KORN, Fremont, Neb.	WLO, Tupelo, Miss.
WGIL, Galesburg, Ill.	KPOW, Powell, Wyo.	KHBG, Okmulgee, Okla.
KWOS, Jefferson City, Mo.	WCBI, Columbus, Miss.	KONF, Port Angeles, Wash.
WMBH, Joplin, Mo.	KGFV, Kearney, Neb.	WOSH, Oshkosh, Wis.
WLP, Suffolk, Va.	WHMA, Anniston, Ala.	WRN, Racine, Wis.
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KRGV, Weslaco	Lone Star Chain	KGGM, Albuquerque, N. M.
KTOK, Oklahoma City	Oklahoma Network	KVSF, Santa Fe, N. M.
KPDM, Beaumont	KTBC, Austin, Tex.	

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WAIR, Winston-Salem, N. C.	KBWD, Brownwood, Tex.	The Tobacco Network, North Carolina
WSLB, Ogdensburg, N. Y.	KFPY, Spokane, Wash.	WSAY, Rochester, N. Y.
WLBC, Muncie, Ind.	KGIR, Butte, Mont.	*WHEB, Portsmouth, N. H.
KABR, Aberdeen, S. D.	KPFA, Helena, Mont.	KGHI, Little Rock, Ark.
WJAG, Norfolk, Neb.	KRBM, Bozeman, Mont.	KPFT, Ft. Smith, Ark.
KLPM, Minot, N. D.	KXL, Portland, Ore.	
KOTA, Rapid City, S. D.	KFXJ, Grand Junction, Col.	

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DALLAS 1: 805 Tower Petroleum Building. Telephone: Riverside 5663. Manager: Clyde Melville.

HOLLYWOOD: 6362 Hollywood Boulevard. Telephone: Granite 6113.

SAN FRANCISCO: 681 Market Street. Telephone: Garfield 5512.

PORTLAND: Studio Building. Telephone: Beacon 4107.

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Directory of BROADCASTING STATION REPRESENTATIVES

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WEED & CO.

New York—350 Madison Ave. Tel.: Vanderbilt 6-4542. Mgr.: Joseph J. Weed.
Chicago—203 N. Wabash Ave. Tel.: Randolph 7730. Mgr.: C. C. Weed.
Detroit—Book Bldg. Tel.: Randolph 5382. Mgr.: William Reilly
San Francisco—Hotel Mark Hopkins. Tel.: Yukon 1899. Mgr.: Lincoln P. Simonds.
Boston—Statler Bldg. Tel.: Hubbard 5677. Mgr.: Dana Baird.
Hollywood—6253 Hollywood Blvd. Tel.: Hillside 8611. Mgr.: Lincoln P. Simonds.

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KSFO, San Francisco	*WCSH, Portland, Me.	WKST, New Castle, Pa.
WTIC, Hartford	WLAW, Lawrence, Mass.	WQV, Pittsburgh
WDDC, Washington	WERC, Worcester, Mass.	*WJAR, Providence
WMBR, Jacksonville	WSLI, Jackson, Miss.	*WKIX, Columbia, S. C.
WSUN, St. Petersburg	*KFBB, Great Falls, Mont.	WDEF, Chattanooga
KTFI, Twin Falls, Ida.	KGVO, Missoula, Mont.	KNOW, Austin, Tex.
WSOY, Decatur, Ill.	WMUR, Manchester, N. H.	WRR, Dallas
WTAX, Springfield, Ill.	WEBR, Buffalo	KFJZ, Fort Worth
WHBU, Anderson, Ind.	WMSA, Massena, N. Y.	KTHT, Houston
WEOA, Evansville, Ind.	WMCA, New York	KABC, San Antonio
WGOF, Evansville, Ind.	WVNY, Watertown, N. Y.	WACO, Waco, Tex.
WBOW, Terre Haute, Ind.	WAYS, Charlotte, N. C.	WCAX, Burlington, Vt.
WHOT, South Bend, Ind.	WRAL, Raleigh	WSVA, Harrisonburg, Va.
KGLO, Mason City, Ia.	WAKR, Akron	WKWK, Wheeling
KGGF, Coffeyville, Kan.	WING, Dayton	WTAQ, Green Bay, Wis.
KALB, Alexandria, La.	WIZE, Springfield, O.	New England Regional Network
*WRDQ, Augusta, Me.	WERC, Erie, Pa.	Texas State Network

