

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

1948 YEARBOOK NUMBER

WOR

*— heard by the most people where
the most people are **

*WOR is heard regularly by 34,057,168 people, 1/4 of the nation, in 430 counties in 18 states.

WOR will be glad to send you copies of its official daytime and nighttime BMB audience maps — and other pertinent data — which more than amply support the startling statements made above.

mutual

Annual Subscription \$7.00 Including Yearbook Number • Contents Copyrighted 1948 by Broadcasting Publications Inc.



The Most Complete
NEWS PACKAGE FOR TELEVISION
Is a 3-WAY Combination

1. FASTEST NEWSREELS SHOWING IMPORTANT NATIONAL AND INTERNATIONAL EVENTS.

2. LATEST NEWS FLASHES AND BULLETINS BY TELETYPE.

3. LATEST SPOT NEWS PHOTOS BY WIRE AND RADIO.

All three combine to give your television audience complete news coverage specifically tailored for television.

For the finest news programming in television, the combined know-how and experience of three pioneer companies are at your disposal with comprehensive and coordinated three-way coverage of world events. It's INS for teletype news. It's INP for latest spot news photos. It's TELENEWS in association with INS and INP for the finest in newsreels.

For rates and details write or wire:

Mr. Robert H. Reid, Television Sales Manager, 235 E. 45th St., New York 17, N. Y.

**INTERNATIONAL
NEWS SERVICE**

**★ TELENEWS
PRODUCTIONS, INC. ★**

**INTERNATIONAL
NEWS PHOTOS**

Like any salesman . . .

Like any other salesman who has access to America's homes, a radio show should be neat, clean, of good character and pleasant personality.

And, like any other salesman, a radio show must be a profitable investment for the business which employs it.

All radio production at Young & Rubicam is based on these two fundamental requirements.

Young & Rubicam, Inc.

ADVERTISING • New York Chicago Detroit San Francisco

Hollywood Montreal Toronto Mexico City London

INDEX TO CONTENTS OF 1948 YEARBOOK NUMBER

A

Advertising—	
ABC, List of Advertisers	22, 338
Agencies Handling	422
Assn. of National Advertisers ..	566
Assn. of the West	566
Broadcast Advertising Analysis ..	15
CBC, 1947 List of Advertisers ..	497
CBS, 1947 List of Advertisers ..	396
Council, The	566
Federation of America	566
Index of 1948 Yearbook Advertisers ..	607
MBS, 1947 List of Advertisers ..	407
National and Regional Advertisers, List of	350
NBC, 1947 List of Advertisers ..	412
Publications	63
Station Representatives	338
Trade Associations	566
Trends in Broadcasting	26
Agencies—	
Advertising, U. S.	422
Advertising, Canadian	450
American Assn. of Advertising ..	566
Government, Dealing with Radio ..	502
Gross Billings by	22
Placing ABC Accounts	22, 388
Placing CBC Accounts	497
Placing CBS Accounts	396
Placing MBS Accounts	22, 407
Placing National and Regional Accounts	350
Placing NBC Accounts	412
Talent & Booking	478
Allied Arts, Consultants	566
American Broadcasting Co.—	
Advertisers, List of 1947	22, 388
Billings by Agencies	22
Billings by Advertisers	22
Executives	376
Gross Monthly Time Sales	22
Map of Network	377
Owned and Managed Stations	334, 376
American Marketing Assn.	566
American Radio Relay League ..	568
Application for Broadcast License ..	534
Arizona Bcstg System	334
Arizona Network	334
Arkansas Network	334
Arrowhead Network	334
ASCAP	567
Assignment of Licenses During 1947 ..	578
Associated Press	451
Associated Music Publishers	567
Associations and Committees, Radio ..	568
Attorneys Practicing Before FCC ..	66
Audience Research Services	570
Audience Surveys, Inc.	570
Awards and Citations	42
B	
Bahamas Stations	572
Bar Assn., FCC	66
Bianfox Radio Stations	334
Bibliography of Radio Literature ..	63
Billings, ABC, MBS	22
Books on Radio	63
Booz, Allen & Hamilton	570
British United Press	451
Broadcast Advertising (See Advertising)	
Broadcast Measurement Bureau ..	570
Broadcast Music Inc.	567
Broadcast Research Inc.	570
Broadcasting Stations (See Stations; also by States, pg. 6)	
Brophy Radio Stations	334
Bunyon, Paul, Network	334
C	
California Rural Network	334
Call Letters, U. S.	593
Canada—	
Advertising Agencies	450
Advertisers, CBC	497
Assn. of Advertising Agencies ..	566
Assn. of Broadcasters	568
Assn. of Canadian Advertisers ..	566

QUICK INDEX TO MAJOR DIRECTORIES AND DATA

Advertising	
Network	388-421
Regional & Spot	350
Advertising Agencies	422
Audience Analysis for 1947	
C. E. Hooper	28
A. C. Nielsen	37
Awards & Citations	42
Billings, Network	22
Broadcast Advertising Analysis ..	15
Broadcasting Stations	73
By Call Letters	593
By Frequencies	581
Equipment Manufacturers	506
FCC Executive Personnel	50
FCC Rules	538
FM Channel Assignments	602
FM Commercial Stations	286
Highlights and Headlines	52
National Assn. of Broadcasters ..	46
News, Sports, Farm & Women's Program Directors ..	482
Newspaper-Radio Ownership Affiliation ..	57
Regional Networks	334
Station Representatives	338
TV Channel Assignments	604
Television Stations	278
Transcription Producers, Program & Talent ..	454

Bureau of Broadcast Measurement	570
Canadian Facts Ltd.	571
CBC Executives	396
CBC Map	501
Composers, Authors & Publishers Assn.	567
International Stations	333
Newspaper Owned Stations	273
Station Representatives	349
Stations by Call Letters	580
Stations by Frequencies	580
Stations by Provinces	262-274
Channels Available for FM by Cities	602
Channels Available for TV by Cities	604
Chapelle, C. C., Co.	571
Chronology of 1947	52
Citations	42
Class B FM Allocations	602
Clear Channel Broadcasting Service ..	568
Cleveland Plain Dealer Stations ..	334
Columbia Broadcasting System—	
Advertisers, List of 1947	396
Executives and Staff	378
Map of Network	379
CBS Owned Stations	334, 378
Television (See Television Listing)	
Commercial Stations (See Stations)	
Commission, Federal Communications ..	50
Committees, NAB	46
Communications Carriers	566
Congress, Radio Correspondents ..	62
Congress, Committees Dealing With Radio Legislation	502
Connecticut State Network	334
Consultants, Allied Arts	566
Consulting Engineers	605
Copyright, Music Licensing Groups ..	567
Cornbelt Network	334
Council, The Advertising	566
Covington Stations	334
Cowles Stations	334
James E. Cox Stations	334
Ed Craney Stations	334
Crossley Inc.	571
Cuban Stations	572
Curtis Radiocasting	334
D	
Dairyland Network	334
Directors, News, Sports, Farm, etc.	482
Dominican Republic Stations	572
Don Lee Broadcasting System	334
E	
Educational Stations FM (non-commercial)	332
Educational Groups	577
Electronics Manufacturers Assn. ..	568
Elliot-Haynes Ltd.	571
Employment Figures	56
Engineers, Consulting Radio	605
Engineers, Stations	73

Equipment Manufacturers	506
Ewing Stations	334
Executives of Stations	73
Executives of Networks (See separate listings)	
Experimental Stations, Television ..	275
F	
Facts Consolidated	571
Farm Program Directors	482
Federal Agencies Dealing with Radio	502
Federal Communications Commission—	
Assignment of Licenses, 1947 ..	578
Attorneys Practicing Before	66
Executives & Staff	50
Field Offices	504
How to Apply for Station	534
Rules & Regulations (Selected) ..	538
Transfers of Control, Stations ..	576
FCC Bar Assn.	66
FM (Frequency Modulation)—	
Channel Assignments by Cities	602
Commercial Stations, U. S.	286
FM Association	65
How to Apply for Station	534
Noncommercial Educational Stations ..	332
Publications	63
Rules & Regulations (FCC)	538
Stations Under Construction ..	324
FM-Television Map	277
Foreign Stations (Latin America) ..	572
Fort Industry Co. Stations	334
Frequencies, Canadian Stations by ..	580
Frequencies, U.S. Stations by ..	581
Frequency Measuring Services ..	567
Friendly Group	334

G

Gannett Newspaper Stations	334
Gavin, Withers Stations	334
General Managers, Stations	73
General Tire & Rubber Co. Stations ..	334
Georgia Assn. of Local Stations ..	335
Georgia Major Market Trio	335
Government Agencies Dealing with Radio	502
Great West Network	335
Gross Billings by Advertisers, ABC, MBS	22
Gross Billings by Agencies, ABC, MBS ..	22
Gross Billings by Products	18
Gross Billings Estimated 1947	16
Gross Time Sales ABC, MBS	22
Group Ownership, U. S. Stations ..	334

H

Haiti Stations	572
Hearst Radio Inc.	334
Highlights & Headlines, 1947	52
Hirsch, Oscar C. Stations	334
Hooper, C. E. Audience Analysis ..	28
Hooper, C. E. Offices	571
Hooper-Holmes Bureau, Inc.	571
Howe-Snowden Stations	334

I

Index to 1947 Yearbook Advertisers ..	607
Industrial Surveys Inc.	571
Industries, Advertising by	18
Inland Bcstg. Stations	334
Institute of Radio Engineering ..	570
Intercollegiate Network	335
Intermountain Network	335
International News Service	451
International Stations in U. S.	333
Canada	333
Iowa Tall Corn Network	335

K

Keystone Broadcasting System, Map	387
---	-----

L

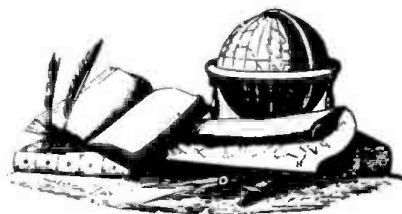
Labor Groups Dealing with Radio ..	65
Latin American Stations	572
Lawyers Practicing Before FCC ..	66
Legislation (See Congress)	
License, How to Apply for Broadcast ..	534

BBDO DIALER'S ALMANACK and HANDY GLOSSARY of RADIO TERMS



DAY	NAME	WEB*	TIME (EST)
Sunday	Adventures of Sam Spade (a whodunit* with Sam as dick)	CBS	8:00 PM
Sunday	Theatre Guild on the Air (Geo. Hicks is the spoleter*)	ABC	9:30 PM
Sunday	Adventures of Christopher Wells (swell meller* with De Soto- Plymouth spiel*)	CBS	10:00 PM
Monday	The Listening Post (Salevepost stories on the ether*)	ABC	10:45 AM
Monday	Cavalcade of America (history with schmerz*)	NBC	8:00 PM
Monday	Inner Sanctum (the whodunit* with the door)	CBS	8:00 PM
Monday	The Fred Waring Show (lotsa canaries*)	NBC	10:30 PM
Wednesday	The Listening Post	ABC	10:45 AM
Thursday	Willie Piper (lotsa boffs* and yuks*)	ABC	9:00 PM
Friday	The Listening Post	ABC	10:45 AM
Saturday	Let's Pretend (bankrolled* by Cream of Wheat)	CBS	11:05 AM
Saturday	Armstrong's Theatre of Today (another leading Sat. morn. Hooper-doooper*)	CBS	12 NOON
Saturday	King Cole Trio (platter-brain's* delight, but live* here)	NBC	5:45 PM

And every day on the ether* (live or e. t. *)—46 spot advertisers.
*For yuks and schmerz →



GLOSSARY of RADIO TERMS

without which it would be
better not to speak at all

- BANKROLLER—sponsor (whom else?)
- BOFF—a guffaw
- CANARY—dame singer
- CLAMEROO—an egg or a turkey
- COW-CATCHER—product spiel before show
- E. T.—electrical transcription
- ETHER—air (what radio goes out on)
- FLACK—press agent
- FOON—a snicker, more than a titter—less than a boffola.
- HOOPER-DOOPER—a super-Hooper, natch
- LIVE—ain't on the record
- MELLER—melodrama
- PLATTER-BRAIN—disc jockey
- ROVER BOY—account man
- SCHMERZ—oomph
- SCHMO—emcee who don't know from nuthin'
- SPIEL—commercial
- SPIELER—announcer
- STINKOLA—just what it says (a turkey that's been in the sun too long)
- STRIP—show that runs more than once a week
- TEN PERCENTER—agent for talent
- WAX—master recording
- WEB—network
- WHISKEY-TENNER—expense account money
- WHODUNIT—bang-bang script usually with private eye
- YUK—so funny you bite the rug (or linoleum)

INDEX TO CONTENTS OF 1948 YEARBOOK NUMBER

(Continued from page 2)

Libraries, Transcription & Programs 454
 License, Assignments of 578
 Licensees, U. S. Stations 73
 Licensing Groups, Music 567
 Listening, Audience Trends 28, 37
 Literature, Radio 63
 Lone Star Chain 335
 Long Texas Group 335

M

Managers of Stations 73
 Manufacturers of Radio Equipment 506
 Maps—
 ABC Network 377
 CBC Network 501
 CBS Network 379
 Keystone Broadcasting System 387
 MBS Network 383
 NBC Network 385
 TV-FM Stations 277
 Market Research Groups 570
 McClatchy Stations 334
 McClung Stations 334
 Media Records, Inc. 571
 Mexican Stations 572
 Michigan Radio Network 335
 Mid-States Group 335
 Miscellaneous Services and Organizations 566
 Moffett Research Co. 571
 Murphy-Bridges Stations 334
 Music Licensing Groups 567
 Mutual Broadcasting System—
 Advertisers, 1947 List of 22, 407
 Billings by Agencies 24
 Billings by Advertisers 22
 Executives and Staff 382
 Gross Monthly Time Sales 22
 Map of Network 383

N

National Analysts, Inc. 571
 National and Regional Advertisers 350
 National Association of Broadcasters 46
 National Assn. of Mfrs. 566
 National Assn. of Radio Station Representatives 570
 National Broadcasting Co.—
 Advertisers, 1947 List of 412
 Executives and Staff 384
 Map of Network 385
 Owned and Operated Stations 334, 384
 Television (See Television listing)
 National Electrical Manufacturers Assn. 570
 National Research Bureau 571
 National Retail Dry Goods Assn. 566
 Net Income, Major Networks 15
 Net Time Sales 15
 Networks—
 ABC Advertisers 22, 388
 ABC Executives 376
 ABC Map 377
 CBC Advertisers 497
 CBC Executives 386
 CBC Map 501
 CBS Advertisers 396
 CBS Executives 378
 CBS Map 379
 MBS Advertisers 22, 407
 MBS Executives 382
 MBS Map 383
 NBC Advertisers 412
 NBC Executives 384
 NBC Map 385
 Networks, Regional
 New England Regional Network 336
 New Stations, How to Apply for 534
 Newfoundland Stations 575
 News Directors, Station 482
 News Services, Radio 451
 News Services Used by Stations 73
 Newspaper-owned Stations 57
 Nielsen, A. C., Audience Analysis 37
 North American Radio Broadcasting Agreement (NARBA) stations 572
 Northwest Network 336
 Nunn Stations 334

O

Oklahoma Network 336
 Oklahoma Publishing Co. Stations 334
 Operating Costs, Stations 32
 Opinion Research Corp. 571

P

Payroll, Radio's 56
 Perry, John H., Stations 334
 Philippine Stations 575
 Political Broadcast Rules (PCC) 562
 Press Association (AP) 451
 Production Services, Program 454
 Program Directors, Farm 482
 Program Directors, News 482
 Program Directors, Sports 482
 Program Directors, Stations 73-258
 Program Directors, Women's 482
 Program Popularity 28, 37
 Program Production Services 454
 Program Sponsors (See Networks)
 Promotion Managers, Stations 73-258
 Proprietary Assn. of America 566
 Psychological Corporation 571
 Public Relations Services 568
 Publications in Radio Field 63
 Pulse, The, Inc. 571

Q

Quaker State Network 336

R

Radio Assns. and Committees 568
 Radio Capitol Services 451
 Radio Correspondents Galleries .. 62

Radio Educational Organizations 577
 Radio Executives Club of N. Y. ... 570
 Radio Management Consultants 566
 Radio Manufacturers Assn. 570
 Radio News Services 451
 Radio Stations (See Stations)
 Radio Technical Planning Board 570
 Receiving Sets, Radio Retail Sales 20
 Recording Equipment Manufacturers 506
 Recording Services 454
 Regional, National Advertisers 350
 Regional Networks, U. S. 334
 Regulations Governing Broadcasting FCC 538
 Representatives, Canadian 349
 Representatives (by Stations) ... 73
 Representatives, U. S. 338
 Research and Marketing Groups 570
 Research Foundation 20
 Retail Set Sales 570
 Reuters 451
 Revenues, Standard Broadcast Stations 16
 Richards Stations 334
 Rines, Adeline B. Stations 334
 Rorabaugh, N. C., Co. 571
 Rules and Regulations, FCC 538

S

Sale of Stations 576
 Salk, Robert H., Audience Surveys 26
 Scripps-Howard Group 334
 Script Services 454
 Services, Radio News 451
 Services Related to Broadcasting 566



1948 Yearbook Number

Executive, Editorial, Advertising and Circulation Offices:

National Press Bldg. • Washington 4, D. C.

Telephone METropolitan 1022

SOL TAISHOFF
 Editor and Publisher

BERNARD PLATT, Yearbook Editor

EDITORIAL

ART KING, Managing Editor

J. Frank Beatty, Rufus Crater, Associate Editors; Fred Fitzgerald, News Editor; Paul Fulcomer, Asst. to the News Editor. STAFF: Lawrence Christopher, Jo Hailey, Joseph M. Strick, Mary Zurhorst; EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary McCauley, Doris Sullivan.
 Eleanor J. Brumbaugh, Secretary to the Publisher.

BUSINESS

MAURY LONG, Business Manager
 George L. Dant, Adv. Production Manager; Tom Stack, Harry Stevens, Eleanor Schadt.
 AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

CIRCULATION AND READERS' SERVICE

BERNARD PLATT, Director
 Dorothy Young, David Ackerman, Warren Sheets, Chapalier Hodgson, Jeanette Riley, Elaine Suser.

PROMOTION

WINFIELD R. LEVI, Manager
 Betty Beckanstin.

Contents Copyrighted 1948 by Broadcasting Publications Inc. Published every Monday, 53rd issue (Yearbook Number) published in February by BROADCASTING PUBLICATIONS Inc. 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

NEW YORK BUREAU

250 Park Ave., Zone 17, Plaza 5-8355
 EDITORIAL: Edwin H. Jamea, New York Editor. Florence Small, Irving Marder, Marjorie Ann Donnell, Anita Lamm.
 Bruce Robertson, Senior Associate Editor.
 ADVERTISING: S. J. Paul, Advertising Director; Martin Davidson.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. CENTRAL 4115.
 William L. Thompson, Manager; John Osbon.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28, HEMPESTEAD 8181
 David Glickman, West Coast Manager; Ralph G. Tuchman, Hollywood News Editor. Ann August.

TORONTO BUREAU

417 Harbour Commission Bldg. ELgin 0775

James Montagnes, Manager.
 BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office

Services, Talent 478
 Services, Television 451
 Services, Transcription, Program, Scripts 454
 SESAC 568
 Sets, Retail Sales in U. S. 20
 Shortwave Stations, U. S. and Canada 333
 Snowden-Howe Stations 334
 South Central Quality Network 336
 Southwest Network 336
 Sponsors (See Advertisers)
 Sports Broadcasters Assn. 570
 Sports Directors 482
 Spot Advertisers 350
 Stations—
 ABC Owned 334, 376
 Assignments of Licenses of 578
 Broadcast Revenues 1947 15
 Canadian 262-274
 CBS Owned 334, 378
 Executives 73
 FM Assignments available 602
 FM Commercial 286
 Foreign (Latin American) 572
 Group Ownership 334
 How to Apply for License 534
 Index by States 6
 International Short Wave 333
 NBC Owned 334, 384
 Newspaper Ownership 57
 Non-Commercial Educational FM 332
 Official Count of 6
 Operating Costs of 32
 Philippines 575
 Regional Networks 334
 Standard by Call Letters 583
 Standard by Frequencies 581
 Standard by States 73-258
 Television 278
 Television Experimental 275
 Transfers of Control of 576
 U. S. Possessions 360
 Steinman Stations 336
 Sunshine Trio 334
 Surveys, Market Research 570

T

Talent Services 478
 Technical Publications 63
 Television—
 Assignments available to cities 604
 Experimental Stations 275
 FCC Rules Concerning 538
 How to Apply for Station 534
 Publications on 63
 Services 451
 Stations U. S. 278
 Television Broadcasters Assn. ... 284
 TV-FM Map 277
 Tennessee Valley Network 336
 Territories and Possessions, Stations 260
 Texas Quality Network 336
 Texas State Network 336
 Thackrey Stations 334
 Time Sales 15
 Tobacco Network 336
 Trade Advertising Associations .. 566
 Transcription Services 454
 Transfer of Control, Stations 1947 576
 Transradio Press 451
 Transmitter Mfrs. 576
 Trends in Broadcast Advertising . 26

U

Unions 65
 United Press 451

W

West Virginia Network 336
 Westinghouse Radio Stations 334
 Wilder, Harry C. Stations 334
 Wisconsin Network 336
 Wolverine Network 336
 Women's Directors 482

Y

Yankee Network 336

Z

Z-Bar Network 336
 Zia Network 336

(Station Index by States, page 6)

F, C & B stands for First Class Broadcasting Seven Days a Week



SUN

The Jack Benny Show, *The American Tobacco Company*

The Man Called X, *Frigidaire Division,
General Motors Corporation*



MON

Breakfast Club, *The Toni Company*

This is Nora Drake, *The Toni Company*

Ladies Be Seated, *The Toni Company*

Hint Hunt, *Armour and Company*

Portia Faces Life, *General Foods Corporation
(Partial Sponsorship)*



TUES

The Bob Hope Show, *Pepsodent Division,
Lever Brothers Company*

Queen for a Day, *Armour and Company
(South and Southwest)*

Count of Monte Cristo, *Pepsodent Division,
Lever Brothers Company (Pacific Coast)*

Breakfast Club, *The Toni Company*

This is Nora Drake, *The Toni Company*

Ladies Be Seated, *The Toni Company*

Hint Hunt, *Armour and Company*

Portia Faces Life, *General Foods Corporation
(Partial Sponsorship)*



WED

The Saint, *Pepsodent Division,
Lever Brothers Company (Pacific Coast)*

The Big Story, *American Cigarette and Cigar
Company*

Hint Hunt, *Armour and Company*

Breakfast Club, *The Toni Company*

This is Nora Drake, *The Toni Company*

Ladies Be Seated, *The Toni Company*

Portia Faces Life, *General Foods Corporation
(Partial Sponsorship)*



THUR

Radio Reader's Digest, *Hall Brothers, Incorporated*

Queen for a Day, *Armour and Company
(South and Southwest)*

Breakfast Club, *The Toni Company*

This is Nora Drake, *The Toni Company*

Ladies Be Seated, *The Toni Company*

Hint Hunt, *Armour and Company*

Portia Faces Life, *General Foods Corporation
(Partial Sponsorship)*



ERI

Hint Hunt, *Armour and Company*

Ladies Be Seated, *The Toni Company*

This is Nora Drake, *The Toni Company*

Breakfast Club, *The Toni Company*

Portia Faces Life, *General Foods
Corporation (Partial Sponsorship)*



SAT

Your Hit Parade
*The American
Tobacco Company*

Give and Take
The Toni Company

Foote, Cone
& Belding
Advertising

New York • Chicago • Los Angeles
San Francisco • Hollywood • London

INDEX TO AM, FM, TV STATIONS BY STATES

STATE	AM	FM	FM Grants	TV	STATE	AM	FM	FM Grants	TV
Alabama	73	286	324	...	Rhode Island	216	...	331	284
Arizona	75	...	324	...	South Carolina	216	316	331	...
Arkansas	76	286	324	...	South Dakota	218	...	331	...
California	80	286	324	278	Tennessee	220	318	331	284
Colorado	96	290	325	...	Texas	224	318	331	284
Connecticut	98	290	325	278	Utah	244	320	...	284
Delaware	102	...	325	278	Vermont	246	...	332	...
District of Columbia	102	290	325	278	Virginia	246	320	332	284
Florida	102	290	325	278	Washington	250	320	332	284
Georgia	108	292	325	...	West Virginia	253	322	332	...
Idaho	114	292	325	...	Wisconsin	255	322	332	284
Illinois	116	294	325	278	Wyoming	258	...	332	...
Indiana	122	294	326	280	U. S. Territories and Possessions:				
Iowa	126	296	326	280	Alaska	260
Kansas	130	296	326	...	Hawaii	261
Kentucky	132	298	327	280	Puerto Rico	261	...	330	...
Louisiana	136	298	327	280					
Maine	138	298	327	...					
Maryland	140	298	327	280					
Massachusetts	142	300	327	280					
Michigan	146	300	327	280					
Minnesota	152	302	328	280					
Mississippi	153	...	328	...					
Missouri	156	302	328	282					
Montana	158					
Nebraska	160	302	328	...					
Nevada	162	...	328	...					
New Hampshire	164	304	328	...					
New Jersey	164	304	328	282					
New Mexico	166	...	328	282					
New York	169	304	328	282					
North Carolina	182	308	329	...					
North Dakota	190	310					
Ohio	192	310	329	282					
Oklahoma	198	312	330	...					
Oregon	202	314	330	284					
Pennsylvania	206	314	330	284					

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

Date	No.	Date	No.
Jan. 1, 1922	30	Jan. 1, 1939	764
March 1, 1923	556	Jan. 1, 1940	814
Oct. 1, 1924	530	Jan. 1, 1941	882
June 30, 1925	571	Jan. 1, 1942	923
June 30, 1926	528	Jan. 1, 1943	917
Feb. 23, 1927	733	Jan. 1, 1944	912
July 1, 1928	677	Jan. 1, 1945	943
Nov. 9, 1929	618	Jan. 1, 1946	1,004
July 1, 1930	612	Jan. 1, 1947	1,520
July 1, 1931	612	Jan. 1, 1948	1,962
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		

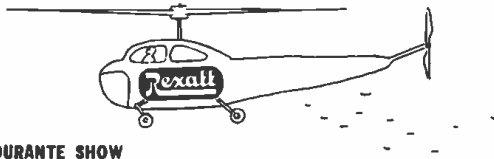
NOTE: As of January 20, 1948, stations affiliated with four major networks as follows: ABC 265; CBS 174; MBS 488; NBC 167. As of January 1, 1948, there were 374 FM stations on the air, and 19 television stations. (See chart page 16).

ST. LOUIS' No. 1 TEST MARKET for TELEVISION

St. Louis' geographical location in the center of the rich middle-west, and St. Louis' acknowledged reputation for economic stability, high purchasing power and product-loyalty make the area served by KSD-TV the nation's NUMBER ONE TEST MARKET FOR SELLING BY TELEVISION.

The combination of St. Louis' enthusi-

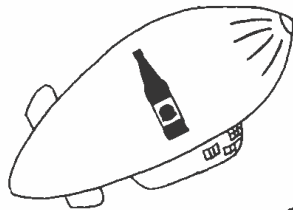
asm for television, KSD-TV's accumulated know-how, and KSD-TV's exceptionally low rates offer an outstanding opportunity for advertisers to start using television effectively RIGHT NOW. For details regarding schedules and availabilities, write or call Free & Peters, Inc. or KSD-TV, the St. Louis Post-Dispatch Television Station, 1111 Olive Street, St. Louis 1, Mo.



THE JIMMY DURANTE SHOW
(For Rexall Drug Co.)

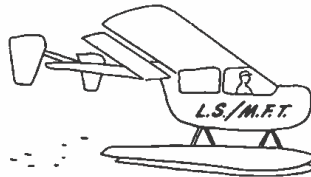


**ATLANTIC FOOTBALL AND
BASEBALL BROADCASTS
AND TELECASTS**

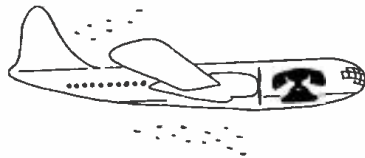


HIRES TO YOU
Phil Hanna and Phil Davis'
Orchestra

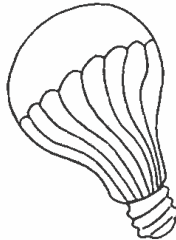
ayer-powered air shows



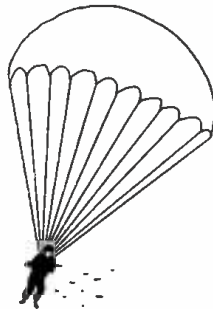
**LUCKY STRIKE
FOOTBALL TELECASTS**



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



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



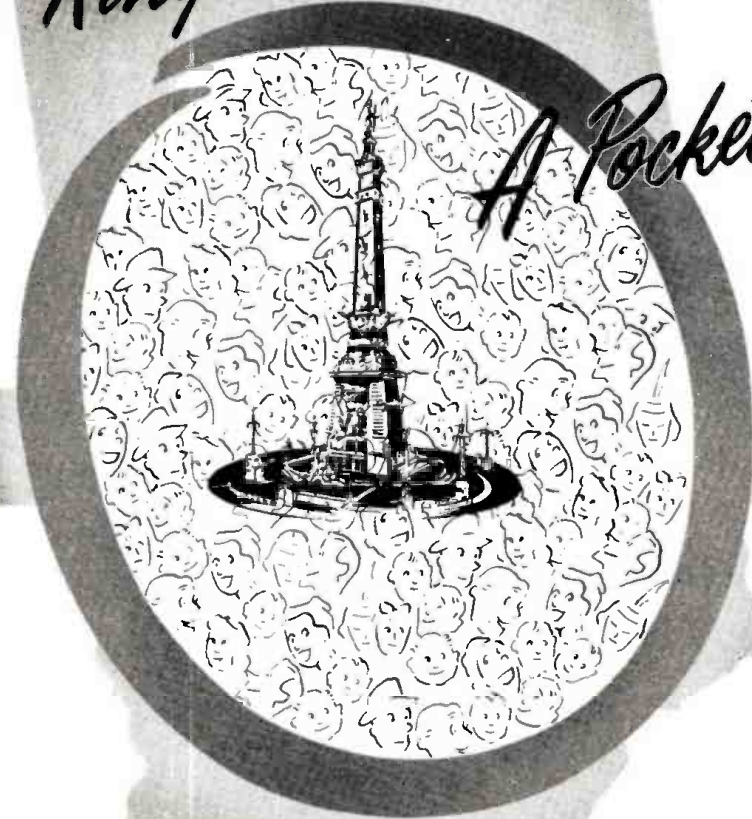
**SOUND OFF with Mark Warnow
FOOTBALL BROADCASTS**
(For U. S. ARMY
and U. S. AIR FORCE)

n. w. ayer & son, inc.

*Philadelphia, New York, Chicago, Detroit
San Francisco, Hollywood, Boston, Honolulu, London*

Ring around the Circle

A Pocket Full of Sales!



THE NATION'S BEST SALESMEN
PUT THE NATION'S BEST SHOWS

ON *Live* **WIRE**

to Sell the Great Hoosier Market!

★ Central Indiana—not just Indianapolis—is your primary market when your sales message is broadcast over WIRE. In the populous 44 counties that comprise this area, over 464,000 families (1,629,435 individuals) have buying power of more than one billion, seven hundred million dollars—nearly fifty percent of the entire state's!

Indianapolis, the sales Mecca of the Hoosier State, plays daily host to hundreds of purchasers who come by automobile, train, bus and air to shop in the Capital City. At home their radios—like those of Indiana's urbanites—are tuned to WIRE and NBC—the nation's most "listened to" network.

WIRE

CLAYPOOL HOTEL • INDIANAPOLIS, IND.
BASIC NBC • 5000 WATTS

NATIONALLY REPRESENTED BY
JOHN E. PEARSON COMPANY

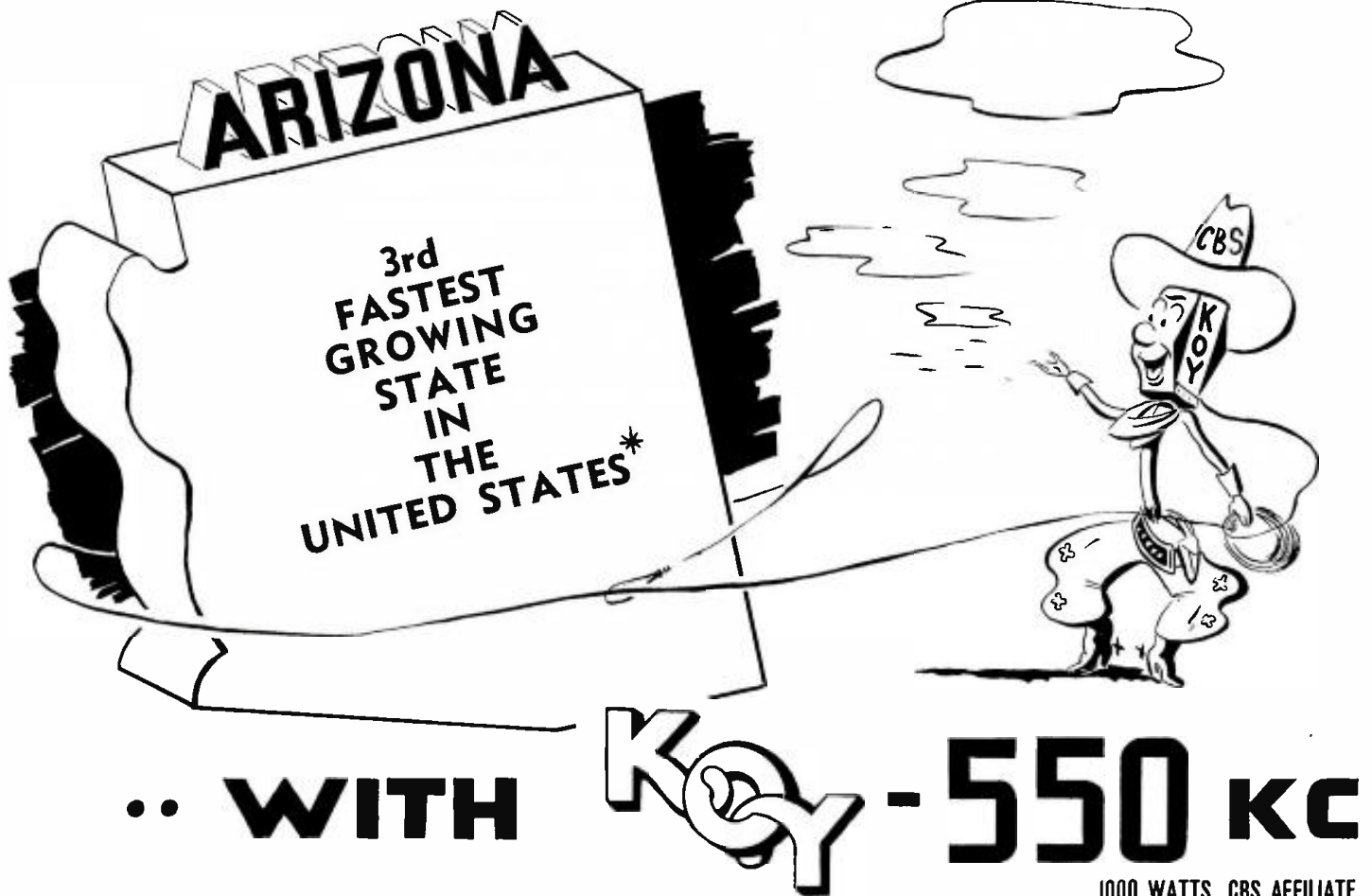
Affiliated with
THE INDIANAPOLIS STAR

**CREATORS OF TOP DRAW-ER
LIVE TALENT SHOWS**

BIGGEST LOCAL BUSINESSES USE *Live* WIRE TO REACH MORE PROSPECTS

DEPARTMENT STORES: WM. H. BLOCK COMPANY • I. S. AYRES & COMPANY • H. P. WASSON & COMPANY
HOOK DRUG COMPANY • INDIANAPOLIS POWER & LIGHT COMPANY • CITIZEN GAS & COKE UTILITY • KROGER GROCERY COMPANY
STANDARD OIL OF INDIANA • RADIO CORPORATION OF AMERICA • INDIANA BELL TELEPHONE CO. • INDIANAPOLIS RAILWAYS, INC.

LASSO THIS MARKET..



.. WITH

KOY - 550 KC
1000 WATTS CBS AFFILIATE

***Official U. S. Census Bureau estimates for July, 1947, show Arizona's population has increased 31.6 percent since 1940. This is the third fastest growing state in the United States (lead only by the two Pacific Coast states, California and Oregon).**

Coverage of this rich area is assured with KOY's dial setting of 550 kilocycles.

KOY's friendly, popular program policy assures advertisers of a large, responsive audience.

THE ARIZONA NETWORK KOY-PHOENIX 550 KC KTUC-TUCSON 1400 KC KSUN-BISBEE, LOWELL, DOUGLAS 1230 KC
REPRESENTED BY JOHN BLAIR & CO. AFFILIATED IN MANAGEMENT WITH WLS CHICAGO
BURRIDGE D. BUTLER • PRESIDENT



ANOTHER YANKEE JOINS THE QUARTER CENTURY CLUB

A pioneer New England radio station and one of the original stations of The Yankee Network, serving Providence and Rhode Island for twenty-five years.

WEAN

Acceptance is THE YANKEE NETWORK *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

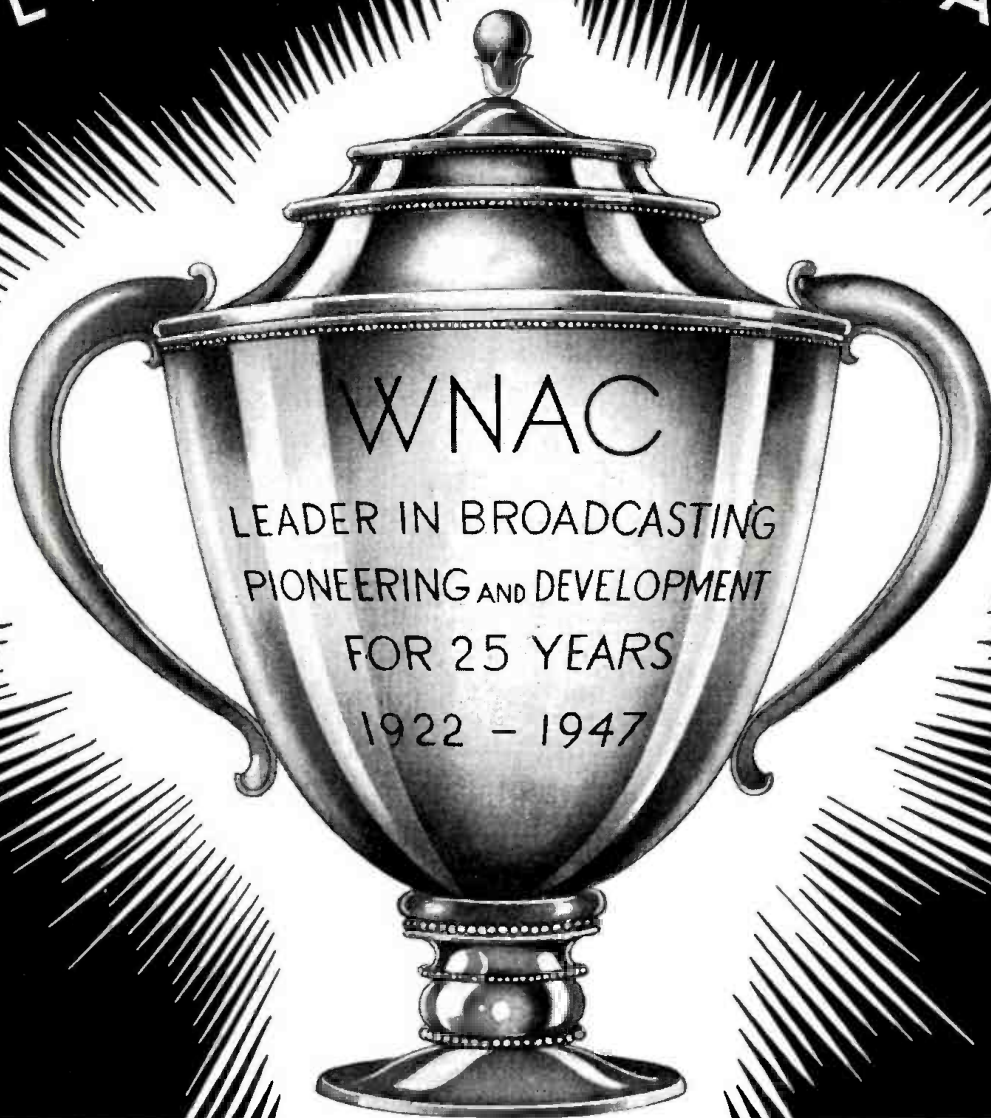
21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Page 10 • 1948 Yearbook Number

BROADCASTING • Telecasting

SILVER ANNIVERSARY



And our thanks to all who have shared in our progress

WNAC

Key station of New England's largest regional network and Boston originating station of Mutual Broadcasting System, the world's largest network

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

BROADCASTING • Telecasting

1948 Yearbook Number • Page 11

For better broadcasting equipment ...buy WESTERN ELECTRIC



WHETHER your station is large or small, AM or FM, Western Electric offers everything you need—from mike to antenna—to put your programs on the air at their best.

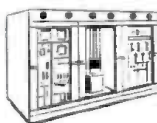
As throughout the history of broadcasting, Bell Telephone Laboratories design and Western Electric craftsmanship assure you pace-setting performance—and many years of it!

There's a complete line... AM or FM

DESIGNED BY BELL TELEPHONE LABORATORIES



AM TRANSMITTERS: You get high quality, dependability, and low operating cost in the 250 watt, 1 kw, 5 kw and 50 kw Western Electric transmitters.



FM TRANSMITTERS: You get many exclusive Western Electric features in the Transview design 250 watt, 1 kw, 3 kw, 10 kw and 50 kw FM units.



SPEECH INPUT CONSOLES: The popular 25B and 23C models, Custom Built Consoles to meet special needs, and the 22D portable.



AMPLIFIERS: A complete line of high quality amplifiers for every purpose, including the program-operated level governing 1126C.



FM ANTENNAS: Western Electric *Clover-leaf* antennas give you high efficiency and a circular azimuth pattern. For any power up to 50 kw.



MICROPHONES: Your choice of two famous Cardioids—also the 640AA for ultra-faithful single mike pickups—or the rugged, dependable Salt Shaker.



LOUDSPEAKERS: New 8", 10" and 12" direct radiators and a fine two-unit speaker to meet every station need for top quality reproduction.



VACUUM TUBES: Outstanding tubes for FM—a wide range of both air and water-cooled AM power tubes—rectifier tubes for every need.



REPRODUCER SETS: 1304 type, with famous 9A or 9B reproducers—also 304 type panels—end flutter, rumble, vibration troubles.



RELAY SWITCHING SYSTEM: Solves difficult master control audio problems—simplifies switching of several audio program lines to movement of one key.



5A MONITOR: This new, moderately priced equipment is the *only* one that gives you *all* the features you want in a frequency and modulation monitor for FM broadcasting.



2A PHASE MONITOR: Makes possible quick, accurate check of directional antenna array adjustment. Antenna coupling and phasing equipment, too.

... and component parts: A line of plugs, jacks, cords, switches, knobs, relays, headsets, transformers—everything you need.

Western Electric

—QUALITY COUNTS—

For complete supply service on broadcasting equipment...go to GRAYBAR

IN addition to serving the needs of the broadcasting industry for the Western Electric items shown on the opposite page, Graybar supplies many other items to completely equip the broadcasting set up, including:

Blaw-Knox Towers—Communication Products Transmission Line Equipment—General Radio Broadcast Measuring Equipment.

Our 98 "broadcasting service stations," listed below, also can supply every electrical need for your studio, office or transmitter building including wiring equipment, signaling equipment, lighting, tower, etc.



There's a Graybar office near you

ALABAMA
Birmingham 3
1529-31 First Ave., N.
Tel.: Birmingham 4-1861

ARIZONA
Phoenix 2
434 W. Madison Street
Tel.: Phoenix 3-6131

ARKANSAS
Little Rock
417 Byrd Street
Tel.: 5-1216

CALIFORNIA
Fresno 2
101 Van Ness Avenue
Tel.: 3-8347

Los Angeles 12
201 Santa Fe Avenue
Tel.: Trinity 3321

Oakland 4
222-24 Ninth Street
Tel.: Glencourt 3451

Sacramento 1
1900-14th Street
Tel.: 2-1828

San Diego 1
720 State Street
Tel.: Franklin 1361

San Francisco 1
Ninth & Howard Streets
Tel.: Market 5131

COLORADO
Denver 2
18th and Blake Streets
Tel.: Taber 7116

CONNECTICUT
Hartford 6
453 New Park Ave.
Tel.: Hartford 32-4401

New Haven 7
25 Union Street
Tel.: New Haven 8-4163

DELAWARE
Wilmington 3
1005-1007 W. Fourth St.
Tel.: Wilmington 4-6215

DIST. OF COLUMBIA
Washington 2

60 Florida Ave., N.E.
Tel.: Adams 4800

FLORIDA
Jacksonville 1
12th and Main Streets
Tel.: Jacksonville 5-6785

Miami 30
835 Northwest First Ave.
Tel.: Miami 2-3168

Orlando
333-35 W. Central Ave.
Tel.: Orlando 6133

Tampa 1
116 Ellamae Street
Tel.: M 2601

GEORGIA
Atlanta 1
167 Walton Street, N.W.
Tel.: Cypress 1751

Savannah
570 Indian Street
Tel.: Savannah 2-1121

IDAHO
Boise
2227 Fairview Avenue
Tel.: Boise 6315

ILLINOIS
Chicago 7
850 West Jackson Blvd.
Tel.: Canal 4101

Peoria 2
212 E. State Street
Tel.: Peoria 4-8211

INDIANA
Evansville 14
1709-1713 E. Columbia St.
Tel.: 3-5484

Hammond
5839 Calumet Avenue
Tel.: Sheffield 5830

Indianapolis 7
400 W. Ohio Street
Tel.: Riley 7525

IOWA
Davenport
206-210 East 5th Street
Tel.: Davenport 3-2769

Des Moines 9
24 Eleventh Street
Tel.: Des Moines 3-8611

KANSAS
Wichita 1
424 No. Rock Island Ave.
Tel.: Wichita 3-4294

KENTUCKY
Louisville 8
624-628 Myrtle Street
Tel.: Magnolia 0210

LOUISIANA
New Orleans 10
601 South Peters St.
Tel.: Canal 1667

MAINE
Portland 3
Center & Commercial Sts.
Tel.: Portland 3-1761

MARYLAND
Baltimore 2
100 South Street
Tel.: Saratoga 5050

MASSACHUSETTS
Boston 16
287 Columbus Avenue
Tel.: Kenmore 4567

Springfield 5
153 Worthington Street
Tel.: Springfield 7-4373

Worcester 8
165 Commercial Street
Tel.: Worcester 6-4311

MICHIGAN
Detroit 1
55 West Canfield Ave.
Tel.: Temple 1-1500

Flint 1
118-122 E. Third Street
Tel.: Flint 2-1101

Grand Rapids 2
432 Monroe Ave., N.W.
Tel.: Grand Rapids 8-1231

Lansing 2
125 E. Shiloh Ave. Street
Tel.: Lansing 4-5134

MINNESOTA
Duluth 2
320 West 1st Street
Tel.: Melrose 6646

Minneapolis 15
824 South Fourth St.
Tel.: Geneva 1621

St. Paul 1
464 Robert Street
Tel.: Cedar 7491

MISSISSIPPI
Jackson
758 Ricks Street
Tel.: 3-6316

MISSOURI
Kansas City 8
1644 Baltimore Avenue
Tel.: Grand 0324

St. Louis 3
2642 Washington Ave.
Tel.: Newstead 4700

MONTANA
Butte
601 E. Aluminum Street
Tel.: 3234

NEBRASKA
Omaha 2
1120 Capitol Avenue
Tel.: Atlantic 5740

NEW HAMPSHIRE
Manchester
103 Hampshire Lane
Tel.: Manchester 1315

NEW JERSEY
Newark 5
2 Liberty Street
Tel.: Market 2-5100

NEW YORK
Albany 4
40 Van Woert Street
Tel.: Albany 5-1564

Binghamton
603 Press Bldg.
Tel.: Binghamton 2-5926

Buffalo 3
77-79 Swan Street
Tel.: Washington 3700

New York 14
180 Varick Street
Tel.: Watkins 1-3000

Rochester 4
186 North Water Street
Tel.: Stone 1400

Syracuse 1
327 North West Street
Tel.: Syracuse 2-1281

Utica
115 Genesee Street
Tel.: Utica 4-1815

NORTH CAROLINA
Asheville
221 Patton Avenue
Tel.: Asheville 6002

Charlotte 1
120 W. Morehead Street
Tel.: Charlotte 7177

Durham
303 South Duke Street
Tel.: Durham F-113

Winston-Salem 1
321-327 Brookstown Ave.
Tel.: Winston-Salem 5173

OHIO
Akron 9
253 James Street
Tel.: Franklin 2121

Cincinnati 10
115 W. McMurken Ave.
Tel.: Main 0600

Cleveland 14
1010 Rockwell Avenue
Tel.: Cherry 1360

Columbus 15
Third and Chestnut Sts.
Tel.: Main 5108

Dayton 2
332 West Monument Avenue
Tel.: Hemlock 1268

Toledo 2
1700 Canton Street
Tel.: Main 8131

Youngstown 1
602 West Rayon Avenue
Tel.: Youngstown 4-1578

OKLAHOMA
Oklahoma City 2
706 West Main Street
Tel.: Oklahoma City 3-9351

Tulsa 4
2106 East 12th Street
Tel.: 6-1151

OREGON
Eugene
2180 W. Sixth Street
Tel.: 6260

Portland 9
Park & Flaimers Sts.
Tel.: Broadway 1445

PENNSYLVANIA
Allentown
1941 Hamilton Street
Tel.: Allentown 3-3181

Bethlehem 1
Bethlehem 1-0657

Harrisburg
1039 So. 15th Street
Tel.: Harrisburg 7303

Philadelphia 7
910 Cherry Street
Tel.: Walnut 2-5105

Pittsburgh 22
37 Water Street
Tel.: Court 4000

Reading
22 South Third Street
Tel.: Reading 6231

RHODE ISLAND
Providence 3
191-196 Richmond Street
Tel.: Dexter 8100

SOUTH CAROLINA
Columbia
1927 Main Street
Tel.: Columbia 2-2125

TENNESSEE
Chattanooga 1
1222 Carter Street
Tel.: Chattanooga 6-5624

Knoxville 30
Henley St. & Union Ave.
Tel.: Knoxville 3-6171

Memphis 3
184 South Front Street
Tel.: Memphis 37-3421

Nashville 2
313-315-8th Ave. So.
Tel.: Nashville 6-7161

TEXAS
Amarillo
701 East Third Avenue
Tel.: 2-6778

Beaumont
1070 Fannin Street
Tel.: Beaumont 2-8184

Corpus Christi
1310 Agnes Street
Tel.: C. C. 6374

Dallas 2
400 So. Anstin Street
Tel.: Central 6454

Fort Worth 2
1107 Foch Street
Tel.: Fort Worth 3-4525

Houston 1
2001 Commerce Street
Tel.: Charter 4-3561

San Antonio 8
1401 No. Hackberry St.
Tel.: Fannin 6374

UTAH
Salt Lake City 13
215 South First West St.
Tel.: Salt Lake City 3-3894

VIRGINIA
Norfolk 1
333 West 21st Street
Tel.: Norfolk 2-2727

Richmond 19
6th and Cary Street
Tel.: Richmond 2-2831

Roanoke 5
Salem Ave. & Sixth St.
Tel.: Roanoke 8115

WASHINGTON
Seattle 4
King & Occidental Sts.
Tel.: Main 4635

Spokane 8
152 South Post Street
Tel.: Riverside 3151

Tacoma 1
2112 A Street
Tel.: Main 0166

WISCONSIN
Milwaukee 2
778 N. Milwaukee Street
Tel.: Marquette 1946

Graybar



**YOU CAN
JUDGE A
MAN *representative*
BY THE COMPANY
HE KEEPS!**



FOR sixteen years, Free & Peters has "kept company" with an ever-increasing group of the *best-managed (and most productive)* major radio stations in America—and with an ever-increasing list of the most successful radio advertisers and agencies in this country.

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BEAUMONT	KFDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
FT. WORTH-DALLAS	WBAP
HONOLULU-HILO	KGMB-KHBC
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC-KFRM
LOUISVILLE	WAVE
MILWAUKEE	WMAW
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
NORFOLK	WGH
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TERRE HAUTE	WTHI

FREE & PETERS, INC.

*Pioneer Radio and Television Station Representatives
Since May, 1932*

NEW YORK:
444 Madison Ave.
Plaza 5-4130

CHICAGO:
180 N. Michigan Ave.
Franklin 6373

DETROIT:
Penobscot Bldg.
Cadillac 4255

FT. WORTH:
406 W. Seventh St.
Ft. Worth 36-3349

ATLANTA:
322 Palmer Bldg.
Main 5667

HOLLYWOOD:
Hollywood 2151
6331 Hollywood Blvd.

SAN FRANCISCO:
58 Sutter St.
Sutter 1-4353

Television
ST. LOUIS KSD-TV

BROADCASTING

TELECASTING

1948 Yearbook Number

Copyright 1948, by Broadcasting Publications, Inc.

Vol. 34—No. 14-YB

WASHINGTON, D. C., FEBRUARY 15, 1948

\$7.00 Per Year, Yearbook Number Included

Analysis of Broadcast Advertising

BROADCAST ADVERTISING in 1947 continued its upward dollar volume swing, which, with the exception of 1933, has continued unbroken in every year of commercial radio. America's high income levels and general prosperity are accurately reflected in the broadcast advertising figures for 1947.

Total net time sales amounted to an estimated \$356,690,000, a gain of 7.5% over 1946. This is in contrast to the 6.9% increase in 1946 over 1945, indicating that radio is strong and healthy in its second post-war year. It should be remembered, however, that the average yearly per cent of increase in the pre-war period from 1932 to 1943 was 19.6%, almost three times the 1947 increase.

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.

It is difficult to estimate receipts from the sale of talent and similar sources on a sample basis. However, these receipts will amount to about \$20,000,000 in 1947, bringing the total of radio's gross revenues to approximately \$377,000,000. Add to this an estimated \$70,000,000 spent by advertisers for talent and programs on their own account, and the 1947 expenditures for radio advertising amount to approximately \$447,000,000.

Trends Within Medium

(Refer to Table II)

Local advertising was the outstanding leader in 1947, increasing 16.6% over the previous year, as it did in 1946. For the first time in radio history, local time sale dollar volume exceeded network time sales. The figure for local time sales is 2.8% above the figure for network sales—an estimated \$10,300,000 superiority.

The editors feel that this 14th BROADCASTING Business Index is the most complete yet presented. The 25% sample of existing stations proved also to show 25% of the total revenues from time sales. The stations polled represent a careful cross section of existing AM stations, with allowance for class of stations, city size, geographic distribution, and between newly-established and older stations. In addition, substantially all networks supplied complete information.

TABLE I
RADIO NET TIME SALES 1946-1947

Class of Business	1946*	% Total	1947 (Estimated)	% Total
National network	\$126,737,727	38.2	\$125,450,000	35.2
Regional network	5,728,871	1.7	5,890,000	1.7
National & regional non-network	82,917,505	25.0	89,800,000	25.1
Local	116,380,301	35.1	135,750,000	38.0
Total	\$331,764,404	100.0	\$356,690,000	100.0

* Source 1946 data: FCC reports

While regional and national spot sales gained, network time sales decreased 1.1%, the first annual decline since 1933, when sales dropped 19.4% from 1932. For comparative purposes, both 1946 and 1945 showed gains of 0.8%. In the war years of 1943 and 1944, the gain was 19% and 24%, respectively.

Estimates on network receipts are based on net time sales less certain duplications inherent in network

operations, but which are not usually determined until publication of complete FCC data late in the year.

National and regional non-network time sales (national spot business) increased 8.1% over 1946. This is a slight decrease in relative position from the 1946 gain, which was 9.7%. However, it exceeds the 1945 gain of 7.1%. It is important to note that national spot sales have shown continuing gains annually

since 1934, but that, beginning in 1945, this increase has been considerably less than in the 1940-1945 period. In 1944 and 1943, the gains were 24% and 16.3%, respectively.

Regional network gain was 0.5% over 1946, when a 10.7% decrease was shown. In the previous year, 1945, regionals showed a 4.1% increase. In 1947, the regional network position remains steady, with a slight gain in an increasingly competitive year.

The outstanding growth of local time sales is even more impressive when the trend in the years 1939 to 1947 is taken into account. The dollar volume of local time sales has increased three and a half times in that nine year span. While other categories have shown relative decrease or only small gain, local sales increased equally in 1947 and 1946.

Factors responsible for this development include:

1) The expansion in the general level of prosperity in the American economy which has reached into the smaller local markets. Farmers, small retailers and service businesses have shared alike in the general

TABLE II
RADIO NET TIME SALES—1935-1947

Year	Class of Business					Total	Increase over previous year (%)			
	National Network	Increase over previous year (%)	Regional Network	Increase over previous year (%)	National Non-Network			Increase over previous year (%)	Local	
1935 ¹	\$39,737,867	1.....	\$13,805,200	\$26,074,476	\$79,617,543
1936 ²
1937	56,192,396	41.4	2,854,047	23,117,136	67.4	35,745,394	37.1	117,908,973	48.1
1938	56,612,925	0.7	2.....	28,109,185	21.6	32,657,349	(-8.7)	117,379,459	0.6
1939	82,621,689	10.6	3.....	30,030,563	6.8	37,315,774	14.2	129,968,026	10.7
1940	71,919,428	13.1	1,869,583	37,140,444	23.8	44,756,792	20.0	155,686,247	20.5
1941	79,621,534	10.7	2,752,073	4.7	45,681,959	23.0	51,697,651	15.5	179,753,217	15.4
1942	84,383,571	6.0	2,631,788	(-4.3)	51,059,159	11.8	53,898,916	4.2	191,973,434	6.7
1943	100,051,718	19.0	4,593,967	24.6	59,352,170	16.4	84,104,309	18.9	228,102,164	19.6
1944	124,680,747	24.6	6,150,656	33.9	73,312,899	23.5	84,960,347	29.3	289,104,643	26.8
1945	125,671,834	0.8	6,414,526	4.1	78,583,644	7.2	99,814,042	17.5	310,484,046	7.3
1946	126,737,727	0.8	5,728,871	(-10.4)	82,917,505	5.5	116,380,301	16.6	331,764,404	6.9
1947	125,450,000	(-1.1)	5,890,000	0.5	89,600,000	8.1	135,750,000	16.6	356,690,000	7.5

Source: 1935 Census of Business; other years, FCC reports, except 1947 Broadcasting Yearbook estimate.

¹ Nation-wide and regional networks combined.

² Data not available.

TABLE III
Estimated Percentage of Increase or Decrease in Revenues by Class of Station and City Size in 1947 as Compared to 1946

Class of Station and City Size	Percent Change			
	Natl. & Reg. Network	National Spot	Local	Total
Clear Channel				
Over 250,000	2.4	5.1	-6.8	1.4
50,000-250,000	4.4	16.3	13.3	12.0
Under 50,000	-5.4	6.9	16.7	3.9
Total	2.4	6.5	-4.5	2.7
Regional Channel				
Over 250,000	-1.8	14.4	1.7	5.0
50,000-250,000	-5.1	3.0	7.4	2.7
Under 50,000	-5.0	3.0	10.9	5.1
Total	-2.4	10.1	4.1	4.4
Local Channel				
Over 250,000	-0.6	6.9	11.4	8.3
50,000-250,000	-0.9	21.3	20.0	14.9
Under 50,000	-8.4	7.2	16.0	11.0
Total	-4.0	10.3	15.1	10.8

prosperity, and new and better local markets have developed.

2) The great increase in the number of local and daytime regional stations, most of which now serve markets which had not heretofore had adequate radio service.

3) The addition of numbers of stations in older markets. This development has added to the amount of radio time available to retailers, service industries, and smaller enterprises having primarily local or regional markets.

4) The increased use of radio as an advertising medium by businesses with relatively small advertising budgets. As time has become available to more advertisers, more have become educated to the effective selling power of broadcasting.

The sum of these factors has created the steadily increasing trend to bigger volume of local radio advertising.

New Stations

A remarkable vigor on the part of new stations is reflected in data gathered by BROADCASTING from 150 stations established since Jan. 1, 1945. These 150 stations reported time sales revenue of \$8,703,887 for 1947—an average of \$58,026 per station for the first year's operations. This figure is even more surprising when the fact that some stations did not have a full year of commercial operation in 1947 is taken into consideration.

Only 30 of the 150 new stations showed any revenue in 1946, an indication that many of them started operation about Jan. 1, 1947 or later. The thirty reporting for 1946 showed total time sales of \$1,115,319—an individual average of \$37,177 for that year.

As would be expected, local business represented 89.6% of the rev-

TABLE IV
ESTIMATED GROSS BILLINGS—1947

Class of Business	Estimated Gross Billings
National network	\$191,300,000
Regional network	7,250,000
National and regional non-network	126,300,000
Local	226,000,000
Total	\$550,850,000

enue of these new stations in 1947, and 85.9% of revenue in 1946.

It would seem from the general data on broadcast revenues, showing predominant growth in local stations and local time sales, that the immediate trend is toward local advertising, and that this trend will continue in 1948. An examination of FCC records also indicates that there will be more local stations on the air in 1948, and a corresponding impetus toward more growth in the volume of local radio business.

It can be said, also, that the strength of local time sales indicates that the local outlets will compete with other media on a near-equal footing for the 1948 advertising dollar.

Business by Class of Stations

(Refer to Table III)

Revenues of all classes of stations increased in 1947—each class taking a share of the increased total revenue for the year. Again, as in 1946, the local stations contributed most heavily to the relative percentage increases. With the exception of the clear channel stations in cities of 50,000-250,000 population which showed a 12% gain, the local class was the biggest gainer, with a much higher average gain than the other two classes.

As shown in Table III, the locals gained 10.8% over 1946, while clear channel gained 2.7% and regionals gained 4.4%. The leading position of the local stations continues the trend of recent years.

A 10 year survey in the 1947 Yearbook showed that average local station revenues grew 126.2% from 1937 to 1945, as compared with an 86.9% increase for regionals and a 45.5% increase for clear channel stations. With 1947 figures, it is evident that the radio dollar is being spread even further among regional and local outlets, especially the latter.

Local stations also ran away with the honors in the per cent of gain in national spot volume; registering a 0.2% lead over the regionals and leading the clear channel stations by a 3.8% margin. This increase in national spot sales is due in part, to the decrease in network time

sales, which allowed more available time for spot advertisers.

Station revenues from national and regional networks reflect the decline in national and regional network volume of time sales (See Table I).

With the exception of the clear channel stations in cities above 50,000 population, all classes shared in this decrease. There is evidence of a trend toward a decrease in revenues from these two sources in markets under 50,000 population for all classes of stations. It is apparent that advertisers have eliminated some of the secondary markets in their 1947 advertising strategy.

Regional and local outlets also showed the greatest gain in national spot sales, 10% for both classes, as against 6.5% for clear channel stations.

Major share of the increased dollar volume of local time sales went to the local stations, which registered a 15.1% gain over 1946 in this category, while regionals showed a slight gain of 4.1%, and clear channel local time sales dropped 4.5%.

Both of these time sale categories followed a trend established in recent years.

Radio Gross Billings

(Refer to Tables IV & V)

Estimated gross billings for radio advertising time during 1947 were \$550,850,000. 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.

Estimated gross billings for 1947 are given in Table IV, and network and station billings for 1927-1947 are given in Table V.

TABLE V
ESTIMATED RADIO GROSS BILLINGS—1927-1947

Year	(000's omitted)		
	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	22,793	61,900
1933	31,516	25,484	57,000
1934	42,859	30,228	72,887
1935	49,315	38,209	87,524
1936	59,671	47,880	107,551
1937	68,528	75,314	144,142
1938	71,728	78,990	150,118
1939	83,114	88,900	171,114
1940	96,456	123,344	219,800
1941	106,900	154,274	261,174
1942	118,200	167,280	285,480
1943	151,791	200,499	352,290
1944	190,677	256,033	446,710
1945	190,747	288,583	479,330
1946	193,010	319,400	512,410
1947	191,300	359,550	550,850

1 Source: Publishers' Information Bureau.

Comparison with Other Media

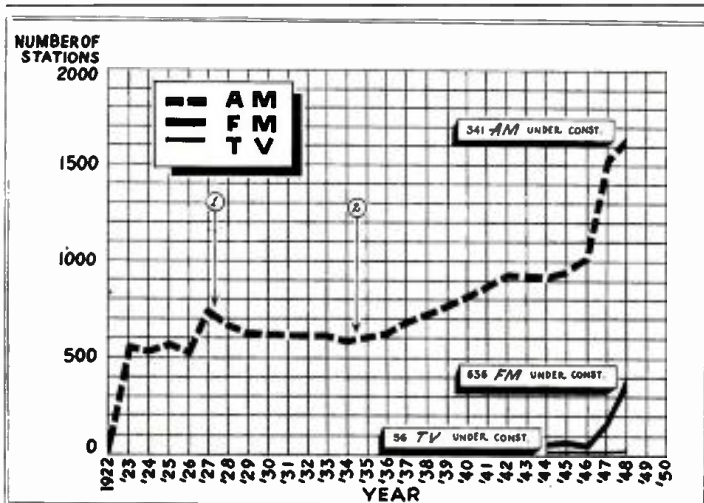
Newspaper and magazine advertising shared, naturally, in the general high advertising volume in 1947. Faced with the same basic cost problems that plagued publishers in 1946, and with continued paper scarcities, profit margins were slim, but volume remained high.

Newspaper advertising increased 10.3% in the first 11 months of 1947, compared to the same 11-month period in 1946. In contrast the 1946 gain was 24.3% over 1945. (All figures are taken from Media Records reports.) Automotive advertising showed the greatest gain, registering a 64% increase; followed by general and total display, which gained 18.8% and 12.7%, respectively. The only category showing a loss was financial, which decreased 8.4% from its 1946 total. Display advertising increased 17.7%. Classified advertising, the leading gainer in 1946 with a 32.3% increase, gained only 12.0% in 1947.

Magazine advertising continued to

Growth of AM, FM, TV Stations in the U.S.

(Based on FCC data)



1 Federal Radio Commission took over regulation from Dept. of Commerce Feb. 23, 1927.
2 Federal Communications Commission took over regulation from Federal Radio Commission July 11, 1934.
On the Air January 1, 1948: 1821 AM, 374 FM, 19 TV. (See table, page 6)

12 YEARS

•
NEWSPAPER OF THE AIR on the air over Don Lee Network for our client Miles Laboratories, Inc. for 12 consecutive years.

8 YEARS

•
QUIZ KIDS on the air coast-to-coast for our client Miles Laboratories, Inc. for 8 consecutive years.

7 YEARS

•
LUM AND ABNER on the air coast-to-coast for our client Miles Laboratories, Inc. for 7 consecutive years.

7 YEARS

•
NEWS OF THE WORLD on the air over NBC for our client Miles Laboratories, Inc. for 7 consecutive years.

2 YEARS

•
QUEEN FOR A DAY on the air over MBS under the complete or partial sponsorship of our client Miles Laboratories, Inc. since its premiere two years ago.

RENEWALS DON'T JUST "HAPPEN"

Wade Advertising Agency knows that the best way to keep a program on the air year after year is to see to it that the program pays off for the client in sales and profits. The record of five programs sponsored by our largest client, Miles Laboratories (Alka-Seltzer and One-A-Day Brand Vitamins) illustrates what we mean.

WADE ADVERTISING AGENCY

•
General Advertising Counsel
•

CHICAGO • LOS ANGELES

show the increase that has been the trend for the last five years. A 10-month figure available at publication date, shows a 6% increase in magazine advertising in 1947 over 1945. Farm papers, reflecting the high level of prosperity in the farm market, showed an increase for the first 10 months of 1947 of 32%. This figure is four times the relative gain in 1946, which was 8%.

FM and Television

FM and Television made strides in commercial use during 1947. However, the volume of business was relatively small, and no tabular summary has been included. With important TV and FM expansion predicted for 1948, it is probable that significant beginnings in time sales will occur, making 1947 data come into focus in the light of 1948 figures.

As an indication, however, 20 FM stations with an average of eight

TABLE VI
Nation-Wide Network Gross Billings by Product Groups,
1946-1947 1

Product Group	1946		1947	
	Gross Billings	% Total	Gross Billings	% Total
1. Automobile and accessories	\$8,888,330	4.6	\$6,900,000	3.6
2. Building materials	2,502,087	1.5	2,485,000	1.3
3. Cigars, cigarettes and tobacco	15,728,205	8.1	18,082,000	9.4
4. Clothing and drygoods	1,423,828	0.7	993,000	0.5
5. Confectionery and soft drinks	7,646,051	3.9	5,085,000	2.7
6. Drugs and toilet goods	61,307,188	31.3	55,282,000	28.9
7. Financial and insurance	4,221,743	2.2	5,477,000	2.9
8. Food and food beverages	42,834,713	22.3	47,207,000	24.7
9. Garden and field	197,520		201,000	
10. Household and furnishings	5,068,411	2.6	4,863,000	2.6
11. Jewelry and silverware	1,214,058	0.6	1,138,000	0.6
12. Lubricants, fuel, etc.	6,722,715	3.4	5,796,000	3.0
13. Machinery, farm equipment, etc.	961,074	0.5	385,000	0.2
14. Paints and hardware	57,383	0.0	99,000	0.1
15. Radios, phonographs, etc.	1,196,238	0.6	1,770,000	0.9
16. Shoes and leather goods	328,590	0.2	461,000	0.2
17. Laundry soaps and household sups	17,550,163	9.0	20,691,000	10.8
18. Sporting goods	70,540	0.0	143,000	0.1
19. Stationery and publishers	6,277,626	3.2	6,804,000	3.7
20. Travel and hotels	126,459	0.0	201,000	0.1
21. Beer and wines	2,362,107	1.4	2,108,000	1.1
22. Miscellaneous	6,414,570	3.4	5,129,000	2.7
Total	\$193,009,599	100.0	\$191,300,000	100.0

1 Source: Publishers Information Bureau Summaries for 1946; estimates for 1947 totals by BROADCASTING on basis of 10 months PIB figures.

months commercial operation reported a total of \$138,000 time sales in all categories. This would indicate that the time sales for all FM stations was something less than \$500,000 in 1947.

It also seems probable, from figures submitted, that the sale of TV facilities to advertisers was in excess of \$500,000 last year.

Network Advertising by Class of Product

(Refer to Table VI)

Classification of total network time sales by product groups fails to disclose any significant change within groups, or in the relative position of the traditional leading product advertisers. On the basis of a report on the first 11 months of 1947, slight shifts in percentages are apparent in several groupings. The largest change in any product group's standing by per cent of total billings was about 3%.

Drugs and toilet goods, the usual leader, declined about 11% from its 1946 purchases of radio time, but dropped only 2.9% in its relative standing within the product groups. Drugs and remedies remained about the same, leading the product group classification, but there was a decrease in the toilet goods group. The cosmetics category showed indications of a minor gain in 1947, while dentifrices dropped considerably.

Automotive industry advertising dropped 23% from 1946, and most of this drop took place in the passenger car division, with truck, and tire and tube remaining almost constant; accessories showing a slight gain. The drop in passenger car advertising was about 55%.

The tobacco industry showed a 13.6% increase over last year's figure—a dollar increase of about \$2,300,000. Food and food beverage advertising showed a gain of 8.9%. This percentage was spread rather evenly throughout the several categories, and cannot be attributed to a sharp increase in any particular category.

The soap and housekeeping supplies manufacturers upped their advertising budgets an estimated 16.5% in 1947, and paid about \$20,691,000 for radio time during the year.

Among the smaller radio advertisers, travel and hotels, sporting goods, paint, and garden and field showed the greatest percentage gains in 1947, registering increases that ranged from 109.5% to 52.3% over 1946. The largest declines were in clothing and dry goods, confectionery and soft drinks, farm machinery and miscellaneous. This last category dropped 24.8%.

The confectioneries and soft drinks group suffered mainly from a decrease in the advertising by soft drink accounts.

Drugs and toilet goods, foods and food beverages, laundry soaps, house-keeping aids, and tobacco advertising, in order of their advertising volume, together accounted for 73.8% of network time sales. Of these groupings, only drugs and toilet goods showed a decrease for the year.

all this ...



NETWORK—Morgan, Ameche and Langford "take five" during rehearsal of Old Gold show. A Lennen & Mitchell production.



SPECIAL—Lennen & Mitchell pioneered in putting play-by-play baseball on air. Above, Red Barber doing the Dodger games.



SPOTS—Thousands of spots—written, directed and produced by L and M... placed every month for clients like Lorillard, Ruppert, Colgate.



DREAM GIRL—There's showmanship plus in Lennen & Mitchell's "Dream Girl" spot for Colgate's Lustre-Creme. Heard on Dennis Day, Blondie, and Can You Top This.

and television, too

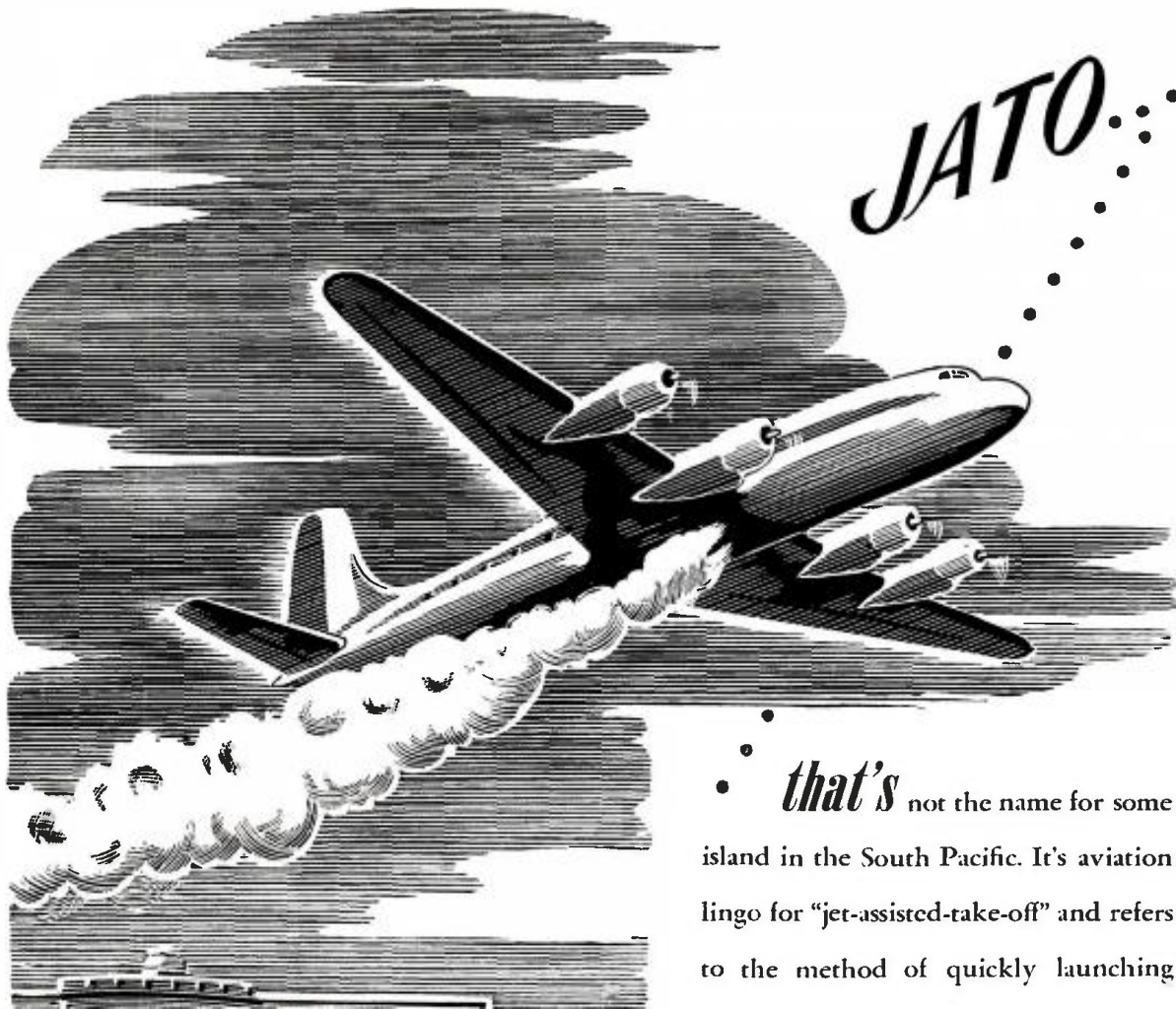
from the radio and television workshops of

lennen & mitchell, inc. advertising

308 N. Radio Drive, Beverly Hills, Calif. • 17 E. 43rd Street, New York 17, N. Y.



VIDEO—Lennen & Mitchell launches Ruppert Beer into television over Du Mont.



that's not the name for some island in the South Pacific. It's aviation lingo for "jet-assisted-take-off" and refers to the method of quickly launching heavily laden planes from short runways.

For the advertiser who wants JATO results in quickly launching his product in a profitable market, we suggest WCBM. From a lengthy record of successes we can offer a large audience and assure rapid sales acceleration. You'll find WCBM a necessary part of your plan in expanding distribution. Call on us to show you how we go about it.

Baltimore's Listening Habit

WCBM

John Elmer
President

George H. Roeder
General Manager

**MUTUAL
BROADCASTING SYSTEM
WEED and COMPANY**
EXCLUSIVE NATIONAL REPRESENTATIVES

RETAIL RADIO SALES IN THE UNITED STATES, 1922-1947

(Compiled for the 1948 BROADCASTING YEARBOOK by O. H. Caldwell, Editor of "Tele-Tech.")

	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	\$8,000,000			\$80,000,000	² 60,000		¹ 400,000
1923	550,000	15,000,000	4,500,000	12,000,000			138,000,000	1,000,000		¹ 1,100,000
1924	1,500,000	100,000,000	12,000,000	38,000,000			358,000,000	2,500,000		3,000,000
1925	2,000,000	165,000,000	20,000,000	48,000,000			430,000,000	3,500,000		4,000,000
1926	1,750,000	200,000,000	30,000,000	58,000,000			506,000,000	5,000,000		5,700,000
1927	1,350,000	188,000,000	41,200,000	67,500,000			425,800,000	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	119,500,000	34,000	\$3,000,000	496,432,000	12,048,762		13,000,000
1931	3,420,000	225,000,000	53,000,000	69,550,000	108,000	5,940,000	300,000,000	14,000,000	100,000	15,000,000
1932	3,000,000	140,000,000	44,300,000	48,730,000	143,000	7,150,000	200,000,000	16,809,562	250,000	18,000,000
1933	3,806,000	180,500,000	59,000,000	49,000,000	724,000	28,598,000	300,000,000	20,402,369	500,000	22,000,000
1934	4,084,000	214,500,000	58,000,000	36,600,000	780,000	28,000,000	350,000,000	21,456,000	1,250,000	26,000,000
1935	6,026,800	330,192,480	71,000,000	50,000,000	1,125,000	54,562,500	370,000,000	22,869,000	2,000,000	30,500,000
1936	8,248,000	450,000,000	98,000,000	69,000,000	1,412,000	69,188,000	500,000,000	24,600,000	3,500,000	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	460,000,000	130,000,000	143,000,000	2,000,000	70,000,000	610,000,000	30,800,000	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	8,000,000	57,000,000
1943	³ 7,000,000	³ 24,000,000	17,000,000	19,000,000			60,000,000	⁴ 32,500,000		
1944			22,000,000	25,000,000			70,000,000	⁵ 33,100,000		
1945	500,000	20,000,000	30,000,000	35,000,000			105,000,000	34,000,000	6,000,000	56,000,000
1946	14,000,000	700,000,000	170,000,000	200,000,000	150,000	9,000,000	825,000,000	35,000,000	6,000,000	60,000,000
1947	17,000,000	800,000,000	220,000,000	260,000,000	2,500,000	150,000,000	1,100,000,000	37,000,000	9,000,000	66,000,000


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 WPB 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.



WCS-C

The CBS station for the Coastal Carolinas

1390 Since 1930

Charleston, S. C.'s Oldest and Best Station*

*Hooper Survey

Represented Nationally by Free & Peters, Inc.

What are the important things of Life?

The importance of contact with the world is hard for the city man to understand. He has it — he even gets bored with it.

But at WSM, we know the part radio plays as a connecting link — its importance in bringing entertainment and educational facilities to people in the most isolated areas.

We know, because for 22 years we have programmed not only for our city listeners, but for the millions of WSM neighbors in small towns and rural sections.

Mr. Jones who runs the general store at an Alabama crossroads and Farmer Brown who farms his rocky acreage in Kentucky hills hear WSM programs designed especially for them.

Is there any wonder that folks in the WSM listening area rank this station as one of the really important things in life?

HARRY STONE, GENERAL MANAGER • EDWARD PETRY & COMPANY, NATIONAL REPRESENTATIVES



WSM
NASHVILLE

ABC AND MBS GROSS BILLINGS FOR 1947

(CBS and NBC Billings Not Available)

AMERICAN BROADCASTING COMPANY

Gross Billings by Months

January	\$3,577,008
February	3,241,101
March	3,568,895
April	3,453,150
May	3,628,602
June	3,377,565
July	3,470,190
August	3,376,483
September	3,656,012
October	4,203,034
November	3,903,944
December	4,092,073
Total	\$43,548,057

By Advertisers

General Mills	\$3,844,672
Procter & Gamble	2,517,236
Sterling Drug Inc.	2,025,714
Swift & Co.	2,020,098
Phlico Corp.	2,010,932
Kellogg Co.	1,952,030
The Quaker Oats Co.	1,809,665
Libby, McNeill & Libby	1,649,626
Miles Laboratories	1,181,286
Westinghouse Electric Corp.	1,137,412
Toni Inc.	1,071,725
U. S. Steel Corp. of Delaware	1,067,725
Curtis Publishing Co.	922,706
Gillette Safety Razor Co.	916,430
Kay Daumit	811,036
Wesson Oil & Snow-drift Sales Co.	807,251
Equitable Life Assurance Society of the U. S.	761,601
The Andrew Jergens Co.	758,162
Bristol-Myers Co.	711,144
R. J. Reynolds Tobacco Co.	685,624
National Biscuit Co.	684,033

Eversharp Inc.	657,277
Pacific Coast Borax Co.	638,559
Nestle's Milk Products	604,447
Goodyear Tire & Rubber Co.	591,543
Derby Foods	589,983
L. E. Waterman Co.	588,713
The Norwalk Pharmaceutical Co.	561,216
R. B. Semler Inc.	530,713
Carter Products Inc.	545,891
Universal Match Corp.	536,466
Reichhold Chemical Inc.	516,692
Seeman Brothers	455,187
Wine Growers Guild	442,516
Dr. Pepper Co.	416,088
American Cyanamid Co.	407,850
Raymond Laboratories	380,942
The Frank H. Lee Co.	369,196
American Oil Co.	340,281
Ward Baking Co.	336,510
Christian Science Publishing Society	315,874
Hastings Mfg. Co.	295,425
American Federation of Labor	289,854
Champion Spark Plug Co.	253,346
United States Army & Air Force Recruiting Service	238,817
General Electric Co. (Lamp Dept.)	231,801
John Hancock Mutual Life Insurance Co.	229,464
American Tobacco Co.	206,835
The Texas Co.	200,334
American Express Co.	197,802
America's Future Inc.	184,419
Lewis Howe Co.	183,681
John Morrell & Co.	177,953
Noxema Chemical Co.	170,187
Knox Co. Inc.	167,478
Hunt Foods Inc.	166,698
Brown & Williamson Tobacco Corp.	140,321
Elgin American Div. of Illinois Watch Case Co.	124,434
Club Aluminum Products Co.	115,192
The Drackett Co.	68,843
"42" Products Ltd.	67,611
William H. Wise & Co.	61,077
Benjamin Moore & Co.	60,759
Fisher Flouring Mills Co.	52,064
Bosco Co.	41,826

Sealey Mattress Co.	40,560
Safeway Stores Inc.	36,608
The Charles E. Hires Co.	34,796
Bekins Van & Storage	32,739
Wm. S. Scull Co.	30,585
J. A. Folger & Co.	26,542
Los Angeles Soap Co.	26,272
Harvel Watch Co.	23,233
Wilson Sporting Goods Co.	23,177
Brotherhood of Railroad Trainmen	21,479
Committee for First Amendment	21,176
G. N. Coughlan Co.	19,829
Peter Paul Inc.	19,226
The Wildroot Co.	16,596
Union Pharmaceutical Co.	16,296
First National Stores Inc.	14,712
California Medical Assn.	13,728
Gallencamp Stores Inc.	12,312
Meril Studio	4,266
Fisher Body Div. (General Motors Corp.)	4,100
RKO Pictures	3,504
Continental Issues	2,984
Jewish Daily Forward	1,893
Politicals	1,586
Ice Capades Inc.	1,585
Total	\$43,548,057

By Industrial Classifications

Foods and food beverages	\$15,476,210
Drugs and toilet goods	11,200,995
House furniture and furnishings	2,920,030
Laundry soaps and house-keepers' supplies	2,897,237
Stationery and publishers	2,413,028
Financial and insurance	1,188,867
Automotive industry	1,144,414
Building materials	1,067,725
Cigars, cigarettes and tobacco	1,032,780
Confectionery and soft drinks	1,006,576
Radios, phonographs and musical instruments	874,213
Miscellaneous	829,740
Lubricants, petroleum products and fuel	540,615
Wines, beers and liquors	442,516
Clothing and dry goods	369,196
Jewelry and silverware	147,667
Paints and hardware	60,759
Sporting goods	23,177
Shoes and leather goods	12,312
Total	\$43,548,057

By Agencies

Dancer-Fitzgerald-Sample	\$5,188,332
J. Walter Thompson Co.	4,006,234
Kenyon & Eckhardt	3,275,973
McCann-Erickson	2,520,472
Batten, Barton, Durstine & Osborn	2,449,650
Compton Advertising	2,312,823
Hutchins Advertising Co.	2,010,932
Foote, Cone & Belding	1,282,064
Wade Advertising Agency	1,181,286
La Roche & Ellis	1,007,878
Maxon Inc.	916,430
William H. Weintraub & Co.	824,383
Hill Blackett & Co.	811,036
Benton & Bowles	808,860
Sherman & Marquette	801,787
Warwick & Legler	761,601
Robert Orr & Assoc.	758,162
Sullivan, Stauffer, Colwell & Bayles	716,078
Doherty, Clifford & Shenfield	711,144
William Esty & Co.	685,624
Knox Reeves Advertising	682,054
The Biow Co.	657,277
Kudner Agency	595,643
Needham, Lewis & Brorby	589,983
Roche, Williams & Cleary	584,452
Charles Dallas Reach Co.	568,713
Lawrence C. Gumbliner Advertising Agency	561,216
Erwin, Wasey & Co.	550,713
Schwimmer & Scott	536,466
Honig-Cooper Co.	442,516
Tracy-Locke Inc.	416,088
Hazard Advertising Co.	407,850
The Joseph Katz Co.	340,281
H. B. Humphrey Co.	315,874
Keeling & Co.	295,425
Furman, Feiner & Co.	292,635
N. W. Ayer & Son	273,613
McManus, John & Adams	253,346
Young & Rubicam	235,541
Buchanan & Co.	200,334
J. M. Mathes Inc.	197,802
Gahagan, Turnbull & Co.	184,419
Henri, Hurst & McDonald	177,953
Robert Raisbeck Advertising Agency	167,478
Russel M. Seeds Co.	140,321
Weiss and Geller	124,434
Swaney, Drake and Bement	115,192
Brisacher, Van Norden & Staff	86,837
Huber Hoge & Sons	61,077
St. George & Keyes	60,759
Raymond R. Morgan Co.	52,814
Pacific National Advertising Agency	52,064
Cosby and Cooper	40,874
Alvin Wilder Advertising	40,560
Brooks Advertising Agency	32,739
M. H. Hachett Co.	30,585
Direct	23,844
A. W. Lewin Co.	23,233
Ewell & Thurber Assoc.	23,177
William Von Zehle and Co.	21,479
Abbott Kimball Co.	16,296
John C. Dowd, Inc.	14,712
Lockwood-Shackleford	13,728
Bruce Eldridge Advertising	12,312
Smith, Bull & McCreery	1,585
Samuel Lewis Advertising Agency	1,014
Total	\$43,548,057

MUTUAL BROADCASTING SYSTEM

Gross Billings by Months

Month	Monthly	Cumulative
January	\$2,110,515	\$2,110,515
February	1,850,141	3,960,656
March	2,074,745	6,035,401
April	1,812,676	7,848,077
May	1,909,309	9,757,386
June	1,761,575	11,518,961
July	1,463,703	12,982,664
August	1,481,756	14,464,420
September	1,558,094	16,022,514
October	1,978,801	18,001,315
November	2,176,291	20,177,606
December	2,195,105	22,372,711

By Advertisers

Ralston Purina	\$1,572,140
Bayuk Cigars	1,262,966
Carter Products	1,217,143
Serutan	1,201,614
Miles Labs	1,166,767
General Foods	1,003,126
General Motors	974,387
Philip Morris	939,429
Kellogg	785,529
Whitehall Pharmaceutical Co.	767,960
Pharmaco Co.	719,126
Mutual Benefit Health & Accident Assn. of Omaha	706,535
Quaker Oats	627,266
Cudahy Packing	565,689
Wander Co.	523,922
Ronson Art Metal Works	497,843
American Safety Razor Corp.	480,117
Helbros Watch Co.	457,827
Williamson Candy Co.	456,935
Revere Copper & Brass	439,374
Phlico	397,218
Lutheran Laymen's League	344,764
Gillette Safety Razor Corp.	299,533
R. B. Semler Inc.	281,797
Trimount Clothing Co.	266,966
Radio Bible Class	263,188
Voice of Prophecy	260,873
Fuller Foundations	259,049
Conti Products	254,708
Kaiser-Frazier	244,114
U. S. Army Recruiting	240,598
Young People's Church of the Air	225,564
Coca Cola	195,956
Commercial Credit Co.	189,886
Mall Pouch Tobacco	176,615
Richfield Oil	175,065
Petri Wine	167,958
Noxema Chemical Co.	154,594
National Board of Fire Underwriters	136,712
United Electrical Radio Machine Workers of America	134,827
American Transit Assn.	127,428
Musterole	107,973
Triangle Publications	107,571
Taylor-Reed Corp.	104,802
Delaware, Lackawanna & Western Coal	86,659
Revere Camera Co.	83,910

(Continued on Page 24)

Top ABC Shows

Plus these LOCAL INTEREST programs give

WROK

*33.7% of the listening audience
in the

ROCKFORD, ILLINOIS AREA

<p>LOCAL NEWS 7 times daily</p> <p>SOCIETY REPORTER Home town club & party news</p> <p>ROCKFORD RADIO COUNCIL The civic voice of Rockford</p>	<p>MAN ON THE STREET Interviews with local people</p> <p>HOUSEWIVES JACKPOT Give-aways to local women</p> <p>SPORTS REVIEW The local sports picture</p>
--	--

Ask HEADLEY-REED

An ABC Affiliate

Conlon Survey of Listening Habits—May 18-25, 1947

**— MORE LISTENERS
PER DOLLAR . . .
IN MEMPHIS**

*(If we used a full page of solid type—
We Couldn't Say More!)*

— — — — — WHHM

**INDEPENDENT—BUT NOT ALOOF
MEMPHIS, TENNESSEE**

PATT McDONALD, GENERAL MANAGER ★ FOR JOE & CO., REPRESENTATIVES

MBS BILLINGS

(Continued from page 22)

Bible Institute of Los Angeles	\$66,807
Hershel California Fruit Co.	65,676
Peter Paul Inc.	57,264
Carey Salt	54,216
Wilson Sporting Goods	52,301
Armour	48,188
American Federation of Labor	46,281
Pilot Radio Corp.	30,968
H. C. Cole Milling Co.	30,951
Hastings Manufacturing Co.	29,256
American Bld Products	26,929
G. Barr & Co.	26,604
National Economic Council	26,344
Esquire	23,695
International Milling Co.	22,034
Appalachian Coal	21,091
Chicago Tribune	18,612
Perfect Circle Co.	17,145
Pepsodent Division, Lever Bros.	10,696
Christian Reform Church	8,184
Shipstead & Johnson	6,380
Murine	4,970
Communist Party U. S. A.	4,532
National Federation of Telephone Workers	4,494
Progressive Citizens of America	3,170
Beverly Westwood Citizens Committee	2,440
Park Street Evangelical Church	1,484
Horwitz & Duberman	1,202
Grand Lodge of the A. F. of A. M. State of New York	774

Total \$22,372,711

By Agencies

Gardner Advertising	\$1,596,693
Ruthrauff & Ryan	1,537,853
Cecil & Presbrey	1,437,272
Sullivan, Stauffer, Colwell & Bayles	1,371,737
Neal D. Ivey Co.	1,262,966
Roy S. Durstine Inc.	1,207,614
Wade Advertising Agency	1,166,767
Kudner Agency	974,387
Benton & Bowles	929,470
Kenyon & Eckhardt	785,329
Dancer-Fitzgerald-Sample	767,960
Arthur Myerhoff & Co.	733,139
Wm. H. Weintraub & Co.	724,793
Grant, Wasey & Co.	615,334
Grant Advertising	565,689
Hill Blackett Inc.	523,922
Federal Advertising Agency	480,117
Aubrey, Moore & Wallace	456,935
St. George & Keyes	439,374
Hutchins Advertising	397,218
Gotham Advertising Co.	344,764
Maxon Inc.	299,533
Stanley G. Boynton Advertising	263,188
R. H. Alber Co.	259,049
Birmingham, Castleman & Pierce	254,708
Swaney, Drake & Bement	244,114
Young & Rubicam	241,614
N. W. Ayer & Son	240,598
D'Arcy Advertising	195,956
Sheldon, Quick & McElroy	189,886
Walker & Downing	176,615
Hixon-O'Donnell Advertising	175,065
Moss & Arnold & Co.	137,997
McFarland & Aveyard & Co.	136,712
Western Advertising	133,742
Owens & Chappell	127,428
G. C. Hoskin Assn.	127,131
Al Paul Lefton & Co.	107,571
Roche, Williams & Cleary	83,910
E. L. Brown Advertising Co.	65,676
Foote, Cone & Belding	58,884
Platt-Forbes Inc.	57,264
Gordon Best Co.	54,216
Ewell & Thurber Assoc.	52,301
Furman & Feiner & Co.	46,281
Broadcasting Advertising	38,925
Grey Advertising Agency	30,968
Keeling & Co.	29,256
The Tullis Co.	27,882
Weston-Burnett Inc.	26,929
Jim Duffy Co.	26,344
Direct	23,880
Schwimmer & Scott	23,695
Crook Advertising Co.	22,034
Haehnle Advertising	21,091
Henri, Hurst & McDonald	17,145
Ewans Assoc.	8,184
J. Walter Thompson Co.	6,398
Smith, Bull & McCreery	6,380
BBDO	4,970
Shorlane-Benet Co.	4,532
Brisacher, Van Norden & Staff	2,440
Tarler & Skinner	1,484
Sterling Advertising	1,202

Total \$22,372,711



You Are Looking At 1,725,626 POSTCARDS

They were written in 3 WEEKS by women who listen to "QUEEN FOR A DAY."

We can't show you a picture of the 2,234,146 letters that people wrote to "HEART'S DESIRE" during its first six months.

It takes 2,234,146 people to send 2,234,146 letters . . . That's ACTION—the same kind of action that also produces sales.

How long has it been since anything YOUR program did caused 2,234,146 other people to ACT?

RAYMOND R. MORGAN COMPANY
6233 HOLLYWOOD BLVD.
HOLLYWOOD • CALIFORNIA

WKRT — WKRT - FM

CORTLAND, N. Y.

Serving

Central New York — The Cortland-Ithaca-Syracuse-Binghamton Area

★ *The Richest Market in the Richest State*



CORTLAND BROADCASTING CO. INC.

STATE THEATER BUILDING

27 NORTH MAIN STREET

CORTLAND, NEW YORK

WKRT 920 KC, 1000 watts

WKRT-FM 99.9 mc, 15,000 watts

★ WKRT and WKRT-FM is a new, powerful AM-FM medium serving the richest market in the richest state from a point at about the exact geographical center. *The annual per capita sales in Cortland County are \$1070 against the national average of \$692.*

Covering a population of 1,460,492 in 27 counties in New York and Pennsylvania, the Cortland Broadcasting Co. offers national and regional advertisers one of radio's best markets.

CORTLAND BROADCASTING CO., INC.

CORTLAND, N. Y.

Gerald Mayer,
President-General Manager

Joseph Hershey McGillvra,
National Representatives

1947 BROADCASTING TRENDS

A Summary of 1947 Polls Conducted for BROADCASTING Magazine

By ROBERT H. SALK, President
AUDIENCE SURVEYS INC.

HOW GOOD IS BMB? What's wrong with radio programs? Who is responsible? Does radio need a new law?

To find the answers to these and similar questions of paramount interest, Broadcasting Magazine, late in 1946, commissioned Audience Surveys to conduct radio's first continuing study of opinion. The opinions of station operators and agency executives were to be polled regularly on outstanding subjects of current and general interest to the broadcasting industry.

To accomplish this, separate panels were established for radio station managers and advertising agency executives. Both panels were selected on the basis of controlled sampling methods. The station managers' panel is a sample of all U.S. commercial AM stations in operation September 1, 1946, and controlled for proper balance by city size, network affiliation, base hour rate, and geographical area. The agency panel is a sample of all national and regional advertising agencies in the U.S., controlled for proper balance by geographical area and volume of business.

Ten polls have been taken (an eleventh was in the field as this was written) and reported in detail in Broadcasting. Throughout, co-operation has been unusually gratifying. 55% of the "panellees" have replied, on the average, with the station manager panel averaging 65% returns. Additional returns, received too late for tabulation, usually add to this rate of return. The final sample used in tabulation is selected from all returns to conform to the controls established for each panel.

The ten polls covered a wide variety of subjects. The lead-off ballot revealed that station managers believed that local stations, listeners, CBS and NBC, in that order, had been most instrumental in stimulating good programming. The panel at the same time reported that advertising agencies and sponsors have done most to retard programs development; and that stations and networks have the greatest responsibility for program improvement.

A second ballot to station managers on programming revealed that station managers considered that including more local news in their news programming had done more than anything else to improve their service to listeners. 76% of the managers reported that their program expenditures had increased in 1946 over 1945. Evaluations of the long term effect of the Blue Book were—53% of the station managers felt it would be good, from the listener's point of view (compared

to 15% who said it would have a bad effect); and 59% said the long term effect, from the station's point of view would be good (compared to 11% who said bad). At the same time 65% of the stations said that in their opinions the Blue Book's provisions were not regulations which they must follow, two and a half times as many as said they considered the provisions mandatory regulations.

The agency panel was asked whether as the number of stations increased, they would have to spend more or less money to get the same results they now get from radio. Three out of five (61%) felt they would have to spend more money, while only 5% said it would cost less. Behind this reply was the general opinion that the radio audience was almost at the saturation point and that no station rate reductions were to be expected.

A majority (51%) of the agency executives felt that radio was too commercial. Among this group, the responsibility for over-commercialism was placed in equal measure on broadcasters and advertisers.

Asked to compare media on a cost-per-thousand impressions basis (for advertising mass appeal products), the agencies rated spot radio and network radio first and second respectively above newspapers, magazines, outdoor and car cards.

In January, 1947, BMB was the major item of industry discussion. Although stations had had ample

time to study their own BMB reports, area reports had not been delivered and agency use of BMB data (the ultimate test) was necessarily limited.

61% of the stations who subscribed to BMB felt that BMB gave them what they paid for, 14% said no. Most stations, prior to BMB, were using more than one type of coverage information, with mail analyses and millivolt contours the most common. Almost twice as many stations found BMB consistent with their other coverage data (and their own opinions of their stations actual performance) as said it was not consistent. Stations generally rated BMB's management, selling and reporting methods good, were most critical of its research formula and its efforts to educate users to BMB. Significantly, these two problems already were the major concerns at BMB headquarters and since have been improved.

The agency panel (in March) evaluated radio station merchandising and promotion activities. Newspaper advertising, courtesy announcements, newspaper publicity and dealer calls were rated high (in that order). Least valuable were movie trailers, listener publications and dealer bulletins. Asked which services they would be willing to pay more in station time to obtain, agencies agreed (in fewer numbers than praised each service) that they would pay more for newspaper ad-

vertising, publicity and dealer calls, but few felt that courtesy announcements should add to their bills.

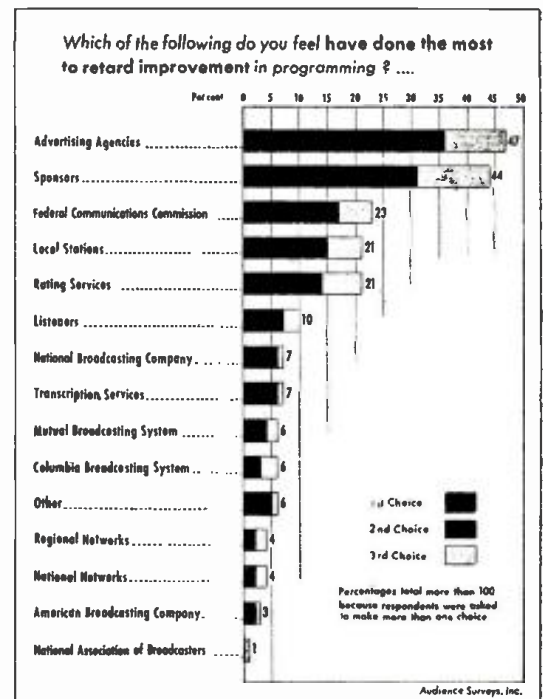
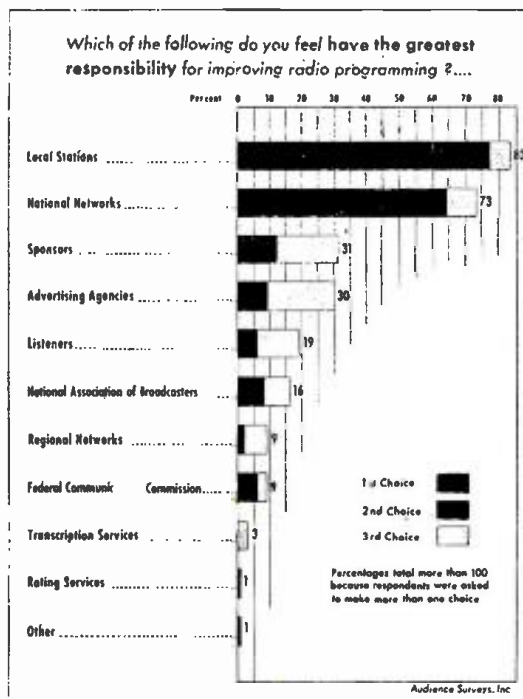
In April, with the White Radio Bill hearings close at hand, the station panel was polled for its attitude on the need for new radio legislation. 80% reported their views that a new law was needed, against 9% who felt that present legislation was adequate.

The panel was asked what features should be incorporated into a new law. A majority wanted the law to: authorize station editorializing; require commentators to be identified as such; define "public interest" and "public service" programs; define duopoly, and clarify limitations for the number of stations one licensee may own. On procedural matters, a majority wanted clear rules to cover: granting temporary licenses; specific situations under which hearings are to be granted; daytime grants on clear channels; and time limits for FCC hearings. In addition a majority sought: the separation of the FCC into broadcast and common carrier divisions; a ceiling on the number of AM, FM and TV grants and rotation of the FCC chairmanship.

In July, station managers were asked about conventions and meetings. Asked about the number of these meetings, the panel was about evenly split—45% said there were too many such meetings; 42% said

(Continued on page 31)

Typical Audience Survey Charts Reprinted from BROADCASTING Magazine



WMP5

Memphis, Tennessee

Now **10,000 WATTS** DAY TIME!
At **5,000 WATTS** NIGHT TIME!

68

On Your Radio



YOU CAN HEAR THE DIFFERENCE

Represented By TAYLOR • HOWE • SNOWDEN Radio Sales

1947 RADIO AUDIENCE ANALYSES

By C. E. HOOPER
President, C. E. Hooper, Inc.

1947, A YEAR which saw radio entering into a much more highly competitive era, in number of new stations being licensed, in independent stations registering gains, due in part to increased broadcasting of baseball, and in increased competition for the advertiser's dollar with other media, also saw radio depending more and more on audience measurements for guidance in solving its problems.

The number of stations subscribing to "City Hooperatings" increased from 269 to 357. The number of cities in which "City Hooperatings" are scheduled for publication on a "continuous" schedule increased from 75 to 86. The total number of full service subscribers to Program Hooperatings (36-city popularity ratings) increased from 146 to 156. The number of special survey-based "Station Listening Index" reports was up 60% over 1946.

Because sponsored network broadcasts play so large a part in building the radio audience, let's look first at the network program picture. As was characteristic of 1946, so was 1947 full of discontinued programs, program shifts and new shows. During the week of February 1-7, 1947, which represented the "peak of last season's radio schedule," 183 sponsored network evening and Sunday afternoon programs were on the air. By October 1-7, 1947, when the new broadcast season is presumed to be in full swing and winter-time "regulars" were back at work, only 128 of these were back on the air. (See Chart I).

Nor does this 30% loss shown in Chart I fully indicate the changes which took place. Of the 128 which remained for a new broadcast season, 35 (27%) had changed to either a different network, were in a different time spot, or were on a different day. Among these, to mention only a few, were *Abbott and Costello*, *Bob Hawk Show*, *Can You Top This?*, *Information Please*, *Take It or Leave It*, *Vox Pop*, *Your Hit Parade*, and *We The People*.

In addition, 38 evening and Sunday afternoon programs listed in the report for October 1-7 were not on the air during the week of February 1-7, 1947. These 1947 program shifts come within tenths of a point percentage-wise of equaling the violent changes which took place in 1946 over 1945. This is the major obstacle placed in the way of the listener who is vainly attempting to memorize radio's table of contents.

The schedule of the 166 evening and Sunday afternoon programs reported in the October 15th Program Hooperatings Report is shown in Chart II.

Daylight Saving Time, changes in sponsored network schedules and changes in radio fare all represent

CHART I
CONTINUITY OF SPONSORED NETWORK PROGRAMS

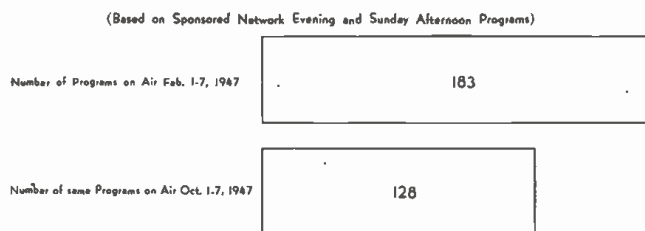
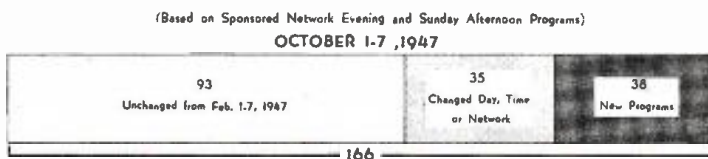


CHART II
ANALYSIS OF SPONSORED NETWORK PROGRAMS



interruptions in listening habits. Of the three, Daylight Saving Time is probably the most destructive to program ratings because it affects a much larger number of programs and because it runs concurrently with the summer replacements.

In contrast to the drastically altered sponsored Network program schedules mentioned above, types of evening programs remained com-

paratively stable. Dramatic programs (Chart IIA), which occupied more sponsored time than any other single classification, showed a gain of 3.1% in network sponsored time in 1947 over 1946. Variety programs ranked second, but had a decrease of 7.0% from 1946, a practical consequence of the protest over mounting talent costs. Other gains registered in 1947 were news and commentators, up 2.7%; popular music,

up 0.7%; quiz, up 2.9% and concert music, up 0.5%. Miscellaneous lost 2.9%. Total sponsored evening broadcast hours for the 1947 fall quarter was 4.3% lower than for the comparable period in 1946.

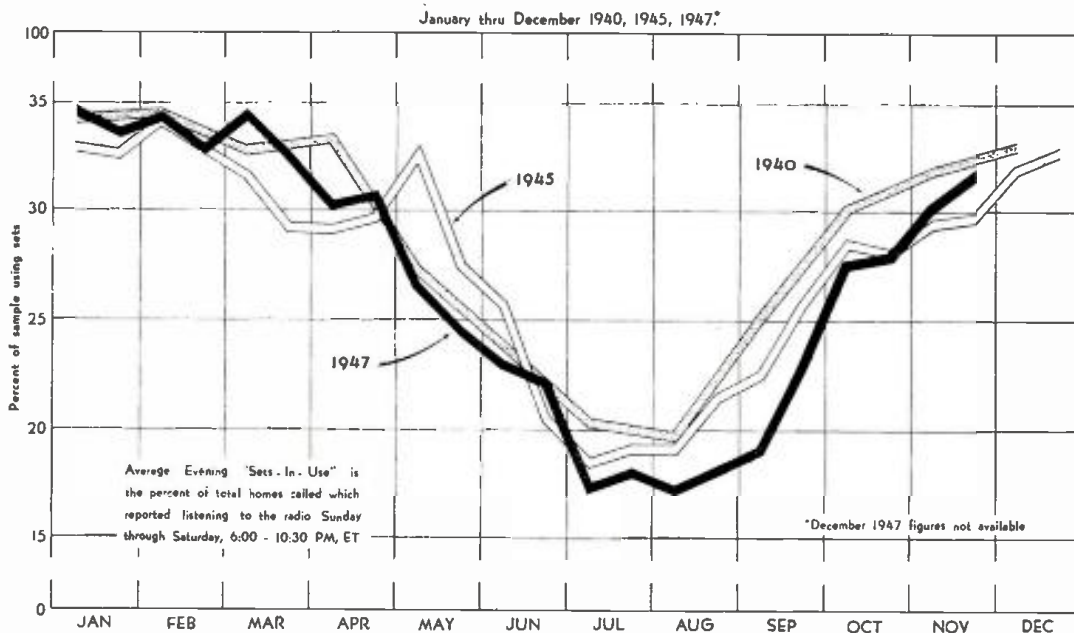
Daytime sponsored network hours were still dominated by the serial dramas, but there was a marked decline in the time devoted to this type program, the reduction being 6.0%. This represents a significant loss, since total daytime sponsored network hours in the 1947 quarter showed an increase of 13.8 (16.4%) over 1946.

The following table compares Average Network Program Hooperatings of sponsored evening programs in 1940, 1945 and 1947 for March, July and November. The 1947 Ratings have surpassed the war year of 1945 in the March Reports, and pulled back up by November to again top the 1945 Ratings. Both 1947 and 1945, however, were consistently below the average ratings of 1940, due not to lower set use but rather to increased competition for listener attention both among the networks and from independent stations. See Table following:

Comparison of Average Ratings Sponsored Evening Programs

Hooper Report	1940	1945	1947
March 15th	12.8	10.0	11.4
March 30th		9.3	10.7
July 15th	7.2	5.4	4.9
July 30th		5.8	4.8
November 15th	11.1	9.4	9.8
November 30th		9.4	

CHART III
Hooper Basic Audience Trends
SETS-IN-USE INDEX -- EVENINGS





INS

... salutes the following list
of distinguished American
radio stations which have
been using INS news for

10 YEARS OR MORE:

KARM	KERN	KEX
KFOR	KFRC	KFWB
KGDM	KGJF	KGO
KGW	KHJ	KLZ
KOA	KOIL	KOIN
KNBC	KSFO	KVOO
KXOK	KYA	WBAL
WBBM	WBRC	WCAE
WCBM	WCOL	WENR
WEW	WFBM	WINS
WIOD	WJR	WJZ
WLW	WMAQ	WSM
WSPD	Yankee Network	
	NBC and CBS Networks	

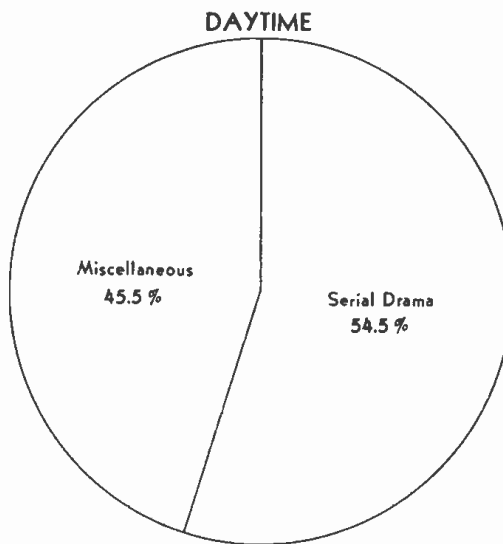
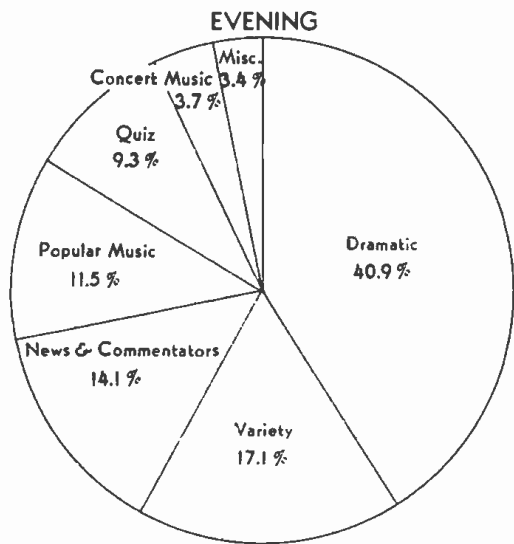
INTERNATIONAL NEWS SERVICE

235 EAST 45th STREET, NEW YORK 17, N. Y.

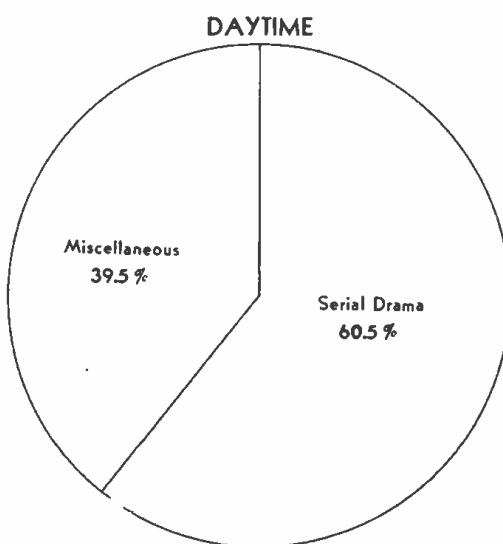
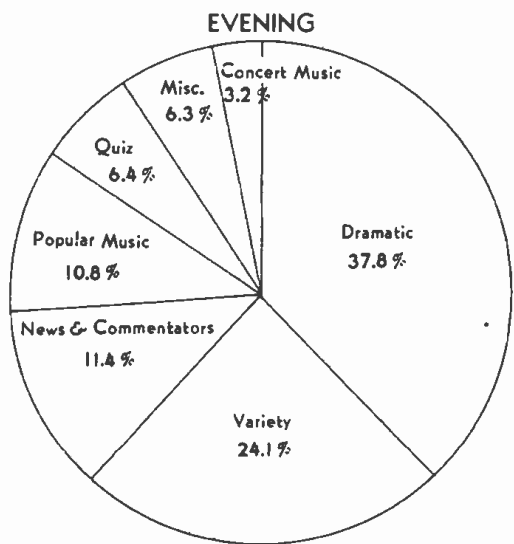
CHART IIA

DISTRIBUTION OF "NATIONALLY" SPONSORED NETWORK TIME BY PROGRAM TYPES

OCTOBER - NOVEMBER - DECEMBER, 1947



OCTOBER - NOVEMBER - DECEMBER, 1946



(9:30 P.M.), *Bob Hope* (10:00 P.M.) and *Red Skelton* (10:30 P.M.), continued to place consistently in the First Fifteen and thus re-emphasized the trend toward block programming.

Top Ranking Daytime Programs

The Top Ten Daytime Programs as of the November 15, 1947 Network Program Hooperatings Report and their positions of rank in 1945 and 1940 are shown in the listing below.

Only five of the Top Ten programs were among the Top Ten for the comparable period in 1945; however, four of the remaining five were within three-tenths of a point of making this preferred list. They were: *Right to Happiness*, *Stella Dallas*, *Our Gal Sunday*, *Ma Perkins* (CBS). Only four of the current Top Ten were so ranked in 1940. A four-program sequence in the daytime, *Pepper Young's Family* (3:30 P.M.), *Right to Happiness* (3:45 P.M.), *Backstage Wife* (4:00 P.M.) and *Stella Dallas* (4:15 P.M.), all of which consistently placed in the Top Ten, is an interesting echo of the evening four-program sequences mentioned above.

Sets-in-Use

As shown in Chart III, the Evening Listening Index for the greater part of the year was below the 1945 and 1940 curves. In the January 15th Report, the Average Sets-in-Use of 34.6 was the highest figure released since the beginning of publication of the averages, excepting only January and February Reports published immediately following Pearl Harbor. The March 15th Report reached within 0.2 of the high, average Sets-in-Use, being 34.4.

The July 15th and August 15th Reports with an Evening Sets-in-Use figure of 17.3 and 17.2 respectively, established all-time lows. In the Hooperating Hi-Lights accompanying the July 15th Report, there was this statement, "In observing that new all-time lows in Available Homes, Sets-in-Use (only exception August, 1941) and Average Rating are established in this Report, it should be borne in mind that such averages more nearly reflect public behavior on an exceptionally long and exceptionally pleasant Fourth of July weekend (as compared with other weekends in the populous East)."

Second, during the summer months there was the influence of Daylight Saving Time, already discussed, which further tended to depress the 1947 curves below the 1945 level. In 1945 War Time was in effect throughout the year and the country had no regional or seasonal

(Continued)

Top Ranking Evening Programs

The top-ranking programs as of the November 30, 1947 Program Hooperatings Report and their position of rank in corresponding re-

ports for 1945 and 1940 are shown in the listing below.

Nine of the November 30th First Fifteen were among the First Fifteen in 1945; and seven were listed

in the First Fifteen in 1940. Two programs, new in 1947 and in the First Fifteen, were *My Friend Irma* and *Arthur Godfrey's Talent Scouts*.

Two four-program sequences, one on Sunday evening with *Jack Benny* (7:00 P.M.), *Bandwagon*, (7:30 P.M.), *Charlie McCarthy* (8:00 P.M.) and *Fred Allen* (8:30 P.M.); the other on Tuesday evening with *Amos 'n' Andy* (9:00 P.M.), *Fibber McGee & Molly*

Evening Ratings

First Fifteen November 30, 1947	Hooperating	Nov. 30, 1945 Position	Nov. 30, 1940 Position
1. Bob Hope	25.9	1	4
2. Jack Benny †	25.3	6	1
3. Fibber McGee & Molly	25.0	2	3
4. Charlie McCarthy	24.4	5	2
5. Amos 'n' Andy	22.6	16	31
6. Fred Allen	22.2	8	not on
7. Red Skelton -CH-	21.8	not on	not on
8. Radio Theatre	21.8	3	5
9. Mr. District Attorney	21.0	7	19
10. Truth or Consequences	20.3	21	24
11. Walter Winchell †	20.3	4	6
12. My Friend Irma	18.2	not on	not on
13. Music Hall	18.1	12	30
14. Bandwagon	17.7	35	12
15. Arthur Godfrey's Talent Scouts	17.4	not on	not on

† Includes first and second broadcasts.
CH-Computed Hooperating.

Daytime Ratings

Top Ten November 15, 1947	Hooperating	Position Nov. 15, 1945	Position Nov. 15, 1940
1. Our Gal Sunday	6.9	13	6
2. Aunt Jenny	6.7	20	32
3. Young Widder Brown	6.5	5	22
4. Romance of Helen Trent	6.5	10	19
5. Stella Dallas	6.4	12	4
6. Ma Perkins (CBS)	6.2	14	not on
7. Backstage Wife	6.0	7	13
8. Pepper Young's Family	6.0	3	3
9. Right to Happiness	6.0	11	9
10. Portia Faces Life	5.9	4	60

time shifts. Beginning with the October 30th report, the Average-Sets-in-Use for 1947 began again to surpass the 1945 level.

Daytime Sets-in-Use 1947 (Chart IV) outranked 1945 throughout the year, with the exception of August, when the Victory broadcasts in 1945 pushed daytime listening to an unprecedented high. The 1947 curve more closely parallels that for 1940, topping it slightly in the late winter-early spring period and in the fall but dropping somewhat below the 1940 level during the late spring and summer months.

These basic audience data are obtained by Hooper interviewers in 36 "Hooper" cities in which each of the four major networks offers service through a local station. None of the comparable information gathered by the Hooper organization in 63 other American cities qualifies for inclusion because these cities fail to provide equal program availability to all four networks. These telephone interviewers call homes continuously while programs are on the air and ask the following:

1. Were you listening to your radio just now?
2. To what program were you listening please?
3. What station please?
4. (a) What is advertised?
4. (b) How many men, women and children are listening?

When a person picks up the phone (at the other end of which is a Hooper interviewer) he immediately becomes a fundamental Hooper statistic. He is listed as a member of the "Available Homes"—the per cent "at home and awake" and hence potentially "available" to the radio during the interviewing

period. The answer to the first question above yields another fundamental measurement, "Sets-in-Use," the per cent of homes listening to the radio at a given time. The second question above yields the third basic measurement, Hooperatings—the per cent of total homes called listening to a particular program. 4(a) is alternately used for Sponsor Identification with 4(b) for "Audience Composition."

In each instance the figure published is an "average" for the duration of the program and as such includes the proper representation of both full and part-program listeners. This "average" measurement effects literal comparability of measurement between programs of all length and type. It can best be interpreted commercially as that per cent listening during the "average" commercial, whether it be formalized or integrated into the program's entertainment lines.

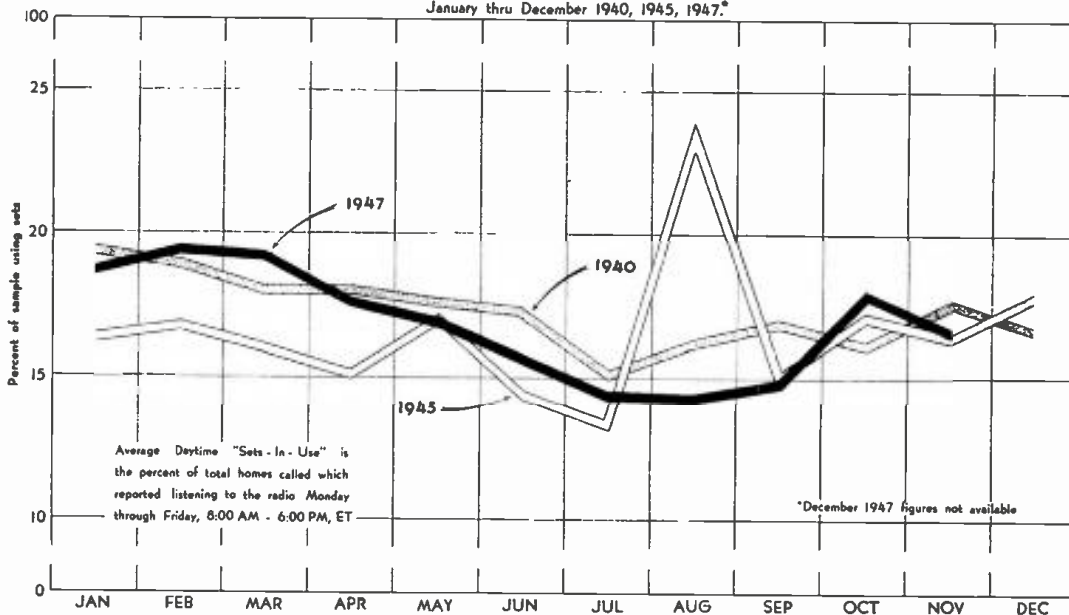
These measurements have been adopted as standard by the industry for network program popularity. Not only does the organization stand alone in its field, but because it has been providing comparable radio audience measurements since 1934, it is the only organization in radio with authentic back data strictly comparable with current reports.

CHART IV

Hooper Basic Audience Trends

SETS-IN-USE INDEX -- DAYTIME

January thru December 1940, 1945, 1947.*



Average Daytime "Sets-In-Use" is the percent of total homes called which reported listening to the radio Monday through Friday, 8:00 AM - 6:00 PM, ET

*December 1947 figures not available

LOCKWOOD • SHACKELFORD

Advertising

SINCE 1912

Radio Division

6233 Hollywood Blvd.

Hollywood 28, Calif.

Los Angeles, 14
122 East 7th St.

Chicago, 1
75 E. Wacker Dr.

New York, 17
420 Madison Ave.

BROADCASTING TRENDS

(Continued from Page 26)

about the right number. A majority of station managers attend: the NAB convention, NAB regional and district meetings, network sponsored meetings, state or regional broadcasting association meetings. Evaluating these meetings, the panel gave top rating, in value to the industry, to: the NAB convention, network sponsored meetings and NAB district meetings. In value to the station: network sponsored meetings was top, followed by NAB district meeting, and NAB regional meetings, with the NAB convention dropping to 8th place.

The most recent ballot investigated stations experience with disc jockey programs. 90% of the stations broadcast at least one such program, and the average station carries over two hours daily. More surprising, the average station has carried at least one disc program

for 4.7 years, and 65% of the stations have had a disc jockey program on at least 2 years.

About a third of the stations find disc jockey programs harder to sell to national accounts than their other locally produced shows. Roughly, half that many find them easier to sell. In the local field, however, 60% of the stations find these programs easier to sell than other locally produced shows, whereas only 9% say they are harder to sell. 45% of the stations find disc jockey programs about as profitable as any other locally originated program; 37% find them more profitable; only 12% say they are less profitable.

The Trends surveys are being continued as a regular feature in Broadcasting to report on station and agency attitudes on the major topical problems of the industry.

OPERATING COSTS OF STANDARD BROADCASTING STATIONS

Compiled by NAB from FCC Summary of 1945-1946 Annual Financial Reports

BROADCAST EXPENSES EXPRESSED AS PERCENTS OF STATION NET REVENUE FOR ALL COMMERCIAL STATIONS

	Network* Affiliated		Non- Affiliated		Industry* Total		Network* Affiliated		Non- Affiliated		Fulltime Total	
	1945	1946	1945	1946	1945	1946	1945	1946	1945	1946	1945	1946
Number of Stations	709	791	147	162	856	953						
Technical Expenses												
Salary & Wages	7.6%	8.8%	8.8%	10.4%	7.7%	9.0%						
Repairs of Tech. Equipment	1.2	1.2	1.3	1.4	1.2	1.2						
Cost of Power	1.0	.9	.9	.9	1.0	.9						
Other Technical Expense	.8	.9	.9	1.3	.8	1.0						
Total Technical Expense	10.6	11.8	11.9	14.0	10.7	12.1						
Program Expenses												
Salaries & Wages	8.4	10.1	10.7	12.0	8.7	10.4						
Talent Expenses	7.4	7.5	8.7	8.6	7.6	7.5						
Royalties & License Fees	3.0	3.0	2.8	2.8	2.9	2.9						
Transcriptions & Recordings	ND	1.1	ND	1.6	ND	1.2						
Cost of Wire Service	1.1	1.0	1.3	1.5	1.1	1.1						
Other Program Expense	4.4	3.5	5.2	3.4	4.5	3.5						
Total Program Expense	24.3	26.2	28.7	29.9	24.8	26.6						
Selling Expenses												
Salaries, Wages & Comms.	5.2	5.7	9.7	9.9	5.8	6.3						
Adv., Prom. & Publicity Exp.	3.7	3.5	3.3	3.9	3.6	3.5						
Other Selling Expense	1.3	1.1	1.2	1.2	1.2	1.2						
Total Selling Expense	10.2	10.3	14.2	15.0	10.6	11.0						
Total Direct Expense	45.1	48.3	54.8	58.9	46.1	49.7						
Gen. & Adm. Expenses												
Salaries & Wages	8.9	9.7	12.1	12.5	9.3	10.0						
Legal Service	1.2	1.1	1.7	1.8	1.2	1.2						
Insurance	.5	.5	.5	.5	.5	.5						
Exper. & Develop. Expense	.4	.3	.6	.4	.4	.3						
Supplies & Services	1.6	2.0	1.8	2.2	1.7	2.0						
Depreciation & Amortization	2.3	2.4	2.7	3.0	2.4	2.4						
Rent	1.7	1.7	2.0	2.2	1.7	1.8						
Taxes	1.6	1.5	1.9	1.7	1.6	1.5						
Losses	.1	.2	.3	.4	.1	.3						
Other Gen. & Adm. Expense	4.0	3.8	4.0	3.4	4.0	3.8						
Total Gen. & Adm. Expense	22.3	23.2	27.6	28.1	22.9	23.8						
Total Broadcast Expense	67.4	71.5	82.4	87.0	69.0	73.5						
Broadcast Income (before Federal Income Taxes)	32.6	28.5	17.6	13.0	31.0	26.5						
Total Broadcast Revenue	100%	100%	100%	100%	100%	100%						
50KW CLEAR CHANNEL—FULLTIME												
	Network* Affiliated		Non- Affiliated		50kw Clear* Fulltime		Network* Affiliated		Non- Affiliated		Local*	
	1945	1946	1945	1946	1945	1946	1945	1946	1945	1946	1945	1946
Number of Stations	41	40	0	1	41	41						
Technical Expenses												
Salaries & Wages	7.5%	8.7%		16.4%	7.5%	8.7%						
Repairs of Tech. Equip.	1.1	1.0		3.3	1.1	1.0						
Cost of Power	1.4	1.4		2.5	1.4	1.4						
Other Tech. Exp.	.8	.9		.2	.8	.9						
Total Tech. Exp.	10.8	12.0		22.4	10.8	12.0						
Program Expenses												
Salaries & Wages	6.5	8.1		4.6	6.5	8.0						
Talent Expenses	12.1	12.8		7.5	12.1	12.8						
Royalties & License Fees	3.1	3.2		3.2	3.1	3.2						
Transcriptions & Recordings	ND	.6		1.7	ND	.6						
Cost of Wire Service	.7	.5		LT	.7	.5						
Other Program Expense	3.9	3.9		2.6	3.9	3.9						
Total Program Expense	26.3	29.1		19.6	26.3	29.0						
Selling Expenses												
Salaries, Wages & Comms.	3.3	3.6		4.6	3.3	3.7						
Adv., Prom. & Publicity Exp.	3.2	3.0		6.0	3.2	3.1						
Other Selling Expense	1.5	1.6		2.4	1.5	1.6						
Total Selling Expense	8.1	8.2		13.0	8.1	8.4						
Total Direct Expense	45.2	49.3		55.0	45.2	49.4						

* Does not include the operations of 10 key stations of nation-wide networks since the reports filed by them with the Commission do not show adequate segregation of expenses between station and network operation.
ND = No Data—LT = Less than .1%.

	Network* Affiliated		Non- Affiliated		Fulltime Total	
	1945	1946	1945	1946	1945	1946
Gen. & Adm. Expenses						
Salaries & Wages	5.9	6.5		19.8	5.9	6.6
Legal Services	.7	.7		2.3	.7	.8
Insurance	.3	.3		.3	.3	.4
Exper. & Develop. Expense	.2	.3		0.0	.2	.3
Supplies & Services	1.5	1.8		7.2	1.5	1.8
Depreciation & Amortization	1.7	1.7		5.5	1.7	1.7
Rent	1.5	1.5		4.7	1.5	1.5
Taxes	1.7	1.4		1.0	1.7	1.4
Losses	LT	LT		.5	LT	LT
Other Gen. & Adm. Expense	3.6	3.9		5	3.6	3.9
Total Gen. & Adm. Expense	17.2	18.1		41.8	17.2	18.4
Total Broadcast Expense	62.4	67.4		96.8	62.4	67.7
Broadcast Income (before Federal Income Taxes)	37.6	32.6		3.2	37.6	32.3
Total Broadcast Revenue	100%	100%		100%	100%	100%

	REGIONAL CHANNEL—FULLTIME				Regional*	
	255	267	27	32	282	299
Technical Expenses						
Salaries & Wages	7.3%	8.4%	9.0%	10.4%	7.4%	8.6%
Repairs of Tech. Equipment	1.1	1.2	1.1	1.0	1.1	1.2
Cost of Power	.8	.7	.9	1.0	.8	.8
Other Technical Expense	.7	.9	.8	1.5	.7	.9
Total Technical Expense	9.9	11.2	11.8	13.9	10.0	11.5
Program Expenses						
Salaries & Wages	8.5	10.1	10.7	11.5	8.7	10.2
Talent Expenses	6.4	6.5	12.6	11.8	6.9	7.0
Royalties & License Fees	2.9	2.8	2.8	2.5	2.9	2.8
Transcriptions & Recordings	ND	1.2	ND	1.6	ND	1.2
Cost of Wire Service	.8	.8	2.0	1.9	.9	.9
Other Program Expense	4.4	3.4	4.5	3.1	4.4	3.3
Total Program Expense	23.0	24.8	32.6	32.4	23.8	25.4
Selling Expenses						
Salaries, Wages & Comms.	5.4	5.9	9.7	9.1	5.7	6.2
Adv., Prom. & Publicity Exp.	3.9	3.8	2.4	3.4	3.8	3.8
Other Selling Expense	1.2	1.0	.8	.8	1.2	1.0
Total Selling Expense	10.5	10.7	12.9	13.3	10.7	11.0
Total Direct Expense	43.4	46.7	57.3	59.6	44.5	47.9
Gen. & Adm. Expenses						
Salaries & Wages	9.0	9.8	11.5	11.5	9.2	9.9
Legal Services	1.3	1.1	1.4	1.3	1.3	1.1
Insurance	1.5	.6	.5	.5	.5	.6
Exper. & Develop. Expense	.3	.2	.2	.1	.3	.2
Supplies & Services	1.6	1.9	1.5	1.8	1.5	1.8
Depreciation & Amortization	2.6	2.6	2.6	2.3	2.6	2.6
Rent	1.8	1.8	2.3	2.5	1.8	1.9
Taxes	1.6	1.6	1.8	1.6	1.6	1.6
Losses	.1	.1	.4	.4	.2	.2
Other Gen. & Adm. Expense	3.8	3.6	4.8	3.8	3.9	3.7
Total Gen. & Adm. Expense	22.6	23.3	27.0	25.8	22.9	23.6
Total Broadcast Expense	66.0	70.0	84.3	85.4	67.4	71.5
Broadcast Income (before Federal Income Taxes)	34.0	30.0	15.7	14.6	32.6	28.5
Total Broadcast Revenue	100%	100%	100%	100%	100%	100%

	LOCAL CHANNEL—FULLTIME			Local*		
	361	429	70	62	431	
Technical Expenses						
Salaries & Wages	8.5%	9.4%	8.8%	9.8%	8.5%	9.5%
Repairs of Tech. Equipment	1.3	1.4	1.5	1.3	1.4	1.4
Cost of Power	.8	.8	.9	.8	.8	.8
Other Technical Expense	1.0	.9	.9	.8	.9	.9
Total Technical Expense	11.6	12.5	12.1	12.7	11.6	12.6
Program Expenses						
Salaries & Wages	10.3	11.8	12.5	13.5	10.7	12.0
Talent Expenses	2.3	2.4	4.2	5.0	2.6	2.7
Royalties & License Fees	2.8	2.7	2.6	2.8	2.8	2.7
Transcriptions & Recordings	ND	1.6	ND	1.8	ND	1.7
Cost of Wire Service	2.3	1.9	1.3	1.6	2.1	1.8
Other Program Expense	5.2	3.6	7.4	4.1	5.5	3.7
Total Program Expense	22.9	24.0	28.0	28.8	23.7	24.6
Selling Expenses						
Salaries, Wages & Comms.	7.4	7.5	9.3	10.3	7.7	7.9
Adv., Prom. & Publicity Exp.	3.0	2.8	3.7	4.3	3.2	3.0
Other Selling Expense	1.2	1.1	1.8	1.4	1.3	1.1
Total Selling Expense	11.6	11.4	14.8	16.0	12.2	12.0
Total Direct Expense	46.1	47.9	54.9	57.5	47.5	49.2
Gen. & Adm. Expenses						
Salaries & Wages	12.9	13.1	14.0	13.3	13.1	13.1
Legal Services	1.5	1.5	1.8	1.9	1.6	1.6
Insurance	.6	.6	.5	.5	.6	.6
Exper. & Develop. Expense	.5	.4	1.2	.8	.6	.4
Supplies & Services	2.0	2.4	1.6	1.7	1.9	2.3
Depreciation & Amortization	2.5	2.6	2.2	2.4	2.5	2.6
Rent	1.6	1.6	1.8	1.9	1.6	1.6
Taxes	1.7	1.5	1.7	1.5	1.7	1.5
Losses	.3	.6	.4	.5	.3	.6
Other Gen. & Adm. Expense	4.6	4.0	4.0	4.0	4.5	4.0
Total Gen. & Adm. Expense	28.2	28.3	29.2	28.5	28.4	28.3
Total Broadcast Expense	74.3	76.2	84.1	86.0	75.9	77.5
Broadcast Income (before Federal Income Taxes)	25.7	23.8	15.9	14.0	24.1	22.5
Total Broadcast Revenue	100%	100%	100%	100%	100%	100%

INVESTIGATE ALDEN FACSIMILE

FM stations use the Alden Facsimile System as a promotional means to increase their listening audience and call attention to their FM stations. They choose Alden because:

1. The Alden Recorders produce the most beautiful pictures not only in black and white but in the pleasantly toned Alfax sepia papers.
2. The Alden system assures attention-getting programs by combining sound and the operation of bulletin size recorders in semi-public places, enlarging the same program that is sent to the home and other points.
3. The Alden system is designed and priced for the mass market; is not restricted as to particular FM sets and thus has the promotional interest of all set dealers in your area.
4. The Alden equipment has basic simplicity, minimizes service through interchangeable spare parts and is thoroughly suitable for use by non-technical people.
5. The Alden system has every factor, including program possibilities, that insure the largest saturation of recorders per area, operation in marginal signal areas, and thus the greatest

AUDIENCE ANALYSES VIA AUDIMETER METHOD

By A. C. NIELSEN

President, A. C. Nielsen Co.

IN 1948 BROADCASTERS must give increasing attention to programming. In this article the factors creating this need will be reviewed, followed by an outline of steps to be taken if programming is to be placed on a scientific factual basis.

The Battlefield of Media

Viewed as entertainment or as an advertising medium, the success of radio is measured by its success in winning, holding, and expanding its place on the time budget of consumers. Day after day, week after week, this battle is in progress. Every form and type of human activity is contending with radio for a place on the clock face. After all is said and done, the effectiveness of advertising dollars spent in magazines, newspapers or radio depends upon the proportion of time that consumers are willing to set aside for these media.

In this clock face competition, radio has been both fortunate and successful to date—and here are the facts to prove it.

A glance at Chart 1 shows that the market—by families and people—has continued its expansion during this past year. Granting complete accuracy for these figures, there has been a gain of approximately a million families—a very important addition to the total market. The mere fact that these added families are new families, beginning life as newly-created households, spells out new opportunity for goods and services.

Of course, these new families, like all the rest, can allot their time—at least their leisure time—pretty much as they choose. How did radio come out in its competition for time? Very well indeed!—it seems, because in contrast to that gain of almost one million families, there has been a gain of nearly two million radio

THE NIELSEN AUDIMETER

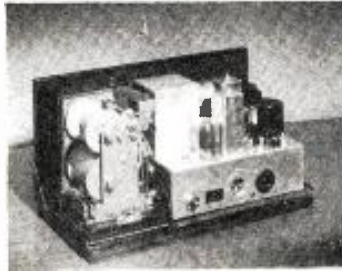


Figure 1

This graphic, automatic, electronic instrument records dial twists of a radio receiver in each Nielsen survey home. Record is kept for 24-hour period, day by day, recording vital radio data.

families. This increase is not only evidence of the market's decision to allot time to the medium—included is the market's decision to spend its dollars for radio equipment to make this possible.

And here's another piece of evidence to lay on the table—**MORE HOMES HAVE MORE RADIOS**. A study made last year compared multiple-set homes in 1947 with those of 1944. (Chart 2.) Again, radio has reason to congratulate itself. With more money to spend, and more radio sets available, the number of multiple-set homes has shown dramatic increase—34%. These multiple-set homes do not merely indicate the desire of families for greater convenience in their listening. These added sets also stand for added listening—more people in the household giving more time to programs of their specific choice. This makes possible a still greater impact of the medium on the total market.

Failure to measure this greater impact will provide another instance in which radio has been short-changed as a medium—and the market-reaching effectiveness of programs left in doubt. Such short-changing is unnecessary. The Nielsen Radio Index is based upon a technique that includes the accurate measurement of radio usage in multiple-set homes.

The NRI Service

We have been considering the increase in the consumers' listening facilities. Have these increased facilities resulted in greater time given to radio?

That is a highly important and fundamental question, and like many others in relation to radio—as regards time buying, time selling and programming—can be accurately and adequately answered from the data provided by Nielsen Radio Index (NRI).

The basic characteristics of this service may be summarized as follows:

1. NRI is not a program rating service restricted to an index of a program's popularity. It is a very comprehensive *marketing research* service that is applied to the major marketing, time buying and programming problems involved in broadcasting and sponsoring radio programs.

2. NRI is based upon an adequate sample of radio homes, extending from coast-to-coast and representative of 63% of all radio homes. It is so selected and maintained that it reflects factors of human behavior influencing program listening and product buying. NRI homes are located precisely in accordance with the distribution of radio homes, county by county, and by census tracts in metropolitan areas. Rich families and poor families, living in cities, small towns and on farms are all included in their proper proportion. As a result, this sampling method makes possible projectible ratings for each radio program. A fixed sample of homes is needed to insure maximum accuracy of data, to produce significant *trend* information, and to make studies comparing market penetration between programs and competitors, and for long periods of time.

3. The scope and accuracy of NRI data is fundamentally due to the fact that it is derived from each home by an electronic device, patented and developed by A. C. Nielsen Company. This device bears the trade-marked name, Audimeter (Nielsen Automatic Electronic Recorder; see Figure 1). Unseen, unheard, unnoticed and its function unknown in most sample homes, the Audimeter makes a continuous record of each tune-in, the minute-by-minute listening and the time of tune-out for each program heard in the home.

4. Personal calls by the trained Nielsen field staff are made on each NRI home at regular intervals, and during these calls an actual physical inventory is taken of network-advertised products. Thus, listenership to specific programs can be compared with the consumption of program sponsors' products in the same identical consumer homes.

More Listening Hours

The average number of hours allotted to listening—per home, per day—represents, in 1947, an increase of approximately 8% over 1946. This is direct evidence, indeed, on how radio is faring in media competition. And this increase gives the greater assurance because it seems to show that the long trend which began 20 years or more ago is still pursuing its upward course.

But of far greater significance than this percentage increase between the two years is the total number of hours which the average American home now sets aside for radio. Again, this astounding fact can be written across the 12-month calendar—the average American family on an average day allots more time to radio than to any one other of its activities except sleeping and working!

In addition, the *total volume of hours* devoted by the radio market to radio on an average day has increased approximately 14%.

To summarize this favorable position of radio:

The market has increased. There are more families to sell, more families to listen.

The proportion of radio-equipped homes has increased. All but a negligible fraction of American homes is now included.

More homes have more radios. More units in the total market can now listen to the program of their choice.

And, against this background—*More families now give more time per day to the radio.*

Another Side to the Picture

It is highly probable that, looking back from some point in the future, 1948 will emerge as a year of unusual importance in radio's history. We may then see clearly that it was during these next 12 months that a new pattern of time allotment by American homes began to have its effect upon the long-term trends of listening to radio.

It, of course, does no good at all to shut our eyes to the fact that certain conditions are now at work in broadcasting which may, on the average, lower the audience size for any one program, station or network. It is now too early to measure the full effect of these changing

(Continued)

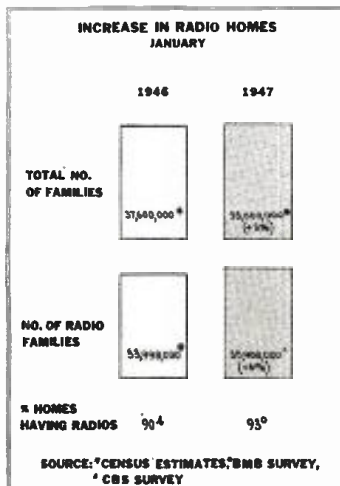


Chart 1

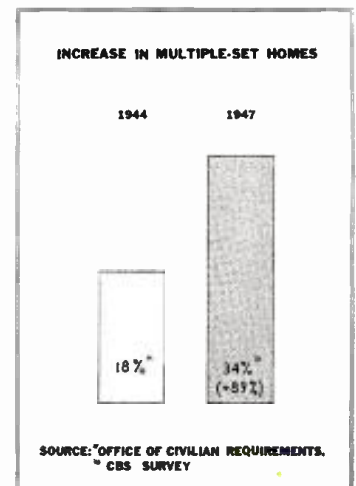


Chart 2

conditions. At this point, we can only indicate their possible effect on radio—both as entertainment and as an advertising medium.

On the graph on page 16, we see the phenomenal increase that has occurred in the number of AM stations—a 1947 rise of 41% in total operating stations. It becomes apparent that these new AM stations will introduce an important new element in the competition for the consumer's time. A greater number of stations and a greater number of programs will share the consumers' allotted radio time. Unless there should be a more dramatic increase in average amount of time allotted by the average home, programs on the average may experience a reduction in audience size.

NRI data reveals that, in total, independent stations have increased their share of listening 21%—March 1947 versus March 1946. But more significant is the fact that among independent stations operating in March of both years an increase of 12% has been recorded. Thus of the total gain by independents, 57% seems directly attributable to improvement in program offerings by those independent stations operating in both years. Apparently, independent stations have utilized part of their greater prosperity in thus increasing their competitive strength.

Frequency modulation, another competitor for the consumer's time,

shows greater progress—a gain of 247% in number of stations actually operating. There were 100 in 1946; 347 in 1947.

The general listening public probably thinks of FM as only another type of radio reception. It, of course, does not take into account all the many technical differences between AM and FM, and the fundamental requirement of producing and transmitting a separate FM program in order to reach FM receivers. Very probably the average family with FM facilities would be somewhat confused in verbally reporting over the phone regarding FM versus AM listening. The automatic electronic recorders of the Nielsen Radio Index could make certain that when FM was being listened to, this listening was being reported.

Though there is some uncertainty on the part of the public regarding FM, those who pay for time and those who produce shows and broadcast programs have a firm grasp of the truth that if part of the audience tunes to FM reception, such listening may represent, to an unknown degree, a subtraction from the AM audience. FM may produce a large part of its own audience; but this is not yet known. Nielsen Radio Index is not reporting FM listening. But when the demand for accurate measurement of FM becomes large enough to support commercial operation, such measurements will become part of regular NRI service.

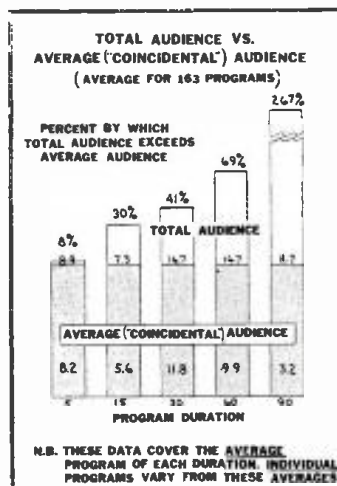


Chart 3

Television a Major Factor

There is still another major factor emerging. Operating television stations have risen from a total of 6 in 1946 to 16 in 1947. Recent estimates have placed the number of television sets in the hands of consumers as high as 40,000 by the end of 1947.

Unlike the public's possible confusion regarding AM and FM, here there is no uncertainty at all. The public is obviously and sharply aware that, at last, they are looking at images that have come over the air. Depending upon effective development of television as entertainment, an increasing number of homes may consciously be reducing their listening time as they increase their viewing time.

It is quite possible that emergence of successful television will still further increase the public's time-total allotted to entertainment over the air. But somewhere along the road, this internal competition between television, FM and AM will begin to assume an importance that must be reckoned with. The first step in clearly measuring this competition is to establish an accurate measurement of television in its impact on the total market. And again, sometime back, in the NRI engineering development laboratory, the technical development making this possible was completed and tested, and it now awaits the time when television will reach a sufficiently high level of commercial operation.

Radio's Total Audience

Under the pressure of this increasing competition, radio should put an end to its unfortunate and unfair habit of measuring the audience of programs by the one yardstick of "average or coincidental audience." The seller of radio handicaps his own sales efforts; the work of the radio producer stands in an unfavorable light; and the buyer of radio underestimates the true value of his purchase—as well as misleading himself as to the relative value of various programs; all because of this careless habit of quoting average (or "coincidental") audience figures.

The radio audience is not fixed for the entire duration of a program—some people tune in early; others tune in late; and still others tune out before the end of the program. But these part-time listeners hear commercials, gain impressions, and buy the products advertised.

To get the full effect of this average (or "coincidental") audience, let's compare it with the total audience for programs of varying duration. (See Chart No. 3.) While the number of unclaimed listeners varies widely from program to program, the average 15-minute program has a total audience 30% higher than its average audience; and for the typical 30-minute program the NRI Total Audience (counting all the families who listen) is 41% higher than the average audience. NRI service makes a complete and accurate record of all the families that listened each minute of the program.

The truth about radio adds up to a far better, brighter, keener sales story than the industry has yet used. This data is needed now by advertisers and agencies, program producers and sellers of time and talent.

The impact of radio is embodied in an NRI measurement that the advertiser or a marketing man should reach for—NRI "Cumulative-Commercial Audience." It measures the great radio audience hitherto uncounted—the 80% of homes lying beyond the reach of the 36-city "Coincidental" phone rating. It takes all the radio audience to account for the entire market for products.

It measures the "Cumulative Audience" reached by a series of programs. This is the market coverage of the sponsor's program at work over a period of time. It reveals to the advertiser or agency what portion of the market is covered adequately—what is left open for competitors. And NRI "Cumulative-Commercial Audience" reports the number of homes hearing each program's commercial message—for a series of programs. These two major NRI measurements of radio—NRI "Total Audience" and NRI "Cumulative-Commercial Audience" will assume a new importance in the light of radio's increasing competition. They become important because they tell the truth about the far larger audience reached by radio and because they give the true and larger base for radio's competition with other media.

But adoption and use of these larger, more accurate measurements of the impact of radio on the market are only part of the strategy that must be considered by broadcasters, networks or stations, as they face increasing competition in America's time budget.

The other half of this strategy depends upon skill in programming; the strategy of so placing specific programs, or types of programs, by hours of the day, or days of the

Now...

YOU CAN COVER THE QUAd-Cities LIKE AN ECLIPSE

WQUA is powered and programmed for the QUAd-Cities! Our interference-free day-and-night signal blankets this four-city metropolitan market with planned programming, of, by and for its more than 200,000 people. Spotlighting their intense local interest in sports (WQUA carried more than 200 play-by-play broadcasts in its first year!), news, special events and music against a background of Mutual programs, we have won unprecedented recognition.

WQUA

AT LOCAL STATION RATES

"The QUAd-Cities' Station" REPRESENTED BY

WQUA

RADIO CENTER T.H.S. MOLINE, ILL. RADIO SALES

FULL TIME - MUTUAL BRUFF W. OLIN, Pres., Gen. Mgr.

week, or season, that as a result larger audiences are gained and held by a station or a network.

Principles of Programming

In the main, the strategy of programming goes back to certain principles—one or another of which may become important in relation to any one station in any one situation. These principles may be listed as follows:

a. *Build around strong programs.* Take advantage of an already achieved large audience, already established in relation to some program (station or network).

b. *Consider audience building* at those points where the accumulated shares of audience for major stations are low in respect to the index of "homes using radio." It is at these points that the potential increase for an individual station is high.

c. Consider carefully *the allocation of talent dollars* in proportion to the "available audience" level—as shown by the NRI Rating "Homes Using Radio." If the audience is bound to be small because of habits of human behavior over which radio has little control, (for example, the dwindling audience at 10 p.m.), then talent costs should not be maintained at levels warranted only by higher potential audiences.

With these principles in mind, let's consider certain specific applications arising from NRI service.

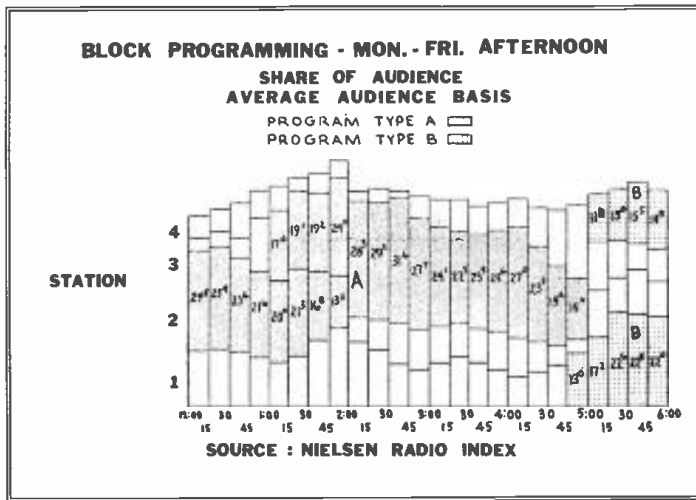


Chart 4

Share of Audience

NRI "Share of Audience" is that proportion of *total listening* allotted to any one program or type during a given time period. The share of audience of a particular program or type, when compared with the preceding program's share of audience, will indicate its audience building power.

Audience building powers of particular programs or types vary considerably by hours of the day, days of the week, seasons of the year and other factors. Broad generalities cannot be relied upon. Instead, each individual situation must be analyzed.

Block Programming

Now let us turn to a phase of programming that has received very considerable thought during the past 12 months. This has come to be known as "Block" or "Mood" broadcasting—the continuation of the same program *type* across appreciable periods of time. The advantages of building a program structure of this kind are presumed to be these:

1. There seems to be evidence that proper scheduling of programs of the same type will *attract and hold larger audiences* than would be otherwise attracted by mixing programs of various types (daytime

serials would be an example of the principle involved).

2. *The tuning habits of people are not fixed.* Sometimes they tune in late—sometimes tune out early. Chance of attracting listeners to a type of program they prefer is presumably greater during a period of an hour than during a 15-minute period.

3. It is believed that once people get in the mood for a certain type of program, *they prefer to continue listening to that type.* Hence change from one program type to another is supposed to break the so-called "mood," thus losing audience.

However, these generalities are not enough. They only argue that "block programming" seems desirable. It is important to give careful consideration to other factors available from NRI data:

1. It must be remembered that the *relative strength of the program type* will, to a large degree, determine size of audience obtained. For example, it's generally recognized that comedy-variety programs on the average produce largest audiences. Concert music, as a type, produces relatively small audiences. Thus, the inherent strength of the program type selected for the "block" series is of prime importance.

2. The relative strength of *competing programs* exerts a major influence on size of audience obtained.

3. The use of "block programming" in principle *cannot overcome the* (Continued)

Sherman & Marquette

ADVERTISING



CHICAGO • NEW YORK • HOLLYWOOD

weakness of a particular program. Specific strength of all programs in the series is required to produce and maintain audience.

4. It must be kept in mind, as always, that the strength of preceding and following programs influences audience size.

5. Careful consideration must be given to the type of program used to effect transition from "block programming" of one type to "block programming" of another. Said in another way, "What type of program will hold the audience to Block I and make possible the conversion of this audience to Block II?"

6. And, of course, the programming facts illustrated in the preceding section must not be neglected here; i.e., the relative strength of each program type varies by time of day, day of week and season of year.

With these points in mind, let's consider the application of one or two of these factors in a typical "block program" situation.

In Chart 4 (page 39) we have a picture of "block programming" across the time interval of an entire afternoon. Beginning with 12 o'clock and running until 2 o'clock, we see that one particular type program appears on Station No. 2. From noon until 1 o'clock, Station No. 2 is in a dominant position. However, when the same type of program is aired on Station No. 3, note the apparent flow of audience from Station No. 2 over to Station No. 3, and that Station No. 3 then dominates the air with its "block" series of continuous "mood" pro-

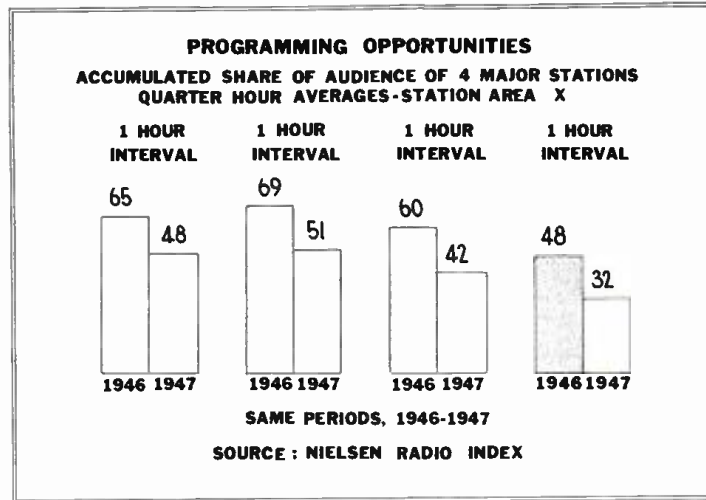


Chart 5

grams until 4:45 when this "mood series" is terminated. At this point, two other series of "mood" programs, keyed to child listening, compete directly with one another for the major portion of the listening audience.

One fundamental principle is thus illustrated: The series of "block" programs used must be keyed to the mood possibilities of the available audience.

Programming and Audience Behavior

An NRI test of programming competition among four stations has shown some interesting facts about audience reactions to block program-

ming. One of the four stations carried a certain type of program for an hour and a half, and built up its share of the total listening audience to approximately 35%. When this station dropped its block of programs at the end of the hour and a half, that type program was picked up by another station, with the result that station No. 2 more than doubled its share of audience, and station No. 1 lost more than half its audience.

When this loss was discovered through NRI measurement, station No. 1 restored that type program following the conclusion of station No. 2's block of programs, and regained its audience.

It seems clear from the movement of audience in this particular survey that a combination of circumstances has created on this particular evening, a heavy preference for a single type of programming.

It is important to know this and other related NRI facts concerning audience behavior in order to do the most effective job of programming.

Here in Chart 5 is an actual case in which NRI data revealed programming opportunities and made possible wise decisions in programming strategy. It will be recalled that, in a preceding section of this article, one of the principles of programming was outlined as "Build at those points where the accumulated shares of audience for the major stations are low." Here on Chart 5 are the accumulated shares of audience for the major competing stations for four separate time intervals. The first bar in each instance represents the accumulated shares of these major stations for a particular report period for 1946; the second bar, the comparable report period for 1947.

Comparing these accumulated shares, we see that the 1947 level in each instance is much lower than the 1946 level. This fact indicates that the programs now being aired over these major stations do not have the public appeal which the 1946 programs had. Thus these time periods offer large potential audiences for any station which is able to air programs better tuned to public acceptance.

WLOW Does Sell!

GASOLINE . . . "Dealers are very enthusiastic about the results thus far achieved." *Pure Oil Distributor.*

BEER . . . "Majority of places selling Arrow Beer keep their radios on WLOW all day. We wish to compliment you on the selling job you are doing for us." *Norport Beverage Co.*

AUTOS . . . "I feel entirely satisfied many of our cars are moving due to WLOW." *Centre Motor Co.*

WLOW was the ONLY radio station in Virginia to receive a First Prize Award in the 1947 Billboard Magazine Contest!

Represented
by
FORJOE

WLOW

NORFOLK, VA.

Robert Wasdon
Gen. Mgr.

The nation's smallest state has . . .

**A BIG LESSON
FOR TIME BUYERS**



There are 138,000 foreign-born in R. I. A good majority of the population is one generation removed from foreign ancestry. WRIB's "beamed" programming for both English and foreign-born aims at delivering BOTH.

Only WRIB in R. I. carries Italian, French, Portuguese, Polish, Jewish, Armenian, Greek, Syrian language programs — beamed at potential audiences aggregating more than 350,000 persons.

IF YOU OVERLOOK WRIB, YOU OVERLOOK RHODE ISLAND

WRIB PROVIDENCE, R. I.

250 WATTS • 1220 K. C.

Represented Nationally by Forjoe & Company



THE WORLD'S BEST COVERAGE

OF THE WORLD'S BIGGEST NEWS



UP UNITED PRESS

Awards and citations listed herewith were presented during 1947 and were not necessarily for that year.

MAJOR RADIO AWARDS and CITATIONS—1947

Annual Advertising Awards *

- 1946 Gold Medal Award**
EDGAR KOBAK, president of MBS for "contributions to the knowledge and technique of radio advertising."
DR. ALLEN B. DUMONT, president, Dumont Laboratories, Inc. for "contributions to the advancement of television as a new service to the public as a new medium of advertising."
Radio Division Bronze Medals
STANDARD BRANDS and J. WALTER THOMPSON CO. for outstanding skill in commercial program production. *Fred Allen Program.*
U. S. RUBBER CO. and CAMPBELL-EWALD CO. for programs which contributed most to the advancement of radio advertising as a social force. *N. Y. Philharmonic Broadcasts.*
THOMAS J. LIPTON INC. and YOUNG AND RUBICAM INC. for a special program, *Hunger Ranges On.*
 * The annual Advertising Awards were founded by Edward Bok in 1924, and administered by the Harvard School of Business until 1930. They were revived in 1935 by *Advertising and Selling Magazine*, present sponsor.

American Television Society Awards

- ELECTRIC ASSN. OF CHICAGO** for television promotion in the Chicago area
THE DRAMATISTS GUILD, New York, for making new programs and program ideas available to television
JACK POPELE, WOR New York; president, Television Broadcasters Assn. for being individual who has done most to solve television problems, specially for work on apartment house antenna problem and the tax on television in public places
GEORGE SHUPERT, sales manager, Paramount Television; ATIS President 1945-47 for rendering greatest personal service to the advancement of the medium

H. P. Davis National Memorial Awards *

- KENNETH BANGHART**, NBC Staff National Gold Medal Winner and \$300 grand prize
ED. HERLIHY, WNBC New York Group award winner for owned and operated station class
RAY OLSON, WOW Omaha Group award winner for regional affiliate class
GEORGE BARCLAY, KFI Los Angeles Group award winner for clear channel affiliate class
DAVID BENNETT, WKBO Harrisburg, Penna. Group award winner for local affiliate class
DAVID GARROWAY, WMAQ Chicago Honorable mention for owned and operated station class
JAMES WESTOVER, KDKA Pittsburgh Honorable mention for clear channel affiliate station class
ALBERT V. GILBERT, WIRA Madison, Wis. Honorable mention for regional affiliate station class
EVANS A. NORD, KELO Sioux Falls Honorable mention for local affiliate station class
 * 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 the board of NBC. Winning announcer is awarded gold medal and \$300 in cash. Runners-up are awarded engraved rings. Both these awards are distributed annually. Selections are made from regular staff announcers of NBC stations.

City College Broadcasting Awards *

- Plaques*
 Top awards for best in class entrants, regardless of type of entry, have been awarded to:
KENYON & ECKHARDT INC., New York
AMERICAN BROADCASTING CO.
KGFJ, Los Angeles
WFIL, Philadelphia
WLW, Cincinnati

- Awards of Merit*
KENYON & ECKHARDT INC., New York for the most effective promotion of a sponsored program, *Country Fair.*
KGFJ, Los Angeles, for the most effective public service programs, *The Law Is Your Servant*, and *If They Had Lived*. (100-250 w class)
 The following awards for the most effective direct selling, sponsored programs:

- AMERICAN BCSTG. CO.**, *Henry Morgan Show*
WFIL, Philadelphia, *Teen Age Time*
J. M. MATHES INC., New York, *Canada Dry Sparkle Time.*
WGN, Chicago, *Baker's Spotlight.*
NBC WESTERN NETWORK, Hollywood, *Name Your Music.*
RICH'S INC., Atlanta for the most effective institutional program, created by a sponsor, *Rich's Radio School.*

- WGAR**, Cleveland for the most effective institutional, sponsored program, created by a station, *Footlights Forum.*

- WEEL**, Boston for the most effective public service program, *See Guidance for Youth* (5-10 kw class).

- AMERICAN BCSTG. CO.**, New York for the most effective public service program, *Hiroshima.* (Network class).

- HARRY S. GOODMAN**, New York for the most effective sponsored spot announcements, *Weather Forecast Jingles.*

- BANNER & GREIF**, New York for the most effective promotion of a sponsored regional program, *Professor Quiz*

- WNHC**, New Haven for the most effective over-all station promotion (100-250 w class).

- KMBC**, Kansas City, Mo. for the most effective over-all station promotion (5-10 kw class).

- KTHT**, Houston for the most effective promotion of a public service program, *KTHT Builds A GI House.* (100-250 w class).

- KLZ**, Denver for the most effective promotion of a public service program, *KLZ Farm Reporter.* (5-10 kw class).

- WFAA**, Dallas for the most effective promotion of a public service program, *Homer K Saphed.* (5-10 kw class).

- WFIL**, Philadelphia for the most effective promotion of a sponsored program, *Louis-Conn Fight.* (5-10 kw class).

- KECA**, Los Angeles for the most effective promotion of a sponsored program, *Philco Radio Time With Bing Crosby.* (5-10 kw class).

- AMERICAN BCSTG. CO.**, New York for the most effective promotion of a sponsored program, *Philco Radio Time With Bing Crosby.* (Network class).

- WLW**, Cincinnati for the most effective over-all station promotion (50 kw class).

- Honorable Mention*
J. M. MATHES INC., New York for the creation of an unusually effective direct selling, sponsored program, *Hoagy Carmichael Program.*
THE NATIONAL COUNCIL OF THE YMCA, New York for the creation of an unusually effective institutional program, *Children of Babel.*

- KSD**, St. Louis for an unusually effective public service program, *The Cardinal Glennon News Story.*

- KUOM**, Minneapolis for unusually effective public service programs, *KUOM For Kids* and *School by Air.*

- WNEW**, New York for an unusually effective public service program, *Keep Faith With America.*

- WTMJ**, Milwaukee for an unusually effective public service program, *Cooperation Please.*

- COLUMBIA BCSTG. SYSTEM**, New York for unusually effective public service programs, *Operation Crossroads*, and *Empty Noose.*

- YOUNG & RUBICAM, INC.**, New York for unusually effective promotion of a sponsored national program, *Vox Pop.*

- WMT**, Cedar Rapids, Iowa for unusually effective promotion of a public service radio program, *Traffic Jam in the Cornfields.*

- WING**, Dayton for unusually effective over-all station promotion.

- WNBC**, New York for unusually effective over-all station promotion.

- KYUM**, Yuma for unusually effective over-all station promotion.

- KXOK**, St. Louis for unusually effective promotion of a sponsored program, *Rush Hughes.*

- * The CCNY Awards under the chairmanship of Dr. John Gray Peatman, associate dean CCNY, are determined by the following committee of radio editors of the advertising and amusement press: Paul Ackerman, *Billboard*; Victor DeLaire, *Printer's Ink*; E. W. Davidson, *Sales Management*; Joe Koehler, Sponsor; Lawrence M. Hughes, *Advertising Age*; Bruce Robertson, *Broadcasting*; M. H. Shapiro, *Radio Daily.*

duPont Awards *

- WHO** Des Moines
WKY Oklahoma City, Okla.
ELMER DAVIS ABC 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; Mrs. LaFell Dickinson, president of the General Federation of Women's Clubs; M. H. Ayelsworth, New York attorney and first president of NBC; the Right Reverend Henry St. George Tucker, retired presiding bishop of the Episcopal Church; Mrs. duPont; Wm. H. Goodman, secretary of the Awards Foundation. Previous winners of the duPont Awards were: 1945—KDKA Pittsburgh. WNAX Yankton, S.D., Lowell Thomas; 1944—WJR Detroit. WTAG Worcester. H. V. Kaltenborn; 1943—WLW Cincinnati. WMAZ Macon. Raymond Gram Swing; 1942—KGB San Francisco, (shortwave station at the time operated by G. E.) and Fulton Lewis Jr.

General Electric Award

- Silver Plaque*
KOA-NBC Denver for station operating perfection; loss of only four seconds during 1946.

IRE Memorial Awards *

- IRE Medal of Honor*
L. C. F. HORLE, Chief engineer, RMA for "substantial and important advancement in the science and art of radio communication."
Browder J. Thompson Memorial Prize
W. H. HUGGINS, AAF Radio Engineer for his paper on "Broadband Noncontacting Short Circuits for Coaxial Lines."
 1948 Morris Leibmann Award
S. W. SEELEY, director, RCA Industry Service Laboratories for development of ingenious circuits related to frequency modulation.*

National Headliners Club Medal Awards

- ARTHUR GAETH**, Mutual Broadcasting System for the outstanding foreign broadcast of 1946; his "excellent and dramatic on-the-spot coverage of the Nuremberg executions."
JOHN GALBRAITH, KGO for the outstanding news broadcast of last year; his "excellent on-the-spot account of the Alcatraz prison riot."
WINSTON BURDETTE, CBS for the outstanding assigned radio reporting achievement of 1946; his broadcast from the Bilbo hearing in Jackson, Miss.
JOHN McVANE, NBC for outstanding coverage of a continued major news story; his "excellent reporting of the United Nations meetings."
 * Awards are for journalistic achievement during the year 1946 and are awarded at the annual luncheon of the Headliners in Atlantic City

Ohio State Awards *

- Group I—National Network Programs:*
RELIGIOUS BROADCASTS
 First Award *The Eternal Light*, NBC. Honorable mentions, *Salt Lake City Tabernacle Choir*, CBS; *The Catholic Hour*, NBC; *Way of the Spirit*, CBS.
AGRICULTURAL BROADCASTS
 First Award, *Columbia's Country Journal*, CBS. Honorable Mention, *The Garden Gate*, CBS.
WOMEN'S PROGRAMS
 No First Award. No Honorable Mention.
CULTURAL PROGRAMS
 First Awards, *Theater Guild of the Air*, ABC and *NBC Symphony*, NBC. Honorable mentions, *Stage '47*, CBC, *Author Meet Critics*, MBS, *Fred Waring Show*, NBC.
PERSONAL AND FAMILY PROGRAMS
 First Award, *Are These Our Children*, ABC.
SOCIAL PROBLEM PROGRAMS
 First Award, *American Town Meeting of the Air*, ABC.
PUBLIC ISSUES PROGRAM
 Honorable Mention, *University of Chicago Round Table*, NBC.
NEWS INTERPRETATION PROGRAMS
 First Award, *Raymond Swing*, ABC.
CIVIC & SERVICE PROGRAMS
 First Award, *Doctors—Then and Now*, NBC.
INTERNATIONAL PROGRAMS
 First Award, *World Security Workshop*, ABC. Honorable Mention, *Your United Nations*, NBC.
SPECIAL ONE-TIME BROADCASTS
 First Awards, *The Eagle's Brood* and *The Empty Noose*, CBS Documentary Unit; *School-Teacher 1947*, and *Hiroshima End All*, ABC; *The Patient and the Visitor*, CBC.

- CHILDREN'S PROGRAMS FOR LISTENING OUT OF SCHOOL**
 First Award, *American School of the Air*, CBS; and *CBC Children's Programs*, CBC. Honorable mention, *Superman*, MBS.
TEEN AGERS PROGRAMS
 First Award, *It's Up to Youth*, MBS. Honorable mention, *Youth Asks the Government*, ABC.

- Group II—Regional Networks and Organizations, Regional and Clear Channel Stations*
RELIGIOUS BROADCASTS
 Honorable Mention, *Adventures of the Spirit*, WNEW New York, and *Adventure Programs*, KMOX St. Louis.
AGRICULTURAL BROADCASTS
 Honorable Mention, *Corn Belt Farm Hour*, WHO Des Moines, Ia.; *Farm Safety Series*, WKY Oklahoma City; and *Home Grounds*, WHA Madison.
CULTURAL BROADCASTS
 First Award, *Author Meets Critics*, WQXR, New York, and *Adventures Into the Mind*, WMCA New York. Honorable Mention to *Ohio Story*, WTAM Cleveland, and *Campus Visitor*, WOSU Columbus.

(Continued on page 44)

In every field of radio

LOOK TO THE GENERAL ELECTRIC COMPANY



AM Among the first to design, build and operate transmitters in the AM field, General Electric has always maintained its interest in advancing the art and technical development of this phase of broadcasting. The 250 watt AM transmitter shown here is the first of a completely new line that includes all types, from the lowest to the highest power ratings.



FM As a pioneer in the development of FM broadcasting, General Electric has acquired the background and experience which has proved so invaluable to the newer stations entering this field. As a leader in FM, General Electric has a complete line of FM transmitters for stations of every size.

COMMUNICATIONS



In the broad field of communications, General Electric has placed emphasis on the importance of quality, reliability and simplicity of design in this type of equipment. Since many of the applications for radio communications equipment are in the nature of public services, extreme care has been exercised to design each unit for maximum utility. Complete systems for the bands available to these services are provided, both station and mobile.



AVIATION To the pilot, the radio equipment is the most valuable instrument in his plane, since his life may depend upon it. In designing the complete General Electric line of Aviation Electronic Equipment, reliability far beyond accepted standards was demanded. The high quality that is being built into these entire lines is assurance of dependability under the most critical conditions.



TELEVISION For many years General Electric has been in the forefront in the development of television. Station WRGB has provided outstanding facilities for experimentation, both in technical development and in programming. This union of engineering with studio production has provided General Electric with a background of experience that is of incomparable value to those entering the television field.



MARINE RADIO

During the war General Electric was one of the largest producers of radar for the Armed Forces. Many of these developments have been refined and simplified for use in peace. The Electronic Navigator, a radar development, is one of these peacetime applications which is now being used in navigation to protect shipping. Other equipment now being developed will aid in saving untold millions of tonnage and numbers of lives in the future.

FOR COMPLETE INFORMATION ON GENERAL ELECTRIC RADIO EQUIPMENT, WRITE OR CALL ANY OF THESE DISTRICT OFFICES:

ATLANTA 3, GA.
187 Spring Street
Walnut 9767

BOSTON 1, MASS.
140 Federal Street
Hubbard 1800

CHICAGO 54, ILL.
1122 Merchandise Mart
Whitehall 3915

CINCINNATI 2, OHIO
215 W. 3rd Street
Parkway 3431

DALLAS 2, TEXAS
1801 N. Lamar Street
LD 224

DENVER 2, COLO.
650 17th Street
Keystone 7171

CLEVELAND 4, OHIO
710 Williamson Bldg.
Euclid & Public Square
Superior 6822

LOS ANGELES 1-3, CALIF.
Suite 1300-1301
Security Title Insurance Bldg.
530 West Sixth Street
Trinity 3417

KANSAS CITY 6, MO.
105 W. 14th Street
Victor 9745

MINNEAPOLIS 2, MINN.
12 Sixth Street
Main 2541

NEW YORK 22, N. Y.
570 Lexington Avenue
Wickersham 2-1311

PHILADELPHIA 2, PA.
1405 Locust Street
Pennypacker 5-9000

SAN FRANCISCO 4, CALIF.
235 Montgomery Street
Douglas 3740

SCHENECTADY, N. Y.
Bldg. 257, Rm. 105
Schenectady 4-2211

SEATTLE 4, WASH.
10 Second Avenue
Main 7100

SYRACUSE 1, N. Y.
Syracuse 6-4411

WASHINGTON 5, D. C.
806 15th Street N. W.
Executive 3600

LEADER IN RADIO, TELEVISION AND ELECTRONICS

GENERAL ELECTRIC

BROADCASTING • Telecasting

1948 Yearbook Number • Page 13

MAJOR RADIO AWARDS and CITATIONS

(Continued from Page 42)

PERSONAL AND SERIAL PROBLEMS
First Award, *New World A-Comin'*, WMCA New York; and *It's Up to You*, WCAU Philadelphia. Honorable Mention, *The PTA Program*, WHA Madison; *Dr. Parker*, WOR New York; and *V D Program Series*, WKY Oklahoma City.

PUBLIC ISSUE PROGRAMS
First Award, *One World or None*, WMCA New York. Honorable Mention, *Strayer Report*, KWSC Pullman, Wash.

NEWS INTERPRETATION PROGRAMS
Honorable Mention, *World Front*, WLW Cincinnati.

PROGRAMS INTERPRETING CIVIC AND SERVICE ORGANIZATIONS
Honorable Mention, *Industrial Health*, WWJ Detroit.

PROGRAMS FOR FURTHERING INTERNATIONAL UNDERSTANDING
First Awards, *WLW Famine Mission*, WLW Cincinnati, and *United Nations Sessions*, WMCA New York. Honorable Mention, *Journeys Behind the News*, KOA Denver.

SPECIAL ONE-TIME BROADCASTS
Honorable Mention, *For Conscience Sake*, KOIN Portland; *Traffic Safety*, WCCO Minneapolis; and *Band Red Feather*, WLW Cincinnati.

CHILDREN'S PROGRAMS FOR LISTENING OUT OF SCHOOL
First Award, *Story Time*, KLZ Denver. Honorable Mention, *Pal Show*, WOR New York.

TEEN-AGERS PROGRAMS
Honorable Mention, *Youth Looks at News*, KDKA Pittsburgh.

PROGRAMS FOR USE IN SCHOOL BY PRIMARY CHILDREN
Honorable Mention, *Story Period for Juniors*, CBL Toronto.

PROGRAMS FOR INTERMEDIATE GRADE SCHOOL CHILDREN
First Award, *Nature Study*, KDKA Pittsburgh. Honorable Mention, *Music Time*, KMBC Kansas City and *Adventures in Speech*, CKY Winnipeg.

PROGRAMS FOR USE IN SCHOOL FOR JUNIOR AND SENIOR HIGH SCHOOL PUPILS
Honorable Mention, *Once Upon a Time in Ohio*, WOSU Columbus.

Group III—Local Organizations and Local Stations

CULTURAL PROGRAMS
First Award, *March of Progress*, CJOR Vancouver. Honorable Mention, *Behind the Scenes in Music*, WNYC New York.

PROGRAM FOR PERSONAL AND SOCIAL PROBLEMS
Honorable Mention, *Bright Tomorrow*, WINK Washington.

PROGRAMS PRESENTING PUBLIC ISSUES
Honorable Mention, *Toledo Jr. Town Meeting*, WTOL Toledo.

PROGRAMS OF CIVIC AND SERVICE ORGANIZATIONS
First Award, *United Nations Sessions*, WNYC New York. Honorable Mention, *This is Memphis*, WMPB Memphis.

SPECIAL ONE TIME BROADCASTS
Honorable mention, *Golden Jubilee*, WXYZ Detroit, and *The Immigrant*, WINK Washington.

CHILDREN'S PROGRAMS FOR LISTENING OUT OF SCHOOL
First Award, *Christmas Festival*, WNYC New York.

PROGRAMS FOR USE IN SCHOOL BY PRIMARY CHILDREN
Honorable Mention, *Tales From Four Winds*, WNYC New York.

PROGRAMS FOR INTERMEDIATE GRADE SCHOOL CHILDREN
Honorable Mention, *News X-Ray*, KUOM Minneapolis, and *Adventures in America*, KPJZ, Ft. Worth.

* Sponsored by the 17th Annual Institute for Education by Radio, Ohio State University, (Columbus).

One World Award *

The late FIORELLO H. LAGUARDIA was selected as 1947 winner for press and radio, to receive a trip around the world by plane. Mr. LaGuardia was cited "in recognition of his outstanding national and international public services in his fearless stand on the radio and in the press, as well as in his public life generally, in furthering the highest ideals of One World."

* The idea of the award originated in December 1944, to give annual recognition for outstanding contributions toward developing international understanding by representatives of the press, radio and motion pictures.
Previous winners: 1946, Norman Corwin. 1945, David Sarnoff for radio, Darryl Zanuck for motion pictures, and Kent Cooper for press.

George Foster Peabody Radio Awards *

WOW Omaha for outstanding regional public service program, *Operation Big Muddy*.

COLUMBIA BCSTG. SYSTEM Inc. for outstanding entertainment in drama, *Columbia Workshop*.

WELL Battle Creek for outstanding public community service, *Our Town*.

NATIONAL BCSTG. COMPANY for outstanding entertainment in music, *Orchestras of the Nation*.

WILLIAM L. SHIRER AND CBS for outstanding reporting and interpretation of the news.

MUTUAL BROADCASTING SYSTEM special citation of honor for news program, *Meet the Press*.

COLUMBIA BCSTG. SYSTEM special citation of honor for presentation, *Invitation to Music*.

COLUMBIA BCSTG. SYSTEM special citation of honor for *Suspense*.

AMERICAN BROADCASTING CO. special citation of honor for *Henry Morgan Show*.

WSB Atlanta special citation of honor for sequence, *The Harbor We Seek*.

JOHN CROSBY, New York Herald Tribune radio columnist special award for his outstanding contributions to broadcasting throughout his writings.

DEXTER MASTERS (WMCA New York) for outstanding educational program, *One World or None*.

AMERICAN BCSTG. COMPANY AND ROBERT SAUDEK special citation of honor for the adaptation of John Hersey's account, *Hiroshima*.

GLORIA CHANDLER (Association of Junior Leagues of America) special citation of honor for adaptation of books dramatized and transcribed, *Books Bring Adventure*.

WHCU Ithaca special citation of honor for *Radio Edition of the Weekly Press*.

* Established in 1940 in honor of the late George Foster Peabody by the board of regents of the University of Georgia, to be jointly administered by its Henry W. Grady School of Journalism and the NAB. Listening post committees are set up each year throughout the United States under the leadership of Mrs. Dorothy Lewis, coordinator of listener activity for NAB. Recommendations of these committees are made to the Peabody Awards national advisory board. Members of this board include: Edward Weeks, editor, the *Atlantic Monthly*, chairman; John H. Benson, formerly president American Assn. of Advertising Agencies, New York; Bennett A. Cerf, president, Random House Inc., New York; Jonathan Daniels, editor, *Raleigh (N.C.) News and Observer*; Mark Ethridge, publisher *Louisville Courier-Journal and Times*; Earl J. Glade, mayor of Salt Lake City; Joseph Henry Jackson, literary editor, *San Francisco Chronicle*; Waldemar Kaempffert, science editor, *New York Times*; Dr. I. Keith Tyler, director of radio education, Ohio State U.; Mrs. Elizabeth Ames, executive director of "Yaddo," Saratoga Springs, N. Y.; Dixon Wecter, professor of English, U. of California, and associate fellow, Huntington Museum, Los Angeles; Dean Drewry and Marion Smith, acting chancellor, University System of Georgia, are ex-officio members.

you bet we believe

in *Broadcasting*



COMEDY!

THE
EDDIE CANTOR SHOW
THURSDAY NIGHT NBC
Sponsored by PABST BLUE RIBBON



DRAMA!

THIS IS YOUR F.B.I.
FRIDAY NIGHT ABC
Sponsored by The Equitable Life Assurance Society of the U.S.

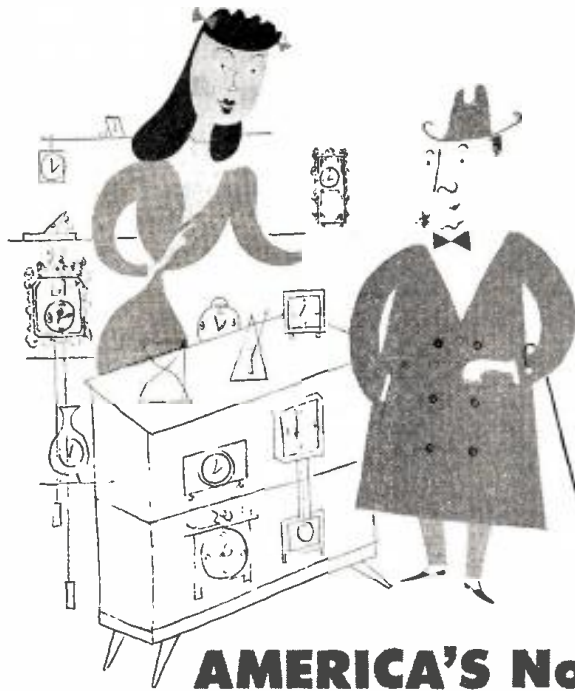


OPERA!

THE METROPOLITAN OPERA
AUDITIONS OF THE AIR
SUNDAY AFTERNOON ABC
Sponsored by Farnsworth Television & Radio Corp. (Makers of Capehart Phonograph-Radios and Farnsworth Radio and Television Sets)

Warwick and Legler, Inc.

HOLLYWOOD AND NEW YORK



AMERICA'S No. 1

...STATION LIST

...MARKET LIST

TIME BUYERS IN THE "KNOW"...buyers of precious minutes for the nation's most successful advertisers...have long recognized the NBC Spot list as *basic* for any major market campaign.

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

National spot radio pays off. Wisely thought, it's advertising at a high level of economy and effectiveness. Individually or in any combination, NBC Spot stations are indisputably the No. 1 choice for 1948.

WNBC
NEW YORK, NEW YORK

WMAQ
CHICAGO, ILLINOIS

WRC
WASHINGTON, D. C.

WTAM
CLEVELAND, OHIO

KOA
DENVER, COLORADO

KNBC
SAN FRANCISCO, CALIFORNIA

WGY
SCHENECTADY, NEW YORK

WBZ
BOSTON, MASSACHUSETTS

KYW
PHILADELPHIA, PENNSYLVANIA

KDKA
PITTSBURGH, PENNSYLVANIA

WOWO
FORT WAYNE, INDIANA

Also representing KZRH, KZMB
Manila and KZRC, Cebu, P. I.

N B C



S P O T S A L E S

30 Rockefeller Plaza, New York, N. Y. • Chicago • Cleveland
Boston • Hollywood • San Francisco • Denver

National Association of Broadcasters: 1948 Officers and Committees

Headquarters Office: 1771 N Street, N. W., Washington 6, D. C. Phone: DEatur 9300

Executive Staff:

Justin Miller, *President*
A. D. Willard Jr., *Executive Vice President*
C. E. Arney Jr., *Secretary-Treasurer*

Administrative Staff:

Kenneth H. Baker, *Director of Research*
Charles A. Batson, *Director, Division of Information*
J. Allen Brown, *Assistant Director of Broadcast Advertising*
Robert C. Coleson, *Assistant to the President (Hollywood)*
James Dawson, *Assistant Director, Division of Information*
Richard P. Doherty, *Director of Employer-Employee Relations*
Harold Fair, *Director, Program Dept.*
David J. Farber, *Assistant to the Director, Employer-Employee Relations Dept.*
Donald S. Farver, *Auditor*
Lee Hart, *Assistant Director of Broadcast Advertising*
Hugh M. P. Higgins, *Assistant Director of Broadcast Advertising*
Katherine Holland, *Information Assistant*
Royal V. Howard, *Director of Engineering*
Dorothy Lewis, *Coordinator of Listener Activities (New York)*
Benjamin Miller, *Assistant Director, Program Dept.*
Frank E. Pellegrin, *Director of Broadcast Advertising*
Ivar H. Peterson, *Attorney*
Don E. Petty, *General Counsel*
Bryce Rea, *Attorney*
Everett E. Revercomb, *Assistant Treasurer*
Robert K. Richards, *Director of Public Relations*
Arthur C. Stringer, *Director of FM Dept.*

Board of Directors

Harold E. Fellows, *WEEL Boston*
(District 1: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont)
Michael R. Hanna, *WHCU Ithaca, N. Y.*
(District 2: New York, New Jersey)
George D. Coleman, *WGBI Scranton, Pa.*
(District 3: Delaware, Pennsylvania, Maryland)
Campbell Arnoux, *WTAR Norfolk, Va.*
(District 4: District of Columbia, North Carolina, South Carolina, Virginia, West Virginia)
Henry P. Johnston, *WSGN Birmingham*
(District 5: Alabama, Florida, Georgia, Puerto Rico)
Wiley P. Harris, *WJDX Jackson, Miss.*
(District 6: Arkansas, Louisiana, Mississippi, Tennessee)
Gilmore N. Nunn, *WLAP Lexington, Ky.*
(District 7: Kentucky, Ohio)
C. Bruce McConnell, *WISH Indianapolis*
(District 8: Indiana, Michigan, excluding the counties of Ontonagon and Goeborg)
Charles C. Caley, *WMBD Peoria*
(District 9: Illinois; Wisconsin, excluding the counties of LaCrosse, Monroe, Juneau, Adams, Marquette, Waushara, Portage, Wood, Jackson, Trempealeau, Buffalo, Pepin, Pierce, St. Croix, Dunn, Chippewa, Eau Claire, Clark, Marathon, Lincoln, Taylor, Rusk, Barron, Polk, Burnett, Washburn, Sawyer, Price, Oneida, Vilas, Iron, Ashland, Bayfield and Douglas.)
John J. Gillin Jr., *WOW Omaha*
(District 10: Iowa, Missouri, Nebraska)
John P. Meagher, *KYSM Mankato, Minn.*
(District 11: Minnesota; north Dakota; South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson; Wisconsin, including the counties of LaCrosse, Monroe, Juneau, Adams, Marquette, Waushara, Portage, Wood, Jackson, Trempealeau, Buffalo, Pepin, Pierce, St. Croix, Dunn, Chippewa, Eau Claire, Clark, Marathon, Lincoln, Taylor, Rusk, Barron, Polk, Burnett, Washburn, Sawyer, Price, Oneida, Vilas, Iron, Ashland, Bayfield and Douglas; Michigan, including the counties of Ontonagon and Goeborg)
William B. Way, *KVOO Tulsa*
(District 12: Kansas, Oklahoma)
Clyde W. Rembert, *KRLD Dallas*
(District 13: Texas)
Hugh B. Terry, *KLZ Denver*
(District 14: Colorado, Idaho, Utah, Wyoming, Montana, South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson)
William B. Smullin, *KIEM Eureka, Calif.*
(District 15: California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial; Nevada and Hawaii)

William B. Ryan, *KFI Los Angeles*
(District 16: Arizona; California, including the counties excepted in District 15; New Mexico)
Harry R. Spence, *KXRO Aberdeen, Wash.*
(District 17: Alaska, Oregon, Washington)

Directors at Large

Large Stations
Paul W. Morency, *WTIC Hartford, Conn.*
Howard Lane, *WJJD Chicago*
Medium
T. A. M. Craven, *WOL Washington*
G. Richard Shafto, *WIS Columbia, S. C.*
Small
Clair R. McCollough, *WGAL Lancaster, Pa.*
Robert T. Mason, *WMRN Marion, O.*
Class B—FM Stations
John Shepard, *3d, WGTR-FM Boston*
Class A—FM Stations
Willard Egolf, *WBCC-FM Bethesda, Md.*

NAB BOARD SUB-COMMITTEES

1947-1948

By-Laws

George D. Coleman, *WGBI Scranton, Pa.*, chairman; Wiley P. Harris, *WJDX Jackson, Miss.*; G. Richard Shafto, *WIS Columbia, S. C.*

Convention Sites and Policy

Howard Lane, *WJJD Chicago*, chairman; Harold E. Fellows, *WEEL Boston*; Robert T. Mason, *WMRN Marion, O.*; William B. Smullin, *KIEM Eureka, Calif.*; William B. Way, *KVOO Tulsa, Okla.*; T. A. M. Craven, *WOL Washington, D. C.*

Finance

Clair R. McCollough, *WGAL Lancaster, Pa.*, chairman; T. A. M. Craven, *WOL Washington, D. C.*; C. Bruce McConnell, *WISH Indianapolis*; John P. Meagher, *KYSM Mankato, Minn.*; Paul W. Morency, *WTIC Hartford, Conn.*

Membership

John J. Gillin Jr., *WOW Omaha, Neb.*, chairman; Charles C. Caley, *WMBD Peoria, Ill.*; Gilmore N. Nunn, *WLAP Lexington, Ky.*

International Advisory

Campbell Arnoux, *WTAR Norfolk, Va.*, chairman; Paul W. Morency, *WTIC Hartford, Conn.*; T. A. M. Craven, *WOL Washington, D. C.*; Clyde Rembert, *KRLD Dallas*; John J. Gillin Jr., *WOW Omaha, Neb.*

Presidents of NAB

Eugene F. McDonald Jr. (WJAZ)	1923-1925
Frank W. Elliott (WHO)	1925-1926
Earle C. Anthony (KFI)	1926-1928
William S. Hedges (WMAQ)	1928-1930
Walter J. Damm (WTMJ)	1930-1931
*Harry Shaw (WMT)	1931-1932
Alfred J. McCosker (WOR)	1932-1934
J. Truman Ward (WLAC)	1934-1935
Leo J. Fitzpatrick (WJR)	1935-1936
*Charles W. Myers (KOIN)	1936-1937
John Elmer (WCBM)	6-23-37—2-16-38
Mark Ethridge (WHAS)	3-30-38—7-1-38
Neville Miller	7-1-38—3-1-44
J. Harold Ryan (WSPD)	4-15-44—9-30-45
Justin Miller	10-1-45—

* Deceased

COMMITTEES

EDUCATIONAL STANDARDS COMMITTEE—Ralph W. Hardy, *KSL Salt Lake City*, chairman; Dr. Willis F. Dunbar, *WKZO Kalamazoo*; Armand Hunter, *WFIL Philadelphia*; Hazel Kenyon Markel, *WTOP Washington*; F. C. Sowell, *WLAC Nashville*; Judith C. Waller, *NBC Chicago*.

EMPLOYER-EMPLOYEE RELATIONS EXECUTIVE COMMITTEE—John Elmer, *WCBM Baltimore*, chairman; Charles C. Crutchfield, *WBT Charlotte*; Thad Holt, *WAPI Birmingham*; Leslie C. Johnson, *WHBF Rock Island*; O. L. Taylor, *KGNC Amarillo*; C. L. Thomas, *KXOK St. Louis*; Linus Travers, *WNAC Boston*; W. A.

Wilson, *WOPI Bristol, Tenn.*; William Pabst, *KFRC San Francisco*. *Board Liaison*: Michael R. Hanna, *WHCU Ithaca, N. Y.*; Henry P. Johnston, *WSGN Birmingham*. *Network Liaison*: Joseph McDonald, *ABC*; Howard Hausman, *CBS*; Robert D. Swezey, *MBS*; John McDonald, *NBC*.

ENGINEERING EXECUTIVE COMMITTEE—O. W. Towner, *WHAS Louisville*, chairman; James V. Cosman, *WPAT Paterson, N. J.*; Paul deMars, *Raymond M. Wilmotte, Inc.*, *Washington*; A. James Ebel, *WMBD Peoria*; Oscar C. Hirsch, *KFVS Cape Girardeau, Mo.*; J. R. Poppele, *WOR New York*; K. W. Pyle, *KFBI Wichita*; R. J. Rockwell, *WLW Cincinnati*. *Board Liaison*: T. A. M. Craven, *WOL Washington*; G. Richard Shafto, *WIS Columbia, S. C.* *Network Liaison*: Frank N. Marx, *NBC*; William B. Lodge, *CBS*; Earl Johnson, *MBS*; O. B. Hanson, *NBC*.

FREEDOM OF RADIO COMMITTEE—John E. Petzer, *WKZO Kalamazoo*, chairman; Clyde Coombs, *KARM Fresno, Calif.*; Harold Hough, *WBAP Fort Worth*; Rex G. Howell, *KFXJ Grand Junction, Colo.*; Leonard Kapner, *WCAE Pittsburgh*; Harry Stone, *WSM Nashville*; Leslie Joy, *WDAS Philadelphia*.

FM EXECUTIVE COMMITTEE—Leonard Asch, *WBCA Schenectady*, chairman; Matthew H. Bonebrake, *KOCY-FM Oklahoma City*; Everett Dillard, *KOZY Kansas City*; Clarence Leich, *WMLL Evansville, Ind.*; Cecil D. Mastin, *WNBF-FM Binghamton, N. Y.*; Lester H. Nafzger, *WELD Columbus, O.*; Edward A. Wheeler, *WEAW Evanston, Ill.*; Harry C. Wilder, *WSYR-FM Syracuse*. *Board Liaison*: Willard D. Egolf, *WBCC-FM Bethesda, Md.*; John Shepard 3rd, *WGTR Boston*.

INDUSTRY MUSIC COMMITTEE*—*National Association of Broadcasters*: A. D. Willard Jr., executive vice president; R. P. Doherty, director, employer-employee relations department; Don Petty, general counsel; Robert K. Richards, director, public relations department.

Frequency Modulation Association: Leonard Marks, general counsel, *FMA*; William E. Ware, *KSWI Council Bluffs, Ia.*; William Fay, *WHAM Rochester, N. Y.*; Ray E. Dady, *KWK St. Louis*; Paul W. Reed, *WFAH-FM Alliance, O.*

Networks: Joseph H. Ream, vice president *CBS*; Frank E. Mullen, executive vice president, *NBC*; Joseph A. McDonald, secretary-general attorney, *ABC*; Robert D. Swezey, vice president, *MBS*; Everett Dillard, president, *Continental Network*.

Broadcasters: Leonard Asch, *WBCA Schenectady*; John Elmer, *WCBM Baltimore*; Theodore C. Streibert, *WOR New York*; Roger W. Clipp, *WFIL Philadelphia*; Frank King, *WMBR Jacksonville*; Robert Thompson, *WBN Buffalo*; Calvin J. Smith, *KFAC Los Angeles*.

Television Broadcasters Association: Lawrence Phillips, director, *DuMont Television Network*; Noran E. Kersta, manager, television operations, *NBC*.

Transcription Companies—Library Transcription Group: Richard S. Testut, vice president-general manager, *Associated Programs Service Inc.*; C. O. Langolis Sr., president, *Lang-Worth Feature Programs, Inc.*; Joseph W. Bailey, *Louis G. Gowan Inc.*, John Sinn, *Frederic W. Ziv Co.* *Record Manufacturers*: Walter Rivers, *Capitol Records Inc.*; Edward Wallerstein, *Columbia Recording Corp.*; Milton Rackmil, *Decca Records Inc.*; Irvin Green, *Mercury Radio & Television Corp.*; Guy Lemmon, *Majestic Records*

(Continued on page 48)

* NAB participates with other segments of the industry in the Industry Music Committee.

Aggressive Activity

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

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

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

Avery-Knodel, INC.

RADIO STATION REPRESENTATIVE

NEW YORK
565 Fifth Ave.
PLaza 3-2622

SAN FRANCISCO
544 Market Street
DOuglas 5873

LOS ANGELES
315 W. Ninth St.
TUcker 2095

CHICAGO
333 N. Michigan Ave.
ANDover 4710

NAB OFFICERS AND COMMITTEES

(Continued from page 46)

Inc.; James Murray, RCA-Victor Division, RCA Manufacturing Co. Inc.; George Jaycox, Signature Recording Corp.

Radio Manufacturers Association—Raymond C. Cosgrove, General Manager, Crosley Division, AVCO Mfg. Corp., Cincinnati, Ohio; John W. Van Allen, Wilcox and Van Allen, Buffalo, N. Y.; Bond Geddes, Executive Vice President, Radio Manufacturers Association.

LEGISLATIVE COMMITTEE—J. Harold Ryan, WSPD Toledo, chairman; Joseph C. Burwell, WMBS Uniontown, Pa.; William B. Dolph, WMT Cedar Rapids; Don S. Elias, WWNC Asheville; Willt Gunzendorfer, KROW Oakland; E. K. Hartenbower, KCMO Kansas City; Paul Miller, Gannett Newspapers, Rochester, N. Y.; Glenn Snyder, WLS Chicago. **Board Liaison**: Clair R. McCullough, WGAL Lancaster; C. Bruce McConnell, WISH Indianapolis. **Network Liaison**: Joseph McDonald, ABC; Joseph H. Ream, CBS; Robert D. Swezey, MBS; and Frank Russell, NBC.

MOTION PICTURE ADVISORY COUNCIL ("MAGIC IN THE AIR")—William B. Ryan, KFT Los Angeles, chairman; Edgar Kobak, MBS New York; Harry Maizlish, KFVB Los Angeles; Don Searle, ABC Hollywood; Frank Stanton, CBS New York; Sidney N. Strotz, NBC Hollywood; Donald W. Thornburgh, CBS Los Angeles; Niles Trammell, NBC New York; Lewis Allen Weiss, KHJ Los Angeles; Mark Woods, ABC New York; Robert Kitner (Alternate), ABC, New York.

MUSIC ADVISORY COMMITTEE—Theodore C. Streibert, WOR New York, chairman; Julius F. Brauner, CBS New York; Walter Haase, WDRC Hartford; D. E. Jayne, WELL Battle Creek; Henry Ladner, NBC New York; R. J. Laubengayer, KSAL Salinas, Kan.; Joseph A. McDonald, ABC New York; Elliott Sanger, WQXR New York; Ed Yocum, KGHL Billings, Mont. **Board Liaison**: Campbell Arnoux, WTAR Norfolk; John Shepard, 3rd, WGTR Boston.

NAB-RMA JOINT LIAISON COMMITTEE—William S. Cherry, WPRO Providence; T. A. M. Craven, WOL Washington; William Fay, WHAM Rochester, N. Y.; James D. Shouse, WLW Cincinnati; Carleton Smith, WRC Washington; George B. Storer, WJBK Detroit.

PROGRAM EXECUTIVE COMMITTEE—John S. Hayes, WINX Washington, D. C., Chairman; Layne Beaty, WBAP Fort Worth; Edgar L. Bill, WMBD Peoria; Walter J. Brown, WORD Spartanburg, S. C.; Harry C. Butcher, KIST Santa Barbara, Calif.; Arthur B. Church, KMBC Kansas City; Ted Cott, WNEW New York; Robert D. Swezey, MBS New York; E. R. Vadeboncoeur, WSYR Syracuse. **Board Liaison**: Harold E. Fellows, WEEI Boston; Robert T. Mason, WMRN Marion, O. **Network Liaison**: Charles C. Barry, ABC; William Fineshreiber, CBS; MBS member to be announced; Ken Dyke, NBC.

PUBLIC RELATIONS EXECUTIVE COMMITTEE—Frank King, WMBR Jacksonville, chairman; Hugh A. L. Half, WOA1 San Antonio; Craig Lawrence, WCOP Boston; Buryl Lottridge, WOC Davenport, Ia.; Harry Maizlish, KFVB Los Angeles; Walter Wagstaff, KIDO Boise, Idaho; James W. Woodruff Jr., WRBL Columbus, Ga. **Board Liaison**: Wiley P. Harris, WJDX Jackson, Miss.; William B. Ryan, KFI Los Angeles. **Network Liaison**: Robert Saudek, ABC; George Crandall, CBS; A. A. Schechter, MBS; William Hedges, NBC.

RESEARCH COMMITTEE—Carl Burkland, WTOP Washington, chairman; Harry Burke, KPAB Omaha; Martin B. Campbell, WFAA Dallas; Dietrich Dirks, KTRI Sioux City; J. Archie Morton, KJR Seattle; William E. Ware,

KSWI Council Bluffs; Earl W. Winger, WDOO Chattanooga. **Board Liaison**: Charles C. Caley, WMBD Peoria; Willard D. Egolf, WBCC-FM Bethesda, Md. **Network Liaison**: Edward Evans, ABC; Elmo Wilson, CBS; E. P. H. James, MBS; H. M. Beville, NBC.

SALES MANAGERS EXECUTIVE COMMITTEE—Eugene S. Thomas, WOR New York, chairman; Ray Baker, KOMO Seattle; Gordon R. Gray, WIP Philadelphia; J. Robert Gulick, WGAL Lancaster; John W. Kennedy Jr., WHAM Rochester, N. Y.; Joseph B. Matthews, WIRK West Palm Beach, Fla.; Odin S. Ramsland, KDAL Duluth, Minn. **Non-Voting Associate Members**: Joseph H. McGillvra, Joseph Hershey McGillvra Inc., New York. George Brett, The Katz Agency; Hanque Ringgold, Edward Petry Co. **Board Liaison**: Clyde W. Rembert, KRDL Dallas; Harry R. Spence, KXRO Aberdeen, Wash.

Subcommittee on Advertising Agency Recognition Bureau—Ray Baker, KOMO Seattle, chairman; Harold Soderlund, KFAB Omaha; Joseph B. Matthews, WIRK West Palm Beach, Fla.

Sales Practice Subcommittee—John W. Kennedy Jr., WHAM Rochester, chairman; John M. Outler Jr., WBS Atlanta; Craig Lawrence, WCOP Boston; John Toothill, Burn-Smith Co., Chicago; J. Robert Gulick, WGAL Lancaster, Pa.

Sales Promotion Subcommittee—Odin S. Ramsland, KDAL Duluth, chairman; Sam Levitan, WMN Minneapolis; Edward P. J. Shurick, Free and Peters, New York; Joseph Creamer, WOR New York; Louis Hausman, CBS New York; Hugh M. P. Higgins, NAB.

Retail Advisory Subcommittee—J. Robert Gulick, WGAL Lancaster, Pa., chairman; Gordon Gray, WIP Philadelphia; Jo DuMond, KXEL Waterloo; Edwin Mullinax, WLAG LaGrange, Ga.; William R. Alford, WSYR Syracuse; Gerald Boyd, WPAY Portsmouth, O.

Television Subcommittee—Gene Thomas, WOR New York, chairman; John H. McNeil, DuMont Laboratories N. Y.; Raymond R. Kraft, WNBC-TV New York; G. Emerson Markham, WRGB-TV Schenectady; George L. Moskovics, WCBS-TV New York.

Subcommittee on Over-All Industry Presentation—Gordon Gray, WIP Philadelphia, chairman; Odin S. Ramsland, KDAL Duluth, Minn.; Arthur Hull Hayes, WCBS N. Y.; J. Robert Gulick, WGAL Lancaster, Pa.

SMALL MARKET STATIONS EXECUTIVE COMMITTEE—Simon Goldman, WJTN Jamestown, N. Y., chairman; C. O. Chatterton, KWLK Longview, Wash.; Wayne W. Cribb, KHMO Hannibal, Mo.; DeWitt Landis, KFYO Lubbock, Tex.; Lee Little, KTUC Tucson, Ariz.; Edwin Mullinax, WLAG LaGrange, Ga.; John W. Shultz, WMVA Martinsville, Va.; A. E. Spokes, WJOY Burlington, Vt.; Inglis M. Taylor, WEBQ Harrisburg, Ill.; William C. Grove, KFBC Cheyenne, Wyo. **Board Liaison**: Robert T. Mason, WMRN Marion, O.; William B. Smullin, KEIM Eureka, Calif.

STATE BROADCASTERS ASSOCIATIONS

Alabama Broadcasters Association
(established March, 1946)

Hugh Webb, WFEB Sylacauga, president.

California State Broadcasters Association
(established 1947)

Cal Smith, KFAC Los Angeles, president;
C. L. McCarthy, KQW San Francisco, secretary-treasurer; Don Tatum, Counsel.

Southern Calif. Broadcasters Assn.
1757½ N. Ivar St., Hollywood 28

William J. Beaton, president; Ernest Spencer, vice president; Thelma Kirchner, secretary-treasurer. **Board of Directors**: Harry Witt, Calvin J. Smith, Robert O. Reynolds, Lee Wynne, Ethel Bell Mack, executive secretary.

Georgia Association of Broadcasters
Allen W. Woodall, WDAK Columbus, president; John Fulton, WGST Atlanta, vice president; Edward Mullinax, WLAG, LaGrange, secretary-treasurer.

Association of Indiana Broadcasters
Roy Baker, WTRC Elkhart, president.

Kentucky Association of Broadcasters
Harry McTigue, WINN Louisville, president; F. Ernest Lackey, WHOP Hopkinsville, 1st vice president; J. Porter Smith, WGRC Louisville, 2nd vice president; Hugh O. Potter, WOMI Owensboro, secretary-treasurer.

Louisiana Association of Broadcasters
(established June, 1947)
James Gordon, WNOE New Orleans, president.

Maine Broadcasters Association
(established Nov. 1947)
William Rines, WCSH Portland, president; Faust Couture, Twin City Broadcasting Co., Portland, vice president; Jack Atwood, WRDO Augusta, secretary-treasurer.

Mississippi Broadcasters Association
Gene Tibbett, WMOX Meridian, president.

Nebraska Broadcasters Association
Harry D. Peck, KFOR Lincoln, president.

New Jersey Broadcasters Association
(established September, 1947)
James Howe, WCTC New Brunswick, president; James Cosman, WPAT Paterson, vice president; Roland Trenchard, WAAT Newark, secretary-treasurer.

North Carolina Association of Broadcasters
Harold Essex, WSJS Winston-Salem, president; Frank Jarman, WDNC Durham, vice president; Robert Wallace, WONS Shelby, vice president; James Campbell, WKNS Kingston, secretary-treasurer.

Ohio Broadcasters Association
John Pattison Williams, WING Dayton, president; E. Y. Flanigan, WSPD Toledo, vice president; Carl M. Everson, WHKC Columbus, secretary-treasurer.

Oregon State Broadcasters Association
Frank H. Loggan, KBND Bend, president; Lee Jacobs, KBKR Baker, vice president; Frank H. Coffin, KGW Portland, secretary-treasurer.

Pennsylvania Association of Broadcasters
George Coleman, WGBI Scranton, president; Ray Thompson, WFBG Altoona, vice president; Dr. Leon Levy, WCAU Philadelphia, secretary; C. G. Moss, WKBO Harrisburg, treasurer.

Virginia State Association
Ray Jordan, WDBJ Roanoke, president; Eddie Whitlock, WRNL Richmond, vice president; John New, WTAR Norfolk, secretary-treasurer.

Washington State Association of Broadcasters
Tom Olsen, KGY Olympia, president; Oliver Runchey, KOL, vice president; Robert E. Priebe, KRSC, secretary-treasurer.

West Virginia Broadcasters Association
(established 1946)
Howard Chernoff, WCHS Charleston, president.

Wisconsin League of Radio Stations
Harry LePoidevin, Racine, president; Kenneth F. Schmitt, WIBA Madison, treasurer.

The Sun never sets on Presto Recording Equipment

► There is hardly a spot on the globe that isn't within hearing distance of transcriptions recorded and reproduced on Presto equipment and discs. Presto's leadership as manufacturers of fine products for stations and studios is the logical result of dependability, progressive engineering, and world-wide distribution.

► The record of Presto firsts in the recording field is long and imposing. Presto creative engineering plus precision manufacture have kept Presto in the forefront for more than a decade. This is evidenced by the high regard in which Presto equipment is held, not only in this country, but everywhere in the world. It all adds up to this supportable statement: Engineers prefer Presto for performance.



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 & DISCS

Executive and Staff Personnel of the Federal Communications Commission

Headquarters Office: Postoffice Building, Washington 25, D. C., Phone Executive 3620

(For Field Offices and Staffs see Page 504)

COMMISSIONERS AND ASSISTANTS

WAYNE COY, Chairman
(Democrat; Term 1947-1951)
Assumed office December 29, 1947
Assistant to the Chairman: Earl Minderman
Confidential Assistant: Farrell McGonigal
Secretaries: Johanna Oswald, Helen Wisner
Clerk: Grace Miner

PAUL A. WALKER, Vice Chairman
(Democrat; Term 1946-1953)
Assumed office July 11, 1934
Confidential Assistant: Phyllis Hancock
Secretary: Josephine L. Curren
Clerk Stenographer: (Vacancy)

CLIFFORD J. DURR, Commissioner
(Democrat; Term 1941-1948)
Assumed office November 1, 1941
Confidential Assistant: Charles E. Clift
Secretary: Ethel Cox Marden
Clerk Stenographer: Lillian A. Watson

ROSEL H. HYDE, Commissioner
(Republican; Term 1946-1952)
Assumed office April 17, 1946
Confidential Assistant: Minnie Sparks
Secretary: Vera F. Nordness
Clerk Stenographer: Mollie V. Burgess

ROBERT FRANKLIN JONES, Commissioner
(Republican; Term 1947-1954)
Assumed office Sept. 5, 1947
Confidential Assistant: Louisa E. Dannelly
Secretary: Mary L. Reger
Clerk Stenographer: Esther Blanford

GEORGE E. STERLING, Commissioner
(Republican; Term 1948-1950)
Assumed office January 2, 1948
Confidential Assistant: Neva Bell Perry
Clerk Stenographer: Catherine Lane

E. M. WEBSTER, Commissioner
(Independent; Term 1942-1949)
Assumed office April 10, 1947
Confidential Assistant: (Vacancy)
Secretary: Ruth T. Koppilsky
Assistant Secretary: Charlotte W. Hazard

LAW DEPARTMENT

BENEDICT P. COTTONE, General Counsel.
Secretary: Fausta M. Puffenberger.

VERNON L. WILKINSON, Asst. General Counsel
(Broadcast Division)
Secretary: Muriel G. Hupp.

HARRY M. PLOTKIN, Asst. General Counsel (Litigation & Administration Division)
Secretary: Margaret Cureton.

HAROLD J. COHEN, Asst. General Counsel (Common Carrier Division)
Secretary: L. Grace Klein.

LESTER W. SPILLANE, Asst. General Counsel (Safety & Special Services Division)
Secretary: Bernice E. Hase.

Technical Section—William H. Bauer, Chief of Section.

BROADCAST DIVISION

AM Section—Edward F. Kenehan, Chief of Section; Dwight D. Doty, John C. Harrington, H. Gifford Iron. Robert M. Koteen, Walter R. Powell, Robert J. Rawson.

FM Section—John E. McCoy, Chief of Section; E. Theodore Malyck, David S. Stevens.

Transfer Section—David H. Deibler, Chief of Section; Basil P. Cooper, C. Lamont Griffith.

Review Section—Bernard Koteen, Chief of Section; Tyler Berry, Frederick W. Ford, Parker D. Hancock, Sylvia D. Kessler.

Motions and Rehearings Section—Theodore Baron, Acting Chief of Section.

Renewals and Revocation Section—Walter B. Emery, Chief of Section; Max H. Aronson.

LITIGATION AND ADMINISTRATION DIVISION

Assistant Chief of Division—Max Goldman.

Litigation Section—Joseph M. Kittner, Chief of Section; Paul Dobin, Dee W. Pincock, Richard A. Solomon.

Administration Section—A. Harry Becker, Chief of Section; Joseph N. Nelson, Erich Saxl, Maurice W. Whiton, Raymond Lewis.

COMMON CARRIER DIVISION

Rate Section—(Vacancy), Chief of Section; Herbert Sharfman, Edwin S. Smith.

International Section—Jack Werner, Chief of Section; Asher H. Ende, Geoffrey Lanning, Max D. Paglin.

Domestic Wire Section—Bernard Strassburg, Chief of Section; Donald J. Berkemeyer, Annie N. Hunting, Pasquale W. Valicenti.

Domestic Radio Section—Arthur A. Gladstone, Chief of Section.

SAFETY AND SPECIAL SERVICES DIVISION

Emergency, Experimental and Miscellaneous Section—Benito Gaguine, Chief of Section; Irving Brownstein, Margaret M. Connolly, Violet L. Haley.

Marine, Operator, and Amateur Section—George McClain, Chief of Section; Robert M. Fenton, John E. Wicker.

Aviation and General Mobile Section—Marshall S. Orr, Chief of Section; Douglas A. Anello, John H. McAllister.

ENGINEERING DEPARTMENT

John A. Willoughby, Acting Chief Engineer
Secretary: Estelle Bunn

William N. Krebs, Assistant Chief Engineer, Chief.
Marine Radio and Safety Division
Secretary: Willie C. Herbert

George S. Turner, Assistant Chief Engineer, Chief.
Field Engineering and Monitoring Division
Secretary: Genevieve Posnak

Marion H. Woodward, Assistant Chief Engineer, Chief.
Common Carrier Division
Secretary: Annie Belle Bischoff

OFFICE OF CHIEF ENGINEER

Virgil E. Simpson, Assistant to the Chief Engineer
Secretary: Mary A. Ellis

Ralph J. Renton, U. S. Member, North American Regional Broadcasting Engineering Committee
Secretary: Ollie Irene Chlne

Braxton L. Peele, Chief Cartographic and Drafting Unit

STANDARD BROADCAST DIVISION

James E. Barr, Chief, Standard Broadcast Division
Secretary: Thelma P. Lewis

Engineers

Herbert L. Beury
Daniel K. Child
Virginia R. Erwin
Albert Evangelista
Ralph H. Garrett
H. Underwood Graham
Harry Hayman
Ernest D. Herder
Daniel B. Hutton
Daniel Jacobson
Wallace E. Johnson
Donald C. Kanode

Harold L. Kassens
Albert L. Krels
Leslie E. Kulberg
Louis Light
Robert D. Lint
Bruce Longfellow
Robert W. Moss
George Sibthorp
Horace E. Stone
Ernest Thelemann
Robert G. Weston

F M BROADCAST DIVISION

Cyril M. Braum, Chief, F. M. Broadcast Division
Secretary: Helen C. Davidson

Members of Former FEDERAL RADIO COMMISSION

Feb. 23, 1927—July 10, 1934

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 15, 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 8, 1927 (Deceased)

Sam Pickard, Kansas
November 1, 1927—Jan. 31, 1929

Harold A. Lafount, Utah
November 14, 1927—July 10, 1934

Ira E. Robinson, West Virginia
March 29, 1928—January 15, 1932

General C. McK. Saltzman, Iowa
May 2, 1929—July 19, 1932 (Deceased)

William D. L. Starbuck, New York
May 2, 1929—February 23, 1934

Thad H. Brown, Ohio
January 21, 1932—July 10, 1934 (Deceased)

James H. Hanley, Nebraska
April 1, 1933—July 10, 1934 (Deceased)

Former Members of FEDERAL COMMUNICATIONS COMMISSION

Hampson Gary, Texas
July 11, 1934—December 24, 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 I. Thompson, Alabama
April 8, 1939—June 30, 1941

George H. Payne, New York
July 11, 1934—June 30, 1943 (Deceased)

T. A. M. Craven, District of Columbia
August 21, 1937—June 30, 1944

Norman S. Case, Rhode Island
July 11, 1934—June 30, 1945

James Lawrence Fly, Texas
July 1 1942—November 13, 1944

William H. Willis, Vermont
July 1, 1945—March 6, 1946 (Deceased)

Paul A. Porter, Kentucky
December 21, 1944—February 25, 1946

Charles R. Denny, District of Columbia
March 30, 1945—October 31, 1947

Ewell K. Jewell
February 15, 1944—December 31, 1947

Engineers

Harold C. Anderson
Elton D. Davis
Julian T. Dixon
John E. Doane
Edward H. Hackman
Otis T. Hanson

Harold G. Kelley
Louis M. Manning
McIvor L. Parker
John Roseborough
Henry Seibel
Arnold Skrivseth
Royal K. Tanner

TELEVISION BROADCAST DIVISION

Curtis B. Plummer, Chief, Television Broadcast Division
Secretary: Agnes B. Carr

Engineers

Hart Cowperthwaite
Hideyuki Noguchi

Louis H. Rein
A. Prose Walker

AVIATION DIVISION

Edwin L. White, Chief, Aviation Division

Engineers

James D. Durkee
John R. Evans
William Hawthorne
Albert Mantwilla

Ernest C. McCarty
John J. McCue
Donald Mitchell
Stuart Pettigill
Robert L. Stark

MARINE RADIO & SAFETY DIVISION

William N. Krebs, Chief, Marine Radio & Safety Division
Secretary: Willie C. Herbert

Engineers

Robert T. Brown
Alfred Deacrok
William E. Dulin
Aubrey E. Fisher
Leo C. Hallsman
James T. Kyne

Howard C. Looney
Alfred P. Miller
William F. Minners
Duncan D. Peters
Harold R. Woodyard

PUBLIC SAFETY & SPECIAL SERVICES DIVISION

Glen E. Nielsen, Chief, Public Safety & Special Services Division
Secretary: Frances S. Klein

Engineers

Daniel H. Arnold
George R. Boardman
Charles A. Brooks
Frank W. Cook
Walter L. Davis
Merle E. Floegel
Charles I. Fonger

John D. Fulmer
Herman Garlan
George J. Kelman
Milburne O. Sharpe
George E. Shea
Henry W. VonDohlen
William H. Watkins

RADIO OPERATOR AND AMATEUR DIVISION

George K. Rollins, Chief, Radio Operator and Amateur Division
Secretary: Euna P. Wiley

Engineers

Roland W. Archibald
John C. Currie
Alvin C. Holmes

Ivan H. Loucks
Robert W. Percy
Le'and C. Quaintance

COMMON CARRIER DIVISION

Marion H. Woodward, Chief, Common Carrier Division
Secretary: Annie Belle Bischoff

Engineers

Kosmo J. Affanasiev
Payson D. Carter
John F. Corkill
George B. Donohue
P. Howard Duckworth
Charles E. Goeking
William R. Jarmon
Carl A. Johnson
Ralph D. Jones

John J. Koopmann
Fred H. Miller
Kenneth W. Miller
Wallace McGregor
Paul V. Overmyer
Carl W. Loeber
Frank Palik
John A. Russ
George J. Dempsey

TECHNICAL INFORMATION DIVISION

Edward W. Allen, Chief, Technical Information Division
Secretary: Ruby F. Floyd

Engineers

Raymond Asserson
William C. Boese
Jules Deltz
Harry Fine
George A. Gadea

Frederick Gracely
Edgar F. Vandivere
George V. Waldo
George L. Waters
Glenn E. West

FREQUENCY ALLOCATION AND TREATY DIVISION

A. L. McIntosh, Chief, Frequency Allocation and Treaty Division
Secretary: Meta A. Ennis

Engineers

William F. Bradley
Louis E. De la Fleur
William Grenfell
Frank V. Higgins

Theodore McCartney
Marvin A. Price
George V. Stelzenmuller
Robert L. Tosch

LABORATORY DIVISION

E. W. Chapin, Chief, Laboratory Division
Secretary: Anne F. Janco

Engineers

A. G. Craig
F. D. Craig
Milton Mobley

Ward J. Moore
Lawrence C. Middlekamp
Wilmar K. Roberts
Everett N. Shinn

FIELD ENGINEERING & MONITORING DIVISION

George S. Turner, Chief, Field Engineering & Monitoring Division
Secretary: Genevieve Posnak

(Continued on Page 55)

1948

A.D. RING & Co.
CONSULTING RADIO ENGINEERS
MUNSEY BUILDING
WASHINGTON 4, D.C.



STAFF

A. D. Ring Terry
Helvi M. Joura
Helen M. Joura
Howard T. Head
Stephen W. Kershner
Allan L. Bohn
Raymond P. Aylor, Jr.
J. Peyton Randolph, Jr.
William L. Freienmuth
Charles L. Keller
Raymond Dordal
Jefferson D. Brooks III
Jacqueline Mills
Mary J. Buchanan
Violet J. Groves
Carolyn A. Koontz

FROM THIS DESK...

THE RESULTS OF SOUND CONSULTING ENGINEERING



A COMPLETE engineering service from site selection to signal. Our organization, founded in 1941 as Ring & Clark, has made reliability the watch word. Experience in planning, allocation, construction and design assures minimum outlay for maximum performance. We invite your inquiry.

A.D. RING & Co.
CONSULTING RADIO ENGINEERS

MUNSEY BUILDING WASHINGTON, D. C.

Radio Highlights and Headlines: 1947

(Major Events of Year as Chronicled in BROADCASTING)

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

Jan. 1—CBS announces financial report, showing gross billings of \$60,063,905 for 1946, a drop of 8.7% for year. Young & Rubicam leads agencies; Procter & Gamble tops sponsors.

Jan. 1—ABC gross billings announced, totaling \$40,617,130, up 1.4% from previous year. Dancer-Fitzgerald-Sample is top agency; General Mills heads sponsors.

Jan. 1—Mutual 1946 billings announced, with total time sales of \$25,933,651, up 25.7% for year. Coca Cola is top client; Erwin, Wasey & Co. heads agency list.

Jan. 3—GOP leaders launch campaign to name Miss Marion Martin, former executive of Republican National Committee, as FCC commissioner.

Jan. 7—J. R. Popple, vice president and chief engineer of WOR New York, is reelected Television Broadcasters Assn. president.

Jan. 8—NAB opens first meeting of new "area" plan, designed to bring key NAB officials to district meetings.

Jan. 10—First general meeting of FM Assn. elects Roy Hofheinz president; J. N. (Bill) Bailey executive director. Mr. Hofheinz is operator of KTHH-KOPY (FM) Houston; Mr. Bailey is former associate editor, BROADCASTING.

Jan. 20—Texas Quality Network upheld by FCC in "Rainey Case." Dr. Homer F. Rainey had charged that the four TQN stations—three of them affiliated with newspapers which had opposed him editorially—limited their political broadcast time in order to defeat his candidacy for Democratic nomination for Governor of Texas in July 1946.

Jan. 22—RMA announces production of radio receivers for 1946 exceeded 15,000,000 units.

Jan. 27—FCC views competing color television systems in opening of hearings in New York.

Jan. 29—AFRA and four major networks sign two-year contract providing 20% to 30% salary increases for actors, singers, announcers and sound effects men.

Feb. 1—Philadelphia Bulletin buys Philadelphia Record and Camden (N.J.) Courier-Post, plus WCAU Philadelphia, for estimated \$10,000,000.

Feb. 4—NBC and CBS decide to become NAB associate members instead of participating on an active basis.

Feb. 5—NAB-RMA draw up plans for nationwide campaign to equip every family with a radio in every room.

Feb. 5—Part II of NAB Joske Report of presses, devoted to techniques employed in programming, continuity and general operation of radio promotion in the San Antonio store.

Feb. 7—FCC three-month freeze of AM applications for new or changed facilities goes into effect. Action taken to clear away backlog of applications on hand.

Feb. 8—FCC sends its first postwar annual report to Congress. Report highlights Commission's record volume of work from July 1, 1945 through June 30, 1946.

Feb. 13—Six-year old WOV New York strike case settled; employes win reinstatement, back pay.

Feb. 17—U. S. broadcasts to Russia started by State Dept.

Feb. 17—Report on Stratovision tests completed showing experiment is feasible, according to Westinghouse Electric Corp.

Feb. 18—Vast NAB public relations drive set up to combat anti-broadcasting movements.

Feb. 19—U. S. District Court issues preliminary injunction to stay further FCC proceedings in WBAL Baltimore renewal case, pending court disposition of WBAL's charges against the Blue Book.

Feb. 19—AAAA announces intensification of its plan to push the 2% cash discount system, in which the broadcaster continues to receive the same net revenue, and the advertiser pays the same net amount by deducting the discount when he earns it.

Feb. 27—Clear Channel Broadcasting Service requests FCC to investigate characteristics and effects of AM daytime skywave signals.

March 3—IRE convention opens in New York, with television apparatus highlighting equipment exhibits.

March 7—FCC asks Congress for \$7,500,000 budget, its largest in peacetime.

March 7—Commodore Edward M. Webster nominated to FCC.

March 8—Fifth Annual duPont Awards go to WHO Des Moines, WKY Oklahoma City and Elmer Davis, ABC commentator.

March 8—N. Y. Governor Dewey addresses AWB, meeting in New York, tells them radio has earned its freedom through vigilance of broadcasters to keep it free of controls, and through policies of its operators.

March 12—President Truman stresses the part "controlled" radio and press play in the imposition of undemocratic ideologies, as he asks Congress to authorize \$400,000,000 worth of relief assistance to Greece and Turkey, in message to House and Senate joint session.

March 17—NBC and DuMont begin experiments with Zoomar Television lens, an optical device to keep images in focus while the viewer gets effect of camera approaching or drawing away from subject.

March 26—International Broadcasting Foundation plan sent to Congress, proposing that the government enter the international broadcasting field on a permanent basis, while at the same time broadening the base of private participation. Plan was developed by Assistant Secretary of State William Benton.

March 26—After three-year dissemination, FCC grants Fetzler Broadcasting Co.'s WJEF Grand Rapids a construction permit and license for use of 1230 kc with 250 w.

March 26—DuMont Labs announces development of new low-cost video station which it expects to market at less than \$90,000.

March 27—Victor Sholis announces his decision to resign as director of Clear Channel Broadcasting Service, and become general manager of WHAS Louisville, succeeding W. Lee Coulson.

March 28—Llewellyn White's book, *The American Radio*, published. It was written under grant from Publisher Henry Luce and the U. of Chicago to the Commission on Freedom of the Press.

March 31—Net time sales figure totals \$325,890,000 in 1946, a rise of 7.2% over 1945.

April 2—Radio ownership in U. S. homes hits 35,900,000 and radio listening reaches 150,800,000 hours a day, both all-time records. Figures reported by CBS as result of surveys made for the network by Market Research Co. of America and by A. C. Nielsen Co.

April 4—FCC tells U. S. District Court the Blue Book is not an order and is not reviewable by any court. Declaration was made in connection with WBAL Baltimore case.

April 4—Carl Haverlin, vice president in charge of station relations of Mutual, appointed first paid president of BMI.

April 10—FCC issues new FM allocation plan, employing four-channel minimum separation for assignments in same area.

April 12—FCC sends Comr. Rosel Hyde and K. Neal McNaughton, chief of FCC Standard Allocation Section, to Havana and Mexico City to work out new uniform standards of potential interference for AM stations.

April 17—Major Peabody Awards winners are Commentator William L. Shirer, WOW Omaha, WELL Battle Creek, Mich.

April 17—FCC hands down proposed decisions in hotly-contested New York area FM-TV grants. TV proposed grants go to WOR, WJZ, WAAT and News Syndicate Co. FM proposed grants go to WMCA, WPAT, ABC and Unity Broadcasting Corp.

April 21—AP announces intention of raising its radio fees.

April 22—Top winners of National Radio Awards of City College of New York go to KGFJ Los Angeles, WFIL Philadelphia, WLW Cincinnati, ABC and Kenyon & Eckhardt.

April 23—President Truman writes letter to Advertising Council lauding organized use of advertising in helping to solve national problems.

April 24—FCC denies renewal of WORL Boston on grounds of concealment of ownership. Decision expected to be appealed.

April 30—RCA gives first public showing of its electronic color video, in Philadelphia.

May 1—FCC grants record-breaking total of over 200 AM grants by May deadline, heralding end of its three-month "temporary expediting procedure."

May 8—AFM negotiates agreement for one-year contracts with four major networks covering musicians employed in New York key stations, with contracts providing wage increases averaging 20%.

May 8—Senate votes 48-40 to ban all union-controlled "slush funds" in an amendment to the Labor Bill intended to prevent development of union "rackets."

May 15—International Telecommunications Conference opens at Atlantic City.

May 22—FCC grants WGAR Cleveland's application and denies that of WADC Akron for 1220 kc, 50 kw (directionalized.) Observers felt it was a step toward court test of FCC's right to decide applications on basis of program plans.

May 23—White Bill introduced in Senate by Majority Leader Wallace White, Jr. (R-Me.) with identical bill introduced in House by Rep. Charles Wolverton (R-N.J.). Legislation is aimed toward creating new national policy for American radio.

May 23—NAB President Justin Miller releases 14-point reply to FCC Blue Book, in which he charges the Blue Book is illegal, punitive and improper.

May 23—Industry groups representing performing artists and music writers testify before House Judiciary subcommittee, opposing proposed legislation to give performers share in royalty on reproduced music.

May 29—New Hearing Division is formed by FCC to be composed of examiners responsible only to Commission.

June 2—AT&T files proposed rate schedule on use of coaxial cable for commercial television networks.

June 3—Canadian Assn. of Broadcasters recommends complete overhaul of Canadian radio legislation, establishment of an independent regulatory body responsible directly to Parliament, and correction of "subsidized competition."

June 4—Daytime Skywave hearings begin before FCC, with CBS asking more protection for the "clears."

June 9—Annual meeting of Canadian Assn. of Broadcasters begins at Jasper Park, Alta.

June 10—FCC announces channel separation rule allowing assignment of AM stations only 30 kc apart in adjacent cities within certain engineering limitations—but not permitting it in the same cities.

June 11—House Appropriations Committee proposes to give FCC \$6,040,000, a \$1,260,000 reduction of FCC's request.

June 12—Brig. Gen. David Sarnoff, RCA president, urges economies in production and selling, and improvement of products, at RMA convention in Chicago. Steps are recommended to meet economic readjustment period underway.

June 13—FCC assigns new frequencies for all FM licensees, permittees and interim operators, and abandons reservation of FM channels as of July 1.

June 17—C. E. Hooper, Hooperatings chief, submits program rating plan to BMB, whereby BMB will supply audience measurements for individual programs as well as station audience data, by taking over publication of the "continuous" Hooper reports.

June 17—Hearings on White Bill begin.

June 18—President Truman withdraws nomination of Comr. Ray C. Wakefield and simultaneously nominates Rep. Robert F. Jones (R-Ohio) to Commission. Action thought to herald FCC shakeup.

June 18—WWDC Washington files complaint against WABL Arlington, Va. and WGAY Silver Spring, Md. in first case in radio to invoke jurisdiction of Federal Trade Commission against stations broadcasting horse-racing results on grounds of alleged unfair competition.

June 19—FCC reshuffles departments, with two newly-chosen hearing examiners given new duties and three members of Law Dept. promoted.

June 23—Within an hour of each other, Taft-Hartley Act is enacted, and Supreme Court upholds legality of Lea Act. Court holds that Lea Act ban on featherbedding is constitutional.

June 23—ASCAP is accused of conspiring to corner world's music market in suit filed in U.S. District Court, New York, by Justice Dept. Anti-Trust Division.

June 23—Brig. Gen. Frank E. Stoner, chief UN telecommunications engineer, announces plans for \$8,000,000 UN network.

June 23—FCC Employe & Compensation Report shows radio's weekly payroll up 25% since 1945; employment increased 18%.

June 23—"Voice of America" given \$6,387,250 by Senate Appropriations Committee, with programming put in hands of private agencies.

June 24—BMB rejects Hooper offer of new program rating plan. Hooper announces he intends to enter station coverage measurement field.

June 26—President Truman, at invitation of NAB President Justin Miller, meets with representatives of radio, newspapers, magazines, books and motion picture fields. He declares freedom of broadcasting and other media of expression is basic in the democratic system.

June 30—NAB votes 629-28 in favor of amendment to its by-laws changing networks from active to associate status.

July 1—Federal ban on new construction abolished, allowing radio stations and other industry to go ahead with building plans.

July 1—In first decision of its kind, FCC proposes to approve sale of a station to a competing bidder under Arvo Rule's "auction" provisions, rather than to original "purchaser." KMBD Medford, Ore. is station involved.

July 2—FCC denies plea of WADC Akron for rehearing in WGAR Cleveland 50-kw case.

(Continued on page 55)

AMERICA'S ORIGINAL "VETERANS ADVISER"

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

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

N. B. C. COAST-TO-COAST

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

Interviews with distinguished guests on timely topics;
Musical salutes to war veterans who have "made good" in solving their postwar problems.

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



COMMANDER "TY" KRUM

United States Army Band

United States Navy Band

United States Air Forces Band

United States Marine Band

SATURDAY 2:30-3:00 (EST)

A PUBLIC SERVICE OF N. B. C.

Proudly We Hail ...

*P*ROUDLY we hail . . . individually and collectively . . . the radio broadcasting stations of America who are today scheduling the United States Army and Air Force's special recruiting transcribed program series, "PROUDLY WE HAIL."

We salute the men and management of the radio broadcasting stations . . . now numbering a full 1000 . . . who jointly have given "PROUDLY WE HAIL" the greatest station coverage of any weekly radio program.

We salute the spirit of public service which has led them to include "PROUDLY WE HAIL" in their stations' choice time schedules ~ and we rejoice that their unselfish gesture has resulted in increased listening audiences for their individual stations.

We pay honor too, to the members of the Hollywood Co-ordinating Committee who have provided for "PROUDLY WE HAIL" the leading names of the motion picture industry . . . and to those stars who have given generously of their time and talent to make this program series so outstanding.

And for their splendid co-operation and assistance we salute The United States Army Colonel W. Mason Wright, Jr. ~ and the N. W. Ayer Advertising Agency.

To you, and to all the broadcasting stations who have joined co-operatively in this distinguished effort, we pledge in the new half-hour series the continuing high standards of scripting, casting, and production which have helped make "PROUDLY WE HAIL" the program leader it is today.

To you who have so generously dedicated your services to the strength of the nation, again we say . . . "Proudly We Hail!"

Frederic Gregory

Radio Highlights and Headlines: 1947

(Continued from page 52)

July 7—DuMont Labs announces details of plan for microwave video relay network serving eight stations 28 hours a week at \$5.15 per hour per station. This is counter-plan to AT&T relay rates.

July 11—Brig. Gen. David Sarnoff elected RCA board chairman, replacing Gen. James Harbord, resigned. General Sarnoff remains RCA president in addition.

July 11—Robert F. Jones confirmed for FCC membership by unanimous consent of Senate.

July 14—FCC announces it will revert to division method of operation Oct. 1, with a broad reorganization plan.

July 15—CBS executive realignments return Edward R. Murrow, vice president and director of public affairs, to airwaves. His executive post is taken by Davidson Taylor, former vice president and director of programs. Hubbell Robinson, onetime ABC vice president, steps into Mr. Taylor's post.

July 21—Both Houses of Congress approve appropriation of \$6,240,000 to FCC, record peacetime figure.

July 22—AT&T cancels proposed rates for video use of its coaxial cables.

July 24—A 15-point plan for permanent continuous operation of BMB is approved, with NAB, ANA and AAAA support.

July 31—Flinch Telecommunications demonstrates color facsimile embodying a new transmission method.

Aug. 1—BMI acquires Associated Music Publishers capital stock.

Aug. 1—FCC reclassifies broadcast operations into three categories, a change long sought by NAB.

Aug. 1—NBC reorganizes in top levels with three vice presidents—Harry Kopf, Ken Dyke and John MacDonald—going to newly-created posts of administrative vice presidents. L. E. Showerman, general manager of Central Division is also appointed vice president.

Aug. 11—NAB-RMA joint promotion drive to stimulate sales of radio sets is launched.

Aug. 14—FCC proposes to cut number of television channels from 13 to 12.

Aug. 18—First postwar request for FCC to cancel a license because a city is not able to support present number of stations comes from WBIX Rome, Ga.

Aug. 19—Justice Dept. begins investigation to determine if Petrillo is violating Lea Act or Taft-Hartley Act in refusing to permit duplication of network programs on FM.

Aug. 25—NAB adopts program of business and programming aids for FM.

Aug. 27—RCA Victor offers to help other manufacturers get started in producing television sets. Plan announced at a video clinic in Philadelphia.

Sept. 3—Mutual introduces a new way to measure coverage, using engineering analyses.

Sept. 12—FMA convention, meeting in New York, elects Everett Dillard, Continental (FM) Network head, president, maps plans for the year.

Sept. 15—NAB's 25 annual convention opens at Atlantic City, with freedom of the air as the battle cry.

Sept. 17—Petrillo notifies FM stations WHFM Rochester and WASH Washington that all live musical programs on those stations (Continental Network keys) must end. Blow strikes 27 stations of Continental.

Sept. 19—NAB adopts self-regulatory code, to become effective Feb. 1.

Sept. 23—Details of Gallup Radio Audience Research plan told in New York.

Sept. 24—Philco Corp. offers use of its 700 patents and inventions in the radio receiver, electrical phonograph and television fields to any manufacturer, subject to royalties.

Sept. 25—Five key NBC executives—John Royal, George McElrath, Charles Hammond, Noran Kersta, James Nelson—get additional duties in further staff realignment.

Sept. 26—National Assn. of Radio Station Representatives is formed in New York in meeting called by Paul Raymer and Edward Petry.

Sept. 29—General Electric inaugurates new microwave relay between New York and Schenectady.

Sept. 30—William Benton resigns as Assistant Secretary of State, is commended by President Truman for job he did as head of information and Cultural Affairs, including "Voice of America" broadcasts.

Oct. 1—Petrillo lifts ban against live music imposed on Continental (FM) Network, following meeting of FMA and AFM in New York.

Oct. 2—Representatives of 78 nations sign two basic agreements in field of international communications: Treaty of the International Telecommunications Convention, and an agreement covering technical and operating aspects of international radio communications, the International Radio Regulations. Both signed at Atlantic City.

Oct. 3—Mexico's demands involve drastic reallocations at NARBA conference, would imperil U.S. channel rights.

Oct. 3—NBC names as new vice presidents: Sydney Elges, former press head, and Charles Hammond, assistant to NBC executive vice president.

Oct. 3—National Assn. of Radio Station Representatives, formed Sept. 26, files complaint with U. S. Attorney General and FCC against CBS, charging network has illegally encroached on their business by taking over non-network time sales of several CBS affiliates heretofore represented by members of association.

Oct. 5—President Truman and Charles Luckman, Lever Bros. head and chairman of Citizens Food Committee, participate in first telecast made from White House.

Oct. 6—Assn. of National Advertisers holds convention in Atlantic City. Oct. 8—Charles Denny, FCC chairman, resigns from Commission to join NBC Nov. 15.

Oct. 15—Government files amended bill of criminal information against Petrillo in U. S. District Court in Chicago, mentioning specifically action taken by AFM head against WAAF in calling a strike in May 1946.

Oct. 18—Petrillo announces recording ban to commence Dec. 31. Industry goes into action to combat AFM squeeze play.

Oct. 19—Federal Trade Commission refuses to rule on complaint of WWDC Washington against WARL Arlington, Va. and WCAY Silver Spring, Md., holding that the matter comes under FCC jurisdiction. WWDC charged that the two stations are engaged in unfair competition by broadcasting horse-racing results and "lottery broadcasts."

Oct. 20—Clear Channel hearings resume for final sessions after lapse of over a year.

Oct. 20—Two-volume report from the Commission on Freedom of the Press, titled *Government and Mass Communications* is published by U. of Chicago Press. Prof. Zechariah Chafee Jr. is author.

Oct. 20—SEC Thomascoler probe ends after five weeks of hearing. Inquiry was into the proposed \$10,000,000 public stock sale by Thomascoler Inc.

Oct. 23—Independent stations draft own code. The 12-man committee of independents names Ted Cott, WNEW New York, as chairman.

Oct. 29—Democratic National Committee follows Republicans in choosing Philadelphia for convention, with television the deciding factor.

Oct. 30—Radio Writers Guild ratifies six and a half year contract with four major networks, dating from Nov. 15. Pact covers: Authors' rights, air credits, abandonment of "release form," establishment of joint adjustment board, and minimum fees.

Nov. 3—FCC releases Economic Report estimating that there will be 2,260 AM stations in 1948, with almost half of them located in hard-time belts.

Nov. 3—FCC begins three-week WBAL Baltimore hearing, involving WBAL's request for renewal and the Pearson-Allen application for its facilities.

Nov. 6—"New York Daily News" loses out in final decision on FM grant.

Nov. 6—Mutual Network subscribes to BMB, automatically bringing into BMB NBC, and ABC and CBS, whose contracts were provisional, upon network unanimity.

Nov. 10—FCC issues Report on Broadcast Revenues and Income for 1946, showing 7.6% total time sales increase over 1945, but income drops 8.52% below 1945.

Nov. 12—NAB selects Los Angeles as 1948 Convention city.

Nov. 12—National Opinion Research Center starts second nation-wide research into what the public thinks of broadcasting.

Nov. 13—NAB completes industry wage study showing broadcast staff and freelance personnel receive the highest average weekly and annual income per employe of any American industry.

Nov. 13—National Assn. of Radio News Directors, meeting in Washington, have conference with President Truman at White House.

Nov. 13—Boston-Washington coaxial cable opened by AT&T.

Nov. 18—CBS President Frank Stanton announces Instantaneous Audience Measurement Service (IAMS), whereby radio audiences are measured by radar.

Nov. 24—Trouble starts after FBI Chief J. Edgar Hoover takes exception to a speech made by FCC Commissioner Clifford J. Durr, in which he took FBI to task for submitting "unsolicited reports on individuals connected with radio." Hoover notifies Commission he will withdraw all reports.

Nov. 26—New York Daily News charges FCC Chairman Denny's participation in FM decision against station is "unlawful," and thus invalidates decision. Charges are based on the fact that Mr. Denny at the time had already become NBC vice president.

Dec. 2—James Petrillo, AFM head, re-elected president—with no opponents listed on ballot.

Dec. 4—Sen. Homer Capehart (R-Ind.) calls for congressional investigation of Commissioner Durr, based on his FBI dispute.

Dec. 15—AP starts daily television news-reel service.

Executive and Staff Personnel of the Federal Communications Commission

(Continued from page 50)

Engineers

Willard J. Beale
Arthur T. Caplen
Ralph V. DeCoursey
William E. Downey
Ernest Blankinship
Nathan Hallenstein
Thomas L. Heron
George L. Jensen
Alfred H. Kleist
Frank Kratokvil
Edwin L. Loveloy
Robert K. Morrell

Stacy W. Norman
Carl Nuhn
John C. Petersen
Lloyd S. Quinn
Howard L. Randall
Thomas M. Stevens
Warren C. Stickler
Frank Toth
Floyd Wickenkamp
Eldridge S. Willey
Charles O. Wilson
Rex H. Wilson
Harold R. Richman

OFFICE OF INFORMATION

George O. Gillingham, *Director of Information*
Assistants: Lee J. Farran, Mary O'Leson, Salina M. Lindo, Eva O. Melton

SECRETARY'S DEPARTMENT

T. J. Slowie, *Secretary*
Administrative Asst.: Laura L. Hollingsworth
Secretary: Ethel M. Richardson
Clerk: Frances E. Cassese

LICENSE DIVISION

William P. Massing, *Chief*
Secretary: Catherine Lunders
Chief of Broadcast Section: Clara M. Iehl
Chief of Commercial Section: William H. Irvin
Chief of Tabulating Section: Raymond E. Martin
Service Division—Paul H. Sheehy, *Chief*; Walter W. White, *Assistant Chief*.
Records Division—Walter S. Davis, *Chief*.
Minute Section—Lavelle W. Hughes, *Chief*.
Library Section—Helen A. Clark, *Chief*.

ACCOUNTING, STATISTICAL AND TARIFF DEPARTMENT

William J. Norfleet, *Chief Accountant*
Secretary: Lily M. Marshall
Hugo Reyer, *Executive Assistant Chief Accountant*
Secretary: Mrs. Elizabeth S. Harris
Henry M. Long, *Chief, Accounting Regulations Division*

Wm. G. Butts, *Chief, Rates and Tariff Division*
Alexander Ueland, *Chief, Statistical Division*
Charles R. Makela, *Chief, Field Division*
Leroy Schaaaf, *Chief, Broadcast Division*
Hyman H. Goldin, *Chief, Economics Analysis Division*
Robert E. Stromberg, *Assistant Chief Accountant in Charge of Accounts Branch*
Dallas W. Smythe, *Assistant Chief Accountant in Charge of Economics Branch*

BUDGET AND PLANNING DIVISION

William B. Robertson, *Director of Budget and Planning Division*

PERSONNEL DIVISION

G. H. Hatfield, *Personnel Officer*
Dorothy D. Glenn, *Secretary*
Pansy E. Wiltshire, *Placement Officer*
J. J. Katsuranis, *Chief, Classification Section*

Radio's Weekly Payroll

RADIO'S weekly payroll, moving constantly upward, has gained more than 25% since late 1945, while employment has increased 18%.

This was revealed in FCC's annual *Employe & Compensation Report*, issued June, 1947. It showed 34,831 fulltime employes of stations and networks received \$2,408,246 in straight-time pay for the week of Feb. 1—an average weekly earning of \$69.14 compared with \$65.40 in 1945. The gain in average earnings was about 5.7%.

The 1947 figures were based on reports filed by seven networks, 10 key stations of nation-wide networks, and 914 other AM stations for the week starting Feb. 1. The 1945 report was for the week of

Oct. 14 and covered nine networks, 10 keys, and 866 other AM outlets. There was no report in 1946.

The 25% payroll gain—\$2,408,246 against \$1,922,941—compares with a 19% increase reflected in the report for 1945. The average weekly income of \$69.14 includes salaries of executives. The 1945 average of \$65.40 represented an 8% increase over 1944.

Two-Year Employment

Employment totals for the two years were 34,831 in February against 29,405 in October 1945. The 1947 total included 4,731 non-staff program employes.

Excluding executive, supervisory and non-staff personnel, employes

had an average wage of about \$60.92 in 1947. This represented a gain of about 5.1% over the 1945 figure of \$57.97 for the same group. However, the average in 1945 included some overtime and other non-scheduled payments.

The 1945 report counted department heads as "executives" while the 1947 form tabulated their earnings as part of their respective departments, leaving only "general officers and assistants" in what heretofore has been the executive group. The average weekly earning of 1,498 "general officers and assistants" this year was \$170.45, which compares with \$173.36 for the 1945 report's 1,076 "general managerial" employes.

The new report also separated staff from non-staff employes within the program department, and in all departments segregated supervisory from non-supervisory personnel. Staff employes, numbering 30,100 including executives, averaged \$71.11 a week. Executives and supervisors, totaling 5,587, averaged about \$116.

The 1947 report was the first in which data was collected on number of hours of work scheduled per week. On the average, non-supervisory staff employes (excluding executives and salesmen, whose hours generally were not reported) were scheduled to work about 39 hours. Program employes worked about 37 and technical employes about 41.

NUMBER, SCHEDULED HOURS, AND SCHEDULED COMPENSATION OF NETWORK AND AM BROADCAST STATION¹ EMPLOYEES FOR THE WEEK BEGINNING FEBRUARY 1, 1947

Classification of employes	Full-time Employees			Part-time Employees			Total			Average weekly wage: 7 networks & 914 stations (Dollars)
	Total, 7 networks and 924 AM stations			Total, 7 networks and 10 key stations of nation-wide networks			Total, 914 other AM stations			
	No. of employes (Number)	Total weekly scheduled hours (Hours)	Total scheduled compensation (Dollars)	No. of employes (Number)	Total weekly scheduled hours (Hours)	Total scheduled compensation (Dollars)	No. of employes (Number)	Total weekly scheduled hours (Hours)	Total scheduled compensation (Dollars)	
I. General officers and assistants	1,498	2	255,338	107	2	32,185	1,391	2	217,152	170.45
II. Clerical employes	6,605	262,580	267,336	2,488	96,645	109,155	4,117	165,935	158,181	40.47
A. Supervisors of clerical employes	621	24,902	42,385	189	7,230	17,346	432	17,672	25,039	68.25
B. Other clerical employes	5,984	237,678	224,951	2,299	89,415	91,809	3,685	148,263	133,142	37.59
III. Program employes	15,543	3	1,037,996	3,159	3	342,034	12,384	3	695,962	66.78
A. Supervisors of program employes	1,450	58,686	134,749	186	7,220	29,675	1,264	51,466	105,074	92.93
B. Non-supervisory program employes	14,093	3	903,247	2,973	3	312,359	11,120	3	590,888	64.09
1. Staff program employes	9,362	344,240	635,364	1,342	48,120	150,718	8,020	296,120	484,646	67.87
a. Announcers	3,747	153,703	232,111	167	6,630	19,305	3,580	147,073	212,806	61.95
b. Singers	174	4,307	11,523	13	520	1,067	161	3,787	10,456	66.22
c. Sound effects men	132	5,229	9,843	105	4,200	8,063	27	1,029	1,780	74.57
d. Production men	512	20,165	44,287	187	7,900	21,765	315	12,265	22,522	86.50
e. Musicians	1,939	47,334	168,599	486	14,085	67,765	1,453	33,249	100,834	86.95
f. Writers	1,035	41,960	48,788	73	2,910	6,625	962	39,050	42,163	47.14
g. News personnel	890	36,100	61,685	118	4,720	10,757	772	31,380	50,928	69.31
h. Actors	40	929	3,735	6	144	1,100	34	785	2,635	93.38
i. Other staff program employes	893	34,513	54,793	177	7,011	14,271	716	27,502	40,522	61.36
2. Non-staff program employes ²	4,731	4	267,883	1,631	4	161,641	3,100	4	106,242	56.62
a. Announcers	415	4	25,590	104	4	9,399	311	4	16,192	61.66
b. Singers	728	4	30,355	212	4	16,259	516	4	14,096	41.70
c. Sound effect men	31	4	811	8	4	190	23	4	621	26.16
d. Production men	93	4	11,411	48	4	9,312	45	4	2,099	122.70
e. Musicians	1,423	4	53,405	361	4	23,569	1,062	4	29,836	37.53
f. Writers	186	4	19,479	99	4	15,211	87	4	4,268	104.73
g. News personnel	222	4	30,245	82	4	20,332	140	4	9,913	136.24
h. Actors	1,216	4	59,962	573	4	41,906	643	4	18,056	49.31
i. Other non-staff program employes	417	4	36,625	144	4	25,464	273	4	11,161	87.83
IV. Technical employes	6,448	264,710	470,134	867	34,535	88,551	5,551	230,175	381,583	72.91
A. Chief engineers and supervisors of engineers	1,175	48,698	106,175	82	3,245	12,585	1,093	45,453	93,590	90.36
B. Studio engineers or technicians	2,349	94,675	176,155	490	19,545	48,679	1,859	75,130	127,476	74.99
1. Holding 1st class radiotelephone licenses	1,445	58,287	110,270	195	7,750	19,212	1,250	50,537	91,058	76.31
2. Other	904	36,388	65,885	295	11,795	29,467	609	24,593	36,418	72.88
C. Transmitter engineers or technicians	2,550	106,378	155,835	77	3,080	7,331	2,473	103,288	148,504	61.11
1. Holding 1st class radiotelephone licenses	2,489	103,860	152,719	75	3,000	7,202	2,414	100,860	145,517	61.36
2. Other	61	2,518	3,116	2	80	129	59	2,428	2,987	51.08
D. Research and development engineers	180	7,158	18,717	121	4,785	13,084	59	2,373	5,633	103.98
E. Other technical employes	194	7,801	13,252	97	3,880	6,872	97	3,921	6,380	68.31
V. Commercial employes	2,418	3	248,378	261	3	40,238	2,157	3	208,140	102.72
A. Supervisors of commercial employes	538	21,956	76,081	68	2,630	14,477	470	19,326	61,604	141.41
B. Non-supervisory commercial employes	1,880	3	172,297	193	3	25,761	1,687	3	146,536	91.65
1. Salesmen	1,652	2	159,623	153	2	22,522	1,499	2	137,101	96.62
2. Other	228	9,072	12,674	40	1,540	3,239	188	7,532	9,435	55.59
VI. Promotion and publicity employes	815	32,295	64,865	357	13,897	34,046	458	18,398	30,819	79.59
A. Supervisors of promotion and publicity employes	305	12,261	32,197	92	3,614	13,788	213	8,647	18,409	105.56
B. Non-supervisory promotion and publicity employes	510	20,034	32,668	265	10,283	20,258	245	9,751	12,410	64.05
VII. Building service employes	1,282	50,916	49,956	551	21,722	26,566	751	29,194	23,390	38.97
VIII. All other employes	222	8,799	14,243	72	2,860	8,623	150	5,939	5,620	64.16
IX. A. Total, all employes	34,831	3	2,408,246	7,862	3	687,399	26,969	3	1,720,847	69.14
B. Total, all staff employes	30,100	3	2,140,363	6,231	3	525,758	23,889	3	1,614,605	71.11
C. Total, non-executive staff employes	28,602	1,053,254 ³	1,885,025	6,124	229,169 ⁴	487,572	22,478	824,085 ⁵	1,397,453	65.91
D. Total, non-supervisory staff employes	24,513	886,751	1,493,438	5,507	205,230	399,701	19,006	681,521	1,093,737	60.92

¹ Includes combination AM-FM employes in a few instances where stations reported that they were unable to make a segregation of personnel.

² Stations typically reported that hours for this group of employes were not regularly scheduled and could not be estimated reliably.

³ No total of hours scheduled possible because of the absence of hours data for substantial component groups of employes.

⁴ No regularly scheduled hours for non-staff employes.

⁵ Only the networks and 333 stations reported non-staff program employes.

⁶ Hours are not included for the 1,652 salesmen.

BROADCAST STATIONS IDENTIFIED WITH NEWSPAPER OWNERSHIP

Revised to January 1, 1948; Copyright 1948 by Broadcasting Publications, Inc.

ALABAMA

WPFS, Alexander City—Licensed to Piedmont Service Corp., affiliated with the *Alexander City Outlook*.
WHMA, WHMA-FM, Anniston—Licensed to Harry M. Ayers, publisher of *Anniston Star*.
WSGN, WSGN-FM, 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*.
WEBJ, Brewton—Licensed to William E. Brooks, who is publisher of the *Brewton Standard*.
WAGF, Dothan—Licensed to Dothan Broadcasting Co.; Horace Hall, partner, is publisher of *Dothan Eagle*.
WGNE, Gadsden—Licensed to General Newspapers, Inc.; Carnage Walls, president; Charles E. Marsh, chairman of the board; John E. Marsh, vice president. General Newspapers Inc. owns 2/3 interest *Macon (Ga.) Telegraph Co.*; the *Gadsden Times*; *The Tuscaloosa (Ala.) News*; *The Spartanburg (S.C.) Herald-Journal*, and the *Cleveland (Tenn.) Daily Banner*; and minority interest in the *Orlando (Fla.) Sentinel-Star*.
WHBS, WHBS-FM, Huntsville—Licensed to the Huntsville Times Co., Inc., publisher, *Huntsville Times*.
WABB, WABB-FM, Mobile—Licensed to Mobile Daily Newspapers, Inc., publishers of the *Mobile Press Register*.
WSFA, WSFA-FM, 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 Broadcasting Co., 74% owned by E. D. Butler, publisher of the *Prairie Farmer*, Chicago, and the *Arizona Farmer*, Phoenix, also owner of WLS Chicago and KTUC Tucson.
KCNA, Tucson—Licensed to Catalina Broadcasting Co.; ownership affiliated with Tucson Newspapers Inc., printers of *Arizona Star* and *Daily Citizen*, Tucson; the State Publishing Co., publishers of the *Star*, and the *Citizen Publishing Co.*, publishers of the *Citizen*.
KTUC, Tucson—Licensed to the Tucson Broadcasting Co.; 51% owned by Burrige D. Butler, publisher *Prairie Farmer*, Chicago, and owner WLS Chicago, and KOY Phoenix.
KYCA, Prescott—Licensed to the South-eastern Broadcasting Co. M. B. Hayes and Houston Harte, shareholders, have varied newspaper interests throughout the state.

ARKANSAS

KFSA, KFSA-FM, Fort Smith—Licensed to Donald W. Reynolds, owner of *Times Publishing Co.*, Okmulgee, Okla. (*Okmulgee Times Democrat* and *Okmulgee Times*), owner of Southwestern Publishing Co., Fort Smith (*Southwest Times Record*, *Fort Smith Times Record* and *Southwest American*); owner Enterprise Publishing Co., Bartlesville, Okla. (*Bartlesville Enterprise*, *Bartlesville Examiner*).
KXAR, Hope—Licensed to the Hope Broadcasting Co.; Alex Washburn publisher *Hope Daily Star*, owns 40%.
KTHS, Hot Springs—Licensed to Radio Broadcasting Inc., chief owners identified with the *Times Publishing Co.*, Inc., publishers of the *Shreveport, La. Times*, same ownership as *Monroe (La.) World and News-Star*.
KLRA, Little Rock—Licensed to Arkansas Broadcasting Co., 88.8% of stock owned by *Gazette Publishing Co.*, publishers of *Arkansas Gazette*.
KCMC, KCMC-FM, 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.
KTFS, Texarkana—Licensed to *Texarkana Broadcasting Co.*, owned 30% by Henry N. Fones, also owner of 16 2/3% of *State Broadcasting Co.* (see WSDG), Dyersburg, Tenn.

The following tabulation, showing newspaper ownership or affiliation of AM and FM 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.

CALIFORNIA

KONG (FM), Alameda—Licensed to *Times Star Publishing Co.*, publishers *Alameda Times Star*.
KERN, KERN-FM, Bakersfield—Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee*, *Fresno Bee*, *Modesto Bee* (McClatchy Newspapers).
KPAS, Banning—Licensed to Pass Broadcasting Co. John Phillips, newspaperman, 50% owner.
KXO, El Centro—Licensed to Valradio Inc., 13/15 of which is owned by Imperial Valley Pub. Co., publisher of *El Centro Morning Post*, *Imperial Valley Press* and *Brawley Daily News*; and Mr. and Mrs. Paul Jenkins, controlling stock owners of the *Imperial Valley Pub. Co.*, Other 2/13 of Valradio, Inc. is owned by Mr. and Mrs. Harry Hovey.
KIEM, KRED (FM), 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*; 30.3%, William B. Smullin.
KMJ, KMJ-FM, Fresno—Licensed to McClatchy Broadcasting Co.; same ownership as *Fresno Bee*, *Sacramento Bee*, *Modesto Bee* (McClatchy Newspapers).
KLAC, Hollywood—Licensed to KMTR Radio Corp., Dorothy Thackrey, owner *New York Post* is an owner.
KGNS, Hanford—Licensed to Hanford Publishing Co., publishers of the *Hanford Journal*.
KTML (FM), Los Angeles—Licensed to the *Times Mirror Co.*, publishers *Los Angeles Times*.
KBEE (FM), Modesto—Licensed to McClatchy Broadcasting Co. (See KERN, Fresno).
KDON, KDON-FM, Monterey—Licensed to Monterey Peninsula Broadcasting Co.; 50% of stock owned by Allen Griffen, publisher of *Monterey Peninsula Herald*; 50% by *Salinas Newspapers Inc.*, publisher of *Salinas Californian*. (Speldel Newspapers). See also WQNY, Newburgh, N.Y., and WZBC, Cheyenne, Wyo.
KBBT (FM), San Bernardino—Licensed to The Sun Co., publishers *San Bernardino Sun*, and *Telegram*.
KSDJ, San Diego—Licensed to Clinton D. McKinnon, publisher, *San Diego Journal*.
KRON (FM), San Francisco—Licensed to Chronicle Publishing Co., publishers *San Francisco Chronicle*.
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*.
KSMO, KSMO-FM, San Mateo—Licensed to Amphlett Printing Co., publisher, *San Mateo Times & News Leader*.
KUSM, KUSM-FM, San Mateo—Licensed to San Mateo County Broadcasters, Roy A. Brown, majority owner, is president-publisher, *California Newspapers Inc.*, publisher of *San Rafael Independent*.
KITM, San Rafael—Licensed to Marin Broadcasting Co. Roy A. Brown, owner, is publisher of *The Independent*, San Rafael.
KTMS, Santa Barbara—Licensed to News-Press Publishing Co., publisher of *Santa Barbara News-Press* (T. M. Storke, publisher, owns 60% of common stock).
KSCO, Santa Cruz—Licensed to Radio Santa Cruz; Malhon D. McPherson, publisher of the *Daily Sentinel News*, is a partner.
KCOY, Santa Maria—Licensed to News-Press Pub. Co. (see KTMS, Santa Barbara).
KRJM (FM), Santa Maria—Licensed to Robert K. and Stanworth C. Hancock, d/b as *Santa Maria Daily Times*, publishers of *Santa Maria Daily Times*.

KSRO, Santa Rosa—Licensed to Ruth W. Finley, president, *Press-Democrat Pub. Co.*, publisher of *Santa Rosa Republican* and *Press-Democrat*. Operated independently of newspapers.
KLX, KLX-FM, Oakland—Licensed to Tribune Building Co.; interlocking ownership with *Oakland Tribune*.
KOCS, KOCS-FM, Ontario—Licensed to Daily Report Co., same ownership as *Daily Report*, Ontario-Upland, Calif.
KROW, KROW-FM, Oakland—Licensed to KROW Inc., majority owned by Sheldon F. Sackett, chief owner of *KVAN*, Vancouver, Wash., owner of *KOOS*, Coos Bay, Ore., and publisher of the *Coos Bay Times*.
KGEW, Oroville—Licensed to the Oroville Mercury Co., publisher of the *Mercury Register* and *Butte County News*, Oroville.
KDAN, Oroville—Licensed to Stanley S. Beaubaire, partner of *Hanford Publishing Co.*, publishers of the *Hanford Journal*, Hanford.
KPNI (FM), Palo Alto—Licensed to Peninsula Newspapers Inc., publishers *Palo Alto Times*.
KFBB, KFBB-FM, Sacramento—Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee*, *Fresno Bee*, *Modesto Bee* (McClatchy Newspapers).
KDON, Salinas—Licensed to the Monterey Peninsula Broadcasting Co. Ownership affiliated with *Salinas Californian*.
KSJO, San Jose—Licensed to Patrick H. Peabody, publisher *Sunnyvale Standard*; *Los Altos News*; *Saratoga Observer*; *Campbell Press*.
KWG, Stockton—Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee*, *Modesto Bee*, *Fresno Bee* (McClatchy Newspapers).
KTKC, Visalia—Licensed to Tulare-Kings Counties Radio Associates; owners include Homer W. Wood, publisher of *Porterville Recorder*; Percy M. Whiteside, 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. Gibson, editor and publisher of *Vallejo Chronicle-News* and *Times-Herald*.
KSYC, Yreka—Licensed to Siskiyou Publishing Co., publishers of the *Siskiyou Daily News*.

COLORADO

KVOR, Colorado Springs—Licensed to Out West Broadcasting Co.; 33% stockholders each are E. K. Gaylord and Edgar T. Bell, officers and directors, and 33% by the *Oklahoma Publishing Co.*, publisher of *Oklahoma City The Daily Oklahoman*, *Oklahoma City Times* and *The Farmer Stockman*.
KLZ, KLZ-FM, 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.
KLMR, Lamar—Licensed to Southeast Colorado Broadcasting Co., Inc. Fred M. Betz, 1/7 owner, owns *Lamar Daily News*.
KCSJ, Pueblo—Licensed to the Star Broadcasting Co., Frank S. Hoag, Jr., president, owns 20% of the *Star-Journal Pub. Corp.*, publisher, *Pueblo Chief* and *Star-Journal*; Frank S. Hoag, 1% owner of *Star Broadcasting*, is president and general manager of publishing firm.
WHTT, WHTT-FM, 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.

WSTC, WSTC-FM, Stamford—Licensed to Western Connecticut Broadcasting Co., owned 51% by Kingsley S. Gillespie, publisher of *Stamford Advocate*.
WCLR, Torrington—Licensed to Litchfield County Radio Corp. Harbert L. Crapo, president of *Litchfield Enquirer Publishing Co.*, is part owner.
WBRY, WBRY-FM, Waterbury—Licensed to the *American-Republican Inc.*, publisher of *Waterbury Republican*, *Sunday Republican* and *Waterbury American*.

DELAWARE

WDEL, WDEL-FM, Wilmington—Licensed to WDEL Inc. Operated independently. J. Hale Steinman and John F. Steinman, owners, also own *Lancaster (Pa.) Newspapers Inc.*
WILM, WILM-FM, Wilmington—Licensed to the Delaware Broadcasting Co., Alfred G. Hill, president, also is editor, publisher and lessor of *Chester (Pa.) Times*.

DISTRICT OF COLUMBIA

WINX, WINX-FM, Washington—Licensed to WINX Broadcasting Co., owned by Eugene Meyer & Co., publisher of *Washington Post*.
WMAL, WMAL-FM, Washington—Licensed to The Evening Star Broadcasting Co., subsidiary of *The Evening Star*.
WOL, WOL-FM, 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* and *Tribune Co.*

FLORIDA

WMUY, Coral Gables—Licensed to Peninsula Broadcasting Co.; George W. Thoppe, advertising director, *Miami Daily News*, is 58% owner.
WDNB, WDNB-FM, Daytona Beach—Licensed to the *News-Journal Corp.*, publishers of the *Daily News* and *Journal*.
WGOR-FM, Ft. Lauderdale—Licensed to the *Core Pub. Co.*, publishers of *Ft. Lauderdale News*.
WJHP, WJHP-FM, Jacksonville—Licensed to The *Metropolis Co.*; same ownership as *Jacksonville Journal*. (See WCOA, Pensacola.)
WIOD, WIOD-FM, Miami—Licensed to Isle of Dreams Broadcasting Corp., stock owned by *Miami Daily News Inc.*
WQAM, WQAM-FM, 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).
WHOO, WHOO-FM, Orlando—Licensed to Orlando Daily Newspapers, publishers of the *Orlando Morning Sentinel* and *Evening Star*.
WDLF, Panama City—Licensed to Panama City East Co. and owned by publishers of *Panama City News-Herald*. (See WCOA).
WCOA, WCOA-FM, Pensacola—Licensed to *Pensacola Broadcasting Co.*; John H. Perry, 79% stockholder, is publisher of *Pensacola Journal News*, *Jacksonville Journal*, *Panama City (Fla.) News-Herald*. Mr. Perry is also president of *Western Newspaper Union*, a newspaper syndicate.
WCNH, Quincy—Licensed to Quincy Broadcasting Corp., K. A. McGowan, publisher of the *Gadsden County Times*, is vice-president and 1/4 owner.
WTSP, WTSP-FM, St. Petersburg—Licensed to *Pineails Broadcasting Co.*, 53% of stock owned by Nelson Poynter, publisher of *St. Petersburg Times*.
WDAB, WDAB-FM, Tampa—Licensed to *Tampa Times Co.*, publisher of *Tampa Daily Times*.
WFLA, WFLA-FM, Tampa—Licensed to *Tampa Tribune Co.*, J. S. Mims, publisher of *Tampa Tribune*.

GEORGIA

WALB, Albany—Licensed to *Herald Publishing Co.*, publisher of *Albany Herald*.
WDEC, Americus—Licensed to *American Broadcasting Co.*, President is publisher of *Times Recorder*.
WGAU, Athens—Affiliated with the *Athens Banner-Herald*.
(Continued)

(Continued)

WCON, WCON-FM, Atlanta—Licensed to Constitution Publishing Co., publishers of the Atlanta Constitution.
WSB, WSB-FM, Atlanta—Licensed to Atlanta Journal Co., publisher of Atlanta Journal (James M. Cox; see also WIOD, Miami, and WHIO, Dayton, O.).
WFMV (FM), Augusta—Licensed to the Augusta Chronicle Broadcasting Co., ownership affiliated with Augusta Chronicle.
WMGR, Bainbridge—Licensed to S. Marvin Griffin who is editor-publisher of the Post Searchlight.
WBHF, Cartersville—Licensed to W. R. Fries, who is affiliated with Bartow Herald.
WGBA, WGBA-FM, Columbus—Licensed to Georgia-Alabama Broadcasting Corp. Twenty percent interest each held by A. H. Chapman, president Enquirer Sun, Ledger-Enquirer Co., Bradenton, The Herald Co.; Wynline Page Chapman, owner of stock in same firms; M. R. Ashworth, publisher of Enquirer and Ledger, Columbus; Annie Laurie Page Ashworth, vice president of R. W. Page Co.; and W. E. Page, general manager of the Ledger Enquirer Co., and part owner of R. W. Page Co.
WJMJM, Cordele—Licensed to Cordele Dispatch Publishing Co., publisher of Cordele Dispatch; John W. Greer, president.
WMOC, Covington—Licensed to the Covington News Co., Inc., publisher of the Covington News, a weekly.
WSCG, Eberton—Licensed to Eberton Broadcasting Co., owned 1/3 by G. T. Christian, owner of the Eberton Star, semi-weekly newspaper.
WOGA, Gainesville—Licensed to Blue Ridge Broadcasting Co., 31.57% of stock owned by A. F. Dean, owner and editor of Gainesville Eagle, weekly.
WKLY, Hartwell—Licensed to Louie L. Morris publisher of the Hartwell Sun.
WLAG, WLAG-FM, La Grange—Licensed to La Grange Broadcasting Co., 33 1/3% of stock owned by Roy C. Swank, publisher of La Grange News.
WNEK, WNEK-FM, Macon—Licensed to Macon Broadcasting Co.; 16% held by the Telegraph Publishing Co., publishers of the Telegraph, the News and the Telegraph-News, Macon.
WMVG, Milledgeville—Licensed to Jere N. Moore, editor, Union Recorder, a weekly.
WCOH, WCOH-FM, Newnan—Licensed to the Newnan Broadcasting Co., 2/3 owned by co-owners of Newnan Times and Newnan Herald.
WLAQ, WLAQ-FM, Rome—Licensed to the News Publishing Co., publishers of the Rome News-Tribune.
WSFT, Thomaston—Licensed to the Thomaston Broadcasting Co. J. B. Hardy, editor-publisher Thomaston Times.
WAYX, Waycross—Licensed to Jack Williams, publisher, Waycross Journal-Herald.
WRQN, Vidalia—Licensed to Vidalia Broadcasting Co., 1/4 owned by R. E. Ladford, owner publisher Vidalia Advance, weekly.
IDAHO
KBIO, Burley—Licensed to Jessica Longston, major stockholder in Mist Pub. Co., St. Helens, Ore., publisher of St. Helens Sentinel-Mist and Burley Bulletin and Herald.
KCID, Caldwell—Licensed to Caldwell Bstg. Co. Inc. Station stock is 50% owned individually by stockholders of Caldwell News-Tribune Inc., publisher of Caldwell News-Tribune.
KVNI, Coeur d'Alene—Licensed to Coeur d'Alene Broadcasting Co., co-owned by Burl C. Hagadone, president-publisher, Coeur d'Alene Press.
KIPI, Idaho Falls—Licensed to Eastern Idaho Bstg. & Tele. Co. Owned 50% by the Post Co., publisher of Idaho Falls Post-Register.
ILLINOIS
WBNU-FM, Aurora—Licensed to the Copley Press, publishers of the Aurora Beacon News.
WJBC, WJBC-FM, Bloomington—Licensed to Bloomington Broadcasting Corp., owned by the Daily Pantagraph Co., publishers of the Daily Pantagraph.
WBYS, WBYS-FM, Canton—Licensed to Fulton County Broadcasting Co., ownership affiliated with Canton Daily Ledger, Booneville Daily News and Booneville Advertiser (Mo.).
WDWS, WDWS-FM, Champaign—Licensed to The Champaign News-Gazette, Inc., publisher of The News-Gazette.
WAAF, WAAF-FM, Chicago—Licensed to Drovers Journal Publishing Co. Inc.

WGN, WGNB (FM), Chicago—Licensed to WGN Inc., 100% subsidiary of the Chicago Tribune Co., publisher of the Chicago Tribune.
WIND, Chicago—Licensed to the Johnson-Kennedy Radio Corp., Knight Newspapers own 42% (Chicago Daily News, Detroit Free Press, Akron Beacon Journal, etc.).
WJJD, WJJD (FM), Chicago—Licensed to WJJD Inc. owned by Field Enterprises Inc., controlled by Marshall Field, publisher PM, Chicago Sun and Chicago Times.
WLS, 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 North-western Publishing Co., publisher of Danville Commercial-News (Gannett Newspaper); see WENY, Elmira, N. Y.
WGNW, Elgin—Licensed to the Copley Press, publishers of the Aurora (Ill.) Beacon News.
WSOY, WSOY-FM, 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.
WFJS (FM), Freeport—Licensed to Freeport Journal Standard Publishing Co., publishers Journal-Standard.
WGIL, Galesburg—Licensed to Galesburg Broadcasting Co.; 60 out of 100 shares of stock owned by executives of Galesburg Register-Mail.
WLHN (FM), Joliet—Licensed to Copley Press (Joliet Herald News Division).
WKAN, WKIL (FM), Kankakee—Licensed to the Kankakee Daily Journal Co., publisher Kankakee Journal.
WILP, La Salle—Licensed to La Salle County Broadcasting Co.; one owner is also publisher of the Daily Times, Pekin, Ill.; other is president Yuma Publishing Co.
WEEK, WEEK-FM, Peoria—Licensed to West Central Bstg. Co., affiliated with radio interests of E. K. Gaylord, president of Oklahoma Publishing Co., publishers of The Daily Oklahoman, Oklahoma City Times and The Farmer Stockman.
WMBD, WMBD-FM, Peoria—Licensed to Peoria Broadcasting Co., owned 49% by Edgar L. Bill; 8.6% by Carl P. Slane, president-publisher Peoria Journal-Transcript Inc.; 2.2% by Frances P. Slane and 2.2% by Elizabeth P. Talbott, interested in same publishing firm.
WTAD, WTAD-FM, 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.
WQDI (FM), Quincy—Licensed to Quincy Newspapers Inc., publishers of the Quincy Herald-Whig.
WROK, WROK-FM, Rockford—Licensed to Rockford Broadcasters Inc., 100% of stock owned by Rockford Consolidated Newspapers Inc., publishers of Rockford Morning Star and Rockford Register Republic.
WBHF, WBHF-FM, Rock Island—Licensed to Rock Island Broadcasting Co.; controlling stockholders, officers and directors own all stock of The J. W. Potter Co., publisher of Rock Island Argus.
WCVS, WCVS-FM, Springfield—Licensed to WCVS 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.
WERS (FM), Waukegan—Licensed to the Keystone Printing Service Inc., publishers of the Waukegan News-Sun.
INDIANA
WCNB (FM), Connersville—Licensed to News Examiner Co., publishers Connersville News-Examiner.
WTRC, WTRC-FM, Elkhart—Licensed to the Truth Publishing Co. Inc., publisher of Elkhart Daily Truth.
Elkhart—Licensed to Journal Review, Elkhart, (cond. grant).
WKJG, WKJG-FM, Fort Wayne—Licensed to Northeastern Indiana Bstg. Co. W. A. Kunkel Jr., principal owner, is president of the Journal-Gazette Co., publisher of Fort Wayne Journal-Gazette.
WIBC, WIBC-FM, Indianapolis—Licensed to Indiana Broadcasting Corp., owned by The Indianapolis News Co., Walter McCarty, president, also publisher of the News.
WVNA (FM), Indianapolis—Licensed to Scripps-Howard Radio Inc., same ownership Scripps-Howard Newspapers, Inc.
WIRE, WIRE-FM, Indianapolis—Licensed to Indianapolis Broadcasting Inc. 100% of stock owned by Central Newspapers Inc., publisher of The Indianapolis Star. E. C. Pulliam, president.

WSBT, WSBT (FM), South Bend—Licensed to the South Bend Tribune.
WMKI (FM), Marion—Licensed to Chronicle Publishing Co., Inc., publishers of the Leader-Tribune and the Chronicle.
WCTW (FM), New Castle—Licensed to Courier-Times Inc., publishers of the New Castle Courier-Times.
WCOV, Vincennes—Licensed to Vincennes Newspapers Inc., publisher of Vincennes Sun-Commercial (same ownership as WIRE, Indianapolis).
WFML (FM), Washington—Licensed to Washington Radio Inc., station stockholders own interest in Indianapolis Star.
IOWA
KBUR, KBUR-FM, Burlington—Licensed to Burlington Broadcasting Co., 25% of stock owned by controlling interests in the Burlington Hawk-Eye Gazette.
KCRG, KCRG-FM, Cedar Rapids—Licensed to the Gazette Co., publishers of the Cedar Rapids Gazette.
KFMX (FM), Council Bluffs—Licensed to the Nonpareil Broadcasting Co., affiliated with the New Nonpareil Co., publishers of the Council Bluffs Nonpareil.
KRNT, KRNT-FM, 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 Murphy Broadcasting Co., Kingsley H. Murphy, newspaper executive, president.
KDTH, KDTH-FM, Dubuque—Licensed to Dubuque Telegraph-Herald.
KFJB, Marshalltown—Licensed to and owned by the Times Republican Printing Co., publishers of the Times Republican, Marshalltown.
KGLO, KGLO-FM, 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.
KSCJ, KSCJ-FM, Sioux City—Licensed to the Perkins Brothers Co., William R. Perkins, 26% owner, also president-publisher of the 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 Sioux City Journal-Tribune.
KWWL, Waterloo—Licensed to Black Hawk Broadcasting Co., Jackson McCarty, editor Waterloo Daily Courier owns 3.6%.
KANSAS
KSOK, Arkansas City—Licensed to the Traveler Pub. Co., publisher Arkansas City Daily Traveler.
KGGF, Coffeyville—Licensed to Midwest Bstg. Co. Ownership affiliated with Coffeyville Daily Journal.
KGNO, Dodge City—Licensed to Dodge City Broadcasting Co. Inc.; 94% of stock owned by J. C. Denious, president, The Globe Publishing Co.
KTSW, Emporia—Licensed to Telegram Publishing Co., publishers Garden City (Kansas) Telegram.
KCKN, KCKN-FM, Kansas City—Licensed to the KCKN Broadcasting Co., controlled by Capper Publications Inc., publisher of Kansas City Kansas and Topeka Daily Capital.
KIUL, Garden City—Licensed to the Telegram Publishing Co., publishers of the Garden City Telegram.
KVGB, Great Bend—Licensed to KVGB Inc., ownership affiliated with the Tribune, Great Bend.
KIND, Independence—Licensed to Central Broadcasting Inc., 20% owned by Herbert Meyer, business manager, Independence Daily Reporter.
KSEK, Pittsburg—Licensed to the Pittsburg Publishing Co., publishers of the Pittsburg Headlight.
KSAL, Salina—Licensed to KSAL, Inc., controlled by Hutchinson (Kan.) Publishing Co., publisher of The News-Herald, holding minority interest. R. J. Laubengayer, publisher of Salina Journal, who also holds interest in the Hays Daily News, Goodland Daily News, all in Kansas, is minority stockholder.
KIMV (FM), Topeka—Licensed to Hutchinson Publishing Co., publishers of Hutchinson News Herald, Ottawa Herald, Chanute Tribune, Salina Journal, and Hawkeye Gazette, Burlington, Ia.
KTSJ (FM), Topeka—Licensed to the Topeka State Journal Inc., publishers of the Topeka State Journal (also affiliated with Capper Publications).
KTOP, Topeka—Licensed to Collison Wingate Broadcasting Corp., partnership. T. H. Collison is director and minority stockholder of Stauffer Pub-

lications Inc., owners of a number of newspapers in Kansas, Oklahoma and Nebraska and Missouri.
WIBW, WIBW-FM, Topeka—Licensed to Topeka Broadcasting Assn., Inc., controlled by Capper Publications Inc., publisher of Topeka Daily Capital (see KCKN, Kansas City).
KFH, KFH-FM, Wichita—Licensed to Radio Station KFH Co.; 51% of stock owned by Victoria Murdock Estate, publisher of the Wichita Eagle.
KWBB (FM), Wichita—Licensed to Wichita Beacon Broadcasting Co., affiliated with Beacon Publishing Co., publishers Wichita Beacon.
KENTUCKY
WKCT, Bowling Green—Licensed to the News Publishing Co., publishers of the Park City Daily News, Bowling Green.
WLBJ, WBON (FM), Bowling Green—Licensed to the Bowling Green Broadcasting Co., Station owns stock in Daily Kentuckian.
WCTT, Corbin—Licensed to Corbin Times-Tribune Inc., publisher Corbin Tribune and Times and 50% owner of Harlan (Ky.) Enterprise.
WKTm, Mayfield—Licensed to the Mayfield Broadcasting Co. F. O. Evans, publisher of the Daily Messenger Mayfield, is president of station.
WOMI, WOMI-FM, Owensboro—Licensed to Owensboro Broadcasting Co., stock owned by three stockholders of Owensboro Publishing Co., publisher of Owensboro Messenger and Inquirer.
WKYB, WKYC (FM), Paducah—Licensed to Paducah Newspapers Inc., publishers Paducah Sun-Democrat.
WVLK, Versailles—Licensed to Blue Grass Broadcasting Co., Owner 1 editor & publisher Woodford Sun.
WINW (FM), Winchester—Licensed to Winchester Sun Co., publishers of the Winchester Sun.
LOUISIANA
WJBO, WRBL (FM), Baton Rouge—Licensed to Baton Rouge Broadcasting Co. Inc.; same ownership as Baton Rouge Advocate and Baton Rouge State Times; Charles P. Manship, president.
KSGI, Crowley—Licensed to the Acadia Broadcasting Co., Owner is publisher Crowley Daily Signal.
KVOL, KVOL-FM, Lafayette—Licensed to Evangeline Broadcasting Co. Inc. 50% of stock owned by G. H. Thomas Lafayette; 50% owned by Lafayette (La.) Advertiser-Gazette.
WTPS, WTPS-FM, New Orleans—Licensed to Times Picayune Publishing Co., publishers Times Picayune and Times-Picayune-States.
KRUS, Ruston—Licensed to Ruston Broadcasting Corp. C. E. Faulk, owner, is also publisher Ruston Leader.
KWKH, KWKH-FM, 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 (See also KTHS, Hot Springs, Ark.).
MAINE
WGUY, WGUY-FM, Bangor—Licensed to the Portland Broadcasting Co., owned by Guy Gannett Publisher, owner of Portland Sunday Tribune, Portland Press Herald and Portland Express; Augusta Kennebec Journal and Waterville Sentinel.
WCOU, WCOU-FM, Lewiston—Licensed to Twin City Broadcasting Co. Inc. Stockholders are Faust Couture, pres. & treas.; Valdor Couture, sec. Coutures own Le Messenger Pub. Co., publisher of Le Messenger, French-language daily.
WGAN, WGAN-FM, Portland—Licensed to Guy Gannett Broadcasting Services; 495 out of 500 shares owned by Guy P. Gannett, publisher; publisher of Portland Sunday Telegram, Portland Press Herald and Portland Express; Augusta Kennebec Journal and Waterville Sentinel.
WLAM (FM), Lewiston-Auburn—Licensed to Lewiston-Auburn Broadcasting Corp., Frank Hoy, 10% owner of the Lewiston Daily Sun & Lewiston Evening Journal, is treasurer.
MARYLAND
WBAL, Baltimore—Licensed to Hearst Radio Inc.; affiliated with Baltimore News-Post and American.
WASA (FM), Baltimore—Licensed to the A. S. Abel Co., owners Sunpapers. (Baltimore Sun).
CP at Preston—Issued to Eastern Shore Bstg. Co., 34% owned by Max Chambers, publisher of Preston News, a weekly.

MASSACHUSETTS

WCOP, WCOP-FM, Boston—Licensed to Massachusetts Broadcasting Corp., subsidiary of Register-Tribune Co. of Des Moines (see KRNT, Des Moines).
WHDH, WHDH-FM, Boston—Licensed to Matheson Radio Co., owned by Boston Herald-Traveler Corp., publisher Boston Herald and Traveler.
WBET, WBET-FM, Brockton—Licensed to Enterprise Pub. Co., publisher Brockton Enterprise & Times.
WSAR, WSAR-FM, Fall River—Licensed to Fall River Broadcasting Co., affiliated with Fall River Herald News Publishing Co.
WHAV, WHAV-FM, Haverhill—Licensed to the Haverhill Gazette Co., publishers of the Haverhill Gazette.
WHYN, WHYN-FM, Holyoke—Licensed to Hampden Hampshire Corp.; all stock of station owned by owners of Holyoke Transcript-Telegram, and Daily Hampshire Gazette, Northampton (Mass.).
WLAW, WLAW-FM, Lawrence—Licensed to Hildreth & Rogers Co.; I. E. Rogers is publisher Lawrence Eagle Tribune.
WNBH, WFMR (FM), 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.
WBEC, WBEC-FM, Pittsfield—Licensed to Western Mass. Broadcasting Co. Principals are Donald B. Miller, president-publisher, Eagle Pub. Co., publisher of the Pittsfield Berkshire Eagle; his brother, Lawrence K. Miller, editor, vice president and assistant treasurer of publishing firm.
WOCB, cond. grant for FM also, 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, WTAG-FM, Worcester—Licensed to WTAG Inc., affiliated with Worcester Telegram Publishing Co. Inc., publisher of Worcester Telegram & The Evening Gazette.

MICHIGAN

WELL, WELL-FM, Battle Creek—Licensed to Federated Publications Inc., publisher of Battle Creek Enquirer & News, Grand Rapids Herald and Lansing State Journal.
WHFB, WHFB-FM, Benton Harbor—Licensed to Palladium Pub. Co., publisher of Benton Harbor News-Palladium, and Herald-Press Co., publisher, St. Joseph (Mich.) Herald-Press.
WHDF, Calumet—Licensed to Upper Michigan Broadcasting Co.; 40% of stock owned by John W. Rice, publisher of Houghton Daily Mining Gazette.
WJLB, WJLB-FM, 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.
WWJ, WWJ-FM, Detroit—Licensed to Evening News Association, publishers of the Detroit News.
WDBC, Escanaba—Licensed to Delta Broadcasting Co.; ownership affiliated with Marquette Mining Journal.
WBEC, Flint—Licensed to Booth Radio Stations Inc. J. L. Booth, owner, has stock in Booth Newspapers Inc. (see WJLB).
WHTC, Holland—Licensed to Holland Broadcasting Co.; publisher Evening Sentinel. Holland, is 20% owner, and director.
WHDF, Houghton—Licensed to Upper Michigan Broadcasting Co.; owners affiliated with Calumet (Mich.) Gazette.
WDMJ, Marquette—Licensed to Lake Superior Broadcasting Co.; majority owned by the Daily Mining Journal Co., Ltd., publisher Marquette Mining Journal.
WMIN (FM), Mt. Clemens—Licensed to Macomb Publishing Co., publishers of the Mt. Clemens Monitor Leader.
WOAP, WOAP-FM, Owosso—Licensed to the Argus Press Co., publishers of the Argus Press, Owosso.
WTHH, WTHH-FM, Port Huron—Licensed to the Times-Herald Co., publishers of the Port Huron Times-Herald.
WJJW (FM), Wyandotte—Licensed to the Wyandotte News Co., publishers Wyandotte News Herald.

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 Northwest Jeweler.
KBUN, Bemidji—Licensed to Bradford & Phil, a partnership. Rupert W. Bradford, partner, is editor-publisher of the Bemidji Northland Times, a weekly.
WDSM, Duluth—Licensed to Rlsdon, Inc., interests in Duluth Herald-News Tribune.
WEBC, WDUL (FM), 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 Murphv, president of Evening 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.
WEVE, Eveleth—Licensed to WDSM, Superior, Wis., and owned 5% by Rlsdon Inc., subsidiary of Ridder Brothers, newspaper-radio interests.
WMFG, Hibbing—Licensed to Head of the Lakes Bcstg. Co. see WEBC, Duluth.
WTCN, WCTN-FM, Minneapolis—Licensed to Minnesota Broadcasting Corp.; 50% of stock owned by Northwest Publications Co., publisher of the St. Paul Dispatch, and St. Paul Pioneer Press; 50% of stock owned by Minnesota Tribune Co.
KFAM, KFAM-FM, St. Cloud—Licensed to Times Co., publisher of St. Cloud Daily Times.
WHLB, Virginia—Licensed to Head of the Lakes Broadcasting Co.; see WEBC, Duluth.
KWNO, KWNO-FM, Winona—Licensed to Winona Radio Service, a partnership comprising M. H. Whitely, publisher of the Winona Republican-Herald and H. R. Wrecking, assistant public relations director of The Great Northern Railroad.

MISSISSIPPI

WROX, (also FM cond. grant), Clarksdale—Licensed to Birney Imes Sr., publisher of Columbus (Miss.) Dispatch.
WJCU, Columbus—Licensed to and 100% owned by Lester Williams who has 49% interest in Columbia Publishing Co., and an equal interest in the Picaune Publishing Co., and is owner of the Tylertown Times.
WCBI, Columbus—Licensed to Birney Imes Jr., owner publisher of the Commercial Dispatch.
WCFM, Corinth—Licensed to the Corinth Broadcasting Co. of which Aaron B. Robinson, publisher of the Daily Corinthian, is a partner.
WCOC, 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).
WMOX (and cond. grant FM), Meridian—Licensed to Birney Imes Jr. (see WROX Clarksdale).
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 KXOK, St. Louis).
KREL, Farmington—Licensed to Cecil W. Roberts, publisher of the Farmington Press.
KHMO, Hannibal—Licensed to Courier-Post Publishing Co., publisher of Hannibal Courier-Post (Lee Syndicate newspaper).
KWOS, KNEU (FM), Jefferson City—Licensed to the Capital Broadcasting Co. R. C. Goshorn, officer, is president of the News Tribune Co., publishers of the News and Tribune Jefferson City.
WMBH, WMBH-FM, Joplin—Licensed to Joplin Broadcasting Co., Joplin Globe Publishing Co., publisher of Joplin Globe and Joplin News-Herald owns 4/7 of stock.
WDAF, Kansas City—Licensed to The Kansas City Star Co., publisher of The Kansas City Star.
KCKN, (FM cond. grant), Kansas City—Licensed to the KCKN Broadcasting Co. Owned by Capper Publications, publishers of the Kansas City Kansan and the Topeka Daily Capital.
KWOC, Poplar Bluff—Licensed to Radio Station KWOC; ownership affiliated with Daily American Republic.
KBOA, Kennett—Licensed to the Kennett Broadcasting Co. General manager, Paul C. Jones, is 1/2 owner Dunkin Democrat.

KWTO, Springfield—Licensed to Ozarks Broadcasting Co., ownership affiliated with Springfield Newspapers Inc.
KGBX, (FM CF), Springfield—Licensed to Springfield Broadcasting Co.; Owned 99% by Springfield Newspapers Inc.
KFEG, KFEG-FM, St. Joseph—Licensed to KFEG Inc. 42.8% of stock owned by the News Corp., publisher of the St. Joseph News-Press and St. Joseph Gazette.
KSD, KSD-FM, St. Louis—Licensed to Pulitzer Publishing Co., publisher of St. Louis Post-Dispatch.
KXOK, KXOK-FM, St. Louis—Licensed to Star-Times Publishing Co., publisher of St. Louis Star-Times (see also KFRU, Columbia, Mo.)
KWGD-FM, St. Louis—Licensed to the Globe Democrat Co., publishers of the St. Louis Globe Democrat.

MONTANA

KMPR, Great Falls—Licensed to the Merchant Farmer Broadcasting Co., owned by Montana Farmer, a semi-monthly journal.
KRJF, Miles City—Licensed to Star Printing Co., publisher of the Miles City Star.
KHAS, Hastings—Licensed to Nebraska Broadcasting Co.; majority owned by Hastings Daily Tribune.
KFAB, KFAB-FM, Lincoln—Licensed to KFAB Broadcasting Co., 50% of stock owned by Sides Co., Lincoln; 25% of stock owned by Lincoln Nebraska State Journal; 25% of stock owned by Lincoln Star.
WJAG, Norfolk—Licensed to the Norfolk Daily News.
KOWH, KOAD (FM), 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).
KWRN, KWRN-FM, Reno—Licensed to Reno Newspapers Inc., publishers of The Reno Gazette and Nevada State Journal, and affiliated with Speldel Newspaper interests.

NEW HAMPSHIRE

WLOB, WLOB-FM, Claremont—Licensed to the Claremont Eagle Inc., publisher of the Claremont Eagle.

NEW JERSEY

WJLK (FM), Asbury Park—Licensed to Asbury Park Press, Inc., publishers Asbury Park Press.
WBAB, WBAB-FM, Atlantic City—Licensed to Press Union Publishing Co. Inc., publisher of Atlantic City Press and Atlantic City Evening Union.
WHOM, Jersey City—Licensed to II Progress Pub. Co.
WHNM (FM), New Brunswick—Licensed to Home News Pub. Co. publishers of the New Brunswick Home News and Sunday Times.
WJNR, Newark—Licensed to Newark Evening News Co., publisher of Newark News.
WDDX (FM), Paterson—Licensed to Passaic Daily News, publishers of the Passaic Herald-News.

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.
KSIL, Silver City—Licensed to Dorance D. Roderick, publisher, El Paso Times.
KTRC, Santa Fe—Licensed to New Mexico Pub. Co., publisher, Santa Fe New Mexican.

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.).
WMBO, (grant of FM also), 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.
(Cond. Grant), Binghamton—Licensed to the Binghamton Press Co., publishers of the Binghamton Press.
WLIB, Brooklyn—Licensed to WLIB Inc. Owned by Theodor Corp., Dorothy S. Thackrey, publisher of the New York Post, is chairman of the board.
WBEN, WBEN-FM, Buffalo—Licensed to WBEN, Inc.; stock owned by same ownership as Buffalo Evening News.
WBBR, WBBR-FM, Buffalo—Licensed to WBBR Inc. 75% of stock owned by Buffalo Courier-Express.
WFSS (FM), Coram, L. I.—Licensed to Suffolk Broadcasting Co., affiliated with 10 Long Island newspapers.
WKNP (FM), Corning—Licensed to The Corning Leader Inc., publishers of the Corning Leader.
WENE, Endicott—Licensed to Empire Newspapers-Radio Inc., owner of Endicott Bulletin.
WENY, WENY-FM, Elmira—Licensed to Elmira Star-Gazette, Inc., publisher of Elmira Star-Gazette, Elmira Advertiser and The Sunday Telegram, affiliated with Frank E. Gannett Newspapers: Rochester Times-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.
WENE, WENE-FM, Endicott—Licensed to Empire Newspapers-Radio Inc., publishers Endicott Bulletin.
WFTD, Glens Falls—Licensed to Glens Falls Publicity Corp., owned 50% by Glens Falls Post Co., publisher Glens Falls Post-Star and Times.
WUSJ (FM), Lockport—CP approved for Lockport Union Sun and Journal Co., publishers of the Lockport Union Sun & Journal.
WMSA, Massena—Licensed to the Brockway Co., owned and operated by the Watertown (N. Y.) Times (See WWNW, Watertown).
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., KFBC Cheyenne, Wyo. and WKIP Poughkeepsie, N. Y.)
WVHA, WVHA-FM, Poughkeepsie, N. Y.)
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.
WLIB, New York—Licensed to WLIB Inc. Owner, Dorothy Thackrey, is publisher New York Post.
WVOV, New York City—Licensed to Wodaam Corp.; Richard E. O'Dea, minority stockholder, is director and stockholder of the Paterson Morning Call.
WQXR, WQXQ (FM), New York City—Licensed to the Interstate Broadcasting Co. subsidiary of the New York Times Co.
WHLA, WHLD-FM, Niagara Falls—Licensed to Niagara Falls Gazette Publishing Co., publisher of Niagara Falls Gazette.
WHDL, (cond. grant FM), Olean—Licensed to WHDL, Inc., 100% of stock owned by Olean Times-Herald Corp., publisher of Olean Times-Herald.
WDOS, WDOS-FM, Oneonta—Licensed to Oneonta Star Inc., publishers of the Star and the Herald, Oneonta.
WOPT (FM), Oswego—Licensed to Palladium Times Inc., publishers Oswego-Fulton Palladium Times.
WFAS, WFAS-FM, White Plains—Licensed to Westchester Broadcasting Corp.; controlled by Valentine E. and Noel Macy, publishers of Yonkers Herald-Statesman, Tarrytown News, Port Chester Item, Ossining Citizen-Register, Mt. Vernon Argus, New Rochelle Standard-Star, Mamaroneck Times, all in New York.
WKIP, WHVA (FM), Poughkeepsie—Licensed to Poughkeepsie newspapers Inc. (See WGNV, Newburgh).
WHEC, WHEF (FM), Rochester—Licensed to WHEC Inc., 60% of stock owned by the Gannett Co. Inc., publisher of the Rochester Democrat & Chronicle and Rochester Times-Union. (Gannett Newspapers: See WENY Elmira, N. Y.)

(Continued)

(Continued)

WRUN, WRUN-FM, Rome—Licensed to the Rome Sentinel Co., publishers of the Rome Daily Sentinel.

WBYR, WRPA (FM), Syracuse—Licensed to Radio Projects Inc., owned by S. I. Newhouse, N. Y. and N. J. newspaper owner, and owner of the Syracuse Herald-Journal and Post-Standard.

WVNY, WVNY-FM, Watertown—Licensed to the Brockway Co., owned and operated by the Watertown Daily Times.

NORTH CAROLINA

WOHS (FM), Ashokle—Licensed to Parker Bros., Inc., publishers of the Hertford County Herald, Bertie Ledger Advance, Jackson News, and the Gates County Index.

WOWB, Asheville—Licensed to the Asheville Broadcasting Co., a partnership including Roy Cox, publisher Asheville Courier Tribune, a semi-weekly newspaper.

WWNC, WWNC-FM, Asheville—Licensed to Asheville Citizen-Times Co., publisher of the Asheville Citizen Times.

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

WGAI, Elizabeth City—Licensed to the Advance Inc., publishers of the Daily Advance.

WBBO, Forest City—Licensed to Rutherford County Radio Co., Inc. President and majority stockholder, Ed. M. Anderson, is pres. and majority stockholder Rutherford County Pub. Co. publishers of Forest City Courier (wkly), and the Spindale Sun, Spindale, N. C. (wkly). Other stockholders in station are Glenn James, editor Spindale Sun; Sarah Weaver, advertising manager Courier; and R. E. Price, editor of the Rutherford County News, Rutherfordton, N. C.

WGBR, WGBR-FM, Goldsboro—30 of 180 shares of stock owned by Talbot Patrick, publisher of the Goldsboro News Argus and the Evening Herald, Rock Hill, S. C. 7 shares owned by P. M. Gifford, secy. and director Goldsboro News-Argus.

WBGJ, WBGJ-FM, Greensboro—Licensed to North Carolina Broadcasting Co., which with Maj. Edney Ridge, pres., owns 1505 shares in Greensboro News Co., publishers of the Greensboro Daily News and the afternoon Greensboro Record.

WFMJ (FM), Greensboro—Licensed to the Greensboro News Co., publishers of the Greensboro Daily News and The Greensboro Record.

WHKY, Hickory—Licensed to Catawba Valley Broadcasting Co.; 16.3% of stock owned by Lester C. Gifford, publisher of the Hickory Daily Record.

WHPE, WHPE-FM, High Point—Licensed to High Point Enterprise Inc., publisher of the High Point Enterprise.

WTSE, Lumberton—Licensed to the Robeson Broadcasting Corp., affiliated with the Lumberton Robesonian.

WNAO, WNAO-FM, Raleigh—Licensed to the Raleigh News Observer Publishing Co., publishers of the Raleigh News Observer.

WCBC, WEED (FM), Rocky Mount—Licensed to Josh L. Horne, publisher, Rocky Mount Evening Telegram.

WREV (FM), Reidsville—Licensed to W. M. and C. R. Oliver, d/b as Reidsville Broadcasting Co., publishers of the Reidsville Review.

WSTP, WSTP-FM, Salisbury—Licensed to Piedmont Broadcasting Co.; 37% of stock owned by the Salisbury Post and Post stockholders.

WOHS, WOHS-FM, Shelby—Licensed to the Western Carolina Radio Corp., affiliated with the Shelby Star.

WSIC, WSIC-FM, Statesville—Licensed to Statesville Broadcasting Co., Inc., affiliated with the Statesville Record.

WENC, Whiteville—Licensed to Whiteville Broadcasting Co., equally owned by five stockholders, including L. S. Thompson, publisher Whiteville News Reporter, a semi-weekly.

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

WICC, Waynesville—Licensed to Smoky Mountain Broadcasters Inc.; 18.18% owned by W. Curtis Tuss, general manager Waynesville Mountaineer; 18.18% owned by Holt McPherson, managing editor, Star Publishing Co., publishers of the Shelby Star.

WGNL, Wilmington—Licensed to General Newspapers Inc., with interests in newspapers in Ala., Fla., Tenn., and S. C. (See WGNH, Gadsden, Ala.)

WMTT (FM), Winston-Salem—Licensed to Gordon Gray, affiliated with Winston-Salem Journal and Twin City Sentinel.

WLDX (FM), Wilmington—Licensed to R. B. Page and R. B. Page Jr. d/b as Wilmington Star-News Co., publishers of Wilmington Star and News.

NORTH DAKOTA

WDAY, Fargo—Licensed to WDAY Inc.; 44.44% of stock owned by stockholders of Forum Publishing Co., publisher of Fargo Forum.

KVNW, Grand Forks—Grand Forks Herald Inc., publishers of Daily Grand Forks Herald.

OHIO

WAKR, (and CP for FM), Akron—Licensed to Summit Radio Corp., and 45% owned by the Akron Beacon Journal.

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

WFAH (FM), Alliance—Licensed to the Review Pub. Co., publishers Alliance Review.

WAMS (FM), Athens—Licensed to The Messenger Co., publishers Athens Messenger.

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

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

WTRF, Bellair—Licensed to Tri-City Broadcasting Co., Albert & Gordon Dix each hold 25% interest in station, and also have interest in The Times, Martins Ferry; The Leader and The Record, Wooster.

WCPO, (also cond. grant for FM) 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 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 and Chicago Times.

WHK, (CP for FM) Cleveland—Licensed to United Broadcasting Co., controlling interest owned by Forest City Publishing Co., publisher of the Cleveland Plain Dealer and the Cleveland News.

— (FM CP only), Cleveland—Licensed to Scripps-Howard Radio Inc., affiliated with Scripps-Howard newspaper chain. (See WCPO Cincinnati.)

WBNS, WELD (FM), 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, treasurer Columbus Dispatch; H. Preston Wolfe, president, Dispatch; Robert H. Wolfe, co-publisher.

WTNS, (cond. grant for FM) Coshocton—Licensed to Coshocton Broadcasting Co.; 10% owned by The Tribune Co., publishers of the Coshocton Tribune.

WHKB, WHKB (FM), Columbus—Licensed to United Broadcasting Co.; controlling interest owned by The Forest City Publishing Co., publisher of the Cleveland Plain Dealer and the Cleveland News. (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),

WCLT (FM), Newark—Licensed to the Advocate Printing Co., publishers of the Newark Advocate and American Tribune.

WPAY, Portsmouth—Licensed to The Scioto Broadcasting Co.; 100% owned by Brush-Moore Newspapers Inc., publisher of Portsmouth Times, Canton Repository, Steubenville Herald-Star, Marion Star, East Liverpool Review, Salem News (all in Ohio); and Salisbury Times, Maryland.

WKRV (FM), Ravenna—Licensed to the Record Publishing Co., publishers of the Ravenna Record & Courier-Tribune.

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

WTOD, WTOL (FM), Toledo—Licensed to Unity Corp Inc. Ed Lamb president, is publisher Erie (Pa.) Dispatch-Herald.

WWST, WWST-FM, Wooster—Wooster Republican Printing Co., publishers Wooster Daily Record.

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

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.)

WHIZ, WHIZ-FM, Zanesville — Licensed to Southeastern Ohio Broadcasting Co., O. B. Littick, president, is publisher of the Signal and Times Recorder, Zanesville.

OKLAHOMA

KWHW, Altus — Licensed to Altus Broadcasting Co., affiliated with Altus Times-Democrat.

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

KDOK, KSEO (FM), Durant—Licensed to Democrat Printing Co., publishers Durant Democrat, Durant Weekly News.

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

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

—, Miami—CP to the Miami Broadcasting Co.; 1/3 owned by Miami News Record Co., publishers of the Miami News Record.

WKY, WKY-FM, 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.

KVLH, Pauls Valley—Licensed to James T. Jackson, publisher of Pauls Valley Daily Democrat.

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 (Nebr.) Independent; Arkansas City (Kan.) Traveler; Maryville (Mo.) Forum; Pittsburg (Kan.) Headlight & Sun; Nevada (Mo.) Daily Mail; and Topeka (Kan.) State Journal.

KSPI, KSPI-FM, Stillwater—Licensed to Stillwater Pub. Co., publisher Stillwater News-Press.

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

KTHO, Wewoka—Licensed to Seminole Broadcasting Co. Partnership F. F. McNaughton, owner publisher of the Pekin (Ill.) Daily Times; and Louis F. Leurig, owner of the Yuma Publishing Co.

OREGON

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

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

KOOS, Coos Bay—Licensed to KOOS Inc. Sheldon F. Sackett, owner, is publisher of Coos Bay Times and Vancouver (Wash.) Sun.

KRUL, Corvallis—Licensed to Pacific States Radio Co., in which Corvallis Gazette-Times owns stock.

KUIN, KGPO (FM), Grants Pass—Licensed to Southern Oregon Bcatr. 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%.

KFLW, Klamath Falls—Licensed to Herald Pub. Co., publisher Klamath Falls Herald & News.

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

KALE, KALE-FM, Portland—Licensed to KALE Inc.; stock owned by Portland Oregon Journal 100%. C. S. Jackson, vice president and general manager.

KGW, KGW-FM, Portland—Licensed to Oregonian Publishing Co., publisher of the Oregonian, Portland, Ore.

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, WSAN-FM, Allentown — Licensed to Lehigh Valley Broadcasting Co.; 65% of stock owned by stockholders of Call-Chronicle Newspapers Inc., publisher of The Morning Call and The Evening Chronicle.

WGPA, WGPA-FM, Bethlehem — Licensed to Bethlehem's Globe Pub. Co., publisher Bethlehem Globe-Times.

WCMR, Bloomsburg—Licensed to Columbia-Montour Broadcasting Corp., Publishers of the Bloomsburg Morning Press, are directors of station.

WESB, WESB-FM, Bradford—Licensed to Bradford Pub. Co., publishers of the Bradford Era.

WBUT (FM), Butler—Licensed to the Eagle Printing Co., publishers Butler Eagle.

WESA, Charleroi — Licensed to Monongahela Broadcasting Corp. James M. Hammond, editor and publisher weekly Valley Journal, Millvale, Pa., is part owner.

WCED, WCED-FM, DuBois — Licensed to the Tri-County Bestg. Co. Inc., affiliated with the DuBois Courier Express.

WEEK (FM), Easton—Licensed to the Easton Pub. Co., publishers of the Easton Express.

WEST, Easton — Licensed to Associated Broadcasters Co. Operated independently. Owned by J. Hale & John F. Steinman, owners of Lancaster Newspapers Inc. (See WGAL, Lancaster).

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. Operated independently. Owned by J. Hale and John F. Steinman, owners of Lancaster Newspapers Inc. (See WGAL, Lancaster).

WHUN, Huntingdon—Licensed to Joseph F. Biddle Pub. Co., publisher Huntingdon News, a daily, and Mount Union (Pa.) Times, a weekly.

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

WGAL, WGAL-FM, Lancaster — Licensed to WGAL Inc. Operated independently. Owned by J. Hale and John F. Steinman, owners of Lancaster Newspapers Inc.

WMRF, WMRF-FM, Lewistown — Licensed to Lewistown Broadcasting Co.; 25% of stock owned by the Sentinel Co., publishers of Lewistown Sentinel.

— (CP for FM), Oil City — Licensed to the Derrick Pub. Co., publishers Oil City Derrick.

WCAU, WCAU-FM, Philadelphia — Licensed to the Bulletin Co., publishers of the Philadelphia Bulletin.

WEEU, WEEU-FM, Reading—Licensed to the Hawley Broadcasting Co., affiliated with the Reading Eagle Times.

WRAW, Reading—Licensed to the Reading Broadcasting Co. Affiliated with Lancaster Newspapers Inc.

WFIL, WFIL-FM, Philadelphia — Licensed to Triangle Publications Inc., publisher Philadelphia Inquirer.

WCAE, WCAE-FM, Pittsburgh — Licensed to WCAE Inc., owned by the Pittsburgh Sun-Telegraph.

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

WSAW (FM), Sayre—Licensed to the Sayre Printing Co., publishers *Evening Times*.

WQAN (FM CP approved) Scranton—Licensed to the *Scranton Times* (Operates non-commercially).

WISL (also FM grant), Shamokin—Licensed to Radio Anthracite Inc. President and 30% owner is affiliated with *Sunbury Daily Item*.

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

WKOK, WKOK-FM, Sunbury—Licensed to Sunbury Broadcasting Corp., majority ownership identified with *Sunbury Daily Item*.

WNIQ (FM), Uniontown—Licensed to Uniontown Newspapers Inc., publishers *Uniontown Herald and Standard*.

WRAK, WRAK-FM, Williamsport—Licensed to WRAK 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 Margaria T. Steel; 1.3% each by Mary E. Steele and George E. Joy.

WORK, York—Licensed to York Broadcasting Co. Operated independently. Owned by J. Hale and John F. Steinman, owners of Lancaster Newspapers Inc. (See WGAL, Lancaster).

WVPO, Stroudsburg—Licensed to Pococo Record Inc., publishers of the *Pococo Record*. Also identified with newspaper radio interests in Oreonta and Endicott, N.Y.

SOUTH CAROLINA

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

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

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

WFIG, Sumter—Licensed to WFIG, Inc. Herbert Osteen, president, is publisher of the *Sumter Daily Item*.

WFRN, Orangeburg—Licensed to the Orangeburg Radio Corp. Frank Best, publisher and 1/3 owner of the *Orangeburg Journal*, owns 1/3.

Orangeburg—Licensed to the Sims Publishing Co., publishers of the *Times and Democrat*, Orangeburg.

WORD, WORD-FM, Spartanburg—Licensed to the Spartanburg Radiocasting Co. Turner Catledge, assistant managing editor, *New York Times*, owns 5%.

SOUTH DAKOTA

KDSN, Aberdeen—Licensed to Aberdeen News Co., publishers of the *American News*.

WNAX, Yankton—Licensed to Cowles Broadcasting Co. (See WOL, Washington, D. C. and KRNT, Des Moines).

TENNESSEE

WLAR, Athens—Licensed to Athens Broadcasting Co., owned by Lowell F. Aterburn, editor-publisher *Athens Post-Athensian*.

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

WCLF-FM, Clarksville—Licensed to Leaf Chronicle Co., publishers of the *Clarksville Leaf Chronicle*.

WSDG, Dyersburg—Licensed to State Gazette Broadcasting Co., owned equally (20% each) by five stockholders, including Russell M. D. Bruce and A. LeRoy Ward, each 50% owner of State Gazette Pub. Co., publisher, *Dyersburg State Gazette*.

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

WETE, Johnson City—Licensed to the Eastern Tennessee Broadcasting Co., ownership interlocks with Press Inc., publishers of the *Press-Chronicle*.

WKPB (FM)—Knoxville—Licensed to the Knoxville Publishing Co., publishers *Knoxville Journal*.

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

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

WMAK, Nashville—Licensed to the Volunteer State Broadcasting Co., Publisher of the *Temple Telegram*, Temple, and the *Sherman News* is 50% owner, and president.

TEXAS

KRBC, KRBC-FM, Abilene—Licensed to Reporter Broadcasting Co.; 64% of stock owned by 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.

KVLF, Alpine—Licensed to Big Bend Broadcasters. Barney Hubbs, majority stockholder in Pecos (Tex.) *Enterprise*, 40% owner (also see KIUN, Pecos and KRIG, Odessa, Tex.).

KGNC, KGNC-FM, Amarillo—Licensed to Plains Broadcasting Co. 80% 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 Avalanche*, *Lubbock Journal* and *Aichi-sun* (Kan.) *Globe*.

KNOW, KNOW-FM, Austin—Licensed to Frontier Broadcasting Co. Inc.; 50% of stock owned by E. S. Pentress, 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*.

Bonham—Licensed to the Fannin County Broadcasting Co. Sole owner is Frank Svoboda, publisher of the *Bonham Daily Favorite* and the *Bonham Weekly*.

KRIC, KRIC-FM, Beaumont—Licensed to KRIC Inc., owned by J. L. Mapes, Eva Du Jay, and E. C. Davis, who are stockholders, officers and directors of the *Enterprise Co.*, publishers of the *Beaumont Enterprise* and *Beaumont Journal*.

KBST, Big Spring—Licensed to the Big Spring Herald Broadcasting Co., identified with the *Big Spring Herald* (see KRBC, Abilene).

KWHI, Brenham—Licensed to Thomas S. Whitehead, owner of the *Brenham Banner Press*.

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

KVRO (FM), Brownsville—Licensed to the Brownsville Herald Publishing Co., publishers of the *Brownsville Herald*.

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

KGKO, Dallas—Licensed to KGKO Broadcasting Co., affiliated with *Dallas Morning News*.

WFAA, KERA (FM), Dallas—Licensed to A. H. Belo Corp., publisher of the *Dallas Morning News*.

KROD, El Paso—Licensed to the Roderick Broadcasting Corp., Dorrance L. Roderick, president, is general manager of the *El Paso Times*.

WBAP, WBAP-FM, Fort Worth—Licensed to Carter Publications Inc., publisher of *Fort Worth Star-Telegram*.

KVCO (FM), Harlingen—Licensed to The Valley Pub. Co., publishers of the *Valley Morning Star*.

KGAF, Gainesville—Licensed to Gainesville Broadcasting Corp. Joe M. Leonard, editor and publisher of *Daily Register* and *weekly Register*, is 60% owner.

KREL, KREL-FM, Goose Creek—Licensed to Tri-Cities Broadcasting Co., publisher, editor and advertising manager *Goose Creek Daily Sun* own 48% of station.

KPAC, KPAC-FM, Houston—Licensed to Houston Post Co., publisher of *Houston Post*; 91% of stock owned by Houston Post Co.

KTRH, KTRH-FM, Houston—Licensed to KTRH Broadcasting Co., subsidiary of *Houston Chronicle Pub. Co.*, publisher of *Houston Chronicle*.

KHBR, Hillsboro—Licensed to the Hill County Broadcasting Co., W. N. Furney, editor and publisher of the *Hillsboro Mirror* and *Evening Mirror*, owns 30%.

KPEL, Lamesa—Licensed to Riley O. Parker, who is publisher and 1/2 owner *Lamesa Newspapers Inc.*, (Brownwood (Tex.) *Bulletin*) and has 25% interest in the station.

KPYC (also cond grant for FM), Lubbock—Licensed to Plains Radio Broadcasting Co. (See KGNC, Amarillo).

KTRF, KRBA (FM), Lufkin—Licensed to Daren E. Yates, who owns 1/4 of *Lufkin Daily News*.

KVKM, Monahans—Licensed to Monahans Broadcasters Inc. 75% owned by publishers of *Pecos Enterprise*.

KVMR (FM), McAllen—Licensed to Valley Evening Monitor, Inc., publishers *McAllen Valley Evening Monitor*.

KOSA, Odessa—Licensed to Southwest Radio Broadcasting Co.; Dorrance Roderick, majority stockholder, is owner and publisher *El Paso Times*.

KRIG, Odessa—Licensed to Oil Center Broadcasting Co., minority interest held by Frank Mayborn, Temple (Tex.) Publishing Co. and Barney Hubbs, majority stockholder in *Pecos Enterprise*.

KPDN, Pampa—Licensed to C. H. Harry and Jane Holles, d/b as Radio Station KPDN. C. H. Holles is co-publisher of *Pampa Daily News*, publisher of the *Santa Ana* (Cal.) *Register*; Holles 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 KRIG, Odessa, Tex., KVLF, Alpine, Tex., and KVKM, Monahans, Tex.).

KGKL, KGKL-FM, San Angelo—Licensed to KGKL Inc.; Ownership affiliated with *San Angelo Standard-Times*.

KTSA, KTSA-FM, San Antonio—Licensed to Sunshine Broadcasting Co. Same interests control KGNC, Amarillo; KFYO, Lubbock; KRGV, Weslaco.

KKXX, Sweetwater—Licensed to Sweetwater Radio Inc.; owned by J. S. McBeath, owner of the *Sweetwater Reporter*.

KTEM, Temple—Licensed to Bell Broadcasting Co. Frank W. Mayborn, president and 95% owner, also president-publisher and 95% owner of Bell Pub. Co., publisher of *Temple Daily Telegram*.

KCMC, KCMC-FM, Texarkana—See Arkansas.

KTBB, Tyler—Licensed to Blackstone Broadcasting Co. whose principal owners are also principal owners of Tyler's two newspapers, *Courier-Times* and *Telegraph*.

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

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

KRGV, KRGV-FM, Weslaco—Licensed to KRGV Inc. (See KGNC, Amarillo).

UTAH

KSUB, Cedar City—Licensed to Southern Utah Broadcasting Co.; 60% of stock held by Radio Service Corp. of Utah, licensee of KSL; 28% of stock owned by Leland M. Perry.

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

KALL, Salt Lake City—Licensed to Salt Lake City Broadcasting Co., 50% owned by Telegram Pub. Co., publishers of *Salt Lake City Telegram*.

VIRGINIA

WPIK, WPIK-FM, Alexandria—Licensed to Potomac Broadcasting Co. C. C. Carlin Jr., publisher of the *Alexandria Gazette* is stockholder.

WSVS (FM), Crewe—Licensed to the Southern Virginia Broadcasting Corp., stockholders own interest in *Farmville Herald*, Farmville, Va.

WDVA, Danville—Licensed to Virginia-Carolina Broadcasting Co. Publisher of *Danville Register* owns 10%.

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

WGH, WGH-FM, 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, WTAR-FM, Norfolk—Licensed by WTAR Radio Corp.; subsidiary of Norfolk Newspapers Inc., publisher of *Norfolk Ledger-Dispatch* and *Norfolk Virginian-Pilot*.

Suffolk (cond. FM grant)—Licensed to Suffolk News Co., publishers *News-Herald*.

WPUV, Pulaski—Licensed to Southwest Broadcasting Co., affiliated with *Pulaski Southwest Times*.

WVOP (FM), Portsmouth—Licensed to the Portsmouth Star Publishing Co., publishers of the *Portsmouth Star*.

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

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

WSLS, WSLS-FM, Roanoke—Licensed to Roanoke Broadcasting Corp., affiliated with *Roanoke Times* and *World-News*.

WASHINGTON

KWLK, KWLK-FM, Longview—Licensed to Twin City Broadcasting Corp.; 32% of stock owned by J. M. McClelland, publisher of *Longview Daily News*.

KOMW, Omak—Miller Publishing Co. Inc., publisher of weekly *Wenatchee Journal*.

KNOP, Port Angeles—Licensed to Radio Pacific, Inc., wholly-owned subsidiary of Port Angeles Evening News Inc., publisher of *Port Angeles News*.

KHQ, Spokane—Licensed to KHQ, Inc.; ownership affiliated with *Spokane Chronicle* and *Spokesman-Review*.

KVAN, Vancouver—Licensed to Vancouver Radio Corp.; controlled by Sheldon F. Sackett, publisher of *Cosco Bay Times* and *Vancouver* (Wash.) *Sun*, owner of *KOOS*, *Cosco Bay*, and 65% owner of *KROW*, *Oakland*, Calif.

KNEW, Spokane—Licensed to Coeur d'Alene Broadcasting Co., co-owned by Burl C. Hagadone, president-publisher, *Coeur d'Alene Press*; and Scripps Newspapers.

KTNT (FM), Tacoma—Licensed to the Tribune Publishing Co., publishers of the *Tacoma News Tribune*.

WEST VIRGINIA

WFCC (FM) Beckley—Licensed to Beckley Newspapers Inc., publishers of *Beckley Post-Herald*.

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

WCBS, WGAA (FM), Charleston—Licensed to Charleston Broadcasting Co. Owner is John A. Kennedy, president and editor of the *San Diego* (Calif.) *Journal*.

WBLK, WBLK-FM, Clarksburg—Licensed to News Publishing Co., publishers of the *Intelligencer* and *News-Register*, Wheeling.

WSAZ, Huntington—Licensed to WSAZ Inc., 52% of stock owned by *Huntington Advertiser* and *Huntington Herald Dispatch*; 48% owned by Charleston Broadcasting Co. (See WCBS.)

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

WVWV, Fairmont—Licensed to Fairmont Broadcasting Co. C. E. Smith, 5% owner, is editor of the *Fairmont Times*; Hearst Newspapers own 37.5%.

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

WPAR, Parkersburg—Licensed to News Publishing Co., publishers of the *Intelligencer* and *News-Register*, Wheeling, and 12 other W. Va. newspapers.

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

WISCONSIN

WATK, Antigo—Licensed to Antigo Broadcasting Co. A. F. Brenner and family, publisher *Antigo Daily Journal*-owners.

WBNB (FM), Beloit—Licensed to Daily News Co., publishers *Beloit News*.

WEAU (also FM grant), 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 WBEA, Duluth, Minn.; 14 1/3% owned by Morgan Murphy, publisher of *Superior Telegram*.

KFTZ, Fond du Lac—Licensed to KFIZ Broadcasting Co. A. H. Lange, president-publisher of *Reporter Printing Co.*, publishers of *Commonwealth Reporter* in Fond du Lac, is president of KFIZ.

Green Bay—Conditional grant for FM to the *Journal Co.*, publishers of the *Milwaukee Journal*.

WJPG, WJPG (FM)—Licensed to the Green Bay Newspaper Co., publishers of the *Press Gazette*.

WCLO, WJNS (FM), Janesville—Licensed to Gazette Printing Co., publishers of the *Janesville Daily Gazette*.

(Continued)

RADIO CORRESPONDENTS GALLERIES OF CONGRESS

Bill Henry, *Chairman*
 Albert L. Warner, *Vice Chairman*
 Elmer Davis, *Secretary*

G. W. Kingsbury, *Member-at-Large*
 Rex Goad, *Member Et Officio*

Wm. R. McAndrew, *Treasurer*
 Francis W. Tully, Jr., *Member-at-Large*
 George J. Marder, *Member-at-Large*

SENATE: D. Harold McGrath, *Supt.*
 Senate Phone Branches: 1263-1264-1285-1569

Telephone: National 3120

HOUSE: Robert M. Menough, *Supt.*
 House Phone Branches: 1410-1411

AMERICAN BROADCASTING CO

724 14th St., N. W.
 Martin Agronsky
 Jean Allen
 Malcolm Allen
 H. R. Baukhage
 Jack Beall
 Lisabeth H. Causey
 Tristram Coffin
 William E. Coyle
 Elmer Davis
 Peg Eck
 Fraser (Tex) Edwards
 John Edwards
 Earl Godwin
 William R. P. Neel
 Bryson B. Rash
 Kenneth Romney Jr.
 Mary Gordon Swing
 Raymond Swing
 David H. Willis

ASSOCIATED PRESS RADIO

409 Star Bldg.
 Anthony Catella
 Veronica K. DeWolf
 Philip Geyelin
 Howard L. Kany

BAUKHAGE ASSOCIATES

1306 18th St., N. W.
 Beatrice M. Gudridge
 Virginia C. Shisler

COLUMBIA BROADCASTING SYSTEM

Earle Bldg.
 John B. Adams
 J. Gunnar Back
 Winston Burdett
 George E. Connerly
 Albert N. Dennis
 Joseph S. Evans Jr.
 Willis H. (Bob) Evans
 Joseph C. Hersh
 William M. Henry
 Donald G. Lerch Jr.
 Claude A. Mahoney
 Joe McCaffery
 Ernest McIver
 Henry A. Mustin
 Edward E. Scovill
 Eric Severeid
 W. F. Shadel
 Lewis W. Shollenberger
 Amelia Belle Young

DUMONT TELEVISION NETWORK

12th & E. N. W.
 Walter Compton

ED HART & ASSOCIATES

1738 H St., N. W.
 Ed Hart

ERWIN NEWS SERVICE

WATL Atlanta; WAYN, Rockingham, N. C.; WAYS Charlotte, N. C.; WBIG Greensboro, N. C.; WBTM Danville, Va.; WCCP Savannah, Ga.; WDNV Durham, N. C.; WDSC Dillon, S. C.; WFNC Fayetteville, N. C.; WGBS Miami, Fla.; WGGG Gainesville, Fla.; WGH Norfolk-Newport News, Va.; WGNI Wilmington, N. C.; WGPC Albany, N. Y.; WGST Atlanta; WGTC Greenville, N. C.; WHKP Hendersonville, N. C.; WILK North Wilkesboro, N. C.; WIRA Fort Pierce, Fla.; WIS Columbia, S. C.; WISE Asheville, N. C.; WJNO West Palm Beach, Fla.; WLVA Lynchburg, Va.; WNAZ Macon, Ga.; WMBR Jacksonville, Fla.; WMGA Moultrie, Ga.; WRBL Columbus, Ga.; WRUF Gainesville, Fla.; WRGA Rome, Ga.; WBSL Roanoke, Va.; WSPA Spartanburg, S. C.; WSWA Harrisburg, Va.; WTAL Tallahassee, Fla.; WTMA Charleston, S. C.
 Julia G. Erwin
 Robert A. Erwin
 Roulhac Hamilton Jr.
 J. A. Mock Jr.
 Eleanor Nance

HEAD OF THE LAKES BROADCASTING CO.

1738 19th St., N. W.
 KVOL Lafayette, La.; WEAU Eau Claire, Wis.; WEBC Duluth, Minn.; WHLB Virginia, Minn.; WJMC Rice Lake, Wis.; WMFG Hibbing, Minn.
 George E. Reedy

KTBI, TACOMA, WASH.

4019 E St., N. W.
 Florence G. Hoff

KGEZ KALISPELL, MONT.; KOMO SEATTLE, WASH.; KPFA HONOLULU, HAWAII; WCTC NEW BRUNSWICK, N. J.

818 17th St., N. W.
 Rudolph Block

MUTUAL BROADCASTING SYSTEM

1627 K St., N. W.
 John E. Ballinger
 Lou Brott
 Nellie M. Byers
 Marilyn L. Falk
 Arthur Gaeth
 Charter Heslep
 William Hillman
 Fulton Lewis Jr.
 Mary J. Maddox
 Stephen J. McCormick
 Loren Brooks Pope
 Macon Reed Jr.
 George E. Reedy
 Edward L. Roddan
 Hollis Seavey
 Marian K. Sexton
 Irvin P. Sulda
 C. Russell Turner Jr.
 Albert L. Warner
 Betty Wason

NATIONAL BROADCASTING CO.

724 14th St., N. W.
 Theodore A. Ayers
 Arthur F. Barriault
 Morgan Beatty
 Bjorn Bjornson
 Frank Bourgholtzer
 David Brinkley
 Ned Brooks
 Donald M. Davies
 Robert Doyle
 Leif Eld
 John A. Gilhain
 Otto Glade
 Julian Goodman
 Frank C. Hanighen
 Richard Harkness
 Ray Henle
 Cassius M. Keller
 Helen J. Keller
 Tyrell Krum
 Wm. R. McAndrews
 Robert K. McCormick
 Felix Morley
 Fred W. Morrison
 Nancy Osgood
 Walter J. Royen
 Ray L. Scherer
 Carleton D. Smith
 Edward Tomlinson

STONEHOUSE NEWS AGENCY

623 Albee Bldg.
 Hugh M. Grauel
 Merlin F. Stonehouse

TRANSRADIO PRESS SERVICE

1258 National Press Bldg.
 Ann M. Corrick
 Edwin W. Darby
 Gene B. Davis
 Wallace R. Fanning Jr.
 Rex Goad
 Mary C. Harmon
 Dorothy A. Holloway
 Irving Jaffe
 Robert E. Lee Moore
 Millicent S. Strum
 Ronald Tighe

UNITED PRESS RADIO

National Press Bldg.
 Bryce Burke
 Joan Marble
 George J. Marder
 Robert J. Serling
 Eileen Shanahan
 Larry Smith
 Helen Thomas
 Elizabeth Toomey
 WFBR, WCBM BALTIMORE, MD.
 Annapolis, Md.
 Louise Anne MacFarlane
 Ian Ross MacFarlane
 WASHINGTON REPORTERS INC.
 YANKEE NETWORK, WAAB WORCES-
 TER, MASS.; WEAN PROVIDENCE,
 R. I.; WICC Bridgeport, Conn.; WONS,
 Hartford, Conn.; WMTW, Portland,
 Me.; WNAC, Boston, Mass.
 1397 Natl. Press Bldg.
 Shirley E. Snow
 Francis W. Tully Jr.
 WBBC BETHESDA, MD.
 5 Wilson Lane, Bethesda, Md.
 Paul A. Shinkman
 Leslie Wilson Higbie
 WENY BUFFALO, N. Y.; WLIB BROOK-
 LYN, N. Y.; WSAV Rochester, N. Y.;
 WSNY Schenectady, N. Y.
 1228 National Press Bldg.
 Stephen V. Feeley
 WBOW, WBOW-FM, WGBF, WMLL,
 WTMV, EVANSVILLE, IND.
 Bennett F. Ellington
 WCBM BALTIMORE, MD.
 Community House, Baltimore, Md.
 Ian Ross MacFarlane
 Louise Ann MacFarlane
 Gene Klavan
 Robert J. Macgregor
 WEAM, ARLINGTON, VA.
 Courthouse Sq.
 Charles Palmer
 WINS NEW YORK
 WLW CINCINNATI
 1000 Connecticut Ave.
 Gilbert W. Kingsbury
 Rosella Donohue
 WINX WASHINGTON, D. C.
 1337 E St., N. W.
 William M. Folger
 Charles Thomas Wade
 WIRE, INDIANAPOLIS
 Marjorie B. Woods
 WOOK SILVER SPRING, MD.
 8512 Georgia Ave., Silver Spring, Md.
 Richard Eaton
 WOR NEW YORK
 1627 K St., N. W.
 Charter Heslep
 Madge Brown
 (1204 Nat'l Press Bldg.)

WPKI ALEXANDRIA, VA.

George Mason Hotel
 Willard J. Doherty
 Robert J. McBride

WWDC WASHINGTON, D. C.

1000 Connecticut Ave.
 Mark AUSTAD
 David W. Berlyn
 Audrey Dillman
 Fred S. Hoffman
 W. Norman Reed

WWJ DETROIT

734 Munsey Bldg.
 James G. Crowley

ASSOCIATE MEMBERS

AMERICAN BROADCASTING CO.
 James Abbe
 Julian C. Anthony
 J. Gordon Fraser
 Pauline Frederick
 John T. Madigan
 Thomas Velotta

THE ASSOCIATED BROADCASTERS INC.

Robert T. Hansen

CAPITOL BROADCASTING CO.

Harry (Red) Ryan
 COLUMBIA BROADCASTING SYSTEM
 485 Madison Ave., New York
 John Charles Daly
 Sig Mickelson
 Edward B. Murrow
 Robert Trout
 Jesse Zousmer
 MUTUAL BROADCASTING SYSTEM
 Ceal Brown
 A. A. Schecter
 NATIONAL BROADCASTING COMPANY
 Max Jordan
 H. V. Kaltenborn
 Francis C. McCall
 J. O. Meyers
 Adolph J. Schneider
 James Stevenson
 STANDARD BROADCASTING CO.
 J. Frank Burke
 TRANSRADIO PRESS SERVICE INC
 Herbert Moore
 Dixon Stewart
 TRAVELERS BROADCASTING SERVICE
 Tom Eaton
 Andre Schenker
 WEST VIRGINIA NETWORK
 Howard L. Chernoff
 YANKEE NETWORK
 Cedric Foster
 KFH Wichita, Kan.
 George C. Gow
 KGPW Kearney, Neb.
 George Kline
 KMBC Kansas City, Mo.
 ERIC H. SMITH
 KPMP Los Angeles, Cal.
 Clete Roberts
 KOIL Omaha, Neb.
 Theodore L. Haas
 KRDO Colorado Springs, Colo.
 Cecil Seavey
 KRIC Beaumont, Tex.
 Ralph K. Maddox
 KSTP St. Paul, Minn.
 John Verstraete
 KUOA Siloam Springs, Ark.
 Storm Wheeler
 KVOC Tulsa, Okla.
 Ken Miller
 KXYZ Houston, Tex.
 John R. Edmunds
 WABE Mobile, Ala.
 Vernon L. Smith
 NARL, Arlington, Va.
 David Connor
 WBT Charlotte, N. C.
 Jack Kneel
 WCBM Baltimore, Md.
 Helen Hall
 Jerry Mares
 WCFL Chicago
 Hugh Douglas
 WEGO Concord, N. C.
 Wayne M. Nelson
 WFMB Indianapolis, Ind.
 E. Gilbert Forbes
 WHBF Rock Island, Ill.
 Leslie C. Johnson
 WHN New York
 William S. Gailmor
 WHO Des Moines, Ia.
 John D. (Jack) Shelley
 WJR Detroit
 George W. Cushing
 WKMO Kokomo, Ind.
 William Randolph Cox
 WLAC Nashville, Tenn.
 Don M. Taylor
 WLBB Brooklyn
 Estelle M. Sternberger
 WLS Chicago
 Julian T. Bentley
 Erwin Lewis
 WOW Omaha, Neb.
 Soren H. Munkof
 WSSV Petersburg, Va.
 Henry B. Kenny
 WSTV, WFPG, WKNY, Steubenville, O.
 J. J. Laux

NEWSPAPER STATIONS

(Continued)

WIBA, WIBA-FM, Madison—Licensed to Badger Broadcasting Co., Inc.; 66 2/3% owned by the Capital Times Co., publisher of the *Madison Capital Times*. Other stockholders and directors include officers of the Wisconsin State Journal Publishing Co., publishers of the *Wisconsin State Journal*, (Lee Syndicate).
 WTLN, Merrill—Licensed to Alvin E. O'Konski, owner, *Montreal River Miner*, Hurley, Wis.
 WISN, WISN-FM, Milwaukee—Licensed to Hearst Radio Inc.; affiliated with *Milwaukee Sentinel*.
 WTMJ, WTMJ-FM, Milwaukee—Licensed to The Journal Co., publisher of *Milwaukee Journal*.

WRJN, WRJN-FM, Racine—Licensed to Racine Broadcasting Corp.; principal stockholders: F. E. Starbuck, president and Harry R. Le Foldevin, secretary-treasurer of the *Journal Times* Co.
 WJMC, WJMC-FM, Rice Lake—Licensed to Indianhead Broadcasting Co., affiliated with the *Superior Telegram*.
 WDSM, Superior—Licensed to Ridson Inc., subsidiary of Ridder Brothers newspaper-radio interests (see WTCN, Minneapolis).
 WSAU, WSAU-FM and WJMT (FM) Wausau—Licensed to the *Journal Co.*, publisher *Milwaukee Journal*.

WYOMING

KFBC, KFBA (FM), Cheyenne—Licensed to Frontier Bestg. Co.; Ownership affiliated with Cheyenne News-

papers Inc., publishers of the *Wyoming Eagle* and the *Wyoming State Tribune* (Spedel Newspapers); (see also KDON, Monterey, Cal. WGNV, Newburgh, N. Y. and KWRN, Reno).
 KRAL, Rawlins—Licensed to Rawlins Bestg. Co., owned 50% by *Rawlins Daily Times*; share held by Tracy C. McCracken, president of KFBC Cheyenne and Cheyenne Newspapers Inc.
 KVOC, Casper—Licensed to Natrona County Tribune, Inc., publishers of *Natrona County Tribune*.

ALASKA

KFAR, Fairbanks—Licensed to Midnight Sun Broadcasting Co.; 96% 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).
 KMVI, Wailuku, Maui—Licensed to Maui Publishing Co., owners of *Maui News*.

RADIO REFERENCE BOOKS AND PUBLICATIONS—1947

Editor's Note: This selected literature on radio and television is limited to material published in 1947, or published too late in 1946 for inclusion in the comprehensive bibliography for the 1947 Yearbook (pp. 358-361, 517). Used together the two lists provide an up-to-date and comprehensive range of sources of special interest. Both lists have been prepared especially for *Broadcasting* by the CBS Reference Department, of which William C. Ackerman is director.

ADVERTISING

HOW RADIO ADVERTISING WORKS FOR RETAILERS. Washington, National Association of Broadcasters. 1947. 26p. A panel discussion by members of the National Retail Dry Goods Association and the National Association of Broadcasters at the Retail Advertising Clinic of the NAB convention, Atlantic City, Sept. 1947.

PEAKING OF RADIO: What Your Advertisers and Prospects Want to Know about Radio. Printers' Ink Pub. Co. 1947. 62p. A report on what *Printer's Ink* readers want to know or the intelligent selection of radio as an advertising medium. Contains many suggestions on how to make radio advertising help the salesman all more efficiently.

DRAMA, SCRIPT ANTHOLOGIES

AMERICAN SCRIPTURES. By Carl Van Doren and Carl Carmer. Illustrated with pictures from various famous collections of Americana. Boni & Gaer. 1946. 302p. Thirty-three selections from the series of historical episodes originally broadcast during the intermissions of the Sunday concerts of the Philharmonic Symphony Society of New York, from May 1943 through 1944.

THE BEST ONE-ACT PLAYS OF 1946-47. Edited by Margaret Mayorga. Dodd, Mead. 1947. 275p. Contains two radio plays, by Morton Wishengrad and by Arnold Marquis, and broadcast over NBC; and a television script by Ted Beebe which was produced on WRGB, Schenectady.

ETERNAL LIGHT. By Morton Wishengrad. Crown publishers. 1947. 412p. Twenty-six radio plays from the "Eternal Light" program. Includes an introduction by the author on the technique of radio writing.

RADIO'S BEST PLAYS. Selected and edited by Joseph Liss. Greenberg. 1947. 383p. Twenty plays that Mr. Liss feels are permanent literary accomplishments in this comparatively new dramatic form. Most have not previously appeared in print. Mr. Liss has contributed an introduction and a prefatory note to each one, and Norman Corwin a preface.

THE SCIENTISTS SPEAK. Edited by Warren Weaver. New York: Boni & Gaer. 1947. 369p. A collection of talks on science during intermissions of the New York Philharmonic concerts on CBS.

THEATRE GUILD ON THE AIR. Edited by H. William Fitelson. Rinehart. 1947. 430p. An anthology of twelve scripts containing complete studies of well-known plays as they were broadcast by the "Theatre Guild on the Air" during the 1945-1946 season. Also contains separate introductions by the writers who adapted them.

UNTITLED and Other Radio Dramas. By Norman Corwin. Henry Holt. 1947. 558p. Another volume of original radio plays by a leading writer. "On a Note of Triumph," written to celebrate victory in Europe, is one of the selections. Several others deal with the war and its aftermath.

EDUCATION, CHILDREN'S PROGRAMS

ASSOCIATION FOR EDUCATION BY RADIO. Proceedings, annual radio conference at the Univ. of Oklahoma, Norman and Oklahoma City. 1946-1947. 2v. A condensed record of the addresses and discussions at these annual meetings. 1946 titled "Radio in Transition." 1947 titled "Programming to Meet Current Needs."

GENERAL

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.

THE AMERICAN RADIO. By Llewellyn White. Chicago, the Univ. of Chicago Press. 1947. 260p. A report on the broadcasting industry in the United States, from the Commission on Freedom of the Press. Contains extensive recommendations.

COMMERCIAL BROADCASTING PIONEER: The WEA F Experiment, 1922-1926. By William Peck Banning. Cambridge, Harvard University press. 1946. 308p. illus. (photos) charts. How the American Telephone and Telegraph Company came to establish WEA F as a test of "toll broadcasting;" how "sponsored" programs originated; and how network broadcasting began. The author was associated with AT&T for 24 years.

COMMUNICATION THROUGH THE AGES. By Alfred Still. Murray Hill books. 1946. 201p. illus. The story from sign language to television. Includes a chronological table giving key dates in the history of communication.

AN ECONOMIC STUDY OF STANDARD BROADCASTING. Washington, U. S. Federal Communications Commission. 1947. 112p. mimeo. tables, charts. A report on the present status and future prospects of AM radio stations prepared by the staff of the Federal Communications Commission.

FIVE YEARS OF COORDINATED PUBLIC SERVICE ADVERTISING BY BUSINESS THROUGH RADIO. By the Advertising Council, 11 West 42nd Street, New York. 1947. 10p. A comprehensive and factual highlight summary of American radio's informational role in World War II, and of its continuing role in peacetime informational campaigns of the Advertising Council.

A FREE AND RESPONSIBLE PRESS. By the Commission on Freedom of the Press. Chicago. Univ. of Chicago press. 1947. 139p. A general report on mass communication: newspapers, radio, motion pictures, magazines, and books. Radio is considered along with motion pictures as part of "the press."

HOW IS RELIGION USING RADIO. By Everett C. Parker and Ross Snyder. The Joint Radio Committee of the Congregational, Christian, Methodist and Presbyterian U. S. A., Churches. 1946. 13+6p. mimeo. A study of religious broadcasting by councils of churches in the U. S., and of training in radio being offered by theological seminaries.

PEOPLE ARE FUNNY. By Art Linkletter. Introduction by Bing Crosby. Garden City, Doubleday. 1947. 273p. An amusing account of the program of the same name, with many anecdotes from Linkletter's microphone experiences on this program and on "House Party."

PROGRAM LOG ANALYSIS. By the Research Department of the National Association of Broadcasters, 1947. 22p. A comprehensive report on types of programs carried by 85 stations for the week of November 21-27, 1946. Gives for the first time (by projection) overall percentages for the industry for sustaining versus commercial time, and other data not hitherto available.

PUBLIC REACTION TO THE ATOMIC BOMB AND WORLD AFFAIRS; a Nation-wide Survey of Attitudes and Information, by the Social Science Research Council. Comm. on Public Reactions to the Atomic Bomb and International Relations. Ithaca, N. Y., Cornell University Press, 1947. 310p. tables. Important findings on radio's leadership as an informational medium, based on both extensive and inten-

sive surveys financed by the Carnegie Corporation of New York and the Rockefeller Foundation.

THE QUIZ KIDS. By Eliza Merrill Hickok. Boston. Houghton, Mifflin. 1947. 203p. photos. The story of this program, from its inception to its great popularity, by one closely associated with the show almost from its beginning in 1940.

RADIO BROADCASTING AND TELEVISION: An Annotated Bibliography. Edited by Oscar Rose. H. W. Wilson. 1947. 120p. A comprehensive listing of non-technical books and pamphlets published in the U. S. in the English language. The material is listed by appropriate subject.

RADIO'S CONQUEST OF SPACE. By Donald McNicol. Murray Hill books. 1946. 374p. illus. A record of radio's development by a former president of the Institute of Radio Engineers. The aim is to present, without mathematics, for boys and young men, a narrative which will be both stimulating and informative.

RADIO DIRECTORS' GUILD YEARBOOK, 1947. New York, The Guild, 1946. 160p. Includes a listing of network programs with producers, directors, writers and technicians as well as talent.

RELIGIOUS RADIO: What to Do and How. By Everett C. Parker. Elinor Inman and Ross Snyder. Harper. 1948. 271p. A guide to the production of religious services, programs, and educational features for the radio.

YOU'RE ON THE AIR: A Book About Broadcasting. By Lionel Gamlin. London, Chapman and Hall. 1947. 160p. Described by the writer "simply as an outline sketch for all who are interested to know how the broadcaster sets about his job and whether that job is really as easy or as difficult as it sounds." Based on experience with radio in England.

Listener and Market Data

BMB NETWORK REPORT. By Broadcast Measurement Bureau. 1947. Shows the unduplicated audience of each major network and all subscribing regional networks in each county and measured city. One of a series including station audience reprints, and area reports.

RADIO AUDIENCE MEASUREMENT. By the Research Committee of the National Association of Broadcasters. Washington, NAB. 1946. 15p. A brief statement of general principles, serving as an orientation to the whole field of audience measurement rather than as a critique of particular methods.

RADIO OWNERSHIP AND TOTAL LISTENING. By the Columbia Broadcasting System. 1947. 4p. The first postwar audit of the dimensions of radio in early 1947, based on "area sampling" procedures developed by the U. S. Bureau of the Census.

NEWS AND SPECIAL EVENTS

A MANUAL OF RADIO NEWS WRITING. By Burton L. Hotelling. Milwaukee Journal. 1947. 68p. "This manual is based on the assumption that the prospective radio newsman already possesses journalistic training. It is taken for granted that he knows news values and can exercise news judgment, but that he is uncertain just how to apply that knowledge to the special problems of preparing radio news broadcasts."

NEWS ON THE AIR. By Paul W. White. Harcourt, Brace. 1947. 398p. The whole story of news, in illuminating detail, by one who directed news for CBS from its organized beginnings in the early 1930's until after World War II.

REGULATION, LEGAL ASPECTS

A BILL TO AMEND THE COMMUNICATIONS ACT OF 1934. U. S. Congress. Comm. on Interstate and Foreign Commerce. S. 1333. Introduced into the Senate by Sen. Wallace H. White; H. R. 3595. Introduced into the House of Representatives by Rep. Charles A. Wolverton, May 23, 1947. Washington, U. S. Government printing office. 1947. Known as the **WHITE-WOLVERTON BILL**.—Also, **HEARINGS** before a Subcommittee of the Comm. on Interstate and Foreign Commerce, U. S. Senate on S. 1333. June 17-27, 1947. 671p.

THE BLUE BOOK: An Analysis by Justin Miller. Washington, National Assn. of Broadcasters. 1947. 22p. An exchange of letters between Rep. Harris Ellsworth (R., Ore.) and Justin Miller, President of the National Association of Broadcasters.

BROADCASTING AND THE BILL OF RIGHTS. Washington, National Association of Broadcasters. 1947. 322p. tables, diagrs. Statements presented by representatives of the broadcasting industry during hearings on S. 1333, to amend the Communications Act of 1934, before a sub-committee of the Senate Committee on Interstate and Foreign Commerce, June 17-27, 1947.

FINAL ACTS OF THE INTERNATIONAL TELECOMMUNICATION AND RADIO CONFERENCES. International Telecommunication Union. Atlantic City. 1947. 112; 331 and 96p. Contains three sections: International Telecommunication Convention; Radio Regulations; Recommendations and Resolutions Adopted by the International Radio Conference.

GOVERNMENT AND MASS COMMUNICATIONS. By Zechariah Chafee, jr. Chicago. Univ. of Chicago Press, 1947, 2 vols. Volume two contains most of the discussion of radio. An important book for students of communications policy, by a professor of law at Harvard. One in the series of reports by the Commission on Freedom of the Press.

TECHNICAL ASPECTS

VERY HIGH-FREQUENCY TECHNIQUES. By Radio Research Laboratory Staff, Harvard University, compilers. McGraw-Hill. 1947. 2v. 1072p. A summary of the methods, theories and circuits used by the Radio Research Laboratory of general interest to radio engineers and physicists.

TECHNIQUES AND CAREERS

ANNOUNCING FOR RADIO. By Bill Kilmer. Des Moines, Sarcone Pub. Co. 1947. 96p. The factors in effective announcing and speaking, by an announcer. The author emphasizes the varied requirements for **AUDITIONS FOR RADIO AND SCHOOL.** By Emily Davie, with a foreword by Eleanor Kilgallen. Boston, Baker's plays. 1947. 52p. An aid to finding appropriate material for auditions. Contains more than 50 selections for various purposes.

BROADCASTING MUSIC. By Ernest La Prade. Rinehart. 1947. 236p. The Director of Music Research at NBC discusses the entire process of broadcasting music, from the planning of programs to their production in the studio.

HANDBOOK OF RADIO WRITING. By Erik Barnouw. Completely revised ed. Boston, Little, Brown. 1947. 336p. An outline of techniques and markets in radio writing in the U. S. The author is in charge of courses in radio at Columbia University.

MANUAL OF AMERICAN DIALECTS FOR RADIO, STAGE, SCREEN AND TELEVISION. By Lewis Helmar Herman and Marguerite Shalett Herman. Chicago, Ziff-Davis. 1947. 326p. Designed to fill the needs of actors, producers and students, among others. A companion to the authors' earlier **MANUAL OF FOREIGN DIALECTS FOR RADIO, STAGE AND SCREEN.**

RADIO ANNOUNCING. By Art Gilmore and Glenn Y. Middleton. 2nd ed. Hollywood, Calif., Radio pub. 1947. 240p. Two experienced announcers describe the fundamentals. Foreword by Jimmy Wallington.

WOMEN IN RADIO. Washington, D. C. Women's Bureau, U. S. Department of Labor. 1947. 38p. mimeo. A view of important jobs in radio held by women, illustrated by biographical sketches.

TELEVISION

THE FUTURE OF TELEVISION. By Orrin E. Dunlap Jr. Rev. ed. Harper. 1947. 194p. Appendix: Historic steps in television, p. 177-187. A revised edition to bring it abreast of recent changes in the field. Discusses consequences of television on the home, theatre, music, news, sports, business.

GETTING A JOB IN TELEVISION. By John Southwell. McGraw-Hill. 1947. 120p. Describes jobs available, from stage hand through technician to director and producer.

HERE IS TELEVISION; Your Window to the World. By Thomas H.

Hutchinson. Hastings House. 1947. 366p. illus. A comprehensive account of television as of 1946 with a forecast of future developments. The emphasis is on program and production technique. The author has combined commercial and teaching experience. This book grows out of courses he has given at New York University.

TELEVISION ENCYCLOPEDIA Edited by Stanley Kempner. N. Y. Fairchild Publishing Co. 1947. 384p. Illus. A semi-technical reference book on the rapidly growing art of television. It includes a chronological history of television; development; biographical sketches of leading scientific, commercial and dramatic figures; and an appendix on the "urban market for television."

TELEVISION PROGRAMMING AND PRODUCTION by Richard Hubbell. Published by: Murrah Hill Books (Rinehart and Co.), New York, 1945. Chapman and Hall Ltd., London, 1947. The standard introduction to the art of television: programming and production, includes analysis of approved practice, basic and advanced theory and a section on BBC.

TELEVISION PRIMER OF PRODUCTION AND DIRECTION. B. Louis A. Sposa. McGraw-Hill. 1947. 137p. A manual of techniques for producing and directing television programs, for those interested in this aspect of television who lack specific experience. Written by the Director of Commercial operation of WABD, New York.

TELEVISION TECHNIQUES. By Hoyland Bettinger. Harper. 1947. 237p. covers such subjects as equipment, composition of the picture photography, script-writing, direction. Live drawings are used to illustrate graphically the means and methods discussed. The author now a consultant, was formerly general manager of WRGB, Schenectady.

FM ASSOCIATION

J. N. (Bill) Bailey, Executive Director

WASHINGTON, D. C.
TEL.: REPUBLIC 8532

101 MUNSEY BLDG.
1329 E ST. N. W.

Everett L. Dillard, WASH Washington and KOZY Kansas City, president.
William E. Ware, KFMX Council Bluffs, Ia., Vice President.
E. J. Hodel, WCFC Beckley, W. Va., Secretary.
Thomas F. McNulty, WMCP Baltimore, Treasurer.
Leonard H. Marks, Washington, Legal Counsel.
C. M. Jansky Jr., Washington, Engineering Counsel.

Board of Directors

(Terms Expiring Sept. 28, 1948)

Leonard L. Asch, WBCA Schenectady.
Frank A. Gunther, REL Long Island City, N. Y.
Raymond F. Kohn, WFMZ Allentown, Pa.
M. S. (Maurry) Novik, Unity Bcstg. Corp., N. Y.
Stanley M. Ray Jr., WRCM New Orleans.

(Terms Expiring in 1949)

W. R. David, General Electric Co., Syracuse, N. Y.
Everett L. Dillard, Washington, D. C.
Roy Hofheinz, KOPY Houston.
C. M. Jansky Jr., Jansky & Bailey, Washington,

Thomas F. McNulty, WMCP Baltimore.

(Terms Expiring in 1950)

E. J. Hodel, WCFC Beckley, W. Va.
E. Z. Jones, WBBB-FM Burlington, N. C.
Ben Strouse, WWDC-FM Washington.
David G. Taft, WCTS Cincinnati.
William E. Ware, KFMX Council Bluffs, Iowa.

Executive Committee

Everett L. Dillard, Chairman.
C. M. Jansky, Jr.
E. Z. Jones.
Ben Strouse
David G. Taft.

Finance Committee

Ben Strouse, Chairman.
Thomas F. McNulty
M. S. Novik
Marion Claire (WGNB Chicago)
Frank A. Gunther.
W. R. David.
William E. Ware.
David G. Taft.

FCC Liaison Committee

C. M. Jansky Jr., Chairman; Everett L. Dillard, Leonard H. Marks, J. N. (Bill) Bailey.

RMA Liaison Committee

Thomas F. McNulty, Chairman.
George Arnold Jr., WTAD-FM Quincy, Ill.
Matthew H. Bonebrake, KOCY-FM Oklahoma City.
Sol Chain, WBIB New Haven, Conn.
Elias I. Godofsky, WHNY Hempstead, N. Y.
C. M. Jansky Jr.
Ben Strouse.
F. C. Wood Jr., WFMO Jersey City.
Everett L. Dillard.
Bill Bailey
Leonard H. Marks.

Industry Music Committee

William E. Ware, Chairman.
Ray E. Dady, KWK-FM St. Louis.
Paul W. Reed, WFAH Alliance, O.
Stanley Manson, WHFM Rochester, N. Y.
Leonard H. Marks.

UNIONS AND LABOR GROUPS DEALING IN RADIO FIELDS

Name of Organization	Affiliation	Address Telephone No.	Executive	Name of Organization	Affiliation	Address Telephone No.	Executive
American Federation of Labor	AFL	901 Mass. Ave. N.W. Washington, D. C. National 3870	William Green, Pres.	<i>Organizations affiliated with Associated Actors & Artistes of America</i>			
Congress of Industrial Organizations	CIO	718 Jackson Pl., N.W. Washington, D. C. Executive 5581	Phillip Murray, Pres.	Actors Equity Assn.	AFL	45 W. 47th St. New York City Bryant 9-3550	Clarence Derwent, Pres. Paul Dullzell, Ex. Secy.-Treas.
American Communications Association	CIO	5 Beekman St. New York City Courtland 7-1374	Joseph P. Selly, Pres. William Lamey, Vice Pres. Broadcast Dist. Local #1	American Federation of Radio Artists	AFL	2 W. 45th St. New York City Vanderbilt 6-1810	Ken Carpenter, Natl. Pres. George Heller, Natl. Exec. Secy. A. Frank Reel, Natl. Ass't Exec. Secy.
International Brotherhood of Electrical Workers	AFL	1200 15th St. N.W. Washington, D. C. District 3766	B. W. Tracy, Pres. J. Scott Milne, Secy.			6331 Hollywood Blvd. Hollywood 28, Calif. Hillside 5125	Claude L. McCue, Western Reg. Dir.
American Federation of Musicians	AFL	570 Lexington Ave. New York City Plaza 8-0600	James C. Petrillo, Pres.	American Guild of Musical Artists Inc.	AFL	276 W. 43rd St. New York Longacre 5-7508	Lawrence Tibbett, Pres. Hyman R. Faine, Exec. 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 Variety Artists	AFL	1697 Broadway New York City Circle 6-7130	Matt Shelvey, National Director
Radio Writers' Guild of the Authors League of America	6 E. 39th St. New York City Murray Hill 5-6930 203 N. Wabash Chicago 1655 N. Cherokee Ave. Hollywood 28 Gladstone 7128	Erik Barnoux, Natl. Pres. Welbourn Kelley, V. P. Eastern Region Roy Langham, Natl. Secy. Orin Tovrov, V.P., Mid-Western Region Sam Moore, V. P., Western Region	Radio Directors Guild	114 E. 52nd St. New York 22 Plaza 9-0875 6000 Sunset Blvd. Hollywood 28 Granite 5866	Wm. Sweets, Pres. Joseph Mansfield, V.P. Perry Lafferty, Secy. Mitchell Grayson, Treas. Thomas Freebairn-Smith Pres. Robert Dwan, V.P.
American Newspaper Guild	CIO	63 Park Row New York City Rector 2-0491	Harry Martin, Pres.	Screen Actors Guild	AFL	7046 Hollywood Blvd. Hollywood 28, Cal. Hollywood 7311 545 Fifth Ave. New York 17 Murray Hill 2-0184	Ronald Reagan, Pres. John L. Dales, Jr., Ex. Secy. Mrs. Florence Marston, Eastern Representative
Associated Actors & Artistes of America	AFL	45 W. 47th St. New York City Bryant 9-3550	Paul Dullzell, Pres.	United Office & Professional Workers of America	CIO	1860 Broadway New York City Circle 7-4385	Jim Durkin, Pres.
National Assn. of Ind. Broadcast Engineers & Technicians (NABET)		66 Court St. Brooklyn, New York Main 4-2855 6000 Sunset Blvd. Hollywood, Cal. Hillside 9311	James H. Brown, Chairman & Legal Counsel				

part of American democracy." reviewed results of Advertising-Council activity, with its do- of \$100,000,000 in in- nance. te- in- h- s- of a- r- s- te- ce- ce- upon- on- most f a- der w- it is any- ta- not-

BROADCASTING

More news of all radio—
AM, FM, TV—
than all other trade
publications combined

The function of radio, newspapers and other media, which Mr. Mortimer said "is superbly done," is a "necessary and invaluable"

**THAT'S WHY IT'S
FIRST
WITH THE MEN YOU WANT
TO SELL**

In publishing more news of all radio BROADCASTING adds weight to the advertising on its pages. It attracts readers who make broadcasting their business and who place 87% of the network and national spot dollar.

Minimum guaranteed paid circulation in 1948 is 15,000 (or more).



NATIONAL PRESS BUILDING • WASHINGTON 4, D. C.

MEMBERS OF THE FEDERAL COMMUNICATIONS BAR ASSN.

(For Officers See Page 568)

A

Affect, Gordon Burt, 40 N. Main St., Salt Lake City, Utah.
Albertson, Fred W., Dow, Lohnes & Albertson, Munsey Bldg., D. C.
Ashby, A. L., 7 Sunny Brae Place, Bronxville 8, N. Y.

B

Bailey, Clyde S., Independent Telephone Assn., Munsey Bldg., D. C.
Baker, Philip M., Warner Bldg., D. C.
Baldwin, James W., Office of the Chief Signal Officer, Pentagon Bldg., D. C.
Bannerman, Graeme C., Mayer, Bannerman & Rigby, 1010 Vermont Ave., N. W., D. C.
Beebe, Raymond N., Davies, Richberg, Beebe, Busick & Richardson, 815 Fifteenth St., N. W., D. C.
Beeler, Donald C., Kirkland, Fleming, Green, Martin & Ellis, National Press Bldg., D. C.
Bennett, Andrew W., 820 13th St., N. W., D. C.
Benton, John E., 7411 New Post Office Bldg., D. C.
Bergson, Philip, 910 17th St., N. W., D. C.
Berlick, Morris, 605 Lincoln Rd., Miami Beach, Fla.
Berk, S. Bernard, First Central Tower, Akron, O.
Berman, Jack N., Sinclair Bldg., Steubenville, O.
Bingham, Herbert M., Bingham, Collins, Porter & Kistler, Tower Bldg., D. C.
Bittinger, Harvey, Insurance Exchange Bldg., Des Moines, Ia.
Blanton, William N. Jr., Butler & Blanton, 3020 Gulf Bldg., Houston, Tex.
Blodgett, Harold E., 408 State St., Schenectady, N. Y.
Bloch, Roger S., 77 Washington St., Chicago 3
Bohannon, Ross, Gormley, Bohannon, Ragsdale & Prescott, 1517 Commerce St., Dallas, Tex.
Booth, Robert M. Jr., Bingham, Collins, Porter & Kistler, Tower Bldg., D. C.
Borut, Frank, 222 Broadway, New York
Boyle, Thomas F., Boyle, Feller, Stone & McGivern, 25 Broad St., New York
Brady, John B., Colorado Bldg., D. C.
Brainer, Julius F., CBS, 495 Madison Ave., New York
Breene, Samuel F., Breene & Jobson, First National Bank Bldg., Oil City, Pa.
Brenner, Jacob, 393 Seventh Ave., New York 1
Bronson, William H., Commercial Bldg., Shreveport, La.
Brown, James Harvey, 364 N. Ridgewood Pl., Los Angeles 4
Brown, Thad H. Jr., Roberts & McInnis, Transportation Bldg., D. C.
Burke, Eugene L., Hayes & Hayes, 945 Munsey Bldg., D. C.
Burney, Cecil E., 804 Driscoll Bldg., Corpus Christi, Tex.
Burstein, Herbert, 200 W. 34th St., New York

C

Caldwell, Louis G., Kirkland, Fleming, Green, Martin & Ellis, National Press Bldg., D. C.
Callister, Reed E., 650 S. Spring St., Los Angeles
Cambron, Charles Ray, 63 Pine St., Orlando, Fla.
Canfield, Austin F., Woodward Bldg., D. C.
Cannon, David H., 650 S. Spring St., Los Angeles
Carr, John P., Dow, Lohnes & Albertson, Munsey Bldg., D. C.
Carrigan, Joe B., KWFT, Wichita Falls, Tex.
Carson, Byron G., Tower Bldg., D. C.
Case, Norman S., Case & Wozencraft, 725 15th St., N. W., D. C.
Chopnick, Max, 9 E. 46th St., New York
Claggett, John F., 1426 K St., N. W., D. C.
Cleary, Leslie A., Cleary & Zeff, Stanislaus County Office Bldg., Modesto, Calif.
Cobb, A. Dale, Wheat, May, Shannon & St. Clair, Shoreham Bldg., D. C.
Cohn, Lester, Hogan & Hartson, Colorado Bldg., D. C.
Cohn, Marcus, Cohn & Marks, Evans Bldg., D. C.
Collin, Ralph F., 165 Broadway, New York
Colladay, E. F., Colladay, Colladay & Wallace, 1331 G St., N. W., D. C.

Compere, Thomas H., NBC, Merchandise Mart, Chicago 54
Conrad, Edwin, Gay Bldg., Madison, Wis.
Courtney, Jeremiah, Courtney, Kreiger & Jorgenson, 1707 H St., N. W., D. C.
Cowgill, Harold G., Segal, Smith & Hennessey, 816 Connecticut Ave., D. C.
Cragun, John W., Transportation Bldg., D. C.
Cressy, Warren F., Cressy, Bartram, Melvin & Sherwood, 300 Main St., Stamford, Conn.
Crook, Omar L., Wheat, May, Shannon & St. Clair, Shoreham Bldg., D. C.
Cumming, Joseph Bryan, Marion Bldg., Augusta, Ga.
Curry, John R., Shoreham Bldg., D. C.

D

Daly, Harry J., Metropolitan Bank Bldg., D. C.
David, Nathan H., Commonwealth Bldg., D. C.
Davidson, R. F., Bell Telephone Bldg., Philadelphia
Davis, Allen B., Bond Bldg., D. C.
Davis, John Morkan, Lincoln Liberty Bldg., Philadelphia
Davis, Lowry W., 2530 Parkside Dr., At-
lanta, Ga.
Dechert, Philip, Tioga & C Sts., Philadelphia 34
Dempsey, William J., Dempsey & Koplovitz, 815 15th St., N. W., D. C.
Denslow, L. Alton, LeRoy & Denslow, Washington Bldg., D. C.
Diamond, Milton, Diamond, Rabin, Botein & Mackay, 598 Madison Ave., New York
Dickey, James W., Buckley & Danzansky, National Press Bldg., D. C.
Dixon, James A., First National Bldg., Miami
Dowd, Thomas, Pierson & Ball, Ring Bldg., D. C.
Drain, Dale D., Drain & Weaver, 1422 F St., N. W., D. C.
Driscoll, H. D., Driscoll & Bishop, 1025 Connecticut Ave., D. C.
Dunbar, Frank C., A. I. U. Bldg., Columbus, O.
Duvall, Charles F., Fisher, Wayland, Duvall & Southmayd, Warner Bldg., D. C.

E

Egolf, Willard D., 5 Wilson Lane, Bethesda, Md.
Emerson, Walter L., 20 N. Wacker Dr., Chicago 6
Emison, John Rabb, Oliphant Bldg., Vincennes, Ind.
Ernst, Morris L., Greenbaum, Wolf & Ernst, 285 Madison Ave., New York 17
Etherton, Seldon L., Michigan Bank Bldg., Detroit

F

Fanelli, Joseph A., Schoene, Freshill, Kramer and Crahill, 1744 K St., N. W., D. C.
Farris, Frank M. Jr., Third National Bank Bldg., Nashville
Feen, A. Fearley, 119 S. Winooski Ave., Burlington, Vt.
Fisher, Ben S., Fisher, Wayland, Duvall & Southmayd, Warner Bldg., D. C.
Fischer, Henry G., Fischer, Willis & Panzer, 1728 Mass. Ave., N. W., D. C.
Fletcher, Frank U., Munsey Bldg., D. C.
Fly, James Lawrence, Suite 1444, 30 Rockefeller Plaza, New York 20
Foley, James, 1025 Connecticut Ave., N. W., D. C.
Foot, Edward A., Foot & Taylor, 1028 Connecticut Ave., D. C.
Ford, Aaron L., Spearman, Robertson & Spearman, Munsey Bldg., D. C.
Fortas, Abe, Arnold, Fortas & Porter, Bowen Bldg., D. C.
Freedman, Walter, 1028 Connecticut Ave., D. C.
Freston, Arthur, 650 S. Spring St., Los Angeles 14

G

Gallagher, James E. Jr., Real Estate Trust Bldg., Philadelphia
Gallher, O. R. Jr., P. O. Box #205, Bristol, Va.
Gardner, Addison L. Jr., 231 S. LaSalle St., Chicago
George, Arthur T., 140 New Montgomery St., San Francisco

George, Carl E., Hotel Statler, Cleveland
Gerth, Theodore P., Investment Bldg., D. C.
Gerity, Harry J., Hill Bldg., D. C.
Gibbons, John F., 67 Broad St., New York
Gibbs, Delbridge L., Florida Bank Bldg., Jacksonville 2, Fla.
Goldfarb, Aaron, City National Bank Bldg., Houston, Tex.
Goldstein, David, Electric Bldg., Asbury Park, N. J.
Goodman, Emanuel M., 1620 W. Wells St., Milwaukee, Wis.
Goodrich, Pierre F., Electric Bldg., Milwaukee, Wis.
Goodwin, Bernard, 1501 Broadway, New York
Gordon, Spencer, Covington, Rublee & Shorb, Union Trust Bldg., D. C.
Granik, Theodore, 1627 K St., N. W., D. C.
Griffith, Kelley E., Kirkland, Fleming, Green, Martin & Ellis, National Press Bldg., D. C.
Guider, John W., Hogan & Hartson, Colorado Bldg., D. C.

H

Haley, Andrew G., 1703 K St., N. W., D. C.
Hall, Charles M., 305 Broadway, New York 20
Hall, Howard P., Florence & Teale Sts., Culver City, Calif.
Hamilton, Fowler, Southern Bldg., D. C.
Hamlyn, John J., McClatchy Bstg. Co., Sacramento, Calif.
Hannon, William A., 21 W. 10th St., Kansas City, Mo.
Harris, C. Walter, Cleary, Gottlieb, Shaver & Cox, Munsey Bldg., D. C.
Harty, Lawrence W., First National Bank Bldg., Fostoria, O.
Harter, Dow W., Washington Bldg., D. C.
Hartman, John A. Jr., 67 Broad St., New York
Haupt, William H., 458 Spring St., Los Angeles 13
Hausman, Howard A., CBS, 485 Madison Ave., New York 22
Hawley, Edmund S., 195 Broadway, New York 7
Hayes, John C., Hayes & Hayes, Munsey Bldg., D. C.
Heald, Robert L., Welch, Mott & Morgan, 710 14th St., N. W., D. C.
Heffernan, Joseph V., RCA Bldg., New York 20
Hennessey, Philip J. Jr., Segal, Smith & Hennessey, 816 Connecticut Ave., D. C.
Hernly, Harold G., Wrape & Hernly, 1001 Janneys Lane, Alexandria, Va.
Herriott, Irving, 120 S. LaSalle St., Chicago
Hickman, Charles M., 160 N. LaSalle St., Chicago 1
Hidalgo, Edward K., 63 Wall St., New York 5
Hiner, Lucien, Hilmer & Davis, 1700 Eye St., N. W., D. C.
Howard, Benjamin C., 1845 O'Sullivan Bldg., Baltimore 2
Howell, Boyte Jr., Commerce Title Bldg., Memphis, Tenn.
Hovo, John Charles, Majestic Bldg., San Antonio, Tex.
Huyett, Kenneth W., 63 N. Howell St., Hinsdale, Mich.
Hurley, John J., WNEB, Worcester, Mass.
Hurt, Willson, 1275 Pontiac St., Denver, Colo.
Hurvitz, Hyman, Bureau of Ships, Navy Dept., D. C.

I

Irwin, Ellis C., 1006 Canal Bldg., New Orleans, La.
Irwin, Robert L., Dow, Lohnes & Albertson, Munsey Bldg., D. C.

J

Jacobs, Carl M., Union Central Bldg., Cincinnati, O.
Jacobs, Samuel, 75 State St., Albany, N. Y.
Jameson, Guilford, Investment Bldg., D. C.
Jansky, Maurice M., Loucks & Scharfeld, National Press Bldg., D. C.
Jeneroff, Meyer A., 100 State St., Albany, N. Y.
Johnson, J. Edward, Brownwood, Tex.
Johnston, E. D., Kirkland, Fleming, Green, Martin & Ellis, National Press Bldg., D. C.
Jorgenson, Norman E., Courtney, Kreiger & Jorgenson, 1707 H St., N. W., D. C.

K

Kahn, Alexander, 175 East Broadway, New York
Kaye, Sydney M., 165 Broadway, New York
Kehoe, William A. Jr., Dempsey & Koplovitz, Bowen Bldg., D. C.
Keller, Joseph E., Dow, Lohnes & Albertson, Munsey Bldg., D. C.

Kellough, Robert W., Beacon Bldg., Tulsa, Okla.
Kendall, John C., U. S. National Bank Bldg., Portland, Ore.
Kimball, Ralph H., 60 Hudson St., New York
King, John P., 544 E. 89th St., New York
Klima, William J., 40-15 Hampton St., Eimhurst, L. I., N. Y.
Knight, H. C., 157 Church St., New Haven, Conn.
Kowles, Miss H., 1029 Vermont Ave., N. W., D. C.
Kopletz, Frank M., 1326 Nat'l Bank Bldg., Detroit
Koplovitz, William C., Dempsey & Koplovitz, 815 15th St., N. W., D. C.
Kossman, Jacob, Commercial Trust Bldg., Philadelphia 2
Koval, Leon J., 11 Beacon St., Boston, Mass.
Kramer, Milton, Schoene, Freshill, Kramer & Fannell, 1744 K St., N. W., D. C.
Kreiger, Seymour, Courtney, Kreiger & Jorgenson, 1707 H St., N. W., D. C.
Kurrie, Thompson, 622 State Life Bldg., Indianapolis, Ind.

L

LaBrun, Harry J., 1507 Packard Bldg., Philadelphia
Ladner, Henry, 30 Rockefeller Plaza, New York 20
Lamb, Edward, Edison Bldg., Toledo, O.
Lamb, William H., 1835 Arch St., Philadelphia
Lamprey, William B., 31 State St., Boston
Lancaster, Emery, 715 W.C.U. Bldg., Quincy, Ill.
Landa, Alfons, B., Davies, Richberg, Beebe, Busick & Richardson, 815 15th St., N. W., D. C.
Landon, S. Whitney, 32 Sixth Ave., New York
Larson, Samuel T., 7 S. Dearborn St., Chicago 3
Leahy, William E., Bowen Bldg., D. C.
Leonard, Donald S., Capt., Michigan State Police, Garnd River & Seven Mile Rd., Detroit
LeRoy, Howard S., LeRoy & Denslow, Washington Bldg., D. C.
Levine, J. L., 518 Volunteer Bldg., Chattanooga, Tenn.
Levinson, Louis, 1622 Chestnut St., Philadelphia, Pa.
Levy, Irving J., Rau & Levy, 1129 Vermont Ave., N. W., D. C.
Levy, Isaac D., 1622 Chestnut St., Philadelphia
Lewis, Ralph E., 650 S. Spring St., Los Angeles
Lipkin, Max J., 1140 Jefferson Bldg., Peoria, Ill.
Littell, Norman M., 1422 F St., N. W., D. C.
Littlepage, John M., Littlepage & Littlepage, Investment Bldg., D. C.
Littlepage, Thomas P. Jr., Littlepage & Littlepage, Investment Bldg., D. C.
Lockwood, Corwin R. Jr., Hogan & Hartson, Colorado Bldg., D. C.
Lohnes, Horace L., Dow, Lohnes & Albertson, Munsey Bldg., D. C.
Loucks, Philip G., Loucks & Scharfeld, National Press Bldg., D. C.
Lovett, Elliot C., Hanson, Lovett & Dale, 729 15th St., N. W., D. C.
Lynch, Paul B., NBC 30 Rockefeller Plaza, New York 20

M

Margraf, Gustav B., Cahill, Gordon, Zachry & Reindel, Union Trust Bldg., D. C.
Marks, Leonard H., Cohn & Marks, 1420 New York Ave., N. W., D. C.
Masters, Keith, 33 N. LaSalle St., Chicago
Mather, E. Everett Jr., 1835 Arch St., Philadelphia
Matthews, Francis Patrick, 516 Insurance Bldg., Omaha, Neb.
May, Philip S., 1106 Lynch Bldg., Jacksonville, Fla.
May, Robert E., Wheat, May, Shannon & St. Clair, Shoreham Bldg., D. C.
Mayer, Henry, 19 W. 44th St., New York 18
Mayer, Gerald J., Mayer, Bannerman & Rigby, 1010 Vermont Ave., D. C.
McCamic, Charles, McCamic & Clarke, National Bank Bldg., Wheeling, W. Va.
McCauley, Raymond F., 959 8th Ave., New York
McDonald Joseph A., ABC, 30 Rockefeller Plaza, New York 20
McDonough, Francis K., Dow, Lohnes & Albertson, Munsey Bldg., D. C.
McDonnell, W. Barrett, Dempsey & Koplovitz, 815 15th St., N. W., D. C.
McDowell, C. Blake, First Central Tower, Akron, O.
McDowell, James L., 4942 Arlington Ave., Riverside, Calif.
McKenna, James A. Jr., Andrew J. Haley, 1703 K St., N. W., D. C.
McKinney, Hayes, 105 W. Adams St., Chicago

(Continued)

DIXIE B. McKEY AND ASSOCIATES

- Standard Broadcasting*
- High Frequency Communications*
- Television*
- Antenna Design*
- Field Surveys*

CONSULTING
ENGINEERS

1730 Connecticut Avenue N. W.

Washington, D. C.

ADams 3711

(Continued)

McLeod, W. J. Jr., Jeffries Blvd. & Washington St., Walterboro, S. C.
 Meurer, Raymond J., Penoscot Bldg., Detroit.
 Meyer, Daniel W., 1776 Broadway, New York.
 Meyers, Milton H., 182 Grand St., Waterbury, Conn.
 Milden, John H., George O. Sutton, National Press Bldg., D. C.
 Miles, Clarence W., Baltimore Trust Bldg., Baltimore, Md.
 Miller, Justin, NAB, 1771 N St., N. W., D. C.
 Miller, Neville, Miller & Schroeder, Munsey Bldg., D. C.
 Miller, William E., Union Bank Bldg., Pittsburgh.
 Morgan, Gerald D., Morgan & Calhoun, Washington Bldg., D. C.
 Morgan, Robert B., Palmetto Bldg., Columbia, S. C.
 Moser, John E., 360 N. Michigan Ave., Chicago I.
 Mott, Harold E., Welch, Mott & Morgan, 710 14th St., N. W., D. C.
 Munger, Alfred C., First National Bank Bldg., Omaha, Neb.
 Myse, Daryal A., Hewes & Awalt, 822 Connecticut Ave., D. C.

N

Neu, James Henry, CBS, Warner Bldg., D. C.
 Niner, Isidor, 366 Madison Ave., New York.

O

O'Brien, Seymour, 2400 Baltimore Trust Bldg., Baltimore, Md.
 O'Bryan, Paul A., Dow, Lohnes & Albertson, Munsey Bldg., D. C.
 O'Callaghan, Robert Dennis, Alamo National Bldg., San Antonio, Tex.
 Ockershausen, Harry J., Dempsey & Koplovitz, Bowen Bldg., D. C.
 Oehler, 1365 Cass Ave., Detroit.
 O'Hara, Francis James Jr., Summers & O'Hara, 1825 K St., N. W., D. C.
 O'Hara, Thomas W., Dept. of Justice, D. C.
 O'Hare, Richard C., Dempsey & Koplovitz, Bowen Bldg., D. C.
 Oppenheimer, Monroe, Miller, Sher & Oppenheimer, Woodward Bldg., D. C.
 Osborne, John V., Combs-Worley Bldg., Pampa, Tex.

P

Palens, Louis M., 5435 Arlington St., Philadelphia.
 Patrick, Duke M., Hogan & Hartson, Colorado Bldg., D. C.
 Peck, Herbert M., 500 North Broadway, Oklahoma City, Okla.
 Pefferle, Leslie G., Reisch Bldg., Springfield, Ill.
 Peterson, Ivar H., NAB, 1771 N St., N. W., D. C.
 Petty, Don, NAB, 1771 N St., N. W., D. C.
 Peyke, Tracy J., Telephone Bldg., Omaha, Neb.
 Pierce, Charles S., 50 Oliver St., Boston, Mass.
 Pierson, W. Theodore, Pierson & Ball, Ring Bldg., D. C.
 Pilsbun, James, 566 N. E. 15th St., Miami, Fla.
 Pischke, Vail W., Norman Littell, 1422 F St., N. W., D. C.
 Plock, Richard H., Tama Bldg., Burlington, Ia.
 Porter, Paul A., Arnold, Fortas & Porter, Bowen Bldg., N. W., D. C.
 Porter, William A., Bingham, Collins, Porter & Kistler, Tower Bldg., D. C.
 Powell, Bolling R., Vienna, Va.
 Powell, Garland F., WRUF, Gainesville, Fla.
 Price, T. Brooke, 195 Broadway, New York.
 Prince, D. F., Vesey, Prince & Klineburg, 815 15th St., N. W., D. C.

Q

Quigley, Frank, 195 Broadway, New York, N. Y.
 Quinan, William A., 1317 F St., N. W., D. C.
 Quinn, Frank B., Erie Bldg., Erie, Pa.
 Quisenberry, John T., 195 Broadway, New York.

R

Ray, John H., 195 Broadway, New York.
 Ream, Joseph H., 485 Madison Ave., New York.
 Reams, Frazer, 303 Bell Bldg., Toledo, O.
 Redding, G. R., Fletcher Trust Bldg., Indianapolis, Ind.
 Reilly, John F., 1507 M St., N. W., D. C.
 Reppkamp, Kenneth E., Berger Bldg., Pittsburgh.
 Revno's, Charles R., 723 13th St., N. W., D. C.

S

Sallsbury, Franklin C., Andrew W. Bennett, 820 13th St., N. W., D. C.
 Sammond, Frederic, 735 N. Water St., Milwaukee, Wis.
 Sarpy, Leon, Chaffe, McCall, Bruns, Toler & Phillips, Whitney Bldg., New Orleans, La.
 Sawelle, Matthew Trimble, Walker & Dunlop, 1200 15th St., N. W., D. C.
 Schapiro, Maurice, 17 Academy St., Newark, N. J.
 Scharfeld, Arthur W., Loucks & Scharfeld, National Press Bldg., D. C.
 Schlander, C. E., Kenyon Bldg., Louisville, Ky.
 Schroeder, Arthur H., Miller & Schroeder, Munsey Bldg., D. C.
 Scott, Frank D., Munsey Bldg., D. C.
 Segal, Paul M., Segal, Smith & Hennessey, 816 Connecticut Ave., D. C.
 Seward, P. W., Warner Bldg., D. C.
 Shannon, Charles V., Wheat, May, Shannon & St. Clair, Shoreham Bldg., D. C.
 Shea, George F., Tower Bldg., D. C.
 Shuebruck, Peter, 30 Rockefeller Plaza, New York 20.
 Seigfried, Cedric, 217 W. Lexington Ave., Independence, Mo.
 Simmons, J. Beniam'n, Ward, Simmons & Horton, Tower Bldg., D. C.
 Sirica, John J., Shoreham Bldg., D. C.
 Slaughter, Harrison T., Pierson & Ball, Munsey Bldg., D. C.
 Smith, Andrew A., Volunteer Bldg., Atlanta, Ga.
 Smith, Bernard B., 551 Fifth Ave., New York.
 Smith, George S., Segal, Smith & Hennessey, 816 Connecticut Ave., D. C.
 Smith, Karl A., Hogan & Hartson, Colorado Bldg., D. C.
 Smith, Wm. Montgomery, Mabel Walker Willebrandt, Union Trust Bldg., D. C.
 Smith, William P., Metropolitan Bank Bldg., D. C.
 Snyder, Sherwood W., Union Trust Bldg., Rochester 4, N. Y.
 Socolow, A. Walter, 580 Fifth Ave., New York, N. Y.
 Souhami, Edmund, NBC, 30 Rockefeller Plaza, New York 20.
 Southmayd, John P., Fisher, Wayland, Duvall & Southmayd, Earle Bldg., D. C.
 Sovik, Laurence, University Bldg., Syracuse, N. Y.
 Spearman, John C., Spearman, Robertson & Spearman, Munsey Bldg., D. C.
 Spearman, Paul D. P., Spearman, Robertson & Spearman, Munsey Bldg., D. C.
 Spears, Adrian A., Majestic Bldg., San Antonio, Tex.
 Sprague, E. Stuart, 36 East 44th St., New York.
 St. Clair, Orla, Mills Tower, San Francisco, Calif.
 Steen, John W., 2519 Wilkens Ave., Baltimore, Md.
 Stein, Abe L., Warner Bldg., D. C.
 Stephens, E. Edward, Woodward Bldg., D. C.
 Stollenwerck, Frank, National Press Bldg., D. C.
 Stout, Clair L., Dow, Lohnes and Albertson, Munsey Bldg., D. C.
 Stover, C. Clark, 49 Wall St., New York 5.
 Strauss, Samuel W., 300 Broadway, Camden, N. J.

Rhodes, Varro H., First Nat'l Bank Bldg., Omaha, Neb.
 Rhyne, Charles S., 730 Jackson Pl., N. W., D. C.
 Rigby, Scott G., Mayer, Bannerman & Rigby, 1010 Vermont Ave., N. W., D. C.
 Roberson, Frank, Spearman, Roberson & Spearman, Munsey Bldg., D. C.
 Robert, Glenn D., 110 E. Main St., Madison, Wis.
 Roberts, William A., Roberts & McGinnis, Transportation Bldg., D. C.
 Robinson, C. Ray, Bank of America Bldg., Merced, Calif.
 Rollo, Reed T., Kirkland, Fleming, Green, Martin & Ellis, National Press Bldg., D. C.
 Ronon, Gerald, Real Estate Trust Bldg., Philadelphia.
 Rorer, Dwight, Dow, Lohnes and Albertson, Munsey Bldg., D. C.
 Rosen, Leo, Greenbaum, Wolf & Ernst, 295 Madison Ave., New York, N. Y.
 Rosenbaum, Samuel R., Land Title Bldg., Philadelphia 10.
 Rosenberg, Allan R., Rosenberg & Sharfman, 1822 Jefferson Pl., N. W., D. C.
 Rowell, Russell, Spearman, Roberson & Spearman, Munsey Bldg., D. C.
 Ruskin, Elliot E., Greenbaum, Wolf & Ernst, 295 Madison Ave., New York.
 Russell, Percy H. Jr., Kirkland, Fleming, Green, Martin & Ellis, National Press Bldg., D. C.
 Ryan, William, 122 W. Washington Ave., Madison, Wis.

Strong, George F., Shinn, Grimes, Harlan & Strong, Shoreham Bldg., D. C.
 Sullivan, Francis C., 1200 Alworth Bldg., Duluth 2.
 Sutton, George O., National Press Bldg., D. C.
 Swezey, Robert D., 1440 Broadway, New York, N. Y.

T

Tatum, Don B., 6253 Hollywood Blvd., Los Angeles 28.
 Taylor, Sutherland G., Foote & Taylor, 1028 Co. ecticus Ave., D. C.
 Tavor, Willis H. Jr., Pennie, Edmunds, Morton & Barrows, 247 Park Ave., New York.
 Telalian, Aram H., Jr., 886 Main St., Bridgeport, Conn.
 Thompson, Charles E., Andrew G. Haley, 1703 K St., N. W., D. C.
 Thompson, William, George O. Sutton, National Press Bldg., D. C.
 Tolman, David G., Segal, Smith & Hennessey, Woodward Bldg., D. C.
 Topper, Isadore, Huntington Bank Bldg., Columbus, O.
 Tucker, John H., Commercial Bldg., Shreveport, La.
 Tuhy, Stephen Jr., Albee Bldg., D. C.
 Tumulty, Joseph P. Jr., Tumulty & Tumulty, 1317 F St., N. W., D. C.
 Turner, George B., 15 Broad St., New York.
 Tyler, Varro E., 109 S. Ninth St., Nebraska City, Neb.

V

Van Allen, John W., Liberty Bank Bldg., Buffalo, N. Y.
 Van Orsdal, Ralph, 725 13th St., N. W., D. C.
 Vesey, Howard W., Vesey, Prince & Clineburg, 815 15th St., N. W., D. C.

W

Walker, Henry B., Old National Bank Bldg., Evansville, Ind.
 Walker, Ralph L., Pierson & Ball, Munsey Bldg., D. C.
 Wallace, Harold E., Judge Bldg., Salt Lake City, Utah.
 Walton, Frederick H. Jr., Dempsey & Koplovitz, Bowen Bldg., D. C.
 Warner, Harry P., Segal, Smith & Hennessey, Woodward Bldg., D. C.
 Wayland, Charles V., Fisher, Wayland, Duvall & Southmayd, Warner Bldg., D. C.
 Weaver, Henry B., Jr., Shea & Weaver, Tower Bldg., D. C.
 Webster, Bethuel M., 15 Broad St., New York.
 Welner, Joseph L., 52 Wall St., New York 5.
 Welch, Francis X., Munsey Bldg., D. C.
 Welch, Vincent B., Welch, Mott & Morgan, 710 14th St., N. W., D. C.
 Wender, Henry S., Woodward Bldg., D. C.
 Wheat, Carl I., Wheat, May, Shannon & St. Clair, Shoreham Bldg., D. C.
 Wheeler, Edward K., Wheeler & Wheeler, Southern Bldg., D. C.
 Whissell, George B., Telephone Bldg., St. Louis, Mo.
 Wilkinson, Glen A., Ernest L. Wilkinson, 744 Jackson Pl., D. C.
 Williams, A. Rea, Investment Bldg., D. C.
 Willis, John W., Fisher, Willis & Panzer, 1728 Massachusetts Ave., N. W., D. C.
 Wilner, Morton H., Keane, Wilner & Bergson, 910 17th St., N. W., D. C.
 Wilson, George O., Magnolia Bldg., Dallas, Tex.
 Wilson, Thomas W., Dow, Lohnes & Albertson, Munsey Bldg., D. C.
 Winter, Harrison L., 10 Light St., Baltimore, Md.
 Wittenberg, Ralph K., Hilp Bldg., Reno, Nev.
 Wozencraft, Frank W., Case & Wozencraft, Edmonds Bldg., D. C.
 Wrape, James W., Sterick Bldg., Memphis, Tenn.
 Wright, J. Warren, Bureau of Ships, Navy Dept., D. C.

Y

Yates, Carlyle E., NBC, 30 Rockefeller Plaza, New York 20.
 Yost, Leland L., Norman Littell, 1422 F St., N. W., D. C.
 Young, Verne E., Loucks & Scharfeld, National Press Bldg., D. C.
 Yourd, Kenneth L., CBS, 485 Madison Ave., New York.

Z

Zagon, Samuel S., 6263 Hollywood Blvd., Los Angeles.

CHAMBERS AND GARRISON

CONSULTING RADIO ENGINEERS

1519 CONNECTICUT AVE., N. W., WASHINGTON 6, D. C.

Phone - Michigan 2261

Allocation Engineering

Antenna Design and Adjustment

Field Intensity Measurements

Engineering Service and

Representation on Broadcasting

AM, FM, Television

Directory of STANDARD 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, 1948)

AP—Associated Press. INS—International News Service. TP—Transradio Press. UP—United Press.
Postal Zone Numbers are Listed Alongside Cities Wherever Furnished by Stations.

ALABAMA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
ALBERTVILLE	WAVU 1947	630 500-D (Construction permit)	Pat Murphy Courington			
ALEXANDER CITY..	WRFS 1947	1050 1,000-D	Piedmont Service Corp. 12 Main St. 1050	James L. Coley, Pres., Gen. Mgr. & Coml. Mgr.	Mrs. P. B. Yeargan, Prog. Dir. James W. Whatley, Chief Engr.	Sears & Ayer Thesaurus UP
ANDALUSIA	WCTA 1945	1340 250	Andalusia Bcstg. Co. Sanford Road 844	MBS	James T. Ownby, Gen. & Coml. Mgr.	J. Dige Bishop, Prog. Dir. & Chief Engr.	World UP
ANNISTON	WHMA 1938	1450 250	Anniston Bcstg. Co. Little Theatre Bldg.	ABC	Harry M. Ayers, Chief Owner		
ANNISTON	WOOB 1947	1490 250	W. S. Weatherly 1001½ Noble St. 3210	MBS	W. S. Weatherly, Pres. & Gen. Mgr. Keith Gordon, Prog. Dir.	R. E. Duffey, Prom. Mgr. R. L. Watson Jr., Chief Engr.	Clark World AP
AUBURN	WAUD 1947	1230 250	Auburn Bcstg. Co. Box 350 1240	Wm. W. Hunt } C. I. Shelkofsky } Partners Elmer Salter }	Elmer G. Salber, Pres. & Gen. Mgr. Neil Lovett, Prog. Dir. Charles Herman, Chief Engr.	World AP
BESSEMER	WJLD 1942	1400 250	Johnston Bcstg. Co. P. O. Box 147 2300	MBS Ala.	Geo. Johnston } Geo. Johnston Jr. } Partners	George Johnston Jr., Presi- dent James E. Connolly, Asst. Mgr.	Sears & Ayer World AP
BIRMINGHAM 3	WAPI 1922	1,070 5,000	Voice of Alabama Inc. 2029 1st Ave. No. 3-8116	CBS	Ed. Norton, Chm. of Bd. Thad Holt, Pres., Gen. & Coml. Mgr. Lionel Baxter, Mgr. of Ops. & Prom. Mgr.	Jimmie Willson, Prog. Dir. James L. Evans, Chief Engr.	Radio Sales World UP
BIRMINGHAM 1	WBRC 1925	980 5,000	Birmingham Bcstg. Co. WBRC Building 4-7741	NBC	Eloise H. Hanna, Pres. Howell C. Cobb, Gen. Mgr. Leslie W. Connor & Don D. Campbell, Coml. Mgrs.	Ira Leslie, Prog. Dir. John T. Orr, Prom. Mgr. G. P. Hamann, Chief Engr.	Raymer Lang-Worth, Standard INS
BIRMINGHAM 1	WKAX 1946	900 1,000-D	Courier Bcstg. Serv. Inc. 1710 6th Ave. N. 54-2541	Glenn V. Tingley, Pres. Ganus C. Scarborough, Gen. & Coml. Mgr.	Dorothy Alexander, Prog. Dir. Maurice Jackson, Prom. Mgr. Stanley L. Hawkins, Chief Engr.	Holman Associated AP
BIRMINGHAM 2	WSGN 1927	610 5,000-LS 1,000-N	The Birmingham News Co. P.O. Box 2553 4-3434	ABC	Henry P. Johnston, Mngng. Dir. Julian A. Flint, Coml. Mgr.	Eugene M. Plumstead, Prog. Dir. Mary F. Childers, Prom. Mgr. J. V. Sanderson, Chief Engr.	Headley-Reed Thesaurus AP
BIRMINGHAM	WTNB 1946	850 5,000-LS 1,000-N	Thomas N. Beach P.O. Box 1248 4-4511	MBS	Thomas N. Beach, Pres. Evelyn S. Hicks, Gen. Mgr. David Loveman, Coml. Mgr.	Joyce Smith, Prog. Dir. Evelyn P. Allen, Prom. Mgr. Frank J. Murphree, Chief Engr.	Hollingsbery World, SESAC AP
BIRMINGHAM	WVOK 1947	690 10,000-D	Voice of Dixie, Inc. P.O. Box 2407	Iralee W. Bennis, Pres. J. E. Reynolds, Gen. Mgr.		Gene Grant
BREWTON	WEBJ 1947	1240 250	William E. Brooks 319 Belleville Ave. 577	KBS	William E. Brooks, Pres. & Gen. Mgr. W. E. Brooks Jr., V. P. & Asst. Mgr.	Catherine C. Gardner, Prog. Dir. J. C. Williams, Chief Engr.	Cole Lang-Worth AP
CLANTON	WKLF 1947	980 1,000-D	Southeastern Broadcast- ing Co. P.O. Box 372 449	Dr. J. K. Robinson } Hugh I. Webb } Owners J. S. Robinson } Hugh I. Webb, Gen. Mgr.	Ben Rath, Coml. Mgr. Mrs. C. A. Barney, Prog. Dir. Grady Carter, Prom. Mgr. Lester Carter, Chief Engr.	AP
CULLMAN	WKUL 1946	1340 250	Cullman Broadcasting Co. 109 6th Ave., East	H. H. and D. T. Kinney, Partners		
DECATUR	WHOS (Construction permit)	800 1,000-D	North Alabama Broad- casting Co. 109 6th Ave., East Cullman, Ala.	H. H. Kinney and D. T. Kinney, Partners		
DECATUR	WMSL 1935	1400 250	Tenn. Valley Bcstg. Co. 519 Bank St. 802	MBS N. Ala.	Melvin Hutson, Pres. Kyle G. Frazier, Station & Coml. Mgr.	Louis Blizzard, Prog. Dir. J. V. Roser, Chief Engr.	SESAC World UP
DEMOPOLIS	WXAL 1947	1400 250	Demopolis Broadcasting Co. Demopolis, Alabama	W. P. Thielems W. M. Jordan T. H. Gaillard	W. M. Jordan, Gen., Coml. & Prog. Mgr. T. H. Gaillard Jr., Chief Engr.	World AP
DOTHAN	WAGF 1932	1400; CP-1320 250; CP-1,000	Dothan Broadcasting Co. 204½ East Main St.	MBS			

DIRECTORY OF STANDARD 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, 1948)

ALABAMA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
DOTHAN	WDIG 1947	1450 250	Houston Broadcasters 107 E. Adams St. 2480	ABC	Jess Swicegood, Chief Owner & Gen. Mgr. J. P. Burnett, Coml. Mgr.	J. P. Culver, Prog. Dir. Jess Swicegood, Chief Engr.	Cummings Lang-Worth, Thesaurus, Cole UP
DOTHAN	WOOF (Construction permit)	560 1,000-D	Dowlander Broadcasting Co. 114½ Foster St.	R. A. Dowling Jr. & Owens F. Alexander, Partners		
ENTERPRISE	WIRB (Construction permit)	1230 250	The Wiregrass Broad- casting Co. 200 N. Main St.	Franklin H. James, Robert Edward James and Ralph M. Stanford, Partners		
FLORENCE 1	WJOI 1946	1340 250	Florence Broadcasting Co. 850 S. Court Street 401	ABC	Joe. T. VanSandt, Pres., Gen. & Coml. Mgr.	David E. Bigley, Prog. Dir. & Prom. Mgr. Maurice E. McKinney, Chief Engr.	World
FLORENCE	WMFT 1946	1240 250	Tri-Cities Broadcast Co. P.O. Box 477 42	KBS N. Ala.	Milton S. Killen, Pres. James C. Miller, V.P., Mgr. & Chief Engr. Franklin L. Bush, Secy. & Treas.		Associated AP
GADSDEN	WGAD 1946	1350 1,000	Coosa Valley Broadcas- ting Co. 817 Forrest Ave. 3880	MBS	E. L. Roberts, Pres. J. W. Buttram, Gen. & Coml. Mgr.	Lee Blaine, Prog. Dir. & Prom. Mgr. H. D. Williams, Chief Engr.	Cooke Thesaurus UP
GADSDEN	WGNH 1947	1400 250	General Newspapers Inc. 520 Chestnut St. 3860	ABC	Carmage Walls, Pres. Henry A. Jones, Gen. Mgr. Andrew B. Letson, Coml. Mgr.	John S. Rogers, Prog. Dir. Andrew B. Letson, Chief Engr.	Burke. Kuipers & Mahoney Capitol, World INS
GADSDEN	WGWD 1947	570 1,000-D	G. W. Covington Jr.				
GADSDEN	WJBY 1923	1240 250	Gadsden Broadcasting Co. Inc. 108 Broad St. 88		Bascom H. Hopson, Pres. Beatrice Tate Benton, Gen. Mgr. & Prog. Dir. Sam A. Benton, Coml. Mgr.	William Pigg, Chief Engr.	Sears & Ayer Lang-Worth AP
GREENVILLE	WGYV (Construction permit)	1400 250	Greenville Broadcasting Co.	E. V. Stabler, Calvin Foole and S. W. Ferrell Jr., Part- ners		
HUNTSVILLE	WBHP 1937	1230 250	W. H. Pollard 318 W. Clinton St. 313	MBS KBS Ala.	W. H. Pollard, Pres. W. J. Keown, Gen. & Coml. Mgr.	Don Fulton, Prog. Dir. Kathryn Moorer, Prom. Mgr. Bill Harris, Chief Engr.	UP
HUNTSVILLE	WFUN 1946	1450 250	Huntsville Broadcasting Co. 410 W. Holmes St. 2424	John Garrison, Pres. & Gen. Mgr.	E. H. Duffey, Coml. Mgr. John Garrison, Prog. Dir. & Prom. Mgr. Lauren Mickle, Chief Engr.	Sears & Ayer World, Lang- Worth AP
HUNTSVILLE	WHBS 1946	1490 250	The Huntsville Times Co. 207 West Clinton St. 2345	ABC N. Ala.	Henry P. Johnston, Pres. M. C. Gregory, Gen. Mgr. T. C. Lawler, Sales Dir.	Richard Warner, Prog. Dir. Ralph M. Tanner, Prom. Dir. James V. Sanderson, Chief Engr.	Headley-Reed Thesaurus AP
JASPER	WWWB 1946	1240 250	Bankhead Bcstg Co. Inc. Bankhead-Long Bldg. 100	MBS	W. W. Bankhead, Pres. James E. Reese, Gen. Mgr. J. L. Sartain, Coml. Mgr.	Charles T. Metcalfe, Prog. Dir. Veneta Fike, Prom. Mgr. Jack Copeland, Chief Engr.	World Thesaurus AP
MOBILE	WABB (Construction permit)	1480 5,000	Mobile Daily Newspapers Inc. 304 Government St. 3-1531	MBS KBS	R. B. Chandler, Pres. W. J. Hearin Jr., Gen. Mgr.	Anthony Leighton, Prog. Dir. Wm. H. Murphree, Chief Engr.	T-H-S Associated AP
MOBILE	WALA 1930	1410 5,000	Pape Broadcasting Co. 108 St. Joseph St.	NBC	W. O. Pape, Owner		
MOBILE	WKAB	840 1,000-D	Pursley Bcstg. Service 354 St. Francis St. 2-5837	Claude and Louise Pursley, Owners Louise Pursley, Gen. Mgr. Claude L. Pursley, Coml. Mgr.	Adrian K. Roberts, Prog. Dir. & Prom. Mgr. Gene Miller, Chief Engr.	Lang-Worth INS
MOBILE	WKRG 1946 250-D; CP-1,000-LS 250-N	710	Giddens & Rester 205 Government St. 2-8373	CBS	T. J. Rester & Kenneth R. Giddens, Partners F. E. Bisby, Gen. Mgr.	John Waller, Coml. Mgr. Carl Haug, Prog. Dir. Richard M. Cole, Chief Engr.	AP
MOBILE	WMOB 1938	1230 250	Nunn Bcstg. Corp. 458 Government St. 2-4568	ABC	Gilmore N. Nunn, Pres. D. H. Long, Gen. Mgr. R. H. Moore, Coml. Mgr.	Adele Hull, Prog. Dir. & Prom. Mgr. Sanford Felt, Chief Engr. Don Lewis, Prod. Dir.	Branham World Thesaurus Capitol AP, UP
MOBILE	WROE (Construction permit)	1340 250	Burton Broadcasting Co. Merchants National Bank Bldg.	Gillette and Jesse Gilbert Burton Jr., Partners		
MONTGOMERY	WAPX (Construction permit)	1600 1,000	United Broadcasting Co., Inc. All States Life Bldg. 2-3589	ABC	Thomas E. Martin, Pres. John S. Allen, V.P. & Gen. Mgr. Hoke Williford, Coml. Mgr.	Cecil Mackey, Prog. Dir. Paul Ussery, Chief Engr.	Walker Lang-Worth UP

DIRECTORY OF STANDARD 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, 1948)

ALABAMA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
MONTGOMERY 1 ...	WCOV 1939	1240 250	G. W. Covington Jr. 5 Commerce St. 5781	CBS	G. W. Covington Jr., Pres. & Gen. Mgr. E. J. Duke, Coml. Mgr.	Weston Britt, Prog. Dir. Frank Monteleone, Prom. Mgr. W. D. Weatherly, Chief Engr.	McGeehan & O'Mara Standard UP
MONTGOMERY	WMGY 1946	800 1,000-D	Dixie Bcstg. Co. P.O. Box 2271 5245	MBS	Dr. S. D. Suggs, Pres. Thomas W. Sewell, Secy., Treas. & Gen. Mgr.	Caldwell Stewart, Prog. Dir. Frank Monteleone, Prom. Mgr. John Lamar, Chief Engr.	Radio Adver- tising World INS
MONTGOMERY 2 ...	WSFA 1930	1440 1,000	Montgomery Broadcast- ing Co. Inc. P.O. Box 1031 8361	NBC	Howard E. Pill, Pres. & Nat'l Sales Mgr. David E. Dunn, Gen. Mgr. Wm. H. Hunt, Local Sales Mgr.	John Allen Wolf, Prog. Dir. Cliff Sheikofsky, Chief Engr.	Headley-Reed Thesaurus Standard Cole AP
MONTGOMERY	WJJJ (Construction permit)	1170 10,000-LS 1,000-N	Southern Bcstg. Co. 115½ Commerce St.	Joseph G. Mathews, Gen. Mgr. John C. Hughes, Station Mgr.		
MUSCLE SHOALS ..	WLAY 1933	1450 250	Muscle Shoals Bcstg. Corp. E. Second Street Sheffield 1450	MBS	Frank M. Farris Jr., Pres. Richard B. Biddle, Gen. Mgr. Eulus Whitehead, Coml. Mgr.	Charlie Welsh, Prog. Dir. Doryce G. Levi, Prom. Mgr. Lynn McMoran, Chief Engr.	Branham Standard UP
OPELIKA	WJHO 1940	1400 250-LS 100-N	Opelika-Auburn Bcstg. Co. 1400 Auburn Rd. 712	MBS	Partnership F. Marion Hyatt, Gen. Mgr. J. Robert Crim, Coml. Mgr.	Lowell Takles, Prog. Dir. F. Marion Hyatt, Prom. Mgr. James S. Farris Jr., Chief Engr.	Standard SESAC UP
SELMA	WGWC 1946	1340 250	G. W. Covington Jr. N. Broad St. 1739	CBS	G. W. Covington Jr., Pres. Eugene P. Weil, Gen. Mgr. W. L. Rowland Sr., Coml. & Prom. Mgr.	Mary Johnson, Prog. Dir. John Townshend, Chief Engr.	Thesaurus INS
SELMA	WHBB 1935	1490 250	Selma Broadcasting Co. 209 Washington St. 1233	MBS Alabama	B. H. Hopson, Pres. Julien Smith Jr., V. P., Gen. Mgr. & Coml. Mgr.	Jule Donald, Prog. Dir. Crawford Rice, Prom. Mgr. Thos. F. Kelly Jr., Chief Engr.	Sears & Ayer MacGregor
SYLACAUGA	WFEB 1945	1340 250	Alabama Bcstg. Co. 527 N. Broadway 160	MBS	E. E. Forbes, Pres. Robert B. Taber, Gen. & Coml. Mgr.	Christopher J. Weber, Prog. Dir. & Prom. Mgr. John D. Rabon, Chief Engr.	UP
SYLACAUGA (Construction permit)	1290 1,000-D	Marble City Bcstg. Co. Sylacauga	James S. Stowers Jr., Pres.		
TALLADEGA 5	WHTB 1945	1230 250	Voice of Talladega Inc. 122 So. Court Square 3733	MBS Alabama	Melvin Hutson, Pres. Jimmy Trippe, Gen., Coml. & Prom. Mgr.	Otis Dodge, Prog. Dir. Frank Norris, Chief Engr.	Griffith SESAC, Standard AP
TROY	WTBF 1947	1490 250	Troy Broadcasting Corp. Troy 980	MBS Alabama	J. Roy Crow, Pres. D. H. Motes, Acting Gen. Mgr. W. C. Needham, Exec. Dir. & Coml. Mgr.	Jesse Jordan, Prog. Dir. & Prom. Mgr. Joe W. Gilchrist, Chief Engr.	World AP
TUSCALOOSA	WJRD 1936	1150 5,000-LS 1,000-N	James R. Does Jr. First Natl. Bank Bldg. 4464	Alabama	James R. Doss Jr., Owner & Gen. Mgr. J. E. Judd, Coml. Mgr.	Mrs. J. R. Doss Jr., Prog. Dir. & Prom. Mgr. J. G. Cobble, Chief Engr.	Gene Grant World MacGregor Capitol INS
TUSCALOOSA	WTBC	1450; CP-1230 250	Tuscaloosa Broadcasting Co. City Hall Bldg. 2160	MBS	Bert Bank T. H. Todd Lamar Branscomb } Owners Jeff Coleman Bert Bank, Gen. Mgr.	W. T. Forrester, Coml. Mgr. Rhea Yarbrough, Prog. Dir. & Prom. Mgr. T. H. Todd, Chief Engr.	Sears & Ayer Thesaurus AP

ARIZONA

COLLIDGE	KTOR	1150 1,000 (Construction permit)	Gila Broadcasting Co. 1218 6th Ave., Safford, Ariz.			
DOUGLAS	KSMR	570 1,000-D (Construction permit)	Douglas Broadcasting Co. 455 N. Rodeo Drive, Beverly Hills, Calif.	Wm. N. Goodwin } Partners Joseph P. Wrenn }		
DOUGLAS	KAWT 1946	1450 250	Carleton W. Morris Douglas 173	Carleton W. Morris, Owner Dusty King, Gen. & Coml. Mgr.	Justin Kilness, Prog. Dir. David Karbach, Chief Engr.	Raymer Associated
FLAGSTAFF	KWRZ 1947	1340 250	James L. Stapleton, Jesse M. Neil Jr. & Duard K Knowlin P.O. Box 519 899	Ariz. Bcstg.	James L. Stapleton, Pres. J. C. Parker, Gen. Mgr. L. E. Peterman, Coml. Mgr.	Katherine L. Turner, Prog. Dir. Martin F. Turner Jr., Chief Engr.	Lang-Worth UP
GLENDALE	KRUX 1947	1340 250	'Gene Burke Brophy' 615 N. Central Ave. 2-2371	'Gene Burke Brophy, Pres. Frank Redfield, Prog. Dir. Charles Breeding, Chief Engr.		Rambeau Standard Cole UP
GLOBE	KWJB 1938	1240 250	Gila Bcstg. Co. Inc. P.O. Box 2343 41	NBC Arizona	Louis F. Long, Pres. Paul Merrill, Gen. Mgr. Willard Shoecraft, Station Mgr., Prog. Dir. & Prom. Mgr.	Edward E. Furman, Coml. Mgr. Frank Toomey, Chief Engr.	Raymer Standard Capitol AP

DIRECTORY OF STANDARD 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, 1948)

ARIZONA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
LOWELL	KSUN 1933	1230 250	Carleton W. Morris Bisbee 9	CBS Arizona	Carleton W. Morris, Pres. David C. Karbach, Gen. Mgr. Hilda Nielson, Coml. Mgr.	Jean Frazier, Prog. Dir. Jack Zafkey, Prom. Mgr. J. Earl Hickman, Chief Engr.	Blair World UP
MESA	KARV 1947	1400 250	Arizona Radio & Tele- vision Inc. 44 Pepper Lane 678	Kenneth W. Houston, Pres. John C. McPhee, Gen. Mgr.	Morgan Levelle, Prog. Dir. John Charman, Prom. Mgr. H. Clifford Baker, Chief Engr.	ForJoe Lang-Worth Cole AP, UP
MESA	KTYL 1947	1490 250	Sun Valley Broadcasting Co. Inc. P.O. Box 885 903	KBS	Howard Roberts, Pres. E. W. (Bill) Malone, Gen. & Coml. Mgr.	Kenneth Hooker, Prog. Dir. William Harrison, Chief Engr.	Standard Associated UP
NOGALES	KNOG (Construction permit)	1340 250	Border Broadcasting Co., Inc. 126 Morley Ave.			
PHOENIX	KOOL 1947	960 5,000	Maricopa Broadcasters, Inc. Adams Hotel Bldg. 2-1748	MBS Radio- Arizona	Carl D. Haymond, Pres. Robert E. Bausman, Gen. Mgr. Joseph M. Miller, Coml. Mgr.	Verne Sawyer, Prog. Dir. Agnes McGilvra, Prom. Mgr. Owen J. Ford, Chief Engr.	Hollingbery Lang-Worth UP
PHOENIX	KOY 1922	550 1,000	Salt River Valley Broad- casting Co. 836 N. Central Ave. 4-4144	CBS Arizona	Burridge D. Butler, Pres. Albert D. Johnson, Gen. Mgr. John L. Hogg, Coml. Mgr.	John R. Williams, Prog. Dir. Leroy E. Struble Jr., Prom. Mgr. Clifford Miller, Chief Engr.	Blair World Associated UP
PHOENIX	KPHO 1940	1230 250	Phoenix Bcstg. Co. Inc. Adams Hotel 4-7369	Rex Schepp, Pres. Charles H. Garland, Gen. Mgr. Jack Gregory, Sales Mgr.	Lew King, Prog. Dir. Larry Jonas, Continuity Chief Selwyn Kirby, Chief Engr.	Griffith Lang-Worth, MacGregor
PHOENIX	KPSC (Construction permit)	1270 5,000	Sun Country Bcstg. Co. Security Bldg. 2-3471	J. R. Heath, Owner-Pres. & Gen. Mgr. J. Theodore Kennedy, Coml. Mgr. D. Paul Gribben, Prog. Dir.	Dallas G. Hall, Business Mgr. Frank L. Orth, Prod. Dir. Walter M. Kidwell, Chief Engr.	
PHOENIX	KTAR 1922	620 5,000	KTAR Broadcasting Co. Heard Bldg. 4-4161	NBC Arizona Bcstg.	John J. Louis, Chm. of Board Richard O. Lewis, Pres. & Gen. Mgr. E. W. (Bill) Harvey, Coml. Mgr.	J. Howard Pyle, Prog. Dir. J. E. (Brick) Miller, Prom. Mgr. A. C. Anderson, Chief Engr.	Raymer Capitol Standard Thesaurus AP
PRESCOTT	KYCA 1940	1490 250	Southwest Bcstg. Co. E. Gurley St. 244	NBC Arizona Bcstg.	John J. Louis, Pres. Harold Ritter, Gen. & Coml. Mgr.	Roberta M. Pfister, Prog. Dir. Marcia Gates, Prom. Mgr. George Eitel, Chief Engr.	Raymer Standard Thesaurus AP, INS
SAFFORD	KGLU 1938	1480 1,000	Gila Broadcasting Co. 1216 6th Ave. 15	NBC Arizona Bcstg.	Louis F. Long, Pres. Paul Merrill, Gen. Mgr. Edward E. Furman, Coml. Mgr.	William F. Parady Jr., Prog. Dir. W. Herbert Hartman, Chief Engr.	Raymer World AP, UP, INS
TUCSON	KCNA 1945	1340 250	Catalina Broadcasting Co. 1511 E. Sixteenth St. 4396	MBS Radio- Arizona	Erskine Caldwell, Pres. Wayne Sanders, Gen. Mgr. Bart Hazlett, Coml. Mgr.	Lou Eaton, Prog. Dir. Wayne Sanders, Prom. Mgr. Wm. J. Karpisek, Chief Engr.	Hollingbery Lang-Worth AP
TUCSON	KOPO 1947	1450 250	Old Pueblo Broadcasting Co. 115 W. Drachman St. 1752	ABC	H. C. Tovrea, Pres. Charles H. Garland, V. P. E. S. Mittendorf, Gen. Mgr. S. J. Kossack, Coml. Mgr.	Matt Lemen, Prog. Dir. Allan S. Brown, Prom. Mgr. Louis Halpern, Chief Engr.	Griffith MacGregor AP
TUCSON	KTSC (Construction permit)	580 1,000	Sun Country Bcstg. Co. 628 N. Stone Ave. 1-337	J. R. Heath, Owner & Pres. Park G. Parker, Station Mgr. Norman Gardiner, Coml. Dept.	Paul Minchin, Prog. Dept.	
TUCSON	KTUC 1929	1400 250	Tucson Broadcasting Co. 900 E. Broadway 1400	CBS Arizona	Burridge D. Butler, Pres. Lee Little, Gen. Mgr. George Bradley, Coml. Mgr. John R. Crowley, Bus. Mgr.	Gerry O'Brien, Prog. Dir. Warren Middleton, Prom. Mgr. Scott Henderson, Prod. Mgr. Cliff Livingston, Chief Engr.	Blair Associated SESAC World UP
TUCSON	KVOA 1929	1290 1,000	Arizona Broadcasting Co. Inc. 48 E. Broadway 3703	NBC Arizona Bcstg.	R. B. Williams, Gen. Mgr. Harper M. Phillips, Bus. Mgr. Ben Slack, Prog. Dir.	Fred Gerletti, Sales Prom. Mgr. Ray H. Hoisclaw, Chief Engr.	Raymer Capitol Standard Thesaurus AP
YUMA	KYUM 1940	1240 250	Yuma Broadcasting Co. 1st St. & 19th Ave. 88	NBC Arizona Bcstg.	Ray Smucker, Gen. Mgr.		Raymer
YUMA	KSOL (Construction permit)	1400 250	'Gene Burke Brophy 2214 N. Central Ave., Phoenix, Ariz.			
YUMA	KYSC 1948	1190 1,000	Yumasa Broadcasting Co. 601 Orange Ave. (Temp.)	N. S. McCallum, Pres. J. R. Heath, V.P. & Mngng. Dir. Bill Lindsey, Station Mgr.	Jim Burch, Prog. Dept. Mike Rudd, Coml. Dept.	

ARKANSAS

ARKADELPHIA	KVRC (Construction permit)	1240 250	Cecil W. Cupp 506 Main St. 789	MBS	Cecil W. Cupp, Pres. J. M. Moore, Gen. & Coml. Mgr.	Bill Deaton, Program Dir. Robert G. King, Chief Engr.	World AP
BLYTHEVILLE	KLCN 1922	900 1,000-D	Harold L. Sudbury 2nd & Walnut Sts. 2093	Arkansas	Harold L. Sudbury, Owner & Mgr.	John Hamilton, Prog. Dir. Marion Skinner, Chief Engr.	Pearson Capitol AP
CAMDEN	KAMD 1946	1450 250	Camden Radio Inc. S. California St. 791	MBS KBS Arkansas	W. E. Hussman, Pres. Frank O. Myers, Gen. Mgr. James Waggoner, Coml. Mgr.	Paul Crawford, Prog. Dir. E. L. Smith, Chief Engr.	SESAC AP
EL DORADO	KELD 1935	1400 250	Radio Enterprises Inc. Home Finance Bldg. 1313	ABC Arkansas	W. N. McKinney, Pres. Leon M. Sipes, V. P. & Gen. Mgr.	W. N. McKinney, Prog. Dir. J. R. Duerson, Prom. Mgr. S. E. Eckhardt, Chief Engr.	Cox & Tanz World AP
FAYETTEVILLE	KGRH 1946	1450 250	Fayetteville Broadcasting Co. 922 N. Leverett St. 882	MBS	Geo. Bennitt Russell Bennitt Hal Douglas } Partners	Russell Bennitt, Gen. Mgr. G. W. Dotson, Chief Engr.	Burke Kuipers & Mahoney Standard AP

ARIZONA

a

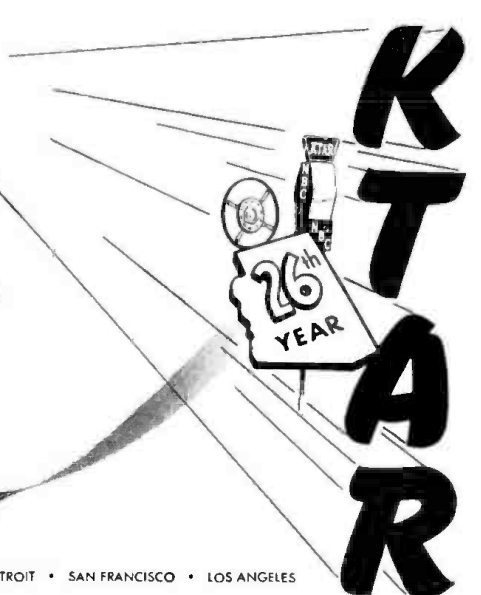
BIG STATE



... A RICH MARKET!

Per capita sales are now \$830.00 against a national average of \$685.00. In 1946 more than \$800,000,000 were spent for goods and services. The 1947 total will exceed a \$1,000,000,000. Arizona's largest network, the seven line-connected NBC stations of the Arizona Broadcasting System, is your surest approach to this buying power.

- KTAR**
PHOENIX
5000 Watts-620 KC ☆
- KVOA**
TUCSON
1000 Watts-1290 KC ☆
- KYUM**
YUMA
250 Watts-1240 KC ☆
- KYCA**
PRESCOTT
250 Watts-1490 KC ☆
- KGLU**
SAFFORD
1000 Watts-1480 KC ☆
- KWJB**
GLOBE-MIAMI
250 Watts-1240 KC ☆
- KAWT**
DOUGLAS-BISBEE
250 Watts-1450 KC ☆



National Representative
Paul H. Raymer Company NEW YORK • CHICAGO • BOSTON • ATLANTA • DETROIT • SAN FRANCISCO • LOS ANGELES

DIRECTORY OF STANDARD 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, 1948)

ARKANSAS (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
FORT SMITH	KFPW 1930	1400 250	Southwestern Hotel Co. 2817 Rogers Ave. 4105	MBS Arkansas	John A. England, Pres. & Gen. Mgr. R. E. Rives, Station Mgr. & Prog. Dir.	E. H. Patterson, Prom. Mgr. James Smith, Engineer Walker
FORT SMITH	KFSA 1947	950 1,000-LS 500-N	Donald W. Reynolds Southwestern House 3126	ABC	Donald W. Reynolds, Pres.	John Trotter, Prog. Dir. J. A. D. McKim, Prom. Mgr. Robert Platt, Chief Engr. T-H-S Lang-Worth INS
FORT SMITH	KRKN 1947	1230 250	Arkansas-Oklahoma Broadcasting Corp. 100 N. 6th St.
FORT SMITH	KWHN 1947	1320 5,000	KWHN Broadcasting Co. Inc. 421 Garrison Ave. 8987	Allen Whiteside, Pres. H. S. Nakdemim, Secy. & Treas.	Cliff Goodman, Gen. Mgr. Bruce Dennis, Chief Engr. Hollingbery Capitol AP
HARRISON	KHOZ 1946	1240 250	Harrison Broadcasting Corp. Harrison	MBS	Beloit Taylor, Pres. Loren C. Watkins Jr., Gen. Mgr. Lewis C. Fielden, Coml. Mgr.	James N. Jobes, Prog. Dir. Loren C. Watkins Jr., Chief Engr. Standard UP
HELENA	KFFA 1941	1360 1,000	Helena Broadcasting Co. 215 York St. Main 59	MBS Arkansas	Sam W. Anderson, Pres. & Gen. Mgr. Ted Weeds, Coml. Mgr.	Harry Webb, Prog. Dir. Hugh Smith, Prom. Mgr. A. P. Decker, Chief Engr. Cox & Tanz Gene Grant Lang-Worth AP
HOPE	KXAR 1947	1490 250	Hope Broadcasting Co. P.O. Box 398 508	MBS	A. H. Washburn, Pres. Robert L. Mitchell, Gen. Mgr.	Marshall Hendrix, Prog. Dir. Luther B. Tooley, Chief Engr. Lang-Worth AP
HOT SPRINGS	KTHS 1924	1090 10,000-LS 1,000-N	Radio Broadcasting Inc. Chamber of Commerce Bldg. 1160	ABC	John D. Ewing, Pres. Jack J. Wolever, Gen. Mgr.	Branham Lang-Worth AP, UP
HOT SPRINGS	KWFC 1940	1340 250	Clyde E. Wilson 819½ Central Ave. 412	MBS	Clyde E. Wilson, Owner Bob Choate, Mgr.	Sears & Ayer
JONESBORO	KBTM 1930	1230 250	Regional Broadcasting Co. KBTM Bldg. 5597	MBS	Jay P. Beard, Pres., Gen. Mgr. & Nat'l. Sales Mgr.	Richard S. Crane, Local Sales Mgr. Ted Harding, Prog. Dir. J. E. Hitt, Chief Engr. Gene Grant SESAC World AP
LITTLE ROCK	KARK	920 5,000	Arkansas Radio & Equip- ment Co. Radio Center Bldg. LD-99	NBC Arkansas South Central	T. H. Barton, Chm. of Board G. E. Zimmerman, V.P. & Gen. Mgr. Julian F. Haas, Coml. Mgr.	Douglas J. Romine, Prog. Dir. A. C. Dowden, Prom. Mgr. Dan L. Winn, Chief Engr. Petty Standard AP, UP
LITTLE ROCK 1	KGHI 1926	1250 1,000-LS 500-N	KGHI Broadcasting Serv- ice 308 W. 3rd St. 9166	ABC	A. L. Chilton L. H. Chilton S. C. Vinsonhaler Partnership S. C. Vinsonhaler, Gen. Mgr.	Rolfe Corbett, Coml. & Prom. Mgr. Dorothy Parker, Prog. Dir. V. O. Vandusen, Chief Engr. Walker
LITTLE ROCK	KLRA 1928	1010 10,000-LS 5,000-N	Arkansas Broadcasting Co. Gazette Bldg. 2-5427	CBS	J. N. Heskell, Pres. W. C. Ailsop, Gen. Mgr., Secy. & Treas. Ed V. Murphy, Station & Coml. Mgr.	Harris Owen, Prog. Dir. Kermit F. Tracy, Chief Engr. T-H-S Lang-Worth AP, UP
LITTLE ROCK	KVLC (Construction Permit)	1050 1,000-D	Southwestern Broadcast- ing Co. 527 Pyramit Bldg.
MAGNOLIA	KVMA (Construction permit)	630 1,000-D	Magnolia Broadcasting Co. McKay Bldg.
NORTH LITTLE ROCK	KXLR 1945	1450 250	Arkansas Airwaves Co. Cotton Belt Bldg. 2-2155	MBS	John F. Wells, Pres. Melvin P. Spann, Gen. Mgr. George W. Dickinson, Coml. Mgr.	William H. Hadley Jr., Prog. Dir. Earl H. Butler, Chief Engr. Standard Capitol UP
PARAGOULD	KDRS 1947	1490 250	Progressive Bcstg. Co. P.O. Box 491 27	KBS	Ted Rand, Gen. Mgr. & Prog. Dir. T. M. Self, Bus. Mgr.	J. E. Douglas, Chief Engr. Standard AP
PINE BLUFF	KCLA 1947	1400 250	Radio Engineering Serv- ice 2900 W. 28th St. 1900	Kenneth Kesterson & Charles Penix, Owners Kenneth Kesterson, Gen. Mgr. Clyde Martin Sr., Coml. Mgr.	Kenneth Kesterson & Charles Penix, Prog. Dir. Charles Penix, Chief Engr. Cox & Tanz World AP
PINE BLUFF	KOTN 1934	1490 250	Universal Bcstg. Corp. 505½ Main St. 721	MBS Arkansas	B. J. Parrish, Pres. & Gen. Mgr. Joe Wallace, Coml. Mgr.	Lois Sloan, Prog. Dir. James M. Lipsey, Prom. Mgr. J. J. Benonis, Chief Engr. Thesaurus AP
RUSSELLVILLE	KXRJ 1947	1490 250	The Valley Broadcasters Russellville, Ark. 299	MBS KBS	Jerrell A. Shepherd C. R. Horne Partners & Mgrs.	R. L. McCarrell, Prog. Dir. James M. Lipsey, Prom. Mgr. John E. Riley, Chief Engr. Capitol AP
SILOAM SPRINGS	KUOA 1923	1290 5,000-D	KUOA Inc. Siloam Springs 77	MBS Arkansas	John E. Brown, Pres. Storm Whaley, Gen. Mgr.	Ralph Kennedy, Prog. Dir. Kenneth Maxwell, Chief Engr. Griffith World Standard AP
STUTTGART	KWAK (Construction permit)	1240 250	Stuttgart Broadcasting Corp. 1818 S. Buerkle St.
WEST MEMPHIS	KWEM 1947	990 1,000-D	West Memphis Bcstg. Corp. West Memphis 8-0518	J. C. Johnson, Pres. George F. Mooney, Gen. & Coml. Mgr.	Frank Page, Prog. Dir. Vernon Dillaplain, Chief Engr. Capitol Lang-Worth UP



THE HOME OF KFPW

*A MUTUAL
STATION*

“THIS . . . is KFPW.” From these studios come much of the best of Mutual, news from PA and UP, sports and programs especially written for the tastes of 47,500 listeners in Fort Smith plus surrounding counties. Fort Smith’s 13,500 families alone spent \$35,626,000 for retail purchases in 1946.*

Folks in Fort Smith and miles around have been tuning to KFPW for 18 years. It’s the listening habit . . . that sets the buying customs.

* Sales Management, 1947

KFPW FORT SMITH, ARKANSAS

250 Watts • JOHN A. ENGLAND, Pres. • R. E. RIVES, Gen. Mgr.

Represented by The Walker Company

DIRECTORY OF STANDARD 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, 1948)

CALIFORNIA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
BAKERSFIELD	KAFY 1946	1490 250	Bakersfield Bcstg. Co. P.O. Box 1432 8-8700	MBS Don Lee	George Crome, Pres. Sheldon Anderson, Gen. Mgr. Frank Wilbur, Coml. Mgr.	Art Brock, Prod. Mgr. Dwight Johnston, Prom. Mgr. John Boles, Chief Engr.	Young, Gould Lang-Worth Cole UP
BAKERSFIELD	KERN 1932	1410 1,000	McClatchy Bcstg. Co. 17th and Eve Sts. 8-8431	CBS	Eleanor McClatchy, Pres. Harold J. Brown, Station Mgr. Walter Bazuik, Sales Mgr.	Luverne Shatto, Chief Engr.	Raymer MacGregor SESAC World AP, UP, INS
BAKERSFIELD	KERO 1946	1230 250	J. E. Rodman 1420 Truxtun Ave. 4-4549	NBC	J. E. Rodman, Owner Paul R. Bartlett, Gen. Mgr.	Gene De Young, Station Mgr. Steven R. Weber, Chief Engr.	Avery-Knodel Standard Capitol Associated UP
BAKERSFIELD	KPMC 1934	1560 1,000	Pioneer Mercantile Co. 307½ E. 21st St. 8-8157	ABC	F. C. S. Schamblin, Pres. L. A. Schamblin, Gen. Mgr. C. C. Sturm, Coml. Mgr.	J. W. McFarlane, Prog. Dir. L. P. Jarvis, Chief Engr.	Grant Thesaurus Associated AP
BANNING	KPAS 1946	1490 250	Pass Broadcasting Co. 4425 W. Ramsey St. 515	Carl Robert } Partnership John Phillips } Carl Phillips, Gen. Mgr. George Grayson, Coml. Mgr.	Marvin L. Bryan, Prog. Dir. Francis Dunn, Chief Engr. Charles A. Potest Jr., Adv. Counselor	Gene Grant World AP
BARSTOW 1	KWTC (Construction permit)	1230 250	Mojave Valley Broadcast- ing Co. Radio Center 4001	W. T. Brown, Pres. & Prom. Mgr. B. C. Boatright, Gen. Mgr. & Chief Engr.	Robert Reno, Prog. Dir. Maynard Marquardt, Coml. Mgr.	Gene Grant World UP
BERKELEY 2	KRE 1923	1400 250	Central Calif. Broadcast- ers Inc. 601 Ashby Ave. Ashberry 3-7715	Arthur Westlund, Pres. & Gen. Mgr. Don Hambly, Coml. & Prom. Mgr.	Les Avery, Prog. Dir. Phil McKernan, Chief Engr.	Standard AP
BLYTHE	KUCB (Construction permit)	1450 250	Broadcasting Corp of America P.O. Box 578 4341	Calif. Rural	W. L. Gleeson, Pres. & Gen. Mgr. Bob Wareham, Station & Coml. Mgr.	Wm. Simpson, Prom. Mgr. Stan Reynolds, Chief Engr.	Pearson World Associated AP
BRAWLEY	KROP 1946	1300 1,000-LS 500-N	Broadcasting Corp. of America P.O. Box 238 980	ABC Calif. Rural	W. L. Gleeson, Pres. Wm. Simpson, Gen. Mgr. & Coml. Mgr. Glen Dunham, Asst. Mgr.	Chap Rollins, Prog. Dir. Bill Geddes, Chief Engr.	Pearson Associated World AP
BURBANK	KWIK 1946	1490 250	Burbank Broadcasters Inc. 20 W. Burbank Blvd. Charleston 0-2111	Sam Kerner, Pres. & Coml. Mgr. Don Forbes, Gen. Mgr.	Robert M. Campbell, Prog. Dir. Eugene L. Mieczko, Chief Engr.	Lang-Worth Standard UP
CALEXICO	KICO 1947	1490 250	Charles R. Love P.O. Box 786 918	Charles R. Love, Owner & Gen. Mgr. Bob Reel, Prog. Dir.	James P. Hutton, Chief Engr.	Griffith Associated AP
CHICO	KHSL 1935	1290 1,000	Golden Empire Broad- casting Co. 4th and Broadway Sts. 237	MBS Don Lee	Hugh McClung, Gen. Mgr.		Gene Grant
CORONA	KBUC (Construction permit)	1370 500	American Pacific Radio Bcstg. Co. 4629 Encinas Dr. LaCanada, Calif.	John G. Bucknum } Partners Elmer J. Bucknum }		
DINUBA	KRDU 1947	1130 250-D	Radio Dinuba Co. 110 North L St. 500	Egon A. and Dave I. Hofer Jr., Owners Troy L. Banks, Gen. Mgr. John C. Cohan, Sales Mgr.	Dave Hofer Jr., Prom. Mgr. Don C. Reeves, Prog. Dir. John M. Banks, Chief Engr.	Lang-Worth AP
EL CENTRO	KKO 1927	1230 250	Valradio Inc. 793 Main St. 1100	MBS Don Lee	Doyle J. Osman, Mgr.		Raymer
EUREKA	KHUM 1947	1240 250	Carroll R. Hauser 431 F St. 3831	ABC	Carroll R. Hauser, Pres. & Gen. Mgr. Frank Robinson Brown, Prog. Dir.	Edward P. Stropie, Chief Engr.	Grant Capitol AP
EUREKA	KIEM 1933	1480 1,000	Redwood Broadcasting Co. Radio Center Don Lee 4000	MBS Don Lee	William B. Smullin, Pres. & Gen. Mgr. Charles Paul Corbin, Coml. Mgr. & Prog. Dir. Bob Stach, Prom. Mgr.	John G. Bauriedel, Techni- cal Dir. Alvor E. Olson, Chief Engr.	Blair World MacGregor Standard, Cole UP, INS
FORT BRAGG	(Construction permit)	1230 250	Mendocino Coast Broad- casting Co. 314 Main St.	Tony R. Amarante } Partners J. A. Brush } Mathew Thompson } Edward Mertle }		
FRESNO 1	KARM 1938	1430 5,000	KARM, The George Harm Station 1333 Van Ness Ave. 4-2966	CBS	Hattie Harm, Pres. Clyde F. Coombs, Gen. Mgr.	John Garrick, Prog. Dir. Eldora Roth, Prom. Mgr. R. M. Dorothy, Chief Engr.	Petry Standard AP, INS
FRESNO	KFRE 1942	1340 250	J. E. Rodman Patterson Bldg. 4-5001	ABC	J. E. Rodman, Owner Paul R. Bartlett, Gen. Mgr. Sidney H. Halls, Sales Mgr.	Edward J. Frech, Prog. Dir. Frances Quinn, Prom. Mgr. Harold R. Brown, Chief Engr.	Avery-Knodel World Associated Capitol UP
FRESNO 22	KMJ 1922	580 5,000	McClatchy Broadcasting Co. 1559 Van Ness Ave. 3-6277	NBC	Eleanor McClatchy, Pres. Keith B. Collins, Station Mgr. Coyle Chambers, Sales, Mgr.	Andrew Patterson, Prog. Dir. Jack Griffith, Prom. Mgr. William Wallace, Chief Engr.	Raymer MacGregor SESAC Thesaurus AP, UP

THE HOLLYWOOD BANDSTAND

6 hours of music

10 A.M. - 4 P.M. DAILY

with



BILL ANSON



MAURICE HART

INVITES YOU TO JOIN THIS DISTINGUISHED ROSTER OF SPONSORS:

AMERICAN CHICLE COMPANY
ANATOLE ROBBINS
ARDEN DAIRIES
ARTHUR MURRAY DANCING
SCHOOLS
BARBARA ANN BAKING
BROMO SELTZER
COLUMBIA RECORDS
CORONET MAGAZINE
CURTIS CIRCULATION COMPANY
DENNISON'S FOODS
GRAPE NUTS FLAKES

KAISER-FRAZER AUTOMOBILE
COMPANY
LA BOHEME WINES
LOS ANGELES TIMES
LUCKY STRIKE CIGARETTES
MILANI FOODS
MUSIC HALL THEATRES
MUSTEROLE
MY-T-FINE DESSERTS
PACIFIC TELEPHONE &
TELEGRAPH COMPANY
PACKARD BELL RADIO
PHONOGRAPH COMPANY

PARAMOUNT PICTURES
PATRICIA STEVENS MODEL
SCHOOL
PDQ GASOLINE
PROCTER & GAMBLE
RED HEART DOG FOOD
RKO PICTURES, INC.
SQUIBB'S TOOTHPASTE
SAFEWAY STORES
TWENTIETH CENTURY-FOX
STUDIOS



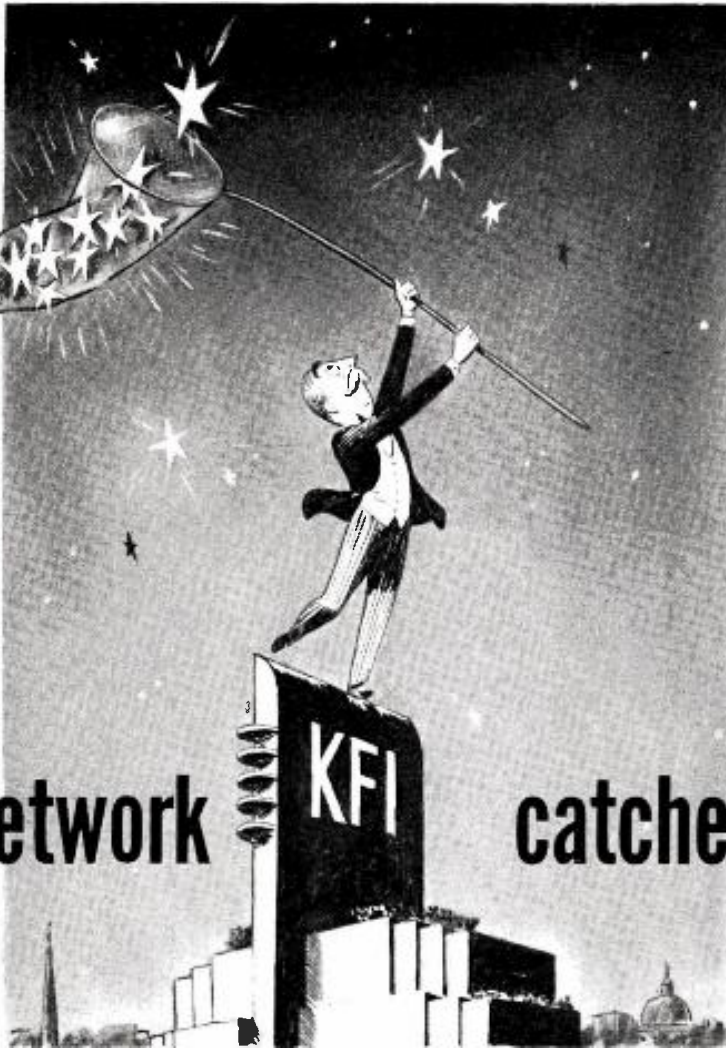
HOLLYWOOD'S FIRST INDEPENDENT STATION
REPRESENTED NATIONALLY BY WILLIAM G. RAMBEAU CO.

DIRECTORY OF STANDARD 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, 1948)

CALIFORNIA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative: Transc. Library News Service
FRESNO	KYNO (Construction permit)	1300 1,000	The Voice of Fresno Hotel Fresno 2-6141	MBS Don Lee	Robert Schuler, Pres. L. E. Chenault, Gen. Mgr.	Warren Tufts, Prog. Dir. Bert Williamson, Chief Engr. Young Western Lang-Worth UP
GLENDALE 6	KIEV 1932	870 250-D	Cannon System Ltd. 102 N. Glendale Chapman 5-2388		David H. Cannon, Pres. Cal Cannon, Gen. Mgr.	Vern Schumann, Chief Engr. Standard UP
GRASS VALLEY	KGFN 1947	1400 250	'49er Broadcasting Co. P.O. Box 924 1100		John G. Colling, Carl- ton G. Thomas, John Edwin Keegan, Har- old W. Westbrook, Earl J. Caddy and Robert T. Ingram.	John G. Colling, Gen. Mgr. Jim Flisk, Prog. Dir. Edwin Peters, Chief Engr.
HANFORD	KNGS 1947	620 1,000	Hanford Publishing Co. 223 W. 7th St. 620		Stanley S. Beaubaire } Part- W. Keith Topping } ners Don C. Reeves, Gen. Mgr.	Don C. Robbins, Coml. Mgr. Bob Claire, Prog. Dir. Jack H. Sole, Assoc. Mgr. & Chief Engr. Grant Associated Thesaurus UP, INS
INDIO	KPEO 1946	1400 250	Broadcasting Corp. of America Calhoun Drive 7403	ABC Calif. Rural	William L. Gleeson, Pres. & Gen. Mgr. Riley R. Gibson, Station Mgr. Roy W. Sinor, Coml. Mgr.	Doug Caplette, Prog. Dir. Bill Simpson, Prom. Mgr. Stanley G. Reynolds, Chief Engr. Pearson World Associated AP
LODI	KCVR 1946	1570 250-D	Central Valley Radio P.O. Box 600 1700	KBS	Herbert W. & David A. Brown, Owners Herbert W. Brown, Gen. & Coml. Mgr.	Harold C. O'Donnell, Sta- tion Mgr. & Prog. Dir. C. Howard Starkey, Chief Engr. Standard UP
LONG BEACH 13	KFOX 1924	1280 1,000	Nichols & Warinner Inc. 220 East Anaheim 672-81		Hal G. Nichols, Pres. & Gen. Mgr. Lawrence W. McDowell, Coml. Mgr. & Chief Engr.	Burn-Smith Lang-Worth SESAC Standard, Col UP
LONG BEACH 2	KGER 1926	1390 5,000	Consolidated Broadcast- ing Corp. Ltd. 435 Pine Ave. 727-85		Lee Wynne, Gen. Mgr. Earl Rutledge, Sales Mgr.	Felix Adams, Prog. Dir. Luther Crumbaugh, Chief Engr. McGillvra World Associated Lang-Worth AP
LOS ANGELES 28	KECA 1929	790 5,000	American Broadcasting Co. Inc. 1440 N. Highland Ave. Hillside 8231	ABC	Mark Woods (ABC) Pres. Clyde P. Scott, Gen. Mgr. Jack O'Mara, Sales Prom. Mgr.	J. Donald Wilson, Prog. Dir. T. B. Palmer, Western Div. Mgr. of Technical Opera- tions ABC Spot Lang-Worth Thesaurus AP, UP, INS
LOS ANGELES 5	KFAC 1922	1330 5,000	Los Angeles Broadcasting Co. Inc. 645 Mariposa Ave. Fitzroy 1231		Calvin J. Smith, Station & Prom. Mgr.	
LOS ANGELES 54	KFI 1922	640 50,000	Earle C. Anthony 141 N. Vermont Ave. Fairfax 2121	NBC	Earl C. Anthony, Pres. W. B. Ryan, Gen. Mgr. Haan J. Tyler, Coml. Mgr.	Charles B. Brown, Prog. Dir. Dean Moxley, Prom. Mgr. Curtis Mason, H. L. Blat- terman, Chief Engr. Petry Capitol Associated AP, UP
LOS ANGELES 26	*KFSG 1923	1150 2,500-LS 1,000-N ST-KRKD	Echo Park Evangelistic Assn. 1100 Glendale Blvd.		Rolf K. McPherson, Pres. & Gen. Mgr. Jack Carmain, Prog. Dir.	C. Harvey Haas, Chief Engr.
LOS ANGELES 12	KFVD 1936	1020 5,000 L-KDKA	Standard Broadcasting Co. 338 S. Western Ave. Fairfax 6361		Frank Burke, Pres & Gen. Mgr. Harry Patterson, Coml. & Prom. Mgr.	Carl Brewster, Prog. Dir. Leonard Reeves, Chief Engr. Gene Grant Cole Lang-Worth MacGregor UP
LOS ANGELES (Hollywood 28)	KFWB 1925	980 5,000	Warner Bros. Bcstg. Corp. 5833 Fernwood Ave. Hempstead 5151		Harry Malzlish, Gen. Mgr. Wm. V. Ray, Asst. Mgr. Berne W. Wilkins, Coml. Mgr.	Thomas Freebairn-Smith, Prog. Dir. Harry Myers, Chief Engr. Rambeau SESAC AP, UP, INS
LOS ANGELES (Hollywood 28)	KGFJ 1926	1230 250	Ben S. McGlashan 6314 Sunset Blvd. Hillside 0201		Ben S. McClashan, Owner Thelma Kirchner, Gen. & Coml. Mgr.	Elmitt Eastcott, Prog. Dir. Homer Obuchon, Chief Engr. Associated UP, INS
LOS ANGELES 38	KHJ 1922	930 5,000	Don Lee Holding Co. 1313 Vine St. Hollywood 8111	MBS Don Lee	Thomas S. Lee, Pres. Lewis Allen Welas, V. P. & Gen. Mgr. Sydney Gaynor, Coml. Mgr.	Charles Bulotti, Prog. Dir. Mark Finley, Publ. & Prom. Mgr. Frank Kennedy, Chief Engr. Blair AP, INS
LOS ANGELES 38	KLAC 1924	570 5,000-LS 1,000-N	KMTR Radio Corp. 1000 Cahuenga Blvd. Hillside 1161		Dorothy S. Thackrey, Pres. Don J. Fedderson, Gen. Mgr. David E. Lundy, Coml. Mgr.	Fred Henry, Prog. Dir. Paul Schulz, Chief Engr. Young Capitol, SESAC Standard AP, UP, INS
LOS ANGELES 28	KMPC 1937	710 50,000-LS 10,000-N CP-50,000-U	Station of the Stars Inc. 5939 Sunset Blvd. Hollywood 5341		G. A. Richards, Pres. Harry Wismer, Asst. to Pres. Robert O. Reynolds, V. P. & Gen. Mgr. Herbert H. Wixson, Asst. Mgr. & Sales Mgr.	C. G. Renier, Prog. Dir. Betty Ann Hudson, Prom. Mgr. & Publ. Dir. Clete Roberts, Dir. of Public Affairs Lloyd Sigmon, Chief Engr. Raymer Associated World Lang-Worth AP, UP, INS
LOS ANGELES 28	KNX 1924	1070 50,000	Columbia Broadcasting System Inc. 6121 Hollywood Blvd. Hollywood 1212	CBS	Frank Stanton (CBS) Pres. Donald W. Thornburgh, V.P. & Gen. Mgr. Harry W. Witt, Asst. Gen. Mgr. Wayne Steffner, Coml. Mgr. Frank King, Asst. Sales Mgr.	Hal Hudson, Prog. Dir. George W. Allen, Prog. Dir. CBS Pacific Network Ralph Taylor, Prom. Mgr. Lester Bowman, Chief Engr. Radio Sales Associated Lang-Worth AP, UP
LOS ANGELES 13	KRKD 1927	1150 2500-LS 1000-N ST-KFSG	Radio Broadcasters Inc. 541 S. Spring St. Tucker 7111		Ned Connor, Gen & Coml. Mgr.	Venna Taylor, Prog. Dir. W. O. Freitag, Chief Engr. Associated INS



Our NBC network **KFI** catches Stars

...but look what we've done on our own hook!

FM... local non-network owned station.

TV... local non-network owned station.

Improved AM... increased signal strength throughout coverage area.

KFI engineering keeps us abreast in the broadcast industry. We now offer Frequency Modulation and Television as well as improved AM operation...the largest independently-owned station in Southern California with *all* broadcasting facilities.

KFI-FM, for instance, has been on the air since October 20, 1947—offers 6 hours a day of the finest music and variety programs.

And starting early this year, KFI-TV will culminate years of research by entering the television field...a local non-network owned station. KFI's transmitter for both FM and TV is on Mount Wilson (elevation: 5,750 ft.), engineered to provide widest range and clarity of image.

In AM, KFI has constructed a new 750 ft. vertical tower of the latest design. Signal strength has been increased approximately 20 percent with complete elimination of fading in the Primary Area. New audio equipment has been installed in all KFI studios giving highest quality sound broadcasting on both AM and FM.

KFI NBC for Los Angeles
640 on your dial

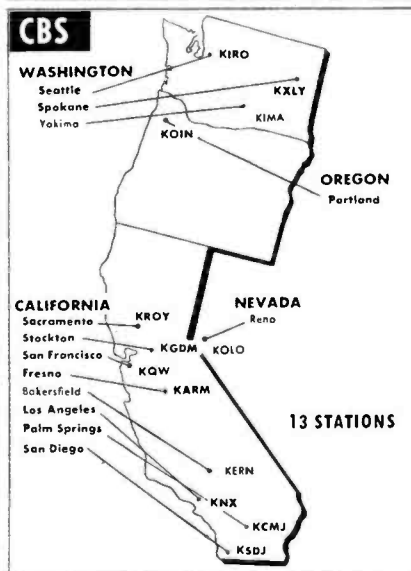
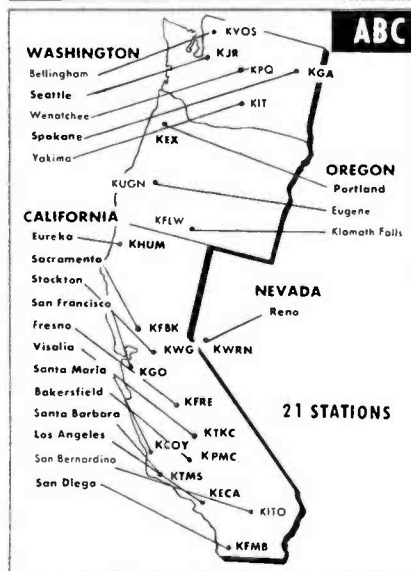
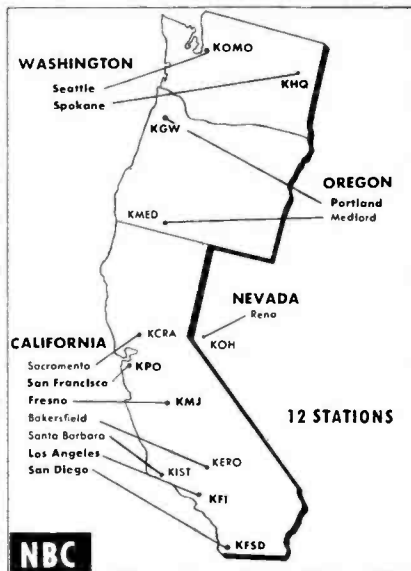


Barb C. Anthony, Inc.

141 N. Vermont Ave., Los Angeles 4,
California Packard Distributor
KFI represented nationally by Edward Petry &
Co., Inc. New York, Chicago, Los Angeles, St.
Louis, Detroit, San Francisco, Boston, Atlanta.

THE FOUR PACIFIC COAST RADIO NETWORKS

Bold Face: Basic Stations — Light Face: Supplementary Stations



*This is Page 14 of the
Pacific Coast Radio Handbook*

THE PACIFIC COAST RADIO HANDBOOK contains twenty-four such pages of authentic market and radio facts, edited and arranged for quick and ready reference.

If you are an advertiser or an advertiser's agent—and if you are interested in the Pacific Coast as a market—you will appreciate having information like this at your fingers' tips.

Published as a service to advertisers and agencies, the book is available to you for the asking as long as our supply lasts.

Ask any Don Lee representative or write direct to Sydney Gaynor, Gen. Sales. Mgr.

*The Nation's Greatest
Regional Network...*

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
SYDNEY GAYNOR, *General Sales Manager*

Represented Nationally by John Blair & Co.

Mutual
DON LEE
BROADCASTING SYSTEM



5515 Melrose Avenue, Hollywood 38, Calif. (1313 N. Vine Street after April 1)

DIRECTORY OF STANDARD 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, 1948)

CALIFORNIA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
MARYSVILLE	KMYC 1940	1450 250	Marysville-Yuba Bctrs. Inc. P.O. Box 631 2080	MBS Don Lee	Horace E. Thomas, Pres. Joe D. Carroll, Gen. Mgr. Hedley Hall, Coml. Mgr.	Bill Cleveland, Prog. Dir. Kenny Alford, Prom. Mgr. Lloyd McQueary, Chief Engr.	Grant World UP
MERCED	KYOS 1936	1490 250	Merced Broadcasting Co. P.O. Box 717 1430	MBS Don Lee	Hugh McClung, Pres. & Gen. Mgr. Charles H. Kinsley Jr., Sta- tion Mgr. A. U. Krisik, Coml. Mgr.	R. B. Krisik, Prog. Dir. Joel Buffington, Prom. Mgr. Malcolm Beavers, Chief Engr.	Grant Standard UP
MODESTO	KTRB 1932	860 1,000	KTRB Broadcasting Co. P.O. Box 593 774	William H. Bates Jr., Pres., Gen. Mgr. and Chief Engr. James Van Parks, Coml. & Prom. Mgr.	Gene D'Accardo, Prog. Dir.	Grant Lang-Worth Cole MacGregor World UP, INS
MONTEREY	KDON 1935	1240 250	Monterey Peninsula Bcstg. Co. 468 Calle Principal 8501	Paul Caswell, Pres. Reed Pollock, Gen. & Prom. Mgr. George Ross, Coml. Mgr.	Bob Sabin, Prog. Dir. Omer N. Wright, Chief Engr.	Associated Cole UP
MOUNT SHASTA	KWSD 1947	1340 250	Shasta Cascade Broad- casting Corp. Alma St. 101	Arthur Adler, Gen. & Coml. Mgr. David H. Rees, Station Mgr.	John Pennington, Prog. Dir. David H. Rees, Prom. Mgr. & Chief Engr.	Griffith Standard AP
NAPA	KVON 1947	1440 500	Napa Broadcasting Co. P.O. Box 427 2606	Elwyn F. Quinn, Pres. & Gen. Mgr. Julien J. Nielsen, Coml. & Prom. Mgr.	Albert C. Priddy, Prog. Dir. Earl H. Holtmann, Chief Engr.	ForJoe World AP
NEEDLES (Construction permit)	1340 250	Shelley Radio Electric Co. Needles	Oscar D. Shelley, Owner		
OAKLAND 4	KLX 1921	910 1,000	Tribune Building Co. Tribune Tower Glencourt 1-0660	J. R. Knowland, Pres. Glenn Shaw, Gen. Mgr. H. R. Galsford, Coml. Mgr. Jerry Morton, Prog. Dir.	June Pugmire, Asst. Prog. Dir. H. L. Gossage, Prom. Mgr. Roswell S. Smith, Chief Engr.	Griffith World AP
OAKLAND 12	KROW 1925	960 1,000; CP-5,000	KROW Inc. 464 19th St. Twinoaks 3-9600	Sheldon F. Sackett, Pres. Wilton Ginzendorfer, Gen. & Coml. Mgr. Richard C. D. Bell, Asst. to Gen. Mgr.	Russ Coughlan, Prog. Dir. Mercedes Prosser, Prom. Mgr. C. E. Downey, Chief Engr.	Associated Standard UP
OAKLAND 12	KWBR 1920	1310 1,000	Warner Bros. 327 21st Street Higate 4-1212	Warner Brothers, Owners Stafford W. Warner, Gen. Mgr. F. Wellington Morse, Sta- tion Mgr.	Evelyn R. Dewsnup, Prog. Dir. Edward B. Smith, Coml. Mgr. Paul Gregg, Chief Engr.	Lang-Worth UP
ONTARIO	KOCS 1947	1510 250-D	The Daily Report Co. Radio Center Bldg. 627-54	Jerene Appleby Harnish, Pres. Ernest L. Spencer, Advising Mgr. J. A. Downey, Coml. Mgr.	R. W. Hergonson, Prog. Dir. Floyd Hall, Chief Engr.	Moore Associated Thesaurus UP
OROVILLE	KDAN (Construction permit)	1340 250	Oroville Mercury Bcstg. Co. Oroville 1460	Dan L. Beebe, Pres. Arden Booth, Gen. & Coml. Mgr.	Ted R. Feixotto, Chief Engr.	UP
OROVILLE	KGEW (Construction permit)	980 1,000-D	Stanley S. Beaubaire 117 Broadway, Chico			
PALM SPRINGS	KCMJ 1946	1340 250	Palm Springs Broadcast- ing Co. Box KK 2253	CBS	Dick Joy } Co-owners Don McBain } Dick Joy, Gen. Coml. & Prom. Mgr.	George Irwin, L. A. Coml. Mgr. Roland Valle, Prog. Dir. Don Clay, Chief Engr.	Grant Standard UP
PASADENA	KAGH (Construction permit)	1300 1,000-D	Rose Bowl Broadcasters 30 N. Raymond St.	Andrew G. Haley		
PASADENA	*KPFC 1924	1241 100 SH	Pasadena Presbyterian Church 585 E. Colorado St. Sycamore 3-4363	Dr. Eugene Carson Blake, Pastor Russell B. Perkins, Gen. Mgr.	Leon Hall, Prog. Dir. Vincent Parsons, Chief Engr.	
PASADENA 1	KWKW 1942	1430 1,000-D	Southern Calif. Bcstg. Co. 425 E. Green St. Ryan 1-6744	Marshall S. Neal, Pres. William J. Beaton, Gen. & Coml. Mgr.	Eddie Albright, Prog. Dir. Claire Hughes, Prom. Mgr. Paul W. Spargo, Chief Engr.	ForJoe Capitol UP
PASADENA	KXLA 1942	1110 10,000	Pacific Coast Broadcast- ing Co. 1401 S. Oak Knoll Ave. Ryan 1-6991	Loyal K. King, Pres. & Gen. Mgr.	Carl Saunders, Prog. Dir. Jack Reeder, Chief Engr.	Universal Lang-Worth Associated World AP
PASO ROBLES	KPRL 1946	1230 250	Leslie H. Hacker 32nd & Oak Sts. 204	MBS Don Lee	Leslie H. Hacker, Pres. Arthur Hapgood, Gen. Mgr., Prog. Dir. & Prom. Mgr.	Joe Shuttleworth, Coml. Mgr. Ray Bryan, Chief Engr.	Grant Standard
POMONA	KPMO 1947	1600 250	Valley Broadcasting Co. 1240 E. Holt St. 2-2961	Myron E. Kluge } Partners Dean H. Wickstrom } Dean H. Wickstrom, Gen. Mgr.	Stanley Davis, Coml. Mgr. Al Kiersey, Prog. Dir. Granville Esch, Chief Engr.	Capitol Standard World UP
PORTERVILLE	KTIP 1947	1450 250	J. F. Tighe 207 East Mill St. 1265	J. F. Tighe, Pres. Robert B. McGinnis, Gen. Mgr. Jack Leslie, Coml. Mgr.	Peter Tewksbury, Prog. Dir. James Tennyson, Chief Engr.	Cooke Gene Grant Capitol Associated UP

70% OF NORTHERN CALIFORNIA'S

**POPULATION
RETAIL SALES
RETAIL FOOD SALES
RETAIL DRUG SALES
RADIO HOMES**

ONE COLUMBIA STATION SERVES THEM ALL!

In Station KQW's primary listening area lies the cream of the Northern California market. Here live 2 2/3 million prosperous people—7 out of 10 Northern Californians—with an effective buying income of 3 1/3 billion dollars.

KQW is the only Columbia station serving this rich 14 county San Francisco Bay Area Market—and delivers it at less cost.

KQW

Pacific Agricultural Foundation, Ltd.
San Jose, California

740 on your dial
San Francisco Studios
Palace Hotel

EXCLUSIVELY ★
Delivers the Columbia 14 County
San Francisco-Oakland Bay Market!

Represented Nationally by Edward Petry & Co. Inc.

DIRECTORY OF STANDARD 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, 1948)

CALIFORNIA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
RED BLUFF	KBLF 1946	1490 250	Robert L. Weeks 346 Oak St. 354	William B. Murphy, Gen. Prog. & Prom. Mgr. Wayne Thornton, Jr., Coml. Mgr.	Howard L. Parsons, Chief Engr. Gene Grant Lang-Worth World AP
REDDING	KVCV 1938	600 1,000	Golden Empire Broad- casting Co. Inc. Merced	MBS Don Lee	Hugh McClung, Pres. & Gen. Mgr. Fred M. Stuelpnagel, Local Mgr. H. E. McCarty, Coml. Mgr.	Lyle Mathis, Prog. Dir. Robert Hoskins, Prom. Mgr. Russell Pope, Chief Engr. Grant Standard Cole UP
RIVERSIDE	KPRO 1941	1440 1,000	Broadcasting Corp. of America 3401 Russell St. 6290	Calif. Rural	W. L. Gleeson, Pres. & Gen. Mgr. Richard Williams, Coml. Mgr.	Doris Mann, Prog. Dir. William Simpson, Prom. Mgr. Stan Reynolds, Chief Engr. Pearson World Associated MacGregor AP
SACRAMENTO	KCRA 1945	1320 1,000	Central Valleys Broad- casting Co. 10th & Jay Sts. 2-0758	NBC	Ewing C. Kelly, Partner. Gen. & Coml. Mgr.	Robert R. Alexander, Prog. Dir. Marvin D. Myers, Chief Engr. Weed Capitol World AP
SACRAMENTO 1	KFBK 1922	1530 10,000; CP-50,000	McClatchy Broadcasting Co. 708 Eye St. 2-5011	ABC	Eleanor McClatchy, Pres. Leo O. Ricketts, Station Mgr. Dick Brothers, Sales Mgr.	James Eakins, Prog. Mgr. Austin Chaney, Prom. Dept. Stam Sronce, Chief Engr. Raymer Thesaurus AP, UP
SACRAMENTO 14 ...	KROY 1937	1240 250	Harmco Inc. Hotel Sacramento 3-2525	CBS	Clyde F. Coombs, Vice Pres. & Gen. Mgr. Benton Paschall, Coml. Mgr.	William J. Ratcliff, Prog. & Prom. Mgr. Howard Martineau, Chief Engr. Avery-Knodel Associated UP, INS
SACRAMENTO 16 ...	KXOA 1945	1490 250	Sacramento Broadcasters Inc. 1617 30th St. 6-4728	MBS Don Lee	Lincoln Dellar, Pres. & Gen. Mgr. Morton Sidley, Coml. Mgr.	Lincoln W. Miller, Prog. Dir. & Chief Engr. Young Western Radio Associated Lang-Worth UP
SALINAS	KSBW 1947	1380 1,000	De Haven Hall and Oates P.O. Box 667 21635	MBS Don Lee	J. M. Hall, Pres., Gen. Mgr. & Chief Engr. W. M. Oates, Station Mgr.	J. W. Tressel, Coml. Mgr. W. M. Oates, Prog. Dir. Western Radio Standard AP
SAN BERNARDINO .	KCSB (Construction permit)	1350 500-D	San Bernardino Valley Broadcasting P.O. Box 486 651-82	Woodrow Miller, Pres. Richard T. Sampson, Gen. Mgr. & Prog. Dir. Ed Blockinger, Coml. Mgr.	Jean Evans, Prom. Mgr. Donald Kerr, Chief Engr. Griffith Lang-Worth MacGregor AP
SAN BERNARDINO .	KFXM 1929	590 1,000	Lee Bros. Broadcasting Co. 512 5th Street 4761	MBS Don Lee	J. Clifford Lee, Pres. & Senior Partner Eugene W. Lee, Gen. Mgr. & Junior Partner Don S. Cummings, Coml. Mgr.	Larry T. Shields, Prog. Dir. Eugene W. Lee, Prom. Mgr. George Ewing, Chief Engr. Blair World UP
SAN BERNARDINO .	KITO 1947	1,000 1,000	San Bernardino Broad- casting Co., Inc. 569 Fourth St. 7807	ABC	Carl Hammond, Pres. Robert E. Bausman, Gen. & Coml. Mgr.	Charles B. Foll, Prog. Dir. Owen Ford, Chief Engr. Hollingbery Capitol UP
SAN BERNARDINO .	KRNO 1946	1240 250	Western Empire Brcstrs. Inc. 990 Colton Ave. 2-4282	Van C. Newkirk, Chief Owner Norman H. Rogers, Gen. & Coml. Mgr.	James W. Gerrard, Pres. & Prom. Mgr. George W. Brock, Vice Pres., charge of Engrng. ForJoe Standard AP
SAN DIEGO 1	KFMB 1941	1450; CP-550 250; CP-1,000	Jack Gross Bcstg. Co. 1375 Pacific Blvd. Main 2114	ABC	Jack Gross, Owner, Gen. & Coml. Mgr.	John Harrison, Prog. Dir. Robt. E. Lee, Jr., Chief Engr. Branham SESAC Standard AP
SAN DIEGO 12	KFSD 1926	600 5,000	Airfan Radio Corp. 326 Broadway Franklin 6353	NBC	Thomas E. Sharp, Pres. M. R. Harris, Mgr. Larry L. Scalf, Coml. Mgr.	Alys Phreaner, Prog. Dir. John Merino, Chief Engr. Raymer Thesaurus UP
SAN DIEGO 1	KGB 1928	1360 1,000	Don Lee Holding Co. 1017 First Ave. Franklin 6151	MBS Don Lee	Thomas S. Lee, Pres. F. D. Ide, Gen. Mgr. Hobby Myers, Coml. & Prom. Mgr.	James E. Dillon, Prog. Dir. William G. Collins, Chief Engr. Jerry Lee Pecht, Prod. Mgr. Blair World UP
SAN DIEGO	KLIK (Construction permit)	750 5,000	Balboa Radio Corp.		
SAN DIEGO 12	KSDJ 1946	1170 5,000-LS 1,000-N	Clinton D. McKinnon 5th & Ash Sts. Franklin 1315	CBS	Clinton D. McKinnon, Pres. Edgar L. Tidwell, Mgr. Amos Baron, Coml. Mgr.	Fred T. Foster, Traffic Mgr. Lisle Shoemaker, Prom. Mgr. Charles Sherburne, Chief Engr. Free & Peters Capitol SESAC UP
SAN DIEGO 1	KSON 1947	1240 250	Studebaker Broadcasting Co. Maryland Hotel Franklin 5175	John Ward Studebaker, Pres. Gordon Studebaker, Execu- tive Dir. Fred Rabell, Gen. & Coml. Mgr.	Carl Greene Jr., Prog. Dir. Dorothy Johnson, Prom. Mgr. William Tomberlain, Chief Engr. Griffith Lang-Worth Capitol Cole AP
SAN DIEGO	KUSN 1947	1510 5,000-LS 1,000-N	San Diego Broadcasting Co. 1029 Second Ave. Main 2041	Jack Heintz, Asst. to Pres. & Gen. Mgr. Paul Jones, Station Mgr.	Wilson Edwards, Prog. Dir. Vern Milton, Chief Engr. ForJoe Associated Lang-Worth UP
SAN DIEGO 1	KYOR 1947	1130 250-D; CP-5,000	Silver Gate Broadcasting San Diego Hotel Franklin 9-5121	John A. Bohn, Gen. Mgr. Pete Watts, Coml. & Prom. Mgr.	William W. Phreaner, Prog. Dir. Ben Lefk, Chief Engr. Grant Standard SESAC MacGregor AP
SAN FERNANDO	KGIL 1947	1260 1,000	San Fernando Valley Broadcasting Co. 4919 Van Nuys Blvd. Sherman Oaks, Cal. State 4-6291	J. G. Paltridge, Pres. & Gen. Mgr. W. L. Smith, Coml. Mgr.	Bob Seal, Prog. Dir. Capitol Standard UP

KLAC

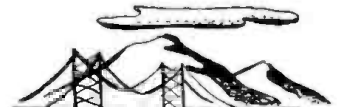
KYA

*2 Great Stations
serving
two great markets*



KLAC

LOS ANGELES



KYA

SAN FRANCISCO

National Representative: ADAM J. YOUNG Jr. Inc., New York—Chicago

HOW



THE NATIONAL BROADCASTING COMPANY HOLLYWOOD



o Double the Take

with two kinds of appeal

While Sam Hayes reports the news, his NBC listeners eat breakfast. And the makers of those western breakfast standbys, Wheaties and Sperry Pancake and Waffle Mix, sponsor his broadcast. For nine continuous years, the Sperry Division of General Mills has been represented by the rooster's crow and Sam's friendly greeting which reaches NBC Western Network Listeners six mornings each week at 7:45.

There's another Sperry program. "This Woman's Secret" catches the afternoon imagination of NBC's feminine listeners, and draws their attention to Wheathearts and Drifted Snow "Home Perfected" Enriched Flour. Now in the third year of Sperry sponsorship, it is a series of sincere, undramatized stories—each complete in itself—broadcast over the NBC Western Network Mondays through Fridays at 4:00 to intrigue America's western housewives—and to sell them Sperry products.

Sperry, a pioneer advertiser on the NBC Western Network, knows the audiences NBC delivers in the Pacific and Rockies area, and how to sell them.

Sam Hayes is a veteran west coast news reporter. His forthright delivery, keen news sense and fine good humor inspire hundreds of letters each month. And approximately 99% of those letters not only praise him, but the products he sells. It's unsolicited correspondence, too.

"This Woman's Secret" adapted and produced by the penetrating writer, Helen Morgan, is unlike any other five-a-week quarter-hour program. Its warm appeal of true-to-life stories, told by the voices of women from 15 to 75, draws a heavy response of unsolicited mail. Many letters are as long as ten pages.

Here is an advertiser reaching double segments of NBC's audiences with two diverse programs, each appealing to responsive listeners . . . responsive buyers. Other advertisers know NBC's audiences and their buying power, too—Planters Nut and Chocolate Company, Wesson Oil, and Snowdrift. Bekins Van and Storage Company, and Washington Cooperative Farms Association are among them.

Find out how you can become one of those knowing advertisers.

SAN FRANCISCO **NBC WESTERN NETWORK**

A Service of Radio Corporation of America



DIRECTORY OF STANDARD 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, 1948)

CALIFORNIA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
SAN FRANCISCO 9..	KFRC 1924	610 5,000	Don Lee Holding Co. 1000 Van Ness Ave. Prospect 5-0107	MBS Don Lee	Thomas S. Lee, Pres. William D. Pabst, Gen. Mgr. Merwyn L. McCabe, Coml. Mgr.	Mel Venter, Prog. Dir. Robert L. Templeton, Prom. Mgr. E. G. Underwood, Chief Engr.	Blair World AP, INS
SAN FRANCISCO 4..	KGO 1924	810 50,000	American Broadcasting Co. 155 Montgomery St. Exbrook 2-8544	ABC	Mark Woods (ABC) Pres. Gayle V. Grubb, Gen. Mgr. Kirk Torney, Coml. Mgr.	Boyce Wright, Prog. Dir. Robert Laws, Prom. Mgr. A. E. Evans, Chief Engr.	ABC Spot Capitol Associated Standard AP, UP, INS
SAN FRANCISCO 9..	KJBS 1925	1100 1,000 L-WTAM	KJBS Broadcasters 1470 Pine Street Ordway 3-4148	Edwin P. Franklin, Gen. Mgr. Stanley G. Breyer, Coml. Mgr.	Charles F. Pendleton, Prog. Dir. Wayne Berthold, Chief Engr.	Headley-Reed Standard MacGregor Lang-Worth Associated AP, INS
SAN FRANCISCO 2..	KNBC 1922	680 50,000	National Broadcasting Co. Taylor & O'Farrell Sta. Graystone 4-8700	NBC	Niles Trammell (NBC) Pres. John W. Elwood, Gen. Mgr. Alfred W. Crapsey, Coml. Mgr.	Harry Bubeck, Prog. Dir. Ethel Gilchrist, Prom. Mgr. Curtis Peck, Chief Engr.	NBC Spot Standard Thesaurus AP, UP, INS
SAN FRANCISCO 5..	KQW 1912	740 5,000	Pacific Agricultural Foundation Ltd. 140 Jesse St. Exbrook 2-3233	CBS	Ralph R. Brunton, Pres. C. L. McCarthy, Gen. Mgr. Richard E. Goebel, Sales Mgr.	Fred Ruegg, Prog. Dir. Walter S. Zahrt, Prom. Mgr. Alan N. Cormack, Chief Engr.	Petry MacGregor Standard AP, UP
SAN FRANCISCO 3..	KSAN	1450 250	Golden Gate Broadcast- ing 1355 Market St. Market 1-8171	S. H. Patterson, Pres. Lee Mikesell, Gen. Mgr.	Clint Sherwood, Prog. Dir. Norwood Patterson, Chief Engr.	Rambeau Lang-Worth AP
SAN FRANCISCO 6..	KSFO 1925	560 5,000-LS 1,000-N	The Associated Broad- casters Inc. Mark Hopkins Hotel Exbrook 2-4567	W. I. Dumm, Pres. Philip G. Lasky, Vice Pres. & Gen. Mgr. John G. Campbell, Sales Mgr.	Keith Kerby Lakin, Prog. Dir. Patricia Harris, Prom. Mgr. A. E. Towne, Director of Engrng.	Bolling Associated Standard UP, INS
SAN FRANCISCO 3..	KYA 1926	1260 5,000-LS 1,000-N	Palo Alto Radio Station Inc. Hearst Bldg. Douglas 2-2536	Dorothy Thackrey, Owner Bartley C. Crum, Pres. Don Fedderson, Exec. Vice Pres. & Gen. Mgr.	David E. Lundy, Coml. & Prom. Mgr. Verne Wilson, Prog. Dir. Paul C. Schulz, Chief Engr.	Young World AP, UP, INS
SANGER	KSGN 1947	900 1000-D	Radio Sanger Co. P.O. Box 338 490	Edward L. Terry, Gen. Mgr. Albert Blain, Coml. Mgr.	Wilson Monroe, Prog. Dir. Lyman Treaster, Chief Engr.	Universal World UP
SAN JOSE 3	KEEN 1947	1370 1,000	United Broadcasting Co. Hotel De Anza Columbia 1370	George M. Mardikian, Pres. Floyd Farr, V.P. & Gen. Mgr. George Snell, Secy., Treas., & Prog. Dir.	Harold Woolley, Prom. Mgr. J. S. Stevens, Chief Engr.	Forjoe Associated MacGregor UP
SAN JOSE 17	KLOK 1946	1170 5,000-D	Valley Broadcasting Co. 40 W. San Antonio St. Columbia 1483	E. L. Barker, Pres. & Gen. Mgr. Richard Ryan, Coml. Mgr.	Ruth Poindexter, Prog. Dir. J. T. Binduer, Chief Engr.	Gene Grant Cooke Capitol AP
SAN JOSE	KQW		(See listing under San Francisco)			
SAN JOSE	KSJO 1946	1590 1,000-LS 500-N	Santa Clara Broadcast- ing Co. P.O. Box 995 Ballard 3660	Donald H. Telford, Gen. Mgr.	Norman Paul, Prog. Dir. Lawrence King, Chief Engr.	Grant World Standard UP
SAN JOSE 17	KXRX (Construction permit)	1500 1,000	San Jose Broadcasting Co. 266 S. First St. Columbia 1397	Joe E. Levitt, Pres.		
SAN LUIS OBISPO ..	KPIK (Construction permit)	1340 250	San Luis Obispo Broad- casting Co. 1130 Garden St.	James L. Harris } S. H. Frowein } Partners Aram S. Rejebian } Emma Widman }	James L. Harris, Gen. Mgr. Aram S. Rejebian, Coml. Mgr. Charles C. Squires, Chief Engr.	Moore World Capitol UP
SAN LUIS OBISPO ..	KVEC 1937	920 1,000-LS 500-N	Christina M. Jacobson Mt. View & Hill Sts. 1100	MBS Don Lee	Christina M. Jacobson, Pres. Les Hacker, Gen. Mgr. Joe Shuttleworth, Coml. Mgr.	Robert Wilton, Prog. Dir. Larry Haggerty, Prom. Mgr. Earle Travis, Chief Engr.	Grant Thesaurus Standard AP
SAN MATEO	KSMO 1947	1550 1,000	Amphlett Printing Co. 811 B Street 4-2594	J. Hart Clinton, Pres. John H. Schacht, Gen. Mgr.	W. Bill DeMarco, Prog. Dir. H. Neil Black, Chief Engr.	Grant Lang-Worth Standard AP, UP
SAN MATEO I	KVSM 1946	1050 250-D	San Mateo County Broad- casters 279 Baldwin Ave. 4-4385	Hugh H. Smith, Pres. Gordon D. France, Gen. Mgr. Robert M. Bruce, Coml. Mgr.	Clenton W. Price, Prog. Dir. Frank M. Campbell, Prom. Mgr. Merwyn F. Planting, Chief Engr.	Cooke Gene Grant Capitol Associated SESAC UP
SAN RAFAEL	KTIM 1947	1510 1,000-D	Marin Broadcasting Co. Inc. 1117 Fifth Ave. 1510	Roy A. Brown, Pres. Ernest L. Smith, V. P. & Gen. Mgr. Alan Johnstone, Coml. Mgr.	Beth McVicar, Prog. Dir. & Coml. Mgr. Melvin Murphy, Chief Engr.	Lang-Worth AP
SANTA ANA	KVOE 1926	1480 1,000	The Voice of the Orange Empire Inc. Ltd. 206 North Main Street 4901-R	MBS Don Lee	Ernest L. Spencer, Pres. & Gen. Mgr. L. S. Nicholson, Comr. Mgr.	Wallace S. Wiggins, Prog. Dir. & Chief Engr. Ames Fischer, Prom. Mgr. Paul Donner Spencer, Nat'l Sales Mgr.	Grant Standard MacGregor SESAC



**MATCH your distribution pattern with
KSFO's Northern California Coverage**

Here's the wealthiest piece of territory in the United States. Match it city for city, county for county with your distribution pattern for Northern California. If it fits, like KSFO's listening area does, you're fortunate and should be selling plenty of merchandise.

In San Francisco alone, people earn more money and spend more money per capita than any place of equal size on earth. The rest of KSFO's remarkable primary area (0.5 mv/m) reaches 38 additional counties with a population of nearly 4 million people whose total cash income is more than 4½ billion dollars per year.

Do they listen to KSFO? ... You bet your life they do! Over 50% of all KSFO's mail comes from the rural districts and smaller cities of its primary area. In cities like Stockton for example, except for one network station, KSFO programs enjoy a higher rating* than any San Francisco Bay Area station.

Yes, it's true cost-wise and coverage-wise, KSFO belongs on every advertising schedule planned to sell the Northern California market.

*Unbiased survey by Radio Workshop, College of the Pacific, 1947



Wesley I. Dumm, President • Philip G. Lasky, Vice-President and General Manager
REPRESENTED NATIONALLY BY THE BOLLING COMPANY

DIRECTORY OF STANDARD 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, 1948)

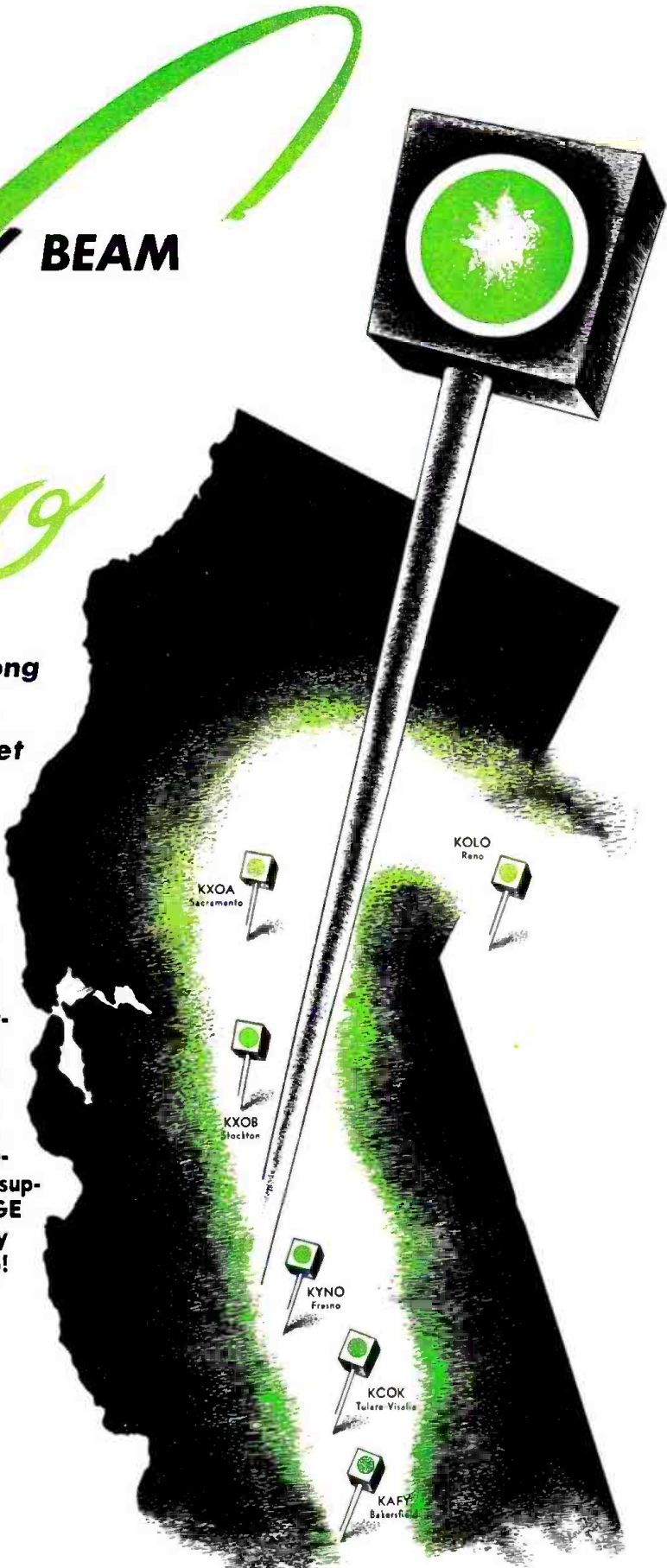
CALIFORNIA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
SANTA BARBARA ...	KDB 1926	1490 250	Don Lee Holding Co. 1309 State Street 4131	MBS Don Lee	Lewis Allen Weiss, Gen. Mgr. Edward K. Kemble, Station Mgr. James S. Blomfield, Coml. Mgr.	Donald Roberts, Prog. Dir. Forrest Choate, Chief Engr. Blair World UP
SANTA BARBARA ...	KIST 1946	1340 250	Harry C. Butcher Balboa Bldg. 3981	NBC	Harry C. Butcher, Pres. Fin Hellinger, Gen. & Coml. Mgr.	Mary Ann Casey, Prog. Dir. Warene Cliburn, Prom. Mgr. Philip C. Little, Chief Engr. McGillvra Associated Capitol UP
SANTA BARBARA ...	KTMS 1937	1250 1,000	News Press Publishing Co. De la Guerra Plaza 6111	ABC	Thomas M. Storke, Pres. Charles A. Storke, V. P. Kenneth E. Peters, Gen. Mgr.	Earle W. Headrick, Coml. Mgr. John Willis, Prom. Mgr. Albert A. Nicolay, Chief Engr. Raymer Lang-Worth AP
SANTA CRUZ	KRUZ (Construction permit)	1460 1,000	Monterey Bay Broadcast Co. 133 Middlefield Road. Palo Alto, Calif.	L. John Miner } Taft R. Wrathall } Partners Grant R. Wrathall }	
SANTA CRUZ	KSCO 1947	1080 1,000-D	Radio Santa Cruz 21 Locust St.	Charles Vernon Berlin } Fred D. McPherson, Jr. } Partners Mahlon D. McPherson }	
SANTA MARIA	KCOY 1947	1400 250	News Press Publishing Co. 114 W. Cook St. 104	ABC	Thomas M. Storke, Pres. Frank B. Weitmer, Gen. Mgr. Kenneth Morton, Coml. Mgr.	Duane F. Johnson, Prog. Dir. Emmet Ferguson, Chief Engr. Raymer Lang-Worth AP
SANTA MARIA	KSMA 1946	1450 250	Hugh G., Charles A., & Mareby Cardella Shurt- liff and Cleo Agnes Center P.O. Box 407 24		Griffith Associated
SANTA MONICA	KOWL 1947	1580 5,000-D	Arthur H. Croghan Ambassador Hotel 5-1580	Arthur H. Croghan, Pres. & Coml. Mgr. Clay Osborne, Gen. Mgr. & Prog. Dir.	John Morecroft, Chief Engr. Walker Associated Standard UP
SANTA PAULA	KSPA (Construction permit)	1400 250	Town Talk Broadcasting Co. P.O. Box 112 1400	F. Clinton Jones, Gen. Mgr., Sales Prom. Mgr.	Maj. Claude Turner, Chief Engr. Associated World Cole AP
SANTA ROSA	KSRO 1937	1350 1,000	Ruth W. Finley 425 Mendocino Ave. 110	Ruth W. Finley, Pres. Eddie Handley, Gen. Mgr. Lee Fleming, Coml. Mgr.	Jack Murphy, Prog. Dir. Vern Hassett, Chief Engr. Grant AP, UP
STOCKTON 7	KGDM 1926	1140 5,000	E. F. Peffer 519 E. Market St. 4-4551	CBS	E. F. Peffer, Pres. E. Smith, Gen. & Coml. Mgr. V. Swan, Prog. Dir.	A. Lubersky, Prom. Mgr. M. B. Greene, Chief Engr. Blair World INS
STOCKTON	KSTN (Construction permit)	1420 1,000	San Joaquin Broadcast- ing Co. 311 California St., San Francisco, Calif.	A. Dwight Newton } W. H. Wood } Partners A. John Anton } Charles F. Green }	
STOCKTON 7	KWG 1921	1230 250	McClatchy Broadcasting Co. Hotel Wolf 5-5728	ABC	Eleanor McClatchy, Pres. Howard L. Bailey, Station Mgr.	James E. Longe, Prog. Mgr. Russell Bennett, Chief Engr. Raymer Capitol MacGregor SESAC AP, UP
STOCKTON	KXOB 1947	1280 1,000	Valley Broadcasting Co. 2013 Pacific Avenue 5-5896	MBS Don Lee	Lincoln Dellar, Pres. Herb N. Ferguson, Gen., Coml. & Prom. Mgr.	Earle Russell, Prog. Dir. Walt Berger, Chief Tech- nician. Young Western Associated UP
SUSANVILLE	KSUH (Construction permit)	1240 250	Hollowell & McKahan		UP
TAFT	KTKR (Construction permit)	1310 500-D	Taft Broadcasting Co. Box 125, Rt. 2, Visalia, Calif.	Kenneth Aitken } Geo. J. Tschumy } Partners	
TULARE	KCOK 1945	1240: CP-1270 250; CP-1,000	Herman Anderson P.O. Box 119 800	MBS Don Lee	Herman Anderson, Pres. Sheldon Anderson, Gen. Mgr. Richard Wegener, Coml. Mgr.	Joe Drilling, Prog. Dir. Wanda Woods, Prom. Mgr. James Morrison, Chief Engr. Young Western Ra Standard Associated SESAC UP
UKIAH	KUKH (Construction permit)	1400 250	Wm. Edwin Richardson		
VALLEJO	KGWV 250-D	1190 250-D	California-Nevada Broad- casting Co.	Hubert Q. Joucken } David McKay } Partners	
VENTURA	KVVC (Construction permit)	1590 1,000	Voice of Ventura Co. Ventura Hotel 6185	William H. Haupt, Pres. John W. Swallow, V. P. & Gen. Mgr. Alan LaVine, V. P., Coml. & Prom. Mgr.	Aubrey Ison, Prog. Dir. & Chief Anncr. William Pickering, Chief Engr. Grant Thesaurus Standard SESAC AP
VENTURA	KVEN (Construction permit)	1450 250	Coast Ventura Co.		

get on
THE *Valley* BEAM
 your signal
 for

GO
 selling along
 California's
 Main Street

Yes... for "GO" selling in California's Central Valley, it's the Central Valley Group that alert time buyers are today investigating... and **BUYING!** This new, efficient, tailored-to-sales radio package gives them complete, interlocking coverage... intense, aggressive local station management... consistent promotional support... For low-cost, high **COVERAGE**... the "Valley" buy on the Valley Beam is the Central Valley Group! Investigate it **NOW!**



The **CENTRAL VALLEY GROUP**

KOLO • Reno • KXOA • Sacramento • KXOB • Stockton • KYNO • Fresno • KCOK • Tulare-Visalia • KAFY • Bakersfield

Pacific Coast Representative
WESTERN RADIO ADVERTISING, INC.
 785 MARKET STREET SAN FRANCISCO • YUKON 6-4112 • 520 W. SEVENTH STREET, LOS ANGELES • TUCKER 6877

National Representative
ADAM J. YOUNG, JR., INC.
 NEW YORK • CHICAGO

DIRECTORY OF STANDARD 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, 1948)

CALIFORNIA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
VISALIA	KKIN 1946	1400 250	KKIN Inc. 119 E. Acequia St. 456	D. O. Kinnie, Pres. Stanley S. Simpson, Gen. & Coml. Mgr. Lyman Patterson, Prog. Dir.	George Flansburg, Prom. Mgr. Kenneth Aitken, Chief Engr. For Joe Capitol Standard MacGregor UP
VISALIA	KTKC 1937	940 5,000	Tulare-Kings Counties Radio Associates Box 511 575	ABC	Charles P. Scott, Gen. Mgr. Millard Kibbe, Coml. Mgr.	George Lindsay, Prog. Dir. Charles Neite, Prom. Mgr. Herbert Stratton, Chief Engr. Rambau World Lang-Worth AP
WATSONVILLE	KHUB 1937	1340 250	Luther E. Gibson Atkinson Lane 1700	Luther E. Gibson, Pres. Roger R. Hunt, Gen. Mgr. Allan L. Berg, Coml. Mgr.	Don DeWald, Prog. Dir. Rodney Richards, Chief Engr. Grant Capitol World AP
WOODLAND (Construction permit)	930 1,000-D	Yolo Broadcasting Co. Woodland	T. E. Brown and Neal Chalmer, Co-Partners.	
YREKA	KSYC 1947	1490 250	Siskiyou County Bcastg. Co. Lawrence Lane & S. Oregon 624	ABC KBS	E. G. Millbourn, Pres. Milt Peterson, V. P. Holt Wardrip, Gen. Mgr. Jack E. Wagner, Station & Prom. Mgr. & Chief Engr.	Mario Rodriguez, Prog. Dir. World AP
YUBA CITY	KUBA (Construction permit)	1600 500	Peach Bowl Broadcast- ers	Beverly B. Ballard Dewey Allread, Jr. Clyde L. Goodnight Raymond F. Linn Chester V. Ullom } Partners	

COLORADO

ALAMOSA	KGIW 1929	1450 250 SH	E. L. Allen Alamosa 26	KBS	E. L. Allen, Pres. & Gen. Mgr. Lloyd Allen, Coml. Mgr. & Prog. Dir. George Kettle, Chief Engr.	UP	
BOULDER	KBOL 1947	1460 250	Boulder Radio KBOL Inc. 1617 Pearl St. 1490	Herb Hollister, Pres. Jack Todd, Gen. Mgr. Russel Shaffer, Coml. Mgr.	Ros Roulston, Prog. Dir. Blair Dobbins, Chief Engr. AP	
CANON CITY	KRLN 1947	1400 250-D	Royal Gorge Broadcasters 1615 Central Avenue 1100	Raymond M. Beckner, Melvin B. Williams Owners Raymond M. Beckner, Gen. & Coml. Mgr.	C. Guy Underhill, Prog. Dir. Melvin B. Williams, Chief Engr. Cole UP	
COLORADO SPRINGS	KCSM (Construction permit)	1450 250	James L. Frank 155 East 48th St., New York, N. Y.			
COLORADO SPRINGS	KRDO 1947	1240 250	Pikes Peak Broadcasting Co. 118 North Cascade Main 1125	Joseph H. Rohrer, Pres., Gen. Mgr., Prog. Dir. & Chief Engr.	Cecil Seavey, Coml. & Prom. Mgr. Beth Forcum, Prog. Dir. Griffith Standard Lang-Worth Cole AP	
COLORADO SPRINGS	KVOR 1923	1300 1,000	Outwest Broadcasting Co. Exchange National Bank Bldg. Main 278	CBS	E. K. Gaylord, Pres. Everett Shupe, Gen. & Coml. Mgr.	Conrad Brown, Prog. Dir. & Prom. Mgr. Cozine Strang, Chief Engr. Katz World AP	
CRAIG	KRAI (Construction permit)	1230 250	Newel S. Cahoon			
DENVER 2	KFEL 1923	950 5,000	Eugene P. O'Fallon Inc. Albany Hotel Alpine 4681	MBS	Gene O'Fallon, Gen. Mgr. Frank Bishop, Managing Dir. Mark Crandall, Coml. Mgr.	Paul Godt, Prog. Dir. Leo Fremont, Prom. Mgr. Bill Conklin, Asst. Coml. Mgr. Tom G. Morrissey, Chief Engr. Blair AP, INS	
DENVER 2	KLZ 1922	560 5,000	KLZ Broadcasting Co. Shirley-Savoy Hotel Main 4271	CBS	E. K. Gaylord, Pres. Hugh B. Terry, Gen. Mgr. R. Main Morris, Coml. Mgr.	Charles C. Roberts, Prog. Dir. John Connors, Prom. Mgr. Harvey E. Wehrman, Chief Engr. Katz Capitol Standard AP, INS	
DENVER 2	KMYR 1941	1340 250	KMYR Broadcasting Co. 1626 Stout St. Main 4161	F. W. Meyer, Pres. & Gen. Mgr. A. G. Meyer, Secy.-Treas. & Station Mgr. E. H. Meyer, Station Dir.	Dolores Plested, Prog. Dir. Glenn James, Chief Engr. Rambau Capitol Lang-Worth Cole AP, UP	
DENVER 2	KOA 1924	850 50,000	National Broadcasting Co. 1625 California St. Main 6211	NBC	Niles Trammell, (NBC) Pres. Lloyd E. Yoder, Gen. Mgr. James R. MacPherson, Coml. Mgr.	Clarence C. Moore, Prog. Dir. Randy Smith, Prom. Mgr. Dale L. Nawbold, Personnel Dir. Robert H. Owen, Chief Engr. NBC Spot Thesaurus AP, UP, INS	
DENVER	*KPOF 1927	910 5,000-LS 1,000-N ST-KFKA	Pillar of Fire			
DENVER 2	KVOD 1925	630 5,000	Colorado Radio Corp. Midland Savings Bldg. Tabor 2291	ABC	Wm. D. Pyle, Pres. T. C. Ekrem, Station Mgr. Con Hecker, Sales Prom. Mgr.	V. W. Corbett, Prog. Dir. Ben H. Stanton, Publ. Mgr. W. D. Pyle } Chief Engrs. T. C. Ekrem }	Free & Peters Lang-Worth Cole Associated UP

DOING OUR JOB
...consistently!

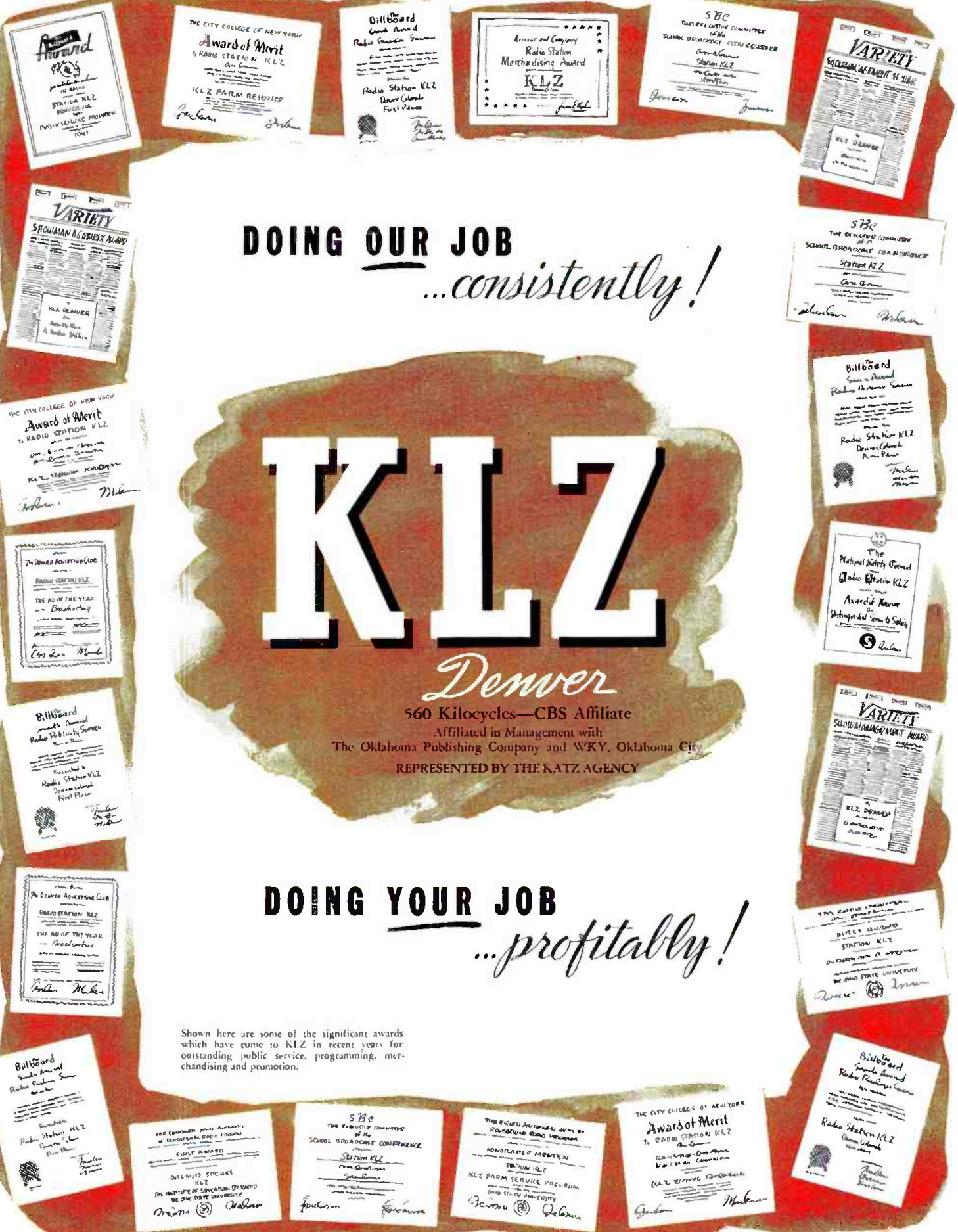
KLZ

Denver

560 Kilocycles—CBS Affiliate
Affiliated in Management with
The Oklahoma Publishing Company and WKY, Oklahoma City
REPRESENTED BY THE KATZ AGENCY

DOING YOUR JOB
...profitably!

Shown here are some of the significant awards which have come to KLZ in recent years for outstanding public service, programming, merchandising and promotion.



DIRECTORY OF STANDARD 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, 1948)

COLORADO (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
DENVER	990 1,000-D (Construction permit)	Landon Bcstg. Co. Denver	Alf M. Landon, Owner		
DURANGO	KIUP 1935	1400 250	San Juan Broadcasting Co., Inc. 2800 Main Ave. 117	John A. Griffin, Gen. & Coml. Mgr. Ande Banner, Prog. Dir. Russell A. Walz, Chief Engr.	Griffith Cole Capitol UP	
FORT COLLINS	KCOL 1947	1400 250	Northern Colorado Broadcasting Co. 1600 Laporte Ave. 2600	Douglas D. Kahle, Pres. & Gen. Mgr. Wilbur E. Rocchio, V. P. Jack L. Hitchcock, Secy.- Treas., Prog. Dir & Prom. Mgr.	Dave F. Schlothauer, Coml. Mgr. Harold G. Ausin, Chief Engr.	Griffith Standard AP
GRAND JUNCTION	KEXO (Construction permit)	1230 250	Voice of Western Colorado 2208 North Ave.	D. Spencer Grow, Pres. Abbott Tessonman, Gen.. Coml. & Prom. Mgr.	Bob Collins, Prog. Dir.	Capitol Cole Thesaurus UP
GRAND JUNCTION	KFXJ 1926	920 1,000-LS 500-N	Western Slope Broad- casting Co. Hillcrest Manor 1300	MBS KBS	Rex G. Howell } Owners Charles Howell }	Rex G. Howell, Gen. Mgr. Charles Hay, Chief Engr.	Holman Griffith Lang-Worth Standard SESAC Cole UP
GREELEY	KFKA 1921	1310 1,000 ST-KPOF	Mid-Western Radio Corp. 620 8th Ave. 450	Francis Price, Pres. & Gen. Mgr.	Robert W. Jones, Prog. Dir. Harry Brewer, Chief Engr.	Clark Lang-Worth Cole UP
LA JUNTA	KOKO 1937	1400 250	The Southwest Broad- casting Co. Box 225	KBS			
LAMAR	KLMR (Construction permit)	1340 250	The Southeast Colorado Broadcasting Co. North Santa Fe Trail 804	Ralph E. Eaton, Pres. W. R. Henry, V. P. L. K. Christeater, Secy.- Treas. & Mgr.	Robert L. McGrath, Prog. Dir.	
MONTROSE	KUBC 1947	1240 250	Uncompahgre Bcstg. Co. P. O. Box 179 199	D. E. Towne, Pres. & Gen. Mgr. M. A. Davey, Coml. Mgr.	Henry M. Long, Prog. Dir. Douglas Gary, Asst. Mgr. Craig M. Willis, Chief Engr.	Cole Thesaurus Capitol UP
PUEBLO	KADF (Construction permit)	1490 250	Alva B. Adams 102 West Orman Ave.			
PUEBLO	KCSJ 1947	500 1,000	Star Broadcasting Co. 211 W. 5th St. 8522	MBS	Frank S. Hoag Jr., Pres. Dale W. Scott, Gen. Mgr.	Harry Mason, Chief Engr.	T-H-S Lang-Worth AP
PUEBLO	KDZA (Construction permit)	1230 250	Pueblo Radio Co. 522 N. Center St., Colorado Springs, Colo.			
PUEBLO	KGHF 1928	1350 1,000-LS 500-N	Colorado Bcstg. Co., Inc. 304 N. Main St. 3877	ABC	Gifford Phillips, Pres. & Chief Owner Robert D. Ellis, Gen. Mgr. Kenneth Russell, Coml. Mgr.	Clifford Hendrix, Prog. Dir. Howard Myers, Prom. Mgr. Willis Shanks, Chief Engr.	McGillivra Thesaurus SESAC UP
PUEBLO	KROM (Construction permit)	930 5,000-LS 1,000-N	Rocky Mountain Broad- casting Co. 429 Thatcher Bldg.			
STERLING	KGEK 1927	1230 100 SH	Elmer G. Beehler 3rd and Beech Sts.	KBS	Elmer G. Beehler, Owner & Gen. Mgr.		
TRINIDAD	KCRT 1946	1240 250	H. L. Corley So. County Club Dr. Box 772	KBS	H. L. Corley, Pres., Gen. Mgr. & Chief Engr.	Marguerit Spurr, Prog. Dir.	Standard Lang-Worth UP
TRINIDAD	KSFT 1946	1280 1,500-LS 500-N	Trinidad Bcstg. Corp. 225 N. Commercial St. 414	MBS Colorado	John D. Reed, Gen. Mgr. Mae Dene Ellis, Prog. Dir.	Lloyd L. Wilson, Chief Engr.	Forjoe Thesaurus AP
WALSENBURG	KPHC (Construction permit)	1450 250	Walsenburg Broadcasting Corp. 10th St. 501 West. Pueblo, Colo.			

CONNECTICUT

BRIDGEPORT 1	WICC 1926	600 1,000-LS 500-N	Yankee Network Stratfield Hotel 6-1121	MBS Yankee	John Shepard 3rd, Ch. of Bd. William O'Neil, Pres. Joseph Lopez, Station Mgr.	Norman Whittaker, Coml. Mgr. Florence Robinson, Prog. Dir. George Keich, Chief Engr.	Petry Associated SESAC Standard AP
BRIDGEPORT 3	WLIZ 1946	1300 1,000-D	The Bridgeport Bcstg. Co. 114 State St. 5-4144	William Elliott, Pres. Emanuel Slotnick, Exec. V. P. & Coml. Mgr.	Wallace B. Dunlap, Prog. Dir. Cayford Holt, Chief Engr.	T-H-S Thesaurus AP

ASK YOUR
JOHN BLAIR
MAN

HE CAN OFFER YOU
SPOTS IN LOCALLY-
PRODUCED PROGRAMS
LIKE THESE...ON **KFEL**
IN DENVER

MORNING

"Welcome Ladies"

11:15 a.m.-12 noon MON. thru FRI.

FOR THE WOMEN — Top records, daily contests, timely prizes, varied guests, for the listeners throughout KFEL area.

the "Ray Perkins Show"

2:30 - 4:30 p.m. MON. thru SAT.

TWO FULL HOURS DAILY — of "friendly folksiness" with former network performer Ray Perkins featuring records and his own piano and song styling.

AFTERNOON

Rush Hughes

"SONG & DANCE PARADE"

6:00 - 6:30 p.m. MON. thru FRI.

EARLY EVENING — A good time for easy listening to famed disk jockey Rush Hughes, featuring interviews with top entertainment stars.

EVENING



Managed by GENE O'FALLON since 1923 • Represented by BLAIR since 1937

DIRECTORY OF STANDARD 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, 1948)

CONNECTICUT (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Librar. News Service	
BRIDGEPORT 3	WNAB 1941	1450 250	Harold Thomas 991 Broad St. 33112	ABC Conn- State	Harold Thomas, Pres. & Chief Engr. Levon Thomas, Gen. Mgr. Torrence McGough, Coml. Mgr.	Jack Dahby, Prog. Dir. Harry Osborne, Prom. Mgr.	Rambeau Standard UP
BRISTOL		1440 500-D (Construction permit)	The Bristol Bcstg. Co. Bristol		Dr. Benjamin Sachner, Pres.		
DANBURY	WLAD 1947	800 250-D	Berkshire Bcstg. Corp. 207 Main St. 8-0380		John Deme, Pres. & Gen. Mgr. J. Thomas Mathers, Coml. Mgr.	Jerry Arthur, Prog. Dir. Robert V. Harris, Chief Engr.	McGeehan & O'Mara SESAC, World UP
HARTFORD 3	WCCC 1947	1290 500-D	Greater Hartford Bcstg. Inc. Bond Hotel 5-6648		William M. Savitt } Owners Max Savitt } Harry LeBrun, Gen. Mgr.	Walter A. Nielson, Prog. Dir. Howard W. Wessenberg, Chief Engr.	Rambeau Associated UP
HARTFORD 4	WDRG 1922	1360 5,000	The Connecticut Bcstg. Co. 750 Main St. 7-1188	CBS	Franklin M. Doolittle, Pres. & Treas. Walter B. Haase, Station Mgr. William F. Malo, Coml. Mgr.	Harvey H. Olson, Prog. Mgr. Italo A. Martino, Chief Engr.	Raymer UP
HARTFORD 4	WONS 1935	1410 5,000	Yankee Network 54 Pratt St. 7-9131	MBS Yankee	John Shepard 3rd, Ch. of Bd. William O'Neil, Pres. Linus Travers, Coml. Mgr.	Ralph Klein, Prog. Dir. Rogers Holt, Chief Engr.	Petry Associated Standard UP
HARTFORD 4	WTHT 1936	1230 250	The Hartford Times, Inc. 355 Asylum St. 2-0237	ABC Conn- State	Glover DeLaney, Gen. Mgr. Leonard Schoenfeld, Coml. Mgr.	Elliott Millier, Prog. Dir. Richard Blackburn, Tech- nical Dir.	McKinney Standard Lang-Worth AP, Reuters
HARTFORD 15	WTIC 1925	1080 50,000	Travelers Bcstg. Service Corp. 26 Grove St. 2-3181	NBC New England	Jesse W. Randall, Pres. Paul W. Morency, V.P. & Gen. Mgr. Walter Johnson, Ass't Gen. Mgr. & Sales Mgr.	Leonard J. Patricelli, Prog. Mgr. Bernard Mullins, Dir. of Publ. Rel. Herman Taylor, Plant Mgr.	Weed Lang-Worth Thesaurus AP, INS, TP
MERIDEN	WMMW 1947	1470 1,000-D	Silver City Crystal Co. Inc. Palace Bldg. 2600		Carl A. Schultz, Pres. Gustav A. Kruttschnitt, Gen. Mgr. Carl W. Schultz, Coml. Mgr.	Bernard Morley, Prog. Dir. G. Langfelder, Chief Engr. James A. Iodice, Technical Dir.	Thesaurus AP
NEW BRITAIN	WKNB 1945	840 1,000-D	New Britain Bcstg. Co. 213 Main St. 702		Julian Gross, Pres. & Gen. Mgr. L. H. Martineau, Coml. Mgr.	David Scott, Prog. Dir. William R. Atkinson, Chief Engr.	Young Capitol, World AP
NEW HAVEN 10	WAVZ 1946	1260 1,000-D	New Haven Broadcasting Corp. Liberty Bldg. 7-0171		Edward S. Minor, Pres. Lester C. Flood, Treas. & Gen. Mgr. Murray L. Grossman, Secy., Coml. & Prom. Mgr.	W. Richard Carlson, Prog. Dir. Arthur M. Allen, Chief Engr.	Cooke World UP
NEW HAVEN 10	WELI 1935	960 1,000	Conn. Radio Foundation Inc. 221 Orange St. 8-1133	ABC Conn- State	H. C. Wilder, Pres. Richard W. Davis, Gen. Mgr. Edwin H. Schweitzer, Coml. Mgr.	Charles H. Wright, Prog. Dir. Rudy Frank, Prom. Mgr. Fred King, Chief Engr.	Headley-Reed Lang-Worth UP
NEW HAVEN 10	WNHC 1944	1340 250	Elm City Bcstg. Co. 1110 Chapel St. 8-0196		Patrick J. Goode, Pres. James T. Milne, Gen. Mgr. Vincent J. Callanan, Coml. Mgr.	David K. Harris, Prog. Dir. Aldo Di Dominicis, Prom. Mgr. Vincent De Laurentis, Chief Engr.	Rambeau Standard AP
NEW LONDON	WNLC 1936	1490 250	The Thames Bcstg. Corp. 281 State St. 2-4365	MBS Yankee Conn- State	Roderick L. Morey, Chief Owner Gerald J. Morey, Pres. & Gen. Mgr. Edward F. Darrell, Nat'l Coml. Mgr. Leo B. Keegan, Local Coml. Mgr.	Leslie Morson, Prog. Dir. Jane C. Cobb, Prom. Mgr. Walter J. Tucker Jr., Chief Engr.	Bannan AP
NORWALK	WNLK (Construction permit)	1350 500-D	Norwalk Broadcasting Co. 15 Willow St. 6-0569		Samuel R. Sallick and Benjamin Ginzburg, Part- ners		UP
NORWICH	WNOC 1946	1400 250	Norwich Bcstg. Co. 91 Main St. 3325	KBS	H. Ross Perkins, Pres., Gen. & Coml. Mgr. Paul Entrass, Prog. Dir.	James Duncan, Prom. Mgr. John Benson, Chief Engr.	Rambeau Capitol, SESAC AP
STAMFORD	WSTC 1941	1400 250	Western Conn. Bcstg. Co. 270 Atlantic St. 4-7575	ABC Conn- State	Kingsley Gillespie, Pres. Julian Schwartz, Gen. Mgr. Wharton Ford, Coml. Mgr.	Fred Dalger, Prog. Dir. Edward L. Markman, Chief Engr.	Bannan World UP
TORRINGTON	WLCR (Construction permit)	990 1,000-D	Litchfield County Radio Corp. 23 Main St. 4173		J. Richard Dobbins, Pres. Frederick E. Bleber, Gen. Mgr.		World UP
TORRINGTON	WTOR	1490 250	Torrington Bcstg. Co. Torrington 4181	Conn- State	Joseph R. Schifflin, Pres. James Parker, Gen. Mgr. Joseph X. O'Hara, Coml. Mgr.	Richard C. Kilbourn, Prog. Dir. Gerardo T. Schifflin, Prom. Mgr. Theodore W. Hitchcock, Chief Engr.	Capitol INS
WATERBURY 3	WATR 1934	1320 1,000	Harold Thomas 71 Grand St. 3-5161	ABC Conn- State	Harold Thomas, Owner & Gen. Mgr. S. R. Eiman, Station Mgr. & Coml. Mgr.	Edmund Waller, Prog. Dir. Wallace Gordon, Prom. Mgr. Harold Thomas, Chief Engr.	Rambeau Bannan UP
WATERBURY 89	WBRY 1934	1590 5,000	American-Republican, Inc. 136 Grand St. 3-1125	CBS	W. J. Pape, Pres. Eric Pape, Gen. Mgr. Harry DeVorken, Coml. Mgr.	W. O. Howard, Prog. Mgr. J. Maxim Ryder, Prom. Mgr. Frank Hales, Chief Engr.	Gilman, Nicoll & Ruthman World AP
WATERBURY	WWCO 1946	1240 250	Mattatuck Broadcasting Co. 119 W. Main St. 4-5141	MBS Yankee	Milton H. Meyers, Pres., Gen. Mgr. & Prog. Dir. Mort Silverman, Coml. Mgr.	Gene Vallon, Prom. Mgr. Ted Kallin, Chief Engr.	ForJoe Thesaurus AP



Paul W. Morency, Vice-Pres.—Gen. Mgr.

Walter Johnson, Assistant Gen. Mgr.—Sls. Mgr.

WTIC's 50,000 watts represented nationally by Weed & Co.

DIRECTORY OF STANDARD 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, 1948)

DELAWARE

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Librar News Service
DOVER	WDOV	1410 1,000-D (Construction permit)	William C. Evans Dover		William C. Evans, Owner	
WILMINGTON	WARS	1380 1,000 ST-WAWZ (Construction permit)	Wilmington Tri-State Bcstg. Co. Wilmington 4-8881	Frank S. Carrow, Pres. George L. Sutherland, V.P., Gen. & Coml. Mgr.	Jack Gibbons, Prog. & Prom. Mgr. Lang-Worth, Standard AP
WILMINGTON 28	WDEL	1150 5,000	WDEL Inc. 10th & King Sts. 7268	NBC	Clair R. McCollough, Station Exec. J. Gorman Walsh, Gen. Mgr. J. Robert Gulick, Natl. Sales Mgr.	Harvey C. Smith, Prog. Dir. James Adshead, Prom. Dir. J. E. Mathiot, Chief Engr. Radio Adver- tising Thesaurus World UP
WILMINGTON	WILM	1450 250	Delaware Bcstg. Co. 920 King St. 4-7771	ABC, MBS	Alfred G. Hill, Pres. Francis H. Brinkley, V.P., Gen. & Coml. Mgr.	Frank Gallagher, Prog. Dir. & Prom. Mgr. Ed Kennedy, Chief Engr. Young Lang-Worth AP
WILMINGTON	WTUX	1290 500-D	Port Frere Broadcasting Co. 1326 Market St. 5-8821	Gordon K. Macintosh } Owners Howard Robinson }	Howard Robinson, Gen. Mgr. Sidney L. Schulman, Coml. & Prom. Mgr. Robert L. Wilcox, Prog. Dir. Wayne Neuhaus, Chief Engr. ForJoe World AP

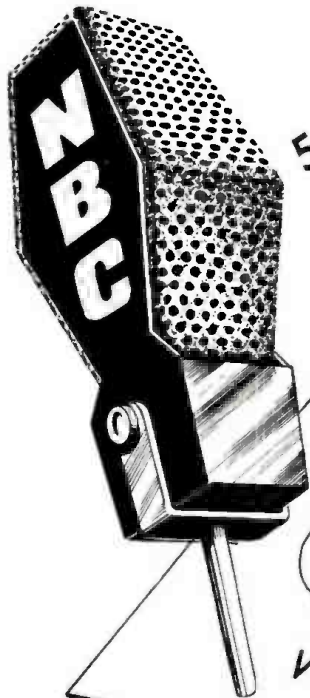
DISTRICT OF COLUMBIA

WASHINGTON 1	WINX	1340 250	WINX Broadcasting Co. 8th & Eye Sts. N.W. Republic 8000	Philip L. Graham, Pres. John S. Hayes, Gen. Mgr.	George Creamer, Prog. Dir. Ralph E. Cannon Jr., Chief Engr.	Headley-Reed World Associated Standard Lang-Worth AP, UP
WASHINGTON 5	WMAL	630 5,000	Evening Star Bcstg. Co. 724 14th St., N.W. National 5400	ABC	S. H. Kauffmann, Pres. K. H. Berkeley, Gen. Mgr. Ben B. Baylor Jr., Coml. Mgr.	Gordon Hubbel, Prog. Dir. Daniel Hunter, Chief Engr.	ABC Spot Associated Standard Lang-Worth AP, UP
WASHINGTON 6	WOL	1260 5,000	Cowles Broadcasting Co. 1627 K St., N.W. Metropolitan 0010	MBS	Gardner Cowles, Pres. Cmdr. T. A. M. Craven, V.P. & Gen. Mgr. William D. Murdock, Coml. Mgr.	Roy Passman, Prog. Mgr. John F. Hardesty, Prom. Dir. Harold Reed, Chief Engr.	Katz Lang-Worth Associated AP, UP
WASHINGTON 8	WQQW	570 1,000-D	Metropolitan Bcstg. Corp. 2627 Connecticut Ave., N.W. Columbia 6331	Morris Rodman, Pres. M. Robert Rogers, Gen. Mgr. Perry Walders, Coml. Mgr.	Pierson Underwood, Prog. Dir. Robert Martin, Chief Engr.	Rambeau Standard. World AP
WASHINGTON 5	WRC	980 5,000	National Broadcasting Co. Trans-Lux Bldg. Republic 4000	NBC	Niles Trammell, (NBC) Pres. Frank M. Russell, (NBC) V.P. in Charge William McAndrew, Asst. to V.P. Carleton D. Smith, Gen. Mgr.	Mahlon A. Glascock, Coml. Mgr. George Y. Wheeler, Prog. Dir. Lorin Myers, Prom. Mgr.	NBC Spot Thesaurus Standard Associated AP, UP, INS
WASHINGTON 4	WTOP	1500 50,000	Columbia Broadcasting System Warner Bldg. Metropolitan 3200	CBS	Frank N. Stanton (CBS) Pres. E. H. Gammons (CBS) V.P. in Charge	Maurice B. Mitchell, Coml. Mgr. Richard L. Linkroum, Prog. Dir. Julian G. Murphy, Prom. Mgr. Clyde M. Hunt, Chief Engr.	Radio Sales Lang-Worth AP, UP
WASHINGTON 6	WWDC	1450 250	Capital Broadcasting Co. 1000 Connecticut Ave., N.W. National 7203	Joseph Katz, Pres. Ben Strouse, Gen. Mgr. Helen K. Mobberley, Coml. Mgr.	Norman Reed, Prog. Dir. Rick LaPalce, Prom. Mgr. Ross Beville, Chief Engr.	ForJoe Thesaurus Capitol Standard AP, UP

WPIK Alexandria, Va.; WARL and WEAM Arlington, Va.; WBCC Bethesda-Chevy Chase, Md.; WGAY and WOOK Silver Spring, Md., listed in their respective states.

FLORIDA

BELLE GLADE	WSWN	900 1,000-D	Seminole Broadcasting Co. P. O. Box 355 155	Tom Watson, Jr., Pres. & Gen. Mgr. Mary Foy, Coml. Mgr.	George Peters, Prog. Dir. C. S. Clemans, Chief Engr.	World UP
BRADENTON	WDHL	1490 250	Manatee Bcstg. Co. Inc. Bradenton Pier 37-561	KBS	Lou Jacobson, Pres. & Gen. Mgr. Jim Shilliday, Coml. Mgr.	Eileen Jackson, Prog. Dir. Dean Fleischman, Prom. Mgr. Arthur Betts, Chief Engr.	Cole, Standar AP
CLEARWATER	WCLE	680 1,000-D	Clearwater Broadcasting Co. Inc. Whitcomb Bldg. 2573	Houston Cox Jr., Pres. Gen. Mgr. & Coml. Mgr.	Bill Steis, Prog. Dir. Drew Shankle, Prom. Mgr. Harold Legg, Chief Engr.	Holman Standard AP
CORAL GABLES	WBAY	1490 250	Atlantic Shores Bcstg. Ltd. 322 Aragon 48-65-71	James Brown } Ronald Johnson } Partnership Bert Graulich } Elbert Griffs }	James Brown, Gen. Mgr. Robert Standart, Coml. Mgr. Bert Graulich, Prog. Dir. & Prom. Mgr. Walt Kinney, Chief Engr.	McGillvra Cole Standard Associated UP
CORAL GABLES	WVCG	1070 1,000-D	Peninsular Broadcasting Corp. 223 Aragon Ave.	George W. Thorpe, Pres. & Gen. Mgr.	Edward S. Gaylor, Prog. Dir. Edward M. Vickers, Chief Engr.	ForJoe Associated AP
CRESTVIEW	WCNU	1010 1,000-D (Construction permit)	Gulf Shores Bcstg. Co. Crestview	Cyrl Reddock L. Burson Whittington— Co-partners		
DAYTONA BEACH	WMFJ	1450 250	W. Wright Esch 444 N. Beach St. 91	ABC	W. Wright Esch, Pres. Billee B. Esch, Gen. Mgr. Ray Clancy, Station Mgr.	John Pitts, Coml. Mgr. Floyd Dillingham, Prom. Mgr. W. K. Ellenwood, Chief Engr.	McGillvra Thesaurus Lang-Worth INS



5000 WATTS DAY AND NIGHT

wdel

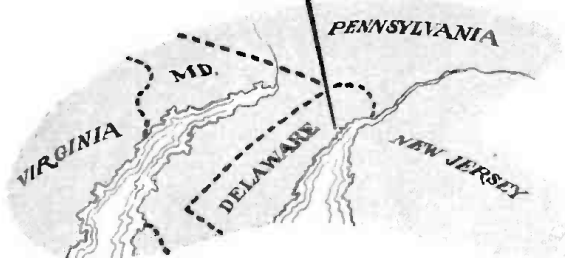
WILMINGTON, DELAWARE

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.

Represented by

RADIO ADVERTISING COMPANY
NEW YORK CHICAGO
SAN FRANCISCO LOS ANGELES



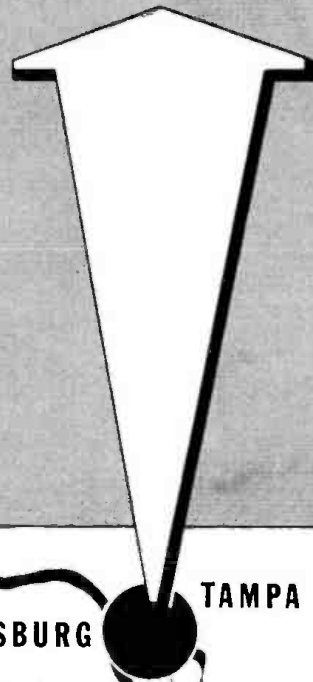
DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

*—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, 1948)

FLORIDA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Library News Service	
DAYTONA BEACH ..	WNDB (Construction permit)	1150 1000-D	News-Journal Corp. 128 Orange Ave. 2000	Julius Davidson, Pres. Jerry Stone, Gen. Mgr.	Carl Bensen, Prog. Dir. Lillian Davidson, Prom. Mgr. Fred F. Moore, Chief Engr.	Standard World AP
DAYTONA BEACH ..	WROD 1947	1340 250	Daytona Beach Broad- casting Corp.	MBS	E. J. Sperry, Pres. & Gen. Mgr. R. Y. Huffman, Coml. Mgr.	Earle Young, Prog. Dir. F. A. Scott, Chief Engr.	Associated UP
EUSTIS	WEUS (Construction permit)	790 1,000	Lake County Broadcast- ers 32 Magnolia Ave. 85	Frank W. Stebbins, Pres. J. L. Brownell Sr., Gen. & Coml. Mgr.	J. L. Brownell Jr., Prog. Dir. Martin C. Kirkland, Chief Engr.	Standard AP
FT. LAUDERDALE ..	(Construction permit)	1580 250-D	Southland Broadcasting Corp. Box 777, Ft. Pierce, Fla.			
FT. LAUDERDALE ..	WFTL 1946	1400 250	Ft. Lauderdale Broad- casting Co. 305 S. Adams St.				
FORT MYERS	WINK 1940	1240 250	Fort Myers Broadcasting Co. 54 E. First St. 818	CBS KBS	Arthur McBride Owners Daniel Sherby George T. Case, Gen. Mgr., Coml. Mgr. & Prog. Dir.	Marilyn Case, Prom. Mgr. A. J. Bauer, Chief Engr.	Associated AP
FORT PIERCE	WIRA 1946	1400 250	Indian River Bcstg. Co. Box 507 870	MBS	Douglas Silver, Pres., Gen. & Coml. Mgr. John Sadler, Prog. Dir. & Prom. Mgr. James Sowinski, Chief Engr.		Pearson Standard World UP
GAINESVILLE	WGGG 1946	1230 250	Alachua County Bcstg. Co. 1230 Waldo Rd. 1230	R. M. Chamberlin, Pres. & Gen. Mgr. Gordon K. Hemby, Coml. Mgr.	Guy Hamilton, Prog. Dir. Clinton E. Wills, Chief Engr.	Associated Capitol AP
GAINESVILLE 2	WRUF 1923	850 5,000	University of Florida Gainesville 1000	MBS	State of Florida, Owner Garland Powell, Dir. Paul Acosta, Gen. & Prom. Mgr.	John S. Sever, Prod. Mgr. Duane McConnell, Chief Operator	Burn-Smith Lang-Worth SESAC AP
HOLLYWOOD	WINZ 1946	940 1,000-D CP-1,000-U	Hollywood Bcstg. Co. Inc. Cadillac Hotel Miami Beach, Fla. Miami-5-3191	Jonas Weiland, Pres. Wells F. Bruen, Gen. & Coml. Mgr.	Joseph Kerns, Prog. Dir. Sy Schankman, Chief Engr.	Lang-Worth AP
JACKSONVILLE	WIVY (Construction permit)	1050 250-D	Denton and Jones Broadcasters 602 Grand Bldg., Macon, Ga.	Frank L. Denton and L. Frank Jones—partners		
JACKSONVILLE ...	WJAX 1926	930 5,000	City of Jacksonville #1 Broadcast Place 4-1681	NBC	John T. Hopkins 3rd, Mgr. & Chief Engr.		Associated Thesaurus
JACKSONVILLE 1 ..	WJHP 1940	1320 5,000	Metropolis Co. 506 Laura St. 4-7711	MBS	John H. Perry, Pres. Speed Veal, Gen. & Coml. Mgr.	Howard Nelson, Prog. Dir. Beecher Hayford, Chief Engr.	Perry Lang-Worth Associated SESAC AP, UP
JACKSONVILLE 7 ..	WMBR 1927	1400 CP-1460 250 CP-5,000	Florida Bcstg. Co. 605 S. Main St. 9-4477	CBS	Frank King, Pres. & Gen. Mgr. Glenn Marshall Jr., Coml. Mgr.	Charles Stone, Prog. Dir. Ted Chapeau, Prom. Mgr. E. B. Vordermark, Chief Engr.	Avery-Knod- World UP
JACKSONVILLE	WPDQ 1942	600 5,000	Jacksonville Bcstk. Corp. Gulf Life Bldg. 4-4421	ABC	James R. Stockton, Pres. Robert R. Feagin, Gen. Mgr. Frank Taylor, Jr., Coml. Mgr.	H. Burnham Adams, Prog. Dir. Lillian Nunn, Prom. Mgr. James R. Donovan, Chief Engr.	Katz Standard AP
JACKSONVILLE	(Construction permit)	1360 1,000-D	Southern Radio and Equipment Co. Barnett National Bank Bldg.	J. R. Sharp, Pres. K. H. Anderson, V. P.		
JACKSONVILLE BEACH	WJVB 1947	1010 250-D	Jacksonville Beach Broadcasting Co. 200 Block 1st Ave. North	KBS			
KEY WEST	WKWF 1945	1600 500	John M. Spottswood Spottswood Bldg. 510	KBS	John M. Spottswood, Pres. & Gen. Mgr. Homer Harris, Chief Engr.		Walker Thesaurus UP
LAKE CITY	WDSR 1946	1340 250	Deep South Radioways 126 N. Marion St. 525	Alfred H. Temple, Principal Partner, Mgr. & Coml. Mgr.	Owen W. Parnacott, Traffic Supvsr. H. B. Greene, Chief Engr.	World Cole AP
LAKELAND	WLAK 1936	1430 1,000	Lakeland Broadcasting Corp. 1412 E. Lime St. 2127	NBC	S. O. Ward, Pres. & Mgr. Bill Reeves, Asst. Mgr., Prog. Dir. & Prom. Mgr.	Powell Adams, Coml. Mgr. William F. Lee, Chief Engr.	Pearson Thesaurus UP
LAKE WORTH	WBLW (Construction permit)	1490 100	Lake Worth Broadcasting Corp. North Dixie Highway	NBC	Clarence L. Menser, Owner		
LEESBURG	WLBW 1947	1240 250	Lake Broadcasting Co. 1240 Floradell Ave. 552	KBS	P. C. Gorman, Pres. W. E. Harkness, Gen. Mgr. Donn R. Colee, Coml. Mgr.	Marjorie Scarborough, Prog. Dir. Carl B. DeLay, Chief Engr.	Thesaurus Capitol Cole UP

EVERYTHING IS ON THE **UP and UP**
**IN THE TAMPA-
 ST. PETERSBURG
 MARKET**



ST. PETERSBURG **TAMPA**

On Florida's West Coast — in the heart of Florida's richest, most heavily populated trade area — payrolls, and many other important economic indices, continue to climb.

Increased industrial and agricultural production, expanding distribution and wholesale activity, and an amazing population growth have stepped-up buying power to a new peacetime high — buying power that is steady and stable *right around the calendar.*

And right around the clock, WFLA delivers the top audiences in this active, growing market. Night and day — morning, afternoon and evening — WFLA leads in listeners. *Its Hooper continues on the UP and UP, too.*

For coverage that counts, on Florida's West Coast, it's **WFLA all the way!**



WFLA

National Representative,
JOHN BLAIR & CO.

THE TAMPA TRIBUNE STATION
 TAMPA - ST. PETERSBURG →

Southeastern Representative, **HARRY E. CUMMINGS**
 Jacksonville, Fla.



**N
 B
 C**
 AFFILIATE

DIRECTORY OF STANDARD 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, 1948)

FLORIDA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
LIVE OAK	1220 250-D (Construction permit)	Suwanee Bcstg. Co. Live Oak	G. Warren Sanchez, Pres.		
MARIANNA	WTYS (Construction permit)	1340 250 (Construction permit)	John H. Phipps Marianna	John H. Phipps, Owner Fred U. Wamble, Gen. Mgr., Coml. Mgr. & Chief Engr.	Lucille W. Wamble, Prog. Dir. & Prom. Mgr. Perry Standard AP	
MELBOURNE	WMMB (Construction permit)	1050 250-D (Construction permit)	Melbourne Bcstg. Corp. Melbourne	William Shakespear Jr., Pres. Thomas R. Barr, V.P.		
MIAMI	WFEC (Construction permit)	1220 250-D (Construction permit)	Florida East Coast Broadcasting Co. 627 NW 20th Ave.			
MIAMI 36	WGBS 1939	710 10,000- CP-50,000-LS 10,000-N	The Fort Industry Co. 1605 Biscayne Blvd. 9-2401	CBS	George B. Storer, Pres. Stanton P. Kettler, V.P. in charge of operations M. N. Babcock, Coml. Mgr.	Paul Kingsley, Prog. Dir. Frank Jaffe, Prom. Mgr. A. W. Shropshire, Chief Engr. Katz Lang-Wortl Thesaurus AP	
MIAMI 30	WIOD 1926	610 5,000	Isle of Dreams Bcstg. Co. 600 Biscayne Blvd. 3-6444	NBC	Daniel J. Mahoney, Pres. James M. LeGate, Gen. Mgr. Robert L. Fidiar, Coml. Mgr.	Warren Sinot, Prog. Dir. Martha Henriquez, Prom. Mgr. Milton C. Scott, Chief Engr. Wilton Chiles, Ass't. Chief Engr. Hollingbery Cummings Associated Standard AP, UP, IN ⁺	
MIAMI	WMIE (Construction permit)	1140 10,000-LS 5,000-N (Construction permit)	Lincoln Operating Co. 306 N. Miami Ave.			
MIAMI 31	WQAM 1920	560 5,000-LS 1,000-N	Miami Broadcasting Co. 327 NE First Ave. 2-6121	ABC	F. W. Borton, Pres. & Gen. Mgr. F. W. Mizer, Coml. Mgr.	Marge Christopher, Prog. Dir. & Prom. Mgr. Hazel McGuire, Asst. to the Pres. Gene Rider, Chief Engr. Blair World Associated SESAC AP	
MIAMI	WWPB 1947	1450 250	Paul Brake			
MIAMI BEACH 39	WKAT	1360 5,000-LS 1,000-N	WKAT Inc. 1759 N. Bay Road 5-5711	MBS	A. Frank Katzentine, Pres. John I. Prosser, V. P., Gen. & Coml. Mgr. Gordon N. Waltz, Prog. Dir.	Robert Beutel Chief Ann. Arthur Smith } Chief Engrs. Tom Magee }	Weed Cole Standard UP
MIAMI BEACH	WMBM 1947	800 1,000-D	Biscayne Broadcasting Co. McArthur Causeway Terminal	Thomas O. McCullough, Pres. Gen. & Coml. Mgr.	Calvert A. Carter, Prog. Dir. John D. Miller, Chief Engr. McGeehan & O'Mara Standard Capitol UP	
OCALA	WTMC 1939	1290 1,000	Ocala Broadcasting Co. P. O. Box 831 128	MBS KBS	John H. Perry, Pres. T. S. Gilchrist Jr., Gen. & Coml. Mgr.	John F. Nicholson, Prog. Dir. & Prom. Mgr. Robert M. Henley, Chief Engr. Perry Lang-Worth UP	
ORLANDO	WDBO 1924	580 5,000	Orlando Broadcasting Co. Inc. 30 S. Ivanhoe Blvd. E. 6181	CBS	Col. George C. Johnston, Pres. & Gen. Mgr. Harold F. Danforth, V.P. & Exec. Officer William G. McBride, Nat'l Sales Mgr. & Prog. Dir.	John M. Pedrick, Local Sales Dir. James E. Yarbrough, Chief Engr. Blair Cummings World Thesaurus Associated AP, UP	
ORLANDO	WLOF 1940	1230; CP-950 250; CP-5,000	Hazlewood Inc. Angebilt Hotel Bldg. 8183	MBS	Victor Buisset, Gen. Mgr.	Raymer Lang-Worth INS	
ORLANDO	WHDG 1947	990 10,000-LS 5,000-N	Orlando Daily News- papers Ft. Catellin Hotel 2-0773	ABC	Martin Andersen, Pres. Walter P. Speight Jr., Gen. Mgr. George Newhart, Coml. & Prom Mgr.	Larry Scarborough, Prog. Dir. Stanley Beck, Chief Engr. Hollingbery Capitol AP	
ORLANDO	WORZ 1947	740 1,000	Central Florida Bcstg. Co. WORZ Bldg. 2-2451	NBC	James Dandelake, Pres. Eugene D. Hill, Station & Coml. Mgr.	William Pennell, Prog. & Prom. Mgr. W. Dodd Daniel, Chief Engr. Weed Standard Lang-Worth AP	
PALATKA	WWPF 1947	800 250-D	Palatka Broadcasting Co. 105 1/2 N. Second St. 354	J. E. Massey, L. C. McCall, Owners L. C. McCall, Gen. & Coml. Mgr. Bruce Wilson, Prog. Dir.	Dan Ross, Prom. Mgr. L. C. McCall, Chief Engr. Lang-worth, SESAC UP	
PALM BEACH	WWPG 1941	1340 250	Palm Beach Bcstg. Corp. Scuth Ocean Blvd. 2-1515	ABC	Charles E. Davis, Pres. & Gen. Mgr. Donald S. Greenleaf, Sta- tion & Coml. Mgr.	Mary E. Neely, Prog. Dir. Clyde L. Walkden, Chief Engr. Perry Thesaurus World Lang-Worth AP	
PANAMA CITY	WDLF 1940	590 1,000	Panama City Broadcast- ing Co. West Palm Beach Drive 777	MBS KBS	John H. Perry, Pres. Byron Hayford, Gen & Coml. Mgr.	John Thomas, Prog. Dir. Elmer Scott, Chief Engr. Beecher Hayford (Chief Engr., Perry Stations)	Perry World UP
PENSACOLA	WBSR 1946	1450 250	Escambia Broadcasting Co. P. O. Box 1351 6173	ABC	Ruth Braden, Pres. & Gen. Pres. & Gen. Mgr. Robert Forsyth, Coml. Mgr. John H. Cummins, Prog. Dir.	Ormand Forsyth, Prom. Mgr. G. E. Bert Mead, Chief Engr. Radio Adver- tising Lang-Worth AP	
PENSACOLA	WCOA 1926	1370 5,000	Pensacola Broadcasting Co. San Carlos Hotel 4111	NBC	John H. Perry, Pres. J. Holiday Veal, Gen. Mgr. William G. Champin, Coml. Mgr. & Prom. Mgr.	Tom Carswell, Prog. Dir. Harold Heath, Chief Engr. Perry Capitol Associated AP, UP	



— SOLD OUT!

A NEW RADIO STATION SELLS ALL AVAILABLE TIME BEFORE GOING ON AIR!

FOR the first time in the history of local radio, and perhaps for the first time in the history of all new radio stations in America, a brand new regional station goes on the air completely sold out in advertising for the coming 12 months period.

There are three other radio stations in Orlando.

We are proud of the esteem in which local business enterprises hold the new radio venture, WHOO. This assures ample revenue. Now we must create and keep a healthy listening audience.

We will do this simply by the expenditure of a larger percentage of this advertising revenue than is customary in average radio station operation. This is our promise, our pledge not only to advertisers, but to the listening public.

On Dec. 5, we opened our station with a formal dress reception at the City Coliseum, featuring Bob Chester's New York name band and half a dozen other acts. In the glare of Hollywood searchlights, 5,000 guests, treading across red carpet, entered the building where microphoned-society reporters described their dress.

HERE, for instance, are a number of firsts in Orlando radio history as conceived and practiced by WHOO:

1—The first band to be maintained by a local radio station, WHOO's Society Band. Also the first Western Band, the WHOOT OWLS.

WHOO Radio Station Representatives

GEORGE P. HOLLINGBERY CO.

307 North Michigan Avenue

Phone State 2898

Chicago 1, Ill.

CHICAGO DETROIT SAN FRANCISCO

LOS ANGELES ATLANTA NEW YORK

2—The first girl radio singer on a regular basis.

3—The largest sports staff ever attempted by a local radio station.

4—The first radio city news room, employing three reporters to gather, write and report LOCAL and Central Florida news.

5—First purchasers in the entire U.S.A. of a new type wire recorder with which we tour the countryside for 60 miles and daily broadcast a Grove and Ranch program.

6—The first Public Forum, using the talent at Rollins College for weekly discussions of public questions.

7—The first to read the funnies to the kiddies every Sunday; giving band and speaking concerts throughout Central Florida to civic club luncheons daily; sponsoring a big amateur show with the support of one of our bands and introducing for the first time Sunday Afternoon Concerts arranged by our own Musical Director, Joe McLees, and employing on a sustaining basis, the best talent in 40 Central Florida counties; one of our bands will appear at the High School Tiger Den every Saturday for a PTA sponsored dance.

8—The first time to put society of Orlando and Central Florida on the air daily, using experienced voices and well-known socialites to do this broadcasting and reporting.



10,000 WATTS

• ABC

Owned and operated by SENTINEL-STAR newspapers
ORLANDO, FLORIDA

DIRECTORY OF STANDARD 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, 1948)

FLORIDA—(Continued)

City	Call Letters Date Escab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
PENSACOLA	WEAR 1947	1490 250	Gulfport Broadcasting Co. 5 East Gregory St.	MBS			
QUINCY	WCNH (Construction permit)	1230 250	Quincy Broadcasting Corp. Quincy	Richard J. Gardner, Pres.	AP	
ST. AUGUSTINE	WFOY 1936	1240 250	Fountain of Youth Bcstg. Co. Magnolia Ave. 1622	CBS	John E. Bell, Pres. & Owner John E. Bernhard Jr. Exec. V.P., Gen & Coml. Mgr.	Mrs. Frankye C. Walker, Secy.-Treas., Prog. Dir. & Prom. Mgr. Russell, Chambers, V.P. & Chief Engr.	Avery-Knodel Thesaurus UP
ST. PETERSBURG 1.	WSUN 1927	620 5,000	City of St. Petersburg P. O. Box 240 7-4747	ABC	City of St. Petersburg Norman E. Brown, Gen. Mgr. Vera New, Coml. Mgr.	Louis J. Link, Prog. Dir. & Chief Engr.	Weed Associated. SESAC UP
ST. PETERSBURG 1.	WTSP 1939	1380 1,000-LS 500-N CP-5,000-U	Pinellas Broadcasting Co. P. O. Box 691 7-8108	MBS	Nelson P. Poynter, Pres. Herbert T. Anderson, Gen. Mgr. Le Wildman, Sales Mgr.	Jack Faulkner, Prog. Dir. & Prom. Mgr. William D. Mangold, Chief Engr.	Pearson World UP
SANFORD	WTRR 1947	1400 250	Southeastern Bcstg. System P. O. Box 1541 999	KBS	James S. Rivers, Pres. & Gen. Mgr. Joseph W. Parris, Coml. Mgr.	Bruce Smith, Prog. Dir. Emerson W. Browne, Chief Engr.	Lang-Worth UP
SARASOTA	WSPB 1939	1450 250	WSFB Inc. P. O. Box 1110 2565	CBS	Robert C. Jones Jr., Pres. John B. Browning, Gen. Mgr. Robert H. Neff, Coml. Mgr.	David C. Hale, Prog. Dir. James E. Grant, Chief Engr.	Pearson Thesaurus UP
SULPHUR SPRINGS.	WHBO (Construction permit)	1050 250-D	Sulphur Springs Broad- casters 8410 Florida Ave., Tampa		Harold A. Dunlap } James D. Sinyard } Partners		
TALLAHASSEE	WRHP 1946	1450 250	Tallahassee Appliance Corp. Hotel Floridan 2691	ABC KBS	Frank W. Pepper, Pres. & Gen. Mgr. E. R. LaBarbera, Coml. Mgr.	R. S. Meigs, Prog. Dir. F. W. Hazelton, Prom. Mgr. C. L. Clifton, Chief Engr.	Clark World UP
TALLAHASSEE	WTAL 1943	1270 5,000	John H. Phipps Cherokee Hotel 2160	MBS	John H. Phipps, Pres. & Gen. Mgr. Herschel Graves, Coml. Mgr.	Read W. Wynn, Prog. Dir. Harriet Carson, Prom. Mgr. William A. Snowden, Chief Engr.	Perry Associated Standard AP
TAMPA 1	WALT 1946	1110 1,000-D	Tampa Bcstg. Co. 401 W. Tyler St. H-7921	W. Walter Tison, Pres., Gen. & Coml. Mgr. Lynn Gearheart, Prog. Dir.	Coburn Gunn, Prom. Mgr. J. B. Tison, Chief Engr.	Perry Lang-Worth Capitol SESAC Cole AP
TAMPA 2	WDAE 1922	1250 5,000	Tampa Times Co. P. O. Box 2409 M-1818	CBS	David E. Smiley, Pres. L. S. Mitchell, Gen., Coml. & Prom. Mgr.	Kenneth W. Skelton, Prog. Dir. William Pharr Moore, Chief Engr.	Katz Associated Cole AP
TAMPA 6	WFLA 1926	970 5,000	The Tribune Co. Hyde Park & Lafayette H-1828	NBC	Charles G. Baskerville, Gen. Mgr. Bert Arnold, Coml. Mgr.	Paul M. Jones, Prog. Dir. Tom Matthews, Prom. Mgr. J. H. Mitchell, Chief Engr.	Blair Cummings Lang-Worth Thesaurus UP
WEST PALM BEACH.	WIRK 1947	1290 1,000-D CP-1,000-U	Ken-Sell Inc. Citizens Bldg. 2-1744	MBS	Joseph S. Field Jr., Pres. & Chief Engr. Joseph B. Matthews, Gen. & Coml. Mgr.	Charles T. Snowden, Prog. Dir. Rome Hartman, Prom. Mgr.	McGillvra Associated Lang-Worth AP
WEST PALM BEACH.	WJNO 1936	1230 250	WJNO Inc. 1500 N. Flagler Drive 2-3638	CBS	Marshall Heminway, Pres. Stephen P. Willis, Gen. & Coml. Mgr.	Matt Gettings, Prog. Dir. Otis C. Wright, Chief Engr.	Radio Adver- tising Standard Capitol UP
WINTER HAVEN	WSIR 1947	1490 250	Citrus Belt Broadcasters Inc. 132 Third St. S.W. 3-1313	MBS	Frederick L. Allman, Pres. Lawrence A. Rollins, Gen. Mgr. John W. Brandstetter, Coml. & Prom. Mgr.	Richard Eyrich, Prog. Dir. L. Orden Craig, Chief Engr.	Harrington World Cole AP

GEORGIA

ALBANY	WALB 1941	1590 1,000	Herald Publishing Co. Leesburg Road 1590	MBS	James H. Grey, Pres. Abner M. Israel, Gen. & Coml. Mgr.	David K. Fulton, Prog. Dir. & Prom. Mgr. C. D. Chandler, Chief Engr.	Burn-Smith Cook World AP
ALBANY	WGPC 1933	1450 250	Albany Bcstg. Co. New Albany Hotel 1371	CBS	J. W. Woodruff, Pres. J. W. Woodruff Jr., Exec. Mgr. Leonard M. George, Coml. & Station Mgr.	Gwendolyn Walker, Prog. Dir. Leonard M. George, Prom. Mgr. Wayne C. McClung, Chief Engr.	Hollingbery Thesaurus UP
AMERICUS	WDEC 1947	1230 250	The Americus Bcstg. Co. 109½ Windsor Ave. 3681	MBS	James R. Blair, Pres. Phil Jones, Vice Pres.	W. E. Johnson, Gen., Coml., Prom., Mgr. & Prog. Dir. Charles Adams, Chief Engr.	Cox & Tanz Thesaurus AP



COLUMBUS GEORGIA

5000 Watts
DAY and NIGHT

WRBL is the key to low-cost selling in Columbus—a METROPOLITAN MARKET of 159,800 people. WRBL delivers a "tailored-to-listen" audience built up through 20 years of Community Leadership.

also WRBL—FM

ATLANTA GEORGIA



WATL represents a commanding coverage—in one of America's prime markets . . . comprised of 594,000 people . . . and 116,480 RADIO HOMES. WATL'S program leadership accounts for a loyal, ever-growing audience.

ALBANY GEORGIA

WGPC serves a growing, thriving section of Georgia. Federal Reserve statistics for September 1947 reveal . . . "The ALBANY Market showed a greater increase in bank debits than any city in the country"



Represented Nationally by
GEORGE P. HOLLINGBERRY CO.

ATLANTA
CHICAGO
NEW YORK
LOS ANGELES
SAN FRANCISCO

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

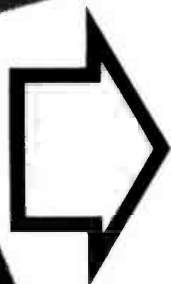
NC—Non-Commercial Station. *D*—Day. *N*—Night. *ST*—Shares Time. *SH*—Specified Hours. *U*—Unlimited. *CP*—Construction Permit Issued
LS—Local Sunset. *L*—Limited Time with Dominant Station. *SA*—Special Authorization.
 (Data corrected to January 1, 1948)

GEORGIA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
ATHENS	WGAU 1938	1340 250	J. K. Patrick and Co. Bobbin's Mill Road 1741	CBS KBS			
ATLANTA 3	WAGA 1937	590 5,000	Liberty Bcstg. Corp. Western Union Bldg. Main 5101	ABC	George B. Storer, Pres. James Bailey, V.P. in charge of Operations	Arry L. Brown, Prog. Dir. Ken Gurley, Prom. Mgr. & Paul Cram, Chief Engr.	Avery-Knodel Thesaurus Lang-Worth AP, INS
ATLANTA 3	WATL 1928	1400-CP-1380 250; CP-5,000	Atlanta Bcstg. Co. 26 Cain St., N.W. Walnut 4377	MBS	J. W. Woodruff Sr., Pres. Robert W. Minton, Gen. Mgr. & Chief Engr.	Sam W. Kaue, Coml. Mgr. Ernest T. Guy, Prog. Dir.	Hollingbery Standard Lang-Worth UP
ATLANTA 3	WEGE 1947	1340 250	General Broadcasting Co. Georgian Terrace Hotel Vernon 1194	Mike Benton, Pres. Maurice C. Coleman, Gen. Mgr.	Ann Hutcheson, Ass't. Prog. Dir. & Traffic Mgr. David J. Holt, Chief Engr.	Burn-Smith Lang-Worth Capitol Cole AP
ATLANTA 2	WCON 1947	550 5,000	The Atlanta Constitution Constitution Bldg. Lamar 4545	ABC	Clark Howell, Pres. David Carpenter, Gen. Mgr. B. Crenshaw Bonner, Sales Mgr.	Henry Allen, Prog. Dir. Harvey J. Aderhold, Chief Engr.	Headley-Reed
ATLANTA	WERD (Construction permit)	860 1,000-D	Radio Atlanta Inc. 1425 C & S Bldg.			
ATLANTA 1	WGST 1923	920 5,000-LS 1,000-N	Regents, Georgia School of Tech. Forsyth Building Walnut 8441	CBS	John Fulton, Gen. Mgr. Jack Kelly, Prog. Dir.	Paul Sanford, Prom. Mgr. Ben Akerman, Chief Engr.	Katz World Thesaurus AP
ATLANTA	WSB 1922	750 50,000	The Atlanta Journal Co. Biltmore Hotel Hemlock 1045	NBC	J. M. Cox Jr., Pres. J. Leonard Reinsch, Manag- ing Dir. John M. Outler Jr., Gen. Mgr. Frank Gaither, Coml. Mgr.	Marcus Bartlett, Prog. Dir. M. K. Tolson, Prom. Mgr. C. F. Daugherty, Chief Engr.	Petry Standard Associated AP, UP
ATLANTA	(Construction permit)	1550 50,000-LS 10,000-N	Fulton County Bcstg. Corp. Atlanta	Samuel Rothberg, Owner		
AUGUSTA	WBHQ 1947	1340 250	Savannah Valley Bcstg. Co. Sand Bar Ferry Road 2-0264	MBS	George G. Weiss, Pres. & Gen. Mgr. John W. Watkins, Coml. Mgr.	George M. Scott, Prog. Dir. & Prom. Mgr. David W. Freeman, Chief Engr.	Walker Cole Standard AP, INS
AUGUSTA	WGAC 1940	580 5,000-LS 1,000-N	The Twin States Bcstg. Co. WGAC Bldg. 2-2692	ABC	J. B. Fuqua, V.P. & Gen. Mgr. Donald M. Kelly Jr., Coml. Mgr.	Warren Hites, Prog. Dir. Claire Himmel, Prom. Mgr. John P. Jopling, Chief Engr.	Avery-Knodel Thesaurus UP
AUGUSTA	WRDW 1930	1480 5,000	Augusta Broadcasting Co. Masonic Bldg. 2-8805	CBS	R. W. Ringson, Mgr.		
AUGUSTA	WTNT 1947	1230 250	Georgia-Carolina Bcstg. Co. Cotton Row 2-1003	NBC	Walter J. Brown, Pres. Edgar W. Teasley, Gen. Mgr. A. Lee Parsons, Coml. & Prom. Mgr.	Fred J. Runde, Prog. Dir. Ted R. Woodard, Chief Engr.	T-H-S Associated UP
RAINBRIDGE	WMGR 1946	1490 250	S. Marvin Griffin P.O. Box 348 776	MBS KBS	S. Marvin Griffin, Owner Ben Dekle, Gen. Mgr.	Barbara Ann Johnson, Prog. Dir. Bill Moore, Chief Engr.	Cole SESAC AP
BRUNSWICK	WMOG 1940	1490 250	Coastal Broadcasting Co	MBS KBS			
BUCKHEAD	WQXI (Construction permit)	790 1,000-D	Robert W. Rounsaville	Robert W. Rounsaville, Pres. & Gen. Mgr.	William F. Lance, Technical Dir.	UP
CARROLLTON	WLEB 1947	1100 250-D	Carroll Bcstg. Co., Inc. Peoples Bank Bldg. 980	KBS	James C. Vocals, Pres., Gen. & Prom. Mgr. James Dunaway, Coml. Mgr.	James Matthews, Prod. Dir. Chesley Hooper, Chief Engr.	Capitol Thesaurus UP
CARTERSVILLE	WBHF 1946	1450 250	W. Ryan Frier Shackleford Bldg. 886	MBS KBS	W. Ryan Frier, Owner James O. Hardin Jr., Gen. & Coml. Mgr.	Thomas W. Cowan Jr., Chief Engr.	Lang-Worth UP
CEBARTOWN	WGAA 1941	1340 250	Northwest Georgia Bcstg. Co. West Theatre Bldg. 777	ABC KBS	O. C. Lam, Pres. William B. Estes, Gen. & Coml. Mgr.	Rowena Whitfield, Prog. Dir. Hall Wray, Prom. Mgr. Gary C. Hunt, Chief Engr.	World AP
COLUMBUS	WDAK 1943	1340 250	Radio Columbus Inc. Martin Bldg. 5447	ABC	Allen M. Woodall, Pres. & Gen. Mgr. Miles Ferguson, Coml. Mgr.	Ed Wescott, Prog. Dir. & Prom. Mgr. Randy Jones, Chief Engr.	Headley-Reed World AP
COLUMBUS	WGBA 1947	620 1,000-D	Georgia-Alabama Bcstg. Co. 1213½ Broadway 3-3603	A. H. Chapman, Pres. A. E. Mickel, Gen. Mgr. W. S. Massie, Coml. Mgr.	Bill Rhodes Jr., Prog. Dir. James R. Cook, Prom. Mgr. Jack H. Wiseley, Chief Engr.	Branham Capitol Associated UP, INS
COLUMBUS	WRBL 1928	1420 5,000	Columbus Broadcasting Co. 1420 Second Ave. 2-061	CBS	J. W. Woodruff, Chief Owner Jim Woodruff Jr., Exec. Mgr. & Coml. Mgr.	Ed J. Hennessy, Prog. Dir. & Prom. Mgr. Joe Gamble, Chief Engr.	Hollingbery Thesaurus SESAC UP
COLUMBUS	WSAC (Construction permit)	1460 1,000	Chattahoochee Bcstg. Co. 1028 Broadway 2-4427	MBS	William K. Jenkins, Pres. Edwin Mullinax, Gen. Mgr. Frances G. Smith, Coml. Mgr.	Jim O'Donnell, Prog. Dir. Benson C. Pressly, Prom. Mgr. Hudle M. Brown, Chief Engr.	Walker Lang-Worth UP
CORDELE	WMJM 1940	1490 250-LS 100-N	Cordele Dispatch Publ. Co. 20th Ave. and B St. 666	MBS KBS	John W. Greer, Pres. James S. Rivers, Gen. Mgr. William E. Blizzard Jr., Coml. & Prom. Mgr.	Willard Belote, Prog. Dir. Jeff Donley, Chief Engr.	World UP
COVINGTON	WMOC 1946	1490 250	Covington News Inc. 2275	MBS KBS	Belmont Dennis, Pres. Walt Gaines, Gen. & Coml. Mgr.	Tom Palmer, Prog. Dir. Bill Shadburn, Prom. Mgr. Paul Smay, Chief Engr.	World AP

in ATLANTA

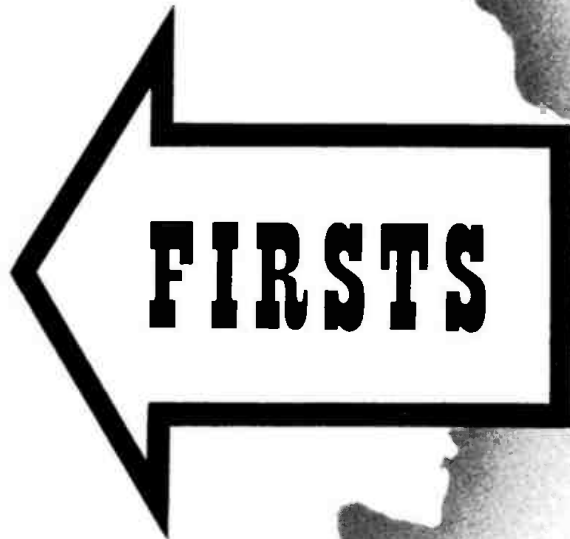
it's



WBGE WBGE-FM

ATLANTA'S MOST MODERN AND PROGRESSIVE STATION

- ▶ **Locally owned station**
- ▶ **Locally operated station**
- ▶ **Independent station**



24 hour station ←

Full Time FM Station ←

Mike Benton, President

Maurice Coleman, Gen. Mgr.

Studios and General Offices
GEORGIAN TERRACE HOTEL, ATLANTA, GEORGIA
GENERAL BROADCASTING COMPANY

DIRECTORY OF STANDARD 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, 1948)

GEORGIA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
DAITON	WBLJ 1940	1230 250	Dalton Broadcasting Corp. Kenemer Bldg. 684	MBS KBS	H. C. Kenemer, Pres. William Armond, Gen. & Coml. Mgr.	Dave Achor, Prog. Dir. Chester Wilson, Prom. Mgr. Janubb Andrews, Chief Engr.	Cox & Tanz Capitol SESAC UP
DAWSON	WDWD (Construction permit)	990 1,000-D	Dawson Broadcasting Co.			
DECATUR	WEAS 1947	1010 1,000-D	Stone Mountain Bcstg. Co. 217 W. Ponce de Leon Ave. Dearborn 2521	E. D. Rivers Jr., Pres. Ewald Kockritz, Gen., Coml. & Prom. Mgr.	William Keller, Chief Engr.	World Cole AP
DOUGLAS	WDMG 1947	880 1,000-D	Downing Musgrove 118 S. Madison Ave. 564	Downing Musgrove, Owner & Gen. Mgr. Al H. Evans, Coml. Mgr.	James W. Hayes, Prog. Mgr. Clinton Vaughan, Chief Engr.	Thesaurus SESAC UP
DUBLIN	WMLT 1945	1340 250	Dublin Broadcasting Co. P. O. Box 659 871	MBS KBS	George T. Morris, Pres. T. K. Vassey, V.P. & Gen. Mgr. George P. McIntyre, Coml. Mgr.	Dennis Brown, Prog. Dir. Charlie R. Lord, Chief Engr.	Cox & Tanz Thesaurus AP
ELBERTON	WSGC 1947	1400 250	Elberton Broadcasting Co.	MBS KBS			
FITZGERALD	WBHB 1946	1240 250	J. Paul Stone & R. M. Ware, Jr. 800 Block Roanoke Drive 740	MBS	J. Paul Stone } Owners R. M. Ware Jr. } R. M. Ware Jr. Gen. & Coml. Mgr.	Al Job, Prog. Dir. R. M. Ware Jr., Chief Engr.	Lang-Worth AP
GAINESVILLE	WDUN (Construction permit)	1400 250	Northeast Georgia Bcstg. Co.			
GAINESVILLE	WGGA 1941	1240 250	Blue Ridge Bcstg. Co. Athens Road 1600	MBS KBS	Charles A. Smithgall, Pres. & Gen. Mgr. E. F. MacLeod, Coml. Mgr.	Mildred Thompson, Prog. Dir. F. Keith Brown, Chief Engr.	Lang-Worth UP
GRIFFIN	WKEU 1934	1450 250	Radio Station WKEU P.O. Box 155 5507	MBS KBS	A. W. Marshall, Jr., Pres. & Gen. Mgr. C. I. Crawley, Coml. Mgr.	H. C. Young, Jr., Prog. Dir. & Prom. Mgr. G. H. Whitley, Jr., Chief Engr.	UP
HARTWELL	WKLY 1947	980 1,000-D	Louie L. Morris Box 183 256	Louie L. Morris, Pres. Max G. Pfaender, Exec. V. P. Paul S. Wight, Coml. Mgr.	Joe B. Wilder, Prog. Dir. William Leland Hayes, Chief Engr.	Capitol UP
LAGRANGE	WLAG 1941	1240 250	LaGrange Broadcasting Co. 303 Broome St. 3505	MBS KBS	Roy C. Swank, Pres. Edwin Mullinax, Gen. & Coml. Mgr.	John Boggess, Prog. Dir. Josephine Thomasson, Prom. Mgr. J. M. McKay, Chief Engr.	Clark Standard UP
MACON	WBML 1940	1240 250	Middle Georgia Bcstg. Co. First Nat'l Bank Bldg. 2728	ABC	E. D. Black, Pres. Charles W. Pittman, Gen. Mgr. Walter Graham, Coml. Mgr.	Mary H. Richardson, Prog. Dir. H. S. Goodrich, Chief Engr.	AP
MACON	WIBB (Construction permit)	1280 1,000-D	Peach State Broadcasting Co. Lanier Hotel		Peach State Broadcasting Co. Lanier Hotel	
MACON	WMAZ 1922	940 10,000	Southeastern Broadcasting Co. Bankers Insurance Bldg. 3131	CBS	George P. Rankin, Pres. & Chief Engr. Wilton E. Cobb, Gen. Mgr. Frank Crowther, Coml. Mgr. Frank Hubbs, Prod. Mgr.		Katz Lang-Worth World UP, INS
MACON	WNEX 1945	1400 250	Macon Broadcasting Co. Bibb Bldg. 8211	MBS	E. M. Lowe, Pres. Al Lowe, V. P. & Gen. Mgr. George Patton, Coml. Mgr.	Ed. Sharpe, Prog. Dir. Peggy Taylor, Prom. Mgr. A. C. Kibler, Chief Engr.	ForJoe Capitol Cole AP
MARIETTA 4	WFOM 1946	1230 250	Chattahoochee Bcstg. Co. South Cobb Drive 1746	Fred B. Wilson } Partners Channing Cope } Albert L. Jones, Gen. Mgr. A. E. Garoni, Ass't. Mgr.	Nelsie Horne, Prog. Dir. Orbra W. Harrell, Chief Engr.	World AP
MILLEDGEVILLE	WMVG 1946	1450 250	Jere N. Moore 250	MBS KBS	Jere N. Moore, Pres. Michael T. Landy, Gen. & Coml. Mgr.	Douglas O. Henson, Prog. Dir. & Prom. Mgr. Robbie O. Hattaway, Chief Engr.	Griffith World UP
MOULTRIE	WMGA 1939	1400 250	John F. Pidcock Box 310 999	KBS	John F. Pidcock, Pres. & Gen. Mgr. Wandell Murphy, Coml. Mgr. & Prom. Mgr.	Jackie Stringfellow, Prog. Dir. George Buckmann, Chief Engr.	UP
NEWMAN	WCOH 1947	1400 250	Newnan Broadcasting Co. 6 Jefferson St. 1160	D. T. Manget } Partner- E. W. Thomasson } James Thomasson (ship Ida A. Thomasson } John H. French, Gen. Mgr. & Prom. Mgr.	James Thomasson, Coml. Mgr. R. C. S. Young, Prog. Dir. James S. Stowers Jr., Chief Engr.	World Thesaurus AP
QUITMAN	WKMA 1947	1490 250	John Raymond Barlett Walker Bldg. 4811	John Raymond Barlett Owner & Gen. Mgr.	James Wood, Prog. Dir.	Associated AP
ROME	WLAQ 1947	670 1,000-D	News Publishing Co. 209 N. Broad St. 7767	B. H. Mooney Sr., Pres. Eugene P. Well, Gen. & Coml. Mgr.	George Eubanks, Prog. Dir. George Rice Jr., Prom. Mgr. Dan Scott, Chief Engr.	McGillvra Cooke Capitol Thesaurus AP, UP, INS

In Atlanta... Look at



590

for RESULTS!

Look at that frequency*...

And behind it there's 5000 watts—beaming your message to Atlanta and 59 counties—where more than 41% of Georgia's radio homes and over half the state's buying power are concentrated.

Look further, at one of the finest programming and announcing staffs in the south—capable of dishing up your message with what it takes to interest this great able-to-buy audience.

Look again, at a merchandising department set up to do a bang-up job... for you.

Brother, you're looking at results.

Let Avery-Knode! tell you more.

Atlanta's **WAGA** 

National Representatives — **AVERY-KNODEL, INC.**

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES • ATLANTA

** (Any good radio engineer will tell you that a lower frequency lays down a better signal for a greater distance than does a higher frequency with the same power—and often further than one with higher power.)*

5000 WATTS DAY and NIGHT • 590 KILOCYCLES

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

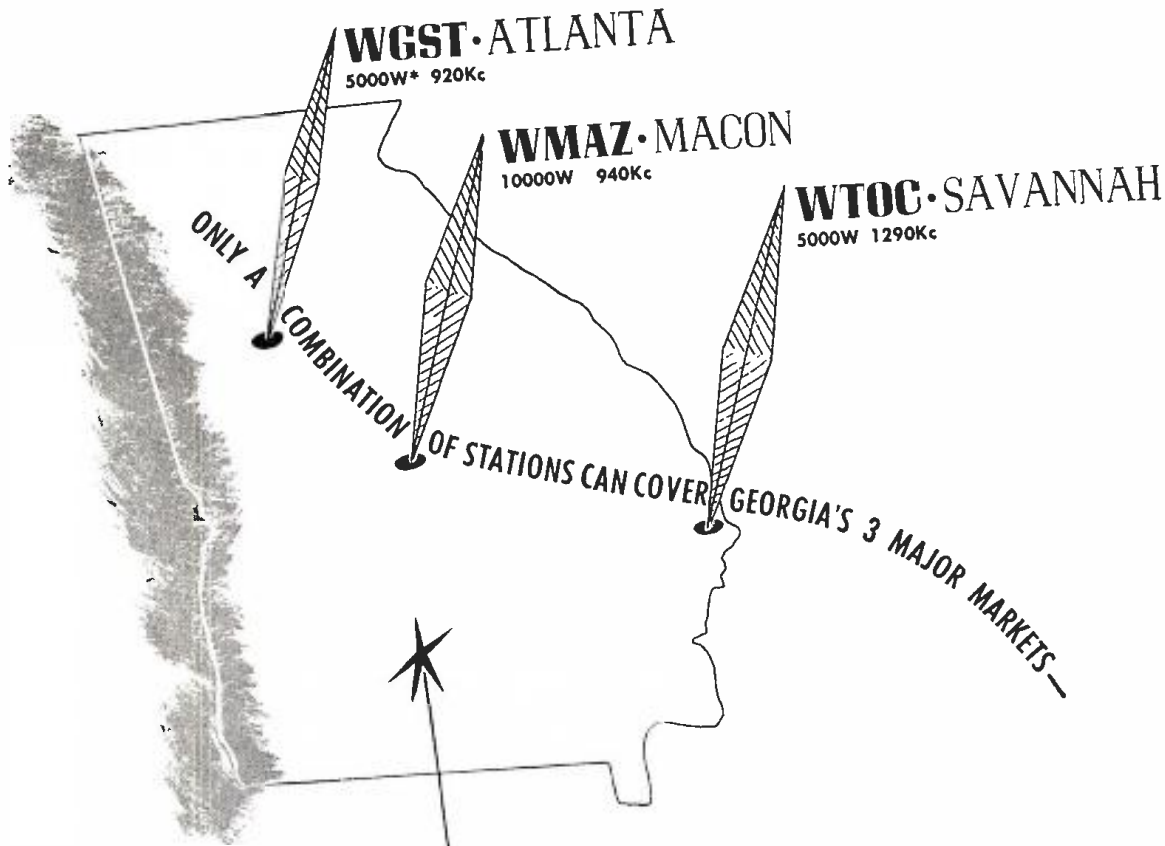
—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1948)

GEORGIA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transe. Library News Service	
ROME	WRGA 1930	1490; CP-1470 250; CP-5,000	Rome Broadcasting Corp. 501 Broad St. 6589	MBS KBS	John W. Quarles, Pres. Happy Quarles, Gen. Mgr. Price Selby, Coml. Mgr.	Jim Roberts, Prog. Dir. Don Murdock, Prom. Mgr. R. A. Starr, Chief Engr.	Walker Lang-Worth UP
ROME	WROM 1946	710 1,000-D	Coosa Valley Radio Co. Inc. 121 Broad St. 9075		H. Dean Covington, Pres. & Gen. Mgr. E. J. Cooper, Coml. Mgr.	John MacLean, Prog. Dir. Charles Poole Jr., Prom. Mgr. Edward S. Hill, Chief Engr.	Griffith World AP
SAVANNAH	WCCP 1946	1450 250	Carter C. Peterson P.O. Box 943 2-4182	MBS	Carter C. Peterson, Pres. & Weldon Herrin, Coml. Mgr.	Charles Beresford, Prog. Dir. Carson Deemond, Prom. Mgr. Wm. Moats, Chief Engr.	Walker Standard UP
SAVANNAH	WDAR 1946	1400 250	WDAR Inc. 34 E. Bryan St. 3-8807	ABC	A. C. Neff, Pres. John P. Dyer, Gen. Mgr. Abram Eisenman, Coml. Mgr.	J. Davis Sheppard, Prog. Dir. & Prom. Mgr. Howard Jewett, Chief Engr.	Avery-Knodel Standard AP
SAVANNAH	WFRP 1946	1230 250	Georgia Broadcasting Co. 219 E. Charlton St. 3-9642		Frank R. Pidcock, Pres. Edward N. Palen, Gen. Mgr. Earl Harper, Coml. Mgr.	Roy F. Zess, Assnt. Mgr., Prog. Dir. & Prom. Mgr. James M. Wilder, Chief Engr.	Perry Associated Cole AP
SAVANNAH	WSAV 1939	630 5,000	WSAV Inc. Liberty Nat'l Bank Bldg. 3-0234	NBC	Harben Daniel, Pres. & Gen. Mgr. L. H. Thesmar, Coml. Mgr.	James L. Woods, Prog. Dir. Brendon Galloway, Prom. Mgr. M. E. Thompson, Chief Engr.	Hollingbery Thesaurus AP
SAVANNAH	WTOC 1929	1290 5,000	Savannah Bcstg. Co. 518 Abercorn St. 2-0127	CBS	William T. Knight Jr., Pres. & Gen. Mgr. S. P. Driscoll, Vice Pres. Ben Williams, Coml. Mgr.	Dwight J. Bruce, Prog. Dir. Catherine Goette, Prom. Mgr. Reeve Owen, Chief Engr.	Katz World Capitol Lang-Worth UP
STATESBORO	WWNS 1946	1490 250	Alfred Dorman P. O. Box 146 502	MBS KBS	Alfred Dorman, Pres. Paul R. Sauve, Gen. Mgr.		Standard UP
THOMASTON	WSFT 1947	1220 250-D	Thomaston Broadcasting Co. 101 N. Church St. 1300	MBS	R. E. Hightower, Pres. J. B. Hardy, Vice Pres. S. J. Carswell, Secy. & Mgr.	William H. Heule, Prog. Dir. Richard D. Wharton, Chief Engr.	Associated AP
THOMASVILLE	WKTG 1947	730 1,000-D	Southern Broadcasting System Inc. Bank of Thomas County 1501		W. Fred Scott Jr., Pres. & Gen. Mgr. Pratt Secrest, Coml. & Prom. Mgr.	William B. Hill, Prog. Dir. Kenneth T. Mallory, Chief Engr.	World Lang-Worth AP
THOMASVILLE	WPAX 1934	1240 250	H. Wimpy 117 Remington Ave. 909		H. Wimpy, Owner & Gen. Mgr. Al Feinberg, Coml. Mgr.	Bob Oakman, Prog. Dir. James W. Poole, Chief Engr.	Capitol Thesaurus UP
THOMSON	WTWA (Construction permit)	1240 250	Walter J. Brown Hickory Hill	MBS	Walter J. Brown, Owner		
TIFTON	WCGS 1946	1340 250	Tifton Bcstg. Co. 800 S. Main St. 921	MBS	Walter A. Graham, Pres. William W. Shepherd, Gen. & Coml. Mgr.	Herb Scott, Prog. Dir. James E. Graham, Prom. Mgr. Wendell C. Roberts, Chief Engr.	Griffith Standard UP
TOCCOA	WRLC 1941	1450 250	R. G. LeTourneau Prather Bridge Road 544	MBS KBS	R. G. LeTourneau, Owner Virgie E. Craig, Gen. Mgr. Sam A. Gaines, Coml. Mgr.	Carroll S. Lee, Prog. Dir. Roy E. Gaines, Prom. Mgr. J. Carl Meeks, Chief Engr.	Clark Associated UP
VALDOSTA	WGOV 1940	1450; CP-950 250; CP-5,000-LS 1,000-N	E. D. Rivers E. Park Ave.	MBS			
VIDALIA	WRQN 1946	1450 250	Vidalia Broadcasting Co. 327	MBS KBS	M. F. Brice, Pres. R. W. Sockwell, Gen. Mgr. Bob Moran, Coml. Mgr.	Bill Harbeson, Prog. Dir. W. G. Jones, Chief Engr.	World UP
WAYCROSS	WAYX 1936	1230 250	Jack Williams 1600 Carswell Ave. 965	MBS KBS	Jack Williams, Pres. John J. Tabola, Gen. & Coml. Mgr.	Gwen Crosby, Prog. Dir. Clyde C. Davis, Prom. Mgr. John E. Legare, Chief Engr.	Holman World Cole UP
WEST POINT	WRLD 1944	1490 250	Valley Broadcasting Co. Gen. Tyler Hotel Bldg. 173	ABC KBS	L. J. Duncan, Owner & Gen. Mgr. Perry Elliott, Station Mgr. & Coml. Mgr. Alfred Hammock, Chief Engr.	Hub Warner, Prog. Dir. Peter Brooks, Prom. Mgr. Harold Toedtemeyer, Chief Engr.	Blair Standard World AP, UP

IDAHO

BOISE	KDSH 1947	950 1,000; CP-5,000	Boise Valley Broadcasters Inc. Radio Center Bldg. 6820	CBS	Saul Haas, Pres. Westerman Whillock, V. P. & Gen. Mgr. Earl Glade Jr., Treas., Asso- ciate Mgr. & Prog. Dir.	James A. Johntz, Chief Engr.	Free & Peters Associated UP
BOISE	KGEL 1946	1340; CP-1140 250; CP-10,000	Idaho Bcstg. & Telev. Co. Hotel Owyhee 533	APC Rocky Mtn.	Frank C. Carman, Pres. Fentress H. Kuhn, Gen. Mgr. Kenyon R. Bennett, Coml. Mgr.	Newell R. Tripp, Prog. Dir. Harry Waterstone, Prom. & Traffic Mgr. Richard Egleston, Chief Engr.	Katz Capitol Cole AP
BOISE	KIDO 1923	1380 2500-LS 1000-N	KIDO Inc. Hotel Boise 660	NBC	Georgia Davidson, Pres. Walter E. Wagstaff, Gen. Mgr. Boyd E. Braithwaite, Coml. Mgr.	Hub Warner, Prog. Dir. Peter Brooks, Prom. Mgr. Harold Toedtemeyer, Chief Engr.	Blair Standard World AP, UP
BURLEY	KBIO 1946	1400 250	KBIO Inc. Box 461 10	APC KBS Rocky Mtn.	Jessica L. Longston, Pres. James L. Hamstreet, Gen. Mgr. Rudy Rankin, Coml. Mgr.	Jean MacLean, Prog. Dir. Franklin K. Clark, Prom. Mgr. Gerald Ekker, Chief Engr.	Katz Standard UP
CALDWELL	KCID 1946	1490 250	Caldwell Broadcasting Co. 819 Main Street 1540		J. T. LaFond, Pres. H. R. McCosh, V. P., Gen. & Coml. Mgr.	Helen McCosh, Prog. Dir. Don Bower, Chief Engr.	World UP



THE GEORGIA MAJOR MARKET TRIO

OFFERS ADVERTISERS AT ONE LOW COST:

- 1 - Concentrated coverage in Georgia's 3 major markets
- 2 - Listener loyalties built by local programming in Georgia's 3 major markets
- 3 - Dealer loyalties in Georgia's 3 major markets
- 4 - Merchandising assistance in Georgia's 3 major markets

ALL CBS

AVAILABLE AT COMBINATION RATES

Represented by THE KATZ AGENCY, INC.

*1000W Night

DIRECTORY OF STANDARD 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, 1948)

IDAHO (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
COEUR D' ALENE ...	KVNI 1946	1240 250	Coeur d'Alene Broad- casting Co. Blackwell Island 1250	MBS Don Lee	Burl C. Hagadone, Pres. C. E. Rodell, Station & Coml. Mrg.	Bernard V. Merriman, Prog. Dir. & Prom. Mgr. Howard Oison, Chief Engr.	Gilman, Nicoll & Ruthman Lang-Worth UP
IDAHO FALLS	KID 1927	1350 5,000-LS 500-N	Idaho Radio Corp. Hotel Bonneville 4	MBS KBS Inter-moun- tain	Cecil E. Hart, Pres. & Gen. Mgr. Leonard Wasden, Coml. Mgr.	James Lawrence, Prog. Dir. Roy Southwick, Prom. Mgr. C. N. Layne, Chief Engr.	Avery-Knodel World UP
IDAHO FALLS	KIFI 1947	1400 250	Eastern Idaho Bcstg. & Telev. Co. 339 Broadway 1054	ABC Rocky Mtn. Gem	J. M. Brady, Pres. & Gen. Mgr. Charles Crabtree, Station Mgr. Dan W. Kelly, Coml. Mgr.	Keith Clarke, Prog. Dir. Jerry Browne, Prom. Mgr. Blair Nelson, Chief Engr.	Katz Thesaurus AP
IDAHO FALLS	KYNG (Construction permit)	1230 250	Idaho Falls Broadcasting Co. 295 13th St.			
LEWISTON	KRLC 1935	1350 1000	H. E. Studebaker Lewis-Clark Hotel 1950	MBS Don Lee	H. E. Studebaker, Pres. Donald Thomas, Gen. Mgr.	Virginia Taylor, Prog. Dir. Gene Wilson, Chief Engr.	Gilman, Nicoll & Ruthman Keating Lang-Worth UP
MOSCOW	KRPL 1947	1400 250	Interstate Radio Inc. P. O. Box 207 2283	T. R. Farrier, Pres. Bert McAllister, Gen. Mgr. & Prog. Dir. Jack H. Goetz, Coml. Mgr. & Prom. Mgr.	Herbert D. Young, Chief Engr.	Grant World Cole AP
NAMPA	KFXD 1922	580 1,000	Frank E. Hurt & Son 1024 12th Ave. S. 1200	MBS Inter-moun- tain	Frank E. Hurt & Son, Partners Frank E. Hurt, Gen. Mgr. Doyle H. Cain, Coml. Mgr.	W. Shirl Black, Prog. Dir. & Prom. Mgr. Edward P. Hurt, Chief Engr.	Avery-Knodel Thesaurus Lang-Worth SESAC AP, UP
POCATELLO	KEIO 1946	1450; CP-1440 250; CP-500	Eastern Idaho Bcstg. & Telev. Co. Hotel Bannock 3400	ABC Rocky Mtn. Gem	James M. Brady, Pres. John E. Taylor, Gen. Mgr. James H. Schoonover, Coml. Mgr.	Don R. E. Weber, Prog. Dir. Randell Sorenson, Chief Engr.	Katz Thesaurus AP
POCATELLO	KEYY 1946	1240 250	Radio and Television Bcstg. Co. of Idaho Route #2, Yellowstone Highway	MBS			
POCATELLO	KSEI 1926	930 5,000	Radio Service Corp. Pocatello 960	NBC	O. P. Soule, Pres. Henry H. Fletcher, Gen. & Coml. Mgr.	Ruthe A. Fletcher, Prog. Dir. Olive M. Leeney, Prom. Mgr. Ellis W. Call, Chief Engr.	Walker Standard Lang-Worth Cole UP
TWIN FALLS	KLIX 1946	1340 250	Southern Idaho Bcstg. & Telev. Co. Box 432 2484	ABC Rocky Mtn. Gem	Frank C. McIntyre, Gen. & Nat'l. Sales Mgr. Juneau Shinn, Local Sales Mgr. Charles Neeley, Continuity Dir.	Ian Elliot, Admin. Assistant. Lloyd James, Chief Engr.	Katz Thesaurus AP
TWIN FALLS	KTFI 1928	1270 5,000-LS 1,000-N	Radio Broadcasting Corp. 241 Main St. W. 2400	NBC	O. P. Soule, Pres. F. M. Gardner, Gen. Mgr. Kenneth Montgomery, Coml. Mgr.	Lenore Parker, Prog. Dir. & Prom. Mgr. George Malone, Chief Engr.	Weed Keating Lang-Worth Standard UP
EAST TWIN FALLS .	KVMV 1946	1450 250	Radio Sales Corp. 126½ E. Shoshone 2002	MBS Inter-moun- tain	E. W. McRoberts, Pres. Jack Thomas, Station Mgr. F. V. Cox, Business Mgr.	Wm. Hall, Prog. Dir. F. V. Cox, Chief Engr.	Avery-Knodel Associated, World UP
WALLACE	KWAL 1937	1450; CP-620 250; CP-1,000	Silver Broadcasting Co. Box 930 330	MBS KBS	Dr. J. R. Binyon, Pres. R. G. Binyon, V.P., Gen. & Prom. Mgr. W. M. Spencer, Coml. Mgr.	Betty Spencer, Prog. Dir. Myron Sargent, Chief Engr.	World SESAC
WEISER	KWEI 1947	1240 250	Inland Broadcast Co. 455 W. Liberty St.	KBS			

ILLINOIS

ALTON	WOKZ (Construction permit)	1570 1,000-D	Illinois Alton Broadcast- ing Co.	R. C. Goshorn and R. L. Rose—partners		
AURORA	WMRO 1938	1280 250-D	Martin R. O'Brien 34 S. River St. 4215	KBS	Martin R. O'Brien, Pres. & Gen. Mgr. Vincent G. Coffey, Coml. & Prom. Mgr.	Edith Hinckley, Prog. Dir. John Kitner, Chief Engr.	Standard AP
BELLEVILLE	WIBV 1947	1060 250-D	Belleville Broadcasting Co. 2100 W. Main St. 5000	Paul A. Wnorowski, Gen. Mgr. Marshal True, Coml. & Prom. Mgr.	Joyce Hatch, Prog. Dir. John Schultz, Techn. Supvr.	Holman Standard AP
BLOOMINGTON	WJBC 1924	1230 250	Bloomington Bcstg. Co. 209 E. Washington St. 5281	ABC	Hale Bondurant, Gen. Mgr. Joseph J. Hannie, Coml. Mgr.	Joe Glass, Prog. Dir. Eldred Uhler, Prom. Mgr. Ted Bailey, Chief Engr.	Sears & Ayer Lang-Worth UP
CAIRO	WKRO 1942	1490 250	Oscar C. Hirsch Cairo 1490	MBS	Oscar C. Hirsch, Pres. Merrill C. Currier, Gen. & Coml. Mgr.	Bernice Currier, Prog. Dir. Oscar C. Hirsch, Chief Engr.	Pearson UP
CANTON	WBYS 1947	1560 250-D	Fulton County Bcstg. Co. East Linn St. 1877	Harold R. Winsor, Pres. Cletus H. Quick, Gen. & Coml. Mgr.	Robert Boone, Prog. Dir. Robert McElroy, Prom. Mgr. John Stockberger, Chief Engr.	Lang-Worth AP

NOW!

**50,000
WATTS**

CHICAGO'S
most powerful
**INDEPENDENT
STATION**

**THE NEW
WJJD**

**A MARSHALL FIELD STATION REPRESENTED
NATIONALLY BY AVERY-KNODEL**

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Skates 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, 1948)

ILLINOIS (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
CARBONDALE	WCIL 1946	1020 1000-D	Southern Illinois Bcstg. 219 W. Main St. 167	Paul F. McRoy, Pres. & Gen. Mgr. Walter C. Schafer, Coml. Mgr.	Don Boudreau, Prog. Dir. Marian Sawyer, Chief Engr.	T-H-S World AP
CARTHAGE	WCAZ 1922	990 1,000-D	Superior Bcstg. Service Inc. Carthage 520	Bob Compton, Pres. John M. Palmer, Gen. & Coml. Mgr.	Antionette C. Palmer, Prog. Dir. Bob Compton, Chief Engr.	Capitol UP
CENTRALIA	WCNT 1946	1210 1000-D	Hobart Stephenson Centralia 234	Hobart Stephenson, Pres. & Gen. Mgr.	Anne Collins, Prog. Dir. Hobart G. Stephenson Jr., Chief Engr.	Sears & Ayer Thesaurus Lang-Worth UP
CHAMPAIGN	WDWS 1936	1400 250	The News-Gazette Inc. 48 Main St. 5252	CBS KBS	Mrs. D. W. Stevick, Pres. Frank R. Mills, Coml. Dir.		Radio Adv. World UP
CHICAGO 90	WAAF 1922	950 1000-D	Drovers Journal Publ. Co. Palmer House Randolph 1932	Ward A. Neff, Pres. W. E. Hutchinson, Gen. Mgr. Bradley R. Eldmann, Coml. Mgr.	Cynthia A. Coyle, Prog. Dir. Ben V. Kirk, Prom. Mgr. Carl W. Ulrich, Chief Engr.	Hollingbery Standard UP
CHICAGO 1	WAIT 1923	820 5000 L-LS, Dallas	Radio Station WAIT 360 N. Michigan Ave. Franklin 0660	Gene T. Dyer, Owner S. M. "Sil" Aston, Gen. Mgr. M. E. Cleimens, Coml. Mgr.	L. E. Antonsen, Prog. Dir. Staney Matas, Prom. Mgr. Edward Jacker, Chief Engr.	T-H-S Radio Sales Associated Lang-Worth SESAC MacGregor UP
CHICAGO 11	WBBM 1924	780 50,000	Columbla Bcstg. System Inc. 410 N. Michigan Ave. Whitehall 6000	CBS	Frank Stanton, (CBS) Pres. H. Leslie Atlask, (CBS) Vice- Pres. Frank Falknor, Gen. Mgr. Erwin H. Shomo, Coml. Mgr.	Val Sherman, Prog. Dir. Arthur Duram, Prom. Mgr. George Sherman, Chief Engr.	Radio Sales Associated World AP, UP, INS
CHICAGO	WCBD 1947	820 5,000 SH	Christian Catholic Church Administration Bldg., Zion, Ill.	Michael J. Mintern, General Overseer		
CHICAGO	WCFL 1926	1000 10,000 CP-50,000	Chicago Federation of Labor 666 Lake Shore Drive Superior 5300	ABC	William A. Lee, Pres. Maurice Lynch, Gen. Mgr. Melvin Wolens, Coml. Mgr.	Howard T. Keegan, Prog. Dir. Jack Odell, Prom. Mgr. Charles Willett, Chief Engr.	Katz Associated UP
CHICAGO 14	WCRW 1926	1240 100 SH-WEDC, WSBC	Clinton R. White 2756 Pine Grove Ave. Eastgate 6860	Clinton R. White, Owner J. A. White, Gen. Mgr.	Clinton R. White, Chief Engr.	MacGregor
CHICAGO 23	WEDC 1926	1240 250 SH-WCRW, WSBC	Emil Denemark 3860 W. Ogden Ave. Crawford 4100	Emil Denemark, Pres. Frank J. Kotnour, Gen. & Coml. Mgr.	Bill Mack, Prog. Dir. & Prom. Mgr. Chester Lewicki, Chief Engr.	UP
CHICAGO 6	WENR 1923	890 50,000 ST-WLS	American Broadcasting Co. 20 N. Wacker Drive Delaware 1900	ABC	Mark Woods, (ABC) Pres. Edward Borroff, (ABC) Vice- Pres. in Charge. Roy McLaughlin, Gen. & Coml. Mgr.	Harold Stokes, Prog. Dir. Karl R. Sutphin, Prom. Mgr. E. C. Horstman, Chief Engr.	Standard AP, UP, INS
CHICAGO 12	WGES 1924	1390 5,000	Radio Station WGES 2708 Washington Blvd. Sacramento 1700	John A. Dyer, Pres. & Gen. Mgr. E. M. Hinzman, Coml. Mgr.	E. M. Rudolph, Prog. Dir. K. F. Freda, Prom. Mgr. E. L. Flotts, Technical Dir.	Associated UP
CHICAGO 11	WGN 1924	720 50,000	WGN Inc. 441 N. Michigan Ave. Superior 0100	MBS	Col. Robert R. McCormick, Pres. Frank P. Schrelber, Mgr. William A. McGuineas, Coml. Mgr.	Buckingham W. Gunn, Prog. Supvr. Bruce W. Dennis, Pub. Rel. Dir. Carl J. Meyers, Dir. of En- gineering	Keenan & Eickelberg Standard AP, UP, INS, Reuters
CHICAGO 11	WIND	560 5,000	Johnson Kennedy Radio Corp. 400 N. Michigan Whitehall 2170	Paul Harper, Pres. Ralph L. Atlask, Gen. Mgr. John T. Carey, Coml. Mgr.	Howard Miller, Prog. Dir. Alexis Tellis, Prom. Mgr. Kenneth Shirk, Chief Engr.	Pearson Standard AP, UP, INS
CHICAGO 1	WJJD 1934	1160 50,000 L-KSL	WJJD Inc. 230 N. Michigan Ave. State 5466	Wol- verine	Marshall Field, Pres. Arthur F. Harre, Gen. Mgr. Frederick G. Harm, Coml. Mgr.	Mark Russell, Prog. Dir. Ed Short, Prom Mgr. Walter F. Myers, Chief Engr.	Avery-Knodei Capitol Standard Cole Associated UP
CHICAGO 7	WLS 1924	890 50,000 ST-WENR	Agricultural Broadcast- ing Co. 1230 W. Washington Blvd. Monroe 9700	ABC	Burridge D. Butler, Pres. Glenn Snyder, Gen. Mgr. Harold Safford, Coml. Mgr.	John Baker, Prog. Dir. Don Finlayson, Prom. Mgr. Tom Rowe, Chief Engr.	Blair Standard AP, UP, INS TP
CHICAGO 54	WMAQ 1922	670 50,000	Naticnal Bcstg. Co. Merchandise Mart Superior 8300	NBC	Niles Trammell, (NBC) Pres. I. E. Showerman, Vice Pres. & Gen. Mgr. Paul McCluer, Network Sales Mgr.	Jules Herbuveaux, Prog. Mgr. Oliver Morton, Local Sales Mgr. Howard C. Luttgens, Chief Engr.	NBC Spot Thesaurus Standard AP, UP, INS
CHICAGO 10	WMBI	1110 5,000 L-KFAB, WBT	The Moody Bible Insti- tute of Chicago 153 Institute Place Michigan 1570	Dr. William Culbertson, Pres. Robert L. Constable, Gen. Mgr.	Robert Parsons, Prog. Dir. A. P. Frye, Chief Engr.	World UP
CHICAGO 12	WSBC 1925	1240 250 SH-WCRW, WEDC	Radio Station WSBC 2400 W. Madison St. Monroe 9060	Robert O. Miller, Gen. Mgr. & Prog. Dir. Julius Miller, Coml. Mgr.		Forje SESAC Cole MacGregor UP

"We're One of the Family in Midwest America!"

A few of the thousands of "local" news stories that show how WLS is "One of the Family in Midwest America." It is our intimate interest in these folks and thousands like them—in their events—in the service and entertainment we give them, that have made us "One of the Family"—have made them such loyal listeners to WLS . . . and upon loyal listeners depend advertising results.

JERSEYVILLE, ILL.—DEMOCRAT-NEWS
Friday, August 22, 1947

Former Resident Interviewed On WLS

Miss Erma Cottingham, a resident of Jerseyville, Jersey County, Illinois, until she moved to Carbonale, was among those interviewed last Monday on the WLS "Dinnerbell" program, broadcast last week direct from the state fair at Springfield.

NECEDAH, WIS.—REPUBLICAN
Thursday, August 28, 1947

RUSSELL ROBINSON, MAUSTON ON THE WLS DINNERBELL PROGRAM AT STATE FAIR

The 4-H and FFA members participated in a big way at the state fair again this year. Among Wisconsin's most outstanding Future Farmers of America who were there, was Russell Robinson of Mauston, Juneau county, who spoke on the WLS Dinnerbell program last Monday, in an interview by Russell Park, assistant farm program director of Prairie Farmer WLS.

MOWEAQUA, ILL.—NEWS
Wednesday, October 1, 1947

Mr. and Mrs. Frank Scribner and Mr. and Mrs. Ira Hanley returned Saturday from a very pleasant vacation trip through the Eastern States and Canada. Points of interest visited were Niagara Falls, The Grand Canyon of Penna., A tour of the Ford Plant in Detroit, Mich., and the WLS National Barn dance in Chicago.

MONTICELLO, IND.—HERALD-JOURNAL
Wednesday, October 8, 1947

ENJOY TRIP TO CHICAGO

Mr. and Mrs. Russell Sigman of Monticello, and Mr. and Mrs. Walter Whiteman and daughter Loretta of Idaville spent Saturday and Sunday evening in Chicago the guests of Mr. and Mrs. Ted Koepke. The afternoon was spent in sightseeing and then they all attended the WLS Barn Dance program in the evening.

NILES, MICH.—STAR
Friday, October 3, 1947

LETTER IS READ

A letter submitted to radio station WLS by Donald Hoover, of Mrs. Pauline Klopfenstein's junior high school 8-B English class was read at a broadcast yesterday. Pupils at the class submitted letters on "How I Spent My Vacation."

PRINCETON, ILL.—REPUBLICAN
Thursday, October 9, 1947

GERDES WILL TALK ON STATION WLS

Reinhard Gerdes, route 1, Princeton, will tell how he found success under America's free enterprise system when he speaks at 6:30 a. m. Thursday over radio station WLS on the "Let's Go Visiting" program. The story to be told over the air starts when Gerdes was in Germany and decided that America was the place to find his freedom and best living. He will tell how he came here 19 years ago, rented a farm and married in 1934, and acquired his own farm. Gerdes now has one of this territory's outstanding herds of Brown Swiss dairy cattle, including one cow which may establish a world's record in butterfat production. In another two months, if the cow calves, she will be awarded an official butterfat record certificate.

BROOKFIELD, ILL.—ENTERPRISE
Thursday, October 2, 1947

WLS RADIO BROADCAST TO HIGHLIGHT OBSERVANCE OF FIRE PREVENTION WEEK

Highlighting a program of instructive information for the observance of Fire Prevention Week in Brookfield will be a fifteen minute broadcast from the Gross School on Thursday, Oct. 9. The broadcast will begin at 1:15 p.m. and will be carried over the nation by radio station WLS.

CASEY, ILL.—REPORTER
Wednesday, August 13, 1947

Attending State Fair

Bill and Ina Malcom of Casey, attended the Illinois State Fair last weekend and were guests in the Prairie Farmer WLS tent.

A Clear Channel Station



CHICAGO 7

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

DIRECTORY OF STANDARD 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, 1948)

ILLINOIS (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
CICERO	WHFC 1926	1450 250	WHFC, Inc. 6138 West Cermak Road			
CLINTON	WHOW 1947	1520 1000-D	Cornbelt Bcstg. Co. 401½ S. Side Square 305	Keith Rhea, Pres. H. E. Rhea, Gen. Mgr.	Fred Harrison, Prog. Dir. H. O. Trummel, Chief Engr. Cooke Standard UP
DANVILLE	WDAN 1938	1490 250	Northwestern Publishing Co. 202 N. Hazel 1700	CBS	E. C. Hewes, Gen. Mgr. Robert J. Burow, Station & Coml. Mgr.	Honore E. Ronan, Prog. Dir. T. G. Magin, Chief Engr. McKinney World UP
DECATUR	WSOY 1924	1340 250	Commodore Bcstg. Inc. Route 48 at N. Jasper St. 5371	CBS	F. W. Schaub, Pres. Merrill Lindsay, Gen. Mgr. Charles F. Bruce, Coml. Mgr.	Bernard J. Johnson, Prog. Dir. Milburn H. Stuckwisch, Chief Engr. Weed Lang-Worth Associated AP
DEKALB	WLBK 1947	1360 500-D	DeKalb Radio Studios 153½ N. Third St. 2677	Roland Wallem } T. A. Lanes } Co-owners	Roland Wallem, Bus. Mgr. T. A. Lanes, Coml. Mgr. & Prog. Dir. Charles Green, Chief Engr. Thesaurus Cole AP
EAST ST. LOUIS	WTMV 1935	1490 250	On The Air Inc. Broadview Hotel Bridge 3424	Clarence Leich } Henry B. Walker } Owners Frank J. Prendergast, Gen. & Coml. Mgr. Elmer Willrich, Ass't Gen. Mgr.	Paul Enright, Prog. Dir. Henry Hoffman, Prom. Mgr. Erle White, Chief Engr. Weed World Cole UP
EFFINGHAM	WCRA	1090 250-D	Effingham Broadcasting Co. Box 568 1090	Willard L. Thompson, Pres. & Gen. Mgr. Joseph E. McNaughton, Coml. Mgr.	Mabel L. Thompson, Prog. Dir. Scott Franklin, Chief Engr. Holman Lang-Worth UP
ELGIN	WRMN (Construction Permit)	1490 250	The Elgin Broadcasting Co.		Geo. A. Ralston and Jerry C. Miller—partners	
EVANSTON	WNMP 1947	1590 1000-D	Evanston Broadcasting Co. 2201 Oakton St. Greenleaf 1590	Fred S. Newton, Pres. Angus D. Pfaff, Gen. Mgr.	Wayne S. Bismarck, Prog. Dir. Jack Angell, Prom. Mgr. Ladislav J. Schnedorf, Chief Engr. Standard INS
FREEPORT	WFRB 1947	1570 1000-D	Freeport Broadcasting Co. 9 N. Chicago Ave. State 436	Vincent S. Barker, Gen. Mgr. Dave Taylor, Coml. Mgr.	Bud Houghton, Prog. Mgr. Vincent S. Barker, Chief Engr. World Thesaurus AP
GALESBURG	WGIL 1938	1400 250	Galesburg Broadcasting Co. Hill Arcade 4626	MBS	Mrs. L. A. Pritchard, Pres. Kenneth Schleifer Gen. Mgr. Lee R. Kramer, Coml. & Prom. Mgr.	Betty Harler, Prog. Dir. Lee V. Rector, Chief Engr. Cooke Standard SESAC UP
HARRISBURG	WEBQ 1923	1240 250	Harrisburg Broadcasting Co. 100 East Poplar St. 28	KBS	Ingils M. Taylor, Gen. & Coml. Mgr. Wanda R. Owen, Prog. Dir.	Ken Hamilton, Prom. Mgr. Joseph R. Tate, Chief Engr. UP
HERRIN	WJPF 1940	1340 250	Orville W. Lyerla P.O. Box 179 382	MBS KBS	Orville W. Lyerla, Pres. Charles R. Cook, Gen. Mgr.	Doug Hadley, Prog. Dir. Fred Reinhardt, Prom. Mgr. Gino Monaco, Chief Engr. Pearson Standard SESAC UP
JACKSONVILLE	WLDS 1941	1180 1000-D	Edge & Korsmeyer Fox Illinois Theatre Bldg. 1180	KBS	E. J. Korsmeyer, Gen. & Coml. Mgr.	T. J. Fairburn, Prog. Dir. C. J. Cassens, Chief Engr. Standard UP
JOLIET	WJOL 1926	1340 250	Joliet Broadcasting Co. 601 Walnut St. 4761	KBS	Robert L. Bowles, Vice Pres. & Gen. Mgr. Joseph Kirby, Coml. Mgr.	Robert Schmidt, Chief Engr. McGillvra Lang-Worth AP, TP
KANKAKEE	WKAN 1947	1320 1000-D	Kankakee Daily Journal Co. 183 N. Schuyler Ave. Main 6500	Leslie C. Small, Pres. Burrell L. Small, Gen. Mgr. Bruce Brown, Station Mgr.	Wayne Center, Prog. Dir. Morris Mindel, Prom. Mgr. Robert L. Harrell, Chief Engr. World Standard AP
LaSALLE	WLPO 1947	1220 250-D	LaSalle County Broad- casting Co. Medical Arts Bldg. 3100	F. F. McNaughton } Louis F. Leurig } Partners William Holm, Gen. & Coml. Mgr.	Don Grantham, Prog. Dir. Joseph A. Terrando, Prom. Mgr. J. Harold White, Chief Engr. World Lang-Worth AP
MACOMB	WKAI 1946	1510 250-D	Macomb Broadcasting Co. 113 E. Carroll St. 1350	KBS	James C. Bailey, Pres. Lyle B. Landis, Vice Pres.	Eugene F. Spry, Prog. Dir. Leo Wilson, Chief Engr. Thesaurus SESAC UP
MATTOON	WLBH 1946	1170 250-D	Mattoon Broadcasting Co. 1632½ Broadway 3800	J. R. Livesay, Pres. & Gen. Mgr. R. O. Looper, Coml. Mgr.	Robert F. LaMere, Prog. Dir. J. R. Livesay, Chief Engr. Standard SESAC AP
MOLINE	WQUA 1946	1230 250	Moline Broadcasting Co. Radio Center 7000	MBS	Bruff W. Olin, Jr., Pres., Gen. & Prom. Mgr. Marvin L. Rosene, Vice Pres. & Coml. Mgr.	Don Stevens, Prod. Mgr. Larry Lynch, Chief Engr. T-H-S World AP
MT. VERNON	WMIX 1946	940 1000-D	Mt. Vernon Radio & Telev. Co. 121½ N. 9th St. 3500	John Russell Mitchell, Pres. Art Milward, Gen. & Prom. Mgr. Sam Virts, Coml. Mgr.	Claude Sullivan, Prog. Dir. Adrian Miller, Chief Engr. Pearson World Standard AP
OLNEY 3	WVLN 1947	740 250	Olney Broadcasting Co. 302 E. Main St. 935	KBS	Marshall H. Poole, Pres. & Gen. Mgr. Harry A. Brauer, Coml. Mgr.	John Henkes, Jr., Prog. Dir. Sidney Faulkerson, Prom. Mgr. Leander A. Smith, Chief Engr. Holman Capitol Keystone AP
PEKIN	WSIV 1945	1140 1000-D	Pekin Broadcasting Co. Arcade Bldg. 1747	W. Kenneth Patterson, Pres. & Gen. Mgr. J. Ed. Henry, Coml. Mgr.	Charles Timm, Prog. Dir. George Udry, Prom. Mgr. Emil Prandoni, Chief Engr. Sears & Ayer Standard SESAC AP

EXTRA

RESEARCH IN EASY WIN OVER GUESSWORK

Anytime—anyplace—Research beats guesswork every time the two compete. Because of that fact, there is an ever-increasing number of radio advertisers today who base their decisions on the solid support of research.

WGN, in an effort to help advertisers and agencies choose times and programs which can do the best possible job, offers *more* radio research material than any other Chicago station. In subscribing to all Hooper reports in both Chicago and Milwaukee, as well as to the Chicago area Nielsen Radio Index, and the Broadcast Measurement Bureau, we offer the continuing guidance of radio research throughout the year to our clients.

We believe that this service, together with our unequalled coverage, preferred dial position, and top Middlewestern acceptance, puts WGN in a position to do a better advertising job for *you* in Chicago.

*A Clear Channel Station ...
Serving the Middle West*



Chicago 11
Illinois
50,000 Watts
720
On Your Dial



MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13
710 Lewis Bldg., 333 SW Oak St., Portland 4

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

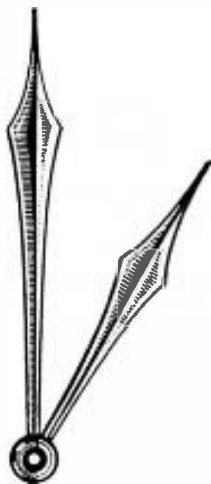
N—Non-Commercial Station. *D*—Day. *N*—Night. *ST*—Shares Time. *SH*—Specified Hours. *U*—Unlimited. *CP*—Construction Permit Issued
LS—Local Sunset. *L*—Limited Time with Dominant Station. *SA*—Special Authorization.
 (Data corrected to January 1, 1948)

ILLINOIS (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative: Transc. Librar: News Service	
PEORIA	WEEK 1947	1350 1000	West Central Bcstg. Co. Commercial Nat'l. Bank Bldg. 3-3688	NBC	Fred C. Mueller, Station Mgr. Fred L. Vance, Coml. Mgr.	Harry Eldred, Prog. Dir. Montez Tjaden, Prom. Mgr. Alden Wooster, Chief Engr.	Katz World Capitol AP
PEORIA	WIRL 1947	1290 5,000	Illinois Valley Broad- casting Co. Jefferson Bldg	ABC	Edward J. Altorfer, John M. Camp, John H. Altorfer, Katherine A. Swain and Timothy W. Swain— partners.	Robert B. Jones, Jr., Gen. Mgr.	
PEORIA ?	WMBD 1927	1470 5,000-LS 1,000-N CP-5,000-U	Peoria Broadcasting Co. First Nat'l. Bank Bldg. 7133	CBS	Edgar L. Bill, Pres. Charles C. Caley, Exec. Vice Pres. & Gen. Mgr. Donald D. Kynaston, Coml. Mgr.	Charles E. Barnhart, Prog. Dir. J. Kent Saunders, Prom. Mgr. A. James Ebel, Chief Engr.	Free & Peter Thesaurus Lang-Worth AP, UP
PEORIA ?	WMMJ 1946	1020 1000-D	Mid State Broadcasting Co. Inc. 408 Fulton St. 9164	MBS	William J. Kutsch, Pres. Joe Raber, Gen. Mgr. Al Kauffman, Coml. Mgr.	Berne Enterline, Prog. Dir. James Butler, Prom. Mgr. Theodore Giles, Chief Engr.	Pearson Standard UP
PEORIA ?	WWXL 1947	1580: CP-1590 1000-D; CP-1,000	Central Ill. Radio Corp. Hotel Jefferson 9106	Joseph H. Giddan, Pres. George W. Creemans, Oprn's Mgr. & Prog. Dir.	A. B. Kershenbaum, Coml. & Prom. Mgr. Carl Horine, Chief Engr.	Burn-Smith Associated SESAC UP, INS
QUINCY	WGEM 1947	1440 1000	Quincy Broadcasting Co. Hotel Quincy 7760	Donald F. Fischer, Pres. & Gen. Mgr. Joseph S. Bonansinga, Sales Mgr.	Richard E. Fischer, Prog. Dir. John A. Arntson, Prom. Mgr. Roger S. Whitlock, Act. Chief Engr.	T-H-S Thesaurus Lang-Worth AP, UP
QUINCY	WTAD 1926	930 1000	Lee Broadcasting Inc. W.C.U. Bldg. 6200	CBS	Lee P. Loomis, Pres. George Arnold Jr., Asst. to Pres. & Co-Mgr. Wm. T. Burghart, Local Sls. & Co-Mgr.	Merritt Milligan, Prog. Dir. Gerald Staten, Prom. Mgr. Urlin Whitman, Chief Engr.	Weed Standard AF, UP
ROCKFORD	WROK 1929	1440 1000-LS 500-N	Rockford Broadcasters Inc. Rockford Newstower 2-6621	ABC	Albert G. Simms, Pres. Walter M. Koessler, Gen. Mgr. John J. Dixon, Coml. Mgr.	Maurice P. Owens, Prog. Dir. Betty L. Thro, Prom. Mgr. Wilfred A. Smith, Chief Engr.	Headley-Reed Standard UP
ROCK ISLAND	WHBF 1925	1270 5000	Rock Island Bcstg. Co. 1800 Third Ave. 918	ABC	Leslie C. Johnson, Gen. Mgr. Maurice J. Corken, Coml. Mgr.	Forrest W. Cooke, Prog. Dir. Fern Hawks, Prom. Mgr. Robert J. Sinnett, Chief Engr.	Avery-Knodel Associated AF, UP
SPRINGFIELD	WCVS 1926	1450 250	WCBS Inc. 523 E. Capitol Ave. 9855	ABC	Harold L. Dewing, Pres.	Carroll W. Neels, Gen., Coml. & Prom. Mgr. H. L. Dewing, Chief Engr.	Sears & Ayer World AP
SPRINGFIELD	WTAX 1930	1240 100	WTAX Inc. Reisch Bldg. 2-4441	CBS	Oliver J. Keller, Pres. & Gen. Mgr. Jay A. Johnson, Ass't Mgr.	Lee Phillips, Prog. Dir. Gladys McGrew, Prom. Mgr. Eli Swaringen, Chief Engr.	Weed Thesaurus SESAC UP
TUSCOLA	WDZ 1921	1050 1000-D	WDZ Bcstg. Co. McNeill Bldg. 431	Edgar L. Bill, Pres. Charles C. Caley, Exec. Vice Pres. R. L. Stufflebam, Gen. Mgr.	Shirl Evans Jr., Prog. Dir. A. James Ebel, Chief Engr.	Free & Peter World UP
URBANA	WILL 1922	580 5000-D	U. of Illinois 1010 S. Wright St. 7-5461	George D. Stoddard, Pres. Jos. F. Wright, Gen. Mgr.	Frank E. Schooley, Prog. Dir. John R. Brugger, Chief Engr.	Thesaurus AP

INDIANA

ANDERSON	WCBC 1947	1470 1000-D	Civic Broadcasting Corp. 116 W. 12th St. 8822	Donald W. Cagley, Gen. Mgr. John J. Garrett, Jr., Coml. Mgr.	Std Grieb, Prog. Dir. Charles Bailey, Prom. Mgr. Charles Robinson, Chief Engr.	McGeehan & O'Mara World AP
ANDERSON	WHBU 1923	1240 250	Anderson Bcstg. Corp. Box 610 7791	ABC KBS	C. Bruce McConnell, Pres. John R. Atkinson, Gen. Mgr.	E. R. McCord, Prog. Dir. L. M. Shroyer, Chief Engr.	Holman Standard UP
BLOOMINGTON	WSUA 1946	1010 1000-D	Radio Station WSUA Inc. 117½ W. Kirkwood Ave. 7277	Warren G. Davis, Pres. & Gen. Mgr. Lyle Warrick, Coml. Mgr.	Gene Waters, Prog. Dir. James Rolfe, Chief Engr.	Burn-Smith World Standard UP
BLOOMINGTON	WTOM	1490 100	Fred O. Grimwood 3rd & Washington Sts. 2593	KBS	Fred O. Grimwood, Pres. T. G. Grimwood, Gen. Mgr.	Ward Glenn, Prog. Dir. Robert A. Thomason, Chief Engr.	Sears & Ayer Lang-Worth AP
BLOOMINGTON	WTSS	1370 1,000-LS 500-N	Sarkes and Mary Tarzian Bloomington			
CONNERSVILLE	WCNB	1580 250-D	News-Examiner Company 406 Central Ave.			
ELKHART	WTRC 1931	1340 250	Truth Publishing Co. Inc. 116 S. Second St. 1340	NBC KBS	C. D. Greenleaf, Pres. R. R. Baker, Gen. Mgr. Dick Holloway, Coml. Mgr.	Darrell Dunham, Prog. Dir. Hank Davis, Prom. Mgr. Lester Zellmer, Chief Engr.	Burn-Smith World Standard UP
EVANSVILLE	WEOA 1936	1400 250	WFBM Inc. 24 N. W. 3rd St. 4-9215	CBS	Harry M. Bitner Jr., Pres. Don Menke, Gen. Mgr.	William R. Fall, Prog. Dir. & Prom. Mgr. Robert Wilson, Chief Engr.	Katz Lang-Worth INS
EVANSVILLE	WGBF 1925	1260 5000-LS 1000-N	On the Air Inc. 519 Vine St. 2-1171	NBC	Clarence Leich, Gen. & Coml. Mgr.	Pat Roper, Prog. Dir. E. P. Schoeny, Chief Engr.	Weed World UP
EVANSVILLE	WKY 1947	820 250-D	South Central Bcstg. Corp. Mt. Auburn 48284	J. A. Engelbrecht, Pres. & Gen. Mgr. George F. Stoltz, Chief Engr.		Burn-Smith Associated Capitol AP



The Clock Struck One...

EVEN before we were one year old, we were honored with our first award—the Billboard award for outstanding achievement in single campaign promotion.

But the award was not for isolated promotion of a single sponsored show. Rather for WSUA's ability to draw from the community concerted community response to a WSUA objective. (We'll do it for your product, too.)

Southern Indiana's most important event since the war was the Centennial Celebration of the Monon Railroad. WSUA was the only Southern Indiana station selected to cooperate in furthering its success. WSUA worked in Bloomington. It worked in towns up and down the railroad. In short, the power and progressiveness of WSUA was felt in *all* its eleven primary area counties. Counties which spent, in 1946, \$143,470,000 for retail purchases.*

We don't consider award winning an end in itself. Rather, an indication of what a young station with able management, sincere blending of all its skill and energy, can do to encourage community response. Response? We got it. And before the clock struck one.

**Sales Management, Survey of Buying Power, May, 1947.*



WSUA

BLOOMINGTON, INDIANA

1000 WATTS AT 1010



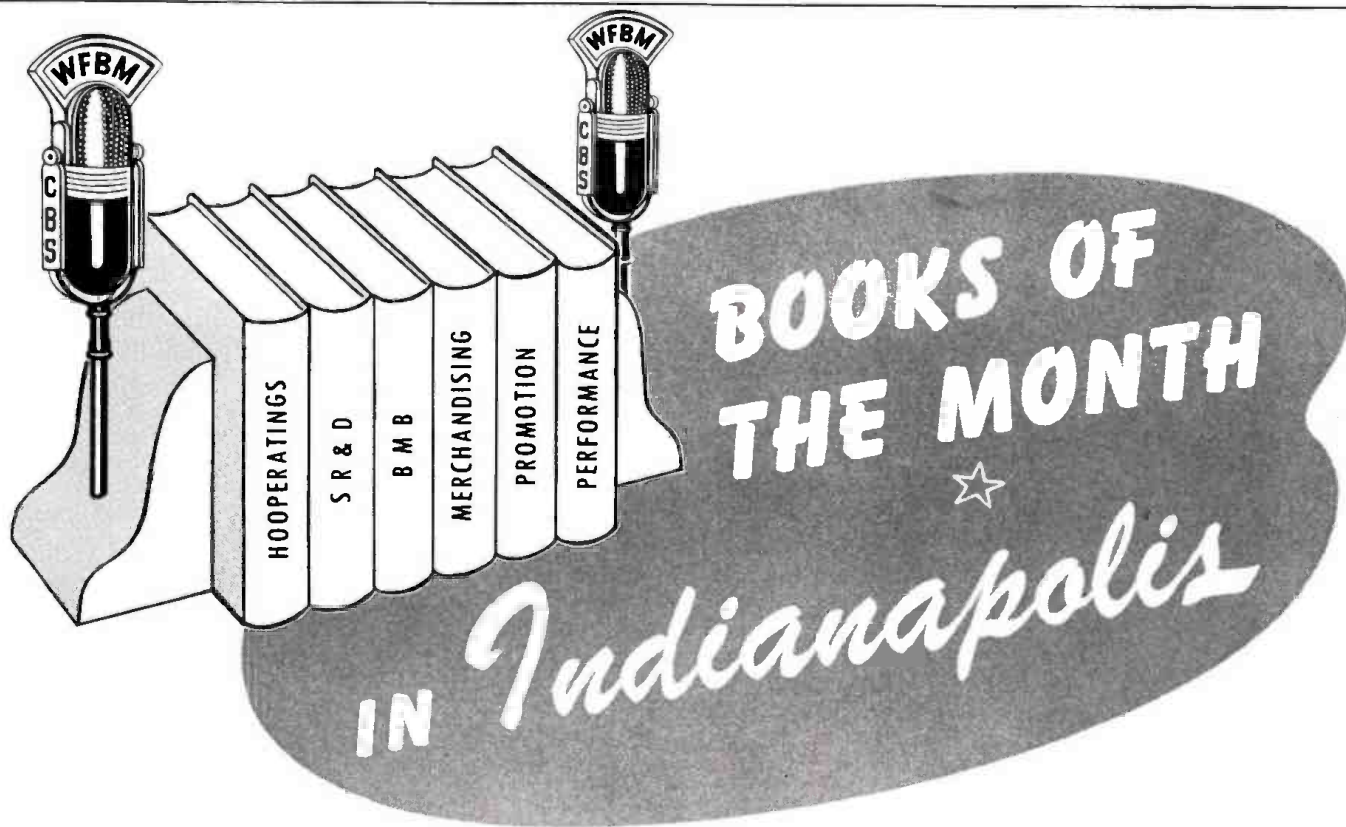
WARREN G. DAVIS, Pres.-Gen. Mgr.
BURN SMITH, National Representative

DIRECTORY OF STANDARD 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, 1948)

INDIANA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Librai News Service	
EVANSVILLE	WJPS (Construction)	1330 5,000-LS 1,000-N permit)	WJFS Inc. 411 American Bldg.			
FT. WAYNE	WANE (Construction)	1450 250 permit)	Radio Ft. Wayne Inc. Lincoln Bank Tower			
FORT WAYNE 2	WFTW 1947	1090 1000-D	Fort Wayne Bcstg. Inc. 220 E. Jefferson St. Anthony 2295	Edward G. Thomas, Pres. & Gen. Mgr. William Aldrich, Coml. Mgr.	Rex W. Moad, Prog. Dir. Burn-Smith Associated Thesaurus UP	
FORT WAYNE 2	WGL 1924	1250 1000	Farnsworth Telev. & Radio Corp. 201 W. Jefferson St. Eastbrook 3366	NBC	E. A. Nicholas, Pres. Pierre Boucheron, Gen. & Coml. Mgr.	Norman Widenhofer, Prog. Dir. & Prom. Mgr. Don Holzapfer, Chief Engr.	Headley-Reed Lang-Worth Standard AP, UP
FORT WAYNE 6	WKJG 1947	1380 5000	Northeastern Indiana Bcstg. Co. 3802 S. Calhoun St. Harrison 6111	MBS	William A. Kunkel Jr., Pres. Hilliard Gates, Station Mgr. Norman A. Stewart, Sales Mgr.	Calo O. Mahlock, Prog. Mgr. Tom Copeland, Chief Engr.	Raymer World AP, UP
FORT WAYNE 2	WOWO 1925	1190 10,000	Westinghouse Radio Sta- tions Inc. 925 S. Harrison Anthony 2136	ABC	Walter Evans, Pres. Walter E. Benoit, V. P. J. B. Conley, Gen. Mgr. R. G. Duffield, Station Mgr.	P. E. Mills, Sales Mgr. C. W. Vandagriff, Prog. Mgr. Hilda C. Woehrmeyer, Adv. & Sales Prom. Supvr. Bruce Ratts, Chief Engr.	NBC Spot Capitol UP
HAMMOND	WJOB 1940	1230 250	South Shore Bcstg. Corp. 449 State St. Sheffield 8400	O. E. Richardson, Gen. Mgr. Robert C. Adair, Coml. Mgr.	Sam Weller, Prog. Dir. Stanley Strasburg, Chief Engr.	McGillvra Associated SESAC UP
INDIANAPOLIS 4 ...	WBBW (Construction)	1550 250-D permit)	Associated Broadcasters			
INDIANAPOLIS 4 ...	WFBS 1939	1260 5000	WFBS Inc. 48 Monument Circle Lincoln 8506	CBS	Harry M. Bitner, Chmn. of Bd. Harry M. Bitner Jr., Gen. Mgr. William F. Kiley, Coml. & Prom. Mgr.	Frank O. Sharp, Prog. Dir. Harold S. Holland, Chief Engr.	Katz Associated AP, INS
INDIANAPOLIS 6 ...	WIBC 1938	1070 5000	Indiana Bcstg. Corp. 30 W. Washington St. Lincoln 2305	MBS	R. M. Fairbanks, Pres. Kenneth W. Church, Gen. Mgr. Samuel R. White, Coml. Mgr.	Ed Mason, Prog. Dir. Harry E. Adams, Chief Engr.	Blair Associated Lang-Worth World AP, UP
INDIANAPOLIS 6 ...	WIRE 1929	1430 5000	Indianapolis Bcstg. Inc. Claypool Hotel Riley 1541	NBC	Eugene C. Pulliam, Pres. Willard C. Worcester, Vice Pres. & Gen. Mgr. Daniel C. Park, Gen. Sales Mgr.	Ralph Goshen, Local Sales Mgr. William L. Dean, Prog. Dir. Eugene E. Alden, Chief Engr.	Pearson AP, UP
INDIANAPOLIS 8 ...	WISH 1941	1310 5000-LS 1000-N	Universal Bcstg. Co. 215 Board of Trade Bldg. Market 6345	ABC	Frank E. McKinney, Pres.	William Frosch, Prog. Dir. Reid C. Chapman, Prom. Mgr. Stokes Gresham Jr., Chief Engr.	Free & Peter Standard AP
KOKOMO	WKMO 1941	1400 250	Kokomo Bcstg. Corp. 400½ N. Main St. 5171	CBS KBS	Dr. R. S. Taylor, Pres. Joseph W. Jordan, Gen. Mgr. Bert Julian, Coml. Mgr.	Frank Gregory, Prog. Dir. & Prom. Mgr. George Palmer, Chief Engr.	Radio Adve tising Lang-Worth UP
LAFAYETTE	WBAA 1922	920 5,000-LS 1,000-N	Purdue U. Hall of Music 92-2147	F. L. Hovde, Pres. Jim Miles, Gen. Mgr. & Prog. Dir. John DeCamp, Prod. Supvr.	John Henderson, Education Supvr. Ralph Townsley, Chief Engr.	Thesaurus UP
LAFAYETTE	WASK 1942	1450 250	WFAM Inc. 324 Ferry St. 4300	MBS	O. E. Richardson, Pres. & Coml. Mgr. Joe Spring, Gen. & Prom. Mgr.	B. A. Spring, Prog. Dir. Harry C. Garba, Chief Engr.	McGillvra World UP
LA PORTE	WLOI (Construction)	1540 250-D permit)	P. O. Box 381 LaPorte 3675	Hoyt H. Scott, Pres. & Prog. Dir. Dr. Edward Young, Gen. Mgr. I. S. Rumely, Coml. Mgr.		
MARION	WBAT 1947	1600 500-D	Marion Radio Corp. 303½ S. Adams St. 5500	John H. Bone, Pres., Gen. & Prom. Mgr. R. Douglas Garwood, Coml. Mgr.	Allen J. Jeffries, Prog. Dir. Richard H. Mitchell, Chief Engr.	Walker World AP
MICHIGAN CITY ...	WIMS 1947	1420 1000-D	Northern Indiana Bcstrs. Inc. 415 Franklin St. 4980	O. E. Richardson, Pres. E. R. Herkner, Gen. Mgr.	R. Schilling, Chief Engr.	Lorenz & Thompson World UP
MUNCIE	WLBC 1936	1340 250	Donald A. Burton P. O. Box 271 4403	CBS KBS	Donald A. Burton, Pres. & Gen. Mgr. W. F. Craig, Coml. & Prom. Mgr.	Lee W. Allerton, Prog. Dir. M. M. Crain, Chief Engr.	Walker Holman Thesaurus AP
RICHMOND	WKBV 1947	1490 250	Central Broadcasting Corp. 25 S. Ninth St. 1156	MBS	G. F. Albright, Gen. Mgr. Roland Nusbaum, Coml. & Prom. Mgr.	A. F. Schroy, Ass't. Mgr. Louis J. Dunning, Prog. Dir. & Chief Engr.	Lang-Worth SESAC UP
SOUTH BEND 4	WHOT 1944	1490 250	South Bend Bcstg. Corp. 434 S. St. Joseph St. 3-4135	ABC	C. Bruce McConnell, Pres. Wm. H. Spencer, Gen. & Coml. Mgr.	Ted Vernasco, Prog. Dir. C. J. Fajkowski, Prom. Mgr. David Maltby, Chief Engr.	Weed Associated AP



"HOOPERATINGS:" In 1947, WFBM was tops in Total Rated Time Periods more than any other Indianapolis station.

"STANDARD RATE AND DATA:" More listeners per dollar is an accepted fact among national and local advertisers who consistently buy WFBM.

"BROADCAST MEASUREMENT BUREAU:" An over-all higher percentage of listeners in central Indiana counties than any other reported Indianapolis station.

"MERCHANDISING:" Special field work and personal retail contact . . . every week in the year.

"PROMOTION:" Taxiposters, point-of-sale, theater play-bills, newspaper, direct mail . . . hard punching and consistent.

"PERFORMANCE:" Live or transcribed shows or announcements receive skilled and professional attention in the details of experienced broadcasting.



WFBM
INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

DIRECTORY OF STANDARD 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
LS—Local Sunset. *L*—Limited Time with Dominant Station. *SA*—Special Authorization.
 (Data corrected to January 1, 1948)

INDIANA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Library News Service	
SOUTH BEND	WJVA (Construction permit)	1580 250-D	St. Joseph Valley Bcstg. Corp. 214 W. Wayne St. 3-8668	B. W. Redifer, Pres. & Gen. Mgr. Carroll Reynolds, V. P., Station Mgr. & Prog. Dir. H. Parker, Coml. Mgr.	Dale Roberts, Prom. Mgr. F. J. Bock, Chief Engr.	Burn-Smith Capitol Lang-Worth Standard UP
SOUTH BEND 26	WSBT 1922	960 5000	South Bend Tribune Tribune Bldg. 3-6161	CBS	F. A. Miller, Pres. R. H. Swintz, Gen. Mgr. N. B. Welch, Coml. Mgr.	Marcus Boyden, Prog. Mgr. Walter Sweitzer, Prom. Mgr. H. G. Cole, Chief Engr.	Raymer Standard Capitol UP
TELL CITY	WTCJ (Construction permit)	1230 250	James Roland Brewer			
TERRE HAUTE	WBOW 1927	1230 250	Banks of the Wabash Inc. 303 S. Sixth St. Crawford 5034	NBC	W. Ferrall Rippetoe, Gen. & Coml. Mgr. Leo Baxter, Prog. Dir.	Madeline K. Barry, Prom. Mgr. Donald Aldrich, Chief Engr.	Weed World AP, UP
TERRE HAUTE	WTHI 1945	1480 1000	Wabash Valley Bcstg. Corp. 120 S. 7th St. Crawford 8485	ABC	Raymond J. Kearns, Pres. Joseph M. Higgins, Gen. Mgr.	Arnold C. Johnson, Prog. Dir. G. F. Lee, Chief Engr.	Free & Peters Lang-Worth UP
VINCENNES	VAOV	1450 250	Vincennes Newspapers Inc. 320 Busseron St. 787	MBS	Eugene C. Pullian, Pres. Howard Greenlee, Gen. Mgr. Edward R. Raasch, Station Mgr. Robert Harris, Coml. Mgr.	Vernon Paule, Prog. Dir. Dale Young, Prom. Dir. Eugene E. Aiden, Chief Engr.	Pearson Lang-Worth UP

IOWA

AMES	*WOI 1921	640 5,000-D	Iowa State College Ames 2500	Richard B. Hull, Gen. Mgr. & Prog. Dir. Richard F. Vogl, Ops. Mgr.	Edward P. Wegener, Prom. Mgr. L. L. Lewis, Chief Engr.	Standard World AP, UP
BOONE	*KFGQ 1923	1260 250-D	Boone Biblical College			
BURLINGTON	KBUR 1941	1480 250	Burlington Bcstg. Co. Nat'l Bank Bldg. 680	ABC Tall Corn	Dan T. Riley, Pres. Gerard B. McDermott, Gen. Mgr. Robert W. Frudeger, Sales Mgr.	Layton K. Hurst, Prog. Dir. David Steinle, Prom. Mgr. John Gallino, Chief Engr.	T-H-S Thesaurus SESAC UP
CEDAR RAPIDS	KCRG 1947	1600 5,000	The Gazette Co. 104 First St. S.W. .19.	MBS	Joseph F. Hladky, Vice Pres. & Secy. George C. Biggar, Gen. Mgr. Neil C. Conkinn, Coml. Mgr.	Pat Patterson, Prog. Dir. Edna A. Herbst, Publ. & Prom. Dir. Wayne L. Babcock, Chief Engr.	Weed Standard Associated AP, INS
CEDAR RAPIDS	WMT 1922	600 5000	American Bcstg. Station Inc. Paramount Theatre Bldg. 6127	CBS Mid-States	Mrs. Helen S. Mark, Owner Wm. E. Dolph, Exec. Vice Pres. Wm. B. Quarton, Gen. Mgr. Donald D. Sullivan, Coml. Mgr.	Douglas B. Grant, Prog. Dir. Leo F. Cole, Prom. Mgr. George F. Hixenbaugh, Chief Engr.	Katz Lang-Worth World AP, UP, INS
CLINTON	KROS 1941	1340 250	Clinton Bcstg. Co. 246 Fifth Ave. So. 448	MBS Tall Corn	W. S. Jacobsen, Pres. Morgan Sexton, Gen. Mgr. Walter Teich, Coml. Mgr.	Robert J. Bodden, Prog. Dir. Vern Gielow, Prom. Mgr. Gilbert Andrew, Chief Engr.	T-H-S Standard UP
COUNCIL BLUFFS	KSWI 1947	1560 500-D	Nonpareil Bcstg. Co.	Tall Corn			
CRESTON	KSIB 1946	1520 1,000-D	Southwest Iowa Bcstg. Co. Radio Center 55	KBS Tall Corn	Arthur Horning, Pres. E. M. Horning, Bus. & Prom. Mgr. Charles T. Webb, Coml. Mgr.	Ray W. Heinen, Prog. Dir. Louis A. Polen, Chief Engr.	T-H-S Standard SESAC AP
DAVENPORT	KSTT 1946	750 250-D	Davenport Bcstg. Co. Inc. 324 Main St. 2-3525	MBS	Hugh R. Norman } Owners A. M. McGregor } Hugh R. Norman, Gen. Mgr. A. M. McGregor, Coml. Mgr.	Pat Alan, Prog. Dir. David Breister, Chief Engr.	AP
DAVENPORT	WOC 1922	1420 5,000	Tri-City Bcstg. Co. 1000 Brady St. 3-3661	NBC	Col. B. J. Palmer, Pres. Buryl Lottridge, Vice Pres. & Gen. Mgr. L. O. Fitzgibbons, Coml. Mgr.	Charles Freburg, Prog. Dir. Jane Boom, Prom. Mgr. Paul Arvidson, Chief Engr.	Free & Peters Lang-Worth Thesaurus UP
DECORAH	KDEC 1947	1240 250-D SH	Telegraph-Herald 600 Leif Ericsson Drive	MBS Tall Corn			
DECORAH	*KWLC 1926	1240 250-D SH	Luther College 600 Leif Ericsson Drive 690	O. J. H. Preus, Pres. Paul Borge, Gen. Mgr. & Prog. Dir.	Gerry Karlton, Prom. Mgr. Oliver Eittrlein, Chief Engr.	
DES MOINES	KCBC 1947	1390 1,000	Capital City Broadcast- ing Co. Plymouth Bldg. 4-3151	MBS	George O'Dea, Pres. Sidney J. Pearlman, Gen. Mgr. Allan Carnutt, Coml. Mgr.	Dale Morgan, Prog. Dir. Wayne Crew, Prom. Mgr. Bob Brown, Chief Engr.	Burn-Smith Lang-Worth AP
DES MOINES	KIOA 1948	940 10,000-LS 5,000-N	Independent Broadcast- ing Co. 10th & Mulberry	John W. Boier, Pres. & Gen. Mgr. Edward Buckley, Treas. Joseph Rosenfield, Secy.	Donn A. Clayton, Prog. Dir. Mary Tucker, Prom. Mgr. Lloyd Amoo, Chief Engr.	World Associated UP, INS
DES MOINES 4	KRNT 1947	1350 5,000	Cowles Broadcasting Co. 715 Locust St. 3-2111	ABC Mid-States	Gardner Cowles, Pres. Phil Hoffman, Gen. Mgr. Bob Dillon, Coml. Mgr.	Charles Miller, Prog. Dir. Joe Hudgens, Prom. Mgr. Charles Quentin, Chief Engr.	Katz Standard Associated AP, UP
DES MOINES 9	KSO 1932	1460 5,000	Murphy Bcstg. Co. Tenth at Grand Ave. 30571	CBS	Kingsley H. Murphy, Pres. George J. Higgins, Gen. & Coml. Mgr.	Edmund J. Linehan, Prog. Dir. Don V. Shoemaker, Prom. Mgr. F. E. Bartlett, Chief Engr.	Headley-Reed World AP, UP



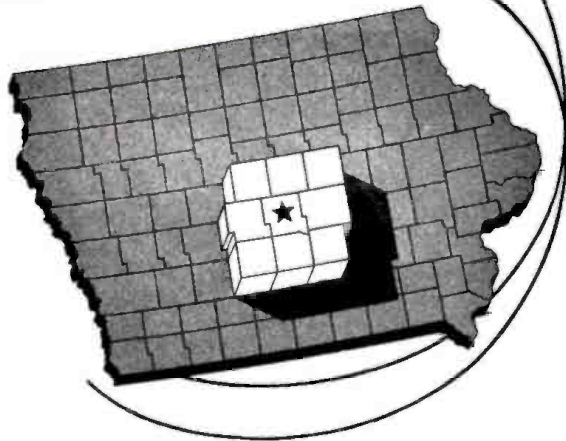
PEOPLE listen to certain radio stations more than others *because they like what they hear.*

For example, Des Moines has four* radio stations, each of which has daytime coverage throughout the nine counties emphasized on the map at the right. In addition other stations "come in" with sufficient strength to warrant very considerable audiences.

Normally you might expect WHO to get 25% of the audience in these nine counties. The 1947 Iowa Radio Audience Survey shows, from 5:00 a.m. through 6:00 p.m., WHO's 9-county average percentage of all radio listening is 66.4%!

There is only one answer to such listener-preference. That answer is *Top-Notch Programming—Outstanding Public Service.* Write for your copy of the 1947 Iowa Radio Audience Survey and see for yourself.

*At the time of the 1947 Iowa Radio Audience Survey—May 1947



WHO

+ for Iowa PLUS +

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President
 P. A. Loyet, Resident Manager
 FREE & PETERS, INC., National Representatives

DIRECTORY OF STANDARD 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, 1948)

IOWA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Libra News Service	
DES MOINES 9	KUMB (Construction permit)	740 250-D	Radio Station Des Moines Inc. Paramount Bldg. 3-5175	Myron J. Bennett, Pres. & Gen. Mgr.	World UP	
DES MOINES 9	KWDM 1947	1150 1,000	Des Moines Bcstg. Corp. 407 Fifth Ave.	Tall Corn	George W. Webber, Pres. Robert L. Webber, Gen. Mgr. James L. Kelehan, Coml. Mgr.	T-H-S Capitol Associated AP	
DES MOINES 7	WHO 1924	1049 50,000	Central Bcstg. Co. 914 Walnut St. 3-7147	NBC	Col. E. J. Palmer, Pres. Paul A. Loyet, Resident Mgr. Harold Fulton, Coml. Mgr.	Free & Peter Thesaurus Lang-Worth SESAC AP, UP, INS	
DUBUQUE	KDTH	1370 1,000	Telegraph Herald 8th & Bluff 1603	MBS Tall Corn	F. W. Woodward, Pres. K. S. Gordon, Gen. Mgr. G. K. Downey, Coml. Mgr.	T-H-S Standard AP	
DUBUQUE	WKBB 1923	1490 250	Dubuque Bcstg. Co. 505 Main St. 572	ABC	James D. Carpenter, Pres. & Prom. Mgr. Harry Hatzenbuehler, Coml. Mgr. L. Vaughn Gayman, Ass't. Mgr.	Radio Adver tising World UP	
FORT DODGE	KVFD 1938	1400 250	Northwest Bcstg. Co. Warden Bldg. Walnut 3761	MBS Tall Corn	Edward Breen, Pres. & Gen. Mgr. Mae Challberg, Office Mgr.	T-H-S UP	
FORT MADISON	KXGI (Construction permit)	1360 500-D	Hawkeye Broadcasting Co. Marquette Bldg.	Willis L. Ashby } Billy M. Arron } Partners John F. Courrier }		
IOWA CITY	WWSUI 1919	910 5,000	The State U. of Iowa Iowa City 80511	Carl H. Menzer, Gen. Mgr.	John Highlander, Prog. Dir. S. J. Ebert, Chief Engr.	Thesaurus AP
IOWA CITY (Construction permit)	800 1,000-D	Johnson County Broad- casting Co. Iowa City	Robert E. J. Snyder, Pres. Herbert D. Olson, Prog. Mgr.		
KEOKUK	KOKX 1947	1310 250-D	Keokuk Bcstg. Co. 5th & Main Sts. 235	Tall Corn	H. W. Stadler, Pres. George B. Adkisson, Gen. & Coml. Mgr.	E. J. Lessinger, Jr., Prog. Dir. Cy Farr, Prom. Mgr. Walton W. Wilson, Chief Engr.	Webber T-H-S Lang-Worth UP
MARSHALLTOWN	KFJB 1923	1230 250	Marshall Electric Co. 136 W. Main St. 3361	MBS Tall Corn	Paul E. Millen, Gen. Mgr. Bill Theek, Coml. Mgr.	Ray F. Bennett, Prog. Dir. Paul G. Norris, Prom. Mgr. Jim Dickens, Chief Engr.	T-H-S Webber Standard UP
MASON CITY	KGLO 1937	1300 5,000	Lee Radio Inc. 12 Second St. NE 2800	CBS	Lee P. Loomis, Pres. Herbert R. Ohrt, Gen. Mgr. Lloyd D. Loers, Coml. Mgr.	Walter J. Rothschild, Natl. Sales Mgr. William G. Suter, Prog. Dir. Roger Sawyer, Chief Engr.	Weed Standard AF, UP
MASON CITY	KSMN (Construction permit)	1010 1,000-D	Mohawk Bcstg. Co. Mason City	Robert M. Carson, Pres. & Gen. Mgr. N. W. Rice, Coml. Mgr.		
MASON CITY (Construction permit)	1490 250	Mason City Broadcasting Co.	Louis Wolf } Abbot E. Wolf } Partners J. George Wolf } W. Robert Wolf }		
MUSCATINE	KWPC 1917	860 250-D	Muscatine Bcstg. Co. Ltd. Mulberry & Houser Sts. 860	Tall Corn	George J. Volger, Gen. & Coml. Mgr.	Virgil Godfrey, Prog. Dir. John Hanlon, Chief Anncr. Elmer Christenson, Chief Engr.	T-H-S Thesaurus Capitol UP
OTTUMWA	KBIZ 1941	1240 250	KBIZ, Inc. 117 East Main St. 5600	MBS	James J. Conroy, Pres. & Gen. Mgr. Eleanor M. Haling, Station Mgr.	Milo Knutson, Prog. Dir. Richard Meier, Prom. Mgr. Wayne Hatchett, Chief Engr.	World UP
SHENANDOAH	KFNF 1924	920 1,000-LS 500-N ST-KUSD	KFNF Inc. 407 Sycamore St. PBX 1	Henry Field } John Nicolson } Owners Frank Stubbs, Gen. & Coml. Mgr.	Marion Stubbs, Prog. Dir. Robert Barkman, Chief Engr.	Griffith World Standard AF
SHENANDOAH	KMA 1925	960 5,000	May Bcstg. Co. Lowell & Elm Sts. 192	ABC MBS	Edward W. May, Pres. Owen Saddler, Gen. Mgr. H. O. Peterson, Coml. Mgr.	Glen Harris, Prog. Dir. W. H. Bailey, Prom. Mgr. R. J. Schroeder, Chief Engr.	Avery-Knode Cole SESAC AP, UP
SIOUX CITY	KCOM (Construction permit)	620 1,000	Commercial Associates, Inc.			
SIOUX CITY 1	KSCJ 1927	1360 5,000	Perkins Bros. Co. 415 Douglas St. 5-7993	CBS	W. R. Perkins, Pres. E. T. Flaherty, Station & Coml. Mgr.	Elizabeth Sammons, Prog. Dir. Jean Harraday, Prom. Mgr. S. C. Dier, Chief Engr. Alvin H. Smith, Ass't. Chief Engr.	Hollingbery World Lang-Worth SESAC Cole AP
SIOUX CITY	KTRI 1938	1470 5,000	Sioux City Bcstg. Co. Commerce Bldg. 8-0165	MBS Tall Corn	Dietrich Dirks, Pres. & Gen. Mgr. Charles Butler, Coml. Mgr.	Sheldon Singer, Prog. Dir. Will Easterley, Chief Engr.	T-H-S UP
SPENCER	KICD	1240 250	Iowa Great Lakes Bcstg. Co. Box 631 45	MBS Tall Corn	Ben. B. Sanders, Pres. & Gen. Mgr. Henry P. Cate, Coml. Mgr.	Mason Dixon, Prog. Dir. Bob Sterenberg, Prom. Mgr. Clarence Touw, Chief Engr.	T-H-S World Standard AP
WATERLOO	KAYX 1946	1090 1,000-D	Waterloo Bcstg. Co. 620½ Lafayette St. 6851	Tall Corn	C. R. Miller, Pres. A. W. Triggs, Station & Coml. Mgr.	Cole McMartin, Prog. Dir. Stanley Whitman, Chief Engr.	Webber T-H-S Thesaurus Lang-Worth UP
WATERLOO	KWWL 1947	1320 1,000-D	Black Hawk Bcstg. Co. Russell-Lamson Hotel 2-9333	Ralph J. McElroy, Pres. & Gen. Mgr. W. Lyle Harvey, Coml. Mgr.	Gene P. Loffer, Prog. Dir. Vern E. Baumgartner, Chief Engr.	Associated AP
WATERLOO	KJEL 1942	1540 50,000	Josh Higgins Bcstg. Co. Insurance Bldg. 3-3371	ABC	Joe DuMond, Pres. & Gen. Mgr. A. J. DuMond, Coml. Mgr.	Emlyn Owen, Prog. Dir. Elizabeth M. Gahre, Prom. Mgr. Don E. Kassner, Chief Engr.	Avery-Knode Standard SESAC AP

In the Professions —

In Industry —

In the Arts —

Specialization has enabled men to
perform near miracles

IN RADIO
IN IOWA

ONLY K.F.N.F. HAS SPECIALIZED IN 'FARM'
RADIO EXCLUSIVELY—SINCE 1924.

In the Midwest's Richest Farm Market
The "Shenandoah" Regional Market
Dollar-wise Time Buyers choose

K.F.N.F.

"The Friendly Farmer Station"

For availabilities, wire or phone Frank Stubbs, Shenandoah, Iowa

DIRECTORY OF STANDARD 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, 1948)

KANSAS

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Librar. News Service	
ARKANSAS CITY ...	KSOK 1947	1280 1,000-D	Travelers Publishing Co. Home Nat'l Bank Bldg. 2666	Oscar S. Stauffer, Pres. George E. Lindman, Gen. Mgr. S. C. Thompson, Asst. Mgr. & Coml. Mgr.	Don Chadd, Prog. & Prom. Mgr. Ed H. Howe, Chief Engr.	Lorenzen & Thompson Standard AP
ATCHISON	KVAK 1939	1450; CP-1470 250; CP-1,000	S. H. Patterson 622½ Commercial St. 1420	MBS KBS	S. H. Patterson, Pres. Leslie D. Cox, Jr., Station & Coml. Mgr.	Kenneth D. Gooding, Prog. Dir. & Coml. Mgr. Louden Gingery, Chief Engr.	Rambeau Keystone MacGregor AP
COFFEYVILLE	KCGF 1947	690 1,000-LS; 500-N CP-1,000	Midwest Bcstg. Co. Inc. Journal Bldg. 147	ABC	Fay N. Seaton, Pres. Bert H. Powell, Station Mgr. E. B. Spoonamore, Coml. Mgr.	Robert L. Pratt, Prog. Dir. J. Sarto Jaminet, Chief Engr.	Weed Thesaurus World AP
COLBY	KXXX 1947	790 5,000-D	Western Plains Broad- casting Co. Cooper Hotel 790	John B. Hughes, Pres. & Gen. Mgr. Dan E. Bellus, Sales Mgr.	George E. Nickson, Prog. Dir. Urban L. Lynch, Chief Engr.	Holman Associated Thesaurus INS
DODGE CITY	KGNO 1930	1370 1,000-LS 250-N	Dodge City Bcstg. Co. Globe Bldg.	KBS			
EL DORADO	KTMP (Construction permit)	1360 1,000-D permit	Tom Potter 1517 Commerce St., Dallas, Tex.			
EMPORIA	KTSW 1938	1400 250	Emporia Bcstg. Co. 613 Merchant St. 153	MBS KBS	Julian L. Hill, Gen. Mgr. Steve B. Ayiword, Sales Mgr.	Mrs. Robert Grimm, Prog. Dir. Bobb Mott, Prom. Mgr. Paul Daniels, Chief Engr.	World Standard AP
GARDEN CITY	KGAR (Construction permit)	1050 1,000-D permit	Albert B. Pyatt 411 N. 3rd St.			
GARDEN CITY	KIUL	1240 250	Telegram Publishing Co. Box 343 666	MBS KBS	Frank D. Conard, Pres. Ed Lovelace, Jr., Gen. Mgr. Tony Jewell, Ass't Mgr.	John Melcum, Prog. Dir. Bob Bryant, Chief Engr.	Thesaurus Cole UP
GOODLAND	KWGB 1947	730 1,000-D	Goodland Bcstg. Co. Box 88 331	James E. Blair, Owner & Gen. Mgr. J. Melvin Gulick, Sales Mgr.	George Bradley, Prog. Dir. Ralph C. MacClellan, Chief Engr.	World Lang-Worth INS
GREAT BEND	KVGB 1937	1590 5,000	KVGB Inc. 2103 Forest Ave. 1080	MBS	R. C. Russell, Pres. Clem Morgan, Vice Pres., Gen. & Coml. Mgr.	Ray Beals, Prog. Dir. & Prom. Mgr. Leo Legleiter, Chief Engr.	Pearson Lang-Worth SESAC UP
HAYS	KAYS (Construction permit)	1400 250 permit	KAYS, Inc. 2401 Hall St.			
HUTCHINSON	KWBW 1935	1450 250	Nations Center Bcstg. Co. 101 E. Avenue A 5202	NBC	William Wyse, Pres. & Gen. Mgr. Lee Biggs, Station Mgr. George Alden, Ass't Mgr.	John Swafford, Chief Engr.	Lang-Worth AP
HUTCHINSON	KWHK 1946	1190 1,000-D	James E. Murray 12 West 5th St. 3-100	KBS	James E. Murray, Owner Vern Minor, Gen. Mgr. Frank Bartley, Coml. & Prom. Mgr.	Sherwood Parks, Prog. Dir. Millard Clary, Chief Engr.	Griffith Thesaurus AP
INDEPENDENCE	KIND (Construction permit)	1010 250-D permit	Central Bcstg. Co. Inc. First Nat'l Bank Bldg. 1822	J. Nelson Rupard, Pres. & Gen. Mgr. E. J. Barani, Coml. Mgr.	Harry C. Butterfield, Chief Engr.	
KANSAS CITY	KCKN 1925	1340 250	(See Kansas City, Mo.)			
LAWRENCE	*KFKU 1924	1250; CP-1310 5,000-LS 1,000-N ST-WREN	University of Kansas			
LEAVENWORTH	KCLO (Construction permit)	1410 500-D permit	Alf M. Landon			
MANHATTAN	*KSAC 1924	580 5,000-LS 500-N ST-WIBW	Kansas State College Manhattan	Milton S. Eisenhower, Pres. of College	L. L. Longdorf, Prog. Dir. Bernard Holbert, Chief Engr.	
PITTSBURG	KOAM 1937	860 10,000-LS 5,000-N	Pittsburg Bcstg. Co. P. O. Box 603 2165	NBC	E. V. Baxter, Pres. & Coml. Mgr. R. E. Wade, Gen. Mgr. & Prog. Dir.	Leo Stafford, Chief Engr.	Pearson World AP
PITTSBURG	KSEK 1947	1340 250	Pittsburg Publishing Co. Hotel Besse Bldg. 742	Oscar S. Stauffer, Pres. James M. Griffith, Gen. Mgr. Gordon Griffith, Coml. Mgr.	Jeanne Lothead, Prog. Dir. Melvin Carter, Prom. Mgr. Wm. D. Brosseau, Chief Engr.	Lorenzen & Thompson Lang-Worth Cole AP
SALINA	KSAL 1937	1150 1,000; CP-5,050-LS 1,000-N	KSAL Inc. Journal Bldg. 100	MBS	R. J. Laubengayer, Pres. R. V. Jensen, Gen. Mgr.	N. E. Vance, Jr., Chief Engr.	Pearson Lang-Worth Standard AP
TOPEKA	KAWM (Construction permit)	1560 500-D permit	Kaw Broadcasting Inc. 125 Kansas Ave.			
TOPEKA	KJAY (Construction permit)	1440 5,000-LS 1,000-N permit	S. H. Patterson 908 Kansas Ave. 8890	S. H. Patterson, Chief Owner David G. Roberts, Station Mgr.	N. J. Patterson, Chief Engr.	Rambeau

1947—A Bonanza Year in KANSAS!

Earnings of Soil Up 500 Millions

By Alvin McCoy

(Reprinted from the "Kansas City Star") (Reprinted in the "New York Herald Tribune", September 22, 1947)

Nearly two billion dollars! That figure represents a close estimate of the total gross value of farm and mineral products that will be yielded by the rich soil of Kansas this year.

The dollar value of Kansas products from the soil and beneath the soil in 1947 will be approximately 1,800 million dollars. It is far higher than any previous figure on record. It is a half-billion dollars higher than in 1946.

Kansas hasn't merely hit the jackpot. It has found a Klondyke, a Cripple Creek strike, and a California gold rush, all in the products of the soil. The figure does not take into account manufactured goods, wages and other economic factors. It represents the value of crops, minerals and livestock from the soil and beneath the soil.

A 500-million-dollar increase! The amount seems beyond belief. Every one knows that farming Kansas is basking in undreamed-of prosperity; that banks are swollen with deposits, and that producers have become increasingly aware of Federal taxes. But few realized how much better off the state would be compared with prosperous 1946.

Never has more dollar wealth been represented in Kansas in its farm crops, its livestock, its oil, gas and other minerals from the soil.

Kansas, a state of producers, is riding high. Compared with the 1,300 million dollars gross value of the same products in 1946, the gain is a half-billion dollars—nearly equal to the entire yield in some years.

The value of Kansas production from the land this year will average about \$970 for every person in the state.

The greatest part of the half-billion-dollar gain is in the increased price for farm crops. Crop values will be roughly \$315,000,000 more than last year; livestock about \$100,000,000 and oil and gas about \$68,000,000.

The astounding wheat crop accounts for well more than half of this year's gain, or an estimated \$265,625,000 increase, based on today's price. The Department of Agriculture has estimated the 1946 crop at 216,768,000 bushels, worth an average of \$1.83 a bushel, or a total value of \$396,685,000. The 1945 crop was valued at \$309,829,000.

Compared with these exceptional yields and prices, this year's tremendous crop was estimated at 294,360,000 bushels.

It was well more than one-fourth the hard winter wheat produced in the entire United States. Estimates are that about one-half the crop has been sold. Around harvest time the price was about \$2 a bushel on the farm. Today's price is around \$2.50. Using \$2.25 as an average price for the 1947 crop, it will be worth approximately \$662,310,000 to Kansas.

Estimates by the U. S. D. A. for Sept. 1 placed the Kansas corn crop at 44,567,000 bushels, a 19-million-bushel drop from last year's yield of 63,231,000 bushels. This year's short crop, at \$2 a bushel, will be worth \$89,132,000. Last year's crop at \$1.31 was worth \$82,833,000.

Following are the estimated gross yields of various products by groups, compared with the 1946 report of the Department of Agriculture for farm products:

All Crops ...	\$933,784,000	\$618,292,000
Livestock ...	624,802,000	526,122,000
Oil and gas ...	212,000,000	144,170,184
Coal, lead, zinc ...	15,769,000	16,493,800
Totals ...	\$1,786,355,000	\$1,305,077,184

The Kansas hay crop, next in value, shows a gain of \$8,000,000 over 1946. Estimates of 2,925,000 tons at \$15 a ton would place the value at \$43,875,000. This gain is due wholly to increased yield of 900,000 tons, since last year's unit price was \$15.40.

Livestock, on much rougher calculations, will show about a \$38,000,000 gain in cattle, \$33,000,000 in hogs,

and \$12,000,000 in milk and milk products.

Cattle and calves added weight valued at \$255,789,000 in 1946. Since production is down about 10 per cent, and prices have advanced 25 per cent, a 15 per cent gain estimate was used. This shows gross production at \$294,157,000.

With a 10 per cent increase in the spring pig crop, and possibly an equal one this fall, plus a 30 per cent price increase, the \$81,436,000 production value of hogs in 1946 was increased to \$114,000,000. Sheep numbers have increased about 15 per cent, and price about 40 per cent.

The total value of Kansas oil and gas produced in 1947 will be \$212,000,000. About \$12,000,000 will be in gas.

The state oil production in 1946 was 96,504,922 barrels, valued at \$136,304,000. Gas income was estimated at \$7,865,284. Oil production in the first eight months of 1947 indicate an annual figure of about 102,000,000 barrels. Price has jumped from \$1.25 to \$1.40 a barrel April 1, 1946, to a range of \$1.70 to \$1.95 a barrel March 25, 1947.

Coal production, estimated at a value at the mine of \$7,500,000 in 1946, probably will be worth \$9,180,000 this year.

When the \$30-a-ton government subsidy on zinc was stopped June 30, production fell off 50 per cent. The value of zinc production this year may drop several million dollars.

Deposits in the 435 state banks are higher, but have not yet fully reflected the increased values of 1947. Yet they increased \$20,000,000 in twelve months. Demand deposits June 30, 1947, were \$499,478,558, compared with \$479,477,532 June 30, 1946.

Kansas churches have paid off their mortgages. Kansas farmers have bought land, invested in bonds, and are improving the home. Solvency in farming Kansas is at an all-time high.

REAP THE CREAM OF THIS CROP IN THE VERY HEART OF CENTRAL KANSAS

KWBW HUTCHINSON - KANSAS **KWBW-FM**

Established 1935
William Wyse, Owner

NBC AFFILIATES
101 East Avenue "A"
Phone 5202

First FM Station in Central Kansas
Lee Biggs, Manager

DIRECTORY OF STANDARD 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, 1948)

KANSAS (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Librai News Service
TOPEKA	KTOP 1947	1490 250	T. Hall Collinson Norville G. Wingate 212 West 6th St. 2-9335	MBS	T. Hall Collinson } Own- Norville G. Wingate } ers T. Hall Collinson, Gen. Mgr. Wendell Elliott, Coml. Mgr.	Lorenzen & Thompson Capitol AP
TOPEKA	WIBW 1924	580 5,000 ST-KSAC	Topeka Bcstg. Assn. Inc. 1035 Topeka Bl'vd. 3-2377	CBS	H. S. Blake, Pres. Ben Ludy, Gen., Coml. & Prom. Mgr.	Capper Standard AP, UP
TOPEKA	WREN 1926	1250 5,000 ST-KFKU	WREN Bcstg. Co. Inc. WREN Bldg. 2-0505	ABC	R. C. Jackman, Pres. Verl Bratton, Gen. Mgr. Larry Cotton, Coml. Mgr.	Hollingbery Thesaurus UP
WICHITA	KAKE 1947	1240 250	KAKE Bcstg. Co. Inc. 416 W. Douglas 4-9369	MBS	Mark H. Adams, Pres. Clark A. Luther, Vice Pres., Gen. & Coml. Mgr.	Rambeau World AP
WICHITA	KANS 1946	1480 5,000-LS 1,000-N	Kansas Bcstg. Inc. 1015 N. Broadway 4-2387	NBC	O. L. Taylor, Pres. & Chief Owner Archie J. Taylor, Gen. Mgr. H. W. Allen, Coml. Mgr.	T-H-S Lang-Worth AP, UP
WICHITA 1	KFBI 1923	1070 10,000-LS 1,000-N	Farmers & Bankers Bcstg. Corp. 200 E. First St. 2-1447	ABC	H. K. Lindsley, Pres. Robert K. Lindsley, Gen. Mgr. D. W. McCoy, Coml. Mgr.	Hollingbery Capitol UP
WICHITA 2	KFH 1923	1330 5,000	Radio Station KFHC Co. KFH Bldg. 2-4491	CBS	M. M. Murdock, Vice. Pres. & Gen. Mgr. Plez S. Clark, Bus. Mgr. Frank Mathews, Nat'l Sales & Prom. Mgr.	Petry Lang-Worth AP, UP
WICHITA	KWBB (Construction permit)	1420 500-D	Wichita Beacon Bcstg. Co. Beacon Bldg.	Louis LeVand, Max LeVand and John LeVand—Part- ners	

KENTUCKY

ASHLAND	WCMI 1937	1340 250	The Ashland Bcstg. Co. Box 949 3010	CBS	Gilmore N. Nunn, Pres. Charles C. Warren, Gen. & Coml. Mgr.	John W. Fell, Prog. Dir. & Prom. Mgr. Clarence W. Weaver, Chief Engr.	Pearson World Thesaurus UP
BOWLING GREEN	WKCT 1947	930 1,000-N	Daily News Bcstg. Co. 415½ Park Row 2640	J. Ray Gaines, Pres. Paul R. Huddleston, Gen. Mgr. Jack Wilson, Coml. & Prom. Mgr.	Joe Calloway, Prog. Dir. David Dodd, Chief Engr.	Associated Capitol SESAC UP
BOWLING GREEN	WLBJ 1940	1340 250	Bowling Green Broad- casting Corp. Fairview & Lehman Ave's. 1340	MBS KBS	Ken D. Given, Pres. & Gen. Mgr. E. A. Finley, Coml. Mgr.	Joe Hamilton, Prog. Dir. William Kuznitsof, Prom. Mgr. Frank Bleisner Jr., Chief Engr.	Burn-Smith Lang-Worth AP
CAMPBELLSVILLE	WTCO 1947	1150 1,000-D	South Central Ky. Bcstg. Co. Main St. 250	H. T. Parrott, Pres. Dr. Paul Shirley, Vice-Pres. James Shacklette, Secy., Treas. & Gen. Mgr.	J. B. Crawley, Chief Engr.	UP
CORBIN	WCTT 1947	1400 250	Corbin Times-Tribune 308 S. Main St. 1071	MBS KBS	J. Springer Robinson, Pres. John L. Crawford, Gen. Mgr. S. G. Hembree, Coml. Mgr.	Wing G. Campbell, Prog. Dir. Russell Henson, Chief Engr.	Thesaurus AP
COVINGTON	WZIP 1947	1050 250-D	WZIP Inc. 6th & Madison Ave.			
DANVILLE	WHIR 1947	1230 250	Commonwealth Broad- casting Corp. P.O. Box 234 1230	W. T. Isaac, Pres. & Coml. Mgr. David B. Highbaugh, V. P. & Prog. Dir.	James D. Russell, V. P. & Tech. Dir.	World Capitol UP
FRANKFORT	WFKY 1945	1490 250	Frankfort Bcstg. Co. 104 E. Main St. 2509	MBS	Leslie W. Perkins, Pres. Marshall L. Peace, Gen. & Commercial Mgr.	Earl Davis, Prog. Dir. Stanley Frakes, Chief Engr.	World AP
GLASGOW	WKAY	1490 250	Glasgow Bcstg. Co. Happy Valley Road 632	Gordon Brown, Pres. Russell J. Pirkey, Gen. & Coml. Mgr.	Edward C. Lockwood, Chief Engr.	Griffith Capitol World UP
HARLAN	WHLN 1941	1230 250	Blanfox Radio Co. Harlan 625	MBS KBS	R. B. Helms, Pres. & Gen. Mgr. C. E. Whikehart, Coml. Mgr. & Prog. Dir.	Jean Sutton, Prom. Mgr. J. Francke Fox, V. P. & Chief Engr.	Burn-Smith Standard Cole AP
HAZARD	WKIC 1947	1340 250	BMG Broadcasting Corp. Box 621	MBS			
HENDERSON	WSON 1941	860 500-D	Henderson Broadcasting Co. Inc. Zion Road 3923	MBS	Pierce E. Lackey, Pres. Hecht S. Lackey, Gen. & Coml. Mgr.	Tom F. Murray, Prog. Dir. & Prom. Mgr. Vernon R. Nunn, Chief Engr.	Sears & Ayer World AP, UP
HOPKINSVILLE	WHOP 1940	1230 250	Hopkinsville Broadcast- ing Co. Inc. Cadiz Road 1025	CBS KBS	Pierce E. Lackey, Pres. F. Ernest Lackey, Gen. & Coml. Mgr.	Katherine Peden, Prog. Dir. Charles Stratton, Prom. Mgr. Leo Y. Wilson, Chief Engr.	Sears & Ayer World Cole AP, UP
LAWSON	WMTC (Construction permit)	730 1,000-D	Kentucky Mountain Holiness Assn. Vancleve, Ky.			

SOCRATES HAD "SOCK!"

Sound old Socrates would present time buying facts in this logical manner.

PREMISE I—Kansas farmers have more money to spend than at any other time in history.

PREMISE II—WIBW, by actual survey, is the station most preferred and most listened to by these ready-to-buy farm families.

CONCLUSION—To sell more of your goods or services to more families in Kansas and adjoining states... use WIBW.

Darned good logic, Soc! And it's equally good business reasoning for 1948 or any other year because—

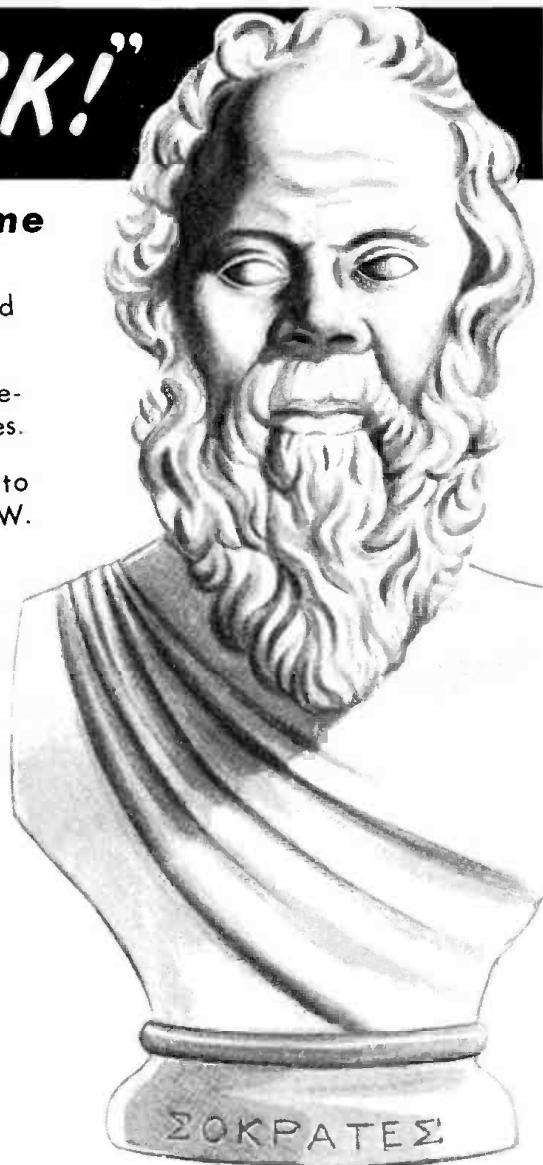
WIBW HAS SOCK!

... selling sock, Mr. Advertiser, and here's why! WIBW always has been a farm station. For almost a quarter-century we've faithfully served our listeners on farms and in small agricultural communities. As a result, we're as much a part of their daily life as their ultra-modern farm machinery and equipment.

Our buying recommendations are acted upon ... quickly ...

because these First Families of Agriculture are rich. Long years of bumper crops were climaxed in 1947 by the largest wheat crop in history ... and which brought record prices.

We offer you this staggering new purchasing power as a plus ... a value over and above WIBW's demonstrated ability to startle you with sales results even in average times.



Carefully Planned Farm Service Builds Audience, Confidence, Sales



Long ago, our listeners learned that WIBW was always first with farm news, market reports, and dependable information on advanced farming methods. WIBW cooperates closely with 4-H Clubs, county agents, and men's and women's farm organizations.

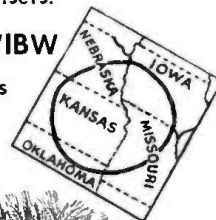


WIBW's Farm Service Director covers the entire Midwest in our "Flying Rooster" plane. On-the-spot tape recordings are made at important farm meetings, demonstrations, or in the fields and barns of successful farmers. Flown back to the studio immediately, our vast farm audience "attends" these meetings later in the day at a time that does not interfere with their work. Long years of this "one step ahead" service has

built outstanding listener acceptance for WIBW and equally outstanding sales results for our advertisers.

By Logic and by Facts—It's WIBW

Independent surveys show that in this rich farm market bounded only by our 1/2mv line, WIBW is the station most preferred and most listened to by farm and small town families. Plan your sales attack accordingly.



Serving the **First Families of Agriculture** **CBS**



Rep.: CAPPER PUBLICATIONS, Inc.

BEN LUDY
Gen. Mgr.
WIBW-KCKN

DIRECTORY OF STANDARD 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
LS—Local Sunset. *L*—Limited Time with Dominant Station. *SA*—Special Authorization.
 (Data corrected to January 1, 1948)

KENTUCKY (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Libra News Service	
LEXINGTON	WKLX 1945	1300 1,000	Fayette Bcstg. Co. Phoenix Hotel 8115	E. F. Prichard Sr., Chief Owner Ted Grizzard, Gen. Mgr. Phil Sutterfield, Ass't Mgr. Paul Ledridge, Coml. Mgr.	Walker Standard Lang-Worth Cole AP	
LEXINGTON 9	WLAP 1928	1450 250	American Bcstg. Co. Radio Bldg. 1721	ABC	Gilmore N. Nunn, Pres. J. E. Willis, Vice Pres. & Gen. Mgr. Miller Welch, Coml. Mgr.	J. B. Faulconer, Prog. Dir. Doris Holtzclaw, Prom. Mgr. Sanford Helt, Chief Engr.	Pearson World Thesaurus UP
LEXINGTON	WLEX 1947	1340 250	The Central Kentucky Broadcasting Co.			
LOUISVILLE	WAVE 1927	970 5,000	WAVE, Inc.	NBC			
LOUISVILLE 2	WGRC 1936	1400 250	Northside Bcstg. Corp. Kentucky Home Life Bldg. Wabash 8871	MBS	J. Porter Smith, Pres. & Coml. Mgr. Charles L. Harris, Vice Pres. & Gen. Mgr.	Ward V. Hatcher, Prog. Dir. H. R. Hunter, Prom. Mgr. Perry W. Esten, Chief Engr.	Walker Lang-Worth World Standard AP, UP
LOUISVILLE 2	WHAS 1922	840 50,000	WHAS Inc. 300 W. Liberty St. Wabash 2211	CBS	Barry Bingham, Pres. Victor A. Sholls, Director.	J. Mac Wynn, Sales Dir. Peter R. Disney, Prog. Dir. Sandy Sanders, Publ. Dir. Orrin W. Towner, Tech. Dir. D. C. Summerford, Asst. Tech. Dir.	Petry World Standard Associated SESAC AP, UP
LOUISVILLE 2	WINN 1940	1240 250	Kentucky Bcstg. Corp. Earle Hotel Wabash 5148	ABC	Mrs. Nelle M. Kendrick, Pres. Harry McTigue, Gen. Mgr. G. F. Bauer, Coml. Mgr.	M. K. McCarten, Prog. Dir. H. E. Roberts, Prom. Mgr. E. G. Rinn, Chief Engr.	T-H-S MacGregor SESAC Standard Cole AP
LOUISVILLE 2	WKYW 1946	900 1,000-D	Radio Kentucky Inc. 431 W. Jefferson St. Clay 4811	F. Eugene Sandford, Pres. & Treas. Edwin E. S. Weldon, Vice Pres. & Station Mgr.	David M. Wilburn, Prog. Dir. Stephen A. Cislser, V. P. & Operations Mgr.	Burn-Smith Associated Capitol Standard Cole AP
LOUISVILLE	WLOU (Construction permit)	1570 1,000-D	Louisville Bcstg. Corp.			
LOUISVILLE (Construction permit)	1080 5,000-LS 1,000-N	Mid-American Broad- casting Corp. Starks Bldg.			
MADISONVILLE	WCIF	730 250-D	Madisonville Bcstg. Co. Box 27 1297	Pierce E. Lackey, Pres. T. E. Brewer, Gen. Mgr.	L. Conrad Brewer, Prog. Dir. Evers Mick, Chief Engr.	Standard AP
MAYFIELD	WKTM 1946	1050 1,000-D	Mayfield Bcstg. Co. Inc. Mayfield Hotel 46	Frank Evans, Pres. Pierce Lackey, Gen. Mgr. Wayne R. Morgan, Coml. & Prom. Mgr.	James Motheral, Prog. Dir. Ernie Pell, Chief Engr.	Sears & Ayer Standard AP
MAYFIELD	WNGO 1947	1320 1,000-D	West Ky Bcstg. Co. Inc. P.O. Box 41 1204	Rev. H. M. Suthard, Pres. & Chief Owner. Kenneth Z. Turner, Gen. & Coml. Mgr.	Lynn Lemond, Prog. Dir. James Ray Turner, Chief Engr.	Thesaurus SESAC AP
MAYSVILLE	WFTM (Construction permit)	1240 250	Standard Tobacco Co. Inc. Maysville 245	C. P. Clarke, Pres. J. M. Finch Jr., Secy. & Treas. J. W. Betts, Gen. & Coml. Mgr.	Ross Edwards, Prog. Dir. William Martin, Chief Engr.	World UP
MIDDLESBORO	WMIK (Construction permit)	560 500-D	The Middlesboro Broad- casting Co. Box 500			
MIDDLESBORO	WWPN (Construction permit)	1490 250	Pinnacle Bcstg. Co.			
NEWPORT	WWNL (Construction permit)	1110 1,000-D	Tri-City Bcstg. Co.			
OWENSBORO	WQMI 1937	1490 250	Owensboro Bcstg. Co. Byars Ave. & Livermore Road 420	MBS KBS	Lawrence W. Hager, Pres. Hugh O. Potter, Gen. & Prom. Mgr. Marshall Bruner, Ass't Mgr.	Norman Hall, Prog. Dir. Leslie Goodaker, Chief Engr.	Burn-Smith Lang-Worth AP
OWENSBORO	WVJS 1947	1420 1,000	Owensboro On the Air Inc. 320 Allen St. 3408	Vincent J. Steele, Pres. Malcolm Greep, Gen. Mgr. Jack McLean, Coml. Mgr.	Lee C. Meredith, Prog. Dir. John T. Rutledge, Prom. Dir. Robert Earl Jagoe, Chief Engr.	Rambeau Thesaurus World INS
PADUCAH	WKYB 1946	800 1,000-D	Paducah Newspapers Inc. 504 Kentucky Ave. 800	MBS	Edwin J. Paxton Sr., Pres. E. J. Paxton Jr., Gen. Mgr. Sam Livingston, Coml. Mgr.	Neil McIntyre, Prog. Dir. Ray Hogg, Prom. Mgr. C. G. Sims, Chief Engr.	Burke, Kuiper & Mahoney Associated Standard AP
PADUCAH	WPAD 1930	1450 250	Paducah Bcstg. Co. Inc. Taylor Bldg. 4100	CBS	Pierce E. Lackey, Pres. W. Prewitt Lackey, Gen. & Coml. Mgr.	Evelyn Carroll, Prog. Dir. Gene Peak, Prom. Mgr. U. C. Morris, Chief Engr.	Sears & Ayer Lang-Worth World Cole AP, UP
SOMERSET	WSFC 1947	1240 250	Southeastern Bcstg. Co. Pinnell-Ledford Bldg.			
VERSAILLES	WVLK (Construction permit)	590 1,000	Bluegrass Bcstg. Co. Inc. Logan-Heim Memorial Lib. 654	MBS	A. B. Chandler, Pres. W. D. McCammish, Gen. & Coml. Mgr.	Edwin L. Rogers, Prog. Dir. Margaret Middendorf, Prom. Mgr. Henry C. Hall, Chief Engr.	T-H-S SESAC INS

THE MARKET

Chemical Manufacturing Center of the Deep South

Mammoth plants of the Standard Oil Company of N. J., Ethyl Corp., Solvay Process Co., Consolidated Chemical Industries, Inc., Copolymer Corp., Permanente Metals Corp., The Mengel Company and others employ more than 15,000 skilled workers whose earnings are in excess of \$1,500,000.00 each week.

Highest Per Capita Income of Any Parish in the State

Metropolitan Baton Rouge is proud that its per capita income of \$1,237 is higher than the national average of \$1,115. Retail sales in area shown on BMB map for the first 8 months of 1947 were greater than \$314,000,000.00

Center of Great Agricultural Activity

The country's most delicious strawberries, the South's fastest growing cattle region, the hub of the world's sugar wealth and the birthplace of the famous sweet potato—all in the Baton Rouge area.

Fourth Largest Gulf Port

250 miles from the Gulf of Mexico, the Baton Rouge port handles 7,500,000 tons of freight each year.

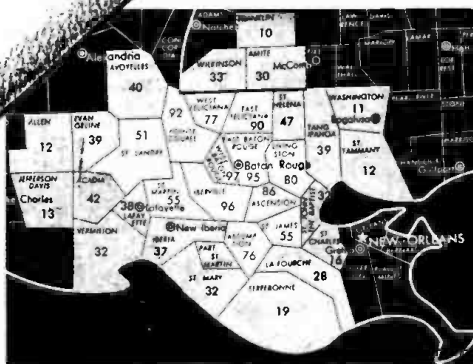


THE MEDIUM

Operating with 5000 watts on 1150 kilocycles, WJBO dominates this rich market of more than 550,000 steadily employed, highly paid people. Excellent broadcast facilities and announcing staff plus a clear signal insure results. Plan to include Baton Rouge and WJBO in your next schedule.



WJBO REACHES THIS RICH, BUSY MARKET WHERE 80% OF THE HOMES HAVE ONE OR MORE RADIOS!



Daytime Coverage Light Area 50%; shaded 10-49%
Base Map (c) BMB 1946 Reprints Available

WJBO

1150 ON YOUR DIAL 5000 WATTS
BROADCASTING • Telecasting

BATON ROUGE, LA.

Also operating WBRL Pioneer FM Station in the Deep South

Affiliated with
THE BATON ROUGE STATE-TIMES AND MORNING ADVOCATE

Represented nationally by
GEORGE P. HOLLINGBERY COMPANY,
LOS ANGELES & SAN FRANCISCO, CHICAGO, NEW YORK, ATLANTA



AFFILIATE

1948 Yearbook Number • Page 137

DIRECTORY OF STANDARD 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, 1948)

LOUISIANA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Librar News Service	
NEW ORLEANS	WDSU 1923	1280 5,000	Stephens Bcstg. Co. Hotel Monteleone Raymond 7135	ABC Louisiana	E. A. Stephens } H. G. Wall } Partners Fred Weber } Fred Weber, Gen. Mgr. J. J. Flanagan, Ass't Mgr.	Charles Price, Coml. Mgr. Stanley Holiday, Prog. Dir. Sylvia B. Gilck, Prom. Mgr. Lindsey Riddle, Chief Engr.	Blair Associated Lang-Worth AF, UP
NEW ORLEANS 12	WJBW 1926	1230 250	Charles C. Carlson 924 Canal St. Magnolia 3488	C. C. Carlson, Pres. & Gen. Mgr. Pat J. Shannon, Coml. & Prom. Mgr.	Harry Nigocia, Prog. Dir. C. C. Carlson, Chief Engr.	Rambeau Capitol AF
NEW ORLEANS 13	WJMR 1945	990 250-D	Supreme Bcstg. Co. Jung Hotel Canal 0356	William Cortada, Pres. Stanley W. Ray Jr., Co-Man- ager & Coml. Mgr.	James V. Bowler, Prog. Dir. Henry Thiele, Prom. Mgr. George A. Mayoral, Co-Man- ager & Chief Engr.	Young Lang-Worth Associated UP
NEW ORLEANS 19	WNOE 1922	1450 250	James A. Noe St. Charles Hotel Raymond 0423	MBS	Governor James A. Noe. Pres. James E. Gordon, Gen., Coml. & Prom. Mgr.	Beverly Brown, Prog. Dir. A. J. Bourgeois, Chief Engr.	Burke, Kuipe & Mahoney AF
NEW ORLEANS 16	WSMB 1925	1350 5,000	WSMB Inc. Maison Blanche Bldg. Walnut 2937	NBC	E. V. Richards, Pres. H. Wheelahan, Gen. Mgr. Ted Fontelleu, Coml. & Prom. Mgr.	Harry Arthur, Prog. Dir. H. G. Nebe, Chief Engr.	Petry Lang-Worth Thesaurus AF
NEW ORLEANS	WTPS (Construction permit)	940 1,000-D	The Times Picayune Publishing Co. 601 Howard Ave. Canal 5561	H. F. Wehrmann, Gen. Mgr. John R. O'Meallie, Coml. Mgr.	Bill Seymour, Prog. Mgr.	World AF
NEW ORLEANS	WWEZ 1947	690 1,000-D	Sky Bcstg. Service Hotel New Orleans Canal 3521	A. L. Chilton, Pres. Joe A. Oswald, Gen. & Coml. Mgr. William D. Matthews, Ass't Mgr.	Bob Tompkins, Prog. Dir. Harrison Mondy, Chief Engr.	Associated AF
NEW ORLEANS 12	WWL 1922	870 50,000	Loyola University Roosevelt Hotel Raymond 2194	CBS	T. J. Shields, Pres. of Uni- versity W. H. Summerville, Gen. Mgr. Larry Baird, Coml. Mgr.	Henry P. Dupre, Prog. Dir. Jack Halladay, Prom. Mgr. J. D. Bloom, Chief Engr.	Katz World Standard AF, UP
OPELOUSAS	KJAN (Construction permit)	910 1,000	The KJAN Broadcast- ing Co.			
OPELOUSAS	KSLO 1947	1230 250	KSLO Bcstg. Co. KSLO Bldg. 3776	MBS Louisiana	W. Eugene Jones, Gen. Mgr. Frank Hollifield, Coml. Mgr.	Sidney King, Prog. Dir. Henry Y. Gantt	Sears & Ayer World UP
RUSTON	KRUS 1947	1490 250	Ruston Bcstg. Co. 105 E. No. Railroad Ave. 1490	MBS	C. E. Faulk Jr., Owner, Gen. & Coml. Mgr. Joel M. Hirsch, Station Mgr. Bea Magee, Office Mgr.	Allen Hundley Jr., Prog. Dir. Henry Shean, Chief Engr.	Lang-Worth UP
SHREVEPORT	KENT 1947	1550 1,000-LS 500-N	Frank H. Ford 311 Milam Bldg. 3-3681	MBS	Frank H. Ford, Chief Owner & Gen. Mgr. Frank H. Ford Jr., Coml. Mgr.	Todd Branson, Prog. Dir. L. J. Carlson, Chief Engr.	Walker Standard AF
SHREVEPORT "R"	KRMD 1928	1340 250	Radio Station KRMD New Jefferson Hotel 6171	ABC Louisiana	T. B. Lanford, Pres. Glenn V. Wilson, Gen. & Coml. Mgr. Elizabeth V. Alford, Prog. Dir.	William L. Switzer, Station Dir. Jane Reed, Prom. Mgr. Howard H. Hargrove, Chief Engr.	T-H-S Radio Sales World AF
SHREVEPORT	KTBS	710 10,000-LS 5,000-N	Radio Station KTBS Inc. P. O. Box 1121 3-3873	NBC	Allen D. Morris, Pres. C. K. Beaver, Gen. Mgr. Neil Cline, Coml. Mgr.	Charles Neathery, Prog. Dir. Marie Batten, Publ. Dir. C. H. Maddox, Chief Engr.	Petry Lang-Worth AF
SHREVEPORT 92	KWKH 1925	1130 50,000	International Bcstg. Corp. Commercial Bldg. 2-8711	CBS So. Central	John D. Ewing, Pres. Henry B. Clay, Gen. Mgr. Dean R. Upton, Coml. Mgr.	Robert Atherton, Prog. Dir. James T. Briggs, Prom. Mgr. W. E. Antony, Chief Engr.	Branham Lang-Worth Capitol AF, UP

MAINE

AUGUSTA	WFAU 1946	1340 250	Twin City Bcstg. Co. Inc. 160 Bangor St. 2540	MBS Yankee	Faust Couture, Pres. Robert I. Payne, Gen. & Coml. Mgr.	Normand Gallant, Prog. Dir. Theodore Weaver, Prom. Mgr. Robert Parker, Chief Engr.	Forjoe Standard AF
AUGUSTA	WRDO 1932	1400 250	WRDO Inc. 175 Water St. 2285	NBC New England	Adeline B. Rines, Pres. Jack S. Atwood, Gen. Mgr. Walter Weightman, Coml. Mgr.	Donald K. Powers, Prog. Dir. Harold T. Dinsmore, Chief Engr.	Weed, Bannan Thesaurus UP
BANGOR	WABI 1925	910 5,000	Community Broadcasting Service 57 State St.	CBS			
BANGOR	WGUY 1947	1450 250	Guy Gannett Bcstg. Serv- ices Box 732 7354	ABC	Guy P. Gannett, Pres. S. G. Henderson Jr., Mgr. Harvey M. Grant, Coml. Mgr.	Roger W. Hodgkins, Chief Engr.	Raymer Lang-Worth AF
BANGOR	WJOR 1946	1230 250	Bangor Bcstg. Service Inc. 22 State St. 5612	MBS KBS Yankee	Stephen Velardi, Pres. & Chief Engr.	Lawrence Slon, Mgr. & Prog. Dir.	Forjoe World AF
BANGOR	WLBZ 1926	620 5,000	Maine Bcstg. Co. Inc. 100 Main St. 6023	NBC	William H. Rines, Pres. Edward E. Guernsey, Ass't. Gen. Mgr.	Irving S. Hunter, Prog. Dir. John H. Wibby, Chief Engr.	Weed, Bannan UP

DOES NATURE MAKE YOU PAUSE IN WONDER (Ky.)?

Ain't nacher grand? Yep, it is — and Wonder (Ky.) is plumb full of it. But business? Wal, Bud, that's something *different*. Wonder's got flora and fauna, but darned little *else*.

Hence WAVE doesn't woo Wonder, nor otherwise beam its broadcast at the birds and the bees. We concentrate on *people*—in the Louisville Trading Area—the section in which *more business* is carried on daily than in the rest of the State, combined!

The Louisville Trading Area is the *natural* outlet for your product. And with WAVE really covering this area, at low rates—you may *pause* in Wonder, but you'll want to *stop* in Louisville! You'll commune with *buyers*, not the great outdoors. Try us — and let nature take its course!

LOUISVILLE'S WAVE

NBC Affiliate

5000 Watts . 970 KC

FREE & PETERS, INC.



NATIONAL REPRESENTATIVES

BROADCASTING • Telecasting

1948 Yearbook Number • Page 135

DIRECTORY OF STANDARD 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, 1948)

LOUISIANA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Librar News Service	
ABBEVILLE	KROF 1948	960 1,000-D	Abbeville Bcstg. Service Inc. P.O. Box 306	Lovells Hebert, Pres. George P. Martin, Gen. & Coml. Mgr.	Ebba Lou Martin, Prog. Dir. World	
ALEXANDRIA	KALB 1935	580 5,000-LS 1,000-N	Alexandria Bcstg. Co. Inc. 505½ Johnston St. 3335	ABC Louisiana	Walter H. Allen, Pres. T. B. Lanford, Secy. & Treas. Willard L. Cobb, Gen. Mgr. Fred Ohl, Station Dir.	Walter B. Meison, Local Sales Mgr. Harper Clark, Prod. & Prom. Mgr. Jesse R. Sexton, Chief Engr.	Weed World UP
ALEXANDRIA	KPDR 1946	879 1,000-LS 500-N	Central La. Bcstg. Corp. 1710 Jackson St. 9568	MBS	Eugene Levy, Pres. George I. Maston, Gen. Mgr. Albert F. Rourke, Coml. Mgr.	Nolan S. Cruise, Prog. Dir. Glen G. Peebles, Chief Engr.	McGillvra Capitol AP
ALEXANDRIA	KSYL 1947	1400 250	Radio Station KSYL P.O. Box 1489 6611	NBC	Sylvan Fox } Partner- Harold Wheelahan } ship Paul H. Goldman, Station Mgr.	Milton Fox, Coml. & Prom. Mgr. Bruce Rainey, Prog. Dir. E. W. McDonald, Chief Engr.	Hollingbery Lang-Worth AP
BASTROP	KTRY (Construction permit)	730 250-D	Morehouse Broadcast- ing Co. 217 S. Washington St.	Nathan Bolton } A. R. McCleary } Partners		
BATON ROUGE	WAFB (Construction permit)	1460 1,000-D	Modern Broadcasting Co. of Baton Rouge, Inc. 302 Louisiana Nation- al Bank Bldg.			
BATON ROUGE 1	WJBO 1934	1150 5,000	Baton Rouge Bcstg. Co. 444 Florida St. 5271	NBC Louisiana	Charles P. Manship Jr., Pres. J. Roy Dabadie, Vice Pres. & Gen. Mgr. T. E. Gibbens, Sales Mgr.	Ralph H. Sims, Prog. Dir. Douglas L. Manship, Prom. Mgr., Secy.-Treas. Vernon E. Dudley, Chief Engr.	Hollingbery World Standard AP, UP
BATON ROUGE 6	WLCS 1946	1400 250	Air Waves Inc. 204 North St. 2-4411	ABC	Harry B. Nelson, Pres. Earl H. Smith, Gen. Mgr. A. Lamar Simmons, Coml. Mgr.	Martha Hundemer, Prog. Dir. William H. Bland Jr., Chief Engr.	Burke, Kuipe & Mahone Associated Capitol Cole SESAC AP, INS
BATON ROUGE	WCLA (Construction permit)	1220 250-D	Community Bcstg. Co. Baton Rouge	G. T. Owen and } Part- Owen W. Ware } ners		
BOGALUSA	WIKC 1947	1490 250	I. K. Corkern Jr. P.O. Box 811 1906	MBS	I. K. Corkern Jr., Pres. & Gen. Mgr. J. H. Knight, Coml. Mgr.	V. Lanegrasse, Prog. Dir. I. K. Corkern Jr., Chief Engr.	World AP
CROWLEY	KSIG 1947	1450 250	Acadia Bcstg. Co. 101 N. Parkerson 1450	Louisiana	Max Thomas, Pres. & Prom. Mgr. B. Hillman Bailey Jr., Gen.	Lauren R. Staff, Coml. Mgr. Freda S. Thomas, Prog. Dir. Clovis L. Bailey, Chief Engr.	McGillvra Associated AP
HAMMOND	WIHL 1947	730 250-D	Superior Enterprises 500 West Morris St.	Joseph A. Sims and Henry A. Mentz Jr.—partners		
HAMMOND 5	WSLA 1947	1110 250-D	Hammond Bcstg. Co. 216 W. Thomas 888	MBS KBS Louisiana	Fred LeMieux, Pres. & Gen. Mgr. H. D. Hutson, Coml. Mgr.	F. A. Barberito, Prog. Dir. C. M. Kiss, Prom. Mgr. Jacob Rick, Chief Engr.	Clark AP
HOUMA	KCIL 1946	1490 250	Charles W. Lamar Jr. P.O. Box 1031 2047	MBS Louisiana	Charles W. Lamar Jr., Pres. Frank Conwell, Gen. Mgr. Dick Walsh, Coml. Mgr.	Keith Kenney, Prog. Dir. & Prom. Mgr. Donald L. Jones, Chief Engr.	Griffith World Cole AP
LAFAYETTE	KVOL 1935	1340 250	Evangeline Bcstg. Co. Inc. 519 S. Buchanan St. 336	NBC	George H. Thomas, Gen. Mgr. Lowell W. McCrary, Coml. Mgr.	Lucille M. LeBlanc, Prog. Dir. Charles T. Hook, Chief Engr.	Thesaurus MacGregor AP
LAKE CHARLES 1	KLOU 1947	1580 1,000	Frank R. Gibson 134 Clarence St. 7277	CBS Louisiana	Frank R. Gibson, Pres. H. Vernon Anderson, Gen. Mgr. G. Frank Carroll Jr., Station Dir.	Gene Cuny, Coml. Mgr. James H. Jesse, Prog. Dir. Annelle Bulchek, Prom. Mgr. Ben C. Segrest Jr., Chief Engr.	Walker Associated AP
LAKE CHARLES	KPLC 1940	1490 250	Calcasieu Bcstg. Co. Majestic Hotel 2713	NBC Louisiana	T. B. Lanford } R. M. Dean } Partners L. M. Sepaugh } David Wilson, Gen. Mgr. Jerry Bozeman, Coml. Mgr.	Claude Cunningham, Prog. Dir. Pelham Mills, Prom. Mgr. A. B. Craft, Chief Engr.	T-H-S World AP
LAKE CHARLES	KWSL 1947	1400 250	A. S. Dudley Mill Street at Lake 61401	A. S. Dudley, Owner and Gen. Mgr. W. F. Hession, Sales Mgr.	E. C. Moses, Asst. Gen. Mgr. & Chief Engr. David E. Chapman, Prog. Dir. James W. Wilson, Prod. Dir.	Lang-Worth Capitol Cole UP
MONROE	KMLB 1930	1440 5,000-LS 1,000-N	Liners Bcstg. Station Inc. P.O. Box 1723 LD 25	ABC Louisiana	J. C. Limer Sr., Pres. J. C. Limer Jr., Gen., Coml. & Prom. Mgr.	Mrs. Otto Baker Green, Prog. Dir. O. L. Morgan, Chief Engr.	T-H-S World UP
MONROE	KNOE 1944	1230 250	James A. Noe Bernhardt Bldg. 912	NBC Louisiana	James A. Noe, Pres. Robert W. Dumm, Gen. Mgr. Al Donaldson, Coml. Mgr.	Bill Stanley, Prog. Dir. C. K. Strong, Chief Engr.	Burke, Kuiper & Mahoney Associated Capitol AP
NATCHITOCHE	KWCJ 1947	1450 250	Natchitoches Bcstg. Co. Box 232 2353	MBS KBS	W. H. Pierson, Pres. Charles L. Planchard, Gen. Coml. & Prom. Mgr.	Carroll C. Crew, Chief Engr.	Burke, Kuiper & Mahoney Standard AP
NEW IBERIA	KANE 1946	1240 250	New Iberia Bcstg. Co. St. Peter St. 965	MBS	George H. Thomas } J. J. Davidson } Partners D. H. Castille } George H. Thomas, Gen. Mgr.	I. I. Femrite, Mgr. Viola Legendre, Prog. Dir. Dierrel Hamm, Prom. Mgr. Joe Sweeney, Chief Engr.	Standard MacGregor UP



Ark-La-Tex a natural test market

- Leading drug and grocery firms (names sent on request) in growing numbers
- are turning to the rich Ark-La-Tex to test their new products. Here in North Louisiana, East Texas and South Arkansas are nearly 2,000,000 people with
- more than \$1,000,000,000 effective buying income. Shreveport is the distribution center for, and KWKH is the only station that influences all the industrial, agricultural and petroleum wealth of this great tri-state area. Big, 50,000-watt
- KWKH is the Number One station in a Number One market.



* 11 counties in Arkansas, 12 counties in Texas and 26 parishes in Louisiana (1946 BMB—50%-100%), served exclusively by Shreveport and KWKH.

DIRECTORY OF STANDARD 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, 1948)

MAINE (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Libra News Service	
LEWISTON	WCOU 1938	1240 250	Twin City Bcstg. Co. Inc. 223 Lisbon St. 3140	MBS Yankee	Faust Couture, Pres. John C. Libby, Gen. & Coml. Mgr. Oscar Norman, Office Mgr.	Eugene Parker, Prog. Dir. Harold Alberghini, Prom. Mgr. Donald Mason, Chief Engr.	Forjoe, Banns Standard, SESAC UP
LEWISTON	WLAM 1947	1470 5,000	Lewiston-Auburn Bcstg. Corp. 129 Lisbon St. 6500	ABC	Frank S. Hoy, Chief Owner & Gen. Mgr. Elden H. Shute, Station Mgr. Gerald T. Higgins, Coml. & Prom Mgr.	William Finkeldey, Prog. Mgr. Leslie R. Hall, Tech. Dir.	Young, Kettell-Carte Thesaurus, Capitol AP
PORTLAND 3	WCSH 1925	970 5,000	Congress Square Hotel Co. 157 High St. 2-0181	NBC New Eng- land	Adeline B. Rines, Pres. William H. Rines, Gen. Mgr. Albert W. Smith, Coml. Mgr.	Arthur Owens, Prog. Dir. John Hogan, Prom. Mgr. G. Fred Crandon, Chief Engr.	Weed, Banns Thesaurus AP, UP
PORTLAND 3	WGAN 1938	560 5,000	Guy Gannett Bcstg. Serv- ices 645a Congress St. 2-7489	CBS	Guy P. Gannett, Pres. & Gen. Mgr. Creighton E. Gatchell, Mgr. & Prom. Mgr. Arthur K. Atherton, Coml. Mgr.	Richard E. Bates, Prog. Dir. Roger W. Hodgkins, Chief Engr.	Raymer Lang-Worth AP, UP
PORTLAND 3	WMTW 1946	1490 250	The Yankee Network Falmouth Hotel 4-2649	MBS Yankee	John Shepard 3rd, Chmn. of Board William O'Neil, Pres.	Charles W. Curtin, Station Mgr. Linus Travers, Coml. Mgr.	Petry AP, INS
PORTLAND	WPOR 1946	1450 250	Oliver Bcstg. Co. Chapman Bldg. 3-8111	ABC	Murray Carpenter, Pres. & Gen. Mgr. Gordon Lewis, Ass't Mgr. James McKnight, Sales Mgr.	Richard Bronson, Chief Anncr. Roger W. Hodgkins, Chief	Avery-Knode Kettell World AP
PRESQUE ISLE 1	WAGM 1931	1450 250	Aroostook Bcstg. Corp. 180 State St. 8821	KBS	Harold E. Umbrey, Pres. Harold D. Glidden, Gen. & Coml. Mgr.	Ted Coffin, Prog. Dir. & Prom. Mgr. Lester E. Hughes, Chief Engr.	Cox & Tanz Thesaurus, Cole, SESAC, UP
WATERVILLE	WTVL 1946	1490 250	Kennebec Bcstg. Co. 36 Silver St. 370	ABC	Carleton D. Brown, Pres. & Gen. Mgr. Harold L. Vigue, Coml. Mgr.	Charles F. Halsted, Prog. Dir. Richard S. Reid, Prom. Mgr. Donald H. Sutherland, Chief Engr.	Radio Adv., Kettell-Carte Standard AP

MARYLAND

ANNAPOLIS	WANN 1947	1190 1,000-D	Annapolis Bcstg. Corp. 25 School St. 2500	Morris H. Blum, Pres. & Gen. Mgr. Thomas S. Carr, Station & Sales Mgr.	C. E. Franklin, Chief Engr.	Lang-Worth, SESAC AP, UP
ANNAPOLIS	WASL	810 250-D	Chesapeake Radio Corp. Box 612 9211	Robert L. Blalock, Pres. W. H. Dodderidge, Gen. Mgr.	Harold Stephens, Prog. Dir. Jill Allen, Prom. Mgr. J. H. Griscom Jr., Chief Engr.	World AP
BALTIMORE 18	WBAL 1925	1090 50,000	Hearst Radio Inc. 2610 N. Charles St. Hopkins 3000	NBC	Harold C. Burke, Gen. Mgr. Kenneth Carter, Coml. Mgr.	John Dickman, Prog. Dir. Richard Duncan, Chief Engr.	Petry Thesaurus, World AP, UP, INS
BALTIMORE 1	WBMD 1947	750 1,000-D	Key Bcstg. Corp. 2 W. Eager St. Vernon 8125	George E. Hull, Pres. William R. Burrier, Gen. Mgr.	Genevieve Cain, Prog. Dir. Russel H. Morgan, Chief Engr.	Associated AP
BALTIMORE 1	WCAO 1922	800 5,000	The Monumental Radio Co. 1102 N. Charles St. Vernon 0600	CBS	Lewis M. Milbourne, Pres. L. Waters Milbourne, Exec. Vice Pres. & Gen. Mgr.	Leslie H. Peard Jr., Ass't Coml. Mgr. & Prom. Mgr. George L. Filling, Prog. Dir. Martin L. Jones, Chief Engr.	Raymer Standard AP
BALTIMORE 13	WCBM 1924	1400 250	Baltimore Bcstg. Corp. Harford & North Aven- ues University 8400	MBS	John Elmer, Pres. & Coml. Mgr. George H. Roeder, Gen. Mgr.	Charles A. Roeder, Prog. Dir. Newell A. Warner, Prom. Mgr. G. Porter Houston, Chief Engr.	Weed Associated UP, INS
BALTIMORE 2	WFBR 1922	1300 5,000	The Baltimore Radio Show Inc. 10 E. North Ave. Mulberry 1300	ABC	Robert S. Maslin Sr., Pres. Hope H. Barroll Jr., Exec. Vice Pres. William S. Pirie Jr., Dir. of Nat'l Sales William R. Dothard, Dir. of Local Sales	W. B. Hanauer, Prog. Dir. Robert S. Maslin Jr., Publ. Dir. William Q. Ranft, Chief Engr.	Blair World AP, UP
BALTIMORE 3	WITH 1941	1230 250	Maryland Bcstg. Co. 7 E. Lexington St. Lexington 7808	Thomas G. Tinsley Jr., Pres. Robert C. Embry, Vice Pres.	William Warren, Prog. Dir. James A. Duff, Chief Engr.	Headley-Reed Standard, Lang-Worth AP
BALTIMORE	WMAR (Construction permit)	850 1,000	A. S. Abell Co. Baltimore and Charles Sts.	E. K. Jett, V. P.		
BETHESDA- CHEVY CHASE	WBCC 1947	1120 250-D	Broadcast Management Inc. 5 Wilson Lane Oliver 2800	Willard D. Egolf, Pres. Parker H. Jones, Secy.- Treas.	William L. Browne, Prog. Dir. John Haskell, Sales Prom. Mgr. Vernon Story, Chief Engr.	Lang-Worth, Associated AP, UP
CAMBRIDGE	WCMD 1947	1240 100	The Cambridge Co. Cambridge	James H. Littlepage Thomas P. Littlepage Jr. } Partnership John Schneider, Coml. Mgr.		Standard UP
CUMBERLAND 1	WTBO 1928	1450 250	Cumberland Bcstg. Co. 31 Frederick St. 299	NBC	Aurelia S. Becker } Part- Charles Z. Heskett } ners Aurelia S. Becker, Pres. Gen. & Coml. Mgr.	Edwin F. Hinkle, Prog. Dir. David W. Jefferies, Chief Engr.	World AP, UP

W T B O

1928

1948

CUMBERLAND
MARYLAND

THE BUYING AUDIENCE OF THREE
STATES* DEPENDS ON WTBO FOR
RELIABLE SALES MESSAGES.

IN AFFILIATION WITH:
THE NATIONAL BROADCASTING CO.

* MARYLAND (WESTERN)
PENNSYLVANIA (SO. CENTRAL)
W. VIRGINIA (NO. CENTRAL)

DIRECTORY OF STANDARD 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, 1948)

MARYLAND (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Librar News Service
CUMBERLAND	WCUM (Construction permit)	1490 100	The Tower Realty Co. 222 E. Baltimore St., Baltimore, Md.		
EASTON (Construction permit)	1480 1,000	Easton Bcstg Co., Inc. Easton	John N. Critchlow Sr., Pres.	
ESSEX	WSID 1947	1570 1,000-D	Sidney H. Tinley Jr. 136 Eastern Ave. 2400	Sidney H. Tinley Jr., Pres. Albert C. Goldbach, Gen. Mgr. Armand Terl, Coml. & Prom. Mgr.	Raymond Kay, Prog. Dir. Albert C. Goldbach, Chief Engr. Capitol, Forj MacGregor AP
FREDERICK	WFMD 1945	930 500	Monocacy Bcstg. Co. Winchester Hall 1626	CBS	Laurence Leonard, Pres. William E. Hardy, Gen. Mgr. James W. Robertson, Ass't. Gen. Mgr. & Chief Engr.	Eve Leonard, Prog. Dir. Bill Hardy, Prom. Mgr. World AP
HAGERSTOWN	WARK 1947	1490 250	Antietam Bcstg. Corp. 128 S. Prospect St. 4500	ABC	Andrew K. Coffman, Pres. Stewart W. Phillips, Gen. & Coml. Mgr.	James S. Simpson, Prog. Dir. G. Harold Brewer, Chief Engr. Radio Adver- tising Thesaurus AP
HAGERSTOWN	WJEJ 1922	1240 250	Hagerstown Bcstg. Co. Franklin Court 2323	MBS Mary- land	Grover C. Crilley, Owner & Gen. Mgr. William H. Paulsgrove, Coml. & Prom. Mgr.	Marle Whitcraft, Prog. Dir. George W. McIntire, Chief Engr. Lang-Worth, SESAC, World AP
HAVRE DE GRACE (Construction permit)	1600 500-D	Cheapeake Bcstg. Corp. Havre de Grace	Jayson T. Pate, Pres.	
PRESTON 1	WESL 1947	1370 1000-D	Eastern Shore Bcstg. Co. Preston 2491	Max Chambers, Gen. Mgr.	AP
SALISBURY	WBOC 1940	960 1,000	The Peninsula Broadcast- ing Co. Radio Park 2480	MBS	John W. Downing, Pres. Charles J. Truitt, Gen. & Coml. Mgr.	John W. Downing, Jr. Prog. Dir. Peter A. Alfonsi, Chief Engr. Burn-Smith World AP
SILVER SPRING	WGAY 1946	1050 1,000-D	Tri-Suburban Bcstg. Corp. Kemp Mill Road Shepherd 1050	John W. Kluge, Pres. Joseph L. Brechner, Gen. Mgr. Robert W. Jonscher, Coml. Mgr.	Ernest Tannen, Prog. Dir. Nick Chaconas, Chief Engr. World, SESAC AP
SILVER SPRING	WOOK 1947	1590 1,000-D	United Broadcasting Co. 8512 Georgia Ave.		

MASSACHUSETTES

BOSTON	WBMS 1946	1090 1,000-D	The Templetone Radio Mfg. Corp. 35 Court St.			
BOSTON 16	WBZ 1921	1030 50,000	Westinghouse Radio Sta- tions, Inc. 275 Tremont St. (1170 Soldiers Field Rd., Allston 34—after June) Hancock 6-4261	NBC New Eng- land	Walter Evans, Pres. Walter E. Benoit, V. P. J. B. Conley, Gen. Mgr. W. C. Swartley, Station Mgr.	C. Herbert Masse, Sales Mgr. Lynn Morrow, Asst. Sales Mgr. W. Gordon Swan, Prog. Dir. W. H. Hauser, Chief Engr. NBC Spot Associated Thesaurus AP, UP
BOSTON 16	WCOP 1925	1150 5,000	Massachusetts Bcstg. Corp. 485 Boylston St. Copley 7-0123	ABC	John Cowles, Pres. Craig Lawrence, Gen. Mgr. A. N. Armstrong Jr., Nat'l. Coml. Mgr.	Harry Wheeler, Local Sales Mgr. Harry D. Goodwin, Prom. & Publ. Mgr. Gene King, Prog. Dir. Roland C. Hale, Chief Engr. H. Roy Marks, Ass't. Sales Mgr. Raymond G. Girardin, Prod. Mgr. Harold A. Dorschug, Chief Engr. Katz Standard AP, UP, INS
BOSTON 12	WEEI 1924	590 5,000	Columbia Bcstg. System Inc. 182 Tremont St. Hubbard 2323	CBS	Frank Stanton (CBS), Pres. Harold E. Fellows, Gen. Mgr. Kingsley F. Horton, Ass't. Mgr. & Prog. Dir. Frederick H. Garrigus, Ass't Prog. Dir.	George M. Perkins, Prog. Dir. Kerby Cushing, Prom. Mgr. Philip K. Baldwin, Chief Engr. Radio Sales Lang-Worth AP, UP
BOSTON 16	WHDH 1926	850 5,000; CP-50,000	Matheson Radio Co. Inc. 6 St. James Ave. Hancock 5500		William B. McGrath, Gen. Mgr. William W. Warner, Coml. Mgr.	Blair Capitol Standard Lang-Worth AP, UP
BOSTON	WMEX 1934	1510 5,000	The Northern Corp. 70 Brookline Ave.			
BOSTON 15	WNAC 1922	1260 5,000	The Yankee Network 21 Brookline Ave. Commonwealth 6-0800	MBS Yankee	John Shepard 3rd., Chmn. of Bd. William O'Neil, Pres. Linus Travers, Vice-Pres., Gen. & Coml. Mgr.	George W. Steffy, Vice-Pres. & Prog. Dir. David F. Shurtleff, Prom. Mgr. Irving B. Robinson, Chief Engr. Petry Standard Associated SESAC AP, INS, Reut ers
BOSTON	WORL 1926	950 1,000-D	Bcstg. Service Organiza- tion Inc. 216 Tremont St. Liberty 4540		Harold A. Lafount, Pres. George Lasker, Gen. Mgr. A. L. Robison, Ass't Gen. Mgr.	Robert Perry, Prog. Dir. John Parker, Chief Engr. Forjoe AP, UP
BROCKTON 64	WBET 1946	990 250-D	Enterprise Publishing Co. 60 Main St. Brockton 7062		Charles A. Fuller, Gen. Mgr. & Prog. Dir. Paul A. Belaire, Coml. Mgr.	Mark L. MacAdam, Tech. Dir. Thesaurus, Lang-Worth SESAC AP
BROCKTON	WBKA (Construction permit)	1450 250	Cur-Nan Co.			
BROOKLINE 46	WVOM (Construction permit)	1600 5,000	The Boston Bcstg. Corp. 100 Summit Ave. Beacon 3349		John C. Pappas, Pres. Benjamin Bartzoif, Exec. Vice Pres.	
CAMBRIDGE (Construction permit)	740 250-D	Harvey Radio Labs. Cambridge		Frank Lyman Jr., Pres. Jeanne S. Lyman, V. P.	
CHICOPEE	WACE 1946	730 1,000-D	The Regional Bcstg. Co. 326 Chicopee St. Springfield 6-1323		John S. Begley, Treas. John S. Lloyd, Gen. Mgr. David Hayes, Coml. Mgr.	Terry Colwell, Prog. Dir. Forbes Parkyn, Prom. Mgr. Raiph J. Robinson, Chief Engr. Kettell-Carter McGeehan & O'Mara Thesaurus AP

LOOK AT YOUR MAP

NOTICE the 200-mile-long promontory of land jutting conspicuously between the Chesapeake Bay and Atlantic Ocean. This is the prosperous Delaware-Maryland-Virginia peninsula, known familiarly to millions of Americans as the "Eastern Shore".

HERE is an economic commonwealth fabulous in its own right for its variety of industries, its trade and commerce . . . progressive towns . . . rich farmlands . . . abundant fin and shell fish . . . colorful estates . . . water resorts . . . A province little affected by drastic economic fluctuations.

IN THE CENTER OF THIS FLOURISHING EMPIRE IS
SALISBURY, MARYLAND, ITS LARGEST CITY, AND—

W B O C

1,000 WATTS
UNLIMITED TIME

960 KILOCYCLES
FOUNDED IN 1940

W B O C - F M

12,000 WATTS RADI TED POWER - - 97.5 MC

NO RADIO STATION HAS FINER EQUIPMENT THAN THESE TWO
THE ONLY RADIO STATIONS, OR ADVERTISING MEDIUM, BLANKETING THE AREA

MARKET DATA—PRIMARY AREA

Population	287,900
Radio Homes	60,475
Retail Sales	\$181,717,000
Annual Income	\$317,525,000

RADIO PARK

A \$155,000 expansion program just completed provides 5 studios, large transmitter rooms, more offices—all air-conditioned—and new tower array.

ASK FOR THE BROCHURE: "THIS IS DEL-MAR-VA'S OWN RADIO VOICE"

Address: WBOC, Radio Park, Salisbury, Maryland

John W. Downing, *President*

Charles J. Truitt, *Manager*

MEMBER OF MUTUAL BROADCASTING SYSTEM (East-Central Group)

National Representatives: Burn-Smith Co., Inc.

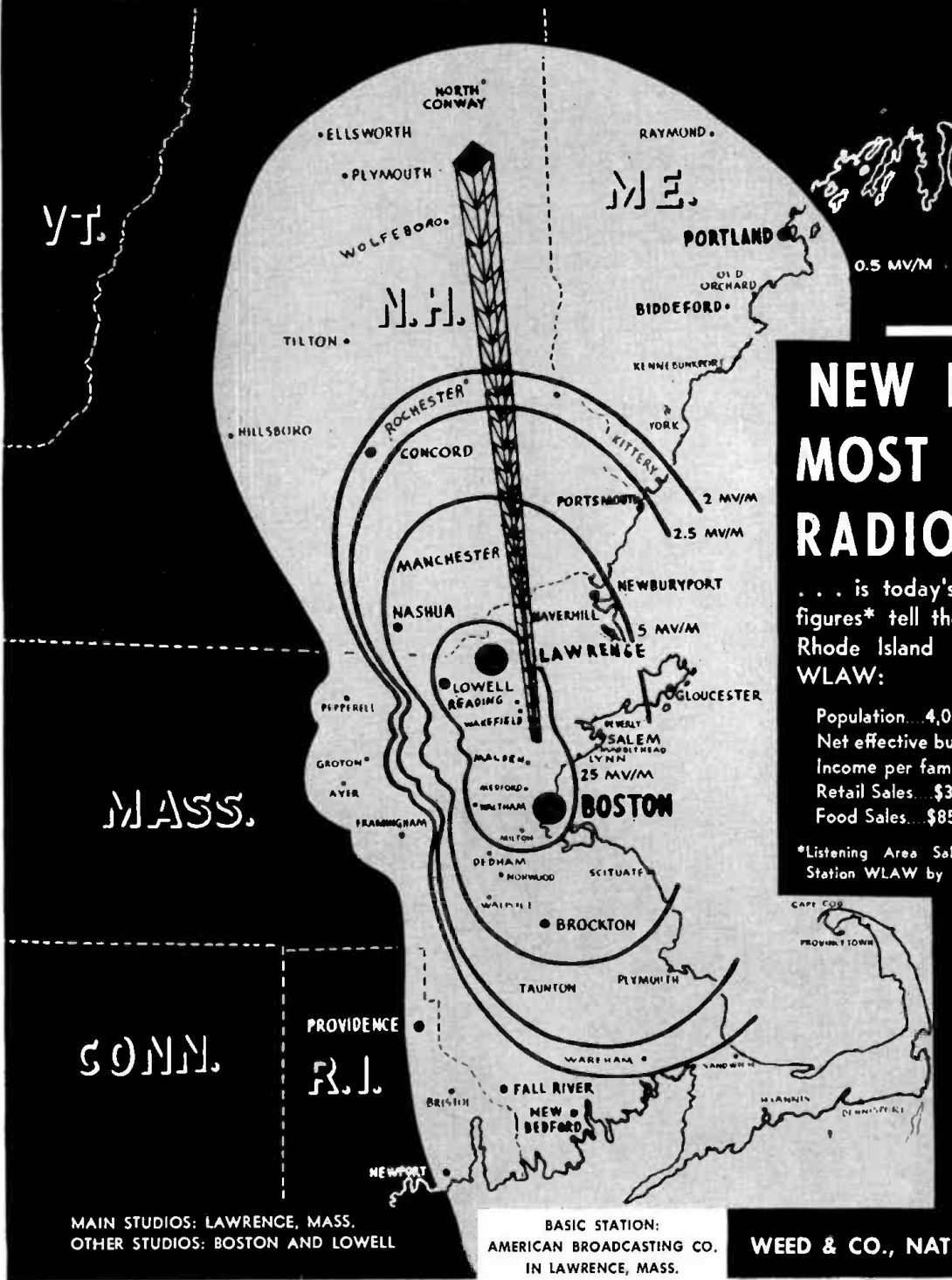
DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—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, 1948)

MASSACHUSETTS (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Librar News Service	
FALL RIVER	WSAR 1921	1480 5,000	The Fall River Bcstg. Co. Inc. Academy Bldg. 7-9477	MBS Yankee	Melvin Lahr, Pres. John Harrington, Coml. Mgr.	Angus Bailey, Prog. Dir. John Pavao, Chief Engr.	Headley-Reed Lang-Worth Thesaurus UP
FALL RIVER (Construction permit)	1400 250	Narragansett Bcstg. Co. 12 Hudner Bldg.		Mitchell G. Meyers Ruben E. Aronhelm Milton H. Myers } Part- ners		
FITCHBURG	WEIM 1941	1340 250	Radio Station WEIM 717 Main St. 1600	MBS Yankee	Milton H. Meyers, Oper. Partner Earle G. Clement, Gen. Mgr. Ford Billings, Coml. Mgr.	Richard Tucker, Prog. Dir. Theodore Kalln, Chief Engr.	Bannan AP
FRAMINGHAM	WKOX 1947	1190 1,000-D	Suburban Bcstg. Co. Smith Bldg. 7400		Richard E. Adams, Station Mgr. James H. Shoemaker, Coml. Mgr.	Lee Emmerich, Prog. Dir. G. Ellis Mott, Prom. Mgr. Francis Bartol, Chief Engr.	Kettell-Carter Capitol Thesaurus UP
GARDNER	WHOB 1946	1490 250	The Gardner Bcstg. Co. 39 Pleasant St. 1490		David M. Richman, Pres. Ted Jones, Gen. Mgr.	George Gray, Prog. Dir. Parker Vincent, Chief Engr.	Rambeau Thesaurus SESAC AP
GREENFIELD	WHAI 1938	1240 250	John W. Haigis 356 Main St. 4301	MBS Yankee	John W. Haigis, Owner John W. Haigis Jr., Mgr. H. W. Nichols, Coml. Mgr.	Lawrence A. Coney, Prog. Dir. Leland F. Wheeler, Chief Engr.	Burn-Smith Bannan Thesaurus AP
HAVERHILL	WHAV 1947	1490 250	The Haverhill Gazette Co. 30 How St. 7090		John T. Russ, Pres. & Gen. Mgr.	E. Whittridge Clark, Prog. Dir. Herbert W. Brown, Chief Engr.	Kettell-Carter McGeehan & O'Mara World Associated SESAC AP
HOLYOKE	WHYN 1941	1400 250	Hampden-Hampshire Corp. 180 High St. 8238	MBS Yankee	William G. Dwight, Pres. Charles N. DeRose, Gen. Mgr. Patrick J. Montague, Coml. Mgr.	Jay Heltin, Prog. Dir. & Prom. Mgr. Thomas Humphrey, Chief Engr.	Walker Bannan Associated Lang-Worth UP
LAWRENCE	WCCM 1947	800 1,000-D	Lawrence Bcstg. Co. 54 Essex St. 3-7171		George H. Jaspert, Pres. Gordon S. Ley, Treas., Gen. Mgr. & Chief Engr.	William C. Engel, Coml. Mgr. Arthur I. Rothafel, Prog. Dir.	Thesaurus Capitol SESAC AP
LAWRENCE	WLAW 1937	680 50,000	Hildreth & Rogers Co.	ABC	Irving E. Rogers, Pres. Harold B. Morrill, Gen. Mgr.		Weed
LOWELL	WLH 1934	1400 250	Merrimac Bcstg. Co. Inc. 39 Kearney Square 8715	MBS Yankee	Gerald Harrison, Pres. Dana W. Fitzgerald, Gen. Mgr. Haskell Bloomberg, Coml. Mgr.	Tom Clayton, Prog. Dir. A. G. Michaels, Chief Engr.	Petry Associated AP
LYNN	WLYN 1946	1360 500-D	Puritan Bcstg. Service Inc. 7 Willow St. 5-8200		A. M. Morgan, Pres. & Gen. Mgr. James B. Dunbar, Coml. Mgr.	Dorothy Rich, Prog. Dir. John W. Parker, Chief Engr.	Associated SESAC UP
NEW BEDFORD	WNBH 1921	1340 250	Bristol Bcstg. Co. Inc. 588 Pleasant St. 8-5228	ABC	Basil Brewer, Vice Pres. & Treas. James M. Patt, Gen. Mgr.	Edward Boghosian, Prog. Dir. & Prom. Mgr. Arthur Deters, Chief Engr.	Rambeau Bannan World AP
NORTH ADAMS	WKOB 1947	860 250-D	Citizens Bcstg. Co. 20 State St. 3470		John T. Ward Jr. E. B. Cureton Jr. G. W. Fisher Joseph R. Trott Jr. } Owners John T. Ward Jr., Coml. Mgr. E. B. Cureton, Jr. Bus. Mgr.	Thomas M. Donlin, Prog. Dir. George W. Fisher, Prom. Mgr. Bud Kordalewski, Chief Engr.	McGillvra Standard Capitol UP
NORTH ADAMS	WMNB 1947	1230 250	Northern Berkshire Broadcasting Co. 27 Bank St.		Robert B. Clark Robert Hardman James G. Keyworth } Part- ners		
PITTSFIELD	WBEC 1947	1490 250	Western Mass. Bcstg. Co. 30 Eagle St. 8292	ABC	Lawrence K. Miller } Owners Donald B. Miller James L. Spates, Gen. Mgr. & Chief Engr. W. Wendell Budrow, Coml. Mgr.	Franklin Wiener, Prog. Dir. John Williams, Prom. Mgr.	McKinney Lang-Worth Standard AP
PITTSFIELD	WBK 1938	1340 250	Greylock Bcstg. Co. 8 Bank Row 2-1553	MBS Yankee	Leon Podolsky, Owner John T. Parsons, Gen. Mgr. Robert H. Burbank, Coml. Mgr.	Daniel Healy, Prog. Dir. Leonard Lavendale, Chief Engr.	Walker Bannan Thesaurus UP
QUINCY	WJDA 1946	1300 1,000-D	South Shore Bcstg. Co. Inc. 29 Brackett St. Mayflower 1300		Joseph H. Tobin } Owners James D. Asher } Joseph H. Tobin, Station Mgr. & Prog. Dir.	James D. Asher, Coml. & Prom. Mgr. James O. Wood, Chief Engr.	World AP
SALEM	WESX 1939	1230 250	North Shore Bcstg. Co. 49 Washington St. 5670		Charles W. Phelan, Pres. Edmund L. Phelan, Gen. Mgr. Edward Tibbetts, Coml. Mgr.	Irene Roberts, Prog. Dir. Richard I. Hammond, Chief Engr.	AP, UP

WLAW



NEW ENGLAND'S MOST POWERFUL RADIO STATION

... is today's Best Buy. The following figures* tell the story of the Maine to Rhode Island sales area blanketed by WLAW:

- Population...4,052,200
- Net effective buying income...\$4,666,248,000
- Income per family...\$4,250
- Retail Sales...\$3,263,411,000
- Food Sales...\$858,354,000

*Listening Area Sales Potential Study compiled for Station WLAW by Sales Management.

**50,000
WATTS
680 KC**

MAIN STUDIOS: LAWRENCE, MASS.
OTHER STUDIOS: BOSTON AND LOWELL

BASIC STATION:
AMERICAN BROADCASTING CO.
IN LAWRENCE, MASS.

WEED & CO., NATIONAL REPRESENTATIVES

DIRECTORY OF STANDARD 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, 1948)

MASSACHUSETTS (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Trans. Libra- News Service	
SPRINGFIELD	WEZA 1925	1030 1,000	Westinghouse Radio Stations, Inc. Hotel Kimball 6-8338	NBC New Eng- land	Walter Evans, Pres. Walter E. Benoit, V. P. J. B. Conley, Gen. Mgr. W. C. Swartley, Station Mgr.	C. Herbert Masse, Sales Mgr. Lynn Morrow, Asst. Sales Mgr. W. Gordon Swan, Prog. Mgr. Harold E. Randol, Chief Engr.	NBC Spot Associated Thesaurus AP, UP
SPRINGFIELD 3	WMAS 1932	1450 250	WMAS Inc. Hotel Charles 7-1414	CBS	Gerald Harrison, Pres. Robert Donahue, Gen. Mgr. Robert Feldman, Coml. Mgr.	Turner Cooke, Prog. Dir. Paul Feltler, Prom. Mgr. John Michnovetz, Chief Engr.	Petry Associated UP
SPRINGFIELD 5	WSPR 1936	1270 1,000	WSPR Inc. 63 Chestnut St. 6-2757	ABC	Quincy A. Brackett, Pres. & Gen. Mgr. Milton W. Stoughton, Vice Pres. & Coml. Mgr.	Wayne Henry Latham, Prog. Dir. Howard S. Keefe, Prom. Mgr. Lawrence A. Reilly, Chief Engr.	Hollingbery Lang-Worth AP
WALTHAM	WCRB (Construction permit)	1330 500-D	Charles River Bcstg. Co. 206 Monroe St. Dedham, Mass.		L. P. Liles, John R. Hoffler Richard C. O'Hare } Partners		
WARE	WRMS (Construction permit)	1250 500-D	Donald W. Howe Gilbertville Road		Donald W. Howe, Owner Daniel J. Hyland Jr., Gen. & Coml. Mgr.	Albert Green, Chief Engr.	Associated AP
WEST YARMOUTH .	WOGB 1943	1240 250	Bristol Bcstg. Co. Inc. West Yarmouth Hyannis 502	ABC KBS	Basil Brewer, Pres. Donald L. Sellers, Gen., Coml. & Prom. Mgr.	Marion Crowell, Prog. Dir. Arthur Deters, Chief Engr.	Rambeau
WORCESTER 8	WAAB 1931	1440 5,000	The Yankee Network Inc. 34 Mechanic St. 2-5611	MBS Yankee	John Shepard 3rd, Chmn. of Board William O'Neil, Pres. Richard A. Cobb, Station Mgr.	Linus Travers, Coml. Mgr. Albert M. Hiorns, Prog. Dir. Joseph E. Grahn, Chief Engr.	Petry Associated Standard AP, INS
WORCESTER 8	WNEB 1946	1230 250	New England Bcstg. Co. Park Bldg. 6-4672		Paul C. Lytle, Pres. John J. Hurley, Gen. Mgr. & Treas. Kenneth B. Murray, Coml. Mgr.	John F. Morse, Prog. Dir. Dorothy Murray, Prom. Mgr. Vernon Wilson, Chief Engr.	Young Kettell-Carte Thesaurus Capitol UP
WORCESTER 2	WORC 1925	1310 1,000	Alfred F. Kleindienst 65 Elm St. 5-3101	ABC	Alfred Frank Kleindienst, Pres. Mildred P. Stanton, Gen. & Coml. Mgr.		Weed Lang-Worth INS
WORCESTER 1	WTAG 1924	580 5,000	WTAG Inc. 18 Franklin St. 5-4321	CBS	E. E. Hill, Exec. Vice Pres. Robert W. Booth, Vice Pres. & Gen. Mgr. Herbert L. Krueger, Coml. Mgr.	A. J. Brissette, Prog. & Prod. Mgr. Andrew C. Fuller, Publ. & Prom. Mgr. Elliot A. Browning, Chief Engr.	Raymer Associated World AP

MICHIGAN

ADRIAN	WABJ 1946	1500 250-D	The Adrian Bcstg. Co. 111 E. Maumee St. 1599	Alden M. Cooper } Co-Owners Gall D. Griner } & Co-Mgrs. Alden M. Cooper, Coml. Mgr.	Gall D. Griner, Prog. Dir. Gordon F. Sweeley, Chief Engr.	Griffith Thesaurus UP
ALPENA	WATZ 1946	1450 250	Midwestern Bcstg. Co. M-32 West 1049	MBS KBS Wolver- ine	Les Biederman, Pres. & Chief Engr. Drew McClay, Mgr. & Prom. Mgr.		Holman AP
ANN ARBOR	WHRV 1947	1600 1,000	Huron Valley Bcstg. Inc. Box 160 2-4573	ABC	J. F. Hopkins, Pres. & Gen. Mgr. R. S. Augustus, Coml. Mgr.	Bybil Krieghoff, Prog. Dir. James W. Allen, Chief Engr.	ForJoe World AP
ANN ARBOR	WPAG 1945	1050 1,000-D	Washtenaw Bcstg. Co. 106 East Liberty Street 25517	Arthur E. Greene, Pres. Edward F. Baughn, Gen. Mgr. Ted Turner, Coml. Mgr.	Edwin G. Burrows, Prog. Dir. George D. Stearns, Chief Engr.	Burn-Smith Standard, Associated AP, INS
BATTLE CREEK	WELL 1925	1400 250	Federated Publications Inc. Mich. Nat'l Bank Bldg. 5655	ABC Michi- gan Wolver- ine	Federated Publications Inc., Chief Owner D. E. Payne, Gen. Mgr. E. P. Mills Jr., Coml. Mgr.	F. F. Owen, Prog. Dir. Earl J. Stone, Chief Engr.	Burn-Smith Standard, Lang-Worth AP
BATTLE CREEK	WBCK (Construction permit)	930 1,000	Michigan Broadcasting Co. Post Bldg.			
BAY CITY	WBCM 1925	1440 1,000-LS 500-N	Bay Bcstg. Co. Inc. 100 Center Ave. 7551	ABC Michi- gan	Harley D. Peet, Pres. H. A. Giesel, Gen. & Coml. Mgr.	Charles E. Anthony, Prog. Dir. Ralph H. Carpenter, Chief Engr.	Hollingbery World, Lang-Worth UP
BENTON HARBOR ..	WHFB 1947	1060 1,000-D	Palladium Publishing Co. Fairplain Ave. 5-2113	Stanley R. Banyon, Pres. Jake P. Scherer, Gen. Mgr. Wm. L. Harmon, Coml. Mgr.	Phil Molloy, Prog. Dir. Munson U. Robinson, Chief Engr.	Lang-Worth AP
CADILLAC	WATT 1945	1240 250	Midwestern Bcstg. Co. Cadillac 1270	MBS KBS Bunyan Wolver- ine	Les Biederman, Chief Owner John Cundiff, Gen. Mgr. Merritt Chandler, Coml. Mgr.	William H. Kiker, Chief Engr.	Lang-Worth, SESAC
DEARBORN	WKMH 1946	1540; CP-1310 1,000-D; CP-1,000-U	WKMH, Inc. WKMH Bldg. Superior 4000	Fred A. Knorr, Pres. & Gen. Mgr. Walter Patterson, Coml. & Prom. Mgr.	Kirk Knight, Prog. Dir. Jerold Martin, Chief Engr.	Weed Lang-Worth UP, INS

WSAR FALL RIVER

GOES 5,000 WATTS

AND PLACES MORE THAN
A HALF-MILLION
CUSTOMERS

*IN THE PALM
OF YOUR HAND!*



REPRESENTED
by
HEADLEY-REED CO.

- NEW YORK
- CHICAGO
- DETROIT
- ATLANTA
- SAN FRANCISCO
- LOS ANGELES

DIRECTORY OF STANDARD 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, 1948)

MICHIGAN (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
DETROIT (Windsor)	CKLW 1932	800 5,000	Essex Broadcasters Inc. Guarantee Trust Bldg. Cadillac 7200	MBS CBC	J. E. Campeau, Pres. & Gen. Mgr. Richard Jones, Coml. Mgr.	Campbell Ritchie, Prog. Dir. Barbara MacFarland, Prom. Mgr. W. J. Carter, Chief Engr.	Young Stovik INS, UP
DETROIT 2	WJBK 1925	1490 250	Detroit Bestg. Co. Cor. Woodward & Kirby Sts. Trinity 2-2000	Wolver- ine	George B. Storer, Pres. Ralph G. Elvin, V. P. in charge of Operations George M. Millar, Coml. Mgr.	Judith Lawton, Prog. Dir. Robert Anthony, Prom. Mgr. Paul Frincke, Chief Engr.	ForJoe Lang-Worth, World Thesaurus AP
DETROIT 26	WJLB 1926	1400 250	Booth Radio Stations Inc. 3100 David Broderick Tower Cadillac 7600	John Lord Booth, Pres. Hugh M. Gray, Gen. Mgr. Eric V. Hay, Coml. Mgr.	George Kendall, Prog. Dir. Mitchell Jachinski, Prom. Mgr. Edward H. Clark, Chief Engr.	Burn-Smith, Holman World AP
DETROIT 2	WJR 1925	760 50,000	WJR, The Goodwill Sta- tion Inc. 2100 Fisher Bldg. Madison 4440	CBS	G. A. Richards, Pres. Harry Wismer, Asst. to Pres. Conrad Noll Jr., Optg. Mgr. A. B. Shawd, Sales Mgr.	Worth Kramer, Prog. Dir. James Quello, Dir. Publ. & Prom. G. F. Leydo, Chief Engr.	Petry Thesaurus Standard, Lang-Worth, Associated AP, UP, INS
DETROIT 31	WWJ 1920	950 5,000	Evening News Associa- tion 630 W. Lafayette Ave. Randolph 2-000	NBC	W. J. Scripps, Dir. of Radio The Detroit News Harry Bannister, Gen. Mgr. Harry W. Betteridge, Sales Mgr.	Melvin C. Wissman, Prog. Dir. Jake Albert, Prom. Mgr. Edgar J. Love, Gen. Engr. Mgr.	Hollingbery Standard AP, UP
DETROIT 27	WKYZ 1930	1270 5,000	King-Trendle Bestg. Corp. 1700 Stroh Building Cherry 8321	ABC Michi- gan	James G. Riddell, Gen. Mgr. Harold S. Christian, Coml. Mgr.	Jack McCarthy, Prog. Dir. William J. Hendricks, Prom. Mgr. Charles Kotcher, Chief Engr.	Standard, Lang-Worth, World UP, INS
EAST LANSING	*WKAR 1921	870 5,000-D	Michigan State College East Lansing Lansing 8-1511	Robert J. Coleman, Gen. Mgr.	Larry Frymire, Prog. Dir. Norris Grover, Chief Engr.	Thesaurus, Lang-Worth AP
ESCANABA	WDBC 1941	1490 250	Delta Broadcasting Co.	MBS KBS Wolver- ine			
FLINT 3	WBBC 1947	1330 1,000	Booth Bestg. Co. 112 W. Water St. 9-8686	MBS	John Lord Booth, Pres. Robert L. Balfour, Gen. Mgr. August Torreano, Coml. Mgr.	W. Eldon Garner, Sales Mgr. Robert L. Mabry, Prog. Dir. George Geiger, Prom. Mgr. C. Elwood Ryan, Chief Engr.	ForJoe MacGregor, Capitol AP
FLINT	WFDF 1922	910 1,000	Flint Broadcasting Co.	ABC Michi- gan Wolver- ine			
FLINT 4	WMRP 1943	1510 250-D	Methodist Radio Parish Inc. 573 Mary St. 3-5112	Daniel M. Robins, Pres. William H. Moorford, Gen. & Coml. Mgr.	Cedric Harger, Prog. Dir. Homer Blumerich, Chief Engr.	Grant Standard
FLINT	WTCB 1947	800 1,000-LS 500-N	Trendle-Campbell Bestg. Co. 740 S. Saginaw St. 2-1136	NBC	George W. Trendle, Pres. & Treas. H. Allen Campbell, Vice Pres. & Gen. Mgr. Don DeGroot, Resident Mgr.	Russell H. Edsall, Sales Dir. William R. Dixon, Prog. Dir. Harold Holmes, Chief Engr.	Raymer World UP
FLINT 3	WWOK 1946	1470 1,000	Drohlich Bros. 432 N. Saginaw St. 4-1691	Wolver- ine	Albert S. Drohlich } Owners Robert A. Drohlich } Robert A. Drohlich, Gen. & Coml. Mgr.	Albert S. Drohlich, Prog. Dir. & Prom. Mgr.	McGillvra Associated, Cole UP
GRAND RAPIDS 2...	WFUR 1947	1570 1,000-D	Furniture City Bestg. Corp. 430 Federal Square Bldg. 6-9541	Wolver- ine	Simon W. Oppenhuizen, Pres., Gen. & Coml. Mgr. Jennie Oppenhuizen, Vice Pres.	Raymond A. Plank, Treas., Ass't Mgr. & Chief Engr. Gordon F. Kibby, Prog. Dir. Henry G. Bosch, Prom. Mgr.	Walker Capitol, Lang-Worth, SESAC AP
GRAND RAPIDS 3...	WGRD 1947	1410 1,000-D	Music Bestg. Co. 35 Lafayette Ave. N.E. 9-4111	Paul F. Eichhorn, Pres. & Gen. Mgr. George Hartman, Coml. Mgr.	Cameron Blake, Prog. Dir. J. C. Yeakey, Local Sales Mgr. Richard Groenevelt, Chief Engr.	Standard, Associated AP
GRAND RAPIDS 1...	WJEF 1945	1230 250	Fetzer Bestg. Co. Pantlind Hotel 6-8512	CBS	John E. Fetzer, Pres. Edward H. Eronson, Gen. Mgr. & Prog. Dir. John W. O'Harrow, Coml. Mgr.	Richard L. Kowalkoski, Prom. Mgr. Carl E. Lee, Chief Engr.	Avery-Knodei Associated, Standard AP
GRAND RAPIDS 2...	WLAV 1940	1340 250	Leonard A. Versluis 6 Fountain St. N.E. 6-5461	ABC Michi- gan	Leonard A. Versluis, Owner Hy M. Steed, Gen. & Coml. Mgr.	D. Cotton, Prog. Dir. Lee Stevens, Chief Engr.	McGillvra Standard UP
GRAND RAPIDS 2...	WOOD 1924	1300 5,000	American Bestg. Co. Grand Rapids Nat'l Bank Bldg. 9-4211	NBC Wolver- ine	Stanley W. Barnett, Gen. Mgr. Lyman Anson, Coml. Mgr.	Sandy Meek, Prog. Dir. Lenore Little, Publ. Rel. Dir. Fred W. Russell, Chief Engr.	Raymer Lang-Worth SESAC, World UP
HOLLAND	WHTC (Construction permit)	1450 250	Holland Broadcasting Co. 135 W. 11th St.	Millard C. Westrate, Pres., Chief Engr. Willard C. Wichers, V. P. & Prog. Dir.		AP



TELEVISION . . . *in action!*

WWJ-TV, Detroit's first and only television station, swings into action fast to bring Detroiters televised broadcasts of local activities—quick as they happen! Pictured above is WWJ-TV in action, sending into thousands of Detroit television receivers a broadcast of the newly-elected City Council—the day after election.

In the ten months of its operation, WWJ-TV has done a notable job of televising sporting events, civic activities, public service features and commercial programs. It is this skillful and aggressive programming, in the tradition of its sister station, WWJ, that is solely responsible for Detroiters' enthusiastic interest in television . . . reflected in fast-increasing purchases of home television sets. WWJ-TV is the exclusive voice of television in Detroit today—and will retain its leadership through the television era ahead.

FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

WWJ-TV

Associate FM Station WWJ-FM . . .

Associate AM Station WWJ

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

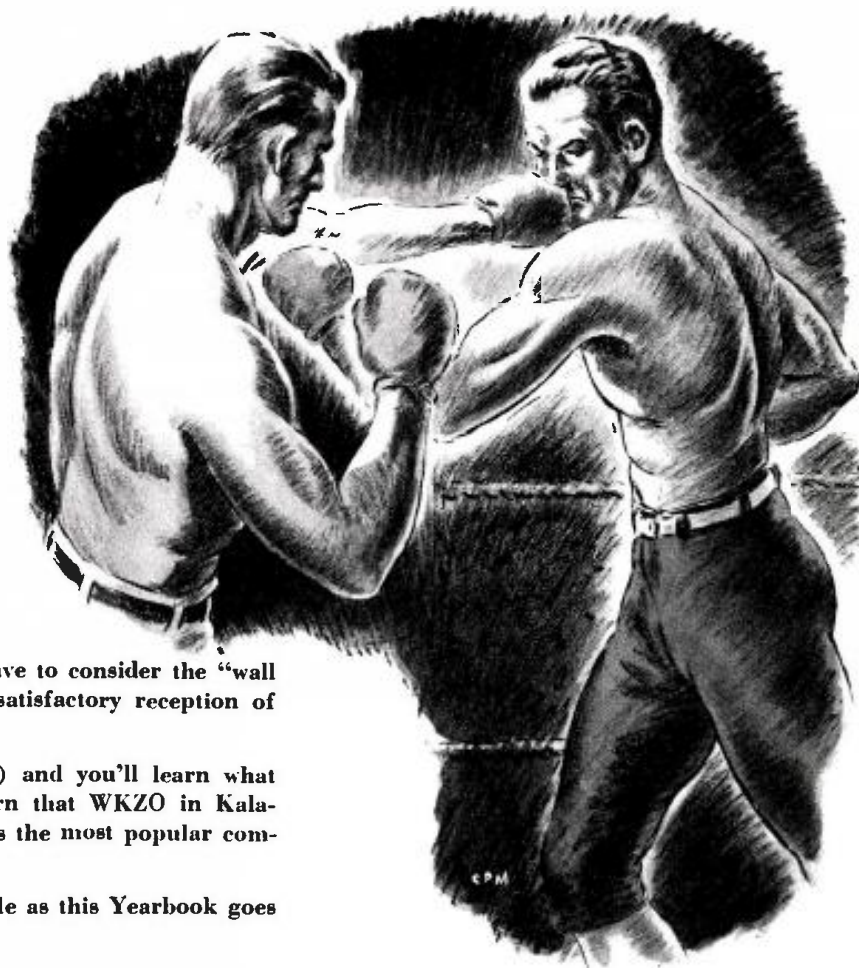
**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1948)

MICHIGAN (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Librar News Service	
BOUGHTON	WHDF 1929	1400 250	Upper Michigan Bcstg. Co. Douglass House 1	MBS KBS Wolver- ine	John W. Rice, Exec. Vice Pres. Albert W. Payne, Station Mgr.	Earl Norden, Prog. Dir. & Studio Mgr. George L. Burgan, Tech. Supvr.	Walker World
IRON MOUNTAIN	WKIB 1945	1230 250	Upper Mich.-Wis. Bcstg. Co. Inc. Dickinson Hotel 2020	MBS KBS Wolver- ine	William L. Johnson, Pres. J. W. Huss, Vice Pres. & Gen. Mgr. J. A. Marta, Sales & Prom. Mgr.	Carl Casperson, Prog. Dir. & Studio Mgr. Eugene Kaarl, Chief Engr.	Walker Standard UP
IRON MOUNTAIN	WAIQ 1947	1450 250	Iron Mountain Kingsford Bcstg. Co. 211 E. Ludington St. 2031	William F. Russell, Pres. William C. Johnson, Gen. Mgr. John S. Wallis, Coml. Mgr.	Ronald F. Bothe, Prog. Dir. & Prom. Mgr. Robert W. Berry, Chief Engr.	Lang-Worth UP
IRONWOOD	WJMS 1931	630 1,000	Upper Mich.-Wis. Bcstg. Co. Inc. Ironwood 20	MBS KBS Wolver- ine	William L. Johnson, Pres. J. W. Huss, Vice Pres. & Gen. Mgr.	J. A. Marta, Sales & Prom. Mgr. Laura Johnson, Prog. Dir. Arne Dahlbacka, Chief Engr.	Walker Standard UP
ISHPEMING	WJPD 1947	1240 250	Ishpeming Broadcasting Co. Jenks Block 1892	James P. Deegan, Pres., Gen. & Coml. Mgr.	Paul C. Crowley, Prog. Dir. Carl E. Tupala, Prom. Mgr. Bernard R. Maloney, Chief Engr.	Lang-Worth AP
JACKSON	WIBM 1927	1450 250	WIBM Inc. Hotel Hayes 6121	ABC Michi- gan Wolver- ine	Herman Radner, Pres. Roy Radner, Vice Pres. William Cizek, Gen. Mgr.	Bill Atherton, Coml. Mgr. Jack Underwood, Prog. Dir. C. W. Wirtanen, Chief Engr.	ForJoe, Holman Thesaurus
KALAMAZOO 8	WGFG 1947	1360 1,000	Southwestern Michigan Bcstg. Co. State Theatre Bldg. 5191	ABC Michi- gan Wolver- ine	Harold F. Gross, Pres. & Gen. Mgr.	Charles T. Lynch, Prog. Dir. Irene A. Ginther, Prom. Mgr.	Standard UP
KALAMAZOO 99	WKZO 1923	590 5,000	Fetzer Bcstg. Co. 124 W. Michigan Ave. 3-1223	CBS	John E. Fetzer, Pres. & Gen. Mgr. John W. O'Harrow, Coml. Mgr.	Willis F. Dunbar, Prog. Dir. Richard Kowalkoski, Prom. Mgr. Carl E. Lee, Chief Engr.	Avery-Knodel Standard, World AP
LANSING 30	WILS 1946	1430 500-D	Lansing Bcstg. Co. 407 N. Washington Ave. 2-1655	MBS Wolver- ine	W. A. Pomeroy, Pres. & Gen. Mgr. R. S. Underhill, Coml. Mgr.	R. E. Kaufman Jr., Prog. Dir. Bruce Elliott, Prom. Mgr. John C. Pomeroy, Chief Engr.	Holman Capitol, Lang-Worth AP
LANSING 16	WJIM 1934	1240; CP-550 250; CP-1000	WJIM Inc. Bank of Lansing Bldg. 2-1333	ABC Michi- gan	Harold F. Gross, Pres., Gen. & Coml. Mgr.	Howard K. Finch, Prog. Dir. Kay Bergin, Prom. Mgr. Elza Runkle, Chief Engr.	Standard, Thesaurus, World UP
LAPEER	WMPC 1926	1230 250 SH	The Liberty St. Gospel Church			
LUDINGTON	WKLA 1944	1450 250	Ludington Bcstg. Co. Stearns Bldg. 842	KBS Wolver- ine	Grant F. Ashbacker Partner- Karl L. Ashbacker ship Karl Ashbacker, Gen. & Coml. Mgr.	Peter A. Mars, Prog. Dir. & Prom. Mgr. Frederick A. Bird, Chief Engr.	Burn-Smith Keystone, SESAC UP
MARQUETTE	WDMJ 1931	1340 250	The Lake Superior Broadcasting Co.	MBS KBS Wolver- ine			
MARQUETTE	WMMI (Construction permit)	970 1,000-D	Gordon H. Brozek 609 N. 3rd St.			
MUSKEGON	WKBZ 1926	1490; CP-850 250; CP-1,000	Ashbacker Radio Corp. 432 Apple Ave. 26-051	ABC Michi- gan Wolver- ine	Grant F. Ashbacker, Pres. Fred W. Wagenvoord, Gen. & Coml. Mgr.	Howard Hoffman, Prog. Dir. Bill Bennett, Prom. Mgr. Kenneth Pendleton, Chief Engr.	Burn-Smith World, Standard UP
MUSKEGON	WMUS 1947	1090 1,000-D	Greater Muskegon Broad- casters Inc. 1769 Peck St. 27-608	Wolver- ine	William C. Wester, Gen. & Coml. Mgr. Billy L. Bennett, Prog. Dir.	Clinton Raymond, Prom. Mgr. N. L. Kessler, Chief Engr.	Associated, Thesaurus AP, UP
OWOSSO	WOAP 1947	1080 250-D	Argus Press Co. 2300 N. Shiawassee 980	J. E. Campbell, Pres. M. H. Wirth, Gen. Mgr.	J. Hall Smith, Prog. Dir. Stanley Bristol, Chief Engr.	McGillvra Standard AP
PONTIAC	WCAR 1940	1130 1,000-D	WCAR, Inc.			
PETOSKEY	WMBN 1947	1340 250	Midwestern Bcstg. Co. Petoskey 3633	MBS KBS Paul Bunyan Wolver- ine	Les Biederman, Pres. Ralph Pierson, Gen. Mgr. Merten Carter, Coml. Mgr.	Max Anspaugh, Prog. Dir. William H. Kiker, Chief Engr.	Lang-Worth AP
PORT HURON	WHL5 1933	1450 250	Port Huron Bcstg. Co. 932 Military St. 23151	MBS KBS Wolver- ine	Harmon LeRoy Stevens. Herman LeRoy Stevens; Partnership Helen Nelson, Gen. Mgr.	Lyle Patterson, Prog. Dir. Leslie Conant, Chief Engr.	Gene Grant, Holman Lang-Worth, Standard, World UP
PORT HURON	WTHH 1947	1360 1,000-D	Times Herald Co. 903 Sixth St. 5171	W. W. Ottaway, Pres. L. A. Weil, V. P. Herb Michael, Station Mgr. & Prog. Mgr.	Al Goetze, Coml. & Prom. Mgr. Dick Noel, Prog. Mgr. Marion Stoner, Chief Engr.	McGillvra Capitol, Associated, SESAC AP

YOU MIGHT BOX FOR 110 ROUNDS*— BUT...

YOU COULDN'T FIGHT THROUGH THE RING AROUND WESTERN MICHIGAN!



If you want to win in Western Michigan, you'll have to consider the "wall of fading" that surrounds that area—that *stops* satisfactory reception of outside broadcasts.

Consult the latest Hooper Report (Spring, 1947) and you'll learn what stations best cover Western Michigan—you'll learn that WKZO in Kalamazoo and WJEF in Grand Rapids are by all odds the most popular combination in the entire area.

Here is an excerpt from the latest Hooper available as this Yearbook goes to press:

SHARE OF AUDIENCE—Grand Rapids, Kalamazoo

	SETS IN USE	WJEF WKZO	OTHER NET- WORK "A"	ALL NET- WORK "B"	ALL NET- WORK "C"	ALL NET- WORK "D"	ALL OTHERS	HOMES CALLED
8:00 AM—12 NOON (MON. thru FRI.)	20.7	38.6	5.5	21.5	4.7	27.9	1.8	6,694
12 NOON—6:00 PM (MON. thru FRI.)	20.8	32.9	7.5	26.1	4.8	26.2	2.5	9,896
6:00 PM—10:00 PM (SUN. thru SAT.)	31.8	36.3	5.1	14.3	6.9	36.1	1.3	18,496

Let us send you *all* the facts, and you'll never again try to cover Western Michigan with an outside station! Write us—or just ask Avery-Knodel, Inc.

* *Andy Bower and Jack Burke fought 110 rounds in 7 hrs., 19 min. on April 6, 1893 in New Orleans.*

BOTH OWNED AND OPERATED BY
FETZER BROADCASTING COMPANY

EVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES



MAKES GOOD ADVERTISING BETTER

It's Planalyzed Promotion. This exclusive KSTP merchandising service adds the pay-off punch to your radio campaign in the important Minneapolis—St. Paul market. In all likelihood you have already received KSTP Planalyzed Promotion reports in the familiar red folders . . . most advertisers and agencies in the country have. If you haven't, learn how KSTP Planalyzed Promotion can hasten and increase the effectiveness of your radio advertising. Any Edward Petry and Co. man will be glad to tell you how Planalyzed Promotion works and how it will work for you.

KEY STATION FOR THE NORTHWEST NETWORK
50,000 WATTS—CLEAR CHANNEL • EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.



DIRECTORY OF STANDARD 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, 1948)

MICHIGAN (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
ROYAL OAK	WEKL 1931	1340 250	Royal Oak Bcstg. Co. 212 West Sixth St. Elmhurst 6524	George B. Hartrick, Pres. Calvert M. Hill, Gen. & Coml. Mgr.	Gordon Sparks, Prog. Dir. Garnet Sparks, Chief Engr.	Standard AP, INS
SAGINAW	WKNX 1947	1210 1,000-D	Lake Huron Bcstg. Co. 221 S. Washington 3-4471	Wolverine	O. J. Kelchner } Equal W. J. Edwards } Partnership H. H. Wolfe } O. J. Kelchner, Gen. Mgr.	W. J. Edwards, Coml. & Prom. Mgr. H. H. Wolfe, Prog. Dir. Max W. Thomas, Chief Engr.	T-H-S Associated, Lang-Worth UP
SAGINAW	WSAM 1940	1400 250	Saginaw Bcstg. Co. Radio Bldg. 2-8161	NBC	Milton L. Greenebaum, Pres. & Gen. Mgr. Robert W. Phillips, Coml. Mgr.	William J. Lofback, Prog. Dir. Jacqueline Jefferson, Prog. Prom. Mgr. Meridith L. Koerner, Engi- neering Dir.	Headley-Reed Standard, World INS
SAULT STE. MARIE	WSOO 1940	1230 250-LS 100-N	Hiawathaland Bcstg. Co. 107 W. Portage Ave. 3000	ABC Michi- gan	Stanley R. Pratt, Pres. Richard Y. Burnett, Mgr. Ruas Staffeld, Coml. Mgr.	Ray Ulbrich, Prog. Dir. Ed Krieger, Prom. Dir. William Morris, Chief Engr.	Lang-Worth, SESAC AP
FRAVERSE CITY	WTCM 1941	1400 250	Midwestern Bcstg. Co. Anderson Bldg. 1150	MBS KBS Paul Bunyan Wolver- ine	Les Biederman, Pres. R. E. Detwiler, Coml. Mgr.	Ken Haven, Prog. Dir. William Kiker, Chief Engr.	Holman Lang-Worth AP

MINNESOTA

ALBERT LEA	KATE 1937	1450 250	Albert Lea-Austin Broadcasting Co.	ABC		
AUSTIN	KAUS (Construction permit)	1480 1,000	Cedar Valley Bcstg. Co. 319 N. Main St. (Temp.)		Harry M. Smith, Pres. W. W. McCurnin, Gen. Mgr.		
BEMIDJI	KBUN 1946	1450 250	Bemidji Bcstg. Co. 419½ Beltrami Ave. 10	MBS	Harry F. Pihl, Pres. Robert A. Mullen, Gen. Mgr. & Prog. Dir.	Don Peterson, Sports Dir. Denvy Doty, Chief Engr.	Walker Lang-Worth UP
BRAINERD	KLIZ 1946	1400 250	Brainerd Bcstg. Co. 2700 E. Oak St. 1400	MBS	E. Thomas O'Brien, Pres. & Gen. Mgr. M. C. Gorham, Coml. & Prom. Mgr.	Mrs. Lucile G. Grosse, Prog. Dir. A. L. Vandersluis, Chief Engr.	Walker Standard AP
BRECKENRIDGE	KROK (Construction permit)	1450 250	Interstate Bcstg. Corp. Breckenridge	Don H. Bower, Pres. Dr. E. A. Eberlin, V.P. Kline E. Bower, Treas.		
CROOKSTON	KROK (Construction permit)	1050 1,000-D	Crookston Bcstg. Co. Crookston	D. A. McKenzie, Pres. A. J. Jensen, V.P.		
JULUTH	KDAL 1927	610 5,000	Red River Broadcasting Co., Inc. Bradley Bldg.			
JULUTH	WEBC 1924	1320 5,000	Head of the Lakes Broadcasting Co.	NBC			
DULUTH 2	WREX 1947	1080 10,000-LS 5,000-N	Lake Superior Bcstg. Co. 213 E. Superior St. Radisson 1080	MBS	Thomas M. McCabe, Pres. James R. King, Gen. & Coml. Mgr.	Rolf M. Erickson, Prog. Dir. Frank Watson, Prom. Mgr. William H. Lounsbury, Chief Engr.	World UP
ELY	WXLT (Construction permit)	1450 250	Charles W. Ingersoll Box 450 226	Charles W. Ingersoll, Pres. & Gen. Mgr. Anthony R. Martinson, Coml. Mgr.	Leo J. Kuhn, Prog. Dir. Carl E. Davidson, Prom. Mgr. Harold Kolari, Chief Engr.	MacGregor UP
EVELETH	WEVE 1947	1340 250	Ridson Inc. 921 Tower Ave. Superior, Wis. 4451	Robert B. Ridder, Pres. Carl Bloomquist, Gen. Mgr. Elden Soberg, Coml. Mgr.	J. Melvin Laskey, Chief Engr.	Lang-Worth AP
FARIBAULT	KDHL 1947	920 1,000	Lee-Smith Bcstg. Co. Faribault	Herbert H. Lee } Palmer Dragsten } Partners John E. Hyde Jr. }		
FERGUS FALLS	KGDE 1926	1230 250	Fergus Radio Corp. Fergus Falls 3986	MBS	Harold L. Dell, Exec. Dir.	Don L. Albertson, Gen. Mgr.	Walker AP
GRAND RAPIDS	KBZY (Construction permit)	1490 250	Itasca Broadcasting Co. 2 E. Third St.	Robert D. Kennedy, Pres. Larke L. Huntley, V.P.	
HIBBING	WMFG 1935	1240 250	Head of the Lakes Broadcasting Co. Androy Hotel 1150	NBC Arrow- head	Morgan Murphy, Pres. W. C. Bridges, Gen. Mgr. Harry S. Hyett, Station & Coml. Mgr.	Ruth E. Coe, Prog. Dir. James MacDougall, Prom. Mgr. Norman Gill, Chief Engr.	Hollingbery Associated UP
MANKATO	KYSM 1938	1230 250	F. B. Clements & Co. 101 N. Second St. 4673	NBC North- west	John P. Meagher, Gen. & Coml. Mgr. Jerry Deane, Prog. Dir.	Bob Gardner, Prom. Mgr. Jim Houts, Chief Engr.	Pearson Thesaurus, Lang-Worth UP
MARSHALL	KMHL 1947	1400 250	Harry Willard Linder KMHL Bldg. 2282	MBS	Harry W. Linder, Owner, Technical Dir. Gilmore F. Frayseth, Gen. Mgr.	Homer Love, Prog. Dir.	Pearson UP
MINNEAPOLIS 2 (St. Paul)	KSTP 1928	1500 50,000	KSTP Inc. Radio City Minneapolis 2 Bridgeport 3222 St. Paul—Cedar 5511	NBC North- west	Stanley E. Hubbard, Pres. & Gen. Mgr. Miller C. Robertson, Coml. Mgr. Kenneth M. Hance, Vice Pres., Treas. & Station Mgr.	Brooks Henderson, Prod. Supvr. Joe Cook, Prom. Mgr. John N. Fricker, Chief Engr.	Petry Thesaurus World Lang-Worth Standard AP, UP
MINNEAPOLIS 14 (St. Paul)	*KUOM 1921	770 5,000-D ST-WCAL	U. of Minnesota Minneapolis Main 8177	Burton Paulu, Gen. Mgr.	Ruth E. Swanson, Prog. Dir. Berten A. Holmberg, Chief Engr.	AP
MINNEAPOLIS 2 (St. Paul)	WCCO 1924	830 50,000	Columbia Bcstg. System Inc. 625 2nd Ave. S. Main 1202	CBS	Frank Stanton, (CBS) Pres. Merle S. Jones, Gen. Mgr. Tom Dawson, Sales Mgr. Gene Wilkey, Prog. Dir.	Carl Ward, Dir. Publ. & Sales Prom. E. W. Ziebarth, Educ. Dir. J. J. Beloungy, Chief Engr.	Radio Sales Lang-Worth, Standard AP, UP
MINNEAPOLIS 1 (St. Paul)	WDGY 1923	1130 5,000-LS 500-N L-Albuquerque	Twin Cities Bcstg. Corp. Hotel Nicollet Bridgeport 2271	Charles T. Stuart, Pres. & Exec. Dir. (Lincoln, Nebr.) Melvin Drake, Vice Pres. & Station Mgr.	B. Kendall Crane, Prog. Dir. Charles W. Winkler, Chief Engr. (Lincoln, Nebr.)	Avery-Knodel Capitol, Standard AP

DIRECTORY OF STANDARD 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, 1948)

MINNESOTA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Trans. Library News Service	
MINNEAPOLIS 3 (St. Paul)	WLOL 1940	1330 5,000	Independent Merchants Bcstg. Co. 1730 Hennepin Ave. S. Atlantic 0406	MBS	Ralph Atlass, Chief Owner Norman Boggs, Pres. & Gen. Mgr. C. T. Hagman, Exec. V.-P. & Coml. Mgr.	Robert Bouchler, Prog. Dir. Stu Mann, Prom. Mgr. Merle Bjork, Trans. Engr. Gene Brautigam, Control Engr.	Blair UP
MINNEAPOLIS 2 (St. Paul)	WMIN 1936	1400 250	WMIN Bcstg. Co. Hamm Bldg., St. Paul Garfield 1361	Edward Hoffman, Pres. & Gen. Mgr. Frank M. Devaney, Ass't Gen. Mgr. & Prom. Mgr.	Charles E. Michaud, Coml. Mgr. Warren B. Fritze, Chief Engr.	ForJoe Associated AF
MINNEAPOLIS 4 (St. Paul)	WTCN 1934	1280 5,000-LS 1,000-N	Minnesota Bcstg. Corp. Wesley Temple Bldg. Main 6562	ABC Dairy- land	St. Paul Dispatch-Pioneer Press & Minn. Tribune Co., Owners F. Van Konynenburg, Gen. Mgr. Robert Ekstrum, Coml. Mgr.	Judy Bryson, Prog. Dir. Cliff J. Rian, Prom. Mgr. John M. Sherman, Tech. Dir.	Free & Poters Associated, Capitol AP, UP
MOORHEAD	KVOX 1937	1340 250	KVOX Bcstg. Co. 818 Center Ave. 3-1523 (Fargo, N. D.)	MBS	David C. Shepard, Pres. M. M. Marget, Gen. Mgr. Arv Johnson, Coml. Mgr.	Dale Howard, Prog. Dir. Harry Vose, Chief Engr.	Walker Capitol, SESAC UP
NORTHFIELD	*WCAL ST-KUOM	770 5,000-D	St. Olaf College Northfield 770	Milford Jensen, Ops. Dir. David Johnson, Prog. Dir.	Martin Hegland, Prom. Dir. M. C. Jensen, Chief Engr.	AP
ROCHESTER	KROC 1935	1340 250	Southern Minnesota Bcstg. Co. 100 First Ave. Bldg. 3924	NBC North- west	Mrs. Gregory Gentling, Pres. & Gen. Mgr. G. David Gentling, Coml. Mgr.	Cal Smith, Prog. Dir. Walter Bruzek, Prom. Mgr. Fred Clarke, Chief Engr.	Pearson World UP
ST. CLOUD	KFAM 1938	1450 250	St. Cloud Daily Times Weber Bldg. 3330	NBC North- west	Fred Schlipplin, Pres. Frederick C. Schlipplin, Gen. Mgr. John A. Krauel, Coml. Mgr.	Avis Russell, Prog. Dir. Robert Witschen, Chief Engr.	Thesaurus, Lang-Worth AP
THIEF RIVER FALLS	KTRF 1947	1230 250	Henry K. Arneson 237 Crocker Ave., N.			
VIRGINIA	WHLB 1936	1400 250	Head of the Lakes Bcstg. Co. 17th St. & 6th Ave. S. 2000	NBC North- west Arrow- head	Morgan C. Murphy, Pres. Walter C. Bridges, Gen. Mgr. O. H. Peterson, Mgr.	Alice Mae McBride, Traffic Bud Germ, Prog. Dir. Norman Gill, Chief Engr.	
WADENA	KWAD (Construction permit)	920 1,000	Associated Bcstrs., Inc. First Natl. Bk. Bldg.	H. G. Alexander, Gen. Mgr. & Chief Engr.	Juanita I. Hall, Coml. Mgr. & Prog. Dir.	Capitol AP
WILLMAR	KWLM 1940	1340 250	Lakeland Bcstg. Co. 307 W. 6th St. 1340	ABC Dairy- land	H. W. Linder, Pres. & Gen. Mgr. Jack Lynch, Coml. Mgr. & Prog. Dir.	Bill Linder, Chief Engr.	Pearson Cole UP
WINONA	KWNO 1938	1230 250	Winona Radio Service 216 Center St. 3314	ABC Dairy- land	Maxwell H. White } Part- Hermann R. Wiercking } ners Maxwell H. White, Pres.	H. A. Winther, Gen. & Coml. Mgr. Doris Cooper, Prog. Dir. Ethel Goetzman, Publ. Dir.	Pearson Lang-Worth AP
WORTHINGTON	KWOA 1947	730 1,000-D	Worthington Bcstg. Co. Thompson Hotel 2-7301	R. W. Olson, Pres. & Coml. Mgr. R. E. Shepard, Mgr.	F. W. Endersbe, Prog. Dir. & Prom. Mgr. Clinton Knapp, Chief Engr.	Bulmer- Johnson Lang-Worth UP

MISSISSIPPI

BILOXI	WLOX 1947	1490 250	WLOX Bcstg. Co. Buena Vista Hotel	J. S. Love Jr., Exec. Vice Pres. Gene Tibbett, Gen. Mgr. & Prom. Mgr.	Carl U. Upchurch, Coml. Mgr. Carl Junkers, Prog. Dir. Thomas Blue Major, Chief Engr.	Rambeau Standard UP
BILOXI	WVMI (Construction permit)	570 1,000-D	Radio Associates	James H. McKee } Odes S. Robinson } Partners G. E. Holmes }		
CLARKSDALE	WROX	1450 250	Birney Imes Estate Birney Imes Jr. (Exec- utor) Clarksdale 1566	MBS KBS Mid South	Birney Imes, Pres. F. E. Hinman, Gen. Mgr. H. E. Gurney, Coml.	J. C. Clayton, Chief Engr.	Sears & Ayer World AP
COLUMBIA	WCJU 1947	1450 250	Lester Williams	MBS KBS Rebel			
COLUMBUS	WCBI 1940	1340 250	Birney Imes Jr. Gilmer Hotel 1313	MBS KBS Mid South	Birney Imes Jr., Pres. Bob McRaney, Gen. & Prom. Mgr.	James Eatherton, Coml. Mgr. Thomas McFerrin, Chief Engr.	Sears & Ayer World AP
CORINTH 1	WCMA 1945	1230 250	The Corinth Bcstg. Co. Inc. Ray Bldg. 800	MBS Dixie	Aaron B. Robinson, Pres. & Gen. Mgr. Bill Winsett, Coml. Mgr.	Jim Hoppers, Prog. Dir. John E. Bell, Prom. Mgr. W. M. Essary, Chief Engr.	Burn-Smith World, Standard UP
GRENADA	WRXL (Construction permit)	1400 250	Robin Weaver Box 236			
GREENVILLE	WJPR 1939	1340 250	Radio Services Co. 107 S. Poplar St. 2434	MBS KBS	Emmet H. McMurry } Frank W. Baldwin } Own- Thomas H. Golding } ners Emmet H. McMurry Jr., Gen. Mgr.	Frank W. Baldwin, Coml. Mgr. Charles Allen, Prog. Dir. & Prom. Mgr. Percy L. Kuhn, Chief Engr.	Sears & Ayer, Hollingbery Thesaurus, Capitol, Associated AP, UP

DIRECTORY OF STANDARD 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, 1948)

MISSISSIPPI (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
GREENWOOD	WGRM 1935	1240 250	P. K. Ewing	NBC KBS			
GULFPORT	WGCM	1240 250	WGCM Bcstg. Co. Hewes-Martin Bldg. 1110	ABC KBS	Hugh O. Jones, Gen. & Coml. Mgr. C. E. Vann, Prog. Dir.	Donovan Murphy, Chief Engr.	Sears & Ayer World AF
HATTIESBURG	WFOR 1926	1400 250	Forrest Bcstg. Co. 302 Hemphill St. 1866	NBC KBS Rebel	C. J. Wright, Pres. & Gen. Mgr. H. L. Patterson, Coml. Mgr.	E. M. Jenkins, Prog. Dir. C. J. Wright Jr., Prom. Mgr. B. B. McLemore, Chief Engr.	Hollingsbery World, Thesaurus UP
JACKSON 116	WJDX 1929	1300 5,000-LS 1,000-N	Lamar Life Insurance Co. P. O. Box 2171 2-1183	NBC So. Cent. Rebel	Lamar Life Insurance Co., Chief Owner Wiley P. Harris, Gen. Mgr. Frank Gentry, Coml. Mgr.	Howard Langfitt, Prog. Dir. Percy G. Root, Chief Engr.	Hollingsbery Thesaurus, MacGregor, Lang-Worth UP
JACKSON	WJQS 1947	1400 250	Mississippi Broadcasting Co. Edwards Hotel 3-9681	CBS	Withers Gavin, Pres. & Gen. Mgr.		Standard AF
JACKSON	WJXN 1945	1450 250	Ewing Bcstg. Co. 200 E. Capitol St. 4-8871	P. K. Ewing Jr. } F. C. Ewing } Owners M. M. Ewing } F. K. Ewing Jr. } F. C. Ewing } Co-Mgrs.	P. K. Ewing Jr., Coml. & Prom. Mgr. F. C. Ewing, Prog. Dir. T. W. Patterson, Chief Engr.	Lang-Worth, Standard AF
JACKSON	WRBC 1947	620 5,000-LS 1,000-N	Rebel Bcstg. Co. Inc. 125 S. Lamar 3-9641	MBS	John H. Cleghorn, Gen. Mgr. J. W. Carlier, Coml. Mgr.	Tom Stinson, Prog. Dir. Frank Meyerhoff, Prom. Mgr. G. B. Benson, Chief Engr.	Branham Associate AF, INS
JACKSON 114	WSLI 1938	930 5,000	Standard Life Bcstg. Co. P. O. Box 1847 3-2788	ABC	G. W. Covington, Pres. L. M. Sepaugh, Gen. Mgr. F. E. Wilkerson Jr., Coml. Mgr.	B. K. Smith, Prog. Dir. M. B. Wray, Prom. Mgr. C. A. Perkins, Chief Engr.	Weed World AF
KOSCIUSKO	WKOZ 1947	1340 250	Kosciusko Broadcasting Co. 109 W. Jefferson St. 781	KBS	James W. Arendale Sr. } Part- Cy N. Bahakel } ners	Melvin C. Lee, Coml. Mgr. J. W. Arendale Sr., Chief Engr.	AP
LAUREL	WAML 1935	1340 250	New Laurel Radio Station Inc. 535½ Central Ave. 288	NBC KBS Rebel	D. A. Matson, Pres. Granville Walters, Gen. Mgr. M. M. Caver, Coml. Mgr.	Stanley Walters, Prog. Dir. Clyne Graves, Chief Engr.	Hollingsbery World, SESAC, AF, UP
LAUREL	WLAU 1946	1490 250	Southland Bcstg. Co. 437½ N. Magnolia St. 420	MBS	Hugh M. Smith, Gen. Mgr. W. C. DeHority, Coml. Mgr.	David Kane, Prog. Dir. Ed Pierce, Chief Engr.	Lang-Worth UP
MACON	WMBC 1947	1400 250	Mississippi Broadcasting Co. Hotel Thomas Jefferson 310	Withers Gavin, Pres. & Gen. Mgr.		Standard AF
McCOMB	WAPF (Construction permit)	1010 250-D	Southwestern Broadcast- ing Co. of Miss. 230 Michigan Ave.	Albert Mack Smith } Phillip Dean Brady } Part- Kenneth Hinton Quin } ners J. P. Melvin }		
McCOMB	WSKB 1939	1230; CP-1250 250; CP-1,000-LS 500-N	McComb Bcstg. Corp. P. O. Box 111 37	George Blumenstock } Own- Robert Louis Sanders } ers George Blumenstock, Gen. & Coml. Mgr.	Julia D. Blumenstock, Prog. Dir. Wayne Walker, Prom. Mgr. Robert Louis Sanders, Chief Engr.	Gene Grant Thesaurus AF
MERIDIAN	WCOC 1927	810 5,000-LS 1,000-N	Mississippi Broadcasting Co. Threefoot Bldg. 1042	CBS	Withers Gavin, Pres. & Gen. Mgr.		Standard Thesaurus UP
MERIDIAN	WMOX 1946	1240 250	Birney Imes Jr. WMOX Bldg. 495	MBS KBS Mid South	Birney Imes Jr., Owner Jerry Kerns, Station & Prom. Mgr. Tiny Vickery, Coml. Mgr.	Jim Shelton, Prog. Dir. Raymond Bates, Chief Engr.	Sears & Ayer World AF
MERIDIAN	WTOK 1947	1450 250	Meridian Broadcasting Co. 2100 14th St.	ABC			
NATCHEZ	WMIS 1941	1240 250	Natchez Bcstg. Co. Walgreen Bldg. 580	NBC KBS Louisiana	P. K. Ewing, Pres. P. K. Ewing Jr., Gen. Mgr. Paul Schilling, Coml. Mgr.	Wilna Nichols, Traffic Mgr. George Wilson, Chief Engr.	Lang-Worth
PHILADELPHIA (Construction permit)	1490 250	William Howard Cole Philadelphia	William Howard Cole, Owner		
TUPELO	WELO 1944	1490 250	Tupelo Bcstg. Co. WELO Bldg. 1400	MBS KBS Mid South	Birney Imes Jr., Owner (Columbus, Miss.) Bob McRaney, (Columbus, Miss.), Gen. Mgr.	Bob Evans, Mgr. Reeves Whirley, Coml. Mgr. Gene Gratz, Prog. Dir. LeRoy Green, Chief Engr.	Sears & Ayer World AF
VICKSBURG	WQBC 1931	1420 1,000-LS 500-N	Delta Bcstg. Co. Inc. Hotel Vicksburg 312	MBS KBS	L. P. Cashman, Pres. Mary Van Cashman, Gen. Mgr.	O. W. Jones, Coml. Mgr. C. E. Drake, Chief Engr.	Sears & Ayer World AF
VICKSBURG	WVIM (Construction permit)	1490 250	Ewing Broadcasting Co. Carrol Hotel	P. K. Ewing Jr. } F. C. Ewing and } Partners Myrtle M. Ewing }		
WEST POINT	WROB 1947	1450 250	Bob McRaney Sr. WROB Bldg. 807	MBS KBS Mid South	Bob McRaney Sr., Pres. & Gen. Mgr. Edward McRaney, Coml. Mgr.	W. E. Sneed, Chief Engr.	Sears & Ayer
YAZOO CITY	WAZF 1947	1230 250	B. J. Barrier, Jr. H. T. Barrier and H. P. Holmes	KBS			

DIRECTORY OF STANDARD 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, 1948)

MISSOURI

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
CAPE GIRARDEAU	KFVS 1925	1400; CP-960 250; CP-1,000-LS 500-N	Oscar C. Hirsch 324 Broadway 2104	MBS	Oscar C. Hirsch, Pres., Gen. Mgr., Chief Engr. Ralph L. Hirsch, Coml. Mgr., Prom. Mgr., Prog. Dir.	Pearson UP	
CARTHAGE	KDMO 1947	1490 250	Carthage Bcstg. Co. 1201 E. Chestnut St. 2648	KBS	Lloyd C. McKenney } Partners John Daly } Lloyd C. McKenney, Gen. Mgr. John J. Daly, Coml. Mgr.	Thesaurus AP	
CLAYTON (ST. LOUIS 5).....	*KFVO 1924	850 5,000 SH	Evangelical Lutheran Synod 801 De Mun Ave. Deimar 3030	Rev. Herman Hohenstein, Gen. Mr. & Prog. Dir. Rev. Elmer J. C. Knoernschild, Prod. Mgr.	World UP	
CLAYTON (ST. LOUIS)	KXLW 1947	1320 1,000-D	St. Louis County Broadcasting Co. 8135 Forsythe Blvd. Deimar 1320	Guy Rynnion, Pres. & Gen. Mgr. Leslie P. Ware, Local Sales Mgr.	Forjoe World AP, UP	
COLUMBIA	KFRU 1937	1400 250	KFRU Inc. 9th & Elm 4141	ABC	Elzey Roberts, Pres. Mahion Aldridge, Gen. & Coml. Mgr.	Blair Lang-Worth AP, UP	
FARMINGTON	KREI (Construction permit)	1350 1,000-D	Cecil W. Roberts Farmington	KBS	Cecil W. Roberts, Owner Mrs. Mary Burton, Station Mgr.	Kermit Barker, Chief Engr. Lang-Worth AP	
FLAT RIVER	KFMO 1927	1240 250	Lead Belt Bcstg. Co. Flat River 1000	Oscar C. Hirsch, Pres., Chief Engr. David E. Hoche, V.P.	Pearson UP	
HANNIBAL	KHMO 1941	1070 5,000-LS 1,000-N	Courier-Post Publishing Co. 102½ S. Main St. 3450	MBS	E. L. Sparks, Pres. Wayne W. Cribb, Gen. Coml. & Prom. Mgr.	Pearson World AP	
INDEPENDENCE	KIMO 1947	1510 1,000-D	The Blue Valley Co.	Frank E. Fowler } Partners Craig Siegfried } Cedric Siegfried } Charles Siegfried }		
JEFFERSON CITY	KWOS 1937	1240 250	Capital Bcstg. Co 210 Monroe St. 4000	MBS KBS	R. C. Goshorn, Pres. Catherine Roer, Gen. & Coml. Mgr. & Prog. Dir.	Leroy S. Hackmann, Chief Engr. Sears & Ayer Lang-Worth AP	
JOPLIN	KSWM 1946	1230 250	Air Time Inc. Hotel Connor 7260	CBS	Austin A. Harrison, Pres. & Gen. Mgr. W. D. Lowry, Coml. Mgr.	Noel Ball, Prog. Dir. Austin A. Harrison, Chief Engr.	Rambeau World UP
JOPLIN	WMBH 1925	1450 250	Joplin Bcstg. Co. Frisco Bldg. 330	MBS	D. J. Poynor, Pres. & Gen. Mgr. Roy Wilson Bilderback, Prog. Dir.	Charles David Blair, Prom. Mgr. Richard P. Meek, Chief Engr.	Sears & Ayer Standard Thesaurus Lang-Worth AP
JOPLIN	(Construction permit)	1310 5,000-LS 1,000-N	Four States Bcstrs Inc. Joplin	Harry Easley, Pres. George A. Splva, V.P.		
KANSAS CITY	KCKN 1925	1340 250	KCKN Bcstg. Co. 300 Walltower Bldg. Victor 3884	W. A. Balley, Pres. Ben Ludy, Gen. Mgr. Ellis Atterberry, Mgr.	George Stump, Prog. Dir. Joe Story, Sales Mgr. Max Williams, Chief Engr.	Capper Lang-Worth Standard AP, UP
KANSAS CITY 6	KCMO 1936	810 50,000-LS 10,000-N	KCMO Bcstg. Co. 1515 Commerce Bldg. Victor 0900	ABC	T. L. Evans, Pres. E. K. Hartenbower, Gen. Mgr. C. E. Morrill, Coml. Mgr.	S. B. Tremble, Prog. Dir. Farrell C. Surawn, Prom. Mgr. Karl Troeglen, Chief Engr.	Pearson Thesaurus AP, UP
KANSAS CITY	KFRM 1947	550 5,000-D	Midland Bcstg. Co.	Arthur B. Church, Pres.	Free & Peters	
KANSAS CITY 6	KMBC 1922	980 5,000	Midland Bcstg. Co. Pickwick Hotel Harrison 2650	CBS	Arthur B. Church, Pres. Karl K. Koerper, Vice Pres. & Mngng. Dir. Sam H. Bennett, Vice Pres. chg. of Sales	Rod Cupp, Prog. Dir. Tom Rucker, Dir. of Prom. Kenneth Krahl, Studio Dir. Ray Moler, Chief Engr.	Free & Peters World Associated AP, UP
KANSAS CITY 17	WDAF 1922	610 5,000	The Kansas City Star Co. 1729 Grand Ave. Harrison 1200	NBC	Roy A. Roberts, Pres. Dean Fitzer, Gen. Mgr. Manne Russo, Coml. Mgr. V. S. Batton, Ass't Mgr.	Harry J. Kaufmann, Prog. Dir. Bill Bates, Prom. Mgr. Joseph Flaherty, Chief Engr.	Petry Standard AP
KANSAS CITY	WHB 1922	710 10,000-LS 5,000-N	WHB Broadcasting Co. Scarritt Bldg. Harrison 1161	MBS	Donald Dwight Davis, Pres. & Coml. Mgr. John T. Schilling, Gen. Mgr.	John R. Wahlstedt, Prog. Dir. John W. Fraser Jr., Prom. Mgr. Henry E. Goldenberg, Chief Engr.	Blair Associated Lang-Worth AP
KENNETT	KBOA 1947	830 1,000-D	Kennett Bcstg. Corp. Highway 25, So. 830	Paul C. Jones, Pres., Gen. & Coml. Mgr.	Ray Van Hooser, Prog. Dir. & Prom. Mgr. Robert L. Conner, Chief Engr.	Thesaurus SESAC AP
KIRKSVILLE	KIRX 1947	1450 250	North Missouri Bcstg. Co. KIRX Bldg. 86	Samuel A. Burk, Pres. & Gen. Mgr. Richard R. Canady, Coml. Mgr.	William Morgan, Prog. Dir. Leon H. Brauhn, Chief Engr.	Thesaurus Capitol AP
LEBANON	(Construction permit)	1230 250	Lebanon Bcstg. Co. Heuer Bldg.			
MEXICO	KXEO (Construction permit)	1340 250	Audrain Bcstg. Corp. 115 West Monroe St.	MBS			
POPULAR BLUFF	KWOC 1938	1340 250	McCarthy-Tedrick-Wolpers 1801 N. Main St. 1310	MBS KBS	O. A. Tedrick, Pres. William R. Tedrick, Gen. Coml. & Prom. Mgr.	Byron Kearbey Jr., Prog. Dir. & Prod. Mgr. Don M. Lidenton, Chief Engr.	Pearson SESAC AP
ROLLA	KTTR 1947	1490 250	"Show-Me" Bcstg. Co.	Luther W. Martin } Partners Wilson C. Burkhead } Martin M. Mitchum }		

**EXTRA REACH
GETS EXTRA RESULTS!**



KXOK ALONE DELIVERS OVER 22.1% OF THE LISTENING AUDIENCE "MORNING - NOON - NIGHT" IN THE THIRTY COUNTIES SURROUNDING ST. LOUIS

KXOK plays... and when a program comes over the air... you're probably right on your lap! It's that famous KXOK reach that has it! (How else could you get in 115 counties? You, KXOK, reaches all around them by both day and nighttime reaches within a hundred miles of St. Louis, and gathers the listeners in! KXOK alone delivers over 22.1% of the total listening audience (How that clear signal at 630 on the dial? ... some other stations... from near and far, strike the road. Then jump in... that's the mark!) These thirty counties add practically a million listeners to KXOK's million and a quarter "home market" St. Louis. Compare KXOK's long reach... and low rate... you'll see why KXOK is the favorite with advertisers marketing in the St. Louis area. The thirty counties are just a portion of KXOK's 115 daytime counties... 100 daytime counties according to BMB.