Canadian stations

CFAC, Calgary, Alta.	CHNS, Halifax, N. S.	CKWS, Kingston, Ont.
CJCA, Edmonton, Alta.	CJCB, Sydney, N. S.	CKBI, Prince Albert, Sask.
CFGP, Grand Prairie, Alta.	CJKL, Kirkiand Lake, Ont.	CHAB, Moose Jaw, Sask.
CJOC, Lethbridge, Alta.	CFCH, North Bay, Ont.	CHCC, Regina, Sask.
CKOV, Kelowna, B. C.	CKGB, Timmins, Ont.	CFNB, Fredericton, N. B.
CJAT, Trail, B. C.	CJCS, Stratford, Ont.	CFCE, Montreal, Que.
CKWX, Vancouver, B. C.	CKRC, Winnipeg, Man.	CFCY, Charlottetown, P. E. I.
CJVI, Victoria, B. C.	CKSO, Sudbury, Ont.	CHEX, Peterborough, Ont.
CFJC, Kamloops, B. C.	CKOC, Hamilton, Ont.	CKEY, Toronto, Ont.
CJLS, Yarmouth, N. S.		

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WHKY, Hickory, N. C.	WIBA, Madison, Wis.	WKBH, La Crosse, Wis.
KROD, El Paso, Tex.	WCOV, Montgomery, Ala.	WMAM, Marinette, Wis.
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*WDEV, Waterbury, Vt.	*KUJ, Walla Walla	WMPS, Memphis
WDNC, Durham, N. C.	WEMP, Milwaukee	WKBB, Dubuque, Ia.
WDE, Tuscola, Ill.	KAYE, Carlsbad, N. M.	KTYW, Yakima, Wash.
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WWSR, St. Albans, Vt.	WAIT, Chicago	WCOS, Columbia, S. C.
WPIC, Sharon, Pa.		

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CFQC, Saskatoon, Sask.	CFRN, Edmonton, Alta.	CHLT, Sherbrooke, Que.
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CFOR, Orillia	CHUM, Toronto	CJRL, Kenora
CFRB, Toronto	CJAD, Montreal	CKAC, Montreal
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CHLT, Sherbrooke	CJEM, Edmundston	CKLN, Nelson
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*WGN, Chicago

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 Winnipeg, Man.—Electric Railway Chambers. Tel.: 96-861. Mgr.: P. H. Gayner.
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 CJAT, Trail, B. C. CKRC, Winnipeg, Man. CKSO, Sudbury, Ont.
 CKWX, Vancouver, B. C. CKCK, Regina, Sask. CFCY, Charlottetown, P. E. I.
 CFAC, Calgary, Alta. CFRB, Toronto, Ont. VONF, St. John's, Newfound-
 land
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 foundland
 CFGP, Grande Prairie, Alta. CJCS, Stratford, Ont. CJLS, Yarmouth, N. S.
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 CJCJ, Calgary, Alta. CFQC, Saskatoon, Sask. CHGS, Summerside, P. E. I.
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ARROWHEAD NETWORK—Comprising WBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WEAU, Eau Claire, Wis.; WJMC, Rice Lake, Wis. Available as a hookup. Represented nationally by Hollingbery & Co. Headquarters: WBC Bldg., Duluth 2, Minn. Executive officers: Walter C. Bridges, WBC, manager; H. E. Westmoreland, director of operations.

CONNECTICUT STATE NETWORK—Regional network comprising WSRR, Stamford; WNAB, Bridgeport; WHTT, Hartford; WELI, New Haven; WNLC, New London; WATR, Waterbury. Officers: Harold H. Meyer, WSRR, president. Represented nationally by Helen Wood, New York; Bertha Bannan, Boston.

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DAIRYLAND NETWORK—Comprising WTCN, Mnpls.-St. Paul; KATE, Albert Lea; KWLM, Wilmar, and KWNO, Winona. All in Minnesota. Headquarters: Wesley Temple Bldg., Minneapolis 4. Telephone: Main 6562.