KXOK

ST. LOUIS 1, MO. • CHESTNUT 3700
630 KC • 5000 WATTS • FULL TIME
Owned and Operated by the St. Louis Star-Times

**EXTRA REACH
GETS EXTRA RESULTS!**



KXOK ALONE DELIVERS OVER 22.1% OF THE LISTENING AUDIENCE "MORNING - NOON - NIGHT" IN THE THIRTY COUNTIES SURROUNDING ST. LOUIS

KXOK has an aggressive listening-home reach when it comes to gathering in listeners for your advertising dollar! (How that clear signal at 630 on the dial? In the thirty surrounding counties reach for profit-making within a 100-mile radius of St. Louis. KXOK alone delivers over 22.1% of the total listening audience (How that clear signal at 630 on the dial? ... some other stations... from near and far, strike the road. Then jump in... that's the mark!) These thirty counties add practically a million listeners to KXOK's million and a quarter "home market" St. Louis. Compare KXOK's long reach... and low rate... you'll see why KXOK is the favorite with advertisers marketing in the St. Louis area. The thirty counties are just a portion of KXOK's 115 daytime counties... 100 daytime counties according to BMB.

KXOK

ST. LOUIS 1, MO. • CHESTNUT 3700
630 KC • 5000 WATTS • FULL TIME
Owned and Operated by the St. Louis Star-Times

Mr. time buyer...

**EXTRA REACH
GETS EXTRA RESULTS!**



KXOK ALONE DELIVERS OVER 22.1% OF THE LISTENING AUDIENCE "MORNING - NOON - NIGHT" IN THE THIRTY COUNTIES SURROUNDING ST. LOUIS

How that clear signal at 630 on the dial... it packs a punch that goes beyond your parking lot... a coverage which BMB describes as 115 counties daytime, 98 counties nighttime. KXOK has surveyed 30 of those 100 counties... the total area within a hundred miles of St. Louis... and found 22.1% of the listeners turned to 630 on the dial. (How that clear signal? These counties are all in the heavy night class and add a million additional listeners to the million and a quarter St. Louisian in KXOK's "home market.") Compare KXOK's long reach and low rate... and you'll agree that KXOK is the favorite with advertisers marketing in the St. Louis area. Since that clear signal at 630 on the dial.

KXOK

ST. LOUIS 1, MO. • CHESTNUT 3700
630 KC • 5000 WATTS • FULL TIME
Owned and Operated by the St. Louis Star-Times

Your clients are interested in developing markets beyond metropolitan areas, because greater sales volume is one way of offsetting increased costs of operations. KXOK is a favorite advertising medium with proved salesability in St. Louis and over a wide area. 527,010 radio families daytime* (in 115 counties) and 508,270 radio families nighttime* (in 98 counties) form a market of prime importance to your client.

A 109,000 coincidental survey, in 30 counties immediately surrounding St. Louis, attests KXOK's potent influence. KXOK alone delivered 22.1% of the audience "morning • noon • night." You can use KXOK dollar-wisely too, because KXOK has the lowest average rate of any St. Louis network station.

*BMB Survey, 1946

KXOK

ST. LOUIS 1, MO. • CHESTNUT 3700 • 630 KC • 5000 WATTS • FULL TIME
REPRESENTED BY JOHN BLAIR • NEW YORK • CHICAGO • DETROIT • ST. LOUIS • LOS ANGELES • SAN FRANCISCO

DIRECTORY OF STANDARD 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, 1948)

MISSOURI (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative: Transc. Library News Service	
ST. GENEVIEVE ...	KSGM 1947	1450 250	The Donze Co. 261 Merchant St. 580	Elmer L. Donze, Pres. & Gen. Mgr. Norbert B. Donze, Coml. Mgr.	C. M. Poindexter, Prog. Dir. Donald M. Donze, Prom. Mgr. Muriel L. Rose, Chief Engr.	Gardner & Clark Lang-Worth UP
ST. JOSEPH 7	KFEQ 1923	680 5,000	KFEQ Inc. KFEQ Bldg. 4-0813	MBS	Barton Pitts, Gen. Mgr. Glenn G. Griswold, Coml. Mgr.	R. Thompson Mable, Prog. Dir. J. Ted Branson, Prom. Mgr. J. Wesley Koch, Chief Engr.	Headley-Reed Lang-Worth UP
ST. JOSEPH	KRES 1948	1230 250	Missouri Valley Broad- casting Inc. 113 S. 7th St. 4-6346	Paul E. Roscoe, Secy. & Gen. Mgr. J. J. Fitzgerald, Coml. Mgr.	Dward A. Moore, Prog. Dir. Charles H. Wiesemann, Chief Engr. & Ass't Mgr.	Standard AP
ST. LOUIS	KBGS (Construction permit)	690 1,000-D	Radio St. Louis	Edwin Wiley Grove III } James Henry Grove } Wm. Blum, Jr. }Part- ners		
ST. LOUIS 2	KMOX 1923	1120 50,000	Columbia Broadcasting System Inc. 401 S. 12th St. Central 8240	CBS	Wendell B. Campbell, Gen. Mgr. J. Soulard Johnson, Exec. Ass't Carter Ringlep, Coml. Mgr.	T. A. Bland, Prog. Dir. Edwin M. Fisher, Prom. Mgr. Harry Harvey, Chief Engr.	Radio Sales Lang-Worth AP, UP
ST. LOUIS 1	KSD 1922	550 5,000-LS 1,000-N; CP-5,000-N	Pulitzer Publishing Co. 1111 Olive St. Main 1111	NBC	Joseph Pulitzer, Pres. George M. Burbach, Gen. Mgr.	Edward W. Hamlin, Coml. Mgr. Thomas E. Howard, Chief Engr.	Free & Peters Thesaurus World AP
ST. LOUIS 8	KWK 1927	1380 5,000-LS 1,000-N	Thomas Patrick Inc. Hotel Chase Rosedale 3210	MBS	Robert T. Convey, Pres. & Gen. Mgr. Ray E. Dady, Vice Pres. & Station Dir. V. E. Carmichael, Vice Pres. & Coml. Dir. John W. Tinnea, Asslt. Sta- tion Dir.	Russell C. Kaiser, Prog. Dir. T. E. Richter, Pro. & Mer- chandising Tom Dalley, Publ. Dir. N. J. Zehr, Chief Engr.	Raymer World UP
ST. LOUIS 1	KXOK 1938	630 5,000	Star-Times Publishing Co. 12th & Delmar Bldvs. Chestnut 3700	ABC	Elzey Roberts, Pres. C. L. Thomas, Gen. Mgr. V. N. Springgate, Coml. Mgr.	Elmer Muschany, Prog. Dir. Foster Brown, Prom. Mgr. Arthur Rekart, Chief Engr.	Blair Associated Standard AP, UP, INS Reuters
ST. LOUIS 8	WEW 1922	770 1,000-D	St. Louis U. 3642 Lindell Blvd. Franklin 5685	Rev. Patrick J. Holloran, S. J., U. Pres. Nicholas Faglars, Gen. Mgr. Leonard F. Frankel, Coml. Mgr.	Don Lochner, Prog. Dir. William Moffett, Prom. Mgr. Joseph A. Vold, Chief Engr.	Pearson World Standard Lang-Worth INS
ST. LOUIS 8	WIL	1230 250	Missouri Bcstg. Corp. Melbourne Hotel Jefferson 8403	L. A. Benson, Pres. C. W. Benson, Vice Pres. & Gen. Mgr. H. R. Hansen, Coml. Mgr.	Neil Norman, Prog. Dir. Mel Kampe, Prom. Mgr. Edward Goodberlet, Chief Engr.	Rambeau Lang-Worth MacGregor Standard AP
SEDALIA	KDRO	1490 250	Milton J. Hinlein 2100 W. Broadway 4004	MBS KBS	Milton J. Hinlein, Pres. & Prom. Mgr. Herbert W. Brandes, Gen. Mgr. Harry Trotman, Coml. Mgr.	Maxine Fisher, Prog. Dir. Wayne Pash, Chief Engr.	Forjoe UP
SIKESTON	KSIM (Construction permit)	1400 250	Sikeston Community Broadcasting Co. 210 W. North St.			
SPRINGFIELD	KGBX 1926	1260 5,000	Springfield Bcstg. Co. 602 St. Louis St. 3-3200	NBC	Tams Bixby Jr., Pres. J. Gordon Wardell, Gen. & Coml. Mgr.	Carl Fox, Prog. Dir. Dudley Morris, Prom. Mgr. Dennis White, Chief Engr.	Hollingsbery Thesaurus AP
SPRINGFIELD	KTTS 1942	1400 250	Independent Bcstg. Co. Walnut and Jefferson Sts.	MBS CBS			
SPRINGFIELD 4	KWTO 1933	560 5,000-LS 1,000-N	Ozarks Bcstg. Co. 606 St. Louis St. 3-2800	ABC	Ralph D. Foster, Pres. & Gen. Mgr. R. M. Keltner, Coml. Mgr. Leslie L. Kennon, Assist. Mgr.	Bill Ring, Prog. Dir. Bill Bailey, Prom. Mgr. Fritz Bauer, Chief Engr.	Pearson Lang-Worth UP
WEST PLAINS	KWPM 1947	1450 250	Robert Neathery P.O. Box 446 700	KBS	Robert Neathery, Pres. Fritz Williams Dixon, Coml. Mgr.	Noia Langston, Prog. Dir.	Standard AP

MONTANA

ANACONDA	KANA 1946	1230 250	Mosby's Inc. P. O. Box 727 136	Arthur J. Mosby, Pres. Don Jones, Gen. Mgr. Barbara Kline, Coml. Mgr. & Prog. Dir.	Charles Currie, Chief Engr.	Weed Lang-Worth MacGregor UP
BILLINGS	KBMY 1946	1240 250	Billings Bcstg. Co. Box 1101 3838	MBS KBS Inter- m'tain	R. E. Mulvaney, Pres. Franz J. Robischon, Gen. Mgr.	Ken Nybe, Coml. Mgr. Leroy Swecker, Prom. Mgr. Richard Kaiser, Chief Engr.	Avery-Knodel Lang-Worth AP
BILLINGS	KGHL 1928	790 5,000	Northwestern Auto Sup- ply Co. 5th & North Broadway 2222	NBC	C. O. Campbell, Pres. Ed Yocum, Gen. Mgr. M. V. Braunberger, Station Mgr. & Prog. Dir.	June Leff, Prom. Mgr. Jeff Klichli, Chief Engr.	Katz Thesaurus World Standard SESAC UP
BOZEMAN	KXLQ 1939	1450 250	KREB Broadcasters Inc. Bozeman 1420	NBC Z-Bar	E. B. Craney, Pres. Ernest A. Neath, Gen. Mgr. J. Ray Bridges, Coml. Mgr.	Tom Robischon, Prog. Dir. Duane Parker, Prom. Mgr. Henry Spahr, Chief Engr.	Walker Lang-Worth UP

3,730 more square miles

**... with KSD's increase
in nighttime power!**

**Every Advertiser Whose Products Are Sold in the
Greater St. Louis Area Will Be Interested in These Facts:**

- 1.** KSD now broadcasts with a power of 5,000 watts *day and night*—on 550 kilocycles.
- 2.** KSD's new transmitter and antenna-towers are located on a 68-acre tract less than five miles from downtown St. Louis.
- 3.** KSD's new antenna system consists of four towers—each 450 feet in height.
- 4.** KSD's new 5,000-watt RCA transmitter incorporates the latest developments for the highest quality reception.
- 5.** KSD's power increase plus the new antenna system enables KSD's nighttime signal to cover an additional 3,730 square miles of interference-free service area.
- 6.** KSD's effective nighttime power, in the direction of the City of St. Louis, is increased to 15,000 watts.
- 7.** KSD is the National Broadcasting Company's basic station for St. Louis. It is 225 miles to the nearest other NBC basic outlet.
- 8.** KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire.
- 9.** KSD is recognized throughout its listening area for its high standards of programming and advertising acceptance.
- 10.** Now, more than ever before, for the advertiser who has goods to sell in the Greater St. Louis Market, KSD-NBC-AP is "The Combination That Clicks."

**FREE &
PETERS**

Incorporated

**NATIONAL
ADVERTISING**

REPRESENTATIVES

KSD

The ST. LOUIS POST-DISPATCH Station

KSD-TV and KSD-FM

DIRECTORY OF STANDARD 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, 1948)

MONTANA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
BUTTE	KBOW 1947	1490 250	Copper City Radio Co. P. O. Box 1932 7429	CBS KBS	Frank Reardon, Pres. Bob Athearn, Mgr. & Prog. Dir.	Bert Davis, Chief Engr. Cooke Gene Grant Thesaurus UP	
BUTTE	KOPR 1948	550 1,000	Copper Bcstg. Co. Hotel Finlan	ABC	Frank C. Carman, Pres.	Katz World UP	
BUTTE	KYES (Construction permit)	610 1,000	Treasure State Broad- casting Co.			
BUTTE	KXLF 1929	1370 5,000	KGIR Inc. Box 1856 2-2344	NBC Z-Bar	E. B. Craney, Pres. Arne E. Anzjon, Gen. Mgr. S. J. Schille, Coml. Mgr.	W. J. Provis, Chief Engr. Walker Lang-Worth MacGregor UP	
GREAT FALLS	KFBB 1922	1310 5,000	Buttrey Bcst. Inc. First Nat'l Bank Bldg. 4377	CBS	Fred Birch, Pres. J. P. Wilkins, Gen. & Coml. Mgr.	W. J. Towner, Prog. Dir. Wilbur L. Myhre, Chief Engr.	Weed Thesaurus UP
GREAT FALLS	KGFM (Construction permit)	1150 5,000	Mosby's Inc.			
GREAT FALLS	KMFR (Construction permit)	560 5,000	Montana Farmer Broad- casting Corp.			
GREAT FALLS	KMON (Construction permit)	970 5,000	Sun River Broadcasters, Inc.			
GREAT FALLS	KXLK 1947	1400 250	Great Falls Bcstg. Co. Park Hotel 2-2453	NBC Z-Bar	J. R. Larcombe, Pres. K. O. MacPherson, Gen. Mgr. Carl Argabrite, Coml. Mgr.	Walker Lang-Worth UP	
HAVRE	KAVR 1946	1240 250	KAVR Inc. P.O. Box 672 888	KBS	Jessica L. Longston, Pres. Larry Gordon, Gen. Mgr. & Prog. Dir.	Bill Murphy, Coml. Mgr. F. Willard Smith, Chief Engr.	Grant World UP
HAVRE	KOJM 1947	730 1,000-D	North Montana Broad- casting Co. Inc. Liberty Hotel Bldg. 1096	Dr. F. W. Aubin, Pres. E. J. Pepin, V.-P. & Treas. Ed Lovelace, Gen. Mgr.	Bob Rodgers, Coml. Mgr. Leo Billings, Prog. Dir. George H. Bauer, Chief Engr.	Griffith MacGregor Cole Long AP
HELENA	KXLJ 1937	1240 250	Peoples Forum of the Air 1306 11th Ave. 1240	NBC Z-Bar	A. T. Hibbard, Pres. Bob Rutter, Gen. & Coml. Mgr.	Paul A. Hatton Jr., Prog. Dir.	Walker Lang-Worth UP
KALISPELL	KGZ 1927	1340 250	Donald C. Treloar 203 First Ave. E. 332	Donald C. Treloar, Owner & Gen. Mgr.	William H. Patterson, Chief Engr.	World UP
LEWISTON	KXLO 1947	1230 250	Capital Bcstg. Co. Box 620 1210	George Bennitt, Pres. & Gen. Mgr. Robert Gray, Coml. Mgr.	Lee Belding, Prog. Dir. William R. Parker, Chief Engr.	Friedenberg Standard AP
LIVINGSTON	KPRK 1947	1340 250	Yellowstone Amusement Co. Box 952 1000	Paul B. McAdam, Pres., Gen. & Prom. Mgr. Jack Hinman, Coml. Mgr.	Robert Greer, Prog. Dir. James Blaine, Chief Engr.	Griffith Lang-Worth SESAC AP
MILES CITY	KR,JF 1941	1340 250	Star Printing Co. 13 N. 6th St. 60	MBS KBS Inter- man'tain	W. F. Flinn, Gen. Mgr. D. E. Tannehill, Coml. & Prom. Mgr.	Robert Wilson, Prog. Dir. C. L. Scofield Jr., Chief Engr.	Avery-Knodel World UP
MISSOULA	KGVO 1931	1290 5,000-LS 1,000-N	Mosby's Inc. 132 W. Front St. 2155	CBS	A. J. Mosby, Pres. Marion E. Dixon, Coml. & Prom. Mgr.	W. C. Blanchette, Prog. Dir. Lawrence Smith, Chief Engr.	Hollingsbery Lang-Worth Standard MacGregor UP
MISSOULA	KMSU (Construction permit)	1400 250	Missoula Radio Assn. 218 N. Higgins 6882	Robert B. Cummins, Pres. Oakley E. Coffee, Vice Pres.		
MISSOULA	KXLL (Construction permit)	1450 250	Western Montana Associ- ates Orchard Homes, River Road	Z-Net	Pat M. Goodover, Pres. & Gen. Mgr.		Walker Lang-Worth UP
SHELBY	KIYI 1947	1230 250	Tri-County Radio Corp. Shelby 560	KBS	John Hurley, Pres. Cedor Aranow, Secy. Treas. Frank Krshka, Gen. & Coml. Mgr.	Lawrence Wing, Prog. Dir. Richard Velo, Chief Engr.	Grant World UP
SIDNEY	KGCK 1926	1480 1,000	E. E. Krebsbach Sidney 408	MBS KBS Great N'thrn	E. E. Krebsbach, Pres. & Gen. Mgr. E. C. Krebsbach, Coml. & Prom. Mgr.	Mel King, Prog. Dir. O. H. Halvorson, Chief Engr.	Walker Thesaurus AP

NEBRASKA

COLUMBUS	KJSK (Construction permit)	900 1,000-D	George Basil Anderson Columbus	George Basil Anderson, Pres. & Gen. Mgr.	Harold Hardy, Chief Engr.	AP
FREMONT	KORN 1939	1340 100	Inland Bcstg. Co. 118 E. 5th St. 1060	MBS KBS	John K. Morrison, Pres. Paul Fry, Gen. Mgr. William H. Baldwin, Station Mgr.	G. E. Bentz, Coml. Mgr. Ray Arvin, Prog. Dir. Helen Norwood, Prom. Mgr. Percy Ziegler, Chief Engr.	Weed Thesaurus 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 \$ 224,033,000</p> <p>Radio Homes 79,641</p> <p>Source: Katz Research Bureau</p> </div>



KGHL

THE DOMINANT STATION

in MONTANA and NORTHERN WYOMING

Represented by THE KATZ AGENCY

DIRECTORY OF STANDARD 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, 1948)

NEBRASKA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
GRAND ISLAND	KMMJ 1936	750 1,000-D L-WSB	KMMJ Inc. Division & Cedar 703	ABC	Don Searle, Pres. Wick Heath, Gen. Mgr. Bill Martin, Coml. Mgr.	Orle Kerwood, Prog. Dir. Herb Clark, Prom. Mgr. Norval Larson, Chief Engr.	Headley-Reed World UP
HASTINGS	KHAS 1940	1230 250	Nebraska Bcstg. Co. Tribune Bldg. 1745	MBS KBS	Fred A. Seaton, Pres. Duane L. Watts, Gen. Mgr. Ed Kihnn, Coml. Mgr.	Warren Mowder, Prog. Dir. & Prom. Mgr. Duane Allison, Chief Engr.	Capitol INS
KEARNEY	KGFW 1930	1340 250	Central Neb. Bcstg. Corp. Federal Annex Bldg. 23541	MBS KBS	Lloyd C. Thomas, Pres. E. Anson Thomas, Gen. Coml. & Prom. Mgr.	Peg Biber, Prog. Dir. Jack Lewis, Chief Engr.	Keystone UP
LINCOLN	KFAB 1924	1110 50,000	KFAB Bcstg. Co. 620 Farnam Bldg. Omaha, Neb. Jackson 3420	(See Omaha Listing)		
LINCOLN	KFOR 1930	1240 250	Cornbelt Bcstg. Corp. Stuart Bldg. 2-6965	ABC	Charles T. Stuart, Pres. & Exec. Dir. Harry D. Peck, Station & Coml. Mgr.	Jack Huston, Prog. Dir. Gladyce Gayle, Prom. Mgr. Charles W. Winkler, Chief Engr.	Petry Standard. Capitol AP, INS
LINCOLN	KOLN 1947	1400 250	Inland Bcstg. Co. 211 Federal Securities Bldg. 2-7218	MBS	John K. Morrison, Pres. Paul R. Fry, Vice Pres. & Gen. Mgr. Hugh E. Bader, Station Mgr. William B. Waugh, Local Coml. Mgr.	Donald K. French, Prod. Mgr. Edwin T. Smith, Prom. Mgr. Marvin J. Korinek, Engr. Supvr.	Weed Thesaurus AP
LINCOLN	KILM (Construction permit)	1480 1,000	Lincoln Bcstg. Corp. 510 Barkley Bldg.			
McCOOK	KBRL 1947	1450 250	The McCook Bcstg. Co. J St. & Highway #83 1450	William J. Cox } Arthur Henri } Equal Edward Cooper } Partners LeRoy Lenwell } William J. Cox, Gen. & Prom. Mgr.	Arthur V. Henri, Coml. Mgr. Edward Cooper, Prog. Dir. LeRoy W. Lenwell, Chief Exec.	Friedenberg Thesaurus, Capitol AP
NORFOLK	WJAG 1922	780 1,000-LS 1,000-N-L	Norfolk Daily News Norfolk 432	Gene Huse, Pres. Art Thomas, Gen. Mgr.	Bob Thomas, Coml. Mgr. Frank Weidenbach, Chief Engr.	Walker Lang-Worth AP
NORTH PLATTE	KODY 1943	1240 250	WOW Inc. 1521 W. 12th St. 382	NBC KBS	John J. Gillin, Jr., Pres. John Alexander, Gen. & Nat'l Sales Mgr. Joe di Natale, Local Sales Mgr.	Ed Launer, Prog. Dir. Jerry Wing, Prom. Mgr. Jay Blakesley, Chief Engr.	Blair Lang-Worth, Standard AP, UP
OMAHA 2	KBCN 1942	1490 250	Inland Bcstg. Co. 676 Saunders-Kennedy Bldg. Jackson 8282	MBS	Paul R. Fry, Vice Pres. & Gen. Mgr. Richard Welna, Station Mgr. & Prog. Dir.	Ernie Friesman, Coml. Mgr. Joe Baker, Prom. Mgr. Percy Ziegler, Chief Engr.	Weed Associated AP
OMAHA	KFAB 1924	1110 50,000	KFAB Bcstg. Co. 620 Farnam Bldg. Jackson 3420	CBS	Fred S. Sides, Pres. Joe W. Seacrest, Chairman of Board Harry Burke, Gen. & Coml. Mgr.	L. A. Miller, Prog. Dir. Harold E. Roll, Prom. Mgr. Mark Bullock, Chief Engr.	Free & Peters Standard. SESAC AP, UP
OMAHA 2	KOIL 1925	1290 5,000	Central States Bcstg. Co. Omaha Nat'l Bank Bldg. Jackson 7626	ABC	Charles T. Stuart, Pres. William J. Newens, Mgr. Forrest Blair, Gen. Sales Mgr.	Virgil Sharpe, Ass't. Mgr. & Prog. Dir. Charles Winkler, Chief Engr.	Petry Capitol, Standard AP, INS
OMAHA 2	KOWH 1922	660 500-D	World Publishing Co. World Herald Bldg. Atlantic 2228	H. Doorly, Pres. B. C. Corrigan, Gen. Mgr.	Frank E. Shopen, Chief Engr.	Hollingbery Standard, World, Associated UP
OMAHA 2	WOW 1923	590 5,000	Radio Station WOW Inc. Insurance Bldg. Webster 3400	NBC	John J. Gillin, Jr., Pres. & Gen. Mgr. Lyle DeMoss, Prog. Dir.	Bill Wiseman, Prom. Mgr. William J. Kotera, Chief Engr. Joseph Herold, Tech. Supvr.	Blair Standard. Thesaurus, SESAC, Associated AP, UP
SCOTTSBLUFF	KNEB (Construction permit)	970 500-D	Platte Valley Bcstg. Corp. 1913 Broadway			
SCOTTSBLUFF	KOLT 1930	1320 1,000	Hilliard Co. 1517 1/2 Broadway 856	CBS KBS	L. L. Hilliard, Pres., Gen. & Coml. Mgr.	Bill Walter, Prog. Dir. Harland Morrison, Chief Engr.	Holman Standard UP

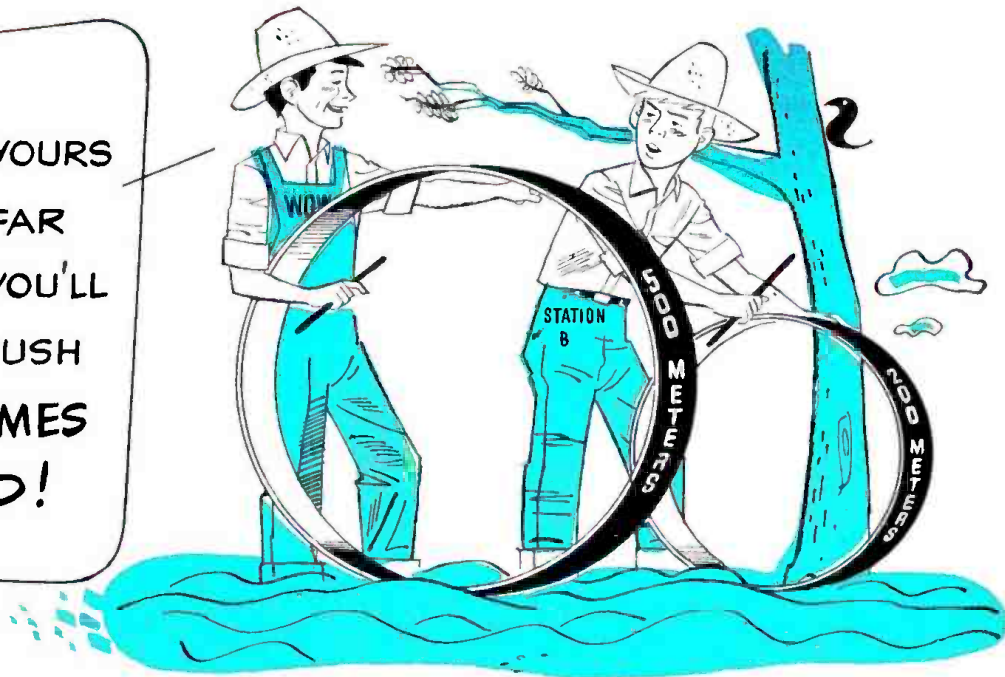
NEVADA

BOULDER CITY	KBNE 1946	1450 250	Boulder City Bcstg. Co. Drawer "E" 247	MBS KBS	Edward Jansen, Pres. Truman B. Hinkle, Gen. Mgr. Charlotte Brader, Coml. Mgr.	Rueben Gaines, Prog. Dir. & Prom. Mgr. Roy Rockstrom, Chief Engr.	Grant World
CARSON CITY	KVNC (Construction permit)	1450 250	Ralph Morgall Box 298, Reno, Nev.			
ELKO	KERS (Construction permit)	1340 250	Elko Broadcasting Co.			
ELY	KELN (Construction permit)	1230 250	Boulder City Bcstg. Co.	KBS			

WOW

.... the farm boy
with the big Hoop^{*}

IF YOU WANT YOURS
TO GO AS FAR
AS MINE... YOU'LL
HAVE TO PUSH
TWELVE TIMES
AS HARD!



HERE'S the explanation: Natural and man-made obstacles impede the progress of radio waves. Long waves (low frequencies) are impeded much less than short waves (high frequencies) and hence go much farther with less power than shorter waves.

It requires approximately TWELVE TIMES as much power to push a radio signal a given distance on wavelength of 270 meters as is required on a wavelength of 508 meters.

508.2 METERS = **590** KC.

272 METERS = 1100 KC.

ASK ANY ENGINEER



Also the station
with the **BIG HOOPERS!**

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

DIRECTORY OF STANDARD 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, 1948)

NEVADA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Librar News Service	
FALLON	KNEV 1946 (Construction permit)	1400 250	The Voice of Fallon Box 1644, Reno, Nev.	Chet L. Gonce and Ralph Morgali—Partners		
LAS VEGAS	KENO 1940	1400 250	Nevada Bcstg. Co. "The Strip" 1400	ABC	Maxwell Kelch, Pres. & Gen. Mgr. Paul R. Gang, Coml. Mgr.	Leo A. Newsome, Jr., Prog. Dir. H. H. Haas, Chief Engr.	Griffith Thesaurus INS
LAS VEGAS	KLAS 1948	1230 250	Las Vegas Bcstrs. Inc. Las Vegas	C. L. McCarthy, Pres.		
LAS VEGAS	KRAM (Construction permit)	920 1,000-D	Boulder City Bcstg. Co.			
LAS VEGAS (Construction permit)	1340 250	San Joaquin Bcstrs. Las Vegas	R. K. Wittenberg } R. L. Stoddard } Partners		
RENO	KATO 1946	1340 250	Sierra Bcstg. Co. Elks Bldg. 2-4501	MBS Don Lee	Ralph K. Wittenberg, Pres. Robert L. Stoddard, Gen. Mgr.	Ray Bohannon, Coml. Mgr. R. K. Wittenberg, Chief Engr.	Grant Standard
RENO	KOH 1928	630 CP-5,000; 1,000	McClatchy Bcstg. Co. 143 Stevenson St. 5106	NBC	Eleanor McClatchy, Pres. Hugh Kees, Mgr.	Merle Snider, Office Mgr. Wesley Craig, Chief Engr.	Raymer Thesaurus. World UP
RENO	KOLO 1946	920 1,000	Reno Bcstg. Co. 33 Sierra St. 2-4518	CBS	David McKay, Pres. H. G. Wells, Gen. & Coml. Mgr.	Russ Shepard, Prog. Dir. D. Basich, Prom. Mgr. Merle Peterson, Chief Engr.	Young. Western Radio Ads. Lang-Worth. Capitol AF, UP
RENO	KWRN 1947	1490 250	Reno Newspapers, Inc. 123 N. Center St. 6156	ABC	Merritt C. Speidel, Pres. Merrill Inch, Gen. Mgr. John A. Lang, Coml. Mgr.	Gene Shumate, Prog. Dir. Wilbur C. Comer, Chief Engr.	Walker Associated UP
RENO	KXXL 1947	1230 250	The Voice of Reno Co. Box 1329 2-4036	Edward Margolis, Gen. Mgr. James Diamond, Coml. Mgr.	Byron Samuel, Prog. Dir. Fred Kirshe, Prom. Mgr. Chet Gonce, Chief Engr.	Cooke. Gene Grant UP

NEW HAMPSHIRE

BERLIN	WMOU 1946	1230 250	White Mountain Bcstg. Co. 40 Main St. 1797	KBS	Albert N. Morris, Pres. Warren M. Greenwood, Gen. & Prom. Mgr. & Prog. Dir.	C. S. Holbrook, Coml. Mgr. James F. Hennessey, Chief Engr.	T-H-S, Kettel- Carter Associated AP
CONCORD	WKXL 1946	1450 250	Hon. Charles M. Dale Eagle Hotel 4180	MBS Yankee	Hon. Charles M. Dale, Owner Bert Georges, Gen. Mgr. William A. Dawson, Jr., Sales Mgr.	Norman E. Bailey, Prog. Dir. Dal Wyant, Prom. Mgr. George Jowdy, Chief Engr.	Bannan, Walker Capitol, Lang-Worth AP
KEENE	WKNE 1926	1290 5,000	WKNE Corp. 17 Dunbar St. 2080	CBS	Joseph K. Close, Pres., Gen. & Coml. Mgr. Robert M. Peebles, Prog. Mgr.	Barbara Williams, Prom. Mgr. Ernest F. Batchelder, Jr., Chief Engr.	Young. Kettell-Carte Thesaurus UP
LACONIA	WLNH 1922	1340 250	Northern Bcstg. Corp. Masonic Temple Bldg. 501	MBS KBS Yankee	Warren H. Brewster, Pres., Gen. & Prom. Mgr. Martin Avery, Coml. Mgr.	Sherwin Greenlaw, Prog. Dir. Wilfred Ledoux, Chief Exgr.	McGeehan & O'Mara, Kettell-Carte Thesaurus AP
MANCHESTER	WFEA 1932	1370 5,000	WFEA Inc. 286 Franklin St. 4656	CBS	H. M. Bitner, Pres. Melvin C. Green, Gen. & Prom. Mgr. Edward G. de St. Aubin, Coml. Mgr.	Warren Journay, Prog. Dir. R. A. B. Schow, Chief Engr.	Katz, Kettell-Carte Thesaurus, Lang-Worth AP
MANCHESTER	WKBR 1946	1240 250	Granite State Bcstg. Co. 155 Front St.	MBS			
MANCHESTER	WMUR 1941	610 5,000-LS 1,000-N	The Radio Voice of N.H. Inc. 1819 Elm St. 2090	ABC	Francis P. Murphy, Pres. Hervey Carter, Mgr. & Prog. Dir. & Coml. Mgr. Gordon E. Moore, Ass't. Mgr.	Paul Sheldon, Prom. Mgr. Vincent H. Chandler, Chief Engr.	Weed World AP
NASHUA	WOTW 1945	900 1,000-D	Nashua Bcstg. Corp. Lund Road 5000	Arthur A. Newcomb, Pres. & Gen. Mgr. Carter S. Knight, Coml. Mgr.	Jay E. Serwin, Prog. Dir. Robert C. Bingham, Chief Engr.	McGeehan & O'Mara World UP
PORTSMOUTH	WHEB 1932	750 1,000 L-WSB	Hon. Charles M. Dale Lafayette Road 4080	MBS Yankee	Hon. Charles M. Dale, Pres. Bert Georges, Vice Pres. & Gen. Mgr. William A. Dawson, Jr., Coml. Mgr.	Winslow Bettinson, Prog. Dir. Walter Emery, Prom. Dir. Paul G. Lindsay, Chief Engr.	Bannan, Walker Capitol, World AP
ROCHESTER	WWNH (Construction permit)	930 1,000-D	Strafford Bcstg. Corp. 25 Maple St.			

NEW JERSEY

ASBURY PARK	WCAP 1926 ST-WCAM, WTNJ	1310 500	Radio Industries Broad- cast Co. 601 Bangs Ave. 2-8600	Walter W. Reid Jr., Pres. Walter L. Reid, Gen. Mgr.	V. N. Scholes, Prog. Dir. M. G. Porter, Chief Engr.	World AP
ATLANTIC CITY	WBAB 1940	1490 250	Press-Union Publishing Co. 1900 Atlantic Ave. 5-1111	CBS	Albert J. Feyl, Pres. Monroe L. Mendelsohn, Gen., Coml. & Prom. Mgr.	Ralph Shoemaker, Prog. Dir. Earle Godfrey, Chief Engr.	Headley-Reed World AP

growing ... in the granite state!



From the busy coastal area of New Hampshire to the rich industrial capitol of the Granite State, listeners and advertisers alike turn to WHEB Portsmouth and to WKXL Concord for radio leadership.

WHEB with many radio years of "firsts" attributes its growth in leadership to the loyalty of its listeners and the confidence of its advertisers.

WKXL, voice of the state capitol, grew like Topsy, in the footsteps of big brother WHEB, with loyalty and service the watch word.

wFMi, powerful FM big sister, now bands all New Hampshire together with a common voice. Singly managed they'll grow together.

maine and
massachusetts
too!



WHEB with one thousand clear channel watts is the listening habit in Maine's prosperous seaboard and the northern counties of Massachusetts. wFMi, high in the mountains of New Hampshire spreads its powerful signal over all of New Hampshire; covering one-third of the population of Maine and into Massachusetts' most heavily populated counties.

and now 20,000 watts

W F M I
PORTSMOUTH, NEW HAMPSHIRE

FOR DETAILS ON ALL THREE:

The WALKER Company
New York
Owned and Operated by
Governor Charles M. Dale

Bertha Bannan
Boston
Vice President and General Manager
Bert Georges

DIRECTORY OF STANDARD 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, 1948)

NEW JERSEY (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
ATLANTIC CITY ...	WFPG 1940	1450 250	Neptune Bcstg. Corp. Steel Pier 5-2188	ABC	John J. Laux, Pres. Irving F. Teetsell, Gen. & Coml. Mgr.	Earl Keyes, Prog. Dir. Blair K. Thorn, Chief Engr.	Lang-Worth UP
ATLANTIC CITY ...	WMID 1947	1340 250	Mid Atlantic Bcstg. Co. Convention Hall 41340	MBS	Earl M. Johnson, Pres. Edwin E. Kohn, Gen. & Coml. Mgr.	Alan Owen, Prog. Dir. Quincy Knight, Chief Engr.	Associated AP
BRIDGETON	WSNJ 1937	1240 250	Eastern States Bcstg. Corp. Bridgeton 1800	KBS	Hon. Elmer H. Wene, Pres. Paul Alger, Gen. & Prom. Mgr. Jerry Alden, Sales Mgr.	Bob Crager, Prog. Dir. Francis Fekel, Chief Engr.	Clark UP
CAMDEN	WCAM 1924	1310 500	City of Camden New City Hall
			ST-WCAP, WTNJ				
JERSEY CITY	WHOM 1925	1480 500-N 1,000-LS CP-5000-U	Atlantic Bcstg. Co.	(See New York Listing)		
MORRISTOWN		1250 500-D (Construction permit)			Kenneth A., George S. James R. and Alive S. } Co-partnership Croy		
NEWARK 1	WAAT 1926	970 1,000	Bremer Bcstg. Corp. 11 Hill St. Mitchell 2-6400	Irving R. Rosenhaus, Pres. & Gen. Mgr. A. B. Schillan, VP Chg. Loc. Sales. Victor A. Bennett, Chg. Nat. Sales	Dale Kennedy, Prog. Dir. Jack Moore, Prom. Mgr. F. V. Bremer, Vice-Pres. Chg. of Engng.	Associated World AP
NEWARK	WBBI 1922	1280 2,500-LS 1,000-N ST-WOV	May Radio Bcstg. Corp. 100 Shipman St. Mitchell 2-7354	James L. Shearer, Pres. & Chief Owner & Gen. Mgr. Clarence Talisman, Coml. Mgr.	Frances E. Serchak, Prog. Dir. Herman G. Foster, Chief Engr.	
NEWARK 2	WNJR 1947	1430 5,000	North Jersey Radio Inc. 91 Halsey St. Market 3-2700	Edward W. Scudder Jr., Pres. Richard B. Scudder, Vice- Pres. Otis P. Williams, Gen. & Coml. Mgr.	William Fariss, Prog. Dir. James Ryall, Prom. Mgr. Peter Testan, Chief Engr.	World, Capitol UP, INS
NEWARK	WVNJ (Construction permit)	620 5,000	Newark Bcstg. Corp. 744 Broad St.			
NEW BRUNSWICK ..	WCIC 1946	1450 250	Chanticleer Bcstg. Co. 385 Georgia St. 2-9020	James L. Howe, Pres. & Gen. Mgr. Ed Derryberry, Coml. Mgr.	Robert Bell, Prog. Dir. Robert Lee Williams, Chief Engr.	World Associated AP
PATERSON 1	WPAT 1941	930 1,000-D	North Jersey Bcstg. Co. Inc. 7 Church St. Armory 4-3400	James V. Cosman, Pres. Sidney J. Flamm, V-P & Gen. Mgr. Herman Fields, Coml. Dir.	Ted Webbe, Prog. Dir. Earl Lucas, V-P, Chg. of Engng.	Cooke Associated SESAC UP
TRENTON	WTNJ 1922	1310 500	WOAX Inc. 416 Bellevue Ave. 3149	F. J. Wolff, V-P. & Gen. Mgr.		
			ST-WCAM, WCAP				
TRENTON 8	WTTM 1942	920 1,000	Trent Broadcast Corp. 35 West State St. 2-7127	NBC	Hon. Elmer H. Wene, Pres. Paul Alger, Gen. Mgr. James P. O'Brien, Asst. Mgr.	Miss Dean Andrews, Prog. Dir. Ed Brown, Prom. Mgr. Theodore P. Kilmer, Chief Engr.	McGillivra Thesaurus UP
VINELAND	WWBZ 1946	1360 1,000-D	Community Bcstg. Service Inc. 633 Wood St. 1360	Joseph M. Bullock, Pres. A. Harry Zoog, Exec. Vice- Pres., Gen. & Coml. Mgr.	J. Paul Hunsberger, Prog. Dir. Dorothy H. Carlson, Prom. Mgr. T. D. Hobart, Chief Engr.	World Lang-Worth AP, UP
ZAREPHATH	*WAWZ 1931	1380 5,000-LS 1,000-N ST-WBNX	Pillar of Fire Zarephath Boundbrook 9-0102	Arthur K. White, Pres. & Gen. Mgr. Kathleen White, Prog. Dir.	Donald J. Wolfram, Asst. Prog. Mgr. N. L. Wilson, Chief Engr.	

NEW MEXICO

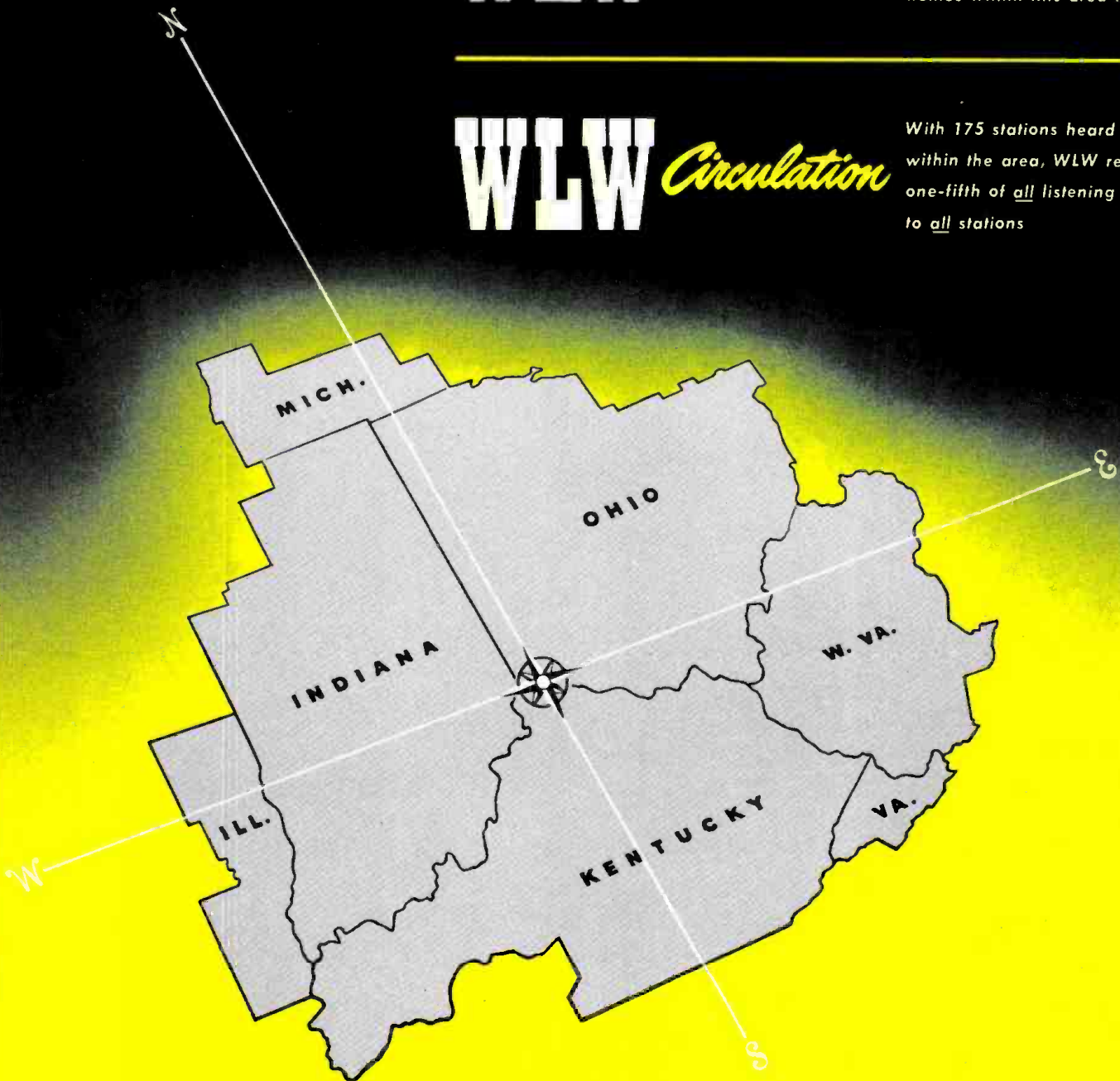
ALAMOGORDO	KYLE (Construction permit)	1230 250	Intermountain Broad- casting Co. Box 438 Albuquerque, N. Mex.	S. V. Patrick, Pres. & Gen. Mgr. R. L. Odson, Asst. to Pres.	William H. Carmen, Chief Engr.	
ALBUQUERQUE	KGGM 1927	610 5,000	New Mexico Bcstg. Co. Kimo Bldg. 4543	CBS	A. R. Hebenstreit, Pres. & Gen. Mgr. Jack Skillen, Coml. Mgr. S. P. Vidal, V. P.	Bob VanDriel, Prog. Dir. Virgie Abeyta, Traffic Mgr. Leonard F. Dodds, Chief Engr.	T-H-S Standard World AP, UP
ALBUQUERQUE	KOAT 1945	1450 250	Rio Grande Bcstg. Co. Inc. 122 S. Tulane 3-2247	ABC Zia	A. E. Buck, Pres. Merle H. Tucker, V.P. & Mgr. Karl Lambertz, Coml. Mgr.	James Church, Prog. Dir. Arthur N. Brown, Prom. Mgr. Lewis W. Hake Jr., Chief Engr.	Associated Capitol UP
ALBUQUERQUE	KOB 1927	1030 10,000 SA-770 50,000-LS 25,000-N CP-50,000-U	Albuquerque Bcstg. Co. West Silver & Fifth 4411	NBC, MBS	T. M. Pepperday, Pres. Roger M. Baker, Gen. Mgr. Rolf S. Nielsen, Prog. Dir. (Acting)	Dorothy B. Smith, Traffic Mgr. George S. Johnson, Chief Engr.	Free & Peters Thesaurus SESAC AP, INS
ALBUQUERQUE	KVER 1947	1490 250	Intermountain Bcstg. Co. Inc. P. O. Box 1388 3-1744	MBS	S. V. Patrick, Pres. & Gen. Mgr. R. L. Odson, Asst. to Pres. R. G. Baird, Coml. Mgr.	Rebecca Frazier Peterson, Traffic Mgr. J. J. Donnelly, Natl. Sales William H. Carmen, Chief Engr.	Cooke Lang-Worth Standard AP

WLW Coverage

In four weeks
WLW reaches four-fifths
of the 3¼ million radio
homes within this area . . .

WLW Circulation

With 175 stations heard
within the area, WLW receives
one-fifth of all listening
to all stations



• The total impact of The Nation's Station within the WLW Merchandise-Able Area—the exact over-all performance of WLW—is shown in the following special report of the Nielsen Radio Index based on four measured weeks of listening during February and March, 1947.

These new coverage and circulation data provide an accurate picture of WLW's total

coverage in terms of homes reached and share of total listening within the area. As an actual or potential user of radio advertising, we believe you will find these figures of vital interest.

Total coverage

- During four report weeks, WLW reached 81.2% of all the 3,224,625 radio homes within the area between 6 a.m. and midnight. The following tables show the comparison for different periods of the day, both for the average week and for the four weeks' period.

PERCENT OF HOMES REACHED BY WLW	Daytime 6 AM - 6 PM	Nighttime 6 PM - Midnight	Entire Day 6 AM - Midnight
In Average Report Week	57.1%	60.7%	68.2%
In Four Report Weeks	73.4%	76.6%	81.2%

BY MARKET DIVISIONS* During Average Report Week

Upper Income	Lower Income	Urban Homes	Rural Homes
69.0%	67.5%	65.9%	70.5%

* Market Section Breaks: Income group, based on rental values: Upper—46% of all homes; lower—54%. City Size: Urban, 5,000 to 500,000—50% of all homes; Rural, under 5,000 and farms—50%.

Intensity of coverage

- Among all radio homes within the area, WLW received 375 minutes—6¼ hours—of listening during the average week between 6 a.m. and midnight. Among those homes within the area classified as listeners to the station, WLW received 550 minutes—nearly 9¼ hours—of listening during the average week.

MINUTES LISTENED TO WLW	Daytime 6 AM - 6 PM	Nighttime 6 PM - Midnight	Entire Day 6 AM - Midnight
Minutes Listened to WLW Per Home During Average Week	206	169	375
Minutes Listened to WLW Per Home Reached During Average Week	360	278	550

Share of total listening

- Of the 175 stations heard within the WLW Merchandise-Able Area, The Nation's Station receives one-fifth—19.3%—of all listening to all stations between 6 a.m. and midnight.

WLW PERCENT OF TOTAL MINUTES OF LISTENING DURING FOUR REPORT WEEKS	Daytime 6 AM - 6 PM	Nighttime 6 PM - Midnight	Entire Day 6 AM - Midnight
	18.2%	20.8%	19.3%
PERCENT OF TOTAL LISTENING - By Network Groups DURING FOUR REPORT WEEKS	Daytime 6 AM - 6 PM	Nighttime 6 PM - Midnight	Entire Day 6 AM - Midnight
Network A stations heard within the area	29.4%	35.7%	32.0%
Network B stations heard within the area	29.0%	31.3%	30.0%
Network C stations heard within the area	18.1%	14.9%	16.8%
Network D stations heard within the area	12.3%	9.5%	11.2%
Unaffiliated stations heard within the area	11.2%	8.6%	10.0%
WLW SHARE OF TOTAL LISTENING TO NBC AFFILIATES HEARD IN AREA—DURING FOUR REPORT WEEKS	Daytime 6 AM - 6 PM	Nighttime 6 PM - Midnight	Entire Day 6 AM - Midnight
WLW	61.9%	58.2%	60.2%
ALL OTHERS	38.1%	41.8%	39.8%

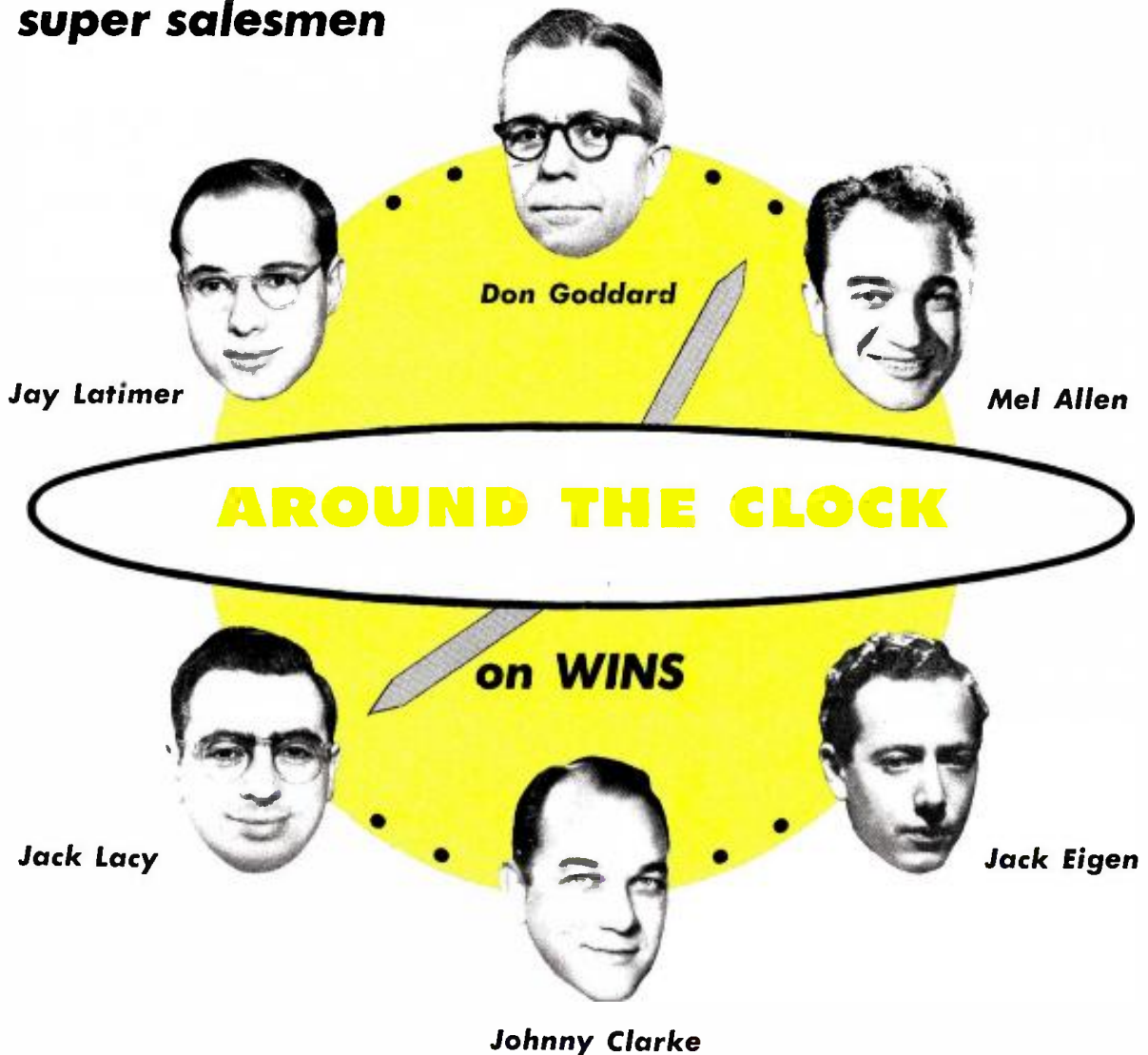
WLW SHARE OF TOTAL LISTENING - BY MARKET DIVISIONS DURING FOUR REPORT WEEKS

Upper Income	Lower Income	Urban Homes	Rural Homes
18.9%	19.6%	17.3%	20.9%



CROSLY BROADCASTING CORPORATION
CINCINNATI 2, OHIO

super salesmen



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

Forming these blocs of shows that mean better than ever listening are (in order of air appearance): Johnny Clarke, the wake up man who gets listeners off to work on time; Jack Lacy, the lady's man who brightens up daily chores with his recorded musical sessions; Don Goddard, the news man who twice a day—at noon and early evening—reports latest world developments; Jay Latimer, the special events man who gives New Yorkers an inside glimpse of daily events in their town; Mel Allen, the popular sportscaster who emcees a three hour

record program, the "Mel Allen Show", every afternoon; and last, but not least, Jack Eigen, the Broadway-Hollywood reporter who takes the all-night stand as he invites listeners and celebrities to "Meet Me At The Copa."

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

CROSLY BROADCASTING CORPORATION



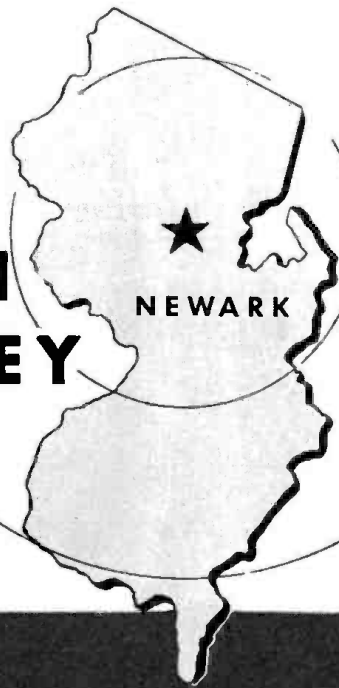
WNNJR

is

**PROGRAMMED
EXCLUSIVELY**

for

**NORTH
JERSEY**



Otis P. Williams
General Manager

5000 WATTS

Studio and Business Office
91-93 Halsey Street
Newark, New Jersey
Phone—Market 3-2700

New York Office
509 Fifth Avenue
Phone—Vanderbilt 6-0890

The Radio Station of the
NEWARK NEWS

Albany's *Pioneer* Station...

WOKO

Will Give You, in 1948

- **POWER INCREASE TO 5000 W**
DAY AND NIGHT
- **A NEW NATIONAL REPRESENTATIVE**
LORENZEN & THOMPSON, INC.
- **NEW STUDIOS IN THE WELLINGTON HOTEL**

—*But*— we guarantee our
present rate for two full
years — to every account
on **WOKO** as of Feb. 1, 1948

Jim Healey, Gen'l. Mgr.

Gren Rand, Ass't. Mgr.

ABC Basic

WOKO

1460 K. C.

DIRECTORY OF STANDARD 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, 1948)

NEW MEXICO (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
ALBUQUERQUE	KQSP 1946	1450 250	Intermountain Bcstg. Co. Inc. Artesia 650	S. V. Patrick, Pres. & Gen. Mgr. R. L. Odson, Asst. to Pres.	William H. Carmen, Chief Engr. Cooke Capitol Standard AP
CARLSBAD	KAVE 1936	1240 250	Carlsbad Bcstg. Corp. 800 S. Canal St. 244	CBS KBS South-west	Val Lawrence, Pres. Norman R. Loose, Mgr. Gall Boles, Coml. Mgr.	Alexander Pitcaithley, Prog. Dir. Ethelbert Zachry, Prom. Mgr. Harland Nifong, Chief Engr. T-H-S Standard AP
DOVOS	KICA 1931	1240 250	Hugh DeWitt Landis & Ross B. McAllister 6th & Pile St. 3	MBS	Hugh DeWitt Landis, Co-Owner & Pres. R. B. McAllister, Co-Owner & Mgr. Don Boles, Coml. Mgr.	Vernon Hughes, Chief Engr. MacGregor AP, UP
GALLUP	KGAK 1946	1230 250	Gallup Bcstg. Co. Box 1150 726	ABC Zia	Albert E. Buck } Partners Merle H. Tucker } Harry H. Stair, Mgr.	Jack Ingram, Prog. Dir. John C. Joanides, Chief Engr. Griffith Associated World UP
HOBBS	KWEW 1938	1490 250	W. E. Whitmore Harden Hotel	MBS KBS	Leonard R. Trainer } Partners Reginald H. Shirk } Leonard Trainer, Gen. Mgr.	Kemper S. Trainer, Prog. Dir. Reginald H. Shirk, Chief Engr. Cole Standard UP
MOT SPRINGS	KCHS 1946	1400 250	Sierra Bcstg. Service 401 Broadway 161	KBS	Frank E. Cooke, Gen. & Coml. Mgr.	Fred M. Hall, Prod. Mgr. & Chief Engr. World AP
SAN CRUCES	KOBE 1947	1450 250	Messilla Valley Bcstg. Co. Inc. P. O. Box 832 205	E. N. Thwaites, Pres. & Gen. Mgr. Ken Randolph, Coml. Mgr.	Dorothy G. Thwaites, Prog. Dir. A. F. Schultz, Chief Engr. Cole Standard World UP
SAN VEGAS	KFUN 1942	1230 250	Southwest Bcstrs Inc. P.O. Box 710 12	ABC Zia	E. N. Thwaites, Pres. & Gen. Mgr.	George R. Walsh, Prog. Dir. Ray E. Summersgill, Chief Engr. Capitol Thesaurus AP
ATON	KRTN (Construction permit)	1490 250	Southwest Bcstrs Inc. Box 710, Las Vegas, Nev.	Paul B. McEvoy, Pres. John A. McBoyle, Gen. Mgr. & V. P. M. J. Montgomery, Coml. Mgr.	George R. Walsh, Prog. Dir. Ray E. Summersgill, Chief Engr. Capitol Thesaurus AP
OSWELL	KGFL 1927	1400 250	KGFL Inc. 310 N. Richardson St. 2000	MBS KBS	W. E. Whitmore, Pres. & Gen. Mgr. George F. Roberts, Coml. & Prom. Mgr.	Hallie Blymiller, Prog. Dir. Melvin Unger, Chief Engr. MacGregor Lang-Worth UP
OSWELL	KSWs 1947	1230 250	McEvoy Bcstg. Co. Radio Center 2400	A. R. Hebenstreit, Pres. Ivan R. Head, Gen. & Coml. Mgr.	Ann Clerk, Prog. Dir. & Prom. Mgr. Newman L. Keys, Chief Engr. T-H-S Associated World AP, UP
SANTA FE	KTRC 1947	1400 250	The New Mexico Publishing Co.	ABC	Dorrance D. Roderick, Pres. Carl Dunbar, Gen. Mgr. Harold T. Welsh, Prog. & Sales Dir.	Gladman W. Upchurch, Chief Engr. Standard AP
SANTA FE	KVSF 1936	1260 1,000	New Mexico Bcstg. 759 Cerrillos Rd. 2020	CBS	R. B. McAllister } Partners Fryde E. Hale } Grady Maples, Gen. Prog. & Prom. Mgr.	J. Paul Aley, Coml. Mgr. Jack W. Todd, Chief Engr. Lang-Worth AP, UP
SILVER CITY	KSIL 1947	1340 250	Dorrance D. Roderick 17th & Cactus St. 612	CBS South-west
TUCUMCARI	KTNM 1941	1400 250	The McMa Agency Second & Main Sts. 100	MBS KBS

NEW YORK

ALBANY	WABY 1930	1400 250	The Adirondack Broad-casting Co. Radio Center	Russell B. Wilde, Gen. Mgr. Charles Bell Jr., Coml. Mgr.	McKinney Standard
ALBANY 1	WOKO 1924	1460 1,000-LS 500-N CP-5,000-U	Governor Dongan Broad-casting Corp. 100 State St. 3-6638	ABC	Col. Jim Healey, Pres. & Gen. Mgr.
ALBANY	WPTR (Construction permit)	1540 10,000	Patroon Bcstg. Co. Inc. 1 Elk St.
ALBANY 7	WROW 1947	590 5,000-LS 1,000-N	Hudson Valley Bcstg. Co. 112 State St. 3-4320	MBS	Dr. John J. Quinlan, Pres. Harry L. Goldman, Exec. Vice-Pres. Hyman Abrams, Vice-Pres. Hyman Rosenblum, Secy.-Treas.	W. S. Clark, Coml. Mgr. Johnny Lee, Prog. Dir. Keran Markey, Prom. Mgr. Charles R. Heisler, Chief Engr. Avery-Knodel World UP
ALBANY	WRWR 1948	850 10,000	Champlain Valley Broad-casting Corp. First Trust Bldg. 6-7676	ABC 1	Stephen R. Rintoul, Pres. Harold H. Meyer, Gen. Mgr.	Arthur Schoenfuss, Chief Engr. Katz
AMSTERDAM	WCSS (Construction permit)	1490 250	Community Service Broadcasting Corp. 119 Stewart St.
BURBURN	WMBO 1926	1340 250	WMBO Inc. 141 Genesee St. 433	MBS KBS	William O. Dapping, Pres. Frederick L. Keese, Gen. & Coml. Mgr.	Kathleen Crouch, Prog. Dir. Robert B. Morgan, Prom. Mgr. Herbert House, Chief Engr. Clark Thesaurus SESAC AP

When it goes on the air WRWR Albany becomes the ABC outlet in that city.

DIRECTORY OF STANDARD 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, 1948)

NEW YORK (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Libra News Service	
BATAVIA	WBTA 1941	1490 250	Batavia Bcstg. Corp. 90 Main St. 715	MBS	Edmund R. Gamble, Pres., Treas. & Gen. Mgr. Robert E. Newstead, Coml. Mgr.	J. Gordon Bridge, Prog. Dir. & Prom. Mgr. Fred Callander, Chief Engr.	Wood & Coltz Capitol AP
BINGHAMTON	WINR 1946	1490 250	Southern Tier Radio Service Inc. Court House Square 4-4318	NBC	Donald W. Kramer, Pres. E. R. Vadeboncoeur, V. P.	Charles Bishara, Prog. Mgr. Shirley Wilson, Prom. Mgr. A. A. Kelley, Chief Engr.	Headley-Reec Standard AP
BINGHAMTON	WKOP 1947	750 1,000-D	The Binghamton Broad- casters Inc. 34 Chenango St. 2-3437	MBS	Andrew Jarema, Pres. & Gen. Mgr. Samuel Kirkland, Coml. Mgr.	Robert Keefe, Prog. Dir. & Prom. Mgr. Charles Hallanin, Chief Engr.	Burn-Smith World
BINGHAMTON	WNEF 1928	1290 5,000	Clark Associates Inc. Box 48 2-3461	CBS	John C. Clark, Pres. Cecil D. Mastin, Gen. Mgr. Stanley N. Heslop, Coml. Mgr.	E. Ray McCloskey, Prom. Mgr. Lester N. Gilbert, Chief Engr.	Bolling Capitol Standard UP
BROOKLYN 2	*WBBR 1924	1330 1,000 CP-5,000 ST-WEVD, WHAZ	Watch Tower Bible & Tract. Soc. Inc. 1111 Woodrow Road, Staten Island Honeywood 6-1379	M. A. Howlett, Gen. Mgr.	A. K. Wagner, Prog. Dir. R. H. Lemler, Chief Engr.	INS
BUFFALO	WBEN 1930	830 5,000	WBEN Inc. Hotel Statler Cleveland 6400	NBC	Edward H. Butler, Pres. & Owner A. H. Kirchofer, Vice-Pres. C. Robert Thompson, Sta- tion Dir. Frank W. Kelly, Coml. Mgr	George Torge, Prog. Dir. Joseph Haefner, Prom. Mgr. Ralph Kingsley, Chief Engr.	Petry Lang-Worth Standard Thesaurus AP, UP, INS
BUFFALO 3	WBNY 1935	1400 250	Roy L. Albertson 485 Main St. Madison 4000	Roy L. Albertson, Pres. & Gen. Mgr. Virginia C. Fyda, Coml. Mgr.	Carl J. Spavento, Prog. Dir. Robert A. Wallace, Prom. Mgr. Thomas L. Vines, Chief Engr.	Young Associated Lang-Worth AP, UP, INS
BUFFALO 2	WEER 1924	970 5,000	WEER Inc. 23 North St. Lincoln 7133	MBS	Cy King, Gen. Mgr. William Doerr Jr., Coml. Mgr.	Clare Allen, Prog. Dir. William Schweitzer, Prom. Mgr. Frank Ridgeway, Chief Engr.	Weed Lang-Worth Standard AP, INS Reuters
BUFFALO 3	WKBW 1925	1520 50,000	Broadcasting Foundation Inc. Rand Bldg. Washington 3100	ABC	Dr. Clinton H. Churchill, Pres. Arthur Simon, V.P. & Gen. Mgr. Richard H. Ullman, Dir. of Sales	Lillian Klrk, Prom. Mgr. Karl B. Hoffman, Chief Engr.	Avery-Knode World UP
BUFFALO 3	WGR 1922	550 5,000	WGR Broadcasting Corp. Rand Bldg. Washington 3100	CBS	Leo J. Fitzpatrick, Chm. of Board I. R. Lounsbury, Pres. & Gen. Mgr. N. Cohen, Coml. Mgr.	R. J. Strigl, Prog. Dir. Ross MacPherson, Prom. Mgr. K. B. Hoffman, Chief Engr.	Free & Peter SESAC World UP
COBLESKILL	WCSR (Construction permit)	1420 1,000-D	Schoharie County Com- munity Service Broad- casting Corp. 44 Main St.			
CORTLAND	WKRT 1947	920 1,000-D	Cortland Bcstg. Co. 14 Groton Ave. 2707	Gerald Mayer, Pres. & Gen. Mgr. Ernst Greup, Coml. & Prom. Mgr.	William Hall, Prog. Dir. Elizabeth Sweetland, Prod. Dir. Herbert Pascalar, Chief Engr.	McGillvra Associated UP
ELMIRA	WELM 1947	1400 250	J. Robert Meachem 222 Market St. 2-1400	ABC	J. Robert Meachem, Owner & Mgr. J. Forman Meachem, Bus. Mgr. Claude Snyder, Coml. & Prom. Mgr.	Preston L. Taplin, Prog. Dir. Theodore M. Duay, Chief Engr.	Walker Thesaurus AP
ELMIRA	WENY 1939	1230 250	Elmira Star-Gazette Inc. Mark Twain Hotel 5181	MBS NBC	Frank E. Gannett, Pres. Dale Taylor, Gen. Mgr. Ernest F. Oliver, Coml. Mgr. Ted Hodge, Prod. Mgr.	Bernard C. Hargreaves, Pub- lic Service Dir. Thurlow A. Greene, Chief Engr.	McKinney Lang-Worth World UP
ENDICOTT	WENE 1946	1450 250	Empire Newspapers—Ra- dio Inc. 909 E. Main St. 3200	ABC	James H. Ottaway, Pres. Byron E. French, Gen. Mgr. Stephen W. Ryder, Asst. Mgr.	William E. Lundquest, Coml. Mgr. Harold Graves, Prog. Dir. J. Harold Merchant, Chief Engr.	Walker Capitol Thesaurus AP
FREEPORT	WGBB 1924	1240 100	Harry H. Carman 44 S. Grove St. 9-2418	Harry H. Carman, Owner		
GENEVA	WGVA 1947	1240 250	Star Bcstg. Co. Inc. Geneva Federal Savings Bldg. 2009	MBS	M. R. Forman, Pres. Thomas L. Brown, V.-P. & Gen. Mgr. Lloyd B. Gibson, Sales Mgr.	Robert S. Kieve, Prog. Dir. & Prom. Mgr. R. Carleton Greene, Chief Engr.	World AP
GLENS FALLS	WGLN 1947	1230 100	Glens Falls Publicity Corp. 13 Warren St. 2-1230	ABC	Earl C. Pace, Sales & Gen. Mgr. Carl W. Mattison, Prod. Mgr.	E. M. Frink, Coml. Mgr. Richard Weld, Prog. Dir.	Wood & Colton Thesaurus AP
GLENS FALLS	WWSC 1946	1450 250	Great Northern Radio Inc. 11 South St. 2-6518	MBS KBS	Martin Karig, Pres. & Gen. Mgr. John H. Bennett, Coml. Mgr.	Robert Gifford, Prog. Dir. Kent E. Jones, Prom. Mgr. Joseph Thomas, Chief Engr.	World UP



Put a star on WGR when you list the nation's top stations for 1948. One year of new ownership* has scored new highs in audience ratings, new highs in results for advertisers on this Columbia basic outlet . . . Buffalo's *first* station.

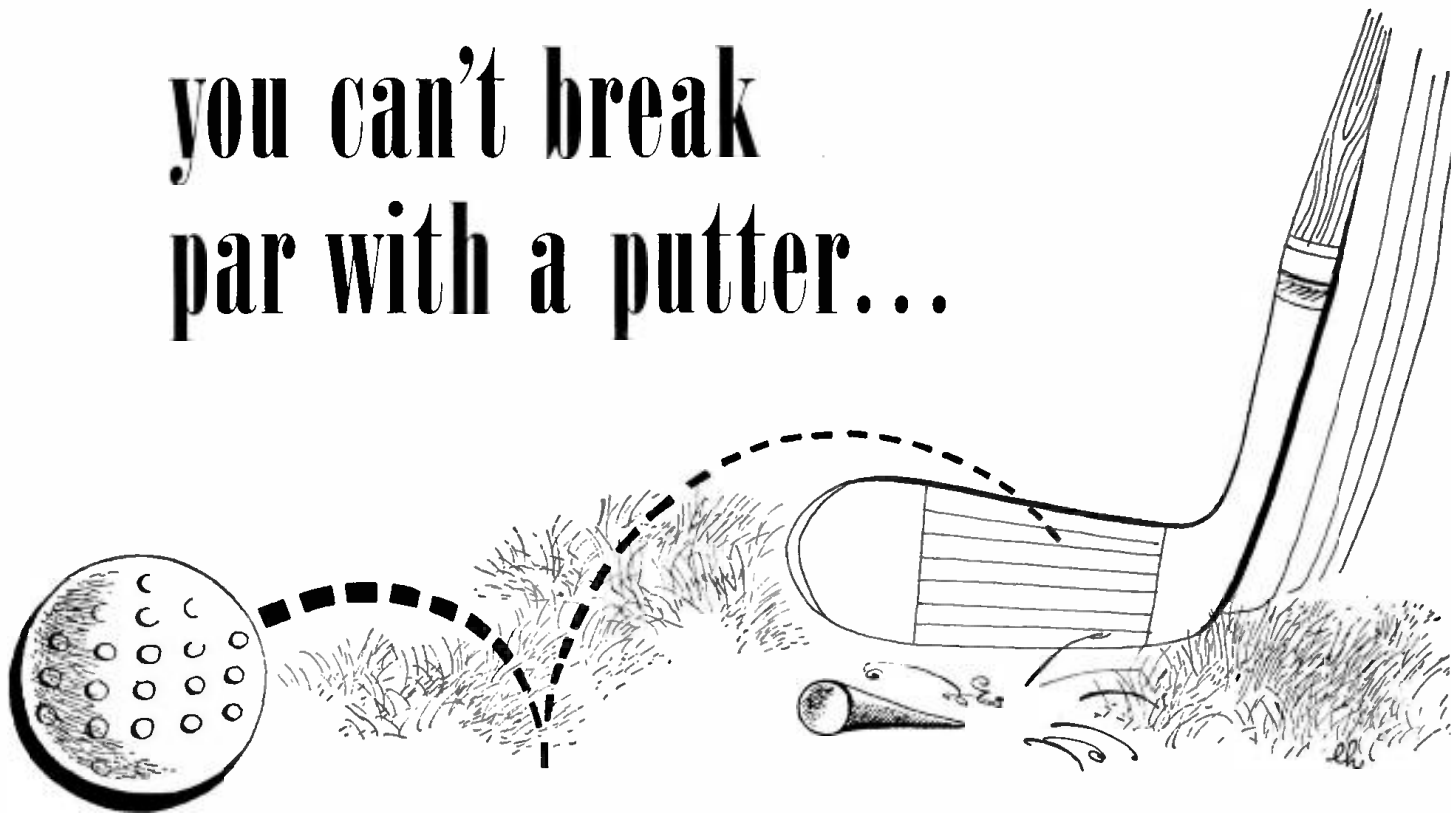


* Leo J. ("Fitz") Fitzpatrick
and
I. R. ("Ike") Lounsberry

Broadcasting Corporation

RAND BUILDING, BUFFALO, NEW YORK
National Representatives: Free & Peters, Inc.

you can't break par with a putter...



Sure a putter is important when you get up close—but it's not much good off the tee or on the fairway. You can't go 18 holes with a club that's only good on the greens.

Radio selling is pretty much the same way.

Take Syracuse, for example. Other stations in this fast-growing city are pitched for a short roll toward the cup, but *only WSYR* drives out over a surrounding fairway of 23 BMB counties as well. Central New York State—with 40% of the New York farms and 11 major cities—is a long course, five times as big as Syracuse itself.

Bunch all this ground into one WSYR-accessible market and you've got a billion and a half spendable dollars. That's more than Milwaukee, or Pittsburgh, or Seattle. And WSYR—the only NBC outlet in the area—takes first place with the most listeners (and most local advertisers) in poll after poll.

If you want to know how to be 5-up over your competitors with these million and a quarter families who bought almost a billion dollars worth of retail goods in 1946, you can get a scorecard from us or Headley-Reed.



"A Quarter Century of Service"

570 kc.—5000 watts

NBC in Central New York

Represented by Headley-Reed

WRUN

UTICA-ROME, N.Y.
1150 Kc

5 Kw Day • 1 Kw Night

BEAMED TO 40 MILES
OF MOHAWK VALLEY
MAIN STREET

THE *only*
ABC STATION
between
ALBANY and SYRACUSE
WRUN

ASK

Avery-Knodel,

ABOUT

WRUN

DIRECTORY OF STANDARD 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, 1948)

NEW YORK (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
GLOVERSVILLE	WENT 1944	1340 250	Sacandaga Bcstg. Corp. 8 W. Fulton St. 4-900	CBS, MBS	George F. Bissell, Pres. Dale Robertson, Gen. Mgr.	Thesaurus AP	
HEMPSTEAD	WHLI 1947	1100 250-D	FM Broadcasting Corp. 245 Baldwin Road 7897	EHas I. Godofsky, Pres. & Gen. Mgr. Clifford Evans, V.-P. & Dir of Pub. Affairs Paul Godofsky, Station Mgr. Rhoda Cantor, Prod. Dir. & Exec. V.-P. Frank E. Knaack, V.-P. & Joseph A. Lenn, V.-P. & Sales Mgr. Tech. Dir.	Associated World UP	
HUDSON	WHUC 1947	1230 250	Colgren Bcstg. Co. Union Turnpike 1167	Robert P. Strakos } John F. Kearney } Partners John F. Kearney, Gen. Mgr. Robert P. Strakos, Coml. Mgr.	Paul Baron, Prog. Dir. Michael Tackach, Chief Engr.	Capitol World UP
ITHACA	WHCU 1921	870 1,000 L-WWL	Cornell University Savings Bank Bldg. 3438	CBS	Michael R. Hanna, Gen. Mgr. Earl S. Cobey, Coml. Mgr.	Joseph A. Short, Prog. Dir. Theodore T. Howes, Prom. Mgr. True McLean, Chief Engr.	Lang-Worth World UP
JAMESTOWN	WJOC 1947	1470 1,000-D	Air Waves Inc. 415 W. Fourth St. 5-108	Harry E. Layman, Gen. & Coml. Mgr. John R. Thomas, Prog. Dir.	Robert L. Blalock, Chief Engr.	Capitol AP
JAMESTOWN	WJTN 1936	1240 250	James Bcstg. Co. Inc. Hotel Jamestown Bldg. 7151	ABC	Jay E. Mason, Pres. & Prog. Dir. Simon Goldman, Gen. & Coml. Mgr.	Jean Slade, Prom. Mgr. Harold J. Kratzert, Chief Engr.	Rambeau Standard World UP
KENMORE 17	WNYB 1948	1080 1,000-D	Edwin R. Sanders & Thaddeus Podbleiniak Kenmore	Partnership Thaddeus Podbleiniak, Gen. Mgr.	Edwin R. Sanders, Chief Engr.	Associated AP
KINGSTON	WKNY 1939	1490 250	Kingston Bcstg. Corp. 601 Broadway 4500	MBS	John J. Laux, Pres. Lou Steketee, Gen. Mgr.	Dick McCarthy, Prog. Dir. Herbert Inman, Chief Engr.	McGillvra Thesaurus UP
LACKAWANNA 18	WWOL 1947	1120 1,000-D	Leon Wyszatycki 692 Ridge Road Woodlawn 8200	Leon Wyszatycki, Pres. Benno Rosenheimer, Coml. Mgr.	Stanley Jasinski, Prog. Dir. Howard A. Seyse, Chief Engr.	Standard UP
LIBERTY	WVOS 1947	1240 250	Sullivan County Bcstg. Co. Liberty 1680	David A. Kyle, Pres. Art Cooper, Gen. & Coml. Mgr.	Eric Fields, Prog. Dir. Merrill Grossman, Prom. Mgr. Bernard Bell, Chief Engr.	Associated UP
MALONE	WICY 1946	1490 250	North County Bcstg. Co. 65 Woodward St. 187	MBS KBS	Mitchell C. Tackley, Prod. Mgr. Ralph M. Cardinal, Coml. Mgr.	Peggy Reisdorf, Prog. Dir. Bernard B. Reisdorf, Chief Engr.	World UP
MASSENA	WMSA 1945	1340 250	The Brockway Co. Central Bldg. 990	ABC	Harold B. Johnson, Pres. Louis Saiff Jr., Gen. Mgr. Thomas McHugh, Coml. & Station Mgr.	Robert E. Anderson, Prom. Mgr. Michael Tarkulich, Chief Engr.	Weed Associated SESAC UP
MIDDLETOWN	WALL 1942	1340 250	Community Bcstg. Corp. 14 South St. 3119	MBS KBS	John Morgan Davis, Pres. Martin N. Oebbecke, Gen. Mgr.	George F. Shepard, Prog. Dir.	AP
MIDDLETOWN	WMDL (Construction permit)	1400 100	Ernest H. Warnock 122 West Main St.			
NEWBURGH	WGNY 1933	1220 1,000-D	WGNY Bcstg. Co. Inc. 161 Broadway 4600	M. C. Spedel, Pres. George W. Bingham, Gen. Mgr. Joseph Rake, Coml. Mgr.	Richard F. Crans, Prog. Dir. & Prom. Mgr. Marvin S. Seimes, Chief Engr.	Standard UP
NEW YORK 51	WBNX 1927	1380 5,000 ST-WAWZ	WBNX Bcstg. Co. Inc. 260 E. 161st St. Melrose 5-0333	A. L. Haskell, Pres. Wm. I. Moore, Vice-Pres. & Gen. Mgr.	Edward Ervin, Prod. Mgr. Frank Johnson, Prog. Dir. A. L. Solbrig, Chief. Engr.	ForJoe SESAC Standard AP
NEW YORK	WCBS 1924	880 50,000	Columbia Broadcasting System Inc. 485 Madison Ave. Wickersham 2-2000	CBS	William S. Paley (CBS), Ch. of Bd. Frank Stanton (CBS), Pres. Arthur Hull Hayes, Gen. Mgr. Don Miller, Sales Mgr.	G. Richard Swift, Asst. Gen. Mgr. William Elwell, Mgr. Prod. Oprtns. Jules Dundes, Adv. & Sales Prom. Mgr. Henry Grossman, Chief Engr.	Radio Sales Associated Lang-Worth AP, UP, INS
NEW YORK 19	WEVD 1927	1330 5,000 ST-WBBR, WHAZ	Debs Memorial Radio Fund Inc. 117 W. 46th St. Bryant 9-2360	Adolph Held, Ch. of Bd. Henry Greenfield, Gen. & Coml. Mgr.	George Field, Prog. Dir. Charles Brown, Chief Engr.	AP
NEW YORK 19	WHN 1922	1050 50,000	Marcus Loew Booking Agency 1540 Broadway Bryant 9-7800	Herbert L. Pettey, Exec. Dir. Frank Roehrenbeck, Gen. Mgr. Bertram Lebhar Jr., Dir. of Sales	Raymond Katz, Prog. Dir. Robert G. Patt, Dir. of Adv. & Prom. Paul Fuelling, Chief Engr.	Associated AP, UP



EGAD NO! WVET HAS NO STUFFED SHIRT DEPT.

All we have is what it takes to help you lick the be-whoosis out of competition!

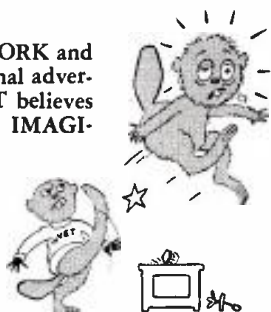


EAGER-BEAVER DEPT:

Some people think the way to run a radio station is to sit on their fannies. Frankly we don't. Not in a hot-profit spot like Rochester, New York!

WVET knows it takes extra LEGWORK and ELBOW-GREASE to put *any* national advertiser ahead of competition. WVET believes it takes extra BRAINWORK and IMAGINATION to *keep* him there.

This 5000 watt Basic Mutual Station is staffed and equipped to do both jobs. *There are no cases of Fanny Fatigue at WVET.*



EXPECTANT-SPONSOR DEPT:

Walking in circles looking for world-shaking, sales-making ideas? Going nuts trying to find talent to fit your budget or vice versa? Whatever your No. 1 problem, WVET will come up with a Bell-Ringer. (Cash register bell, that is!)

... And if it's the works you want, YOU'LL GET 'EM. Everything from new, skilfully developed ideas to expert casting, directing, producing and testing shows. All *this plus* WVET's Complete Advertising and Merchandising Service-of-the-Air!



PIKE'S-PEAK-OR-BUST DEPT:

Whether your problem is one of slow returns, a drooping Hooper or inadequate distribution, WVET has but one platform: (And it's a dilly!) FAST ACTION—not alibis. RESULTS—not half-baked campaign promises. SERVICE tailored to fit *your* product, *your* problems, *your* markets, *your* competition. None of this cut-and-dried, rubber-stamp stuff that *passes* for service.

EAR-TO-GROUND DEPT:

We've been talking about all the dandy things WVET *can* do. Here's something we can't do . . . bring you the best in Radio from Rochester *alone*. SO—to help you cash in on latest developments and beat the ears off competition—WVET maintains a New York office. We're the ONLY—yep, the ONLY—Rochester station that does. And it's right smack in the heart of the radio "empire." 30 Rockefeller Plaza is the address. Suite 3116. C'mon up!



FACTS-OF-LIFE DEPT:

Cost-cutting is another VERY SPECIAL service on WVET. We got our basic training—46 years of it—on national networks, major stations and in 4-A agencies . . . believe we can show you how to get better returns at lower cost *without* impairing the quality of your radio advertising and entertainment.



So if *you've* got a problem, why not wig-wag WVET's 38 Eager Beavers today for some of that fast-action WVET Service you've been hearing so much about!

VETERANS BROADCASTING COMPANY, INC.
204 Granite Bldg., Rochester 4, New York

WVET

ROCHESTER, NEW YORK
BASIC MUTUAL STATION

5000 WATTS 1280 KC

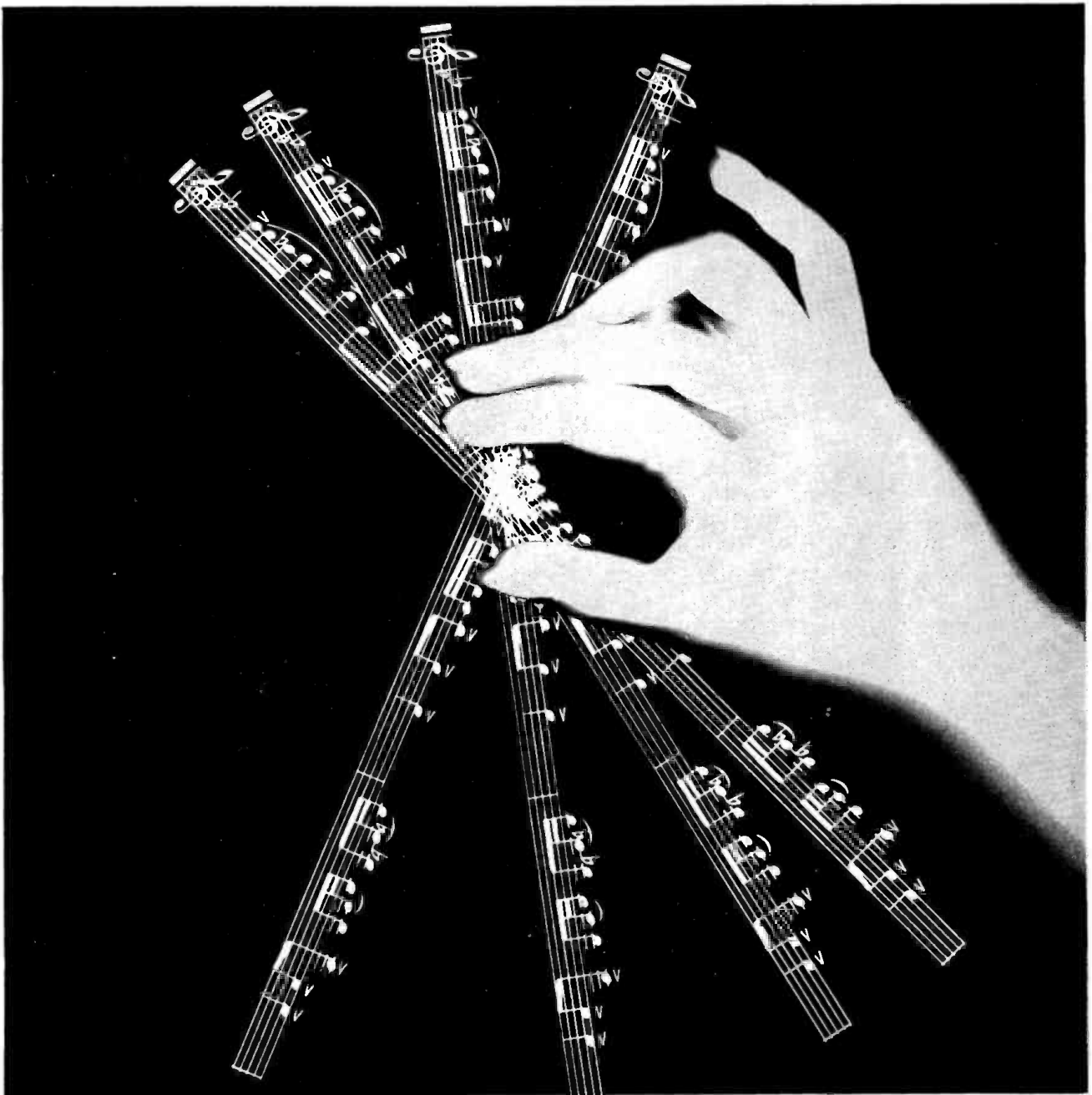
NATIONALLY REPRESENTED BY WEED AND COMPANY

DIRECTORY OF STANDARD 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, 1948)

NEW YORK (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
NEW YORK 19	WHOM 1925	1480 1,000-LS 500-N	Atlantic Bcstg. Co. Inc. 29 W. 57th St. Plaza 3-4204	Generoso Pope, Pres. Fortune Pope, Gen. Mgr. Ralph Nardella, Exec. Assist. Chg. of Sales	Charles Baltin, Assist. Mgr. Ralph Constantino, Prod. Mgr. Paul Lee, Chief Engr.	UP
NEW YORK 18	WINS 1932	1010 50,000-LS 10,000-N CP-50,000-U	Crosley Bcstg. Corp. 28 W. 44th St. Bryant 9-6000	James D. Shouse, Pres. Eldon A. Park, Gen. Mgr. Wilnot Losee, Coml. Mgr.	Jerry Danzig, Prog. Dir. Marion Annenberg, Prom. Mgr. Paul VonKuntz, Chief Engr.	Standard World AP, UP, INS
NEW YORK 20	WJZ 1921	770 50,000	American Bcstg. Co. 33 W. 42nd St. Wisconsin 7-1737	ABC	Edward J. Noble (ABC), Ch. of Bd. Mark Woods (ABC), Pres. Murray B. Grabhorn, Gen. Mgr. Chick Doty, Sales Mgr.	John Hade, Prog. Dir. Walter B. Dunn, Prom. Mgr. George Milne, Chief Engr.	ABC Spot AP, UP, INS
NEW YORK 16	WLIB 1942	1190 1,000 L-WOWO	WLIB Inc. 207 E. 30th St. Murray Hill 3-6903	Dorothy S. Thackrey, Pres.	Don Martin, Prog. Dir. Sam Eifert, Prom. Mgr. Logan Louis Thompson, Chief Engr.	Associated AP, UP
NEW YORK 19	WMCA 1925	570 5,000	WMCA Inc. 1657 Broadway Circle 6-2200	Nathan Straus, Pres. Herman M. Stein, Treas. Charles Stark, Gen. Mgr. Herman Bess, Coml. Mgr.	Joseph Gottlieb Prog. Dir. Joseph Klarman, Prom. Mgr. Pierre C. Verseput, Chief Engr.	Free & Peters AP
NEW YORK 20	WNBC 1922	660 50,000	National Bcstg. Co. Inc. RCA Bldg. Circle 7-8300	NBC	Niles Trammell (NBC), Pres. James M. Gaines, Gen. Mgr. Thomas B. McPadden, Assist. Mgr. William O. Tilenius, Sales Mgr.	deLancy L. Provost, Prog. Dir. Charles Phillips, Prom. Mgr. F. A. Wankel, Chief Engr.	NBC Spot Associated Thesaurus AP, UP, INS
NEW YORK 17	WNEW 1934	1130 10,000	Greater New York Broad- casting Corp. 565 Fifth Ave. Plaza 3-3300	Bernice Judis, Gen. Mgr. Ira Herbert, Coml. Mgr.	Ted Cott, Prog. Dir. John V. B. Sullivan, Prom. Mgr. M. J. Weiner, Chief Engr.	Lang-Worth AP
NEW YORK 7	*WNYC 1924	833 1,000-LS 1,000-N-L L-WCCO	City of New York Municipal Bldg. Worth 2-5500	William O'Dwyer, Mayor, New York Seymour N. Siegel, Gen. Mgr. John DeProspero, Exec. Officer	Lillian Supove, Prom. Mgr. William Pitkin, Chief Engr.	Associated AP, UP
NEW YORK 18	WOR 1922	710 50,000	Bamberger Broadcasting Service Inc. 1440 Broadway Longacre 4-8000	MBS	Theodore C. Strelbert, Pres. Rufus C. Maddux, V.P. in Charge of Sales. Eugene S. Thomas, Sales Mgr.	Joseph Creamer, Prom. Mgr. J. R. Poppele, V.P. & Chief Engr.	Associated AP, UP, INS
NEW YORK 19	WOV 1926	1280 5,000 ST-WHBI	Wodaam Corp. 730 Fifth Ave. Circle 5-7979	Arde Bulova, Chief Owner Harry D. Henshel, Pres. Ralph N. Well, Gen. Mgr.	Arnold B. Hartley, Prog. Dir. C. Carroll Forbes, Prom. Mgr. Hillis Holt, Chief Engr.	Pearson Standard AP
NEW YORK 19	WQXR 1934	1560 10,000	Interstate Bcstg. Co. 730 Fifth Ave. Circle 5-5566	A. H. Sulzberger, Ch. of Bd. Julius Ochs Adler, Vice- Chairman John V. L. Hogan, Pres. Elliott M. Sanger, Exec. V.P.	Hugh K. Boice, V.P., Sales Eleanor N. Sanger, Prog. Dir. Eleanor P. Hurley, Publ. Dir. Norman S. McGee, Dir. of Sales Russell D. Valentine, Chief Engr.	Raymer Associated World
NEW YORK (Woodside)	WWRL 1936	1600 250 CP-5,000	Long Island Bcstg. Corp. 41-30 58th St., Woodside Newtown 9-3300	William H. Reuman, Pres. & Gen. Mgr. Edith Dick, Station Mgr.	Fred Barr, Prog. Dir. Walter Kaner, Prom. Mgr. Vincent Losgar, Chief Engr.	Clark Associated Standard AP
NIAGARA FALLS	WHLD 1940	1290 1,000-D	Niagara Falls Gazette Pub. Co. Hotel Niagara 8421	Earl C. Hull, Gen. Mgr. Richard G. Robbins, Coml. Mgr.	Robert J. Manning, Prog. Dir. Robert J. Wilson, Chief Engr.	Headley-Reed Associated Lang-Worth SESAC Standard World UP
NIAGARA FALLS	WJLJ 1947	1440 1,000-D	John J. Laux Elks Bldg.	John J. Laux, Owner Robert F. Kliment, Gen. & Coml Mgr.	Kay Balfe, Prog. Dir. & Prom. Mgr. Frank Harr, Chief Engr.	McGilvra Lang-Worth UP
OGDENSBURG	WSLB 1940	1400 250	St. Lawrence Bcstg. Co. Ogdensburg 500	MBS KBS	Joseph R. Brandy, Pres. Harold J. Frank Secy.-Treas.	Hal Gilmon, Prog. Dir. & Prom. Mgr. Ray Laferity, Chief Engr.	Walker Cole Standard UP
OLEAN	WHDL 1936	1450 250	WHDL Inc. Exchange Bank Bldg. 4149	ABC KBS	E. B. Fitzpatrick, Pres. J. R. Henzel, Gen. Mgr. J. K. Eade, Coml. Mgr.	R. Nanno, Prog. Dir. L. Greich, Prom. Mgr. J. Atherton, Chief Engr.	McKinney Associated UP
ONEONTA	WDGS (Construction permit)	1400 250	Oneonta Star Inc. 1214 Broad St. 2300	MBS	James H. Ottaway, Pres. Eugene J. Brown, Gen. Mgr. Walton Deming, Coml. Mgr.	Stephen Ryder, Prog. Dir. Hardd Merchant, Chief Engr.	Walker AP
ONEONTA	WONO (Construction permit)	1110 250-D	Oneonta Bcstg. Co. 285 River St.	John Nazak & Joanne May Levko—partners		
OYSTER BAY	WKBS (Construction permit)	1520 250-D	Eastern Bcstg. Co.			



FINE MUSIC AT THEIR FINGERTIPS The flick of a switch . . . a world of fine music at the fingertips of more than half a million families listening habitually to "New York's Most Beloved Radio Station." Because they tune to WQXR-WQXQ so faithfully, no other station can reach them as often. More and more advertisers, eager to reach the heart of New York's purchasing power, are turning to WQXR-WQXQ because its audience is pre-selected . . . above-average in income . . . discriminating in taste . . . loyal to advertisers who bring them the music they love. For greater sales, use WQXR-WQXQ . . . the stations distinguished for fine music and the news bulletins of The New York Times.

WQXR

and FM Station WQXQ

Radio Stations of The New York Times

WRNY

680
ON THE DIAL
IN
ROCHESTER

In its first year of operation, WRNY has won a very special place in public affection in this rich Western New York area as THE "news-music-sports" station. Such listener preference makes WRNY time commitments exceptionally resultful.

P. S. All WRNY programs are broadcast simultaneously over WRNY-FM—Rochester's most powerful FM station.

WRNY MONROE BROADCASTING CO., INC. **WRNY-FM**
191 EAST AVE., ROCHESTER 4, N. Y.



THE BIGGEST SHOW IN TOWN

WFBL

—the Greatest Selling Power

BASIC—CBS

in SYRACUSE and Central New York!

WFBL now offers the newest, finest radio facilities in Syracuse and Central New York. Completed early this year, WFBL's ultra modern studios are dedicated to community interests as is WFBL's outstanding programming of live talent shows. Such community-wise service plus star-studded CBS shows insure the bigger, better audiences you want for your advertising dollar.

Your Radio Dollar **BUYS MORE** over WFBL in SYRACUSE!

✓ Check these WFBL AUDIENCE BUILDERS

RFD 5:00 - 7:30 A.M. (Mon. thru Sat.) The most complete farm show in the great Northeast . . . broadcast from WFBL's separate agricultural studios at Central New York's Regional Market.

MUSICAL CLOCK 7:30 - 9:30 A.M. (Mon. thru Sat.) The Only All Live Talent Early Morning Show in Central New York!

THREE FOR A QUARTER 9:35 - 10:00 A.M. (Mond. thru Fri.) Another All Live Talent Musical Program!

DELINE IS BUSY 4:30 - 5:00 P.M. (Mon. thru Fri.) Emceed by Syracuse's Most Popular Master of Ceremonies . . . Jim Deline.

COMPLETE NEWS SERVICE U. P. plus concentrated coverage of local and regional news.

1947 **Hooperatings** PROVE IT!*

WFBL Led All Syracuse Stations with an Average Rating of 6.21 for all 40 Quarter Hour DAYTIME Periods!

	1	2	3	4	5	6
WFBL	█	█	█	█	█	█
Station B	█	█	█	█	█	█
Station C	█	█	█	█	█	█
Station D	█	█	█	█	█	█
Station E**	█	█	█	█	█	█

WFBL Led in 24 of the 40 Quarter Hour Periods!

*Hooper Winter-Spring Report . . . December through April.

**Station E measurements based on interviewing conducted Since February 3, 1947 and submitted as indicative only.

WFBL IN SYRACUSE



FREE and PETERS Exclusive National Representatives

BASIC MEMBER CBS 5000 Watts

DIRECTORY OF STANDARD 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, 1948)

NEW YORK (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
PLATTSBURG	WMFF 1935	1340; CP-960 250; CP-1,000	Plattsburg Bcstg. Corp. Radio Centre 1600	ABC KBS	George F. Bissell, Pres. & Gen. Mgr. Joel H. Scheler, Coml. Mgr.	John Lawrence, Prog. Dir. Edward Gagnon, Chief Engr., Prom. & Bus. Mgr.	McGillvra Thesaurus UP
POUGHKEEPSIE	WKIP 1940	1450 250	Poughkeepsie Newspapers Inc. Memorial Square 6800	ABC	M. C. Speidel, Pres. George W. Bingham, Gen. Mgr. H. C. Watson, Coml. Mgr.	Richard F. Crans, Prog. Dir. & Prom. Mgr. Marvin S. Seimes, Chief Engr.	Standard AP
ROCHESTER 4	WARC 1947	950 1,000	WARC Inc. Sheraton Hotel Main 6134	ABC	S. W. Townsend, Pres. & Gen. Mgr. Harland M. Evans, Coml. Mgr.	Frederick L. Essex, Prog. Dir. Hay Nash, Prom. Mgr. Robert S. Emch, Chief Engr.	Katz Associated AP
ROCHESTER 4	WHAM 1922	1180 50,000	Stromberg-Carlson Co. 111 East Ave. Stone 1862	NBC	William A. Fay, Gen. Mgr. John W. Kennedy Jr., Coml. Mgr.	Charles W. Siverson, Prog. Dir. Arthur W. Kelly, Prom. Mgr. Kenneth Gardner, Chief Engr.	Hollingbery Standard Thesaurus World UP
ROCHESTER 4	WHEC 1925	1460 5,000	WHEC Inc. 40 Franklin St. Stone 1320	CBS	Frank E. Gannett, Pres. Clarence Wheeler, Exec. V.P. Gunnar C. Wiig, Gen. Mgr. LeMoine C. Wheeler, Coml. Mgr.	William J. Adams, Prog. Dir. & Prom. Mgr. Lowell MacMillan, Prod. Mgr. Bernard C. O'Brien, Chief Engr.	McKinney Associated MacGregor Standard AP
ROCHESTER 4	WRNY 1947	680 250-D	Monroe Bcstg. Co. 191 East Ave. Main 7533	George B. Kelly, Pres., Gen. & Coml. Mgr.	Add Penfield, Prog. Dir. Felix Bonvouloir, Chief Engr.	Young AP
ROCHESTER 4	WSAY 1936	1370 1,000 CP-5,000	Federal Broadcasting System Inc. Taylor Bldg. Stone 0702	Gordon P. Brown, Pres. & Gen. Mgr. John D. Kelly, Coml. Mgr.	George LiButti, Prog. Dir. Gordon P. Brown, Chief Engr.	Walker McGillvra INS
ROCHESTER 4	WVET 1947	1280 5,000	Veterans Bcstg. Co. Granite Bldg. Stone 0890	MBS	William B. Maillefert, Pres. & Gen. Mgr. John S. Houseknecht, Coml. Mgr.	Coleman Scott, Prog. Dir. Harry W. Bennett Jr., Prom. Mgr. Ervin F. Lyke, Chief Engr.	Weed Capitol UP
ROME	WKAL 1946	1450 250	Copper City Bcstg. Corp. Capitol Theatre Bldg. 3616	MBS	Myron J. Kallet, Pres. Michael C. Fusco, Gen. Mgr. George L. Cramer, Coml. & Prom. Mgr.	Daniel Fusco, Prog. Dir. Deforest T. Layton Jr., Chief Engr.	Cooke Lang-Worth UP
SARANAC LAKE	WNBZ 1938	1450 250	Upstate Bcstg. Co. 88 Main St. 1320	ABC KBS	John F. Grimes, Pres. & Gen. Mgr. Jacques DeMattos, Coml. Mgr.	Kerroll Kunz, Prog. Dir. Robert Myles Jr., Prom. Mgr. H. Berwyn Williams, Chief Engr.	Clark Thesaurus AP
SCHENECTADY 5	WGY 1922	810 50,000	General Electric Co. 1 River Road 3-2121	NBC	R. S. Peare, V.P. & Mgr. of Broadcasting B. J. Rowan, Asslt. Mgr. G. Emerson Markham, Sta- tion Mgr.	A. G. MacDonald, Supvr. Station Sales & Prom. Caleb Paine, Supvr. of Prog. W. J. Purcell, Chief Engr.	NBC Spot Lang-Worth Thesaurus AP, UP
SCHENECTADY 7	WSNY 1942	1240 250	Western Gateway Broad- casting Corp. 619 State St. 3-3622	W. P. Leighton, Pres. George R. Nelson, Gen. Mgr. Ceil Woodland, Coml. Mgr.	Edward F. Flynn, Prog. Dir. Robert S. Cragin, Prom. Mgr. Irving Beck, Chief Engr.	Lang-Worth Standard AP
SYRACUSE 2	WAGE 1941	620 1,000; CP-5,000	WAGE Inc. Loew Bldg. 2-0277	ABC	Frank G. Revoir, Pres. William T. Lane, Gen. Mgr. Aaron Beckwith, Coml. Mgr.	Gordon Alderman, Prog. Dir. Charles W. Brannen, Chief Engr.	Petry Standard Thesaurus AP
SYRACUSE 2	WFBL 1924	1390 5,000	Onondaga Radio Broad- casting Corp. Hotel Onondaga	CBS	O. F. Soule, Pres. C. F. Phillips, V.P. & Coml. Mgr.	S. Woodworth, V.P. & Gen. Mgr.	Free & Peters World UP
SYRACUSE 2	WNDR 1947	1260 5,000	Syracuse Bcstg. Corp. 306 S. Salina St. 2-6101	MBS	T. Frank Dolan, Pres. Al Goodwin Jr., Gen. & Coml. Mgr.	Ralph Freeman, Prog. Dir. Pat Farrell, Prom. Mgr. Charles Just, Chief Engr.	Raymer Associated Lang-Worth SESAC AP
SYRACUSE 2	WOLF 1949	1490 250	Civic Bcstg. Corp. Onondaga Hotel 2-7211	T. S. Marshall, Pres. & Gen. Mgr. Daniel Dwyer, Coml. Mgr.	Hamilton Woodie, Prog. Dir. James J. Cooligan, Prom. Mgr. Tom Crimmins, Chief Engr.	Walker Cole Standard AP
SYRACUSE 2	WSYR 1922	570 5,000	Central N. Y. Broadcast- ing Corp. Syracuse Kemper Bldg. 3-7111	NBC	Harry C. Wilder, Pres. Mark S. Wilder, V. P. N. L. Kidd, Treas. E. R. Vadeboncoeur, V. P.	W. R. Alford Jr., Coml. Mgr. Bill Rothrum, Prog. Dir. Al Gillen, Prom. Mgr. G. Armand Belle Isle, Chief Engr.	Headley-Reed Associated Lang-Worth UP
TROY	WHAZ 1922	1330 1,000 ST-WBBR, WVEVD	Rensselaer Polytechnic Institute			
TROY	WTRY 1940	980 5,000	Troy Bcstg. Co. Inc. 92 Fourth St. 2100	CBS	H. C. Wilder, Pres. Wm. A. Rippe, Gen. Mgr. Woodbury Carter, Asslt. Mgr. John W. Sutphen, Coml. Mgr.	H. H. Sharpe, Prog. Dir. James Baker, Prom. Mgr. A. H. Chismark, Chief Engr.	Headley-Reed Kettel-Carter Associated Lang-Worth UP

WHAM *tops*

THEM ALL WITH ROCHESTER RADIO CITY.....

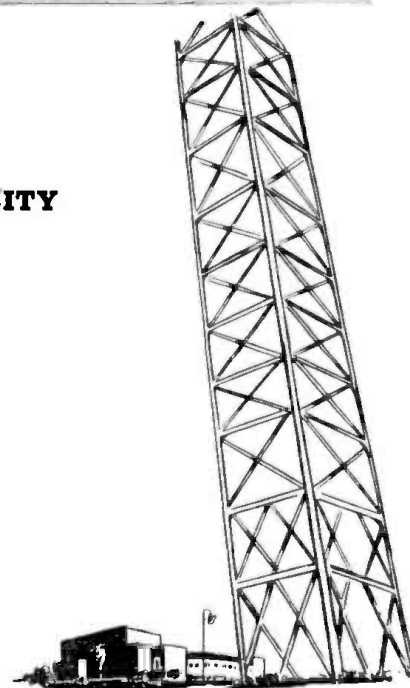


New Million Dollar Home of Stations WHAM-WHFM

In Western New York, Station WHAM, year after year, has "topped" them all for listeners, coverage and audience buying power.

Now, Here is a new WHAM "TOP"...ROCHESTER RADIO CITY

- ★ **FOR THE LISTENER** . . . Rochester Radio City means broadcasting at its best . . . the combination of NBC, America's Number One Network, plus WHAM's leadership in local program originations.
- ★ **FOR THE ADVERTISER** . . . Rochester Radio City is the focal point of listener interest in Rochester and Western New York with a unique opportunity for sponsorship of audience-participation programs.
- ★ **FOR THE RADIO INDUSTRY** . . . Rochester Radio City creates a new broadcasting center, one of the few outside of New York, Los Angeles and Hollywood.
- ★ **ROCHESTER RADIO CITY** . . . plus a 50,000 watt, clear channel signal makes Station WHAM the Number One Station not only in Rochester and Monroe County but in ALL of the rich Western New York 43 county market.



WHAM

"The Stromberg-Carlson Station"

ROCHESTER, N. Y. 50,000 Watts • Clear Channel

NBC AFFILIATE National Representatives

GEORGE P. HOLLINGBERY CO.

DIRECTORY OF STANDARD 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, 1948)

NEW YORK (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
UTICA	WFRB	900 1,000-D (Construction permit)	Richard H. Balch 20 Whiteboro St.	Richard H. Balch, Owner		
UTICA	WGAT 1946	1100 250-D	Central Bcstg. Co. Mayro Bldg. 2-9231	ABC	J. Eric Williams, Chief Owner Richard T. Moore, Prog. Dir.	Roland L. Fowler, Prom. Mgr. Robert N. Blair, Chief Engr. Radio Advertising AP	
UTICA 2	WIBX 1925	1230: CP-950 250: CP-5,000	WIBX Inc. First Bank Bldg. 2-2101	CBS	Margaret P. Bowen, Pres. & Gen. Mgr. Helen Wood, Asst. to Pres. Nathan W. Cook, Coml. & Prom. Mgr.	Elliott A. Stewart, Prog. Dir. John T. Dowdell, Chief Engr. Wood & Colton World UP, INS	
UTICA	WRUN 1947	1150 5,000-LS 1,000-N	Rome Sentinel Co. 258 Genesee St. 2-5111	ABC	B. C. Barnard, Pres. Fritz S. Updike, Gen. Mgr.	Stewart Spencer, Prog. Dir. Richard A. Clark, Prom. Mgr. Warren E. McDowell, Chief Engr. Avery-Knodel Associated Thesaurus AP	
WATERTOWN	WATN 1941	1240 250	Watertown Bcstg. Corp. 118 Washington St. 2424	MBS	G. Harry Righter, Pres. & Gen. Mgr. Hugh L. Cosline Jr., Prog. Mgr.	Donald Schryver J. Fred Sprague } Co-Chief James Billingsley } Engr.	Wood & Colton Standard AP
WATERTOWN	WWNY 1941	790 1,000	The Brockway Co. Watertown 4120	CBS	Harold B. Johnson, Pres. Louis Saiff Jr., Gen. & Coml. Mgr. Earl R. Kelly, Station Mgr.	James W. Higgins, Prog. Dir. Glenn S. Doull, Prom. Mgr. Maynard B. Davis, Chief Engr.	Weed Associated SESAC World UP
WHITE PLAINS	WFAS 1932	1230 250	Westchester Bcstg. Corp. 8 Church St. 9-6400	Valentine E. Macy Jr., Pres. Frank A. Seitz, Gen. Mgr. John E. Arens, Coml. Mgr.	Randall Kaler, Prog. Dir. Frank A. Seitz, Chief Engr.	Headley-Reed Associated World AP

NORTH CAROLINA

AHOSKIE	WRCS (Construction permit)	970 1,000-D	Ronanoke-Chowan Bcstg. Co., Inc.			
ALBEMARLE	WABZ 1947	1010 1,000-D	Albermarle Bcstg. Co.	T. R. Wolfe W. E. Smith S. L. Myers Carl C. Aley R. H. Whitlow } Partners		
ASHEBORO	WGWR 1946	1260 1,000-D	Asheboro Bcstg. Co. 303 E. Salisbury St. 800	Roy Cox, Pres. J. R. Mariowe, Gen. & Coml. Mgr.	Andy Brown, Prog. Dir. Fred Gray, Prom. Mgr. Clyde Penny, Chief Engr. Associated UP	
ASHEVILLE	WISE 1939	1230 250	Radia Station WISE Inc. 100 College St. 4560	NBC	Harold H. Thoms, Pres. Lloyd B. Leonard, Gen. & Coml. Mgr.	Hal Edwards, Prog. Dir. Floye Bowers, Prom. Mgr. & Natl. Sales Matthew Munn, Chief Engr.	Burn-Smith Lang-Worth Thesaurus AP
ASHEVILLE	WLOS 1946	1380 5,000-LS 1,000-N	Skyway Bcstg. Corp. Battery Park Hotel 3080	MBS	Charles M. Britt, Pres. & Gen. Mgr. J. William Hendon, Coml. Mgr.	Bernard C. Barth, Prog. Dir. Palmer A. Greer, Chief Engr.	T-H-S Standard UP, INS
ASHEVILLE	WNCA 1945	1340 250	Community Bcstg. Co. Asheville Biltmore Hotel 2872	ABC KBS	Linton D. Baggs, Jr., Pres. Robert M. Lambe, Gen. Mgr. Edward D. Brandt, Coml. Mgr.	Hazel S. Bennett, Prog. Dir. R. Fred Brown, Prom. Mgr. John Randolph, Chief Engr.	Forjoe Cole, World INS
ASHEVILLE	WSKY 1947	1490 250	Radio Asheville, Inc. 12 Church St.			
ASHEVILLE	WWNC 1927	570 5,000	Asheville Citizen-Times Co. Inc. 14 O'Henry Ave. 5500	CBS	Don S. Elias, Exec. Dir. Cecil B. Hoskins, Gen. Mgr. James A. Hagan, Sales Mgr.	William F. Melia, Prog. Dir. K. C. Willson, Jr., Prom. Mgr.	Headley-Reed Associated AP, UP
BURLINGTON	WBBS 1941	920 1,000-D; CP-5000-D	Alamance Bcstg. Co. Inc. 310½ S. Main St. 6-6376	MBS KBS	V. W. Lane, Pres. E. Z. Jones, Gen. Mgr. Roy Springer, Coml. Mgr.	Bill Sandefur, Prog. Dir. Rollie Furman, Prom. Mgr. Berry Tysor, Chief Engr.	Gene Grant Associated Capitol Lang-Worth AP, UP
BURLINGTON	WFNS 1947	1150 1,000-D	Burlington-Graham Broadcasting Co.			
CHARLOTTE 2	WAYS 1941	610 5,000-LS 1,000-N	Inter-City Advertising Co. 120 E. Third St. 3-7173	ABC, MBS	G. W. Dowdy, Pres. W. H. Goan, Gen. Mgr. N. A. Royster, Coml. Mgr.	J. B. Clark, Prog. Dir. Mitzi Stack, Prom. Mgr. A. L. Chaney, Jr., Chief Engr.	Avery-Knodel Lang-Worth SESAC Standard AP
CHARLOTTE 2	WBT 1921	1110 50,000	Jefferson Standard Broadcasting Co. Wildor Bldg. 3-8833	CBS	J. M. Bryan, Pres. Ralph Price Chm. of Board Chas. H. Crutchfield, Vice- Pres. & Gen. Mgr.	E. J. DeGray, Secy. Treas. & Asst. Gen. Mgr. Keith S. Byerly, Sales Mgr. Larry Walker, Prog. Dir. J. R. Covington, Prom. Mgr. M. J. Minor, Chief Engr.	Radio Sales Lang-Worth AP, UP
CHARLOTTE	WGIV 1947	1600 1,000-D	Publix Bcstg. Services of Charlotte Inc. 2520 Tooney Ave.	Francis M. Fitzgerald, Pres. & Gen. Mgr. J. Law Epps, Coml. Mgr.	Cele Roberts, Prog. Dir. Mary Burnside, Prom. Mgr. Tom Brandon, Chief Engr.	Capitol AP
CHARLOTTE 1	WSOC 1933	1240 250	Radio Station WSOC Inc. 1925 N. Tryon St. 7138	NBC	E. J. Gluck, Pres. & Gen. Mgr. Bomar Lowrance, Coml. Mgr.	Paul Marion, Prog. Dir. Clyde Clem, Prom. Mgr. L. L. Caudle, Jr., Chief Engr.	Headley-Reed Standard Thesaurus AP
CLINTON	WRZ 1946	880 1,000-D	Tar Heel Bcstg. System Inc. Clinton 2354	ABC	W. R. Roberson, Jr., Exec. Vice-Pres. George S. Walston, Gen. & Coml. Mgr.	Don Britt, Prog. Dir. & Prom. Mgr. Herman Jolitz, Chief Engr.	Forjoe World AP

LOOK AT THIS -

**SUPER-DUPER HOOPER
IN ROCHESTER**

FOR THE
LAST THREE YEARS:-

HOOPERATING*

Morning, Afternoon, And Evening COMBINED)

Station B-33.6 Station C-16.2 Station D-10.2
(DAYTIME ONLY-1947)

WHEC 44.4

*FALL-WINTER—1944-'45, 1945-'46, 1946-'47 WINTER-SPRING—1944-'45, 1945-'46, 1946-'47

PROOF OF THE PULLING!*

PROGRAM	NATIONAL HOOPER	WHEC
American Melody Hour	9.9	16.4
Baby Snooks	13.4	27.0
Big Sister	6.3	14.5
Big Town	14.2	29.4
Blondie	12.2	20.7
Bob Hawk	9.7	32.3
Crime Doctor	9.6	19.6
Dr. Christian	12.2	22.8
Durante & Moore	12.4	18.1
Ellery Queen	8.1	19.8
Family Hour	6.5	11.4
Frank Sinatra	9.9	18.2
Ginny Simms	8.8	18.5
Grand Slam	4.4	12.9
Hour of Charm	6.2	10.1

PROGRAM	NATIONAL HOOPER	WHEC
House Party	4.1	14.1
Inner Sanctum	12.9	26.9
Jack Carson	10.1	16.9
Joan Davis	13.7	26.5
Lux Theater	23.8	38.1
Mayor of the Town	9.1	18.4
Meredith Willson	6.5	17.5
Mr. Keen	10.8	22.4
Our Gal Sunday	6.8	13.1
Ozzie & Harriet	11.5	25.0
Romance of Helen Trent	6.9	11.5
The Thin Man	10.8	22.6
Vaughn Monroe	8.6	16.4
Vox Pop	8.7	19.9
Your Hit Parade	12.3	24.2

From Fall-Winter Hooper Survey, 1946-1947



45.6

GOOD Morning!



44.3

GOOD Afternoon!



43.4

GOOD Evening!



WHEC

of Rochester

N. Y.

5,000 WATTS

National Representatives: J. P. McKINNEY & SON, New York, Chicago, San Francisco

DIRECTORY OF STANDARD 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, 1948)

NORTH CAROLINA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
CONCORD	WEGO 1943	1410 1,000-D	Wayne M. Nelson Concord 2271	KBS	Wayne M. Nelson, Pres. & Gen. Mgr. Henry L. Lowder, Coml. Mgr.	Nelda J. Garmon, Prog. Dir. Edwin M. Stanton, Chief Engr.	Clark Cole, SESAC Standard AP, UP
DUNN	WCKB 1946	780 1,000-D	N. C. Central Broad- casters Inc. Dunn 552	KBS	Earl McDonald Westbrock, Pres. A. Hartwell Campbell, Gen. Mgr. A. L. Faulk, Coml. Mgr.	Frank Huber, Prog. Dir. E. L. Burwell, Chief Engr.	Lang-Worth SESAC AP
DURHAM	WDNC 1928	620 5,000-LS 1,000-N	Durham Radio Corp. 138 Chapel Hill St. R-155	CBS	C. C. Council, Pres. J. Frank Jarman, Vice- Pres., Gen. & Prom. Mgr. C. J. Woodhouse, Coml. Mgr.	Joe Beaman, Dir of Con- tinuity Homer Ledbetter, Chief Engr.	Raymer Associated Capitol AP, UP
DURHAM	WDUK 1946	1310 1,000-D; CP-1,000-LS 500-N	WDUK Inc. Box 387 R-101	ABC	S. H. Campbell, Jr., Pres. Harmon L. Duncan, Vice- Pres. & Gen. Mgr.	Art Fazzin, Coml. Mgr. Eccles Huff, Prog. Dir. Joseph Duncan, Chief Engr.	Pearson Lang-Worth AP
DURHAM	WHHT 1946	1590 1,000	Harold H. Thoms 310 E. Main St. L-975	MBS	Harold H. Thomas, Pres. Kenneth Beachboard, Gen., Prom. & Coml. Mgr.	Vers Ervin, Prog. Dir. W. L. Wafford, Jr., Chief Engr.	Burn-Smith Standard INS
DURHAM	WSSB 1948	1490 250	Public Information Corp. Depositors Natl. Bk. Bldg. 6919	Thomas B. Sawyer, Pres. Guy Griffen, Gen. Mgr.		Forjoe
DURHAM	WTIK 1946	730 1,000-D	Durham Bcstg. Co. 211½ E. Main St. N-187	Tobacco	Floyd Fletcher, Pres. & Gen. Mgr. Paul W. Norris, Coml. Mgr.	Ken Corbitt, Prog. Dir. Arlis White, Chief Engr.	Cooke World Thesaurus AP
ELIZABETH CITY	WCNC 1939	1400 250	Albermarle Bcstg. Co. 104 E. Colonial Ave. 1400	MBS KBS	J. A. Gill, Pres. Edmund D. Northup, Gen. Mgr. T. W. Talbot, Coml. Mgr.	Nancy Northup, Prog. Dir. Bill Krough, Prom. Mgr. Joe Kyle, Chief Engr.	Burn-Smith Lang-Worth UP
ELIZABETH CITY	WGAI 1947	560 500-D	Daily Advance Kramer Bldg. 757	Bob Bingham, Gen. Mgr. Alan Friedrichs, Coml. Mgr. Alan Burke, Prog. Dir.	Sterling Waters, Prom. Mgr. Frederick Wagner, Chief Engr.	World AP
FAYETTEVILLE	WFLB (Construction permit)	1490 250	Fayetteville Broadcast- ers, Inc. P. O. Box 1258	Harry B. Stein, Pres. John M. Croft, Gen. Mgr.	N. L. Royster, Coml. Mgr. E. A. Whitlock, Chief Engr.	Cox & Tanz Thesaurus INS
FAYETTEVILLE	WFNC 1940	1450 250	Cape Fear Bcstg. Co. 114 Anderson St. 4848	MBS Tobacco	Victor W. Dawson, Gen. Mgr. Mrs. T. N. Clark, Secy-Treas. Luther A. Gambill, Coml. Mgr.	Nat R. Martin, Prog. Dir. Harry M. Mills, Prom. Mgr. William H. Alford, Chief Engr.	Walker World UP
FAYETTEVILLE	WWNF (Construction permit)	1230 250	Wayne M. Nelson, Inc. Box 72, Concord, N. C.			
FOREST CITY	WBBO 1947	780 1,000-D	Rutherford County Radio Co. Forest City 3205	Ed M. Anderson, Pres. & Gen. Mgr. Jack Hammette, Coml. Mgr.	Wally Williams, Prog. Dir. Jane Smith, Prom. Mgr. Merton Iwerks, Chief Engr.	Lang-Worth AP
GASTONIA	WGNC 1939	1450 250	F. C. Todd Natl Bank of Com- merce Bldg. 732	ABC KBS	F. C. Todd, Pres. Fat McSwain, Gen. Mgr. F. C. Abernethy, Coml. Mgr.	Earl Holder, Prog. Dir. W. C. Groves, Jr., Chief Engr.	Cox & Tanz Lang-Worth UP
GASTONIA	WLTC (Construction permit)	1370 1000-D	Gastonia Broadcasting Service, Inc. National Bank of Com- merce Bldg.			
GOLDSBORO	WGBR 1938	1400 250	Eastern Carolina Broad- casting Co. Inc. Borden Bldg. 1550	MBS Tobacco	A. T. Hawkins, Pres. Leland B. Nelson, Gen. Mgr. Sidney J. Brumberg, Coml. & Prom. Mgr.	Vassie G. Balkcum, Prog. Dir. Daniel B. Trueblood, Chief Engr.	Walker Cole Thesaurus World AP
GREENSBORO	WBIG 1926	1470 5,000	North Carolina Broad- casting Co. O. Henry Hotel 6125	CBS	Edney Ridge, Pres., Gen. & Coml. Mgr. Al Rice, Prog. Dir.	Aileen Gilmore, Prom. Mgr. Earl F. Allison, Chief Engr.	Hollingbery Thesaurus World AP
GREENSBORO	WCOG (Construction permit)	1320 1,000	Inter-City Advertising Co. 120 E. Third St., Charlotte, N. Car.			
GREENSBORO	WGBG 1942	980 1,000-D	Greensboro Bcstg. Co. Inc. P. O. Box 2280 3-3631	ABC	Ralph M. Lambeth, Pres. & Gen. Mgr. Earl Sullivan, Coml. Mgr.	Helen Marie Craven, Prog. Dir. & Prom. Mgr. James M. Stewart, Chief Engr.	Burn-Smith Associated Capitol Lang-Worth UP
GREENVILLE	WGTC 1940	1490 250	Greenville Bcstg. Co. P. O. Box 898 3182	MBS Tobacco	J. J. White, Pres. B. S. Hodges, Jr., Gen. Mgr. Dave Mosier, Coml. Mgr.	Charles Whedbee, Prog. Dir. & Prom. Mgr. Jim Mayo, Chief Engr.	Walker Lang-Worth SESAC World AP
HENDERSON	WHNC 1946	890-N 1,000-D	Henderson Radio Corp. 219 S. Williams St. 736	MBS KBS	S. S. Stevenson, Pres. T. W. McCracken, Vice-Pres. W. J. Alston, Secy-Treas.	Nathan Frank, V.P., Gen., Coml. & Prom. Mgr. Virginia Parham, Prog. Dir. Lewis Hilland, Chief Engr.	Griffith Cole Lang-Worth Thesaurus World AP
HENDERSONVILLE	WHKP 1946	1450 250	Redege Bcstg. Co. Box 757 700	MBS KBS	R. Lee Whitmire, Pres. L. Robert Amos, Gen. Mgr. Reginald Hill, Coml. Mgr.	Harold Brown, Prog. Dir. Kermix Edney, Prom. Mgr. William M. Cox, Chief Engr.	World AP
HICKORY	WHKY 1939	1290 5,000-LS 1,000-N	Catawba Valley Bcstg. Co. Radio Bldg. 1195	ABC KBS	Carl V. Cline, Pres.	E. S. Long, Gen. Mgr. & Chief Engr.	Associated World AP

NORTH CAROLINA

is the South's

No. ① STATE

and North Carolina's

No. ① SALESMAN

is

WPTF

Raleigh, North Carolina

50,000

WATTS

NBC
AFFILIATE

680 KC

FREE & PETERS *National Representatives*

DIRECTORY OF STANDARD 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, 1948)

NORTH CAROLINA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
HIGH POINT	WHPE 1946	1070 1,000-D	High Point Enterprise 315 N. Main St. 3466	R. B. Terry, Pres. D. A. Rawley, Secy.-Treas. Walter F. Hester, Gen. Mgr.	C. R. Messervey, Coml. Mgr. Wm. H. Alspaugh, Actg. Prog. Dir. H. C. Spengler, Chief Engr.	Cox & Tanz Associated, Standard AP
HIGH POINT	WMFR 1935	1230 250	Radio Station WMFR 164 S. Main St. 4593	ABC KBS	Frank S. Lambeth, Gen. Mgr. Pat Taylor, Coml. Mgr.	Gary Davis, Prog. Dir. Lois Cusworth, Prom. Mgr. Robert Moore, Chief Engr.	Burn-Smith Capitol, Lang-Worth UP
JACKSONVILLE	WJNC 1945	1240 250	Jacksonville Bcstg. Co. Rt. 24 707	MBS Tobacco	Louis N. Howard, Pres. Lester L. Gould, Gen. Mgr. Rodric L. Jones, Coml. Mgr.	Gorton T. H. Wilbur, Prog. Dir. & Prom. Mgr. Elmo Cronk, Chief Engr.	Walker Lang-Worth UP
KANNAPOLIS	WGIL 1946	870 1,000-D	Fred H. Whitley Cannon Blvd. & Country Club 870	Fred H. Whitley, Pres. Hal A. Seville, Gen. & Coml. Mgr.	Hod Love, Prog. Dir. Foy Hinson, Chief Engr.	ForJoc Capitol, Lang-Worth UP
KINSTON	WFTC 1937	1230 250	Jonas Welland 204 E. King St.	ABC			
KINSTON	WKNS 1947	1000 1,000-D	Kinston Bcstg. Co. Radio Bldg. 4509	A. K. Barrus, Pres. James W. Campbell, Gen., Coml. & Prom. Mgr.	Marshall T. Pack, Prog. Dir. David Hardison, Chief Engr.	McGillvra Thesaurus. World UP
LAURINBURG	WEWO 1947	1080 1,000-D	Scotland Bcstg. Co. Hotel Chetwynd Bldg. 770	Edwin Pate, Pres. J. R. Dalrymple, Jr., Gen., Coml. & Prom. Mgr.	Ed Leach, Prog. Dir. Truman Brock, Chief Engr.	World UP
LEAKSVILLE	WLOE 1946	1490 100	Douglas L. Craddock Leaksville 701	MBS KBS	Douglas L. Craddock, Pres. & Gen. Mgr. Dallas E. Gwynn, Coml. Mgr.	Charles H. Slate, Prog. Dir. Kenneth Thomas, Prom. Mgr. Eldred Winn, Chief Engr.	Capitol, World AP
LENOIR	WJRI 1946	1340 250	John P. Rabb 107 West Ave. 761	MBS Tobacco KBS	John P. Rabb, Pres. & Gen. Mgr. Art Davis, Coml. Mgr.	Glen Whittier, Prog. Dir. Earl Boyles, Prom. Mgr. Blaine Ruckert, Chief Engr.	Thesaurus AP
LEXINGTON	WBUY 1946	1450 250	Omar & Greeley Hilton 219 S. Main St. 2716	KBS	Omar Hilton } Partners Greeley Hilton } C. Robert Ray, Gen. & Coml. Mgr.	William Bennett, Prog. Dir. Frank Thomas, Prom. Mgr. Fred Honeybutt, Chief Engr.	Clark Lang-Worth AP
LUMBERTON	WTSB 1946	1340 250	Robeson Bcstg. Corp. West 5th St. 1080	MBS KBS	Dr. E. L. Bowman, Pres. James MacNeil, Gen. Mgr. Eleanor French, Coml. Mgr.	Coleman Patterson, Prog. Dir. & Prom. Mgr. William Rogers, Chief Engr.	Cole, Standard AP
MONROE	WMAF 1947	1060 250-D	Union Bcstg. Co. Monroe 1060	J. R. Shute } O. B. Sikes } Owners J. S. Beaty, Jr. } R. O. Darby, Jr., Station Mgr. & Prog. Dir.	D. E. Marable, Sales Mgr. Elizabeth Long, Traffic Mgr. Martin L. Covington, Chief Engr.	Thesaurus UP
MOREHEAD CITY	WMBL 1947	740 1,000-D	Carteret Bcstg. Co. Morehead City 9740	Grever C. Munden, Pres. Paul Parker, Station, Prom. Mgr. & Prog. Dir.	Charles Markey, Coml. Mgr. Ray Cummins, Chief Engr.	McGillvra Standard, World UP
MORGANTON	WMNC 1947	1490 250	Nathan J. Cooper Box 805 1100	MBS	Nathan J. Cooper, Pres., Gen. & Coml. Mgr. Robert T. Perkins, Prog. Dir.	Elmer H. Troutman, Chief Engr.	Lang-Worth AP
MOUNT AIRY	WPAQ (Construction permit)	740 1,000-D	Ralph D. Epperson			
NEW BERN	WHIT 1942	1450 250	Coastal Bcstg. Co. Inc. U.S. Highway 17 South 4450	MBS Tobacco	Louis N. Howard, Pres. Gordon A. Schehling, Gen. Mgr. & Prog. Dir.	Richard B. Stark, Coml. & Prom. Mgr. William G. Haire, Chief Engr.	Walker Lang-Worth UP
NEWTON	WNNC (Construction permit)	1230 250	Newton-Cohover Broadcasting Co. 211 Main St., Gastonia, N. C.	Earl Holder } Ray Leinbach Jr. } Partners Charles C. Turner }		
NORTH WILKESBORO	WILX 1947	1450 250	Carolina-Northwest Broadcasting Co.	MBS KBS			
NORTH WILKESBORO	WKBC 1947	810 1,000-D	Wilkes Bcstg. Co. Cashion Bldg. 633	Doris B. Brown, Gen. Mgr. Roland B. Potter, Coml. Mgr. John T. Cashion, Prog. Dir.	George C. Yarbrough, Prom. Mgr. Robert L. Pinnix, Chief Engr.	World AP
RALEIGH	WNAO 1947	850 5,000	News & Observer Pub. Co. Raleigh	ABC	Josephus Daniels, Pres. Dudley Tichenor, Gen. & Coml. Mgr.	Bascom E. Porter, Chief Engr.	Avery-Knodel Standard UP
RALEIGH	WPTF 1924	680 50,000	WPTF Radio Co. Insurance Bldg. 8311	NBC	J. R. Weatherspoon, Pres. Richard H. Mason, Gen. Mgr. O. L. Carpenter, Sales Mgr. Graham B. Poyner, Prog. Mgr.	R. W. Youngsteadt, Dir. of Adv. & Prom. Henry Hulick, Jr., Chief Engr.	Free & Peters Associated AP, UP
RALEIGH	WRAL 1939	1240 250	Capitol Bcstg. Co. Inc. 130 S. Salisbury St. 6411	MBS Tobacco	A. J. Fletcher, Pres. Fred Fletcher, Gen. Mgr. Tom Mitchell, Coml. Mgr.	Howard Maschmeier, Prog. Dir. Stanley Brown, Chief Engr.	Weed Lang-Worth AP
REIDSVILLE	WFRC	1600 1,000	Piedmont Carolina Bcstg. Co. 18 Gilmer St. 1573	KBS	H. T. Williams, Pres. W. E. Williams, Gen. & Prom. Mgr.	George Anderson, Coml. Mgr. Chuck Perron, Prog. Dir. L. H. Alexander, Chief Engr.	Cooke Associated. Cole AP

BROADCASTING

RAN MORE RADIO LINAGE IN 1947 THAN ALL OTHER BUSINESS PAPERS COMBINED

Advertising linage gains are important only as a reflection of advertising effectiveness. Not only in 1947, but for the last 17 years BROADCASTING has consistently carried more radio advertising than all other business papers combined.

BROADCASTING'S editorial policy in publishing *more news** of all radio — AM, FM, TV — adds weight to the advertising on its pages. It attracts readers who make broadcasting their business and who place the bulk of the national spot and network dollar.

Minimum guaranteed paid circulation in 1948—15,000.

BROADCASTING's Washington business office or any of the offices listed below will be glad to tell you more — now!

* Than all other business papers combined.

NEW YORK
S. J. PAUL
250 Park Ave.
PLaza 5-8355

CHICAGO
BILL THOMPSON
360 N. Michigan Ave.
CENTral 4115

HOLLYWOOD
DAVE GLICKMAN
6000 Sunset Blvd.
HEmpstead 8181

TORONTO
JAMES MONTAGNES
Harbour Comm. Bldg.
ELgin 0775

THE BEST BUY [FAR] IN THE TRADE PAPER FIELD

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

National Press Building • Washington 4, D. C.

DIRECTORY OF STANDARD 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, 1948)

NORTH CAROLINA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative: Transc. Librar. News Service	
ROANOKE RAPIDS ..	WCBT 1941	1230 250	Radio Station WCBT Inc. 251 Roanoke Ave. R-8551	MBS KBS	S. E. Crew, Pres. & Gen. Mgr. W. Lunsford Crew, Secy.- Treas.	A. L. Drew, Coml. Mgr. Jesse Helms, Prog. Dir. & Prom. Mgr. C. W. Meares, Chief Engr.	Burn-Smith Lang-Worth, World UP
ROCKINGHAM	WAYN 1945	900 1,000-D	Wayne M. Nelson Rockingham 611	Wayne M. Nelson, Pres. & Gen. Mgr. Mrs. Jimmie Ellerbe, Coml. Mgr.	William E. Henley, Chief Engr.	Cole, Lang-Worth, MacGregor, SESAC UP
ROCKY MOUNT	WCEC 1947	810 1-000-D	Josh L. Horne 115 N. Church St. 2880	Josh L. Horne, Pres. Melvin J. Warner, Gen. & Prom. Mgr.	Raymond S. Wilkinson, Prog. Dir. Warren G. Palmer, Chief Engr.	Associated, Capitol AP
ROCKY MOUNT	WEED 1933	1450 250	W. A. Wynne Rocky Mount 1420	ABC	W. A. Wynne, Pres. & Gen. Mgr. Jack L. Cummings, Coml. Mgr.	Tommy Snowden, Prog. Dir. Eunice Snipes, Prom. Mgr. W. A. Wynne, Chief Engr.	World AP
SALISBURY	WSAT (Construction permit)	1280 1,000-D	Mid-Carolina Broad- casting Co. 119 Lawyers Row			
SALISBURY	WSTR 1939	1490 250	Piedmont Bcstg. Corp. State Theatre Bldg. 2121	MBS	Bryce P. Beard, Pres. & Gen. Mgr. Gene Dorton, Secy.-Treas. Katherine Murphy, Coml. Mgr.	Russell McIntire, Prog. Dir. & Prom. Mgr. Carl Watson, Chief Engr.	Burn-Smith. Cook Lang-Worth AP
SANFORD	WWGP 1945	1050 1,000-D	Lee Bcstg. Corp. 23 Steele St. 860	W. W. Primm, Pres. & Gen. Mgr. L. O. Hutchins, Coml. Mgr. Gerald E. Bowman, Prog. Dir.	Gerald C. Primm, Prom. Mgr. Carey H. Olive, Chief Engr.	Cole, Capitol. World UP
SHELBY	WCHS 1946	730 250-D	Western Carolina Radio Corp. Shelby 340	MBS	Lee B. Weathers, Pres. Robert M. Wallace, Gen. Mgr. Steve Woodson, Coml. Mgr.	Milton Scarborough, Prog. Dir. Robert M. Wallace, Chief Engr.	Thesaurus AP
SOUTHERN PINES ..	WEEB 1947	1360 1,000-D	Sandhill Community Broadcasters Inc. Box 1298 6191	MBS	Jack S. Younts, Pres., Gen. & Coml. Mgr. Elizabeth M. Younts, Prog. Dir.	William E. Cox Jr., Prod. Dir. Richard S. Philbrick, Chief Engr.	Forjoe AP
SOUTHERN PINES ..	WSTS 1947	990 250-D	Sandhill Bcstg. Corp. 113 E. Broad St. 8271	F. L. Beber, Pres. Joe B. Long Jr., Gen. Mgr. Chalmers B. Brazell, Prog. Dir.	Kent L. Jeffrey, Coml. Mgr. Clyde E. Rhodes, Chief Engr.	Clark Standard UP
STATESVILLE	WSIC 1947	1400 250	Statesville Bcstg. Co. Inc. Radio Rd. Box 1189 1000	MBS	Dr. James W. Davis, Pres. Harry Gatton, Gen. & Coml. Mgr.	James Poston, Prog. Dir. Frances Earle, Prom. Mgr. T. K. Abernethy, Chief Engr.	World AP
TARBORO	WCPS 1945	760 1,000-D	Coastal Palms Bcstg. Co. Inc. Tarboro 643	John C. Hanner, Chief Owner & Gen. Mgr. R. M. Fountain, Coml. Mgr.	Syd Byrnes, Prog. Dir. Charles D. Chandler, Chief Engr.	Capitol, Lang-Worth AP
THOMASVILLE	WTNC 1946	790 1,000-D	Thomasville Bcstg. Co. Salem St. Ext. 902	Russell F. VanLandingham, Part Owner	Harold Harrison, Gen. & Coml. Mgr. L. M. Sugg, Chief Engr.	World AP
WADESBORO	WADE 1947	1210 1,000-D	Anson Radio and Broadcasting Co.			
WASHINGTON	WHED (Construction permit)	1340 250	Beaufort Bcstg. Co.			
WASHINGTON	WRFP 1942	930 5,000-D	Tar Heel Broadcasting System Inc. Bank of Washington Bldg. 403	ABC	W. R. Roberson Sr., Pres. W. R. Roberson Jr., Vice- Pres. T. H. Patterson, Gen. & Coml. Mgr.	Don Pierce, Prog. Dir. Merrill Daniels, Prom. Mgr. Ike Murphrey, Chief Engr.	Forjoe AP
WAYNESVILLE	WHCC 1947	1400 250	Smoky Mountain Bcstg. Main St. 680	W. Curtis Russ, Pres. Robert M. Wallace, Gen. Mgr. Zeno Wall, Coml. Mgr.	George A. Flowers, Prog. Dir. Don Hunnicutt, Chief Engr.	Lang-Worth UP
WHITEVILLE	WENC 1946	1240 250	Whiteville Broadcasting Co. Inc. P. O. Box 508 120	MBS	J. A. Maulsby, Pres. Ward A. Coleman, Gen. & Prom. Mgr.	Margaret McNeil, Coml. Mgr. Henry Hoppe, Prog. Dir. Harold Vanderment, Chief Engr.	Standard, World AP
WILMINGTON	WGNI 1946	1340 250	General Newspapers Inc. P. O. Box 869 L. D. 30	MBS	Carmage Walls, Pres. James W. Stewart, Gen. Mgr.	Foster Edwards, Coml. & Prom. Mgr. Don Barber, Prog. Dir. W. P. Callahan, Chief Engr.	McGillyra Capitol, Standard UP
WILMINGTON	WMFD 1935	1400; CP-630 250; CP-1,000	Richard Austin Dunlea P. O. Box 696 4840	ABC	R. A. Dunleau, Pres. & Gen. Mgr. Claud O'Shields, Coml. Mgr.	H. W. Lee, Prog. Dir. E. I. Herring, Chief Engr.	Burn-Smith Cole, World UP
WILSON	WGTM 1937	1340; CP-590 250; CP-5,000	Watson Industries Inc. P. O. Box 976 2188	MBS Tobacco	Penn Thomas Watson, Pres. Allen Wannamaker, Gen. Mgr.	Harry Severance, Coml. & Prom. Mgr. Clint Faris, Prog. Dir. Bill Malone, Chief Engr.	Hollingsbery Lang-Worth, Thesaurus, World UP
WILSON	WVOT (Construction permit)	1420 1,000-D	Wilson Radio Co. National Bank Bldg.	H. W. Anderson Joel Lawhon C. E. Leeper N. V. Pieler W. T. Williams	Partners	

C. K. KITTS
FRIGIDAIRE DIVISION—
GENERAL MOTORS

AL DURANTE
J. WALTER THOMPSON CO.

GRACE LARSON
LEVER BROS. CO.

Yes,
WBIG-FM
soon!

F. CONGDON
MAXON, INC.

MURIEL DIBBLE
COMPTON ADVERTISING, INC.

E. A. W. SCHULENBURG
GARDNER ADVERTISING CO.

THOMAS D. CONNOLLY
COLUMBIA BROADCASTING
SYSTEM

B. R. DONALDSON
FORD MOTOR COMPANY

GEORGE WOLFE
FOOTE, CONE & BELDING

TED SISSON
PEDLAR & RYAN

We're **BIG**

in program promotion—here
are just a few of the ex-
perts who have commended
WBIG's program promotion
department during the past
few months. You are in good
company when you are on
WBIG

JOHN J. SCHNEIDER
KUDNER AGENCY, INC

VIRGINIA BUTLER
LENNEN & MITCHELL, INC.

RANDY MEBANE
YOUNG & RUBICAM

D. R. BUSS
GARDNER ADVERTISING CO.

HERBERT LANDON
KENYON & ECKHARDT, INC.

JOHN T. McLEAN
HALL BROTHERS

LOIS WINSTON
THE BIOW COMPANY

ANGUS D. MACKINTOSH
WARD WHELOCK COMPANY

DOUGLAS S. PARKER
WARD WHELOCK CO.

GEORGE MORRISON
INTERNATIONAL SILVER CO.

WILLIAM C. LLOYD
WILLIAM ESTY AND CO.

C. D. SOUTHARD, JR.
HALL BROTHERS

J. R. JOHNSON
CAMPBELL SOUP COMPANY

greensboro, n. c.
5000 w. day & nite
columbia affiliate
edney ridge, director
represented by hollingbery

A. TARR
MANHATTAN SOAP COMPANY



DIRECTORY OF STANDARD 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, 1948)

NORTH CAROLINA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Libr. News Serv.	
WINSTON-SALEM ..	WAIR 1927	1340 250	Wair Bcstg. Co. Pepper Bldg. 2-1133	ABC	George Walker, Gen. Mgr. C. G. Hill, Coml. Mgr. Doris Pardington, Prog. Dir.	Eleanore Walker, Prom. Mgr. Lee King, Chief Engr.	Walker Cole, Lang-Worth World AP
WINSTON-SALEM 1..	WSJS 1930	600 5,000	Piedmont Publishing Co. 419 N. Spruce St. 4141	NBC	Gordon Gray, Pres. Harold Essex, Vice-Pres. & Managing Dir.	Harry B. Shaw, Sales Mgr. Robert C. Estes, Prog. Mgr. Walter Blake, Prom. Mgr. Phil Hedrick, Chief Engr.	Headley-Reed Associated, Standard UP
WINSTON-SALEM ...	WTOB 1947	710 1,000-D	Winston-Salem Bcstg. Co. Inc. 826½ W. 4th St. 7145	MBS	James W. Coan, Pres. John G. Johnson, Gen. Mgr.	Louis T. Marsh, Prog. Dir. L. C. Davis, Chief Engr.	T-H-S Thesaurus AP

NORTH DAKOTA

BISMARCK	KFYR 1925	550 5,000	Meyer Bcstg. Co. 320 Broadway 468	NBC North- West	P. J. Meyer, Pres. & Gen. Mgr. F. E. Fitzsimonds, Station Mgr. R. W. MacLeod, Coml. Mgr.	Cal Culver, Prog. Dir. & Prom. Mgr. Ivar Nelson, Chief Engr.	Blair Thesaurus UP
DEVILS LAKE	KDLR 1925	1240 250	KDLR Inc. 1025 3rd St. 1090	MBS Great North- ern	Bert Wick, Pres., Gen. & Coml. Mgr. Robert Medaris, Prog. Dir.	Olaf Overbo, Prom. Mgr. Richard Moritz, Chief Engr.	Walker SESAC World UP
DICKINSON	KDIK 1947	1230 250	Dickinson Radio Assn. 28 1st Ave. W. 348	Dr. Paul J. Weir, Pres. Orville F. Burda, Gen. Mgr. Eugene L. Spear, Coml. Mgr.	Warren M. Peterson, Prog. Dir. Orville J. Narum, Prom. Mgr. Quentin V. Prochaska, Chief Engr.	Standard AP
FARGO	KFGO 1947	790 5,000	Northern States Broad- casting Co. 421½ N. P. Ave. 2-3291	ABC	W. R. Haggart, Pres. Charles G. Burke, Gen. & Coml. Mgr.	David B. Henley, Prog. Dir. Frank P. Sanders, Prom. Mgr. Wallace I. Bey, Chief Engr.	Raymer SESAC Standard AP
FARGO	WDAY 1922	970 5,000	WDAY Inc. Black Bldg. 5357	NBC North- west	Earl Reineke, Pres. & Gen. Mgr. Jack Dunn, Station Mgr. Tom Barnes, Coml. Mgr.	Ken Kennedy, Prog. Dir. Roy Federsen, Prom. Mgr. Maurice Waller, Prod. Mgr. Julius Hetland, Chief Engr.	Free & Pete Thesaurus AP, UP
FARGO	KVNJ (Construction permit)	900 1,000-D	Northwest Bcstg. Co. Gardner Hotel	Donald J. Robertson, Gen. Mgr.
GRAND FORKS	*KFJM 1923	1440 1,000-LS 500-N SH-KILO	U. of North Dakota University Station 2800-5	Andrew J. Kochman Jr., Prog. Dir.	J. W. Wilkerson, Coml. Mgr. Arnold F. Petrich, Chief Engr.
GRAND FORKS	KILO 1941	1440 1,000-LS 500-N SH-KFJM	Dalton Le Masurier First Natl. Bank Bldg. 1200	CBS	Dalton LeMasurier, Pres. & Gen. Mgr. Elmer O. Hanson, Coml. Mgr.	Ralph D. Herbert, Prog. Dir. Robert Lukkason, Prom. Mgr. Arnold Petrich, Chief Engr.	Avery-Knodel Lang-Worth UP
GRAND FORKS	KNOX 1947	1400 250	Community Radio Corp. P.O. Box 1110 3500	MBS	Carroll E. Day, Pres. Frank W. Kaul, Gen. & Coml. Mgr.	Jack Kennedy, Prog. Dir. & Prom. Mgr. Eugene Zober, Chief Engr.	World UP
GRAND FORKS	KVNW (Construction permit)	1260 1,000-LS 500-N	Grand Forks Herald, Inc. 118 N. Fourth St.
JAMESTOWN 1	KSJB 1937	600 5,000	Jamestown Bcstg. Co. 422 N. W. 2nd St. 1600	CBS MBS	John W. Boler, Chief Owner Joseph Goodfellow, Vice- Pres. Don A. Clayton, Gen. Mgr. Wm. Hurley, Coml. Mgr.	Wm. Barry, Prog. Dir. Mary Tucker, Prom. Mgr. Robert Ridgeway, Chief Engr.	Young World UP
MANDAN	KGCU 1928	1270 250; CP-1,000-LS 250-N	Mandan Radio Assn. Inc. 200 Third Ave., N.W. 800	MBS Great North- ern	W. S. Russell, Pres. M. J. Reichert, Gen. & Coml. Mgr.	M. W. Bushee, Prog. Dir. & Prom. Mgr. Ray Barnett, Chief Engr.	Lang-Worth AP
MINOT	KLPM 1929	1390 5,000-LS 1,000-N	Minot Bcstg. Co. Fair Block 1267	MBS Great North- ern	John B. Cooley, Pres. C. W. Baker, Gen. Mgr.	Leslie Maupin, Coml. & Prom. Mgr. Jane Hauteman, Prog. Dir. C. W. Baker, Chief Engr.	Walker Cole World UP
VALLEY CITY	KOVC 1936	1490 250	KOVC Inc. 312 Fifth Ave. 408W	MBS KBS Great North- ern	Robert E. Ingstad, Pres., Gen. & Coml. Mgr. Robert Nelson, Prog. Dir.	Wayne King, Prom. Mgr. Charles Sjostrom, Chief Engr.	Walker Cole UP
WILLISTON	KWBM (Construction permit)	1450 250	Williston Bcstg. Co.

ASK YOUR OWN LOCAL REPRESENTATIVE!



If you want to know what section of North Dakota accounts for the most retail sales, or what one radio station you can use to *cover* that section—

ASK YOUR OWN LOCAL REPRESENTATIVE.

Fargo's famous Red River Valley so far outshines the rest of the State that it's not even *close*. (Don't forget that WDAY's primary area also includes 27 prosperous counties in Minnesota plus 6 in South Dakota.) And Fargo's WDAY gets 61.4% of the listeners in its area, against 9.5% for Station B, and 7.2% for Station C.

ASK YOUR OWN LOCAL REPRESENTATIVE, and you'll choose WDAY as a matter of course. For rates, availabilities or any other facts you want, consult Free & Peters, Inc.

FARGO, N. D. NBC . . 970 KILOCYCLES . . 5000 WATTS



FREE & PETERS, INC.

Exclusive National Representatives

DIRECTORY OF STANDARD 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.

OHIO

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Libra News Service	
AKRON	WADC 1925	1350 5,000	Allen T. Simmons Box 830 Meadowbrook 3211	CBS	Allen T. Simmons, Owner- Mgr. Robert Wilson, Assist. Mgr. Fred C. Bock, Coml. Mgr.	Harold Hageman, Prog. Dir. Secret Williams, Prom. Mgr. J. L. Wildermuth, Chief Engr.	Hollingbery Lang-Worth Standard World UP Transradio
AKRON 8	WAKR 1940	1590 5,000	Summit Radio Corp. First Natl. Tower Hemlock 6151	ABC	S. Bernard Berk, Pres. & Gen. Mgr. Roger C. Berk, Assist. to Pres. Kenneth M. Keegan, Coml. Mgr.	Gene Trace, Prog. Dir. Bert Charles, Prom. Mgr. Irwin L. Knopp, Chief Engr.	Weed Associated Capitol Thesaurus AP, UP
AKRON 8	WHKK 1944	640 1,000-LS L-N-1,000; KFI	United Bcstg. Co. 51 W. State St. Blackstone 7101	MBS	H. K. Carpenter, Exec. Vice- Pres. R. W. Richmond, Gen. Mgr. Philip R. Herbert, Coml. Mgr.	Louis Heinrich, Prog. Dir. T. E. Egan, Prom. Mgr. James S. Hill, Chief Engr.	Raymer Cole Standard AP
ASHTABULA	WICA 1937	970 1,000-D CP-5,000-LS 1,000-N	WICA Inc. 221 Center St. 1211	R. B. Rowley, Pres. W. W. Walrath, Gen. Mgr. D. W. Fassett, Coml. Mgr.	A. B. Newkirk, Prog. Dir. T. F. Searl, Chief Engr.	Lang-Worth UP
BELLAIRE	WTRF 1947	1290 1,000-D	Tri-City Bcstg. Co. Bellaire 1515	MBS	Jesse A. Bloch, Pres. Robert W. Ferguson, Gen. Mgr. Robert J. Campbell, Coml. Mgr.	Franklin Curtis, Prog. Dir. Albert T. Fisher, Prom. Mgr. George Cowen, Chief Engr.	World AP
CAMBRIDGE	WILE (Construction permit)	1270 1,000-D	Land O'Lakes Broadcast- ing Corp. 917 Beatty Ave. 3545	H. D. McClelland, Pres. Howard A. Donahoe, V. P. & Gen. Mgr.	Wesley C. Randles, Chief Engr.	World AP
CANTON	WAND 1947	900 500-D	P. C. Wilson 1414 12th St., N.E.
CANTON 2	WCMW 1946	1060 1,000-D	Stark Bcstg. Corp. 317 W. Tuscarawas St. 22935	Merlin Schneider, Pres. Royal G. Lister, Vice-Pres. Len Taylor, Gen. Mgr. George Starr, Coml. Mgr.	Vic Decker, Prog. Dir. M. Adelman, Prom. Mgr. Royal G. Lister, Tech. Dir.	Burn-Smith Lang-Worth Standard Thesaurus INS
CANTON 2	WHBC 1925	1480 5,000	Ohio Bcstg. Co. 550 Market Ave. S. 7166	MBS ABC	Louis Brush, Pres. Roy D. Moore, Vice-Pres. & Gen. Mgr. Robert C. Fehlman, Station Mgr. Gervis Brady, Coml. Mgr.	W. Richard Neher, Prog. Dir. Julius Glass, Prom. Mgr. Kenneth Sliker, Chief Engr.	Rambeau Capitol AP, UP
CHILLICOTHE	WBEX 1947	1490 250	Shawnee Bcstg. Co.
CINCINNATI 1	WCKY 1929	1530 50,000	L. B. Wilson Inc. Hotel Gibson Cherry 6565	L. B. Wilson, Pres. & Gen. Mgr. C. H. Topmiller, Station Mgr.	Bill Dawes, Prog. Dir. C. H. Topmiller, Chief Engr.	World Standard - Cole INS
CINCINNATI 2	WCPO 1924	1230 250	Scripps-Howard Radio Inc. Carew Tower Main 3314	MBS	Jack R. Howard, Pres. Mortimer C. Watters, Vice- Pres. & Gen. Mgr. John Patrick Smith, Coml. Mgr.	Glenn Clark Miller, Prog. Dir. Kay Ashe, Prom. Mgr. Glenn A. Davis, Chief Engr.	Branham Associated Lang-Worth Standard UP
CINCINNATI 6	WKRC 1923	550 5,000-LS 1,000-N	Cincinnati Times-Star Co. Hotel Alms Woodburn 0550	CBS	Hubert Taft Jr., Managing Dir. H. E. Fast, Gen. Mgr. U. A. Latham, Coml. Mgr.	Harvey Cary, Prog. Dir. Joel W. Stovall, Prom. Mgr. George A. Wilson, Chief Engr.	Katz Lang-Worth AP, UP
CINCINNATI 2	WLW 1921	700 50,000	Crosley Bcstg. Corp. Crosley Square Cherry 1822	NBC	James D. Shouse, Pres. R. E. Dunville, Vice-Pres. & Gen. Mgr. H. M. Smith, Vice-Pres. in Charge of Sales William P. Robinson, Vice- Pres. in Charge of Progs.	Dwight Martin, Vice-Pres. & Assist. Gen. Mgr. E. J. Boos, Vice-Pres. & Treas. M. N. Terry, Dir. of Merchg. & Prom. Activities David E. Partridge, Sales Prom. Dir. R. J. Rockwell, Vice-Pres. in Chg. of Engr.	Keenan & Eickelberg Thesaurus AP, UP, INS
CINCINNATI 2	WSAI 1923	1360 5,000	Buckeye Broadcasting 115 E. 4th St. Main 1068	ABC	Marshall Field, Pres. Robert M. Sampson, Gen. Mgr. E. K. Bauer, Assist. Mgr.	R. H. Boulware, Natl. Sales Mgr. James Leonard, Prog. Dir. Kirk Brodie, Prom. Mgr. W. E. Symons, Chief Engr.	Avery-Knodel AP, UP
CLEVELAND 1	WGAR 1930	1220 50,000	The WGAR Bcstg. Co. Hotel Statler Prospect 0200	CBS	G. A. Richards, Pres. John F. Patt, Vice-Pres. & Gen. Mgr. Carl George, Assist. Gen. Mgr. E. M. Krause, Treas. Harry Camp, Sales Mgr.	Reginald Merridew, Prog. Dir. Jack Roeder, Prom. Mgr. R. Morris Pierce, Vice-Pres. Charge of Engrg.	Petry Capitol Standard UP, INS
CLEVELAND 13	WHK 1921	1420 5,000	United Bcstg. Co. Terminal Tower Prospect 5800	MBS	K. K. Hackathorn, Gen. Mgr. J. B. Maurer, Coml. Mgr. C. M. Hunter, Prog. Dir.	Henry Norweb Jr., Prom. Mgr. R. H. DeLany, Chief Engr.	Raymer SESAC AP, INS
CLEVELAND 15	WJMO 1947	1540 1,000-D	W. J. Marshall 2157 Euclid Ave. Superior 4424	W. J. Marshall, Pres. Dave Baylor, Gen. Mgr. & Prog. Dir. Robert DeTchon, Coml. Mgr.	Lawrence Shipley, Chief Engr.	Young Capitol Standard AP

WAKR

TOWERS OVER AKRON

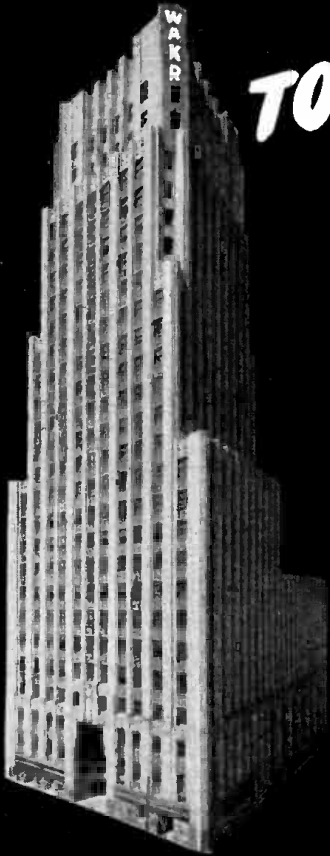
A B C Network

5000 WATTS * DAY & NIGHT

For The Facts Call

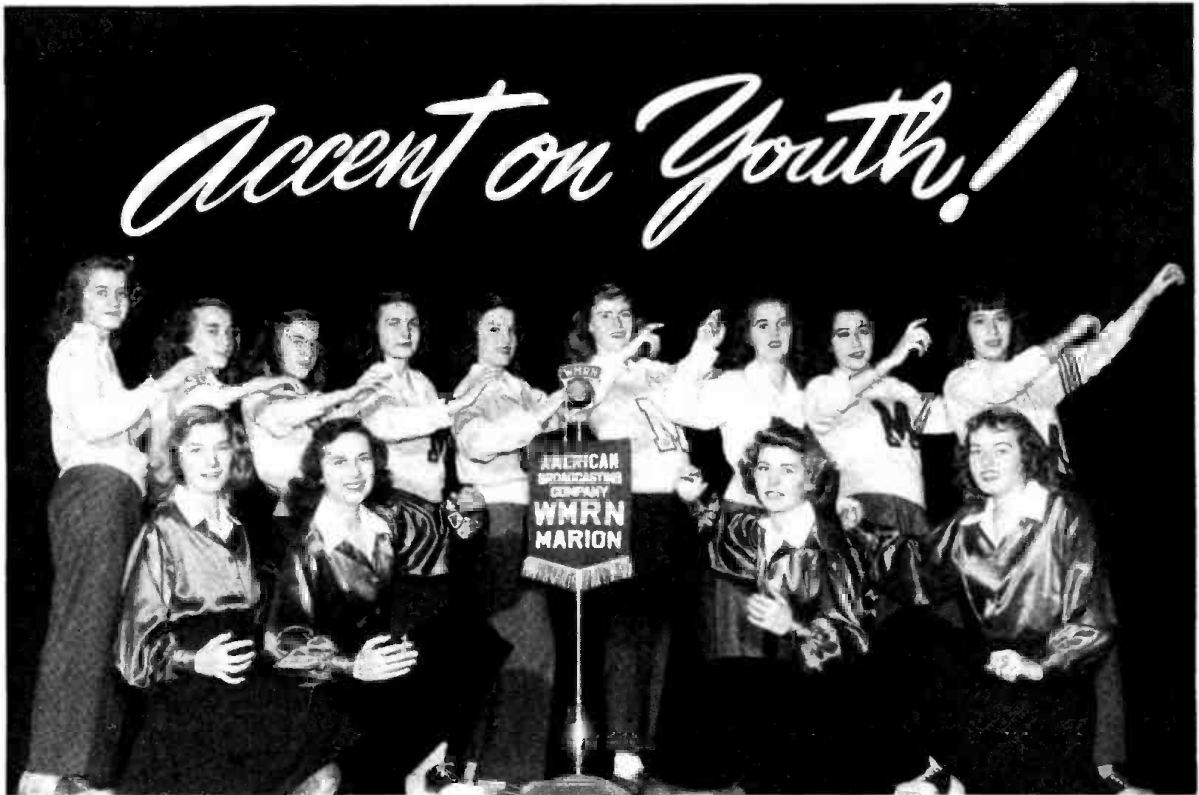
WEED & CO.

National Representatives



Also Operating WAKR-FM 97.5 MC. or Channel 248

Accent on Youth!



"Unlucky 13"? Not if you identify your product with these 13 pretty cheerleaders from Marion High School. Photo was taken at a football party sponsored by WMRN on its front lawn.



Robert T. Mason, president of the Marion Broadcasting Co., presents the annual WMRN football trophy to Paul Wenzel, Marysville High School coach. WMRN is an active participant in all local teen-age activities.



A view of the annual banquet given area members of the Future Farmers of America by WMRN. For the past 3 years WMRN has sponsored this tribute to sectional rural leaders of tomorrow.

You profit twice when you buy time on WMRN! Teen-age acceptance of WMRN and the products it advertises is the extra dividend added to the proved high audience response among WMRN's more than 200,000 prosperous listeners in seven of Ohio's richest farm and home counties.

WMRN's wide sponsorship of and keen participation in the activities of youth keep youngsters as well as grown-ups tuned to WMRN. Local programs with teen-age appeal—high school sports, F.F.A. meetings and such—are highly encouraged and intelligently reported.

Yes, you profit twice when you buy WMRN—from better than expected response from WMRN's adult coverage and from the continuing teen-age product education resulting from WMRN's accent on youth!



AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

DRAWING POWER is SELLING POWER!



● We know the "Chief's" drawing of an audience on a blackboard doesn't mean selling power to you, but when facts prove the drawing power of WJW programs, including selected shows of the ABC Network

...that does mean selling power! In this rich Northern Ohio market where a billion dollars are spent annually, WJW reaches the homes that represent 94% of the total retail sales. WJW draws the audience and sells them too!

BILL O'NEIL, President



**BASIC
ABC Network**

C L E V E L A N D

**850 KC
5000 Watts**

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

DIRECTORY OF STANDARD 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, 1948)

OHIO (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representativ Transc. Librs News Servic	
CLEVELAND 15	WJW 1932	850 5,000	WJW Inc. 1375 Euclid Ave. Superior 0101	ABC	William M. O'Neil, Pres. Lawrence Webb, Asslt. to Pres. & Treas. Harold W. Waddell, Natl. Sales Mgr.	Wallen J. Sylvester, Local Sales Mgr. Charles V. Hunter, Prog. Dir. Gerold G. Roberts, Chief Engr.	Headley-Reek UP, Transrad
CLEVELAND 14	WTAM 1923	1100 50,000	National Bcstg. Co. 815 Superior Ave. Cherry 0942	NBC	Niles Trammell, Pres. Vernon H. Pribble, Gen. Mgr. Harold Gallagher, Coml. Mgr.	Hal W. Metzger, Prog. Dir. Howard A. Barton, Prom. Mgr. S. E. Leonard, Chief Engr.	NBC Spot Standard Thesaurus AP, UP
CLEVELAND HEIGHTS 18	WSRS 1947	1490 250	Samuel R. Sague Radio Center Bldg. Erlievew 2005	Samuel R. Sague, Pres., Gen. Dir. Mgr.	Harold A. Brinkman, Chief Engr.	AP
COLUMBUS 15	WBNS 1921	1460 5,000-LS 1,000-N	Radioho Inc. 33 N. High St. Adams 9265	CBS	Richard S. Wolfe, Pres. Richard A. Borel, Gen. Mgr. W. I. Orr, Coml. Mgr. Robert D. Thomas, National Sales Mgr.	Geer Parkinson, Prog. Dir. Jerome R. Reeves, Prom. Mgr. Lester H. Nafzger, Chief Engr.	Blair Capitol Thesaurus AP
COLUMBUS 15	WCOL 1924	1230 250	The Pixleys East Broad at Young St. Main 4581	ABC	L. A. Pixley, Pres. Jack Kelly, Gen. Mgr. Frank Jones, Coml. & Prom. Mgr.	Al Albinger, Prog. Dir. Leo DeConnick, Chief Engr.	Headley-Reek Associated Lang-Worth World AP, INS
COLUMBUS 15	WHKC 1921	610 1,000; CP-5,000	United Bcstg. Co. 22 E. Gay St. Adams 1101	MBS	Sterling Graham, Pres. Carl M. Everson, Gen. Mgr. Harry H. Hoessly, Coml. & Prom. Mgr.	John B. Moses, Prog. Dir. Wm. B. Minor, Chief Engr.	Raymer Associated Lang-Worth UP, INS
COLUMBUS 10	*WOSU 1922	820 5,000 L-LS, Dallas	The Ohio State U. O. S. U. Campus University 3148	Howard L. Bevis, Pres. Robert C. Higgy, Dir.	Wm. H. Ewing, Prog. Dir. Al J. Boggioni, Chief Oper- ator	Thesaurus UP
COSHOCTON	WTNS 1947	1560 1,000-D	Coshocton Bcstg. Co. 114 N. Main St. 1560	Bruce Wallace, Pres. & Gen. Mgr. Richard H. Athey, Coml. & Prom. Mgr.	Fred Dodge, Station Mgr. & Prog. Dir. Ben Jones, Chief Engr.	Lang-Worth SESAC UP
DAYTON 1	WHIO 1935	1290 5,000	Miami Valley Broadcast- ing Corp. 45 S. Ludlow St. Adams 2261	CBS	James M. Cox Jr., Pres. & Principal Owner Robert H. Moody, Gen. Mgr. Harvey R. Young Jr., Coml. Mgr.	Lester G. Spencer, Prog. Dir. Stanley G. Mouse, Prom. Mgr. Ernest L. Adams, Chief Engr.	Hollingsbery Associated Standard AP, UP, INS
DAYTON 2	WING 1921	1410 5,000	Great Trails Bcstg. Corp. 121 N. Main St. Adams 3288	Charles Sawyer, Pres. J. P. Williams, Gen. Mgr. F. G. Dykstra, Station Mgr.	Arthur H. Martin, Prog. Dir. Margaret Josten, Asslt. Prom. Mgr. Lloyd House, Chief Engr.	Weed Lang-Worth Standard AP
EAST LIVERPOOL	WLIO (Construction permit)	1570 1,000-D	Pottery Bcstg. Co. 410 North Ave. Millvale, Pa.	Earl D. Eisenhower } Dr. A. S. Sickman } Owners J. Milton Hammond }		
ELYRIA	WEOL (Construction permit)	830 1,000	Elyria-Lorain Bcstg. Co. 330 2nd St. 2000	Roy W. Ammel, Pres. & Gen. Mgr.		
FINDLAY	WFIN 1941	1330 1,600-D	Fred R. Hover Estate Findlay 1330	KBS	Dimond Hover, Gen. Mgr. Jean Lamb, Traffic Mgr.	Edgar C. Smith, Chief Engr.	Cole Lang-Worth SESAC Standard INS
HAMILTON	WMOH 1944	1450 250	Fort Hamilton Broadcast- ing Co. Second Natl. Bank Bldg. 4-6543	MBS	Herbert G. Pabst, Pres. & Managing Dir. Donald L. Chapin, Sales & Prom. Mgr.	Don J. Meeks, Prog. Dir. Andrew F. Bruck, Chief Engr.	Thesaurus UP
LIMA	WLOK 1936	1240 250	The Fort Industry Co. National Bank Bldg. 6-3411	NBC	George B. Storer, Pres. J. Robert Kerns, V.P. in Charge of Operations	Harry Jay, Coml. Mgr. E. C. Ulrick, Prog. Dir. Darrel Hunter, Chief Engr.	Lang-Worth AP
MANSFIELD	WMAN 1939	1400 250	Richland Inc. 140½ Park Ave. W. 4235-6	ABC	M. F. Rubin, Pres. J. M. O'Hara, Gen., Coml. & Prom. Mgr.	Harry C. Lytle, Prog. Dir. W. E. Morrison, Chief Engr.	T-H-S World UP
MARIETTA	W'MOA 1946	1490 250	Marietta Bcstg. Co.	MBS KBS	Mildred Chernoff, Pres. A. N. Archer, Resident & Coml. Mgr.	Harold Haught, Prog. Dir. Paul Nesper, Prom. Mgr. Charles E. Clark, Chief Engr.	Lang-Worth UP
MARION	WMRN 1940	1490 250	Marion Bcstg. Co., P.O. Box 518 3226	ABC KBS	Robert T. Mason, Pres. & Gen. Mgr. Clark Dozer, Coml. Mgr.	Sanford Marshall, Prog. Dir. John Plank, Prom. Mgr. Francis J. Peters, Chief Engr.	Stovin Thesaurus UP
MIDDLETOWN	WPFB 1947	910 1,000-D	Paul F. Braden Central Ave. 2-3625	Paul F. Braden, Pres. & Gen. Mgr. Ranny Daly, Coml. Mgr. & Prog. Dir.	Don Lyons, Prom. Mgr. Ray Brock, Chief Engr.	Lang-Worth SESAC AP
PIQUA	WPTW 1947	1570 250-D	Miami County Broad- casting Co. Inc. 1625 W. Covington Ave. 1420	Richard E. Hunt, Pres. & Gen. & Prom. Mgr. George E. Donahue, Asslt. Chief Engr. & Vice-Pres. Carroll M. Ball, Coml. Mgr.	Leo Underhill, Prog. Dir. Byron F. London, Secy., Treas. & Chief Engr.	Grant World SESAC AP

PAID CIRCULATION

The history of space buying passed from the quantitative to the qualitative. Radio is growing in that manner. More time buyers are realizing the importance of listener motivations.

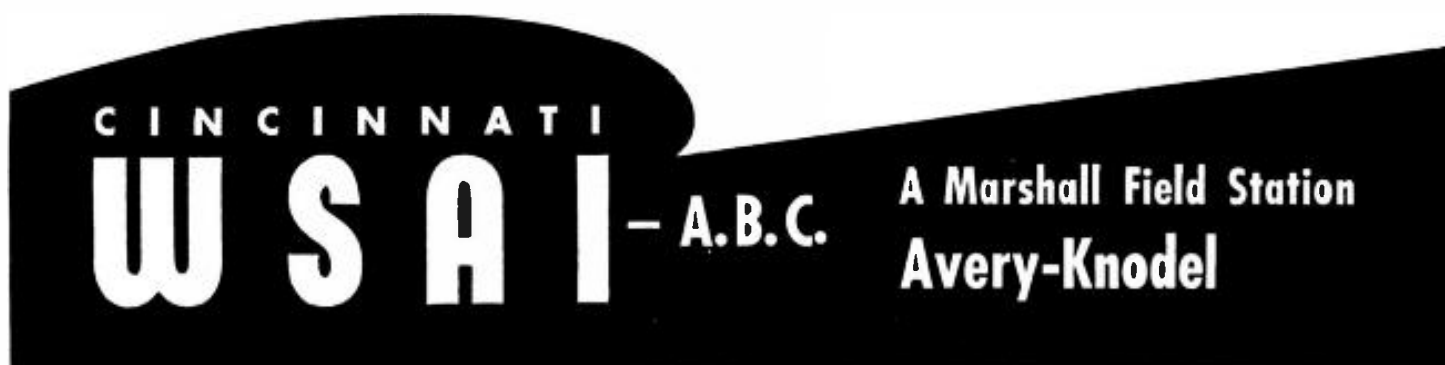
**"Do listeners tune in casually or do they
have a purpose—however whimsical?"**

And if they have a purposeful motivation how does it characterize them?

**Audience gained by casual listeners
can be compared to the circulation
gained by "free" publications.**

Station program structure can attract either a casual tune-in or a purposeful tune-in. So far there have been enough listeners to justify costs in either event. But we believe the one way is backward and the other is forward.

We believe that the **purposeful** tune-in is the radio counterpart of **paid** circulation. We associate it with the success of the many advertisers of all types and classes on WSAI.



DIRECTORY OF STANDARD 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, 1948)

OHIO (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Transc. Librar Representative News Service
PORTSMOUTH	WPAY 1935	1400 250	Scioto Bcstg. Co. 1009 Gallia St. 1010	CBS	Louis H. Brush, Pres. Gerald F. Boyd, Mgr. & Coml. Mgr. Floyd M. Jackson, Prog. Dir.	Carl P. Bodner, Prom. Mgr. Maurice L. Myers, Chief Engr. Rambau Thesaurus AP
SANDUSKY	WLEC 1947	1450 250	Lake Erie Bcstg. Co. Cleveland Rd. & Hunt- ington Sts. 5170	MBS	Lloyd A. Pixley, Pres. Albert E. Helser, V. P. & Gen. Mgr. J. H. Kelly, Secy. & Dir. Louis E. Mahla, Coml. Mgr.	Jay Wagner, Prog. Dir. Donald Dean, Prom. Mgr. George F. Buehrle, Chief Engr. Lang-Worth World FN
SPRINGFIELD 35	WIZE 1940	1340 250	Radio Voice of Spring- field 115 W. High St. 3-4955	ABC	Charles Sawyer, Pres. J. P. Williams, Gen. Mgr. Adna H. Karns, Station Mgr.	Robert Terry, Prog. Dir. Yvonne Roberts, Prom. Mgr. Victor L. Bushong, Chief Engr. Weed Lang-Worth Standard UP
SPRINGFIELD	WJEL 1947	1600 500-D	Champion City Broad- casting Co. 101 N. Fountain Ave.	KBS	Dr. Delbert Joseph Parsons John Edward Harwood Bill Erin	Partners
SPRINGFIELD	WWSO 1947	1210 250-D	Radio Springfield Inc. Springfield 3-6488	Gus Sun, Pres. O. R. Bellamy, Gen. & Coml. Mgr.	Virginia Weber, Prog. Dir. Dave Sawyer, Prom. Mgr. Robert Cory, Chief Engr. Thesaurus World AP
STEUBENVILLE	WSTV 1940	1340 250	The Valley Bcstg. Co. Exchange Realty Bldg. 2-6265	MBS	John J. Laux, Gen. & Coml. Mgr. George H. Wilson Jr., Prog. Dir. & Prom. Mgr.	Joseph M. Troesch, Tech. Advisor McGillvra Thesaurus UP
TOLEDO 4	WSPD 1921	1370 5,000	The Fort Industry Co. Broadcast Bldg. Adams 3175	NBC	George B. Storer, Pres. J. Harold Ryan, Senior V.P. & Treas. E. Y. Flanagan, V.P. in Charge of Operations	Glenn C. Jackson, Prog. Dir. Robert B. Evans, Prod. Dir. O. William Myers, Prom. Mgr. Wm. M. Stringfellow, Chief Engr. Katz Lang-Worth Standard Thesaurus AP, UP, INS
TOLEDO 4	WTOD 1946	1560 1,000-D	Unity Corp. 515 Madison Ave. Garfield 5551	Stanley Spear, Pres. Sunne Miller, Gen., Coml., Prom. Mgr. & Prog. Dir.	Robert Sowers, Chief Engr. Sears & Ayer Associated Lang-Worth SESAC Standard AP
TOLEDO 2	WTOL 1938	1230 250	Community Bcstg. Co. Bell Building Adams 3291	ABC	Frazier Reams, Pres. & Treas. Thos. Bretherton, Secy. & Exec. Dir., Gen. Mgr. Morton Nelpp, Vice-Pres.	Karl Nelson, Prog. Dir. Francis McNeerney, Prom. Mgr. John Sheehan, Chief. Engr. Raymer World UP
WARREN	WRRN 1941	1400; CP-1440 250; CP-5,000	Nied & Stevens Inc. 108 Main St. 2212-9	MBS	Perry H. Stevens, Pres. Emerson J. Pryor, Gen. Mgr. Frank B. Cannon, Coml. Mgr.	Richard G. Oram, Prog. Dir. & Prom. Mgr. Robert V. Kinney, Chief Engr. McGillvra Lang-Worth SESAC UP
WOOSTER	WWST 1947	960 500-D	Wooster Republican Ptg. Co. Wooster 760	Raymond E. Dix, Pres. Harold D. Schaaf, Gen. Mgr. Ted Evans, Coml. Mgr.	James Rowe, Prog. Dir. Russell Grunder, Chief Engr. Standard World AP
WORTHINGTON	WRFD 1947	880 5,000-D	Peoples Broadcasting Corp. of Ohio 649 High St.	James H. West, Pres. Edgar Parsons, Station & Sales Mgr. John D. Davis, Natl. Sales Rep.	William Meredith, Prog. Dir. Joseph D. Bradshaw, Sales Sery. & Prom. Mgr. Royce O. Woodward, Chief Engr. Lang-Worth SESAC Standard AP, INS
YOUNGSTOWN	WFMJ 1939	1450; CP-1390 250; CP-5,000	WFMJ Bcstg. Co. 101 W. Boardman St. 3-4121	ABC	William F. Maag Jr., Pres. & Gen. Mgr. Phil Wood, Natl. Sales Len Nassman, Local Sales Mgr.	R. B. Mackall, Prog. Dir. F. A. Dieringer, Chief Engr. Headley-Reed Standard Thesaurus AP, UP
YOUNGSTOWN 3	WKBN 1926	570 5,000	WKBN Bcstg. Corp. 17 N. Champion St. 42122	CBS	W. P. Williamson Jr., Pres. & Gen. Mgr. J. L. Bowden, Coml. Mgr. & Station Dir.	Baldwin Harper, Prog. Dir. Howard Rempes, Prom. Mgr. B. T. Wilkens, Chief Engr. Raymer Lang-Worth World UP
ZANESVILLE	WHIZ 1924	1240 250	Southeastern Ohio Bcstg. System Inc. Lind Arcade 6000	NBC	Clay Littick, Pres. Vernon A. Nolte, Gen. Mgr. Nate Milder, Coml. Mgr.	Robert Maley, Prog. Dir. Charles E. Hartmeyer, Chief Engr. Pearson Capitol Lang-Worth AP

OKLAHOMA

ADA	KADA 1934	1230 250	C. C. Morris First Natl. Bank Bldg. 1212	ABC Okla- homa	C. C. Morris, Owner & Sta- tion Mgr. James M. Griffith, Gen. Mgr. Leroy W. Moses, Coml. Mgr.	Jerry Folsom, Prog. Dir. Bill Hoover, Asst. Mgr. Betty Hughes, Prom. Mgr. Harold Walker, Chief Engr. T-H-S Standard AP
ALTUS	KWHW 1946	1450 250	Altus Bcstg. Co. Inc. Altus 1405	MBS	Frank E. Wimberly, Pres. & Gen. Mgr.	Jon E. Wagner, Coml. Mgr. Ernest Baucum, Chief Engr. Griffith Thesaurus AP
ARDMORE	KVSO 1935	1240 250	John F. Easley 1612 N. Washington 3030	ABC KBS Okla- homa	John F. Easley, Pres. Albert Rieser, Gen. & Prom. Mgr. H. Bell, Coml. Mgr.	Dolly Dutton, Prog. Dir. Wm. Kolb, Chief Engr. T-H-S SESAC Standard World AP

IF... YOU WERE MR. HOOPER



You'd rate Youngstown sets-in-use

55%

above the national average. From 12 Noon to 6:00 P. M. the national average sets-in-use was 18.2%.* The Youngstown average: 29.5%.* Most important—the evening hours—from 6:00 P. M. to 10:00 P. M.—the national average was 31.2%.* Youngstown: 45.0%.*

You'd rate WKBN programs

81%

above the national average on 58 out of 60 CBS Hooperated programs. You'd get a total of 419 bonus Hooperating points! In fact, WKBN ratings for 19 CBS programs more than doubled the national average.

If you were a Youngstown listener, you'd tune to WKBN for

27 ^{OUT} **OF** **30**

of Youngstown's top Hooperated shows. Tuning to WKBN for the best in Youngstown is a listening habit that can serve to promote your products. The greater Youngstown area exceeds 650,000 people.

IF YOU WANT ONE OF THE NATION'S BEST BUYS—BUY YOUNGSTOWN—BUY WKBN.

Here in one of America's 25 largest markets, a vast audience listens 55% above the national average. And so offers sponsors one of the best big-city buys. Youngstown is a radio town . . . more so than most of the cities now carrying your network or national spot business. And for favorite shows (27 out of 30 top Hoopers) WKBN—570 is a Youngstown listening habit.

* Source: Youngstown, Ohio, Fall-Winter Report, October 1946 through February 1947 of C. E. Hooper, Inc.

WKBN

COLUMBIA BROADCASTING SYSTEM
YOUNGSTOWN, OHIO
5000 WATTS • 570 K. C.



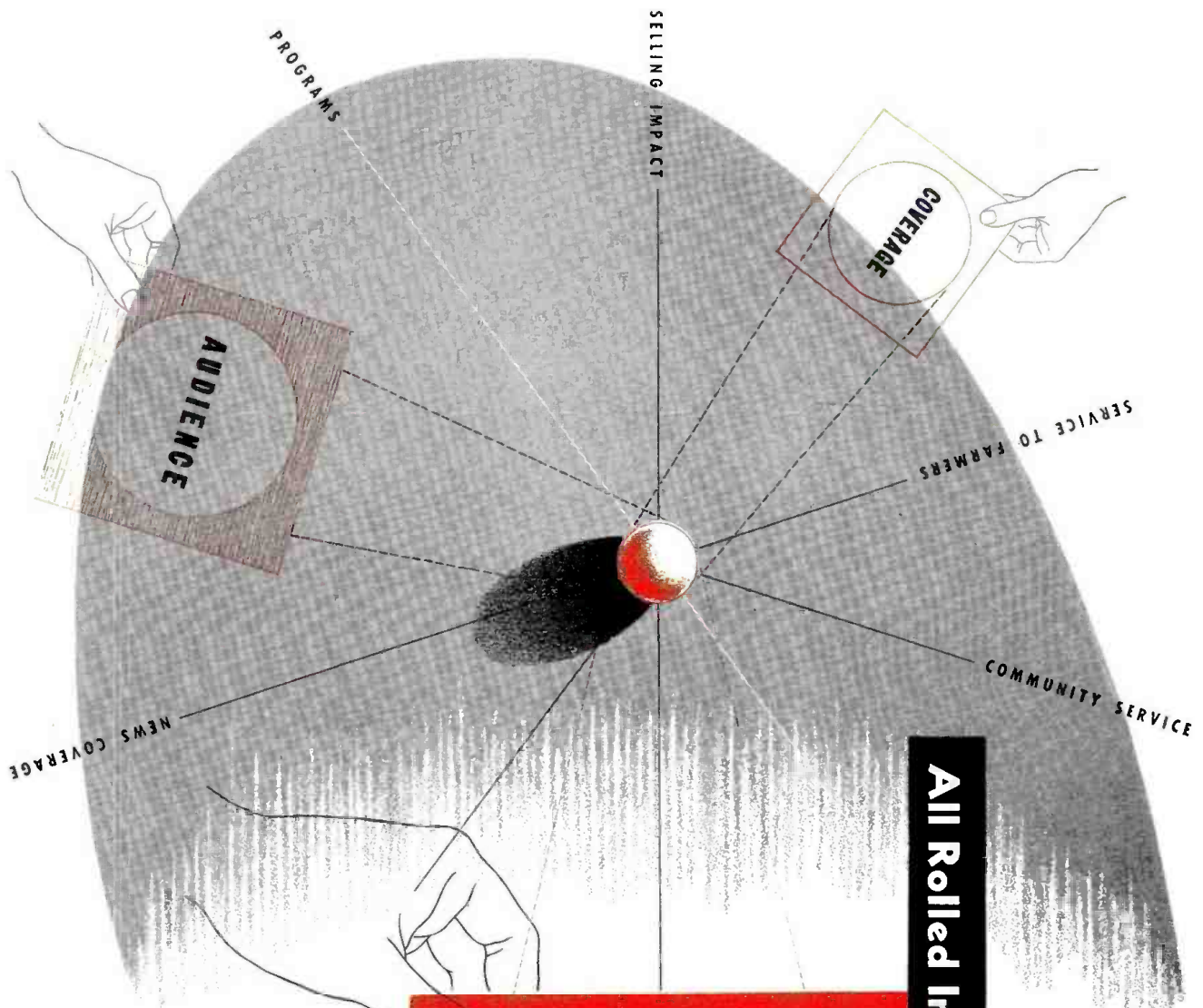
Represented by
RAYMER

DIRECTORY OF STANDARD 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, 1948)

OKLAHOMA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Librar: News Service	
BARTLESVILLE	KWON 1942	1400 250	Bartlesville Bcstg. Co. Union Natl. Bank Bldg. 1460	MBS	J. Fred Case, Pres., Gen. & Coml. Mgr.	John W. Overstreet, Chief Engr.	Standard AP
CHICKASHA	KWCO 1946	1560 250-D	Washita Valley Bcstg. Corp. Chickasha 2899	MBS	George C. Robinson, Pres. James B. Quattlebaum, Gen Mgr John Steele, Station Mgr.	Len Lyon, Coml. Mgr. George P. Miller, Prog. Dir. George C. Robinson, Chief Engr.	Standard AP
CLINTON	(Construction permit)	1320 1,000-D	Western Oklahoma Broadcasting Co.				
DUNCAN	KRHD 1947	1350 250-LS 100-N	Duncan Bcstg. Co. P. O. Box 1192 1350	MBS	R. H. Drewry, Chief Owner W. Edward Evans, Gen., Coml. & Prom. Mgr.	Jack Raymond, Prog. Dir. W. E. Billington, Chief Engr.	Capitol UP
DURANT	KDUR (Construction permit)	1540 250	Texhoma Bcstg. Co. 321 W. Main St.				
DURANT	KSEO 1947	750 250-D	Bennett Story } Partners R. F. Story Democrat Bldg. 102	KBS	H. Weldon Stamps, Gen. & Prom. Mgr. Gerald Sanders, Coml. Mgr.	Muriel Nix, Prog. Dir. Bill Watters, Chief Engr.	Thesaurus AP
ELK CITY	KASA 1932	1240 250	Southwest Bcstg. Co. 204 N. Main 730	MBS KBS	Lonnie J. Preston, Pres. & Gen. Mgr. J. A. Caldwell, Coml. Mgr.	Grace Caldwell, Prog. Dir. Bob Pace, Prom. Mgr. George Fenter, Chief Engr.	Standard UP
ENID	KCRC 1929	1390 1,000	Enid Radiophone Co. Broadway Tower 147	ABC Okla- homa	Mrs. M. C. Garber, Pres. Milton B. Garber, Gen. Mgr. H. P. Hale, Coml. Mgr.	Diamond Postlewait, Prog. Dir. Murray D. Coleman, Chief Engr.	T-H-S Standard Thesaurus AP
HOBART	KTJS 1947	1420 250-D	T. J. Shriner	KBS			
HUGO	(Construction permit)	1340 250	Little Dixie Bcstg. Co. Hugo		O. A. Brewer, Pres.		
LAWTON	KSWO 1941	1380 1,000	Oklahoma Quality Bcstg. Co. 17th & E. Aves. 1380	ABC Okla- homa	R. H. Drewry, Pres. Allan Page, Gen. Mgr. Paul Goode, Office Mgr.	Neil Ashlock, Coml. Mgr. Morgan Roberts, Prog. Dir. Gene Billington, Chief Engr.	T-H-S Standard UP
McALESTER	KTMC 1946	1400 250	J. Stanley O'Neill P. O. Box 157 2411	ABC Okla- homa	J. Stanley O'Neill, Owner & Gen. Mgr. George Overton, Coml. Mgr.	Mollie Hutcheson, Prog. Dir. Glenn Barnett, Chief Engr.	T-H-S Radio Sales Standard AP
MIAMI	KOVE (Construction permit)	910 1,000	Miami Bcstg. Co. 509 First National Bank Bldg.				
MUSKOGEE	KBIX 1936	1490 250	Oklahoma Press Pub. Co. Barnes Bldg. 302	ABC Okla- homa	Tams Bixby Jr., Pres. Paul A. Bruner, Gen. & Coml. Mgr.	Bob Castle, Prog. Dir. Earl Graves, Chief Engr.	T-H-S Radio Sales UP
MUSKOGEE 1	KMHU (Construction permit)	1380 1,000-LS 500-N	Eastern Okla. Bcstg. Corp. 412½ Court St. 656		Ben T. Childers, Pres. Bill Bryan, Gen. Mgr.	Duane Holsington, Chief Engr.	Lang-Worth UP
NORMAN	*WNAD 1920	640 1,000-D	U. of Oklahoma 900		John W. Dunn, Gen. Mgr. W. S. Morgan, Prog. Dir.	Margaret Bannister, Prom. Mgr. Remy Perot, Chief Engr.	Standard AP
OKLAHOMA CITY 3	KBYE 1946	890 1,000-D	State Bcstg. Co. 108 N.W. 9th St. 7-3653		A. Earl Cullum Jr., Pres. Tom Johnson, Gen. Mgr. James M. Collins, Vice-Pres. & Treas. Galen O. Gilbert, Coml. Mgr.	Flora A. Luper, Prog. Dir., Office & Prom. Mgr. Clyde S. Mosteller, Chief Engr.	Branham Cole Lang-Worth UP
OKLAHOMA CITY 8	KLPR 1946	1140 1,000-D	Okla. City Bcstg. Co. 132½ W. Commerce St. 3-6358		Byrne Ross, Pres. & Gen Mgr. Walter Colvin, Coml. & Prom. Mgr.	Kathleen Burkett, Prog. Dir. Jack D. Richmond, Chief Engr.	Associated AP
OKLAHOMA CITY 3	KOCY 1938	1340 250	Plaza Court Bcstg. Co. Plaza Court 3-4333	MBS	John D. Thomas, Pres. M. H. Bonebrake, Gen. Mgr. George Tarter, Coml. Mgr.	Paul H. Buening, Prog. Dir. Royden R. Freeland, Chief Engr.	Walker Standard Thesaurus AP
OKLAHOMA CITY 1	KOMA 1927	1520 50,000	Koma Inc. Biltmore Hotel 2-3291	CBS	John Toole Griffin, Pres. & Chief Owner J. J. Bernard, Gen. Mgr. Webster L. Benham Jr., Coml. Mgr.	Robert Eastman, Prog. Dir. Raymond Ruff, Prom. Mgr. Morris W. Thomas, Chief Engr.	Avery-Knodel Capitol Cole Standard UP
OKLAHOMA CITY 2	KTOW (Construction permit)	800 250-D	Sooner Bcstg. Co. 3300 Apco Tower 79-2604		Neal Barrett, Gen. Mgr.		UP
OKLAHOMA CITY 2	KTOK 1927	1400; CP-1000 250; CF-5,000-LS 1,000-N	KTOK Inc. 2004 Apco Tower 3-8352	ABC Okla- homa	O. L. Taylor, Pres. Robert D. Enoch, Gen. Mgr. Frank J. Lynch, Coml. Mgr.	Harold M. Shreve, Prog. Dir. Philip A. Kernan, Prom. Mgr. Clifford M. Easum, Chief Engr.	T-H-S Lang-Worth World AP, UP
OKLAHOMA CITY 2	WKY 1922	930 5,000	WKY Radiophone Co. Skirvin Tower 3-4306	NBC	E. K. Gaylord, Pres. P. A. Sugg, Gen. & Coml. Mgr.	Hoyt T. Andrea, Prog. Dir. Gene White, Prom. Mgr. H. J. Lovell, Chief Engr.	Katz Associated Standard AP, UP
OKMULGEE	KHSG 1937	1240 250	Okmulgee Bcstg. Corp. Petroleum Bldg. 3646	MBS KBS	Pat Buford, Pres. & Gen Mgr. Lucille Buford, Coml. & Prom. Mgr.	Nova Clarke, Prog. Dir. Chester Ludwick, Chief Engr.	Sears & Ayer Keystone Lang-Worth UP



All Rolled Into One . . .



Everything an advertiser could ask for, all the essentials which produce a profitable end result for radio advertising are present in WKY. WKY is so decisively dominant in programs, in community activity and service that Radio and WKY are synonymous in the minds of most Oklahomans. WKY is so decisively dominant in audience and coverage that Results and WKY are synonymous in the experience of advertisers. WKY is everything an advertiser needs and wants to make his radio advertising pay in Oklahoma.

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY, THE DAILY OKLAHOMAN • OKLAHOMA CITY TIMES • THE FARMER-STOCKMAN
 NEW, COLORADO SPRINGS • N.Y., DENVER AND WICH, PHOENIX, AFFILIATED IN MANAGEMENT • REPRESENTED NATIONALLY BY THE KATZ AGENCY

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

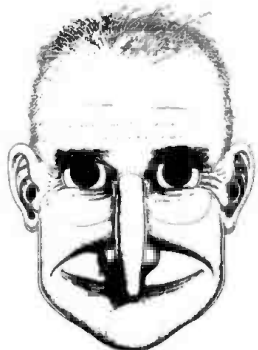
*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1948)

OKLAHOMA—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
PAULS VALLEY	KVLH 1948	1470 250-D	James T. Jackson 110 E. Paul Ave. 105	James T. Jackson, Pres.	UP	
PONCA CITY	WBBZ 1928	1230 250	Adelaide L. Carrell 615 W. Grand Ave. 3200	MBS KBS	Adelaide L. Carrell, Pres. & Gen. Mgr.	Bill Maugans, Prog. Dir. Nicholas J. DeFrancesco, Chief Engr.	Thesaurus AP
SEMINOLE	KSMI (Construction permit)	1260 500-D	Tom Potter			
SHAWNEE	KGFF 1930	1450 250	KGFF Bcstg. Co. Inc. 9th & Bell Sts. 4390	ABC Okla- homa	Oscar S. Stauffer, Pres. Roy J. Bowman, Gen. Mgr. D. Frank McGee, Coml. Mgr.	William Weaver, Prog. Dir. Martin Thomas, Prom. Mgr. Joseph T. Gaskill, Chief Engr.	T-H-S Lang-Worth AP
STILLWATER	KSPI 1947	780 250-D	Stillwater Publishing Co. P. O. Box 231 1831	MBS	C. R. Bellatti, Pres. L. F. Bellatti, Gen. Mgr. Terry Condrey, Coml. Mgr.	W. R. McKinsey, Prog. Dir. Paul McCollum, Chief Engr.	Burke Kuipers & Mahoney World UP
TULSA 3	KAKC 1946	1570 1,000-D	Public Radio Corp. 412 E. 5th St. 4-2401	Sam E. Avey, Pres. Glenn Condon, Vice-Pres. & Gen. Mgr. James L. Neal, Asst. Gen. & Coml. Mgr.	Joan Wells, Prog. Dir. James Crosbie, Prom. Mgr. M. M. Donley, Chief Engr.	Walker Lang-Worth AP
TULSA	KFMJ 1946	1050 1,000-D	Fred Jones Bcstg. Co. Alvin Hotel 5-5555	Fred Jones, Pres. Lawson Taylor, Gen. Mgr. Leon Betz, Coml. Mgr.	Jack Hoffman, Prog. Dir. Nate Wilcox, Chief Engr.	ForJoe Standard World UP
TULSA 3	KOME 1938	1340: CP-1300 250; CP-5000-LS 1000-N	Oil Capitol Sales Corp. 8th & Main 3-4121	ABC MBS Okla- homa	Harry Schwartz, Pres. Dick Campbell, Gen. Mgr. Howard Engle, Coml. Mgr. Hal Hough, Prog. Dir.	Gregg Chancellor, Prom. Mgr. Roy Brown, Chief Engr.	T-H-S Lang-Worth Standard AP
TULSA 1	KTUL 1934	1430 5,000	Tulsa Bcstg. Co. Boulder-on-the-Park 2-3191	CBS	John Toole Griffin, Pres. John Esau, Vice-Pres. & Gen. Mgr. L. A. Blust, Coml. Mgr.	Karl Janssen, Prog. Dir. George L. Ketchum, Prom. Mgr. Robert Snider, Chief Engr.	Avery-Knode Capitol Standard World UP
TULSA 3	KVOC 1925	1170 50,000	Southwestern Sales Corp. 2104 Philtower Bldg. 2-2254	NBC	W. G. Skelly, Owner P. Q. Proctor, Pres. William B. Way, Vice-Pres. & Gen. Mgr. Gustav K. Brandborg, Coml. Mgr.	F. M. Randolph, Prog. Dir. R. L. Schonhoff, Prom. Mgr. L. Watt Stinson, Chief Engr.	Petry Lang-Worth Standard UP, INS
WOODWARD	KSIW 1946	1450 250	Woodward Bcstg. Co. Box 508 1450	MBS	Dave D. Price, Pres. James L. Todd, Gen. Mgr. Herbert S. Swift, Coml. & Prom. Mgr.	Harry Van Slycke, Prog. Dir. Robert E. Davis, Chief Engr.	Lang-Worth AP

OREGON

ALBANY	KWIL 1941	1240 250	Central Willamette Bcstg. Co. 15th & Elm. Sts. 1234	MBS Don Lee	W. L. Jackson, Pres. R. R. Cronise, Secy.-Treas. Chet Wheeler, Gen. Mgr. Hal Byer, Coml. Mgr.	LeRoy Jolley, Prog. Dir. Warren Stoffer, Prom. Mgr. Herb Davidson, Chief Engr.	Griffith Keating Standard World UP
ASHLAND	KWIN 1946	1400 250	Rogue Valley Bcstg. Co. Inc. 1160 Helman St. 2-1351	KBS	M. S. Hamaker, Pres. Bob Reinholdt, Gen. Mgr. Ed P. Barnett, Coml. Mgr.	Charles B. Field, Prog. Dir. & Prom. Mgr. Ralph S. Chick, Chief Engr.	Griffith Keating Capitol Standard World AP
ASTORIA	KAST 1935	1230 250	Astoria Bcstg. Co.	MBS KBS Don Lee	L. E. Parsons, Mgr.		
BAKER	KBKR 1939	1490 250	Inland Radio Inc. First & Court Sts. 140	KBS	Lee W. Jacobs, Pres. Kenneth B. Lockwood, Gen. & Coml. Mgr.	Kenneth F. Holden, Prog. Dir. Milton M. Levy, Prom. Mgr. Sidney S. Williams, Chief Engr.	Grant Keating Thesaurus UP
BEND	KBND 1938	1340 250	Central Oregon Bcstg. Co. 1101 Wall St. 848	MBS KBS Don Lee	Frank H. Loggan, Pres., Gen. & Prom. Mgr. W. H. Barton, Coml. Mgr.	K. R. Cannon, Prog. Dir. Robert Dickinson, Chief Engr.	Lang-Worth UP
COOS BAY	KOOS 1923	1230 250	KOOS Inc. Hall Bldg. 432	MBS Don Lee	Sheldon F. Sackett, Pres. Fred F. Chitty, Gen. Mgr. Hal Shade, Mgr. Leonard Epling, Coml. Mgr.	Sara Spaugh, Prog. Dir. Lucy Johnson, Office Mgr. Roger L. Spaugh, Chief Engr.	Keating World AP
COQUILLE	KWRO 1948	1450 250	KWRO Broadcasters Box 359, Coos Bay, Oregon	Wm. E. Walsh and Walter L. Read—Partners		
CORVALLIS	*KOAC 1922	550 5,000	Oregon State Agric. College Corvallis 526	P. C. Packer, Chancellor (State System)	James M. Morris, Prog. Mgr. Grant Feikert, Chief Engr.	UP



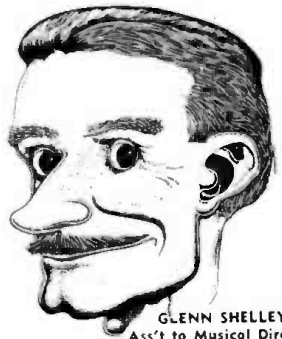
WALLACE KADDERLY
Farm Director



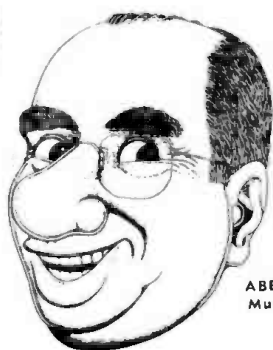
H. Q. COX
Manager



HOMER WELCH
Program Director



GLENN SHELLEY
Ass't to Musical Director



ABE BERCOVITZ
Musical Director



FRANK COFFIN
Public Relations Director



DON KNEASS
News Editor



GEORGE MOORAD
News Analyst

26TH YEAR

1922 - 1948

ONE OF THE GREAT STATIONS OF THE NATION



RALPH GREER
Traffic Manager



CHUCK FOSTER
Nite News Chief



BOB HANCOCK
Publicity Director



JACK WASSAN
Sales Manager

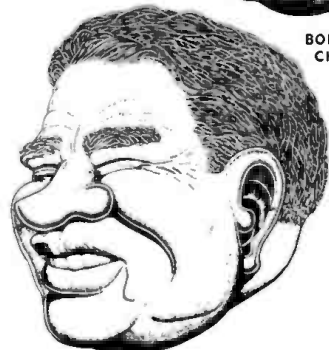


BOB THOMLINSON
Chief Announcer

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.



EVELYN SIBLEY LAMPMAN
Educational Director



HAROLD SINGLETON
Chief Engineer



EARL E. PETERSEN
Technical Supervisor



HELEN ALEXIEVA
Continuity Chief

DIRECTORY OF STANDARD 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, 1948)

OREGON—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
PORTLAND 11	KOIN 1924	970 5,000	KOIN Inc. P. O. Box 1031 Atwater 3333	CBS	Marshall Field, Pres. Harry H. Buckendahl, Gen. Mgr. Ted W. Cooke, Prog. Dir.	Marc Bowman, Prom. Mgr. L. S. Bookwalter, Chief Engr. Avery-Knodel Associated Capitol World AP, UP, INS
PORTLAND 2	KPDQ 1947	800 1,000-D	John W. Davis Oaks Park Vermont 6142	John W. Davis, Pres., Gen. & Coml. Mgr.	Donovan Zundel, Prog. Dir. Rodney Johnson, Chief Engr. Rambeau Capitol AP
PORTLAND 4	KWJJ 1927	1080 10,000	KWJJ Broadcast Co. Inc. 1011 S. W. 6th Ave. Atwater 4393	W. J. Jerman, Pres. John C. Egan, Gen. Mgr. L. D. Henderson, Coml. Mgr.	Jerry Speerstra, Prog., Dir. & Prom. Mgr. Frank Hood, Chief Engr. Grant Burn-Smith Lang-Worth Standard UP
PORTLAND 7	KXL 1926	750 10,000 L-WSB	KXL Broadcasters Orpheum Bldg. Broadway 6451	H. S. Jacobson, Pres., Gen. & Coml. Mgr.	Frederick Eichorn, Prog. Dir. Paul Robinson, Prom. Mgr. Ralph Milfin, Chief Engr. Walker Lang-Worth MacGregor Standard UP
ROSEBURG	KRNR 1936	1490 250	News-Review Co. 134 Jackson St. 4	MBS KBS Don Lee	Frank Jenkins, Pres. Iris Rice Helliwell, Gen. Mgr. Del McKay, Coml. Mgr.	Allen Cordon, Prog. Dir. Leroy Hiatt, Chief Engr. Griffith Keating Cole SESAC Standard World AP
SALEM	KOCO 1947	1490 250	KOCO Broadcasters P. O. Box 230 2-6258	B. Loring Schmidt, Pres. Al Schuss, Gen. & Coml. Mgr.	Dave Hoss, Prog. Dir. & Prom. Mgr. Dwight D. Loomis, Chief Engr. Capitol Thesaurus UP
SALEM	KSLM 1934	1390 1,000	Oregon Radio Inc. Senator Hotel Bldg. 4831	MBS KBS Don Lee	Glenn McCormick, Pres. & Gen. Mgr. Lee Bishop, Bus. Mgr.	L. Bushnell, Prog. Dir. Robert Fischer, Prom. & Sales Mgr. Clyde Cariton, Chief Engr. Grant World AP, UP
TILLAMOOK	KTIL 1947	1590 250	Tillamook Bcstg. Co. Inc. Tillamook 1122	KBS	Fred H. Guyton, Pres. Robert W. Harris, Gen. & Coml. Mgr.	Mary R. Harris, Traf. Mgr. Ralph I. Brown, Chief Engr. Keating Cole World AP

PENNSYLVANIA

ALLENTOWN	WHOL (Construction permib)	1230 250	Allentown Bcstg. Corp. 508 Hamilton St.		
ALLENTOWN	WKAP 1946	1580 1,000-D	Allentown Bcstg. Corp. 715 Hamilton St. 3-3166	KBS	N. Joe Rahall, Pres. Ben W. Muros, Gen. Mgr. & Prog. Dir. Ogden R. Davies, Coml. & Prom. Mgr.	Frank Cordaro, Chief Engr. World Lang-Worth AP
ALLENTOWN	WSAN 1923	1470 5,000	Lehigh Valley Bcstg. Co. 39 N. 10th St. 9511	NBC Quaker	J. Calvin Shumberger, Pres. B. Bryan Musselman, V.P. & Managing Dir.	Olivia P. Musselman, Office Mgr. George Y. Snyder, Prog. Dir. Reul H. Musselman, Tech. Spvsr. Headley-Reed Standard Thesaurus AP, UP
ALTOONA	WFBG 1924	1340 250	Gable Bcstg. Co. 1318 11th Ave. 6467	NBC Quaker	George P. Gable, Pres. John M. Snyder, Managing Dir. & Coml. Mgr.	Wilbert Ketner, Prog. Dir. George Burgoon, Chief Engr. Headley-Reed Lang-Worth World AP
ALTOONA	WJSW 1947	1290 1,000-LS 500-N	Altoona Bcstg. Co. 1413 11th Ave. 9301	MBS	Herbert Wolf, Pres. Thomas W. Metzger, Gen. Mgr. James E. Moren, Coml. Mgr.	Jerry McDevitt, Prog. Dir. Robt. Michel, Prom. Mgr. Irving Metzger, Chief Engr. Burn-Smith Standard UP
ALTOONA	WRTA 1947	1240 250	Thompson Bcstg. Co. 1421 12th Ave. 6646	ABC	Roy F. Thompson, Pres., Gen. & Coml. Mgr.	Dorothy M. Jones, Prog. Dir. J. Denny Stevens, Prom. Mgr. George R. Burgoon, Chief Engr. Radio Advertising Thesaurus UP
ALTOONA	WVAM (Construction permib)	1430 1,000	General Bcstg. Corp. 423 Central Trust Bldg.		
APOLLO	WAVL 1947	910 1,000-D	Tri-Borough Bcstg. Co. 4th St. & Pa. Ave. 410	C. F. Clifton } Owners A. J. West } C. F. Clifton, Gen. Mgr. A. J. West, Coml. Mgr.	H. Warren Anderson, Prog. Dir. Carmen Tubby, Prom. Mgr. H. Edward Smith, Chief Engr. SESAC UP
BETHLEHEM	WGPA 1946	1100 250-D	Bethlehems' Globe Pub. Co. 426 Brodhead Ave. 6-8074	Rolland L. Adams, V.P. Arthur McCracken, Gen. Mgr. David Knipe, Coml. Mgr.	Stefan George, Prog. Dir. Betty Gordon, Prom. Mgr. L. Edwin Rybak, Chief Engr. Capitol World UP
BLOOMSBURG	WCNR 1946	930 500-D	Columbia-Montour Bcstg. Corp. 38 W. Main St. 1700	Robert R. Eyerly, Pres. Paul R. Eyerly, Treas. Ed. Darlington, Gen. Mgr. & Prog. Dir. John B. Gitton, Coml. Mgr.	S. E. Davis, Chief Engr. Thesaurus AP

In **OKLAHOMA**

It's

KOMA

OKLAHOMA CITY'S ONLY 50,000-WATT STATION

Joe Bernard, Gen. Mgr.

KTUL

TULSA'S ONLY EXCLUSIVE RADIO CENTER

5,000 WATTS DAY & NIGHT John Esau, V.P. & Gen. Mgr.

*Programs Geared
to the Sooner Market*

OKLAHOMA'S ONLY
C B S OUTLETS

Avery Knodel, Inc.
Natl. Representatives

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

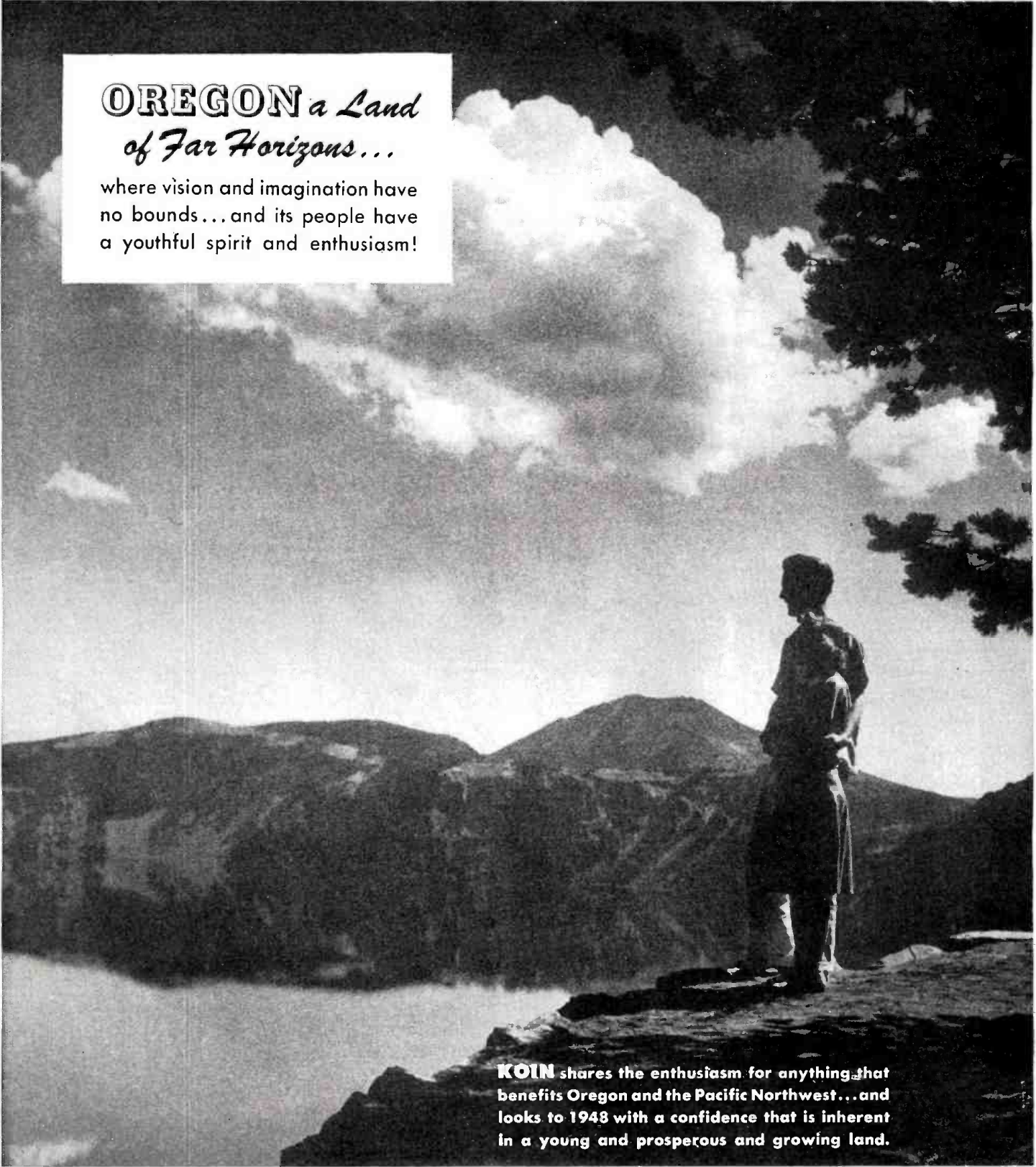
*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1948)

OREGON—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
CORVALLIS	KRUL 1947	1340 250	Pacific States Radio Co. 1221 S. 15th 1504	J. C. Haley, Opertng. Mgr. Gordon C. Bjork, Coml. Mgr.	C. W. Peck, Prog. Dir. James E. Bailey, Prom. Mgr. J. C. Haley Jr., Operating Dir.	Grant Keating Cole Lang-Worth AP
THE DALLES	KODL 1940	1230 250-LS 100-N	Western Radio Corp. Sunset Dr. 2300	KBS	V. B. Kenworthy, Pres. Paul E. Walden, Station Mgr.	Lea Phillips, Prog. Dir. Talmadge McCartney, Chief Engr.	Keating Griffith MacGregor UP
EUGENE	KASH 1947	1600 1,000	Radio Air Ways Inc. P. O. Box 1800 4595	E. L. Kincaid, Pres. & Gen. Mgr.	Bruce Nidever, Prog. Dir. William Riley, Chief Engr.	Standard Thesaurus AP
EUGENE	KORE 1927	1450 250	Eugene Broadcast Sta. Box 1032 3	MBS Don Lee	Violet G. Motter, Chief Owner L. W. Tromm'litz, Gen. Mgr. C. R. Hillyer, Coml. & Prom. Mgr.	Robert Eubanks, Prog. Dir. Harold Gander, Chief Engr.	Griffith Keating World AP, UP
EUGENE	KUGN 1946	1400 250	Valley Bcstg. Co. P. O. Box 1400 2800	ABC	C. H. Fisher } Partners B. N. Phillips } S. W. McCready, Gen. Mgr. L. N. Young, Coml. Mgr.	T. J. Hallock, Prog. Dir. Jim Prior, Prom. Mgr. John Boren, Chief Engr.	Grant Capitol Lang-Worth AP
GRANTS PASS	KUIN 1939	1340 250	Southern Oregon Bcstg. Co. P. O. Box 148 4477	MBS Don Lee	A. E. Voorhies, Pres. Wm. B. Smullin, Gen. Mgr. E. A. Malone, Station Mgr.	Mae Dawson, Prog. Dir. G. E. Nickell, Sales Mgr. N. L. Williams, Chief Engr.	Grant Cole MacGregor World AP
KLAMATH FALLS	KFJI 1922	1240: CP-1150 100: CP-1000	KFJI Broadcasters Second & Main 5155	MBS Don Lee	W. D. Miller, Pres. & Gen. Mgr. Jack Keating, Coml. & Prom. Mgr.	Dick Maguire, Prog. Dir. William P. Grimes, Chief Engr.	Grant Keating World UP
KLAMATH FALLS	KFLW 1946	1450 250	Herald Publishing Co. 1301 Esplanade 8115	ABC	Frank Jenkins, Pres. Bud Chandler, Gen. Mgr. Max Frye, Coml. Mgr.	Marjorie Eagle, Prog. Dir. Charles Cecil, Prom. Mgr. Gilbert Walter, Chief Engr.	Griffith Thesaurus AP
LA GRANDE	KLBM 1938	1450 250	Inland Radio Inc. Old Oregon Trail 220	KBS	Lee W. Jacobs, Pres. John G. Jones, Gen. Mgr. Ken Lillard, Coml. Mgr.	Majorie Pierce, Prog. Dir. Jack Hatmaker, Prom. Mgr. Walt Abbott, Chief Engr.	Grant Keating Standard UP
MEDFORD	KMED 1922	1440 1,000; CP-5,600-LS 1,000-N	Medford Radio Corp. Ross Lane 4000	NBC	Mrs. W. J. Virgin, Chief Owner & Gen. Mgr. James J. Dunlevy, Coml. Mgr. Gladys LaMar, Prog. Dir.	John S. Duffy, Prom. Mgr. Victor M. Calif, Chief Engr.	Standard UP
MEDFORD	KYJC 1947	1230 250	Medford Printing Co. Barnett Road 9200	Robert W. Ruhl, Pres. Collin E. Matheny, Gen. Mgr. William H. Woodford, Coml. Mgr.	Lee S. Bullis, Prog. Mgr. Chester Stuart, Chief Operator	Grant Cole Lang-Worth Thesaurus AP, UP
NEWPORT	KNPT (Construction permit)	1230 250	Yaquina Radio, Inc.
ONTARIO	KSRV 1946	1450 250	Inland Radio Inc. Ontario 212	Lee W. Jacobs, Pres. Gordon L. Capps, V. P. & Gen. Mgr.	John W. Powell, Prog. Dir. Elliot Berhens, Prom. Mgr. Charles Harland, Chief Engr.	Grant Keating Capitol Cole Thesaurus World UP
OREGON CITY	KGON 1947	1230 250	Clackamas Broadcasters Box 391 7111	Temple V. Ehmsen } Roy Jarman } Part- Dr. John Fitzgibbon } ners Floyd C. Bain, Gen. Mgr.	Lawrence A. Read, Office Mgr. Robert R. Roberts Jr., Prog. Dir. Howard I. Jackson, Acct. Exec. Temple V. Ehmsen, Chief Engr.	Capitol Cole Lang-Worth World AP
PENDLETON	KWRC 1941	1240 250	Western Radio Corp. End of S.W. 6th St. 1425	V. B. Kenworthy, Pres. & Gen. Mgr. Ted A. Smith, Coml. Mgr. Alvin Anderson, Prog. Dir.	Edward Warmuth, Chief Engr.	Lang-Worth UP
PORTLAND 5	KALE 1933	1330 5,000	Kale Inc. Taylor St Bldg. Broadway 3484	MBS Don Lee	P. L. Jackson, Pres. & Gen. Mgr. Norman A. Davis, Coml. Mgr.	Kelmar K. LeMaster, Prom. Mgr. A. E. Richmond, Chief Engr.	Blair Associated Lang-Worth Standard AP, UP
PORTLAND	*KBPS 1923	1450 100 SH	Benson Polytechnic School
PORTLAND 5	KEX 1926	1190 50,000	Westinghouse Radio Stations Inc. 1230 S. W. Main St. Atwater 6214	ABC	Walter Evans, Pres. Walter E. Benoit, V. P. J. B. Conley, Gen. Mgr. C. S. Young, Station Mgr.	Eldon Campbell, Sales Mgr. Melvin Bailey, Prog. Mgr. C. L. Burrow, Adv. & Sales Prom. Mgr. T. T. Ely, Chief Engr.	Free & Peters Associated SESAC UP, INS
PORTLAND 5	KGW 1922	620 5,000	Oregonian Publishing Co. 1011 S. W. Sixth Ave. Beacon 6364	NBC North-west	Caroline P. Leadbetter, Pres. H. Quenton Cox, Gen. Mgr. Frank H. Coffin, Publ. Rel. Dir. Jack N. Wassan, Coml. Mgr.	Homer Welch, Prog. Dir. Robert Hancock, Prom. Mgr. Harold C. Singleton, Chief Engr.	Petry Cole SESAC Lang-Worth Thesaurus AP, INS

OREGON *a Land
of Far Horizons...*

where vision and imagination have
no bounds... and its people have
a youthful spirit and enthusiasm!



KOIN shares the enthusiasm for anything that
benefits Oregon and the Pacific Northwest... and
looks to 1948 with a confidence that is inherent
in a young and prosperous and growing land.

KOIN

A
Marshall Field
STATION

PORTLAND
OREGON



EVERY-KNODEL, Inc., National Representative

BROADCASTING • Telecasting

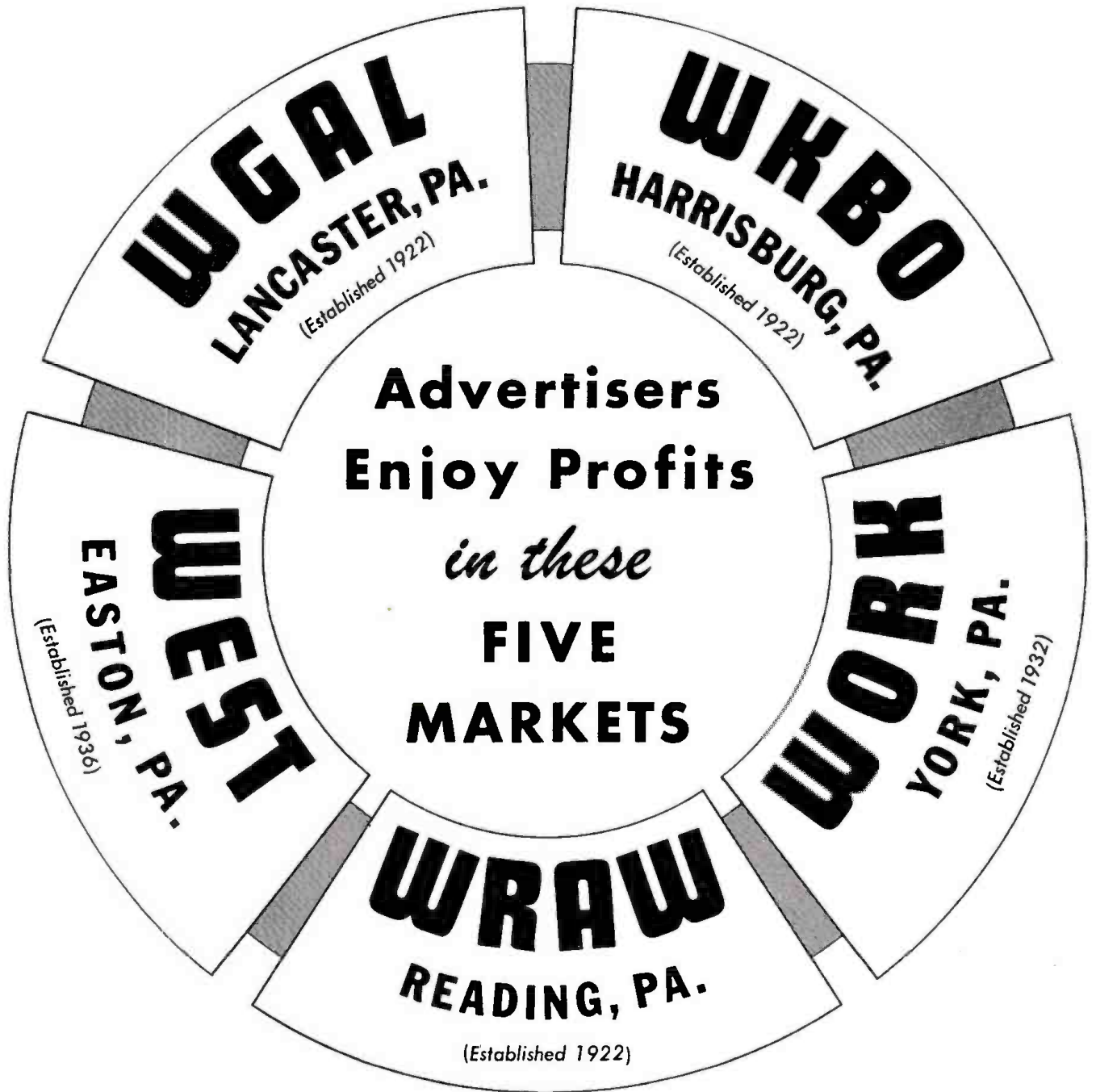
1948 Yearbook Number • Page 207

DIRECTORY OF STANDARD 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, 1948)

PENNSYLVANIA—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
BLOOMSBURG	WLTR 1947	690 1,000-D	Bloom Radio, Inc. 1 Washington Place			
BRADDOCK	WLOA 1947	1550 1,000-D	Maata Bcstg. Co.			
BRADFORD	WESB 1947	1490 250	Bradford Publications Inc. 43 Main St. 3173	MBS	Joseph M. Cleary, Gen. Mgr. Arthur H. Hertzlein, Coml. Mgr.	William Peters, Prog. Dir. Earl F. Harlan, Tech. Supvr. Benjamin Franklin, Chief Engr.	Standard World AP
BUTLER	WISR 1941	680 250-D	David H. Rosenblum 357 N. Main St. 4701	KBS	David H. Rosenblum, Pres. & Gen. Mgr. Kent L. Jeffery, Coml. Mgr.	Robert L. Kaufman, Prog. Dir. & Prom. Mgr. Paul F. Rex, Chief Engr.	Forjoe Lang-Worth UP
CHAMBERSBURG	WCHA 1946	800 1,000-D	Chambersburg Bcstg. Co. Craft Press B'dg. 1111	John S. Booth, Chief Owner. V. P. & Gen. Mgr. Thompson K. Cassel, Coml. Mgr.	Chas. M. Cassel, Prog. Dir. M. Goodwin Clarke, Prom. Mgr. Joseph Rose, Chief Engr.	Forjoe Capitol UP
CHARLEROI	WESA 1947	940 250-D	Monongahela Valley Bcstg. Corp. Inc. Charleroi 30	Dr. A. S. Sickman, Pres. Pierre Paulin, Gen. Mgr. C. F. Kreitzer, Sales Mgr.	Henry Niederkofier, Chief Engr.	Capitol World AP
CHESTER	WPWA 1947	1590 1,000-D	Lou Poller Chester 3-1641	Lou Poller, Owner Max A. Mandel, Gen. Mgr.	Charles Ross Capps, Prog. Dir. Burton Levine, Prom. Mgr. Joseph J. Goodman, Chief Engr.	Capitol World AP
CHESTER	WVCH (Construction permib)	740 250-D	James M. Tisdale Wolf Bldg. 2-8861	James M. Tisdale, Owner, Gen. & Coml. Mgr., & Chief Engr.	Edna Whittington, Prog. Dir.	UP
CLEARFIELD	WCPA (Construction permib)	900 500-D	Progressive Publishing Co.			
CLEARFIELD	WTWS (Construction permib)	1490 250	Airplane & Marine In- struments Inc.			
CONNELLSVILLE	WCVI 1947	1340 250	Connellsville Broadcast- ers Inc. 124 W. Crawford Ave. 2700	J. Wylie Driscoll, Pres., Gen. & Coml. Mgr.	T. A. Keefe Jr., Prog. Dir. C. W. Ross, Chief Engr.	Lang-Worth SESAC UP
DOYLESTOWN	WBUX (Construction permib)	1570 250-D	Charles M. Meredith			
DUBOIS	WCED 1939	1230 250	Tri-Coun'ty Bcstg. Co. Inc. 80 N. Park Place 1700	CBS KBS	H. T. Gray, Pres. J. S. Gray, Gen. Mgr. & Prog. Dir. Les Ryder, Coml. Mgr.	Virginia Ryder, Prom. Mgr. Vernon Stahl, Chief Engr.	McGillvra Lang-Worth UP
EASTON	WEST 1936	1400 250	Associated Broadcasters Inc. 516 Northampton St. 6131	NBC MBS Quaker	Clair R. McCollough, Station Exec. Elwood C. Anderson, Gen. Mgr. J. Robert Gullick, Nat'l Sales Mgr.	Eugene Bethman, Prog. Dir. Geraldine Biro, Prom. Mgr. J. E. Mathiot, Chief Engr.	Radio Advertising Thesaurus UP
ERIE	WERC 1941	1230 250	Presque Isle Bcstg. Co. 121 W. 10th St. 26-918	NBC	Jacob A. Young, Pres. Charles E. Denny, Gen. Mgr. Frank Proudfoot, Coml. Mgr.	Virginia Donachy, Prog. Dir. Arthur Ingram, Prom. Mgr. L. W. Cooke Jr., Chief Engr.	Weed Associated Lang-Worth UP
ERIE	WIKK (Construction permib)	1330 5,000	Community Service Broadcasting Co.			
ERIE	WLEU 1933	1450 250	WLEU Bcstg. Corp. Commerce B'dg 23-327	ABC MBS Quaker	Leo J. Omelian, Pres. V. Hamilton Weir, Gen. & Coml. Mgr.	Clara A. Theno, Secy.	World AP
GREENSBURG	WHJB 1934	620 250-D; CP-1,000-LS 500-N	Pittsburgh Radio Supply House 128 N. Pa. Ave. 3740	H. J. Brennan, Pres. George J. Podyyn, Gen. & Coml. Mgr.	John Howard, Prog. Dir. Lyle Allen, Chief Engr.	Rambeau Lang-Worth UP
GROVE CITY	*WSAJ 1922	1340 250 SH	Grove City College			
HARRISBURG	WHGB 1945	1400 250	Harrisburg Bcstg Co. 112 Market St. 2-3456	ABC	Herbert Kendrick } Partners G. L. Hash } Herbert Kendrick, Gen. & Coml Mgr.	Jack Hooper, Prog. Dir. Betsy Heagy, Prom. Mgr. Woody Schlegal, Chief Engr.	Weed Thesaurus AP
HARRISBURG	WHP 1924	1460 5,000-LS 1,000-N	WHP Inc. 216 Locust St. 43211	CBS	E. J. Stackpole, Pres. A. K. Redmond, Gen. & Coml. Mgr.	Dick Redmond, Prog. Dir. Peter Wambach, Prom. Mgr. E. Daniel Leibensperger, Chief Engr.	Bolling Associated Standard AP, UP
HARRISBURG	WKBO 1922	1230 250	Keystone Bcstg. Corp. 31 N. Second St. 4-0191	NBC MBS Quaker	Clair R. McCollough, Station Exec. C. G. Moss, Gen. Mgr. J. Robert Gullick, Nat'l Sales Mgr.	David Bennett, Prog. Dir. Peter Wambach, Prom. Mgr. J. E. Mathiot, Chief Engr.	Radio Advertising World UP



These are "STEINMAN STATIONS"



Consistent sales await advertisers in these foremost Pennsylvania Markets—comprised of people with money to spend. Diversified industries and agriculture consistently maintain the prosperity assuring you stable markets for your products now and in the future. Available individually to suit your needs. For rates and full information write:

Represented by

ROBERT MEEKER ASSOCIATES

New York

Chicago

San Francisco

Los Angeles

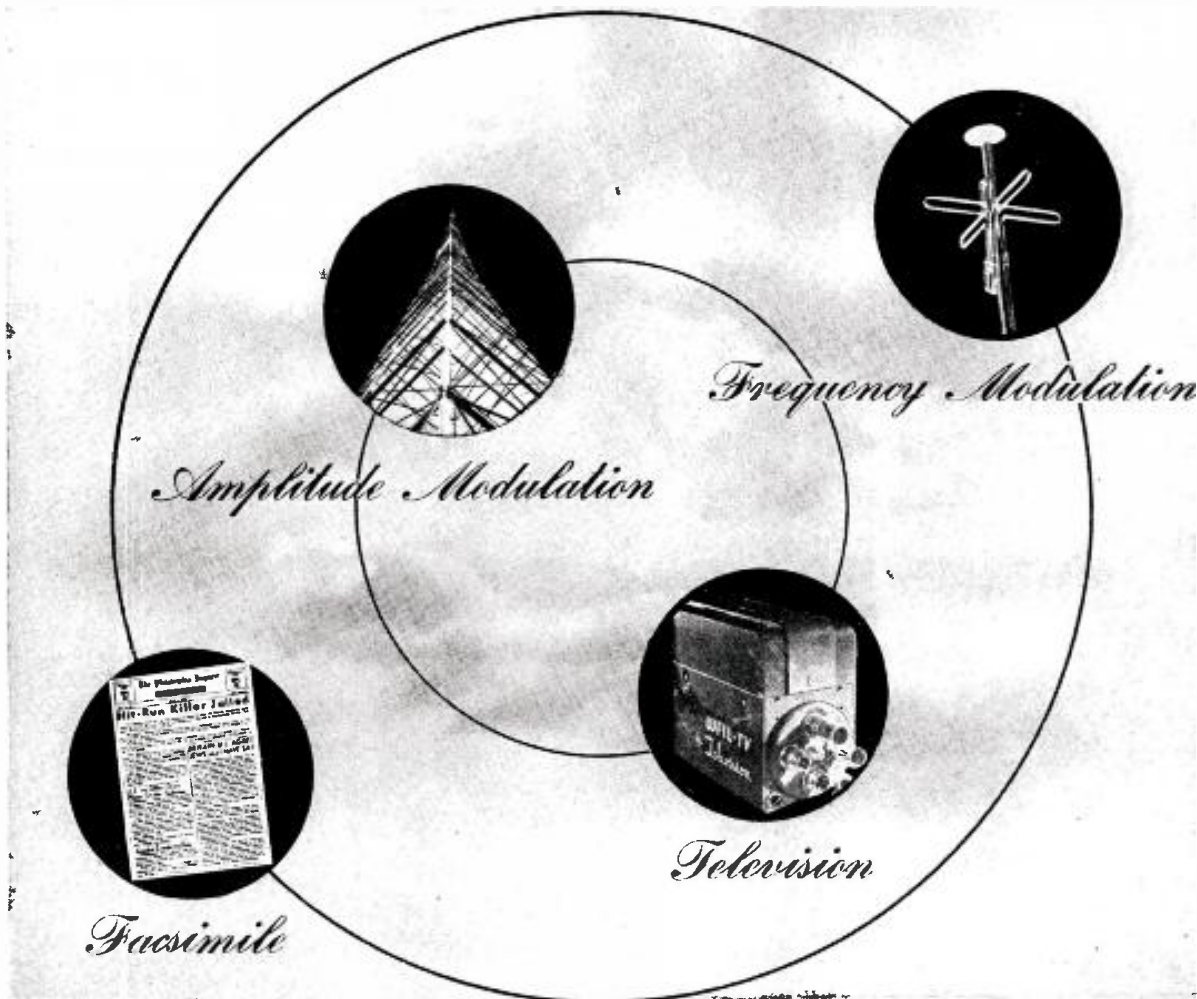
DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

*—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, 1948)

PENNSYLVANIA—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
HAZLETON	WAZL 1932	1490 250	Hazleton Bcstg. Co. Hazleton National Bank Bldg. 5400	NBC MBS Quaker	Victor C. Diehm, Pres. & Gen. Mgr. George Martin, Coml. Mgr.	Don Murray, Prog. Dir. Kathryn Kahler, Prom. Mgr. Elwood Tito, Chief Engr.	Radio Advertising Thesaurus UP
HOMESTEAD	WHOD (Construction permit)	860 250-D	Steel City Bcstg. Corp. 1209 Grant Bldg. Pittsburgh, Pa.
HUNTINGDON	WHUN 1946	1400 250	Joseph F. Biddle Pub. Co. 400 Washington St. 1291	MBS KBS	John H. Biddle, Pres. Samuel L. Stroh Jr., Gen. Mgr. Irvin C. Mann, Coml. Mgr.	Cary H. Simpson, Prog. Dir. James H. Hopewell, Chief Engr.	SESAC Standard AP
INDIANA	WDAD 1945	1450 250	Indiana Broadcast Inc. Indiana Theatre Bldg.	CBS KBS	Paul J. Short, Pres. & Gen. Mgr. Paul B. McCandless, Assist. Mgr. & Prog. Dir. Frank J. Richards, Coml. Mgr.	R. F. Mihalick, Chief Engr.	McGillvra SESAC Standard AP
JOHNSTOWN	WARD 1946	1490 250	Central Bcstg. Co. Inc. 237 Franklin St. 81-216	CBS	Paul Short, Pres. George D. Gartland, Vice- Pres. & Gen. Mgr. Chas. R. Petrie, Station & Prom. Mgr.	Robert G. Walter, Prog. Dir. Millard D. Coleman, Chief Engr.	Weed World UP
JOHNSTOWN	WCRO 1946	1230 250	Century Bcstg. Corp. 317 Main St. 75-255	ABC	John J. Keel, Pres. John F. Hanssen, Gen. Mgr.	Dennis Gerken, Coml. Mgr. Rex Ackley, Chief Engr.	Associated INS
JOHNSTOWN	WJAC 1925	1400 250	WJAC Inc. 329 Main St. 24361	NBC Quaker	J. C. Tully, Pres. J. P. Foster, Assist. Gen. Mgr.	Campbell Patch, Prog. Dir. N. L. Straub, Chief Engr.	Headley-Reed Lang-Worth Standard Thesaurus AP
LANCASTER	WGAL 1922	1490 250	WGAL Inc. 8 W. King St. 5252	MBS NBC Quaker	Clair R. McCollough, Pres. Walter O. Miller, Gen. Mgr. J. Robert Gulick, Nat'l Sales Mgr.	Ernest Stanzola, Prog. Mgr. James R. Appel, Prom. Mgr. J. E. Mathios, Chief Engr.	Radio Advertising Thesaurus UP
LANCASTER	WLAN 1945	1320 1,000-D	WLAN 252 N. Queen St. 7261	F. H. Altdorffer, Pres., Gen. & Coml. Mgr.	Mack Edwards, Prog. Dir. & Prom. Mgr. Robert Love, Chief Engr.	ForJoe Lang-Worth World AP
LEBANON	WLBR 1946	1270 1,000-D	Lebanon Bcstg. Co. Central Bldg. 3900	Lester P. Etter, Chief Own- er, Secy. Treas. Julian F. Skinnell, Opera- tions Mgr. Phillip J. Reilly, Coml. Mgr.	Alan Bautzer, Prog. Dir. Jerome Weiss, Prom. Mgr. M. Leonard Savage, Chief Engr.	Radio Advertising World AP
LEMOYNE	WCMB 1948	960 1,000-D	Rossmoyne Corp. Lemoyme Theater Bldg. 4-3005	Edgar T. Shepard, Pres. Ed K. Smith, Vice-Pres. & Gen. Mgr.	John Helkes, Coml. Mgr. J. Howard Blair, Chief Engr.	Cooke Associated AP
LEWISTOWN	WMRF 1941	1490 250	Lewistown Bcstg. Co. 5 W. Market St. 6757	NBC	Thomas W. Metzger, Gen. & Coml. Mgr.	Ralph A. Parker, Prog. Dir. Robert Wagner, Prom. Mgr. Bernard Bopp, Chief Engr.	UP
LOCK HAVEN	WPZ 1946	1230 250	Lock Haven Bcstg. Corp. 132½ E. Main St. 4038	MBS	Donald C. Welch, Pres. Paul M. Breining, Gen. Mgr. Norman S. Caldwell, Coml. Mgr.	Mildred L. Weber, Office Mgr. Bob Roberts, Prom. Mgr. Kenneth B. Caum, Chief Engr.	Grant SESAC Standard AP
MCKEESPORT	WEDO 1946	810 1,000-D	Tri-City Broadcasting Co 547 5th Ave. 7167	Edward J. Hirschberg, Pres. & Gen. Mgr. John C. Karabin, Coml. Mgr.	Edward Patrick, Prog. Dir. Bob McKenna, Prom. Mgr. Wilkes Hurley, Chief Engr.	Burke, Kulpers & Mahoney Associated Capitol Lang-Worth Thesaurus MacGregor World AP, INS
MCKEESPORT	WMCK 1946	1360 1,000	Mon-Yough Bcstg. Co. Market St. 7195	KBS	George R. Raikes, Pres. Robt. Cox, Vice-Pres. George Munnell, Secy.-Treas. Jack Craddock, Gen. Mgr.	Roy Ferree, Coml. Mgr. Pat Haley, Prog. Dir. & Prom. Mgr. Charles White, Chief Engr.	Walker Keystone SESAC Standard UP
MEADVILLE	WMGW 1947	1490 250	Meadville Bcstg. Service Inc. Flrs ³ National Bank Bldg. 24-723	H. C. Winslow, Pres. Victor C. Diehm, Gen. Mgr.	Thomas A. Tito, Coml. Mgr. & Prog. Dir. Hoyt Stout, Chief Engr.	Lang-Worth Thesaurus UP
MORRISVILLE	WBUD 1947	1490 250	Margaret Streit & Verna Hardin 12 S. Pa. Ave. 7434	Richard M. Hardin, Chief Owner & Gen. Mgr. Jim Dollard, Coml. Mgr.	William F. Hildenbrand, Prog. Dir. Robert Kent, Prom. Mgr. William Brewer, Chief Engr.	World Capitol AP
NANTICOKE	WHWL 1946	730 1,000-D	Radio Anthracite Inc. 38 E. Main St. 1332	Henry W. Lark, Pres. Milton Laughlin, Gen. Mgr. Tom Durkin, Coml. Mgr.	Thomas A. Bigler, Prog. Dir. Bernard Hyzinski, Chief Engr.	ForJoe Capitol Standard SESAC AP, UP
NEW CASTLE	WKST 1938	1280 1,000; CP-5000	WKST Inc. Cathedral Bldg. 5050	MBS Quaker	S. W. Townsend, Pres. A. W. Graham, Station & Coml. Mgr.	Shirley Kerr, Traffic Mgr. Al Francis, Prom. Mgr. Robert Emch, Chief Engr.	Katz World AP
NEW KENSINGTON	WKPA 1940	1150 250-D	Allegheny-Kiski Bcstg. Co. 810 Fifth Ave. 3534	Edward J. Kroen, Gen. & Coml. Mgr., Prog. Dir. W. W. Neely, Chief Engr.	Cox & Tanz Cole Lang-Worth MacGregor SESAC UP	

pattern for progress..



For twenty-five years, progressive planning has kept WFIL in the forefront of the broadcasting industry. Now, new developments have placed fresh emphasis on radio stations as instruments of public expression. Frequency Modulation, Television, and Facsimile offer new and wider opportunities for public service. And—once again—WFIL has taken the lead. WFIL-FM, Philadelphia's First Commercial FM Station, has been in operation since 1941. September, 1947, saw the inauguration of service by

WFIL's television station, WFIL-TV. First demonstrations of WFIL facsimile were held in May of that same year.

The station's wholehearted entrance into these new phases of broadcasting is typical of the spirit which has highlighted WFIL's twenty-five years as a local institution. It is this same spirit which goes into the building of every WFIL program and plan of promotion . . . the spirit which assures the success of your WFIL program.

The Philadelphia Inquirer Station

WFIL *Philadelphia*

AN ABC AFFILIATE

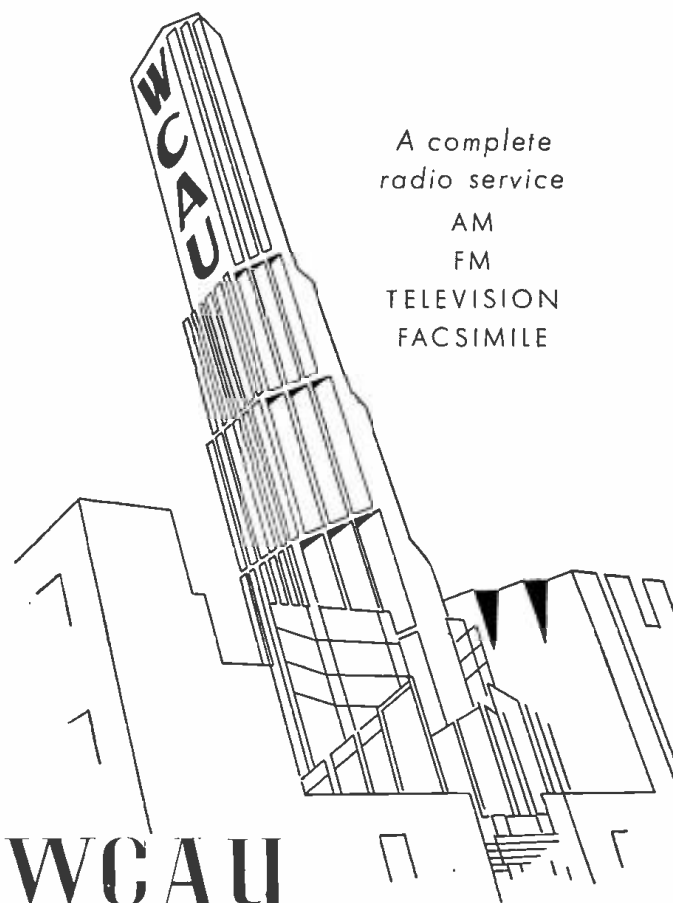
REPRESENTED NATIONALLY BY THE KATZ AGENCY

DIRECTORY OF STANDARD 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, 1948)

PENNSYLVANIA—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
NORRISTOWN	WNAR 1946	1110 500-D	Rahall Bcstg. Co. 115 W. Main St. 7600	N. Joe Rahall, Pres. Farris E. Rahall, Exec. Dir. Tom Douds, Gen. Mgr.	Edwin W. Tucker, Prog. Dir. Franklin Bisbing, Chief Engr.	Lang-Worth World UP
OIL CITY	WKRZ 1945	1340 250 SH	Kenneth E. Rennekamp 232 Senaca St. 41-269	MBS KBS	Kenneth E. Rennekamp, Pres. C. Gene Gosch, Exec. Dir. Frank Jacoby, Prog. Dir.	Chuck Goodwin, Prod. Dir. Russell E. Shettler, Chief Engr.	McGillvra World UP
PHILADELPHIA 3	KYW 1921	1060 50,000	Westinghouse Radio Stations Inc. 1619 Walnut St. Locust 7-3760	NBC	Walter C. Evans, Pres. Walter E. Benoit, V. P. Robert E. White, Gen. Mgr. Harvey McCall Jr., Sales Mgr.	James P. Begley Jr., Prog. Mgr. Arthur C. Schofield, Adv., Sales & Prom. Mgr. I. N. Eney, Chief Engr.	NBC Spot Associated AP, UP
PHILADELPHIA 3	WCAU 1922	1210 50,000	WCAU Inc. 1622 Chestnut St. Locust 7-7700	CBS	Robert W. McLean, Ch. of Bd. Leon Levy, Pres. & Gen. Mgr. Alex Rosenman, Coml. Mgr. Joseph Connolly, Prog. Dir.	Robert Pryor, Prom. Mgr. John G. Letch, Tech. Dir. George Lewis, Chief Engr.	World AP, UP
PHILADELPHIA 7	WDAS 1922	1400 250	WDAS Broadcasting Station Inc. 1211 Chestnut St. Locust 7-7400	William Goldman, Pres. Leslie W. Joy, Gen. Mgr.	Michael Deegan, Prog. Dir. Gilbert Morris, Prod. Mgr. Frank W. Unterberger, Chief Engr.	ForJoe World Lang-Worth AP
PHILADELPHIA 7	WFIL 1922	560 5,000	Triangle Publications Inc. Widener Bldg. Rittenhouse 6-6900	ABC Quaker	Roger W. Clipp, Gen. Mgr. John E. Surrick, Sales Dir. Jack Steck, Prog. Dir.	James T. Quirk, Prom. Mgr. Louis E. Lit'elJohn, Chief Engr.	Katz Associated AP, UP
PHILADELPHIA 2	WHAT 1922	1340 100 ST-WTEL	Independence Bcstg. Co. 1505 Walnut St. Rittenhouse 2058	William A. Banks, Pres., Gen. & Coml. Mgr.	Dolly Banks, Prog. Dir. & Prom. Mgr.	AP
PHILADELPHIA 2	WIBG 1925	990 10,000	Seaboard Radio Bcstg. Corp. 1425 Walnut St. Rittenhouse 6-2300	John B. Kelly, Board Chairman Paul F. Harron, Pres. Joseph Lang, Vice-Pres. Katherine A. Harron, Secy.-Treas.	Edward D. Clery, Gen. & Coml. Mgr. Douglas Arthur, Prog. Dir. Rupe Werling, Prom. Mgr. John H. Henninger, Chief Engr.	Lang Young Thesaurus AP, UP
PHILADELPHIA 7	WIP 1922	610 5,000	Pennsylvania Bcstg. Co. 35 S. 9th St. Walnut 2-6800	MBS	Benedict Gimbel Jr., Pres. & Gen. Mgr. Gordon R. Gray, Coml. Mgr.	Ralph Arnold, Prog. Dir. Murphy H. Minton, Prom. Mgr. Clifford C. Harris, Chief Engr.	Petry World AP, UP
PHILADELPHIA	WJMJ 1947	1530 10,000-D	Patrick Joseph Stanton			
PHILADELPHIA	WPEN 1929	950 5,000	Wm. Penn Bcstg. Co. 1528 Walnut St. PennyPacker 5-9490	Albert J. Sylk, Pres. Edward C. Obrist, Mgr. Alexander W. Dannenbaum Jr., Coml. Mgr.	John L. McClay, Prog. Dir. Wm. B. Caskey, Asst. to Gen. Mgr. Charles W. Burtis, Chief Engr.	Headley-Reed Associated Thesaurus AP, UP
PHILADELPHIA 40	WTEL 1925	1340 250 ST-WHAT	Foulkrod Radio Eng. Co. 4312 N. Broad St. Davenport 4-4310	E. Douglass Hibbs, Pres. & Prog. Dir. Henry N. Cocker, Gen. Mgr.	Alan Stewart, Prod. Mgr. John Field, Chief Engr.	ForJoe
PITTSBURGH 19	KDKA 1920	1020 50,000	Westinghouse Radio Stations Inc. Grant Bldg. Grant 4200	NBC	Walter Evans, Pres. Walter E. Benoit, V. P. J. B. Conley, Gen. Mgr. Joseph E. Baudino, Station Mgr.	George D. Tons, Sales Mgr. Franklin A. Tooke, Prog. Dir. David N. Lewis, Adv., Sales & Prom. Mgr. Theodore C. Kenney, Chief Engr.	NBC Spot Associated Thesaurus AP, UP, INS
PITTSBURGH 19	KQV 1919	1410 5,000	Allegheny Bcstg. Corp. Chamber of Commerce Bldg. Atlantic 6802	MBS	Charles T. Campbell, Pres. Lee W. Eckels, Secy.-Treas. James F. Murray, Gen. & Coml. Mgr.	William M. Burns Jr., Prog. Dir. Virginia Reed, Prom. Mgr. Robert F. Hunt, Chief Engr.	Weed Lang-Worth Standard UP
PITTSBURGH 19	WCAE 1922	1250 5,000	WCAE Inc. William Penn Hotel Atlantic 6900	ABC	Leonard Kapner, Pres. R. Clifton Daniel, Gen. Mgr. Carl Dozer, Coml. Mgr.	John Wilkoff, Prom. Mgr. John Leban, Prod. Mgr. James Schultz, Chief Engr.	Katz Thesaurus AP, INS
PITTSBURGH 19	WJAS 1921	1320 5,000	Pittsburgh Radio Supply House Inc. Chamber of Commerce Bldg. Grant 4860	CBS	H. J. Brennan, Pres. H. K. Brennan, Gen. Mgr. H. H. Stohman, Secy. & Comptroller J. H. Bucheit, Prom. & Coml. Mgr.	James M. Hughes, Prog. Dir. Milton Kerns Jr., Prod. Mgr. Walter W. McCoy, Chief Engr.	Rambeau Cole Lang-Worth UP Transradio
PITTSBURGH 6	WPGH 1947	1080 1,000-D	Pittsburgh Bcstg. Co. 220 N. Highland Ave. Emerson 5000	Henry A. Bergstrom, Pres. George L. Young, Gen., Coml. & Prom. Mgr.	Dwight J. Merriman, Prog. Dir. James A. McFarland, Chief Engr.	Young Capitol World AP
PITTSBURGH 22	WPIT 1947	730 1000-D	Liberty Broadcasting So. 211 Smithfield St. Grant 0794	John J. Laux, Pres. John L. Meridian, Gen. Mgr. C. C. Swaringen, Coml. Mgr.	George Gailey, Prog. Dir. Lee T. Sellers, Prom. Mgr. John Berninger, Chief Engr.	McGillvra Lang-Worth Standard UP
PITTSBURGH 22	WWSW 1931	1490: CP-970 250; CP-5,000-LS; 2500-N	WWSW Inc. Hotel Keystone Grant 5200	Quaker	Pete Schloss, Pres. & Gen. Mgr. Thos. B. Price, Coml. Mgr.	Fred Joyner, Prog. Dir. Miss Jimmie Spanos, Prom. Mgr. Henry R. Kaiser, Chief Engr.	ForJoe Associated Cole Standard AP
POTTSTOWN	WMAC (Construction permit)	1370 1,000-D	Radio Anthracite, Inc.			
POTTSVILLE	WPAM 1947	1450 250	Miners Bcstg. Service. 106 S. Centre St. 5050	MBS	Joseph L. Maguire } Partners James J. Curran } Louis H. Murray, Gen. & Coml. Mgr.	William Dimmerling, Prog. Dir. Jere H. Holden, Prom. Mgr. George I. Hatfield, Chief Engr.	Griffith Associated UP
POTTSVILLE	WPPA 1946	1360 500-D	A. V. Tidmore 8 S. Second St. 4744	A. V. Tidmore, Pres. & Gen. Mgr. John M. Naylor, Coml. Mgr. & Prog. Dir.	Julius G. Thiel, Chief Engr.	World AP
READING	WEEU 1931	850 1,000-D; CP-1000	Berks Bcstg. Co. 533 Penn St. 7335	ABC Quaker	Hawley Quier, Pres. Clifford M. Chafey, Gen. Mgr. James E. Keller, Exec. Vice-Pres.	K. Richard Creitz, Coml. Mgr. E. Lester Hoffmaster, Prog. Dir. Harold E. Schearer, Chief Engr.	Hollingsbery Associated SESAC Lang-Worth UP



*A complete
radio service*

AM

FM

TELEVISION

FACSIMILE

WCAU

50,000 WATTS • CBS AFFILIATE

**Philadelphia's Leading
Radio Institution**

The Philadelphia Bulletin Stations

DIRECTORY OF STANDARD 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, 1948)

PENNSYLVANIA—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
READING	WHUM 1946	1240 250	Eastern Radio Corp. Berkshire Hotel 44805	MBS	Robert G. Magee, Vice-Pres. & Gen. Mgr. Richard G. Fichthorn, Coml. Mgr.	Eva Sandeffer, Public Service Dir. A. Raymond Moore, Music Dir. Joseph E. MacCormack, Chief Engr.	Weed Standard AP
READING	WRAW 1922	1340 250	Reading Bcstg. Co. Inc. 19 N. Fifth St. 7173	NBC Quaker	Clair R. McCollough, Station Exec. Raymond A. Gaul, Gen. Mgr. J. Robert Gulick, Nat'l Sales Mgr.	Chet Hagan, Prom. Mgr. J. E. Mathiot, Chief Engr.	Radio Advertising Thesaurus World UP
SCRANTON 10	WARM 1940	1400 250	Union Bcstg. Co. Bowman Bldg. 4-1148	ABC	Martin F. Memolo, Pres. & Gen. Mgr. William M. Dawson, Coml. & Prom. Mgr.	Joe Salsburg, Prog. Dir. A. W. Oschmann, Chief Engr.	Hollingbery Thesaurus UP
SCRANTON	WGBI 1925	910 1,000-LS 500-N ST-WQAN	Scranton Broadcasters Inc. 1000 Wyoming Ave. 8296	CBS Quaker	Frank Megargee, Pres. George D. Coleman, Gen., Coml. & Prom. Mgr.	R. E. McDowell, Station Mgr. Frank Monaghan, Prog. Dir. Kenneth R. Cooke, Chief Engr.	Blair World AP
SCRANTON	WQAN 1923	910 1,000-LS 500-N ST-WGBI	The Scranton Times
SCRANTON 3	WSCR 1947	1000 1,000-D	Lackawanna Valley Bcstg. Co. 116 Adams Ave. 5242	Frank S. Blair, Mgr. Joseph W. Dobbs, Coml. Mgr.	Frank P. Mansuy, Prog. Dir. Charles Muller, Prom. Mgr. Malcolm MacMillan, Chief Engr.	Walker Associated Lang-Worth AP
SHAMOKIN	WISL	1480 1,000	Radio Anthracite, Inc. National Dime Bank Bldg.
SHARON	WPIC 1938	790 1,000-D	Sharon Herald Bcstg. Co. P.O. Box 541 4113	John Fahnlne Jr., Pres. & Gen. Mgr. J. T. VanSweringen, Coml. Mgr.	W. Paul Gamble, Prog. Dir. Evelyn L. Keller, Prom. Mgr. A. C. Heck, Chief Engr.	Young Associated Capitol Lang-Worth World UP
STATE COLLEGE	WMAJ 1945	1450 250	Centre Broadcasters Inc. Giennland Bldg. 4959	MBS KBS	R. J. Kennard } Owners W. K. Uerlich } Robert L. Wilson, Gen. Mgr. Sidney Friedman, Coml. Mgr.	Douglas I. Beman, Chief Engr.	Lang-Worth AP
STROUDSBURG	WHAB 1947	840 250-D	Pocono Bcstg. Co.	Harold B. Newman } Partners Anne L. Newman }
STROUDSBURG	WVPO (Construction permit)	1350 1,000-D	Pocono Record, Inc. 18 N. 7th St.
SUNBURY	WKOK 1933	1240 250	Sunbury Bcstg. Corp. Sunbury 1325	Pennsylvania Quaker	Harry H. Haddon, Pres. Homer R. Smith, Gen. Mgr. Michael Kane, Coml. Mgr.	Paul Miller, Prog. Dir. John W. Keller, Chief Engr.	Cox & Tanz Lang-Worth World AP
UNIONTOWN	WMBS 1937	590 1,000	Fayette Bcstg. Corp. Fayette Title & Trust Bldg. 800	CBS Quaker Pennsylvania	Joseph C. Burwell, Pres. & Gen. Mgr. Harry C. Burwell, Coml. Mgr.	Sullivan Sages, Prog. Dir. Charles Underwood, Prom. Mgr. William Henzly, Chief Engr.	Radio Advertising Standard Thesaurus UP
WARREN	WNAE 1946	1310 1,000-D	Northern Allegheny Broadcasting Co. 310 Second Ave. 3033	MBS	A. David Potter Jr., Pres. & Gen. Mgr. Frank Foster, Coml. Mgr.	LeRoy Schneck, Prog. Dir. & Prom. Mgr. Homer M. Haines, Chief Engr.	Thesaurus AP
WASHINGTON	WJPA 1942	1450 250	Washington Bcstg. Co. Geo. Washington Hotel 4870	MBS Pennsylvania	Wm. S. Yard, Pres. C. B. Heller, Station Mgr. Charles R. Duvall, Sales Mgr.	Elizabeth Leon, Prod. Mgr. Stanley Progar, Prom. Dir. Horace Cooper, Chief Engr.	McGillvra UP
WILKES-BARRE	WBAX 1922	1240 250	John H. Stenger Jr. 85 W. Union St. 30196	MBS	John H. Stenger Jr., Pres. August W. Grebe, Gen. & Coml. Mgr.	John H. A. Stenger III, Prog. Dir. John H. Stenger Jr., Chief Engr.	Burn-Smith Associated UP
WILKES-BARRE	WBRE 1923	1340 250	Louis G. Baltimore 62 S. Franklin St. 3-3101	NBC Quaker	Louis G. Baltimore, Owner & Gen. Mgr. David M. Baltimore, Prom. & Assiat. Mgr. A. C. Baltimore, Sales Mgr.	Frank D. Coslett, Prog. Dir. Charles Sahoskie, Chief Engr.	World AP
WILKES-BARRE	WILK 1947	1450 250	Wyoming Valley Broadcasting Co. 88 N. Franklin St. 3-7163	ABC	Dr. I. C. Morgan, Pres. Roy E. Morgan, Gen. Mgr. Thomas P. Shelburne, Station Mgr.	Hal Berg, Prog. Dir. Jerry Butler, Sales Mgr. Ted French, Chief Engr.	Young Lang-Worth UP
WILLIAMSPORT	WRAK 1929	1400 250	WRAK Inc. 244 W. 4th St. 2-6116	NBC Quaker	E. M. Case, Pres. George E. Joy, Gen. Mgr. J. Wright Mackey, Coml. Mgr.	Nancy Jane Person, Prog. Dir. Irving A. Berndt Jr., Prom. Mgr. Glen Sherman, Chief Engr.	McKinney Standard UP
YORK	WNOW (Construction permit)	1250 1,000-D	Broadcast Division Helm Coal Co. Sumner St. & WMRR 2168	H. J. Williams } Partners M. E. Cousler } Lowell W. Williams } Edward C. Hale }	Lowell W. Williams, Gen. Mgr. Willis N. Weaver, Chief Engr.	AP
YORK	WORK 1932	1350 1,000	York Bcstg. Co. Inc. 13 S. Beaver St. 6629	NBC MBS Quaker	Clair R. McCollough, Station Executive Harold E. Miller, Gen. Mgr. J. Robert Gulick, Nat'l Sales Mgr.	Arthur Weeks, Prog. Dir. Harold Daugherty, Prom. Mgr. J. E. Mathiot, Chief Engr.	Radio Advertising Thesaurus UP
YORK	WSBA 1942	900 1,000-D	Susquehanna Bcstg. Co. R. D. #5 2676	ABC	Louis J. Appell, Pres. Walter J. Rothensies, Exec. Vice-Pres.	Sydney Robbins, Coml. & Prom. Mgr. Otis Morse, Prog. Dir. Woodrow G. Eberhart, Dir. of Engring.	Capitol World AP

WE'RE BEING TALKED ABOUT

AND NO WONDER!

WWSW is being talked about in Pittsburgh and no wonder!
 When the topic is sports . . . WWSW is always mentioned
 . . . what with broadcasting over 15 years of
 major league baseball, football, golf, tennis, basketball and
 other collegiate and scholastic sports.

And when something special happens in Pittsburgh,
 WWSW is always there . . . with 30 remote lines
 ready to give the Steel City on the spot
 coverage of local and national news.

For the everyday picture of the local scene,
 Pittsburgh turns to WWSW, the station that serves them best
 through local programming and public service.

Yes . . . Pittsburgh is talking about . . . Pittsburgh is
 listening to its favorite local independent 24 hours a day,
 every day! And the results add up in dollars—
 The large local department stores, dairy concerns, candy com-
 panies, plus many national* accounts hitch their sales
 wagon to WWSW . . . the station that means
MORE LISTENERS PER DOLLAR IN PITTSBURGH!

**Just ask Forjoe*



WWSW

PITTSBURGH'S 24 HOUR INDEPENDENT
WMOT-FM AFFILIATE

DIRECTORY OF STANDARD 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, 1948)

RHODE ISLAND

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
PAWTUCKET	WFCI 1941	1420 5,000	Pawtucket Bcastg. Co. 450 Main St. Perry 9540	ABC	Howard W. Thornley, Pres. Wallace A. Walker, Gen. & Coml. Mgr.	David Brooks, Prog. Dir. Gilbert Johnson, Chief Engr. Katz Associated AP
PROVIDENCE 2	WEAN 1922	790 5,000	The Yankee Network Inc. Crown Hotel Dexter 1500	MBS Yankee	John Shcpard 3rd, Chmn. of Board William O'Neil, Pres.	Joseph Lopez, Station Mgr. Malcolm S. Parker Station Supvrs. Petry Associated Standard SESAC AP, INS Reuters
PROVIDENCE 3	WHIM 1947	1110 1,000-D	Inter-City Bcastg. Co. 32 Custom House St. Union 4211	Robert T. Engles, Pres. & Gen. Mgr. Brenton G. Meader, Coml. Mgr.	C. George Taylor, Prog. Dir. & Prom. Mgr. Carroll Philbrook, Chief Engr. Young Kettell-Carter Capitol Standard AP
PROVIDENCE 2	WJAR 1922	920 5,000	The Outlet Co. 176 Weybosset St. Gaspee 1071	NBC New Eng- land	Mortimer L. Burbank, Pres. John J. Boyle, Gen. & Coml. Mgr.	M. Sothern Abbott, Prog. Dir. & Prom. Mgr. Thomas C. J. Prior, Chief Engr. Weed Bannan World
PROVIDENCE	WNAF 1947	1290 500-D	Community Broadcasting Service Co.
PROVIDENCE	WPRO 1924	630 5,000	Cherry and Webb Broad- casting Co.	CBS	Fred E. Ripley, Gen. Mgr. A. F. Schoen Jr., Coml. Mgr.	Raymer
PROVIDENCE 2	WRIB 1947	1220 250-D	R. I. Bcastg. Co. Narragansett Hotel Union 4512	Frank Rao, Pres. Nicholas Ruggieri, Gen. Mgr. Anthony Petronella, Coml. Mgr.	James Drake, Chief Engr. Forjoe UP
WOONSOCKET	WWON 1946	1240 250	Asso. Electronic Enter- prises Inc. 99 Main St. 3900	Garo Willard Ray, Pres. & Gen. Mgr. Mitchell Stanley, Station & Prom. Mgr.	Jean Bergeron, Coml. Mgr. William Metcalf, Prog. Dir. George W. Travis, Chief Engr. Rambeau World Standard Capitol AP

SOUTH CAROLINA

ANDERSON	WAIM 1935	1230 250	Wilton E. Hall Anderson College 800	CBS	Wilton E. Hall, Pres. Glen P. Warnock, Gen. Mgr. C. B. Goodyear, Coml. Mgr.	James Coggins, Prog. Dir. John Davenport, Prom. Mgr. S. A. Azar, Chief Engr. Burn-Smith World Thesaurus Lang-Worth SESAC AP, INS
BARNWELL	WVSC (Construction permit)	1240 250	Edisto Broadcasting Co. Bank of Barnwell Bldg.
BENNETTSVILLE	WBSC 1947	1400 250	Loys Marsden Hawley	MBS
CHARLESTON "(H)"	WCSC 1930	1390 5,000	John M. Rivers Francis Marlon Hotel 7611	CBS	John M. Rivers, Pres. & Gen. Mgr. Roland Weeks, Coml. Mgr.	Russell Long, Prog. Dir. Wilbur R. Albee, Chief Engr. Free & Peters UP
CHARLESTON 6	WPAK 1947	730 1,000-D	Charleston Broadcasters 149 Wentworth St. 3-6428	MBS	J. B. Fuqua, Pres. Tom Means, Gen. & Coml. Mgr.	James A. Klosky, Prog. Dir. Fred Bernstein, Prom. Mgr. Carl Modlin, Chief Engr. Forjoe Capitol UP
CHARLESTON	WHAN 1946	1340 250	Charleston Bcastg. Co. 152 Market St. 3-1643	ABC	Harry J. O'Neill, Pres. C. Wylie Calder, Gen. & Coml. Mgr.	Vernon M. Bushong, Prog. Dir. & Prom. Mgr. William Birchfield, Chief Engr. Avery-Knodel Lang-Worth UP
CHARLESTON	WTMA 1939	1250 5,000-LS 1,000-N	Atlantic Coast Bcastg. Co. 133 Church St. 2-2961	NBC	Edward Manigault, Pres. Robert E. Bradham, Secy., Gen. & Prom. Mgr. A. Franz Witte Jr., Coml. Mgr.	William N. Abbott, Prog. Dir. Douglass M. Bradham, Chief Engr. Hollingbery Associated AP
CHARLESTON	WUSN (Construction permit)	1450 250	Southern Bcastg. Co. Charleston	C. Norwood Hastie, Chief Owner B. M. Middleton, Part-Owner & Mgr. J. D. Hastie, Part-Owner & Coml. Mgr.
COLUMBIA "(E)"	WCOS 1939	1400 250	Radio Columbia 1202 Main St. 25601	ABC	E. D. Black, Pres. W. C. Bochman, Gen. Mgr. C. W. Burdsal, Coml. Mgr.	H. M. McElveen Jr., Prog. Dir. Richard Goode, Prom. Mgr. Robert Lambert, Chief Engr. T-H-S Capitol AP
COLUMBIA	WIS 1930	560 5,000	Surety Life Ins. Co. 1811 Main St. 2-2135	NBC	Herman N. Hipp, Pres. G. Richard Shafto, Gen. Mgr. J. Dudley Saumenig, Coml. Mgr.	Frank Harden, Prog. Dir. Steve Libby, Prom. Mgr. Herbert Eldson, Chief Engr. Free & Peters Standard UP
COLUMBIA	WKIK 1945	1490; CP-1320 250; CP-1,000-LS 500-N	Inter-City Adv. Co. 1127 Lady St. 2-8659	CBS	C. Durham Moore, Gen. Mgr. Thomas Chandler, Prom. Mgr.	E. E. Hampton, Chief Engr. Weed Lang-Worth Standard Cole UP
COLUMBIA	WNOK 1947	1230 250	Palmetto Radio Corp. 921 Huger St.	MBS	Samuel Litman, Pres.	Cole AP
CONWAY	WLAT 1945	1490 250	Coastal Broadcasting Co. P. O. Box 497 340	MBS	Loys Marsden Hawley } Part- Herman Lee Hanks } ners L. M. Hawley, Pres.	H. L. Hanks, V.-P. & Chief Engr. Edward Browning Jr., Sta. Mgr. & Prog. Dir. McGillvra Standard Cole AP
DILLON	WDSC 1946	800 1,000-D	Border Bcastg. Co. Inc. Dillon 470	MBS	E. H. Brown, Pres. Henry E. Sullivan, Gen. Mgr. Joseph Martin, Coml. Mgr.	Bill Buun, Prog. Dir. W. E. Jackson Jr., Prom. Mgr. J. J. Ikner Jr., Chief Engr. McGillvra Standard Capitol Cole UP
FLORENCE	WJMX 1947	970 5,000-D	Atlantic Bcastg. Co. P. O. Box 1035 2495	Eugene E. Stone, Pres. & Gen. Mgr. H. A. Smith Jr., Coml. Mgr.	Jack Gainey, Prog. Dir. Paul H. Benson Jr., Prom. Mgr. Frank Jenne, Chief Engr. World Associated AP

... and in New England, too, it's CBS

WPRO

PROVIDENCE

*covering the No. 2 Market
in this rich area*

630

5000 WATTS ★ BASIC CBS ★ 630KC ➡

BROADCASTING • Telecasting

1948 Yearbook Number • Page 217

DIRECTORY OF STANDARD 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, 1948)

SOUTH CAROLINA—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
FLORENCE	WOLS 1937	1230 250	Florence Bcstg. Co. 129 S. Dargan St. 354	ABC KBS	Melvin Purvis, Pres., Gen. & Prom. Mgr. A. P. Skinner, Coml. Mgr.	Bruce Buchanan, Prog. Dir. W. A. Pritchett, Chief Engr.	Standard Lang-Worth UP
GAFFNEY (Construction permit)	1570 250-D	Cherokee Radio Co. P. O. Box 86 (Temp.) 220 (Temp.)	A. Ray Godshall, Pres.	Bob Liverance, Gen. Mgr. & Chief Engr.	UP
GREENVILLE	WESC 1947	860 5,000-D	Greenville Bcstg. Co. 1 College St. 8200	MBS	Scott Russell, Pres. & Gen. Mgr. Cliff W. Bowers, Coml. Mgr.	Ken Keese, Prog. Dir. L. W. Elias, Chief Engr.	McGillvra Associated Standard Lang-Worth AP
GREENVILLE	WFBC 1933	1330 5,000	Greenville News-Pied- mont Co. 305 S. Main St. 362	NBC	Roger C. Peace, Pres. B. T. Whitmire, Gen. Mgr. R. Q. Glass Jr., Coml. Mgr.	L. Byron Jenkins, Prog. Dir. N. P. Mitchell, Prom. Mgr. William E. Garrison, Chief Engr.	Avery-Knodel Cook Thesaurus UP
GREENVILLE	WMRC 1940	1490 250	Textile Broadcasting Co.	ABC
GREENWOOD	WCRS 1941	1450 250	Grenco Inc. P. O. Box 868 4300	NBC	Douglas Featherstone, Pres. Dan Crosland, Gen. Mgr. Ralph Norman, Coml. Mgr. Randy Davidson, Prog. Dir.	Martha Wofford, Prom. Mgr. Charles M. Sparks, Chief Engr.	McGillvra Thesaurus AP
HARTSVILLE	WHSC 1946	1450 250	Hartsville Bcstg. Co. Inc. College Ave. 854	MBS	C. H. Campbell, Pres. Raymond Caddell, Gen. & Prom. Mgr.	Jack Frierson, Coml. Mgr. Jimmy Brazzell, Prog. Dir. Donald A. Brienen, Chief Engr.	Thesaurus AP
LAURENS	WLBG (Construction permit)	860 250-D	WLBG, Inc.
NEWBERRY	WKDK 1946	1240 250	Newberry Bcstg. Co. 11 Radio Dr. 143	MBS KBS	C. A. Kaufmann, Pres., Treas. & Gen. Mgr. John F. Clarkson, Vice-Pres. & Secy.	Charles E. Bowers, Coml. & Prom. Mgr. Ann L. Flenken, Prog. Dir. George N. Martin, Chief Engr.	World AP
ORANGEBURG	WFFN (Construction permit)	910 1,000-D	Orangeburg Radio Co. 63 Ellis Ave.	Frank B. Best Frank B. Best Jr., } Partners
ORANGEBURG	WRNO 1946	1450 250	WRNO, Inc. Orangeburg 1420	MBS	Charles S. Heuerey, Pres. G. Paul Browne, Gen. Mgr. Harry Carroll, Prog. Mgr.	Cole AP
ORANGEBURG	WVFA (Construction permit)	1270 1,000-D	Sims Publishing Co.
ROCK HILL	WRHI 1944	1340 250	York County Bcstg. Co.	MBS KBS	Ernest H. Carroll Virginia B. Carroll James S. Beaty, Jr. Wm. C. Beaty } Partners
SPARTANBURG	WORD 1940	1400 250	Spartan Radiocasting 291 E. Main St. 6000	ABC	Walter J. Brown, Pres. & Gen. Mgr. J. W. Kirkpatrick, Station Mgr.	John Carrington, Coml. Mgr. Sterling Wright, Prog. Dir. & Prom. Mgr. Clyde Burdette, Chief Engr.	T-H-S World Lang-Worth AP
SPARTANBURG	WSPA 1929	950 5,000	Spartanburg Adv. Co. Box 1717 2900	CBS	C. Richard Shafto, Vice- Pres. Roger A. Shaffer, Gen. Mgr.	Guy Vaughan Jr., Coml. Mgr. Ed McGrath, Prog. Dir. Harold R. Beckholt, Chief Engr.	Hollingsbery Associated UP
SUMTER	WFIG 1940	1340 250	Radio Station WFIG Inc. Radio Center Bldg. 1340	MBS	Hubert D. Osteen Jr., Pres. T. D. Youngblood, Gen. Mgr. Charles H. Pointel Jr., Coml. Mgr.	Robert Hannah, Prog. Dir. M. E. Pointel, Prom. Mgr. James L. Williams, Chief Engr.	McGillvra Thesaurus AP
WALTERBORO	WALD 1947	1490 250	Walterboro Bcstg. Co. Walterboro 3861	MBS	R. M. Jefferies, Pres. Charles A. Thoman, Gen. Mgr.	Beulah Glover, Coml. Mgr. Peter Edman, Prog. Dir. Roger A. Clark, Prom. Mgr. Louis Neale, Chief Engr.	Associated AP

SOUTH DAKOTA

ABERDEEN	KABR 1935	1420 5,000	Aberdeen Broadcast Co. 117½ S. Main St. 4626	MBS Gt. North- ern	H. C. Jewett Jr., Pres. A. A. Fahy, Gen. Mgr. Fred S. Stellner, Coml. Mgr	E. C. Pieplow, Prog. Dir. Delbert T. Hunt, Chief Engr.	Walker Standard AP
ABERDEEN	KSDN	930 1,000	Aberdeen News Company Aberdeen	Henry J. Schmitt, Pres.	Byron McElligott, Gen., Coml. & Prom. Mgr.	Capitol AP
DEADWOOD	KDSJ 1946	1450 250	Daniels & Sons Franklin Hotel 186	KBS	Eli Daniels } Partners John Daniels } Eli Daniels, Pres.	Truman H. Walrod, Coml. & Prom. Mgr., Prog. Dir. Eli Daniels, Chief Engr.	Clark Thesaurus World UP
HURON	KIJV 1945	1340 250	James Valley Bcstg. Co. 34 2nd S. E. 765	MBS	G. W. Chitty, Pres. & Gen. Mgr. Max Staley, Vice-Pres.	Robert Brandt, Coml. Mgr. Dale Larson, Prog. Dir. Donald Volkman, Chief Engr.	Universal Thesaurus UP
MITCHELL	KMHK 1947	1490 250	Mitchell Bcstg. Assn. 117 N. Main St. 621	MBS	Raymond V. Eppel, Pres., Gen. Mgr. & Prog. Dir.	B. Harland Ohde, Coml. & Prom. Mgr. Donald Dahl, Chief Engr.	Capitol UP

Ride the **WFBC**



It's the **STELLAR SELLER** in

Greater

GREENVILLE

South Carolina's TOP MARKET

Primary Coverage of 13 Counties
648,661 PEOPLE . . . 92,588 RADIO HOMES

NBC for the Greenville, Spartanburg, Anderson Market

Represented by
AVERY-KNODEL, INC.

DIRECTORY OF STANDARD 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, 1948)

SOUTH DAKOTA—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
PIERRE	KOPX 1927	630 200-D	Estate of Dana McNeil 203 W. Summit Ave. 351	KBS	Ida A. McNeil, Gen. Coml. & Prom. Mgr.	Charles W. Hobbs, Chief Engr. Cox & Tanz UP
RAPID CITY	KOTA 1936	1380 5,000	Black Hills Broadcast Co. Alex Johnson Hotel 2000	CBS	Robert J. Dean, Pres. & Gen. Mgr. Abner H. George, Assist. Mgr., Secy.-Treas. Stanley S. Lieberman, Sales Mgr.	Harry S. Peterson, Prog. Dir. Ellen Crilly, Prom. Mgr. A. E. Griffiths, Chief Engr. Holman Capitol Standard UP
RAPID CITY	WCAT 1922	1230 100-D SH	South Dakota School of Mines and Technology		
SIoux FALLS	KELO 1937	1230; CP-1320 250; CP-5,000	Midcontinent Bcstg. Co. Phillips Ave. at 8th St. 6363	NBC	Sam Fantle Jr., Pres. & Gen. Mgr. Ted Matthews, Coml. Mgr.	Evans Nord, Prog. Dir. Tony Moe, Prog. Dir. Lester C. Froke, Chief Engr. Pearson Standard Capitol UP
SIOUX FALLS	KIHO (Construction permit)	1270 1,000	Big Sioux Bcstg. Co. Inc. Box 702	David J. Kempkes } John D. Conner } James E. Sweet } Chief Owners	David S. Kemkes, James E. Sweet, Co.-Mgrs.
SIOUX FALLS	KSOO 1927	1140 5,000 L-WRVA	Sioux Falls Bcstg. Assn. Inc. 317 S. Phillips 757	Morton H. Henkin, Pres. George R. Hahn, Gen. Mgr. Rollie R. Williams, Gen. Sales Mgr.	George Rohn, Prom. Mgr. Maxwell F. Staley, Chief Engr. Avery-Knodel Thesaurus Standard AP
SIOUX FALLS	KISD	1230 250	KDAK, Inc. 355 Boyce Bldg.		
VERMILLION	*KUSD 1922	920 500 ST-KFNF	University of South Da- kota Union Bldg. 601-J	Irving R. Merrill, Dir. & Gen. Mgr. Bob Williamson, Prog. Dir.	Joe Langston, Prom. Mgr. Stephen J. Graf, Chief Engr. AP
WATERTOWN	KWAT 1940	1240 250	Midland Nat'l Life Ins. Co. Kemp & Broadway 777	KBS	F. L. Bramble, Pres. M. W. Plowman, Coml. & Prom. Mgr.	Bernice Dowling, Prog. Dir. Francis Alwin, Chief Engr. Cole UP
YANKTON	WNAX 1926	570 5,000	Cowles Bcstg. Co. 2nd & Capitol Sts. 442	MBS ABC	Gardner Cowles, Pres. Robert R. Tincher, Gen. Mgr. Don E. Inman, Coml. Mgr.	Herb Howard, Prog. Dir. James H. Allen, Prom. Mgr. Clifton Todd, Chief Engr. Katz Standard Cole AP, UP

TENNESSEE

ATHENS	WLAR 1946	1450 250	Athens Bcstg. Co. Hitch Bldg. 891	MBS KBS	Lowell F. Arterburn, Pres. & Gen. Mgr. Virgil Lindner Jr., Coml. Mgr.	Otis Parker, Prog. Dir. R. R. Magill, Chief Engr. Standard Keystone UP
BRISTOL	WOPI 1924	1490 250	Radiophone Bcstg. Sta- tion WOPI Inc. 310 State St. 9674	NBC KBS Tenn. Valley	W. A. Wilson, Pres. & Gen. Mgr. Roy L. Russell, Coml. Mgr.	Stewart O'Dell Musical, Dir. Ruth Mottern, Prom. Mgr. Russ V. Robinson, Chief Engr. Burn-Smith World Capitol Lang-Worth UP
CHATTANOOGA 2..	WAGC 1946	1450 250	Tenn. Valley Bcstg. Co. Hotel Patten 7-1128	MBS	Gordon W. Campbell } Herbert M. Martin } Humphrey B. Heywood } R. T. Russell } Part- ners	Vann Campbell, Gen. Mgr. Lang Thurman, Prog. Dir. Charles Stokley, Chief Engr. Rambeau Lang-Worth AP
CHATTANOOGA 2..	WAPO 1936	1150 5,000-LS 1,000-N	WAPO Bcstg. Service Read House 6-6141	NBC	R. G. Patterson, Gen. Mgr. Helen Patterson, Coml. Prog. & Prom. Mgr.	B. B. Barnes, Chief Engr. Headley-Reed World Thesaurus Associated Cole AP
CHATTANOOGA 2..	WDEF 1940	1370 5,000-LS 1,000-N	WDEF Bcstg. Co. Volunteer Bldg. 6-5664	ABC	Joe W. Engel, Pres. Ken Flenniken, Gen. & Coml. Mgr. Charles Gullickson, Prog. Dir.	W. H. Stamper Jr., Prom. Mgr. B. C. Baker, Chief Engr. Weed Capitol Cole UP
CHATTANOOGA 2..	WDOD 1925	1310 5,000	WDOD Bcstg. Corp. Hamilton Natl. Bank Bldg. 6-5117	CBS	Norman Thomas, Pres. Earl W. Winger, Vice-Pres. Ralph H. Patt Jr., Gen. & Coml. Mgr.	Gaylord McPherson, Prog. Dir. Elmer D. Kammer, Prom. Mgr. Roy Owens, Chief Engr. Raymer Standard UP
CHATTANOOGA	WJVW (Construction permit)	1490 250	Joe V. Williams, Jr. 1011 Hamilton Natl. Bank Bldg.		
CLARKSVILLE	WJZM 1941	1400 250	Campbell & Sheftall 411 Madison St. 2295	MBS KBS	E. T. Campbell, Chief Owner & Gen. Mgr. Clay Cline, Coml. Mgr.	Roy Smith, Prog. Dir. John H. Bailey, Chief Engr. Cox & Tanz World AP
CLEVELAND	WBAC 1945	1340 250	Robert W. Rounsaville Radio Center 62	MBS	Robert W. Rounsaville, Pres. & Gen. Mgr. A. D. Smith Jr., Station Mgr.	Art Selley, Prog. Dir. Sam Davis, Prom. Mgr. Jim Byerly, Chief Engr. Lang-Worth UP
COLUMBIA	WKRM 1946	1340 250	Middle Tenn. Bcstg. Co. P. O. Box 71 1340	MBS KBS	R. M. McKay Jr., Pres., Gen. Coml. & Prom. Mgr.	Chesley J. Smith, Prog. Dir. Revis V. Hobbs, Chief Engr. Thesaurus UP

COVERAGE *WITHOUT QUESTION...* IN A MARKET WORTH REACHING



RAPID CITY's population has more than **DOUBLED** in the past seven years, making it South Dakota's second largest city, with a population of 30,000.* This is no coincidence; it's an indication of the industrial, economic and cultural growth of the entire KOTA area.

A new Conlan survey shows that KOTA has kept pace with this expansion, that KOTA—and only KOTA—adequately covers this fast-growing market. To complement the Conlan Survey there's a new market data handbook, tailor-made for the alert time buyer.

A letter or wire to Bob Dean, president of KOTA, will bring you the complete story.

* Based on latest Telephone Company figures.



RAPID CITY, S. D.
5000 Watts • 1380 KC
CBS for South Dakota

DIRECTORY OF STANDARD 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, 1948)

TENNESSEE—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
COOKEVILLE	WHUB 1940	1400 250	WHUB Inc. Cookeville 200	CBS KBS	M. L. Medley, Pres., Gen. & Coml. Mgr. Joe Mabry, Station & Prog. Dir.	Jesse M. Beasley, Prom. Mgr. George Daugherty, Chief Engr.	UP
DYERSBURG	WDSG 1946	1450 250	State Gazette Bcstg. Co. Inc. Box 58 77	MBS KBS	Frank Armstrong, Gen. Mgr. Charles R. Bowen, Coml. Mgr.	Norb Beckers, Prog. Dir. C. W. Morrow, Chief Engr.	World AP
ELIZABETHTON	WBEJ 1946	1240 250	Elizabethton Bcstg. Co. Elk Ave. 9235	MBS	Robert W. Rounsaville, Pres. & Gen. Mgr. Thad Fitch, Station Mgr.	Bill Edgar, Prog. Dir. Bill Wagner, Prom. Mgr. Condon Bowers, Chief Engr.	Thesaurus UP
FAYETTEVILLE	WEKR (Construction permit)	1240 250	Elk River Bcstrs.	R. M. McKay, Sr. R. M. McKay, Jr. James M. McGrew Revis V. Hobbs R. A. Largen	} Part- ners	
GALLATIN	WHIN (Construction permit)	1010 1,000-D	Sumner County Broadcasting Co.			
GREENEVILLE	WGRV 1947	1340 250	Radio Greeneville Inc. Radio Bldg. 9478	MBS	Robert W. Rounsaville, Pres. & Gen. Mgr. Paul Metcalfe, Station Mgr.	Ed Daniels, Prog. Dir. Hugh Pickle, Prom. Mgr. Lalle Hampton, Chief Engr.	Capitol UP
HARRIMAN	WHBT 1946	1230 250	Harriman Bcstg. Co. Inc. Devonia at Crescent 870	MBS KBS	Jere B. Brewer, Pres. F. L. Crowder, Vice-Pref. & Gen. Mgr. Neil L. Shields, Secy.-Treas.	W. Lawrence Hedgpeth Jr. Coml. Mgr. & Prog. Dir. Montarie Hedgpeth, Prom. Mgr. Kenneth Hargis, Chief Engr.	Cox & Tanz Standard Thesaurus UP
JACKSON	WTJS 1931	1390 1,000	Sun Publishing Co. 104 Baltimore St. 7-3316	ABC	A. A. Stone, Vice-Pres. & Gen. Mgr. Frank S. Proctor, Mgr. Leslie R. Brooks, Asst. Mgr. Sam D. Lollar, Studio Dir.	Glenn E. Johnson, Prom. Mgr. Robert M. Gordon, Chief Engr.	Branham World AF, UP
JOHNSON CITY	WETB 1947	790 1,000-D	East Tenn. Bcstg. Co. Friss Bldg. 2281	Carl A. Jones Jr., Pres. & Gen. Mgr. Charles Powers, Coml. Mgr.	Arthur J. Borgesen, Prog. Dir. E. B. Jones, Chief Engr.	Wood & Colton World AP
JOHNSON CITY	WJHL 1939	910 5,000-LS 1,000-N	WJHL Inc. 143 W. Main St. 2780	ABC	W. Hanes Lancaster, Sr., Pres. Ken Marsh, Gen. & Coml. Mgr.	Berney Burleson, Prog. Dir. & Prom. Mgr. O. K. Garland, Chief Engr.	Pearson Lang-Worth AP, UP
JOHNSON CITY	WTVN (Construction permit)	1050 1,000-D	Washington County Broadcasting Corp. John Sevier Hotel			
KINGSPORT	WKPT 1940	1400 250	Kingsport Bcstg. Co. Inc. Box 870 2870	NBC Tenn. Valley	C. P. Edwards Jr., Pres. A. F. Martin, Gen. Mgr. Phil J. Weaver, Coml. Mgr.	Paul L. Overbay, Prog. Dir. Thomas Phillips, Chief Engr.	Burn-Smith Cummings Lang-Worth Standard Thesaurus AP
KNOXVILLE 42	WBIR 1941	1240 250	Radio Station WBIR Inc. 408 W. Church 4-3321	ABC	Gilmore N. Nunn, Pres. John P. Hart, Gen. Coml. & Prom. Mgr.	Tys Terwey, Prog. Dir. J. Rex Horton, Chief Engr.	Pearson Associated Capitol UP
KNOXVILLE	WIBK 1946	800 1,000-D	Independent Bcstg. Co. 908 S. Gay St. 4-9866	Marvin I. Thompson, Gen. Mgr. Kenneth McClure, Coml. Mgr.	Bob Charles, Prog. Dir. Helen Ross, Prom. Mgr. T. E. Hooper, Chief Engr.	Cooke MacGregor Associated AP INS
KNOXVILLE	WKGN 1947	1340 250	Clarence Beaman Park National Bank Bldg.	MBS			
KNOXVILLE 24	WNOX 1921	990 10,000	Scripps-Howard Radio Inc. 110 S. Gay St. 3-3171	CBS	Jack R. Howard, Pres. R. B. Westergaard, Vice-Pres. & Gen. Mgr. O. L. Smith, Coml. Mgr. & Station Dir.	Charles McMahon, Prog. Dir. Sarah Booth, Prom. Mgr. Ray Evans, Chief Engr.	Branham Standard UP
KNOXVILLE	WROL 1927	620 5,000	S. E. Adcock 531 S. Gay St. 2-7111	NBC Tenn. Valley	S. E. Adcock, Pres. & Gen. Mgr. C. H. Frazier, Coml. Mgr.	John Reese, Prog. Dir. & Prom. Mgr. F. M. Andrews, Chief Engr.	Blair Thesaurus World AP
LEWISBURG	WJJM 1947	1490 250	James J. Murray Estate Box 20 780	James J. Murray Estate, Chief Owner Louis D. Lingner, Gen. Mgr.	Daryl L. Laub, Prog. Dir. J. E. Sowell, Chief Engr.	World AP
MARYVILLE	WGAP 1947	1400 250	Gateway Bcstg. Co. Blount National Bank 2490	MBS	George R. Dempster } Part- Vic H. McLean } ners Robert M. Cladin, Prog. Dir., Gen. & Prom. Mgr.	John F. Main, Sales Mgr. Curtis Lamarr, Chief Engr.	Thesaurus UP
McMINNVILLE	WMMT 1947	1230 250	McMinnville Bcstg. Co. Inc. N. Chancery St. 401	MBS KBS	Royce Richards, Gen. Mgr. Roy E. Wood Jr., Coml. Mgr.	Ernie Richards, Prog. Dir. & Prom. Mgr. Claude Haston, Chief Engr.	World UP
MEMPHIS 4	WD-A 1947	730 250-D	Bluff City Bcstg. Co. 2074 Union Ave. 36-2703	John R. Pepper } Bert Ferguson } Partners Bert Ferguson, Gen. Mgr.	Lou Zlotky, Coml. Mgr. Gene Allen Carr, Prog. Dir. Frank T. Edwards, Chief Engr.	Pearson Standard UP INS

*since 1923 . . .
the leading station
in Memphis and the
Mid-South has been*

WMC

*First in AM broadcasting, First in FM broadcasting, Now planning
for Television . . . WMC has led all the way. No other station
in Memphis can boast the listener loyalty, the consistently
high Hoopers that this NBC outlet has earned for its
25 years of service to the people of Memphis and the Mid-South.*

WMC and WMC-FM

**WMC—5000 Watts Day & Night • 790 Kilocycles • NBC Affiliate
WMC-FM—261,000 Watts Day & Night • 99.7 MC • Channel 259**

*Represented Nationally by the Branham Company
Owned and Operated by the Commercial Appeal*

“the station *Most* people listen to *Most*” in Memphis

DIRECTORY OF STANDARD 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, 1948)

TENNESSEE—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
MEMPHIS 3	WHBQ 1925	1400 250	Harding College Hotel Gayoso 8-6868	MBS	E. A. Alburty, Gen. Mgr. E. Pournelle, Coml. Mgr.	Lade Conlee, Prog. Dir. W. M. Roy, Chief Engr. Walker Capitol AP
MEMPHIS 3	WHHM 1946	1340 250	Mid-South Bcstg. Corp. Sterick Bldg. 37-4422	Patt McDonald Gen. & Coml. Mgr.	Allan G. Avery, Prog. Dir. & Prom. Mgr. Wm. Marsh, Chief Engr. ForJoe AP
MEMPHIS 1	WMC 1932	790 5,000	Memphis Publishing Co. Goodwyn Institute Bldg. 8-7464	NBC	H. W. Slavick, Gen. Mgr. J. C. Eggleston, Coml. Mgr. Wilson Mount, Prog. Dir.	Walter E. Frase, Prom. Mgr. E. C. Frase Jr., Chief Engr. Bratham UP
MEMPHIS 3	WMPS 1925	680 10,000-LS 5,0000-N	WMPS Inc. Columbian Mutual Tower 5-2721	ABC	Harold R. Krelstein, Gen. Mgr. Robert Neal Hobgood, Prog. Dir.	Matty Brescia, Prom. Mgr. J. G. Deaderick, Chief Engr. T-H-S Radio Sales Standard AP, UP
MEMPHIS	WREC 1924	600 5,000	Hoyt B. Wooten	CBS	Hoyt B. Wooten, Owner & Gen. Mgr.	Hollis Wooten, Coml. Mgr. Ray Wooten, Prog. Mgr. Katz
MORRISTOWN	WCRK 1947	1450 250	Cherokee Bcstg. Corp. Morristown 1450	MBS	H. S. Walters, Pres. Hal Falter, Gen. Mgr. Howell Ashford Jr., Coml. Mgr.	Bob Tamblyn, Prog. Dir. Bill Cooper, Prom. Mgr. Larry Martin, Chief Engr. World AP
MURFREESBORO	WGNS 1946	1450 250	Murfreesboro Bcstg. Co. 118 N. Church St. 1450	MBS	Cecil N. Elrod, Pres. & Gen. Mgr. Harold Huffines Coml. Mgr.	Howard Byrum, Prog. Dir. John Dodd, Prom. Mgr. Glen Snoddy, Chief Engr. Holman Capitol World UP
NASHVILLE 3	WKDA 1947	1240 250	Capitol Bcstg. Co. American National Bank Bldg. 4-0511	T. B. Baker Jr. } A. G. Beaman } Owners	T. B. Baker Jr., Gen. Mgr. O. C. Griffin Jr., Chief Engr. Capitol Lang-Worth AP
NASHVILLE	WLAC 1926	1510 50,000	J. T. Ward	CBS	J. T. Ward, Owner F. C. Sowell, Gen. Mgr.	Paul Oliphant, Prog. Dir. Raymer
NASHVILLE	WMAK 1948	1300 5,000	Volunteer State Bcstg. Co. Inc. Maxwell House	MBS	Frank W. Mayborn, Pres. Edward M. Kirby, Gen. Mgr.	Shelton Weaver, Chief Engr. UP
NASHVILLE 3	WSIX 1927	980 5,000	WSIX Bcstg. Station Nashville Trust Bldg. 5-5431	MBS, ABC	Jack M. Draughon } Part- Louis R. Draughon } ners E. S. Tanner, Coml. Mgr.	Ottis Roush, Prog. Dir. Dr. Fred Schumann, Chief Engr. Katz Standard AP
NASHVILLE 3	WSM 1925	650 50,000	WSM Inc. National Life Bldg. 6-7181	NBC	John H. DeWitt Jr., Pres. Harry Stone, Gen. Mgr. Jack Stapp, Prog. Dir.	Bill Graham, Prom. Mgr. George Reynolds, Chief Engr. Petry AP INS
OAK RIDGE	WATO (Construction permit)	1490 250	Pellegrin and French Municipal Market Bldg.	MBS	Marshall H. Pengra, Pres. & Gen. Mgr. Harry Weaver, Coml. Mgr.	Arthur Metzler, Prog. Dir. Lorenzen & Thompson Standard UP
OAK RIDGE	WOND (Construction permit)	1450 250	Highlands Bestrs. Inc.	Sam K. Carson, Pres.	G. Paul Crowder, Gen. Mgr.
PARIS	WPTN (Construction permit)	910 1,000-D	Broadcasters Associates	James H. McKee } Part- Odes E. Robinson } ners	
PARIS	WTPR 1946	710 250-D	Kentucky Lake Bcstg. System Inc. 100½ Market St. 1700	KBS	E. Weeks Smith, Pres. & Gen. Mgr. Parkman R. Feezor, Coml. Mgr.	Bettye Baggett, Prog. Dir. Joseph Brandt, Prom. Mgr. Carlos Steele, Chief Engr. Clark Lang-Worth AP
PULASKI	WKSR 1947	730 250-D	Pulaski Bcstg. Co. Radio Bldg. 661	MBS	Robert W. Rounsaville, Pres. & Gen. Mgr. Virgil Trimm, Station Mgr.	Bill Schoocraft, Prog. Dir. Hugh Brewer, Prom. Mgr. Elton Chick, Chief Engr. UP
SHELBYVILLE	WHAL 1946	1400 250	Shelbyville Bcstg. Co. 112½ East Side Square	MBS	J. O. Fly, Sr. } Geo. F. Fly } Part- Harvard P. Smith } ners	
TULLAHOMA	WJIG (Construction permit)	740 250-D	Tri-Cities Bcstg. Co. Box 411	Raymond L. Pres- cott, Jr. } Henry L. Wilson } Part- ners	
UNION CITY	WENK 1946	1240 250	Union City Bcstg. Co. Inc. First & Washington 1240	MBS	B. Cary Brummel, Pres. A. B. Robinson, Gen. Mgr. Dave Capps, Coml. Mgr.	Jim Blaine, Prog. Dir. Lou Wrather, Prom. Mgr. James Thomas, Chief Engr. World UP
WINCHESTER	WCDT (Construction permit)	1340 250	Arthur D. Smith Jr. Winchester	Arthur D. Smith Jr. Owner	

TEXAS

ABILENE	KRBC 1936	1450 250	Reporter Bcstg. Co. Windsor Hotel 6255	ABC Texas State	M. B. Hanks, Pres. Howard Barrett, Gen. Mgr. Forest Lane, Coml. & Prom. Mgr.	Bro Mingus, Prog. Dir. J. B. Casey, Chief Engr. Pearson Thesaurus Lang-Worth AP
ALICE	KBKI 1946	1070 1,000-D	Alice Bcstg. Co. Hotel Alice	J. H. Mayberry, Buford Nicholson and E. G. Lloyd, Jr.	Leon Lloyd, Gen. Mgr. & Coml. Mgr. Cooke, Gene Grant
ALPINE	KVLF 1947	1490 250	Big Bend Broadcasters Holiday Hotel 37	MB South- west	Barney H. Hubbs, Pres. George H. Peters Jr., Gen. & Coml. Mgr.	Thomas B. Erwin, Prog. Dir. & Prom. Mgr. Katz Lang-Worth AP

DIRECCIÓN CABLEGRÁFICA:
"MUNDO"

EL MUNDO

EL DIARIO DE MAYOR CIRCULACION EN PUERTO RICO
SAN JUAN, P.R.,

MEMO TO: TIMEBUYERS:

EL MUNDO of San Juan, Puerto Rico, announces the opening of its new 5,000 watt broadcasting station scheduled to coincide with the beginning of the New Year.

Advertisers in the Puerto Rican market will find in WEMB the same quality and service that have been offered for so many years by EL MUNDO and PUERTO RICO ILUSTRADO.

For data and availabilities we invite you to contact our exclusive mainland representatives,

INTER AMERICAN PUBLICATIONS, INC.,
41 East Forty Second Street, New York, 17.

DIRECTORY OF BROADCASTING STATIONS IN CANADA

*-Non-Commercial Stations

N-Night

LS-Operates to Local Sunset

BRITISH COLUMBIA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive	Personnel	Representative
CHILLIWACK	CHVK 1927	1340 250	Fraser Valley Bestg. Ltd. 5-Yale East 7511	Dominion	C. C. Wells, Pres. Jack Pilling, Managing Dir.	W. G. Teetzel, Coml. Mgr. J. M. M. MacLachlan, Prod. Mgr.	Trans. Librar News Service All-Canada Weed Cole United BUP
DAWSON CREEK	CJDC 1947	1350 1,000	Wilma Moore Dawson Creek	Wilma Moore, Pres. & Gen. Mgr. Gordon H. Cummings, Station Mgr.		
KANLOOPS	CFJC 1926	910 1,000	Sentinel Publishing Co. 310 St. Paul St. 1021	Trans-Canada	Ian G. Clark, Gen. Mgr. Robert Innes, Coml. Mgr.	Walter Harwood, Prog. Dir. George Henderson, Chief Engr.	All-Canada Weed Exclusive PN
KELOWNA	CKOV 1931	630 1,000	Okanagan Bestg. Ltd. Radio Bldg. 200	Trans-Canada	G. T. B. Browne, Pres. Marior. E. Lee, Secy-Treas. J. W. B. Browne, Gen. Mgr.	J. Reg. Beattie, Com. Mgr. S. E. Tapley, Assist. Mgr. J. Fred Weber, Chief Engr.	All-Canada Weed Lang-Worth Sesac Thesaurus World PN
NELSON	CKLN 1939	1240 250	News Publishing Co. Box 250 19	Trans-Canada	Joan Orr, Gen. Mgr.	Henry LeMoigne, Prom. Mgr. Tom Walsh, Chief Engr.	Stovin Baldwin Young Freemantle PN
NEW WESTMINSTER	CKNW 1944	1230 250	International Bestg. Co. 752 Columbia St. 3000	Wm. Rea Jr., Pres. & Gen. Mgr. David M. Armstrong, Coml. Mgr.	Gordon M. Reid, Prog. Dir. & Prod. Mgr. Sheila Hassell, Prom. Mgr. Bill Collins, Chief Engr.	Radio Repre sentatives For Joe Associated World PN
PORT ALBERNI	CJAV 1946	1240 250	CJAV Ltd. 3rd Ave. N. 2 Redford Rd.	Margaret Rea, Pres. Charles J. Rudd, Gen. Mgr. Charles Patrick, Coml. Mgr.	Ken E. Hutchinson, Prog. Dir. Hugh Holloway, Chief Engr.	Radio Repre sentatives Lang-Worth PN
POWELL RIVER	1490 520	Al Harvey Alagard Powell River	Al Harvey Alagard, Owner & Gen. Mgr.		
PRINCE GEORGE	CKPG 1945	550 250	Radio Station CKPG Ltd. Ritz Kiefer Hall 140	Trans-Canada	Frank H. Elphicke, Pres. Cecil G. Elphicke, Gen. Mgr. Jack E. Carbutt, Coml. & Prog. Dir.	John V. Boates, Prom. Mgr. Ray J. Tate, Chief Engr.	All-Canada Weed United

COMMANDING
ATTENTION . . .
EARNING RESULTS

FIRST IN AUDIENCE
(Elliott Haynes)

FIRST IN COVERAGE
(Bureau of Broadcast Measurement)

FIRST IN RESULTS
(Canadian Facts Dealer Preference Survey)

FIRST IN PROMOTION
(The Billboard's 1947 Promotion Competition)

Consult All-Canada or Weed & Company

Vancouver's

CKWX

5000 WATTS

The Station with
**PROMOTION
YARDSTICK**

★ CKNW ★ TOP STATION
★ BOTH in Vancouver
and ★ NEW WESTMINSTER

A1

HALF THE HOMES
IN BRITISH COLUMBIA
WITHIN 15 MILES
OF OUR TOWER

REACH THIS RICH MARKET
through **CKNW**
NEW WESTMINSTER, B.C.

A3

WITHIN 15 MILES
OF OUR TOWER

93
SAWMILLS
Producing over
4,000,000 Bd. Ft.
of LUMBER
Daily.

REACH THE RICH MARKET
through **CKNW**
NEW WESTMINSTER, B.C.

A6

\$11¼ MILLIONS
in
EGGS - POULTRY - CHICKS
produced annually
WITHIN 15 MILES
OF OUR TOWER

REACH THE RICH MARKET
through **CKNW**
NEW WESTMINSTER, B.C.

A2

526,059
PEOPLE LIVE WITHIN
15 MILES OF
OUR TOWER

Reach This Rich Market
through **CKNW**
NEW WESTMINSTER, B.C.

DIRECTORY OF STANDARD 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
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1948)

TEXAS—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
AMARILLO	KAMQ 1947	1010 1,000-D	Top of Texas Bcstg. Co. 1301 Polk St. 2-6543	Walter G. Russell, Pres. W. J. Dickerson, Gen. & Prom. Mgr.	Jack Petrie, Coml. Mgr. Ray Whitworth, Prog. Dir. Stewart Parsons, Chief Engr.	Griffith Thesaurus AP
AMARILLO	KFDA 1939	1230 250	Amarillo Bcstg. Corp. 109 E. 5th St. 5343	ABC	Gilmore Nunn, Pres. H. P. Roberson, Gen. & Coml. Mgr.	Bill Fairley, Prog. Dir. Bill Kelley, Prom. Mgr. Noel Luddy, Chief Engr.	Pearson World Capitol UP
AMARILLO	KGNC 1922	710 10,000	Plains Radio Bcstg. Co. Radio Building 4242	NBC Lone Star Texas- Quality	Gene A. Howe, Pres. O. L. Ted Taylor, Exec. Gen. Mgr. Aubrey Jackson, Gen. Mgr.	Bob Watson, Prog. Dir. William H. Torrey, Chief Engr.	T-H-S Standard Lang-Worth Cole AP, UP
AMARILLO	KVAZ 1947	940 1,000	Plains Empire Bcstg. Co. 1014 W. 7th 2-6773	MBS	Lonnie J. Preston, Pres. & Gen. Mgr. Jim Rennie, Coml. Mgr.	George McBride, Chief Engr.	UP
ATHENS (Construction permit)	1410 250-D	The Henderson County Broadcasting Co. 3524 S. Henderson St. Fort Worth, Tex.	J. B. McNutt, Jr. } Merl Saxon } Partners		
AUSTIN	KNOW 1926	1490 250	Frontier Bcstg. Co. Capitol National Bank Building 2-6213	ABC Texas State	Gene L. Cagle, Pres. Louis R. Cook, Gen. Mgr. M. H. Coleman, Coml. Mgr.	Conrad Vernon, Prog. Dir. & Prom. Mgr. James E. Lewis, Chief Engr.	Weed Capitol AP
AUSTIN	KTXN (Construction permit)	1370 1,000-D	Thomas G. Harris	Thomas G. Harris, Gen. Mgr.		AP
AUSTIN	KTBC 1939	590 5,000-LS 1,000-N	Texas Bcstg. Corp. Brown Building 2-2424	CBS	Claudia T. Johnson, Pres. J. C. Kellan, Vice-Pres., Gen. Mgr. & Prog. Dir. Willard Deason, Assist. Gen. & Coml. Mgr.	Harvey Payne, Prom. Mgr. Frank W. Yeagley, Chief Engr.	T-H-S World UP
AUSTIN	KVET 1946	1300 1,000	Austin Bcstg. Co. 113 W. 8th St.	MBS	John B. Connally, Pres. & Mgr. J. J. Pickle, Coml. Mgr.	Fred M. Caldwell, Prog. Dir. Frank Yeagley, Chief Engr.	Forjoe Lang-Worth UP
BALLINGER	KRUN 1947	1400 250	Runnels County Broad- casting Co. Ballinger 711	R. E. Bruce, Pres. & Gen. Mgr.	J. M. Isaacs, Prog. Dir. J. O. Braden, Chief Engr.	Standard AP
BAY CITY	KIOX 1946	1270 1,000	Bay City Bcstg. Co. Box 1391 642	MBS	J. G. Long, Managing Dir. Royce A. Collier, Gen. Mgr.	George S. Lanham, Coml. Mgr. Olgie Fremont, Prog. Dir. Frank Woods, Chief Engr.	Thesaurus AP
BEAUMONT	KPDM 1924	560 1,000; CP-5,000	Beaumont Bcstg. Corp. P.O. Box 2950 2-7758	ABC	D. A. Cannan, Pres. C. B. Locke, Gen. & Coml. Mgr.	Dave Russell, Prog. Dir. Helen Caldwell, Prom. Mgr. L. M. Sanders, Chief Engr.	Free & Peters Lang-Worth Standard UP
BEAUMONT	KPBX 1947	1380 1,000-D	KPBX Broadcasting Co. New Crosby Hotel			
BEAUMONT	KRIC 1938	1450 250	KRIC Inc. 130 Wall St. 4200	E. C. Davis, Chief Owner. Phillip E. Dusenbury, Gen. & Coml. Mgr.	Louis A. Breault Jr., Prog. Dir. M. J. Easterwood Jr., Chief Engr.	Branham Thesaurus Capitol Associated AP
BEAUMONT	KTRM 1947	990 250-D	KTRM Inc. 230 Orleans St. 2-8478	KBS	Jack Neil, Pres. & Gen. Mgr. G. L. Kirk, Coml. Mgr. Joe Trum, Prog. Dir.	Ben F. Hughes, Chief Engr.	World AP INS
BIG SPRING	KBST 1936	1490 250	Big Spring Herald Broad- casting Co. Inc. 702 Johnson St. 1500	ABC Texas State	Jack Wallace, Gen. Mgr. Bill Cox, Coml. Mgr.	Lloyd Hawkins, Prog. Dir. & Prom. Mgr. Andrew Jones, Chief Engr.	Pearson Thesaurus AP
BONHAM	KFYN (Construction permit)	1420 250	Frank Svoboda Box 294			
BORGER	KHUZ 1946	1490 250	R. G. Hughes Highway 117 1600	MBS	R. G. Hughes, Pres. Wayne Phelps, Gen. Mgr. Les Helmes, Coml. Mgr.	Hal Moon, Prog. Dir. Herman Kreiger, Chief Engr.	Lang-Worth World SESAC AP
BRADY	KNEL 1935	1490 250	G. L. Burns Brady 77	KBS	G. L. Burns, Pres. & Gen. Mgr. C. D. Reed, Coml. & Prom. Mgr.	Gene Burns, Prog. Dir. Cecil Nelin, Chief Engr.	AP
BRECKENRIDGE	KSTB 1947	1430 500-D	Stephens County Broad- casting Co. Miller Bldg.	Robert W. Chapman } Manning L. Trammell }ners		
BRANHAM	KWHI 1947	1280 1,000-D	Tom S. Whitehead Branham 655	Tom S. Whitehead, Pres. & Gen. Mgr.	H. B. Balch, Chief Engr.	Lang-Worth UP
BROWNSVILLE	KVAL 1946	1490 250	KEEW Ltd. San Benito Highway 1273	ABC	T. Frank Smith, Pres. Byron Winstead, Gen. Mgr. Dick Smith, Coml. Mgr.	Fred McCall, Prog. Dir. Duane McCoy, Prom. Mgr. Leonard Dutton, Chief Engr.	Free & Peters AP

Business
Social Lesson N°1: How to woo a BILLION \$!
 (and don't forget... Miss Dallas-Ft. Worth Area
 has an annual buying income of over a \$BILLION to spend!)



- A.** You locate a lovely lady with \$1,000,000,000 yearly to spend: Miss Dallas-Ft Worth Area.
- B.** Hire two industrious and attentive escorts... Stations WRR (Dallas) and KFJZ (Ft Worth)... to drive away all competition.
- C.** CONCENTRATE and hammer home YOUR sales talk at all hours, day and night from as many approaches as possible... TWO stations for a single price, either simultaneous or separate schedules!

WRR - KFJZ AREA (100-Mile Radii)	
*Population	1,898,300
*Buying Income	\$1,890,148,000.00
Bank Deposits	\$1,904,769,000.00
*Retail Sales	\$1,239,913,000.00
*Wholesale Sales	\$1,662,055,000.00
Auto Registrations	498,255
† Radio Families	410,033
<small>*Sales Management, 1947. †B.M.B. Area Survey, 1946.</small>	

TEXAS' BEST RADIO BUY

WRR  **KFJZ**
 DALLAS FT. WORTH

TWO STATIONS FOR ONE PRICE

NATIONAL REPRESENTATIVE
WEED & COMPANY
 NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • HOLLYWOOD

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

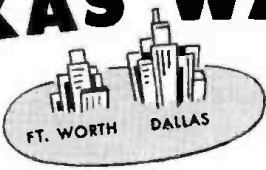
*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1948)

TEXAS—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
BROWNWOOD	KBWD 1941	1380 1,000-LS 500-N	Brown County Bcstg. Co. 800 Hawkins St. 2401	MBS KBS Texas— State	Wendell Mayes, Pres. & Gen. Mgr. F. T. Wilson, Coml. Mgr.	Howard Edwards, Prog. Dir. A. W. Stewart, Chief Engr. Walker Lang-Worth UP
BRYAN	KORA 1947	1240 250	Bryan Bcstg. Co. 305 W. 26th St. 2-1451	David C. Jones Jr., Owner & Gen. Mgr. Maxine Saunders, Coml. Mgr.	Cecil Beardon, Prog. Dir. & Prom. Mgr. Robert M. Shuffler, Asst. Mgr. & Chief Engr. Thesaurus AP
CANYON	KPAN (Construction permit)	860 250-D	Randall County Broad- casting Co. 1912 Ave. E. Brownwood, Tex.	Marshall Formby } John Blake } Partners	
CHILDRESS	KCTX 1947	1510 250-D	Golden West Broadcast- ing Co. Inc. 217½ N. Main 1085	MBS	Richard M. Hagan, Pres. & Coml. Mgr. George D. Cowen, Gen. Mgr.	James D. Abbott, Prog. Dir. Hal S. Christensen, Chief Engr. Standard AP
CLEBURNE	KCLE 1947	1120 250-D	Martl Inc. 919 N. Main 1025	George W. Martl, Pres. & Gen. Mgr. Jo C. Martl, Assist. Mgr.	John Martl, Coml. Mgr. Billie D. Moorman, Prog. Dir. George W. Martl, Chief Engr. Capitol UP
COLEMAN	KSTA 1947	1000 250-D	Coleman County Broad- casting Co. Box 827 8406	Jack South, Gen. Mgr.	A. W. Stewart, Chief Engr. Capitol UP
COLLEGE STATION	WTAW 1922	1150 1,000-D	Agric. & Mech. College of Texas Administration Bldg. 4-6724	ABC	W. R. Pierre, Station Mgr. & Prog. Dir. B. J. Cook, Coml. Mgr.	Pat Gates, Prom. Mgr. Frank J. Sosolik, Chief Engr. Griffith World SESAC AP
CORPUS CHRISTI	KEYS 1941	1440 1,000-LS 500-N	Nueces Broadcasting Co. Centre Theatre Bldg. 2-7411	CBS	E. C. Hughes, Gen. Mgr. Kelley Wofford, Coml. Mgr. Bill McRae, Prog. Dir.	Lorraine Berry, Prom. Mgr. Harold Griffith, Chief Engr. T-H-S World UP
CORPUS CHRISTI	KRIS 1937	1360 1,000	Gulf Coast Bcstg. Co.	MBS, NBC Lone Star Texas- Quality	T. Frank Smith, Gen. Mgr.	Free & Peters
CORPUS CHRISTI	KSIX 1947	1230 250	Corpus Christi Broad- casting Co., Inc. Show Room Bldg. 2-9242	ABC	Vann M. Kennedy, Pres. & Gen. Mgr. Charles R. Manning, Coml. Mgr.	Jack Foster, Prog. Dir. Troy Whitaker, Chief Engr. Forjoe Lang-Worth UP
CORPUS CHRISTI	KWEU 1943	1030 50,000-D	Baylor University 912 Commerce St., Dal- las Riverside 2431	Carr P. Collins, Pres. Homer Hogan, Mgr. Bob McBride, Prog. Dir.	Nestor Cuesta Jr., Chief Engr. Branham AP
CORSICANA	KAND 1937	1340 250	Alco Inc. State Nat'l Bank Bldg. 2486	KBS	J. C. West, Vice-Pres. Ernest T. Jones, Gen. Mgr.	E. R. Hellums, Chief Engr. Branham Standard Thesaurus UP
DALHART	KXIT (Construction permit)	1410 500-D	Dalrad Assoc. Dalhart	Baird Bishop } Ed Bishop } Partners	
DALLAS	KIXL 1947	1040 1,000-D	Variety Bcstg. Co. Inc. 1401 S. Akard St. Riverside 4521	Lee Segall, Pres. & Gen. Mgr. Tom Massey, Assist. Mgr. Charles F. Payne, Prog. Dir.	John D. Wilson, Prod. Mgr. Bob E. Tripp, Chief Engr. Rambeau Standard World AP
DALLAS 1	KRLD 1926	1080 50,000	KRLD Radio Corp. Adolphus Hotel Central 6811	CBS	John W. Runyon, Pres. Clyde W. Rembert, Gen. Mgr. William A. Roberts, Coml. Mgr.	Roy George, Prog. Dir. J. W. Crocker, Prom. Mgr. R. M. Flynn, Tech. Supvr. Branham Capitol Standard AP, INS
DALLAS 4	KSKY 1941	660 1,000-D	Sky Broadcasting Service Hotel Stoneleigh Central 6193	A. L. Chilton, Pres. R. G. Terrill, Gen. & Coml. Mgr.	Leonard Holland, Prog. Dir. Morris M. Ming, Chief Engr. Associated AP
DALLAS 5	WFAA 1 1922	820 50,000 570 5,000 ST-WBAP	Dallas Morning News 1122 Jackson St. Riverside 9631	ABC, NBC Texas— Quality	E. M. Dealey, Pres. Martin Campbell, Gen. Mgr. Ralph W. Nimmons, Coml. Mgr.	Robert Summers, Prom. Mgr. Raymond Collins, Chief Engr. Petry Associated Thesaurus Lang-Worth AP, UP
DALLAS 1	WRR 1920	1310 5,000	City of Dallas Municipal Radio Bldg. Tenison 3-6101	MBS Texas— State	Charles B. Jordan, Gen. Mgr. Dale Drake, Coml. Mgr. Pete Teddie, Prog. Dir. & Prom. Mgr.	Durward J. Tucker, Chief Engr. Weed AP
DEL RIO	KDLK 1947	1230 250	Del Rio Broadcasting Co. Del Rio 1150	MBS	James A. Clements, Pres. & Gen. Mgr. John Harris, Prog. Dir.	Gonzalo G. Moyo, Prom. Mgr. Norman Lassetter, Chief Engr. Griffith
DENTON	KDNT 1938	1450 250	Harwell V. Shepard Radio Center 276	KBS	Harwell V. Shepard, Owner & Gen. Mgr.	Thesaurus UP
EAGLE PASS	KXEG (Construction permit)	1450 250	J. G. Long 2521 Ave. F. St. Bay City, Tex.		
EASTLAND	KCOW (Construction permit)	1600 1,000	Eastland-Ranger-Cisco Broadcasting Co. 410 S. Hillcrest	John D. Harvey } W. H. Wright } Partners Harry N. Harris }	
EDINBURG	KURV 1947	710 250-D	J. C. Looney San Antonio Highway 710	J. C. Looney, Pres. Louis Alken Jr., Gen. Mgr. Walter Widlar, Coml. Mgr.	Stuart Graymount, Prog. Dir. Jane Trimmer, Prom. Mgr. Warren Chase, Chief Engr. Forjoe World UP

1 NOTE: Stations are assigned fulltime, but divide time between two channels. NBC rides 820 kc clear channel; ABC rides 570 kc regional channel. When WFAA operates on clear channel, WBAP operates on regional and vice versa. Both channels are for combined coverage of Dallas-Ft. Worth market areas.

DOWN TEXAS WAY...



use Station

WFAA

RADIO SERVICE OF THE DALLAS MORNING NEWS

TO MAKE

Sales the Easy Way!

It's as simple as

1 • 2 • 3

**to make the rich
DALLAS - FT. WORTH
market *PAY!***

1

**STATION
W F A A**

2

**FREQUENCIES
820 + 570**

3

**NETWORKS
NBC-ABC-TQN**

★ Advertisers who use WFAA to cover the Dallas-Fort Worth market get what they want—*complete coverage from one Station, on two frequencies, and with the top attractions of three networks, to provide greater audience appeal and sales impact on the Southwest's greatest market.*

Station **WFAA**
DALLAS, TEXAS

and
WFAA
F M

★ Now—WFAA-FM is operating with 14,000 watts, radiated power at 98 Megacycles—Channel 250, bringing to the Dallas-Fort Worth markets this new form of radio service with all of the advantages this finer, better broadcasting offers.

Represented Nationally

EDWARD PETRY and COMPANY

*On the Great
Southwest Market*

DALLAS

*Studios in
DALLAS
and
FT. WORTH*

KRLD

*The
TIMES HERALD
Station*

*As Your Best Buy
Day or Night*

FT. WORTH



Exclusive CBS Outlet for DALLAS - FORT WORTH

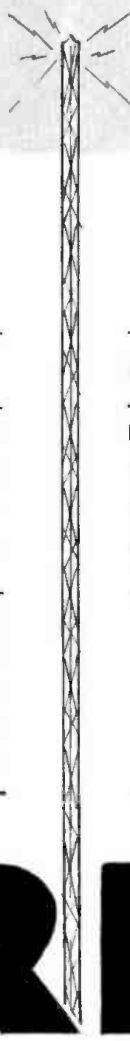
50 K. W. 1080 K. C.

Represented by the BRANHAM COMPANY

KRLD

Oldest CBS AFFILIATE IN
 TEXAS ★ ONLY FULL-TIME
 50,000-WATT STATION SERVING
 THE BIG DALLAS-FORT WORTH

Area!



BMB DATA — NIGHTTIME

BMB %	No. of Counties	1946 Radio Families	Families Nighttime Audience
DALLAS 93%		96,600	90,520
Dallas County 92%		128,720	118,890
FORT WORTH 88%		64,650	56,910
Tarrant County 87%		79,850	69,450
50% or more	126	693,350	531,290
40% " "	182	861,430	606,010
30% " "	249	1,028,750	661,970
20% " "	362	1,320,120	730,870
10% " "	597	2,111,860	842,560

BMB DATA — DAYTIME

BMB %	No. of Counties	1946 Radio Families	Families Daytime Audience
DALLAS 81%		96,600	79,030
Dallas County 81%		128,720	104,230
FORT WORTH 75%		64,650	48,620
Tarrant County 77%		79,850	61,680
50% or more	104	979,980	494,840
40% " "	138	1,086,900	542,920
30% " "	172	1,187,690	578,030
20% " "	236	1,459,310	654,200
10% " "	335	1,770,240	692,670

Number 1
Radio Station

KRLD

Number 1
Radio Market South

The Times Herald Station

Represented by the Branham Company

DIRECTORY OF STANDARD 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, 1948)

TEXAS—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
EL CAMPO	KULP (Construction permit)	1390 500-D	Wharton County Broad- casting Co. 1424 Republic Bank Building Dallas, Texas	Louis Thurmond Culp Krueger Lafayette Lionel Duckett Charles Coppage Ingram J. Edward Johnson Ross Bohannon } Partners		
EL PASO	KELP 1947	920 1,000-D	Paso Broadcasting Co. 106 Texas St. 3-3658	Tim Carroll, Gen. Mgr.	Jesse Martin Neil, Chief Engr.	Pearson Capitol UP
EL PASO	KEPO 1947	690 5,000	H. J. Griffith 2419 N. Piedras St. Dallas, Tex. 5-2731	ABC	H. J. Griffith, Pres. Willard L. Kilne, Gen. Mgr. Larry Clair, Coml. Mgr.	John Hicks, Prog. Dir. E. L. Gemoetz, Chief Engr.	Raymer Standard UP
EL PASO	KROD 1940	600 5,000	Roderick Bcstg. Corp. 2201 Wyoming St. Main 2020	CBS South- west	Dorrance D. Roderick, Pres. Val Lawrence, Gen. Mgr. Ted Hunt, Prog. Dir.	Frank Junell, Prom. Mgr. Edward P. Talbott, Chief Engr.	T-H-S Standard Associated AP
EL PASO	KSET 1947	1340 250	Sunland Bcstg. Co. 307 Mills St. 3-2693	MBS	Edward D. Hodge, Pres. Vincent W. McConn, Gen. Mgr.	William H. Gerlach, Coml. Mgr. David E. Bigley, Prog. Dir. Lloyd W. Hilbun, Chief Engr.	Lang-Worth World AP
EL PASO	KTSM 1929	1380 1,000-LS 500-N	Tri-State Bcstg. Co. Inc. 801 N. Oregon St. Main 3122	NBC	Frances Walz Bredberg, Pres. Karl O. Wyler, Gen. Mgr. Roy T. Chapman, Coml. & Prom. Mgr.	Jack R. Rye, Prog. Dir. Kenneth J. Walton, Chief Engr.	Hollingbery Thesaurus UP
FORT WORTH 1	KCNC 1946	870 250-D	Blue Bonnet Bcstg. Corp. 705½ Main St. 2-7175	J. H. Speck, Pres. & Gen. Mgr. A. Earl Cullum Jr., Vice- Pres. Elliott Wilkinson, Secy.- Treas.	Jack Hopkins, Assist. Mgr. & Tech. Dir. Jim Bradley, Prog. Dir. Chester Grubbs, Chief Engr.	Walker Lang-Worth Capitol AP
FORT WORTH	KCUL (Construction permit)	1540 5,000-LS 1,000-N	East-West Bcstg. Co. First Nat'l Bank Bldg.			
FORT WORTH 1	KFJZ 1922	1270 5,000	Tarrant Bcstg. Co. 1201 W. Lancaster 3-3473	MBS Texas— State	Gene L. Cagle, Pres. & Gen. Mgr. Clyde Pemberton, Coml. Mgr.	Wally Blanton, Prog. Dir. Forrest Clough, Prom. Mgr. Truett Kimzey, Chief Engr.	Weed AP
FORT WORTH	KWBC 1946	970 1,000-D	Worth Bcstg. Co.			
FORT WORTH 4	KXOL 1946	1360 1,000	Fort Worth Bcstg. Co. 1216 Pennsylvania Ave. 3-1448	F. M. Skinner, Pres. Russ N. Lamb, Gen., Coml. & Prom. Mgr.	Bill Herring, Prog. Dir. John R. Crouse, Chief Engr.	Pearson Lang-Worth AP
FORT WORTH 2	WBAP ¹ 1922	820 50,000 570 5,000 ST-WFAA	Carter Publications Inc. Medical Arts Bldg. 3-1234	ABC, NBC Lone Star Texas— Quality	Amon G. Carter, Pres. Harold V. Hough, Radio Dir. George Cranston, Gen. Mgr. Roy I. Bacus, Coml. Mgr.	Ed Lally, Prog. Dir. Jack Rogers, Prom. Mgr. R. C. Stinson, Chief Engr.	Free & Peters World Lang-Worth Cole AP
FREDERICKSBURG	KNAF 1947	1340 250	Gillespie Bcstg. Co. Security State Bank Bldg. 311	MBS	Jerry Fisher, Gen. Mgr.	H. W. Smith, Chief Engr.	AP
GAINESVILLE	KGAF 1947	1580 250-D	Gainesville Broadcasting Co. Inc. Training School Road 1600	Joe M. Leonard Sr., Pres. Joe M. Leonard Jr., Gen. & Coml. Mgr.	Louis C. Pitchford Jr., Prog. Dir. & Prom. Mgr. William R. Johnson, Chief Engr.	Thesaurus Standard AP
GALVESTON	KGBC 1947	1540 1,000-D	James W. Bradner Commerce Bldg. 4329	James W. Bradner Jr., Pres. & Gen. Mgr. Floyd Smith, Coml. Mgr.	Dean Turner, Prog. Dir. Jesse Simms, Chief Engr.	Capitol AP
GALVESTON	KLUF	1400 250	The KLUF Bcstg. Co.	MBS KBS	George Roy Clough, Pres.		Rambeau
GONZALES	KCTI 1946	1450 250	Gonzales Bcstg. Co. 425 St. George St. (Temp.) 692	Lawrence M. Walshak } Chief Frank Wilson Jr. } Owners Lawrence M. Walshak, Gen. & Coml. Mgr.	Rosemary Hermann, Prog. Dir. Frank Wilson Jr., Prom. Mgr. & Chief Engr.	Cooke Gene Grant Capitol AP
GOOSE CREEK	KRCT 1947	650 250-D	Bay Broadcasting Co. Box 622	KBS			
GOOSE CREEK	KREL 1947	1360 1,000	Tri-Cities Bcstg. Co. P.O. Box 419 1360	Robert Matherne, Pres. Virgil G. Evans, Gen. & Prom. Mgr. Isabelle McConnell, Coml. Mgr.	Harold Orton, Prog. Dir. Harold Rench, Chief Engr.	Lang-Worth Associated UP
GRAHAM (Construction permit)	1330 500-D	Graham Bcstg. Co. Celina, Texas	Geo. W. Smith Jr. Clay E. Thompson Jr. Harland V. Newsom Guy C. Hutcheson } Part- ners		
GREENVILLE	KGVL 1946	1400 250	Truett Kimzey Graham-Fagg Bldg. 2066	MBS KBS Texas— State	Truett Kimzey, Pres. Earle Fletcher, Gen. Mgr.	Jimmy Jones, Prog. Dir. Tom E. Clyce, Chief Engr.	AP
HAMILTON	KCLW (Construction permit)	900 250-D	Clyde Weatherby 1517 Commerce St. Dallas, Tex.			

¹ NOTE: Stations are assigned fulltime, but divide time between two channels, NBC rides 820 kc clear channel; ABC rides 570 kc regional channel. When WFAA operates on clear channel, WBAP operates on regional and vice versa. Both channels are for combined coverage of Dallas-Ft. Worth market areas.

RING COWBELL RING

A Favorite Airmark in Texas

For Over 25 Years . . .



The musical clang of the cowbell has guided worried Southwest farmers and ranchers to lost or strayed live-stock for many decades.

By the same token, the cowbell airmark on WBAP has guided listeners to 820 kcs. since 1922 and 570kcs. since 1938. Here they know they're finding the very cream of radio entertainment.

So it is with WBAP's long, quarter-century list of prestige clients. To them the cowbell means RESULTS--results obtained by these millions of loyal listeners, lasting production and a truly great coverage.

Check the facts with WBAP or Free and Peters today. Put a cowbell around the neck of your lost or strayed sales in this rich Ft. Worth-Dallas market area.

In operation this year--WBAP-TV and WBAP-FM

ABC
570 Kc
5,000 watts

NBC
820 Kc
50,000 watts

WBAP

THE STAR-TELEGRAM STATION

SINCE 1922

Lone Star
Chain

Texas Quality
Network

FORT WORTH 2, TEXAS

Amon Carter, Pres.

Harold Hough, Dir.

George Cranston, Mgr.

Keith Baldwin, Natl. Sales Rep.

FREE & PETERS, INC. National Representatives

Fort Worth:
Star-Telegram Bldg.
3-1234

New York:
444 Madison Ave.
Plaza 5-4130

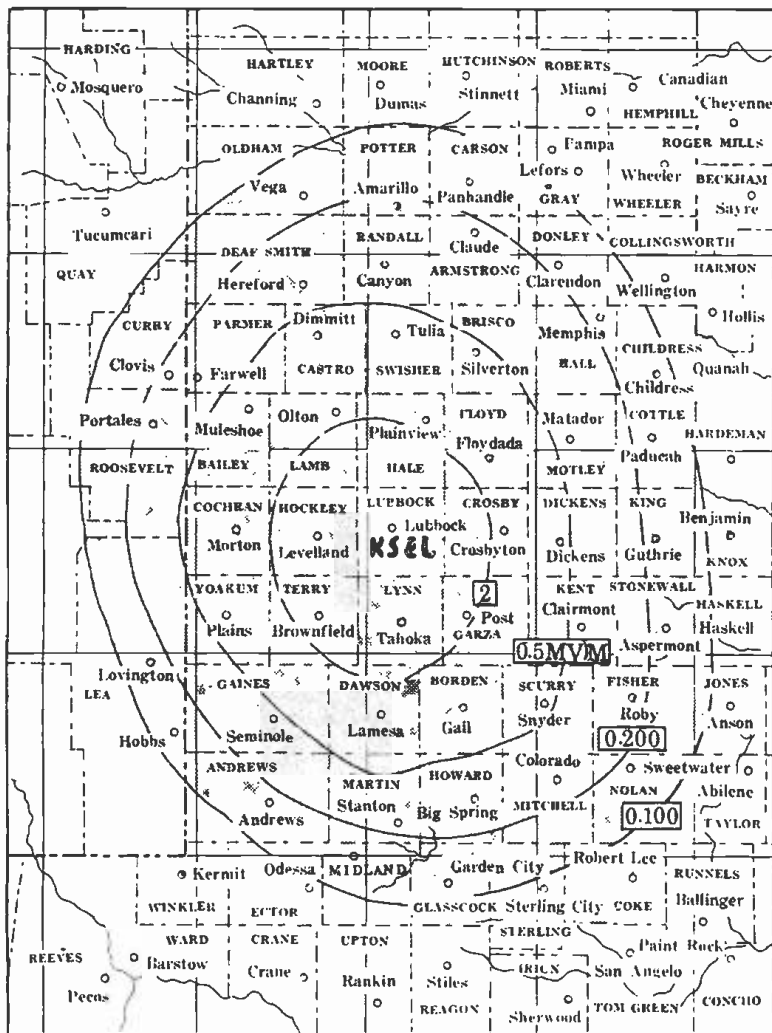
Chicago:
180 N. Michigan
Franklin 6373

Hollywood:
6331 Hollywood
Hollywood 2151

Atlanta:
322 Palmer Bldg.
Main 5667

Detroit:
3463 Penobscot Bldg.
Cailliet 4255

San Francisco:
58 Sutter
Sutter 4353



Speaking of SURVEYS ...AND WHO ISN'T?

POPULATION 671,200
RETAIL SALES \$859,446,000

CITY OF LUBBOCK POP.
1940 CENSUS
35,440

ESTIMATED POP. 1947
51,607

YOU SHOULD INVESTIGATE KSEL'S CASH REGISTER-ABILITY



Any survey will prove that cash results are what count! While making the survey, ask the merchant if he is listening to his cash register. (He invariably answers "yes".) Then ask which program he has on, and he'll say a program of sales and expansion.

You're invited to survey any of our accounts. You'll very quickly get the complete story concerning KSEL's Cash Register-Ability.

Popularity of KSEL's programming throughout our entire coverage area is attested by the tremendous station mail. One of our Disk Jockeys . . . Wayne Allen . . . pulled 7,845 letters while plugging one song in a recent contest.

KSEL can Sell for YOU!

TEST CAMPAIGNS INVITED . . . PREFER THE DIFFICULT TYPE

1000 DAY
500 NIGHT

KSEL

950 KC

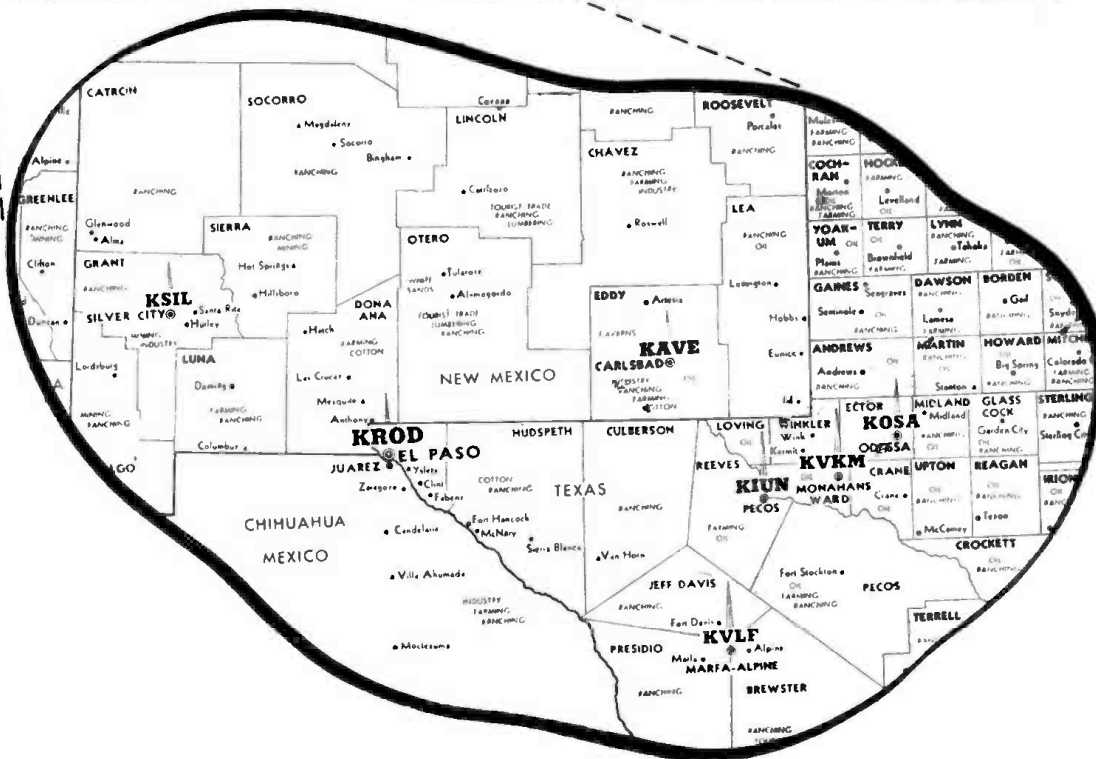
NATIONAL REPRESENTATIVE, HAL HOLMAN CO.
NEW YORK, CHICAGO, LOS ANGELES, SAN FRANCISCO
LUBBOCK, TEXAS



WHAT AND WHERE

IS

Southwest NETWORKLAND ?



It's a vast, rich, radio - isolated market - centered around El Paso
 It's served **ONLY** by the Southwest Network

This network covers parts of two nations, parts of four states, 93 cities and towns in 48 counties. It can take your message to 596,900 people living all over 129,271 square miles, which is an area bigger than all New England. Isolated, yes: Albuquerque, 272 miles distant, is the nearest city over 25,000. Southwest Networkland folks have a high effective buying income, \$971 each, because this area's growth and

prosperity is widely diversified. Here are industry, agriculture, ranching, commerce, tourists. Southwest Networkland's more than 140,000 radio families account for most of its three hundred million plus retail sales in '46—and they're lots higher now. One order, one low rate, one responsibility, takes your message effectively, surely throughout this vast and vital area when you use the

SOUTHWEST NETWORK

201-205 Radio Bldg. • Box 1799 • El Paso, Texas

Dorrance D. Roderick
 President

Val Lawrence
 Vice-Pres. & Gen. Mgr.

Robert C. Hughes
 Sales Manager

7 Fine Stations

- KROD** El Paso **CBS**
 SWN Key Station
- KAVE** Carlsbad, N.M. **CBS**
- KSIL** Silver City, N.M. ... **CBS**
- KOSA** Odessa, Texas **CBS**
 plus these affiliated
 Mutual Stations
- KVKM** Monahans, Texas .. **MBS**
- KVLF** Marfa-Alpine, Texas **MBS**
- KIUN** Pecos, Texas **MBS**



Represented Nationally by
TAYLOR-HOWE-SNOWDEN Radio Sales
 NEW YORK • CHICAGO • DALLAS • ATLANTA • LOS ANGELES • SAN FRANCISCO • PORTLAND

DIRECTORY OF STANDARD 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, 1948)

TEXAS—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Trans. Libra News Service	
HARLINGEN	KGBS 1941	1240 250	Harbenito Bcstg. Co. P.O. Box 711 1400	CBS	McHenry Tichenor, Pres. Troy McDaniel, Gen. Mgr. Dave Bennett, Coml. Mgr.	Frank L. Parker, Prog. Dir. Verna Mae Purl, Prom. Mgr. W. O. Porter, Chief Engr.	Burke, Kuipe & Mahoney Associated Standard Capitol UP
HENDERSON	KGRI 1947	1000 250-D	Henderson Bcstg. Corp.			
HILLSBORO	KHBR (Construction permit)	1560 250-D	Hill County Bcstg. Co. 1424 Republic Bank Bldg. Dallas, Texas	R. W. Calvert } W. N. Furey } Partners Ross Bohannon }		
HOUSTON 2	KATL 1947	1590 1,000	Texas Broadcasters State National Bldg. Preston 3108	Texas- State	William H. Talbot, Pres. King H. Robinson, Gen. Mgr. William C. Burks, Coml. Mgr.	William S. Newkirk, Prog. Dir. Jerome Doyle, Prom. Mgr. John O. Webb, Chief Engr.	Weed Lang-Worth SESAC AP
HOUSTON	KCOH (Construction permit)	1430 1,000-D	Lee Segall Bcstg. Co. Citizens Bank Bldg.			
HOUSTON 2	KLEE	610 5,000	W. Albert Lee Milby Hotel Preston 1161	W. Albert Lee, Pres. Ray E. Bright, Gen. Mgr.	Winthrop C. Sherman, Prog. Dir. Paul Huhndorf, Chief Engr.	Raymer World
HOUSTON	KNUZ (Construction permit)	1230 250	Veterans Bcstg. Co. Scanlan Bldg. Beacon 38801	Max H. Jacobs, Pres. Douglas Hicks, V.P.	Carlton Wooddell, Chief Engr.	ForJoe UP
HOUSTON	KPRC 1925	950 5,000	Houston Post Co. Lamar Hotel Fannin 7101	NBC Texas- Quality	W. P. Hobby, Pres. Jack Harris, Gen. Mgr. Jack McGrew, Coml. Mgr.	William Sprague, Prog. Dir. Charles Dyer, Prom. Mgr. Harvey Wheeler, Chief Engr.	Petry Thesaurus Lang-Worth AP
HOUSTON 6	KTHT 1944	790 5,000	Texas Star Bcstg. Co. 4000 S. Main St. Keystone 3-5535	MBS	Roy M. Hofheinz, Pres. John Earle Stephen, Legal & Exec. Assist.	Ted Hills, Gen. & Coml. Mgr. Jack Edmunds, Prog. Dir. Louis Jelly, Chief Engr.	Walker Capitol Associated UP
HOUSTON 1	KTRH 1930	740 50,000	KTRH Bcstg. Co. Rice Hotel Preston 4361	CBS	B. F. Orr, Gen. Mgr. Ray Herndon, Coml. Mgr. Ted Nabors, Prog. Dir.	George H. McCormick, Prom. Mgr. T. L. Hiner } Chief Lester A. Mullan } Engrs.	Blair World UP
HOUSTON 2	KXYZ 1930	1320 5,000	Harris County Bcstg. Co. Gulf Building Capitol 6151	ABC Lone Star Texas State	M. Tilford Jones, Pres. R. H. Reinecker, Station Mgr. Wm. F. Bennett, Coml. & Sales Mgr.	Grace Spanhel, Traffic Dir. Arthur Finger, Prom. Mgr. Gerald R. Chinski, Chief Engr.	Free & Peters Lang-Worth Standard AP
HUNTSVILLE	KSAM 1938	1490 250	J. G. Long Highway 75 South 666	MBS KBS	J. G. Long, Pres. Verne Trembley, Gen. Mgr. H. C. Bales, Coml. & Local Mgr.	Harold Coley, Prog. Dir. & Prom. Mgr. John Neathery, Chief Engr.	Thesaurus AP
JACKSONVILLE 1	KEBE 1946	1400 250	Billy A. Laurie Pierce & Lake 2211	KBS	Billy A. Laurie, Owner, Gen. & Prom. Mgr. Robert R. Stoner, Coml. Mgr.	Emo Laurie, Prog. Dir. Wm. A. McCreary, Chief Engr.	Lang-Worth SESAC UP
JASPER (Construction permit)	1240 250	Jasper Bcstg. Co. 1517 Commerce St. Dallas, Tex.	A. B. Rhodes } B. G. Lindsey } Partners C. V. Lindsey } Joe H. Tonahill } Joe J. Fisher } Jep S. Fuller }		
KILGORE	KOCA 1936	1240 250	Oil Capital Bcstg. Assn. 102½ E. North St. 987	KBS	Roy G. Terry, Pres. H. A. Degner, Gen. Mgr. Horace W. Haygood, Coml. Mgr. & Prog. Dir.	Thornton L. Audry, Prom. Mgr. Karem O. Soule, Chief Engr.	SESAC AP
KINGSVILLE	KINT (Construction permit)	1330 1,000-D	Jack Henry Kidd, Jr. Kleberg Bank			
LAMESA	KPET 1946	690 250-D	Lamesa Bcstg. Co. 408 N. Second 690	KBS	R. O. Parker } R. A. Woodson } Owners K. S. Ashby }	Kernit Ashby, Gen. & Coml. Mgr. Mrs. O. K. Connor, Prog. Dir. Clayton Jay, Prom. Mgr. E. R. Cornelius, Chief Engr.	UP
LAREDO	KPAB 1938	1490 250	Laredo Bcstg. Co. Hamilton Hotel 2124	MBS Texas- State KBS	Howard W. Davis, Pres. Mrs. Doane Chapman, Gen., Coml. & Prom. Mgr.	Geneva Chambers, Prog. Dir. K. Hulan Smith, Chief Engr.	Pearson
LAMPASAS (Construction permit)	1450 250	Lampasas Bcstg. Co. Lampasas	Sylvester Lewis } Robert O. Easton } Partners		
LITTLEFIELD	KVOW 1947	1490 250	J. C. Rothwell Littlefield 400	J. C. Rothwell, Pres. J. B. McShan, Gen. Mgr. Lloyd Spencer, Coml. Mgr.	Minnie K. Jones, Prog. Dir. Bob Foust, Prom. Mgr. James Zackery, Chief Engr.	Lang-Worth AP
LONGVIEW	KFRO 1934	1370 1,000	Voice of Longview Curtis Building 411	ABC KBS Texas State	James R. Curtis, Pres.		Burn-Smith Lang-Worth AP
LUBBOCK	KCBD 1946	1590 1,000	Caprock Bcstg. Co. 1803 Broadway 6348	MBS	Joe H. Bryant, Pres. & Gen. Mgr. George T. Dale, Coml. Mgr.	Robert L. Snyder, Prog. Dir. Leroy Land, Prom. Mgr. Frank Lee, Chief Engr.	Pearson World AP
LUBBOCK	KFYO 1927	1340 250	Plains Radio Bcstg. Co. 914 Avenue J 5567	ABC	Gene A. Howe, Pres. O. L. Ted Taylor, Exec. Gen. Mgr. DeWitt Landis, Gen. Mgr.	Gordon Thompson, Coml. & Prom. Mgr. Leon Harris, Prog. Dir. W. S. Bledsoe, Chief Engr.	T-H-S Capitol AP, UP
LUBBOCK	KSEL 1947	950 1,000-LS 500-N	Lubbock Bcstg. Co. Box 1524 6376	Walter G. Russell, Pres. Clyde H. Smith, Gen. Mgr. Sloan Fortenberry Jr., Coml. Mgr.	R. D. Preusch, Prog. Dir. Roger V. Hively, Chief Engr.	Holman Thesaurus Lang-Worth Cole AP

1 Note: Stations are assigned fulltime, but divide time between two channels, NBC rides 820 kc clear channel; ABC rides 570 kc regional channel. When WFAA operates on clear channel, WBAP operates on regional and vice versa. Both channels are for combined coverage of Dallas-Ft. Worth market areas.



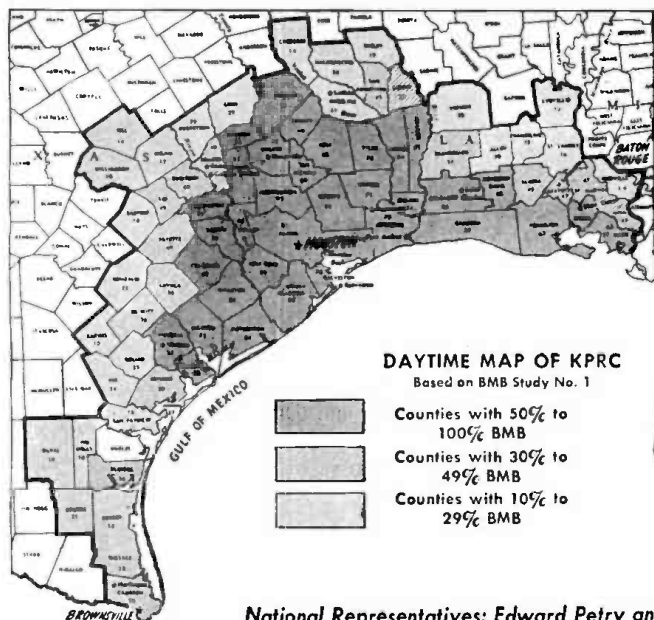
FIRST
YOU PICK
KPRC

FIRST in HOOPER RATING
FIRST in B. M. B. RATING
FIRST in SOUTH'S FIRST MARKET

• Covering the South's First Market is a simple matter for most of you buyers of time. You buy the station that delivers most listeners per dollar spent: That's KPRC. Then you fill in the chinks.

It's the easy way ... effective way ... to buy Houston and its vast, hundreds-of-square-miles of environs.

Hooper says we're the leaders in this number-one market of the South. BMB (the Broadcast Measurement Bureau) says the same thing. Two reasons why seem obvious: NBC and TQN network programs, plus our own talented staff of entertainers and salesmen who are eager to merchandise your product throughout this great gulf coast area. Call us first. Or call Petry. And we'll call on you.

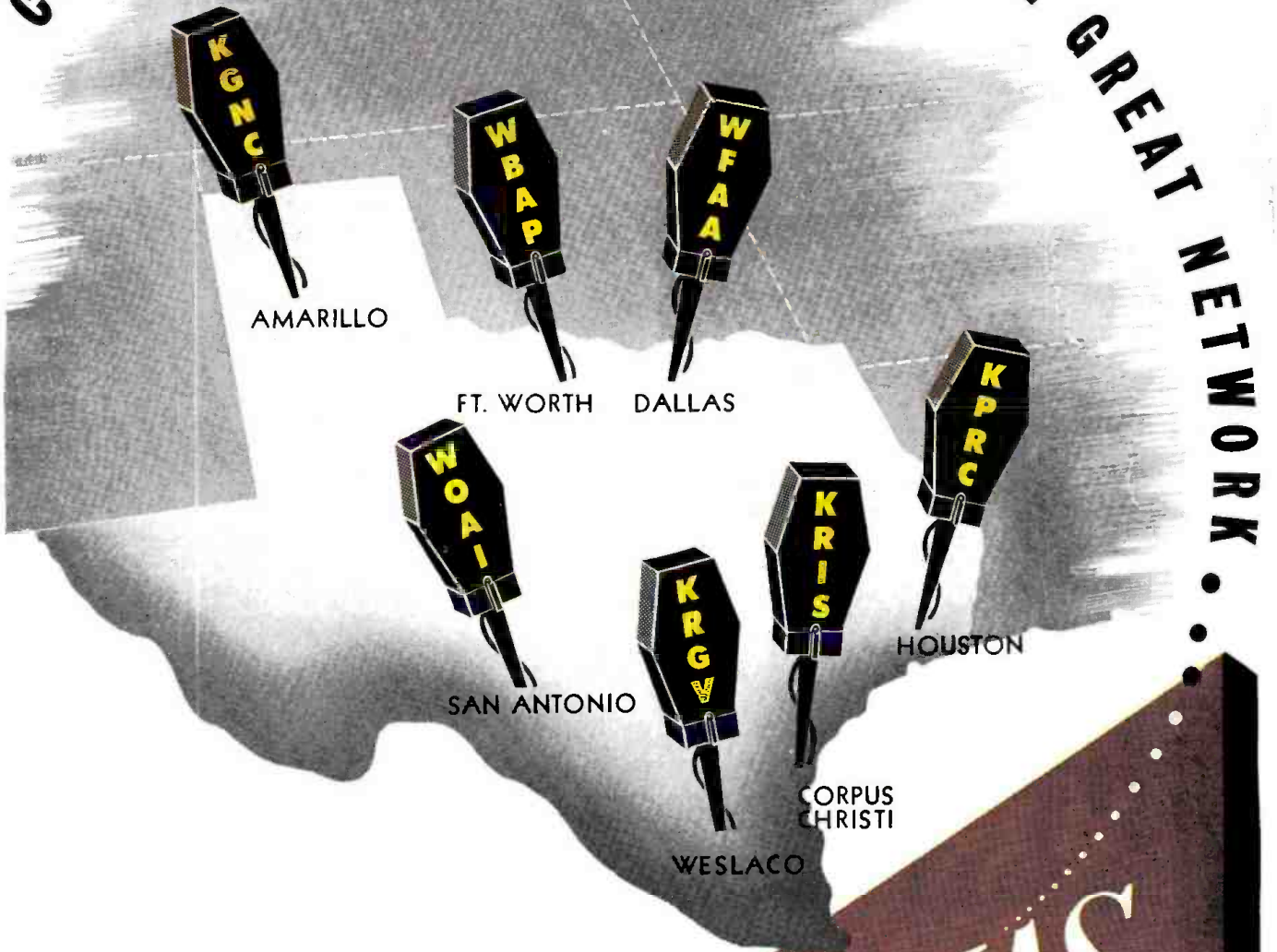


KPRC
HOUSTON

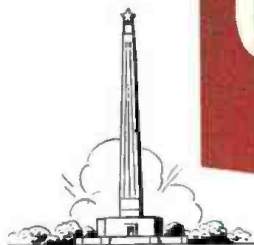
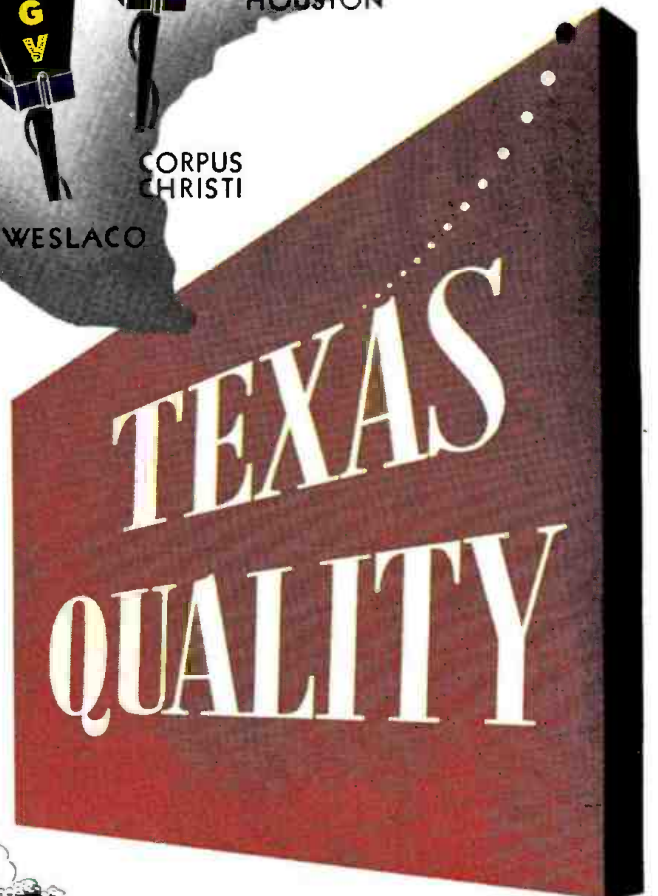
950 Kilocycles - 5,000 Watts

National Representatives: Edward Petry and Company.. Affiliated with NBC and TQN.. Jack Harris, General Manager

COVER THE SOUTHWEST WITH ONE GREAT NETWORK . . .



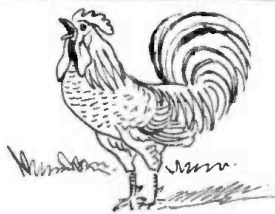
• There's a lush era opened in the great Southwest . . .
 a day of new and greater markets than ever before.
 Cover this land of opportunity with a network as big
 as the State of Texas itself . . . *The Texas Quality Network.*
 Buy TQN . . . buy the oldest network in Texas . . .
 buy all NBC stations, on Class A lines . . . buy
proven quality programming that's sure to
 send your sales soaring.



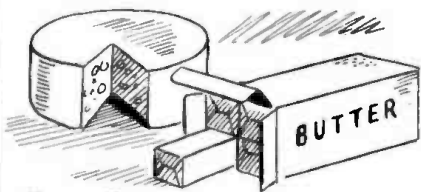
ALL STATIONS AFFILIATED WITH **NATIONAL BROADCASTING COMPANY**

AN EMPIRE IS YOURS FOR THE ASKING

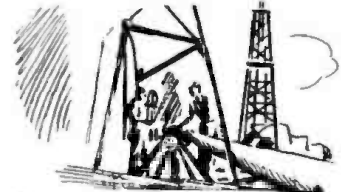
KCBD COVERS THE AGRICULTURAL EMPIRE OF THE GREAT SOUTHWEST... A POPULATION OF 396,000



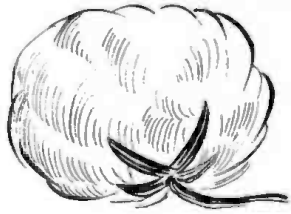
POULTRY Lubbock... number one dressed poultry market of Texas. Annual shipments of dressed poultry total more than 3,000,000 pounds.



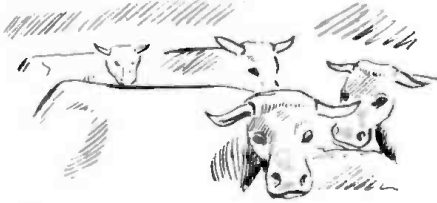
DAIRY PRODUCTS Largest butter manufacturing center in Texas. Lubbock 15th in the nation. Five cheese plants manufacture 20% of total cheese output of Texas.



OIL 5,000 oil wells, producing annually \$100,000,000, make oil the area's No. 2 "cash crop." South Plains have greatest known oil reserves in the world.



COTTON Lubbock... the third largest inland cotton market in the nation. A \$100,000,000 crop produced in 1947.



LIVESTOCK Over 170,000 head of cattle, 200,000 sheep and 250,000 hogs marketed annually in the KCBD trade territory.



GRAIN A \$30,000,000 grain sorghum crop — more than 1/4 the national output. Plus \$60,000,000 wheat crop and \$10,000,000 in sudan, milo, millet and other grains.

Within the thirty counties of KCBD's coverage stretches the agricultural empire of the great Southwest. Here farm, ranch and oil income will top a half-billion. Per capita retail sales are \$662.70*— more than double the national average in the KCBD area of 396,000 consumers. More local merchants use KCBD than use the other two stations combined... merchants who by first-hand experience know that KCBD's 1000-watt voice reaches and sells all the South Plains of Texas.

* Latest report available: U. S. Census Bureau.

A MUTUAL STATION
KCBD
 1000 WATTS • UNLIMITED
 LUBBOCK, TEXAS

JOE H. BRYANT, General Manager
 Represented by JOHN E. PEARSON CO.



DIRECTORY OF STANDARD 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, 1948)

TEXAS—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Librar News Service	
LUBBOCK	KVLU 1947 (Construction permit)	790 5,000-LS 1,000-N	Lubbock County Broad- casting Co. Box 513 Brownwood, Tex.	G. H. Nelson } Wendell Mayes } Partners C. C. Woodson }		
LUFKIN	KRBA 1938	1340 250	Darrell E. Yates 110 Cotton Square 272	MBS KBS	Darrell E. Yates, Owner & Gen. Mgr. Dave Runnells, Coml. Mgr.	Allen Earl Vinson, Prog. Dir. Royce Christenson, Prom. Mgr. Ambrose Maxim, Chief Engr.	Cox & Tanz Lang-Worth AP, UP
LUFKIN	KTRE 1947	1420 1,000	Forest Capital Bcstg. Co. 114½ N. First St. 1420	E. L. Kurth, Pres. Richman Lewin, Gen. & Coml. Mgr.	Ed Henry, Prog. Dir. Ray Gordon, Prom. Mgr. Fred Hill, Chief Engr.	T-H-S World Capitol AP
MARSHALL	KMHT 1947	1450 250	Marshall Bcstg. Co. 109 W. Rusk 826	MBS Texas State	J. P. Duncan, Pres. Myrl Stein, Gen. Mgr. J. B. Jack, Coml. Mgr. John Scroggin, Prog. Dir.	Mary Dorothy Womack, Prom. Mgr. Bill Lindsay, Chief Engr.	AP
McALLEN	KRIO 1947	910 1,000	Valley Bcstg. Ass'n Inc. P.O. Box 1551 1700	MBS Texas- State	Bryce Ferguson, Pres. Ingham S. Roberts, Gen. Mgr.	Bill Dickson, Prog. Dir. Sherman L. Spencer, Chief Engr.	Griffith Standard SESAC AP, UP
McKINNEY	KMAE 1947	1600 500-D	McKinney Air Enter- prises 218 E. Virginia St.			
MIDLAND	KCRS 1935	550 5,000-LS 1,000-N	Millard Eldson Box 1072 1080	KBS Texas State	J. M. McDonald, Gen. Mgr. G. L. McDonald, Coml. Mgr. Wayne Harrell, Prog. Dir.	Milton H. Sparks, Chief Engr.	Thesaurus Standard SESAC AP
MINERAL WELLS ...	KORC 1946	1140 250-D	Alfred Achilles Corcanges Box 31 319	KBS	Achilles Corcanges, Owner & Gen. Mgr. Jeri Brown, Assist. Mgr. William H. Guy, Coml. & Prom. Mgr.	Raymond W. Crowl, Assist. Coml. Mgr. Don Wilson Jr., Prog. Dir. W. D. Pickett Jr., Chief Engr.	Standard AP
MONAHANS	KVKM 1947	1340 250	Monahans Broadcasters Inc. Radio Center 438	MBS KBS South- west	Charles W. Stuckey, Pres. & Gen. Mgr. R. C. Hughes, Sales Mgr. James E. Stanton, Coml. Mgr.	Bill Cook, Prog. Dir. Forrest W. Tipton, Chief Engr.	T-H-S Capitol MacGregor UP
NACOGDOCHES	KOSF 1947	1230 250	Kelly Bell Lufkin Road 1230	Kelly Bell, Pres. Everett Johnston, Gen. & Coml. Mgr., Prog. Dir.	Tom Kenesson, Chief Engr.	Lang-Worth UP
NACOGDOCHES	KSFA 1947	860 1,000-D	Nacogdoches Bcstg. Co. 1509 N. St.	Wilbur C. Fouts, Pres. & Prom. Mgr. Morris M. McKnight, Coml. Mgr.	Robert M. White, Prog. Dir. T. L. Kidd, Chief Engr.	Standard AP
OAK CLIFF	KLIF 1947	1190 1,000-D	Trinity Bcstg. Corp. Cliff Towers Hotel Winfield 6511	Barton R. McLendon, Pres. Gordon B. McLendon, Exec. Dir. Aubrey H. Escoe, Gen. & Coml. Mgr.	Paul Munroe, Prog. Dir. David A. Ward, Prom. Mgr. Glenn B. Callison, Chief Engr.	Burke, Kuiper & Mahoney Associated UP
ODESSA	KECK 1946	920 1,000-D	Ector County Bcstg. Co. Box 1369 920	Ben Nedow, Pres. Jan King, Gen. Mgr. Tom Magowan, Coml. Mgr.	Bill Chambers, Prog. Dir. Virginia Healin, Prom. Mgr. Jim Kimbrell, Chief Engr.	Cooke Standard Lang-Worth Associated MacGregor AP
ODESSA	KOSA 1947	1450 250	Southwestern Broadcast- ing Corp. 115 W. 6th St. 4301	CBS South- west	Dorrance D. Roderick, Chief Owner Cecil L. Trigg, Gen. Mgr. Don Brooks, Coml. Mgr.	John Guffey, Prog. Dir. Bruce McLaughlin, Prom. Mgr. James A. Simpson, Chief Engr.	T-H-S Capitol AP
ODESSA	KRIG 1946	1410 1,000	Oil Center Bcstg. Co.	MBS			
ORANGE	KOGT 1947	1600 1,000	Sabine Area Bcstg. Corp. 407 Tenth St. 4381	J. Jacobs, Pres. Arthur P. Kay Jr., V.P. & Gen. Mgr. Floyd Murray, Coml. Mgr.	Sam Leavitt, Prog. Dir. & Prom. Mgr. Arthur P. Kay Jr., Chief Engr.	Associated Capitol UP
PALESTINE	KNET 1936	1450 250	Palestine Bcstg. Corp. Municipal Building 8686	MBS KBS	Gordon B. McLendon, Pres. Joe Brown, Gen. Mgr. Dennis Sullivan, Coml. Mgr. Marvin Crain, Prog. Dir.	La Veda Wilbanks, Prom. Mgr. Melvin D. Wagner, Chief Engr.	Burke, Kuip & Mahoney Thesaurus UP
PAMPA	KPDN 1936	1340 250	Radio Station KPDN Box 901 1100	MBS KBS	C. H. Holles } Harry Holles } Chief Jane Holles Hardy } Owners	John Michel, Station Mgr. Ken Palmer, Prog. Dir. Douglas Smith, Chief Engr.	Griffith World AP
PARIS	KPLT 1935	1490 250	North Texas Bcstg. S. Main & W. Austin 1124	ABC Texas State	A. G. Pat Mayse, Pres. Boyd Kelley, Gen. & Prom. Mgr. Aubrey T. Harris, Coml. Mgr.	Bill Richie, Prog. Dir. Robert A. Harmon, Chief Engr.	AP
PECOS	KIUN 1935	1400 250	Hawkins & Hubbs Radio Building 21	MBS KBS South- west	Jack Hawkins } Barney Hubbs } Partners Jack Hawkins, Gen. & Coml. Mgr.	W. D. Martin Jr., Prog. Dir. Harry W. Boehnemann, Chief Engr.	T-H-S UP
PLAINVIEW	KVOP 1944	1400 250	W. J. Harpole Veigel Building 1400	MBS KBS	W. J. Harpole, Owner William T. Kemp, Gen. Mgr. & Prog. Dir.	Rial Campbell, Coml. & Prom. Mgr. Carl Cook, Chief Engr.	Griffith Standard AP



In the Heart of Texas . . .

Your Kabc Contract **Means Direct Sales Contract**

Your advertising contract with KABC means more to you and to us than just putting your program on the air.

It means that in addition to the 50,000-Watt coverage on 680 K.C., our complete, specialized merchandising department gives your product immediate, on-the-ground promotion, building sales and dealer acceptance.

KABC enlists the cooperation of distributors,

wholesalers, jobbers, agents and key merchants by personal calls, mail and publicity. Our trained merchandising staff works with them to make sure you get more for your radio dollar.

KABC gives you all of this in addition to the extra coverage of nearly 100,000 radio homes beyond the half millivolt signal of any other San Antonio station. Get the details from your John Blair representative today.

Represented by JOHN BLAIR & CO.

50,000 WATTS DAY • 10,000 WATTS NIGHT

ABC AFFILIATE • TEXAS STATE NETWORK



50,000 WATTS ON 680 KILOCYCLES DOES THE JOB
BROADCASTING • Telecasting

1948 Yearbook Number • Page 241

DIRECTORY OF STANDARD 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, 1948)

TEXAS—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Library News Service	
PORT ARTHUR	KOLE 1947	1340 250	Port Arthur Bcstg. Co. P.O. Box 1126 2-9436	Socs Vratls } Mary Anne Petru } Owners Socs Vris. Gen. Mgr. Mary Anne Petru, Assist. Gen. Mgr.	Gray Harrower, Coml. Mgr. Hal Parkes, Prog. Dir. Bob Wass, Prom. Mgr. Joe Miller, Chief Engr.	Thesaurus Lang-Worth AP
PORT ARTHUR	KPAC 1934	1250 5,000-LS 1,000-N	Port Arthur College 1515 Lakeshore Drive 7458	MBS	W. D. Mauldin, Gen. Mgr. Marjorie Vickers, Coml. Mgr. Corinne Enos, Prog. Dir.	Ruby Broyles, Prom. Mgr. Glenn Boatright, Chief Engr.	World Standard Cole SESAC PN
SAN ANGELO	KGKL 1928	960 5,000-LS 1,000-N	KGKL Inc. St. Angelus Hotel 6715	ABC Texas State	H. C. Ragdale, Pres. Lewis O. Selbert, Gen. Mgr. Robert Montgomery, Coml. Mgr.	Evelyn Nettleton, Prog. Dir. Frank Jones, Chief Engr.	Pearson AP
SAN ANGELO	KTXL 1945	1340 250	Westex Broadcasting P.O. Box 1565 7183	MBS	Ingham S. Roberts, Gen. Mgr. Mike Shapiro, Coml. Mgr.	Jack Stelling, Prog. Dir. Jack Proctor, Chief Engr.	Capitol AP
SAN ANGELO	KKSA (Construction Permit)	800 5,000-LS 1,000-N	San Angelo Broadcasters	Glen H. McClain, E. H. Fowley, James A. Clem- ents, L. M. Rice, Frank Monroe Dowd and Joe H. Torbett	Partners	
SAN ANTONIO	KABC 1926	680 50,000-LS 10,000-N	Alamo Broadcasting Co. Milam Building Fannin 3126	ABC Texas State	Gene Cagle, Pres. Bill Michaels, Gen. & Coml. Mgr.	Harold Carr, Prog. Dir. Jerry Spengler, Prom. Mgr. Joe Haigh, Chief Engr.	Blair World AP
SAN ANTONIO	KCOR 1945	1350 1,000-D; CP-5,000-LS 1,000-N	Raoul A. Cortez 214 Broadway Cathedral 1301	Raoul A. Cortez, Pres. Chas. F. Harris, Gen. Mgr. Wm. P. Smythe, Coml. Mgr. Marvin N. Broyles, Prog. Dir. (English)	Leonardo G. Astol, Prog. Dir. (Spanish) Kenneth R. Hyman, Chief Engr.	AP, UP
SAN ANTONIO	KITE 1947	930 1,000-D	Chas. W. Balthrope Transit Tower Fannin 0335	Charles W. Balthrope, Pres. & Gen. Mgr.	Alec Chesser Jr., Prog. Dir. L. E. Richards, Chief Engr.	Rambeau AP
SAN ANTONIO	KMAC	1240; CP-630 250; CP-5,000	Howard W. Davis	MBS Texas State			
SAN ANTONIO	KONO 1927	1400 250	Mission Bcstg. Co. 317 Arden Grove Fannin 5171	Eugene J. Roth, Chief Owner Jack L. Pink, Gen. Mgr. Bob A. Roth, Assist. Mgr.	James M. Brown, Coml. Mgr. Robert F. Jenkins, Prog. Dir. George W. Ing, Chief Engr.	ForJoe SESAC Standard AP, UP
SAN ANTONIO	KTSA 1928	550 5,000-LS 1,000-N CP-5,000-U	Sunshine Bcstg. Co. Gunter Hotel Garfield 1251	CBS Lone Star	Gene A. Howe, Pres. George W. Johnson, Gen. Mgr. Rex Preis, Coml. Mgr.	Merrill Myers, Prog. Dir. Bill Lamar, Prom. Mgr. W. G. Egerton, Chief Engr.	T-H-S Associated Lang-Worth SESAC AP, UP
SAN ANTONIO	WOAI 1922	1200 50,000	Southland Industries Inc. 1031 Navarre St. Garfield 4221	NBC Texas Quality	G. A. C. Half, Chairman of Board Hugh A. L. Half, Pres. & Gen. Mgr. Jack Keasler, Assist. Gen. & Coml. Mgr.	Monte A. Kleban, Prog. Dir. Arthur L. Forrest, Prom. Mgr. Charles Jeffers, Tech. Dir.	Petry Capitol Standard AP, UP, INS
SHERMAN	KRRV 1936	910 1,000	Red River Valley Broad- casting Corp. Fannin & Owing Sts. (Denison) 421 N. Crockett St. (Sherman) 423 (Denison) 201 (Sherman)	MBS Texas State	G. H. Wilcox, Pres. L. L. Hendrick, Gen. & Coml. Mgr. (Sherman) B. V. Hammond, Gen. & Coml. Mgr. (Denison)	W. E. Wilcox, Prog. Dir. Charles Hinkle, Prom. Mgr. T. E. Spellman, Chief Engr.	Pearson World Thesaurus UP
SHERMAN	KTAN 1947	1500 250-D	Denison Broadcast Corp. Sherman 2910	E. S. Scarborough } Joel Carrol } Owners	Otis McKinzie, Gen. Coml. & Prom. Mgr. E. S. Scarborough, Prog. Dir. Stafford Davis, Chief Engr.	AP
STAMFORD	KDWT 1946	1400 250	David W. Ratliff Stamford 840	MBS KBS	David W. Ratliff, Pres., Gen. & Coml. Mgr.	Richard Embody, Prog. Dir. & Prom. Mgr. John H. Long, Chief Engr.	Cox & Tanz AP
STEPHENVILLE	KSTV 1947	1510 250-D	Doyle E. Collup Box 34 950	Doyle E. Collup, Owner & Gen. Mgr. Maidee McNamara, Coml. Mgr.	Marilyn Rocquemore, Prog. Dir. Doyle E. Collup, Chief Engr.	Lang-Worth UP
SULPHUR SPRINGS	KSST 1947	1230 250	Hopkins County Broad- casting Co. Pulley Bldg.			
SWEETWATER	KKOX 1939	1240 250	Sweetwater Radio Inc. Box 570 2341	MBS KBS	J. S. McBeath, Pres. J. Harley Hubbard, Gen. Mgr.	Elwood Fritsch, Coml. Mgr. Zeb Williams, Prog. Dir. J. T. Allen, Chief Engr.	Standard Cole UP
TAYLOR (Construction Permit)	1260 1,000-D	Williamson County Broadcasting Co. 1517 Commerce St. Dallas, Texas	Graham Gillis Conoley, Dr. } Raymond Garrett and Ross } Partners K. Prescott		
TEMPLE	KTEM 1936	1400 250	Bell Broadcasting Co. Kyle Hotel 5252	MBS KBS Texas State	Frank W. Mayborn, Pres. Burton Bishop, Gen. Mgr. C. F. Whitesides Jr., Station Mgr.	H. E. Callaway, Coml. Mgr. Jim Hairgrove, Prog. Dir. Keith Tye, Prom. Mgr. Homer Cook, Chief Engr.	Lang-Worth UP
TEXARKANA	KCMC 1932	1230 250	KCMC Inc. Gazette News Bldg. 832	ABC Texas State	Frank O. Myers, Gen. Mgr. T. E. Dillahunt, Coml. Mgr. Herman Cecil, Prog. Dir.	Donald H. Myers, Prom. Mgr. Harvey Robertson, Chief Engr.	T-H-S Thesaurus SESAC AP

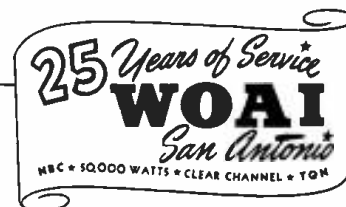


February 6, 1928, WOAI carried the first network program ever broadcast to listeners in Central and South Texas. Two decades of affiliation with the National Broadcasting Company, the world's first network, plus charter membership in Texas Quality Network, supported by constant emphasis on top local programming, have built WOAI dominance from the Big Bend to the Gulf.

Throughout this billion-dollar market, WOAI consistently has sold more goods, to more people, than any other advertising medium—and at a lower cost per sale.

WOAI's daytime primary delivers:

- More people than live in Washington, D. C., or Baltimore, or Cleveland
- More Retail Sales than Pittsburgh, or Milwaukee or Newark, N. J.
- More Food Sales than Pittsburgh, or Boston or Milwaukee
- More Drug Sales than Kansas City, Mo., or Pittsburgh, or St. Louis
- More General Merchandise Sales than Indianapolis, or Cincinnati, or Memphis



Represented by EDWARD PETRY & CO., INC. -- New York, Chicago, Los Angeles, Detroit, St. Louis, San Francisco, Atlanta, Boston

DIRECTORY OF STANDARD 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, 1948)

TEXAS—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
TEXARKANA	KTFS 1946	1400 250	Texarkana Bcstg. Co. 409½ Stateline Ave. 867	MBS KBS	David M. Segal, Gen. & Coml. Mgr.	Les Eugene, Prog. Dir. Henry N. Fones, Chief Engr.	Griffith World UP
TEXAS CITY	KTLW (Construction permit)	920 1,000-D	J. G. Long 2521 Ave. F.			
TYLER	KGKB 1929	1490 250	Jas. G. Ulmer & Jas. G. Ulmer Jr. 115 S. College 1106	MBS KBS	Jas. G. Ulmer, Pres. & Gen. Mgr. Jas. G. Ulmer Jr., Assist. Gen. & Coml. Mgr.	J. Edwin Smith, Prom. Mgr. John York, Prog. Dir. John B. Sheppard, Chief Engr.	Pearson Gene Grant UP
TYLER	KRST 1947	1530 1,000-D	Rose Capital Bcstg. Co. 118 W. Dobbs			
TYLER	KTBB 1947	600 500-D	Blackstone Bcstg. Co. Blackstone Hotel 7010	S. H. Bothwell, Dir. M. E. Danbom, Gen. & Coml. Mgr.	Lawrence Birdsong Jr., Prog. Dir. David Bothwell, Assist. Mgr. R. A. Wileman, Chief Engr.	Thesaurus AP
UVALDE	KVOU 1947	1490 250	Harpole, Harpole & Kemp 1490 Batesville Road 717	MBS KBS	Edward J. Harpole, Gen. Mgr. William T. Kemp, Coml. Mgr.	Joe Watson Jr., Prog. Dir. Elbert L. Black, Prom. Mgr. Sam Barker, Chief Engr.	Griffith
VERNON	KVWC 1939	1490 250	Northwestern Bcstg. Co. 1813½ Wilbarger St. 1048	MBS KBS	R. H. Nichols, Pres. W. D. Dixon, Gen. Mgr. Howard E. Kelley, Coml. Mgr.	Bob Hardison, Prog. Dir. H. F. Ridgway, Chief Engr.	AP
VICTORIA	KVIC 1939	1340 250	Radio Enterprises Inc. Victoria Bank & Trust Building 1106	MBS KBS	J. G. Long, Pres. Robert Tharp, Prog. Dir., Gen. & Prom. Mgr.	Robert Norton, Coml. Mgr. Robert McCown, Chief Engr.	Griffith Thesaurus AP
WACO	KWTX 1946	1230 250	KWTX Broadcasting Co. 108½ S. 6th St.	MBS			
WACO	WACO 1922	1470 1,000	Frontier Bcstg. Co. Amicable Building 9315	ABC Texas State	R. E. Lee Glasgow, Gen. Mgr. Stanley Wilson, Coml. Mgr.	Bob H. Walker, Prog. Dir. Mike Rinehart, Prom. Mgr. Jesse H. Dove, Chief Engr.	Weed AP
WESLACO	KRGV 1927	1290 1,000	KRGV Inc. 201 Border St. 375	NBC Lone Star Texas Quality	O. L. Ted Taylor, Exec. Gen. Mgr. Byron W. Ogle, Gen. Mgr. Dick Watkins, Assist. Mgr.	Dick Harwell, Prog. Dir. Thelma Pearce, Prom. Mgr. O. Lewis Hartwig, Chief Engr.	T-H-S SESAC Lang-Worth AP, UP
WICHITA FALLS	KFDX 1947	990 5,000-LS 1,000-N	Darold A. Cannan City Nat'l Bank Bldg. 2-8668	ABC	Darold A. Cannan, Pres. Charles E. Clough, Gen. Mgr. Arthur Busbey Jr., Coml. & Prom. Mgr.	Syd Grayson, Prog. Dir. John Adams, Chief Engr.	T-H-S Lang-Worth AP
WICHITA FALLS	KWFT 1939	620 5,000	KWFT Inc. Kemp Hotel 4182	CBS	Kenyon Brown, Pres. & Gen. Mgr. A. L. Pierce, Asst. Mgr. Sherrill Edwards, Coml. Mgr.	Mott Johnson, Prog. Dir. Herbert T. Wiley, Chief Engr.	Raymer Standard Thesaurus Cole UP

UTAH

BRIGHAM	KBUH 1947	800 250-D	S. L. Stephens Sr. Forest St.	S. L. Stephens, Chief Owner Ken Houseman, Gen. Mgr.	Kenneth King, Prog. Dir. Sam Stephens, Jr., Prom. Mgr.	Capitol UP
CEDAR CITY	KSUB 1937	1340; CP-590 250; CP-1,000	Southern Utah Bcstg. Co. Hotel El Excalante 398	CBS KBS	Ivor Sharp, Pres. Roscoe A. Grover, Res. Mgr.	Richard B. Pratt, Prog. Dir. Hurchell G. Urie, Chief Engr.	
LOGAN 1	KVNU 1938	1230; CP-610 250; CP-1,000	Cache Valley Bcstg. Co. 1393 N. Main St. 1400	MBS KBS Inter-moun- tain	Herschel Bullen, Pres., Gen. & Com. Mgr. Reed Bullen, Gen. & Coml. Mgr.	Arthur Higbee, Prog. Dir. Richard Barber, Prom. Mgr. Carroll Secrist, Chief Engr.	Avery-Knodel World UP
OGDEN	KLO 1924	1430 5,000	Interstate Bcstg. Corp. Ben Lomond Hotel 5721	MBS Inter-moun- tain	A. L. Glasman, Pres. George B. Morgan, Station Mgr. Arthur Mortensen, Coml. Mgr.	Collin W. Lowder, Prog. Dir. Wayne Boothe, Chief Engr.	Avery-Knodel Standard UP
OGDEN	KOPF 1947	730 1,000-D	James B. Littlejohn West 12th St. 4223	James B. Littlejohn, Owner, Gen. & Coml. Mgr.	Cliff Owen, Prog. Dir. Alex. G. Adams, Prom. Mgr. Robert Levy, Chief Engr.	Griffith Associated AP
OGDEN	KVOG (Construction permit)	1490 250	United Broadcasting Co. P. O. Box 325	Arch G. Webb, Pres. & Gen. Mgr.		
PRICE	KOAL 1936	1230 250	Eastern Utah Bcstg. Co. Price 200	MBS KBS Inter-moun- tain	Jack Richards, Pres. & Gen. Mgr.	Carl P. Wolfrom, Assist. Mgr. Leo E. Reid, Chief Engr.	Avery-Knodel UP
PROVO	KCSU 1947	1490 250	Central Utah Bcstg. Co. Provo 2802	Frank A. Van Wagenen, Pres., Mgr. & Co-owner Harold E. Van Wagenen, Mgr. & Co-owner	Lawson S. C. Davies, Prog. Dir. & Prom. Mgr. R. Dean Salmons, Chief Engr.	Capitol Standard UP
PROVO	KNEU (Construction permit)	1450 250	Lester R. Taylor 109 N. 4th West			
PROVO	KOVO 1939	960 1,000	KOVO Broadcasting Co. 108 W. Center St. 1680	MBS Inter-moun- tain	Clifton A. Tolboe, Pres. & Gen. Mgr. S. Garn Carter, Coml. Mgr.	L. H. Curtis, Prog. Dir. Dewain Silvester, Prom. Mgr. Henry Keyes, Chief Engr.	Avery-Knodel World AP
RICHFIELD	KSVC 1947	690 1,000-D	Sevier Valley Bcstg. Co. Richfield 690	William L. Warner, Pres. William L. Warner Jr., Gen. & Coml. Mgr.	Art Tucker, Prog. Dir. & Prom. Mgr. David I. Hansen, Chief Engr.	World UP



A BIG SLICE

and it's spread thick!

MARKET DATA - TOTAL AREA

	Daytime	Nighttime
Retail Sales . . .	\$1,571,310,000	\$1,199,756,000
Food Sales . . .	381,428,000	294,214,000
Drug Sales . . .	74,505,000	57,054,000
Net Efficiency		
Buying Income	1,928,073,000	1,498,039,000
Gross Form Dollars	734,422,000	510,694,000

Source: Sales Mgt. Survey of Buying Power, 1947

1½ BILLION DOLLAR MARKET SPREAD OVER TWO STATES

You've got to think in big terms when you think about KWFT! Here's what we mean. If you take our BMB Audience Coverage Map and match it with the latest Sales Management "buying power" figures, you'll see that KWFT reaches a **billion and a half dollar market** that spreads over **two great states**. A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.

KWFT

THE TEXAS - OKLAHOMA STATION

WICHITA FALLS-5,000 WATTS-620 KC-CBS

REPRESENTED BY PAUL H. RAYMER CO., AND KWFT, 801 TOWER PETROLEUM BLDG., DALLAS

DIRECTORY OF STANDARD 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, 1948)

UTAH—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
SALT LAKE CITY 1	KALL 1945	910 1,000	Salt Lake City Bcstg. Co. Inc. 248 S. Main St. 4-1843	MBS Inter- moun- tain	George C. Hatch, Pres. Alvin G. Pack, Vice-Pres. Thomas H. Anderson, Coml. Mgr.	Craig Rogers, Prog. Dir. Jack Goodman, Prom. Mgr. Stanley Benson, Chief Engr.	Avery-Knodel Associated MacGregor Cole AP, UP, INS, British UP, Reuters
SALT LAKE CITY 1	KDYL 1922	1320 5,000	Intermountain Bcstg. Corp. Tribune-Telegram Bldg. 5-2991	NBC	S. S. Fox, Pres. & Gen. Mgr. George A. Provol, Coml. Mgr.	K. W. Richins, Prog. Dir. Del Leeson, Prom. Mgr. John M. Baldwin, Tech. Dir.	Blair Thesaurus World UP, INS
SALT LAKE CITY 1	KNAK 1945	1400; CP-1280 250; CP-500	Granite Radio Bcstg. Co. Continental Bldg. 5-8113	Howard D. Johnson, Pres. Richard F. Connor, Gen. Mgr. Ray Noll, Coml. Mgr.	Ed. G. Black, Prog. Dir. Howard M. Buchman, Prom. Mgr. Myron O. May, Chief Engr.	Grant Lang-Worth AP
SALT LAKE CITY 1	KSL 1922	1160 50,000	Radio Service Corp. of Utah 10 S. Main St. 5-4641	CBS	J. Reuben Clark Jr., Pres. Ivor Sharp, Vice-Pres. & Gen. Mgr. F. B. McLatchy, Sales Mgr.	Eugene Halliday, Prog. Dir. Ray Bergman, Prom. Mgr. C. Richard Evans, Chief Engr.	Radio Sales Capitol Associated AP, UP
SALT LAKE CITY ..	KUTA 1938	570 5,000	Utah Broadcasting and Television Co.	ABC	Frank C. Carman, Gen. Mgr.		Lang-Worth Standard World
VERNAL	KJAM 1946	1340 250	Uintah Bcstg. Co. Inc. Hotel Vernal 494	KBS	James C. Wallentine, Pres. Leland E. Walker, Gen. Mgr. Grant E. Parry, Coml. Mgr.	Erwin W. Boelter, Prog. Dir. & Chief Engr.	Grant World Keystone UP

VERMONT

BURLINGTON	WCAX 1921	620 5,000	WCAX Bcstg. Corp. 135 Main St. 2000	CBS	C. P. Hasbrook, Pres. & Gen. Mgr. John D. Swan, Coml. & Prom. Mgr., Prog. Dir.	James W. Tierney, Chief Engr.	Weed World Lang-Worth UP
BURLINGTON	WJOY 1946	1230 250	Vermont Bcstg. Corp. 633 Main St. 5400	ABC	David W. Howe, Pres. Alfred E. Spokes, Gen. Mgr. Theodore R. Morrow, Coml. Mgr.	Val Carter, Prog. Dir. John C. Quill, Chief Engr.	Bannon McGillvra Thesaurus AP
MONTPELIER- BARRE	WSKI 1947	1240 250	Taylor-Jacobs Union Mutual Bldg. 1740	Carl R. Taylor Co-owners E. M. Jacobson Carl R. Taylor, Bus. Mgr. E. M. Jacobson, Coml. Mgr.	Robert Bamnon, Prog. Dir. E. Dean Finney, Prom. Mgr. James F. McKernan, Chief Engr.	Kettell-Carter Lang-Worth AP
RUTLAND	WHLW (Construction permit)	1000 1,000-D	Herbert L. Wilson			
RUTLAND	WSYB 1930	1380 1,000	Phillip Weiss 80 W. St.	MBS KBS Yankee	J. H. Weiss, Business Mgr.		Bannon McGillvra
ST. ALBANS	WWSR 1931	1420 1,000-D	Vermont Radio Corp. 32 N. Main St. 1390	KBS	Lloyd Squier, Pres. Warren Marsden, Gen. Mgr.	Stuart Perry, Prog. Dir. Theodore Bolsvert, Chief Engr.	Walker World UP
WATERBURY	WDEV 1931	550 1,000	Lloyd E. Squier 8 Stowe St. 400	MBS KBS Yankee	Lloyd E. Squier, Pres., Gen. & Coml. Mgr.	Tom Dodd, Prog. Dir. & Prom. Mgr. Harold M. Grout, Chief Engr.	Walker World UP

VIRGINIA

ALEXANDRIA	WPIK 1945	730 1,000-D	Potomac Bcstg. Corp. Box 298 Overlook 3000	Howard B. Hayes, Pres. & Gen. Mgr., Prog. Dir. Carl P. Lindberg, V.P. & Prog. Dir. Henry Z. Ungar, Coml. Mgr.	Carl L. Lindberg, Chief Engr.	McGillvra Lang-Worth World AP
ARLINGTON	WARL 1946	780 1,000-D	Northern Va. Broadcast- ers Inc. Box 391 Owens 7800	R. Kilbourne Castell, Pres. Frank U. Fletcher, Secy. & Gen. Counsel Raymond W. Baker, Station Mgr.	William W. Jefferay, Coml. Mgr. Earl Merryman, Chief Engr.	Burn-Smith Standard Capitol UP
ARLINGTON	WEAM 1947	1390 1,000-D	Arlington-Fairfax Bcstg. Co. Inc. 2030 N. 16th St. Owens 7100	J. Maynard Magruder, Pres. Raymond Brown Jr., Gen. & Coml. Mgr. Howard Stanley, Assist. Gen. & Prom. Mgr.	Matthew Warren, Prog. Dir. Richard Washington, Chief Engr.	Young Associated Lang-Worth AP
BLACKSTONE	WKLV 1947	1490 250	Frank H. Wagner Box 69			
BRISTOL	WCYB 1946	690 10,000-D	Appalachian Bcstg. Corp. Front & Cumberland Sts. 3560	K. Fey Rogers, Pres. & Sales Mgr. Robert H. Smith, Gen. Mgr. & Secy.-Treas.	Warren Wright, Prog. Dir. R. H. Smith, Chief Engr.	Associated Thesaurus AP
BRISTOL	WFHG 1947	860 1,000-D	Blanfox Radio Co. Inc. Hotel Bristol 3620	MBS	R. B. Helms, Pres. William J. Thomas, Gen. & Prom. Mgr. J. L. Bolling, Coml. Mgr.	Eva Moore, Prog. Dir. John Hughlett, Chief Engr.	Standard AP

Expect
**BIG THINGS
IN UTAH....**



Steel—a \$200,000,000 plant, the largest integrated steel works in the world . . .

Copper—the biggest surface copper mine in North America . . .

Coal—717 billion tons in and adjoining Utah, representing 34% of the total U. S. reserves and 17% of the world reserves . . .

Minerals—Utah ranks second among all states in value of mineral production — and Salt Lake valley is the nation's leading smelting center . . .

... these are just a few of the reasons why business is dynamic in Utah. It's a big market and is growing bigger.

Radio—more than 93% of Utah homes have radios. And in this alert, forward-looking market, *KDYL* is the *popular* station!



BROADCASTING • Telecasting

National Representative: JOHN BLAIR & CO.

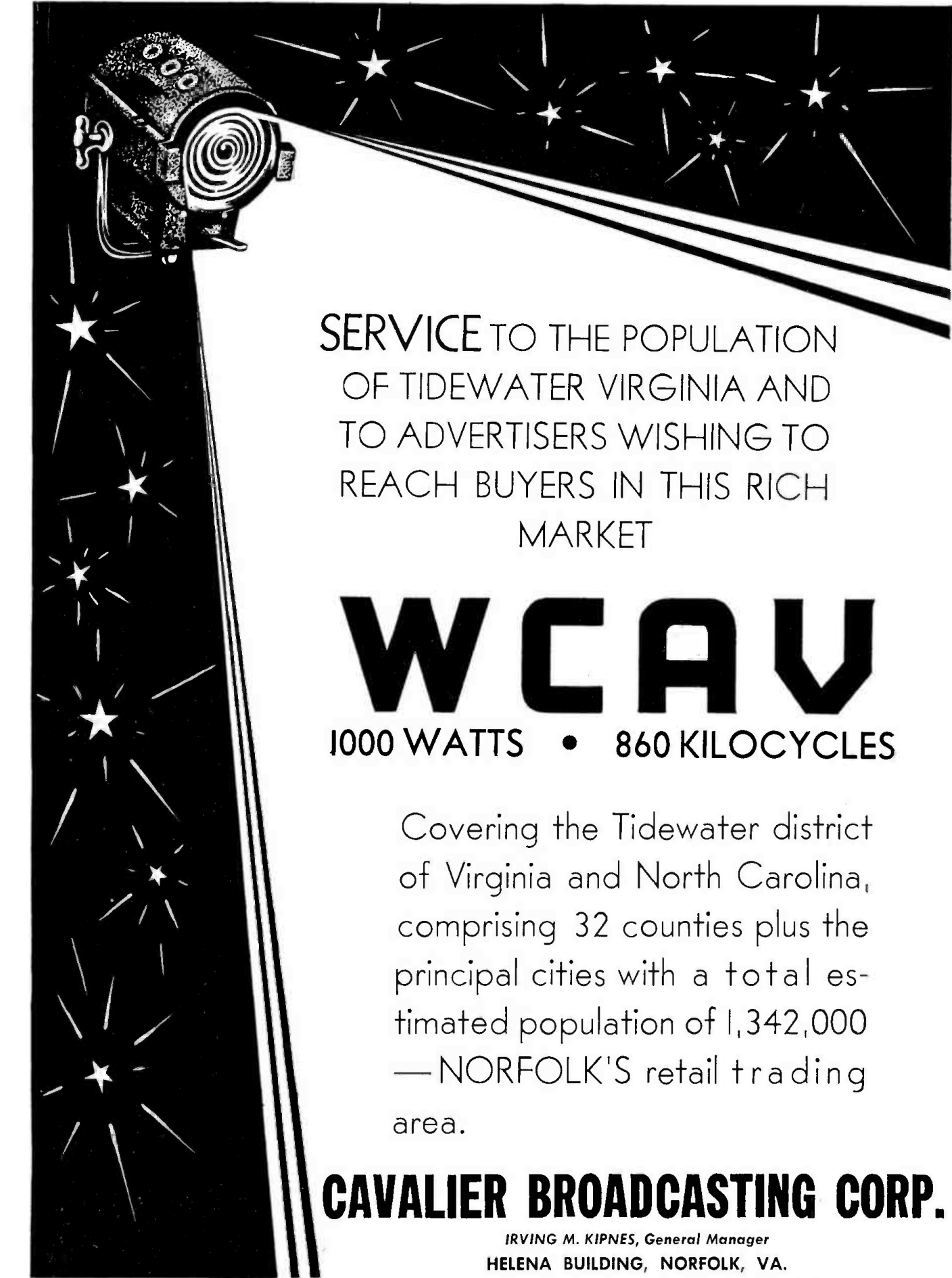
1948 Yearbook Number • Page 247

DIRECTORY OF STANDARD 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, 1948)

VIRGINIA—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Librar. News Service
CHARLOTTESVILLE	WCHV 1934	1240 250	Barham & Barham 4th & Market Sts. 2500	ABC KBS	Charles Barham Jr., Owner Randolph Bean, Gen., Coml. & Prom. Mgr., Prog. Dir.	Walter W. Gray, Chief Engr. Cox & Tanz Thesaurus AP
COVINGTON	WKEY 1941	1340 250	Earl M. Key Box 710 840	ABC KBS	Earl M. Key, Pres. & Gen. Mgr. Carroll Harrison, Coml. Mgr. & Prog. Dir.	Kenneth L. Bryant, Prom. Mgr. Lawrence L. Kennedy, Chief Engr. World Cole UP
CREWE	WSVS 1947	650 1000-D	Southern Virginia Bcstg. Corp. 117 Carter St. 3192	KBS	C. S. Willis, Pres. W. L. Willis Jr., Gen., Coml. & Prom. Mgr.	Robert W. Hutchison, Prog. Dir. C. E. Wilson, Chief Engr. World AP
DANVILLE	WBTM 1930	1330 5,000-LS 1,000-N	Piedmont Bcstg. Corp. Hotel Danville 2350	ABC	L. N. Dibrell, Pres. E. Sanford Guyer, Gen. Mgr. E. G. Gardner, Coml. Mgr.	Milton Adams, Prog. Dir. Thomas W. Thompson, Prom. Mgr. Lyle Motley, Chief Engr. Hollingsbery Lang-Worth AP
DANVILLE	WDVA 1947	1250 5,000-LS 1,000-N	Virginia-Carolina Bcstg. Corp. American Nat'l Bank Bldg. 5300	MBS	John D. Fruitt, Pres. Walter M. Windsor, Gen. Mgr. William P. Hefferman, Assist Mgr.	Charles J. Holmes, Prog. Dir. Albert H. Carr, Chief Engr. Walker World Capitol UP
FALLS CHURCH	WFAX (Construction permit)	1220 250-D	Lamar A. Newcomb Box L (Wash., D.C.) Chestnut 4296	Lamar A. Newcomb, Pres. & Chief Owner	
FARMVILLE	WFLO 1946	870 1,000-D	Colonial Bcstg. Corp. P. O. Box 242 600	Carla B. Keys, Pres. James C. Wilson, Gen. Mgr. & Coml. Mgr.	Louis E. Hubbard Jr., Prog. Dir. Charles K. Chrismon, Chief Engr. Thesaurus Associated Cole UP
FREDERICKSBURG	WFVA 1938	1230 250	Fredericksburg Bcstg. Corp. P. O. Drawer 269 1261	ABC KBS	Richard F. Lewis Jr., Vice- Pres. & Gen. Mgr. Walter F. Harris Jr., Station & Coml. Mgr.	William S. Candler, Chief Engr. Lang-Worth
FRONT ROYAL	WFTR 1946	1450 250	Sky Park Bcstg. Corp. Front Royal	H. F. Minter, Pres.	Warren S. Bell, Gen. Mgr. & Chief Engr. Thesaurus UP
GALAX	WBOB 1947	1400 250	Carroll-Grayson Bcstg. Corp. Poplar Knob Rd. 300	MBS	Robert V. Morris, Pres. Carl E. Duckett, Gen. Mgr. Joe P. Crockett, Coml. Mgr.	Muriel Bell, Prog. Dir. J. W. White, Prom. Mgr. Carl E. Duckett, Chief Engr. AP
HAMPTON	WVEC (Construction permit)	1050 250-D	Peninsula Bcstg. Corp.		
HARRISONBURG	WSVA 1939	550 1,000-D	Shenandoah Valley Bcstg. Corp. Newman Bldg. 550	NBC	Frederick L. Allman, Pres. Robert B. Harrington, Coml. & Prom. Mgr.	Richard H. Johnson, Prog. Dir. Warren L. Braun, Chief Engr. Thesaurus UP
LYNCHBURG	WLVA 1930	1230; CP-590 250; CP-1,000	Lynchburg Bcstg. Corp. Allied Arts Bldg. 3030	ABC	Edward A. Allen, Pres. Phillip P. Allen, Gen. Mgr. & V-P. Joseph F. Wright, Jr., Coml. Mgr.	Eric F. Lund, Prog. Dir. & Prom. Mgr. John T. Orth, Chief Engr. Standard Lang-Worth AP
LYNCHBURG	WWOD 1947	1390 1,000	Old Dominion Bcstg. Corp. P. O. Box 918 7000	MBS	D. H. Dillard, Pres. Jack Weldon, Gen. Mgr. George E. Weaver, Coml. Mgr.	Jay G. Seibel, Prog. Dir. & Prom. Mgr. Forest Pinkerton, Chief Engr. Walker World AP, UP
MARTINSVILLE	WMVA 1941	1450 250	Martinsville Bcstg. Co. Inc. Box 831 2152	NBC KBS	William C. Barnes, Pres. John W. Shultz, Gen. Mgr. Charles F. Adams, Coml. & Prom. Mgr.	Barbara Harding, Prog. Dir. Dewey W. Muse, Chief Engr. AP
NEWPORT NEWS	WGH 1928	1340; CP-1310 250; CP-5,000	Hampton Roads Bcstg. Corp. Portlock Bldg. Norfolk Norfolk 27031	ABC	Raymond B. Bottom, Pres. Edward E. Bishop, Gen. Mgr. Edward E. Edgar, Coml. Mgr.	John A. Black, Prog. Dir. Joe E. Brown, Prom. Mgr. Charles C. Runyon, Chief Engr. Free & Peters Standard Lang-Worth AP
NEWPORT NEWS	WHYU 1947	1270 1,000-D	Eastern Bcstg. Corp. 114 24th St. 31632	Dr. J. A. Gill, Pres. Edd M. Harris, Gen. Mgr. F. A. McMahon, Coml. Mgr.	A. Boyd Harrier Jr., Prog. Dir. E. M. Hutton, Prom. Mgr. Orville K. Gibboney, Chief Engr. Lang-Worth SESAC UP
NORFOLK 10	WCAV 1947	860 1,000-D	Cavalier Bcstg. Corp. Helena Bldg. 23266	Joseph Light, Pres. Irving M. Kipnes, Secy. & Gen. Mgr. Don. Kelly, Dir. of Sales	Hugh E. Whiteside, Dir. of Prog. Operations Ray E. Daniels, Prom. & Adv. Dir. William M. Manrov, Chief Engr. Associated Standard UP
NORFOLK 10	WLOW 1946	1590 1,000-D	Commonwealth Bcstg. Corp. 219 Granby St. 45678	E. L. Scott, Pres. Robert E. Wasdon, Gen. Mgr. & Vice-Pres.	Ray C. Fenner, Prog. Dir. Jack Siegel, Chief Engr. ForJoe Associated Capitol UP
NORFOLK (Construction permit)	1220 250-D	Norfolk Bcstg. Corp. 21st St. & Colonial Ave.		
NORFOLK 10	WTAR 1923	790 5,000	WTAR Radio Corp. Nat'l Bank of Com- merce Bldg. 25671	NBC	Campbell Arnoux, Pres. & Gen. Mgr. John W. New, Coml. & Prom. Mgr.	Henry Cowles Whitehead, Prog. Dir. John C. Peffer, Chief Engr. Petry Standard Lang-Worth AP, UP
NORTON	WNVA 1945	1450 250	Blanfox Radio Inc. Cury Bldg. 700	MBS KBS	R. B. Helms, Pres. Jack T. Helms, Gen. Mgr. Bill Halland, Coml. Mgr.	Bill Benesch, Prog. Dir. & Prom. Mgr. Gene Tommerdahl, Chief Engr. Lang-Worth AP



SERVICE TO THE POPULATION
OF TIDEWATER VIRGINIA AND
TO ADVERTISERS WISHING TO
REACH BUYERS IN THIS RICH
MARKET

WCAV

1000 WATTS • 860 KILOCYCLES

Covering the Tidewater district
of Virginia and North Carolina,
comprising 32 counties plus the
principal cities with a total es-
timated population of 1,342,000
—NORFOLK'S retail trading
area.

CAVALIER BROADCASTING CORP.

IRVING M. KIPNES, General Manager
HELENA BUILDING, NORFOLK, VA.

DIRECTORY OF STANDARD 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, 1948)

VIRGINIA—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Librar) News Service	
PETERSBURG	WSSV 1945	1240 250	Southside Virginia Bcstg. Corp. 112 W. Tabb St. 3881	MBS	Louis H. Peterson, Pres. & Gen. Mgr. Arthur H. Beckwith, Coml. Mgr.	Stuart M. Gates, Prog. Dir. Nelle W. Andrews, Prom. Mgr. Edward F. Schwarz, Chief Engr.	Burn-Smith Standard AP
PORTSMOUTH	WSAP 1943	1490 250	Portsmouth Radio Corp. Professional Bldg. 6383	MBS	T. E. Gilman, Pres. T. W. Aydielt, Gen. Mgr. J. L. Norfleet, Coml. Mgr.	J. J. Friedman, Prog. Dir. Frederic Clair, Chief Engr.	McGillvra World Thesaurus UP
PULASKI	WPUV 1946	1230 250	Southwest Bcstg. Corp. Cool Springs, Va. P. O. Box 351 3-3931	MBS KBS	Howard R. Imboden, Pres. William R. Murray, Gen. Mgr. Allen S. Aden, Coml. Mgr.	James H. Mayes, Prog. Dir. Fitzgerald McDaniel, Chief Engr.	Sears & Ayer Thesaurus AP
RICHMOND	WBBL 1924	1450 250 SH	Grace Covenant Presby-terian Church			
RICHMOND 19	WLEE 1945	1450 250	Lee Bcstg. Corp. Broad-Grace Arcade 3-6741	MBS	Thomas G. Tinsley, Pres. Irvin G. Abeloff, Gen. & Coml. Mgr.	Harvey Hudson, Prog. Dir. George McGuigan, Chief Engr.	Headley-Reed Standard AP
RICHMOND 20	WMBG 1926	1380 5,000	Havens & Martin Inc. P. O. Box 5229 58611	NBC	Wilbur M. Havens, Pres. & Gen. Mgr. Ralph Wallerstein, Coml. Mgr.	Allan Phaup, Prog. Dir. Walter A. Bowry Jr., Prom. Mgr. Wilfred H. Wood, Chief Engr.	Blair Lang-Worth Thesaurus Transradio
RICHMOND 13	WRNL 1927	910 5,000	Richmond Radio Corp. 323 Grace St. 3-3436	ABC	D. Tennant Bryan, Pres. E. S. Whitlock, Gen. & Coml. Mgr.	Vincent Wolstenholme, Chief Engr.	Petry Standard Capitol AP
RICHMOND 12	WRVA 1925	1140 50,000	Larus & Bros. Co. Inc. Hotel Richmond 3-6633	CBS	Larus & Bros. Co. Inc. Owner Calvin T. Lucy, Gen. Mgr. Barron Howard, Coml. Mgr.	Sam Carey, Prog. Dir. Jack Stone, Prom. Mgr. David C. Woods, Chief Engr.	Radio Sales World Lang-Worth Associated UP
RICHMOND 20	WXGI 1947	740 1,000-D	Radio Virginia Inc. 100 W. Franklin St. 7-4684	D. H. Robertson, Pres., Coml. & Prom. Mgr. Lew Kent, Gen. Mgr. & Prog. Dir.	John Fleet, Chief Engr.	Lorenzen & Thompson Associated Lang-Worth AP
ROANOKE	WDBJ 1924	960 5,000	Times-World Corp. 124 W. Kirk Ave. 8131	CBS	J. P. Fishburn, Pres. Ray P. Jordan, Gen. Mgr. John W. Harkrader, Coml. Mgr.	Paul E. Reynolds, Prog. Dir. Clifford B. Huffman, Prom. Mgr. J. Edward Newman, Chief Engr.	Free & Peters World Lang-Worth AP, UP
ROANOKE	WROV 1946	1490 250	Radio Roanoke Inc. Mt. Trust Bank Bldg. 3-4444	MBS	Leo F. Henebry, Pres. Frank E. Koehler, Gen., Coml. & Prom. Mgr.	Gordon R. Phillips, Prog. Dir. Frank Hall, Engineer-In-Charge	Burn-Smith Capitol Lang-Worth UP
ROANOKE 7	WSLS 1940	1240; CP-610 250; CP-1,000	Roanoke Bcstg. Corp. Shenandoah Life Bldg. 9227	ABC	Paul C. Buford, Pres. James H. Moore, Exec. Vice-Pres. & Mgr. Horace S. Fitzpatrick, Bus. & Coml. Mgr.	Robert W. Menefee, Prog. Dir. Doris Irvin, Prom. Mgr. J. Phillips Briggs, Chief Engr.	Weed Thesaurus Lang-Worth Associated SESAC AP
SOUTH BOSTON	WHLF (Construction permit)	1400 250	Halifax Broadcasting Co. P. O. Box 490 567	John L. Cole Jr., Pres. & Gen. Mgr. William Fielding, Coml. Mgr.	Charles B. Davis, Prog. Dir. & Assist. Mgr. W. D. Gregory, Chief Engr.	Thesaurus Cole AP
STAUNTON	WTON 1945	1400 250	Charles P. Blackley Morrison Building 1400	ABC	Charles P. Blackley, Owner & Gen. Mgr. Charles E. Seebeck, Coml. & Prom. Mgr.	Fulton A. King, Prog. Dir. Rex C. Houser, Chief Engr.	World AP
SUFFOLK	WLPM 1940	1450 250	Suffolk Bcstg. Corp. 105 Bank St. 1420	ABC KBS	Fred L. Hart, Pres., Gen. & Coml. Mgr.	Allen B. Jones, Prog. Dir. Betty Williams, Prom. Mgr. Veryl W. Rupp, Chief Engr.	Sears & Ayer Lang-Worth AP
WAYNESBORO	WAYB (Construction permit)	1490 250	Waynesboro Bcstg. Corp. Main St.			
WINCHESTER	WINC 1941	1400 250	Richard Field Lewis, Jr. P. O. Drawer 605 4855	KBS ABC	Richard Field Lewis Jr., Pres. & Gen. Mgr. John Carl Morgan, Coml. Mgr. & Prog. Dir.	Winslow T. Porter, Prom. Mgr. Philip B. Whitney, Chief Engr.	Lang-Worth UP

WASHINGTON

ABERDEEN	KXRO 1927	1340 250	KXRO Inc. 207½ E. Market St. 4088	MBS KBS Don Lee	Harry R. Spence, Pres. Fred G. Goddard, Gen. Mgr. Bertha G. Ruby, Coml. Mgr.	Stan Spiegle, Prog. Dir. John Duane Johnson, Prom. Mgr. Billy G. Cunningham, Chief Engr.	Griffith Keating Standard UP
BELLINGHAM	KPUG (Construction permit)	1170 1,000	Bellingham Bcstrs.	Jessica L. Longston } Edward J. Jansen } Part- C. V. Zaser } ners L. Berenice Brownlow }		
BELLINGHAM	KVOS 1927	790 1,000	KVOS 1321 Commercial St. 790	ABC KBS	Rogan Jones, Pres. Ralph Miller, Gen. Mgr. Fred Elsethagen, Coml. Mgr.	Dave Gordon, Prog. Dir. Ernest Harper, Chief Engr.	Griffith MacGregor World UP
BREMERTON	KBR0 1947	1490 250	Bremerton Bcstg. Co. 205 Washington Ave. 1970	Bruce Bartley, Pres. Richard D. Crombie, Gen. Mgr. Harold C. Moan, Coml. Mgr.	William Fox, Prog. Dir. Andrew K. Jordan, Chief Engr.	World AP
CENTRALIA (CHEHALIS)	KELA 1937	1470 1,000	Central Bcstg. Corp. Centralia, Box 720; Chehalis, Box 827 Centralia 6-3321; Chehalis 721	MBS KBS Don Lee	J. Elroy McCaw, Pres. Joe Chytil, Vice-Pres. & Gen. Mgr. Mabel A. Gwinn, Secy.-Treas. Robert S. Brister, Coml. Mgr.	Schuyler C. Hill, Prog. Dir. Glasco Branson, Prom. Mgr. Ellwood Lippincott, Chief Engr.	Keating UP



VITAL VOICE

IN the Seattle-Tacoma-Puget Sound Country, one voice speaks with an urgency that insists upon response. In terms of advertising, that response means sales for your product.

Long the most influential in its area, the voice of KOMO will soon acquire an even larger volume . . . an even greater intensity with the installation of a new 50,000-watt transmitter. This construction is now virtually complete and operation is scheduled to start simultaneously with opening of KOMO's new studios.

This new FM and television antenna, planned for KOMO, will be the highest structure in the Seattle area, towering 627 feet above sea level.

KOMO's voice is vital to you in selling the Puget Sound country because of the more-than-a-million people who comprise its effective merchandising market . . . with their *almost double the national average per capita spendable income*. For KOMO is the voice of NBC in this area.

By any yardstick you choose, KOMO . . . the vital voice of the Seattle-Tacoma-Puget Sound Country . . . is by all odds the best dollar for dollar advertising value.



FOR
SEATTLE
TACOMA
 AND
KOMO

THE PUGET SOUND COUNTRY

National Representatives: EDWARD PETRY & CO. Inc. • New York • Chicago • San Francisco • Los Angeles • Detroit • St. Louis • Atlanta • Boston

DIRECTORY OF STANDARD 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, 1948)

WASHINGTON—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
ELLENSBURG	KXLE 1946	1240 250	Central Washington Bcstg. Inc. Box 689 2-4406	PNB	Goodwin Chase Jr., Pres. & Chief Owner Joe Kendall, Gen. Mgr. Bob Vaughan, Coml. Mgr. & Chief Engr.	Walker Moore MacGregor Lang-Worth UP	
EPHRATA	KULE (Construction permit)	730 250-D	Columbia Basin Bcstg. Co. Ephrata 207	Frank L. Huffman, Pres. Matthias P. Monson, Secy., Treas. & Gen. Mgr.		
EVERETT	KRKO 1922	1400 250	The Everett Bcstg. Co. Inc. KRKO Bldg. Main 526	MBS KBS Don Lee	William R. Taft, Pres. & Gen. Mgr.	Marlin E. Smythe, Prog. & Prom. Mgr. Earle J. Gerdon, Chief Engr.	Griffith Standard SESAC UP
KENNEWICK	KWIE (Construction permit)	1230 250	Benton County Bcstrs. Box 499, Burley, Idaho	Frank Krshka Joseph Patterson Edith Jansen } Partners		
KIRKLAND	KRKL (Construction permit)	1050 250-D	F. L. Thornhill Recreation Center			
LONGVIEW	KWLK 1938	1400 250	Twin City Bcstg. Corp. Longview 1500	MBS KBS Don Lee	C. O. Chatterton, Pres. & Gen. Mgr. John F. Richards, Coml. Mgr.	Marwayne Borg, Prog. Dir. Marvin E. Johnston, Chief Engr.	Griffith World UP
MOSES LAKE	KSEM 1947	1450 250	Columbia Basin Bcstrs.	KBS	Edward J. Jansen Jessica L. Longstron C. V. Zaser L. Berenice Brownlow } Part- ners		
MOUNT VERNON	KBRC 1946	1430 500-D	Beckley Radio Co. P. O. Box 240 8955	Leo H. Beckley Louise L. Beckley Leo H. Beckley, Gen. Mgr. Marion Sexton, Coml. & Prom. Mgr.	Paul Herbold, Prog. Dir. M. D. Herr, Chief Engr.	Keating Standard Cole UP
OLYMPIA	KGy 1922	1240 250	Tom Olsen Rockway-Leland Bldg. 6636	MBS KBS Don Lee	Tom Olsen, Pres. & Gen. Mgr. J. Harris Dorr, Coml. Mgr.	Elmer Hulmerg, Prog. Dir. Frank Crewdson, Prom. Mgr. C. A. Roark, Chief Engr.	World UP
OMAK	KOMW 1947	680 1000-D	Miller Publishing Co. Box 151 Omak 00	Don T. Miller, Pres. Erin W. Thomas, Gen. Mgr. C. Nat Harris, Coml. Mgr.	Nancy Reeves, Prog. Dir. William Weiss, Chief Engr.	Lang-Worth UP
PASCO	KPKW 1945	1340 250	Western Radio Corp.			
PORT ANGELES	KONP 1945	1450 250	Radio Pacific, Inc. Port Angeles 1700	KBS	Beth Webster, Pres. & Treas. C. N. Webster, Gen. Mgr. Frank Adams, Station Mgr.	Howard R. Patrick, Chief Engr.	Keating UP
PULLMAN	*KWSC 1922	1250 5000 ST-KTW	State College of Wash. Arts Hall 9021	Dr. Wilson Compton, Pres. Frederic Hayward, Station Mgr.	Eldon Barr, Prog. Dir. John Blake, Prod. Mgr. Ira Myers, Acting Chief Engr.	World Associated Capitol UP
RENTON	KXRN 1947	1220 250-D	Interlake Bcstg. Corp. N. Park St. & 7th Ave. 6262	Robert S. McCaw, Pres. & Gen. Mgr. Dudley K. Randal, Coml. & Prom. Mgr.	Wm. Shela, Prog. Dir. Frank C. Cook, Chief Engr.	Capitol
SEATTLE 4	KING 1940	1090 10000	KING Bcstg. Co. Smith Tower Main 1090	Mrs. A. Scott Bullitt, Pres. Henry B. Owen, Gen. Mgr. John Eichhorn, Coml. Mgr.	Martin Deane Wickett, Prog. Dir. Arthur A. Shultz, Chief Engr.	Weed Lang-Worth Associated AP UP
SEATTLE 1	KIRO 1935	710 50,000	Queen City Bcstg. Co. 66 Cobb Bldg. Seneca 1500	CBS	Saul Haas, Pres. Loren B. Stone, Mgr. & Vice Pres. William F. Tucker, Coml. Mgr.	Kenneth Yeend, Prog. Dir. Al Bond, Prom. Mgr. Homer A. Ray Jr., Chief Engr.	Free & Peters Standard Associated AP
SEATTLE 1	KJR 1922	950 5,000	Totem Bcstrs., Inc. Skinner Bldg. Elliott 5890	ABC	Marshall Field 3rd, Owner J. Archie Murton, Gen. Mgr.	Arthur Gerbel Jr., Sales Mgr. Roland Bradley, Prog. Dir. Maitland Jordan, Prom. Mgr.	Avery-Knodell Thesaurus UP
SEATTLE	KOL 1922	1300 5000	Seattle Bcstg. Co. 1220 Third Ave. Main 2312	Archie G. Taft Sr., Pres. Oliver A. Runchey, Gen. Mgr. Archie G. Taft Jr., Coml. Mgr. & Prog. Dir.	Sharon Kane, Prom. Mgr. Perry C. Lind, Chief Engr.	Blair World Standard Cole Capitol SESAC AP, UP
SEATTLE 9	KOMO 1926	1000 5,000; CP-50,000	Fishers Blend Station Inc. 100 4th Ave. N. Main 1401	NBC	O. W. Fisher, Pres. & Gen. Mgr. Ray Baker, Coml. Mgr. W. W. Warren, Prog. Mgr.	Richard E. Green, Nat'l. Sales & Sales Service Mngng. & Prom. Mgr. F. J. Brott } Chief S. D. Bennett } Engrs.	Petry Associated Capitol Lang-Worth AP, UP
SEATTLE	KRSC 1926	1150 1000	Radio Sales Corp. 2939 4th Ave. S. Elliott 2480	P. K. Leberman, Pres. Robert E. Friebe, Gen. Mgr. Romig C. Fuller, Coml. Mgr.	Ted Bell, Prog. Dir. George A. Freeman, Chief Engr.	Grant Associated Lang-Worth Cole AP
SEATTLE 4	KTW 1920	1250 1000 ST-KWSC	First Presbyterian Church 7th Ave. & Spring St. Main 2056	Dr. F. Paul McConkey, Pres. James S. Ross, Gen. Mgr. Don Bevilacqua, Coml. Mgr. & Prog. Dir.	James S. Ross, Chief Engr.	
SEATTLE 1	KXA 1924	770 1,000 L-WJZ	KXA Inc. 312 Bigelow Bldg. Seneca 1000	W. I. Dumm, Pres. Rodney G. McArdle, Gen. Mgr. Robert A. Kilpatrick, Coml. Mgr.	Ben Harkins, Prog. Dir. James D. Neidigh Jr., Prom. Mgr. John H. Dubuque, Chief Engr.	Bolling Standard UP

DIRECTORY OF STANDARD 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, 1948)

WASHINGTON—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
•KANE 8	KFIO 1922	1230 250	Spokane Bcstg. Corp. 526 Riverside Ave. Riverside 8033	Arthur L. Smith, Pres. R. G. McBroom, Gen. Mgr.	McGillvra World Cole UP	
•KANE 8	KGA 1926	1510 10,000; CP-50,000	Louis Wasmer Radio Central Bldg. Main 5383	ABC	Louis Wasmer, Pres. Harvey Wixson, Gen. Coml. & Prom. Mgr.	Robert Plummer, Prog. Dir. A. G. Sparling, Chief Engr.	Petry Capitol Associated UP
•KANE 8	KHQ 1922	590 5000	KHQ Inc. Radio Central Bldg. Main 5131	NBC	R. O. Dunning, Pres. & Gen. Mgr. M. O. Fritsch, Treas. & Ass't. Secy. Robert H. Wesson, Mgr. Nat'l. Sales & Prom. Mgr.	Charles E. Lohnes, Mgr. Local Sales R. W. Brazeal, Prog. Dir. John Walker, Chief Engr.	Katz Associated SESAC AP
•KANE 8	KNEW 1947	1430 5000	Couer d'Alene Bcstg. Co. Sprague & Wall Riverside 8035	MBS Don Lee	Burl C. Hagadone, Pres. Harry Lantry, Gen. Mgr. Wm. C. Rhodes, Coml. Mgr.	Paul Crain, Prog. Dir. & Prom. Mgr. C. W. Evans, Chief Engr.	Gilman Nicoll & Ruthman World AP
•KANE	KREM 1946	1340 250	Cole E. Wylie 242 Riverside Ave. Main 3333		Cole E. Wylie, Pres. & Gen. Mgr. Robert H. Temple, Coml. Mgr.	Henry Poole Jr., Chief Engr.	Grant AP
•KANE 8	KXLY 1922	920 5000	Symons Bcstg. Co. Symons Bldg. Main 1218	CBS PNB	E. B. Craney, Pres. R. B. Wheeler, Gen. Mgr. B. E. Woolston, Coml. Mgr.	G. L. McGowan, Prog. Dir. J. E. Funk, Prom. Mgr. G. E. Langford, Chief Engr.	Walker Lang-Worth MacGregor UP
•OMA 1	KMO 1922	1360 5000	Carl E. Haymond 914½ Broadway Main 4144		Carl E. Haymond, Pres. Jerry Geehan, Gen. Mgr. James A. Murphy, Dir. OP- erations	Ted Knightlinger, Prog. Dir. Raymond T. McKenzie, Prom. Mgr. Max Bice, Chief Engr.	Keating Scott McGillvra Standard Capitol SESAC UP
•OMA 3	KTBI 1941	810 1000-D	Tacoma Bcstrs. Inc. 2715 Center St. Broadway 2241		H. J. Quilliam, Pres. Burke Ormsby, Gen. Mgr. King Mitchell, Coml. Mgr.	Burke Ormsby, Prog. Dir. Harold Dillon, Chief Engr.	Associated World AP
•OMA 2	KVI 1928	570 5000	Puget Sound Bcstg. Co. Inc. Rust. Bldg. Broadway 4211	MBS Don Lee	Vernice Irwin, Pres. & Gen. Mgr. Laura M. Doernbecher, V.P. Earl T. Irwin, Coml. & Prom. Mgr.	Larry Huseby, Prog. Dir. D. M. McDonough, Chief Engr.	Hollingbery Associated Lang-Worth AP
•COUVER	KVAN 1939	910 1000	Vancouver Radio Corp. 707½ Main St. 150		Sheldon F. Sackett, Pres. Fred F. Chitty, Gen. Mgr. Mark DeLaunay, Coml. Mgr.	Robert G. Deihl, Prog. Dir. George Conner, Prom. Mgr. Edgar R. Means, Chief Engr.	Keating World Standard UP
•LLA WALLA	KUJ 1928	1420 5000	KUJ Inc. 55 E. Main St. 1230	MBS Don Lee	H. E. Studebaker, Pres. & Gen. Mgr. Norval Arnes, Local Coml. Mgr. Don Wike, Nat'l. Coml. & Prom. Mgr.	Howard Rhodes, Prog. Dir. Milton Mac Lafferty, Chief Engr.	Gilman Keating Nicoll & Ruthman Lang-Worth UP
•LLA WALLA	KWWB 1946	1490 250	Walla Walla Bcstg. Co. Book Nook Bldg. 4103	KBS	John W. Kendall, Pres. Arthur W. Lindsay, Vice- Pres. & Gen. Mgr. Kenneth K. Williams, Coml. Mgr.	Orville Claire Banks, Prog. Dir. Adaline Bussard, Prom. Mgr. John L. Kelley, Chief Engr.	Grant Standard Thesaurus AP
•NATCHEE	KPQ 1929	560 1000	Westcoast Bcstg. Co. 2nd & Columbia 2757	ABC	Rogan Jones, Pres. James W. Wallace, Vice- Pres. & Gen. Mgr. Pat O'Halloran, Coml. Mgr.	Bill Green, Prog. Dir. Dorothy J. Maus, Prom. Mgr. George Frese, Chief Engr.	McGillvra Keating World SESAC Cole UP
•KIMA	KIMA 1944	1460 500	Cascade Bcstg. Co. Inc. Box 702 Moxee Rd. 6104	CBS	A. W. Talbot, Pres. E. Lee Black, Vice-Pres. & Gen. Mgr. Doris Zeitzke, Coml. Mgr.	Thomas C. Bostic, Prog. Dir. Hershel Carey, Prom. Mgr. J. B. Watkinson, Chief Engr.	Weed Thesaurus Lang-Worth Associated SESAC AP
•KIMA	KIT 1929	1280 1000	Valley Broadcasters 414½ E. Yakima Ave. 8115	ABC	Carl E. Haymond, Pres. James A. Murphy, Dir. John K. Clarke, Resident Mgr. Harrison A. Miller, Coml. Mgr.	James W. Nolan, Prog. Dir. William B. Hansen, Prom. Mgr. H. B. Murphy, Chief Engr.	McGillvra Scott Keating Capitol Lang-Worth Standard SESAC Cole AP, UP
•KIMA	KYAK 1947	1400 250	Yakima Bcstg. Corp. Fair Ave. & Mead St. 2-7143	MBS Don Lee	Robert S. McCaw, Pres. & Gen. Mgr. J. Elroy McCaw, Vice-Pres. Seymour Spring, Coml. Mgr.	Robert B. Dyal, Prom. Mgr. Gordon Allen, Prog. Dir. & Chief Engr.	AP

WEST VIRGINIA

•CKLEY	WJLS 1939	560 1000-LS 500-N	Joe L. Smith Jr. WJLS Building 7311	CBS	Joe L. Smith, Owner Virginia N. Cooper, Station Mgr. Robert L. Burns, Coml. Mgr.	George A. Hartwick, Prog. Dir. Benton B. Boggs, Prom. Mgr. Al. J. Ginkel, Chief Engr.	Burn-Smith Standard UP
•CKLEY	WWNR 1946	1450 250	Rahall Bcstg. Co. 1565 Harper Rd. 9300	MBS	N. Joe Rahall, Pres. C. Alden Baker, Gen. Mgr.	Don O. Hays, Prog. Dir. James F. Bucy, Chief Engr.	McGillvra Lang-Worth AP

DIRECTORY OF STANDARD 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, 1948)

WEST VIRGINIA—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Libra News Service	
BLUEFIELD	WHIS 1929	1440 1,000-LS 500-N CP-5,000-U	Daily Telegraph Printing 623 Commerce St. 7114	NBC	H. I. Shott, Pres. P. T. Flanagan, Station Mgr.	C. H. Murphey, Sales Dir. M. F. Barnett, Prog. Dir. P. T. Flanagan, Chief Engr.	Katz World Cole AP
BLUEFIELD	WKOY (Construction permit)	1240 250	Radio Bluefield Co. Bluefield		J. Lindsey Alley, Partner, Gen. Mgr. George E. Shumate, Partner, Chief Engr. E. Bernard Jarrett, Partner, Sales Dir.		
CHARLESTON	WCAW 1947	1400 250	Capitol Bcstg. Corp. 1600 McCorkle Ave. 37-503	Garland F. Wilkinson, Pres. Joseph J. Herget, Gen. Mgr. Robert E. Bell, Coml. Mgr.	James M. Flenniken, Prog. Dir. & Prom. Mgr. William D. Stone, Chief Engr.	Capitol Lang-Worth AP
CHARLESTON 24	WCBS 1927	580 5000	Charleston Bcstg. Co. 1016 Lee St. 28-131	CBS W. Va.	John A. Kennedy, Pres. Howard L. Chernoff, Gen. & Coml. Mgr.	Berton Sosis, Prog. Dir. Jack Herman, Prom. Mgr. Odes E. Robinson, Chief Engr.	Branham Standard AP, UP
CHARLESTON 30	WGKV 1939	1490 250	Kanawha Valley Bcstg. Co. 208 Dickinson St. Capitol 37-541	NBC	R. M. Venable, Pres. John S. Phillips, Gen. & Coml. Mgr. C. P. Vogel Jr., Prog. Dir.	Raymond R. Rebhann, Prom. Mgr. George Whitman, Chief Engr.	McGillvra Thesaurus AP
CHARLESTON 1	WKNA 1946	950 1000	Joe L. Smith Jr. Box 3106 39-971	ABC	Joe L. Smith Jr., Pres. John T. Gelder, Gen. & Coml. Mgr.	Frank E. Chaffer, Prog. Dir. & Prom. Mgr. Taylor Marcum, Chief Engr.	Weed Standard AP
CHARLESTON 1	WTIP 1946	1240 250	Gus Zaharis Capitol & Fife 23-136	MBS	Gus Zaharis, Pres. Dick Glaser, Station Mgr.		ForJoe Associated AP
CLARKSBURG	WELK 1937	1400 250	News Publishing Co. Pike St. 3040	NBC	George Clinton, Vice-Pres. Fred Zimmerman, Station Dir., Coml. & Prom. Mgr.	Don McWhorter, Prog. Dir. Joe Wright, Chief Engr.	Branham Lang-Worth SESAC AP
CLARKSBURG	WHAR 1946	1340 250	Mountain State Bcstg. Co. 1200 E. Pike St. 5775	MBS KBS	Glacus G. Merrill, Pres., Gen. & Prom. Mgr. Jimmie Darnall, Coml. Mgr. Ruth Parsons, Prog. Dir.	Thomas Brooks, Prod. Mgr. Andrew H. Kovlan, Chief Engr.	McGillvra SESAC McGregor UP
CLARKSBURG	WPDJ 1946	750 1000-D	Clarksburg Bcstg. Corp. 339 W. Main St. 6060	O. L. Billingsley, Pres. R. C. Warden, Gen. Mgr. Joseph M. LaRosa, Coml. & Prom. Mgr.	Dewitt Wyatt, Prog. Dir. Robert D. Hough, Chief Engr.	World Capitol UP
ELKINS	WDNE 1947	1240 250	West. Va. Radio Corp. Bcx 967	H. C. Greer, Pres.		Standard AP
FAIRMONT	WMMN 1928	920 5000	Monongahela Bcstg. Inc. Adams St. 3100	CBS	George B. Storer, Pres. Allen L. Haid, Managing Dir. Charles Smith, Coml. Mgr.	Frank Lee, Prog. Dir. Bill Powell, Prom. Mgr. Joseph Strelanski, Chief Engr.	Lang-Worth Katz Thesaurus Cole AP
FAIRMONT 1	WVVW 1946	1490 250	Fairmont Bcstg. Co. Inc. WVVW Radio Park 5000	MBS	J. Patrick Beacom, Pres. & Gen. Mgr. J. Harvey McCoy, Vice- Pres.	Howard Forbes, Coml. Mgr. John F. Watkins, Prom. Mgr. Whip Robinson 3rd, Prog. Dir. J. Harvey McCoy, Chief Engr.	World Associated AP
HUNTINGTON	WHTN 1947	800 1000-D	Greater Huntington Radio Corp. 1112½ Fourth Ave. 33-453	A. B. Hyman, Pres. Meyer Layman, Gen. Mgr. John Roy Wolfe Jr., Coml. Mgr.	Ted Arnold Silvert, Prog. Dir. Harold Sturm, Chief Engr.	Friedenburg Associated MacGregor UP
HUNTINGTON	WPLH 1946	1450 250	Huntington Bcstg. Corp. 1165 Fourth Ave. 33421	MBS	F. J. Evans, Pres. & Gen. Mgr. Bernard Sammons, Coml. Mgr.	Jay Caldwell, Prog. Dir. Lillian Swann, Prom. Mgr. William H. Hansher, Chief Engr.	McGillvra Standard Capitol AP
HUNTINGTON 1	WSAZ 1923	930 5000-LS 1000-N	WSAZ Inc. 912½ Third Ave. 4106	ABC W. Va.	John A. Kennedy, Pres. Howard L. Chernoff, Manag- ing Dir. Marshall Rosene, Gen. & Coml. Mgr.	Ted Elland, Prog. Dir. Larry Rogers, Prom. Mgr. Leroy Kilpatrick, Chief Engr.	Branham Lang-Worth SESAC AP
LOGAN	WLOG 1940	1230 250	Clarence H. Frey & Robert O. Greaver Kanada & Chestnut Sts. 761	KBS	Clarence H. Frey {Part- Robert O. Greaver }ners Chet Clark, Gen., Coml. & Prom. Mgr.	Lucille Gallion, Prog. Dir. Louis Frey, Chief Engr.	Lang-Worth UP
MARTINSBURG	WEPM 1946	1340 250	Martinsburg Bcstg. Co. W. King St. 1146	C. M. Zinn {Part- C. Leslie Golliday }ners C. Leslie Golliday, Gen. Mgr. E. W. Dockeney, Coml. Mgr.	Amos Harper, Prog. Dir. Ruby J. Ware, Prom. Mgr. Jamea R. Coale, Chief Engr.	World AP
MONTGOMERY	WMON 1946	1340 250	Fayette Associates Inc. 1028 First Ave. 620	MBS	Arnold M. Vickers, Pres., Coml. & Prom. Mgr.	James M. Holmes, Prog. Dir. Campbell Craver, Chief Engr.	World AP
MORGANTOWN	WAJR 1941	1230 250	West Virginia Radio Corp. 446 Spruce St. 9488	MBS KBS	H. G. Greer, Pres. Numa Fabre Jr., Gen. Mgr. John W. Johns, Coml. Mgr.	C. Capel, Prog. Dir. Ray Spence, Chief Engr.	Griffith World AP
OAK HILL	WOAY 1946	860 1,000-D	Robert R. Thomas, Jr. Oak Hill 651	W. Va.	Robert R. Thomas, Pres. Harold B. Shaw, Prog. Dir., Gen. & Coml. Mgr.	V. W. Moon Jr., Prom. Mgr. Robert R. Thomas, Chief Engr.	Friedenberg Capitol AP
PARKERSBURG	WCOM 1947	1230 250	Parkersburg Bcstg. Co. 317 9th St. 6800	ABC	Carl Loose, Gen. Mgr. Paula Carr, Asst. Mgr. Vinton Murphy, Coml. Mgr.	Buford Barickman, Chief Engr.	Cooke World UP
PARKERSBURG	WPAR 1935	1450 250	Ohio Valley Bcstg. Corp. 211 5th St. 2530	CBS	George H. Clinton, Vice- Pres., Gen. & Coml. Mgr. Sherman Grimm, Prog. Dir.	John Evans, Prom. Mgr. & Educational Dir. Vlah Brooks, Chief Engr.	Branham Standard SESAC AP
PINEVILLE	WYOP (Construction permit)	970 1,000-D	Wyoming Bcstg. Co.			

DIRECTORY OF STANDARD 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, 1948)

WEST VIRGINIA—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
MINCETON	WLOH	1490 250	Mountain Bcstg. Princeton 567	MBS	Frank G. McKenzie, Pres. Robert C. Wolfenden, Gen., Coml. & Prom. Mgr.	Thesaurus UP	
MONCEVERTE	WRON 1947	1400 250	William E. Blake Shanklin Bldg. 300	MBS	William E. Blake, Pres. & Gen. Mgr. Clyde Porterfield, Coml. Mgr.	Arch Holsten, Prog. Dir. Art Keller, Prom. Mgr. Herbert Jackson, Chief Engr.	McGillivra Thesaurus AP
ELCH	WBRW 1940	1340 250	McDowell Service Co. 10 Riverside Dr. 818	MBS KBS	J. G. Hunt, Pres. John Sinclair, Gen. & Coml. Mgr.	Johnny Villani, Prog. Dir. Chuck Barney, Prom. Mgr. Howard R. King, Chief Engr.	Forjoe Standard AP
ESTON	WHAW (Construction permit)	1450 250	Lewis Service Corp. 238 Main St.			
HEELING	WKWK 1941	1400 250	Community Bcstg. Inc. Pythian Bldg. 5320	ABC	Joe L. Smith, Jr., Pres. John B. Reynolds, Gen. & Coml. Mgr.	Albert H. Stewart, Prog. Dir. & Prom. Mgr. Fred A. Baker, Chief Engr.	Weed Standard UP
HEELING	WWVA 1926	1170 50,000	West Va. Bcstg. Corp. Hawley Bldg. 5383	CBS	George B. Storer, Pres. William E. Rine, V.P. in Charge of Operations Paul J. Miller, Asst. Man. Dir.	Paul A. Myers, Prog. Dir. Howard W. Meagle, Prom. Mgr. Edwin L. Keim, Chief Engr.	Petry Lang-Worth Cole AP
WILLIAMSON	WBTH 1939	1400 250	Williamson Bcstg. Corp. 2nd Ave. at Court St. 1241	MBS	Mrs. Lewis C. Tierney, Pres. Alice Shein, Gen. & Coml. Mgr.	Robert E. Spiros, Prog. Dir. & Prom. Mgr. Robert W. Bullo, Chief Engr.	World UP

WISCONSIN

ANTIGO	WATK (Construction permit)	900 250-D	Antigo Bcstg. Co. 936 Superior St. 90	Art Berner, Pres.	Bill Ingram, Gen. & Coml. Mgr.	Standard UP
ANTIGO	WRFA (Construction permit)	1050 250-D	Langlade Bcstg. Co. Inc. 711 Badger Ave.			
APPLETON	WHBY 1925	1230 250	WHBY Inc. 600 S. Lave St. 1161	MBS KBS Wiscon- sin	Earl H. Huth, Gen. Mgr. W. C. Porson, Coml. Mgr.	Rodger Mueller, Prog. Dir. F. Douglas Chingo, Prom. Mgr. George Merkl, Chief Engr.	Griffith Lang-Worth AP
SHLAND	WATW 1946	1400 250	Upper Michigan-Wiscon- sin Bcstg. Co.	MBS KBS Gt. North- ern			
ELOIT	WBEL (Construction permit)	1380 500-D	Beloit Bcstrs. Inc. 335 E. Grand Ave.			
DULUTH	WREX	10,000-LS 5,000-N	Lake Superior Bcstg. Duluth, Minn.	MBS			
EAU CLAIRE (Dallas)	WBIZ 1947	1400 250	WBIZ Inc. 609 Cameron Eau Claire, Wisc. 2-1969	James J. Conroy, Pres. & Gen. Mgr. Ray L. Watton, Coml. Mgr.	Fred Riddell, Prog. Dir. Alvina Britz, Traffic Mgr. Claude Thomas, Chief Engr.	World UP
EAU CLAIRE	WEAU 1937	790 5000	Central Bcstg. Co. 203 S. Barstow St. 6149	NBC North- west Arrow- head	Walter C. Bridges, Pres. & Gen. Mgr. Clyde Riddle, Coml. Mgr.	Jack Kelly, Prog. Dir. Thornwald O. Jorgenson, Chief Engr.	Hollingbery Thesaurus Lang-Worth UP
EAU CLAIRE	WRFW (Construction permit)	1050 1,000-D	Chippewa Valley Radio and Television Corp. 21½ S. Barstow St. 4170	Thomas K. Werner, Pres.	Rolf Tobin, Chief Engr.	Standard AP
FOND DU LAC	KFIZ 1922	1450 250	KFIZ Bcstg. Co. 18 W. First St. 356	MBS Wiscon- sin	Emery W. Martin, Exec. Vice-Pres. & Prom. Mgr. Lynn N. Fairbanks, Gen. & Coml. Mgr.	Lucille Fairbanks, Prog. Dir. Wendell Meyers, Chief Engr.	UP
GREEN BAY	WDUZ 1947	1400 250	Green Bay Bcstg. Co. Nicolet Bldg. Howard 6300	ABC	Ben A. Laird, Pres. & Gen. Mgr. F. M. Cooper, Coml. Mgr.	Robert C. Nelson, Prog. Dir. Paul C. Tyrrel, Chief Engr.	T-H-S Lang-Worth SESAC UP
GREEN BAY	WJPG 1947	810 1000-D	Green Bay Newspaper Co. 428 Cherry St. Howard 6400	Wiscon- sin	A. B. Turnbull, Gen. Mgr. John M. Walter, Station Mgr. Glen R. Holznecht, Coml. Mgr.	Russell Wildoe, Prog. Dir. Elmo W. Reed, Chief Engr.	McGeehan & O'Mara Thesaurus Standard AP
GREEN BAY	WTAQ 1922	1380 5000	WHBY Inc. Bellin Bldg. Adams 1	CBS	Rev. M. J. Beemster, Managing Dir. Haydn R. Evans, Gen. Mgr. Al Michel, Coml. Mgr.	Clair Stone, Prog. Dir. Lee Stinson, Prom. Mgr. Wallace Stangel, Chief Engr.	Weed World AP

DIRECTORY OF STANDARD 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, 1948)

WISCONSIN—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Transc. Librai Representativ News Servic	
JANESVILLE	WCLO 1930	1230 250	South Wisconsin Radio Inc. 200 E. Milwaukee St. 2500	MBS KBS Wiscon- sin	Sidney H. Bliss, Pres. Vern W. Williams, Gen. & Coml. Mgr.	Joseph G. Urban, Prom. Mgr. Wayne Clay, Chief Engr.	Lorenzen & Thompson Lang-Worth Thesaurus AP
KENOSHA	WLIP 1947	1050 250-D	Wm. L. Lipman 625-57th St. 6162	William L. Lipman, Pres. & Gen. Mgr. John Livingston, Coml. Mgr.	Richard V. Driscoll, Prog. Dir. Willard Thiel, Chief Engr.	McKinney Lang-Worth UP
LA CROSSE	WKBH 1923	1410 5000	WKBH Inc. 409 Main St. 450	NBC	Howard Dall, Pres. & Gen. Mgr.	Bernice Callaway, Prog. Dir. Ray Plamadore, Prod. Mgr. Al Leeman, Chief Engr.	T-H-S Lang-Worth World AP
LA CROSSE	WLCX 1947	1490 250	Bermac Radio Inc. State Bank Bldg. 4379	ABC	Margaret B. Mac Leunan, Pres. Hector C. Berg, Vice-Pres. E. W. Berg, Gen. Mgr. Millard W. Berg, Coml. Mgr.	Joe N. Snyder, Prog. Dir. Robert A. Gaumer, Prom. Mgr. Albert I. Rauscher, Chief Engr.	Standard UP
LA CROSSE	WKTY (Construction permit)	580 1,000	La Crosse Bcstg. Co. 515 State Bank Bldg.
LADYSMITH	WLDY (Construction permit)	1340 100	O. J. Falge Highway 8	O. J. Falge, Pres. Loren F. Bridges, Gen., Coml., & Prom. Mgr., Prog. Dir.	Darrell H. Holbrook, Chief Engr.	UP
MADISON	*WHA 1922	970 5000-D	University of Wisconsin Radio Hall Gifford 6860	State of Wisconsin, Chief Owner H. B. McCarty, Gen. Mgr.	Wm. G. Harley, Prog. Dir. H. A. Engel, Prom. Mgr. John Stehl, Chief Engr.	Thesaurus Associated UP
MADISON 3	WIBA 1924	1310 5000	Badger Bcstg. Co. 110 E. Main St. Fairchild 8800	NBC	William T. Evjue, Pres. Kenneth F. Schmitt, Gen. Mgr. Howard A. Johnson, Bus. Mgr.	Robert N. Dick, Prog. Dir. Norman Hahn, Chief Engr.	Avery-Knodel Standard AP, UP
MADISON	WISC (Construction permit)	1480 1,000	Radio Wisconsin Inc. 119 Monona Ave.	ABC
MADISON 3	WKOW (Construction permit)	1070 10,900-LS 5,000-N	Monona Bcstg. Co. 216 W. Washington Ave. Gifford 7100	Harry H. Packard, Gen. Mgr. Nelson W. Ross, Sales Mgr.	Vincent A. Vanderheiden, Chief Engr.	Headley-Reed UP
MANITOWOC	WOMT 1926	1240 250	Francis M. Kadow Radio Bldg. 6015	MBS KBS Wiscon- sin	Francis M. Kadow, Pres. & Gen. Mgr. Robert Churchill, Coml. Mgr.	George H. Erdman, Prog. Dir. L. J. Splitt, Prom. Mgr. W. F. Duben, Chief Engr.	McGeehan & O'Mara UP
MARINETTE	WMAM 1939	570 250-LS 100-N	M & M Bcstg. Co. Inc. Radio Park 570	NBC	W. E. Walker, Pres. Joseph D. Mackin, Gen. Mgr. Howard Emich, Coml. Mgr.	Pat Kehoe, Prog. Dir. Mary Kay, Prom. Mgr. Leo Stuart, Chief Engr.	Radio Adver- tising Lang-Worth UP
MARSHFIELD	WDLB 1946	1450 250	Dairylands Bcstg. Service Inc. 1710 N. Central Ave. 1212	KBS	Lloyd L. Felker, Pres. George F. Meyer, Gen. Mgr. Robert W. Behling, Coml. & Prom. Mgr.	Gerald J. Boos, Chief Engr.	Griffith World SESAC UP
MEDFORD	WIGM 1941	1490 250	Dairylands Bcstg. Service Inc. Medford 5147	KBS	Lloyd L. Felker, Pres. George F. Meyer, Gen. & Prom. Mgr. Irma Meyer, Assist. Mgr. & Coml. Mgr., Prog. Dir.	Raymond Bohnert, Chief Engr.	Cox & Tanz SESAC UP
MILWAUKEE 3	WEMP 1935	1340 250	Milwaukee Bcstg. Co. 710 N. Plankinton Ave. Marquette 7722	ABC	Robert M. LaFollette, Pres. Hugh H. Boice Jr., Gen. Mgr. and Ass't. Pres. John Gagliano, Coml. Mgr. Suzayne C. Cleveland, Asst. Treas.	Bert Mulroy, Prog. Dir. Karl Gierhahn, Prom. Mgr. Roland E. Paske, Chief Engr.	Avery-Knodel Capitol UP
MILWAUKEE 3	WEXT 1947	1430 1600-D	WEXT Inc. Century Bldg. Marquette 6542	Gerald A. Bartell, Pres. John M. Printup, Gen. & Coml. Mgr. Albert B. Gale, Station Mgr.	Rosa B. Evans, Prog. Dir. Lee K. Beznor, Prom. Mgr. Ralph E. Evans, Chief Engr.	Young Capitol SESAC UP INS
MILWAUKEE 2	WFOX 1947	860 250-D	Wisconsin Bcstg. System Inc. 739 N. Broadway Broadway 7272	Charles J. Lanphier, Pres., Gen. & Coml. Mgr.	Carl Zimmerman, Prog. Dir. & Prom. Mgr. George Dodge, Chief Engr.	McGillvra Standard AP
MILWAUKEE	WISN 1922	1150 5,000	Hearst Radio Inc. 123 W. Michigan Daly 6471	CBS	G. W. Grignon, Gen. Mgr. R. E. Shireman, Local Coml. Mgr.	Jack Raymond, Prog. Dir. Ellis Saxton, Prom. Mgr. D. A. Weller, Chief Engr.	Katz World Standard UP, INS
MILWAUKEE 1	WMAW 1943	1250 5,000	Midwest Bcstg. Co. 723 N. 3rd St. Daly 2154	George E. Inghram, Vice- Pres. & Gen. Mgr. Woods O. Dreyfuss, Ass't. Gen. Mgr.	Charles Chan, Prog. Dir. Hal Walker, Prom. Mgr. R. H. Host, Chief Engr.	Free & Peters Associated UP
MILWAUKEE 3	WMLO 1947	1290 1000-D	Cream City Bcstg. Co. Inc. 2625 W. Wisconsin Ave. West 1290	Jerome Sill, Exec. V.-P. & Gen. Mgr. Dale F. Dart, Coml. Mgr.	Lan Slinger, Prog. Dir. Arthur H. Posner, Prom. Mgr. Paul Mueller, Chief Engr.	ForJoe Lang-Worth UP
MILWAUKEE	WTMJ 1927	620 5000	The Journal Co. 333 W. State St. Marquette 6000	NBC	The Journal Co., Chief Owner Walter J. Damm, Gen. Mgr. L. W. Herzog, Asst. Gen. Mgr. R. G. Winnie, Mgr.	E. J. Robertson, Prog. Dir. R. B. Wallace, Prom. Mgr. William Hebal, Chief Engr.	Petry Associated Thesaurus AP
NEENAH	WNAM 1947	1280 1000-D	Neenah-Menasha Bcstg Co. 101 E. Wisconsin Ave. 4615	Don C. Wirth, V.-P., Gen. & Coml. Mgr.	Les Sturmer, Prog. Dir. & Prom. Mgr. E. W. Fliegel, Chief Engr.	Rambeau World UP



WCLO

The No. 1 Station in
The No. 1 Dairyland Market
For National Spot Advertisers

PROVED by CONLAN (Quad County) SURVEY

March 23-29, 1947, Monday Thru Sunday

JANESVILLE — Rock Co. (Est. Pop. 27,000)	WCLO	Sta. A	Sta. B	Sta. C	Sta. D	Others
8 A. M. - 12 Noon	44.9%	9.5%	15.2%	9.0%	11.4%	4.6%
12 Noon - 6 P. M.	36.5%	17.8%	12.8%	10.8%	9.7%	5.2%
6 P. M. - 10 P. M.	26.5%	21.3%	17.5%	11.9%	11.5%	6.7%
Rock County, Beloit, Wis. 12 Mi. So. (Est. Pop. 35,000)	WCLO	Sta. A	Sta. B	Sta. C	Sta. D	Others
8 A. M. - 12 Noon	23.6%	12.8%	13.8%	15.9%	19.0%	2.6%
12 Noon - 6 P. M.	25.3%	21.2%	12.7%	12.3%	11.3%	5.2%
6 P. M. - 10 P. M.	22.1%	29.9%	18.5%	11.7%	11.7%	4.3%
Walworth County, Delavan, Wis. (20 Mi. East)	WCLO	Sta. A	Sta. B	Sta. C	Sta. D	Others
12 Noon - 6 P. M.	29.6%	9.2%	9.2%	10.2%	6.1%	7.1%
6 P. M. - 10 P. M.	21.7%	25.5%	14.1%	12.3%	5.6%	6.6%
Jefferson County, Fort Atkinson, Wis. (20 Mi. NE)	WCLO	Sta. A	Sta. B	Sta. C	Sta. D	Others
8 A. M. - 12 Noon	28.6%	7.9%	20.6%	9.5%	6.3%	7.9%
12 Noon - 6 P. M.	23.3%	11.1%	13.4%	20.0%	8.9%	7.8%
6 P. M. - 10 P. M.	21.5%	28.4%	13.7%	11.8%	7.8%	3.9%
Green County, Brodhead, Wis. (20 Mi. West)	WCLO	Sta. A	Sta. B	Sta. C	Sta. D	Others
8 A. M. - 12 Noon	33.3%	5.6%	5.6%	8.3%	22.2%	5.5%
12 Noon - 6 P. M.	23.5%	31.4%	5.9%	5.9%	5.9%	7.8%
6 P. M. - 10 P. M.	14.5%	27.3%	14.5%	12.7%	9.1%	10.9%

Note—Above measurements based on 2,130 completed telephone calls in Janesville, 785 completed calls in Beloit, 255 in Fort Atkinson, 204 in Delavan and 142 in Brodhead.

WCLO is affiliated with the Janesville Daily Gazette. It has 18 years of "Know-How" behind it and is capably staffed with a personnel of 22 people.

Write for detailed copy of Conlan, Janesville and area survey. Also for market data before you place your 1948 schedule.

WCLO and WCLO-FM

250 WATTS F.T.

Janesville, Wisconsin

5000 WATTS F.T.

AFFILIATE OF MBS AND WISCONSIN NETWORK

Vern Williams, Manager

Represented by Rambeau

DIRECTORY OF STANDARD 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, 1948)

WISCONSIN—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Libra News Servic
OSHKOSH	WOSH 1941	1490 250	Oshkosh Bcstg. Co. 151 Main St. Stanley 4580	ABC	Myles H. Johns, Executive Dir. & Senior Partner George Greeley, Gen. Mgr. Sherwood Lorenz, Studio Mgr. Allen Embury, Sales Mgr.	Mary Casey, Prog. Dir. Glen Wheeler, Chief Engr. Cooke World UP
PELICAN	WOBT 1947	1240 250	The Oneida Bcstg. Co. 29 Frederick St., Rhineland, Wisc.		
POYNETTE	WIBU 1925	1240 250	Wm. C. Forrest RFD No. 2 97R5	MBS KBS Wiscon- sin	Wm. C. Forrest, Pres. & Gen. Mgr. Ralph O'Connor, Coml. & Prom. Mgr.	Mrs. Sarah Forrest, Prog. Dir. L. Stanley Sadler, Chief Engr. Burn-Smith Standard SESAC UP
RACINE	WRJN 1926	1400 250	Racine Bcstg. Corp. 441 Main St. Jackson 290	ABC KBS Wiscon- sin	Frank R. Starbuck, Pres. Harry R. LePoldevin, Gen. Mgr. Harold J. Newcomb, Station & Coml. Mgr.	Lyman M. Merens, Prog. Dir. Esther Witt, Prom. Mgr. Lee Dechant, Chief Engr. Walker AP
RHINELANDER	WOBT 1947	1240 250	Oneida Bcstg. Co. Rhineland 1240	MBS KBS	John R. Tomek, Pres. George A. Richards, Gen. Mgr.	Clyde D. Lake, Prog. Dir. Gregory McElrone, Prom. Mgr. Charles Bresette, Chief Engr. Lang-Worth UP
RICE LAKE	WJMC 1939	1240 250	WJMC Inc. 1615 S. Main St. 550	MBS North- west Arrow- head	W. C. Bridges, Pres. Greg Rouleau, Gen. & Coml. Mgr.	Harry Wills, Prog. Dir. Robert P. Kolsky, Chief Engr. Hollingbery Associated
SHEBOYGAN	WHLB 1924	1330 1000-LS 250-N	WHLB Inc. Press Bldg. 4844	ABC Wiscon- sin	A. Matt Werner, Pres. G. P. Richards, Gen. & Coml. Mgr.	Glen James, Prog. Dir. Doris Donnie, Prom. Mgr. Herbert J. Mayer, Chief Engr. World AP
STEVENS POINT	*WLBL 1922	930 5,000-D	State of Wisconsin, Dept. of Agriculture		
SUPERIOR	WDSM 1939	1230 250	Ridson Inc. Hotel Spalding Duluth, Minn.	ABC	Robert B. Ridder, Pres. Carl Bloomquist, Gen. Mgr. Clifford J. Lue, Coml. Mgr.	Lewis D. Martin, Prog. Dir. Harry Gradin, Prom. Mgr. J. Melvin Laskey, Chief Engr. Free & Peters Capitol SESAC AP
SUPERIOR	WSBR 1946	1490 250	WSBR Inc. 1st & Baxter Ave. Melrose 4794	KBS	Ford S. Campbell, Pres. James J. Conroy, Gen. Mgr. Arthur C. Robinson, Coml. Mgr. & Prog. Dir.	Laurie E. Carlson, Prom. Mgr. Olaf N. Gabrielson, Chief Engr. Standard AP
WAUKESHA	WAUX 1946	1510 250-D	Waukesha Bcstg. Co. 319 W. Main St. 6619	Carl Taylor, Pres. Lloyd Berlingham, Vice- Pres. Russ Salter, Secy.-Treas. Mig Figl, Gen. Mgr.	Ralph Andrews, Prog. Dir. Charles Kaetel, Chief Engr. Cole AP
WAUSAU	WSAU 1927	1400 250	The Journal Co. 125 3rd St. 6521	CBS	Walter J. Damm, Vice- Pres. & Gen. Mgr. of Rad. Ben F. Hovel, Station Mgr. J. W. Killeen, Coml. Mgr.	R. J. Topinka, Prog. Dir. R. W. Richardt, Chief Engr. Petry World AP
WEST ALLIS	(Construction permit)	1570 250-D	West Allis Bcstg. Co. West Allis	John A. Clark, Pres. Ruth H. Clark, V-P.	Ralph J. Drought, Sec'y. E. A. Dupke, Coml. Mgr.
WISCONSIN RAPIDS	WFHR 1940	1340 250	William F. Huffman 141 W. Grand Ave. 1340	MBS Wiscon- sin	William F. Huffman, Pres. George T. Frechette, Gen. & Prom. Mgr. & Prog. Dir. Bruce G. Bechl, Coml. Mgr.	Victor W. Nickel, Chief Engr. Capitol AP

WYOMING

CASPER	KDFN 1930	1470 1,000	Donald L. Hathaway 1st and Lennox Sts. 407	MBS KBS Inter- mountain	Donald L. Hathaway, Pres. & Gen. Mgr. Frederic Hufsmith, Coml. Mgr.	Marcus R. Nichols, Prog. Dir., & Prom. Mgr. Donald L. Hathaway, Chief Engr. Avery-Knodel Sears & Ayer Thesaurus Lang-Worth UP
CASPER	KVOC 1946	1230 250	KVOC Broadcasting Co. 1540 S. Wolcott St.	ABC		
CHEYENNE	KFBC 1940	1240 250	Frontier Broadcasting Co. Plains Hotel 4461	ABC	Tracy S. McCracken, Pres. Wm. C. Grove, Gen. Mgr. Frank Flynn, Coml. Mgr.	Dale Sunderland, Prog. Dir. Robert True, Prom. Mgr. Harold Roberts, Chief Engr. Thesaurus UP
CODY	KODI 1947	1400 250	Absaroka Bcstg. Co. Cody 444	MBS	Breck Moran, Pres., Gen., Coml. & Prom. Mgr.	Louise G. Metz, Prog. Dir. Phillip H. Barnhart, Chief Engr. World Cole AP
LARAMIE	KOWB (Construction permit)	1340 250	The Snowy Range Broad- casting Co.	Carroll S. Mohr Fred O. Rice Douglas D. Kahle Geo. D. Humphrey } Part- ners	
POWELL	KPOW 1941	1260 1,000	Albert J. Meyer 243 East 2nd St. 222	MBS KBS Inter- mountain	A. J. Meyer, Pres., Gen. & Prom. Mgr. & Prog. Dir.	Del Brandt, Coml. Mgr. & Chief Engr. Avery-Knodel Cole SESAC UP
RAWLINS	KRAL 1947	1240 250	Rawlins Broadcasting Co. Rawlins 1015	ABC KBS	Tracy S. McCracken, Pres. Max M. Young, Gen. & Coml. Mgr.	Glen Mills, Prog. Dir. Clark Grove, Prom. Mgr. & Chief Engr. Thesaurus AP
RAWLINS	KSWR (Construction permit)	1340 250	G. Stanley Brewer 2730 Quincy St., Ogden, Utah		
RIVERTON	KWRL (Construction permit)	1450 250	Joseph P. Ernst		
ROCK SPRINGS	KVRS 1928	1360 1,000-LS 500-N	Wyoming Broadcasting Co. 1307 Wyo. St. 93	MBS KBS Inter- mountain	Marjorie L. McCracken, Pres. & Prog. Dir. H. L. McCracken, Gen. & Coml. Mgr.	Imogene Parr, Prom. Mgr. Archie W. Buchanan, Chief Engr. Standard AP
SHERIDAN	KWYO 1934	1410 1,000-LS 500-N	Big Horn Broadcasting Co. 19 N. Main St. 601	MBS KBS Inter- mountain	R. E. Carroll, Pres. Jim Carroll, Gen. & Prom. Mgr. Clark Epperson, Coml. Mgr.	Mel Hallock, Prog. Dir. Bob Crosthwaite, Chief Engr. Avery-Knodel Lang-Worth UP
WORLAND	KWOR 1946	1490 250	Joseph P. Ernst Box 92 308	KBS	Joseph P. Ernst, Pres. & Gen. Mgr.	Mildred V. Ernst, Coml. Mgr. Joseph P. Ernst, Chief Engr. AP

There's a New
RADIO BUY
IN
GREEN BAY



WJPG
810 ON THE DIAL
1000 WATTS
LICENSED TO OPERATE
DAYTIME ON CLEAR CHANNEL

WJPG-FM
101.1 Mc.
NORTHEASTERN WISCONSIN'S
FIRST FM STATION
14.4 Kw. E. R. P.

THE
RADIO SERVICE
OF THE
GREEN BAY PRESS-GAZETTE

Directory of BROADCASTING STATIONS OF U. S. POSSESSIONS AND TERRITORIES

*—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, 1948)

ALASKA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Libr News Servi
ANCHORAGE	KBYR (Construction permit)	1240 250	Keith Capper Box 1286		
ANCHORAGE	KENI 1947	550 5,000	Midnight Sun Bcstg. Co. Box 1448	Austin E. Lathrop, Pres. Alvin O. Bramstedt, Gen. Mgr.	Jack M. Walden, Chief Engr. Press Assoc.
ANCHORAGE	KFQD 1924	790 5,000	Alaska Bcstg. Co. P. O. Box 1040 Main 143	CBS KBS Alaska	Wm. J. Wagner, Pres. & Gen. Mgr. Kenneth Laughlin, Station Mgr.	Jay Stauter, Prog. Dir. & Prom. Mgr. Bob Nichols, Chief Engr. Pan American Lang-Worth AP
FAIRBANKS	KFAR 1939	610; SA-660 5,000; SA-10,000	Midnight Sun Bcstg. Co. Box 910 East 380-A	Austin E. Lathrop, Pres. Miriam L. Dickey, Secy.- Treas. Alvin O. Bramstedt, Gen. Mgr.	Gilbert Wellington, Sales Mgr. Allan B. Walker, Prog. Dir. August G. Hiebert, Chief Engr. Thesaurus AP
FAIRBANKS	KFRB (Construction permit)	1290 1,000	Wm. J. Wagner Box 1040, 412 4th Ave. Anchorage, Alaska	Wm. J. Wagner, Owner	
JUNEAU	KINY 1935	1460 5,000	Wm. J. Wagner Decker Bldg. 197	CBS Alaska KBS	William J. Wagner, Owner Richard Peter, Gen. Mgr. & Prog. Dir.	C. A. Thorgaard, Chief Engr. Pan American AP
KETCHIKAN	KTKN 1942	930 1,000	Wm. J. Wagner	CBS	Jim Fletcher, Mgr. Jim Kemp, Prog. Dir.	Al Frazee, Chief Engr.
SEWARD	KIBH (Construction permit)	1340 250 SH	Wm. J. Wagner Box 1040, 412 4th Ave., Anchorage, Alaska	Wm. J. Wagner, Owner	

ALASKA'S TWO GREAT STATIONS

K

FAR -

FAIRBANKS, ALASKA
10,000 WATTS—660 KC

Covering the greater portion of the rich Alaska market, and serving the world's largest placer gold mining fields—Alaska's huge military bases—the Matanuska farming area—the Alaska Railroad Belt—the North Pacific fishing industry—and Alaska's BOOMING civilian population.

ENI -

ANCHORAGE, ALASKA
5,000 WATTS—550 KC

(KENI will be on the air approximately April 1, 1948. We invite you to write us for full particulars—including our attractive combination rates).

National Advertising Manager
GILBERT A. WELLINGTON
1011 American Bldg., Seattle 4, Wash.

DIRECTORY OF BROADCASTING STATIONS OF U. S. POSSESSIONS AND TERRITORIES

HAWAII

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
HILO	KHBC 1936	1230; CP-970 250; CP-1,000	Hawaiian Bcstg. System Ltd. P. O. Box 1476 3877	CBS Hawaiian	J. Howard Worrall, Pres. C. T. Thrumston, Gen. Mgr. Rex Willis II, Coml. Mgr.	Marion Stutes, Prog. Dir. Charles Lynn Rhoades, Chief Engr.	Free & Peters Standard World AP, UP, INS
HILO	KIPA 1947	1110 1,000	Big Island Bcstg. Co. Ltd. 140 Halli St. 2177	MBS Don Lee Aloha	A. H. Green, Pres. & Gen. Mgr. Cary M. Fonner, Office Mgr. R. B. Groesbeck, Coml. Mgr.	Ethyl F. Green, Prog. Dir. Lucile Quear, Prom. Mgr. Harold L. Marques, Chief Engr.	Blair Thesaurus Lang-Worth UP
IONOLULU 9	KGMB 1929	590 5,000	Hawaiian Bcstg. System Ltd. 1534 Kapolani Blvd. 2323	CBS Hawaiian	J. Howard Worrall, Pres. & Gen. Mgr. Robert L. Dick, Coml. Mgr.	Owen Cunningham, Prog. Dir. E. F. Donnell Jr., Prom. Mgr. Ernest Lindemann, Chief Engr.	Free & Peters Standard World UP
IONOLULU	KGU 1922	760 2,500 L-WJR	Marion A. Mulrony P. O. Box 3110 2311	NBC	Lorin P. Thurston, Pres. & Exec. Gen. Mgr. Marion A. Mulrony, Station Mgr. George T. Plummer, Coml. & Assist. Mgr.	Linton Latimer, Prog. Dir. Bernard E. Cooney, Sales & Prom. Mgr. Marion A. Mulrony, Chief Engr.	Katz Thesaurus UP
IONOLULU 42	KHON 1946	1380 5,000	Aloha Bcstg. Co. Ltd. P. O. Box 1380 95295	MBS Don Lee Aloha	Ralph M. Pitkin, Pres. Webley Edwards, Gen. Mgr. & Exec. V.P.	Roy Turner, Sales Mgr. Alexa Cogswell, Prog. Dir. Ira G. Mercer, Chief Engr.	Blair Capitol Lang-Worth MacGregor Standard UP
IONOLULU	KPOA 1946	630 5,000	Island Bcstg. Co. Box 3499 9-5281	John D. Keating, Gen. Mgr. Richard Downie, Coml. Mgr. Hal Lewis, Prod. Mgr.	Donald E. Klein, Prog. Dir. James R. Bird, Chief Engr.	Petry Lang-Worth AP
IONOLULU	KULA 1947	690 10,000	Pacific Frontier Bcstg. Co. Ltd. 1585 Kapolani Blvd. 9C926	ABC	Harold T. Kay, Pres. Frank V. Webb, V.P. & Gen. Mgr. George C. Hatch, Treas.	Robert F. Shield, Prog. Dir. Homer R. Johnson, Chief Engr.	Avery-Knodel Capitol UP
IHUE, KAUAI	KTOH 1940	1490 250	Garden Island Pub. Ltd. Box 1748 Kauai 261	MBS Don Lee Aloha	Charles J. Fern, Gen. Mgr. Dwight Mossman, Coml. Mgr.	Raymond K. Sasaki, Prog. Dir. Katashi Nose, Chief Engr.	Capitol Standard UP
MAILUKU, MAUI	KMVI 1946	550 1,000	Maui Publishing Co. Ltd. Maui 996	MBS Aloha	J. Walter Cameron, Pres. Ezra J. Crane, Gen. Mgr. Charles C. Young, Coml. Mgr.	Richard E. Mawson, Prog. Dir. Robert Jones, Chief Engr.	Blair Cole Lang-Worth MacGregor Standard UP

PUERTO RICO

RECIBO	WCMN 1947	1280 1,000	Caribbean Bcstg. Corp. Box 755 589	Byron Mitchell Jr., Pres. & Coml. Mgr.	Grimaldi Grau, Prog. Dir. Jose Soler, Chief Engr.	
RECIBO	WKVM 1946	1230; CP-1070 250; CP-10,000	American Colonial Broad- casting Corp.			
MAYAMON	WENA (Construction permit)	1560 250	Ramon Agudo Condado Beach Hotel, San Juan, P.R.			
MAGUAS	WRIA 1947	1450 250	Inter-American Radio Corp. Aguilera & Corchado Sts. 678	Eduardo Biascochea, Pres. & Gen. Mgr. Jorge L. Arzuaga, Coml. Mgr.	Fermin F. Bonnin, Prog. Dir. & Prom. Mgr. Eduardo Biascochea, Chief Engr.	
MAGUAS	WVJP (Construction permit)	1110 250	Borinquen Broadcasting Co.	Francisco Pereira Casillas Federico Virella Hector Perelra Buonomo Pedro Luis Jimenez	} Part- ners	
MAJARDO	WMDD 1947	1490 250	Madrazo & Diaz Atiles Munoz Rivera esq. Barcelo 132	Madrazo Atiles Diaz Atiles Agustin R. Camunas, Gen. & Coml. Mgr.		Ruben Diaz Atiles, Prog. Dir. & Prom. Mgr. George Schellhas, Chief Engr.
MAYAYAMA	WXRF (Construction permit)	1590 1,000	Rafael Fuster No. 43 Callimano St.			
MAYAGUEZ	WAEI (Construction permit)	1400 250	Mario Acosta Once de Agosta 82			
MAYAGUEZ	WECW 1947	1490 250	Electronic Corp. of P.R. Box 791			
MAYAGUEZ	WKJB 1946	1340 250	Jose Bechara Jr. Box 1293 983	Jose Bechara Jr., Pres. Rafael Izquierdo, Gen. Mgr. Jaime Sanjurjo Piris, Coml. Mgr.	Arturo Cortez, Prog. Dir. Dieguita Rivera, Prom. Mgr. Henry Fischback, Chief Engr.	
MAYAGUEZ	WORA 1944	1150 1,000	Radio Americas Corp. Box 43 1150	Maj. Alfred R. deArellano Jr., Pres. David Brown, Gen. Mgr. Plinio Gonzalez, Coml. Mgr.	Juan Libre, Prog. Dir. Reinaldo M. Dupont, Prom. Mgr. Rafael Perez, Chief Engr.	AP
MAYAGUEZ	WPBP 1946	1450 250	Paradise Broadcasting Co. Commercio 24	Jose M. Sepulveda Jose M. Rodriguez Quinones	} Part- ners	
MAYAGUEZ	WPRA 1937	990 5,000-LS; CP-10,000 1,000-N	Porto Rico Advertising Co. Box 869 269	Andres Camara, Pres. & Coml. Mgr. Luis E. Freyre, Gen. Mgr.		Natty Lopez, Prog. Dir. Luis E. Freyre, Chief Engr.
PONCE	WPAB 1939	1370 5,000	Portorican American Bcstg. Co. Inc. 17 Leon St. 783	A. Gimenez Aguayo, Gen. Mgr. Antonio Miro, Coml. Mgr.	Jose Ramon Diaz, Prog. Dir.	AP
PONCE	WPRP 1936	1420; CP-910 250; CP-5,000	Voice of Porto Rico, Inc.			
RIO PIEDRAS	WIPR (Construction permit)	940 10,000	P. R. Communications Authority P. O. Box 4187	Rafael Delgado Marquez, Gen. Mgr.		World AP

DIRECTORY OF BROADCASTING STATIONS OF U. S. POSSESSIONS AND TERRITORIES

PUERTO RICO—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Librar News Service	
SAN JUAN	WAPA 1946	880 10,000	Jose Ramon Quinones 357 Ponce de Leon Ave. 2-1448	Jose Ramon Quinones, Pres. Harwood Hull Jr., Gen. & Coml. Mgr.	Santiago Garcia, Prog. Dir. Hector Moll, Chief Studio Engr. Jose Fernandez, Chief Engr.	Raymer Thesaurus
SAN JUAN	WEMB (Construction permit)	1320 5,000	El Mundo Broadcasting Co. Box 1072 2-2000	Angel Ramos } Partners Jose Coll Vidal } Angel Ramos, Pres.	Willis H. Homan, Gen. & Prom. Mgr. Raymon Peres, Coml. Mgr. Joaquin Bursset, Prog. Dir. Leon Hansen, Chief Engr.	Inter American World UP, INS
SAN JUAN 22	WIAC 1941	580 5,000	Radio Station WIAC Inc. Box 4504 2-0014	Mrs. Enrique Abarca, Pres. Tomas Muniz, Gen. Mgr. & Secy. Enrique Abarca, Coml. Mgr.	Rafael H. Benitez, Prog. Dir. Alfonso Sanchez, Chief Engr.	Standard AP
SAN JUAN	WITA 1947	1400 250	Electronic Enterprises Inc. Box 3726, Santurce, P.R.	V. H. Meador, Pres. Antonio Alfonso, Gen. Mgr. Bernard Rubell, Exec. Bus. Mgr.	George Mayer, Chief Engr.	SESAC
SAN JUAN 18	WKAQ 1922	620 5,000	Radio Corp. of Porto Rico P. O. Box 3746 2-2021	CBS	A. P. del Valle, Gen. Mgr. Jose C. Irizaray, Coml. Mgr.	Manuel Ochoa, Prog. Dir. Nelson Banks, Prom. Mgr. Paul A. Girard, Chief Engr.	Guzman Associated AP
SAN JUAN	WNEL 1935	860 5,000	Juan Piza			
SANTURCE	WIBS 1947	740 10,000	Jose E. del Valle 52 Wilson St.			

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

TP—Transradio Pre.

(Affiliated with Associated 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 Date Estab.	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Librar News Service	
CALGARY	CFAC 1922	980 5,000	Calgary Bcstg. Co. Southam Bldg. Renfrew 1038	Foot- hills	H. R. Carson, Pres. A. M. Cairns, Gen. Mgr. F. R. Shaw, Coml. Mgr.	P. Freeman, Prog. Dir. Miss W. Sutton, Prom. Mgr. E. C. Connor, Chief Engr.	All-Canada Weed Associated Thesaurus PN, BUP
CALGARY	CFCN 1922	1060 10,000	Voice of the Prairies, Ltd. Toronto General Trusts Bldg. Main 1161	H. G. Love, Pres. & Gen. Mgr. E. H. McGuire, Coml. Mgr.	James A. Love, Prog. Dir. G. L. Carter, Prom. Mgr. Robert Lamb, Chief Engr.	Hunt Young Lang-Worth Standard United PN, BUP
CALGARY	CJCJ 1927	1140 1,000	Albertan Publishing Co. Ltd. Victory Bldg. Main 9966	CBC Alberta	G. M. Bell, Pres. D. H. McKay, Mgr. F. C. Colborne, Coml. Mgr.	N. R. Pringle, Prod. & Prom. Mgr. D. Readwin, Chief Engr.	Alexander McGillvra Sesac BUP
EDMONTON	CBX (Construction permit)	1010 50,000	Canadian Bcstg. Corp.	Trans- Canada	Dr. Augustin Frigon, Pres. (CBC)		CBC PN, BUP, Reuters
EDMONTON	CFRN 1924	1280 5,900	G. R. A. Rice 109 CPR Bldg. 22101	Domin- ion	G. R. A. Rice, Pres. & Gen. Mgr. A. J. Hopps, Asslt. Mgr. D. Atkinson, Secy.-Treas. C. R. Holmes, Coml. Mgr.	G. A. Duffield, Prog. Dir. T. A. Graham, Prom. Mgr. F. G. A. Makepeace, Chief Engr.	Young, Radio Representa- tives Cole Exclusive Lang-Worth Standard BUP
*EDMONTON	CKUA 1927	580 1,000	Alberta Government Telephones Provincial Bldg. 2-7212	CBC	F. Walker Blake, Gen. Mgr. James McRae, Prog. Dir.	Tom O'Neil, Prom. Mgr. Roy Usher, Chief Engr.	Associated PN
EDMONTON	CJCA 1922	930 5,000	Edmonton Journal Ltd. Birks Bldg. 21631	Trans- Canada	Gordon S. Henry, Gen. Mgr. Rolfe L. Barnes, Asslt. Mgr. Arthur H. Nicholl, Coml. Mgr.	Dalton E. Elton, Prog. Dir. Thomas A. Shandro, Prom. Mgr. Frank Hollingworth, Chief Engr.	All-Canada Weed Standard Thesaurus World PN
GRANDE PRARIE	CFGP 1937	1050 1,000	Northern Bcstg. Corp. Richmond Ave. & 99th St. Private Exchange 109	CBC	J. E. Thomson, Pres. A. J. Balfour, Gen. Mgr. John Soars, Coml. Mgr.	Gordon Cockburn, Prog. Dir. K. Anderson, Prom. Mgr. R. H. Williams, Chief Engr.	All-Canada Weed Cole Thesaurus PN
LETHBRIDGE	CJOC 1926	1220 5,000	Lethbridge Bcstg. Ltd. Marquis Hotel Bldg. 3161	Trans- Canada	H. R. Carson, Pres. W. M. Guild, Gen. Mgr. C. A. Perry, Coml. Mgr.	G. A. Brown, Prog. Dir. N. V. Fisher, Prom. Mgr. R. A. Reagh, Chief Engr.	All-Canada Weed Lang-Worth Thesaurus PN
MEDICINE HAT	CHAT 1947	1270 1,000	Monarch Bcstg. Co. 520 First St. 2821	J. H. Yuill, Pres. R. J. Buss, Gen. Mgr.	Bart Brown, Prog. Dir. Bette Krellar, Prom. Mgr. J. M. Ellis, Chief Engr.	All-Canada Weed Standard BUP



Serving...
ALL REGIONS FROM ATLANTIC TO PACIFIC

- extensive national coverage
- intensive regional coverage
- ON THREE NETWORKS
- IN TWO LANGUAGES

Yours through the facilities of the CBS whose networks bring to Canadian homes a variety of daily radio entertainment unsurpassed anywhere. MUSIC . . . DRAMA . . . NEWS . . . SPORTS . . . all the best from the national and international fields assure a sponsor on a CBS network of a large, interested and responsive audience.

CBC Dominion Network
 29 basic and 14 supplementary stations. Intensive coverage of all major markets in all regions.



CBC French Network
 13 stations. Thorough coverage of Quebec and contiguous French speaking areas.

CBC Trans-Canada Network
 24 basic and 9 supplementary stations. Comprehensive coverage coast to coast.

**COMMERCIAL
 DIVISION**

CANADIAN BROADCASTING CORPORATION
 354 JARVIS ST., TORONTO, ONT. 1231 ST. CATHERINE ST. W., MONTREAL, P.Q.

BRITISH COLUMBIA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Trans. Libra News Service	
PRINCE RUPERT ...	CFPR 1938	1240 50	Northwest Bcstg. & Service Ltd. P. O. Box 848 863	Trans-Canada	F. E. Batt, Pres. C. H. Insulander, Gen. Mgr. S. J. Anderson, Coml. Mgr.	R. Martin, Prog. Dir. C. H. Insulander, Prom. Mgr. & Chief Engr.	Stovin PN
TRAIL	CJAT 1932	610 1,000	Kootenay Bcstg. Co. 815 Victoria St. 737	CBC	E. W. Hazlewood, Pres. Eric C. Ayles, Gen. Mgr. Norman A. Harrod, Coml. Mgr.	Joseph A. Patrick Kobluk, Prog. Dir. Gordon L. Fairweather, Chief Engr.	All-Canada Weed Fremantle Thesaurus PN
VANCOUVER	CBR 1925	1130 5,000	Canadian Bcstg. Corp. 701 Horuby St. Marine 6121	Trans-Canada CBC Pacific	Dr. Augustin Frigon, Pres. E. A. Weir, Coml. Mgr. Kenneth P. Caple, Prog. Dir.	Patrick C. Keatley, Pr. & Inf. Rep. A. B. Bills, Chief Engr.	CBC CP, BUP. Reuters
VANCOUVER	CJOR 1926	600 5,000	CJOR Ltd. 846 Howe St. Marine 6464	Dominion	George C. Chandler, Pres. & Mgr. Don Laws, Coml. Mgr. Ross Mortimer, Prog. Dir.	James S. Wills, Prom. Mgr. A. H. Chandler, Chief Engr.	Stovin Young Sesac Thesaurus United PN, BUP
VANCOUVER	CKMO 1922	1410 1,000	B. C. Bcstg. System Ltd. 812 Robson St. Marine 1271	Mrs. R. J. Sprott, Pres. R. T. Bowman, Mgr. T. S. Slattery, Adv. Mgr.	A. V. Reusch, Prog. Dir. Phil J. Baldwin, Prom. Mgr. R. L. Whiteside, Chief Engr.	Nat'l Broadca Sales Associated Standard BUP, PN
VANCOUVER	CKWX 1923	980 5,000	Western Bcstg. Co. Ltd. 543 Seymour St. Marine 3344	MBS Don Lee	Arthur Holstead, Pres. Frank H. Elphicke, Mgr. Jack Sayers, Sales Mgr.	Laurie Irving, Prod. Mgr. Don McKim, Prom. Mgr. Jack Gordon, Chief Engr.	All-Canada Weed Lang-Worth World UP, BUP, P?
VERNON	CJIB 1947	940 1,000	Interior Bcstg. Ltd. Bagnall Block 834	John Ferguson, Gen. Mgr.	Don McGibbon, Prod. Mgr.	Stovin PN
VICTORIA	CJVI 1941	900 1,000-LS 250-N	Island Bcstg. Co. Central Bldg. Garden 2014	Dominion	H. R. Carson, Pres. M. V. Chesnut, Gen. Mgr. L. Hallberg, Coml. Mgr.	R. T. Batey, Prog. Dir. A. H. Worthington, Prom. Mgr. J. Somers, Chief Engr.	All-Canada Weed Cole Thesaurus World PN

Time-Tips For Radio Advertisers!



**YOU CONTROL TIME AND AUDIENCE
WITH SPOT-BROADCASTING**

'SPOT-BROADCASTING' means simply putting on your radio show at desirable times over individual stations.

It is the opposite to buying stations 'hohus-bolus' (either regionally or nationally), without regard for different time zones or listening habits.

When you spot-broadcast, you are really building your own network... tailor-made to suit your time, coverage and budget needs. You select the stations that cover your markets, choosing from twenty-nine All-Canada stations across

the country. You select the peak local times you want for best effect, unhampered by time-zone troubles.

When you spot-broadcast, you spot your program favourably on each station's program schedule. You command a ready-made local audience, sympathetic and loyal.

Whatever the nature of your radio problem: timing, coverage, budget or all of these—ask the ALL-CANADA man to help you with spot-broadcasting!



**ALL-CANADA RADIO FACILITIES
Limited**

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

DIRECTORY OF BROADCASTING STATIONS IN CANADA

* —Non-Commercial Stations

N—Night

LS—Operates to Local Sunset

MANITOBA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
BRANDON	CKX 1923	1150 1,000	Manitoba Telephone System Eighth St. & Princess Ave. 4532	Dominion	William F. Seller, Gen. Mgr. W. T. Grigg, Coml. Mgr.	Eric Davies, Prog. Dir. Claude Snider, Chief Engr. Stovin Young Lang-Worth Thesaurus World BUP
FLIN FLON	CFAR 1931	590 1,000	Arctic Radio Corp. Ltd. 75 Hill St. 590	Trans-Canada	J. G. Mundie, Pres. G. B. Quinney, Mgr.	Gordon Woodward, Chief Engr. Stovin Young Associated BUP
ST. BONIFACE	CKSB 1946	1250 1,000	Radio St. Boniface Ltd. 807 College St. 204865	Dr. Henri Guyot, Pres. R. Couture, V.P. Louis E. Leprohon, Gen. & Coml. Mgr.	Rene Dussault, Prog. Dir. & Prom. Mgr. D. R. Thomson, Chief Engr. Wright Young Associated BUP
WINNIPEG	CBW (Construction permit)	990 50,000	Canadian Bestg. Corp.	Trans-Canada	Dr. Augustin Frigon, Pres. (CBC) R. L. Punshon, Engr.	CBC PN, BUP. Reuters
WINNIPEG	CJOB 1946	1340 250	John Blick Lindsay Bldg. 9-6374	J. O. Blick, Pres. & Gen. Mgr. A. J. Messner, Coml. Mgr.	C. E. Farey, Prog. Dir. R. V. Durie, Chief Engr. Cooke Radio Representatives Associated Exclusive Standard World PN, BUP
WINNIPEG	CKRC 1934	630 5,000	Transcanada Cominunications Ltd. 390 Carlton St. 92266	Dominion	V. Sifton, Pres. G. Gaetz, Mgr. R. V. Staples, Coml. Mgr.	J. M. Hill, Prog. Dir. Kay Parkin, Prom. Mgr. A. W. Hooper, Chief Engr. All-Canada Weed Lang-Worth Standard World PN, BUP
WINNIPEG	CKY 1922	990 15,000	Manitoba Telephone System Telephone Bldg. 92191	Trans-Canada	William A. Duffield, Gen. Mgr. Wilfred Carpentier, Coml. Mgr.	R. H. Roberts, Prog. Dir. D. R. P. Coats, Prom. Mgr. George Henderson, Chief Engr. Stovin Young Thesaurus PN, BUP

NEW BRUNSWICK

CAMPBELLTON	CKNB 1939	950 1,000	Restigouche Bestg. Co. Ltd. P. O. Box 840 8	Dominion	J. Wesley MacDonald, Pres. Dr. Charles H. Houde, Managing Dir. Stan Chapman, Station Mgr.	Jim Woods, Prog. Dir. L. P. Paquet, Chief Engr. All-Canada Weed
EDMUNDSTON	CJEM 1944	1230 250	Edmundston Radio Ltd. 99 Canada Rd. 296	CBC	Dr. P. C. Laporte, Pres. R. W. Leclair, Gen. Mgr.	Bertand Potvin, Prog. Dir. Cyrille Fournier, Chief Engr. Stovin Young World PN
FREDERICTON	CFNB 1923	550 5,000	J. S. Neill & Sons Ltd. Fredericton 1255	CBC Trans-Canada	J. S. Neill, Chief Exec. D. Malcolm Neill, Gen. & Coml. Mgr.	C. Austin Moore, Prog. Dir. Glenn D. Love, Chief Engr. All-Canada Weed Thesaurus BUP, PN
MONCTON	CKCW 1934	1220 5,000	Moncton Bestg. Ltd. Knights of Pythias Bldg. 9111	Dominion	F. A. Lynds, Pres. & Managing Dir. C. L. Chambers, Coml. Mgr.	Tom Rafferty, Prog. Dir. A. J. White, Chief Engr. Stovin McGillivra Lang-Worth United World BUP
SACKVILLE	CBA 1939	1070 50,000	Canadian Bestg. Corp. 100 Sackville St. Halifax, N. S. 3-6188	Trans-Canada Maritime	Dr. Augustin Frigon, Pres. (CBC) W. E. S. Briggs, Reg. Prog. Dir. E. A. Weir, Coml. Mgr.	H. M. Smith, Regional Engr. CBC PN, BUP. Reuters
ST. JOHN	CFBC 1946	930 5,000	Fundy Bestg. Co. 4 Carleton 3-2421	Dominion	Norman Botterill, Gen. Mgr.	All-Canada Weed Cole Thesaurus BUP
ST. JOHN	CHSJ 1934	1150 5,000	New Brunswick Co. Ltd. 13 Church St. 1-3364	Trans-Canada	George A. Cronwell, Gen. & Coml. Mgr.	Cleve G. Stillwell, Prog. Dir. John G. Bishop, Chief Engr. Stovin Young Associated Lang-Worth Standard United World PN

NORTHWEST TERRITORIES

YELLOWKNIFE	810 250
-------------	-------	------------	-------	-------	-------	-------

NOVA SCOTIA

ANTIGONISH	CJFX 1943	580 5,000	Atlantic Broadcasters Ltd. Broadcasting Bldg. 66	Dominion	J. Clyde Nunn, Pres. & Gen. Mgr. R. J. Ricketts, Coml. Mgr.	James Burroughs, Prom. Mgr. Gordon MacDougall, Chief Engr. Alexander Young Lang-Worth United PN
BRIDGEWATER	CKBW 1947	1000 1,000	Acadia Bestg. Co. Ltd. King St.	C. J. Morrow, Pres. W. P. Bickle, V.P. Charles Lamb, Secy.-Treas. (CBC) Dr. Augustin Frigon, Pres.	J. F. Hirtle, Gen. Mgr. J. W. Essex, Chief Engr. All-Canada Associated PN
HALIFAX	CBH 1944	1330 100	Canadian Bestg. Corp. 100 Sackville St. 3-6188	Trans-Canada Maritime	W. E. S. Briggs, Reg. Prog. Dir. E. A. Weir, Coml. Mgr.	H. M. Smith, Reg. Engr. CBC PN, BUP Reuters
HALIFAX	CHNS 1926	960 5,000	Maritime Bestg. Co. Broadcasting House 3-8318	Dominion Maritime	Andrew W. Robb, Pres. William C. Borrett, Managing Dir. Gerald T. Redmond, Mgr. Station Ops. (Natl. Coml. Prog. & Staff)	Harry Stephen, Coml. Mgr. (Local Coml., Cont., Prom. Etc.) John Funston, Prog. Dir. Arthur W. Greig, Chief Engr. All-Canada Weed Freemantle Lang-Worth Thesaurus World United PN, BUP

DIRECTORY OF BROADCASTING STATIONS IN CANADA

* —Non-Commercial Stations

N—Night

LS—Operates to Local Sunset

NOVA SCOTIA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative: Transe, Library News Service	
HALIFAX	CJCH 1942	920 5,000	Radio Station CJCH Lord Nelson Hotel 3-7311	B. P. McCurdy, Managing Dir. E. Finlay MacDonald, Mgr. & Prog. Dir.	Howard E. Gerard, Traffic Mgr. A. Reginald MacWilliams, Chief Engr.	Stovin McGillivra Standard World PN
SYDNEY	CJCB 1929	1270 5,000-LS 1,000-N	Eastern Broadcasters Ltd. Radio Bldg. 209	Trans- Canada	N. Nathanson, Pres. & Gen. Mgr. R. M. Burchell, Coml. Mgr.	C. J. McDougall, Prog. Dir & Prom. Mgr. A. Vernon, Chief Engr.	Weed Thesaurus United PN
TRURO	CKCL 1947	1400 250	John A. Manning 7 Pleasant St.	John A. Manning, Chief Exec.		
WINDSOR	CFAE 1946	1450 250	Avard M. Bishop Pulsifer Bldg. 498	A. M. Bishop, Pres. & Gen. Mgr. Gene Alton, Coml. & Prom. Mgr.	W. A. Bishop, Prog. Dir. A. M. Bishop, Chief Engr.	Alexander Young Cole, United PN
YARMOUTH	CJLS 1932	1340 250	Laurie L. Smith Drawer 440 500	Laurie L. Smith, Pres., Gen. & Coml. Mgr. Kenneth Dougan, Prog. Dir.	Donald L. Smith, Chief Engr.	Lang-Worth All-Canada United PN

ONTARIO

BELLEVILLE	CJEQ 1946	1230 250	Quinte Bcstg. Co. Ltd. 11 Victoria Ave. 3200	Dominion	A. M. Haig, Pres. W. H. Stoven, Gen. Mgr. J. H. MacDonald, Coml. Mgr.	W. E. Arnold, Prog. Dir. D. Whelan, Prom. Mgr. J. B. Buchanan, Chief Engr.	Stovin Young Thesaurus World PN
BRANTFORD	CKPC 1922	1380 1,000	Telephone City Broadcast Ltd. Colborne St. 5140	Dominion	Mrs. Florence M. Buchanan, Pres. & Gen. Mgr.	Tom Potter, Prog. Dir. C. Anguish, Chief Engr.	Alexander United, World BUP
BROCKVILLE	CFM 1942	1450 250	Eastern Ontario Bcstg. Co. Ltd. Revere Hotel 4628	Dominion	Jack R. Radford, Pres. & Gen. Mgr.	Fred J. Ball, Prog. Dir. Edward T. Murray, Chief Engr.	Stovin, Young United BUP
CHATHAM	CFCO 1926	630 1,000		Dominion	John Beardall, Sole Owner & Gen. Mgr. Peter Kirkey, Coml. & Prom. Mgr.	George Sulman, Prog. Dir. Gordon Brooks, Chief Engr.	Cole BUP
CORNWALL	CKSF 1945	1230 250	Standard-Freeholder Ltd. 36 Pitt St. 1703	Dominion	H. Duncan Wightman, Pub- lisher Standard-Freeholder H. Harrison Flint, Station & Coml. Mgr.	E. Norman Bailey, Prog. Dir. Burton Heward, Prom. Mgr. Mahlon Clark, Chief Engr.	Stovin McGillivra World PN

CHNS THE VOICE OF HALIFAX CHNX

960 ON YOUR RADIO DIAL

CHNS leads with Facilities

First with 100 Watts—then 500 Watts—then 1,000 Watts—AND NOW—
CHNS IS FIRST IN HALIFAX WITH 5,000 WATTS!

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

ONTARIO (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
PORT FRANCES	CKFI 1944	1340 250	J. G. McLaren Fort Frances 200	Dominion	J. G. McLaren, Pres. & Prog. Dir. W. H. McLellan, Gen. Mgr.	Alexander BUP
PORT WILLIAM	CKPR 1921	380 1,000	H. F. Dougall Radio Hall South 315	Trans-Canada	H. F. Dougall, Pres. & Gen. Mgr. G. D. Jeffrey, Coml. Mgr.	Stovin, Young Radio Representatives United PN
QUELPH	1948	1450 250	Wally Slatter
HAMILTON	CHML 1927	900 5,000	Maple Leaf Bestg. Co. Ltd. 36 James St. S. 7-1595	Dominion	Kenneth D. Sobie, Pres. Tom E. Darling, Mgr. W. D. Whitaker, Coml. Mgr.	Stovin, Young Associated Standard United UP, BUP
HAMILTON	CKOC 1922	1150 5,000	Wentworth Radio Bestg. Co. Ltd. 32 John St. N. 7-4484	Trans-Canada	H. R. Carson, Pres. W. T. Cranston, Gen. Mgr. J. Lyman Potts, Ass't. Mgr.	All-Canada Weed Thesaurus World Lang-Worth PN
KENORA	CJRL 1938	1220 1,000	Kenora Bestg. Co. Ltd. Brydon Block 717	Dominion	James Richardson & Sons Ltd., Owners A. L. Garside, Supvr. G. A. McLean, Coml. Mgr. (Under direction of University)	Stovin Thesaurus PN
KINGSTON	CFRC	1480 100	Queen's U. Fleming Hall
KINGSTON	CKWS 1942	960 5,000	The Brookland Co. Ltd. 324 King St. 4435	Trans-Canada	Senator W. R. Davies, Pres. Roy W. Hofstetter, Station Mgr. Russell Baer, Coml. Mgr.	National Broadcast Sales, Cooke Thesaurus Standard Lang-Worth PN
KIRKLAND LAKE	CJKL 1924	560 5,000	Northern Bestg. Co. Ltd. Canadian Bank of Commerce Bldg., Toronto	Trans-Canada	Roy H. Thomson, Owner Brian G. Shelton, Mgr. Thomas J. Warner, Coml. Mgr.	National Broadcast Sales, Cooke Lang-Worth Standard Thesaurus PN
KITCHENER	CKCR 1929	1490 250	K-W Bestg. Co. 125 King St. 3-3628	Dominion	W. C. Mitchell } Owners G. Liddle } W. C. Mitchell, Gen. Mgr. G. Liddle, Coml. Mgr.	Ed Manning, Prog. Dir. Gordon Shaw, Prom. Mgr. Ion Hartman, Chief Engr.

**ATTENTION!
ANNOUNCING**

A Station for Nova Scotia's Rich South Shore

Put your sales message out over CKBW and you're sure it has an audience—A BUYING AUDIENCE. For CKBW is owned and operated by the people with the greatest per capita wealth of any in any county in the country—the people of Lunenburg County, Nova Scotia. And 1000-watt CKBW serves not only Lunenburg County but the rich South Shore as well. It Serves Them Well—Let It Serve You Profitably.

BRIDGEWATER - NOVA SCOTIA

RADIO ADVERTISERS

We represent 22 important markets, covered by 23 live Independent Radio Stations. Their keynote—and ours—is Service to their advertisers. May we discuss your radio plans with you?

HORACE N. STOVIN
AND COMPANY

Radio Station Representatives

Montreal • Toronto • Winnipeg

DIRECTORY OF BROADCASTING STATIONS IN CANADA

* —Non-Commercial Stations

N—Night

LS—Operates to Local Sunset

ONTARIO (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Trans. Librai News Service	
LONDON	CFPL 1933	1570 5,000	Free Press Printing Co. 442 Richmond St. Metcalfe 5200	Dominion	Walter J. Blackburn, Pres. Donald J. A. Wright, Gen. Mgr. Murray T. Brown, Coml. Mgr.	Bob Reinhart, Prog. Dir. Percy A. Field, Chief Engr. Weed, Stovin World Standard Lang-Worth PN	
NIAGARA FALLS	CHVC 1947	1600 1,000	B. H. Bedford Rainbow Bridge 4110	B. H. Bedford, Owner R. J. Cleland, Coml. Mgr.	Jim Sullivan, Prog. Dir. George Slinn, Chief Engr. Alexander McKinney World UP, BUP	
NORTH BAY	CFCH 1931	600 1,000	Northern Bcstg. Co. Ltd. Front St.	Trans- Canada	Roy H. Thomson, Pres. Jack M. Davidson, Gen. Mgr. Cliff Pickrem, Station Mgr. Keith Packer, Coml. Mgr.	Phil Clayton, Prog. Dir. & Prom. Mgr. Jack Barnaby, Chief Engr. Cooke National Broadcast Sales Thesaurus Standard Lang-Worth PN	
ORILLIA	CFOR 1942	1450 250	Gordon E. Smith 32 Mississaga St. E. 187	Dominion	Gordon E. Smith, Pres. & Gen. Mgr. Gordon Garrison, Coml. Mgr.	Francis R. Kirton, Prog. Dir. Charles Tierney, Prom. Mgr. James Nash, Chief Engr. Stovin, Youn Thesaurus United BUP	
OSHAWA	CKDO 1946	1240 100	Tom W. Elliott 70 King St. E. 4481	Tom W. Elliott, Pres. & Mngng. Dir. Willard F. King, Coml. Mgr.	Ross W. Rowlands, Prog. Dir. Gordon Sinclair Jr., Prom. Mgr. George Blanchette, Chief Engr. Alexander Thesaurus World PN	
OTTAWA	CHO 1924	910 1,000	Canadian Bcstg. Corp. Chateau Laurier Hotel 2-1151	Trans- Canada	(CBC) Dr. Augustin Frigon, Gen. Mgr. Charles P. Wright, Station Mgr. & Prog. Dir. E. A. Weir, Coml. Mgr., (CBC) Toronto	Maxted Gilbert, Chief Op- erator CBC Canadian Pr BUP, Reuter	
OTTAWA	CKCO	1310 1,000N 5,000D	Dr. G. M. Geldert 272 Somerset St. W. 2-3511	Dominion	Dr. G. M. Geldert, Gen. Mgr. Marsh Yarrow, Coml. Mgr. John Pollie, Prog. Dir.	Bob Brazil, Prom. Mgr. W. H. McLellan, Chief Engr. McGillvra Wright Associated Lang-Worth BUP, PN	
OTTAWA	CFRA 1947	560 1,000	Frank Ryan Auditorium 3-6241	Frank Ryan, Pres. & Gen. Mgr. George M. Gowling, Coml. Mgr.	Brian Hodgkinson, Prog. Dir. Chester Beachell, Chief Engr. All-Canada Weed, World Standard BUP	
OWEN SOUND	CFOS 1940	1470 1,000	Grey & Bruce Broadcast- ing Co. Ltd. 904 2nd Ave. E. 1940	Dominion	Howard Fleming, Pres. Ralph T. Snelgrove, Gen. Mgr. William N. Hawkins, Coml. Mgr.	Denys Ferry, Prog. Dir. Russ Thompson, Prom. Mgr. William Vallins, Chief Engr. Stovin, Youn World PN	
PEMBROOKE	CHOV	1340 250	Ottawa Valley Broadcast- ing Co. Ltd. 97 Albert St. 430	Dominion	E. G. Archibald, Chief Own- er & Gen. Mgr.	W. Montaigne, Coml. Mgr. Marg. Miller, Prom. Mgr. McGillvra Stovin Thesaurus BUP	
PETERBOROUGH	CHEX 1942	1430 1,000	The Brookland Co. Ltd. Examiner Bldg. 4641	Dominion	Senator W. Rupert Davies, Pres. Harold G. Burley, Station Mgr. E. L. Jones, Coml. Mgr.	Karl Mont, Prog. Dir. Ruth Panter, Prog. Publ. A. E. Crump, Chief Engr. National Broadcast Sales, Cooke Thesaurus Lang-Worth United AP, PN	
PORT ARTHUR	CFPA 1944	1230 250	Ralph H. Parker Public Utilities Bldg. North 315	Dominion	Ralph H. Parker, Owner & Mgr. R. P. MacGowan, Coml. Mgr.	Edison Gunn, Prog. Dir. Nat'l Broadca: Sales, Broad- cast Reprs. Weed Freemantle Standard Lang-Worth	
ST. CATHARINES	CKTB 1930	1550 1,000	The Niagara Dist. Bcstg. Co. Ltd. 12 Yates St. 5-7351	Dominion	W. B. C. Burgoyne, Pres. & Gen. Mgr. V. A. Lococo, Coml. Mgr.	W. C. Wingrove, Prog. Dir. & Prom. Mgr. W. H. Allen, Chief Engr. National Broadcast Sales McGillvra Thesaurus United PN	
SARNIA	CHOK 1946	1070 5,000-LS 1,000-N	Sarnia Bcstg. Co. Ltd. 148½ N. Front St. 4000	Trans- Canada	H. M. Houston, Pres. C. R. Irvine, Gen. Mgr. H. M. Edgar, Coml. Mgr.	Arnold W. Stinson, Prog. Dir. Grant Webber, Prom. Mgr. Robert Cooke, Chief Engr. National Broadcast Sales, Cooke Thesaurus Standard PN	
SAULT ST. MARIE	CJIC	1490 250	Hyland Bcstg. Co. Box 504 3500	Trans- Canada	J. G. Hyland, Chief Exec. & Gen. Mgr.	Italo Marinelli, Chief Engr. Alexander McGillvra Thesaurus United PN	
STRATFORD	CJCS	1240 250	Central Bcstg. Co. Reynolds Bldg. 1675	Dominion	F. M. Squires, Pres. & Gen. Mgr. K. S. Lott, Coml. Mgr.	J. E. Phillips, Prog. Dir. & Prom. Mgr. John Crigg, Chief Engr. All-Canada Weed World BUP	
SUDBURY	CHNO 1947	1440 1,000	Sudbury Bcstg. Co. Ltd. 166 Elm St.	Dominion	A. J. Robinson, Mgr.	Alexander Associated PN	
SUDBURY	CKSO 1935	790 5,000	W. E. Mason 21 Elgin St. 7-7505	Trans- Canada	W. E. Mason, Pres. W. J. Woodliff, Gen. Mgr.	R. F. Chinnick, Chief Engr. All-Canada Weed Thesaurus PN	
FIMMINS	CKGB	680 5,000	Northern Bcstg. Ltd. Thomson Bldg. 1500	Trans- Canada	R. H. Thomson, Pres. H. C. Freeman, Station Mgr. E. Edgar, Coml. Mgr.	E. M. Bowser, Prog. Dir. E. Mott, Chief Engr. National Broadcast Sales Cooke Lang-Worth Standard Thesaurus PN	
TORONTO 5	CBL 1937	740 50,000	Canadian Bcstg. Corp. 354 Jarvis St. Midway 5481	Trans- Canada NBC	(CBC) Dr. Augustin Frigon, Gen. Mgr. Ernst L. Bushnell, Dir.- Gen. of Programs E. A. Weir, Coml. Mgr.	H. J. Boyle, Prog. Dir. Trans-Canada Net. Howard Hilliard, Supervis- ing Engr., (Toronto Area)	PN BUP, Reuters

PRESS NEWS SERVICE IS STILL GOOD

—and so is our last year's ad . . .

PRESS NEWS
Canada's Radio News Service

Sixty-three privately-owned stations in Canada on a 6,000-mile radio-wire network copy Press News teletyped news and features 24 hours a day.

Broadcasters and sponsors choose Press News because it is fast, accurate, comprehensive.

For French-language stations, Press News provides service in French.

Three Great Services in One
 THE ASSOCIATED PRESS
 REUTERS
 THE CANADIAN PRESS

Head Office—Toronto

*63 and more coming

CFAB
 CFAC
 CFCH
 CFCN
 CFCY
 CFGP
 CFJC
 CFOS
 CFPL
 CFRB
 CHAD
 CHEF
 CHEX
 CHEB
 CHLN
 CHLP
 CHNS
 CHOK
 CHSJ
 CJAD
 CJAT
 CJAV
 CJBO
 CJCA
 CJCB
 CJCH
 CJFX
 CJJC
 CJKL
 CJLS
 CJOB
 CJOC
 CJOR
 CJRL
 CJSO
 CJVI
 CKAC
 CKCH
 CKCK
 CKCR
 CKCV
 CKDO
 CKEY
 CKGB
 CKLN
 CKNW
 CKOC
 CKOY
 CKPR
 CKRC
 CKRM
 CKRN
 CKSF
 CKSO
 CKTB
 CKUA
 CKVD
 CKVL
 CKWS
 CKWX
 CKY

CFQC
 CHAB
 CHNO
 CJB R
 CJEM
 CJFP
 CJIB
 CKBI
 K BW
 CKCL
 CKCO
 CKMO
 CKOX
 CKRS

... if you add these 14 stations

77—and more coming!

DIRECTORY OF BROADCASTING STATIONS IN CANADA

* —Non-Commercial Stations

N—Night

L5—Operates to Local Sunset

ONTARIO (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative: Transc. Librar: News Service	
TORONTO 5	CFRB 1927	890 10,000 50,000-CP	Rogers Radio Bcstg. Co. Ltd. 37 Bloor St. W. Midway 3515	CBS	Harry Sedgwick, Pres. Lloyd Moore, Station Mgr. Waldo Holden, Sales Mgr.	Wes McKnight, Prog. Dir. Ken Marsden, Prom. Mgr. Jack Sharpe, Chief Engr.	All-Canada Young Associated Lang-Worth Thesaurus World PN, BUP
TORONTO 1	CHUM 1945	1050 1,000-D	York Broadcasters Ltd. 225 Mutual St. Elgin 4271	John H. Part, Pres. Rowland E. Ford, Gen. & Coml. Mgr.	Verne Hill, Prog. Dir. Denls Olerenshaw, Prom. Mgr. Aurele Boisvert, Chief Engr.	Alexander Associated United Lang-Worth Cole BUP
TORONTO 3	CJBC 1943	1010 5,000 50,000-CP	Canadian Bcstg. Corp. Toronto 5 Midway 5481	Dominion ABC	(CBC) Dr. Augustin Frigon, Gen. Mgr. Ernest L. Bushnell, Dir.-Gen. of Programs E. A. Weir, Coml. Mgr.	H. G. Walker, Mgr., Domin- ion Net. Howard Hilliard, Supervising Engr., (Toronto Area)	CBC, Stovin BUP, Reuters PN
TORONTO	CKEY 1944	580 5,000-LS 1,000-N	Toronto Bcstg. Co. Ltd. 444 University Ave. Waverly 3881	Jack K. Cooke, Pres. H. E. Cooke, Gen. & Coml. Mgr.	Don Insley, Prog. Dir. Harry Yitton, Prom. Mgr. E. O. Swan, Chief Engr.	Cooke National Broadcast Sales Frémantle World Standard Lang-Worth Associated PN, BUP
WINDSOR	CKLW 1932	800 5,000	Western Ontario Bcstg. Co. Ltd. Guarantee Trust Bldg. 4-1155 Cadillac 7200 (Detroit)	CBC MBS	J. E. Campeau, Pres. & Gen. Mgr. Richard Jones, Coml. Mgr.	Campbell Ritchie, Prog. Dir. Barbara MacFarland, Prom. Mgr. W. J. Carter, Chief Engr.	Stovin, Youn; UP, INS BUP
WINGHAM	CKNX 1926	920 1,000	Radio Station CKNX Ltd. Wingham 158	Dominion	W. T. Cruickshank, Pres. John Cruickshank, Gen. Mgr. Gerald Cruickshank, Coml. Mgr.	John Brent, Prog. Dir. Fred Russell, Prom. Mgr. Scott Reid, Chief Engr.	Alexander Thesaurus Cole Lang-Worth BUP World PN
WDDSTOCK	CKOX 1947	1350 250	Oxford Bcstg. Co. Ltd.	M. J. Werry, Chief Exec. Stanley Smith, Coml. Mgr. John Stark, Prod. Man.	World PN

PRINCE EDWARD ISLAND

SUMMERSIDE	CHGS 1925	1480 100	R. T. Holman Ltd. 180 Water St. 133	Trans- Canada	H. T. Holman, Sr., Pres. R. L. Mollison, Gen. Mgr.	A. A. Nicholson, Prog. Dir. A. McKee, Chief Engr.	Radio Repe- sentatives
CHARLOTTETOWN	CFCY 1924	630 5,000-LS 1,000-N	Island Radio Bcstg. Co. Ltd. 85 Kent St. 741	Domin- ion Mari- time	Lt. Col. K. S. Rogers, Pres. & Gen Mgr. R. F. Large, Coml. & Prog. Mgr.	M. E. Large, Prom. Mgr. A. L. Finley, Chief Tech. Adv.	All-Canada Weed World Lang-Worth Standard PN

QUEBEC

AMOS	CHAD 1942	1340 250	Radio Rouyn-Abitibi Ltd. Rellily Bldg., Rouyn 1400	French	Hector Authier, Pres.	J. R. Linklater, Gen. & Coml. Mgr.	Nat'l Broadcast Sales Weed Thesaurus United PN
CHICOUTIMI	CBJ 1933	1580 1,000 10,000-CP	Canadian Bcstg. Corp. 286A Racine St. 155	Trans- Canada	Dr. Augustin Frigon, Pres. (CBC) Vilmond Fortin, Station Mgr. & Prog. Dir. M. Valiquette, Coml. Mgr.	Leopold Houle, Supvr. Press & Information J. E. Roberts, Supervising Bcast. Opr.	CBC PN, BUP, Reuters
GRANBY	CHEP 1945	1450 250	Granby Bcstg. Co. Ltd. 7 Johnson St. 353	J. A. Bourgault, Pres. Jacques A. Thivierge, Gen. Mgr.	Al dEon, Prog. Dir. Gerard Laliberte, Chief Engr.	Radio Repre- sentatives World United PN
HULL	CKCH 1933	1240 250	Cie de Radiodiffusion de Hull 121 Notre-Dame 2-1701	L. J. Billy, Pres. Aurele Graton, Gen. Mgr. Raymond Benoit, Coml. & Prom. Mgr.	Georges Francon, Prog. Dir. Max Gebhardt, Chief Engr.	Radio Repre- sentatives Young Thesaurus PN
JONQUIERE	CKRS 1947	1240 250	Henri Lepage 223 St. Dominique St.	Hardy PN
SHAWINIGAN FALLS	1470 1,000 (Construction permit)	Shawinigan Standard Radio Co.
MONTREAL	CBF 1937	690 50,000	Canadian Bcstg. Corp. 1231 St. Catherine St. W. Plateau 7161	NBC Trans- Canada	Dr. Augustin Frigon, Pres. (CBC) Marcel Oulmet, Dir. of CBC French Network, Prog. Dir. M. Valiquette, Coml. Mgr.	Leopold Houle, Supvr. of Press & Information E. D. Roberts, Chief Opr.	CBC PN, BUP Reuters
MONTREAL 25	CBM 1940	940 5,000	Canadian Bcstg. Corp. 1231 St. Catherine St. Plateau 7161	NBC Trans- Canada	Dr. Augustin Frigon, Pres. (CBC) Marcel Oulmet, Dir. of CBC French Network M. Valiquette, Coml. Mgr.	W. J. O'Reilly, Prog. Dir. Leopold Houle, Supvr. Press & Information E. D. Roberts, Chief Opr.	CBC CF, BUP Reuters
MONTREAL 25	CFCF 1919	600 500	Canadian Marconi Co. 1231 St. Catherine St. W. Plateau 2577	ABC Domin- ion	S. M. Finlayson, Gen. Mgr. James A. Shaw, Station Mgr. P. E. Hiltz, Coml. Mgr.	H. H. Hewetson, Prog. Dir. E. H. Smith, Prom Mgr. J. Gettenby, Chief Engr.	Weed All-Canada Thesaurus PN, BUP
MONTREAL	CHLP 1933	1410 1,000	La Patrie Publishing Co. Ltd. Sun Life Bldg. Plateau 5225	Sen. P. R. duTremblay, Pres. & Gen. Mgr. C. A. Berthiaume, Station Managing-Dir. Fernand Bergevin, Assist. Managing-Dir. Simon Gendron, Coml. Mgr.	Andre Chabot, Prog. Dir. Marcel Marneau, Prod. Dir. Alphonse Cloutier, Chief Engr.	Alexander McGillvra Standard PN

(Continued on page 274)

CANADA'S NEWSPAPER OWNED STATIONS

- CFAC, Calgary, Alta.—Owned by *Calgary Herald*.
- CJCI, Calgary, Alta.—Owned by *Calgary Albertan*.
- CJCA, Edmonton, Alta.—Owned by *Edmonton Journal*.
- CHNS, Halifax, N. S.—Owned by publishers of *Halifax*, 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., in conjunction with the *Kingston Whig-Standard*.
- CFPL, London, Ont.—Owned by *London Free Press*.
- CKSO, Sudbury, Ont.—Licensed to *Sudbury Star*.
- CHLN, Three Rivers, Que.—Licensed to *La Nouvelliste*, 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 *Telegraph 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*.
- CKTB, St. Catharines, Ont.—Affiliated (interlocking control) with *St. Catharines Standard*.
- CKCO, Ottawa, Ont.—Affiliated (interlocking control) with *Ottawa Citizen*.

**BETTER AND
STILL
BETTER**

CFRB
CHARLOTTETOWN

WITH
THE HIGHEST
B. B. M. RATING
OF ANY COMMERCIAL
STATION EAST OF MONTREAL

5000 WATTS
Island Radio Broadcasting Co. Ltd., Charlottetown, P.E.I.
630 KILOCYCLES
Rep.: Weed & Co., All-Canada Radio Facilities Ltd.

**YOUR
ADVERTISING
DOLLAR...**

on CFRB each advertising dollar buys
2,795 potential radio homes after 7:00 p.m.
3,475 potential radio homes between 6 and 7 p.m.
5,195 potential radio homes at other times.

On CFRB you reach more listeners per dollar than any other Toronto station. That's why CFRB's advertisers keep using CFRB year after year.

Ask them why they stay! Perhaps they won't quote figures or facts . . . but they'll give you the *real* answer. They stay because they get results! They stay because they reach *more* radio homes, *more* prospects for their product . . . selling an audience that's been growing for twenty years!

REPRESENTATIVES:
UNITED STATES
Adam J. Young Jr., Incorporated
CANADA
All-Canada Radio Facilities Ltd.

CFRB T O R O N T O

Ontario's FAVOURITE Radio Station

DIRECTORY OF BROADCASTING STATIONS IN CANADA

* —Non-Commercial Stations

N—Night

LS—Operates to Local Sunset

QUEBEC (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
MONTREAL 25	CJAD 1945	800 1,000	CJAD Ltd. 1191 Mountain St. Plateau 1805	J. Art Dupont, Pres., Gen. & Coml. Mgr. Ron Morrier, Prog. Dir.	Robert Laurion, Traffic Mgr. Allan K. Taylor, Chief Engr.	Nat'l Broadcast Sales Young Associated Lang-Worth Standard World PN, BUP
MONTREAL	CKAC 1922	730 5,000	La Presse 980 St. Catherine St. W. Marquette 3611	CBS	Sen. P. R. DuTremblay, Pres. Phil Lalonde, Gen. Mgr. Georges Bourassa, Coml. Mgr.	Ferdinand Blondi, Prog. Dir. Robert Jouglet, Prom. Mgr. Len Spencer, Chief Engr.	Young Lang-Worth World UP, PN, BUP, Reuters
NEW CARLISLE	CHNC 1933	610 5,000	Gaspesia Radio Bcstg. Co. Main St. 64	Dr. Charles Dumont, Pres. Dr. Charles H. Houde, Gen. Mgr.	Viateur Bernard, Coml. Mgr. Gordon S. Coleman, Chief Engr.	Hardy Young
QUEBEC	CBV 1934	980 1,000	Canadian Bcstg. Corp. Palais Montcalm 8155	Trans- Canada	Dr. Augustin Frigon, Pres. (CBC) Guy Dumais, Acting Mgr. & Prog. Dir. M. Valiquette, Coml. Mgr.	Leopold Houle, Supvr. Press & Information C. Frenette, Supervising Bcst. Opr.	CBC PN, BUP, Reu- ters
QUEBEC	CHRC 1926	800 5,000	CHRC Ltd. 39 St. Jean 2-8177	Herve Baribeau, Pres. Henri Lepage, Gen. Mgr. Aurele Pelletier, Coml. Mgr.	Magella Alain, Prog. Dir. Arsene Nadeau, Chief Engr.	Hardy Young Lang-Worth Thesaurus BUP
QUEBEC	CKCV 1926	1280 1,000	CKCV Ltd. 142 St. John St. 2-1585	CBC	J. Herve Baribeau, Chief Exec. Paul LePage, Gen. Mgr. Lucien A. Bernier, Coml. Mgr.	Leon LaChance, Prog. Dir. Marcel Berlinger, Chief Arthur Duberger, Engr.	Radio Repre- sentatives Weed World PN
RIMOUSKI	CJBR 1937	900 5,000-LS 1,000-N	The Central Pub. Serv. Corp. Ltd. Cathedral St. 396	J. A. Brillant, Pres. Guy Caron, Mgr. C. Charbonneau, Coml. Mgr.	Paul Gagnon, Prog. Dir. F. C. Daok, Chief Engr.	Stovin Young Standard United AP, PN
RIVIERE-du-LOUP	CFJP 1947	1400 250	Radio Temiscouata Ltée 203 Lafontaine St. 536	Armand Belle, Pres. T. Gareau, Gen. Mgr.	Roger Gagnon, Prog. Dir. George Grant, Prom. Mgr. Raymond Lavole, Chief Engr	Renaud Young Thesaurus PN
ROUYN (Construction permit)	900 1,000
ROUYN	CKRN 1939	1400 250	Radio Rouyn-Abitibi Ltd. Reilly Bldg. 1400	French	Hector Authier, Pres.	J. R. Linklater, Gen. & Coml. Mgr.	Nat'l Broadcast Sales Weed Thesaurus United PN
MATANE (Construction permit)	1250 1,000	Roger Bergeron
SHERBROOKE	CHLT	900 1,000	La Tribune Ltée 3 Marquette St. 2071	CBC	Senator Jacob Nicol, Pres. Alphee Gauthier, Gen. Mgr. Henri V. Delorme, Coml. Mgr.	Jean Louis Gauthier, Prog. Dir. & Prom. Mgr. S. C. Cusack, Chief Romeo Paquette, Engrs.	Hardy United World
SHERBROOKE	CKTS	1240 250	Telegram Printing & Publ. Co. Ltd. 3 Marquette St. 2071	Dominion	Senator Chas. B. Howard, Pres. Alphee Gauthier, Gen. Mgr. Henri V. Delorme, Coml. Mgr.	Jean Louis Gauthier, Prog. Dir. Jeanne Tremblay, Prom. Mgr. S. C. Cusack, Chief Engr.	Radio Repre- sentatives Thesaurus
SOREL	CJSC 1945	1400 250	Radio Richelieu Ltd. 72 Du Roi St. 318	J. Arthur Villeneuve, Pres. Gerard Boulay, Gen. Mgr. Alphonse Provost, Coml. Mgr.	Wilfrid Monsoux, Prog. Dir. Henri Provost, Sales Mgr. Joseph Cardin, Chief Engr.	Renaud Sesac World AP, PN, Reu- ters
THREE RIVERS	CHLN	1450 250	LeNouvelliste Ltd. Chateau de Biois Hotel 4500	Hon. Jacob Nicol, Chief Exec. Leon Trepanier, Gen. & Coml. Mgr.	Charles Couture, Prog. Dir. & Prom. Mgr.	Hardy Young United World PN
VAL d'OR	CKVD 1939	1230 100	Radio Rouyn-Abitibi Ltd. Reilly Bldg., Rouyn 1400	French	Hector Authier, Pres.	J. R. Linklater, Gen. & Coml. Mgr.	Nat'l Broadcast Sales Weed Thesaurus United PN
VERDUN	CKVL 1946	980 1,000	J. Teitlman 211 Gordon Ave. York 3696	J. Teitlman, Pres. Correy Thomson, Gen. Mgr.	Hal Stubbs, Prog. Dir. (Eng- lish) Omer Duranceau, Prog. Dir. (French) Charles Charlebois, Chief Engr.	Stovin Cooke Lang-Worth United PN, BUP

SASKATCHEWAN

MOOSE JAW	CHAB 1922	800 5,000	Radio Station CHAB Ltd. Grant Hotel Hall 2334	Domin- ion	Sidney J. Boyling, Gen. Mgr. Lloyd Crittenden, Sales Mgr. Robert D. Gilles, Prog. Dir.	Charles H. Witney, Prom. Mgr. Mervyn Pickford, Chief Engr.	Stovin Weed Cole Lang-Worth United PN
NORTH BATTLE- FORD	CJNB 1946	1240 250	Northwestern Bcstg. Co. Led. Sallows & Boyd Bldg. N. B. 2373	J. H. Coalston, Mgr. F. L. Patterson, Prog. & Prod. Mgr.	Ian K. Carson, Chief Engr.	Stovin World BUP
PRINCE ALBERT	CKBI	900 5,000-LS 1,000-N	Central Bcstg. Co. Ltd. Sanderson Block 2621	Domin- ion	Edward A. Rawlinson, Gen. Mgr. Gerald M. Prest, Coml. Mgr.	Kenneth F. Davey, Prog. Dir. Thomas VanNes, Chief Engr.	All-Canada Weed Thesaurus PN
REGINA	CKCK 1922	820 5,000	CKCK Leader Post Bldg. 8525	Trans- Canada	Victor M. Sifton, Pres. Harold A. Crittenden, Gen. Mgr. A. Gilbert Seabrook, Coml. Mgr.	Wilfred E. Collier, Prog. Dir. Robert W. Weir, Prom. Mgr. E. A. Strong, Chief Engr	All-Canada Thesaurus PN, BUP

DIRECTORY OF BROADCASTING STATIONS IN CANADA

* — Non-Commercial Stations

N—Night

LS—Operates to Local Sunset

SASKATCHEWAN (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
REGINA	CKRM 1926	980 5,000	Transcanada Communi- cations Ltd. 1819 Cornwell St. 7631	Dominion	W. A. Speers, Station Mgr. B. M. Pirie, Coml. Mgr.	All-Canada Weed Lang-Worth World PN
SASKATOON	CFQC 1923	600 5,000	A. A. Murphy & Sons Ltd. 216 First Ave. N. 7917	Dominion	A. A. Murphy, Pres. Vernon Dallin, Gen. & Conl. Mgr.	Radio Representa- tives Young Cole Lang-Worth Standard Thesaurus BUP PN, BUP, Reu- ters
WATROUS	CBK 1939	540 50,000	Canadian Bcstg. Corp. Telephone Bldg. 97261	Trans- Canada	Dr. Augustin Frigon, Pres. (CBC) James R. Finlay, Regional Rep. & Prog. Dir. E. A. Weir, Coml. Mgr. Dawson Richardson, Pres. A. L. Garside, Gen. Mgr.	C. E. L'Aml, Press & In- formation Rep V. J. Roe, Acting Chief Engr.
YORKTON	CJGX 1927	940 1,000	Yorkton Bcstg. Co. Ltd. Broadway Ave. 324	Dominion	K. S. Parton, Assist. & Prom. Mgr. Jack Shortreed, Coml. Mgr. Art Mills, Chief Engr.	Stovin Cole Sesac World United AP, PN, Reu- ters

YUKON TERRITORY

DAWSON CITY	1230 250 (Construction permit)
-------------	-------	--------------------------------------	-------	-------	-------	-------

EXPERIMENTAL TELEVISION STATIONS

(Data corrected to January 1, 1948)

Licensee and Location	Call Letters	Frequency (mc)	Visual	Power	Aural	Licensee and Location	Call Letters	Frequency (mc)	Visual	Power	Aural
A. S. Abell Company Area Baltimore, Md.	W3XMD	6875-6900 6925-6950	.1 w	Allen B. DuMont Labora- tories, Inc., Washington, D. C.	W3XHC	6800-6825	.1 w (peak)
A. S. Abell Company, Baltimore, Md.	W3XMR	6875-6900 6925-6950	.1 w	Allen B. DuMont Labora- tories, Inc., Washington, D. C.	W3XHD	6825-6850	.1 w (peak)
Albuquerque Broadcasting Company, Area of Albuquerque, N. Mex.	W5XPH	To be asgnd. within 680)- 7050 mc band	.1 w	Allen B. DuMont Labora- tories, Inc., New York, N. Y.	W2XQW	6800-6825	.1 w (peak)
Earle C. Anthony, Inc., Area Los Angeles, Calif.	W6XYK (C.P. only)	7025-7050	.1 w	Allen B. DuMont Labora- tories, Inc., New York, N. Y.	W2XQX	6825-6850	.1 w (peak)
Earle C. Anthony, Inc., Area Los Angeles, Calif.	W6XYL (C.P. only)	6875-6900	.1 w	Allen B. DuMont Labora- tories, Inc., Area of New York, N. Y.	W2XEM	To be asgnd. 496-508 & 524-544 (Temp.)	1 kw (peak)	1 kw
Balaban & Katz Corp., Portable-Mobile, Area of Chicago, Ill.	W9XBB	6950-6975	0.1 w	Allen B. DuMont Labora- tories, Inc., Area of New York, N. Y.	W2XNG	*210-216 Channel 13	40 w
Balaban & Katz Corp., Chicago, Ill.	W9XBK	66-72 Channel 4	4 kw	2 kw	Allen B. DuMont Labora- tories, Inc., Passaic, N. J.	W2XVT	To be asgnd.	50 kw	25 kw
Balaban & Katz Corp., Area of Chicago, Ill.	W9XBT	204-216 Channels 12 to 13	40 w	Allen B. DuMont Labora- tories, Inc., New York, N. Y.	W2XWV	76-82 Channel 5	4 kw (peak)	1 kw
Balaban & Katz Corp., Chicago, Ill.	W9XPR	To be asgnd.	.1 w	Allen B. DuMont Labora- tories, Inc., Washington, D. C.	W3XWT	To be asgnd.	4 kw (peak)	2 kw
Columbia Broadcasting System, Inc., New York, N. Y.	W2XLU	880-900	25 w (peak)	Allen B. DuMont Labora- tories, Inc., Area of New York, N. Y.	W10XKT	258-270 Channels 15 & 16	50 w
Columbia Broadcasting System, Inc., Portable with W2XCS, NYC	W2XNU	560-580	35 w (peak)	The Evening News Associa- tion Area of Detroit, Mich.	W8XLE (C.P. only)	As may be assigned	.1 w
Columbia Broadcasting System, Inc., Area New York, N. Y. Portable mobile relay with WCBS-TV	W2XSA	6900-6925	.1 w	The Evening News Associa- tion Area Detroit, Mich.	W8XRF (C.P. only)	6950-6975	.1 w
Columbia Bcstg. System, Inc., New York, N. Y.	W2XCS	480-496	1 kw (peak)	1 kw	The Evening News Associa- tion Area Detroit, Mich.	W8XRG	1335-1355	1.0 w
The Conestoga Television Asso., Inc., T-Salisbury Twp., Pa. T-Lancaster, Pa.	W3XBR (C.P. only)	590-610 (Temp.)	500 w (peak)	500 w	The Evening Star Broad- casting Company, Mobile Area Washington, D. C.	W3XJB	6887-6912 6900-6925 7000-7025	.1 w
Continental Television Corporation, Boston, Mass.	W1XDY (C.P. only)	To be asgnd. 580-630 (Temp.)	1 kw	Farnsworth Television & Radio Corp., Fort Wayne, Ind.	W9XFT	To be asgnd.	4 kw (peak)	6 kw
The Crosley Bcstg. Corp., Cincinnati, Ohio	W8XCT	66-72 Channel 4	1 kw	500 w	Federal Telecommunica- tion Laboratories, Inc. Area New York, N. Y.	W2XTA (C.P. only)	1351-1369	25 w (peak)
Crosley Broadcasting Cor- poration Area Cincinnati, Colum- bus & Dayton, Ohio	W8XST	6875-6900 (all areas) 6930-6975 (Cinn. & Col.) 6975-7000 (Dayton) 7100-7125 (all areas)	.1 w	General Electric Company New Scotland, N. Y.	W2XUP	To be asgnd.	15 w	15 w

* Subject to change by Chief Engr. without advance notice or hearing.
(Continued)

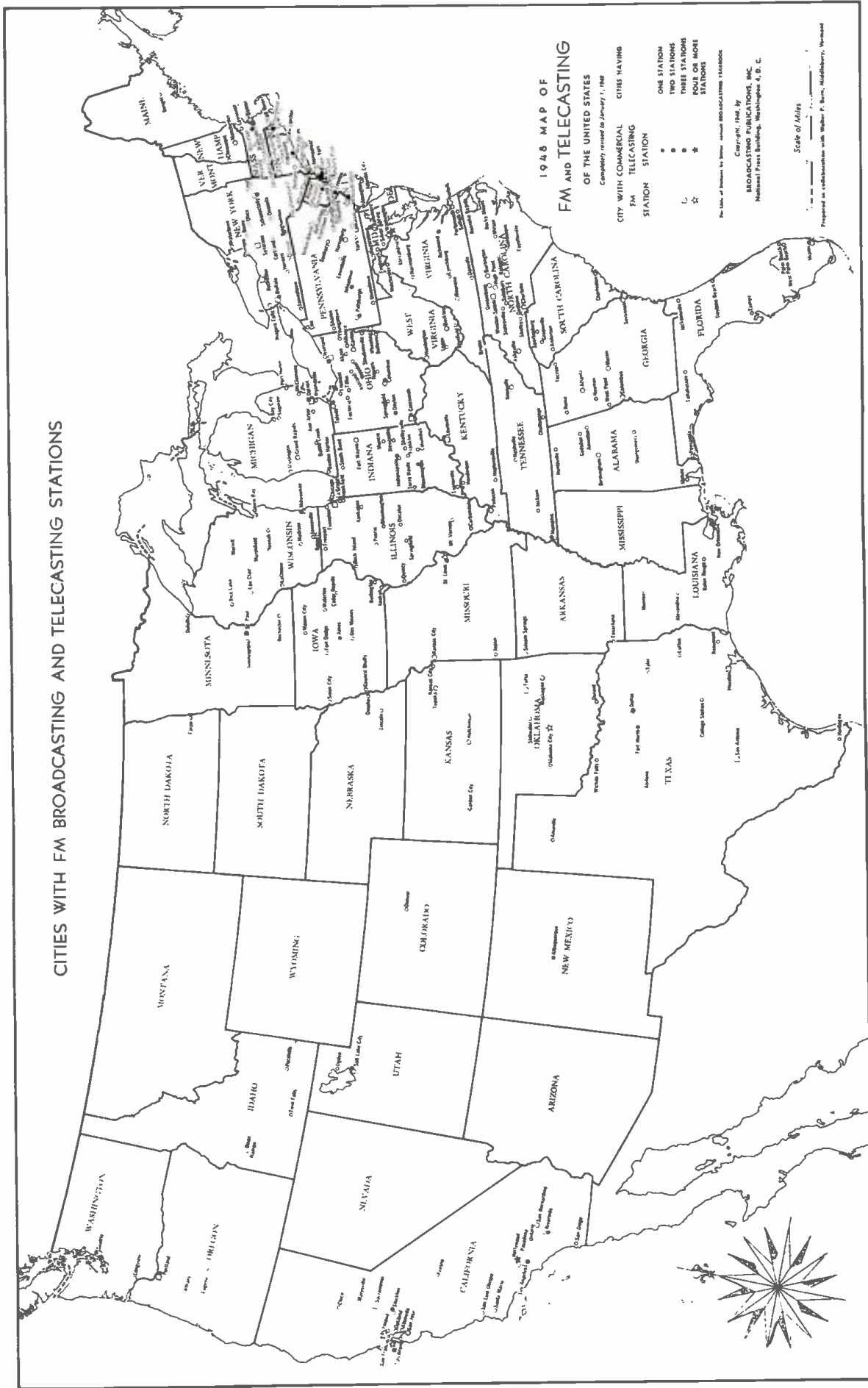
EXPERIMENTAL TELEVISION STATIONS

(Data corrected to January 1, 1948)
(Continued)

Licensee and Location	Call Letters	Frequency (mc)	Visual	Power	Aural	Licensee and Location	Call Letters	Frequency (mc)	Visual	Power	Aural
General Electric Company Mt. Beacon nr Bsacon, N. Y.	W2XUQ	To be asgnd.	15 w		15 w	Philco Television Bcstg. Corp. (See W3XPE)	W3XPH	230-241 Channels 13 & 14	40 w (peak) (Tele. Relay)		40 w
General Electric Company New York, N. Y.	W2XUR	To be asgnd.	15 w		15 w	Philco Television Bcstg. Corp. (See W3XPE)	W3XPI	204-216 Channels 11 & 12	40 w (peak) (Tele. Relay)		40 w
General Electric Company Nr Cairo, New York	W2XUS	To be asgnd.	15 w		15 w	Philco Television Bcstg. Corp. (See W3XPE)	W3XPK	230-242 Channels 13 & 14	40 w (peak) (Tele. Relay)		40 w
General Electric Co., Schenectady, N. Y.	W2XGE	162-168 Channel 8	60 w (peak) (Tele. Relay with WRGB)		50 w	Philco Television Bcstg. Corp. (See W3XPE)	W10XQC	230-242 Channels 13 & 14	40 w (peak) (Tele. Relay)		40 w
Havens & Martin, Inc., Richmond, Virginia	W4XW (C.P. only)	6975-7000	.1 w		Philco Television Bcstg. Corp. (See W3XPE)	W10XPB	1340-1360 & 1400-1420	40 w	
Hearst Radio, Inc., Baltimore, Md.	W3XJC	6930-6925	.1 w		.1 w	Philco Television Bcstg. Corp. Area Philadelphia, Pa. & New York, N. Y.	W10XAE	To be asgnd. Sta. Wyndmoor, Pa. 3260-3340 mc	50 kw (peak) (Tele. Relay)	
Hearst Radio, Inc., Area Baltimore, Md.	W3XJD	6875-6900	.1 w		.1 w	Philco Television Bcstg. Corp. Area Phila. D. C. and New York	W10XAE	To be asgnd. Sta. Wyndmoor, Pa. 3260-3340 mc	50 kw (peak) (Tele. Relay)	
Intermountain Bcstg. Corp., Salt Lake City, Utah	W6XIS	To be asgnd.	400 w (peak)		200 w	Philco Television Bcstg. Corp. (Same as above)	W10XP	1340-1360 1400-1420	40 w (peak) (Tele. Relay)		40 w
The Journal Company (The Milwaukee Journal) Area Milwaukee, Wisc.	W9XMK	6950-6975	.1 w		Philco Television Bcstg. Corp. (Same as above)	W10XPA	230-242 Channels 13 & 14	40 w (peak) (Tele. Relay)		40 w
The Journal Co., (The Milwaukee Journal), Mil- waukee, Wis.	W9XKY (C.P. only)	To be asgnd.	100 w		100 w	Philco Television Bcstg. Corp. (Same as above)	W10XPG	1340-1360 1400-1420	40 w (peak) (Tele. Relay)		40 w
Kansas State College of Agriculture & Applied Science T-Manhattan, Kan.	W0XBV (C.P. only)	To be asgnd.	400 w (peak)		200 w	Philco Television Bcstg. Corp. (Same as above)	W10XPR	204-216 Channels 11 & 12	40 w (peak) (Tele. Relay)		40 w
Don Lee Holding Co., Los Angeles, Calif.	W6XAO	To be asgnd.	4 kw (peak)		2 kw	Pultzer Publishing Co. Area of St. Louis, Mo.	W10XDW	To be asgnd.	0.1 w	
Don Lee Holding Co., Area of Los Angeles, Calif.	W6XDU	318-330	6.5 w (Tele. Relay with W6XAO)		50 w	Purdue U., West Lafayette, Ind.	W9XG (C.P. only)	66-72 Channel 3	750 w		750 w
Don Lee Holding Co., Hollywood, Calif.	W6XNO (C.P. only)	To be asgnd.	250 w (peak)		250 w	Radio Corp. of America, Area of Camden, N. J.	W3XAD	To be asgnd.	500 w (Tele. Relay)		500 w
Metropolitan Broadcasting & Television, Inc., New York, N. Y.	W2XMT	162-168 Channel 8	50 w (peak)		50 w	Radio Corp. of America, Camden, N. J.	W3XEP	204-210	30 kw		30 kw
National Broadcasting Company, Inc., Area Washington, D. C.	W3XJA	6950-6975	.1 w		Scripps-Howard Radio, Inc. Area of Cleveland, Ohio	W8XMK (C.P. only)	1335-1355	1.0 w (peak)	
National Broadcasting Company, Inc. Portable-Mobile Area of New York, N. Y.	W2XSE	6975-7000	.1 w (peak)		Scripps-Howard Radio, Inc. Area of Cleveland, Ohio	W8XNY	6875-6900	.1 w		.1 w
National Broadcasting Company, Inc., Area of New York, N. Y.	W3XWJ	6950-6975	.1 w		Scripps-Howard Radio, Inc. Area of Cleveland, Ohio	W8XNZ	6975-7.03	.1 w		.1 w
National Bcstg. Co. Inc., Area of New York, N. Y.	W2XBT	162-168 Channel 8	400w (Tele. Relay with WNBT)		Sherron Metallic Corp., Brooklyn, N. Y.	W2XDK	As may be assigned	10 kw (peak)		10 kw
National Bcstg. Co. Inc., Area of New York, N. Y.	W2XBU	282-294 Channels 17 & 18	15 w (Tele. Relay with WNBT)		State U of Iowa, Iowa City, Iowa	W9XUI	210-216 44- 50 Channels 13 & 1	100 w	
North Jersey Bcstg. Co. Inc., T-Clifton, N. J.	W2XNJ (C.P. only)	To be asgnd.	1 kw (peak)		1 kw (peak)	William B. Still, tr/as Ja- maica Radio Television Co., Jamaica, L. I., N. Y.	W2XJT	210-216 Channel 13	400 w (peak)		100 w
Philco Corporation, Area of Washington, D.C. Philadelphia, Pa. and New York, N. Y.	W10XAF	*To be asgnd.	50 kw (peak) (Tele. Relay)		Television Productions, Inc. Area of Los Angeles, Calif.	W6XLA	To be asgnd.	103 w (peak) (Tele. Relay with W6XYZ)		50 w
Philco Corporation, Area of Washington, D.C. Philadelphia, Pa. and New York, N. Y.	W10XAD	To be asgnd. Sta. 3260-3340 Wyndmoor, Pa.	50 kw (peak)		Television Productions, Inc., Los Angeles, Calif.	W6XYZ	76-82 Channel 5	4 kw (peak)		1 kw
Philco Television Bcstg. Corp., Springfield Twp., Pa.	W3XE	60-66 Channel 3	10 kw (peak)		11 kw	Triangle Publications (The Philadelphia In- quirer Division) Area Philadelphia, Pa.	W3XJT (C.P. only)	6875-6900	.1 w		.1 w
Philco Television Bcstg. Corp., Area of Central Md., NE Md., SE Pa. & District of Columbia	W3XPD	204-216 Channels 11 & 12	40 w (peak) (Tele. Relay)		40 w	Triangle Publications (Same as above)	W3XJU (C.P. only)	6975-7000	.1 w		.1 w
Philco Television Bcstg. Corp., Area of Central Md., NE Md., SE Pa. & District of Columbia	W3XPE	230-242 Channels 13 & 14	40 w (peak) (Tele. Relay)		40 w	Triangle Publications (Same as above)	W3XJV (C.P. only)	7100-7125	.1 w		.1 w
Philco Television Bcstg. Corp. Bet. Phila. & N. Y. C.	W10XQB	To be asgnd.	40 w (peak) (Tele. Relay)		40 w	Westinghouse Radio Sta- tions, Inc., Area Boston, Mass.	W1XJE (C.P. only)	6950-6975	.1 w		.1 w
Philco Television Bcstg. Corp. (See W3XPE)	W3XPG	204-216 Channels 11 & 12	40 w (peak) (Tele. Relay)		40 w	Gus Zaharis, South Charleston, W. Va.†	W8XGZ	54-60 Channel 2	200 w (peak)		110 w
						Zenith Radio Corp., Chicago, Ill.	W9XZC	To be asgnd.	1 kw (peak)		1 kw
						Zenith Radio Corp., Chicago, Ill.	W9XZV	50-56 Channel 1	1 kw		1 kw

* Sta. op. at Wyndmoor, Pa., Mt. Rose, N. J. and N.Y.C. 3260-3240 and 1360-1380 and 1400-1420 mcs.
† CP freq. 1340-1360 and 1400-1420 area bet. NYC and Phila.
‡ CP trans. loc. Charleston, W. Va.

CITIES WITH FM BROADCASTING AND TELECASTING STATIONS



Directory of COMMERCIAL TELEVISION STATIONS IN THE UNITED STATES

As of January 1, 1948

City	Call Letters	Channel and Power	Name of Licensee Headquarters Address Telephone Number	Executive Personnel	AM-FM Affiliation Equipment Type Commencement Date
CALIFORNIA					
HOLLYWOOD 38	KLAC-TV	Channel 13: 210-216 mc 16 kw vis.; 6 kw aur.	KMTR Radio Corp. 1000 Cahuenga Blvd. Hillside 1161	Dorothy S. Thackrey, Pres. Don J. Feddersen, General Manager David E. Lundy, Commercial Manager Fred Henry, Program Director Paul Schulz, Chief Engineer	KLAC RCA Summer 1948
HOLLYWOOD	KNBH	Channel 4: 66-72 mc 8 kw aur.; 15 kw vis.	National Broadcasting Co. Sunset and Vine Hollywood 6161	Harold J. Bock, Western Tele. Manager RCA July 1, 1948
HOLLYWOOD 38	KTLA	Channel 5: 76-82 mc 14.95 kw aur.; 29.9 kw vis.	Television Productions Inc. 5451 Marathon St. Hollywood 6363	Paul Raibourn, Pres. Klaus Landsberg, General Mgr. Raymond Moore, Engineering Supvr. Sept. 1942
HOLLYWOOD 28	W6XAO (KTSL)	Channel 2: 2.5 kw aur.; 4 kw vis.	Don Lee Broadcasting Sys- tem 3800 Mt. Lee Drive Hollywood 8255	Thomas S. Lee, Pres. Lewis Allen Weiss, Vice Pres. & Gen. Mgr. Willet H. Brown, Vice Pres. Harry R. Lubcke, Dir. of Tele. Jack Stewart, Program Director Harold W. Jury, Chief Engineer	KHJ RCA, GE, Don Lee Dec. 23, 1931
LOS ANGELES	KECA-TV	Channel 7: 174-180 mc 2.7 kw aur.; 4.5 kw vis.	American Broadcasting Co.		
LOS ANGELES 54	KFI-TV	Channel 9: 186-192 mc 17.0 kw aur.; 32.2 kw vis.	Earle C. Anthony Inc. 141 N. Vermont Ave. Fairfax 2121	Earle C. Anthony, Owner and Pres. Wm. B. Ryan, Gen. Mgr. Haan Tyler, Coml. Mgr. Charles Brown, Prog. Dir. Curtis W. Mason } H. L. Blatterman } Co-Chief Engr.	KFI RCA 1948
LOS ANGELES 53	KTTV	Channel 11: 198-204 mc 19.15 kw aur.; 19.15 kw vis.	The Times-Mirror Co. 202 West First St. Madison 2345	Norman Chandler, Pres.-Publisher David M. Crandell, Prog. Dir. E. A. Monfort, Chief Engr. J. W. Conn, Studio Operations Supvr. RCA 1948
RIVERSIDE	KARO	Channel 1 or 6; 5 kw aur.; 2.5 kw vis.	Broadcasting Corp of America Riverside 6290	W. L. Gleeson, Pres. and Owner Frank Bishop, Coml. Mgr. Don Copeland, Prog. Dir. Stan Reynolds, Chief Engr.	KPRO DuMont July 1948
SAN FRANCISCO	K CPR	Channel 4; 8.75 kw aur.; 17.5 kw vis.	The Chronicle Publishing Co. 901 Mission St. Garfield 1-1112	George T. Cameron, Pres. & Publisher	KRON (FM)
SAN FRANCISCO	KGO-TV	Channel 7: 174-180 mc 2.7 kw aur.; 5.4 kw vis.	American Broadcasting Co. Taylor & O'Farrell Exbrook 6544		
SAN FRANCISCO	KWIS	Channel 5: 76-82 mc 12.6 kw aur.; 23.6 kw vis.	The Associated Broad- casters Inc. Mark Hopkins Hotel Exbrook 2-4567	Wesley I. Dumm, Pres. Philip G. Lasky, Vice Pres. & Gen. Mgr. Alfred E. Towne, Chief Engr.	KGO KSFO and KSFO- FM
STOCKTON	KGDM-TV	Channel 8; 180-186 mc 1.80 kw aur.; 1.93 kw vis.	E. F. Pepper		
CONNECTICUT					
NEW HAVEN	WNHC-TV	Channel 6; 82-88 mc 1.82 kw aur.; 5 kw vis., 957 kw erp.	Elm City Broadcasting Corp. 1110 Chapel Street 8-0196	Patrick J. Goode, Pres. James T. Milne, Gen. Mgr. Vince Callanan, Coml. Mgr. David K. Harris, Prog. Dir. Vinnie DeLaurentis, Chief Engr.	DuMont April 1948
DELAWARE					
WILMINGTON	WDEL-TV	Channel 7; .5 kw aur.; 1 kw vis.	WDEL Inc. 10th and King Sts. 7268	Clair R. McCollough, Station Executive J. Gorman Walsh, Gen. Mgr. J. Robert Gulick, Nat'l Sales Mgr. Harvey C. Smith, Coml. Mgr. J. E. Mathiot, Chief Engr.	WDEL and WDEL- FM June 1948
DISTRICT OF COLUMBIA					
WASHINGTON 5	WMAL-TV	Channel 7: 174-180 mc 13.9 kw aur.; 27.7 kw vis.	The Evening Star Broad- casting Co. Inc. 724 14th Street N.W. National 5400	S. J. Kauffman, Pres. K. H. Berkeley, Gen. Mgr. Ben. B. Baylor Jr., Coml. Mgr. Burke Crotty, Dir. of Tel. Dan Hunter, Chief Engr.	WMAL RCA October 1947
WASHINGTON 5	WNBW	Channel 4; 66-72 mc 17 kw aur.; 20.7 kw vis.	National Broadcasting Co. 724 14th St., N.W. Republic 4000	Frank M. Russell, Vice Pres., Carleton D. Smith, Gen. Mgr. Mahlon Glascock, Coml. Mgr. John Gaunt, Prog. Dir.	WRC and WRC-FM RCA June 1947
WASHINGTON	WOIC	Channel 9; 186-192 mc 24.5 kw aur.; 30.25 kw vis.	Bamberger Broadcasting Service Inc. 1440 Broadway New York Pennsylvania 6-8600	Theodore C. Strelbert, Pres. R. C. Maddux, Vice Pres. Eugene S. Thomas, Coml. Mgr. J. R. Poppele, Chief Engr. and Vice Pres.	WOR (New York) RCA 1948
WASHINGTON	WTTG	Channel 5; 77.25-81.75mc 3 kw aur.; 5 kw vis.	Allen B. DuMont Labs. Inc. 12th and E Sts., N.W. Republic 7816	Leslie G. Arries, Gen. Mgr. Harold E. Sheffers, Coml. Mgr. Walter Compton, Prog. Dir. and Asst. Gen. Mgr. Malcolm Burleson, Chief Engr. DuMont May 1945
FLORIDA					
MIAMI	WTVJ	Channel 4; 66-72 mc 0.786 kw aur.; 1.57 kw vis.	Southern Radio & Tele. Equipment Co.	I. E. Showerman, Mgr., Central Div.	WMAQ RCA 1948
ILLINOIS					
CHICAGO	WBKB	Channel 4; 66-72 mc 7 kw aur.; 13.7 kw vis.	Balaban & Katz Corp. 190 N. State Franklin 6446	John Balaban, President W. C. Eddy, Gen. Mgr. Elmer C. Upton, Coml. Mgr. Reinald Werrenrath Jr., Prog. Dir. A. H. Brolly, Chief Engr. Several types October 1942
CHICAGO 6	WENR-TV	Channel 7; 174-180 mc 15 kw aur.; 30 kw vis.	The American Broadcast- ing Co. Inc. 20 N. Wacker Drive Delaware 1900	E. R. Borroff, Gen. Mgr. Roy McLaughlin, Coml. Mgr. Harold Stokes, Prog. Dir. E. C. Horstman, Chief Engr.	WENR 1948

where are you going

—in **TELEVISION?**

How Can You Be *SURE* . . . ?

. . . ABOUT CAPITAL REQUIREMENTS . . . OPERATING COSTS . . .
STUDIO DESIGN . . . ADVANCING TECHNOLOGY . . . PROGRAM SERVICE ?

● These, and other questions vital to success, are being answered on the basis of years of practical television experience and painstaking research for America's leading broadcasters by **RICHARD W. HUBBELL & ASSOCIATES**—rendering a *complete* service to Applicant, Broadcaster, Advertiser, and Producer.

● Established in New York, Washington, Cincinnati, and Hollywood **RICHARD W. HUBBELL & ASSOCIATES** includes:

DR. ALFRED N. GOLDSMITH
ROBERT JEROME SMITH

THOMAS H. HUTCHINSON
RICHARD W. HUBBELL

and other consultants.

● The partners and staff consultants of **RICHARD W. HUBBELL & ASSOCIATES** have enjoyed the confidence of television, radio, scientific and business leaders for many years. They are now assisting the leaders of television in the fields of economic and financial analysis; programming and program service; engineering; public relations; sales development; and other management problems.

RICHARD W. HUBBELL & ASSOCIATES

2101 International Building - Rockefeller Center

New York 20, N. Y.

Circle 6-1750

Directory of COMMERCIAL TELEVISION STATIONS IN THE UNITED STATES

(Data corrected to January 1, 1948)

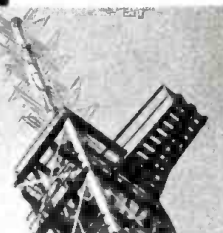
-- ILLINOIS (Continued) --

City	Call Letters	Channel and Power	Name of Licensee Headquarters Address Telephone Number	Executive Personnel	AM-FM Affiliation Equipment Type Commencement Date
CHICAGO	WGNA	Channel 9; 186-192 mc 11.4 kw aur.; 18.4 kw vis.	WGN Inc. 441 N. Michigan Ave. Superior 0100	Robert R. McCormick, Pres. Frank P. Schreiber, Gen. Mgr. William A. McGuineas, Coml. Mgr. Carl J. Meyers, Chief Engr.	WGN and WGNE (FM) GE Jan. 1948
CHICAGO	WNBY	Channel 5; 76-82 mc 21.8 kw aur.; 21.8 kw vis.	National Broadcasting Co Merchandise Mart	I. E. Showerman, Mgr., Central Div.	WMAQ RCA 1948
----- INDIANA -----					
BLOOMINGTON	WTTV	Channel 10; 192-198 mc 6.38 kw vis.	Sarkes and Mary Tarzian 537 S. Walnut 4119	Sarkes and Mary Tarzian, Licensee Dale S. Phares, Gen. and Coml. Mgr. Glenn Van Horn, Prog. Dir.
INDIANAPOLIS	WWHB	Channel 3; 60-66 mc 5 kw aur.; 25 kw vis.	The William H. Block Co. 50 N. Illinois St. Riley 8421	Merrill Lindley, Radio Dir.	WMHC (FM) RCA Middle of 1948
----- IOWA -----					
AMES	WOI-TV	Channel 4; 66-72 mc 10.4 kw aur.; 13.0 kw vis.	Iowa State College c/o Radio Station WOI 2500-Ext. 281	Richard B. Hull, Dir. of Radio Edward Wegener, Prog. Dir. L. L. Lewis, Chief Engr.	WOI Indefinite
----- KENTUCKY -----					
LOUISVILLE	WHAS-TV	Channel 9; 186-192 mc 7.2 kw aur.; 9.6 kw vis.	WHAS Inc. 300 W. Liberty Wabash 2211	Barry Bingham, Pres. Victor A. Sholis, Gen. Mgr. J. M. Wynn, Coml. Mgr. Peter R. Disney, Prog. Dir. Orrin W. Towner, Chief Engr.	WHAS and WCJT (FM)
----- LOUISIANA -----					
NEW ORLEANS	WRTV	Channel 4; 66-72 mc 7.2 kw aur.; 13.6 kw vis.	Maison Blanche Co.		
----- MARYLAND -----					
BALTIMORE	WAAM	Channel 13; 210-16 mc 13.8 kw aur.; 26.1 kw vis.	Radio-Television of Bal- timore Inc. 217 E. Baltimore St. Saratoga 4586	Ben Cohen, Pres. Norman Kal, Gen. Mgr. RCA June 1948
BALTIMORE	WBAL-TV	Channel 11; 16 kw aur.; 32.6 kw vis.	Hearst Radio Inc. 2610 North Charles Hopkins 3000	Harold P. See, Gen. Mgr. Harold W. Batchelder, Sales Mgr. James McMurry, Prog. Dir.	WBAL RCA Jan. 1948
BALTIMORE 3	WMAR-TV	Channel 2; 54-60 mc 17-1 kw aur. & vis.	The A. S. Abell Co. Baltimore and Charles Sts. Lexington 7700	Paul Patterson, Pres. E. K. Jett, vice-pres., chg. of radio Ernest A. Lang, Coml. Mgr. Robert B. Cochrane, Prog. Dir. C. G. Nopper, Chief Engr.	WASA (FM) RCA Oct. 1947
----- MASSACHUSETTS -----					
BOSTON 16	WBZ-TV	Channel 4; 66-72 mc 7.13 kw aur.; 14.3 kw vis.	Westinghouse Radio Sta- tions Inc. 275 Tremont St. Hancock 6-4262 (After June, 1948; 1170 Soldiers Field Road, Allston 34)	Walter Evans, Pres. Walter E. Benoit, V. Pres. J. B. Conley, Gen. Mgr. W. C. Swartley, Station Mgr. Wendell A. Davis, Pub. Rep. C. Herbert Masse, Sales Mgr. Lynn Morrow, Asst. Sales Mgr. W. Gordon Swan, Prog. Dir. W. H. Hauser, Chief Engr. Stephen Burke, Prod. Mgr.	WBZ and WBZ-FM RCA March 1948
BOSTON	WNAC-TV	Channel 7; 174-180 mc 32.7 kw aur.; 32.7 kw vis.	Yankee Network		
WALTHAM	WRTB	Channel 2; 54-60 mc 30.7 kw aur.; 50 kw vis.	Raytheon Manufacturing Co. Foundry Ave. Waltham 5860	Laurence K. Marshall, Pres. Charles F. Adams Jr., Executive Vice Pres. Composite Indefinite
----- MICHIGAN -----					
DETROIT	WDLT	Channel 7; 174-180 mc 16.7 kw aur.; 32.1 kw vis.	King-Trendle Broadcasting Corp.		
DETROIT	WTVO	Channel 2; 54-60 mc 7.51 aur.; 14.26 vis.	Fort Industry Co.	George Storer, Pres. Ralph G. Elvin, Gen. Mgr.	WJBK GE
DETROIT	WWJ-TV	Channel 4; 66-72 mc 2.5 kw aur.; 5 kw vis.	Evening News Association 630 W. Lafayette Ave. Randolph 2000	W. J. Scripps, Dir. of Radio Harry Bannister, Gen. Mgr. Harry W. Betteridge, Gen. Sales Mgr. Melvin C. Wissman, Gen. Prog. Mgr. E. L. Love, Gen. Engr. Mgr. Edwin K. Wheeler, Asst. Gen. Mgr.	WWJ and WWJ-FM DuMont and RCA March 1947
----- MINNESOTA -----					
MINNEAPOLIS-ST. PAUL	KSTP-TV	Channel 5; 76-82 mc 6.48 kw aur.; 13.68 kw vis.	KSTP Inc. Radio City Bridgeport 3222-Min- neapolis Cedar 5511-St. Paul	Stanley E. Hubbard, Pres. and Gen. Mgr. Miller C. Robertson, Coml. Mgr. Brooks Henderson, Prod. Supvr. John N. Fricker, Chief Engr. Kenneth M. Hance, Station Mgr.	KSTP and KSTP- FM Composite April 1948
MINNEAPOLIS-ST. PAUL	WTCN-TV	Channel 4; 66-72 mc 9.2 kw aur.; 17.9 kw vis.	Minnesota Broadcasting Corp. 115 E. Grant St. Main 6562	William J. McNally, Pres. F. Van Konynenburg, Vice Pres. and Gen. Mgr. Robert Eckstrom, Coml. Mgr. Judy Bryson, Program Dir. John M. Sherman, Tech. Dir. Cliff Rian, Promotion Dir. Max Karl, Prod. Dir.	WTCN and WTCN FM RCA Late 1948

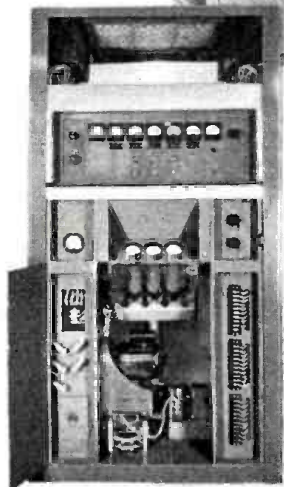
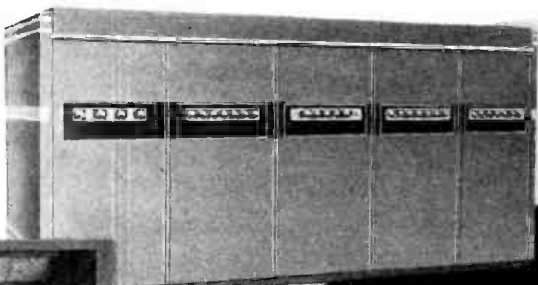
Typical Du Mont Control Console—the Film Iconoscope Chain Console.



Below: High-gain Bat Wing Turnstile Antenna of Du Mont Station WABD.



Typical Du Mont television transmitter with power supply, visual power amplifier, visual exciter, and aural power amplifier sections.

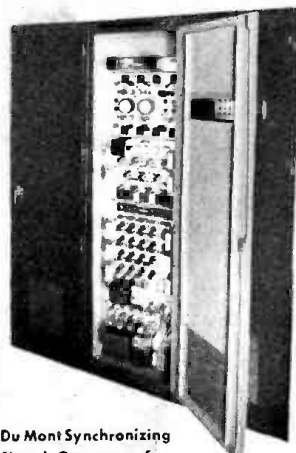


One of the Du Mont television transmitter units—5 KW Visual Amplifier, with three built-in cathode-ray indicators.

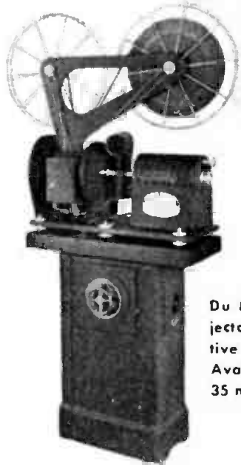
For year-after-year top performance, money-making commercial telecasting . . .

IT'S DU MONT FROM A to Z

START AS SMALL AS YOU WISH. WITH THE DU MONT Acorn Package



Du Mont Synchronizing Signal Generator for that steady pulse of dependable day-in and day-out telecasting service.



Du Mont film projector for superlative film telecasts. Available in 16 and 35 mm. sizes.

Du Mont Portable Synchronizing Generator—typical unit of the Du Mont Image Orthicon Chain for field or studio use.



From camera to high-gain antenna system—including control units and consoles, film projectors and film cameras, portable image orthicon chains and relay transmitters, studio cameras, video and audio transmitters, etc.—it's DU MONT equipment all the way for that coordinated, smooth, economical performance. Du Mont installations in daily service best illustrate that story.

A decade and a half of outstanding

engineering, actual telecasting and electronic craftsmanship second to none, stands behind equipment bearing the famous DU MONT name. No other organization can match this pioneering saga.

Whatever your telecasting plans—low-power or high-power; modest or big investment; single station or network—regardless, make it DU MONT from A to Z for the "First with the Finest in Television."

Bring your telecasting plans and problems to us for Du Mont "know-how." Visit our model station at Clifton for leisurely inspection and test—or the Du Mont Network in New York for the world's largest television studios in action.



Du Mont Image Orthicon Camera with many refinements for the best in telecast camera work.

DU MONT *First with the Finest in Television*

ALLEN B. DU MONT LABORATORIES, INC., TELEVISION EQUIPMENT DIVISION, 42 HARDING AVE., CLIFTON, N. J. • DU MONT NETWORK AND STATION WABD, NEW YORK, N. Y. • STATION WTTG, WASHINGTON, D. C. • MAIN OFFICES AND PLANTS, PASSAIC, N. J.

WDSU-TV

Application Pending

Channel 6

- WDSU was first in the South to demonstrate television of actual events.
- WDSU's facilities were the first to be used in televising a Major Bowl event—Sugar Bowl.
- WDSU's facilities were the first used in making television films of a Bowl event.



WDSU

- 5000 watts.
- Delivering 20,000 watt signal toward the populated areas of South Louisiana and the Gulf Coast.
- Affiliated with ABC.
- Occupies the central dialing position—1280 kc.
- 24 hour operation.
- FM construction permit-channel 287.
- Thorough news coverage with AP and UP service.
- John Blair and Co., national representative.

Hotel Monteleone
Royal Street in French Quarter
New Orleans, La.

Directory of COMMERCIAL TELEVISION STATIONS IN THE UNITED STATES

(Data corrected to January 1, 1948)

City	Call Letters	Channel and Power	Name of Licensee Headquarters Address Telephone Number	Executive Personnel	AM-FM Affiliation Equipment Type Commencement Date
PORTLAND	KGWG	Channel 6; 82-88 mc 11.2 kw aur.; 10 kw vis.	The Oregonian Publishing Co. 1011 S.W. Sixth Ave. Beacon 6364	Caroline P. Leadbetter, Pres. H. Quenton Cox, Gen. Mgr. Jack Wassan, Coml. Mgr. Homer Welch, Prog. Dir. Harold C. Singleton, Chief Engr.	KGW and KGW-
JOHNSTOWN	WJAC-TV	Channel 13; 210-216 mc 7 kw aur.; 6.5 kw vis.	PENNSYLVANIA WJAC Inc. 2-4361	J. C. Tully, Pres. N. L. Straub, Chief Engr.
PHILADELPHIA	WCAU-TV	Channel 10; 192-198 mc 26.4 kw aur.; 25 kw vis.	The Evening Bulletin 1622 Chestnut St. Locust 7-7700	Dr. Leon Levy, Pres. G. Bennett Larson, Dir. of TV Robin D. Compton, Chief Engr.	WCAU RCA Jan. 1948
PHILADELPHIA	WFIL-TV	Channel 6; 82-88 mc 10 kw aur.; 18.1 kw vis.	Triangle Publications Inc. Widener Building Rittenhouse 6-6903	Kenneth W. Stowman, Dir. John E. Surrick, Coml. Mgr. David J. Miller Jr., Chief Engr.	WFIL RCA Sept. 1947
PHILADELPHIA	WPEN-TV	Channel 10; 192-198 mc 26.4 kw aur.; 25 kw vis.	Wm. Penn Broadcasting Co.		
PHILADELPHIA	WPTZ	Channel 3; 60-66 mc 10.7 kw aur.; 10.37 kw vis.	Philco Tele. Broadcasting Corp. 1800 Architects Bldg. Locust 7-7136	Ernest B. Loveman, Vice Pres. and Gen. Mgr. James D. McLean, Coml. Mgr. Ernest Walling, Prog. Mgr. Raymond J. Bowley, Chief Engr. Rolland V. Tooke, Asst. Gen. Mgr.	1941
PITTSBURGH	WDTV	Channel 3; 60-66 mc 7.3 kw aur.; 14.6 kw vis.	Allen B. DuMont Labs.		Indefinite
PROVIDENCE	WJAR-TV	Channel 11; 198-204 mc 50 kw aur.; 50 kw vis.	RHODE ISLAND Outlet Co. 176 Weybosset St. Gaspee 1071	Mortimer L. Burbank, Pres. John J. Boyle, Gen. Mgr.
MEMPHIS		Channel 4; 66-72 mc 7.12 kw aur.; 13.6 kw vis.	TENNESSEE Memphis Pub. Co.	[Not Announced]
DALLAS	KBTW	Channel 8; 180-186 mc 18.5 kw aur.; 35 kw vis.	TEXAS Lacy-Potter Tele. Broadcasting Co.	
DALLAS	KRLD-TV	Channel 4; 66-72 mc TBD, 46 kw vis.	KRLD Radio Corp.	
FORT WORTH	KCPN	Channel 5; 76-82 mc 8.2 kw aur.; 17.6 kw vis.	Carter Publications Inc. 400 West Seventh 3-1234	Amon Carter, Pres. Harold Hough, Director George Cranston, Mgr. Roy Baccus, Coml. Mgr. Ed. Lally, Prog. Dir. R. C. Stinson, Chief Engr.	WBAP and WBA FM RCA June 1948
SALT LAKE	W6XIS (KDYL-TV)	Channel 2; 54-60 mc Channel 9; 186-192 mc	UTAH Intermountain Broadcasting Corp. Tribune-Telegram Building 5-2991	S. S. Fox, Pres. and Gen. Mgr. G. A. Provol, Coml. Mgr. John M. Baldwin, Chief Engr. Allen L. Gunderson, Asst. Chief Engr.	KDYL and KD FM RCA and Compo; Experimentally N 1946 Regular Nov. 194
RICHMOND	WTVR	Channel 6; 82-88 mc 6 kw aur.; 12 kw vis.	VIRGINIA Havens and Martin Inc. 3301 W. Broad St. Richmond 5-8611	Wilbur M. Havens, Pres., Gen. Mgr. and Coml. Mgr. Allan J. Phaup Jr., Prog. Dir. Wilfred H. Wood, Chief Engr. Walter A. Bowry Jr., Asst. Mgr.	WMBG and WCC DuMont Dec. 1947
SEATTLE	KRSC-TV	Channel 5; 72-78 mc 9790 w aur.; 18950 w vis.	WASHINGTON Radio Sales Corp. 2939 4th South Elliott 2480	P. K. Leberman, Pres. Robert E. Friebe, Gen. Mgr. Romig C. Fuller, Coml. Mgr. Ted Bell, Prog. Dir. George A. Freeman, Chief Engr.	KRSC and KRS FM RCA Sept. 1948
MILWAUKEE	WTMJ-TV	Channel 3; 60-66 mc 17.0 kw aur.; 16.1 kw vis.	WISCONSIN The Journal Co. 333 W. State St. Marquette 6000	W. J. Damm, Gen. Mgr. L. W. Herzog, Asst. Gen. Mgr. R. G. Winnie, Mgr. E. J. Robertson, Prog. Dir. Phil Laeser, Chief Engr.	WTMJ and WTM FM RCA Dec. 1947

REMEMBER . . .

BROADCASTING readers . . . time-buyers, ad managers, account executives, radio directors . . . influence or place 87% of the network and national spot dollar.

Tell them your sales story . . . in

BROADCASTING

Television Broadcasters Assn. Inc.

500 Fifth Ave., New York 18.

Telephone: LACKAWANNA 4-4788.

Officers

J. R. Poppele, *President*
John F. Royal, *Vice-President*
Will Baltin, *Secretary-Treasurer*
Paul Raibourn, *Ass't. Secretary-Treasurer*

Directors

Dr. Allen B. DuMont
G. Emerson Markham
Paul Raibourn
Curtis W. Mason
J. R. Poppele
F. J. Bingley
Lawrence W. Lowman
John F. Royal
Frank P. Schrieber

Membership

ACTIVE
General Electric Co.
Philco Radio and Television Corp.
National Broadcasting Co., (New York, Chicago and Washington television stations)
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.
WGN Inc.
Television Productions Inc.
Balaban & Katz Corp.
Detroit News
ABC
CBS
Havens & Martin
Maison Blanche
Associated Broadcasters, Inc.
WDSU
New York News
Baltimore Sun
Radio-Television of Baltimore, Inc.
Bremer Broadcasting Corp.
Pulitzer Publishing Co.

AFFILIATE

RKO Television Corp.
Buchanan & Company Inc.
Cecil B. DeMille Productions
William Morris Agency
North American Philips Co. Inc.
General Electric Co.
E. I. du Pont de Nemours & Co.
Westinghouse Electric Corp.

Western Electric Co.
American Television Labs. Inc.
Federal Telephone & Radio Corp.
The Rauland Corp.
Eastman Kodak Co.
Motion Picture Research Council
American Telephone & Telegraph Co.
Twentieth Century Fox Film Corp.
Telicon Corp.
Anso Div. of General Aniline & Fluorine Corp.
Sonora Radio & Television Corp.
Belmont Electric Co.
Temco Service Corp.
Mutual Broadcasting System
International News Service
Stromberg-Carlson Co.
McCann-Erickson Inc.
Foote, Cone & Belding

EDUCATIONAL

Yale University
Rutgers University
Syracuse University
Western Reserve University
Capitol Radio Engineering Institute
National Radio Institute
New York Technical Institute of N. Y.
Television Workshop
Central Radio & Television School



*The one company that
has everything for
every broadcaster*

AM

FM

TV

• There's an RCA Broadcast Equipment Specialist ready to aid you with your problems. Get in touch with him at the RCA office nearest you.

NEW YORK 20, NEW YORK
36 West 49th Street
Telephone: Columbus 5-3800

ATLANTA, GEORGIA
502 Citizens & Southern Bank Bldg.
Telephone: Walnut 5946

SAN FRANCISCO 3, CALIFORNIA
1355 Market Street
Telephone: Hemlock 8-300

CLEVELAND 15, OHIO
718 Keith Building
Telephone: Cherry 3450

DALLAS 1, TEXAS
1907-11 McKinney Avenue
Telephone: Riverside 1371, 72, 73

KANSAS CITY 8, MISSOURI
221 West 18th Street
Telephone: Victor 6410

CHICAGO 11, ILLINOIS
666 N. Lake Shore Drive
Telephone: Delaware 0700

LOS ANGELES 14, CALIFORNIA
621 South Hope Street
Telephone: Mutual 1103

WASHINGTON 6, D. C.
1625 K St., N. W.
Telephone: District 1260



BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N. J.

In Canada: RCA VICTOR Company Limited, Montreal

Directory of FM BROADCASTING STATIONS OF THE UNITED STATES

(Data corrected to January 1, 1948)

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 Date of Estab.	Channel; mc Equiv. Power; Class	Name of Licensee Headquarters Address Telephone Number	Executive Personnel	Representative Transc. Libra News Service	
ANNISTON	WHMA-FM Nov., 1947	263, 100.5 mc. B	Harry M. Ayers (WHMA) 2380	Harry M. Ayers, Pres. Malcolm Street, Gen. Mgr. Robert A. Davidson, Coml. Mgr.	Ross Charles, Prog. Dir. James A. Hudson, Chief Engr.
BIRMINGHAM 3	WAFM-FM Jan., 1947	258, 99.5 mc. 1 kw—B	Voice of Alabama, Inc. (WAPI) Protective Life Bldg. 3-8116	Ed Norton, Chairman of Board Thad Holt, Pres., Gen. & Coml. Mgr.	Stuart Mims, Prog. Dir. N. S. Hurley, Chief Engr.	Lang-Worth
BIRMINGHAM 2 ...	WSGN-FM Nov., 1947	229, 93.7 mc. 370 kw—B	The Birmingham News Co. (WSGN) P. O. Box 2553 4-3434	Henry P. Johnston, Mngng. Dir. Julian A. Flint, Coml. Mgr. Eugene M. Plumstead, Prog. Dir.	Mrs. Mary F. Childers, Publicity Sidney Steiner, Traffic Dir. J. V. Sanderson, Chief Engr.	Thesaurus AP
GADSDEN	WJBY-FM Nov., 1947	B	Gadsden Broadcasting Co. 108 Broad St. 88	B. H. Hopson, Pres. Beatrice Tate Benton, Gen. Mgr. & Prog. Dir.	Sam A. Benton, Coml. Mgr. William Pigg, Chief Engr.	Lang-Worth AP
HUNTSVILLE	WHBS-FM Nov., 1947	236, 95.1 mc. 10 kw—B	The Huntsville Times Co. (WHBS) Times Building 183	Henry P. Johnston, Pres. M. C. Gregory, Gen. Mgr. Ralph Tanner, FM Dir. T. C. Lawler Jr., Sales Dir.	Richard Warner, Prog. Dir. James V. Sanderson, Chief Engr.	Thesaurus AP
MOBILE	WKRG-FM Oct., 1947	260, 99.9 mc 3 kw	Giddens & Rester (WKRG) 205 Government St. 2-8373	T. J. Rester } Part- Kenneth R. Giddens } ners F. E. Busby, Gen. Mgr. John Waller, Coml. Mgr.	Carl Haug, Prog. Dir. Richard M. Cole, Chief Engr.	AP
MONTGOMERY 2 ...	WSFA-FM Aug., 1947	277, 103.3 mc 47.8 kw	Montgomery Broadcast- ing Co., Inc. (WSFA) P. O. Box 1031 8361	Howard E. Pill, Pres. Robt. M. Hope, Gen. Mgr. & Prog. Dir. W. W. Hunt, Coml. Mgr.	Cliff Sheikofsky, Chief Engr.	Standard AP

ARKANSAS

SILOAM SPRINGS ..	KUOA-FM Oct., 1947	289, 105.7 mc 2.6 kw—B	KUOA, Inc. Siloam Springs 77	John E. Brown, Pres. Storm Whaley, Gen. Mgr. Ralph Kennedy, Prog. Dir.	Kenneth Maxwell, Chief Engr.	Standard World UP
-------------------	-----------------------	---------------------------	------------------------------------	--	---------------------------------	-------------------------

CALIFORNIA

ALAMEDA	KONG Sept., 1947	285, 104.9 mc 750 w—A	Times Star Publishing Co. Times Star Bldg. Lakehurst 3-4647	Abraham Kofman, Pres. Harold N. Altman, Gen. & Coml. Mgr.	Patricia Russell, Prog. Dir. Merlin W. Hagg, Chief Engr.	Lang-Worth UP
CHICO	KVCI-FM Dec., 1947	266, 101.1 mc 11 kw	Golden Empire Bcstg. Co. Inc. P. O. Box 303 237	Hugh McClung, Pres. Hugh McClung Jr., Gen. Mgr. Justine Pero, Coml. Mgr.	Henry Newman, Prog. Dir. Russel Pope, Chief Engr.	Thesaurus UP
FRESNO 1	KRFM Aug., 1946	229, 93.7 mc 69.8 kw—A	J. E. Rodman (KFRE) T. W. Patterson Bldg. 4-5001	J. E. Rodman, Owner Paul R. Bartlett, Gen. Mgr.	John Mullin, Prog. Dir. Harold Brown, Chief Engr.	Capitol Associated UP
HOLLYWOOD 38 ...	KHJ-FM Aug., 1941	266, 101.1 mc 4.8—B	Don Lee Broadcasting System (KHJ) 5515 Melrose Ave. 8111	Lewis Allen Weiss, V.P. & Gen. Mgr. Sydney Gaynor, Coml. Mgr.	Charles Bulotti, Jr., Prog. Dir. Frank Kennedy, Chief Engr. Walter Carruthers, Studio Engrng. Chief	World AP, INS
HOLLYWOOD	KMPC-FM Dec., 1947	CP 262, 100.3 mc 460 kw	Radio Station KMPC 5939 Sunset Blvd.	G. A. Richards, Pres. & Chief Owner Robert O. Reynolds, Gen. Mgr. Herbert H. Wixon, Coml. Mgr.	Chester G. Renier, Prog. Dir. Loyd C. Sigmon, Chief Engr.	World Associated Lang-Worth INS, UP, AP
LOS ANGELES 4	KFI-FM Oct., 1947	390, 105.9 mc 265 kw—B	Earle C. Anthony, Inc. (KFI) 141 N. Vermont Ave. FAirfax 2121	Earle C. Anthony, Pres. William B. Ryan, Gen. Mgr. Haan Tyler, Coml. Mgr.	Charles B. Brown, Prog. Dir. Curtis W. Mason } Chief H. L. Blatterman } Engrs.	Associated, Capitol AP, UP
LOS ANGELES	KKLA Dec., 1947	246, 97.1 mc 58 kw	Echo Park Evangelistic Assoc. (KFSG) 1100 Glendale Blvd. Exposition 1141	Dr. Rolf K. McPherson, Pres. Maurice D. Buchen, Gen. & Coml. Mgr.	C. Harvey Haas, Prog. Dir. & Chief Engr.	Standard INS
LOS ANGELES	KRKD-FM Dec., 1947	242, 96.3 mc 14.4 kw	Radio Broadcasters Inc. Spring Arcade Bldg. TU 7111	Ned Connor, Gen. & Coml. Mgr.	Venna Taylor, Prog. Dir. W. O. Freitag, Chief Engr.	
MARYSVILLE	KMYC-FM Nov., 1947	260, 99.9 mc 4.7 kw—B	Marysville-Yuba City Broadcasters, Inc. P. O. Box 631 2080	H. E. Thomas, Pres. Joe D. Carroll, Gen. Mgr. Hedley Hall, Coml. Mgr.	William R. Cleveland, Prog. Dir. Loyd McQueary, Chief Engr.	World UP



RADIO DIABLO

KSBR

Serving 3,500,000 Californians from
4,000 foot Mount Diablo. Now on
the air with 250,000 watts effective
radiated power. The Nation's first
50,000 watt FM transmitter.

Owned and Operated by

RADIO DIABLO, INC.

582 MARKET STREET · SAN FRANCISCO 4, CALIFORNIA

DIRECTORY OF FM BROADCASTING STATIONS OF THE UNITED STATES

(Data corrected to January 1, 1948)

CALIFORNIA (Continued)

City	Call Letters Date of Estab.	Channel; mc Power; Class	Equip.	Name of Licensee Headquarters Address Telephone Number	Executive Personnel	Representative Transc. Libra News Service	
OAKLAND	KWBR-FM	247, 97.3 mc 10 kw		Warner Bros. (KWBR) 327 21st St. Highgate 1212			
ONTARIO	KOCS-FM Dec., 1947	228, 93.5 mc 310 kw		The Daily Report (KOCS) 212 East "B" 611-22	Jerene Appleby Harnish, Pres. Ernest L. Spencer, Con- sulting Mgr. J. A. Downey, Coml. Mgr.	Robert W. Hergonson, Prog. Dir. Floyd W. Hall, Chief Engr.	Thesaurus Associated UP
PASADENA 1	KAGH June, 1947	252, 98.3 mc 420 w-A		Rose Bowl Broadcasters (KAGH) 30 North Raymond Sycamore 6-8124	Andrew G. Haley, Pres. & Owner John R. Rider, Gen. & Coml. Mgr.	John E. Pearson, Prog. Dir. Robert L. Pohle, Chief Engr.	Standard
RICHMOND	KRCC Feb., 1947	283, 104.5 mc 10 kw-B		Contra Costa Broad- casting Co., Inc. 232-10th St. 7616	John Galvin Jr., Pres. Phil Bernheim, Mgr. & Prog. Dir.	Leona Bertrand, Coml. Mgr. Herbert Watson, Chief Engr.	Capitol, Lang-Worth UP
RIVERSIDE	KPOR Dec., 1946	248, 97.5 mc 340 kw-B		Broadcasting Corp of America (KPRO) 3401 Russell St. 6290	W. L. Gleeson, Pres. & Gen. Mgr. Gene Williams, Coml. Mgr.	Russell Jensen, Prog. Dir. Stan Reynolds, Chief Engr.	World Associated AP
SACRAMENTO 14	KCRA-FM April, 1947	241, 96.1 mc 50 kw-B		Central Valleys Broad- casting Co. (KCRA) Calif. State Life Bldg. 2-0758	Ewing C. Kelly, Gen. Mgr. Robert R. Alexander, Prog. Dir.	Marvin D. Myers, Chief Engr.	World Capitol Cole AP
SACRAMENTO	KFBK-FM Feb., 1947	245, 96.9 mc 1 kw		McClatchy Broadcast- ing Co. 708 I St. 2-5011	Eleanor McClatchy, Pres. Leo O. Ricketts, Sta. Mgr.	James Eakins, Prog. Mgr. Norman Webster, Chief Engr.	Thesaurus UP, AP
SACRAMENTO 16	KXOA-FM June, 1947	300, 107.9 mc 9.3 kw-A		Sacramento Broadcast- ers, Inc. 1617-30th Street 6-4728	Lincoln Dellar, Pres. & Gen. Mgr. Morton Sidley, Coml. Mgr.	Lincoln W. Miller, Prog. Dir., & Chief Engr.	Associated, Lang-Worth UP
SAN BERNARDINO	KBMT Oct., 1947	260, 99.9 mc 6.4 kw-B		Sun Company of San Bernardino, Calif. 339 Fourth St. 6888	J. A. Guthrie, Pres. Don Goodcell, Gen. Mgr. Russell M. Burroughs, Coml. Mgr.	Paul C. Lynde, Prog. Dir. Ted Emm, Chief Engr.	Capitol UP
SAN BERNARDINO	KFXM-FM Feb., 1947	236, 95.1 mc 10 kw-A		Lee Bros. Broadcasting Co. (KFXM) 512-5th St. 4761	J. Clifford Lee, Pres. Gene W. Lee, Gen. Mgr. Don S. Cummings, Coml. Mgr.	Larry Shields, Prog. Dir. George Ewing, Chief Engr.	World UP
SAN BRUNO	KSBR Jan., 1947	263, 100.5 mc 250 kw-B		Radio Diablo, Inc. 798 San Mateo Ave. June 8-1212	Orrin H. Brown, Pres.	Arthur Arrigoni, Chief Engr.	World Associated
SAN DIEGO 1	KFMB-FM April, 1947	268, 101.5 mc 250 w-B		Jack Gross Broadcast- ing Co. (KFMB) 1375 Pacific Bldg. Main 2114	Jack Gross, Owner, Gen. Mgr. & Coml. Mgr. John Harrison, Prog. Dir.	Robert E. Lee Jr., Chief Engr.	Standard SESAC AP
SAN FRANCISCO 4	KGO-FM Nov., 1947	291, 106.1 mc 3 kw-B		American Broadcasting Co. (KGO) 155 Montgomery St. Exbrook 2-6544	Mark Woods, Pres. Gayle V. Grubb, Gen. Mgr. Kirk Torney, Coml. Mgr.	Blyoce Wright, Prog. Dir. Robert F. Laws, Prom. Mgr. A. E. Evans, Chief Engr.	Standard, Associated, Capitol AP, UP, INS
SAN FRANCISCO 5	KJBS-FM Dec., 1947	255, 98.9 mc 35 kw		KJBS Broadcasters (KJBS) 1470 Pine St. Ordway 3-4148	E. P. Franklin, Pres. & Gen. Mgr. Stanley G. Breyer, Coml. Mgr.	C. F. Pendleton, Prog. Dir. Wayne Berthold, Chief Engr.	Standard Lang-Worth Associated MacGregor
SAN FRANCISCO 6	KRON July, 1947	243, 96.5 mc 12 kw-B		Chronicle Publishing Co. 901 Mission St. Garfield 1-1112	Chronicle Publishing Co., Chief Owner Charles Thieriot, Gen. Mgr.	Norman Louyau, Coml. Mgr. A. H. Constant, Prog. Dir. R. A. Isberg, Chief Engr.	Associated AP, UP
SAN FRANCISCO 6	KSFH Oct., 1947	235, 94.9 mc 15.8 kw-B		Pacific Broadcasting Co. Fairmont Hotel Garfield 1-0104	Charles A. Gibson, Pres. Harold D. Weber, Gen. Mgr. H. R. Hurd, Sta. Mgr. Stewart R. Bennion, Coml. Mgr.	Forrester Mashbir, Prog. Dir. Waite T. Selsted, Chief Engr.	Standard Associated UP
SAN FRANCISCO	KWBR-FM Sept., 1947	247, 97.3 mc 10 kw		Warner Brothers 1000-27th Street Atwater 2-1225	S. W. and E. N. Warner, Owners S. W. Warner, Gen. Mgr. F. Wellington Morse, Sta. Mgr.	Hugh Turner, Prod. Mgr. Edward B. Smith, Coml. Mgr. Paul Gregg, Chief Engr.	Lang-Worth, Standard UP
SAN JOSE	KLOK-FM Dec., 1947	253, 98.5 mc 10 kw		Valley Bestg. Co. 40 W. San Antonio St.	E. L. Barker, Partner & Gen. Mgr.		
SAN JOSE	KSJO-FM 1946	237, 95.3 mc 1 kw		Santa Clara Broadcast- ing Co. P. O. Box 995			
SAN LUIS OBISPO	KVEC-FM Nov., 1947	260, 99.9 mc 16.7 kw-B		The Valley Electric Co. (KVEC) Mt. View & Hill Sts. 1100-1101	Christina M. Jacobson, Pres. Les Hacker, Gen. Mgr. Joe Shuttleworth, Coml. Mgr.	Larry Haggerty, Prog. Dir. Earle Travis, Chief Engr.	Thesaurus Standard AP
SANTA MARIA	KRJM March, 1947	276, 103.1 mc 336 w-A		Santa Maria Daily Times Times Bldg. 43	R. K. and S. C. Hancock, Pres. R. K. Hancock, Gen. & Coml. Mgr.	William R. Rich, Prog. Dir. Kent Young, Chief Engr.	World UP
STOCKTON 7	KGDM-FM Jan., 1947	225, 92.9 mc 1 kw-B		E. F. Peffer (KGDM) 519 E. Market 4-4551	E. F. Peffer, Pres., Gen. & Coml. Mgr.	V. Swan, Prog. Dir. M. B. Greene, Chief Engr.	World INS

IN THE GREATER LOS ANGELES AREA . . .

NOT 1 FOR YOUR MONEY BUT... **2** FOR YOUR SHOW

AM
FM

KAGH & KAGH - FM

IN COMBINATION DELIVER
1,156,920 RADIO HOMES
. . . AT ONE PRICE

The largest billboard campaign in the Pasadena area will promote one of the best buys in the quality Los Angeles market . . . the combination buy of KAGH and KAGH-FM. Both stations promote FM. The one objective in FM programming is to produce programs so fine that the listener will feel he's missing something unless he's listening on FM. Here's how this combination works . . .

MARKET

KAGH and KAGH-FM cover the quality Los Angeles market. L.A. is the nation's third largest market for retail sales totalling \$2,660,866,000 (Sales Management, 1947). Effective buying income per family is \$4.131 . . . well over the national average.

PROGRAMMING

In the great migration West much of today's population in the Los Angeles area retain loyalties to home towns and home countries. KAGH-FM regularly salutes other U.S. cities and foreign countries in hour-long shows. Transcribed salutes are received in return. So fine are these programs that even Prime Minister de Valera spoke during the Irish salute, followed by songs by John McCormack and music by the Irish Symphony.

PROMOTION

Integrated promotion of KAGH and KAGH-FM will include the most forceful billboard and newspaper campaign in the area. Arrangements are under way with outstanding stars of West Coast radio and movies to appear before the KAGH and KAGH-FM microphones.

RESULTS

KAGH and KAGH-FM in combination today have surprisingly low rates. Together, they offer a valuable sales opportunity in the nation's third market. Ask about our national spot and local successes. Write, wire or call.



— RADIO CITY ON A RANCH — Even station facilities are part of our FM promotion. Studios are on a western show place—the sweepingly beautiful Hastings Ranch.

KAGH • KAGH-FM

LUCKY 1300 KC 1000 WATTS — 98.3 MC CENTER OF THE DIAL CHANNEL 252

Pasadena 1, California

JOHN R. RIDER, Mgr.

DIRECTORY OF FM BROADCASTING STATIONS OF THE UNITED STATES

(Data corrected to January 1, 1948)

COLORADO

City	Call Letters Date of Estab.	Channel; mc Power; Class	Name of Licensee Headquarters Address Telephone Number	Executive Personnel	Representati Transc. Libra News Service	
DENVER 2	KLZ-FM July, 1947	221. 92.1 mc B	KLZ Broadcasting Co. (KLZ) Main 4271	E. K. Gaylord, Pres. Hugh B. Terry, Sta. Mgr. Main Morris, Coml. Mgr.	Charles Roberts, Prog. Dir. Harvey Wehrman, Chief Engr.

CONNECTICUT

DANBURY	WLAD-FM Nov., 1947	252. 98.3 mc 150 w—A	Berkshire Broadcasting Corp. (WLAD) 207 Main St. 8-0580	John Deme, Pres., & Gen. Mgr. J. Thomas Mathers, Coml. Mgr.	Jerry Arthur, Prog. Dir. Paul Baker, News Editor Robert V. Harris, Chief Engr.	World, SESA; UP
HARTFORD 4	WDRC-FM May, 1939	232. 94.3 mc 7 kw—B	The Connecticut Broad- casting Co. (WDRC) 750 Main St. 7-1188	Franklin M. Doolittle, Pres. Walter B. Haase, Sta. Mgr. William P. Malo, Coml. Mgr.	Harvey H. Olson, Prog. Mgr. Italo A. Martino, Chief Engr. Carlton Brown, Trans. Supvr.	UP
HARTFORD 17	WTIC-FM Feb., 1940	243. 96.5 mc 8 kw—B	Travelers Broadcasting Service Corp. (WTIC) 26 Grove St. 2-3181	Jesse W. Randall, Pres. Paul W. Morency, V.P. & Gen. Mgr. Walter Johnson, Asst. Gen. Mgr.	Paul Lucas, Prog. Mgr. Bernard Mullins, Dir. Publ. Rel. Herman Taylor, Plant Mgr.	Thesaurus, Lang-Worth
MERIDEN	WMMW-FM Nov., 1947	239. 95.7 mc 20 kw—B	Silver City Crystal Co. (WMMW) 8½ Main St. Meriden-2600	Carl A. Schultz, Pres. G. A. Kruttschnitt, Gen. Mgr. Carl. W. Schultz, Coml. Mgr.	B. Morley, Prog. Dir. J. A. Todice, Tech. Dir. G. Langfelder, Chief Engr.	Thesaurus UP
NEW BRITAIN	WKNB-FM Mar., 1947	95.6 mc	New Britain Broad- casting Co. 213 Main St. 702	Julian Gross, Pres. & Gen. Mgr. L. H. Martineau, Coml. Mgr.	David Scott, Prog. Dir. W. R. Atkinson, Chief Engr.	World Capital AP
NEW HAVEN 10	WBIB Mar., 1947	264. 100.7 mc 20 kw—B	The Colony Broad- casting Co. 157 Church St. 5-5413	Samuel Botwink, Pres. Sol Chain, Gen. Mgr. & Prog. Dir. Carl Goodman, Coml. Mgr.	George Thomas, Chief An- nouncer Irving Small, Chief Engr.	Associated AF
NEW LONDON	WNLC-FM April, 1947	258. 99.5 mc 20 kw—B	The Thames Broad- casting Corp. (WNLC) 281 State St. 2-4365	Roderick L. Morey, Pres. Gerald J. Morey, Gen. Mgr. Leo Keegan, Local Coml. Mgr.	Leslie Morson, Prog. Dir. Jane C. Cobb, Prom. & Traffic Walter J. Tucker, Chief Engr.	AP
STAMFORD	WSTC-FM Oct., 1947	244. 96.7 mc 500 w—A	The Western Connecti- cut Bcstg. Co. (WSTC) 270 Atlantic St. 4-7575	Kingsley Gillespie, Pres. Julian Schwartz, Gen. Mgr. Wharton Ford, Coml. Mgr.	Fred Dalger, Prog. Dir. Edward L. Markman, Chief Engr.	World UP

DISTRICT OF COLUMBIA

WASHINGTON 4	WASH Nov., 1945	246. 97.1 mc 15 kw—B	Commercial Radio Equipment Co. 1319 F St., N. W. DI 1356	Everett L. Dillard, Pres. Hudson Eldridge, Bus. Mgr. Martin Schadt, Coml. Mgr.	Larry Carl, Prog. Dir. Will Goff, Music Dir. Leigh Kimball, Chief Engr.	Standard TP
WASHINGTON 1	WINX-FM 1938	242. 96.3 mc 20 kw—B	WINX Broadcasting Co. (WINX) 8th & Eye Sts., N.W. RE 8000	WINX Broadcasting Co., John Hayes, Gen. Mgr. R. C. O'Connell, Coml. Mgr.	George Creamer, Prog. Dir. Ralph Cannon, Chief Engr.	Standard Lang-Worth World AP, UP
WASHINGTON 5	WRC-FM June, 1947	230. 93.9 mc 20 kw—B	National Broadcasting Co. (WRC) 724-14th St., N.W. RE 4000	F. M. Russell, V.P. Carleton D. Smith, Gen. Mgr. Mahon A. Glascock, Coml. Mgr.	George Y. Wheeler, Prog. Dir. A. E. Johnson, Chief Engr.	Thesaurus AP, UP, INS
WASHINGTON 6	WWDC-FM April, 1947	266. 101.1 mc 20 kw—B	Capital Broadcasting Co. (WWDC) 1000 Connecticut Ave. NA 7203	Joseph Katz, Pres. Ben Strouse, Gen. Mgr. Helen K. Moberley, Sales Mgr.	Norman Reed, Prog. Dir. Ross H. Beville, Chief Engr.	Capitol, Standard Thesaurus AP, UP

FLORIDA

DAYTONA BEACH	WNDB-FM April, 1947	233. 94.5 mc 8.5 kw—B	News-Journal Corp. (WNDB) 128 Orange Ave. 2000	Julius Davidson, Pres. Jerry Stone, Gen. Mgr. Carl Bensen, Prog. Dir.	Lilliane R. Davidson, Prom. Fred P. Moore, Chief Engr.	World Standard AP
JACKSONVILLE	WJHP-FM Dec., 1947	245. 96.9 mc. 34 kw.	The Metropolis Co. Church & Laura Sts.	John H. Perry, Pres.		
MIAMI 30	WIOD-FM Sept., 1946	248. 97.5 mc 54 kw—B	Isle of Dreams Broad- casting Corp. (WIOD) 600 Biscayne Blvd. 3-6444	Daniel J. Mahoney, Pres. James M. LeGate, Gen. Mgr. Robert L. Fidler, Coml. Mgr.	Warren Sinot, Prog. Dir. Milton C. Scott, Chief Engr.	Associated Standard AP, UP, INS
MIAMI 31	WQAM-FM Sept., 1946	235. 94.9 mc 49 kw—B	Miami Broadcasting Co. (WQAM) Pacific Bldg. 2-6121	F. W. Borton, Pres. & Gen. Mgr. F. W. Mizer, Coml. Mgr.	Marge Christopher, Prog. Dir. Gene Rider, Chief Engr.	SESAC World Associated AP
PALM BEACH	WWPG-FM Dec., 1946	250. 97.9 mc B	Palm Beach Broad- casting Corp. (WWPG) 2-1515	Charles E. Davis, Pres. & Gen. Mgr. Donald S. Greenleaf, Coml. Mgr.	Mary E. Neely, Prog. Dir. Rosalind Calkins, Con- tinuity Editor Clyde L. Walkden, Chief Engr.	Thesaurus, World Lang-Worth AP

Jack-Of-All-Trades?

NO SIR! Zenith's Policy Is

RADIONICS

EXCLUSIVELY

IT'S A POLICY That Means Better Radios . . .

Zenith's skills and efforts are geared entirely to Radionic development and progress. The scores of pace-setting sales features for which Zenith has long been famous have been a natural result of this concentration of effort. The New Way to

Play Records with the Cobra Tone Arm. Zenith's built-in FM antenna, the Radiorgan, the Consoltone circuit—these are but a few of the sales-making developments made possible by Zenith's policy of "Radionics Exclusively!"

IT'S A POLICY That Means Better Dealers . . .

Zenith dealers are not "bogged down" by improved brands of refrigerators, washing machines or other items forced on them as part of their radio franchise. Zenith dealers are free to select the lead-

ing items they want in other lines to complement Zenith radios . . . they are known for the quality of *every* line they carry. Progressive dealers . . . *better* dealers . . . appreciate this independence.

IT'S A POLICY That Means Better Business . . .

Zenith's pledge of rigid adherence to this policy of "Radionics Exclusively" in the future as in the past is your assurance that Zenith radios will continue to be "Always A Year Ahead." This su-

periority of product means better business now, and in the future . . . consistent, *profitable* business resulting from the good-will of customers who know the satisfaction of superior performance.

The Day Is Coming . . .

when manufacturers cannot "force" unwanted merchandise on dealers. When that day arrives, the value of the Zenith franchise . . . the radio dealer's "Declaration of Independence" . . . will be greater than ever.



ZENITH RADIO CORPORATION CHICAGO 39, ILLINOIS
30 Years of Radionics Exclusively

DIRECTORY OF FM BROADCASTING STATIONS OF THE UNITED STATES

(Data corrected to January 1, 1948)

FLORIDA (Continued)

City	Call Letters Date of Estab.	Channel: mc Power: Class	Equiv.	Name of Licensee Headquarters Address Telephone Number	Executive Personnel	Representativ Transc. Libra News Service
PENSACOLA	WCOA-FM Mar., 1947	255, 98.9 mc 7.5 kw—B		Pensacola Broadcasting Co. (WCOA) San Carlos Hotel 4111	John H. Perry, Sr., Pres. J. Holliday Veal, Gen. Mgr. William G. Campbell, Coml. Mgr.	Tom Carswell, Prog. Dir. H. L. Heath, Chief Engr. Capitol Associated AP, UP
TALLAHASSEE	WTAL-FM Sept., 1947	280, 103.9 mc 710 w—A		John H. Phipps (WTAL) P. O. Box 989 2160	John H. Phipps, Owner Donald A. Phillips, Gen. Mgr. & Chief Engr.	Herschel Graves, Coml. Mgr. Read W. Wynn, Prog. Dir. Associated AP
TAMPA 1	WDAE-FM Nov., 1947	289, 105.7 mc		Tampa Times Co. (WDAE) P. O. Box 2409 M 1818	David E. Smiley, Pres. L. S. Mitchell, Gen. & Coml. Mgr.	Doratheia Janssen, Prog. Dir. William Pharr Moore, Chief Engr. Associated, Cole AP
WEST PALM BEACH	WJNO-FM Nov., 1947	254, 98.7 mc 49 kw—B		WJNO, Inc. (WJNO) 1500 N. Flagler Drive 2-3638	Marshall Heminway, Pres. Stephen P. Willis, Gen. & Coml. Mgr.	Matt Gettings, Prog. Dir. Otis C. Wright, Chief Engr. Standard, Capitol UP

GEORGIA

ATLANTA 2	WBGE-FM June, 1947	238, 95.5 mc 20 kw—B		General Broadcasting Co. Georgian Terrace Hotel Vernon 1194	Mike Benton, Pres. Maurice C. Coleman, Gen. Mgr.	David J. Holt, Chief Engr. Capitol, Lang-Worth, Cole AP
ATLANTA 1	WGST-FM Oct., 1947	231, 94.1 mc 345 kw—B		Univer. Sys. of Georgia Forsyth Bldg. Walnut 8441	Frank M. Spratlin, Pres. John Fulton, Gen. Mgr.	Jack Keliy, Prog. Dir. Ben Akerman, Chief Engr. Thesaurus AP
COLUMBUS	WGBA-FM Dec., 1946	236, 95.1 mc 9 kw—B		Georgia-Alabama Broadcasting Corp. (WGBA) 1213½ Broadway 3-3603	A. H. Chapman, Pres. A. E. Mickel, Gen. Mgr. Bill Massie, Coml. Mgr.	Bill Rhodes, Jr., Prog. Dir. Jack Wiseley, Chief Engr. James R. Cook, Prod. Mgr. Associated Capitol AP
COLUMBUS	WRBL-FM Nov., 1947	227, 93.3 mc 12 kw—A		Columbus Broadcast- ing Co. (WRBL) 1420 Second Ave. 2-0601	J. W. Woodruff, Pres. J. W. Woodruff Jr., Gen. & Coml. Mgr.	Ed J. Hennessy, Prog. Dir. Joseph A. Gamble, Chief Engr. Thesaurus, SESAC UP
MACON	WBML-FM Feb., 1947	264, 100.7 mc 32 kw—B		Middle Georgia Broad- casting Co. (WBML) First National Bank Bldg. 2728	E. D. Black, Pres. Charles W. Pittman, Gen. Mgr. Walter Graham, Coml. Mgr.	Mary Hester Richardson, Prog. Dir. Glenn Hayes, Dir. Special Events H. S. Goodrich, Chief Engr. Thesaurus PA
MACON	WMAZ-FM Feb., 1947	256, 99.1 mc 3 kw—B		Southeastern Broad- casting Co. (WMAZ) Bankers Insurance Bldg. 3131	
NEWMAN	WCOH-FM Nov., 1947	222, 92.3 mc B		Newnan Broadcasting Co. (WCOH) 1399-1398	D. T. Manget E. W. Thommason } Part- James Thommason } ners- Ida Thommason } ship John H. French, Gen. Mgr.	James Thommason, Coml. Mgr. R. S. C. Young, Prog. Dir. James S. Stowers, Jr., Chief Engr. Thesaurus, World AP
ROME	WRGA-FM Mar., 1947	293, 106.5 mc 1.4 kw—B		Rome Broadcasting Corp. National City Bank Bldg. 6589	John W. Quarles, Pres. Happy Quarles, Gen. Mgr. Price Selby, Coml. Mgr.	Jim Roberts, Prog. Dir. Mather Payne, Asst. Mgr. R. A. Starr, Chief Engr. Lang-Worth UP
SAVANNAH	WSAV-FM Dec., 1947	262, 100.3 mc 15 kw.		WSAV Inc. (WSAV) Liberty Natl. Bank Bldg. 3-0234	Harben Daniel, Pres. & Gen. Mgr. L. H. Thesmar, Coml. Mgr.	James L. Woods, Prog. Dir. Meredith E. Thompson, Chief Engr. Thesaurus AP
SAVANNAH	WTOC-FM Nov., 1946	247, 97.3 mc 43—B		Savannah Broadcast- ing Co. (WTOC) 516 Abercorn St. 2-0127	William T. Knight Jr., Pres. & Gen. Mgr. Ben Williams, Coml. Mgr.	Dwight Bruce, Prog. Dir. Reeve Owen, Chief Engr. Capitol, Lang-Worth World UP
TOCCOA	WLET Nov., 1947	275, 102.9 mc 10 kw—B		R. G. LeTourneau Prather Bridge Road 544	R. G. LeTourneau, Pres. Virgie E. Craig, Gen. Mgr. Sam A. Gaines, Coml. Mgr.	Carroll S. Lee, Prog. Dir. J. Carl Meeks, Chief Engr. Associated UP
WEST POINT	WRLD-FM July, 1947	275, 102.9 mc 10.2 kw—A		Valley Broadcasting Co. 437	L. J. Duncan, Pres. & Gen. Mgr. Perry Elliott, Coml., Sta. & Prog. Mgr.	Alfred F. Hammock, Chief Engr. World AP

IDAHO

BOISE	KIOD-FM Jan., 1947	291, 106.1 mc 7 kw		KIOD, Inc. (KIDO) Hotel Boise 660	Georgia M. Davidson, Pres. Walter E. Wagstaff, Gen. Mgr.	Hubert Werner, Prog. Dir. Harold Toedtmeir, Chief Engr. World Standard AP, UP
NAMPA	KFXD-FM Jan., 1947	270, 101.9 mc 2.5 kw—B		Frank E. Hurt & Son (KFXD) Box 891 1200	Frank E. Hurt, Pres. Doyle Cain, Gen. Mgr. & Coml. Mgr.	Shirl Black, Prog. Dir. Edward Hurt, Chief Engr. Thesaurus, Lang-Worth, SESAC UP, AP
POCATELLO	KSEI-FM Aug., 1947	243, 96.5 mc 1.8 kw—B		Radio Service Corp. (KSEI) Yellowstone Highway	O. P. Soule, Pres. Henry H. Fletcher, Gen. Mgr. & Coml. Mgr. Ruthe A. Fletcher, Prog. Dir.	Olive M. Leeney, Prom. Dir. Ellis W. Call, Chief Engr. Standard, Lang-Worth, Cole UP
TWIN FALLS	KTFI-FM Nov., 1947	259, 99.7 mc 3 kw—B		Radio Broadcasting Corp. (KTFI) 241 Main Ave. W. 2400	O. P. Soule, Pres. F. M. Gardner, Gen. Mgr. K. W. Montgomery, Coml. Mgr.	Lenore Parker, Prog. Dir. George Malone, Chief Engr. Langworth, Standard UP



Here's what this informative brochure on "The Control of Sound in Broadcasting Studios" tells you in words and diagrams . . .

- It analyzes 7 major problems in studio acoustical treatment, such as Location and Layout, Reverberation Control, etc.
- It discusses modifications possible for small studios.
- Recommends the proper acoustical materials to use.
- Presents best engineering practice.

This new, free book on Sound Control can help you plan a better studio—large or small

WHETHER you plan to build new studios, or modernize existing facilities, you'll find this book helpful in solving your acoustical problems. It tells you concisely how you can get desired sound control for AM, FM, television, or recording studios, along with the necessary degree of sound isolation.

Undivided Responsibility

And remember, when you're ready for the construction, Johns-Manville gives you an *all-inclusive* service

—"J-M materials installed by Johns-Manville." Trained J-M construction crews install the sound-absorbing materials in the proper manner to assure best results.

In other words, you get *undivided responsibility* for the complete job—whether your acoustical project is large or small, simple or complex.

Why not send today for a FREE copy of this booklet, "The Control of Sound in Broadcasting Studios." Write Johns-Manville, Box 290, New York 16, N. Y.



DIRECTORY OF FM BROADCASTING STATIONS OF THE UNITED STATES

(Data corrected to January 1, 1948)

ILLINOIS

City	Call Letters Date of Estab.	Channel; mc Power; Class	Equiv.	Name of Licensee Headquarters Address Telephone Number	Executive Personnel	Representatn Transc. Libra News Service	
BLOOMINGTON	WJBC-FM April, 1947	268, 101.5 mc 45 kw—B		Bloomington Broad- casting Corp. (WJBC) 209 E. Washington St. 5281	Loring C. Merwin, Pres. Hale Bondurant, Gen. Mgr. Joe J. Hannie, Coml. Mgr.	J. J. Glass, Prog. Dir. Fred L. Bailey, Chief Engr.	Lang-Worth UP
BROOKFIELD	WRGK July, 1947	276, 103.1 mc 250 w—A		George M. Ives 4221 Arthur Ave. 6519	George M. Ives, Pres., & Gen. Mgr. & Chief Engr. Rose T. Ives, Prog. Dir.	William Knowles, Special Events Dir.	World
CARBONDALE	WCIL-FM Nov., 1947	264, 100.7 mc 7 kw—B		Southern Illinois Broadcasting Part- nership (WCIL) 219 N. Main St. 167 or 765	Paul F. McRoy } Partner- John H. Searing } ship Ann E. Searing } Paul F. McRoy, Gen. Mgr.	Walter C. Schafer, Coml. Mgr. Don Boudreau, Prog. Dir. Marion Sawyer, Chief Engr.	World PA
CHICAGO 11	WBBM Nov., 1941	257, 99.3 mc 13.5 kw—A		Columbia Broadcasting Sys. (WBBM) 410 N. Michigan Ave. Whitehall 6000	Dr. Frank Stanton, Pres. H. Leslie Atlass, Gen. Mgr. E. H. Shomo, Coml. Mgr.	Val Sherman, Prog. Dir. George Sherman, Chief Engr.	World INS. UP. AP
CHICAGO 3	WEFM Feb., 1940	258. & 99.5 mc 16 kw—B		Zenith Radio Corp. 135 S. LaSalle State 1357	E. F. McDonald Jr., Pres. Ted Leltzell, Gen. Mgr.	Violet Kmetz, Prog. Dir. Ross Utter, Chief Engr.	Thesaurus. Standard
CHICAGO 11	WGNB Dec., 1945	254, 98.7 mc 20 kw—A		WGN, Inc. (WGN) 441 N. Michigan Superior 0100	Col. Robert R. McCormick, Pres. Frank Schriber, Gen. Mgr. William A. McGuineas, Coml. Mgr.	Marion Claire, Sta. Dir. Arthur H. Berg, Public Rel. Dir. Carl J. Meyers, Chief Engr.	Standard. Associated Capitol AP, UP, INS Reuters
DECATUR 70	WSOY-FM Nov., 1946	254, 98.7 mc 31.2 kw—B		Commodore Broad- casting, Inc. (WSOY) 351-357 N. Main St. 5371	F. W. Schaub, Pres. Merrill Lindsay, Gen. Mgr. Charles F. Bruce, Coml. Mgr.	Bernard J. Johnson, Prog. Dir. Milburn H. Stuckwisch, Chief Engr.	Lang-Worth Associated AP
EVANSTON	WEAW Feb., 1947	244, 96.7 mc 665 w—A		North Shore Broadcast- ing Co., Inc. 2425 Main St. University 4606	Edward A. Wheeler, Pres. & Gen. Mgr. George Lindsay, Coml. Mgr. Doris Wacker, Prog. Dir.	George Kasdorf, Chief Engr. Mary King, Music Dir.	World UP
FREEPORT	WFJS Oct., 1946	273, 102.5 mc 9 kw—B		Freeport Journal- Standard Publishing Co. 6 No. Calena Ave. State 504	Donald L. Breed, Pres. Thomas C. Moers, Gen. Mgr. Charles W. Taylor, Coml. Mgr.	Robert P. Moogk, Prog. Dir. John D. Holmes, Chief Engr.	Associated AP
KANKAKEE	WKIL Sept., 1947	264, 100.7 mc 60 kw—B		Kankakee Daily Jour- nal Co. (WKAN) 183 North Schuyler Ave. Main 6500	Leslie C. Small, Pres. Burrell Small, Gen. Mgr. Bruce Brown, Sta. Mgr.	Wayne Center, Prog. Dir. Robert Harrell, Chief Engr.	World. Standard AP
LA GRANGE	WRGK	276, 103.1 mc		WRGK Inc. 4221 Arthur Ave. Brookfield, Ill. 6519	George M. Ives, Pres., Gen. Mgr. & Chief Engr. Rose T. Ives, Prog. Dir.		World
MT. VERNON	WMIX-FM Sept., 1946	231, 94.1 mc 15 kw—B		Mt. Vernon Radio & Television Corp. (WMIX) 121½ N. 9th St. 3500	John R. Mitchell, Pres. Art Millward, Gen. Mgr. Sam Virtz, Coml. Mgr.	Claude Sullivan, Prog. Dir. Adron Miller, Chief Engr.	World, Standard AP
PEORIA 2	WMBD-FM April, 1947	223, 92.5 mc 17 kw—B		Peoria Broadcasting Co. (WMBD) Nat'l. Bank Bldg. 7133	Edgar L. Bill, Pres. Charles C. Caley, Gen. Mgr. Charles E. Barnhart, Prog. Dir.	A. James Ebel, Chief Engr. Wendel Porter, Chief An- nouncer	Thesaurus. Lang-Worth AP, UP
QUINCY	WQDI Aug., 1947	286, 105.1 mc 13 kw—B		Quincy Newspapers, Inc. 123 South 8th St. 1000	T. C. Oakley, Sec.-Treas. W. Earl Dougherty, Gen. Mgr. & Coml. Mgr. & Prog. Dir.	Francis Wentura, Chief Engr. Bill Lohmeier, Chief An- nouncer	World AP
ROCK ISLAND	WHBF-FM Oct., 1947	255, 98.9 mc 36.6 kw—B		Rock Island Broadcast- ing Co. (WHBF) 1800-3rd Ave. 918	Leslie C. Johnson, Gen. Mgr. Maurice J. Corken, Coml. Mgr.	Forest W. Cooke, Prog. Dir. Robert J. Sinnett, Chief Engr.	Associated PA. UP
SPRINGFIELD	WCVS-FM Mar., 1947	275, 102.9 mc 25 kw—B		WCVS, Inc. (WCVS) 523 E. Capitol 9855	H. L. Dewing, Pres. & Chief Engr.	C. W. Neeld, Gen. Mgr. & Coml. Mgr.	World AP, UP

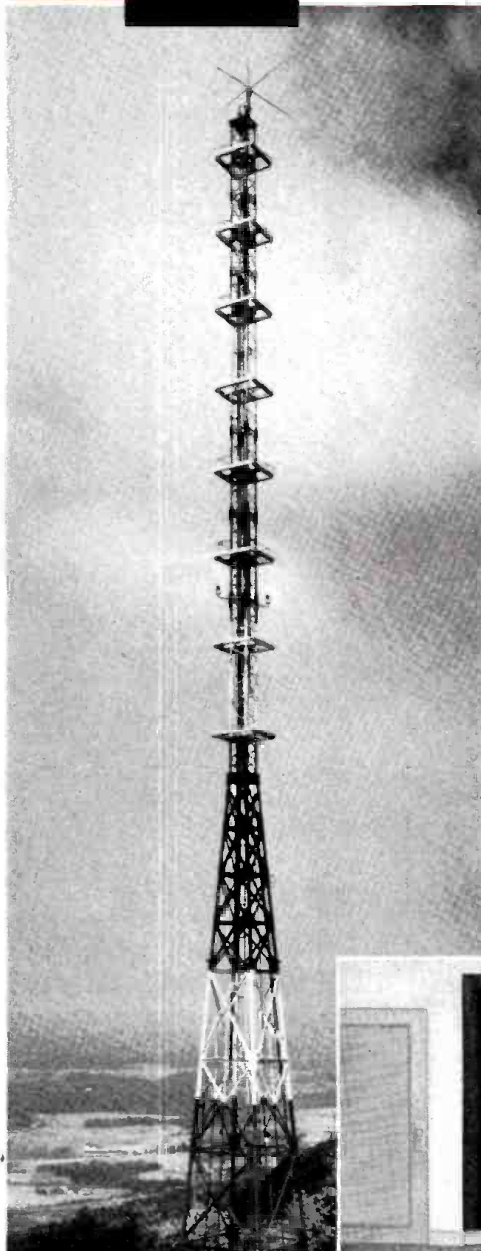
INDIANA

COLUMBUS	WCSI	229, 93.7 mc 31 kw		Syndicate Theaters Inc. 57½ N. Main St. Franklin, Ind. 564	Trueman T. Rembusch, Secy.-Treas. Paul Wagner, Gen. Mgr.	Kenneth McGlore, Coml. Mgr. Russell Newman, Chief Engr.	Thesaurus World AP
EVANSVILLE	WMLL	233, 94.5 mc 20 kw		On the Air Inc.			
FORT WAYNE 6	WEJG-FM Nov., 1947	291, 106.1 mc 24.5 kw—B		Northeastern Indiana Broadcasting Co., Inc. (WKJG) 3802 South Calhoun H-6111	W. A. Kunkel Jr., Pres. Hillard Gates, Mgr. Norman H. Stuart, Coml. Mgr.	Calo Mahlock, Prog. Dir. Tom Copeland, Chief Engr.	World AP, UP
FORT WAYNE 2	WOWO-FM 1942	241, 96.1 mc 20 kw—B		Westinghouse Radio Stations, Inc. (WOWO) 925 S. Harrison St. Anthony 2136	Walter Evans, Pres. Walter E. Benoit, Vice Pres. J. B. Conley, Gen. Mgr.	R. G. Duffield, Sta. Mgr. C. W. Vandagriff, Prog. Mgr. Bruce Ratts, Chief Engr.	Capitol UP

for

FM

COVERAGE and PERFORMANCE



you can't beat Federal's COMPLETE "ONE-PACKAGE" STATION

A broadcast station that's FM by Federal all the way—from microphone to antenna—offers *three exclusive features* that assure maximum coverage at minimum operating cost, and maximum performance with minimum maintenance expense.

1. FEDERAL'S SQUARE-LOOP ANTENNA!

The coverage of an FM station depends primarily on the effective strength of the radiated signal. And Federal's 8-Element, Square-Loop Antenna gives an effective radiated power *more than 8 times* the transmitter rating. Actual installations have repeatedly *proved* its ability to give outstanding coverage—and to withstand high winds and heavy icing loads.

2. FEDERAL'S HIGH-FIDELITY TRANSMITTER!

All Federal FM transmitters feature the exclusive "Frequematic*" modulator—for outstanding fidelity and performance. Maintains center-frequency stability within 0.001%—reduces signal-to-noise ratio to 5600-to-1—uses simple all-electronic circuits with standard receiver tubes—easy to align, simple to maintain.

3. FEDERAL ENGINEERING ALL THE WAY!

Complete FM by Federal means FM at its best, with all components precision engineered to work together. Transmitter console, studio console, transcription units, power supplies—everything from microphone to antenna—designed and coordinated for maximum over-all performance and economy.

When planning your new FM station, remember these exclusive

advantages. And if you want to get on the air *fast*, Federal can now make your complete installation in record time! For further information, write to Federal, Dept. B668.

*Trade Mark



With this Federal 8-Element Square-Loop Antenna, now on the air at Station WMRC-FM, Greenville, South Carolina, listeners more than 200 miles away—including cities in 6 different states—report excellent reception. Lower photo shows WMRC's transmitter room, with Federal 10-Kw transmitter, console, monitor speaker and power supply.



KEEPING FEDERAL YEARS AHEAD... is IT&T's world-wide research and engineering organization, of which the Federal Telecommunication Laboratories, Nutley, N. J., is a unit.

Federal Telephone and Radio Corporation

100 KINGSLAND ROAD, CLIFTON, NEW JERSEY

In Canada:—Federal Electric Manufacturing Company, Ltd., Montreal, P. Q.
Export Distributors:—International Standard Electric Corp. 67 Broad St., N. Y.

DIRECTORY OF FM BROADCASTING STATIONS OF THE UNITED STATES

(Data corrected to January 1, 1948)

INDIANA (Continued)

City	Call Letters Date of Estab.	Channel: mc Power: Class	Equip.	Name of Licensee Headquarters Address Telephone Number	Executive Personnel	Representativ Transc. Libr News Service	
FRANKLIN	WCSI Sept., 1947	229, 93.7 mc 31.6 kw—B		Syndicate Theatres, Inc. Artcraft Theatre Bldg. 564	Truman T. Rembusch, Sec.-Treas. Paul Wagner, Gen. Mgr.	Kenneth McGlone, Coml. Mgr. Russell Newman, Chief Engr.	Thesaurus, World AP
INDIANAPOLIS 4	WABW Oct., 1945	235. & 94.9 mc 1 kw—A		Associated Bcstrs. Inc. (WBBW) 445 N. Penn Lincoln 7836	R. M. Crandall, Pres. & Gen. Mgr. & Coml. Mgr. Helen Coie, Prog. Dir.	James Alvin Lovell, Chief Engr.	Standard
MUNCIE	WMUN Oct., 1947	281, 104.1 mc 8.6 kw—B		Donald A. Burton (WLBC) Radio Station WLBC 4403	Donald A. Burton, Pres. & Gen. Mgr. W. F. Craig, Coml. Mgr.	Lee Allerton, Prog. Dir. Maury Crain, Chief Engr.	Thesaurus AP
NEW CASTLE	WCTW Aug., 1947	276, 103.1 mc 340 w—A		Courier-Times, Inc. 202½ S. 14th St. 2600	Walter S. Chambers Sr., Pres. Edwin D. Osborne, Gen. Mgr. & Coml. Mgr.	William E. Turner, Prog. Dir. O. Ralph Atkinson, Chief Engr.	World FA
SHELBYVILLE	WSRK Nov., 1947	267, 101.3 mc 5 kw—B		Shelbyville Radio, Inc. 125 E. Washington 1996	Guy Farnsworth, Gen. Mgr.	Harry C. Gourly, Chief Engr.	Standard Thesaurus UP
SOUTH BEND 26	WSBF 1944	267, 101.3 mc 20 kw—B		South Bend Tribune (WSBT) 3-6161	F. A. Miller, Pres. R. H. Swintz, Gen. Mgr.	R. J. Drain, Prog. Dir. H. G. Cole, Chief Engr.	Capitol Standard
TERRE HAUTE	WBOW-FM Dec., 1947	266, 101.1 mc 20 kw		Banks of the Wabash Inc. (WBOW) 303 So. 6th St. Crawford 5034	W. Ferral Rippetoe, Gen. & Coml. Mgr. Leo Baxter, Prog. Dir.	Donald A. drich, Chief Engr.	

IOWA

BURLINGTON	WBUR-FM July, 1947	223, 92.9 mc 8 kw—B		Burlington Broadcast- ing Co. (KBUR) National Bank Bldg. 880	Dan T. Riley, Pres. Gerard B. McDermott, Gen. Mgr.	Robert W. Frudeger, Sales Mgr. Layton K. Hurst, Prog. Dir. John Gallino, Chief Engr.	Thesaurus, SESAC, Capit UP
CEDAR RAPIDS	KCRK Dec., 1947	245, 96.9 mc 48 kw		The Gazette Co. (KCRG) 104 First St. S.W. 4194	John F. Hladky, V.P. & Secy. George C. Biggar, Gen. Mgr. Neil C. Conklin, Coml. Mgr.	Pat Patterson, Prog. Dir. Edna A. Herbst, Prom. & Publ. Dir. Wayne L. Babcock, Chief Engr.	Standard, Associated. AP, INS
COUNCIL BLUFFS	KFMX June, 1947	241, 96.1 mc 400 kw—B		Nonpareil Broadcasting Co. (KSWI) 554 West Broadway 4041	Robert R. O'Brien, Pres. & Coml. Mgr. William E. Ware, Gen. Mgr.	Juanita Hall, Prog. Dir. Robert W. Hall, Chief Engr.	Lang-Worth AP
DES MOINES	KOMB	232, 92.3 mc		Radio Station Des Moines Inc.			
FORT DODGE	KFMY Oct., 1947	274, 102.7 mc 7 kw—B		Northwest Broadcasting Co. (KVFD) Warden Bldg. Walnut 3761	Edward Breen, Pres. & Gen. Mgr. Mae Chalberg, Account. & Office Mgr.	Drexel Peterson, Prog. Dir. Virginia Jondle, Traffic Mgr. David Sinclair, Chief Engr.	UP
KEOKUK	KOKX-FM Nov., 1947	274, 102.7 mc		Keokuk Broadcasting Co. (KOKX) 624 Main St. 235	H. W. Stadler, Pres. George B. J. Adkisson, Gen. Mgr. & Coml. Mgr.	Jay Lessinger, Prog. Dir. Walton W. Wilson, Chief Engr.	Lang-Worth UP
MASON CITY	KGLO-FM Dec., 1947	266, 101.1 mc 15 kw		Lee Rad'o Inc. (KGLO) 12½ 2nd N.E. 2800	Lee P. Loomis, Pres. Herbert R. Ohrt, Gen. Mgr. Lloyd D. Loers, Coml. Mgr.	Douglas F. Sherwin, Prog. Dir. Leo Born, Tech. Dir. Roger E. Sawyer, Chief Engr.	
SIOUX CITY 1	KSCJ-FM Aug., 1947	235, 94.9 mc 4.4 kw—B		Perkins Bros. Co. 415 Douglas St. 5-7993	W. R. Perkins, Pres. Eugene T. Flaherty, Mgr. & Coml. Mgr. Elizabeth Sammons, Prog. Dir.	S. C. Dier, Chief Engr. Alvin H. Smith, Ass't Chief Engr.	World, Lang-Worth, SESAC, Cole AP
WATERLOO	KXEL-FM Nov., 1947	289, 105.7 mc 540 kw—B		Josh Higgins Broad- casting Co. (KXEL) Insurance Bldg. 3-3371	Joe DuMond, Pres. & Gen. Mgr. A. J. DuMond, Coml. Mgr.	Enlynn Owen, Prog. Dir. Don E. Kassner, Chief Engr.	SESAC INS

KANSAS

GARDEN CITY	KGAR-FM Nov., 1947	257, 99.3 mc 250 w—A		Albert B. Pyatt (KGAR) 104 Pine 977	Albert B. Pyatt, Owner & Gen. Mgr. Marjorie E. McElroy, Prog. Dir.	Harold Kinkead, Chief Engr.	MacGregor UP
HUTCHINSON	K1MV Sept., 1947	289, 103.7 mc 40 kw—B		Hutchinson Publishing Co. 4400	John P. Harris, Pres. Grover C. Cobb, Gen. Mgr.	J. Lamar Dunn, Chief Engr.	World AP
HUTCHINSON	KWBW-FM June, 1947	226, 93.1 mc 250 w—B		101 East Ave. A (KWBW) 5202	William Wyse, Pres. & Gen. Mgr. Lee Biggs, Sta. Mgr.	George Alden, Asst. Mgr. John Swafford, Chief Engr.	Lang-Worth AP
KANSAS CITY 2	KSBS Oct., 1947	290, 105.9 mc 5.1 kw—A		Sunflower Broadcasting Sys., Inc. 30 South 18th St. Atwater 7717	Harry Butler, Pres. & Gen. Mgr. Harry Scherzer, V.P. Robert R. McDonald, Coml. Mgr.	Francis M. Sullivan, Prog. Dir. C. O. Simmonds, Chief Engr.	Thesaurus UP

OMAHA

COUNCIL BLUFFS

The FM "Voice of the Midwest"

KFMX

480,000 Watts*

Plus!

•

MOST POWERFUL FM STATION
IN THE RICH MISSOURI VALLEY

•

WILLIAM E. WARE
General Manager

TAYLOR-HOWE-SNOWDEN
Representatives

•

The Midwest's DOMINANT
FM Agricultural Station

•

NONPAREIL BROADCASTING CO.

Livestock Exchange Bldg.,
Omaha, Nebraska

Strand Theater Bldg.,
Council Bluffs, Iowa

* Now in interim operation. 17,000 Watts, E.R.P.

DIRECTORY OF FM BROADCASTING STATIONS OF THE UNITED STATES

(Data corrected to January 1, 1948)

KANSAS (Continued)

City	Call Letters Date of Estab.	Channel; mc Power; Class	Equiv.	Name of Licensee Headquarters Address Telephone Number	Executive Personnel	Representative Transc. Libria News Service	
TOPEKA	WIBW-FM Nov., 1946	273, 102.5 mc 1.9 kw—B		Topeka Broadcasting Assn., Inc (WIBW) 1035 Topeka Blvd. 3-2377	H. S. Blake, Pres. Ben Ludy, Gen. Mgr. Hilton Hodges, Coml. Mgr.	Maude Carlson, Prog. Dir. K. G. Marquardt, Chief Engr.	Lang-Worth, Standard UP, AP
TOPEKA	KTSJ Dec., 1947	258, 99.5 mc 33 kw		The Topeka State Journal Inc. 8th & Jackson	O. Stauffer, Pres.		

KENTUCKY

HENDERSON	WSON-FM June, 1947	258, 99.5 mc 24 kw		Henderson Broadcast- ing Co., Inc. (WSON) Zion Rd. 3923	Pierce E. Lackey, Pres. Hecht S. Lackey, Gen. & Coml. Mgr.	Tom Fitzgibbons Murray, Prog. Dir. Vernon R. Nunn, Chief Engr.	World UP, AP
HOPKINSVILLE	WHOP-FM Dec., 1947	219, 98.7 mc. 9 kw.		Hopkinsville Bestg. Co. Inc. (WHOP) P. O. Box 539 1025	Pierce E. Lackey, Pres. F. Ernest Lackey, Gen. & Coml. Mgr.	Katherine Peden, Prog. Dir. Leo Y. Wilson, Chief Engr.	AP, UP
LOUISVILLE	WBOX-FM Oct., 1947	264, 100.7 mc 29.8 kw—B		Northside Bestg. Corp. (WGRC) Ky. Home Life Bldg. Wabash-8871	J. Porter Smith, Pres. & Coml. Mgr. Charles L. Harris, Gen. Mgr. & Vice Pres.	Ward Hatcher, Asst. Prog. Mgr. Jerry W. Esten, Chief Engr.	Lang-Worth Standard UP
LOUISVILLE	WCJT	259, 99.7 mc. 24 kw.		WHAS Inc.			
LOUISVILLE 2	WRXW Aug., 1947	236, 95.1 mc 15 kw—A		WAVE, Inc. (WAVE) 334 East Broadway Wabash 6543	George W. Norton Jr., Pres. Nathan Lord, Gen. Mgr. James Cox, Coml. Mgr.	George Patterson, Prog. Dir. Wilbur Hudson, Chief Engr.	Lang-Worth, Thesaurus AP
PADUCAH	WKYC Sept., 1947	227, 93.3 mc 32 kw—B		Paducah Newspapers, Inc. (WKYC) 504 Ky. Ave. 800	Edwin J. Paxton Sr., Pres. Edwin J. Paxton Jr., Gen. Mgr.	Sam Livingston, Bus. & Coml. Mgr. Neil McIntyre, Prog. Dir. C. G. Sims, Chief Engr.	Standard, Associated AP
PADUCAH	WPAD-FM Nov., 1946	245, 96.9 mc 17½ kw—B		Paducah Broadcasting Co., Inc. Taylor Building 4100	Pierce E. Lackey, Pres. Gene Peak, Gen. Mgr.	U. C. Morris, Chief Engr.	World UP

LOUISIANA

ALEXANDRIA	KPDR-FM Dec., 1947	259, 99.7 mc. 55 kw.		Central Louisiana Bestg. Corp. 1710 Jackson	Eugene Levy, Pres. & Gen. Mgr.		
BATON ROUGE 1....	WBRL May, 1941	251, 98.1 mc 51 kw—A		Baton Rouge Broad- casting Co., Inc. (WJBO) 444 Florida St. 5271	Charles P. Manship Jr., Pres. J. Roy Dabadie, Gen. Mgr. T. E. Gibbens, Sales Mgr.	Ralph H. Sims, Prog. Dir. Douglas L. Manship, Secy- Treas. Vernon E. Dudley, Chief Engr.	World, Standard UP, AP
MONROE	KMFM Oct., 1947	281, 104.1 mc 1 kw—B		Liner's Broadcasting Station, Inc. (KMLB) P. O. Box LD 25	J. C. Liner, Pres. J. C. Liner Jr., Gen. & Coml. Mgr.	Mac Ward, Prog. Dir. O. L. Morgan, Chief Engr.	World UP
NEW ORLEANS 13 ...	WRCM May, 1946	246, 97.1 mc 61.2 kw—B		Supreme Broadcasting Co., Inc. (WJMR) Jung Hotel Canal 0356	Mr. William Cortada, Pres. Stanley W. Ray Jr. } Co- George A. Mayoral } Mgrs.	Stanley W. Ray Jr., Coml. Mgr. James V. Bowler, Prog. Dir. George A. Mayoral, Chief Engr.	Lang-Worth, Associated UP
NEW ORLEANS	WSMB-FM Oct., 1947	274, 102.7 mc 157 kw—B		WSMB, Inc. (WSMB) Maison Blanche Bldg. Walnut-2937	E. V. Richards, Pres. Harold M. Wheelahan, Gen. Mgr.	Ted Fontelleu, Coml. Mgr. Harry Arthur, Prog. Dir. H. G. Nebe, Chief Engr.	Lang-Worth Thesaurus PA
NEW ORLEANS	WTFS-FM Dec., 1947	239, 95.7 mc. 270 kw.		The Times Picayune Publishing Co. Lafayette Square	L. K. Nicholson, Pres.		
NEW ORLEANS	WWLH Sept., 1946	262, 100.3 mc 2 kw—B		Loyola University (WWLH) 6363 St. Charles Ave. Wa 7500	Thos. J. Shields, Pres. W. H. Summerville, Gen. Mgr.	Ed Hoevner, Prog. Dir. J. D. Bloom, Chief Engr.	World AP

MAINE

BANGOR	WGUY-FM Nov., 1947	232, 94.3 mc 10.8 kw—B		Guy Gannett Broad- casting Services (WGUY) Box 732 7354	Guy P. Gannett, Pres. Samuel G. Henderson Jr., Mgr.	Harvey M. Grant, Coml. Mgr. Roger W. Hodgkins, Chief Engr.	Lang-Worth AP
--------------	-----------------------	---------------------------	--	---	---	---	------------------

MARYLAND

BALTIMORE	WITH-FM Dec., 1947	282, 104.3 mc. 20 kw.		Maryland Bestg. Co. 7 East Lexington St. Lexington 7808	Thomas G. Tinsley Jr., Pres. & Gen. Mgr. Robert C. Embry, Coml. Mgr.	William J. Warren, Prog. Dir. James S. Duff, Chief Engr.	Lang-Worth Standard AP
FREDERICK	WFMD-FM July, 1947	268, 101.5 mc 2 kw—B		Monocacy Broadcasting Co. Winchester Hall 1626	Laurance Leonard, Pres. William E. Hardy, Gen. Mgr.	Eve Leonard, Prog. Dir. James W. Robertson, Asst. Gen. Mgr. & Chief Engr.	World AP
HAGERSTOWN	WJEJ-FM May, 1947	284, 104.7 mc 1 kw—A		Hagerstown Broadcast- ing Co., Inc. (WJEJ) Franklin Court 2323	Grover C. Grilley, Chief Owner & Gen. Mgr. William H. Paulsgrove, Coml. Mgr.	Marie Whitcraft, Prog. Dir. George W. McIntire, Chief Engr.	Lang-Worth, World, SESAC AP
SILVER SPRING ...	WGAY-FM Dec., 1946	272, 102.3 mc 240 w—A		Tri-Suburban Broad- casting Corp. (WGAY) Kemp Mill Rd. Shepherd 1050	John W. Kluge, Pres. Joseph L. Brechner, Gen. Mgr.	Robert W. Jonscher, Coml. Mgr. Ernest Tannen, Prog. Dir. Nick Chaconas, Chief Engr.	World SESAC AP

GET THE EXTRA VALUE OF
COMPLETE ENGINEERING ASSISTANCE

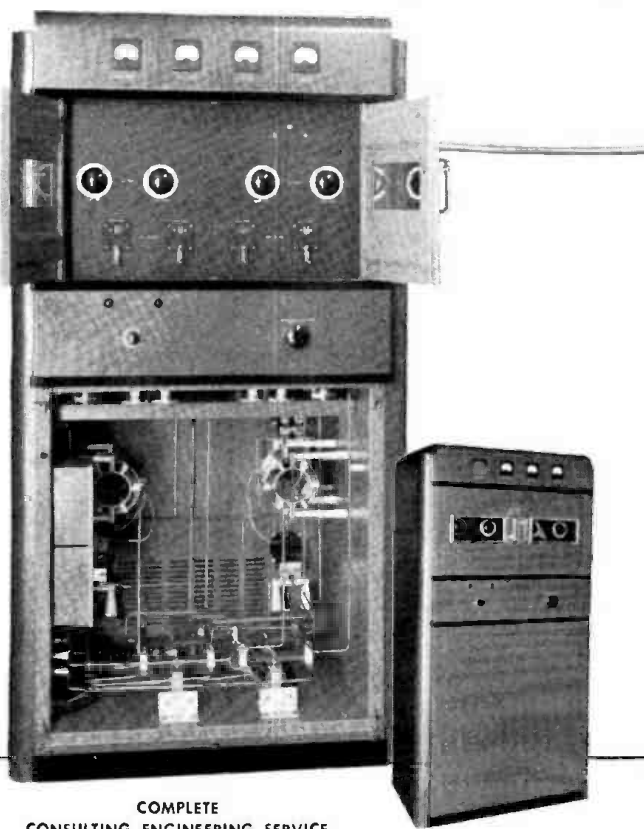
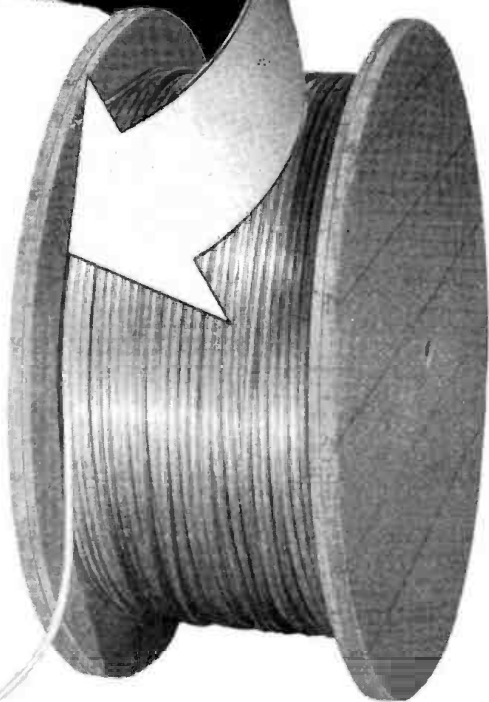
SELECT

Andrew

TRANSMISSION LINE

and ANTENNA EQUIPMENT

for **AM** **FM** **TV**



At no extra cost, you get the advice and experience of a corps of skilled engineers when you select ANDREW equipment. They will answer your questions and assist in solving your specific installation problems.

From the day your inquiry is received, until the day you go on the air, your problems are our problems. The ANDREW sales staff of graduate engineers will not only quote on a complete bill of materials, but will also offer at no extra cost valuable engineering information on how to use ANDREW equipment most effectively. And the free advisory service of the ANDREW engineering department remains at your command until the equipment you purchase is installed and functioning at highest efficiency. ANDREW is not satisfied until you are.

Supplying "everything you need between transmitter and antenna" for AM, FM and TV is the cornerstone on which the ANDREW reputation for competence, and completeness of service, has been built. It represents a sound, evolutionary growth which began when ANDREW pioneered in the development of the coaxial cable now so successfully used in 90% of radio installations. For this is ANDREW'S specialized field - a field in which Andrew continues to hold unchallenged leadership.

If getting on the air is your problem, let ANDREW make your job easier, your station more efficient. Write today!

Andrew

CORPORATION

363 EAST 75TH STREET, CHICAGO 19

TRANSMISSION LINES FOR AM, FM, TV • DIRECTIONAL ANTENNA EQUIPMENT • ANTENNA TUNING UNITS • TOWER LIGHTING EQUIPMENT • CONSULTING ENGINEERING SERVICE



WRITE FOR COMPLETE CATALOG.

COMPLETE
CONSULTING ENGINEERING SERVICE
ALSO AVAILABLE TO BROADCASTERS

ANDREW'S enlarged staff of consulting engineers is prepared to undertake all, or any part, of your installation program, including: preparation of FCC application, supervision of studio or transmitter building construction, selection and installation of equipment, final engineering adjustments and coverage surveys. Full details on request.

DIRECTORY OF FM BROADCASTING STATIONS OF THE UNITED STATES

(Data corrected to January 1, 1948)

MASSACHUSETTS

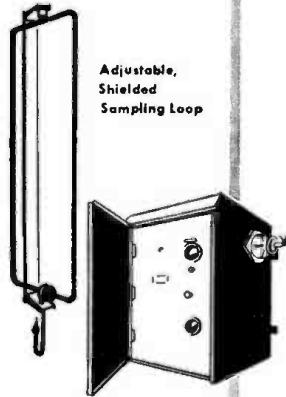
City	Call Letters Date of Estab.	Channel; mc Power; Class	Name of Licensee Headquarters Address Telephone Number	Executive Personnel	Representativ Transc. Librai News Service	
BOSTON 16.....	WBZ-FM Mar. 1942	225, 92.9 mc 20 kw—B	Westinghouse Radio Stations Inc. (WBZ) 275 Tremont St. Hancock 6-4261	Walter Evans, Pres. Walter E. Benoit, Vice Pres. J. B. Conley, Gen. Mgr.	Stephen A. Burke, Prod. Mgr. W. Gordon Swan, Prog. Mgr. W. H. Hauser, Chief Engr.	Thesaurus Associated AP, UP
BOSTON	WGTR	256, 99.1 mc. 9.5 kw.	Yankee Network Inc. 21 Brookline Ave. Commonwealth 0800			
BOSTON	WMNE	263, 100.5 mc. 10 kw.	Yankee Network Inc. 21 Brookline Ave. Commonwealth 0800			
CAMBRIDGE	WXHR-FM Aug., 1947	245, 96.9 mc 20 kw—B	Harvey Radio Lab., Inc. 447 Concord Ave. Tworbridge-2800	Frank Lyman Jr., Pres. Paul Perreault, Gen. & Coml. Mgr.	William German, Prog. Dir. Irving Buckler, Chief Engr.	World AP
CHICOPEE	WACE-FM Nov., 1947	262, 100.3 mc 3 kw—B	The Regional Broad- casting Co. (WACE) 326 Chicopee St. Springfield 6-1323	John S. Begley, Treasurer John S. Lloyd, Gen. Mgr. David Hayes, Coml. Mgr.	Terry Colwell, Prog. Dir. Ralph J. Robinson, Chief Engr.	Thesaurus AP
FALL RIVER	WCFR July, 1947	265, 100.9 mc 250 w—A	Narragansett Bcstg. Co. 374 Central St. 2-7078	Clark F. Murdough, Pres. George L. Cisson Jr., Mngng. Dir.	J. Buz Way, Station Mgr. & Prog. Dir.	Capitol SESAC UP
HOLYOKE	WHYN-FM Nov., 1947	226, 93.1 mc 3.5 kw—B	Hampden-Hampshire Corp. 180 High St. 8238-8239	William Dwight, Pres. Charles N. De Rose, Gen. Mgr.	P. J. Montague, Coml. Mgr. Jay Eitlin, Prog. Dir. Thomas Humphrey, Chief Engr.	Associated Lang-Worth UP
LAWRENCE	WLAW-FM Dec., 1947	229, 93.7 mc. 17 kw.	Hildreth & Rogers Co. 278 Essex St.	Irving E. Rogers, Pres. Harold B. Morrill, Gen. Mgr.		
SPRINGFIELD 3.....	WBZA-FM June, 1942	246, 97.1 mc 20 kw—B	Westinghouse Radio Stations, Inc. (WBZA) Hotel Kimball Springfield 6-8336	Walter Evans, Pres. Walter E. Benoit, Vice Pres. J. C. Conley, Gen. Mgr.	W. C. Swartley, Sta. Mgr. W. Gordon Swan, Prog. Mgr. Harold E. Randol. Sta. Supvr., & Chief Engr.	Associated AP
SPRINGFIELD	WMAS-FM Dec., 1947	234, 94.7 mc. 32 kw.	WMAS Inc. 1757 Main St. 7-1414	A. S. Moffat, Pres. Robert Donahue, Mgr.		
WORCESTER	WTAG-FM Dec., 1947	241, 96.1 mc. 19.5 kc.	WTAG Inc. 18 Franklin St. 5-4321	E. E. Hill, Exec. V.P. Robert W. Booth, Gen. Mgr.	E. A. Browning, Chief Engr.	World Associated AP

MICHIGAN

ANN ARBOR	WPAG-FM April, 1947	254, 98.7 mc 2.2 kw—B	Washtenaw Bcstg. Co. Inc. 106 East Liberty St. 2-5317	Arthur E. Greene, Pres. Edward F. Baughn, Gen. Mgr. Ted Turner, Coml. Mgr.	Edwin G. Burrows, Prog. Dir. George D. Stearns, Chief Engr.	Standard, Associated AF, INS
BATTLE CREEK	WELL-FM Dec., 1947	271, 102.1 mc 45 kw	Federated Publications Inc. Michigan Natl Bank Bldg.	A. L. Miller, Pres.		
BAY CITY	WBCM-FM Nov., 1946	241, 96.1 mc 32 kw—B	Bay Broadcasting Co. Inc. (WBCM) 100 Center Ave. 7551	Harley D. Peet, Pres. H. A. Giesel, Gen. & Coml. Mgr.	Charles E. Anthony, Prog. Dir. Ralph H. Carpenter, Chief Engr.	World, Lang-Worth UP
BENTON HARBOR ..	WHFB-FM Oct., 1947	260, 99.9 mc 9.2 kw—B	Palladium Publishing Co. (WHFB) Fairplain Ave. 5-2113	Stanley R. Banyon, Pres. Jake P. Scherer, Gen. Mgr. Lavon Harmon, Coml. Mgr.	Phil Molloy, Prog. Dir. Munson U. Robinson, Chief Engr.	Lang-Worth AP
DETROIT 2	WJBK-FM June, 1947	226, 93.1 mc 33 kw—B	Detroit Broadcasting Co. (WJBK) 6559 Hamilton Ave.	George B. Storer, Pres. Ralph G. Elvin, Mngng. Dir. George M. Millar, Coml. Mgr.	Judith Lawton, Prog. Dir. Paul O. Frincke, Chief Engr.	World, Lang-Worth, Thesaurus AP
DETROIT	WJLB-FM Dec., 1947	250, 97.9 mc 30 kw	Booth Radio Stations Inc. Broderick Tower & Ruhl Bldg.	John L. Booth, Pres. & Gen. Mgr.		
DETROIT 31	WWJ-FM May, 1941	246, 97.1 mc 10.5 kw—B	Evening News Associa- tion (WWJ) 630 W. Lafayette Ave. Randolph 2000	W. J. Scripps, Dir. of Radio for Detroit News Harry Bannister, Gen. Mgr. Harry W. Betteridge, Coml. Mgr.	Melvin C. Wissman, Prog. Dir. Edwin K. Wheeler, Asst. Gen. Mgr. Edgar J. Love, Chief Engr.	Standard, Associated UP
GRAND RAPIDS 2 ..	WFRS Jan., 1947	223, 92.5 mc 10.5 kw—B	Grand Rapids Broad- casting Corp. 316 Murray Bldg. 8-4222	Gerald R. Loop, Gen. Mgr. Donald H. Fester, Coml. Mgr.	Robert L. Epstein, Prog. Dir.	Associated, World UP
GRAND RAPIDS 2 ..	WLAV-FM Jan. 23, 1947	245, 96.9 mc 54.6 kw—B	Leonard A. Versluis (WLAV) 6 Fountain St., N.E. 6-5461	Leonard A. Versluis, Owner Hy M. Steed, Gen. & Coml. Mgr.	D. Cotton, Prog. Dir. Lee Stevens, Chief Engr.	Standard UP
MT. CLEMENS	WMLN May, 1947	292, 106.3 mc 340 w—A	Macomb Publishing Co. Cass & Walnut 3-1501	Paul W. McKee, Pres. Clifford Gordon, Prog. Dir.	Wilburn Schattler, Chief Engr.	World UP

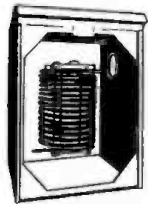
DIRECTIONAL ANTENNA EQUIPMENT FOR AM THE NEW "ISO-COUPLER" FOR FM

OTHER BROADCAST PRODUCTS



Adjustable,
Shielded
Sampling Loop

Coupling Unit



Isolation Filter



Tower Lighting Chake



Open Wire
Transmission
Line Support



JOHNSON

a famous name in Radio

Illustrated is a new phasing unit recently shipped to W G A C, Augusta, Georgia for use with their new 5 KW RCA transmitter. W G A C was the 60th station to choose JOHNSON for their directional system. This impressive total is growing at an accelerated clip—it's based on definite advantages. Your JOHNSON equipment will be more efficient because it is designed especially for your antenna system. Because it is not a "packaged" unit intended to solve everyone's problems there will be no unused components, nor will you have to add a few to meet your particular needs. JOHNSON-built cabinets will match the style and finish of your transmitter. Standardization is employed where it will not impair efficiency. For instance 90% of the major components are of standard design, and manufactured by JOHNSON. This permits an even flow of parts to your assembly job and careful control of their quality by JOHNSON engineers. No name of better reputation can appear on your phasing and antenna coupling units.

SAVE THE COST OF A SEPARATE FM TOWER!

If you are going to add FM to your existing AM facilities, quite likely you've looked at the price of a tower and wondered if the new antenna can go on top of an AM radiator. If the location is suitable and it's structurally possible, the answer is, it can and you'll never turn an easier several thousand dollars your way. The JOHNSON ISO-COUPLER announced in March of 1946 was the first commercial equipment offered to properly handle the two systems on one structure. It's designed for power up to and including 50 KW AM, and 10 KW FM. A heavy, weatherproof cabinet does away with the need of routine cleaning and uncertainties inherent in equipment exposed to the weather.

ONLY THE "ISO-COUPLER" OFFERS ALL OF THESE ADVANTAGES

1. Completely isolates AM and FM—no interaction possible.
2. Can be furnished with correcting network so that installation does not affect adjustment of present antenna coupling or directional equipment.
3. Easy to install and adjust.
4. Adjustments are efficient, broad, stable, and not affected by climatic changes.
5. Adjustments are possible at any time without disturbing coaxial lines.
6. Optimum impedance match possible for any FM frequency for 51.5 ohm line.
7. Standing wave ratio up to 2 caused by antenna can be eliminated between Iso-Coupler and transmitter.
8. Iso-Coupler can be used with any size and length of RMA standard FM line and any type of end terminal.
9. Coaxial line between Iso-Coupler and antenna can be fastened directly to AM tower, eliminating expensive line insulators and replacements.
10. Pressurizing maintenance independent of electrical adjustment.

The first ISO-COUPLER has already given many months of satisfactory service and we're in steady production.

Write to Department A for free Johnson literature today.

E. F. JOHNSON COMPANY • WASECA, MINNESOTA

DIRECTORY OF FM BROADCASTING STATIONS OF THE UNITED STATES

(Data corrected to January 1, 1948)

MICHIGAN (Continued)

City	Call Letters Date of Estab.	Channel; mc Power; Class	Equiv.	Name of Licensee Headquarters Address Telephone Number	Executive Personnel	Representativ Transc. Librar News Service	
MUSKEGON	WMUS-FM Aug., 1947	261, 100.1 mc 3.2 kw—B		Greater Muskegon Broadcasters, Inc. (WMUS) 1769 Peck St. 2-7608	William C. Wester, Pres., Gen. & Coml. Mgr. John C. Marshall, Prog. Dir. N. L. Kessler, Chief Engr.	Associated Thesaurus AF, UP	
PORT HURON	WTHH-FM Nov., 1947	256, 99.1 mc 22 kw—B		Times-Herald Co. (WTHH) 903 Sixth St. 5171	W. W. Ottaway, Pres. L. A. Weil, V.P. Herb Michael, Sta. Mgr.	Capitol, Associated, SESAC AF	
SAGINAW	WSAL Oct., 1947	251, 98.1 mc 250 w—A		Saginaw Broadcasting Co. (WSAM) Radio Bldg. 2-8161	Milton L. Greenebaum, Pres. & Gen. Mgr. Robert W. Phillips, Coml. Mgr.	World, Standard INS	
WYANDOTTE	WJWW Sept., 1947	276, 103.1 mc 1 kw—A		The Wyandotte News Co. 3042 First St. 1166	C. Lee Edwards, Pres. Strauss Gantz, Gen. Mgr. E. Raymond Sage, Coml. Mgr.	Joyce Anderson, Prog. Dir. Raymond Wardell, Chief Engr.	Associated. Capitol UP

MINNESOTA

DULUTH 2	WDUL Mar., 1940	222, 92.3 mc 65 kw—B		Head of the Lakes Broadcasting Co. (WEEC) WEEC Bldg. Melrose 2873	Morgan Murphy, Pres. W. C. Bridges, Gen. Mgr. H. E. Westmoreland, Coml. Mgr.	W. E. Conner, Prog. Dir. F. E. Forgette, Prom. Dir. Norman Gill, Chief Engr.	Associated UP
ST. PAUL	KSTP-FM Apr., 1946	271, 102.1 mc 545 kw—B		KSTP, Inc. (KSTP) Radio City Bridgeport 3222	Stanley E. Hubbard, Pres. & Gen. Mgr. Miller C. Robertson, Coml. Mgr. Brooks Henderson, Prod. Supvr.	Kenneth M. Hance, V.P. & Sta. Mgr. John N. Fricker, Chief Engr.	Thesaurus. World, Lang-Worth Standard AF, UP
MINNEAPOLIS 4	WTCN-FM Dec., 1946	246, 97.1 mc 400 kw—B		Minnesota Broadcast- ing Corp. Pohay Tower Main 6562	F. Van Konynenburg, Gen. Mgr. Bob Ekstrum, Coml. Mgr.	Judy Bryson, Prog. Dir. Bert Coll, Transm. Supvr. John M. Sherman Tech. Dir. & Chief Engr.	Associated Capitol AF, UP
ROCHESTER	KROC-FM Dec., 1947	234, 94.7 mc 20 kw		Southern Minnesota Bcstg. Co. 100 First Ave. Bldg.	Mrs. G. P. Gentling, Pres.		
ST. PAUL 2	WMIN-FM Nov., 1947	258, 99.5 mc 59 kw—B		WMIN Broadcasting Co. (WMIN) Hamm Building Garfield 1361	Edward Hoffman, Pres. & Gen. Mgr. Charles E. Michaud, Coml. Mgr.	Sam Levitan, Prog. Dir. Warren B. Fritze, Chief Engr.	Associated AF

MISSOURI

JOPLIN	WMBH-FM Oct., 1946	241, 96.1 mc 140 kw		Joplin Broadcasting Co. Frisco Bldg. 330	D. J. Poynor, Pres. & Gen. Mgr. Abe Radunsky, Coml. Mgr.	Roy Wilson, Prog. Dir. Richard Meek, Chief Engr.	Lang-Worth, Standard Thesaurus AF
KANSAS CITY	KMBC-FM Dec., 1947	263, 100.5 mc 30 kw		Midland Bcstg. Co. Pickwick Hotel	Arthur B. Church, Pres. & Owner		
KANSAS CITY 2	KOZY Aug., 1942	251, 98.1 mc 10 kw—B		Commercial Radio Equipment Co. Porter Bldg. Logan 6820	Everett L. Dillard, Pres. Robert F. Wolfskill, Gen. Mgr. O. R. Wright, Coml. Mgr.	Elizabeth Whitehead, Prog. Dir. Erington L. Hendry, Chief Engr.	Associated UP
ST. LOUIS 5	KFUP-FM Nov., 1947	281, 104.1 mc 58.19 kw—B		Evangelical Lutheran Synod of Missouri (KFUP) 801 De Mun Ave. Delmar 3030	Rev. Herman H. Hohen- stein, Gen. Mgr. & Prog. Dir. Rev Paul C. Barth, Dir. of Public Rel.	Rev. Elmer J. C. Knoern- schild, Prod. Mgr. William C. Krato, Bus. Mgr. Albert H. Wiese, Chief Engr.	World UP
ST. LOUIS 8	KWK-FM Sept., 1946	256, 99.1 mc 360 kw—B		Thos. Patrick, Inc. (KWK) Hotel Chase Rosedale 3210	Robert T. Convey, Pres. & Gen. Mgr. Ray E. Dady, Sta. Dir.	V. E. Carmichael, Coml. Mgr. Russel Kaiser, Prog. Dir. N. J. Zehr, Chief Engr.	World UP
ST. LOUIS 1	KXOK-FM Mar., 1947	229, 93.7 mc 40 kw—B		Star-Times Publishing Co. 12th & Delmar Blvds. Chestnut 3700	Elzey M. Roberts, Pres. C. L. Thomas, Mgr. V. N. Springgate, Dir. of Sales	Elmer G. Muschany, Prod. Dir. Poster Brown, Prom. Dir. Arthur F. Rekart, Chief Engr.	Associated Standard AP, UP, IN6, Reuters
ST. LOUIS 8	WEW-FM May, 1947	236, 95.1 mc 68.8 kw—B		The St. Louis Univer- sity (WEW) 3642 Lindell Blvd. Franklin 5665	Very Rev. Patrick J. Holloran, Pres. Nicholas Pagliara, Gen. Mgr.	Leonard P. Frankel, Coml. Mgr. Don Lochner, Prog. Dir. William Moffett, Prom. Dir. Joseph A. Volk, Chief Engr. Mel Kampe, Publicity Dir. Edward Goodberiet, Chief Engr.	World, Standard, Lang-Worth INS
ST. LOUIS 8	WIL-FM June, 1946	247, 97.3 mc 32.3 kw—B		Missouri Broadcasting Corp. (WIL) 3601 Lindell Blvd. Jefferson 8403	L. A. Benson, Pres. C. W. Benson, Gen. Mgr. H. E. Hansen, Coml. Mgr. Nell Norman, Prog. Dir.		Standard, Lang-Worth, MacGregor AF

NEBRASKA

LINCOLN 1	KFAB-FM Aug., 1947	250, 97.9 mc 11 kw—B		KFAB Broadcasting Co. (KFAB) Sharp Bldg. 2-3214	Joe W. Seacrest, Chair- man of Board Harry Burke, Gen. Mgr. Jiggs Miller, Prog. Dir.	Mark W. Bullock, Chief Engr. Burt E. Davis, Transm. Supvr.	Standard AF, UP
OMAHA	KOAD-FM July, 1946	225, 92.9 mc 360 kw—B		World Publ. Co. (KOWH) World-Herald Bldg. Atlantic-2228	H. Doorly, Pres. F. E. Shopen, Gen. Mgr. & Chief Engr.	B. C. Corrigan, Coml. Mgr. Franklin Peddie, Prod. Mgr.	Lang-Worth UP

Now Broadcasting!

WTTH and WTTH-FM

WTTH	1,000 watts (Sunrise to Sunset) 1360 Kilocycles
WTTH-FM	99.1 Megacycles (Full Time) 22,000 Watts effective radiated power

PORT HURON, MICHIGAN

Blanketing Eastern Michigan's *wealthiest* industrial and agricultural area* with . . .

- CUSTOM BUILT PROGRAMS
- UNEQUALLED NEWS COVERAGE
- FINEST OBTAINABLE EQUIPMENT
- INDUSTRY TRAINED PERSONNEL

Write, wire or phone for desirable availabilities

LOOK AT THIS LARGE AUDIENCE

Total Families	80,972	Average Percentage Radios	89.8
Urban Families	26,462	Total Radio Families	74,366
Rural Farm Families	28,912	1940 Population	314,368

Represented by Joseph Hershey McGillivra, Inc.

* Also covers the area of Lambton County, Ontario, Canada—A Bonus Audience.

WTTH and WTTH-FM

OWNED AND OPERATED BY
THE TIMES HERALD COMPANY
PORT HURON, MICHIGAN

DIRECTORY OF FM BROADCASTING STATIONS OF THE UNITED STATES

(Data corrected to January 1, 1948)

NEW HAMPSHIRE

City	Call Letters Date of Estab.	Channel; mc Power; Class	Name of Licensee Headquarters Address Telephone Number	Executive Personnel	Representative Transc. Librai News Service	
CLAREMONT	WLOB-FM May, 1947	291, 106.1 mc 1.5 kw—B	Claremont Eagle, Inc. 19 Sullivan St. Claremont-1500	Lincoln O'Brien, Pres. Clayton J. Boddy, Gen. Mgr.	Harold E. Kehoe, Prog. Dir. Harold Katz, Chief Engr.	Lang-Worth AP
MANCHESTER	WKBR-FM Oct., 1947	261, 100.1 mc 1 kw—A	Granite State Broad- casting Co., Inc. (WKBR) 155 Front St. 9456	William J. Barkley, Pres. William F. Rust Jr., Gen. Mgr.	H. Scott Killgore, Coml. Mgr. Cleve Wilkinson, Prog. Dir. Royston Phillips, Chief Engr.	Standard, Capitol UP

NEW JERSEY

MANCHESTER	WMUR-FM Dec., 1947	239, 95.7 mc 3.3 kw—B	The Radio Voice of N. H., Inc. (WMUR) 1819 Elm St. Manchester-2090	Francis P. Murphy, Pres. Hervey Carter, Gen. Mgr. & Coml. Mgr.	Vincent Chandler, Chief Engr.	World AP
ALPINE	WFMN	226, 93.1 mc 6 kw	Edwin H. Armstrong			
ASBURY PARK	WJLK-FM Nov., 1947	232, 94.3 mc 1 kw—A	Asbury Park Press, Inc. Press Plaza Asbury Park 2-3000	Wayne D. McMurray, Pres. Thomas B. Tighe, Sta. Mgr. Ernest W. Laas, Coml. Mgr.	Everett Rudloff, Asst. Sta. Mgr.	Thesaurus, Lang-Worth AP
ATLANTIC CITY ...	WBAB-FM May, 1947	264, 100.7 mc 13 kw—B	Press-Union Publ. Co. (WBAB) 1900 Atlantic Ave. 5-1111	Press-Union Publ. Co., Owner Albert J. Feyl, Pres. Monroe L. Mendelsohn, Gen. & Coml. Mgr.	Ralph Shoemaker, Prog. Dir. Earle Godfrey, Chief Engr.	World AP
JERSEY CITY	WFMO-FM Sept., 1947	276, 103.1 mc 360 w—A	Fidelity Media Bcstg. Corp. 880 Bergen Ave. Journal Square 2-0330	Francis Carter Wood Jr., Pres. A. Lewis King, Gen. & Coml. Mgr.	Helen M. Reed, Prog. Dir. Jos. S. Sielski, Chief Engr.	Associated AP
NEWARK 2	WAAT-FM June, 1947	274, 102.7 mc 13.5 kw—B	Bremer Broadcasting Corp. (WAAT) 11 Hill St. Mitchell 2-6400	Irving R. Rosenhaus, Pres. & Gen. Mgr. Victor A. Bennett, Natl. Sales Dir.	Robert MacDougall, Prog. Dir. George Green, Prod. Dir. Frank V. Bremer, Chief Engr.	Associated, World AP
NEW BRUNSWICK ..	WCTC-FM Dec., 1947	252, 98.3 mc 1 kw—A	Chanticleer Bcstg. Co. (WCTC) 385 George St. 2-9020	James L. Howe, Pres. & Gen. Mgr. E. C. Derryberry, Coml. Mgr.	Robert Bell, Prog. Dir. Robert L. Williams, Chief Engr.	Associated World AP
PATERSON	WWDX-FM Dec., 1947	296, 107.1 mc 190 w—A	The Passaic Daily News 66 Hamilton St.	Dow H. Drukker, Pres. Dow H. Drukker Jr., Vice- Pres. Edgar H. Twamley, Gen. Mgr.	Roger Sweet, Music Libr. Robt. L. Gault, Chief Engr.
PLAINFIELD	WKNJ-FM Oct., 1947	280, 103.9 mc 1 kw—A	Harold O. Bishop 40 Sommerset St.	Harold O. Bishop, Pres. David Rolland, Gen. Mgr. David Sanders, Coml. Mgr.	Phillip Carter, Prog. Dir. Stanton Shackell, Chief Engr.	Associated INS

NEW YORK

BINGHAMTON	WNBK-FM 1941	263, 100.5 mc 12 kw—B	Clark Assoc. Inc. (WNBK) 60 Exchange St. 2-8391	John C. Clark, Pres. Cecil D. Mastin, Gen. Mgr. S. N. Heslop, Coml. Mgr.	E. B. Hawkins, Asst. Mgr. L. L. Rogers, Treas. L. H. Gilbert, Chief Engr.	Capitol, Standard UP
BUFFALO	WBEN-FM Nov., 1946	293, 106.5 mc 6.6 kw—B	WBEN, Inc. (WBEN) Hotel Statler Cleveland 6400	Edward H. Butler, Pres. A. H. Kirchofer, V.P. C. R. Thompson, Sta. Dir.	F. W. Kelly, Coml. Mgr. George Torge, Prog. Dir. Ralph Kingsley, Chief Engr.	Thesaurus Associated Standard AP, UP, INS
BUFFALO	WBNY-FM March, 1947	225, 92.9 mc 48.3 kw—B	Roy L. Albertson (WBNY) 485 Main Street Madison 4000	Roy L. Albertson, Pres. & Gen. Mgr. Virginia C. Fyda, Coml. Mgr.	Carl J. Spavento, Prog. Dir. Thomas L. Vines, Chief Engr.	Associated Lang-Worth AP, UP, INS
BUFFALO	WEBR-FM Jan., 1947	245, 96.9 mc 15 kw—B	WEBR, Inc. (WEBR) 23 North St. Lincoln-7133	Buffalo Courier Express, Owner Cy King, Gen. Mgr. William Doerr Jr., Coml. Mgr.	Clarence Allen, Prog. Dir. William Schweitzer, Prom. Dir. Frank Ridgeway, Chief Engr.	Standard, Lang-Worth AP, INS Reuters
CORNING	WKNP-FM April, 1947	291, 106.1 mc 4.2 kw—B	Corning Leader Inc. 114 Walnut St. 1000	W. A. Underhipp, Pres. Walter Valerius, Gen. & Coml. Mgr.	C. Ronald Graham, Prog. Dir. Allen N. Bell, Chief Engr.	Associated AP
CORTLAND	WKRT-FM Oct., 1947	280, 99.9 mc 28.47 kw—B	Cortland Bcstg. Co. Inc. (WKRT) State Theater Bldg. 2707	Gerald Mayer, Pres. & Gen. Mgr. Ernst Greup, Coml. Mgr. William Hall, Prog. Dir.	Elizabeth Sweetland, Prom. Dir. Herbert Pascalar, Chief Engr.	Associated UP
HEMPSTEAD	WHNY-FM July, 1947	252, 98.3 mc 1 kw—A	FM Bcstg. Corp. (WHNY) 245 Baldwin Rd. Hempstead 7897	Elias I. Godofsky, Pres. & Gen. Mgr. Joseph A. Lenn, Sales Mgr. Paul Godofsky, Sta. Mgr.	Clifford Evans, Dir. Publ. Affairs Frank Knaack, Chief Engr.	Associated World UP
HORNELL	WWHG Dec. 1946	287, 105.3 mc 10 kw—B	The W. H. Greenhow Co. 85 Canisteo St. 2000	Mrs. O. G. Buisch, Pres. Louis G. Buisch, Gen. Mgr. Clarence S. Roberts, Coml. Mgr.	Glenn L. Sprague, Sta. Mgr. Ronald E. Aldrich, Prog. Dir. W. N. Amidon, Chief Engr.	World Lang-Worth AP
JAMESTOWN	WJTN-FM Oct., 1947	227, 93.3 mc 9½ kw—B	James Broadcasting Co., Inc. (WJTN) Hotel Jamestown 7-151	Jay E. Mason, Pres. & Prog. Dir. Simon Goldman, Gen. Mgr. & Coml. Mgr.	Harold J. Gratzert, Chief Engr.	Standard, World UP

**FOR ALL THREE
BROADCAST SERVICES**



**TUBES
LEAD!**



L-5518

FM



GL-9C24

TELEVISION



GL-893A-R

AM

See your G-E tube distributor for prices and performance data on General Electric's complete line of transmitting tubes, covering the widest range of frequencies, power outputs, and circuit applications. *Electronics Department, General Electric Company, Schenectady 5, N. Y.*

GENERAL  ELECTRIC

FIRST AND GREATEST NAME IN ELECTRONICS

DIRECTORY OF FM BROADCASTING STATIONS OF THE UNITED STATES

(Data corrected to January 1, 1948)

NEW YORK (Continued)

City	Call Letters Date of Estab.	Channel; mc Power; Class	Name of Licensee Headquarters Address Telephone Number	Executive Personnel	Representative Transc. Librar News Service	
NEW YORK 21	WABF Nov., 1942	258, 99.5 mc 15 kw—B	Metropolitan Broad- casting & Television, Inc. 654 Madison Ave. RH 4-1647	Ira A. Hirschmann, Pres. & Gen. Mgr. Alvin Hirschmann, Coml. Mgr.	Robert Henry, Prog. Supvr. Josef Blatt, Music Consult- ant John Basso, Chief Engr.
NEW YORK 18.....	WBAM Feb. 1940	254, 98.7 mc 15 kw—B	Bamberger Broadcast- ing Service, Inc. 1440 Broadway Pennsylvania 6-8600	Theodore C. Streibert, Pres., & Gen. Mgr. Rufus C. Maddux, Coml. Mgr. Donald C. Hamilton, Prog. Dir.	Eugene S. Thomas, Sales Mgr. J. R. Poppele, Chief Engr.	Associated AP, UP, INS
NEW YORK	WCBS	266, 101.1 mc 5.8 kw	Columbia Bcstg. System 485 Madison Ave. Wickersham 2-2003			
NEW YORK	WGHF-FM Feb., 1946	270, 101.9 mc 102 kw—B	108 E. 40th St.	William G. H. Finch, Pres. & Gen. Mgr. Herbert J. Stone, Prog. Dir.	Martin Pollins, Sales Rep. V. K. West, Chief Engr.	Associated SESAC UP
NEW YORK	WGYN-FM Dec., 1941	250, 97.9 mc 3.5 kw—B	WGYN, Inc. 70 Pine St. Bowling Green 9-4054	Palmer K. Leberman, Pres. Ralf Brent, Gen. Mgr.	Robert Siegel, Prog. Dir. Roy A. Olerud, Chief Engr.	Associated UP
NEW YORK	WMGM-FM June, 1942	262, 100.3 mc 18 kw—B	Marcus Loew Booking Agency (WEN) 1540 Broadway BRyant 9-7800	Herbert L. Pettey, Exec. Dir. Frank Roehrenbeck, Gen. Mgr. Bertram Lebharr Jr., Dir. of Sales	Raymond Katz, Prog. Dir. Robert G. Patt, Dir. of Prom. Paul Puelling, Chief Engr.	Associated AP, UP
NEW YORK 20	WNBC-FM May, 1940	247, 97.3 mc 1.6 kw—B	National Broadcasting Co., Inc. (WNBC) 30 Rockefeller Plaza Circle 7-8300	Niles Trammel, Pres. James M. Gaines, Gen. Mgr.	Ernest La Prade, Prog. Dir. D. L. Proutost, Supvr. Dir. O. B. Hanson, Chief Engr.	Thesaurus
NEW YORK	WNYC-FM Sept., 1943	230, 93.9 mc 20 kw—B	City of N.Y., Municipal Bcstg. Sys. (WNYC) 2500 Municipal Bldg. Worth 2-5600	Mayor William O'Dwyer, Pres. Seymour N. Siegel, Gen. Mgr. & Prog. Dir. John DeProspero, Exec. Officer	Herman Neuman, Musical Spvar. William H. Pitkin, Chief Engr.	Associated. AP, UP
NEW YORK	WQXQ July, 1947	242, 96.3 mc 11.5 kw—B	Interstate Bcstg. Co., Inc. (WQXR) 730 Fifth Ave. Circle 5-5566	John V. L. Hogan, Pres. Elliott M. Sanger, Exec. V. P. & Gen. Mgr. John S. Hayes, Station Mgr.	Norman S. McGee, Dir. of Sales Eleanor N. Sanger, Prog. Dir. Russell Valentine, Chief Engr.	World Associated AP
NIAGARA FALLS ...	WHLA-FM Dec., 1946	253, 98.5 mc 20 kw—B	The Niagara Falls Ga- zette Publishing Co. (WHLA) Hotel Niagara 8421	Earl C. Hull, Gen. Mgr. Richard G. Robbins, Coml. Mgr.	Robert J. Manning, Prog. Dir. Robert J. Wilson, Chief Engr.	World Associated Standard SESAC Lang-Worth UP
ONEONTA	WDOS-FM Nov., 1947	256, 99.1 mc B	Oneonta Star, Inc. (WDOS) 12-14 Broad St. 2300	James H. Ottaway, Pres. Eugene J. Brown, Gen. Mgr.	Harold Merchant, Chief Engr.	AP
OSWEGO	WOPT-FM Dec., 1947	284, 104.7 mc 3 kw—B	Oswego Palladium Times, Owner 174-176 W. First St.	Edwin M. Waterbury, Gen. Mgr.	Robert E. Russell, Coml. Mgr. & Prog. Dir. Cyril Edmunds, Asst. Engr. Ralph Renaud, Chief Engr.	World AP
POUGHKEEPSIE ...	WHVA Dec., 1947	284, 104.7 mc 23 kw	Poughkeepsie News- papers Inc. 85 New Market St.	Merritt C. Speidel, Pres. George W. Bingham, Gen. Mgr.	Edward A. Chappell, Sta. Dir.	
ROCHESTER	WHEF-FM Feb., 1940	243, 96.5 mc 65.5 kw—B	WHEC, Inc. 40 Franklin St. Stone 1320	Frank E. Gannett, Pres. Clarence Wheeler, Exec. Vice-Pres. Gunnar O. Wlig, Gen. Mgr. Lemoine C. Wheeler, Coml. Mgr.	William J. Adams, Prog. Dir. Bernard C. O'Brien, Chief Engr.	Associated Standard MacGregor AP
ROCHESTER	WRNY-FM Dec., 1947	250, 97.9 mc 27.5 kw	Monroe Bcstg. Co. Inc. 191 East Ave. Main 7533	George B. Kelly, Pres., Gen. & Coml. Mgr.	Add Fenfield, Prog. Dir. Felix Bonvouloir, Chief Engr.	Lang-Worth AP
ROCHESTER 10 ...	WHFM Nov., 1939	255, 98.9 mc 1 kw—B	Stromberg-Carlson Co. (WHAM) 100 Carlson Road Stone 1862	William Fay, V. Pres. & Gen. Mgr. George Driscoll, Assist. Gen. Mgr. John W. Kennedy Jr., Coml. Mgr.	Charles Siverson, Prog. Dir. Arthur Kelly, Publ. & Prom. Dir. Kenneth J. Gardner, Chief Engr.	World Standard
ROME	WRUN-FM Oct., 1947	289, 105.7 mc 4.3 kw—B	Rome Sentinel Co. (WRUN) 136 N. James St. Utica 2-5111	B. C. Barnard, Pres. Fritz S. Updike, Gen. Mgr. Thomas E. Martin, Mgr. & Coml. Mgr. Jarvis Rice, Prog. Dir.	Searle Rudd, Publ. Ser. Dir. Warren McDowell, Chief Engr.	Associated Thesaurus AP
SCHENECTADY	WBCA-FM July, 1941	266, 101.1 mc 10 kw—B	Capitol Bcstg. Co., Inc. 408 State St. Schenectady 3-1423	Leonard L. Aschl, Pres. & Gen. Mgr. Harold E. Blodgett, Pres. Vivian Mongillo, Coml. Mgr.	Glen Walrath, Prog. Dir. W. W. Van Steenburgh, Prod. Mgr. D. S. Hoag, Chief Engr.	Associated AP
SCHENECTADY 5 ...	WGFM 1940	258, 99.5 mc 6 kw—B	General Electric Co. (WGY) 1 River Road 3-2121	R. S. Peare, V-P & Mgr. B. J. Rowan, Assist. Mgr. G. Emerson Markham, Sta. Mgr.	A. G. MacDonald, Spvsr. Sta. Sales & Prom. W. K. Mulvey, Spvar. Prog. W. J. Purcell, Chief Engr.	Thesaurus, World AP, UP



**FOR COMBINATION
AM-FM BROADCASTING**

This recent installation shows a Blaw-Knox 280 ft. self-supporting insulated Vertical Radiator for AM, topped by an FM antenna.

With Blaw-Knox experience in tower construction dating back to the birth of commercial radio, the broadcasting station had full confidence in the ability of Blaw-Knox to design, build and erect this new type of structure.

**BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY**

2108 Farmers Bank Building
Pittsburgh, Pa.

BLAW-KNOX ANTENNA TOWERS

DIRECTORY OF FM BROADCASTING STATIONS OF THE UNITED STATES

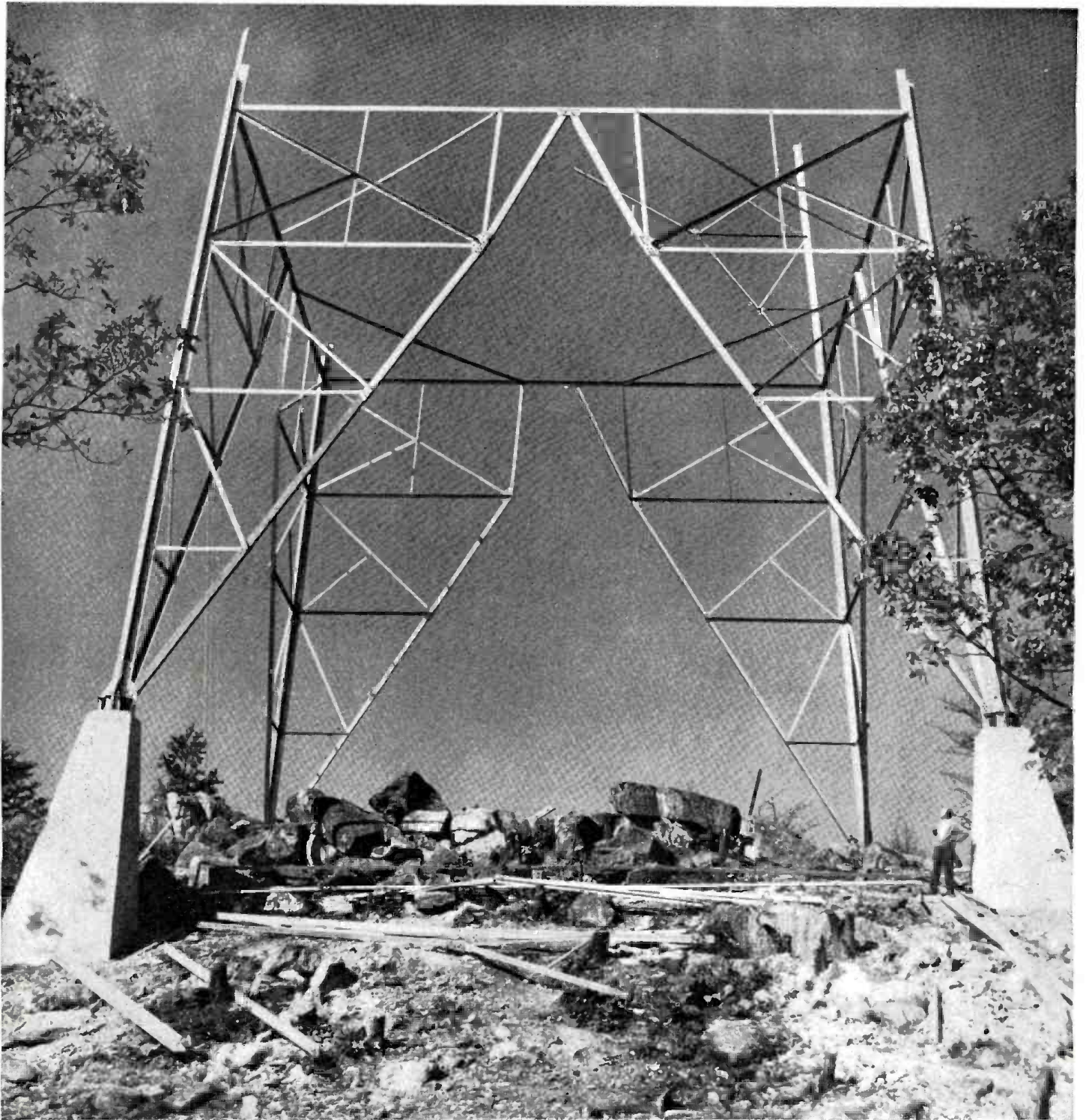
(Data corrected to January 1, 1948)

NEW YORK (Continued)

City	Call Letters Date of Estab.	Channel; mc Power; Class	Equiv.	Name of Licensee Headquarters Address Telephone Number	Executive Personnel	Representativ Transe. Librai News Service
SYRACUSE	WAGE-FM April, 1947	253, 98.5 mc 2 kw		WAGE Inc. (WAGE) 108 W. Jefferson St. 2-0277	Frank G. Revolt, Pres. William T. Lane, Vice-Pres. Aaron Beckwith, Coml. Mgr.	Gordon Alderman, Prog. Dir. Charles Brannen, Chief Engr.
SYRACUSE	WFBL-FM Feb., 1947	226, 93.1 mc 8.5 kw—B		Onondaga Radio Bcstg. Corp. (CBS) 433 S. Warren St. 2-1147	Oscar F. Soule, Pres. Samuel Woodworth, V-P & Gen. Mgr. Charles F. Phillips, V-P & Coml. Mgr.	Raymond C. Gantter, Prog. Dir. Robert G. Soule, V.P. & Treas. James J. Kelley, Chief Engr.
SYRACUSE	WSYR-FM July, 1946	233, 94.5 mc 9 kw—B		Central N.Y. Bcstg. Corp. (WSYR) Syracuse-Kemper Bldg. 3-7111	H. C. Wilder, Pres. Lansing E. Lindquist, Gen. Mgr.	William R. Alford, Coml. Mgr. A. G. Belle Isle, Chief Engr.
TROY	WTRI-FM Dec., 1947	274, 102.7 mc 3.5 kw—B		Troy Bcstg. Co., Inc. (WTRY) 92 Fourth St. Troy-2100	Harry C. Wilder, Pres. William A. Rippe, V-P & Gen. Mgr. John W. Sutphen Jr., Coml. Mgr.	H. H. Sharpe, III, Prog. Dir. Woodbury Carter, Asst. Mgr. Albert H. Chismark, Chief Engr.
UTICA	WIBX-FM Dec., 1947	245, 96.9 mc. 9 kw.		WIBX Inc. First Bank Bldg.	Mrs. Scott Howe Bowen, Pres. & Gen. Mgr.	
WATERTOWN	WWNY-FM Nov., 1947	263, 100.5 mc 14.4 kw.		The Brockway Co. (WWNY) Hotel Woodruff 4120	Harold B. Johnson, Pres. Louis Salf Jr., Gen. & Coml. Mgr.	James W. Higgins, Prog. Dir. Maynard B. Davis, Chief Engr.
WHITE PLAINS	WFAS-FM Sept., 1947	280, 103.9 mc 120 w		Westchester Bcstg. Corp. (WFAS) 8 Church St. 9-6400	Valentine G. Macy, Pres. Frank A. Seltz, Gen. Mgr., Chief Engr.	John G. Arens, Coml. Mgr. Randall Kaier, Prog. Dir.

NORTH CAROLINA

ASHEVILLE	WISE-FM April, 1947	273, 102.5 mc		Radio Station WISE, Inc. 100 College St. 4560	Harold H. Thoms, Pres. Lloyd B. Leonard, Gen. & Coml. Mgr.	Hal Edwards, Prog. Dir. Matthew Munn, Chief Engr.	Thesaurus. Lang-Worth
ASHEVILLE	WLOS-FM Aug., 1947	282, 104.3 mc 8.8 kw—B		Skyway Broadcasting Corp. (WLOS) Battery Park Hotel 3080	Charles M. Britt, Pres. Charles B. Britt, Gen. Mgr. J. William Hendon, Coml. Mgr.	Bernard C. Barth, Prog. Dir. Palmer A. Greer, Chief Engr.	Standard UP, INS
BURLINGTON	WBBB-FM Oct., 1946	266, 101.1 mc 37 kw—B		Alamance Broadcasting Co., Inc. (WBBB) 310½ S. Main St. 6-6376	E. Z. Jones, Gen. Mgr. Roy Springer, Coml. Mgr.	Bill Sandefur, Prog. Dir. Berry Tysor, Chief Engr.	Associated, Capitol, Lang-Worth AP
BURLINGTON	WFNS-FM Dec., 1947	260, 99.9 mc. 160 kw.		Burlington-Graham Bcstg. Co.	W. Bowman Sanders, V.P.		
CHARLOTTE	WAYS-FM April, 1947	299, 107.7 mc 20 kw—A		Intercity Adv. Co. (WAYS) 120 E. 3rd St. 3-7173	G. W. Goudy, Pres. W. H. Goan, Gen. Mgr. Nat Royster, Coml. Mgr.	J. B. Clark, Prog. Dir. Lon Chaney, Chief Engr.	Lang-Worth. SESAC AP
CHARLOTTE	WBT-FM Feb., 1947	260, 99.9 mc 160 kw—B		Jefferson Standard Bcstg. Co. (WBT) Wilder Bldg. 3-8833	J. M. Bryan, Pres. Chas. H. Crutchfield, Gen. Mgr. E. J. DeGray, Asst. Gen. Mgr.	J. R. Covington, Prom. Mgr. Larry Walker, Prog. Dir. M. J. Minor, Chief Engr.	World
FAYETTEVILLE	WFNC-FM Dec., 1947	251, 98.1 mc 12 kw—B		Cape Fear Bcstg. Co. (WFNC) 114 Anderson St. 4848	Victor W. Dawson, Gen. Mgr. Luther Gambill, Coml. Mgr. Nat R. Martin, Prog. Dir.	Mrs. T. N. Clark, Sec.- Treas. William Alford, Chief Engr.	World UP
GASTONIA	WGNC-FM Sept., 1947	270, 101.9 mc 11.1 kw—B		F. C. Todd (WGNC) National Bank of Commerce Bldg. 732	F. C. Todd, Pres. Pat McSwain, Gen. Mgr. F. C. Albernethy, Coml. Mgr.	Earl Holder, Prog. Dir. Don Voigt, Chief Engr.	Lang-Worth UP
GOLDSBORO	WGBR-FM Dec., 1947	227, 93.3 mc. 20 kw.		Eastern Carolina Bcstg. Co. Inc. Borden Bldg.	A. T. Hawkins, Pres.		
GREENSBORO	WCTP	254, 98.7 mc. 44 kw.		Capitol Bcstg. Co.			
GREENSBORO	WGBG-FM March, 1947	262, 100.3 mc 1½ kw—B		Greensboro Bcstg. Co., Inc. (WGBG) P. O. Box 2280 3-3631	Ralph M. Lambeth, Pres. & Gen. Mgr. Earl O. Sullivan, Coml. Mgr.	H. Marie Craven, Prog. Dir. James M. Stewart, Chief Engr.	Associated Capitol UP
HIGH POINT	WHPE-FM Oct., 1947	238, 95.5 mc 37 kw—B		High Point Enterprise, Inc. (WHPE) 315-17 North Main St. 3466	R. B. Terry, Pres. Walter F. Hester, Gen. Mgr.	William H. Alspaugh, Prog. Dir. H. C. Spengler, Chief Engr. D. A. Rawley, Sec.-Treas.	Associated, Standard AP
HIGH POINT	WMFR-FM Oct., 1946	258, 99.5 mc 38 kw—B		Radio Station WMFR (WMFR) 164 S. Main St. 4583	Radio Station WMFR, Partnership Frank S. Lambeth, Gen. Mgr.	Pat Taylor, Coml. Mgr. Gary Davis, Prog. Dir. Robert Moore, Chief Engr.	Lang-Worth. Capital UP
RALEIGH	WRAL-FM Dec., 1947	268, 101.5 mc. 54 kw.		Capitol Bcstg. Co. Inc. 130 S. Salisbury St.	A. J. Fletcher, Pres.		
ROANOKE RAPIDS .	WCBT-FM Nov., 1947	253, 98.5 mc 10 kw—B		Radio Station WCBT, Inc. (WCBT) Roanoke Ave. R-855-1	S. E. Crew, Pres, Gen. Mgr. A. L. Drew, Coml. Mgr.	Jesse Helms, Prog. Dir. C. W. Meares, Chief Engr.	Lang-Worth, World UP



Going Up!

Skyward rises the gigantic FM-TV tower of the Jefferson Standard Broadcasting Company on Spencer Mountain, North Carolina.

The completed installation, 1121 feet above the surrounding terrain . . . 1866 feet above sea level . . . will give WBT-FM 225,000 watts effective radiated power and an effective radius of 100 miles embracing over 3,000,000 North and South Caro-

^oTV Application Filed December 2, 1947

A Subsidiary of the Jefferson Standard Life Insurance Co.

linians. To over half of these, it will also bring television in the not too distant future.^o

Thus the Jefferson Standard Life Insurance Company's broadcast subsidiary continues to lead the way in southeastern broadcasting, rounding out a service as progressive as the area it serves.

AM — WBT — FM

CHARLOTTE, N. C.

The Jefferson Standard Broadcasting Company

DIRECTORY OF FM BROADCASTING STATIONS OF THE UNITED STATES

(Data corrected to January 1, 1948)

NORTH CAROLINA (Continued)

City	Call Letters Date of Estab.	Channel; mc Power; Class	Equiv.	Name of Licensee Headquarters Address Telephone Number	Executive Personnel	Representative Transc. Library News Service	
ROCKY MOUNT	WCEC-FM Nov., 1947	264, 100.7 mc 33 kw—B		Josh L. Horne Jr. (WCEC) 115 N. Church St. 2880	Josh L. Horne Jr., Pres. Melvin J. Warner, Gen. Mgr.	Raymond S. Wilkinson, Prog. Dir. Warren G. Palmer, Chief Engr.	Associated. Capitol AF
SALISBURY	WSFP-FM March, 1947	293, 106.5 mc 23.2 kw—B		Piedmont Bcstg. Corp. (WSFP) State Theatre Bldg. 2137	Bryce P. Beard, Pres. & Gen. Mgr. Katherine F. Murphy, Coml. Mgr.	Russell McIntire, Prog. Dir. A. P. Beard, Prom. Mgr. Carl B. Watson, Chief Engr.	Lang-Worth AF
SHELBY	WOHS-FM Dec. 1947	241, 96.1 mc. 2.16 kw.		Western Carolina Radio Corp. (WOHS) 340	Lee B. Weathers, Pres. Robert M. Wallace, Gen. Mgr. Steve Woodson, Coml. Mgr.	Milton Scarboro, Prog. Dir. Robert M. Wallace, Chief Engr.	Thesaurus AP
STATESVILLE	WSIC-FM May, 1947	289, 105.7 mc 2.7 kw—B		Statesville Bcstg. Co., Inc. (WSIC) Radio Road 1000	Dr. James W. Davis, Pres. Harry Gatton, Gen. Mgr. & Coml. Mgr.	James Poston, Prog. Dir. T. K. Abernethy, Chief Engr.	World AP
WILSON	WGTM-FM March, 1947	294, 106.7 mc 30.5 kw—B		Penn Thomas Watson (WGTM) P. O. Box 976 2188	Penn Thomas Watson, Owner Allen E. Wannamaker, Gen. Mgr.	Harry W. Severance, Coml. Mgr. Clinton Faris, Prog. Dir. William Malone, Chief Engr.	World UP
WINSTON-SALEM ..	WAIR-FM Aug., 1947	226, 93.1 mc 32 kw—B		WAIR Bcstg. Co. (WAIR) Pepper Bldg. 2-1133	George Walker, Gen. Mgr. C. G. Hill, Coml. Mgr. Doris Pardington, Prog. Dir.	James Hicks, Asst. Mgr. Lee King, Chief Engr.	World, Lang-Worth, Cole AP
WINSTON-SALEM 1.	WMIT June, 1942	295, 106.9 mc 200 kw—B		Gordon Gray (WSJS) 419-21 N. Spruce St. 4141	Gordon Gray, Pres. Harold Essex, Gen. & Coml. Mgr.	John Dunnagan, Prog. Dir. C. M. Smith Jr., Chief Engr.	Associated Standard UP
WINSTON-SALEM ..	WSJS-FM Nov., 1947	281, 104.1 mc 48 kw—B		Piedmont Pub. Co. (WSJS) 419-21 N. Spruce St. 4141	Gordon Gray, Pres. Harold Essex, V-P & Mngng. Dir.	Harry B. Shaw, Coml. Mgr. Robert C. Estes, Prog. Dir. Phil Hedrick, Chief Engr.	Associated Standard UP

NORTH DAKOTA

FARGO	KVNJ-FM Nov., 1947	222, 92.3 mc 50 kw—B		Northwest Bcstg. Co. Inc. 217½ Broadway 2-0598	John Nystul, Pres., Gen. & Coml. Mgr.	G. L. Schoeberg, Prog. Dir. Harry Vose, Chief Engr.	World UP
-------------	-----------------------	-------------------------	--	---	--	--	-------------

OHIO

AKRON 8	WAKR-FM Oct., 1947	248, 97.5 mc 20 kw—B		Summit Radio Corp. (WAKR) First National Tower Hemlock 6151	S. Bernard Berk, Pres. & Gen. Mgr. Kenneth M. Keegan, Coml. Mgr. Gene Trace, Prog. Dir.	Roger G. Berk, Asst. Pres. Bert Charles, Publ. Dir. Irwin L. Knopp, Chief Engr.	Capitol. Associated. Thesaurus AP, UP
ALLIANCE	WFAH-FM March, 1947	269, 101.7 mc 1 kw—A		Radio Division, The Review Pub. Co. 2720 S. Union Ave. 6286	A. J. Holles, Vice-Pres. Paul W. Reed, Gen. & Coml. Mgr.	Robert K. Hansen, Prog. Dir. W. H. Propst Jr., Chief Engr.	World, Lang-Worth, Thesaurus UP
ASHLAND	WATG-FM May, 1947	B		Beer & Koehl Main-1575	Robert M. Beer, Gen. Mgr. Robert Castor, Coml. Mgr. Richard Leidy, Prog. Dir.	Jack Loos, Music Libr. Fred Rosentreter, Chief Engr.	World, Lang-Worth, Thesaurus AP
BELLAIRE	WTRF-FM Nov., 1947	236, 95.1 mc 20 kw—A		Tri-City Bcstg. Co. (WTRF) Woodmont Bellair-1515	Jesse A. Bloch, Pres. Robert W. Ferguson, Gen. Mgr.	R. J. Campbell, Coml. Mgr. Frank Curtis, Prog. Dir. George Cowen, Chief Engr.	World AP
CANTON	WCMW-FM May, 1947	235, 94.9 mc 15 kw—B		Stark Bcstg. Corp. (WCMW) 317 W. Tuscarawas 8219	Merlin Schnelder, Pres. Len Taylor, Gen. Mgr. George Starr, Coml. Mgr.	Vic Decker, Prog. Dir. Royal G. Lister, V.P. & Tech. Dir.	Thesaurus, Standard, Lang-Worth INS
CANTON	WHBC-FM Nov., 1947	231, 94.1 mc 25 kw		The Ohio Bcstg. Co. (WHBC) 550 S. Market St. 7166	Roy D. Moore, Pres. Robert C. Fehiman, Mgr. Gervis Brady, Coml. Mgr.	Richard Neher, Prog. Dir. Eugene Carr, Radio Dir. Kenneth Sliker, Chief Engr.	Capitol. AP, UP
CHEVIOT	WVAW-FM Sept., 1947	244, 96.7 mc 250 w—A		Suburban Bcstg. Inc. 3827 Harrison Ave. Montana 6778	George A. Walso, Pres. & Chief Engr. John J. Strader Jr., Gen. Mgr. & V.P. Robert L. Adams, Coml. Prom. Mgr.	Betty Lee Happle, Prog. Dir. Dorothy D. Waslo, Treas. Engr.	World UP
CINCINNATI 6	WCFS Mar., 1947	270, 101.9 mc 12.6 kw—B		The Cincinnati Times- Star Co. (WKRC) Hotel Alms Woodburn 0550	Hulbert Taft Jr., Mngng. Dir. David G. Taft, Gen. & Coml. Mgr.	Helen Nugent, Prog. Dir. George A. Wilson, Chief Engr.	World. Associated AP, UP
CINCINNATI	WLWA-FM Nov., 1946	266, 101.1 mc 20 kw—B		Crosley Bcstg. Corp. (WLW-WLWT) 140 W. Ninth St. Cherry-1822	James D. Shouse, Pres. Robert E. Dunville, V.P. & Gen. Mgr. Harry M. Smith, V.P. Chg. Sales	Ralph M. Brown, Prog. Dir. David E. Partridge, Dir. of Sales Prom. R. J. Rockwell, V.P. Chg. Engr.	Capitol. Thesaurus, SESAC AP, UP, INS

WSJS-FM

FREQUENCY MODULATION STATION

for

NORTH CAROLINA'S FAMOUS TRI-CITIES

- WINSTON-SALEM
- GREENSBORO
- HIGH POINT

No. 1 MARKET

in the

SOUTH'S NO. 1 STATE!

THE FINEST broadcast service man can make possible, Frequency Modulation, is available to listeners in the rich "Heart of the Piedmont." WSJS-FM serves more than 1,175,000 people in a radius of 65 miles . . . A "must" market for set manufacturer and national advertiser alike!



48,000 WATTS

WMIT

Mt. Michell

Topmost Point In Eastern America

PIONEER FM STATION

of the SOUTHEAST

On the Air Since

June 1, 1942!

Serving a Population of

5,000,000+

in the states of

- North Carolina
- South Carolina
- Virginia
- West Virginia
- Tennessee
- Kentucky
- Georgia

WMIT

Mt. Michell

200,000 WATTS

DIRECTORY OF FM BROADCASTING STATIONS OF THE UNITED STATES

(Data corrected to January 1, 1948)

OHIO (Continued)

City	Call Letters Date of Estab.	Channel; mc Power; Class	Equiv.	Name of Licensee Headquarters Address Telephone Number	Executive Personnel	Representative Transc. Librar News Service
CLEVELAND 14	WEWS-FM Nov., 1947	271, 102.1 mc 10.3 kw-B		Scripps-Howard Radio, Inc. (WEWS) 1816 E. 13th St. Superior 6111	Jack R. Howard, Pres. James C. Hanrahan, V. Pres. & Actg. Prog. Dir. Helen Lott, Mus. Dir.	Joseph B. Epperson, Chief Engr. Associated, SESAC UP
CLEVELAND	WHKX	264, 100.7 mc. 20 kw.		United Bcstg. Co.		
CLEVELAND HEIGHTS	WRSR-FM Dec., 1947	237, 95.3 mc. 1 kw.		Samuel R. Sague (WRSR) Radio Center Bldg. Erieview 2006	Samuel R. Sague, Pres., Prog. Dir., Gen. & Coml. Mgr.	Harold A. Brinkman, Chief Engr. Lang-Worth World SESAC AP
COLUMBUS	WCOL-FM Nov., 1947	222, 92.3 mc 31 kw-A		The Pixleys (ABC) E. Broad at Young St. Main-4581	L. A. Pixley, Exec. Ptar. A. H. Kelly, Gen. Mgr. Frank N. Jones, Coml. Mgr.	Al Albinger, Prog. Dir. Frank Tate, FM Spec. Leo DeConnick, Chief Engr. Lang-Worth, World Associated INS, AP
COLUMBUS	WELD-FM March, 1940	246, 97.1 mc 37 kw-B		RadioOhio Inc. 33 N. High St. Main 1844	Richard S. Wolfe, Pres. Richard A. Borel, Gen. Mgr. Lester H. Nafzger, Sta. Dir. & Chief Engr.	Herbert J. Welch, Sales Dir. Bill Pepper, Prog. Dir. World Associated Thesaurus AP
FOSTORIA	WFOB Dec., 1946	288, 105.5 mc 450 w-A		Laurence W. Harry 125 S. Main St. 4635	Laurence W. Harry, Pres. & Gen. Mgr. Harold Potts, Coml. Mgr. Glenwood Broyles, Prog. Dir.	Farrel F. Elsea, Chief Engr. World UP
FREMONT	WFRO-FM Dec., 1946	257, 99.3 mc 1 kw-A		Robert F. Wolfe Co. 905 W. State St. Main 3401	Robert F. Wolfe, Pres. & Gen. Mgr. J. Weddell Kerr, Coml. Mgr.	Robert Collins, Prog. Dir. Gerald Swartzlander, Chief Engr. World INS
NEWARK	WCLT Aug., 1947	262, 100.3 mc 8.5 kw-B		Advocate Printing Co. 23 West Main St. 4007	Frank W. Spencer, Pres. Thomas A. Rogers, Gen. Mgr.	Will Union, Coml. Mgr. Gene Ragle, Prog. Dir. Ben E. Windle, Chief Engr. World Capitol AP
SPRINGFIELD 58 ...	WJEM July, 1947	280, 103.9 mc 1 kw-A		Champion City Broad- casting Co. (WJEL) 101 N. Fountain Ave. 3-4676	D. J. Parsons, Pres. Doug Campbell, Exec. V.P. Frank Jones, Mgr.	Hugh Sanders, Prog. Dir. Herb Haley, Chief Engr. Capitol, Associated UP
STIEUBENVILLE	WSTV-FM June, 1947	278, 103.5 mc 2 kw-B		The Valley Bcstg. Co. (WSTV) 428 Market St. Steubenville 2-6265	John J. Laux, Gen. Mgr. Joseph M. Troesch, Tech. Dir. George H. Wilson Jr., Prog. Dir.	Charles Shepherd, Chief Engr. Thesaurus UP
TIFFIN	WTFM-FM Oct., 1947	252, 98.3 mc 450 w-A		Timn Bcstg. Co. 21 No. Wash. St. 3548	Jay R. Davis, Pres. Richard T. Roll, Gen. Mgr., Treas. Wayne Byers, Prog. Dir. & Vice-Pres.	Richard Toimie, Chief Engr. Capitol UP
TOLEDO 4	WSPD-FM Aug., 1947	268, 101.5 mc 20 kw-B		The Fort Industry Co. (WSPD) 136 Huron St. Adams 3175	George B. Storer, Pres. E. Y. Flanigan, Mngg. Dir. Glenn Jackson, Prog. Dir.	William M. Stringfellow, Chief Engr. Standard, Lang-Worth, Thesaurus INS, UP, AP
TOLEDO	WTRT-FM Dec., 1946	260, 99.9 mc 250 A		Unity Corporation (WTOU) 515 Madison Ave. Garfield 5554	Stanley Speer, Pres. Sunne Miller, Gen. & Coml. Mgr.	Doug Taberner, Prog. Dir. Robert Sowers, Chief Engr. Associated
WOOSTER	WWST-FM Sept., 1947	283, 104.5 mc 13 kw-B		Wooster Republican Printing Co. (WWST) 760	Raymond E. Dix, Pres. Harold D. Schaaf, Gen. Mgr. Edwin B. Evans, Coml. Mgr.	James Rowe, Prog. Dir. Russell Grunder, Chief Engr. World Standard AP
YOUNGSTOWN	WKBN-FM August, 1947	255, 98.9 mc B		WKBN Bcstg. Corp. (WKBN) 17 N. Champlon St. 4-2122	W. P. Williamson Jr., Pres. & Gen. Mgr. J. L. Bowden, Sta. & Coml. Mgr.	Baldwin Harper, Pro8. Dir. B. T. Wilkens, Chief Engr. World, Lang-Worth UP

OKLAHOMA

DURANT	KSEO-FM Sept., 1947	297, 107.3 mc 2.9 kw-B		Bennett & R. F. Story (KSEO) 129½ N. Third 102	Bennett Story } Partners R. F. Story } Weidon Stamps, Gen. Mgr.	Jerry Sanders, Coml. Mgr. Muriel Nix, Prog. Dir. Bill Watters, Chief Engr. Thesaurus AP
MUSKOGEE	KBIX-FM Dec., 1947	253, 98.5 mc 9.6 kw-B		Oklahoma Press Pub. Co. (KBIX) Barnes Bldg. 303	Tams Bixby Jr., Pres. Paul A. Bruner, Gen. & Coml. Mgr.	Bob Castle, Prog. Dir. Earl Graves, Chief Engr. UP
MUSKOGEE	KMUS May, 1947	268, 101.5 mc 9.5 kw-B		Muskogee Broadcasting Co. 412½ Court St. 656	W. J. Rea Sr., Pres. Duane W. Holsington, Gen. Mgr. & Chief Engr.	Joann Rygel, Prog. Dir. Lang-Worth UP
OKLAHOMA CITY ..	KOCY-FM Sept., 1946	234, 94.7 mc 176 kw-B		Plaza Court Bcstg. Co. (KOCY) Plaza Court Bldg. 3-4333	John D. Thomas, Pres. M. H. Bonebrake, Gen. Mgr. George Tarter, Coml. Mgr.	Paul Buening, Prog. Dir. Royden R. Freeland, Chief Engr. Standard, Thesaurus AP
OKLAHOMA CITY ..	KOMA-FM Nov., 1947	290, 105.9 mc B		KOMA, Inc. (KOMA) Biltmore Hotel 2-3291	John Toole Griffin, Pres. J. J. Bernard, Gen. Mgr. Webster Benham Jr., Coml. Mgr.	Robert Eastman, Prog. Dir. Morris Thomas, Chief Engr.

Why you should subscribe to this

Frequency Measuring Service



Stringent FCC regulations make imperative vigilant supervision of emitted signals.

No modern transmitter, while stable, reliable and skillfully operated, is totally immune from occasional frequency drifts. Such drifts occur when least expected. It is extremely important that they be detected and corrected before they assume serious proportions.

Local checking equipment is of value but can only be relied upon if such equipment is occasionally calibrated against standards of unquestioned accuracy.

The RCA laboratories, which make several thousand measurements per month, have gained an unrivaled background of many years experience in systematic, precise, measurement of the operating frequencies, ranging from .013 to 140 Megacycles, of RCA and foreign commercial radio stations.

*For Routine Service
Apply at the Nearer Office*

COMMERCIAL DEPARTMENT
NEW YORK 4, N. Y.
66 Broad Street
Telephone: HAnover 2-1811

COMMERCIAL DEPARTMENT
SAN FRANCISCO 8, CAL.
28 Geary Street
Telephone: Garfield 4200

Numerous Broadcasting, Police, Aviation and Commercial stations throughout the United States, in Canada, Mexico, the West Indies, rely with confidence upon this RCA Service.

Regular scanning of all frequency bands permits close supervision of the accuracy of any transmitter subscribing to Measuring Service.

Excessive frequency deviations or development of spurious radiations in a subscriber's transmitter are reported immediately to the subscriber by telephone or telegraph.

The accuracy of RCA Standard Oscillators is better than five parts in ten million, which means that measurements in the broadcast band are covered within a fraction of a cycle per second.

Measurements made by RCA laboratories are acceptable to the FCC.

*For Emergency Service Consult the
Nearer Laboratory (always open)*

LABORATORY
RIVERHEAD, N. Y.
SUFFOLK COUNTY
Telephone: Riverhead 2290

LABORATORY
POINT REYES, CAL.
MARIN COUNTY
Telephone: Inverness 9-W

RCA COMMUNICATIONS, INC.

A SERVICE OF RADIO CORPORATION OF AMERICA

DIRECTORY OF FM BROADCASTING STATIONS OF THE UNITED STATES

(Data corrected to January 1, 1948)

OKLAHOMA (Continued)

City	Call Letters Date of Estab.	Channel; mc Power; Class	Equiv.	Name of Licensee Headquarters Address Telephone Number	Executive Personnel	Representative Transc. Librar News Service	
OKLAHOMA CITY ..	KTOK-FM Oct., 1946	282, 104.3 mc B		O. L. Taylor (KTOK) Apco Tower 3-8352	O. L. Taylor, Pres. Robert D. Enoch, Gen. Mgr. Frank J. Lynch, Coml. Mgr.	Harold M. Shreve, Prog. Dir. Clifford M. Easum, Chief Engr.	World Lang-Worth AP, UP
OKLAHOMA CITY ..	WKY-FM June, 1947	255, 98.9 mc 190 kw		WKY Radiophone Co. (WKY) Skirvin Tower 3-4306	E. K. Gaylor, Pres. P. A. Sugg, Gen. & Coml. Mgr. Hoyt T. Andres, Prog. Dir.	H. J. Lovell, Chief Engr.	SESAC, Standard AP, UP
STILLWATER	KSPI-FM Nov., 1947	230, 93.9 mc 11 kw—B		Stillwater Publishing Co. (KSPI) P. O. Box 231 1831	C. E. Bellatti, Pres. L. F. Bellatti, Gen. Mgr. Terry Condrey, Coml. Mgr.	W. R. McKinsey, Prog. Dir. Martin Thomas, Prom. Mgr. Joseph T. Gaskill, Chief Engr.	World UP
TULSA	KAKC-FM Feb., 1947	235, 94.9 mc 8.2 kw—B		Public Radio Corp. (KAKC) 412 E. 5th St. 4-2401	Sam E. Avey, Pres. Glenn Gordon, Gen. Mgr. Vice-Pres. James L. Neal, Coml. Mgr. & Asst. Gen. Mgr.	Jean Welles, Prog. Dir. M. M. Donley, Chief Engr.	Lang-Worth AP & Radio News
TULSA	KTUL-FM Nov., 1947	246, 97.1 mc 173 kw—B		Tulsa Bcstg. Co. (KTUL) Boulder on the Park 2-3191	John Toole Griffin, Pres. John Esau, Vice Pres. & Gen. Mgr. L. A. Blust, Coml. Mgr.	Karl Jannsen, Prog. Dir. Robert Snider, Chief Engr.	Lang-Worth, Capitol, Standard UP
TULSA	KWGS-FM May, 1947	213, 90.5 mc 1 kw—A		U. of Tulsa 6th & College 9-9619	Dr. C. I. Pontius, Pres. Ben Henneke, Gen. Mgr.	Alan Beaumont, Prog. Dir. Bobbie Figgott, Music Dir. L. W. Rook, Chief Engr.	World UP

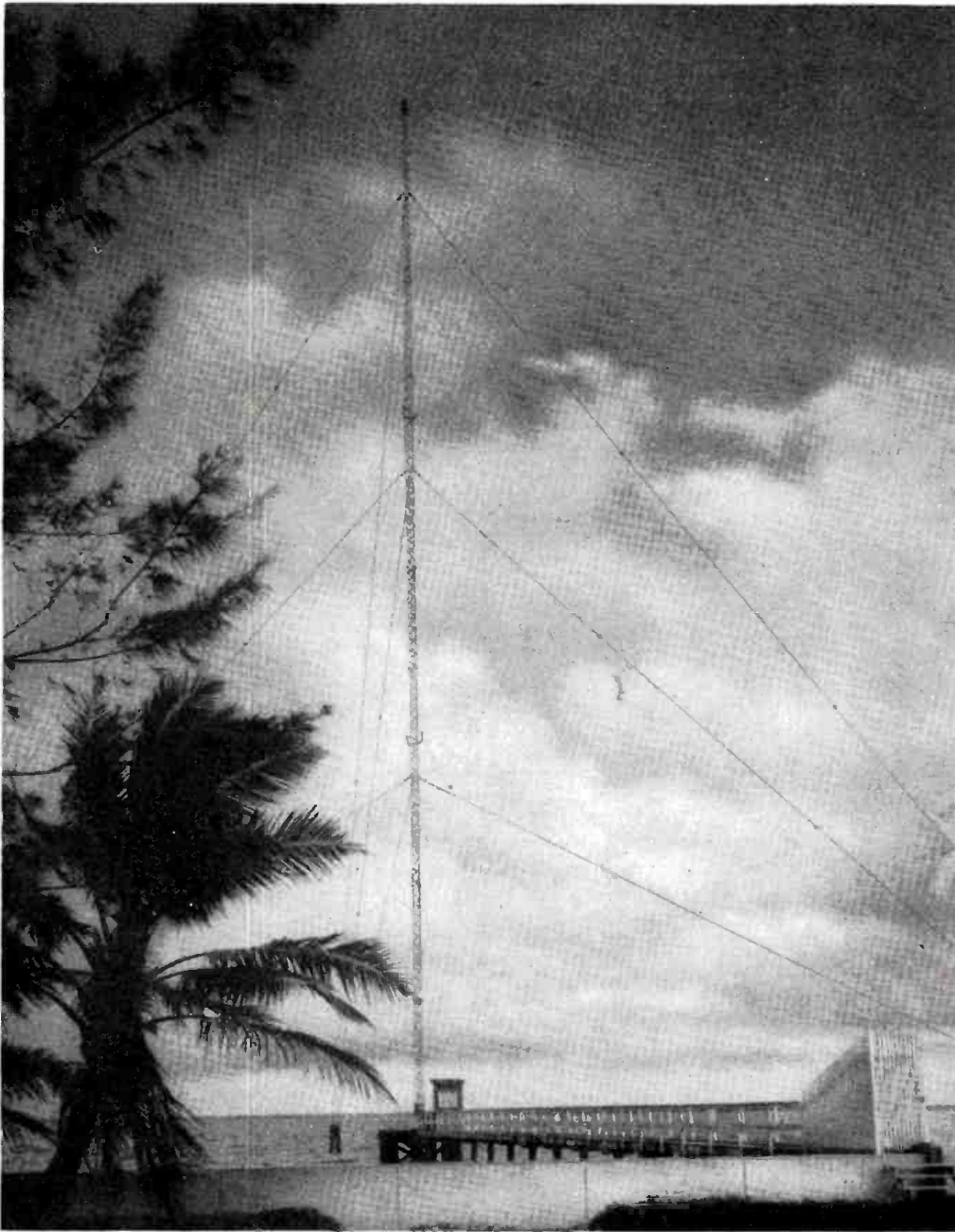
OREGON

ALBANY	KWIL-FM Oct., 1947	269, 101.7 mc 710 w—A		Central Willamette Bcstg. Co. (KWIL) 15th & Elm Sts. 1234	W. L. Jackson, Pres. Chet Wheeler, Gen. Mgr. Hal Byer, Coml. Mgr.	LeRoy Jolley, Prog. Dir. Herb Davidson, Chief Engr.	World UP
EUGENE	KUGN-FM Sept., 1947	256, 99.1 mc 8 kw—B		Valley Bcstg. Co. (KUGN) P. O. Box 1400 2800	C. H. Fisher } Partners B. N. Phillips } S. W. McCready, Gen. Mgr.	L. N. Young, Coml. Mgr. Joseph T. Hallock, Prog. Dir. John Boren, Chief Engr.	Lang-Worth, Capitol AP
PORTLAND 4	KGW-FM May, 1946	262, 100.3 mc 51 kw—B		The Oregonian Publish- ing Co. (KGW) 1011 S.W. 6th Ave. Beacon 6364	Caroline P. Leadbetter, Pres. H. Quenton Cox, Gen. Mgr. Jack N. Wassan, Coml. Mgr.	Homer Welch, Prog. Dir. Harold C. Singleton, Chief Engr.	Thesaurus, SESAC Cole Lang-Worth AP, INS
PORTLAND	KPFM-FM Sept., 1946	246, 97.1 mc 1.6 kw—B		Broadcasters Oregon, Ltd. Box 1230 Broadway 2436	S. M. Goard, Gen. Mgr. G. E. Hartshorn, Prog. Dir.	Joyce Reimers, Prom. & Merch. Mgr. W. M. Nelson, Chief Engr.	Associated PA
PORTLAND 4	KPRA July, 1947	238, 95.5 mc 3.4 kw—B		Pacific Radio Adver- tising Service (KWJ)J 1017 S. W. 6th Ave. Atwater 4393	John C. Egan & Wilbur J. Jerman, Partnership W. J. Jerman, Gen. Mgr. & Coml. Mgr.	Jerry Speerstra, Prog. Dir. Betty Koennecke, Music Librarian Frank Hood, Chief Engr.	Lang-Worth, Standard UP

PENNSYLVANIA

ALLENTOWN	WFMZ July, 1947	240, 95.9 mc 1 kw—A		Penn-Allen Bcstg. Co. 1524-Linden St. 3-7521	Raymond F. Kohn, Pres. & Gen. Mgr. Horace W. Gross, Coml. Mgr.	William B. Phillips, Prog. Dir. Daniel Houck, Chief Engr.	Associated, SESAC AP
ALLENTOWN	WSAN-FM March, 1947	260, 99.9 mc 8 kw—B		Lehigh Valley Bcstg. Co. (WSAN) 39-41 N. Tenth St. 9511	J. C. Shumberger, Pres. B. Bryan Musselman, Mang. Dir. & Coml. Mgr. George Y. Snyder, Prog. Dir.	Ruel H. Musselman, Tech. Supvr.	Thesaurus Standard AP, UP
BETHLEHEM	WGPA-FM April, 1947	236, 95.1 mc 10 kw—B		The Bethlehem Globe Pub. Co. (WGPA) 426 Brodhead Ave. 6-8074	Rolland L. Adams, V.P. Arthur McCracken, Gen. Mgr. David Knipe, Coml. Mgr.	Stefan George, Prog. Dir. Joseph Daday, Asst. Chief Engr. L. Edwin Rybak, Chief Engr.	World Capitol UP
ERIE	WERC-FM Oct., 1947	260, 99.9 mc B		Presque Isle Bcstg. Co. (WERC) 121 W. 10th St. 2-6918	Jacob A. Young, Pres. Charles E. Denny, Gen. Mgr. Frank Proudfoot, Coml. Mgr.	John J. Young, Prog. Dir. L. W. Cooke Jr., Chief Engr.	Associated UP
HARRISBURG	WABX-FM Oct., 1946	265, 100.9 mc 1 kw—A		Harold O. Bishop 604-A Maclay St. 2-2247	Harold O. Bishop, Pres. Cameron Gelsel, Gen. & Coml. Mgr.	Wilbur Blair, Prog. Dir. Walter Deemer, Chief Engr.	Associated INS
HARRISBURG	WHP-FM June, 1946	247, 97.3 mc B		WHP, Inc. (WHP) 216 Locust St. 4-3211	E. J. Stackpole, Pres. A. K. Redmond, Gen. & Coml. Mgr. Dick Redmond, Prog. Dir.	Beatrice Pottelger, Prom. Dir. E. Daniel Leibensperger, Chief Engr.	Associated, Standard AP, UP
LANCASTER	WGAL-FM Oct. 1946	267, 101.3 mc 20 kw—B		WGAL Inc. 8 West King St. 5259	Clair R. McCollough, Pres. Walter O. Miller, Gen. Mgr. J. Robert Gullick, Natl. Sales Mgr.	Ernest Stanzola, Prog. Dir. J. E. Mathiot, Chief Engr.	
LANCASTER	WLAN-FM Dec., 1947	245, 96.9 mc 20 kw		Peoples Bcstg. Co. 252 N. Queen St.	Frank H. Aitdoerffer, Pres.		
LEWISTOWN	WMRP-FM Nov., 1947	250, 97.9 mc 2.25 kw—B		Lewistown Bcstg. Co. (WMRP) 5 West Market St. Lewistown-6757	Thomas W. Metzger, Gen. & Coml. Mgr. Ralph S. Parker, Prog. Dir.	Bernard Bapp, Chief Engr.	Lang-Worth UP

ARE "FISHER" TOWERS HURRICANE PROOF?
ASK WIRA—FORT PIERCE, FLORIDA



ERECTING

LIGHTING

PAINTING

GROUND
SYSTEMS

COAXIAL
LINES

Douglas Silver, WIRA President & General Manager says,
"Old-timers consider it to be far the worst storm
since 1928. Our tower is the only one that remained standing
in a stretch of 260 miles."

C. H. FISHER & SON

EXCLUSIVE NATIONAL AGENTS

TOWER SALES AND ERECTING COMPANY

6100 N E COLUMBIA BLVD.

PORTLAND 11, OREGON

TR. 7303

DIRECTORY OF FM BROADCASTING STATIONS OF THE UNITED STATES

(Data corrected to January 1, 1948)

PENNSYLVANIA—(Continued)

City	Call Letters Date of Estab.	Channel; mc Power; Class	Equiv.	Name of Licensee Headquarters Address Telephone Number	Executive Personnel	Representative Transc. Librar News Service	
PHILADELPHIA 3 ..	WCAU-FM Dec., 1939	275, 102.9 mc 1 kw—A		1622 Chestnut St. (WCAU) LOcUst 7-7700	Philadelphia Record Co., Owner Leon Levy, Gen. Mgr. Alex Rosenman, Coml. Mgr.	Norris West, Prog. Dir. John G. Leitch, Tech Dir. George Lewis, Chief Engr.	World AP, UP
PHILADELPHIA	WFIL-FM Nov., 1941	271, 102.1 mc 20 kw—B		Phil. Inquirer Div. Triangle Pub. Inc. (WFIL) Wildener Bldg. Rittenhouse 6-6900	Roger W. Clipp, Gen. Mgr. John E. Surrick, Coml. Mgr.	Felix Meyer, Prog. Dir. Louis E. Littlejohn, Chief Engr.	Associated AP, UP
PHILADELPHIA	WIP-FM April, 1942	227, 93.3 mc 20 kw—B		Penn. Bcstg. Co. (WIP) 35 S. 8th St. Walnut 2-6800	Benedict Gimbel Jr., Pres. & Gen. Mgr. Gordon R. Gray, Coml. Mgr. Murray Arnold, Prog. Dir.	Edward Wallis, Asst. Prog. Dir. Ralph H. Minton, Dir. Prom. & Publ. Clifford C. Harris, Chief Engr.	World AP, UP
PHILADELPHIA 2....	WPEN-FM 1942	102.9 mc 20 kw—B		William Penn Broad- casting Co. (WPEN) 1528 Walnut St. Pennypacker 5-9490	Albert J. Syk, Pres. Edward C. Obrist, Gen. Mgr. Alexander W. Dannen- baum Jr., Coml. Mgr.	John L. McClay, Prog. Dir. Charles W. Burtis, Chief Engr.	Thesaurus Associated AP, UP
PHILADELPHIA 3....	KYW-FM Oct. 1942	262, 92.5 mc 20 kw—A		Westinghouse Radio Stations Inc. (KYW) 1619 Walnut St. Rittenhouse 6-6870	Walter Evans, Pres. Walter E. Benoit, Vice Pres. J. B. Conley, Gen. Mgr.	Robert E. White, Sta. Mgr. James P. Begley, Prog. Mgr. Irvin N. Eney, Chief Engr.	Associated AP, UP
PITTSBURGH	WMOT-FM Aug., 1941	233, 94.5 mc 20 kw—B		WWSW Inc. (WWSW) Hotel Keystone Grant-5200	O. M. Schloss, Pres. & Gen. Mgr. Thos. B. Price, Coml. Mgr. Marie Wilk, Prog. Dir.	Henry R. Kelsner, Chief Engr.	Lang-Worth AP
PITTSBURGH 19	KDKA-FM April, 1942	225, 92.9 mc 9 kw—B		Westinghouse Radio Stations Inc. (KDKA) Grant Bldg. Grant 4200	Walter Evans, Pres. Walter E. Benoit, Vice Pres. J. B. Conley, Gen. Mgr.	Joseph E. Baudino, Sta. Mgr. Franklin A. Tooke, Prog. Mgr. Theodore C. Kenney, Chief Engr.	Associated Thesaurus AP, INS, UP
POTTSVILLE	WPAM-FM Dec., 1947	238, 95.5 mc 5.1 kw—B		Miners Bcstg. Service (WPAM) 106 So. Centre St. 5050	Joseph L. Maguire } Part- James J. Curran } ners Louis H. Murray, Gen. Mgr. & Coml. Mgr.	Wm. Dimmerling, Prog. Dir. George I. Hatfield, Chief Engr.	Standard UP
READING	WEEU-FM Nov., 1947	225, 92.9 mc 9 kw—B		Hawley Bcstg. Co. (WEEU) 533 Penn St. 7335	Hawley Quier, Pres. Clifford M. Chafey, Gen. Mgr. K. Richard Creitz, Coml. Mgr.	E. Lester Hoffmaster, Prog. Dir. Harold E. Schearer, Chief Engr.	Associated SESAC UP
SHARON	WPIC-FM May, 1947	275, 102.9 mc 26 kw—B		Sharon Herald Bcstg. Co. P. O. Box 541 Sharon-4113	John Fahnline Jr., Pres. & Gen. Mgr. J. T. VanSweringen, Coml. Mgr. W. Paul Gamble, Prog. Dir.	A. C. Heck, Chief Engr.	Capitol Associated UP
SUNBURY	WKOK-FM Nov., 1947	231, 94.1 mc 4.4 kw—B		Sunbury Bcstg. Corp. (WKOK) Sunbury 1325	Harry H. Haddon, Pres. Homer R. Smith, Gen. Mgr. Michael J. Kane, Coml. Mgr.	Paul L. Miller, Prog. Dir. John W. Keller, Chief Engr.	World Lang-Worth AP
UNIONTOWN	WMBS-FM Dec., 1947	289, 105.7 mc 1.5 kw—A		Fayette Bcstg. Corp. (WMBS) Uniontown 800	Joseph C. Burwell, Pres. & Gen. Mgr. Harry C. Burwell, Coml. Mgr. J. Sullivan Sages, Prog. Dir.	William J. Henzly, Chief Engr.	Thesaurus, Standard UP
WILKES-BARRE	WBRE-FM May, 1947	253, 98.5 mc 2.2 kw—B		Louis G. Baltimore (WBRE) 82 S. Franklin 3-3101	Louis G. Baltimore, Owner & Gen. Mgr. David M. Baltimore, Asst. Mgr. A. C. Baltimore, Sales Mgr.	Franklin D. Coslett, Prog. Dir. Charles Sakoski, Chief Engr.	World AP
WILKES-BARRE	WIZZ	277, 103.3 mc 2.5 kw		Scranton-Wilkes-Barre- Pittston Bcstg. Co. Inc. 156 Prospect Ave.	Richard G. Evans, Pres		
YORK	WSBA-FM Sept., 1947	277, 103.3 mc 20 kw—B		The Susquehanna Broadcasting Co. (WSBA) R. D. No. 5 2676	Louis J. Appell, Pres. Walter J. Rothensies, Exec. V.P. Sydney Robbins, Coml. Mgr.	Otis Morse, Prog. Dir. Woodrow G. Eberhart, Engng. Dir.	World, Capitol AP

SOUTH CAROLINA

ANDERSON	WCAC-FM March, 1947	266, 101.1 mc 32.5 kw—B		Wilton E. Hall (WAIM) Anderson 800	Wilton E. Hall, Pres. Glenn F. Warnock, Gen. Mgr. C. B. Goodyear, Coml. Mgr.	James X. Coggins, Prog. Dir. S. A. Ayar, Chief Eng.	Thesaurus Lang-Worth, World Associated INS, AP
CHARLESTON	WTMA-FM May, 1947	236, 95.1 mc 49 kw—B		Atlantic Coast Bcstg. Co. (WTMA) 133 Church Street 2-2961	Edward Manigault, Pres. Robert E. Bradham, Gen. Mgr., Secy. & Prom. Mgr. A. Franz Witte Jr., Coml. Mgr.	Wm. N. Abbott, Prog. Dir. Douglass M. Bradham, Chief Engr.	Associated AP
GREENVILLE	WMRC-FM Dec., 1947	235, 94.9 mc 79 kw		Textile Bcstg. Co. Prevost Bldg.	R. A. Jolley, Pres. W. Ennis Bray, Mgr.		
SPARTANBURG	WSPA-FM Dec., 1947	255, 98.9 mc 262 kw		Spartanburg Adver- tising Co. 224 E. Main St.	A. B. Taylor, Pres.		

TRANS-LUX

at busy street corners in U.S.A.

TRANS-LUX NEWS-SIGN
INSTALLATIONS
NOW OPERATING

in

- ★ AKRON
- ★ BALTIMORE
- ★ HOUSTON
- ★ LOS ANGELES
- ★ MEMPHIS
- ★ MIAMI
- ★ MONTGOMERY
- ★ NEW YORK
- ★ OMAHA
- ★ PHILADELPHIA
- ★ SAN FRANCISCO
- ★ WASHINGTON, D. C.
- ★ WILMINGTON



ALERT RADIO STATIONS and Newspapers are quickly responding to the importance of "FLASHCAST" spot news and commercials at the Busy Street Corners in their cities.

Easily transcribed over a standard typewriter keyboard, your message is flashed to an ever changing crowd, in moving letters of light, both day and night.

A perfect tie-in with broadcast news and advertising copy.

May we suggest that you write, wire, or phone us for information concerning exclusive "FLASHCAST" franchise in your city.

TRANS-LUX *News-Sign Corporation*
 RADIO CITY, NEW YORK 20, N.Y. • FLASHCAST DEPARTMENT • CIRCLE 7-4970

DIRECTORY OF FM BROADCASTING STATIONS OF THE UNITED STATES

(Data corrected to January 1, 1948)

TENNESSEE

City	Call Letters Date of Estab.	Channel; mc Power; Class	Name of Licensee Headquarters Address Telephone Number	Executive Personnel	Representative Transc. Librar News Service	
BRISTOL	WOPI-FM Dec., 1946	245. 96.9 mc 10.4 kw-B	Radiophone Broadcasters Station WOPI, Inc. (WOPI) 310 State St.	W. A. Wilson, Pres., Gen. & Coml. Mgr. George O'Dell, Program Dir.	Warren Gilpin, Chief Engr.	Lang-Worth, World Capitol UP
CHATTANOOGA	WAPO-FM Dec., 1947	234. 94.7 mc 37.2 kw	WAPO Bcstg. Service Read House	R. G. Patterson, Gen. Mgr.		
JACKSON	WTJS-FM Aug., 1947	264. 100.7 mc 48 kw-B	Sun Pub. Co. (WTJS) Baltimore St. 3340	A. A. Stone, Vice-Pres. & Gen. Mgr. Frank S. Proctor, Mgr. Leslie R. Brooks, Asst. Mgr.	Robert M. Gordon, Chief Engr.	World UP, AP
KNOXVILLE 6	WKPB Oct., 1947	227. 93.3 mc 20 kw-B	Knoxville Publishing Co. 618 S. Gay St. 4-0585	Roy N. Lotspelch, Pres.	Harold G. Price, Gen. Mgr., Prog. Dir. & Chief Engr.	Standard, SESAC
KNOXVILLE	WROL-FM Dec., 1946	247. 97.3 mc 76 kw	S. E. Adcock (WROL) 531 S. Gay St. 2-7111	S. E. Adcock, Pres. Fred P. Pfahler, Gen. Mgr. John Reese, Prog. Dir.	John L. Gammon, Chief Engr.	Thesaurus World AP
MEMPHIS	WMC-FM June, 1947	259. 99.7 mc 515 kw-B	Memphis Pub. Co. (WMC) Goodwyn Inst. Bldg. 8-7464	John H. Sorrells, Pres. H. W. Slavick, Gen. Mgr. J. C. Eligeston, Coml. Mgr.	Wilson Mount, Prog. Dir. Earl Moreland, Local Sales Mgr. E. C. Frase Jr., Chief Engr.	Thesaurus, SESAC Lang-Worth UP
NASHVILLE	WSM-FM April, 1941	277. 103.3 mc 66 kw-B	WSM, Inc. (WSM) 7th Ave. & Union St. 6-7181	John H. DeWitt Jr., Pres. Harry Stone, Gen. Mgr. & Vice-Pres. Tom Stewart, Prog. Dir.	George Reynolds, Chief Engr.	Associated UP

TEXAS

ABILENE	KRBC-FM March, 1947	245. 96.9 mc 46.6 kw-B	Reporter Bcstg. Co. (KRBC) 6255	M. B. Hanks, Pres. Howard Barrett, Gen. & Coml. Mgr. Bro Mingus, Prog. Mgr. Gene Howe, Pres.	Ray Wilson, Engr. Announcer J. B. Casey, Chief Engr.	Thesaurus Lang-Worth AP
AMARILLO	KGNC-FM Dec., 1947	282. 104.3 mc 50.4 kw	Plains Radio Bcstg. Co. Radio Bldg.			
BEAUMONT	KRIC-FM Dec., 1947	258. 99.5 mc 19 kw	KRIC Inc. (KRIC) 130 Wall St. 4200	E. C. Davis, Pres. Phillip E. Dusenbury, Gen. & Coml. Mgr.	Louis A. Breault, Prog. Dir. M. J. Easterwood, Chief Engr.	Associated Thesaurus AP
COLLEGE STATION	KAMT-FM Feb., 1947	233. 94.5 mc 2.8 kw	The Agric. & Mech. College of Texas (WTAW) Administration Bldg. 4-8724	W. R. Pierre, Sta. Mgr. B. J. Cook, Coml. Mgr.	W. R. Pierre, Prog. Dir. A. J. Ferguson, Prog. Asst. Frank J. Sosolik, Chief Engr.	World SESAC AP
DALLAS	KIXL-FM Nov., 1947	283. 104.5 mc 34 kw-B	Variety Bcstg. Co., Inc. (KIXL) 1401 S. Akard St. Riverside-4521	Lee Segall, Pres. & Gen. Mgr. Tom Massey, Asst. Mgr. John D. Wilson, Prod. Mgr.	Charles F. Payne, Prog. Dir. Bob E. Tripp, Chief Engr.	Standard World AP
DALLAS	WFAA-FM Oct., 1946	250. 97.9 mc 14 kw-B	The Dallas Morning News (WFAA) 1122 Jackson St. Riverside-9631 LD 794	E. M. (Ted) Dealey, Pres. Martin Campbell, Gen. Mgr. Ralph W. Nimmons, Coml. Mgr.	Ken L. Sibson, Prog. Dir. Raymond Collins, Chief Engr.	Assoc. Lang-Worth, Thesaurus AP, UP
HARLINGEN	KGBS-FM May, 1947	237. 95.3 mc 8.7 kw-B	Harbenito Bcstg. Co. (KGBS) P. O. Box 711 1400	McHenry Tichenor, Pres. Troy McDaniel, Gen. Mgr. Dave Bennett, Coml. Mgr.	Charles Duerkes, Prog. Dir. W. P. Porter, Chief Engr.	Associate, Standard UP
HOUSTON	KOPY Aug., 1946	253. 98.5 mc 268 kw-B	Texas Star Bcstg. Co. (KTHT) 4000 South Main St. Capitol-6353	Roy M. Hofheinz, Pres. John Erle Stephen, Gen. Mgr. Ted Hills, Coml. Mgr.	Jack Edmonds, Prog. Dir. Louis Jelly, Chief Engr.	Capitol UP
HOUSTON	KPRC-FM Dec., 1946	275. 102.9 mc 57 kw-B	Houston Post Co. (KPRC) Lamar Hotel Fairfax-7101	(Gov.) W. P. Hobby, Pres. Jack Harris, Gen. Mgr. Ed Badeux, Prog. Dir.	Harvey Wheeler, Chief Engr.	Thesaurus Lang-Worth AP
HOUSTON	KTRH-FM June, 1947	266. 101.1 mc 350 kw-B	KTRH Bcstg. Co. (KTRH) Rice Hotel Preston-4361	George W. Cottingham, Pres. B. F. Orr, Gen. Mgr. Ray F. Herndon, Coml. Mgr.	Ted E. Nabors, Prog. Dir. Lester A. Mullan, Chief Engr.	World UP
LUFKIN	KRBA-FM Dec., 1947	238. 95.5 mc 2.9 kw	Darrell E. Yates (KRBA) Box 755 272	Darrell E. Yates, Pres., Gen. Mgr. & Coml. Mgr. Allen Earl Vinson, Prog. Dir.	Ambrose Maxim, Chief Engr.	Lang-Worth AP, UP
SAN ANTONIO	KISS Dec., 1946	258. 99.5 mc 170 kw-B	Howard W. Davis (KMAC) 222 W. Commerce St. Cathedral-6211	Howard W. Davis, Owner & Gen. Mgr. Earl J. Hawthorne, Coml. Mgr. A. S. (Tony) Bessan	Charles L. Brady, Chief Engr.	Lang-Worth AP
SAN ANTONIO	KYFM-FM Nov., 1946	268. 101.5 mc 331.6 kw-B	Express Pub. Co. Ave. E at 3rd Garfield-3131	Frank G. Huntress Jr., Pres. Charles D. Lutz, Gen. Mgr. C. L. Belfi, Coml. Mgr.	Ardyce Pfenstiel, Prog. Dir. Richard R. Hayes, Chief Engr.	Associated World SESAC
SAN ANTONIO	WOAI-FM Dec., 1946	273. 102.5 mc 3 kw-B	Southland Ind. Inc. (WOAI) 1031 Navarro St. Garfield-4221	Hugh A. L. Half, Pres. & Gen. Mgr. Jerry Lee, Prog. Dir. Claude Faulk, Control Supervisor	Charles Jeffers, Chief Engr.	Capitol Standard UP, AP
TEXARKANA	KCMC-FM Dec., 1947	223. 92.5 mc 40 kw	KCMC Inc. Gazette News Bldg. 832	Frank O. Myers, Gen. Mgr. Thomas Dillahunt, Coml. Mgr.	Herman Cecil, Prog. Dir. Harvey Robertson, Chief Engr.	Thesaurus SESAC AP
TYLER	KGKB-FM Feb., 1947	268. 101.5 mc 5 kw-B	James G. Ulmer & James G. Ulmer, Jr. 115 S. College 1106-1107	James G. Ulmer, Pres. & Gen. Mgr. James G. Ulmer Jr. Coml. Mgr. Sam Matthews, Prog. Dir.	John B. Sheppard, Chief Engr.	Standard, Lang-Worth, Cole UP
WICHITA FALLS	KTRN Dec., 1947	247. 97.3 mc 3 kw	Times Publishing Co. P. O. Box 120 4391	Ed Howard, Pres. & Gen. Mgr. John R. White, Station & Coml. Mgr.	Hugh Shaw, Prog. Dir. Marshall Rusk } Engineers James Farmer }	World AP



FOR HIGH FIDELITY RECORDING

ALLIED Professional Recording Discs have been used by engineers of noted broadcasters and other critical users since the start of instantaneous sound recording.

The ALLIED Disc is a quality product designed to meet the specific needs of exacting professional users. This quality extends right through, even to the packaging. Discs are shipped in a sealed tin container so that they are received free from lint and dust.

ALLIED

RECORDING PRODUCTS CO.

21-09 43rd AVENUE
LONG ISLAND CITY 1, NEW YORK

DIRECTORY OF FM BROADCASTING STATIONS OF THE UNITED STATES

(Data corrected to January 1, 1948)

UTAH

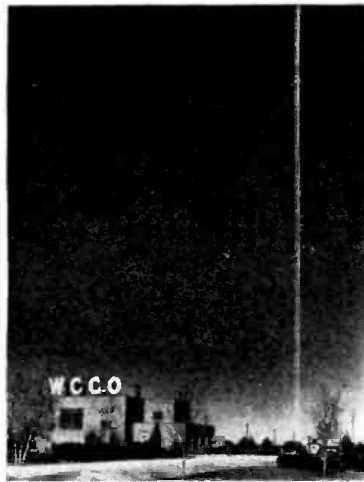
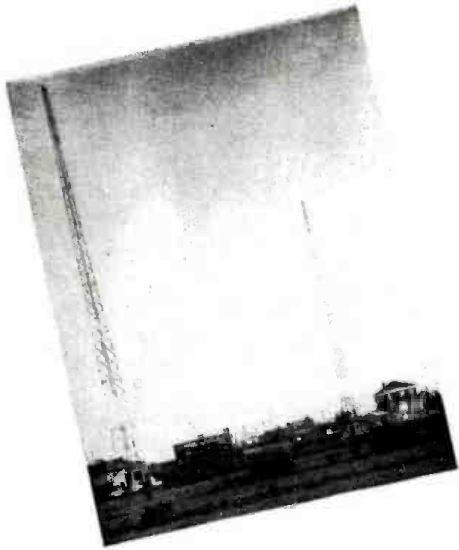
City	Call Letters Date of Estab.	Channel; mc Power; Class	Name of Licensee Headquarters Address Telephone Number	Executive Personnel	Representative Transc. Librai News Service	
OGDEN	KOPP-FM Sept., 1947	280, 103.9 mc 1 kw-A	James B. Littlejohn (KOPP) West Twelfth Street 4223	James B. Littlejohn, Pres. & Gen. Mgr. Eddie Denkema, Coml. Mgr. & Prog. Dir. Robert Sevy, Chief Engr.	Associated AP	
SALT LAKE CITY ..	KDYL-FM Sept., 1947	254, 98.7 mc 900 w-B	Intermountain Broad- casting Corp. (KDYL) Tribune-Telegram Bldg. 5-2891	S. S. Fox, Pres. & Gen. Mgr. Geo. A. Provol, Coml. Mgr. Kay Richins, Prog. Dir.	World, Thesaurus UP, INS	
SALT LAKE CITY ..	KSL-FM Dec., 1946	262, 100.3 mc 250 w-B	Radio Service Corp. of Utah (KSL) 5-4641	Ivor Sharp, Gen. Mgr. Lennox Murdock, Dir. Station Operations	Edward B. Kimball, Prog. Dir. Leslie E. Price, Chief Engr.	Associated Capitol UP

VIRGINIA

ALEXANDRIA	WPIK Dec., 1947	252, 98.3 mc	Potomac Bestg. Corp. P. O. Box 298	Howard B. Hayes, Pres.		
DANVILLE	WBTM-FM June, 1947	250, 97.9 mc 32 kw-B	Piedmont Bestg. Corp. (WBTM) Hotel Danville 2350	L. N. Dibrell, Pres. R. Sanford Guyer, Gen. Mgr. Edward Gardner, Coml. Mgr.	Milton Adams, Prog. Dir. Lyle Motley, Chief Engr.	Lang-Worth Thesaurus AP
HARRISONBURG ...	WSVA-FM Dec., 1946	264, 100.7 mc 36 kw-B	Shenandoah Valley Broadcasting Corp. (WSVA) Newman Bldg. 550 & 875	Frederick L. Allman, Pres. & Gen. Mgr. Robert B. Harrington, Coml. Mgr. Richard H. Johnson, Prog. Dir.	Warren L. Braun, Chief Engr. Harold A. Wright, Bus. Mgr.	Thesaurus UP
LYNCHBURG	WLVA-FM May, 1947	248, 97.5 mc 3.7 kw-B	Lynchburg Bestg. Corp. (WLVA) Allied Arts Bldg. 3030	Edward A. Allen, Pres. Philip P. Allen, Gen. Mgr. Joseph F. Wright, Coml. Mgr.	Eric F. Lund, Prog. Dir. John T. Orth, Chief Engr.	Associated AP
NORFOLK	WGH-FM August, 1947	243, 96.5 mc 38 kw-B	Hampton Roads Bestg. Corp. (WGH) Portlock Bldg. Norfolk 2-7031	Raymond B. Bottom, Pres. Edward E. Bishop, Vice Pres. & Gen. Mgr. Edward E. Edgar, Coml. Mgr.	Jack A. Black, Prog. Dir. Charles A. Runyan, Chief Engr.	Associated, Lang-Worth PA
NORFOLK	WTAR-FM Nov., 1947	247, 97.3 mc 50 kw-B	WTAR Radio Corp. (WTAR) Nat'l. Bank of Com- merce Bldg. 2-5671	Campbell Arnoux, Pres. & Gen. Mgr. John W. New, Coml. Mgr. Henry Cowles Whitehead, Prog. Dir.	John C. Peffer, Chief Engr.	Lang-Worth Standard PA, UP, AP
PORTSMOUTH	WSAP-FM Nov., 1947	259, 99.7 mc 49 kw-B	Portsmouth Radio Corp. (WSAP) Professional Bldg. Portsmouth-6383	T. E. Gilman, Pres. T. W. Aydlett, Vice-Pres. & Gen. Mgr. J. L. Dorfleet, Coml. Mgr.	J. F. Friedman, Prog. Dir. Frederic F. Clair, Chief Engr.	World, Thesaurus UP
RICHMOND	WCOD-FM Oct., 1946	251, 98.1 mc 96 kw-B	Havens and Martin, Inc. (WMBG) 3301 W. Broad St. 5-8611	Wilbur M. Havens, Pres. & Gen. Mgr. Ralph Wallerstein, Natl. Sales W. J. Filer, Local Sales	Allan J. Phaup Jr., Prog. Dir. Walter A. Bowry Jr., Asst. Mgr. Wilfred H. Wood, Chief Engr.	Thesaurus Lang-Worth TP
ROANOKE	WSLS-FM Nov., 1947	256, 99.1 mc 4.7 kw-B	Roanoke Bestg. Corp. (WSLS) Shenandoah Life Bldg. 9227	Paul C. Buford, Pres. James H. Moore, Mgr. & Exec. Vice-Pres. Horace Fitzpatrick, Bus. & Coml. Mgr.	Robert W. Menefee, Prog. Dir. J. P. Briggs, Chief. Engr.	Thesaurus AP
ROANOKE	WROV-FM Dec., 1947	279, 103.7 mc 3 kw	Radio Roanoke Inc. (WROV) 600 Mt. Trust Bank Bldg. 3-4444	Leo F. Henebry, Pres. Frank E. Koehler, Gen. & Coml. Mgr.	Gordon R. Phillips, Prog. Dir. J. J. Ralston, Chief Engr.	Capitol, Lang-Worth UP
SUFFOLK	WLPM-FM Dec., 1947	250, 97.9 mc 10.2 kw	Suffolk Bestg. Corp. 105 Bank St. 1420	Fred L. Hart, Pres., Gen. & Coml. Mgr. Allen B. Jones, Prog. Dir.	John McNamara, News Editor Earl Hundley, Sports Editor V. W. Rupp, Chief Engr.	Lang-Worth AP
WINCHESTER	WINC-FM Oct., 1946	223, 92.5 mc 14 kw-B	Richard Field Lewis Jr. (WINC) Drawer 605 4835	Richard F. Lewis Jr., Pres. & Gen. Mgr. John Carl Morgan, Prog. Dir.	Philip B. Whitney, Chief Engr.	Lang-Worth UP

WASHINGTON

LONGVIEW	KWLK-FM Jan., 1947	282, 104.3 mc	Twin City Broadcasting Corp. 14th & Hudson Longview 1500	C. O. Chatterton, Pres. Marvin Johnston, Chief Engr.		
SEATTLE	KING-FM Dec., 1947	235, 94.9 mc 48 kw	Western Waves Inc 1411 Fourth Ave.			
SEATTLE	KRSC-FM Feb., 1947	251, 98.1 mc 14.9 kw-B	Radio Sales Corp. (KRSC) 2938 4th South Elliott-2480	P. K. Leberman, Pres. Robt. E. Priebe, Gen. Mgr. Romig C. Fuller, Coml. Mgr.	Ted Bell, Prog. Dir. George A. Freeman, Chief Engr.	Associated Lang-Worth, Cole AP



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.

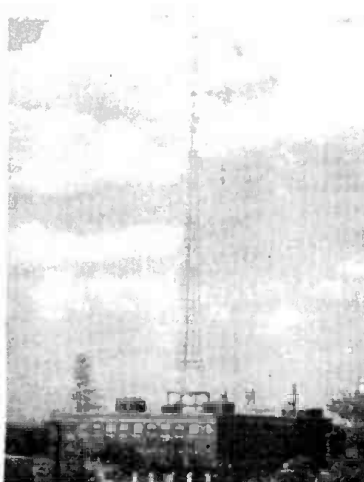
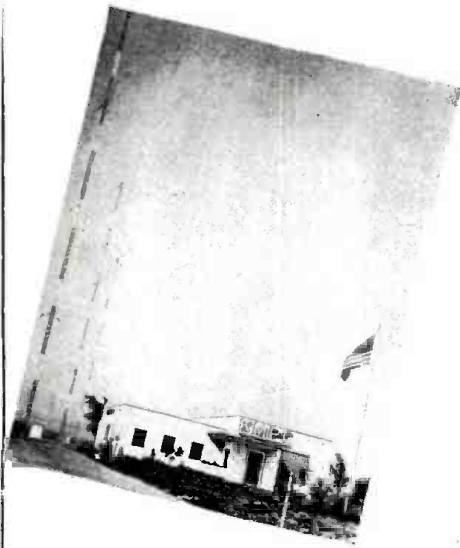
LEHIGH's Leadership in the tower business is known nationwide. For dependable, durable towers, consult **LEHIGH**.

LEHIGH STRUCTURAL STEEL CO.

17 Battery Place

New York 4, N. Y.

Plant at Allentown, Penna.
Offices In Principal Cities



DIRECTORY OF FM BROADCASTING STATIONS OF THE UNITED STATES

(Data corrected to January 1, 1948)

WEST VIRGINIA

City	Call Letters Date of Estab.	Channel; mc Power; Class	Equiv.	Name of Licensee Headquarters Address Telephone Number	Executive Personnel	Representative Transc. Library News Service
BECKLEY	WCFC-FM Aug., 1946	267, 101.3 mc 3 kw—B		Beckley Newspapers Corp. 305 Reservoir Road Beckley-3778	Charles Hodel, Pres. & Chief Owner E. J. Hodel, Gen. Mgr. George J. Gray, Coml. Mgr.	Bruce MacKay, Prog. Dir. George W. Yazell, Chief Engr. Associated, Thesaurus AP
BECKLEY	WJLS-FM Feb., 1947	258, 99.5 mc 31.7 kw—B		Joe L. Smith, Jr. (WJLS) WJLS Bldg. 7311	Joe L. Smith Jr., Pres. Virginia N. Cooper, Gen. & Coml. Mgr. George Hartrick, Prog. Dir.	A. J. Ginkel, Chief Engr. Standard UP
BLUEFIELD	WHIS-FM July, 1947	283, 104.5 mc 186 kw—B		Daily Telegraph Print- ing Co. (WHIS) Bland St. 7114	H. I. Shott, Pres. P. T. Glanagan, Gen. Mgr. C. H. Murphey, Coml. Mgr.	M. F. Barnett, Prog. Dir. P. T. Flanagan, Chief Engr. World PA
HUNTINGTON	WPLH-FM Nov., 1947	273, 102.5 mc 38 kw—B		Huntington Bcstg. Corp. (WPLH) 1105 Fourth Ave. 3-3421	F. J. Evans, Pres. & Gen. Mgr. Bernard Sammons, Coml. Mgr. Jay Caldwell, Prog. Dir.	William H. Hansher, Chief Engr. Capitol Standard AP
HUNTINGTON	WHTN-FM Dec., 1947	263, 100.5 mc 53 kw		Greater Huntington Radio Corp. (WHTN) P. O. Box 2165 33-453	A. B. Hyman, Pres. Meyer Layman, Gen. Mgr. John Roy Wolfe Jr., Coml. Mgr.	Ted Arnold Silvert, Prog. Dir. Harold Sturm, Chief Engr. MacGregor Associated UP
LOGAN	WLOG-FM Dec., 1947	277, 103.3 mc 1 kw		Clarence H. Frey & Robert O. Greever (WLOG) WLOG Building 761		UP
WHEELING	WKWK-FM Dec., 1947	247, 97.3 mc 17 kw—B		Community Bcstg. Inc. (WKWK) Pythian Bldg. Wheeling-5320	Joe L. Smith, Jr., Pres. John B. Reynolds, Gen. & Coml. Mgr.	A. J. Ginkel, Chief Engr. Standard UP
WHEELING	WWVA-FM Sept., 1947	254, 98.7 mc 4½ kw—B		West Virginia Bcstg. Corp. (WWVA) Hawley Bldg. Wheeling-5383	George B. Storer, Pres. William E. Rine, Mngng. Dir. Paul J. Miller, Asst. Mngng. Dir.	Paul A. Myers, Prog. Dir. Edwin L. Keim, Chief Engr. Lang-Worth AP

WISCONSIN

BELOIT	WBNB Aug., 1947	297, 107.3 mc 8.7 kw—B		Daily News Publishing Co. 413 Pleasant St. College 7616	Donald L. Dobson, Gen. Mgr.	Paul W. Collin, Coml. Mgr. Brenna Stell, Music Dir. W. M. Morton Jr., Chief Engr. Associated World UP
EAU CLAIRE	WEAU-FM Nov., 1947	75 kw—B		Eau Claire (WEAU) 6149	W. C. Bridges, Pres. & Gen. Mgr. Clyde Riddle, Coml. Mgr. Jack Kelley, Prog. Dir.	T. Jorgenson, Chief Engr. Thesaurus Lang-Worth UP
GREEN BAY	WJPG-FM Aug., 1947	266, 101.1 mc 14 kw—B		Green Bay Newspaper Co. (WJPG) Walnut at Madison Adams-4403	John M. Walter, Station Mgr. Glen R. Holznecht, Coml. Mgr.	Russell Widoe, Prog. Dir. Elmo W. Reed, Chief Engr. Thesaurus Standard AP
GREENFIELD	WWCF	235, 94.9 mc 37 kw		W. C. Forest		
JANESVILLE	WCLO-FM Oct., 1947	260, 99.9 mc 20 kw—B		Gazette Printing Co. (WCLO) 200 E. Milwaukee St. 2500	Sidney H. Bliss, Pres. Vern W. Williams, Gen. Mgr. Wayne Clay, Chief Engr.	Lang-Worth, Thesaurus AP
LA CROSSE	WKBH-FM July, 1947	226, 93.1 mc 76 kw—B		WKBH, Inc. (WKBH) 409 Main St. 4-50	Howard Dahl, Gen. Mgr. Bernice Callaway, Prog. Dir.	Alvin Leeman, Chief Engr.
MADISON	WIBA-FM Dec., 1947	268, 101.5 mc 207 kw—B		Badger Broadcasting Co. (WIBA) 110 E. Main St. Fairchild-8800	William T. Evjue, Pres. Kenneth P. Schmitt, Gen. Mgr. Howard A. Johnson, Busi- ness Mgr.	Robert N. Dick, Prog. Dir. Norman Hann, Chief Engr. Standard AP, UP
MARSHFIELD	WDLB-FM Dec., 1947	280, 103.9 mc 1 kw—A		Dairyland's Bcstg. Service, Inc. (WDLB) 1710 No. Central Ave. 1212	Lloyd L. Felker, Pres. George F. Meyer, Gen. Mgr. Robert W. Behling, Coml. Mgr.	Roy LaMere, Prog. Dir. Gerald J. Boos, Chief Engr. World UP
MERRILL	WLIN-FM Nov., 1947	269, 101.7 mc 1.2 kw—A		Alvin E. O'Konski WLIN 44	Alvin E. O'Konski, Pres., Gen. Mgr. & Prog. Dir. Robert Lodge, Coml. Mgr. Ray Mullen, Prom. Dir.	William Gray, Chief Engr. SESAC AP
MILWAUKEE	WTMJ-FM April, 1941	227, 93.3 mc 349 kw—B		The Journal Company (WTMJ) 333 West State St. Marquette 6000	Walter J. Damm, Gen. Mgr. L. W. Herzog, Asst. Gen. Mgr.	R. G. Winnie, Mgr. E. J. Robertson, Prog. Dir. Phil Laeser, Chief Engr. Thesaurus Associated AP
NEENAH	WNAM-FM Dec., 1947	253, 98.5 mc 9.4 kw		Neenah Menasha Bcstg. Co. (WNAM) 101 E. Wisconsin Ave. 4615	S. N. Pickard, Pres. Don C. Wirth, V.P. Karl Gorsche, Coml. Mgr.	Howard Hanson, Prog. Dir. E. W. Fliegel, Chief Engr. World UP
RICE LAKE	WJMC-FM Aug., 1947	242, 96.3 mc 4.4 kw—B		WJMC, Inc. (WJMC) 1615 South Main 550	Walter C. Bridges, Pres. Greg Rouleau, Station Mgr. Harry Wills, Prog. Dir.	Robert Kolsky, Chief Engr. Associated

BECKLEY'S BEST BUY!

WCFC
m

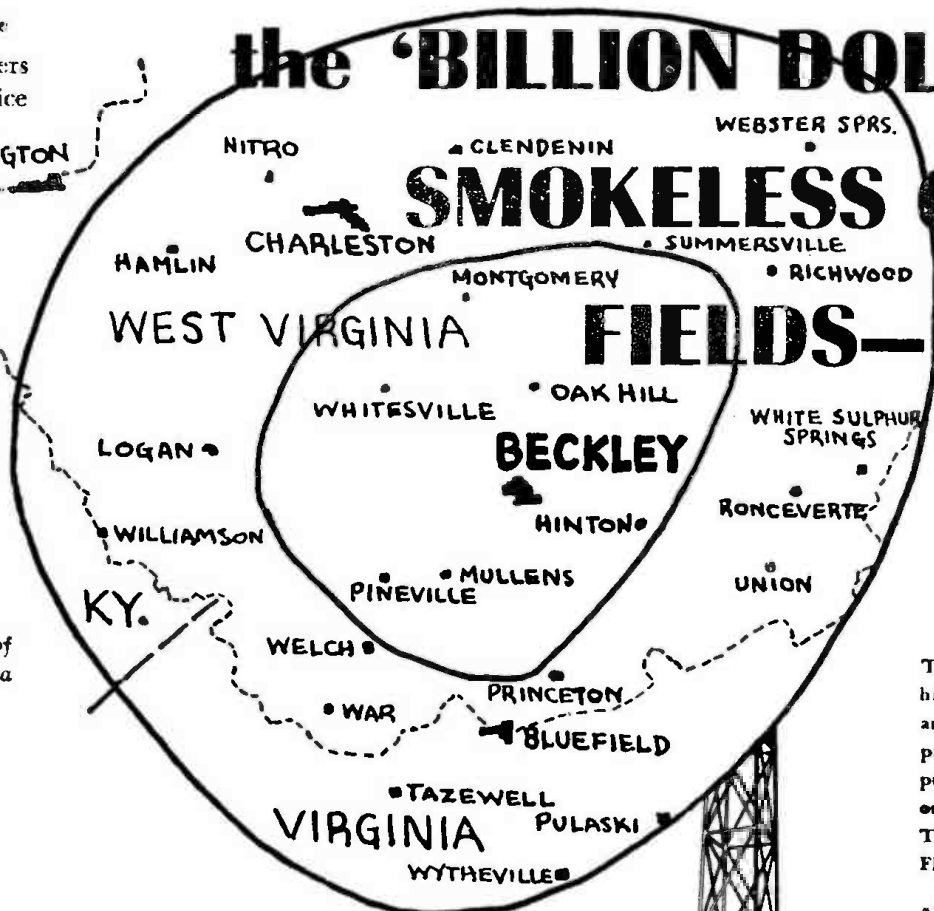
SERVING the HEART of

Radio Station of the
Beckley Newspapers
Broadcasting Service

the 'BILLION DOLLAR'

SMOKELESS COAL

FIELDS—BEST



The 1947 retail trade in Beckley topped the \$30 million mark.

THE shopping center of Southern West Virginia is **BECKLEY!**

There's gold* in the hills of West Virginia and the best way to prospect for it is to put your sales message on WCFC, Beckley, The pioneer voice of FM in West Virginia.

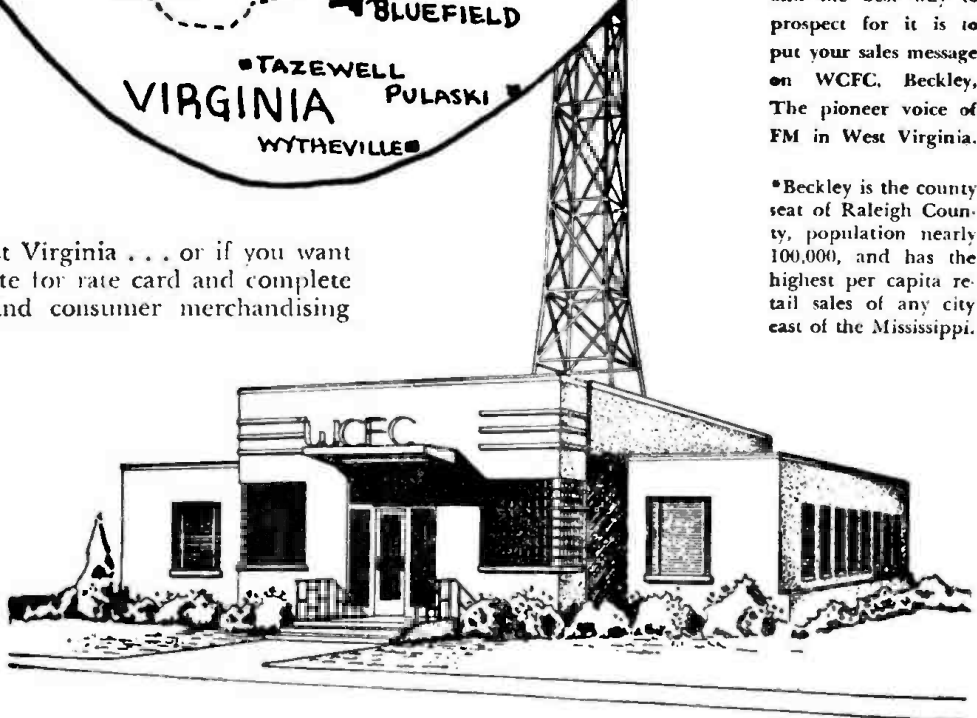
*Beckley is the county seat of Raleigh County, population nearly 100,000, and has the highest per capita retail sales of any city east of the Mississippi.

If you are selling in Southern West Virginia . . . or if you want to . . . WCFC can help you. Write for rate card and complete market data. Extensive dealer and consumer merchandising help available for the asking.

WCFC

West Virginia's First FM Station
101.3 Megacycles — Channel 267

305 RESERVOIR RD.
BECKLEY, WEST VA.



DIRECTORY OF FM RADIO STATIONS AUTHORIZED FOR CONSTRUCTION OR HOLDING CONDITIONAL GRANTS

(Data corrected to January 1, 1948)

ALABAMA

BIRMINGHAM—Courier Broadcasting Service, Inc.—(WKAX) 1710—6th Ave. N. tel.: 54-2341. Personnel: Glenn V. Tingley, Pres.; Ganus C. Scarborough, Gen. Mgr. & Coml. Mgr.; Dorothy Alexander, Prog. Dir.; Stanley L. Hawkins, Chief Engr. Facilities: CG, 250, 97.9 mc., 8.15 kw. Services: Associated, AP.

BIRMINGHAM, WBRC-FM—Birmingham Broadcasting Co., Inc. Personnel: Eloise H. Hana, Pres. Facilities: Channel 273, 102.5 mc., 546 kw.

BIRMINGHAM, WTNB-FM—Thomas N. Beach, 117 N. 21st St. Personnel: Thomas N. Beach, Owner; Evelyn Hicks, Gen. Mgr. Facilities: Channel 295, 106.9 mc., 276 kw.

MOBILE, WABB-FM—Mobile Daily Newspapers, Inc. (WABB), 304 Government St., tel.: 3-1551. Personnel: R. B. Chandler, Pres.; W. J. Hearin Jr., Gen. Mgr.; Anthony Leighton, Prog. Dir.; William Murphres, Chief Engr. Facilities: CP Channel 300, 107.9 mc., 51 kw. Services: Associated.

MOBILE, WALA-FM—Pape Broadcasting Co. Personnel: W. O. Pape, Pres. Facilities: Channel 235, 94.9 mc., 102 kw.

MOBILE, WMOB-FM—Nunn Broadcasting Corp. (WMOB), 458 Government St., tel.: 2-4566. Personnel: Gilmore N. Nunn, Pres.; D. H. Long, Gen. Mgr.; James Moore, Coml. Mgr.; Adelle Hull, Prog. Dir.; Sanford Helt, Chief Engr. Facilities: CP Channel 248, 97.5 mc., 8.8 kw. Services: World, Thesaurus, UP.

MONTGOMERY, WCOV-FM—G. W. Covington, Jr., 2 Montgomery St., tel.: 5781. Facilities: CP Channel 233, 94.5 mc., 15.5 kw. Service: Associated.

MONTGOMERY, WMGY-FM—Dixie Broadcasting Co. Personnel: Dr. S. D. Suggs, Pres. Facilities: Channel 298, 107.5 mc., 6 kw.

TUSCALOOSA—James R. Doss, Jr. (WJRD), First National Bank Bldg., tel.: 4464-3647. Personnel: James R. Doss, Jr., Chief Owner & Gen. Mgr. Facilities: CG Channel 267, 101.3 mc.

TUSCALOOSA, WJRD-FM—James R. Doss Jr. Personnel: James R. Doss Jr., Pres. Facilities: Channel 267, 101.3 mc., 3.2 kw.

TUSCALOOSA, WUOA—University of Alabama, Box 2002, tel.: 4606. Personnel: Graydon Ausmus, Gen. Mgr.; Eleanor Hatton, Script Editor; W. N. Thomas, Chief Engr. Facilities: CP Channel 219, 91.7 mc., 14.2 kw.

ARIZONA

PHOENIX, KPSC-FM—Sun Country Broadcasting Co. (KPSC), 800 Security Bldg., tel.: 2-3471. Personnel: J. R. Heath, Owner, & Gen. Mgr.; J. Theodore Kennedy, Coml. Mgr.; D. Paul Gribben, Prog. Dir.; Frank L. Orth, Prod. Dir.; Dallas G. Hall, Bus. Mgr.; Walter M. Kidwell, Chief Engr. Facilities: CP Channel 253, 98.5 mc., 7.83 kw.

TUCSON, KTSC-FM—Sun Country Broadcasting Co. (KTSC), 628 No. Stone Ave., tel.: 1-337. Personnel: J. R. Heath, Owner; Park G. Parker, Station Mgr.; Norman Gardiner, Coml. Dept.; Paul Minchin, Prog. Dept. Facilities: CP Channel 258, 99.5 mc., 7.11 kw.

ARKANSAS

FORT SMITH, KFPW-FM—Southwestern Hotel Co. Personnel: John England, Pres. Facilities: Channel 235, 94.9 mc., 14 kw.

FORT SMITH, KPFA-FM. Personnel: Donald W. Reynolds, Chief Owner. Facilities: Channel 299, 107.7 mc., 140 kw.

FORT SMITH, KRKN-FM—Arkansas-Oklahoma Broadcasting Corp., 400 Professional Bldg. Personnel: C. B. Randall, Pres. Facilities: Channel 271, 102.1 mc., 33 kw.

FORT SMITH, KWHN-FM—KWHN Broadcasting Co., Inc., City National Bank Bldg. Personnel: Allen Whiteside, Pres.; William Slaters, Gen. Mgr. Facilities: Channel 281, 104.1 mc., 43 kw.

CALIFORNIA

BAKERSFIELD, KERN-FM—McClatchy Broadcasting Co. Personnel: Eleanor McClatchy, Pres. Facilities: Channel 231, 94.1 mc., 9.3 kw.

BERKELEY, KRS-FM—Central California Broadcasters, Inc. (KRE), 601 Ashby Ave., tel.: Ashberry 3-7715. Personnel: Arthur Westlund, Pres. & Gen. Mgr.; Don Hamby, Coml. Mgr.; Lea Avery, Prog. Dir.; Joe Staley, Chief Engr. Facilities: CP Channel 275, 102.9 mc. Services: Standard, AP.

BIG BEAR LAKE, KEVL—Big Bear Lake Broadcasting Co., Big Bear Lake Blvd. & Eureka Dr. Personnel: Carl V. Teschan, Lancel S. McDonald, Partners. Facilities: Channel 244, 96.7 mc.

BURBANK, KWIK-FM—Burbank Broadcasters, Inc. (KWIK), 20 West Burbank Blvd., tel.: Charleston 0-2111. Personnel: Sam Kerner, Pres. & Coml. Mgr.; Don Forbes, Gen. Mgr.; Bob Campbell, Prog. Dir.; Mildred Carruth, Traffic Mgr.; Albert Gall, News Dir.; Eugene L. Mieczko, Chief Engr. Facilities: CP Channel 232, 94.3 mc., 565 w. Services: Lang-Worth, Standard, UP.

EUREKA, KRED—Redwood Broadcasting Co., Inc., Radio Center, 6th & E, tel.: 4000. Personnel: William B. Smullin, Pres. Facilities: CP Channel 242, 96.3 mc., 4.6 kw.

FRESNO, KARM-FM—KARM, The George Harm Station. Personnel: Hattie Harm, Pres. Facilities: Channel 270, 101.9 mc., 24.5 kw.

FRESNO, KMJ-FM—McClatchy Broadcasting Co. Personnel: Eleanor McClatchy, Pres. Facilities: Channel 250, 97.9 mc.

HOLLYWOOD—Redlands Broadcasting Co., 1406 No. Berendo St., tel.: Normandy 2-6627. Personnel: Edward Iannelli, Pres.; John Forsyth, Prog. Dir.; Vernon Crawford, Gen. Mgr.; Kelly Bowman, Chief Engr. Facilities: CG Channel 280, 103.9 mc., 250 watts. Services: Capital, AP, UP.

HOLLYWOOD, KNX-FM—Columbia Broadcasting System, Inc., 6121 Sunset Blvd. (Los Angeles). Personnel: Frank Stanton, Pres. Facilities: Channel 226, 93.1 mc., 297 kw.

LONG BEACH, KNOB—The Cerritos Broadcasting Co., 2790 Chestnut Ave., tel.: 494-08. Personnel: Jay E. Tapp, Gen. Mgr. & Prog. Dir.; John W. Doran, Coml. Mgr.; Raymond B. Torian, Chief Engr. Facilities: CP Channel 276, 103.1 mc., 320 watts. Services: World, Standard, UP.

LOS ANGELES, KECA-FM—American Broadcasting Co., Inc., 1440 N. Highland. Personnel: Mark Woods, ABC Pres.; Clyde P. Scott, Gen. Mgr. Facilities: Channel 238, 95.5 mc., 290 kw.

LOS ANGELES, KFAC-FM—Los Angeles Broadcasting Co., Inc., 645 S. Mariposa Ave., tel.: Fitzroy 1231. Personnel: Calvin J. Smith, Pres., Ron Oakley, Chief Engr. Facilities: Channel 282, 104.3 mc., 270 kw.

LOS ANGELES, KFVD-FM—Standard Broadcasting Co., 338 S. Western Ave. Personnel: Frank Burke, Pres. & Gen. Mgr. Facilities: Channel 258, 99.5 mc., 14.9 kw.

LOS ANGELES, KHJ-FM—Don Lee Broadcasting Sys. Personnel: T. S. Lec. Pres.; L. A. Weiss, Gen. Mgr. Facilities: Channel 266, 101.1 mc., 4.8 kw.

LOS ANGELES, KMGM—Metro-Goldwyn-Mayer Studios, Inc., 701-717 S. Broadway. Personnel: N. M. Schenck, Pres. Facilities: Channel 254, 98.7 mc., 49 kw.

LOS ANGELES, KOMB—Consolidated Broadcasting Corp., Ltd. (KGER), 643 S. Olive, tel.: Madison 2551. Personnel: Lee Wynne, Gen. Mgr. Facilities: CP Channel 270, 101.9 mc., 10.4 kw.

LOS ANGELES, KRKD-FM—Radio Broadcasters, Inc., 312 Spring Arcade Bldg tel.: TU 7111. Personnel: Ned Connor, Gen. Mgr. & Coml. Mgr.; Venna Taylor Prog. Dir.; W. O. Freitag, Chief Engr. Facilities: Channel 242, 96.3 mc., 14.4 kw

LOS ANGELES, KTML—The Times-Mirror Co. (KTTV), 202 West First St., tel. Madison 2345. Personnel: Norman Chandler, Pres. & Pub.; David M. Crandel Prog. Dir.; J. W. Conn, Studio Operations Supvr.; R. A. Monfort, Chief Eng Facilities: CP Channel 278, 103.5 mc., 165 kw. Service: Associated.

LOS ANGELES, KVUN—Unity Broadcasting Corp. of Calif., 116 West 11th St Personnel: Clifford P. Mayer, Pres.; M. S. Novik, Radio Consultant; Bertran B. Arnov, Chief Engr. Facilities: CP Channel 234, 94.7 mc., 44 kw.

MARYSVILLE, KSAV—Sacramento Valley Broadcasters, 424—4th St. Personnel Warren N. Shingles, Lester L. Rice, Beverly B. Ballard, Partners. Facilities Channel 268, 101.5 mc., 38 kw.

MERCED, KVCV-FM—Golden Empire Broadcasting Co., Inc. (KVCV), Box 717 Personnel: Hugh McClung, Pres. H. E. McCarty, Gen. Mgr., & Coml. Mgr.; Lyl Mathis, Prog. Dir.; Russell Pope, Chief Engr. Facilities: CP Channel 280 103.9 mc. Services: Standard, Thesaurus, UP.

MERCED, KYOS-FM—Merced Broadcasting Co. (KYOS), P.O. Box 717, tel.: 1430 Personnel: Hugh McClung, Pres. & Gen. Mgr.; A. J. Krisik, Station Mgr. Rebecca Krisik, Prog. Dir.; Russell B. Pope, Chief Engr. Facilities: Channe 248, 97.5 mc., 2.9 kw. Services: Thesaurus, Standard, UP.

MODESTO, KTRB—KTRB Broadcasting Co., Inc., P. O. Box 405. Personnel: William H. Bates, Jr., Pres. & Gen. Mgr. & Chief Mgr. Facilities: Channel 281 104.1 mc.