DON LEE BROADCASTING SYSTEM—Southern California: KHJ, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXM, San Bernardino; KCOK, Tulare-Visalia; KVOE, Santa Ana; KXO, El Centro; KVEC, San Luis Obispo, Northern California; KFRC, San Francisco; KMYC, Marysville; KDON, Monterey; KIEM, Eureka; KHSL, Chico; KVCV, Redding; KFRE, Fresno; KYOS, Merced; KXOA, Sacramento. Northwest (Oregon): KALE, Portland; KRNR, Roseburg; KFJL, Klamath Falls; KORE, Eugene; KOOS, Coos Bay; KAST, Astoria; KUIN, Grants Pass; KWIL, Albany; KBND, Bend; KSLM, Salem. Northwest (Washington): KOL, Seattle; KMO, Tacoma; KIT, Yakima; KKRO, Aberdeen; KGY, Olympia; KELA, Centralia; KRKO, Everett; KWLK, Longview; KFIO, Spokane; KUJ, Walla Walla; KWAL, Wallace, Idaho, and KRLC, Lewiston, Idaho. 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.

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IOWA TALL CORN NETWORK—An Iowa network comprising KBUR, Burlington; KROS, Clinton; KDTH, Dubuque; KVFD, Fort Dodge; KFJB, Marshalltown; KBIZ, Ottumwa; KTRI, Sioux City; KICD, Spencer. KFNF, Shenandoah also available. Operating committee,

managers of the member stations: G. B. McDermott, Morgan Sexton, K. S. Gordon, Edward Breen, W. J. Binkley, James Conroy, Dietrich Dirks, Ben Sanders. General Manager and central area representative: George W. Webber, Shops Bldg., Des Moines 9. National Representative for network and individual stations: William G. Rambeau Co.

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LONE STAR CHAIN—Texas regional network comprising KGKO, Fort Worth-Dallas; KGNC, Amarillo; KGRV, Weslaco; KTSA, San Antonio; KXYZ, Houston; KRIS, Corpus Christi; KFYO, Lubbock. Headquarters: Tower Petroleum Bldg., Dallas, Tex. Telephone: Riverside 5663. Managing director: Clyde Melville.

MASON DIXON RADIO GROUP—Regional group comprising WDEL, Wilmington, Del.; WORK, York, Pa.; WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.; WKBO, Harrisburg, Pa. Represented nationally by Paul H. Raymer Co. and Radio Advertising 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; WELL, Battle Creek; WLAV, Grand Rapids; WSOO, Sault Ste. Marie; WKBZ, Muskegon. 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; Wm. J. Hendricks Jr., advertising, sales promotion and publicity director; Bess Ashton, traffic manager. Represented nationally by Paul H. Raymer Co.

MID-STATES GROUP—Regional Network comprising KRNT, Des Moines; WNAX, Sioux City-Yankton; WMT, Cedar Rapids-Waterloo. Headquarters: KRNT, Register and Tribune Bldg., Des Moines. Phil Hoffman, general manager; Arden E. Swisher, sales service manager. Represented by the Katz Agency.

MINNESOTA RADIO NETWORK—Regional group comprising KSTP, St. Paul; KROC, Rochester; KYSM, Mankato; KFAM, St. Cloud. Business offices and studios: Hotel St. Paul, St. Paul 2; telephone, Cedar 5511; Radio City, Minneapolis 2, Bridgeport 3222. General manager: Stanley E. Hubbard. Represented nationally by Edward Petry & Co.

(Continued on page 300)

Mason • Dixon Radio Group

6 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, 8 West King St., Lancaster, Pa., or national representative.

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WGAL Lancaster, Penna. **WEST** Easton, Penna.