MONTEREY, KDON-FM—Monterey Peninsula Broadcasting Co. (KDON), 468 Call Principal, tel.: 5501. Personnel: Paul Caswell, Pres.; Reed Pollock, Gen. Mgr. George Ross, Coml. Mgr.; Bob Sabin, Prog. Dir.; Omer N. Wright, Chief Engr Facilities: CP Channel 233, 94.5 mc., 1 kw. Services: Associated, Cole, UP.

OAKLAND—E. Ogden Driggs, 441 Burk St., tel.: Glencourt 1-9199. Personnel: E Ogden Driggs, Pres. Facilities: CG Channel 257, 99.3 mc., 1 kw.

OAKLAND—KROW, Inc., 464 19th St. Personnel: Sheldon F. Sackett, Pres. & Gen. Mgr. Facilities: Channel 239, 95.7 mc., 3.6 kw.

OAKLAND, KLX-FM—Tribune Building Co. (KLX), Tribune Tower, tel.: Glen court 1-0660. Personnel: J. R. Knowland, Jr., Pres.; Glenn Shaw, Gen. Mgr. Harold R. Galford, Coml. Mgr.; Jerry Morton, Prog. Dir.; Roswell S. Smith Chief Engr. Facilities: CP Channel 267, 101.3 mc., 20 kw. Services: World Capitol, AP.

PALO ALTO, KCRN—Cardinal Broadcasting Co. Personnel: John E. Gurich & Edward Iannelli, Partners. Facilities: Channel 249, 97.7 mc.

PALO ALTO, KPNI—Peninsula Newspapers, Inc. Facilities: CP.

REDDING, KVCV-FM—Golden Empire Broadcasting Co. (KVCV), P. O. Box 511 tel.: 1646. Personnel: Hugh McClung, Pres. & Gen. Mgr.; H. E. McCarty Sta. Mgr.; Lyle Mathis, Prog. Dir.; Russell B. Pope, Chief Engr. Facilities CP Channel 280, 103.9 mc., 1 kw. Services: Thesaurus, Standard, UP.

RIVERSIDE, KRPO-FM—Radio and Television Corp., 3654 Main St., tel.: 6731 Personnel: W. G. Gleeson, Pres. & Gen. Mgr.; Riley Gibson, Coml. Mgr. John Bodman, Chief Engr. Facilities: Channel 222, 92.3 mc., 340 kw. Services World, Associated, AP.

SACRAMENTO, KROY-FM—Harmco, Inc., Sacramento Hotel. Personnel: Hattie Harm, Pres.; Clyde F. Coombs, Mgr. Facilities: Channel 233, 94.5 mc., 12.6 kw

SAN DIEGO, KLIK-FM—Balboa Radio Corp., Bank of America Bldg. Personnel: Emil Kileka, Pres. Facilities: Channel 223, 92.5 mc., 20 kw.

SAN DIEGO, KSON-FM—Studebaker Broadcasting Co., Inc. (KSON), Maryland Hotel, tel.: Franklin 5175. Personnel: John W. Studebaker, Pres.; John Gordon Studebaker, Exec. Dir.; C. Fredric Rabell, Gen. Mgr. & Coml. Mgr.; Carl E. Greene, Prog. Dir.; Dorothy Johnson, Traffic Mgr.; William Tomberlin, Chief Engr. Facilities: CP Channel 284, 104.7 mc., 16 kw. Services: Lang-Worth, Capitol, Cole, AP.

SAN FRANCISCO 9—Cardinal Broadcasting Co., 2950 Van Ness Ave., tel.: Prospect 5-1996. Personnel: John E. Gurich, Pres., Edward Iannelli, Gen. Mgr. & Chief Engr. Facilities: Channel 249, 97.7 mc., 1 kw—CP.

SAN FRANCISCO, KFEY—Pacific Broadcasting Co., Fairmont Hotel, tel.: SArfield 1-0104. Personnel: C. A. Gibson, Pres.; H. D. Weber, Gen. Mgr.; S. R. Bennion, Coml. Mgr.; Walter G. Selsted, Chief Engr. Facilities: CG Channel 238, 95.5 mc.

SAN FRANCISCO, KPAF—Pacific Agricultural Foundation, Ltd., 140 Jessie St., tel.: Exbrook 2-3233. Personnel: Ralph R. Brunton, Pres.; C. L. McCarthy, Gen. Mgr. Facilities: CP Channel 279, 103.7 mc., 44 kw.

SAN FRANCISCO, KPO-FM—National Broadcasting Co., Taylor & O'Farrell Sts., tel.: Graystone 4-8700. Personnel: Niles Trammell, Pres.; John W. Edwood, Gen. Mgr.; Alfred W. Craspe, Coml. Mgr.; Harry Bubeck, Prog. Dir.; Curtis Peck, Chief Engr. Facilities: CP Channel 251, 98.1 mc., 45 kw. Services: Standard, Thesaurus, AP, UP, INS.

SAN FRANCISCO, KSFO-FM—The Associated Broadcasters, Inc. (KSFO), Mark Hopkins Hotel, tel.: Exbrook 2-4567. Personnel: W. I. Dumm, Pres.; Philip G. Lasky, V. Pres. & Gen. Mgr.; John G. Campbell, Coml. Mgr.; Keith Kirby, Prog. Dir.; A. E. Towne, Dir. of Engr. Facilities: CP Channel 251, 98.1 mc., 14 kw. Services: Standard, Associated, UP, INS.

SAN MATEO, KSMO-FM—Amphlett Printing Co., 1100 Crocker Bldg. Personnel: J. Hart Clinton, Pres.; John Schacht, Gen. Mgr. Facilities: Channel 227, 93.3 mc., 70 kw.

SAN MATEO, KVSM-FM—San Mateo County Broadcasters (KVSM), 279 Baldwin Ave., tel.: 4-4385. Personnel: Eugh H. Smith, Pres.; Gordon D. France, Gen. Mgr.; Robert M. Bruce, Coml. Mgr.; Clenton W. Price, Prog. Dir.; Aaron Edwards, Chief Announcer; Merwyn F. Planting, Chief Engr. Facilities: CP Channel 265, 100.9 mc., 380 watts. Services: Capitol, Associated, UP.

SANTA ANA, KVOE-FM—The Voice of the Orange Empire, Inc., Ltd. (KVOE), 206 N. Main St., tel.: 4901-R. Personnel: Ernest L. Spencer, Pres. & Gen. Mgr.; L. S. Nicholson, Coml. Mgr.; Wallace S. Wiggins, Prog. Dir. & Chief Engr.; Donner P. Spencer, Nat'l. Sales. Facilities: CP Channel 244, 96.7 mc., 1 kw. Services: Standard, SESAC, McGregor.

SANTA BARBARA, KTMS-FM—News-Press Publishing Co. Personnel: Thomas M. Starke, Pres.; Charles A. Starke, Gen. Mgr. Facilities: Channel 252, 98.3 mc., 380 kw.

SANTA CRUZ—Monterey Bay Broadcasting Co., 133 Middlefield Rd., Palo Alto, Calif. Personnel: L. John Miner, Taft R. Wrathall, Grant R. Wrathall, Partners. Facilities: Channel 299, 107.7 mc.

SANTA ROSA—Ruth W. Finley (KSRO), P. O. Box 570, tel.: 110. Personnel: Ruth W. Finley, Pres.; Eddie Handley, Gen. Mgr.; Lee Fleming, Coml. Mgr.; Jack Murphy, Prog. Dir.; Tish Trigeiro, Traffic Mgr.; Verne Hassett, Chief Engr. Facilities: CG. Services: Lang-Worth, MacGregor, Cole, AP, UP.

SAUSALITO—Sundial Broadcasting Corp., P. O. Box 33. Personnel: William R. Crocker, Pres. & Gen. Mgr.; Edward Davis, Coml. Mgr.; Ray C. Schnitzer, Prog. Dir.; Herbert C. Florance, Chief Engr. Facilities: CG Channel 271, 102.1 mc.

TURLOCK, KTUR—Turlock Broadcasting Group. Personnel: Wallace N. Linds-koag, Partnership. Facilities: Channel 265, 100.9 mc., 1 kw.
VATSONVILLE, KSLI—Luther E. Gibson (KHUB), Radio Lane, tel.: 1700. Personnel: Luther E. Gibson, Pres.; Roger R. Hunt, Gen. Mgr.; Allan L. Berg, Coml. Mgr.; Don DeWald, Prog. Dir.; Rod Richards, Chief Engr. Facilities: CP Channel; 9.4 kw. Services: World, Capitol, AP.

COLORADO

DENVER, KOA-FM—National Broadcasting Co., Inc. Personnel: Niles Trammell, (NBC), Pres.; Lloyd Yoder, Gen. Mgr. Facilities: Channel 239, 95.7 mc.
UEBLO, KROM-FM—Rocky Mountain Broadcasting Co., 4277 Thatcher Bldg. Personnel: Walter Hurd, Pres. Facilities: Channel 251, 98.1 mc.

CONNECTICUT

HARTFORD, WONS-FM—The Yankee Network, Inc., 54 Pratt St. Personnel: William F. O'Neil, Pres.; Ralph D. Kanna, Sta. Mgr. Facilities: Channel 275, 102.9 mc., 10.2 kw.
HARTFORD, WTHT-FM—The Hartford Times, Inc. (WTHT), 555 Asylum St., tel.: 2-0237. Personnel: Glover De Laney, Gen. Mgr.; Leonard Schoenfeld, Coml. Mgr.; Elliott Miller, Prog. Dir.; Richard K. Blackburn, Tech. Dir. Facilities: CP Channel 291, 106.1 mc., 5.6 kw.
NEW HAVEN, WAVZ-FM—The New Haven Broadcasting Corp. (WAVZ), 152 Temple St., tel.: 7-0171. Personnel: Edward S. Minor, Pres.; Lester C. Flood, Treasurer & Gen. Mgr.; Murray L. Grossman, Coml. Mgr. & Sec.; W. Richard Carlson, Prog. Dir.; Arthur M. Allen, Chief Engr. Facilities: CP Channel 236, 95.1 mc., 20 kw. Services: World, UP.
NEW HAVEN, WEMI—Connecticut Radio Foundation, Inc. (WELI), 221 Orange St., tel.: 8-1133. Personnel: H. C. Wilder, Pres.; Richard W. Davis, Gen. Mgr.; Edwin H. Schweitzer, Coml. Mgr.; Charles H. Wright, Prog. Dir.; Fred King, Chief Engr. Facilities: CP Channel 300, 107.9 mc., 20 kw.
NEW HAVEN, WNHC—Elm City Broadcasting Corp. (WNHC), 1110 Chapel St., tel.: 8-1896. Personnel: Patrick J. Good, Pres.; James T. Milne, Gen. Mgr.; Vince Cailanan, Coml. Mgr.; David K. Harris, Prog. Dir.; Aldo DeDominicis, Sec. & Treas.; Vinnie DeLaurentis, Chief Engr. Facilities: Channel 256, 99.1 mc., 250 watts. Services: Standard, AP.
VATERSBURY, WBERY-FM—American-Republican, Inc. (WBERY), 136 Grand St., tel.: 3-1125. Facilities: CP Channel 273, 102.5 mc., 10.8 kw.

DELAWARE

VILMINGTON 99-WARS-FM—Wilmington Tri-State Broadcasting Co., Inc. (WARS), 10th & West Sts., P. O. Box 1872, tel.: 4-8881. Personnel: Frank S. Carrow, Pres.; George L. Sutherland, Vice Pres.; Gen. Mgr. & Coml. Mgr.; Jack Gibbons, Prog. Dir. Facilities: 96.1 mc., 20.4 kw—CP. Services: Lang-Worth, Standard, AP.
VILMINGTON—Port Frere Broadcasting Co., 1326 Market St., tel.: 5-8821.
VILMINGTON, WILM-FM—Delaware Broadcasting Co. (WILM), 920 King St., tel.: 4-7771. Personnel: Alfred G. Hill, Pres.; Francis H. Brinkley, V-Pres. & Gen. Mgr.; Frank Gallagher, Prog. Dir.; William F. Frank, News Dir.; Ed Kennedy, Chief Engr. Facilities: CP Channel 258, 99.5 mc., 20 kw. Services: Lang-Worth, AP.
VILMINGTON 28, WDEL-FM—WDEL, Inc., 10th & King Streets, tel.: 7268. Personnel: Clair R. McCollough, Sta. Executive, J. Gorman Walsh, Gen. Mgr.; J. Robert Gulick, Natl. Sales Mgr.; Harvey C. Smith, Prog. Dir.; J. E. Mathiot, Chief Engr. Facilities: Channel 229, 93.7 mc., 16 kw—CP.

DISTRICT OF COLUMBIA

WASHINGTON, WCFM—Cooperative Broadcasting Association, 2621 Virginia Ave., N. W., tel.: Republic 8888. Personnel: H. S. Wood, Pres.; H. F. Kern, Gen. Mgr.; J. D. Murphy, Coml. Mgr.; R. W. Ehrman, Prog. Dir.; H. R. Walter, Chief Engr. Facilities: CP Channel 258, 99.5 mc., 20 kw. Services: World, UP.
WASHINGTON, WHMB—Theodore Granik, 1627 K St., N. W., tel.: Republic 5995. Personnel: Theodore Granik, Pres.; Raymond Kaplan, Chief Engr. Facilities: CP Channel 262, 100.3 mc., 19 kw.
WASHINGTON, WMAL-FM—The Evening Star Broadcasting Co., Inc., 724 14th St., N. W., tel.: National 5400. Personnel: S. H. Kaufmann, Pres.; K. H. Berkeley, Gen. Mgr.; Ben B. Baylor, Jr., Coml. Mgr.; Dan Hunter, Chief Engr. Facilities: CP Channel 231, 94.1 mc., 20 kw.
WASHINGTON, WOL-FM—Cowles Broadcasting Co. (WOL), 1627 K St., N. W., tel.: Metropolitan 0010. Personnel: Gardner Cowles, Pres.; T. A. M. Craven, Gen. Mgr. & Vice Pres.; William Murdoch, Coml. Mgr.; Roy Passman, Prog. Dir.; Harold Reed, Chief Engr. Facilities: CP Channel 254, 98.7 mc., 20 kw. Services: Lang-Worth, Associated, AP, UP, Wash. City News Service.
WASHINGTON, WQQW-FM—Metropolitan Broadcasting Corp. (WQQW), 2627 Conn. Ave., N. W., tel.: CO 6331. Personnel: Morris Rodman, Pres.; M. Robert Rogers, Gen. Mgr.; Perry Walders, Coml. Mgr.; Pierson Underwood, Prog. Dir.; Robert B. Martin, Chief Engr. Facilities: CP Channel 269, 101.7 mc., 20 kw. Services: Standard, World, AP.
WASHINGTON, WTOP-FM—Columbia Broadcasting System, Inc. Personnel: Carl Burkland, Pres. Facilities: Channel 286, 105.1 mc.

FLORIDA

FORT LAUDERDALE, WGOR—Gore Publishing Co., 100 E. Las Oias Blvd. Facilities: CP Channel 293, 106.5 mc., 9.6 kw.
JACKSONVILLE, WJAX-FM—City of Jacksonville, Forsyth, Ocean & Adams Sts. Personnel: John T. Topkins 3rd, Gen. Mgr. Facilities: Channel 236, 95.1 mc., 130 kw.
JACKSONVILLE, WMBR-FM—Florida Broadcasting Co. (WMBR), P. O. Box 5187, tel.: 9-4477. Personnel: Frank King, Pres. & Gen. Mgr.; Glenn Marshall, Jr., Coml. Mgr.; Roger Van Duzer, Prog. Dir.; E. B. Vordermark, Chief Engr. Facilities: CP Channel 241, 96.1 mc., 20 kw. Services: WBS, UP.
JACKSONVILLE, WPDQ-FM—Jacksonville Broadcasting Corp., Gulf Life Bldg. Personnel: James R. Stockton, Pres.; Robert R. Feaglu, Gen. Mgr. Facilities: Channel 259, 99.7 mc., 36 kw.
MIAMI, WGBS-FM—The Fort Industry Co., 1605 Biscayne Blvd. Personnel: Daniel J. Mahony, Pres.; James M. LeGate, Gen. Mgr. Facilities: Channel 242, 96.3 mc., 27 kw.
MIAMI BEACH, WKAT-FM—WKAT, Inc., 1759 N. Bay Road. Personnel: A. Frank Katzentine, Owner; John I. Prosser, Gen. Mgr. Facilities: Channel 226, 93.1 mc., 330 kw.
MIAMI BEACH, WLRD—Mercantile Broadcasting Co., 420 Lincoln Road, tel.: 5-3459. Personnel: Alan H. Rosenson, Pres. & Gen. Mgr. Facilities: CG Channel 230, 93.9 mc., 13.4 kw. Services: Capitol, Lang-Worth, AP.
MIAMI, WMMI—Everglades Broadcasting Co., 334 N. W. 32nd St. Personnel: Joseph B. Falt, Jr., Pres. Facilities: Channel 260, 99.9 mc., 11 kw.
MIAMI, WWPB-FM—Paul Brake (WWPB), 414 S. W. 2nd Ave., tel.: 3-7405. Personnel: Paul Brake, Pres. & Gen. Mgr., & Chief Engr.; Stephen A. Vetter, Asst. Gen. Mgr. Facilities: CP Channel 268, 101.5 mc., 10 kw. Service: AP.
ORLANDO, WDBO-FM—Orlando Broadcasting Co., Inc. (WDBO), 30 S. Ivanhoe Blvd., P. O. Box 3707, tel.: 6181. Personnel: Col. George C. Johnston, Pres. & Gen. Mgr.; Harold P. Danforth, Vice Pres. & Sta. Mgr.; J. M. Pedrick, Local Sales Dir.; W. G. McBride, Prog. Dir.; James E. Yarbrough, Chief Engr. Facilities: Channel 222, 92.3 mc., 20.0 kw—CG. Services: World, Thesaurus, Associated, AP, UP.

BROADCASTING • Telecasting

ORLANDO, WHOO-FM—Orlando Daily Newspapers, Inc., Ft. Gatlin Hotel, tel.: 2-0773. Personnel: Martin Anderson, Pres.; Walter Speight, Jr., Gen. Mgr.; George Newhart, Coml. Mgr.; Stanley Beck, Chief Engr. Facilities: CP Channel 243, 96.5 mc., 59 kw. Services: AP.
ORLANDO, WLOF-FM—Hazlewood, Inc., Angelbit Hotel. Personnel: Victor Buis-set, Gen. Mgr. Facilities: Channel 262, 100.3 mc., 65 kw.
ST. PETERSBURG, WTSP-FM—Pinellas Broadcasting Co., P. O. Box 691, tel.: 7-8108. Personnel: Nelson P. Poynter, Pres.; Herbert T. Anderson, Gen. Mgr.; Lee Wildman, Coml. Mgr.; Jack Faulkner, Prog. Dir.; W. D. Mangold, Chief Engr. Facilities: CP Channel 273, 102.5 mc., 37 kw. Services: World, UP.
TAMPA—The Tribune Co., Hyde Park & Lafayette, tel.: H 1828. Personnel: Charles Baskerville, Gen. Mgr.; B. A. Arnold, Coml. Mgr.; Paul M. Jones, Prog. Dir.; J. H. Mitchell, Chief Engr. Facilities: CP. Services: Thesaurus, Lang-Worth, UP.

GEORGIA

ATHENS, WGAU-FM—J. K. Patrick & Co., Bobbin Mill Rd. Personnel: R. Lewis Doster, Gen. Mgr. Facilities: Channel 258, 99.5 mc., 4.4 kw.
ATLANTA, WAGA-FM—Liberty Broadcasting Corp. (WAGA), 400 Western Union Bldg., tel.: Main 5101. Personnel: George B. Storer, Pres.; James E. Bailey, Gen. Mgr.; Arny Brown, Prog. Dir.; Ken Gurley, Prom. Mgr.; Dale Clark, News Editor; Paul Cram, Chief Engr. Facilities: CP Channel 277, 103.3 mc., 20 kw. Services: Lang-Worth, Thesaurus, AP, INS.
ATLANTA, WATL-FM—Atlanta Broadcasting Co. (WATL), 26 Cain St., N. W., tel.: Walnut 4377. Personnel: J. W. Woodruff, Sr., Pres.; Robert W. Minton, Gen. Mgr.; Sam W. Kane, Coml. Mgr.; Ernest T. Guy, Prog. Dir.; Bob Minton, Chief Engr. Facilities: CP Channel 248, 97.5 mc., 48 kw. Services: Standard, Lang-Worth, UP.
ATLANTA, WCON-FM—The Constitution Publishing Co., 148 Alabama St., S. W. Personnel: Allen Post, Gen. Mgr. Facilities: Channel 253, 98.5 mc., 20 kw.
ATLANTA, WFWM—Wilson & Cope, Route 2, (Duluth, Ga.). Personnel: Fred B. Wilson, Chief Owner; Facilities: Channel 260, 99.9 mc., 49 kw.
ATLANTA, WSB-FM—The Atlanta Journal Co., 7 Forsyth St. Personnel: John Outler, Mgr. Facilities: Channel 283, 104.5 mc., 50 kw.
AUGUSTA, WFMW—The Augusta Chronicle Broadcasting Co., 118—7th St. Personnel: William S. Morris, Pres. Facilities: Channel 279, 103.7 mc., 15 kw.
AUGUSTA, WRDW-FM—Augusta Broadcasting Co., Eighth & Broad Sts. Personnel: William K. Jenkins, Pres. Facilities: Channel 286, 105.1 mc., 30 kw.
CEDARTOWN, WGAA-FM—Northwest Georgia Broadcasting Co. (WGAA), West Theatre Bldg., tel.: 777 or 570. Personnel: O. C. Lam, Pres.; William B. Estes, Gen. Mgr. & Coml. Mgr.; Rowena Whitfield, Prog. Dir.; Hall Wray, Dir. of News; Ed Reilly, Dir. of Sports; G. C. Hunt, Chief Engr. Facilities: CP Channel 241, 96.1 mc., 5.1 kw. Services: World, AP.
COLUMBUS, WDAK-FM—Radio Columbus, Inc. (WDAK), 1320 Broadway, tel.: 5447. Personnel: Allen M. Woodall, Pres.; Miles Ferguson, Coml. Mgr.; Ed Westcott, Prog. Dir.; L. R. Jones, Chief Engr. Facilities: CG.
DECATUR, WEAS-FM—217 W. Ponce de Leon (WEAS), tel.: Dearborn 2521. Personnel: E. D. Rivers, Jr., Pres.; Ewald Kockritz, Gen. Mgr. & Coml. Mgr. & Prog. Dir.; William Keller, Chief Engr. Facilities: CG Channel 225, KEP 600 w. Services: World, AP.
DUBLIN, WMLT-FM—Dublin Broadcasting Co., P. O. Box 659, tel.: 871. Personnel: George T. Morris, Pres.; T. K. Vassy, V. Pres. & Gen. Mgr.; George F. McIntyre, Coml. Mgr.; Dennis M. Brown, Prog. Dir.; Charlie R. Lord, Chief Engr. Facilities: CP Channel 251, 98.1 mc., 2.5 kw. Services: NBC, AP.
LA GRANGE, WLAG-FM—LaGrange Broadcasting Co. (WLAG), 303 Broome St., tel.: 3506. Personnel: Roy C. Swank, Pres.; Edwin Mullinax, Gen. Mgr. & Coml. Mgr.; John Boggess, Prog. Dir.; J. M. McKay, Chief Engr. Facilities: CP Channel 281, 104.1 mc., 5.1 kw. Services: Standard, UP.
MACON, WNEK-FM—Macon Broadcasting Co. (WNEK), Bibb Bldg., tel.: 8211. Personnel: E. M. Lowe, Pres.; Al Lowe, V. Pres. & Gen. Mgr.; George Patton, Coml. Mgr.; Peggy Taylor, Prog. Dir.; A. C. Kibler, Chief Engr. Facilities: CG. Services: Capitol, Cole, AP.
MOULTRIE, WMGA-FM—John F. Pidcock (WMGA), Box 310, tel.: 999. Personnel: John E. Pidcock, Pres. Facilities: CP Channel 278, 103.5 mc., 14 kw.
ROME, WBIX-FM—Rome Radio Broadcasting Co., 121 Broad St. Personnel: Robert L. Tomlinson, Sr., Pres. Facilities: Channel 285, 104.9 mc.
ROME, WLAQ-FM—News Publishing Co. of Rome, Ga. (WLAQ), tel.: 7767. Personnel: B. H. Mooney, Sr., Pres.; Eugene E. Weil, Gen. Mgr. & Coml. Mgr.; George Eubank, Prog. Dir.; Dan Scott, Chief Engr. Facilities: CP Channel 297, 107.3 mc., 6.6 kw. Services: Capitol, Thesaurus, UP, AP, INS.
SAVANNAH, WCCP-FM—Dirix Broadcasting Co. (WCCP), 140 Bull St., tel.: 2-4182. Personnel: Carter C. Peterson, Pres. & Gen. Mgr.; Weldon Herrin, Coml. Mgr.; William Moats, Chief Engr. Facilities: Full Grant Channel 238, 95.5 mc., 7.1 kw. Services: Standard, UP.
VALDOSTA, WGOV-FM—E. D. Rivers, East Park Ave. Personnel: John R. Barlett, Gen. Mgr. Facilities: Channel 233, 92.5 mc., 7 kw.

IDAHO

BOISE, KDSH-FM—Boise Valley Broadcasters, Inc. (KDSH), 311 North 10th St., tel.: 6820. Personnel: Saul Haas, Pres.; Westernman Whillcock, Gen. Mgr. & V. Pres.; Earl Glade, Jr., Asso. Mgr. & Treasurer; James A. Johtz, Jr., Chief Engr. Facilities: CP Channel 251, 98.1 mc., 250 w. Services: Associated, UP.
IDAHO FALLS, KID-FM—Idaho Radio Corp. (KID), Hotel Bonneville, tel.: 4. Personnel: Cecil E. Hart, Pres. & Gen. Mgr.; Leonard Wasden, Coml. Mgr.; James H. Lawrence, Prog. Dir.; C. N. Layne, Chief Engr. Facilities: CG Channel 277, 103.3 mc., 5.4 kw. Services: World, UP.

ILLINOIS

AURORA, WBNU—The Copley Press, Inc., 4-6 Main St. Personnel: Audus Walton Shipton, Pres. Facilities: Channel 280, 103.9 mc., 1 kw.
CENTRALIA, WCNT-FM—Hobart Stephenson (WCNT), tel.: 234. Personnel: Hobart Stephenson, Owner; Anne Collins, Prog. Dir.; Hobart G. Stephenson, Jr., Chief Engr. Facilities: CG Channel 243, 96.5 mc., 73 kw.
CHAMPAIGN-URBANA, WDWS-FM—The News-Gazette, Inc. (WDWS), 48 Main St., tel.: 6-1855. Personnel: Mrs. D. W. Stevick, Pres.; Frank R. Mills, Dir. Facilities: CP Channel 98, 25.3 kw.
CHICAGO, WAAF-FM—Drovers Journal Publishing Co. (WAAF), 836 Exchange Ave., tel.: Yards 0080. Personnel: Ward A. Neff, Pres.; W. E. Hutchinson, Gen. Mgr.; Bradley E. Eldmann, Coml. Mgr.; Cynthia A. Coyle, Prog. Dir.; Carl W. Ulrich, Chief Engr. Facilities: CP Channel 278, 103.5 mc., 12.5 kw. Services: Standard, AP.
CHICAGO, WANF—Amalgamated Broadcasting System, Inc. Personnel: Sidney Hillman, Pres. Facilities: Channel 290, 105.9 mc., 19 kw.
CHICAGO, WBK—Balaban & Katz Corp. (WBK), 190 N. State St., tel.: Franklin 6448. Personnel: Barney Balaban, Pres.; W. C. Eddy, Mgr.; A. H. Broly, Chief Engr. Facilities: CP Channel 242, 96.3 mc., 17 kw. Services: World, Associated, AP.
CHICAGO, WCFL-FM—Chicago Federation of Labor, 666 Lake Shore Drive, tel.: Superior 5300. Personnel: Maurice Lynch, Gen. Mgr. Facilities: CP Channel 282, 104.3 mc., 22.5 kw. Services: Associated, UP.
CHICAGO, WDLM—Moody Bible Institute, 153 Institute Pl. Personnel: R. L. Constable, V. Pres. Facilities: Channel 238, 95.5 mc., 20 kw.
CHICAGO, WEHS—WHFC, Inc., 6138 West Cermak Rd. Facilities: Channel 250, 97.9 mc., 12 kw.

1948 Yearbook Number • Page 325

DIRECTORY OF FM RADIO STATIONS AUTHORIZED FOR CONSTRUCTION OR HOLDING CONDITIONAL GRANTS

(Data corrected to January 1, 1948)

CHICAGO, WENR-FM—American Broadcasting Co., Inc. 20 N. Wacker Drive. Personnel: Ray McLaughlin, Gen. Mgr. Facilities: Channel 234, 94.7 mc., 15 kw.

CHICAGO, WFMF—230 N. Michigan, tel.: State 5466. Personnel: Marshall Field, Pres.; Arthur F. Harre, Gen. Mgr.; Frederick G. Harm, Coml. Mgr.; Mark Russell, Prog. Dir.; Walter F. Myers, Chief Engr. Facilities: CP Channel 262, 100.3 mc., 17 kw. Services: Associated, Capitol, Standard, UP.

CHICAGO, WGES-FM—Radio Station WGES (WGES). 2708 Washington Blvd., tel.: Sacramento 1700. Personnel: John A. Dyer, Pres. & Gen. Mgr.; Elizabeth M. Hinzman, Coml. Mgr.; Herbert Rudolph, Prog. Dir.; Ellery L. Plotts, Chief Engr. Facilities: CP Channel 229, 93.7 mc., 20 kw.

CHICAGO, WMAQ-FM—National Broadcasting Co., Inc. 222 North Bank Drive, tel.: Superior 8300. Personnel: I. E. Showerman, Mgr.; Howard C. Lutgens, Chief Engr. Facilities: CP Channel 266, 93.1 mc., 25 kw.

CHICAGO, WVAC—UAW-CIO Broadcasting Corp. of Illinois, 166 W. Washington, tel.: Dearborn 0581. Personnel: International Union, UAW-CIO, Owner. Facilities: CP Channel 286, 105.1 mc., 20 kw.

CHICAGO, WXRT—Radio Station WSBG (WSBG). 2400 West Madison St., tel.: Monroe 9089. Personnel: Robert O. Miller, Gen. Mgr.; Julius Miller, Coml. Mgr.; Robert O. Miller, Prog. Dir.; Arnold B. Miller, Musical Dir. Facilities: CG Channel 270, 101.9 mc., 20 kw.

DECATUR—Radio Springfield, Inc., c/o 351 Main St., tel. 5371. Personnel: F. W. Schaub, Pres.; Merrill Lindsay, Gen. Mgr. Facilities: CG Channel 283, 104.5 mc.

ELMWOOD PARK, WLEY—Elmwood Park Broadcasting Corp., 2526 N. Harlem Ave., tel.: 3729-WX. Personnel: Stock Company, Bob Brand, Gen. Mgr.; Harry Medin, Coml. Mgr. & Prog. Dir.; Paul Prokes, Chief Engr. Facilities: CP Channel 296, 107.1 mc., 320 kw. Services: SESAC, AP.

HARRISBURG, WEBQ-FM—Harrisburg Broadcasting Co., 100 East Poplar St., tel.: 28. Personnel: Harrisburg Broadcasting Co., Ingils M. Taylor, Gen. Mgr. & Coml. Mgr.; Wanda R. Owen, Prog. Dir.; Joseph R. Tate, Chief Engr. Facilities: CP Channel 260, 99.9 mc., 4.2 kw. Service: UP.

HERRIN, WJPF-FM—Orville W. Lyerla (WJPF), P. O. Box 179, tel.: 382. Personnel: Orville W. Lyerla, Pres.; Charles R. Cook, Gen. Mgr.; Doug Hadley, Prog. Dir.; Gino Monaco, Chief Engr.; Fred Reinhardt, Pub. Relations Dir. Facilities: IO Channel 253, 98.5 mc., 20 kw. Service: UP.

JACKSONVILLE, WLDS-FM—Edge & Kormseyer (WLDS), Fox III Theatre Bldg., tel.: 1180. Personnel: Edge & Kormseyer, Owners; E. J. Kormseyer, Gen. Mgr. & Coml. Mgr.; T. J. Fairburn, Prog. Dir.; G. J. Casseus, Chief Engr. Facilities: CP Channel 263, 100.5 mc. Services: Standard, UP.

MOLINE, WQUA-FM—Moline Broadcasting Corp. (WQUA), Radio Center, tel.: 7000. Personnel: Bruff W. Olin, Jr., Pres. & Gen. Mgr.; Marvin L. Rose, V. Pres. & Coml. Mgr. Facilities: CG Channel 233, 94.5 mc., 10 kw.

ELGIN, WGNN—The Copley Press, Inc., 164-168 DuPage St. Personnel: Audus Walton Shipton, Pres. Facilities: Channel 232, 94.3 mc.

JOLIET, WLHN—The Copley Press, Inc., 78 North Scott St. Personnel: Audus Walton Shipton, Pres. Facilities: Channel 244, 96.7 mc.

OAK PARK—Gale Broadcasting Co., Inc. 110 S. Dearborn. Personnel: Bernard Jacobs, Pres. Facilities: Channel 252, 98.3 mc.

PEORIA, WEEK-FM—West Central Broadcasting Co., 1000 Commercial National Bank Bldg. Personnel: E. K. Gaylord, Pres.; Edgar T. Bell, Gen. Mgr. Facilities: Channel 227, 93.3 mc., 20 kw.

PEORIA, WIRL-FM—Illinois Valley Broadcasting Co., Central National Bank Bldg. Personnel: John M. Camp, Gen. Mgr. Facilities: Channel 239, 95.7 mc., 51 kw.

PEORIA, WMMJ-FM—Mid-State Broadcasting Co. (WMMJ), 408 Fulton, tel.: 9164. Personnel: W. A. Kutsch, Pres.; Joe Raber, Gen. Mgr.; Al Kauffman, Coml. Mgr.; Berne Enterline, Prog. Dir.; Theodore A. Giles, Chief Engr. Facilities: CP Channel 243, 96.5 mc., 10 kw. Services: Standard, SESAC, UP.

PEORIA, WXXL-FM—Central Illinois Radio Corp., Hotel Jefferson. Personnel: Joseph H. Giddan, Pres. Facilities: Channel 231, 94.1 mc., 20 kw.

QUINCY, WTAD-FM—Lee Broadcasting, Inc. (WTAD), WCU Bldg., tel.: 6200. Personnel: Lee P. Loomis, Pres.; George Arnold, Jr., Co-Mgr. Administrative; W. T. Burghart, Co-Mgr. Local Sales; Lee Stations, National Sales Mgr.; Walter J. Rothschild, Engr. Dir.; Urlin Whitman, Chief Engr. Facilities: CP Channel 258, 99.5 mc., 53.4 kw. Services: AFS, Standard, UP, AP.

ROCKFORD, WRQK-FM—Rockford Broadcasters, Inc., News Tower. Personnel: A. G. Simms, Pres.; Walter Koessler, Gen. Mgr. Facilities: Channel 248, 97.5 mc., 44 kw.

E. ST. LOUIS—On The Air, Inc. (WTMV). Personnel: Frank T. Prendergast, Gen. Mgr. & Coml. Mgr.; Paul Enright, Prog. Dir.; Pat Zimmerle, Traffic Dir.; Erie White, Chief Engr. Facilities: CG Channel 273, 102.5 mc., 33.6 kw. Services: World, Cof, Long, UP.

SPRINGFIELD, WTAX-FM—WTAX, Inc. (WTAX), Reich Bldg., tel.: 2-4441. Personnel: Oliver J. Keller, Pres.; Lee Phillips, Prog. Dir.; Eli Swaringen, Chief Engr. Facilities: CP Channel 279, 103.7 mc., 6.7 kw. Services: Thesaurus, SESAC, UP.

WAUKEGAN, WKRS—Keystone Printing Service, Inc., 116 Madison St., tel.: Majestic 1. Personnel: F. H. Just, Pres.; F. Ward Just, Gen. Mgr.; Albert Aldrich, Chief Engr. Facilities: CP Channel 294, 107.7 mc., 12.5 kw.

INDIANA

BLOOMINGTON, WSUA-FM—Radio Station WSUA, Inc. (WSUA), 117½ W. Kirkwood, tel.: 7277. Personnel: Warren G. Davis, Pres. & Gen. Mgr.; Lyle Warwick, Coml. Mgr.; Gene Waters, Prog. Dir.; Jim Rolfe, Chief Engr. Facilities: CG Channel 279, 103.7 mc., 3 kw. Services: World, Standard, UP.

CORYDON, WIOC—Robert P. O'Bannon, Box 218. Personnel: Robert P. O'Bannon, Owner. Facilities: Channel 221, 92.1 mc.

CONNERSVILLE, WCNB-FM—News-Examiner Co. (WCNB), 406 Central Ave., tel.: 72. Personnel: G. S. Tatman, Pres.; E. M. Jackson, Gen. Mgr. & Coml. Mgr.; James C. Wullman, Chief Engr. Facilities: CP Channel 262, 101.3 mc., 7.7 kw.

CRAWFORDSVILLE, WFMU—119 S. Green St., tel.: 100. Personnel: Foster Fudge, Journal-Review; Addington Vance, Journal-Review. Facilities: CG Channel 275, 102.9 mc., 12.5 kw.

ELKHART, WTRC-FM—Truth Publishing Co., Inc. (WTRC), 116 S. Second, tel.: 1340. Personnel: C. D. Greenleaf, Pres.; R. E. Baker, Gen. Mgr.; B. E. Baker, Prog. Dir.; Lester Zellmer, Chief Engr. Facilities: CP Channel 264, 100.7 mc., 22 kw.

EVANSVILLE, WIKY-FM—South Central Broadcasting Corp. (WIKY), Mt. Auburn Rd., tel.: 4-8284. Personnel: John A. Engelbrecht, Pres. & Gen. Mgr. & Coml. Mgr.; George P. Stoltz, Chief Engr. Facilities: CG Channel 281, 104.1 mc., 21.5 kw. Services: Associated, Capital.

FORT WAYNE—201½ W. Jefferson St., tel.: Eastbrook 3366. Personnel: E. A. Nicholas, Pres.; Pierre Boucheron, Gen. Mgr. & Coml. Mgr.; Norman Widenhofer, Prog. Dir.; Don Holzapfel, Chief Engr. Facilities: CP. Services: Lang-Worth, Standard, UP, AP.

FORT WAYNE, WFTW-FM—Ft. Wayne Broadcasting, Inc. (WFTW), 220 E. Jefferson St., tel.: Anthony 2295. Personnel: Edward G. Thoms, Pres. & Gen. Mgr.; William Aldrich, Coml. Mgr.; Rex Moad, Prog. Dir.; Eugene Chase, Chief Engr. Facilities: CP Channel 279, 103.7 mc., 10 kw. Services: Associated, Thesaurus, UP.

HAMMOND, WJOB-FM—South Shore Broadcasting Corp., 449 State St., tel. Sheffield 8400. Personnel: O. E. Richardson, Gen. Mgr.; Robert C. Adair, Coml. Mgr.; Sam Weller, Prog. Dir.; Stan Strasbuch, Chief Engr. Facilities: CP Channel 222, 92.3 mc., 20 kw. Services: SESAC, Associated, UP.

INDIANAPOLIS, WFBM-FM—WFBM, Inc., 48 Monument Circle. Personnel: Harr M. Bitner, Pres. & Gen. Mgr. Facilities: Channel 250, 97.9 mc., 20 kw.

INDIANAPOLIS, WIBC-FM—Indiana Broadcasting Corp. (WIBC), 30 W. Washington St., tel.: Lincoln 2305. Personnel: Richard M. Fairbanks, Pres.; Kenneth W. Church, Gen. Mgr.; Samuel R. White, Coml. Mgr.; Edward Mason, Prog. Dir.; Harry E. Adams, Chief Engr. Facilities: CP Channel 238, 95.5 mc., 20 kw. Services: World, Associated, LW, UP, AP, PA.

INDIANAPOLIS, WIRE-FM—Indianapolis Broadcasting, Inc. (WIRE), 9th Floor Claypool Hotel, tel.: Riley 1541. Personnel: Eugene C. Pulliam, Pres.; William C. Worcester, V. Pres. & Gen. Mgr.; Daniel C. Park, Gen. Sales Mgr.; William L. Dean, Prog. Dir.; Eugene E. Alden, Chief Engr. Facilities: CG Channel 222, 92.3 mc., 20 kw. Services: AP, UP.

INDIANAPOLIS, WISH-FM—Capitol Broadcasting Corp., Inc., Board of Trad Bldg., tel.: Market 6345. Personnel: Stokes Gresham, Jr., Chief Engr. Facilities: Channel 254, 98.7 mc., 20 kw.

INDIANAPOLIS, WMHC-FM—The William H. Block Co., 50 N. Illinois St., tel.: Riley 8421. Personnel: Merrill Lindley, Radio Dir. Facilities: CP Channel 244, 97.1 mc., 20 kw.

KOKOMO, WKMO-FM—Kokomo Broadcasting Corp., 400½ N. Main St., tel.: 5171. Personnel: Dr. R. S. Taylor, Pres.; Joseph W. Jordan, Gen. Mgr.; Frank Gregory, Prog. Dir.; George Palmer, Chief Engr. Facilities: CP Channel 266, 99.9 mc., 31 kw. Services: Standard, Lang-Worth, UP.

LAFAYETTE, WFAM—WFAM, Inc. (WASK), Wallace Bldg., tel.: 4300. Personnel: O. E. Richardson, Pres. & Coml. Mgr.; J. Gibbs Spring, Gen. Mgr. & Prog. Dir.; Harry Garba, Chief Engr. Facilities: CG Channel 236, 95.1 mc., 12 kw. Services: World, UP.

MARION, WMRI—Chronicle Publishing Co., Inc., 610 Adams St. Personnel: David B. Lindsay, Pres. Facilities: Channel 295, 106.9 mc.

TERRE HAUTE, WTHI-FM—Wabash Valley Broadcasting Corp., 120 S. Seventh St., tel.: Crawford 9481. Personnel: Raymond J. Kearns, Pres.; Joseph M. Higgins, Gen. Mgr.; Arnold C. Johnson, Prog. Dir.; Frank Lee, Chief Engr. Facilities: CP Channel 260, 99.9 mc., 20.0 kw. Services: Lang-Worth, UP.

WASHINGTON, WFML—Washington Radio Inc., 11 S. E. 4th St., tel.: 51. Personnel: Raul R. Bausman, Pres.; Roger L. Dyer, Chief Engr. Facilities: CG Channel 293, 106.5 mc., 12.5 kw.

IOWA

ATLANTIC, KCON—Continental Broadcasting Co. Personnel: Leo R. Pearlman, Pres. Facilities: Channel 293, 106.5 mc.

CLINTON, KROS-FM—Clinton Broadcasting Corp. (KROS), tel.: 448. Personnel: W. S. Jacobsen, Pres.; Morgan Sexton, Gen. Mgr.; Walter Teich, Coml. Mgr.; Robert Bodden, Prog. Dir.; Gilbert Andrew, Chief Engr. Facilities: CP Channel 241, 96.1 mc., 3 kw. Services: Standard, UP.

CRESTON, KSIB-FM—Southwest Iowa Broadcasting Co. (KSIB), Radio Center tel.: 55. Personnel: Arthur Horning, Pres.; E. M. Horning, Gen. Mgr.; Charles T. Webb, Coml. Mgr.; Ray W. Heinen, Prog. Dir.; Louis A. Polen, Chief Engr. Facilities: CG Channel 297, 107.3 mc. Services: Standard SESAC, AP.

DAVENPORT, WOC-FM—Tri-City Broadcasting Co. (WOC), 1002 Brady St., tel.: 3-3661. Personnel: Col. B. J. Palmer, Pres.; Buryl Lottridge, Gen. Mgr.; L. O. Fitzgibbons, Coml. Mgr. Facilities: Channel Interim Oper. 279, 103.7 mc., 47 kw.

DES MOINES, KIOA-FM—Independent Broadcasting Co. Personnel: John W. Boler, Pres. Facilities: Channel 253, 98.5 mc., 20 kw.

DES MOINES, KRNT-FM—Cowles Broadcasting Co. (KRNT), 715 Locust St., tel.: 3-2111. Personnel: Gardner Cowles, Pres.; Phil Hoffman, Gen. Mgr.; Robert Dillon, Coml. Mgr.; Charles Miller, Prog. Dir.; Charles Quantin, Chief Engr. Facilities: CP Channel 283, 104.5 mc., 160 kw.

DES MOINES, KSO-FM—Murphy Broadcasting Co., Tenth at Grand Ave. Personnel: Kingsley H. Murphy, Pres. Facilities: Channel 247, 97.3 mc., 154 kw.

DES MOINES, KUMB-FM—Radio Station Des Moines, Inc. (KUMB), Paramount Bldg., tel.: 3-5175. Personnel: Myron J. Bennett, Pres. & Gen. Mgr. Facilities: Channel 222, 92.5 mc., 14 kw—CG. Services: World, UP.

DES MOINES, WHO-FM—Central Broadcasting Co. (WHO), 914 Walnut St., tel.: 3-7147. Personnel: Col. B. J. Palmer, Pres.; P. A. Loyet, V-Pres. & Resident Mgr.; Harold Fulton, Coml. Mgr.; Ernie Sanders, Prog. Dir.; Ray Stauffer, Engr. in Charge of FM; Reed E. Snyder, Chief Engr. Facilities: Channel Int. Oper. 262, 100.3 mc., 5 kw. Services: Thesaurus, Lang-Worth, SESAC, INS, UP, AP.

KEOKUK, KUGC—The Gate City Co., 18-20 N. Sixth St. Personnel: Dale E. Carrell, Sr., Pres. Facilities: Channel 253, 98.5 mc.

DUBUQUE, WDBQ—Dubuque Broadcasting Co. (WKBQ), 505 Main St., tel.: 572. Personnel: James D. Carpenter, Pres. & Gen. Mgr.; Harry Hatzenbuehler, Coml. Mgr.; Scott Runge, Prog. Dir.; John Uyeoka, Chief Engr. Facilities: CP Channel 277, 103.3 mc. Services: World, UP.

DUBUQUE, KDTH-FM—Telegraph Herald (KDTH), 8th Ave. & Bluff, tel.: 1603. Personnel: F. W. Woodward, Pres.; K. S. Gordon, Gen. Mgr.; Arnie Stierman, Prog. Dir.; Charles Cain, Chief Engr. Facilities: CP Channel 263, 100.5 mc., 180 kw. Services: Standard, AP.

MUSCATINE, KWPC-FM—Muscatine Broadcasting Co., Ltd. (KWPC), Mulberry & Houser, tel.: 860. Personnel: George J. Volger, Gen. Mgr.; Max Risinger, Coml. Mgr.; Virgil Godfrey, Prog. Dir.; Elmer Christenson, Chief Engr. Facilities: CG Channel 259, 99.7 mc., 2.22 kw. Services: NBC, Capitol, UP.

SHENANDOAH, KFNF-FM—KPNF Inc., 304 Sycamore St., tel.: 1. Personnel: Henry Field, Pres.; John Nicolson, Owner; Frank Stubbs, Gen. Mgr. & Coml. Mgr.; Marian Stubbs, Prog. Dir.; Robert Barkman, Chief Engr. Facilities: CG Channel 277, 103.3 mc. Services: World, Standard, AP.

KANSAS

LAWRENCE, KKKX—The World Co., 722 Maas, tel.: 22. Personnel: Dolph Simmons, Gen. Mgr. Facilities: CP.

McPHERSON, KNEK—The McPherson Broadcasting Co., Inc., 228 Grand Bldg. Personnel: John R. Griffith, Pres. Facilities: Channel 277, 103.3 mc.

TOPEKA, WREN-FM—WREN Broadcasting Co., Inc. (WREN), 411 West 10th St., tel.: 2-0505. Personnel: E. C. Jackman, Pres.; Verl Bratton, Gen. Mgr.; Larry Cotton, Coml. Mgr.; Fred Conger, Prog. Dir.; Carl Blesner, Chief Engr. Facilities: CG Channel 231, 94.1 mc., 20 kw.

WICHITA, KFHF-FM—Radio Station KFHF Co. (KFHF), KFHF Bldg., tel.: 2-4491. Personnel: M. M. Murdock, V. Pres. & Gen. Mgr.; Pler S. Clark, Bus. Mgr.; Frank Mathews, Nat'l. Sales & Prom. Mgr.; Vernon Reed, Prog. Dir.; Amos Dadsman, Chief Engr. Facilities: CP Channel 262, 100.3 mc., 180 kw.

WICHITA, KWBB-FM—Wichita Beacon Broadcasting Co. (KWBB), Third & Topeka, tel.: 3-5192. Personnel: Louis Levand, Pres.; Vic Rugh, Gen. Mgr. & Coml. Mgr.; Austin Kimble, Chief Engr. Facilities: CP Channel 250, 97.9 mc., 48 kw.

KENTUCKY

ASHLAND, WCFM-FM—Ashland Broadcasting Co. (WCFM), Box 949, tel.: 3010. Personnel: Gilmore N. Nunn, Pres.; Charles C. Warren, Gen. Mgr. & Coml. Mgr.; John W. Fell, Prog. Dir.; Clarence Weaver, Chief Engr. Facilities: CP Channel 229, 93.7 mc., 4.4 kw. Services: World, Thesaurus, UP.

BOWLING GREEN, WBON—Bowling Green Broadcasting Co., Inc. (WLBG), 901 Fairview Ave., tel.: 1340. Personnel: Ken D. Given, Pres. & Gen. Mgr.; E. A. Finley, Coml. Mgr.; Frank Bliesener, Chief Engr. Facilities: CP Channel 266, 101.1 mc., 8.4 kw. Services: Lang-Worth, AP.

EXINGTON, WLAP-FM—American Broadcasting Corp. (WLA), Radio Bldg., tel.: 1721. Personnel: Gilmore N. Nunn, Pres.; J. E. Willis, Gen. Mgr.; Miller Welch, Coml. Mgr.; J. B. Faulconer, Prog. Dir.; Sanford Helt, Chief Engr. Facilities: CP Channel 233, 94.5 mc., 3.0 kw. Services: World, Thesaurus, UP.

OWENSBORO, WOMI-FM—Owensboro Broadcasting Co., Inc. (WOMI), Byrds Ave. & Livermore Rd., tel.: 420. Personnel: Lawrence W. Hager, Pres.; Hugh O. Potter, Gen. Mgr.; Norman Hall, Prog. Dir.; Cliffordean Potter, Music Dir.; Marshall Bruner, Assis. Mgr.; Leslie Goodaker, Chief Engr. Facilities: CG Channel 223, 92.5 mc., 60.8 kw. Services: Lang-Worth, AP.

OWENSBORO, WVJS-FM—Owensboro on the Air, Inc. (WVJS), 320-326 Allen St., tel.: 3408. Personnel: Vincent J. Steele, Pres.; Malcolm Greep, Gen. Mgr.; Jack McLean, Coml. Mgr.; Lee C. Meredith, Prog. Dir.; Cecil H. Dodd, Music Dir.; Robert Earl Jagoe, Chief Engr. Facilities: CP Channel 241, 96.1 mc., 45.6 kw. Services: Thesaurus, World, UP.

VINCHESTER, WINW—Winchester Sun Co., Inc., tel.: 91. Personnel: James S. Tatman, Gen. Mgr. Facilities: CG.

LOUISIANA

ALEXANDRIA, KALB-FM—Alexandria Broadcasting Co., Inc., 5th & Johnston. Personnel: Walter H. Allen, Pres. Facilities: Channel 245, 96.9 mc., 3 kw.

ATON ROUGE—Air Waves, Inc. (WLCS), 204 North St., tel.: 2-4411. Personnel: Harry B. Nelson, Pres.; Earl H. Smith, Gen. Mgr.; Lamar Simmons, Coml. Mgr.; William H. Bland, Jr., Chief Engr. Facilities: CG. Services: Associated, Capital, SESAC, Cole, AP, INS.

ATON ROUGE—Modern Broadcasting Co. of Baton Rouge, Inc., National Bank Bldg., tel.: 2-4497. Personnel: Louis S. Prejean, Pres. Facilities: CG Channel 282, 104.3 mc., 3.07 kw.

AFAYETTE, KVOL-FM—Evangeline Broadcasting Co., Inc., 519 S. Buchanan St. Personnel: Morgan Murphy, Pres. Facilities: Channel 241, 96.1 mc.

EW ORLEANS, WDSU-FM—Stephens Broadcasting Co. (WDSU), 214 Royal St., tel.: Raymond 7135-6-7. Personnel: E. A. Stephens, Fred Weber, H. G. Wall, Partners; Fred Weber, Gen. Mgr.; Charles Price, Coml. Mgr.; Stanley Holiday, Prog. Dir.; Sylvia Glueck, Prom. Dir.; Lindsey Riddle, Chief Engr. Facilities: CP Channel 287, 105.3 mc., 200 kw. Services: Associated, UP, AP.

EW ORLEANS, WDSW—Deep South Broadcasting Corp., P. O. Box 1387. Personnel: Clarke Salmon, Pres. Facilities: Channel 229, 93.7 mc., 40 kw.

HREVEPORT—Radio Station KTBS, Inc., Box 1121, tel.: 3-3673. Facilities: CP.

HREVEPORT, KRMD-FM—Radio Station KRMD, P. O. Box 1712. Personnel: Glenn V. Wilson, Gen. Mgr. Facilities: Channel 266, 101.1 mc.

HREVEPORT, KWKH-FM—International Broadcasting Corp., Commercial Bldg. Personnel: John D. Ewing, Pres. Facilities: Channel 233, 94.5 mc., 43 kw.

MAINE

EWISTON—Lewiston-Auburn Broadcasting Corp. (WLAM), 129 Lisbon St., tel.: 6500. Personnel: Frank S. Hoy, Chief Owner & Gen. Mgr.; Elden H. Shute, Jr., Pres.; Gerald T. Higgins, Coml. Mgr.; William Finkeldey, Prog. Dir.; Leslie R. Hall, Chief Engr. Facilities: CG Channel 275, 102.9 mc.

EWISTON, WCOU-FM—Twin City Broadcasting Co., Inc. (WCOU), 223 Lisbon St., tel.: 3140. Personnel: Faust Couture, Pres. & Treas.; John C. Libby, Gen. Mgr.; Oscar Normand, Coml. Mgr.; Eugene Parker, Prog. Dir.; Donald Mason, Chief Engr. Facilities: CP Channel 230, 93.9 mc., 13 kw. Services: Standard, SESAC, UP.

ORTLAND, WGAN-FM—Guy Gannett Broadcasting Services, 645 Congress St. Personnel: Guy P. Gannett, Pres. Facilities: Channel 270, 101.9 mc., 3.6 kw.

MARYLAND

ANNAPOLIS, WJWD—The Capital Broadcasting Co., Carvel Hall Hotel. Personnel: John W. Downing, Pres. Facilities: Channel 256, 99.1 mc., 16.6 kw.

BALTIMORE, WASA—The A. S. Abell Co., Balto & Chas Sts., tel.: Lexington 7700. Personnel: Paul Patterson, Pres.; Ernest A. Lang, Coml. Mgr.; Robert B. Cochran, Prog. Dir.; C. G. Nopper, Chief Engr. Facilities: CP Channel 250, 97.9 mc., 20 kw. Services: Associated, Lang-Worth, AP.

BALTIMORE, WCAO-FM—The Monumental Radio Co., 1102 North Charles St., tel.: Vernon 0600. Personnel: Lewis M. Milbourne, Pres.; L. Waters Milbourne, Gen. Mgr. & Exec. V. Pres.; Leslie H. Peard, Jr., Coml. Mgr.; George L. Filling, Prog. Dir.; Martin L. Jones, Chief Engr. Facilities: CP Channel 274, 102.7 mc., 20 kw. Services: Standard, AP.

BALTIMORE, WCBM-FM—Baltimore Broadcasting Corp. (WCBM), Community House, tel.: University 8400. Personnel: John Elmer, Pres. & Coml. Mgr.; George H. Roeder, Gen. Mgr.; Charles A. Roeder, Prog. Dir.; G. Porter Houston, Chief Engr. Facilities: CP Channel 226, 93.1 mc., 15 kw. Services: Associated, INS, UP.

BALTIMORE, WFBR-FM—The Baltimore Radio Show, Inc. (WFBR), 10 E. North Ave., tel.: Malberry 1300. Personnel: Robert S. Maslin, Pres.; Hope H. Barroll Jr., Exec. V. Pres.; William S. Prie, Nat'l. Sales Dir.; William R. Dothard, Local Sales Dir.; W. Bertram Hanauer, Prog. Dir.; William G. Ranit, Chief Engr. Facilities: CP Channel 270, 101.9 mc., 20 kw. Services: World, AP, UP.

BALTIMORE, WMCP—Belvedere Broadcasting Corp., 502 E. North Ave., tel.: Hopkins 3700. Personnel: Thomas F. McNulty, Pres.; Bernard G. Peter, V. Pres. & Gen. Mgr.; H. A. Kemp, Chief Engr. Facilities: CP Channel 234, 94.7 mc., 20 kw. Service: AP.

BETHESDA, WBCC-FM—Broadcast Management Inc. (WBCC), Bethesda-Chevy Chase, tel.: Oliver 2800. Personnel: Willard D. Egolf, Pres. Facilities: Channel 276, 103.1 mc., 490 w. Services: Lang-Worth, Associated, AP, UP.

BRADBY HEIGHTS, WBUZ—Chesapeake Broadcasting Co., Inc., 1510 Southern Ave., tel.: Hillside 3-800. Personnel: Arthur Baldwin Curtis, Pres.; Leslie Altman, Treas. & Gen. Mgr.; Al Porter, V. P. & Coml. Mgr.; Gordon Shaw, Prog. Dir. Facilities: Channel 244, 96.7 mc., 420 kw. Services: AP, World.

CUMBERLAND, WTBO-FM—Cumberland Broadcasting Co. (WTBO), 31 Frederick St., tel.: 299. Personnel: Aurelia S. Becker, Chief Owner & Gen. Mgr. & Coml. Mgr.; Edwin F. Hinkle, Prog. Dir.; David W. Jefferies, Chief Engr. Facilities: CG Channel 295, 106.9 mc., 12.2 kw.

SALISBURY, WBOC-FM—The Peninsula Broadcasting Co. (WBOC), Radio Park, tel.: 2480. Personnel: John W. Downing, Pres. Facilities: CP Channel 248, 97.5 mc., 12 kw. Services: World, AP.

SILVER SPRING, WHIP—Montgomery FM Broadcasting Corp., Radio City, tel.: Silgo 9447. Personnel: Ann Irene Albert, Pres.; Sidney Alfred Alpert, Gen. Mgr.; Hymen Alpert, Coml. Mgr.; Robert Williams, Music Dir.; Morris Shear, Sports Dir.; Dwight Martin, Chief Engr. & News Editor. Facilities: CG Channel 280, 103.9 mc., 621 watts. Service: MacGregor.

MASSACHUSETTS

BOSTON, WAZV—Cur-Nan Co., 10 Post Office Sq. Personnel: Joseph F. Curran, Pres. Facilities: Channel 296, 107.1 mc., 800 kw.

BOSTON, WCOP-FM—Massachusetts Broadcasting Corp. (WCOP), 485 Boylston St., tel.: Copley 7-0123. Personnel: John Cowles, Pres.; Craig Lawrence, Gen. Mgr.; A. N. Armstrong, Jr., Nat'l. Coml. Mgr.; Gene King, Prog. Dir.; Henry Lundquist, Prod. Mgr.; Roland C. Hale, Chief Engr. Facilities: CP Channel 264, 100.7 mc., 20 kw. Services: Standard, AP, UP, INS.

BOSTON, WEEI-FM—Columbia Broadcasting Sys., Inc. (WEEI), 182 Tremont St., tel.: Hubbard 2323. Facilities: CP Channel 277, 103.3 mc., 20 kw.

BOSTON, WNAC-FM—The Yankee Network, Inc., 21 Brookline Ave. Personnel: William O'Neil, Pres.; John Shepard 3rd, Gen. Mgr. Facilities: Channel 253, 98.5 mc., 19.5 kw.

BOSTON, WUNY—Unity Broadcasting Corp. of Mass., 25 La Grange St. Personnel: Philip Kramer, Pres.; M. S. Novik, Radio Consultant; Bertrand B. Arnow, Chief Engr. Facilities: CP Channel 273, 102.5 mc., 20 kw.

BROCKTON, WBET-FM—Enterprise Publishing Co. (WBET), 60 Main St., tel.: 7062. Personnel: Charles A. Fuller, Gen. Mgr.; Paul A. Belaire, Coml. Mgr.; Joseph G. Quill, Prod. Dir.; Mark L. MacAdam, Tech. Dir. Facilities: CP Channel 249, 97.7 mc., 880 w. Services: Thesaurus, Lang-Worth, SESAC, AP.

BROCKTON, WBKT—Plymouth County Broadcasting Corp., 106 Main St. Personnel: Edmund J. Campbell, Pres. Facilities: Channel 292, 106.3 mc., 800 w.

FALL RIVER, WSAR-FM—The Fall River Broadcasting Co., Inc., Academy Bldg. Personnel: Melvin Lahr, Pres. & Mgr. Facilities: Channel 279, 103.7 mc., 20 kw.

FITCHBURG, WEIM-FM—717 Main St. Personnel: Mitchell G. Meyers, Ruben E. Aronheim & Milton H. Meyers, Partnership. Facilities: Channel 284, 104.7 mc., 18 kw.

GREENFIELD, WHAI-FM—John W. Haigis (WHAI), 356 Main St., tel.: 4301. Personnel: John W. Haigis, Pres.; John W. Haigis, Jr., Mgr.; H. W. Nichols, Coml. Mgr. Facilities: CP Channel 252, 98.3 mc., 1 kw.

HAVERHILL, WHAV-FM—The Haverhill Gazette Co. (WHAV), 30 How St., tel.: 7090. Personnel: John T. Russ, Pres. & Gen. Mgr. Facilities: Channel 223, 92.5 mc., 20 kw. Services: World, Associated, SESAC, AP.

LOWELL, WLLH-FM—Merrimac Broadcasting Co., Inc., 39 Kearney Square. Personnel: A. S. Moffat, Pres.; Dana W. Fitzgerald, Mgr. Facilities: Channel 258, 99.5 mc., 12.2 kw.

NEW BEDFORD—E. Anthony & Sons, Inc. (WOCB), tel.: 5-7411. Facilities: CG Channel 232, 94.3 mc., 1 kw.

NEW BEDFORD, WBSM—Bay State Broadcasting Co., 229 Coffin Ave. Personnel: Maj. Robert E. Hawes, Pres. Facilities: Channel 247, 97.3 mc., 20 kw.

PITTSFIELD, WBEC-FM—Western Mass. Broadcasting Co. (WBEC), 30 Eagle St., tel.: 8292. Personnel: L. K. Miller, D. B. Miller, Owners; James L. Spates, Gen. Mgr. & Chief Engr.; W. Wendell Budrow, Coml. Mgr.; Franklin Wiener, Prog. Dir. Facilities: CP Channel 232, 94.3 mc., 1 kw. Services: Standard, Lang-Worth, AP.

PITTSFIELD, WBK-FM—Graylock Broadcasting Co., 8 Bank Row, tel.: 2-1553. Personnel: Leon Podolsky, Pres.; John T. Parsens, Gen. Mgr.; Robert Burbank, Coml. Mgr.; Daniel Healy, Prog. Dir.; Leonard Lavendall, Chief Engr. Facilities: CP Channel 268, 101.5 mc., 12 kw. Services: Thesaurus, UP.

SALEM, WESX-FM—North Shore Broadcasting Co., 49 Washington St. Personnel: Charles W. Phelan, Pres.; Edmund L. Phelan, Gen. Mgr. Facilities: Channel 221, 92.1 mc., 500 w.

SPRINGFIELD, WSPR-FM—WSPR, Inc. (WSPR), 63 Chestnut St., tel.: 6-2757. Personnel: Quincy A. Brackett, Pres. & Gen. Mgr.; Milton W. Stroughton, V. Pres.; Wayne Henry Latham, Prog. Dir.; Lewis B. Breed, Treas.; Lawrence A. Reilly, Chief Engr. Facilities: CP Channel 250, 97.9 mc., 14 kw. Services: Lang-Worth, AP.

WEST YARMOUTH—E. Anthony & Sons, Inc., 555 Pleasant St. Personnel: Mayhew R. Hitch, Pres. Facilities: Channel 232, 94.3 mc.

MICHIGAN

ANN ARBOR, WUOM—University of Michigan, 4004 Angell Hall, tel.: 4121-Ext. 393. Personnel: Waldo Abbot, Gen. Mgr.; Frank Nader, Chief Engr. Facilities: CP Channel 219, 91.7 mc., 50 kw.

DEARBORN, WKMH-FM—WKMH, Inc. (WKMH), WKMH Bldg., tel.: Superior 4000. Personnel: Fred A. Knorr, Pres. & Gen. Mgr.; Walter Patterson, Coml. Mgr.; Kirk Knight, Prog. Dir.; Jerrold Martin, Chief Engr. Facilities: CG Channel 262, 100.3 mc., 25.5 kw. Services: Lang-Worth, UP, INS.

DETROIT, WAIC—UAW-CIO Broadcasting Corp. of Michigan, 411 W. Milwaukee, tel.: Trinity 1-6600. Facilities: CP Channel 270, 101.9 mc., 52 kw.

DETROIT, WDFM—Wolverine State Broadcasting Service, Inc., 2230 Buhl Bldg. Personnel: Paul R. Hietmeyer, Chief Owner & Gen. Mgr. Facilities: CG Channel 290, 105.9 mc., 20 kw.

DETROIT, WDLT—King-Trendle Broadcasting Corp. (WXYZ), 1700 Stroh Bldg., tel.: Cherry 8321. Personnel: James G. Riddell, Gen. Mgr.; Harold Christian, Coml. Mgr.; Jack McCarthy, Prog. Dir.; William Hendricks, Sales Prom. Mgr.; Jack Cnaan, Pub. Dir.; Charles Kochoer, Chief Engr. Facilities: CP Channel 286, 101.1 mc., 23 kw. Services: Lang-Worth, World, Standard, UP, INS.

DETROIT, WDLW—Knight Radio Corp. Personnel: John S. Knight, Pres. Facilities: Channel 238, 95.5 mc., 20 kw.

DETROIT, WJRM—WJR, The Goodwill Station, Inc. (WJR), 2208 Fisher Bldg., tel.: Madison 4440. Personnel: G. A. Richards, Pres.; Harry Wismer, Asst. to Pres.; Conrad Noll, Asst. Gen. Mgr.; Worth Kramer, Prog. Dir.; G. F. Leydorf, Chief Engr.; Arch Shaw, Sales Mgr. Facilities: CP Channel 242, 96.3 mc., 24 kw. Services: Cole, Lang-Worth, Standard, Associated, Thesaurus, AP, INS, UP.

DETROIT, WLDL—Lincoln Broadcasting Co., 13271 Mt. Elliott, tel.: Twinbrook 2-4400. Personnel: Ellis C. Thompson, Gen. Mgr.; Harold I. Tanner, Coml. Mgr.; Jerome Steadley, Chief Engr. Facilities: CG Channel 234, 94.7 mc.

DETROIT, WTTL—Telair Co. Personnel: W. A. Fraser, Pres. Facilities: Channel 258, 99.5 mc.

DETROIT, WXYZ-FM—King-Trendle Broadcasting Corp., Stroh Bldg. Personnel: James G. Riddell, Gen. Mgr. Facilities: Channel 266, 101.1 mc., 23 kw.

EAST LANSING, WKAR-FM—Michigan State College (WKAR), tel.: 8-1511-Ext. 488. Personnel: Robert J. Coleman, Gen. Mgr.; Lawrence Frymire, Prog. Supvr.; J. Kenneth Richards, Prod. Supvr.; Robert Kamins, News Supvr.; Norris E. Grover, Chief Engr. Facilities, CP Channel 213, 90.5 mc., 8 kw. Services: Thesaurus, AP.

FLINT, WAJL—Advertisers Press, Inc., 328 S. Saginaw St. Personnel: Donald E. Johnson, Pres. & Treas. Facilities: Channel 296, 107.1 mc., 400 w.

FLINT, WBBC-FM—Booth Broadcasting Co. (WBBC), 112 West Water St., tel.: 98686. Personnel: John Lord Booth, Pres.; Robert L. Balfour, Gen. Mgr.; W. Eldon Garner, Coml. Mgr.; Robert L. Mabry, Prog. Dir.; G. Elwood Ryan, Chief Engr. Facilities: CP Channel 260, 99.9 mc. Services: McGregor, AP.

FLINT, WFDF-FM—Flint Broadcasting Co., Mott Bldg. Personnel: Howard M. Loeb, Secy. & Mng. Dir. Facilities: Channel 236, 95.1 mc., 13 kw.

GROSSE POINTE, WGSE—Grosse Pointe Broadcasting Corp., 288 Fisher Road. Personnel: Lorenzo Gentile, Pres. Facilities: Channel 252, 98.3 mc., 500 w.

JACKSON, WIBM-FM—Herman Radner, WIBM, Inc., tel.: 6121. Facilities: CP.

KALAMAZOO, WJEF-FM—Fetzer Broadcasting Co., 124 West Michigan Ave., tel.: 3-1223. Personnel: John E. Fetzer, Pres. & Gen. Mgr.; John W. O'Harrow, Coml. Mgr.; Willis F. Dunbar, Prog. Dir.; Carl E. Lee, Chief Engr. Facilities: CG Channel 228, 93.7 mc.

LANSING, WJIM-FM—WJIM, Inc., Bank of Lansing Bldg. Personnel: Harold F. Cross, Pres. & Gen. Mgr. Facilities: Channel 248, 97.5 mc., 53 kw.

DIRECTORY OF FM RADIO STATIONS AUTHORIZED FOR CONSTRUCTION OR HOLDING CONDITIONAL GRANTS

(Data corrected to January 1, 1948)

- MUSKOGON, WKBZ-FM**—Ashbacker Radio Corp., 432 Apple Ave. Personnel: Grant F. Ashbacker, Pres.; Fred W. Wagenwood, Gen. Mgr. Facilities: Channel 293, 106.5 mc., 49 kw.
- OWOSSO, WOAP-FM**—Argus Press Co. (WOAP), 201 E. Exchange, tel.: 980. Personnel: J. E. Campbell, Pres.; M. H. Wirth, Gen. Mgr.; J. Hall Smith, Prog. Dir. Facilities: CP Channel 276, 103.1 mc., 1 kw. Services: Standard, AP.
- PONTIAC, WCAR-FM**—WCAR, Inc., Riker Bldg. Personnel: H. Y. Levinson, Pres. & Gen. Mgr. Facilities: Channel 278, 103.5 mc., 20 kw.
- ROYAL OAK, WEXL-FM**—Royal Oak Broadcasting Co. (WEXL), 212 W. 6th St., tel.: Elmhurst 6524. Personnel: George B. Hartrick, Pres.; Calvert M. Hill, Gen. Mgr. & Coml. Mgr.; Gordon Sparks, Prog. Dir.; Garnet Sparks, Chief Engr.; Jacob B. Sparks, Treas. Facilities: CP Channel 282, 104.3 mc., 18.35 kw. Services: Standard, INS, AP.
- MINNESOTA**
- MANKATO, KYSM-FM**—F. B. Clements & Co. (KYSM), 101 No. 2nd St., tel.: 4673. Personnel: John F. Meagher, Gen. Mgr. & Coml. Mgr.; Bob Gardner, Prog. Dir.; Jim Houts, Chief Engr. Facilities: CP Channel 278, 103.5 mc., 48 kw. Services: Thesaurus, Lang-Worth, UP.
- MINNEAPOLIS, KBTR**—The Bethesda Free Church, 2600 E. 38th St., tel.: Parker 8651. Personnel: H. B. Prince, Pres.; Alan Anway, Chief Engr. Facilities: CG Channel 253, 98.5 mc. Service: UP.
- MINNEAPOLIS, WLOL-FM**—Independent Merchants Broadcasting Co., 1730 Hennepin Ave. Personnel: Ralph L. Atlans, Chief Owner. Facilities: Channel 267, 101.3 mc., 34 kw.
- ST. CLOUD, KFAM-FM**—The Times Publishing Co., 18 Sixth Ave. North, tel.: 3000. Personnel: Fred Schilplin, Pres.; Frederick C. Schilplin, Gen. Mgr.; John A. Krauel, Coml. Mgr.; Avis Russell, Office Mgr. & Prog. Dir.; Robert Witschen, Chief Engr. Facilities: CP Channel 284, 104.7 mc., 50 kw. Services: Thesaurus, Lang-Worth, AP.
- WINONA, KWNO-FM**—Winona Radio Service, 216 Center St., tel.: 3314. Personnel: M. H. White, Pres. Facilities: CP Channel 248, 97.5 mc., 55 kw. Services: AP.
- MISSISSIPPI**
- CLARKSDALE, WROX-FM**—Birney Imaes (WROX), WROX Bldg., tel.: 1566. Personnel: Birney Imaes, Owner; Bob McRaney, Gen. Mgr.; F. B. Hinman, Sta. Mgr.; Howard Gurney, Coml. Mgr.; James Clayton, Chief Engr. Services: World, AP.
- COLUMBUS**—Birney Imaes, Jr. (WMOX), Mid-South Network, tel.: 1430. Personnel: Jerry Kerns, Gen. Mgr.; Foy Vickery, Coml. Mgr.; Bob White, Prog. Dir.; Raymond Bates, Chief Engr. Facilities: CG Channel, 10 kw. Services: World, AP.
- GULFPORT**—WGCM Broadcasting Co., Hewes-Martin Bldg. Personnel: Hugh O. Jones, Gen. Mgr. Facilities: Channel 268, 101.5 mc.
- JACKSON, WJDX-FM**—Lamar Life Insurance Co. (WJDX), P. O. Box 2171, tel.: 2-2641. Personnel: W. P. Harris, Gen. Mgr.; Frank Gentry, Coml. Mgr.; Howard Langfitt, Prog. Dir.; Robert Smathers, Chief Engr. Facilities: CP Channel 275, 102.9 mc., 100 kw. Services: Thesaurus, UP.
- MISSOURI**
- CAPE GIRARDEAU, KFVS-FM**—Oscar C. Hirsch, 324 Broadway. Personnel: Oscar C. Hirsch, Owner & Mgr. Facilities: Channel 267, 101.3 mc., 2.5 kw.
- JEFFERSON CITY, KWOS-FM**—Capital Broadcasting Co., 210 Monroe St., tel.: 4000. Personnel: R. C. Goshorn, Pres.; Catherine Roer, Gen. Mgr. & Coml. Mgr. & Prog. Dir.; Leroy S. Hackmann, Chief Engr. Facilities: CP Channel 285, 104.9 mc., 9.7 kw. Services: Lang-Worth, AP.
- KANSAS CITY, KCFM**—KCMO Broadcasting Co. (KCMO), 1515 Commerce Bldg., tel.: Victor 0900. Personnel: T. L. Evans, Pres.; E. K. Hartenbower, Gen. Mgr.; S. B. Tremble, Prog. Dir.; Karl Troegen, Chief Engr. Facilities: CP Channel 235, 94.9 mc., 54 kw. Services: Thesaurus, AP, UP.
- KANSAS CITY, WHB-FM**—WHB Broadcasting Co., Scarritt Bldg. Personnel: Donald D. Davis, Pres.; John Schilling, Gen. Mgr. Facilities: Channel 271, 102.1 mc., 46 kw.
- KENNETT**—Kennett Broadcasting Corp. (KBOA), tel.: 830. Personnel: Paul C. Jones, Pres. & Gen. Mgr.; Ray Van Hooser, Prog. Dir.; Robert H. Conner, Chief Engr. Facilities: CG Channel 221, 92.1 mc. Services: Thesaurus, SESAC, AP.
- SPRINGFIELD, KGBX-FM**—Springfield Broadcasting Co., 508 St. Louis St. Personnel: T. W. Duvall, Pres.; J. G. Wardell, Gen. Mgr. Facilities: Channel 225, 92.9 mc., 50 kw.
- ST. JOSEPH, KFEG-FM**—KFEG, Inc. (KFEG), KFEG Bldg., tel.: 4-0813. Personnel: B. Pitts, Gen. Mgr. Facilities: CP Channel 222, 92.3 mc., 63 kw. Services: Lang-Worth, UP.
- ST. LOUIS, KSD-FM**—The Pulitzer Publishing Co. (KSD), 111 Olive St., tel.: Main 1111. Personnel: Joseph Pulitzer, Pres.; George M. Burbach, Gen. Mgr.; Robert L. Coo, Chief Engr. Facilities: CP Channel 241, 96.1 mc., 34 kw.
- ST. LOUIS, KUBR**—Unity Broadcasting Corp. of Missouri, 110 North 9th St. Personnel: Meyer Perlestein, Pres.; Bertrand B. Arnow, Chief Engr.; M. S. Novik, Radio Consultant. Facilities: CP Channel 294, 106.7 mc., 40 kw.
- ST. LOUIS, KWGD**—St. Louis Globe-Democrat, 1133 Franklin, tel.: Garfield 1212. Personnel: E. Lansing Ray, Pres.; Charles W. Nax, Gen. Mgr.; Wells R. Chapin, Chief Engr. Facilities: CP Channel 251, 98.1 mc., 218 kw. Service: AP.
- ST. LOUIS, KXLW-FM**—St. Louis County Broadcasting Co. (KXLW), 8135 Forsythe, tel.: Delmar 1320. Personnel: Guy Runnion, Pres. & Gen. Mgr.; Leslie P. Ware, Sales Mgr.; Blaine Cornwall, Prog. Dir.; Denis E. Volas, Chief Engr. Facilities: CG Channel 266, 101.1 mc., 11.1 kw. Services: World, AP, UP.
- NEBRASKA**
- LINCOLN, KFOR-FM**—Cornbelt Broadcasting Corp. (KFOR), Stuart Bldg., tel.: 2-6965. Personnel: Charles T. Stuart, Chief Owner & Exec. Dir.; Harry D. Peck, Sta. Mgr. & Coml. Mgr.; Jack Huston, Prog. Dir.; Charles W. Winkler, Chief Engr. Facilities: CP Channel 275, 102.9 mc., 22 kw. Services: Standard, Capitol, AP, INS.
- OMAHA, KBON-FM**—Inland Broadcasting Co. (KBON), 676 Saunders-Kennedy Bldg., tel.: Jackson 8282. Personnel: Paul R. Fry, Mgr.; Percy R. Zeigler, Chief Engr. Facilities: CP Channel 234, 94.7 mc., 330 kw.
- OMAHA, WOW-FM**—Radio Station WOW, Inc., Insurance Bldg., tel.: Webster 3400. Personnel: John J. Gillin, Jr., Pres. & Gen. Mgr.; Bill Wiseman, Prom. Mgr.; Lyle DeMoss, Prog. Dir.; William J. Kotera, Chief Engr.; Joseph Herold, Tech. Suprv. Facilities: CP Channel 260, 99.9 mc., 42 kw. Services: Thesaurus, Standard, SESAC, AP, UP.
- NEVADA**
- LAS VEGAS, KENO-FM**—Nevada Broadcasting Co. (KENO), P. O. Box 1310, tel.: 1400. Personnel: Maxwell Kelch, Pres. & Gen. Mgr.; Paul R. Gang, Coml. Mgr.; L. A. Newsome, Jr., Prog. Dir.; Harold H. Haas, Chief Engr. Facilities: CP Channel 280, 103.9 mc., 333 watts. Services: Thesaurus, INS.
- RENO, KSAV**—Saviers Electrical Products Corp., Box 531. Personnel: Claude E. Saviers, Owner. Facilities: Channel 280, 103.9 mc., 760 w.
- RENO, KWRN-FM**—Reno Newspapers, Inc., 123-127 N. Center St., tel.: 6156. Personnel: Merritt C. Speidel, Pres. Facilities: CP, 95.5 mc., 10 kw. Services: World, UP.
- NEW HAMPSHIRE**
- KEENE, WKNE-FM**—WKNE Corp., 17 Dunbar St. Personnel: Joseph K. Close Pres. Facilities: Channel 300, 107.9 mc.
- MANCHESTER, WMUR-FM**—The Radio Voice of New Hampshire, Inc. (WMUR) 1819 Elm St., tel.: 2090. Personnel: Francis P. Murphy, Pres.; Hervey Carter Gen. Mgr. & Coml. Mgr.; Vincent Chandler, Chief Engr. Facilities: Interin Oper. Channel 239, 95.7 mc., 3.3 kw. Services: World, AP.
- MANCHESTER, WVMA**—H. M. Bitner, 286 Franklin St., tel.: 4656. Personnel: H. M. Bitner, Pres.; Melvin C. Green, Gen. Mgr.; E. G. de St. Aubin, Coml. Mgr. Warren H. Journay, Prog. Dir.; R. A. B. Schow, Chief Engr. Facilities: CI Channel 266, 101.1 mc., 3.4 kw. Services: Thesaurus, Lang-Worth, AP.
- NASHUA**—Nashua Broadcasting Corp., Lund Rd., tel.: 5000. Personnel: Arthur A. Newcomb, Pres. & Gen. Mgr.; Carter S. Knight, Coml. Mgr.; Jay E. Serwin Prog. Dir.; Norman R. Delude, Accountant; Robert C. Bingham, Chief Engr. Facilities: CG Channel 292, 106.3 mc., 1 kw. Services: World, UP.
- PORTSMOUTH, WFMI**—WHEB, Inc. (WHEB), Lafayette Rd., tel.: 4080. Personnel: Hon. Charles M. Dale, Pres.; Bert Georges, V. Pres. & Gen. Mgr.; William A. Dawson, Jr., Coml. Mgr.; William V. Bradley, Prog. Dir.; Dallas Want, Prom Dir.; Paul G. Lindsay, Chief Engr. Facilities: Full Oper. Channel 297, 107.1 mc., 20 kw. Services: World, Capitol, AP.
- NEW JERSEY**
- ASBURY PARK, WCAP-FM**—Radio Industries Broadcast Co. (WCAP), 601 Bang Ave., tel.: 2-8600. Personnel: Walter W. Reid, Jr., Pres.; Walter L. Reid Gen. Mgr.; Vera N. Scholes, Com. Mgr. & Prog. Dir.; Matthew W. Porter, Chief Engr. Facilities: CP Channel 296, 107.1 mc., 770 w. Services: World, AP.
- ATLANTIC CITY, WFPG-FM**—Neptune Broadcasting Corp. (WFPG), Steel Pier tel.: 5-2188. Personnel: John J. Laux, Pres.; Irving I. Teetsell, Gen. Mgr. Earl Keyes, Prog. Dir.; Blair K. Thron, Chief Engr. Facilities: CP Channel 256, 99.1 mc., 15.5 kw. Services: Lang-Worth, UP.
- BRIDGETOWN, WSNJ-FM**—Eastern States Broadcasting Corp. (WSNJ), tel.: 1600. Personnel: Senator Elmer Wene, Pres.; Paul Alger, Gen. Mgr.; Jerry Alden Sales Mgr.; Robert Crager, Prog. Dir.; Francis Fekel, Chief Engr. Facilities: CP Channel 225, 92.9 mc., 20 kw. Services: Thesaurus, UP.
- ELIZABETH**—Union Broadcasting Co., 1218 Fairmount Ave., tel.: EL 2-5031. Personnel: Jack D. Presser, Pres. Facilities: CG Channel 240, 95.9 mc.
- ELIZABETH, WPOE**—Radio Elizabeth, Inc., 1143 E. Jersey St., tel.: 2-6294. Personnel: Frederick A. Brodessor, Pres.; William Maron, Gen. Mgr. & Chief Engr. Facilities: CP Channel 244, 96.7 mc., 1 kw. Services: Associated, UP.
- NEW BRUNSWICK, WHNM**—Home News Publishing Co., 127 Church St., tel.: 2-4000. Facilities: CP Channel 283, 105.5 mc., 580 w.
- TRENTON**—Trent Broadcast Corp. (WTTM), 35 West State St., tel.: 2-7127. Personnel: Hon. Elmer H. Wene, Pres.; Paul Alger, Gen. Mgr.; James P. O'Brien, Assn't. Mgr.; Dean Andrews, Prog. Dir.; F. A. Wellman, Sales Counsel; Theodore Kilmer, Chief Engr. Facilities: CG Channel 261, 100.1 mc. 292 w. Services: Thesaurus, UP.
- TRENTON, WTOA**—Mercer Broadcasting Co. Facilities: Channel 248, 97.5 mc. 11.3 kw.
- WATCHUNG, WATC**—C. H. Winans Co. Facilities: Channel 288, 105.5 mc.
- NEW MEXICO**
- ALBUQUERQUE, KFMA**—FM Radio Broadcasting Co., Wright Building. Personnel: Joe L. Martinez, Owner. Facilities: Channel 269, 101.7 mc.
- NEW YORK**
- ALBANY, WROW-FM**—Hudson Valley Broadcasting Co. Inc. (WROW), 112 State Street, tel.: 3-2225. Personnel: Harry L. Goldman, Gen. Mgr.; Stanley Roberts, Coml. Mgr.; Charles Heisler, Chief Engr. Facilities: Channel 230, 93.9 mc., 2.1 kw. Services: World, UP.
- ALBANY, WRWR-FM**—Champlain Valley Broadcasting Corp. (WRWR), 444 Broadway, tel.: 6-7676. Personnel: Stephen R. Rintoul, Pres.; Harold H. Meyer, Gen. Mgr.; Arthur F. Schoenuff, Chief Engr. Facilities: CP Channel 238, 95.5 mc., 5.4 kw.
- AUBURN**—Auburn Publishing Co., 34-36 Dill St., tel.: 1400. Personnel: William O. Dapping, Pres.; Frederick L. Keese, Gen. Mgr.; Herbert House, Chief Engr. Facilities: CG Channel 241, 96.1 mc. Service: AP.
- BATAVIA**—Batavia Broadcasting Corp., 90 Main Street. Personnel: E. R. Gamble, Pres. Facilities: Channel 232, 94.3 mc.
- BINGHAMTON**—Southern Tier Radio Service, Inc. (WINR), 58 Exchange St., tel.: 4-4318. Personnel: Donald Kramer, Pres.; E. R. Vadeboncoeur, V. Pres. Facilities: CG Channel 299, 107.7 mc., 2.58 kw.
- BINGHAMTON, WFET**—Binghamton Press Co., Inc., 19 Chenango Street. Personnel: Frank E. Gannett, Pres. Facilities: Channel 251, 98.1 mc., 20 kw.
- BUFFALO, WGR-FM**—WGR Broadcasting Corp., Rand Bldg. Personnel: Hiram W. Deyo, Pres. Facilities: Channel 229, 93.7 mc.
- BUFFALO, WWOL-FM**—Greater Erie Broadcasting Co. Personnel: Leon Wyszatycki, Owner. Facilities: Channel 281, 104.1 mc., 20 kw.
- CORAM, L. I., WFSS-FM**—Suffolk Broadcasting Corp., Box 82, tel.: Patchogue 1000. Personnel: Capt. John T. Tutthill, Jr., Pres.; N. Blair Munhofen, Gen. Mgr.; Arthur Kramer, Chief Engr. Facilities: CP Channel 290, 105.9 mc., 340 w. Service: UP.
- ELMIRA, WENY-FM**—Elmira Star-Gazette, Inc. (WENY), Mark Twain Hotel, tel.: 5181. Personnel: Frank E. Gannett, Pres.; Dale L. Taylor, Gen. Mgr.; Thurlow A. Greene, Chief Engr. Facilities: CG Channel 295, 106.9 mc.
- ENDICOTT, WENE-FM**—Empire Newspapers-Radio, Inc. (WENE), 909 E. Main St., tel.: 3200. Personnel: James H. Otaway, Pres.; Keith S. Field, Sta. Mgr.; William Lundquest, Dir. of Sales; Stephen W. Ryder, Prog. Dir.; J. Harold Merchant, Chief Engr. Facilities: CG Channel 267, 101.3 mc., 825 w. Services: Thesaurus, Capitol, AP.
- GLENS FALLS, WXTR**—Warren Broadcasting Corp., 54 Colvin Building. Personnel: Earl Vetter, Pres. Facilities: Channel 280, 103.9 mc.
- ITHACA, WHCU-FM**—Cornell University (WHCU), Savings Bank Bldg., tel.: 3438. Personnel: Michael R. Hanna, Gen. Mgr.; Earl S. Cobey, Coml. Mgr.; Joseph A. Short, Prog. Dir.; John H. Deal, Mus. Dir.; Gertrude Grover, Women's Editor; True McLean, Chief Engr. Facilities: CP Channel 247, 97.3 mc., 40 kw. Services: World, Lang-Worth, UP.

DIRECTORY OF FM RADIO STATIONS UNDER CONSTRUCTION OR HOLDING CONDITIONAL GRANTS

(Continued)

- INGSTON, WKNY-FM**—Kingston Broadcasting Corp. (WKNY), tel.: 4500. Personnel: John J. Laux, Pres.; Lou Stokette, Gen. Mgr.; Dick McCarthy, Prog. Dir.; Herbert Inman, Chief Engr. Facilities: CP Channel 235, 94.9 mc., 110 w. Services: Thesaurus, UP.
- OCKPORT, WUSJ-FM**—Union-Sun & Journal, Inc., 142 Main St., tel.: 3000. Personnel: Egbert D. Corson, Pres.; Peter Corson, Gen. Mgr.; Carl J. Raymond, Prog. Dir. Facilities: CP Channel 257, 99.3 mc., 340 w. Service: AP.
- ASSENA, WMSA-FM**—The Brockway Co. Personnel: Harold B. Johnson, Pres. Facilities: Channel 287, 103.3 mc., 5 kw.
- INEOLA, WHIA**—Harry D. Fiorani, 41 West 96th Street. Personnel: Harry D. Fiorani, Owner. Facilities: Channel 288, 105.5 mc.
- EW ROCHELLE, WIFM**—Radio New Rochelle, Inc., 49 Clove Road. Personnel: W. H. Moffat, Pres. Facilities: Channel 232, 94.3 mc.
- EW YORK—Unity Broadcasting Corp.** of N. Y., 1710 Broadway. Personnel: Frederick F. Umhey, Pres.; Bertrand B. Arnov, Chief Engr.; M. S. Novik, Radio Consultant. Facilities: CP Channel 252, 98.3 mc.
- EW YORK, WBEY**—Coastal Broadcasting Co., Inc., 595 Fifth Ave., tel.: Plaza 8-2000. Personnel: Norbert R. G. Stone, Pres. & Gen. Mgr.; David E. Marshall, Coml. Mgr.; Henry E. Stable, Prog. Dir.; Chlids E. Pierce, Eng. in Charge of Const.; Theodore D. Whidrir, Chief Engr. Facilities: CP Channel 240, 95.9 mc., 190 watts. Services: Associated, AP.
- EW YORK, WGYN**—WGYN, Inc., 70 Pine Street. Facilities: Channel 250, 97.9 mc., 4 kw.
- EW YORK, WHBJ**—Hudson Broadcasting Sys., 1775 Broadway, tel.: Circle 7-1793. Personnel: Bert Harmon, Pres.; David Wolper, Prog. Dir. Facilities: CP Channel 292, 106.3 mc., 300 kw.
- IAGARA FALLS, WJL-FM**—John J. Laux (WJL), Elks Bldg., 129 Main St. Personnel: John J. Laux, Owner; Robert F. Kliment, Gen. Mgr. & Coml. Mgr.; Kay Balf, Prog. Dir.; Frank Harr, Chief Engr. Facilities: CG Channel 241, 96.1 mc., 13 kw. Services: Lang-Worth, UP.
- GDENSBURG, WSLB-FM**—St. Lawrence Broadcasting Corp., tel.: 500. Personnel: Joseph R. Brandy, Pres.; Harold J. Frank, Sec.-Treas.; Ray Laferty, Chief Engr. Facilities: CP Channel 291, 106.1 mc., 13.7 kw. Service: UP.
- LEAN, WHDL, Inc.**, Exchange Bank Bldg., tel.: 4149. Facilities: CG.
- OUGHKEEPSIE, WHVA**—Poughkeepsie Newspapers, Inc. (WKIP), 85 New Market St., tel.: 5000. Personnel: George W. Bingham, Gen. Mgr.; Richard F. Crans, Prog. Dir.; Marvin S. Selmes, Chief Engr. Facilities: CP Channel 284, 104.7 mc., 2.3 kw. Services: Associated, AP, UP.
- OME, WKAL-FM**—Copper City Broadcasting Corp. (WKAL), Capitol Theatre, tel.: 3616. Personnel: Myron J. Kallet, Pres.; Michael C. Fusco, Gen. Mgr.; George Cramer, Coml. Mgr.; Daniel Fusco, Prog. Dir.; DeForest T. Layton, Jr., Chief Engr. Facilities: CP Channel 261, 100.1 mc. Services: Lang-Worth, UP.
- YRACUSE, WOLF-FM**—Civic Broadcasting Corp., Chimes Bldg. Personnel: T. S. Marshall, Pres. & Gen. Mgr. Facilities: Channel 281, 104.1 mc., 8.5 kw.
- ROY, WTTY**—The Troy Record Co., 501 Broadway, tel.: 6100. Personnel: Frank L. York, Gen. Mgr. Facilities: CP Channel 222, 92.3 mc., 6 kw.
- TICA, WKCJ**—Utica Observer-Dispatch, Inc., 221 Oriskany Plaza. Personnel: Frank E. Gannett, Pres. Facilities: Channel 277, 103.3 mc., 8.5 kw.
- TICA, WDR-FM**—Syracuse Broadcasting Corp., 306 S. Salina St. Personnel: W. E. Beigh, Pres. & Gen. Mgr. Facilities: Channel 273, 102.5 mc., 8.5 kw.
- WATER TOWN, WMSA-FM**—The Brockway Co. (WMSA), tel.: 27. Personnel: Harold B. Johnson, Pres.; Louis Saiff, Jr., Gen. Mgr.; Thomas R. McHugh, Station Mgr.; Michael Tarkulich, Chief Engr. Facilities: CP Channel 287, 105.3 mc., 5 kw. Services: Associated, UP.
- ONKERS, WYON**—American Quartz Lab., Inc., 75 Corballe Place. Personnel: Anton Chmela, Pres. & Treas. Facilities: Channel 272, 102.3 mc.
- ### NORTH CAROLINA
- HOSKIE, WPBN-FM**—Parker Brothers, Inc., tel.: 26. Personnel: J. Roy Parker, Pres.; J. Mayon Parker, Gen. Mgr. Facilities: CP Channel 270, 101.9 mc., 41.33 kw.
- ASHEVILLE, WSKY-FM**—Radio Asheville, Inc., 12 Church St. Personnel: Carl R. Bamford, Pres. Facilities: Channel 268, 101.5 mc., 16.2 kw.
- ASHEVILLE, WUNC-FM**—Asheville Citizen-Times Co., Inc., 14 O'Henry Ave., tel.: 5500. Personnel: Don S. Elias, Exec. Dir.; Cecil B. Hoskins, Gen. Mgr.; James A. Hagan, Sales Mgr.; Wm. F. Meila, Prog. Dir.; Wm. H. Hamrick, Chief Engr. Facilities: CG Channel 291, 106.1 mc., 6.4 kw.
- CHARLOTTE, WIST**—Surety Broadcasting Co., 205 Liberty Life Bldg., tel.: 4-7165. Personnel: Francis Hipp, Pres.; Ray A. Furr, Mngng. Dir. Facilities: Channel 284, 104.7 mc., 50 kw. Service: Associated.
- CHARLOTTE, WSOC-FM**—Radio Station WSOC, Inc. (WSOC), 1925 N. Tryon St., tel.: 7138. Personnel: E. J. Gluck, Pres. & Gen. Mgr.; Bomar A. Lowrance, Natl. Coml. Mgr.; Dewey L. Drum, Local Coml. Mgr.; Paul B. Marion, Prog. Dir.; L. L. Caudle, Jr., Chief Engr. Facilities: CP Channel 278, 103.5 mc., 38 kw.
- CONCORD, WEGO-FM**—Wayne M. Nelson (WEGO), tel. 2271. Facilities: CP Channel 243, 96.5 mc., 3.8 kw.
- DURHAM, WDNC-FM**—Durham Radio Corp., 138½ E. Chapel Hill St., tel.: R-155. Personnel: C. C. Council, Pres.; J. Frank Jarman, Vice-Pres. & Mgr.; C. James Woodhouse, Coml. Mgr.; Sue Taylor, Office Mgr.; Homer Ledbetter, Chief Engr. Facilities: CP Channel 286, 105.1 mc., 38 kw. Services: Capitol, Associated, AP, UP.
- DURHAM, WDUK-FM**—WDUK, Inc. (WDUK), Box 387, tel.: R-101. Personnel: Harmon L. Duncan, Vice-Pres. & Gen. Mgr. Facilities: CG Channel 273, 102.5 mc.
- FAYETTEVILLE**—Fayetteville Broadcasters, Inc. Facilities: Channel 236, 95.1 mc.
- GREENSBORO, WBIG-FM**—North Carolina Broadcasting Co. (WBIG), 1300 Westover Terrace, tel.: 6125. Personnel: Edney Ridge, Pres. & Gen. Mgr.; William P. Mitchell, Coml. Mgr.; Al Rice, Prog. Dir.; Margaret Banks, Music Direc. Facilities: CP Channel 222, 92.3 mc., 14 kw. Services: World and Thesaurus, AP and Erwin News.
- GREENSBORO, WFMY**—Greensboro News Co., 200 North Davie St., tel.: 2-3131. Personnel: Gaines Kelley, Gen. Mgr.; Walter R. Murray, Coml. Mgr.; T. W. Austin, Prog. Dir.; Paul Dillon, Chief Engr. Facilities: Channel 247, 97.3 mc., 23 kw. Services: Associated, SESAC.
- GREENVILLE, WGTC-FM**—Greenville Broadcasting Co. (WGTC), P. O. Box 898, tel.: 3182. Personnel: J. J. White, Pres.; Billy B. Hedges, Gen. Mgr.; Dave Mosier, Coml. Mgr.; Charles Wedbee, Prog. Dir.; Jim Mayo, Chief Engr. Facilities: CG Channel 236, 99.1 mc., 12 kw. Services: World, Cole, Lang-Worth, SESAC, AP.
- HENDERSON, WHNC-FM**—Henderson Radio Corp. (Mutual), 219 S. Williams, tel.: 736-1446. Personnel: Henderson Radio Corp., Chief Owner; Nathan Frank, Gen. Mgr.; Virginia Parham, Prog. Dir.; Lewis Hiland, Chief Engr. Facilities: CG Channel 297, 107.3 mc. Services: Lang-Worth, Cole, World, Capitol, Thesaurus, AP.
- HICKORY, WHKY-FM**—Catawba Valley Broadcasting Co., Inc., Radio Bldg. Personnel: Carl V. Cline, Pres. Facilities: Channel 275, 102.9 mc., 180 kw.
- MORGANTOWN, WGMN**—Beatrice Cobb. Personnel: Beatrice Cobb, Owner. Facilities: Channel 232, 94.3 mc., 880 w.
- NEW BERN, WHIT-FM**—The Coastal Broadcasting Co., Inc., U. S. Highway #17 South, tel.: 4450. Personnel: Louis N. Howard, Pres.; Gordon A. Scheinling, Gen. Mgr. & Prog. Dir.; Richard B. Stark, Coml. Mgr.; B. G. Haire, Chief Engr. Facilities: Channel 279, 103.7 mc., 2.9 kw. Services: Lang-Worth, UP.
- RALEIGH, WNAO-FM**—The News & Observer Publ. Co. (WNAO), 114 W. Martin St., tel.: 4411. Personnel: Josephus Daniels Pres.; Dudley Tichenor, Gen. Mgr. & Coml. Mgr.; Bascom E. Portar, Chief Engr. Facilities: CP Channel 241, 96.1 mc., kw. Service: Standard.
- RALEIGH, WPTF-FM**—WPTF Radio Co. (WPTF), Insurance Bldg., tel. 8311. Personnel: J. R. Weatherspoon, Pres.; Richard H. Mason, Gen. Mgr.; O. L. Carpenter, Sales Mgr.; Graham B. Poyner, Prog. Mgr. & Asst. Mgr.; L. L. Dawkins, Asst. Chief Engr.; Henry Hulick, Jr., Chief Engr. Facilities: C.G. Services: Associated, UP, AP.
- REIDSVILLE, WFRC-FM**—Piedmont Carolina Broadcasting Co., Inc. (WFRC), 18 Gilmer St., tel.: 1574. Personnel: H. T. Williams, Pres.; W. E. Williams, Gen. Mgr.; George W. Anderson, Coml. Mgr.; Charles P. Perron, Prog. Dir.; L. H. Alexander, Chief Engr. Facilities: CG Channel 291, 106.1 mc. Services: World, Assoc., Cole, AP.
- REIDSVILLE, WREV-FM**—Reidsville Broadcasting Co., c/o The Review Co. Facilities: CG. Service: UP.
- ROCKY MOUNT, WEED-FM**—W. A. Wynne (WEED), Box 752, tel.: 1420. Personnel: W. A. Wynne, Pres. & Gen. Mgr.; Jack Cummings, Coml. Mgr.; Tommy Snowden, Prog. Dir.; W. A. Wynne, Chief Engr. Facilities: CG Channel 221, 92.1 mc., 1 kw. Services: World, AP.
- WASHINGTON, WRRP-FM**—Tar Heel Broadcasting System, Inc., Bank of Washington Bldg. Personnel: W. R. Roberson, Sr., Pres. Facilities: Channel 275, 102.9 mc., 29 kw.
- WILMINGTON, WLDX**—Wilmington Star-News Co., Murchison Building. Personnel: R. B. Page, R. B. Page, Jr. Facilities: Channel 230, 93.9 mc., 37 kw.
- WILMINGTON, WMFD-FM**—Richard Austin Dunlea, P. O. Box 698, tel.: 20-77. Personnel: Richard Austin Dunlea, Owner. Facilities: CP.
- ### OHIO
- AKRON, WADC-FM**—Allen T. Simmons (WADC), Box 830, tel.: Meadowbrook 3211. Personnel: Allen T. Simmons, Owner-Operator; Robert Wilson, Asst. Mgr.; Fred C. Bock, Coml. Mgr.; Harold Hageman, Prog. Dir.; Secret Williams, Prom. Mgr.; John L. Wildernuth, Chief Engr. Facilities: CP Channel 243, 96.5 mc., 19.5 kw. Services: World, Standard, Lang-Worth, UP, Transradio.
- ASHTABULA, WICA**—WICA, Inc. (WICA), 221 Center St., tel.: 26-221, 27-181. Personnel: R. B. Bowley, Pres.; W. W. Walrath, Mgr.; D. W. Fassett, Coml. Mgr.; A. B. Newkirk, Prog. Dir.; T. F. Searl, Chief Engr. Facilities: Channel 279, 103.7 mc., 48 kw. Services: Lang-Worth, UP.
- CANTON, WAND-FM**—P. C. Wilson, 1414-12 St., N. E. Personnel: P. C. Wilson, Owner. Facilities: Channel 223, 92.5 mc., 14 kw.
- CINCINNATI**—Scripps-Howard Radio, Inc. (WCPO), 3800 Carew Tower, tel.: Main 3314. Facilities: CG.
- CINCINNATI, WOYO**—Cincco Broadcasting Co., 1922-24 Eye Street, Washington, D. C. Personnel: Richard R. Hutchinson, Pres. Facilities: Channel 282, 104.3 mc.
- CINCINNATI, WSAL-FM**—Buckeye Broadcasting Co. (WSAI), 115 E. 4th St., tel.: Main 1068. Personnel: Marshall Field, Pres.; Robert M. Sampson, Gen. Mgr.; E. K. Bauer, Asst. Gen. Mgr.; James Leonard, Prog. Dir.; Fred Harper, Production Mgr.; William E. Symons, Chief Engr. Facilities: CP Channel 274, 102.7 mc., 16 kw. Services: Thesaurus, Standard, Capitol, UP, AP.
- CLEVELAND**—Telair Co. Facilities: Channel 293, 106.5 mc., 20 kw.
- CLEVELAND**—WJW, Inc. Facilities: Channel 281, 104.1 mc., 7.5 kw.
- CLEVELAND**—UAW-CIO Broadcasting Corp. of Ohio, 704 Ninth Chester Bldg., tel.: Superior 0140. Facilities: CG Channel 277, 103.3 mc., 20 kw.
- COLUMBUS, WEOI**—Capitol Radio, Inc., 42 East Gay Street. Personnel: John W. Galbreath, Pres. Facilities: Channel 226, 93.1 mc.
- COLUMBUS, WHKB-FM**—United Broadcasting Co. (WHKC), 22 E. Gay St., tel.: Adams 1101. Personnel: United Broadcasting Co., Owner; Sterling Graham, Pres.; Carl M. Everson, Gen. Mgr.; H. H. Hoessly, Coml. Mgr.; John B. Moses, Prog. Dir.; Wm. Minor, Chief Engr. Facilities: CP Channel 254, 98.7 mc., 40 kw. Services: Lang-Worth, Associated, Cole, UP & INS.
- COLUMBUS, WLWF**—Crosley Broadcasting Corp., 9th and M Sts. Personnel: Powell Crosley, Jr., Pres. Facilities: Channel 242, 96.3 mc., 17 kw.
- COLUMBUS, WVKO**—Sky Way Broadcasting Corp., 319 West Broad Street. Personnel: Gustav Hirsch, Pres. Facilities: Channel 234, 94.7 mc.
- COSHOCOTON, WTNS-FM**—Coshocoton Broadcasting Co. (WTNS), 114 N. 8th St., tel.: 1560. Personnel: Bruce Wallace, Pres. & Gen. Mgr.; Richard Athey, Coml. Mgr.; Fred Dodge, Prog. Dir.; Ben Jones, Chief Engr. Facilities: CP Channel 280, 103.9 mc., 600 w. Services: Lang-Worth, SESAC, UP.
- DOVER, WTUS**—The Tuscora Broadcasting Co., 350-62 Reporter Court. Personnel: Arthur A. Hoopengartner, Pres. Facilities: Channel 296, 107.1 mc., 700 watts.
- ELYRIA, WEOL-FM**—Elyria-Lorain Broadcasting Co. (WEOL), 330-2nd St., tel.: 2000. Personnel: Roy W. Ammel, Pres. & Gen. Mgr. Facilities: CP Channel 279, 103.7 mc., 20 kw.
- FINDLAY, WFIN-FM**—Helen F. Hover (WFIN), 500½ South Main, tel.: 1330. Facilities: CP Channel 263, 100.5 mc., 8.2 kw.
- HAMILTON, WMOH-FM**—The Fort Hamilton Broadcasting Co. (WMOH), Second Nat'l. Bank Bldg., tel.: 4-6543. Personnel: Herbert G. Pabst, Pres. & Mang. Dir.; Donald L. Chapin, Sales Mgr.; Don J. Meeks, Prog. Dir.; William C. McDulin, Sports Dir.; Luella Engel, Farm Prog. Dir.; Andrew F. Bruck, Chief Engr. Facilities: CP Channel 278, 103.5 mc., 8.7 kw. Services: Thesaurus, UP.
- LAKEWOOD, WLAL**—United Garage and Service Corp. Facilities: Channel 285, 104.9 mc., 580 watts.
- LIMA, WNXC**—Northwestern Ohio Broadcasting Corp., 1216 Nat'l. Bank Bldg., tel.: 90621. Personnel: G. E. Hamilton, Pres.; R. W. Mack, Gen. Mgr. Facilities: CP Channel 271, 102.1 mc., 20 kw.
- MARION, WMRN-FM**—The Marion Broadcasting Co. (WMRN), P. O. 518, tel.: 3226. Personnel: R. T. Mason, Pres. Facilities: CP Channel 295, 106.9 mc., 2.3 kw.

DIRECTORY OF FM RADIO STATIONS UNDER CONSTRUCTION OR HOLDING CONDITIONAL GRANTS

(Continued)

PORTMOUTH, WPAV-FM—The Scioto Broadcasting Co., 1009 Gallia St., tel.: Portsmouth 1010. Personnel: Louis H. Brush, Pres.; Gerald F. Boyd, Mgr. & Coml. Mgr.; Floyd M. Jackson, Prog. Dir.; O. T. Dreibach, Office Mgr.; Maurice L. Myers, Chief Engr. Facilities: CP Channel 281, 104.1 mc., 7 kw. Services: Thesaurus, AP.

RAVENNA, WKRK—Record Publishing Co., 122 N. Chestnut St., tel.: 6430. Personnel: Robert C. Dix, Gen. Mgr. Facilities: Channel 221, 82.1 mc., 1 kw.

TOLEDO—Community Broadcasting Co. (WTOL), Bell Bldg., tel.: Ad 3291. Personnel: Frazier Reams, Pres.; Thomas S. Bretherton, Gen. Mgr.; Morton Nelpp, Coml. Mgr.; Karl R. Nelson, Prog. Dir.; John Sheehan, Chief Engr. Facilities: CG. Services: World, AP, UP.

TOLEDO, WEAL—Ohio-Michigan Broadcasting Corp. Facilities: Channel 300, 107.9 mc., 20 kw.

WARREN, WRRN-FM—Nied & Stevens, 108 Main St. Personnel: Frank T. Nied, Perry H. Stevens, Partners. Facilities: Channel 300, 107.9 mc., 3.2 kw.

WILLOUGHBY, WLCY—William H. Miller, Chardon Rd., R.F.D. #1, tel.: 789-W. Personnel: William H. Miller, Owner. Facilities: CG.

WORTHINGTON, WRFD-FM—Peoples Broadcasting Corp., 649 N. High St. Personnel: James H. West, Pres. Facilities: CP, 97.9 mc.

YOUNGSTOWN, WFMJ-FM—WFMJ Broadcasting Co., 101 W. Boardman St., tel.: 3414. Personnel: William F. Mang, Jr., Pres. & Gen. Mgr.; Phil Wood, Nat'l. Sales Mgr.; R. B. Mackall, Prog. Dir.; F. A. Dietinger, Chief Engr. Facilities: CG.

DUBOIS, WCED-FM—Tri County Broadcasting Co., Inc. (WCED), 80 N. Park Plac tel.: 1700. Personnel: H. T. Gray, Pres.; J. S. Gray, Gen. Mgr.; Les Yed Coml. Mgr.; Vernon Stahl, Chief Engr. Facilities: CP Channel 271, 102.1 mc. 9.5 kw. Services: Long-Worth, UP.

EASTON, WEST-FM—Associated Broadcasters, Inc. (WEST), 516 Northampton St tel.: 6131. Personnel: Clair R. McCollough, Sta. Executive; Elwood C. Anderson, Gen. Mgr.; J. Robert Gulick, Natl. Sales Mgr.; Eugene Bethman, Prog Dir.; J. E. Mathiot, Chief Engr. Facilities: CP Channel 300, 107.9 mc., 16 kw.

EASTON, WEEK-FM—Easton Publishing Co., 30 N. 4th St., tel.: 7171. Personnel: N. S. Roush, Gen. Mgr.; Charles Thon, Chief Engr. Facilities: CP Channel 252, 98.3 mc., 1 kw.

ERIE—WLEU Broadcasting Corp. (WLEU), 12th & State Sts., tel.: 23-327 or 22-12. Personnel: Leo J. Omelian, Pres.; V. Hamilton Weir, Gen. Mgr. Facility: CP Channel 259, 99.7 mc.

HAZLETON, WAZL-FM—Hazleton Broadcasting Co., 708 Haz. Nat. Bank Bldg tel.: 5400-5401. Personnel: Victor C. Diehm, Pres. & Gen. Mgr.; George Martin, Coml. Mgr.; Don Murray, Prog. Dir.; Elwood Tito, Chief Engr. Facility: CG Channel 227, 93.3 mc., 3 kw. Services: Thesaurus, UP.

JOHNSTOWN, WARD-FM—Central Broadcasting Co., Inc., 237 Franklin St. Personnel: Paul B. Short, Pres. Facilities: Channel 287, 105.3 mc., 14 kw.

JOHNSTOWN, WJKT-WJAC, Inc. (WJAC), 329 Main St., tel.: 2-4361. Personnel: J. C. Tully, Pres.; J. E. Smith, Chief Engr. Facilities: CG.

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; WXYZ, Detroit. All affiliates of American Broadcasting Co.; all represented nationally by ABC Spot Sales.

BLANFORD RADIO CO. STATIONS—WHLN, Harlan, Ky.; WNVN, Norton, Va., and WPHG, Bristol, Va.

BLUE OX GROUP—(see Paul Bunyan Network for stations, this page)

BROPHY STATIONS—KFAK, Flagstaff; KRUX, Glendale; KSOL, Yuma, all in Arizona. Gene Burke Brophy, owner, P. O. Box 2319, Phoenix, Ariz.

CBS OWNED STATIONS—WCBS, WCBS-FM, WCBS-TV, New York; WTOP, Washington; KMOX, St. Louis; KNX, Los Angeles; WBBM, WBBM-FM, Chicago; WCCO, Minneapolis; WEEI, Boston. All affiliates of CBS network; all represented nationally by Radio Sales.

CLEVELAND PLAIN DEALER STATIONS—WHK, Cleveland; WHKK, Akron; WHKC, Columbus; WKBN, Youngstown (minority interest).

G. W. COVINGTON STATIONS—WCOV, Montgomery; WGWC, Selma and WGWD, Gadsden. All in Alabama.

JAMES M. COX STATIONS—WSB, Atlanta; WIOD, Miami; WHIO, Dayton. Headquarters: WSB, James M. Cox Jr., vice president; J. Leonard Reinsch, manager of radio.

THE COWLES STATIONS (Cowles Broadcasting Co.)—Comprising KRNT, Des Moines; WNAK, Sioux City-Yankton; WOL, Washington, and principal stockholder of WCOF, Boston. Although the Cowles Stations are not sold as a group, the Mid-Stations Group composed of KRNT, WNAK and WMT (WMT owned by the American Best Stations Inc.) is available. Represented nationally by The Katz Agency. Executive Officers: Gardner Cowles, president; John Cowles, chairman of the board and vice president; James S. Milloy, vice president; T. A. M. Craven, vice president and general manager. WOL: Craig Lawrence, vice president and general manager, WCOF; Luther L. Hill, vice president supervising KRNT and WNAK; Phillip R. Hoffman, vice president and general manager. KRNT: Robert R. Tincher, general manager. WNAK: H. T. Enns Jr., national sales manager; Carl T. Koester, treasurer; Karl R. Haase, asst. treasurer.

ED CRANEY STATIONS—KXLF, Butte, Mont.; KXL, Portland, Ore.; KXLY, Spokane, Wash. (Craney only); KXLJ, Helena, Mont. (Craney only); KXLQ, Bozeman, Mont.; KXLE, Ellensburg, Wash.; KXLL, Missoula, Mont.

CURTIS RADIOCASTING CORP. STATIONS—WGBF, Evansville, Ind.; WBOW, Terre Haute, Ind.; WTMV, East St. Louis.

DON LEE BROADCASTING SYSTEM—Owned and managed stations: KHJ, Los Angeles; KFRC, San Francisco; KGB, San Diego; KDB, Santa Barbara; KHJ-FM and WEXAO (TV), Hollywood. Vice president and general manager, Lewis Allen Weiss, 5515 Melrose Ave., Hollywood 38.

EWING STATIONS—WGRM, Greenwood; WJXN, Jackson, and WMIS, Natchez, all in Mississippi.

MARSHALL FIELD STATIONS (Field Enterprises Inc.)—WJZZ, Chicago; WSAI, Cincinnati; KOIN, Portland, Ore.; KJR, Seattle. Headquarters: 230 N. Michigan Ave., Chicago. Marshall Field 3d, president; Howard Lane, vice president in charge of radio. Nationally represented by Avery-Knodel Inc.

FORT INDUSTRY CO. STATIONS (George B. Storer, president; J. Harold Ryan, senior vice president)—WSPD, Toledo; WWVA, Wheeling, W. Va.; WMMN, Fairmont, W. Va.; WLOK, Lima, O.; WAGA, Atlanta; WGBS, Miami; WJBK, Detroit. Headquarters: New Center Bldg., Detroit. Lee B. Wallis, vice president in charge of operations.

THE FRIENDLY GROUP—WSTV, Steubenville, O.; WFPG, Atlantic City; WPIT, Pittsburgh; WKNY, New York.

GANNETT NEWSPAPERS STATIONS—WHEC, Rochester; WENY, Elmira, N. Y.; WHDL, Olean, N. Y. (minority); WTHT, Hartford; WDAN, Danville, Ill.; WABY, Albany, N. Y. All holdings through newspapers.

WITHERS GAVIN STATIONS—WJQS, Jackson; WMBG, Macon, and WCOC, Meridian, all in Mississippi.

GENERAL TIRE & RUBBER CO. STATIONS—WNAC, Boston; WAAB, Worcester; WEAN, Providence; WICC, Bridgeport; WONS, Hartford; WMTW, Portland, Me. President: William F. O'Neill, Chairman of the Board; John Shepard 3d, Executive Vice President; Linus Travers. [See Yankee Network regional listing.]

HEARST RADIO Inc.—Licensee of WBAL, Baltimore; WISN, Milwaukee; WCAE Inc., licensee of WCAE, Pittsburgh, operated separately. Headquarters: 959 Eighth Ave., New York 19. E. M. Stoer, vice president.

OSCAR C. HIRSCH STATIONS—WKRO, Cairo, Ill.; KFVS, Cape Girardeau, Mo.; KFMO, Flat River, Mo.

GENE A. HOWE-T. E. SNOWDEN STATIONS—KGNK, Amarillo; KFYO, Lubbock; K TSA, San Antonio; KRGV, Weslaco, Tex. O. L. Taylor, executive general manager.

IMES STATIONS—WCBI, Columbus; WMOX, Meridian, and WELO, Tupelo, all in Mississippi and owned by Birney Imes Jr. Birney Imes Sr. is licensee of WROX, Clarksdale, Miss.

INLAND BROADCASTING CO. STATIONS—KBON, KBON-FM, Omaha; KOLN, Lincoln; KORN, Fremont, all in Nebraska. Headquarters: Saunders-Kennedy Bldg., Omaha, Neb.; Jackson 8222. John K. Morrison, president; Paul R. Fry, vice president & general manager.

INLAND RADIO INC. STATIONS—KBKR, Baker, KLBK, LaGrande, and KSRV, Ontario, all in Oregon. Principal owner: Lee W. Jacobs, president. Headquarters: KBKR, Baker, Ore.

INTERMOUNTAIN BROADCASTING CO.—KVSP, Artesia, N. M.; KVER, Albuquerque and KYLE, Alamogordo, N. M.

PIERCE E. LACKEY STATIONS—WPAF, Paducah, Ky.; WHOP, Hopkinsville, Ky.; WSON, Henderson, Ky.; WCIF, Madisonville, Ky.; WKTM, Mayfield, Ky. (part-ownership).

J. G. LONG STATIONS—KIOX, Bay City, KVIC, Victoria and KSAM, Huntsville, all in Texas. J. F. Long, son of J. G. Long, is partner in KNET, Palestine, Tex. (fourth member of the Long Texas Group, a package unit).

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, KFBK-FM, Sacramento; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield; KOH, Reno, Nev. Headquarters: McClatchy Broadcasting Co., Sacramento. President: Eleanor McClatchy.

McCLUNG STATIONS of California—KHSL, KVCJ (FM), Chico; KYOS, KVME (FM), Merced; KVCV, KVRE (FM), Redding.

THE ART MOSBY STATIONS—KGVO, Missoula; KANA, Butte and KGFM, Great Falls. All in Montana.

MORGAN MURPHY-WALTER C. BRIDGES STATIONS—WEEC, Duluth; WMFG, Hibbing, Minn.; WHLE, 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 MANAGED AND OPERATED STATIONS—Owned: WNBC, WNBC-FM, WNET (TV), New York; WRC, WRC-FM, WNBW (TV), Washington; WMAQ, Chicago; WTAM, Cleveland; KNBC, San Francisco; KOA, Denver. All members of NBC network; all represented nationally by NBC Spot Sales.

THE WANNING STATIONS—WVLD, Lexington, Ky.

Radio Bldg., Lexington, Ky. J. Lindsay Nunn, chairman of the Board; Gilmore N. Nunn, president & general manager; John G. Ballard, national sales director; Sanford Heit, chief engineer; G. Don Bow treasurer. Represented nationally by John E. Pears Co. and The Branham Co.

OKLAHOMA PUBLISHING CO. STATIONS (E. Gaylord, Edgar T. Bell, et al.)—WKY, Oklahoma City; KLZ, Denver and KFOR, Colorado Springs (owned by stockholders of Oklahoma Publishing Co.); WEE Peoria (officials affiliated with ownership). Nationally represented by The Katz Agency.

JOHN H. PERRY STATIONS—WCOA, Pensacola, Fla.; WJPH, Jacksonville, Fla.; WTMC, Ocala, Fla.; WDL, Panama City, Fla.

RAHALL STATIONS—WKAF, Allentown, Pa.; WNA, Norristown, Pa.; WWRN, Beckley, W. Va.; N. J. Rahall, president; Farris Rahall, executive director.

GEORGE A. RICHARDS STATIONS—WJR, Detroit; WGAR, Cleveland; KMPC, Beverly Hills, Cal. (Station WJR publicly held).

ADELINE B. RINES STATIONS—WCSH, Portland, Me.; WRDO, Augusta, Me.; WLBZ, Bangor, Me.

DORRANCE D. RODERICK—Owns KSLD, Silver City, N. M.; holds 83% of KRDD, El Paso, Tex., and 54% of KOSA, Odessa, Tex.

ROUNSAVILLE STATIONS—Comprising WBA Cleveland; WBEJ, Elizabethton; WGRV, Greenville; WKSR, Pulaski, all in Tennessee, and WQXI, Buena Vista, Ga. Available on package basis. Information available from R. W. Rounsaville at WBA.

SCRIPPS-HOWARD GROUP—Scripps-Howard Radio Inc. is licensee of WCOP, Cincinnati, and WNOX, Knoxville. It holds construction permits for WEW-TV and FM, Cleveland; WCPO-FM, Cincinnati; WNOX-FM, Knoxville, and FM station in India: apolis. Memphis Publishing Co. is licensee of WMP operated separately. Officials: Jack R. Howard, 2 Park Ave., New York, president; James C. Hanraha vice president and general manager, WEWS-TV Richard Westergaard, vice president and general manager, WNOX; Mortimer C. Watters, WCPO vice president and general manager.

SOUTHWESTERN STATION GROUP—Comprising KDLK, Del Rio, Tex.; KXEP, El Paso, Tex.; KXS, San Angelo, Tex. Joe H. Torbett, director of operations.

STEINMAN STATIONS (see listing under Region Networks, page —)

DOROTHY S. THACKREY STATIONS—WLIB, New York; KLAC, Los Angeles; KYA, San Francisco.

UPPER MICHIGAN-WISCONSIN BCSTG. CO.—WJM Ironwood, Mich.; WATW, Ashland, Wis.; WIKB, Iron Mountain, Mich. Wm. L. Johnson, president; J. V. Huss, manager.

WM. J. WAGNER STATIONS—KFQD, Anchorage; KFRB, Fairbanks; KINY, Juneau; KTKN, Ketchikan and KIBH, Seward, all in Alaska.

WESTINGHOUSE RADIO STATIONS Inc.—Operating WBZ, WBZ-FM, WBZ-TV, Boston; WBAZ, WBZ-FM, Springfield, Mass.; WBOS, Boston (International); KDKA, KDKA-FM, Pittsburgh; KYW, KYW-FM, Philadelphia; WOWO, WOWO-FM, Fort Wayne; KEZ, KEX-FM, Portland, Ore. A subsidiary of Westinghouse Electric Corp. Headquarters: 1619 Walnut St. Philadelphia 3. Telephone: Rittenhouse 6-6870. Officers: Walter Evans, president; Walter E. Benoit, vice president; J. B. Conley, general manager; B. A. McDonald, sales manager; W. B. McGill, advertising manager; George E. Hagerty, engineering manager; D. A. Myer, technical field director; Gordon Hawkins, program and educational director; C. M. Meehan, director of public relations; L. R. Rawlins, industry relations manager; I. C. Ruby, auditor; F. P. Nelson, Washington representative.

HARRY C. WILDER STATIONS—WSYR, Syracuse, N. Y.; WTRY, Troy, N. Y.; WELI, New Haven, Conn. WOODRUFF STATIONS WDFB, Columbia, S. C.; WDFB, Columbia, S. C.

REGIONAL NETWORKS

(Continued)

NEW ENGLAND REGIONAL NETWORK—Special regional network of NBC-affiliated stations, comprising WTIC, Hartford; WBZ, Boston; WJAR, Providence; WOSH, Portland; WLBZ, Bangor; WRDO, Augusta Me. Directors: Paul W. Morency, WTC chairman; J. E. Conley, Westinghouse Radio Stations; John J. Boyle, WJAR; William E. Rines, WOSH. 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.; KFYR, Bismarck, N. D.; WBEA, 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; KTMC, McAlester; KSWO, Lawton. 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.

THE OREGON TRAIL NETWORK—Owned and operated by Inland Radio Inc. (See group ownership listing for details).

QUAKER NETWORK—Pennsylvania regional hookup comprising WFIL, Philadelphia; WRAW, Reading; WSAN, 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. Operates as network or split as desired. Other cities available on order. Headquarters: WFIL, Philadelphia. General Manager: Roger W. Clipp.

RADIO NETWORK OF ARIZONA—Comprising KOOL, Phoenix; KCNA, Tucson. Robert E. Bausman, manager.

REBEL NETWORK—Mississippi regional network comprising WJDX, Jackson; WAML, Laurel; WFOR, Hattiesburg; WJPR, Greenville; WYOK, Meridian; WGCM, Gulfport. Frank Gentry, business manager.

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.

SOUTHWEST NETWORK—Comprising KROD, El Paso; KAVE, Carlsbad, N. M.; KSIL Silver City, N.M.; KOSA, Odessa; KIUN, Pecos, Tex.; KVKM, Monahans, Tex.; KVLV, Alpine, Tex. Headquarters: KROD, El Paso. Dorrance D. Roderick, president; Val Lawrence, managing director.

STEINMAN STATIONS (Mason Dixon Radio Group)—Regional group comprising WDEL, Wilmington, Del.; WORK, York, Pa.; WGAL, Lancaster, Pa.; WRAW, Reading, Pa.; WEST, Easton, Pa.; WKBO, Harrisburg, Pa. Represented nationally by Radio Advertising Co. Headquarters: WGAL, Lancaster. General Manager: Clair R. McCollough.

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. Affiliated stations: KGNC, Amarillo; KRIS, Corpus Christi; KRGV, Weslaco, Texas. 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. Half, WOAI; Jack Harris, KPRC.

TEXAS STATE NETWORK—Regional network comprising KFJZ, Fort Worth; WRR, Dallas; KABC, San Antonio; KBST, Big Spring; KGKL, San Angelo; KRBC, Abilene; KPIT, Paris; KRRV, Sherman; KCMC, Texarkana; WACO, Waco; KTEM, Temple; KNOW, Austin; KFRO, Longview; KBWD, Brownwood; KMAC, San Antonio; KCRS, Midland; KGVL, Greenville; KMHT, Marshall; KXYZ, Houston. Gene L. Cagle, president. Headquarters: 1201 W. Lancaster. Fort Worth 1.

THE TOBACCO NETWORK INC.—Regional North Carolina network comprising WRAL, Raleigh; WTIK, Durham; WENC, Fayetteville; WGTM, Wilson; WGBR, Goldsboro; WGTC, Greenville; WHIT, New Bern; WJNC, Jacksonville. Executives: Billy S. Hodges Jr., WGTC, president; Leland B. Nelson, WGBR, vice president; Fred Fletcher, WRAL, secretary and treasurer; Howard Meschler, WRAL, chairman program committee; R. K. Scott, general sales manager; Headquarters: Box 1988, Raleigh, N. C. Tel. 8885. Represented nationally by The Walker Company.

WEST TEXAS NETWORK—Comprising KRBC, Abilene; KBST, Big Spring; KGKL, San Angelo.

WEST VIRGINIA NETWORK—Comprising WCHS, Charleston; WSAZ, Huntington. Available as a regional network. Headquarters: WCHS, Charleston. Officials: John A. Kennedy, president; Howard L. Chernoff, managing director. Represented nationally by the Branham Co.

WISCONSIN NETWORK—Network comprising WBLY, Appleton; KFIZ, Fond du Lac; WCLO, Janesville; WIBU, Poynette-Madison; WRJN, Racine; WHBL, Sheboygan; WFHR, Wisconsin Rapids. Main office Wisconsin Rapids, Wis.; WJPG, Green Bay. Supplemental Stations: WMAM, Marinette; WTAQ, Green Bay; WEAU, Eau Claire; WJMS, Ironwood, Mich.; WATW, Ashland; WDSM, Superior; WEMP, Milwaukee; WKBH, La Crosse; WOSB, Sheboygan; WIGM, Medford; WJMC, Rice Lake; WMT, Manitowish. Main office: Wisconsin Rapids. Robert E. Seaman, managing director.

WOLVERINE NETWORK INC.—Regional network comprising WFUR, Grand Rapids; WMUS, Muskegon; WKLA, Ludington; WATF, Cadillac; WTCM, Travers City; WDCC, Escanaba; WDMJ, Marquette; WIKE, Iron Mountain; WMAM, Marinette; WJMS, Ironwood; WHDF, Calumet; WELL, Battle Creek; WIBM, Jackson; WLS, Lansing; WENX, Saginaw; WWOK, Flint; WJBK, Detroit; and WJJD, Chicago. Roy C. Kelley, president and manager; Ray M. Veenstra, secretary-treasurer; J. S. Foster, asst. treasurer and comptroller.

YANKEE NETWORK—Comprising WNAC, Boston; WONS, Hartford, Conn.; WEAN, Providence, R. I.; WWCO, Waterbury, Conn.; WHYN, Holyoke-Springfield, Mass.; WAAB, Worcester, Mass.; WICC, Bridgeport, Conn.; WMTW, Portland, Me.; WLEH, Lowell; Lawrence, Mass.; WBSR, Fall River, Mass.; WJOF, Bangor, Me.; WKBR, Manchester, N. H.; WBRK, Pittsfield, Mass.; WNLC, New London, Conn.; WLNH, Laconia, N. H.; WFAU, Augusta, Me.; WCOU, Lewiston, Me.; WHAL, Greenfield, Mass.; WEIM, Pittsfield, Mass.; WSYB, Rutland, Vt.; WHEB, Portsmouth, N. H.; WDEV, Waterbury, Vt.; WKKL, Concord, N. H. Represented nationally by Edward Petry & Co. Headquarters: 21 Brookline Ave., Boston. Officials: John Shepard, 3d, chairman of board; William 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—Comprising KXLF, Butte, Mont.; KXLL, Helena, Mont.; KXLQ, Bozeman, Mont.; KXLK, Great Falls, Mont.; KXLL, Missoula, Mont. Available as a hookup. Managing Director: Ed Craney, KXLF.

ZIA NETWORK—Comprising KOAT, Albuquerque; KTRC, Santa Fe; KFUN, Las Vegas; and KGAK, Gallup. All in New Mexico with representation by Home Griffith Co.

GALLUCCI BROTHERS & ASSOCIATES

the ★ best

Radio Advertising BUILDING Campaigns

for

Local - Network - International - Stations - Regional Networks



Since 1936

727 Meriden Road
Waterbury, Conn.

P. O. Box 1224
Denver, Colo.

rey; KIEM, Eureka; KHSL, Chico; KVCV, Redding; YNO, Fresno; KYOS, Merced; KXOA, Sacramento; XOB, Stockton. Northwest (Oregon): KALE, Portland; KRNR, Roseburg; KFJI, Klamath Falls; KORE, Igene; KOOS, Coos Bay; KAST, Astoria; KUIN, rants Pass; KWIL, Albany; KBND, Bend; KSLM, lem. Northwest (Washington): KVL, Seattle-Tama; KYAK, Yakima; KXRO, Aberdeen; KGY, ymplia; KEIA, Centralia; KRKO, Everett; KWLK, ngview; KNEW, Spokane; KUJ, Walla Walla; WAL, Wallace, Ida.; KRLC, Lewiston, Ida.; KVNI, uer d'Alene, Ida.; KATO, Reno, Nev. Represented ionally by John Blair & Co. Headquarters: KFL, s Angeles. Executive officers: Lewis Allen, Welce president and general manager; Sydney Gaynor, eral sales manager.

EM STATE NETWORK—Comprising KGEM Boise; BIO Burley; KIFI Idaho Falls; KEIO Pocatello and LIX Twin Falls. All in Idaho.

GEORGIA ASSN. OF LOCAL STATIONS—Regional stwork comprising WDEC, Americus; WGAU, Athl; WLBB, Carrollton; WBHF, Cartersville; WGOA, edartown; WMJM, Cordele; WMOC, Covington; BLJ, Dalton; WMLT, Dublin; WKEU, Griffin; FOM, Rome; WFRP, Savannah; WWSN, Statesboro; WGS, Tifton; WRLC, Toccoa; WRQN, Vidalia; AYX, Waycross; WRLD, West Point; WMVG, Milldeville; WMGA, Moultrie; WROM, Rome. Headquarters: Robert Fulton Hotel, Atlanta. Tom K. Vas, WMLT, president; Belmont Dennis, WMOC, vice resident; Tom Carr, secretary-treasurer.

GEORGIA MAJOR MARKET TRIO—Comprising GST, Atlanta; WTOC, Savannah; WMAZ, Macon. Available individually and in group. National Representatives: The Katz Agency Inc.

REAT NORTHERN BCSTG. SYSTEM—Comprising VOX, Fargo, N. D.; KWLM, Wilmar, Minn.; KMHL, arshall, Minn.; KGDE, Fergus Falls, Minn.; WATW, shland, Wis.; KLPM, Minot, N.D.; KABR, Aberdeen, D.; WJMS, Ironwood, Mich.; WHDF, Calumet, ch.; WIKB, Iron Mountain, Mich.; KGCU, Manan, N.D.; KOVC, Valley City, N.D.; KDLR, Devils ake, N.D.; KGCK, Sidney, Mont. Headquarters: asota Bldg., Minneapolis. A. A. Fahy, president & n. mgr.

REAT WEST NETWORK—Comprising KVER buquerque; KSVP, Artesia and KYLE, Alamogordo. ll in New Mexico. Headquarters: 317 N. Broadway, buquerque. S. V. Patrick, president & gen. Mgr.

HE INLAND GROUP—Regional network consisting f KOLN, Lincoln; KORN, Fremont and KBON, maha. All in Nebraska. Paul R. Fry, vice president; H. Dahlgard, business manager.

INTERCOLLEGIATE BROADCASTING SYSTEM (Ivy Network—Middle Atlantic Network—Capital Network) Network of college and university campus radio stations comprising: WHCN, Harvard; WBRU, Brown; WHUS, Connecticut; WKCR, Columbia; WFRU, Princeton; WXPN, Pennsylvania; WRAD, Radcliffe; WBS, Wellesley; WRTC, Trinity; WES, Wesleyan; WHRC, Haverford; WSRN, Swarthmore; WRSU, Rutgers; WJRH, Lafayette; WLRN, Lehigh; WGTB, Georgetown; WAMC, American U.; WMWC, Mary Washington; WUVA, Virginia; WHOE, Rhode Island State; WBVD, Fort Trumbull (U. of Conn.); WWGC, Gettysburg; WCIT, Carnegie Tech; WVBV, Bucknell; WBRB, Cornell; WHC, Hamilton; WRUC, Union; KSLU, St. Lawrence; WXBC, Bard; WMS, Williams; WABP, Alabama; WNCN, North Carolina State; WUSC, South Carolina; WRPI, Illinois; WMMC, MacMurray; WMUB, Miami (Ohio); WONC, Olivet Nazarene; KWWC, Stephens; WMIB, Manchester; KBTU, Brigham Young; Montana State; KUVY, Oklahoma; KIYS, Baylor; KAEO, Pacific; KSU, Stanford; KSMU, Southern Methodist; KVOF, Texas Mines; KUOI, Idaho; KXLU, Loyola (Los Angeles); KVDU, Denver; WWSN, Bethany (W. Va.); WNTC, Clarkson & Potsdam; WRTI, Temple. Headquarters: 507 Fifth Ave., New York 17. Executives: Russell Potter, president; Roger Clipp, vice president; Judith Waller, secretary; Guy della Cioppa, treasurer; George Abraham, executive chairman; David Borst, technical manager; David Linton, program manager; Paul F. Yergin, business manager; Sonia-Jane Brown, station relations; Victor E. Rosenblum, asst. business mgr.; Alan Rich, music director; Kurt Shell, director of international broadcasts; Harriet Linton, research director; Ulrich Caro, operations director; Tak Kako, production director. Washington, D. C.; George Abraham, in charge. 2808 Erie Street, S.E., Washington 20. Herbert Barlow, division engineer; Fred C. Collins, Director of Capital Network. Network and individual stations represented by Avery-Knodel Inc.

Represented by Kettell-Carter in New England only.

INTERMOUNTAIN NETWORK—Utah Group: KALL, Salt Lake City; KLO, Ogden; KOVO, Provo; KVNU, Logan; KOAL, Price. Idaho Group: KEYY, Pocatello; KID, Idaho Falls; KVMV, Twin Falls; KFXD, Nampa-Boise; KFXD-FM, Nampa-Boise. Wyoming Group: KQRS, Rock Springs; KDFN, Casper; KPOW, Powell; KWYO, Sheridan. Montana Group: KBYM, Billings; KR/F, Miles City; KMFR, Great Falls; KYES, Butte. Main office: 248 S. Main St., Salt Lake City. Officers: George C. Hatch, president and general manager; Lynn L. Meyer, vice president in charge of sales;

Alvin G. Pack, vice president in charge of operations; John S. Hinckley, promotion and merchandising manager.

IOWA TALL CORN NETWORK—An Iowa network comprising KBUR, Burlington; KFOS, Clinton; KSWI, Council Bluffs; KSIJ, Creston; KDEC, Decorah; KWDM, Des Moines; KDTH, Dubuque; KVFJ, Fort Dodge; KOKK, Keokuk; KFJB, Marshalltown; KWPC, Muscatine, KTRI, Sioux City; KICD, Spencer; KAYX, Waterloo. Operating committee managers of the member stations: G. B. McDermott, Morgan Sexton, William Ware, E. M. Horning, William Croker, Robert L. Webber, K. S. Gordon, Edward Breen, George Adkisson, Paul Millen, George Volger, Dietrich Dirks, Ben Sanders, Al Triggs. Manager and central area representative: George W. Webber, Shops Bldg., Des Moines 9. National representative for network and individual stations: Taylor-Howe-Snowden Radio Sales Inc.

LONE STAR CHAIN—Texas regional network comprising WBAP, Ft. Worth; KTSA, San Antonio; KKYZ, Houston; KGNC, Amarillo; KFYO, Lubbock; KRIS, Corpus Christi; KRGV, Weslaco. M. Tilford Jones, chairman of operating committee.

LONG TEXAS GROUP—Comprising KIOX, Bay City; KVIC, Victoria; KSAM, Huntsville; KNET, Palestine and KTLW, (CP) Texas City. All in Texas and available as a package group. J. G. Long, managing director; Verne V. Trembley, general manager, both at KIOX headquarters.

MAINE BROADCASTING SYSTEM—Comprising WCSH, Portland; WLBZ, Bangor; WRDO, Augusta. William Rines, WCSH, Manager. Represented by Weed & Co. and Bertha Bannan.

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 ABC Network. Headquarters: Stroh Bldg., Detroit. Executives: James G. Riddell, general manager; Harold Christian, sales manager; Wm. J. Hendricks Jr., advertising, promotion and publicity director; Bess Ashton, traffic manager.

MID-STATES GROUP—Regional Group comprising KRNT, Des Moines; WMAX, Sioux City-Yankton; WMT, Cedar Rapids-Waterloo. Headquarters: KRNT, Register and Tribune Bldg., Des Moines. Represented by the Katz Agency.

(Continued)

SIX OUTSTANDING PROFIT BUYS . . .



"The Steinman Stations"

- WDEL**
Wilmington, Del.
(Established 1922)
- WKBO**
Harrisburg, Pa.
(Established 1922)
- WORK**
York, Pa.
(Established 1932)
- WGA**
Lancaster, Pa.
(Established 1922)
- WRAW**
Reading, Pa.
(Established 1922)
- WEST**
Easton, Pa.
(Established 1936)
- NBC**
AFFILIATES

More and more advertisers are finding that these stations offer rich sales opportunities. All six markets are consistently prosperous because of diversity and advantageous locations. For information write:

Sales representative
RADIO ADVERTISING COMPANY
 New York Chicago
 San Francisco Los Angeles

REGIONAL NETWORKS

(Continued)

NEW ENGLAND REGIONAL NETWORK—Special regional network of NBC-affiliated stations, comprising WTIC, Hartford; WBZ, Boston; WJAR, Providence; WCSH, Portland; WLBS, Bangor; WRDO, Augusta Me. Directors: Paul W. Morency, WTIC, chairman; J. E. Conley, Westinghouse Radio Stations; John J. Boyle, WJAR; William E. Rines, WCSH, 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.; KFYY, 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; KTMC, McAlester; KSWO, Lawton. All stations affiliated with American Network. Available as a regional network. Headquarters: APO Tower, Oklahoma City. Managing Director: Robert D. Enoch, KTOK. Represented nationally by Taylor-Howe-Snowden.

THE OREGON TRAIL NETWORK—Owned and operated by Inland Radio Inc. (See group ownership listing for details).

QUAKER NETWORK—Pennsylvania regional hookup comprising WFIL, Philadelphia; WRAW, Reading; WSAN, 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. Operates as network or split as desired. Other cities available on order. Headquarters: WFIL, Philadelphia. General Manager: Roger W. Clipp.

RADIO NETWORK OF ARIZONA—Comprising KOOL, Phoenix; KCNA, Tucson. Robert E. Bausman, manager.

REBEL NETWORK—Mississippi regional network comprising WJDX, Jackson; WAML, Laurel; WFOR, Hattiesburg; WJPE, Greenville; WTOK, Meridian; WGCM, Gulfport. Frank Gentry, business manager.

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.

SOUTHWEST NETWORK—Comprising KROD, El Paso; KAVE, Carlsbad, N. M.; KSIL Silver City, N. M.; KOSA, Odessa; KIUN, Pecos, Tex.; KVKM, Monahans, Tex.; KVLF, Alpine, Tex. Headquarters: KROD, El Paso. Dorrance D. Roderick, president; Val Lawrence, managing director.

STEINMAN STATIONS (Mason Dixon Radio Group)—Regional group comprising WDEL, Wilmington, Del.; WORK, York, Pa.; WGAL, Lancaster, Pa.; WRAW, Reading, Pa.; WEST, Easton, Pa.; WKBO, Harrisburg, Pa. Represented nationally by Radio Advertising Co. Headquarters: WGAL, Lancaster. General Manager: Clair R. McCollough.

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. Affiliated stations: KGNC, Amarillo; KRIS, Corpus Christi; KRGV, Weslaco, Texas. 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. Halif, WOAI; Jack Harris, KPRC.

TEXAS STATE NETWORK—Regional network comprising KFZ, Fort Worth; WRE, Dallas; KABC, San Antonio; KBST, Big Spring; KGKL, San Angelo; KRBC, Abilene; KPIT, Paris; KRRV, Sherman; KCMC, Texarkana; WACO, Waco; KTEM, Temple; KNOW, Austin; KFRO, Longview; KBWD, Brownwood; KMAC, San Antonio; KCRS, Midland; KGVU, Greenville; KMHT, Marshall; KXYZ, Houston. Gene L. Cagle, president. Headquarters: 1201 W. Lancaster, Fort Worth 1.

THE TOBACCO NETWORK INC.—Regional North Carolina network comprising WRAL, Raleigh; WTKR, Durham; WENC, Fayetteville; WGTM, Wilson; WGBE, Goldsboro; WGTC, Greenville; WHIT, New Bern; WJNC, Jacksonville. Executives: Billy S. Hodges Jr., WGTC, president; Leland B. Nelson, WGBE, vice president; Fred Fletcher, WRAL, secretary and treasurer; Howard Meschmier, WRAL, chairman program committee; R. K. Scott, general sales manager; Headquarters: Box 1988, Raleigh, N. C. Tel. 8885. Represented nationally by The Walker Company.

WEST TEXAS NETWORK—Comprising KRBC, Abilene; KBST, Big Spring; KGKL, San Angelo.

WEST VIRGINIA NETWORK—Comprising WCHS, Charleston; WSAZ, Huntington. Available as a regional network. Headquarters: WCHS, Charleston. Officials: John A. Kennedy, president; Howard L. Chernoff, managing director. Represented nationally by the Branham Co.

WISCONSIN NETWORK—Network comprising WBXY Appleton; KFIZ, Fond du Lac; WCLO, Janesville; WIBU, Poynette-Madison; WRJN, Racine; WBBI Sheboygan; WFHE, Wisconsin Rapids. Main office Wisconsin Rapids, Wis.; WJPG, Green Bay. Supplementary Stations: WMAM, Marinette; WTAQ, Green Bay; WEAU, Eau Claire; WJMS, Ironwood, Mich.; WATW, Ashland; WDSM, Superior; WEMP, Milwaukee; WKBH, La Crosse; WOSU, Sheboygan; WIGM Medford; WJMC, Rice Lake; WMT, Manitowish. Main office: Wisconsin Rapids. Robert E. Seaman managing director.

WOLVERINE NETWORK INC.—Regional network comprising WFUR, Grand Rapids; WMUS, Muskegon; WKLA, Ludington; WATF, Cadillac; WTCM, Travers City; WDBC, Escanaba; WDMJ, Marquette; WIKE Iron Mountain; WMAM, Marinette; WJMS, Ironwood; WHDF, Calumet; WELL, Battle Creek; WIBM Jackson; WLS, Lansing; WKNX, Saginaw; WWOK Flint; WJBK, Detroit; and WJJD, Chicago. Roy C. Kelley, president and manager; Ray M. Veenstra, secretary-treasurer; J. S. Foster, asst. treasurer and comptroller.

YANKEE NETWORK—Comprising WNAC, Boston; WONS, Hartford, Conn.; WEAN, Providence, R. I.; WWCO, Waterbury, Conn.; WHYN, Holyoke-Springfield, Mass.; WAAB, Worcester, Mass.; WICC, Bridgeport, Conn.; WMTW, Portland, Me.; WLLH, Lowell; Lawrence, Mass.; WSAE, Fall River, Mass.; WJOB Bangor, Me.; WKBR, Manchester, N. H.; WBRP Pittsfield, Mass.; WNLG, New London, Conn.; WLNH Laconia, N. H.; WFAU, Augusta, Me.; WCOU, Lewiston, Me.; WHAI, Greenfield, Mass.; WEIM, Fitchburg, Mass.; WSYB, Rutland, Vt.; WHEB, Portsmouth; N. H.; WDEV, Waterbury, Vt.; WKXL, Concord, N. E. Represented nationally by Edward Petry & Co. Headquarters: 21 Brookline Ave., Boston. Officers: John Shepard 3d, chairman of board; William O'Neil, president; Linus Travers, executive vice president; George W. Steffy, vice president; William O'Neil, treasurer; Robert F. Ide, assistant treasurer; Fran Knowlton, secretary.

Z-NET—Comprising KXLF, Butte, Mont.; KXLL Helena, Mont.; KXLIQ, Bozeman, Mont.; KXLR Great Falls, Mont.; KXLL, Missoula, Mont. Available as a hookup. Managing Director: Ed Craney, KXLF.

ZIA NETWORK—Comprising KOAT, Albuquerque; KTRC Santa Fe; KFUN Las Vegas and KGAK Gallup. All in New Mexico with representation by Home Griffith Co.

GALLUCCI BROTHERS & ASSOCIATES

the ★ best

Radio Advertising BUILDING Campaigns

for

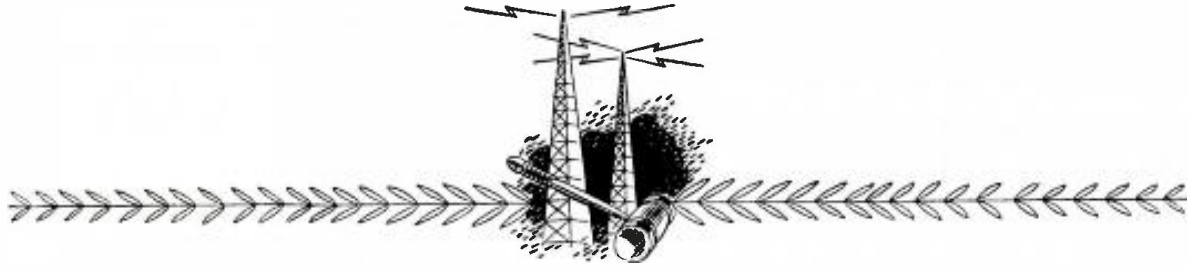
Local - Network - International - Stations - Regional Networks



Since 1936

727 Meriden Road
Waterbury, Conn.

P. O. Box 1224
Denver, Colo.



Announcing a New
PIKE & FISCHER SERVICE
ON
RADIO REGULATION

*Under the Sponsorship of the
Federal Communications Bar Association*

COMPREHENSIVE

In excess of three thousand pages of initial materials, in three looseleaf volumes, kept up to date with weekly releases.

Materials include: All Federal Communications Commission Rules and Regulations (Parts 1 to 19) affecting Radio, together with Engineering Standards—FCC Opinions and Orders—Court Decisions—Forms—Communications Act of 1934, as amended, and Congressional Committee Reports—Radio Act of 1927, and Congressional Committee Reports—Administrative Procedure Act—Urgent Deficiencies Act.

AUTHORITATIVE

All the materials are annotated and documented with official references, citations and notes. Volume Two of the Service is a comprehensive digest of Commission and Court actions since the days of the old Radio Commission affecting all aspects of radio.

Address
Inquiries to

PIKE & FISCHER
1728 Massachusetts Avenue, N. W.
WASHINGTON 6, D. C.

FOR PUBLICATION EARLY IN 1948

Directory of BROADCASTING STATION REPRESENTATIVES

With Lists of Stations Represented

Lists of stations supplied by each firm; 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.: Clyde Scott.
Detroit—Stroh Bldg. Tel.: Cherry 8321. Mgr.: Harold Christian.
San Francisco—155 Montgomery St. Tel.: Exbrook 6544. Mgr.: Kirk Torney.

Represents

WMAL Washington	WENR Chicago
WJZ New York	KECA Los Angeles
WGO San Francisco	WXYZ Detroit

American Pacific Network

AIRSPOT SALES

Chicago 1—64 E. Lake St. Tel.: Franklin 0961. Gen. Mgr.: Joseph Kapps.

(Stations represented not reported)

EVERY-KNODEL INC.

New York 17—565 Fifth Ave. Tel.: Plaza 3-2622. Mgr.: Lewis H. Avery.
Chicago 1—333 N. Michigan Ave. Tel.: Andover 4710. Mgr.: J. W. Knodel.
San Francisco 4—Russ Bldg. Tel.: Douglas 2-5873. Mgr.: David H. Sandeberg.
Los Angeles 15—315 W. Ninth St. Tel.: Tucker 2095. Mgr.: Norman E. Noyes.
Atlanta 3—41 Marietta St. N.W. Tel.: Cypress 7545. Mgr.: Charles C. Coleman.

Represents

WROW Albany, N. Y.	KILO Grand Forks, N. D.	KOIN Portland, Ore.
WAGA Atlanta	WJEP Grand Rapids, Mich.	WBEF Rock Island, Ill.
WGAC Augusta, Ga.	WFBC Greenville, S. C.	WNAO Raleigh, N. C.
KERO Bakersfield, Calif.	KULA Honolulu, T. H.	WRUN Rome, N. Y.
WKBW Buffalo	WMBR Jacksonville, Fla.	KROY Sacramento, Calif.
WHAN Charleston, S. C.	WKZO Kalamazoo, Mich.	KALL Salt Lake City
WAYS Charlotte, N. C.	WIBA Madison, Wis.	WDAR Savannah, Ga.
WJJD Chicago	WEMP Milwaukee	KJR Seattle
WSAI Cincinnati	WDGY Minneapolis	KMA Shendoah, Ia.
WKIX Columbia, S. C.	KLO Ogden, Utah	KSOO Sioux Falls, S. D.
KDAL Duluth, Minn.	KOMA Oklahoma City	KTUL Tulsa, Okla.
KFRE Fresno, Calif.	WIRL Peoria, Ill.	KXEL Waterloo, Ia.

The Intermountain Network

BERTHA BANNAN

Boston—Little Bldg. Tel.: Hubbard 4370. Bertha Bannan, Gertrude Saxe.

New England Representation

WCAU Philadelphia	WSPR Springfield, Mass.	WSYB Rutland, Vt.
WHN New York	WHEB Portsmouth, N. H.	WSNY Schenectady, N. Y.
WJAR Providence	WBRK Pittsfield, Mass.	WDEV Waterbury, Vt.
WLBZ Bangor, Me.	WESX Salem, Mass.	WWSR St. Albans, Vt.
WHAI Greenfield, Mass.	WNBH New Bedford, Mass.	WKNB New Britain, Conn.
WCSE Portland, Me.	WOCB Cape Cod, Mass.	WNAB Bridgeport, Conn.
WHYN Holyoke, Mass.	WEIM Fitchburg, Mass.	WELI New Haven, Conn.
WIBX Utica, N. Y.	WKR Manchester, N. H.	WNL New London, Conn.
WRDO Augusta, Me.	WRXL Concord, N. H.	WSTC Stamford, Conn.
WATR Waterbury, Conn.	WJOY Burlington, Vt.	WAGM Presque Isle, Me.

Connecticut State Network—Maine Broadcasting System

WALTER BIDDICK CO.

Los Angeles 15—Chamber of Commerce Bldg. Tel.: Richmond 6184. Mgr.: Guy M. Biddick.

Represents on Pacific Coast

WIBW Topeka, Kan.	KIEV Glendale, Calif.	KRSC Seattle
KAST Astoria, Ore.	KGIW Alamosa, Colo.	KVRS Rock Springs, Wyo.
WIBX Utica, N. Y.	KMED Medford, Ore.	WATN Watertown, N. Y.
KCKN Kansas City, Kan.	KWRC Pendleton, Ore.	KWBR Oakland, Calif.
	WSNY Schenectady, N. Y.	

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.: Richard D. Buckle
St. Louis—Paul Brown Bldg. Tel.: Chestnut 5688. Mgr.: J. Chris Hetherington.
Los Angeles—6331 Hollywood Blvd. Tel.: Granite 6103. Mgr.: Carleton Cowen.
San Francisco—Russ Bldg. Tel.: Douglas 3188. Mgr.: Lindsey H. Spight.
Detroit—Book Bldg. Tel.: Randolph 5257. Mgr.: Charles M. Adell.

Represents

Don Lee Broadcasting System (MBS)

The Arizona Radio Network

KOY Phoenix, Ariz.	KIDO Boise, Idaho	WIBC Indianapolis
KIRM Eureka, Cal.	WLS Chicago	KXOK St. Louis
KHJ Los Angeles	WFBR Baltimore	KODY North Platte, Ne.
KFXM San Bernardino, Cal.	WOW Omaha	KFRU Columbia, Mo.
KGB San Diego, Cal.	WNEW New York	KALE Portland, Ore.
KFRC San Francisco	KFYR Bismarck, N. D.	WDSU New Orleans
KDB Santa Barbara, Cal.	WBNS Columbus, O.	WLOR Minneapolis
KGDM Stockton, Cal.	WBBI Scranton, Pa.	WHDH Boston
KFEL Denver	WROL Knoxville, Tenn.	WHB Kansas City
WJAX Jacksonville, Fla.	KTRH Houston	KABC San Antonio
WQAM Miami, Fla.	KDYL Salt Lake City	KHON Honolulu
WFLA Tampa, Fla.	WMBG Richmond, Va.	KZFI Manila, P. I.
	WDBO Orlando, Fla.	KTUC Tucson, Ariz.

THE BOLLING COMPANY Inc.

New York 17—480 Lexington Ave. Tel.: Plaza 9-8150. Mgr.: George W. Bolling.
Chicago 1—360 N. Michigan Ave. Tel.: Dearborn 5277. Mgr.: Kenneth Carpenter.
Los Angeles 28—6757 Hollywood Blvd. Tel.: Hillside 7822. Mgr.: Fed Mitchell.

(Stations represented not reported)

†THE BRANHAM COMPANY

Chicago—360 N. Michigan Ave. Tel.: Central 5726. Mgr.: C. B. Peterson.
New York—230 Park Ave. Tel.: Murray Hill 6-1860. Mgr.: Joseph P. Timlin.
Atlanta—Rhodes-Haverty Bldg. Tel.: Walnut 4851. Mgr.: H. L. Ralls.
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.: Riverside 4884. 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.: B. C. Finn.
San Francisco—5 Third St. Tel.: Garfield 6740. Mgr.: G. D. Close.
Los Angeles—448 S. Hill St. Tel.: Michigan 1269. Mgr.: Chet Doyle.
Memphis—Sterick Bldg. Tel.: 8-2344. Mgr.: Sidney Nichols.

Represents

WLAY Muscle Shoals, Ala.	WRBC Jackson, Miss.	WMC Memphis
WMOB Mobile, Ala.	WEMS Charleston, W. Va.	KRIC Beaumont, Tex.
KTHS Hot Springs, Ark.	WCPO Cincinnati	KWBV Corpus Christi, Tex.
KFMB San Diego, Cal.	KBYE Oklahoma City	KAND Corsicana, Tex.
WGBA Columbus, Ga.	WTJS Jackson, Tenn.	KRLD Dallas
KWKH Shreveport, La.	WNOX Knoxville, Tenn.	

West Virginia Network

WCHS Charleston, W. Va. WBLK Clarksburg, W. Va. WPAR Parkersburg, W. Va.
WSAZ Huntington, W. Va.

HOWARD C. BROWN CO.

Hollywood 28—6404 Sunset Blvd. Tel.: Hollywood 6045. Mgr.: Howard C. Brown.

Represents

3XY Melbourne, Australia

†BURKE, KUIPERS & MAHONEY, Inc.

New York 17—420 Lexington Ave. Tel.: Mohawk 4-9761. Gen. Mgr.: Stephen Mahoney.
Chicago 1—203 N. Wabash Ave. Tel.: State 4218. Pres.: C. A. G. Kuipers.
Dallas 1—Southwestern Life Bldg. Tel.: 2-2702. Mgr.: A. W. Howe.
Los Angeles 28—607 S. Hill St. Tel.: Vandyke 7386. Mgr.: J. V. Fisler.
Atlanta 3—Rhodes Haverty Bldg. Tel.: Walnut 1334. Mgr.: Mrs. A. S. Grant.
Oklahoma City 1—First National Bldg. Tel.: 7-7417. Mgr.: C. M. Lintcum.
San Francisco 4—300 Montgomery St. Tel.: Douglas 4393. Mgr.: R. J. Birch.

Represents

WKYB Paducah, Ky.	KLIF Dallas	KNOE Monroe, La.
WEDO McKeesport, Pa.	WLCS Baton Rouge, La.	KGBS Harlingen, Tex.
	WGNH Gadsden, Ala.	

(Continued)

BROADCASTING • Telecasting

"Hollingbery

knows how!"

No greater compliment is more current—and in today's fast-stepping market, alert, informed representation is more vital than ever before.

★ *Significantly, the 18 original stations which entrusted us with representing them back in 1936 are still among the much larger list we represent today. And in 90% of the marketing areas we serve, we represent the Number One Station.*

Ask a Hollingbery man—any Hollingbery man—an organization devoted to serving the interests of stations and buyers of time.

GEORGE P. HOLLINGBERY COMPANY

With Offices in Chicago, 307 N. Michigan Ave. — New York, Graybar Bldg. 420 Lexington Ave. — Los Angeles, 411 W. 5th Street — San Francisco, 300 Montgomery Street — Atlanta, Whitehead Bldg. 223 Peachtree Street

*Stations exclusively represented by
the George P. Hollingbery Company*

WADC, Akron, Ohio ★ WATL, Atlanta, Ga. ★ WRDW, Augusta, Ga. ★ WJBO, Baton Rouge, La. ★ WBCM, Bay City, Mich. ★ WTNB, Birmingham, Ala. ★ WTMA, Charleston, S. C. ★ WAAF, Chicago, Ill. ★ WRBL, Columbus, Ga. ★ WBTM, Danville, Va. ★ WHIO, Dayton, Ohio ★ WWJ, Detroit, Mich. ★ WEBC, Duluth, Minn. ★ WEAU, Eau Claire, Wis. ★ KTSM, El Paso, Tex. ★ WBIG, Greensboro, N. C. ★ WJDX, Jackson, Miss. ★ KSJB, Jamestown, N. D. ★ WIOD, Miami, Fla. ★ KGVO, Missoula, Mont. ★ KOWH, Omaha, Neb. ★ WHOO, Orlando, Fla. ★ KOOL, Phoenix, Ariz. ★ WEEU, Reading, Pa. ★ WHAM, Rochester, N.Y. ★ KITO, San Bernardino, Cal. ★ WSAV, Savannah, Ga. ★ WARM, Scranton, Pa. ★ KVI, Seattle, Wash. ★ KSCJ, Sioux City, Ia. ★ WSPA, Spartanburg, S. C. ★ WSPR, Springfield, Mass. ★ KGBX, Springfield, Mo. ★ WREN, Topeka, Kan. ★ KCNA, Tucson, Ariz. ★ KFBI, Wichita, Kan. ★ ARROWHEAD NETWORK—WEBC, Duluth, Minn. ★ WMFG, Hibbing, Minn. ★ WHLB, Virginia, Minn. ★ WEAU, Eau Claire, Wis. ★ WJMC, Rice Lake, Wis. ★ REBEL NETWORK ★ GEORGIA FIVE STAR GROUP
TELEVISION—WWJ—TV, Detroit, Mich.

Directory of BROADCASTING STATION REPRESENTATIVES

(Continued from page 338)

BULMER & JOHNSON, Inc.

Minneapolis 2—Savings & Loan Bldg. Tel.: Lincoln 7017.
(Stations represented not reported)

BURN-SMITH CO., Inc.

New York 18—19 W. 44th St. Tel.: Murray Hill 2-3124. Mgr.: C. Stanley Bailey.
Chicago 1—307 N. Michigan Ave. Tel.: Central 4437. Mgr.: John A. Toothill.
Los Angeles 15—Chamber of Commerce Bldg. Tel.: Richmond 6184. Mgr.: Clark Barnes.

Represents

WELL Battle Creek, Mich.	WFVA Fredericksburg, Va.	WFAG Ann Arbor, Mich.
WFDF Flint, Mich.	WSSV Petersburg, Va.	WCMW Canton, O.
WMRF Lewistown, Pa.	WCMA Corinth, Miss.	KFOX Long Beach, Calif.
WALB Albany, Ga.	WOPI Bristol, Tenn.	WARL Arlington, Va.
WJLS Beckley, W. Va.	WKPT Kingsport, Tenn.	WBOC Salisbury, Md.
WJLB Detroit	WOMI Owensboro, Ky.	WIKY Evansville, Ind.
WRUF Gainesville, Fla.	WLBK Bowling Green, Ky.	WJVA South Bend, Ind.
WJSW Altoona, Pa.	WHLN Harlan, Ky.	WPTW Fort Wayne, Ind.
WEPM Martinsburg, W. Va.	WIBU Madison, Wis.	WBGE Atlanta
WHHT Durham, N. C.	WISE Asheville, N. C.	WKYW Louisville
WSUA Bloomington, Ind.	WCNC Elizabeth City, N. C.	WROV Roanoke, Va.
KCBC Des Moines	WGBG Greensboro, N. C.	WKOP Binghamton, N. Y.
WMBC Greenville, S. C.	WMFR High Point, N. C.	WAIM Anderson, S. C.
KWJX Portland, Ore.	WFTC Kinston, N. C.	WWXL Peoria
WBAX Wilkes-Barre, Pa.	WCBT Roanoke Rapids, N. C.	WENK Union City, Tenn.
WTRC Elkhart, Ind.	WSTP Salisbury, N. C.	WKBZ Muskegon, Mich.
WHAI Greenfield, Mass.	WMFD Wilmington, N. C.	WKLA Ludington, Mich.
		KFRO Longview, Tex.

†CAPPER PUBLICATIONS

New York City—420 Lexington Ave. Tel.: Mohawk 4-3280. Mgrs.: Phillip Zach, W. L. McKee.
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.

THOMAS F. CLARK CO., Inc.

New York 17—205 E. 42nd St. Tel.: Murray Hill 4-6317. Mgr.: Thomas F. Clark.
Chicago—35 E. Wacker Dr. Tel.: Central 1112. Mgr.: C. J. Anderson.

Represents

WJRD Tuscaloosa, Ala.	WTNM Tucumcari, N. M.	WENC Whiteville, N. C.
KOKO La Junta, Colo.	WNEZ Saranac Lake, N. Y.	WOOB Anniston, Ala.
KGEK Sterling, Colo.	WMBO Auburn, N. Y.	KPKA Greeley, Colo.
KIUP Durango, Colo.	WWRL Woodside, N. Y.	WLSA Hammond, La.
WMOG Brunswick, Ga.	WEGO Concord, N. C.	WBSM St. Genevieve, Mo.
WMJM Cordele, Ga.	WTEL Philadelphia, Pa.	KDSJ Deadwood, S. D.
WLAG La Grange, Ga.	KTBI Tacoma, Wash.	WTPR Paris, Tenn.
WELC Toccoa, Ga.	KGIW Alamosa, Colo.	KVWC Vernon, Tex.
WMGA Moultrie, Ga.	WRHP Tallahassee, Fla.	WGNC Gastonia, N. C.
WSNJ Bridgeton, N. J.	WBUY Lexington, N. C.	WSTS Southern Pines, N. C.

CLARK-WANDLESS CO.

New York 17—205 E. 42nd St. Tel.: Murray Hill 7-6958. Owners: Thomas F. Clark, H. J. Wandless.
(Represents stations in Argentina, Cuba, Panama, Colombia, Ecuador, Peru)

PIERCE W. COOK

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

Atlanta 22—Marietta St. Bldg. Tel.: Walnut 1231. Mgr.: Pierce W. Cook.

(Representation in the South only)

WFBC Greenville, S. C. WALB Albany, Ga. WSTP Salisbury, N. C.

Page 340 • 1948 Yearbook Number

DONALD COOKE Inc.

New York 17—551 Fifth Ave. Tel.: Murray Hill 2-7270. Mgr.: Donald Cooke.
Chicago 1—360 N. Michigan Ave. Tel.: Franklin 4527. Mgr.: Donald Harding.
Los Angeles 36—5225 Wilshire Blvd. Tel.: York 1437. Mgr.: Gene Grant.
San Francisco—681 Market St. Tel.: Garfield 5512. Mgr.: Ralph Bidwell.

Represents

WGAD Gadsden, Ala.	WGLI Galesburg, Ill.	WKAL Rome-Utica, N. Y.
WVOK Birmingham	WHOW Clinton, Ill.	WTKI Durham, N. C.
KFVD Los Angeles	KBOW Butte, Mont.	**WRAL Raleigh, N. C.
KLOK San Jose, Cal.	WPAT Paterson, N. J.	WFRK Reidsville, N. C.
KVSM San Mateo, Cal.	KXXL Reno, Nev.	WIBK Knoxville
KTIP Porterville, Cal.	*KVER Albuquerque, N. M.	KECK Odessa, Tex.
WAVV New Haven, Conn.	*KSVP Artesia, N. M.	WCOM Parkersburg, W. Va.
	*KYLE Alamogordo, N. M.	WOSH Oshkosh, Wis.

* Great West Network.

** In combination with WTKI Durham only.

Canadian Stations

CKEY Toronto	CHOK Sarnia, Ont.	CKVL Montreal
CJKL Kirkland Lake, Ont.	CKMO Vancouver, B. C.	CKWS Kingston, Ont.
CKGB Timmins, Ont.	CFCH North Bay, Ont.	CHEX Peterborough, Ont.
	CJOB Winnipeg	

COX & TANZ

Philadelphia—Drexel Bldg. Tel.: Lombard 3-1720. Mgr.: E. R. Tanz.
New York—285 Madison Ave. Tel.: Lexington 2-2450. Mgr.: A. F. Cox.
Chicago—228 N. LaSalle St. Tel.: Franklin 2095. Mgr.: J. C. Cox Jr.

Represents

WBLJ Dalton, Ga.	KFFA Helena, Ark.	KRBA Lufkin, Tex.
WCOK Sunbury, Pa.	WCHV Charlottesville, Va.	KHAS Hastings, Neb.
WOLS Florence, S. C.	KELD El Dorado, Ark.	WPRA Mayaguez, P. R.
KGFX Pierre, S. D.	WJZM Clarksville, Tenn.	WAGM Presque Isle, Me.
WHUB Cookeville, Tenn.	WGNC Gastonia, N. C.	WMLT Dublin, Ga.
	KIUL Garden City, Kan.	WSGC Eiberton, Ga.

HARRY E. CUMMINGS

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

Southeastern Representative

WJAX Jacksonville, Fla.	WOPI Bristol, Tenn.	WIOD Miami, Fla.
WISE Asheville, N. C.	WKPT Kingsport, Tenn.	WHIO Dayton, O.
WDIG Dothan, Ala.	WROL Knoxville, Tenn.	WFLA Tampa, Fla.
	WDBO Orlando, Fla.	

FM REPS

Los Angeles 6—2700 San Marino. Partners: John W. Swallow, E. Marvin Goodson, David S. Ballou.

(Represents FM Stations only)

FORJOE & COMPANY

New York—19 W. 44th St. Tel.: Vanderbilt 6-5080. Mgr.: Joseph Bloom, Jack Koste.
Chicago—360 N. Michigan Ave. Tel.: State 5587. Mgr.: Zangwill Golobe.
Los Angeles—403 W. 8th St. Tel.: Vandike 9885. Mgr.: Lawrence Krasner.
San Francisco—607 Market St. Tel.: Sutter 1-7569. Mgr.: James R. Connor.
Philadelphia—Widener Bldg. Tel.: Rittenhouse 9698. Mgr.: Charles Stahl.
Pittsburgh—Hotel Keystone. Tel.: Grant 3200. Mgr.: Thomas B. Price.
Washington, D. C.—1090 Connecticut Ave. Tel.: National 7203. Mgr.: Ben Strouse

Represents

KARV Mesa, Ariz.	WHWL Wilkes-Barre, Pa.	WRIB Providence
KWKW Los Angeles	CJOR Bangor, Me.	WPAK Charleston, S. C.
KUSN San Diego	WCOU Lewiston, Me.	WHHM Memphis
KEEN San Jose, Calif.	WORL Boston	KVET Austin, Tex.
WTUX Wilmington, Dela.	WJBK Detroit	KPBX Beaumont, Tex.
WWDC Washington, D. C.	WBBC Flint, Mich.	KSIX Corpus Christi, Tex.
WMUY Miami	WBMJ Jackson, Mich.	KNUZ Houston
WNEY Macon, Ga.	WMIN Mnpla-St. Paul	KURV Rio Grande, Tex.
WSBC Chicago	KKLV St. Louis	KONO San Antonio
WFAU Augusta, Me.	KDRO Sedalia, Mo.	WLOW Norfolk
WRRF Washington, N. C.	WBNX New York	WTIP Charleston, W. Va.
KFMJ Tulsa, Okla.	WNCA Asheville, N. C.	WMLO Milwaukee
WKAP Allentown, Pa.	WGTL Charlotte	KVON Napa, Calif.
WISR Butler, Pa.	WRRZ Clinton, N. C.	KRON San Bernardino, Calif.
WCHA Chambersburg, Pa.	KCMJ Palm Springs, Calif.	WSDI Baltimore
WLAN Lancaster, Pa.	WWCO Waterbury, Conn.	WWOL Buffalo
WNAE Norristown, Pa.	WCCM Lawrence, Mass.	CKNW New Westminster, B. C.
WNAS Philadelphia	WTOB Winston-Salem, N. C.	
WWSW Pittsburgh		

BROADCASTING • Telecasting

FREE & PETERS, Inc.

New York 22—444 Madison Ave. Tel.: Plaza 5-4130. Mgr.: H. Preston Peters.
 Chicago 1—180 N. Michigan Ave. Tel.: Franklin 6373. Mgr.: Lloyd Griffin.
 Atlanta 3—Palmer Bldg. Tel.: Main 5667. Mgr.: James M. Wade.
 Detroit 26—Penobscot Bldg. Tel.: Cadillac 4255. Mgr.: W. W. Bryan.
 Fort Worth 2—406 W. 7th St. Tel.: 36-3349. Mgr.: Joseph W. Evans.
 Hollywood 28—8331 Hollywood Blvd. Tel.: 2151. Mgr.: Hal W. Hoag.
 San Francisco 4—58 Sutter St. Tel.: Sutter 1-4353. Mgr.: A. Leo Bowman.

Represents

WGR Buffalo, N. Y.	WFBL Syracuse	KVOD Denver
WOC Davenport, Ia.	WCSC Charleston, S. C.	WDSM Duluth-Superior
WHO Des Moines	WIS Columbia, S. C.	WMCA New York
WDAY Fargo, N. D.	WPTF Raleigh, N. C.	KFAB Omaha
KMBC-KFEM Kansas City	WDBJ Roanoke, Va.	KEX Portland, Ore.
WISH Indianapolis	WAVE Louisville	KSDJ San Diego, Calif.
WTCN Minneapolis-St. Paul	KOB Albuquerque, N. M.	WBAP Fort Worth-Dallas
WMBD-WDZ Peoria-Tuscola	KIRO Seattle	KGMB-KHBC Honolulu-Hilo
KSD St. Louis	KRIS Corpus Christi, Tex.	WMAW Milwaukee
KSD-TV St. Louis	KXYZ Houston	WGH Norfolk
	KDSH Boise, Idaho	WTHI Terre Haute, Ind.
	KFDM Beaumont, Tex.	

FREMANTLE OVERSEAS RADIO, Inc.

New York 21—660 Madison Ave. Tel.: Butterfield 8-8505. Mgr.: Paul Talbot.

Represents

WWCO Waterbury, Conn. (Italian language time only) HJDE-HJDK (Medellin, Columbia)

Emissoras Unidas Group

PR-B9 Radio Record (Sao Paulo, Brazil) PR-H7 Radio Panamericana (Sao Paulo, Brazil)
 PR-A5 Radio Sao Paulo (Brazil).

ITALIAN NETWORKS

<i>Blue Network</i>	<i>Red Network</i>
Milano 1 (Milan)	Roma 1 (Rome)
Torino 1 (Turin)	Bari 1 (Bari)
Genova 1 (Genoa)	Napoli 1 (Naples)
Bologna 11 (Bologna)	Firenze 11 (Florence)
Venezia (Venice)	Catania (Catania)
Verona (Verona)	Palermo (Palermo)
Padova (Padua)	San Remo (San Remo)
Bolzano (Bolzano)	Torino 11 (Turin)
Firenze 1 (Florence)	Genova 11 (Genoa)
Roma 11 (Rome)	Milano 11 (Milan)
Napoli 11 (Naples)	Bologna 1 (Bologna)
Bari 11 (Bari)	Ancona (Ancona)
	Messina (Messina)
	Cagliari (Sardegna, Italy) (Independent)

THE FRIEDENBERG AGENCY Inc.

New York 19—165 W. 46th St. Tel.: Longacre 3-4474. Mgr.: H. A. Friedenberg.
 Chicago—333 N. Michigan Ave. Tel.: Andover 6686. Mgr.: Peterson Krutzer; Jack Kamsler, V.P.
 Charlotte—328½ N. Tryon. Mgr.: Raymond Gilley.

Represents

North Carolina State Network:	
WGTL-Kannapolis-Charlotte	WJEF Hagerstown, Md.
WFNS Burlington	WHTN Huntington, W. Va.
WGWR Asheboro	WPIK Washington, D. C.
WWGF Sanford	KBRL McCook, Neb.
WTNC Thomasville	WJVB Jacksonville Beach, Fla.
WADE Wadesboro	WNGO Mayfield, Ky.
WEWO Laurinburg	WKOK Framingham, Mass.
WBBO Forest City	KXLO Lewistown, Mont.
WKBC North Wilkesboro	

GILMAN, NICOLL & RUTHMAN

Chicago—400 N. Michigan Ave. Tel.: Superior 2198.
 New York—19 W. 44th St. Tel.: Murray Hill 2-9049.
 Boston—18 Tremont St. Tel.: Capitol 4454.
 Philadelphia—Old Newtown Rd. Tel.: Bustleton 8345.
 San Francisco—525 Market St. Tel.: Douglas 6275.

Represents

WBRV Waterbury, Conn.	KNEW Spokane
KVNI Coeur d'Alene, Ida.	KUJ Walla Walla, Wash.
KRLC Lewiston, Idaho	WCAW Charleston, W. Va.

GENE GRANT & CO.

Los Angeles 36—5225 Wilshire Blvd. Tel.: York 1437.
 San Francisco 5—681 Market St. Tel.: Garfield 1-5512.

Represents

WJRD Tuscaloosa, Ala.	KLOK San Jose, Calif.	WLDS Jacksonville, Ill.
KFFA Helena, Ark.	KBOW Butte, Mont.	KTIF Porterville, Calif.
KFTM Jonesboro, Ark.	WSKB McComb, Miss.	KTBI Tacoma, Wash.
KOKO La Junta, Colo.	WBBB Burlington, N. C.	KVSM San Mateo, Calif.
WHLB Port Huron, Mich.	KGKB Tyler, Tex.	KFVD Los Angeles
WVOK Birmingham, Ala.	WBTH Williamson, W. Va.	KPAS Banning, Calif.
KBLF Red Bluff, Calif.	WMRO Aurora, Ill.	KWTC Barstow, Calif.
	KTED Laguna, Calif.	KXXL Reno, Nev.

(Continued)

BROADCASTING • Telecasting

49 Years Publishing

FACTS!

marshalled to do

Your bidding—

Modern business and Sales Management depends for its vigor upon accurately marshalled FACTS—conclusive Facts—ready for instant reference.

There are approximately 14,000 complete business data items in the McKITTRICK DIRECTORY OF ADVERTISERS—Geographical Section and Classified Section respectively. Items that yield all the essential FACTS about National Advertisers—their Products, Trade Names, Executive Personnel, Appropriations, Media, When Lists are made up, Distribution, etc.

Sales problems are always changing and maximum Spot-Sales can be obtained through

- * *FACTS that help increase the time spent with prospects.*
- * *FACTS that help make calls more profitable.*
- * *FACTS that reveal additional opportunities in the territory.*

Why not plan your Sales and Promotional campaigns on the basis of these determinable FACTS?

Why not send for further information as to the cost and other essential details concerning this directory and Service?

GEORGE MCKITTRICK & COMPANY

108 Fulton Street

New York 7, N. Y.

Directory of BROADCASTING STATION REPRESENTATIVES

(Continued)

W. S. GRANT CO.

Sun Francisco—703 Market St. Tel.: Exbrook 2-6685. Gen. Mgr.: W. S. Grant.
Los Angeles—412 W. 6th St. Tel.: Vandike 6341. Mgr.: Grant Pollock.
New York—33 W. 42nd St. Tel.: Bryant 9-1374. Mgr.: Bernard Howard.
Chicago—180 N. Michigan Ave. Tel.: Dearborn 7869 Mgr.: Frank R. Back.

Represents

Sun Country Network Artz.: KFSC Flagstaff, Ariz. KPSC Phoenix KTSC Tucson KYSC Yuma KPMC Bakersfield, Calif. KHSI Chico, Calif. KHUM Eureka, Calif. KNGS Hanford, Calif. KMYC Marysville, Calif. KYOS Merced, Calif. KTRB Modesto, Calif. KPRL Paso Robles, Calif. KVCV Redding, Calif. KYOR San Diego KSJO San Jose	KVEC San Luis Obispo KSMO San Mateo, Calif. KVOE Santa Ana, Calif. KSRO Santa Rosa, Calif. KVVC Ventura, Calif. KHUB Watsonville, Calif. KRPL Moscow, Ida. WMPF Flint, Mich. KAVR Havre, Mont. KITY Shelby, Mont. KBNE Boulder City, Nev. KATO Reno WPTW Piqua, O. Oregon Trail Network: KBKR Baker KSRV Ontario KLBM La Grande, Ore.	KRUL Corvallis, Ore. KUGN Eugene, Ore. KUN Grants Pass, Ore. KFJI Klamath Falls, Ore. KYJC Medford, Ore. KWJJ Portland, Ore. KSLM Salem, Ore. WBPZ Lock Haven, Pa. WHAB Stroudsburg, Pa. KNAK Salt Lake City KJAM Vernal, Utah KSCV Richfield, Utah KXRO Aberdeen, Wash. KGY Olympia, Wash. KRSC Seattle KREM Spokane KWWB Walla Walla KYAK Yakima, Wash.
--	---	--

HOMER GRIFFITH CO.

Hollywood 28—6912 Hollywood Blvd. Tel.: Hollywood 6281. Mgr.: Homer Griffith.
San Francisco 4—681 Market St. Tel.: Douglas 4475. Mgr.: Ted Hall.
Chicago 1—333 N. Michigan Ave. Tel.: Andover 5193. Mgr.: Bill Dooley.
New York—280 Madison Ave. Tel.: Murray Hill 6-4080. Mgr.: John Livingston.

(Stations 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 ASSOCIATES, Inc.

Chicago 1—360 N. Michigan Ave. Tel.: Central 7553. Mgr.: Arthur H. Hagg.
New York 17—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 3-5467. Mgr.: Frank M. Headley.
Chicago—180 N. Michigan Ave. Tel.: Franklin 4686. Mgr.: Dwight S. Reed.
Detroit—Penobscot Bldg. Tel.: Randolph 9615. Mgr.: Harold V. Barrett.
Atlanta—Palmer Bldg. Tel.: Cypress 4311. Mgr.: E. W. Sweatman, Jr.
San Francisco—300 Montgomery St. Tel.: Yukon 6-1265. Mgr.: Ralph W. Mitchell.
Los Angeles—210 W. 7th St. Tel.: Vandike 1725. Mgr.: Harold Lindley.

Represents

WSGN Birmingham, Ala. WALA Mobile, Ala. WSFA Montgomery, Ala. KJBS San Francisco WELI New Haven WCON Atlanta WDAK Columbus, Ga. WROK Rockford, Ill. WGL Ft. Wayne, Ind. KSO Des Moines WINX Washington, D. C.	WJWR Binghamton, N. Y. WITH Baltimore WSAR Fall River, Mass. WSAM Saginaw, Mich. KFEQ St. Joseph, Mo. KMMJ Grand Island, Neb. WBAB Atlantic City WHLD Niagara Falls WSOC Charlotte, N. C. WSJS Winston-Salem, N. C. WWNC Asheville, N. C. WKOW Madison, Wis.	WJW Cleveland WCOL Columbus, O. WFMJ Youngstown, O. WSAN Allentown, Pa. WFBG Altoona, Pa. WJAC Johnstown, Pa. WFEN Philadelphia WAPO Chattanooga WLEE Richmond WSYR Syracuse, N. Y. WTRY Troy, N. Y.
---	---	--

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—223 Peachtree St. Tel.: Cypress 1489. Mgr.: Frederick F. Hague.
San Francisco—300 Montgomery St. Tel.: Sutter 1-4791. Mgr.: Knox LaRue.
Los Angeles—411 W. Fifth St. Tel.: Madison 6-3633. Mgr.: Harry H. Wise, Jr.

Represents

WADC Akron, O. WATL Atlanta WRDW Augusta, Ga. WJBC Baton Rouge, La. WBCM Bay City, Mich. WTMA Charleston, S. C. WAAF Chicago WRBL Columbus, Ga. WHO Dayton WWJ Detroit WBCB Duluth WEAU Eau Claire, Wis.	KTSM El Paso, Tex. WBG Greensboro, N. C. WJDK Jackson, Miss. WREN Topeka, Kans. WIOD Miami, Fla. KOWH Omaha WEEU Reading, Pa. WHAM Rochester, N. Y. WSAV Savannah, Ga. WARM Scranton, Pa. KSCJ Sioux City, Ia. WSPA Spartanburg, S. C. KCSA Tucson, Ariz.	WSPR Springfield, Mass. KGBX Springfield, Mo. KVI Tacoma, Wash. KFBY Wichita, Kans. WTNB Birmingham KSYL Alexandria, La. WBTM Danville, Va. KGOV Missoula, Mont. WHOO Orlando, Fla. KOOL Phoenix, Ariz. KITO San Bernardino, Calif.
---	---	---

HAL HOLMAN COMPANY

Chicago 1—360 N. Michigan Ave. Tel.: Franklin 0016. Mgr.: Hal Holman.
New York—4 E. 41st St. Tel.: Murray Hill 3-3421. Mgr.: Gerald T. Stanley.
Los Angeles 28—6381 Hollywood Blvd. Tel.: Hollywood 5043. Mgr.: Tracy Moore.

Represents

WTCM Traverse City, Mich. WATT Cadillac, Mich. WATZ Alpena, Mich. WMBN Petoskey, Mich. *WIBM Jackson, Mich. WJLS Lansing, Mich. WJLB Detroit WJLB-FM Detroit WMUS Muskegon, Mich. WDMJ Marquette, Mich.	WHLB Port Huron, Mich. WMMI Marquette, Mich. WCAZ Carthage, Ill. WCRA Effingham, Ill. WKAN Kankakee, Ill. WKIL-FM Kankakee, Ill. WIBV Belleville, Ill. WVLN Olney, Ill. WHBU Anderson, Ind. *WLBC Muncie, Ind. WLBC-FM Muncie, Ind.	WAYX Waycross, Ga. WGOV Valdosta, Ga. WWPF Palatka, Fla. WCLE Clearwater, Fla. WKAX Birmingham WGNB Murfreesboro, Tenn. KOTA Rapid City, S. D. KOLT Scottsbluff, Neb. KZXX Colby, Kan. KSEL Lubbock, Tex. KFXJ Grand Junction, Colo.
--	---	--

*Represented in Western territory only.

†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. Gunst.
Detroit 2—General Motors Bldg. Tel.: Trinity 2-7685. 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.: Donald C. Staley.
Los Angeles 14—530 W. 6th St. Tel.: Tucker 3219. Mgr.: Stanley J. Reulman.

Represents

KVOR Colorado Springs KLZ Denver WOL Washington WGBS Miami, Fla. WDAE Tampa WGST Atlanta WMAZ Macon, Ga. WTOC Savannah KGU Honolulu WCFL Chicago WFDQ Jacksonville, Fla. WEEK Peoria, Ill.	WEOA Evansville, Ind. WFBI Indianapolis WMT Cedar Rapids-Waterloo KRNT Des Moines WNAX Sioux City-Yankton WWL New Orleans WCOP Boston KGHL Billings, Mont. WFEA Manchester, N. H. WWRV Albany, N. Y. WABC Rochester, N. Y. WKRC Cincinnati	WSPA Toledo WKY Oklahoma City WKST New Castle, Pa. WFIL Philadelphia WCAE Pittsburgh WPCI Providence WREC Memphis WSIX Nashville KUTA Salt Lake City KHQ Spokane, Wash. WIMN Fairmont, W. Va. WISN Milwaukee Rocky Mountain Group
---	---	---

KEENAN AND EICKELBERG

San Francisco 4—235 Montgomery St. Tel.: Douglas 2-1323. Mgr.: W. Hubbard Keenan.
Los Angeles 13—411 W. Fifth St. Tel.: Michigan 7571. Mgr.: Wilbur Eickelberg.
Portland 4, Ore.—333 S. W. Oak St. Tel.: Broadway 3210. Mgr.: Frank H. McHugh Jr.

Represents

WOR New York WLW Cincinnati WGN Chicago

JOHN KEATING

Portland, Ore.—Alderway Bldg. Tel.: Beacon 4107. Mgr.: John D. Keating.
Seattle, Wash.—2nd & Pine Blvd. Tel.: Elliott 6520. Mgr.: James A. McLoughlin.

Special regional representation of Oregon, Washington and Idaho stations

KAST Astoria, Ore. KRRR Roseburg, Ore. KFJL Klamath Falls, Ore. KSLM Salem, Ore. KOOS Coos Bay, Ore. KBND Bend, Ore. KBKR Baker, Ore. KORE Eugene, Ore. KMED Medford, Ore. KUN Grants Pass, Ore. KLBM LaGrande, Ore. KWLN Ashland, Ore. KTLL Tillamook, Ore.	KFXD Boise-Nampa, Idaho TFPI Twin Falls, Idaho KBIO Burley, Idaho KSRV Ontario, Ore. KIT Yakima, Wash. KWRC Pendleton, Ore. KODL The Dalles, Ore. KWIL Albany, Ore. KRLL Lewiston, Idaho KWLK Longview, Wash. KELA Centralia, Wash. KGY Olympia, Wash. KXRO Aberdeen, Wash.	KVOS Bellingham, Wash. KPFQ Wenatchee, Wash. KUL Walla Walla, Wash. KOL Seattle, Wash. KGA Spokane, Wash. KIEM Eureka, Cal. KRKO Everett, Wash. KONP Port Angeles, Wash. KVAN Vancouver, Wash. KALE Portland Ore. KPKW Pasco, Wash. KBRC Mt. Vernon, Wash. KMO Tacoma, Wash.
--	---	--

KETTELL-CARTER

Boston—Park Square Bldg. Tel.: Liberty 5799. Partners: Elmer Kettell, Marjorie Carter.

Represents in New England and New York State

WKNE Keene, N. H. *WFEA Manchester, N. H. WLAB Bangor, Me. WLAM Lewiston, Me. WLNH Laconia, N. H.	WHOU Ithaca, N. Y. WMOU Berlin, N. H. WTVL Waterville, Me. *WFOR Portland, Me. WNEB Worcester, Mass. WTRY Troy, N. Y.	WSYR Syracuse, N. Y. WBEBC Pittsfield, Mass. WMNB North Adams, Mass. WACE Chichester, Mass. WKOX Framingham, Mass. WHAV Haverhill, Mass.
---	--	---

*Intercollegiate Broadcasting System.
*New England only.

(Continued)

BROADCASTING • Telecasting

HEADLEY—REED COMPANY

REPRESENTING RADIO STATIONS EXCLUSIVELY

NEW YORK CHICAGO DETROIT ATLANTA LOS ANGELES SAN FRANCISCO
ALL OFFICES COMPANY OWNED AND OPERATED

BROADCASTING STATION REPRESENTATIVES

Directory of

(Continued from Page 342)

LORENZEN & THOMPSON, Inc.

New York 18—28 W. 44th St. Tel.: Medallion 3-1730.
 Chicago 1—333 N. Michigan Ave. Tel.: Central 2828.
 Atlanta 3—Wm. Oliver Bldg. Tel.: Walnut 4932.
 Cincinnati 2—4 W. Seventh St. Tel.: Main 6640.
 Detroit 26—Penobscot Bldg. Tel.: Randolph 3080.
 Kansas City 6—15 W. 10th St. Tel.: Victor 0021.
 Los Angeles 14—607 S. Hill St. Tel.: Vandike 7386.
 St. Louis 1—411 N. 10th St. Tel.: Chestnut 1965.
 San Francisco 4—300 Montgomery St. Tel.: Douglas 4393.

Represents

WWPB Miami, Fla. KSOK Arkansas City, Kan. WKPT Kingsport, Tenn.
 WIMS Michigan City, Ind. KSEK Pittsburg, Kan. WATO Oak Ridge, Tenn.
 KTOP Topeka, Kan. KIMO Independence, Mo. WXGI Richmond, Va.

MACK RADIO SALES CO.

Camden, N. J.—126 N. Broadway. Tel.: 2122. Sales Mgr.: L. M. Maxwell.

Represents

WCAM Camden

McGEEHAN & O'MARA, Inc.

New York—247 Park Ave. Tel.: Wickersham 2-0512. Mgr.: W. O. O'Mara.
 Chicago—360 N. Michigan Ave. Tel.: Franklin 3719. Mgr.: M. J. McGeehan.
 Boston—Stator Office Bldg. Tel.: Liberty 5669. Mgr.: A. C. MacCary.
 Atlanta—22 Marietta St. Tel.: Walnut 1231. Mgr.: Pierce Cook.
 Detroit—General Motors Bldg. Tel.: Madison 3534. Mgr.: Jack F. Kent.
 San Francisco—Russ Bldg. Tel.: Garfield 5080. Mgr.: Phil Gilstrap.

Represents

WCBC Anderson, Ind. WHAV Haverhill, Mass. WMBM Miami Beach, Fla.
 WACE Chicopee, Mass. WLNH Laconia, N. H. KTBI Tacoma, Wash.
 WLAD Danbury, Conn. WOMET Manitowoc, Wis. WCOV Montgomery, Ala.
 WJFG and WJFG-FM WAUX Waukesha, Wis. WGWC Selma, Ala.
 Green Bay, Wis. WBEL Beloit, Wis. WGWD Gadsden, Ala.
 WOTW Nashua, N. H.

JOSEPH HERSHEY McGILLVRA, Inc.

New York 17—366 Madison Ave. Tel.: Murray Hill 2-8755. Pres.: Joseph Hershey McGillvra.
 Chicago 1—35 E. Wacker Dr. Tel.: State 5282. Mgr.: Wm. Sauerstrom.
 Los Angeles 5—684 S. Lafayette Park Pl. Tel.: Drexel 4388. Mgr.: Robert W. Walker.
 San Francisco 4—68 Post St. Tel.: Sutter 1-5568. Mgr.: Rogers F. Parrett.

Represents

KGER Long Beach, Cal.	WTHH Port Huron, Mich.	WESC Greenville, S. C.
KIST Santa Barbara, Cal.	WFPG Atlantic City, N. J.	WCRS Greenwood, S. C.
KGHF Pueblo, Colo.	WTTM Trenton, N. J.	WFIG Sumter, S. C.
WBAY Coral Gables, Fla.	WKRT Cortland, N. Y.	KRCY Goose Creek, Tex.
WMPJ Daytona Beach, Fla.	WKNY Kingston, N. Y.	WJOY Burlington, Vt.
WIRK West Palm Beach, Fla.	WMEF Plattsburg, N. Y.	WSBY Rutland, Vt.
	WYAY Rochester, N. Y.	WPKI Alexandria, Va.
	WKNS Kinston, N. C.	(D. C.)
WBML Macon, Ga.	WMBL Morehead, N. C.	WCYB Bristol, Va.
WLAQ Rome, Ga.	WGNL Wilmington, N. C.	WSAP Portsmouth, Va.
WJOL Joliet, Ill.	WSTV Steubenville, O.	WWNR Beckley, W. Va.
WJOB Hammond, Ind.	WRRN Warren, O.	WGKV Charleston, W. Va.
WASK Lafayette, Ind.	WCED DuBois, Pa.	WHAR Clarksburg, W. Va.
KPDR Alexandria, La.	WDAD Indiana, Pa.	WPLH Huntington, W. Va.
KSIG Crowley, La.	WKRZ Oil City, Pa.	WRON Roncoveverte, W. Va.
KVOL Lafayette, La.	WPIT Pittsburg, Pa.	KMO Tacoma, Wash.
KANE New Iberia, La.	WPFA Washington, Pa.	KPIO Spokane, Wash.
WKOJ North Adams, Mass.	WLAT Conway, S. C.	KPQ Wenatchee, Wash.
WWOK Flint, Mich.	WDSC Dillon, S. C.	KIT Yakima, Wash.
WLAV Grand Rapids, Mich.		WFOK Milwaukee, Wis.

Canadian Stations Represented

CFCO Chatham, Ont. CHLP Montreal
 CHGB St.-Anne-de-la-Pocatiere CJCH Halifax, N. S.
 CKTB St. Catharines, Ont. CKCW Moncton, N. B.
 CJCJ Calgary, Alta. CKSF Cornwall, Ont.

†J. P. McKINNEY & SON

New York 20—30 Rockefeller Plaza. Tel.: Circle 7-1178. Mgr.: Max Everett.
 Chicago 11—400 N. Michigan Ave. Tel.: Superior 9866. Mgr.: Carl Jewett.
 San Francisco 5—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. WGLN Glens Falls, N. Y. WRAK Williamsport, Pa.
 WABY-WOKO Albany, N. Y. WLIP Kenosha, Wis. WTRT Hartford, Conn.
 WBEC Pittsfield, Mass. WAINB North Adams, Mass. WHEC Rochester, N. Y.
 CHVC Niagara Falls, Ont. WHDL Olean, N. Y.
 WDAN Danville, Ill.

ROBERT MEEKER ASSOC. Inc.

New York 17—521 Fifth Ave. Tel.: Murray Hill 2-2170. Gen. Mgr.: Robert D. C. Meeker
 Mgrs.: Louis J. F. Moore, Robert L. Dreher.
 Chicago 1—333 N. Michigan Ave. Tel.: Central 1742. Mgr.: E. Eugene Eshleman.
 San Francisco—79 Post St. Tel.: Exbrook 8033. Mgr.: Frances Donahue.
 Los Angeles 28—6381 Hollywood Blvd. Tel.: Hollywood 5408. Mgr.: Tracy Moore.

Represents

WMBS Uniontown, Pa.	WKBB Dubuque, Iowa	WAZL Hazleton, Pa.
WMBY Montgomery, Ala.	WARE Hagerstown, Md.	WJNO West Palm Beach, Fla.
WGAL Lancaster, Pa.	WGAT Utica, N. Y.	WTVL Waterville, Me.
WDEL Wilmington, Del.	WRTA Altoona, Pa.	WRAW Reading, Pa.
WKBO Harrisburg, Pa.	WMAM Marinette, Wis.	WBSR Pensacola, Fla.
WDWS Champaign, Ill.	WORK, York, Pa.	HGX-HOXD Panama
WKMO Kokomo, Ind.	WEST Easton, Pa.	WHBL Sheboygan, Wis.

NATIONAL BROADCASTING CO. [NBC SPOT]

(National Spot Sales Dept.)

New York—30 Rockefeller Plaza. Tel.: Circle 7-8300. Director: J. V. McConnell,
 Mgr.: J. S. de Russy. Prom.-Adv. Mgr.: W. R. Seth.
 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. Mgr.: John Dodge.
 Denver—1625 California St. Tel.: Main 6211. James R. MacPherson.
 Hollywood—Sunset & Vine. Tel.: Hollywood 6161. Mgr.: Lathrop Mack.
 San Francisco—Taylor & O'Farrell Sts. Tel.: Sutter 1920. Carl Nielsen.
 Washington—Trans-Lux Bldg. Tel.: Republic 4000. Mallon Glascock.

Represents

WNBC New York	WMAQ Chicago	WRC Washington, D. C.
WBZ Boston	WTAM Cleveland	KDKA Pittsburgh
WBZA Springfield, Mass.	KYW Philadelphia	WGY Schenectady
WOWO Fort Wayne, Ind.	KPO San Francisco	KOA Denver.
	KZRH Manila, P. I.	

NORTHWEST RADIO ADVERTISING CO.

Seattle 4, 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. Bernald.
 Chicago—228 N. LaSalle St. Tel.: State 5099. Mgr.: Fred R. Jones.
 Hollywood—6123 Selma Ave. Tel.: Hollywood 6281. Mgr.: Homer Griffith.
 Dallas—Construction Bldg. Tel.: Riverside 6051. Mgr.: Walter S. Kline.

Represents Stations in

Alaska	El Salvador	Angola
Argentina	Guatemala	North Africa
Bolivia	Haiti	South Africa
British Guiana	Nicaragua	China
Chile	Panama	Iceland
Colombia	Paraguay	Fiji Islands
Dominican Republic	Peru	Dutch Guiana
Ecuador	Puerto Rico	France
	Venezuela	Portugal

JOHN E. PEARSON CO.

Chicago 1—360 N. Michigan Ave. 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.
 St. Louis—915 Olive St. Tel.: Garfield 9865. Mgr.: Ralph Schulenburg.
 Los Angeles—684 S. Lafayette Park Pl. Tel.: Drexel 4388. Mgr.: R. W. Walker.
 San Francisco—68 Post St. Tel.: Sutter 5568. Mgr.: Roger Parratt.

Represents

KCMO Kansas City	WIND Chicago	KWTO Springfield, Mo.
KOAM Pittsburg, Kan.	WIRE Indianapolis	KLCN Blytheville, Ark.
KELO Sioux Falls, S. D.	WMMJ Peoria	WCAR Pontiac, Mich.
WOV New York	KHMO Hannibal, Mo.	KSAL Salina, Kan.
KVGB Great Bend, Kan.	Gleeson Calif. Stations	Florida Group
WEW St. Louis	West Texas Group	KKOL Ft. Worth
KRRV Sherman, Tex.	KMAC San Antonio	Oscar Hirsch Stations
Nunn Stations	WDUK Durham, N. C.	WJHL Johnson City, Tenn.
WEH2 Zanesville, O.	Southern Minnesota Group	WMIX Mt. Vernon, Ill.
WAOV Vincennes, Ind.	WDIA Memphis	KWOC Poplar Bluff, Mo.
WJFF Herrin, Ill.	KGKB Tyler, Tex.	KPAB Laredo, Tex.

(Continued)

BROADCASTING • Telecasting

LORENZEN & THOMPSON INC.

Radio Station Representatives

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

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

NEW YORK

28 W. 44th St.

CHICAGO

333 No. Michigan

LOS ANGELES

607 S. Hill Street

ATLANTA

905 Wm. Oliver Bldg.

CINCINNATI

4 West Seventh St.

DETROIT

1964 Penobscot Bldg.

KANSAS CITY

15 West 10th St.

ST. LOUIS

411 No. 10th St.

SAN FRANCISCO

300 Montgomery St.

Directory of BROADCASTING STATION REPRESENTATIVES

(Continued from Page 344)

† JOHN H. PERRY ASSOCIATES

New York 17—310 E. 45th St. Tel.: Murray Hill 4-1647. Gen. Mgr.: William K. Dorman.
Philadelphia 7—12 S. 12th St. Tel.: Walnut 2-3555. Mgr.: Robert Hitchings.
Chicago 3—122 S. Michigan St. Tel.: Harrison 8685. Mgr.: F. W. Thurman.
Detroit 2—7338 Woodward Ave. Tel.: Madison 0790. Mgr.: J. J. Higgins.
Atlanta 3—Rhodes-Haverty Bldg. Tel.: Walnut 1334. Mgr.: Alice S. Grant.

Represents

WCOA Pensacola, Fla.	WWPG Palm Beach	WTMC Ocala, Fla.
WJHP Jacksonville, Fla.	WINZ Miami Beach	WTAL Tallahassee, Fla.
WALT Tampa	WFRP Savannah, Ga.	WDLF Panama City, Fla.
	WDHL Bradenton, Fla.	

EDWARD PETRY & CO., Inc.

New York 17—17 E. 42nd St. Tel.: Murray Hill 2-4400. Mgr.: Henry I. Christal.
Chicago 11—400 N. Michigan Ave. Tel.: Delaware 8600. Mgr.: Edward E. Voynow.
Detroit 2—General Motors Bldg. Tel.: Madison 1035. Mgr.: William Cartwright.
San Francisco 4—Russ Bldg. Tel.: Garfield 1-4082. Mgr.: Earle H. Smith.
Los Angeles 13—601 W. Fifth St. Tel.: Michigan 8729. Mgr.: Chester G. Matson.
St. Louis 3—Shell Bldg. Tel.: Chestnut 7191. Mgr.: George Kercher.
Atlanta 3—New Palmer Bldg. Tel.: Lamar 2080. Mgr.: Charles F. Grisham.
Boston 16—Statler Bldg. Tel.: Hubbard 6342. Mgr.: James G. Sandison.

Represents

Yankee Network	WMTW Portland, Me.	KGW Portland, Ore.
WSB Atlanta	KFOR Lincoln, Neb.	WONS Hartford
WNAC Boston	KGA Spokane	Texas Quality Network
WAAB Worcester	WBAL Baltimore	WEAN Providence
WICC Bridgeport	KARK Little Rock, Ark.	WRNL Richmond
WEEN Buffalo	KFT Los Angeles	WQAI San Antonio
WGAR Cleveland	WHAS Louisville	KOMO Seattle
WFAA Dallas	WLLH Lowell, Mass.	WMAS Springfield, Mass.
WJR Detroit	WTMJ Milwaukee	KVOO Tulsa, Okla.
KPRC Houston	KSTP St. Paul	KFH Wichita, Kan.
WDAF Kansas City	WSM Nashville	KQW San Francisco
WAGE Syracuse, N. Y.	WSMB New Orleans	KTBS Shreveport, La.
KARM Fresno, Cal.	WTAR Norfolk	WIP Philadelphia
KPOA Honolulu	KOIL Omaha	WSAU Wausau, Wis.
	WWVA Wheeling	

RADIO SALES (CBS SPOT)

(The Spot Broadcasting Division of Columbia Broadcasting System)

New York—485 Madison Ave. Tel.: Wickersham 2-2000. Mgr.: H. A. Carlberg.
Chicago—410 N. Michigan Ave. Tel.: Whitehall 6000. Mgr.: Wilbur S. Edwards.
Los Angeles—Columbia Sq. Tel.: Hollywood 1212. Mgr.: Henry Flynn.
San Francisco—Palace Hotel. Tel.: Yukon 1700. Mgr.: J. L. Brumback.
Atlanta—101 Marietta St. Bldg. Tel.: Lamar 8641. Mgr.: H. H. Holtshouser.
Detroit—Fisher Bldg. Tel.: Trinity 2-5500. Mgr.: William B. Ogden.

Represents

KMOX St. Louis	WBMM Chicago	WCCO Minneapolis
KNX Los Angeles	WBT Charlotte	WEEI Boston
KSL Salt Lake City	WCBS New York	WRVA Richmond
WAPI Birmingham	WCBS-TV New York	WTOP Washington
CBS Pacific Network	CBS California Network	

WILLIAM G. RAMBEAU CO.

Chicago 1—360 N. Michigan Ave. Tel.: Andover 5566. Mgr.: William G. Rambeau.
New York 17—Chanin Bldg. Tel.: Lexington 2-1820. Mgr.: William M. Wilson.
Los Angeles 5—672 S. Lafayette Park Pl. Tel.: Exposition 8281. Mgr.: Jack V. Porter.
San Francisco 5—605 Market St. Tel.: Douglas 0668. Mgr.: Gaylord C. Harding.

Represents

WJAS Pittsburgh	WNAM Neshah-Menasha, Wis.	WKBV Richmond, Ind.
WIL St. Louis	KAKE Wichita, Kan.	KWBR Oakland
KFWB Los Angeles	KPDQ Portland, Ore.	KSAN San Francisco
WNAB Bridgeport, Conn.	KOCO Salem, Ore.	WJBW New Orleans
KMYR Denver	WHJB Greensburg, Pa.	KLUF Galveston, Tex.
KTEC Visalia, Cal.	WAGC Chattanooga	KVAK Atchison, Kan.
WATR Waterbury, Conn.	KSWM Joplin, Mo.	WFNS Burlington, N. C.
WJTN Jamestown, N. Y.	WHOB Gardner, Mass.	WNOC Norwich, Conn.
WBAC Canton, O.	WHN New York	WNAF Providence, R. I.
WPAZ Portsmouth, O.	WNHC New Haven, Conn.	WQQW Washington, D. C.
WMEX Boston	WLOJ Janesville, Wis.	WVON Woonsocket, R. I.
KITE San Antonio	WNBH New Bedford, Mass.	WLOX Biloxi, Miss.
KVTS Owensboro, Ky.	WOCB Cape Cod, Mass.	KIKL Dallas
WEAW Evanston, Ill.	KRUX Phoenix	KWBC Fort Worth

PAUL H. RAYMER CO., Inc.

Chicago 11—435 N. Michigan Ave. Tel.: Superior 4473. Mgr.: G. C. Packard.
New York 17—366 Madison Ave. Tel.: Murray Hill 7-6540. Mgr.: Fred C. Brokaw.
Boston 16—Statler Office Bldg. Tel.: Hubbard 3225. Mgr.: Robert C. Foester.
Detroit 26—28 W. Adams Ave. Tel.: Cherry 0764. Mgr.: Robert B. Rains.
Atlanta 3—Candler Office Bldg. Tel.: Lamar 5416. Mgr.: Royal E. Penny.
San Francisco 4—Russ Bldg. Tel.: Douglas 2-8909. Mgr.: L. Ray Rhodes.
Los Angeles 14—707 S. Hill St. Tel.: Michigan 6536. Mgr.: J. Leslie Fox.

Represents McClatchy Beeline, Arizona Broadcasting System

WPRO Providence	KFBK Sacramento, Cal.	KFSD San Diego
KWK St. Louis	KERN Bakersfield, Cal.	WSBT South Bend, Ind.
WLAC Nashville	KMJ Fresno, Cal.	WGAN Portland, Maine
WDRG Hartford	KWG Stockton, Cal.	WGUY Bangor, Maine
KTAR Phoenix	WCAO Baltimore	WHK Cleveland
KVOA Tucson	WBRC Birmingham	WTAG Worcester, Mass.
KTMS Santa Barbara, Cal.	WDOO Chattanooga	KWFT Wichita Falls
KCOY Santa Maria, Cal.	WOOD Grand Rapids, Mich.	KPO El Paso
WKBN Youngstown	WTBC Flint, Michigan	KXO El Centro, Cal.
KMPG Los Angeles	WLOF Orlando, Florida	WNDR Syracuse
WLOF Orlando, Fla.	KLEE Houston, Texas	WHKC Columbus, Ohio
WDNC Durham, N. C.	WTOL Toledo	WHKK Akron
WQXR New York, N. Y.	KOH Reno	WKJG Fort Wayne, Ind.
WAPA San Juan, P. R.		WCAU Philadelphia (Pacific)

DUNCAN A. SCOTT AND COMPANY

Los Angeles 13—448 S. Hill St. Tel.: Michigan 8203. Mgr.: A. O. Dillenbeck, Jr.
San Francisco 4—Mills Bldg. Tel.: Garfield 1-7950. Mgr.: Duncan A. Scott.

(See Adam J. Young Jr., Inc.)

SEARS & AYER, Inc.

Chicago—612 N. Michigan Ave. Tel.: Superior 8177.
New York—295 Madison Ave. Tel.: Lexington 2-0772.
Kansas City—15 W. Tenth St. Tel.: Victor 0021.
San Francisco—681 Market St. Tel.: Douglas 4475.
Hollywood—6123 Selma Ave. Tel.: Hollywood 6281.

(Stations represented not reported)

TAYLOR-HOWE-SNOWDEN RADIO SALES Inc.

Dallas 1—Tower Petroleum Bldg. Tel.: Riverside 5663. Vice Pres. & Gen. Mgr. Alex Keese.
New York 18—500 Fifth Ave. Tel.: Pennsylvania 6-6857. Vice Pres & Mgr.: John D. Allison.
Chicago 1—360 N. Michigan Ave. Tel.: State 5260. Vice Pres. & Mgr.: Tom Peterson
Atlanta 3—Glenn Bldg. Tel.: Cypress 1323. Mgr.: J. S. Ayers.
Los Angeles 13—411 W. 5th St. Tel.: Michigan 7571. Mgr.: Wilbur Eickelberg.
San Francisco 4—235 Montgomery St. Tel.: Douglas 2-1323. Mgr.: Hubbard Keenan
Portland 4, Ore.—Lewis Bldg. Tel.: Broadway 3210. Mgr.: Frank McHugh.

Represents

WMPS Memphis	KGNC Amarillo, Tex.	WLIZ Bridgeport, Conn.
KGGM Albuquerque	KLRA Little Rock, Ark.	WAIT Chicago
WORD Spartanburg, S. C.	KCSJ Pueblo, Colo.	WLOS Asheville, N. C.
KTSA San Antonio	KFDX Wichita Falls, Tex.	KEYS Corpus Christi, Tex.
KTOK Oklahoma City	WCOS Columbia, S. C.	WMAN Mansfield, O.
KVSF Sante Fe, N. M.	KROD El Paso, Tex.	KTBC Austin, Tex.
KRMD Shreveport, La.	KOME Tulsa, Okla.	WVLC Lexington, Ky.
WKBH La Crosse, Wis.	WKNX Saginaw, Mich.	KANS Wichita
KRGV Weslaco, Tex.	KFYO Lubbock, Tex.	WQMA Moline, Ill.
KCMC Texarkana	WDUZ Green Bay, Wis.	WGEM Quincy, Ill.
WCIL Carbondale, Ill.	WINN Louisville	Oklahoma Network
KPLC Lake Charles, La.	WNTT Augusta, Ga.	Southwest Network
KTRE Lufkin, Tex.	KMLB Monroe, La.	WABB Mobile, Ala.
WTOB Winston-Salem, N. C.	Iowa Tall Corn Network	
	KFSA Fort Smith, Ark.	

UNIVERSAL RADIO SALES

New York 19—730 Fifth Ave. Tel.: Circle 6-7447. Mgr.: George E. Hughes.
Chicago 1—360 N. Michigan Ave. Tel.: Central 6815. Mgr.: John D. Stebbins.
Hollywood 28—6757 Hollywood Blvd. Tel.: Hollywood 8282. Mgr.: Barry Keit.
San Francisco 6—1 Nob Hill Circle. Tel.: Exbrook 4567. Mgr.: John G. Campbell.
Seattle 1—Bigelow Bldg. Tel.: Seneca 1000. Mgr.: Rod G. McArdle.

(Stations represented not reported)

THE WALKER COMPANY

New York 17—551 Fifth Ave. Tel.: Murray Hill 7-8288. Mgrs. C. Otis Rawalt, Frederic E. Lake.
Chicago 1—360 N. Michigan Ave. Tel.: State 5262. Mgrs. Wythe Walker, Thomas Dolan.
Kansas City 6—15 W. 10th St. Tel.: Victory 0021. William Temple.
Los Angeles 5—672 S. Lafayette Park Pl. Tel.: Fairfax 3200. Harlan Oakes.
San Francisco 4—Monadnock Bldg. Tel.: Douglas 4475. Mgr.: Lester Meek.
Boston—Little Bldg. Tel.: Hubbard 4419. Mgr.: Bertha Bannan.
Atlanta—William Oliver Bldg. Tel.: Walnut 4932. Mgr.: Hugh Wood.

(Continued)

WORL

ORIGINATORS OF THE FAMOUS 920 CLUB

does it AGAIN!

WITH A NEW MILLION DOLLAR PROGRAM IDEA!

YOU CAN'T MISS
... ON THIS!

**“THE
MILLION
DOLLAR
BALLROOM”**

*million dollar
talent and music
to produce
millions of sales
for YOU
in America's
richest market!*

INQUIRE NOW ABOUT OUR GUARANTEED
13 - 26 - 52 WEEK CONTRACT PLAN

WORL

**BOSTON'S
BEST BUY!**

BOSTON 16, MASS.

FORJOE & CO. • NATIONAL REPRESENTATIVES

Directory of BROADCASTING STATION REPRESENTATIVES

(Continued from Page 346)

WALKER (Continued)

Represents

WOLF Syracuse, N. Y.	WGAY Washington, D. C.	KGHI Little Rock, Ark.
WBRK Pittsfield, Mass.	WBBQ Augusta, Ga.	KFPW Ft. Smith, Ark.
WAIR Winston-Salem, N. C.	WCCP Savannah, Ga.	WHYN Holyoke, Mass.
WSLB Ogdensburg, N. Y.	KOWL Los Angeles, Cal.	WATW Ashland, Wis.
WLBC Muncie, Ind.	WKBR Manchester, N. H.	WJMS Ironwood, Mich.
KABR Aberdeen, S. D.	WKXL Concord, N. H.	KSKY Dallas
WJAG Norfolk, Neb.	KOCY Oklahoma City	Pacific Northwest Broad- casters
KLPM Minot, N. D.	KXLY Spokane, Wash.	WWOD Lynchburg, Va.
WRJN Racine, Wis.	KXLF Butte, Mont.	WDVA Danville, Va.
WGRC Louisville	KXLJ Helena, Mont.	WLX Lexington, Ky.
WDEV Waterbury, Vt.	KXLQ Bozeman, Mont.	WFUR Grand Rapids, Mich.
WELM Elmira, N. Y.	KSEI Pocatello, Idaho	KAKC Tulsa, Okla.
WENE Binghamton-Endi- cott, N. Y.	Z-Bar Network, Montana	KENT Shreveport La.
WSCR Scranton, Pa.	The Tobacco Network, N.C.	KLOU Lake Charles, La.
WMCK McKeesport, Pa.	WSAY Rochester, N. Y.	KTHT Houston, Tex.
	WHEB Portsmouth, N. H.	WBBQ Memphis Tenn.

Great Northern Broadcasting System

GEORGE W. WEBBER

Des Moines 9—Shops Bldg. Tel.: 2-0225.

Represents Iowa Stations

KBUR Burlington	KICD Spencer	KOKX Keokuk
KROS Clinton	KDEC Decorah	KFJB Marshalltown
KSWI Council Bluffs	KWIM Des Moines	KWPC Muscatine
KSIB Creston	KDTH Dubuque	KTRI Sioux City
	KVFD Fort Dodge	KAYX Waterloo

WEED & CO.

New York—350 Madison Ave. Tel.: Murray Hill 7-7772. 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—68 Post St. Tel.: Yukon 6-1899. Mgr.: Burton L. Beggs.
Boston—Statler Bldg. Tel.: Hubbard 5677. Mgr.: Dana Baird.
Hollywood—8253 Hollywood Blvd. Tel.: Hillside 8611. Mgr.: Lincoln P. Simonds.
Atlanta—Palmer Bldg. Tel.: Cypress 4081. Mgr.: B. W. Ravida.

Represents

KBON Omaha	KALB Alexandria, La.	WDEF Chattanooga
KING Seattle	WRDO Augusta, Me.	KNOW Austin, Tex.
KCRA Sacramento, Cal.	WLBZ Bangor, Me.	WRR Dallas
WARD Johnstown, Pa.	WCSH Portland, Me.	KFJZ Fort Worth
KIMA Yakima, Wash.	WLAW Lawrence, Mass.	WACO Waco, Tex.
WKNA Charleston, N. Va.	WORC Worcester, Mass.	WCAX Burlington, Vt.
WTAD Quincy, Ill.	WSLI Jackson, Miss.	WKWK Wheeling
WKMH Dearborn, Mich.	KFBB Great Falls, Mont.	WTAQ Green Bay, Wis.
WORZ Orlando, Fla.	WMUR Manchester, N. H.	New England Regional Network
WTIC Hartford	WEBR Buffalo	Texas State Network
WSUN St. Petersburg	WMSA Massena, N. Y.	WKAT Miami Beach
KTFI Twin Falls, Ida.	WWNY Watertown, N. Y.	WTMV East St. Louis, Ill.
WSOY Decatur, Ill.	WRAL Raleigh	WCBM Baltimore
WTAX Springfield, Ill.	WAKR Akron	WVET Rochester, N. Y.
WGBF Evansville, Ind.	WING Dayton	KATL Houston
WBOW Terre Haute, Ind.	WIZE Springfield, O.	KORN Fremont, Neb.
WHOT South Bend, Ind.	WERG Erie, Pa.	KOLN Lincoln, Neb.
KGLO Mason City, Iowa	WHGB Harrisburg, Pa.	WHUM Reading, Pa.
KGGF Coffeyville, Kan.	KQV Pittsburgh	WLSL Roanoke, Va.
	WJAR Providence	

Canadian stations

CFAC Calgary, Alta.	CFBC St. John, N. B.	CFNB Fredericton, N. B.
CJCA Edmonton, Alta.	CFPA Fort Arthur, Ont.	CFCF Montreal, Que.
CFGP Grand Prairie, Alta.	CHNS Halifax, N. S.	CFCY Charlottetown, P. E. I.
CJOC Lethbridge, Alta.	CJCB Sydney, N. S.	CHAT Medicine Hat, Alta.
CKOV Kelowna, B. C.	CJCS Stratford, Ont.	CHWK Chilliwack, B. C.
CJAT Trail, B. C.	CKRC Winnipeg, Man.	CFJL London, Ont.
CKWX Vancouver, B. C.	CKSO Sudbury, Ont.	CFRA Ottawa, Ont.
CJVI Victoria, B. C.	CKOC Hamilton, Ont.	CKVC Quebec City
CFJC Kamloops, B. C.	CKBI Prince Albert, Sask.	CKRM Regina, Sask.
CJLS Yarmouth, N. S.	CHAB Moose Jaw, Sask.	Radio Rouyn—Abitibi, Que.
CKPG Prince George, B. C.	CKCK Regina, Sask.	
	CKNB Campbellton, N. B.	

WESTERN RADIO ADVERTISING Inc.

San Francisco—785 Market St. Tel.: Yukon 6-4112. Pres.: Lincoln Dellar. Vice
Pres. & Gen. Mgr.: Michael Purnell Gould.

Represents

KXOA Sacramento, Calif.	KYNO Fresno, Calif.	KCOK Tulare, Calif.
KXOB Stockton, Calif.	KSBW Salinas, Calif.	KAFV Bakersfield, Calif.
	KOLO Reno, Nev.	

HELEN WOOD & COLTON

New York 17—551 Fifth Ave. Tel.: Murray Hill 7-5341. Mgr.: Helen Wood.

Represents

WIBX Utica, N. Y.	WATN Watertown, N. Y.	WBTA Batavia, N. Y.
Connecticut State Network	WHAT Philadelphia	WETB Johnson City, Tenn.
	WFKY Frankfort, Ky.	WSFC Somerset, Ky.

ADAM J. YOUNG JR., Inc.

New York 18—11 W. 42nd St. Tel.: Longacre 3-4660. Mgr.: Adam J. Young Jr.
Chicago 2—55 E. Washington St. Tel.: Andover 5448. Mgr.: Robert S. Russel.
Los Angeles 13—448 S. Hill St. Tel.: Michigan 6203. Mgr.: A. O. Dillenbeck Jr.
San Francisco 4—Mills Bldg. Tel.: Garfield 1-7950. Mgr.: Duncan A. Scott.

Represents

CKLW Detroit, Mich.	WCRO Johnstown, Pa.	WKRK Mobile, Ala.
KLAC Los Angeles, Cal.	WEAM Arlington, Va.	WLAM Lewiston, Maine
KOLO, Reno, Nev.	WENT Gloversville, N. Y.	WLIB New York, N. Y.
KSJB Jamestown, N. D.	WEXT Milwaukee, Wis.	WNEB Worcester, N. Y.
KXOA Sacramento, Cal.	WHIM Providence, R. I.	WPGH Pittsburgh, Pa.
KXOB Stockton, Cal.	WIBG Philadelphia, Pa.	WPIC Sharon, Pa.
KYA San Francisco, Cal.	WILK Wilkes-Barre, Pa.	WRNY Rochester, N. Y.
WABI Bangor, Maine	WILM Wilmington, Del.	KAFY Bakersfield, Calif.
WBMS Boston, Mass.	WJMO Cleveland, Ohio	KCOK Tulare, Calif.
WBNY Buffalo, N. Y.	WKNB New Britain, Conn.	KAFY Bakersfield, Cal.
	WKNE Keene, N. H.	

Canadian Stations

CFAB Windsor, N. S.	CHNC New Carlisle, Que.	CJOR Vancouver, B. C.
CFAR Flin Flon, Man.	CHOV Pembroke, Ont.	CJRL Kenora, Ont.
CFBC Calgary, Alta.	CHRC Quebec, P. Q.	CKAC Montreal, Que.
CFJM Brockville, Ont.	CHSJ Saint John, N. B.	CKCH Hull, Que.
CFOR Orillia, Ont.	CJAD Montreal, Que.	CKFI Fort Frances, Ont.
CPOS Owen Sound, Ont.	CJBQ Belleville, Ont.	CKLN Nelson, B. C.
CFQC Saskatoon, Sask.	CJBR Rimouski, Que.	CKLW Windsor, Ont.
CFRN Toronto, Ont.	CJEM Edmundston, N. B.	CKPR Fort William, Ont.
CFRN Edmonton, Alta.	CJFK Antigonish, N. S.	CKRS Jonquiere, Que.
CHLN Three Rivers, Que.	CJGX Yorkton, Sask.	CKX Brandon
CHML Hamilton, Ont.	CJIB Vernon, B. C.	CKY Winnipeg, Man.

WCAU Philadelphia

New York—485 Madison Ave. Tel.: Wickersham 2-2000. Rep.: Harold Davis.
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.: Harry F. Albrecht.
New York—630 Fifth Ave. Tel.: Circle 6-1750. Mgr.: Warren Jennings.

CANADIAN STATION REPRESENTATIVES

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. CKNX Wingham, Ont. CHUM Toronto
 CKFI Fort Frances, Ont. CHLP Montreal CHNO Sudbury, Ont.
 CKPC Brantford, Ont. CKDO Oshawa, Ont. CHVC Niagara Falls, Ont.
 CJJC Sault Ste. Marie, Ont. CFAB Windsor, Ont. CJCJ Calgary, Alta.

ALL-CANADIA RADIO FACILITIES Ltd.

Toronto—Victory Bldg. Tel.: Elgin 2464. Mgr.: G. F. Herbert.
 Montreal—Dominion Square Bldg. Tel.: Lancaster 6400. Mgr.: Burt Hall.
 Winnipeg—Electric Railway Chambers. Tel.: 96-861. Mgr.: P. H. Gayner.
 Calgary, Alta.—Southam Bldg. Tel.: M-7891. Mgr.: H. R. Carson.
 Vancouver, B.C.—198 W. Hastings St. Tel.: Marine 9542. Mgr.: J. E. Baldwin.

Represents

CJVI Victoria, B. C. CJOC Lethbridge, Alta. CFCF Montreal
 CKWX Vancouver, B. C. CHAT Medicine Hat, Alta. CKNB Campbellton, N. B.
 CHWK Chilliwack, B. C. CKET Prince Albert, Sask. CFTB Fredericton, N. B.
 CKPG Prince George, B. C. CKCK Regina, Sask. CPHC St. John, N. B.
 CFJC Kamloops, B. C. CKRM Regina, Sask. CFCY Charlottetown, P.
 CKOV Kelowna, B. C. CKEC Winnipeg, Man. E. I.
 CJAT Trail, B. C. CKSO Sudbury, Ont. CJLS Yarmouth, N. S.
 CFGP Grande Prairie, Alta. CKOC Hamilton, Ont. CHNS Halifax, N. S.
 CJCA Edmonton, Alta. CFRB Toronto CJCJ Sydney, N. S.
 CFAC Calgary, Alta. CJCS Stratford, Ont. VONF St. Johns, Nfld.
 CFRA Ottawa VOWN Corner Brook, Nfld.

ASSOCIATED BROADCASTING CO., Ltd.

Montreal, Que.—1010 St. Catherine St., W. Tel.: Belair 3325. Mgr.: A. Burns.
 Toronto, Ont.—199 Bay St. Tel.: Waverly 8056. Mgr.: M. Raymond.

(General Canadian station representation non-exclusive)

CANADIAN BROADCASTING CORPORATION

Toronto—354 Jarvis St. Tel.: Midway 5481. Commercial Mgr.: E. A. Weir.
 Montreal—1231 St. Catherine St., W. Tel.: Plateau 7161. Commercial Mgrs.: M. Valliquette, 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. CFRP (leased), Prince
 CBV Quebec, Que. CJC Toronto, Ont. Rupert, B. C.
 CBF Montreal, Que.

JOS A. HARDY & CO., Ltd.

Quebec—39 St. John St. Tel.: 3-6693.
 Montreal—1405 Peel St. Tel.: Harbour 2515.
 Toronto—80 Richmond St., W. Tel.: Adelaide 8482.

Represents

CHRC Quebec CHNC New Carlisle, Que. CHLN Three Rivers, Que.
 CHLT Sherbrooke, Que. CKRS Jonquiere, Que.

JOHN N. HUNT & ASSOCIATES

Vancouver, B. C.—144 W. Hastings St. Tel.: Pacific 2888. Mgr.: John Hunt.

Represents in Vancouver

CKFI Fort Frances, Ont. CFCH North Bay, Ont. CHAD Amos, Que.
 CKFA Port Arthur, Ont. CHEX Peterborough, Ont. CKRN Rouyn, Que.
 CKFY Toronto, Ont. CHOK Sarnia, Ont. CKVD Val d'Or, Que.
 CKWS Kingston, Ont. CKTB St. Catharines, Ont. CHGB Ste Anne de la Po-
 CJKL Kirkland Lake, Ont. CKGB Timmins, Ont. catiere
 CKWS Kingston, Ont. CJAD Montreal, Que. CFAB Windsor, N.S.

NATIONAL BROADCAST SALES

Toronto—Canadian Bank of Commerce Bldg. Tel.: Adelaide 8895. Mgr.: Jack M. Davidson.
 Montreal—Medical Arts Bldg. Tel.: Fitzroy 6388. Mgr.: R. A. Leslie.

Represents

CFCH North Bay, Ont. CKRN Rouyn, Que. CJAD Montreal
 CKGB Timmins, Ont. CHEX Peterborough, Ont. CHGB St. Anne de la
 CKVD Val d'Or, Que. CHAD Amos, Que. Pocatiere, Que.
 CJKL Kirkland Lake, Ont. CKEY Toronto CKTB St. Catharines, Ont.
 CKWS Kingston, Ont. (Montreal only) CHOK Sarnia, Ont.
 CFPA Port Arthur, Ont. CKMO Vancouver, B. C.

BROADCASTING • Telecasting

RADIO REPRESENTATIVES, Ltd.

Toronto—4 Albert St. Tel.: Waverly 6151. Mgr.: J. Slatter.
 Montreal—Dominion Sq. Bldg. Tel.: Harbour 7811. Mgr.: W. Dipple.
 Vancouver—144 W. Hastings St. Tel.: Pacific 2888. Mgr.: John Hunt.
 Winnipeg—Lindsay Bldg. Tel.: 9-6374. Mgr.: A. J. Messner.

Toronto, Montreal and Winnipeg Representation

CFCN Calgary, Alta. *CKRP Fort William, Ont. CHEF Granby, Que.
 CFRN Edmonton, Alta. CFQC Saskatoon, Sask. CKTS Sherbrooke, Que.
 CKNW New Westminster, B. C. CKCV Quebec CJAV Fort Albert, B. C.
 B. C. CKCH Hull, Que. CJOB Winnipeg, Man.
 CHGS Summerside, P. E. I. CJDC Dawson Creek, B. C.

HORACE N. STOVIN & CO.

Toronto—Victory Bldg. Tel.: Adelaide 9184. Mgr.: H. N. Stovin.
 Montreal—Keefer Bldg. Tel.: Plateau 8749. Mgr.: R. F. Bowden.
 Winnipeg—Telephone Bldg. Tel.: 92-191. Mgr.: W. G. Carpenter.
 Vancouver—3820 W. 30th St. Mgr.: J. W. Stovin.

Represents

CKY Winnipeg, Man. CJBR Rimouski, Que. CHOV Pembroke, Ont.
 CKX Brandon, Man. CFOR Orillia, Ont. CHML Hamilton, Ont.
 CFAR Flin Flon, Man. CJEM Edmundston, N. B. (Montreal and Winnipeg
 CHSJ St. John, N. B. CJCH Halifax, N. S. only)
 CKCW Moncton, N. B. CJOR Vancouver, B. C. CFJM Brockville, Ont.
 CPSS Owen Sound, Ont. CKLW Windsor, Ont. CJBC Toronto
 CFPR Prince Rupert, B. C. CFPL London, Ont. CJNB North Battleford,
 CJGK Yorkton, Sask. (Montreal and Winnipeg Sask.
 CJBQ Belleville, Ont. only)
 CKVL Verdun, Que. CJRL Kenora, Ont. CJIB Vernon, B. C.
 CKSF Cornwall, Ont. CKLN Nelson, B. C. CHAB Moose Jaw, Sask.
 CKFR Fort Williams (Win-
 nipeg only)

WILLIAM WRIGHT

Toronto—Victory Bldg. Tel.: Adelaide 8481. Mgr.: William Wright.
 Montreal—Medical Arts Bldg. Tel.: Harbour 7240.

Represents

CKSB St. Boniface, Man. CKCO Ottawa CKAC Montreal
 CKCL Truro, N. S. CKCR Kitchener, Ont. (In Toronto only)

*Not represented in Winnipeg.

Canadian Office

BROADCASTING
 The Weekly Newsmagazine of Radio
TELECASTING

Toronto, Ontario

417 HARBOUR COMMISSION BLDG.
 ELgin 0775

**James Montagnes,
 Manager**

NATIONAL AND REGIONAL RADIO ADVERTISERS AND THEIR AGENCIES United States and Canada

N Network programs S Spot programs and announcements
Compiled and Copyrighted 1948 by Broadcasting Publications, Inc.

A

ABT PRODUCTS, Chicago. S. Agency: David Seltz Co., Chicago.

AC SPARK PLUG DIV., General Motors Corp., Flint 2, Mich., spark plugs, oil filters, fuel pumps. S. Frank E. Ray, adv. mgr. Agency: D. P. Brothier & Co., Detroit.

A. M. R. CHEMICAL CO., New York. A. M. R. Lighter Fuel. S. Agency: Owen & Chappell, Inc., New York.

ACME BREWERIES, San Francisco. Agency: Brisacher, Van Norden & Staff, San Francisco.

ACME WHITE LEAD & COLOR WORKS, 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, N. Y., Adam hats, shirts. N. & S. Agency: Blow Co., N. Y.

ADAM SCHEIDT BREWING Co., Norristown, Pa. S.

ADLER SHOES, New York. Shoes. S. Agency: Emil Mogul Co., New York.

ADMIRACON LABS. National Oil Products Co., Harrison, N. J., Admiracron Shampoo, G. D. Davis, vice-president. S. Agency: Chas. Dallas Reach Co., Newark.

ADMIRAL CORP., Chicago, Admiral Radios, Television Receivers. N. Crutten-den & Eger, Chicago.

AFFILIATED PRODUCTS Inc., Toronto, Anacin. S. Agency: Young & Rubicam, Toronto.

ALBERS MILLING Co., Seattle. Flour, Cereal Products. N. Agency: Erwin, Wasey & Co., Seattle.

ALKINE Co., Highland Park, N. J., Flém-O-Lyn, Meyer Tobin, president. Agency: Jackson Adv. Service, New Brunswick, N. J.

ALLEGHENY LUDLUM STEEL Corp., Pittsburgh, Pa., Stainless Steel, tools (electrical), C. B. Templeton, Manager Sales Promotion. Agency: Walker & Downing, Pittsburgh.

ALLES & FISHER, Boston. J. A. Cigars. R. Agency: Lester E. Hawkes, Boston.

ALLIS-CHALMERS MFG. Co., Tractor Div., Milwaukee, Farm Equipment. N. Agencies: Bert S. Gittins Advertising, Milwaukee; Compton Advertising, Inc., N. Y.

ALLOCK POROUS PLASTER, New York, plaster. S. Agency: Small & Seifer, New York.

ALTA VINEYARDS Co., Fresno, Cal., Alta Wines, Martell, and St. Charles wines. S. Agency: Rogers & Smith, L.A.

ALTES BREWING Co., Detroit 16, Altes Lager Beer, J. T. Foley, adv. manager. Agency: McCann-Erickson, Detroit.

ALTORFER BROS. Co., Peoria, Ill., ABC Washers and Ironers. S. Agency: Cramer Krasselt, Milwaukee.

ALUMINUM COMPANY OF AMERICA, Pittsburgh. Institutional. N. Agency: Fuller & Smith & Ross, New York.

FRED W. AMEND Co., Chicago 3, Ill., Chuckles. S. Agency: Henri Hurst & McDonald, Chicago.

AMERICA'S FUTURE INC., New York, publication. Agency: Gahagan & Turnbull, New York.

AMERICAN BAKERIES, Atlanta, Merita Breads, Cakes, and Crackers. C. Stuart Brocman, president. N. Adv. Agency: Tucker Wayne & Co., Atlanta.

AMERICAN BIRD PRODUCTS, Chicago 8, Ill., 2 Vees Bird Products. N. Agency: Weston-Barnett, Chicago.

AMERICAN BOWLING CONGRESS, Milwaukee. Agency: Bishop & Assoc., L.A.

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 CIGARETTE & CIGAR Co., New York, Pall Mall cigarettes. N. Agency: Foote, Cone & Belding, New York.

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 FEDERATION OF LABOR (Entertainment Unions Committee) N. Agency: Furman & Feiner, New York.

AMERICAN HOME PRODUCTS Corp., Jersey City, Anacin, Bisodol & Kolynos, Duff's Ready-to-Bake Mixes. N. Agencies: Dancer-Fitzgerald-Sample, New York; W. Earl Bothwell, Pittsburgh; Ruthrauff & Ryan, New York and Toronto; Sullivan, Stauffer, Colwell & Bayles, New York; Young & Rubicam, New York; Duane Jones Co., New York.

AMERICAN INSTITUTE OF FOOD PRODUCTS Inc., New York, Food Products. S.

AMERICAN IRON & STEEL INSTITUTE, New York. Institutional. N. Agency: Hill & Knowlton, New York.

AMERICAN KITCHEN PRODUCTS, Ozone Park, New York, Noxon Polish. S. Agency: Rose-Martin Inc., New York.

AMERICAN MEAT INSTITUTE, Chicago, Vernon Schwaegerle, advertising manager. Institutional. N. Agency: Leo Burnett Co., Chicago.

AMERICAN MOTO-SCOOT CO., Chicago, (power scooters) Agency: Lieber Adv., Chicago.

AMERICAN OIL Co., American Bldg., Baltimore, Amoco, American Gas, N. E. F. Kalhof, advertising manager. Agency: Joseph Katz Co., Baltimore.

AMERICAN POULTRY JOURNAL, Chicago. S. Agency: Simmonds & Simmonds, Chicago.

AMERICAN PRODUCTS Co., Cincinnati, Jiffy Starch, Swish. C. A. Branham, Adv. & Sales Promotion Mgr. S. Agency: Franklin Bruck Corp., New York.

AMERICAN RED CROSS (Joint Sponsorship), Washington, D. C., Service. N. Agency: Cecil & Presbrey, New York.

AMERICAN SAFETY RAZOR Corp., Brooklyn, Gem Razor Blades. N. Agencies: Reincke, Meyer & Finn, Inc., Chicago; Federal Adv. Agency, New York.

AMERICAN STORES Co., Philadelphia, Foods. S.

AMERICAN TELEPHONE & TELEGRAPH Co., N. Y. N. S. Agency: Newell-Emmett Co., New York.

AMERICAN TOBACCO Co., New York, Tobacco. N. TV. Agency: Foote, Cone & Belding, New York. N. W. Ayer & Son, N. Y.

AMERICAN TRANSIT ASSN., New York. N. Agency: Owen-Chappell, New York.

AMRED PRODUCTS Co., Omaha 8, Neb., Extracts, cereals, F. L. Kessler, adv. mgr. Radio approx.: \$5,000. S. Agency: Buchanan-Thomas, Omaha.

ANCHOR HOCKING GLASS Corp., Lancaster, O., Anchorglass, Fire King, Oven-glass Products. J. H. Gilluley, advertising and sales promotion manager. N. Agency: William Weintraub & Co., New York.

E. O. ANDERSON Co., Santa Monica, Calif., shontex shampoo. Agency: Barton A. Stebbins Adv., Los Angeles.

ANDRESEN-RYAN COFFEE Co., Duluth 2, Minn., Arco Coffee, S.

ANGOSTURA-WUPPERMANN Corp., New York, Angostura Bitters. S. Agency: Donahue & Coe, New York.

AQUATOFS, New York, Rainwear for Women, Misses, and Children. S. Agency: Madison Adv., New York.

K. ARAKELIAN Inc., San Francisco, Madeira wines. S. Agency: Norman Kelso Adv., San Francisco.

ARCO PUBLISHING Co., New York 17, books. Ben Raeburn, Adv. & Prom. Mgr. Agency: Jasper, Lynch & Fishel, N. Y.

ARDEN FARMS, Los Angeles, dairy products. S. Agencies: Productive Adv., Los Angeles; Allied Adv. Agencies, Los Angeles.

ARMAND Co., Des Moines 6, Pearls in Wine Lipstick. S. Agency: Ivan Hill Agency, Chicago.

ARMOUR & Co., U. S. Yards, Chicago 9, Treet, canned meats, sausage products,

margarine, D. B. Hause, advertising manager. N. Agency: Foote, Cone & Belding, Chicago.

ARMSTRONG CORK Co., Lancaster, Pa., Armstrong's Quaker Rugs, Cameron Hawley, director of adv. and promotion; C. R. Whitmer, Jr., manager, floor division advertising. N. Agency: BBDO, New York.

ARVEY CORP., Chicago 18, R-V-Lite, S. Straus, radio executive. S. Agency: Burlingame & Grossman, Chicago.

ASSOCIATED DENTAL SUPPLY Co., San Francisco. Tooth paste & powder. R. Agency: McCann-Erickson, S. F.

ASSOCIATED OIL Co., Los Angeles, Gasoline. N. Agency: Buchanan & Co., L. A.

ATLANTIC BREWING Co., Chicago, Tavern Pale Beer. S. Agency: Grant Adv. Inc., Chicago.

ATLANTIC SALES CORP., Rochester (French's instant potatoes). Agency: J. Walter Thompson Co., N. Y.

ATLAS LABORATORIES, Akron, Ohio, I-O-Sal, J. K. Rukenbrod, general manager. S. Agency: McDaniel-Fisher & Spelman, Akron.

AVALON LANE Co., New York 7, Lash-eeen, Lashoor, Belador Formula No. 7, Henry B. Gottlieb. S. Agency: Reuben Barkow, New York.

B

B-1 BEVERAGE Co., St. Louis, B-1 lime soda, sparkling water, Earle A. Meyer, President. S. Agency: Simmonds & Simmonds, Inc., Chicago.

B. C. ELECTRIC RAILWAY Co., Vancouver (public utility) R. Agency: O'Brien Gourlay Ltd., Vancouver.

B. C. REMEDY Co., Durham, N. C., Headache powders. S. Agency: Harvey-Massengale Co., Durham, N. C.

B. T. BABBITT Inc., New York, Bab-o-cleaner, Lycons, 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.

BALIAN ICE CREAM Co., South Gate, Calif., Frantilla Ice Cream. S. Agency: Tullis Co., L.A.

BALL BROTHERS Co., 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., San Francisco 20, Calif., L. E. Townsend, manager, advertising and publicity; N. S. Agency: Charles R. Stuart, San Francisco.

BARBASOL Co., Indianapolis, Barbasol. N. Agency: Erwin, Wasey & Co., New York.

G. BARR & Co., Chicago 9, Balm Barr Creme Whipped Lotion, Balm Barr Creme Shampoo, N. & S. Jerome N. Michell, adv. mgr. 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, Ham-mer brand Persian Lamb. S. N. Agency: Kelley-Nason, New York.

BATHASWEET Corp., New York, Soap and bath salts. S. Agency: Klesewetter, Wetterau & Baker, New York.

BATTLE PHARMACEUTICALS Co., Victory Bldg., Toronto, "All-in-One" Brand Vitamins, Tablets, Daisy Diaper Dip. E. Irving Battle, president. S. Agency: Grant Adv., Toronto.

THE BAYER Co., N.Y. (Bayer Aspirin) Agency: Dancer-Fitzgerald-Sample, N.Y.

BAYUK CIGARS Inc., Philadelphia 22, Pa., Phillies cigars. A. J. Newman, president; E. M. Hirst, adv. mgr. N. Agency: Neal D. Ivey Co., Phila.

CLYDE BEATTY CIRCUS, Los Angeles. S. Agency: Allied Adv., Los Angeles.

BEAUMONT Co., St. Louis, Four-Way Cold Tablets and Grove B-Complex. N. Agency: J. D. Tarcher & Co., N. Y.

BEECHAMS INC. (Scott & Bowne, J. C. Eno Inc., County Perfumery Co.), 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.

BECHNUT PACKING CO., New York, Food, Ralph Foote, adv. mgr. S. agency: Newell-Emmett, N. Y.

BEKINS VAN & STORAGE Co., Seattle, Los Angeles, Calif., Storage. N. Brooke Adv. Agency, Los Angeles.

BELL TELEPHONE SYSTEM, New York, Telephone Service. N. Agency: N. W. Ayer & Son, New York.

BELTONE HEARING AID Co., Chicago. S. Agency: Ruthrauff & Ryan, Chicago.

BEN HUR PRODUCTS Inc., Los Angeles, Coffee, Spices & Extract, N. Agency: Foote, Cone & Belding, Hollywood.

BENDIX AVIATION Corp., Detroit. N. Agency: MacManus, John & Adams, Inc., Detroit.

BENDIX HOME APPLIANCES Inc., South Bend 24, Ind., Bendix Automatic Home Laundry, Home Ironer, Home Dryer, Walter J. Dally, advertising director. S. Agency: Tatham Laird Inc., Chicago.

BENRUS WATCH Co., New York 13, watches. S. Adnan J. Planter, adv. dir.; V. Agency: J. D. Tarcher Inc., New York.

BENSON & HEDGES, New York, Virginia Rounds cigarettes, Havana Cigars. S. Agency: Arthur Kudner Inc., New York.

BERKSHIRE KNITTING MILLS, Full Fashioned Stockings. N. Agency: Geyer, Newell & Ganger, Inc., New York.

BEST FOODS Inc., New York, Nucoa margarine and Shinola shoe polish. Agency: Benton & Bowles, New York.

BEST FOODS, ONTARIO, Rit dye. S. Agency: P. H. Hayhurst & Co., Toronto.

BETTY LOU FOODS (Remar Baking Co., Gravem-Ingils Baking Co.), Oakland and Stockton, Calif., Betty Lou Foods, Shoe String Potatoes, Potato Chips, Remar Bread, Gravem-Ingils Bread. S., Bernard B. Schnitzer, acct. exec. Approx.: \$90,000. Agency: Garfield & Guild, San Francisco.

BEVERWYCK BREWERIES, ALBANY, N. Y. Beer. R. Agency: Peck Adv., N. Y.

BIBLE INSTITUTE OF LOS ANGELES, institutional. N.

BIRDS EYE-SNIDER, New York, Birds Eye frosted foods, Howard F. Lochrie, adv., Manager. N. Agency: Young & Rubicam, New York.

BLACKHAWK BREWING Co., Davenport, Ia. S. Agency: N. A. Winter Adv., Des Moines.

BLANTON Co., St. Louis, Creamo margarine. S. Agency: Wesley K. Nash Co., New York.

BLOCK DRUG Co., Jersey City, Poil-dent. S. Agency: Cecil & Presbrey, New York.

THE BLOSSER Co., Atlanta 1, Ga., Medical Cigarettes for Asthma. S. Sidney B. Jewett, advt. mgr. Agency: Atherton & Currier, New York.

BLUE BUS LINES, Terminal Bldg., Batavia, N. Y., L. H. Schultze, president. S. Agency: Hart-Conway Co., Rochester.

BLUE MOON FOODS, Thorp, Wis., cheese spread, Gold N'Rich Cheese, Harold Oldroyd, sec. and adv. manager. Agency: Reincke, Meyer & Finn Inc., Chicago.

(Continued)



THE MARKET

A total population of 860,219 . . . including 183,330 radio families . . . is included in our conservative coverage estimate. But the number of people doesn't tell the whole story because these radio listeners are above average in income, above average in per capita purchases. The average cash income per farm, in 1946, in our coverage area, was \$7,808.00! (And the farmer lived pretty well from farm raised food on top of that!)

Eighty-seven thousand, eight hundred and fifty-three of our radio families reside on farms. Over 51,000 are classified as rural-non-farm families. 45,583 are urban families.

KFGO will cover 24 North Dakota counties; 12 South Dakota counties; and 22 Minnesota counties.

(Coverage map and detailed market data available on request.)

THE PEOPLE

Headed by Charles G. Burke, in radio since 1928 (six years WDAY, Fargo; seven years Free & Peters, Inc.; five years sales manager and director of operations WJR, Detroit), KFGO has the finest staff in the northwest.

Program Chief is Dave Henley, in Fargo radio since 1929. News Editor is Frank Sanders, North Dakota born, and active in Fargo radio as long ago as 1931.

As the only Farm Director in the northern states area, KFGO has John Merrifield, formerly of WLW, WHAS and WWJ. Merrifield is delivering to the prosperous farmers of our market the agricultural programs they want. So, while the buyer is finding KFGO easy to do business with, the listener is finding KFGO the easiest station to listen to.

KFGO

FARGO, NORTH DAKOTA

5000 WATTS

790 KC

Charles G. Burke
GENERAL MANAGER

Paul H. Raymer Company
NATIONAL REPRESENTATIVES

DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS
(Continued)

BLUE RIBBON Corp., Toronto. Canned foods vacuum sealed jars. S. Agency: Cockfield Brown & Co., Toronto.

BLUEBIRD DIAMOND SYNDICATE, Chicago 2, Ill. Bluebird rings, Rudolph Samuel, adv. mgr. S. Agency: O'Neal, Larson & McMahon, Chicago.

BGHEMIAN DISTRIBUTING CO., Los Angeles. Acme Beer. Agency: Brisacher, Van Norden & Staff, L. A.

BONCQUET LABS, Glendale, Cal., vitamins. S.

BOND CLOTHES, Cleveland. Agency: Neff-Rogow, N. Y.

BONNE BELL, Inc., Cleveland 7, O. Ten-O-Six, Plus 30, Nite & Day. S. John W. Landis, sales promotion mgr. Agency: Wade Adv. Agency, Chicago.

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.

BORDON CO., Toronto. N. Agency: Young & Rubicam, Toronto.

BOSTON & MAINE RR, Boston. N. S. Agency: Harold Cabot Co., Boston.

BOURJOIS Inc., New York. Evening in Paris cosmetics. S. H. Chambers, adv. mgr. N. Agency: Foote, Cone & Belding, New York.

BOWEY'S Inc., Chicago. Dari-Rich Products. A. W. Reid, adv. mgr.; N. Agency: Sorensen & Co., Chicago.

BOWMAN'S GUM Inc., New York. Warren's chewing gum. S. Agencies: Franklin Bruck Adv., New York. Foote, Cone & Belding, N. Y.

BOYLE-MIDWAY (Canada) Ltd., Toronto. (Fly-Dead) S. Agency: W. Earl Bothwell Inc., N. Y.

BOZEMAN CANNING Co., San Francisco. Pictsweet Frozen Foods. N. Agency: Ruthrauff & Ryan, Seattle.

E. J. BRACH & SONS, Chicago. Confectionery. N. Agencies: Geo. H. Hartman & Co.; Maxon Inc., Chicago.

JOHN H. BRECK Inc., Springfield, Mass., shampoo. Agency: Charles Sheldon Adv., Springfield.

M. J. BREITENBACH Co., New York. Gude's Pepto Mangan. N. Agency: Grey Adv. Agency Inc., N. Y.

BRISTOL-MEYERS Co., Sal Hepatica & Trushay, Vitalis, Ipana & Benex, New York. N.R. TV. Agencies: Young & Rubicam, New York; Doherty, Clifford & Shenfield, New York.

BRISTOL MYERS Co., of Canada, Montreal. Sal Hepatica, Vitalis, Trushay. Agency: Ronalds Adv., Toronto.

BRITISH AMERICAN OIL Co., Toronto. Agencies: Spitzer & Mills, Toronto; Stewart, Lovick & McPherson, Vancouver.

BROADMOOR HOTEL Inc., Colorado Springs, Col. Ice Skating, Ice Shows and Revues, Scenic Trips, Broadmoor Tavern (all spot). T. O. Johnston, adv. mgr. Agency: Galen Broyles Adv., Denver.

BROTHERHOOD OF RAILROAD TRAINMEN, N. Agency: William Von Zehle & Co., N. Y.

BROWN & HALEY, Tacoma 2, Almond Roca. Mountain Bars, Yankee Toffee, J. C. Haley, president. Agency: Honig-Cooper, Seattle.

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. TV. Agency: Russel M. Seeds, Chicago. BBDO, N. Y.

E. L. BRUCE Co., Memphis. floor cleaner. N. Agency: Christiansen Adv., Chicago.

W. K. BUCKLEY, INC., Chicago. S. Agency: Grant Adv., N. Y.

W. K. BUCKLEY & Co., Toronto, proprietary. Agency: Grant Adv., Toronto.

BULOVA WATCH Co., New York 20. watches, Ray Warren, vice-president. S. Agency: Blow Co., New York.

BUNTE BROS., Chicago. Candy. N. Agency: Presba, Fellers & Presba, Chicago.

BURLINGTON BREWING CO., Burlington, Wis. (Van Merritt beer) N. Agency: Goodkind, Joice & Morgan Inc., Chicago.

BURNS Co., Vancouver, B. C. Neet. N. Agency: Stewart-Lovick & MacPherson, Vancouver, B. C.

BURFEE CAN SEALER Co., Barrington, Ill. S. Agency: Rogers & Smith, Chicago.

BU-TAY PRODUCTS, Ltd., Los Angeles, Raindrops Water Softener. N. Agency: Glasser-Galley & Co., Los Angeles.

C

C-Z CHEMICAL Co., Beloit, Wis., Marvene Suds, C-Z Floor Wax, S. Agency: Roche, Williams & Cleary, N. Y.

CAL-WESTERN MFGS., Los Angeles, Wheel 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, Yankee Doodle Root Beer. R. E. Prochow, gen. sales mgr. N. & S. Agency: Lockwood-Shackelford Adv., Los Angeles.

CALIFORNIA FIG INSTITUTE, Fresno, Calif. Agency: Elwood J. Robinson Adv., Los Angeles.

CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles 13, Cal., Sunkist Oranges, Russel Z. Eller, adv. manager; R. S. Simmons, asst. adv. manager. S. Agency: Foote, Cone & Belding, Los Angeles.

CALIFORNIA NURSERY Co., Niles, Cal., nursery stock, George C. Roeding, Jr., president. S. Agency: Ryder & Ingram, Oakland, Cal.

CALIFORNIA PHYSICIANS SERVICE, San Francisco. (Voluntary Medical Insurance) R. Agency: Lockwood-Shackelford Adv., Hollywood.

CALIFORNIA PROCESSORS & GROWERS Inc., Oakland, Cal., cooperative. S. Agency: Foote, Cone & Belding, San Francisco.

CALIFORNIA PRUNE & APRICOT GROWERS ASSN., San Jose 17, Cal. Sunsweet, 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.

CALIFORNIA WINE GROWERS GUILD, San Francisco. Agency: Honig-Cooper, San Francisco.

CAMCO PRODUCTS Inc., New York, Camco Portable Cloverleaf Table Range. Wm. P. Cameron, president.

CAMEO CORP., Chicago. (cleanser) R. Agency: Presba, Fellers & Presba, Chicago.

CAMPINOL CO., Stockton, Calif. Beacon gasoline. R. Agency: Duane Jones Co.

CAMPANA SALES Co., Batavia, Ill., Cosmetics and Toilet Goods. N. I. Willard Crull, pres.; Richard M. Crull, adv. director. N. Agency: Wallace-Ferry-Hanly, Chicago.

CAMPBELL CEREAL Co., Minneapolis 2, Malt-o-Meal, Agnes Lewis, adv. manager. Agency: Campbell-Mithun, Minneapolis.

CAMPBELL SOUP Co., Camden, N. J., soup. N. S. Agencies: Ward Wheelock Co., Philadelphia; Cockfield, Brown & Co., Toronto.

CANADA DRY GINGER ALE Inc., New York. Gingerale. S. Agency: J. M. Mathes Inc., New York.

CANADA STARCH Co., Montreal 2, Que., Crown Brand Corn Syrup, Karo, Benson's Corn Starch, Canada Corn Starch, Mazola oil, Limit starch. Harold E. Stephenson, adv. mgr. S. Agency: Vickers & Benson, Montreal.

CANADIAN AID TO CHINA, Toronto. Welfare. S. Agency: McKim Adv., Toronto.

(Continued)

WWRL

NEW YORK

Covering America's Greatest Buying Market At The Lowest Cost

SHOWS THAT SELL

Reach New York's millions of high income foreign language families inexpensively, effectively.

- Spanish
- Hungarian
- German
- Greek
- Polish
- Czechoslovakian

New York's Foremost Language Station.

An effective sales approach to the vast New York buying market.

WWRL delivers its signal to 9,005,452 potential buyers in the rich, greater New York area.

With

Intensive, blanket coverage of Queens County, pop. 1,422,996.

"Fastest Growing County in America"

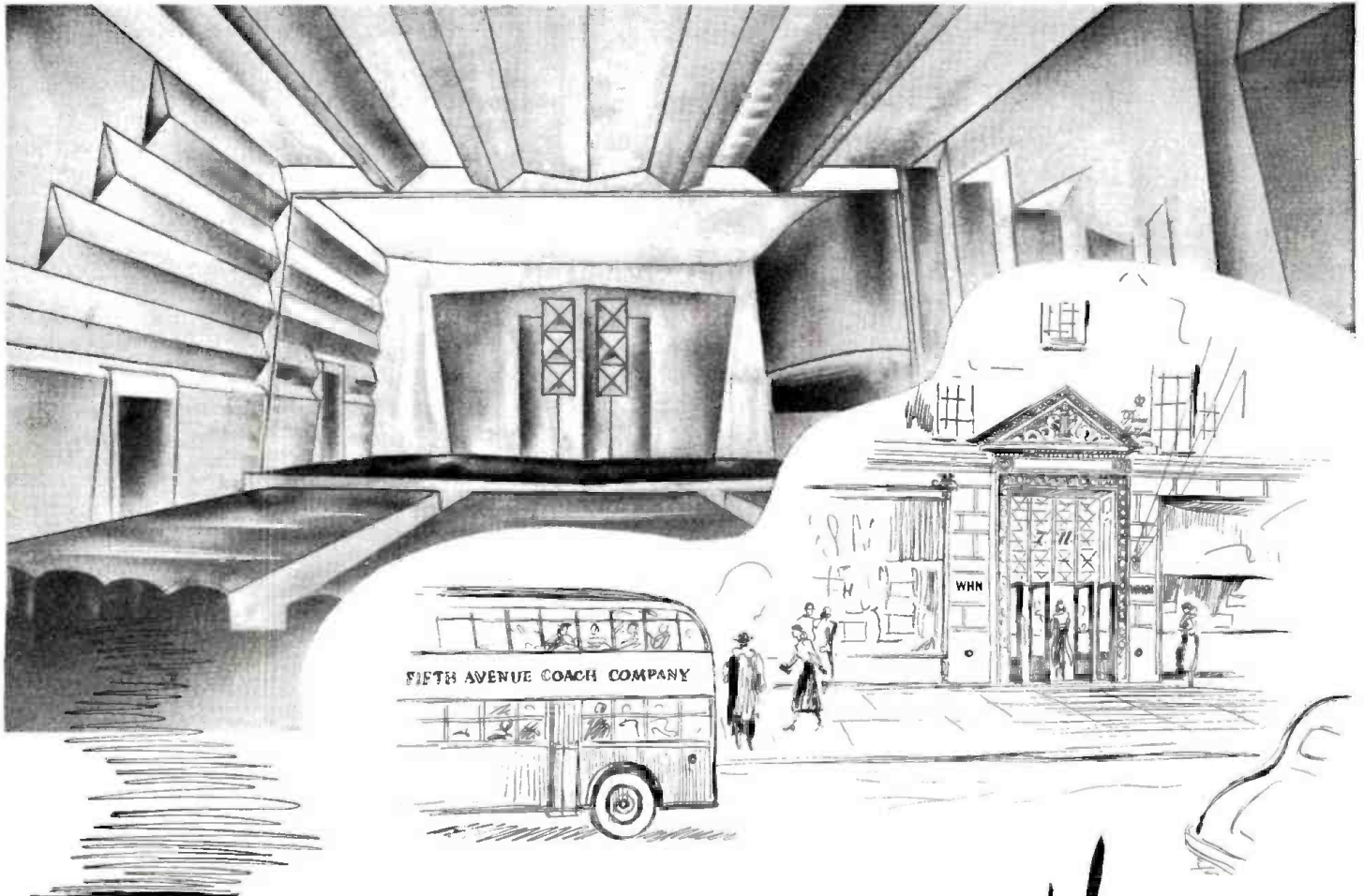
To Best Test New York City-Queens County

Buy WWRL.

COVERAGE HIGH—RATES LOW

1600 KC.

"The High Spot on The Dial"



The NEW LOOK comes to WHN!

FIFTH AVENUE... Style Center of the world... WELCOMES WHN... Style Setter for radio!

711 FIFTH AVENUE becomes WHN's new home early in 1948. New studios and offices set a pattern of smartness that shines everywhere... from the number on the doorway to sumptuous Studio A (depicted above); from gleaming, all-new speech input equipment to a model control system that the en-

gineers love like the ladies love Schiaparelli! All the latest developments in acoustical treatment and faithful reproduction of sound have been incorporated... for both AM and FM.

EVERYTHING'S NEW! Especially designed studios to accommodate every broadcasting requirement... luxurious sponsors' audition rooms... efficient program facilities... modern offices streamlined for the

utmost in service. All that's old is a quarter-century of radio know-how!

WHN'S MOVING DAY is a red-letter day in radio. Better facilities mean better programs... better service to the public... greater audiences... a better medium for advertising in the Nation's Number One Market.

50,000 WATTS—1050 KC. CLEAR CHANNEL

WHN
and FM station WMGM
NEW YORK

"VIC" DIEHM SAYS



55,000,000—
can't be wrong

Dollars that is . . . and that's just the amount earned yearly in this rich Anthracite Area of Pennsylvania. We might add that the above mentioned dollars are spent right here in WAZL's Coverage Area. We have a 90% listening audience* in the heart of the third largest populated county in the state . . . Luzerne County. Yes, it's a fact that nine out of ten radio families in our coverage area hear your sales message every week.

* BMB figures

We were established in 1932 so we're not exactly youngsters. We've learned that there is no equal to a satisfied advertiser—that's why we not only sell time, but really promote the programs. A full promotion campaign supplements all time buyers programs on WAZL . . . This all means increased Sales Gains for you.

NBC-CBS Affiliate

For Further Information Write:

WAZL
HAZLETON, PENNA.

Vic Diehm . . . Gen. Mgr.

OR

RADIO ADVERTISING CO.

521 FIFTH AVE., N.Y. 17, N.Y.

DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS
(Continued)

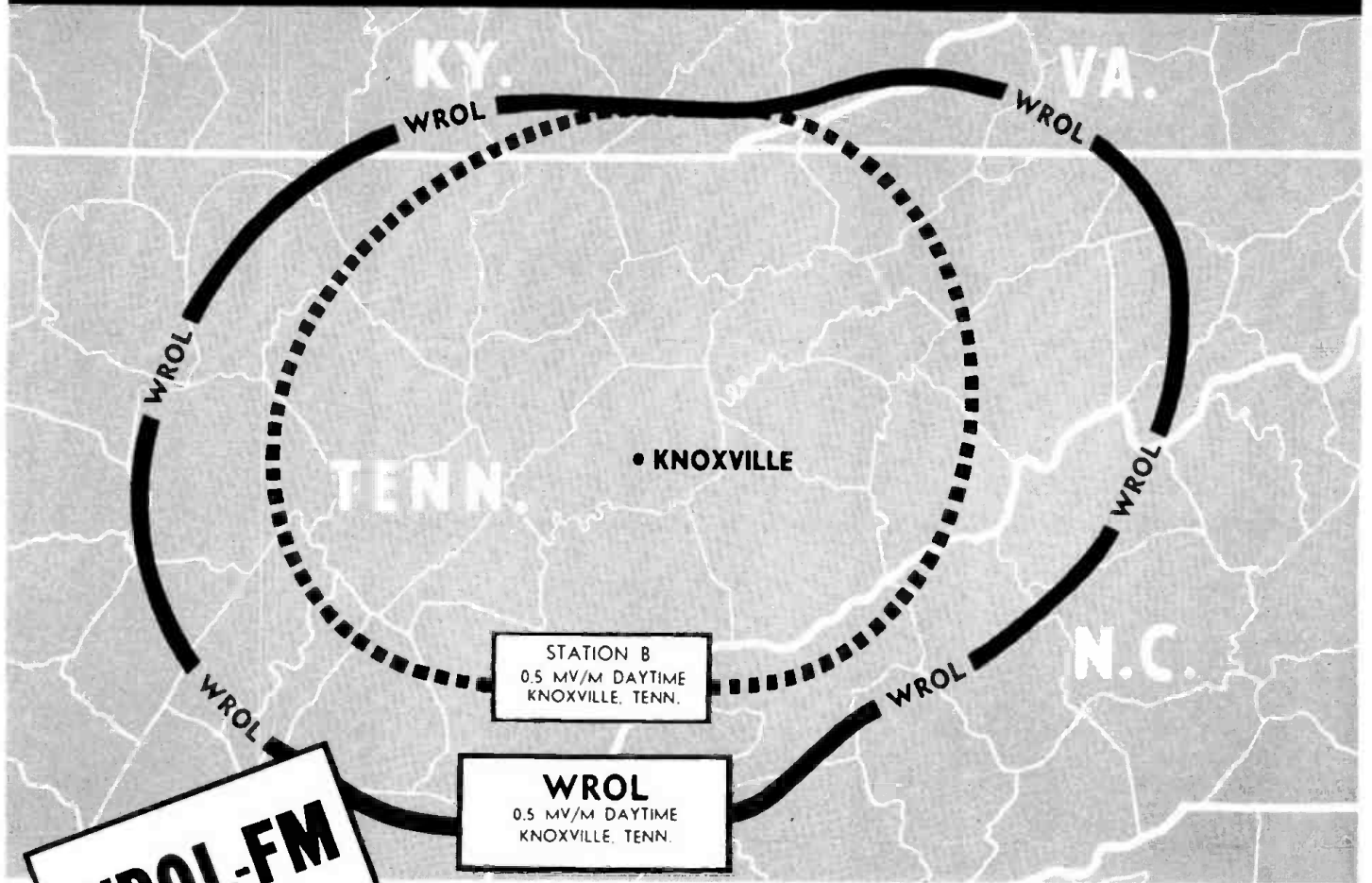
- CANADIAN BREWERIES LTD., Toronto (beer) Agency: Spitzer & Mills Ltd., Toronto.
- CANADIAN CANNERS Ltd., Hamilton, Ont. Aymer Products Canned Foods, S. Agency: F. H. Hayhurst Co., Toronto.
- CANADIAN CHEWING GUM SALES, Toronto (Dentyne, Chiclets, Sen-Sen), S. Agency: Baker Adv., Toronto.
- CANADIAN INDUSTRIES, Ltd., Montreal (paints div.) S. R. Agency: Ronalds Adv., Montreal.
- CANADIAN CHINCHILLA Co., Toronto, S. Agency: Frontenac Broadcasting Co., Toronto.
- CANADIAN INSECTICIDE & CHEMICAL Co., Toronto, S. Agency: Locke, Johnson & Co., Toronto.
- CANADIAN MARCONI CO., Montreal (receivers) N. Agency: Cockfield Brown & Co., Montreal.
- CANADIAN NATL. CARBON Co. Ltd., Toronto (4), Can., Radio Batteries, Flashlight Batteries, N. John M. Meldram, adv. mgr.; D. Stewart Roos, acting adv. mgr. Agency: Locke, Johnson & Co., Toronto.
- CANADIAN OIL LTD., Montreal, Oil & gasoline. Agency: McConnell Eastman & Co., Montreal.
- CANADIAN SHREDDED WHEAT CO., Ltd., Niagara Falls, Ont. (Shreddies) N. Agency: Cockfield Brown & Co., Toronto.
- CANDO Co., Boston 10, Mass., Cando Silver Polish, Cando Metal Polish, S. James A. Byrne, pres. Agency: Chambers & Wiswell, Boston.
- CANNON SHOE Co., Baltimore, shoes, S. Agency: Van Sant, Dugdale & Co., Baltimore.
- CAPITAL CITY PRODUCTS Co., Columbus 8, Dixie Margarine, Kingtaste Dressings, H. A. Patzer, advertising manager, S. Agencies: R. W. Knopf Co., Columbus, O.; Chambers & Wiswell, Boston, Mass.; Merrill-Kremer, Memphis, Tenn.
- CAPITOL HOTEL, New York, Carnival Room, S.
- CARDINET CANDY CO., Oakland, Calif. (U-No Bars, Baffle Bars) R. Agency: Elliott-Daly Adv., Oakland.
- CAREY SALT Co., Carey Salt, N. Agency: McJunkin Adv. Co., Chicago.
- CARGILL Inc., Minneapolis 15, feeds and seeds, Blue Streak Dog Food, Madge A. Brown, adv. manager. Agency: Bruce & Brewer & Co., Kansas City.
- CARNATION Co., Milwaukee, Evaporated Milk, Faskies Dog Food, N. Paul H. Willis, adv. mgr. Agency: Erwin, Wasey & Co., Chicago.
- CARSON, PIRIE, SCOTT & Co., Chicago, Department store, S. Agency: Burnet-Kuhn Co., Chicago.
- CARTER PRODUCTS Inc., New York 8, Carter's Little Liver Pills, Arrid, N. S. Agencies: Ted Bates Inc.; Sullivan, Stauffer, Colwell & Bayles, New York.
- CASSILL DISTRIBUTING Co., Los Angeles, Sandra Cassil Hand Creme, Mocombo After-Shave Cologne Lotion, S. CASTLE COAL & OIL CO., Bronx, N. Y. Agency: Adair & Director, N. Y.
- CAT'S PAW AND RUBBER Co., Baltimore, Soles and heels, S. Agency: S. A. Levynne Co., Baltimore.
- CATALINA KNITTING MILLS, Los Angeles Agency: Hillman-Shane Adv., Los Angeles.
- 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., New York, Ironized Yeast, Mollie shaving cream, N. Agencies: Young & Rubicam, New York; Pedlar & Ryan, New York.
- CENTENNIAL FLOWERING MILLS Co., 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. Agency: Honig-Cooper Co., Seattle.
- CENTILIVRE BREWING Corp., Fort Wayne 3, Ind., Old Crown Ale, Old Crown Beer, Herman G. Centilivre, secretary & advertising manager, S. Agency: Westheimer & Co., St. Louis.
- CENTRAL CHEVROLET CO., L.A. (dealers) R. Agency: Hunter Adv., L.A.
- CENTRAL NATIONAL BANK IN CHICAGO, Bank Services, Chicago 7, S. Agency: Harry J. Lazarus & Co., Chicago.
- CHALLENGE CREAM & BUTTER ASSN., L.A. (dairy products) R. Agency: Ross Sawyer Adv., L.A.
- CHALMERS GELATINE Corp., Buffalo, Chalmers gelatine, J. R. Chalmers, president, S. Agency: Arman Well Co., Buffalo.
- CHAMBERLAIN SALES Corp., Des Moines 9, Chamberlain's Lotion, S. Chamberlain, adv. mgr. Agency: BBDO, Chicago.
- CHAMPION SPARK PLUG Co., Toledo, Agency: McManus, John & Adams, Detroit.
- CHARIS CORP., Allentown, Pa. (foundation garments) Agency: Fuller, Smith & Ross, N. Y.
- CHASE CANDY Co., St. Joseph, Mo., High Crest Chocolates, W. A. Yantis, president; T. R. Neylon, asst. sls. mgr. S. Agency: Reincke-Meyer & Flinn, Chicago.
- DR. A. W. CHASE MEDICINE Co., Oakville, Ont., proprietary, R. Agency: Ardiel Adv., Oakville, Ont.
- CHATAM MFG. Co., New York, Blankets, Agency: M. H. Hackett Co., New York.
- CHATANOOGA MEDICINE Co., Chattanooga, Tenn. Agency: Nelson Chessman Co., Chattanooga, Tenn.
- 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 & Gulid, 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, S. Agency: Roche, Williams & Cleary, Chicago.
- CHICAGO & NORTH WESTERN SYSTEM, Chicago 6, railway, 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 REFORM CHURCH, N. Agency: Evans Assoc., Chi.
- CHRISTIAN SCIENCE PUB. SOCIETY, Boston, Christian Science Monitor, N. Agency: H. B. Humphrey Co.
- CHRISTMAS CLUB Corp., New York, N. Agency: Brooke, Smith, French & Dorance, N. Y.
- CHRYSLER Corp., Detroit 31, Plymouth, Dodge, De Soto, Chrysler cars, Dodge trucks, A. VanderZee, vice-president, N. Agency: Rutan & Ryan, New York.
- CINCY PRODUCTS Co., Cincinnati, wallpaper cleaner, Agency: Ralph H. Jones Co., Cincinnati.
- CITIES SERVICE Co., New York, fuels, lubricants, accessories, Harry D. Frueaif, vice-president; L. H. White, adv. manager, R. Agency: Foote, Cone & Belding, N. Y.
- CLAIROL Inc., New York 19, color accenting shampoo, S. Agency: Roy S. Durstine, New York.
- CLARK BROS. CHEWING GUM CO., Pittsburgh, gum, N. Agencies: Duane Jones Co., Inc.; Buchanan & Co., Inc., N. Y.
- D. L. CLARK Co., Pittsburgh, Candy, N. Agency: BBDO, Pittsburgh.
- CLEAN PRODUCTS Co., Columbus 5, O., Clean wallpaper and hand cleaners, Agency: Eubank Adv., Columbus.
- CLEVELAND & BUFFALO STEAMSHIP Co., Chicago, 1, Lake Cruises, S. Agency: Walter I. Rubers & Co., Chicago.
- CLIPPER CRAFT CLOTHES (formerly Trimount Clothing Co., New York), Clipper Craft Clothes, N. Agency: Emil Mogul Co., New York.
- CLUB ALUMINUM Co., Chicago, Hammercraft cookware, glassware, cleaners, polishes, N. Agencies: Swaney, Drake & Bement, Inc.; Leo Burnet; Co., Inc., Chicago.
- COAST-CURRIE ICE CREAM Co., Los Angeles, S. Agency: Barton A. Stebbins Adv., Los Angeles.
- COCA COLA Co., Atlanta, Ga. N. D'Arcy Advertising Co., New York.
- COCA-COLA LTD., Toronto, Agency: D'Arcy Adv., Toronto.
- COCLANA, Inc., Brooklyn, Coughdrops, S. Agency: Al Paul Lefton Co., New York.
- COHN-HALL-MARK Co., New York, Cohnama fabrics, S. Agencies: Dorland, International, New York; Pettigell & Fenton, New York; Foote, Cone & Belding, N. Y.; Hillman-Shane, Los Angeles.
- COLE MILLING Co., Chester, Ill., Omega flour, N. Agency: J. Walter Thompson Co., Chicago.
- COLGATE-PALMOLIVE-PEET Co., Jersey City, Colgate's Dental Cream, Super Suds, Palmolive Soap, Shave Cream, Vel, S. N. Agencies: Ted Bates, Inc., New York; Sherman & Marquette, New York; Wm. Esty & Co., Inc., New York; Lennen & Mitchell, N. Y.
- COLGATE-PALMOLIVE-PEET Co., Toronto, Agency: Spitzer & Mills, Ltd., Toronto.

WROL

EAST TENNESSEE'S GREATEST COVERAGE

5000 WATTS
DAY AND NIGHT
620 KCS

KNOXVILLE, NBC FOR EAST TENNESSEE



WROL-FM
97.3 MG.
CHANNEL
247

JOHN BLAIR & COMPANY • HARRY CUMMINGS, Jacksonville, Fla.
National Advertising Rep. Southeastern Advertising Rep.

DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

(Continued)

COLONIAL DAMES, Inc., Hollywood, cosmetics. S. N. Agency: Hixson-O'Donnell, Los Angeles.

COLORADO MILLING & ELEVATOR Co., Denver 1, Col., Family Flour, Poultry and Livestock Feeds, Farm Supplies. S. Agency: Ed. M. Hunter, Denver, Col.

COLUMBIA BREWING Co., St. Louis, J. S. McCourtney, president; Karl K. Vollmer, v-p, sec.; F. P. Rollins Jr., v-p. N. Agency: Ollan Adv. Agency, St. Louis.

COLUMBIA PICTURES Corp., New York 19, pictures, Sidney G. Schaefer, adv. manager. S. Agency: Weiss & Geller, New York.

COMET RICE MILLS, 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.

COMMERCIAL CREDIT Co., New York. N. Agency: Sheldon, Quick & McElroy, New York.

COMMERCIAL SOLVENT, Terre-Haute, Indiana (Dry-Ex Anti-Freeze) S. Agency: Fuller, Smith & Ross, Detroit.

COMMONWEALTH EDISON Co., Chicago. Agency: J. R. Pershall Co., Chicago.

COMPAGNIE PARISIENNE Inc., San Antonio 6, Tex., Perfumes S. H. U. Rhodius, pres. Agency: Shaffer, Brennan, Margulis Adv. Co., St. Louis 1, Mo.

COMPAGNIE Co., New York, Oculens Sunglasses. N. Agency: Bryde-Richard & Pound, New York.

CONFECTIONS Inc., Chicago, Candy and Snacks, Karmel Korn. S. Agency: Ollan Adv. Co., Chicago.

CONGRESS CIGAR Co., Inc., New York 1, La Palina cigars. S. Agency: Schwimmer & 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: Ruthruff & Ryan, Chicago.

CONSOLIDATED DRUG Co., Chicago (Kolorback) R. Agency: Harry O'Neill Adv., Chicago.

CONSOLIDATED PRODUCTS Co., Danville, Ill., Semi-Solid Chick-Emulsion, Semi-Solid "E" Emulsion, Semi-Solid Pig Emulsion, Kaf-A, Frank A. South, advertising manager; S. Agency: Bert S. Gittins, Milwaukee.

CONSOLIDATED ROYAL CHEMICAL Corp., Chicago 7, Peruna, Kolor-Bak, Zymole Trokeys, Acidene, Hamlins, Krank's Shave-Kreem, Quentin P. Pierce, dir. of sales & adv. S. Agencies: O'Neill, Larson & Mahon, Chicago; Arthur Meyerhoff & Co., Chicago.

CONTI PRODUCTS Corp., Bklyn., New York. S. L. Nordlinger, vice president. Conti Shampoo & soap. N. Agency: Birmingham, Castelman, and Pierce, New York.

CONTINENTAL AIR LINES, Stapleton Airfield, Denver 7, air line seats. Agency: Galen E. Broyles Co., Denver.

CONTINENTAL BAKING CO., Inc., New York, Wonder Bread & Hostess Cake. N. S. Agency: 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, Newell & Ganger, New York.

COOK PAINT & VARNISH Co., Paint, wall paper. Kansas City 16, Mo., C. O. Bratten, adv. mgr. S. Agency: J. R. Potts, Calkins & Holden, Kansas City.

COOPER BREWERY, Philadelphia, Nathaniel F. Cooper, pres. S. Agency: Harry Feigenbaum Adv. Agency, Philadelphia.

COOPER RAZOR BLADE Co., Brooklyn N. Y., Razor Blades. S. Agency: Pearso: Adv. Agency, New York.

COOPERATIVE G. L. F. EXCHANGE Terrace Hill, Ithaca, N. Y., Institutional. 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., Cortland, N. Y., Bread, doughnuts, J. J. Kane, adv. mgr. S.

COTY INC., New York, Cosmetics, N. Agency: J. D. Tarcher & Co., N. Y. G. N. COUGHLIN 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 Simmon 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. Agencies BBDO, Los Angeles; McCann-Erickson Inc., N. Y.

CRESTONE Co., New York 22, N. Y. Crestone. S. J. Blackstone, in charge of radio. Agency: Paris & Peart, New York

CRISTY CHEMICAL CORP., Worcester (Cristy Drygas, anti-freeze) S. Agency Cory Snow Inc., Boston.

CROSSE & BLACKWELL Co., Toronto Agency: McKim Adv., Toronto.

CROWN DIAMOND PAINT Co., Toronto Paint. S. Agency: McConnell, Eastman & Co., Toronto.

CROWN MILLS, Portland, Oreg., N. S. Agency: W. S. Kirkpatrick Adv., Portland.

CUDAHY PACKING Co., Chicago 1, Old Dutch Cleanser, L. G. Tremblay, adv. manager. N. Agency: Grant Advertising Chicago.

THE CUMMER Co. DIVISION OF STERLING DRUG Inc., Brattleboro, Vt., Energine cleaning fluid, shoe white. N. Agency: Dancer-Fitzgerald-Sample, New York.

CURTICE BROS. Co., Rochester, N. Y., Blue Lab, Ketchup, C. J. Miller, v-p. N. Agency: Duane Jones Co., New York

HELENE CURTIS INDUSTRIES, Chicago, cosmetics.

CURTIS PUB. Co., Philadelphia, Sat Evening Post, Holiday. N. Agency: BBDO, New York.

CURTISS CANDY Co., Chicago, Butterfinger & other candy products. N. Agency: C. L. Miller Co., New York.

CYNTHIA SWEETS Co., Boston, candy. Agency: Hirsch-Garfield, Boston. N.

D

D. L. & W. COAL Co., Toronto (Blue Coal) Agencies: Vickers & Benson, Toronto; Birmingham, Castelman, Pierce, New York.

DADANT & SONS, Hamilton, Ill., Honey and bee supplies, M. G. Dadant, co-partner. S. Agency: Mace Adv., Peoria, Ill.

DALLEY MILLS, Olean, N. Y., animal, poultry feeds. S. Agency: Birmingham, Castelman & Pierce, New York.

DALGLISH Ltd., London, Ont., Javex cleanser. Agency: MacLaren Adv. Co., Toronto.

DALY BROS. SHOE Co., Marion, Ind., Air-O-Magic men's shoes. S. Agency: Norman D. Waters & Assoc., New York.

DAMEREL-ALLISON CO., Covina, Calif. (D & A Orange Juice) R. Agency: Western Adv., Los Angeles.

KAY DAUMIT Inc., Chicago, Lustre-Creme Shampoo. Agency: Hill Blackett & Co., Chicago.

H. R. DAVI Co., Oakland, Cal., Miracle Foam. S. Agency: Ad Fried Adv., Oakland.

H. B. DAVIS Co., Baltimore, 30, Md., Paint products. S. Agency: Cahn, Miller, Baltimore.

DAY & NIGHT MFG. Co., Monrovia, Calif., water heaters and equipment. W. J. Lambert, Director sales promotion and advertising. N. S. Agency: Hixson-O'Donnell Adv., Los Angeles.

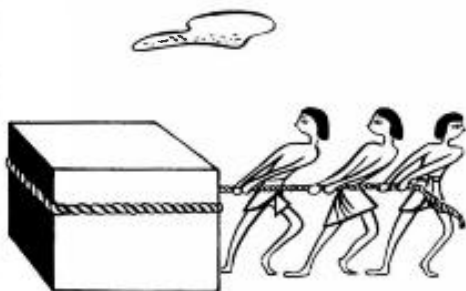
DAZEY CORP., St. Louis, Kitchen aids and gadgets. S. Agency: Gardner Adv., St. Louis.

DECORATIVE CABINET Co., New York 16, E-Z-Do wardrobes & chests. S. A. Goldsmith, adv. mgr. S. Agency: Reiss Adv., New York.

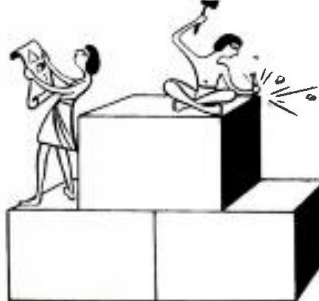
DEKALE AGRICULTURAL ASSOC., DeKalb, Ill., Hybrid Corn and Seed. S. Agency: Western Adv., Chicago.

(Continued)

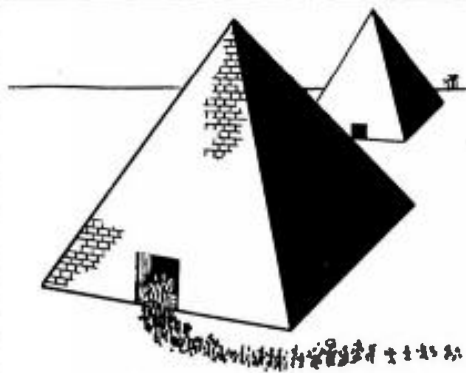
Remember the story about...



one block...



on top of another...



makes a pyramid?

Patience, hard work, and a lot of hard-boiled thinking and planning were needed to make the pyramids come out right.

Likewise with W-W-D-C. We're not any 8th wonder of the world... but we're sure the wonder of Washington radio! For W-W-D-C—A-M and W-W-D-C—F-M have the vast listening audience and the influence possessed by few stations in this crowded radio town.

Get your message on the dial at 1450 A-M... 101.1 F-M. Both are W-W-D-C!

Only one other station in Washington has more loyal listeners

WWDC

AM-FM — The D. C. Independent

WARS

WILMINGTON, DELAWARE

*Delaware's Home Owned and Operated
Station Covering All of Delaware and
Adjacent Areas of Maryland and New Jersey*

★ **1380 KC** ★

1000 WATTS - DAY AND NIGHT

**Serving The Highest
Per Capita Income
Area in the U. S.**



George L. Sutherland
*Vice-President
and
General Manager*

WILMINGTON TRI-STATE BROADCASTING CO., WILMINGTON 99, DEL.

DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

(Continued)

DE LUXE GIRDLECRAFT Co., New York 10, girdles. S. Agency: John Thomas Miller, New York.
 DELAWARE, LACKAWANNA & WESTERN COAL Co., New York 5, Blue Coal. S. Agency: Ruthrauff & Ryan, New York.
 DELAWARE, LACKAWANNA & WESTERN COAL CO., Montreal (blue coal). R. Agency: Vickers & Benson Ltd., Montreal.
 DELCO APPLIANCE DIV., General Motors Corp., Rochester 1, Julian F. Warren, in charge of radio. Agency: Hutchins Adv. Agency, Rochester.
 DENALAN Co., Inc., San Francisco (17), Denalan Dental Plate Cleaner, Violet Currie, Secy. Agency: Rhoades and Davis, San Francisco.
 DENNISON'S FOODS, Oakland, Calif. (Dennison's Catsup & Chili Sauce) R.S. Agency: Johnson Adv. Service, S.F.
 H. C. DERBY Co., Div. of Swift & Co., Philadelphia, Pa. Table Ready Meats. N. Agency: Aitken Kynett Co., Philadelphia.
 DE SOTO DIVISION OF CHRYSLER CORP., S. Agency: BBDO, N. Y.
 DIAPERWHITE Inc., New York, Diaperwhite, a detergent. S. Agency: Hirsch-Garfield Inc., N. Y.
 PETER DOELGER, Harrison, N. J. Malt Products Corp. S. Agency: J. M. Mathes Inc., New York.
 DOMINION OF CANADA, Dept. of National Defense, Ottawa (recruiting) S. Agency: MacLaren Adv., Toronto.
 DOMINION SEVEN-UP CO., Montreal, 7-Up beverages. S. Agency: Vickers & Benson, Toronto.
 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.
 DOUGLAS AIRCRAFT Corp., Santa Monica, Cal., employment. S. Agencies: J. Walter Thompson, Los Angeles; Dorland, Inc.; Pettigell, Fenton, N. Y.
 DOWNTOWN TABERNACLE, Portland, Ore. S. Agency: Tom Westwood Adv., Los Angeles.
 DRACKETT CO., Cincinnati (Drano & Windex) Agency: Young & Rubicam, N. Y.

DUFFY-MOTT Co., New York, Apple Juice and other processed fruit. N. Agency: Young & Rubicam, New York.
 E. I. DUPONT DE NEMOURS & Co., Wilmington, Del., Institutional. N. Agency: BBDO, New York.
 DURKEE'S FAMOUS FOODS, Elmhurst, N. Y., foods S. Agency: Wendel Muench & Co., Chicago.
 DUSTBANE PRODUCTS, O t t a w a (sweeping compound) S. Agency: McKim Adv., Toronto.
 DUTCH MILL CANDY SHOP, Chicago. R.S. Agency: Schwimmer & Scott, Inc., Chicago.

E

EAGLE OIL & REFINERY Co., Los Angeles, Golden Eagle Gasoline. S. Agency: Half Spangler Adv., Los Angeles.
 EARLY & DANIEL Co., Cincinnati, Tuxedo feeds. S. Agency: Keeler & Stiles, Cincinnati.
 EASE Inc., Los Angeles, soapless washing powder. S. Agency: Dean Simmonds Adv., Los Angeles.
 EASTERN WINE Corp., Bronx Terminal Market, N. Y., Chateau Martin vermouths, wines, champagne, E. C. Dratler, adv. mgr. Agency: Aetna A. A., N. Y.
 EASTMAN KODAK Co., Rochester, N. Y., film and cameras. N. Agency: J. Walter Thompson Co., New York.
 SCHOENHOFEN EDELWEISS, Chicago, Edelweiss Beer. S. Agency: Ollan Adv., St. Louis.
 EDISON BROTHERS STORES Inc., Chicago, St. Louis, Burt Shoes. S. N. Agencies: United Broadcasting, Chicago; Adolph Wendland, Los Angeles.
 ALBERT EHLERS, Inc., New York, Ehlers Tea. S. Agency: Weiss & Geller, New York.
 JOHN EICHLER BREWING Co., New York, Eichler's beer. S. Agency: Campbell-Ewald Co., N. Y.
 ELECTRIC AUTO-LITE Co., Toledo, Auto-Lite spark plugs, batteries, ignition systems, H. D. Bissell, adv. mgr. N. Agency: Ruthrauff & Ryan, New York.
 ELECTRIC AUTO-LITE Co., Toledo, 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.
 ELGIN NATIONAL WATCH Co., Elgin, Ill., Institutional, Watches. Gordon Howard, adv. mgr. N. Agencies: J. Walter Thompson Co., Chicago; Weiss & Geller, Chicago.
 DR. ELLIS SALES Co., Pittsburgh 1, Pa. Waveset, nail polish, shampoo, brilliance. J. A. Magnussen, president. Agency: Smith-Taylor & Jenkins, Pittsburgh.
 EMERSON DRUG Co., Baltimore. Bromo-Seltzer, John H. Kelly, vice-president, adv. director. N. S. Agency: BBDO, New York.
 EMPLOYER'S GROUP INSURANCE Co., Boston, Insurance. N. Agency: Sutherland-Abbott, Boston.
 END-O-CORN, Rutland, Vt., End-O-Corn. Seyon. S. Al Taylor, director; George Tousignant, production manager. Agency: Earl C. Noyes Adv. Agency, Rutland.
 ENOZ CHEMICAL Co., Chicago 16, moth spray, moth crystals. S. Agency: Lieber Adv. Co., Chicago.
 ENTERPRISE PRODUCTIONS, N. Y. & Hollywood, S. Agency: Donahue & Coe, New York.
 EOPA Co., San Francisco 7, Cal., Eopa Medicines. A. C. Worthington, Pres. Agency: Albert Frank-Guenther Law San Francisco.
 EQUITABLE LIFE ASSURANCE SOCIETY OF U. S., New York, Life Insurance. N. Agency: Warwick & Legler, New York.
 ESQUIRE Inc., Chicago, Coronet Magazine and Esquire. N. Agencies: Schwimmer & Scott, Chicago. Jack Murray, Ltd., Toronto.
 J. H. ESTABROOKS Co., St. John, N. B., Red Rose tea. Agency: McConnell-Eastman Co., Toronto.
 ETHYL Corp., New York, gasoline. S. Agency: BBDO, New York.
 EUCLID CANDY CO., of Calif., S.F. (Dolly Dimple candies) N. Agency: Al Paul Lefton Co., N. Y.
 DAVID G. EVANS COFFEE Co., St. Louis 2, Mo., Old Judge coffee. Joe G. Wick, advertising manager. S. Agency: Glen Stocker & Assoc., St. Louis.

EVANS PEN CORP., Hollywood (Evaette ball-point pen) S. Agency: Capk Kennedy & Duke Adv., Hollywood.
 EVERSHARP, Inc., Chicago, Eversharp Pencils, Pens, Red Top Lead, Razors. Agency: Blow Co., New York.
 EXCELL LABS., Chicago 16, New Pla: Life. Agency: Grant Adv., Chicago.
 EX-LAX Inc., New York. S. Agency: Joseph Katz Co., New York.

F

FAIRBANKS-MORSE, Toronto, automatic stokers. S. Agency: Stevenson Scott, Montreal.
 FALLS CITY BREWING Co., Louisville: S. Agency: Prater A.A., St. Louis.
 FALSTAFF BREWING Corp., St. Louis Falstaff beer. N. Jessen, adv. mgr. S. Agency: Dancer-Fitzgerald-Sample, Chicago.
 FAMILY BIBLE LEAGUE, Chicago Bibles. S. Agency: Sidney S. Lovitt Ad Chicago.
 FAMILY KITCHEN PRODUCTS Cori Los Angeles, (pie crust & biscuit mix S. Agency: Dan B. Miner.
 FAMOUS FLOURS, Inc., Omaha, Agency: J. Walter Thompson, New York
 FARM CREDIT ADMINISTRATIO Springfield 2, Mass., loans. C. M. Ha information agent. N. S.
 FARNSWORTH TELEVISION & RADIO Corp., Fort Wayne 1, Ind., radios, Jol S. Garceau, advertising and sales pr motion manager. Agencies: N. W. Ay & Son, Chicago. Warwick & Legl Inc., N. Y.
 FATHER JOHN'S MEDICINE Co., Lowell, Mass., Father John's Medicine. Wilard A. Parker, adv. manager. S. Agency: John W. Queen, Boston.
 FAULTLESS STARCH Co., Kansas Ci 7, Mo., Faultless Starch. S. Agency: Bruce B. Brewer & Co., Kansas City.
 FEDERAL SAVINGS & LOAN COUNCI Chicago, Ill. S. Agency: Williams Assoc Chicago.
 FEHR BAKING Co., Houston 1, Fa Maid bread & cakes. C. A. Thompson president. S. Agency: Ruthrauff & Ryan Houston.

(Continued)



KICD

SPENCER-ESTHERVILLE, IA.
 Ben Sanders, Mgr.



TAYLOR-HOWE-SNOWDEN
 Radio Sales, Inc.

Mister Time Buyer:

All we have is a bunch of loyal listeners, day and nite. They listen mostly in 14 counties in Northwest Iowa and Southern Minnesota.

We ain't got none in Alaska or Panama, and we ain't got no fancy books to send you, but 250 local business men in our area use KICD year round. But they're just business men and don't know any better.


If you SHOULD want this corner of Iowa, ring the TAYLOR-HOWE-SNOWDEN man. If he's awake and feels like it, he'll drop over.

Yours fer old fashioned radio,

THE GANG AT K I C D

We Serve A Market

whose 1947 income was \$145,000,000
from tobacco alone!



Dial 590

WVLK

The Burley Belt Station

Offices and Studios: Versailles, Ky. MEMBER MUTUAL BROADCASTING SYSTEM Offices and Studios: Lexington, Ky.

Facts About *The Burley Belt Station*

WVLK's mv/m contour includes—

about 40 counties in Kentucky

nearly 1,000,000 population

154,700 radio homes

\$398,149,000 retail sales for 1946 *

* based on *Sales Management Magazine's* "Survey of Buying Power," May 1, 1947

A New, MORE EFFECTIVE, Facility

For Reaching That Rich Kentucky Farm Market!

590 kilocycles

1000 watts

Bluegrass Broadcasting Company, Inc.

WAPA 10,000 WATTS
ON 680 KC

Covers All
**PUERTO RICO
AND THE CARIBBEAN**

First in

- **POWER**
- **PROGRAMS**
- **POPULARITY**
- **PERFORMANCE**

One of the most important of all U. S. world-markets, Puerto Rico buys drugs and foods, tobacco and soap totalling more than \$200 million annually. And Puerto Rico has more radios per 1000 than any country in the Caribbean . . . responsive radios anxious for more U. S. products. Ask Raymer.



"The Voice of the Caribbean"

WAPA 10,000 WATTS
ON 680 KC

SAN JUAN, PUERTO RICO

BOX 4563

Paul H. Raymer
Representative

Harwood Hull, Jr.
Gen. Mgr.

DIRECTORY OF NATIONAL AND REGIONAL ADVERTISER
(Continued)

H. FENDRICH, Evansville 11, Ind., Charles Denby Cigars, La Fendrich Cigars, Black Hawk Cigars, F. C. Fischer, vice president, & advertising manager. N. Agency: Ruthrauff & Ryan, Chicago.

FENTON'S-VIGORTONE Co., Cedar Rapids, Iowa, Livestock feed supplement. S. Agency: Ambro Advertising, Cedar Rapids.

PERRY-MORSE SEED Co., Detroit 31, Seeds. H. H. Hobbs, vice-president. N. Agency: McManus, John & Adams, Detroit.

FIRE UNDERWRITERS (national insurance organization). N. Agency: MacFarland, Aveyard & Co., N. Y.

FIRESTONE TIRE & RUBBER Co., Akron, Tires, Tubes. S. N. Agency: Sweeney & James Co., Cleveland.

FIRST & MERCHANTS NATIONAL BANK OF RICHMOND, Richmond 17, bank. Fred W. Thompson, asst. to president. S. Agency: Edwin Bird Wilson Inc., New York.

FIRST NATIONAL STORES, Somerville, Mass. N. Agency: John C. Dowd Inc., Boston.

FISHER FLOURING MILLS Co., (Packaged Products Div.) Harbor Island, Seattle 4, Wash., flour, cereal, John Walker, advertising manager. N. & R. Agency: Pacific National Adv. Agency, Seattle.

F. W. FITCH Co., Des Moines, Shampoo, Dandruff Remover Shampoo, Shaving Cream. N. Gall W. Fitch, v-p, in chg. of adv. Adv. Agency: L. W. Ramsey Adv., Davenport, Ia.

FITGER BREWING Co., Duluth 2, Minn., Rex Imperial Dry Beer, Squirt, J. Beerhalter, Jr., vice-president. N. S.

FITZPATRICK BROS., Chicago 8, Kitchen Kleener. N. Agency: Russel M. Seeds Co., Chicago.

FLORIDA CITRUS COMMISSION, Lakeland, N. Agency: Benton & Bowles, New York, Lakeland, Fla.

FLOTILL PRODUCTS, New York, Tomatoes & tomato paste. Agency: Tullis Co., Los Angeles, and The Kelson Co., New York.

FOLEY & Co., Chicago, Honey and Tar Cough Syrup. S. Agency: Lauesen & Salomon, Chicago.

J. A. FOLGER & Co., San Francisco 5, Folger's Coffee, James A. Folger, president; Porter F. Anderson, advertising manager. N. Agency: Raymond E. Morgan Co., San Francisco.

FOOD MACHINERY Corp., San Jose, Cal. N. Agency: The Mayers Co., Los Angeles.

FORD DEALERS ASSNS., Dearborn, Mich. N. Agency: J. Walter Thompson.

FORD MOTOR Co., Detroit, Ford, Lincoln & Lincoln Zephyr Automobiles. N. TV Agencies: J. Walter Thompson, Chicago, Kenyon & Eckhardt, Detroit.

FORD MOTOR Co., Canada, Agency: Cockfield, Brown & Co., Toronto.

FOREMAN & CLARK, Los Angeles, chain clothes. S. Agency: Botsford, Constantine & Gardner, Los Angeles.

FOREMOST FARMS Inc., Jacksonville, Fla. (dairy products). Agency: Newman, Lynde & Assoc., Jacksonville, Fla.

FOREST LAWN LIFE INSURANCE Co., Glendale, Cal., life insurance. S. Agency: Dan B. Miner Co., Los Angeles.

B. FORMAN Co., Rochester 4, N. Y., Fashions. John D. Roche, pub. dir. S. Agency: Hart-Conway, Rochester.

FORMFIT Co., Chicago, Foundation Garments. N. Agency: McFarland Aveyard & Co.

"42" PRODUCTS Ltd., Los Angeles 14, shampoo & hair tonic. S. Agency: Brisacher, Van Norden & Staff, Los Angeles.

FOSTER MILBURN Co., Buffalo 13, Doan's Pills, Icemint. S. Wm. Geo. Gomez, secy.; M. W. Landon, adv. mgr. Agency: Street & Finney, New York.

F. FOUGERA & Co., New York, Ramsdell Sulphur Cream. S. Agencies: Small & Seifer, Street & Finney, N. Y., & L. G. Mason, Chicago.

FOULDS MILLING Co., Libertyville, Ill. S. Agency: Campbell-Ewald Co., Chicago.

FOUNES BROS. & Co., New York, Gloves. S. Agency: Gussow-Kahn & Co., N. Y.

PETER FOX BREWING Co., Chicago, Silver Fox Deluxe Beer. S. Agencies: Schwimmer & Scott, Chicago and John W. Shaw, Inc., Chicago.

FR Corp., N. Y., Lawrence R. Fink, president. S. Agency: Norman A. Mack & Co., New York.

HEINR, FRANCK SONS, Port Huron, Mich., Chicory. S. Agency: Bullard Agency, Port Huron.

FRASER HAIR FASHIONS, Inc., N. Y. Agency: Harry B. Cohen Adv. Co., N. Y.

FREED RADIO Corp., New York 13, Freed-Elseman radio-phonograph combinations, Arthur Freed, vice-president, general manager. Agency: Lawrence Fertig & Co., New York.

FREIHOFER BAKING Co., Philadelphia, S. Agency: R. A. Foley, Philadelphia.

FRENCH KETTLE FOOD PRODUCTS, New York (onion soup). Agency: Em Mogul Co., New York, N.

FRONTIER FOODS OF PHOENIX, Phoenix, Ariz., Potato Chips. N. Agency: Garfield & Guild Adv., Los Angeles.

FRUIT INDUSTRIES, Ltd., Los Angeles, P. I. Special Wines. S. Agency: Schoenfeld, Huber & Green, Chicago, Davis Beaven, Los Angeles.

G. T. FULFORD Ltd., Toronto (proprietary). Agency: Street & Finney, New York.

W. P. FULLER & Co., San Francisco (paints, household products). R. Agency: McCann-Erickson, San Francisco.

G

GAFFERS & SUTTLER, (div. of Utilit Appliance Corp., L. A. gas ranges) Agency: West-Marquis Inc., Los Angeles.

GALLAHER DRUG Co., Dayton (chain drug stores). Agency: Hugo Wagensell & Assoc., Dayton.

GALLENKAMP STORES Co., San Francisco, Shoes. N. Agencies: Long Adv Service, San Francisco, Bruce Eldridge Adv., San Francisco.

E. & J. GALLO WINERY, Modesto, Cal. wines. S. Agency: John Freiburg Co., Los Angeles.

GALLOWHUR CHEMICAL CORP., (chemical, pharmaceutical products) S. Agencies: Booth, Vickery, Schwinn, N. Y. & Balto, Buchanan Co., & Gahagan, Turnvull & Co., N. Y.

GARDNER NURSERY Co., Osage, Ia Perennial plants and general nursery products, Clark E. Gardner, pres. Agency: Northwest Radio Adv. Co. Seattle.

GARRET WINE Co., Brooklyn, Garret Wine, Virginia Dare. S. Agency: Ruthrauff & Ryan, New York.

GASETERIA: BONDED GAS & OIL SYSTEM, Indianapolis. S. Agency: Petroleum Marketers Adv. Agency, Indianapolis.

GAYMONT LABS, Chicago, Agency Vandyn, Barlowe & Capstaff, Chicago

GENERAL BAKING Co., New York 17 Bond Bread. Agency: BBDO, N. Y.

GENERAL CIGAR Co., N. Y., Van Dyc 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 N. S. Agency: BBDO, New York.

GENERAL FOODS Corp., New York Sanka Coffee, Cereals, Flour, Birdseye, Frosted Foods, Calumet Salt, Baker's Choc., LaFrance & Satina, Maxwell House Coffee, S. N. TV Agencies: Young & Rubicam, New York, Benton & Bowles, New York, Foote, Cone & Belding, New York, Baker Adv. Agency, Ltd. Toronto.

GENERAL FOODS, Toronto, Maxwell Home Coffee. Agency: Baker Adv., Toronto, R.

GENERAL MILLS, Minneapolis 15, Gold Medal flour, Softasilk, Red Band flour Betty Crocker Vegetable Noodle Soup Ingredients, Betty Crocker Pea Soup Ingredients, Bisquick, Edward G. Smith, director of media. N. Agencies: Dancer-Fitzgerald-Sample, Chicago, Knott-Reeves Adv., Minneapolis, BBDO, Minneapolis.

GENERAL MOTORS Corp., Detroit, Automobiles, Frigidaire. N. TV Agencies: D. P. Brother & Co., Detroit; Kudner Agency, Inc., Detroit; Foote, Cone & Belding, New York.

GENERAL PETROLEUM Corp., Los Angeles, Mobilgas, Flying Horsepower gas, Tavern products, oil. S-N. Agency: West-Marquis, Inc., Los Angeles.

GENERAL TIRE & RUBBER Co., Akron, Tires and Rubber Products. N. Agency: D'Arcy Adv. Co., Cleveland.

GERTHY-ADRIAN MFG Corp., Adrian, Mich., chrome bathroom accessories, automotive and plumbing hardware, James T. Boland, secretary. S. Agency: Florez, Phillips & Clark, Detroit.

GERMAINE PLANT & SEED Co., Los Angeles (seeds, plants). Agency: Dudley L. Hogan Adv., Los Angeles.

GIBSON GREETING CARD Co., Greeting Card. Agency: Christianson Adv., Chicago.

GIBSON REFRIGERATOR CO., Greenville, Mich. Agency: W. W. Garrison & Co., Chicago.

(Continued on page 362)

One of America's Great Stations in One of America's Great Markets

LICENSED MARCH 15, 1922

WSB

POWER

The 50,000 Watts of "The Voice of the South" is greater than the total night-time wattage of all other Georgia stations combined. (*)

Owned and Operated by
THE ATLANTA JOURNAL CO.
50,000 WATTS
750 KC



NBC for 21 Years

PLUS

Unquestioned dominance of the greater Atlanta market area(**) with a blanket coverage of the rich rural areas of Georgia and surrounding states.

AUGUSTA ○

○ COLUMBUS

○ MACON

PRESTIGE

25 years of broadcasting "in the public interest," with active support of one of the South's great newspapers. The homes in Georgia tune to WSB as a trusted medium of information and entertainment.



*S. R. D. S.—Nov. 1, 1947

**Any Hooperating.

NOTE TO TIME BUYERS: In 1948 (as in previous years) WSB can provide your clients with audience in Georgia at less cost per thousand listeners than any group or combination of stations. Ask any Petry man for the facts.

Represented Nationally by
EDW. PETRY & CO., Inc.

DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS
(Continued)

GILLETTE SAFETY RAZOR Co., Boston 6, Blue Blades, shaving cream, safety razors. A. Craig Smith, vice-president. N. Agency: Maxon Inc., New York. J. Walter Thompson Co., N. Y. (export only).

GILLETTE SAFETY RAZOR Co. of Canada, Montreal. Agency: MacLaren Adv. Co., Montreal.

GILMORE OIL Co., (consolidated with General Petroleum Co., Los Angeles, Oil & Gasoline. S. Agencies: West-Marquis Inc., L. A.

I. GINSBERG & BROS., New York. Queen Make Dresses. N. Agency: Abbott Kimball Co., New York.

GLOBE GRAIN & MILLING Co., Los Angeles, Flour, N.

GOEBEL BREWING Co., Detroit, N. S. Agency: Brooke, Smith, French & Dorrance, Detroit.

GOLD SEAL WAX Co., Chicago. Agency: Campbell-Mithun, Minneapolis.

GOLDEN STATE FOODS, INC., Berkeley Calif. Gold Coast Preserves. R-S. Agency: Botsford, Constantine & Gardner, San Francisco.

GOLDENROD ICE CREAM Co., Chicago 15, Ill., Goldenrod Ice Cream, F. D. Sang, treasurer; V. J. McDade, advertising manager. S. Agency: Goodkind, Joyce & Morgan, Chicago.

GOLDWATERS, Phoenix, Gifts, toiletries. R. C. King, advertising manager. S. Agency: Adver. Counselors of Arizona, Phoenix.

SAMUEL GOLDWYN PRODUCTIONS Inc., Hollywood, motion pictures. S. Agency: Foote, Cone & Belding, Los Angeles.

B. F. GOODRICH Co., Akron, O., Rubber Products; 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, N. W. Ayer & Son, New York.

GOSPEL BROADCASTING ASSN., Evangelical Talks. N. Agency: R. H. Alber Co., Los Angeles.

JOHN GRAF Co., Milwaukee 4, Wis., Gran'pa Graf's Creamy Top Root Beer. S. Robert Hirschboeck, Sales Mgr. Agency: Barnes, Milwaukee.

GRAPETTE Co., Camden, Ark., soft drink. A. Roy Allen, adv. director. S. Agency: Bryan & Bryan Adv. Co., Shreveport, La.

GRAYSON'S SHOPS, L. A. (women's apparel chain) S.R. Agency: Milton Weinberg Adv., L.A.

GREAT ATLANTIC & PACIFIC TEA Co., New York, groceries. S. Agency: Paris & Feart, New York.

GREATER CHICAGO HOTEL ASSN. Chicago. S. Agency: M. M. Fisher Assoc., Chicago.

GREYHOUND LINES, Bus Service. N. Agency: Beaumont & Hohman, Cleveland.

GRIESEDIACK BROS. BREWERY, St. Louis, S. & N. Agency: Ruthrauff & Ryan, St. Louis.

GRIFIN MFG. Co., Brooklyn 5, shoe polishes, W. F. Smith, adv. mgr. S. Agency: Birmingham, Castleman & Pierce, New York.

GRIGGS, COOPER & Co., St. Paul 4, food products, E. C. Hampe, vice-president. Agency: Melamed-Hobbs, Minneapolis.

GROVE LABS., Beaumont Co., St. Louis, Grove Cold Tablets, 4-Way Cold Tablets, Defender, Complex and ABD vitamins, Grove Chill Tonic, Dr. Porter's Oil, Jitterbug. R. J. Piggott, adv. mgr. N. S. Agencies: J. D. Tarcher & Co., Duane-Jones Co., New York.

GRUEN WATCH Co., Cincinnati 6, O., Gruen Watches N. & S. B. M. Kilman, adv. mgr. Agency: McCann-Erickson, New York.

GUITTARD CHOCOLATE Co., San Francisco, Chocolates. N. S. Agency: Garfield & Guild, San Francisco.

CHARLES GULDEN Inc., New York 13, Gilden's prepared mustard. S. Agency: Charles W. Hoyt Co., New York.

GULF OIL Corp., Pittsburgh, Gulf Gas, Oil, Lubricants. N. TV. Agency: Young & Rubicam, New York.

GUM LABS Inc., Clifton Heights, Pa., Ivoryne Gum. N. Agency: Makelint Assoc., Chicago.

S. GUMPERT Co., Brooklyn, New York, Steero bouillon cubes. S. Agency: Rose Martin Adv., New York.

H

HALL BROTHERS, Kansas City, Hall-mark Greeting Cards. N. Agency: Foote, Cone & Belding, New York.

THEO. HAMB, BREWING Co., St. Paul 1, Hamm's Preferred Stock Beer, Alex Young, adv. dir. S. Agency: Campbell-Mithun, Minneapolis.

JOHN HANCOCK MUTUAL LIFE INS. Co., Boston. Agency: McCann-Erickson Inc., N. Y. BBDO, N. Y.

PETER HAND BREWERY Co., Chicago 14, Meister Brau, C. F. Dieterich, adv. manager. Agency: BBDO, Chicago.

HANNA COAL Co., Cleveland, Coal. S. Agency: John C. Dowd Agency, Boston.

HANSCOM BAKING Corp., Long Island City, 3, N. Y., Bakery products, fruit cake, ice cream. I. H. Wilson, exec. v-p.; W. J. Dilworth, supt. of stores. S. Agency: Ehrlich & Neuwirth, N. Y.

HARMAN WATCH Co., N. Y. 19, Watches. N. S. Agency: Lester Harrison, N. Y. & Chernow & Co., N. Y.

HARPER METHOD, Rochester 9, N. Y., Harper Gene Creme, skin treatment, Earl Freese, gen. mgr.; Jim McGarvey, adv. mgr. S. Agency: Hutchins Adv. Agency, Rochester.

HARRIS Co., Los Angeles, Perfumes. S. Agency: R. T. Harris Adv., Salt Lake City.

HARRIS & FRANK & BROOKS, Los Angeles, N. S. Agencies: Stodel Adv., Hillman-Shane-Breyer, Los Angeles.

HARTFORD BULB Co., Hartford, Mich. Agency: Leo Boulette Agency, Three Rivers, Mich.

HARTFORD TEXTILE Co., Hartford, Conn., plasticized fabrics. S. Agency: Hirshon-Garfield, New York.

HARTZ MOUNTAIN PROD., Chicago Bird & Pet Foods, Dog Food Supplies N. S. Agency: Geo. H. Hartman, Chicago HARVEL, WATCH Co., New York Watches, N.

HARVEY-WHIPPLE Inc., Springfield 1, Mass., Master Kraft heating equipment,

HASSENSTEIN Co., Hollywood, Movie Wave. S. N. Agency: Dean Simmon; Adv., Hollywood.

HASTINGS MANUFACTURING Co., The Casite Corp., Hastings, Michigan, Plator rings, Casite, N. & S. D. H. Collins dir. of adv. Agency: Keeling & Company, Indianapolis.

HAYSMA Co., Chicago, Hay fever remedy. S. Agency: O'Neill, Larson & McMahon, Chicago.

HEBREW EVANGELIZATION SOCIETY Los Angeles, (religious). S. Agency: Tom Westwood Adv., Los Angeles.

H. J. HEINZ Co., Pittsburgh (57 Variety Foods & Sweri Suds). N. Agency: Maxon Inc., Detroit.

HELBROS WATCH Co., N. Y. N. Agency: William H. Weintraub & Co., New York

HELLER BROS. Co., New York, Vegetables and Fruits. S. Agency: John A. Fineran, N. Y.

HELMS BAKERIES, Los Angeles, Home-delivered baked products. S. Agency: Dana Jones Co., L. A.

HENKEL FLOUR MILLS, Detroit 26 Velvet Cake Flour, Robin Hood Flour pancake mix. Agency: H. W. Kastor & Sons, Chicago.

DR. HESS & CLARK, Ashland, O., live-stock tonic. S. Agency: N. W. Ayer & Son, Philadelphia.

HILLS BROS., New York, Dromedary Mixes. S. Agency: Blow Co., New York

CHARLES E. HIRES Co., New York, Hires Root Beer. N. Agency: N. W. Ayer & Son.

HIRSCH BROS. & CO., Louisville 3 Ky., Soups, mayonnaise, chili, pickles, catsup, Frank Fleischaker, vice-president and general manager.

(Continued on page 364)



QUALITY SPONSORS

- BULLOCK's, retail
(16 years)
- So. CALIFORNIA and
So. COUNTIES GAS Co.
(7 years)
- W. & J. SLOANE
(3 years)
- SLAVICK JEWELRY Co.
(3 years)
- GENERAL BREWING
(6 years)
- GATEWAY TO MUSIC
(2 years)
- AND MANY OTHERS

Good Music

Covers ... Southern California ... 5000 watt coverage of four million population. Write for new coverage map.

Delivers ... Half a million regular concert listeners in 1946 (Check B.M.B.)

Sells ... Southern California ... Proven conclusively by long term contracts for quality advertisers.

1330
Kilocycles **KFAC**

"The Music Station"

645 SOUTH MARIPOSA STREET • LOS ANGELES 5, CALIFORNIA

Sure, WIBC Live Talent Sells!

JOE ADAMS

Rambling 'Round

SO, THERE WE WERE, surrounded by farm equipment, nibbling on free doughnuts and sipping free coffee early on a Saturday morning, and Country Cousin Chickie, the emcee of the "Barnyard Gang," stirring us to wakefulness with this shot of corn: "You know what one ear said to the other? Well, it said: 'We ought to know each other: we live on the same block.'"

The scene was the Sears Farm Store and the time was 9 a. m., and every seat ranged around the platform, occupied by the bucolic broadcasters, was occupied by men, women and children, white others perched on farm machinery and the like. For a half hour every Saturday morning this radio show has been on since October, 1945. The idea was spawned by Hugh K. Duffield, Sears manager, and Bill Holley, advertising manager, and it's rated one of the best shows of its type in the country.

JIM SHELTON, announcer, starts it off and there's plenty of zing from the opening number to the close. In the group, wearing farm duds, are, besides Chickie, Fiddlin' Paul, Handsome Jack and Emmy Lou, the latter a comely, sweet-voiced damsel who sings such numbers as "Don't Let That Man Get You Down" and alternates with Chickie on the bull fiddle. They really set the rafters quivering.

At intervals Chickie takes a mike into the audience for spontaneous interviews and the presentation of silver dollars and other gifts. The first lad he interviewed Saturday was Keith Budd, 8 years old, of Morgantown. It was Keith's birthday. "And why are you here?" asked Chickie. "To see you," piped Keith, clinching the silver dollar then and there.

A woman, celebrating her birthday, received a corsage and other celebrants were pointed out by a youngster from the audience who followed Chickie around until the latter protested: "You're getting in my hair."

A FEATURE of the show is the honoring of the "Farmer of the Week." An Indiana farmer

is interviewed and presented an armload of gifts, including a radio. Saturday, for the first time, the farmer so chosen failed to appear. Maybe he was a farmer whose week isn't up until Saturday night or maybe he was a Purdue graduate and was more concerned that day about the fight for the Old Oaken Bucket.

But the show was complete otherwise, with a little mountain music here and a hoedown there and snappy music from fiddle, guitar, bass violin and, oh, yes, an accordion manipulated by Tommy Moriarty. Everyone present got a souvenir and a good time was positively had by all.

EARL F. DORSEY, manager of the farm store, is about the most enthusiastic person in the place. He's happy that the show brings out a capacity crowd every Saturday and the attention is thus focused on the farm equipment on display.

"We've got everything a farmer needs," said Earl between sips of coffee. "Why, we have baby chicks here almost the year 'round and we're planning to hatch 'em right here. Yes, sir, there's everything from saddles to fencing. And we even install fences."

Earl knows how much this means to the farmers, for he comes from a farm near Salem. His job keeps him in the city, but he visits his parents on the farm at every opportunity. He has been connected with Sears almost 18 years. For 12 years he traveled all over the United States for the farm equipment department and was glad to settle down as manager of the store last March.

AS THE BROADCAST ended visitors gathered around the bake sale being conducted by women of the West Michigan Methodist Church. Pies, cakes and salads found a ready sale. These bake sales, said Dorsey, are booked far ahead. And so is the "Farmer of the Week" who, up to Saturday, was always glad to accept the nomination and the gifts.

Reprinted from The Indianapolis Star, November 25, 1947

"Barnyard Gang"—so glowingly described above by *Indianapolis Star* Columnist Joe Adams—is one of the many WIBC live talent shows that are making sales history for radio advertisers in Indiana.

What Mr. Adams says of "Barnyard Gang" ("... it's rated one of the best shows of its type in the country") goes double for the many other live talent shows presented daily for ever-growing WIBC audiences by "The Friendly Voice of The Indianapolis News."

All of these shows are presented by the largest talent staff of any Indianapolis station, and they are producing more profitable results for sponsors because they are programmed Hoosier-style... for Hoosier listening tastes... to boost Hoosierland sales.

And here,
in the words
of a columnist
for Indianapolis'
A.M. Daily, you
can see why

In the wide variety of WIBC live talent shows—ranging from hill billy to high brow or anything in between—and among the galaxy of WIBC stars, you'll find precisely the program and just what it takes in the way of talent to meet *your* particular sales requirements. Ask your John Blair Man—he knows.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

THE INDIANAPOLIS NEWS STATION

5 KW now... 50 KW in the Spring!

WIBC

1070 KC
5000 WATTS
BASIC MUTUAL

NOT LARGE
BUT
IMPORTANT

KWTC

COVERS A
RICH, AGRICULTURAL,
STOCK RAISING, MIN-
ING AND INDUSTRIAL
SECTION OF SOUTHERN
CALIFORNIA (SAN BER-
NARDINO COUNTY)

BARSTOW

HOME OF:
LARGEST PERMANENT
MARINE BASE IN
THE WORLD
and
THE GREAT DIESEL
REPAIR SHOPS OF
THE SANTA FE

BARSTOW

IS THE JUNCTION
OF HIGHWAYS
66-91 and 466
BETWEEN LAS VEGAS
AND LOS ANGELES
THESE TOURISTS SPEND
\$5,000,000 ANNUALLY
IN BARSTOW

KWTC

BARSTOW
CALIFORNIA

Represented By:

GENE GRANT & COMPANY
DONALD COOKE, INC.

DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

(Continued)

DR. HISS CLINIC, Los Angeles (14), Calif. Shoes. N. Agency: Honig-Cooper, Los Angeles.
HOEFLER CANDY Co., San Francisco. S. Agency: Frank Wright National Co., San Francisco.
HOFFMAN CANDY CO., L.A. S. Agency: The Mayers Co., L.A.
R. M. HOLLINGSHEAD Corp., Camden, N. J., Whiz Motor Rhythm, Whiz Floor Wax and Whiz-Off Cleaner. (N. & S.) R. E. Conley, adv. mgr. Agency: Aitken-Kynett Co., Philadelphia. Justin Funkhouser Adv., Baltimore.
HONEY BEE Co., Chicago 8, Potato Chips, George Gavora, partner. S. Agency: Newby & Peron, Chicago.
HOOKER GLASS & PAINT MFG. Co., Chicago 6, Hooker Paints, varnishes, enamels, B. W. Kunst, advertising manager. S. Agency: Goodkind Joice & Morgan, Chicago.
HORNBLLOWER & WEEKS, New York. Investment house. S. Agency: Abbott Kimball Co., New York.
HORWITZ & DUBERMAN, New York. Junior Miss fashions. N. Agency: Sterling Adv. Co., New York.
HOUSE OF DELICACIES, New York. French kettle onion soup. N. Agency: Emil Mogul Co., New York.
HOUSE OF OLD MOLINEAUX, Boston. wines. N. Agency: Hirshon-Garfield, Boston.
HOUSEHOLD FINANCE Corp., Chicago. S. Agency: Shaw-LeVally, Chicago.
HOUSEHOLD FINANCE Corp., Canada. Toronto (loans). N. Agency: Shaw-LeVally Inc., Chicago.
HUBBARD MILLING Co., Mankato, Minn., Hubbard's Sunshine Concentrates, Mother Hubbard Enriched Flour, Vernard E. Lundin, Adv. Mgr. S. Agency: Foulke Agency, Minneapolis.
RICHARD HUDNUT, New York, Three-Flowers, DuBarry products. S. Agencies: Kenyon & Eckhardt, New York. Roche, Williams & Cleary, N. Y. & The G. Lynn Sumner Co., N. Y.
RICHARD HUDNUT SALES Co., New York, Hudnut-DuBarry Success School, cosmetics. S. Agency: G. Lynn Sumner Co., N. Y.
HUDSON'S BAY Co., Winnipeg, Department stores. N. Agencies: Cockfield Brown & Co., Winnipeg. F. H. Hayhurst Co., Toronto.
HUDSON COAL CO., Scranton, Pa., Coal. N. Agency: Clements Co., Philadelphia.
HUDSON MOTOR CAR CO., Detroit. S. Agency: Brooke, Smith, French & Dorance, Detroit.
HUNT FOODS Inc., Los Angeles 5, Cal. Hunt's food products. NS Agency: Young & Rubicam, Hollywood.
HUNT's Ltd., Toronto, Chain Candy Shops and Restaurants. S. Agency: Ellis Adv. Co., Toronto.
HY-PHEN Corp., Mataoka, W. Va., Hy-Phen tablets, George R. Corvin, advertising manager. S.

I

IDEAL Co., Waco, Tex., Architectural Woodwork (Built-In), Building Millwork, Ideal Step-Saving Kitchen. N. Agency: Grant Adv., Dallas.
ILLINOIS BAKING, Chicago 16, Safet-Cones, John P. Carobus, advertising manager. S. Agency: Sibert Co., Chicago.
ILLINOIS MEAT Co., Chicago, Meats. S. Agency: Arthur Meyerhoff & Co., Chicago.
IMPERIAL OIL Ltd., Toronto, Gasoline, oils, tires, batteries, G. W. Mills, adv. mgr.; G. E. Madden, asst. on radio adv. N. Agency: MacLaren Adv., Toronto.
IMPERIAL PRODUCTS Co., Philadelphia 21, Pa., Air-Oma, Dee-Tee. 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. N. I. H. Kempner, Jr., v. p. & treas. Agency: Tracy-Locke Co., Inc., Dallas, Tex.
IMPERIAL TOBACCO Co., Montreal, cigarettes. S. Agency: Whitehall Broadcasting, Montreal.
INDEPENDENT DRUGGISTS ASSN., Toronto (retail stores) R. Agency: J. J. Gibbons Ltd., Toronto.
INDIAN RIVER MEDICINE Co., Lafollette, Tenn., Scalf's Indian River medicine, Herbal Stomachic, Mrs. D. W. Scalf, proprietor; Earl S. Rodgers, manager. S.

INDIANA STATE DEPT. OF COMMERCE AND PUBLIC RELATIONS, Indianapolis 4, Ind., State of Indiana. S. INDUSTRIAL MFG. Corp., Los Angeles. Insect-O-Blitz. N. Agency: Lockwood-Shackelford, Los Angeles.
INDUSTRIAL TAPE Corp., New Brunswick, N. J., Bondex hot iron mending tape, George E. Chisolm, adv. manager. S. Agency: Kenyon & Eckhardt, New York.
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.
INTERNATIONAL MILLING Co., Minneapolis 1, Robin Hood flour, Velvet cake flour, Velvet pancake flour. J. R. Hessey, sis. prom. mgr.; L. G. Gilmore, adv. mgr. Agencies: H. W. Kastor & Sons, Chicago; Crook Adv. Agency, Dallas.
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; Newell-Emmett Co., N. Y.
INTERNATIONAL SILVER Co. of Canada, Hamilton, Ont., Young & Rubicam, Toronto.
INTERSTATE BAKERIES Corp., Los Angeles. Weber's bread. S. Agency: Dan B. Miner Co., Los Angeles; R. J. Potts-Calkins & Holden, Kansas City, Mo.
INTERSTATE ENGINEERING Co., Los Angeles. Vacuum cleaners. S. Agency: Smith, Bull & McCreery, L. A.
INTERSTATE LABS, INC., Louisville (Oculine-eye preparations) R. Agency: Morgan Adv. Agency, L.A. & Phoenix.
INTER-STATE NURSERY, Hamburg, Iowa, Nursery Stock & seeds, Carl O. Sullivan.
IODENT Co., Detroit 1, Mich., Iodent tooth paste and powder, W. O. Seelye, sales and advertising manager. N. Agency: Duane Jones Co., New York.
IOWA DAIRY INDUSTRY COMMISSION, Des Moines 19, Dairy Products, Frank F. Barker, manager. N. Agency: The Blakemore Co., Des Moines.
IOWA MASTER BREEDERS Inc., Onawa, Ia., poultry supplies, C. Edwin Holmes, president. S. Agency: Coles, Inc., Des Moines, Iowa.
IOWA SOAP Co., Burlington, Ia., Magic Washer, Nola Flakes, Protex Toilet Soap, Nola Toilet Soap, L. J. Evans, vice-president. S. Agency: Goodkind, Joice & Morgan, Inc., Chicago; McKee & Albright, Philadelphia.
IROQUOIS BEVERAGE Corp., Buffalo 4, N. Y., Iroquois ale, beer. N. S. Agency: Baldwin, Bowers & Strachan, Buffalo.
ITALIAN SWISS COLONY, San Francisco (table wines) S. Agency: Leon Livingston Adv., San Francisco.

J

J. I. FANCY FROZEN FOODS, Stockton, Calif. N. Agency: Garfield & Guild, San Francisco.
JACKSON BREWING Co., New Orleans 7, Jax Beer. R. G. Jones, vice-president and general manager. R. Agency: An-fenger Agency, New Orleans.
JACQUES MFG. Co., Chicago 12, KC Baking Powder, E. H. Calhoun, advertising manager. N. S. Agencies: MacFarland, Aveyard & Co., Chicago.
JAMES MFG. Co., Fort Atkinson, Wis., R. Gardiner, adv. mgr. Agency: Klav-Van Pietersom-Dunlap.
ANDREW JERGENS Co., Cincinnati 22, O., Woodbury soap, powder and cream. Jergens lotion, Robert V. Beucus, advertising vice-president. N. S. Agencies: Robert Orr & Assoc., Inc., New York; Stockton, West, Burkhart, Cinn. Gotham Adv., N. Y.
JOHN MANVILLE Corp., New York. Building Materials, Insulations, Power Products, and Brake Linings. N. Adv. Agency: J. Walter Thompson Co., New York.
JOHNSON & JOHNSON, New Brunswick, Red Cross Division Surgical Dressings. N. Agencies: Young & Rubicam, N. W. Ayer & Son, Noyes & Sproul, N. Y. & Welsberg & Co., Newark.
S. C. JOHNSON & SON, Racine, Wis., paste, liquid wax and cream wax; Glig-Coat, Barnum, William N. Connolly, advertising manager. N. Agencies: Needham, Louis & Erorby, Chicago; Erwin, Wasey & Co., London (export).
J. W. JONES Co., Caledonia, N. Y., Sunny Sol Household Bleach, Sunny

Sol Magic Crystals, J. W. Jones, in charge of radio; Agency: Armand S. Weill Co., N. Y.
JUNG ARCH BRACE Co., Cincinnati: 2, O., Keyes corn pads and plasters. S. Agency: H. W. Kastor & Sons Co., Chicago.

K

K-R-O Co., Springfield, O., K-R-O Red Squill Powder, Bis-Kit Form. Agency: Erwin, Wasey & Co., Chicago.
KATZ DRUG Co., Kansas City, Drugs. S. Agency: Abbott Kimball Co., Kansas City.
KAEMPFER'S, Chicago 10, Ill., Bird and pet foods. S. Agency: George H. Hartman, Chicago.
KAISER-FRAZER CORP., N.Y. N. Agency: Swaney, Drake and Beinent, Chicago.
KAY PREPARATIONS, New York, Formula 301. S. Agency: Irving Rosen Adv. New York.
KEELEY BREWING Co., Chicago. TV Agency: Salem N. Baskin & C. L. Miller, Chicago.
KELITE PRODUCTS Inc., Los Angeles Kenu. N. Agency: Little & Co., Los Angeles.
KELLOGG Co., Battle Creek, Mich. Breakfast food. N. Agencies: Kenyon & Eckhardt, New York. N. W. Ayer & Son, Philadelphia.
KELLOGG CO. OF CANADA, London Ont., Toronto. S. Agency: J. Walter Thompson Co., Toronto.
KELLY BROS. NURSERY, Dansville N. Y., seeds, nursery stock, John W. Kelly, city-treas. Agency: Baldwin-Bowers and Strachan, Buffalo.
KELLY DOUGLAS & Co., Ltd., Nabot Tea. N. Agency: Stewart-Lovick & McPherson, Vancouver.
KENDALL MFG. Co., Lawrence, Mass., New Speed Soapine. N. S. Agency: Henry A. Laidon, New York.
ELIZABETH KENT, New York, Lipsticks. S. Agency: A. W. Lewin Co., New York.
KENT PRODUCTS Co., Chicago 6, Kent Glass Coffee Maker Sets, Electric Stoves, Electric Toasters, Harry B. Wolper, partner. S. Agency: J. Walter Thompson, Chicago.
KERR GLASS MFG. Corp., Los Angeles, Mason jars. SN. Agency: Dan B. Miner Co., Los Angeles.
KEYSTONE VARNISH Co., New York, Agency: Blackstone Co., New York.
C. M. KIMBALL Co., Boston 9, Red Cap cleaner, Robert F. O'Brien, sis. mgr. N. Agencies: Ingalls-Minter, Boston. Broadcast Adv., Inc., Boston.
KING KAR SUTTON, Columbus, Ohio (used cars) R. Agency: Harry J. Wendland Adv., L. A.
KINGSBURG BREWERIES Co., Manitowoc, Wis., pale beer. E. C. Badger, president. Agency: Christiansen Adv. Agency, Chicago.
KIP Corp., Ltd., Los Angeles 21, Calif., Kip. S. Leo McCusker, president. Agency: Philip J. Meany Co., Los Angeles.
KIRKMAN & SON DIVISION, COLGATE-PALMOLIVE-PET Co., Brooklyn 1, N. Y., Kirkman Flakes and Complexion Soap. E. J. Corde, assistant advertising manager. N. Agency: Newell Emmett & Co., New York.
KIRSCH'S BEVERAGES, Brooklyn 6, N. Y., Morris Kirsch, pres. N. S. Agency: Morris Adv. Agency, Brooklyn.
KLEIN CHOCOLATE CO. Elizabethtown, Pa. (Nic-L-Nut Chocolate Bar) S. Agency: Frank L. Etlumberg, Baltimore.
KNOMARK MFG. Co., New York, Esquire Boot polish. S. Agency: Emil Mogul Co., New York.
E. L. KNOWLES, Inc., Springfield 9, Mass., Rub-line Hniment, William Pauly, president. S. Agency: Chas. Sheldon Adv., Springfield, Mass.
KNOX Co., Los Angeles, Cystex, Men-daco Romind; R. T. Aldworth, v. p. and gen. mgr. N. & S. Agency: Allen C. Smith Adv. Agency, Kansas City.
KOENIG MACHING Co., Chicago, Ill., Koenig's Nerve. H. L. Eberhardt, manager.
KORAL LABS., Mt. Vernon, N. Y., Korral toothpowder. S. Agency: Raymond Spector Co., New York.
KORET OF CALIFORNIA, San Francisco (women's sportswear). Agency: Abbott Kimball Co., Los Angeles.
KRAFT FOODS Co., Chicago 90, Kraft Cheeses, Parkay Margarine, Velveta, 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. TV Agencies: J. Walter Thompson Co., Chicago; Needham, Louis & Erorby, Chicago; Dancer-Fitzgerald-Sample, Chicago.

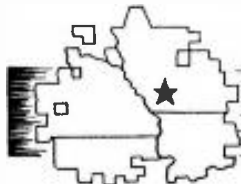
CREML HAIR TONIC, New York. Agency: Erwin, Wasey & Co., New York.
 S. KRESGE Co., Detroit. N. Agency: Maxon Inc., Detroit.
 FRETOL Co., Washington 5, D. C., household insecticide, deodorant, Fred Dawson, president; Frederic G. Dawson, vice-president. S. Agency: M. Belmont ver Standig, Washington, D. C.
 CRISPY KREME DOUGHNUT Co., Winston-Salem, N. C. S. Agency: Herman Halpern Adv. Co., Winston-Salem, N. C.
 GROGER GROCERY & BAKING Co., Cincinnati 2, O., Kroger's Clock Bread, Kroger's Tenderay Beef, William J. Banning, 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.
 A FLOREAL PERFUME Co., Los Angeles, Perfumes. S. Agency: Advertising & Sales Council, Los Angeles.
 LACO PRODUCTS, Waltham, Mass., Laco Castile soap and shampoo. S. Agency: Morland, Inc., N. Y.
 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 & Feasley, New York.
 LAMBERT PHARMACAL Co., Toronto, Listerine toothpaste. N. Agency: Lambert & Feasley, N. Y.
 LHAS, E. LANE & Co., St. Louis, Lane's Pills. S. Agency: Jasper, Lynch & Fishel Inc., N. Y.
 LANGENDORF UNITED BAKERIES, San Francisco 15, Bakery Products. S. & N. Agency: J. Walter Thompson Co., San Francisco.
 LARUS & BROS., Richmond, Chelsea cigarettes & Edgeworth Tobacco, Alligator Cigarettes. N. Agencies: Warwick & Legler, New York; Duane Jones Co., N. Y.
 L. P. LAW Co., Lincoln 1, Neb., Milady Joffee, Blackbird foods. G. E. Scofield, adv. mgr. S.
 LEAF GUM Co., Chicago 2, Spear-mint Gum, Leafmint Gum, Leaf Grapevine Gum, Paul R. Trent, Director of sales & advertising. 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., Fiqua, O., Home radio division. N. Agency: Arthur Kudner Inc., New York.
 FRANK H. LEE Co., Danbury, Conn., Lee hats. N. Agencies: William H. Weintraub, New York.
 GEORGE H. LEE Co., Omaha, stock and poultry remedies. S. Agency: Allen & Reynolds Adv., Omaha.
 DR. L. D. LEGEAR MEDICINE Co., St. Louis 6, Poultry Prescription, Stock Powder, Hog Prescription, Cow Prescription, A-A Poultry Tabs, Calf Vitamins, Dr. D. H. LeGear, dir. sales and adv. S. Agency: Simmonds & Simmonds, Chicago.
 LEHIGH COAL & NAVIGATION Co., Boston. Agency: Lewis & Gilman Inc., Phila.
 LEHN & FINK PRODUCTS Corp., N. Y. 22, Dorothy Gray cosmetics, Hinds Honey & Almond Cream, Etiquet, Pecco. N. Agencies: McCann-Erickson, N. Y.; Lennen & Mitchell, N. Y.; Grey Adv., N. Y.; & Spitzer & Mills, Toronto.
 LEKTROLITE CORP., N. Y. (flameless cigarette lighters) R. S. TV. Agency: Donahue & Coe, N. Y.
 LEVER BROS. Co., Cambridge, Mass., Lifebuoy Soap, Rinso, Lux Toilet Soap & Flakes, Breeze. N. Agencies: Ruthrauff & Ryan, New York; J. Walter Thompson Co., New York; Young and Rubicam, New York; Federal Adv. Agency, N. Y.; National Export Adv. Service, N. Y.; Sullivan, Stauffer, Colwell & Bayles.
 LEVER BROS. Co., Pepsodent Division. Agencies: Foote, Cone & Belding, Chicago, and Ruthrauff & Ryan and Fed. Adv. Agency, N. Y.
 I. LEWIS CIGAR MFG. Co., Newark, 3, N. J., La Coronado, Flor De Melba and John Ruskin Cigars, N. Harry Lewis, President. Agency: Lewis Adv., Newark.
 LEWIS FOOD Co., Los Angeles, dog and cat food, Agency: Elwood J. Robinson Adv., Los Angeles.
 LEWIS-HOWE Co., St. Louis 2, Mo., Tums, Natures Remedy, Irwin L. Mahl. N. Agencies: Roche, Williams & Cleary Inc., N. Y. and Chicago (Tums); Ollan Adv. Co., St. Louis (Natures Remedy).
 LIBBY, McNEILL & LIBBY, Chicago, Canned Goods. N. Agencies: J. Walter Thompson Co., Chicago; McConnell, Eastman & Co., Toronto.
 (Continued)

HERE'S WHY.

KMA is Your Best Farm Market Buy!



KMA COVERAGE ...

In The Heart of the Rich Farm Belt

Located in southwestern Iowa, KMA's airwaves extend over into Missouri, Kansas, and Nebraska . . . directly in the center of America's prosperous rural market. And farm income in the KMA area is \$2,693 higher than the national farm average. This is real buying power for your product.

184 Prosperous BMB Counties

KMA's 184 BMB counties is coverage clients want, Not only do they include the rich rural population but three great distributing centers as well . . . Omaha, Des Moines, and St. Joseph. No wonder KMA keeps consumers buying and distributors happy.



KMA INFLUENCE ...

The Great Mail-Pull Station

KMA listeners are loyal. The surest proof arrives daily in the mail bag. KMA averages a letter each year from 62½% of the homes in its area. Almost a half-million pieces of mail were received in 1946. . . . This is the kind of active response advertisers appreciate.

Nationally Recognized for Farm Service

KMA beams its programs directly to the farmer. Twice KMA's sincere, down-to-earth programming has been awarded the Variety Plaque "for Outstanding Service To the Farmer" . . . Further proof that KMA is the station to use to sell the farm market.

FREE! Coverage and Market Book

For a detailed analysis of what KMA can do for you, get a free copy of the comprehensive KMA Coverage and Market Book. A complete "3-in-1" study. Includes (1) BMB Reports, (2) Telephone Coincidental Surveys, and (3) Audience Commercial Mail. Write us or contact your nearest Avery-Knodel man.



AMERICAN Broadcasting Co.

KMA

AVERY-KNODEL, INC. National Representative

960 KC

SHENANDOAH, IOWA

5000 WATTS

DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS
(Continued)

LIBERTY CHERRY & FRUIT Co., Toronto. S. Agencies: James Fisher Co., Toronto, Jesse M. Joseph Adv., Cinn.
LIGGETT & MYERS TOBACCO Co., New York, Chesterfield Cigarettes. N. Agency: Newell Emmett Co., New York.
L. K. LIGGETT Co., Toronto, chain drug stores. R. Agency: Ronalds Adv., Toronto.
LINCO PRODUCTS DIST. Co., Chicago 20, Linco, Juno, S. Giachetti, president. 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.
THOMAS J. LIPTON Co., Hoboken, N. J., tea and soups. S. Agencies: Young & Rubicam, New York S. Ruthrauff & Ryan, Toronto.
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, Los Angeles.
LOMA LINDA FOOD PRODUCTS, Arlington, Cal., Ruskets. S. Agency: Elwood J. Robinson Adv. Co., Los Angeles.

LONGINES-WITTMANER WATCH Co., New York 17, Harrison J. Cowan, director of advertising; Lillian L. Shapiro, assistant advertising manager. S. Agency: Arthur Rosenberg Co., New York.
LOOK MAGAZINE, N. Y. S. Agency: Kenyon & Eckhardt, N. Y.
LORD DAVENPORT PIPES, London. S. Agency: Sweetser, Byrne & Harrington, N. Y.
LORIE LTD., Toronto, Watches. S. Agency: Ellis Adv., Toronto.
P. LORILLARD Co., New York, Old Gold cigarettes. S-N. Agency: Lennen & Mitchell, New York.
LOS ANGELES BREWING Co., L.A. (Eastside beer) R. Agency: Lockwood-Shackelford Adv., Hollywood.
LOS ANGELES SOAP Co. and/or **WHITE KING SOAP Co.**, Los Angeles 54, White King Granulated Soap, Sierra Pine Toilet Soap, Scotch Triple Action Cleanser. Agency: Raymond R. Morgan Co., Hollywood, 28.
M. LOUIS PRODUCTS Co., New York, Eggnog Shampoo. S. Agency: Fretwald & Coleman, N. Y.
JOE LOWE Corp., N. Y., Popsicle. Sy Friedman, adv. mgr.
LUCKY TIGER Mfg. Co., Kansas City. Agency: Ruthrauff & Ryan, St. Louis.

LUDENS Inc., Reading, Pa., menthol cough drops, honey-licorice drops, Coughlana drops. S.N. Agency: J. M. Mathes Inc., New York.
LUER CANNING Co., Los Angeles, Canned meat products. S. Agency: Dan B. Miner Co., L. A.
GEORGE W. LUFT Co., New York, Tangee and cosmetics. S. N. Agencies: Export Adv., New York, Warwick & Legler, New York.
LUMBERMAN'S MUTUAL CASUALTY Co., Chicago, Insurance. N. Agency: Shaw-LeValley Inc., Chicago.
LUTHERAN LAYMEN'S LEAGUE, St. Louis, Religion. Agencies: Gotham Adv. Co., Pan American Broadcasting Co., New York.
M. LYON & Co., Kansas City 6, Mo., Wool, furs, hides, Leslie M. Lyon, in chg. advertising. Agency: Abbott Kimball Co., Kansas City.
LYON VAN & STORAGE Co., Los Angeles, S. R. Agencies: BBDO, Los Angeles, & Sinalley, Levitt & Smith, L. A.

M

M. J. B. Co., San Francisco, coffee. N. Agency: BBDO, San Francisco.
M & M Ltd., Newark 7, N. J., M & M Candy, John F. Kurie, merch. mgr. S. Agency: Compton Adv., New York.

M & N CIGAR MFRS., Cleveland, Student Prince Cigars. Agency: Ohio Adv. Cleveland.
MACDONALD TOBACCO Co., Montreal Tobacco. S. Agency: Harold F. Stanfield, Ltd., Montreal.
MAC LEVY SLENDERIZING SALON, N. Y. S. Agency: Stuart Bart Adv., Ne York.
MAGGI Co., New York, Seasonings. Agency: Needham & Grohmann, Ne York.
MAIL POUCH TOBACCO Co., Wheeling Va., Mail Pouch chewing tobacco Kentucky Club smoking tobacco. W. Frankston, vice-president. N. Agency: Walker & Downing, Pittsburgh.
MANHATTAN SOAP Co., N. Y. 17, Sweetheart Toilet Soap, Blu-White, A. Tar adv. manager. N. S. Agency: Duar Jones Co., New York.
MANTLE LAMP Co. OF AMERICA, Chicago, Aladdin lamps. S. Agency: Fresh Fellers & Presba, Chicago.
MANTLE LAMP Co. OF AMERICA, Toronto (Aladdin lamps) Agency: Lock Johnson Co., Toronto.
MAPLE LEAF MILLING Co., Toronto, flour. S. Agency: Cockfield, Brown Co., Toronto.
MARINE ELECTROLYSIS ELIMINATO Co., Seattle (Red Devil soot remover R. Agency: Manson Gold A. A., Seattle)
MARINE TRUST Co., Buffalo, Bank service. S. Agency: BBDO, Buffalo.
MARLIN FIREARMS Co., New Haven Razor Blades. S. Agency: Craven & Herrick, New York.
MARS, Inc., Chicago, candy. S. and I Agency: Grant Adv., Chicago.
MARSHALL DRUG Co., Philadelphia Agency: Abner J. Gelula & Assoc., Philadelphia.
MARTIN-SENOUR Co., Chicago 8, Ill Paints, varnishes. Agency: MacFarlane Aveyard & Co., Chicago.
JOS. MARTINSON & Co., Inc., New York 5, Martinson's coffee, Jerome & Neuman, sales manager. Agencies: Neff Rogow, Inc., New York, Al Paul Lefton Co., New York.
MARYLAND PHARMACEUTICAL Co Baltimore, Md., Rem. Walker Holland adv. mgr. S. Agency: Joseph Katz Co Baltimore.
MASOM, AU & MAGENHEIMER CONF MFG. Co. Inc., Brooklyn 2, N. Y., F. E Magenheimer, adv. mgr. Agency: Moor & Hamm Adv., New York.
C. O. MASON & Co., San Juan, P. R (distributors of Camel cigarettes in the Island). Agency: McCann-Erickson, P.R
MASSACHUSETTS RADIO & TELEGRAPH SCHOOL, Boston 15, school, R Entwistle, president, G. I. Hunt, treasurer. Agency: N. W. Ayer & Son, Boston.
MAX FACTOR & Co., Los Angeles, cosmetics. S. Agency: A. Carman Smith Inc., Los Angeles.
EARL MAY SEED Co., Shenandoah, Ia, nursery stock, seeds. S. Agency: Conley Adv., Chicago.
MAYFLOWER HOTEL, 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., Winona, Minn., Mack-O-Blend insecticide. S. Agency: Cramer-Krasselt Co., Milwaukee.
McCOY'S WILSHIRE, Beverly Hills, Imperial washable wallpapers. S. Agency: Atherton & Co., Los Angeles.
McKEE, SAMUEL B. STUDIO, Hollywood, Plano instructions. Agency: Atherton & Co., Los Angeles.
McKESSON & ROBBINS, Bridgeport, Calox toothpowder, Bax, Bexel Vitamin B Complex. S. N. Agencies: J. D. Tarcher Co., New York, Ellington & Co., New York, Benton & Bowles, New York.
W. F. McLAUGHLIN & Co., Chicago, Manor House Coffee. S. Agency: Sherman & Marquette Inc., Chicago.
McMAHAN FURNITURE STORES, Los Angeles, House Furnishings, N. M-C-M Adv. Agency, Santa Monica, Cal.
B. MEIER & SON, New York City, Golden Center Toasted Wheat Germ. S. Agency: H. C. Morris Adv., New York.
MEM Co., New York, Mem toiletries. S. Agency: J. R. Flanagan Adv., N. Y.
MEMO PRODUCTS, Los Angeles, Frozen coffee. Agency: Makelm Assoc., Hollywood.
J. C. MENDENHALL MEDICINE Co., Evansville, Ind., cough syrup.

News Comes First

AT

WBNY



Buffalo's only independent station consistently has a large audience because at all hours it broadcasts up-to-the-minute local and regional news as well as the latest dispatches of the big three . . . UP, AP and INS. We have the ear of Western New York.



WBNY

Owned and Operated by
ROY L. ALBERTSON

485 Main Street

Buffalo, N. Y.

ENNEN Co., Newark, Lather Shave cream & Brushless Shave Cr. S. N. Agencies: Duane Jones Co., New York. Rey Adv., Irwin Vladimir & Co., New York. & A. J. Denne & Co., Toronto.

ENTHO-MULSION Co., Atlanta 3, Ga., cough syrup. Agency: Walker & Down-ug, Pittsburgh.

ENTHOLATUM Co., Wilmington 99, el., Mentholatum. N. & S. Almer A. eff. adv. director. Agency: J. Walter hompson Co., New York.

ERCANTILE COMMERCE BANK & RUST Co., St. Louis 1, Mo., Banking, safe, deposits, loans. Agencies: akleigh R. French & Assoc., St. Louis. lbert Frank-Guenther Law, New York.

ERCER PIE Co., Chattanooga. Agency: elson Chesman Co., Chattanooga.

ERRILL LYNCH PIERCE, FENNER BEANE, New York. Investment firm. Agency: Albert Frauk-Guenther Law, ew York.

ETRO-GOLDWYN-MAYER, New York. oving Pict. S. Agency: Donahue & Co., ew York.

ETROPOLITAN LIFE INS., New York. Agency: Young & Rubicam, New York.

EYER & WELCH, Los Angeles. (Ford, ertiary distributors). R. Agency: Ad sso., Los Angeles.

ICHIGAN BULB Co., Grand Rapids 2, ower bulbs. Forest Laus, manager. Agency: O'Neil, Larson & McMahon, hicago.

ICHIGAN MUSHROOM Co., Niles, Mich., fresh and canned mushrooms, unied soup, asparagus, tomatoes, eaches. Myron C. Herrick, president. ichard H. White, sales manager. Agency: L. W. Ramsey Co., Chicago.

ICHIGAN MUTUAL LIABILITY Co., etroit 26, Casualty insurance. S. Agency: Holden, Clifford, Flint, Detroit.

ICHIGAN STATE APPLE COMMIS- sION, Lansing 7, Mich., Apples, Minard arley, Jr., Secy.-Mgr. S. Agency: rooke, Smith, French & Dorrance, De- roit 1, Mich.

IID CONTINENT AIRLINES, Inc., Kan- sas City 6, Air transportation. S. Agency: ferritt Owens A. A., Kansas City.

MID-CONTINENT PETROLEUM Corp., Tulsa, Okla., D-X Motor Fuel, D-X Motor Oil, Diamond Motor Oil, D. C. Rog- ers. Adv. and Sales Promotion Mgr. Agency: Potts-Calkins & Holden, Kan- sas City.

LOUIS MILANT'S FOODS, Chicago 24, 1890 French Dressing. G. Hoffman, gen- eral manager. Agency: Jim Wood Co., Chicago. Smith, Bull & McCreery adv., Hollywood.

MILES LABS, Elkhart, Ind., vitamin tablets, Nervine, Anti-Pain pills, Alka- Seltzer. N. S. Agencies: Wade Adv. Co., Chicago. Ruthrauff & Ryan, Chicago. Robert H. Otto & Assoc., New York.

MILES LABS, Toronto, Alka-Seltzer, One-A-Day Vitamins. Agency: Cockfield, Brown & Co., Toronto.

I. MILLER & SONS, Long Island City, N. Y., shoes. S. Agencies: Diener & Dor- skind, N. Y. Frederick-Clinton Co., N. Y.

MILROSE PRODUCTS Co., New York, Rad Cleanser. S. Agency: H. B. Le- Quatte, N. Y.

MINUTE MOP Co., Chicago 16, Minute Mop & Drainer. Soap Bank, cellulose sponge products, J. L. Eliman, advertis- ing manager. Agency: Guenther-Brad- ford, Chicago.

MISSION HOSIERY MILLS, Los Ange- les 7, H. Gilbert, advertising director. Agency: The Shaw Co., Los Angeles.

MISSION PAK Co., Los Angeles, Cali- fornia glazed and candied fruits. Agency: Hilman-Shane-Breyer, Los An- geles.

MODE O'DAY Corp., Los Angeles (retail dress chain). R. Agency: Brisacher, Van Norden & Staff, Los Angeles.

S. A. MOFFETT Co., Los Angeles, Polar Brand Frosted Foods. N. Agencies: Hon- ing-Cooper Co., Seattle. Erwin, Wasey & Co., Inc., Seattle.

MOLSON'S BREWERY, Montreal. Agency: Cockfield, Brown & Co., Mon- treal, N.

MONOGRAM MFG. Co., Los Angeles (Plast-Craft curlers). Agency: West- ern Adv., Los Angeles.

MONTGOMERY WARD, Chicago 7, De- partment Store. R. & S. Agency: Foote, Cone & Belding, Chicago.

MONTICELLO DRUG Co., Jacksonville, Fla. (666 cough medicine). Agencies: Gahagan & Turnbull, New York. Boothe, Vickery, Schwinn, Baltimore.

BENJAMIN MOORE & Co., New York, Paint. N. Agency: St. Georges & Keyes Inc., New York.

L. H. MOORE CANNING Co., McAllen, Tex. (fruits and vegetables). Agency: Garfield & Guild, San Francisco.

JOHN MORRELL & Co., Ottumwa, Iowa, Red Heart Dog Food. N. Agency: Henri, Hurst & McDonald, Chicago.

PHILIP MORRIS & Co., New York, Cig- arettes. N. Agencies: Blow Co. and Cecil & Presbrey, New York. Albert Woodley Co., New York.

C. F. MUELLER Co., Jersey City, N. J., Macaroni products. S. Agency: Duane Jones, New York.

MUIR CUT RATE DRUGS, Michigan, Ohio, Indiana, and Wisconsin, drugs. S. Agency: Wallace-Lindeman Inc., Grand Rapids, Mich.

MUL-SO-LAX LABORATORIES, Dowag- inc, Mich., Mul-So-Lax Patent Medi- cine. Clyde M. Barber, Owner.

MURINE Co., Chicago 11, Murine, James B. Braun, advertising manager. S. Agency: BBDO, Chicago. Cockfield Brown & Co., Montreal.

MURPHY PRODUCTS Co., Burlington, Wis., Farm Feeds. S. Agency: Wade Adv., Chicago.

MUSICAL DIGEST MAGAZINE, N. Agency: Kenyon-Eckhardt, New York.

MUSTEROLE Co., Cleveland 14, O., Mus- terole. C. L. Berkey, adv. mgr. S. Agency: Erwin, Wasey Co., New York.

MUTUAL BENEFIT HEALTH & ACCI- DENT ASSN., Omaha, Insurance. N. Agency: Ruthrauff & Ryan.

MUTUAL ORANGE DISTRIBUTORS, Redlands, Cal., Red Gold orange con- centrate. S. Agency: J. Walter Thomp- son Co., Los Angeles.

MYSTIC FOAM Co., Los Angeles, Up- holstery Cleaner. S. Agencies: Glasser- Galley and Co., Los Angeles. Carpenter Adv. Co., Cleveland.

a new VOICE

1490 KC

W
M
G
W

N

NASH BROS. DRUG Co., Jonesboro, Ark., chill tonic, cold capsules, purga- tive tablets, cough syrup. W. G. Nash, Jr., mgr. S. Agency: Cole & Co, Mem- phis.

NASH-KELVINATOR Corp., Detroit, Refrigerators. S and N. TV Agency: Geyer, Newell & Ganger, N. Y.

NATIONAL BAKERS SERVICES, Inc., Chicago 3, Hollywood Bread, Chas. By- ron McDaniel, vice president; S. H. Kes- sel, assistant to C. B. McDaniel.

NATIONAL BISCUIT Co., Los Angeles, Crackers, cookies. N and S. Agency: Botsford, Constantine & Gardner, Los Angeles.

NATIONAL BISCUIT Co., New York (Nabisco and Honey Maid graham crackers). Agency: McCann-Erickson, New York.

NATIONAL BISCUIT Co., San Fran- cisco, Nabisco. N. Agency: Botsford, Constantine & Gardner, S. F.

NATIONAL BOARD OF FIRE UNDER- WRITERS, New York, S-N. Agencies: Aveyard & Co., New York, MacFarland, Aveyard & Co., Chicago.

NATIONAL CANDY Co., St. Louis, Bob Cat Candy Bar. C. M. Said, adv. mgr. S. Agency: Oakleigh R. French & Assoc., St. Louis.

NATIONAL ECONOMIC COUNCIL, Chi- cago, N.

NATIONAL HEALTHAIDS Inc., New York, Sul-Ray Colloidal Sulphur Pro- ducts, Mineral Baths. S. Direct.

NATIONAL LEAD Co., San Francisco, Dutch Boy Paint. N. Agencies: Honig- Cooper Co., S. F.

NATIONAL PRESSURE COOKER Co., Eau Claire, Wis. R. Agency: Melamed- Hobbs, Minneapolis.

NATIONAL RADIO INSTITUTE, Wash- ington 9, D. C., Correspondence course in technical radio. Stuart M. Arm- strong, advertising manager. S. Agency: Van Sant, Dugdale & Co., Baltimore.

NATIONAL TOILET Co., Paris, Tenn., Nadinola bleach cream. S. Agency: Roche, Williams & Cleary, Chicago.

NEH Corp., Baltimore, Royal Crown Cola. S. Agency: BBDO, N. Y.

NELSON BROS., Chicago, S. Agency: George H. Hartman Co., Chicago.

NESTLE'S MILK PRODUCTS, LTD., To- ronto, (Nescafe) S. Agencies: Cockfield Brown & Co., Toronto; Compton Adv., N. Y.

NEUMODE HOSIERY Co., Chicago, Hos- iery. S. Agency: George H. Hartman Co., Chicago.

NEWELL GUTRADT Co., San Fran- cisco, Striker's soap. N. Agency: Gar- field & Guild, S. F.

(Continued)

1490 KC

Meadville, Pa.
(Crawford County)

- Leading Dairy Producing County in Penna.
- Retail Sales for Meadville alone \$26,800,000
- Farm Income Total \$18,000,000

Meadville Broadcasting Service Inc.

Studios & Office

FIRST NAT'L BANK BLDG. MEADVILLE, PA.

Victor C. Diehm - Gen. Mgr.

1 BILLION POUNDS TOBACCO = \$492,000,000

ONE STATION WGTM Complete TOBACCO-LAND COVERAGE

Now, the new 5000-watt voice of WGTM covers Wilson, world's largest bright-leaf tobacco market, and North Carolina's bright-leaf tobacco belt. Here, over a billion pounds of tobacco were produced and sold during the 1946-47 season. More than 952,539 Tar-heels in our 0.5 MV area share this wealth, offering North Carolina's richest opportunity. For complete tobacco-land coverage . . . from the inside . . . you need only . . .

* Tobacco sales 1946-1947 season

The NEW WGTM 590 KC 5000 Watts WILSON, NORTH CAROLINA

MBS THE TOBACCO NETWORK
Allen E. Wannamaker, Gen. Manager

DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS
(Continued)

NEW ENGLAND CONFECTIONERY Co., Cambridge, Mass. S. Agency: LaRoche & Ellis, N. Y.

NEW & USED CAR DEALER, Glendale, Calif. S. Agency: Pat Patrick Co., Glendale.

NEW YORK TELEPHONE Co., New York, toll calls. S. Agency: BBDO, N. Y.

NEW YORK UPHOLSTERING Co., Plymouth, Pa. R. Agency: Rodgers & Brown, N. Y.

AUSTIN NICHOLS Co., Brooklyn, N. Y. (Mouquin Wines). S. Agency: Alfred Lilly Co., N. Y.

NIX COSMETICS Co., Memphis 1, Tenn. Nix deodorant. Paul Edwards, president. S. Agency: Cole & Co., Memphis.

NOMA ELECTRIC Co., of Canada, Toronto, toys. Agencies: MacLaren Adv., Toronto; Foster & Davies Inc., Cleveland; Albert Frank-Guenther Law Inc., N. Y.

NORTHERN ELECTRIC Co., Montreal, radios, electrical appliances. Agency: Harry E. Foster Agencies, Toronto.

NORTHTRUP KING & Co., Berkeley, Calif. Farm Seeds. S. Agency: Garfield & Guild Adv., San Francisco.

NORTHTRUP KING & Co., Minneapolis 13, farm, lawn, garden seeds, feeds, H. F. Sewell, adv. manager. S. Agency: Olmsted-Foley, Minneapolis.

NORWICH PHARMACAL, Norwich, N. Y. Pepto-Bismol. N. Kieswetter, Wetterau & Baker, N. Y. Agency: Lawrence C. Gumbinner Adv., N. Y.

NOX Co., Los Angeles, Cystex, Mendaco. Los Angeles. Agency: Robert Raisbeck, Hollywood.

NOXZEMA CHEMICAL Co., Noxzema, Noxzema Shave Cream. N. Agency: Sullivan, Stauffer, Colwell, & Bayles, N. Y.

NUTRI COLA Co., Inc., Long Island City 1, N. Y. Nutri Cola. S. Agency: Robert Feldman Agency, N. Y.

NYLON-IZE, Hollywood, Chicago. Agency: Rocklin Irving & Assoc., Chicago.

O-CEDAR Corp., Chicago, Toronto, Polish. S-N. Agencies: Young & Rubicam, Chicago, MacLaren Adv., Toronto.

OGILVIE FLOUR MILLS Co., Montreal, cereals. S. Agency: J. J. Gibbons Ltd., Toronto.

OHIO BELL TELEPHONE CO. R. Agency: McCann-Erickson, Cleveland.

O'KEEFE & MERRITT CO., L.A. (stoves) S. Agency: R. B. Atchison Adv., L.A.

OLD DUTCH MILLS, N. Y. Coffee. S. Agency: Peck Adv., New York.

OLD MISSION WINERIES, Los Angeles, Old Mission Wines. S. Agency: Milton Weinberg Adv. Co.

OLDSMOBILE DIV. OF GENERAL MOTORS Corp., Lansing 21, Mich. Oldsmobile cars. GM Hydra-Matic Drive, General Motors. N-S. Agency: D. P. Brother & Co., Detroit.

OMNIBOOK, New York, Magazine and Book Publishing Co. S. Agency: Schwab & Beatty, New York.

ONTARIO HYDRO ELECTRIC SYSTEM, Toronto, (conservation campaign for electric current) S.N. Agency: J. J. Gibbons Ltd., Toronto.

O-PEE-CHEE GUM Co., Toronto. Agency: Walsh Adv., Toronto.

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.

O'SULLIVAN RUBBER Co., Winchester, Va. Heels and soles. S. Agency: Justin Funkhouser Adv., Baltimore.

OWENS-ILLINOIS GLASS Co., Toledo, Institutional. N. Agencies: J. Walter Thompson Co.; Brooke, Smith, French & Dorrance, Detroit.

OYSTER SHELL PRODUCTS Corp., New York. S. Agency: Cecil & Presbrey, New York.

PABST SALES Co., Chicago, Pabst Blue Ribbon Beer. N. Agencies: Warwick & Leger, Inc., N. Y. Irwin Vladimir & Co., Chicago.

PACIFIC BREWING & MALTING Co., San Francisco, Cal. Weland's beer, J. E. Knapp, president. N. S. Agency: C. H. MacDonald, San Francisco.

PACIFIC COAST BORAX Co., New York. N. Agency: McCann-Erickson, N. Y.

PACIFIC GREYHOUND Co., San Francisco (bus transportation). Agency: Beaumont & Hohman.

PACKARD-BELL Co., Los Angeles, 5. Radios, phonographs, phonocords. Chas. S. Alsup, adv. mgr. S. Agency: Dunn-Fenwick & Co., Los Angeles.

PACKARD MOTOR Co., Detroit. S. Agency: Young & Rubicam, New York.

PALISADES AMUSEMENT PARK, N. J. R. Agency: Robt. Feldman, New York.

PAN-PACIFIC AUDITORIUM, Los Angeles. Agency: Smith, Bull & McCreery, Hollywood.

PAN AMERICAN PETROLEUM Corp., New Orleans, Oil. N. Agency: Jos. Katz Co., Baltimore.

PA PITTS PARTNERS (Pittsburgh), Civic organization. Agency: W. Earle Bothwell, Inc., Pittsburgh.

PAR SOAP Co., Oakland, Calif. (Par Soap). R. Agency: Brisacher, Van Norden & Staff, San Francisco.

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., New York.

PARFUME WEL PARIS, New York. S. Agency: Kelley, Nason, Inc., New York.

PARK & TILFORD, New York, Tints and Dyes. S. Agencies: Charles M. Stern Co., New York; Ronalds Adv. Ltd., Montreal.

PARKER BOULDIN Co., St. Paul, Priscilla Parker dual purpose lipstick. S. Agency: Van DeMark Adv., Inc., Minn.

PARKER-HERBEX Corp., Long Island City, L. I., hair preparations. S. Agency: Charles W. Hoyt Co., New York.

PARKER PEN Co., Janesville, Wisc. Parker Pens, Pencils & Quink. N. Agencies: J. Walter Thompson Co., Chicago; Walsh Adv. Co., Ltd., Windsor, Ont.

PARKER WATCH Co., New York. Watches. S-N. Agency: Peck Adv. Agency, New York.

PAXTON & GALLAGHER Co., Omaha, Butter-Nut coffee. S. Agency: Buchanan-Thomas Adv., Omaha.

PAYNE FURNACE Co., Beverly Hills, Calif. S. Agency: Knollin Adv. Agency, San Francisco.

PEERLESS PEN AND PENCIL Co., New York, pens and pencils. S. Agency: Furman Co., N. Y.

PENNSYLVANIA SALT MANUFACTURING Co., Philadelphia 7, Pa. Kryocide, Iye, Ethel. S. Agency: Geare-Marston Inc., Philadelphia.

PENICK & FORD, New York, Br'er Rabbit Molasses. S. Agencies: J. Walter Thompson Co., N. Y.; BBDO, N. Y.

PENNZOIL Co., Los Angeles, Lubricants. N and S. Agencies: The Mayers Co., Los Angeles; Fuller, Smith & Ross, Cleveland.

PENNZOIL Co., Oil City, Pa. Gasoline, oil, lubricants. Agencies: Fuller & Smith & Ross, Cleveland; Mayers Co., L. A.

PEOPLE'S CREDIT JEWELERS, Toronto, Chain stores. Agency: MacLaren Adv., Toronto.

PEP BOYS-MANNY, MOE & JACK OF CALIFORNIA, Los Angeles 15, Calif. Auto accessories, parts, radio, bicycles and parts, tools, tires and tubes, Murray Rosenfeld, secy. Agency: Milton Weinberg Adv., Los Angeles.

PEPPARD SEED Co., Kansas City 7, Mo., Hybrid Corn. C. P. Peppard, secy. S. Agency: Potts-Calkins-Holden, Kansas City.

DR. PEPPER Co., Dallas. Dr. Pepper Carbonated Beverage. N. Agency: Tracy-Locke Co., Inc., Dallas, Tex.

PEPSI-COLA Co., New York, beverage. TV. Agency: Newell-Emmett Co., New York. (Everess sparkling water) S. Young & Rubicam, N. Y.

PEPSODENT Co., Chicago. Pepsodent Toothpaste. N. Agencies: Foote, Cone & Belding, Chicago; Ruthrauff & Ryan Inc., N. Y. Export Adv., Chicago. Needham, Louis & Brorby, Inc., Chicago.

PERFECT CIRCLE Co., Hagerstown, Ind. piston rings. N. Agencies: Henrl. Hurr & McDonald, Chicago; McConnell, Eastman & Co., Toronto.

PERALTA WINE Co., San Francisco - Cal., Monte Cristo wines. N. Agency: Foote, Cone & Belding, San Francisco.

PERFECTION CORSETS Co., Quebec. Agency: R. C. Smith & Son, Toronto.

PERFEX Co., Shenandoah, Iowa, Perfex cleaner, K. C. Titus, adv. mgr. Agency: Buchanan-Thomas, Omaha.

DOROTHY PERKINS Co., St. Louis 11 Mo., Cosmetics. S. Agency: Gardner Adv. Co., St. Louis.

PET MILK SALES Co., St. Louis, 40 D Pet Milk. C. J. Hibbard, adv. mgr. N. Agency: Gardner Adv. Co., St. Louis.

PETER PAUL, Inc., Naugatuck, Conn. Mounds & Ten Crown Gum. N & S Agencies: Brisacher, Van Norden & Staff, San Francisco; Platt-Forbes Inc., N. Y.

PETERS SHOE Co. (Division of International Shoe Co.), St. Louis 3, Mo. City Club Shoes, Velvet Step Shoes, Weather Bird Shoes, Peters Shoes. S. L. C. Hoppe, adv. mgr. Agency: Henr Hurr & McDonald Inc., Chicago.

PETRI CIGAR Co., San Francisco. Agency: Carlo Vinti Adv., New York.

PETRI WINE Co., San Francisco & Los Angeles, Wine. N. Agency: Young & Rubicam, N. Y. & Hollywood.

PETROL Corp., Los Angeles, PDQ gas line. S. Agency: McNeill & McClear Adv., Los Angeles.

PHARMACO, Inc., Newark, Feen-A-Min and Chooz. N. Agencies: Baker A./Ltd., Toronto; Ruthrauff & Ryan, N. Y.

PHARMACRAFT Corp., New York, Fresh deodorant. N. Agencies: J. Walter Thompson; McCann-Erickson; Wm. Est. Co., New York.

PHILCO Corp., Philadelphia 34, Pa. Philco radio receivers, radio-phonographs, refrigerators, air conditioner; John F. Gilligan, advertising manager. N. Agency: Hutchins Advertising Co. Inc., Philadelphia.

PHILCO Corp., of Canada, Toronto, receivers. Agency: Hutchins Adv., Toronto.

PHILLIPS & BENJAMIN Co., New York. Sno-Mist, powder spray deodorant. Agency: Lindstrom, Leach & Co., New York.

DR. P. PHILLIPS CANNING Co., Orlando 1, Fla. Canned and fresh citrus products. Bert Burris, adv. agency: Thos G. Greene Adv., Orlando, Fla.

PHILLIPS PETROLEUM Co., Bartlesville, Okla., Gasoline, motor oil, O. E. Bettis, Adv. Mgr. S. Agency: Lambert & Feasley, Inc., New York.

PICTSWEEP FOODS, Inc., Mt. Vernon Wash., Canned & frozen foods. J. L. Brotherton, adv. mgr. N. Agency: Ruthrauff & Ryan, Seattle.

PIEDMONT SHIRT Co., Greenville, S. C. N. Agency: Wm. Weintraub & Co., N. Y.

PIERCE WATCH Co., New York. Watches. Agency: Jos. Katz Co., New York.

PIERCE'S PROPRIETARIES, Buffalo, Pierce's special vitamin formula. R. V. Pierce, vice president. S. Agency: Duane Jones Co., New York.

PIG 'N WHISTLE CORP., Los Angeles (Calif. restaurant chain) S. Agencies: The Mayers Co., L.A., Brisacher, Van Norden & Staff, L.A.

PILLSBURY MILLS, Minneapolis 2, Pillsbury's Best Flour, Pancake Flour, Sno Sheen Cake Flour, Farina, N. S. Agencies: McCann-Erickson, Minneapolis; Leo Burnett Agency, Chicago.

PILLSBURY MILLS, INC. FEED MILLS DIV., Clinton, Iowa, flour, M. E. Cook, adv. mgr. S. Agency: McCann-Erickson, Chicago.

PILOT RADIO CORP., N.Y. (Pilotuner) R. Agency: Grey Adv. N. Y.

PILSER BREWING Co., Bronx, New York, Beer. S. Agency: Deutsch & Shea, New York.

PINAUD Inc., New York, Cosmetics. N. Agency: Dorland Inc., New York.

PINEX Co., Fort Wayne 2, Ind., Pinex Cough Syrup, L. G. Noll, adv. mgr. John H. Noll, executive manager. S. Agency: Russel M. Seeds Co., Chicago and Indianapolis.

PIONEER HI-BRED CORN Co., Des Moines 9, Ia. Agency: Wallace Adv. Agency, Des Moines.

PLANTERS NUT & CHOCOLATE Co., Wilkes-Barre, Pennsylvania, Peanuts & Peanut Oil. N. Agencies: Raymond R. Morgan Co., Hollywood; Goodkind, Joyce & Morgan, Chicago; J. Walter Thompson Co., New York.

..tales of two cities..

NEENAH-MENASHA located on historic Lake Winnebago, in the center of the thriving Fox River Valley, is truly the **HOME OF AMERICA'S FOREMOST PAPER INDUSTRIES**. Wisconsin's only Twin Cities maintain an exceptionally high level of employment. Its paper industries (more than 20 including Kimberly-Clark Corporation, makers of Kotex, Kleenex, Sanex and Kimsul-Marathon Corporation, producers of Waxtex and other protective food packaging) distribute a weekly payroll in excess of \$450,000. **NEENAH-MENASHA** has consistently enjoyed one of the **HIGHEST AVERAGE WEEKLY PAYROLLS** in Wisconsin!

A CONLON survey shows **WNAM** has 58.6% of the morning audience, 55.3% of the afternoon audience and 51.3% of the evening audience.

There are 12 counties in **WNAM'S PRIMARY AREA**, based on the half millivolt and mail count, with a population of over a half million and **EFFECTIVE BUYING POWER** of almost \$600,000,000. **Farmers EFFECTIVE BUYING POWER** is almost \$200,000,000!

For further details about this great **MARKET** write Don C. Wirth, V.P. of **WNAM**, or call your nearest Wm. G. Rambeau office.

Winnebagoland's Most Powerful Station

1
0
0
0
WATTS

WNAM

1
2
8
0
KC

WNAM-FM

Neenah-Menasha Broadcasting Co.

"Represented by Rambeau"

LOUGH, Inc., Memphis, Penetro, St. Oseph Aspirin and family medicines, Iexana, Murti products, Everready oil, en-o-rub, Moroline, Black & White, eauty preparations, Agencies: Lake- piro-Shurman, Memphis; Export A. A. hicago.

M, New York, Newspaper. S. Agency: Larry Hayden Co.

OLAR FROSTED FOODS, Seattle 1, Wash., Frozen foods, D. R. Wilson, dir. f sales & adv.; H. C. James, adv. mgr. gency: Honig-Cooper Co., Seattle.

OLK-MILLER PRODUCTS Corp., Rich- mond, Va., Disinfectant. S. Agency: N. V. Ayer & Son, Philadelphia.

REMIER VACUUM CLEANER DIV., GENERAL ELECTRIC Co., Cleveland 9, O., Premier Vacuum Cleaners, E. A. lamala, advertising manager. S. Agency: . M. Hickerson, Inc., New York.

RIEBE & SONS, Chicago, Poultry, ggs. S. Agency: Goodkind, Jolce & forgan, Chicago.

RINCE MATCHABELLI Inc., New York, erfumes. N. Agency: Morse Inter- ational, N. Y.

ROCTER & GAMBLE Co., Cincinnati, Ivory bar, Ivory Flakes, Ivory Snow, uz, Oxydol, Camay, Spic & Span, Teel, ava, Crisco, Drene & Dreft, N. H. Mc- lroy, vice president; H. J. Morgens, anager advertising division; W. M. amsey, director of radio; A. N. Hal- erstadt, time buying. N. Agencies: H. W. Kastor & Sons Adv., N. Y.; Dancer- Itzgerald-Sample, Chicago; Compton dv., N. Y.; Benton & Bowles, N. Y.; he Blow Co., N. Y.; Pedlar & Ryan, f. Y.; Kastor, Farrell, Chesley & Cliff- ord, N. Y.

ROCTER & GAMBLE, Toronto (Dreft). gency: Dancer-Fitzgerald-Sample, Canada) Toronto.

RUDENTIAL LIFE INSURANCE CO. F AMERICA, Newark 1, N. J., life in- surance, George E. Potter, vice-presi- ent. N. Agencies: Benton & Bowles, f. Y.; Cockfield, Brown & Co., Ltd., Toronto.

OHN PUHL PRODUCTS Co., Chicago, aundry Bleaches. S. Agency: Roche, Williams & Cleary, Chicago.

URE DRINKS, Cleveland 14, Break- ast Orange. Agency: Foster & Davies, nc., Cleveland.

URE FOODS Co., Mamaroneck, N. Y., erb-Ox bouillon. S. Agency: J. M. fathes, Inc., N. Y.

URE OIL Co., Chicago, oil. S-N Agency: eo Burnett Co., Chicago.

UREPAC Corp., N. Y., Flemex, Baby lemex, Lubinol mineral oil, Purepac ealth aids, Klinzmoth insecticides, Arthur J. Kinsman, pres.; Claude S. elton, exec. v-p. Agency: Kent Adv., ew York.

UREX Corp., Los Angeles (liquid leach). R. Agency: Foote, Cone & Beld- ing, Los Angeles.

URINA MILLS, St. Louis, Purina foods. N. Agency: Gardner Adv. Co., St. Louis.

PURITY BAKERIES, Chicago, Tastee read, Grennan Cakes, Theo. E. Weber, dy. mgr. S. Agency: Young & Rubicam, Chicago.

PURITY FLOUR MILLS Ltd., Toronto (cereals). N. Agency: McKim Adv., Ltd., Toronto.

Q

AKER OATS Co., Chicago, Ful-O-Pep eals. N. Agencies: Ruthrauff & Ryan, f. Y.; Spitzer & Mill's, Ltd.; Sherman & Marquette, Inc.; LaRoche & Ellis, Chi- cago.

QUAKER OATS Co., Peterborough, Ont. (Quaker flour). S. Agency: Spitzer & Mills, Toronto.

QUAKER SUGAR, Philadelphia, S. Agency: Young & Rubicam, N. Y.

R

RKO RADIO PICTURES, New York, S. and N. Agency: Foote, Cone & Belding, New York.

RADBILL OIL Co., Philadelphia 3, Pa., Renuzit French dry cleaner, Penni-Rad motor oil, James P. McIlvaine 3rd, mer- chandising manager; Paul G. Pfaumer, advertising manager. S. Agency: Felgen- baum Adv., Philadelphia.

RADIO GOSPEL FELLOWSHIP, Los An- geles (religious). Agency: Glasser-Gal- ley, Inc., Los Angeles.

RCA VICTOR DIVISION of Radio Corp. of America, Camden, N. J., records, home radios, radio phonographs, J. K. West, dir. public relations, Julius Haber, J. M. Williams, record adv. manager. N. Agency: J. Walter Thompson Co., N. Y.

RCA VICTOR Co., Montreal (receivers, records). R. Agency: Spitzer & Mills, Toronto.

RAINIER BREWING Co., San Francisco, Rainier Beer, Malt & Ale. N. Agency: Buchanan & Company, Inc., San Fran- cisco.

(Continued)

1000

4600

3000

250

KIEM KRED KGPO KUIN

OLD STATIONS IN SERVICE AND EXPERIENCE

NEW STATIONS IN FACILITIES AND PROGRAMS

KIEM, Eureka, Calif. Established 1933.

95% new broadcast plant in 1947

New Radio Center Building 110 x 130 feet

Newly enlarged transmitter building

New AM Western Electric Transmitter

Newly installed speech control units

New half-wave vertical tower

New recording units

KRED, Eureka, Calif. Established January 1, 1948.

First FM in Northern California

KIEM 1000 watt AM Voice of the Redwoods

KRED 4600 watt FM Voice of the Redwoods

—Ask John Blair

KUIN, Grants Pass, Oregon. Established 1939.

80% new broadcast plant in 1947

New enlarged studio-transmitter building

AM tower giving increased signal

New enlarged ground system

New speech equipment throughout

New recording units

KGPC, Grants Pass, Oregon. Established January 1, 1948.

First FM station in Southern Oregon

KUIN 250 watt AM Voice of Southern Oregon

KGPO 3000 watt FM Voice of Southern Oregon

—See Wm. S. Grant

MBS, DLBS, WORLD, MacGREGOR, STANDARD, COLE

LOCAL NEWS DEPARTMENTS OPERATING IN ALL STATIONS

KIEM KRED KGPO KUIN

1000

4600

3000

250

DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS
(Continued)

RAISIN BRAN, New York. S. Agency: Benton & Bowles, New York.

RALSTON PURINA Co., St. Louis. Cereals, N. Agencies: Gardner Adv. Co., St. Louis; James Fisher Co., Toronto.

A. RAMSAY & SON, Montreal, points. S. Agency: McKim Adv., Montreal.

RAND TRAILER SALES CO., L. A. (So. Calif. trailer chain) R. S. Agency: Harry J. Wendland Adv., L. A.

RAPINWAX PAPER Co., S. E., Minneapolis 14, Minn., Rapinwax Household Roll. S. Agencies: Mitchell Faust Adv., Chicago, Ill.; Tracy, Kent & Co., N. Y.

RATH PACKING Co., Waterloo, Ia., Complete Line of Meat Products, Byron G. Benson, adv. mgr. Agency: Young and Rubicam, Chicago.

RAYMOND LABORATORIES Inc., St. Paul 1, Minn., Rayve Creme Shampoo, Rayette Creme Permanent Wave. N. Raymond E. Lee, pres. N. Agencies: Roche, Williams & Cleary, New York; Melamed-Hobbs, Inc., St. Paul.

RAYMOND LABORATORIES, Toronto, Rayve Creme Shampoo. S. Agency: Jas. Fisher Co., Toronto.

RAYTHEON MFG. Co., Waltham, Mass., Electrical goods. S-N. Agency: J. M. Mathes, Inc.

READERS DIGEST, Pleasantville, N. Y., Magazine Readers Digest. N. Agencies: J. Walter Thompson, N. Y.; BBDO, N. Y.

RED ROCK BOTTLERS, Atlanta, Ga., Red Rock Cola, E. M. Coleman, adv. mgr. S. Agencies: R. S. Durstine Co., N. Y.; Harold F. Stanfield, Ltd., Montreal.

RED STAR YEAST & PRODUCTS Co., Milwaukee. Agency: Ellington & Co., New York.

REICHHOLD CHEMICALS, Detroit, Cosmopolitan Records. N. Agencies: MacManus, John & Adams, Detroit; Kenyon & Eckhardt, New York.

REID MURDOCH & Co., Chicago; Monarch fine foods. S. Agency: Rogers & Smith, Chicago.

WM. B. REILY & Co., Inc., New Orleans 9, La., Luzianne Coffee and Tea. S. Agency: Walter Saussy Adv., 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, New York.

REPUBLIC PICTURES Corp., Hollywood, moving pictures. S. Agency: Donahue & Coe, New York.

REPUBLIC STEEL Corp., Cleveland, Agency: Meldrum & Fewsmith, Cleveland.

RESINOL CHEMICAL Co., Baltimore, Agency: L. A. Sandlass Adv., Baltimore.

REVERE CAMERA CO., Chicago, N. Agency: Roche, Williams & Cleary, Chicago.

REVERE COPPER & BRASS Inc., New York, Institutional. N. Agency: St. Georges & Keyes, N. Y.

REXALL DRUG Co., Los Angeles, Reta chain. N. R. Agencies: BBDO, Los Angeles; N. W. Ayer & Son, Hollywood.

REYNOLDS INTERNATIONAL PEN Co., Chicago. Agency: MacFarland, Aveyar, Chicago.

REYNOLDS, R. J., TOBACCO Co., Winston-Salem, N. C., Camel cigarettes. I. Agency: William Esty & Co., N. Y. H. U. RHODIUS, San Antonio 6, Pe. fumes. S. Agency: Shaffer, Brenna; Margulis Adv. Co., St. Louis 1.

RICHARDS INSURANCE Co., Los Angeles, Life Insurance. S. Agency: Des Simmons Adv., Hollywood.

RICHFIELD OIL CORP. OF N. Y., New York, Richfield gasolines, Richfield and Richlube oils, Ben N. Pollack, sal. prom. mgr. N. Agency: Hixson-O'Donnell, N. Y.

JACOB RIES BOTTLING WORKS, Inc., Shakopee, Minn., Rock Spring sparkler water, William Ries, president. S. Agency: Erwin, Wasey & Co., Minneapolis.

RIGGIO TOBACCO Co., Brooklyn, Drai cigarettes. Agency: Ridgway, Ferry Yocum, N. Y.

RINGLING BROS., BARNUM & BAILE CIRCUS, Sarasota, Fla., Circus. Agency: Robert Seidel Adv., N. Y.

RIT PRODUCTS Corp., Chicago 7, P. I. Schatz, vice-president; Wm. A. Schroder, Jr., exec. vice-president, Dyes. Agency: Earle Ludwig & Co, Chicago.

HAROLD F. RITCHIE & Co., Toronto Dipoom cleanser. S. Agency: Tanc Adv. Agency, Toronto.

RITE-WAY PRODUCTS Co., Chicago 1 Ill., Milking machines, electric heaters, cream separators, F. W. Knigh manager of sales, promotion and advertising. S. Agencies: Klau-Vau Piete som; Dunlap Assoc., Inc., Milwaukee.

ROBIN HOOD FLOUR MILLS, Montreal, Agency: Young & Rubicam, Toronto.

ROCKWOOD & Co., Brooklyn, Chocolat Bits. S. Agency: Federal Adv., N. Y.

ROMA WINE Co., San Francisco 4, Cal wines, champagne. N-S. Agency: Blov San Francisco.

ROMAN CLEANSER Co., Detroit 1, Mich., Roman Cleanser, Romay, Romit. Agency: Gleason Adv., Detroit.

RONSON ART METAL WORKS, Newark, lighters. N. Agency: Cecil & Presbire, New York.

HOTEL ROOSEVELT, N. Y. S. Agency Kelly-Nason, N. Y.

ROOSEVELT RACEWAY, Westbury, I. S. Agency: L. H. Hartman Co., N. Y.

ROSEFIELD PACKING Co., Ltd., Alameda, Cal., Skippy peanut butter, J. M. Rosenfield, sales and adv. mgr. S. Agency: Garfield & Guild, San Francisco.

MORRIS ROSENBERG Co., Los Angeles Rose vacuum-packed nuts. S. Agency The Mayers Co., Los Angeles.

E. ROSENTHAL & SONS, N. Y., Clothing Mfgs. Agency: Gunn-Mears, N. Y.

ROYAL TOBACCO Corp., New York Lion Cigarettes. S. Agency: Lawrence C. Gumbinner Adv., N. Y.

ROYAL TYPEWRITER Co., New York 16, typewriters, Ellis G. Bishop, adv. mgr. Agency: Young & Rubicam, N. Y.

RUBSAM AND HORMANN BREWING Co., Staten Island 1, N. Y., R & E Staten Island Beer and Ale; Edward H. Acree, adv. mgr. Half-hour dramatic show once weekly over local station Agency: Paris & Peart, New York.

RU-EX CO., St. Paul (proprietary) S. Agency: Harry B. Cohen Adv. Co., N. Y.

RUM & MAPLE TOBACCO Corp., New York, Tobacco. S. Agency: Al Paul Lefton Co., N. Y.

JACOB RUPPERT BREWERY, N. Y., Beer. S. N. Agency: Lennen & Mitchell, N. Y.

RUSSELL-MILLER MILLING Co., Minneapolis 1, Minn., Occident flour, American Beauty flour, D. W. Moore, merchandising manager; J. F. Near, advertising manager. S. Agency: Campbell-Mithun, Inc., Minneapolis.

S

S.O.S. Co., Chicago, Magic Scouring Pads. S. Agency: McCann-Erickson, San Francisco.

S AND W FINE FOODS, Inc., San Francisco, Food and Coffee. N. Agencies: Brisacher, Van Norden & Staff, San Francisco; Samuel Croot Co., Inc., New York.

Day after day...
Month after month...
Year after year...

KARK TOPS ALL SURVEYS



The Little Rock market dominates Arkansas, and KARK dominates the Little Rock market!

KARK, the only NBC outlet in Arkansas, continues to be, year-in-and-year-out, the most listened-to station in Arkansas! If you have anything to sell in the Little Rock market, you'll want to use KARK . . . because KARK ranks with the top stations of the nation in delivering BONUS LISTENERS!



ED ZIMMERMAN
Vice Pres. and Gen. Mgr., Little Rock
Natl. Representatives: EDWARD PETRY & CO.
New York, Chicago, Detroit, Los Angeles, Atlanta, Boston,
St. Louis, San Francisco

ASK ANY
PETRY MAN
to show you
KARK's
BMB Coverage
Maps!