NATIONAL REPRESENTATIVES

WKBO • WORK • WGAL • WDEL: Paul H. Raymer Co.
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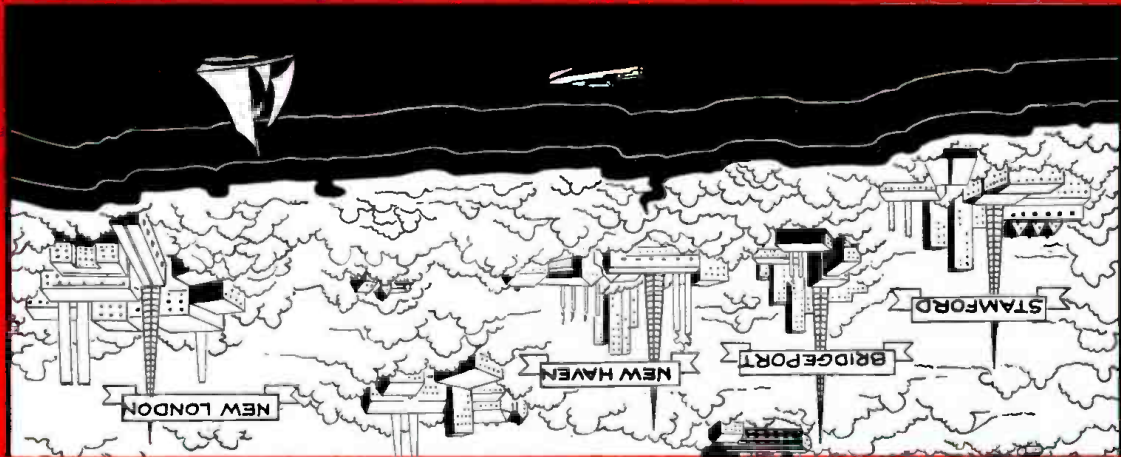


H. MEYER, President

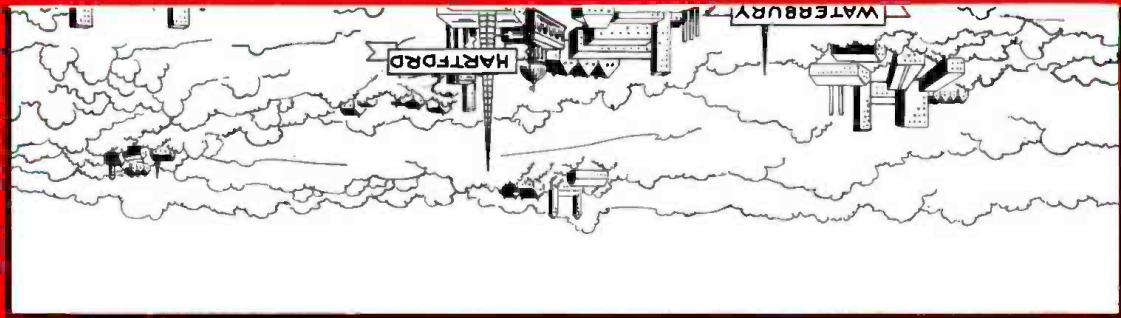
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.. "This is the CONNECTICUT STATE NETWORK"



Regional Networks of the United States

(Continued from page 298)

MISSISSIPPI VALLEY NETWORK (Operated by North Central Broadcasting System, Inc.) regional network comprising: WLOL, Minneapolis-St. Paul; KVOX, Fargo-Moorhead, Minn.; KATE, Albert Lea, Minn.; KWNO, Winona, Minn.; KWLM, Willmar, Minn.; KGDE, Fergus Falls, Minn.; KSJB, Jamestown, N. D.; KGCU, Mandan-Bismarck, N. D.; KLFM, Minot, N. D.; KOVC, Valley City, N. D.; KDLR, Devils Lake, N. D.; KABR, Aberdeen, S. D.; KOTA, Rapid City, S. D.; KSOO, Sioux Falls, S. D.; KELO, Sioux Falls, S. D.; KDTH, Dubuque, Ia.; KVFD, Ft. Dodge, Ia.; KTRI, Sioux City; KFJB, Marshalltown, Ia.; KICD, Spencer, Ia.; KROS, Clinton, Ia.; WDSM, Duluth-Superior, Wis.; WATW, Ashland, Wis.; WJMS, Ironwood, Mich.; WHDF, Calumet, Mich.; WDMJ, Marquette, Mich.; WDBC, Escanaba, Mich.; WSOO, Sault Ste. Marie, Mich.; KGCC, Sidney, Mont.; KRJF, Miles City, Mont.; WJBC, Bloomington, Ill.; WCAZ, Carthage, Ill.; WEBQ, Harrisburg, Ill.; WLDS, Jacksonville, Ill.; WDWS, Champaign, Ill.; WFOL, Joliet, Ill.; WDAN, Danville, Ill.; WTAJ, Springfield, Ill.; WIRE, Indianapolis; WAOV, Vincennes, Ind.; WASK, LaFayette, Ind.; WTRC, Elkhart, Ind.; KBIZ, Ottumwa, Ia.; KGGF, Coffeyville, Kan.; KVGB, Great Bend, Kan.; KTSW, Emporia, Kan.; KVAK, Atchison, Kan.; KWK, St. Louis; WHB, Kansas City; KTTS, Springfield, Mo.; KWOC, Poplar Bluff, Mo.; KHMO, Hannibal, Mo.; KWOS, Jefferson City, Mo.; WMBH, Joplin, Mo.; KORN, Fremont, Neb.; KHAS, Hastings, Neb.; KGFV, Kearney, Neb.; KFAB, Lincoln; WKBH, LaCrosse, Wis.; WHBY, Appleton, Wis.; WCLO, Janesville, Wis.; WIBU, Poyette, Wis.; WRJN, Racine, Wis.; WHBL, Sheboygan, Wis.; KFIZ, Fond du Lac, Wis.; WSAU, Wausau, Wis.; WFHR, Wisconsin Rapids, Wis.; WLAU, Grand Rapids; WKBZ, Muskegon, Mich.; WKLA, Ludington, Mich.; WTCM, Traverse City, Mich.; WELI, Battle Creek, Mich.; WIBM, Jackson, Mich.; WHLS, Port Huron, Mich.; WMAM, Marinette, Wis.; WMRO, Aurora, Ill.; WJFF, Herrin, Ill.; WEAU, Eau Claire, Wis. Headquarters: First National Bank Bldg., St. Paul. Branch Offices: Empire State Bldg., New York 1; 360 N. Mich. Ave., Chicago 1. Officers: John W. Boler, chairman of the Board; Howard S. Johnson, president; Don Clayton, vice-president and secretary; William S. Kutach, vice-president in charge of sales and research; William E. Ware, Western Division sales manager; Florence Tibeau, comptroller; Harlan Ohde, mdsns. manager.

NEW ENGLAND REGIONAL NETWORK—Special regional network of NBC-affiliated stations, comprising WTC, Hartford; WBZ, Boston; WJAR, Providence; WCHS, Portland; WLBZ, Bangor; WRDO, Augusta, Me. Available with WEAJ, New York, by special arrangement. Directors: Paul W. Morency, WTC, chairman; Lee B. Wailes, Westinghouse Radio Stations; John J. Boyle, WJAR; William E. Rines, WCHS. Operations Director: Paul W. Morency. Represented nationally by Weed & Co.

NORTHWEST NETWORK—Comprising KSTP, St. Paul; KROC, Rochester, Minn.; KYSM, Mankato, Minn.; KFAM, St. Cloud, Minn.; WEAU, Eau Claire, Wis.; WDAY, Fargo, N. D.; KFJR, Bismarck, N. D.; WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn. Headquarters: KSTP, St. Paul Hotel, St. Paul. Sales Office, KSTP, Radio City, Minneapolis 2. Officials: Stanley E. Hubbard, general manager; Kenneth M. Hance, treasurer; Miller Robertson, sales manager.

OKLAHOMA NETWORK—Comprising KTOK, Oklahoma City; KOMA, Tulsa; KCRC, Enid; KBIX, Muskogee; KGGF, Shawnee; KADA, Ada; KVSO, Ardmore; all stations affiliated with American Network. Available as a regional network. Headquarters: APCO Tower, Oklahoma City. Managing Director: Robert D. Enoch, KTOK. Represented nationally by Taylor-Howe-Snowden.

QUAKER NETWORK—Pennsylvania regional hookup comprising WFIL, Philadelphia; WRAW, Reading; WSN, Allentown; WEST, Easton; WORK, York; WAZL, Hazleton; WGAL, Lancaster; WGBI, Scranton; WBRE, Wilkes-Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAK, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WWSW, Pittsburgh; WKST, New Castle; WSNJ, Bridgeton, N. J. Operates as network or split as desired. Other cities available on order. Headquarters: WFIL, Philadelphia. General Manager: Roger W. Clipp.