IAF-KIL Co., Benton Harbor, Mich., rat alt, roach powder. S. Agency: O'Neill, Jarson & McMahon, Chicago.

IAFEWAY STORES, Oakland, Calif., grocery chain. N. Agencies: Foote, Cone & Belding; J. Walter Thompson Co.; McCann-Erickson; Ruthrauff & Ryan, 11 West Coast, also Cosby & Cooper, Hannah Adv. Co. & M. E. Harlan Adv., San Francisco.

LAURENCE STARCH Co., Port Credit, Ont., Beehive products. N. Agency: McConnell Eastman & Co., Toronto.

LOUIS INDEPENDENT PACKING Co., St. Louis, Mayrose meat products. R. Rutstein, adv. mgr. S. Agency: Gardner Adv. Co., St. Louis.

ALERNO-MEGOWAN BISCUIT Co., Chicago. Agency: Schwimmer & Scott, Chicago.

ALES BUILDERS, Inc., Los Angeles, Max Factor Cosmetics. N. Agency: A. Jarman Smith, Los Angeles.

SALSBUURY'S LABS., Charles City, Mo., Ben-O-Sol, Ari-tab, H. G. Bos, C. E. Tester, radio executives. S. Agency: N. V. Winter Adv. Agency, Des Moines.

SAND SPRINGS Corp., Williamstown, Mass., Carbonated beverages, A. E. Spener, general manager.

SANITEX BRUSH AND PRODUCTS Co., Chicago (43), Ill., Sanitex Aluminum Open-Back Brushes, Edward W. Zabel, president; Earl C. Janson, v. p.; Ethel Janson, art director. N.

SANKA COFFEE, New York. S. Agency: Young & Rubicam, New York.

SANTA FE VINTAGE Co., Los Angeles 2, Santa Fe Supreme Wines, Thos. Doolittle, sales mgr. S. Agency: Dan B. Miner Co., Los Angeles.

SARGENT & Co., Des Moines, Iowa, All types commercial feeds, W. H. Foster, adv. mgr. S. Agency: Fairall & Co., Des Moines.

SAWYER BISCUIT Co., Chicago 7, Ill., Biscuits and crackers. Agency: George H. Hartman Co., Chicago.

SAYMAN PRODUCTS Co., St. Louis 3, Mo., Sayman soap, salve, shampoo, Milton Monroe, adv. mgr. S. Agency: Krupnick & Assoc., St. Louis.

S. & M. SCHAEFER BREWING Co., Brooklyn. S. Agency: BBDO, New York.

SCHENLEY DISTILLERS Corp., New York 1, Roma Wine, N & S; Penicillin Schenley N; Cresta Blanca Wine, N & S; La Boheme Wine, S. Agencies: Blow Co., BBDO, McCann-Erickson Inc., Wm. Weintraub & Co., Federal Adv. Agency, Peck A.A., Kleppner A. A., Paul Klemtner & Co., Kastor, Farrell, Chesley & Clifford.

SCHENLEY LABS., New York, Penicillin-Schenley, S. D. Gregory, radio dir. N. Agencies: Blow Co., New York; Paul Klemtner & Co., Newark.

S. SCHIFFMAN Co., Los Angeles, Asthmador Powder, cigarettes, and pipe mixture. N. Agency: Phillip J. Meany Co., Los Angeles.

S. SCHILLING & Co., San Francisco (coffee & spices). S. Agency: Beaumont & Hohman, San Francisco.

SCHLITZ BREWING Co., Milwaukee. Agency: McJunkin Adv., Chicago.

WM. SCHLUDERBERG-T. J. KURDLE Co., Baltimore 24, meats, meat products, cheese, butter, poultry, eggs, shortening, lard. S. Agency: Van Sant, Dugdale & Co., Baltimore.

S. A. SCHONBRUNN & Co., Inc., New York 5, Savarin, Medaglia D'Orc Coffee, J. E. Mazzel, adv. mgr. Agencies: L. C. Grumbinner, Pettinella Adv. Co., New York.

SCHULZE AND BURCH BISCUIT Co., Chicago, Ill., Cookies and crackers. E. F. Chambless, v. p. Local & S. Agency: McJunkin, Chicago.

SCHUTTER CANDY Co., Chicago, Candy Bars. N. Agencies: Schwimmer & Scott, Chicago; Westheimer & Co., St. Louis; Kaplan & Bruck, New York.

SCOTT & BOWNE, Bloomfield, N. J., Emulsion and ointment. S. Agency: Atherton & Currier, New York.

WM. S. SCULL Co., Camden, N. J., Boscul coffee, W. S. De La Cour, adv. mgr. S. Agencies: M. H. Hackett Co.; Kastor, Farrell, Chesley & Clifford Inc., New York.

SCRIPTO MFG. Co., Atlanta, Pencils. N. Agency: Tucker Wayne & Co.

SEABOARD FINANCE Corp., Los Angeles (personal loans). S. Agency: Smith, Bull & McCreery Adv., Hollywood.

SEAL COTE Co., Hollywood 38, Calif., Seal Cote nail protector. S-N Agency: Allied Adv., Hollywood.

SEALTEST, Inc., New York, Milk & Ice Cream. N. Agencies: McKee & Albright, Inc., Philadelphia; N. W. Ayer & Son, New York; Kelly, Nason Inc., New York.

SEALY MATTRESS Co., California, Mattress. N. Agency: Aubrey, Moore & Wallace, Inc., Chicago.

SEARS, ROEBUCK & Co., Chicago 7, Denver Department store, W. E. Bennett, adv. mgr. S. Agencies: Roche, Williams & Cleary, Inc.; Bisberne Adv. Co., Chicago.

SEASIDE OIL Co., Santa Barbara (petroleum products, accessories). R. Agency: McCarty Co., L. A.

SEASONETTE DISTRIBUTING Co., Pasadena, Cal., Seasonettes, John S. Patten, owner.

SEATTLE BREWING & MALTING Co., Seattle, Sick's Beer. N. Agency: Western Agency, Inc., Seattle.

LAURA SECORD CANDY SHOPS, Toronto. Agency: Cockfield, Brown & Co., Toronto.

SEECK & KADE, Inc., New York, Perustin. S. Agency: Erwin, Wasey & Co., N. Y.

SEEMAN BROS., Inc., Philadelphia, Airwick. S-N. Agency: William H. Weintraub, Inc., Philadelphia.

SEIBERLING RUBBER Co., Akron. S. Agency: Meldrum & Fewsmith, Cleveland.

DAVID O. SELZNICK AND VANGUARD FILMS, Inc., Culver City, Calif., Spot and Network advertising Selznick pictures, Ted Wick, director of radio advertising; Jim Swift, director of radio publicity. Agencies: Foote, Cone and Belding, Hollywood; Robert Orr & Assoc., N. Y.

R. B. SEMLER, Inc., New Canaan, Conn., Kreml Hair tonic & shampoo, E. N. Hennen, vice-president. S-N. Agency: Erwin, Wasey & Co., N. Y.

SENN PRODUCTS Corp., Brooklyn, N. Y., Sam Bo chocolate drink, George Senn, president. Agency: Tracy Kent, Inc., N. Y.

SENTINEL RADIO Corp., 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.; Roy S. Durstine Inc., N. Y.; Noyes & Sproul Inc., N. Y.

SERVEL, Inc., New York, Refrigerator and Air Conditioning. N. Agency: BBDO, N. Y.

SEVEN-UP Co., St. Louis, Cola. N. C. Grigg, president; Joe M. Thul, adv. mgr.; Ben Wells, v-p. in chg. of sales. N. Agency: J. Walter Thompson Co., Chicago.

SEWALL PAINT & VARNISH Co., Kansas City 7, paint and varnish. Agency: Phillips-Belck-Fardon, Kansas City.

W. A. SHEAFFER PEN Co., Ft. Madison, Iowa, Pens, Pencils & Skrip Ink. N. Agencies: Russel M. Seeds, Chicago; W. W. Garrison & Co., Chicago.

SHEDD-BARTUSH FOODS, Detroit, Keyko Margarine. N. Agency: Zimmer-Keller Inc., Detroit.

SHEFFIELD BRICK & TILE Co., Sheffield, Iowa, Farm drainage tile, building tile, common brick, face brick and other clay products, S. J. Galvin, president. R. Agency: W. D. Lyon Co., Cedar Rapids, Iowa.

SHEFFORD CHEESE Co., Chicago, Cheese. S. Agency: Leo Burnett Co., Chicago.

SHELL OIL Co., New York 20, Gasolines, motor oil, fuel oil, D. C. Marschner, advertising manager. S. Agency: J. Walter Thompson, N. Y.

SHERMAN BROS., N. Y. Agency: Sterling Adv., N. Y.

(Continued)

1 GETS YOU FOUR ON WBNX

ENGLISH
Entire English Speaking Population

YIDDISH
2,350,000 Jewish Speaking Persons

GERMAN
1,236,000 German Speaking Persons

ITALIAN
2,103,737 Italian Speaking Persons

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

It takes four—the four audiences guaranteed by WBNX — English, Yiddish, German, Italian — to cover ALL New York.

Thus, WBNX, New York's four-star station, fits the needs of all listeners . . . reaches all the people you want to sell in this multi-language area.

23 YEARS OF COMMUNITY LEADERSHIP

GROWING WITH THE
OAKLAND • SAN FRANCISCO BAY AREA



KROW

SINCE 1925

*The Key to the
Oakland Market*

SHELDON F. SACKETT
PRESIDENT
WILT GUNZENDORFER
GENERAL MANAGER

DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

(Continued)

SHERWIN-WILLIAMS Co., Cleveland, Paint. N. Agencies: Newell-Emmett Co., N. Y.; Henri, Hurst & MacDonald Inc., Chicago; N. W. Ayer & Son, Phila.
SHIPSTEAD & JOHNSON, N. Agency: Smith, Bull & McCreery, Hollywood.

S. A. SHONBRUNN & Co., New York. Savarin Coffee. N and S. Agency: Roy S. Durstine Inc., N. Y.

SHONTEX Corp., Los Angeles, hair conditioner and shampoo. N. Agency: Barton A. Stebbins, L. A.

SHUPTRINE Co., Savannah. Tetterine. F. E. Johnston, partner. S. Agency: Harvey-Massengale Co., Atlanta.

SIERRA CANDY Co., San Francisco, candy. N. Agency: Robert B. Young, San Francisco.

SIGNAL OIL Co., Los Angeles, petroleum products. S. N. Agencies: Barton A. Stebbins Adv., Los Angeles; Buchanan & Co., San Francisco & Los Angeles.

SIMMONS Co., N. Y. (electronic blanket) S. N. Agency: Geyer, Newell & Ganger, N. Y.

SIMONIZ Co., Chicago, car polish. N. Agency: Decora Inc., Chicago.

ROBERT SIMPSON Co., Toronto, National department store chain. N. Agencies: Harry E. Foster Agencies; Locke Johnson & Co., Toronto.

SINCLAIR REFINING Co., New York, Sinclair H-C and Ethyl gasoline. N. S. Agency: Hlxson-O'Donnell, N. Y.

SITROUX, Inc., New York 16, facial tissues, paper napkins, sanitary napkins, toilet tissue. Agency: Franklin Bruck, N. Y.

SKELLY OIL Co., Kansas City 10, Skelgas service, appliances, motor oils and greases, gasoline, tires, batteries, T. P. Mannion, adv. manager. N. Agency: Henri, Hurst & McDonald, Chicago.

SKINNER MFG. Co., 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 Lintment. S. N. Agencies: Wesley Assoc., N. Y.; Warwick & Legler, Inc., N. Y.

W. & J. SLOANE, Beverly Hills, home furnishings. S. Agency: William John Adv., Beverly Hills, Calif.

SMART & FINAL Co., Los Angeles 53, S&F Foods, Table Queen Foods, Tom Paul, advertising manager; Johnny Murray, program director. R. Agency: Heintz & Co., Los Angeles.

ALEXANDER SMITH & SONS CARPET Co., Yonkers 1, N. Y., rugs, carpets; J. Clark Samuel, director of public relations. S. TV. Agency: Anderson, Davis & Platte, N. Y.

SMITH BROS. Inc., Poughkeepsie, N. Y., Smith Bros. Cough Drops. S. Agency: Sullivan, Staufer, Colwell & Bayles, N. Y.

SNOW CROP MARKETERS, Inc. New York (Snow Crop Frozen Foods). N. S. Agency: Maxon Inc., N. Y.

SOCONY VACUUM OIL Co. (Lubrite Div.), St. Louis, Mobilgas, Mobiloil, Bug-a-boo, Tavern household products. S-N. Agency: Compton Adv., N. Y.

SOCONY-VACUUM OIL Co., Inc. (Wadhams Div.), Milwaukee 1, Wis., Petroleum products, household products, tires, batteries and accessories. S. Agencies: Compton Advertising, Inc., Milwaukee; Cockfield, Brown & Co., Montreal.

SOFWASH Co., Chicago, Sofwash cleaner. S and N. Agency: Newby & Peron, Chicago.

SOIL-OFF MANUFACTURING Co., Glendale, Cal., Liquid paint cleaner. N. Agency: McCann-Erickson, Los Angeles.

SOLARINE Co., Baltimore 23, silver polish, T. Benson Musgrave, controller. S. Agency: Booth, Vickery & Schwinn, Baltimore.

SONORA RADIO & TELEVISION Corp., Chicago 12, radio receivers. H. S. Hall, adv. dir. S. Agency: Weiss & Geller, Chicago.

SOUTH TEXAS COTTON OIL Co., Houston, Tex., Crustene Shortening, F. B. Trussell, v. p. S. Agency: Steele Adv. Agency, Houston.

SOUTHEASTERN MICHIGAN TOURIST & PUBLICITY ASSOCIATION, Detroit 28, Mich., Tourist attractions of Michigan. S. Adv. Agencies: James Dickson, Jr., Detroit; Stockwell & Marcuse, Detroit.

SOUTHERN CALIFORNIA TELEPHONE Co., Los Angeles. S. Agency: The Mayers Co., Los Angeles.

SOUTHERN COTTON OIL Co., California, New Orleans. Wesson Oil & Snowdrift. N. Agencies: Fitzgerald Adv. Agency, New Orleans; Duane Jones Co., N. Y.

SOUTHERN PACIFIC Co., San Francisco (5), Calif., Railroad transportation, F. Q. Tredway, advt. mgr.; Albert L. Kohn, asst. advt. mgr. Agency: Foote, Cone & Belding, San Francisco.

SOUTHERN SPRING BED Co., Atlanta, Ga., Beds & Bedding. P. L. Peebles, sales mgr. N. Agency: Tucker Wayne & Co., Inc., Atlanta.

SOUTHLAND PRODUCTS Co., Los Angeles. Lyk-Nu Carwax. S. Agency: Atherton & Co., Hollywood.

SOY FOOD MILLS, Inc., Chicago 3, Ill., Golden Mix for griddle cakes and waffles. R. H. Thoms, Jr., president. Agency: Jim Duffy Co., Chicago.

SPARKLETTS 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. S. Agency: Don Kemper Co., Dayton.

E. R. SQUIBB & SONS, New York, Tooth Powder, Dental Cream & Pharmaceutical Products. N. Agencies: BBDO, Inc., N. Y. Wm. Douglas McAdams, Wildrick & Miller, Inc., J. Walter Thompson, N. Y., A. McKim Ltd., Toronto.

SQUIRT Co., Beverly Hills, Calif. (beverage). Agency: Ruthrauff & Ryan, Hollywood.

FRANK STACK HATS, Inc., South Norwalk, Conn., men's fur felt hats. S. Agency: Bermingham, Castleman & Pierce, N. Y.

STAHL-MEYER, New York 35, meat products. A. B. Crampton, adv. mgr. S. Agency: Blaker Adv. Agency, N. Y.

STANBACK Co., Salisbury, North Carolina. Stanback Headache Powders. S. Agency: Piedmont Adv. Agency, Salisbury, N. C.

STANCO Inc., New York, Flit. R. S. Agency: McCann-Erickson, New York.

STANDARD BRANDS, Inc., New York 22, Tender Leaf Tea and Royal Gelatin desserts, Chase & Sanborn coffee, Fleischmann's Yeast. D. R. Stetler, adv. dir. N. R. Agencies: J. Walter Thompson, N. Y.; Ted Bates, Inc., Kuder Agency, N. Y. Dancer, Fitzgerald Sample, N. Y.

STANDARD LABS., New York, Sloan's Lintment. S. Agencies: Wesley Associates, N. Y. Blow Co., Federal A.A., Noyes & Sproul, N. Y.

STANDARD OIL CO. OF CALIF., 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. S & N. Agency: BBDO, San Francisco.

STANDARD OIL OF INDIANA, Indiana, Oil. S. Agencies: McCann-Erickson, Chicago. BBDO, Chicago.

STANDARD OIL CO. OF N. J., New York 1, Petroleum, tires, batteries, accessories. S. Agency: Marschalk & Pratt, N. Y.

✓ Highest Audience*
✓ Lowest Rates
✓ Best Buy!

W B B Q

AUGUSTA, GEORGIA

A Mutual Station
Represented by Walker

* JULY, 1947 CONLAN SURVEY

BROADCASTING • Telecasting

STANDARD REMEDY Co., Baltimore 2, OSR-stomachic and laxative. Agency: Redfield-Johnstone, N. Y.

STAR OUTFITTING Co., Los Angeles. Retail clothing chain. Agency: The Mayer Co.

THE STARKIST Co., San Antonio 5, Flotation toothpaste, toothpowder, brushless shave cream, lather shave cream, B-Complex Vitamins, Howard Davis, president; Juanita Hines, secretary. Agency: Pitiuk Advertising Co., San Antonio.

STATLER TISSUE Co., Somerville, Mass., toilet tissue, household (roll) towels. S. Agency: Chambers & Well, Boston.

STAZE, Inc., New York, denture adhesive. S and N. Agency: Roberts & Reimers, Inc., 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, Tenderon and other Van Camp Products. N. Agency: Calkins & Holden, N. Y.

STRATHMORE PRODUCTS Co., New York, Agency: Irving Rosen Adv., N. Y.

W. F. STRAUB & Co., Chicago, Honey Mellowed Prune Juice. S. Agency: S. Duane Lyon, Inc., N. Y.

STREET & SMITH PUBLICATIONS, New York, PIC magazine, S.

STRIETMANN BISCUIT Co., Cincinnati, R. Agency: Harry M. Miller, Inc. Columbus, Ohio.

THE STROH BREWERY Co., Detroit 26, Mich., Stroh's Bohemian beer. N. Agency: Zimmer-Keller, Inc., Detroit.

STROMBERG-CARLSON Co., Rochester 3, N. Y., radios, radio-phonographs, FM and television. R. Stanley H. Manson, manager of public relations; Frederick W. Haup, asst. adv. mgr.; David S. Cook, sales promotion manager. Agencies: McCann-Erickson, N. Y.; Stewart, Hanford & Casler, Inc., Rochester.

THE STUDEBAKER Corp., South Bend 27, Ind., Motor Cars and Trucks. 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: Bozell & Jacobs, Chicago.

SUPFOLK FARMS PACKING Co., Boston, vegetable products. R. Agency: Hirsch-Garfield, Boston, R.

R. G. SULLIVAN, Inc., Manchester, N. H., 7-20-4 and Dexter cigars. S. Agency: J. F. Cox, Boston.

SUN OIL Co., Philadelphia 3, Pa., Sunoco Dynafuel, oil, automotive products, tires, batteries and accessories, Sunheat fuel oil, F. S. Cannan, advertising manager. Agencies: Roche, Williams & Cleary, Philadelphia; Gray & Rogers, Philadelphia.

SUNNYVALE PACKING Co., San Francisco, Rancho soups. S. Agency: Ruthrauff & Ryan, San Francisco.

SUNSET OIL Co., Pacific Coast Independent Petroleum Co. S. Agency: Hillman-Shane Adv., Los Angeles.

SUNSHINE BISCUIT Co., N. Y. S. Agency: Newell-Emmett Co., N. Y.

SUPERIOR FED MILLS, Oklahoma City 9, Okla., livestock, poultry feeds, Thomas W. Woody, adv. mgr. N. (Okla. only). Agency: James R. Reese Adv. Co., Kansas City.

SUPERTEST PETROLEUM, Inc., London, Ont., gasoline. S. Agency: Harry E. Foster Agencies, Toronto.

SUTCLIFFE & BURGHAM of Canada, Toronto, Savory food products. Agency: McLaren Adv. Co., Toronto.

MISS SWANK, Inc., New York, Miss Swank Slios. N. Agency: Weintraub & Co., New York.

SWEETS CO. OF AMERICA, Hoboken, N. J., Tootsie Rolls, Tootsie VM, Tootsie Fudge, Neddle Cloth, sec. adv. mgr. N. S. Agency: Duane Jones, 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, B'and Lard. N. S. TV Agencies: J. Walter Thompson Co., Needham, Lewis & Brorby, McCann-Erickson, Chicago.

SWIFT & Co., Chicago, Ice Cream. S. Agency: Needham, Lewis & Brorby, Chicago.

SWIFT CANADIAN CO., Ltd., Toronto (meats, dairy products) R. Agency: J. Walter Thompson, Toronto.

T

TABLE PRODUCTS, Inc., Oakland, Cal. NuMade Mayonnaise. N. Agency: Foote, Cone & Belding, San Francisco.

TAPPIN'S, Newark 2, N. J., Jewelry, watches, hearing aids, optical, radios, appliances. S. Agency: Humbert & Jones, N. Y.

TAYLOR BEDDING MFG. Co., Taylor, Tex., "Morning Glory" Mattresses, "Insl-Cotton" Mattresses, "Taylor Made" Quilt & Comfort Batts, L. D. Hamack, v. p.; O. P. Harris, sales mgr. N. Agency: Rogers & Smith, Dallas, Tex.

TAYLOR-REED Corp., Mamaroneck, N. Y., (Kokoa Marsh Q-T pie crust). Agencies: Ruthrauff & Ryan, N. Y.; Tracy-Kent Co., N. Y.

TEENTIMERS, Inc., New York 18, Dresses and Cosmetics, Jules Rubinstein, president. N. Agency: Buchanan & Co., N. Y.

TENNESSEE COAL, IRON AND RAILROAD Co., Birmingham 3, Ala., U.S.S. American Fence, U.S.S. Tennessee V-Drain Roofing, Burton Cloud, advt. mgr. S. Agency: BBDO, Pittsburgh, Pa.

TEXAS CHIROPRACTIC COLLEGE, San Antonio 1, education, Dr. H. E. Welsler, dean. Agency: Pitiuk Adv. Co., San Antonio.

TEXAS Co., New York, gasoline. N. Agencies: Buchanan & Co., N. Y.; Kudner Agencies, Erwin, Wasey & Co., Newell-Emmett Co., N. Y.

TEXAS GULF SULPHUR Co., Houston, R.

TEXSUN CITRUS EXCHANGE, Weslaco, Texas (citrus fruits) N. S. Agency: Grant Adv., Dallas & Weslaco, Texas.

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. Agencies: Lennen & Mitchell, N. Y.; C. M. Bosford Co., N. Y.

TIDY HOUSE PRODUCTS Co., Des Moines, cleaners and polishers, Vernon Grant, Jr., president. Agencies: Menough, Martin & Seymour, Des Moines; Brown & Bigelow, St. Paul.

TILFORD RESTAURANT, Los Angeles, Agencies: Atherton & Co., Hollywood; A. James Rouse Co., Los Angeles.

TIME, Inc., New York, Time Magazine. N. Agency: Young & Rubicam, N. Y.

TIP TOP TAILORS, Ltd., 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., Detroit 14, Mich., Altes Lager beer, J. T. Foley, advertising manager. S. Agency: McCann-Erickson, Detroit.

TONI, Inc., St. Paul, Minn., hair wave. Agency: Foote, Cone & Belding, Chicago.

TONI CORP., Toronto, N. Agency: Spitzer & Mills, Toronto.

J. R. TOWNSEND INC., San Diego, Auto, radio distributors. R. Agency: Tullis Co., San Diego.

TRANS-WORLD AIRLINES, S. Agency: Kudner, New York.

TRAUBEE PRODUCTS, Inc., Brooklyn 16, Pressure cookers, R. H. Hoffman, radio & adv. dir.

TRIANGLE PUBLICATIONS, Philadelphia, sports, newspaper and theatrical newspaper. N. Agencies: Smith, Bull & McCreery, Hollywood; Al Paul Lefton Co., Chicago.

TRIANGLE PUBLICATIONS, New York, Racing Form and the Morning Telegraph. S.

TRIMOUNT CLOTHING Co., Boston, Clipper Craft clothes for men. N. Agency: William H. Weintraub & Co., New York.

TRUSCON LABS., Caniff & Grand Trunk R. R., Detroit 12, Paratex, floor coating, floor dye, H. G. Doering, adv. manager. Agency: Wolfe-Jeckling-Dow & Conkey, Detroit.

TUCKETT LTD., Hamilton (cigarettes & tobacco). S. Agency: McLaren Adv., Toronto.

TURCO PRODUCTS, Inc., Los Angeles Calif., Turco Tay (cleansers), Harry Rorick, adv. mgr. Agencies: Davis & Co., L. A.; John H. Riordan, L. A.

20TH CENTURY-FOX FILM Corp., Los Angeles, Moving Pict. S. Agency: Kayton-Spiro Co., N. Y.

(Continued)

WHEN BUYING ST. LOUIS.....

Investigate!

... AND YOU'LL LEARN WHY
More ADVERTISERS
YEAR IN and YEAR OUT

Select



St. Louis' Only Full-Time Independent Station

• LOW LISTENER COST

• POSITIVE SALES RESULTS

• HIGH LISTENER ACCEPTANCE

FOR COVERAGE with ECONOMY

—it's WIL!

Serving St. Louis for 25 Years

WIL-FM • First FM Station in St. Louis • 97.3 Megacycles

Availabilities on Request

Represented By

WILLIAM G. RAMBEAU CO.

10,000 WATTS 1110 KC

DIRECTIONAL

over

THE GREATER
LOS ANGELES AREA

KXLA

Serving

MORE THAN
4 MILLION

*Happy
Prosperous
Spenders*

24 Hours a Day

and

ADDING AS A BONUS

*a fine Signal over the Rich Central San
Joaquin Valley with more Millions of
Listeners, and drawing mail orders from
the Pacific Coast to the Washington border.*

KXLA 10,000 WATTS

NATIONAL & REGIONAL ADVERTISERS

(Continued)

U

UNICORN PRESS, N. Y., N. Agency: Leonard Adv., N. Y.

UNION OIL CO. OF CALIFORNIA, Los Angeles 14, 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: Abbott Kimball Co., N. Y.

UNION STARCH & REFINING Co., Columbus, Ind., Pennant brand table syrups, E. C. Fisher, advertising manager.

UNITED ARTISTS, moving pictures, S. Agencies: Buchanan & Co., N. Y.; McCann-Erickson, N. Y.; Lawrence Fertig & Co., N. Y.

UNITED DRUG Co., Boston, Drugs, S-N. Agency: N. W. Ayer & Son, N. Y.

UNITED FRUIT Co., New York, Fruit, S. Agencies: Wendell P. Colton Co., N. Y.; Stone-Stevens, Inc., New Orleans.

UNITED FRUIT Co., San Francisco, Fruit, S. Agency: BBDO, San Francisco.

UNITED-REXALL DRUG Co., Los Angeles, Drugstores, T. H. Lane, dir. of sales & adv. N. Agencies: BBDO; N. W. Ayer & Son, Inc., Los Angeles.

UNITED STATES ARMY, Washington, D. C., Recruiting Drive, N. Agency: N. W. Ayer & Son.

UNITED STATES COAST GUARD, Recruiting Drive, Agency: Newell-Emmett, N. Y.

UNITED STATES RUBBER Co., New York, N. TV. Agency: Campbell-Ewald Co., New York.

UNITED STATES STEEL, Corp., New York, Steel, N. Agency: BBDO, N. Y.

UNITED WALLPAPER, Inc., Chicago (Varlar Division), Agency: MacFarland Aveyard & Co., Chicago.

UNIVERSAL MATCH Corp., St. Louis, John Feinstein, adv. mgr. Agency: Westhelmer & Co., St. Louis.

UNIVERSAL PICTURES CORP., Hollywood, Agency: Monroe Greenthal Adv., L. A.

UTILITIES ENGINEERING CO. AND WAYNE SCHOOL OF PRACTICAL NURSING, Chicago, Ill., Home study courses in Refrigeration, Air Conditioning, Auto Body Fender Work. For Wayne School: Practical Nursing, Agencies: First United Broadcasters, Chicago; The Phil Gordon Agency, Chicago.

V

VEGETABLE PRODUCTS Co., 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 & Browning, Boston.

VELMONT OF CANADA, Windsor, Ont. (Anacin), Agency: Young & Rubicam, Toronto.

VESS BEVERAGE Co., St. Louis, Whistle, Vess Cola, Bubble Up, S. Agencies: Padco, Inc., St. Louis; Olian Adv. Co., St. Louis.

VICK CHEMICAL Co., New York 17, Vick Products, C. H. DuClos, adv. mgr. S. Agency: Morse International, N. Y.

VICK CHEMICAL Co., Toronto, Cough Drops, S. Agency: Morse International, N. Y.

THE VIOLIN Corp., Monticello, Ill., Rex Wheat Germ Oil, 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; D. A. DeLafield, promotion mgr. N. & S. Agencies: U. S. A.; Western Adv. Agency, Los Angeles; George C. Hoskin, Chicago. Foreign, Pan American Broadcasting Co.

W

W. B. ASSOCIATES, New York, Softcol cuticle sets, S. Agency: Slans & Murray, N. Y.

WAIT-CAHILL Co., Decatur 7, Ill., Wait's Green Mountain Cough Syrup, Wait's G-M Liniment, S. Agency: Wade Adv., Chicago.

WALGREEN DRUG Co., Chicago, Drugs, S. Agency: Schwimmer & Scott, Chicago.

WALKER'S AUXTEX CHILI Co., 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: N. W. Ayer & Son, N. Y.

WANDER Company, Chicago, Ovaltine, N. Agency: Hill Blackett & Co.

WAR ASSETS ADMINISTRATION, S. Agencies: Al Paul Lefton, Fuller & Smith & Ross, N. Y.

WARD BAKING Co., New York, Bread & Cake, N. Agency: J. Walter Thompson Co., N. Y.

WARNER BROS. PICTURES, New York, moving pictures, S. Agency: Blaine-Thompson Co., New York.

G. WASHINGTON COFFEE REFINING Co., Morris Plains, N. J. S. Agency: W. Earl Bothwell Adv., Pittsburgh.

WASHINGTON COOPERATIVE EGG & POULTRY Assoc., Seattle, Eggs & Poultry, Lynden Foods, N. Agency: Pacific National Adv. Agency, Seattle.

WASHINGTON COOPERATIVE FARMERS Assoc., Seattle 99, Lynden brand canned poultry, T. N. Tracy, adv. mgr. N. & S. Agency: Pacific Natl. Adv. Agency, Seattle.

WASHINGTON STATE APPLE COMMISSION, Wenatchee, Apples, N. Agency: J. Walter Thompson, Seattle.

WASHINGTON STATE FRUIT COMMISSION, Seattle, Peaches, Bartlett pears & prunes, S. Agency: Pacific National Adv., Seattle.

L. E. WATERMAN Co., New York 13, Fountain Pens, Pencils and Ink, F. D. Waterman, president, N. Agency: Charles Dallas Reach Co., N. Y.

WELCH GRAPE JUICE Co., New York, N. Agency: Buchanan & Co., N. Y.

WENE CHICK FARMS, WENE POULTRY LABS., Vineland, N. J., baby chicks, poultry vaccines, Arthur J. Scholz, adv. mgr. S. Agency: Shaffer, Brennan, Margulls, St. Louis.

H. WENZEL TENT & DUCK Co., St. Louis, Agency: Simmonds & Simmonds, Chicago.

WESCO WATERPAINTS, LTD., Canada, Agency: R. T. O'Connell Co., N. Y.

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., Los Angeles 15, Cal., automotive, general merchandise, Harry Press, advertising manager, S-N, Agencies: Bruce B. Brewer & Co., L. A., BBDO, L. A.

WESTERN HARNESS RACING ASSOCIATION, Los Angeles, Harness racing, S. Agency: Smith, Bull & McCreery Adv., Hollywood.

WESTERN NEW YORK MOTOR LINES, Inc., Batavia, New York, Blue Bus Lines, L. N. Schultz, president, S. Agency: Hart-Conway Co., Inc., Rochester.

WESTERN STATIONERY Co., Topeka, Kan., stationery, novelties, F. E. Lindsey, manager, S. Agency: Shaffer, Brennan, Margulls 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. Agencies: McCann-Erickson, Inc., N. Y. Fuller & Smith, Cleveland.

WETALENE LAB., Columbus 3, O., household cleaner, W. J. Mangold, pres. S. Agency: Byer & Bowman, Columbus.

WHITE LABS., Toronto, Feenamint. S. Agency: Baker Adv. Agency, Toronto.

THE S. S. WHITE DENTAL MFG. Co., 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. Agencies: Clements Co., Philadelphia. Peterson & Kempner, N. Y.

WHITEHALL PHARMACAL Co., New York 16, Anacin and Hill's cold tablets, Heet, Bisodol & Kolyos Toothpaste. R. G. Rettig, adv. mgr. S. Agencies: Sullivan, Stauffer, Colwell & Bayles, N. Y., Dancer, Fitzgerald & Sample, N. Y.

WHITEHALL PHARMACAL Co. (Canada), Walkerville, Ont. Agency: Young & Rubicam, Toronto.

WILCO Co., Los Angeles, Clearex. Biff. S. Agency: Elwood J. Robinson Adv., Los Angeles.

WILCOX-GAY Corp., Charlotte, Mich., Recordio. Agency: Cramer-Krasselt, Milwaukee.

WILDROOT Co., Buffalo, Hair tonic. N. Agency: BBDO, N. Y.

JOHN H. WILKINS Co., Wash. 2, D. C., coffee, tea, John H. Wilkins, Jr., vice president. N-S. Agency: Lewis Edwin Ryan, Washington.

OSCAR H. WILL & CO., Bismarck, N. D., Field, garden, nursery seed and greenhouse merchandise. S. Agency: Lessig Adv., Des Moines.

WILLARD TABLET Co., Chicago (proprietary), S. Agency: First United Broadcasters, Chicago.

THE WILLIAMS Co., 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 Veiva. N.S. Agencies: J. Walter Thompson Co., N. Y., Baker, Cameron, Soby & Penfield, Hartford.

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. Agency: Ewell & Thurber Assoc., Chicago.

WILSHIRE OIL Co., Los Angeles, Motor Oil. N. Agency: Dan B. Miner Co., Los Angeles.

WINE GROWERS GUILD, Lodi, Calif. Agency: Honig-Cooper, San Francisco.

JOHN C. WINSTON Co., Philadelphia 7, Pa., Books. Agency: Schwab & Beatty, New York. Charles Blum Adv. Corp., Philadelphia.

WILLIAM WISE & Co., New York. Books. N. Agency: Huber Hoge & Sons, New York. Thwing & Altman, New York.

WOOL NOVELTY Co., New York. Wool-foam. S. Agency: Redfield-Johnstone, New York.

WM. WRIGLEY JR. Co., Chicago 11, Chewing gum, H. L. Webster, adv. mgr. N. Agencies: Ruthrauff & Ryan, Chicago: Arthur Meyerhoff & Co., Chicago.

CHAS. W. WRIGLEY Co., Chicago; Frances Hooper Adv., Chicago.

WURLITZER Co., Chicago. Musical Instruments. N. Agency: Leo Burnett Co., Chicago. Landsheft Inc., Buffalo.

X

XZIT SOOT ERADICATOR, Los Angeles, soot eradicator. S and N. Agency: Steller-Millar-Ebberts Adv., Los Angeles.

Y

YAGER LINIMENT Co., Baltimore, Liniment. S. Agency: Harvey-Massengale Co., Durham, N. C.

YORK KNITTING MILLS, Toronto, N. Agency: Cockfield, Brown and Co., Toronto.

YOUNG PEOPLE'S CHURCH OF THE AIR, Religious Talks. N. Agency: Alpha Adv., Philadelphia.

W. F. YOUNG, Inc., Springfield, Mass., Absorbine Jr. Liniment. S. Agency: J. Walter Thompson, N. Y.

Z

ZCMI, Salt Lake City, department store. S.

ZEEMAN CLOTHING Co., Los Angeles. Apparel chain. R. Agency: C. Evers Whyte Agency, Los Angeles.

ZERBST PHARMACAL Co., St. Joseph 23, Mo., Zerbst, capsules, Chlorolyne cough syrup, E. A. Zerbst, president. S. Agency: Olan Adv. Co., St. Louis.

ZONITE PRODUCTS Corp., Larvex division, also subsidiary, A. C. Barnes Co., Arxyrol and Ovoferin, Porhan's Toothpaste. N. Agency: Erwin, Wasey & Co., N. Y. Cockfield, Brown & Co., Montreal.

ZUKOR'S, Inc., Los Angeles, Women's Dresses. N. Agency: John Barnes & Associates, Los Angeles.

Southern New York's
Best Buy!

WENY

NBC

AFFILIATE *

No other Upstate city, 50-100,000 population, equals ELMIRA in Quality of Market Index.*
For top coverage within this rich market, tell your story over WENY, ELMIRA'S favorite station!

* Sales Management Survey of Buying Power May 1947

Owned and operated by

ELMIRA STAR-GAZETTE, INC.

ELMIRA, N.Y.

J. P. McKINNEY & SON, National Representatives

New York • Chicago • San Francisco

MORE news of all radio

AM • FM • TV • FAX

... than all other publications combined! Complete radio news coverage *PLUS* such extra money-making features as "Broadcasting Trends," Merchandising Narratives and Comparative Network Schedules.

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

\$7 FOR 52 WEEKLY ISSUES AND YEARBOOK

AMERICAN BROADCASTING COMPANY INC.: EXECUTIVES and STAFF

RCA Bldg., 30 Rockefeller Plaza, New York 20, N. Y.
Telephone: Circle 7-5700

BOARD OF DIRECTORS

Edward J. Noble, *Chairman*
Earl E. Anderson
Justin W. Dart
Robert H. Hinckley
Robert E. Kintner
C. Nicholas Priaulx
Franklin S. Wood
Mark Woods

OFFICERS

Edward J. Noble, *Chairman of the Board*
Mark Woods, *President*
Robert E. Kintner, *Executive Vice President*
Earl E. Anderson, *Vice President*
Charles C. Barry, *Vice President*
E. R. Borroff, *Vice President*
Robert H. Hinckley, *Vice President*
Ivor Kenway, *Vice President*
Frank Marx, *Vice President*
Joseph A. McDonald, *Vice President, Secretary and General Attorney*
John H. Norton, Jr., *Vice President*
C. Nicholas Priaulx, *Vice President and Treasurer*
Charles E. Rynd, *Vice President and Assistant Secretary*
Robert Saudek, *Vice President*
Don Searle, *Vice President*
Fred Thrower, Jr., *Vice President*
Thomas Velotta, *Vice President*
Anthony M. Hennig, *Assistant Treasurer*
Alexander D. Nicol, *Controller*

Advertising and Promotion

Ivor Kenway, *Vice President in Charge of Advertising, Promotion and Research*
Theodore I. Oberfelder, *Assistant Director*

Continuity Acceptance

Grace Johnsen, *Manager*

Co-operative Program

Harold B. Day, *Sales and Promotion Manager*
Ludwig Simmel, *Business Manager*

Engineering

Frank Marx, *Vice President in Charge*
George O. Milne, *Director of Technical Operations*

Legal

Joseph A. McDonald, *Vice President, Secretary and General Attorney*
Geraldine B. Zorbaugh, *Attorney*
Richard Moore, *Attorney*
Omar F. Elder, Jr., *Attorney*

News and Special Events

Thomas Velotta, *Vice President in Charge of News and Special Events*
John Madigan, *National News Editor*
Michael Roshkind, *Manager of Special Events*
Paul Scheffels, *Manager of New York News Room*
Harry Wismer, *Director of Sports Division*

Office and Studio Services

D. B. Van Houten, *Director*
Albert Humbert, *Building Maintenance Supervisor*
Ernest Theiss, *Guest Relations Manager*

Personnel

Frederick Lynch, Jr., *Personnel Director*

Program Department

Charles C. Barry, *Vice President in charge of Programs & Television*
Henry Cox, *Eastern Production Manager*
Paul Whitman, *Director of Music*
Frank Vagnoni, *Manager of Music Division*
Richard Bannier, *Manager of Music Rights*
John C. Turner, *Script Manager*
Paul Mowrey, *Director of Television*

James Bixler, *Supervisor Announcing & Night Operations*
Helen Guy, *Business Manager*
Maurice Brachhausen, *Supervisor of Sound Effects*
Norah Donovan, *Manager of Literary Rights*
Florence Morris, *Manager of Central Booking*
William Wylie, *Program Promotion Manager*
Bertha Kurtzman, *Supervisor of Studio Assignments*
Helen Hedeman, *Supervisor of Casting*
Richard Ritter, *Supervisor of Auditions*
Read Wight, *Manager of Program Sales*

Public Affairs Department

Robert Saudek, *Vice President in Charge of Public Affairs*
George Olenslager, *Supervisor of Audience Information*

Publicity Department

Earl Mullin, *Publicity Manager*
Arthur B. Donegan, *Assistant Publicity Manager*
John Pacey, *Trade News Editor*

Recording

Lawrence Ruddell, *Manager*

Research

Edward F. Evans, *Director of Research*
Ben Gedalecia, *Associate Research Director*

General Sales

Fred Thrower, Jr., *Vice President*
G. T. C. Fry, *Eastern Sales Manager*
Humboldt Greig, *Assistant to Vice President*
Ridgway Hughes, *Director of Presentations*
John Donohue, *Assistant to Vice President in Charge of Sales (Detroit)*

Sales Service

Thomas P. Robinson, *Manager*

Stations' Sales Department

Charles E. Rynd, *Vice President and Assistant Secretary*
M. B. Grabhorn, *Manager*

National Spot Sales Department

Ralph Dennis, *National Spot Sales Manager*
John Brooke, *Eastern Spot Sales Manager*
Conceita Porreca, *Sales Service Manager*

WJZ Management

Murray B. Grabhorn, *Manager*
Clarence L. Doty, *Sales Manager*
John J. Hade, *Program Manager*

Station Relations

John H. Norton, Jr., *Vice President*
Ernest L. Jahncke, *Manager of Station Relations*
Raymond Diaz, *Traffic Manager*

Treasurers

C. Nicholas Priaulx, *Vice President and Treasurer*
Anthony M. Hennig, *Assistant Treasurer*
Alexander D. Nicol, *Controller*
Henry T. Hede, *Purchasing Agent*
Harold L. Morgan, *Budget Officer*

CENTRAL DIVISION—CHICAGO

E. R. Borroff, *Vice President in Charge*
G. I. Berry, *Sales Manager*
Kenneth Christiansen, *Traffic Supervisor*
Francis J. Coveney, *Auditor*
Fred J. Dickinson, *Office Manager*
L. E. Douglass, *Program Business Manager*
Walter L. Emerson, *Legal Counsel*
Elliot Henry, *Publicity Manager*
E. C. Horstman, *Engineering Manager*
Robert Jones, Jr., *Station Relations*
F. E. Kasser, *Supervisor of Announcers*
Donald Killan, *Production Manager*
Anthony Koelker, *Manager Program Sales*

Olive McCann, *Supervisor of Research*
Roy McLaughlin, *Manager Station WENR, National Spot and Local Sales Manager*
Cornelius O'Dea, *News Supervisor*
James L. Stirton, *Assistant to Vice President*
Harold Stokes, *Program Manager*
Karl R. Sutphin, *Sales Promotion Supervisor*
Floyd G. Van Etten, *Sales Coordinator*
Robert White, *Public Service Supervisor*

WESTERN DIVISION—HOLLYWOOD

Don Searle, *Vice President in Charge*
Clifford Anderson, *Program Business Manager*
Dorothy L. Brown, *Continuity Acceptance Manager*
Francis Conrad, *Station Relations Manager*
Dresser M. Dahlstead, *Chief Announcer*
John I. Edwards, *Production Manager*
Ernest Felix, *Auditor*
Paul Gates, *Evening Program Manager*
Robert Z. Hall, *Publicity Manager*
Russell Hudson, *Recording Manager and Sales Service Manager*
Francis LaTourette, *News Editor*
Walter W. Lonner, *Traffic Manager*
John J. O'Mara, *Sales Promotion Manager*
Norman Ostby, *Assistant to Vice President in Charge*
Thomas Palmer, *Manager of Technical Operations*
Frank Samuels, *Pacific Coast Sales Manager*
Clyde Scott, *General Manager KECA*
J. Donald Wilson, *Director of Program and Production*

WESTERN DIVISION—SAN FRANCISCO

Gayle Grubb, *General Manager KGO*
Byington Colvig, *Continuity Editor*
A. E. Evans, *Engineering Manager*
Eleanor Higby, *Traffic Manager*
Robert Laws, *Promotion and Publicity Manager*
Victor Reed, *News Manager*
Kenneth Stedman, *Auditor*
Kirkham Torney, *Sales Manager*
Bloyce Wright, *Program Manager*

FOREIGN CORRESPONDENTS

Robert Sturdevant, Paris
Frederick Oppen, London
Lyford Moore, Berlin
Hugh Raiston, Bermuda
John Mecklin, Rome
Herbert M. Clark, Buenos Aires
Blair Fraser, Ottawa
William Conline, Shanghai
Victor Eckland, Honolulu
Robert Wadsworth, Geneva
Edmund Stevens, Moscow
Norman Paige, Manila
John Rich, Tokyo
Walter Graf, Havana
Harwood Hull, San Juan, Puerto Rico
James Wyatt, Mexico City
Ned Nordness, Stockholm
Daniel Schorr, The Hague
Mike Eskolsky, Jerusalem
Vincent de Pascal, Montevideo
Phillip Payne, Panama
Charles Griffin, Santiago
Wm. Kadison, Sydney
Stuart Hannon, Stuttgart

AMERICAN BROADCASTING COMPANY STATIONS PLANNING AND ADVISORY COMMITTEE

Roger W. Clipp, WFIL, Philadelphia, *Chairman, District 1*
Jack Gross, KFMB, San Diego, *Vice Chairman, District 7*
Frank Carman, KUTA, Salt Lake City, *District 6*
Robert R. Feagin, WFDQ, Jacksonville, *District 8*
E. K. Hartenbower, KCMO, Kansas City, *District 3*
Harold Hough, WBAF, Fort Worth, *District 5*
Fred Weber, WDSU, New Orleans, *District 4*
J. P. Williams, WIZE, Springfield, O., *District 2*

1926 1948

PAUL GODLEY CO.

Consulting Radio Engineers

LABORATORIES: GREAT NOTCH, N.J.
LITTLE FALLS 4-1000

COLUMBIA BROADCASTING SYSTEM, Inc.: EXECUTIVES and STAFF

485 Madison Ave., New York 22, N. Y.
Telephone: Wickersham 2-2000

BOARD OF DIRECTORS

John J. Burns Prescott S. Bush Ralph F. Collin J. A. W. Iglehart Jr. Leon Levy Isaac D. Levy Samuel Paley Rosenmann, Goldmark, Colin & Kaye, General Counsel	William S. Paley Joseph H. Ream Dorsey Richardson Frank Stanton Herbert Bayard Swope Frank K. White
---	--

CBS-OWNED STATIONS

Standard Stations: WCBS, New York WBBM, Chicago KNX, Los Angeles WEEI, Boston KMOX, St. Louis WTOP, Washington	WCCO, Minneapolis-St. Paul FM Stations: WCBS-FM, New York WBBM-FM, Chicago Television Station: WCBS-TV, New York
--	---

OFFICERS

William S. Paley, *Chairman of the Board*
Frank Stanton, *President*
Joseph H. Ream, *Executive Vice President and Secretary*
Adrian Murphy, *Vice President and General Executive*
Howard S. Meighan, *Vice President*
H. V. Akerberg, *Vice President in Charge of Station Relations*
H. Leslie Atlas, *Vice President in Charge of Central Division*
Earl H. Gammons, *Vice President in Charge of Washington Office*
William C. Gittinger, *Vice President in Charge of Sales*
Victor M. Ratner, *Vice President and Director of Advertising and Sales Promotion*
L. W. Lowman, *Vice President*
Davidson Taylor, *Vice President and Director of Public Affairs*
Hubbell Robinson, Jr., *Vice President and Director of Programs*
D. W. Thornburgh, *Vice President in Charge of Western Division*
James M. Seward, *Vice President in Charge of Operations*
S. R. Dean, *Treasurer and Comptroller*
Arthur Padgett, *General Auditor*
Guy della-Cioppa, *Assistant to the Chairman of the Board*
Nathan L. Halpern, *Assistant to the President*
Edward Saxe, *Assistant Executive*
Julius F. Brauner, *Secretary and General Attorney*
J. L. Van Volkenburg, *Director of Station Administration*

Accounting Department

William J. Flynn, *Assistant Comptroller*
L. C. Merrick, *Assistant Comptroller*
Sophie Hinze, *Cashier*

Auditing and Tax Department

Arthur S. Padgett, *General Auditor*
Norman DuFrane, *Chief Auditor*

Construction and Building Operations Department
C. R. Jacobs, *Director of Construction*
Kingdon S. Tyler, *Assistant Director of Construction*

Editing Department

Gilson Gray, *Director of Editing*
Music Copyright Department
W. Clark Harrington, *Director*

General Engineering Department

William B. Lodge, *Director of General Engineering*
John Christensen, *Chief Engineer*
J. W. Wright, *Chief Radio Engineer*
H. A. Chinn, *Chief Audio Engineer*
Engineering Research and Development Department
Peter C. Goldmark, *Director of Engineering Research and Development*
Paul H. Reedy, *Chief Engineer*
John H. Martin, *Executive Assistant*
Legal Department
Julius F. Brauner, *Secretary and General Attorney*
Kenneth L. Yourd, *Senior Attorney*

Mail, File and Mimeograph Department

Albert H. Bryant, *Manager*

Network Sales Department

William C. Gittinger, *Vice President in Charge of Sales*
John J. Karol, *Sales Manager*
William J. Fagan, *Administrative Manager*
Allyn Jay Marsh, *Assistant Sales Manager*
Charles H. Smith, *Market Research Counsel*
Charles E. Midgley, Jr., *Sales Service Manager*
Chicago Office Network Sales, 410 North Michigan Avenue

W. Donald Roberts, Western Manager

Detroit Office Network Sales, Fisher Building
Joseph Spadea, *Manager*

Personnel Relations Department

Howard L. Hausman, *Director of Personnel Relations*
Joseph H. Jackson, *Personnel Manager*
Robert Kalaidjian, *Employment Manager*

Program Department

Hubbell Robinson, Jr., *Vice President and Director of Programs*
Davidson Taylor, *Vice President and Director of Public Affairs*
William Flineshriber, *General Manager of Program Department*
Harry S. Ackerman, *Executive Producer in New York*
Ernest Martin, *Director of Network Programs, Hollywood*
Werner Michel, *Assistant to the Director of Programs*
Gerald F. Maulsby, *Assistant to the Director of Public Affairs*
Robert J. Mann, *Director of Commercial Program Development*

General

Lyman Bryson, *Counselor on Public Affairs*
Marjorie Morrow, *Casting Director*

Talks Division

Helen Sioussat, *Director of Talks*

News Division

Wells Church, *Director of News Broadcasts*
Henry Weing, *Assistant Director of News Broadcasts*
Lee Bland, *Director of Special Events*
Theodore F. Koop, *Director of News, Washington*

News Editors

Edward Bliss George Herman Lee Otis	Robert Skedgell Dallas Townsend Joseph Wershba
---	--

News Reporters and Analysts

New York	Washington
Ned Calmer Harry Clark Charles Collingwood John Daly William Downs Douglas Edwards Don Hollenbeck Richard C. Hottelet Quincy Howe Larry LeSueur George Bryan	Theodore F. Koop, <i>Director</i> Eric Sevareid, <i>Chief</i> <i>Correspondent of CBS News in Washington</i> Gunner Back Winston Burdett Joseph C. Harsch Bill Henry Bob Lewis Bill Shadel Don Pryor

Foreign Correspondents

London	Rome
Allan Jackson Howard K. Smith	Lionel Shapiro Stockholm Wilfrid Fleisher
Tokyo	Moscow
Bill Costello	Alexander Kendrick
Paris	Lisbon
David Schoenbrun	Luis Marques
Cairo	Ankara
George Polk	Leo Hochstetter
Berlin	Shanghai
Steven Laird	Betty Sherrod
Manila	Honolulu
Bill Dunn	Bill Norwood
Geneva	Jerusalem
Patrick Borman	Farnsworth Fowle

Sports Division

Walter Barber, *Director of Sports Division*
John Derr, *Assistant Director of Sports Division*
Judson Bailey, *Sports Researcher*

Program Writing Division

Robert J. Landry, *Director of Program Writing Division*
Elwood Hoffman, *Script Editor*
Mortimer Frankel, *Associate Script Editor*
James Hart, *Associate Script Editor*
Charles Monroe, *Associate Script Editor*

Serious Music Division

James H. Fassett, *Director of Serious Music Division*
Lucille Singleton, *Director of Vocal Auditions and Manager of Script and Record Library*

Popular Music Division

Larry Puck, *Director of Popular Music Division and Talent Scout*

(Continued on page 380)

KARM

Fresno, California

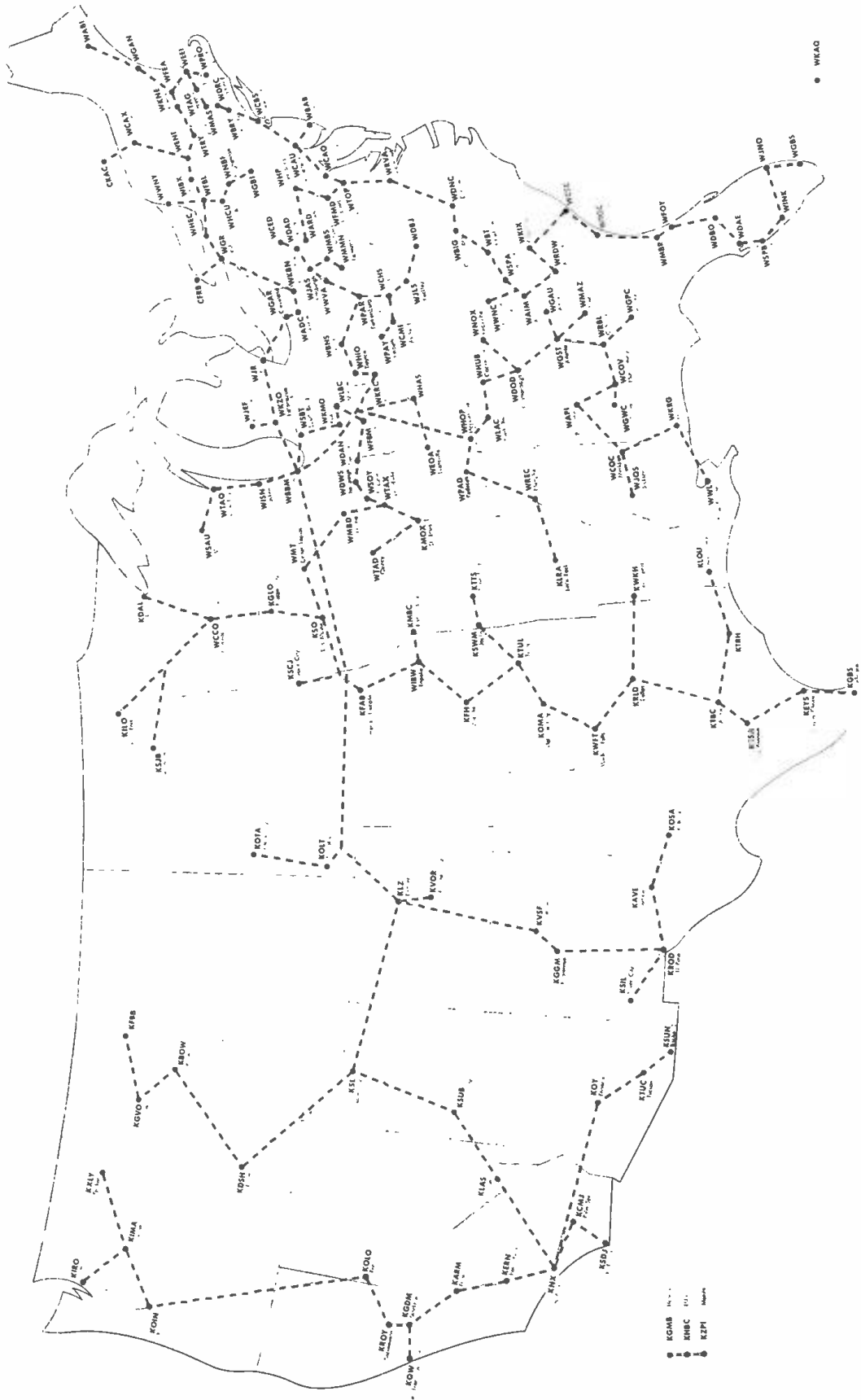
Basic CBS Columbia Station for Central California

Represented Nationally By

EDWARD PETRY & CO., Inc. New York — Chicago — Detroit — St. Louis — Los Angeles — San Francisco

COLUMBIA BROADCASTING SYSTEM

January 1, 1948



**COLUMBIA BROADCASTING SYSTEM, Inc.:
EXECUTIVES and STAFF**

Education Division

Robert Hudson, *Director of Education*
Leon Levine, *Assistant Director of Education*
John Pfeiffer, *Science Director*
Elmer Inman, *Director of Religious Broadcasts*

Producers-Directors

Carl Beler
John Becker
John Carney
Norman Corwin
Oliver Daniel
John Dietz
Robert Heller
Cy Howard
Nita Mack

Fletcher Markle
Irving Mansfield
John Mosman
Ace Ochs
William N. Robson
Will Roland
Robert Shayon
William Spier
Al Ward

Program Operations Department

I. S. Becker, *Director of Program Operations*
R. R. Ray, *Assistant to Director of Operations*
Will Bratler, *Assistant to Director of Operations*

Building Operations Division

Henry Grossman, *Director of Technical and Building Operations*
Walter Pierson, *Manager*

Music Library Division

Julius Mattfeld, *Director of Music Library*

Network Operations Division

Horace Guillotte, *Manager of Network Operations*

Program Typing Division

Hatlet Hess, *Supervisor of Program Typing*

Sound Effects Division

Davidson Vorhes, *Manager of Sound Effects Division*

Technical Operations Division

R. G. Thompson, *Manager of Technical Operations, Eastern Division*

Traffic Division

Hugh A. Cowham, *Commercial Engineer in Charge of Traffic*
A. H. Petersen, *Traffic Manager*

Press Information

George Crandall, *Director*
Charles F. Pekar Jr., *Assistant to the Director*
Arthur Perles, *Assistant Director*
Michael Foster, *Manager, Trade and Feature Division*
Michael Boscia, *Manager of Operations*
Walter Seigal, *Manager of Photographic Division*
Anne Harding, *Manager of Service Division*
Harry Feeney, Jr., *Trade News Editor*
Dorothy Leffler, *Manager of Magazine Division*

Purchasing Department

John E. Forsander, *Purchasing Agent*

Radio Sales

Carl J. Burkland, *General Sales Manager*
H. A. Carlborg, *Eastern Sales Manager, New York*
Wilbur S. Edwards, *Western Sales Manager, Chicago*
H. H. Holtshouser, *Southern Sales Manager, Atlanta*
John Brumbach, *Manager of San Francisco Office*
L. D. Larimer, *Manager of Los Angeles Office*
William Ogden, *Manager of Detroit Office*
Richard Hess, *Supervisor of Research for Radio Sales and C-O Stations*
Thomas B. Ellsworth, *Director of Promotion for Radio Sales*
Emmett Heerd, *Business Manager of Sales Service*

Research Department

Elmo C. Wilson, *Director of Research*
Oscar Katz, *Associate Director of Research*
Edward Reeve, *Chief Statistician*
Harper Carraine, *Chief Quantitative Analyst*
Tore Hallonquist, *Chief of Program Analysis Division*

Reference Department

William C. Ackerman, *Director of CBS Reference Department*
Standford Mirkin, *Manager of Program Research Division*
Agnes Law, *Librarian*

Sales Promotion and Advertising Department

Victor M. Ratner, *Vice President and Director of Advertising and Sales Promotion*
Louis Hausman, *Associate Director*
William Golden, *Associate Director*
Thomas D. Connolly, *Director of Program Promotion*
John Fox, *Manager of Production*
John P. Cowden, *Director of Promotion Service for C-O Stations*

Shortwave Broadcasting and Latin American Affairs
Edmund Chester, *Director of Shortwave Broadcasts and Latin American Relations*
John Hundley, *Assistant Director of Shortwave Broadcasts*

Roberto Unanue, *Assistant Director of Latin American Relations*
Tony Kraber, *Executive Assistant in Charge of Operations*
Lawrence S. Haas, *Director of Shortwave News*
Margaret Kennedy, *Supervisor of Press Information and Listener Relations*
Russ Johns, *Chief of Production*
Tomas Perez, *Supervisor of Spanish Division*
Luis Jatoba, *Chief of Brazilian Division*
Robert DeHart, *Engineer in Charge of Shortwave Broadcasting*

Station Administration Department

J. L. Van Volkenburg, *Director of Station Administration*
William H. Hylan Jr., *Assistant*

Station Relations Department

H. V. Akerberg, *Vice President in Charge of Station Relations*
J. Kelly Smith, *Director of Station Relations*
William A. Schudt Jr., *Eastern Division Manager*
Ralph S. Hatcher, *Manager, CBS Co-op Division*
Los Angeles Office, *Station Relations—Columbia Square*
Edwin Buckalew, *Western Division Manager*

Television Department

Lawrence W. Lowman, *Vice President*
Worthington C. Miner, *Director of Television*
Leonard Hole, *Director of Plans Division*
George L. Moskovics, *Commercial Manager*
Benjamin F. Feiner Jr., *Acting Director of Television Programs*
Merritt H. Coleman, *Director of Operations*
Paul Wittlig, *Manager of Technical Operations*
Charles Holden, *Manager of Production*
James J. Kane, *Manager of Press Information*
James McNaughton, *Art Director*
Robert Bendick, *Director of News and Special Events*
Robert R. Edge, *Director of Sports*
Halsey V. Barrett, *Promotion Manager*

NEW YORK CITY

WCBS AND WCBS-FM, 485 Madison Avenue
Arthur Hull Hayes, *General Manager*
G. Richard Swift, *Assistant General Manager and Program Director*
Don Miller, *Sales Manager*
Henry Grossman, *Chief Engineer*
Jules Dundes, *Sales Promotion Manager*
Henry Untermeyer, *Director of Special Events*
D. Gordon Graham, *Assistant Program Director*
William Ellwell, *Manager of Program Operations*

BOSTON

WEEI, 182 Tremont Street
Harold E. Fellows, *Manager of New England Operations for CBS and General Manager of WEEI*
Kingsley F. Horton, *Assistant Manager-Director of Programs and Sales*
H. Roy Marks, *Assistant Sales Manager*
Raymond G. Girardin, *Production Manager and Assistant Program Director*
Harold Dorschug, *Director of Engineering, Sound and Transcriptions*

John J. Murray, *Manager of Accounting, Personnel and Purchasing*
Marie Koulahan, *Director of Press Information*
Guy C. Cunningham, *Director of Sales Promotion*

CHICAGO

WBBM and WBBM-FM, 410 North Michigan Avenue
Leslie Atlas, *Vice President in Charge of Central Division and General Manager of WBBM*
Frank Falknor, *Assistant General Manager*
J. V. McLoughlin, *Executive Assistant*
Walter Preston, *Acting Director of Program Department*
Erwin H. Shomo, *Sales Manager*
G. V. Sherman, *Chief Engineer of WBBM*
Everett Holles, *News Editor*
Robert Savage, *Sales Promotion Manager*
Urban Johnson, *Chief Sound Technician*
Don E. Kelley, *Director of Press Information*
Louis Lazarus, *Accountant*

MINNEAPOLIS-ST. PAUL

WCCO, 625 Second Avenue, South
Merle Jones, *General Manager*
Eugene B. Wilkey, *Program Director*
Thomas Dawson, *Sales Manager*
J. J. Beloungy, *Chief Engineer*
Carl Small Ward, *Manager of Sales Promotion & Director of Press Information*
John Lucas, *Accountant*

LOS ANGELES

KNX, Columbia Square
D. W. Thornburgh, *Vice President in Charge of Western Division and General Manager of KNX*
Harry W. Witt, *Assistant General Manager*
Ernest Martin, *Director of Network Programs, West Coast*
Hal Hudson, *Western Program Director*
George W. Allen, *Program Director Columbia Pacific Network*
Thomas Hargis, *Program Director, KNX*
J. Archie Morton, *Sales Manager, KNX*
Lester Bowman, *Manager of Technical Operations Western Division and Chief Engineer of KNX*
Ben Foley, *Production Manager*
Chet Huntley, *Director of Special Features and Public Events*
Charles D. Ryder Jr., *Manager of Accounting, Personnel and Purchasing*
Ned Marr, *West Coast Attorney*
Clinton Jones, *News Editor*
Lloyd Brownfield, *Director of Press Information*
Ralph W. Taylor, *Manager of Sales Promotion*

San Francisco Office—Palace Hotel

Wayne Steffner, *Manager*

ST. LOUIS

KMOX, 401 South Twelfth Blvd.
Wendell B. Campbell, *General Manager*
Jack Sexton, *Director of Program Sales*
Carter Ringley, *Sales Manager*
J. Souldar Johnson, *Director of Public Relations*
Harry Harvey, *Chief Engineer*
Robert F. DeVoe, *Supervisor of Accounting, Personnel and Office*
Jerry Hoekstra, *Director of Special Events and Pre Information*
Carrington W. Doebler, *Director of Sales Promotion*

WASHINGTON

WTOP and Washington Office of CBS, Warner Building
Earl H. Gammons, *Vice President in Charge of Washington Office*
Maurice Mitchell, *General Manager of WTOP*
Hazel K. Markell, *Program Manager*
Edward E. Scovill, *Supervisor of Public Affairs*
Richard L. Linkroum, *Sales Manager*
Clyde Hunt, *Chief Engineer*
Harry R. Crow, *Supervisor of Accounting, Personnel and Purchasing*
Cody Pfanstiehl, *Director of Press Information*

KROY

Sacramento, California

Columbia's Basic Station for California's Capital

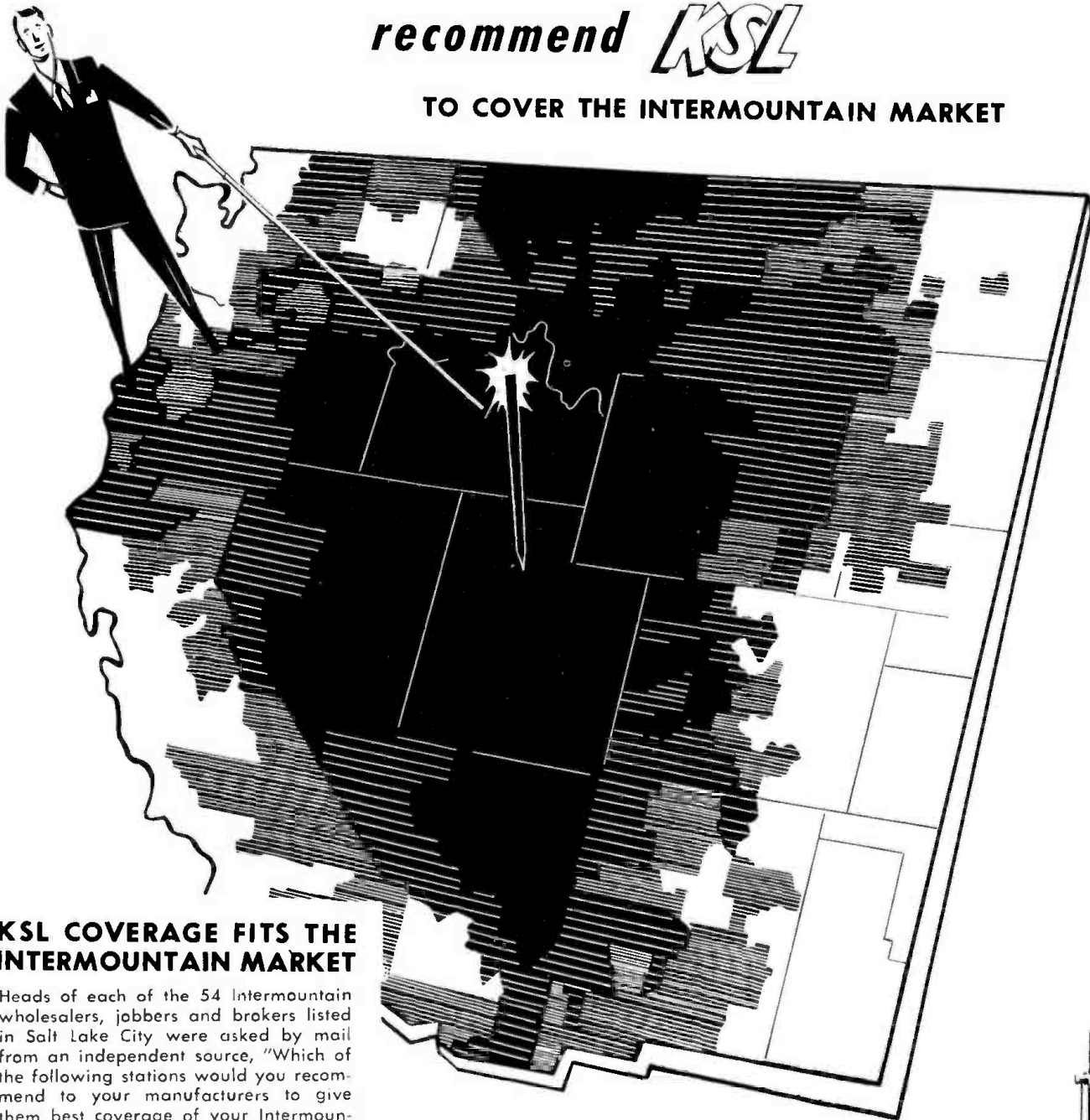
Represented Nationally By

EVERY-KNODEL, Inc. New York — Chicago — San Francisco — Los Angeles

4 out of 5 Salt Lake Wholesalers

recommend **KSL**

TO COVER THE INTERMOUNTAIN MARKET



KSL COVERAGE FITS THE INTERMOUNTAIN MARKET

Heads of each of the 54 Intermountain wholesalers, jobbers and brokers listed in Salt Lake City were asked by mail from an independent source, "Which of the following stations would you recommend to your manufacturers to give them best coverage of your Intermountain Market?" (The five Salt Lake City stations were listed alphabetically). 4 out of 5 named KSL as their choice.

BUSINESS MEN concerned with the Intermountain area realize that KSL serves their needs most completely and most economically, that, in fact, KSL is the only single medium reaching every portion of this important western market. When planning your next campaign, see your nearest Radio Sales representative for KSL figures and availabilities.

KSL

50,000 WATTS • CLEAR CHANNEL
SALT LAKE CITY



REPRESENTED BY RADIO SALES, THE SPOT BROADCASTING DIVISION OF CBS
BROADCASTING • Telecasting

1948 Yearbook Number • Page 381

MUTUAL BROADCASTING SYSTEM: EXECUTIVES and STAFF

1440 Broadway, New York 18, N. Y.
Phone: Pennsylvania 6-9600

EXECUTIVE PERSONNEL

BOARD OF DIRECTORS

Lewis Allen Weiss, Don Lee, Hollywood, *Chairman*
Theodore C. Strelbert, WOR, New York, *Vice Chairman*

E. M. Antrim, WGN, Chicago
Willet H. Brown, Don Lee, Hollywood
Chesser Campbell, WGN, Chicago
J. E. Campeau, CKLW, Detroit
H. K. Carpenter, WPK, Cleveland
Benedict Gimbel, Jr., WIP, Philadelphia
Edgar Kobak, MBS, New York
John Shepard III, Yankee Network, Boston
J. R. Poppele, WOR, New York
Linus Travers, Yankee Network, Boston

OFFICERS

Edgar Kobak, New York, *President*
Robert D. Swezey, New York, *Vice President and General Manager*
E. M. Antrim, Chicago, *Secretary*
James E. Wallen, New York, *Treasurer, Controller and Assistant Secretary*
Phillips Carlin, New York, *Vice President in Charge of Programs*
Z. C. Barnes, New York, *Vice President in Charge of Sales*
Robert A. Schmid, New York, *Vice President in Charge of Station Relations*
A. A. Schechter, New York, *Vice President in Charge of News, Special Events and Publicity*
E. P. H. James, New York, *Vice President in Charge of Advertising, Promotion and Research*
A. N. Hult, Chicago, *Vice President in Charge of Midwest Operations*

LEGAL COUNSEL

Louis C. Caldwell } *Firkland, Fleming, Green,*
Keith Masters } *Martin and Ellis, Washing-*
Andrew C. Hamilton } *ton, D. C., and Chicago*
Leo Lauterstein } *Lauterstein, Spiller and*
David Brown } *Bergman, New York*
Esterly Chase Page, Washington, *Engineering Consultant*

DEPARTMENTS AND DIVISIONS

EXECUTIVE OFFICERS

Edgar Kobak, *President*
Robert D. Swezey, *Vice President and General Manager*

ACCOUNTING DEPARTMENT

James E. Wallen, *Controller*
George Rappell, *Assistant Controller*
Richard Groom, *Auditor*
George Westby, *Budget Director*

OFFICE MANAGEMENT

James E. Wallen, *Office Manager*
Beatrice M. Marschner, *Personnel Director*
Ruth Hendler, *Purchasing Agent*
Margaret Maloney, *Telephone Supervisor*

ENGINEERING DEPARTMENT

E. M. Johnson, *Director*
Leslie Learned, *Manager of Engineering Traffic*
James Chapman, *Supervisor of Engineering Traffic*
Lewis R. Tower, *Chief Facilities Engineer*

PROGRAM DEPARTMENT

Phillips Carlin, *Vice President in Charge*
Adolph Opfinger, *Assistant to Vice President in Charge*
Hendrik Booraem, *National Program Manager*
B. J. Hauser, *Director of Cooperative Programs*
Walter Lurie, *Director of New Program Development*
Herbert Rice, *Director of Production*
Edwin Otis, *Supervisor of Commercial Programs*
Finis Farr, *Script Editor*
Hal Wagner, *Manager of Operations*
John Newhouse } *Night Supervisors*
Hugo Sellar }
Elsie Dick, *Director of Education, Women's and Religious Activities*
Dorothy Ann Kemble, *Director of Continuity Acceptance*
Ada Lusardi, *Program Traffic Manager*
Floyd Mack, *Manager of Special Operations*

NEWS, SPECIAL EVENTS AND PUBLICITY DEPARTMENTS

A. A. Schechter, *Vice President in Charge*
Milton Burgh, *Director of News*
Jack Falge, *Director of Special Events*
Paul Jonas, *Director of Sports*
James E. O'Bryon, *Director of Publicity*
Francis X. Zuzulo, *Assistant Director of Publicity, Trade News Editor*
Robert Wilson, *Director of Exploitation*
Hal Gold, *Press Editor*
Marla Caterine, *Photo Editor*
John Skinner, *Special Service Editor*

WASHINGTON STAFF

Alexandra Roudybush, *Administrative Assistant*
Alber L. Warner, *Director of News*
Stephan McCormack, *Presidential Announcer*

SALES DEPARTMENT

Z. C. Barnes, *Vice President in Charge*
Harold Coulter, *Assistant to the Vice President in Charge*
George Benson, *Eastern Sales Manager*
T. E. Danley, *Manager of Sales Traffic*
Alma Graef, *Manager of Sales Service*

ADVERTISING, SALES PROMOTION AND RESEARCH DEPARTMENT

E. P. H. James, *Vice President in Charge*
Jesse Thompson, *Director of Promotion*
Richard Fuff, *Director of Research*
F. Carleton McVarish, *Manager of Audience Promotion*
Winifred Hall, *Production Supervisor*

STATION RELATIONS

Robert A. Schmid, *Vice President in Charge*
Charles Godwin, *Director of Station Relations*
Robert Carpenter, *Field Representative*
Don Ioset, *Field Representative*
Norman Knight, *Statistician*
Roy Danish, *Manager, Station Information*

CHICAGO STAFF

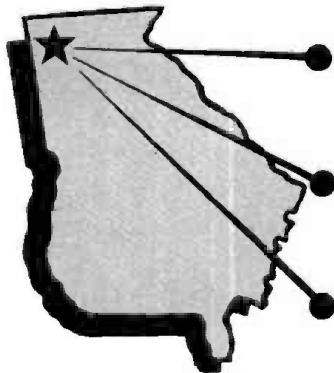
Adolf N. Hult, *Vice President in Charge of Midwest Operations*
Carroll Marts, *Assistant to the Vice President in Charge*
DeWitt Mower, *Midwestern Sales Manager*
Dorothy Reynolds, *Office Manager*
Myrtle Goulet, *Supervisor of Station Traffic*
Gilbert McClelland, *Director of Sales Promotion*
James Mahoney, *Manager of Western Division (Station Relations)*
George Herro, *Publicity Director*

DETROIT

Herbert Faust, *Central Division Manager*

PHILADELPHIA & PITTSBURGH

Howard Cann, *Sales Representative*
(Continued on page 386)



ROME'S "FIRST"
Radio Station

ROME'S ONLY
Fulltime Station

WRGA 1470 kilocycles

WRGA • FM 106.5
megacycles

Happy Quarles, General Manager

Representatives

THE WALKER COMPANY

MUTUAL BROADCASTING SYSTEM

ROME
GEORGIA

new!
5000 WATTS
DAY and NIGHT
WRGA
WRGA-FM

NATIONAL BROADCASTING COMPANY

30 Rockefeller Plaza 20, New York City. Telephone: Circle 7-8300

Registered Telegraphic Address: NATBROADCAST, NEW YORK

BOARD OF DIRECTORS

James Rowland Angell
Arthur E. Braun
John T. Cahill
Bertram Cutler
Gano Dunn
Frank M. Folsom

Niles Trammell

OFFICERS

David Sarnoff, *Chairman of the Board*
Niles Trammell, *President*
Frank E. Mullen, *Executive Vice President*
William Brooks, *Vice President*
Charles R. Denny, *Vice President & General Counsel*
Ken R. Dyke, *Administrative Vice President*
C. Lloyd Egner, *Vice President*
Sydney Elges, *Vice President*
Charles F. Hammond, *Vice President*
O. E. Hanson, *Vice President*
William S. Hedges, *Vice President*
Harry C. Kopf, *Administrative Vice President*
John H. MacDonald, *Administrative Vice President & Assistant Secretary*
John F. Royal, *Vice President*
Frank H. Russell, *Vice President*
I. E. Showerman, *Vice President*
Sidney N. Stotz, *Vice President*
Roy C. Witmer, *Vice President*
R. J. Telchner, *Treasurer & Assistant Secretary*
H. F. McKeon, *Controller*
Lewis MacConnach, *Secretary*
Wayne Mason, *Assistant Secretary*

Departments and Divisions

EXECUTIVE OFFICES

Niles Trammell, *President*
Frank E. Mullen, *Executive Vice President*
James Rowland Angell, *Public Service Counselor*
Ken R. Dyke, *Administrative Vice President in charge of Programs, Public Affairs and Education and Continuity Acceptance Departments and Director of Broadcast Standards and Practices*
Charles P. Hammond, *Vice President & Assistant to the Executive Vice President*
William S. Hedges, *Vice President in Charge of Planning & Development*
Harry C. Kopf, *Administrative Vice President in Charge of Network Sales, National Spot Sales, Stations Department and Owned and Operated Stations*
Clay Morgan, *Assistant to the President and Director of Special Services and Guest Relations*
John H. MacDonald, *Administrative Vice President in Charge of Controllers, Treasurers, Budget, General Service, Personnel and Guest Relations Departments*
John Royal, *Vice President & Assistant to the Executive Vice President*
Albert E. Walker, *Executive Assistant*
Roy C. Witmer, *Staff Vice President and Assistant to the President*

ADVERTISING AND PROMOTION DEPARTMENT

James Nelson, *Director*
Roy C. Porteous, *Manager*
Allen Hurlburt, *Art Director*
George W. Wallace, *Network Sales Promotion Manager*

BUDGET

J. Robert Myers, *Assistant to the Administrative Vice President in Charge*

CONTINUITY ACCEPTANCE DEPARTMENT

Stockton Helffrich, *Manager*

CONTROLLERS DEPARTMENT

Harry F. McKeon, *Controller*
Harold M. Kelly, *Assistant Controller*
Hugh R. McGeachie, *Assistant Controller*

ENGINEERING DEPARTMENT

O. E. Hanson, *Vice President and Chief Engineer*
George McElrath, *Director of Engineering Operations*
William A. Clarke, *Administrative Assistant*
E. R. Cullen, *Operations Assistant to the Manager*
J. D'Agostino, *Liason Engineer*
Raymond F. Guy, *Manager, Radio and Allocations Engineering*
William Dubtera, *Staff Allocations Engineer*
Chester A. Rackey, *Manager, Audio and Video Engineering*
Robert E. Shelby, *Director of Television Engineering Operations*
George M. Nixon, *Manager of Engineering Development*
George E. Stewart, *National Recording Supervisor*
F. A. Wankel, *Eastern Division Engineer*
James Wood, Jr., *Manager of Technical Services*
H. C. Luttgens, *Central Division Engineer—Chicago*
A. H. Saxton, *Western Division Engineer—Hollywood*

GENERAL SERVICE DEPARTMENT

Edward M. Lowell, *Director*
W. R. Thompson, *Manager of Building Maintenance Division*

GUEST RELATIONS DEPARTMENT

Paul Rittenhouse, *Manager*
William Ervin, *Executive Assistant Manager*
John Mills, *Assistant Manager in Charge of Reception*
Peter Tintle, *Assistant Manager in Charge of Tours*

INFORMATION DEPARTMENT

Horton Heath, *Director*
Irene Kuhn, *Assistant Director*
Anita Barnard, *Manager of Correspondence Division*

LEGAL DEPARTMENT

Charles R. Denny, *Vice President & General Counsel*
Henry Ladner, *Assistant General Counsel*
Robert P. Myers, *Assistant General Counsel*
Edmund Souhaml, *Attorney*
John P. King, *Attorney*
Paul B. Lynch, *Attorney*
Richard H. Graham, *Attorney (Hollywood)*
Thomas H. Compere, *Attorney (Chicago)*
Willson I. Hurt, *Attorney (Denver)*
A. L. Ashby, *Counsel*
Cahill, Gordon, Zachry & Reindel, *Counsel (New York & Washington)*

NATIONAL SPOT SALES DEPARTMENT

James V. McConnell, *Director*
John de Russy, *Manager*
William Seth, *Promotion Advertising Manager*

NETWORK SALES DEPARTMENT

George H. Frey, *Director*
Edward R. Hitz, *Assistant Director*

NEWS & SPECIAL EVENTS AND INTERNATIONAL RELATIONS

William F. Brooks, *Vice President in Charge*
Joseph O. Meyers, *Assistant to the Vice President*
Frederick B. Bate, *Assistant to the Vice President*

NEWS AND SPECIAL EVENTS DEPARTMENT

Francis C. McCall, *Manager of Operations*
Adolph J. Schneider, *Assistant Manager of Operations*
Jeanette Kriendler, *Office Manager*

INTERNATIONAL DIVISION

Stanley P. Richardson, *Assistant to the Vice President*
Cal Abraham, *Manager of Station Relations*
Helen Davis, *Office Manager*

PERSONNEL DEPARTMENT

Ernest de la Ossa, *Director*
Theodore Thompson, *Manager*
Ruth Hurd, *Records and Research Manager*
Helen Korday, *Employment Manager*
Corinne Pearson, *Employee Services Counselor*

PRESS DEPARTMENT

Sydney Elges, *Vice President in Charge*
Thomas E. Knode, *Director*
Jo Dine, *Trade Press Editor*
Allan Kalmus, *Television Editor*
Leo Hershendorfer, *Feature and Copy Editor*
James McLean, *Magazine Editor*
Sam Kaufman, *Exploitation Editor*
Al Kastner, *Column Editor*
Leonard Meyers, *Music Editor*
Sidney Desior, *Photo Editor*
Dorothy Collins, *Fashion Editor*

PROGRAM DEPARTMENT

Thomas McCray, *National Program Manager*
Robert K. Adams, *Production Manager*
Thomas H. Belysio, *Manager of the Music Library*
Frank Black, *General Music Director*
Samuel Chotzinoff, *Manager, Music Division*
Patrick J. Kelly, *Supervisor of Announcing*
Allin Robinson, *Night Program Manager*
Frederick Knopfke, *Sound Effects Manager*
William Stern, *Director of Sports*
Richard P. McDonagh, *Manager, Script Division*
Fred Shawn, *Administrative Assistant*
Grace H. Sniffin, *Supervisor Business Office*

PUBLIC AFFAIRS AND EDUCATION DEPARTMENT

Dwight B. Herrick, *Operations Manager*
Doris Corwith, *Manager, Talks Division*
Margaret Cuthbert, *Manager, Organizations Division*
Sterling Fisher, *Advisor*
Jane T. Wagner, *Assistant Manager, Organizations Division*

RADIO RECORDING DEPARTMENT

C. Lloyd Egner, *Vice President in Charge*
Robert W. Freidheim, *Manager*
Henry P. Hayes, *Assistant to the Vice President & Business Manager*
Norman Cloutier, *Manager of Thesaurus Programs*
Charles G. Hicks, Jr., *Recording Sales Manager*
Willis B. Parsons, *Thesaurus & Syndicated Sales Manager*
George C. Stevens, *Office Manager*
H. H. Wood, *Program Manager*

RESEARCH DEPARTMENT

Hugh M. Beville, Jr., *Director*
Barry T. Rumble, *Manager*

STATIONS DEPARTMENTS

Easton C. Woolley, *Director*
Burton Adams, *Manager—Cooperative Programs Division*

STATIONS RELATIONS DEPARTMENT

Sheldon B. Hickox Jr., *Manager*

TRAFFIC DEPARTMENT

Harry A. Woodman, *Manager*

TELEVISION DEPARTMENT

Noran Kersta, *Director of Television Operations*
Warren Wade, *Executive Producer Program Division*
Reynold R. Kraft, *Eastern Sales Manager*
C. G. Alexander, *Business Manager Program Division*
Allan Kalmus, *Press Editor*
R. E. Shelby, *Director of Television Engineering Operations*
William Webb, *Promotion Manager*

TRANSPORTATION DEPARTMENT

Marie F. Dolan, *Manager*

TREASURERS DEPARTMENT

Rudolph J. Telchner, *Treasurer*
William D. Bloxham, *Purchasing Agent*
William A. Williams, *Assistant to the Treasurer*

OPERATED STATIONS

WNBC—New York

James M. Gaines, *Director of Owned and Operated Stations and Manager of WNBC*
Thomas B. McFadden, *Assistant Manager*
Murray Harris, *Press Manager*
Fred Heywood, *Manager News and Special Events*

Thomas Page, *Farm Director*
Charles H. Phillips, *Advertising and Promotion Manager*
de Lancy Provost, *Program Manager*

WTAM—Cleveland

Vernon Fribble, *Station Manager*
Howard Barton, *Promotion and Public Relations Manager*
Michael Flanagan, *Press Manager*
Howard Gallagher, *Sales Manager*
Samuel Leonard, *Engineer in Charge*
Harold Metzger, *Program Manager and Assistant Station Manager*
Edward Wallace, *Director of News & Special Events*

KOA—Denver

Lloyd Yoder, *General Manager*
James MacPherson, *Assistant General Manager and Commercial Manager*
Clarence Moore, *Program Manager*
Dale Newbold, *Auditor and Personnel Director*
Robert Owen, *Engineer in Charge*
Randolph Smith, *Promotion Manager*

KNBC—San Francisco

John Elwood, *General Manager*
George Graves, *Assistant General Manager*
W. J. Andrews, *Radio Recording Manager*
Harry Bubeck, *Program Manager*
A. Crapsey, *Local Sales Manager*
James Day, *Public Service Director*
Alphonse Diedrichs, *Auditor & Office Manager*
Ethel Gilchrist, *Manager Sales Promotion*
Byron Mills, *Continuity Acceptance Manager*
Curtis Peck, *Engineer in Charge*
John Thompson, *Manager, News & Public Service*

CENTRAL DIVISION—CHICAGO

Merchandise Mart, Chicago 54, Illinois
Tel. Superior 8300

I. E. Showerman, *Vice President in Charge*
Thomas H. Compere, *Attorney*
William Drips, *Director of Agriculture*
Robert Guilbert, *Continuity Acceptance Editor*
Jules Herbueaux, *Program Manager*
John S. Keck, *Station Relations Manager*
David Lasley, *Radio Recording Manager, Central Division*
Howard C. Luttgens, *Chief Engineer*
Paul McCluer, *Network Sales Manager*
Oliver Morton, *National Spot Sales Manager*
William B. Ray, *News & Special Events Manager*
Jack Ryan, *Press Manager*
Judith Waller, *Public Service Director*
John Whalley, *Business Manager*

(Continued on Page 386)

NETWORK FACILITIES OF THE NATIONAL BROADCASTING COMPANY, INC.

JANUARY 1, 1948



Wireless, National and the other services are shown only
and subject to change without notice.



NBC GRAPHIC DIVISION

CANADIAN BROADCASTING CORPORATION: EXECUTIVES AND STAFF

BOARD OF GOVERNORS

A. Davidson Dunton, Ottawa, Ont., *Chairman*
 Rene Morin, Montreal, Que., *Vice-Chairman*
 Howard B. Chase, Montreal, Que.
 Mrs. T. W. Sutherland, Revelstoke, B. C.
 F. J. Crawford, Toronto, Ont.
 Dean Adrien Poullot, Laval University, Que.
 Dr. G. Douglas Steel, Charlottetown, P. E. I.
 John J. Bowlen, Calgary, Alta.
 (H. M. Palmer, secretary, 140 Wellington St., Ottawa, Ont.)

(one vacancy)

HEAD OFFICE

Victoria Bldg., 140 Wellington St., Ottawa, Ont.
 Dr. Augustin Frigon, *General Manager*
 (also Keefer Bldg., 1440 St. Catherine St. W., Montreal, Que.)
 Donald Manson, *Assistant General Manager*
 R. P. Landry, *Director of Personnel and Administrative Services*
 G. W. Richardson, *Assistant Director of Personnel and Administrative Services*
 K. M. Kelly, *Supervisor of Personnel and Welfare*
 Marcel Carier, *Supervisor of Administrative Services*
 A. E. Tetu, *Chief of Records*
 V. F. Segee, *Editor, "RADIO" (CBC Staff Magazine)*
 (354 Jarvis Street, Toronto 5, Ont.)
 H. Bramah, *Treasurer*
 S. Schnobb, *Assistant to Treasurer*
 W. R. Mortimer, *Supervisor of Expenditures*
 F. W. Savignac, *Assistant to Executive-Legal*
 H. M. Palmer, *Executive Assistant and Secretary to Board of Governors*

NATIONAL PROGRAM OFFICE

354 Jarvis St., Toronto 5, Ont.

Ernest L. Bushnell, *Director-General of Programs*
 Charles Jennings, *General Supervisor of Programs*
 Harry J. Boyle, *Program Director Trans-Canada Network*
 H. G. Walker, *Manager, Dominion Network*
 Andrew Allan, *Supervisor of Drama*
 W. H. Brodie, *Supervisor of Broadcast Language*
 D. Claringbull, *Manager, Personnel and Administrative Services*
 W. J. Dunlop, *Special Assistant, Religious and Institutional Broadcasts*
 Mary Grannan, *Children's Broadcasts*
 H. E. S. Hamilton, *Technical Liaison Officer (Engineering Division)*
 H. Hilliard, *Supervising Engineer (Toronto Area)*
 E. W. Jackson, *Traffic Manager*
 J. M. Kannawin, *Supervisor of Presentation*
 R. S. Lambert, *Supervisor of School Broadcasts*
 Elizabeth D. Long, *Women's Interests*
 J. N. Mogeridge, *Supervisor of Program Clearance*
 D. C. McArthur, *Chief News Editor*
 Neil M. Morrison, *Supervisor of Talks and Public Affairs*

Fergus Mutrie, *Supervisor of Farm Broadcasts*
 H. Z. Palmer, *Program Administrative Officer*
 A. E. Powley, *News Features Editor*
 J. Frank Willis, *Supervisor of Feature Broadcasts*

COMMERCIAL DIVISION

354 Jarvis St., Toronto 5, Ont.

E. A. Weir, *Commercial Manager*
 W. E. Powell, *Assistant Commercial Manager*
 W. R. Johnston, *Supervisor of Acceptance and Production*
 T. T. Odell, *Sales Representative*
 L. E. Pegg, *Sales Representative*
 Arthur Barr, *Sales and Commercial Traffic*
 H. F. Chevrier, *Coverage Statistics*

PRESS AND INFORMATION SERVICE

Harriett M. Ball, *Press and Information Representative, Head Office*
 (354 Jarvis St., Toronto 5, Ont.)
 Valentine K. Barrow, *Reference Librarian, Head Office*
 (354 Jarvis St., Toronto 5, Ont.)
 Leopold Houle, *Supervisor of Press and Information*
 (1231 St. Catherine St. W., Montreal, Que.)
 Jean St. Georges, *Press and Information Representative*
 (1231 St. Catherine St. W., Montreal, Que.)
 C. E. L'Ami, *Press and Information Representative*
 (300 Manitoba Telephone Bldg., Winnipeg, Man.)
 P. C. Keatley, *Press and Information Representative*
 (701 Hornby Street, Vancouver, B. C.)
 T. C. Fairley, *Press and Information Representative of International Service*
 (1551 Bishop Street, Montreal, Que.)

BROADCAST REGULATIONS DIVISION

354 Jarvis St., Toronto 5, Ont.

Geo. R. Young, *Manager, Broadcast Regulations*
 R. E. Keddy, *Assistant to Manager*
 R. S. Macpherson, *Food and Drug Continuity Clearance*

STATION RELATIONS DIVISION

354 Jarvis St., Toronto 5, Ont.

Geo. R. Young, *Director of Station Relations*
 R. E. Keddy, *Assistant to Director*
 I. M. Ritchie, *Program Distribution*
 Maurice Goudrault, *Supervisor of Station Relations (Quebec)*
 (Keefer Bldg., 1440 St. Catherine St. W., Montreal, Que.)

ENGINEERING DIVISION

Keefer Bldg., 1440 St. Catherine St. W., Montreal, Que.

Gordon W. Olive, *Chief Engineer*
 J. A. Oulmet, *Assistant Chief Engineer*
 W. A. Nichols, *Plant Engineer*
 D. G. McKinstry, *Chief Architect*
 W. G. Richardson, *Transmission and Development Engineer*
 N. R. Olding, *Operations Engineer*

M. L. Poole, *Project Engineer*
 C. E. Stiles, *Supervisor of Purchasing and Stores*
 H. E. S. Hamilton, *Supervising Engineer (Network Operations)*
 (354 Jarvis St., Toronto 5, Ont.)

REGIONAL OFFICES

Maritime Region, United Service Bldg.,
 100 Sackville St., Halifax, N. S.

W. E. S. Briggs, *Program Director*
 H. M. Smith, *Regional Engineer (CBA, Sackville N. B.)*

Quebec Region, King's Hall Bldg.,
 1231 St. Catherine St. W., Montreal, Que.

Armand Berube, *Supervisor of Farm Broadcasts*
 Rupert Caplan, *Supervisor of Production*
 R. Daveluy, *Supervisor of Presentation*
 Benoit Lafleur, *Supervisor of Talks and Public Affairs*
 W. J. O'Reilly, *Program Director, CBM*
 Marcel Oulmet, *Director of French Network*
 J. R. Samson, *Manager, Personnel and Administrative Services*

Aurele Seguin, *Supervisor of School Broadcasts*
 Maurice Valliquette, *Commercial Manager*
 Prairie Region, 300 Manitoba Telephone Bldg.,
 Winnipeg, Man.

James R. Finlay, *Regional Representative*
 British Columbia Region, 701 Hornby St.,
 Vancouver, B. C.

Kenneth Caple, *Program Director*
 A. B. Ellis, *Regional Engineer*

CBC INTERNATIONAL SERVICE

1236 Crescent St., Montreal, Que.

Ira Dilworth, *General Supervisor*
 C. R. Delafield, *Assistant General Supervisor*
 R. D. Cahoon, *Senior Engineer*
 (1551 Bishop St., Montreal, Que.)
 A. D. Monk, *Manager, Personnel and Administrative Services*
 A. G. Cowan, *European Representative*
 (c/o BBC, 200 Oxford St., London W.1, England)
 J. S. Peach, *Supervisor of the United Kingdom and Commonwealth Section*
 G. Arthur, *Supervisor of the French Section*
 (1551 Bishop St., Montreal, Que.)
 S. W. Griffiths, *Supervisor of the European Section*
 P. W. Cook, *Supervisor of the Latin American Section*
 (1551 Bishop St., Montreal, Que.)

CBC OVERSEAS OFFICE

c/o BBC, 200 Oxford St., London W.1, England
 Andrew G. Cowan, *European Representative*

NATIONAL BROADCASTING COMPANY

(Continued from Page 384)

WESTERN DIVISION—HOLLYWOOD

Sunset Blvd. and Vine St., Hollywood, Calif.
 Tel. Hollywood 6161

Sidney N. Strotz, *Vice President in Charge*
 Lewis S. Frost, *Assistant to the Vice President*
 Frank Berend, *Western Division, Network Sales Manager*
 Harold Bock, *Manager of Public Relations and Television Operations*
 Robert V. Brown, *Networks Program Manager*
 Frank Dellett, *Auditor*
 Paul Gale, *Traffic Manager*
 Donald Honrath, *Continuity Acceptance Manager*
 Lathrop Mack, *Western Division National Spot Sales Manager*
 Henry Maas, *Sales and Program Traffic Manager*
 Robert McAndrews, *Promotion and Advertising Manager*
 Jennings Pierce, *Public Service and Station Relations Manager*
 Leslie Raddatz, *Network Press Manager—Western Division*
 Alfred Saxton, *Network Engineer—Western Division*
 Oscar Turner, *Radio Recording Manager*
 Roger Sprague, *Network News Manager—Western Division*

WASHINGTON, D. C.

724 14th Street N. W., Washington, D. C.
 Tel. Republic 4000

Frank M. Russell, *Vice President in Charge*
 Carleton D. Smith, *Manager WRC*
 R. G. Coldenstoth, *Auditor*
 Mahlon Glascock, *Sales Manager*
 Albert E. Johnson, *Engineer in Charge*
 William McAndrew, *Assistant to the Vice President & Director of News and Special Events*
 Robert Morrison, *Manager of Radio Recording*
 Walter Royen, *Press Manager*

Page 386 • 1948 Yearbook Number

James Sellar, *Assistant to the Manager*
 George Wheeler, *Program Manager*
 Lorin Myers, *Promotion Manager*

FOREIGN REPRESENTATIVES

Henry Cassidy, 52 Avenue des Champs Elysees, Paris, France
 Merrill Mueller, 43 Berkeley Square, London West 1, England
 Max Jordan, Aeschengraben 31, Basle, Switzerland
 Robert Magdoff, United States Military Mission, c/o United States Embassy, Moscow, Russia
 George Thomas Folster, GHQ PRO, AFPAC, APO 500 c/o Postmaster, San Francisco (Japan)
 Edwin Haaker, American Press Center, APO 742A c/o Postmaster, New York, N. Y. (Germany)

NBC STATIONS PLANNING & ADVISORY COMMITTEE

Paul W. Morency, WVIC Hartford
 Richard Mason, WPTF Raleigh
 Milton Greenebaum, WSAM Saginaw, Mich.
 H. W. Slavick, WMC Memphis
 Walter E. Wagstaff, KIDO Boise, Idaho
 H. Quentin Cox, KGW Portland, Ore.
 John J. Gillin, Jr., WOW Omaha
 William B. Way, KVOO Tulsa

STATIONS OWNED AND OPERATED BY THE NATIONAL BROADCASTING CO.

WNBC New York
 WMAQ Chicago
 WRC Washington
 WTAM Cleveland
 KNBC San Francisco
 KOA Denver
 WNBC-FM New York
 WNET New York (Television)
 WNBW Washington (Television)

MUTUAL NETWORK

(Continued from page 382)

FOREIGN NEWS STAFF

Burton Crane, Tokyo
 Gerald Dougherty, Buenos Aires
 Jules Dubois, Panama
 Richard Dyer, Rio de Janeiro
 Webley Edwards, Honolulu
 Robert Gary, Frankfurt
 Randall Gould, Shanghai
 Harrell F. Beck, Cairo
 Harwood Hull, San Juan
 Birger Jacobsen, Stockholm
 Richard Johnson, Seoul, Korea
 Arthur Mann, London
 David Perlman, Paris
 Olive B. Smith, Mexico City
 Anne Stadler, Madrid
 Robert Stewart, Manila
 E. Van Der, Warsaw
 Frank Viner, Prague
 James Wellard, Rome

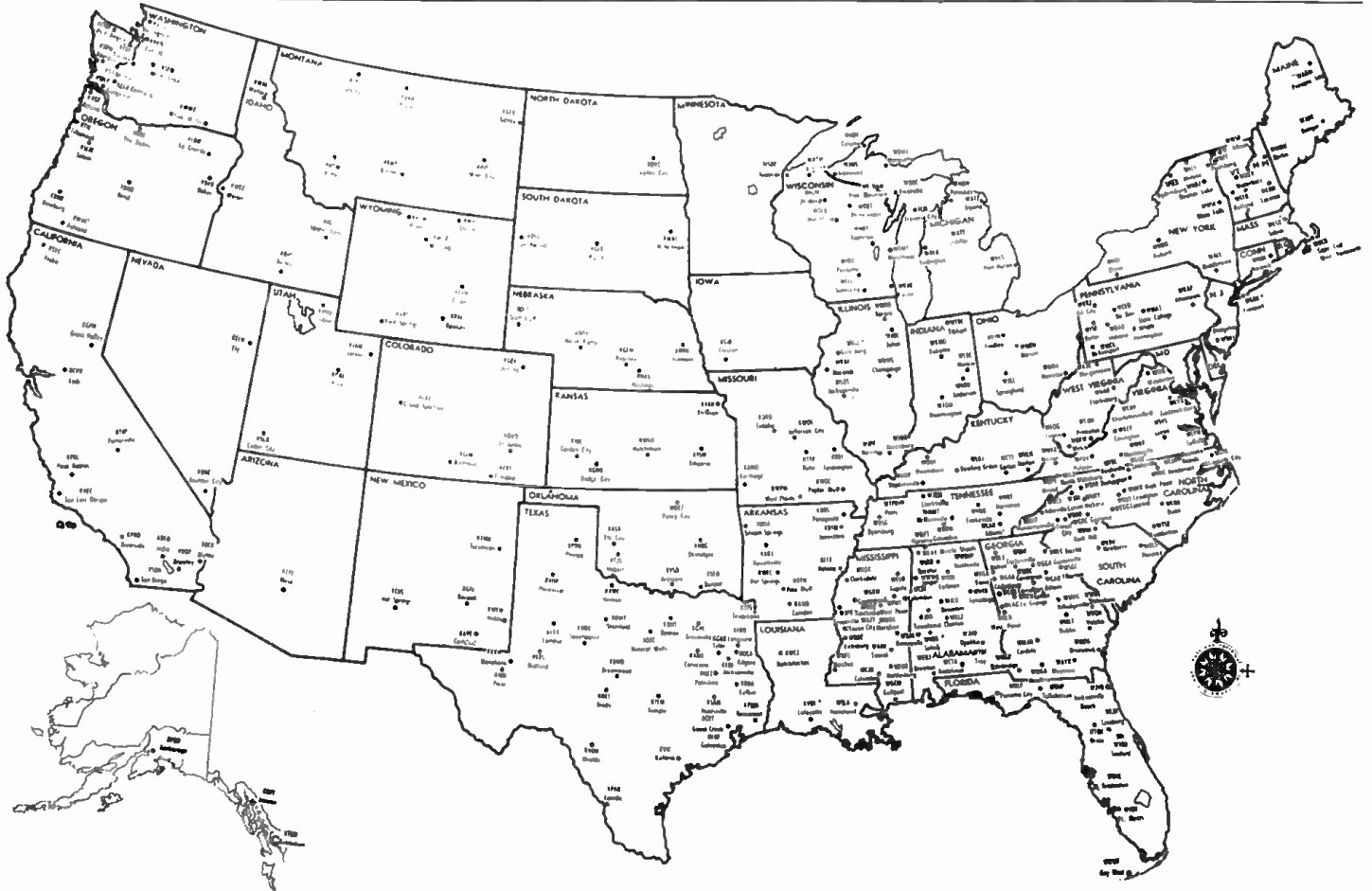
M B S COMMENTATORS

Cecil Brown, New York
 Bill Cunningham, Boston
 Cedric Foster, Boston
 Arthur Gaeth, Washington
 Gabriel Heatter, New York
 William Hillman, Washington
 Robert Hurligh, Chicago
 Fulton Lewis, Jr., Washington
 Henry LaCossitt, New York
 Wendell Noble, Los Angeles
 Billy Rose, New York
 Kate Smith and Ted Collins, New York
 Henry J. Taylor, New York
 Albert L. Warner, Washington
 Hy Gardner and Danton Walker, New York

BROADCASTING • Telecasting

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; Arthur Wolf, Joseph Bayer, Naylor Rogers, vice presidents; Sidney J. Wolf, secretary-treasurer; William Bayer, assistant secretary. New York Office—580 Fifth Ave. Telephone: Longacre 3-2221. Michael M. Sillerman, general manager; Arthur H. Clement, director of station relations; Mevin G. Marden, research director; Noel A. Rhys, account executive. Chicago Office—134 N. LaSalle St. Telephone: State 4590. Sidney J. Wolf, secretary-treasurer; Elizabeth M. Mueller, accountant and office manager; Naylor Rogers, western sales manager. Hollywood Office—6331 Hollywood Blvd. Telephone: Hollywood 5338. Elaine N. Gonda, program director; Ralph W. Harker, Pacific Coast sales. Cleveland Office—310 Citizens Building. Telephone: Cherry 4050. Louis M. Bloch, Jr., Mid-Western 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 transcription, eliminating wire charges. At time of going to press, the network included 325 affiliated stations. The network supplies its stations with 24 fully scripted sustaining shows per week, filling 1 hour per day, seven days each week, to a total of 7 hours per week. This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the beyond-Metropolitan markets exclusively, in a single transaction, by means of electrical transcription. The System offers its facilities in group network time periods from one hour down to five minutes, and also makes available announcement periods of one-minute, half-minute and 25 words in length. The list of stations affiliated with Keystone as of Jan. 1, 1948, is as follows:

ALABAMA—WCTA Andalusia; WJLD Bessemer; WBEJ Brewton; WKUL Cullman; WMSL Decatur; WBHP Huntsville; WWWW Jasper; WLAY Muscle Shoals; WJHO Opelika; WHTB Talladega; WTBF Troy; WJRD Tuscaloosa; WMFT Florence; WXAL Demopolis; WKLF Clanton; WHBB Selma.

ALASKA—KFQD Anchorage; KINY Juneau; KTKN Ketchikan.

ARIZONA—KTYL Mesa.

ARKANSAS—KAMD Camden; KFFA Helena; KWFC Hot Springs; KBTM Jonesboro; KDRS Paragould; KOTN Pine Bluff; KXRJ Russellville; KUOA Siloam Springs.

CALIFORNIA—KCVR Lodi; KPRL Paso Robles; KTIP Porterville; KVEC San Luis Obispo; KUCC Blythe; KROP Brawley; KREO Indio; KPRO Riverside; KSYC Yreka; KGFN Grass Valley; KSON San Diego.

COLORADO—KGIW Alamosa; KFXJ Grand Junction; KOKO La Junta; KGEK Sterling; KCRT Trinidad.

CONNECTICUT—WNOC Norwich.

FLORIDA—WJFB Leesburg; WDHL Bradenton; WINK Ft. Myers; WJVB Jacksonville Beach; WTMC Ocala;

WDLF Panama City; WTRR Sanford; WRHP Tallahassee; WKWF Key West.

GEORGIA—WGAU Athens; WMGR Bainbridge; WMGO Brunswick; WLBB Carrollton; WBHP Cartersville; WGAA Cedartown; WMJM Cordele; WMOC Covington; WBLJ Dalton; WMLT Dublin; WSGC Elberton; WGGG Gainesville; WKEU Griffin; WLGA La Grange; WMVG Milledgeville; WMGA Moultrie; WRGA Rome; WWNS Statesboro; WRLC Toccoa; WRQN Vidalia; WAYX Waycross; WRLD West Point.

IDAHO—KBIO Burley; KID Idaho Falls; KWAL Wallace; KWEI Weiser.

ILLINOIS—WMRO Aurora; WDWS Champaign; WEBQ Harrisburg; WJPF Herrin; WLDS Jacksonville; WJOL Joliet; WKAI Macomb; WGIL Galesburg.

INDIANA—WBHU Anderson; WTOM Bloomington; WTRC Elkhart; WKMO Kokomo; WLBC Muncie.

IOWA—KSIB Creston.

KANSAS—KVAK Atchison; KGNO Dodge City; KTSW Emporia; KIUL Garden City; KWHK Hutchinson.

KENTUCKY—WLBJ Bowling Green; WCTT Corbin; WHLN Harlan; WHOP Hopkinsville; WOMI Owensboro.

LOUISIANA—WLSA Hammond; KWGJ Natchitoches; KVOL Lafayette.

MAINE—WAGM Presque Isle; WJOR Bangor.

MASSACHUSETTS—WOCB Cape Cod-West Yarmouth; WESX Salem.

MICHIGAN—WATZ Alpena; WATT Cadillac; WHDF Calumet; WDSC Escanaba; WKIB Iron Mountain; WJMS Ironwood; WKLA Ludington; WDMJ Marquette; WMBN Petoskey; WHLS Port Huron; WTCM Traverse City.

MISSISSIPPI—WROX Clarksdale; WCJU Columbia; WCCI Columbus; WJPR Greenville; WGRM Greenwood; WGCM Gulfport; WFOR Hattiesburg; WAML Laurel; WMOX Meridian; WMSJ Natchez; WALO Tupelo; WQBC Vicksburg; WROB West Point; WKZO Kosciusko; WAZF Yazoo City.

MISSOURI—KDMO Carthage; KWOS Jefferson City; KWOC Poplar Bluff; KTRR Rolla; KDRO Sedalia; KWPM West Plains; KREI Farmington.

MONTANA—KBMY Billings; KBOW Butte; KAVR Havre; KRJF Miles City; KGCK Sidney; KIYI Shelby.

NEBRASKA—KORN Fremont; KHAS Hastings; KGFV Kearney; KODY North Platte; KOLT Scottsbluff.

NEVADA—KBNE Boulder City; KELN Ely.

NEW HAMPSHIRE—WMOU Berlin; WLNH Laconia.

NEW JERSEY—WSNJ Bridgeton.

NEW MEXICO—KAVE Carlsbad; KWEW Hobbs; KCHS Hot Springs; KGFL Roswell; KTNM Tucumcari.

NEW YORK—WMBO Auburn; WWSO Glens Falls; WICY Malone; WALL Middletown; WSLB Ogdensburg; WHDL Olean; WMFF Plattsburg; WNBZ Saranac Lake; WGBB Freeport.

NORTH CAROLINA—WFRG Reidsville; WNCA Asheville; WBBS Burlington; WEGO Concord; WCKB Dunn; WNCN Elizabeth City; WNCN Gastonia;

WHNC Henderson; WHKP Hendersonville; WHKY Hickory; WMFP High Point; WJRI Lenoir; WBUY Lexington; WTBS Lumberton; WCBT Roanoke Rapids; WILK North Wilkesboro; WLOE Leaksville; WBEQ Port St. Charles.

NORTH DAKOTA—KOVV Valley City.

OHIO—WFIN Findlay; WMOA Marietta; WMRN Marion; WJEL Springfield.

OKLAHOMA—KVSO Ardmore; KASA Elk City; KTJS Hobart; KHGB Okmulgee; WBBZ Ponca City; KSEO Durant.

OREGON—KWIN Ashland; KAST Astoria; KBKR Baker; KBND Bend; KLBM La Grande; KRNR Roseburg; KSLM Salem; KODL The Dalles; KTYL Tillamook.

PENNSYLVANIA—WKAP Allentown; WISR Butler; WCED Du Bois; WHUN Huntingdon; WAD Indiana; WKRZ Oil City; WMAJ State College; WMCK McKeesport.

SOUTH CAROLINA—WOLS Florence; WKDK Newberry; WRHI Rock Hill.

SOUTH DAKOTA—KDSJ Deadwood; KGFX Pierre; KWAT Watertown.

TENNESSEE—WLAR Athens; WOPJ Bristol; WJZM Clarksville; WKRM Columbia; WHUB Cookeville; WDSG Dyersburg; WHBT Harriman; WMMT McMinnville; WTPR Paris.

TEXAS—KAND Corsicana; KTRM Beaumont; KNEL Brady; KBWD Brownwood; KDNT Denton; KLUF Galveston; KGVJ Greenville; KSAM Huntsville; KEBE Jacksonville; KOCA Kilgore; KPET Lamesa; KPAB Laredo; KFRO Longview; KRBA Lufkin; KCRS Midland; KORC Mineral Wells; KNET Palestine; KPDN Pampa; KIUN Pecos; KVOP Plainview; KDWI Stamford; KXOX Sweetwater; KTEM Temple; KTFB Texarkana; KGEK Tyler; KVOU Uvalde; KVCV Vernon; KVIC Victoria; KRCT Goose Creek; KVKM Monahan.

UTAH—KSUB Cedar City; KVCN Logan; KOAL Price; KJAM Vernal.

VERMONT—WSYB Rutland; WWSR St. Albans; WDEV Waterbury.

VIRGINIA—WCHV Charlottesville; WKEY Covington; WSVS Crewe; WFVA Fredericksburg; WVMA Martinsville; WNVN Norton; WPUV Pulaski; WLFM Suffolk; WINC Winchester.

WASHINGTON—KXRO Aberdeen; KVOS Bellingham; KELA Centralia; KRKM Everett; KWLK Longview; KSEM Moses Lake (Columbia Basin); KGY Olympia; KONP Port Angeles; KTBI Tacoma; KWVB Walla Walla.

WEST VIRGINIA—WHAR Clarksburg; WLOG Logan; WAJR Morgantown; WBRW Welch.

WISCONSIN—WBHY Appleton; WATW Ashland; WCLO Janesville; WOMET Manitowish; WDLB Marshfield; WIGM Medford; WIBU Poyntette; WRJN Racine; WOBT Rhinelander; WBSR Superior.

WYOMING—KDFN Casper; KPWW Powell; KQRS Rock Springs; KWYO Sheridan; KWOR Worland; KRAL Rawlins.

ADVERTISERS USING ABC NETWORK DURING 1947

Sponsor & Product	Program—Day & Time EST	No. of Stations	Duration of Contract	Agency
American Cyanamid Co., N. Y. Pharmaceuticals and Biologicals	Doctors Talk It Over Monday, 10:00-10:15 PM	194	9-30-46—9-22-47	Hazard Advertising Co.
American Express Travelers Cheques	Vox Pop Wednesday, 8:30-9:00 PM	152	10-1-47—	J. M. Mathes Inc.
American Oil Company, Baltimore Gasoline & Oil	Professor Quiz Thursday 7:30-8:00 PM Saturday 10:00-10:30 PM	92 101	1-24-46—11-16-47 1-23-47—2-27-47 3-8-47—	Joseph Katz & Co.
American Tobacco Company, N. Y. Lucky Strike Cigarettes	The Jack Paar Show Wednesday 9:30-10:00 PM	237	10-1-47—12-24-47	Foote, Cone & Belding
America's Future, Inc., N. Y. Books & Booklets Book—Constitution of U. S.	Sam Pettengill Sunday 3:45-4:00 PM Sunday 1:00-1:15 PM	143 158	5-19-46—5-11-47 10-12-46	Andrew Gahagan, Assoc. Gahagan & Turnbull Co.
Bekins Van & Storage Co. (PC) Los Angeles Moving & Storage	Hollywood Music Hall Sunday 7:30-8:00 PM	14	4-14-46—4-6-47 4-13-47—	A. E. Brooks Adv.
Bosco Company, N. Y. Bosco Milk Amplifier	Land of the Lost Saturday 11:30-12:00 Noon	38	10-11-47—	McCann-Erickson
Bristol-Myers Company, N. Y. Mum, Sal Hepatica & Minit Rub Ipana & Vitals	Break The Bank Friday 9:00-9:30 PM	183 183	10-4-46—9-26-47 10-3-47—	Doherty, Clifford & Shenfield
Brotherhood of Railroad Trainmen Institutional	Dorothy Fuldheim Saturday 5:45-6:00 PM		11-15-47—	Wm. Von Zehle & Co.
Brown & Williamson, Louisville "Wings" cigarettes	Fact or Fiction Sunday 1:55-2:00 PM	165	10-6-46—9-28-47 10-5-47—12-28-47	Russell M. Seeds Co.
California Medical Assoc. (PC) San Francisco Insurance—Hospitalization & Physician's Service	California Caravan Sunday 4:30-5:00 PM	13	7-20-47—12-14-47 (PC) 12-21-47—	Lockwood—Shackelford
Carter Products, N. Y. Carter's Little Liver Pills, Arid & Nair	Jimmie Fidler Sunday 9:30-9:45 PM Sunday 10:30-10:45 PM	188 73	7-7-46—6-29-47 9-7-47—	Sullivan, Stauffer, Colwell and Bayles
Champion Spark Plug Co., Toledo Spark Plugs	The Policewoman Sunday 9:45-10:00 PM	188		
Christian Science Publishing Soc., Boston Christian Science Monitor	Champion Roll Call Friday 9:55-10:00 PM	197 215	10-4-46—9-26-47 10-3-47—	MacManus, John & Adams
Club Aluminum Products, Chicago Aluminum Household Utensils	Christian Science Monitor Views The News Thursday 8:15-8:30 PM Tuesday 8:15-8:30 PM	65 72	9-5-46—8-28-47 9-2-47—	H. B. Humphrey Co.
G. N. Coughlin Co., West Orange, N. J. Chimney Sweep	Club Time Monday 10:45-11:00 AM Tuesday 10:45-11:00 AM	35 48	10-14-46—7-28-47 8-5-47—10-6-47 10-13-47	Trade Development Corp.
Curtis Publishing Co., Philadelphia Saturday Evening Post	Your Sports Question Box Sunday 1:15-1:30 PM	137	10-13-46—1-26-47	Roche, Williams & Cleary
Daumit, Kay Inc., Chicago Lustre Cream Shampoo	Listening Post Tues-Fri 10:45-11:00 AM Mon-Wed-Fri 10:45-11:00 AM	202 221	8-6-46—8-1-47 8-4-47—	BBDO
Derby Foods, Inc., Chicago Peter Pan Peanut Butter Derby Line of Canned Meats & Canned Meat Specialties	Breakfast Club Mon-Fri 9:00-9:15 AM	190	9-2-46—8-29-47	Hill Blackett & Co.
Drackett Company, Cincinnati Drano & Windex	Sky King Mon-Fri 5:15-5:30 PM Alternate Programs 5:30-6:00 PM (M-W-F) (T-Th)	200 195	10-28-46—6-20-47 9-30-47—	Needham, Louis & Brorby
Equitable Life Assurance Soc. of the U. S. Insurance	Star Time with Dorothy Kilgallen Thursday 10:45-11:00 AM	167	9-18-47—	Young & Rubicam
Elgin American Div. of Illinois Watch Case Co. Compacts, Cigarette Cases, Dresser Sets, Pow- der Boxes, Cigarette Cases with Lighter	This Is Your FBI Friday 8:30-9:00 PM	198 222	4-5-47—3-28-47 4-4-47—	Warwick & Legler
Eversharp Company, N. Y. Schick Razors, Pens, Pencils	You Bet Your Life Monday 8:00-8:30 PM	122	10-27-47—	Weiss & Geller, Inc.
First National Stores, Somerville, Mass. Grocery Stores—food	Henry Morgan Show Wednesday 10:30-11:00 PM	182 201	10-16-46—7-16-46 9-10-47—12-24-47	The Blow Co.
Fisher Flouring Mills (PC) Seattle Fisher's Cereal & Flour Products	Guy Lombardo Show Thursday 9:30-10:00 PM	10	10-2-47—	John C. Dowd, Inc.
Forty-Two Products Ltd. (PC) Los Angeles "42" Oil Shampoo or "42" Hair Oil Tonic	James Abbe Observes Mon-Fri 10:45-11:00 AM	26	3-5-46—3-21-47 3-24-47—6-20-47	Pacific National Adv. Agency
Gallenkamp Stores, Inc. (PC) San Francisco Shoes, Stockings & Handbags	Hollywood Whispers Mon-Fri 5:25-5:30 PM Don't You Believe It Sunday 10:45-11:00 PM	17 13	1-1-47—12-31-47 9-28-47—	Brisacher, Van Norden & Staff Brisacher, Van Norden & Staff
General Electric Co., Cleveland Lamp Division Electric Lamps & Bulbs	Pat Novak Sunday 11:00-11:30 PM	12	9-29-46—3-23-47	Bruce Eldridge Adv.
General Mills, Minneapolis Kix	Tales of Willie Piper Thursday 9:00-9:30 PM	159	9-4-47—	BBDO
General Mills, Minneapolis Cheerios, Kix, Gold Medal Flour, Bisquick, Softasilk Cake Flour, 2 Crocker Soups, and Wheaties	Hymns of All Churches Betty Crocker Magazine of the Air Mon-Fri 10:25-10:45 AM	185 189	6-3-46—5-30-47 6-2-47—8-30-47 9-1-47	Dancer, Fitzgerald-Sample
General Mills, Minneapolis Kix	Lone Ranger Mon., Wed., Fri. 7:30-8:00 PM	68 162	8-30-46—5-30-47 6-2-47	Dancer, Fitzgerald-Sample
General Mills, Minneapolis Wheaties	Jack Armstrong Mon-Fri 5:30-5:45 PM	186	6-3-46—5-30-47	Knox Reeves Adv.
Wheaties, Cheerios, Kix, Betty Crocker Soup	Jack Armstrong Alternate Prgms. 5:30-6:00 PM (Mon-Wed-Fri) (Tues-Fri)	190	9-29-47—	

another season on KJR this fall. Elen Dostie from Greece, Davidson, will make Giuseppe Italian conductor his U. S. radio debut. Lawrence Tibbett.

ING dinner 'clock offering every week night. Ho... "Moon... Ischaikovsky's Fi... phony), "You and I... Dinah Shore as guest... Wish I Didn't Love Y... Tune in KJR at 6 p. m. YOU TONIGHT AT

BING CROSBY adds another star to KJR's All-Star Line-up to night—Peter Lorre. Tune in at 9 p. m. and hear Psychologist Lorre probe Bing's mental processes. Also, Kay Thompson, new West Coast night club comedienne, and the Williams Brothers quartet will be guests. 950 on your dial...

AN INCISIVE, INF... commentary on... is yours with... FULDHEIM at 4... day on KJR. You... expression of... colorful, hard... her in tod... rday.

GIOVANI... OPOLIT... for you

AIRY NOTES FROM KJR



WALTER WINCHELL

THE FUTURE of Pacific North-westian will be the topic NEWS CONFERENCE Elliott

IT'S BROADCASTING TIME the FIGHT OF THE WE tonight at 7 on KJR. Dunphy and Bill Corum hand the mike for the blow-by-blow direct from the ringside broadcast of the week's big fight in New York. Yours for the listening—950 on your dial!

BING CROSBY adds another star to KJR's All-Star Line-up to night—Peter Lorre. Tune in at 9 p. m. and hear Psychologist Lorre probe Bing's mental processes. Also, Kay Thompson, new West Coast night club comedienne, and the Williams Brothers quartet will be guests. 950 on your dial...



THE LONE RANGER TERROR OF THE WEST

KJR SHOWS ARE *Advertised*

ON KJR, you enjoy complete, economical coverage of the fast growing Seattle-Tacoma and Western Washington market, of course. But here's an audience-building "plus" it pays to remember... KJR advertises its programs. Daily advertisements in Seattle newspapers the year 'round build listening audiences for your radio sales messages. The value of this "plus" to advertisers is recognized by those on the spot, for local advertisers buy more program time on KJR than on the other two Seattle network stations combined.

KJR

SEATTLE

Avery-Kudert, INC. RADIO STATION REPRESENTATIVE

WALTER WINCHELL nowdays to listen to his emphatic comments on what's happening. Tune in at 6 dial. Winchell's finger is a world's pulse!

FONTAINE will star in "The Hour" on THE BUILD ON THE AIR SUNDAY over KJR. Absorbing drama of...

Helen Melton supported by "Opera News on the air" and "Opera Quiz."



HELEN HAYES "Theatre Guild" Star

"The Corn is Green," moving drama of the educative process in a Welsh mining town, will be heard on THEATRE GUILD ON THE AIR tomorrow at 6:30 p. m. over KJR. Helen Hayes will be star. Don't miss it!

TWO SEATTLE WOMEN CLUBS will tangle on BOOK

MARINE LAVERN ROACH is against the toughest battle of her career tonight, when he fast, hard-hitting Herbie New York. St. Nicholas blow description. Hear middle

THEY'LL tonight! on BRE, they have Tune in enjoy the type of Bert Par

RELAX T tonight NIGHT Moonlight member, Eyes" a

GROUCHO MARX The Heckling Quiz Master

A bachelor and old maid team, a mother-in-law and son-in-law, and a hotel detective and phone operator will take a chance at \$1,500 tonight at 9 on KJR on YOU BET YOUR LIFE. You'll enjoy them, plus Emcee Groucho's unsurpassable heckling... 950 on your dial.

TODAY'S HAPPENINGS in Seattle, recorded on the spot then brought to you at 9:45 p. m. on KJR. That's THIS IS IT! with Reporter Bob Ferris. He covers the news during the day, then brings you a word picture every week night. Don't miss it!

EASY LISTENING

EASY LISTENING dinner music is KJR's 6 o'clock offering tonight, as on every week night, on TO YOU—TONIGHT AT SIX. Hear "The Christmas Song," sung by Kate Smith, guest of the evenings, among other superb recordings.

KJR
950 ON YOUR DIAL
A Marshall Field Station
AMERICAN BROADCASTING CO.

IT'S NEW BOOK QU... morning at 9... representatives... women's clubs battle it out... and get some helpful cooking hints to boot! You can win by ending in quiz problems, too!

VID HARDING'S able aide, Fitzgerald, radio's big plus some surprises!



BING CROSBY Host to Al Jolson

The popularity of "The Jolson Story" leads BING CROSBY and guest Al Jolson to discuss possible titles for follow up films to night at 9 on KJR. Which means lots of "corn" as well as... 950 on your dial...

AIRY NOTES FROM KJR

<p>Boston Symphony Orchestra TUESDAY 9:30 PM</p>	<p>THIS IS YOUR FBI FRIDAY 8:30 PM Equitable Life Assurance Society</p>	<p>MONDAY MORNING HEADLINES SUNDAY 6:15 PM ★ Air-Wick ★</p>	<p>★ WORLD SECURITY WORKSHOP ★ SUNDAY 12:30 PM</p>	<p><i>Martin Agronsky</i> MON-SAT 8:00 AM</p>
<p>★ ★ ★ DREW PEARSON SUNDAY 6:00 PM Frank H. Lee Hats</p>	<p>WILLIE PIPER THURSDAY 9:00 PM General Electric Lamps </p>	<p>GROUCHO MARX in "YOU BET YOUR LIFE" WEDNESDAY 9:30 PM ELGIN-AMERICAN DIVISION </p>	<p><i>Metropolitan Opera Auditions of the Air</i> SUNDAY 9:30 PM Farnsworth Radio & Television Corp.</p>	<p>Headline Edition MON-FRI 7:00 PM</p>
<p>ETHEL and ALBERT MON-FRI 2:15 PM</p>	<p>AMERICA'S TOWN MEETING of the AIR TUESDAY 8:30 PM </p>	<p>DASHIELL HAMMETT'S FAT MAN FRIDAY 8:00 PM Norwich Phar. Co. </p>	<p>Dorothy Fuldheim SATURDAY 5:45 PM Brotherhood of Railroad Trainmen</p>	<p>VOX POP WEDNESDAY 8:30 PM American Express Co.</p>
<p><i>The Greatest Story Ever Told</i> SUNDAY 6:30 PM Goodyear Tire & Rubber Co.</p>	<p><i>Baukhage</i> TALKING MON-FRI 1:00 PM</p>	<p>Abbott and Costello WEDNESDAY 9:00 PM </p>	<p> TOM Breneman's Breakfast in Hollywood MON-FRI 11:00 AM Procter & Gamble Kellogg</p>	<p><i>My True Story</i> MON-FRI 10:00 AM Libby, McNeill & Libby</p>
<p> BING CROSBY WEDNESDAY 10:00 PM PHILCO CORP.</p>	<p> THE LISTENING POST MON-WED-FRI 10:15 AM Curtis Circulation Co.</p>	<p><i>Sunday Evening Hour</i> SUNDAY 8:00 PM Musical Digest</p>	<p>GALEN DRAKE MON-FRI 11:30 AM Kellogg</p>	<p> <i>Nancy Craig</i> MON-FRI 1:15 PM</p>
<p>Candid MICROPHONE THURSDAY 8:00 PM</p>	<p>PAUL WHITEMAN CLUB MON-FRI 3:30 PM National Biscuit Co. Nestlé's Milk Products, Inc. R. J. Reynolds Tobacco Co. Wesson Oil & Snowdrift Co.</p>	<p>Cavalcade of Sports FRIDAY 10:00 PM Gillette Safety Razor Co. </p>	<p>JIMMIE FIDLER SUNDAY 10:30 PM Carter Products, Inc.</p>	<p><i>The LONE RANGER</i> MON-WED-FRI 7:30 PM General Mills, Inc. (In S. E. States American Bakers) </p>
<p> Lassie SUNDAY 3:00 PM John Morrell and Company</p>	<p> EDWARD ARNOLD IN Mr. PRESIDENT SUNDAY 2:30 PM</p>	<p>Club Time TUESDAY 10:45 AM Club Aluminum Products Co.</p>	<p>POINT SUBLIME MONDAY 8:00 PM The John Hancock Life Insurance Co.</p>	<p><i>Exploring the Unknown</i> SUNDAY 7:30 PM </p>

 <p>Sunday 9:00 PM Jergens</p> <p>Walter Winchell</p>	 <p>LET FREEDOM RING</p> <p>TUESDAY 10:45 PM</p>	<p>DAVID HARDING COUNTERSPY</p> <p>SUNDAY 5:30 PM Schuffler Candy Company</p>	 <p><i>The Metropolitan Opera</i></p> <p>SATURDAY 2:00 PM The Texas Company</p>	<p>TERRY and the PIRATES</p> <p>MON-FRI 5:15 PM QUAKER OATS CO.</p>
<p><i>Ladies, Be Seated</i></p> <p>Mon-Fri 3:00 PM QUAKER OATS CO. TONI COMPANY</p>	<p>JACK ARMSTRONG</p> <p>MON-WED-FRI 5:30 PM General Mills, Inc.</p>	<p><i>Louella Parsons</i></p> <p>SUNDAY 9:15 PM Woodbury</p>	<p>★ <i>Mayor of the Town</i></p>  <p>WEDNESDAY 8:00 PM NOXZEMA</p>	<p>Ted Malone</p> <p>MON-FRI 11:45 AM Westinghouse Electric Corp.</p>
 <p>LAND OF THE LOST</p> <p>SATURDAY 11:30 AM Bosco Company</p>	<p>The Sheriff</p>  <p>FRIDAY 9:30 PM Pacific Coast Borax Co.</p>	 <p>GANGBUSTERS</p> <p>SATURDAY 9:00 PM L. E. WATERMAN CO.</p>	 <p><i>Green Hornet</i></p> <p>TUESDAY 7:30 PM General Mills, Inc.</p>	<p>DOROTHY KILGALLEN</p> <p>THURS-10:45 AM The Drackett Co.</p>
<p>Q PROFESSOR UIZ</p> <p>SATURDAY 10:00 PM American Oil Company</p>	<p>Betty... C Crocker</p> <p>MON-FRI 10:25 AM GENERAL MILLS, INC.</p>	 <p>ELLERY QUEEN</p> <p>THURSDAY 7:30 PM</p>	 <p>THEATRE GUILD ON THE AIR</p> <p>SUNDAY 9:30 PM U. S. Steel Corp.</p>	 <p>SAMMY KAYE</p> <p>So You Want to Lead a Band—Mon 9:30 PM SUNDAY SERENADE SUNDAY 1:30 PM</p>
 <p>WELCOME, TRAVELERS</p> <p>MON-FRI 12 NOON Procter & Gamble</p>	<p>Sam Pettingill</p> <p>THE GENTLEMAN FROM INDIANA</p> <p>SUNDAY 1:00 PM America's Future, Inc.</p>	 <p><i>Famous Jury Trials</i></p> <p>SATURDAY 8:30 PM General Mills, Inc.</p>	<p><i>The</i> MONITOR VIEWS THE NEWS</p> <p>TUESDAY 8:15 PM Christian Science Monitor Society</p>	<p>breakfast club</p> <p>MONDAY thru FRIDAY 9:00 AM</p> <p>Swift & Company ★ Philco Corp. ★ Toni Company</p>
<p>Bride and Groom</p>  <p>MON-FRI 2:30 PM Sterling Drugs, Inc.</p>	<p>Champion Roll Call</p> <p>FRIDAY 9:55 PM Champion Spark Plugs</p>	<p>On Stage, America</p> <p>MONDAY 9:00 PM</p>	<p>SKY KING</p> <p>TUES-THURS 5:30 PM Derby Foods, Inc.</p>	<p>elmer DAVIS</p> <p>MON-FRI 7:15 PM</p>
<p>MURDER and MR. MALONE</p> <p>SATURDAY 9:30 PM Wine Growers Guild</p>	<p>Break the Bank</p> <p>FRIDAY 9:00 PM Bristol-Myers Co.</p> 	<p><i>All Times Eastern Standard</i></p> <p>These are the shows...the stars...the sponsors who have made 1947 such an outstandingly successful year for ABC. They are good reasons why, in '47, ABC was the <i>only</i> network whose share of audience substantially increased!</p> <p>ABC American Broadcasting Company A NETWORK OF 258 RADIO STATIONS SERVING AMERICA</p>		

ADVERTISERS USING ABC NETWORK DURING 1947

(Continued from page 388)

General Mills, Minneapolis Cheerios	Green Hornet Tuesday 7:30-8:00 PM	163	6-3-47—	Dancer, Fitzgerald-Sample
General Mills, Minneapolis Cheerios	Famous Jury Trials Saturday 8:30-9:00 PM	164	6-7-47—	Dancer, Fitzgerald-Sample
Gillette Safety Razor Co., Boston Razors & Razor Blades	Gillette Flights Friday 10:00 PM to Conclusion	239 211	9-6-46—8-29-47 9-5-47—	Maxon Inc.
Goodyear Tire & Rubber Co., Inc., Akron, O. Tires	Greatest Story Ever Told Sunday 6:30-7:00 PM	204	1-26-47—	Arthur Kudner Agency
Hancock, John, Mutual Life Insurance Co., Boston Insurance	Boston Symphony Tuesday 8:30-9:00 PM	58	1-21-47—4-22-47	BBDO
Hancock, John Mutual Life Insurance Co., Boston Life Insurance	Point Sublime Monday 8:00-8:30 PM	13	10-6-47—	McCann-Erickson
Hastings Manufacturing Co., Hastings, Mich. Pistol Rings, Castle	I Deal in Crime Saturday 8:30-9:00 PM	199	6-2-46—5-24-47	Keeling & Co.
Hires, C. E. Company, Philadelphia Hires Root Beer	Sunday Evening Party with Hires Sunday 6:00-6:30 PM	168	1-27-46—1-19-47	N. W. Ayer & Son
Hunt Foods, Inc. (PC) Los Angeles Hunt Products	What's Doin' Ladies Mon-Fri 5:00-5:25 PM	21 26	9-9-46—9-5-47 9-8-47—12-5-47	Young & Rubicam
Jergens Company, Cincinnati Jergens Lotion, Woodbury Facial Soap	Walter Winchell Sunday 9:00-9:15 PM	212	12-1-46—	Robert W. Orr & Assoc.
Jergens Company, Cincinnati Jergens Lotion, Woodbury Facial Soap	Louella Parsons Sunday 9:15-9:30 PM	206	12-1-46—	Robert W. Orr & Assoc.
Kellogg Company, Battle Creek, Mich. Pep and All Bran	Tom Breneman's Breakfast in Holly- wood Mon-Fri 11:15-11:30 AM	240	12-30-46—	Kenyon & Eckhardt
Kellogg Company, Battle Creek, Mich. All Bran & Gro-Pup	Hollywood Story Galen Drake Mon-Fri 11:30-11:45 AM	94 109	12-30-46—6-27-47	Kenyon & Eckhardt
Kellogg Company, Battle Creek, Mich. Raisin Bran Flakes, Variety Package, Pep, Shredded Wheat	Galen Drake Mon-Fri 11:30-11:45 AM	204	6-30-47—	Kenyon & Eckhardt
Knox Company, Los Angeles Cystex & Mendaco	Danger, Dr. Danfield Sunday 3:00-3:30 PM	46	9-8-46—8-31-47	Robert B. Raisbeck Agency
Lee, The Frank H. Co., Danbury, Conn. Hats	Drew Pearson Sunday 6:00-6:15 PM	201 228	12-2-45—2-23-47 3-2-47—	William Weintraub & Co.
Lewis-Howe Co., St. Louis Tums & NR Tablets	Pot O' Gold Wednesday 9:30-10:00 PM	193	10-2-46—3-26-47	Roche, Williams & Cleary
Libby, McNeill & Libby, Chicago Libby Products	My True Story Mon-Fri 10:00-10:25 AM	202 198	4-15-46—4-11-47 4-14-47—	J. Walter Thompson Co.
Miles Laboratories Inc., Elkhart Alka Seltzer & Nervine	Lum n' Abner Mon-Thurs 8:00-8:15 PM	135	9-30-46—9-25-47	Wade Adv. Agency
Morrell & Co., Ottumwa, Iowa Red Heart Dog Food	Lassie Sunday 3:00-3:15 PM	153	6-8-47—	Henri Hurst & McDonald
National Biscuit Co., N. Y. Premium Crackers, Ritz Crackers, Nabisco Shredded Wheat, Nabisco & Honey Maid Grahams	Paul Whiteman Club Mon-Fri 3:30-3:45 PM	230	6-30-47	McCann-Erickson
Nestle's Milk Products Inc., N. Y. Nescafe	Paul Whiteman Club Mon-Fri 4:00-4:15 PM	200	6-30-47—	Compton Adv.
Norwich Pharmacal Company, Norwich, N. Y. Pepto-Bismol, Unguentine, etc.	Fat Man Friday 8:00-8:30 PM	136	2-14-47—	Lawrence G. Gumbinner Ad Agency
Noxzema Chemical Co., Baltimore Noxzema & Noxzema Shave Cream	Mayor of the Town Wednesday 8:00-8:30 PM	170	10-8-47—	Sullivan, Stauffer, Colwell & Bayles
Pacific Coast Borax Co., N. Y. Any Product Acceptable to ABC	The Sheriff Friday 9:30-9:55 PM	193 191	6-28-46—9-26-47 10-3-47	McCann-Erickson
Dr. Pepper Company, Dallas Dr. Pepper (Carbonated Beverage)	Darts for Dough Thursday 9:30-10:00 PM	157 170	9-29-46—9-21-47 10-27-47—12-25-47	Tracy-Locke Co.
Peter Paul (PC) Naugatuck, Conn. Candy, Gum, Mounds, Almond Joy, Wal- nettes, Choclettes, and Peter Paul Char- coal Gum	James Abbe Mon-Wed-Fri 10:30-10:45 AM	31	8-19-47—11-14-47	Brisacher, Van Norden & Staff
Philco Corp., Philadelphia Refrigerators, Radios, & Freezers	Breakfast Club Mon-Fri 9:45-10:00 AM	223 247	9-2-46—8-29-47 9-1-47—	Hutchins Advertising Co.
Philco Corp., Philadelphia Radios & Refrigerators	Bing Crosby Wednesday 10:00-10:30 PM	222 238	10-16-46—6-18-47 10-1-47—	Hutchins Advertising Co.
Procter & Gamble Co., Cincinnati Ivory Flakes	Tom Breneman's Breakfast in Holly- wood Mon-Fri 11:00-11:15 AM	214	7-1-46—6-27-47 7-1-47—	Compton Adv.
Procter & Gamble Co., Cincinnati Crisco Ivory Snow	Kenny Baker Show Mon-Fri 12:00-12:30 PM	175	7-1-46—6-27-47	Compton Adv., Benton & Bowles
Procter & Gamble Co., Cincinnati Crisco Ivory Snow	Welcome Travelers Mon-Fri 12:00-12:30 PM	184	7-1-47	Compton Adv., Benton & Bowles
Quaker Oats Co., Chicago Aunt Jemima Pancake Flour & Muffets	Ladies Be Seated Mon-Fri 3:00-3:15 PM	201 199	7-1-46—6-27-47 7-1-47	LaRoche & Ellis
Quaker Oats Co., Chicago Puffed Wheat & Rice Sparkles	Terry and the Pirates 5:00-5:15 PM, Mon-Fri 5:15-5:30 PM	204 208	7-1-46—6-27-47 7-1-47—	Sherman & Marquette

IN
UPSTATE
NEW YORK
IT'S

WKBW
Buffalo's most powerful Station
FIFTY THOUSAND WATTS

ARTHUR SIMON - VICE PRESIDENT AND GENERAL MANAGER

AFFILIATED WITH AMERICAN BROADCASTING COMPANY

REPRESENTED NATIONALLY BY

AVERY—KNODEL
INC.

ADVERTISERS USING ABC NETWORK DURING 1947

(Continued)

Sponsor & Product	Program—Day & Time EST	No. of Stations	Duration of Contract	Agency
Raymond Laboratories Inc. & Hudnut Sales Co., N. Y. Richard Hudnut Cosmetics & Rayve Creme Shampoo	Sammy Kaye Sunday Serenade 1:30-1:55 PM Sunday	202	11-17-46—11-9-47	Roche, Williams & Cleary
Raymond Laboratories, Inc. & Hudnut Sales Co., N. Y. Richard Hudnut Cosmetics & Rayve Creme Shampoo	The Affairs of Ann Scotland Wednesday 9:00-9:30 PM	194	10-30-46—1-22-47	Roche, Williams & Cleary
Reichhold Chemicals Inc., Detroit Musical Digest Magazine and Vox Records—other products	Sunday Evening Hour Sunday 8:00-9:00 PM	105	1-19-47—6-1-47 11-2-47—	Kenyon & Eckhardt
Reynolds, R. J. Tobacco Co., Winston-Salem Cigarettes and Pipe Tobacco	Paul Whiteman Club Mon-Fri 3:45-4:00 PM	232	6-30-47—	William Esty & Co.
Safeway Stores Inc. (PC) San Francisco Beverly Peanut Butter	Tennessee Jed Mon-Fri 7:45-8:00 PM	16	7-1-46—5-2-47	J. Walter Thompson Co.
Schutter Candy Co. Division Universal Match, St. Louis Schutter Candies, "Old Nick" & "Bit of Honey," or any product acceptable to ABC	Counterspy Sunday 5:30-6:00 PM	193 188	2-3-46—1-26-47 2-2-47—	Schwimmer & Scott Adv. Kaplan & Bruck
Scull, Wm. Co., Camden, N. J. Boscul Tea	A Present From Hollywood Sunday 3:30-3:45 PM	50	4-7-46—3-30-47	M. H. Hackett Co.
Sealy Mattress Co., Los Angeles (PC) Mattresses	Alvin Wilder Tuesday 10:45-11:00 PM	14 17	6-5-46—5-27-47 6-3-47—	Alvin Wilder Agency
Seenan Brothers Inc. N. Y. Air-Wick	Monday Morning Headlines Sunday 6:15-6:30 PM	218	9-26-46—2-23-47 3-2-47	William Weintraub & Co.
Semler, R. B. Inc., New Canaan, Conn. Kreml Hair Tonic & Kreml Shampoo	New Adventures of Sherlock Holmes Saturday 8:30-9:00 PM	198	10-12-46—7-7-47	Erwin Wasey & Co.
Semler, R. B. Inc., New Canaan, Conn. Kreml Hair Tonic & Kreml Shampoo	Eddy Duchin Mon-Wed-Fri 4:30-4:45 PM	179	7-14-47—10-10-47	Erwin Wasey & Co.
Sterling Drug Inc., N. Y. All acceptable products	Zeke Manners Mon-Fri 7:45-8:00 AM PST Mon-Fri 7:30-7:45 AM EST	14 130	2-18-46—1-31-47 2-3-47—10-3-47	Dancer-Fitzgerald-Sample
Sterling Drug Inc., N. Y. Phillip's Toothpaste & Tablets, Mulsified Shampoo, Dr. Lyon's Tooth Powder, Bayer Aspirin, Energine Cleaning Fluid, Campo-Phenique, Ayer's Pectoral, Fletcher's Castoria & others acceptable to Company	Bride & Groom Mon-Fri 2:30-3:00 PM	195 200	1-7-46—1-3-47 1-6-47—11-25-47	Dancer-Fitzgerald-Sample
Swift & Co., Chicago Any Swift product acceptable to ABC	Breakfast Club Mon-Fri 9:15-9:45 AM	248 274	10-28-46—10-24-47 10-27-47—	J. Walter Thompson Co.
Texas Co., N. Y. Gas & Oil	Metropolitan Opera Saturday 2:00 PM to Conclusion The Texas Star Theatre Wednesday 10-30-11 PM	234 248 235	11-16-46—3-15-47 11-15-47 12-31-47	Buchanan & Co. Kudnor Agency
Toni Co., St. Paul Toni Home Permanent Wave & Toni Shampoo	Breakfast Club Mon-Fri 9:00-9:15 AM	212	9-1-47	Foote, Cone & Belding
Toni Co., St. Paul Toni Home Permanent Wave	Ladies Be Seated Mon-Wed-Fri 3:15-3:30 PM Mon-Fri 3:15-3:30 PM	203 203	3-31-47—6-27-47 7-1-47—	Foote, Cone & Belding
Union Pharmaceutical Co., Inc. (PC) Bloomfield, N. J. Saraka and/or Sutra, Artra Imra	Dorothy Dix Program Mon-Wed-Fri 3:45-4:00 PM	9	11-4-46—5-2-47	Abbott Kimball Co.
United States Steel Corp., N. Y. Institutional	Theatre Guild on the Air Sunday 10:00-11:00 PM Sunday 9:30-10:30 PM	198 229	9-8-46—6-29-47 9-7-47—	BBDO
Ward Baking Co., N. Y. Bread & Cakes	Tennessee Jed Mon-Fri 5:45-6:00 PM Mon-Fri 5:00-5:15 PM	26 27	9-2-46—8-29-47 9-1-47—11-7-47	J. Walter Thompson Co.
Waterman, L. E. Co., N. Y. Fountain Pens, Pencils & Ink	Gangbusters Saturday 9:00-9:30 PM	193 197	9-14-46—9-6-47 9-13-47— (hiatus 6-14—9-6-47)	Radio Consultants, Inc. Charles Dallas Reach Co.
Wesson Oil & Snowdrift Co., New Orleans Wesson Oil & Snowdrift Shortening	Edwin C. Hill Mon-Fri 3:30-3:45 PM	83 85	3-11-46—3-7-47 3-10-47—6-27-47	Kenyon & Eckhardt
Wesson Oil & Snowdrift Co., New Orleans Wesson Oil & Snowdrift Shortening	Paul Whiteman Club Mon-Fri 4:15-4:30 PM	183	6-30-47—	Kenyon & Eckhardt
Westinghouse Electric Corp., Pittsburgh Range, Laundromat, Refrigerator, Iron, Roaster	Ted Malone Mon-Wed-Fri 11:45-12:00 Noon	194	12-30-46—3-28-47	McCann-Erickson
Westinghouse Electric Corp., Pittsburgh Range, Laundromat, Refrigerator, Iron, Roaster, Sun Lamps, Electric Fans, Westinghouse Sealed Beam Headlights, & Electric Comforter	Ted Malone Mon-Fri 11:45-12:00 Noon	198	3-31-47—	
Wildroot Co. (PC) Buffalo Wildroot Creme Oil	Dark Venture Tuesday 11:30-12:00 Mid.	18	4-16-46—4-8-47	BBDO
Wine Growers Guild, Lodi, Calif. Guild Wines	Murder & Mr. Malone Saturday 9:30-10:00 PM	68	1-11-47	Honig-Cooper Co.
William Wise, N. Y. Books	William Lang Thursday 11:45-12:00 Noon Tuesday 11:45-12:00 Noon	66	1-2-47—3-27-47 9-17-46—3-25-47	Huber Hoge & Son

PC--Pacific Coast only

(Continued on page 396)

YOUNGSTOWN . . .

An Outstanding Radio Market

Every year the C. E. Hooper Continuous Survey shows the number of sets in the Youngstown market to be far above the national average.

• • •

WFMJ Ratings

of American Broadcasting Company programs average

100%

HIGHER THAN NATIONAL AVERAGE

• • •

Business Is Good In Youngstown

HOOPER STATION LISTENING INDEX

	WFMJ	A	B	C	D	Others
Mon.-Fri. 8 A. M.-12 N.	46.0	26.2	14.4	7.3	2.4	3.7
Mon.-Fri. 12 N-6 P. M.	26.7	33.5	22.1	13.1	2.1	5.2
Sun.-Sat. 6-10 A. M.	27.4	45.8		17.8	4.4	4.6
Sun. 12 N-6 P. M.	29.6	16.0	23.7	12.3	2.6	18.7
TOTAL RATED PERIODS	NOT REPORTED IN YOUNGSTOWN					

★ SALES TAX COLLECTIONS

Jan. 1 to Dec. 20, 1947 \$3,872,154
 Same period of 1946 3,238,438
 Increase 633,716

UP

20%

★ RETAIL SALES INCREASED

The first eleven months of 1947 showed a gain of 18 percent over the same period of 1946, and an increase over 1939 of

18%

225%

★ EMPLOYMENT STILL INCREASING

Sixty-four leading employers will increase their forces in early 1948 by

28%

WFMJ

BASIC ABC AFFILIATE FOR OHIO'S THIRD MARKET

ASK HEADLEY-REED CO. NATIONAL REPRESENTATIVES
 NEW YORK—CHICAGO—DETROIT—ATLANTA—LOS ANGELES—SAN FRANCISCO

ADVERTISERS USING CBS NETWORK DURING 1947

(Contract Dates cover only those contracts effective in 1947)

Sponsor & Product	Program—Day & Time EST	Stations + No. of	Contract Duration of	Agency
American Home Products Corp., Jersey City (Whitehall Pharmacal Co. Div.) Anacin	Our Gal Sunday Mon.-Fri. 12:45-1 PM	152-79	9-16-46—	Dancer-Fitzgerald-Sample
Anacin	Ellery Queen Wed. 7:30-8 PM, 12:30-1 AM	52	10-23-46—4-16-47	Sullivan, Stauffer, Colwell & Bayles
Anacin, Kolynos	Hollywood Jackpot Mon., Wed., Fri., 4:30-5 PM	24	6-3-46—3-28-47	Dancer-Fitzgerald-Sample
Bisodol Powder **	Romance of Helen Trent Mon., Wed., Fri., 12:30-45 PM	151-76	1-1-47—9-26-47	Dancer-Fitzgerald-Sample
Heet **	Romance of Helen Trent Tues., Thurs., 12:30-45 PM	151-76	9-30-46—4-4-47	Dancer-Fitzgerald-Sample
Kolynos	Romance of Helen Trent Mon., Fri., 12:30-45 PM	151-76	9-30-46—	Dancer-Fitzgerald-Sample
Kolynos	Mr. Keen, Tracer of Lost Persons Thurs., 7:30-8 PM	46	10-24-46—6-26-47	Dancer-Fitzgerald-Sample
Kolynos	Mr. Keen, Tracer of Lost Persons Thurs., 8:30-55 PM, 11:30-55 PM	117	8-28-47—	Dancer-Fitzgerald-Sample
American Tobacco Co., New York Lucky Strike Cigarettes	Your Hit Parade Sat., 9-9:45 PM, 12-12:45 AM	160	4-27-46—4-19-47	Foote, Cone & Belding
Anchor Hocking Glass Corp., Lancaster, O. Anchorglass, Fire King, Ovinglass Products	Casey, Crime Photographer Thurs. 9:30-10 PM	145	1-2-47—	Wm. H. Weintraub & Co.
Armour & Co., Chicago Chiffon Flakes, Canned Meats, etc.	Hint Hunt Mon.-Fri. 3:45-4 PM 4-28-47 Mon.- Fri. 4-4:15 PM 7-28-47 Mon.-Fri. 4-4:25 PM, 11-24 add. re: 7-7:15 PM	20-122	2-17-47—	Foote, Cone & Belding
Armstrong Cork Co., Lancaster, Pa. Armstrong Quaker Rugs	Armstrong Theater of Today Sat. 12-12:30 PM	154-160	9-28-46—	Batten, Barton, Durstine & Osborn
B. T. Babbitt Inc., New York Bab-O	David Harum Mon.-Fri. 10:45-11 AM	54	1-13-47—	Duane Jones Co.
Ballard & Ballard Co., Louisville Ballard's Obelisk Flour	Renfro Valley Folks Sun. 9-15-45 AM	28	8-4-46—	Henri, Hurst & McDonald
	Renfro Valley Folks Thur.-Fri. 8:15-30 AM	27	9-4-47—	
	Renfro Valley Folks Sat. 8:15-45 AM	26	9-6-46—	
Barron-Gray Packing Co., San Jose Health Vegetable Juice	Ona Munson in Hollywood Fri. 9:55-10 PM PST 6-8-47 Sun. 8:55-9 PM PST	10*	10-18-46—9-21-47	Long Adv. Service
Bekins Van & Storage Co., Seattle Storage	News—11-17 Chas. Collingwood	7*	9-23-46—	Brooks Adv. Agency
The Borden Co., New York All Products	Ginny Simms Show Friday 9-9:30 PM 6-20 Arthur's Place 9-19 Borden Pgm. With Mark War- now's Orch & Chorus	155-161	7-5-46—	Young & Rubicam, Inc. 6-20 Kenyon & Eckhardt, Inc.
Instant Coffee	County Fair Saturday 1:30-2 PM	161	12-7-46—	Kenyon & Eckhardt, Inc.
Bowey's Inc., Chicago Darl-Rich Products	Stars over Hollywood Saturday 12:30-1 PM	52	9-21-46—	Sorensen & Co.
E. L. Bruce Co., Memphis Bruce Floor Cleaner	Front Page Features with Knox Manning Mon., Wed., Fri. 5-5:15 PM PST	11*	9-2-46—2-28-47	Christiansen Adv. Agcy.
Calif. Prune & Apricot Growers Assn. Sunsweet Tenderized Fruit	Surprise Theater with Knox Man- ning Sunday 8:25-30 PM PST	13*	12-15-46—	Long Adv. Service
Campana Sales Co., Batavia, Ill. All Products	First Nighter Saturday 8-8:30 PM	57	10-4-47—	Wallace-Ferry-Hanly Co.
Campbell Soup Co., Camden All Products	Campbell Room with Hildegard Sunday 9-9:30 PM, 12:30-1 AM 4-6 Meet Corliss Archer	145 --CBC	9-8-46—	Ward Wheelock Co.
Soups	Double or Nothing Monday-Friday 3-3:30 PM	41-107	6-30-47—	Ward Wheelock Co.
Soups	Robert Trout with the News Till Now Monday-Friday 6:45-7 PM	133	4-1-46—6-27-46	Ward Wheelock Co.
	Robert Trout with the News Till Now 9-29 Edward R. Murrow Mon-Fri 7:45-8 PM 12:45-1 AM	144	6-30-47—	Ward Wheelock Co.
Franco-American Spaghetti	Club 15 Mon-Fri 7:30-45 PM 12:30-45 AM	150	6-30-47—	Ward Wheelock Co.
All Products	Carroll Alcott, News Mon-Sat 8:55-9 PM PST	11*	9-30-46—6-28-47	Ward Wheelock Co.
Soups	Jack Carson Show Wednesday 8-8:30 PM, 12-12:30 AM	145 +CBC	10-2-46—6-25-47	Ward Wheelock Co.
Canada Dry Ginger Ale Inc., New York Canada Dry Beverages	Sparkle Time with Meredith Willson Friday 7:30-8 PM, 11:30-12 Mid	147	10-4-46—3-28-47	J. M. Mathes, Inc.
Carnation Co., Milwaukee Carnation Evaporated Milk & Friskies Dog Food	Lone Journey Monday-Friday 2:30-45 PM	62	9-30-46—9-26-47	Erwin Wasey & Co.
Chemicals Inc., Oakland Vano Household Chemical	Meet the Missus Fri 2:30-45 PM PST, 8-21 Thur 1:30-45 PM PST, 10-2 Thur 3- 3:15 PM PST	12*	12-20-46—	Garfield & Guild
Chesebrough Mfg. Co. Consolidated, New York Vaseline Petroleum Jelly, Hair Tonic	Dr. Christian Wednesday 8:30-55 PM 11:30-55 PM	156	10-23-46—	McCann-Erickson Inc.

* Pacific Coast Regional Shows only.

** Kolynos with Bisodol & Heet alternate each week with opening & closing commercial.

+ Where two sets of figures are given, last is current number of stations.

(Continued on page 400)

You can judge a radio station by the

Clients it Keeps!



KROGER GROCERY & BAKING CO.,
Consistant WHAS advertisers since 1935.



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



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

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

Judged by any standard, your best buy is WHAS

- POWER:** 50,000 watts
- FREQUENCY:** 840 kilocycles, 1A Clear Channel
- NETWORK:** Basic CBS Network
- HISTORY:** Established in 1922. 25 years of service to its listeners.
- MARKET:** Metropolitan Louisville, the nation's 17th industrial center during the war—and still growing!
PLUS the rich Kentuckiana area which boasts the nation's greatest increases in land value.
- COVERAGE:** 50,000 watts on a 1A clear channel frequency of 840 kilocycles gives primory coverage of practically all of Kentucky plus the prosperous Southern Indiana market.



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

REPRESENTED NATIONALLY BY EDWARD PETRY & COMPANY, Inc.

Not everything you hear about newspapermen is true. For instance, not all newspapermen wear their hats all the time, like in the movies.

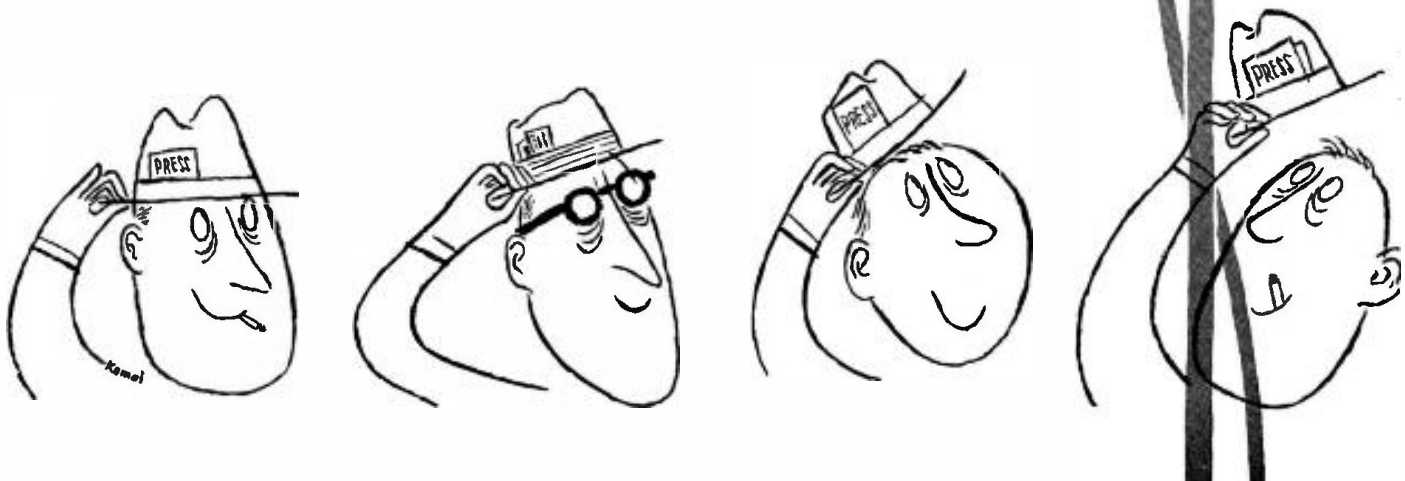
But one thing you can bank on. And that is that newspapermen are pretty knowledgeable fellows, with pretty clear ideas about what's good and what isn't. It's not easy to get *them* to take off their hats to anybody.

That's why we at CBS are particularly pleased when newspapermen take off their hats to *us*.

A lot of them have just done so . . . in Motion Picture Daily's Twelfth Annual Poll of more than 600 leading radio editors, critics and columnists from coast to coast.



How do you get them to take off



Best 1947 News Job by Radio
 **CBS, for Newscasts by Edward R. Murrow**
Best Dramatic Program **Lux Radio Theatre (tie)**
Best Comedienne **Joan Davis**
Best Symphonic Orchestra **New York Philharmonic**
Best Dance Band . . . **Vaughn Monroe, Guy Lombardo (tie)**
Best Female Vocalist (classical) **Rise Stevens**
Best Female Vocalist (popular). **Dinah Shore**
Best News Commentator or Analyst . **Edward R. Murrow**
Best Program for Children **Let's Pretend**
Best Network Publicity Service . . **CBS Press Information**

And that's by no means the whole story.

CBS programs and performers also won *fifteen more* "placings": nine second-place votes, and six third places.

Our thanks to Motion Picture Daily and to the hundreds of working newspapermen and women all over the country who write about Radio.

By applauding us for our achievements – yes, and by slapping us down when we miss – they are doing an important job in raising Radio's sights and in bringing Radio's story to their readers – who are also Radio's listeners.

It's our turn to take off our hats . . . and we do.

**COLUMBIA
BROADCASTING
SYSTEM**

their hats?



ADVERTISERS USING CBS NETWORK DURING 1947

(Continued from page 396)

Sponsor & Product	Program—Day & Time EST	No. of Stations	Duration of Contract	Agency
Chrysler Corp., Detroit De Soto and Plymouth Cars	Christopher Wells Sunday 10-10:30 PM	160	9-28-47—	Batten, Barton, Durstine & O born
Coca-Cola Co., New York Coca-Cola	Pause that Refreshes on the Air with Percy Faith's Orch. Sunday 6:30-7 PM	158	8-17-47—	D'Arcy Adv. Co. Inc.
	Spotlight Review Friday 10:30-11 PM	160	10-3-47—	D'Arcy Adv. Co. Inc.
Colgate-Palmolive-Peet Co., Jersey City Super Suds	Blondie Sunday 7:30-8 PM, 11:30-12 Mid	147	8-11-46—	Wm. Esty & Co.
Colgate Tooth Powder and Halo Shampoo	Mel Blanc Show 7-1 Mr. & Mrs. North Tuesday 8:30-55 PM, 11:30-55 PM	148	7-2-46—	Sherman & Marquette, Inc.
Continental Baking Co. Inc., New York Wonder Bread & Hostess Cake	Grand Slam with Irene Beasley Monday-Friday 11:30-45 AM	47	11-25-46—	Ted Bates Inc.
Cream of Wheat Corp., Minneapolis Cream of Wheat	Let's Pretend Saturday 11:05-30 AM	146	9-21-46—	Batten, Barton, Durstine & O born
Cresta Blanca Wine Co., New York Cresta Blanca Wine	Hollywood Players Wednesday 10-10:30 PM	120	9-3-46—2-26-47	Batten, Barton, Durstine & O born
Curtiss Candy Co., Chicago Candy Products	Warren Sweeney Saturday-Sunday 11-11:05 AM	146	12-28-46—	C. L. Miller Co.
Electric Auto-Lite Co., Toledo Spark Plugs, Batteries, Ignition Systems and Auto Accessories	Dick Haymes Show 6-12 Lawyer Tucker 9-12 Dick Haymes Show Thursday 9-9:30 PM	156	10-10-46—	Ruthrauff & Ryan, Inc
Electric Compaules Adv. Program Institutional	Hour of Charm 7-13 Summer Electric Hour with Woody Herman Orch. 9-7 Electric Hour with Phil Spitalny's Orch. Sunday 4:30-5 PM	154	7-21-46—	N. W. Ayer & Son
Elgin National Watch Co., Elgin, Ill.	Holiday Show Thursday 4-6 PM	163	11-27 only	J. Walter Thompson Co.
	Holiday Show Thursday 4-6 PM	164	12-25 only	J. Walter Thompson Co.
Emerson Drug Co., Baltimore Bromo-Seltzer	Inner Sanctum Monday 8-8:30 PM, 12-12:30 AM	149	7-29-46—	Batten, Barton, Durstine & O born
Eversharp Inc., Chicago Eversharp Pens, Pencils, Red Top Lead	Take It or Leave It 8-3 Xavier Cugat Show Sunday 10-10:30 PM	160	9-15-46—9-7-47	The Blow Co.
	Maisie Friday 10:30-11 PM	157	8-16-46—3-28-47	The Blow Co.
"42" Products Inc., Los Angeles All Products	Bob Garred, News Tues., Thurs., Sat. 4:45-55 PM PST	12*	8-16-46—	Brisacher, Van Norden & Staff
Ferry-Morse Seed Co., Detroit Seeds	Garden Gate Saturday 9:15-30 AM	156	1-11-47—5-10-47	MacManus, John & Adams Inc
	Time for Rolly Langley Friday 4:30-45 PM PST	6*	8-3-46—7-26-47	MacManus, John & Adams Inc
Ford Motor Co., Dearborn Ford Cars	Ford Show starring Dinah Shore 6-18 Ford Showroom with Meredith Willson Wednesday 9:30-10 PM	160	10-2-46—9-24-47	J. Walter Thompson Co. 6-18 Kenyon & Eckhardt, Inc
W. F. Fuller & Co., San Francisco Paints	News Mon-Sat 7:55-8PM PST 9-29 Mon-Sat 8:55-9 PM PST	15*	7-28-47—	McCann-Erickson Inc.
General Electric Co., Schenectady Household Appliances	G. E. House Party Mon., Wed., Fri. 4-4:25 PM	154	1-14-46—1-10-47	Young & Rubicam Inc.
General Electric Co., Bridgeport Appliance & Merchandise Div.	G. E. House Party Mon-Fri 3:30-55 PM, 5:30-55 PM	161	12-1-47—	Young & Rubicam Inc.
General Foods Corp., New York Jell-O, Jell-O Puddings	Baby Snooks Show with Fanny Brice Friday 8-8:30 PM, 12-12:30 AM	148	9-6-46—5-30-47	Young & Rubicam Inc.
	Gorden MacRae Show 9-5 Baby Snooks Show with Fanny Brice Friday 8-8:30 PM, 12-12:30 AM	148	8-1-47—	Young & Rubicam Inc.
LaFrance, Satina	Second Mrs. Burton Monday-Friday 2-2:15 PM	65	4-1-46—	Young & Rubicam Inc.
Maxwell House Coffee	Wendy Warren and News Monday-Friday 12-12:15 PM	145	6-23-47—	Benton & Bowles Inc.
Post's Raisin Bran, Post's 40% Bran Flakes	Kate Smith Speaks Monday-Friday 12-12:15 PM	145	9-2-46—6-20-47	Benton & Bowles Inc.
Postum	Kate Smith Sings Sunday 6:30-7 PM, 10:30-11 PM	146	10-6-46—6-29-47	Foote, Cone & Belding
Sanka, Instant Sanka	Adv. of the Thin Man Friday 8:30-55 PM	146	8-9-46—5-30-47 8-1-47—	Young & Rubicam Inc.
General Motors Corp., Dayton Frigidaire Division	Hollywood Star Time 4-3 Man Called X Sat 8-8:30 PM, 11-11:30 PM, 3-27 Thurs 10:30-11 PM, 10-26-47 Sun 8:30-55 PM, 11-11:25 PM	158	1-5-47—	Foote, Cone & Belding
Gillette Safety Razor Co., Boston Gillette Shaving Cream, Safety Razors & Blades	Orange Bowl Football Game Wednesday 1:45-4:15 PM	160	1-1-47 only	Maxon Inc.
	Kentucky Derby Saturday 6:30-7 PM	161 +CBC	5-3-47 only	Maxon Inc.
	Belmont Stakes Saturday 4:30-5 PM	155	5-31-47 only	Maxon Inc.
Grove Laboratories, Inc., St. Louis Cold Tablets	Call of the Range Mon. Wed., Fri. 4-4:15 PM PST	10*	11-4-46—3-28-47	Duane Jones Co.
Beaumont Four-Way Cold Tablets	Melody Trail Mon., Wed., Fri. 12:15-30 PM PST	10*	12-2-46—2-28-47	J. D. Tarcher & Co.
Gulf Oil Corp., Pittsburgh Gulf Oil Products	We the People Sunday 10:30-11 PM 6-24 Tues 9-9:30 PM	115	2-12-46—	Young & Rubicam Inc.

(Continued on page 402)

Jonathan Dayton Says...



HERE ARE **5** FACTS
YOU SHOULD KNOW
ABOUT **WHIO**

AND THE DAYTON MARKET

FACT NO.

1

THE DAYTON MARKET IS A BIG MARKET

Dayton alone has a population of 250,000. Dayton boasts of 78,670 families. And there are 107,380 families in Montgomery County. Over 170,000 wage earners live in the Dayton area.

FACT NO.

3

THE DAYTON MARKET IS A RADIO MARKET

97.5% of Dayton Families are Radio Families, and 97.1% of Montgomery County Families are Radio Families.

FACT NO.

2

PEOPLE IN THE DAYTON MARKET HAVE MONEY TO SPEND

Effective buying power of the Dayton market is estimated at \$4,903.00 per family, \$1,263.00 higher than the national average.

FACT NO.

4

WHIO IS THE NO. 1 LOCAL STATION AMONG DAYTON LISTENERS

Radio listeners in Dayton and in the surrounding industrial and agricultural area listen to WHIO. Evidence can be found of WHIO's No. 1 position among local stations in both BMB and recent Hooper reports.

FACT NO.

5

WHIO COVERS A PROFITABLE MARKET FOR YOUR SALES MESSAGE

The value of WHIO listeners is solidly built on the widely diversified industries of metropolitan Dayton and neighboring manufacturing towns now experiencing record breaking peace-time prosperity.

WHIO

5000 WATTS . . . BASIC
CBS NEWS: UP, INS, PA—
G. P. Hollingbery Co.,
Representatives
Harry E. Cummings,
Southeastern Representative

DAYTON, OHIO

ADVERTISERS USING CBS NETWORK DURING 1947

(Continued)

Sponsor & Product	Program—Day & Time EST	No. of Stations	Duration of Contract	Agency
Hall Bros., Inc., Kansas City, Mo. "Hallmark" Greeting Cards	Reader's Digest—Radio Edition Thursday 10-10:30 PM	157	9-12-46—	Foote, Cone & Belding
Charles E. Hires Co., Philadelphia Root Beer	Here's to You Sunday 2:30-3 PM 7-20 Sunday 2:45-3 PM	153-83	1-26-47—	N. W. Ayer & Son
House of Delicacies, New York French Kettle Onion Soup	Meet the Missus Wednesday 2:30-45 PM PST	11*	11-13-46— 2-12-47	Emil Mogul Co.
Household Finance Corp., Chicago Personal Loans	That's Finnegan Thursday 10:30-11 PM 3-28 The Whistler 3-26 Wednesday 10-10:30 PM Charles Collingwood TuThSa 5:30-45 PM PST	64	6-27-46—	Shaw-LeValley Inc. 7-2 LeValley Inc.
International Silver Co., Meriden, Conn. Sterling & 1847 Rogers Bros. Silver	Adv. of Ozzie & Harriet Sunday 6-6:30 PM	151	9-1-46—6-1-47 8-31-47—	Young & Rubicam Inc.
Johns-Manville Corp., New York Building Materials	Silver Theater Sunday 6-6:30 PM	151	6-8—8-24-47	
Lady Esther Sales Co., Inc., Chicago Cosmetics	Bill Henry—News Monday-Friday 8:55-9 PM	66	12-23-46—	J. Walter Thompson Co.
Lever Bros. Co., Cambridge Lipton's Tea and Noodle Soup Mix	Screen Guild Players Monday 10-10:30 PM	152	2-11-46— 7-7-47	The Blow Co.
	Vox Pop Tuesday 9-9:30 PM	148	8-27-46— 5-20-47	Young & Rubicam Inc.
	Arthur Godfrey's Talent Scouts Friday 9:30-10 PM 7-28 Monday 8:30-55 PM 11:30-55 PM	145	7-25-47—	Young & Rubicam Inc.
Lux Toilet Soap & Flakes	Lux Radio Theater Monday 9-10 PM	149	8-26-46—6-23-47 8-25-47—	J. Walter Thompson Co.
Spry	Aunt Jenny Monday-Friday 12:15-30 PM	56+CBC	9-2-46—	Ruthrauff & Ryan Inc.
Swan Soap	Joan Davis Show Monday 8:30-55 PM—11:30-55 PM	145	9-30-46—6-23-47	Young & Rubicam Inc.
Swan Soap	My Friend Irma Monday 10-10:30 PM	144	8-25-47—	Young & Rubicam Inc.
Trim Hair Tonic	The Saint Wednesday 9-9:30 PM PST 10-1 Wednesday 7-7:30 PM PST	14*	7-9-47—	Foote, Cone & Belding
Liggett & Myers Tobacco Co., N. Y. Chesterfields	Arthur Godfrey MonWedFri 11-11:30 AM 10-6 Monday-Friday 11-11:30 AM	155	6-2-47—	Newell-Emmett Co.
Loma Linda Food Co., Arlington, Calif. Loma Linda Foods	Burritt Wheeler—Talks Monday-Friday, 12-12:15 PM PST Melody House MonWedFri 4:15-30 PM PST 6-30 MonFri 4:15-30 PM PST	11*	1-7-46—1-3-47	Elwood J. Robinson Adv. Agcy.
		11*	2-3-47—8-1-47	Elwood J. Robinson Adv. Agcy.
P. Lorillard Company, N. Y. Old Gold's	Songs by Sinatra Wednesday 9-9:30 PM 6-11 Rhapsody in Rhythm 9-24 Old Gold Show with Frank Morgan, Frances Langford, Don Ameche	145	10-23-47—	Lennen & Mitchell Inc.
Los Angeles Soap Co., Los Angeles All Products	Knox Manning—News Monday-Friday 12:30-45 PM PST	11*	9-1-47—	Raymond R. Morgan Co.
Luden's Inc., Reading, Pa. All Products, Cough Drops, Cocilliana Drops & Fifth Avenue Candy Bar	Hoagy Carmichael Sings Sunday 5:30-45 PM Ned Calmer and the News Sunday-Saturday 8:55-9 PM Strike It Rich Sunday 10:30-11 PM	149	10-20-46—6-15-47	J. M. Mathes Inc.
		159	6-21-47—	J. M. Mathes Inc.
		67	11-2-47—	J. M. Mathes Inc.
Lyon Van & Storage Co., Los Angeles Moving & Storage	Meet the Missus Thursday 2:30-45 PM PST	11	12-5-46—5-29-47	Batten, Barton, Durstine and Osborn
McMahan Furniture Stores, Los Angeles House Furnishings	Knox Manning—News Monday-Friday 12:30-45 PM PST	3	8-5-46—8-4-47	M-C-M Adv. Agcy., Santa Monica
Manhattan Soap Co., Inc., New York Blu-White Flakes	Romance of Evelyn Winters Monday-Friday 10:30-45 AM 4:30-45 PM 9-29 rept. 7-7:15 PM Rose of My Dreams Monday-Friday 2:45-3 PM	160	12-30-46—	Duane Jones Co.
		159	11-25-46—	Duane Jones Co.
Metropolitan Life Insurance Co., New York Institutional	Fact Finder Monday-Friday 7:45-8 AM PST Eric Sevareid—News Monday-Friday 6-6:15 PM	9	9-30-46—2-13-47	Young & Rubicam Inc.
		25	2-17-47—	Young & Rubicam Inc.
Miles Laboratories, Inc., Elkhart Alka-Seltzer, One-a-Day Vitamin Tab.	Fred Beck—Commentary Monday-Friday 7:45-8 AM PST Lum 'n Abner Monday-Friday 5:45-6 PM 6:30-45 PM	12	6-29-47—	Wade Adv. Agency
		139	9-29-47—	Wade Adv. Agency
Noxzema Chemical Co., Baltimore Noxzema Skin Cream & Shave Cream	Mayor of the Town Saturday 8:30-55 PM 11:30-55 PM	145	9-7-46—5-31-47	Sullivan, Stauffer, Colwell & Bayles
Omnibook Corp., New York Omnibook Magazine	Lee Adams—Narrator Saturday 10:15-30 AM	29	8-23-47—11-15-47	Schwab & Beatty Inc.
Parker Pen Co., Janesville Quink and Superchrome Ink Pens, Pencils, Desk Sets	Ned Calmer Saturday-Sunday 8:55-9 PM Information Please Wednesday 10:30-11 PM	144	6-21-46—6-15-47	J. Walter Thompson Co.
		158	10-2-46—6-25-47	J. Walter Thompson Co.

(Continued on page 404)

Good PROGRAMS
FOR *23* YEARS

1350
CBS

WADG

FIRST IN AKRON

Soon Finest in FM

AKRON, OHIO

BASIC COLUMBIA NETWORK • 5000 WATTS

ALLEN T. SIMMONS • OWNER-OPERATOR

Represented Nationally by George P. Hollingbery Co.

ADVERTISERS USING CBS NETWORK DURING 1947

(Continued)

Sponsor & Product	Program—Day & Time EST	No. of Stations	Duration of Contract	Agency
Peter Paul Inc., Naugatuck, Conn. Candy Bars	Bob Garred—News Mon-Wed-Fri 5:45-55 PM PST	12	9-30-46—	Brisacher, Van Norden & Staff
	Bob Garred—News Tues-Thur-Sat 7:30-45 AM PST	12	11-12-46—	Brisacher, Van Norden & Staff
Pet Milk Sales Co., St. Louis 400-D Pet Milk	Mary Lee Taylor Saturday 10:30-11 AM 2-2:30 PM	132	10-26-46—	Gardner Adv. Co.
	Saturday Night Serenade Saturday 9:45-10:15 PM 4-26 9:30-10 PM 7-5 10-10:30 PM	72	10-12-46—	Gardner Adv. Co.
Philip Morris & Co., Ltd. Inc., New York Philip Morris Cigarettes	It Pays to be Ignorant Friday 10-10:30 PM	144	2-1-46—	The Blow Co. Inc.
	Crime Doctor Sunday 8:30-55 PM—11-11:25 PM	144	4-28-46—10-19-47	The Blow Co. Inc.
Pict-Sweet Foods, Inc., Mt. Vernon, Wash. Food Products	Your Hope Chest Sunday 3:30-4 PM PST	15	5-26-46—5-18-47	Ruthrauff & Ryan Inc.
Pillsbury Mills, Inc., Minneapolis Sno-Sheen Flour & Pillsbury's Best Pillsbury's Pancake	Grand Central Station Saturday 1-1:30 PM	128	3-2-46—	McCann-Erickson Inc.
	Meet the Missus Mon-Wed-Fri 3-3:15 PM PST	11	9-29-47	McCann-Erickson Inc.
Planters Nut & Chocolate Co., Wilkes-Barre Peanuts & Peanut Oil	Harry W. Flannery Tues-Thur-Sat 5:30-55 PM PST	12	1-17-46—11-1-47	Raymond R. Morgan Agency
Procter & Gamble Co., Cincinnati Camay Crisco	This is Hollywood Saturday 10:15-45 PM	115	10-5-46—6-28-47	Pondar & Ryan Inc.
	Perry Mason Monday-Friday 2:15-30 PM	23	9-2-46—1-3-47	Compton Adv. Inc.
Crisco	Young Dr. Malone Monday-Friday 1:30-45 PM	47	12-30-46	Compton Adv. Inc.
Dreft	Mystery of the Week Monday-Friday 7-7:15 PM	66	8-19-46—7-4-47 8-25-47—11-21-47	Dancer-Fitzgerald-Sample
Dreft	Benlah Monday-Friday 7-7:15 PM	66	11-24-47—	Dancer-Fitzgerald-Sample
Duz	Road of Life Monday-Friday 1:45-2 PM	76	11-25-46—5-30-47	Compton Adv. Inc.
Duz	Guiding Light Monday-Friday 1:45-2 PM	79	6-2-47—	Compton Adv. Inc.
Ivory Flakes	Perry Mason Monday-Friday 2:15-30 PM		7-1-47—	Compton Adv. Inc.
Ivory Soap	Big Sister Monday-Friday 1-1:15 PM	69	6-24-46—	Compton Adv. Inc.
Ivory Soap	Lowell Thomas Monday-Friday 11-11:15 PM 9-29 Monday-Friday 6:45-7 PM 11-11:15 PM	16-34 79	8-19-46—	Compton Adv. Inc.
Ivory Snow	Rosemary Monday-Friday 11:45-12N	69	9-16-46—	Benton & Bowles Inc.
Lava	F.B.I. in Peace & War Thursday 8:30-55 PM—11:30-55 PM	79	8-22-46—6-26-47	The Blow Co.
	F.B.I. in Peace & War Friday 9:30-10 PM 11-27 Thursday 8-8:30 PM 12-12:30 AM	81-130	8-23-47	The Blow Co.
Oxydol	Ma Perkins Monday-Friday 1:15-30 PM	78	12-30-46—	Dancer-Fitzgerald-Sample
Oxydol	Jack Smith Monday-Friday 7:15-30 PM 11:15-30 PM	82-79	8-19-46—7-4-47 8-25-47—	Dancer-Fitzgerald-Sample
Spic & Span	Perry Mason Monday-Friday 2:15-30 PM		9-16-46—	Dancer-Fitzgerald-Sample
Prudential Insurance Co. of America, Newark Insurance Services	Prudential Family Hour Sunday 5-5:50 PM	153	5-26-46—	Benton & Bowles Inc.
R. J. Reynolds Tobacco Co., Winston-Salem Camel Cigarettes	Bob Hawk Show 10-6 Screen Guild Players Monday 7:30-8 PM re: 10:30-11 PM 4-28 Monday 10:30-11 PM	154	10-1-46—	William Esty & Co.
	Vaughn Monroe Show Saturday 7:30-8 PM—9-9:30 PM 5-3 Saturday 8-8:30 PM 12-12:30 AM 7-5 Saturday 9:30-10 PM 12:30-1 AM	155	10-12-46—	William Esty & Co.
Rexall Drug Co., Boston Drugs	Durante-Moore Show Friday 9:30-10 PM	154	4-5-46—6-27-47	N. W. Ayer & Sons
Roma Wine Co., Fresno Roma Wines	Suspense Thursday 8-8:30 PM—12:12:30 AM	87	2-28-46—11-20-47	The Blow Co. Inc.
S.O.S. Company, Chicago Aluminum Cleanser	Front Page Features with Knox Manning Mon-Wed-Fri 5-5:15 PM PST	13*	9-22-47—	McCann-Erickson Inc.
Safeway Stores, Inc., Oakland All Products	Bob and Victoria Monday-Friday 3-3:15 PM	36	1-27-47—6-27-47	Ruthrauff & Ryan Inc.
W. A. Sheaffer Pen Co., Ft. Madison Pens, Pencils, Skrip, Leads	Adventurers' Club Saturday 11:50-12N	146	1-11-47—	Russel M. Seeds Co.
Signal Oil Co., Los Angeles Gas. Oil	The Whistler Monday 9-9:30 PM PST 10-1 Wednesday 7:30-8 PM PST	16*	6-10-46—	Barton A. Stebbins Adv. Agcy.
Simoniz Co., Chicago All Acceptable Products	Meet the Missus Tuesday 2:45-3 PM PST	20*	6-4-46—8-26-47	Decora Inc.
Sterling Drug Inc., New York Bayer Aspirin 10-1-10-29 only add Dr. Lyons Toothpaste Ironized Yeast and Phillips Milk of Magnesia	American Melody Hour Tuesday 7:30-8 PM 7-2 Wednesday 8-8:30 PM	149	7-16-46—	Dancer-Fitzgerald-Sample
	Big Town Tuesday 8-8:30 PM—12-12:30 AM	147	10-22-46—	Pedlar & Ryan Inc.

(Continued on page 406)



you'll sell more in '48 with WMT in Eastern Iowa

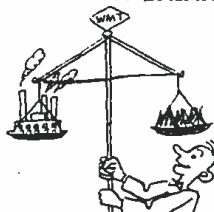
"... the station of the stars" is your best bet to cover Eastern Iowa's Twin Markets. You get:

A WEALTHIER MARKET



Iowan wealth is the highest per capita in the U.S.A. (\$4,322: almost twice the national average!)

A BALANCED MARKET



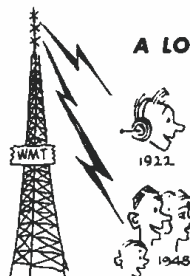
Smokestacks are going cornstalks better than 50-50 in Iowa. Income is almost evenly divided between city and farm.

A RADIO-CONSCIOUS MARKET



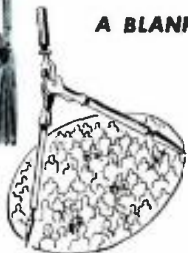
Even Iowa's farms have more radios than do farms in other states. Iowans depend on their radio for news and other public service as well as for entertainment.

A LOYAL MARKET



Eastern Iowans on city and farm have been listening to WMT for more than a quarter of a century. *Because* WMT brings them programs they like!

A BLANKETED MARKET



WMT reaches the largest primary area in the state at the lowest rate per radio family . . . 1,131,782 persons within the 2.5 MV line, greater than any other Iowa station.

THE UNIQUE MARKET



Only WMT delivers CBS Network shows to Eastern Iowa. And only these shows, plus WMT's fine local programs, deliver the prosperous twin market audience to you.

Ask your Katz man for details.

**Get on WMT
and get your share
of the millions
WMT listeners
will spend
in '48**



WMT

Cedar Rapids

BASIC COLUMBIA NETWORK

600 KILOCYCLES

5000 WATTS

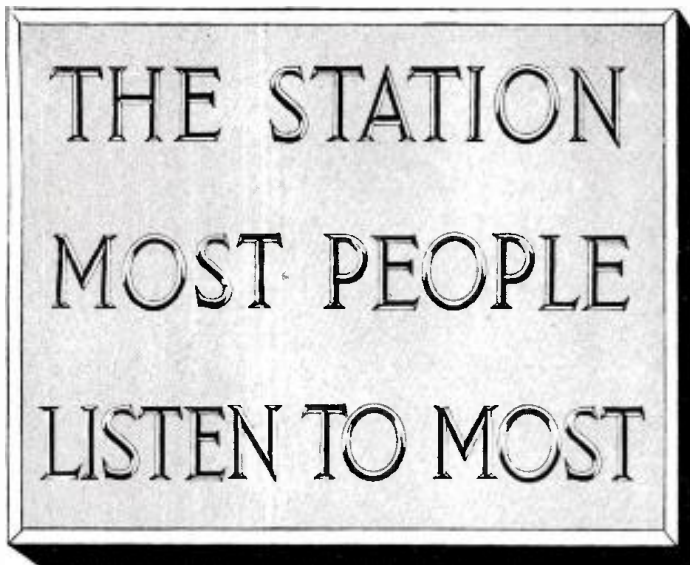
DAY AND NIGHT

MEMBER MID-STATES GROUP

ADVERTISERS USING CBS NETWORK DURING 1947

(Continued)

Sponsor & Product	Program—Day & Time EST	No. of Stations	Duration of Contract	Agency
Studebaker Corp., South Bend Motor Cars	Bob Garred—News Mon-Wed-Fri 7:30-45 AM PST	16*	12-2-46—	Roche, Williams & Cleary
Sunnyvale Packing Co., San Francisco Rancho Soups	Meet the Missus Mon-Wed-Fri 1:45-2 PM PST 9-29 Mon-Wed-Fri 3:15-30 PM PST	20*	8-18-47—	Ruthrauff & Ryan Inc.
H. H. Tanner & Co., St. Paul Portrait Cold Wave	Free for All Saturday 1:30-2 PM PST	18*	12-21-46—3-15-47	Mason-Gold Adv. Agcy.
Texas Co., New York Texaco Products	Eddie Bracken Show 3-30 Tony Martin Show Sunday 9:30-10 PM	159	9-29-46—	Buchanan & Co. 3-30 Kudner Agency
The Toni Company, St. Paul Toni Home Permanent Wave	Give and Take Saturday 2-2:30 PM—2:30-3 PM Meet the Missus Mon-Wed-Fri 2:45-3 PM PST Meet the Missus Friday 1:45-2 PM PST 8-21 Thursday 1:45-2 PM PST 9-2 Tuesday 1:45-2 PM PST	160 22* 22*	1-4-47— 7-1-46—6-27-47 7-4-47—9-23-47	Foote, Cone & Belding Foote, Cone & Belding Foote, Cone & Belding
U. S. Rubber Co., New York All Products	New York Philharmonic Symphony Sunday 3-4:30 PM	149	10-2-46—4-13-47	Campbell-Ewald Co.
Wm. R. Warner Co., Inc., New York Richard Hudnut Beauty Preparations	Jean Sablon Saturday 7:15-30 PM—12:45-1 AM 5-3 Saturday 7:45-8 PM 12:30-45 AM 6-22 Sunday 5:30-5:45 PM	79	11-9-46—11-2-47	Kenyon & Eckhardt Inc.
Washington Cooperative Farmers' Assn., Seattle Lynden Foods	Meet the Missus Thursday 2:45-3 PM PST	29*	3-14-46—7-24-47	Pacific National Adv. Agcy.
Washington State Apple Adv. Comm., Seattle Washington State Apples	Front Page Features with Knox Manring Tues-Thurs-Sat 5-5:15 PM PST Tuesday-Thursday 5-5:15 PM PST Saturday 4:45-5 PM PST	12* 13*	10-1-46—3-29-47 9-23-47—	J. Walter Thompson Co.
Wildroot Co., Inc., Buffalo Wildroot Cream Oil	Adventures of Sam Spade Sunday 8-8:30 PM—12-12:30 AM	159	9-29-46—	Batten, Barton, Durstine & Osborn
J. B. Williams Co., Glastonbury Shaving Cream	William L. Shrer Sunday 5:45-6 PM	149	1-5-47—3-30-47	J. Walter Thompson Co.
Wm. Wrigley Jr. Co. Chewing Gum	Gene Autry Show Sunday 7-7:30 PM	153	9-22-46—	Ruthrauff & Ryan Inc.



National Representative:
GEORGE P. HOLLINGBERY CO

Southeast Representative
HARRY E. CUMMINGS



5,000 WATTS * 610 KC * NBC

For Results In Puerto Rico

W K A Q

TWENTY-FIVE year old WKAQ, network affiliate of Columbia Broadcasting System, is Puerto Rico's *First Station*. Puerto Ricans look to WKAQ's 5000 watt transmission for the best in sports, news, music and public service programs.

This great station, fifth oldest in the world, broadcasts on an unlimited time basis at 620 kc and its coverage will be still further increased by the operation of its new directional antenna system in 1948. "For results in Puerto Rico—WKAQ."



Radio Corporation of Porto Rico

Exclusive representatives in the U.S.

CLARK-WANDLESS COMPANY
205 East 42nd Street, New York 17, N. Y.

ADVERTISERS USING MUTUAL NETWORK DURING 1947

Sponsor & Product	Program—Day & Time EST	No. of Stations	Duration of Contract	Agency
American Bird Products, Inc., Chicago Bird Food	American Radio Warblers Sun. 1:15-1:30 PM eff. 10-4-45 1:00-1:15 eff. 10-20-46 1:15-1:30 eff. 1-19-47 2:15-2:30 eff. 10-19-47 1:15-1:30	16	10-15-39—	Weston-Burnett
American Federation of Labor Combat Taft-Hartley Bill	The Best Things In Life Sun. 1:30-2:00 PM 6-8-47 only 1:30-2:30	320	5-11-47—6-8-47	Furman & Feiner & Co., Inc.
American Safety Razor Corp., Brooklyn Gem Razors & Blades	Adventures of the Falcon Tues. 8:30-9:00 PM	387	7-3-45—9-23-47	Federal Advertising Agency Inc.
American Transit Association Transportation	Spotlight on America eff. 2-8-47 Bulldog Drummond Fri. 10-10:30 PM Fri. 9:30-10 PM	50	7-19-46—7-11-47	Owens & Chappell, Inc.
Armour & Company, Chicago Star Shortening	Queen For a Day Tues., Thurs. 2-2:30 PM	200	9-2-47—	Foote, Cone & Belding
G. Barr & Company Balm Barr Lotion & Shampoo	The Shadow Sun. 5-5:30 PM	90	9-8-46—3-16-47	Arthur Meyerhoff & Co.
Bayuk Cigars, Inc., Philadelphia Phillies Cigars	Inside of Sports Tues., Thurs., Sat. 7:30-7:45 PM eff. 9-13-38 Tues., Thurs., Sat. 7:45-8:00 PM eff. 9-10-45 Mon., Fri. 7:45-8:00 PM Sizing Up the News Mon.-Wed. 8-8:15 PM	102	6-14-38—6-27-42 9-10-45— 8-4-41—9-7-45	Ivey & Ellington Eff. 3-1-45 Neal D. Ivey
Beverly Westwood Citizens Committee Institutional	Henry A. Wallace Th. 8:30-8:45 PM	42	5-22-47 only	Brisacher, Van Norden, Staff
Bible Institute of Los Angeles Religious Talks	Bible Institute Sun. 11-11:30 AM	187	9-28-46—5-11-47	Tullis Company Eff. 3-1-47 Broadcast Advertising Co.
Carey Salt Company Carey Salt	Boake Carter Tues., Thurs. 12-12:15 PM The Shadow Sun. 5:00-5:30 PM	92	1-4-44—6-29-44 9-9-45—6-1-47	McJunkin Advertising Co.
Carter Products, Inc., New York Carter's Little Liver Pills & Arrid	John J. Anthony Mon. Fri. 1:45-2:00 PM Gabriel Heatter Mon., Wed., Fri. 9:00-9:15 PM Eff. 6-30-47 Jimmie Mon-Wed 9:00-9:15 PM Jimmie Fidler Sun. 8:30-8:45 PM	352 397 188	3-19-45—12-27-46 12-30-46— 9-7-47	Ted Bates Inc.
Coca-Cola Company Coca-Cola	Spotlight Bands Mon.-Fri. 10:15-10:30 PM Sat. 10:15-10:45 PM eff. 2-2-42 Mon.-Fri. 9:30-9:45 PM Sa. 9:30-10 PM eff. 6-18-45 Mon., Wed. 9:30-10 PM eff. 7-13-45 Mon. Wed., Fri. 9:30-10 PM Morton Downey Mon.-Fri. 12:15-12:30 PM Tues., Thurs., Sat. 11:15-11:30 PM	259 167 300	11-3-41—11-22-46 2-5-45—1-31-47 10-28-47—	D'Arcy Advertising Co., Inc.
H. C. Cole Milling Co. Omega Flour	Smilin' Ed McConnell Sat. 10-10:15 AM eff. 5-3-47 Sat. 11-11:15 AM eff. 10-5-47 Sun 3- 3:30 PM	64	10-5-46—6-28-47 10-5-47—	J. Walter Thompson Co. Eff. 3-10-47 Gardner Adv.
Chicago Tribune Centennial Celebration	Chicago Theater of the Air Sat. 10-11 PM	118	6-7-47 only	Direct
Christian Reform Church Religious Talks	Back to God Hour Sun. 11:00-11:30 AM	70	12-7-47	Evans Associates
Commercial Credit Company, Baltimore Institutional	Special Investigator Sun. 8:30-8:45 PM eff. 4-8-47 Tues., 8:15-8:30 PM	296	6-17-47	Sheldon, Quick & McElroy
Conti Products, Inc., Brooklyn Conti Shampoo & Soap	Treasure Hour of Song Sat. 8-8:30 PM Fri. 10-10:30 PM Walter Compton Sun. 10:45-11 AM Treasure Hour of Song Thurs 9:30-10 AM Memo for Tomorrow Sun. 10:45-11 AM Treasure Hour of Song Thurs. 9:30-10 PM 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 eff. 6-27-46 By Popular Demand eff. 11-21-46 Treasure Hour of Song	171	1-24-42—5-2-42 5-8-42—7-17-42 7-26-42—1-7-43 1-21-42—6-3-43 6-13-43—11-14-43 11-18-43—6-26-47	Birmingham Castleman & Pierce Inc.
Cudahy Packing Co. Old Dutch Cleanser	Bachelor's Children Mon.-Fri. 11:30-11:45 AM Nick Carter Sun 6:30-7 PM	289	9-28-36—3-28-41 9-15-46—	Grant Advertising Inc.
Delaware, Lackawanna & Western Coal Co., New York "Blue Coal"	The Shadow Sun 4:00-4:30 PM eff. 9-25-38 Sun 5:30-6:00 PM eff. 9-9-45 Sun 5:00-5:30 PM	33	9-26-37—	Ruthrauff & Ryan
General Foods Sales Corp., New York Post Corn, Toasties Sanka Coffee	Buck Rogers Mon-Fri 4:45-5:00 PM McGarry & His Mouse Mon. 8:00-8:30 PM	270 40	9-30-46—3-28-47 1-6-47—3-31-47	Benton & Bowles, Inc.
Post Corn, Toasties, Raisin Bran	House of Mystery Sun. 12-12:30 PM	386	9-15-45	
Gaines' Dog Food	Juvenile Jury Sun. 1:30-2:00 PM	90	12-8-46	

ADVERTISERS USING MUTUAL NETWORK DURING 1947

Sponsor & Product	Program—Day & Time EST	No. of Stations	Duration of Contract	Agency
General Motors Corp., Detroit Institutional	Henry J. Taylor Mon. & Fri. 10-10:15 PM eff. 4-1-46 7:30-7:45 PM	391	12-21-45—	Kudner Agency Inc.
Gillette Safety Razor Corp., Boston Gillette Blades & Razors	Widner Cup Race Sat. 4:30-4:45 PM	340	2-22-47 only	Maxon, Inc.
	Flamingo Stakes Sat. 4:30-4:45 PM	341	3-1-47 only	
	All-Star Baseball Game Tues. 2:15 PM to concl.	423	7-8-47 only	
	World Series Tues., Wed., Thurs., Fri. Sat., Sun., Mon. 1:15 to concl.	441	9-30—10-6-47 only	
Grand Lodge of the A. F. of A. M. State of New York Institutional	The Opening Door Sun. 10-10:30 PM	17	10-26-47 only	None
Hastings Manufacturing Company, Hastings, Mich. Piston Rings & Casite Lubricant	Michael Shayne Tues. 8-8:30 PM	307	10-22-46—1-14-47	Keeling & Co., Inc.
Helbros Watch Co., New York Helbros Watches	Pick & Pat Time eff. 7-16-44 Quick As A Flash Tues., 8:30-9 PM Sun. 6:00-6:30 PM eff. 1-20-46 Sun. 5:30-6 PM	28	1-18-44—	William H. Weintraub & Co.
	eff. 6-10-45 Abbott Mysteries eff. 9-9-45 Quick As A Flash eff. 6-9-46 Abbott Mysteries eff. 9-8-46 Quick As A Flash eff. 6-8-47 Abbott Mysteries eff. 9-7-47 Quick As A Flash	366		
Hershel California Fruit Products Co., San Jose, Calif. Contadino Tomato Paste	Easy Does It Mon., Wed., Fri., 11:30-11:45 AM	33	1-6-47—4-4-47	E. F. Brown Advertising Co.
Horowitz & Duberman, New York Junior Miss Fashions	Judy 'N Jill 'N Johnny Sat. 12:00-12:30 PM	53	10-12-46—1-4-47	Sterling Advertising Co.
International Milling Company, Minneapolis Robin Hood	Queen For A Day Mon., Wed., Fri. 2:00-2:30 PM	70	10-13-47—	Cook Advertising Agency
Kaiser-Frazer Corp., Willow Run, Mich. Automobiles	Newscope Tues., Thurs., Sat., 7:30-7:45 PM Sun. 8:45-9:00 PM	425	11-4-47	Swaney, Drake & Bemen, Inc.
Kellogg Company, Battle Creek, Mich. Kellogg's Pep	Superman Mon.-Fri. 5:45-6 PM eff. 7-4-44 Tues.-Thurs. 5:45-6 PM eff. 1-15-45 Mon.-Fri. 5:45-6 PM	412	1-4-43—	Kenyon & Eckhardt
	Lutheran Hour Sun. 1:00-1:30 PM eff. 10-29-39 Sun. 1:30-2 PM eff. 9-17-44 Sun. 12:30-1 PM	273	10-24-37—	
Lutheran Laymen's League, St. Louis Religious Talks				Gotham Advertising Co., Inc.
Mail Pouch Tobacco Co., Wheeling, W. Va. Tobacco	Fishing & Hunting Club of the Air Mon. 10-10:30 PM	42	12-23-46	Walker & Downing
Miles Laboratories, Inc., Elkhart, Ind. Alka-Seltzer	Queen For A Day Mon.-Fri. 2:30-3 PM eff. 3-31-47 2-2:30 PM	417	10-29-45	Wade Advertising Agency
Murine Co., Inc., Chicago Eye Lotion	Cecil Brown Sun. 8:25-8:30 PM	257	7-14-46—1-5-47	Batten, Barton, Durstine & Os- borne, Inc.
Musterole Company, Cleveland, Ohio Musterole	Billy Rose Tues.-Thurs. 8:55-9 PM	379	10-14-47—	Erwin, Wasey & Co.
Mutual Benefit Health & Accident Assoc. of Omaha Insurance	Freedom of Opportunity Fri. 8:30-9 PM eff. 7-14-46 Mystery Is My Hobby 10-6-46 Sun 10-10:30 PM eff. 10-13-46 Gabriel Heatter Show Sun 10-10:30 PM eff. 7-20-47 Gabriel Heatter Show Sun 7:30-8 PM	409	1-14-44—	Arthur Meyerhoff & Co.
	Crimes of Carelessness Sun 3:30-4 PM	209	11-3-46—4-27-47	
	Upton Close Tues. 10:15-10:30 PM	62	2-19-46—2-11-47	
National Board of Fire Underwriters, New York Fire Insurance				MacFarland Aveyard & Co
National Economic Council, Inc. Institutional				Jim Duffy Company
National Federation of Telephone Workers Institutional	Joseph Beirne Mon. 11:15-11:30 PM	163	4-28-47 only	Direct
Noxzema Chemical Company, Baltimore Noxzema Products	Gabriel Heatter Fri. 9-9:15 PM	163	7-4-47—	Sullivan, Stauffer, Colwell & Bayles, Inc.
Park Street Evangelical Church, Boston Religious Talks	Sunrise Service Easter Sun. 8:30-9 AM	33	4-6-47 only	Tarler & Shinner
Pepsodent Div., Lever Bros. Co., Chicago Dentifrice	Hop Harrigan Mon.-Fri. 5:30-5:45 PM eff. 9-22-47 5-5:15 PM	2	7-7-47	Foote, Cone & Belding
Perfect Circle Co., Hagerstown, Indiana Piston Rings	Indianapolis Speedway Fri. 11:45-12 N 1:15-1:30 PM 3:00- 3:15 PM 4:15 to concl.	375	5-30-47 only	Roger Beane Advertising Co.
Peter Paul, Inc., Naugatuck, Conn. Candy & Chewing Gum	Eight O'clock News Mon.-Wed.-Fri. 8:00-8:15 AM	238	11-10-47	Platt-Forbes, Inc.

(Continued on page 410)

Compliments of a



Friend*

*As of January 1, 1948:
479 Stations (466 in service)
29,550,000 Radio Homes (Grade 1 Daytime "Listenability")

ADVERTISERS USING MUTUAL NETWORK DURING 1947

(Continued)

Sponsor & Product	Program—Day & Time EST	No. of Stations	Duration of Contract	Agency
Petri Wine Co., San Francisco Petri Wine	Sherlock Holmes Fri. 8:30-8:55 PM eff. 10-4-43 Mon. 8:30-9 PM eff. 6-3-46 Casebook of Gregory Hood	133	4-30-43—5-26-47	Young & Rubicam
Pharmaco. Inc., Newark, N. J. Chooz Feen-a-mint	Adventures of Charlie Chan Mon. 8:30-8:55 PM	82	9-29-47—	Ruthrauff & Ryan, Inc.
Feen-a-mint	Jim Backus Show Sun. 9:30-10 PM	238	9-7-47—	
	Song of the Stranger Mon., Wed., Fri. 3:30-3:45 PM	137	9-29-47	
Philco Corp., Philadelphia Philco Radios	Burl Ives Fri. 8:00-8:15 PM	251	10-18-46—	Hutchins Advertising Co., Inc.
Philip Morris & Co. Ltd., New York Cigarettes	Queen For A Day Mon.-Fri. 2:00-2:30 PM Heart's Desire Mon.-Fri. 11:30-12 N	213 208	4-21-47— 4-28-47—	Cecil & Presbrey
Pilot Radio Corp., New York F. M. Radio Speaker Device	American Forum of the Air Tuesday 10:00-10:30 PM	21	10-28-47	Grey Advertising, Inc.
Progressive Citizens of America Institutional	Truman's Proposal on Aid to Turkey & Greece Thurs. 8:15-8:30 PM	26	4-10-47 only	Moss & Arnold & Co.
Quaker Oats Co., Chicago Oatmeal	Those Websters Sun. 6:00-6:30 PM	423	3-3-46—	Ruthrauff & Ryan, Inc.
Radio Bible Class, Detroit Religious Talks	Radio Bible Class Sun. 10-10:30 AM	249	11-10-40—	Direct
Ralston-Purina Co., St. Louis Cereal Foods	Tom Mix & His Ralston Straight Shooters Wed., Fri. 5:30-5:45 PM eff. 9-4-44 Mon.-Fri. 5:30-5:45 PM eff. 10-2-44 Mon.-Fri. 5:45-6 PM eff. 6-24-46 Tues., Thurs., Fri. 5:45-6 PM eff. 9-2-46 Mon.-Fri. 5:45-6 PM eff. 8-4- 47 Mon., Wed., Fri. 5:45-6 PM eff. 8- 14-47 Mon.-Fri. 5:45-6 PM	416	6-7-44—	Gardner Advertising Co.
	Checkerboard Jamboree Sat. 1-2 PM eff. 11-17-45 Sat. 1:30-2 PM eff. 1-6-47 Mon. thru Fri. 12-12:15 PM eff. 2-3- 47 Mon. thru Fri. 12:15-12:30 PM eff. 8-4-47 Mon. thru Fri. 1:45-2 PM	151	1-5-46—	Gardner Advertising Agency
Revere Camera Co., Chicago Cameras	Jan August Sat. 5:45-6 PM	18	2-15-47—	Roche, Williams & Cleary Inc.
Revere Copper & Brass Inc., New York Institutional	Human Adventure Wed. 10-10:30 PM eff. 12-2-45 Exploring the Unknown Wed. 10-10:30 PM eff. 10-14-45 Sun. 9-9:30 PM	296 375	7-4-45—8-31-47	St. Georges & Keyes
Rochfield Oil Corp., New York Oil & Gasoline	Arthur Hale Sat. 7:30-7:45 PM eff. 4-2-40 Tues., Thurs., Sat. eff. 12-31-46 Tues., Thurs.		1-6-40—9-25-47	Hixson-O'Donnell Adv.
Ronson Art Metal Works, Newark, N. J. Ronson Lighters	Twenty Questions Sat. 8-8:30 PM	204	7-6-46—	Cecil & Presbrey, Inc.
R. B. Semler Company, Inc., New Canaan, Conn. Kreml Shampoo & Hair Tonic	Gabriel Heatter Tues. 9:45-10 PM eff. 8-7-40 Wed., Fri., 9-9:15 PM eff. 3-22-41 Wed., Fri., Sat. 9-9:15 PM eff. 7-7-41 Mon., Wed., Fri. 9-9:15 PM eff. 7-1-46 Mon. 9-9:15 PM	291	10-4-38—12-23-46	Erwin, Wasey & Co.
	William Lang-Lyle Van-News Mon.-Fri. 12-12:15 PM	262	12-4-44—6-28-46	
	Paula Stone-Phil Brito Tues.-Thurs. 1:30-1:45 PM	177	12-5-44—12-27-45	
	Martin Block Show Mon.-Wed.-Fri. 2:30-2:45 PM	390	10-12-47	
	Billy Rose Mon.-Wed.-Fri. 8:55-9:00 PM	126	10-13-47—	
Serutan Company, Jersey City, N. J. Serutan & Nutrex	Mediation Board Sun. 8-8:45 PM eff. 9-20-45 Sun. 8:15-8:45 PM eff. 10-11-45 Sun. 8- 8:30 PM	12	7-11-43—3-31-46	Raymond Spector Co. Eff. 7-1-45 Grant Adv. Eff. 3-1-46 Roy S. Durstine Inc.
	Richard Maxwell Hymns You Love Mon.-Fri. 12:30-12:45 PM	63	9-10-45—5-17-46	
	Letters to Lindlahr Mon.-Fri., 11:15-12 N eff. 4-21-47 Mon.-Fri. 12-12:15 PM eff. 8-4-47 Mon.-Fri. 12:15-12:30 PM	107	10-1-45—	
	Gabriel Heatter Fri 9-9:15 PM eff. 1-2-47 Tues- Thurs 9-9:15 PM	322	7-12-46—	
Shipstad & Johnson Ice Follies	Ice Follies Thurs. 12:30-1 AM	38	9-19-47 only	Smith Bull & McCreery
Taylor-Reed Corp., Mamaroneck, N. Y. Cocoa Marsh	Hop Harrigan Mon.-Wed.-Fri. 5-5:15 PM eff. 5- 5-47 Tues.-Thurs 5-5:15 PM	41	2-3-47—6-12-47	Ruthrauff & Ryan, Inc.
Triangle Publications, Inc., New York Seventeen Magazine	It's Up To Youth Wed. 8:30-9 PM	131	8-21-46—3-26-47	Al Paul Lefton, Co., Inc.
Trimount Clothing Co., New York Clipper Craft Clothes	Dorothy Thompson Sun. 9:45-10 PM		3-25-45—7-15-45	Emil Mogul Co., Inc.
	Tom Harmon Sat. 7:45-8 PM Warden Lawes Sun. 2-2:15 PM eff. 9-8-47 Tues. 8-8:15 PM	99	10-13-45—1-5-46 10-20-46—9-23-47	Wm. H. Weintraub & Co., Inc.
	Sherlock Holmes Sun 7-7:30 PM	195	9-28-47—	

ADVERTISERS USING MUTUAL NETWORK DURING 1947

(Continued)

Advertiser & Product	Program—Day & Time EST	No. of Stations	Duration of Contract	Agency
United Electrical, Radio & Machine Workers of America Institutional	Leland Stowe Wed 7:30-7:45 PM Arthur Gaeth eff. 10-22-47	54	4-23-47—	Moss & Arnold Co.
U. S. Army Recruiting Service Army Recruiting	U.S. Military Academy Football Game eff. 11-22-47 Game of the Week Sat. 1:45 PM to concl.		9-27-47—	N. W. Ayer & Son Inc
Office of Prophecy Inc., Washington, D. C. Religious Talks	Voice of Prophecy Sun. 7-7:30 PM eff. 10-10-43 9:30-10 AM	236	1-4-42—	Jack Parkie & Assoc. Eff. 10-10-42 G. C. Hoskin Assoc.
Anderson Company, Chicago Valetine	Molly of the Movies Mon.-Fri. 3-3:15 PM Carters of Elm Street Mon.-Fri. 12:45-1 PM Little Orphan Annie Mon.-Fri. 5:45-6 PM Captain Midnight Mon.-Fri. 5:30-5:45 PM		10-21-35—4-23-37 1-22-40—7-19-40 1-22-40—7-5-40 9-30-40—6-26-42 9-25-45—	Blackett-Sample-Hummert, Inc. Eff. 9-24-45 Hill Blackett & Co.
Leon Sporting Goods Co., Chicago Sports Equipment	Arch Ward's Sport Review Fri. 10:15-10:30 PM eff. 1-5-44 Wed. 10:15-10:30 PM All-Star Football Games 8-30-44 8-30-45 8-23-46 8-22-47 9:30 PM to concl.	120 575	10-22-43—4-12-44 8-30-44—	U.S. Advertising Co. Eff. 8-23-46 Ewell & Thurber Assoc.
Whitehall Pharmacal Co., New York Insulin	Front Page Farrell John B. Hughes Mon.-Fri. 1:30-1:45 PM eff. 3-24-42 Tues.-Wed. 10-10:15 PM eff. 10-17-42 Wed.-Sat. 10-10:15 PM Real Stories From Real Life Mon.-Fri. 9:15-9:30 PM True Detective Mysteries Sun. 4:30-5 PM	9	6-23-41—12-18-43 7-9-45	Blackett-Sample-Hummert Eff. 7-9-45 Dancer, Fitzgerald Sample, Inc.
Williamson Candy Co., Chicago Henry Candy Bars	Young People's Church of the Air Sun. 3:30-4 PM eff. 1-19-41 4:30-5 PM eff. 12-5-43 9-9:30 AM	408	3-3-46	Aubrey, Moore & Wallace, Inc.
Young People's Church of the Air Religious Talks		240	10-13-40—	R. H. Alber Eff. 1-19-41 Ivey & Ellington. Phila., Eff. 4-9-44 Erwin, Wassey & Co.

POWELL

WYOMING

KPOW

NOW 1000 WATTS

*The answer to your need
for Equal coverage Day
and night*

Northern Wyoming & Southern Montana

KPOW

Gives you Coverage with Economy

A REAL VALUE FOR YOUR
ADVERTISING DOLLAR

Mutual

Intermountain

ask AVERY-KNODEL
about The Pioneer Voice of the
Big Horn Basin

(Pronounced "WHIZ")

W I Z Z (FM)

- All buses in WIZZ Market (Nation's 19th in size) have TRANSIT RADIO FM Receivers locked to WIZZ, giving WIZZ advertisers 8,000 bonus listeners every 20 minutes.
- EXCLUSIVE play-by-play Wilkes-Barre Eastern League Baseball games, home and away, for 1947, and again for 1948. Also, EXCLUSIVE play-by-play Wilkes-Barre American League Basketball games, home and away, for season of 1947-1948.
- 1947 BILLBOARD Award for Radio Promotion
- *Smartly Show-Managed in the Public Interest for 3 MILLION people in 3 STATES by*

**SCRANTON - WILKES-BARRE - PITTSBURGH
BROADCASTING COMPANY, INC.**

Richard G. "Dick" Evans, *Pres. & Genl. Mgr.*
Main Studios & Offices Transmitter & Antenna
Wilkes-Barre, Pa. Mountain Top, Pa.

Phone Wilkes-Barre 3-7421

Represented Nationally by TRANSIT RADIO, INC.

ADVERTISERS USING NBC NETWORK DURING 1947

Sponsor & Product	Program—N. Y. Time	No. of Stations	Starting Date of Program	Agency
Adam Hat Stores, Inc., New York Hats & Mens Haberdashery	The Big Break Sunday 10:30-11:00 PM	160	July 1947—	Blow Co. Inc.
Adam Hat Stores, Inc., New York Mens Hats	Zale-Graziano Fight Wednesday 11:00-11:42 PM	161	July 16, 1947 only	Blow Co. Inc.
Allis-Chalmers Mfg. Co., Milwaukee Farm Equipment	The National Farm and Home Hour Saturday 2:00-2:30 PM	160	Sept 1945—	Bert S. Gittins
American Cigarette & Cigar Co., New York Pall Mall Cigarettes	The Fabulous Dr. Tweedy (eff April 1947 The Big Story) Wednesday 10:00-10:30 PM	159	Oct 1946—	Foote, Cone & Belding Inc.
American Home Products Corp., New York Kolynos, Anacin	Bob Burns (eff June 1947 Ellery Queen) (eff September 1947 Hollywood Star Preview) Sunday 6:30-7:00 PM	125	Sept 1946—	Sullivan, Stauffer, Colwell Boyles
American Meat Institute, Chicago Meat & Allied Products	Fred Waring Tues & Thurs 10:00-10:30 AM	161	Jan 1946—	Leo Burnett Co., Inc.
American Tobacco Co., New York Lucky Strike Cigarettes	Jack Benny (June-Sept The Jack Paar Show) Sunday 7:00-7:30 PM	160	Oct 1944—	Foote, Cone & Belding Inc.
American Tobacco Co., New York Lucky Strike Cigarettes	Your Hit Parade Saturday 9:00-9:30 PM	160	April 1947—	Foote, Cone & Belding Inc.
B. T. Babbitt, New York Bab-o Cleaner	David Harum Mon-Fri 11:45-12:00 N	96	Jan 1936—Jan 1947	Duane Jones Co. Inc.
B. T. Babbitt, New York Bab-o Cleaner	Lora Lawton Mon-Fri 11:45-12:00 N	96	May 1943—	Duane Jones Co. Inc.
Bekins Van & Storage Co., Calif. Moving & Storage	Music Hour from Hollywood Saturday 9:30-10:00 PM PST	9	Oct 1947—	Brooks Advertising Agency
Bell Telephone System, New York Telephone Service	The Telephone Hour Mon 9:00-9:30 PM, 12:00-12:30 AM	147	April 1940—	N. W. Ayer
Bristol-Myers Co., New York Ipana	Duffys Tavern (July-Sept Tex & Jinx Show) Wednesday 9:00-9:30 PM	134	Sept 44—	Young & Rubicam
Bristol-Myers Co., New York Sal Hepatica & Vitalls	Mr. District Attorney Wed 9:30-10:00 PM, 12:30-1:00 AM	133	Oct 1939—	Doherty, Clifford & Shenfield C
Bristol-Myers Co., New York Ipana & Minit-Rub	Alan Young Show Fri 8:30-9:00 PM, 11:30-12:00 M	117	Sept 1946—June 1947	Young & Rubicam
Brown & Haley Candy Co., Tacoma, Wash. Almond Roca Candy	The Kings Men Friday 9:00-9:15 PM PST	7	May 1945—Aug 1947	Honig-Cooper Co.
Brown Shoe Co., St. Louis Childrens Shoes	Smilin' Ed McConnell Saturday 11:30-12:00 N	157	Feb 1944—	Leo Burnett Co. Inc.
Brown & Williamson Tobacco Co., Louisville Raleigh Cigarettes	People Are Funny (off July-Sept) Friday 9:00-9:30 PM	159	April 1942—	Russel M. Seeds Co.
Brown & Williamson Tobacco Co., Louisville Raleigh Cigarettes	Red Skelton (June-Sept Evening with Romberg) Tuesday 10:30-11:00 PM	159	Oct 1941—June 1944 Dec 1945—	Russel M. Seeds Co.
Bunte Brothers, Chicago Candy	World Front Sunday 12:00-12:30 PM	20	June 1943—	Presba, Fellers & Presba
Campana Sales Co., Batavia, Ill. Solitair Make-up	Solitair Time Sunday 11:45-12:00 N	19	Oct 1945—	The Clements Co. Inc.
Carnation Co., Milwaukee Evaporated Milk	Carnation Contented Hour Monday 10:00-10:30 PM	149	April 1931—	Erwin Wasey & Co. Ltd.
Centaur Co., New York Molle Shave Cream & Double Danderine	The Molle Mystery Theatre Friday 10:00-10:30 PM	140	Sept 1943—	Young & Rubicam
Cities Service Co., New York Gas & Oil	Cities Service Highways in Melody (this title eff Oct 1944) Friday 8:00-8:30 PM	80	Feb 1927—	Ellington & Co.
Cardinet Candy Co., Calif. Candy Bars	The David Street Show Friday 9:00-9:15 PM PST	21	Aug 1947—	Elliott-Daly Co.
Colgate-Palmolive Peet Co., Jersey City Shave Cream	Can You Top This? Fri 8:30-9:00 PM, 11:30-12:00 M	141	Oct 1942—	Ted Bates Inc.
Colgate-Palmolive Peet Co., Jersey City Halo Shampoo & Supersuds	Judy Canova Show (off July-Sept) Saturday 9:30-10:00 PM	141	May 1943—	Sherman Marquette Inc.
Colgate-Palmolive Peet Co., Jersey City Palmolive Soap & Shave Cream	Kay Kyser's College of Music & Knowledge (off July-Sept) Saturday 10:00-10:30 PM	142	Dec 1944—	Ted Bates Inc.
Colgate-Palmolive Peet Co., Jersey City Colgate Shave Cream	Sports Newsreel of the Air Friday 10:30-10:45 PM	70	Oct 1939—	Sherman Marquette Inc.
Colgate-Palmolive Peet Co., Jersey City Colgate Dental Cream, Lustre Cream	A Day in the Life of Dennis Day (off July-Aug) Wed 8:00-8:30 PM, 12:00-12:30 PM	150	Oct 1946—	Ted Bates Inc.
E. I. du Pont de Nemours & Co. Inc., Wilmington, Del. Institutional	Cavalcade of America (off June-Aug) Mon 8:00-8:30 PM, 11:30-12:00 M	147	Jan 1940—	B B D & O
Emerson Drug Co. Bromo Seltzer	The Freakness Saturday 5:00-5:30 PM	138	May 10, 1947 only	B B D & O
Eversharp Inc., New York Pens & Pencils	Take It or Leave It Sunday 10:00-10:30 PM	160	Aug 1947—	Blow Co. Inc.
Firestone Tire & Rubber Co., Akron Tires & Tubes	Voice of Firestone Monday 8:30-9:00 PM	135	Dec 1928—	Sweeney & James Co.
F. W. Fitch Co., Des Moines Fitch Shampoo	Fitch Bandwagon Starring Alice Faye & Phil Harris (June-Sept Rogues Gallery) Sunday 7:30-8:00 PM	158	Sept 1946—	L. W. Ramsey Co.
Ford Motor Co., Dearborn, Mich. Automobiles	The Ford Theatre Sunday 5:00-6:00 PM	161	Oct 1947—	Kenyon & Eckhardt

(Continued on page 414)

WBAL

*Means Business
in Baltimore*



Where there's smoke, there's business! In Baltimore, industrial chimneys are smoking. Shipbuilding...steel...automobiles... manufacturing... everything is humming! Baltimore has money to spend.

It is an important market for you to reach. Thanks to our powerful programming—you get ready-made audiences... more listeners to hear your message... therefore the sales results you're looking for in this important area.

WBAL

NBC AFFILIATE

50,000 WATTS
BALTIMORE

NATIONALLY REPRESENTED BY EDWARD PETRY & COMPANY

ADVERTISERS USING NBC NETWORK DURING 1947

(Continued)

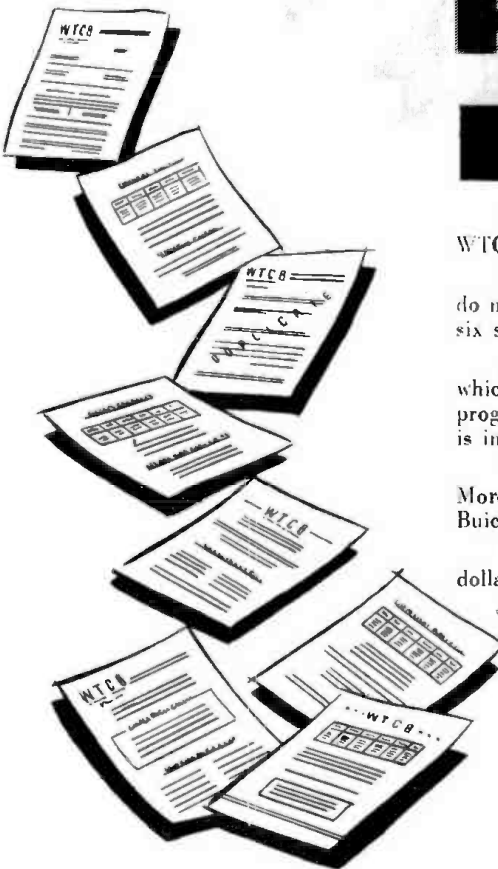
Sponsor & Product	Program—N. Y. Time	No. of Stations	Starting Date of Program	Agency
General Electric Co., Schenectady Institutional	Fred Waring Monday 10:30-11:00 PM	160	Oct 1947—	B B D & O
General Foods Corp., New York Maxwell House Coffee	Burns & Allen (June-Aug Carmen Dragon & Frances Langford) Thurs 8:30-9:00 PM, 12:00-12:30 AM	143	Sept 1945—	Benton & Bowles
General Foods Corp., New York Jello Puddings	Aldrich Family (off July-Sept) Thurs 8:00-8:30 PM, 11:30-12:00 M	140	Sept 1946—	Young & Rubicam
General Foods Corp., New York Calumet Swans Down	When A Girl Marries Mon-Fri 5:00-5:15 PM	76	Sept 1941—	Benton & Bowles
General Foods Corp., New York Instant Postum, Posts 40% Bran Flakes	Portia Faces Life Mon-Fri 5:15-5:30 PM	87	Oct 1944—	Benton & Bowles
General Mills, Inc., Minneapolis Sperry Flour, Cereals & Wheaties	This Woman's Secret Mon-Fri 4:00-4:15 PM PST	10	March 1945—	Knox-Reeves Inc.
General Mills, Inc., Minneapolis Sperry Pancake, Waffle Flour, Wheaties	Sam Hayes Mon-Sat 7:45-8:00 PM PST	7	Aug 1939—	Knox-Reeves Inc.
General Mills, Inc., Minneapolis Wheaties	Today's Children Mon-Fri 2:00-2:15 PM	136	June 1942—	Knox-Reeves Inc.
General Mills, Inc., Minneapolis Bisquick, Betty Crocker Soups	Woman in White Mon-Fri 2:15-2:27 PM	137	June 1944—	Knox-Reeves Inc.
General Mills, Inc., Minneapolis Pvequick	Masquerade (eff. Sept 1947 The Story of Holly Sloan) Mon-Fri 2:27-2:40 PM	137	Jan 1946—	Knox-Reeves Inc.
General Mills, Inc., Minneapolis Softasilk Cake Flour	Betty Crocker Mon-Fri 2:40-2:45 PM	137	May 1938—	Knox-Reeves Inc.
General Mills, Inc., Minneapolis Cheerios	Light of the World Mon-Fri 2:45-3:00 PM	58	March 1940—June 1944 Dec 1946—	Knox-Reeves Inc.
Grove Laboratories Inc., St. Louis Cold Tablets & Vitamins	Reveille Roundup Mon-Wed-Fri 7:45-8:00 AM, 8:45-9:00 AM; 9:45-10:00 AM	121	Oct 1941—March 1947	Duane Jones Co. Inc.
Hudson Coal Co., Scranton, Pa. Coal	The D & H Miners Sunday 9:45-10:00 AM	13	Oct 1945—	The Clements Co. Inc.
International Harvester Co., Chicago Institutional	Harvest Of Stars Sunday 2:30-3:00 PM	158	Oct 1945—	McCann, Erickson
S. C. Johnson & Son, Inc., Racine, Wis. Wax Products	Fibber McGee & Molly Tuesday 9:30-10:00 PM	141	April 1935—	Needham, Louis & Brorby
Kraft Foods Co., Chicago Veiveeta	Kraft Music Hall (June-Sept Nelson Eddy) (eff Oct. 1947 Al Jolson) Thursday 9:00-9:30 PM	139	June 1933—	J. Walter Thompson Co.
Kraft Foods Co., Chicago Parkay Kraft Dinner	The Great Gildersleeve Wed 8:30-9:00 PM, 11:30-12:00 M	125	Aug 1941—	Needham, Louis & Brorby
Lever Bros. Co., Cambridge, Mass. Rinso	Amos 'n Andy (June-Sept Call the Police) Tuesday 9:00-9:30 PM	149	Oct 1943—	Ruthrauff & Ryan Inc.
Lewis-Howe Co., St. Louis Tums	A Date With Judy Tuesday 8:30-9:00 PM	145	Jan 1944—	Roche, Williams & Cleary Inc.
Liggett & Meyers Tobacco Co., New York Chesterfield Cigarettes	Chesterfield Supper Club Mon-Fri 7:00-7:15 PM, 11:00-11:15 PM	156	June 1939—	Newell-Emmett Co.
P. Lorillard Co., New York Old Golds	Meet Me At Parkys Sunday 10:30-11:00 PM	137	June 1945—Apr 1947	Lennen & Mitchell Inc.
Manhattan Soap Co., New York Sweetheart Soap	Katie's Daughter Mon-Fri 11:15-11:30 AM	156	Mar 1947—	Duane Jones Co. Inc.
Mars, Inc., Chicago Candy	Dr. I Q Monday 9:30-10:00 PM	128	April 1939—Mar 1942 Apr. 1944—	Grant Advertising Inc.
Mars Inc., Chicago Candy	Curtain Time Saturday 7:30-8:00 PM	126	July 1946—	Grant Advertising Inc.
W. F. McLaughlin & Co., Chicago Manor House Coffee	Manor House Party Mon-Tues-Wed-Fri 7:30-7:45 PM	6	March 1947—	Sherman & Marquette, Inc.
Miles Laboratories, Inc., Elkhart, Ind. Alka-Seltzer & Vitamins	News of the World Mon-Fri 7:15-7:30 PM, 8:15-8:30 PM PST	140 9	March 1941— Sept 1947—	Wade Advertising Agency
Miles Laboratories, Inc., Elkhart, Ind. Alka-Seltzer & Vitamins	Quiz Kids Sunday 4:00-4:30 PM	145	Sept 1946—	Wade Advertising Agency
Miles Laboratories, Inc., Elkhart, Ind. Alka-Seltzer & Vitamins	Saturday Night Roundup Saturday 9:00-9:30 PM	129	Oct 1946—Mar 1947	Wade Advertising Agency
Minnesota Valley Canning Co., Le Sueur, Minn. Canned Vegetables	Fred Waring Program Friday 10:00-10:30 AM	160	March 1947—	Leo Burnett Co. Inc.
National Biscuit Co. Nabisco Shredded Wheat	Low Lacy Mon-Wed-Fri 7:00-7:15 AM PST	22	Feb 1947—May 1947	Botsford, Constantine & Gardner
Neighbors of Woodcraft Insurance	Name Your Music Saturday 3:00-3:20 PM PST	18	Jan 1946—Jan 1947	Showalter Lynch Adv. Agency
Pabst Sales Co., Chicago Pabst Blue Ribbon Beer	The Eddie Cantor Show (June-Sept Blue Ribbon Music Time) Thursday 10:30-11:00 PM	146	Sept 1946—	Warwick & Legler
Pepsodent Div. Lever Bros. Co., Chicago Toothpaste	Bob Hope (June-Sept Adventures of Phillip Marlowe) Tuesday 10:00-10:30 PM	128	Sept 1938—	Foote, Cone & Belding, Inc.
Phillip Morris & Co., Ltd., New York Cigarettes	The Rudy Vallee Show (eff March 1947 The Milton Berle Show) Tuesday 8:00-8:30 PM	141	Sept 1946—	Blow Co. Inc.
Planters Nuts & Chocolate Co., Wilkes-Barre, Pa. Planters Peanuts, Peanuts & Peanut Oil	Elmer Peterson Wed-Sat 5:45-6:00 PM	11	May 1943—	Raymond R. Morgan Co.

(Continued on page 420)

**NO
NBC CONTRACT
IS COMPLETE
WITHOUT**

WTCB FLINT

... in the Nation's 62nd city*



To "complete" an NBC contract . . . what does it take? For one, it takes WTCB-NBC.

Three metropolitan trading areas, dominated by Flint, Bay City and Saginaw, do most of the business for East Central Michigan. Until WTCB, these areas and six surrounding counties had no adequate NBC coverage.

Here are over a million people . . . over 300,000 radio homes . . . most of which are tuned most of the time to WTCB. It's NBC. The long-experienced programming of Trendle-Campbell, of "Lone Ranger" and "Green Hornet" fame, is inherent in every WTCB local show.

WTCB's primary area is part of the power and progress of industrial America. More automobiles are manufactured in Flint than anywhere except Detroit. Every Buick and Chevrolet starts in Flint. Effective buying income: *over a billion dollars.*

"Complete" your NBC contract with WTCB . . . completely cover this billion dollar market with its *plus* purchasing income.

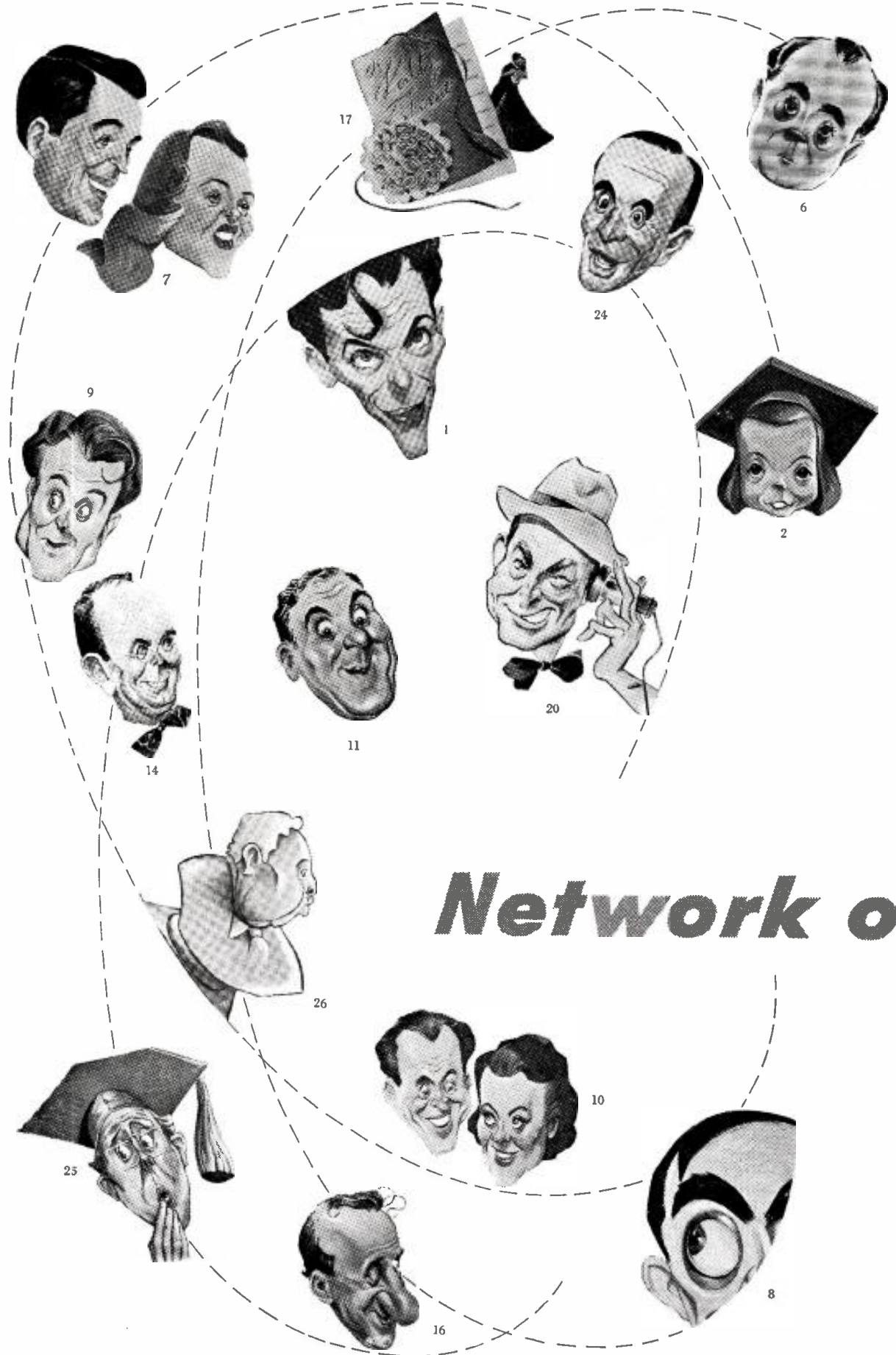
** in population*



TRENDELE-CAMPBELL BROADCASTING CORP., STROH BLDG.
1000 WATTS DAY • 500 WATTS NIGHT

Paul H. Raymer, Representative

DETROIT, MICH.
600 KC



Network of



the Stars

1. Frank Sinatra—Your Hit Parade
2. Quiz Kids
3. Garry Moore—Take It Or Leave It
4. Mr. District Attorney
5. Boh Hawk
6. Paul Lavalle—Highways in Melody
7. Perry Como & Jo Stafford—Supper Club
8. Eddie Cantor
9. Red Skelton
10. Fibber McGee and Molly
11. William Bendix—Life of Riley
12. Sunoco Three Star Extra
13. Amos 'n' Andy
14. Eddie Dowling —The Big Break
15. American Album of Familiar Music
16. Jimmy Durante
17. Waltz Time
18. Bob Hope
19. Jack Carson and Eve Arden
20. Ed Gardner—Duffy's Tavern
21. Charlie McCarthy
22. Fred Allen
23. Can You Top This?
24. Al Jolson
25. Kay Kyser
26. The Great Gildersleeve
27. Burns and Allen



The familiar stars and programs are back on NBC. They've been joined by such others as Al Jolson, Jimmy Durante, Garry Moore, Jack Carson, Frank Sinatra, Bob Hawk, Eddy Howard—Hollywood Star Preview, Sunoco Three Star Extra, and the great Ford Theater. The new season on NBC shines brighter than ever—hearing to listeners the greatest concentration of talent, to advertisers the greatest concentration of listeners ever to be found on a single network.

the National Broadcasting

America's No. 1 Network

A Service of Radio Corporation of America



- 28. Red Foley—Grand Ole Opry
- 29. Cavalcade of America
- 30. Bill Stern
- 31. Dr. I. Q.
- 32. Ezra Stone—The Aldrich Family
- 33. Judy Canova
- 34. The Big Story
- 35. Art Linkletter—People are Funny
- 36. One Man's Family
- 37. Fred Waring
- 38. Donald Voorhees—The Telephone Hour
- 39. Louise Erickson—A Date With Judy
- 40. Dennis Day
- 41. Eddy Howard—Sheaffer Parade
- 42. Mystery Theatre
- 43. James Melton—Harvest of Stars
- 44. Alice Faye & Phil Harris—Bandwagon
- 45. Jack Benny
- 46. Milton Berle
- 47. H. V. Kaltenborn
- 48. Manhattan Merry-Go-Round
- 49. Robert Merrill—RCA Victor Show
- 50. Morgan Beatty—News of the World
- 51. Curtain Time
- 52. Buddy Clark—Contented Hour
- 53. Ralph Edwards—Truth or Consequences
- 54. Howard Lindsay—Ford Theater
- 55. Hollywood Star Preview
- 56. Eleanor Steber & Christopher Lynch
Voice of Firestone

Drawings by Sam Berman

ADVERTISERS USING NBC NETWORK DURING 1947

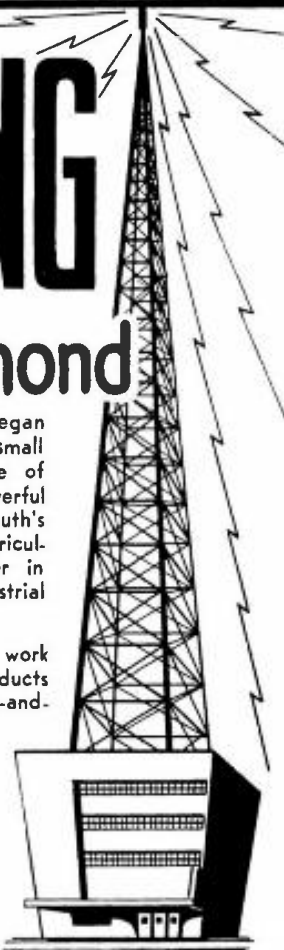
(Continued)

Sponsor & Product	Program—N. Y. Time	No. of Stations	Starting Date of Program	Agency
Procter & Gamble Co., Cincinnati Duz	Road Of Life Mon-Fri 10:30-10:45 AM	142	Sept 1937—	Compton Advertising Inc.
Procter & Gamble Co., Cincinnati Dreft	Joyce Jordan, M. D. Mon-Fri 10:45-11:00 AM	148	April 1945—	Dancer-Fitzgerald & Sample, Inc
Procter & Gamble Co., Cincinnati Spic & Span	Life Can Be Beautiful Mon-Fri 3:00-3:15 PM	143	June 1946—	Dancer-Fitzgerald & Sample, Inc
Procter & Gamble Co., Cincinnati Oxydol	Ma Perkins Mon-Fri 3:15-3:30 PM	143	Dec 1933—	Dancer-Fitzgerald & Sample, Inc
Procter & Gamble Co., Cincinnati Camay Soap	Pepper Young's Family Mon-Fri 3:30-3:45 PM	128	Jan 1936—	Pedler & Ryan, Inc.
Procter & Gamble Co., Cincinnati Ivory Soap	Right to Happiness Mon-Fri 3:45-4:00 PM	143	Dec 1941—	Compton Advertising Inc.
Procter & Gamble Co., Cincinnati Frell	Life Of Riley (off July & Aug) Sat 8:00-8:30 PM, 11:00-11:30 PM	136	Sept 1945—	Benton & Bowles
Procter & Gamble Co., Cincinnati Duz	Truth Or Consequences (off July & Aug) Saturday 8:30-9:00 PM	136	Aug 1940—	Compton Advertising Inc.
Procter & Gamble Co., Cincinnati Drene & Dreft	The Drene Show Sunday 10:00-10:30 PM	143	Sept 1940—June 1947	Kastor-Farrell, Chesley & Clifford
Prudential Insurance Co., Newark, N. J. Insurance	Jack Berch Show Mon-Fri 11:30-11:45 AM	134	Sept 1946—	Benton & Bowles
Pure Oil Co., Chicago Pure Oil Petroleum Products	Kaltenborn Edits the News Mon-Fri 11:30-11:45 AM	36	May 1940—	Leo Burnett Co.
Radio Corp. of America, New York Institutional	The RCA Victor Show Sunday 2:00-2:30 PM	153	Sept 1944—	J. Walter Thompson Co.
Rehall Drug Co., Los Angeles Rehall Drugs	The Jimmy Durante Show Wednesday 10:30-11:00 PM	160	Oct 1947—	N. W. Ayer & Son, Inc.
R. J. Reynolds Co., Winston Salem, N. C. Camel Cigarettes	Abbott & Costello (July-Sept Mystery In the Air) (off Oct 1947 The Bob Hawk Show) Thursday 10:00-10:30 PM	151	Oct 1942—	William Esty & Co. Inc.
R. J. Reynolds Co., Winston Salem, N. C. Prince Albert Tobacco	Grand Ole Opry Saturday 10:30-11:00 PM	148	Oct 1939—	William Esty & Co. Inc.
Richfield Oil Corp., Los Angeles Gasoline & Oil	Richfield Reporter Daily ex Sat 10:00-10:15 PM PST	14	April 1931—	Hixson, O'Donnell Adv. Inc.
Safeway Stores, Inc., Oakland, Calif. Kitchen Craft Flour	Aunt Mary Mon-Fri 3:30-3:45 PM PST	28	Feb 1945—	J. Walter Thompson Co.
Safeway Stores, Inc., Oakland, Calif. Dwight Edwards Coffee	Dr. Paul Mon-Fri 3:45-4:00 PM PST	28	Aug 1945—	J. Walter Thompson Co.
Shontex Co., Santa Monica, Calif. Shontex Shampoo & Hair Conditioner	Mystery Is My Hobby Saturday 9:00-9:30 PM	26	Dec 1946—June 1947	Robert B. Ralsbeck Advertising
Sealtest, Inc., N. Y. Milk & Ice Cream	The New Sealtest Village Store (off Sept 1947 Jack Carson and Eve Arden) Thursday 9:30-10:00 PM	75	March 1940—	McKee & Allbright, Inc.
W. A. Sheaffer Pen Co., Fort Madison, Iowa Pens, Pencils & Script	The Sheaffer Parade (off Sept 1947 Sheaffer Parade starring Eddy Howard) Sunday 3:00-3:30 PM	53	Sept 1942—	Russell M. Seeds, Inc.
Skelly Oil, Kansas City, Mo. Petroleum Products	Alex Dreier (Mon thru Fri) This Farming Business (Saturday) Mon-Sat 8:00-8:15 AM	23	July 1940—	Henri. Hurst & McDonald, Inc.
Socony-Vacuum Oil Co., New York Oil & Gasoline	Victor Borge Show (starring Benny Goodman) Monday 9:30-10:00 PM	122	July 1946—June 1947	Compton Adv. Inc.
Southern Cotton Oil Co Wesson Oil & Snowdrift	Noah Webster Says Thursday 9:30-10:00 PM PST	7	Oct 1944—	Fitzgerald Adv. Agency
Standard Brands, Inc., New York Fleischman Yeast & Sheford Cheese	One Man's Family Sunday 3:30-4:00 PM	144	July 1945—	J. Walter Thompson Co.
Standard Brands, Inc., New York Chase & Sanborn Coffee, Royal Pudding	The Charlie McCarthy Show (June-Sept Alec Templeton) Sunday 8:00-8:30 PM	143	May 1937—	J. Walter Thompson Co.
Standard Brands, Inc., New York Sheford Cheese, Tender Leaf Tea	The Fred Allen Show (July-Sept off) Sunday 8:30-9:00 PM	143	Oct 1945—	J. Walter Thompson Co.
Standard Oil Co. of California, San Francisco Petroleum Products	Standard Hour Sunday 8:30-9:30 PM PST	19	Oct 1926—	BBD & O
Standard Oil Co. of California, San Francisco Petroleum Products	Standard School Broadcast Thursday 10:00-10:30 AM	23	Oct 18, 1928--	BBD & O
Sterling Drug Co., New York Dr. Lyon's Tooth Powder & Energine Cleaning Fluid	Backstage Wife Mon-Fri 4:00-4:15 PM	142	March 1936—	Dancer, Fitzgerald & Sample, Inc.
Sterling Drug Co., New York Phillips Milk of Magnesia & Tablets, Double Danderine	Stella Dallas Mon-Fri 4:15-4:30 PM	142	June 1938—	Dancer, Fitzgerald & Sample, Inc.
Sterling Drug Co., New York Phillips Creams & Milk of Magnesia, Bayer Aspirin	Lorenzo Jones Mon-Fri 4:30-4:45 PM	142	April 1937—	Dancer, Fitzgerald & Sample, Inc.
Sterling Drug Co., New York Haley's M-O, Phillips Toothpaste	Young Widder Brown Mon-Fri 4:45-5:00 PM	142	Sept 1938—	Dancer, Fitzgerald & Sample, Inc.
Sterling Drug Co., New York Phillips Milk of Magnesia	Waltz Time Friday 9:30-10:00 PM	140	Sept 1933—	Dancer, Fitzgerald & Sample, Inc.
Sterling Drug Co., New York Dr. Lyon's Tooth Powder	Manhattan Merry-Go-Round Sunday 9:00-9:30 PM	141	Nov 1932—	Dancer, Fitzgerald & Sample, Inc.
Sterling Drug Co., New York Bayer Aspirin	American Album of Familiar Music Sunday 9:30-10:00 PM	141	Oct 1931—	Dancer, Fitzgerald & Sample, Inc.

ADVERTISERS USING NBS NETWORK DURING 1947

(Continued)

Sponsor & Product	Program—Day & Time EST	No. of Stations	Duration of Contract	Agency
In Oil Co., Philadelphia, Pa. Gas & Oil	Lowell Thomas (eff Sept 1947 Sunoco Three Star Extra) Mon-Fri 6:45-7:00 PM	33	June 1932—	Roche, Williams & Cleary, Inc.
wift & Co., Chicago, Ill. Meat Products	The Adventures of Archie Andrews Sat 10:30-11:00 AM, 2:00-2:30 PM	161	Aug 1947—	J. Walter Thompson Co.
wift & Co., Chicago, Ill. Meat Products	Meet the Meeks Sat 11:00-11:30 AM, 1:30-2:00 PM	161	Nov 1947—	J. Walter Thompson Co.
centimers, Inc. Dresses & Cosmetics	Teentimers Club Saturday 11:00-11:30 AM	95	Aug 1945—Aug 1947	Buchanan & Co., Inc.
Tillamook County Creamery Assoc., Tillamook, Ore. Cheese	Bernie Walker's Tillamook Kitchen Saturday 9:45-10:00 AM PST	7	May 1936—	Botsford, Constantine & Gardner
he Toni Co., St. Paul, Minn. Home Permanent Wave	Torme Time Saturday 5:30-5:45 PM	161	Aug 1947—Oct 1947	Foote, Cone & Belding Inc.
he Toni Co., St. Paul, Minn. Home Permanent Wave	This Is Nora Drake Mon-Fri 11:00-11:15 AM	161	Oct 1947—	Foote, Cone & Belding Inc.
Washington Cooperative Farmers Assoc. Poultry Products	The Jack Gregson Show Saturday 9:00-9:30 AM PST	20	Oct 1947—	Pacific National Adv. Agency
William R. Warner, New York Rayve Haircreme & Shampoo	Grand Marquee Thursday 7:30-8:00 PM	147	Jan 1947—July 1947	Roche, Williams & Cleary Inc.
Western Auto Supply Co., Kansas City, Mo. Automobile Accessories & Household Ap- pliances	Circle Arrow Show Sunday 10:30-11:00 AM	57	Oct 1945—	Bruce B. Brewer & Co.
Whitehall Pharmacal Co., New York Anacin	Just Plain Bill Mon-Fri 5:30-5:45 PM	57	Sept 1936—	Dancer, Fitzgerald & Sample, Inc.
Whitehall Pharmacal Co., New York Kolynos, Hills Cold Tablets	Front Page Farrell Mon-Fri 5:45-6:00 PM	56	Sept 1942—	Dancer, Fitzgerald & Sample, Inc.
Whitehall Pharmacal Co., New York Anacin, Bisodol Mints	Fleetwood Lawton Mon-Fri 8:15-8:30 PM PST	8	Feb 1943—Sept 1947	Dancer, Fitzgerald & Sample, Inc.
Wildroot Co., Inc., Buffalo, N. Y. Hair Tonic & Cream Oil	King Cole Trio Time Saturday 5:45-6:00 PM	159	Oct 1946—	BBD&O Inc.



GROWING

With Richmond

10 years ago, when we first began broadcasting, WRNL was a small ripple on the listening surface of Richmond. Today we have powerful 5,000-watt coverage in the South's great, wealthy tobacco and agricultural center, and a big power in America's fastest growing industrial city.

Put your advertising dollars to work now . . . by placing your products before WRNL's receptive, able-and-ready-to-buy audience.

**910 K. C.
RICHMOND, VIRGINIA**

WRNL

EDWARD PETRY & CO., INC.,
NATIONAL REPRESENTATIVES

WSMB

The NBC Station

for

New Orleans

The South's Greatest City

5000 W

WSMB

1350 KC

National Reps: Edward Petry & Co.

Directory of ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

With Executive Radio Personnel and Radio Accounts

N—Network
S—Spot

A

ACCURATE ADVERTISING AGENCY
9 W. 60th St., New York 23
Tel.: Circle 7-3880-1-2-3-4-5

Radio Dept.: R. E. Gabel, radio director, timebuyer; Nat R. Knaster, television director; Perry LeRoy, timebuyer; C. O. Clark, Dwight Abbott, account executives.

Radio Accounts: Marlon Confections Co. (S); Bonomo Culture Institute (N); Lady Vyvyan Cosmetics (S); Mini-Gym Corp. (S); General Confections (S).

ACME ADVERTISING AGENCY
923 S.W. 15th Ave., Portland 5, Ore.
Tel.: Beacon 4273

Radio Dept.: Hal Moore, radio director.
Radio Accounts: Amalgamated Newspapers (S).

A. L. ADKINS, ADVERTISING
693 Mission Street, San Francisco 5.
Tel.: Exbrook 7867

WILLIAM HART ADLER INC.
720 N. Michigan Ave., Chicago 11
Tel.: Whitehall 5210

Radio Dept.: Wm. H. Adler, radio director; Aaron Adler, Kenneth C. Ring, account executives.

Radio Accounts: Automatic Burner Corp.; A. J. Canfield Co.; The Mantle Lamo Co. of America.

ADVERTISING BUSINESS AGENCY
263 Texas St., Fort Worth 2, Tex.
Tel.: 3-4473

Radio Dept.: David Garrett, radio director.

ADVERTISING COUNSELORS
Spreckles Building, San Diego 1
Tel.: Main 8016

Radio Dept.: Buckleigh Oxford, radio director; Mary Alice Haggard, account executive; Winifred E. Kiser, script writer; Esta Burton, time buyer; Harold B. De Pute, production.

Radio Accounts: Bradley Woolman (S); Broadway Clothiers (S); Cherry-Fuller (S); Crisler Auto Sales (S); Dainty Diddy Baby Laundry (S); Fackler Motor Service (S); Hammonds Dept. Store (S); Iowa Farm Boy (S); Lory Cleaners & Dyers (S); Modern Furniture (S); Noonan Furs (S); Pacific Surplus Co. (S); Sailor Main (S).

ADVERTISING INC.
Central Nat'l Bank Bldg., Richmond 19, Va.
Tel.: 3-2809 and 3-2800

Radio Dept.: Jack W. Murray; Alicia G. Smithers

Richmond 19—416 E. Main St. Tel.: 3-5665
Radio Accounts: Virginia Electric & Power Co. (N); R. F. & P. Railroad Co. (S); War Assets Administration. Richmond Regional Division (S); Virginia Dairy Co. (S); Jacobs & Levy (S).

ADVERTISING INC. OF WASHINGTON
923 F St. N.W., Washington 4, D. C.
Tel.: Republic 3447

Radio Dept.: King Pedlar, vice-president in charge of radio; Mart Carvey, head of radio prod. dept.

ADVERTISING SERVICE AGENCY
People's Office Bldg., Charleston 3, S. C.
Tel.: 3-1129

Radio Dept.: M. Bishop Alexander, radio director.

ADVERTISING TRADE SERVICE INC.
303 Fifth Ave., New York 16
Tel.: Murray Hill 4-3800

Radio Dept.: Ralph B. Halley, radio director, timebuyer.

AGENCY ASSOCIATES INC.
1509 Wilshire Blvd., Los Angeles 14
Tel.: Drexel 5341

Radio Dept.: R. A. Golter, radio director. Pomona, Calif.—A. W. Moore, manager.

AGENCY SERVICE CORP.
66 E. South Water St., Chicago 1
Tel.: Central 5255

Radio Dept.: George Janda, radio director; E. Kalish, time buyer
Radio Accounts: Chicago Motor Club (S); Industrial Training Institute (S).

AGRICULTURAL ADVERTISING & RESEARCH
Agriculture Research Bldg., Ithaca, N. Y. Tel.: 451

Radio Dept.: Leland F. Hamrick, radio director, account executive; John B. Babcock, account executive.

Albany, N. Y.—240 State St. Tel.: 5-4934.
William W. Tyler, manager.
New York 19—29 W. 57th St. Tel.: Plaza 3-8708. C. L. Reisner, manager.

Richmond 19, Va.—Richmond Trust Bldg. Tel.: 7-3996.

Radio Accounts: Cooperative G. L. F. Exchange (S); Dairymen's League Co-operative Assn. (S); Southern States Cooperative (S).

THE AITKIN-KYNETT CO.
1400 S. Penn Square, Philadelphia 2
Tel.: Rittenhouse 6-7810

Radio Dept.: D. B. Langan, radio director; E. M. Greta, timebuyer.

Radio Accounts: Phillips Packing Co. Inc. (S); Stephano Bros. (S); Felton, Sibley & Co. (S); H. C. Derby Co. (S); Corkran, Hill & Co. (S); R. M. Hollingshead Corp. (S).

ALBER & HENING, INC.
1700 Walnut St., Philadelphia 3.
Tel.: Kingsley 5-5997

R. H. ALBER CO.
439 N. Larchmont Blvd., Los Angeles 14
Tel.: Hollywood 8273

Radio Dept.: R. H. Alber, account executive; Pauline Hagen, timebuyer.

Radio Accounts: Old Fashioned Revival Hour (N-S); Pilgrims' Hour (N); Unity School of Christianity (S).

ALLEN, HEATON & McDONALD INC.
Enquirer Bldg., Cincinnati 2
Tel.: Cherry 3414-5

Radio Dept.: Douglas M. Allen, president
Radio Accounts: Art Dry Cleaning Co. (S); Beverly Hills Country Club (S).

ALLEN & MARSHALL ADVERTISING AGENCY
672 So. Lafayette Park Place, Los Angeles 5
Tel.: Drexel 5163

Radio Dept.: H. Marshall West, radio director & time buyer.
Radio Accounts: Ease Inc. (S).

ALLEN & REYNOLDS
Insurance Bldg., Omaha 2
Tel.: Atlantic 4445

Radio Dept.: Earl Allen, M. H. Reynolds, Karl Joens, Robert Reynolds, account executives.

ALLEY & RICHARDS CO.
370 Lexington Ave., New York 17
Tel.: Lexington 2-3020

Radio Dept.: Robert I. Garver, radio director; H. M. Billerbeck, director of timebuying; Violet Hummler, Grace Kipp, timebuyers; Charles A. Holcomb, account executive.

Boston 16—Statler Bldg. Tel.: Hubbard 8850. Jeanne Ambuter, radio director.

Radio Accounts: R. C. Williams & Co. Inc. (S); Allen V. Smith & Co. Inc. (S); Glenwood Range Co. (S); Adams & Swett (S); Mich. Chem. Corp. (S).

ALLIED ADVERTISING AGENCIES
167 S. Vermont Ave., Los Angeles 4
Tel.: Drexel 7331

Radio Dept.: Stuart Heinemann, radio director; Patricia Nielsen, timebuyer; Lou Sterling, Dick Barlett, Milton Hoffman, Bart Ross, account executives.

San Francisco 3—Hearst Bldg. Tel.: Douglas 2-7018. Jack Gregory, assistant mgr.; Shirley Peron, timebuyer; Kay Pavia, production manager.

Seattle 1—Henry Bldg. Tel.: Elliot 6054.
Deon Routh, mgr.; Noel Schram, production mgr.; Jack Abrams, account executive.

Radio Accounts: Los Angeles Examiner (S); J. J. Newberry (S); Star Stores (S); West Pico Furniture (S); Gilmore Stadium (S); Dr. F. E. Campbell (S); Trimal Labs (S); San Francisco Chronicle (S); Bayshore Stadium (S); Calif. Music House (S); Blumenfeld Theatres (S); Arden Farms (S); Seattle Radio Supply (S); Hamerick-Evergreen Theatre (S); Wash. State Grange (S); Tri-annon Ballroom (S); Franklin Apparel (S); Flamingo Sates (S); Los Angeles Baseball Club (S); Sparklet's Frozen Foods (S); Thrifty Outlet Co. (S); United Radio & Appliance Stores (S); Rickey's (S).

ALDOMARI ADV. AGENCY INC.
20 Vesey St., New York 7
Tel.: Digby 9-1510

Radio Dept.: Leonard S. Morvay Jr., radio and television director.

AMBRO ADVERTISING AGENCY
Dows Bldg., Cedar Rapids
Tel.: 4139

Radio Accounts: Cedar Rapids & Iowa City Railway; Iowa Electric Light & Power Co.; Iowa Southern Utilities Co.; Potosi Brewing Co.; Sanitary Farm Dairies; Iowa Mutual Liability Insurance Co.; Vigortone Products Inc.; Lynch Transfer & Storage Co.; Merchants National Bank; Modern Appliance Co.; Troy Laundry Co.

MERRILL ANDERSON CO. INC.
142 E. 39th St., New York 16
Tel.: Murray Hill 5-3045

Radio Dept.: Edward S. Johnson Jr., timebuyer; Gertrude Conroy, Merrill Anderson, Paul Winship, Harmon Tuppen, Georgia Piggatt, account executives.

Radio Accounts: Syracuse Trust Co. (S); Onandaga County Savings Bank (S); National Bank of Commerce (S); First Nat'l. Bank of Glens Falls, N. Y. (S); Society for Savings in the City of Cleveland, O. (S); Pittsfield Nat'l. Bank, Mass. (S); First Nat'l. Bank of Danville, Va. (S).

ANDERSON, DAVIS & PLATTE INC.
50 Rockefeller Plaza, New York 20
Tel.: Columbus 5-4868

Radio Dept.: Vera J. Muenzer, timebuyer; C. K. Elliott, H. A. Thompson, account executives; John E. Devine, L. G. VanAkin, Karl Knipe, television director, account executive.

Radio Accounts: F. Schumacher & Co. (S); Alexander Smith & Sons Carpet Co. (S); Van Dutch Products Corp. (S).

ANFENGER ADV. AGENCY INC.
1706 Olive St., St. Louis 3
Tel.: Chestnut 6380

Radio Dept.: Vernon L. Morelock, vice president, radio & television director; Lynn Westbury Brown, Jean Gose, account executives; Shirley Crespi, asst. radio director; Betty Landau, traffic.

Television director, Ray D. Williams, Lynn Westbury Brown, Jean Gose, account executives.

New Orleans 12—Canal Bldg. Tel.: Raymond 0845. Walter Winius, radio director.

Radio Accounts: American Packing Co. (S); F. Burkhardt Mfg. Co. (S); Emerson Electric Mfg. Co. (S); Bubble-Up Corp. (S); Boatman's Nat'l. Bank (S); Jackson Brewing Co. (S); American Beauty Macaroni Co. (S); Missouri-Kansas-Texas Railroad Co. (S); Senoret Chemical Co. (S); Jax Beer Co. (S); Mexican-American Hat Co. (S).

Television Accounts: American Packing Co.; M-K-T Railroad.

ARMSTRONG, REQUA & ASSOCIATES
Spreckles Building, San Diego 1
Tel.: Franklin 0101

Radio Dept.: Harry A. Fosdick, radio director.

Radio Accounts: Sun Harbor Packing Co. (S); Walker's Dept. Store (S); Imig Manor (S).

JOHN FALKNER ARNDT & CO.
Fidelity-Phila. Trust Bldg., Philadelphia 9
Tel.: Pennypacker 3540

Radio Dept.: J. Robert Mendte, vice-president.
Radio Accounts: Wilson Line.

RUPERT ARNOLD ADVERTISING AGENCY
610 S. Broadway, Los Angeles 14
Tel.: Vandike 4472

Radio Dept.: Rupert Arnold, radio director.

THE ARTWIL CO.
22 W. 48th St., New York 19
Tel.: Medallion 3-0813

Radio Dept.: Arthur Bandman.

ASSOCIATED ADVERTISING AGENCY
2624 W. 6th St., Los Angeles
Tel.: Drexel 2966

Radio Dept.: P. O. Narveson, president, J. Allen Hubbard, radio director.

ASSOCIATED ADVERTISING AGENCY
Dixie Terminal Bldg., Cincinnati 2
Tel.: Main 5784

Radio Dept.: Sam Malcolm Levy, television director; William Klein, radio director.

Radio Accounts: Hotel Gibson (S); M. Ibold Co. (S); North Ky. Ford Dealers (S).

ATHERTON & CO.
6000 Sunset Blvd., Hollywood 28
Tel.: Hollywood 7151

Radio Dept.: Al Atherton, owner; radio director; Charles Mottl, production manager.

Radio Accounts: Amos Carr Photographers (S); Campus Theatres (S); Western Homes (S).

ATHERTON & CURRIER INC.
420 Lexington Ave., New York 17
Tel.: Mohawk 4-8795

Radio Dept.: John P. Atherton, radio and television director; W. T. Tieman, timebuyer.

Toronto, Ont.—100 W. Adelaide St. T. Adelaide 5418. K. C. Utley, vice-president in charge.

Radio Accounts: Potter Drug & Chem Corp. (S); County Perfumery (S); Scott's Emulsion (S); Eno F Salts (S).

R. EMMET ATKINSON ADV. AGEN
117 E. Colorado St., Pasadena 1
Tel.: Sycamore 2-1131

Radio Dept.: Bob Atkinson, radio television director; Marion Lee, cl timebuyer; Betty Bliss, Norma Jol H. F. Griswold, L. M. Scully, Vaughn, account executives; Williams, continuity department; Dobbs, production.

Radio Accounts: National Soap; Pierr-Hairdew; Vitamalt; Neoform; R. School; Flavor Mill Extracts; May Jewelry Co.; Western Surplus Store.

AUREY, MOORE & WALLACE II
230 N. Michigan Ave., Chicago.
Tel.: Financial 1600

Radio Dept.: Jack North, radio director
Radio Accounts: International Harvest Co. (S); Williamson Candy Co., Henry Bar (N); Orange Crush (McIlhenny Co., Tabasco (S); Kenzie Pancake Flour (S); Old Colony Beverages (S); Dubuque Pack Co., Temp (S); Kelling Nut (S); Double K Nuts (S); Sealy Inc. (S).

J. J. AUERBACH CO.
103 Park Ave., New York 17
Tel.: Lexington 2-9660

Radio Dept.: J. J. Auerbach, radio director
Radio Accounts: Le Ruban Bleu (Brussels Restaurant (S); Theodor Restaurant (S); Champs-Elysees (Divan Parisien (S).

RAY AUSTRIAN AND ASSOC.
16 E. 41st, New York 17, N. Y.
Tel.: Murray Hill 5-7511

Radio Dept.: Ray Austrian, president; Anne Belman, vice president; Hai Zee, treasurer.

AVERY & BRUGIERE ADV.
617 Montgomery St., San Francisco 11
Tel.: Yukon 6-0181

Radio Dept.: Norbert N. Nolan, radio director; Earl Avery.

N. W. AYER & SON INC.
30 Rockefeller Plaza, New York 20
Tel.: Circle 6-0200

Radio Dept.: H. L. McClinton, vice-president in charge of radio; James Hanna, vice president, manager, a radio plans; Robert A. Mortesen, as manager; T. J. McDermott, busine manager; John W. Purves, Richard Bunbury, Paul F. Kizenberger, Carl Wilds, timebuyers; Joseph R. Statfer, manager radio production; Mary Kerr, talent; Philip A. Young, col chief; Wauhillaue LeHay, Doroti Doran, publicity; G. D. Gudebro Don McClure, motion pictures & television; Gordon C. Braine, director radio research; Doris Huffman, r search asst.

Boston 16—Statler Office Bldg. Tel.: Hubbard 4970.

Chicago 3—135 South LaSalle St. Tel. Randolph 3456.

Detroit 26—Penobscot Bldg. Tel.: Randolph 3800

Hollywood 28—Taft Bldg. Tel.: Hemstead 4871.

Philadelphia 6—West Washington St. Tel.: Lombard 3-0100.

San Francisco 4—235 Montgomery St. Tel.: Sutter 2534

London S. W. 1, England—39 St. James St. Tel.: Regent 3445.

Honolulu 16, Hawaii—Dillingham Bldg. Radio Accounts: The Atlantic Co. (S) The Bell Telephone System (N) Chesapeake and Potomac Telephone Co. (S); Chrysler Corp. (S) Plymouth Division, Chrysler Corp (S); Cliquot Club Co. (S); Electric Companies Advertising Program (N) Hawaiian Pineapple Co. Ltd. (S) Charles F. Hires Co. (S-N); Honolulu Gas Co. (S); Illinois Bell Telephone Co. (S); Johnson & Johnson (S); The Kellogg Co. (S); Michigan Bell Telephone Co. (S); The Philadelphia National League Baseball Club (S); Regal Shoe Co. (S); Sheffield Farms Co. Inc. (S); Supplet Wills Jones Milk Co. (S); United Air Lines (S); Rexall Drug Co. (N); United States Army and Air Force Recruiting Service (N-S); Waltham Watch Co. (S).

Television Accounts: The Atlantic Refining Co.; American Tobacco Co., American Telephone and Telegraph Co.

B**VDGER & BROWNING & HERSEY INC.**

Rockefeller Plaza, New York 20
 l.: Circle 7-3720
 dio Dept.: Genevieve Schubert, Marie H. Missing, Jack Wilcher, William Doty Eduarde.
 ston 10-75 Federal St. Tel.: Liberty 3364.
 dio Accounts: American Chiclé Co. (S); Wilbur-Suchard Chocolate Co. Inc. (S).

C. BAER CO.
 mes-Star Bldg., Cincinnati 2.
 l.: Parkway 0409
 dio Dept.: S. Schindler.

ALDWIN, BOWERS & STRACHAN INC.

4 Delaware Ave., Buffalo 2
 l.: Washington 6854
 dio Dept.: Everett L. Thompson, radio director; Vera V. Brody, Marion R. Ross, Joseph H. Raddar, Jean E. Schantz, radio producers.
 dio Accounts: Iroquois Beverage Corp. (S); S. M. Flickinger Co. (S); General Ice Cream Corp. (S); O'Rourke Baking Co. (S); First Federal Savings & Loan Assn. (S); International Railway Co. (S); Sears Roebuck & Co. (S); Colonial Preserves (S); Thomas Products Inc. (S); Kober and Miller (S); Prechtel Optical Co. (S); Jafco Marine Sales (S); Kenmore Motors Inc. (S); Dodds Dairy (S); Buffalo Industrial Bank (S); S. R. Gerber Sausage Co. (S); Farmer Brown. Inc. (S); Martin Jacob; Inc. (S); Crystal Beach Co. (S); Quality Laundry (S); The Sample Shop (S).

ALL & DAVIDSON ADVERTISING AGENCY

th & Champa Sts., Denver 2
 l.: Main 1291
 dio Dept.: Jack Davis, radio director; Mark Schreiber, vice president and television director; C. A. Salstrand, president; Dorothy Jenkins, Steve Demarest, time buyers and account executives; Walter Harms, art director.

adio Accounts: Denver Dry Goods Co. (N); Merchants Biscuit Co. (N); Crockett Bit & Spur (S); Jira Auto Supply Co. (N); Art Mainati Inc. (N-S); Park Floral Co. (N).

ARNES ADVERTISING AGENCY

2 E. Wisconsin Ave., Milwaukee 2
 l.: Daly 2393
 dio Dept.: Margaret M. Millman, time-buyer; Kenneth Goelzer, account executive, copywriter.

adio Accounts: Mrs. Karl's Bakeries; Wisconsin's Ice and Coal Co. (S); Jay Graf Co. (S).

ARNES-CHASE CO.

10 Broadway, San Diego 1
 l.: Franklin 7771
 dio Dept.: Ted Burrell, radio director; Mark Moore, Norman Foster, Mortimer Posner, Robert Fling, account executives.

os Angeles 15-1121 South Hill St. Emery W. Rutledge, manager.
 dio Accounts: Security Bank (S); Jessop's Jewelers (S).

HARRONS ADVERTISING CO.

03 McGee, Kansas City 6, Mo.
 l.: Harrison 6118
 dio Dept.: Frank H. Little, director; Ralph S. Page, H. W. Godfrey, John Harvey, John Gaughan, timebuyers, account executives.

adio Accounts: Sodiphene Co. (S); Midwest Wool Marketing Cooperative (S); Seidnitz Paint & Varnish Co. (S); Cleveland College (S); Sifers Chocolate Syrup Co. (S).

STUART BART ADVERTISING

14 E. 32nd St., New York
 l.: Lexington 2-2323
 dio Dept.: Budd Getschal, radio director.

Radio Accounts: Louis G. Cowan Inc.

BASS-LUCKOFF OF HOLLYWOOD

139 S. La Cienga Blvd., Los Angeles
 l.: Bradshaw 2-1043
 Radio Dept.: Louis Bass, Lionel Fink, Mal McCready.

Radio Accounts: Penny-Owsley Music Co. (S); Rhodes Jewelry (S); Marylyn Furs (S); Dodds Jewelers (S); Siltons (S).

TED BATES INC.

630 5th Ave., New York 20
 l.: Circle 6-9700
 Radio Dept.: Jay Clark, William Harding, Allan Dingwall, radio directors; Richard Mann, MacDonald Dunbar, Raymond Fiechter, Betty Ruth Bruns, timebuyers; Walker Everett, T. F. Harrington, E. F. Hudson, J. M. Lyden, John O'Brien, D. R. Parman, W. L. Musser, W. H. Kearns, account executives.

Hollywood 28-6432 Selma Ave. Tel.: Hollywood 2161. H. Austin Peterson, vice-president in charge of radio production; Harry Saz, Frank O'Connor, producers.

Radio Accounts: Colgate-Palmolive-Peet Co. (N-S); Continental Baking Co. (N-S); Brown & Williamson Tobacco Corp. (N-S); Carter Products Inc. (N-S); Standard Brands Inc. (N-S).

BATTEN, BARTON, DURSTINE & OSBORNE INC.

383 Madison Ave., New York 17
 Tel.: Eldorado 5-5800

Radio Dept. Arthur Pryor, vice-president in charge of radio; W. W. Crider, ass't director of radio in charge of television; Leonard F. Erikson, business manager; Robert L. Foreman, radio commercial supervisor; Frank Silvernail, head timebuyer; Elenore Scanlan, local radio manager; George Kondolf, chief story editor; Lucille Vella, Fred Soutland; Stanley Schloeder, Betty Powell, time buyers; Paul Markman, Richard Coblens, Gertrude Scanlan, Harold Blackburn, Leonard F. Erickson, Henry Klein, J. D. Danforth, Robert Beuchner, Thayer Cummings, W. J. O'Donnell, S. A. Harned, Frank Mahoney, Carroll Newton, account executives.

Boston 16-Statler Bldg. Tel.: Hubbard 0430. F. W. Hatch, vice-president.

Buffalo 3-Rand Bldg. Tel.: Cleveland 7915. S. P. Irvin, vice-president.

Chicago 11-919 N. Michigan Ave. Tel.: Superior 9200. H. B. Haupt, vice-president.

Cleveland 13-Terminal Tower Bldg. Tel.: Prospect 3621. E. L. Haring, manager.

Detroit 26-Book Bldg. Tel.: Cherry 5572. Robert Copeland, manager.

Hollywood 28-1680 N. Vine St. Tel.: Hollywood 7337. Wayne Tiss, vice-president.

Los Angeles 14-523 W. 6th St. Tel.: Michigan 1354. A. W. Nealy, vice-president.

Minneapolis 2-Northwestern Bank Bldg. Tel.: Bridgeport 8381. Edward A. Cashin, vice-president. J. C. Cornelius, executive vice-president.

Pittsburgh 19-Grant Bldg. Tel.: Grant 8060. Leon D. Hansen, vice-president.

San Francisco 14-Russ Bldg. Tel.: Garfield 1017. C. H. Ferguson, vice-president.

Radio Accounts: Armstrong Cork Co.; E. I. du Pont de Nemours & Co Inc.; Cream of Wheat; Emcrson Drug Co.; Curtis Publishing Co.; Wildroot Co. Inc.; U. S. Steel Corp.; Boston Edison Co.; B. & W. Tobacco Cotp.; Chamberlain Sales Corp.; De Soto Division, Chrysler Corp.; First National Bank of Boston; First National Bank of Minneapolis; Fort Pitt Brewing Co.; General Baking Co.; Peter Hand Brewing Co.; Minneapolis Brewing Co.; Mutual Savings Bank of Boston; Murine Co.; Nehi Corp.; New York Telephone Co.; Pacific Telephone & Telegraph Co.; Penick & Ford Ltd.; Readers Digest; Southern New England Telephone Co.; Rexall Drug Co.; Tennessee Coal, Iron & R. R. Co.; F. & M. Schaefer Brewing Co.; General Electric Co.; Beau Brummell Ties, Inc.; Continental Can Co.; Fruit Dispatch Co.; Gamble-Skogmo Inc.; Golden State Co., Ltd.; George A. Hormel Co.; Keystone Lumber Co.; Liberty Mutual Insurance Co.; Marine Midland Group. Inc.; Northwestern Bell Telephone Co.; Sea Breeze Labs.; E. R. Squibb & Son; Standard Oil Co. of California; Tea Garden Products Co.; Trans-World Airlines, Inc.; Waitt & Bond, Inc.

BEAUMONT, HELLER & SPERLING INC.

6th and Walnut St., Reading, Pa.
 Tel.: Reading 7447
 Radio Dept.: Doratheia A. Hassler, radio director.

Radio Accounts: Maier's Bakery (S); F & S Beer (S); Reading Laundries (S); Automotive Service (S); Hessler Laundry (S); V. Arena & Sons (S).

BEAUMONT & HOHMAN INC.

6 N. Michigan Ave., Chicago 2
 Tel.: Central 4230
 Radio Dept.: Guy Davis, radio director; C. J. Trudea, production manager.

Atlanta 3-32 Peachtree St. N. W. Tel.: Main 4770. J. J. Hanna, radio director.

Charleston 1-Knight Bldg. Tel.: 34-431. Russ Cheadle, radio director.

Cleveland 14-NBC Bldg. Tel.: Cherry 3658. T. R. McCabe, radio director.

Dallas 1-Petroleum Bldg. Tel.: 2-5388. Paul H. Leach, radio director.

Detroit 26-Book Tower. Tel.: Cherry 4409. I. C. Bettiker, radio director.
 Kansas City 6-921 Walnut St. Tel.: Victor 3063. Harvey Pearman, radio director.

(Continued)

**FIRST**

**IN LISTENER PREFERENCE
 IN FABULOUS FLORIDA'S**

FIRST

CITY OF YEAR-ROUND SALES

WJAX

**JACKSONVILLE, FLORIDA'S
 MUNICIPAL STATION**

**THOMAS C. IMESON, Commissioner In Charge
 JOHN T. HOPKINS III, Manager**

AN NBC AFFILIATE

NATIONAL REPRESENTATIVES: JOHN BLAIR & CO.

SOUTHEAST: HARRY E. CUMMINGS

ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

(Continued)

<p>Los Angeles 13—316 W. Fifth St. Tel.: Trinidad 8173. Douglas R. Young, radio director.</p> <p>New York 20—630 Fifth Ave. Tel.: Circle 6-7040</p> <p>Portland 4, Ore.—Pacific Bldg. Tel.: Beacon 5151. Elwood Enke, radio director.</p> <p>San Francisco 4—Russ Bldg. Tel.: Garfield 0848. H. D. Cayford, radio director.</p> <p>Seattle 4—Central Bldg. Tel.: Seneca 0066. Ted White, radio director.</p> <p>Omaha 2—Insurance Bldg. Tel.: 0369. J. P. Jones, manager.</p> <p>JULIAN J. BEHR CO. Dixie Terminal Bldg., Cincinnati 2 Tel.: Cherry 7635 Radio Dept.: I. Schiffrin, radio director; J. J. Behr.</p> <p>Radio Accounts: L. M. Prince Co.</p> <p>BENNETT ADVERTISING AGENCY, INC. Paramount Bldg., Des Moines, Ia. Tel.: 3-5175 Radio Dept.: Myron J. Bennett, president; Austin McGough, Robert Wise, account executives; Phyllis Regnan, time buyer.</p> <p>BENNETT, WALTHER & MENDADIER INC. 69 Newbury St., Boston 16 Tel.: Kenmore 3820 Radio Dept.: Elizabeth Parsons, timebuyer.</p> <p>BENTON & BOWLES INC. 444 Madison Ave., New York 22 Tel.: Murray Hill 8-1100 Radio Dept.: Walter Craig, vice president in charge of radio & television; L. T. Steele, vice president and radio director; George Kern, manager of radio dept. and chief timebuyer.</p> <p>Hollywood 28—Equitable Bldg. Tel.: Hillside 9151. Al Kaye, radio representative; M. E. Stahl, business manager.</p> <p>Radio Accounts: Best Foods, Inc.; Florida Citrus Commission; General Foods Corp.; Procter & Gamble Co.; Prudential Insurance Co.; Krueger Beer; McKesson & Robbins.</p>	<p>BERMINGHAM, CASTLEMAN & PIERCE INC. 136 E. 38th St., New York 16 Tel.: Lexington 2-7550 Radio Dept.: George C. Castleman, radio director; Ray Ovington, asst.; Charles E. Patrick, P. R. Warner; Gerard J. Cassidy, account executives.</p> <p>Radio Accounts: Griffin Mfg. Co. (S); Conti Products (N); E. Pritchard Inc. (S); Dailey Mills Inc. (S); Louis Sherry (S).</p> <p>BO BERNSTEIN & CO., INC. 26 Custom House St., Providence 3 Tel.: Gaspee 6741 Radio Dept.: Joseph M. Bernstein, president, and Harry Bernstein, account executive; Walter H. Covell, radio director, account executive; Joseph M. Bernstein and Harry Bernstein, time buyers.</p> <p>Radio Accounts: Lyk-Nu Co. (S); Kay Jewelry Co. (S); Newton-Robertson (S); Whalen Jewelry Co. (S); R. I. Supply Co. (S); Anderson-Little (S); Marty's Clothing Mart (S); Read's Inc. (S); City Hall Hardware Co. (S); Sorority Shop (S); Cherry & Webb Co. (S); Lee's Dress Shop (S); Bernstein's Inc. (S); Bette Rand (S); Bridge Tire Co. (S); Capitol Hill Motors Inc. (S); Dytex Chemical (S); Fashion House (S); Great Scott Super Markets (S); Hartford Tire Co. (S); Morris Clothes Shop (S); New York Lace Co. (S).</p> <p>TED BERNSTEIN ASSOCIATES 51 Madison Ave., New York 10 Tel.: Murray Hill 5-3730 Radio Dept.: Sylvester J. Bernstein, Beatrice Gross.</p> <p>FRANK BEST & CO. INC. 9 Rockefeller Plaza, New York 20 Tel.: Circle 7-6760 Radio Dept.: A. H. Van Buren, radio director; Irving Mark, vice-president.</p> <p>GORDON BEST COMPANY (formerly McJunkin Advertising Co.) 30 Rockefeller Plaza, New York, N. Y. Tel.: Circle 5-7377 Radio Dept.: Arthur W. Ramsdell, vice-president.</p> <p>Chicago 1—228 N. LaSalle St. Tel.: State 5060. Gordon Best.</p>	<p>BOB BETTS ADVERTISING First National Bank Bldg., Denver 2 Tel.: Main 6782 Radio Dept.: L. W. Koerber, Director; E. Whetstone, R. J. Betts, account executives.</p> <p>Radio Accounts: Denver Dairy Council (S); Carlson-Prink Co. (S); Joe Kavanaugh (S); Frontier Ref. Co. (S); Split Second Gas Co.; Maplecrest Turkey Farms (S); Old English Dairy (S).</p> <p>BEN BEZOFF & CO. Majestic Bldg., Denver 2 Tel.: Keystone 8139 Radio Dept.: Dorothy Grey, radio director; Edwin E. Koepke and Ben Bezoff, account executives and time buyers.</p> <p>Radio Accounts: Aetna Loan Co.; Capitol Dist. Co.; Denver Industrial Bank; Fox Denver Theaters; Keller Motors; Merritt Packing & Crating Service; North Denver Furniture Co.; Nu-Enamel; Lauer's Jewelry; Ideal Furniture Co.</p> <p>BING AND HAAS Advertising and Promotion Frederick Building Cleveland 15, Ohio Tel.: Superior 2773 Radio Dept.: Ralph S. Bing, radio director & time buyer; Betty Kellerer, account executive.</p> <p>Radio Accounts: Al Sirat Grotto Circus (S); Cadillac Lounge; Balushild Motors (S); Schmit & Son; Red Goose Shoes (Cleveland area) (S)</p> <p>BLOW CO. INC. 9 Rockefeller Plaza, New York 20 Tel.: Circle 6-9300 Radio Dept.: Bruce Dodge, radio director; John Hymes, Ethel Wieder, Elma Hamilton, timebuyers; Jack Mosman, producer; Terry Clyn, account executive (Bulova); Frank Higgin, Edward Feldman, Betty Mandeville, production.</p> <p>Hollywood—6111 Sunset Blvd. Tel. Hempstead 2377. Jack Runyon, radio director; William L. Lawrence, producer.</p> <p>San Francisco—703 Market St. Tel.: Garfield 4854.</p> <p>Radio Accounts: Philip Morris Co., Milton Berle; Philip Morris Co., Din Shore Show; Philip Morris, Hora Heidt; Bulova Time Signals.</p> <p>Television Accounts: Bulova Time Signals.</p> <p>HILL BLACKETT & CO. 221 N. LaSalle St., Chicago 1 Tel.: State 0950 Radio Dept.: Kirby Hawkes, radio director; Frank Reed, media director; Vaughn Jones, production.</p> <p>Radio Accounts: Wander Co.; Stal Mfg. Co.; Omar Baking Co.</p> <p>BLACKSTONE CO. 221 W. 57th St., New York 19 Tel.: Circle 7-4915 Radio Dept.: Jack Steiner, radio director; Paul Zousmer, scripts; M. Rodma timebuyer; Jack Steiner, Charl Kondla, Mortimer Curtis, Robert Tovers, account executives. Leonai Ruskin, Arthur Fischer, Mitche Diamond, Shirley Mason, M. Rodma.</p> <p>Radio Accounts: The Brass Rail (S); Copacabana (S); Eureka Shipbuilder Corp. (S); Keystone Paint & Varnis (S); Grossinger Hotel (S); Jay Lor Inc. (S).</p> <p>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.</p> <p>Radio Accounts: Warner Bros. Pictures (S); Select Theatres Corp. (S); J. Lowe Corp. (S).</p> <p>THE BLAKEMORE CO. 2021 Grand Ave., Des Moines 12 Tel.: 2-0221 Radio Dept.: Paul Blakemore, Robert F. Morgan, William F. Riley Jr., account executives.</p> <p>BLAKER ADVERTISING AGENCY 501 Madison Ave., New York 22 Tel.: Eldorado 5-7563 Radio Dept.: Jean Zipsper, radio director timebuyer; Helen Nash, Harold Tuers, account executives.</p> <p>Radio Accounts: Stahl-Meyer Inc. (S) Sell's Planned Foods Inc. (S); Elizabeth Arden Inc. (S).</p>
---	--	---

VACATION LAND SUMMER AND WINTER

WMFJ

DAYTONA BEACH, FLA.

Affiliated with the American Broadcasting Company

**JOSEPH HERSHEY MCGILLVRA, INC.,
NATIONAL REPRESENTATIVES**

**ROBERT S. KELLER,
AGENCY COORDINATOR**

JOCH ADVERTISING AGENCY
5 So. Main, Los Angeles 13
tl.: Vandike 8600
Radio Dept.: Clifford Bloch, radio director.

CHARLES BLUM ADVERTISING CORP.

20 Spruce St., Philadelphia 7
tl.: Pennypacker 5-4424
Radio Dept.: Charles Blum, president, radio director, account executive.

LUMBERG & CLARICH

Union Sq., New York 3
tl.: Algonquin 4-0897
Radio Dept.: H. Blumberg, J. J. Clarich, radio Accounts: Warwick Stores (S-News); Ranala Stores (S-News).

RANK L. BLUMBERG AGENCY

1 North Charles St., Baltimore 1
tl.: Lexington 7576
Radio Dept.: Horace J. Elias, radio director.
Radio Accounts: Klein Chocolate Co. Inc. (S).

OOKER-COOPER INC.

35 West 6th St., Los Angeles 14
tl.: Michigan 7789
Radio Dept.: A. R. Booker, pres.; Jerome Robins, acct. exec.

EARL BOWWELL

0 Grant St., Pittsburgh 19
tl.: Court 6565
Radio Dept.: G. Taylor Urquhart, radio director; William Dahiman, account executive; H. B. Trautman, head creative functions.
New York 16-22 E. 40th St. Lexington 2-1845. Howard T. Black, Jr., manager media director.
Hollywood—1624 N. Hudson Ave. Nathan A. Tufts, manager.
Radio Accounts: American Home Products Corp. (N-S); Boyle-Midway Inc. (S); Frank & Seder department store (S); Allegheny County Democratic Committee (S); American Home Foods Inc., (Duff's Baking Mixes; George Washington Coffee) (N-S); Industrial Cigar Co. (S).

OTSFORD, CONSTANTINE & GARDNER

5 S. Fourth Ave., Portland 4
tl.: Atwater 9541
Radio Dept.: Central Bldg. Tel. Elliott 3523.
San Francisco 4—Russ Bldg. Tel.: Exchange 7565
Los Angeles 14—629 S. Hill St. Tel.: Vandike 0796
New York 1—Empire State Bldg. Tel.: Bryant 9-4845.

BROOKS ADVERTISING AGENCY

16 W. 8th St., Los Angeles 14
tl.: Trinity 0558
Radio Dept.: A. R. Brooks, timebuyer; Gordon Gumpertz, copy chief; Dick Thornton, production manager.
Radio Accounts: Bekins Van & Storage Co.; Golden West Food Products Co.; Hartford Despatch & Warehouse Co.; Campbells Storage Ltd.; Everest & Jennings Co.

BRESNICK & SOLOMONT

16 Tremont St., Boston 16
tl.: Liberty 7751
Radio Dept.: Avner Rakov, radio director, timebuyer; Frank C. Gardner, copy chief.

LEO P. BOTT JR., ADVERTISING

14 East Jackson, Chicago
tl.: Harvard 9177

THE LEO BOULETTE AGENCY

119 N. Main St., Three Rivers, Mich.
tl.: 755
Radio Dept.: Carol Boulette, radio director.
Radio Accounts: Hartford Farms (S).

BOURNE ASSOC. INC.

50 E. 42nd St., New York 17
tl.: Vanderbilt 6-1423
Radio Dept.: Severin Bourne, radio director.

JOHN R. BOYD CO.

722 East Washington Blvd., Los Angeles 21
tl.: Richmond 9479
Radio Dept.: John R. Boyd, radio director.

BOZELL & JACOBS INC.

326 W. Madison St., Chicago 6
tl.: Central 6505
Radio Dept.: Philip Rouda, radio director; Elinor Bishop, timebuyer.
Minneapolis 2—Foshay Tower. Tel.: Main 4527. Sam Kaufman, radio director.

Los Angeles—6607 Sunset Blvd. Tel.: Hillside 2695
Radio Accounts: Leaf Gum Co.; Oman Chemical Co.; Central Illinois Electric & Gas Co.; Society of American Florists.

Television Accounts: Society of American Florists.

ARTHUR BRAITSCH ADVERTISING

15 Westminster St., Providence
tl.: Dexter 5313
Radio Dept.: Arthur Braitsch, John A. Lorimer, Norma Black, time buyers.

Radio Accounts: Narragansett Brewing Co. (S); Sally's Fur Studio (S); Baird North Inc. (S); Strand Theatre (S); Weybosset Markets (S); White Fuel Co. (S); Colonial Laundry (S); Colonial Wall Paper Co. (S); Merchants Cold Storage (S); Rhodes on the Pawtucket (S); Rhode Island Hospital Trust Co. (S).

THE J. CARSON BRANTLEY ADV. AGENCY

Owen Building, Salisbury, N. C.
Tel.: 900
Radio Dept.: J. Carson Brantley, radio director, timebuyer.

Radio Accounts: Duke Power Co. (S); The Banna Co. (S); L. B. Coulter Co. (S); Owen Drug Co. (S); McClain Distributing Co. (S); Carolina Beverage Corp. (S).

Television Accounts: Duke Power Co.; Owen Drug Co.; The Banna Co.; L. B. Coulter Co.; McClain Distributing Co.; Carolina Beverage Corp.

R. C. BRETH INC.

310 Pine St., Green Bay, Wis.
Tel.: Howard 134
Radio Dept.: M. E. Klein, radio timebuyer.

Radio Accounts: Home Mutual Ins. Co. (S); Home Casualty Co. (S); Brillion Iron Works (S).

BRUCE B. BREWER & CO.

Fidelity Bldg., Kansas City 6
Tel.: Harrison 4890
Radio Dept.: W. J. Woods, radio director; Bruce B. Brewer, Quentin Brewer, Kent Boyd, Clair Hull, account executives; M. E. Klein, timebuyer.

Minneapolis—Foshay Tower. Tel.: Atlantic 4307. Clair Hull, manager.

BRIGGS & VARLEY INC.

14 E. 48th St., New York 17
Tel.: Wickersham 2-8533
Radio Dept.: Dee Ganner, timebuyer.
Television Accounts: Davidson Bros. Corp.

BRISACHER, VAN NORDEN & STAFF

Crocker Bldg., San Francisco 4
Tel.: Garfield 0276
Radio Dept.: Emil Brisacher, president, radio director; Marie Eaton, timebuyer; Franklin Wheeler, Weston Settlementier, Walton Purdom, Charles Gabriel, Lester Friedman, account executives.

Los Angeles—1133 Crenshaw Blvd. Tel.: Michigan 8763. R. T. Van Norden, vice-president; Charles Chaplin, producer.

New York 16—140 E. 49th St. Tel.: Murray Hill 2-5838. Chas. H. Gabriel, mgr. Other Offices: Chicago. Portland, Ore., Seattle; London, England.

Radio Accounts: S & W Fine Foods Inc. (S); Standard Beverages (S); West Coast Soap (S); Acme Breweries (S); Bohemian Distributing (S); Franzia Bros. Winery (S); L. G. Labs (S).

BROADCAST ADVERTISING

3055 Wilshire Blvd., Los Angeles 5
Tel.: Exposition 1339

Radio Dept.: Van C. Newkirk, owner-manager; John Fryer, production manager; Betty Culbert, office manager.

Radio Accounts: Crew of the Good ship Grace (N); King's Ambassadors (S); Grace Dotson Bible Lessons (S); Bible Institute of Los Angeles (N); Youth for Christ (N); Calvary Assembly (S); Country Church of Hollywood (N); Morning Bible Hour (S); World's Greatest Book Quiz (N).

BROADCAST ADVERTISING INC.

8 Newbury St., Boston 16
Tel.: Kenmore 6-0854
Radio Dept.: J. E. Murley, director; J. J. Manning, timebuyer.

Radio Accounts: R. G. Sullivan Inc. (S); Hy-Trous Sales Co. (S); Marjorie Mills Hour (N); The Yankee Kitchen (N).

BROADCAST SERVICE INC.

119 E. Washington Ave., Madison, Wis.
Tel.: Gifford 5212-X
Radio Dept.: Richard S. Nickeson, manager.

BROOKS & MATTHEWS ADV. AGENCY

6 W. 23rd St., Baltimore 18
Tel.: Hopkins 1913
Radio Dept.: Chauncey Brooks Jr., Ralph Kaye, W. W. Matthews, Wm. B. Matthews.

Radio Accounts: Anderson Motors (S); Servi-Cycle (S); Gettemuller Plant (S).

(Continued)

Double Promotion With A Punch For Your Radio Station

LARGE ILLUMINATED CLOCKS AND NEWSPICTURE DISPLAYS

AT NO COST TO YOUR STATION

Attention Getters

ATTRACTIVE CHROME WINDOW DISPLAY, APPROXIMATELY 16 x 24

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

WORLD PHOTO NEWS DISPLAYS AND NEWSPICTURES

are placed with the merchants in your primary area. No telephones are used. The merchants are contacted personally by our representatives.

These displays and illuminated clocks are a fine PROMOTIONAL MEDIUM FOR BOTH AM AND FM STATIONS. Your Station's only obligation is one short announcement each week to each subscriber to World Photo News Service.

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



• SELF ILLUMINATED CLOCKS •

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



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

WORLD PHOTO NEWS SERVICE CORPORATION

354 FOURTH AVENUE NEW YORK 10, N.Y. MURRAY HILL 9-5347

ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS
(Continued)

S. M. BROOKS ADV. AGENCY
Union Nat'l Bank Bldg., Little Rock, Ark.
Tel.: 2-1874
Radio Dept.: Earl L. Saunders, radio director.

Radio Accounts: Arkansas Power & Light (S); Sterling Stores Co. (S); Manufacturers Furniture Co. (S); Stebbins & Roberts Inc. (S); Bauman's Men's Shop (S); Colonial Baking Co. (S); Morgan Insurance Agency (S); Peppard Seed Co. (S); Stiffits Jewelers; (S); Terminal Van & Storage Co. (S); Worthen Bank & Trust Co. (S).

BROOKE, SMITH, FRENCH & DORRANCE INC.
8469 E. Jefferson, Detroit 14
Tel.: Valley 2-9700

Radio Dept.: James B. Hill, radio and television director; Clyde Vortman, timebuyer.

New York—52 Vanderbilt, Harry Overstreet, radio executive.

Radio Accounts: Goebel Brewing Co. (S); Hudson Motor Car Co. (S); Michigan Apple (S); American Brakeblok Brake Lining (S); Gil Schaeffer, Walker Motors, Jim Golds (Hudson dealers) (S).

Television Accounts: Goebel Brewing Co.

BROOKS & SONS CO.
801 S. Wells St., Chicago 7
Tel.: Harrison 9470
Radio Dept.: Marguerite Heinrichs, radio director.

Radio Accounts: Gulbrandsen Co. D. P. BROTHER & CO. INC. General Motors Bldg., Detroit 2
Tel.: Trinity 2-8250

Radio Dept.: Carl Georgi Jr., L. D. Sibert, timebuyer.

Radio Accounts: Oldsmobile (S); AC Spark Plug Div. (S).

Television Account: Oldsmobile.

C. FRANKIN BROWN & CO.
20 N. Wacker Drive, Chicago 6
Tel.: Central 5377

Radio Dept.: C. F. Brown, owner, radio director.

E. L. BROWN ADVERTISING
1606 Walnut St., Philadelphia 3
Tel.: Pennypacker 5-7510

Radio Dept.: Roland Israel.

Radio Accounts: Otto Erlander Brewery (S); Hershel Calif. Fruit Products (N-S); Frank Locke Shoes (S); Frank & Seder (S).

E. H. BROWN ADV. AGENCY
20 North Wacker Drive, Chicago 6
Tel.: Franklin 9494

Radio Dept.: Murray Schneiderman, radio director.

BUCHANAN & CO. INC.
1501 Broadway, New York 18
Tel.: Medallion 3-3380

Radio Dept.: Martin Jones, director of radio and television; Bill Smith, timebuyer.

Chicago 11—919 N. Michigan Ave. Tel.: Delaware 5522.

San Francisco 4—155 Montgomery St. Tel.: Yukon 2927.

Beverly Hills—242 N. Canon Drive.

Radio Accounts: The Texas Company (N); Paramount Pictures (S); United Artists Corp. (S); Rainier Brewing Co. (N); Title Insurance & Trust Co. of Los Angeles (N); Teentimers Inc., Gallohn Chemical Co. (S); Allied Artists Inc. (S).

Television Accounts: Allen B. DuMont Laboratories.

BURTON BROWNE ADVERTISING

619 N. Michigan, Chicago 11
Tel.: Delaware 8300

Radio Dept.: E. G. Brown, timebuyer; Paul D. Bezazian, Burton Browne, Frank Walsh, Glenn Martin, Fritzie Seeger, L. G. Willcox, Wm. Shartle, account executives.

Radio Account: Andrew Co.

FRANKLIN BRUCK ADVERTISING CORP.

1270 Avenue of the Americas, New York 20
Tel.: Circle 7-7660

Radio Dept.: Rae B. Elbroch, timebuyer; Los Angeles 28—5874 Hollywood Bldg. Tel.: Gladstone 2975. Howard Blum Radio Accounts: Rosenau Bros. Inc.; Fashion Frocks; North American Cigaret Ins. Co. (S); Arden Can. Inc. (S); Sitroux Inc. (S).

BUCHANAN-THOMAS ADV. CO.

412 S. 19th St., Omaha 2
Tel.: Atlantic 2125

Radio Dept.: C. Coe Buchanan, L. Thomas, partners; Adam Reinem radio director; Robert Savage, account executive.

THE BUCHEN CO.

400 W. Madison St., Chicago 6
Tel.: Randolph 9305

Radio Dept.: Herbert K. Butz, Martin Reynolds, C. W. Fisher, timebuyer

Radio Accounts: Michigan Natl. Bacon Capper's Farmer Magazine.

BUCKNER, CRAIG & WEBSTER / VERTISING

913 Texas Ave., Lubbock, Texas
Tel.: 2-2314

Radio Dept.: Rex Webster, radio director.

BULL, SMITH & McCREERY

6642 Sunset Blvd., Hollywood 28
Tel.: Hempstead 5671

Radio Dept.: Mayfield Kaylor, radio director; Georgina Small, timebuyer; Dick Garton, production; He Konysky, radio production; V. Smith, Frank Bull, Walter McCree owners and account executive; Charles Ganz and Dick Berggren, account executives.

New York 1—Empire State Bldg. T. Longacre 3-4107. Earle Dumont, m Margery Beudert, timebuyer.

San Francisco 2—Loew's Warfield Bldg. Tel.: Ordway 3-7967. Robert Sel manager; Walter Conway, production

Radio Accounts: Ice Follies (S); Ice 4 pades (S); Western Harness Race Assn. (S); Seaboard Finance Co. (S); Los Angeles Rams professional football team (S); Triangle Publishing Co. (S); Marshall & Clampett (S); E. Coberly Inc. (S); Louis Mill Foods Inc.

BURNET-KUHN ADVERTISING

520 N. Michigan Ave., Chicago 11
Tel.: Superior 3800

Radio Dept.: Mary Agnes Schroeder, radio director.

Radio Account: Carson's Dept. Store.

LEO BURNETT CO. INC.

360 N. Michigan Ave., Chicago 1
Tel.: Central 5959

Radio Dept.: W. L. Weddell, vice-president in charge of radio; W. J. Mcvain, timebuyer; C. O. Huston (American Meat Institute), Pa Harper (Pure Oil Co.), D. K. Colv (Brown Shoe Co.), Wm. Deiner (Minnesota Valley Canning Co.), Jo Willem (Pillsbury Mills Inc.), Harold Bede (Shefford Cheese), account executives.

New York 22—743 Fifth Ave. Tel.: Plaza 5-2772. Donough Prince.

Los Angeles 13—411 W. Fifth St. Tel. Mutual 5167. Owen Smith.

Radio Accounts: American Meat Institute (N); Pure Oil Corp. (N-S); Brown Shoe Co. (N); Shefford Cheese Co. (N); Pillsbury Mills, Inc. (S); Minnesota Valley Canning Co. (N).

BYER & BOWMAN ADVERTISING AGENCY

203 E. Broad St., Columbus 15
Tel.: Main 3276

Radio Dept.: William Copeland, radio director; Herbert Byer, Joel M. Burhalter, Gus K. Bowman, partners.

Radio Accounts: Ashland Oil & Refining Co. (S); Buckeye Foods (S); Wettslene Products (S); Central Bldg. Loan (S); Clean Products (S); Bud & Co. (S); The Franklin Brewin Co. (S); Ohio School of Trades (S); Mrs. Yaeger's Fudge (S); Universal Concrete Pipe Co. (S).

C

HAROLD CABOT & CO. INC.

136 Federal St., Boston 10
Tel.: Hancock 7600

Radio Dept.: Jan Gilbert, timebuyer; Betty Parks, creative; John Lord, production & creative; Donald D. Douglass, Edward Chase, Russell Hunt, Langley Keyes, William Ganick, account executives.

WBIR
ABC
Knoxville

WLAP
ABC
Lexington

WCMI
CBS
Ashland-Huntington

WMOB
ABC
Mobile

KFDA
ABC
Amarillo

Radio Accounts: Boston Consolidated Gas Co. (S); Boston Globe (S); Boston & Maine R.R. (S); Boston & Maine Trans. Co. (S); W. L. Douglas Shoe Co. (S); Haviland Chocolates, Inc. (S); H. P. Hood & Sons (S); Metropolitan Transit Authority (S); Rock of Ages Corp. (S).

ADDEN-ALLEN ADVERTISING AGENCY

5 S. Court St., Montgomery 4, Ala. Tel.: 4468
Radio Dept.: J. C. Leavell, account executive.
Radio account: WAPX.

AHN-MILLER INC.

3 N. Charles St., Baltimore 1
Tel.: Saratoga 4466
Radio Dept.: George Gettman, radio director.

ALDWELL-BAKER CO. INC.
Merchants Bank Bldg., Indianapolis 4
Tel.: Market 6501

ALKINS & HOLDEN

7 Park Ave., New York 17
Tel.: Wickersham 2-6900
Radio Dept.: Chester H. Miller, director radio and television, account executive.

Chicago 1—333 N. Michigan Ave. Tel.: Randolph 3831. R. A. Washburn, manager.

Radio Accounts: Oakite Products Inc. (S); Stokeley-Van Camp Inc. (S); Weston Biscuit (S); Cramer Products.

JS. F. CALLO INC.

9 E. 149th St., New York 51
Tel.: Mott Haven 9-6300
Radio Dept.: Joseph F. Callo, president; T. Ormand Deignan, vice-president; Lewis Tusarolo, space buyer; Marion Hayden.

Radio Accounts: Rogers Dept. Store (S); La Valle Beauty Salon (S); Bronx County Trust Co. (S).

ARL CALMAN INC.

W. 42nd St., New York
Tel.: Wisconsin 7-1064
Radio Dept.: Carl Calman, radio director and timebuyer.
Radio Accounts: Crawford Watch Co. (S); Norman Pen Co. (S).

AMPBELL-EWALD CO.

General Motors Bldg., Detroit 2
Tel.: Trinity 2-6200
Radio Dept.: J. J. Hartigan, vice-president and director of media; J. H. Neebe, W. H. Case, vice-presidents.

Los Angeles 15—Petroleum Bldg. Tel.: Richmond 6204. R. C. Francis, vice-president.

Chicago 1—230 N. Michigan Ave. Tel.: Central 1946. Earl W. Clements, vice-president.

Radio Accounts: Chevrolet Motor Division; The Detroit Edison Co.; Norge Division of Borge-Warner Corp.
Television Accounts: Chevrolet Motor Division; The Detroit Edison Co.

AMPBELL-EWALD CO. OF NEW YORK INC.

6 Rockefeller Plaza, New York 20
Tel.: Circle 7-6383
Radio Dept.: E. A. Elliott, vice-president in charge of media; Kenneth Young, director of radio and television; G. E. Parental, timebuyer; John Barbeau, W. E. Blodgett, John Davidson, Lynn Dudley, Radcliffe Romeyn, Sanford C. Smith, Bradley Walker, account executives.

Radio Accounts: United States Rubber Co. (S-N); Eastern Air Lines (S); Dry Dock Savings Bank (S); Durham Enders Razor Corp. (S); Rockwood & Co. (S); Fisk Tires (S).
Television Account: U. S. Rubber.

SOLIS S. CANTOR ADV. AGENCY

1711 Walnut St., Philadelphia 3
Tel.: Locust 7-8141
Radio Dept.: Jack Shaw, radio director; Raymond Aaron, television director.
Miami Beach—350 Lincoln Road. Tel.: 58-1637. Sidney Gurchoy, radio executive.

Radio Accounts: Duval (S); David T. Robinson Co. (S); Palmer School (S); Ford Optical (S); Jim Brady Shoes (S); Friendly Loan Service (S).

CAMPBELL-MITHUN INC.

1370 NW Bank Bldg., Minneapolis 2
Tel.: Atlantic 3231
Radio Dept.: Arthur H. Lund, radio director.
Chicago 11—Palmolive Bldg. Tel.: Delaware 7553.

CAPKA & KENNEDY ADVERTISING

6612 Sunset Blvd., Hollywood
Tel.: Hillside 4761

CAPLES CO.

225 E. Erie St., Chicago 11
Tel.: Superior 6016
Radio Dept.: R. N. Hartsing, vice-president, sec'y and treas.; W. E. Gibson, radio director and timebuyer; Don J. Powers, account executive.

Omaha—1504 Dodge St. Tel.: Jackson 7795. L. M. Branch, vice-president; Geo. McCullough, account executive.
Los Angeles 14—412 W. 6th St. Tel.: Mutual 4143. A. M. Caron, manager.
New York 17—535 Fifth Ave. Tel.: Lexington 2-0850. Hudson Meyer, vice-president.

Radio Accounts: Chicago & North Western Railway; Union Pacific Railroad.

D. T. CAMPBELL INC.

222 W. Adams St., Chicago 6
Tel.: State 2713
Radio Dept.: D. T. Campbell, radio director.

CARTER ADVERTISING AGENCY

912 Baltimore St., Kansas City 6, Mo. Tel.: Harrison 1356
Radio Dept.: Lee Hall, radio director; Charles Carter, William G. Rowe, account executives.

Kansas City 12, Kan.—609 Minnesota St. Tel.: Drexel 3700

Radio Accounts: Helzberg's Jewelers (S); Rushton Baking Co. (S); Perry Pontiac (S); Consumers Co-Op (S); DeCoursey's Ice Cream (S); May Potato Chips (S).

R. H. CARY INC.

Liberty Bldg., Des Moines 9
Tel.: 4-0375
Radio Dept.: Fred A. Reed, radio director; R. H. Cary, chief timebuyer; Helen A. La Velle, timebuyer.

Radio Accounts: Oelwein Chemical Co. (S); Thompson Hybrid Corn Co. (S); Royal Home Appliances (S); Hi-Lan Dairy Co. (S); Ted McGrevey Co. (S); Iowa Lime Cola Co. (S); Carbon Coal Co. (S).

CAYTON INC.

350 Fifth Ave., New York 1
Tel.: Bryant 9-0390
Radio Dept.: Earle McGill, radio director; D. R. Roberts, timebuyer; Bill Cayton, account executive.

CECIL & PRESBREY INC.

247 Park Avenue, New York 17
Tel.: Wickersham 2-8200
Radio Dept.: John M. Wyatt Jr., director radio and television; Harry Parnas, Betty Barrett, timebuyers; David G. Lyon, Carl R. Geigerich, Samuel Dalsimer, account executives.

Radio Accounts: Block Drug Co.; Ronson Art Metal Works Inc. (N); Philip Morris & Co. Ltd. (N); Oyster Shell Products Corp. (S); Carbola Chemical Co. (S).

CENTRAL ADVERTISING CORP.

Board of Trade Bldg., Indianapolis 4
Tel.: Franklin 4731
Radio Dept.: G. Vance Smith, director.

CHARLES J. CHARNEY ASSOCIATES

150 W. 49th St., New York 19
Tel.: Circle 5-4220
Radio Dept.: Alvin George, radio director; Charles J. Charney, timebuyer.

CHERNOW ADVERTISING CO.

350 Fifth Ave., New York 1
Tel.: Pennsylvania 6-3520
Radio Dept.: Morton Junger, director of radio.

NELSON CHESMAN CO.

Main & Market Sts., Chattanooga 8
Tel.: 6-4942
Radio Dept.: H. Gene Sample, John E. Fontaine, J. Manning Sullivan, John E. Fontaine III, Sara Kelly.
Radio Accounts: The Chattanooga Medicine Co.; The Double-Cola Co.; Fleetwood Coffee Co.; Mercer Pie Co.; Tennessee Nursery Co.

CHICAGO UNION ADV. AGENCY

20 W. Jackson Blvd., Chicago 4
Tel.: Wabash 5732
Radio Dept.: Simon Levin, radio director.

CHRISTIANSEN ADV. AGENCY

135 S. LaSalle St., Chicago
Tel.: Central 2484
Radio Dept.: E. H. Christiansen, president; Edith Knutson, timebuyer.
Radio Accounts: Gibson Greeting Cards, Kingsbury Pale Beer, J. C. Lysle Milling Co., Coca-Cola Bottling Co. of Chicago.

CINEMA ADVERTISING AGENCY

1204 S. Hill St., Los Angeles 15
Tel.: Prospect 2141
Radio Dept.: Willis Allen, manager of radio dept.

DARWIN H. CLARK

541 S. Spring St., Los Angeles 13
Tel.: Michigan 6021
Radio Dept.: M. L. Gowans, timebuyer.

CLEMENTS CO. INC.

Horn Bldg., Philadelphia 3
Tel.: Rittenhouse 0236
Radio Dept.: Alice Clements, radio director.

THE ARNOLD COHAN CORP.

1860 Broadway, New York 23
Tel.: Plaza 9-7267
Radio Dept.: Arnold Cohan, Gilbert R. Lesser, account executives.
Radio Account: Jim Dale Clothes Inc. (S).

(Continued)

**EXCLUSIVE
COVERAGE***

+

ABC

POPULARITY

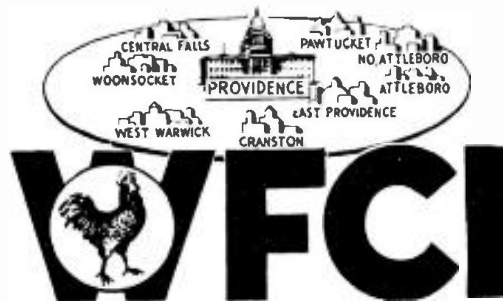
+

LOWER RATES

=

**RHODE ISLAND'S
BEST BUY!**

*The closest ABC station, 250-watt powered, is 38 miles distant. We dominate a million-listener area.



5000 WATTS DAY AND NIGHT

PAWTUCKET, R. I., 450 MAIN ST.
PROVIDENCE, R. I., THE SHERATON-BILTMORE
Wallace A. Walker, Gen. Mgr.

Representatives:
THE KATZ AGENCY

ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS
(Continued)

HARRY B. COHEN, ADVERTISING
1 East 57th Street, New York
Tel.: Plaza 8-2843
Radio Dept.: Edward Aleshire, general manager and radio director; Clarke R. Brown, media director and timebuyer.
Radio Accounts: Beaumont Company (N-S); Grove Laboratories (S); The Ru-Ex Co. (S); Fraser Hair Fashions (S).

RICHARD COLE ADVERTISING
Insurance Bldg., Omaha 2
Tel.: Jackson 7868
Radio Dept.: Richard Cole, account executive, timebuyer.
Radio Accounts: Nebraska Savings & Loan Assn. (S); Tekseed Hybrid Corn Co. (S).

COLE & CHASON INC.
8 W. 56th St., New York
Tel.: Circle 7-2664
Radio Dept.: Herbert S. Chason.
Radio Accounts: Mack Drug Co. (S); David Cohen & Son Inc. (S).

MAURICE COLEMAN & ASSOC.
Bona Allen Bldg., Atlanta 3
Tel.: Main 4012, Lamar 2345
Radio Dept.: E. J. Kimmel, Sid Williams.

HOLDER MORROW COLLIER INC.
35 E. Wacker St., Chicago 1
Tel.: Central 4162
Radio Dept.: Holder M. Collier, president; E. J. Weinstock, vice president and media director.
Radio Accounts: Carolina Coach Co., Raleigh; Santa Fe Trail Transportation Co., Wichita.

COMMERCIAL BROADCASTERS
188 W. Randolph St., Chicago 1
Tel.: Dearborn 0203-0533-1414
Radio Dept.: Dave Edelson, radio director; M. F. Edelson, account executive; Catherine O'Heron, timebuyer.

Radio Accounts: Chicago Cardinals (S); Fireside Rest (S); House of Goddard (S); Forrest's Rest (S); Club Hollywood (S); Kay's Furniture (S); Blue Bird Bus Lines (S); Corona Watch Sales; State of Ill.; Atlas Cycles Co.; Pat McLaren; Tip Top Rest; American Decalomania Co.; Agar Packing Co.; Sawyer Biscuit Co.; Graemere Hotel; Spiegels Inc.; Gimbel's Rest; Cavalcade of Amusements; Boris Smaller & Sons.

COLLINS-CUSICK-SCHWERKE & WILD, ADV.
2107 Transit Tower, San Antonio
Tel.: Fannin 0974
Radio Dept.: Tommy Reynolds, radio director.

COMMERCIAL RADIO SERVICE
30 Rockefeller Plaza, New York 20
Tel.: Columbus 5-0771
Radio Dept.: Andre Luotto, radio director; George Gatti, timebuyer; Amelia Bonvicino, executive.
Radio Accounts: Bisleri Co. Inc. (S); La Rosa & Sons (N); Balbo Oil Co. (L-S); Casa Luotto Inc. (S); Amenit Shipping (L-S).

COMPTON ADVERTISING INC.
620 Fifth Ave., New York 20
Tel.: Circle 6-2800
Radio Dept.: Lewis Titterton, vice-president, radio director; Frank Kemp, assistant media director; Storrs Haynes, radio department manager; Guy Richards, vice president, media director; Henry Clochessy, head time buyer; Julia Brown, Richard Gordon, Mary Ellis, Tucker Scott, Martin Hansen, timebuyers; Anne Keegan, traffic manager.
Chicago 5-59 E. Van Buren St. Tel.: Harrison 3570. L. O. Holmberg, manager.

Cincinnati 2—Gwynne Bldg. Tel.: Parkway 6961. Robert P. Marsh, manager.
Detroit 2—New Center Bldg. Tel.: Trinity 1-2200. James M. Cook, manager.
Hollywood 28—6253 Hollywood Blvd. Tel.: Hollywood 8107. Floyd R. Holm, manager.

Kansas City 6, Mo.—15 W. 10th St. Tel.: Harrison 8102. Wm. B Hill, Manager.
Milwaukee 3—744 N. Fourth St. Tel.: Marquette 2778. Richard Davis, manager.

Radio Accounts: Procter & Gamble (N-S); Socony Vacuum Oil Co. Inc. (N-S); Goodyear Tire & Rubber Co., Shoe Products Division (S); Garst & Thomas Hybrid Corn (S); Wheatena Corp. (S); Allis Chalmers Mfg. Co. (N-S); Pioneer Hybrid Corn of Illinois (S); Pioneer Hybrid Corn of Indiana (S); Kelley Springfield Tire Co. (S); M & M Ltd. (S); New York Life Ins. Co. (S); Simmons Slicing Knife Co. (S); Nestles Milk Products Inc. (N-S); Central National Bank & Trust Co. (S).

THE CONDON CO. INC.
Rust Bldg., Tacoma 2, Wash.
Tel.: Main 8155
Radio Dept.: Howard R. Smith, radio director.

Radio Accounts: Cammarano Bros., Double Cola, Eastern Outfitting, Fuel Oil Service Co., Maxwell Petroleum Corp., C. C. Malling Co., Meuller Harkins Motor Co., Puget Sound National Bank, Smith Drugs Inc., Tacoma City Light Co., Walker Chevrolet Co., Jordan Baking Co., Takoma Athletic Commission, (all spots).

THE CONNER COMPANY
544 Market St., San Francisco 4
Tel.: Yukon 6-0196
EDWARD C. COONTZ INC.
Colcord Bldg., Oklahoma City

Tel.: 7-5031
Radio Dept.: Edward C. Coontz, general manager.

COPELY ADVERTISING AGENCY
457 Stuart St., Boston
Tel.: Commonwealth 7350
Radio Dept.: A. J. Cucchiara, president account executive; C. Wayland Klir radio director; C. J. Rideout, account executive; William J. Tibbetts, radio auditor.

Radio Accounts: Fletcher Tea Co. (S) Moller's Furniture (S); Perry Se-Co. (S); H. L. Shaw (S).

CHET CRANK CO.
6518 Selma Ave., Hollywood 28
Tel.: Hempstead 5129
Radio Dept.: Chet Crank, owner and radio director.

Radio Accounts: J. V. Baldwin Motor Co. (S); Brown's (S).

COOPER & CROWE
72 W. Second South, Salt Lake City
Tel.: 3-8151
Radio Dept.: Gordon Crowe, director and timebuyer; Edward M. Lynch, Don Watkins, account executives; Norm Halverson, timebuyer.

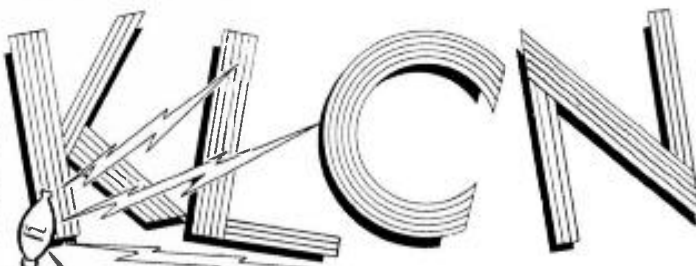
Radio Accounts: Axelrad Furniture Co. (S); Leo N. Brown Floral Co. (S); Hoffmann's Hardware & Sport Goods (S); Broadway Shoe Reps (S); Lovinger Disinfectant Co. (S); New Method Sanitone Cleaners (S); Wilson's Products Co. (S); Vim De Food Co. (S); McFarlane Wholesale Meat Co. (S); Zinik's Sporting Goods Co. (S); Utah Chimney Co. (S); Columbia Chemical Co. (S); Chaman Plumbing & Heating (S); Yacey Co. (S); O. C. Tanner (N); Baquet Better Foods (R-S); Rytte-Ma Mfg. Co. (S); Lagoon Amusement Park (S); Utah State Democrat Committee (N).

1922 • Arkansas' Oldest Broadcasting Station • 1948



BLYTHEVILLE, ARKANSAS

Cleared Channel Coverage of the Mid-Mississippi Valley on 900 KCS with 1000 W.



From the home of the Notional Cotton Picking Contest KLCN commands the attention of over 1,500,000 people living in the most prosperous agricultural area in the world

They Listen to KLCN

KLCN has twenty six years of background in broadcasting from the same city to an audience of friends typically American as the Liberty Bell!

Terrific mail response and recent BMB reports prove that KLCN produces live - talent programs which cannot be duplicated by networks originating in different time zones and aimed at the whole United States.

BMB DAYTIME AUDIENCE MAP



Harold Sudbury, Gen. Manager - Represented Nationally by John E. Pearson Co.

OWAN & DENGLER INC.
27 Fifth Ave., New York 17
Tel.: Murray Hill 2-0940
Radio Dept.: A. Marie Maus, timebuyer;
Porter F. Leach, account executive.
Radio Accounts: Isbrandtsen-Moller (S);
Schrafft's (S); Telecoin Corp. (S).

RAVEN & HEDRICK INC.
22 Fifth Ave., New York 18
Tel.: Murray Hill 2-5010
Radio Dept.: Horace Hagedorn, vice-
president in charge of radio; Robert
Solander, timebuyer.
Radio Accounts: Marlin Firearms Co.,
Blade Div. (S).

RITCHFIELD AND CO.
20 N. Michigan Ave., Chicago 11
Tel.: Superior 3061
Radio Dept.: E. P. Nesbitt, president.
Radio Account: Crow's Hybrid Corn Co.

ROMWELL ADVERTISING
22 E. 42nd St., New York 17
Tel.: Murray Hill 3-0616
Radio Dept.: Gus Berle, radio and tele-
vision director; J. J. Pollack, presi-
dent and treasurer; Nat Kanter, Al
Pollack, Harold Locke and Wilbur
Aronson, account executives.

AMUEL C. CROOT CO.
8 W. 44th St., New York 18
Tel.: Bryant 9-2588
Radio Dept.: Donald B. Bryant, vice-
president and radio director.
Radio accounts: Arnauld & Aborn (N-S);
Zeigy Co. Inc. (N-S); Gravymaster
Co. Inc. (N-S); The Maltex Co. (N-
S).

ARTHUR CROSBY SERVICE
16 Fifth Ave., New York 18
Tel.: Murray Hill 7-5268
Radio Dept.: B. F. Landsman, manager.

RUTTENDEN & EGER
9 W. Washington St., Chicago 2
Tel.: Central 7830
Radio Dept.: Harry C. Pick.
Radio Accounts: Admiral Corporation
(N); Valter & Spies (S); Family
Flour Institute; Health Mor Inc. (S);
Klein's Inc. (S); Quaker Mfg. Co.
(S); So-Easy (S).
Television Account: Admiral Corp.

**EARL R. CULP ADVERTISING
AGENCY**
01 S. Rampart Blvd., Los Angeles 5
Tel.: Mutual 3159
Radio Dept.: Earl R. Culp, radio direc-
tor.

MUMMINGS, BRAND & McPHERSON
03 N. Main St., Rockford, Ill.
Tel.: Dial 2-0677
Radio Dept.: Roger Porter, radio director.
Chicago 6—20 N. Wacker Drive. Tel.:
Dearborn 5026.
Radio Accounts: Keig-Stevens Baking Co.
(S); Smith Oil & Refining Co. (S);
Pinchurst Farms Inc. (S).

D

DANCER-FITZGERALD-SAMPLE
221 N. LaSalle St., Chicago 1
Tel.: State 3800

Radio Dept.: James J. Neale, radio di-
rector; Robert Haldeman, radio ser-
vice head; Dan Ryan, radio commercial
production; Carl Stanton, supervisor
nighttime shows; Lester Vail, head of
daytime radio; Carl Stanton, director
of television and motion pictures;
Thomas Carson, Edward A. Nickey,
John Donaldson, Helen Stanley,
timebuyers; Thomas L. Greer, J.
M. Greenley, Charles Fitzmorris,
Jr., Don Manchester, Gordon John-
son, Sewell Gardner, Ted Mertz,
Fred Klein, account executives; Ever-
ett Bradley, head of creative dept.

New York 17—247 Park Ave. Tel.: Wick-
ersham 2-4200; George Durham, media
coordinator; F. Moriarty, Stanley H.
Pulver, timebuyers.
Hollywood 28—1680 N. Vine St. Tel.:
Hempstead 0716. Alvin Kabakery,
manager.

Toronto 1—6 King St. Tel.: Adelaide
2851. Gilbert Nunns.
Radio Accounts: General Mills (N-S);
Procter & Gamble (N-S); Falstaff
Brewing Corp. (S).
Television Accounts: General Mills; Pro-
cter & Gamble.

MAXWELL DANE INC.
113 W. 57th St., New York 19
Tel.: Columbus 5-6080
Radio Accounts: Hygrade Food Products
Corp. (S); Frederick Loeser Inc. (S).

D'ARCY ADVERTISING CO.
Missouri Pacific Bldg., St. Louis 3.
Tel.: Central 6700
Radio Dept.: A. L. Lee, chairman of the
board.
Cleveland 13—Terminal Tower. Tel.:
Cherry 0158. S. P. Seward, vice-presi-
dent in charge.

New York 22—515 Madison Ave. Tel.:
Plaza 8-2600. Paul Louis, radio di-
rector.

Toronto, Ont.—90 Broadview Ave. Tel.:
Gladstone 7591. Grammont P. Alten-
bernd, vice-president in charge.

Mexico City, D. F.—Reforma No. 164. E.
A. Hallett Jr., C. Riveroll del Prado,
vice-presidents.

Atlanta—P. O. Box 1734. Tel.: Hemlock
4900.
Radio Accounts: Coca-Cola Co., Atlanta
(N); Coca-Cola Co. of Canada, Ltd.

JIMM DAUGHERTY INC.
706 Chestnut St., St. Louis 1
Tel.: Main 0790
Radio Dept.: James M. Daugherty, presi-
dent, radio director.

DAVID, INC.
1st Nat'l. Bank Bldg., St. Paul 1
Tel.: Garfield 3872.
Radio Dept.: Kay Cooke, radio director.

DAVIS & CO.
Pacific Mutual Bldg., Los Angeles 14
Tel.: Michigan 3908
Radio Dept.: Joseph Sill Jr., radio direc-
tor; Jane Leider, timebuyer.
Radio Accounts: Scudder Food Products
(S); Fruit Industries, Ltd. (S); Dod-
son Ltd. (S); Von's Grocery Co. (S);
American Fruit Growers Inc.

DAVIS-HOOD & ASSOCIATES
315 West 9th St., Los Angeles 15
Tel.: Trinity 7377
Radio Dept.: Vernon D. Davis, radio di-
rector.

Radio Accounts: Aero Industries Techni-
cal Institute; Dr. Clem Davies; L.
Hirsh & Sons; American Handicrafts
Inc. (all are spot users).

JOHN L. de BRUEYS ADVERTISING
Ber Milam Hotel, Houston 2
Tel.: Capitol 2241
Radio Dept.: John L. de Brueys, time-
buyer.

WILLIAM I. DENMAN, INC.
2210 Penebscot Bldg., Detroit 26
Tel.: Randolph 0909
Radio Dept.: Rudrick R. Otto, account
executive.
Radio Accounts: Michigan Mutual Liabil-
ity Co. (N).

ROBERT F. DENNIS INC.
117 W. 9th St., Los Angeles 15
Tel.: Trinity 4691
Radio Dept.: Robert F. Dennis, president,
account executive; R. E. Joe, Mes-
singer, executive vice-president, radio di-
rector; Ed Baillie, production and ac-
count executive; Ralph Donahue, N.
L. Serviss, J. Gay Stevens, Lewis
Lederer, account executives.
Radio Accounts: Brand Motors Co. (S);
Patricia Stevens of Hollywood (S);
Sparklets Drinking Water Corp. (S);
Victory Packing Co. (S); Paul Troun-
dale & Assoc. (S); Edward A. Troun-
dale & Assoc. (S); Los Angeles Federal Sav-
ings & Loan Assn. (S); Napoleon Hill
Foundation (S).

CRAIG E. DENNISON ADV.
225 N. Michigan Ave., Chicago 1
Tel.: Randolph 0040
Radio Dept.: Lester E. Rosenberg, vice
president.
Radio Accounts: Alden's Mail Order;
Kingsholm Sweden House Cookies;
Gordon's Clothing Co.; Congress Ho-
tel; Joliet Citizens Beer; Van Buren
Products.

DEUTSCH & SHEA INC.
Times Tower, New York
Tel.: Bryant 9-3240
Radio Dept.: Stephen Lewis, radio direc-
tor.
Radio Accounts: Glenn's Sulphur Soap
(S); Chance Vaught Aircraft (S);
Pilsner Brewing Co. (S).

**DEVINE ADVERTISING AGENCY
INC.**
1457 Broadway, New York 18
Tel.: Wisconsin 7-0056
Radio Dept.: J. J. O'Hearne, radio direc-
tor, timebuyer.
Radio Accounts: T. M. Stewart Inc. (S).

DICKLOW ADVERTISING AGENCY
Liberty Bank Bldg., Dallas 1
Tel.: Central 8295
Radio Dept.: Irene Scott Dicklow

DIENER & DORSKIND
147 W. 42nd St., New York 18
Tel.: Bryant 9-8300
Radio Dept.: Nathan Diener, president;
Alvin Haas, radio director; William
Mann, advertising director; Benjamin
Dorskind, secretary-treasurer.

Radio Accounts: Collins Sell-U-Lac Floor
Wax (S); I. J. Fox (S); Kroll Bros.
(S); Paragon Oil Co. (S); I. Miller
Shoe Co. (S).

**DOE-ANDERSON ADVERTISING
AGENCY**
308 Martin Brown Bldg., Louisville 2, Ky.
Tel.: Wabash 3193

(Continued)

A Ten-Star Transcription Feature Styled in the Tempo of a Ten Gallon Hat!



SHORTY
THOMPSON

SADDLE ROCKIN' RHYTHM

★ Starring Shorty Thompson, featured Western Singing Star of NBC, CBS and MBS. ★ With Sue, Sally and the Ranch Hands. ★ The first time on transcription. ★ 78 complete fifteen minute programs, now ready for shipment. ★ A minimum of three minutes' commercial allowance on each program, yet each program complete without commercials. ★ Outstanding music styled by the original designers of "Saddle Rockin' Rhythm". ★ Fast-paced programming, that fits into any station's schedule. ★ Moderate rates. ★ Special rates for agencies and other multiple users. ★ An unbeatable program to sell any product.

**WRITE, WIRE OR PHONE FOR
FREE AUDITION AND RATES**

ALSO Immediately AVAILABLE

The Haden Family

Here's the Hillbilly-Western musical group—Radio's Real Life Family—that pulled 58,789 One Dollar orders in just one year on one 5,000 watt station. Thirty-nine complete programs in individual cuts introduced by Uncle Carl Haden. 156 selections. Tailor-made Themes, Program Introductions and Commercials, if you choose.

The Matthews Brothers

Four Brothers—all Ordained Ministers—singing spirituals, gospel songs and long-time popular favorites in a style all their own. Year-round favorites with the "Korn's - A - Krackin'" audience. Thirty-nine complete programs supplied in individual cuts introduced by Brother Matt. 156 selections. Tailor-made Themes, Program Introductions and Commercials, if you choose.



SHRINE MOSQUE BLDG.

SPRINGFIELD, MO.

ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS
(Continued)

DOHERTY, CLIFFORD & SHENFIELD INC.
Empire State Bldg., New York 1
Tel.: Bryant 9-0443
Radio Dept.: Chester MacCracken, radio director, John Mullen, head of commercials; Helen Wilbur, timebuyer.
Radio Accounts: Bristol-Myers Co., Mr. District Attorney (N); Bristol-Myers Co., Break the Bank (N); Reid's Ice Cream (S); Mel-O-Rol (S); General Aniline & Film (S).

DONAHUE & COE
1270 Sixth Avenue, New York 20
Tel.: Columbus 5-4252
Radio Dept.: A. Carl Rigrod, radio and television director; Thomas Lynch, timebuyer.
Hollywood—931 N. La Cienga Blvd. Walter Blake, West Coast manager.

Radio Accounts: Loew's Inc.; Republic Pictures; Sholl Mfg. Co.; Angostura Wuppermann Co.; New York Herald-Tribune; Southland Coffee Co.; Radio City Music Hall; Brandt Theaters; DeLaval Separator Co. (S); Samuel Goldwyn (S); Pearson Chemical Co. (S); Whitehall Pharamcal (S); Riverbrand & Carolina Brand Rice Products (S).

DICK DONALD ADVERTISING
338 S. Western Avenue, Los Angeles
Tel.: Fairfax 8727
Radio Dept.: Dick Donald.

Radio Accounts: Scheib Auto Painters (S); Novisoff Tire Co. (S); Standard Camera (S); Casbah Club; Beggs Real Estate; Radio Center; Graun Heating; Estro-Balm.

DIXIE ADVERTISERS
Lampton Bldg. Annex, Jackson, Miss.
Tel.: 3-6383
Radio Dept.: George W. Godwin, W. L. Cooper, Larry E. Painter, Albert P. Hand, Rex A. Moody, Sallie L. Whitney, George L. Sugg.

RALPH L. DOMBROWER CO. INC.
11 East Franklin, Richmond 19, Va.
Tel.: 3-111.
Radio Dept.: J. C. Fulmer, J. Linwood Jackson, T. Michaux Moody.
Washington, D. C.—Woodward Bldg.
Tel.: Republic 1420.
Radio Account: Southern Biscuit Co. (S).

W. B. DONER & CO.
Washington Blvd. Bldg., Detroit 26
Tel.: Cherry 0244
Radio Dept.: N. J. Abodaher, radio and television director; Felix Hower, Harry Averill, Julian Grace, account executives.

Chicago—185 N. Wabash. Tel.: Dearborn 4676. Marvin Frank, manager.
Radio Accounts: Cooper Drug Co.; Everkrisp Food Products; Grosse Point Foods; Big Bear Markets; Famous Cleaners; William A. Lewis Stores;

Federal Dept. Stores; Lords Jewelers; Rose Jewelry Co.; Speedway Petroleum Corp.; Clayton's Men's Clothiers; Grand River Chevrolet; Herzberg & Keystone Furriers; Detroit Suspender & Belt Co.; Annis Furs; De Roy Jewelers; Detroit Retail Druggists Assn.; Lippman's; Michigan Hairdressers Assn.; Wurlitzer, Inc.

DORING & SCHMITT
400 Madison Avenue, New York
Tel.: Eldorado 5-0914
Radio Dept.: F. E. Schmitt Jr., radio director.

DORLAND INC.
247 Park Ave., New York 17
Tel.: Eldorado 5-2685
Radio Dept.: Bernice Newton, timebuyer; C. B. Strauss, R. L. Nourse, H. H. Hindley, J. B. Mauder, account executives.

Los Angeles 5—672 S. Lafayette Park Place. Tel.: Fitzroy 2573.
San Francisco—703 Market St. Tel.: Douglas 2-0536.
Chicago—333 N. Michigan Ave. Tel.: Dearborn 0286.
Radio Accounts: Western Surplus Stores; A. S. Beck; U. S. Army Recruiting.

JOHN C. DOWD INC.
Park Square Bldg., Boston 16
Tel.: Hubbard 8050

Radio Dept.: E. D. Parent, radio director timebuyer.
Radio Accounts: Martin L. Hall Co. (S) Jenney Gasoline (S); Allied Salt & Chemical Co. (S); First Nations Stores (S); Studio Shop (S).

DOYNE ADVERTISING
Warner Bldg., Nashville 3
Tel.: 6-0811
Radio Dept.: George W. Doyne, time buyer; Betty Burns, program director
Radio Accounts: Stephens Mfg. Co. (S) Oishine Stores (S); Morris Store (S) Colonial Coffee Co. (S); Anthon Daric (S).

MONROE F. DREHER INC.
30 Rockefeller Plaza, New York 20
Tel.: Circle 6-6675
Radio Dept.: Helen Burst. media time buyer.

JIM DUFFY CO.
35 E. Wacker Drive, Chicago 1
Tel.: Randolph 4827
Radio Dept.: James A. Duffy, president Harrison Howard, vice-president an copy chief; Jerry Tucker, Mrs. Mari Duffy, media directors; Rubye L. Keiser, timebuyer.

Radio Accounts: Ambrosia Brewing Co (S); National Economic Council (N) Soy Food Mills Inc. (S).

DUNDES & FRANK INC.
64 West 48th St., New York 19
Tel.: Longacre 3-1633
Radio Dept.: Syd Ritter, radio director.

DUNN-FENWICK & CO. INC.
4015 Wilshire Blvd., Los Angeles 5
Tel.: Drexel 7305
Radio Dept.: David R. Fenwick, radio director.
Radio Accounts: Packard-Bell Co. (S) DeMille Foundation (N).

ROY S. DURSTINE INC.
730 Fifth Ave., New York 19
Tel.: Circle 6-1400
Radio Dept.: Richard L. Eastland, radio director; John T. W. Martin, Mauric Condon, associate directors of radio Bergl Bae, timebuyer.

Chicago 6—Civic Opera Bldg. Tel.: And over 3466.
Cincinnati 2—Enquirer Bldg. Tel.: Cherry 0032.
Radio Accounts: The Serutan Co. (N-S) Homix Products Inc. (S); Bootl Fisheries Corp. (S); Dara Product (S); Edgar F. Hurff Co. (S); National Selected Products, Inc. (S) The Tucker Corporation (S).

E

EASTBURN AND SIEGEL
623 Spring St., Atlanta 3
Tel.: Vernon 4707
Birmingham—Title Guarantee Bldg. Tel.: 7-4016.

Radio Dept.: Harry Siegel, owner.
FRED H. EBERSOLD INC.
20 N. Wacker Drive, Chicago 6
Tel.: Franklin 0106
Radio Dept.: B. B. Pope, director.

ADAM F. EBY & ASSOC.
Andrews Bldg., Buffalo, N. Y.
Tel.: Madison 2922
Radio Dept.: Adam F. Eby, timebuyer; Catherine D. Walsh, account executive.

Radio Accounts: Buffalo Hockey Club (S); Acme Radio Service (S); Schreiber Brewing Co. (S); Buffalo Football Club (S); David J. Scott Co. (S); Home Family Laundry.

EDELSTEIN AND NELSON ADV. AGENCY
27 E. Monroe St., Chicago 3
Tel.: Andover 3867
Radio Dept.: Edward Edelstein. Lloyd C. Nelson.

EDGEComb & BEITTER ADVERTISING
910 N. Main St., Santa Ana, Calif.
Tel.: 5143-J
Radio Accounts: Bulwin Mfg. Co.; La Vide Beverage Co. Carpenter's Tonic; Cox Co.; Garey's Furniture; Childers Hatchery; Justin Mfg. Corp.; Star Milling Co.; Sonotone of Santa Ana; Fred M. Smith Printing; Santa Prolis.

ELLINGTON & CO.
535 Fifth Ave., New York 17
Tel.: Murray Hill 2-2562
Radio Dept.: Hal James, radio director.
Radio Account: McKesson & Robbins Inc. (S); Cities Service Oil Co. (N); Wilt (S).

ELLIS ADVERTISING CO.
Rand Bldg., Buffalo 3
Tel.: Cleveland 0422
Radio Dept.: Caesarina Cardarelli, radio director.

Josh Higgins
"MAYOR" of the
KXEL
Rural City

Josh says, "The KXEL Rural City" is today's most important market. It produces millions—buys millions in return. Yes, it's a Million Dollarland area.

Get complete information. Send for my new 20-page book, "Josh Higgins Presents the KXEL Rural City." Gives complete up-to-the-minute market data, vital statistics, maps, facts.

50,000 Watts—Basic ABC—KXEL and KXEL-FM

JOSH HIGGINS BROADCASTING CO., Waterloo, Iowa
Represented Nationally by **AVERY KNODEL, INC.**

New York—33 W. 42nd St. Tel.: Long-acre 5-1567. James W. Gillis, manager.

Toronto—74 King St. E. Tel.: Waverly 3438. Abbey A. Muter, manager. (Name of Toronto Branch only is changed to Muter & Culiner Ltd.)

EMERY ADVERTISING CO. INC. Baltimore Life Bldg., Baltimore 1
Radio Dept.: Charles E. Emery, president.

Tel.: Plaza 7440
Radio Account: Floorcrafters.

ROBERT J. ENDERS ADVERTISING 1415 K St., N.W., Washington 5, D. C.
Tel.: Executive 5834

Radio Dept.: Robert J. Enders, president; Sheila Ryan, radio director; John Barnes, television director; Raine Bennett, William F. Fitzgerald. Robert J. Enders, account executives.

Radio Accounts: Veterans of Foreign Wars of the U. S. (N); Kopy Kat Stores; Acousticon-Orrison Hearing Aids; President's Cup Regatta; Maryland Air Lines; Occidental Restaurant; Good Bros.; News Digest Publications; D. Zoslow & Sons Enterprises; House of Fabrics; Georgetown House; City Finance Co.; Equitable Credit Co.; Capital Aerial Advertising Corp.; Blechman's Dept. Store; Home Appliance Co.; Scott Jewelers; Al's Motors; Hubbard House Restaurant Chain; George's Radio & RCA, Bendix, Philco Corp.; National Productions; Gold Label Distributing Co.

ENGEL ADVERTISING CO.

185 N. Wabash, Chicago 11
Tel.: State 1366
Radio Dept.: Frank Engel.

F. A. ENSIGN ADV. AGENCY INC.

Grant Bldg., Pittsburgh 19
Tel.: Atlantic 4028
Radio Dept.: Gordon Davis, radio director, timebuyer.

Radio Accounts: Peters Packing Co.; R. C. McAteer Co.; Potter McCune Inc.; Weaver Costello Inc.; C. L. S. Products Inc.

ALVIN EPSTEIN ADVERTISING 809 13th Street N.W., Washington, D. C.
Tel.: Republic 3169

Radio Dept.: Rhoda Bandler Raider, radio and television director; Alvin J. Raider and Edward Hopper, account executives; Leon Leventhal, television art director.

ERLAND ADVERTISING AGENCY

18 E. 41st St., New York 17
Tel.: Murray Hill 5-4764

Radio Dept.: Louis H. Ehrlich, radio director and timebuyer.

ERWIN, WASEY & COMPANY INC.

420 Lexington Ave., New York 17
Tel.: Mohawk 4-8700

Radio Dept.: C. H. Coltington, vice-president and radio director; Joe Brattain, ass't. radio director; John Halpern, radio producer; Charles Lowe, business manager of radio dept.; Keith Shaffer, timebuyer.

Chicago—230 N. Michigan Ave. Tel.: Randolph 4952. L. R. Northrup, vice-president; John L. Gwynn, media director.

Minneapolis—Rand Tower Bldg. Tel.: Atlantic 1223. Mac Martin, vice-president.

Oklahoma City—First Nat'l Bldg. Tel.: Oklahoma City 2-0603. Harold Halsell, vice-president.

Seattle—White-Henry-Stuart Bldg. Tel.: Elliott 8250.

Rio de Janeiro, Brazil—Alfredo Machado, manager.

Toronto—749 Yonge St. Tel.: Randolph 5187. Ralph Lawson, vice-president.

Radio Accounts: Acme Flour Mills Co. (S); Albers Milling Co. (N-S); Anderson-Prichard Oil Corp. (S); Barbasol Co. (N-S); Carnation Co. (N-S); Consolidated Cigar Co. (S); Peter Fox Brewing Co. (S); S. C. Johnson & Son (S); Kreml Hair Tonic & Shampoo (N-S); K-R-O Co. (S); Musterole Co. (N-S); Nash Coffee Co. (S); Pertussin (S); Primrose House Inc. (N-S); Salisbury & Satterlee Co. (S); Zonite Products (S); Lydia E. Pinkham Medicine Co. (S); Friskies Dog Food (N-S).

BENJAMIN ESHLEMAN CO. 1522 Locust St., Philadelphia 2
Tel.: Kingsley 5-2590

Radio Dept.: Leon H. Greenhouse, vice-president, radio director, account executive; C. R. Palmer, media director.
Radio Accounts: Commonwealth of Pa.; Department of Revenue; Republican State Committee of Pa.; Republican Central Campaign Committee of Philadelphia.

WILLIAM ESTY & CO. INC.

100 E. 42nd St., New York 17
Tel.: Caledonia 5-1900

Radio Dept.: Thomas D. Luckenbill, radio director; John C. Esty, Richard C. Grahl, timebuyers; Kendall Foster, radio publicity and television; Gerry Martin, Helen Phillips.

Hollywood 28—1537 N. Vine St. Tel.: Hillside 2183. Don Bernard, producer.

Radio Accounts: Colgate-Palmolive-Peet Co. (N); Thomas Leeming & Co. Inc. (S); National Carbon Co. Inc. (S); Piel Bros. (S); R. J. Reynolds Tobacco Co. (N); Pacquin Inc. (S).

ALBERT EVANS ADVERTISING

Dan Waggoner Bldg., Fort Worth 2
Tel.: 2-3371

Radio Dept.: George W. Linn, radio director; Albert Evans Jr., Gordon Teague, Dorothy Cantrell, account executives.

Radio Accounts: Ellison's Furniture (S); Foremost-Dairyland (S); Premier Oil Refining Co.; Texas Motors (S); Terminal Grain Co. (S).

EVANS ASSOCIATES INC.

307 N. Michigan Ave., Chicago 1
Tel.: State 8927

Radio Dept.: R. W. Classen, director of space, time and research; Ralph Rozema, account executive.
Radio Account: Christian Reformed Church (S).

LAWRENCE I. EVERLING INC.

1700 Walnut St., Philadelphia 3
Tel.: Pennypacker 5-7927

Radio Dept.: Alice L. Mooney, radio director and timebuyer.

Radio Accounts: Adam Scheidt Brewing Co. (S); M. A. Bruder & Sons Inc. (S); Foster, Miller and Bierly (S); Wilmar Mfg. Co. (S); Fleming & Bates (S).

EWELL & THURBER ASSOC.

612 N. Michigan Ave., Chicago 11
Tel.: Delaware 4466

Radio Dept.: A. J. Englehardt, radio director, timebuyer; Erwin Polkoske.

Radio Accounts: Wilson & Co.; Wilson Sporting Goods.

EXPORT ADVERTISING AGENCY

919 N. Michigan Ave., Chicago 11
Tel.: Superior 3875

Radio Dept.: R. C. Lebert, president; E. A. Ringrose, timebuyer.

Radio Accounts: (On Latin-American Stations): The Knox Co.; Wintersmith Chemical Co.; Grove Laboratories; Mentholatum Co.; Pepsodent Co.; Weeo Products Co.; Bauer & Black; Golden State Co.

F

FRANKLIN FADER CO.

605 Broad St., Newark 2
Tel.: Mitchell 2-8586

O. K. FAGAN ADVERTISING AGENCY

530 West 6th St., Los Angeles 14
Tel.: Vandike 2192

Radio Dept.: O. K. Fagan, radio director.

H. W. FAIRFAX ADV. AGENCY INC.

551 Fifth Ave., New York 17
Tel.: Murray Hill 2-8680.

Radio Dept.: Janice Hamilton, Bernard Katz, account executives (Hearns).

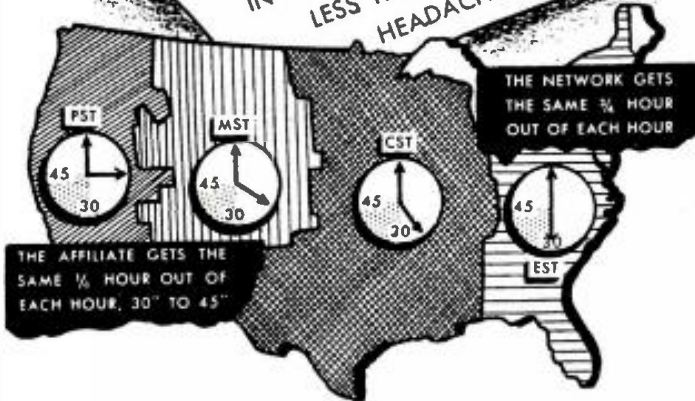
Radio Accounts: General Instrument Corp. (S); Bloomingdale Dept. Store (S); Hearns Dept. Store (S); Nissy Perfums Inc. (S).

FEDERAL ADV. AGENCY INC.

385 Madison Ave., New York
Tel.: Murray Hill 8-4200

(Continued)

This Plan Makes..
"OPTION TIME" EQUITABLE
IN ALL TIME ZONES—
LESS TIME CHANGE
HEADACHES, TOO!



THE NETWORK . . .

. . . will have less headaches with "won't takes" or delayed ET's because the affiliate's requirements will be slotted in his own guaranteed 1/4 hour periods. Networks keep 3/4 hour open to immediate call at all times.

" Your plan appeals to me as an imaginative and thoughtful effort to reconcile the convenience of business practices with the aim of maximum service to the community.
James Lawrence Fly (May 29, 1943) "

" Your system for solving network time clearance problems is a ten strike.
Leonard D. Callaban (May 26, 1943) "

THE AFFILIATE . . .

. . . can guarantee his news periods and other 1/4 hour programs* across the board to local or spot advertisers. Program Directors can build programs in slots that won't get "kicked around." Local 1/2 hour or longer shows can still be programmed in local fills or replacing network sustainers. Of course, only the 30 to 45 period out of each hour can be guaranteed.

**IT'S GOOD FOR THE AFFILIATE
IT'S GOOD FOR THE NETWORK**

**(Except for symphonies, football, baseball and other long programs of public interest or special merit.)*

The ART MOSBY STATIONS

CBS KGVO KANA · KGFM

ANACONDA BUTTE 250 W GREAT FALLS 5 KW
5 KW DAY • 1 KW NITE IN PROGRESS

MISSOULA MONTANA

ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS
(Continued)

Radio Dept.: Francis C. Barton Jr., vice-president and director of radio and television; Benjamin Potts, assistant; Robert Kuhn, radio copy; Thomas Hicks, radio production; Penelope Simmons, timebuyer; Jules B. Singer, Charles Wright, Kenneth Plumb, Laura Carson, vice-presidents; Dr. Wallace H. Wulfek, management vice-president; Brooke Watson and Kenneth White, account executives.
Radio Accounts: American Safety Razor Corp. (S); Jos. Dixon Crucible Co. (S); General Cigar Co. (L-S); Light-foot Schultz Co. (S); John F. Trommer Inc. (L-S); Lever Bros. (L-S); Harriet Hubbard Ayer (L-S).
HARRY FEIGENBAUM ADV. AGENCY
2011 Walnut St., Philadelphia 3
Tel.: Pennypacker 5-3622
Radio Dept.: Erwin Rosner, radio director; David Wermer, timebuyer.
Radio Accounts: Renuzit Home Products (S); Yankee Maid Meat Prod. (S); King's Wine (S); Amerada Cigars; Federal Savings & Loan Assn. of Philadelphia; London Dry Bottling Co.; Hardwick & Magee Co.; The Arrow Store; Sam Garson.

FENSHOLT CO.
365 N. Michigan Ave., Chicago 1
Tel.: Randolph 1670
Radio Dept.: A. H. Fensholt, president; Frank Ewing, John Rogers, account executives.
Radio Accounts: John Meck Industry; AER Motors.
COURTLAND D. FERGUSON INC.
National Press Bldg., Washington 4
Tel.: National 7713
Radio Dept.: J. A. Holt, radio director; Louise Jackson, timebuyer; Marshall R. Worcester and J. E. Bates, account executives.
Baltimore 1—525 North Charles St., Tel.: Vernon 7211. George W. Ross, manager.
Richmond, Va.—Life Insurance Co. of Va. Bldg. Tel.: 7-0788. Frank G. Christian, manager.
Radio Accounts: L. S. Briggs Inc. (S); James G. Gill Inc. (S); Highland Farms Dairy (S); High's Ice Cream Co. (S); Little Tavern Shops (S); Mann's Potato Chips (S); Schindler's Peanut Products Inc. (S); Smith-Douglass Co. (S); Smith's Transfer & Storage Co. Inc. (S); Lincoln

Warehouse Corp. (S); Security Storage Co. (S); John H. Dulaney & Son Inc. (S); Alaska Coal Co.; Harris & Ewing; Manbeck Bread Co.; J. N. Geipe Co.; Virginia Products Corp.
FERRY-HANLY CO.
500 Fifth Ave., New York 18
Tel.: Longacre 5-5000
Radio Dept.: H. E. Lehman, E. R. Carroll, W. W. Spence.
LAWRENCE FERTIG & CO. INC.
149 Madison Ave., New York 16
Tel.: Murray Hill 4-3300
Radio Dept.: Henry Bretzfeld, radio director.
FERWERDA-BOONE INC.
15 E. 40th St., New York 16
Tel.: Murray Hill 3-1948
Radio Dept.: Paul R. Ferwerda, radio director.
ROBERT G. FIELDS & CO.
Warner Bldg., Nashville 3
Tel.: 6-1977
Radio Dept.: W. R. Culbertson, account executive.

JOHN A. FINNERAN INC.
1475 Broadway, New York 18
Tel.: Bryant 9-1290
Radio Dept.: Betty Silon, timebuyer.
M. M. FISHER ASSOCIATES
134 N. LaSalle St., Chicago 2
Tel.: Central 1610
Radio Dept.: Jack L. Fisher Sr., Jack I. Fisher Jr., Anne C. Leonard.
New York 17—18 E. 48th St. Tel.: Plaza 5-2841-2-3
Radio Accounts: Trav-Ler Radio Corp (S); United Artists Corp. (S); Universal Pictures (S); Warner Bros (S); Democratic National Committee of New York; Central Committee of the Democratic Party of Cook County Natl. Foundation for Infantile Paralysis of New York & Chicago; Balaban & Katz Corp.; Paramount Pictures Inc.; Selznick International Pictures; Stevens Hotel; Power Home Course; Lester Cowan Productions Sol Lesser Productions; Universal International Pictures; Eagle Lion Pictures; Enterprise Picture Corporation.

FITZGERALD ADVERTISING AGENCY
833 Howard Ave., New Orleans 13
Tel.: Raymond 5194
Radio Dept.: Roy M. Schwarz, program and television; Harley B. Howcut time buyer; Mildred Thomas and Thomas Newman, continuity.
Radio Accounts: Wesson Oil & Snowdri Sales Co. (N-S); Blue Plate Food Inc. (S); Dixie Brewing Co. (S); H. G. Hill Stores (S).
Television Accounts: Wesson Oil & Snowdrift Sales Co.; Blue Plate Food Inc.; H. G. Hill Stores; Dixie Brewing Co.

FLACK ADVERTISING AGENCY INC
Hills Bldg., Syracuse 2, N. Y.
Tel.: 2-3129
Radio Dept.: Claire Evans and William P. Conklin.
JAMES R. FLANAGAN ADV. AGENCY
505 Fifth Ave., New York 17
Tel.: Murray Hill 2-1048
Radio Dept.: Robert L. Flanagan.
Radio Account: Quality Bakers (S).
C. C. FOGARTY CO.
307 N. Michigan Ave., Chicago 1
Tel.: Randolph 7000
Radio Dept.: C. C. Fogarty, president Robert E. Potter, partner.
Radio Account: Outboard Boating Club of America.

FOLEY ADVERTISING AGENCY
N B C Bldg., Cleveland 14
Tel.: Cherry 1490
Radio Dept.: Robert B. Foley, radio director.
Radio Account: I. J. Fox (S).
FIRST UNITED BROADCASTERS
201 N. Wells, Chicago 6
Tel.: Randolph 7800
Radio Dept.: Hugh Rager, managing director; James T. Lambie, account executive; Maryellen Convery, office manager and timebuyer.

RICHARD A. FOLEY ADV.
1528 Walnut St., Philadelphia 2
Tel.: Kingsley 5-1560
Radio Dept.: Wesley Winning, radio director.
FOOTE, CONE & BELDING
247 Park Avenue, New York 17
Tel.: Wickersham 2-6600
Radio Dept.: Douglas Coulter, vice-president in charge of radio in New York; Norman Winter, asst. head of radio in New York; Bunny Coughlin, Harry Ingram, Thomas Loeb, producers; Bernard M. Douglas, Stephen Cufin, Kenneth Sponel, John Formey, Cyrus Nathan, Harry Frier, Harold Holt, account executives; Lillian Selb, timebuyer; Ralph B. Austrian, vice president in charge of television; Roger Pryor, assistant television director.

San Francisco 4—235 Montgomery St.
Tel.: Sutter 1-2355. Les Mosely, vice-president and manager; Virginia Cain, timebuyer.
Los Angeles 13—601 W. Fifth St. Tel.:
Michigan 7651. J. H. Scruggs, timebuyer; Eugene Duckwall, business manager; William J. Pringle, executive vice-president and manager.

Hollywood 28—6117 Sunset Blvd. Tel.:
Hollywood 6265. Robert Ballin, vice-president; C. Bert Oliver, general manager.
Chicago 11—919 N. Michigan Ave. Tel.:
Superior 48. James Fonda, radio production manager; Harry F. Dieter, radio business manager; J. Hugh E. David, executive vice-president.
Radio Accounts: American Tobacco Co. (N-S); American Cigarette & Cigar Co. (N); RKO Radio Pictures Inc. (S); RKO Theatres (S); Walt Disney

THE BRANHAM COMPANY

representing

CHICAGO

NEW YORK

DETROIT

DALLAS

ATLANTA

CHARLOTTE

ST. LOUIS

MEMPHIS

KANSAS CITY

SAN FRANCISCO

LOS ANGELES

WMOB *Mobile, Ala.*

WLAY *Muscle Shoals*

KTHS *Hot Springs, Ark.*

KFMB *Pan Diego, Calif.*

WGBA *Columbus, Ga.*

KWKH *Shreveport, La.*

WRBC *Jackson, Miss.*

WCPO *Cincinnati, Ohio*

KBYE *Oklahoma City, Okla.*

WTJS *Jackson, Tenn.*

WNOX *Knoxville, Tenn.*

WMC *Memphis, Tenn.*

KRIC *Beaumont, Texas*

KWBU *Corpus Christi, Texas*

KAND *Corsicana, Texas*

KRLD *Dallas, Texas*

WCNS *Charleston, W. Va.*

WBLK *Clarksburg, W. Va.*

WSAZ *Huntington, W. Va.*

WPAR *Parkersburg, W. Va.*

ACK GOEHRING ADVERTISING
 0 W. 43d St., New York 18
 Tel.: Chickering 4-7658
 Radio Dept.: Jack Goehring, radio director and timebuyer; Ruth Farrell, account executive.

I. J. GOLD CO.
 123 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.: Russ S. Burg, radio director, account executive; Martha W. Levine, timebuyer; Leota Carson, account executive.

Radio Accounts: Harman Tailors (S); Silver Auto & Radio Supply (S); U. S. Drug (S); Conrads (S); Dependable Cleaners (S); Northwestern Auto Co. (S); Dundee Clothing Co. (S); Friedman & Son (S); Triangle Cleaners (S); New York Furniture (S); Silver Tire (S); Vogue Furniture (S).

GOLDMAN AND WALTER ADVERTISING AGENCY INC.
 36 State St., Albany, N. Y.
 Tel.: Albany 5-8864, 5-8865

Radio Dept.: Louise Benay, radio director; Jack Goldman, Marshall Danto, account executives.

Radio Accounts: Albany Garage & Appliance Dist.; Anderson Dairy Farms; Armory Garage (S); Greens Stationers; Herbert's Restaurant; Nagenast & Sons; Nehi Beverages, Albany (S); Rubin's Jewelers (S); Seven-Up Bottling Co. Albany (S); Standard Furniture Co.; Ten Eyck Hotel; Textile Decorators, Inc. (S); Wultex Clothing Factory (S).

GOODKIND, JOICE & MORGAN
 919 N. Michigan Ave., Chicago 11
 Tel.: Superior 6747

Radio Dept.: Harlow P. Roberts, vice-president; Florence Neighbors, media director.

Hollywood 28—Raymond R. Morgan Co.
 6362 Hollywood Blvd. Tel.: Hempstead 4194.

Radio Accounts: Burlington Brewing Co. (S); Goldenrod Ice Cream (S); Hooker Glass & Paint Manufacturing Co. (S); Planters Nut & Chocolate Co. (S).

JESSE GOROV CO.
 666 Lake Shore Drive, Chicago 11
 Tel.: Superior 4312
 Radio Dept.: Jesse Gorov.
 Radio Account: Wonder-Rest Corp.

GOTHAM ADVERTISING CO.
 2 W. 46th St., New York 19
 Tel.: Longacre 5-2616
 Radio Dept.: Arthur A. Kron, radio director; Herman Kron.
 Radio Accounts: Lutheran Laymen's League (N-S); Kruschew Salts (S); Foreign Accounts: Collins Co. (S); Lutheran Laymen's League; Denver Chemical Co. (S); A. J. White (S); Winarick Co. (S); Zonite Products Corp.; Forhans Co.

THE GOULSTON CO.
 35 Court St., Boston
 Tel.: Lafayette 3-5866
 Radio Dept.: Donald J. McNeill Jr., copy chief, radio director, timebuyer.
 Radio Account: J. P. Squire (S).

GOURFAIN-COBB ADVERTISING AGENCY
 Wrigley Bldg., Chicago 11
 Tel.: Whitehall 5230
 Radio Dept.: Louise Adams, timebuyer.
 Radio Account: Erie Clothing Co.
GRAHAM GLADWIN AGENCY
 420 Market St., San Francisco 11
 Tel.: Sutter 1-1128
 Radio Dept.: Graham Gladwin, radio director, timebuyer; Ruth Thompson, special writer.

Radio Accounts: Fred Benioff; Pastenes; Pacific Coast Brands; Dependable Upholstery (S); Irving Sales; Mission Carpet; S. F. Glass Co. (S); West Coast Macaroni; Associated Bedding; Speillers Apparel (S); Abco Refrigeration; Renon Baking Co.

GRADY & WAGNER CO.
 1790 Broadway, New York 19
 Tel.: Columbus 5-5358
 Radio Dept.: Frank A. Grady, account executive; Maureen McMahon, timebuyer.

Radio Accounts: Associated Laboratories Inc. (N-S); Vitamin-Quota Blondex (S); F. H. Leggett & Co. (S); Fastop Food Covers Inc. (S).

GRANT ADVERTISING INC.
 910 N. Michigan Ave., Chicago 11
 Tel.: Superior 6500
 Radio Dept.: Harry Holcombe, radio and television director; George McGivern, time buyer; W. R. Watson, Howard Jones, R. E. Ellis and George Clark, account executives.

Hollywood 28—6636 Hollywood Blvd.
 Tel.: Hollywood 5371. Robert Raisbeck.

New York—350 Fifth Ave. Tel.: Bryant 9-1600. Hal Winter.

Dallas 1—1313 Gulf States Bldg. Tel.: Riverside 8121. S. W. Hepworth.

Detroit 26—2866 Penobscot Bldg. Tel.: Cherry 9400. E. R. Grace.

Miami 32—DuPont Bldg. Tel.: Miami 3-0773. John A. Day.

Weslaco, Tex.—113 W. 4th St. Tel.: Weslaco 175. Edna Watkins.

(11 International Offices)
 Radio Accounts: Cudahy Packing Co.; Mars Inc.; Atlantic Brewing Co.

J. GRANT CO. INC.
 Hotel William Penn, Pittsburgh 19
 Tel.: Grant 3331

WILL GRANT ADVERTISING AGENCY
 315 W. 9th St., Los Angeles 15
 Tel.: Trinity 1384
 Radio Dept.: Will Grant, radio director.
 Radio Account: Fletcher Oil Co. (S).

PAUL GRANT ADVERTISING
 520 N. Michigan Ave., Chicago 11
 Tel.: Delaware 5671
 Radio Dept.: Paul Grant, Helen Royn, timebuyer; Frank P. Wagener, account executive.

Radio Account: 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. OF ADVERTISING
 1225 Broadway, New York
 Tel.: Lexington 2-1392

Radio Dept.: M. Pollack, radio director and timebuyer.

GRAY & ROGERS
 12 S. 12th St., Philadelphia 7
 Tel.: Walnut 2-3636

Radio Dept.: Edmund N. Rogers, partner, director; Walter M. Erickson, ass't director.

Radio Accounts: Bell Telephone Co. of Pa. (S); Southern States Iron Roofing (S); Asam Bros. (S); Keystone Auto Club (S); American Chemical Paint (S); Barbey's Inc. (S); V. Arena & Sons (S).

FINLEY H. GREENE ADV. AGENCY
 425 Franklin St., Buffalo 2
 Tel.: Lincoln 8846

Radio Dept.: Finley H. Greene, owner and account executive.

GREGORY & HOUSE INC.
 33 Public Square, Cleveland 13
 Tel.: Main 7824

Radio Dept.: Bromley House, radio director.

GREY ADVERTISING AGENCY INC.
 166 W. 32nd St., New York 1
 Tel.: Chickering 4-3900

Radio Dept.: Richard Marvin, radio and television director; Harriett M. Belille, timebuyer.

Radio Accounts: Consolidated Razor Blade Co.; Dif Corp.; Doughnut Corp. of America; Hollanderizing Corp. of America; Jacques Kreiser Mig. Corp.; Lambert Bros.; Macy's, New York; The Mennen Co.; Orbach's Inc.; Phillips-Jones Inc.; Bernard Uilman Co. Inc.; Hat Research Foundation; Pilot Radio Corp.; Gruen Watch Co.

Television Account: B.V.D. Corp.

DAVE GRIFFITHS, RADIO ADVERTISING CONSULTANT
 Brooks Building, Scranton, Penna.
 Tel.: 2-4147

Radio Dept.: Dave Griffiths, radio director.

Radio Accounts: The Globe Store (S); Dean Phipps Stores (S); Patterson and Hepplewhite (S).

GRIFFITH ADVERTISING AGENCY
 Times Bldg., St. Petersburg 1
 Tel.: 7-4311

Radio Dept.: Robert J. Bullard, radio director; T. M. Griffith, manager and timebuyer; B. M. Dugger Jr., account executive.

H. M. GROSS CO.
 221 N. LaSalle St., Chicago 1
 Tel.: Dearborn 1380

Radio Dept.: Harold Gross, president, account executive; Edward Mittlestadt, art director; B. C. Ivers, secy.-treas.; Howard Neuman, radio director, copy chief.

Radio Accounts: Putnam Dye, Bath-Bloom.

JULIAN GROSS ADV. AGENCY INC.
 11 Asylum St., Hartford 3
 Tel.: 7-7179

Radio Dept.: Erwin B. Needles, radio director; Clifford Botway, timebuyer and account executive; Ann Rogalsky, account executive.

(Continued)

HAVE YOU HEARD ABOUT

RURAL RADIO

K

XXX

K-triple-X

The Golden Buckle of the Wheat Belt?

**790 kc
 5000 watts**

**THE HIGH PLAINS STATION
 COLBY, KANSAS**

THE RICHEST RURAL CONSUMER IN THE WORLD

DAN BELLUS
 Sales Manager

JOHN B. HUGHES
 President - General Manager

HAL HOLMAN
 National Representative

ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS
(Continued)

GUENTHER-BRADFORD & CO.
15 E. Huron St., Chicago 11
Tel.: Superior 9474
Radio Dept.: C. J. Zeiler, radio director.
Radio Accounts: Refiners Distributing Co.; Sherry Hotel; Rust-Oleum Corp.; Nielson's Restaurant; Louis Scholl Restaurant; Stony Tire & Rubber Co.; J. C. Wilkinson Co.

LAWRENCE C. GUMBINNER ADV. AGENCY
9 E. 41st St., New York 17
Tel.: Murray Hill 2-5680.
Radio Dept.: Paul Gumbinner, radio director.
Radio Accounts: Norwich Pharmacal Co. (N-S); S. A. Schonbrunn & Co. Inc. (S).

GUSSOW-KAHN & CO.
200 Madison Ave., New York 16
Tel.: Murray Hill 3-6795
Radio Dept.: Walter Kashen, radio director, timebuyer; George N. Kahn, account executive.

GUNN-MEARS ADVERTISING AGENCY
Times Bldg., New York 19
Tel.: Bryant 9-2901
Radio Dept.: William Gunn, director.
Radio Accounts: Brooklyn Academy of Music (S); Robert Evans Radio Academy (N).

GUTMAN ADVERTISING CO.
1600 Main St., Wheeling, W. Va.
Tel.: 5110
Radio Dept.: Phyllis Kalany, radio director.
Radio Accounts: The Hub (S); Nat'l Bank of W. Va. (S); Concord Clothes (S); L. S. Good & Co. (S); Imperial Glass Corp.

H

WM. J. HACKENBERG ADVERTISING
Hawley Bldg., Wheeling, W. Va.
Tel.: 1787
Radio Dept.: Wm. J. Hackenberg.
Radio Accounts: Cooney-Bentz Furniture Co.; Dr. Frank W. Remick.

M. H. HACKETT CO.
9 Rockefeller Plaza, New York 20
Tel.: Circle 6-1950
Radio Dept.: M. H. Hackett, radio director; Aida Stearns, timebuyer; Helen Gunn, television director.
Radio Account: Brewers' Best Assoc (N).

THE WALTER HAHEHNLE ADV. AGENCY
Dixie Terminal Bldg., Cincinnati 2
Tel.: Main 9185
Radio Dept.: William H. Rotert, radio director, timebuyer; Richard Britte, copy chief.

HALPERN ADVERTISING AGENCY
1457 Broadway, New York 18
Tel.: Longacre 5-7167
Radio Dept.: Samuel Halpern, radio director.

JOHN L. HALPIN ADVERTISING
208 State St., Schenectady 5, N. Y.
Tel.: 2-0492
Radio Dept.: John L. Halpin, account executive, timebuyer.
Radio Accounts: Chas. Freihofer Baking Co. (S); Jonathan Levi Co. (S); Capitol Tomato Co. (S).

HAMILTON ADVERTISING AGENCY INC.
221 N. LaSalle St., Chicago 1
Tel.: Randolph 7060
Radio Dept.: S. T. Claffin, G. R. Stuhler, account executives.
Radio Accounts: Kallman Co.; Wrisley Soap Co.

WM. IRVING HAMILTON INC.
267 Fifth Ave., New York 16
Tel.: Murray Hill 5-1737
Radio Dept.: Wm. I. Hamilton, radio director.

HAMMEL & HAMMEL
355 S. Broadway, Los Angeles 13
Tel.: Madison 5225
Radio Dept.: Max J. Hammel; Fred H. Hammel.

THE HAMMER CO.
983 Main St., Hartford 3, Conn.
Tel.: 5-4883
Radio Dept.: M. H. Hammer, account executive; Ralston Munson, director.
Radio Accounts: Kay Jewelry (S); Double B Products (S); Lloyds Furs (S); Sykes-Libby (S).

HANAU-HYDE CO.
77 E. Santa Clara Ave., San Jose, Calif.
Tel.: Columbia 8568

HANLY, HICKS & MONTGOMERY INC.
500 Fifth Ave., New York 18
Tel.: Longacre 5-5000
Radio Dept.: Wells W. Spence, H. E. Lehman.

HANNAH ADVERTISING CO.
275 Post St., San Francisco 8
Tel.: Garfield 4185
Radio Dept.: Marjorie H. King, radio director; Warren S. Carter Jr., timebuyer, account executive.

M. E. HARLAN ADV. AGENCY
525 Market St., San Francisco 4
Tel.: Douglas 5721
Radio Dept.: M. E. Harlan

R. T. HARRIS ADVERTISING AGENCY INC.
Walker Bank Bldg., Salt Lake City 1
Tel.: 3-8815
Radio Dept.: Keith Montague, R. T. Harris, account executives; Howard Marcus, time buyer.
Radio Accounts: Morning Milk Co. (S); Hotel Temple Square (S); Prudential Federal Savings & Loan Assn. (S); Southeast Furniture (S); Fisher Baking Co. (S); Clover Club Foods Co. (S); East Idaho Brewing Co. (S).

HART-CONWAY CO. INC.
45 Exchange St., Rochester 4
Tel.: Main 2073
Radio Dept.: J. P. Street, radio director; J. B. Brown; H. L. Hart, H. E. Kennedy; Ward Phillips, John Nixon, Lawrence Leescher.

Radio Accounts: Haxton Canning Co. (S); Levis Music Co. (S); Security Trust Co. (S); Blue Boy Dairies (S); Wolk Bros. Co. (S); Hallman Chev. (S); Boller Clark Co. (S); Genesee Valley Trust Co. (S); Sears Roebuck Co. (S); B. Forman Co. (S); Standard Brewing Co. (S); Conti Packing Co. (S); Crescent Puritan Co. (S); Anderson Beverage Co. (S); Hart and Vick Seed Co. (S); Wegmans Inc. (S); Gulf Oil Corp. (S); Bickford Bros. Co. (S); Crouch-Beahan Inc. (S); Rae Oil Co. (S).

GEORGE H. HARTMAN CO.
307 N. Michigan Ave., Chicago 1
Tel.: State 0055
Radio Dept.: Thomas Kivlan, director; R. Laughlin, George Hartman, J. T. Holloway, Henry Nathan, E. Kahn, account executives.

Radio Accounts: E. J. Brachs & Sons; Chicago Show Printing Co.; Hartz Mountain Products; Kaempfers Bird Foods; Nash-Underwood Inc.; Nelson Bros.; P-A. Starck Piano Co.; Vermont Marble Co.; Jelsert Co.; House of Levinson; Goldberg's Clothiers; E. J. Berst; Co.; Lanahan Co.; United Biscuit Co. (Lakeside, Manchester and Sawyer Divisions).

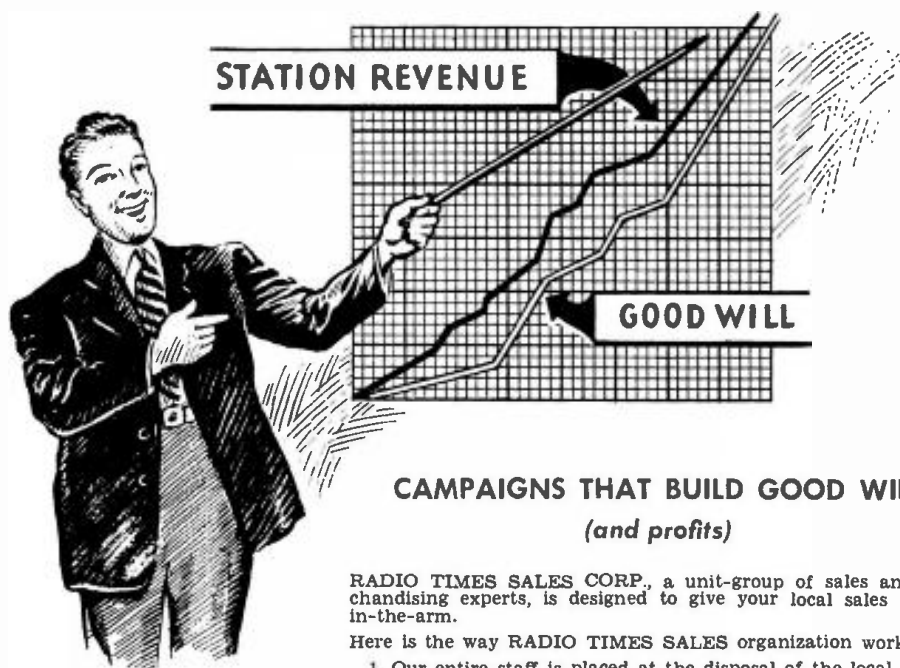
L. H. HARTMAN CO. INC.
50 Rockefeller Plaza, New York 20
Tel.: Circle 5-4664
Radio Dept.: Norman H. Clemence, radio and television director.
Radio Accounts: Roosevelt Raceway (S).
HARVEY-MASSENGALE CO. INC.
Walton Bldg., Atlanta 1, Ga.
Tel.: Walnut 9117
Radio Dept.: R. Winston Harvey, president.
Durham, N. C.—Snow Bldg. Tel.: J-8451. C. Knox Massey, manager, radio director.

MARION F. HATFIELD ASSOCIATES
American Bank Bldg., Portland 5
Tel.: Broadway 6877

HAYS ADVERTISING AGENCY
252 College St., Burlington, Vt.
Tel.: 852
Radio Dept.: Norman H. Myers, vice-president, radio director.

HAZARD ADVERTISING CO.
295 Madison Ave., New York 17
Tel.: Murray Hill 7-7880
Radio Dept.: Joseph L. Boland Jr., vice president and radio director.
Radio Accounts: Lederle Labs. Inc. (N); Alco Chemical Div. (S).

HEINTZ & CO. INC.
323 W. 6th St., Los Angeles 13
Tel.: Michigan 6062
Radio Dept.: Robert R. Heintz, June Morgan.
Radio Accounts: Smart & Final Co. Ltd.; Knudsen Creamery Co.



CAMPAIGNS THAT BUILD GOOD WILL
(and profits)

RADIO TIMES SALES CORP., a unit-group of sales and merchandising experts, is designed to give your local sales a shot-in-the-arm.

Here is the way **RADIO TIMES SALES** organization works:

1. Our entire staff is placed at the disposal of the local station.
2. We sell spots on one or more existing shows or supply material gratis for a tailor-made show of your choosing.
3. We work from a stop-list. We **DO NOT** touch existing accounts. We are *creators of new business*.
4. We merchandise accounts with display material, promotion pieces, etc., giving your station as source.
5. We enroll these accounts in the Business Men's Radio League. They receive a special identifying insignia, showing they use your station exclusively.
6. Contracts on four-week basis. We turn over all contracts and books for your follow-through at end of that period.
7. Entire operation in strict conformance with FCC Standards.

"PROPER PROMOTION MEANS PROFITS"

Ed Sause, Jr.
Gen. Mgr.

For Complete Details Wire or Write:

RADIO TIME SALES CORPORATION

1707 Hunt Ave. • New York 60, N.Y. • TAlmadge 9-7228

SERVICE INCLUDES:

- Monthly Newsletter
- Display Material
- Transcribed shows
- Local Rights to Businessmen's Radio League

Productions (S); General Foods Corp. (N); New York Central System (S); Armour & Co. (N-S); Armour Soap Works (N-S); Armour & Co. Procurement Division (S); Frigidaire Division of General Motors (N); Hall Bros. Inc. (N); Pepsodent Division of Lever Bros. (N-S); Toni Co. (N-S); Beatrice Foods Co. (S); Security First National Bank (S); Union Oil Co. (S).

Television Account: American Tobacco Co.

FOREIGN ADV. & SERVICE BUREAU
142 Madison Ave., New York 17
Tel.: Murray Hill 2-3444

Radio Dept.: Joseph L. Palmer, radio director & timebuyer; E. V. Peur, timebuyer.

Radio Accounts: Stanco Co.; W. H. Comstock Co. Ltd., and others.

FORT & CO.
Wilder Bldg., Charlotte 1, N. C.

Tel.: 4-7122
Radio Dept.: John L. Fort, director.

ALBERT FRANK-GUENTHER LAW INC.

131 Cedar St., New York 6
Tel.: Cortlandt 7-5060
Radio Dept.: Cecile Robinson, radio director.

Boston—10 Post Office Square. Tel.: Hancock 5900.
Chicago—1 LaSalle St. Tel.: Dearborn 8910.

Philadelphia—Packard Bldg. Tel.: Race 3113.

San Francisco—235 Montgomery St. Tel.: Exbrook 3484.

Radio Accounts: Chase National Bank (S); Noma Electric Corp. (S); Fred Astaire Studios (S).

JONES FRANKEL CO.
180 N. Wabash Ave., Chicago
Tel.: Dearborn 5745

Radio Dept.: Lou Sanders, radio director; Ira Morton, Ben Reuben, account executives.

FREDERICK-CLINTON CO.
545 Fifth Ave., New York 17
Tel.: Murray Hill 2-7433

Radio Dept.: Harold S. Rieff, radio director.

NEWTON A. FREE CO.
510 S. Spring St., Los Angeles 13
Tel.: Michigan 1195

Radio Dept.: Newton A. Free, radio director.

CURT FREIBERGER & CO. INC.
Cooper Bldg., Denver 2
Tel.: Alpine 2048

Radio Dept.: Curt Freiberger, president; Ruth L. Torgerson, radio director; Verno Ewing, Gene Blish, account executives; Robert A. McCutcheon, timebuyer.

Radio Accounts: Brecht Candy Co.; A. Carbone & Co.; Central Bank & Trust Co.; Colorado Potato Flake Co.; Gart Bros. Sporting Goods Co.; Securities Credit Corp.; Tivoli-Union Brewing Co.; Toner's Inc.; Ute Chief Mineral Water Co.

JOHN FREIBURGER & CO.
812 W. 8th St., Los Angeles 14
Tel.: Michigan 8286

Radio Dept.: Pat Parks, radio director.
Radio Accounts: Santa Fe Vintage Co.; Del Norte Products Co.; Cooperative Mattress Corp. of Calif.; Thrifty Mix Corp.; Pacific Personalized Hanger Co.; Royal Crown Food Products (all spot users).

FREITAG ADV. AGENCY
761 Peachtree St., N.E., Atlanta
Tel.: Hemlock 1345

Radio Dept.: Norman Frankel, radio director, timebuyer; J. V. Freitag, account executive.

Radio Accounts: Columbia Baking Co. (S).

OAKLEIGH R. FRENCH & ASSOCIATES
4235 Lindell Blvd., St. Louis 8
Tel.: Newstead 0037

Radio Dept.: A. Maescher Jr., radio director, timebuyer.

Radio Accounts: Hunter Packing Co. (S); Clinton Industries (S); Mercantile Bank (S); Phelan-Faust Paint Mfg. Co. (S); St. Louis Federal Saving & Loan Assn. (S); Dixie Mills Co. (S).

FREMONT ADV. AGENCY
203 N. Wabash
Tel.: State 3188

Radio Account: Princess Pat.

MORTON FREUND ADV. AGENCY
400 Madison Ave., New York 17
Tel.: Plaza 9-7110

Radio Dept.: Morton Freund, radio director.

Radio Accounts: Stratsbury Mfg. Co. (S); Timely Clothes (S); Sherman Bows.

E. M. FREYSTADT ASSOC. INC.
570 Lexington Ave., New York 22
Tel.: Plaza 3-1253

Radio Dept.: E. M. Freystadt, president and account executive; Charles E. Ballard, secretary and account executive; Charles C. Walter, account executive.

JEAN SCOTT FRICKELTON ADV. AGENCY

1355 Market St., San Francisco 3
Tel.: Hemlock 6030
Radio Dept.: Don Dudley, radio director.
AD FRIED ADVERTISING AGENCY
Easton Bldg., Oakland 12
Tel.: Highgate 4-6580

Radio Dept.: Ad Fried, radio and television director; Shirley Williams, timebuyer; Fred Chapman, Robert Callan, Elaine Trigger, Ad Fried, account executives.

Radio Accounts: Advance Products Co. (S); Bigelow Films (S); Darling Shops Corp. (S); Miracle Foam (S); Fox West Coast Theaters (S); Gould-Pacific Co. (S); Morse-Starrett Products Co. (S); Oakland Frame & Axle Co. (S); Panda Room (S); Coast Millinery Co. (S); Sunset Venetian Blind Co. (S); Swan's Market (S); W. F. Barton Co. (S); West Coast Soap Co. (S); Associated Stationers (S); Dr. J. J. Citron, Dentist (S); Cochran and Celli (S); Coy Hair Curler (S); Crescent Jewelry Co. (S); Dr. De Gloria-Ravelli (S); Guarantee Furniture Co. (S); Bill Wood Motor Co. (S); De Lugach Real Estate Co. (S); Oakland Lodge 324 Moose (S); Rhodes & Jameison Ltd.; Rocils Shoe Co. (S); Sports Unlimited; Malby Markets; Williams Dairy (S); Jim McCann—The Radio Man (S); Kronke Awning Co. (S); Crompton Specialties; Commercial Sales Co.

FRIZZELL ADV. AGENCY INC.
Plymouth Bldg., Minneapolis 2
Tel.: Main 1915

Radio Director: F. C. Sigurdson, account executive; J. P. Pikala, chief, radio production.

Radio Account: Hilltop Laboratories (S).

HARRY M. FROST CO. INC.
260 Tremont, Boston 16
Tel.: Liberty 0813

Radio Dept.: Karl M. Frost, president; Harvey P. Newcombe, radio director, timebuyer; Sherman Keene, Raymond E. McLaughlin, John D. O'Leary, Edward W. Young, Charles H. Bauer, Ruth L. Young, Allen H. Wood, account executives.

Lynn, Mass.; Worcester, Mass.
Radio Accounts: Durkee-Mower Inc. (N); Supreme Wine Co. (S); Eldred & Barbo (S); Araban Coffee Co. (S); Campbell Paimants Exposition (S); Genoa Packing Co. (S); Reliable Flour (S).

FULLER & SMITH & ROSS
71 Vanderbilt Ave., New York 17
Tel.: Murray Hill 6-3600

Radio Dept.: Miss Lee Williams, radio and television director; George L. Trimble, media director, timebuyer.
Cleveland 15—1501 Euclid Ave. Tel.: Cherry 6700. M. M. Scott, account executive.

Chicago 3—105 W. Adams St. Tel.: Central 7555. E. J. Lausen, vice-president in charge.

Radio Accounts: Aluminum Co. of America (S); Commonwealth Shoe & Leather Co. (S); Central Natl. Bank of Cleveland (S); Burkhardt Brewery (S); Pennzoil (S); Dayton Rubber Co. (S); Dougherty Lumber Co. (S); Olney & Carpenter (S); Charis (S); Commercial Solvents Corp. (S); A. & M. Karagheusian (S).

JUSTIN FUNKHOUSER ADV.
O'Sullivan Bldg., Baltimore 2
Tel.: Mulberry 8524

Radio Dept.: Harry H. Wright, radio director; Jay Wingate, media director; Dan Wright, production chief; Clinton D. Carr, radio account executive.
New York—9 E. 45th St. Tel.: Murray Hill 2-3128.

FURMAN, FEINER & CO. INC.
117 W. 46th St., New York 19
Tel.: Bryant 9-2927

Radio Dept.: Norman Furman, president; Joyce Rich, timebuyer.

Radio Accounts: Michaels Bros. (S); International Ladies Garment Workers Union (L-S); Picadilly Hotel (L); Thompson Medical Co. (S); Fox Furniture Co. (S); National Expeditions Inc. (S); American Gentlemen's Publishing Corp. (S); Strathmore Products Corp. (S); Liberal Party.

G

ANDREW GAHAGAN ASSOC. INC.
270 Park Ave., New York 17
Tel.: Plaza 9-2500

Radio Dept.: Arthur E. Long, timebuyer.
Radio Accounts: America's Future (N); New York Republican State Committee (S).

(Continued)

The direct line to the foreign language millions in the New York area . . .



The Il Progresso Station

Generoso Pope, *President* Fortune Pope, *Manager*

How do you judge a station?

JUST CHECK THESE WHOM ADVANTAGES

Prestige . . . A well run, well programmed station. Affiliated with the great Italian newspaper, *Il Progresso*.

Audience Loyalty . . . Millions of foreign language listeners stay tuned to WHOM every day.

Sales Results . . . Success stories on request.

Let us show you how WHOM can produce sales for you.