SOUTH CENTRAL QUALITY NETWORK—Regional network comprising WMC, Memphis; KARK, Little Rock; KWKH, Shreveport; WJDX, Jackson, Miss.; WSMB, New Orleans. Special hookup of any or all available at combined national rates of each station, plus line charges. Headquarters, each station.

SOUTHERN MINNESOTA NETWORK—Regional network comprising KROC, Rochester; KYSM, Mankato; KATE, Albert Lea. Headquarters: Any station. Manager: John F. Meagher, KYSM. Represented nationally by the John E. Pearson Co.

SUNSHINE TRIO Comprising WMBR, Jacksonville; WFOY, St. Augustine; WMFJ, Daytona Beach, Fla. Glenn Marshall Jr., general manager. Box 4428, Jacksonville, Fla. Telephone: 5-4387. Represented by Weed & Co.

TENNESSEE VALLEY NETWORK—Regional network comprising WROL, Knoxville (key station); WKPT, Kingsport; WOPI, Bristol.

TEXAS QUALITY NETWORK—Comprising WFAA, Dallas; WBAP, Fort Worth; WOAI, San Antonio; KPRC, Houston. Available as a cooperative regional network. Represented nationally by Edward Petry & Co. Headquarters: Any station, each acting as sales office. Directors: Martin Campbell, WFAA; Harold Hough, WBAP; Hugh A. L. Hallif, WOAI; Kern Tipton, KPRC.

TEXAS STATE NETWORK—Regional network comprising KFJZ, Fort Worth; WRB, Dallas; KABC, San Antonio; KBST, Big Spring; KGKI, San Angelo; KRBC, Abilene; KPLT, Paris; KRRV, Sherman; KCMC, Texarkana; WACO, Waco; KTEM, Temple; KNOW, Austin; KFRO, Longview; KBWD, Brownwood; WMAC, San Antonio; KCRS, Midland. Gene L. Cagle, president. Headquarters: 1201 W. Lancaster, Fort Worth 1.

THE TOBACCO NETWORK INC—Regional North Carolina network, comprising WFNC, Fayetteville; WGBR, Goldsboro; WGTC, Greenville; WGTM, Wilson; WHIT, New Bern; WJNC, Jacksonville; and WRAL, Raleigh. Executives: Louis N. Howard, WHIT, president; Billy S. Hodges, Jr., WGTC, vice-president; Harry G. Bright, WGBR, secretary; Allen Wannamaker, WGTM, treasurer; Ray Reeve, WRAL, program director; Philip F. Whitten, general sales manager. Headquarters: Box 1988 Odd Fellows Bldg., Raleigh, N. C. Telephone 8885. Represented nationally by The Walker Company.

TRI-CITY STATIONS (Edward A. & Philip P. Allen)—Regional hookup of three Virginia stations: WSLB, Roanoke; WLVA, Lynchburg; WBTM, Danville. General Manager: Philip P. Allen. Executive Offices: Allied Art Bldg., Lynchburg, Va. Telephone: 3032.

WEST VIRGINIA NETWORK—Comprising WOHS, Charleston; WBK, Clarksburg; WPAR, Parkersburg; WSAZ, Huntington. Available as a regional network. Headquarters: WCHS, Charleston. Officials: Capt. John A. Kennedy, president; Howard L. Chernoff, managing director. Represented nationally by the Branham Co.

WISCONSIN NETWORK—Network comprising WHBY, Appleton; KFIZ, Fond du Lac; WCLO, Janesville; WIBU, Poyette; Madison; WRJN, Racine; WHBL, Sheboygan; WSAU, Wausau; WFHR, Wisconsin Rapids. Main office: Wisconsin Rapids, Wis. Supplementary Stations: WMAM, Marinette; WTAQ, Green Bay; WEAU, Eau Claire; WJMS, Ironwood, Mich.; WATW, Ashland; WDSM, Superior; WEMP, Milwaukee; WKBH, La Crosse; WOSH, Oshkosh; WIGM, Medford; WJMC, Rice Lake; WOMT, Manitowoc. Main office: Wisconsin Rapids. Don C. Wirth, managing director.

(Continued on page 302)

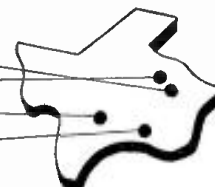


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- WOAI — SAN ANTONIO
- KPRC — HOUSTON



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