Call or write

WHOM

29 West 57th Street
New York City, N. Y.

PLaza 3-4204

ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS
(Continued)

GANO-BACHRODT-EDWARDS INC.
Union National Bank Bldg., Houston 2
Tel.: Charter 4-6083
Radio Dept.: Hazel Keener, media director.
Chicago 1—75 E. Wacker Drive. Tel.: Franklin 4883. J. C. Bachrodt.
Radio Account: Second National Bank (S)

GARDNER ADVERTISING CO.
915 Olive St., St. Louis 1
Tel.: Garfield 2915
Radio Dept.: C. E. Claggett, vice-president and radio director; E. A. W. Schulenburgh, vice-president and media director; Beatrice Adams, executive vice-president; Miss D. R. Buss, C. C. Humphrey, John J. Schwarz, timebuyers.

New York 20—9 Rockefeller Plaza. Tel.: Columbus 5-2000. Roland Martini, vice-president.

Radio Accounts: Hyde Park Breweries Assn. (S); H. D. Lee Co. (S); Lion Oil Co. (S); Pet Milk Co. (N-S); Ralston Purina Co. (N-S); St. Louis Public Service Co. (S); Union Electric Co. (S); Wabash Railroad (S); H. C. Cole Milling Co. (N-S); National Guard of the U.S.A. (N); Frisco Railroad (S).
Television Accounts: Union Electric Co. of Mo.; Hyde Park Breweries.

ALVIN GARDNER CO.
67 W. 44th St., New York 18
Tel.: Murray Hill 2-4655.
Radio Dept.: Alvin I. Gardner, radio director; Lee Baer, production manager; Margot Auerbacher, publicity.

FRED GARDNER CO.
441 Lexington Avenue, New York
Tel.: Murray Hill 2-7127
Radio Dept.: Fred Gardner.

GARFIELD & GUILD ADVERTISING
660 Market St., San Francisco 4
Tel.: Exbrook 3420

Radio Dept.: William Morrison, radio director; Sally Paul, timebuyer; Walter Guild, executive vice-president; Fred Crawshaw, vice-president and senior account executive.

Los Angeles 5—3923 W. Sixth St. Tel.: Trinity 3832. Lee Ringer, manager.

Radio Accounts: Rosefield Packing Co. (S); Good Foods Inc. (S); Chemicals Inc. (N); Duchess Party Foods (S); El Dorado Oil Works (S); Gravem Inglis Baking Co. (S); Guittard Chocolate Co. (N); Kay Jewelry Co. (S); Rev. Charles E. Lukens (S); No Dos Awakeners (S); Remar Baking Co. (S); Smith's Men's Clothing Co. (S); Alexander-Balart Co. (S); Consolidated Dairy (S); De Martini Co. (S); Louis Milani Foods Inc. (S).

W. W. GARRISON & CO.
400 N. Michigan Ave., Chicago 11
Tel.: Superior 8388

Radio Dept.: Tim Morrow, radio director; Nancy Goodwin, radio continuity chief; Kathryn Stark, timebuyer.

Radio Accounts: Florida Citrus Exchange; Gibson Refrigerator (S); Spencer Co. (S); W. A. Shaeffer Pen (N).

GEARE-MARSTON INC.
21 S. 12th St., Philadelphia 7
Tel.: Rittenhouse 6-3572

Radio Dept.: Richard Nicholls, radio and television director.
New York 17—420 Lexington Ave. Tel.: Mohawk 4-0880.

JOSEPH R. GERBER CO.
1305 S. W. 12th Ave., Portland 1
Tel.: Broadway 0515

Radio Dept.: Charles H. Devlin, radio director and account executive.
Radio Accounts: Fowler Mfg. Co. (S); Keller Baking Co. (S); Standard Insurance Co. (S); Portland General Electric Co. (S).

GEYER, NEWELL & GANGER
745 Fifth Ave., New York 22
Tel.: Wickersham 2-5400

Radio Dept.: Donald S. Shaw, television and radio director; F. A. Long, production manager.

Detroit 32—14250 Plymouth Rd. Tel.: Hagarth 8200. John McQuigg.
Dayton, Ohio—U. E. Bldg. Tel.: Fulton 4145. E. G. Frost, manager.

Radio Accounts: Nash-Kelvinator Corp. (S); Continental Oil Co. (S); Embassy Cigarettes (S); Leonard Refrigerators (S).

GIBBONS ADVERTISING AGENCY INC.
Daniel Bldg., Tulsa 3, Okla.
Tel.: 4-2444

Radio Dept.: L. E. White Jr., John B. Gibbons, vice-presidents.

Radio Accounts: Oklahoma Power & Water Co.; Wortz Biscuit Co. (S); Tom P. McDermott, Inc.; Gateway Creamery Co. (S); Bareco Oil Co.; Tulsa Tire Service; Ed Wright Tire Co. (S).

THE GIEZENDANNER ADV. CO.
3003 Louisiana, Houston 6, Texas.
Tel.: Keystone 3-7383

Radio Dept.: Maudeen Marks, radio director; Lorena Henry, script writer.

Radio Accounts: Braswell's Flower Gardens (S); Sun-Up Ice Cream (S); Polyanna Shop (S); Fogle-West Inc. (S); Bill Williams (S); Houston Ice Hockey (S); C. B. Delhomme Marine Distributors (S); Union Bottling Co., Dr. Pepper (S); Houston Fat Stock Show (S); Flato (S); Earle North Buick (S); Earle North Goodyear (S); Adlof Memorials; Camellia Ice Cream (S); Checking Counter; Nucces Hardware (S); Donaldson & Bass (S); Interlocking Tile (S); Loew's State Theater (S); Royal Tire Co. (S); South Texas Motors (S); Royal Air Conditioning (S); Mayan Guest Ranch (S); LH7 Ranch (S); Arrowhead Park (S); Sakowitz Bros.

GILLHAM ADV. AGENCY
Continental Bank Bldg., Salt Lake City 1
Tel.: 4-5516

Radio Dept.: Victor V. Bell, radio director, account executive, talent & time buyer; Bob Rohlfing, ass't radio director; Enid Nelson, secretary.

Radio Accounts: Salt Lake City Chamber of Commerce (S); Jesse M. Chase (S); Cloverleaf Dairy (S); Ex-Cel-Cis Inc. (S); First Federal Savings (S); Fisher Brewing Co. (S); Mountain Fuel Supply Co. (S); Porter-Scarpelli Macaroni Co. (S); Royal Baking Co. (S); Salt Lake Hardware (S); Sego Milk Co. (S); Sweet Candy Co. (S); Utah Finance (S); Utah Oil Refining Co. (S); Utah Power & Light Co. (S); Ogden First Federal Savings (S); Walker Bank & Trust Co. (S); Western Colorado Power Co. (S); American Packing & Provision Co. (S); Colville Ice Cream Co. (S); J. A. Hogle Inv. Co. (S); Streeter Chevrolet Co. (S); War Assets Administration, Salt Lake City (S); Montana Cereal Co. (S); Union Pacific Railroad Co. (S).

BERT S. GITTINS ADVERTISING
739 N. Broadway, Milwaukee 2
Tel.: Daly 6230, 3455

Radio Dept.: Gerald L. Seaman, radio executive; Robert J. Rice, M. C. Ivey, Robert R. Long, account executives.

Radio Accounts: Allis-Chalmers Tractor Division (N); Kasco Mills Inc. (S); Consolidated Products Co. (S); William F. Renk & Sons (S).

GLASSER-GAILEY INC.
3725 Wilshire Blvd., Los Angeles 5
Tel.: Fitzroy 2141

Radio Dept.: Grace Glasser, P. E. Gailey, E. V. Bogert, Marianne Graham, Kenneth Price, Howard W. Gambrill.
New York 22—32 E. 57th St. Tel.: Plaza 5-2877.

Radio Accounts: Bu-Tay Products Ltd.; Lucky Stores Inc.; Ralphs (S); Chip Steak (S); Austin Studios; Miller Honey (S); Beckman Furs (S); Bluhill Foods, Inc. (S).

GLENN ADVERTISING INC.
1680 N. Vine St., Hollywood 28
Tel.: Hillside 8379

Radio Dept.: Norman Moeller, radio director.

GLENN GORDON ADVERTISING
714 W. Olympic Blvd., Los Angeles 15
Tel.: Richmond 6333

Radio Dept.: Glenn Gordon, radio director.

Radio Account: Le Roy's Jewelers (S).

FRANCIS K. GLEW ADVERTISING
Murray Bldg., Grand Rapids 2, Mich.
Tel.: 8-1848

Radio Dept.: Francis K. Glew, owner.
Radio Account: Valley City Milling Co. (S).

BROADCAST • TELEVISION • RECORDING ENGINEERS

INTERNATIONAL BROTHERHOOD OF ELECTRICAL WORKERS

LOCAL UNION 45

6000 SUNSET BOULEVARD
HOLLYWOOD 28, CALIFORNIA

December 31, 1947

TO ALL RADIO ADVERTISERS:

With the close of another year of amicable and profitable operation with the following Southern California broadcasting stations, we take this opportunity of recommending them for your Southern California coverage.

KHJ — THE DON LEE BROADCASTING SYSTEM
KNX — THE COLUMBIA BROADCASTING SYSTEM

KMPC — HOLLYWOOD	KFWB — HOLLYWOOD	KXLA — PASADENA
KGER — LONG BEACH	KLAC — LOS ANGELES	KFAC — LOS ANGELES
KFOX — LONG BEACH	KFVD — LOS ANGELES	KRKD — LOS ANGELES
KIEV — GLENDALE	KGFJ — LOS ANGELES	KWKW — PASADENA
KWIK — BURBANK	KGIL — SAN FERNANDO VALLEY	

Sincerely,

ROY TINDALL, Business Manager
Local Union 45 I.B.E.W.

AUL LYNN HELLER ADVERTISING AGENCY
30 F St., NW, Washington 4, D. C.
Tel.: National 7638-9, 3274
Radio Dept.: Paul Lynn Heller, radio director; Scott Brewer Jr., Arthur Read, account executives.

IM HENDERSON ADVERTISING AGENCY
Jews Building, Greenville, S. C.
Tel.: 6493
Radio Dept.: Gladys Bryant, radio director; Jim Henderson, account executive.

Radio Account: Texize Chemicals Inc. (S).

HENRI, HURST & McDONALD INC.
20 N. Michigan, Chicago 11
Tel.: Superior 3000
Radio Dept.: W. E. Jones, radio director; George Roessler, timebuyer.

Radio Accounts: Fred W. Amend Co. (S); Ballard & Ballard Co. Inc. (S); Carolene Products Co. (S); John Morrell & Co. (S); Skelly Oil Co. (S).

BROMSON HERR ADV. AGENCY
43 E. 53rd St., N. Y.
Radio Accounts: Dena Chaplan; Neisa Perfume; Lysanda; Little Cosmetics; United Exposition Corp.; Westchester Hobbies Inc.; Celluloid College.

HEVENOR ADVERTISING AGENCY, INC.
11 North Pearl St., Albany 7, N. Y.
Tel.: 5-1586
Radio Dept.: Barbara B. Connor, radio director; Horace Hevenor, Edward Loveday, Carl Lerman, account executives.

Radio Accounts: Fitzgerald Bros. Brewing Co.; Hershey Beverage Corp.; City & County Savings Bank; Albany Frosted Foods; Schaffer Stores Co.; Mayfair Inc.; Roskin Bros.; DeWitt Clinton Hotel; Loomis Motors Corp.; Southern Fruit Distributors; United Baking Co.; Albany Business College; Home Savings Bank; all accounts use spot radio.

J. M. HICKERSON INC.
110 E. 42nd St., New York 17
Tel.: Murray Hill 6-3513
Radio Dept.: Edward H. Pearson, vice president; George Ogle, radio director; W. S. Kelly Jr., timebuyer.
Washington 6, D. C.—1510 19th St., N. W. Tel.: Columbia 8459. Day Thorpe, manager.

Cleveland 15—1506 Euclid Ave., Tel.: Superior 5214. A. E. Smith, manager.
Radio Accounts: Second Area, U.S. Army (S).

HICKS ADVERTISING AGENCY
580 Fifth Ave., New York 19
Tel.: Bryant 9-2365
Radio Dept.: Francis Marquis, president.

HICKS & GRIEST INC.
420 Lexington Ave., New York 17
Tel.: Murray Hill 3-9135
Radio Dept.: Peter A. Krug, radio and television director.

Radio Accounts: Lewyt Corp. (S); Home Decorators Inc. (N); Waverly Products Inc. (S); Roger and Gallet (S).

IVAN HILL INC.
900 N. Michigan Ave., Chicago 11
Tel.: Superior 3116
Radio Dept.: Eleanor Fahrenholz, radio director; Fred E. Wilson, timebuyer.

Radio Accounts: The Armand Co. (S); The Fair Store (S); Thomas J. Webb; Waber Tubes (S); Hanovia Chemical Co. (S).

Television Account: The Fair Store.

HIRSHON-GARFIELD INC.
580 Fifth Ave., New York 19
Tel.: Bryant 9-9350
Radio Dept.: Walter Green, radio and television director. Walter Green, Selma Smith, timebuyers; Lewis Nemerson, Walter Green, Charles Freeman and Martin Willsted, account executives.

HIKSON-O'DONNELL ADVERTISING INC.
350 Fifth Ave., New York 1
Tel.: Bryant 9-5950
Radio Dept.: L. B. Van Doran, vice president; Kathryn Shanahan, timebuyer.

Radio Accounts: Sinclair Refining Co. (S); Richfield Oil Corp. of New York (S).

H.K.L. ADVERTISING AGENCY
355 S. Broadway, Los Angeles 14
Tel.: Madison 6-4659
Radio Dept.: Ethel Greenfield, radio director and timebuyer.

HOEL ADV.
213 S. Broadway, Los Angeles.
Tel.: Vandyke 2949.

HOFFMAN & YORK
808 N. Third St., Milwaukee 3
Tel.: Daly 6510
Radio Dept.: Howard L. Peck, radio director.

HOOT ADVERTISING AGENCY
15 E. 40th St., New York 16
Tel.: Murray Hill 3-5882
Radio Dept.: Dexter D. Halle, radio director; Mirianna Lautman, Media Director; Bertram Cohen, account executive.

GEORGE C. HOSKIN ASSOCIATES
210 S. Clark St., Chicago 4
Tel.: Central 4565
Radio Dept.: G. C. Hoskin, timebuyer.

CHARLES W. HOYT CO. INC.
551 Fifth Ave., New York 17
Tel.: Murray Hill 2-0850
Radio Dept.: William Philip Smith, radio and television director; C. B. Donovan, timebuyer.

Hartford, Conn.—15 Lewis St. Tel.: 5-6066.
Frank Whipple, manager.
Radio Accounts: B. C. Remedy Co. (S); Charles Gulden Inc. (S).

E. T. HOWARD CO. INC.
341 Madison Ave., New York 17
Tel.: Murray Hill 4-5031
Radio Dept.: Dan Rodgers, radio director.

Radio Accounts: Venida Beauty Prod. (S); American Hard Rubber Co. (P); Kaps Bros. (P); Honey Butter Prod. Corp. (P).

THE HUBBELL ADV. AGENCY INC.
1220 Huron Rd., Cleveland 15
Tel.: Cherry 0212
Radio Dept.: Frank Hubbell, president, talent buyer; Inez Wallace, radio director; Irving M. Adams, timebuyer; A. H. Wagner, account executive.

Radio Accounts: Jacob Laub Baking Co. (S); The Montana Flour Mills Co.; The Gabriel Co.; Cleveland Frosted Sales Co.

E. ROSS HUMPHREY & ASSOCIATES
505 N. Michigan Blvd., Chicago 11
Tel.: Whitehall 6718 (after 9-48, Whitehall 4-6718)
Radio Dept.: Jack Berry, radio director, producer; E. Ross Humphrey, television director; G. S. Kenney, account executive; George Klindera, talent director; Mrs. Helen Sewell, director of women's activities.

Radio Accounts: Cushman Rug Co. (S); C. A. Boushelle & Son (S); Sheraton Hotel (S); Cushman Motor Scooter of Ill.

Television Account: Sheraton Hotel.

H. B. HUMPHREY CO.
Statler Bldg., Boston 16
Tel.: Liberty 4714
Radio Dept.: William H. Eynon, radio director; Sally Larkin, asst. to radio director; Walton Butterfield, production.

New York—595 Madison Ave. Tel.: Eldorado 5-1720. Walter Butterfield, production asst.

Radio Accounts: The Christian Science Monitor (N); First Church of Christ, Scientist (S); R. H. Stearns Co. (S); Monument Mills (S).

HUMPHREY, PRENTKE & ASSOCIATES INC.
11406 Euclid Ave., Cleveland 6
Tel.: Randolph 4582
Radio Dept.: Ralph B. Humphrey.
Radio Accounts: Benesch-Federman Co. (S); Modern Bedding Co. (S); National Air Races (S); Yeager-Raybestos Co. (S).

HUNTER ADVERTISING
448 S. Hill Street, Los Angeles 13
Tel.: Madison 6-4691
Radio Dept.: Ray Cormier, radio director; Graham Heid, copy writer; Bill Hunter, owner and account executive.

Radio Accounts: Milliron's Fifth St. Store (S); Central Chevrolet Co. (S); Walter's Dodge & Plymouth Agency (S).

HUTCHINS ADVERTISING CO. INC.
42 East Ave., Rochester 4, N. Y.
Tel.: Main 3528
Radio Dept.: H. Pierson Mapes, N. Y. office.

New York 18—19 W. 44th St. Tel.: Murray Hill 2-0716. H. Pierson Mapes, vice-president.

Philadelphia 40—3701 N. Broad St. Tel.: Radcliff 1900. Max Enelow, vice-president.

Hollywood—8169 Sunset Blvd. Tel.: Crestview 6-9946.

Toronto—1244 Dufferin St. Walter Engwer, manager. Tel.: Kenwood 2737.

Radio Accounts: Philco (N-S); Schuler's (S); McCurdy's (S); American Brewery (S); Lincoln Rochester Trust Co.; Beaucaire Inc. (S).

IDAHO ADVERTISING AGENCY
Broadbent Bldg., Boise, Ida.
Tel.: 2064
Radio Dept.: Edwin F. Casebeer, owner.
Radio Accounts: City Dye Works (S); Thrifty Drug Co. (S); Sib Klefner (S); Chesapeake Cafe (S); Inland Empire Insurance (S); Vogel Radio Co. (S).


(Continued)

W
HAGERSTOWN
W
MARYLAND
A
R
1490 K. C.
R
250 WATTS
K
is
a
b
c

OUTSIDE of Baltimore, **WARK** is the only ABC station in Maryland. In this rich market families who spend \$41,055,000. for retail purchases (1947 Sales Management, Survey of Buying Power) hear the best of ABC's top talent; tune to **WARK** for locally-produced programs aimed at local tastes.

Stewart Phillips, Mgr.
Represented by
ROBERT MEEKER CO.

CHARLESTON WEST VIRGINIA
Covering the States Largest Trading Area



From WCAW's 360 foot antenna in the heart of Charleston (West Virginia's richest market) you reach more listeners per dollar.

WCAW is Charleston's exclusive Cincinnati "Reds" baseball station, featuring Waite Hoyt, America's outstanding baseball announcer.

Represented nationally by
Gilman, Nicoll and Ruthman

ALL THE SIGNS
POINT TO



**K
F
D
M**

**ORANGE
BEAUMONT
PORT ARTHUR
ONE BIG MARKET**

A well balanced, permanent market with bustling diversified industries. Dairying, shipping, lumber, building, rice, petroleum, synthetic rubber, tung nuts, muskrat industry and numerous other activities make this AN IMPORTANT GULF COAST MARKET!

**BEAUMONT
TEXAS
KFDM**
560 KC. 1000 WATTS

REPRESENTED
BY
FREE & PETERS, INC.
AFFILIATED WITH
AMERICAN BROADCASTING CO., INC.

ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS
(Continued)

INDUSTRIAL ADVERTISING ASSOCIATES
400 N. Michigan Ave., Chicago 11
Tel.: Delaware 7875
Radio Dept.: Milton G. Peterson.
Radio Accounts: Ar-Ex Cosmetics Inc. (S).

INGALLS-MINITER CO.
137 Newbury St., Boston 16
Tel.: Commonwealth 5767
Radio Dept.: Virginia M. Wein, radio director; J. R. Minter, A. W. Ingalls, account executives.
Radio Accounts: La Touraine Coffee Co.; Whiting Milk Co.; Friend Bros. Inc.

INTERNATIONAL ADVERTISERS
60 N. Division St., Grand Rapids 2, Mich.
Tel.: 9-4184
Radio Dept.: Lewis N. Steenwyck, radio director; Harry P. Symes, account executive; Abbie Seastrom, time buyer; Stuart Terry, art director.
Radio Accounts: Berean Baptist Church; Children's Bible Hour; Gospel of Calvary; Family Hour; Hebrew-Christian Mission; Hour of Praise; Independent Fundamental Baptist Church; Inter-Race Bible Class; Lutheran Gospel Hour; Radio Revival Crusade; Reformed Witness Hour; Sunday School of the Air; Sunday School Hour; Temple Time; Word of Life; Word of Truth Ministry; Your Worship Hour; Colonial Custom Upholstering Co.; H. F. Cote Recordings; Ottawa Grill Inc.; Christian Brotherhood Hour; Folgers Bottling Co.; Wm. Pastoor Inc.; Harold Brinks Inc.; Kent Castings Co.

IRWIN-McHUGH ADVERTISING
6700 Sunset Blvd., Hollywood
Tel.: Hollywood 2277
Radio Dept.: George W. Irwin, Phil D. McHugh, Dal Williams, Bea Steffy, Richard Mohr, account executives; Paul Langford, radio director.
Radio Accounts: Washington Motors (N); Beverly Hills Ford (N); The Elkeles Co. (S); Dahlstroms (S); Calif. Air College (S); VanderBie School (S); Firestone Co.; Optimist International (S); Coast Van Lines (S).

J

JACKSON & CO.
49 Worth St., New York 13
Tel.: Worth 4-7005
Radio Dept.: Paul E. Jackson, general partner; Julia T. Lukas, radio director, timebuyer; John Yeargain, general manager.
Los Angeles—1709 West 8th St. Tel.: Fairfax 7365. Jesse Campbell, manager.

JOSEPH JACOBS MERCHANDISING & ADV. INC.
6 E. 46th St., New York 17
Tel.: Murray Hill 2-6995
Radio Dept.: Joseph Jacobs, president, timebuyer; S. Rubenstein, radio director; M. Keilson, talent buyer; J. I. Freedman, script.

M. J. JACOBS INC
303 W. 42nd St., New York 18
Tel.: Columbus 5-4219
Radio Dept.: M. J. Jacobs, radio director & Hilda Lenehoff, timebuyer.
Radio Accounts: K. Arakelian Inc., Mission Bell Wines (S).

JASPER, LYNCH & FISHEL
17 E. 49th St., New York 17
Tel.: Plaza 5-1700
Radio Dept.: Michael Gore, radio director.

W. C. JEFFRIES CO.
1720 W. 9th St., Los Angeles 15
Tel.: Fairfax 8271
Radio Dept.: Howard P. Gray, radio director; Gloria C. Wickersham, program manager; W. C. Jeffries, owner and account executive.
Radio Accounts: Spade Cooley Enterprises (S); Dr. Frank L. McGillis & Staff (S); Independent Drugists of California (S); Standard Homeopathic Co. (S); Johnson, Carvell & Murphy (S).

JOHNSON ADVERTISING SERVICE
333 Kearny St., San Francisco
Tel.: Garfield 1-7306
Radio Dept.: Norman E. Mork, time buyer.
Radio Accounts: Dennison's Foods (S); Dreamland; Dairy Belle.

HIRAM W. JOHNSON ADVERTISING AGENCY
212 W. Seventh St., Fort Worth 2
Tel.: 2-6241
Radio Dept.: Hiram W. Johnson, B. W. Johnson, Raley Dunn.

JOHNSON O'DAE ADV.
520 West 7th St., Los Angeles 14
Tel.: Vandike 9495
Radio Dept.: La Ree Diamond, media director.

JOHNSON, READ & CO. INC.
53 W. Jackson Blvd., Chicago 4
Tel.: Wabash 7071
Radio Dept.: Mrs. M. B. Sutherby, radio director.

REDFIELD JOHNSTONE INC.
420 Madison Ave., New York 17
Tel.: Plaza 3-6120
Radio Dept.: L. L. Redfield, Edward Johnstone, Helen Black, Herbert Conon, Herbert Franklin.
Radio Accounts: Howard Clothes Inc. (L); Grelva Co. (S); Block Drug Co. (S).

JONES & BRAKELY INC.
150 Nassau, New York 7
Tel.: Beekman 3-1912
Radio Dept.: Marie C. Power, timebuyer.

DANA JONES CO.
756 S. Broadway, Los Angeles 14
Tel.: Tucker 6131
Radio Dept.: R. J. Black, O. V. Johnson, account executives.
Chicago 3—122 S. Michigan Ave. Tel.: Harrison 8023
Radio Accounts: The Studebaker Pacific Corp. (S); Bullock's Inc. (S); Helms Bakeries (S).

DUANE JONES CO. INC.
570 Lexington Ave., New York 22
Tel.: Plaza 3-4848 and 9-4516
Radio Dept.: R. Schuebel, radio director; Chet Gierlach, producer director; Vera Brennen, head timebuyer; Jeanne Sullivan, Sally Reynolds, Ann Small, timebuyers; Walter Ware, television director; Joseph Scheideler, Robert Hayes, C. Frederic Bell, Brent Groves, Eugene Hulshizer, Paul Werner, Walter Holt, Elwood Bresett, Robert McNeil, account executives.
Radio Accounts: B. T. Babbitt Inc. (N-S); Curtice Bros. Co. (S); The Grove Laboratories (S); Hudson Pulp & Paper Co. (S); Kilmor & Co. (S); Larus & Brother Co. Inc. (S); Manhattan Soap Co. (N-S); Megowan Educator Food Co. (S); The Mennen Co. (S); C. F. Mueller Co. (S); E. Myers Lye Corp. (S); Pierce's Proprietaries Inc. (S); The Sweets Co. of America Inc. (S); Tetley Tea Co. Inc. (S); Wesson Oil & Snowdrift

Sales Co. (S); Haskins Bros. Inc (S); Holly Products Corp. (N-S) C. H. Musselman Co. (S); Whitehall Pharmaceutical Co. (N).
Television Accounts: Manhattan Soap Co.; B. T. Babbitt Inc.; C. F. Mueller Co.

THE RALPH H. JONES CO.
Carew Tower, Cincinnati 2
Tel.: Main 3351
Radio Dept.: C. M. Robertson Jr., president and radio director; Kathryn M. Hardig, asst. radio director; John Saunders, television.
New York—380 Fifth Ave. Tel.: Wisconsin 7-5500. Harry E. Warren, manager
Radio Accounts: Bavarian Brewing Co. The Carter Coal Co.; Cincinnati Street Ry. Co.; Kroger Co.; Cinc. Products Co.; Miami Margarine Co. Martin Rosenberger Wall Paper Co. The Heekin Co. (S); Frank Tea & Spice Co. (S); M. Werk Co. (S) Ten-B-Low (S).

JORDAN & LoBUONO ADV.
2404 W. 7th St., Los Angeles 5
Tel.: Fairfax 2248
Radio Dept.: John Lo Buono, radio director.

C. B. JUNEAU INC.
2412 W. 7th St., Los Angeles 5
Tel.: Drexel 1361
Radio Dept.: Roy Gage, co-owner, radio director; George Johns, production manager.
Radio Accounts: United American Federation of Labor; Los Angeles Evening Herald & Express; Southern California Enterprises Inc.

K

ROBERT KAHN & ASSOCIATES
430 N. Michigan Ave., Chicago 11
Tel.: Delaware 5480
Radio Dept.: James Newhall, Curran de Bruler, account executives.
Radio Accounts: Edward Sales Co.; S and S Theaters; Glostex Products (mail order); Homer Brothers; Mercury Records; Weatherman Co.; Gay-lark Auto Seat Covers; Bob West Guitar Co.

CHECK ...

KFVD

✓ ... COVERAGE
5000 WATTS — BLANKETING
THE NATION'S THIRD MARKET

✓ ... CONVENIENCE
1020 KC — CENTER OF THE DIAL
POINT OF GREATEST LISTENER ACTIVITY

✓ ... VALUE
TOP SALES RETURNS PER DOLLAR
SOUTHERN CALIFORNIA'S
BEST RADIO BUY!

CHECK? - - - CHECK!

Represented
Nationally by:

**GENE GRANT & CO.
DONALD COOKE, INC.**

KFVD
LOS ANGELES
CALIFORNIA

LEEFORD ADVERTISING AGENCY INC.

132 Fourth Avenue, New York 10
Tel.: Murray Hill 4-7116
Radio Dept.: David D. Lee, president.

LEE-MURRAY ADVERTISING
71 West 45th Street, New York
Tel.: Bryant 9-5782

Radio Dept.: Leo Steinfeld, account executive.

Radio Account: Vita-Var Corp. (S).

HART LEHMAN ADVERTISING
118 E. 28th St., New York 16

Tel.: Murray Hill 6-9458
Radio Dept.: Hart E. Lehman.

LENNEN & MITCHELL
17 E. 45th St., New York 17

Tel.: Murray Hill 2-9170
Radio Dept.: Mann Holiner, vice-president in charge of radio; Thomas P. Doughten, radio director, N. Y.; Frank Daniel, radio time buyer; Lillian Goss, radio traffic manager; Peter Keveson, radio copy chief.

Beverly Hills, Calif.—308 N. Rodeo Dr.
Tel.: Crestview 1-7221. Mann Holiner in charge.

S. R. LEON CO.
1 Madison Ave., New York 10

Tel.: Murray Hill 5-8019
Radio Dept.: George Lewis Jr., radio director.

H. B. LEQUATTE INC.
200 Madison Ave., New York 16

Tel.: Murray Hill 3-5570
Radio Dept.: H. B. LeQuatte, radio director.

Radio Accounts: New York World Telegram (S); D. & L. Slade Co. (S).

LESTER HARRISON INC.
341 Madison Ave., New York 17

Tel.: Murray Hill 3-1267
Radio Dept.: Robert Russell, radio director.

Radio Accounts: Blue Ribbon Ice Cream (S); Harman Watch Co. (S); Charbert Perfumes (S); Ink-O-Graph Pen (S).

Television Accounts: Seamproof Slips; Harman Watch Co.

LEVALY INC.
360 N. Michigan Ave., Chicago 1

Tel.: State 1202
Radio Dept.: Barbara D. Aiton, vice-president and radio director; Michael

W. Gradle, asst. radio director; Pauline B. Watros, timebuyer.
Radio Account: Household Finance Corp. (N-S).

ADDISON LEWIS & ASSOCIATES
Foshay Tower, Minneapolis 2

Tel.: Atlantic 6235
Radio Dept.: Addison Lewis, W. A. Grove, Edward Grubb, account executives.

Radio Accounts: Minneapolis-Honeywell Regulator Co.; Brown Instrument Co.; Minnesota & Ontario Paper Co.

LEXINGTON ADVERTISING
40 West 46th Street, New York

Tel.: Bryant 9-2565
Radio Dept.: Erwin Spitzer, Henry Rubin.

LINDSAY ADVERTISING AGENCY
97 Crown St., New Haven 10, Conn.

Tel.: 5-2141
Radio Dept.: Merrill K. Lindsay, account executive; Brian McCroery, timebuyer.

Radio Account: Associated Seed Growers Inc. (S).

LEON LIVINGSTON ADVERTISING
220 Montgomery St., San Francisco 4

Tel.: Sutter 7340
Radio Dept.: B. Beiderman, media director.

New York 5—37 Wall St. Tel.: Hanover 2-0740.

Radio Accounts: Colgate-Palmolive Peet Co.; Wells Fargo Bank & Union Trust Co.; Morris Plan Co.

LLOYD LARSON & ASSOC. INC.
53 W. Jackson Blvd., Chicago

Tel.: Harrison 7127
Radio Dept.: Lloyd Larson, president; Ann E. Kerwin, copy chief, account executive.

LAUSEN & SALOMON
520 N. Michigan Ave., Chicago 11

Tel.: Superior 0738
Radio Dept.: Wendell Walker, account executive.

Radio Account: Imperial Credit Co.

AL PAUL LEFTON CO. INC.
521 Fifth Ave., New York 17

Tel.: Vanderbilt 4-4340, Ext. 29
Radio Dept.: S. Carl Mark, radio director; G. William Wolfsten Jr., asst. Philadelphia 3—1617 Pennsylvania Blvd.

Tel.: Rittenhouse 6-1500.
Chicago—435 N. Michigan Ave. Tel.: Superior 7979.

SIDNEY K. LENBY ADVERTISING
168 N. Michigan Ave., Chicago

Tel.: Andover 1533
Radio Dept.: Arthur A. Kohn, radio director; W. W. Lipsey, account executive.

TED LEVY ADVERTISING AGENCY
Temple Court Bldg., Denver 2

Tel.: Main 7133

LIEBER ADVERTISING AGENCY
30 W. Washington, Chicago 2

Tel.: Dearborn 5670
Radio Dept.: Vi Warren; Minnie Kaplan, timebuyer; Reuben Kaufman, M. Mendelson, account executives.

Radio Accounts: American Merchandising Corp. (S); Sheldon Exclusive Furrers (S); Jays Potato Chips (S); National Credit Clothing (S); Liberty Loan Corp. (S); Personality Fashions (S).

LILLER, NEAL & BATTLE AGENCY
Walton Bldg., Atlanta 3

Tel.: Jackson 2664
Radio Dept.: C. K. Liller, W. W. Neal and Howard Axelburg, partners, account executives; Sarah Williams, timebuyer.

Radio Accounts: Allied Drug Products Co. (S); Brock Candy Co. (S); H. W. Lay & Co. (S); Ashley Automatic Stove Works Co. (S); Castleberry's Food Co. (S); National NuGrape (S); War Assets Administration (S).

LINDEKE ADV.
3156 Wilshire Blvd., Los Angeles 5

Tel.: Fairfax 7373
Radio Dept.: Marion Stuart, radio director.

LITTLE & CO.
3757 Wilshire Blvd., Los Angeles 5

Tel.: Exposition 1267
Radio Dept.: Gayb Little, owner and radio director.

Radio Accounts: Kenu Products Co.; Adohr Milk Farms.

ROSS LLEWELLYN INC.
209 S. LaSalle St., Chicago

Tel.: State 4366
Radio Dept.: Tom J. Montgomery, account executive.

Radio Account: Martin Auto Parts (S).

LLOYD, CHESTER & DILLINGHAM INC.
9 Rockefeller Plaza, New York 20

Tel.: Circle 5-8800
Radio Dept.: Robert S. Hotz, vice-president, radio director; Harvey N. Volkmar, John J. Hagan, account executives.

LIVINGSTONE-PORTER-HICKS
Transportation Bldg., Detroit 26

Tel.: Randolph 6640
Radio Dept.: Patricia Fairbent; L. P. Hicks, owner.

Radio Accounts: Lafer Brothers (S); Wegeners' Inc. (S).

LOCKWOOD-SHACKLEFORD ADV. AGENCY
6233 Hollywood Blvd., Hollywood 28

Tel.: Gladstone 6131
Radio Dept.: Lou Holzer, radio director; Robert Purcell, Gene Norman, Leslie H. Norins.

Los Angeles 14—122 E. 7th St. Tel.: Trinity 9801.

New York 17—420 Madison Ave. Tel.: Plaza 3-5412. R. T. O'Connell.

Chicago 1—75 E. Wacker Dr. Tel.: Franklin 4883. Robert B. Newell.

Radio Accounts: Breakfast Club Coffee Inc. (N); California Medical Assn. (N); Los Angeles Brewing Co. (N-S); Seaside Oil Co. (N).

LOEB & PAIRO ADV. AGENCY
Norris Bldg., Atlanta 3, Ga.

Tel.: Main 6935
Radio Dept.: Mabel H. Loeb, president and account executive; Virginia A. Pairo, vice-president and account executive.

LOEWY ADVERTISING AGENCY
41 Park Row, New York 7

Tel.: Worth 2-3773
Radio Dept.: Henry H. Loewy, vice-president.

Radio Accounts: Castlehalm Restaurant (S); King of the Sea (S); Chesapeake House (S); Hans Jaeger's (S); Le Vallois (S); The Old Brew House (S).

THE W. E. LONG CO.
155 N. Clark Street, Chicago 1

Tel.: Randolph 4606
Radio Dept.: Harold Gingrich, radio director; Jessica Petrie, timebuyer.

T. ROBLEY LOUITT INC.
58 Weybosset St., Providence 3

Tel.: Dexter 7804
Radio Dept.: Robert K. Rockwell, radio director.

Radio Accounts: Buckley & Scott (S); Swiss Cleansing Co. (S); Narragansett Electric Co. (S); E. F. Pease Co. Inc. (S); Allen Airways Inc. (S).

(Continued)

WE TALK TO FARMERS!

The best, most prosperous farmers in the world.
Gross farm income of over a Billion Dollars.

KWOA is beamed at and programmed for farmers.

DAILY PROGRAMS INCLUDE

6 Grain Market Summaries.
Livestock Markets by direct wire from South St. Paul.

Summaries from all Midwest markets.

Interviews with Farmers and Farmer's Wives.

Daily New York and Chicago Poultry Markets.

Local Markets.

Farm Calendar of the Air.

News from the Farm Front.

Inter-State Farm & Home Hour.

4-H Club News.

The Little Red School House.

Daily Bulletins from Agricultural Colleges & USDA.

Hourly Weather Forecasts.

YES, WE TALK TO FARMERS!

AND WHAT IS MORE, THEY LISTEN!

BECAUSE KWOA SERVES.

AMERICA'S BILLION DOLLAR FARM MARKET

IS YOURS WITH KWOA

WORTHINGTON, MINN.

1000 WATTS 730 KC

R. W. Olson, Pres.
Ralph E. Shepard, Mgr.

Regional Representatives

BULMER & JOHNSON
326-327 Savings & Loan Building, Minneapolis 2, Minn.

SOUTHWEST VIRGINIA'S Pioneer RADIO STATION

SERVES A \$450,000,000 MARKET

WDBJ PENETRATION (BMB)

50-100%	DAY	21 counties	NIGHT	10 counties
25-50%		10 counties		15 counties
10-25%		7 counties		10 counties

TOTAL BMB RADIO FAMILIES - 111,500

Ask FREE & PETERS/
NEW BMB COVERAGE MAP NOW AVAILABLE

WDBJ CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
ROANOKE, VA.
FREE & PETERS, INC., National Representatives

ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS
(Continued)

LUCERNA CO. INC.
17 E. 45th St., New York 19
Tel.: Murray Hill 2-7267
Radio Dept.: Emanuel Goldman, radio director.
Radio Account: Koven Waterfilm Boilers. (S).

EARLE LUDGIN & CO.
121 W. Wacker Drive, Chicago 1
Tel.: Andover 1888
Radio Dept.: Vincent R. Bliss, radio director and account executive; Jane Daly, timebuyer; Dale Fisher, account executive.
Radio Accounts: Rit Products Corp.; Glaser-Crandell Co.; Chicago Title & Trust Co.; Ekco Products.

THE LYON AGENCY
116 New Montgomery St., San Francisco
Tel.: Douglas 3546
Radio Dept.: Dwight Lyon.
Radio Accounts: Spreckles-Russell Dairy; Laher Spring & Tire.

S. DUANE LYON INC.
9 Rockefeller Plaza, New York 20
Tel.: Circle 5-8181
Radio Dept.: Duane Lyon, president; Chester Radven, vice-president.
Radio Accounts: Italian Cook Oil Corp.; Rosedale Knitting Mills.

W. D. LYON CO.
303 2nd Ave., S.E., Cedar Rapids, Ia.
Tel.: 5139
Radio Dept.: Jane Rice, radio director.

LYNN-FIELDHOUSE
15 S. Franklin St., Wilkes-Barre, Pa.
Tel.: 2-7182
Radio Dept.: W. B. Pritchard, radio director.

M

NORMAN A. MACK & CO.
37 W. 57th St., New York
Tel.: Plaza 9-2900
Radio Dept.: Charles Tanton, director; Betty Ann Nelson, timebuyer; Norman B. Norman, Norman A. Mack, Sig Rehrock, account executives.
Television Account: Charles of the Ritz.

MacDONALD-COOK COMPANY
Sherland Bldg., South Bend, Ind.
Tel.: 3-8244
360 N. Michigan Ave., Chicago. Tel.: Andover 1224.

MacFARLAND AVEYARD & CO.
333 N. Michigan Ave., Chicago 1
Tel.: Randolph 9360
Radio Dept.: Mrs. Marilyn Roseberry, radio timebuyer; Madge C. Drake, media director.
New York 20—10 Rockefeller Plaza. Tel.: Circle 6-2890.

MACAULAY CO. INC.
1121 S. Hill St., Los Angeles 15
Tel.: Prospect 6287
Radio Dept.: J. S. Macaulay, president and account executive; Norman J. Boroughs, radio director.
Radio Accounts: Frank Gordon Co. (S); Randall Motor Club (S).

W. W. MacGRUDER INC.
Midland Savings Bldg., Denver 2
Tel.: Alpine 1478
Radio Dept.: Gil Verba, vice-president for radio; Helen Anne Verba, timebuyer; Revell J. Fox, account executive.

MacLAUGHLIN ADVERTISING AGENCY
601 Ellicott Sq., Buffalo 3
Tel.: Walker 3066

MacMANUS, JOHN & ADAMS
Fisher Bldg., Detroit 24
Tel.: Trinity 2-8300
Radio Dept.: Elmer W. Froehlich, radio director; Sherwood Reekie, account executive; Martha Ude, timebuyer.
Baltimore—24 E. 25th St.
Radio Accounts: Champion Spark Plug Co. (N); Ferry-Morse Seed Co. (N).

MAC WILKINS, COLE & WEBER
Corbett Bldg., Portland 4
Tel.: Broadway 6401
Seattle 1—Republic Bldg. Tel.: Elliott 7377.
Radio Accounts: U. S. Bakery; Arthur L. Fields Chevrolet Co.; Montag Stove & Furnace Works; Fahey-Brockman; Bradley's Pies.

MADISON ADVERTISING CO.
100 Madison Ave., New York 17
Tel.: Plaza 9-3200
Radio Dept.: David R. Gibson, radio director.

MAGGART ADVERTISING AGENCY
333 N. Michigan Ave., Chicago 1
Tel.: Central 3861
Radio Dept.: M. E. Maggart.

MAKELIM ASSOCIATES
32 W. Randolph St., Chicago 1
Tel.: Randolph 7081
Radio Dept.: Hal Makelim, radio director; Muriel Newman, timebuyer; Milton Neil, Edwin Self, Art Turner, account executives; Paul Andrews, West Coast radio director.

Radio Accounts: Florsheim Shoe Co.; Gum Laboratories, Inc.; Walsh Laboratories Inc.; Fox De Luxe Brewing; Fox De Luxe Co. of Indiana, Inc.; Andersen's Ready to Serve Frozen Foods; Bev Company of America; Butcher Shop Foods; Conlon Moore Co.; Communi-Sound Inc.; De Luxe Record Co.; Kannengisser & Co.; Knott's Berry Place, Nemo Products Co.; Sutho Suds Inc.; Towsley Soap Corp.

MALCOLM-HOWARD
203 N. Wabash, Chicago 1
Tel.: Randolph 7942
Radio Dept.: A. M. Holland, Louisville, Ky.—52 Walnut.
Radio Accounts: Dad's Root Beer (S); Keely Brewing Co. (S); Cimind Wines (S); Mrs. Klein's (S); Fiji Oil Shampoo (S); Rubins (S); Newarts (S); Chicago Sun-Times (S); Chicago Coliseum (S); Checker Cleaners (S); Joy Candies (S); Hoilands (S).

Television Accounts: Keely Brewing Co.; Dad's Root Beer; Kass Clothiers.

DAVID MALKIEL ADVERTISING AGENCY
260 Tremont St., Boston 16
Tel.: Liberty 1422
Radio Dept.: Harry Weinbaum, Martin Kadis, account executives.
Radio Accounts: Belmont Furniture (S); Canadian Ace Ale (S); I. J. Fox (S); Paramount Bakeries (S); Old Monastery Wines (S); Richard Clothes (S); Serta Mattresses (S); Steubens Restaurants (S); Royal Crown Cola (S).

LLOYD MANSFIELD CO.
Dun Bldg., Buffalo, N. Y.
Tel.: Washington 2762
Radio Dept.: Lloyd Mansfield, owner, timebuyer.

MANSON-GOLD ADV. AGENCY
1004 Marquette Ave., Minneapolis 2
Tel.: Geneva 9619
Radio Dept.: Bruce H. Seilaff, radio director, timebuyer; Meyer Gold, Bruce Sielaff, Kenneth Schlasinger, account executives.

Radio Accounts: Janney Semple Hill & Co.; Market Institute; Kennedy Motor Sales (S); Boutell's Furniture; Brown Clothing Co. (S); Cook's (S); Juster Bros.; Mitby Sather Furniture; Slawik Motors (S); Town Market Furniture.

MANNING, RUSSELL, HARRIS & WOOD INC.
149 California St., San Francisco
Tel.: Exbrook 2-7938
Radio Dept.: King Harris, partner
Radio Accounts: Brents Jewelers (S); Yosemite Beverages (S); Colorbac.

MARKETERS, INC.
3142 Wilshire Blvd., Los Angeles 5
Tel.: Drexel 5303.
Radio Dept.: William T. Malone, media director; Mrs. Helen Carter, timebuyer.

MARSCHALK & PRATT CO.
535 Fifth Ave., New York 17
Tel.: Vanderbilt 6-2022
Radio Dept.: Curt A. Peterson, radio director; E. J. Whitehead, television director; Herbert Gesegan, timebuyer.

TERRILL BELKNAP MARSH ASSOCIATES
480 Lexington Ave., New York 17
Tel.: Eldorado 5-4570
Radio Dept.: T. B. Marsh, radio director.

HAROLD MARSHALL ADVERTISING CO.
565 Fifth Ave., New York 17
Tel.: Plaza 3-0404
Radio Dept.: Harold Marshall.

MASON-RELKIN CO.
20 East 35th St., New York 16
Tel.: Murray Hill 6-5572, 6-2118
Radio Dept.: Roger B. Relkin, Patricia De Vos.

J. M. MATHES INC.
122 E. 42nd St., New York 17
Tel.: Lexington 2-7450
Radio Dept.: John Bates, radio director; Edna S. Cathcart, timebuyer; William H. Vilas, television director.

Radio Accounts: American Express Co. (N); Canada Dry Ginger Ale Inc. (N-S); International Salt Co. (S); The Pure Food Co. (S); Sylvania Industrial Corp. (S); Luden's Inc. (N-S); Fred Fear & Co. (S); American Biscose Corp. (S); Bermuda Trade Development Corp. (S); Judson Dunway Corp. (S); Houbigant Sales Corp. (S); Imperial Paper & Color Corp. (S); The Pure Food Co. Inc. (S); Eversharp-Shick (S).

JOSEPH MAXFIELD CO.
87 Weybosset St., Providence 3, R. I.
Tel.: Gaspee 4456
Radio Dept.: Joseph M. Finkle, president and timebuyer; Archie M. Finkle, vice-president and radio director; John Rigor, copy director.

MAXON INC.
2761 E. Jefferson Ave., Detroit 7
Tel.: Fitzroy 5710
New York 22—570 Lexington Ave. Tel.: Eldorado 5-2930. W. Ray Baker, vice-president; E. Wilhelm, timebuyer.
Chicago—919 N. Michigan Ave. Tel.: Delaware 3536. L. J. Sholty, manager.
Los Angeles 13—448 S. Hill St. Vinton H. Hall, manager.

Radio Accounts: General Electric Co. (Electronics Dept.); Gillette Safety Razor Co.
Television Account: Gillette Safety Razor Co.

MAY ADVERTISING INC.
Commercial Bldg., Philadelphia 2
Tel.: Rittenhouse 6-7642
Radio Dept.: Bertram May, president; J. P. Manahan, radio director, account executive.

THE MAYERS CO.
1240 S. Main St., Los Angeles 15
Tel.: Prospect 0101
Radio Dept.: James C. McCormick, radio director and timebuyer; Irma Peel, assistant.
Radio Accounts: Pacific Telephone & Telegraph Co. (S); Sears Roebuck & Co. (S); L. B. Labs. Inc. (S); Christopher Candy Co. (S); Sunset Oil Co. (S); Hoffman Candy Co. (S); Star Outfitting Co. (S); Catalina Inc. (S); Sta-Neet Corp. (S).

MAYS & BENNETT
412 W. 6th St., Los Angeles 14
Tel.: Trinity 8534
Radio Dept.: Roderick Mays, radio director; William W. Harvey, timebuyer.
Radio Accounts: Barker Bros. (S); J. W. Robinson Co. (S); Western Stove Co. (S).

McCANN-ERICKSON INC.
50 Rockefeller Plaza, New York 20
Tel.: Circle 5-7000
Radio Dept.: Lloyd O. Coulter, vice-president charge of radio; Lawson Payner, executive asst. to vice-president; William C. Dekker, director of timebuying and stations relations; William A. Franchey, director of radio copy. Producers: Russ Johnston, vice-president charge of programs; Lee Cooley, television director. Senior Producers: Glan Heisch, Dorothy B. McCann, Neil Reagan.

Radio Accounts: Boston 16—31 St. James Ave. Tel.: Liberty 5468. Watson M. Gordon, vice-president, manager.
Chicago 4—318 S. Michigan Ave. Tel.: Webster 3701. Homer Havermale, vice-president, manager.
Cleveland 14—Guardian Bldg. Tel.: Cherry 3490. A. A. Sommer, vice-president, manager.

Detroit 26—Penobscot Bldg. Tel.: Randolph 9792. Donald C. Hight, vice-president, manager.
Hollywood 28—6331 Hollywood Blvd. Tel.: Hillside 8286. August Bruhn, vice-president.

Los Angeles 6331 Hollywood Blvd. Tel.: Hillside 8286. August Bruhn, vice-president.
Minneapolis 2—609 Second Ave., S. Tel.: Bridgeport 6801. Jackson Taylor, vice-president, manager.

Portland 4, Ore.—Public Service Bldg. Tel.: Atwater 4305. Harry Burton, manager.
San Francisco 4—114 Sansome St. Tel.: Douglas 5560. H. Q. Hawes, vice-president, manager.

Radio Accounts: New York and Hollywood: Bosco Co. (N); Columbia Recording Corp.; Consolidated Edison Co. Daggett & Ramsdell; Humble Oil & Refining

K H A S
HASTINGS, NEBRASKA

NETWORK? Sure!
MUTUAL BROADCASTING SYSTEM

COVERAGE? Sure!
SOUTH-CENTRAL NEBRASKA
NORTH-CENTRAL KANSAS

SERVICE? Sure!
COMPLETE STAFF OF
EXPERIENCED PERSONNEL

RESULTS? Sure!
ASK THE SATISFIED CLIENTS
USING KHAS YEAR AFTER YEAR

REPRESENTATION? Sure!
The JOHN E. PEARSON Company

K H A S — MUTUAL
Hastings, Nebraska

DUANE L. WATTS—General Manager
CHARLES E. WRIGHT—Commercial Manager

AL, EHRLICH & MERRICK ADV. INC.
 Evening Star Bldg., Washington 4
 Tel.: Executive 3700
 Radio Dept.: Alvin Q. Ehrlich, vice-president in charge of radio, television and FM; Jean E. Palmer, copy chief, Forest R. Entwistle, Alexander L. Charles, William B. Mullett, Ralph Easton, William Roberts, account executives.
 Television Accounts: Columbia Wholesale; Good Housekeeping Stores; Electrical Center, Ward Radio, McKee Pontiac; Sun Radio, Arcade Pontiac, Lacey's.

ALOM CO.
 1 E. Delaware Place, Chicago 11
 Tel.: Mohawk 1207
 Radio Dept.: L. S. Robin, radio director, time buyer, account executive; Jerome H. Kalom, account executive.
 Louis 1—721 Olive St. Tel.: Garfield 0909. Bernadine Pelter, account executive.

Radio Account: Zip Bottling Co. (S).
ANE ADVERTISING
 8 North East, Bloomington, Ill.
 Tel.: 7969
 Radio Dept.: Arthur P. Kane, president; radio director; J. J. Klinker, service director.

HE KAPPS CO.
 East Lake St., Chicago 1
 Tel.: State 0460
 Radio Dept.: Capico Kapps, radio & television director; Joseph Kapps, account executive; Albert Kapps, time buyer.

JOHN KARCH ADVERTISING AGENCY
 10 Broadway, New York 7
 Tel.: Barclay 7-1045
 Radio Dept.: John George Karch, radio director, timebuyer.
 Radio Accounts: Ginox Co. (S).

W. KASTOR & SONS ADVERTISING CO.
 E. Wacker Drive, Chicago
 Tel.: Central 5331
 Radio Dept.: James H. West, radio director; James C. McDonough, account executive; Walter Kniffen, media manager.
 Radio Accounts: Procter & Gamble (S); International Milling Co. (S).

HE JOSEPH KATZ CO.
 14 Madison Ave., New York 22
 Tel.: Wickersham 2-2740
 Radio Dept.: Elizabeth Black, time buyer; Louise Moyer, Bill Thompson, continuity.

Baltimore 2—8 South St. Tel.: Lexington 1500. Robert G. Swan, director of radio and television.

Radio Accounts: American Oil Co. (N); Ex-Lax, Inc. (S); Maryland Pharmaceutical Co. (S); Globe Brewing Co.; Laco & Pompeian Co. (S); Gibbs & Co. (S); Baltimore Transit Co.; Jests Inc.
 Television Accounts: American Oil Co.; Maryland Pharmaceutical Co.; Globe Brewing Co.

HENRY J. KAUFMAN & ASSOCIATES
 Homer Bldg., Washington 5, D. C.
 Tel.: District 7400

Radio Dept.: Jeffrey A. Abel, radio director, timebuyer; Robert S. Maurer, television director; Al Sarra, Clark Brant, Irv Abramson, account executives.

Television Accounts: Lacy's Store; Swope Jewellers; Tom's Auto Service; D. J. Kaufman; Kassan Stein; Pepsi Cola; Peake Motor Co.

KAYTON-SPIERO CO. INC.
 230 W. 41st St., New York 18
 Tel.: Longacre 5-5090

Radio Dept.: Heiman Jacobs, Beatrice J. Scher, time buyers; Morris Kinzler, Gerald B. Spiero, account executives.
 Radio Accounts: 20th Century Fox Film Corp.; S. Hurock Attractions; The Roxy Theater (S); Rogers and Hammerstein. (S).

KEELING & CO. INC.
 Chamber of Commerce Bldg., Indianapolis 4

Tel.: Riley 1478
 Radio Dept.: M. C. Dill, timebuyer; Lawrence T. Sogard, copy director.

THE KEELOR & STITES CO.
 Carew Tower, Cincinnati 2
 Tel.: Parkway 1310

KENT ADVERTISING INC.
 511 East 72nd St., New York 21
 Tel.: Butterfield 8-0902
 Radio Dept.: Claude S. Welton, president; Samuel Gallin, vice-president; Arthur J. Kinsman, treasurer.

KERMIN, THALL & LAVELLE
 222 Fourth Ave., New York
 Tel.: Orchard 4-5500

Radio Dept.: Eve Lavelle, account executive; Bud Stearn, television.
 Television Account: Comet Candy Co.

J. B. KIEFER INC.
 672 So. Lafayette Park Place, Los Angeles 5

Tel.: Fairfax 8373
 Radio Dept.: J. B. Kiefer, radio director, and account executive; Jack D. Behr, account executive.

Radio Accounts: Karl's Shoe Stores Ltd. (N-S).

KELLY, ZAHNRDT & KELLY INC.
 3529 Franklin Ave., St. Louis 6
 Tel.: Jefferson 8337
 Radio Dept.: D. C. Chopin, radio director; Walter W. Zahndt, timebuyer.
 Radio Account: Visit St. Louis Committee.

BILL KELSO ADV. AGENCY
 6532 Sunset Blvd., Hollywood 28
 Tel.: Hempstead 3148
 Radio Dept.: Bill Kelso, owner and radio director.

KENYON & ECKHARDT INC.
 247 Park Ave., New York 22
 Tel.: Plaza 3-0700

Radio Dept.: William B. Lewis, vice-president and radio director; Robert D. Wolfe, associate radio director; Frank Palmer, director of timebuying; Mary Dwyer, network timebuyer; Ray Simms, spot timebuyer; Richard Dunne, radio research director; Thomas K. Carpenter, continuity director; Herb Landon, radio publicity director; Doris Smith, commercial copy director; Donald W. Severn, talent buyer; Leonard Carlton, Andy Andrews, producers; Garth Montgomery, director of television.
 Chicago 3—135 LaSalle St. Tel.: Randolph 6470. William Hoyt.
 Detroit—Penobscot Bldg. Tel.: Cadillac 3608. Ian M. Smith, manager.
 Hollywood 28—Equitable Bldg. Tel.: Hillside 8368. Clare Olmstead, manager.

Montreal—Sun Life Bldg. Tel.: Plateau 9939. Wm. J. Frost, manager.
 Radio Accounts: Borden Co. (N-S); Richard Hudnut (N); Kellogg Co. (N); Industrial Tape Corp. (S); White Rock Corp. (S); Reichhold, Chemicals, Inc. (N); Wesson Oil & Snowdrift Sales Co. (N-S); Chesapeake & Ohio (N); Ford Motor Co. (N); American-Maize Products Co. (S); Look Magazine (S).

FRANK KIERNAN & CO.
 55 Liberty Street, New York
 Tel.: Cortlandt 7-3148

Radio Dept.: Samuel D. Mallin, general manager.
 Radio Account: Flowery Manicure Products Co. (S).

KIESEWETTER, WETTERAU & BAKER INC.
 9 E. 40th St., New York 16
 Tel.: Lexington 2-0025

Radio Dept.: Sam S. Baker, radio director; Edward Chase, account executive; Horace Hagedorn, vice-president and account executive; Elizabeth Thompson, timebuyer.

Radio Accounts: Bathasweet Corp (S); La Rosa & Sons (S); Flex Knit Girdles (S); Courtney (S); Stern Nursery (S).

ABBOTT KIMBALL CO. INC.
 250 Park Ave., New York 17
 Tel.: Plaza 3-9600

Radio Dept.: Harry Muller, vice-president; Miriam Traeger, timebuyer.
 Chicago 1—333 N. Michigan Ave. Tel.: Franklin 0673. E. Howard Claypoole.
 Kansas City, Mo.—1004 Baltimore. Tel.: Victor 1950. David Mindlin.
 Los Angeles 5—649 S. Olive St. Tel.: Trinity 7575. Blaisdell Gates.

San Francisco 4—155 Sansome St. Tel.: Eshbrook 2-3288. Frances Kieth.
 Radio Accounts: Northern Warren (S); Union Pharmaceutical Co. (N); Volupte (S); Artra Cosmetics Inc. (S); Mark Cross (S) Bonne Bell (S).

WILLIAM H. KINSALL & CO.
 101 W. Monroe St., Bloomington, Ill.
 Tel.: 7606.

Radio Dept.: Donald Glasgow, director; Wm. H. Kinsall, time and talent.
 Radio Accounts: Ill. Mutual Gas Co. (S); Kuehne Mfg. Co. (S); Seigler Enamel Range Co. (S).

ALBERT KIRCHER CO.
 1001 W. Washington Blvd., Chicago 7
 Tel.: Chesapeake 2800


Radio Dept.: L. H. Lasher.
KIRCHER, HELTON & COLLETT
 Mutual Home Bldg., Dayton 2
 Tel.: Fulton 5161

Radio Dept.: Frank O'Neil, radio director.
 Radio Accounts: Fan Tam Gum Corp. (S); Gem City Bldg. & Loan Assn. (S); August Wagner Breweries Inc. (S).

KLEIN & ASSOCIATES ADVERTISING
 64 East Lake St., Chicago 1
 Tel.: Franklin 6001

Radio Dept.: William L. Klein, radio director; Egmont Sonderling, timebuyer.
 Radio Accounts: Universal Motors (S); Shapiro's Shoes (S); Einhorn's Furriers (S); Frank's Dept. Store; Midland Upholstering; Nierman's Shoes; Southmoor Bank; Metro Furniture; Grove Furniture Co.; U. S. Home Improvement; Great War Surplus Stores; The Fabric Center; Ward Mitchell; Albert Furniture Co.; Shoreland; Monroe Fox; Petersen Furniture; Benson & Rixon; Puro.

(Continued)



Tucson's Voice for Don-Lee Mutual and Radio Network of Arizona

TUCSON GROWS UP!

Star-Citizen Wins Approval for

107,160
 area population

•

TOP TIME-BUYERS

You can win the Market with the sensible Home-Town Approach thru Tucson's Only Home - Owned STATION

KCNA

Management Affiliated with Arizona Daily Star Tucson Daily Citizen

ASK GEORGE P. HOLLINGBERY



THE TWIN CITY BROADCASTING COMPANY - INC.

OPERATES in *Central Maine*

WITH AM AND FM FOR LEADERSHIP IN
 PUBLIC SERVICE * LISTENER ACCEPTANCE
 ADVERTISER SATISFACTION

WCOU

1240 KC ON YOUR DIAL
 LEWISTON - MAINE

WCOU-FM

93.9 MEGS
 LEWISTON - MAINE

WFAU

1340 KC ON YOUR DIAL
 AUGUSTA - MAINE

ALL REPRESENTED NATIONALLY BY
FORJOE

50 round a coverage



The regional power of WCPS completely encircles one of the richest areas in North Carolina, the tobacco belt of the nation . . . plus Southeast Virginia.

50 firmly established

Coastal Plains listeners depend most on WCPS for most farm news, local news, sports and information . . . in short, for the best programming directed to their interests.

50 fully concentrated

In WCPS's ten-county primary area are 436,400* people; 61,840 radio homes.* WCPS's total coverage contains 1,230,600 people,* 180,940 radio homes.* Here \$433,108,000† were spent for retail purchases in 1946.

50 forceful a medium in the nation's tobacco belt

Ask B.C. Headache Powders, Spur, Streitman Biscuits, Carter's Pills, Bendix, Goodrich, and more of our national spot advertisers about WCPS results. Their surveys say . . . WCPS is listened to most . . . it's most resultful. Call or write for availabilities.

* Sales Management, 1947
† BMB Radio Homes, 1946

ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS
(Continued)

PHILIP KLEIN ADVERTISING
1910 Rittenhouse Sq., Philadelphia 3
Tel.: Kingsley 5-1420
Radio Dept.: Herbert Ringold, radio director.
Radio Accounts: Sun Ray Drug Co. (S); Buten Paint Stores (S); Gittelman's Sons (S); Gorson Automobile Dealer (S); Equitable Finance Co. (S).

KLEPPNER CO.
551 Fifth Ave., New York 17
Tel.: Murray Hill 2-0730
Radio Dept.: Leon Balsam, radio director, timebuyer; Otto Kleppner, account executive.

H. M. KLINGENSMITH CO.
Commercial Bldg., Canton 2, Ohio
Tel.: 4-5115
Radio Dept.: Rex Farrall and H. M. Klingensmith.

KLINGER ADVERTISING CORP.
119 W. 57th St., New York 19
Tel.: Circle 6-3660
Radio Dept.: Atwood A. Klinger, president, account executive; Ethel Zablow, account executive.
Radio Accounts: Madison L. I. Personal Loan; Bill Williams (S); Parks Square Motor Co. (S); Service Clothes; News Flash Photo Service; Walter Bant; Embassy; Copacabana Show.

KLITTEN & THOMAS
2614 West 9th St., Los Angeles 6
Tel.: Drexel 8396
Radio Dept.: Martin R. Klitten, radio director and account executive.

KNAPP-SHEPARD, INC.
480 Lexington Ave., New York
Tel.: Eldorado 5-4122
Radio Dept.: Harold W. Shepard, director.

KNOLLIN ADVERTISING AGENCY
105 Montgomery St., San Francisco 4
Tel.: Sutter 6110
Radio Dept.: J. C. Knollin, president and general manager; Robert H. Knollin, asst. general manager; Thomas J. McNamara, W. A. Dunkle, Paul Michelson, account executives; H. W. Hansen, timebuyer.

Los Angeles 14—650 S. Grand Ave. Tel.: Vandike 4057. Wm. J. Green, radio manager.
Radio Accounts: Golden West Brewing Co. (S); Grand National Livestock Exposition (S); Payne Furnace Co. (S); Pacific Coast Gas Assn. (S).

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.
Chicago—537 S. Dearborn St. Tel.: Webster 2573. R. E. Blackburn, manager.
Radio Accounts: Oertel Brewing Co.; Field Packing Co.; Grocers Biscuit Co.

KRONSTADT ADVERTISING AGENCY
908 14th St. N.W., Washington 5
Tel.: National 6272
Radio Dept.: Esther Kravitz, radio director, timebuyer.
Radio Accounts: Bonded Systems (S); Ballard (S); Crowe Co. (S); Gabriel (S); Hoffman Upholsters (S); Lat's Tie Bar (S); Mazor Furniture (S); Miller's Furs (S); Schwartz's Furs (S); Sperling Furs (S).

KUDNER AGENCY INC.
630 Fifth Ave., New York 20
Tel.: Circle 6-3200
Radio Dept.: Myron P. Kirk, radio director; Gordon Mills, business manager; William Templeton, production manager; Mary V. King, timebuyer.
Los Angeles 14—215 W. 7th St. Tel.: Vandyke 0196
Hollywood 28—Taft Bldg. Tel.: Granite 8332.
Detroit 2, Mich.—710 New Center Bldg. Tel.: Madison 5315.
San Francisco 5—215 Market St. Tel.: Garfield 5433.
Washington, D. C.—Albee Bldg. Tel.: National 5506. Frank Getty.
Honolulu 42, T. H.—1370 Kapiolani Blvd.
Radio Accounts: General Motors Corp. (N); U. S. Tobacco Co. (S); Benson & Hedges (S); Goodyear Tire & Rubber Co. (N); The Texas Co. (N); TWA (S); Better Homes and Gardens (S); Matson Navigation (S).

J. R. KUPSICK ADVERTISING
122 E. 42nd St., New York 17
Tel.: Murray Hill 5-9145
Radio Dept.: J. R. Kupsick, president and account executive; Saul Kampf, vice president and account executive.

KUTTNER & KUTTNER
646 N. Michigan Ave., Chicago 11
Tel.: Superior 7940
Radio Dept.: Larry Kurtze, director; Ed Stern, timebuyer; Robert Schoenbrod, promotion; Chester Kuttner, Harold Kuttner, Stanley Kuttner, Ed Grossfeld, Louis C. Rolontz, Albert Hecht Jr., John Stein, account executives.
Radio Accounts: Pacific Wine Co. (S); Crest Specialty Co. (S); Baer Bros. & Prodie (S); Capitol Dairy Co. (S); Chicago Terminal National Bank (S); Holleb & Co. (S); National Superior Fur Dressing & Dyeing Co. (S); Shainberg Drygoods Co. (S).

LANG, FISHER & STASHOWER INC.
1010 Euclid Ave., Cleveland 15
Tel.: Main 6579
Radio Dept.: Alvin B. Fisher, vice-president, radio director; Peggy L. Masse, assistant.
Radio Accounts: Yellow Cab (S); Lane Drug Co. (S); Cleveland Indians Professional Baseball Club (S); Texas Co. (S); Dowd Feder Inc. (S); Miller-Becker Co. (S); Temperature Equipment Co. (S); Sears Roebuck & Co. (S).

LAKE-SPIRO-SHURMAN, INC.
2800 Sterick Bldg., Memphis 3
Tel.: 5-1571
Radio Dept.: Hugh Murphy, manager; Lucille Simmons, Eve Cullison, timebuyers.

LAMB, SMITH & KEEN INC.
1616 Walnut St., Philadelphia 3
Tel.: Pennypacker 5-9650
Radio Dept.: Billie Farren, timebuyer.
Radio Accounts: A. C. Roberts Packing Co. (S); Johnston, Holloway & Co. (S).

LAMBERT & FEASLEY INC.
9 Rockefeller Plaza, New York 20
Tel.: Columbia 5-3721
Radio Dept.: Frank W. Mace, vice-president and general manager; Joseph Burland, media director; Ray H. Kremer, radio program director.
Radio Accounts: Listerine Tooth Paste and Powder (N); Phillips Petroleum (L); Prophylactic Brush Co. (L).

LAMPOR, FOX, PRELL & DOLK INC.
825 J.M.S. Bldg., South Bend 5
Tel.: 3-2161
Radio Dept.: Wm. Callender, account executive.
Radio Accounts: First Bank & Trust Co. (S); Scherman-Schaus-Freeman Co. (S).

LANDER-YOUNG ADV.
215 West 7th St., Los Angeles 14
Tel.: Vandyke 8177
Radio Dept.: Hazel Young, radio director
LEIGHTON & NELSON
619 State St., Schenectady 7, N. Y.
Tel.: 6-4202
Radio Dept.: Winslow P. Leighton, partner, account executive; George R. Nelson, partner, radio director, account executive; Robert S. Cragin, copy director account executive.
Radio Accounts: D'Jimas Bros. (S); Hershey Beverage (S); Rudolph Brot (S); Stanton Brewery (S); Saratog Racing Assn. (S); Veddersburg Corf (S).

LAPORTE & AUSTINE INC.
369 Lexington Ave., New York 17
Tel.: Murray Hill 3-5884
Radio Dept.: F. B. Leedom, F. F. Casey account executives.

LaROCHE & ELLIS INC.
247 Park Ave., New York 17
Tel.: Plaza 5-7711
Radio Dept.: William R. Stuhler, vice president in charge of radio and tele vision; Robert Hall, director of tele vision.

Chicago—141 W. Jackson Blvd. Tel.: Harrison 8612. John F. Price, vice-president; G. M. Beecher, account executive; Arthur Crutenden.
Radio Accounts: Quaker Oats Co. (N) New England Confectionery Co. (S)

LEE, PARKS, GREER AND HAWK INS, INC.
4714 Fannin St., Houston 4, Texas
LEE-STOCKMAN INC.
30 Vesey St., New York 7
Tel.: Worth 2-5583
Radio Dept.: J. Lewis Reid, consultant.
Radio Accounts: Zippo Mfg. Co. (S) Hyper Humus (S).

Now 2 for 1 with

KSJO-KSJO^{FM}

San Jose — California's Fourth Metropolitan District

- ✓ Now Fulltime • 1000 Watts • Half Wave Antenna
- ✓ Exclusive Coverage of all Major Local Sports
- ✓ Local News Staff Plus United Press
- ✓ Music For Every Mood
- ✓ W. S. Grant • National Representative New York, Chicago, Los Angeles, Hollywood

"The Friendly Stations"

Co.; Manufacturers Trust Co.; National Biscuit Co.; Pacific Coast Borsax Co. (N); Stanco Inc.; Westinghouse Electric Corp. (N).
Boston: John Hancock Mutual Life Ins. Co.
Chicago: International Harvester Co. (N); Standard Oil Co. of Indiana; Milk Foundations Inc.; Swift & Co., Brookfield Div. (N); Maytag Co.
Cleveland: Interstate Creamery Co.; Leisy Brewing Co.; National City Bank of Cleveland; Ohio Bell Telephone; Richman Bros. Co.; Standard Oil Co. of Ohio; Perfection Stove Co.
Detroit: Tivoli Brewing Co.
Los Angeles: Broadway Dept. Stores Inc.; Seaboard Mills Inc.; Soil-Off Mfg. Co.; Southern Calif. Gas Co.; Southern Counties Gas Co.
Minneapolis: Gluck Brewing Co.; Pillsbury Mills Inc. (N); Twin City Federal Savings & Loan Assn.
Portland: Northwestern Electric Co.; Pacific Power & Light Co.; Portland Gas & Coke Co.
San Francisco: Associated Dental Supply Co.; Calif. Packing Corp.; Calif. Walnut Growers Assn.; Dwight Edwards Co.; General Brewing Corp.; Hale Bros. Inc.; Macey's; Coldstream Products Div.; Avoset Co.; W. P. Fuller & Co.; San Francisco Baseball Club, Inc.; The S.O.S. Co.; Rice Growers Assn. of Calif.
F. McCARTHY & CO.
 Provident Bank Bldg., Cincinnati 2
 Tel.: Parkway 0368
 Radio Dept.: L. F. McCarthy; Emil Bauer, radio director.
R. E. McCARTHY ADVERTISING AGENCY
 Tampa Theatre Bldg., Tampa 2, Florida
 Tel.: Main 2323
 Radio Dept.: R. E. McCarthy, radio director.
 Radio Accounts: The Borden Co. (S); Southern Brewing Co. (S); Peninsular Telephone Co. (S); Pioneer Tire Co. (S); Foley Lumber Co. (S); Las Novedades (S).
McCARTY CO.
 206 Maple Ave., Los Angeles 15
 Tel.: Prospect 7011
 Radio Dept.: Alden Weis, radio director, timebuyer.
San Francisco 5—116 New Montgomery St.
 Tel.: Sutter 1-8224. Willard H. Wilde, manager.
Pittsburgh 19—600 Grant St. Tel.: Grant 6993. R. S. Reed Jr., manager.
Dallas 1—2217 Cedar Springs. Tel.: Riverside 6815. J. B. Taylor, manager.
 Radio Accounts: Arrowhead & Puritas Waters Inc.; Seaside Oil Co.; War Assets Administration.
McCORMICK CO.
 217 E. 7th St., Amarillo, Texas
 Tel.: 5333
 Radio Dept.: John R. Forkner, radio director; Alfred C. Kipp, talent & timebuyer.
 Radio Accounts: Amarillo Gas Co.; The Cosmopolitan, Inc.
McELROY ADVERTISING AGENCY
 1489 W. Washington Blvd., Los Angeles 7
 Tel.: Prospect 2047
 Radio Dept.: Edward J. McElroy, owner and radio director.
 Radio Account: Fitzsimmons Stores Ltd. (S).
L. E. McGIVENA CO. INC.
 444 Madison Ave., New York 22
 Tel.: Plaza 3-7422
 Radio Dept.: Edmund Anderson, radio director.
PHILIP J. MEANY CO.
 816 West 5th St., Los Angeles 13
 Tel.: Michigan 3601
 Radio Dept.: Ray Clinton, media director
MENEUGH, MARTIN & SEYMOUR INC.
 Garver Bldg., Des Moines 9
 Tel.: 3-1221
 Radio Dept.: James Mitchell, radio director.
MERRILL SYMONDS ADVERTISING
 407 S. Dearborn St., Chicago 5
 Tel.: Wabash 8056
 Radio Dept.: Dyne Engell, radio director; Roy MacKenzie, vice-president, timebuyer, account executive; Merrill Symonds, account executive.
MOGGE-PRIVETT INC.
 609 S. Grand Ave., Los Angeles 14
 Tel.: Madison 6-4487
 Radio Dept.: John A. Privett Jr., media director and co-owner; Norton W. Mogge, account executive and co-owner.
 Radio Accounts: Jersey Milk Products Co. (S); Ben-Hur Products Inc. (S); Holmes Tuttle Co. (S).
MORGAN ADVERTISING AGENCY
 Heard Bldg., Phoenix, Ariz.
 Tel.: 4-5555
 Radio Dept.: Joseph Reynolds, media director.

RAYMOND R. MORGAN CO.
 6233 Hollywood Blvd., Hollywood 28
 Tel.: Hempstead 4194
 Radio Dept.: Robert C. Temple, Jim Morgan, Dave Grant, Craig Davidson, Raymond R. Morgan, Mary Ellen Ryan.
San Francisco 11—260 California St. Tel.: Douglas 2-6073. Porter F. Anderson, Chicago—(Goodkind, Joice & Morgan), Palmolive Bldg. Tel.: Superior 6747.
 Radio Accounts: White King Soap Co. (N-S); J. A. Folger & Co. (N-S); Pacific Cracker Co. (S); Planters Nut & Chocolate Co. (N-S).
C. WENDEL MUENCH & CO.
 520 N. Michigan Ave., Chicago 11
 Tel.: Whitehall 7717
 Radio Dept.: Victor Fabian, timebuyer, media director; C. W. Muench, Martin J. Pluth, C. T. Kerrigan, account executives.
 Radio Accounts: Durkee Famous Foods; Shotwell Mfg. Co.; Toffenetti Restaurant Co., New York; Marhofer Packing Co.
MUIR AND CO. INC.
 9 Rockefeller Plaza, New York 20
 Tel.: Circle 7-6641
 Radio Dept.: Charles W. Earle, vice-president and radio director.
H. C. MULBERGER INC.
 411 East Mason, Milwaukee 2, Wisconsin
 Tel.: 4090
 Radio Dept.: H. C. Mulberger, account executive; C. A. Mathisson, account executive.
 Radio Account: Miller Brewing Co. (S).
IRVING MYERSON AGENCY
 330 S. Wells St., Chicago 6
 Tel.: Harrison 6828
 Radio Dept.: Irvin P. Myerson.
 Radio Account: Wine Corp. of America.

N


NACHMAN-RHODES INC.
 Marion Bldg., Augusta, Ga.
 Tel.: 2-8301
 Radio Dept.: Herbert Nachman, timebuyer.
NEALE ADVERTISING ASSOCIATES
 448 S. Hill Street, Los Angeles
 Tel.: Michigan 2149
 Radio Dept.: E. G. Neale Jr., timebuyer.
NEEDHAM & GROHMANN INC.
 630 Fifth Ave., New York 20
 Tel.: Circle 5-6200
 Radio Dept.: Donald H. Parker, vice-president, radio director; Roger Hutchinson, spacebuyer.
 Radio Accounts: Maggi Co. Inc.; W. J. Howey (S); Palm Beach Biltmore (S).
NEEDHAM, LOUIS & BRORBY
 135 S. LaSalle St., Chicago 3
 Tel.: State 5151
 Radio Dept.: A. Wallace, radio director; R. Fowler Jr., John J. Louis, Melvin S. Hattwick, R. C. McKee, Philip White, Mel Brorby, account executives; Jane McKendry, spot buyer.
Hollywood 28—1680 N. Vine St. Tel.: Granite 7186. Frank Pittman, Frances Van Hartesveldt, Marion Simpson.
 Radio Accounts: Kraft Cheese Co.; S. C. Johnson & Sons; Swift & Co. (Sunbrite, Ice Cream); Weiboldt Stores, Inc.; Derby Foods, Inc.
NEFF-ROGOW INC.
 230 Rockefeller Plaza, New York 20
 Tel.: Circle 7-4230
 Radio Dept.: William Rogow, president, account executive, timebuyer; Stewart Pierce Brown, copy and accounts; Harriet Barnett, office manager.
 Radio Accounts: Bond Stores Inc.; Melville Shoe Corp.; Joseph Martinson & Co.
RAYMOND E. NELSON INC.
 341 Madison Ave., New York 17
 Tel.: Murray Hill 5-1762
 Radio Dept.: Raymond E. Nelson, radio director; Henry E. Meyer, account executive.
 Radio Accounts: Sears Roebuck & Co. (S); Teterboro School of Aeronautics (S); Professional Aides Institute (S); Hanneil Foods Inc. (S).
 Television Accounts: Hanneil Foods Inc.; Dewco Tire Service.
NEWBY & PERON
 59 E. Van Buren, Chicago 5
 Tel.: Harrison 9494
 Radio Dept.: A. W. Newby, E. J. Lewinski, Herb Peron, Irv Miller, account executives; Nancy Clifford, timebuyer.
 Radio Accounts: Prima Bismarck Brewing Co.; Gassman Dept. Store; Ben-G Products; R. Gerber & Co.; Honey-Bee Co. Cedar-Green Frosted Foods; Barton Chemical Co.; Hires Bottling Co.

NEWELL-EMMETT CO.
 40 E. 34th St., New York 16
 Tel.: Murray Hill 3-4900
 Radio Dept.: Blayne Butcher, radio director; N. F. McEvoy, timebuyer.
Hollywood 28—6331 Hollywood Blvd. Tel.: Hempstead 1974. Martin Barrett.
Cleveland 13—1305 Terminal Towers. Robert Williams.
 Radio Accounts: Liggett & Myers Tobacco Co. (N); Kirkman Co. (N); Beechnut Food Products (N-S); Pepsi-Cola Bottling Co. (N-S); Sherwin Williams (S); Economic Laboratories (S).
N. J. NEWMAN ADVERTISING AGENCY
 631 W. 9th St., Los Angeles 15
 Tel.: Trinity 7664
 Radio Dept.: N. J. Newman.
NEWMAN, LYNDE & ASSOCIATES INC.
 400 Fla. Natl. Bank Bldg., Jacksonville 2
 Tel.: 3-1253
 Radio Dept.: M. T. Newman, president; Hunter Lynde, executive vice-president; Gordon Stewart, vice-president; Mary R. Miller, radio director; Milton Smith, Henry Chapman, Charles Gressie, account executives.
 Radio Accounts: Foremost Dairies (S); JAX Brewing Co. (S).
NEWMARKS ADVERTISING AGENCY
 217 Seventh Ave., New York 11
 Tel.: Watkins 9-5400
 Radio Dept.: Samuel S. Zipser, president, radio director; Joseph Bell, Rosalie J. Jones, account executives.
 Radio Accounts: Don Pallini (S); Cambridge School (S); Berger Service (S); Shore Hills (S); Winston Restaurants (S).
NORTON ADV. SERVICE
 615 Orchard Pkwy, Niagara Falls, N. Y.
 Tel.: 2-3508
 Radio Dept.: M. L. Norton.
KELSO NORMAN ADVERTISING
 215 Kearney St., San Francisco 8
 Tel.: Douglas 2848
 Radio Dept.: S. M. Watson.
NORTHWEST RADIO ADVERTISING CO.
 708 American Bldg., Seattle 4
 Tel.: Elliott 5488
 Radio Dept.: Edwin A. Kraft, manager; W. L. Paul, radio director.
 Radio Accounts: Gardner Nursery (S);

Simon & Schuster (S); Alaska Life (S); Radio Print Shop (S); Grosset & Dunlap (S).
EARL C. NOYES ADV. AGENCY
 129 State St., Rutland, Vt.
 Tel.: 56
 Radio Dept.: Al Taylor, radio director; Ed Niblo, production manager; F. H. Webster, G. R. Miller, Steve Amssen, account executives.
Washington 9, D. C.—1909 19th St., N.W. Tel.: Adams 0923.
STANLEY MUSSELMAN INC.
 247 Park Avenue, New York 17
 Tel.: Plaza 5-1161
 Radio Dept.: Stanley L. Musselman, radio director, timebuyer.
 Radio Accounts: J. B. Fishel's Bakery (S); Manbeck Baking Co. (S); Gunzenhauser's Bakery (S); Hauswald Baking Co. (S); Van Baking & Gamba Inc. (S); Cortland Baking Co. (S); Corning Baking Co. (S).

O

R. T. O'CONNELL CO.
 420 Madison Ave., New York 17
 Tel.: Plaza 3-5412
 Radio Dept.: Charlotte B. Shadwick, head of radio dept.; William Cammerer, timebuyer.
 Radio Accounts: Sapolin Paint Co. (S); Nat'l. Hair Dressers' Ass'n. (S).
O'CONNELL-RAGAN COMPANY
 10th & A Sts., Tacoma, Wash.
 Tel.: Broadway 8542
 Radio Dept.: H. M. O'Connell.
 Radio Accounts: Aaberg Fuel (S); Carstens Packing (S); Model Bakery (S); Olympic Dairy (S); Washington Gas & Electric (S); Woods Coffee (S); Tacoma Ice Palace (S).
OLEN-FRIEDEL ADVERTISING
 403 West 8th St., Los Angeles 14
 Tel.: Trinity 6144
 Radio Dept.: Leonard L. Friedel, radio director.
OLIAN ADVERTISING CO.
 Ambassador Bldg., St. Louis 1
 Tel.: Central 8380
 Radio Dept.: Margaret Hart Nelson, radio director; Irvin A. Olian, William King, James Spencer, radio executives; Dorothy Ayres, timebuyer.
 (Continued)



OHIO PA.
WHEELING
W. VA.

Coverage
for the Great
WHEELING
Metropolitan
Market

WTRF 1290 KILOCYCLES
1000 WATTS

Payrolls, bank deposits, retail sales are at an all-time peak in this great Wheeling, W. Va., metropolitan area. It's one of the nation's 100 best markets—and a profitable one for alert advertisers. Write today for rates and availabilities on the one station that gives you complete coverage of this important area: WTRF.

TRI-CITY BROADCASTING COMPANY
WHEELING, W. VA.—BELLAIRE & MARTINS FERRY, OHIO

Address: Route 214, Woodmont, Bellaire, Ohio
National Representative: The Walker Company

FM AFFILIATE
WTRF-FM 100.5 MEGACYCLES
20,000 WATTS

ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS
(Continued)

Chicago 1—35 E. Wacker Dr. Tel.: State 3381. I. J. Wagner, radio director; Armella Smirge, timebuyer; M. Bronner, Clair Callahan, account executives.
New York 18—1440 Broadway. Tel.: Chickering 4-8712. Harold Kaye, radio director.
Radio Accounts: Columbia Brewing Corp.; John G. Ayars Co.; Cardinal Diamond Rings; Milton Oil Co.; Eagle Stamp Co.; Hardy Salt Co.; General Grocer Co.; Lewis-Howe Co.; Star-Times Publishing Co.; Rice-Stix Dry Goods Co.; Vess Beverage Co.; Zerbst Pharmaceutical Co.; Atlas Brewing Co.; F & F Laboratories Inc.; Schoenhofen-Edelweiss Co.; Portis Bros. Hat Co.; International Laboratories; Bisceglia Bros. Wines Corp.; Greater New York Industries.

OLMSTEAD & FOLEY
1200 Second Ave., Minneapolis 4
Tel.: Atlantic 8166
Radio Dept.: James D. McTighe, radio director, timebuyer; Ward H. Olmstead, John T. Foley, Clarence Russell, Gordon Daline, Warren T. Way, Catherine Tidemanson, account executives.
Radio Accounts: King Midas Flour (S); Northrup, King & Co. (S); Owatonna Canning (S); Marshall-Wells (S); Rochester Co-Op Dairy (S).

O'NEILL, LARSON & McMAHON
230 N. Michigan Ave., Chicago 1
Tel.: Andover 4470
Radio Dept.: Walter Zivi, George T. O'Leary, Norman Larson, Edward Rose, Frank Stein, Nelson J. McMahon.

THE E. A. OPPENHEIM COMPANY
220 Bagley Avenue, Detroit 26
Tel.: Cadillac 6765
Radio Dept.: E. A. Oppenheim, director and timebuyer; S. Coughlin, script writer.
Radio Accounts: Demery's (S); H. A. Powell; Ridley Upholsterers; Kockers (S); WKC Flint (S).

OWEN & CHAPPELL INC.
595 Madison Ave., New York 22
Tel.: Plaza 8-2400
Radio Dept.: David Hale Halpern, radio

director; Marc Seixas, media director; Don Scandlin, timebuyer.
Radio Account: National Brewing Co.
Television Account: National Brewing Co.

M. M. OWEN INC.
122 E. 42nd St., New York 17
Tel.: Murray Hill 6-1590
Radio Dept.: L. E. Schneider, radio director.

MERRITT OWENS ADV. AGENCY INC.
Bennett Bldg., Kansas City 10, Kan.
Tel.: Drexel 7250
Radio Dept.: James Coy, radio director.
Radio Accounts: Nourse Oil Co. (S); Junge Biscuit Co. (S).

OSARK ADVERTISING AGENCY INC.
312 1/2 W. Walnut, Springfield, Mo.
Tel.: 3-5340
Radio Dept.: M. W. Fullington, president; Ralph A. Nelms, account executive.
Radio Accounts: General Council, Assemblies of God; Hunter and Hunter Health Clinic; Rev. Floyd Hitchcock (S); Old Nick Seed (S); Pioneer Mfg. Co. (S); Wilke Laboratories (S); Wilson Brothers (S).

P

PACIFIC ADVERTISING STAFF
1624 Franklin St., Oakland 12
Tel.: Templebar 2-2885
Radio Dept.: Helen Augsburg, director.
Radio Accounts: First Federal Savings & Loan Assn. (S); Prudential Realty & Finance Co. (S); Oakland Columbarium (S); Jackson Furniture Co. (S).
Television Accounts: Jackson Furniture Co.; Oakland Columbarium; First Federal Savings & Loan Assn.; Prudential Realty & Finance Co.

PACIFIC NATIONAL ADVERTISING AGENCY
605 Union St., Seattle 1
Tel.: Eliot 1401
Radio Dept.: Trevor Evans, radio director; G. M. Nyman, timebuyer.
Portland 4, Ore.—Spalding Bldg. Tel.: Atwater 4339.
Radio Accounts: Fisher Flouring Mills Co. (N-S); Washington Co-op Farmers Assn. (N-S); Seattle-First Nat'l Bank (S); Lang & Co. (S); Ceder-

green Frozen-Pack Corp. (S); Kristoferson's Dairy (S); Washington State Fruit Commission (S).

PACKARD & PACKARD ADVERTISING
1250 Wilshire Blvd., Los Angeles 14
Tel.: Trinity 8557

PARIS & PEART
370 Lexington Ave., New York 17
Tel.: Caledonia 5-9840
Radio Dept.: M. C. Thomas, media director and timebuyer; W. F. James, Remus Harris, George Cleland, Paul Laidley, A. A. Kohler, account executives; Jack Izerlip, space and timebuyer.

Radio Accounts: Atlantic & Pacific Tea Co. (S); R. H. Beer; Atlantic Commission Co. (S); South Carolina Peach Growers Assn. (S); Boston Woven Hose & Rubber Co. (N).

PARKER-ALLSTON ASSOCIATES
116 John St., New York 7
Tel.: Rector 2-6514
Radio Dept.: Raymond D. Parker, president.

AMOS PARRISH & CO.
500 Fifth Ave., New York 18 and 11 W. 42nd
Tel.: Pennsylvania 6-6190
Radio Dept.: David T. Levine, radio director, timebuyer.
Radio Account: Van Raalte Co. Inc. (S).

PEARSON ADVERTISING AGENCY
50 E. 42nd St., New York 17
Tel.: Vanderbilt 6-0029
Radio Dept.: C. H. Pearson, president; Hope Stewart, radio director; William R. Barker, copy writer.
Radio Accounts: Manufacturing Trust Co. (S); Cooper Razor Blades (S).

PECK ADVERTISING AGENCY INC.
400 Madison Ave., New York 17
Tel.: Plaza 3-0900
Radio Dept.: Arthur Sinsheimer, director of radio and television.
Los Angeles—8511 Sunset Blvd. Tel.: Hempstead 1337. Art Daly, manager.
Radio Accounts: Beverwyck Breweries Inc. (N-S); Old Dutch Mills Inc. (S); Templeton; Radio Mfg. Co. Inc. (S); Parker Watch Co. Inc. (N-S); Blue Ribbon Potato Chips (S); Steelcraft Boats (S).

PEDLAR AND RYAN INC.
250 Park Ave., New York 17
Tel.: Plaza 5-1500
Radio Dept.: E. G. Sisson Jr., vice-president in charge of radio; G. Douglas Morris, vice-president and account executive (P & G); Elizabeth C. Shay, production supervisor; William Barrett, production supervisor; T. C. Fisher, vice-president and media director.
Radio Accounts: Procter & Gamble (Camay, Dash); Centaur Division, Sterling Drug Co.

PERY-BROWN INC.
530 Walnut St., Cincinnati 2
Tel.: Cherry 3181
Radio Dept.: Edward J. Doran, radio director.
Radio Accounts: Security Storage Co. (S); Security Rug Cleaning Co. (S); Pronto-Pups Inc. (S); Holiday on Ice (S).

HAROLD PETTUS ADVERTISING
Jones Bldg., Corpus Christi, Tex.
Tel.: 2-5621
Radio Dept.: Harold Pettus.
Radio Accounts: Grisham Ice Cream Co. (S); C. C. Bank & Trust Co. (S); Music Center (S); Nueces Transportation Co. (S); Maverick-Clarke Litho Co. (S).

THE PHILLIPS COMPANY
First Nat'l Bldg., San Diego 1
Tel.: Franklin 2122
Radio Dept.: Bill Mesmer, radio director; Ruth B. Hale, timebuyer; Charles C. Ramsey, Fred J. Volz and W. L. Phillips, account executives.
Radio Accounts: Arden Farms Co. (S); Mrs. Conkling's Bakery (S); Davidson Furniture Co. (S); Home Federal Savings & Loan Assn. (S); The Swan Shop (S); Tufford Motor Co. (S); Valle's Restaurant (S); Dr. Raichart (S); Aristocrat Venetian Blinds (S); Grable Ins. & Real Estate (S); Mexicali Brewing Co.; Balboa Laundry & Dry Cleaners.

PHILLIPS-REICK-FARDONN ADVERTISING
1012 Baltimore St., Kansas City 6, Mo.
Tel.: Harrison 7650
Radio Dept.: Donald C. Leach, radio director and timebuyer; John C. Reick, account executive.

PICARD ADVERTISING CO.
250 W. 57th St., New York 19
Tel.: Columbus 5-4121
Radio Dept.: John North, account executive.

Radio Account: J. J. Warren (S).
CASPER PINSKER
150 Nassau St., New York 7
Tel.: Beekman 3-8680
Radio Dept.: Malcolm Smith, radio director, timebuyer.
Radio Accounts: Associated Nutrition Products, Inc.; Roley Sales; Mai Mart; Smith Bulb; Cadillac Publishing Co. (S).

PITLUK ADVERTISING COMPANY
Alamo Nat'l Bldg., San Antonio
Tel.: Garfield 7260
Radio Dept.: Rena Lynn, director; Tor Holbrook, timebuyer and account executive; Virginia White, continuity writer.
Radio Accounts: Pearl Brewery (S); Handy Andy (S); Mrs. Ragsdale Foods Co. (S); Joske's of Texas (S); Shaw Jewelry (S); Alamo Nat'l Ban (S); Karotkin Furniture Co. (S); Bye Rolnick Hat Co. (S); Fehr Bakin. Co. (S); Henke & Pillot (S); Pioneer Flour Mills (S); San Antonio Drug Co. (S); Crowley Feeds Co. (S); Highland Dairies (S); Apache Packing Co. (S).

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; Rutherford Platt, vice president, treasurer; W. A. Forbes president, account executive.
Hartford 5—3 Van Dyke Ave. Tel.: 7-0758
G. Frank Sweet, vice-president, manager.
Miami 37—3240 N.W. 27th, Miami 9-0314
Parnalee Lyan.
Radio Accounts: Squirrel Brand Co. (S); Peter Paul Inc. (S); Oxo Ltd. (S); Nat' Airlines (S).

PLAZA ADVERTISING AGENCY INC
9 Rockefeller Plaza, New York 20
Tel.: Circle 6-6550
Radio Dept.: John T. O'Flaherty, president Nancy M. Vioroli, secretary treasurer and timebuyer.

JULIAN G. POLLOCK CO.
1717 Sansome St., Philadelphia 3
Tel.: Locust 7-1686
Radio Dept.: Julian G. Pollock, owner, account executive.
Radio Accounts: Kahn & Rosenau; Commonwealth Optical Co.; Quaker Storage Co.

POLLYEA ADVERTISING
670 Cherry St., Terre Haute, Ind.
Tel.: Crawford 6797
Radio Dept.: William Polje, owner, radio director; Carl W. Geiger, timebuyer; C. Marie Perching, copy chief.
Radio Accounts: Hulman & Co. (S); Terre Haute Brewing Co. (S).

PONDROM & COLLINS
912 Commerce St., Dallas 2
Tel.: Riverside 6381
Radio Dept.: Sam Pondrom, partner, timebuyer.

WESLEY H. PORTER
116 N. Larchmont, Los Angeles 4
Tel.: Hempstead 1590
Radio Dept.: Wesley H. Porter

POSNER-ZABIN
222 Fifth Ave., New York 1
Tel.: Lexington 2-3878
Radio Dept.: James B. Zabin, partner.
Radio Accounts: Bilt Rite Baby Carriage Co. (S); Ninth Federal Savings & Loan Assn. (S).

POST-JOHNSON & LIVINGSTON INC.
242 Trumbull St., Hartford 3
Tel.: Hartford 2-1717
Radio Dept.: Jack Livingston, secretary-treasurer, radio director, timebuyer, copy chief.

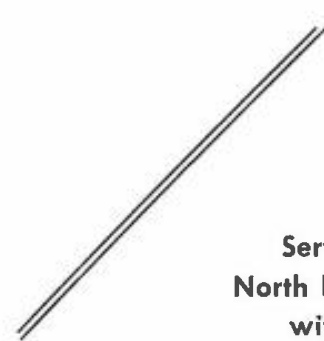
STUART POTTER INC.
20 N. Wacker Drive, Chicago
Tel.: Franklin 1397
Radio Dept.: Shelby Gordon, radio director; Stuart Potter, account executive.
Radio Account: Roberts Dairy Co.

POTTS-TURNBULL CO.
912 Baltimore Ave., Kansas City 6
Tel.: Victor 9400

R. J. POTTS-CALKINS & HOLDEN
215 W. Pershing Road, Kansas City 8, Mo.
Tel.: Victor 4433
Radio Dept.: Gene W. Dennis, radio director; R. J. Potts, J. B. Woodbury, E. A. Warner, C. C. Tucker, C. L. Robinson, account executives.
Radio Accounts: Mid-Continent Petroleum

W M B R

in Jacksonville



Serving
North Florida
with

5000 WATTS

CBS Represented by Avery-Knodel

R

Corp. (S); Interstate Bakeries Corp. (S); Forum Cafeterias of America (S); Cook Paint & Varnish Co. (S); American Beauty Macaroni Co.; Braniff International Airways (S); Ambrose Wine Company (S); Barteldes Seed Co. (S); Franklin Ice Cream Co. (S); Gallup Map & Stationery Co. (S); Muehlebach Brewing Co. (S); Pay Way Mills Inc. (S); Peppard Seed Co. (S); Sheffield Steel Corp. (S); John Taylor Dry Goods Co. (S); Schlozman Motor Co. (S); Kansas City Custom Garment Co. (S); First Federal Savings & Loan (S); Emery-Bird-Thayer (S); Elko Film Service (S); City National Bank & Trust Co. (S).

OWELL-GRANT INC.
0 Madison Ave., Detroit 26
el.: Cadillac 4321
adio Dept.: Robert H. Powell, radio director; Austin T. Grant, television director and account executive; Lois M. Michaels, Robert H. Powell, time buyers; David E. Hill, Florentine Urban, account executives.

leveland 14—Union Commerce Bldg.
Tel.: Cherry 3458. F. A. VanFleet, manager.

adio Accounts: Rollie Barrett; Ken Brown; Edelman Realty; Fisher Record; Floyd Rice; O. H. Frisbie; Fenster Furniture; Gordon Service, Inc.; Grates Motor Sales; C. A. Jackson, Inc.; The Knack Co.; Lee & Cady; Jerry Lynch; McDonough Motors; McKay-Davis; Jackson Maisel Co.; Park Motor Sales; Peters Sausage Co.; Jack Powell Motors; Recreation Inc.; Louis Rose Co.; Seal-Peel Inc.; Schafer Bakeries; Sid Savage Motors; Southeastern Michigan Tourist Assn.; S. E. Mighton Co.; DeSoto-Plymouth Dealers of Cleveland.

ALPH L. POWER
7 Castellar St., Los Angeles 12
el.: Mutual 5277

JHN O. POWERS CO.
40 East 42nd St., New York 17
el.: Murray Hill 2-8766

RATER ADVERTISING AGENCY, INC.
15 Chestnut St., St. Louis 1
el.: Garfield 6490

adio Dept.: Ray D. Williams, radio and television director; George L. Prater, Harold R. Buschhorn, George L. Hawkins, account executives; Marcelle Miller, traffic.

adio Accounts: Falls City Brewing Co. (S); Merit Clothing Co. (S); Claussner Hosiery Co. (S).

RATT & BURK
133 Fourth Ave., Pittsburgh 22
el.: Atlantic 4139

adio Dept.: Russell Pratt, radio director; Dolores McCarthy, G. Norman Burk, timebuyers.

adio Accounts: Meadow Gold Dairies Inc. (S); Meadow Gold Foods Co. (S); Roth Rug Cleaners Inc. (S); Liberty Baking Co. (S); Midtown Motors Inc. (S); National Record Marts (S); Peerless Wallpaper Co. (S); Hutchinson Co. (S); Standard Floor Co. (S); Voco-Tele-Music Corp. (S); Pittsburgh Home Savings and Loan (S); American Cleaners and Dyers (S); Winston Chevrolet Inc. (S); George M. Wilson Co. (S); Saunders Mfg. Co. (S); Tucker and Tucker (S).

RESBA, FELLERS & PRESBA CO.
60 N. Michigan, Chicago 1
el.: Central 7683

radio Dept.: W. B. Presba, president; Marquis M. Smith, radio director; Ralph Cushing, Bert Presba, Frank Steel, account executives.

radio Accounts: Bunte Bros.; Flex-O-Glass Mfg. Co.; Book House for Children; Radio Film; Carlay Co.

E. J. PRESSER & CO.
19 S. Mint St., Charlotte 1, N. C.
Tel.: 4-7754

G. PROCTOR CO. INC.
50 Park Ave., New York 17
Tel.: Plaza 3-5252

Radio Dept.: J. G. Proctor, president; George Proctor, radio director.
Radio Account: Freed Furs (S).

PRODUCTIVE ADVERTISING AGENCY
153 S. Western Ave., Los Angeles 5
Tel.: Exposition 1293

Radio Dept.: John T. Davies, copy and radio director.
Radio Account: Arden Farms Company.

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.; Berghoff Brewing Corp.

RATCLIFFE ADVERTISING AGENCY

Mercantile Bank Bldg., Dallas 1
Tel.: Central 8035
Radio Dept.: M. K. Ratcliffe, O. S. Bruck, account executives.

RAY-HIRSCH & WATSON
7 E. 42nd St., New York 17
Tel.: Murray Hill 2-3355
Radio Dept.: Murray Hirsch, radio director.

Radio Account: Electronic Corp. of America (S).

LARRY RAYMOND COMPANY
959 Crenshaw Blvd., Los Angeles 6
Tel.: York 8125
Radio Dept.: Larry Raymond, owner and radio director.

CHAS. DALLAS REACH CO.
46 W. 55th St., New York
Tel.: Circle 5-4176

Radio Dept.: Charles A. King Jr., vice-president in charge of radio; Robert Barker, space buyer.

Radio Accounts: Waterman Fountain Pen Corp. (N); Admiracion Shampoo (S); Dugan Bros.; Newark Star Ledger (S); New Jersey Bell Telephone Co. (S); Royce Chemical Co. (S); Bury Biscuit Co.; Hensler Brewing Co. (S).

REALSERVICE INC.
110 W. 34th St., New York 1
Tel.: Pennsylvania 6-441
Radio Dept.: J. Elkins, radio director, timebuyer.

KNOX REEVES ADVERTISING INC.
First National Bldg., Minneapolis 2
Tel.: Bridgeport 7701

Radio Dept.: Russell E. Neff, radio director; Elizabeth Reeves, script editor; H. King Painter, radio programs production; Kenneth Torgerson, director of media; Clayton Rossland, timebuyer.
New York 17—Chanin Bldg. Tel.: Murray Hill 4-3982.
San Francisco 5—625 Market St. Tel.: Sutter 6744. H. H. Strobusch, manager.

Radio Accounts: General Mills Inc. (N-S); Pacific Gamble Robinson Co. (S); Midland Bank (S).

REINCKE, MEYER & FINN INC.
520 N. Michigan Ave., Chicago 11
Tel.: Whitehall 7440
Radio Dept.: Frank M. Baker, radio director.

Radio Accounts: Blue Moon Foods Inc. (S); Chicago, Burlington & Quincy Railroads (S); Reed Candy Co. (S).

EMIL REINHARDT
1736 Franklin St., Oakland 12
Tel.: Templebar 2408
Radio Dept.: Joseph Connor, manager.

REISS ADVERTISING
221 W. 57th St., New York 19
Tel.: Columbus 5-7733
Radio Dept.: Joseph Reiss, partner, director of radio.
Radio Account: Rand Rubber Co. (S).

WM. B. REMINGTON INC.
196 Worthington St., Springfield 3, Mass.
Tel.: 2-2135
Radio Dept.: Elizabeth McGonigle, William R. Mason, account executives.

REPUBLIC RADIO FEATURES
64 East Lake St., Chicago 1
Tel.: State 0460
Radio Dept.: Capico Kapps, radio director; Albert Kapps, timebuyer; Joseph Kapps, account executive and partner.

RHOADES & DAVIS
690 Market St., San Francisco 4
Tel.: Exbrook 6468
Radio Dept.: David M. Greene, radio director; Jean Roberts, timebuyer.

IRWIN S. RICHLAND CO.
59 West 46th St., New York
Tel.: Bryant 9-8574
Radio Dept.: Irwin S. Richland.

M. EVANS RICHMOND ADV. AGENCY
1411 Walnut St., Philadelphia 2
Tel.: Locust 7-3479
Radio Dept.: M. Evans Richmond, director; Robert Sanford Richmond, timebuyer.

LEE RINGER ADVERTISING
3923 W. 6th St., Los Angeles 5
Tel.: Drexel 8131
Radio Dept.: Ethel Greenfield.

JOHN H. RIORDAN CO.
605 Lucas Ave., Los Angeles 14
Tel.: Madison 6-2291
Radio Dept.: John H. Riordan, owner, radio director and account executive; A. Culver Boyd Jr., account executive.

Radio Accounts: California Flyers Inc.; Omega Shoe Polish Co.

PHILIP RITTER CO. INC.
511 Fifth Ave., New York 17
Tel.: Murray Hill 7-6574
Radio Dept.: Phillip Ritter Jr., president, radio director.

DAN RIVKIN AGENCY

1418 Walnut St., Philadelphia 2
Tel.: Pennypacker 5-5766
Radio Dept.: Dan Rivkin.

Radio Accounts: Dunoff Shoes (S); Foot Step Shoes (S); Frank's Juvenile Furniture (S); Huskey's Furniture (S); Ismak Rug Mills (S); Joe Krass & Sons Clothing (S); Moskin Clothes (S); Richard's Clothes (S); Royal Shoe Markets (S); Sam the Tailor (S); Spiro's Apparel (S); Stanley's Corrective Shoes (S); John Kohler Clothes (S); Berg Bros. Clothes (S); Shapiro's Shoes (S); Kaplan's Jewelers (S); Cantor's Shoes (S); Karis Juvenile Furniture (S).

ARTHUR G. RIPPY & CO.
First National Bank Bldg., Denver 2
Tel.: Tabor 0221
Radio Dept.: Arthur G. Rippey, C. G. Henderson.

ROBERTS & REIMERS INC.
551 Fifth Ave., New York 17
Tel.: Murray Hill 2-3175
Radio Dept.: Robert Power Reimers, president; Leon Kelley, vice-president; John Kerevin Lucken, timebuyer.

ROBINSON ASSOC.
25 Vanderbilt Ave., New York
Tel.: Murray Hill 5-2874

ELWOOD J. ROBINSON ADV. AGENCY
541 South Spring St., Los Angeles 13
Tel.: Mutual 1142
Radio Dept.: Elwood J. Robinson, Melvin A. Jensen, John W. Haynes, account executives; Robert C. Neuman, timebuyer.

Radio Accounts: Loma Linda Food Co. (S); Wilco Co. (S); Western Federal Savings & Loan Assoc. (S); Lewis Food Co. (S); Pioneer Savings & Loan Institute (S); California Fig Institute (S).

ROCKLIN IRVING & ASSOCIATES
155 N. Clark St., Chicago 1
Tel.: Randolph 2324
Radio Dept.: Irving Rocklin, account executive; Geraldine I. Cohen, radio director; Annette S. Cook, timebuyer.
Radio Accounts: Union Life Insurance Co. (S); Walton Motors (S); Libby

Furniture & Appliance Co. (S); Bala-ban Floor Covering Co. (S); Modern Merchandisers (S); Martin Jewelers (S); Ace Window Screen Co. (S); International Events (S); Aviation School Supply Co.; Furriers, Inc. (S); North Town Check Cashing Service; Pollack and Neilson (N-S); United Enterprises (N).

ROCHE, WILLIAMS & CLEARY INC.
135 S. LaSalle St., Chicago
Tel.: Randolph 9760
Radio Dept.: Phil Stewart, radio director; N. J. Kavanagh, timebuyer; J. V. Gilmore, J. P. Roche, Abner Rubien (N.Y.), R. A. Porter, Lloyd Maxwell, account executives.

New York 17—400 Madison Ave. Tel.: Plaza 3-7444. R. A. Porter, vice-president; Harold Kemp, radio director.

Philadelphia 2—225 S. 15th St. Tel.: Pennypacker 2766. Guy C. Pierce, vice-president.

Radio Accounts: Tum's; Studebaker Corp.; Chimney-Sweep; Milwaukee Railroad; Raymond Laboratories (Rayve); Revere Camera; Stewart & Ashby Coffee Co.

ROCKMORE COMPANY
37 West 57th St., New York 19
Tel.: Plaza 8-2506
Radio Dept.: William Mogle, radio director.

Radio Accounts: Readers Scope Magazine (S); Veg Packaging Co. (S).

ROOT-MANDABACH ADV. AGENCY
646 N. Michigan Ave., Chicago 11
Tel.: Superior 8247
Radio Dept.: P. B. Root.

CHARLES EDSON ROSE CO.
100 E. Chicago Ave., Chicago 11
Tel.: Superior 3486
Radio Dept.: William Perry, radio director and timebuyer.
Radio Account: Lombardo Wine Co. (S).

ROSE-MARTIN INC.
21 W. 46th St., New York 19
Tel.: Bryant 9-4621
Radio Dept.: G. M. Rundbaken, media director and timebuyer.
Radio Account: Public National Bank & Trust Co. (S).

(Continued)

“Knoxville’s
Independent Voice”

WIBK

1000 Watts On 800
Serving
The South’s 3rd State
Tennessee’s 3rd Market
FOR AVAILABILITIES
CONSULT
Donald Cooke, Inc.

ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS
(Continued)

IRVING ROSEN ADVERTISING
160 Fifth Ave., New York 10
Tel.: Chelsea 2-7930
Radio Dept.: Irving Rosen, radio director; E. Rose, production.

ARTHUR ROSENBERG CO. INC.
570 Seventh Avenue, New York 18
Tel.: Chickering 4-4420
Radio Dept.: Arthur Rosenberg, Samuel Rubenstein, Charles S. Silver.
Radio Accounts: Longine-Wittnauer Watch Co. Inc.; Myers 1890 Beverages; Gleam Shampoo; Miner's Inc.; Rigaud Perumes.
Television Account: Longines-Wittnauer Watch Co. Inc.

WM. B. ROSS & ASSOCIATES
572 W. Washington Blvd., Los Angeles 15
Tel.: Prospect 7656
Radio Dept.: Beatrice Henning Shaw, radio director.
Radio Accounts: Monarch Finer Foods; Hollywood Cemetery Assn.; Pierce Bros.; Pierce Life Insurance Co.

ROSS, GARDNER & WHITE ADV.
2412 West 7th St., Los Angeles 5
Tel.: Drexel 7211
Radio Dept.: Edward A. Altshuler, radio director; Edward B. Ross, television director; Frank Ryhlick, television account executive.

A. JAMES ROUSE CO.
521 N. La Cienga Blvd., Los Angeles 36
Tel.: Bradshaw 2-1772
Radio Dept.: Sanford Woolf, radio director; Margaret Amedea, timebuyer; Bert Feinberg, timebuyer; Nick Decker, production manager.
Radio Accounts: Tilford's Restaurant; Original Barbecue; House of Fabrics, Inc.; Columbia Razor Blade; Allied Surplus; Babylon Rug Co.; Perma-Nail Co.; Golden Dagger Lipstick.

WALTER L. RUBENS & CO.
410 N. Michigan Ave., Chicago 11
Tel.: Whitehall 3540
Radio Dept.: Walter Rubens, president, radio director and timebuyer; Helen Shaney, vice-president.
Radio Accounts: Clean Home Products; Piper Fudge Co.

RUTHRAUFF & RYAN INC.
405 Lexington Ave., New York 17
Tel.: Murray Hill 6-6400
Radio Dept.: Merritt W. Barnum, Wilson Tuttle, co-radio directors; Grant Y. Flynn, publicity and television director; Tom Slater, John G. Cole, Knowles Entrikin, Robert Ballin, Merrit W. Barnum, Grant Y. Flynn, Robert Steel, Wilson Tuttle, John Wellington, radio supervisors and producers; Miss Regina Morgan, radio commercial supervisor; Miss Kathleen McMahon, talent buyer; Miss Helen Hartwig, spot timebuyer.
Chicago 1—360 N. Michigan Ave. Tel.: Franklin 0485. Paul E. Watson, western manager; R. W. Metzger, radio director; Jack Sharp, charge of commercial writing; Holly Shively, charge of scripts.

Hollywood 28—1680 N. Vine St. Tel.: Hillside 7593. Robert Ballin, vice-president; Ruth Fredericks, spot timebuyer; Sam Pierce, Richard Uhl, Glen Middleton, Stew Garner, producers.
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.
Houston 2—712 Main St. Tel.: Charter 4-1741. W. Van A. Combs, manager.
San Francisco 4—235 Montgomery St. Tel.: Exbrook 4616. Herbert O. Nelson, account executive
Seattle 1—1218 Third Ave. Tel.: Main 6727. F. G. Mullins, vice-president.
Cincinnati 2—Carew Tower. Tel.: Main 2413. John L. Magro, manager.
Toronto—80 Richmond St. Tel.: Adelaide 4069. S. Ramsay Lees, manager.

LEWIS EDWIN RYAN
726 Jackson Place, Washington 6, D. C.
Tel.: Republic 7606
Radio Dept.: Loye Minor, radio director and account executive; Laura D. Baker, timebuyer, account executive; W. R. Doores, account executive.

RYDER & INGRAM LTD.
1924 Franklin St., Oakland 12
Tel.: Templebar 2-0363
Radio Dept.: Ross H. Ryder, Robert L. Ingram, E. A. Bonfield, account executives; Thomas H. Moriarty, copy chief; Estelle Guy, timebuyer.

S

BEN SACKHEIM INC.
29 W. 57th St., New York 19
Tel.: Eldorado 5-6025
Radio Dept.: Leonard H. Spring, timebuyer; Ben Sackheim, Lloyd G. Whitebrook, Mrs. Roberta Bard Bruck, account executives.

ST. GEORGES & KEYES INC.
250 Park Avenue, New York 17
Tel.: Plaza 5-1180
Radio Dept.: Stanley L. Keyes, radio director.
Radio Accounts: Dolcin Corp. (S); Dolcin Ltd. (S); Benjamin Moore & Co. (N-S).

HAL A. SALZMAN ASSOCIATES
43 W. 51st St., New York 17
Tel.: Plaza 9-8620
Radio Dept.: Jack Ross, radio director; time and talent buyer; Hal Salzman, account executive.

WALKER SAUSSY ADVERTISING
318 Carondelet St., New Orleans 12
Tel.: Magnolia 3218

SAVAGE & TALLEY
Fountain Square Bldg., Cincinnati 2
Tel.: Main 1164
Radio Dept.: William Savage Jr., Thomas M. Talley, partners.

ROSS SAWYER ADV.
8438 Melrose Ave., Los Angeles 46
Tel.: Webster 6275
Radio Dept.: Howard Moser, radio director; Marty Sawyer, timebuyer; George Plagens, production manager.
Radio Accounts: Ladies Choice Foods Inc.; Challenge Cream & Butter Assn.

SCHACTER AND FAIN INC.
18 East 41st Street, New York 17
Tel.: Lexington 2-2909
Radio Dept.: Dan Schacter, Michael Fain.

SHECK ADVERTISING AGENCY INC.
9 Clinton St., Newark 2
Tel.: Market 2-0480
Radio Dept.: E. Grant Scheck, radio director; Morris Scheck, Julius Scheck, Wm. Andrews, account executives.

HUGO SCHEIBNER INC.
111 W. 7th St., Los Angeles 14
Tel.: Michigan 6636
Radio Dept.: Hugo Scheibner, radio director.
San Francisco—26 O'Farrell St. Tel.: Sutter 1-5226.

SCHOLTS ADVERTISING SERVICE
1201 West Fourth St., Los Angeles 13
Tel.: Michigan 2396
Radio Dept.: Tom Scholts, radio director; L. G. Myhro, program merchandising.

GORDON SCHONFARBER & ASSOC. INC.
58 Weybosset St., Providence 3
Tel.: Gaspee 4813
Radio Dept.: Claire R. Grenier, radio director; Gordon Schonfarber, account executive.
Radio Accounts: Calif. Artificial Flower Co. (S); Comfi-Coil Inc. (S); Gladding's Inc. (S); New England Bakery Co. (S); Old Colony Cooperative Bank (S); Tilden-Thurber Inc. (S); R. I. Home Builders Inc. (S); Rusco Co. of R. I. (S).

SCHWAB & BEATTY INC.
1230 Sixth Ave., New York 20
Tel.: Circle 5-9090
Radio Dept.: Victor O. Schwab, president, account executive; James E. Schwenck, radio director, timebuyer.
Radio Accounts: Book-of-the-Month Club Inc. (S); Omnibook Magazine (N).

HAROLD S. SCHWARTZ & ASSOCIATES
1227 Loyola Ave., Chicago 10
Tel.: Rogers Park 1502
Radio Dept.: Harold S. Schwartz.

SCHWIMMER & SCOTT INC.
75 E. Wacker Drive, Chicago 1
Tel.: Dearborn 1815
Radio Dept.: Alan Fishburn, radio and television director; Evelyn Vanderploeg, director of media; Walter Schwimmer, R. J. Scott, Ed Guy, Fred Vosse, C. Lillienfeld, account executives.
Radio Accounts: Congress Cigar Co. (S); Hirsch Clothing (S); Lincio Products Co. (S); Salerno McGowen Co. (S); Walgreen (S); Coronet Magazine (N-S); Dell Publishing Co. (S); National Small Businessmen (S); Sealy Mattress Co. (S); Kitchen Art Foods (S); Puritan Co. of America (S); Universal Match Corp. (N-S); National Food Stores (S); Chicago Stadium (S).

HUNTER SCOTT ADVERTISING AGENCY
752 Fulton St., Fresno, Calif.
Tel.: 3-3283
Radio Dept.: John McDermott.
Radio Accounts: Chimo-Oliver (S); Bruckner's (S); Hockett-Cowan Mus Co. (S); Wade, the Jeweler (S).

RUSSELL M. SEEDS CO.
919 North Michigan Ave., Chicago 11
Tel.: Delaware 1045
Radio Dept.: Jack Simpson, radio director; June Jackson, timebuyer.
Hollywood—1469 N. Vine St. Tel.: Hempstead 7824. Lou Place, manager
Radio Accounts: Brown & Williams Tobacco Co. (N-S); the Pinex Co. (S); W. A. Sheaffer Pen Co. (N) Oxford Products Co. (S).
Television Account: Brown-Williams Tobacco Co.

ROSCOE W. SEGAR ADVERTISING AGENCY
2125 N. E. 48th Ave., Portland 13, Ore.
Tel.: Trinity 3445
Radio Dept.: R. W. Segar, radio director; D. Segar, account executive.
Radio Accounts: Niklas & Sons, Floris (S); George B. Wallace, Studebaker Dist. (S).

SEIDEL ADVERTISING AGENCY INC.
Times Bldg., Times Square, New York
Tel.: Longacre 4-3780
Radio Accounts: Ringling Bros. Circus (S); Henry Rosefield Inc. (N-S); Seeco Records Inc. (S); Melville Radio Institute (S); Kassoy Inc. (S) Maria Kramer Enterprises (S).

WM. G. SEIDENBAUM ADV. AGENCY
9 E. 40th St., New York 16
Tel.: Murray Hill 3-3763
Radio Dept.: Wm. G. Seidenbaum, radio director, account executive.
Radio Accounts: Calley Lighter Corp.
SHAFFER, BRENNAN, MARGULI ADV. CO.
4 N. 8th St., St. Louis 1
Tel.: Main 2579
Radio Dept.: Sam B. Margulis, partner, radio director.

SHAPPE-WILKES INC.
215 Fourth Ave., New York 2
Tel.: Gramercy 5-5660
Radio Dept.: Louis Shappe, radio director; Milton Hermanson, script writer.
Radio Accounts: Stock Products Co. (S)

JOHN W. SHAW ADVERTISING INC.
228 N. LaSalle St., Chicago 1
Tel.: Dearborn 5082
Radio Dept.: Edmund B. Abbott, vice president and radio director; John W. Shaw, L. W. Scott, E. J. Conlor Miss Betsy Tyroler, Jo-Ann Munson account executives.
Radio Accounts: College Inn Tomat Juice Cocktail (S); Standard Millin Co.; Peter Fox Brewing.

THE SHAW COMPANY
816 W. 5th St., Los Angeles 13
Tel.: Mutual 5161
Radio Dept.: Ida M. Lynch, radio director.

LISLE SHELDON ADVERTISING AGENCY
1753 No. Western Ave., Los Angeles 27
Tel.: Hempstead 2366
Radio Dept.: Lisle Sheldon, Dorothy Streeter.

K. E. SHEPARD ADVERTISING AGENCY
105 S. La Salle St., Chicago 11
Tel.: Andover 5966
Radio Dept.: K. E. Shepard; Ben Homan media.
Radio Account: Wilson & Co.

SHERMAN & MARQUETTE, INC.
919 N. Michigan Ave., Chicago 11
Tel.: Delaware 8000
Radio Dept.: Louis E. Tilden, radio director Chicago; Joseph Rines, radio director New York; C. E. Bonnessen, media director, Chicago; J. B. Crandall, media director, New York.
New York—10 Rockefeller Plaza, Tel.: Circle 6-1550. Joseph Rines.
Radio Accounts: Colgate Palmolive Peet Co. (N-S); The Quaker Oats Co. (N-S); Dr. W. B. Caldwell Co. (S); W. F. McLaughlin & Co.

SHORLANE-BENET CO.
229 W. 42nd St., New York 18
Tel.: Longacre 3-2708
Radio Dept.: A. H. Lange, radio director, timebuyer.

SHORT & BAUM ADVERTISING
San Francisco—240 Stockton St. Tel.: Douglas 1117. Ramsey Oppenheim, manager.
Tel.: Beacon 5153
Radio Dept.: Hal E. Short, Charles L. Baum, partners.

FIRST

In Listener Preference

On San Francisco's Fabulous Peninsula

OUR comprehensive coverage of local news and special events **PLUS** the Best in Musical Entertainment has gained KVSM the listening audience that Insures results for KVSM advertisers.

**EVEN IF YOU AREN'T FROM MISSOURI
LET OUR REPRESENTATIVE SHOW YOU
THE FACTS!**

DONALD COOK, INC. GENE GRANT
New York Chicago Los Angeles San Francisco

KVSM San Mateo, Calif.

FRED J. SILBERSTEIN, BERT GOLDSMITH INC.
2, 40th St., New York 16
l.: Murray Hill 7-7676
dio Dept.: Walter F. Kearns Jr., radio, television director.
dio Accounts: West Disinfecting Co. (S); Botany Mills (L).
television Account: Botany Mills Inc.

LBERT SIMON CO.
N. Larchmont Blvd., Los Angeles 1
l.: Hollywood 5500
dio Accounts: Valley Market Town; American Radio Rental Service; Asher Shoe Stores.

MMONDS & SIMMONDS INC.
N. Wells St., Chicago 6
l.: Central 1166
dio Dept.: Phil W. Tobias, radio director; Marion Azzarelo, timebuyer; Phil Tobias, Merle Fuller, account executives.
Louis—611 Olive St. Tel.: Garfield 6357. Merle Fuller, vice-president.
dio Accounts: Dr. LeGear Medicine Co. (S); Economy Mills (S); B-1 Beverage Co. (S); Security Mills.

SAN SIMMONS ADV.
10 S. La Brea, Los Angeles 35
l.: Olympic 7002
dio Dept.: Dean Simmons, owner, radio director, account executive; Lee Turchin, timebuyer; Estelle Petkus, production; Paul Vandervoort, copy.
dio Accounts: Kip Corp. Ltd. (S); Dr. S. M. Cowen Dentists (S); Johnston Pie Co. (S); Higgins Products Co. (S); National Travelers Insurance Co. (S); Voice of Calvary (S).

LVERMAN ADV. CO.
N. Michigan Ave., Chicago 1
l.: Superior 1040
dio Dept.: M. B. Silverman, radio director.

CHARLES SILVER & CO.
7 N. Michigan Ave., Chicago 11
l.: Superior 6625
dio Dept.: B. R. Solomon, timebuyer, television director.
dio Accounts: I. J. Grass Noodle Co.; Rival Packing Co.

LYMOND L. SINES & ASSOCIATES
1 Geary Street, San Francisco
l.: Sutter 1-8137
dio Dept.: Beth Norman, timebuyer, account executive, production, copy.

MITH, BULL & MCCREERY
42 Sunset, Hollywood
l.: Hempstead 5671
dio Dept.: Georgia Small, timebuyer; Manfred Kaylor, radio director, Dick Garton, asst.
New York—Empire State Bldg. Tel.: Longacre 34107. Earl Dumont, radio executive.
San Francisco—Loew Warfield Bldg. Tel.: Ordway 7967. Robert Selby, radio executive.
dio Accounts: Ice Pollies, San Francisco; Ice-Capades, Pittsburgh; New York Times; Milani '1890; California Contour; Marshall and Clampert; Western Harness Racing Assn.; Los Angeles Rams Football Club.
television Accounts: Pan Pacific Auditorium.

CHARLES N. STAHL ADV.
12 S. Broadway, Los Angeles 13
l.: Madison 7844
dio Dept.: Tom Cafferty, radio director; Katharine Haldermann, timebuyer; Charles N. Stahl, owner, account executive.
dio Accounts: Dr. Beauchamp Southern California Dental Offices (S); Dr. A. Reed Shoe Co. (S); Yorktown Shirt Shops (S); Grace Bros. Breweries (S); Murphy Motors Co.

THE STANLEY ADVERTISING AGENCY, INC.
19 Curtis Building, Detroit 2
l.: Trinity 3-6677
dio Dept.: Stanley Altschuler; Margaret Osborn, timebuyer.
dio Accounts: Amer Lithuanian; Rev. Anderson; Armenian Hour; Christ for America; Church of God; Church of God in Christ; Cole Funeral Service (S); Croatian Hour; Czechoslovak Hour; Egyptian Melodies; First Hungarian Ref. Church; Local 600, UAW-CIO; Franco-American Club; Gilead Baptist; Hungarian Rhapsodies; Jack's Men's Shop; Lithuanian Hour; Michigan and Bay Furniture Stores (S); Mistele Coal Co. (S); Serbian Cultural; Sign of the Times; Slovian Circle Assn.; Dr. Louis Spalter (S); Starlight Temple Church; Temple Baptist Church; United Russian; Yugoslav Radio Club; Zolkover Dept. Store (S); Delmar Importing Co.; Hampol's Super Market (S); International UAW-CIO; Polish Ecclesia.

BARTON A. STEBBINS
1250 Wilshire Blvd., Los Angeles 14
Tel.: Trinity 8821
Radio Dept.: E. C. Bloodworth, radio director; A. W. Gudelman, timebuyer.
Radio Accounts: Signal Oil Co. (N-S); E. F. Hutton & Co. (S); Nash Dealers (S); Pluma Wine (S).

ARTHUR W. STOWE ADVERTISING AGENCY
672 S. Lafayette Park Pl., Los Angeles 5
Tel.: Drexel 8138
Radio Dept.: Arthur W. Stowe, Alan Cameron, timebuyers, account executives.
Radio Accounts: Taylor Auto Co.; Western Auto Supply Co. (S); Wilders Furniture; Stout Trailers; General Engineering Service Co. (S); Automotive Business Assn. (S); Yankee Doodle Root Beer (S).

STRAUCHEN & MCKIM ADVERTISING
Ingalls Bldg., Cincinnati 2
Tel.: Main 1618
Radio Dept.: John G. Maupin, radio director; Edmund R. Strauchen, Gordon F. McKim Jr., account executives; Mary H. Taylor, radio research.
Radio Accounts: Argus Industries (S); George H. Newstedt & Co.; Geo. Weideman Brewing Co. (S).

J. M. STRAUS & CO.
636 S. Serrano Ave., Los Angeles 5
Tel.: Federal 5072
Radio Dept.: Sanford Ullman, media director.

STODEL ADVERTISING CO.
439 So. Western Ave., Los Angeles. 5
Tel.: Fitzroy 2133
Radio Dept.: Edward C. Stodel, owner, radio director, account executive; Eden Beulow, timebuyer; Geraldine McMillian, radio traffic; Clifford Levine, production and continuity.
Radio Accounts: Warner Bros. Theaters and Studio. Pacific Zone (S); Eastern-Columbia Department Stores (S); Harris & Frank (chain) (S).

STREET & FINNEY INC.
330 W. 42nd St., New York 18
Tel.: Bryant 9-2400
Radio Dept.: Howard Miller, radio director; Warren Faxon, John T. Kelly Jr., Robert Finney, account executives; Helen A. Thomas, timebuyer.
Radio Accounts: Foster-Milburn Co., Doan's Pills (S); George T. Fulford Co. (S); United Sales & Mfg. Co. (S); Affiliated Products (S).

CHARLES R. STUART ADVERTISING
625 Market St., San Francisco 5
Tel.: Douglas 2438
Radio Accounts: Bank of America (S).

SUDLER COMPANY
412 W. Sixth St., Los Angeles 14
Tel.: Trinity 0709
Radio Dept.: Culbreth Sudler, radio director.

DANIEL F. SULLIVAN CO.
Statler Bldg., Boston 16
Tel.: Hancock 7645
Radio Dept.: Eugene Stafford, radio director; Frederick W. Cole, timebuyer.
Portland, Me.—22 Monument Square. Tel.: Portland 3-1255
Radio Accounts: F. H. Snow (N-S); Simonson & Co. (S); Hamid Morton Circus (S); Revere Racing (S); Kaiser-Frazer Dealers (S); U-Drive-Autos (S); Middlesex County Banks; Shields Co.; Bay State Assn. (S); Hugh Clay Paulk (S).

SULLIVAN, STAUFFER, COLWELL & BAYLES INC.
270 Park Ave., New York 17
Tel.: Plaza 9-3080
Radio Dept.: Donald D. Stauffer, vice-president and radio director; Frank Minehan, media director; Jean Lawler, timebuyer; Phil Cohen, production director; Thomas F. Vieter Jr., asst. production director; John Cohane, T. Newton Weatherby, Luther Wood, William Spire, Abbott K. Spencer, James Thompson, Mary A. Ayres, account executives.
Hollywood 28—1607 Vista Del Mar Ave. Tel.: Gladstone 5048. J. J. Van Nstrand Jr., vice-president and director; Dick Uhl, production director.
Radio Accounts: Whitehall Pharmaceutical Co. (N); Noxzema Chemical Co. (N); Carter Products Inc. (N); J. H. Filbert, Inc.; Lever Bros. Co.; McCormick & Co., Inc.; Smith Bros. Inc.

G. LYNN SUMNER CO.
444 Madison Ave., New York 22
Tel.: Plaza 3-8730
Radio Dept.: George Birdsong, radio director.

SWANEY, DRAKE & BEMENT INC.
6331 Hollywood Blvd., Hollywood 28
Tel.: Granite 1950
Radio Dept.: James Emmett, manager.
WALTER M. SWERTFAGER CO.
40 E. 49th St., New York 17
Tel.: Plaza 3-9810
Radio Dept.: Walter M. Swertfager.

T. J. D. TA. & CO.
630 Fifth St., New York 20
Tel.: Circle 6
Radio Dept.: Art Kelly, radio director.
Radio Accou. McKesson & Robbins Inc.; Pers. 4 Blades (S); Benrus Watches (S. Seeman Bros.; Fleer's Gum (S).

GEORGE TAYLOR ADV. AGENCY
420 Market St., San Francisco 11
Tel.: Garfield 1-6812
Radio Dept.: George Taylor.
Radio Accounts: J. E. French Co. (S); Doelger Co. (S); Byington Electric Co. (S); Northbrae Cleaners (S).

J. WALTER THOMPSON COMPANY
420 Lexington Avenue
Tel.: Murray Hill 3-2000
Radio Dept.: Stanley Resor, president; John U. Reber, vice president in charge of radio and television; Linnea Nelson, radio and television timebuyer; Virginia Spragle, radio and television talent buyer.
Chicago—410 North Michigan Ave. Tel.: Superior 0303. Henry T. Stanton, vice president and general manager; Harold R. Rorke, radio director; Margaret Wylie, radio and television timebuyer.

Hollywood—1549 North Vine St. Tel.: Hillside 7241. Cornwell Jackson, vice president and manager; Cal Kuhl, vice president; Norman Blackburn, vice president.

San Francisco—320 California St. Tel.: Garfield 3510. Arthur Farlow, vice president and manager; Henry M. Jackson, radio director; Frances Young, radio timebuyer.

Los Angeles—645 South Flower St. Tel.: Madison 2661. Robert B. Shirey, general manager; Jane Hubert, radio timebuyer.

Radio accounts: Atlantis Sales Corporation (S); P. Ballantine & Sons (S); Bowman Dairy Company (S); Bate-man, Eichler & Co. (S); Eastman Kodak Company (S); Elgin National Watch Co. (N,S); Fanny Farmer Candy Shops (S); Ford Dealer Advertising Groups (N,S); General Cigar Company (S); Glass Container Manufacturers' Institute (S); J. T. Hardman Hat Company (S); Johns-Manville Corporation (N); Kraft Foods

Company (N,S); Langendorf United Bakeries, Inc. (N,S); Lever Brothers Company (N); Libby, McNeill & Libby (N); Linwood Poultry Company (S); Northern Trust Company (S); Pan American World Airways (S); Penick & Ford, Ltd. Inc. (S); Planters Nut & Chocolate Co. (S); RCA Victor-Division of Radio Corporation of America (N,S); Safeway Stores, Inc. (N,S); Shell Oil Company, Inc. (S); Southern California Citrus Foods (S); Standard Brands Incorporated (N,S); Swift & Company (N,S); Ward Baking Company (N,S); Washington State Apple Commission (N,S); Weco Products (S); The J. B. Williams Company (S).

Television Accounts: Elgin National Watch Co.; Ford Motor Co.; Scott & Grauer; Kraft Foods; RCA Victor.
THOMSON, SAVA & VALENTI INC.
40 E. 49th St., New York 17
Tel.: Plaza 9-0850
Radio Dept.: R. D. MacNamee, vice-president in charge of radio; Rosetta Valenti, timebuyer.

TIMELY ASSOCIATES
70 E. 45th St., New York 17
Tel.: Murray Hill 4-0286-7
Radio Dept.: Hubert K. Simon, radio director; Elaine Goldsmith, timebuyer.
Radio Accounts: Progressive Life Insurance Co.; Coro, Inc.; Shiman Bros. Co.; Jaques Kreisler Mfg. Co. Corp.; Solon State; New Rexbilt Leather Goods Corp.; L. H. Stern Inc.
Television Accounts: Prevore Electric Mfg. Corp.; Shiman Bros. Co.

ALFRED F. TOKAR
850 Broad St., Newark 2
Tel.: Mitchell 2-2561
Radio Dept.: Norman Tokar.
Radio Accounts: Benjamin & Johns (S).
THE TOLLE CO.
1340 3rd Ave., San Diego 1
Tel.: Franklin 6606
Radio Dept.: Muriel Tolle, timebuyer.

ARTHUR TOWELL INC.
119 Monona Ave., Madison 3, Wis.
Tel.: Fairchild 870
Radio Dept.: Edward Kirley, radio director.

TATHAM-LAIRD INC.
20 N. Wacker Drive, Chicago 6
Tel.: Randolph 2171
Radio Dept.: Miss M. R. Sheridan, timebuyer, media director.
(Continued)

Now on the Air!

KTRE

LUFKIN, TEXAS

MARKET FACTS

PRIMARY COVERAGE

Based on 0.5 MV/M Coverage, KTRE will serve 95,500 Citizens...

- 36,800 total families.
- 22,400 radio families.
- \$101,030,000.00... 1946 income.
- \$76,929,000.00... 1946 bank deposits.
- \$62,609,000.00... 1946 retail sales.
- 33,501 1946 auto registrations.

*** TAKING ROOT IN THE FOREST**

CAPITAL OF TEXAS

REPRESENTED BY

TAYLOR-HOWE-SNOWDEN Radio Sales INC.

TRACY, KENT & CO. INC.
515 Madison Ave., New York 22
Tel.: Eldorado 5-4404
Radio Dept.: Philip A. Baecker, radio director.

Radio Accounts: B. Fischer & Co. Inc. (S); John Opitz Inc. (S); The Taylor-Reed Corp. (S); Salad Products Corp. (S); Parsons Ammonia Co. (S).

TRACY-LOCKE CO. INC.
1307 Pacific Ave., Dallas 1
Tel.: Riverside 8655

Radio Dept.: Monty Mann, chief time-buyer; Ernestine Parker, Mary Bob Randle, timebuyers; Raymond P. Locke, Morris L. Hite, Dan Gillean, Jerry W. Moffatt, Ernest L. Lovan, Scott Leonard, Robert Glassman.

Radio Accounts: Dr. Pepper Co. (N-S); Burrus Mill & Elevator Co. (N-S); Imperial Sugar Co. (N-S); Mrs. Baird's Bread Co. (S); Byer-Rolnick Co. (S); Republic National Bank (S).

TRIANGLE ADV. AGENCY
201 N. Wells St., Chicago 6
Tel.: Randolph 4594

Radio Dept.: Kenneth A. Ford, timebuyer.
Radio Accounts: American Crayon Co.; Jacques Seed Co.; Lowe Seed Co.; Moews Seed Co.; Tubbs Mig. Co.

THE TULLIS CO.
6000 Sunset Blvd., Hollywood 28
Tel.: Hempstead 6831

Radio Dept.: Howard L. Tullis, president; Ralph H. Whitmore Jr., radio director; Art Balanger, production manager; Jane Agnew, timebuyer; Earl Wilhite, Glenn Kerson, Tom Ross, George H. Patton, account executives.

San Francisco—519 California St. Tel.: Exbrook 2-4335. Elsie M. Bennett.
Chicago—800 N. Clark St. Tel.: Delaware 2125. Anne G. Andrews.

New York—342 Madison Ave. Tel.: Vandebilt 6-2834. Elisabeth J. Rubino.
San Diego—State at B St. Tel.: Main 6141. Thelma Bowen, manager.

Radio Accounts: American School of California Bowl Inc. (S); Les Kelley (S); Los Angeles Autom. (S); Party Pics (S); Toy Looney Real Estate (S); Standard Broadcasting Co. (S); Party Snax Food Products (S); Roberts Ranch Markets (S); California Dist. Co. (S); Whitman Piano Co. (S); Flotill Food Products (S); Venus Foods Inc. (S); Craig Oil Co. (S); J. R. Townsend Co. (S); Lucky Auto Supplies (S); Pan-tages & RKO Hill Street Theatres; Balian Ice Cream Co.

TURNER ADVERTISING AGENCY
2500 N. Michigan Ave., Chicago 11
Tel.: Superior 2161

Radio Dept.: A. F. Marthens, director radio and television.

U

ULRICH & ASSOCIATES
77 W. Washington, Chicago
Tel.: Andover 5328

Radio Dept.: C. J. Ulrich, president, radio director, timebuyer.

UNIVERSAL ADVERTISING AGENCY
6000 Sunset Blvd., Hollywood 28
Tel.: Hillside 8218
Radio Dept.: Charles Ross, Ellis E. Craig, William R. Reid, account executives.

V

VAN AUKEN & RAGLAND
325 W. Madison St., Chicago 6
Tel.: Franklin 2910

Radio Dept.: B. F. Stevens, Kenneth L. Van Auken, C. A. Ragland, account executives.

VAN HECKER INC.
664 N. Michigan Ave., Chicago 11
Tel.: Delaware 3122

Radio Dept.: C. E. Van Hecker, account executive; Wm. F. Barkow.
Radio Accounts: International Diamond; Pyroil Co.; Great American Sales Co.; Time Finance Corp.; Calculator Machine Co.

THE VANDEN CO. INC.
620 N. Michigan Ave., Chicago 11
Tel.: Superior 9608
Radio Dept.: G. W. Vanden.

VANGUARD ADVERTISING
15 E. 40th St., New York 16
Tel.: Murray Hill 5-4686

Radio Dept.: A. M. Ragonetti.

VENABLE-BROWN CO. INC.
4th and Main Sts., Cincinnati 2
Tel.: Parkway 6078

Radio Dept.: Dolores Mescher, treasurer, timebuyer.

M. BELMONT VER STANDIG
1917 Eye St., N. W., Washington, D. C.
Tel.: Republic 2929

Radio Dept.: M. Belmont Ver Standig, owner, radio director; James Milloy Jr.

Radio Accounts: Kretol Chemical Co. (S); Southern Venetian Blind Co. (S); Tru Blu Beer (S).

VIDEO ENTERPRISES
1011 Chestnut St., Philadelphia 7
Tel.: Lombard 3-4952

Radio Dept.: Franklin O. Pease, general manager; H. I. Greene, account executive; Jack Keeley, television director.

Radio Accounts: Veterans Historical Books Service, Inc. (S); Radio's Reliable Resources; Stan Labs.

CARLO VINTI ADVERTISING
431 Fifth Ave., New York 16
Tel.: Lexington 2-9477

Radio Dept.: Carlo Vinti, producer; Mario Rossel, art director; Ronnie Et-tore, timebuyer.

Detroit—Eaton Tower, Larry Bruzese.
San Francisco—470 Columbus Ave. R. Gelsi-Medoot.

Chicago—5001 W. Monroe St. Amerigo Lupi.

Radio Accounts: Petri Cigar Co.; Buitoni Products Inc.; Amerit Shipping & Trading Corp.; French Italian Wine Co.; Mario Specialties Shoppe; Chicago Macaroni Co.; National Candle Co.; Roma Wine Co.; Barboro Pastry Shop; Beralco Corp.; Fontana Hollywood Corp.; Uddo-Taormina Co.; Riverbank Canning Co.; A. V. Salvatore Inc.

IRWIN VLADIMIR & CO. INC.
285 Madison Ave., New York 17
Tel.: Murray Hill 5-0750

Radio Dept.: Thomas M. Quinn, executive vice-president, radio director.
Chicago 2—1 N. LaSalle St. Tel.: Andover 5053. Richard Hobbs, manager.

W. L. VOMACK INC.
420 Madison Ave., New York 17
Tel.: Eldorado 5-4874

Radio Dept.: Wm. L. Vomack
Radio Accounts: Medalo (S); Henry's (S); Hollywood Al (S).

W

WADE ADVERTISING AGENCY
20 N. Wacker Dr., Chicago 6
Tel.: State 7369

Radio Dept.: Jeff Wade, radio director; L. W. Davidson, Booth Luck, account executives; W. B. Condon, timebuyer.
Los Angeles 13—411 W. Fifth St. Tel.: Michigan 8608. Robert E. Dwyer, manager.

Radio Accounts: Miles Labs.; Murphy Products Co.; Morris B. Sachs; Wait-Cahill Co.; Quarry Corp. (S).

WADSWORTH & WALKER INC.
510 N. E. 29th St., Miami 37, Fla.
Radio Dept.: Ralph K. Wadsworth, president, radio director.

CARL C. WAKEFIELD ADV. AGENCY
Kohl Bldg., San Francisco 4
Tel.: Douglas 5407

Radio Dept.: Carl C. Wakefield.
Radio Accounts: San Francisco Bank; Mercantile Acceptance Co.; San Francisco '49ers Professional Football Team.

WALLACE-FERRY-HANLY CO.
430 N. Michigan Ave., Chicago 11
Tel.: Superior 4462

Radio Dept.: L. T. Wallace, president.
Radio Account: Campana Sales Corp.

DUANE WANAMAKER ASSOC. INC.
210 E. Ohio, Chicago 11
Tel.: Superior 1136

Radio Dept.: Patrick Shannon, radio director.
Radio Account: Sonata Products Co.

JIM WARD & CO.
185 W. Randolph St., Chicago
Tel.: Dearborn 4450

Radio Dept.: Jim Ward, radio director.
Hollywood, Calif.—2124 Canuenga Blvd., Norman Sickel, radio director.

WARWICK & LEGLER INC.

230 Park Ave., New York 17
Tel.: Murray Hill 6-8585
Radio Dept.: Trevis Huhn, director radio; L. M. Malitz, timebuyer; 1 Paul Warwick, president; J. R. Warwick, C. E. Staudinger, vice presidents.

Hollywood 28—6331 Hollywood Blv Tel.: Hempstead 8163.

Radio Accounts: Pabst Sales Co., Edd Cantor Show (N); The Equitable Life Insurance Society of the U. S., This Is Your FBI (N); Pabst Sales Co. New York Giants baseball game N. Y. Giants Baseball Club, Gian Jotings; Los Angeles Dons Football Games, Pabst Sales Co.
Television Accounts: Pabst Sales Co Hoffman Beverage Co.

WARD WHEELOCK COMPANY
Lincoln-Liberty Bldg., Philadelphia 7
Tel.: Rittenhouse 6-7600

New York 22—444 Madison Ave. Tel Plaza 3-7120. Ralph K. Strassma vice-president.

Hollywood 28—Guaranty Bldg. Tel Hillside 9221. Diana Bourbon, manager.

Radio Accounts: Campbell Soup Co. (N)

NORMAN D. WATERS & ASSOC. INC.
6 East 39th St., New York
Tel.: Murray Hill 5-8950

Radio Dept.: Richard Werden, radio director; Norman D. Waters, television director.

Radio Accounts: Spencer Shoe Corp. (N); Augusta Knitting Corp. (N).

WATTS-PAYNE ADVERTISING INC.
205 South Cheyenne, Tulsa 3
Tel.: 3-8108

Radio Dept.: Don Watts, Leslie S. Ha ger, vice president.
Dallas—1801 San Jacinto St. Tel.: Riverside 5625. Burke Gilliam, manager.

Wichita, Kan.—Howard Whitehead, manager.

Radio Accounts: Oklahoma Tire & Supp Co. (S); Arnholz Coffee (S); Tult Federal Savings & Loan (S); Bell O & Gas Co. (S); United Federal Savings & Loan Assn. (S); Ji-O Products Co. (S); Good Luck Oil Co. (S)

TUCKER WAYNE & CO.
Ten Pryor St. Bldg., Atlanta 3
Tel.: Walnut 6701

Radio Dept.: Douglas D. Connah, radio director; C. Fuller, timebuyer.
Radio Accounts: Southern Spring Bed Co (S); American Bakeries Co. (S); Allen Smith & Co. (S).

LUTHER WEAVER & ASSOCIATES
Globe Bldg., St. Paul 1
Tel.: Cedar 3777

Radio Dept.: Winifred K. Nelson, radio director; Blanche Anderson, radio executive.

Radio Accounts: Minnesota Federal Savings & Loan Assn. (S); T. Rube Inc. (S); Twin City Wholesale Grocer Co. (S).

ARMAND S. WEILL CO. INC.
170 Franklin, Buffalo 2
Tel.: Washington 6250

MILTON WEINBERG ADV. CO.
325 W. 8th St., Los Angeles 14
Tel.: Tucker 4111

Radio Dept.: Bernard Weinberg, president and radio talent buyer; William H Krauch, radio director; Ernest Cousino, timebuyer.

Radio Accounts: Pep Boys of California May Co.; Mike Lyman Grills Thrifty Drug Stores; Capitol Milling Co.; Hollywood Pantages Theatre Corp.; Hollywood Turf Club; Maie Brewing Co.; Hull Hotels Inc. (S) Grayson's Shops (S).

WILLIAM H. WEINTRAUB & CO.
30 Rockefeller Plaza, New York 20
Tel.: Circle 7-4282

Radio Dept.: Harry Trenner, vice-president in charge of radio; William Weintraub Jr., ass't director.

Radio Accounts: Anchor Hocking Glass Corp. (N); Helbros Watch Co. (N); Seeman Bros. (N); Lee Hat Co. (N); Trimont Clothing Co. Inc. (N); Multi-Facet Diamond Corp. (S); Pratt's Fresh Frozen Foods Corp. (S); Nutri-Cola (S); Wings Shirt Co. (N).

WEISS & GELLER INC.
400 N. Michigan, Chicago
Tel.: Delaware 1124

Radio Dept.: Marvin L. Mann, radio director; Helena Clayton, media director.

New York 17—400 Madison Ave. Tel.: Plaza 3-4070. Max Geller.

Radio Accounts: Illinois Watch Case Co.; Sprague Warner, Richlieu Foods; Steinway Drugs; Monarch Foods; Fox Head Brewery.

EXCLUSIVE!

★ Day and Night Primary Coverage . . .

★ Prestige Programming . . .

The Voice of America's
Foremost Desert Resort



CBS
1340

PALM SPRINGS
CALIFORNIA

REPRESENTED BY: W. S. GRANT CO., INC.

MARION E. WELBORN & ASSOC.
10 S. Broadway, Los Angeles 14
Tel.: Vandike 2208
Radio Dept.: Marion E. Welborn, manager.
Radio Accounts: J. N. Ceazan Co. (S).

VELLMAN ADVERTISING AGENCY INC.
63 Walnut St., Philadelphia 7
Tel.: Pennypacker 5-6760
Radio Dept.: Frank A. Wellman, Richard H. Wright.
Radio Accounts: New Jersey Savings & Loan (S); City Savings and Loan Assn. (S); M. London (S); Allinger's Billiard Academy, Inc. (S); Fitzpatrick's (S); Star Stores (S); Keats Motors (S); Rev. G. E. Lowman (N); Rev. Robert Fraser (S).

VELSH-HOLLANDER ADVERTISING AGENCY
12 West 6th St., Los Angeles 14
Tel.: Michigan 0876
Radio Account: Hobby Hours.

HARRY J. WENDLAND ADVERTISING AGENCY
504 West 7th St., Los Angeles 5
Tel.: Fairfax 2381
Radio Dept.: C. Lowell Smith, Virginia Payne.
Radio Accounts: L. K. Ward Stores (S); B. H. Stauffer Research Lab. (S); Hightower Laboratories (S); Prichard Auto Sales (S); Rand Trailer Sales (S).

DOLPHE WENLAND & ASSOC.
Roosevelt Hotel Bldg., Hollywood 28
Tel.: Hillside 1176
Radio Dept.: Harold Higgins, radio director; Warren Blake, timebuyer; Adolphe Wenland, owner and account executive; Joe Gardner, Maury Miller, account executives.

VERTHEIM ADV. ASSOC.
1 W. 42nd St., New York 18
Tel.: Wisconsin 7-5978
Radio Dept.: E. Taylor Wertheim.

THE WESLEY ASSOCIATES
47 Madison Ave., New York 17
Tel.: Murray Hill 6-7077
Radio Dept.: Harry Weiner, timebuyer.

BRONSON WEST ADVERTISING
400 Robert St., St. Paul 1
Tel.: Garfield 4422
Radio Dept.: G. J. Rosen, radio director.

WEST-MARQUIS & CURTISS
1220 Wilshire Blvd., Los Angeles 14
Tel.: Madison 7758
Radio Dept.: Judith Elliott, media director.
San Francisco 5—Rialto Bldg. Tel.: Garfield 1716
Seattle 4—Dexter Horton Bldg. Tel.: Seneca 5269

WESTERN ADV. AGENCY
668 S. Coronada St., Los Angeles 5
Tel.: Drexel 7367
Radio Dept.: Milton Carlson, radio director; Ruth D. Johnson, timebuyer.
Radio Accounts: Voice of Prophecy (N-S).

WESTHEIMER & COMPANY
315 N. 7th St., St. Louis 1
Tel.: Garfield 4080
Radio Dept.: Samuel Westheimer, radio director; J. B. Ballweg, timebuyer.

WESTON-BARNETT INC.
217 W. Fifth, Waterloo, Ia.
Tel.: 4677
Radio Dept.: Wells H. Barnett, Phillips Taylor, directors; Howard C. Easter, Evelyn Tesmer, timebuyer.
Chicago 11—520 N. Michigan. Tel.: Whitehall 7725. A. C. Barnett, director.
Radio Accounts: American Bird Products (N); Walker Remedy Co. (S); Iowa Soap Co. (S); Vinion Hybrid Corn Co. (S); Heisler Mfg. Co. (S); Iowa Public Service Co. (S).

TOM WESTWOOD ADV. AGENCY
416 W. 8th St., Los Angeles 14
Tel.: Trinity 8496
Radio Dept.: Callie Wilkerson, timebuyer; Agnes Bennett, traffic manager.
Radio Accounts: Voice of China (S); Hebrew Evangelical Society Inc. (S); Downtown Tabernacle (S); China Evangelistic Assn., Inc. (S); Bible Treasury Hour (S); S. Calif. Lutheran Hour; Pacific Lutheran Hour (S); Children's Bible Hour (S).

WILDRICK & MILLER INC.
630 Fifth Ave., New York 20
Tel.: Circle 6-2170
Radio Dept.: M. Louise Luckenbill, radio director & timebuyer; Alice Muessel, media.

WALTER W. WILEY ADVERTISING
41 E. 50th St., New York
Tel.: Murray Hill 8-1700
Radio Dept.: Walter W. Wiley, radio director; Dorothy Wiley, timebuyer.
Radio Accounts: Maillard; Nancy Dell Date Night Shampoo.

WILHELM - LAUGHLIN - WILSON & ASSOC.
Esperson Bldg., Houston 2
Tel.: Capitol 2287
Radio Dept.: Stephen R. Wilhelm, managing director; William C. Bryan, radio director.
Dallas—1319 Young St. Tel.: Central 6718. Don L. Baxter, manager.

WILLIAMS ADVERTISING AGENCY
49 E. 34th St., New York 16
Tel.: Murray Hill 3-8592
Radio Dept.: William Shields, account executive.

WILLIAMS & SAYLOR INC.
271 Madison Ave., New York 16
Tel.: Lexington 2-3493
Radio Dept.: Mrs. I. Randall, timebuyer.

WAYNE G. WILLIAMS ADV. AGENCY INC.
605 W. Washington, Chicago 6
Tel.: Randolph 6498
Radio Dept.: Wayne G. Williams, president, radio director, 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, Joseph D. Bates, account executives.
New York—220 E. 42nd St. Tel.: Vanderbilt 6-4835. A. J. Welch, vice-president.

WILTMAN & CALLAHAN
Benedum Trees Bldg., Pittsburgh 22
Tel.: Atlantic 1892

PAUL WINANS ADVERTISING
426 S. Spring St., Los Angeles 13
Tel.: Michigan 3884
Radio Dept.: Paul Winans, owner, account executive, radio director.

N. A. WINTER ADVERTISING AGENCY
1106 Paramount Bldg., Des Moines 14, Iowa
Tel.: 4-9154
Radio Dept.: N. A. Winter, director and account executive; Bryce Sprull, Bill Winter, account executives; Rex Hall, timebuyer.

FRED WITTNER ADVERTISING
2 W. 45th St., New York 19
Tel.: Vanderbilt 6-0560
Radio Dept.: Mack Leblang, general manager.

WOLFE-JICKLING-DOW & CONKEY INC.
76 W. Adams St., Detroit 6
Tel.: Cadillac 8665
Radio Dept.: James A. Christensen, radio and television director; Cyrilla Anderson, ass't radio director; Patricia Tobin, women's features; Ralph L. Wolfe, sales contract.
Radio Accounts: The J. L. Hudson Co. (S).
Television Accounts: The J. L. Hudson Co.

LESTER L. WOLFF INC.
14 E. 39th St., New York 16
Tel.: Murray Hill 5-7817
Radio Dept.: Raymond Phaneuf, radio director; Victor Nottingham, timebuyer.
Radio Accounts: All Shine Shoe Polish (S); Berrycup Wines (S); Trader Horn (S); Kreola Pine Products (S); Monday Bowl Covers (S).
Television Accounts: Berrycup Wines; Trader Horn.

THE ALBERT WOODLEY CO.
500 Fifth Ave., New York 18
Tel.: Wisconsin 7-0380
Radio Dept.: Albert Woodley, program director.
New Haven—10-205 Church St. Tel.: New Haven 5-2919.
Radio Accounts: The New Haven Savings Bank (L).

WOODWARD AND FRIS, ADVERTISING
Waldorf Bldg., Albany 7., N. Y.
Radio Dept.: Mary Elizabeth Gaynor, radio director.

WORLD WIDE ADV. CORP.
11 W. 42nd St., New York 18
Tel.: Longacre 5-4500
Radio Dept.: E. M. Scholz.
Radio Account: National Transportation Co., Parmelee System (S).

WORTMAN, BARTON & GOLD INC.
345 Madison Ave., New York 17
Tel.: Murray Hill 4-2757
Radio Dept.: E. B. M. Wortman, president, radio director; Hontense Essler, timebuyer.

Y

THE RALPH YAMBERT ORGANIZATION
840 Seward St., Hollywood 38
Tel.: Hillside 3159
Radio Dept.: Ralph Yambert, radio director, account executive, owner; Jack B. Albee, media director.

M. M. YOUNG ADV.
448 S. Hill St., Los Angeles 13
Tel.: Tucker 6585
Radio Dept.: Leonard Einsidler, radio director; Maurice M. Young, owner, account executive, timebuyer.
Radio Accounts: Capistrano Beach Properties (S).

ROBT. B. YOUNG ADVERTISING AGENCY
625 Market St., San Francisco 5
Tel.: Sutter 5411
Radio Dept.: Winnifred O'Neill, radio director.
Radio Accounts: Sierra Candy Co. (N-S); Northern California Floral Industry (S).

YOUNG & RUBICAM INC.
285 Madison Ave., New York 17
Tel.: Ashland 4-8400
Radio Dept.: Sigurd S. Larmon, president; Louis N. Brockway, executive vice-president; Charles L. Whittier, vice-president, chairman of plans board; A. V. B. Geohagan, vice-president, director of media and general production; Carlos A. Franco, manager, radio timebuying; Frank Coulter Jr., ass't. manager, radio timebuying; Joseph S. Lincoln, Arthur S. Pardoll, Lorraine V. Ruggiero, Carolyn Turner, Russell A. Young, timebuyers; H. J. O'Sullivan, manager, traffic; Dr. Peter Langhoff, director, radio research; Sylvester L. Weaver, Jr., director of radio and television; Harry Ackerman, vice-president, radio program operations; Joseph A. Moran, vice-president and associate director of radio; John L. Swayze, manager radio commercial copy; William E. Forbes, supervisor television department; Frederick A. Zaghi, radio business manager; Harry Rauch, manager radio publicity.

Chicago 1—333 N. Michigan Ave. Tel.: Central 9389. John F. Whedon, vice-president and manager; W. K. Ziegfeld, vice-president and copy director; Marion E. Reuter, radio timebuyer; Carl E. Wolf, Jr., research director; E. W. Feare, traffic manager.
Detroit 26—Penobscot Bldg. Tel.: Madison 4300. George W. Davis, vice-president and manager.
San Francisco 4—235 Montgomery St. Tel.: Exbrook 4126. Howard E. Williams, manager; Winton R. Smith, media director and office manager; Richard Neely, copy director.
Hollywood 28—6253 Hollywood Blvd. Tel.: Hollywood 2734. Walter Bunker, manager of radio department; Innis

Harris, supervisor radio commercial copy; Milton Samuel, manager radio publicity; Edward Merritt, radio business manager; Elliot E. Potter, supervisor of advertising service; Charles E. Lasher, copy director; George G. Dietrich, Jr., media and general production; Frederick A. Chase, manager, publicity and public relations.

Montreal—660 St. Catherine St. Tel.: Plateau 4691. L. C. Arbutnot, manager.

Toronto—80 King St. West. Tel.: Elgin 5347. George Berthon, acting manager; Robert Simpson, head of radio.
Mexico—D. F.—Avenida Juarez 54. Tel.: Erikson 12-11-11. Sirling R. Wheeler, manager; Jacques Brazy, radio director.
London—24 St. James St., S.W.1. Tel.: Whitehall 9939. George D. Bryson, managing director.

Radio Accounts: The Borden Co. (N-S); Bristol-Myers Co. (N-S); Centaur Co. (N); Celanese Corp. (S); General Electric (N); General Foods (N-S); Gulf Oil Corp. (N-S); International Silver Co. (N); Hunt Foods Inc. (S); Duffy-Mott Co. Inc. (S); John F. Jelke Co. (S); Lever Bros Co. (N); Thomas J. Lipton Inc. (N-S); Metropolitan Life Insurance Co. (S); Pepsi-Cola Co., Everesa Product (S); Petri Wine Co. (N); Purity Bakeries (S); Rath Packing Co. (S); Sanforized (S).
Television Accounts: The Borden Co.; Bristol-Myers Co.; Gulf Oil Corp.

Z

THE ZAN DIAMOND CO.
475 Fifth Ave., New York 17
Tel.: Murray Hill 3-4350
Radio Dept.: Zan Diamond, radio director, timebuyer.

ZIMMER-KELLER INC.
Stroh Bldg., Detroit 26
Tel.: Cadillac 9151
Radio Dept.: W. F. Zimmer, C. E. Rickard.
Radio Accounts: Chelsea Milling Co.; Shedd-Bartush Foods Inc. (N-S); Stroh Brewery Co. (S).


THE ZLOWE CO.
507 Fifth Ave., New York 17
Tel.: Vanderbilt 6-4885
Radio Dept.: Wm. A. Rothschild, account executive; Pauline Mann, in charge of media.

For Pleasant Listening

Entertainment is Better on

KIEV

870 on your dial



Acclaimed 1947 Public Service Champion for the Country's Independent Stations Under 5000 Watts in the Tenth Annual *Billboard* Promotion Competition.

KIEV

102 N. GLENDALE AVE.
Glendale (6), Calif.
Cal Cannon, Mgr.

CANADIAN ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

ARDIEL ADV. AGENCY LTD.
371 Bay St., Toronto, Ont.
Tel.: Adelaide 4994
Radio Dept.: Clark Wright,
Oakville—Colbourne St. W. Tel.: 1016.
W. A. Chant, manager.
Hamilton—37 James St. S. Tel.: 2-8524.
S. P. Westaway, manager.

ATHERTON & CURRIER INC.
Concourse Bldg., Toronto 1, Ont.
Tel.: Adelaide 5418
Radio Dept.: Miss M. Flynn, radio director.

THE BAKER ADVERTISING AGENCY LTD.
522 University Ave., Toronto 2, Ont.
Tel.: Adelaide 5315
Radio Dept.: Jack F. Horler, radio director;
Hazel A. Blair, assistant radio director;
Jean Honour, timebuyer.
Montreal—1557 MacKay St., Gabriel Langlais, manager.
Radio Accounts: General Foods Ltd. (S);
Canadian Chewing Gum Sales Ltd. (S);
White Laboratories Inc. (S);
Carnation Company Ltd. (N);
Cordon Blue Limited (S);
Murine, Inc. (S);
Teenyears Products Co. (S).

CANADIAN ADVERTISING AGENCY LTD.
Sun Life Bldg., Montreal 2, P. Q.
Tel.: Plateau 8046
Radio Dept.: Michel Normandin, radio director.
Toronto—69 Young St. Tel.: Adelaide 3051.
S. B. Smith, manager.
Vancouver, B. C.—Province Bldg. Tel.:
Tatlow 1938. R. M. Dagg, manager.
Kelowna, B. C.—Tel.: 604. Miss S. Thompson, manager.
Radio Accounts: B. C. Tree Fruit Growers Assn. (S);
N. G. Valiquette Ltd. (S);
Viau Ltd. (S);
City of Montreal (S);
Andrew Baile & Co. Ltd. (S);
Canadian Arena Co. (S);
Domestic Brands Inc. (S);
Familex Products Co. (N);
C. W. Lindsay & Co. Ltd. (S);
Milk Distributors Assn. of P. Q. (S);
Julius Kayser & Co. Ltd. (S);
Canada Drug Co. Ltd. (S);
World Wide Chewing Gum Co. (S);
Laval Transport Ltd. (S).

GARRY J. CARTER OF CANADA, LTD.
394 Bay St., Toronto
Tel.: Waverly 4635
Radio Dept.: Garry J. Carter, radio director;
Bob Howe, A. R. Robertson, Doreen Dixon, account executives.
Radio Accounts: Thor Canadian Co. Ltd. (S);
Walter Thornton of Canada Ltd. (S);
Met-Wo Industries Ltd. (S);
P. S. Bustin Drug Co. (S);
Shorty Beverages (S);
Sibery's Ltd. (S);
Anne Graham Logan (S).

COCKFIELD, BROWN & CO. LTD.
Canada Cement Bldg., Montreal 2, Que.
Tel.: Harbour 4171
Radio Dept.: R. W. de L. Harwood,
Toronto, Ont.—Metropolitan Bldg. Tel.:
Elgin 9201. T. L. Anderson; C. R. Logan, timebuyers.
Vancouver, B. C.—Royal Bank Bldg. Tel.:
Pacific 7557. Peter M. Downes.
Winnipeg, Man.—Electric Railway Chambers. Tel.:
93-538. H. Lavender.
Radio Accounts: Kennedy Mfg. Co.;
Bell Telephone Co.;
Elmhurst Dairy; Ex-Lax Ltd.;
National Drug & Chemical Ltd.;
Molson's Brewery Ltd.;
Canadian Marconi Ltd.;
Campbell Soup Co. Ltd.;
Nabob Food Products Ltd.;
Sherwin-Williams Ltd.;
Zonite Products Corp.;
Canada Packers Ltd.;
Murine; Hudson's Bay Co.;
Laura Secord Candy Shops;
Acme Farmers Dairies;
Christie Brown Co.;
Daggett & Ramsdell; Maple Leaf Milling; Miles Laboratories; Shririff's Ltd.;
Socony-Vacuum; Willards Chocolates; York Knitting Mills; Massey Harris.

DANCER-FITZGERALD-SAMPLE LTD.
Royal Bank Bldg., Toronto, Ontario
Radio Dept.: John S. Crosbie, director of radio and account executive.

A. J. DENNE & CO. LTD.
90 King St. W., Toronto, Ont.
Tel.: Elgin 3444
Radio Dept.: R. O. McKeown, manager;
A. J. Denne, W. M. Findlay, E. R. White, account executives; L. Ryan, timebuyer.
Radio Accounts: Dodds Medicine Co. Ltd.; Wilson Ltd.

FERRES ADV. SERVICE
16 James St. S., Hamilton, Ont.
Tel.: 7-3895
Radio Dept.: E. Ferres.
Toronto, Ont.—45 Richmond St. W. Tel.:
Waverly 7083. E. A. Lowden, manager.

JAMES FISHER CO. LTD.
204 Richmond St., West, Toronto 1, Ont.
Tel.: Waverly 8091
Radio Dept.: David M. Fenn, timebuyer.
Montreal—1253 McGill College Ave. Tel.:
Lancaster 1205.
Radio Accounts: R. Hudnut Ltd.;
Purina; W. G. Patrick & Co.;
Allied Toiletries Ltd. (N);
Kist (Canada) Ltd. (S);
Panther Rubber Co., Ltd. (S);
Symington & Co., Ltd. (S);
Victory Mills Ltd. (S).

J. J. GIBBONS LTD.
200 Bay St., Toronto, Ont.
Tel.: Elgin 2111
Radio Dept.: Don Bassett, radio director.
Montreal—Que.—Dominion Sq. Bldg. Tel.:
Harbour 6207. H. M. Reid.
Regina, Sask.—Leader Bldg. Tel.: 6-141.
S. Wayte.
Calgary, Alta.—Renfrew Bldg. Tel.: M 5437.
Reg. G. Smith.
Edmonton, Alta.—Northern Investment Bldg. Tel.: 27-512.
J. H. Fulton.
Winnipeg, Man.—Scott Block. Tel.: 97-373.
A. B. Johnston.
Vancouver, B. C.—Province Bldg. Tel.:
Pacific 0157.
Dave Crawford.
Radio Accounts: Underwood 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.;
Champ Laboratories Corp.

THE F. H. HAYHURST CO. LTD.
38 King St. W., Toronto 2
Tel.: Elgin 9263
Radio Dept.: Gordon F. Keeble, radio director.
Montreal—1405 Peel St. Tel.:
Marquette 2212.

L. J. HEAGERTY LTD.
19 Melinda St., Toronto
Tel.: Adelaide 1186
Radio Dept.: L. J. Heagerty, Helen Whitcombe, Bruce Butler.
Radio Accounts: Colgate-Palmolive-Peet Co. Ltd. (S);
Aurine (S).

RUSSELL T. KELLEY LTD.
447 Main St. E., Hamilton, Ont.
Tel.: 2-1155
Radio Dept.: R. T. Kelley; W. C. Scarlett, radio director.
Montreal, Que.—480 Lagachetiere St., W. Tel.:
Plateau 5025. E. W. Desbarats, manager.
Vancouver, B. C.—Dominion Bldg. M. J. O'Brien, manager.
St. Catherines, Ont.—70 King St.

LOCKE, JOHNSON & CO. LTD.
Harbour Commission Bldg., Toronto 1
Tel.: Elgin 6271
Radio Dept.: Elton Johnson, director; J. E. Mumford, timebuyer.
Radio Accounts: Canadian National Carbon Co. Ltd. (S);
Henry Firkis & Sons Ltd. (S);
Mantle Lamp Co. (N);
Consumer's Gas Co. (S);
Robt. Simpson Co. Ltd. (N).

MacLAREN ADVERTISING CO. LTD.
372 Bay St., Toronto
Tel.: Elgin 0321
Radio Dept.: C. M. Pasmore, M. Rosenfeld, H. Horler, V. D. L. Dyer.
Montreal—Dominion Square Bldg. Tel.:
Plateau 9556. Henri Poulin.
Winnipeg—Electric Railway Chambers. Tel.:
93-321. E. P. Thomson.
Vancouver—Province Bldg. Tel.:
Marine 6268. W. D. M. Patterson.
Radio Accounts: Adam Hats Ltd. (S);
Bulova Watch Co. Ltd. (S);
Canadian General Electric Co. Ltd. (S);
Christie Brown & Co. Ltd. (S);
Imperial Oil Ltd. (N-S);
S. F. Lawrance Co. Ltd. (S);
Peoples Credit Jewelers Ltd. (N-S);
Tuckett Ltd. (N-S);
Henry K. Wampole & Co. Ltd. (S);
Dalgish Chemicals Ltd. (N-S);
General Motors of Canada (S);
Sutcliffe & Bingham (S);
People's Credit Clothiers (S).

McCONNELL, EASTMAN & CO. LTD.
University Motors Bldg., Toronto
Tel.: Adelaide 7004
Radio Dept.: E. Gould, radio director; M. O'Donoghue, asst.
Montreal—Dominion Square Bldg.
Winnipeg—Confederation Life Bldg.
Vancouver—Stock Exchange Bldg.
London, Ont.
Radio Accounts: Tip Top Tailors, Ltd.;
Pratt Food Co. of Canada, Ltd.;
Herman & Co.;
National Dry Ltd.;
London Life Insurance Co.;
Libby, McNeil & Libby of Canada Ltd.;
McCormick's Ltd.;
Perfect Circle Co.;
St. Lawrence Starch Co. Ltd.;
Canadian Oil Co. Ltd.;
Muirhead's Cafeterias Ltd.;
Honey Dew Coffee Shops;
Swift-Canadian Co. Ltd. (Cleanser Div.);
Paulin Chambers Ltd.

McKIM ADVERTISING LTD.
320 Bay St., Toronto 1
Tel.: Elgin 5351
Radio Dept.: E. W. Brodie, radio director;
F. C. Flint, timebuyer; G. Henderson; E. S. Clements.
Montreal, Que.—Dominion Square Bldg. Tel.:
Lancaster 5192. James Baxter.
Winnipeg, Man.—Paris Bldg. Tel.: A. A. Brown, manager.
Vancouver, B. C.—Province Bldg. Tel.:
Marine 3284. H. S. Watson, manager.

O'BRIEN ADVERTISING LIMITED
Dominion Bldg., Vancouver, B. C.
Tel.: Pacific 9174
Radio Dept.: James S. Beard, radio director;
Noreen Kerr, timebuyer; R. C. Kenmuir, account executive.
Radio Accounts: B. C. Electric Railway Co.;
Vancouver Daily Province; Committee for Industrial Progress; Associated Frozen Foods.

WILLIAM R. ORR & CO.
44 Victoria St., Toronto
Tel.: Adelaide 4331
Radio Dept.: Robert G. Tufts, radio director.
Radio Accounts: Plymouth Cordage Co. (S);
Trull Funeral Homes (S);
J. A. Haugh Mfg. Co. (S);
Elias Rogers Co. Ltd. (S);
A. Comstock & Sons (S);
Percy Waters Florist (S);
Canadian Chinchilla Co. (S).

THORNTON PURKIS ADV. AGENCY
330 Bay St., Toronto
Tel.: Adelaide 3762
Radio Dept.: Miss Gladys Race.
Montreal—Dominion Square Bldg. Tel.:
Marquette 5947. Thomas L. Marchant.
Radio Account: Salada Tea Co. of Canada Ltd.

E. W. REYNOLDS & CO.
145 Yonge St., Toronto
Tel.: Waverly 6157
Radio Dept.: Howard C. Caine, radio director.
Radio Accounts: Canada Bread Co. Ltd. (S);
Canadian Co-operative Wool Growers Ltd. (S);
Otaco Limited (S);
T. Sisman Shoe Co. Ltd. (S);
Dr. Ballard's Animal Foods Ltd. (S);
West York Motors Ltd. (S);
West York Coach Lines Ltd. (S).

RONALDS ADV. AGENCY LTD.
1440 St. Catherine St., Montreal 25 Que.
Tel.: Plateau 4803
Radio Dept.: Frank Starr, radio director; S. B. Hayward.
Toronto, Ont.—137 Wellington St., West. Tel.:
Adelaide 0237. R. J. Avery, radio director.
Radio Accounts: Bristol-Myers Co. (N);
McCull Frontenac Oil Co. Ltd. (N);
Dominion Corset Co. (S);
United Rexall Drug Co. Ltd. (S);
L. K. Liggett Co. Ltd. (S);
Canadian Industries Limited (Paint & Varnish);
Canadian Industries Ltd. (Agricultural Chemicals);
Heaters Ltd.;
Canadian Arena Co.;
Canada Packers; Ayers Ltd.;
Pal Blade; Niagara Finance Co. Ltd.;
Trans-Canada Credit Corp. Ltd.
Television Accounts: Bristol-Myers, New York.

RUTHRAUFF & RYAN INC.
80 Richmond St. W., Toronto
Tel.: Adelaide 4069
Radio Dept.: Mr. S. Ramsay Lees, radio director.
Radio Accounts: Lever Bros., Rinso (N);
Lever Bros., Pepsodent (N);
Lever Bros., Lifebuoy (N);
Electric Auto-Lite (N).

R. C. SMITH & SON LTD.
80 King St. W., Toronto
Tel.: Elgin 9396
Radio Dept.: G. Alec Phare, radio director.

SPITZER & MILLS LTD.
19 Richmond St., West, Toronto 1
Tel.: Waverly 1151
Radio Dept.: Paul Corbell, radio director; Ralph Hart, Ross McCreath, assistants.
Montreal—1010 St. Catherine St., W. Tel.:
Plateau 7924. Paul Corbell.

Vancouver, B. C.—675 W. Hastings St. Tel.:
Pacific 2102.
Winnipeg, Manitoba—384 Portage Ave.
Radio Accounts: Colgate-Palmolive Peet (N);
Quaker Oats Co. of Canada Ltd. (S);
Family Fair Ltd. (N);
Bell Telephone Co. Ltd. (S);
Fruitatives Ltd. (S);
California Fruit Growers (S);
RCA Victor Ltd. (N);
Toni Inc. (N-S);
Monarch Overall Co.

HAROLD F. STANFIELD LTD.
1010 St. Catherine St., Montreal, Que.
Tel.: Plateau 9777
Radio Dept.: Reg Geary, director; Wallace Tilford, timebuyer.

Toronto, Ont.—311 Bay St. Tel.:
Elg 0477. Scott Fyfe, manager.
Vancouver, B. C.—675 W. Hastings & Volney Irons.
St. John, N. B.—Royal Security Bldg.
M. Jones, manager.
Edmonton, Alta.—Merrick Bldg. T. Schofield.

STEVENSON & SCOTT LTD.
660 St. Catherine St. W., Montreal, Qc. Tel.:
Harbour 4131
Radio Dept.: H. E. Smith, Miss M. Young.
Toronto, Ont.—100 Adelaide St. W. Tel.:
Adelaide 1166. Hazel Kelly, manager.
Vancouver, B. C.—402 W. Pender St. Roy Hunter, manager.
Radio Accounts: Montreal Standard; Harrison Brothers Ltd.;
Maple Leaf Am Freeze; Burgess Battery Co.;
Canadian Fairbanks Morse Co. Ltd.;
Dun Sales Ltd.;
Ascot Coal Co.;
Starkm; Chemists; George Weston Ltd.

STEWART-LOVICK LTD.
198 W. Hastings St., Vancouver, B. C. Tel.:
Pacific 3531
Radio Dept.: F. McDowell, radio director.
Montreal—1516 Mountain St. Tel.:
H 4960.

Toronto—100 Adelaide St. Tel.:
Waverly 8648.
Edmonton, Alta.—Birks Bldg. Tel.:
2326
Calgary, Alta.—337 8th Ave. West. Tel.:
Main 1432.
Regina, Sask.—Veteran Block. Tel.:
2-1382.
Winnipeg—Somerset Bldg. Tel.:
9-7072.
Radio Accounts: Kelly-Douglas & Co. (N);
Canadian Bakeries Ltd. (N);
Evans-Coleman-Evans (S);
Burns & Co. Ltd. (S);
Viking Furs (S);
B. C. Packers Ltd. (S);
Canada Nut Co. (S);
Gilley Bros. (S);
Hammon Furniture (S);
British-American Oil (N);
Western Canadian Greyhound (S);
Parkhill Bedding Ltd. (S);
Westons Bread & Cake (S);
Canada Packers Ltd. (S);
Scott Fruit Co. (S);
Sunland Biscuit Co. (S).

TANDY ADVERTISING AGENCY LTD.
204 S. Richmond St., West, Toronto 1
Tel.: Adelaide 6362
Radio Dept.: A. C. Haight Jr., radio director.
Radio Accounts: Bridgeport Brass Co. (S);
Continental Casualty Co. (S);
Midland Chamber of Commerce (S);
Multifax Enterprises Ltd. (N-S);
Mulveny Remedies Ltd. (S);
Frank O'Hearn (S);
Sun Oil Co. Ltd. (S);
Super Puff Popcorn (S).

VICKERS & BENSON LTD.
Keefe Bldg., Montreal, Que.
Tel.: Plaza 5051
Radio Dept.: Miss Jeanne Berube, time buyer.
Toronto, Ont.—Reford Bldg. Tel.:
Waverly 1603. C. M. Mutch, R. W. Ball, P. H. Iler, account executives; T. W. Kober, radio director.
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, N. S.
Tel.: B-7557
Radio Dept.: F. R. Wallace.
St. John, N. B.—72 1/2 Prince William St. J. B. Whalley, manager.

WALSH ADV. CO. LTD.
Guaranty Trust Bldg., Windsor, Ont.
Tel.: 3-2416
Radio Dept.: D. Marshall, radio director.
Toronto—Concourse Bldg. Tel.:
Adelaide 3055. Douglas Marshall.
Montreal—1448 Peel St. Tel.:
Plateau 9811.

WHITEHALL BROADCASTING LTD.
Dominion Square Bldg., Montreal
Tel.: Lancaster 6500
Radio Dept.: W. V. George, president and managing director; W. L. Charland, asst. managing director; Mary E. Moran, secretary-treasurer and timebuyer; Claude Sutton, producer.

YOUNG & RUBICAM LTD.
660 St. Catherine St. W., Montreal, Que. Tel.:
Plateau 4691
Radio Dept.: A. R. McGill, managing director and vice-president; L. C. Arbutnot, manager; William H. Poole, supervisor of research; Brian Devlin, Mary L. Bruce, copy; Ronald J. Sweeney, media; Phyllis Day, radio.
Toronto, Ont.—80 King St. W. Tel.:
Elgin 5347. Gerald W. Brown, manager; William McDonald, John Sharp, copy; Robert L. Simpson, supervisor of radio.

CADEMY OF TELEVISION ARTS SCIENCES—6525 Sunset Blvd., Hollywood 28. Tel.: Granite 5149. Edgar Bergen, president; Ray Murrill, 1st vice president, Earle Ebel, 2d vice president; Ferenz H. Fodor, secretary; Don McNamara, treasurer; Gayle Gitterman, corresponding secretary; Miriam Lane, recording secretary.

ADVANCE TELEVISION PICTURE SERVICE Inc.—729 7th Ave., New York 19. Tel.: Columbus 5-5400. Charles A. Alicoate, president. (Television picture producers and distributors.)

AMERICAN TELEVISION SOCIETY—11 E. 45th St., New York 17. Tel.: Murray Hill 7-6295. Officers: Donald McClure, president; Herbert Taylor Jr., vice-president; Dian Dinin, secretary; Archibald U. Braunfeld, treasurer.

APEX FILM CORP.—971 N. La Bienega Blvd., Los Angeles 46. Tel.: Westview 6-7006. Jack Chertok, manager. (Producer of television films.)

AUDION PICTURES INC.—812 N. Robertson Blvd., Los Angeles 46. Tel.: Bradshaw 2-4916. Dr. F. H. Fodor, manager. (Television films.)

BASCH RADIO PRODUCTIONS—17 E. 45th St., New York 17. Tel.: Murray Hill 2-8877. Charles J. Basch, partner. Office: 604 E. Jackson Blvd., Chicago; tel.: Webster 4687. (Television program production. Live & on Film.)

CARAVEL FILMS INC.—730 Fifth Ave., New York 19. Tel.: Circle 7-3111. Robert C. McKean, president; H. G. Christensen, vice-president; Claire V. Barton, secretary; David I. Pincus, treasurer. (Television picture producers.)

CARMEL FILM PRODUCTIONS INC.—6060 Sunset Blvd., Hollywood 28. Tel.: Hollywood 6454. Henry G. Saperstein, manager. (Shorts and

TELEVISION SERVICES

features on 16 mm. film for television.)

CENTRAL RADIO & TELEVISION SCHOOLS Inc.—204 W. 17th St., Kansas City 8. Officials: G. L. Taylor, president; C. L. Foster, vice-president and secretary; Phil Murray, vice president and sales manager.

CINE-TELEVISION STUDIOS—25 Vanderbilt Ave., New York 17. Tel.: Murray Hill 5-2874. Fred H. Fidler, president. (Television films and live talent package shows.)

PATRICK MICHAEL CUNNING TELEVISION PRODUCTIONS—Stage 8 Television Productions, 6650 Sunset Blvd., Hollywood 28. Tel.: Hillside 5915. Patrick M. Cunning, manager. Office: 3717 Main St., Westfall Bldg., Riverside Cal. Tel.: 5741 W. (Television films, live station, programs, production.)

JERRY FAIRBANKS Inc., 6052 Sunset Blvd., Hollywood 28, Cal. Tel.: Gladstone 7101. Jerry Fairbanks, Executive Producer. (Films especially produced for television.)

RICHARD W. HUBBELL & ASSOC.—2101 International Bldg., Rockefeller Center, New York 20. Tel.: Circle 6-1750. Richard W. Hubbell, Chairman; Dr. Alfred N. Goldsmith, Thomas H. Hutchinson and Robert Jerome Smith, Offices: 140 W. 9th St., Cincinnati 2, Ohio, Cherry 1822; National Press Bldg., Washington 4, D. C., National 9069; 3201 Tareco Drive, Hollywood, Cal., Hudson 2-5633. Engineering Division: 597 5th Ave., Plaza 3-4150. (Radio, television and motion picture consultants, management, programming, engineering, distribution and public relations.)

MUNTZ-SHORE PRODUCTIONS—6425 Hollywood Blvd., Tel.: Granite

1138. Michael Shore, manager. (Producer of television film shorts.)

RKO TELEVISION Corp.—625 Madison Ave., New York 22. Tel.: Plaza 9-3600. Gordon E. Youngman, vice-president. (Television films.)

SPECIAL PURPOSE FILMS—16 E. 58th St., New York 22. Tel.: Plaza 9-3820. Hampton W. Howard, president. (Films & slide films produced for screen & television.)

TELECOMICS Inc.—1154 N. Western Ave., Hollywood 38. Tel.: Gladstone 2591. Dick Moores, president and manager. (Production of comic strip and cartoon type television film.)

TELEFILM Inc.—6039 Hollywood Blvd., Hollywood 28. Tel.: Hollywood 7205. Don McNamara, director of television. (Television films, production.)

TELEVISION ADVERTISING PRODUCTIONS Inc.—360 N. Michigan Blvd., Chicago 1. Tel.: State 5941. Adrien B. Rohner, Pres.; A. Donovan Faust, Norman C. Lindquist, Vice Presidents; Albert Sisco, Secretary-Treasurer. (Television Programming, live and film, consultation.)

TELEVISION ASSOCIATES Inc.—190 N. State St., Chicago. Tel.: State 9222. Ann Drobeno, representative. National Sales: 527 Lexington Ave., New York; Keith Kiggins.

TELEVISION ENTERPRISES INC.—2700 San Marino St., Los Angeles 6. Tel.: Fairfax 7863. John W. Swallow, president & gen. manager. (Live and film programs.)

TELEVISION FILM INDUSTRIES CORP.—340 Third Ave., New York 10. Tel.: Lexington 2-6780. Officers: George H. Cole, president; Walter J. Lynch, vice-president; George D. Cody, secretary; Calvin G. Cole, operations.

TELEVISION PICS—17 E. 45th St., New York. Frances Scott, vice president, charge of scripts and programming; Charles J. Basch Jr., president and sales manager. (Commercial films for television.)

TELEVISION PRODUCERS ASSOCIATION—515 Madison Ave., New York. Tel.: Plaza 3-9800. Officers: Bob Emory, WABD New York, president; William Wallace, DuMont Studios, vice-president; Bob Anthony, WJR, Detroit, secretary; Clarence Van Aucken, Biow Agency, treasurer.

TELEVISION SCREEN INC.—339 E. 48th St., New York 17. Tel.: Plaza 5-0808. Charles Basch. (Television production.)

TELEVISION SCREEN PRODUCTIONS, 17 E. 45th St., New York 17. Tel.: Murray Hill 2-8877. Charles J. Basch Jr., President; Charles Miller, Vice-President; F. S. Basch, Secretary; Clarence Schmidt, Treasurer. (Spots and programs on film for television, 16 and 36 mm. black and white, or color, Slide film, Industrial film and training film.)

UNITED ARTISTS BUREAU—1162 Sixth Ave., Des Moines 14. Tel.: 4-5553. R. B. Eaton, president. (Television program production, 16 mm. films and transcription.)

VISUAL ARTS CORPORATION—112 West 89th St., New York. Tel.: Trafalgar 4-1716. F. Herrick, Pres.; Lal Porgasi, Chief Cinematographer, Bill Reckhow, Executive Assistant, Elyse Carol Herrick, Editor; Richard Matt, Special Effects Department; Major James Todd Jr., Controller. (Commercial motion pictures, writing, scoring Television shorts and commercials, transcriptions.)

JOHN WILDBERG TELEVISION PRODUCTIONS—206 E. 30th St., New York. Tel.: Murray Hill 4-7872. John Wildberg. (Production.)

RADIO NEWS SERVICES

ASSOCIATED PRESS (Radio)—50 Rockefeller Plaza, New York 20. Tel.: Circle 7-7363. Executives: Kent Cooper, executive director. Oliver S. Gramling, general manager for radio; Burl Ely, asst. to the general manager; Tom O'Neil, news director; Howard L. Kany, Washington representative; Bob Cavagnaro, executive representative, San Francisco; Field Representatives: Tom Cunningham, Boston; Glenn Rainsey, southeastern div. manager, Atlanta, Ga.; H. R. Mason, New Orleans; Richard Jacobs, Memphis, Tenn.; Russ Clancy, San Francisco; Ben Meyer, central div. manager, Chicago; Gerald Swisher, Columbus, O.; Mark Knight, Seattle; Harry Leadingham, Dallas; Don Martin, Denver, Colo.; Frank Stearns, Wash., D. C.; Wallace E.

Stone, Minneapolis; Jerry Gill, Omaha, Neb.; Al Stine, southwestern div. manager, Kansas City, Mo.; Dave Williams, Albany, N. Y.; Stanley Smith, New York; Frank Fox, Charlotte, N. C.

PRESS ASSOCIATION (Associated Press subsidiary)—50 Rockefeller Plaza, New York. Tel.: Circle 6-4111; Kent Cooper, president; Oliver S. Gramling, vice president; F. J. Starzel, manager.

INTERNATIONAL NEWS SERVICE—235 E. 45th St., New York. Tel.: Murray Hill 2-0131. Executives: Seymour Berkson, editor-in-chief; William B. Goode, business manager; B. A. Caparell, sales manager; John M. Cooper, director, radio dept. (News scripts, research; television news presentation.)

NEWS STORY WORLDWIDE Inc.—11 W. 42nd St., New York 18. Tel.: Longacre 5-1890. Herbert Moore, president; Dixon Stewart, vice-president.

RADIO CAPITOL SERVICES Inc.—National Press Bldg., Washington 4, D. C. Telephone: Metropolitan 4548. Howard Suttle; Joe T. Sherman; Frank C. Adams.

TRANSRADIO PRESS SERVICE Inc.—521 Fifth Ave., New York 17. Tel.: Murray Hill 2-4053. Herbert S. Moore, chairman of the board; Dixon Stewart, president. Branch Offices: 203 N. Wabash, Chicago. Manager: Richard Wilson. National Press Bldg., Washington 4, D. C. Manager: Rex Goad. Taft Bldg., Hollywood: Manager: Milton Fishman.

UNITED PRESS ASSOCIATIONS—220 E. 42nd St., New York. Tel.: Murray Hill 2-0400. Officers: Hugh Baillie, president; Edwin Moss Williams, vice-president and general business manager; Jack Bisco, vice-president and general sales manager; Phil Newsom, radio news manager; A. F. Harrison, radio sales manager. (News, feature scripts, dramatized feature scripts. sports

commentaries, business news, research, suggested programs.)

THE CHRISTIAN SCIENCE MONITOR—1 Norway St., Boston 15, Mass. Tel.: Commonwealth 4330. All radiocasts under supervision of H. Phelps Gates, circulation manager.

BRITISH UNITED PRESS LTD.—231 St. James St. W., Montreal, Que. Tel.: Plateau 9947. R. W. Keyserlingk, managing director; N. M. MacLeod, assistant general manager; G. H. Sallans, general news manager; F. A. Darrell, chief accountant; G. V. Fraser, bureau manager; J. G. Shaw, special service manager.

PRESS NEWS LIMITED—Subsidiary of Canadian Press, 44 Victoria St., Toronto 1, Ont. Tel.: Elgin 2692. F. I. Ker, president; Gillis Purcell, chief executive; C. B. Edwards, manager; C. A. Day, treasurer.

REUTERS LTD. OF LONDON—Times Building, 229 West 43rd. New York. Tel.: Bryant 9-8558. D. K. Rogers, manager.

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 9299	John Adaskin	Production, transcriptions, package programs
Paul F. Adler	New York 17	385 Madison Ave.	Plaza 5-7100	Paul F. Adler	Production, transcriptions, script, package shows
Advertisers Recording Service Inc.	New York 19	Steinway Bldg.	Circle 6-0141	James A. Miller	Recording service
Nicholas T. Agneta	New York 19	9 Rockefeller Plaza	Columbus 5-0232	Nicholas T. Agneta	Recording, production, scripts, talent
Thomas H. Ahrens	New York	206 East 30th	Murray Hill 4-7872	Thomas H. Ahrens	Transcribed productions
Air Features Inc.	New York 17	247 Park Ave.	Wickersham 2-2700	J. E. Sauter	Production
Airshows Inc.	Chicago 11	612 N. Michigan Ave.	Superior 0508		Recording, scripts, transcriptions, package programs
All-Canada Radio Facilities Ltd	Toronto 1	Victory Bldg.	Elgin 2464	G. F. Herbert	Transcriptions, production, package programs
Allied Record Mfg. Co. Inc.	Hollywood 28	1041 N. Las Palmas	Hollywood 5107	D. K. Broadhead	Transcription processing, phonograph records
Alton Alexander Radio Production	New York 20	825 W. 187th	Lorraine 8-3100	Lottie Ritter	Production, scripts
American Foundation for the Blind	New York 11	15 W. 16th St.	Watkins 4-0420	R. B. Irwin, executive director	Talking books
American Institute of Food Products Inc.	New York 22	509 Madison Ave.	Plaza 3-7146	R. A. Borles (general manager)	Production, scripts, talent for food merchandising
	Chicago	30 W. Washington St.	Dearborn 5670	Lovick Draper	
	Boston	Little Bldg.	Hubbard 4370	Bertha Bannan	
	Philadelphia	WIT Building	Walnut 2-6800	Sam Hill	
	Montreal	Dominion Square Bldg.	Lancaster 6400	Burt Hall	
	Winnipeg	Electric Ry. Chambers	96-861	P. H. Gayner	
	Calgary	Southam Bldg.	M-7591	H. R. Carson	
	Vancouver	198 W. Hastings St.	Marine 9542	J. E. Baldwin	
American Institute of the Air	Minneapolis 8	5 W. Lake St.	Pleasant 5290	R. C. Brown	Recording service
American Jewish Broadcasting Co. Inc.	New York 7	86 Chambers St.	Worth 2-3322	Herman Younglieb	Jewish programs
American Royal Productions	Oakland 5	7928 Michigan Ave.	Lockhaven 8-8698	Scott Weakley	Recording, production
American Society of Composers, Authors and Publishers (ASCAP)	New York 20	30 Rockefeller Plaza	Columbus 5-7464		Music licensed for radio
F. D. Anderson	St. Louis 1	Mo. Insurance Bldg.	Garfield 1055	F. D. Anderson	Production
Arizona Recording Productions	Phoenix	834 N. 7th Ave.	2-2016	Raymond Boley	Recordings, production, scripts, talent
Arte Radiofonico De Mexico, S.A.	Mexico City	P. O. Box 580	13-91-14	Antonio Eufrazio Ontiveros	Recording, production, scripts
Arts Recording Studios	New York 19	29 W. 57th St.	Plaza 8-0407	M. Ciefferskor	Recordings, production
The Associated Broadcasters Inc. (KSFO)	San Francisco 6	Mark Hopkins Hotel	Exbrook 2-4567	Phillip G. Lasky	Recording, production
Associated Broadcasting Co. Ltd.	Montreal 2	Dominion Square Bldg.	Belair 3325	M. Maxwell	Scripts, production
Associated Program Service Inc	New York 19	151 W. 46th St.	Bryant 9-1245	Richard S. Testut	Recording, scripts, transcription library
The Barry Co.	Hollywood	2413 Canyon Oak Dr.	Hollywood 8640	Barry Kelt	Production, transcriptions, package programs
Tommy Bartlett Inc.	Chicago 11	605 N. Michigan Ave.	Whitehall 3844	Newton L. Fousey	Production, talent
Basch Radio Productions	New York 17	17 E. 45th St.	Murray Hill 2-8877	Charles J. Basch Jr.	Production, transcriptions, television shows, package programs
	Chicago	64 E. Jackson Blvd.	Webster 4687	Ed Meltzer	
	Cleveland 14	Citizens Bldg.	Superior 3850	Louis M. Bloch Jr.	
	Boston	216 Tremont St.	Liberty 9161	Michael Pesaneli	
Eddy Baudry Reg'd.	Montreal	1318 E. Sherbrooke St	Falkirk 2465	Yvette Baudry	Recording, scripts, package programs
Chet Behrman	Indianapolis 6	Box 1094		Chet Behrman	Scripts, package programs, television film
Beitone Recording Corp.	New York 29	2 W. 46th St.	Bryant 9-4130	Leslie C. Cahan	Recording service
George R. Bentel & Associates	Hollywood 28	6606 Sunset Blvd.	Granite 8808	George R. Bentel	Production, scripts, television subjects
M. S. Bentham	New York	48 W. 48th St.	Bryant 9-1227	M. S. Bentham	Production, scripts, talent
Beverly Radio Sales & Service	Chicago	1805 W. 95th St.	Cedarcrest 4677	Roy Young	Recording service
Walter Biddick Co.	Los Angeles 15	1151 S. Broadway	Richmond 6184	Guy Biddick	Recording, transcriptions, scripts, package programs
G. C. Bird & Associates	Los Angeles 5	3 S. New Hamp. Ave.	Fairfax 8603	G. C. Bird	Transcriptions
Bloch-Joseph & Associates	Cleveland 14	Citizens Bldg.	Superior 3850	Louis M. Bloch, Jr.	Transcriptions, talent, production
Fritz Blocki Productions	Hollywood 46	7118½ Hollywood Blvd.	Hudson 2-8971	Fritz Blocki	Production, package programs

*For Talent Agencies and Talent Represented see page 478.

(Continued on Page 454)

"The Sweetest Music this side of Heaven"

The **GUY**
LOMBARDO
SHOW

NARRATED BY DAVID ROSS

AMERICA'S #1 BAND ON AMERICA'S #1 SHOW

*CHOCK-FULL OF
MUSICAL SHOWMANSHIP!*

THE ROYAL CANADIANS
with Guy, Carmen, Lebert Lombardo.

DAVID ROSS, NARRATOR
Poet-Laureate of the air.

THE TWIN PIANOS
with Fred Kreitzer, Paul Rickenback.

LOMBARDO VOCAL TRIO
Three voices blended in harmony.

THE LOMBARDO MEDLEY
A sure-fire audience builder.

LOMBARDO VOCALISTS
Don Rodney and Kenny Gardner.

**THE FAMOUS LOMBARDO
PICTURE STORY**
A tapestry in story and song.

More than a band, here's a star-studded half-hour of musical showmanship at its sensational best. Now offered for local and regional sponsorship.

TRANSCRIBED BY ZIV MEANS THE GREATEST IN RADIO SHOWS

FREDERIC W. **ZIV** COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK CHICAGO • HOLLYWOOD

DIRECTORY OF TRANSCRIPTION, PRODUCTION and RELATED SERVICES

(Continued from page 452)

Joseph Bloom	New York 10	19 W. 44th St.	Vanderbilt 6-5080	Joseph Bloom	Production, programs, scripts
Ford Bond Radio Productions Inc.	New York 20	RCA Bldg.	Circle 7-2236	Ford Bond, President	Transcriptions
Boyd Enterprises	Dallas 14	5922 Tremont St.	Union 6-2026	Harvey R. Boyd	Production, scripts, transcriptions package programs
Richard Bradley Associates	Chicago 1	188 W. Randolph St.	Randolph 9697	Richard Bradley	Recording, production, package pro- grams
Broadcast Music Inc. (BMI)	New York 19	580 Fifth Ave.	Pennsylvania 6-5466	Carl Haverlin	Owners and distributors of musi- catalogues licensed for radio
Broadcast Productions	Chicago 4	25 E. Jackson Blvd.	Wabash 0711	John Stamford	Recording, production, scripts, talen
Broadcasters' Guild Inc.	Hollywood 28	6331 Hollywood Blvd.	Hillside 6465	Donald Dwight Davis	Transcriptions
Broadcast Recorders	Los Angeles 28	1538 N. Cahuenga Blvd.	Hillside 1511	Lyman Smith	Recording service
Broadcast Recording Artists	Minneapolis 9	5321 Clinton Ave., So.	Colfax 6131	Thomas K. Scallan	Recording, production, package shows, scripts
Broadcasting Program Service	New York 16	425 Fifth Ave.	Murray Hill 4-6474	Herbert Rosen	Production, transcriptions, foreign language programs
Chamberlain Brown	New York 19	145 W. 45th St.	Bryant 9-8480	Chamberlain Brown	Production, talent, scripts
The Al Buffington Co.	Baltimore 18	2104 N. Charles St.	Belmont 1960	Albert B. Buffington	Recording, production, package tele- vision shows
Al Burton Radio Productions	Evanston, Ill.	2040 Sherman Ave.	Greenleaf 9039	Al Goldstone	Production, package programs
Byron Productions Co.	New York 19	730 Fifth Ave.	Circle 6-2677	Edward A. Byron	Package programs
C & F Radio Productions Inc	Hollywood 28	6365 Selma Ave.	Grant's 3171	Leigh Crosby	Production, transcriptions
Capitol Attractions Inc.	Hollywood 28	6548 Sunset Blvd.	Hillside 0257	Edw. I. Fishman	Transcriptions, production, package programs
Capitol Records Inc.	Hollywood 28	Sunset and Vine	Hollywood 8171	Walter B. Davison	Transcribed library program service
Capitol Transcriptions (Division of Capitol Records Inc.)	Hollywood 28	1509 N. Vine St.	Hollywood 8171	Walter B. Davison	Transcription library
	New York	250 W. 57th St.	Circle 5-5725		
The Cardinal Co. Inc.	Hollywood 28	6000 Sunset Blvd.	Hempstead 1176	Joseph T. Scott	Production, transcriptions, package programs
	New York 17	521 Fifth Ave.	Murray Hill 2-4341	Jas. F. MacCaughtry	
	Chicago 1	333 N. Michigan Ave.	State 6540	Jas. F. MacCaughtry	
Carson-Stempel Enterprises	Los Angeles 46	717 N. La Cienega Blvd.	Crestview 1-7141	Frank Stempel	Production, scripts, talent
Garry J. Carter Inc.	New York	67 W. 44th St.	Murray Hill 2-5188	Garry J. Carter	Transcriptions, production, package programs
	Toronto 1	394 Bay St.	Waverley 4635	Bob Howe	

(Continued on Page 456)

"WITH STILL, SMALL VOICE"

*The perfect anniversary
program for the small
radio station . . . a story
of community service.*

*"With Still, Small Voice", an Airtested Script
Classic, is available for your own local production.
Write today for rates and an audition script.*

CHET BEHRMAN

Radio-Video  Productions

BOX 1094

INDIANAPOLIS 6

INDIANA

Air Features INCORPORATED

>>>

>>>

247 PARK AVENUE
NEW YORK CITY

FREDERIC W. ZIV COMPANY
Proudly Presents



Mr. RONALD COLMAN

Starring on the Most Brilliant Transcribed Dramatic
Show Ever Offered for Local and Regional Sponsorship



Favorite Story

THE FAVORITE STORIES OF SPENCER TRACY • INGRID BERGMAN • SHIRLEY TEMPLE •
ORSON WELLES • SINCLAIR LEWIS • FATHER E. J. FLANAGAN • CECIL B. DE MILLE • FRED
ALLEN • IRVING BERLIN • ARCHIE GARDNER • ALFRED HITCHCOCK AND MANY MORE!

In the spirit of perfection that distinguishes this matchless series we have chosen as host and narrator . . . the one and only Ronald Colman. Now . . . his incomparable artistry, his magnetic voice and faultless diction are yours to sponsor in a dramatic program of unprecedented lavishness.

Shirley Temple, Orson Welles, Spencer Tracy, Bing Crosby and scores of other famous persons select their FAVORITE STORY, the greatest stories of all time, masterfully adapted by writers pre-eminent in their field, Jerome Lawrence and Robert E. Lee. A superb company of radio's finest actors . . . Ben Alexander, John Beal, Vincent Price, Edna Best, Benita Hume, Janet Waldo, Howard Duff . . . a fifteen piece orchestra under the direction of Claude Sweeten, brilliant musical scores by Robert Mitchell.

156 half hours available . . . every one a rare combination of prestige and dynamic entertainment, every one an unparalleled triumph of transcribed showmanship!

MASTERFULLY TRANSCRIBED
FOR YOUR SPONSORSHIP BY . . .



NEW YORK

CHICAGO

HOLLYWOOD

DIRECTORY OF TRANSCRIPTION, PRODUCTION and RELATED SERVICES

(Continued from page 454)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Bruce Chapman Co.	New York 18 Boston 15 Rochester 4	145 W. 41st St. 21 Brookline Ave. 111 East Ave.	Wisconsin 7-9244 Commonwealth 0800 Stone 1882	Bruce Chapman Charles Forrester John Hooley	Package programs
Charles Productions	Rochester 7	79 Eastland Ave.	Monroe 6105W	Charles B. Shoo'man	Production, scripts, package programs
Mary D. Chase Productions	New York 18	25 W. 45th St.	Regent 7-1120	Mary Chase	Production, scripts, talent
Chicago Recording Studios Inc.	Chicago	64 E. Jackson Blvd.	Webster 7288	R. W. Kittinger	Recording, phonograph records
Chicago Tribune-New York News Syndicate Inc.	New York 17	220 E. 42nd St.	Murray Hill 2-1234	Mollie Slott	Newspaper features adaptable to broadcasting
Children's World Foundation	Hollywood 46	8853 Sunset Blvd.	Crestview 5-1343	Thomas W. Hagan, Pres.	Children's package shows, production
Arthur B. Church Productions	Kansas City 6	Pickwick Hotel	Harrison 2650	George E. Halley	Transcription library
Cinemart Inc.	New York 17	101 Park Ave.	Murray Hill 4-1562	Varian Fry	Recording, scripts, motion picture production for television
Civic Concert Service Inc. (Subsidiary of Natl. Concerts & Artists Corp.)	New York 22	711 Fifth Ave.	Plaza 3-0820	O. O. Bottonff	Promotion of civic music associations
Leslie Clucas	Chicago 1 Hollywood 28	333 N. Michigan Ave. 6331 Hollywood Blvd.	Franklin 7100 Hollywood 5111	Leslie Clucas Burton A. Dole	Packaged programs, talent
M. M. Cole Transcription Library	Chicago 5	823 S. Wabash Ave.	Harrison 7461	Sanford Skinner	Transcription library
Ted Collins Corp.	New York 23	1819 Broadway	Circle 7-0094	Ted Collins	Talent, production
Russell C. Comer Co.	Kansas City 6	15 West 10th St.	Harrison 3964		Recording, production, transcriptions, package programs, talent
Command Radio Productions Inc.	Hollywood 28	6331 Hollywood Blvd.	Granite 7450	Frank K. Danzig	Production, package programs
Commodore Productions and Artists	Hollywood 28 New York 17	1350 N. Highland Ave. 521 Fifth Ave.	Hollywood 8229 Vanderbilt 6-1750	Walter White Jr. Dell Peters	Production, package programs, scripts, talent
The Compo Co. Ltd.	Lachine, Que.	485 18th Ave.	Walnut 5653	R. A. Chislett	Processing and pressing of electrical transcriptions
Continental Radio & Television Productions	Hollywood 28	6381 Hollywood Blvd.	Hempstead 8171	Hal M. Ayres	Production, transcriptions
Jack L. Cooper Radio Adv. Service	Chicago 12	2400 W. Madison St.	Monroe 9060	Jack L. Cooper	Recorded and transcribed program
Co-operative Broadcasting Service	Chicago 4	Board of Trade Bldg.	Wabash 6243	Thomas Albert Gunnon	Transcribed programs

(Continued on Page 458)

1. 2. 3.
ed cashman
HOLLYWOOD

Directing The Tony Martin Show for TEXACO
KUDNER AGENCY, INC.

YOU OWE IT TO YOURSELF!

Have Your MASTERS
recorded on the
WORLD'S FINEST EQUIPMENT

Including New SCULLY direct drive Lathes

Send your original records and transcriptions for copies or masters for pressings.

Make Our Complete Studio Facilities, Script and Production Service a part of your organization.



Damon
Recording
Studios
Inc.

1221 Baltimore Ave.
Kansas City (6)
Missouri



15 Years Ahead in "Know-How"

CONSISTENTLY

BEATS ALL COMPETITION
ON STATIONS FROM
COAST-TO-COAST...

MINNEAPOLIS
SATURDAY — 6:00 p.m. — WCCO

16.5

... more than three times
its nearest competitor ...
more than 8 times compet-
ing network commentator!
(HOOPER—OCT.—DEC., 1946)

NEW YORK
WEDNESDAY, 8:30 p.m., WOR

10.8

...the highest-rated ½ hour
on WOR all days, all hours.
(HOOPER—MAY—JUNE, 1947)

YOUNGSTOWN
THURSDAY, 7:30 p.m., WKBN

20.7

... 44% Share of Audi-
ence ... double nearest
competitor: a top-flight net-
work singer-comedian.
(HOOPER—FALL—WINTER, 1946-47)

ZIV'S "BOSTON BLACKIE"

RADIO'S MOST EXCITING HALF-HOUR
ADVENTURE-DETECTIVE SHOW!

THE PROOF IS IN THE RATINGS!

LOUISVILLE
TUESDAY, 6:30 p.m., WAVE

21.7

Far and away the rating
champ over three popu-
lar network shows.
(HOOPER—DEC.—APR., 1946-47)

NEW ORLEANS
MONDAY, 6:30 p.m., WWL

14.1

Beats a famous commentator
on competing network station
almost three to one!
(HOOPER—DEC.—APRIL, 1946-47)

ZANESVILLE
THURSDAY, 7:30 p.m., WHIZ

20.5

...beats the total ratings
of all three competing
network stations.
(CONLON — WINTER, 1946)

CINCINNATI
SATURDAY, 9:45-10:15 p.m., WKRC

16.9

Outrates a big network
comedy, two network mu-
sicals; four times higher
than a competing net-
work mystery.
(HOOPER—JAN.—MARCH, 1947)

Greater every year

156 WEEKS OF
"BOSTON BLACKIE" HALF-HOUR
PROGRAMS IMMEDIATELY AVAILABLE



TRANSCRIBED FOR LOCAL
AND REGIONAL SPONSORS

FREDERIC W. **ZIV** COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK CHICAGO HOLLYWOOD

DIRECTORY OF TRANSCRIPTION, PRODUCTION and RELATED SERVICES

(Continued)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Louis G. Cowan Inc.	New York 22 Chicago 3 Hollywood 28	485 Madison Ave. 8 S. Michigan Ave. 6331 Hollywood Blvd.	Plaza 9-3700 Randolph 2022 Hillside 5337	Joseph W. Bailey Robert D. Miche's Riley Jackson	Production, transcriptions, package programs
Bing Crosby Enterprises Inc.	Los Angeles 46	9028 Sunset Blvd.	Crestview 1-1171	Everett N. Crosby	Package programs, television movie production
Crosley Broadcasting Corp. (WLW)	Cincinnati 2 New York Chicago 1	140 W. Ninth St. 630 Fifth Ave. 360 N. Michigan Ave.	Cherry 1822 Circle 6-1750 State 0366	R. E. Dunville Warren Jennings Harry Albrecht	Production, scripts, package programs, live talent shows
Cruger Radio-Tele Productions	Hollywood 28	5800 Carlton Way	Hempstead 8254	Paul Cruger	Production, scripts, package programs, television shows
Patrick Michael Cuning Television Productions	Hollywood 28	6650 Sunset Blvd.	Hillside 5915	Patrick Michael Cuning	Production, packaged shows, television film
Stage 8 Television Productions	Hollywood 28	6650 Sunset Blvd.	Hillside 5915	Patrick Michael Cuning	Production, packaged shows, television film
Damon Recording Studios Inc.	Kansas City 6	1221 Baltimore	Victor 2585	Vic Damon	Recording, production, phonograph records
Gordon M. Day Adv. Service	New York 22 Hollywood 28	145 E. 53rd St. 6331 Hollywood Blvd.	Plaza 3-3460 Granite 1950	Gordon M. Day Jack Rourke	Production, transcriptions, package programs
Decca Records Inc.	New York 19	50 W. 57th St.	Columbus 5-2300	Edward R. Strauss	Phonograph records, transcription
Jerry Devine Productions	Hollywood 28	6331 Hollywood Blvd.	Hempstead 8163	Lee Meyers	Package programs
Dickson & Edington Ltd.	Toronto 5	30 Bloor, W.	Randolph 1488	Roy Ward Dickson	Production, package programs
Disco Recording Co. Inc.	St. Louis 1	Arcade Bldg.	Chestnut 5937	Gordon Sherman	Recording, package programs, transcriptions
Alfred Dixon Speech Systems Inc.	New York 17	424 Madison Ave.	Plaza 8-1246		Production, educational recording
Virginia Doak Agency Inc.	Hollywood 28	6381 Hollywood Blvd.	Hillside 0174	Virginia Doak	Scripts, transcriptions, package programs, television shows
Dominion Broadcasting Co.	Toronto	4 Albert St.	Adelaide 3383	Hal B. Williams	Transcriptions, production, recording, talent
Draesemer Radio Productions	Hollywood 28	5205 Hollywood Blvd.	Hillside 1782	Isabelle Draesemer	Production, scripts, talent
Harry S. Dube	New York 20	1270 Sixth Ave.	Columbus 5-7035	J. Knight	Talent, scripts, package program recording

(Continued)



—RADIO'S FINEST TAILORED
AND SYNDICATED SPOT SERVICE
PRICED FAIRLY BY MARKETS

- JINGLES
- SPOTS
- BREAKS

PUT A PUNCH IN YOUR SALES PITCH

● SPOTS TAILORED FOR LOCAL, REGIONAL AND NATIONAL ACCOUNTS. EVERY JOB PERSONALLY SUPERVISED BY ED EAST, RADIO'S TOP WRITER AND PRODUCER OF SPOTS WITH 15 YEARS OF "KNOW HOW". (PHONE, WIRE, AIR-MAIL FOR INFORMATION.)

Ed East
Creative Recorded Spots

910 Taft Bldg., • Hollywood and Vine • Hollywood 28, California
Phone: Gladstone 3352



Frederic W. Ziv Company

PROUDLY PRESENTS THE

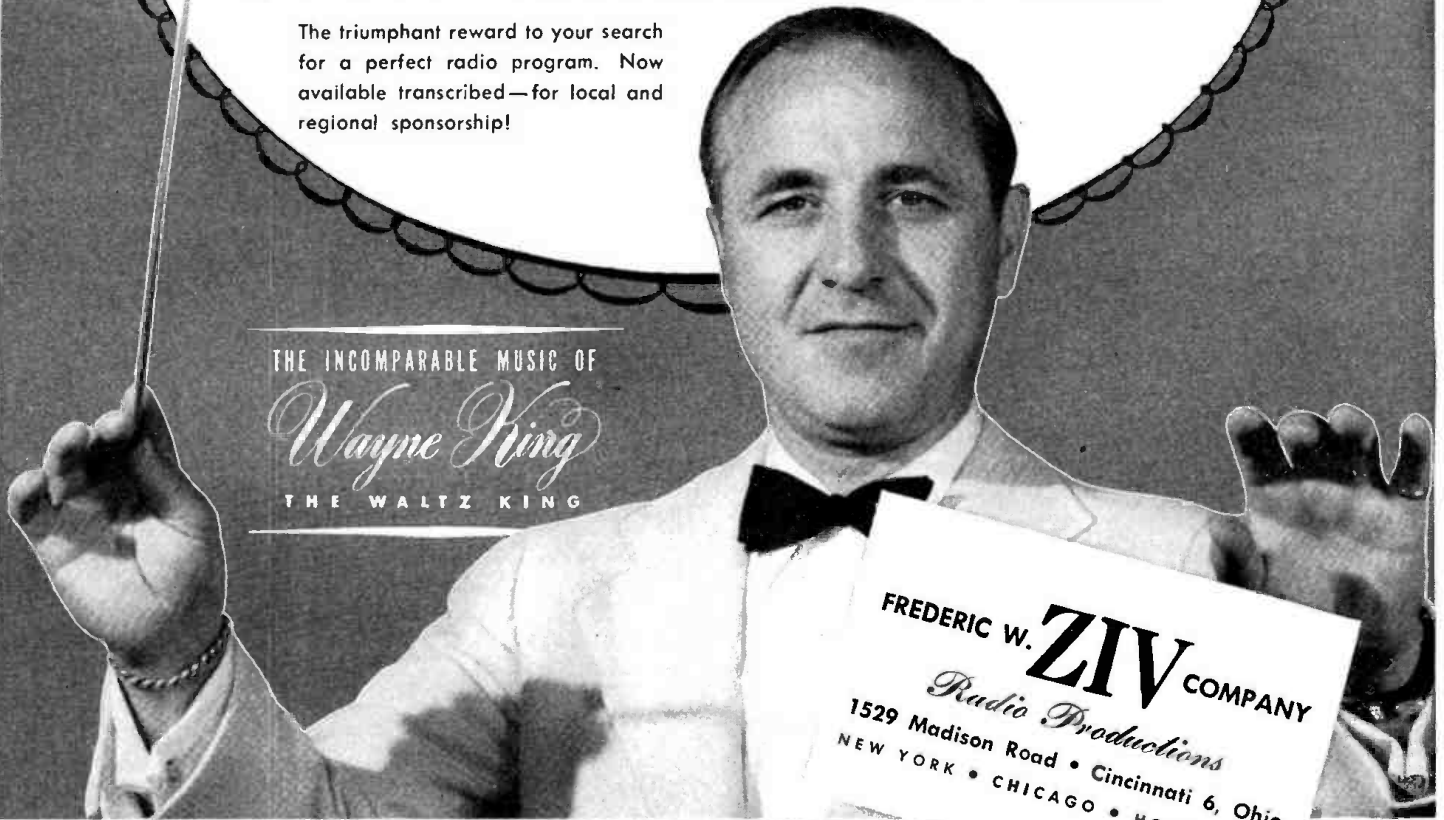
Wayne King Show

With WAYNE KING HIS GOLDEN SAXOPHONE HIS ORCHESTRA
 NANCY EVANS LARRY DOUGLAS FRANKLYN MacCORMACK

The triumphant reward to your search for a perfect radio program. Now available transcribed—for local and regional sponsorship!

THE INCOMPARABLE MUSIC OF

Wayne King
THE WALTZ KING



NANCY EVANS • LARRY DOUGLAS Your radio audience will thrill to hear these glorious voices featured in solos and superbly blended in duets.



HIS ORCHESTRA The prestige of Wayne King and his world-renowned orchestra brings added prestige to sponsors. His matchless showmanship . . . his great group of musicians . . . all add together to the grandest half hour of music on the air.



FRANKLYN MacCORMACK His rich, deep, dramatic voice serves as a perfect introduction to the soothing music of the Waltz King.

DIRECTORY OF TRANSCRIPTION, PRODUCTION and RELATED SERVICES

(Continued)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Eccles Disc Recordings	Hollywood 28	6233 Hollywood Blvd.	Hillside 8351	Robert P. Newman	Recording service
Charles Eckart Co.	Los Angeles 27	4880 Santa Monica Blvd.	Olympia 2901	Charles Eckart	Phonograph record matrices
Electro-Vox Recording Studios	Hollywood 38	5546 Melrose Ave.	Gladstone 2189	Bert E. Gottschalk	Recording, phonograph records
W. M. Ellsworth	Chicago 1	75 E. Wacker Drive	Central 0942	W. M. Ellsworth	Production, talent
Empire Broadcasting Corp.	New York 17	480 Lexington Ave.	Plaza 9-4500	Helen Kelleher	Production, recording, transcription
Robert Evans Productions Inc.	New York 33	113 W. 57th St.	Circle 6-9861	Robert Evans	Production, package programs
Exclusive Radio Features Co. Ltd	Toronto	225 Mutual St.	Waverley 9419	A. J. Lewis	Recording, production, transcriptions, package programs, talent
F & M Stageshows Inc.	New York 18	1501 Broadway	Chickering 4-3956	R. W. McGowan	Production, scripts, talent
Fadiman Associates Ltd.	New York 18	1501 Broadway	Lackawanna 4-3544	Edwin Fadiman	Production
Famous Artists Corp.	Beverly Hills	California Bank Bldg.	Crestview 1-5222	Jack Gordean	Package programs, talent
Feature Bureau	New York 18	152 W. 42nd St.	Wisconsin 7-9715	Bert Nevins	Script service
Feature Productions	Chicago 1	228 N. La Salle St.	State 8999	Stuart V. Dawson	Transcriptions, production, package shows, talent
Fidelity Recordings	Cincinnati 1	Wurlitzer Bldg.	Main 0172	Virgil E. Seibert	Recording service
Film Associates Inc.	Dayton 9	440 E. Schantz Ave.	Walnut 2164	Dorothy Sauerman	Recording production
Finley Transcriptions Inc.	Hollywood 46	8983 Sunset Blvd.	Bradshaw 2-2711	Larry Finley	Transcriptions, package programs
Carl Fischer Recording Studios	New York 19	119 W. 57th St.	Circle 7-2965	Fred Herbert	Recording, production, transcriptions
Ed Fishman Agency	Hollywood 28	6912 Hollywood Blvd.	Hillside 8821	Ed Fishman	Package programs, talent, transcriptions
Frieda Fishbein	New York 18	11 W. 42nd St.	Longacre 5-1379	Frieda Fishbein	Scripts, talent
Fortune Radio Productions	New York 22	509 Madison Ave.	Eldorado 5-6397	Bernard J. Goldstein	Production
Fortune Records, Trianon Publications	Detroit 6	11839 Twelfth St.	Townsend 7-3077	J. Brown	Recording, transcriptions
Harry E. Foster Agencies Ltd.	Toronto, Ont.	King Edward Hotel	Elgin 6373	G. Forsyth	Recording, Production, package programs, talent
Frankay & Jackson Recording Studios Inc.	New York 19	48 W. 48th St.	Longacre 5-8453	Harry Jackson	Recording transcriptions
J. Franklyn Viola	New York 18	152 W. 42nd St.	Chickering 4-3254	J. F. Viola	Foreign language scripts
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	Tom Kettering B. W. Frederick L. A. Frederick	Production, talent

(Continued)

For Dramatic Sound Effects Records...use

MAJOR RECORDS

Over 500 realistic sound effects

*"From a Cat's Meow to a Lion's Roar
... a Pistol Shot to a World War"*

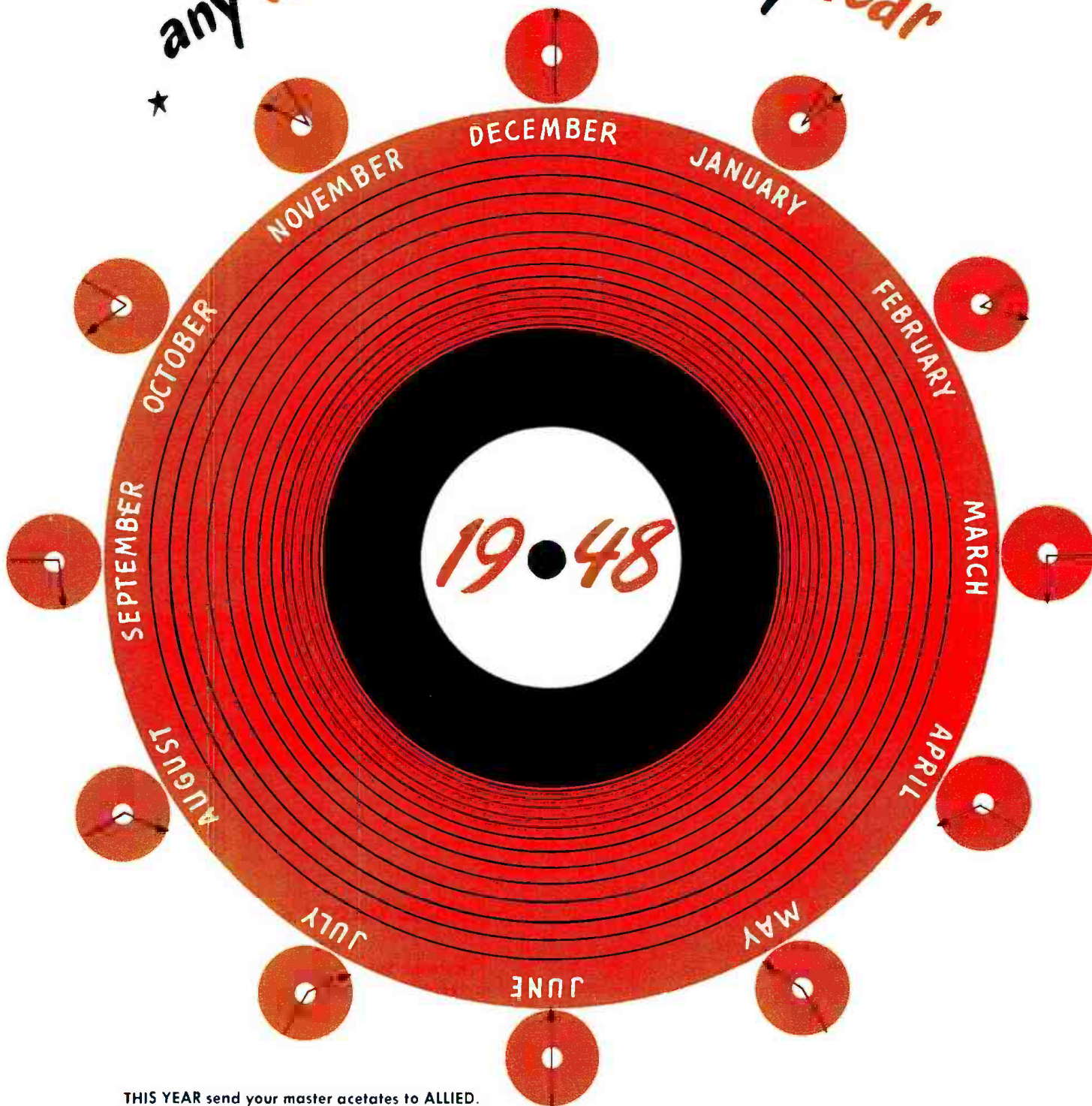
SEND FOR CATALOG B-A

MAJOR RECORDS

Distributed by

THOMAS J. VALENTINO, Inc.
1600 BROADWAY • NEW YORK 19, N. Y.

★ ★ ★
any Hour any Month any Year ★ ★ ★



THIS YEAR send your master acetates to ALLIED.

Silver nitrate processing of superior quality. Genuine "Vinylite" Brand Plastic pressings.

Non-flexible phonograph records handled specially for SPEEDY DELIVERY!

ALLIED RECORD MANUFACTURING CO., INC.

1041 NORTH LAS PALMAS AVENUE • HOLLYWOOD 38 • TELEPHONE: HOLLYWOOD 5107

BROADCASTING • Telecasting

1948 Yearbook Number • Page 461

DIRECTORY OF TRANSCRIPTION, PRODUCTION and RELATED SERVICES

(Continued)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Allen A. Funt Radio Productions	New York 17	52 Vanderbilt Ave.	Murray Hill 3-0635	Allen A. Funt	Production
Gainsborough Associates	New York 17	507 Fifth Ave.	Murray Hill 2-8290	Jack D. Gaines	Production, package programs, foreign language motion pictures for television
Gamble Recording Studio	Chicago 4	228 S. Wabash Ave.	Harrison 1360	Gertrude Westphal	Recording service
Mitchell Gertz Agency Inc.	Los Angeles 46	8533 Sunset Blvd.	Crestview 5-7152	Ralph Berke	Production, transcriptions, package programs, talent
John E. Gibbs & Co.	New York	9 Rockefeller Plaza	Columbus 5-4888	John E. Gibbs	Production, scripts, talent
Grace Gibson Radio Productions	Hollywood 28	6700 Sunset Blvd.	Granite 5543	Grace Gibson	Transcriptions
Gillespie-Girard Productions	New York	545 Fifth Avenue	Murray Hill 7-6865	C. Waring Gillespie	Transcriptions, production
Girard Productions	New York 21	222 E. 71st St.	Butterfield 8-6853	Paul Girard	Transcriptions, production, package programs
Nat C. Goldstone Agency	Hollywood 46	9121 Sunset Blvd.	Crestview 6-1071	Harold R. (Scrappy) Lambert	Talent, production, writers
Harry S. Goodman Radio Productions	New York 22 Los Angeles 26	19 E. 53rd St. 1777 N. Vermont Ave.	Wickersham 2-3338 Normandy 2-3341	Harry S. Goodman Daniel R. Goodman	Transcriptions, live script shows
Gordon Publications and Broadcasting Co.	Los Angeles 13	355 S. Broadway	Murray Hill 6-4621	Eugene Finger	Production, talent
Gotham Radio Productions Inc.	New York 3	120 E. 16th St.	Gramercy 5-7614	Louis J. Clom	Package programs
Green Associates	Chicago 1	380 N. Michigan Ave.	Central 5583	Lewis G. Green	Production, transcriptions, package sports shows
Ben Greene Film Productions	New York 19	48 W. 48th St.	Longacre 5-8250	Ben Greene	Recording, package programs, television sound films
John Guedel Radio Productions	Hollywood 28	Hollywood & Vine	Hempstead 5186	John Guedel	Package programs, transcriptions
Melchor Guzman Co. Inc.	New York 20	45 Rockefeller Plaza	Circle 7-0624	Melchor Guzman	Scripts for Latin American stations
H. S. & G. Agency	New York 22	19 E. 53rd St.	Wickersham 2-3339		
Edward Hall Productions	New York 18	234 W. 44th St.	Chickering 4-5141	Edward Hall	Production, scripts, talent, package programs
Wendell Hall Music Maker Productions	Chicago 13	4355 N. Paulina St.	Graceland 6418	Wendell Hall	Production, musical spots, package programs, talent
Mitchell J. Hamliburg Agency	Hollywood 46	8780 Sunset Blvd.	Crestview 1-5108	M. J. Hamliburg Ed Paul Phillips	Talent, writers, packaged production

(Continued on Page 466)

These Outstanding Shows Produced by **MORTON RADIO PRODUCTIONS** Are Now Available

THE HOMETOWNERS...

156 fifteen minute episodes
NBC Stars — Americana Music
(Just completed)

JOE EMERSON'S HYMN TIME...

Star of "Hymns of all churches"
156 fifteen minute episodes
America's top hymn show

LOUISE MASSEY and the WESTERNERS ...

Starring CURT MASSEY
Network Stars
156 fifteen minute episodes.
Radio's finest western musical.

SO THE STORY GOES...

260 fifteen minute episodes.
The greatest story telling series
in the history of radio.

THIS IS THE STORY...

Featuring Ed Prentiss, network star. Producing
another 260 fifteen minute episodes ...
making these two series the largest collection
of story material ever offered.

MORTON RADIO PRODUCTIONS, INC.
360 N. MICHIGAN AVE., CHICAGO 1, ILL.

How to catch a sponsor...

Use for bait a choice of big name programs.
Offer them at prices way below comparable "live"
or conventional transcribed radio shows.

IT'S EASY WITH CAPITOL'S STAR-STUDED TRANSCRIPTION SERVICE!

Each Week You Get New Material for More Than
25 Programs—Totaling More Than 35 Hours of
Entertainment. An Average of 5 Hours Every Day!



BANDS & ORCHESTRAS

Victor Arno ★ Louis Busch ★ Billy Butterfield
Louis Castellucci ★ Duke Ellington ★ Jan Garber
Skitch Henderson ★ Hollywood Serenaders
George Kast ★ Stan Kenton ★ Gene Krupa
Eddie LeMar ★ Enric Madriguera
Rex Maupin ★ Alvin Roy ★ Julius Toldi

SINGERS

June Christy ★ Clark Dennis ★ Hal Derwin
Dinning Sisters ★ Four of a Kind
Carolyn Grey ★ King Sisters ★ Norma Larsen
Peggy Lee ★ Johnny Mercer ★ Michael Tobin

VARIETY

David Allan ★ Calvary Quartette
Mahlon Clark Sextet ★ Buddy Cole's 4 of a Kind
Frank De Vol ★ Pee Wee Hunt ★ King Cole Trio
Danny Kavana
Del Porter and His Sweet Potato Tooters
Juan Rolando ★ Dick Shannon's Aleutian Five
Paul Weston

WESTERN & HILL COUNTRY

The Coonhunters ★ Shug Fisher
Wally Fowler ★ Jack Guthrie ★ Karl and Marty
Oak Ridge Quartet ★ Tex Ritter
Merle Travis ★ Wesley Tuttle
Uncle Henry's Original Kentucky Mountaineers

3000 SELECTIONS in Capitol's basic transcription library. You get at least 50 more each month. Almost every conceivable type of music and instrumentation.

EASY-FILE CABINETS. Your transcriptions and index material are instantly available. 3-way cross index for quickly finding any selection. Catalog and 2 complete card files supplied.

PROGRAM FORMAT BOOK. Lists each transcription by title number; gives exact playing time. In fact, provides many important items of information to simplify your programming.

A FLEXIBLE SERVICE! Separate tracks of artists' voices are provided. Your local announcers can "chat" with the transcribed stars...can give commercials against rich, distinctive background music...just like big network shows. And it's easy to tailor-make programs for the tastes of any sponsor or audience.



Every station needs this time-saving service

So easy, so fool-proof you can help fill your on-the-air hours with sure-fire entertainment with a minimum of planning. It does the work for you.

SEND TODAY FOR DEMONSTRATION RECORD

Hear for yourself exactly how this Service works...its many new and exclusive features...the superb quality of the Vinylite discs. Address: Capitol, Sunset and Vine, Hollywood 28, California.



BMI BOARD OF DIRECTORS—Left to right: Frank K. White, Leonard Kapner, John Elmer, Robert D. Swezey (standing), J. Leonard Reinsch, Sydney M. Kaye, Justin Miller, Carl Haverlin, Joseph A. McDonald, Paul Morency, J. Harold Ryan, William S. Hedges.

BMI Reports to the Industry

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

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

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

Of the total number of BMI licensees (there were 1,897 as of December 8, 1947):

- 1,009 are stations affiliated with the national networks*
- 569 are independent stations*
- 184 are F-M, Television and Short-wave broadcasters*
- 115 are Canadian stations*
- 20 are in U. S. territorial possessions*

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

BMI's strength comes not alone from its large family of licensees. An equally great number of affiliate publishers, more than 1,000 to date, combine their catalogs to provide hundreds of thousands of selections whose radio and other performing

rights, including television rights, are held exclusively by BMI. Thousands of modern arrangements of favorite compositions in the Public Domain further enhance the BMI library.

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

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

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

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

BROADCAST MUSIC, INC.

580 FIFTH AVENUE, NEW YORK 19, N. Y.
New York • Chicago • Hollywood

Our Job at BMI is SERVICE in MUSIC



When It's B.M.I. . . . It's Yours

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

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

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

MMUSIC FOR EVERY NEED - BMI which had enough music for the entire needs of broadcasters in 1941, today has increased its repertoire of performable music by more than 400%. In American folk music BMI surpasses any other licensing agency. In Latin-American music BMI is equally outstanding. In every classification - current popular songs, dance music, hot jazz, serious and semi-classical - the BMI repertoire provides sufficient music to fill every program need.

INDUSTRY OWNED AND OPERATED - BROADCAST MUSIC, INC. was established and is maintained and operated by and for the broadcasting industry. Management of BMI is directed and guided by a Board of Directors elected by the broadcasting industry, and functions solely in your interest as a broadcaster.

BROADCAST MUSIC, INC.

580 FIFTH AVENUE, NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

DIRECTORY OF TRANSCRIPTION, PRODUCTION and RELATED SERVICES

(Continued from page 462)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Hamilton-Whitney Productions Inc.	Los Angeles 36	435 S. La Cienega Blvd	Bradshaw 2-2731	A. C. Gershenson E. C. Langhurst	Packaged programs: production
Lawrence Hammond Productions Inc.	New York	33 West 51st	Volunteer 5-2000	Lawrence Hammond	Package producer and transcriptions
Harris & Steele Inc.	New York 23	50 W. 67th St.	Endicott 2-9555	Helen Steele	Production, talent
Edward Hart & Assoc.	Washington 6, D.C.	1737 H St. N.W.	Republic 4312		Production, transcriptions, package programs
Harvey & Howe Inc.	Chicago 11 New York 17	919 N. Michigan Ave 285 Madison Ave.	Superior 4930 Lexington 2-0257	W. S. Harvey Jr. D. F. Kronquist	Scripts, recording, production
Hispano Broadcasting Co.	Los Angeles 12	105 E. First St.	Michigan 4433	Tony Sein	Spanish programs
Holiday Productions	Oakland 2 Beverly Hills	Latham Square Bldg. 337 S. Rodeo Dr.	Higate 4-2237 Crestview 6-0895	John Lawson Alan Armer	Production, scripts, package programs
William F. Holland Agency	Cincinnati 2	Sinton Hotel	Main 3450	Earl Lewis Holland	Recordings, transcriptions, package programs, talent
Hollywood Associate Producers	Hollywood 27	1245 N. Edgemont	Chet Peterson	Production, transcriptions, recording, package programs
Hollywood Broadcasters Cooperative Inc.	Hollywood 28	6700 Sunset Blvd.	Granite 3784	Richard Lane (pres)	Transcribed dramatic shows
Hollywood Radio Transcriptions Inc.	Los Angeles 16	2919 S. Norton Ave.	Republic 2-4602	Walter Addison Watson	Transcriptions, production, talent
Howard House Radio Productions	Portland 5, Ore.	Columbia Bldg.	Beacon 8835	Clyde P. Howard	Production, transcriptions, package programs
Howell Recording Studio	Buffalo 17	2703 Delaware Ave.	Delaware 8728	David F. Howell	Recording, phonograph records
Inter-California Broadcasting System	Los Angeles 12	253 S. Broadway	Mutual 2759	Gustavo Faist Moran	Spanish programs
Imperial Radio Productions	Toronto 2 Montreal Winnipeg Vancouver	444 University Ave. Medical Arts Bldg. Lindsay Bldg. 144 W. Hastings St.	Waverly 5622 Fitzroy 2439 Pacific 2888	Dan V. Carr R. E. Leslie A. J. Messner J. N. Hunt	Recording, production, transcriptions, package programs, talent
International Artists Recording Studios Inc.	Hollywood 28	6700 Sunset Blvd.	Hollywood 6344	H. Dixon McCoy	Recording, transcriptions, air-checks

(Continued)

Ed Hart's transcribed weekly forum:

" IS CONGRESS DOING ITS JOB ? "

**Ed Hart & Associates
Washington Radio Productions**

**1737 H Street, Northwest
Washington 6, D. C.
REpublic 4312**

- ✓ Now in its third year.
- ✓ Most influential quarter-hour Washington discussion feature on the air.
- ✓ A saleable public service program with guests who make American and world history.
- ✓ Broadcast from coast to coast.

✓ Rates and audition disks available

Genuinely entertaining—with 7 years of tested inspirational appeal for the entire family

87 Broadcasters say it's tops

"QUIZSPIRATION"

the non-sectarian, one-half hour radio Bible quiz

Now Available Transcribed

for public service programming or
local sponsorship, with

Dale Crowley

renowned Radio Minister,
as Quizmaster

Audience-tested with seven years of mounting popularity in the Nation's Capital, QUIZSPIRATION is now available transcribed. The program has been acclaimed by radio listeners, by Congressmen, by religious leaders, by people in all walks of life who value inspiring entertainment.

If you seek a half-hour feature of real worth—challenging to the radio audience—wholesome—unique in the quiz field—QUIZSPIRATION meets all requirements. It is well adapted to prestige-building public service programming—or for sponsorship by an alert advertiser.



BEN STROUSE, Manager of WWDC (Washington, D. C.) says, "Quizspiration at 7:00 Saturday night ranks third out of the six programs on the air (Hooper). It is exceeded only by the programs of two of the major national networks. That speaks for itself."

FACTS ABOUT QUIZSPIRATION

- It is an unrehearsed contest between competing groups selected from churches, colleges, Congress, the general public.
- Questions, based on the Bible, are selected each week from hundreds sent in by radio listeners. All questions are factual, free of controversy, void of sectarianism.
- Participants include all ages, from the "Quizspiration Kids" (10-14 years) up to mature groups from adult Bible Classes, Ministers, and Congressmen.
- M.C. and quizmaster is Dale Crowley, author of the program, who, during the past 15 years has conducted more than 3,000 radio broadcasts. He demonstrates that the Bible is a rich source of human interest, tapping every field of human knowledge. Radio men say, "He knows how to handle the show."
- QUIZSPIRATION is saturated with good humor, radiant with lively studio atmosphere, pleasing to the most devout listener. Its purpose: the projection of basic American ideals and the promotion of good will to all mankind.

An audition transcription of a recent QUIZSPIRATION program will be sent to any broadcaster upon request—with complete details of the terms under which it may be secured as a regular feature.

Address:

DALE CROWLEY PRODUCTIONS, Box 1, Washington, D. C.



Left to right: Congressmen Mahon of Texas, Hays of Arkansas, Murdock of Arizona; Mark Austad, Announcer; Dale Crowley; Congressmen Priest of Tennessee, Bryson of S. Carolina, Gwynne of New York.

DIRECTORY OF TRANSCRIPTION, PRODUCTION and RELATED SERVICES

(Continued)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
International Commercial Broadcasting Co.	Chicago	1147 S. Spaulding St.	Nevada 9088	Max Sosewitz	Jewish programs
International Productions Ltd.	Toronto Montreal	King Edward Hotel Sun Life Bldg.	Elgin 6376 Belair 1984	G. Forsyth	Recording, transcriptions, package programs, talent
Lou Irwin Inc.	Hollywood 46	9134 Sunset Blvd.	Crestview 1-7131	Lou Irwin	Talent, production, scripts
Frederick Jacky Productions	Chicago 11	520 N. Michigan Ave.	Delaware 3262	Fred Jacky	Production, recording, package shows
Harry Jacobs Productions	Hollywood 28	6000 Sunset Blvd.	Granite 9583	Harry R. Jacobs	Production, transcriptions, package programs
Sam Jaffe Agency	Hollywood 46 New York 19	8553 Sunset Blvd. 119 W. 57th St.	Crestview 6-6121 Circle 7-2346	Robert Longnecker Lucy Kroll	Scripts, transcriptions, package shows
Kasper-Gordon Inc.	Boston 16 Columbus 15 Dallas	140 Boylston St. Hartman Theater Bldg. Texas Bank Bldg.	Devonshire 8-7357 Adams 4116 Riverside 8423	Edwin H. Kasper Ralph S. McFeely Burt S. Pittenger	Recordings, production, transcriptions, package programs
John Keating	Portland 5, Ore. Seattle 1	Taylor St. Bldg. 2nd & Pine Bldg.	Beacon 4107 Elliott 6520	John D. Keating James A. McLoughlin	Recording, transcribed programs
Kermit-Raymond Radio Productions	New York 22 New York 22 Chicago Hollywood, Calif.	8 E. 52nd St. 485 Madison Ave. 540 No. Michigan Ave. 9121 Sunset Blvd.	Eldorado 5-4364 Eldorado 5-4364 Mohawk 0015 Crestview 6-1071	Raymond R. Green Walter Keane Charles Puffer Harold 'Scrappy' Lambert	Production, scripts, transcriptions
	Montreal, Que. Vancouver, B.C. Halifax, N.S.	Sun Life Bldg. 119 W. Pender St. 612 Barrington St.	Belair 1984 Tatlow 1171 3-7301	J. C. Nicholls Leah Webster Ervin S. Murray	
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, package programs, transcription library, talent
Lawston Productions	Hollywood 28	6700 Sunset Blvd.	Hillside 7720	J. H. Johnston	Production, transcriptions, package programs
M. C. Levee Agency	Beverly Hills	119 S. Beverly Drive	Crestview 1-5781	M. C. Levee	Package programs, talent
W. Biggie Levin Agency	Chicago 11	612 N. Michigan Ave.	Superior 0506	W. Biggie Levin	Scripts, transcriptions, talent
Jack Lewis Theatrical Enterprises	New York 19	1564 Broadway	Longacre 4-1779	Sam Samuels	Production, talent, scripts
Lester Lewis Associates	New York 14	1 Christopher St.	Chelsea 2-8033	Lester Lewis	Production, scripts, talent
Lifetone Sound Recording Laboratories	Peoria 4	2013 Peoria Ave.	2-9443	Norris John Buechele	Recording, production, transcriptions, package programs

(Continued)

When is a newspaperman not a newspaperman?

The answer is easy: *When he is interested in radio.*

DID YOU KNOW that about 40% of all FM stations are owned by newspapers?

DID YOU KNOW that over 300 AM stations are affiliated with newspapers?

DID YOU KNOW that more and more newspapers are getting into television?

DID YOU KNOW that many newspapers are also concerned with facsimile, the radio telephone, wire recorder and walkie-talkie?

And . . . how can you know what newspaperman with no radio tie-up today might buy or build a station tomorrow?

EDITOR & PUBLISHER will carry your story to the newspapermen who are station owners and prospective owners.

If you have anything to sell radio stations, send for our radio survey



EDITOR & PUBLISHER
THE FOURTH ESTATE



TIMES TOWER, TIMES SQUARE, NEW YORK 18, N.Y.

THREE LITTLE WORDS

"All In One"

EVERY BROADCASTING STATION strives to capture a larger share of its potential audience. EXPERIENCE proves the importance of selecting your library service with great care . . . if it is to produce the results *you* want.

- More and more stations have found after careful comparative analysis that Associated is THE basic-plus service—a service which can do a full time programming job . . . broad in scope, skillfully balanced, flexible for programming and strong in commercial utility.
- The Associated family of subscribers *has more than tripled* in size during the last two years alone!
- Associated produces only *one* transcribed radio program service . . . no “partial” libraries . . . a *complete* service for every station budget . . . ALL IN ONE.
- We invite you to write for complete details.

ASSOCIATED
THE  **RADIO LIBRARY**

ASSOCIATED PROGRAM SERVICE—A Division of Muzak Corporation
151 WEST 16th STREET, NEW YORK 19, N. Y.

DIRECTORY OF TRANSCRIPTION, PRODUCTION and RELATED SERVICES

(Continued)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Art Linick Enterprises	Chicago 11	400 N. Michigan Ave.	Superior 3311	Art Linick	Production
The W. E. Long Co.	Chicago 1	155 N. Clark St.	Randolph 4606	Harold Gingrich	Transcriptions
Phillips H. Lord Inc.	New York	501 Madison Ave.	Wickersham 2-2211	Dorothy E. Levy	Package production
Estelle Lutz Artists Bureau	Chicago 4	25 E. Jackson	Harrison 3435	Estelle Lutz	Production, talent, scripts
A & S Lyons Inc.	New York 22 Beverly Hills	515 Madison Ave. 356 N. Camden Drive	Plaza 3-5181 Crestview 1-6131	Irene Etkin Ben Reanson and Joe Donahue	Talent, package production
Herbert Lytton Productions	Hollywood 28	6700 Sunset Blvd.	Granite 3784	Herbert Lytton	Live and transcribed shows
C. P. MacGregor	Los Angeles 5 New York	729 S. Western Ave. 342 Madison Ave.	Fitzroy 4191 Vanderbilt 6-0492	C. P. MacGregor Nat V. Donato	Recording, production, transcriptions, package programs
Majestic Records Inc.	New York 19	16 E. 40th St.	Lexington 2-7921	Paul Baron	Recording, record manufacturers
Management Corp. of America	New York 22	745 Fifth Ave.	Wickersham 2-8900	Herbert I. Rosenthal	Production
Mayfair Transcription Co.	Hollywood 46	8511 Sunset Blvd.	Crestview 6-6995	B. A. Joslin	Production, transcriptions
Robert Maxwell Associates	New York 17	480 Lexington Ave.	Plaza 9-5700	Robert Maxwell	Production, package programs
Alexander McQueen	Chicago 40	5444 N. Lakewood Ave.	Ravenswood 9010	Alexander McQueen	Transcriptions, scripts
Melodisc Corp.	Hollywood 46	7119 Santa Monica Blvd.	Granite 0970	Walter Rose	Processing and manufacture of records
Melotone Recording Studio	New York 23	25 Central Park W.	Circle 6-1366	Mera M. Weinstock	Recording, transcriptions
Edward Meltzer Radio Productions	Chicago 4	64 E. Jackson Blvd.	Sheldrake 2680	Edward Meltzer	Transcriptions, production, scripts
Robert P. Mendelson Productions	Buffalo 2	277 Delaware Ave.	Cleveland 0723	Robert P. Mendelson	Transcriptions, recording, production
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, transcriptions, talent
Metropolitan Broadcasting Service Ltd.	Toronto 1	21 Dundas Sq.	Adelaide 0181	Don E. Wright	Production, recording, talent
Metropolitan Recording Studios	New York 19	1697 Broadway	Circle 7-3428	David Roth	Recording, transcriptions, production
Charles Michelson Inc.	New York 19 Los Angeles Richmond, Ind. Toronto Sidney, Australia Johannesburg, South Africa London, England	23 W. 47th St. 1344 S. Flower St. S. 1st & B Sts. Bank of Com. Bldg. 29 Bligh St. 127 Anderson St. Holme Lacy Rd.	Chickering 4-5058 Prospect 2035 1117 Elgin 1165 BW 4681 Hereford 2-940	Charles Michelson Philip Johnson Harry Gennett Jr. R. E. McGuire Grace Gibson H. M. Boesch E. R. Voigt	Transcriptions, package programs, sound effects
Michelson & Sternberg Inc.	New York 18	67 W. 44th St.	Murray Hill 2-5421	A. Michelson	Exporters of electrical transcriptions
Allan H. Miller Inc.	Toledo 9	2029 Riverview Court	Walbridge 6611	Mary Miller	Production, scripts, talent
Miller Broadcasting System Inc.	New York 19	113 W. 57th St.	Circle 6-0141	James A. Miller	Millertape recording
M-K-N- Radio Productions	Chicago 1	203 N. Wabash Ave.	State 4115	William Ballinger	Recording, production, scripts
Modandred Service	Washington 2	34 New York Ave., N.E.	North 1205	Charles H. Robinson	Package programs
Monter-Gray Inc.	Hollywood 46	8736 Sunset Blvd.	Crestview 1-1191	Edward M. Gray	Talent, package shows
Moonbeams Broadcasts Inc.	New York 19	8 W. 45th St.	Murray Hill 2-7471	George Shackley	Production, talent, package shows
Carlton E. Morse Productions	Hollywood 28	1500 Vine St.	Hollywood 6161	Clinton E. Twiss	Transcriptions, package shows, production
Morton Radio Productions Inc.	Chicago 1	360 N. Michigan Ave.	Central 4144	Morton Jacobson	Production, transcriptions, package programs
Motion Picture Productions Inc.	Cleveland 13	620 W. Superior Ave.	Prospect 4900	Donald C. Jones	Recording, production, scripts
Music Corp. of America	Chicago	(see Directory of Radio Talent Agencies)			
Muzak Corp.	New York 19	229 4th Ave.	Bryant 9-1246	Harry E. Houghton	Recording, transcription library
National Artists' Bureau	Chicago 1	203 N. Wabash Ave.	Randolph 3858	Phil Phillips	Production
National Broadcasting Co.	New York 20 Washington 5 Chicago Hollywood	30 Rockefeller Plaza Trans-Lux Bldg. Merchandise Mart Sunset & Vine	Circle 7-8300 Republic 4000 Superior 8300 Hollywood 6161	Robert W. Friedheim Robert Z. Morrison Scott Keck Oscar C. Turner	Recording, production, scripts, transcriptions, Thesaurus
National Concert & Artists Corp.	New York 22 Chicago San Francisco Hollywood	711 Fifth Ave. 105 W. Adams 79 Post St. 9059 Sunset Blvd.	Plaza 3-0820 Dearborn 5813 Yukon 6-4294 Crestview 1-7121	Alfred H. Morton D. L. Cornet Alexander Haas Fred H. Davidson	Production, talent
National Productions	Washington 5	1415 K St. N.W.	Executive 5834	Robert J. Enders	Transcriptions, production, talent, package programs

(Continued)

FIRST

with programs starring out-
standing network talent . . .

First with skilled direction and
showmanship . . .

FIRST WITH PROGRAMS

produced by Chas. Michelson, a name
foremost in radio programming for suc-
cessful shows.

Adventures of FRANK MERRIWELL

Famous, typical American boy stories of Burt L.
Standish, currently broadcast sustaining every
Saturday morning over the NBC Network.

NICK CARTER

Popular half-hour detective series sponsored
by Old Dutch Cleanser over the entire
Mutual Broadcasting System.

THE AVENGER

A companion show to The Shadow. Thrill-
packed half-hour program now success-
fully sponsored on regional networks
and available transcribed.

BLACKSTONE, Magic Detective

Greatest magician of the century.
Featured in Blackstone Magazine,
plus personal appearance tie-in
promotions. Available in
quarter-hour programs for
young and old alike.

THE SHADOW

The country's most outstanding dramatic mystery
program. Sponsored over 482 stations, coast-to-coast
and all over the world. A few local markets available.

A DATE WITH MUSIC

A sparkling transcribed quarter-hour musical
series, now sponsored over 53 stations, featuring
Phil Brito and a cast of network artists.

THE HAPPY GANG

Highest rated Canadian program
of music and mirth, now available
on transcription in U. S.

SMILIN' ED McCONNELL

This completely transcribed show
of Hymns and Poetry has
proven its ability to sell.
For over 12 years on nation-
wide network broadcasts.

THE ADVENTURES OF DICK COLE

A new half-hour transcribed juvenile show chock-
full of thrills and adventure. A grand
show for boys and girls.

GENNETT AND SPEEDY-Q SOUND EFFECT RECORDS

PORTO-PLAYBACK TRANSCRIPTION MACHINES

CHARLES MICHELSON INC.

Pioneer Program Producers Since 1934

23 West 47th St. New York 19, N.Y.

Phone: CHickering 4-5058

DIRECTORY OF TRANSCRIPTION, PRODUCTION and RELATED SERVICES

(Continued)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
National Radio Recording Co.	New Orleans	Godchaux Bldg.	Magnolia 6564	Dick Dixon	Recording, production, transcriptions, package programs
National Recording & Film Corp.	Chicago 1	188 W. Randolph St.	Randolph 9697	Richard Bradley	Recording, transcriptions, talent, scripts
National Sound Corp.	New York 23	1841 Broadway	Columbus 5-5430	A. B. Green	Phonograph records
Neff Radio Productions	Detroit 26	Stroh Bldg.	Randolph 3006	Dorothy Ann Marks	Production, talent, recording, package programs
Ted Nelson Associates	New York 19	730 Fifth Ave.	Circle 6-8470	Ted Nelson	Production, talent
Bert Nevins Associates	New York 18	News-Week Bldg.	Wisconsin 7-9715	Bert Nevins	Syndicating scripts
New Tools for Learning Bureau	Montclair, N. J.	Montclair State Teachers College	2-9210	Prof. Edgar C. Bye	Production
	New York 16	280 Madison Ave.	Lexington 2-8076	Helen Gill	
Nocturne Productions	Hawthorne, N. J.	88 Diamond Bridge	Hawthorne 7-1531R	Jack Hartley	Recording, production, transcriptions
Lillian Okun Inc.	New York 23	2 W. 67th St.	Trafalgar 7-8916	Lillian Okun	Scripts, package programs, television shows
John O'Connor	New York 19	1697 Broadway	Circle 5-4920	John O'Connor	Talent, production, scripts
Orodel Radio Features Inc.	New York 19	117 W. 46th St.	Bryant 9-3638	John O'Rourke	Recording, scripts
Osborne Putnam Stearns	Northbrook, Ill.	2218 Walter Ave.	Northbrook 746	O. P. Stearns	Production, scripts, transcriptions
Donna Parker Productions	Chicago 1	203 N. Wabash Ave.	Franklin 3811	Donna Parker	Production
James Parks Co.	Chicago 1 Hollywood	333 N. Michigan Ave. 6331 Hollywood Blvd.	Central 7980 Hillside 6465	Carol Bowers James Parks	Package programs
Leo J. Paulin & Associates Inc.	Washington 6	1627 K St. N.W.	National 9349	Leo J. Paulin	Package programs, production, scripts, talent
Pax Productions	San Francisco 8	177 Post St.	Sutter 1-5022	Carol Levene	Production, scripts, package programs
Pearlton Transcription Studio	Des Moines	2913 Holcomb St.	5-2486	Sidney J. Pearlman	Recording
Pentagon Productions	New York 22	135 E. 54th St.	Plaza 5-6453	L. P. Surprenant	Production
Peterson Radio Productions	New York 18	1457 Broadway	Wisconsin 7-0069	Donald Peterson	Religious programs
The Pittsburgh Star	Pittsburgh 19	904 Webster Ave.	Court 3797	Antonio Certo	Recording, production, talent
Polish Broadcasting Bureau	Buffalo 12	754 Fillmore Ave.	Cleveland 6876	Joseph F. Mikolajczak	Polish programs
Premier Radio Enterprises Inc.	St. Louis 3	3033 Locust St.	Newstead 3555		Recording, production, transcriptions
Walter J. Preston	Chicago	605 N. Michigan	Whitehall 3844		Production, transcriptions, package programs, talent
George Logan Price Inc.	Los Angeles 6	946 S. Normandie Ave	Federal 7372	G. L. Price	Transcriptions, production, package programs
Prockter Radio Productions Inc.	New York 20	1270 Ave. of the Americas	Circle 6-4091	Jerome C. Robinson	Production, package programs
Radio Activities	Chicago 1	333 N. Michigan Ave.	Franklin 7100	W. J. Dee	Recording, production, transcriptions, package programs
Radio Broadcasting & Recording Service Corp.	Hollywood 28	6000 Sunset Blvd.	Hempstead 6811	Al K. Armer	Recording, phonograph records, transcriptions
RCA Victor Division (Recording Division of RCA)	New York	RCA Bldg.	Columbus 5-2035	J. W. Murray	Recording, phonograph records
	New York	155 E. 24th St.	Murray Hill 4-6200	A. A. Pulley	
	Chicago	445 N. Lake Shore Dr.	Whitehall 4600	A. E. Hindle	
	Hollywood	1016 N. Sycamore Ave.	Hillside 5171	J. E. Francis	
	Hollywood	Sunset & Vine	Hollywood 6161	W. A. Rush	
RCA Victor Co. Ltd. (Radio Recording Div.)	Toronto	Royal York Hotel	Adelaide 3091	L. D. Headley	Recording, talent
	Montreal	1050 Lacasse St.	Wellington 3671	L. D. Headley	
Radio Comics Inc.	New York 13	241 Church St.	Walker 5-9487	Louis H. Silberkleit John L. Goldwater	Comic strip characters adapted for radio
Radio Enterprises	Springfield, Mo.	Shrine Mosque Bldg.	3-2800	E. E. Siman Jr.	Recording, production, package programs
Radio Events Inc.	New York	535 Fifth Ave.	Plaza 3-6216	Genevieve Pace	Scripts, production, talent
Radio Features of America	New York 19	37 W. 46th St.	Bryant 9-9622	Oliver W. Nicoll	Production, transcriptions, package programs, talent
Towers of London, Ltd.	London, W 1	84 Hallam St.	Welbeck 4248	Harry Alan Towers	
Radio Merchandising Service	Chicago 11	520 N. Michigan Ave.	Superior 4620	James Iago	Script service
Radio Producers of Hollywood Inc.	Hollywood 28	1651 Cosmo St.	Hollywood 8318	Lou R. Winston	Production, transcriptions, package programs
Radio Productions Inc.	Cleveland	Citizens Bldg.	Superior 6700	L. A. Gifford	Transcriptions, package programs
Radio Production Service	New York 22	501 Madison Ave.	Plaza 3-8940	Irene Beasley	Scripts, talent, packaged shows
Radio Program Producers	New York 22	135 E. 54th St.	Plaza 5-6453	L. P. Surprenant	Production
Radio Programme Producers	Montreal	1440 St. Catherine St. W.	Marquette 1182	Paul L'Anglais	Production, scripts, talent, package programs
Radio Production Studios	Phoenix	4314 N. Central	5-8585	John M. Wages	Production
Radio-Providence Productions	Providence 3	Howard Bldg.	Gaspee 6893	Frank Jones	Recording, production, transcriptions, package programs
Radio Recorders	Hollywood 38	7000 Santa Monica Blvd.	Hollywood 3917	J. Joseph Sameth	Recording service

(Continued)

Mr. AM!

Mr. FM!

Mr. TV!

E. T. SESAC*

is

At your Service!



E.T.'s modest monthly rate cuts your recorded music costs by more than half.

E.T. saves man-hours. He can go on the air with 5 to 60 minute pre-built shows featuring network artists in the time it takes to pull only one or two records.

E.T. more than defrays his small monthly cost through the sale of as little as one quarter hour program "across the board".

E.T. SESAC is a Program Service, a Continuity Service, a Transcription Library and countless different Package Shows, all for the price of one!

* The SESAC Transcribed Library-Program Service

Copyright 1947, SESAC, Inc.

Write or Wire
for
Details
and
Subscription Rates
SESAC, INC.
475 Fifth Ave.
New York 17, N.Y.

DIRECTORY OF TRANSCRIPTION, PRODUCTION and RELATED SERVICES

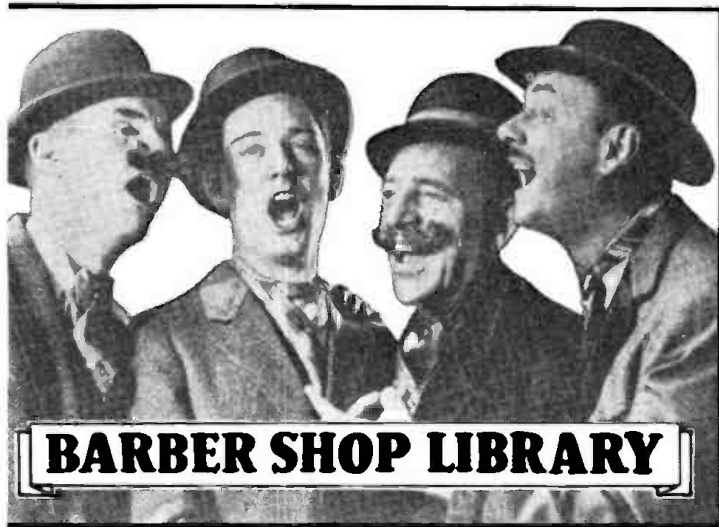
(Continued)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Radio Recording Studios	Chicago 40	1244 Carmen Ave.	Edgewater 6461	Myron Bachman	Recording service
Radio Recording Studio	Louisville 2	Boston Bldg.	Jackson 7808	George Wiederhold	Recording, talent, production, script
Radio Repertory Theatre Inc.	Beverly Hills	415½ N. Beverly Dr.	York 7101		Transcribed dramatic shows
Radio Results	Chicago 17	8641 Escanaba Ave.	S. Chicago 5374	Z. George Jaworowski	Foreign language advertising
Radio Script Services	Lancaster, Pa.	218 N. Duke St.	Lancaster 3-4337	Dorothy S. Brown	Script service
Radio Writers Laboratory	Lancaster, Pa.	RWL Scripts Bldg.	2-1387	Bert von Dorster	Scripts
Rec-Art Studios	Los Angeles 15	1203 S. Main St.	Prospect 9232	L. Norman	Recording, transcriptions, phonograph records
Reeves Sound Studios Inc.	New York 19	304 E. 44th St.	Murray Hill 7-6970	Chester L. Stewart	Recording service
Religious News Service	New York 16	381 Fourth Ave.	Murray Hill 4-1463	Louis Minsky	Scripts on religion
Republic Radio Features	Chicago 1	64 E. Lake St.	State 0460	Capico Kapps	Recording, production, transcriptions, package programs
H. P. Richardson Enterprises	Detroit 24	19154 Kingsville	Venice 9-4171	Henry P. Richardson	Transcriptions, package programs
Richman Productions	New York 17	10 E. 43rd St.	Murray Hill 2-5854	Charles Croner	Transcriptions, production, package programs
Robinson Recording Laboratories	Philadelphia 7	35 S. Ninth St.	Walnut 2-6800	W. P. Robinson	Production, talent, recording
Rockhill Radio	New York 22	13 E. 50th St.	Eldorado 5-1860	Stanley J. Wolf	Production, recording
Allen Roth Radio Productions	New York 19	48 W. 48th St.	Longacre 3-3836	Allen Roth	Talent, recording, production
Jack Rourke Productions	Hollywood 28	6331 Hollywood Blvd.	Granite 1956	Jack Rourke	Production, transcriptions, package programs
Roxanne	New York 16	7th Ave. and 55th St.	Circle 7-3900	Florence Lennon	Talent, production
Royal Recording Co.	Berkeley 2 Calif.	601 Ashby Ave.	Ashberry 3-5453	Arthur Westlund	Recording service
Jimmy E. Royce Recording Studios	Hollywood 28	1707 N. Hudson	Hollywood 3836	Jimmy E. Royce	Recording, phonograph records
Sacred Records Inc.	Los Angeles 15	207 W. Pico Blvd.	Prospect 1283	Earle E. Williams	Transcription library of religious music
Saltimeras Radio Advertisers	Chicago 36	6912 S. Western Ave.	Prospect 4050	Paul Bron Saliner	Production, foreign language programs
James L. Saphier Agency Inc.	Beverly Hills	9538 Brighton Way	Crestview 1-7231	James L. Saphier	Production, talent, package programs
Schramm Studios	New Orleans 19	4000 Canal St.	Galvez 5914	Joseph C. Schramm	Recording service
Bernard L. Schubert Inc.	New York 22	509 Madison Ave.	Plaza 3-4670	Bernard L. Schubert	Transcriptions, production, package programs
The Script Library	New York	535 Fifth Ave.	Murray Hill 6-3487	Martin Lawrence	Scripts
Selected Radio Features	Hollywood 28	1583 Cross-Roads-of-the-World	Hempstead 3583	Joe Lowe	Package programs, transcriptions
Sellers Co.	Dallas 2	912 Commerce St.	Central 5978	J. E. Sellers	Recording, production, scripts, package programs
SESAC Inc.	New York 17	475 Fifth Ave.	Murray Hill 5-5365	K. A. Jadassohn	Transcription library, package programs
Show Productions Inc.	New York 17	247 Park Ave.	Wickersham 2-4200	Adrian Samish	Production
The Sound Workshop Inc.	Los Angeles	418 S. Robertson Blvd.	Bradshaw 2-3203	Robert E. Gray	Recording, production, transcriptions, package programs
Henry Souvalne Inc.	New York 20	30 Rockefeller Plaza	Circle 7-5666	Russell E. Dill	Production, package programs
Stephen Slesinger Inc.	New York 17	247 Park Ave.	Eldorado 5-2544	Stephen Slesinger	Transcriptions, package programs
Edward Sloman Productions	Pacific Palisades, Calif.	17520 Stretto Way	Santa Monica 56558	Edward Sloman	Production, transcriptions
Speak-O-Phone Recording & Equipment Co.	New York 23	23 W. 60th St.	Columbus 5-1350	C. A. Austin	Recording service
Speedy-Q-Sound Effects	Los Angeles 15	1344 S. Flower St.	Prospect 2035	Phillip Johnson	Recorded sound effects
Spot Film Productions Inc.	New York 17	339 E. 48th St.	Plaza 5-0808	Clarence Schmidt	Sound-on-film recordings
Standard Radio Transcription Services Inc.	Hollywood 36 Chicago 1 New York 22	140 N. La Brea 360 N. Michigan Blvd. 1 E. 54th St.	Webster 9181 State 3153 Plaza 3-6690	Jack Richardson Milton M. Blink Alex Sherwood	Transcription library
Star Transcriptions Inc.	New York 22	18 East 50th	Eldorado 5-1860	Stanley J. Wolf	Transcriptions
Stark-Glen Productions	Santa Fe, N. M.	P. O. Box 891	71-W	Evelyn Stark	Transcriptions
Starr Radio Productions	Chicago 1	360 N. Michigan Ave.	Dearborn 5164	Jack Starr	Package programs, production, transcribed jingles
Richard A. Strout Productions	Springfield, Mass. Burbank, Calif.	9 Esther St. 101 E. Magnolia Blvd.	2-2496	Richard A. Strout John H. Vendell	Production, talent, transcriptions
Studio "A" Productions	Hollywood 27	5409 Santa Monica Blvd.	Hollywood 4954	William E. Hines	Package programs, talent, production, television shows
Studio & Artists Recorders	Hollywood 28	CBS Building	Hillside 8241	Lewis Finston	Recording, transcriptions
Superman	New York 17	480 Lexington Ave.	Plaza 9-5700	Robert Maxwell	Production
H. N. Swanson Inc.	Hollywood 46	8523 Sunset Blvd.	Crestview 1-5115	Arthur J. Walters	Scripts & writers
Hal Tate Radio Productions	Chicago 4	20 E. Jackson Blvd.	Wabash 5334	Hal Tate	Production, package programs
Technisonic Recording Laboratories	St. Louis 10	818 S. Kingshighway	Franklin 2060	Charles E. Harrison	Recording, transcriptions

(Continued)

OVER 1500 SELECTIONS

The Greatest Library of American Folk Music at a real low cost



Western Songs
Mountain Songs
Cowboy Songs
Home Songs
Rural Rhythms
Sacred Hymns
Spirituals



Write for Full Particulars

SACRED MUSIC LIBRARY



M. M. COLE TRANSCRIPTION LIBRARY
823 SOUTH WABASH AVENUE CHICAGO 5, ILLINOIS

DIRECTORY OF TRANSCRIPTION, PRODUCTION and RELATED SERVICES

(Continued)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Telecast Productions Inc.	New York 3	101 Fifth Ave.	Algonquin 4-4300	Myron Zobel	Package programs
Tele-Radio Creations Inc.	Chicago 11 New York 25	540 N. Michigan Ave. 610 W. 110th St.	Mohawk 0015 Academy 2-1921	M. T. Lanser Joseph Cherniavsky	Production, transcriptions, package programs, talent
Teleways Radio Productions Inc.	Hollywood 46	8949 Sunset Blvd.	Bradshaw 2-1447	Charles A. Kennedy	Transcriptions, package programs
L. S. Toogood Recording Co.	Chicago 1	221 N. La Salle St.	Central 5275	L. S. Toogood	Recording service
Transamerican Broadcasting and Television Corp.	New York 22	1 E. 54th St.	Plaza 5-9800	William A. Wasmuth	Package programs
Transcribed Radio Shows	New York 19	2 W. 47th St.	Longacre 5-3440	Bob Miller	Transcriptions, jingles, package programs
Transcription Sales Inc.	Springfield 35, O New York 19 Hollywood 28 Chicago	117 W. High St. 47 W. 56th St. 6381 Hollywood Blvd. 612 N. Michigan Ave.	2-4974 Columbus 5-1544 Hollywood 5600 Superior 3053	Adna Karns Ed. Hochhauser Jr. Roger B. Read Harry Lippincott	Production, scripts, transcriptions, package programs
Trendle-Campbell Broadcasting Corp.	Detroit 26	Stroh Bldg.	Randolph 9184	George W. Trendle H. Allen Campbell	Syndicated programs
George Ullman Agency Inc.	Los Angeles 46	8979 Sunset Blvd.	Crestview 1-5669	George Ullman	Talent, scripts
Ultra-Tone Broadcasting Corp.	Dallas 4	3104 Maple Ave.	Riverside 2823	T. E. (Pat) Perrin	Recordings, production, scripts, package programs
United Broadcasting Co.	Chicago 13	301 E. Erie St.	Superior 9114		Production, recording, transcription
United Feature Syndicate Inc.	New York 17	220 E. 42nd St.	Murray Hill 2-3020	Laurence Rutman	Comic strips adaptable to radio
Universal Radio Producers of Hollywood Inc.	New York Hollywood	480 Lexington 6757 Hollywood Blvd.	Plaza 8-8150 Hollywood 8282	George E. Hughes Will Voeller	Recording, production, transcription Package shows, transcriptions
Universal Radio Productions	Phoenix New York	Box 847 17 E. 48th St.	4-8754 Wickersham 2-1127	Robert E. Burke	Package shows
Universal Recorders	Hollywood 28	6757 Hollywood Blvd.	Hollywood 8282	Will H. Voeller Arthur B. Hogan	Transcriptions, recording
Universal Recording Corp.	Chicago 6	20 N. Wacker Drive	State 5635	Milton T. Putnam	Recording, production, transcriptions, package programs
United Recording Artist Bureau	New York 1	245 W. 34th St.	Chickering 4-3314		Transcriptions of amateur songs
United Sound Systems	Detroit 2	5840 Second Blvd.	Madison 0597	James V. Syracuse	Recording, production, scripts, talent
United States Recording Co.	Washington 5	1121 Vermont Ave., N.W.	District 1640	Joseph Tait	Recording service
Unusual Features Syndicate	Chicago 1	333 N. Michigan Ave.	Franklin 3862	Dean Schaefer	Transcriptions, production, scripts, package programs
Thomas J. Valentino Inc.	New York 19	1600 Broadway	Circle 6-4675	Thomas J. Valentino	Sound effects records
Videor Productions	Philadelphia 7	1414 S. Penn Square Suite 307	Locust 7-2285	F. O. Pease	Production, transcriptions, package programs
Chick Vincent Co.	New York 22	509 Madison Ave.	Circle 7-6454	Chick Vincent	Production
Owen Vinson	Hollywood 28	1845 N. Gramercy Pl.	Hempstead 9160	Owen Vinson	Production, package programs
Webber Radio Programs	Des Moines 9	Shops Bldg.	2-0225	George W. Webber	Transcriptions, recording, production
Carl Wester & Co.	Hollywood 28	6047 Hollywood Blvd.	Hillside 2151	Carl W. Wester	Production, package programs
Hal Wilson Radio Productions	Hollywood 28	6000 Sunset Blvd.	Hollywood 1714	Hal Wilson	Production, packaged shows, transcriptions
Lou R. Winston Co.	Hollywood 28	1651 Cosmo St.	Hollywood 8318	Lou R. Winston	Transcribed programs
Radio Producers of Hollywood	Hollywood 28	(see Lou R. Winston listing)		Transcribed programs
Witte Radio Productions	Los Angeles 35	1064 S. Genessee Ave.	Webster 8716	I. Oscar Witte	Transcriptions, package programs
Wolf Associates Inc.	New York 17	420 Madison Ave.	Plaza 5-7620	Edward Wolf	Production
World Broadcasting System Inc.	New York 22 Chicago Los Angeles 38	50 W. 57th St. 22 W. Hubbard St. 6750 Santa Monica Blvd.	Columbus 5-2300 Delaware 8900 Hillside 0171	A. J. Kendrick W. C. Hutchings Maynard Marquardt	Production, transcriptions, package programs, transcription library
Writers Program Service	Chicago 3	120 S. LaSalle	Central 5811	G. Danells Faber	Scripts, package programs
Carter Wright Radio Television Productions	Hollywood 28	1707 N. Hudson Ave.	Hollywood 3636	James E. Royce	Recording, production, television programs, transcriptions
Wright-Sonovox Inc.	Hollywood 28 Chicago 1 New York 22	6331 Hollywood Blvd. 180 N. Michigan Ave. 444 Madison Ave.	Hollywood 2151 Franklin 6373 Plaza 5-4130	John T. Abbott J. M. Gleason E. C. Redding	Sound articulation
Wynn Wright Associates	New York 22	4 E. 53rd St.	Plaza 3-4417	Charles Granzow	Production, package programs
Frederic W. Ziv Co.	Cincinnati 6 New York 22 Hollywood Chicago 1	1529 Madison Rd. 501 Madison Ave. Taft Bldg. 203 N. Wabash	Plaza 1323 Murray Hill 8-4700 Hempstead 3248 Franklin 8917	Frederic W. Ziv John L. Sinn N. L. Rogers Edward J. Broman	Transcriptions, production
WFAA Recording Service	Dallas 2	1122 Jackson St.	Riverside 9631	Martin B. Campbell	Production, talent, recording, transcriptions, package programs
WMCA Artists Bureau	New York 19	1657 Broadway	Circle 6-2200	Louis Wacks	Talent, production
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	Henry B. Lockwood	Recording, scripts, talent
Ben Yost Enterprises	New York 19	1650 Broadway	Circle 6-6532	Ben Yost	Production

AVAILABLE NOW

CHALLENGE OF THE YUKON



RE-CREATES the stirring era of ambition, adventure and excitement of the Klondike Gold Rush days. Sgt. Preston of the Northwest Mounted Police and his dog, King, fight for law and order in the gold-mad Klondike.

Each half-hour program combines the excitement and drama of "The Lone Ranger" with the suspense, mystery and intrigue of the Frozen North. "Challenge of the Yukon" appeals to every age group. It's a "natural" for alert advertisers. Hear it now on ABC (sustaining) each Saturday, 7:30-8:00 P.M.

THE CHALLENGE OF THE YUKON . . .

WRITTEN AND

PRODUCED BY THE CREATORS OF . . .



THE GREEN HORNET

. . . a favorite for nearly 8 years. As a movie thriller "The Green Hornet" has been second in popularity only to "The Lone Ranger." While broadcast locally, "The Green Hornet" successfully sold all types of merchandise, from dairy products to men's shirts. Now it's sponsored coast-to-coast ABC by General Mills.



THE LONE RANGER

. . . the half-hour program that has built a Hooper ranging from 9 to 12 for over fifteen years. More than ten million people eagerly await the cry of "Hi Yo Silver" three times each week. No half-hour dramatic program has ever topped this record! That's why General Mills has it coast-to-coast on ABC.

WRITE OR WIRE

TRENDLE-CAMPBELL BROADCASTING CORP.

1700 Stroh Building

Detroit 26, Michigan

DIRECTORY OF RADIO TALENT AGENCIES

Talent Listed Where Furnished by Firms Reporting Specific Representation

A

ALLFILIED ARTS LTD.

1175 Bay St. E., Toronto
Tel.: Midway 2956

Manager: David Silverstein
Talent: Eugene Kash, violinist; Zara Neslova, cellist; Elizabeth Guy, soprano; Andrew McMillan, baritone; Neil Chotem, pianist; Howard Cable, composer-conductor.

NICHOLAS T. AGNETA

9 Rockefeller Plaza, New York 19
Tel.: Columbus 5-0232

Talent: Jack Carter, Lee Davis, Diana Berry, Sonny Sparks, Tom Hanlon Sr., Phyllis Arnold, Joan Barry, Jack Goode.

LAURA ARNOLD

545 Fifth Ave., New York 17
Tel.: Murray Hill 2-2795

B

CLAUDE BARRERE

70 E. 45th St., New York 17
Tel.: Murray Hill 6-0238

HENRY BESTRY

1776 Broadway, New York 19
Tel.: Circle 6-7094

RICHARD BRADLEY ASSOCIATES

188 W. Randolph St., Chicago 1
Tel.: Randolph 9697

BRISCOE & GOLDSMITH INC.

522 Fifth Ave., New York
Tel.: Murray Hill 2-6244

BROADCAST PRODUCTIONS

25 E. Jackson Blvd., Chicago 4
Tel.: Wabash 0711

Director: John Stamford
School for training radio artists.

C

CAPITOL ATTRACTIONS INC.

6548 Sunset Blvd., Hollywood 28
Tel.: Hillside 0257

Manager: Edward I. Fishman

ARTHUR B. CHURCH PRODUCTIONS

Pickwick Hotel, Kansas City 6
Tel.: Harrison 2650

Talent: The Texas Rangers.

LESLIE CLUCAS

333 N. Michigan Ave., Chicago 1
Tel.: Franklin 7100

Hollywood—6331 Hollywood Blvd.

Tel.: Hollywood 5111
Manager: Burton A. Dole.

COLUMBIA CONCERTS INC.

113 W. 57th St., New York 19
Tel.: Circle 7-6900

Director of radio: Walter Preston
Chicago—Wrigley Bldg. Tel.: Superior

2542. Arthur Wisner, manager.

Hollywood—6636 Hollywood Blvd. Tel.:

Hempstead 5316. Hugh Hooks, manager.

San Francisco—San Francisco Opera Assn.

Tel.: Underhill 4008. Paul Posz, manager.

Talent: Sopranos—*Pierrette Alarie, *Licia

Albanese, *Rose Bampton, Jean

Carlton, *Nadine Conner, Agnes Davis,

Eileen Farrell, Desi Halban, Helen Jepson,

*Dorothy Kirsten, Jane Lawrence,

Carolyn Long, Gloria Lora, Virginia

MacWaters, Anne McKnight, Dorothy

Maynor, Ruby Mercer, Janine Micheau,

Edna Phillips, *Lily Pons, *Bidu Sayao.

Hollace Shaw, Winifred Smith, *Helen

Traubel, Camilla Williams, Frances

Yeend; Mezzo-Sopranos—Nan Merriman,

Helen Olheim, *Mona Paulee,

*Rise Stevens, *Jennie Tourel; Contral-

tos—Shanon Bolin, Karin Branzell,

*Margaret Harshaw, *Anna Kaskas,

Evelyn MacGregor, Kathryn Meisle,

Mary Van Kirk, Jean Watson; Tenor—

*Jussi Bjoerling, Glenn Burris, Nestor

Chayres, *John Carter, *Donald Dame,

*Emery Darcy, William Hain, *Charles

Kullman, Mario Lanza, David Lloyd,

Christopher Lynch, *Nino Martini,

*James Melton, *Ferruccio Tagliavini,

Richard Tauber; Baritone—Walter

Cassel, Todd Duncan, Nelson Eddy,

Igor Gorin, *Julius Huehn, *Arthur

Kent, Enzo Mascherini, Mac Morgan,

James Pease, *Lawrence Tibbett, John

Tyers, *Leonard Warren; Bass-Bar-

itone—*Lorenzo Alvary, *Alexander

Kipnis, George London, Paul Robeson,

Italo Talo; Violinists—Adolf Busch,

Georges Enesco, Zino Francescatti, Jo-

seph Fuchs, Carroll Glenn, Jascha Heif-

etz, Arthur Lee Blanc, Paul Makovsky,

Yehudi Menuhin, Erica Morini, Ginette

Nefeu, Ricardo Odoposoff, Angel Reyes,

Albert Spalding, Tossy Spivakovsky, Pa-

tricia Travers; Violist—William Primrose; Thereminist—Clara Rockmore; Pianists—Joseph Battista, Yara Bernette, Jorge Bolet, Robert Casadesu, Rudolf Pirkusny, Sascha Gorodnitzki, Walter Hautzig, Walter Hendl, Randolph Hokanson, Eugene Istomin, Maryla Jonas, William Kapell, Milton Kaye, Constance Keene, Eugene List, Solveig Lunde, Theodore Paxson, Serge Prokofiev, Marisa Regules, Sanroma, Gyorgy Sandor, Rudolf Serkin, Abbey Simon, Zadel Skolovsky, Hilde Somer, Reginald Stewart; Two-Pianos—Appleton and Field, Bartlett and Robertson, Morley and Gearhart, Vronsky and Babin, Whittemore and Lowe; Cellists—Nikolai Graudan, Gregor Piatigorsky; Harpist—Mildred Dilling; Harmonica—Larry Adler, John Sebastian; Organist—E. Power; Biggs; Special Attractions—General Platoff, Don Cossack Russian Chorus, Nicholas Kostroff, Conductor; De Paur's Infantry Chorus, 35 voices, Leonard De Paur, Conductor; The Revelers, world-famous male quartet, Paul Vellucci, pianist-arranger; Trapp Family Singers, Dr. F. Wassner, Conductor; Columbia Grand Opera Quartet, Edna Phillips, Soprano, Helen Olheim, Contralto, William Hain, Tenor, *Arthur Kent, Baritone; Columbia Bel Canto Trio—Frances Yeend, Soprano, Mario Lanza, Tenor, George London, Bass-Baritone; Paul Draper and Larry Adler; Robert and Gaby Casadesu; Adolf Busch and Rudolf Serkin, Joint Recitals; Joanna and Nikolai Graudan, Cello and Piano Duo; Bary Ensemble, Piano, Flute, Violin, Cello and Clarinet; Philharmonic Piano Quartet; St. Louis Sinfonetta, Paul Schreiber, Conductor; Susan Reed, Ballad Singer; Columbia Concert Trio—Piano, Violin and Cello; Father Flanagan's Boys Town Choir, Rev. Francis Schmitt, Musical Director; Hollace Shaw, Soprano and Mac Morgan, Baritone, in joint concert; Dance Attractions—Rosario & Antonio, Spanish Dance Ensemble; Slavenska and her Ballet Variante (8 persons). *Marie Svetlova, Prima Ballerina and Two Solo Dancers with Concert Pianist.

CONSOLIDATED RADIO ARTISTS INC.

30 Rockefeller Plaza, New York 20

Tel.: Columbus 5-3580

President: Charles E. Green.

HALLAM COOLEY AGENCY

9111 Sunset Blvd., Hollywood 46

Tel.: Crestview 5-6161

FRANK COOPER ASSOCIATES

521 Fifth Ave., New York

Tel.: Vanderbilt 6-5661

D

WILLIAM B. DOLPH RADIO PRODUCTIONS

910 17th St. N.W., Washington 6

Tel.: District 2712

Talent: Fulton Lewis Jr., Ray Hente, commentators.

E

W. M. ELLSWORTH

75 E. Wacker Drive, Chicago 1

Tel.: Central 0942

Talent: Red Foley, Whitey Ford (Duke of Paducah), DeZurik Sisters, Salty Holmes, Patsy Montana, Ray (Quarantine) Brown, Ellis Robertson, Terry Tranell, Noveliers, Bob & Agnes Balandine, Annie Lou & Danny, Westernaires.

LAWRENCE EVANS ARTIST MANAGEMENT INC. (Division of Columbia Concerts Inc.)

113 W. 57th St., New York 19

Tel.: Circle 7-6900

F

FANCHON & MARCO INC.

6838 Hollywood Blvd., Hollywood 28

Tel.: Hempstead 3263

Manager: Marco Wolff

FEATURED ARTISTS SERVICE

247 Park Ave., New York 17

Tel.: Plaza 5-5044

Manager: Maurice Scopp.

HERMAN FIALKOFF ATTRACTIONS

545 Fifth Ave., New York 17

Tel.: Vanderbilt 6-1807

BERNIE FOYER

227 W. 45th St., New York

Tel.: Circle 6-6600

*Metropolitan Opera Association.

FREDDIE FRALICK MANAGEMENT AGENCY

8739 Sunset Blvd., Hollywood 46

Tel.: Crestview 5-6111.

GEORGE FRANK INC.

1626 N. Vine St., Hollywood 28

Tel.: Hillside 3188

G

GALE INC.

48 W. 48th St., New York 19

Tel.: Longacre 3-0350.

GENERAL ARTISTS CORP.

1270 Avenue of the Americas, New York 20

Tel.: Circle 7-7550

President: Thomas G. Rockwell.

Chicago 1—360 N. Michigan Ave. Tel.:

State 6288. Robert Weems, manager.

Hollywood 46—9028 Sunset Blvd. Tel.:

Crestview 1-8101. Milton W. Krasny, manager.

Cincinnati—Carew Tower. Tel.: Main

1197. Frank W. Hanshaw, manager.

Talent: Musicians—Ray Anthony, Desi

Arnaz, Bob Astor, Mitchell Ayres,

Gardner Benedict, Randy Brooks, Hil-

lard Brown, Bobby Byrne, Bob Bishop,

Johnny Bothwell, Billy Butterfield,

Tony Cappa, Spade Cooley, Cab Callow-

ay, Frankie Carle, Pupi Campo, Al

Cassady, Bob Chester, Milton DeLugg,

Dal Danford, Tiny Davis, Hal Derwin,

Dinny Dinefer, Sam Donahue, Sonny

Dunham, Ray Eberle, Elaine's Hawai-

ian Sophisticates, Paul (Doc) Evans,

Ernie Fields, Chuck Foster, Jimmy For-

est, Chuck Gould, King Guion, Will

Hauser, J. C. Heard, Eddie Heywood,

Bob Hewitt, Ansell Hill, Dean Hudson,

Cee Pee Johnson, Louis Jordan, Sammy

Kaye, Steve Kenton, Benny La Gasse,

Elliot Lawrence, Le Cuona, Cuban Boys,

Victor Lombardo, Manuel Lopez, Del

Lucas, Clyde Lucas, Johnny Long,

Lloyd Labrie, Machito, Del Mason, Tex

Benke/Glenn Miller, Joe Marsala, Ray

McKinley, Eddie Noel, Tony Pastor,

Dick Pierce, Ernie Ray, Charles Peter-

son, Hal Pruden, Chuy Reyes, Lyle

Sisk, Deuce Spriggins, Manny Strand,

Capt. Stubby & His Buccaneers, Dan

Terry & The Teen Agers, Eli "Lucky"

Thompson, Dolph Traymon, Jerry Wald,

Thelma White, Marshall Young, Single

Attractions—Fulton & Alexander, Cleo

Brown, Walter F. Brown, Dorothy

Donagan, Leon F. Drews, Weela Galiez,

Harry Gibson, Sterling Grabin, Bill

Huff, Pete Johnson, Bobby Kaye, Lee

Keener, Nellie Lutcher, Clair Mont,

Bevia White, George Winters, Bernard

Yuffy; Units—Alfred & Audrey, Leon

Abbey, Donald Boyd, Tommy "Tiny"

Brown, Page Cavanaugh Trio, The Cav-

aliers, Martha Cawley, King Cole Trio,

Dole, Dickens Quartette, Gil Evans,

The Freshmen, Les Fielding, Ed Har-

monson Trio, Hollywood Tri-Tones, Don

Jacks, Connie Jordan, Johnny Kaye

Trio, Earl Lane, Bob Manners (Music

Makers), Billy Maples & Blue Chips,

Gurge Miller, Clarence Moore Trio, Bob

Morris, Mary Osborne Trio, Jack Paris

Trio, Ray Trocke Trio, Three "C"s,"

Chocolate Williams, Zip, Zap & Zoe;

Miscellaneous—Jay Blackton, Conduc-

tor; Harry Bluestone, Conductor; Joe

Littau, Conductor; Lee Penny, Song-

writer, Composer, Arranger; Richard

Sutz, Songwriter; Wilson Sawyer,

Conductor, Arranger, Composer; Sunny

Skylar, Singer and Songwriter; Com-

edians—Ray English, Tony Farrar, Dusty

Fletcher, Huntz Hall, Johnny Morgan,

Low Parker, Jackie Phillips, Cy Reeves,

Wally Ward; Singers—Ruth Allen, Bever-

ly Arnold, Gracie Barrie, Lillian

Bloch, Phil Brito, Mardi Bryant, Elton

Britt, Shayne Cogan, Perry Como, Ron-

nie Deauville, Johnny Desmond, De

Castro Sisters, Nick Delano, Clark

Dennis, Jessica Dragonette, Anita Ellis,

Betty Fadden, Four Vagabonds, Pon-

taine Sisters, Jane Harvey, Woody Her-

man, Bob Houston, Claire Humol, Ma-

riam Hutton, Scott Jordan, Ray Jacqu-

emot, Allan Jones, Betty Kean, Fran-

cine Laine, Peggy Lee, Teresa Lick, Mary

Louise, Anne Marleau, Mills Brothers,

Modernaires, Etta Moten, Tommy Mor-

gan, Nilsson Twins, Virginia Oswald,

Paulette Sisters, Kay Penton, Robert

Preston (Bob Scott), Dorothy Rae &

Fred Lowery, Betty Reilly, Anne Rus-

sell, Jo Stafford, Kay Starr, Larry

Stevens, Lee Sullivan, Jeri Sullivan,

Eileen Stanley Jr., Starlighters, Mel

Torme, Tender Twins, Artie Wayne,

Frances Wayne, Jerry Wayne, Betty

Willoughby; Dancers—The Barrancas,

Business Men of Rhythm, Baron & nay, The Caits, Clark Brothers, wards & Diane, Chandra Kaly, C Leroy, Lloyd & Willis, Mack & Virginia McGraw, Pann Merryr Pierce & Roland, Roberto & Al Lynn Shirley, Watkins Twins, D Wilson, June Wilson, Winton & Di Woodson Sisters; Actors and Actre—Freddie Bartholomew, Vivian Bl Arthur Q. Bryan, Marie Bryant, tricia Caughlin, Frances Charles, Croft, Alec Davis, Arlene Dahl, Deyton, Arthur G. Elliot, Jo Ann G Eva Gerhardt, Pat Goodwin, Bl Gladstone, Leo Gorcey, Donna Hami Kenneth Badger Harp, Lois Har Frank Hoadley, Kay Hutchinson, I thea Jackson, Jane Kasmer, Nancy I yon, Dennis King Jr., Gay Laure Mildred Law, Canada Lee, Fred Li Riggs Luther, Butterly McQueen, Mather, Patti Morgan, Barton Mun Florence O'Brien, Patsy O'Shea, Ja Robinson, Ann Savage, Charles Sn Geraldine Sutter (Michelle Thon Evan Thomas, Kenneth Utt, Pat Vaughn, Ray Walston, Janne "Twinkle" Watts, Marion Whit Robert Willey, Cara Williams, Ro Witherspoon, Barbara Young; Mi Janeues—Jim Ameh, Radio Annou & Actor; Fred Lowery, Whistler; V Byron, Writer, Director & Radio ducer; Florence & Bob Ballard, Skaters; Martin Bros., Marionet George Dobbs, Dance Director; Ga & Ross, Roller Skaters; Barry G Disc Jockey, Announcer, Actor; Post Legit Screen & Radio Direc Pansy the Horse, Novelty; Jo Tern "Music Master"; Tom Reddy, nouncer; Richard French, Lyricist; licia Sorel, Choreographer; Edv Richard Newman, Disc Jockey.

EVE GINCHER

112 W. 42nd St., New York 18

Tel.: Bryant 9-8799

GOTHAM RADIO PRODUCTIONS INC.

120 E. 16th St., New York 3

Tel.: Gramercy 5-7614

Manager: Louis J. Cioffi

Talent: Jerry Gregoris, actor-announ

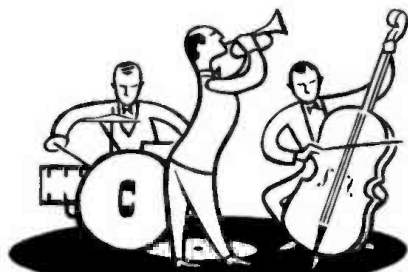
Morton Fleischmann, actor-direct

FOR "FM" FIDELITY and Prompt SERVICE

Call

*Columbia
Transcriptions*

A Division of Columbia Records Inc.
799 Seventh Avenue, New York 18, N. Y. Circle 5-7300
Chicago (Zone 11): Wrigley Building, 410 North Michigan Ave.
Whitehall 6000
Hollywood (Zone 28): 6624 Romaine Street. Granite 4134



Trade-marks "Columbia" and
Reg. U.S. Pat. Off.



AND HERE'S WHY!

1. Most advanced Studio Recording Equipment.
2. Pure "Vinylite" Plastic Pressings--minimum surface noise.
3. "FM" Clarity--utmost fidelity.
4. Flexible--safer to ship--less breakage.
5. Undivided Responsibility--Columbia Transcriptions--records--manufactures--ships--promptly!

DIRECTORY OF RADIO TALENT AGENCIES

(Continued)

AL KINGSTON AND CO. INC.

8582 Sunset Blvd., Hollywood 46
Tel.: Crestview 1-8161
Manager: Al Kingston

Talent: Otto Kruger, Ralph Morgan, Ivan Lebedeff, Barton MacLane, Addison Richards, Cy Kendall, Edward Earle, Charles Evans, Tom Tyler, Paul Valentine, Richard Taylor, Lynn Whitney, Charlotte Wynthers, Aurora Miranda, Joan Woodbury, Jean Dean.

L

TED LESSER AGENCY

8820 Sunset Blvd., Los Angeles 46
Tel.: Crestview 1-5169

LESTER LEWIS ASSOCIATES

1 Christopher St., New York 14
Tel.: Chelsea 2-8033
Talent: Bill Stern, Ronald Colman (in association with Nat Wolff), Richard Barthelmess, Harriet Van Horne.

M. C. LEVEE AGENCY

119 S. Beverly Dr., Beverly Hills
Tel.: Crestview 1-5781
Manager: Ben Benjamin

Talent: Actresses—Virginia Bruce, Jorja Curtwright, Greer Garson, Nancy Guild, Anna Lee, Jeanette MacDonald, Faye Marlowe, Joyce Reynolds, Phyllis Thaxter, Claire Trevor, Lurene Tuttle, Joan Winfield; actors—Egar Barrier, John Craven, Richard Greene, Alexander Knox, George Lloyd, Claude Rains, Ron Randall, Gene Raymond, Franchot Tone, Paul Villard; juvenile—Anne Whitfield; writers—Stephen Robert Brode, Everett Freeman, Fred S. Fox, Gene Levitt, Robert Mitchell, Jess Oppenheimer, Jon Slott, Frank Tarloff; Ben Alexander, MC; announcers—Herbert Allen, Vincent Pelletier.

W. BIGGIE LEVIN AGENCY

612 N. Michigan Ave., Chicago 11
Tel.: Superior 0506
Talent: Clifton Utley, Eddy Howard, Edgar Guest.

LICHTIG-ENGLANDER AGENCY

8776 Sunset Blvd., Los Angeles 46
Tel.: Crestview 1-2141
Talent: Artists and orchestras.

M

GENE MANN INC.

2700 N. Vermont, Los Angeles 27
Tel.: Normandy 2-8115

METRO ARTIST BUREAU

730 Fifth Ave., New York 19
Tel.: Circle 6-8470
Manager: Ted Nelson.

METROPOLITAN BROADCASTING SERVICE LTD.

21 Dundas Sq., Toronto 1
Tel.: Adelaide 0181
Manager: Don E. Wright
Talent: Amateur and professional units.

LEO MORRISON INC.

328 S. Beverly Drive, Beverly Hills
Tel.: Crestview 1-9191

MUSIC CORPORATION OF AMERICA

430 N. Michigan Ave., Chicago 11
Tel.: Delaware 1100
Manager: M. B. Lipsey
Beverly Hills—9370 Burton Way. Tel.: Crestview 6-2001. Taft Schreiber, manager.
New York—745 Fifth Ave. Tel.: Wickersham 2-8900. D. A. Werblin, manager.

Detroit—Book Bldg. Tel.: Randolph 2604. D. G. Barton, manager.
Dallas—Tower Petroleum Bldg. Tel.: Central 1448. Norman Steppe, manager.
Cleveland—Union Commerce Bldg. Tel.: Cherry 6010. D. G. Barton, manager.

N

NATIONAL CONCERT AND ARTISTS CORP.

711 Fifth Ave., New York 22
Tel.: Plaza 3-0820
President: Alfred H. Morton.
San Francisco—79 Post St. Tel.: Yukon 6-4294. Alexander Haas, manager.
Chicago—Bankers Bldg. Tel.: Dearborn 5813. D. L. Cornet, manager.
Hollywood—9059 Sunset Blvd. Tel.: Crestview 1-7121. Fred H. Hamilton, manager.
Current available packaged programs: *World of David Lee*; (Roddy McDowell), *Secret Service Secrets* (Frank J. Wilson).

MEYER B. NORTH

1564 Broadway, New York 19
Tel.: Bryant 9-6847.

NATIONAL LAUGH WEEK FOUNDATION

104 E. 40th St., New York 16
Tel.: Murray Hill 3-8816
Director: George Lewis; Women's Div.: Ruth Sudler (Comedy talent).

NATIONAL PRODUCTIONS

1415 K St., N.W., Washington, D. C.
Tel.: Executive 5834
Manager: Robert J. Enders
Talent: Austine Cassini, Babe Didrickson Zaharias, Ted Williams, George Dixon, Vincent X. Flaherty.

P

LELAND POWERS SCHOOL INC.

31 Evans Way, Boston 15
Tel.: Aspinwall 2900
Manager: Haven M. Powers.

R

RCA VICTOR CO. LTD. (Radio Recording Div.)

Royal York Hotel, Toronto 1
Manager: L. D. Headley
Talent auditions without fee or other charge for benefit of advertising agencies and radio production firms in Toronto.

RADIO FEATURES OF AMERICA

37 W. 46th St., New York 19
Tel.: Excelsior 9-9622
Executive Director: Oliver W. Nicoll; Assoc. Director: Alma Sandra Munsell, London, W. 1—84 Hallam St. Tel.: Welbeck 4248. Representative: Harry Alan Towers (Towers of London, Inc.)

RADIO PRODUCTIONS

Howard Bldg., Providence 3
Tel.: Gaspe 6893
Manager: Frank Jones.

RADIO PROGRAMAS DE MEXICO, S. A.

P. O. Box 1324, Mexico City
Tel.: 35-13-73
Manager: Adrian R. Lajous.

REPUBLIC RADIO FEATURES

64 E. Lake St., Chicago 1
Tel.: State 0460
Talent: Dynamite Daily, announcer; Howard Miller, sports caster.

ART RUSH INC.

NBC Bldg., Hollywood 28
Tel.: Hillside 5161
Talent: Nelson Eddy, Roy Rogers, Kenny Baker, Robert Armbruster, Arthur Gilmore.

S

SAM SAMUELS

1564 Broadway, New York 19
Tel.: Longacre 5-8507

JAMES L. SAPHIER AGENCY, INC.

9538 Brighton Way, Beverly Hills
Tel.: Crestview 1-7231
President: James L. Saphier.

Talent: Bob Hope, Judy Holliday, Leslie, Herbert Marshall, Andra V. Jeri Sullivan, Alan Young, Four and a Miss artists; Ken Carpenter, Stewart, Don Wilson, announcers-emmentators; Michael Cramoy, Jack J. Stone, Howard Dimsdale, Mel Shave, Glen Wheaton, Irving Shulman, J. Josephberg, Robert Lewis Shayon, win Seaver; writers and producers: Frank de Vol, Johnny Green, G. C. Jenkins, Joseph Lilley, orchestra; Package Shows—Bob Hope, Called X, Meet Corliss Archer, A With Judy, The Inside Show, 1 Sublime, The Saint, The Abbots, Mowbray, That's Life.

BERNARD L. SCHUBERT INC.

509 Madison Ave., New York 22
Tel.: Plaza 3-4670

MAX SHAGRIN AGENCY

Equitable Bldg., Hollywood 28
Tel.: Granite 5171
Talent: Jane Withers, Ed Rand, An Tombes, Marietta Canty.

BOB SHUTTLEWORTH ARTIST BUREAU

83 Bloor St. W., Toronto 5
Tel.: Midway 2437

Talent: Gisele La Fleche, singer; Stetson, tenor (with guitar); F. Gregory, singer; David Hughes, tone; Bill Thompson, baritone.

THE SMALL COMPANY

8272 Sunset Blvd., Hollywood 46
Tel.: Hollywood 2722
Representing: Actors, Writers and Directors for motion pictures and radio.

STEMPEL-OLENICK AGENCY

717 La Cienga, Los Angeles
Tel.: Crestview 1-7141
Radio Dept.: Frank Stempel
Motion Picture Dept.: Julian Olenic
Associate: Irving Smith

Talent: Actors—Joe Allen Jr., John A. er, Eugene Borden, Raymond B. Tom Daly, Jimmy Dodd, Eric Felt, George Givot, Buddy Grey, Wade vens, Richard Irving, Ralph Le James Milligan, Rudy McKool, Newland, Ken Niles, Jay Novello, Prouty, Herbert Rudley, Edward R. Lionel Stander, Herb Vigran, Jr. Wallington, Ozie Waters, Ernest W. man, Dave Willock; Actresses—Adrian, Heather Angel, Adrian Bo Anna Demetrio, Margaret Dum Diane Garrett, Helen Gilbert, Sar Gould, Vera Lewis, Marorie L. Jeanne Markham, Sherry O'Neill, Mir Seegar, Barbara Slater, Heather Wi Chili Williams.

T

THE GEORGE TAGGART ORGANIZATION

165 Yonge St., Toronto
Tel.: Adelaide 8784
Talent: Russ Titus, Dorothy Deane, bert Marson, Don Haskett, Bi Valle, Dixie Deane, Al Harvey, Bi Phillips, Johnnie Perkins, Ted R. Dorothy Ault, Clifford Poole, Zara P sova, Russell Skitch, Nora Conklin.

V

A. GEORGE VOLCK INC.

9441 Wilshire Blvd., Beverly Hills
Tel.: Crestview 6-3121.

W

AUSTIN WILDER

745 Fifth Ave., New York 22
Tel.: Plaza 3-8034
Talent: Maggie Teyte, Pearl Primus, C ago Opera Co., Thelma Altman, Ma Kurenko.

JOE WILLIAMS

1650 Broadway, New York 19
Tel.: Circle 5-9422
Talent: Betty Williams, Arlene Thon son, William Terry, Norman Lawren Four Larkin Sisters.

CARTER WRIGHT RADIO TELEVISION PRODUCTIONS

1707 N. Hudson Ave., Hollywood 28
Tel.: Hollywood 3636
Manager: James E. Royce.

WLS ARTIST BUREAU

1230 Washington Blvd., Chicago 7
Tel.: Monroe 9700
Manager: George Ferguson.

PREISMAN & BISER CONSULTING ENGINEERS

Station Allocation
Antenna Design

AM - FM - TV
Communications

MANAGEMENT-TRAINING ASSOCIATES

3308-14th St., N. W.

Adams 7299 Washington 10, D. C.

*For all your music needs
all the time*

ASCAP

For more than a generation* the American Society of Composers, Authors and Publishers has helped to build great commercial enterprises whose life blood is music.

Radio program builders long have known that ASCAP is an unfailing source of music — that the vast repertoire of the Society and its associates the world over yields material for their every possible music requirement.

Members of ASCAP are proud that their creative work has been a potent factor in the great development of radio in the United States. Now, on the threshold of radio's greatest year, they unite in a salute to the entire industry.



AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

**ASCAP was founded in 1914 by Victor Herbert.*

RADIO STATION NEWS, SPORTS, FARM and HOME ECONOMICS DIRECTORS

Station and City	News Director Sports Director	Farm Director Women's Director	Station and City	News Director Sports Director	Farm Director Women's Director
ALABAMA					
WRFS Alexander City	Bob McKinnon Tom Jones	P. B. Yeargan	WJRD Tuscaloosa	George Bell Paul Raymon	
WAPI Birmingham	Lionel Baxter Maury Farrell	Clint Bakely Jimmie Wilson	WTBC Tuscaloosa	Albert Baxter Jim Harding	Rhea Yarborough Eleanor Godfrey
WBRC Birmingham	Dave Overton	Tee Brown	ARIZONA		
WKAX Birmingham	Horace Pumphrey	Dorothy Alexander	KSUN Bisbee	Hugh Keyes	
WSGN Birmingham	E. M. Plumstead Al McDonald	James R. Cleary Agnes Parrish	KRUX Glendale	Ed de Forest	
WTNB Birmingham	Ben Chapman	J. Moss (Mrs.)	KWJB Globe	Willard Shoecraft Jerry Parkinson Don Husted	Ben Smith Edith Tinsley
WEBJ Brewton	W. E. Brooks W. E. Brooks Jr.	Catherine C. Gardner	KARV Mesa	Kenneth Hooker	Janice Muser
WKLF Clanton	John C. Cooper	Mrs. C. A. Barney	KTYL Mesa	Rex Stanley	
WXAL Demopolis	Wayne Moseley J. P. Culver	Jene Blank	KOOL Phoenix	Verne Sawyer	Ernest Douglas
WDIG Dothan	David E. Bigley Maurice E. McKinney	Maurice E. McKinney Wilma Bigley	KOY Phoenix	O. W. (Pete) Bluemel Ed Janney	Marie Kent Bill Reddick
WJOI Florence	Jim Miller	Jim Miller	KPHO Phoenix	Larry Jonas Lew King	Victoria Savage Rol Laughner
WMFT Florence	Bill Mapes	Evelyn Reeburgh	KTAR Phoenix	John Snow Myron Drake	Elaine Bentley
WGAD Gadsden	John H. Shelton Pete Williams	Gane Blaine Wanda Conner	KYCA Prescott	William F. Parady William F. Parady	Roberta M. Pfister Lester McBride
WHBS Huntsville	Ralph M. Tanner Jimmy Gregory	Earl Fisher	KGLU Safford	Lou Eaton	Marjorie Bowen
WKAB Mobile	Jack Meador Jack Wood	Margaret Broome	KCNA Tucson	Ray Helgesen	Ann Eaton
WMOB Mobile	Don Lewis Bill Hess	Adele Hull	KOPO Tucson	R. A. (Buster) Williams Keith Loftfield	Buster Williams Allan S. Brown
WAPX Montgomery	Dave Manners	Katherine Grant	KTUC Tucson	Frank Howard Art Preston	Irene Stanlis
WCOV Montgomery	Red Ryan W. L. Steadman	Weston Britt Carol Adams	ARKANSAS		
WMGY Montgomery	Ed Mohr Ed Brown	Bob Donaldson Martha Hall	KVRC Arkadelphia	W. F. Deaton	
WSFA Montgomery	Lee Gooch Charles Zeanah	Esther Mahoney Eulus Whitehead	KAMD Camden	Cal Carter	Mary Jean Godwin
WLAY Muscle Shoals	Dick Biddle Mac Lynn	Lou Brown	KELD El Dorado	Joe Leroux J. R. Gordon	Paul Norton Martha Craig
WHBB Selma	Crawford Rice	R. J. Falkenberry	KFPW Fort Smith	Pat Garner P. E. Rives	Pat Garner Florence Floyd
WGWC Selma	John Townshend W. L. Rowland Sr.	Red Bamberg Mary Johnson	KFSA Fort Smith	Billie Shipley John R. Trotter	Paschal Porta Emeline Bogue Beck
WFEB Sylacauga	Francis Carter		KFFA Helena	Ted Weeds Bob Ruckles	Harry Webb Elizabeth Wellborn
			KTBM Jonesboro	Clarence W. Adams	Clarence W. Adams
			KARK Little Rock	Eugene A. Roper Douglas J. Romine	Robert L. Buice Ann Hiryak
			KXLR North Little Rock	Bobbie Forster Bob Fulton	Bobbie Forster Bill Driskell
			KDRS Paragould		Marge Dixon James M. Lipsey
			KXRJ Russellville		Charles E. Hoke
			KUOA Siloam Springs	Bob Wimberley	
			KWEM West Memphis	George P. Mooney	Jean E. Mooney
			CALIFORNIA		
			KAFY Bakersfield	Art Brock	
			KPMC Bakersfield	P. R. Biermann Art Mason	Dan Bennage Art Mason
			KPAS Banning	Marvin L. Bryan Charles E. Poteet Jr.	Robert Reno Cynthia Smythe
			KWTC Barstow	Bill Wright Les Avery	
			KRE Berkeley	Albert M. Gall Albert M. Gall	
			KWIK Burbank	Bob Reel Bob Reel	Don Plumb Ruby Thelsen
			KICO Calexico	Dick Baker Dick Baker	
			KRDU Dinuba	Robert Nagey Jack Sivert	Betty Wilson Ed Clough
			KIEM Eureka	Ed Clough Henry Thornley	
			KARM Fresno	Robert Blackburn Wm. Sanford	Frances Quinn Norman Katen
			KFRE Fresno	Walter Cove Joe Hinman	Pauline E. Jones Joe Hinman
			KMJ Fresno	John Narlan Charles Rogers	Mina Checkanow
			KYNO Fresno	Charles Rogers	
			KIEV Glendale	Doug Caplette Roy Sinor	Doug Caplette Bonnie Gibson
			KREO Indio	Fred Hessler	Irene Cook
			KGER Long Beach	Frank La Tourette Frank La Tourette	Sara Langman
			KFWB Hollywood	Pat Bishop	Nelson McInich
			KECA Los Angeles	Carl Brewster Violet Schram	George Milne Violet Schram
			KFI Los Angeles	Les Mawhinney Tony La Franco	Les Mawhinney Norma Young
			KFVD Los Angeles	James McNamara Sam Balter	Charles Stone
			KHJ Los Angeles	Clete Roberts Bob Kelley	Robert Wilson
			KLAC Los Angeles	Jack Beck	
			KMPC Los Angeles	Kenny Alford Frank Valenti	
			KNX Los Angeles		
			KMYC Marysville		

FOR COVERAGE + RESULTS

in Northwestern

North Carolina

its

WKBC

with

1000 watts

on

810 kc

Covering . . .

THE RICH YADKIN VALLEY

and

NORTHWESTERN NORTH CAROLINA

NEWS, SPORTS, FARM and HOME ECONOMICS DIRECTORS (Continued)

Station and City	News Director Sports Director	Farm Director Women's Director	Station and City	News Director Sports Director	Farm Director Women's Director
KOA Denver	Wm. R. Day Wm. R. Day	Hal Renollet Evdna Hammersley	WJAX Jacksonville	Robert E. Dreier Byrna Samuels	Bill Eggleston Mary Fox
KVOD Denver	Don Bestle Joe Summers	Leslie Stark	WCLF Clearwater	Bill Adams Bill Stels	Bob Weatherly Connie Lee
KIUP Durango	Jimmy Laramore	WBAY Coral Gables	Merle Roberts Larry Roller
KCOL Fort Collins	Jack L. Hitchcock Jack L. Hitchcock	Max E. Brown	WMFG Daytona Beach	Ray Clancy Ralph Montgomery	Lillian Davidson Wm. Ferguson
KFXJ Grand Junction	Jack Pater	Helen Rose	WNDB Daytona Beach	Bernard Kahn George T. Case	Marliu Case Anne Wilder
KFKA Greely	Jimmy Gallaher	Eida May Sylvester	WINK Fort Myers	Fred Alland Douglas Silver	Marjorie Silver Clyde Beale
KCSJ Pueblo	Harry Byrne Harry Byrne	Lee Mason	WIRA Fort Pierce	John Sadler, Jr. Richard L. Crago	Helen S. Edwards
KGHF Pueblo	Phil Kerby William Bruce	Clifford Hendrix	WRUF Gainesville	Richard L. Crago Dennis Kerwin
KCRT Trinidad	John M. O'Connor John M. O'Connor	Jerry Thompson	WINZ Hollywood	Howard Nelson Earl Wood
CONNECTICUT			WJHP Jacksonville	Harry Talbert H. B. Adams	Kay Stanley Ken Bell
WLIZ Bridgeport	Robert S. Jones William Ellicott	Robert E. Dreier Byrna Samuels	WMBR Jacksonville	Jack Cummins James Calloway	Dorothy Horsfall
WNAB Bridgeport	Jack Dahlby Joe Barber	Jean O'Brien Una King	WPDG Jacksonville	Harry Mitchell Ed Murphy	Owen Panacott Viggo Dalbo
WTHT Hartford	Sereno Gammell Mitchell Betters	Claire Gibson Frank Atwood	WKWF Key West	Bill Lee Jim Smith	Jean Flynn Marjorie Scarborough
WONS Hartford	Milton Berkowitz	Jean Colbert	WQAM Miami	Donn E. Colee	Jack McCormack Jane Butler
WTIC Hartford	N. Thomas Eaton Robert Steele	Jeanne Porter George Stevens	WIOD Miami	Fred Clampitt William Cochran	William Bischoff Billie Womack
WKNE New Britain	Dave Scott Dave Scott	Mary Di Fant Len Stevens	WMUY Miami	Edward S. Gaylor Collin Drake	Byron Lowrey Alaine Powell
WELI New Haven	Robert Siller Rick Pratt	Jane C. Cobb James Duncan	WQAM Miami	Marshall Parsons	Jean Walterman Mary Lucille Carter
WNHC New Haven	Margaret Wilson Larry McNamara	Kay Bruce Miriam Hurlbut	WKAT Miami Beach	Calvert A. Carter George Chamberlain	Tom Gilchrist Tom Gilchrist
WNLC New London	Leslie Morson Leslie Morson	W. O. Howard Fay Clark	WTMC Ocala	John Nicholson Carter Scofield	Watula Drake Carter Scofield
WNOC Norwich	Phil Reuben Chris Callahan	Betty Doyle	WDBO Orlando	Tom Sawyer Ned Brown	Jane Ward Ned Brown
WATR Waterbury	Joseph Cullan Wallace King	WORZ Orlando	R. H. Marshall Fred Schilling	Patricia Bryant Fred Schilling
WBRY Waterbury	E. Christy Erk John A. Cluney	WBSR Pensacola	Frank Pericola Larry Wayne	Rosemary Fleming
WWCO Waterbury	James Randolph Al Vestro	WCOA Pensacola	Bill Crable John E. Bernhard Jr.	Callie Morris Ernest Ristrick
DELAWARE			WFOY St. Augustine	Phil Davis Dan Campbell	Patsy Cunningg Dan Campbell
WILM Wilmington	William P. Frank Del Parks	Marjorie Price Harry Hubbell	WSUN St. Petersburg	Dana Boose Eric Provost
WTUX Wilmington	Harry Hubbell Gus Parmet	WSPB Sarasota	Bob Bonfay Read W. Wynn	H. B. Franklin Ollie Fewick

DISTRICT OF COLUMBIA

WJAX Jacksonville	Robert E. Dreier Byrna Samuels	Bill Eggleston Mary Fox
WCLF Clearwater	Bill Adams Bill Stels	Bob Weatherly Connie Lee
WBAY Coral Gables	Merle Roberts Larry Roller
WMFG Daytona Beach	Ray Clancy Ralph Montgomery	Lillian Davidson Wm. Ferguson
WNDB Daytona Beach	Bernard Kahn George T. Case	Marliu Case Anne Wilder
WINK Fort Myers	Fred Alland Douglas Silver	Marjorie Silver Clyde Beale
WIRA Fort Pierce	John Sadler, Jr. Richard L. Crago	Helen S. Edwards
WRUF Gainesville	Richard L. Crago Dennis Kerwin
WINZ Hollywood	Howard Nelson Earl Wood
WJHP Jacksonville	Harry Talbert H. B. Adams	Kay Stanley Ken Bell
WMBR Jacksonville	Jack Cummins James Calloway	Dorothy Horsfall
WPDG Jacksonville	Harry Mitchell Ed Murphy	Owen Panacott Viggo Dalbo
WKWF Key West	Bill Lee Jim Smith	Jean Flynn Marjorie Scarborough
WQAM Miami	Donn E. Colee	Jack McCormack Jane Butler
WIOD Miami	Fred Clampitt William Cochran	William Bischoff Billie Womack
WMUY Miami	Edward S. Gaylor Collin Drake	Byron Lowrey Alaine Powell
WQAM Miami	Marshall Parsons	Jean Walterman Mary Lucille Carter
WKAT Miami Beach	Calvert A. Carter George Chamberlain	Tom Gilchrist Tom Gilchrist
WTMC Ocala	John Nicholson Carter Scofield	Watula Drake Carter Scofield
WDBO Orlando	Tom Sawyer Ned Brown	Jane Ward Ned Brown
WORZ Orlando	R. H. Marshall Fred Schilling	Patricia Bryant Fred Schilling
WBSR Pensacola	Frank Pericola Larry Wayne	Rosemary Fleming
WCOA Pensacola	Bill Crable John E. Bernhard Jr.	Callie Morris Ernest Ristrick
WFOY St. Augustine	Phil Davis Dan Campbell	Patsy Cunningg Dan Campbell
WSUN St. Petersburg	Dana Boose Eric Provost
WSPB Sarasota	Bob Bonfay Read W. Wynn	H. B. Franklin Ollie Fewick
WRHP Tallahassee	Read W. Wynn Dave Thomas	Maj. Hilton Crowe Wilma Drumm
WTAL Tallahassee	Maj. Hilton Crowe Roger Ball	Mark Swigley Kaybiargrove Dowst
WALT Tampa	Kenneth W. Skelton Sol J. Flinchman	Mardi Liles
WDAE Tampa	Tom Matthews Tom Matthews
WFLA Tampa	R. J. Hartman Charles Snowdon
WIRK West Palm Beach	Matt Gettings Bob Delaney	Matt Gettings
WJNO West Palm Beach	Matt Gettings Bob Delaney
WSIR Winter Haven	Lawrence Rollins	Chester Manson Lawrence Rollins

FLORIDA

WJAX Jacksonville	Robert E. Dreier Byrna Samuels	Bill Eggleston Mary Fox
WCLF Clearwater	Bill Adams Bill Stels	Bob Weatherly Connie Lee
WBAY Coral Gables	Merle Roberts Larry Roller
WMFG Daytona Beach	Ray Clancy Ralph Montgomery	Lillian Davidson Wm. Ferguson
WNDB Daytona Beach	Bernard Kahn George T. Case	Marliu Case Anne Wilder
WINK Fort Myers	Fred Alland Douglas Silver	Marjorie Silver Clyde Beale
WIRA Fort Pierce	John Sadler, Jr. Richard L. Crago	Helen S. Edwards
WRUF Gainesville	Richard L. Crago Dennis Kerwin
WINZ Hollywood	Howard Nelson Earl Wood
WJHP Jacksonville	Harry Talbert H. B. Adams	Kay Stanley Ken Bell
WMBR Jacksonville	Jack Cummins James Calloway	Dorothy Horsfall
WPDG Jacksonville	Harry Mitchell Ed Murphy	Owen Panacott Viggo Dalbo
WKWF Key West	Bill Lee Jim Smith	Jean Flynn Marjorie Scarborough
WQAM Miami	Donn E. Colee	Jack McCormack Jane Butler
WIOD Miami	Fred Clampitt William Cochran	William Bischoff Billie Womack
WMUY Miami	Edward S. Gaylor Collin Drake	Byron Lowrey Alaine Powell
WQAM Miami	Marshall Parsons	Jean Walterman Mary Lucille Carter
WKAT Miami Beach	Calvert A. Carter George Chamberlain	Tom Gilchrist Tom Gilchrist
WTMC Ocala	John Nicholson Carter Scofield	Watula Drake Carter Scofield
WDBO Orlando	Tom Sawyer Ned Brown	Jane Ward Ned Brown
WORZ Orlando	R. H. Marshall Fred Schilling	Patricia Bryant Fred Schilling
WBSR Pensacola	Frank Pericola Larry Wayne	Rosemary Fleming
WCOA Pensacola	Bill Crable John E. Bernhard Jr.	Callie Morris Ernest Ristrick
WFOY St. Augustine	Phil Davis Dan Campbell	Patsy Cunningg Dan Campbell
WSUN St. Petersburg	Dana Boose Eric Provost
WSPB Sarasota	Bob Bonfay Read W. Wynn	H. B. Franklin Ollie Fewick
WRHP Tallahassee	Read W. Wynn Dave Thomas	Maj. Hilton Crowe Wilma Drumm
WTAL Tallahassee	Maj. Hilton Crowe Roger Ball	Mark Swigley Kaybiargrove Dowst
WALT Tampa	Kenneth W. Skelton Sol J. Flinchman	Mardi Liles
WDAE Tampa	Tom Matthews Tom Matthews
WFLA Tampa	R. J. Hartman Charles Snowdon
WIRK West Palm Beach	Matt Gettings Bob Delaney	Matt Gettings
WJNO West Palm Beach	Matt Gettings Bob Delaney
WSIR Winter Haven	Lawrence Rollins	Chester Manson Lawrence Rollins
GEORGIA		
WALB Albany	A. M. Isreal Jack Mayer	J. D. Davis Laura May Shinkle
WAGA Atlanta	Dale Clark William Terry	H. B. Henderson
WATL Atlanta	Zenas Sears Stan Raymond
WBGE Atlanta	Ralph Ellis Les Hendrickson
WCON Atlanta	Dick Doty Walter Paschal	Jim Romine Jane Sparks
WSB Atlanta	George M. Scott Beverly Bell
WBBQ Augusta	Edward Dunbar Bob Meskill	J. W. Chambers
WGAC Augusta	John L. Barnes	Ted Woodward Peggy Pitney
WTNT Augusta Sam Zurich

KWIK FACTS

IT'S A FACT ...
that ... California's rich San Fernando Valley, with a 350,000 population, is rapidly becoming the 4th market in California.

IT'S A FACT ...
that ... KWIK delivers the most intensive local coverage in the San Fernando Valley.

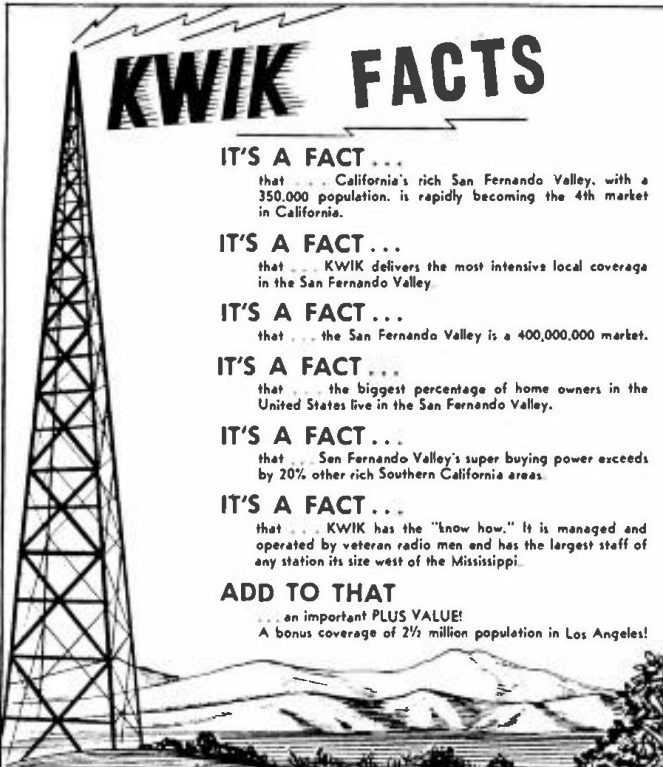
IT'S A FACT ...
that ... the San Fernando Valley is a 400,000,000 market.

IT'S A FACT ...
that ... the biggest percentage of home owners in the United States live in the San Fernando Valley.

IT'S A FACT ...
that ... San Fernando Valley's super buying power exceeds by 20% other rich Southern California areas.

IT'S A FACT ...
that ... KWIK has the "know how." It is managed and operated by veteran radio men and has the largest staff of any station its size west of the Mississippi.

ADD TO THAT
... an important PLUS VALUE!
A bonus coverage of 2½ million population in Los Angeles!



KWIK ★ The Voice of the San Fernando Valley
BURBANK CALIF.

Station and City	News Director Sports Director	Farm Director Women's Director
.BB Carrollton	James C. Vocalls	James C. Vocalls
3HF Cartersville	James C. Vocalls	Rosalee Lander
3AA Cedartown	George H. Boswell	Bob Robertson
3AK Columbus	Jimmy New	Martha Lanham
3BL Columbus	Hall Wray	Dolph Williams
3AC Columbus	R. Edward Reilly	Rowena Whitfield
3BA Columbus	Ed Snyder	Ed Snyder
MOC Covington	Tommy Tucker	Jocelyn Porter
	Charles G. Ewing	
	George Theeringer	
	Benson C. Pressly	
	David G. Widder	
	Bill Rhodes	
	William Shadburn	Leo Mallard
	Tom Palmer	Mrs. Harper
	Walt Gaines	
	Willard Belote	Wm. E. Blizzard Jr.
	Bruce Smith	
	Pau Crandall	Ed Craig
	Dave Achor	Marie Baker
	Jack Owens	
	Francis Raynor	
		Annemie Heinman
		H. C. Young Jr.
		Gracie Thompson
		Joe B. Wilder
		Joe Hawkins
		John Bogess
		Glenn Hayes
		Del Ward
		Channing Cope
		Mrs. Horne
		D. F. Bruce
		Harry Hunter
		Josephine Ragsdale
		Charles Doss
		Bob Rogers
		Donna MacLean
		Ethel Grey
		Robert Brett
		Brendon Gallaway
		Dwight J. Bruce
		Mary Wilder Davis
		Alice Blalock
		Tom Hansen
		Patty Carpenter
		Evelyn Carroll
		C. L. Blalock
		Gewn Crosby
		Shirley Silvers
		Rulon Bradley
		Laura Bottier
		Jean McLean
		(Marguerite)
		Roy Southwick
		Jane Dunlap
		Charles Crabtree
		Bob Taylor
		Virginia Taylor
		Bert McAllister
		Ruth McAllister
		Shirl Black
		Donna Luker
		Ian Elliot
		Florence Kollmeyer
		Jack Farrar
		Kay Arnold
		John Backman
		Betty Spencer
		Bernice Currier
		John G. Wolfe
		Connie Morgan
		Don Boudreau
		Patty Stull
		Harry Lackrone
		Anne Collins
		Stella White
		Harry Campbell
		Robert B. White
		Beulah Carney
		Harold Totten
		Katherine Roche


Station and City	News Director Sports Director	Farm Director Women's Director
WIND Chicago	Jim Dale	
WJJD Chicago	Bert Nelson	
WLS Chicago	Frank Sweeney	Russ Salter
WMAQ Chicago	Bob Elson	Marie Karlstrom
WMBI Chicago	W. B. Ray	Arthur C. Page
WHOW Clinton	Robert Geerdes	Everett Mitchell
WDAN Danville	Fred Harrison	Judith C. Waller
WSOY Decatur	C. H. Reynolds	Frances Youngren
WMTV East St. Louis	George Morris	R. R. Rhea
WCRA Effingham	Max Shaffer	Dorothy Kelly
WNMP Evanston	Bob Goben	
WGIL Galesburg	John Sabin	Jane Logan
WEBQ Harrisburg	Robert Ingham	Fat Zimmerle
WJPF Herrin	Willard Thompson	Ed Brooks
WLDS Jacksonville	Lee Driscoll	Mabel Thompson
WJOL Joliet	Jack Azzell	
WKAN Kankakee	Kenneth Schleiffer	Lucile Selkirk
WKAI Macomb	Eddie Wise	Tom Land
WLBH Mattoon	Jim Duncan	Wanda R. Owen
WMX Mt. Vernon	Fred Reinhardt	
WQUA Moline	Doug Hadley	
WVLN Olney	Nate Egner	
WSIV Peoria	T. J. Fairburn	Virginia Colwell
WEEK Peoria	Harry Spurrier	Jack Swart
WMBD Peoria	Bob Philbin	Lols Zarley
WMMJ Peoria	Robert Hawkins	
WWXL Peoria	Orren Allain	Lynn Huff
WTAD Quincy	James Norvell	John McCaughey
WHBF Rock Island	James Norvell	Marian Francis
	Robert F. LaMere	Roy Freeman
	Walt Ellis	Marjane Robertson
	Claude Sullivan	Ed Brooks
	Art Milward	Phyllis Maxwell
	Bud Dawson	
	Bud Dawson	Helen Day
	Ted Ross	Frank Newton
	Harry Hillis	Martha Wayne
	Bill King	Lee Driscoll
	Robert Tripp	Montez Tjaden
	Fred L. Vance	Emil Bill
	Brooks Watson	Barbara Moore
	Vince Loyd	Bob Snow
	Randy Clark	Jean Detrick
	Robyn Weaver	Bob Mohr
	Cres Fleugal	Richard Faler
	Richard Faler	
	Jim Woods	Benne Alter
	Charles F. Harrison Jr.	Millicent Polley
	Ray Hampton	

(Continued)

IDAHO		
DSH Boise	Bill Graham	
.GEM Boise	Frank Watkins	
.IDO Boise	Grant Hoff	
.BIO Burley	Walt Lowe	
.CID Caldwell	Rulon Bradley	
.CID Idaho Falls	Bob Vaughn	
.IFI Idaho Falls	Rudy Rankin	
.RLC Lewiston	James Hamstreet	
.RPL Moscow	Shelton J. Shellett	
.FPXD Nampa	Bill James	
.SEI Pocatello	Ronald Smith	
.KLIX Twin Falls	Robert Fleming	
.KTFI Twin Falls	Keith Clarke	
.KWAL Wallace	George Shareve	
	LeRoy Desilet	
	Bert McAllister	
	Jack H. Goetz	
	Kenneth Shulston	
	Doyle H. Cain	
	David G. Rowe	
	David G. Rowe	
	Juneau Shinn	
	Charles Neely	
	Ernest Moffett	
	John Edington	
	Herbert Daugherty	
	Evan Lytle	

24 YEARS

AS CENTRAL FLORIDA'S
PIONEER BROADCASTING
STATION



Still the only station covering the 21 counties which are central Florida — "The Sun Empire".

The Florida market means North, South, West and Central Florida. WDBO, the low frequency station, (580 kc) serves 1/4 of Florida's population.

WDBO

ORLANDO, FLORIDA

580 KC • 5000 WATTS

Represented

Nationally by JOHN BLAIR . . . Southeast by HARRY E. CUMMINGS

Station and City	News Director Sports Director	Farm Director Women's Director
AML Laurel	Ed Breland Stan Walters David Kane
LAU Laurel	Don Hansen Charles Shaw
KSV McComb	Burt Derman Chris Everson Jim Sheton	J. Clarence Boulin Julia D. Blumenstock Bob Whitely Mary F. Hammons
MOX Meridian	C. L. Barry Lillian Hammonds
MIS Natchez	Red Purnell Jean Hosmer A. M. Bradley
ELO Tupelo	Gene Gratz Gene Gratz
QBC Vicksburg

MISSOURI

JMO Carthage	B. P. (Cam) Cameron Jim King	Lloyd C. McKenney Margaret Hillyard
UO Clayton	Rev. Elmer Knoerschild John Christian	John Hoyer Lysie Dellman
FRU Columbia	Edward Lambert Harold Douglas J. W. Williams	Annie Lee Small Phyllis Madden
HMO Hannibal	Stan Barron Paul Stubblefield Rose Burns	Ethel Owens
WJM Joplin	J. Charles McIntire
MBH Joplin
CKN Kansas City	Eric Tainter Larry Ray	Jack Jackson Anne Hayes
JMO Kansas City	Jim Monroe Walt Lochman	Reuben Corbin Martha Spalding
DAF Kansas City	August Vogt Randall Jesse	Phil Evans Caroline Ellis
MBC Kansas City	Erle Smith Sam Molen	Ethel R. Jones W. F. James
BOA Kennett	Paul C. Jones Norman Shane
WOC Poplar Bluff	Alan Wolpers Byron Kearbey Jr. W. T. Bullington	Slim Rodgers Aileen Donze
SGM St. Genevieve	Jim Tohe
FEQ St. Joseph	Dee D. Denver Jr. Gene Sullivan	Helen Karrer Ted Mangner
RES St. Joseph	Dward A. Moore Paul Roscoe
MOX St. Louis	Rex Davis
WK St. Louis	Jarrett L. Griffin Jr.
XLW St. Louis	Wick Evans Bob Terry	Charlie Clements Leone Foley Elaine Ellis Charles Stooker
XOX St. Louis	Bruce Barrington Frances Laux O. J. McQuigg	Louise Munsch
EW St. Louis	Bill Crum Bob Harvey
DRO Sedalia	James F. Glenn David Hargis
GBX Springfield	Lloyd Wells Floyd M. Sullivan
WTO Springfield	Lee George
WPM West Plains	Loyd Turley

MONTANA

BMV Billings	Fred Nelson Maury Enright	Kay Ralph McCall Elizabeth Nibbe George Wooley Gwen Anderson
GHM Billings
XLQ Bozeman	Toni Robischon	Ray Porter Gloria Dupper
XLK Great Falls	Nick Mariana Walt Karle Jim Saenger
COJM Havre
XLJ Helena
GEZ Kallispell	Maurice Driscoll Don Treloar	Glenn Millhouse Alicia Byers
KPRK Livingston	Brooks Read Robert Alves
KRFJ Miles City
KGVO Missoula	Glenn Denton Don Weston Warren Meade	Don Weston Dorothy Miller Artis Martin
KIYI Shelby	James Larson James Larson	Fov Halvorsen
KGCK Sidney	E. C. Krebsbach

NEBRASKA

KORN Fremont	Kenneth R. McCaw	Bill Wood Jean Arvin George Kister
KMMJ Grand Island	Ray Arvin George Kister
KHAS Hastings	Norval Delnes John Dudley
KGFW Kearney	Gerry Granger Lew Jeffrey	Floyd Kalber Peg Biber
KFOR Lincoln	Floyd Kalber Jim May
KFAB Omaha	Hugh Bowen E. S. (Bud) Nebie	Julie Reeves W. E. (Bill) Macdonald
KOLN Lincoln	Lyle Bremsner	Ruth Neuhaus
KODY North Platte	Bob Levinson Bob Parkins	Helen Plasters Ed Laufer
KBON Omaha	Charles Craig Joe di Natale	Louise Epp
KOIL Omaha	Richard McCann Ed Morgan	Harriet Walker
KOWH Omaha	Ted Haas Robert Steelman	Belle West Adam Reinemund
WOW Omaha	Ernest Speelman Jack Sandler	Mal Hansen
KOLT Scottsbluff	Soren Munkhof Tlp Saggau	Wes Antes Mary Strohecker

Station and City	News Director Sports Director	Farm Director Women's Director
NEVADA		
KENO Las Vegas	Don Ashbaugh Eugene Schroeder	Charlotte Brader
KNBE Boulder City
KATO Reno	Bob Stoddard	Bert Kennington
KOLO Reno
KXXL Reno	Don Thompson Byron Samuel	Jane Crandall Fred Kirske

NEW HAMPSHIRE

WMOU Berlin	Jock MacKenzie
WLOB Claremont	Harold E. Kehoe Walter Rogal
WKNE Keene	Howard E. Wheelock	Stacey Cole Ruth Redington
WLNH Laconia	Sherwin Greenlaw Sherwin Greenlaw	Marie Forsberg
WFEA Manchester	Armand La Pointe George Christie	Adeline Casseboom Bob Webster
WMUR Manchester	Tom Power Tony Adams	Julie Blake Jay Sherwin
WOTW Nashua	Ed Lectus Ed Lectus	Pauline Laforme Duane Young
WHEB Portsmouth	Charles W. Gray Jack Kane	Kay Regan

NEW JERSEY

WCAP Asbury Park	John Gibbons	Jessalyn Jones
WBAB Atlantic City	Bernard Penrose
WFPG Atlantic City	James Grohmon Norman K. Brooks	Ada Hewitt
WMID Atlantic City	Bernie Rubin Johnny Mack	Harriet Lippman Charles Murray
WSNJ Bridgeton	Don Hart Jerry Alden
WAAT Newark	Ira Y. Hecht Jr.
WNJR Newark	Harry Nash Harry Nash	W. N. Feigelbeck Alle Lowe Miles
WCTC New Brunswick	John Scullier Ed Isaacs
WPAT Paterson	Ted Webbe Ted Webbe	Adele Hunt Roy Groves
WTTM Trenton	Fulton Arnold Denny Sartain	Mary Wilson J. Paul Hunsberger
WWEZ Vineland	Lanny Dillon	Joyce Archer

(Continued)

BEST BET

for

YOUR 1948 VISIT TO HOLLYWOOD

**TOM
BRENNAN'S**



**NEW
\$100,000
Restaurant and
Night Club**

RADIO HOME

of

"Breakfast - in - Hollywood"

VINE NEAR SUNSET

you're welcome
anytime

NEWS, SPORTS, FARM and HOME ECONOMICS DIRECTORS
(Continued)

Station and City	News Director Sports Director	Farm Director Women's Director	Station and City	News Director Sports Director	Farm Director Women's Director
NEW MEXICO					
KGGM Albuquerque	Dick Colman Carl Paige John Hartig	Joe Tolbert Virgie Abeyta	WKRT Cortland	Edward E. Blodgett	Edward E. Blodgett Eileen Winchell Bernard Hargreaves Muriel Shoemaker Robert Knouse Betty Stevens Joseph Michaels Margaret Thompson Dick Weld Elinor Keeler
KOAT Albuquerque	Erle R. (Duke) Reid Stan Lowe!! Walter O. Cooke Bob Lee Bill Angel Bob Cunningham Charles Wells	Kit McCall Gisa Neuhaus Mertz Wayne Griffin Virgie Bynum	WENY Elmira	Bill Pope Harold Kent James McKechnie James Campbell Alexis Lamutis Earl Sharland Walter Neals Clifford Evans	Bill Pope Harold Kent James McKechnie James Campbell Alexis Lamutis Earl Sharland Walter Neals Clifford Evans
KOB Albuquerque	John Kirkwood Deau Mell L. R. Trainer Len Sprouse	C. J. Todd Jeanette Lowe Glenn Venrick Phillip Nickels George R. Wash	WENE Endicott	Harold Kent James McKechnie James Campbell Alexis Lamutis Earl Sharland Walter Neals Clifford Evans	Harold Kent James McKechnie James Campbell Alexis Lamutis Earl Sharland Walter Neals Clifford Evans
KVER Albuquerque	Sidney M. Brenner	Jeanette Lowe Glenn Venrick Phillip Nickels George R. Wash	WGVA Geneva	Samuel M. Woodside Samuel M. Woodside William Price Jack Guinan Bob Browning Dick McCarthy Al Haley Pat Vincent Harold Tunick Art Sugerman Mrs. David Beier William Conroy James H. Nash Jean Lepage Howard Reifsnnyder Ray Martin Richard F. Crane Charles Healy	Samuel M. Woodside Samuel M. Woodside William Price Jack Guinan Bob Browning Dick McCarthy Al Haley Pat Vincent Harold Tunick Art Sugerman Mrs. David Beier William Conroy James H. Nash Jean Lepage Howard Reifsnnyder Ray Martin Richard F. Crane Charles Healy
KSVP Artesia	John A. McBoye John A. McBoye Ivan R. Hand Ivan R. Hand Phil Eakins	George R. Wash Ahn Clark	WGLN Glens Falls	Ray Martin Richard F. Crane Charles Healy	Ray Martin Richard F. Crane Charles Healy
KAVE Carlsbad	John A. McBoye John A. McBoye Ivan R. Hand Ivan R. Hand Phil Eakins	Ahn Clark	WHLI Hampstead	Richard F. Crane Charles Healy	Richard F. Crane Charles Healy
KICA Clovis	John A. McBoye John A. McBoye Ivan R. Hand Ivan R. Hand Phil Eakins	Ahn Clark	WHUC Hudson	Richard F. Crane Charles Healy	Richard F. Crane Charles Healy
KCHS Hot Springs	John A. McBoye John A. McBoye Ivan R. Hand Ivan R. Hand Phil Eakins	Ahn Clark	WHCU Ithaca	Richard F. Crane Charles Healy	Richard F. Crane Charles Healy
KOBE Las Cruces	John A. McBoye John A. McBoye Ivan R. Hand Ivan R. Hand Phil Eakins	Ahn Clark	WJTN Jamestown	Richard F. Crane Charles Healy	Richard F. Crane Charles Healy
KGFL Roswell	John A. McBoye John A. McBoye Ivan R. Hand Ivan R. Hand Phil Eakins	Ahn Clark	WKNY Kingston	Richard F. Crane Charles Healy	Richard F. Crane Charles Healy
KSWB Roswell	John A. McBoye John A. McBoye Ivan R. Hand Ivan R. Hand Phil Eakins	Ahn Clark	WWOL Lackawanna	Richard F. Crane Charles Healy	Richard F. Crane Charles Healy
KVSF Santa Fe	John A. McBoye John A. McBoye Ivan R. Hand Ivan R. Hand Phil Eakins	Ahn Clark	WVOS Liberty	Richard F. Crane Charles Healy	Richard F. Crane Charles Healy
KSIL Silver City	John A. McBoye John A. McBoye Ivan R. Hand Ivan R. Hand Phil Eakins	Ahn Clark	WICY Malone	Richard F. Crane Charles Healy	Richard F. Crane Charles Healy
NEW YORK					
WMBO Auburn	A. John Hefner Robert B. Morgan James Garrety Al Maase George O'Connor Robert Cullings	A. John Hefner Kathleen Crouch James Garrety Jane Bonney Wally Buman Ray Whitlock Sara Burbank	WALL Middletown	Richard F. Crane Charles Healy	Richard F. Crane Charles Healy
WBTA Batavia	A. John Hefner Robert B. Morgan James Garrety Al Maase George O'Connor Robert Cullings	A. John Hefner Kathleen Crouch James Garrety Jane Bonney Wally Buman Ray Whitlock Sara Burbank	WGNV Newburgh	Richard F. Crane Charles Healy	Richard F. Crane Charles Healy
WINR Binghamton	A. John Hefner Robert B. Morgan James Garrety Al Maase George O'Connor Robert Cullings	A. John Hefner Kathleen Crouch James Garrety Jane Bonney Wally Buman Ray Whitlock Sara Burbank	WHN New York	Richard F. Crane Charles Healy	Richard F. Crane Charles Healy
WKOP Binghamton	A. John Hefner Robert B. Morgan James Garrety Al Maase George O'Connor Robert Cullings	A. John Hefner Kathleen Crouch James Garrety Jane Bonney Wally Buman Ray Whitlock Sara Burbank	WINS New York	Richard F. Crane Charles Healy	Richard F. Crane Charles Healy
WNBF Binghamton	A. John Hefner Robert B. Morgan James Garrety Al Maase George O'Connor Robert Cullings	A. John Hefner Kathleen Crouch James Garrety Jane Bonney Wally Buman Ray Whitlock Sara Burbank	WJZ New York	Richard F. Crane Charles Healy	Richard F. Crane Charles Healy
WBEN Buffalo	Leslie Ford Jim Wells William E. Miles Gene Korzeltus Edward McCarthy Charles Bailey J. MacLean Ralph Hubbell John McLean Seigmund Smith	Sally Work Dorothy Shauk D. Huckle Lilla Kirk	WLIB New York	Richard F. Crane Charles Healy	Richard F. Crane Charles Healy
WBNY Buffalo	Leslie Ford Jim Wells William E. Miles Gene Korzeltus Edward McCarthy Charles Bailey J. MacLean Ralph Hubbell John McLean Seigmund Smith	Sally Work Dorothy Shauk D. Huckle Lilla Kirk	WMCA New York	Richard F. Crane Charles Healy	Richard F. Crane Charles Healy
WEBR Buffalo	Leslie Ford Jim Wells William E. Miles Gene Korzeltus Edward McCarthy Charles Bailey J. MacLean Ralph Hubbell John McLean Seigmund Smith	Sally Work Dorothy Shauk D. Huckle Lilla Kirk	WNBC New York	Richard F. Crane Charles Healy	Richard F. Crane Charles Healy
WGR Buffalo	Leslie Ford Jim Wells William E. Miles Gene Korzeltus Edward McCarthy Charles Bailey J. MacLean Ralph Hubbell John McLean Seigmund Smith	Sally Work Dorothy Shauk D. Huckle Lilla Kirk	WNEW New York	Richard F. Crane Charles Healy	Richard F. Crane Charles Healy
WKBW Buffalo	Leslie Ford Jim Wells William E. Miles Gene Korzeltus Edward McCarthy Charles Bailey J. MacLean Ralph Hubbell John McLean Seigmund Smith	Sally Work Dorothy Shauk D. Huckle Lilla Kirk	WNYC New York	Richard F. Crane Charles Healy	Richard F. Crane Charles Healy

*There's Always
A Smile . . .
When
"You Strike
it Rich."*



.. it's real "pay-dirt"
in the Trade Market
of

WETB

★1946 RETAIL SALES . . \$154,679,000
★1946 Wholesale Sales . . . 57,845,000

1000 WATTS-790 kc-Day . . .

Blanketing Upper East Tennessee,
Southwest Virginia and Western
North Carolina . . . one of the
South's richest Agricultural and
Manufacturing areas.



NATIONAL REPRESENTATIVE:
Helen Wood & Colton, New York

CONSISTENT PROMOTIONS

Affiliated with The Press-Chronicle

Serving Johnson City
... The Hub of the
TRADING ZONE

★1946 Retail Sales:
\$23,928.00

★1946 Wholesale Sales:
\$19,375.00

1946 Tobacco Sales
\$4,390.083.

1946 Agricultural Income
to Farmers \$6,100,000

★Sales Management, May 10, 1947

WJZ New York	Paul Scheffels Harry Wismer Sam Elfert	Leon Goldstein Steve Ellis Fred Heywood	WVOS Liberty	Pat Vincent Harold Tunick Art Sugerman Mrs. David Beier William Conroy James H. Nash Jean Lepage Howard Reifsnnyder Ray Martin Richard F. Crane Charles Healy	Pat Vincent Harold Tunick Art Sugerman Mrs. David Beier William Conroy James H. Nash Jean Lepage Howard Reifsnnyder Ray Martin Richard F. Crane Charles Healy
WLIB New York	Sam Elfert	Leon Goldstein Steve Ellis Fred Heywood	WVSA Massena	John Jaeger	John Jaeger
WMCA New York	Leon Goldstein Steve Ellis Fred Heywood	Leon Goldstein Steve Ellis Fred Heywood	WVSA Massena	Ralph Reid Kevin Kennedy Dave Driscoll	Ralph Reid Kevin Kennedy Dave Driscoll
WNBC New York	John Jaeger	John Jaeger	WVSA Massena	Tom Morgan	Tom Morgan
WNEW New York	John Jaeger	John Jaeger	WVSA Massena	Fred Barr Jacko Maxwell	Fred Barr Jacko Maxwell
WNYC New York	Ralph Reid Kevin Kennedy Dave Driscoll	Ralph Reid Kevin Kennedy Dave Driscoll	WVSA Massena	Don Felton George Bergeron Frank Mason Ned McGrath Don Merriman Gerald Gunthrop	Don Felton George Bergeron Frank Mason Ned McGrath Don Merriman Gerald Gunthrop
WOR New York	Tom Morgan	Tom Morgan	WVSA Massena	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue
WOV New York	Tom Morgan	Tom Morgan	WVSA Massena	Jack Fredericks Phil Tosti Ray Monday Herk Carneal George Porter Leighton George Porter Leighton W. T. Meenam Jack Miller Bill Pope Jim Healey William Carpenter Doug Johnson Nick Stemmler Bud Stapleton Leo Bolley	Jack Fredericks Phil Tosti Ray Monday Herk Carneal George Porter Leighton George Porter Leighton W. T. Meenam Jack Miller Bill Pope Jim Healey William Carpenter Doug Johnson Nick Stemmler Bud Stapleton Leo Bolley
WWRL New York	Fred Barr Jacko Maxwell	Fred Barr Jacko Maxwell	WVSA Massena	(Red) Farton Fred Hillegas Herb Carneal John J. Givney Mike Rich John Marion Lew Di Leo Elliott A. Stewart Michael Sandy	(Red) Farton Fred Hillegas Herb Carneal John J. Givney Mike Rich John Marion Lew Di Leo Elliott A. Stewart Michael Sandy
WHLD Niagra Falls	Don Felton George Bergeron Frank Mason Ned McGrath Don Merriman Gerald Gunthrop	Don Felton George Bergeron Frank Mason Ned McGrath Don Merriman Gerald Gunthrop	WVSA Massena	Jack Burgess James Higgins John G. Case	Jack Burgess James Higgins John G. Case
WSLB Ogdensburg	George Bergeron Frank Mason Ned McGrath Don Merriman Gerald Gunthrop	George Bergeron Frank Mason Ned McGrath Don Merriman Gerald Gunthrop	WVSA Massena	Ralph Allinger	Ralph Allinger
WHDL Olean	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	WVSA Massena	Andy Brown Fred Gray	Andy Brown Fred Gray
WDOS Oneonta	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	WVSA Massena	Hal Edwards R. Fred Brown Bill Ward	Hal Edwards R. Fred Brown Bill Ward
WMFF Plattsburg	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	WVSA Massena	Nelson Harrill Oleane Clodfelter	Nelson Harrill Oleane Clodfelter
WKIP Poughkeepsie	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	WVSA Massena	Beth Malone	Beth Malone
WHAM Rochester	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	WVSA Massena		
WHEC Rochester	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	WVSA Massena		
WRNY Rochester	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	WVSA Massena		
WSAY Rochester	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	WVSA Massena		
WVET Rochester	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	WVSA Massena		
WKAL Rome	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	WVSA Massena		
WRUN Rome	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	WVSA Massena		
WNBZ Saranac Lake	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	WVSA Massena		
WGY Schenectady	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	WVSA Massena		
WSNY Schenectady	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	WVSA Massena		
WAGE Syracuse	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	WVSA Massena		
WNDR Syracuse	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	WVSA Massena		
WOLF Syracuse	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	WVSA Massena		
WSYR Syracuse	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	WVSA Massena		
WTRY Troy	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	WVSA Massena		
WGAT Utica	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	WVSA Massena		
WIBX Utica	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	WVSA Massena		
WATN Watertown	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	WVSA Massena		
WVNY Watertown	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	WVSA Massena		
WFAS White Plains	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	John Lawrence Richard F. Crans Charles Healy David E. Kessler Robert Turner Ralph Knox Lowell McMillan George Collison Add Penfield Jack Ellison Carl Chamberlin John La Rue	WVSA Massena		

Station and City	News Director Sports Director	Farm Director Women's Director	Station and City	News Director Sports Director	Farm Director Women's Director
WNC Asheville	Bill Robertson Charlie Davis	Harry Varner Pat Sneed	WAKR Akron	Tim Elliot Bert Charles
LOS Asheville	John M. Reynolds Bernard C. Barth	John M. Reynolds Jane Carter	WHKK Akron	Harvey Bogen Bill Pierson	Harvey Bogen
BBB Burlington	L. E. Smith Jr. Rolie Furman	Clyde Williams Carol Winter	WICA Ashtabula	John Strassen A. B. Newkirk	Peg Rogers
AYS Charlotte	J. B. Clark J. B. Clark	J. Norman Young Mitzl Stack	WTRF Bellaire	Earl Vacariu Bill Van Horne	John Strassen Millicent Soet
GLV Charlotte	Cele Roberts J. Law Epps	Mary Burnside Grady Cole	WCMW Canton	Marjorie Lyons
BT Charlotte	Jack Knell	WHBC Canton	Vic Decker Robert France	Cal Wayne Ruth Van
SOC Charlotte	Fred Dixon	Tripple Wisecupp Alfred Jordan	WCKY Cincinnati	Jim Muzzy John Murphy	Richard Merrin Carol Adams
CKB Dunn	E. L. Burwell Richard Tarlier	Evelyn Gainey	WCPO Cincinnati	Bob Otto Waite Hoyt	Earl Corbett
DNC Durham	(Woody) Woodhouse	WKRC Cincinnati	Tom McCarthy Dick Nesbitt	Ben Werk
DUK Durham	Corne Keller John Clark	WLW Cincinnati	Howard Chamberlin R. O. Thornburg	Roy Battles
HHT Durham	J. D. Johnston C. W. Ferguson Jr.	Shirley Hurt	WSAI Cincinnati	Hank Fisher Jon Arthur	Betty Brady
TIK Durham	Halle O'Shea	WGAR Cleveland	Dick Bray Charles E. Day	Shirley Sadler
CNC Elizabeth City	George Norwig Frank Elliott	Nancy Northrup Julian Barber	WHK Cleveland	Bob Neal Glenn Whister	Esther Mullin
GAI Elizabeth City	Bill Krough Bob Bingham	Florence Burke Nat R. Martin	WJMO Cleveland	Eleanor Hanson
FNC Fayetteville	Marjorie Jordan Nat R. Martin	John C. Britt Margaret C. Long	WJW Cleveland	Bob Evans Bruce MacDonald	Jane Stevens
GBR Goldsboro	Vassie G. Balkum Charlie E. Harville	William Taylor Helen Marie Craven	WTAM Cleveland	James Dudley Edward Wallace	James Chapman
GBG Greensboro	Richard MacAdoo Curtis Welborn	Art Madeley Mary Fakes	WBNS Columbus	Tom Manning	Mildred Funnell
GTC Greenville	Charles Whedbee Wyatt Highsmith	Blou's Britt Virginia Parham	WCOL Columbus	Bi'l Corley Marty DeVactor	Bill Zipp
HNC Henderson	Charles Tutweller Bob Harrison	Mary Barber	WHKC Columbus	Frank Tate Jay Wagner	Fern Sharp
HKP Hendersonville	Mary Elizabeth Clark Gary Davis	WOSU Columbus	Paul Frank Bert Stille	Tom Harmon
HPE High Point	Robert L. Thompson	Lois Cusworth Charles C. Clark	WHIO Dayton	B. J. Sweeney Paul Wagner	Jip Houston
MFR High Point	Al Jennings Gary Davis	Anne Burton Carl Caudill	WING Dayton	Richard Cu'l Sr. Si Burick	George Zeiss
JNG Jacksonville	Bill Smith Gort Wilbur	Louise Shirley	WFIN Findlay	Jack Zeiglin Lou Tschudi	Rita Thomas
JGTL Kannapolis	Gort Wilbur Hod Love	WMOH Hamilton	Fritz Sorenson William C. McDulin	Dick Cech
KNS Kinston	William S. Page Earl Lewis	Mabel M. Gunn Coleman Patterson	WLOK Lima	Harry Jay E. C. Jirck	Miriam Foltz
LOE Leaksville	Charles H. Slate	Eleanor French	WMAN Mansfield	Pres Roper Clair Haas	Sam Steiger
TSB Lumberton	Coleman Patterson James MacNeil	Elizabeth Bong	WMRN Marlon	James Graner James Graner	Madeline Weiss
MAP Monroe	Joe McCleskey Bill O'Connell	Betty Locke Paul B. Cox	WFPB Middletown	Ed Hamlyn Robert Gilmore	Richard Kathe
MBL Morehead City	Ray Cummins Ed. Maxwell	Christine Cramer John T. Cashlon	Marge Cooper
HIT New Bern	Bruce Lee Marshall T. Willis	Arne Martin Ted Leeper	Allen Jones
VKBC North Wilkesboro	Harriet Pressly	Jeanne Ruhling
VPTF Raleigh	J. Edgar Kirk James W. Reid
VRAL Raleigh	Charlie Parker Ray Reeve
VFRC Reidsville	Mutt Burton Bill Williams
VCBT Roanoke Rapids	Jesse Helms J. Kenneth Johnson
VSTP Salisbury
VWGP Sanford	Bill Brown Gerald E. Bowman
VOHS Shelby	Charles Bickford Milton Scarborough	Hugh Dover Nancy Albergine
NSIC Statesville	Morrison Combs Hadley Williamson	Morrison Combs Mary H. Wooten
NCBS Tarboro	Eccles Wall Lewis Hellbroner	S. Welcome Stanton Jane Leber
NRFF Washington	Paul Wynn Don Pierce	Vernon Carter Mary Winstead
NGNI Wilmington	Don Barber Lou Essick	Edwin McKay Eleanor Watts
WMFD Wilmington	Tom Gause Tom Gause	Lee Parker Lela Watson
NGTM Wilson	Bill Jackson Bill Jackson	Doris Pardington Harvey Dinkins
WAIR Winston-Salem	Gilbert Stamper Johnny Wright	Elizabeth Trotman
WSJS Winston-Salem	F. O. Carver Jr. Bob Scott
WTOB Winston-Salem
NORTH DAKOTA		
KFYR Bismarck	C. W. Schoregge Bill Murphy
KDLR Devils Lake	Raymond Kapp	Hildur Marie Wick Earl Ackerman
KDIX Dickinson	Earl Ackerman Douglas Anderson	Marguerite Graham Jim Monkman
WDAY Fargo	Jack Swenson Bill Weaver	Georgia Arden
KFGO Fargo	Frank P. Saunders
KFJM Grand Forks	E. C. Gustafson Ross Alm	Andrew Kochman Francis Lempe
KILO Grand Forks	Richard Anthony Jack French
KNOX Grand Forks	Jim Cowan Dick Charles	Gwen Robinson William Eastgate
KSJB Jamestown	William Eastgate	Betty Johnson
KNOW Grand Forks	Jim Cowan Dick Charles
KLPM Minot	John E. Cooley C. W. Baker	Gwen Robinson E. H. Cooley
KOVC Valley City	Wayne Grant
OHIO		
WADC Akron	H. H. Hageman Bill Griffiths	William Beers Frankie Renner

(Continued)



WSSB

**DON'T FORGET THE
KEY
IN DURHAM YOU NEED
WSSB**

Broadcasting On 1490
"The Show Place On Your Dial"
250 W. — Full Time

REPRESENTED NATIONALLY BY FORJOE & CO.



WSSB

DURHAM, NORTH CAROLINA

NEWS, SPORTS, FARM and HOME ECONOMICS DIRECTORS
(Continued)

Station and City	News Director Sports Director	Farm Director Women's Director	Station and City	News Director Sports Director	Farm Director Women's Director
WPAY Portsmouth	R. E. Marshall R. E. Marshall	Frank Balmert Lucile Graham	WKY Oklahoma City	Bruce Palmer Pat Ryan	Edd Lemons
WIZE Springfield	Peter Hansson Robert Terry	Alice Bahman Frank Taylor	KHBG Okmulgee	Charles Gray John Lenox	Marjorie Nelson
WSTV Steubenville	Harry Cochran Wally Ingalls (Red) Donnelly	Janet Reed	KGFF Shawnee	Paul Richenracher Roy J. Bowman	Martin Thomas
WSPD Toledo	James Uebelhart Robert B. Evans	Harley M. West Norma H. Richards	KSPI Stillwater	William Weaver	Jim Wells
WTOD Toledo	John Saunders Doug Taberner	Will Carson Jill Baxter	KAKC Tulsa	Glenn Condon Mack Creager	Bette Evans
WTOL Toledo	Don Miller Charles R. Cleaver	Ken Lawrence Betsey Rosen	KFMJ Tulsa	Bill Taylor Don Emmick
WRRN Warren	Robert C. Locke William Crooks	Charles R. Cleaver	KOME Tulsa	Hal Hough Ken Kline
WFMJ Youngstown	Lee Leonard Don Brice	Marion Resch Stuart Wilson	KTUL Tulsa	Harry Guntheroth Jack Morris	Ann Fountain
WKBN Youngstown	Don Gardner John Peart	E!lmae Casteel	KVOO Tulsa	Ken Miller John Henry	Mary Lou Fandel
WHIZ Zanesville	KSIW Woodward	Harry Van Slycke Hubert Feese	Sam Schneider Estelle Blonar George Roberts Rita Swift

OKLAHOMA

KADA Ada	Jerry Fucsom	Betty Hughes
KWCO Chickasha	George P. Miller	James B. Quattlebaum
KSEO Durant	Len Lyon	Eob Beaty
KASA Elk City	Gerald Sanders	Cecile Elkins
KCRC Enid	W. S. Borgin
KSWO Lawton	Ben Zinsner	Jean Taylor
KTMC McAlester	Hugh Finnerty	Anne Smith
KBIX Muskogee	Bob Baggett	Mollie Hutcheson
WNAD Norman	Jay Harmon	Forrest Eaton
KLPR Oklahoma City	Paul A. Bruner	Frances Estes
KOCY Oklahoma	Bob Castle	Frank Baker
KOMA Oklahoma City	Howard Demere	Georgianna Hammett
KTOK Oklahoma City	Jack Payne	Byrne Ross
	Kelly West	Kathleen Burkett
	Jimmie Keys	Burnis Arnold
	Carl McDaniel	Julie Bonnell
	Robert Eastman
	Curt Gowdy
	Dow Mooney
	Wayne Thedford

OREGON

KWIL Albany	Paul Danielson	Herb Davison
KWIN Ashland	LeRoy Jolley	Carley Copenhaver
KBKR Baker	Doyle D. Seeley	Doyle D. Seeley
KBND Bend	Doyle D. Seeley	Verene Bailey
KOOS Coos Bay	Milton L. Levy	Howard Simmons
KOAC Corvallis	Kenneth F. Holden	Grace L. Baer
KRUL Corvallis	Kessler Cannon	Blanche Billings
KASH Eugene	Kessler Cannon
KORE Eugene	Jack Irvine
KUGN Eugene	Leonard Epling
KUIN Grants Pass	Steve Ellington	Arnold Ebert
KFGI Klamath Falls	J. M. Morris	Lillian Schloeman
KFLW Klamath Falls	E. W. (Bill) Karl	Gene Kilgore
KLBM La Grande	C. W. Peck	Rosalie Herman
KYJC Medford	Clare Mattingly	Wm. Schneeflock
KSRV Ontario	Wm. Schneeflock	Laura Nidever
KGON Oregon City	Marvin Krenk	Fay Carlson
KWRC Pendleton	Virgil Parker	Earl Britton
KALE Portland	John Craig	Gere Arnold
KGW Portland	Arthur Litchman
KOIN Portland	Harry Carmichael
KWJJ Portland	G. E. Nickell	Helen Stine
KKL Portland	Bill Wentworth	Paul Alexander
KRNR Roseburg	Bill Wentworth	Marjorie Eagle
KSLM Salem	Don Neal	Murray Durham
KOCO Salem	Ken Lillard	Marjorie Pierce
KODL The Dalles	John G. Jones	Chester Stuart
KTIL Tillamook	John Ahern	Pat Wilkinson
	Nee Liebman	Harold Corwin
	Robert Davis	Velma Morton
	Gordon Capps	Lawrence A. Read
	Lawrence A. Read	Ellen Hammond
	Bob Roberts	Doris Forsman
	Alvin Anderson	Burton S. Hutton
	Ted Smith	Roxie Frederickson
	Tom Decker	Wallace L. Kaddery
	Don Kneass
	Bobby Grayson	Luke Roberts
	Lester Halpin	Art Morey
	Johnny Carpenter	Betty Koenecke
	Art Morey	Ben Bulsman
	Rolie Trullt
	Fredrick Elchorn	Iris Helliwell
	Rudy Lachnmeier	Glenda Lou

	Robert Morse	Margaret Aliyn
	Dave Hoss	Ramona Stroh
	Al Schuss
	Arthur Elliott
	Paul Walden
	Ed Phillips

PENNSYLVANIA

WSAN Allentown	John T. Van Sant
WFGB Altoona	Wilbur Ketner
WJSW Altoona	George Eggert
WGPA Bethlehem	Tom Torrisi
	Harvey Miller	Mary Burke
	Stefan George	Joe Prentice
	Ted Heck	Bill Reagan
	Betty Fry
WISR Butler	Robert L. Kaufman	H. R. McDougall
WCHA Chambersburg	Robert L. Kaufman	Glady's Borne
	David Gesler	Earl Strine
	Lee Case
WCED DuBois	Marvin Bloom	Ken Johnson
WLEU Erie	Virginia Ryder
WERC Erie	Kenneth Weber	Paul Crossman
	Arthur Ingram	Clara A. Theno
	J. J. Young
WHJB Greensburg	Glenn Grayson
WHGB Harrisburg	John Howard	Fannie Hogan
	Jack Hooper	Betsey Heagy
	Dick Redmond	George H. Wirt
WHP Harrisburg	Edward Gundaker
WAZL Hazleton	Dave Davies	Paul Brown
	Don Murray	Margo Fortuna
WHUM Huntingdon	Eugene Shore	Cary Simpson
	Phil Short	Eleanor Foster
WDAD Indiana	Paul Flinn
	Paul McCandless	Dorsey Cannon
WARD Johnstown	J. Kreeger
	Joe Cavanaugh	Dorothy Evans

THE NEW...

KOJM Covers

9/10
OF MONTANA
HAVRE



Consistent daytime coverage of 9/10ths of Montana—the nation's third largest state. Wire the new KOJM—"The Listeners' Station"—for availabilities.

IF YOU OVERLOOK KOJM, YOU OVERLOOK MONTANA

KOJM
HAVRE, MONTANA

1000 WATTS DAYTIME • 730 K. C.
ED LOVELACE, General Manager
Homer Griffith Co., Representative

The Listeners' Station

Station and City	News Director Sports Director	Farm Director Women's Director
VCRO Johnstown	Dennis Gerken George Crump
VJAC Johnstown	Evelyn Simmons Paul Rodenhouse
VGAL Lancaster	Byron Phillips Edna Willoughby
VLAN Lancaster
VLBR Lebanon	Jerome Weiss William Halpern
VMPF Lewiston	George Yack	Jim Cox Rita McCoy
VPBZ Lockhaven	Harris Lipiz Robert Badger	J. B. McCool Maud Kauffman
VEDO McKeesport	Garry Goodwin John Flaherty	Joe Suba Bea Stevenson
VMCK McKeesport	(Neenie) Campbell Gerry Warren	Miriam Beardmore Doris Simonsen
VBUD Morrisville	B. Saidt	Kay O'Boyle Shirley Kerr
NHWL Nanticoke	Bob Wallace Shirley Kerr
NKST New Castle	Charles Wilson Robert von Gerrig
NNAR Norristown	Walter Maguire Chuck Goodwin
WKRZ Oil City	Joe Connors James W. Gantz	Marjorie Lyttle Ted Steele
CYW Philadelphia	Harry Robert Paul Capron	Ruth Welles Amos Kirby
VCAU Philadelphia	Bill Campbell Gene Morgan	Creighton Stewart
VDAS Philadelphia	Sherry O'Brien Joseph E. Dooley
VFIL Philadelphia	Tom Moorehead Dolly Banks	Anice Ives Dolly Banks
NHAT Philadelphia	William A. Banks Ray Walton	Elwood Stutz Zella Drake Harper
VIBG Philadelphia	Chuck Thompson Sam Ettinger	Kit Crane
VIP Philadelphia	Stoney McLinn Doug Hibbs	Jane Gibson
VTEL Philadelphia	Herb Morrison Pie Traynor	Florence Sando Eva Sandeffer
QV Pittsburgh	Ray Scott James M. Hughes	Robert Prince Lee H. Bull
VCAE Pittsburgh	Robert Prince
VJAS Pittsburgh	William Ewing Stanley Norman	Althea J. Martin Rex Carter
VPIT Pittsburgh	John Davis Joe Tucker	Eleanor Johnston LeRoy Schneck
WWSW Pittsburgh	Joe Tucker Joe Yorke	Mildred Bendix Stanley Progar
WPAM Pottsville	Al Guertler Jerry Gaines	Pete Stanton John H. A. Stenger, III
WPPA Pottsville	Ed Romance James Lindemuth	Jones Evans Jim McCarthy
WHUM Reading	John Van Bergen Dave Griffiths	Chuck Whittier Chuck Whittier
WARM Scranton	Frank Mansuy Jim Killian	Ad Welbert Fred Shaffer
WSCR Scranton	Thomas Gibbons John Pepe
WPIC Sharon	Robert Hoffer Milton J. Bergstein
WMAJ State College	James Gismondi James Gismondi
WMBS Uniontown	Willes Hallock Willes Hallock
WNAE Warren	Stanley Progar Pete Stanton
WJPA Washington	John H. A. Stenger, III Jones Evans
WBAX Wilkes-Barre	Jim McCarthy Chuck Whittier
WBRE Wilkes-Barre	Chuck Whittier Chuck Whittier
WILK Wilkes-Barre	Ad Welbert Fred Shaffer
WSBA York

RHODE ISLAND

WEAN Providence	Wm. Sampy
WRIB Providence	Warren Walden	Carolyn Wallace
WHIM Providence	Frederick Jerome	Helma Wright
WWON Woonsocket	Anthony Petronella	Barbara Barry
	William Worcester	Hope Summerby
	Louis Farber
	James Murray
	James Murray

SOUTH CAROLINA

WFAK Charleston	James A. Klosky	W. C. Crutchley
WCSC Charleston	Allan Wester	Chuck Simpson
WHAN Charleston	Russell Long	Pearl Baum
WTMA Charleston	Wayne Poucher
WCOS Columbia	Bill Mims
WIS Columbia	Harry Gianaris	William N. Abbott
WKIX Columbia	George Griswold	Alicia Rhett
WDSB Dillon	Robert Bender
WJMX Florence	Brym Rykard
WOLS Florence	Bill Bochman
WESC Greenville	Grenville Seibel	Clair Shadwell
WFBC Greenville	Frank Harden	Christie Zimmermann
WHSD Hartsville	Earle Blue
	Floyd Ryel	Bill Bunn
	Bill Jackson	Greer Marshall
	Jack Galney	Bob Forbes
	Bob Forbes	Ray Wadsworth
	Bruce Buchanan
	Art Roberts
	N. P. Mitchell
	Verner Tate
	Jimmy Brazzell	Eleanor Flowers

Station and City	News Director Sports Director	Farm Director Women's Director
WKDK Newberry	Chas. E. Bowers Dick Kinder	Chas. E. Bowers Ann L. Flenken
WORD Spartanburg	Sterling Wright	Rosamonde Boyd Cliff D. Gray
WSPA Spartanburg	Jane Dalton Tommy Bowen
WFIG Sumter	Ed McGrath Allen Fulmer	C. H. Pointel Elizabeth Trowel
SOUTH DAKOTA		
KABR Aberdeen	Russell V. Kaber
KDSJ Deadwood	Truman H. Walrod	Melvin Rochester (Beanie) Mitchell
KIJV Huron	Harry Robinson
KMHK Mitchell	Leo Borin	William Treadway
KGFX Pierre	Ken Bryant	Len Schroeder
KOTA Rapid City	Gene Sturm	Ida A. McNeil
KELO Sloux Falls	Ida A. McNeil	Jean Mitchell
KSOO Sloux Falls	James McKay	Don Morse
KUSD Vermillion	Harry Peterson	Marle Horton
KWAT Watertown	Evans Nord	Ralph Wennblom
WNAX Yankton	Jim Eurt	Bee Baxter
	Orin Melton	Irving R. Merrill
	Bill Rohn	Norman Jean Wester
	Irving R. Merrill	John Noonan
	Bob Williamson	Bernice Dowling
	Bernice Dowling	Chris Mack
	M. W. Plowman	Wynn Speece
	Arthur J. Smith
	Don O'Brien
TENNESSEE		
WLAR Athens	Bill Tracy
WOPI Bristol	Earl Walton	Jack Steinhardt
WAPO Chattanooga	Jack Martin	Martha Jean Hulsey
WDOD Chattanooga	Jack Martin
WJZM Clarksville	Bill Bailey
WBAC Cleveland	Bob Bosworth	Mabel Light
WKRM Columbia	Tom Nobles	Roy Smith
WDSG Dyersburg	Bill Snyder	Dan McNew
WBEJ Elizabethton	Art Selley	Lucile Rentfro
WGRV Greeneville	John Dealy	Melvin Dugger
WHBT Harriman	Charles Brewer	Lillian Holliday
	Nurb Beckers	Frank Armstrong
	Frank Armstrong	Evelyn Read
	Bill Edgar	Bill Hale
	Les Lamb	Doris Nance
	Ed Daniels	Max Kilian
	Bill Lowery	Patsy Carber
	Payton Brien	W. Lawrence Hedgpeth, Jr
	John Fleider	Monty Hedgpeth

(Continued)

Miss Kuro says:
Don't Miss KURV
WHEN BUYING
TEXAS' 5th CITY
POPULATION 250,000

**710 KC
KURV
EDINBURG, TEXAS
KURV, FM.**

Covering a
METROPOLITAN
AREA AT A
SUBURBAN
RATE
with
NEWS - MUSIC - AGRICULTURAL
PROGRAMS—BUILT FOR RIO
GRANDE VALLEY LISTENERS
LOUIS AIKEN, JR., General Manager

NEWS, SPORTS, FARM and HOME ECONOMICS DIRECTORS
(Continued)

Station and City	News Director	Sports Director	Farm Director	Women's Director	Station and City	News Director	Sports Director	Farm Director	Women's Director
WTJS Jackson	Dave Banks	Alvin West	Glen E. Johnson	Katherine Bond	KGNC Amarillo	Bill Lane	Bill Kelley		
WJHL Johnson City	Bill MacDonald	Ed Cowell	Alice Friberg		KNOW Austin	Conrad Verdon	Conrad Verdon	Ann Durrum	Robinson
WKPT Kingsport	Paul L. Overby				KTBC Austin	Paul Bolton	Wray Weddell		
WBIR Knoxville	Pan Dodd	Joseph F. Wheeler			KVET Austin	Stuart Long	Carl Mann		
WIBK Knoxville	Rex Raney	Jim Mills	J. P. Ross	J. Katherine Thompson	KIOX Bay City	Bob Fremont	George Lanham	Royce Coiler	LaVerne Ewing
WNOX Knoxville	Cliff Allen	Bill Jay	Mary Knox		KREL Baytown	Byard E. Sooy Jr.	Ralph Ramos	Virginia Gibbs	
WROL Knoxville	John A. Harris Jr.	Allen Stout			KFPDM Beaumont	Dave Russell	Jim Moore		
WJJM Lewisburg					KRIC Beaumont	Ed Dittert	Jack Neil	Martha Housenfluck	
WGAP Marysville	Ken Kribbs		Nikki Beach	Stanley Shields	KTRM Beaumont	Tommy O'Brien	Lloyd Hawkins	Virginia Moon	Lloyd Hawkins
WMMT McMinnville	Royce Richards	Roy Crocker	H. V. Massey	Sue Downs	KBST Big Spring	Jack Wallace	Jack Roberts	Helen Clark	
WDIA Memphis	Lade Conlee	Dick Doyle			KHOZ Borger	C. D. Reed	C. D. Burns	G. L. Burns	
WHBQ Memphis	Al Martin	Robert Plague	June Turner	Walter Durham	KNEL Brady	Tommy Blake	Fred McCall		
WHHM Memphis	Robert Plague	Charley Sullivan	Olivia Browne	Kay Allen	KWHI Brenham	Don Hedman	Howard Edwards	Pat Sullivan	
WMC Memphis	Bob Neal				KVAL Brownsville	Bill Field	Cecil Beardon	William J. Zak Jr.	Marjory Wipprecht
WMPS Memphis	Carence Rogers	Larry Munson	Helen Richardson	John McDonald	KBWD Brownwood	LeRoy Carter	Steve Cowan	Mildred Sikes	C. A. Monsch
WKDA Nashville	Joe Allison	Harry Thornton	Marlorie Cooney	Ernest Greer	KORA Bryan	J. Holmes	R. Gottlieb	D. A. Adams	Claire Bannister
WAGC Chattanooga	Howard Eskridge	E. Weeks Smith	Betty Baggett	Joe Price	KCTX Childress	Ralph Davis	Ralph Davis	Bob McBride	Rose Belik
WSM Nashville	Joseph Brandt	Bill Schucraft	Barbara Hammond	Hank Huggins	KCLE Cleburne	Martin Lucas	Martin Lucas		
WTRR Paris	Joe Brewer	Lou Wrather			WTAW College Station	Robert M. Baird	Morry Ferguson		
WKSR Pulaski					KEYS Corpus Christi	Meador Lowrey	Ves Box		
WENK Union City					KWBU Corpus Christi	Richard F. Parker	Richard F. Parker	Leonard Holland	Leonore H. Chilton
					KIXL Dallas	James S. Alderman	Jerry Doggett	Pete Teddlie	Alta Faye Lackland
					KRLD Dallas	Sidney Pietzsch	Hal Thompson	Murray Cox	Claudine Shannon
					KSKY Dallas	Joe Delhundert	Eugene Palmer	Jim Clements	Irma Esqueia
					WRR Dallas	Stuart Graymount		Marylouise Wilson	
					WFAA Dallas	Robert Canavan	Robert Canavan	Helen Fryer	
					KDLK Del Rio	Charles R. Amador	Jack Rye	Ollie Cook	Caroline Drew
					KURV Edinburg	Jack Rye	Ollie Cook	Tee Caspar	Layne Beaty
					KROD El Paso	Porter Randall	Wally Blanton	James A. Byron	Francis Helm
					KTSM El Paso	Hal Baake	Joe M. Leonard Jr.	Frank Fancher	Louis C. Fitchford Jr.
					KCNC Fort Worth	Orland O. Dodson	Woody Roy	Robert T. Nolan	Byard E. Sooy, Jr.
					KFJZ Fort Worth	Hal Shumate	Robert M. Matthes	Wm. Newkirk	Pat Flaherty
					WBAP Fort Worth	Robert M. Matthes	Wm. Newkirk	Pat Flaherty	Bruce Layer
					KGAF Gainesville	Ben Kaplan	Dick Altman	Harry Greir	Kenneth A. Millican
					KGBC Galveston	Sturges Lee Hedrick	Bill Laurie	Mack McCreary	T. F. Spear
					KREL Goose Creek	Drayton Hammett	Joe Pierce	Stanley D. Hemenway	Wesley Youngblood
					KGVL Greenville	Joe Pierce	Stanley D. Hemenway	Wesley Youngblood	John Kennedy
					KGBS Harlingen	John Kennedy	Dan Tarpley	Wayne Allen	Allen Earl Vinson
					KATL Houston	Dave Rannels	Chuck Hancock	Bert Metcalf	Jerry Coe
					KPRC Houston	Chuck Hancock	Bert Metcalf	Jerry Coe	David Cole
					KTHHT Houston	Wayne Harrell	Ford Mitchell	Don Wilson Jr.	Larry Fischer
					KTRH Houston	Bill Cook	Chuck Handcock	John Vacca	Ed Costello
					KXYZ Houston	John Vacca	Ed Costello	Ed Costello	Ed Costello
					KEBE Jacksonville	Ed Costello	Ed Costello	Ed Costello	Ed Costello
					KOCA Kilgore	Ed Costello	Ed Costello	Ed Costello	Ed Costello
					KPET Lamesa	Ed Costello	Ed Costello	Ed Costello	Ed Costello
					KPAB Laredo	Ed Costello	Ed Costello	Ed Costello	Ed Costello
					KVOW Littlefield	Ed Costello	Ed Costello	Ed Costello	Ed Costello
					KFYO Lubbock	Ed Costello	Ed Costello	Ed Costello	Ed Costello
					KSEL Lubbock	Ed Costello	Ed Costello	Ed Costello	Ed Costello
					KRBA Lufkin	Ed Costello	Ed Costello	Ed Costello	Ed Costello
					KTRE Lufkin	Ed Costello	Ed Costello	Ed Costello	Ed Costello
					KRIO McAllen	Ed Costello	Ed Costello	Ed Costello	Ed Costello
					KCRS Midland	Ed Costello	Ed Costello	Ed Costello	Ed Costello
					KORC Mineral Wells	Ed Costello	Ed Costello	Ed Costello	Ed Costello
					KVKM Monahans	Ed Costello	Ed Costello	Ed Costello	Ed Costello
					KSFA Nacogdoches	Ed Costello	Ed Costello	Ed Costello	Ed Costello
					KECK Odessa	Ed Costello	Ed Costello	Ed Costello	Ed Costello
					KOSA Odessa	Ed Costello	Ed Costello	Ed Costello	Ed Costello

The
ONLY
STATION
In the
Upper
MONONGAHELA
VALLEY



MONONGAHELA VALLEY BROADCASTING CORPORATION

Station and City	News Director Sports Director	Farm Director Women's Director	Station and City	News Director Sports Director	Farm Director Women's Director
KOGT Orange	Bill Lang Sam Leavitt	Floyd Murray Mary Lee Linscomb Joe Brown	WLOW Norfolk	F. Gene Abrams Ray C. Penner Emilleg Maxwell Blair Eubanks Bill Benersh Chester Waddell Lyle C. Bradley Mel Grayson J. J. Friedman Charles Goodwyn William R. Murray William R. Murray H. B. Kenny	Ralph Wasdon Nancy Penner Alice Brewer White Robert Wagner William R. Murray Eleanor Imboden Ione English Allan Phaup Polly Daffron Aiden Aarde Lew Kent Wendell Siler Dave Findlay Dick Sutcliffe Gordon R. Phillips Ulysses Walsh N. W. Kidd Fulton A. King Fulton A. King John M. McNamara Earl Hundley Winslow T. Porter Harry Nelson
KNET Palestine	Gordon B. McLendon Bill Richie Bob Fritch Jack Hawkins Jack Hawkins Larry Darley Bill Tudor Hal Parkes Socs Vrats Gordon Baxter	Roland Denney Lenore Spindelman Dorothy Dooley Harry Norman Erna Chadwicke Lee Barras Bob Bradbury Vesta Jensen Monette Shaw Jimmy Farnier Betty Burns Bill Shomette Marjorie Schuhardt Laurin Donaldson Howard Goss Mrs. David Ratliff M. B. Templeton Virginia Bell Elbert L. Black Mary E. Harpole Jim Truehart Agda Tharp Mary Holliday Spillman Frank Holloway Carter McGregor Jr. Gerry Wright	WTAR Norfolk	WRVA Richmond	WRVA Richmond
KPLT Paris	Bob Bradbury Bob Milburn Bob McClellan John W. Scott	Monette Shaw Jimmy Farnier	WSSV Petersburg	WJGB Roanoke	WJGB Roanoke
KIUN Pecos	Francisco O. Paredes Marvin N. Broyles Ray Hu...	Monette Shaw Jimmy Farnier	WSAP Portsmouth	WROV Roanoke	WROV Roanoke
KVOP Plainview	Eston Pace Bob Holleron Henry Howell Jerry Lee W. E. Wilcox Orvin Franklin J. D. Fulcher Howard Goss Doyce Elliott Jim Haingrove	Betty Burns Bill Shomette Marjorie Schuhardt Laurin Donaldson Howard Goss Mrs. David Ratliff M. B. Templeton	WPUV Pulaski	WLSLS Roanoke	WLSLS Roanoke
KOLE Port Arthur	Don Amerson Les Eugene Don Tausch John Andrews Joe Watson Jr. Elbert L. Black Jim Truehart Robert Tharp	Betty Burns Bill Shomette Marjorie Schuhardt Laurin Donaldson Howard Goss Mrs. David Ratliff M. B. Templeton	WLEE Richmond	WTON Staunton	WTON Staunton
KPAC Port Arthur	Bob H. Walker Bob McDonald Dick Harwell Bob McDonald Syd Grayson	Betty Burns Bill Shomette Marjorie Schuhardt Laurin Donaldson Howard Goss Mrs. David Ratliff M. B. Templeton	WMBG Richmond	WLPMS Suffolk	WLPMS Suffolk
KGKL San Angelo	Edwin L. Peterson Gwen Haws Blain Bailey James E. Muse	Betty Burns Bill Shomette Marjorie Schuhardt Laurin Donaldson Howard Goss Mrs. David Ratliff M. B. Templeton	WRNL Richmond	WVGI Richmond	WVGI Richmond
KTXL San Angelo	Lovell Kilpack Jr. Chris Saunders W. L. Warner Jr. Bill King Jack Goodman Mal Wyman Jerry Hill Will Wright Tom Ivory King Harmon Wayne Kearl Paul Royall	Betty Burns Bill Shomette Marjorie Schuhardt Laurin Donaldson Howard Goss Mrs. David Ratliff M. B. Templeton	WRVA Richmond	WDJB Roanoke	WDJB Roanoke
KABC San Antonio	L. F. Killick L. F. Killick Eliot Page T. Dodd	Betty Burns Bill Shomette Marjorie Schuhardt Laurin Donaldson Howard Goss Mrs. David Ratliff M. B. Templeton	WRVA Richmond	WROV Roanoke	WROV Roanoke
KCOR San Antonio	Al Sutherland Virginia Murry Jo Ann Walkover Warren Marsden Lorraine Parsons H. M. Grait Virginia C. Dodd	Betty Burns Bill Shomette Marjorie Schuhardt Laurin Donaldson Howard Goss Mrs. David Ratliff M. B. Templeton	WRVA Richmond	WROV Roanoke	WROV Roanoke
KONO San Antonio	Al Sutherland Virginia Murry Jo Ann Walkover Warren Marsden Lorraine Parsons H. M. Grait Virginia C. Dodd	Betty Burns Bill Shomette Marjorie Schuhardt Laurin Donaldson Howard Goss Mrs. David Ratliff M. B. Templeton	WRVA Richmond	WROV Roanoke	WROV Roanoke
KTSA San Antonio	Al Sutherland Virginia Murry Jo Ann Walkover Warren Marsden Lorraine Parsons H. M. Grait Virginia C. Dodd	Betty Burns Bill Shomette Marjorie Schuhardt Laurin Donaldson Howard Goss Mrs. David Ratliff M. B. Templeton	WRVA Richmond	WROV Roanoke	WROV Roanoke
WOAI San Antonio	Al Sutherland Virginia Murry Jo Ann Walkover Warren Marsden Lorraine Parsons H. M. Grait Virginia C. Dodd	Betty Burns Bill Shomette Marjorie Schuhardt Laurin Donaldson Howard Goss Mrs. David Ratliff M. B. Templeton	WRVA Richmond	WROV Roanoke	WROV Roanoke
KRRV Sherman	Al Sutherland Virginia Murry Jo Ann Walkover Warren Marsden Lorraine Parsons H. M. Grait Virginia C. Dodd	Betty Burns Bill Shomette Marjorie Schuhardt Laurin Donaldson Howard Goss Mrs. David Ratliff M. B. Templeton	WRVA Richmond	WROV Roanoke	WROV Roanoke
KDWT Stamford	Al Sutherland Virginia Murry Jo Ann Walkover Warren Marsden Lorraine Parsons H. M. Grait Virginia C. Dodd	Betty Burns Bill Shomette Marjorie Schuhardt Laurin Donaldson Howard Goss Mrs. David Ratliff M. B. Templeton	WRVA Richmond	WROV Roanoke	WROV Roanoke
KXOX Sweetwater	Al Sutherland Virginia Murry Jo Ann Walkover Warren Marsden Lorraine Parsons H. M. Grait Virginia C. Dodd	Betty Burns Bill Shomette Marjorie Schuhardt Laurin Donaldson Howard Goss Mrs. David Ratliff M. B. Templeton	WRVA Richmond	WROV Roanoke	WROV Roanoke
KTEM Temple	Al Sutherland Virginia Murry Jo Ann Walkover Warren Marsden Lorraine Parsons H. M. Grait Virginia C. Dodd	Betty Burns Bill Shomette Marjorie Schuhardt Laurin Donaldson Howard Goss Mrs. David Ratliff M. B. Templeton	WRVA Richmond	WROV Roanoke	WROV Roanoke
KTFS Texarkana	Al Sutherland Virginia Murry Jo Ann Walkover Warren Marsden Lorraine Parsons H. M. Grait Virginia C. Dodd	Betty Burns Bill Shomette Marjorie Schuhardt Laurin Donaldson Howard Goss Mrs. David Ratliff M. B. Templeton	WRVA Richmond	WROV Roanoke	WROV Roanoke
KTBB Tyler	Al Sutherland Virginia Murry Jo Ann Walkover Warren Marsden Lorraine Parsons H. M. Grait Virginia C. Dodd	Betty Burns Bill Shomette Marjorie Schuhardt Laurin Donaldson Howard Goss Mrs. David Ratliff M. B. Templeton	WRVA Richmond	WROV Roanoke	WROV Roanoke
KVOU Uvalde	Al Sutherland Virginia Murry Jo Ann Walkover Warren Marsden Lorraine Parsons H. M. Grait Virginia C. Dodd	Betty Burns Bill Shomette Marjorie Schuhardt Laurin Donaldson Howard Goss Mrs. David Ratliff M. B. Templeton	WRVA Richmond	WROV Roanoke	WROV Roanoke
KVIC Victoria	Al Sutherland Virginia Murry Jo Ann Walkover Warren Marsden Lorraine Parsons H. M. Grait Virginia C. Dodd	Betty Burns Bill Shomette Marjorie Schuhardt Laurin Donaldson Howard Goss Mrs. David Ratliff M. B. Templeton	WRVA Richmond	WROV Roanoke	WROV Roanoke
WACO Waco	Al Sutherland Virginia Murry Jo Ann Walkover Warren Marsden Lorraine Parsons H. M. Grait Virginia C. Dodd	Betty Burns Bill Shomette Marjorie Schuhardt Laurin Donaldson Howard Goss Mrs. David Ratliff M. B. Templeton	WRVA Richmond	WROV Roanoke	WROV Roanoke
KRGV Weslaco	Al Sutherland Virginia Murry Jo Ann Walkover Warren Marsden Lorraine Parsons H. M. Grait Virginia C. Dodd	Betty Burns Bill Shomette Marjorie Schuhardt Laurin Donaldson Howard Goss Mrs. David Ratliff M. B. Templeton	WRVA Richmond	WROV Roanoke	WROV Roanoke
KFDF Wichita Falls	Al Sutherland Virginia Murry Jo Ann Walkover Warren Marsden Lorraine Parsons H. M. Grait Virginia C. Dodd	Betty Burns Bill Shomette Marjorie Schuhardt Laurin Donaldson Howard Goss Mrs. David Ratliff M. B. Templeton	WRVA Richmond	WROV Roanoke	WROV Roanoke
KWFT Wichita Falls	Al Sutherland Virginia Murry Jo Ann Walkover Warren Marsden Lorraine Parsons H. M. Grait Virginia C. Dodd	Betty Burns Bill Shomette Marjorie Schuhardt Laurin Donaldson Howard Goss Mrs. David Ratliff M. B. Templeton	WRVA Richmond	WROV Roanoke	WROV Roanoke

UTAH

KSUB Cedar City	Edwin L. Peterson Gwen Haws Blain Bailey James E. Muse	Reed Bullen Nan Cadwell
KVNU Logan	Lovell Kilpack Jr. Chris Saunders W. L. Warner Jr. Bill King Jack Goodman Mal Wyman Jerry Hill Will Wright Tom Ivory King Harmon Wayne Kearl Paul Royall	Stanley C. Farnsworth Phyllis Perry Tom Ivory Charlotte K. Kapsa El Von Orme Louise Hill Howe

VERMONT

WCAX Burlington	L. F. Killick L. F. Killick Eliot Page T. Dodd	Al Sutherland Virginia Murry Jo Ann Walkover Warren Marsden Lorraine Parsons H. M. Grait Virginia C. Dodd
-----------------	---	---

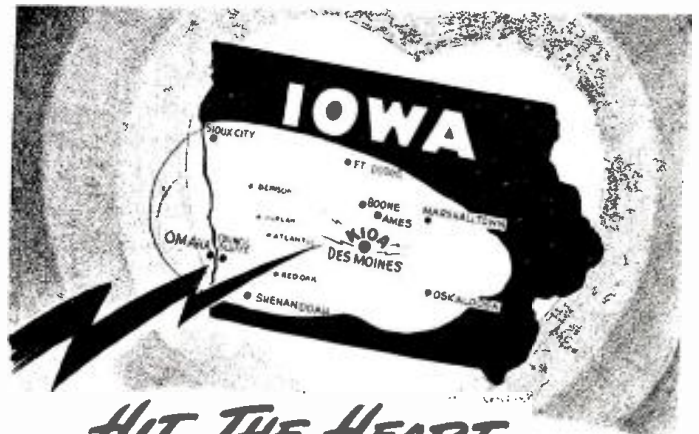
VIRGINIA

WARL Arlington	Matthew Warren Sidney Slappey Bill Lane Sydney Tear Herm Rose Norman Kelsey Carl S. Goodwin Ken Bryant Ed Libby Robert K. Maynard Alfred (Tubby) Waithall Ray Schreiner Ray Schreiner Gilmore Thompson Walter M. Windsor Carl E. Duckett Carl E. Duckett Richard H. Johnson Richard H. Johnson Wayne Tyler Wayne Tyler Norman T. Simpson Norman T. Simpson Hal Frazier Joel F. Carlson Bill Diehl Milton S. Green E. M. Hutton Hugh E. Whiteside	Milliecent Thomas Horad Stanley Margaret Lockwood Nita Orr Herm Rose Eve Moore Norman Kelsey Ken Bryant Robert K. Maynard Katherine Andrews Ambert Dall Gladys McCann Frank Raymond Virginia Murphy Frank Osborne Muriel Bell Richard H. Johnson Kay Gould Joseph B. Roberts Barbara Harding Nellie Griffith Doris E. Ross
----------------	--	---

WASHINGTON

KXRO Aberdeen	Stan Craft Stan Craft Wesley Morton John Jarsad Dudley Gaylord Jr. Lester Keiter Martin Koschmann Martin Koschmann Shirley Bartholemew Lloyd Rodstrom Forrest Bishop Don Bailey Paul Herbold Paul Herbold Sam Crawford Murre Adams Gene Roth James Rue	John Scott Norma Reed Dudley Gaylord Jr. Elsie Gaylord Marjorie Kendall Shirley Ray Don Bailey Florence Chatterton Leo H. Beckley Gwendolyn Rucker Eve Knutson Leonard Hegenauer Ellen Roberts
---------------	---	--

(Continued)



HIT THE HEART-
OF YOUR "MILK and MONEY" MARKET
Sell IOWA the KIOA Way

With the Midwest's Largest
Independent Clear Channel Station

10,000 Watts Daytime 5,000 Watts Nighttime
940 on the Dial

JOHN BOLER

President
& Gen. Mgr.

PAUL H. RAYMER CO., INC. - National Sales Representative

KIOA 940
K C

ADVERTISERS USING CANADIAN BROADCASTING CORPORATION NETWORKS DURING 1947

Sponsor & Product	Program & Time	No. of Stations	Net-work*	Duration of Contract	Agency & City
Borden Co. Ltd., Toronto Dairy Products	Canadian Cavalcade Mon 8:00-8:30 PM, 11:00-11:30 PM	29	TC	9-16-46—6-9-47	Young & Rubicam, Toronto
	Canadian Cavalcade Tuesday 8:30-9:00 PM	30	TC	9-30-47—5-25-48	
British American Oil Co., Toronto E. A. Products	La Butte aux Moineaux Thursday 8:30-9:00 PM	6	F	9-26-46—6-25-47	Stewart, Lovick Ltd., Montreal
Bristol Myers Co. of Canada Ltd., Montreal Ipana, Vitalis, Trushay, Ingram's Shaving Cream Vitalis, Ipana, Trushay Sal Hepatica, Trushay	Duffy's Tavern Wednesday 9:00-9:30 PM	40	D	10-2-46—6-25-47	Ronalds Adver., Montreal
	Alan Young Fri 8:30-9:00 PM, 11:30-12:00 Mid.	38	D	9-20-46—3-14-47	Ronalds Adver., Montreal
	Banco Banco Friday 9:30-10:00 PM	3	S	2-21-47—5-23-47	Ronalds Adver., Montreal
Bell Telephone Co. of Canada, Montreal Institutional	Alexander Graham Bell Centennial Mon 8:00-8:30 PM, 11:30-12:00 Mid.	37	D	3-3-47—	Bell Telephone Co., Montreal
British Columbia Telephone Co., Vancouver Institutional	Vancouver Symphony Wednesday 11:15-12:00 Mid.	3	D	10-8-47—11-12-47	B.C. Telephone Co., Vancouver
Burns & Co. Ltd., Vancouver Meats	Burns Chuckwagon Tuesday 10:30-11:00 PM	13	D	2-18-47—9-23-47	Stewart, Lovick & McPherson, Vancouver
	Tuesday 10:30-11:00 PM	27	D	9-30-47—6-1-48	
	Wednesday 7:30-8:00 PM	5	D	10-29-47—6-2-48	
Canadian Breweries (Quebec) Ltd. Institutional	Radio Carabin Wednesday 9:00-10:00 PM	11	F	10-2-46—6-25-47 9-17-47—6-9-48	McKim Adver., Montreal
Canadian Ironized Yeast Co. Ltd., Windsor Ironized Yeast, Aspirin, Mollis	Big Town Tuesday 8:00-8:30 PM 11:30-12:00 Mid.	24	TC	10-1-46—9-23-47 9-30-47—9-21-48	Pedlar & Ryan, New York
Canadian National Carbon Co. Toronto Batteries	Les Alouettes Eveready Saturday 1:00-1:15 PM	10	F	8-23-47—2-14-48	Locke, Johnson & Co., Toronto
Campbell Soup Co. Ltd., New Toronto Campbell Soups	Meet Corliss Archer Sunday 9:00-9:30 PM	31	D	9-8-46—8-31-47 9-7-47—8-29-48	Ward, Wheelock Co., Philadelphia
Campbell Soup Co. Ltd., New Toronto Campbell Soups	Jack Carson Wed 8:00-9:00 PM, 12:00-12:30 AM	30	D	11-13-46—6-25-47	Cockfield, Brown & Co., Toronto
Campbell Soup Co. Ltd., New Toronto Campbell Soups	Veunesse Doree Mon thru Fri 12:00-12:15 PM	4	F	1-1-47—12-31-47	Cockfield, Brown & Co., Montreal
Carnation Milk Co. Ltd., Toronto Carnation Evaporated Milk	Carnation Contented Hour Monday 10:00-10:30 PM	30	D	1-6-47—12-29-47	Baker Advertising Ltd., Toronto
Carnation Milk Co. Ltd., Toronto Carnation Evaporated Milk	Le Quart d'heure de Detente Tues-Thurs 1:45-2:00 PM	7	F	1-2—12-30-47	Baker Advertising Ltd., Toronto
Coca Cola Ltd., Toronto Institutional	The Pause That Refreshes on the Air Sunday 6:30-7:00 PM	30	D	10-5-47—9-26-48	D'Arcy Advertising, Toronto
Colgate-Palmolive-Peet Co. Ltd., Toronto Palmolive Shave Cream, Halo Shampoo	Share the Wealth Sat 8:30-9:00 PM, 11:30-12:00 Mid.	31	TC	1-4—6-14-47	Spitzer & Mills Ltd., Toronto
	Sat 8:30-9:00 PM, 12 Mid.-12:30 AM	31	TC	9-20—12-27-47	
Colgate-Palmolive-Peet Co. Ltd., Toronto Colgate Toothpaste & Toothpowder, Vel Palmolive Soap	Happy Gang Mon thru Fri 1:15-1:45 PM	28	TC	1-1—6-13-47 9-15—12-31-47	Spitzer & Mills Ltd., Toronto
Colgate-Palmolive-Peet Co. Ltd., Toronto Colgate Dental Cream, Lustré Cream Shampoo	Dennis Day Show Wed 8:00-8:30 PM, 12:00-12:30 AM	31	D	10-8-47—6-30-48	Spitzer & Mills Ltd., Toronto
Colgate-Palmolive-Peet Co. Ltd., Toronto Supersuds, Halo Shampoo, Colgate Tooth- paste & Powder	Les Joyeux Troubadours Mon thru Fri 11:30-12:00 noon	5	F	1-1—6-13-47 9-15—12-31-47	Spitzer & Mills Ltd., Toronto
Colgate-Palmolive-Peet Co. Ltd., Toronto Cashmere Bouquet Cosmetics	La Mine d'Or Tuesday 8:30-9:00 PM	7	F	1-7—6-17-47	Spitzer & Mills Ltd., Toronto
Dow Brewery, Montreal Institutional	Dow Award Show (English) Monday 8:30-9:00 PM	3	S	7-15-46—6-16-47 9-22-47—6-14-48	MacLaren Advertising Co. Ltd., Montreal
Dow Brewery, Montreal Institutional	Dow Award Show (French) Monday 8:30-8:55 PM	9	S	7-15-46—6-16-47 9-22-47—6-14-48	MacLaren Advertising Co. Ltd., Montreal
Dominion Corset Co. Ltd. Corsets	Tour d'Horizon Canadien Sunday 8:00-8:30 PM	7	S	10-6-46—6-1-47	Ronalds Advertising Ltd., Mon- treal
Electric Auto-Lite Co., Toronto Batteries, Spark-plugs and service	Dick Haymes Show Thursday 9:00-9:30 PM	33	D	1-9-47—6-5-47 9-11-47—1-1-48	Ruthrauff & Ryan, New York
	Lawyer Dan Tucker Thursday 9:00-9:30 PM	32	D	6-12—9-4-47	
T. H. Estabrooks Co. Ltd., St. John, N.B. Tea & Coffee	Le Theatre de Chez-nous Thursday 7:30-8:00 PM	7	F	10-10-46—5-15-47	McConnell, Eastman & Co. Ltd., London
Eversharp (Canada) Ltd., Toronto Pens, Pencils, Razors	Take It Or Leave It Sunday 10:00-10:30 PM	30	D	10-6-46—6-27-47	The Blow Co. Inc., New York
Eversharp (Canada) Ltd., Toronto Pens, Pencils, Razors	Take It Or Leave It Sunday 10:00-10:30 PM	30	D	8-3-47—11-2-47	The Blow Co. Inc., New York
Family Fair Ltd., Winnipeg Clothing	The Family Fair Man Mon thru Fri 3:45-4:00 PM	5	S	10-21-46—1-17-47	Spitzer & Mills Ltd., Toronto
Family Fair Ltd., Winnipeg Clothing	The Family Fair Man Mon thru Fri 3:45-4:00 PM	10	D	2-3—5-2-47	Spitzer & Mills Ltd., Toronto
Ford Motor Co. of Canada Ltd., Windsor Institutional	Ford Theatre Sunday 5:00-6:00 PM	36	D	10-5-47—3-28-48	Cockfield, Brown & Co. Ltd., Toronto
Fraser Hair Fashions Charm-Kurl Home Permanent	Flicks & Flashes Thursday 9:30-9:45 PM	30	D	8-25-47—11-20-47	Harry B. Cohen Advertising Co. Inc., New York
Fraser Hair Fashions Charm-Kurl Home Permanent	Et Puls-apres? Wednesday 7:45-8:00 PM	3	F	8-24-47—11-19-47	Harry B. Cohen Advertising Co., Inc., New York
Gillette Safety Razor Co. of Canada Ltd., Montreal Razors & Blue Blades	Championship Fights Fri 10:00 PM to conclusion	39	D	9-6-46—8-29-47	Maxor Inc., New York
		41	D	9-5-47—8-27-48	

(Continued)

*TC—Trans-Canada. D—Dominion. F—French. S—Subsidiary.

BROADCASTING • Telecasting

1948 Yearbook Number • Page 497

ADVERTISERS USING CANADIAN BROADCASTING CORPORATION NETWORKS DURING 1947

(Continued)

Sponsor & Product	Program & Time	No. of Stations	Net-work*	Duration of Contract	Agency & City
Gillette Safety Razor Co. of Canada Ltd., Montreal Razors & Blue Blades	Kentucky Derby Saturday 6:30-7:00 PM	39	D	5-3-47 only	Maxon Inc., New York
Gillette Safety Razor Co. of Canada Ltd., Montreal Razors & Blue Blades	All Star Baseball Game Tues 2:15 PM—conclusion	39	D	7-8-47 only	Maxon Inc., New York
Gillette Safety Razor Co. of Canada Ltd., Montreal Razors & Blue Blades	World Series Baseball 1:15 PM to conclusion	66	D	9-30—10-1, 2, 3, 4, 5, and 6, 1947	Maxon Inc., New York
Globe & Mail, Toronto Newspaper	King's Plate Horse Race Sat 4:00-5:00 or concl.	11	S	5-24-47 only	Harry E. Foster Agencies Ltd., Toronto
Gurney Foundry Company Ltd., Montreal Stoves	Au Coin du Feu Tuesday 7:30-8:00 PM	10	F	10-7—12-30-47	Harry E. Foster Agencies Ltd., Montreal
B. Houde-Grothe, Ltee, Montreal Cigarettes and Tobacco	Les Troubadours du Quebec Wed-Fri 7:30-7:45 PM	4	F	9-11-46—3-28-47 10-1-47—3-26-48	Whitehall Broadcasting, Montreal
B. Houde-Grothe, Ltee, Montreal Cigarettes and Tobacco	Le Theatre Improvise Friday 8:00-8:30 PM	3	S	9-6-46—3-28-47 9-26-47—3-19-48	Whitehall Broadcasting, Montreal
Household Finance Corporation, Toronto Loans	The Whistler Wednesday 10:00-10:30 PM	31	D	6-25-47—6-16-48	Le Vally Inc., Chicago
Hudson's Bay Company, Winnipeg Tea & Coffee	Rhythm & Romance Monday 8:45-9:00 PM	9	TC	9-9-46—5-5-47	Cockfield, Brown & Co. Ltd., Winnipeg
Hudson's Bay Company, Winnipeg Raw Fur Buying, Tea & Coffee	Red River Barn Dance Saturday 11:00-11:30 PM	11	TC	10-4-47—3-27-48	Cockfield, Brown & Co. Ltd., Winnipeg
Imperial Tobacco Co. Ltd., Montreal Tobacco & Cigarettes	Light Up & Listen Friday 9:00-9:30 PM	40	D	10-4-46—9-26-47 10-3-47—4-30-48	Whitehall Broadcasting, Montreal
Imperial Oil Ltd., Toronto Imperial Oil Products & Service	N.H.L. Hockey Sat 9:05 PM to conclusion	33	TC	10-19-46—3-22-47	MacLaren Advertising Co. Ltd., Toronto
Imperial Oil Ltd., Toronto Imperial Oil Products & Service	N.H.L. Hockey Playoffs 9:05 PM to concl.	11	F	3-29—4-5, 12, 17, 19, 1947 3-29—4-3, 12, 17, 19, 1947	MacLaren Advertising Co. Ltd., Toronto
Imperial Oil Ltd., Toronto Imperial Oil Products & Service	N.H.L. Hockey Sat 9:05 PM to conclusion	32	TC	10-18-47—3-20-48	MacLaren Advertising Co. Ltd., Toronto
International Silver Company, Hamilton Silverware	Ozzie & Harriet Sunday 6:00-6:30	13	F		
	Silver Theatre Sunday 6:00-6:30 PM	26	TC	1-5—6-1-47 8-31—12-28-47	Young & Rubicam Ltd., Toronto
S. C. Johnson & Son, Ltd., Brantford Johnson's Wax and Car-Nu	Fibber McGee and Molly Tuesday 9:30-10:00 PM	26	TC	6-8—8-24-47	
	Fred Waring Show Tuesday 9:30-10:00 PM	27	TC	10-1-46—6-17-47 10-7-47—3-23-48	Needham, Louis & Brorby, Inc., New York
S. C. Johnson & Son, Ltd., Brantford Johnson's Wax and Car-Nu	Qui Suis-je? Monday 8:30-9:00 PM	27	TC	6-24—9-30-47	
	Qui Suis-je? Monday 8:30-9:00 PM	6	F	9-16-46—6-30-47	Vickers & Benson Ltd., Montreal
	Qui Suis-je? Monday 8:30-9:00 PM	7	F	9-8-47—12-1-47	
Kelly, Douglas & Co. Ltd., Vancouver Nabob Tea, Coffee and Flavourings	Harmony House Monday 11:30-12:00 Mid.	14	TC	9-16-46—6-9-47 9-15-47—6-7-48	Stewart, Lovick & MacPherson, Vancouver
Kelly, Douglas & Co. Ltd., Vancouver Nabor Tea, Coffee, Spices, Baking Powder	Nabob Coffee Time Mon thru Fri 8:15-8:30 AM	3	S	12-2-46—6-6-47 9-8-47—6-4-48	Cockfield, Brown & Co., Vancouver
Kraft Foods Limited, Toronto Kraft Cheese, Salad Dressing, Kraft Dinner	Kraft Music Hall Thursday 9:00-9:30 PM	28	TC	1-2—12-25-47	J. Walter Thompson Co. Ltd., Montreal
Lambert Pharmacal Co. of Canada Ltd., Toronto Listerine Tooth Paste, Antiseptic and Prophylactic Brushes	Treasure Trail Wednesday 8:30-9:00 PM	5	S	10-30-46—4-30-47	Lambert & Feasley, Inc., New York
Lambert Pharmacal Co. of Canada Ltd., Toronto Listerine Tooth Paste, Antiseptic and Prophylactic Brushes	Treasure Trail Friday 8:30-9:00 PM	28	D	6-6-47—5-28-48	Lambert & Feasley, Inc., New York
Lamont Corliss & Co., Toronto Ponds Cosmetic Products	John & Judy Thursday 8:30-9:00 PM	26	TC	1-2—6-12-47 9-11—12-18-47	J. Walter Thompson & Co. Ltd., Toronto
Lamont Corliss & Co., Toronto Ponds Cosmetic Products	Ceux qu'on Aime Wednesday 8:00-8:30 PM	3	F	1-1—6-11-47 9-24—12-31-47	J. Walter Thompson & Co. Ltd., Toronto
Laura Secord Candy Shops Ltd., Toronto Laura Secord Candies	Rex Battle Mon-Fri 7:45-8:00 PM	7	S	9-23-46—4-25-47	Cockfield, Brown & Co. Ltd., Toronto
S. F. Lawrason Co., Toronto Ammonia	Name It Friday 7:30-7:45 PM	3	S	9-6-46—5-30-47	MacLaren Advertising Co. Ltd., Toronto
Lever Bros. Ltd., Toronto Lux Flakes	Laura Limited Mon thru Fri 11:45-12:00 noon	26	TC	1-1—12-31-47	J. Walter Thompson & Co. Ltd., Toronto
Lever Bros. Ltd., Toronto Sunlight Soap	Lucy Linton's Stories from Life Mon thru Fri 12:15-12:30 PM (12:45-1:00 PM EDST)	27	TC	12-30-46—12-26-47	Ruthrauff & Ryan, Inc., New York
Lever Bros. Ltd., Toronto Lux Soap	Lux Radio Theatre Monday 9:00-10:00 PM	26	TC	1-6—6-23-47 8-25—12-29-47	J. Walter Thompson & Co. Ltd., Toronto
Lever Bros. Ltd., Toronto Rinso	Amos 'n Andy Tuesday 9:00-9:30 PM	24	TC	10-1-46—6-24-47 9-30—12-30-47	Ruthrauff & Ryan, Inc., New York
Lever Bros. Ltd., Toronto Rinso	Vers le Soleil avec Tante Lucie Mon thru Fri 1:30-1:45 PM	9	F	1-1—12-31-47	Ruthrauff & Ryan, Inc., New York

*TC—Trans-Canada. D—Dominion. F—French. S—Subsidiary.

ADVERTISERS USING CANADIAN BROADCASTING CORPORATION NETWORKS DURING 1947

Sponsor & Product	Program & Time	No. of Stations	Net-work*	Duration of Contract	Agency & City
Lever Bros. Ltd., Toronto Pepsodent Toothpaste	Un Homme et son Peche Mon thru Fri 7:00-7:15 PM	9	F	9-23-46—6-27-47 9-1-47—9-17-48	Ruthrauff & Ryan, Inc., New York
Lever Bros. Ltd., Toronto Lux Flakes & Lux Soap	Coeur Atout Mon thru Fri 6:45-7:00 PM	9	F	1-1—6-27-47	J. Walter Thompson & Co. Ltd., Toronto
Lever Bros. Ltd., Toronto Lux Soap	Francine Louvain Mon thru Fri 11:00-11:15 AM	9	F	9-8-47—9-3-48	J. Walter Thompson & Co. Ltd., Toronto
London Life Ins. Co., London Life Insurance	Inter-Collegiate Football Saturday 2:15-4:15 PM	4	S	10-11—11-15-47	McConnell, Eastman & Co. Ltd., Toronto
MacDonald Tobacco Co., Montreal Tobaccos	Curling Competition Mon thru Thurs 12:15-12:30 AM	12	TC	3-4, 5, 6, 7, 1947	Harold F. Stanfield Ltd., Montreal
McCull-Fontenac Oil Co. Ltd., Montreal Gasoline, Oil and Lubrication service	Metropolitan Opera Saturday 2:00 PM to conclusion	31 29	TC TC	11-16-46—3-15-47 11-15-47—3-13-48	Ronalds Advertising, Montreal
McCull-Fontenac Oil Co. Ltd., Montreal Gasoline, Oil and Lubrication service	Eddie Bracken Show Sunday 9:30-10:00 PM	34	D	1-5—3-23-47	Ronalds Advertising, Montreal
McCull-Fontenac Oil Co. Ltd., Montreal Oil, Gasoline	Tony Martin Show Sunday 9:30-10:00 PM	34	D	3-30—12-28-47	Ronalds Advertising, Montreal
McCull-Fontenac Oil Co. Ltd., Montreal Oil, Gasoline	Mosaique Musicale Wednesday 8:30-9:00 PM	11	F	9-11-46—7-16-47	Ronalds Advertising, Montreal
Miles Laboratories Limited, Toronto Alka Seltzer and 1-a-day Vitamin Tablets	Saturday Night Roundup—Roy Rogers Saturday 9:00-9:30 PM	26	D	1-4—3-29-47	Cockfield, Brown & Co. Ltd., Toronto
Molson's Brewery Ltd., Montreal Institutional	Radio Concert Canadien Monday 9:00-9:45 PM	11 12	F F	10-7-46—3-31-47 10-13-47—4-5-48	Cockfield, Brown & Co. Ltd., Montreal
Benjamin Moors & Co., Toronto Paints	Decorating Talks Tuesday 10:15-10:30 AM	3	S	2-25—5-20-47	Radio Station CFRB, Toronto
Mother Parker's Tea Co., Toronto Tea & Coffee	Musical Mysteries Saturday 7:30-8:00 PM	8 9	S S	9-14-46—4-5-47 9-27-47—5-1-48	A. J. Denne & Co. Ltd., Toronto
Northern Electric Co., Toronto Institutional	Northern Electric Hour Mon 8:00-8:30 PM, 11:30-12:00 Mid.	40	D	10-7-46—3-31-47	Harry E. Foster Agencies, Toronto
Northern Electric Co., Toronto Institutional	Northern Electric Hour Monday 8:00-8:30 PM	32	TC	10-6-47—3-29-48	Harry E. Foster Agencies, Toronto
Noxzema Chemical Co. of Canada Ltd., Toronto Noxzema, Medicated skin cream	Mayor of the Town Saturday 8:30-8:55 PM	29	D	9-7-46—5-31-47	Sullivan, Stauffer, Colwell & Bayles Inc., New York
Noxzema Chemical Co. of Canada Ltd., Toronto Noxzema, Medicated skin cream	Mayor of the Town Wednesday 9:00-9:30 PM	30	D	10-8-47—9-29-48	Sullivan, Stauffer, Colwell & Bayles Inc., New York
Ontario Hydro Electric Power Commission, Toronto Institutional	Opening New Hydro Power Plant at Decew Falls, Ontario Friday 2:00-2:30 PM	24	S	9-26-47—Only	MacLaren Advertising Co. Ltd., Toronto
People's Credit Jewellers, Toronto Jewelry	Community Sing Song Sunday 8:30-9:00 PM	3	S	7-6—8-31-47	MacLaren Advertising Co. Ltd., Toronto
Pepsodent Company Ltd., Toronto Toothpaste and Tooth Powder	Bob Hope Tuesday 10:00-10:30 PM	30	D	12-31-46—6-10-47 9-16—12-23-47	Ruthrauff & Ryan Inc., New York
Pepsodent Company Ltd., Toronto Toothpaste and Tooth Powder	Adventures of Phillip Marlowe Tuesday 10:00-10:30 PM	30	D	6-17—9-9-47	Ruthrauff & Ryan Inc., New York
Philco Corporation of Canada Limited, Toronto Radios	Bing Crosby Wednesday 10:00-10:30 PM Thursday 10:30-11:00 PM Thursday 8:00-8:30 PM	13 10 7	D D D	12-18-46—6-18-47 12-19-46—6-19-47 1-2-47—6-19-47	Hutchins Advertising Co. of Canada Ltd., Toronto
Procter & Gamble Co., Toronto Oxydol, Dreet	Road of Life Mon thru Fri 11:00-11:15 AM 11:00-11:15 AM	17 22	TC TC	7-1-46—5-16-47 5-19-47—6-27-47	Dancer-Fitzgerald-Sample Inc., Chicago
Procter & Gamble Co., Toronto Dreet, Spic & Span	Road of Life Mon thru Fri 11:00-11:15 AM	22	TC	6-30-47—6-25-48	Dancer-Fitzgerald-Sample Inc., Chicago
Procter & Gamble Co., Toronto Oxydol, Ivory	Big Sister Mon thru Fri 11:00-11:15 AM 10:45-11:00 AM	5 5	TC TC	6-25-46—5-16-47 5-19-47—6-27-47	Compton Advertising Inc., New York
Procter & Gamble Co., Toronto Ivory	Big Sister Mon thru Fri 11:15-11:30 AM	17	TC	6-25-46—6-30-47	Compton Advertising Inc., New York
Procter & Gamble Co., Toronto Oxydol, Ivory, Prell, Drene	Big Sister Mon thru Fri 10:45-11:00 AM 11:15-11:30 AM	5 17	TC TC	7-1-47—6-28-48	Compton Advertising Inc., New York
Procter & Gamble Co., Toronto Ivory Snow, Crisco	Life Can Be Beautiful Mon thru Fri 3:00-3:15 PM	22	TC	7-1-46—6-27-47 6-30-47—8-25-48	Benton & Bowles, New York
Procter & Gamble Co., Toronto Oxydol	Ma Perkins Mon thru Fri 3:15-3:30 PM	22	TC	7-1-46—6-27-47 6-30-47—6-25-48	Dancer-Fitzgerald-Sample Inc., Chicago
Procter & Gamble Co., Toronto Camay, Chipso, Spic & Span	Pepper Young's Family Mon thru Fri 3:30-3:45 PM	22	TC	7-1-46—6-27-47 6-30-47—6-25-48	Pedlar & Ryan Inc., New York
Procter & Gamble Co., Toronto Ivory, Spic & Span, Dreet	Right to Happiness Mon thru Fri 3:45-4:00 PM	16	TC	7-1-46—6-27-47 6-30-47—9-26-47	Compton Advertising Inc., New York

(Continued)

* TC—Trans-Canada. D—Dominion. F—French S—Subsidiary.

ADVERTISERS USING CANADIAN BROADCASTING CORPORATION NETWORKS DURING 1947
(Continued)

Sponsor & Product	Program & Time	No. of Stations	Net-work*	Duration of Contract	Agency & City
Procter & Gamble Co., Toronto Ivory, Spic & Span, Dreft	Right to Happiness Mon thru Fri 3:45-4:00 PM	21	TC	9-30-47—6-25-48	Dancer-Fitzgerald-Sample, Inc., Chicago
Procter & Gamble Co., Toronto Oxydol & Drene	Jack Smith Mon thru Fri 7:15-7:30 PM	23	TC	8-19-46—7-4-47 8-25-47—6-25-48	Dancer-Fitzgerald-Sample, Inc., Chicago
Procter & Gamble Co., Toronto Dreft, Spic & Span	Life of Riley Sat 8:00-8:30 PM, 11:30-12:00 Mid.	24	TC	9-6-47—6-26-48	Dancer-Fitzgerald-Sample, Inc., Chicago
Procter & Gamble Co., Toronto Oxydol	La Rue Principale Mon thru Fri 12:15-12:30 PM	3	F	7-1-46—6-27-47 6-30-47—6-25-48	Dancer-Fitzgerald-Sample, Inc., Chicago
Procter & Gamble Co., Toronto Camay, Drene	Quelles Nouvelles Mon thru Fri 1:00-1:15 PM	3	F	7-1-46—6-27-47 6-30-47—6-25-48	Kastor, Farrell, Chelsey & Clif- ford, Inc., New York
Procter & Gamble Co., Toronto Dreft	Grande Soeur Mon thru Fri 2:00-2:15 PM	3	F	5-5-47—6-27-47 6-30-47—6-25-48	Dancer-Fitzgerald-Sample, Inc., Chicago
Procter & Gamble Co., Toronto Ivory, Oxydol	Metropole Mon thru Fri 7:00-7:15 PM	3	F	7-1-46—6-27-47 6-30-47—6-25-48	Compton Advertising Inc., New York
Radiomonde, Limitee, Montreal Radiomonde	Le Moulin de la Chanson Wed-Fri 2:45-3:00 PM Wednesday 2:45-3:00 PM Wed-Fri 1:45-2:00 PM	3 3 3	F F F	10-2-46—3-28-47 4-2—10-1-47 10-8-47—5-28-48	Radiomonde, Montreal
RCA Victor Co. Ltd., Montreal Victrola, Radios, Records	Wayne & Shuster Show Thursday 9:30-10:00 PM	25	TC	9-12-46—6-5-47 9-11-47—6-10-48	Spitzer & Mills, Ltd., Toronto
Reliance Shoe Co., Toronto Maher Shoes	Double or Nothing Monday 8:30-9:00 PM	3	S	1-6—12-29-47	McKim Advertising, Toronto
Robin Hood Flour Mills Ltd., Toronto Flour & Oats	They Tell Me (Claire Wallace) Mon-Wed-Fri 1:45-2:00 PM	29	TC	8-19-46—5-16-47 8-18-47—5-14-48	Young & Rubicam Ltd., Toronto
Robin Hood Flour Mills Ltd., Toronto Flour	Les Talents de Chez-nous Thursday 8:00-8:30 PM	11	F	8-22-46—5-15-47 8-21-47—2-12-48	Young & Rubicam Ltd., Toronto
Rouson Art Metal Works, Toronto Rouson Lighters & Lighter Accessories	Twenty Questions Saturday 8:00-8:30 PM	21	D	10-5-46—6-28-47 7-5-47—9-27-47	Cecil & Presbrey, New York
Rouson Art Metal Works, Toronto Rouson Lighters & Lighter Accessories	Twenty Questions Saturday 8:00-8:30 PM	29	D	10-4-47—6-26-48	Cecil & Presbrey, New York
St. Lawrence Starch Co., Port Credit Beehive Syrup, Durham Cornstarch, Ivory Laundry Starch	Wes McKnight (Interviews with Hockey Players) Saturday 6:45-7:00 PM	24 25	TC TC	10-19-46—4-19-47 10-18-47—3-20-48	McConnell, Eastman & Co., To- ronto
St. Lawrence Starch Co., Port Credit Beehive Syrup, Durham Cornstarch, Ivory Laundry Starch	Michel Normandin (Interviews with French Hockey players) Saturday 6:45-7:00 PM Saturday 6:00-6:15 PM	3 3	F F	10-19-46—4-19-47 10-18-47—3-20-48	McConnell, Eastman & Co., To- ronto
St. Peter's Seminary, London Institutional	School of Christ Sunday 2:00-2:30 PM	3	S	10-20-46—5-25-47 10-12-47—5-30-48	St. Peter's Seminary, London
Saskatchewan Co-Operative Producers, Ltd., Regina Institutional	Western Canada Senior Amateur Hockey Wednesday 11:15 PM-1:00 AM	4	S	10-15-47—3-3-48	Station CKRM, Regina
Robert Simpson Co. Ltd., Toronto Institutional	Toronto Symphony 'Pop' Concerts Friday 8:00-9:00 PM Fri 8:00-9:00 PM, 11:00-12:00 Mid.	34 34	TC TC	10-18-46—4-11-47 10-24-47—4-16-48	Harry E. Foster Agencies, Toronto
Robert Simpson Co. Ltd., Toronto Institutional	Christmas Carols Mon thru Sat 9:10-9:30 AM	7	S	12-18, 19, 20, 22, 23, 24, 1947	Locke, Johnson & Co., Toronto
Robert Simpson Eastern Ltd., Halifax Institutional	Christmas Carols Mon thru Sat 8:00-8:15 AM	5	TC	12-16, 17, 18, 19, 20, 22, 23, 24, 1947	Robert Simpson Eastern Ltd., Halifax
Standard Brands Ltd., Montreal Coffee, V-8 Vegetable Juice	Chase & Sanborn Programme Sunday 8:00-8:30 PM	28	TC	1-5—12-28-47	J. Walter Thompson Co. Ltd., Montreal
Standard Brands Ltd., Montreal Tenderleaf Tea	Fred Allen Sunday 8:30-9:00 PM	35	D	1-5—6-29-47	J. Walter Thompson Co. Ltd., Montreal
Standard Brands Ltd., Montreal Tenderleaf Tea	Fred Allen Sunday 8:30-9:00 PM	28	TC	10-5—12-28-47	J. Walter Thompson Co. Ltd., Montreal
Standard Brands Ltd., Montreal Tea & Coffee	Juliette Bellevue Tuesday 8:00-8:30 PM	9	S	1-7—5-27-47 9-2—12-30-47	J. Walter Thompson Co. Ltd., Montreal
Sterling Drug Inc., Windsor Aspirin	Album of Familiar Music Sunday 9:30-10:00 PM	31	TC	7-14-46—7-6-47 7-13-47—1-18-48	Dancer-Fitzgerald-Sample, Inc., Chicago
Sterling Drug Inc., Windsor Phillip's Milk of Magnesia, Toothpaste, Aspirin	Waltz Time Friday 9:30-10:00 PM	30	TC	1-25-46—1-17-47 1-24-47—1-16-48	Dancer-Fitzgerald-Sample, Inc., Chicago
Sterling Drug Inc., Windsor Aspirin	Les Secrets du Dr. Morhanges Tuesday 8:00-8:30 PM	3	F	12-31-46—5-27-47	Dancer-Fitzgerald-Sample, Inc., Chicago

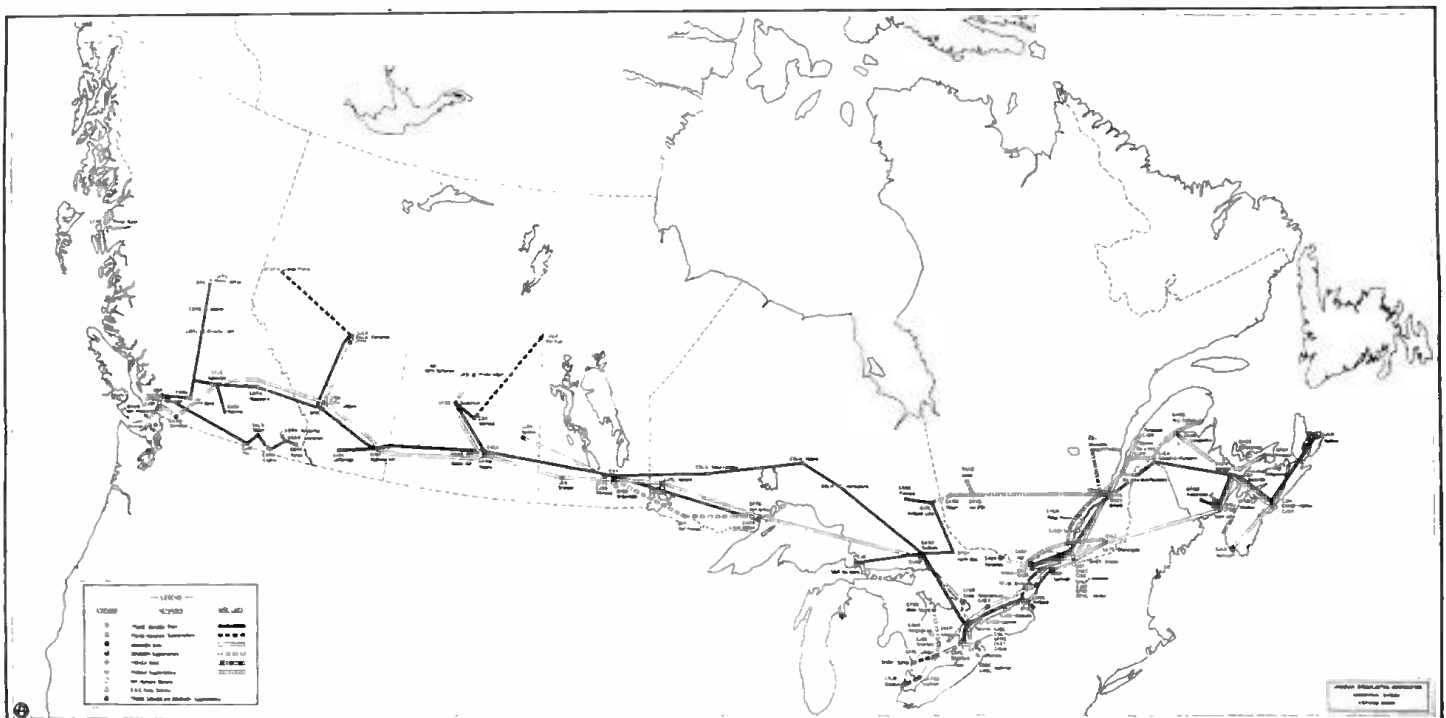
*TC—Trans-Canada. D—Dominion. F—French. S—Subsidiary.

ADVERTISERS USING CANADIAN BROADCASTING CORPORATION NETWORKS DURING 1947

Sponsor & Product	Program & Time	No. of Stations	Network*	Duration of Contract	Agency & City
Swift Canadian Co. Ltd., Toronto Meats, Dairy Products	Breakfast Club Mon thru Fri 9:15-9:45 AM 11:15-11:45 AM	28	TC	10-28-46—10-24-47 10-27-47—10-18-48	J. Walter Thompson Co. Ltd., Toronto
Swift Canadian Co. Ltd., Toronto Meats	Courier Confidences Mon-Wed-Fri 10:15-10:30 AM	3	F	11-4-46—8-1-47 11-3-47—7-30-48	J. Walter Thompson Co. Ltd., Toronto
Tip Top Tailors Ltd., Toronto Clothing	Music for Canadians Sunday 7:30-8:00 PM	28 29	TC TC	10-6-46—3-30-47 9-21-47—3-14-48	McConnell, Eastman, & Co., Tor- onto
The Toni Company, St. Paul, Minn. Toni Home Permanent	Singalong Tues-Thurs 1:45-2:00 PM	26	TC	10-14-47—7-8-48	Spitzer & Mills Ltd., Toronto
Sackett Tobacco Co. Ltd., Hamilton Cigarettes & Tobacco	Curtain Time at Buckingham The- atre Wednesday 9:30-10:00 PM	44 45	D D	12-18-46—6-4-47 9-17-47—6-9-48	MacLaren Advertising Co. Ltd., Toronto
Underwood Ltd., Toronto Typewriters and Office Machines	Marjorie Lea Underwood Hour Sunday 1:30-2:00 PM	13	D	10-13-46—4-6-47	J. J. Gibbons Ltd., Toronto
Wm. R. Warner & Co. Ltd., Toronto Rayve Shampoo, Richard Hudnut Cos- metics	Sammy Kaye Sunday Serenade Sunday 1:30-1:55 PM	17	D	4-13—6-8-47 9-7—11-9-47	James Fisher Co. Ltd., Toronto
Wartime Prices & Trade Board, Ottawa Ration Regulations	Household Counsellor Mon thru Fri 11:40-11:45 AM 12:40-12:45 PM 2:40-2:45 PM	31	TC	7-1-46—3-28-47	MacLaren Advertising Co. Ltd., Toronto
Wartime Prices & Trade Board, Ottawa Ration Regulations	L'Ami du Consommateur Mon thru Fri 11:15-11:20 AM	10	F	7-15-46—3-28-47	Canadian Adver. Agency, Ltd., Montreal
Whitehall Pharmacal (Canada) Ltd., Tor- onto Kolynos, Anacin, Bisodol, Heet	George's Wife Mon thru Fri 11:30-11:40 AM 12:30-12:40 PM 2:30-2:40 PM	24	TC	9-9-46—6-6-47	Young & Rubicam Ltd., Toronto
Whitehall Pharmacal (Canada) Ltd., Tor- onto Kolynos, Anacin	What's Your Beef? Mon thru Fri 11:30-11:40 AM 12:30-12:40 PM 11:30-11:45 AM 12:30-12:45 PM	19 19	TC TC	9-29-47—1-2-48 1-5—6-25-48	Young & Rubicam Ltd., Toronto
Wildroot Co., Buffalo Wildroot Cream-Oil	King Cole Trio Time Saturday 5:45-6:00 PM	32	D	11-16-46—11-8-47 11-15-47—11-6-48	Batten, Barten, Durstine & Os- born, Inc., New York
York Knitting Mills, Ltd., Toronto Yarns & Knitted Products	Singing Stars of To-morrow Sunday 5:30-6:00 PM 5:30-6:00 PM Sunday 5:00-5:30 PM 5:00-6:00 PM	25 27	TC TC	11-3-46—4-20-47 4-27-47 only 10-26-47—4-11-48 4-18-48 only	Cockfield, Brown & Co. Ltd., Toronto

* TC—Trans-Canada. D—Dominion. F—French. S—Subsidiary.

CANADIAN BROADCASTING CORPORATION NETWORKS OCTOBER 1, 1947



U. S. GOVERNMENT AGENCIES DEALING WITH RADIO

(For Federal Communications Commission Listing See Page 50)

EXECUTIVE OFFICE OF THE PRESIDENT

1600 Pennsylvania Ave., N. W.
National 1414

White House Office: Assistant to the President, John R. Steelman. Secretaries to the President, Matthew J. Connelly, Charles G. Ross, William D. Hassett. Assistant to Mr. Ross, Eben A. Ayers.

DEPT. OF AGRICULTURE

14th St. & Independence Ave., S. W.
Republic 4142

Director of Information: Keith Himebaugh. Asst. Director of Information in Charge of Radio and Video: Kenneth M. Gapein.

DEPT. OF COMMERCE

14th St. & Constitution Ave., N. W.
District 2200

Acting Information Director Donald R. Burgess.

Census Bureau: Director, James C. Capt. Information Director, Frank R. Wilson.

Bureau of Standards: Chief, Central Radio Propagation Lab., Dr. J. H. Dellinger. Chief, Frequency Utilization Research Section, Kenneth A. Norton.

General Products Div., Office of International Trade, General Products Section: Analyst, Advertising, Printing & Publishing, Kenneth R. Davis. Analyst, Radio & Still Picture Photography, George R. Donnelly.

Civil Aeronautics Administration: Chief, Aids & Hazards Section, W. J. MacKenzie. Assistant Administrator for Aviation Information, Ben Stern.

OFFICE OF EDUCATION

Federal Security Bldg.

4th St. & Independence Ave., S. W.
Republic 7500

Commissioner of Education: Dr. John W. Studebaker.

Division of Auxiliary Services: Chief, Rall I. Grigsby.

Educational Uses of Radio Unit: Chief, Dr. Franklin Dunham. Technical Consulting Specialist, Dr. R. R. Lowdermilk. Specialist in Charge of Script & Transcription Exchange and Secretary, Federal Radio Education Committee, Mrs. Gertrude G. Broderick.

FEDERAL TRADE COMMISSION

Pennsylvania Ave. & 6th St. N. W.
Executive 6800

Commissioners: Robert E. Freer, chairman; W. A. Ayres, Ewin L. Davis, Garland S. Ferguson, Lowell B. Mason.

Assistant to the Chairman in Charge of Public Relations: Nick H. Carey.

DEPT. OF INTERIOR

C St. between 18th-19th St., N. W.
Republic 1820

Director of Information: Carlton Skinner.

(Radio & Television Section deleted July 1, 1947, for lack of funds.)

DEPT. OF JUSTICE

9th & Pennsylvania Ave., N. W.
Republic 8200

Attorney General: Tom C. Clark. Assistant Attorney General in Charge of Anti-Trust Division: John F. Sonnett. Special Assistant to the Assistant Attorney General, Chief of Litigation Section, Anti-Trust Division, Holmes Baldridge. Acting Director of Public Information: Leo M. Cadison.

NATIONAL LABOR RELATIONS BOARD

815 Connecticut Ave., N. W.
National 9716

Members: Paul M. Herzog, chairman; John M. Houston, James J. Reynolds, Abe Murdock, J. Copeland Gray. General Counsel: Robert N. Denham. Director of Information: Louis G. Silverberg.

NATIONAL MILITARY ESTABLISHMENT

DEPT. OF THE ARMY

Pentagon Bldg.

Republic 6700

Chief of Information: Maj. Gen. M. S. Eddy.

Chief, Public Information Division: Maj. Gen. F. L. Parks. Deputy Chief, Col. J. R. Pierce.

Radio & Television Section: Chief, Maj. T. O. Matthews; Executive, Capt. E. Kalbfleish; Television Officer, Capt. W. T. Lenhart; Operations Officer, Capt. G. S. Tate.

DEPARTMENT OF THE NAVY

18th & Constitution Ave., N. W.
Republic 7400

Director of Public Information: Commodore E. M. Eller.

Public Information Division, Office of Public Relations, Radio-Television Section: Officer in Charge, Comdr. Harrison H. Kolton.

Marine Corps

Navy Annex, Arlington, Va.
Republic 7400

Office of Public Information: Director, Brig. Gen. William E. Riley. Executive Officer, Col. O. H. Wheeler.

Radio Section: Officer in Charge, Capt. Thomas H. Greene.

DEPT. OF THE U. S. AIR FORCE

Pentagon Bldg.

Republic 6700

Office of Public Information: Chief, Col. William P. Nuckols.

Radio Section: Chief, Arthur Force. Deputy Chief, Capt. Robert P. Keim.

DEPT. OF STATE

21st St. & Virginia Ave., N. W.
Republic 5600

Secretary of State: Gen. George C. Marshall.

Acting Assistant Secretary of State in Charge of Public Affairs: Howland Sargent.

Office of International Information & Educational Exchange: Director, William T. Stone. Deputy Director, G. Stewart Brown. Chief, International Broadcast Division, Kenneth D. Fry. Director, Press & Publicity, J. Noel Macy. Chief, Radio Program Branch, New York office, Mucio Delgado.

Office of Transportation and Communications, Telecommunications Division:

Chief, Francis Colt deWolf. Assistant Chiefs: Harvey B. Otterman, John S. Cross, Cecll G. Harrison.

Special Assistant to the Secretary in Charge of Public Relations: Michael J. McDermott. Executive Assistant: Lincoln White. Assistant on Economic Affairs: Roger W. Tubby.

TREASURY DEPT.

U. S. Savings Bond Division

Washington Bldg., 15th & N. Y. Ave.
N. W.

Executive 6400

National Director: Vernon L. Clark. Director of Advertising, Press & Radio: Louis Carow. Chief, Radio Section: N. P. Colwell.

VETERANS ADMINISTRATION

Vermont Ave. & H St., N. W.
Executive 4120

Administrator: Gen. Omar N. Bradley. Acting Director of Public Relations Lt. Col. C. B. Hansen. Director, Radio & Television Division, Charles E. Dillon.

WAR ASSETS ADMINISTRATION

3d and C Sts., N. W.
Republic 7500

Office of Aircraft Disposal, Electronic Division: Director, H. C. Thomas. Office of Information & Advertising Deputy Administrator, James Collins Advertising Division: Director, H. C. Thomas.

COMMITTEES OF CONGRESS

DEALING WITH RADIO

SENATE INTERSTATE & FOREIGN COMMERCE COMMITTEE

REPUBLICANS—Wallace H. White Jr. (Me.), chairman; Charles W. Tobey (N. H.); Clyde M. Reed (Kan.); Owen Brewster (Me.); Albert W. Hawkes (N. J.); E. H. Moore (Okla.); Homer E. Capenart (Ind.).
DEMOCRATS—Edwin C. Johnson (Colo.); Tom Stewart (Penn.); Ernest W. McFarland (Ariz.); Warren G. Magnuson (Wash.); Francis J. Myers (Pa.); Brien McMahon (Conn.).

HOUSE INTERSTATE & FOREIGN COMMERCE COMMITTEE

REPUBLICANS—Charles A. Wolverton (N.J.), chairman; Carl Hinshaw (Cal.); Leonard W. Hall (N.Y.); Joseph P. O'Hara (Minn.); Wilson D. Gillette (Pa.); Robert Hale (Me.); Harris Ellsworth (Ore.); Marion T. Bennett (Mo.); James I. Dolliver (Ia.); Edward J. Eisasser (N.Y.); John W. Heselton (Mass.); Hugh D. Scott Jr. (Pa.); William J. Miller (Conn.); Henderson H. Carson (O.); John B. Bennett (Mich.).

DEMOCRATS—Clarence F. Lea (Cal.); Robert Crosser (O.); Alfred L. Bulwinkle (N.C.); Virgil Chapman (Ky.); Lindley Beckworth (Tex.); J. Percy Priest (Tenn.); Oren Harris (Ark.); George G. Sadowski (Mich.); Richard F. Harless (Ariz.); Dwight L. Rogers (Fla.).

WILLIAM L. FOSS, INC.

Formerly Colton & Foss, Inc.

ELECTRONIC CONSULTANTS

Broadcasting
Public Service Communications
Industrial Heating Tests
Radio and Radar Development

William L. Foss
John A. Moffet
Henry S. Forrest
Edmund E. Pendleton

OFFICE and LABORATORY: 927 15th Street N. W., Washington, D. C. Republic 3883

Anderson and Merryman

Consulting Radio Engineers

Affiliated with Chambers & Garrison

33 WEST 42ND STREET, NEW YORK CITY

715 AMERICAN BANK BLDG., NEW ORLEANS AND

14 PINE ROAD, MAPLEWOOD, LOUISIANA.



A COMPLETE
ENGINEERING
SERVICE
FOR
AM—FM—
TELEVISION
STATIONS—

TELEPHONE—Lake Charles, Louisiana 6-1480

New York City, Longacre 3-6029

Field Offices of the Federal Communications Commission

Chief of Field Division: George S. Turner, Washington, D. C.
(For FCC Washington Personnel see Page 50)

FIELD ENGINEERING AND MONITORING DIVISION REGIONAL OFFICES

Region	Headquarters	Districts
Charles C. Kolster North Atlantic Region	506 Federal Bldg. 641 Washington St. New York 14	1, 2, 3, 4, 5
Paul H. Herndon Jr. South Atlantic Region	411 Federal Annex Atlanta 3, Ga.	6, 7, 22
Joe H. McKinney Gulf States Region	332 U. S. Appraisers Stores Bldg. Houston 11, Tex.	8, 9, 10
Kenneth G. Clark South Pacific Region	323A Customhouse San Francisco 28, Cal.	11, 12, 15
Geo. V. Wiltse North Pacific Region	801 Federal Office Bldg. Seattle 4, Wash.	13, 14
L. C. Herndon Central States Region	876 U. S. Court House Chicago 4, Ill.	16, 17, 18
Emery H. Lee Great Lakes Region	1029 New Federal Bldg. Detroit 26, Mich.	19, 20
Lee R. Dawson Hawaiian Region	609 Stangenwald Bldg. Honolulu 1, T. H.	21
Victor G. Rowe Alaskan Region	P. O. Box 644 Room 39 Federal Bldg. Anchorage, Alaska	23

DISTRICT OFFICES

District No.	City	Address	Engineer in Charge
1	Boston 9, Mass	1600 Customhouse	Walter Butterworth
2	New York 14	748 Federal Bldg. 641 Washington St.	Arthur Batcheller
3	Philadelphia 6, Pa.	Room 1005 New U. S. Customhouse 2nd and Chestnut Sts.	Roger E. Phelps
4	Baltimore 2, Md.	508 Old Town Bank Bldg. Gay St. & Fallsway	Hymnan A. Cohen
5	Norfolk 10, Va. Newport News, Va.	Room 402, New Post Office Bldg. Room 106, U. S. Post Office Bldg.	Edward Bennett
6	Atlanta 3, Ga. Savannah, Ga.	411 Federal Annex P. O. Box 77 214-218 Post Office Bldg.	Hilary Hayes (Ship Office for 801's and 795's only) W. D. Johnson Andrew R. Bahley
7	Miami 1, Fla. Tampa 2, Fla.	P. O. Box 150 312 Federal Bldg. 409-410 Post Office Bldg.	Arthur Fish
8	New Orleans 16, La Mobile 10, Ala.	400 Audubon Bldg. 324 U. S. Courthouse	Chalmer H. Neeb Theodore G. Deifer
9	Houston 11, Tex. Galveston, Tex.	324 U. S. Appraisers Bldg. 7300 Wingate St. 406 Post Office Bldg.	Walter M. Hammond (Ship Office for 801's and 795's only) Louis L. McCabe
	Suboffice Beaumont, Tex.	P. O. Box 1527 329 Post Office Bldg.	Geo. E. Franklin (Ship Office for 801's and 795's only) Eric D. Coburn

10	Dallas 2, Tex.	P. O. Box 5238 500 U. S. Terminal Annex Bldg.	John Homsy
11	Los Angeles 12, Cal. San Diego 1, Cal. San Pedro, Cal.	539 U. S. Post Office & Courthouse Bldg. 230 U. S. Customhouse & Courthouse Bldg. Room 326, U. S. Post Office & Courthouse Bldg.	Bernard H. Linden Harold D. Devoe James H. Homsy (Ship Office for 80 and 795's only) Francis V. Sloan
12	San Francisco 26, Cal.	323A Customhouse	
13	Portland 5, Ore.	406 Central Bldg.	James M. Chapple
14	Seattle 4, Wash.	801 Federal Office Bldg.	Herbert H. Arlowe
15	Denver 2, Colo.	521 Customhouse	William E. Clyne
16	St. Paul 2, Minn.	208 Uptown Post Office & Fed. Cts. Bldg.	Donald A. Murray
17	Kansas City 6, Mo.	838 U. S. Court House	William J. McDon
18	Chicago 4, Ill.	246 U. S. Court House	H. D. Hayes
19	Detroit 26, Mich. Cleveland 14, O.	1029 New Federal Building 541 Old Post Office Bldg.	Edwin S. Helser Paul A. Holloway
20	Buffalo 3, N. Y.	328 Federal Building	Edward W. Sanders
21	Honolulu 1, T. H.	609 Stangenwald Bldg.	Paul R. Fenner
22	San Juan 13, P. R.	P. O. Box 2987 322-323 Federal Bldg.	Irl D. Ball
23	Juneau, Alaska Anchorage, Alaska	P. O. Box 1421 7-8 Shattuck Bldg. 39 Federal Bldg.	Sigfred F. Berge Paul Peringer

Primary Monitoring Stations

—	Allegan, Mich.	P. O. Box 89	Irving L. Weston
—	Grand Island, Neb.	P. O. Box 788	Benjamin E. Wolf
—	Kingsville, Tex.	P. O. Box 632	William R. Foley
—	Dover Road, Mills, Mass.	P. O. Box 308	Charles T. Mannix
—	Santa Ana, Calif.	P. O. Box 744	William Hoffert
—	Laurel, Md.	P. O. Box 31	Adolph Anderson
—	San Leandro, Calif.	P. O. Box 116	George McLeod
—	Portland 16, Ore.	P. O. Box 5165	Robert A. Landsbu
—	Powder Springs, Ga.	P. O. Box 4	Henry B. Dunphey
—	Honolulu 1, T. H.	609 Stangenwald Bldg.	Lee R. Dawson

Secondary Monitoring Stations

—	Searsport, Me.	P. O. Box 44—Belfast, Me.	Vernon K. Wilson
—	North Scituate, R. I.	P. O. Box 3	Thomas B. Cave
—	Spokane, Wash.	P. O. Box 37, Station "A"	Adelbert C. Lawrence
—	Twin Falls, Idaho	P. O. Box 499	John L. Kurdeka
—	South Miami, Fla.	P. O. Box 347	Homer V. Thompson
—	Minneapolis, Minn.	9140 Portland Ave. P. O. Box 1364, Richfield Station	Everett Marshall
—	Lexington, Ky.	P. O. Box 99	James E. Gilfoy
—	Broken Arrow, Okla.		J. F. DeBardeleben
—	Bay St. Louis, Miss. (near New Orleans)	P. O. Box 300	H. Frank Rawls
—	Point Lena, Juneau, Alaska	P. O. Box 2961	Edwin G. Forsyth
—	Anchorage, Alaska	P. O. Box 719	Jack H. White
—	San Juan, P. R. (Pt. Maldonado)	P. O. Box 2987	Irl D. Ball

1926 1948

PAUL GODLEY CO.

Consulting Radio Engineers

LABORATORIES: GREAT NOTCH, N. J.
LITTLE FALLS 4-1000

GEORGE C. DAVIS

Consulting Radio Engineer



Complete Consulting and Field Engineering Services



Engineers

Kendrick H. Lippitt Julius Cohen Joe W. Collier

Albrecht P. Barsis Ralph Dippell Alfred F. Barghausen, Jr.

501-514 Munsey Building Washington 4, D. C. DIstrict 8456-7

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
H. W. Acton Co. Inc.	New York 1	370 Seventh Ave	Longacre 5-4884	H. Bengeyfeld	Transcription needles, playback and cutting needles
Advance Recording Products Co.	Long Island City 1 N. Y.	36-12 34 St.	Stillwell 4-7837	I. H. Goldman	Recording blanks.
Aerovox Corp.	New Bedford, Mass. New York Chicago Los Angeles	740 Belleville Ave. 347 Fifth Ave. 9 S. Clinton St. 1147 S. Broadway	New Bedford 68221 Lexington 2-2184 Central 1894 Prospect 2105	Charles Golenpaul J. A. Simberkoff F. Ellinger W. C. Hitt	Capacitors—resistors for FM, TV & facsimile
Airdesign Inc.	Upper Darby, Pa.	241 Fairfield Ave.	Boulevard 0268	L. E. Pamphilon	Transformers, amplifiers for FM, TV and facsimile
Alden Products Co.	Brockton 64, Mass.	117 N. Main St.	Brockton 160	E. D. Cross	Facsimile—Terminal equipment 4", 6", 8" and 18" recorders. Special recorders—special purpose scanners, recording amplifiers, tuning fork controlled oscillators, subcarrier generators, modulators, power supplies, exciter lamp-photocell assemblies
Allied Record Mfg. Co. Inc.	Los Angeles 5	1041 N. Las Palmas	Hollywood 5107	D. K. Broadhead	Transcriptions and 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 38, Calif. New York 19	1161 N. Vine St. 250 W. 57 St.	Hillside 1121 Columbus 5-3255	A. A. Ward H. S. Morris	Speaker systems, audio amplifiers, transformers. For FM: Same
American Transformer Co.	Newark 5, N. J.	178 Emmet St.	Bigelow 3-4444	F. K. Hankinson	Audio, plate and filament transformers, reactors—wave filters—voltage regulators
Amperex Electronic Corp.	Brooklyn 1, N. Y.	25 Washington St.	Main 5-2050	Sam Norris	Transmitting and rectifying tubes
Amperite Co. Inc.	New York 12	561 Broadway	Canal 6-1446	S. Ruttenberg	Microphones, stands, boom stands. For FM: Same
Andrew Corp.	Chicago 19 New York 1	363 E. 75 St. New Yorker Hotel	Triangle 4400 Medallion 3-1000	C. Russell Cox R. P. Lamons	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. For FM: Coaxial transmission line and accessories; folded quadrupole antenna; dry air pumps. For TV: Same plus receiving antenna
Arcturus Engineering Corp.	Los Angeles 26	1755 Glendale Blvd.	Normandy 2-6269	H. D. Hunter	Recording lathe and equipment
The Astatic Corp.	Conneaut, Ohio	Harbor & Jackson Sts.	12-656	R. T. Schottenberg	Microphones, phonograph pickups, phonograph pickup cartridges, desk stands, recording heads and accessories
Audio Devices Inc.	New York 22	444 Madison Ave.	Plaza 3-0973	William C. Speed	Recording discs, recording and playback points for AM and FM
Blaw-Knox Division (Blaw-Knox Co.)	Blawnox, Pa. Birmingham 3, Ala. Chicago 3 New York 17 Philadelphia 3	Brown-Marx Bldg. Peoples Gas Bldg. 342 Madison Ave. 1617 Pennsylvania Blvd.	Sterling 2700 3-4931 Harrison 7633 Vanderbilt 6-0661 Rittenhouse 6-1681	E. J. Staubitz William E. Balliet J. C. McQuide T. M. Avery W. F. Simmons	Antenna. For FM, TV & facsimile: Same
Bliley Electric Co.	Washington 4, D. C.	Munsey Bldg.	Republic 3142	J. N. Critchlow	
Bliley Electric Co.	Erie, Penna.	Union Station Bldg.	26-857	G. E. Wright	Quartz crystals, holders and ovens. For FM, TV and Facsimile: Same
The Brush Development Co.	Cleveland 4	3405 Perkins Ave.	Endicott 3315	Blair Foulds	Magnetic recorders
Burgess Battery Co.	Freeport, Ill. New York Chicago Boston Los Angeles San Francisco	Foot of Exchange St. 76 9th Ave. 180 N. Wabash 8 Beacon St. 1150 W. Olympic Blvd. 383 Brannan St.	Main 3300 Chelsea 2-2270 Randolph 3647 Capitol 0389 Prospect 9516 Douglas 8530	J. Pero H. Chabot R. Mosher E. C. Nickerson V. T. Rupp	Dry batteries
William W. L. Burnett Radio Lab.	San Diego 4, Calif.	4814 Idaho St.	Talbot 4943	William W. L. Burnett	Piezo electric crystal holders, temperature controlled oven and constant frequency controlling equipment, frequency measuring service
Canadian Marconi Co.	Montreal, Que. Vancouver, B. C. Winnipeg, Man. Toronto, Ont. Halifax, N. S. St. Johns, Nfld.	P. O. Box 1690 Place D'Armes 550 Burrard St. 149 Portage Ave., E. 855 Bay St. 578 Barrington St. 3 Prescott St.	Marquette 7081 Marine 0464 9-7255 Midway 976 3-6712 881	M. M. Elliott L. S. Hawkins W. F. Souch G. F. Eaton D. J. Murphy W. A. Brown	Transmitters, studio equipment, turntables, remote control equipment, transmitting and receiving tubes. For FM: Turnstile antennae
Centralab Division of Globe-Union Inc.	Milwaukee 1 Chicago 6 San Francisco 3 New York 18 Los Angeles 5	900 E. Keefe Ave. 9 S. Clinton St. 1280 Mission St. 67 W. 44 St. 3832 Wilshire Blvd.	Edgewood 9200 Central 1894 Underhill 6374 Murray Hill 2-3683 Drexel 3329	William S. Parsons Fred R. Ellinger O. A. Huber Wesley W. S. Scharp Carl A. Stone	Variable resistors, switches, ceramic capacitors, ceramic trimmers, steatite, printed electronic circuits. For FM, TV & facsimile: Same
Chatham Electronics Corp.	Newark 2, N. J.	475 Washington St.	Market 2-1892	W. L. Meier	Rectifier tubes. For TV: Test equipment
Claroostat Mfg. Co. Inc.	Brooklyn 11, N. Y.	285-7 N. 6 St.	Evergreen 8-6770	Victor Mucher	Electronic equipment for sound system controls. For FM and TV: Same
Classophone Inc.	Long Island City 5, N. Y.	36 St. & 19th Ave.	Ravenswood 8-5900. 5943	Augusta S. Spector	Record containers
Collins Radio Company	Cedar Rapids, Iowa New York 18 Los Angeles 13	855 35 St., N. E. 11 W. 42 St. 458 S. Spring St.	30281 Lackawanna 4-0229 Madison 6-2251	R. B. Rennaker W. J. Barkley C. W. Service	Complete stations—AM: 250 watt, 1, 5, 10 and 50 kw transmitters. For FM: 250 watt, 1, 3, 10, 25 and 50 transmitters, antenna, speech equipment and accessory equipment.

(Continued)

**SATISFACTION
IS THE KEY TO
LINGO'S PROGRESS**

**"... AND THAT, GENTLEMEN, PUTS YOU IN A CLASS
BY YOURSELVES!"**

"... in our dealings you have done what you said you were going to do—when you said you were going to do it—at the price originally stated..."

—JAMES L. HOWE, *President & Manager*
Station WCTC, New Brunswick, N. J.

**"... THANKS AGAIN FOR YOUR 'ON SCHEDULE'
SERVICE"**

"... I want to tell you that it's a swell job. It was a pleasure working with your crew."

—PAUL M. BREINING, *Manager*
Station WBPZ, Lock Haven, Pa.

"... THE BEST RADIATOR ON THE MARKET!"

"The vertical tower is very satisfactory... extremely pleased not only with the tower but also with the erection of it."

—Station WAGM, *Presque Isle, Maine*

"... THE 7TH WONDER OF FLORIDA RADIO-LAND!"

"... you did a wonderful and speedy job here—we appreciate your promptness in construction and workmanlike manner in handling all details."

—HOUSTON COX, JR., *President & Manager*
Station WCLE, Clearwater, Florida

"... NO TROUBLE ON OUR TWO LINGO TOWERS!"

"The (Lingo) towers have stayed up when every tower in Kansas City has gone down in our high, gusty winds... am sure you will be very pleased if you buy Lingo."

—K. G. MARQUARDT, *Chief Engineer*
Station WIBW, Topeka, Kansas

"... I FIND YOUR RADIATOR VERY EFFICIENT."

"... I put in a very fine ground system and this together with your antenna gives us considerable more coverage than engineering indicated we would receive... thank you for the many months of patient cooperation."

—CHAS. P. BLACKLEY, *General Manager*
Station WTON, Staunton, Va.

"... ON THE AIR—IN TIME!"

"... after 6 weeks of operation, we are more than satisfied with Lingo performance. Thanks for really splendid cooperation—without your help, it would have been impossible to get on the air—in time."

—RICHARD K. BLACKBURN, *General Manager*
Station WTHH, Hartford, Conn.

**For Peak Efficiency Rely
On Lingo's 6 "Exclusives":**

1. Moderate initial cost
2. Optimum performance
3. Low maintenance cost
4. 5 years insurance
5. 50 years experience
6. Single responsibility

Get Free Engineering Help: Write today for advice on such pertinent problems as proper radiator height, ground systems, etc. In writing, indicate location, power and frequency proposed.



LINGO
Vertical Tubular Steel
RADIATORS

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

(Continued)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Commercial Radio Equipment Co.	Kansas City 2, Mo. Washington 4, D. C.	34 & Broadway 1319 F St., N. W.	Logan 8821 District 1319	R. F. Wolfskill Everett L. Dillard	For AM, FM, TV and facsimile: Crystals
Commercial Radio-Sound Corp.	New York 22 Albany 7, N. Y.	570 Lexington Ave. 50 State St.	Volunteer 5-1700 Albany 3-4179	A. W. Schneider H. E. Weaver	Sound effects machines, speech input, rack and console wiring, audition equipment jack cleaning tool
Continental Electronics Mfg. Co.	Dallas 1	1728 Wood St.	Riverside 3611	James O. Weldon	Directional antenna phasing and coupling equipment, component inductors, meter switch assemblies, tower lighting chokes and associated equipment
Cornish Wire Co. Inc.	New York 7	15 Park Row	Cortlandt 7-2525	W. F. Osler, Jr.	Radio and electrical wires and cables; fixture cords and cord sets. For FM & TV Same
Cyl-Ray Antenna Corp.	Portland 11	6100 N. E. Columbia Blvd.	Trinity 7303	C. H. Fisher	FM antennae, installation coaxial lines
The Daven Company	Newark 4, N. J.	191 Central Ave.	Mitchell 2-6555	Lewis Newman	COMPONENTS: Variable fixed and tone compensating attenuators, attenuators with built-in cueing feature, single and dual potentiometers, multipliers, faders, step-type rheostats, special step-type rotary switches super precision wire-wound resistors, hermetically-sealed resistors. TEST SETS: Transmission measuring sets (rack type and portable), 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.	Clifton, N. J.	42 Harding Ave.	Sherwood 2-7400	Herbert E. Taylor, Jr.	Cathode ray tubes, oscillographs, test equipment, receiving and transmitting equipment For television: Transmitters, studio equipment, remote field equipment, monitoring equipment, test equipment
Eastern Mike-Stand Co.	Brooklyn 12, N. Y.	56 Christopher Ave.	Dickens 2-3538	S. Sherman	Microphone stands
Eldson Electronic Co.	Temple, Texas	1802 N. Third St.	3901	Merrill Eldson	Quartz crystals, frequency measurements. For FM: Quartz crystal units
Eitel-McCullough Inc.	San Bruno, Calif. New York 7 Boston 8 Chicago 5 Dallas 1 Los Angeles 15 Kansas City 6, Mo.	220 Broadway 11 Beacon St. 600 S. Michigan Ave. Irwin-Keasler Bldg. 1406 S. Grand Ave. Waltower Bldg.	4000 Cortland 7-0011 Capitol 0050 S. Shore 1717 Central 5764 Richmond 6191 Highland 8959	O. H. Brown Adolph Schwartz Tim Coakley Royal Higgins M. B. Patterson Herb Becker Clyde H. Schryver	Transmitting type vacuum tubes and vacuum capacitors. For FM, TV, and facsimile: Same

(Continued)

**For Years, the Favorite
from Coast to Coast...**

George A. Starbird **MICROPHONE BOOMS & STANDS**

Here's why Starbird Microphone Booms and Stands are used in nearly every leading broadcast station in the country—

- Designed to provide almost any microphone arrangement. "Spot your mike" where you want it; save valuable set-up time.
- Rubber tired, 3-inch, double ball bearing casters provide smooth silent change of location.
- Equipped with adapters to fit all standard microphones.
- Balancing counterweight prevents tipping under various loads—plus heavy cast iron base to insure steadiness.

Write for Descriptive Literature

MELETRON CORPORATION

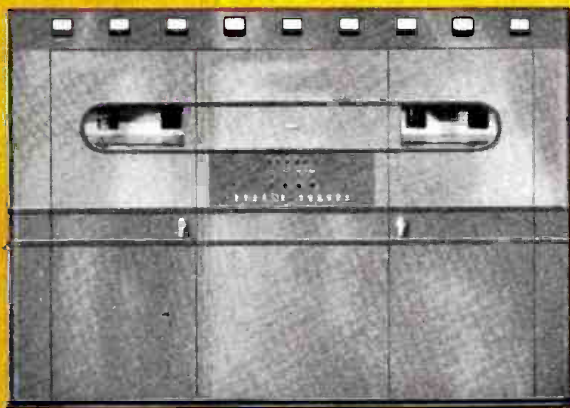
950 North Highland Avenue, Los Angeles 38, California

MANUFACTURERS OF GEORGE A. STARBIRD EQUIPMENT



TO THE **BROADCASTING EXECUTIVE**
THAT APPRECIATES A GOOD STATION

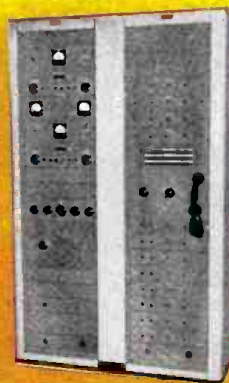
**GET THE BEST—
 YOU'LL BE RIGHT—
 AND SURE!**



Compare any equipment,—the parts, workmanship, style, operation — with Gates, and you get one definite answer,—Gates leads in all of them. This is evident from the choice made by hundreds of stations that want the best,—in engineering, operation and service.

Service — whether it's maintenance, quick shipments or a genuine interest in you and your station, you can get it here,—Gates has been serving broadcasters over a quarter century and you receive more now in honest-to-goodness values than ever before — at Gates.

Compare before you buy,—you'll find the best equipment by Gates.



BRANCHES—
 Eastern Sales Office: 13th & E St.,
 N. W., Washington, D. C.
 Western Sales Office: 1350 N. High-
 land Ave., Hollywood 28
 Canadian Sales: Canadian Marconi
 Co., Montreal
 International distribution overseas by Westinghouse
 Electric International Co., 40 Wall St. New York 5

GATES RADIO COMPANY
 QUINCY, ILLINOIS, U. S. A.

1922-1947 OUR TWENTY-FIFTH ANNIVERSARY YEAR


DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

(Continued)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Electronic Service Co.	Louisville 2, Ky. Omaha	1008 S. 55 St.	Clay 4811 Glendale 6346	S. A. Cisler Howard A. Shuman	Transmitters, speech equipment, towers, accessories, coaxial transmission lines
Electro-Voice Inc.	Buchanan, Mich.		1000	Webster F. Soules	For AM, FM, TV & facsimile: Microphones and accessories
Fairchild Camera & Instrument Corp.	Jamaica 1, N. Y.	88-06 Van Wyck Blvd.	6-3800	C. V. Kettering	Sound recorders, cutterheads, transcript tables, dynamic pickups, untized amplifier systems. For FM: Same. For TV: Di recorders, transcription tables. For facsimile: Disc recorder
Federal Telephone and Radio Corp.	Clifton, N. J. Washington, D. C. Chicago	100 Kingsland Rd. 8 DuPont Circle 343 N. Michigan Ave.	Nutley 2-3600 Michigan 0622 Central 6900	A. W. Rhinow E. J. Girard Harold KaDell	Complete broadcast systems for AM: transmitters, transmitting and rectifying tubes, cables, field intensity meters, antenna crystals, microphones, consoles and associated apparatus. For FM: Same, all square-loop antennas. For TV: Transmitter for color and high definition black and white, studio equipment, high-gain antenna permitted by the use of higher carrier frequencies, tubes, cables, selenium rectifier radio transformers
Ferranti Electric Inc.	New York 20	30 Rockefeller Plaza	Circle 7-0912	W. R. Spittal	Transformers, chokes, filters, assemblies. For FM & TV: Same
Finch Telecommunications Inc.	New York 16	10 E. 40 St.	Murray Hill 5-7976	A. J. Eaves	FM: Antennas. For facsimile: Broadcast scanner, consoles (transmitter input equipment combination radio receiver-recorder or home recorder)
Gates Radio Company	Quincy, Ill. Washington 4, D. C. Hollywood 28, Calif.	123 Hampshire St. Warner Bldg. 1350 N. Highland Ave.	522 Metropolitan 0522 Hollywood 7757	F. J. Pippenger O. J. McReynolds	Transmitters, speech equipment, turntable recording equipment, microphones, allied equipment
General Electric Company	Syracuse, N. Y. Boston New York 22 Philadelphia Atlanta Cleveland Chicago 54 Kansas City 6, Mo. Dallas San Francisco	Electronics Park 149 Federal St. 570 Lexington Ave. 14 S Locust St. 187 Spring St., N. W. Williamson Bldg. Merchandise Mart 106 W. 14 St. 1891 N. Lamar St. 235 Montgomery St.	6-4411 Hubbard 1800 Wickersham 2-1311 Pennypacker 5-9000 Walnut 9767 Superior 6822 Whitehall 3915 Victor 9745 Riverside 9121 Douglas 3740	P. G. Caldwell R. L. Hanks H. J. Mandernack T. B. Jacobs T. B. Willard R. P. VanZile G. S. Peterson R. J. Meigs W. M. Skillman W. M. Boland	Frequency monitors; station link equipment; speech input equipment; audio meters; test equipment; transmitting tubes; antenna; law frequency converters; AM transmitter; frequency oscillators; audio amplifiers; coriollettes; cabinet racks; pickups; microphones. For FM: Broadcast monitors; receivers; transmitters. For TV: Receiver; studio cameras; master monitors. For facsimile: Receivers; transmitters

(Continued)

AMPERITE MICROPHONES



The ultimate in microphone quality, the new Amperite Velocity has proven in actual practice to give the highest type of reproduction in Broadcasting, Recording, and Public Address.

The major disadvantage of pre-war velocities has been eliminated—namely "boominess" on close talking.

- Shout right into the new Amperite Velocity—or stand 2 feet away—the quality of reproduction is always excellent.
- Harmonic distortion is less than 1%. (Note: best studio diaphragm mike is 500% higher.)
- Practically no angle discrimination... 120° front and back. (Best studio diaphragm microphones—discrimination 800% higher.)
- One Amperite Velocity Microphone will pick up an entire symphony orchestra.


There is an Amperite Microphone for every requirement.

WRITE FOR ILLUSTRATED 4-PAGE FOLDER giving full information and prices.

P. G. Dynamic Models R80H, R80L List \$80.00

P. G. Dynamic Models PGH, PGL List \$32.00

Address inquiry attention Dept. C



Velocity Microphones for Public Address Models RBHG, RBLG List \$42.00

"Kontak" Mikes Model SKH, list \$12.00 Model KKH, list \$18.00 In Canada: Atlas Radio Corp. 560 King St. W., Toronto, Ont.

AMPERITE Company

561 BROADWAY NEW YORK

ADD REALISM TO RECORDED MUSIC

The *Dynamic Noise Suppressor—in use by leading stations and networks throughout the United States and Canada on recorded and disc-jockey programs—adds realism to recorded music.

Made only by Hermon Hosmer Scott, Inc., the *Dynamic Noise Suppressor is the only noise suppressor used by leading broadcast stations. It actually safeguards the quality of recorded musical programs... brings to the radio audience the richness of live music. It is especially valuable where shellac records are used on AM stations... a necessity where they are used on FM stations.

In addition to manufacturing the *Dynamic Noise Suppressor, Hermon Hosmer Scott, Inc., provides complete service facilities.

A special model of the *Dynamic Noise Suppressor is a feature of the three highest-grade radio-phonographs for the home—the Scott, the Fisher and the Goodell!

ENGINEERING REPRESENTATIVES

Chicago: 1024 Superior Street, Oak Park, Illinois
Phone: Village 9245

Hollywood: 623 Guaranty Building, Hollywood 28, California
Phone: Hollywood 5111

* Licensed under Hermon Hosmer Scott patents pending



HERMON HOSMER SCOTT, INC.

"PACKAGED ENGINEERING"

385 PUTNAM AVE · CAMBRIDGE 39, MASS.

BROADCASTING • Telecasting



There Is An Audiodisc And An Audiopoint For Every Recording Need

AUDIODISCS have all of the features essential to high fidelity recording. A superior lacquer is applied by a unique process that gives a flawless surface. In cutting, the thread throws well and there is no static. In playback, whether at once or in the future, there is low surface noise. Their playback life is unequalled. There are five types of **AUDIODISCS**:

RED LABEL tops all accepted quality standards for professional use. Double-sided in 6½", 8", 10", 12" and 16" diameters.

SINGLE FACE RED LABEL brings new economy to applications requiring but one side. 12" and 16" diameters.

YELLOW LABEL double-sided discs are of high uniform quality and the popular choice for all general purpose recording. Sizes same as Red Label.

REFERENCE permits extreme economy in test-cuts, filing and reference recordings. Double-sided in 10", 12" and 16" diameters.

MASTERS give fine results with either the gold sputtering or silvering process. The outstanding choice where pressings are to be made. Double or single face in 12", 13¼" and 17¼" diameters.

BLUE LABEL are low cost double-sided discs with the same recording lacquer as professional Audiodiscs, but on thinner aluminum base, 6½", 8", 10".

ALL **AUDIODISCS** are manufactured on aluminum base.

AUDIODISCS are manufactured in the U. S. A. under exclusive license from PYRAL, S. A. R. L., Paris
AUDIO DEVICES, INC., 444 MADISON AVE., N. Y. C.
 EXPORT DEPT: ROCKE INTERNATIONAL, 13 East 40th Street, New York 16, N. Y.



AUDIOPOINTS, made by skilled craftsmen, are the finest recording and playback styli obtainable. There are four types of recording and four types of playback **AUDIOPOINTS**.

RECORDING AUDIOPOINTS
SAPPHIRE No. 14, for professionals, designed to give proper thread throw. Dural shank. No finer made.
SAPPHIRE No. 202, a less expensive but fine recording point for use by those not requiring the super quality of No. 14 Sapphire. Brass shank.
STELLITE No. 34, professional type. Cuts quiet, shiny grooves for several hours. Brass shank.
DIAMOND LAPPED STEEL No. 50, cuts a fine, quiet groove. Each gives from 15 to 30 minutes actual recording time.

PLAYBACK AUDIOPOINTS
SAPPHIRE No. 113, finest obtainable. Complete fidelity and minimum disc wear. For original recordings and vinylite transcriptions.
"RED CIRCLE" **SAPPHIRE** No. 103, straight dural shank. One of the best playback points obtainable. For use on original recordings, transcriptions and phonograph records.
"RED CIRCLE" **SAPPHIRE** No. 303, bent dural shank. One of the best playback points obtainable. Particularly useful in heavy pickups for original recordings. The ideal phonograph needle.

STRAIGHT SHANK STEEL No. 151. The most practical point for general use. Each point has passed a shadowgraphed test.

Our Resharpener Service gives real economy in the use of **AUDIOPOINTS** Nos. 14, 202, 34, 113, 103 and 303.



* Reg. U. S. Pat. Off.



they speak for themselves **audiodiscs***

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

(Continued)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
General Radio Company	Cambridge 39, Mass.	275 Massachusetts Ave.	Trowbridge 4400	M. T. Smith	Test equipment, frequency and modulation monitors, distortion meters, vacuum-tube voltmeters, audio-frequency oscillators, R bridges, sound measuring equipment, variometers, distortion meters. For TV & facsimile Same except modulation monitors
	Los Angeles 38	950 N. Highland Ave.	Hollywood 6201	Frederick Ireland	
	Chicago 5 New York 6	920 S. Michigan Ave. 90 West St.	Wabash 3820 Worth 2-5837	Kipling Adams Ivan Easton	
Grady Instrument Co.	Belmont 78, Mass.	689 Belmont St.	Belmont 5005	Ed Grady	FM and TV transmitters, S-T links
Gray Research & Development Co. Inc.	Elmsford, N. Y.		6-9665	Jay H. Quinn	Recording and transcription equipment, playback arms, equalizers.
Graybar Electric Co. Inc.	New York 17	420 Lexington Ave.	Mohawk 4-4000	J. W. LaMarque	AM and FM transmitters, antenna tower speech input equipment, microphones, tubefrequency monitors, amplifiers, rectifier meters, resistances, condensers, transformers, motor generators, emergency power plants and associated apparatus; antenna control equipment, phase monitors, public utility radio equipment, transmission line equipment, loudspeakers, turntables
	Atlanta 1	167 Walton St., N.W.	Cypress 1751	E. W. Stone	
	Boston 16	287 Columbus Ave.	Kenmore 4567	J. P. Lynch	
	Chicago 7	350 W. Jackson Blvd.	Webster 2800	E. H. Taylor	
	Cincinnati 12	310 Elm St.	Main 0600	J. R. Thompson	
	Cleveland 14	1010 Rockwell Ave.	Cherry 1360	W. S. Rockwell	
	Dallas 2	400 S. Austin St.	Central 6454	C. C. Ross	
	Detroit 1	55 W. Canfield Ave.	Temple 1-5500	P. L. Gundy	
	Jacksonville 1, Fla.	12th & Main Sts.	5-6785	W. C. Winfree	
	Kansas City 8, Mo.	1644 Baltimore Ave.	Grand 0324	R. B. Uhrig	
	Los Angeles 12	201 Santa Fe Ave.	Trinity 3321	R. B. Thompson	
	Minneapolis 15	324 S. Fourth St.	Geneva 1621	W. G. Pree	
	New York 14	180 Varick St.	Walker 5-8000	F. C. Sweeney	
	Philadelphia 7	910 Cherry St.	Walnut 2-5405	G. I. Jones	
	Pittsburgh 22	37 Water St.	Court 4000	R. F. Grossett	
Richmond 19, Va.	6th & Cary Sts.	2-3833	E. C. Toms		
San Francisco 1	9th & Howard Sts.	Market 5131	B. R. Cole		
Seattle 4	King & Occidental Sts.	Main 4635	D. I. Craig		
St. Louis 3	2642 Washington Ave.	Newstead 4700	J. P. Lenkerd		
Washington, D. C.	1329 E St., N. W.	Executive 0022	L. H. Whitten		
The Hallicrafters Co.	Chicago 24	4401 W. Fifth Ave.	Van Buren 6300	R. J. Sherwood	Communication receivers, monitoring equipment. For FM: FX43, FX 42, S-47. For T Home receivers, console models
Hammarlund Mfg. Co. Inc	New York 1	460 W. 34 St.	Longacre 5-1300	W. E. Darden	Communications receivers and variable condensers
Hardwick, Hindie Inc.	Newark 5, N. J.	40 Hermon St.	Market 2-8200	T. B. Ure	Resistors and rheostats
Harvey Radio Co. Inc.	New York 18	103 W. 43 St.	Longacre 3-1800	Harvey Sampson	Amplifiers, microphones, disc and wire recorders, associated electronic equipment

(Continued)

AHEAD OF THE PARADE

Featuring a New

**FM Antenna Maintenance
Coaxial Transmission Cable Service**



RADIO AND TELEVISION MAINTENANCE CORP.

**315 Transfer
Building**

**Phones: A-1301
A-3215**

FORT WAYNE, INDIANA

Complete Tower Service

**Erection
Inspection
Painting
Tightening
Bolts**

**Repairing
Guy Wires
Replacement
Obstructional
Equipment**



CALIFONE

**New Low-Cost Professional
Portable Transcription Playback
Gives You Excellent Fidelity
and 10 Pound Portability.**

Radio stations, representatives and advertising agencies find the Califone Portable Transcription Player indispensable for auditioning programs and soliciting new accounts. Its fidelity is excellent and it is easier to carry than a portable typewriter.

Compare these 12 Features:

- Excellent professional fidelity.
- Less than 10 lbs. weight—easy to carry.
- Plays up to 1 7/8" transcriptions and standard records.
- Plays 33 1/2 RPM and 78 RPM.
- Finest quality transcription crystal pickup—Astatic "400 Master."
- 3/4 ounce needle pressure—replaceable, permanent needle—no needle noise—Balanced pick-up arm.
- Wide range amplifier.
- Variable Tone Control.
- Wow-free turntable—completely silent.
- Sturdy, handsome construction.
- Guaranteed 90 days—against defects in materials or workmanship—factory service available thereafter.



MODEL 6-A
• Low-Cost

\$41²⁵

NET
F.O.B. FACTORY
To Radio Stations, Advertising Agencies and Recording Studios.

LIST PRICE—\$54.95
Order yours today.

More than 250 Radio Stations now use Califone.

THE CALIFONE CORPORATION
4335 West 147th Street • Lawndale, California

'Personal Appearance'—on wax!

Fairchild Sound Equipment brings to you the 'alive' reproduction that makes every recording virtually a personal appearance. The unexcelled performance of Fairchild equipment results directly from the complete integration of electronic and mechanical features at every stage of design and production. For complete information write . . . Fairchild Camera and Instrument Corp., 88-06 Van Wyck Boulevard, Jamaica 1, N. Y.

FAIRCHILD'S UNIT 523 STUDIO RECORDER so faithfully duplicates the original sound that even trained ears have difficulty in distinguishing the playback from the original 'live' performance. Designed in close collaboration with broadcast and recording engineers, it meets and exceeds exacting professional requirements for lateral recording on acetate or wax masters up to 18" in diameter at 33.3 and 78 rpm. It will approximate the wide dynamic range of a full symphony orchestra—with amazing freedom from distortion. Further, its low noise level, and synchronous, positive drive permits its use in the professional movie studio and for the exacting requirements of recording facsimile and wire photos for printing or re-transmission purposes. Fairchild's UNIT 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.

UNIT 524 TRANSCRIPTION TURNTABLE. FM performance puts a premium on precision-built sound equipment that has been engineered for wide dynamic range, minimum distortion content and wide frequency range. Why? Because disc recording has attained a fidelity that is uncanny. It must keep the record 'alive!' Fairchild has anticipated the needs of FM with the UNIT 524 Transcription Turntable. It is completely new. It offers 'WOW'-free performance without turntable noise, rumble or vibration for either FM or AM broadcasts; for dubbing from disc to disc, or to film; and for laboratory uses where extraneous noise and distortion cannot be tolerated.

UNIT 541 MAGNETIC CUTTERHEAD was designed around advanced engineering principles and produced by precision methods to meet the exacting requirements of both AM and FM broadcasting and professional recording. This cutterhead will put onto the record the greatest undistorted volume over the widest frequency range. Being exceptionally free from harmonic distortion, clean cut recordings may be made at a level to give the highest signal-to-noise ratio. Exclusive features include an unusual damping device, adjustments for aligning the armature without disassembling the cutterhead and a viewing 'window' for checking the armature alignment.

UNIT 539 CABINET MODEL RECORDER, with its cast panel and motor mount, provides unusual stability and dependability for a medium priced recorder. It is available both in console mounting, and in a sturdy carrying case for portable use. 'WOW'-free performance is assured by the famed Fairchild drive. Quiet operation is obtained by floating the entire motor assembly below the recorder panel. Recording time is accurate to a split-second. 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. The 78 rpm speed is obtained by a precision friction-ball-race step up. Fairchild's precision-built carriage mechanism and lathe produce uniformly cut grooves. Calibrated scales show minutes of recording completed; minutes remaining for selected pitches.

UNIT 542-MI LATERAL DYNAMIC PICKUP meets the most exacting requirements, of both AM and FM broadcasting and other specialized uses, for reproducing all of the quality and natural beauty of recorded music or speech with full naturalness. Special mounting of a 3-ounce cartridge provides a 25 gram 'floating' stylus pressure. Other advanced design features maintain a uniform stylus pressure even under unfavorable playing conditions . . . hold distortion and record wear to a minimum by reducing lateral drag . . . and eliminate tone arm inertia in the vertical plane — another cause of difficulty when playing warped records or playing on uneven turntables.

The **FAIRCHILD UNITIZED AMPLIFIER SYSTEM** is designed to permit assembly of more than 30 different combinations to meet the varied requirements of the recording industry, from the simplest portable set to the most extensive multiple channel installation. The unitized system includes the UNIT 620 Power Amplifier, UNIT 621 Microphone Preamplifier, UNIT 622 Pickup Preamplifier, UNIT 623 Line Amplifier, UNIT 624 Output Switch Panel, UNIT 625 Input Switch Panel, UNIT 626 NAB Equalizer, UNIT 627 Variable Equalizer, UNIT 628 Diameter Equalizer, UNIT 629 Mixer, UNIT 630 V I Panel, UNIT 631 Bridging Device and UNIT 632 Auxiliary Power Supply. One of the many fine features of the Fairchild Unitized System is its complete flexibility. Any basic combination can be expanded to include additional preamplifiers, mixers, bridging devices, V I panels, auxiliary power supplies to meet any recording or special purpose requirement.



Fairchild CAMERA
AND INSTRUMENT CORPORATION



DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

(Continued)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Harvey Radio Laboratories Inc.	Cambridge 38	Mass. 447 Concord Ave.	Trowbridge 2800	Frank Lyman, Jr.	For FM: Receivers, transmitters, STL (Stat Link Transmitter) system and related equipment
Hewlett-Packard Company	Palo Alto, Calif.	395 Page Mill Rd.	2-4651	W. Noel Eldred	Monitors, oscillators, distortion analyzers
Hoke Vertical Radiator Co.	Petersburg, Va.		3348	John J. Hoke	Uniform cross-section guyed radiators. FM: Supporting towers for antennas
The Hunt Corporation	Carlisle, Pa.	133 N. Hanover St.	1486	Lindsay Goeltz	Quartz crystals
Hytron Radio & Electronics Corp.	Salem, Mass. Chicago 39 New York 16	76 Lafayette St. 4000 W. North Ave. 432 Fourth Ave.	Salem 2260 Capitol 6500 Murray Hill 4-4178	John Q. Adams Donald G. Haines Everett B. Boise	Receiving, transmitting and special purp vacuum tubes. Same for FM, TV & f simile
International Derrick & Equipment Co.	Columbus 8, Ohio New York Torrance, Calif. Dallas	875 Michigan Ave. 122 E. 42 St. 2410 Carson St. 1315 Pacific Ave.	University 2123 Murray Hill 3-4838 261 Riverside 1031	J. Roger Hayden F. J. Olson J. D. McEwen C. A. McClelland	Towers. For FM, TV & facsimile: Support towers
International Electronics Corp.	Dallas 1	4145 Commerce	Tremont 7-4323	J. A. Frazier	Studio speech input equipment, remote amplifiers. For FM: Studio control and rem equipment
International Resistance Co.	Philadelphia 8 Cleveland 2 Chicago 6 New York 6 San Francisco 3 Atlanta 3, Ga. St. Louis 3 Los Angeles 5	401 N. Broad St. 11621 Detroit Ave. 308 W. Washington St. 165 Broadway 1234 Folsom St. Whitehead Bldg. 1218 Olive St. 672 S. Lafayette Park Pl.	Walnut 2-2166 Lakewood 8468-69 Franklin 4818 Cortland 7-5020 Main 5878 Central 6300	Harold Beebe Albert M. Baehr S. B. Darmstadter A. H. Hardwick James P. Hermans E. L. Hollingsworth Norman Kathrinus Dave Marshank	Fixed and variable resistors. For FM, TV facsimile: Resistors & potentiometers
Johns-Manville Sales Corp.	New York 16 Boston 10 Cleveland 15 Philadelphia 3 Chicago 54 St. Louis 1 San Francisco 5 Toronto, Ont.	22 E. 40 St. 49 Federal St. 45 Prospect Ave., N. W. 1616 Pa. Blvd. 222 W. North Bank Dr. 1000 Market St. 116 New Montgomery St. 199 Bay St.	Lexington 2-7600 Liberty 4570 Main 5151 Rittenhouse 6-7850 Delaware 1144 Central 3940 Douglas 2-4353 Adelaide 9431	Paul J. Washburn Lonsdale Green, Jr. E. E. Clapsadel S. A. Peterson A. A. Purvis H. O. McElyea L. W. Richardson G. F. Evans	Acoustical equipment and sound control systems. For FM & TV: Same

(Continued on Page 518)

SREPCO Nameplates

Shure 55, 555, 556	WE 633A	RCA 77	RCA 74 B Jr. Velocity	WE 639A
Complete with side plates \$12.00 each	less side plates \$8.50 each	less side plates with side plates \$11.50 each	less side plates with side plates \$10.50 each	complete with side plates \$11.00 each

These attractive plates are made of sturdy, light-weight cast aluminum with letters and borders raised and satin-finished against the baked crackle-enamel background. Black is standard but red, green, blue, gray or goldenrod may be had for 50¢ additional per plate. The maximum number of letters specified with each plate is standard, but most plates will accommodate additional letters.

In addition to the above, we can furnish plates for Western Electric 630A, 618A, RCA Models 44, 44B, 44BX, 50, 88, MI-6203, MI-6206; Turner U95, 99, 999, 211; Amperite PG Series; Electro-Voice 630, 635, 725, 726, 730, 731, V1, V2, V3; Astatic DN, WR20, WR40.

Prices on microphone nameplates include up to 5 letters on top plate, both front and back and on side plates. For each additional letter over 5 add 30¢ for top plate and 30¢ per pair of side plates.

MIKE STAND PLATES

Type 101-S (Illustrated) 2-3/4" x 8-1/4". Equipped with brackets for fastening to stand. Price includes 5 letters. Each **\$3.00**

Type 102-S - same as 101-S but with affiliation letters across top. Each **\$3.50**

AUTO PLATES

Type 1-A - 2-3/4" by 8-1/4". Price includes up to 5 letters. Each **\$2.50**

Type 2-A - 2-3/4" by 8-1/4" with affiliation letters at each end. Price includes up to 10 letters. Each **\$3.00**

WRRF
KRBM

In addition to the plates illustrated in this ad, we supply plates for studio door, wall, panel and desk use and an attractive line of label buttons. **SEND FOR COMPLETE CATALOGUE**

Terms are recorded Broadcast Stations when rated in Dun and Bradstreet or when credit references accompany order. We pay transportation on nameplates and label buttons when order is accompanied with payment in full.

SREPCO

World's largest Distributors of Broadcast Nameplates

STANDARD RADIO & ELECTRONIC PRODUCTS CO.
135 E. Second St. - DAYTON 2, OHIO - Tel. EDison 2174

All prices are net, L.S. Dayton, Ohio.

T
O
W
E
R
S

Complete
FM Television AM
Service

Materials can be Supplied

- foundations (including design)
- erection
- lighting
- painting
- ground system
- inspection
- maintenance

**MANY YEARS
DEPENDABLE
SERVICE**

I
N
S
T
A
L
L
A
T
I
O
N

HARTENSTINE-ZANE COMPANY, INC.

(Charles J. Hartenstine, Gen. Mgr.)

Engineers & Builders

225 Broadway New York 7, N. Y. BArlay 7-8390-1



Truscon Radio Towers SERVE THE WORLD

There are Truscon Radio Towers in almost every state in the Union, and in many countries overseas. To meet varying conditions and requirements in these many installations, Truscon Radio Towers are available in guyed or self-supporting types, either tapered or uniform cross section, and can be built to any height for AM or FM service.

Call in Truscon Engineers during the early stages of your plans for antenna installations. Their experience assures satisfactory, trouble free operation today—tomorrow—

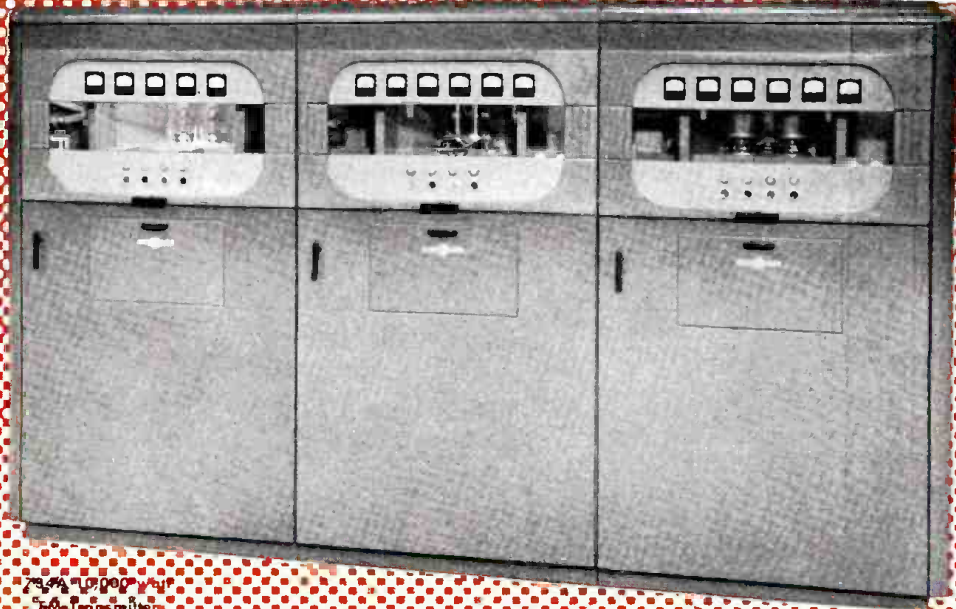
and during the years to come. Truscon can help toward the correct antenna decision—toward orderly and efficient transition to the newest in radio.

Truscon engineering consultation is yours without obligation. Write or phone our home office at Youngstown, Ohio or any of our numerous and conveniently located district sales offices.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

Manufacturers of a Complete Line of
Self-Supporting Radio Towers . . .
Uniform Cross-Section Guyed Radio
Towers . . . Copper Mesh Ground
Screen . . . Steel Building Products.

You'll always be glad



734A 10000 Watt
500 Transmitter

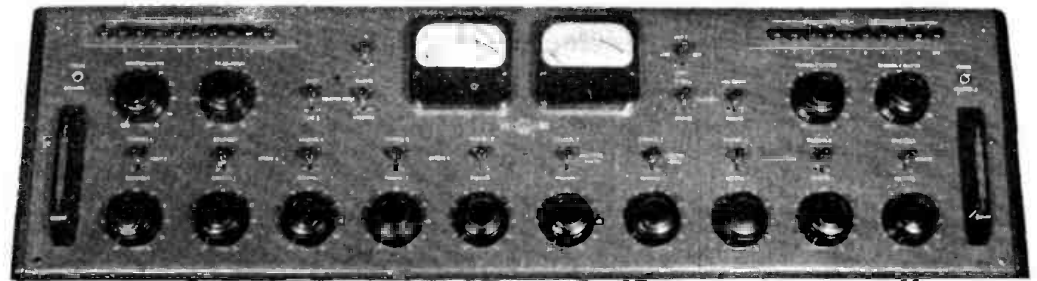
The units shown on these pages are representative of a complete line of Collins transmitters, audio equipment and accessories for AM and FM broadcasting. All are characterized by the engineering competence and manufacturing integrity, maintained through the years, which have won Collins a host of friends among broadcast station owners, managers and engineers.

This equipment features reliability, accessibility, high

fidelity and that smooth efficiency which results from the use of the latest developments in electronic circuits and components.

Consult us about your plans. Our engineers will cooperate in every way, whether you intend to modernize or build from scratch. Take full advantage of Collins quality. You'll always be glad you did.

212A speech
input console



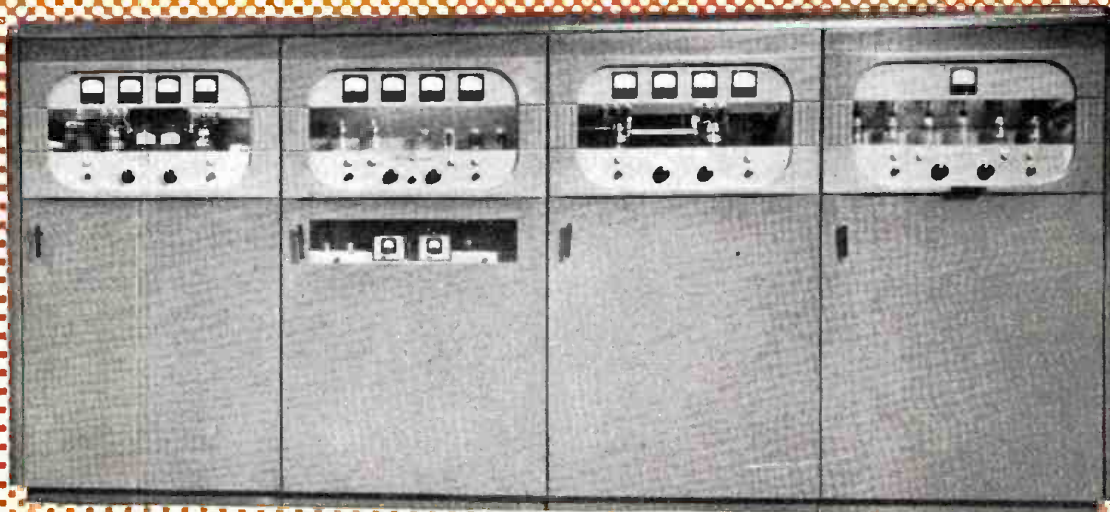
◆ A good book to keep handy!

Write for this new Collins speech equipment and accessories book. In it you will find illustrations and descriptions of preamplifiers, program amplifiers, line amplifiers, monitors, remote amplifiers, limiting amplifiers, consoles, turntables, equalizers, jack

strips, meter panels, attenuators and many other high quality products for your studio, laboratory, and transmitter house.

Also ask us for a bulletin illustrating and describing any of the transmitters listed on these pages.

you bought Collins



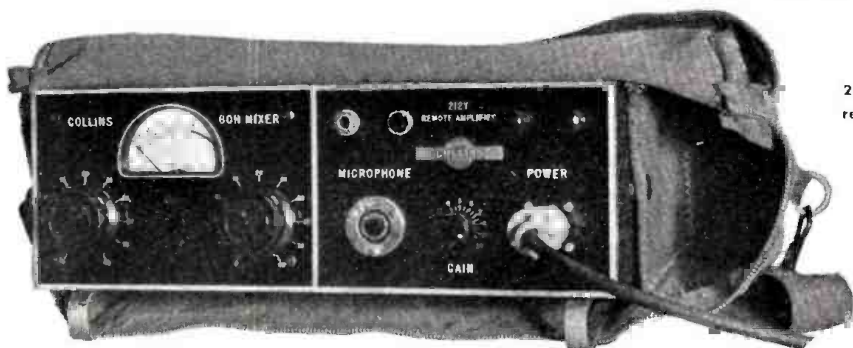
214/218 10,000/5,000
Watt AM Transmitter

AM Transmitters

300G	250/100 watts
20T	1000/500 watts
21A	5000/1000 watts
21L/21B	10,000/5,000 watts

FM Transmitters

731A	250 watts
732A	1000 watts
733A	3000 watts
734A	10,000 watts
735A	25,000 watts
736A	50,000 watts



212U 2-channel remote amplifier (212Y
remote amplifier combined with 60H mixer)

FOR BROADCAST QUALITY, IT'S . . .



COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street, New York 18, N. Y.

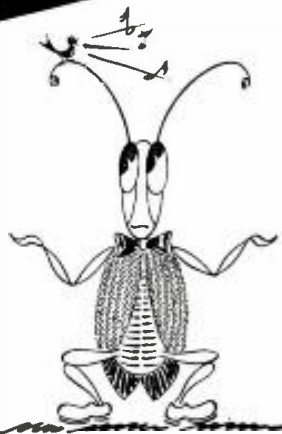
458 South Spring Street, Los Angeles 13, California

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

(Continued from Page 511)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
E. F. Johnson Co.	Waseca, Minn.	206 2nd Ave., S. W.	090	Frank C. Mann	Directional antenna phasing and couplin equipment, tower lighting filters and chokes gas-filled and air condensers, inductors an RF chokes, coaxial lines and open wir transmission line supports, RF contactor and switches, insulators, tube sockets, high frequency antennas, panels, racks and cabinets, For FM: "Iso-Coupler" for feeding FM antennas mounted on an AM tower
Kluge Electronics Inc.	Los Angeles 26	1913 Montrose St.	Fairfax 4587	Myron E. Kluge	For FM: Receivers and converter
The James Knights Co.	Sandwich, Ill. Chicago	175 W. Jackson Blvd.	465 Wabash 2550	Leon A. Faber E. H. Aberdeen	Crystals and frequency test equipment
Langevin Mfg. Corp	New York 23	37 W. 65 St.	Endicott 2-7200	J. Martinez	Broadcast audio facilities including prelm inary, booster, program and monitoring am plifiers, power supplies, console equipmen and program guardian and limiter ampli fier (progar), rack mounting accessories For FM: Same. For TV: Same except console
Lehigh Structural Steel Co.	New York 4	17 Battery Pl.	Whitehall 4-1424	J. F. Neary	Vertical radiators, radio towers, towers fo FM and TV
John E. Lingo & Son Inc.	Camden, N. J.	2814 Buren Ave.	Camden 4-0487	John E. Lingo	Tubular steel vertical radiators; VHF antenna and supporting towers. For FM and TV: Antennas and supporting towers. For facsimile Supporting poles
Fred M. Link	New York 11	125 W. 17 St.	Chelsea 2-1100	D. G. Beachler	Mobile relay pickup equipment, transmitters studio transmitter links
Machlett Laboratories Inc.	Springdale, Conn.	1063 Hope St.	4-5781	H. J. Hoffman	Transmitting, industrial, special purpose anc rectifier tubes
Magnecord Inc.	Chicago 21 Dallas 5 New York Hollywood 46, Calif.	304 W. 63 St. 4433 Stanford St. 95 Christopher St. 7422 Melrose Ave.	Normal 3202 Logan 6-5097 Chelsea 3-0813 Whitney 1147	C. G. Barker Earl W. Lipscomb Harry Miller Norman B. Neely	Magnetic recording equipment. For FM & TV: Same
Maspeth Telephone & Radio Corp.	Brooklyn 1, N. Y.	427 Flatbush Ave. Ext.	Ulster 7-0500-01	Phillip Krieger	Transmitters, receivers, telephone equipment
Meletron Corporation	Los Angeles 38	950 N. Highland Ave.	Hempstead 4841	Geo. A. Starbird	Microphone booms and stand. For FM, TV & facsimile: Same

(Continued)



FM

AM-FM Combinations
Impedance Measurements
Field Intensity

AM

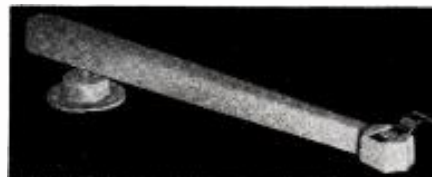
Directional
Antenna Design
Proof of Performance
Special Studies

SPECIALIZING IN ANTENNA PROBLEMS

ROBERT M. SILLIMAN

CONSULTING RADIO ENGINEER
1011 NEW HAMPSHIRE AVE., N. W. WASH. D. C.
REPUBLIC 6646

LIVE PERFORMANCE From Records and Transcriptions



The PICKERING Model 161M Reproducer is used by major recording companies and broadcast stations for the most exacting applications.

In conjunction with the Model 163A Equalizer, this pickup will produce an output signal from good recordings which is indistinguishable from the original. This performance is possible because:

- There is negligible harmonic and intermodulation distortion.
- Frequency response is uniform within 1 DB, 30 cycles—15 KC.
- Diamond stylus and half-ounce pressure insure long life of both stylus and record.
- Five equalizer positions give optimum results on all types of records and transcriptions. A filter for noisy records is included.

The exceptional ruggedness and high output make installation easy and maintenance negligible.

AVAILABLE AT ALL LEADING DISTRIBUTORS

Pickering and Company, Inc.

Oceanside

New York

the **LITTLE**
differences

We know that our brazing techniques are as good as can be . . . but we also know that you can't always be sure of perfect heat conduction through the brazed joints.

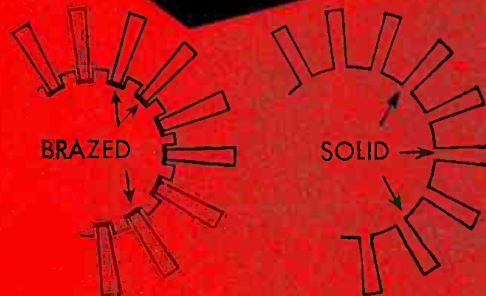
For that reason, we've developed a method of cutting our radiators for the 8002-R out of a solid chunk of metal, giving us a perfect heat conducting path between the core and its fins. This prevents "spot heating" of the tube's copper anode.

It's quite a trick to make these cooling fins so that they radiate equally from the center and do not vary in thickness. But we mastered it!

And we have hundreds of other "little differences" in the design and construction of the many, many types of transmitting, rectifying and special purpose tubes that comprise the extensive Amperex line.

It's these little differences that combine to make the BIG difference when you

re-tube with Amperex



make the
BIG
difference

**AMPEREX
ELECTRONIC
CORPORATION**



25 WASHINGTON STREET, BROOKLYN 1, N. Y.
In Canada and Newfoundland: Rogers Majestic Limited
11-19 Brentcliffe Road, Leaside, Toronto, Ontario, Canada

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

(Continued)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Merit Coil and Transformer Corp.	Chicago 40	4427 N. Clark St.	Longbeach 6311	John I. Crockett	Transformers
Miles Reproducer Co. Inc.	New York 3	812 Broadway	Gramercy 5-9466	J. M. Kuchlik	Recorders
Mirror Record Corp.	New York 10	1133 Broadway	Chelsea 3-2222	P. K. Trautwein	Record blanks, cutting and playback needle
Mycalex Corporation of America	New York 20	30 Rockefeller Plaza	Columbus 5-5989	Jerome Talshoff	Mycalex low-loss, high-frequency insulation
National Union Radio Corp.	Orange, N. J.	350 Scotland Rd.	3-9420	E. J. Magnot	Transmitting and special purpose electron tubes. For TV: Same
North American Philips Co. Inc.	New York 17	100 E. 42 St.	Lexington 2-0900	Wesley L. Wilson	For FM, TV & facsimile: Air trimmers
	Philadelphia 7	Real Estate Trust Bldg.	Pennypacker 5-9765	Dan J. Connor	
Northern Radio Co. Inc.	Chicago 4	20 E. Jackson Blvd.	Webster 3021-2	Arthur J. Ellis	Transmitters. For FM & TV: Same
	Hollywood 28	Guaranty Bldg.	5111	Harold A. Kittleson	
Phonograph Needle Mfg. Co. Inc.	Providence 5	42-46 Dudley St.	Gaspee 5032	J. H. Moody	Swaging, grinding and automatic screw machine products to specifications
R. C. Powell & Co. Inc.	New York 5	57 William St.	Bowling Green 9-6286	R. C. Powell	Magnetic sound recorders and wire
Precision Piezo Service	Baton Rouge 10	427 Mayflower St.	5359	C. E. Pearce	Quartz crystals, holders and ovens
Press Wireless Mfg. Corp.	Hicksville, N. Y.		Fieldstone 7-1617	J. Harvey McCoy	Amplifiers
Presto Recording Corp.	New York 19	242 W. 55 St.	Circle 5-7760	Thomas B. Aldrich	Stationary and portable sound recorders, transcription equipment, associated amplifier equipment, master discs, instantaneous recording discs, recording and reproducing stylus, gear driven turntables and recorders
	Boston	Statler Office Bldg.	Liberty 3789	J. Thacher	
	Chicago	600 S. Michigan Ave.	Harrison 4240	L. W. Beier	
	Cleveland	1836 Euclid Ave.	Main 1565	Ernest P. Scott	
	Dallas	2102 Bryan St.	3-7093	J. Earl Smith	
	Denver	1886 S. Humboldt St.	Spruce 9368	Ronald W. Bowen	
	Detroit	13000 MacKenzie Ave.	University 1-0180	Art Adams	
	Kansas City, Mo.	Reliance Bldg.	Victor 4631	C. E. Terry	
	Los Angeles	7422 Melrose Ave.	Whitney 1147	Norman B. Neely	
	Seattle	104 Battery St.	Seneca 2560	L. D. Marsh	
Silver Spring, Md.	8416 Georgia Ave.	Shepherd 4003	M. F. Taylor		
New York (Export)	25 Warren St.	Barclay 7-5513	Norman Simons		
Clayton, Mo.	139 N. Central Ave.	Delmar 3723	Lee Maynard		
Montreal, Que.	Dominion Sq. Bldg.	Marquette 6368	Walter P. Downs		
Honolulu	1105 Kapiolani Blvd.		Tommy Kearns		
Q R K Electronic Products	Fresno, Calif.	3206 Mono Ave.	50596	Bert Williamson	Transcription-recording turntables. For FM: Same

(Continued)

**WARNER BLDG.,
Washington, D. C.
13th & E Sts., N.W.**



**NATIONAL
6 5 1 3
6 5 1 5**

**A COMPLETE CONSULTING SERVICE
in AM-FM-TV BROADCASTING and COMMUNICATIONS**

**WRITE FOR YOUR FREE COPY "HOW TO APPLY FOR A AM-FM-TV BROADCAST
LICENSE" AND "PUBLIC SERVICE RESPONSIBILITY OF BROADCAST LICENSEES."**



IN BROADCAST TRANSMITTERS . . .

***IT'S THE LITTLE THINGS
THAT COUNT!***

Inspecting the center frequency control chassis while the transmitter is in full operation.

It's the little things in Westinghouse Transmitters that forestall obsolescence and protect your investment . . . the refinements in a sound

design that keep you on the air, that cut your initial installation costs, simplify maintenance and inspection and make it easy to avoid outages.

In the Westinghouse 10 kw FM Transmitter



IT'S DRAWER TYPE CONSTRUCTION



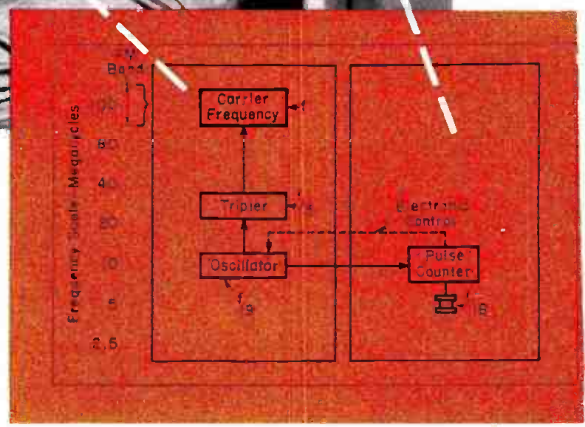
IT'S THE LITTLE THINGS THAT COUNT!

All key circuits.



These are drawer-type chassis (19" rack mounting) that contain all the key circuits to produce FM. One of these chassis generates the FM carrier and adds the audio. It gives a complete signal modulated output at the broadcast frequency . . . ready for the amplifiers. The other chassis contains the "pulse counting*" center frequency control.

**Every Westinghouse FM Transmitter uses this Westinghouse-developed "pulse counting" system, a basic method of measuring frequencies which is becoming available in other types of radio equipment.*



And here's the reasoning behind this exclusive Westinghouse drawer-type design . . .

THE TRANSMITTER WON'T BECOME OBSOLETE

As important FM developments are adopted, they can be included in your Westinghouse Transmitter by a new drawer replacement . . . not a complete transmitter change.

NO CAUSE OF OUTAGES

You don't go off the air while working on one of these units, for you can purchase a standby "drawer" from us. This arrangement eliminates overtime and rush to get the transmitter back on the air on schedule.



MAINTENANCE AND INSPECTION ARE EASIER

Access to these chassis is from the transmitter front. They can be pulled out—drawer fashion . . . and replaced in the same manner, all with minimum effort and loss of time. Plug-in connecting cables, long enough to permit easy inspection without disconnecting the chassis, are furnished with each transmitter.

A COMPLETE PACKAGE

These drawers come to you as completely packaged units all ready to be plugged into your transmitter.

are in just **2** drawers!

Plus...

● EXTRA CONSTRUCTION FEATURES

The entire 10-kw transmitter is contained in only 3 cubicles for quick, easy installation.* (The left-hand, or driver, cubicle is the Westinghouse 3-kw FM Transmitter.)

Aluminum cubicle construction means lighter weight and better shielding.

Lead-sheathed, glass-insulated cable prevents r.f. from being induced into the control circuits . . . no contact burning from r.f.

● AUTOMATIC AMPLIFIER PLATE VOLTAGE REGULATION

● SELF-BALANCING, PUSH-PULL AMPLIFIER
. . . only one control for output load adjustment is necessary.

● EASY TO INSPECT AND MAINTAIN

Because of the complete, easy accessibility of all components in the Westinghouse 10-kw FM Transmitter, periodic inspection and maintenance are both fast and simple. For example . . .

All tubes are accessible from the FRONT of the transmitter.

The centralized control panel drops forward for checking the associated components and wiring. (See picture at right.)

Large windows in the rear, full-length doors permit quick, easy visual inspection. These dust-proof, electrically-interlocked doors open wide for complete access to the interior.

Air filters, 2 blowers and 1 ventilating fan provide cool, clean air for the complete 10-kw transmitter.

For emergency service, there is a staff of completely trained and equipped Westinghouse field service engineers on 24-hour call. At your disposal are 35 repair shops and 17 parts warehouses. These Westinghouse facilities—the most complete in the world—back up the complete Westinghouse line of broadcast station equipment.

AM and FM transmitters

Transmission line and antennae

Control consoles

Transformers, switchgear & controls

Lighting (Tower and Building)

Air conditioning equipment (Precipitron)

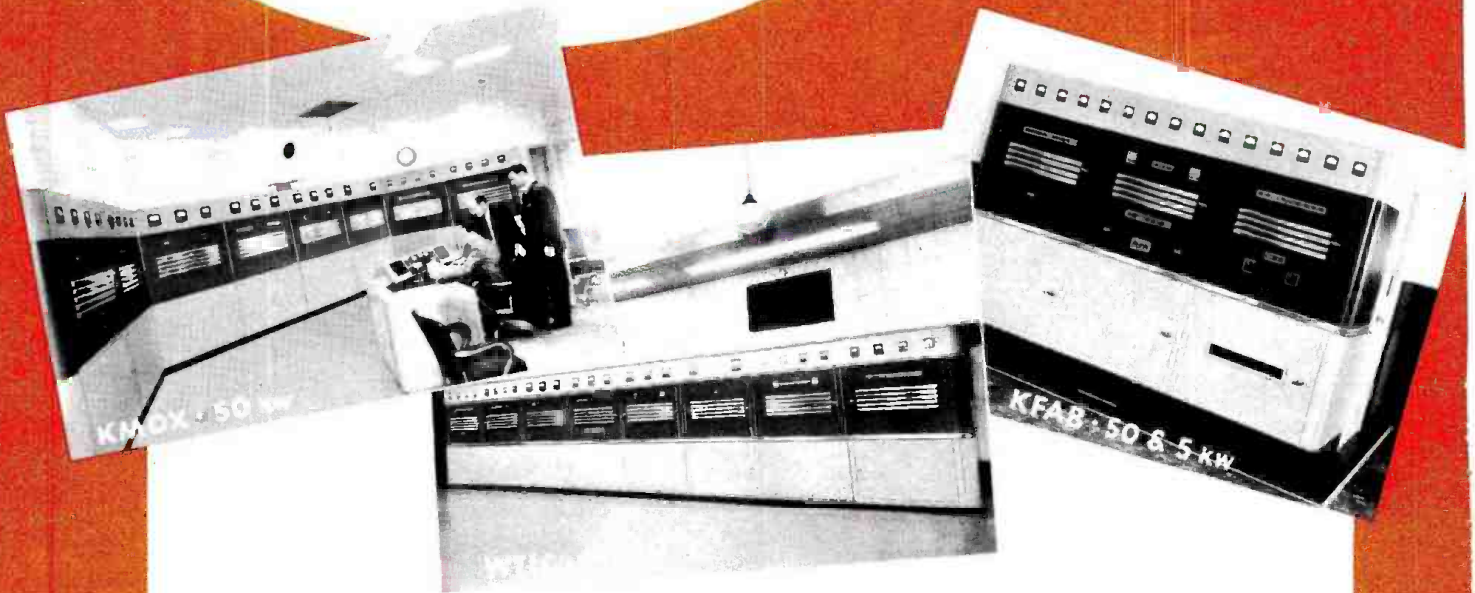
**Recently, a Westinghouse 3-kw FM Transmitter arrived at a station at 9 A.M. one morning. It was on the air at 3:30 that same afternoon.*



AS FOR **AM** . . .

THESE NEW INSTALLATIONS SPEAK FOR THEMSELVES!

IT'S THE LITTLE THINGS
THAT COUNT!



**HERE ARE SOME OF THE IMPORTANT FEATURES THAT
ARE GOING INTO ALL WESTINGHOUSE AM TRANSMITTERS:**

METAL RECTIFIERS . . . are used in all except the main rectifier. They have essentially unlimited life, practically eliminating outages and replacement costs due to rectifier tube failure.

UNITS ARE COMPLETELY AIR-COOLED . . . all tubes are forced-air-cooled; all power equipment is convection-air-cooled, (including transformers) resulting in lighter weight, smaller size and eliminating need for fire-proof vaults.

UNIT CONSTRUCTION . . . each cubicle is a self-contained unit completely metal-enclosed. In each transmitter the cubicles are all the same construction and size, providing for quick, easy installation. On 50-kw transmitters, cubicles can be arranged to fit station plans.

All transmitters are "clean" in *back* as well as in front.

SUPERVISORY CONTROL . . . provides instantaneous indication of circuit fault, facilitating directed and preventive maintenance, and minimizing outage time. Westinghouse AM Transmitters have more supervisory control than any other transmitter built.

SAFE, EASY ACCESS . . . every cubicle is a completely shielded unit. All access doors are electrically interlocked. Full-opening doors and adequate clearances facilitate inspection and maintenance.

SERVICE . . . Westinghouse offers the same facilities for both AM and FM. (See page 3.)



Westinghouse
PLANTS IN 25 CITIES OFFICES EVERYWHERE

Electronics at Work

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

(Continued)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Index Corporation	Chicago 14	2076 Elston Ave.	Armitage 6900	R. R. Cook	Synchronous motors
Radio Corporation of America (RCA Victor Div.)	Camden, N. J. New York 20 Cleveland 15 Chicago 11	Front & Cooper Sts. 38 W. 49 St. Keith Bldg. 686 N. Lake Shore Dr.	Camden 4-8000 Columbus 5-3800 Cherry 3450 Delaware 0700	A. R. Hopkins A. Josephson F. B. Reed C. M. Lewis	AM and FM transmitters, antennas and transmission lines, phasing equipment, STL equipment, audio equipment. For TV: Transmitters, studio equipment, field and relay equipment, antennas and associated equipment, test and measuring equipment
	Atlanta, Ga. Dallas 1	Citizens & Southern Bk. Bldg. 1907-11 McKinney Ave.	Walnut 5946 Riverside 1371. 72 73	P. G. Walters W. M. Witty	
	Los Angeles 14 San Francisco 3 Boston Kansas City 8, Mo. Washington 6, D. C.	621 S. Hope St. 1355 Market St. 260 Tremont St. 221 W. 18 St. 1628 K St., N.W.	Mutual 1103 Hemlock 8-300 Hubbard 0730 Victor 6410 District 1260	C. A. Lahar R. J. Newman J. K. Hiller Dave Bain F. H. Engel	
RCA Victor Co. Ltd.	Montreal 30, Que. Vancouver, B. C. Calgary, Alta. Winnipeg, Man. Toronto, Ont. Montreal, Que. Halifax, N. S.	1001 Lenoir St. 1207 Homer St. 523 Eighth Ave., W. 168 Market St. 1140 Yonge St. 976 LaCasse St. 99 Brunswick St.	WE 3671 Marine 4241 M-3928 97-201 Midway 5421 Wellington 3671 3-6186	H. S. Walker F. T. Myles C. W. Smith E. P. Burns F. A. Boyle A. Bayard C. C. Bowers	Transmitters, transmitter accessories, transcription turntable equipment, microphone accessories, monitoring and test equipment, transmitting tubes, speech input equipment, acetate recording blanks, amplifier equipment, recording equipment, microphones, faradon condensers, facsimile equipment, television equipment, FM transmitters, antenna phasing equipment, engineering services, loudspeakers, transmission line accessories, crystals and crystal holders
Radio Development and Research Corp.	Jersey City 4, N. J.	26 Cornelson Ave.	Bergen 3-6900	Robert Dorr	Transmitters, sound and speech equipment, tape recorders
Radio Engineering Labs. Inc.	Long Island City 1, N. Y. Chicago 11 High Point, N. C. Hollywood 46, Calif. New Orleans New York	35-54 36 St. 612 N. Michigan Ave. Security Bank Bldg. 7422 Melrose Ave. 1500 Canal St. 95 Christopher St.	Astoria 8-1010 Superior 9109 3672 Whitney 1147 Canal 6031 Chelsea 3-0813	C. R. Runyon III R. B. Ritter J. P. Bivins N. B. Neely G. A. Mayoral H. Miller	Frequency modulation transmitters, antennas, consoles, test equipment, STL's. For FM: Transmitters, receivers, antennas, studio and measuring equipment
Radio Inventions Inc.	New York 14	155 Perry St.	Chelsea 2-7855	R. W. Bristol	Facsimile equipment
Radio Music Corp.	Portchester, N. Y.	84 S. Water St.	Byrum River 6-8620	Lionel Cornwell	Transcription turntables, reproducers, loudspeakers, amplifiers

(Continued)



**THE CASE OF
THE PANACOUSTIC PLAYBACK
FACTS AND FIGURES**

Size: 18 x 12 x 16". Weight: 21 pounds. Case: Smart overnight bag luggage type; tan leatherette finish.

Specifications: 7-tube amplifier, AC-DC operated; 6" PM speaker; 33 1-3 or 78 rpm; plays 6 to 16" records or transcriptions.

Controls: Separate amplifier and turntable switches; volume and tone controls.

Pick-Up: Featherweight, and tested knee action Nylon needle for full record protection.

Exclusive Feature: Polarity does not have to be checked for DC use.


PRICES *
 AC- AC
 DC Only
 With leatherette case ... \$125 \$115
 With leather case \$140 \$125

* All prices subject to tax, FOB Washington, D. C.

IMMEDIATE DELIVERY

1121 VERMONT AVENUE WASHINGTON 5, D. C.
 JOSEPH TAIT, President

Now Adding
 The 18th Year
 To My Professional
 Radio Engineering
 Experience



TOM G. BANKS, JR.
 CONSULTING RADIO ENGINEER

**COMPLETE AM-FM-TV
 ENGINEERING SERVICE**

303 West Orman Ave.
 Pueblo, Colorado
 Telephone 620

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS
(Continued)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Raytheon Manufacturing Co. (Commercial Products Div.)	Waltham 54, Mass.	Raytheon Mfg. Co. (Hqrs) 1124 Boylston St.	Waltham 5-5860	W. A. Gray	AM, FM and television transmitters, transmitter accessories, tubes, FM antenna; speech input equipment, antenna phasing and coupling equipment, transmission line accessories, amplifier equipment, engineering services, custom-built transmitting and studio equipment
	Boston 15	Signal Mountain	Aspinwall 7-6734	Chris Brauneck	
	Chattanooga, Tenn. Chicago 6	222 W. Adams St.	8-2487 Randolph 7457	W. B. Taylor Warren Cozzens. Ben Farmer	
	Dallas 8	414 E. 10 St.	Yale 2-1904	Howard D. Crissey	
	Los Angeles 15	1255 S. Flower St.	Richmond 7-2358	Emile J. Rome	
	New York 17	60 E. 42nd St.	Murray Hill 2-7440	Henry J. Geist	
	Seattle	1100 5th Ave.	Elliot 6175	Adrian VanSanten	
	Washington 4, D. C.	Munsey Bldg.	Republic 5897		
Recorders Labs. Ltd.	Hollywood 38, Calif.	6916 Santa Monica Blvd.	Gladstone 8940	R. L. Burgess	Transcriptions, records
Recordisc Corp.	New York 13	395 Broadway	Canal 6-3446	Sidney S. Gould	Recording discs-stylis. For FM: Same
Recoton Corp.	New York 10	251 Fourth Avenue	Algonquin 4-4170	H. H. Borchardt	Sapphire cutting stylis
Reeves Soundcraft Corp	New York 22	10 E. 52 St.	Plaza 5-8834	Albert C. Travis, Jr.	Recording discs, recording equipment. For FM: Same
	Montreal	32 Winchester Ave.	Elwood 0236	R. F. Brown	
	Atlanta, Ga.	105 Forrest Ave., N. E.	Walnut 8246	Henry W. Burwell	
	Los Angeles 14	1709 W. 8 St.	Exposition 1169	Emmett N. Hughes	
	Philadelphia 32	Reading Station Bldg.	Walnut 3575	J. E. McKinley	
	Cincinnati 11	5229 Arrow Rd.	Humboldt 2210-J	Anthony C. Wahl	
Rek-O-Kut Company	Long Island City 1, N. Y.	38-01 Queens Blvd.	Stillwell 4-7853	George Silber	Turntables, cutting mechanisms, recording amplifiers, console cabinets and accessories. For FM: Same
Robinson Recording Labs	Philadelphia 3	2022 Sanson St.	Locust 7-4731	W. P. Robinson	Recording equipment
The Charles E. Schuler Engr. Co	Newark, Ohio	109 Cambria St.	4319, 6624	Charles E. Schuler	AM & FM vertical radiators
Scientific Radio Service	University Park, Md.	4301 Sheridan St.	Hyattsville 0535	H. D. Eisenhauer	Piezo electric crystals
Scully Machine Co.	Bridgeport 8, Conn.	62 Walter St.	4-5300	L. J. Scully	Precision disc recording machines
Sherron Electronics Co	Brooklyn 6, N. Y.	1201 Flushing Ave.	Evergreen 7-2820	E. P. Alisch	FM: Transmitters 250 watts, upwards; audio studio equipment. TV: Transmitter 200 watts, upwards, master control with sync generator and monoscope equipment, studio director's control. TV test equipment
Shure Brothers Inc.	Chicago 10	225 W. Huron St.	Delaware 4550	Jack Berman	Microphones
Snyder Mfg. Co.	Philadelphia 40	22nd & Ontario Sts.	Radcliff 5-6565	Dick Morris	Antennas for FM & TV

(Continued)

BITTER ASSOCIATES

TOLEDO

A complete engineering service for present and prospective broadcasters throughout the United States.

Bitter Associates plans, designs, and constructs either FM or AM stations in the best principles of engineering economics.

Our 25 years of radio engineering experience are at your disposal.

HERE ARE SOME OF THE BITTER SERVICES:

- Preparation of F.C.C. applications*
- Surveys for most desirable antenna sites*
- Design and erection of antenna systems*
- Measurements of antenna characteristics*
- Installation, testing and operating of transmitter and associated equipment*
- Design of studios, control rooms and transmitter houses*
- Field strength measurements for F.C.C. "proof of performance".*

BITTER ASSOCIATES

622 MADISON AVE.
TOLEDO 4, O.

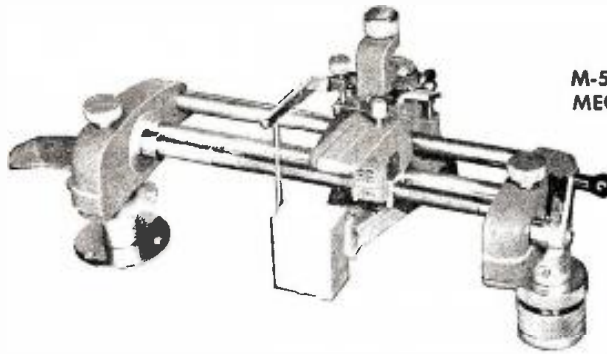
REK-O-KUT

DAY IN • DAY OUT

Top Performance

WITH QUALITY FEATURES
THAT ADD UP TO . . .

Unfaltering Service



M-5'S" OVERHEAD
MECHANISM WITH
SPIRAL

C-7 CONSOLE-CABINET

The "MASTER-PRO" is precisely machined, meticulously inspected and rigidly tested to give you a perfect product. Working surfaces and moving parts are polished to a "micro finish" to insure velvety smoothness and positive operation. The "MASTER PRO" is a universal machine that can be readily attached not only to the REK-O-KUT Model "V" Recording Table but to any other make that has a standard center pin.



G-2 TRANSCRIPTION TURNTABLE

T-12 DUAL-SPEED
12" TURNTABLE



MODEL "V" 16 RECORDING TURNTABLE—Lathe turned and balanced. Made of laboratory tested aluminum alloy casting. TURN-TABLE SHAFT—Ground to a micro finish and lapped into the bearing for a precise fit. CHASSIS—Cast iron, ribbed L beam type, designed to rest on three points when mounted. MOTOR—Synchronous—capacitor start and run, rotor dynamically balanced to extra special tolerances for smoothness. IDLERS—Made of neoprene compound which will resist oil, wear and give maximum traction with minimum slippage. Model "V" De Luxe, equipped with Mastermatic Speed Shift. Model "V" Standard, without Mastermatic Speed Shift.



"V" RECORDING
16" TURNTABLE

MODEL G-2 TRANSCRIPTION TURNTABLE—STARTING—Smooth and fast. From a standing start to full speed at 78 rpm requires $\frac{3}{4}$ of a turn— $33\frac{1}{3}$: $\frac{1}{4}$ of a turn. A WE 9a-pickup will not jump its groove from a standing start or during the shift in speed from 33 to 78 rpm while the turntable is revolving. CUEING—A $15\frac{1}{2}$ " turntable allows the transcription record to overlap $\frac{1}{4}$ " permitting the operator to cue from the rim of the disc instead of the face. SPEED—Maintains a constant speed that betters the $\frac{1}{2}$ of 1% regulation required by the NAB. NOISE LEVEL—45 DB below maximum recording level. Model "G-2" De Luxe, equipped with Mastermatic Speed Shift and synchronous motor.

MODEL T-12 12" DUAL-SPEED TRANSCRIPTION TURNTABLE for professional performance at home. TURNTABLE—Lathe turned and balanced. Made of laboratory tested Aluminum Alloy casting. TURN-TABLE SHAFT—Ground to a micro finish and lapped into the bearing for a precise fit. CHASSIS—Flush mount—Aluminum, ribbed L beam type rectangular dimensions easily fitted into a cut-out motor panel. IDLERS—Made of special Neoprene formula which gives maximum traction. MOTOR—Constant speed fitted with REK-O-KUT exclusively designed for mica pulley. MAINTENANCE—Minimum attention due to self-oiling features.



MASTERMATIC AUTOMATIC
SPEED SHIFT

SEMI-AUTOMATIC SPEED SHIFT—SMOOTH—SIMPLE—POSITIVE—Requires one finger to operate. This is How it Works: Press the control knob down. Slide to the left for 78 or to the right for $33\frac{1}{3}$. Your turntable is now turning at its proper speed. CHASSIS—Cast iron, ribbed L beam type, control knob back to neutral.

MODEL C-7 Model "C-7" CONSOLE CABINET—RECORD HOLDER—A unique drop-front door self-contained pocket for 100 sixteen inch records. LEVELING LEGS—Four adjustable screw jacks for leveling. CABINET RUMBLE—Motor panel fitted snugly into felt lined frame. No screws to fasten panel to cabinet. ELECTRICAL FACILITIES AND MAINTENANCE—All electrical outlets attached to the motor panel. VENTILATION—Motor chamber completely ventilated. CONSTRUCTION—Piano type construction. FINISH—Metallic Grey. DIMENSIONS—Furnished with cut-outs for REK-O-KUT turntables or blank. 32" high x 24" wide x 26" deep.



P-11 PORTABLE
CASE

MODEL P-11 PORTABLE CABINET FOR 16" REK-O-KUT RECORDING EQUIPMENT. This sturdy case is constructed of heavy plywood reinforced with a steel band. It was designed and built to withstand rough usage. MOTOR PANEL—Cut out and drilled for mounting the Model "V" recording turntable. ELECTRICAL FACILITIES required are attached to the motor panel to facilitate installation. SPECIAL DRAWER—For storing the Master-Pro recording mechanism when the recorder is not in use, is built into the case.

Write for Illustrated Literature
and Additional Information
on these and other new
Rek-O-Kut products

REK-O-KUT COMPANY

38-01 QUEENS BLVD.
LONG ISLAND CITY 1, N.Y.

EXPORT DIVISION
MORHAN EXPORTING CORPORATION
458 BROADWAY, NEW YORK, N.Y.

Broadcast Radio Engineers

who want

this



specify

this



because the Shure Super-Cardioid Broadcast Dynamic Microphone has a super-cardioid pickup pattern which reduces the pickup of unwanted random noise energy by 73%. It is twice as unidirectional as the cardioid. In the super-cardioid pattern, the ratio of front-to-rear pickup is 14 to 1—in the cardioid, 7 to 1. There is a wide, useful pickup angle at the front of the microphone while the rear response is down of the order of 15 db over a broad range of frequencies. Reverberation energy pickup is decreased over two-thirds. The microphone can be placed close to the reflecting surfaces without objectionable effects if the rear side of the microphone is toward the reflecting surface.

The Shure "556" Dynamic Microphone has an Acousto-Mechanical circuit containing a single moving-coil element, which operates in conjunction with a high flux magnet and provides high efficiency and smooth peak-free response from 40 to 10,000 cycles. The super-cardioid pattern is achieved in a single unit, due to the "Uniphase" principle—a patented Shure development. The moving-coil unit is provided with a double wind-screen to permit quiet outdoor operation. As a precaution against mechanical vibration pickup, the unit is spring-suspended inside the microphone case, which in turn is floated in live rubber in the special Vibration Absorbing Unit, which eliminates reproduction of vibration transmitted through the stand. The microphone also has a standard 5/8"-27 thread which permits mounting on any Shure desk or floor stand. Adapters to other stands are obtainable when needed. Case dimensions: 4 1/4" high, 3 1/4" wide, 3 1/2" deep. Shipping weight, 4 1/2 lbs.

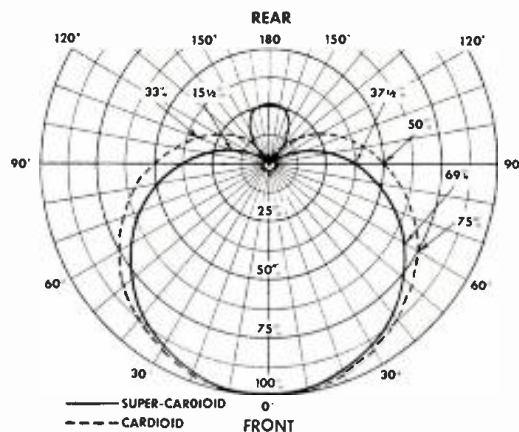
Patented by Shure Brothers, Inc.

SHURE BROTHERS, Inc.

MICROPHONES AND ACOUSTIC DEVICES

225 W. Huron Street Chicago 10, Illinois

CABLE ADDRESS: SHUREMICRO



SHURE SUPER-CARDIOID DYNAMIC MICROPHONE MODEL "556"

Code: RUMUB - List price: \$87.50

MULTI-IMPEDANCE SWITCH ON MODEL "556"

IMPEDANCE TABLE	OUTPUT LEVEL
L—35-50 ohms	56.1 db below 1 Milliwatt per 10 microbar signal
M—150-250 ohms	56.8 db below 1 Milliwatt for 10 microbar signal
H—High Impedance	55 db below 1 volt per microbar

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS
(Continued)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Transmitter Equipment Mfg. Co. Inc.	New York 14	345 Hudson St.	WA 4-1550	Morton B. Kahn	Transmitters, studio speech amplifying equipment, relay transmitters and receiver, mobile equipment, studio-transmitter link marine and public utilities communication equip. For FM, TV and facsimile: Relay and studio-transmitter link
Fruscon Steel Co.	Youngstown 1, Ohio Boston 27 Buffalo 3, N.Y. Chicago 6 Cleveland 15 Dallas 1 Kansas City 6, Mo. Los Angeles 54	Albert St. 307 Dorchester Ave. Rand Bldg. 201 N. Wells St. Hanna Bldg Annex Construction Bldg Fluor Bldg. P.O. Box 3699, Terminal Annex Station Baker Bldg. 155 E. 44 St. Insurance Bldg. 2139 N. Kerby Ave. Shell Bldg. 604 Mission St. Investment Bldg.	32171 South Boston 2420 Washington 1351 Franklin 4600 Cherry 0282 Central 5448 Harrison 3673 Angeles 7151 Main 5537 Murray Hill 2-1400 Harney 7353 Trinity 1153 Central 0146 Douglas 7135 District 0883	George F. Bateson	Self-supporting and uniform cross section guyed masts and copper mesh ground screen, complete line of steel building products
The Turner Co	Cedar Rapids, Iowa Milwaukee 9 Cleveland 15 New York 10 Chicago 5 Seattle 1 Los Angeles 5	909 17th St., N. E. 4028 N. 16 St. Hanna Bldg. 304 E. 23 St. 600 S. Michigan Ave. 2616 2nd Ave. 672 S. Lafayette Park Pl.	3-2607 Concord 2861-2 Cherry 7770 Gramercy 3-4322 Harrison 5948 Elliott 6871 Fitzroy 9913	Win. J. Nezerka Irvin I. Aaron Earl S. Dietrich William Gold Royal J. Higgins Verner O. Jensen David N. Marshank	Microphones and accessories For FM, SWB
	Boston 16 Detroit 24 Dallas	143 Newbury St. 15324 Mack Ave. 1212 Camp St.	Kenmore 3012 Tuxedo 1-2277 Riverside 4059	Henry P. Segel Fred J. Stevens Ernest L. Wilks	
United States Recording Co	Washington 5, D. C.	1121 Vermont Ave., N. W.	District 1640	Joseph Tait	Complete engineering service including station construction, all types audio and RF equipment. For FM: Control consoles, transcription playbacks, amplifiers of all types, audio, and transmitter racks wired
United States Television Mfg. Corp.	New York 23 Elizabeth, N. J. Washington, D. C. Los Angeles	3 W. 61 St. 30 W. Jersey 2809 24 St., N. W. 7755 Beverly Blvd.	Circle 6-4255 2-1322 Decatur 7809 Walnut 9521	Hamilton Hoge L. R. Fisher Shelby York Richard Oisen	Sweep generators. For TV: Receiver monitors projection and 15" direct view

(Continued)

The **PANACOUSTIC**
"202" **AM-FM** Console

Surpasses FM specifications at LESS than AM costs!

Engineered for top-flight performance . . . Styled for functional beauty!

Compare the "202" and you will agree — the console for today's broadcasting. Write for further details.

\$565⁰⁰

FOB Washington, D.C.
Price Subject to Change

Another Quality Product from
U. S. RECORDING COMPANY
1121 Vermont Ave. Washington, D. C.

RECORDING EQUIPMENT

ACCESSORIES



TAPE • WIRE • DISC



SONOCRAFT CO., INC.

45 WEST 45th STREET

NEW YORK 19, NEW YORK

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS
(Continued)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Western Electric Co. Inc.	New York 7	195 Broadway	Cortlandt 7-7700	S. P. Taylor	FM and AM transmitters, antennas and antenna accessories, phase monitors and antenna phasing equipment, FM frequency and modulation monitor, speech input equipment for FM and AM, speech input amplifiers and accessories, microphones and accessories, transcription turntables and pickups, loudspeakers, power supplies, electron tubes, relays, keys, jacks, mounting thermistors, varistors, sound measuring equipment
Western Sound & Electric Labs Inc.	Milwaukee 4	805 S. 5th St.	Mitchell 8122-23	Don Drengenberg	Amplifiers, recorders-paging, remote control and line matching equipment
Westinghouse Electric Corp.	Baltimore 3 Atlanta 2, Ga. Boston 10 Chicago 6 New York 5 Philadelphia 4 Pittsburgh 30 St. Louis 1 San Francisco 4 Washington 6, D. C.	3601 Washington Blvd. 1299 Northside Dr., N. W. 10 High St. 20 N. Wacker Dr. 40 Wall St. 3001 Walnut St. 306 Fourth Ave. 411 N. 7th St. 1 Montgomery St. 1625 K St., N. W.	Edmondson 2300 Atwood 1641 Liberty 0600 Franklin 5520 Whitehall 3-4321 Evergreen 6-8700 Atlantic 8-400 Central 1120 Exbrook 5353 National 8843	C. W. Miller A. W. Rose E. C. Delano W. J. Maytham, Jr. J. S. Parry T. P. Jones A. F. Ayers A. F. Buck S. H. Harrison R. M. Wilson	Amplitude and frequency modulated transmitters, (5, 10 and 50 kw AM) standard transmitter consoles, antenna phasing and tuning equipment, transmitting tubes, instruments, meters, relays, studio and tower lighting equipment, transformers, capacitor circuit breakers, regulators, precliptons an switchgear. For FM: Transmitters, 1, 10 and 50 kw
Weston Electrical Instrument Corp.	Newark 5, N. J. Chicago 6 New York 7	614 Frelinghuysen Ave. 205 W. Wacker Dr. 50 Church St.	Bigelow 3-4700 Franklin 4656 Cortlandt 7-0507	E. T. Higgins P. Westburg L. C. Nichols	Test and built-up equipment for FM & TV
Wincharger Corp.	Sioux City, Iowa	East 7th & Division Sts.	8-6513	M. M. Lasensky	Towers, lighting equipment. For FM: Antennas and supporting towers for antenna
WiRecorder Corp.	Detroit 4	7055 Intervale Ave.	Hogarth 6676	Mort A. Neff	Wirerecorders, battery operated portable unit
The Workshop Associates Inc.	Newton Highlands 61, Mass.	66 Needham St.	Bigelow 3330	Gardiner G. Greene	For FM & TV: Receiving and transmitting antennas
Zack Radio Supply Co.	San Francisco 2 Palo Alto, Calif.	1426 Market St. 225 Hamilton Ave.	Market 1-1426 Palo Alto 2-7249	Roy Maxey Vern Baughman	General replacement parts and tubes, sound equipment
Zenith Radio Corp.	Chicago 39	6001 W. Dickens	Berkshire 7500	Karl Hassel	Cobra tone arm. For FM: Same
Zephyr Products Co.	New York 29	160 E. 116th St.	Sacramento 2-1800	Arthur Heine	Recording equipment and accessories, disc needles. For FM: Same

... .. **20th YEAR!**

HERBERT L. WILSON
CONSULTING RADIO ENGINEERS

Suite 501
1025 Connecticut Avenue, N. W.
NA 7161 NA 7240
Washington 6, D. C.

Owner of Station WHLW, Rutland, Vt. 1000 KC
GOING ON THE AIR SOON! 1000 Watts (d)

THE DISC THEY'RE ALL TALKING ABOUT



•
•
• • • • • • • •

The 'Broadcaster'
10" 12" 16"

The 'Playback'
6½" 8" 10" 12" 16"

The 'Audition'
6½" 8" 10" 12" 16"

The 'Maestro'
12" 13¼" 17¼"

HERE IS THE RECORDING
BLANK ENGINEERS DEPEND
UPON HOUR AFTER HOUR, DAY
AFTER DAY. IT GETS THE
PROGRAM.

Soundcraft's high-response low-fric-
tion coating, elimination of foreign
matter down to a micron, uniformity
of production and inspection—all these
have minimized uncertainty and estab-
lished disc recording anew on a stand-
ardized, predictable basis.

YOUR STATION AUDIENCE DE-
SERVES THE BEST.



REEVES SOUNDCRAFT CORP.
10 East 52nd Street, New York 22, N. Y. Cable Address: REEVINTER

HOW TO APPLY FOR A BROADCAST STATION LICENSE

Pertaining to AM, FM, Television and Related Services

Any qualified citizen, firm or group may apply to the Federal Communications Commission for authority to construct a commercial standard, frequency modulation or television broadcast station.

Licensing of these facilities is prescribed by the Communications Act of 1934, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would be in the public interest, convenience and necessity.

The application procedure is substantially the same whether the facility sought is an FM, television or standard broadcast station.

The licensing procedure is detailed in Part 1 of the Commission's "Rules Relating to Organization and Practice and Procedure", while station operation is covered by Part 3, "Rules Governing Broadcast Services", and "Standards of Good Engineering Practice."

This statement summarizes the consecutive steps required in applying for authorization to build and operate a commercial broadcast station of any of the three types mentioned.

Selecting a Frequency

The Communications Act recognizes broadcasting as a competitive industry and invests the Commission with the responsibility of allocating facilities so as to provide a fair, efficient and equitable distribution of radio service.

Standard broadcast stations operate on "local", "regional", or "clear" channels. Local stations are of 100 to 250 watts power and serve smaller communities; stations of 500 watts to 5 kilowatts cover larger centers of population and surrounding areas; stations of 10 to 50 kilowatt maximum power are for large area coverage, particularly at night.

To determine whether an AM frequency is available for assignment in a particular area, it is necessary for the applicant to have a channel study made by a competent engineer. The Commission's engineering personnel cannot undertake to make such studies for prospective applicants.

In the case of FM, the Commission has tentatively allocated geographic blocks of frequencies to accommodate Class A stations (community) and Class B stations (metropolitan and rural). Except in a few large cities, the demand for FM stations has not yet exceeded the supply of available frequencies.

Television channels are apportioned for "metropolitan," "community," and "rural" service.

Applying for a Construction Permit

Once a prospective licensee has decided the type of station he wants to apply for, the next step is to make application for a construction permit. This application must be in writing, on a form supplied by the Commission. This form requires information about the citizenship and character of the applicant, as well as his financial, technical and other ability to construct and operate a station, plus details about the transmitting apparatus to be used and the proposed new service. Triplicate copies are required, two of which must be executed under oath or affirmation.

Application Processing

Applications are, in turn, studied by the Commission's Engineering, Law, and Accounting Departments which make their respective recom-

mendations to the Commission. The system of processing is so designed that applications are considered by different categories in the order in which received.

If, upon examination of an application, the Commission determine that there are no engineering conflicts and that all other requirements are met, the application is granted and a construction permit is issued.

Hearings

However, where it appears that interference would be caused to another station above the degree prescribed in the Commission's "Standards of Good Engineering Practice", or if other serious questions are involved, a hearing is usually required before a determination can be made. Sometimes, also, a hearing is necessary because two or more applicants request the same frequency.

In designating an application for hearing, the Commission gives public notice of the issues raised for the information of the applicant and other parties who may be concerned. Prior to the hearing, requests may be made for enlargement of the issues, to amend the application, or to permit other parties to intervene.

Usually the hearing date is not fixed until after the applicant agrees to such a hearing and has filed for his appearance. It may, however, be designated in the original notice. The notice generally allows the applicant a period of 30 days or more in which to prepare. Even after being designated for hearing, an applicant may find it possible to satisfy the issues raised by amending his application, especially if there are engineering considerations.

Hearings are customarily conducted by a presiding officer designated by the Commission. He can be a Commissioner or an examiner. He has authority to administer oaths, examine witnesses and rule upon the admission of evidence. Individual or partnership applicants may appear in person or by counsel, but corporate applicants must be represented by attorney.

Request for Argument

Within 20 days after the close of the hearing, each party has the privilege of filing proposed findings of fact and conclusions in support of his contentions. After review of evidence and statements, the Commission enters its proposed decision.

In the event he wishes to contest the proposed decision, the applicant and any other interested party then has 20 days to file exceptions and to request oral argument before the Commission. Oral argument is granted on request. After oral argument the Commission may adopt, modify or reverse its proposed findings.

In event that no exceptions are taken, the Commission issues an order making its proposed findings effective. Within 20 days thereafter, any party involved may file a petition for rehearing. Such a petition may be filed whether or not the decision is based upon a hearing, but the petition does not stay the proceedings unless ordered by the Commission.

Construction Permit

When and if an application meets statutory and other requirements, it is granted and a construction permit is issued. The latter specifies a date for commencement and another for completion of construction. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of six months thereafter as the time for completion (or 8 months in all). In some instances a permit will be issued subject to certain conditions, such as approval of the transmitter site. In such cases information to satisfy these conditions is submitted in an application for modification of the permit. If the permittee is unable to build his station within the time specified he can apply for a modification of permit to extend the construction permit, stating the reasons. Upon completion of construction, the permittee is authorized to test the equipment for a 10-day period.

License

The final step is to apply for the actual license. The applicant must show compliance with all terms, conditions, and obligations set forth in the application and the construction permit. After applying for a license, the holder of a construction permit can conduct program tests for a period not to exceed 30 days. A station license is then issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to the public interest.

Standard broadcast stations are licensed for the statutory limit of three years; FM and television stations for one year.

(FCC Rules and Regulations on Page 536)

BROADCASTING • Telecasting

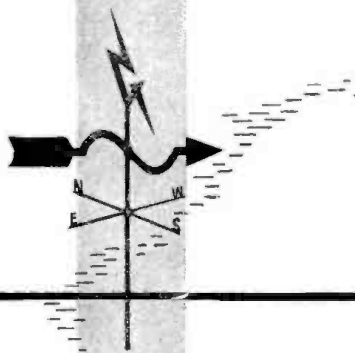
CONCERNING FCC RULES & REGULATIONS

"How to Apply for a Broadcast Station" is a comprehensive and concise statement prepared with the assistance of the FCC Law Department which explains in lay language the procedures involved in making application for the various types of broadcast licenses.

Published in easy reference form on following pages are excerpts of the FCC Rules and Regulations most frequently used. Further information concerning rules and regulations may be obtained at the office of the Secretary, FCC, New Post Office Bldg., Washington 25, D. C. Complete rules and regulations, since revised, were last published in the 1946 BROADCASTING Yearbook.

1926 - 1948

Pointing the Way



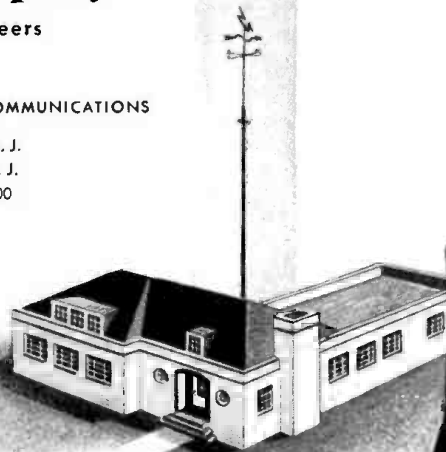
Founded in 1926—and with professional backgrounds reaching from 1907, the Paul Godley Company has been a pioneering leader in its field. The cornerstones of its reputation have been—always will be—Imagination and Integrity. These vital factors are ready to serve you today—pointing the way toward new frontiers.

Paul Godley Company

Consulting Radio Engineers

BROADCASTING • ELECTRONICS • COMMUNICATIONS

Laboratory: Great Notch, N. J.
Office: Upper Montclair, N. J.
Phone: LITTLE FALLS 4-1000



At the Notch in the Watchung Mountains

PIONEERING... WHERE IMAGINATION GUIDES AND INTEGRITY GOVERNS

FCC RULES & REGULATIONS FOR BROADCAST SERVICES

Selected Sections as Amended to Jan. 15, 1948

INDEX TO SECTIONS

Allocations and Definitions	536
Broadcasts	562
Censorship; Indecent Language	565
License Renewals	558
Lotteries	565
Multiple Ownership	544
Network Affiliation	554
Operating Schedules	544
Operator Requirements	552
Political Broadcasts	562
Recordings and Transcriptions	560
Reports to Be Filed	556
Revocations; Modifications; Suspensions	564
Sponsored Programs	560
Station Identification	558
Transfers and Assignments	565

(EDITOR'S NOTE: For convenience, rules for AM, FM and TV have been consolidated under the above general headings.)

Allocations and Definitions

IN AM RULES 1 . . .

§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 tabulations 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

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.

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.

Allocations—(AM)

§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.

§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 district² 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 area 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.*³—The several classes of standard broadcast stations may be licensed to operate in accordance with the following:

(Continued)

² 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.

³ Formal application required for change in time of operation of existing broadcast station.

See Standards of Good Engineering Practice for form number.



CONSULTING RADIO ENGINEERS

**MUNSEY BUILDING
WASHINGTON 4, D. C.**

**GEORGE M. LOHNES
RONALD H. CULVER**

**ROBERT W. BEATTY
EDWARD W. DEETERS**

**TELEPHONE
DISTRICT 8215**

FCC RULES AND REGULATIONS
(Continued)

(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.)

§3.25 *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 as 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 which will not deliver over 5 microvolts per meter groundwave or 25 microvolts per meter 10 percent time sky wave at any point on said border and provided that such stations operating nighttime (i.e., sunset to sunrise at the location of the class II station) are located not less than 650 miles from the nearest Canadian border, 690, 740, 860, 990, 1010⁴ 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, 5 1220, 6 and 1570 kilocycles.

(e) For class II stations which will deliver not over 5 microvolts per meter ground wave or 25 microvolts per meter 10 per cent time sky wave at any point of land in the Bahama Islands, and provided that such stations operating nighttime (i.e., sunset to sunrise at the location of the class II station) are located not less than 650 miles from the nearest point of land in the Bahama Islands, 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: 7; 550, 560, 5 570, 8 580, 590, 6 600, 610, 620, 630, 8 790, 910, 920, 930, 950, 960, 970, 980, 1150, 1250, 1260, 1270, 8 1280, 1290, 1300, 1320, 1330, 1350, 1360, 1370, 1380, 1390, 1410, 1420, 1430, 1440, 1460, 1470, 1480, 1590, 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.

⁴ A station on 1010 kilocycles shall also protect a class I-B station at Havana, Cuba.

⁵ See North American Regional Broadcasting Agreement for use of this channel by a station in New York (Appendix I, Table IV.)

⁶ See Agreement with Mexico for further use of this channel.

⁷ See section 3.29 in regard to assigning class IV stations to regional channels.

⁸ 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.

§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 application⁹ 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.

IN FM RULES . . .

§3.201 *Numerical designation of FM broadcast channels.*—For convenience, the frequencies available for FM broadcasting (including those assigned to non-commercial educational broadcasting) are given numerical designations:

[EDITOR'S NOTE: To avoid duplications, the numbering is not reproduced here. FM allocations by mc are shown in station directory; by cities, on page 286.]

§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.¹⁰ The second area—Area II—comprehends the remainder of the United States not included in Area I.

§3.203 *Class A stations.*—(a) A Class A station is a station which operates on a Class A channel and is designed to render service primarily to a community or to a city or town other than the principal city of an area, and the surrounding rural area. The transmitter power and antenna height of a Class A station shall normally be capable of coverage equivalent¹¹ to a minimum of 100 watts and a maximum of 1 kw effective radiated power and antenna height of 250 feet above average terrain, as determined by the methods prescribed in the Standards of Good Engineering Practice Concerning FM Broadcast Stations. Class A stations will not be authorized with more than 1 kw effective radiated power. Standard power ratings of transmitters used for Class A stations shall be not less than 250 watts nor more than 1 kilowatt. Class A stations will normally be protected to the 1 mv/m contour; however, assignments will be made in a manner to insure, insofar as possible, a maximum of service to all listeners, whether urban or rural, giving consideration to the minimum signal capable of providing service.

(b) The following frequencies are designated as Class A channels and are assigned for use by Class A stations:

Frequency (mc.)	Channel No.	Frequency (mc.)	Channel No.	Frequency (mc.)	Channel No.
92.1	221	96.7	244	102.3	272
92.7	228	97.7	249	103.1	276
93.5	228	98.3	252	103.9	280
94.3	232	99.3	257	104.9	285
95.3	237	100.1	261	105.5	288
95.9	240	100.9	265	106.3	292
		101.7	269	107.1	296

These channels are available for assignment (1) in cities which are not the central city or cities of a metropolitan district, and (2) in central cities of metropolitan districts which have fewer than six class B stations.¹²

(c) The main studio of a class A station shall be located in the city served and the transmitter shall be located as near the center of the city as practicable.

⁹ Formal application required. See Standards of Good Engineering Practice for form number.

¹⁰ In some of the territory contiguous to area I, the demand for frequencies requires that applications 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; Virginia, West Virginia, North Carolina, South Carolina, Ohio and Indiana; southern Michigan as far north as Saginaw; eastern Illinois as far west as Rockford-Decatur; and southeastern Wisconsin as far north as Sheboygan. Other regions may be added as required.

¹¹ For the purpose of determining equivalent coverage, the 100 uv/m contour should be used.

¹² For the time being, until more FM broadcast stations are authorized, the Commission will not authorize class A stations in central cities of metropolitan districts having four or more standard broadcast stations.

(Continued)

FRANK H. McINTOSH
CONSULTING RADIO ENGINEER

GORDON J. GOW ANDREW F. INGLIS
ROBERT E. BALUTA JAMES R. CROY
MAURICE PAINCHAUD

AM . FM
TELEVISION FACSIMILE
TELECOMMUNICATIONS
ACOUSTICAL STUDIO DESIGNING
DEVELOPMENT RESEARCH

Laboratories:

910 KING ST., SILVER SPRING, MD.

General Offices:

710 14TH ST., N. W.
WASHINGTON, D. C.

METROPOLITAN 4477

FCC RULES AND REGULATIONS
(Continued)

§3.204 *Class B Stations.*—(a) A class B station which operates on a class B channel and is designed to render service primarily to a metropolitan district or principal city and the surrounding rural area, or to rural areas removed from large centers of population. The service area of a class B station will not be protected beyond the 1000 uv/m contour; however, class B assignments will be made in a manner to insure, insofar as possible, a maximum of service to all listeners, whether urban or rural, giving consideration to the minimum signal capable of providing service. Standard power ratings of transmitters used for class B stations shall normally be 1000 watts or greater. In the following subsections, antenna height above average terrain and effective radiated power are to be determined by the methods prescribed in the Standards of Good Engineering Practice Concerning FM Broadcast Stations.

(1) In Area I, class B stations will be licensed to operate with service area equivalent¹¹ to a minimum of 10 kw effective radiated power and antenna height of 300 feet above average terrain and a maximum of 20 kw effective radiated power and antenna height of 500 feet above average terrain.¹³ In metropolitan districts in Area I with a population greater than 250,000 the minimum service area shall be the equivalent¹¹ of 20 kw effective radiated power and an antenna height of 350 feet above average terrain. Class B stations in Area I will not be licensed with an effective radiated power greater than 20 kw.

(2) In Area II, class B stations will be licensed to operate with a service area equivalent¹¹ to a minimum of 2 kw effective radiated power and antenna height of 300 feet above average terrain and a normal maximum of 20 kw effective radiated power and antenna height of 500 feet above average terrain.¹³ The use of greater power and antenna

¹¹ For the purpose of determining equivalent coverage, the 100 uv/m contour should be used.

¹³ In the determination of appropriate coverage, consideration should be given to population distribution, terrain, service from other FM stations, trade area and other economic factors. Among the recognized trade area authorities are the following: J. Walter Thompson (Retail Shopping Areas), Hearst Magazines, Inc. (Consumer Trading Areas), Rand McNally Map Co. (Trading Areas) and Hagtrom Map Co. (Four color Retail Trading Area Map).

height will be encouraged in those portions of Area II where such use would not result in undue interference to stations already authorized or to probable assignments insofar as can be determined at the time of the grant. In such case, the power, antenna height and area will be determined on the merits of each application with particular attention being given to rural areas which would not otherwise receive service.

(b) The following frequencies are designated as Class B channels and are assigned for use by Class B stations:

[Editor's Note: To avoid duplications, the Class B frequencies are not repeated here. They are shown on page 602 as allocated among the various communities.]

§3.205 *Station location.*—(a) Each FM broadcast station shall be considered located in the state and city where the main studio is located.

(b) The transmitter of each FM broadcast station shall be so located that satisfactory service is delivered to the city where the main studio is located, in accordance with the Standards of Good Engineering Practice Concerning FM Broadcast Stations; *Provided, however*, upon special showing of need, authorization may be granted to locate the transmitter so that adequate service is not rendered to this city, but in no event shall this city be beyond the 50 uv/m contour.

§3.206 *Main Studio.*—The term "main studio" means the studio from which the majority of local programs originate and/or from which a majority of station announcements are made of programs originating at remote points.

IN TELEVISION RULES . . .

§3.601 *Numerical designation of television channels.*—The channels or frequency bands set forth below are available for television broadcast stations.*

<i>Channel No. Megacycles</i>	<i>Channel No. Megacycles</i>
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	

*[Editor's Note: FCC had pending on Jan. 1, but had not acted finally on, a proposal to delete channel No. 1 from television allocations.]

(Continued)

CHAMBERS AND GARRISON

CONSULTING RADIO ENGINEERS

1519 CONNECTICUT AVE., WASHINGTON 6, D. C.

Phone—Michigan 2261

Allocation Engineering

Antenna Design and Adjustment

Field Intensity Measurements

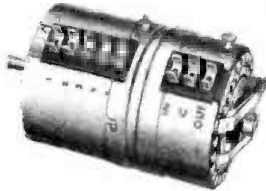
Engineering Service and

Representation on Broadcasting

AM, FM, Television

DAVEN

ENGINEERING LEADERSHIP



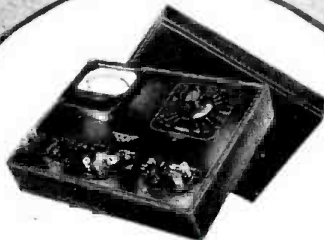
STONE COMPENSATING ATTENUATOR TYPE LAC-720

... frequency characteristics follow the hearing response curves of the human ear. Base frequencies have smaller loss than the middle or upper registers.
(Pat. Pend.)



FREQUENCY METER TYPE 838

... frequencies read directly to 100,000 cycles with an accuracy of $\pm 2\%$ of full scale in use ... 7 ranges available ... low input voltage requirements ... large, easy-to-read illuminated meter ... mounted on a $5\frac{1}{4}$ " relay rack panel.



TRANSMISSION TEST SET TYPE 8A

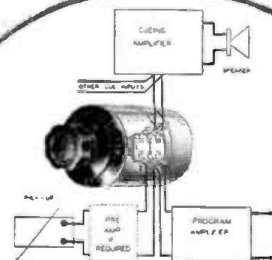
... a portable, 12-pound battery operated set ... receiving amplifier measures levels down to -50 DBM ... contains an internal 1000 cycle oscillator ... can also serve as a bridging V.U. indicator with range of -40 to $+23$ V.U.

Here are 4 of the more recent DAVEN "firsts". DAVEN long has been known for leadership ... particularly in engineering and design. Many of our developments have been incorporated in the equipment of broadcasting stations, sound recording studios, and electrical laboratories throughout the world, and are specified as standard.

The DAVEN Engineering Department will be glad to discuss these new developments with you. Your inquiry is invited on the units shown or on any other DAVEN product.

THE **DAVEN** CO.

191 CENTRAL AVENUE
NEWARK 4, NEW JERSEY



ATTENUATORS WITH BUILT-IN CUEING CONTROL

... eliminate the need for auxiliary switching mechanisms ... also available with built-in switchette for a pilot light ... may be obtained on Ladder, "T", Potentiometer, and Ladder Fader controls.
(Pat. Pend.)

SERVING BROADCASTERS

IN THE ELEVEN WESTERN STATES

DIRECTIONAL ANTENNA DESIGN, ADJUSTMENT, PROOF-OF-PERFORMANCE, AND MAINTENANCE

CONSULTATION

ANTENNA MEASUREMENTS

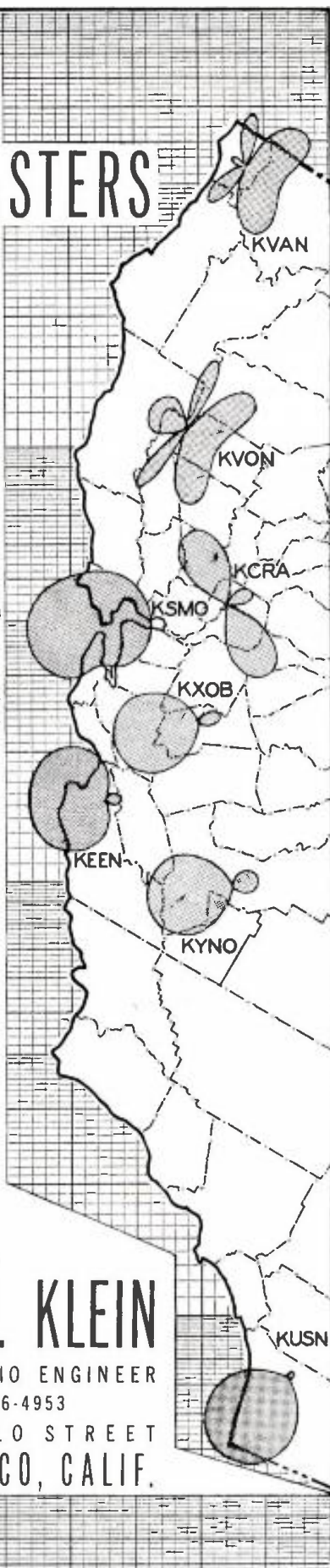
FIELD-INTENSITY SURVEYS

FM AM

MELVIN P. KLEIN

CONSULTING RADIO ENGINEER
EVERGREEN 6-4953

4 2 3 4 CABRILLO STREET
SAN FRANCISCO, CALIF.



FCC RULES AND REGULATIONS

(Continued)

§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 604.]

(Continued)

BROADCASTING • Telecasting

E. C. PAGE
CONSULTING RADIO ENGINEERS

Television Standard Broadcast

FM Broadcast Communications

Complete Engineering Services

Esterly Chase Page

Joseph A. Waldschmitt

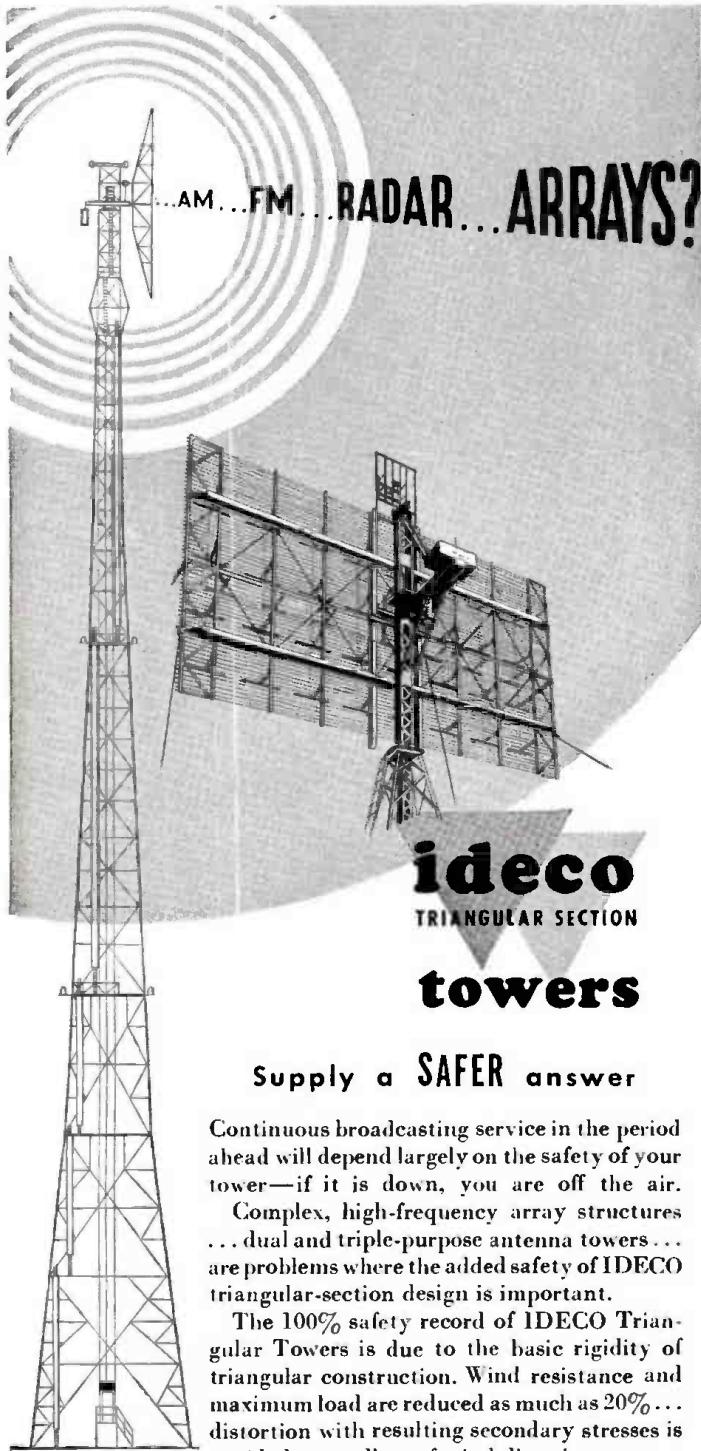
Wilbur F. DuBois

Robert W. Moss

600 Bond Building

EXecutive 5670

Washington 5, D. C.



Supply a SAFER answer

Continuous broadcasting service in the period ahead will depend largely on the safety of your tower—if it is down, you are off the air.

Complex, high-frequency array structures... dual and triple-purpose antenna towers... are problems where the added safety of IDECO triangular-section design is important.

The 100% safety record of IDECO Triangular Towers is due to the basic rigidity of triangular construction. Wind resistance and maximum load are reduced as much as 20%... distortion with resulting secondary stresses is avoided, regardless of wind direction.

IDECO experience in the construction of antenna towers of all types, including structures for Army and Navy radar service, is available for the solution of your problems. IDECO Towers can be ordered from any of the principal manufacturers of broadcasting equipment or can be supplied direct. Write for descriptive bulletin RT-46.

INTERNATIONAL DERRICK & EQUIPMENT CO.

850 Michigan Avenue • Columbus 8, Ohio
Sales Offices:
New York • Washington, D. C. • Dallas • Houston
Tulsa • Los Angeles



FCC RULES AND REGULATIONS

(Continued)

Multiple Ownership

IN AM RULES . . .

§3.35 *Multiple Ownership*¹⁴—No license shall be granted for a standard broadcast station, directly or indirectly owned, operated or controlled (17) by any person (16) 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.

IN FM RULES . . .

§3.240 *Multiple Ownership*.—(a) No person (including all persons under common control) 17 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 a 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.

IN TELEVISION RULES . . .

§3.640—[Editor's NOTE: Identical with §3.240, above, with two exceptions: "television broadcast station" is substituted for "FM broadcast station" wherever it appears; and, in the proviso clause of paragraph (b), "ownership, operation, or control of more than five television broadcast stations" is regarded as concentration of control.]

Operating Schedules

FOR AM STATIONS . . .

§3.71 *Minimum operating schedule*.—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 charge¹⁸ shall be notified in writing immediately after the emergency develops.

¹⁴ See Order 34-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 compliance 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."

¹⁵ The word "control", as used herein, is not limited to majority stock ownership but includes actual working control in whatever manner exercised.

¹⁶ The word "person", as used herein, includes all persons under common control.

¹⁷ The word "control" as used herein is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

¹⁸ See Field Offices of the Commission.

(Continued on page 548)

FM

AM

TV

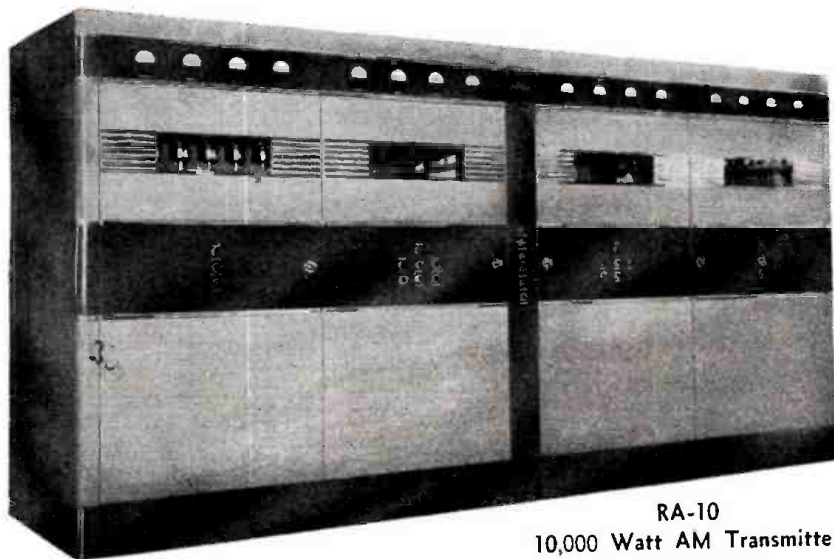
RAYTHEON

Look to **RAYTHEON** For all your needs

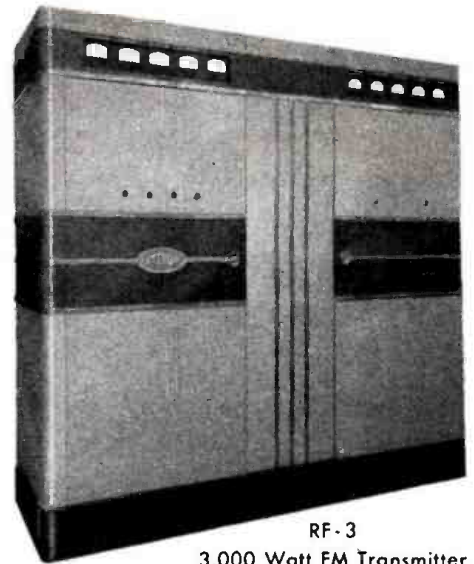
TRANSMITTERS

FM transmitters, 250 to 10,000 watts, incorporating Raytheon Cascade Phase Shift Modulation.

AM transmitters, 250 to 10,000 watts.



RA-10
10,000 Watt AM Transmitter



RF-3
3,000 Watt FM Transmitter



RF-250
250 Watt FM Transmitter

STATION EQUIPMENT

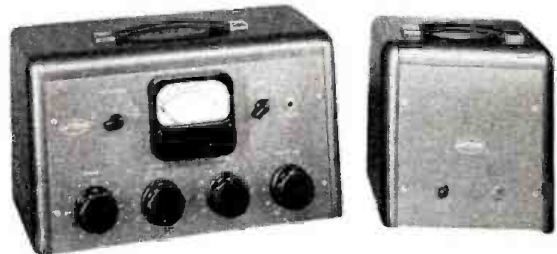
COMPLETE INSTALLATIONS for stations of any power, either FM or AM, including antenna, antenna network, tower, frequency and modulation monitors, voltage stabilizers, transcription players, and pickups, recorders, microphones, microphone plugs and connectors, microphone stands, audio rack equipment, speaker and speaker cabinets, relays and "On Air" lights, coaxial cable and wire, cable fittings, replacement tubes, etc.

Write for complete information and quotations.

FM, AM or TV SPEECH INPUT EQUIPMENT



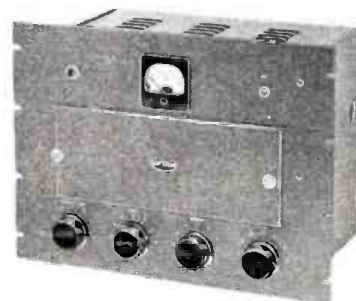
RC-11—Studio Console



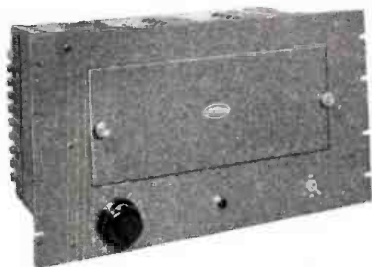
RR-30—3-Channel Remote Amplifier



RPC-40—Portable Consolette



RL-10—Volume Limiter



RM-10—Monitoring Amplifier

RP-10—Program Amplifier



RV-10—VU Meter Panel



Excellence in Electronics

RAYTHEON MANUFACTURING COMPANY

COMMERCIAL PRODUCTS DIVISION

WALTHAM 54, MASSACHUSETTS

Industrial and Commercial Electronic Equipment, Broadcast Equipment, Tubes and Accessories

BOSTON 15, MASSACHUSETTS

Chris F. Brauback
Broadcast Equipment Inc.
1124 Baylston Street
As. 7-6734

CHATTANOOGA, TENNESSEE

W. B. Taylor
Signal Mount
8-2387

CHICAGO 6, ILLINOIS

Warren Cozzens, Ben Farmer
COZZENS & FARMER,
222 West Adams Street
Rm. 7457

DALLAS 8, TEXAS

Howard D. Cristey
414 East 10th Street
Yale 2-1904

LOS ANGELES 15, California

Emile J. Rama
1255 South Flower Street
Rich. 7-2358

NEW YORK 17, NEW YORK

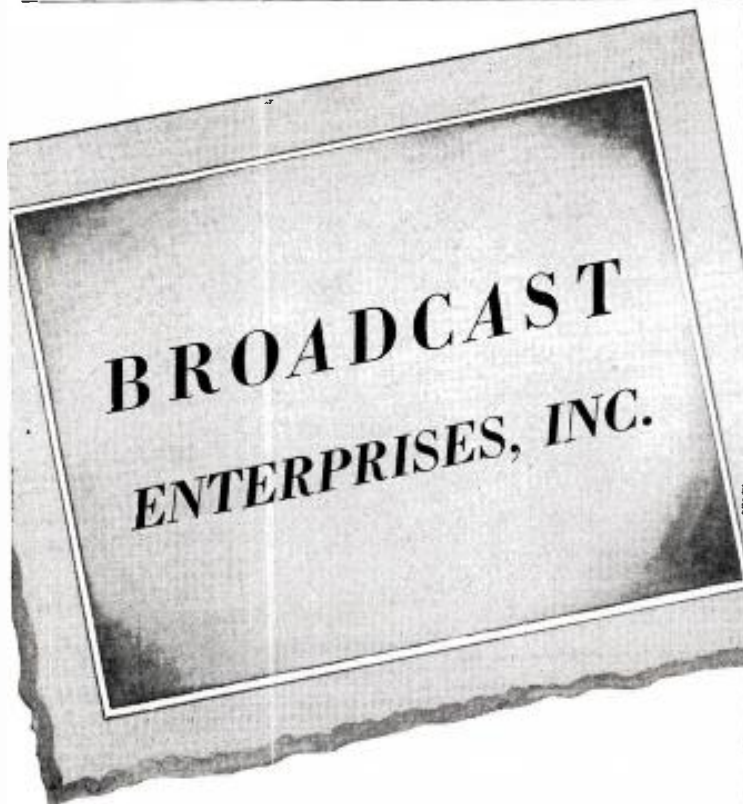
Henry J. Geist
60 East 42nd Street
Mu. 2-7440

SEATTLE, WASHINGTON

Adrian VanSanten
1100 5th Avenue
Eliot 6175

WASHINGTON 9, D. C.

Raytheon Manufacturing Co.
739 Munsey Building
Republic 6897



Radio Management Consultants

AM FM TV FAX

- *Brokers for purchase and sale of radio stations*
- *Your listing is invited, stations now available for sale*

**BROADCAST
ENTERPRISES, Inc.**

Herbert L. Wilson, Pres. Downey Rice, Vice Pres. T. P. Gerth, Sec. Treas.

INVESTMENT BUILDING, SUITE 300
NATIONAL 3113 NATIONAL 7240

WASHINGTON, D. C.

FCC RULES AND REGULATIONS (Continued)

§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.

§3.86 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.

[Errors Note: See "Time and Time Changes," below.]

Time Sharing—(AM)

§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 specified 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.¹⁸

§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 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.

¹⁸ See Field Offices of the Commission.

(Continued)

"FROM THE IDEA TO THE COMPLETE STATION"

L. W. ANDREWS, Inc.

RADIO CONSULTANTS

1927 College Ave.

Davenport, Iowa

Phones 2-7824-2-0856-3-8504

Complete Application Service

Program and Management Service

Construction Service and Supervision

LET US TAKE YOUR IDEA AND BUILD IT INTO A COMPLETE STATION

PHONE

2-7824

3-8504

2-0856

TOWER SERVICES INC.

Erection

Painting

FM Application

Maintenance Service

*Let us quote you our
price on ANY tower work*

202 WHITAKER BLDG.

Davenport

Iowa

MID - CONTINENT RADIO CORP.

*Complete Measurement
Service*

PRIMARY FREQUENCY STANDARD

AM and FM

24 Hour Service

Call us

phone

2-0856

3-8504

2-7824

FOR ANYTHING IN MEASUREMENTS

RR No. 3

Davenport, Iowa

FCC RULES AND REGULATIONS
(Continued)

§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.

Time; Time Changes

§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 licensees: *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 loca-

tion 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.

Pre-Sunrise Operation

§3.87 *Program transmissions prior to local sunrise.*—(a) The provision 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 interference¹⁹ 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 or 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.

¹⁹ As determined by the Standards of Good Engineering Practice Governing Standard Broadcast Stations and the North American Regional Broadcasting Agreement.

(Continued)

1948 BROADCASTING

MAPS

● IN THREE COLORS ●

This all-new three-color map shows: every AM broadcasting station on the air, completely revised as of January 1, 1948 . . . enlarged areas for the main congested metropolitan districts . . . insert maps of the principal U. S. possessions . . . all U. S. counties . . . Canadian counties and time zones with their relationship to corresponding divisions in the U. S. Printed on durable white stock which takes ink like your letterhead.

NATIONAL PRESS BUILDING • WASHINGTON, D. C.

1626 AM Stations

Number per city

Time zone divisions

U.S.-Canadian counties



More

WINCHARGER

Towers Specified by

Station Applicants Than

All Others

Combined

From actual records of the Federal Communications Commission... of 873 applications on file during a 6-weeks period early this year, 761 applications specified some make of tower. Of these 761, more than half specified Wincharger towers.

In other words... more than all the others combined.

We say no more.....

ANTENNA TOWER DEPARTMENT

WINCHARGER

Corporation

SIoux CITY 6, IOWA, U.S.A.

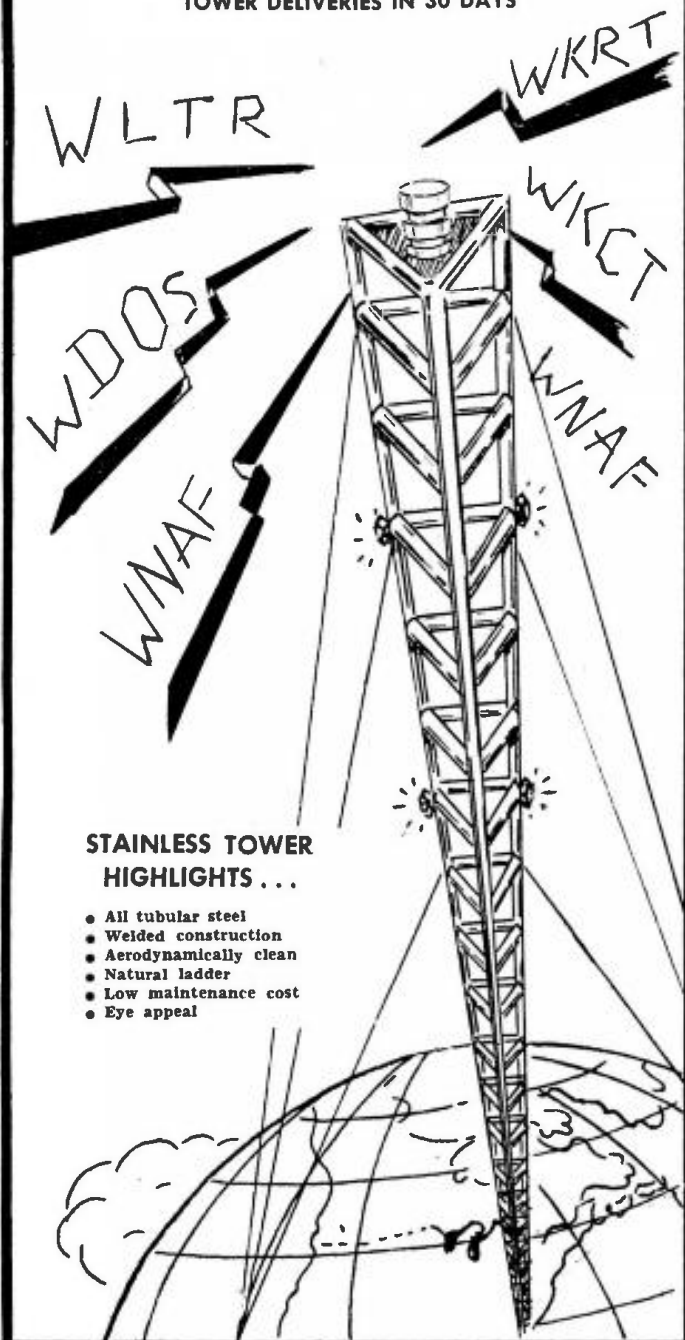
STAINLESS

WILL SOLVE YOUR TOWER PROBLEMS

AM — FM — TELEVISION

For prompt service, contact Stainless!

TOWER DELIVERIES IN 30 DAYS



STAINLESS TOWER HIGHLIGHTS . . .

- All tubular steel
- Welded construction
- Aerodynamically clean
- Natural ladder
- Low maintenance cost
- Eye appeal

Stainless, Inc.

50 Church Street, N. Y. 7, N. Y.

FCC RULES AND REGULATIONS

(Continued)

FOR FM STATIONS . . .

§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 of 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.

§3.266 *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.

FOR TELEVISION STATIONS . . .

§3.661 *Time of operation.*—(a) ²⁰ All television broadcast stations will be licensed for unlimited time operation. Each licensed television station shall 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.

OPERATOR REQUIREMENTS

IN AM RULES . . .

§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 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.

²⁰ The requirements of Sec. 3.661(a) are waived until March 31, 1948.

(Continued)

JOHN CREUTZ

*Consulting Engineer for the
Radio Industry*

FM - AM

Television

Radio Relay

Frequency Allocation

Directive Antennae

Radio Communication

319 Bond Building

Washington, D. C.

REpublic 2151- 2

FCC RULES AND REGULATIONS
(Continued)

IN FM RULES . . .

§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.

IN TELEVISION RULES . . .

§3.865—[Error's Note: Identical with §3.265, above, except that "a television broadcast transmitter" is substituted for "an FM broadcast transmitter" in third sentence.]

NETWORK AFFILIATION

IN AM RULES . . .

§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 organization²¹ under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organization.²²

§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

²¹ The term "network organization" as used herein includes national and regional network organizations. See Chapter VII, J. of Report on Chain Broadcasting.

²² These regulations shall become effective 12:01 a.m., Eastern War Time, June 15, 1943, unless otherwise required by court order.

LYNNE C. SMEBY
Consulting Radio Engineers

Specializing in Broadcast Allocation

AM TELEVISION FM

820 - 13th Street, N.W.
Washington 5, D. C.

between a station and a network organization pursuant to which the station is granted the first call in its primary service area upon the program of the network organization.²²

§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.²²

§3.104 *Option time.*—No license shall be granted to a standard broadcast station which options²³ for network programs any time subject to call or less than 56 days' notice, or more time than a total of three hours²⁴ 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.²⁵ 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.²⁶

§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.²⁶

§3.106 *Network ownership of stations.*²⁷—No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control²⁸ 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.²⁶

§3.107 *Dual network operation.*²⁹—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.³⁰

²³ 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.

²⁴ 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.

²⁵ 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.

²⁶ These regulations shall become effective 12:01 a.m., Eastern War Time, June 15, 1943, unless otherwise required by court order.

²⁷ 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.

²⁸ 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.

²⁹ This section shall become effective April 12, 1944.

³⁰ These regulations shall become effective 12:01 a.m., Eastern War Time, June 15, 1943, unless otherwise required by court order.

(Continued)

GEORGE P. ADAIR

Radio Engineering Consultants

EXECUTIVE 1230

EXECUTIVE 5851

1833 M STREET, N. W.

SECOND FLOOR

WASHINGTON 6, D. C.

FCC RULES AND REGULATIONS

(Continued)

IN FM RULES . . .

§3.231-3.238, inclusive—

[EDITOR'S NOTE: Same as §3.101-3.108, above, with the following exceptions: (1) the phrase "an FM broadcast station" is substituted for "a standard broadcast station" wherever it occurs; (2) footnotes relating to effective dates of certain sections, and waiver of effectiveness on network ownership section are deleted; (3) the sections on "Network Ownership of Stations" and "Dual Network Operation" are changed to read as follows:]

§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 control³¹ 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.

IN TELEVISION RULES . . .

§3.631-3.638, inclusive—

[EDITOR'S NOTE: Identical with the FM rule, §3.231-3.238, above, except that "a television broadcast station" is substituted for "an FM broadcast station" wherever it appears.]

³¹ 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.

GILLE BROS.

Consulting Radio Engineers

Broadcast Allocation
&
WEST COAST
Field Service

Benson D. Gille

C. E. Taylor

1108 Lillian Way
HOLLYWOOD 38, CALIF.
Gladstone 6178

Reports To Be Filed *

ALL BROADCAST STATIONS . . .

§1.341 *Financial report, broadcast licensees.*—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, 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.

§1.342 *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, instrument contracts (the substance of oral contracts or understandings shall be reported in writing for submission) together with amendments, supplement and changes therein and cancellations thereof relating to ownership, management or control of licensee of station, or of any of licensee's stock, right 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 of 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.

§1.343 *Ownership, reports, broadcast licensees.*—(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 their interests of each partner.³²
- (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 Section 1.342 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 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.

(Continued)

* EDITOR'S NOTE: Regarding reports filed in compliance with these sections, §1.206(c) provides, in part: "The information filed under §1.341 and network and transcription contracts filed pursuant to §1.342 shall not be open to public inspection."

³² Any change in partners or in their rights will require prior consent of the Commission upon an application for consent to assignment of license.



Plane and field car equipped with 2-way radio communication and handie-talkies for expeditious adjustment of critical directional antenna systems.

FIELD PLANE No. 1

AVAILABLE FOR SHORT TRIPS

**IN CONNECTION WITH SITE SELECTIONS, CONFERENCES, ANTENNA
MEASUREMENTS, ETC.**

JOHN BARRON

CONSULTING RADIO ENGINEERS

Specializing in Broadcast and Allocation Engineering

John H. Barron

Clyde H. Bond

George E. Gautney

WARNER BUILDING

WASHINGTON 4, D. C.

NATIONAL 7757

FCC RULES AND REGULATIONS
(Continued)

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.³³

(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.

§1.344 *Definitions of terms used in Sections 1.341-1.343*—As used in Sections 1.341-1.343:

(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.

§1.345 *Information regarding station equipment filed under Section 308 of the Communications Act.*—Supplemental statements of fact concerning station equipment required pursuant to Section 308 of the Communications Act shall be made on FCC Form No. 327. This form shall be submitted:

- (1) Subsequent to the completion of any changes in automatic frequency control or devices.
- (2) As may be required on other changes affecting frequency stability provided by Section 3.60.

License Renewals

GENERAL . . .

§1.320 *Application for renewal of license; broadcast and non-broadcast.*—

(a) Unless otherwise directed by the Commission, each application for renewal of license shall be filed at least 60 days¹ prior to the expiration date of the license sought to be renewed. No application for renewal of license of a broadcast station will be considered unless there is on file with the Commission, the information currently required by Sections 1.341 to 1.344,² 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 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.

IN AM RULES . . .

§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.

³³ Applications for Amateur Station License need not be filed 60 days prior to the contemplated operation of the station.

¹ With respect to FM and television applications, this reference is to §§ 1.301-1.304.

(b) For stations operating on the frequencies 990, 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, 1560, 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.

IN FM RULES . . .

§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 normal license period of 1 year.

[*Editor's Note:* FCC had pending two proposed new sections, not made final as of Jan. 1, which would read as follows:]

§ 3.218 *Normal License Period.*—All FM broadcast station licenses will be issued for a normal license period of 1 year. Licenses will be issued to expire at the hour of 3 a.m., Eastern Standard Time, in accordance with the following schedule:

(a) For stations operating on the frequencies 92.3, 92.5, 92.9, 93.1, 93.3, 93.7, 93.9, 94.1, 94.5, 94.7, 94.9, 95.1, 95.5, 95.7 mcs., February 1.

(b) For stations operating on the frequencies 96.1, 96.3, 96.5, 96.9, 97.1, 97.3, 97.5, 97.9, 98.1, 98.5, 98.7, 98.9 mcs., April 1.

(c) For stations operating on the frequencies 92.1, 92.7, 93.5, 94.3, 95.1, 95.9, 96.7, 97.7, 98.3, 99.3 mcs., June 1.

(d) For stations operating on the frequencies 100.1, 100.9, 101.7, 102.1, 103.1, 103.9, 104.9, 105.5, 106.3, 107.1 mcs., August 1.

(e) For stations operating on the frequencies 99.1, 99.5, 99.7, 99.9, 100.5, 100.5, 100.7, 101.1, 101.3, 101.5, 101.9, 102.1, 102.5, 102.7, 102.9 mcs., October 1.

(f) For stations operating on the frequencies 103.3, 103.5, 103.7, 104.1, 104.3, 104.5, 104.7, 105.1, 105.3, 105.7, 105.9, 106.1, 106.5, 106.7, 106.9, 107.3, 107.5, 107.7, 107.9 mcs., December 1.

[Outstanding FM broadcast station licenses shall not be effected by this section. To facilitate the conversion of outstanding FM licenses and initial grants of license to the renewal schedule of this section, renewals of license or initial licenses which might be for periods of less than three months will be issued to include an additional one year period.]

§ 3.518 *Normal License Period.*—All noncommercial educational FM broadcast station licenses will be issued for a normal license period of one year. Licenses will be issued to expire at the hour of 3 a.m., Eastern Standard Time, in accordance with the following schedule:

(a) For stations operating on the frequencies 88.1, 88.3, 88.5, 88.7, 88.9, 89.1, 89.3, 89.5, 89.7, 89.9 mc. June 1.

(b) For stations operating on the frequencies 90.1, 90.3, 90.5, 90.7, 90.9, 91.1, 91.3, 91.5, 91.7, 91.9 mc. Aug. 1.

[Outstanding noncommercial educational FM broadcast station licenses shall not be affected by this section. To facilitate the conversion of outstanding noncommercial educational FM licenses and initial grants of license to the renewal schedule of this section, renewals of licenses or initial

(Continued)

1926 1948

PAUL GODLEY CO.

Consulting Radio Engineers

LABORATORIES: GREAT NOTCH, N. J.

LITTLE FALLS 4-1000

HAROLD B. ROTHROCK CONSULTING RADIO ENGINEERS

ASSOCIATE

GEORGE B. BAIREY

RUSSELL E. GEIGER, JR.

LEONARD P. SMITH

COMPLETE CONSULTING

and

Field Engineering Service

AM
TELEVISION

FM
FACSIMILE

1909 EYE ST., N. W.

WASHINGTON, D. C.

NATIONAL 0196

FCC RULES AND REGULATIONS
(Continued)

licenses which might be for periods of less than three months will be issued to include an additional one-year period.]

IN TELEVISION RULES . . .

§3.618—[EDITOR'S NOTE: Identical with §3.218, above, except that "All television broadcast station licenses" is substituted for "All FM broadcast station licenses."]

Station Identification

IN AM RULES . . .

§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.

IN FM RULES . . .

§3.287 *Station identification.*—(a) A licensee of an FM broadcast station shall make separate station identification announcement (call letters and location) for such station, *Provided, however*, that if the same licensee operates an FM radio broadcasting station and a standard broadcast station and simultaneously broadcasts the same programs over the facilities of both such stations, station identification announcements may be made jointly for both stations for periods of such simultaneous operation. If the call letters of the FM station do not clearly reveal that it is an FM station, the joint announcement shall state that one of the stations is an FM station. Station identification announcement shall be made 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*,

[EDITOR'S NOTE: Remainder is identical with paragraphs (b), (c), (d), (e), and (f) of §3.406, above.]

IN TELEVISION RULES . . .

§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.

Sponsored Programs
(Announcement of)

IN AM RULES . . .

§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, 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 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.

IN FM RULES . . .

§3.289—[EDITOR'S NOTE: Identical with §3.409, above.]

IN TELEVISION RULES . . .

§3.689—[EDITOR'S NOTE: Identical with §3.409, above, except that "films" are added to the services mentioned in paragraph (b).]

(Continued)

CHAMBERS AND GARRISON

CONSULTING RADIO ENGINEERS

1519 CONNECTICUT AVE., N. W., WASHINGTON 6, D. C.

Phone - Michigan 2261

Allocation Engineering	Engineering Service and
Antenna Design and Adjustment	Representation on Broadcasting
Field Intensity Measurements	AM, FM, Television

FCC RULES AND REGULATIONS (Continued)

Recordings and Transcriptions (Identification of)

IN AM RULES . . .

§3.407 *Mechanical records.*³¹—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; *Provided, however,* that each such program of one minute or less need not be announced as such.

(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.

³⁴ During the annual periods in which Daylight Saving Time will be effective, the requirements of this section are waived, with respect to network programs transcribed and rebroadcast one hour later because of the time differential resulting from the adoption of Daylight Saving Time in some areas, upon the following conditions:

The waiver is not to be applicable when an individual station makes an off the line recording, but is to be applicable only when the off the line recording is made by the network itself at one of its key stations, and is for broadcast one hour later by those stations which operate on Standard Time. Furthermore, each station which broadcasts network programs one hour later in accordance with this waiver shall make an appropriate announcement at least once each day between the hours of 10 a.m. and 10 p.m., stating that some or all of the network programs which are broadcast by that station are delayed broadcasts by means of transcription. A network organization taking advantage of this waiver should so advise the Commission.

LYNNE C. SMEBY CONSULTING RADIO ENGINEERS



Former Director of Engineering for
National Association of Broadcasters

25 Years Professional Radio Experience

Co-Author of Text Book "Fundamentals of Radio"

Past Chairman of the Detroit and Washington
Sections of the Institute of Radio Engineers

820 13th Street, N. W.
Washington 5, D. C.

A licensee shall not attempt affirmatively to create the impression that any program being broadcast by mechanical reproduction consists of live talent.

IN FM RULES . . .

§ 3.288—[EDITOR'S NOTE: Identical with § 3.407, above.]

IN TELEVISION RULES . . .

§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)—[EDITOR'S NOTE: Same as paragraph (e) of §3.407, above.]

Political Broadcasts

FOR AM, FM, AND TV³⁵ . . .

§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.

Broadcasts

IN AM RULES . . .

§3.408 *Rebroadcast.*—(a) The term "rebroadcast" means reception by radio of the program³⁶ of a radio station, and the simultaneous or subsequent retransmission of such program by a broadcast station.³⁷

(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.³⁸

(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 para-

³⁵ §§ 3.421-3.424, reprinted here, are from AM rules. They are rearranged into single sections when they appear in FM and television rules. In FM, it is § 3.280; in television, § 3.690.

³⁶ As used in sec. 3.408, program includes any complete program or part thereof, or any signals if other than A-3 emission.

³⁷ 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.

³⁸ 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.

(Continued)



Great artists are great because they feel the message in the music they play. Their interpretations express the right note of pathos and strength, run the full range of joy and tragedy in human experience. Superior radio engineering demands this same expertness and attention to detail... a thorough understanding of the problems peculiar to each client, a knowledge of the full range of today's radio. Since 1935 we have offered full scale engineering service including: allocation engineering, systems engineering, antenna design and adjustment, field intensity measurement, audio and acoustical design, special equipment design. Your inquiries are invited.

M C N A R Y & W R A T H A L L
C O N S U L T I N G E N G I N E E R S
 NATIONAL PRESS BUILDING, WASHINGTON 4, D. C.

James C. McNary
 National Press Bldg.
 Washington, D. C.

Grant R. Wrathall
 Resetar Hotel
 Watsonville, Calif.

FCC RULES AND REGULATIONS
(Continued)

graph (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.^{39, 40, 41}

(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.⁴²

IN FM RULES . . .

§3.291—[Editor's Note: Identical in terms with §3.408, above, with two exceptions: Paragraph (e) of §3.408 is deleted in §3.291, and Paragraph (b) relates to rebroadcasts of programs of U.S. "standard, FM or non-commercial educational" stations.]

IN TELEVISION RULES . . .

§3.691—[Editor's Note: Identical in terms with §3.408, above, except that

³⁹ The broadcasting of a program relayed by a relay broadcast station (sec. 4.21) is not considered a rebroadcast.
⁴⁰ Informal application may be employed.
⁴¹ 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
⁴² Formal application required. See Standards of Good Engineering Practice for form number.

television rebroadcasts naturally are limited to programs of other television stations: Paragraphs (d) and (e) of §3.408 are deleted in §3.691

Revocations, Modifications, Suspensions

OF STATION LICENSES (ALL CLASSES) . . .

§1.401 *Notice of violations.*—Any licensee who appears to have violated any provision of the Communications Act of 1934 or of the Rules and Regulations of the Federal Communications Commission, shall be served with notice calling the facts to his attention and requesting a statement concerning the matter. Within three days from receipt of such notice, or such other period as may be specified, the licensee shall send a written answer direct to the Federal Communications Commission at Washington, D. C. and a copy thereof to the office of the Commission originating the official notice when the originating office is other than the office of the Commission in Washington, D. C. If an answer cannot be sent nor an acknowledgment made within such three-day period by reason of illness or other unavoidable circumstances, acknowledgment and answer shall be made at the earliest practicable date with a satisfactory explanation of the delay. The answer to each notice shall be complete in itself and shall not be abbreviated by reference to other communications or answers to other notices. If the notice relates to violations that may be due to the physical or electrical characteristics of transmitting apparatus, the answer shall state fully what steps, if any, have been taken to prevent future violations, and if any new apparatus is to be installed, the date such apparatus was ordered, the name of the manufacturer, and promised date of delivery. If the installation of such apparatus requires a construction permit, the file number of the application shall be given, or if a file number has not been assigned by the Commission such identification shall be given as will permit ready identification thereof. If the notice of violation relates to lack of attention to or improper operation of the transmitter, the name and license number of the operator in charge shall be given.

§1.402 *Revocation of licenses.*—Whenever it appears that grounds exist for revocation of license, as provided in Section 312(a) of the Act, the Law Department after conferring with the other departments of the Commission prepares a report and other necessary papers which are presented to the Commission for action. If the Commission concludes that a revocation proceeding should be instituted, an order of revocation will be issued effective not less than 15 days after written notice thereof is given the licensee. The order of revocation shall contain a statement of the grounds and reasons for such proposed revocation and a notice of the licensee's right to be heard by filing with the Commission a written request for hearing within 15 days after receipt of said order. Upon the filing of such written request for hearing by said licensee, the order of revocation shall stand suspended and the Commission will set a time and place for hearing and shall give the licensee and other interested parties notice thereof. If no request for hearing on any order of revocation is made by the licensee against whom such an order is directed within the time set forth, the order of revocation shall become final and effective, without further action of the Commission. When any order of revocation has become final, the person whose license has been revoked shall forthwith deliver the station license in question to the inspector in charge of the district in which the station is located.

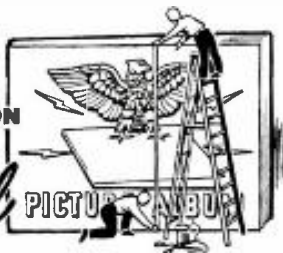
§1.403 *Modification of licenses.*—Whenever it appears that public interest, convenience, and necessity would be served, or the provisions of the Communications Act, or of any treaty ratified by the United States will be more fully complied with, by the modification of any radio station construction permit or license, the Law and Engineering Departments prepare a report and other necessary papers which are presented to the Commission for action. If the Commission concludes that proceedings should be instituted, an order will be issued to show cause why such construction permit or license should not be modified. Such order to show cause shall contain a statement of the grounds and reasons for such proposed modifications, and shall specify wherein the said construction permit or license is required to be modified. It shall require the licensee against whom it is directed, to appear at a place and time therein named to show cause why the proposed modification should not be made and the order of modification issued. If the licensee against whom the order to show cause is directed does not appear at the time and place provided in said order, a final order of modification shall issue forthwith.

OF OPERATOR LICENSES . . .

§1.404 *Suspension of operator licenses.*—Whenever it appears that grounds exist for suspension of an operator license, as provided in Section 303(n) of the Act, the Law Department after conferring with the other Departments of the Commission prepares a report and other necessary papers which are presented to the Commission for action. If the Commission concludes that suspension proceedings should be instituted, a suspension order will be issued. No order of suspension of any operator's license shall take effect until 15 days' notice in writing thereof, stating the cause for the proposed suspension, has been given to the operator licensee who may make written application to the Commission at any time within said 15 days for a hearing upon such order. The notice to the operator licensee shall not be effective until actually received by him, and from that time he shall have 15 days in which to mail the said application. In the event that physical conditions prevent mailing of the application at the

**NOW! DIRECT
PUBLISHER-TO-STATION
SERVICE ON**

Tailored



RADIO PICTURE ALBUMS

Take advantage of the know-how gained by our personnel in almost 10 years of preparing and publishing radio picture albums utilized profitably by nearly 200 stations . . . coast to coast!

New plan distributes albums throughout your broadcast area . . . at no cost to you . . . at no cost to your listeners. Will produce new accounts . . . increase station revenue.

for exclusive representation in your city . . . write or phone 4-9180



expiration of the 15-day period, the application shall then be mailed as soon as possible thereafter, accompanied by a satisfactory explanation of the delay. Upon receipt by the Commission of such application for hearing, said order of suspension shall be held in abeyance until the conclusion of the hearing which shall be conducted under such rules as the Commission shall deem appropriate. Upon the conclusion of said hearing the Commission may affirm, modify, or revoke said order of suspension. If the license is ordered suspended, the operator shall send his operator license to the office of the Commission in Washington, D. C., on or before the effective date of the order, or, if the effective date has passed at the time notice is received, the license shall be sent to the Commission forthwith.

Lotteries

FOR ALL STATIONS . . .

§316 [of Communications Act].—No person shall broadcast by means of any radio station for which a license is required by any law of the United States, and no person operating any such station shall knowingly permit the broadcasting of, any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes. Any person violating any provisions of this section shall, upon conviction thereof, be fined not more than \$1,000 or imprisoned not more than one year, or both, for each and every day during which such offense occurs.

Censorship; Indecent Language

FOR ALL STATIONS . . .

§326 [of Communications Act].—Nothing in this Act shall be understood to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication. No person within the jurisdiction of the United States shall utter any obscene, indecent, or profane language by means of radio communication.

Transfers and Assignments

(Avco Rule)

ALL BROADCAST STATIONS . . .

§1321 *Application for voluntary assignment or transfer of control; broadcast.*—(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 FCC Form No. 314 (Assignment of License) or FCC Form 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 first publication, 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 that 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.

(d) If, at the conclusion of such hearing, the Commission is of the opinion that the proposed assignee or transferee selected by the licensee is the best qualified and that the transfer is otherwise in the public interest an order will be entered granting the original application. However, if the Commission is of the opinion that one of the other applicants is the best qualified and that a transfer is otherwise in the public interest, an order will be entered denying the original application and stating that the Commission's consent to an assignment of the license or construction permit or to the transfer of control of the corporate licensee or permittee to such competing applicant will be given provided the licensee or permittee and such competing applicant enter into and file with the Commission within 30 days from the date of such order a contract for the assignment of the license or construction permit, or the transfer of control of the licensee or permittee, to such competing applicant upon the same terms and conditions as stated in the original application or upon such other terms and conditions as the parties may agree upon and which new terms and conditions the Commission shall find to be in the public interest.

(e) The provisions of this section shall not apply to the following cases:

- (1) Where there is a reorganization of a corporation holding a license or construction permit which involves no substantial change in the beneficial ownership of that corporation;
 - (2) Where there is an assignment from an individual or individuals to a corporation owned and controlled by such individual or individuals without any substantial change in their respective interests or from a corporation to the individual stockholders controlling such corporation when there is no substantial change in their respective interests;
 - (3) Where there is an assignment or transfer by way of gift or testamentary disposition of a license or construction permit or of a controlling interest in a corporate licensee or permittee, or an assignment or transfer of a license, permit or interest to effect such testamentary disposition. This section shall, however, apply to an assignment or transfer by an administrator or executor to persons other than the lawful heirs or legatees of the licensee or permittee or to trustees or beneficiaries other than those designated in the licensee's or permittee's will or other testamentary instrument.
 - (4) Where the interest being transferred, if acquired by a person other than the proposed assignee, would not result in such person acquiring control. The Commission, however, will scrutinize carefully successive transfers to the same person or persons to determine whether such transfers are for the purpose of evading compliance with this section.
 - (5) In the case of any other assignments or transfers where the parties are in doubt as to whether the provisions of this section are applicable, or are of the opinion that if the section is applicable, the requirements should be waived, the application may be filed with a request for a ruling as to whether the section is applicable or with a petition for waiver of the rule. The Commission will determine on the facts of each case whether the section is applicable or whether public interest will be served by a waiver of the rule.
- (f) The following application forms should be used:
- (1) FCC Form No. 314—"Application for consent to assignment of radio broadcast station construction permit or license."
 - (2) FCC Form No. 315—"Application for consent to transfer of control of corporation holding radio broadcast station construction permit or license."
 - (3) FCC Form No. 316—"Inventory of station property to be submitted with and as a part of FCC Form 314 or 315."
 - (4) FCC Form No. 328—"Income statement." Applicant's own form of income statement may be used if he desires.
 - (5) FCC Form No. 329—"Balance Sheet." Applicant's own form of balance sheet may be used if he desires.

INVOLUNTARY TRANSFERS

AND ASSIGNMENTS . . .

§1323 *Application for involuntary assignment or transfer of control; broadcast and non-broadcast.*—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

(a) the Commission shall be notified in writing promptly of the occurrence of such death or legal disability, and

(b) 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. The procedure and forms to be followed are the same as those specified in Sections 1.321 and 1.322. 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.

SERVICES RELATED TO THE BUSINESS OF BROADCASTING

ADVERTISING AND TRADE ASSOCIATIONS

ADVERTISING ASSOCIATION OF THE WEST—Monadnock Bldg., San Francisco 5. Tel.: Garfield 1-6868. *Officers:* Russell Z. Eller, president; Charles W. Collier, managing director; Lela M. Huey, executive secretary.

THE ADVERTISING COUNCIL Inc.—11 W. 42nd St., New York 18. Tel.: Bryant 9-3641. *Officers:* Charles G. Mortimer, Jr., vice-pres. charge of advertising, General Foods Corp., chairman; Paul B. West, William Reydel, Kerwin H. Fulton, vice-chairmen; Frederic R. Gamble, secretary-treasurer; Theodore S. Reppier, president; George P. Ludlam, vice president & New York manager; Allan M. Wilson, vice president; Michael Amrine, director public relations. Washington office: 1010 Vermont Ave. Tel.: District 9043.

ADVERTISING FEDERATION OF AMERICA—330 W. 42nd St., New York 18. Tel.: Bryant 9-0430. *Officers:* Allen T. Preyer, chairman of the board; E. G. Borton, president.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES—420 Lexington Ave., New York. Tel.: Lexington 2-7980. *Officers:* Frederic R. Gamble, president; J. C. Cornelius, BBDO, Mnpls., chairman of the board; Thomas D'A. Brophy, Kenyon & Eckhardt Inc., New York, vice chairman; Clarence B. Goshorn, Benton & Bowles, Inc., New York, secretary-treasurer. *Radio Broadcasting Committee:* vacancy, chairman; Joseph Katz, The Joseph Katz Co., Baltimore; Arthur Pryor Jr., BBDO, New York; R. J. Scott, Schwimmer & Scott, Chicago; Charles T. Ayres, Ruthrauff & Ryan, New York; L. T. Bush, Compton Advertising, New York; Harry Ackerman, Young & Rubicam Inc., New York; Walter Craig, Benton & Bowles, New York; T. F. Harrington, Ted Bates Inc., New York; Myron P. Kirk, Kudner Agency Inc., New York; William B. Lewis, Kenyon & Eckhardt, New York; Lawrence L. Shenfield, Doherty, Clifford & Shenfield, New York; C. Burt Oliver, Foote, Cone & Belding, Hollywood; Harlow P. Roberts, Goodkind, Joice & Morgan, Chicago. *Subcommittee, Radio Timebuyers:* Carlos Franco, Young & Rubicam, New York, chairman; Charles T. Ayres, Ruthrauff & Ryan, New York; Gordon Mills, Kudner Agency Inc., New York; Linnea Nelson, J. Walter Thompson Co., New York; Helen Wilbur, Doherty, Clifford & Shenfield, New York; Frank Palmer, Kenyon & Eckhardt, New York; Frank Silvernail, BBDO, New York; Henry Clochessy, Compton Advertising Inc., New York.

AMERICAN MARKETING ASSOCIATION—Kinley Hall, Champaign, Ill. Tel.: 7-5274. *Officers:* Wroe

Alderson, president; Everett R. Smith, Edgar H. Gault, vice presidents; Harvey W. Huegy, secretary; Wilford White, treasurer. (association for the advancement of the science of marketing.)

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION—370 Lexington Ave., New York 17. Tel.: Caledonia 5-2000. *Officers:* David W. Howe, president; Edwin S. Friendly, vice president; J. L. Stackhouse, secretary; W. L. Fanning, treasurer; Cranston Williams, general manager. Branch office: 360 N. Michigan Ave., Chicago 1. Tel.: Franklin 3746. George N. Dale, manager.

ASSOCIATION OF CANADIAN ADVERTISERS—Federal Bldg., Toronto 1. Tel.: Adelaide 8047. *Officers:* Harold J. G. Jackson, Chrysler Corp. of Canada, Windsor, president; George S. Bertram, Swift Canadian Co. Ltd., Toronto; Lee Trenholm, Underwood Ltd., Toronto; Hedleigh T. Venning, Shirliff's Ltd., Toronto; Muriel Gillespie, Courtauld's Ltd, Montreal; J. G. Hagey, B. F. Goodrich Rubber Co., Kitchener, vice-presidents; J. P. Lyons, Manufacturers Life Insurance Co., Toronto, treasurer; Athol McQuarrie, Federal Bldg., Toronto 1, general manager; J. A. M. Galilee, Toronto, secretary. *Directors:* D. E. Bankart, Northern Electric Co. Ltd. Montreal; Robert E. Day, Bulova Watch Co. Ltd. Toronto; E. T. Gater, Sterling Products Ltd. Windsor; J. W. Lawrence, The Borden Co. Ltd. Toronto; John O. Pitt, Canadian Fairbanks-Morse Co. Ltd. Montreal; Neil B. Powter, Howard Smith Paper Mills Ltd. Montreal; M. M. Schneckenburger, The House of Seagram Montreal; James P. Scruton, H. J. Heinz Co. Ltd. Toronto; A. Usher, RCA Victor Co. Ltd. Montreal; C. H. Willis, Appleford Paper Products Ltd., Hamilton.

ASSOCIATION OF NATIONAL ADVERTISERS Inc.—285 Madison Ave., New York 17. Tel.: Murray Hill 7-7242. *Officers:* Robert B. Brown, Bristol-Myers Co., chairman of the board; William N. Connolly, S. C. Johnson & Son and W. B. Potter, Eastman Kodak Co., vice chairmen; Paul B. West, president; Albert Brown, The Best Foods Inc., treasurer; E. T. Batchelder, secretary.

CANADIAN ASSOCIATION OF ADVERTISING AGENCIES—111 Avenue Road, Toronto, Ont. Tel.: Kingsdale 0980. *Officers:* T. L. Anderson, Cockfield-Brown & Co. Ltd., president; Hector Fontaine, Canadian Adv. Agency, vice-president; Harry M. Tedman, J. J. Gibbons Ltd., secretary-treasurer.

FINANCIAL PUBLIC RELATIONS ASSOCIATION—231 S. LaSalle St., Chicago 4. Tel.: State 5547. Robert Lindquist, president; Preston E. Reed, executive vice president.

NATIONAL ASSN. OF MANUFACTURERS—14 W. 49th St., New York. Tel.: Circle 5-6600. *Officers:* Earl Bunting, O'Sullivan Rubber Corp., Winchester, Va., president; Noel Sargent, acting executive vice president and secretary; John C. Bosted, acting treasurer; Robert R. Wason, Manning, Maxwell & Moore, New York, chairman of the board; Ira Mosher, Russell Harrington Cutlery Co., Southbridge, Mass., chairman of executive committee; Robert Gaylord, Ingersoll Milling Machine Co., Rockford, Ill., chairman of finance committee.

NATIONAL RETAIL DRY GOODS ASSN.—100 W. 31st St., New York 1. Tel.: Chickering 4-8780. *Officers:* Lew Hahn, president, treasurer and general manager; Howard P. Abrahams, manager, sales promotion division. Office: Munsey Bldg., Washington, D. C. Tel.: National 3680; John C. Hazen, manager.

THE PROPRIETARY ASSOCIATION OF AMERICA—810 18th St., N. W., Washington 6, D. C. Tel.: National 1914. *Officers:* Dr. Frederick J. Cullen, Washington, D. C., executive vice-president; Kenneth Bonham, Emerson Drug Co., Baltimore, president; A. K. Barta, secretary-treasurer, Washington, D. C.

COMMUNICATIONS CARRIERS

AT & T LONG LINES DEPT.—32 Avenue of the Americas, New York 13. Telephone: Exchange 3-9700. *Officers:* F. P. Lawrence, vice-president; L. G. Woodford, general manager; H. H. Carter, general commercial manager.

BELL TELEPHONE LABORATORIES—463 West St., New York 14. Telephone: Chelsea 3-1000. *Officers:* O. E. Buckley, president; M. J. Kelly, executive vice-president; D. A. Quarles, vice president and director of apparatus development; M. H. Cock, director of specialty products development; O. M. Glunt, director of Whippany staff; R. E. Poole, W. H. Doherty, radio development engineers.

FEDERAL TELECOMMUNICATION LABORATORIES Inc. (IT & T)—67 Broad St., New York 4. Telephone: Bowling Green 9-3800. *Officers:* Harold H. Buttner, president; Douglas B. Baker, J. G. Copelin, Haraden Pratt, Henry C. Roemer, vice-presidents.

GLOBE WIRELESS Ltd.—141 Battery St., San Francisco, Calif. Telephone: Exbrook 2-6181. *Officers:* R. Stanley Dollar, president; Walter P. Boatwright, J. D. Hopkins, Neil D. Brown, vice-presidents.

INTERNATIONAL TEL & TEL Corp.—67 Broad St., New York 4. Telephone: Bowling Green 9-3890. Col. Sosthenes Behn, president. Subsidiaries: Federal Telecommunication Labs. Inc., Mackay Radio & Telegraph Co.

MACKAY RADIO & TELEGRAPH Co. (AC & R)—67 Broad St., New York 4. Tel.: Bowling Green 9 3800. *Officers:* Luke McNamee, president; F. L. Henderson, executive vice-president; Haraden Pratt, vice-president and chief engineer; J. A. Kennedy, vice-president and general attorney; A. C. Jorgensen, C. C. Chapman, Morgan Heiskell, E. H. Price, Carl E. Scholz, L. Spangenberg, vice-presidents; B. B. Tower, acting comptroller; D. M. Day, secretary; J. J. Brosnan, treasurer. **PRESS WIRELESS Inc.**—147 1/2 Broadway, New York. Tel.: Bryant 9-5030. *Officers:* William J. McCambridge, president.

RCA COMMUNICATIONS—66 Broad St., New York 4. Tel.: Hanover 2-1811. *Officers:* Harry C. Ingles, president; S. H. Simpson Jr., manager, program transmission service.

WESTERN UNION TELEGRAPH Co.—60 Hudson St., New York 13. Tel.: Worth 2-7300. *Officers:* Joseph L. Egan, president; T. B. Gittings, public relations vice-president; F. E. d'Humy, development and research vice-president; H. P. Corwith, director of research; F. B. Bramhall, transmission research engineer; J. Z. Millar, radio research engineer; E. C. Homer, electronics research engineer.

BELL TELEPHONE Co. of Canada—Beaver Hall Hill, Montreal, Quebec. Tel.: Marquette 6001. *Officers:* John Rhind, general commercial manager. Office: 76 Adelaide St. W., Toronto 1, Ont. Tel.: Waverly 3911. Frank Rowe, division manager.

CANADIAN NATIONAL TELEGRAPHS—347 Bay St., Toronto 1, Ont. Tel.: Waverly 6071. *Officers:* W. M. Armstrong, general manager; George T. Trowhill, chief of traffic; J. R. White, chief of commercial operation.

CANADIAN PACIFIC COMMUNICATIONS—204 Hospital St., Montreal, Quebec. Tel.: Marquette 7531. *Officers:* W. D. Neil, general manager; E. L. Scott, superintendent of broadcast services; C. W. Graham, chief of tariff bureau.

CONSULTANTS, ALLIED ARTS

MERLIN H. AYLESWORTH—30 Rockefeller Plaza, New York 20. Tel.: Circle 6-2535. (Advisory counsel.)

BLACKBURN-HAMILTON Co.—1011 New Hampshire Ave., N.W., Washington, D. C. Tel.: National 7405. James W. Blackburn, Office: 235 Montgomery St., San Francisco, Cal.; Tel.: Exbrook 2-5672; Ray V. Hamilton. (Radio station brokers, specializing in negotiations, appraisals, financing, market analysis.)

BROADCAST SERVICE BUREAU Inc.—1426 K St., N.W., Washington 5, D.C. Tel.: National 7808. Braswell Collins, president; John F. Clagett, vice president; Marion S. Wyckoff, secretary-treasurer.

(FCC Rules and Amendment Service.)

CARL H. BUTMAN—National Press Bldg., Washington, D. C. Tel.: National 7846. (Consultant on FCC procedural, regulatory and technical matters; applications supervised.)

SMITH DAVIS CORP.—Waldorf-Astoria Towers, New York. Smith Davis, president; Albert Zugsmith, executive vice president; Vincent Manno, general manager; Robert J. Mendt, manager, New York office; Howard E. Stark, director of radio sales. (Radio Station brokers.)

MARTIN DODGE & Co.—RKO Bldg., New York 20. Tel.: Circle 5-6767. (Consultants on labor public relations; publishes D-M Digest, digest of labor press.)

THE REUBEN H. DONNELLEY Corp.—350 E. Cermak Rd., Chicago 16. Tel.: Victory 3232. *Officers:* T. E. Donnelley, chairman of the board; Raymond M. Gunnison, president; Clarence O. Lillyblade, Arthur H. Bamforth, David L. Harrington, vice presidents; Harry W. Warner, treasurer; William J. Clark, secretary. (Contest judging, premium mailing and packaging.)

VINCENT EDWARDS & CO.—342 Madison Ave., New York. Tel.: Vanderbilt 6-5555. President: V. Edward Borges. (Advertising mat and idea syndicate services and trade magazine publishers.)

GALLUCCI BROTHERS & ASSOCIATES—727 Meriden Road, Waterbury, Conn. Branch Office: P.O. Box 1224, Denver, Colo. (Radio advertising building campaigns.)

GORRELL PUBLICATIONS Inc.—1018 Vermont Ave., Washington, D. C. Tel.: Republic 1898. H. T. Gorrell, editor and radio director. (Specialized feature Capital coverage for stations.)

MARFREE ADVERTISING Corp.—1560 Broadway, New York 19. Tel.: Longacre 3-4474. Harry A. Friedenberg, president; Barney Friedenberg vice-president; Louis P. Randell, treasurer. (Station window displays.)

GEORGE MCKITTRICK & Co.—108 Fulton St., New York 7. Tel.: Barclay 7-4828. Branch Office: 185 N. Wabash St., Chicago 1. Tel.: State 8911. (Publishes McKittrick's Geographical and Classified Directory of Advertisers and Advertising Agency list.)

EDWIN CLAUDE MILLS—522 Fifth Ave., New York 18. Tel.: Murray Hill 2-0882. (Consultant on commercial use of copyright musical works.)

NATIONAL REGISTER PUBLISHING Co. Inc.—330 W. 42nd St. New York 18. Tel.: Medallion 3-5850. President: R. W. Ferrel. Branch: 333 N. Michigan Ave., Chicago; tel.: Randolph 5744; manager, A. J. Crane. (Publishes Standard Advertising Register services, listing national advertisers, agencies and their personnel.)

MORRIS S. NOVIK—630 Fifth Ave. (temp.), New York 20. Tel.: Circle 6-3976. (Public service radio consultant.)

PIKE & FISCHER—1728 Massachusetts Ave., N.W., Washington, D.C. (FCC Rules, Amendments and related radio documentary service.)

RADIO'S RELIABLE RESOURCES—1414 S. Penn Square, Philadelphia 7. Tel.: Locust 7-2285. Franklin O. Pease, general manager. (Management consultants, Brokers.)

RADIO REPORTS Inc.—220 E. 42nd St., New York 17. Tel.: Murray Hill 7-6658. Edward F. Loomis, president; P. R. Rieber, vice president; Gordon V. Carruth, vice president. Branch Offices: 5050 Joy Road, Detroit 4; 904 Grant Ave., Rockford, Ill.; 36 Springfield St., Wilbraham, Mass.; 11152 S. Figueroa St., Los Angeles 3; 519 6th St., N. W., Washington 1, D. C. (Recordings, digesting, transcribing radio news and comments.)

WALTER L. READ—1350 N. Highland Ave., Hollywood 28. Tel.: Hollywood 7757. (Station consultant.)

SOUNDSRIPT REPORTERS Inc.—153 Lexington Ave., New York 16. Tel.: Murray Hill 5-8227. Calvin Truesdale, president. (Reporting by means of electronic recordings.)

WALTER J. STILES—75 Federal St., Boston, Mass. Tel.: Liberty 9835. (Radio engineering, affiliated with H. P. Carver Corp.)

TRADE-WAYS Inc.—285 Madison Ave., New York. Tel.: Murray Hill 3-1393. William H. Lough, president and treasurer; Frank H. Twyeffort, secretary. (Marketing counsellors.)

WORLD RADIO UNIVERSITY—326 Pennsylvania Ave., S. E., Washington 3, D. C. Tel.: Franklin 1206.

CLIFFORD YEWDALE—350 Fifth Ave., New York 1. Tel.: Pennsylvania 6-7861. Branches: 11 S. La Salle St., Chicago; Stuart Bldg., Lincoln 8, Neb. Tel.: B 3135. (Accountant specializing in radio.)

FREQUENCY MEASURING SERVICES

WILLIAM W. L. BURNETT RADIO LABORATORY—4814 Idaho St., San Diego 4, Cal. Telephone: Talbot 4943. William W. L. Burnett, engineer in charge.

COMMERCIAL RADIO EQUIPMENT Co.—Porter Bldg., Kansas City 2. Telephone: Logan 8321. L. O. Nigh, engineer in charge of frequency measurements. East Coast Office: International Bldg., Washington 4, D.C. Telephone: District 1319. Everett L. Dillard, general manager.

DALE POLLACK—352 Pequot Ave., New London, Conn. Tel.: 2-4824.

RCA COMMUNICATIONS Inc.—65 Broad St., New York 4. Tel.: Hanover 2-1829. *Officers:* T. H. Mitchell, executive vice-president; Louis de Bottari, commercial manager. Branch: Riverhead, L. I., N. Y.; Tel.: 2290; E. C. Rundquist, manager. Branch: San Francisco 8; tel.: Garfield 4200; H. E. Austin, manager.

RADIO ENGINEERING Co.—1355 Market St., San Francisco 3. Tel.: Market 1-8173. Norwood J. Patterson, owner.

T & T RADIO MEASUREMENTS Co.—1577 Cross Roads-of-the-World, Hollywood 28. Tel.: Gladstone 6455. Jay E. Tapp and Raymond B. Torian, co-owners.

VAN NOSTRAND RADIO ENGINEERING SERVICE—339 Leland Terrace, N. E. Atlanta, Ga. Tel.: Dearborn 4774.

WASHINGTON INSTITUTE OF TECHNOLOGY—5005 Calvert Rd., College Park, Md. Tel.: Warfield 9000. Supervisor, Frequency Monitoring Section: J. W. Hutton; Director, Engineering Division: C. B. Knudson.

NATHAN WILLIAMS FREQUENCY MEASUREMENTS—20 Algoma Blvd., Oshkosh, Wis., Tel.: Blackhawk 22.

MUSIC LICENSING GROUPS

AMERICAN SOCIETY OF COMPOSERS, AUTHORS & PUBLISHERS (ASCAP)—RCA Bldg., New York 20. Tel.: Columbus 5-7464. *Officers:* Deems Taylor, president; Gustave Schirmer & Oscar Hammerstein II, vice presidents; George W. Meyer, secretary; Louis Bernstein, treasurer; Donald Gray, assistant secretary; Ray Henderson, assistant treasurer; Richard F. Murray, George A. Hoffman, Herman Greenberg, Herman Finkelstein, administrative executives; Schwartz & Frohlich, general counsel. Board of Directors: Stanley Adams, Fred E. Ahlert, Louis Bernstein, Saul Bornstein, Gene Buck, Irving Caesar, Max Dreyfus, Otto A. Harbach, A. Walter Kramer, Edgar Leslie, George W. Meyer, Jack Mills, Oscar Hammerstein II, John Tasker Howard, Herman Starr, Gustave Schirmer, Deems Taylor,

John O'Connor, Donald Gray, Ray Henderson, Frank H. Connor, Paul Cunningham, Abe Olman, Lester Santly.

ASSOCIATED MUSIC PUBLISHERS (AMP)—BMI Subsidiary. 25 W. 45th St., New York 19. Tel.: Bryant 9-0845. Merritt E. Tompkins, president; Earl B. Hall, Karl Bauer, vice presidents; Charles E. Lawrence, treasurer.

BROADCAST MUSIC INC. (BMI)—580 Fifth Ave., New York 19. Tel.: Pennsylvania 6-5466. *Officers:* Carl Haverlin, president; Sydney M. Kaye, vice president & general counsel; Charles A. Wall, vice president in charge of finance; Robert J. Burton, vice president in charge of publisher relations; Claude C. Boydston, comptroller. *Directors:* John Elmer, WCBM Baltimore; Carl Haverlin, BMI; William S. Hedges, NBC; Leonard Kapner, WCAE; Sydney M. Kaye, BMI; Joseph McDonald, ABC; Justin Miller, NAB; Paul Morency, WTIC; J. Leonard Reinsch, WSB; J. Harold Ryan, Fort Industry Co.; Robert D. Swezey, MBS; Frank K. White, CBS.

COMPOSERS, AUTHORS and PUBLISHERS ASSN. OF CANADA LTD.—132 St. George St., Toronto. Tel.: Elgin 9219. Sir Ernest MacMillan, president; W. S. Low, gen. mgr.

HARRY FOX—45 Rockefeller Plaza, New York 20. Tel.: Circle 6-3084. (Agent and Trustee for music publishers.)

(Continued)



RADIO CONSULTANTS INCORPORATED

A qualified group of associates offer a consultation and planning service, for both proposed and operating FM, AM, Fac-simile and Television broadcasting organizations.

Preliminary Planning
Site Selections
Construction
Station Promotion
Rate Structure
Program Structure
Personnel - Traffic

Supplementary services accorded to your attorneys and engineers. Experienced consultation and planning relative to all phases of broadcasting.

Inquiries Invited

RADIO CONSULTANTS, Incorporated

Leonard L. Asch, Director

Denrike Building—Suite 1020
1010 Vermont Ave., NW
Washington, D. C.
Executive 3929

MUSIC PUBLISHERS PROTECTIVE ASSOCIATION Inc.—45 Rockefeller Plaza, New York 20. Tel.: Circle 6-3084. Harry Fox, general manager; Walter G. Douglas, chairman of board.

MUZAK CORP.—229 Fourth Ave., New York 3. Tel.: Orchard 4-7400 (Production and transmission of background music programs.)

NATIONAL ASSOCIATION OF PERFORMING ARTISTS — 630 Fifth Ave., New York 20. Tel.: Circle 7-8194. Fred Waring, president and chairman of board; Maurice J. Speiser, general counsel.

G. RICORDI & Co.—12 West 45th St., New York 19. Tel.: Murray Hill 2-0300. Dr. Renato Tasselli, managing director.

SESAC Inc.—475 Fifth Ave., New York 17. Tel.: Murray Hill 5-5365. Paul Heinecke, president; Ruth C. Heinecke, treasurer.

PUBLIC RELATIONS AND PROMOTION SERVICES

DAVID O. ALBER ASSOCIATES Inc.—654 Madison Ave., New York 21. Tel.: Plaza 9-2700. Associates: Mildred Brown, Michael Ames, Sylvia Diamond, Eugene Shefrin.

WILLIAM J. BAILEY—2500 Que St., N. W., Washington 7, D. C. Tel.: Dupont 0953.

BALDWIN and MERMEY—205 E. 42nd St., New York 17. Tel.: Murray Hill 4-4540. Partners: William H. Baldwin, Maurice Mermey.

BANNER & GREIF—424 Madison Ave., New York 17. Tel.: Plaza 8-0535. Jack Banner and Ed Grief, partners.

MYER P. BECK—729 Seventh Ave., New York. Tel.: Circle 5-6000. Myer P. Beck, president.

BENTLEY & LIVINGSTONE Inc.—220 S. State St., Chicago 4. Tel.: Webster 7439. George Livingstone, president; H. S. Fisher, secretary-treasurer.

EDWARD L. BERNAYS—26 E. 64th St., New York 21. Tel.: Butterfield 8-5000.

IVAN BLACK ASSOCIATES—400 Madison Ave., New York 14. Tel.: Plaza 5-4760.

MAL BOYD & ASSOC.—1680 Vine St., Hollywood. Tel.: Hillside 1310.

BRAND NAMES FOUNDATION Inc.—119 W. 57th St., New York 19. Tel.: Circle 5-8118. Henry E. Abt, president; Edgar J. Sherman, secretary and director of development; Arthur Brashers, director of informational services.

BROADCASTERS PROMOTION SERVICE—Atlantic City, N. J. Tel.: 4-6118. James Dooley, business manager.

H. A. BRUNO & ASSOC.—30 Rockefeller Plaza, New York. Tel.: Circle 6-8040. Associates: Russell Gudgeon, P. Culkin, H. C. Cotter, Hudson Phillips, V. Dristand, K. L. Harris.

HARRY COLEMAN & Co.—69 W. Washington St., Chicago 2. Tel.: Andover 6175. Harry M. Coleman, President; Philip Lesly, vice president.

CARL BYOIR & ASSOCIATES—10 E. 40th St., New York 16. Tel.: Murray Hill 3-3464. Officers: Carl Byoir, chairman of the board; Gerry Swinehart, president; George Hammond, executive vice president; Bob Davis, radio director. Offices: Washington, D. C., National Press Bldg.; Tel.: National 8945; William Wright, vice president. Chicago, 39 LaSalle St., Tel.: Dearborn 6300; George Dye, vice president, Los Angeles, 639 S. Spring St., Tel.: Van Dyke 8119; Charles McVarish, vice president.

COLL & FREEDMAN Inc.—49 W. 51st St., New York 19. Tel.: Plaza 3-9872. Principals: Fred Coll, Zac Freedman. Office: Hollywood 38, 1103 El Centro. Tel.: Gladstone 0315. JAMES A. COWAN—Odeon Tower, Toronto, Ont., Canada. Tel.: Midway 2898.

GEORGE DALY ASSOCIATES—331 Madison Ave., New York. Tel.: Murray Hill 7-7306. George Daly, president.

DENSON-FREY & AFFILIATES—12 E. 41st St. New York 17. Tel.: Murray Hill 3-3295. Edwin M. Frey, president; Helen V. Denson, executive vice-president; Harrison Young, general manager.

ARTHUR EDDY—Taft Bldg., Hollywood 28, Cal. Tel.: Gladstone 5305.

EDUCATIONAL INSTITUTIONS PUBLICITY SERVICE—545 Fifth Ave., New York. Tel.: Murray Hill 2-1713. President: Eliot M. Stark. FRED ELDEAN ORGANIZATION Inc.—670 Fifth Ave., New York 19. Tel.: Eldorado 5-7651.

THE EARLE FERRIS CO. Inc.—40 E. 49th St., New York. Tel.: Plaza 5-3100. Earle Ferris, president; Roger Brown, general manager.

FLANLEY and WOODWARD—30 E. 40th St., New York 16. Tel.: Murray-Hill 3-3928. Mabel G. Flanley and Sally Woodward, partners.

CHARLES H. GALE ASSOC. Inc.—515 Madison Ave., New York 22. Tel.: Plaza 5-3211.

DIXON GAYER-SCOPE — 1551 Broadway, New York 19. Tel.: Circle 7-3629 Dixon Gayer, president.

GILCHREST-SPRIGGS & Co.—100 Boylston St., Boston 16. Tel.: Hubbard 2-2365. Partners: Charles J. Gilchrest, Marjorie L. Spriggs.

DAVID E. GREEN ASSOCIATES—280 Madison Ave., New York 16. Tel.: Lexington 2-6404.

STEVE HANNAGAN — 247 Park Ave., New York. Tel.: Plaza 5-2900. Associates: Larry Smits, Joe Copps.

RICHARD H. HOFFMAN—33 W. 42nd St., New York 18. Richard H. Hoffman, president.

HOPE ASSOCIATES Corp.—40 E. 49th St., New York 17. Tel.: Plaza 5-3100. Elizabeth Winston, general manager.

INSTITUTE OF PUBLIC RELATIONS Inc.—Graybar Bldg., New York. Tel.: Lexington 2-6850. John W. Darr, president; David Hinshaw, vice president.

ROBERT S. KELLER, Inc.—72 Barrow St., New York 14. Tel.: Watkins 4-6599. Robert S. Keller, president; E. Benjamin Wright, treasurer.

KREIDT & MYERS—J. Clarence Myers, Gary Kriedt, Palace Hotel, San Francisco 5. Tel.: Exbrook 2-7443.

PAUL L. KUCH—316 Hawthorn St., New Bedford, Mass. Tel.: 2-4539.

IVY LEE and T. J. ROSS—405 Lexington Ave., New York. Tel.: Murray Hill 6-2727. Senior Partner: T. J. Ross. Partners: Harcourt Parrish, James W. Lee II, J. M. Ripley, John L. Dupree.

AUSTIN C. LESCARBOURA & STAFF—Croton-on-Hudson, N. Y. Tel.: 3444. Austin C. Lescarboura, senior partner, account executive; Stanley A. Lescarboura, junior partner, production.

HOWARD J. MCCOLLISTER—10660 Pellagio, Los Angeles. Tel.: BL 04705. Regional promotional campaigns.

ALLAN MELTZER & Co.—509 Madison Ave., New York 22. Tel.: Murray Hill 8-2650. Office: 9010 Sunset Blvd., Los Angeles 46; tel.: Crestview 6-4134.

J. W. MILFORD & CO. Inc.—55 W. 42nd St., New York 18. Tel.: Wisconsin 7-5968. President: J. W. Milford.

ARTHUR H. MILLER—151 E. 50th St., New York 22. Tel.: Eldorado 5-6092.

MARY FURLONG MOORE—60 W. 8th St., New York. Tel.: Grammercy 3-3020. Mary Furlong Moore, owner.

WIN NATHANSON & ASSOC. Inc.—60 E. 42nd St., New York 17. Tel.: Murray Hill 2-6560. Win Nathanson, president.

NAT'L BUREAU OF PRESS RELATIONS—152 W. 42nd St., New York 18. Tel.: Wisconsin 7-9715. Bert Nevins, president; Irving Pollack, Radio Director.

O'BRIEN & DORRANCE—160 E. 56th St., New York 22. Tel.: Plaza 5-4911. Dick Dorrance, Harry F. O'Brien, partners.

BEN PRATT—332 E. 50th St., New York 22. Tel.: Plaza 8-0593. (Talent promotion.)

PUBLICITY ASSOCIATES Inc.—Empire State Bldg., New York 1. Tel.: Longacre 5-3209. Josef Israels II, president; Amy Vanderbilt, vice-president; Joseph A. Bernstein, vice-president and treasurer.

FRANK LINDSAY RAND—4623 Clybourn Ave., No. Hollywood, Calif. Tel.: Sunset 1-9686.

ROBBINS & BARBER—270 Madison Ave., New York. Tel.: Murray Hill 5-0863. Irving D. Robbins, Philip W. Barber, principals.

ROBINSON ASSOC. Inc.—25 Vanderebilt Ave., New York 17. Tel.: Murray Hill 5-2874. Lee Tracy, president; Irwin Robinson, vice president.

SELVAGE & LEE—One E. 43rd St., New York 17. Tel.: Murray Hill 7-8550. James P. Selvage, Morris M. Lee Jr., partners. Offices: 135 S. LaSalle St., Chicago 3. Tel.: Franklin 4821. M. R. Merryfield; 1730 Eye St., NW, Washington 6. Tel.: Republic 4041. S. B. Bledsoe.

HENRY A. STEPHENS Inc.—10 E. 52nd St., New York 22. Tel.: Plaza

3-3055. Henry A. Stephens, president.

WELLINGBROOK CONSUMER RELATIONS—551 Fifth Ave., New York 17. Tel.: Murray Hill 2-6650. Kathrine Wellingbrook, president.

WORLD PHOTO NEWS CORP.—354 Fourth Ave., New York. Tel.: Lexington 2-3199. Louis Duglin, president. (Promotional newspaper and display service.)

YOUNG & FAUGHT Inc.—342 Madison Ave., New York 17. Tel.: Murray Hill 7-7191. John Orr Young, President; Millard C. Faught, vice president.

CHARLES S. ZURHORST—1627 K St., N.W., Washington 6, D. C. Tel.: District 3250, Charles S. Zurhorst, president.

RADIO ASSOCIATIONS AND COMMITTEES

AMERICAN RADIO RELAY LEAGUE—38 LaSalle Rd., West Hartford 7, Conn. Officers: George W. Bailey, president; J. L. McCargar, vice president; Kenneth B. Warner, secretary; D. H. Houghton, treasurer; F. E. Handy, communications manager; A. L. Budlong, ass't. secretary.

CANADIAN ASSOCIATION OF BROADCASTERS—Victory Bldg., Toronto, Ont. Tel.: Adelaide 5648. Henry S. Dawson, manager; T. Arthur Evans, secretary-treasurer; T. J. Allard, director of public service; G. Douglas Scott, director of broadcast advertising; Joseph Sedgwick, general counsel; Harry Sedgwick, Toronto, chairman of the board; G. R. A. Rice, Edmonton, honorary president. Directors: Col. K. S. Rogers, Charlottetown; A. M. Cairns, Calgary; A. A. Murphy, Saskatoon; Gordon S. Henry, Edmonton; Ralph Snelgrove, Owen Sound; K. D. Sobie, Hamilton; J. N. Thivierge, Quebec; Phil Lalonde, Montreal; Malcolm Neill, Fredericton.

CLEAR CHANNEL BROADCASTING SERVICE—Shoreham Bldg., Washington, D. C. Tel.: Executive 0255. Officers: Victor Sholis, director; Edwin W. Craig, WSM Nashville, chairman; Harold Hough, WBAP Fort Worth, treasurer; Louis G. Caldwell, counsel. Executive Committee: Edwin W. Craig, WSM; Mark Ethridge, WHAS Louisville; Harold Hough, WBAP; James Shouse, WLW Cincinnati; W. B. Ryan, KFI Los Angeles.

ELECTRONICS MFRS. ASSN. Inc.—1450 Broadway, New York 18. Tel.: Longacre 5-4120. David Wald, DeWald Radio, president; Sol W. Gross, Tele-Tone Radio Corp., vice president; I. A. Mitchell, United Transformer Corp., vice president; Allen Bernstein, Adams Laboratories Inc., secretary; Irving Golin, University Loud-Speakers, Inc., treasurer.

FEDERAL COMMUNICATIONS BAR ASSN.—National Press Bldg., Washington. Reed T. Rollo, president; Carl I. Wheat, first vice president; Guilford Jameson, second vice

(Continued)

TV

AM

FM

FAX

TEAMWORK IN RADIO MANAGEMENT

Recommended reading for successful broadcasters
and those who aspire to be.

(reading time: 2 minutes)

Men in radio management—and the men influencing management—are continually trying to find practical answers to an endless succession of pressing business problems.

These men are the executives of both large and small radio enterprises—presidents—managers—partners—bankers—lawyers—directors—and trustees.

In increasing numbers, these men recognize that the right radio management council can be successfully teamed up with their own organizations to provide profitable and timely answers to many important business problems. Effective professional radio management consultants work in close cooperation with clients' lawyers and consulting engineers, two essential members of the team.

WHY WE CAN HELP

We have:

TIME—to study a client's problem uninterrupted by daily routine;

UNDERSTANDING—of the principles necessary to profitable operation and the great importance of the human element to the success of business enterprise;

EXPERIENCE—gained from serving many broadcasters in varied markets;

PERSPECTIVE—an interested, impartial attitude because of an outside point of view;

ABILITY—a highly developed aptitude for digging into problems, unearthing facts, analyzing and interpreting them;

COMPARATIVE KNOWLEDGE—of what has happened in similar situations in other stations;

INDEPENDENCE—that enables us to say plainly from the outside what cannot always be said safely from within;

TECHNIQUE—an ability to work quickly and effectively within a client's organization without disturbing either the personnel or their work;

FREEDOM—from suspicion of prejudice or favoritism due to our completely detached position as professional men.

WHAT WE DO

We investigate the facts, analyze, and counsel management on a limited number of highly important business problems peculiar to AM, FM, Television and Facsimile. Those most commonly encountered are as follows:

Station Management and
Organizational Studies

Station Appraisal

Preparation of Exhibits for
Presentation to Federal
Agencies and the Courts

Market Data Reports

Program Analysis

Market Evaluations

Rate Recommendations

Cost and Profit Studies

Expert Testimony before
Federal Agencies and the
Courts

Program Policy Studies

Traffic Control Systems

FRAZIER & PETER

Radio Management Consultants

Suite 622 Bond Building

Washington 5. D. C.

NAtional 1670
2174

(Continued)

president; John H. Midlen, secretary; Russell Rowell, treasurer. *Executive Committee:* Arthur Scharfeld, Neville Miller, Eliot Lovett, Ben Fisher, Philip Hennessey, Ralph Van Orsdel.

FM ASSOCIATION—Munsey Bldg., Washington 5, D. C. Tel.: Republic 8532.

INSTITUTE OF RADIO ENGINEERS Inc.—One E. 79th St., New York 21. Tel.: Regent 7-9600. *Officers:* B. E. Shackelford, president; R. L. Smith-Rose, Vice President; F. B. Lewellyn, senior past president; W. R. G. Baker, junior past president. *Directors:* Virgil M. Graham, Donald B. Sinclair, Murray G. Crosby, Raymond A. Heising, Herbert J. Reich, John V. L. Hogan, John B. Coleman, John A. Hutcherson, Theodore A. Hunter, A. Earl Cullum Jr., Frederick E. Terman, Frederick S. Howes, Julius A. Stratton, James E. Shepherd.

NATIONAL ASSOCIATION OF BROADCASTERS—1771 N St. N.W., Washington 6, D. C.

NATIONAL ASSN. OF RADIO STATION REPRESENTATIVES—350 Madison Ave., New York. Paul H. Raymer, permanent chairman; H. Preston Peters, vice chairman; Lewis H. Avery, treasurer; Joseph Weed, secretary.

NATL. ELECTRICAL MFRS. ASSN.—155 E. 44th St., New York 17. Tel.: Murray Hill 2-1500. W. C. Johnson, executive vice president, Allis-Chalmers Mfg. Co., president; E. E. Potter, vice president, General Electric Co., treasurer. *Vice Presidents:* H. E. Blood, Norge Div., Borg-Warner Corp., Detroit; B. W. Clark, vice president, Westinghouse Electric Corp., Pittsburgh; Whipple Jacobs, Belden Mfg. Co., Chicago; J. K. Johnston, National Vulcanized Fibre Co., Wilmington, Del.; Everett Morss, Simplex Wire and Cable Co., Cambridge, Mass.

RADIO EXECUTIVES CLUB OF NEW YORK—30 Rockefeller Plaza, New York 20. William S. Hedges, president; Regina Schuebel, vice president; Claude Barrere, secretary; Ralph N. Weil, treasurer.

RADIO MANUFACTURERS ASSN.—1317 F St., NW, Washington 4. Tel.: National 4901. Max F. Balcom, Sylvania Electric Products Inc., president; Bond Geddes, exec. vice president & general manager; Leslie F. Muter, The Muter Co., treasurer; John W. Van Allen, Buffalo, general counsel; Paul V. Galvin, Motorola Inc., W. J. Barkley, Collins Radio Co., R. E. Carlson, Tung-Sol Lamp Works Inc., J. J. Kahn, Standard Transformer Corp., Allen Shoup, Sound Inc., vice presidents; James D. Secret, Washington, director of publications. *Committees (and chairmen):* Stanley H. Manson, Stromberg-Carlson Co., Advertising (set div.); Lloyd A. Hammarlund, Hammarlund Mfg. Co., Amateur Radio; E. G. Carlson, Croname Inc., Credit; Joseph Gerl, Sonora Radio

& Telev. Corp., Excise Tax; James E. Burke, Stewart-Warner Corp., Export; Leslie F. Muter, The Muter Co., Finance; Larry F. Hardy, Philco Corp., FMA-RMA Liaison; G. W. Thompson, Noblitt-Sparks Industries Inc., Industrial Relations; Frank W. Mansfield, Sylvania Electric Products, Industry Statistics; John W. Van Allen, RMA general counsel, Legislative and External Adm. Advisory Comm.; Thos. A. White, Jensen Mfg. Co., Membership; R. C. Cosgrove, Crosley Div., Avco Mfg. Corp., NAB-RMA Liaison; Benjamin Abrams, Emerson Radio & Phonograph Corp., Purchase Orders; Lee McCanne, Stromberg-Carlson Co., School Equipment; W. L. Parkinson, GE, Service; A. F. Gibson, Stromberg-Carlson Co., Surplus Disposal; Richard C. Colton, RCA, Traffic. *Division Organization:* Paul V. Galvin, chairman set div.; R. C. Carlson, chairman tube div.; S. P. Taylor, chairman transmitter div.; J. J. Kahn, chairman parts div.; Fred D. Wilson, chairman amplifier & sound equipment div. *Engineering Dept.*—90 West St., New York 6. Tel.: Cortland 7-0850. Dr. W. R. G. Baker, General Electric Co., director; Virgil M. Graham, Sylvania Electric Products Corp., assoc. director; L. C. F. Horle, chief engineer.

RADIO MFRS. ASSN. OF CANADA—159 Bay St., Toronto. Tel.: Adelaide 1531. S. D. Brownlee, executive secretary; S. L. Capell, president; F. R. Deakins, vice president; D. Lou Harris, chairman, parts division; C. O. Baldwin, chairman, service committee; S. Sillitoe, chairman, engineering committee.

RADIO TECHNICAL PLANNING BOARD—1 E. 79th St., New York 21. Tel.: Regent 7-9600. Chairman: Haraden Pratt, Mackay Radio & Telegraph Co.; Secretary: George W. Bailey, Institute of Radio Engineers; Treasurer: Will Baltin, Television Broadcasters Assn.; Vice Chairman: Alfred N. Goldsmith, consulting engineer.

SPORTS BROADCASTERS ASSN.—1540 Broadway, New York 19. Tel.: Bryant 9-1407. Ted Husing, WHN-MBS, president; Marty Glickman, WHN and Guy Lebow, DuMont Television, vice presidents; Joe Hasel, ABC, secretary; Andy Lang, AP-radio, treasurer; Jimmy Dolan, Army Radio-WCAU, executive secretary.

TELEVISION BROADCASTERS ASSN.—500 Fifth Ave., New York 18. Tel.: Lackawanna 4-4788. (For complete listing of officers and membership—active, affiliate and educational—see page 284.)

WESTERN ASSOCIATION OF BROADCASTERS—Southam Bldg., Calgary, Alta. Tel.: R-1036. President: A. M. Cairns, CFAC Calgary; *Directors:* G. R. A. Rice, CFRN Edmonton; Wm. Guild, CJOC, Lethbridge; A. A. Murphy, CFQC Saskatoon.

SERVICES AND ORGANIZATIONS HAVING RADIO CONNECTIONS

AMERICAN CIVIL LIBERTIES UNION—170 Fifth Ave., New York 10. Tel.: Gramercy 7-4330. Roger N. Baldwin, director; Frederick E. Robin, ass't. director; T. R. Carskadon, chairman, radio committee; James Lawrence Fly, vice chairman.

AUDIT BUREAU OF CIRCULATIONS—165 W. Wacker Drive, Chicago 1. Tel.: Central 7994. Managing Director: James N. Shryock. Branch: 330 W. 42nd St., New York 18; tel., Medallion 3-2323; William F. Hoffmann, manager. (Newspaper and periodical circulation audit service.)

CONTROLLED CIRCULATION AUDIT Inc.—420 Lexington Ave., New York. Tel.: Mohawk 4-6381. Frank L. Avery, managing director; George W. Morrison, president; Milton F. Decker, vice-president; A. K. West, secretary; Glenn Sutton, treasurer. (Auditing circulation of business publications.)

DIRECT MAIL ADVERTISING ASSN. Inc.—17 E. 42nd St., New York 17. Tel.: Vanderbilt 6-1479. Edward N. Mayer Jr., James Gray Inc., president; Charles B. Konselman, A & M Karagheusian Inc., American vice-president; Neil B. P. wter, Howard Smith Paper Mills, Canadian vice-president; Richard Messner, E. E. Brogle & Co., secretary-treasurer; Jane L. Beil, executive manager.

NATIONAL BETTER BUSINESS BUREAU—405 Lexington Ave., New York 17. Tel.: Murray Hill 6-3535. R. P. Clayberger, president; Edward L. Greene, general manager; Warren C. Agry, vice-president.

PUBLISHERS' INFORMATION BUREAU Inc. (PIB)—National Advertising Records, 271 Madison Ave., New York 16. Tel.: Murray Hill 5-2210. Frank Braucher, president; W. H. Mullen, secretary. Branch Office: c/o Leading National Advertisers, 29 E. Hubbard St., Chicago 11. Tel.: Whitehall 6533.

SURVEYS AND MARKET RESEARCH

ADVERTISING RESEARCH FOUNDATION Inc.—11 W. 42nd St., N. Y. Tel.: Circle 6-6106. *Officers:* Otis E. Kenyon, chairman of the board; Frederic R. Gamble, treasurer; Paul B. West, secretary; A. W. Lehman, managing director; D. B. Lucas, technical director. *Directors:* John F. Apey Jr., Arthur H. Boylan, Allan Brown, Robert B. Brown, Richard Compton, B. B. Geyer, Gordon E. Hyde, John F. Kurie, H. H. Kynett, Walter P. Lantz, William G. Palmer, Stuart Peabody, D. P. Smelser, H. Paul Warwick, Howard D. Williams.

AUDIENCE SURVEYS Inc.—347 Madison Ave., New York 17. Tel.: Murray Hill 6-9282. Robert H. Salk, president. (Surveys, radio research.)

A. S. BENNETT ASSOCIATES—93 Park Ave., New York. Tel.: Murray Hill 5-7965. Archibald S. Bennett. (National consumer and dealer research.)

BOOZ, ALLEN & HAMILTON—135 S. LaSalle St. Chicago 3. Tel.: State 8343; New York—285 Madison Ave., New York 17. Tel.: Lexington 2-7580; Los Angeles—523 W. Sixth St., Los Angeles 14. Tel.: Trinity 3215. *Partners:* Edwin G. Booz, James L. Allen, James C. Olson, Edward J. Burnell, John L. Burns, Harold F. Smiddy, Sherrill A. Parsons, Stuart M. Campbell, Stanley M. Humphrey, Harry W. Knight, Stewart M. Lowry.

BROADCAST MEASUREMENT BUREAU (BMB)—270 Park Ave., New York 17. Tel.: Eldorado 5-1620. *Officers:* Hugh Feltis, president; J. Harold Ryan, Fort Industry Co., Toledo, chairman of the board; Frederic R. Gamble, president, American Assn. of Advertising Agencies, 1st vice-chairman; Paul West, president, Assn. of National Advertisers, 2nd vice-chairman; Roger W. Clipp, WFTL Philadelphia, secretary-treasurer.

Members of the Board:

NAB—Messrs. Ryan and Clipp; Justin Miller, NAB president; Dr. Hugh M. Beville Jr., NBC director of research; E. P. H. James, MBS vice president, New York; Robert T. Mason, WMRN Marion, Ohio; Hugh Terry, KLZ Denver.

ANA—Mr. West; Joseph M. Allen, vice president, Bristol-Myers Co.; Lowry Crites, General Mills, Minneapolis; R. E. Davis, manager of sales research, Goodyear Tire and Rubber Co., Inc.; Albert S. Dempewolf, assistant to the director of advertising, Celanese Corp. of America; Wilmot P. Rogers, advertising and promotion director, California Packing Corp.; Donald B. Stetler, advertising director, Standard Brands Inc.

AAAA—Mr. Gamble; Leonard T. Bush, vice-president, Compton Adv. Agency; Carlos A. Franco, manager of radio timebuying, Young & Rubicam; Linnea T. Nelson, chief timebuyer, J. Walter Thompson Co.; D. E. Robinson, director of research, La Roche & Ellis; Melvin Brorby, vice-president, Needham, Louis and Brorby; C. Burt Oliver, manager, Hollywood office, Foote, Cone & Belding.

BROADCAST RESEARCH Inc.—108 W. 43 St., New York 18. Tel.: Bryant 9-3707. C. A. Peters, president; H. T. Jones, vice-president.

BUREAU OF BROADCAST MEASUREMENT—Federal Bldg., Toronto. Tel.: Adelaide 8047. *Officers:* L. E. Phenner, Canadian Cellucotton Products Co. Ltd., Toronto, president; Athol McQuarrie, Assn. of Canadian Advertisers Inc., Toronto, secretary-treasurer. *Directors:* H. N. Stovin, Horace N. Stovin & Co., Toronto; W. T. Cranston, CKOC Hamilton; E. A. Weir, CBC, Toronto; C. R. Vint, Colgate-Palmolive-Peet Co. Ltd., Toronto; Harold E. Stephenson, The Canada Starch Co. Ltd., Montreal; J. A. MacLaren, McLaren Advertising Co.

td., Toronto; G. Frank Mills, Pitzer & Mills Ltd., Toronto. THE BUREAU OF COMMUNICATION RESEARCH INC.—12 E. 44th St., New York. Donald Sleiginger, resident; Arthur Good, vice president; Jacques Wimpfheimer, secretary-treasurer; Dr. Ernest Dichter, technical consultant.

WALTER P. BURN—17 Washington St., Middlebury, Vt., Tel.: 593. (promotion brochures.)

J. C. CHAPELLE CO.—188 W. Randolph St., Chicago 1. Tel.: Central 8814.

ROBERT S. CONLAN & ASSOCIATES—New York Life Bldg., Kansas City 6. Tel.: Victor 3038. Robert S. Conlan, president; John L. Guyant, vice-president; F. William Paul, director of market research.

CROSSLEY Inc.—4 Mercer St., Princeton, N. J. and 330 W. 42nd St., New York 18. Tel.: Bryant 9-5462. Archibald M. Crossley, president; James A. Ward, vice-president.

EGERT RESEARCH Co.—595 Madison Ave., New York 22. Tel.: Eldorado 5-1294. Helen Egert, president, ELLIOTT-HAYNES Ltd.—515 Broadview, Toronto, Ont. Tel.: Gerard 1144. Walter E. Elliott, president; J. Myles Leckie, vice-president; E. R. Comte, secretary-treasurer. Office: Sun Life Bldg., Montreal. Tel.: Plateau 8494.

CANADIAN FACTS LTD.—146 Wellington St. West., Toronto, Ont. Tel.: Adelaide 2067. John F. Graydon, president; Mrs. M. Sims, director of personnel; George Severs, chief statistician. Branch Office: 1448 Peel St. Montreal, Tel.: Lancaster 3852. Ethel Colwell, vice-president.

FACT FINDERS ASSOCIATES Inc.—400 Madison Ave., New York. Tel.: Plaza 9-3710. Frank R. Coutant, president; Wm. J. O'Brien, executive vice president.

FACTS CONSOLIDATED—111 Sutter St., San Francisco. Tel.: Douglas 2-2445. Principals: Roy S. Frothingham and Dorothy D. Corey. Los Angeles Office: 8461 Melrose Pl. Tel.: Wyoming 3181. (Research and marketing counsel. radio audience analysis.)

EDGAR H. FELIX—176 Franklin Ave., Malverne, L.I., N.Y. Tel.: Lynbrook 9-0111-M. (Publisher of Radio Coverage Reports.)

CHARLES C. FLARIDA JR. Inc.—Graybar Bldg., New York. Tel.: Murray Hill 3-4328. Charles C. Flarida Jr., president; T. J. Lynch, treasurer.

ALVIN M. GOLDBERG—Brisbane Bldg., Buffalo 3, N. Y. Tel.: Madison 4340. New York Office: 521 Fifth Ave. Tel.: Vanderbilt 6-3937. (Audience surveys.)

GRAHAM RESEARCH SERVICE—424 Madison Ave., New York 17. Tel.: Plaza 3-4565. Director: J. E. Graham.

C. E. HOOPER Inc.—Executive headquarters, 10 E. 40th St., New York 16. Tel.: Lexington 2-3000. Officers: C. E. Hooper, president;

Fred H. Kenkel, executive vice-president; W. Ward Dorrell, vice-president; Dorothy M. Behrens, manager, radio program reports; Edythe F. Bull, manager, special surveys. Offices: Equitable Bldg., Hollywood 28. Tel.: Hollywood 3553. Kay Lancaster, manager, Dry Hill, Norwalk, Conn. Tel.: 8-3331; 230 N. Michigan Ave., Chicago. Tel.: Randolph 8150. Janet Widmer, manager.

HOOPER-HOLMES BUREAU Inc.—102 Maiden Lane, New York 5, Tel.: Whitehall 3-9700. Director of market research: William Henry.

INDUSTRIAL SURVEYS CO. Inc.—292 Madison Ave., New York 17. Tel.: Murray Hill 3-0690. Samuel G. Barton, president; C. C. Rogers, Fremont J. Knittle, vice-presidents; Henry C. Trainor, secretary-treasurer; Office: 127 Dearborn Ave., Chicago 4. Tel.: State 7788. Manager: Stanley Womer; John Rhodes, Richard Scales, vice-presidents.

KNIGHT & PARKER—6530 Sunset Blvd., Hollywood 28. Tel.: Hillside 4174. John B. Knight and Geraldine Parker. Office: 300 Montgomery St., San Francisco 4. Tel.: Garfield 1-6292.

RICHARD MANVILLE—15 W. 45th St., New York 19. Tel.: Longacre 3-5394. (Consultants on advertising and research; radio, program, commercial, and market studies.)

MARKET RESEARCH OF CLEVELAND—1220 Huron Rd., Cleveland. Tel.: Main 0186. Albert E. Strass, director. (Radio research for mid-west stations, advertisers and agencies.)

MARKET RESEARCH COMPANY OF AMERICA—444 Madison Ave., New York 22. Tel.: Plaza 3-8919. Management: Percival White, Pauline Arnold, Matilda White.

ROBERT N. McMURRAY & Co.—332 S. Michigan Ave., Chicago. Tel.: Harrison 5930. Robert N. McMurry, president.

MEDIA RECORDS Inc.—354 Fourth Ave., New York 10. Tel.: Murray Hill 5-9376. P. L. Carty, president. Offices: 174 E. Long St., Columbus 15, Ohio; tel.: Main 3526; Frances Davis, manager. 10 N. Clark St., Chicago 2; tel.: Andover 5683; Robert Pallett, manager. 25 Kearney St., San Francisco 8; tel.: Garfield 4989; E. J. Raleigh, manager.

MOFFETT RESEARCH Co.—6253 Hollywood Blvd., Hollywood 28. Tel.: Hempstead 5653, Jessie Locke Moffett, owner.

NATIONAL ANALYSTS Inc.—Lewis Tower Bldg., Philadelphia 2. Tel.: Rittenhouse 6-7545. A. B. Blankenship, managing director; R. E. Harvey Jr., sales manager; J. B. Emack Jr., Washington Manager. 1025 Connecticut Ave., N. W., Washington, D. C.; L. W. Forman, Western Manager, 681 Market St., San Francisco 5, Calif.

NATIONAL RESEARCH BUREAU Inc.—415 North Dearborn St., Chicago 10. Tel.: Superior 5080.

A. C. NIELSEN Co.—2101 Howard St., Chicago 45. Tel.: Hollycourt

6100. Officers: A. C. Nielsen, president; Frederick K. Leisch, executive vice-president. Offices: 500 Fifth Ave., New York; tel.: Pennsylvania 6-2850; James O. Peckham, vice-president. 109 St. Aldates, Oxford, England; Dr. E. L. Lloyd, managing director. 2436 Yonge St., Toronto, Ont., Canada; D. M. Prather, president.

NOBLE & SWARS Inc.—7 W. 44th St., New York 18. Tel.: Murray Hill 2-7461. William Noble, president; M. Lawrence Swars, vice-president and general manager; Edna M. Hoffman, secretary.

EDWARD J. NOONAN MARKET RESEARCH ORGANIZATION—157 Federal St., Boston 10. Tel.: Liberty 2-2606. Edward J. Noonan, director.

OFFICE OF RESEARCH Inc.—3470 Broadway, New York 31. Tel.: Audubon 3-2335. John G. Peatman, president and director; L. B. Peatman, vice-president; M. M. Sherwood, executive secretary. (Radio consultants and publishers of weekly surveys of network music.)

OPINION RESEARCH CORP.—44 Nassau St., Princeton, N. J. Tel.: 1675. Dr. Claude Robinson, president; Dilman M. K. Smith, vice-president. New York Office: 10 Rockefeller Plaza; tel.: Circle 5-5977.

THE PSYCHOLOGICAL CORP.—522 Fifth Ave., New York 18. Tel.: Murray Hill 2-2145. Walter R. Miles, chairman of the board; George K. Bennett, president and general manager; Albert D. Freiberg, 1st vice-president; Henry C. Link, Harold Seashore, Rose G. Anderson, vice-presidents; Richard A. Fear, secretary; Philip G. Corby, treasurer.

THE PULSE Inc.—110 Fulton St., New York 18. Tel.: Rector 2-6863. Director: Dr. Sydney Roslow; manager: David Klein; ass't director: Nelle Kelly; statistician, Laurence Roslow (Radio research).

RESEARCH CO. OF AMERICA—341 Madison Ave., New York 17. Tel.: Murray Hill 4-0075. General Manager; A. Edwin Fein; Director of Sales Management Division: John W. Hall.

ELMO ROPER — 30 Rockefeller Plaza, New York 20. Tel.: Circle 6-7164. Associates: Robert Williams, Carolyn Crusius, Einar Anderson, Julian Woodward.

N. C. RORABAUGH Co.—347 Madison Ave., New York 17. Tel.: Murray Hill 6-9186. President: N. Charles Rorabaugh. Editor: Eleanor Witt, (Publishes monthly Rorabaugh Report on Spot Radio Advertising.)

STEWART, DOUGALL & ASSOCIATES—30 Rockefeller Plaza, New York 20. Tel.: Circle 5-7920. Partners: Paul W. Stewart, Lyndon O. Brown, Arthur B. Dougall, Paul W. Atwood, Johanna B. Cooke. Senior Research Associates: R. C. Allen, P. H. Crane, E. A. Montgomery, C. Roberts, P. E. Gerhold, F. R. Haviland.

WILLIAM A. YOELL—214 E. 17th St., New York. Tel.: Orchard 4-6890. (Audience measurement).



STATION MANAGERS!

Trained personnel available for all phases of studio work.

G. I. students available for on-the-job training.

BROADCASTERS!

Brush up on your technique through resident or correspondence courses.

WOMEN!

Learn the lucrative field of public relations through radio. Train yourself for women's radio programs.

MEN!

Intensive 32-week course trains you for real jobs in acting, announcing, writing, producing.

THE NATIONAL ACADEMY OF BROADCASTING, INC.

3338 16th Street, N. W.
Washington 10, D. C.

America's Pioneer Broadcasting School

CORRESPONDENCE COURSES OFFERED BEGINNERS AND PROFESSIONALS

G-I APPROVED

NATIONAL ACADEMY OF BROADCASTING, Dept. 111
3338-16th St., N.W.
Washington 10, D. C.

Please send information concerning
 Correspondence Residence Courses.

Name.....

Address.....

City..... State.....

DIRECTORY OF RADIO STATIONS IN COUNTRIES UNDER NARBA

BAHAMAS

City	Call Letters	Station and Operator	Frequency in Kc.	Power in Kw.	Class
Nassau	ZNS		1540	5.0	I-A

CUBA

City	Call Letters	Station and Operator	Frequency in Kc.	Power in Kw.	Class
Artemisa	CMAR		1170	0.25	II
Bayamo	CMKX	Radiodifusion Vidal (Oscar Vidal Benitez)	1390	0.25	IV
Caibarien	CMHD	Manuel Alvarez	1560	5.0	II
Camaguey	CMJA	Gaceta de Puerto Principe (Rafael Valdes Jimenez)	1060	0.25	II
Camaguey	CMJC	Cadena Camagueyana de Radio S. A.	1270	1.0	II
Camaguey	CMJE	Organizacion Insular de Radio S. A.	1230	0.25	II
Camaguey	CMJF	Gertrudis de la Cruz Perez	1340	0.25	IV
Camaguey	CMJK	La Voz de El Camagueyana	1150	0.5	III-B
Camaguey	CMJL	Cirquito CMQ (Cambo y Gabriel S. A.)	920	5.0	III-A
Camaguey	CMJN	Radio Habana Cuba (Cadena Azul S. A.)	960	1.0	III-A
Camaguey	CMJW	Andres Moran Cisneros	1440	0.25	IV
Cardenas	CMGE	Genaro Sabater	1470	0.25	IV
Ciego de Avila	CMJH	Luis Marauri Mendoza	1370	0.25	IV
Ciego de Avila	CMJM		1300	0.5	III-B
Cienfuegos	CMJO	Bonifacio Ildelfonso Movales	1470	0.25	IV
Cienfuegos	CMJH	La Voz de las Villas (Romualdo Ugalde Cordero)	1350	0.25	IV
Cruces	CMHM	Efael H. Pena y Arruebo	1450	0.25	IV
Florida	CMHK	Virgilia Villanueva	1380	0.25	IV
Florida	CMJI	La Voz de la Trocha (Dr. Osvaldo Andres y Moran Antezaza)	1400	0.25	IV
Guantanamo	CMKH	Luis Coronado Estrado	1130	0.25	II
Guantanamo	CMKS	Candido Savon Suarez	900	0.25	II
Havana	CMK	Radiomisa CMK (Fausto Montiel)	1420	0.25	IV
Havana	CMQ	Cirquito CMQ S. A.	640	25.0	II
Havana	CMW	Adolfo Gil y Miguel Troncosa	550	2.5	III-A
Havana	CMX	Talleres Tipograficos Nacionales S. A.	1010	10.0	I-B
Havana	CMZ	Radio Emisora CMZ (Cuban Ministry of Education)	690	5.0	CMBC
Havana	CMBC	Radio Progreso (Domingo Fernandez Cruz)	740	10.0	II
Havana	CMBD	Luis Perez Garcia	1460	0.25	IV
Havana	CMBF	Radio Universal (Cia. Radio Universal S. A.)	950	5.0-LS	III-A
Havana	CMBG	Union Radio Habana (Raul Chibas)	1390	0.25	IV
Havana	CMBH		1560	5.0	II
Havana	CMBL	Radio Cadena Suaritos	860	15.0	II
Havana	CMBQ	Sevilla Biltmore (Amleto Battisti)	1150	5.0-LS	III-A
Havana	CMBS	Eurique Artalejo Fernandez	1090	0.25-LS	II
Havana	CMBX	Radio Talleres Alvarez (Vicente Espinosa)	1390	0.25	IV
Havana	CMBY	Casa de Las Medias (Pages y Cia.)	1120	0.25	II
Havana	CMBZ	Manuel y Guillermo Salas	830	5.0-LS	II
Havana	CMCB	Radio Metropolitana (Metropolitan Radio de Cuba S. A.)	1330	0.25	IV
Havana	CMCD	La Voz del Aire	1260	5.0	III-A
Havana	CMCF		910	5.0	III-A
Havana	CMCG	Union Radio Habana (La Orda S. A. (Per.)) (Emisora CMCG S. A. (Arr.))	1420	0.25	IV
Havana	CMCH		790	5.0-LS	III-A
Havana	CMCJ	Rafael Rodriguez	1580	0.25	II
Havana	CMCK	Cia. Editorial "El Crisol" S. A.	980	5.0	III-A
Havana	CMCM	Radio Cadena Suaritos La Imaculada	1060	1.0-LS	II
Havana	CMCO	Emisora "Herco-CMCO" (Enrique Lasanta y Oliver)	1230	0.25	IV
Havana	CMCQ	Cia. Radiodifusion de Public S. A.	1460	0.25	IV
Havana	CMCR	(Andres Martinez) La Voz Del Caribe (Juan Gonzales y Seneriz) S-CMCG	1580	0.25	II
Havana	CMCU	Jorge Garcia Serris	1190	5.0	II
Havana	CMCW	Ondas Deportivas (Jose Villarino)	1290	0.25	IV
Havana	CMCX	Radio Popular (Jose Custodio Milagro Rumbaut y Lanza)	1360	0.25	IV
Havana	CMCY	Radio Habana Cuba (Cadena Azul S. A.)	590	25.0	III-A
Havana	CMOX	Cia. Electronica S. A.	1490	0.25	IV
Holguin	CMKD		1290	1.0	III-A
Holguin	CMKF	Manuel J. de Gongora	1050	0.25	II
Holguin	CMKJ	Cirquito CMQ S. A.	730	5.0	II
Holguin	CMKO	Manuel Angulo Farran	1220	0.25	II
Holguin	CMKV	Cadena Azul S. A.	600	1.0	III-A
Jovellanos	CMGN		960	0.5	III-B
Manzanillo	CMKE	Cia. Radio Emisora Manzanillo S. A.	1320	0.25	IV
Manzanillo	CMKM	Rainundo Comas Dolar Merchan y P. Figueredo	560	0.25	IV
Matanzas	CMGF		1240	0.25	IV
Matanzas	CMGW	Ramon A. de Zayas	1440	1.0	III-A

City	Call Letters	Station and Operator	Frequency in Kc.	Power in Kw.	Class
Nuevitas	CMJQ	Juan Filgueiras Cabaieira	1580	0.25	II
Palma Soriano	CMKZ	Maria Dominguez Doussou	1430	0.25	IV
Pinar del Rio	CMAB	Francisco Martinez	1450	0.25	IV
Pinar del Rio	CMAN	Radio Habana Cuba (Cadena Azul S. A.)	1300	1.0	III-A
Pinar del Rio	CMAQ	Cirquito CMQ S. A.	810	1.0	II
Pinar del Rio	CMAW		1340	0.25	IV
Placetas	CMHP	Candido de Los Angeles, Guevara Perdomo	1250	0.25	IV
Pueblo de San Luis	CMKQ	Emisora Comercial (Pedro Zacca Cheda)	1460	0.5	III-B
Puerto Padre	CMKY		1340	0.1	IV
San Cristobal	CMAC	Guillermo Garcia Oviés	1030	0.25-D	IV
Sancti Spiritus	CMHB	Vicente Weiss (Per.)	1410	0.25	IV
Sancti Spiritus	CMHT	Alberto Ruiz Sanchez (Arr.)	990	0.25	II
Santa Clara	CMHI	Juan M. Santana	570	15.0	II-A
Santa Clara	CMHO	Radio Habana Cuba (Cadena Azul S. A.)	DA-1		
Santa Clara	CMHQ	Organizacion Insular de Radio Cirquito CMQ	1310	1.0	III-A
Santa Clara	CMHW	(Goar Mestre)	630	15.0	II
Santa Clara			800	1.0-LS	II
Santa Clara	CMHX	Salvador S. Almanza y Lopez	1480	0.25-N	IV
Santiago de Cuba	CMKC	Drs. Nagel Navarra Raca y Raul F. Rubio Catusas	1250	1.0-LS	III-B
Santiago de Cuba	VMKN	Radio Habana Cuba (Cadena Azul S. A.)	930	1.0	III-A
Santiago de Cuba	CMKR	Jaime Nadal	1090	0.25	II
Santiago de Cuba	CMKU	Cirquito CMQ (Goar Mestre)	970	1.0	III-A
Santiago de Cuba	CMKW	Ricardo Miranda, Cortez y Raul S. Echevarria	1000	1.0	II
Sagua la Grande	CMHA	Obelardo Menocal	1280	0.25	IV
Victoria de las Tunas	CMKG		1490	0.25	IV

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

City	Call Letters	Station and Operator	Frequency in Kc.	Power in Kw.	Class
Ciudad Trujillo	HIN	Radiodifusoras Nacionales (Partido Dominicano)	1090	0.15	III-A
Ciudad Trujillo	HIX	Radiodifusoras Oficiales (Dominican Government)	950	1.0	III-A
Ciudad Trujillo	HIZ	Broadcasting Nacional (Frank Hatton)	1350	0.2	IV
Ciudad Trujillo	H13T		1170	10.0	I-B
Ciudad Trujillo	H18Q	La Voz del Yuma	1470	0.025	IV

HAITI

Leogane	HHK		1080	25.0	II
Port-au-Prince	HHGM		1430	DA	III-A
Port-au-Prince	HHW	C. Ricardo Widmaier Jr.	1230	0.3	IV

MEXICO

Acambaro	XEGW	Jose Martinez Ramirez	1270	0.25	IV
Acapulco	XEKJ	Refugio Acosta de Valdivieso (Plaza Alvarez)	1400	1.0-LS	IV
Acapulco	New		1600	0.5	III-B
Acapulco	New		1340	0.25	IV
Aguascalientes	XEBI	Radio Central (Pedro C. Rivas)	1360	1.0-LS	IV
Aguascalientes	New		1560	0.25	II
Aguascalientes	New		1170	0.5	II
Aguascalientes	XERO	Radio Hidretermopolitana	1490	0.25	IV
Apatzingan	New		1340	0.1	IV
Campecho	YEA	El Echo de las Murallas (Luis A. Maurry)	1370	1.0	III-B
Cananea	XEFQ	Pedro L. Diaz	980	0.5	III-B
Cases Grandes	XETX		1400	0.5-LS	IV
Celaya	XENC	El Heraldo del Bajío S. de R. L.	1540	0.25	II
Celaya	XERP		1190	50.0	I-B
Chihuahua	XEBU	Enriqueta G. de Uranga	1240	0.1	IV
Chihuahua	XEBW	Radio Emisora del Norte	1280	0.6-N	III-B
Chihuahua	XEFI	El Pregonero del Estado de Chihuahua (Ramiro G. Uranga)	1440	1.0	III-B
Chihuahua	XEM	El Heraldo del Norte (Pedro Meneses Jr.)	1390	0.5	III-B
Chihuahua	New		580	1.0-LS	IV
Ciudad Camargo	XEOH		1270	0.15	IV
Ciudad Chetumal	XEQZ		1240	0.25	IV
Ciudad Delicias	XEJK		1340	0.25	IV
Ciudad Guzman	XEBA	Jose D. Gonzales	1270	0.25	IV
Ciudad Guzman	New		1430	250W	IV
Ciudad Juarez	New		1460	0.1	III-B
Ciudad Juarez	XEP	Jose Carlos Amaza	1420	0.25	IV
Ciudad Juarez	XEPV	Dario Cordoba	1240	0.25	IV
Ciudad Juarez	XEJ	La Voz de la Frontera (Pedro Meneses Jr.)	970	5.0	III-A
Ciudad Juarez	XELO	Cia. Radiodifusion de Piedras Negras	800	150.0	I-A
Ciudad Juarez	XEP	La Voz Panamericana (Esteban Farra)	1300	0.5	III-B

(Continued)

MEXICO

THE NEW SALES FRONTIER IS *SOUTH*



MEXICO . . . 4th Largest U. S. World Market

KNOWLEDGE

of the people and their buying habits.

EXPERIENCE

with successful campaigns of U. S.'s most successful sponsors.

FACILITIES

to reach all Mexico's 22 million consumers and more . . . economically.

MEXICO is a *mighty* good neighbor in dollar-volume purchases of U. S. goods: 5 times more in 1946 than in 1940, totalling nearly a half billion dollars. Mexico, 4th largest market in U. S. world trade, is a new world of trade for advertisers like Bayer, Canada Dry, Colgate, Parker, Sidney Ross, GE, Coca Cola and scores more. They sell Mexico's 22 million consumers through Latin America's most important network—the 116 stations of Radio Programas de Mexico. RPM covers *all* the Mexican (Central and South American) market. Its 50,000 watters pour into centers of population; its 250 watters conserve power (and your budget) where buying centers are smaller.

Here is a market equal in population to Ohio and New York combined. But, unlike the U. S., where channels of distribution are filling, Mexican demand is never-ending. Competition is almost unknown. Investigate your opportunity for mass distribution in this virtually untapped mass market. *YOUR* new sales frontier is South . . . through the 116 stations of RPM.



RADIO PROGRAMAS DE MEXICO

Largest Latin American Broadcasting System

The New Sales Frontier is South

P. O. Box 1324, Mexico, D. F. • Emilio Azcarraga, Pres. • Clemente Serna Martinez, V. Pres. & Gen. Mgr.

MEXICO (Continued)

City	Call Letters	Station and Operator	Freq- quency in Kc.	Power in Kw.	Class
Ciudad Juarez	XEWG	Carlos Mendez	1490	0.25	IV
Ciudad Obregon	XEAP	La Voz del Valle del Yaqui (Emilio Manzanilla)	1290	0.1	IV
				1.0-LS	
Ciudad Obregon	XEOX	Radio Cajeme (Felipe G. de Leon)	1340	0.25-N	IV
Ciudad Valles	XETR	Thomas Olivia Bannelos	1490	0.125	IV
Ciudad Victoria	XEBJ	La Voz de Tamarelpas (Fernando Elizalde Ramos)	1340	0.25	IV
Ciudad Victoria	New		1450	0.1	IV
Coatzacoalcos	XEOM		1340	0.25	IV
Culima	XERL	J. Roberto Levy	1280	0.25	IV
Cordoba	XEAG	Diodoro Zuniga	1280	0.5	III-B
Cuernavaca	XEJC	La Voz del Sur (Edward Jimenez de la Cuesta)	1420	0.25	IV
Cuernavaca	XEY	Radio Gugambilla de Cuen- navaca (Juan Gutierrez Jr.)	980	0.15	IV
				1.0-LS	
Cullacan	XEBL	La Voz del Noroeste (Max Gomey Blanco)	1260	0.5-N	III-B
Cullacan	XECQ		1450	0.25	IV
Cullacan	XEGF		1300	0.5	III-B
Cullacan	XESA	La Voz de Sinaloa (Pablos y Elizalde. S. de R. L.)	1360	0.5	III-B
Durango	XEDU	Carlos C. Armas	1400	0.15	IV
Durango	XEE	La Voz de Durango (Jose G. Venenzuela)	1280	0.25	IV
Durango	New		1340	0.25	IV
Empalme	New		1240	0.5-D	IV
				0.25-N	
Ensenada	XEAZ		1270	0.5	III-B
Ensenada	XEPF	Luis Enrique Ericisu	1400	0.2	IV
Fresnillo	XEMA	Jose Miguel Acevedo Moya	1340	0.25-N	IV
				0.5-LS	IV
Gomez Palacio	XEFK		1450	0.25-N	IV
Guadalajara	XEAD	Radio Economico (Alejandro A. Diaz)	1150	0.125	IV
Guadalajara	XEAV	Radio Guadalajara (Alfredo Vasquez)	580	1.0	III-B
Guadalajara	XEBA		840	0.25-D	II
Guadalajara	XEDG		1370	0.5	III-B
Guadalajara	XEDK	Radio Sonido de Occidente (Salvador Vazquez Tello)	1250	0.5	III-B
Guadalajara	XEGA		1400	0.25	IV
Guadalajara	XEHK	Francisco E. Fregoso	960	0.25	IV
				1.0-LS	

MEXICO (Continued)

City	Call Letters	Station and Operator	Freq- quency in Kc.	Power in Kw.	Class
Guadalajara	XEHL	Radio Annunciadora Kist. S. de R. L.	1010	5.0-N	II
Guadalajara	XEJB	Gobierno del Estado de Jalisco	630	0.5	III-B
Guadalajara	XEJE	Guillermo Johnston	1310	0.25	IV
				5.0-LS	
Guadalajara	XELT	Jose Tostado Lomeli	920	1.0-N	III-B
Guadalajara	XELW	Radio Occidental (Salvador Galindo de la Torre)	1340	0.25	IV
Guajuato	New		610	0.25-D	IV
Guaymas	XEDR	El Vocero de Guaymas	1490	0.25	IV
Hautabamoo	New		1240	0.25	II
				5.0-LS	
Hermosillo	XEBH	El Heraldo de Sonora (Carlos Balderrana)	920	1.0-N	III-B
Hermosillo	XEBR		1250	0.5	III-B
Hermosillo	XEDL	Eufemia Esquer de Vidal	590	0.5	III-B
Hermosillo	XEHQ	Radio Hermosillo. S. de R. L.	900	0.5	III-B
Hermosillo	XEOP		1540	5.0	II
Hermosillo	XEQN		1250	0.25	IV
Hidalgo del Parral	XEAT	Sucs. Jorge Perez	1250	0.25	IV
Hidalgo del Parral	XEJR	XEW Network (Anastasio Gomez Gallardo)	1490	0.1	IV
Hidalgo del Parral	XEJS		1150	0.5	III-B
Iguala	XKEF		1450	0.25	IV
Irapuato	XEBO	La Voz del Centro de la Re- publica (Alfonso Martinez)	1330	0.5	III-B
Irapuato	XEWE	Felipe Gallardo	1420	0.1	IV
Irapuato	New		1520	0.25-D	II
Jalapa	XEFA		1340	0.25	IV
Jalapa	XEJA	La Voz de las Atenas Vera- crujana (Daniel Schacht Perez)	1400	0.25	IV
Jalapa	XEJW	Mariano Caraza	1270	0.25	IV
				1.0-LS	
Jalapa	XEKL	Carlos Ferraz Matos	550	0.25-N	IV
Jalapa	XEXB		580	0.35	III-B
Jalapa	New		1520	0.25-D	II
La Paz	XEPX		550	0.25	IV
La Piedad	XELC		1600	1.0	III-A
Leon	XEFM	La Voz del Comercio (Sucs. R. Ortiz Gonzalez)	1270	0.1	IV
Leon	XELG	Radio Impulsora del Centro S. A.	680	5.0	II
Leon	XERW	Rafael C. Navarro	1390	0.25	IV
Leon	XERZ	XEW Network (Rafael C. Na- varro)	1240	0.25	IV
Linares	XER	Radio Linares S. A.	1260	0.25	IV
Los Mochis	XECF	Le Voz del Valle del Fuerte (Francisco Perez H.)	1410	1.0-LS	III-B
				0.5-N	
Magdalena	XEDJ	XEW Network (Enrique Sorolegui)	1450	0.1	IV
Magdalena	XESY		1320	0.2	IV
Matamoros	XEAM	XEW Network (Manuel L. Salinas)	1400	0.25	IV
Matamoros	XEO		970	0.75	III-B
Matamoros	XEXP		1450	0.1	IV
Matamoros	New		1340	0.25	IV
Mazatlan	XEDS	El Heraldo de Sinaloa (Alejandro A. Schober)	1420	0.5	III-B
Mazatlan	XETK	Radio Emisora Occidental S. de R. L.	1390	0.5	III-B
Merida	XEFC	La Voz de Yucatan desde Merida (Rafael Rivas Franco)	1330	0.5	III-B
Merida	XEME	XEW Network (Perfecto Villamil Cicero)	1270	0.5	III-B
Merida	XEMH	Alvaro Barquet Y.	1400	0.25	IV
Merida	XEMQ	Lazaro Acunra Suarez	1240	0.25	IV
Merida	XEZ	La Voz de la Peninsula (Jorge L. Palomeque)	600	2.0	III-A
Merida	XEQW		1450	250	IV
Mexicall	XEAA	La Voz de los Valles (Consuelo T. Egula)	1340	0.25	IV
Mexicall	XEAO	Juan C. Chavez	910	0.25	IV
Mexicall	XECL	Alfonso A. Lacarra	990	5.0	II
Mexicall	XED		1050	5.0-D	II
Mexico City	XEB	El Buen Tono. S. A.	1220	100.0	I-A
Mexico City	XEK	Arturo Martinez	970	0.5-N	III-B
				1.0-LS	
				5.0-LS	
Mexico City	XEL	Fidel Hernandez Calderon	1260	1.0-N	III-B
Mexico City	XEN	Radio Mundial	690	5.0	II
Mexico City	XEQ	Radio Panamericana	940	50.0	I-B
Mexico City	XEW	Cadena Rediodifusora Mexicana	900	250.0	I-A
Mexico City	XEX		730	150.0	I-A
Mexico City	XEAI	Carmen Gutierrez	1320	0.5	III-B
Mexico City	XEBS	Hispano Mexicano	1410	1.0	III-B
Mexico City	XEBZ	El Vocero Mexicano	660	0.5	II
				DA-N	
Mexico City	XEDQ	Radio Gobernacion	1060	50.0	I-B
				DA-N	
Mexico City	XEFO	Cadena Radio Nacional	1110	20.0	II
				1.0-LS	
Mexico City	XEJP	Vocero de los Productos Dandy (Delia Cubielas de Fernandez)	1150	0.8-N	III-B
Mexico City	XELA	Radio Metropolitana	830	1.0	II
				DA-N	
Mexico City	XELZ	La Voz de la Industria Na- cional (Marie Cardora de Zetina)	1440	5.0-LS	III-A
				1.0-N	
Mexico City	XEMC	Delores G. Estrada de Ferreiro	1590	5.0	III-A
Mexico City	XEML	Robert Valezzi Esparza	1550	20.0	I-B
Mexico City	XEMX	Guillermo Robles	1380	1.0	III-B
Mexico City	XENK	Gral. Brig. Ferrando Prool Pardo	820	5.0	III-A
Mexico City	XEOF		560	1.0	III-B
Mexico City	XEOY	Fomento de Radio. S. A.	1000	50.0	I-B
Mexico City	XEPH	Padro Riestra Diaz	590	5.0	III-A
Mexico City	XEQK	Guillermo Morales B.	1350	1.0	III-A
Mexico City	XEQR	Corporacion Mexicana de Radio, S. A.	1030	1.0	II
				DA-N	

ONLY
RADIO LUXEMBOURG
COVERS EUROPE

200,000 WATTS

18 HOURS PER DAY

82% TOTAL RADIO HOMES

50% AVERAGE LISTENERSHIP
(France and Belgium)

Exclusive Representation:

CONTINENTAL EUROPE
Informations et
Publicite, Paris

GREAT BRITAIN
Radio Luxembourg
Advertising, Ltd., London

U. S. A.

GUY BOLAM • 175 FIFTH AVENUE, NEW YORK 10, N. Y.

GRamercy 5-5463

MEXICO (Continued)

City	Call Letters	Station and Operator	Frequency in Kc.	Power in Kw.	Class
Aexico City	XERC	Radio Difusora Commercial (Radio Popular de Mex., S. A.)	790	1.0	III-A
Aexico City	XERH	Sal de Uvas Picot (Arse S. A.)	1500	5.0-LS	II
Aexico City	XESM	Salvador San Martin	1470	5.0	III-A
Aexico City	XEUN		860	5.0	II
Aonterrey	New		1560	1.0	II
Aonterrey	New		950	0.5	III-B
Aonterrey	New		950	1.0-D	III
Aonterrey	XEAR	Radio Tiempo, S. de R. L.	1450	0.25	IV
Aonterrey	XEAW	Jesus D. Gonzales	1290	0.5	III-B
Aonterrey	XEFB	La Voz del Norte De Mexico (Emisoras Incorporadas de Monterrey)	680	0.5-N	III-B
Aonterrey	XEG	La Voz de Norteamerica, S. A.	1050	150.0	I-A
Aonterrey	XEH	Radio Tarnava	1420	1.0	III-A
Aonterrey	XEMR	Henrique Serna Martinez	1370	0.5	III-B
Aonterrey	XET	El Pregonero del Norte, S. A.	990	5.0	II
Aontemoveleos	XEMS		1310	0.25-D	IV
Aorella	XEI	Tiburecio Ponce	1400	0.25	IV
Aorella	XELQ	Radio Comercial Michoacana (Francisco Lario Iturbido)	570	0.25-N	IV
Aorella	XESF	Jose Martinez Ramirez	1300	0.5	III-B
Aasco	XETM	El Herald de la Frontera (Jesus Manuel Franco)	1350	1.0	III-B
Aavojoa	XEAJ	El Pregonera de Mayo (Emilio Manzanilla)	1400	0.1	IV
Aavojoa	XEGL	XEW Network (Fausto M. Gomez)	1270	0.5	III-B
Aavojoa	XENJ		1430	0.5	III-B
Aogales	New		1010	0.25	II
Aogales	New		1240	0.25	IV
Aogales	XEHF	XEW Network (Gaster Mascarenas)	1370	5.0	III-A
Aogales	XENJ		1430	0.5	III-B
Aueva Laredo	XEAS		1410	0.25	IV
Aueva Laredo	XEBK	M. M. Cortes	1340	0.1	IV
Aueva Laredo	XEDF	Ruperto Villarreal	790	0.5-N	III-B
Aueva Laredo	XEFE	La Voz de la Frontera (Rafael T. Carranza)	960	1.0	III-A
Aueva Laredo	XENT	Cia. Industrial Universal, S. A.	1140	50.0	I-B
Aueva Rosita	XERN		1430	0.1	IV
Aueva Rosita	XELF		1380	0.25	IV
Aoaxaca	New		1240	0.25	IV
Aoaxaca	XEAX	XEW Network (Alvaro Rodriguez A.)	1270	0.5	III-B
Aorizaba	XEPP	La Voz de Orizaba (Radio Impulsora Orizabena)	1450	0.25	IV
Aorizaba	XETQ	Mensajere del Progreso Orizabena (Francisco Campos H.)	1370	0.25	IV
Apachuca	XEPK	Radio Publicidad de Pachuca, S. A.	1180	0.25-N	II
Apedras Negras	XEMJ	Jesus F. Elizalde	920	0.5-LS	II
Aan Luis Potosi	XEBM	Benjamin Briones	1620	3.25	IV
Aan Luis Potosi	KECZ	La Voz de la Mesa Central (Zeferino Z. Jimenez)	1430	1.0	III-A
Aan Luis Potosi	XESL	Josefina Delgado	1340	0.1	IV
Aan Luis Potosi	XEKQ		1460	0.25	IV
Aan Luis Rio	XEY	Lucinda Arenaxde de Maza Millan	1450	0.25	IV
AColorado	XESQ		1280	0.1	IV
Aan Miguel Allende	New		1490	0.25	IV
Aanta Ana	XESB		1400	0.15	IV
Aanta Barbara	New		550	0.15	IV
Aala	New		550	0.15	IV
Apedras Negras	XEMU	Alfonso L. Bres Piedras Negras, S. A.	580	5.0-LS	III-B
Auebla	XECD	Ricardo Vazquez A. Costa	1170	0.35	II
Auebla	XEHR	Heraldo Angelopedlitano (Manuel R. Canale)	1090	0.25	II
Aueretaro	KEJX	Radiomisora Queretana	1450	0.25	IV
Aueynosa	XERT		590	5.0-LS	II
Aahuayo	XEGC		1450	0.1	IV
Aalamanca	New		1560	0.25	II
Aaltillo	XEDE	Blas Narro Dunn	1400	0.25	IV
Aaltillo	XEKS	Efrain Lopez	1330	0.1	IV
Aaltillo	XEPO		1400	0.1	IV
Aaltillo	XESJ	La Llamada de la Cultura (Frollan Mier Narro)	1250	0.25-N	III-B
Aaltillo	XEXU	Rafael Caranza	1490	0.1	IV
Aaltillo	New		920	0.25	IV
Aan Andres Tuxtla	New		1400	0.25	IV
Aezatlan	XERJ		1320	0.5	III-B
Ainatlan	XEDW	XEW Network (Hector Silva Canto)	1260	0.25	IV
Aobile	XEGR		1600	0.25	IV
Aonclova	XEKN		1390	0.5	III-B
Aonclova	XEMF		1260	0.25	IV
Aampico	XECA	El Vocero de Tampico (Nicolas M. Picot)	980	1.0	III-B
Aampico	XEFW	La Voz de Tampico	810	50.0	II

MEXICO (Continued)

City	Call Letters	Station and Operator	Frequency in Kc.	Power in Kw.	Class
Tampico	XES	The Voice of Mexico From Tampico (Difusora Portena S. de R. L.)	1240	0.25	IV
Tampico	XETO	Radio Tiempo S. de R. L. de C. V.	1400	0.25	IV
Tampico	XETU	Impulsora Moderna del Radio, S. A.	1460	1.0	III-A
Tapachula	XETS	Wadley Dominguez Correa	630	0.5-LS	IV
Tecate	New		560	0.25	IV
Tecate	New		1590	1.0	III
Tehuacan	XEWJ		1420	0.1	IV
Tehuacan	New		1520	0.25	IV
Tepec	XERK	El Echo del Pacifico desde Tepec, Nayarit (Dario Mondragon)	1380	0.5	III-B
Tepec	XEXT	Official Station of State Government (Gobierno del Estado de Nayarit)	980	1.0	III-A
Teztlutlan	XETZ	Ricardo Vazquez	1480	5.0	III-A
Tijuana	XEAC	Jorge I. Rivera	690	5.0	II
Tijuana	XEAU	Radio Panamericana (Manuel Acuna Varela)	1470	5.0	III-A
Tijuana	XEAZ		1270	0.5-N	IV
Tijuana	XEBG	Roberta Salazan	1550	1.0	II
Tijuana	XEC	Luis E. Enciciso	1310	0.25	IV
Tijuana	XEGM	Gustavo Faist Fernandez	950	2.5	III-A
Tijuana	XEMO	Fernando Frederico Ferreira	860	5.0	II
Tijuana	XEXX	Cia. Radio Mexicana	1420	2.0	III-A
Toluca	XECH	Rodolfo Llamas	1490	0.25	IV
Torreon	XEBP	La Voz de la Laguna (Alejandro O. Stevenson Jr.)	1260	1.0-LS	IV
Torreon	XEDN		600	1.0	IV
Torreon	XEOB		1490	0.1	III-B
Torreon	XERS		1400	0.25	IV
Torreon	XETB	El Herald de Torreon	1350	0.5-N	III-B
Tuxpan	XETL	La Voz de la Hauticas (Calixto Almazan)	1390	1.0	III-B
Tuxtla Gutierrez	XEON	La Voz de la H	1360	1.0	III-B
Uruapan	XEFU	Ignacio Navarro	550	0.35	III-B
Veracruz	XEHV	Radiodifusora Veracruzana (Juan A. Palavincini)	1310	1.0	III-A
Veracruz	XELL	Delorez G. Estrada de Ferriero	1430	0.25	IV
Veracruz	XELR		610	100	IV
Veracruz	XETF	La Voz de Veracruz (Jose Rodriguez Lopez)	1250	0.5	III-B
Veracruz	XEU	Fernando Pazos Sosa	960	0.5	III-B
Villa Acuna	XEAB		1600	5.0	III-A
Villa Acuna	XEDH	Vicente Hernandez	1340	0.25	IV
Villa Acuna	XERF		1570	150.0	A
Villahermosa	XEVV	Ernesto E. Trujillo Gurrio	970	0.5	III-B
Zacatecas	XELK	Jose Maclas Guerrero y Acevedo	1280	0.25	IV
Zacatecas	New		1450	250	IV
Zamora	New		650	1.0-D	II
Zamora	XEGT	Radio Zamora	1490	0.25	IV

NETWORKS OF MEXICO

XEW NETWORK: 80 affiliates. Key station—XEW Mexico City.
 RADIO MIL NETWORK: 13 affiliates. Key station—XEOY Mexico City.
 XEB NETWORK: 12 affiliates. Key station—XEB Mexico City.
 XEQ NETWORK: 35 affiliates. Key station XEQ Mexico City.
 RADIO PROGRAMAS DE MEXICO: 24 affiliates.

TRADE ORGANIZATION

Camara Nacional de la Industria Radiodifusion, Paseo de la Reforma No. 35, Despacho 1, Mexico City.

LABOR GROUPS

Sindicato de Anunciadores y Empleados de Radiodifusoras.
 Sindicato de Filarmonicos y Artistas de Radio.

NEWFOUNDLAND

Broadcasting Corp. of Newfoundland

City	Call Letters	Power in Kw.	Class
Corner Brook	VOWN	790	1.0 III-A
Gander	VORG	1450	0.25 IV
St. Johns	VOCM	1010	0.25 II
St. Johns	VONF	640	12.0 I-B
St. Johns	VOWR	600	0.5 III-B

RADIO STATIONS OF THE REPUBLIC OF THE PHILIPPINES

MANILA

KZRH—10,000 watts, 750 kc, Manila Broadcasting Co., Insular Life Building; NBC; Bertrand H. Silen, President and General Manager; William J. Dunn, Executive Vice President; Wesley H. Wallace, Assistant General Manager; NBC Spot Sales; NBC Thesaurus, World, Capitol; United Press.
 KZMB—1,000 watts, 950 kc; Manila Broadcasting Co., Insular Life Building; Bertrand H. Silen, President and General Manager; William J. Dunn, Executive Vice President; Wesley H. Wallace, Assistant General Manager; NBC Thesaurus, World, Capitol; United Press.

KZPI—1,000 watts, 900 kc; Philippine Broadcasting Co., Filipinas Building; MBS, ABC, CBS; Norman Paige, General Manager; Henry Miller, Program Director; John Blair & Company; World, MacGregor; Associated Press.
 KZOK—1,000 watts, 1,000 kc; Philippine Broadcasting Co., Filipinas Building; Norman Paige, General Manager; Henry Miller, Program Director; World, MacGregor; Associated Press.

CEBU CITY

KZRC—1,000 watts, 650 kc; Cebu Broadcasting Company, 149 Colon Street; Bertrand H. Silen, President; Wesley H. Wallace, Vice President; John A. Arville, Station Manager.

TRANSMITTER MANUFACTURERS

(For Complete Equipment Directory See Page 506)

COLLINS RADIO CO.
855 35th St., N. E., Cedar Rapids, Ia.
Tel.: 3-0281
Executive Officers: Arthur A. Collins, president; W. J. Barkley, executive vice-president; R. S. Gates, vice-president in charge of marketing and procurement; L. Morgan Craft, vice-president in charge of engineering and manufacturing; Max W. Burrell, sales manager and ass't. secretary; Russell B. Rennaker, broadcast sales manager; Robert H. Hollister, ass't. broadcast sales manager; A. K. Higgins, director of publicity and advertising.
Sales Offices:
New York 18—11 W. 42nd St. Tel.: Lackawanna 4-0229. W. J. Barkley, executive vice-president.
Los Angeles 13—458 S. Spring St. Tel.: Tucker 9404. Carl W. Service.
FARNSWORTH TELEVISION & RADIO CORP.
3702 E. Pontiac St., Fort Wayne 1, Ind. Tel.: Anthony 5301
Executive Officers: E. A. Nicholas, president; E. M. Martin, vice president and secretary; D. M. Allgood and B. R. Cummings, vice presidents; Paul H. Hartmann, treasurer; C. H. Wiggins, asst. secretary and asst. treasurer; J. L. Bubul, controller; William Clausen, manager of operations; Madison Cawein, manager of research; J. C. Ferguson, chief engineer of electronic apparatus division; W. H. Myers, chief engineer of radio and television division; E. E. Ferrey, director of public relations; J. S. Garceau, manager of adv. and sales promotion; Pierre Boucheron, manager of broadcast division; J. H. Kelly, sales manager of

Farnsworth division; I. C. Hunter, sales manager of Capehart division; John A. Curtis, manager of mobile communications division; E. M. Roberts, managing director, International Division. E. S. Needler, director of purchases.
Branch Plants:
Marion, Ind.—3301 S. Adams St. Tel.: 4600.
Bluffton, Ind.—805 W. Walnut St. Tel.: 911.
Huntington, Ind.—Lucretia Ave. Tel.: 1331.

FEDERAL TELEPHONE & RADIO CORP.

100 Kingsland Road, Clifton, N. J. Tel.: Nutley 2-3600
Executive Officers: Col. Sosthenes Behn, president; Harold H. Buttner, Fred T. Caldwell, Roger B. Colton, Haradan Pratt, Henry C. Roemer, vice presidents.
Branch Offices:
New York 4—67 Broad St. Tel.: Bowling Green 9-3800.
Chicago 11—343 N. Michigan Ave. Tel.: Central 6900.
Washington 6, D. C.—8 DuPont Circle. Tel.: Michigan 0622.
Subsidiary:
Federal Electric Manufacturing Co. Ltd., 9600 St. Lawrence Blvd., Montreal 1, Que.

GATES RADIO CO.

123 Hampshire St., Quincy, Ill. Tel.: 522
Executive Officers: P. S. Gates, president; L. I. McEwen, executive vice-president; F. J. Pippenger, sales manager; Fred O. Grimwood, chief engineer; F. W. Wentura, ass't. chief engineer; A. S. Petzoldt,

comptroller; A. D. Myers, production manager; L. H. Sieleman, credit manager.

Washington, D. C.—Warner Bldg. Tel.: Metropolitan 0522. O. J. McReynolds, sales engineer in charge.

Hollywood 28—1350 N. Highland Ave. Tel.: Hollywood 8219. Walter L. Read, sales engineer in charge.

Distributors:
Atlanta, Ga.—Specialty Distributing Co., 425 Peachtree St., N. E. Branches: Chattanooga, Tenn., Macon, Ga., Savannah, Ga.

Houston, Tex.—Houston Radio Supply Co., LaBranch at Clay Sts.

Montreal, Que.—Canadian Marconi Co. Overseas Representative: Westinghouse Electric International Co., 40 Wall St., New York.

GENERAL ELECTRIC CO.

Electronics Park, Syracuse 1 Tel.: 6-4411

Executive Officers: Dr. W. R. G. Baker, vice-president in charge of electronics; A. A. Brandt, electronics general sales manager; L. E. Pettit, ass't. to general sales manager; P. S. Caldwell, manager of sales, transmitter div.; W. R. David, sales manager, broadcast transmitter; R. D. Jordan, adv. and sales promotion manager, transmitter div.

RADIO CORPORATION OF AMERICA

RCA Bldg., New York 20 Tel.: Columbus 5-5900

Board of Directors: Arthur E. Braun, John T. Cahill, Bertram Cutler, Gano Dunn, Frank M. Folsom, John Hays Hammond Jr., Gen. H. C. Ingles, Dr. C. B. Volfie, Edward F. McGrady, Edward J. Nally, Brig. Gen. David Sarnoff, Niles Trammell.

Executive Officers: Brig. Gen. David Sarnoff, president and chairman of the

board; Frank M. Folsom, Charles B. Jolliffe, executive vice-presidents; E. C. Anderson, Meade Brunet, Conway P. Coe, George S. DeSousa, Orrin E. Dunlap, J. B. Elliott, E. W. Engstrom, J. V. Hefferman, J. H. McConnell, Edward F. McGrady, J. W. Murray, D. F. Schmidt, L. W. Teegarden, W. W. Watts, F. D. Wilson, John G. Wilson, vice-presidents; Henry A. Sullivan, controller; Arthur B. Tuttle, treasurer; Lewis MacConnach, secretary. Divisions: RCA Laboratories Div., Dr. C. B. Jolliffe, executive vice-president; RCA Victor Div., Frank M. Folsom, executive vice-president; Victor Div., Engineering Products Dept.; W. W. Watts, vice president; M. C. Batsel, chief engineer; T. A. Smith, general sales manager; A. R. Hopkins, sales manager, communications equip.; RCA International Div., Meade Brunet, vice president and managing director.

Subsidiaries: National Broadcasting Co. Inc., Niles Trammell, president; Frank E. Mullen, vice-president and general manager; RCA Communications Inc., Brig. Gen. David Sarnoff, chairman of the board; Gen. H. C. Ingles, president; Thompson H. Mitchell, executive vice-president; Radiomarine Corp. of America, Gen. G. L. Van Deusen, president; George F. Shekelen, executive vice-president; RCA Institutes Inc., Gen. G. L. Van Deusen, president.

RCA Victor Div. Offices:
Camden, N. J.—Fronk and Cooper Sts. Tel.: 8000. A. R. Hopkins, manager.

Atlanta 3—Citizens & Southern Bank Bldg. Tel.: Walnut 5946. P. G. Walters Jr., manager.

Chicago 11—American Furniture Mart Bldg. Tel.: Whitehall 4600. C. M. Lewis, manager.

Cleveland 15—1621 Euclid Ave. Tel.: Cherrv 3450. H. V. Sommerville, manager.

Dallas 1—2010 Jackson St. Tel.: Riverside 1371. W. M. Witty, manager.

Kansas City 8—221 W. 18th St. Tel.: Victor 6410. David Bain, manager.

New York 16—36 W. 49th St. Tel.: Ashland 4-7605. A. Josephson, manager.

San Francisco 3—1355 Market St. Tel.: Hemlock 8300. R. J. Newman, manager.

Washington 6, D. C.—1625 K St., N. W. Tel.: District 1260. F. H. Engel.

Boston—260 Tremont St. Tel.: Hubbard 0123. J. K. Hiler, manager.

RADIO ENGINEERING LABORATORIES INC.

35-54 36th St., Long Island City 1, N. Y. Tel.: Astoria 8-1010

Executive Officers: C. R. Runyon Jr., president; Frank A. Gunther, vice-president; Joseph Behr, sales manager; James R. Day, director of engineering; M. H. Jennings, chief engineer; C. R. Runyon 3rd, manager of sales.

RAYTHEON MANUFACTURING CO.
Willow St., Waltham 54, Mass. Tel.: Waltham 5-5860

Executive Officers (Commercial Prod. Div.): Ray C. Ellis, vice president; William A. Gray, sales manager; Robert K. Dixon, product manager; John S. Spargo, advertising manager; Willis Johnson, service manager; (Engineering Dept.): David D. Coffin, chief engineer; Everett G. Fram, James Nye; (Manufacturing Dept.): John Beedle, manager.

Sales Representatives:
Boston—1020 Commonwealth Ave. Tel.: Aspinwall 7-6734. Chris Brauneck.

Chattanooga—Signal Mountain. Tel.: 8-2487. W. B. Taylor.

Chicago 6—222 W. Adams St. Tel.: Randolph 7457. Cozzens & Farmer.

Dallas 8—414 E. 10th St. Tel.: Yale 2-1904. Howard D. Crissey.

Los Angeles 15—1255 S. Flower St. Tel.: Richmond 7-2358. Emile J. Rome.

New York 17—60 E. 42nd St. Tel.: Murray Hill 2-7440. Henry J. Geist.

Seattle—1100 Fifth Ave. Tel.: Eliot 6175. Adrian VanSanten.

Washington, D. C.—Munsey Bldg. Tel.: Republic 5897. William A. Eaton.

SHERRON ELECTRONICS CO.
1201 Flushing Ave., Brooklyn 6, N. Y. Tel.: Evergreen 7-2820

Executive Officer: P. H. Sherron, president.

TRANSMITTER EQUIPMENT MFG. CO. INC.
345 Hudson St., New York 14 Tel.: Watkins 4-1550

Executive Officers: Morton E. Kahn, president; Ben Adler, vice-president.

Branch Offices:
Cambridge 42, Mass.—238 Main St. Tel.: Eliot 1751. William A. Holiday.

Denver—1635 Blake St. Tel.: Ke 6751. A. J. Nelson Co.

Detroit—Book Bldg. Tel.: Cadillac 9704. R. A. Town.

Philadelphia 7—1343 Arch St. Tel.: Philadelphia 7-5135. L. D. Lowrey.

Atlanta—650 Boulevard N. E. Tel.: Hemlock 4416. A. Sidney Hardy.

Transfers of Control of Stations Approved in 1947

(As Announced by FCC)

Licensee, Location and Assignment of Station	Transferor	Transferee, Consideration and Date Authorized
Ohio Valley Broadcasting Corp. (WPAR), Parkersburg, W. Va.; 1450 kc. 250w. Unlimited time	Charleston Broadcasting Co.	News Publishing Co. 100%—\$307,500 1-23-47
KSTP, Inc. (KSTP & KSTP-FM), St. Paul, Minn.; 1500 kc. 50kw. Unlimited time	Helen B. Shields, Frank J. Anderson and The First Trust Co. of St. Paul, Trustees; and Florence E. Brown and C. R. Bachman, Trustees; and Florence E. Brown, Guardian	Stanley E. Hubbard 75%—\$825,000 3-20-47
Regional Broadcasting Co. (WACE), Chicopee, Mass.; 730 kc. 1kw. Daytime	David J. Hayes—(50%); John S. Begley—(50%)	John S. Begley—(66⅔%) Issuance of 200 additional shares to Begley—\$20,000 3-27-47
Tarrant Broadcasting Co. (KFJZ), Fort Worth, Tex.; 1270 kc. 5kw. Unlimited time	Ruth G. Roosevelt Eldson	Texas State Network, Inc. 99%—\$101,451.26 3-28-47
The Alamo Broadcasting Co., Inc. (KABC), San Antonio, Tex.; 680 kc. 10kw night 50 kw daytime. Unlimited time	Charles F. Roeser, S. W. Richardson, Ruth G. Roosevelt Eldson, & Elliott Roosevelt	Texas State Network, Inc. 69.9%—\$26,784.26 3-28-47
Frontier Broadcasting Co., Inc. (KNOW), Austin, Tex.; 1490 kc. 250w. Unlimited time and (WACO), Waco, Texas; 1450 kc. 250w. Unlimited time	S. W. Richardson & Charles F. Roeser	Texas State Network, Inc. 50%—\$34,000 3-28-47
Dickinson Radio Association (KDIX), Dickinson, N. Dak.; 1230 kc. 250w. Unlimited (Construction Permit Only)	P. J. Weir—(28%); W. N. Walton—(28%); Fay M. Foster—(28%); Robert B. Cummins—(16%)	P. J. Weir—(14%); W. K. Johnson—(14%); W. O. Rabe—(14%); F. P. Whitney—(14%); C. R. Dukart—(14%); Leroy Moomaw—(14%); L. W. Veigel—(14%); P. F. Baseflug (10%) 100%—\$25,000 4-3-47
Chambersburg Broadcasting Co. (WCHA), Chambersburg, Pa.	Rello Oiler	C. M. Cassel—(9.52%); T. K. Cassel—(34.6%); J. S. Booth—(42.87%) (Present stockholders of licensee corporation) 46.32%—\$7,244 4-10-47
Marshall Electric Co. (KFJB), Marshalltown, Iowa; 1230 kc. 250w. Unlimited time	John Ruan—(30%); Robert Root—(10%); Kenneth A. Durham—(30%); Joseph F. Rosenfeld—(30%)	Times-Republican Printing Company—(100%) 100%—\$75,000 4-18-47
WDAS Broadcasting Station, Inc. (WDAS), Philadelphia, Penna.; 1400 kc. 250w. Unlimited time	Alexander W. Dannenbaum—(50%); Cecile L. Naumburg—(50%)	William Goldman Theatres, Inc.—(100%) 100%—\$485,000 5-8-47
Radio Station WFIG, Inc. (WFIG), Sumter, S. Car.; 1340 kc. 250w. Unlimited time	J. Samuel Brody, T. Douglas Youngblood and Ruth B. Brody—(80%)	18 new individuals, none of whom will hold over 21% 80%—\$57,062 5-22-47
Public Radio Corporation (KAKC and KAKC-FM), Tulsa, Okla.; 1570 kc. 1kw. Daytime (Construction Permits Only)	Ethel B. and Robert W. Kellough—(25%)	Sam E. Avey (Owner of 50% of stock in licensee corporation) 25%—\$12,500 5-22-47
Community Broadcasting Co. (WNCA), Asheville, N. Car.; 1340 kc. 250w. Unlimited time	C. Frederic Rabel, Jack O. K. Barfield, James N. Earnest, Albin Knight, Alfred Miller & Richard Arnold—(each 16⅔%)	Jacksonville Broadcasting Corp. (licensee WPDQ)—(100%) 100%—\$80,100 5-29-47
Fountain of Youth Broadcasting Co. (WFOY), St. Augustine, Fla.; 1240 kc. 250w. Unlimited time	Glenn Marshall, Jr.—(54%); Ed Norton—(28%); Frank King—(18%)	J. C. Bell—(100%) 100%—\$100,000 6-3-47
Sweetwater Radio, Inc. (KXOX), Sweetwater, Texas; 1240 kc. 250w. Unlimited time	Mittie Agnes and Lolita McBeath—(50%)	J. S. McBeath (Owner of 50% of stock in licensee corporation) 50%—\$60,000 6-11-47
The Florence Broadcasting Co., Inc. (WOLS & WOLS-FM), Florence, S. Car.; 1230 kc. 250w. Unlimited time (FM Construction Permit Only)	M. F. Schnibben—(50%)	Melvin H. Purvis (Owner of 50% of stock in licensee corporation) 50%—\$40,000 6-11-47

(Continued)

Transfers of Control of Stations (Continued)

Oregon Radio, Inc. (KSLM), Salem, Oregon: 1390 kc, 1kw, Unlimited time	Paul V. McElwain—(66.66%)	Glenn E. McCormack (Owner of 32.66% of stock in licensee corporation) 17.34%—\$11,960 6-11-47
The Hampden-Hampshire Corp. (WHYN), Holyoke, Mass.; 1400 kc, 250w, Unlimited time	Minnie R. Dwight	
James F. Hopkins, Inc. (WJBK & WJBK-FM), Detroit, Mich.; 1490 kc, 250w, Unlimited time	Richard A. Connell, Jr., James F. Hopkins & Henrietta Connell—(100%)	The Fort Industry Co.—(100%) 100%—\$698,285.14 6-19-47
Hazelwood, Inc. (WLOF), Orlando, Fla.; 1230 kc, 250w, Unlimited time	Geo. W. Gibbs, Jr.—(50%)	Wm. Joe Sears—(25%); Walter C. Shea—(25%) (Present stockholders of licensee corporation) 50%—\$40,000 7-3-47
Jarolina Broadcasting Corp. (WCOS), Columbia, S. Car.; 1400 kc, 250w, Unlimited time	Present 11 stockholders	Radio Columbia (Stockholders have interest in WMBL & WDAK) 100%—\$205,153 7-10-47
Spartanburg Advertising Co. (WSPA & WSPA-FM), Spartanburg, S. Car.; 950 kc, 5kw, Unlimited time	A. B. Taylor—(814.1 shares); Walter J. Brown—(95.9 shares)	Surety Broadcasting Co. (Licensee of WIS) 100%—\$450,000 7-10-47
Jatallina Broadcasting Co. (KCNA), Tucson, Ariz.; 1340 kc, 250w, Unlimited time	Erskine Caldwell, et al—(60%)	Wm. A. Small, et al (Transferees affiliated with local newspaper) Reorganization 7-17-47
Eastern Radio Corp. (WHUM), Reading, Penna.; 1240 kc, 250w, Unlimited time	G. F. Landon, Betty W. Landon, Lucinda Converse, Dorothy B. Woodall, Patricia Bacon, Max O'Rell Truitt	Humboldt J. Greig, Jessie P. Greig, Robert G. Magee, Thomas F. Robinson 54.6%—\$52,941 8-21-47
Boulder City Broadcasting Co. (KBNE), Boulder City, Nev.; 1450 kc, 250w, Unlimited time (KELN), Ely, Nev.; 1230 kc, 250w, Unlimited time (Construction Permit Only)	J. C. Manix, et al—(100%)	Edward J. Jansen, Melvin O. Larson, Truman B. Hinkle (each 33 1/3%) (Jansen has interest in KAVR & KSEM) 100%—\$30,000 8-21-47
Central Washington Broadcasters, Inc. (KXLE), Ellensburg, Wash.; 1240 kc, 250w, Unlimited time	R. L. Rutter, Jr.—(30%)	Goodwin Chase, Jr. (Present stockholder of licensee corporation) 30%—\$10,731 9-11-47
Adirondack Broadcasting Co., Inc. (WABY), Albany, N. Y., 1400 kc, 250w, Unlimited time	Harold E. Smith and Raymond E. Curtis	The Press Co., Inc. \$143,750—52% 11-4-47
The Journal Co. (WTMJ, WTMJ-FM, WTMJ-TV), Milwaukee, Wisc. 620 kc, 5kw, Unlimited time	Harry J. Grant and Faye McBeath	Trustees under The Journal Employees' Stock Trust Agreement \$1,345,600—18,000 shares 11-6-47
(WSAU and WSAU-FM), Wausau, Wisc. 1400 kc, 250w, Unlimited time	J. David Stern (Principal stockholder of Courier-Post Co.)	Bulletin Company \$2,900,000 11-28-47
Philadelphia Record Co. (WCAU & WCAU-FM), Philadelphia, Penna. 1210 kc, 50kw, Unlimited time	Bulletin Co.	Sun Ray Drug Co. \$800,000 11-28-47
Wm. Penn Broadcasting Co. (WPEN & WPEN-FM), 950 kc, 5kw, Unlimited time	C. Bruce McConnell, Earl H. Schmidt, John E. Messick, Edward W. Harris	Universal Broadcasting Co. \$554,000—100% 12-15-47
Capitol Broadcasting Corp. (WISH, WISH-FM), Indianapolis, Ind. 1310 kc, 5kw day, 1 kw night	James K. and Charlotte Edmondson, Frank R. and Elaine Knutti	Clarence L. Menser Not to exceed \$12,714—100% 12-15-47
Lake Worth Broadcasting Corp. (WBLW), Lake Worth, Fla. 1490 kc, 250w, Unlimited time	Joe B. Carrigan and members of his family	KWFT Inc. \$690,000—100% 12-18-47
Wichita Broadcasters (KWFT, KWFT-FM), Wichita Falls, Tex. 620 kc, 5kw, Unlimited time	N. A. Perry Jr., Joe E. Foster, Stella Foster, John L. Barnes	Wabash Broadcasting Co. \$70,000—100% 12-23-47
Manatee Broadcasting Co. (WDHL), Bradenton, Fla. 1490 kc, 250w, Unlimited time	Sidles Co., owner of 50.02% (relinquishment of affirmative control)	Harry G. Thornton, Gradus T. Christian (partners of Mr. Barnes) \$4,000 One-third interest 12-30-47
Elberton Broadcasting Co. (WSGC), Elberton, Ga. 1400 kc, 250w, Unlimited time		Star Printing Co., owner of 24.98% \$100 0.02% 12-30-47
KFAB Broadcasting Co. (KFAB, KFAB-FM), Omaha, Neb. 1110 kc, 50kw		

TRANSMITTER MANUFACTURERS (Continued)

Dallas 1—P. O. Box 1801. Tel.: Tennis 3-7093. J. Earl Smith.

Hollywood 28—Guaranty Bldg. Tel.: Hollywood 5111. Harold A. Kittleson.

New Orleans 13—Jung Hotel. Tel.: Canal 6031. Stanley W. Ray.

New York 16—13 E. 40th St. Tel.: Lexington 2-8555. Arthur Rocke, export representative.

WESTERN ELECTRIC CO.
195 Broadway, New York 7
Tel.: Cortlandt 7-7700
Executive Officers: Stanley Bracken, president; Henry C. Beal, vice-president, manufacturing; George L. Best, vice-president, patent licensing division; Frederick W. Bierwirth, vice-president, telephone division; Walter L. Brown, vice-president, legal and patent division; Douglas F. G. Eliot, vice-president, purchasing and traffic; Frederick R. Lack, vice-president, radio division; David Levinger, vice-president-manager, Hawthorne Works; T. Kennedy Stevenson, vice-president, finance; S. Wallace Murkland, comptroller; Gustav A. Johnson, general manager, installation division; Arthur B. Goetze, personnel director; Fred B. Wright, director of public relations; Daniel C. Collins, manager, electrical research products division; Norman R. Frame, secretary; H. Hastings Reddall, treasurer.
Radio Div.: 120 Broadway, New York 5.
Tel.: Cortlandt 7-7700.
Personnel: F. R. Lack, vice-president; S. P. Taylor, manager, distributor sales; J. H. Ganzenhuber, manager, broadcast sales; L. F. Bockover, broadcast sales engineer; H. F. Scarr, J. G. Lawrence, audio facilities; W. E. Jonker, special assignments; C. W. Corbett, AM transmitters; R. S. Barbaras, FM transmitters; L. C. Tyack, field engineering; R. H. Lindsay, staff engineer; L. C. Mueller, equipment engineer.

WESTINGHOUSE ELECTRIC CORP.
2519 Wilkens Ave., Baltimore 3
Tel.: Edmondson 2300
Executive Officers: Gwilym A. Price, president; Walter Evans, vice-president; Walter E. Benoit, asst. to vice-president; C. J. Burnside, manager; C. W. Miller, sales manager; R. N. Harmon, engineering manager.
Westinghouse Radio Stations Inc.—1619 Walnut St., Philadelphia. Tel.: Rittenhouse 6-6870. J. B. Conley, manager; W. B. McGill, advertising and sales promotion manager; G. E. Hagerty, engineering manager.
Home Radio Division: 1354 Susquehanna Ave., Sunbury, Pa. Tel.: 2520. P. M. Sloan, manager; Edgar Herman, sales manager; W. S. Winfield, chief engineer.

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; Daryl Fonstad.

ROCKY MOUNTAIN RADIO COUNCIL—21 E. 18th Ave., Denver 2. Tel.: Keystone 5306. Allen Miller, executive director. *Executive Committee:* W. D. Armentrout, Colorado State College of Education, president; Harry M. Crair, Colorado School of Mines, secretary; Clarence C. Moore, Radio Station KOA Denver, treasurer. *Members:* A. Helen Anderson, Denver Public Schools; Thurston Davies, Colorado College; Caleb F. Gates, University of Denver; Robert L. Stearns, University 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:* George Jennings, director of conference; Judith Waller, NBC; Elizabeth E. Marshall, Chicago Radio Council.

Radio Educational Groups

ASSOCIATION FOR EDUCATION BY RADIO—228 N. LaSalle St., Chicago 1. Telephone: Dearborn 7801. *Officers:* William A. Levenson, Asst. Superintendent of Schools, Cleveland, president; Franklin Dunham, Chief of Radio, U.S. Office of Education, Washington, D. C., first vice president; Thomas H. Risnworth, Director of Radio, University of Texas, Austin, second vice president; Gertrude G. Broderick, Federal Radio Education Committee, Washington, D. C., secretary; George Jennings, Chicago Radio Council, treasurer; Kathleen N. Lardie, director, station WDTN, Detroit Public Schools, past president.

CHICAGO RADIO COUNCIL—(Board of Education) 228 N. LaSalle St., Chicago. Telephone: Dearborn 7801. *Officers:* George Jennings, director; E. H. Andresen, chief engineer; Elizabeth E. Marshall, program director; Robert R. Miller, associate producer. (Operates FM station WBEZ.)

FEDERAL RADIO EDUCATION COMMITTEE—U. S. Office of Edu-

cation. Federal Security Agency, Washington 25, D. C. Telephone: Executive 6300, extension 2118. Dr. John W. Studebaker, Commissioner of Education, chairman; Mrs. Gertrude G. Broderick, executive secretary. *Executive Committee:* Clifford J. Durr, Commissioner, Federal Communications Commission; John Elmer, WCBM, Baltimore; Willard E. Givens, National Education Assn.; Very Rev. Msgr. Frederick G. Hochwalt, National Catholic Welfare Conference; Elsie Dick, MBS; Clyde Hissong, National Council of Chief State School Officers; Robert B. Hudson, CBS; Kathleen N. Lardie, Association for Education by Radio; Mrs. Nathan Strauss, WMCA, N. Y.; Harold B. McCarty, National Assn. of Educational Broadcasters; Bruce E. Mahan, Nat'l Univ. Ext. Assn.; Justin Miller, NAB; Judith C. Waller, NBC; Robert Saudek, American Broadcasting Co.; Levering Tyson, Muhlenberg College; E. H. Armstrong, Columbia U.; W. C. Eddy, WBKB, Chicago, Ill.

INSTITUTE FOR EDUCATION BY RADIO—Ohio State University, Columbus, O. Telephone: University 3148. W. W. Charters, honorary di-

rector; I. Keith Tyler, director; Ardis Hillman Wheeler, executive secretary.

LOWELL INSTITUTE COOPERATIVE BROADCASTING COUNCIL—28 Newbury St., Boston 16. Tel.: Kenmore 6-8627. Ralph Lowell, trustee; Parker Wheatley, director; George W. Slade, asst. director. *Members:* Boston College, Boston University, Harvard, Lowell Institute, M. I. T., Northeastern, and Tufts.

NATIONAL ASSN. OF EDUCATIONAL BROADCASTERS—Room 370, 630 Fifth Avenue, New York. *Officers:* Richard B. Hull, WOI Ames, Iowa, president; John Dunn, WNAD Norman, Okla., vice president; W. I. Griffith, WOI Ames, Iowa, treasurer; Morris S. Novik, 30 Rockefeller Plaza, New York, executive secretary. *Executive Committee:* Seymour Siegal, WNYC New York; Graydon Ausmus, WUOA-FM University, Ala.; Frank E. Schooley, WILL Urbana, Ill.; Carl Menzer, WSUI Iowa City, Iowa; Ralph W. Steelt, WLSU-FM Baton Rouge, La.; William H. Sener, KUSC-FM Los Angeles, Calif.

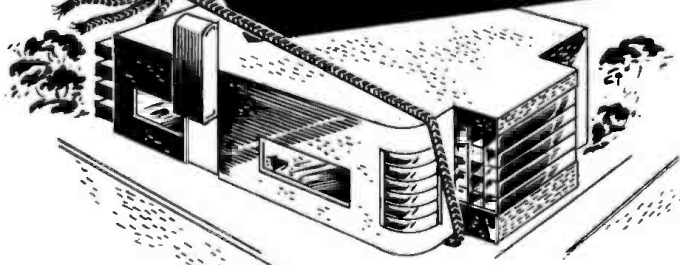
OFFICE OF RADIO RESEARCH—Division of Columbia U. Bureau of

ASSIGNMENTS OF LICENSES FOR U. S. STATIONS DURING 1947

Assignor, Location and Assignment of Station	Assignee, Consideration and Date Authorized	Assignor, Location and Assignment of Station	Assignee, Consideration and Date Authorized
Geo. Burne Smith and V. H. McLean d/b as Gateway Broadcasting Co. (WGAP), Maryville, Tenn. 1400 kc. 250w. Unlimited time (Construction Permit Only)	Geo. R. Dempster and V. H. McLean d/b as Gateway Broadcasting Co. \$2,500 for ½ interest in partnership 1-9-47	Southeastern Ohio Broadcasters, Inc. (WHIZ & WHIZ-FM), Zanesville, Ohio. 1240 kc. 250w. Unlimited time.	Southeastern Ohio Broadcasting System Inc. \$272,500. 8-19-47
John C. McCormack, Allen D. Morris, Prentiss E. Furlow and Geo. D. Wray, Sr., d/b as Radio Station KTBS, (KTBS), Shreveport, La. 1480 kc. 1kw. Unlimited time	Allen D. Morris, Prentiss E. Furlow and Geo. D. Wray, Sr., d/b as Radio Station KTBS \$134,000 for ¼ interest in partnership 1-16-47	H. Ross Perkins and J. Eric Williams d/b as Norwich Broadcasting Co. (WNOC), Norwich, Conn. 1400 kc. 250w. Unlimited time	H. Ross Perkins tr/as Norwich Broadcasting Co. Dissolution of two partnerships result in each partner becoming sole owner and licensee of station. 7-3-47
Charleston Broadcasting Co. (WBLK), Charleston, W. Va. 1400 kc. 250w. Unlimited time	News Publishing Company \$177,500 1-23-47	H. Ross Perkins and J. Eric Williams d/b as Central Broadcasting Co. (WGAT), Utica, New York. 1100 kc. 250w. Daytime.	J. Eric Williams tr/as Central Broadcasting Co.
Theodora Townsend, H. H. Thomson and Geo. L. Young d/b as Inter-City Broadcasting Co. (WHIM), Providence, R. I. 1110 kc. 1kw. Daytime (Construction Permit Only)	Inter-City Broadcasting Co. (Chas. Geo. Taylor and Robert T. Engles purchased Geo. L. Young's interest) \$287.50 paid Geo. L. Young for ¼ interest 1-30-47	J. M. Bryan and Smith Davis d/b as Spartanburg Broadcasting Co. (WORD & WORD-FM), Spartanburg, S. Car. 1400 kc. 250w. Unlimited time.	The Spartan Radiocasting Co. (Walte J. Brown—61.6%) \$85,000. 7-10-47
Centennial Broadcasting Co. (WFOR), Portland, Me. 1450 kc. 250 w. Unlimited time.	Oliver Broadcasting Corp. (Owns 4.2% of Assignor corporation) \$96,250 for 95.8% of capital stock. 2-6-47	Howard R. Imboden tr/as Southwest Broadcasting Co. (WPUV), Pulaski, Va. 1230 kc. 250w. Unlimited time.	Southwest Broadcasting Corp. (50% owned by Assignor) \$25,000 for ½ interest. 7-24-47
KGKO Broadcasting Co., (KGKO), Fort Worth, Tex. 570 kc, 5kw, Unlimited time.	Carter Publications, Inc., and A. H. Belo Corp. License cancelled and facilities assigned to WBAP and WFAA (assignee). 2-14-47	Northern Broadcasting Co. (WLNH), Laconia, N. H. 1340 kc. 250w. Unlimited time.	Northern Broadcasting Corp. \$45,000. 8-7-47
Hugh DeWitt Landis (KICA) Clovis, N. Mex. 1240 kc, 250w, Unlimited time.	Hugh DeWitt Landis and Ross B. McAlister d/b as Radio Station KICA \$25,000 for 1/3 interest. 2-20-47	Benjamin F. Goggan, Jr. and Howard E. Dennis d/b as Goggan Radio Sales (KGRI), Henderson, Texas. 1000 kc. 250w, Daytime.	Henderson Broadcasting Corp. (Assignor and 14 other stockholders) \$4,500. 8-14-47
J. A. Clements, T. C. Dodd and John Geo. Long d/b as Bay City Broadcasting Co. (KIOX), Bay City, Texas. 1270 kc. 1 kw. Unlimited time. (Construction Permit Only)	John Geo. Long, T. C. Dodd and Harry L. Reading, Jr., d/b as Bay City Broadcasting Co. \$6,200 for 1/6 interest. 3-27-47	H. M. Suthard and P. M. Mullins d/b as West Kentucky Broadcasting Co. (WNGO), Mayfield, Ky. 1320 kc. 1kw. Daytime.	West Kentucky Broadcasting Co., Inc (H. M. Suthard, present partner to hold 51% of stock). \$51,000. 8-28-47
William Kleeman (WJZM and WJZM-FM), Clarksville, Tenn. 1400 kc. 250w. Unlimited time.	Elmer T. Campbell and John Parry Shefall. \$95,000. 4-17-47	C. J. Wright, B. M. Wright and C. J. Wright, Jr., d/b as Forrest Broadcasting Co. (WCJU), Columbia, Miss. 1450 kc. 250w, Unlimited time.	Lester Williams (Publisher). \$25,000. 9-25-47
Riley Orlan Parker (KPET), Lamesa, Texas. 690 kc, 250w, Daytime. (Construction Permit Only)	R. O. Parker, R. A. Woodson and K. S. Ashby d/b as Lamesa Broadcasting Co. \$3,000. 4-17-47	The Century Broadcasting Co. (KWBU), Corpus Christi, Tex. 1030 kc, 50kw. Daytime.	Baylor University (50% stockholder or Assignor corporation) \$114,997 for 50%. 10-2-47
Evergreen Broadcasting Corp. (KING), Seattle, Wash. 1090 kc. 10 kw, Unlimited time.	King Broadcasting Co. \$190,000. 4-24-47	Mrs. W. J. Virgin (KMED & KMED-FM), Medford, Oregon. 1440 kc, 5kw, Unlimited time.	Medford Radio Corp. (8 stockholders—residents of Medford) \$250,000. 10-10-47
Marvin Glazer and Sylvan Fox d/b as Fox Broadcasting Co. (KSYL) Alexandria, La. 1400 kc, 250w, Unlimited time. (Construction Permit Only)	Sylvan Fox and Harold M. Wheelahan d/b as Radio Station KSYL. \$17,500 for ½ interest. 4-25-47	Herbert Herff (WHHM & WHHM-FM), Memphis, Tenn. 1340 kc. 250w, Unlimited time.	Mid-South Broadcasting Corp. (Geo. D. Wray, Sr. (25%) and P. E. Furlow (25%) have interest in KTBS) \$300,000. 10-14-47
Nebraska Broadcasting Co. (KOLN), Lincoln, Nebr. 1400 kc. 250w. Unlimited time.	Inland Broadcasting Co. \$20,000. 4-30-47	Hugh J. Powell (KGGF), Coffeyville, Kan. 690 kc, 1kw, Unlimited time.	The Midwest Broadcasting Co., Inc (Stockholders interested in newspaper publishing) \$400,000. 10-14-47
A. C. Neff (WDAR), Savannah, Ga. 1400 kc. 250kw, Unlimited time.	WDAR, Inc. (90% owned by Assignor) \$29,810 for 10% interest. 5-1-47	Frank D. Conard (KIUL), Garden City, Kan. 1240 kc, 250w. Unlimited time.	The Telegram Publishing Co. (Newspaper publishing) \$42,000. 10-14-47
Lloyd E. Squier and Ernest C. Perkins, Executor of Estate of Wm. G. Ricker (WDEV), Waterbury, Vt. 550 kc. 1kw. Unlimited time.	Lloyd E. Squier \$35,000 for ½ interest. 5-1-47	Chet L. Gonce (KXXL), Reno, Nev. 1230 kc. 250w, Unlimited time.	Edward Margolis, Frederick W. Kirske and Byron J. Samuel d/b as Station KXXL \$30,000. 10-23-47
J. O. Fly, Sr., Geo. F. Fly, Harvard P. Smith and Robert W. Rounsaville d/b as Shelbyville Broadcasting Co. (WHAL), Shelbyville, Tenn. 1400 kc. 250 w. Unlimited time.	J. O. Fly, Sr., Geo. F. Fly and Harvard P. Smith d/b as Shelbyville Broadcasting Co. \$15,000 for ¼ interest. 5-1-47	Buffalo Broadcasting Corp. (WKBW), Buffalo, New York. 1520 kc, 50kw, Unlimited time.	Broadcasting Foundation, Inc. \$515,000. 10-30-47
Eugene E. Stone (WJMX), Florence, S. Car. 970 kc, 5 kw, Daytime. (Construction Permit Only)	Atlantic Broadcasting Co. (50.2% owned by Assignor) \$27,600 for 49.8% interest. 5-8-47	C. E. Wilson and P. D. Jackson d/b as McAlester Broadcasting Co. (KTMC), McAlester, Okla. 1400 kc, 250w, Unlimited time.	J. D. Stanley O'Neill (Radio Engineer). \$100,000. 11-21-47
Myles H. Johns, Penrose H. Johns, Wm. F. Johns and Wm. F. Johns, Jr., d/b as Mississippi Valley Broadcasting Co. (WTMV), East St. Louis, Ill. 1490 kc. 250w. Unlimited time.	On the Air, Inc. \$320,000. 5-8-47	Bernard K. Johnpoll (WVOS), Liberty, N. Y. 1240 kc, 250w, Unlimited time.	Sullivan County Broadcasting Corp. (Six local stockholders). Amount which assignor has expended, invested or obligated himself to pay in connection with station but not to exceed \$26,020. 11-21-47
Andrew G. Haley, Tom Olsen, Martin Summerfield and Wm. J. Donahue d/b as Rose Bowl Broadcasters. (KAGH) Pasadena, Calif. Class A FM Broadcast (Construction Permit Only)	Andrew G. Haley tr/as Rose Bowl Broadcasters, Ltd. \$1501 for 40% interest. 5-8-47	Hugh G. Shurtliff, Charles A. Shurtliff, Mareby Cardella (Della) Shurtliff and Cleo Agnes Center (KSMA), Santa Maria, Calif. 1450 kc, 250w, Unlimited time.	Santa Maria Broadcasting Co. (Raymond H. Hardenbergh, Pres.—radio engr.) \$32,500. 11-28-47
George F. Meyer (WIGM), Medford, Wisc. 1490 kc. 250w, Unlimited time.	Dairyland's Broadcasting Service, Inc. (Licensee of WDLB. 20% owned by Assignor) \$30,000. 5-22-47	Philadelphia Record Co. (WCAU-FM), Philadelphia, Penna., and Wm. Penn Broadcasting Co. (WPEN-FM and WPEN-TV), Philadelphia, Pa., Philadelphia Record Co.	Wm. Penn Broadcasting Co. See Transfer of control re WCAU and WPEN
Northern Broadcasting Co., Inc. (WSAU & WSAU-FM), Wausau, Wisc. 1400 kc, 250w, Unlimited time.	The Journal Company (The Milwaukee Journal) \$200,000. 6-11-47	Edwin A. Kraft (KINY Juneau, Alaska. 1460 kc, 5kw, and KTKN, Ketchikan, Alaska, 930 kc. 1 kw.)	William J. Wagner, tr/as Alaska Broadcasting Co. \$140,000 for both stations. 12-15-47
F. R. Pidcock, Sr., and James M. Wilder d/b as Georgia Broadcasting Co. (WFRP), Savannah, Ga. 1230 kc, 250w. Unlimited time.	Georgia Broadcasting Co. (F. R. Pidcock 50.5%, James M. Wilder 24.75% and Edward N. Palen 24.75%) \$9,900 for 24.75% interest. 6-11-47	Pikes Peak Broadcasting Co., co-partnership of Joseph H. Rohrer and Edythe G. Sweeney (KRDO), Colorado Springs, Colo. 1240 kc, 250w, Unlimited time.	Pikes Peak Broadcasting Co. Inc., owned by Mr. Rohrer (51%) and associates. \$12,500 for Miss Sweeney's half interest. 12-30-47

HOW MUCH DOES IT COST

PER SQUARE MILE OF COVERAGE
TO BUILD AND OPERATE A STATION?



- ON YOUR FREQUENCY
- WITH YOUR POWER
- WITH YOUR CONDUCTIVITY

GLENN D. GILLETT—

Equipped the first broadcast field strength measurement car and pioneered field strength measurement surveys.

Developed the techniques and conception of field strength contours.

Pioneered in development, construction and field test of common frequency broadcasting and booster station design.

Made the largest group of field strength surveys ever covered by one organization in a limited time . . . five crews, 35 surveys and 110,000 miles in three months.

Pioneered in computation of antennae efficiency from complicated directive antennae arrays.

Pioneered in design and construction of high efficiency vertical radiators.

Pioneered and patented means for continuous measurement of distant station interference without shutting down local facility.

YOU should know. Today most engineers can compute this for you. When they do, they're largely using the principles conceived back in the early 1920's by Glenn D. Gillett. His was the first comprehensive study of station costs per square mile for varying frequencies, power and conductivity.

In the quest for better broadcasting through advanced engineering, Glenn D. Gillett pioneered many of the principles all engineers follow today. A few such achievements are listed.

This same engineering forethought is applied to your AM, FM, TV or other engineering requirements. It is reflected in the achievements of your station . . . better broadcasting for more people.

GLENN D. GILLETT & ASSOCIATES

CONSULTING RADIO ENGINEERS

GLENN D. GILLETT

WILLIAM E. PLUMMER
HENRY R. RIBLET

E. M. HINSDALE, JR.
PAUL BERGQUIST

NATIONAL PRESS BUILDING

NA. 3373

Washington 4, D. C.

There is no substitute for Experience . . .

DIRECTORY OF CANADIAN STATIONS BY CALL LETTERS

CBA.....Sackville, N. B. CBF.....Montreal, Que. CBH.....Halifax, N. S. CBJ.....Chicoutimi, Que. CBK.....Watrous, Sask. CBL.....Toronto, Ont. CBM.....Montreal, Que. CBO.....Ottawa, Ont. CBR.....Vancouver, B. C. CBV.....Quebec, Que. *CBW.....Winnipeg, Man. *CBX.....Edmonton, Alta. CFAB.....Windsor, N. S. CFAC.....Calgary, Alta. CFAR.....Flin Flon, Man. CFBC.....St. John, N. B. CFCF.....Montreal, Que. CFCN.....North Bay, Ont. CFCO.....Calgary, Alta. CFCO.....Chatham, Ont. CFCY.....Charlottetown, P.E.I. CFGP Grande Prairie, Alta. CFJC.....Kamloops, B. C. CFJM.....Brockville, Ont. CFNB.....Fredericton, N. B. CFOR.....Orillia, Ont. CFOS.....Owen Sound, Ont. CFPA.....Port Arthur, Ont. CFPL.....London, Ont. CFPR.....Prince Rupert, B.C. CFQC.....Saskatoon, Sask. CFRA.....Ottawa, Ont.	CFRB.....Toronto, Ont. CFRC.....Kingston, Ont. CFRN.....Edmonton, Alta. CHAB.....Moose Jaw, Sask. CHAD.....Amos, Que. CHAT.....Medicine Hat, Alta. CHEF.....Granby, Que. CHEX.....Peterborough, Ont. CHGB.....St. Anne de la Pocatiere, Que. CHGS.....Summerside, P.E.I. CHLN.....Three Rivers, Que. CHLP.....Montreal, Que. CHLT.....Sherbrooke, Que. CHML.....Hamilton, Ont. CHNC.....New Carlisle, Que. CHNO.....Sudbury, Ont. CHNS.....Halifax, N. S. CHOK.....Sarnia, Ont. CHOV.....Pembroke, Ont. CHRC.....Quebec, Que. CHSJ.....St. John, N. B. CHUM.....Toronto, Ont. CHVC.....Niagara Falls, Ont. CHWK.....Chilliwack, B. C. CJAD.....Montreal, Que. CJAT.....Trill, B. C. CJAV.....Port Alberni, B. C. CJBC.....Toronto, Ont. CJBB.....Belleville, Ont. CJBR.....Rimouski, Que. CJCA.....Edmonton, Alta. CJCB.....Sydney, N. S. CJCH.....Halifax, N. S.	CJCJ.....Calgary, Alta. CJCS.....Stratford, Ont. *CJDC.....Dawson Creek, B.C. CJEM.....Edmundston, N. B. CJFP.....Riviere Du Loup, Que. CJFX.....Antigonish, N. S. CJGX.....Yorkton, Sask. CJIB.....Vernon, B. C. CJJP.....Sault Ste. Marie, Ont. CJKL.....Kirkland Lake, Ont. CJLS.....Yarmouth, N. S. CJNB.....North Battleford, Sask. CJOB.....Winnipeg, Man. CJOC.....Lethbridge, Alta. CJOR.....Vancouver, B. C. CJRL.....Kenora, Ont. CJSO.....Sorel, Que. CJVI.....Victoria, B. C. CKAC.....Montreal, Que. CKBI.....Prince Albert, Sask. CKBW.....Bridgewater, N. S. CKCH.....Hull, Que. CKCK.....Regina, Sask. CKCL.....Truro, N. S. CKCO.....Ottawa, Ont. CKCR.....Kitchener, Ont. CKCV.....Quebec, Que. CKCW.....Moncton, N. B. CKDO.....Oshawa, Ont. CKFY.....Toronto, Ont. CKFI.....Port Francis, Ont.	CKOB.....Timmins, Ont. CKLN.....Nelson, B. C. CKLW.....Windsor, Ont. CKMO.....Vancouver, B. C. CKNB.....Campbellton, N. B. CKNW.....New Westminster, B. C. CKNX.....Wingham, Ont. CKOC.....Hamilton, Ont. CKOV.....Kelowna, B. C. CKOX.....Woodstock, Ont. CKPC.....Brantford, Ont. CKPG.....Prince George, B.C. CKPR.....Fort William, Ont. CKRC.....Winnipeg, Man. CKRM.....Regina, Sask. CKRN.....Rouyn, Que. CKRS.....Jonquiere, Que. CKSB.....St. Boniface, Man. CKSF.....Cornwall, Ont. CKSO.....Sudbury, Ont. CKTB.....St. Catharines, Ont. CKTS.....Sherbrooke, Que. CKUA.....Edmonton, Alta. CKVD.....Val d'Or, Que. CKVL.....Verdun, Que. CKWS.....Kingston, Ont. CKWX.....Vancouver, B. C. CKX.....Brandon, Man. CKY.....Winnipeg, Man. (Unassigned) Powell River, B. C.	<h3 style="text-align: center;">SHORTWAVE</h3> CBFA.....Montreal, Que. CBFL.....Montreal, Que. CBFO.....Montreal, Que. CBFR.....Montreal, Que. CBFV.....Montreal, Que. CBFY.....Montreal, Que. CBFZ.....Montreal, Que. CBLX.....Montreal, Que. CBRX.....Vancouver, B. C. CFCX.....Montreal, Que. CFRX.....Toronto, Ont. CFVP.....Calgary, Alta. CHAC.....Sackville, N. B. CHLA.....Sackville, N. B. CHLS.....Sackville, N. B. CHNX.....Halifax, N. S. CHOL.....Sackville, N. B. CJCX.....Sydney, N. S. CKCS.....Sackville, N. B. CKCX.....Sackville, N. B. CKEX.....Sackville, N. B. CKFX.....Vancouver, B. C. CKLO.....Sackville, N. B. CKLX.....Sackville, N. B. CKNC.....Sackville, N. B. CKOB.....Sackville, N. B. CKRA.....Sackville, N. B. CKRO.....Winnipeg, Man. CKRP.....Sackville, N. B. CKRX.....Winnipeg, Man. CKRZ.....Sackville, N. B. CKXA.....Sackville, N. B. VESAI.....Edmonton, Alta.
--	---	--	--	--

DIRECTORY OF CANADIAN STATIONS BY FREQUENCIES

Licensed or Authorized by the Canadian Department of Transport as of January 1, 1948

Call Letters	Location	Power in Watts	Frequency	Station Name	Power	Notes
			730 KILOCYCLES	CKAC Montreal, Que.	5,000	
			740 KILOCYCLES	CBL Toronto, Ont.	50,000	
			790 KILOCYCLES	CKSO Sudbury, Ont.	5,000	
			800 KILOCYCLES	CJAD Montreal, Que.	1,000	
				CEAB Moose Jaw, Sask.	5,000	
				CKLW Windsor, Ont.	5,000	
				CHRC Quebec, Que. (DA)	5,000	
			810 KILOCYCLES	*..... Yellowknife, Yukon	250	
			860 KILOCYCLES	CFRB Toronto, Ont.	10,000	
			900 KILOCYCLES	CJVI Victoria, B. C.	1,000	
				CJBR Rimouski, Que.	5,000-D	1,000-N
				CHML Hamilton, Ont. (DA)	5,000-D	1,000-N
				CKBI Prince Albert, Sask.	5,000-D	1,000-N
				*CHLT Sherbrooke, Que.	1,000	
				*..... Rouyn, Que.	1,000	
			910 KILOCYCLES	CBO Ottawa, Ont.	1,000	
				CFJC Kamloops, B. C.	1,000	
			920 KILOCYCLES	CJCH Halifax, N. S.	5,000	
				CKNX Wingham, Ont. (DA)	1,000	
			930 KILOCYCLES	CJCA Edmonton, Alta.	5,000	
				CFBC St. John, N. B.	5,000	
			940 KILOCYCLES	CBM Montreal, Que.	5,000	
				CJGX Yorkton, Sask.	1,000	
				CJIB Vernon, B. C.	1,000	
			950 KILOCYCLES	CKNB Campbellton, N. B. (DA)	1,000	
			960 KILOCYCLES	CFAC Calgary, Alta.	5,000	
				CHNS Halifax, N. S.	5,000	
				CKWS Kingston, Ont. (DA)	5,000	
			980 KILOCYCLES	CKRM Regina, Sask.	5,000	
				CBV Quebec, Que.	1,000	
				CKWX Vancouver, B. C.	5,000	
				CKVL Verdun, Que.	1,000	
			990 KILOCYCLES	*CBW Winnipeg, Man.	50,000	
				CKY Winnipeg, Man.	15,000	
			1000 KILOCYCLES	CKBW Bridgewater, N. S.	1,000	
			1010 KILOCYCLES	*CBX Edmonton, Alta.	50,000	
				CFCN Calgary, Alta.	10,000	
				CJBC Toronto, Ont. (DA)	5,000	
			1050 KILOCYCLES	CHUM Toronto, Ont.	1,000-D	
				CFGP Grande Prairie, Alta.	1,000	
			1060 KILOCYCLES	CFCN Calgary, Alta.	10,000	
			1070 KILOCYCLES	CBA Sackville, N. B.	50,000	
				CHOK Sarnia, Ont.	5,000-D	1,000-N
			1080 KILOCYCLES	*CKY Winnipeg, Man.	15,000	
			1130 KILOCYCLES	CBR Vancouver, B. C.	5,000	
			1140 KILOCYCLES	CJJC Calgary	1,000	
			1150 KILOCYCLES	CKX Brandon, Man.	1,000	
				CKOC Hamilton, Ont.	5,000	
				CHSJ St. John, N. B.	5,000	
			1220 KILOCYCLES	CJRL Kenora, Ont.	1,000	
				CKCW Moncton, N. B.	5,000	
				CJOC Lethbridge, Alta.	5,000	
			1230 KILOCYCLES	CFPA Port Arthur, Ont.	250	
				CKNW New Westminster, B. C.	250	
				CKSF Cornwall, Ont.	250	
				CKVD Val d'Or, Que.	100	
				CJBB Belleville, Ont.	250	
				CJEM Edmundston, N. B.	250	
				*..... Dawson City, Y. T.	250	
				† Move when 50,000-watt station ready early 1948.		
			1240 KILOCYCLES	CKRS Jonquiere, Que.	250	
				CJNB North Battleford, Sask.	100	
				CKDO Oshawa, Ont.	100	
				CKLN Nelson, B. C.	250	
				CFPR Prince Rupert, B. C.	50	
				CJCS Stratford, Ont.	250	
				CKCH Hull, Que.	250	
				CKTS Sherbrooke, Que.	250	
				CJAV Port Alberni, B. C.	250	
			1250 KILOCYCLES	CKSB St. Boniface, Man. (DA)	1,000	
			1260 KILOCYCLES	CFRN Edmonton, Alta.	5,000	
			1270 KILOCYCLES	CJCB Sydney, N. S.	5,000	
				CHAT Medicine Hat, Alta.	1,000	
			1280 KILOCYCLES	CKCV Quebec, Que.	1,000	
			1310 KILOCYCLES	CKCO Ottawa, Ont.	5,000-D	1,000-DA-N
			1320 KILOCYCLES	CHEF Granby, Que.	1,000	
			1330 KILOCYCLES	CBH Halifax, N. S.	100	
			1340 KILOCYCLES	CHAD Amos, Que.	250	
				CJLS Yarmouth, N. S.	250	
				CJOB Winnipeg, Man.	250	
				CHWK Chilliwack, B. C.	250	
				CHOV Pembroke, Ont.	250	
				CKPI Fort Francis, Ont.	250	
				CKOX Woodstock, Ont.	250	
			1350 KILOCYCLES	CHGB Ste. Anne de la Pocatiere, Que.	1,000-1	250-2
				CHOV Pembroke, Ont.	1,000	
				*CJDC Dawson Creek, B. C.	1,000	
			1380 KILOCYCLES	CKPC Brantford, Ont.	1,000	
			1400 KILOCYCLES	CKCL Truro, N. S.	250	
				CKRN Rouyn, Que.	250	
				CJJS Sorel, Que.	250	
				CJFP Riviere du Loup, Que.	250	
			1410 KILOCYCLES	CKMO Vancouver, B. C. (DA)	1,000	
			1430 KILOCYCLES	CHEX Peterborough, Ont.	1,000	
			1450 KILOCYCLES	CFJM Brockville, Ont.	250	
				CHEF Granby, Que.	250	
				CFOR Orillia, Ont.	250	
				CFAB Windsor, N. S.	250	
				*..... Guelph, Ont.	250	
			1470 KILOCYCLES	CPOS Owen Sound, Ont.	1,000	
			1480 KILOCYCLES	CHGS Summerside, P. E. I.	100	
			1490 KILOCYCLES	CKCR Kitchener, Ont.	250	
				CFPC Kingston, Ont.	100	
				CJIC Sault Ste. Marie, Ont.	250	
				*..... Powell River, B. C.	250	
				CHLP Montreal, Que.	250	
			1550 KILOCYCLES	CKTB St. Catharines, Ont.	1,000	
			1570 KILOCYCLES	CFPL London, Ont. (DA)	5,000	
			1580 KILOCYCLES	CBJ Chicoutimi, Que.	1,000	
			1590 KILOCYCLES	CHVC Niagara Falls, Ont.	1,000	

Carefully Engineered

FM EQUIPMENT

FM equipment includes 30-44 Mc and 152-162 Mc Mobile and Fixed Stations, an 88-108 Mc High Fidelity FM Receiver, 88-108 Mc FM Broadcast Transmitters (250 W to 10 KW.) as well as 940-960 Mc Studio Transmitter Links,

POWER SUPPLIES

Power Supplies for every purpose include Models 106PA (200-300 V., 140 Ma., regulated), 206PA (500-1000 V., 200 Ma., regulated), 306PA (0-3000 V., 30 Ma., regulated), and the 207PA (0-3500 V., 1 amp).

SIGNAL GENERATORS

Signal Generators include Models 204 TS (20 Kc - 500 Kc), 205 TS (500 Kc - 20 Mc) Visual Alignment Signal Generators, plus the 196 TS (140 - 170 Mc) Signal Generator. An oscilloscope, Model 188 TS, is also available for use with either model Visual Alignment Signal Generator.

For Lasting Service

For complete information please write to Dept. B

Harvey Radio Laboratories, Inc.
447 Concord Avenue
Cambridge 38, Massachusetts

(Continued)

Call Letters	City	Power in Watts
850 KC. CLEAR		
WTNB	Birmingham, Ala.	LS-5,000
(CP from 1490 kc.)		
KOA	Denver, Colo.	50,000
WRUF	Gainesville, Fla.	LS-5,000
N-L-5,000		
†WMAR	Baltimore, Md.	DA-N-1,000
WHDH	Boston, Mass.	DA-N-5,000
*DA-50,000		
WKBZ	Muskegon, Mich.	DA-1,000
(CP from 1490 kc.)		
KFUO	Clayton, Mo.	5,000
†WRWR	Albany, N. Y.	DA-10,000
†WNAO	Raleigh, N. C.	DA-N-5,000
WJW	Cleveland, O.	DA-5,000
WEEU	Reading, Pa.	D-1,000
*DA-N-1,000		
860 KC. CLEAR		
KTRB	Modesto, Cal.	DA-N-1,000
†WERD	Atlanta, Ga.	D-1,000
WDMG	Douglas, Ga.	D-1,000
KWFC	Muscataine, Ia.	D-250
KOAM	Pittsburgh, Kan.	LS-10,000
DA-N-5,000		
WSOJ	Henderson, Ky.	D-500
WKOJ	North Adams, Mass.	D-250
†WHOD	Homestead, Pa.	D-250
†WLBG	Laurens, S. C.	D-250
†KPAN	Canyon, Tex.	D-250
KSFA	Nacogdoches, Tex.	D-1,000
WFHG	Bristol, Va.	D-1,000
WCAV	Norfolk, Va.	D-1,000
WOAY	Oak Hill, W. Va.	D-1,000
WPOX	Milwaukee, Wis.	D-250
WNEL	San Juan, P. R.	DA-3,000
870 KC. CLEAR		
KIEV	Glendale, Cal.	D-250
WVL	New Orleans, La.	DA-50,000
WKAR	E. Lansing, Mich.	D-5,000
WHCU	Ithaca, N. Y.	LS-1,000
N-L-1,000		
WGTL	Kannapolis, N. C.	D-1,000
KCNC	Fort Worth, Tex.	D-250
WFLO	Farmville, Va.	D-1,000
880 KC. CLEAR		
WHB	Kansas City, Mo.	D-1,000
(CP for 710 kc.)		
WCBS	New York, N. Y.	50,000
WRZZ	Clinton, N. C.	D-1,000
WRFD	Worthington, O.	D-5,000
890 KC. CLEAR		
WENR	Chicago, Ill.	50,000
WLS	Chicago, Ill.	50,000
WHNC	Henderson, N. C.	D-1,000
KBYE	Oklahoma City, Okla.	D-1,000
900 KC. CLEAR		
WKAX	Birmingham, Ala.	D-1,000
KLCN	Blytheville, Ark.	D-1,000
KSGN	Sanger, Cal.	D-1,000
†WSWN	Belle Glade, Fla.	D-1,000
WKYW	Louisville, Ky.	D-1,000
†KSKJ	Columbus, Neb.	D-1,000
WOTW	Nashua, N. H.	D-1,000
WFRB	Utica, N. Y.	D-1,000
WAYN	Rockingham, N. C.	D-1,000
†KVNJ	Fargo, N. D.	D-1,000
WAND	Canton, O.	D-500
WCPA	Clearfield, Pa.	D-500
WSBA	York, Pa.	D-1,000
†KCLW	Hampton, Tex.	D-250
†WATK	Antigo, Wis.	D-250
910 KC. CLEAR		
KLX	Oakland, Cal.	1,000
KPOF	Denver, Colo.	LS-5,000
N-1,000		
KPKA	Greeley, Colo.	1,000
(CP for 1310 kc.)		
WSUI	Iowa City, Ia.	DA-5,000
†KJAN	Opelousas, La.	DA-N-1,000
WABI	Bangor, Me.	DA-N-5,000
WDFD	Flint, Mich.	DA-1,000
WCOO	Meridan, Miss.	LS-5,000
N-1,000		
WFFB	Middletown, O.	D-1,000
†KOVE	Miami, Okla.	DA-1,000
WAVL	Apollo, Pa.	D-1,000
WGBI	Scranton, Pa.	LS-1,000
N-500		
WQAN	Scranton, Pa.	LS-1,000
N-500		
†WFRN	Orangeburg, S. C.	D-1,000
WJHL	Johnson City, Tenn.	LS-5,000
DA-N-1,000		
†WPTN	Paris, Tenn.	DA-N-1,000
KRIO	McAllen, Tex.	DA-1,000
KRRV	Sherman, Tex.	DA-1,000
KALL	Salt Lake City, Utah	DA-1,000
WRNL	Richmond, Va.	DA-N-5,000
KVAN	Vancouver, Wash.	DA-1,000
WFRP	Ponce, P. R.	DA-5,000
(CP from 1420 kc.)		
920 KC. REGIONAL		
KARK	Little Rock, Ark.	DA-N-5,000
KVEC	San Luis Obispo, Cal.	LS-1,000
N-500		
KPKJ	Grand Junction, Colo.	LS-1,000
N-500		
WGST	Atlanta, Ga.	LS-5,000
N-1,000		
WBAA	W. Lafayette, Ind.	LS-5,000
DA-N-1,000		

KFNH	Shenandoah, Ia.	LS-1,000
N-500		
†KWAD	Wadena, Minn.	DA-N-1,000
†KRAM	Las Vegas, Nev.	D-1,000
KOLO	Reno, Nev.	D-1,000
WTTM	Trenton, N. J.	DA-1,000
†WKRT	Cortland, N. Y.	D-1,000
WBBS	Burlington, N. C.	D-5,000
WJAR	Providence, R. I.	DA-5,000
KUSD	Vermillion, S. D.	500
KELP	El Paso, Tex.	D-1,000
KECK	Odessa, Tex.	D-1,000
†KTLW	Texas City, Tex.	D-1,000
KKLY	Spokane, Wash.	5,000
WMMN	Fairmont, W. Va.	DA-N-5,000
930 KC. REGIONAL		
KHJ	Los Angeles, Cal.	DA-5,000
†KROM	Woodland, Cal.	D-1,000
†KROM	Pueblo, Colo.	LS-5,000
DA-N-1,000		
WJAX	Jacksonville, Fla.	LS-5,000
N-1,000		
KSEI	Pocatello, Ida.	*DA-N-5,000
WTAD	Quincy, Ill.	DA-N-1,000
WKCT	Bowling Green, Ky.	D-1,000
WFMD	Frederick, Md.	DA-N-5,000
†WBCK	Battle Creek, Mich.	DA-1,000
WLSI	Jackson, Miss.	DA-N-5,000
†WVNH	Rochester, N. H.	D-1,000
WPAT	Paterson, N. J.	D-1,000
WBNY	Buffalo, N. Y.	DA-N-5,000
WREF	Washington, N. C.	D-5,000
†WEOL	Elyria, O.	DA-1,000
WKY	Oklahoma City, Okla.	DA-N-5,000
WCNR	Bloomsburg, Pa.	D-500
†KSDN	Aberdeen, S. D.	DA-1,000
KITE	San Antonio, Tex.	D-1,000
WSAZ	Huntington, W. Va.	LS-5,000
WLBL	Stevens Point, Wis.	DA-N-1,000
KTKN	Ketchikan, Alaska	D-5,000
940 KC. CLEAR		
KTKC	Visalia, Cal.	DA-5,000
WINZ	Hollywood, Fla.	D-1,000
*DA-1,000		
WMAZ	Macon, Ga.	DA-10,000
WMLX	Mt. Vernon, Ill.	D-1,000
†KIOA	Des Moines, Ia.	LS-10,000
DA-U-N-5,000		
WTPS	New Orleans, La.	D-1,000
WESA	Charlerol, Pa.	D-250
KVAI	Amarillo, Tex.	DA-1,000
†WIPR	Rio Piedras, P. R.	DA-10,000
950 KC. REGIONAL		
KFSA	Ft. Smith, Ark.	LS-1,000
KPEL	Denver, Colo.	DA-N-500
WLOF	Orlando, Fla.	DA-5,000
WGOV	Valdosta, Ga.	LS-5,000
(CP from 1450 kc.)		
KDSH	Boise, Ida.	DA-U-N-1,000
*DA-N-5,000		
WAAF	Chicago, Ill.	D-1,000
WORL	Boston, Mass.	D-1,000
WWJ	Detroit, Mich.	DA-N-5,000
†WARC	Rochester, N. Y.	DA-1,000
WPEJ	Philadelphia, Pa.	DA-N-5,000
WBX	Utica, N. Y.	DA-5,000
(CP from 1230 kc.)		
WSPA	Spartanburg, S. C.	DA-N-5,000
KPRC	Houston, Tex.	DA-N-5,000
KSEL	Lubbock, Tex.	LS-1,000
DA-N-500		
KJR	Seattle, Wash.	DA-N-5,000
WKNA	Charleston, W. Va.	DA-1,000
960 KC. REGIONAL		
WBRC	Birmingham, Ala.	DA-N-5,000
KOOL	Phoenix, Ariz.	DA-N-5,000
KROW	Oakland, Cal.	1,000
*DA-5,000		
WELI	New Haven, Conn.	DA-N-1,000
WSBT	South Bend, Ind.	DA-5,000
KMA	Shenandoah, Ia.	DA-N-5,000
†KROF	Abbeville, La.	D-1,000
WBOC	Salisbury, Md.	DA-N-1,000
KFVS	Cape Girardeau, Mo.	LS-1,000
(CP from 1400 kc.)		
†KNEB	Scottsbluff, Neb.	D-500
WMMF	Plattsburg, N. Y.	DA-1,000
(CP from 1340 kc.)		
WWST	Wooster, O.	D-500
†WCMB	Lemoyn, Pa.	D-1,000
KGCL	San Angelo, Tex.	LS-5,000
DA-N-1,000		
KOVO	Provo, Utah	DA-N-1,000
(CP from 1240 kc.)		
WDBJ	Roanoke, Va.	DA-N-5,000
970 KC. REGIONAL		
WFLA	Tampa, Fla.	DA-N-5,000
WAVE	Louisville, Ky.	DA-5,000
KPDR	Alexandria, La.	LS-1,000
(CP from 1490 kc.)		
WCSH	Portland, Me.	DA-N-5,000
†WMMI	Marquette, Mich.	D-1,000
†KMON	Great Falls, Mont.	DA-N-5,000
WAAJ	Jersey City, N. J.	DA-N-1,000
WEER	Buffalo, N. Y.	DA-5,000
(CP from 1340 kc.)		
†WRCS	Ahoklie, N. C.	D-1,000
WDAY	Fargo, N. D.	DA-N-5,000
WICA	Ashtabula, O.	D-1,000
*DA-U-N-1,000		
KOIN	Portland, Ore.	DA-N-5,000
WWSW	Pittsburgh, Pa.	LS-5,000
(CP from 1490 kc.)		
DA-U-N-2,500		

WJMX	Florence, S. C.	D-5,000
KWBC	Ft. Worth, Tex.	D-1,000
†WYOP	Pineville, W. Va.	D-1,000
WHA	Madison, Wis.	D-5,000
KHBC	Hilo, T. H.	1,000
(CP from 1230 kc.)		
980 KC. REGIONAL		
WKLF	Clanton, Ala.	D-1,000
KFWB	Los Angeles, Cal.	5,000
†KGEW	Croville, Cal.	D-1,000
WBC	Washington, D. C.	DA-N-5,000
WKLY	Hartwell, Ga.	D-1,000
KMBC	Kansas City, Mo.	DA-N-5,000
WTRY	Troy, N. Y.	DA-1,000
*DA-5,000		
WGBG	Greensboro, N. C.	D-1,000
WSIX	Nashville, Tenn.	DA-N-5,000
990 KC. CLEAR		
KWEM	W. Memphis, Ark.	D-1,000
†KXCV	Denver, Colo.	D-1,000
WLCR	Torrington, Conn.	D-1,000
WHOJ	Orlando, Fla.	LS-10,000
DA-N-5,000		
†WDDW	Dawson, Ga.	D-1,000
WCAZ	Carthage, Ill.	D-1,000
WJMR	New Orleans, La.	D-250
WBET	Brockton, Mass.	D-250
WSTS	Southern Pines	D-250
WIBG	Philadelphia, Pa.	DA-10,000
WNOX	Knoxville, Tenn.	DA-N-10,000
KTRM	Beaumont, Tex.	D-250
†KFDX	Whitman Falls, Tex.	LS-5,000
DA-N-1,000		
WPRA	Mayaguez, P. R.	LS-5,000
N-1,000		
*DA-10,000		
1000 KC. CLEAR		
WCFL	Chicago, Ill.	DA-10,000
*DA-50,000		
WKNS	Kinston, N. C.	D-1,000
KTOK	Oklahoma City	LS-5,000
(CP from 1400 kc.)		
WSCR	Scranton, Pa.	DA-N-1,000
KSTA	Colman, Tex.	D-250
KGRI	Henderson, Tex.	D-250
†WHLW	Rutland, Vt.	D-1,000
KOMO	Seattle, Wash.	5,000
*DA-N-50,000		
1010 KC. CLEAR		
KLRA	Little Rock, Ark.	LS-10,000
DA-N-5,000		
†WCNU	Crestview, Fla.	D-1,000
WJVB	Jacksonville Beach, Fla.	D-250
WEAS	Decatur, Ga.	D-1,000
WSUA	Bloomington, Ind.	D-1,000
†KSMN	Mason City, Ia.	D-1,000
KIND	Independence, Kan.	D-250
†WAPF	McComb, Miss.	D-250
WINS	New York, N. Y.	LS-50,000
DA-U-N-10,000		
*DA-50,000		
WABZ	Albemarle, N. C.	D-1,000
†WHIN	Gallatin, Tenn.	D-1,000
WKMQ	Amarillo, Tex.	D-1,000
1020 KC. CLEAR		
KFVD	Los Angeles, Cal.	LS-5,000
N-L-5,000		
WCIL	Carbondale, Ill.	D-1,000
WMMJ	Peoria, Ill.	D-1,000
KDKA	Pittsburgh, Pa.	50,000
1030 KC. CLEAR		
WBZ	Boston, Mass.	50,000
WBZA	Springfield, Mass.	1,000
KOB	Albuquerque, N. M.	10,000
(SSA on 770 kc.)		
†KWBU	Corpus Christi, Tex.	*50,000
SH-50,000		
1040 KC. CLEAR		
WHO	Des Moines, Iowa	50,000
KIXL	Dallas, Tex.	D-1,000
1050 KC. CLEAR		
WRFS	Alexander City, Ala.	D-1,000
†KVLG	Little Rock, Ark.	D-1,000
KVSM	San Mateo, Cal.	D-250
†WVIV	Jacksonville, Fla.	D-250
†WMMB	Melburne, Fla.	D-250
†WHBO	Sulphur Springs, Fla.	D-250
WDZ	Tuscola, Ill.	D-1,000
†KGGAR	Gardner City, Kan.	D-1,000
WZPT	Covington, Ky.	D-250
WKTM	Mayfield, Ky.	D-1,000
WGAY	Silver Spring, Md.	D-1,000
WFOG	Ann Arbor, Mich.	D-1,000
†KROX	Crookston, Minn.	D-1,000
WHN	New York, N. Y.	DA-50,000
WNGP	Sanford, N. C.	D-1,000
KFMJ	Tulsa, Okla.	D-1,000
†WTVN	Johnson City, Tenn.	D-1,000
†WVEC	Hampton, Va.	D-250
†KRKL	Kirkland, Wash.	D-250
†WRFPA	Antigo, Wis.	D-250
†WRFW	Eau Claire, Wis.	D-1,000
WLIP	Kenosha, Wis.	D-250

THE JANSKY & BAILEY BUILDING

AT 1339 WISCONSIN AVENUE, N. W.

WASHINGTON, D. C.



We extend to our broadcast clients a completely integrated radio consulting service * made possible by the availability of

- The engineering, research and apparatus development facilities housed in the building pictured above.
 - A fleet of field cars equipped for the accurate measurement of the performance characteristics of AM, FM and Television stations.
 - A diversified staff of highly qualified experienced radio engineers.
- * Illustrative of the wide range of capabilities of our engineering staff are projects now under way involving the allocation studies, apparatus development and field engineering necessary to the operation of synchronous AM boosters for increasing metropolitan coverage using 1000 megacycle FM link circuits and the interconnection of FM broadcast stations by direct reception for network operation.

J A N S K Y & B A I L E Y

Consulting Radio Engineers

National Press Building,
Washington 4, D. C.

1339 Wisconsin Avenue, N. W.
Washington 7, D. C.

(Continued)

Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts
WAFI	Birmingham, Ala.	DA-N-5,000	WFNS	Burlington, N. C.	D-1,000	WRDO	Colorado Springs, Colo.	21
KNX	Los Angeles, Cal.	50,000	KFJL	Klamath Falls, Ore.	DA-N-1,000	KRUC	Montrose, Colo.	21
WVCG	Coral Gables, Fla.	D-1,000	WKPA	New Kensington, Pa.	D-250	KCRT	Trinidad, Colo.	21
WIBC	Indianapolis, Ind.	DA-50,000	WAPQ	Chattanooga, Tenn.	LS-5,000	WWCO	Waterbury, Conn.	21
KFBI	Wichita, Kan.	LS-10,000	WTAW	College Station, Tex.	DA-N-1,000	WINK	Ft. Myers, Fla.	21
KHMO	Hannibal, Mo.	LS-5,000	KRSC	Seattle, Wash.	D-1,000	WLBW	Leesburg, Fla.	21
WHPE	High Point, N. C.	DA-U-N-1,000	WISN	Milwaukee, Wis.	DA-5,000	WFOY	St. Augustine, Fla.	21
KBKI	Alice, Tex.	D-1,000	WORA	Mayaguez, P. R.	1,000	WBHB	Fitzgerald, Ga.	21
WKOW	Madison, Wis.	LS-10,000				WGGG	Gainesville, Ga.	21
WKVM	Arecibo, P. R.	DA-U-N-5,000				WLAG	LaGrange, Ga.	21
	(CP from 1230 kc.)					WBML	Macon, Ga.	21
						WPAX	Thomasville, Ga.	21
						WTVW	Thomas, Ga.	21
						KVNI	Coeur D'Alene, Ida.	21
						KEYY	Pocatello, Ida.	21
						WKWEI	Weiser, Ida.	21
						WCRW	Chicago, Ill.	SH-11
						WEDC	Chicago, Ill.	SH-21
						WBCB	Chicago, Ill.	SH-21
						WEBQ	Harrisburg, Ill.	21
						WTAX	Springfield, Ill.	11
						WHBU	Anderson, Ind.	21
						KDEB	Deerath, Ia.	SH-21
						KWLC	Decorah, Ia.	SH-D-21
						KBIZ	Ottumwa, Ia.	21
						KICD	Spencer, Ia.	21
						KIUL	Garden City, Kan.	21
						KAKE	Wichita, Kan.	21
							(CP from 1490 kc.)	
						KANS	Wichita, Kans.	21
							(CP from 1480 kc.)	
						WINN	Louisville, Ky.	21
						WFTM	Maysville, Ky.	21
						WFSF	Somerset, Ky.	21
						KABE	Nashville, La.	21
						WCOU	Lewiston, Me.	21
						WCMD	Cambridge, Md.	11
						WJEF	Hagerstown, Md.	21
						WHAJ	Greenfield, Mass.	21
						WOCB	West Yarmouth, Mass.	21
						WATT	Cadillac, Mich.	21
						WJPD	Ishpeming, Mich.	21
						WJIM	Lansing, Mich.	21
							(CP for 550 kc.)	
						WMFG	Hibbing, Minn.	21
						WGRM	Greenwood, Miss.	21
						WGCM	Gulfport, Miss.	21
						WMOX	Meridian, Miss.	21
						WMIS	Natchez, Miss.	21
						KFMO	Flower River, Mo.	21
						KWOS	Jefferson City, Mo.	21
						KBMY	Billings, Mont.	21
						KAVR	Havre, Mont.	21
						KXIJ	Helena, Mont.	21
						KFOR	Lincoln, Neb.	21
						KODY	N. Platte, Neb.	21
						WKBR	Manchester, N. H.	21
						WSNJ	Bridgeton, N. J.	21
						KAVE	Carsbad, N. M.	21
						KICA	Clovis, N. M.	21
						WGBB	Freeport, N. Y.	10
						WGVY	Geneva, N. Y.	21
						WJTN	Jamestown, N. Y.	21
						WVOS	Liberty, N. Y.	21
						WSNY	Schenectady, N. Y.	21
						WATN	Watertown, N. Y.	21
						WASC	Charlotte, N. C.	21
						WJNC	Jacksonville, N. C.	21
						WRAL	Raleigh, N. C.	21
						WENC	Whiteville, N. C.	21
						KDLR	Devils Lake, N. D.	21
						WLOK	Lima, O.	21
						WHSO	Zanesville, O.	21
						KASB	Armstrong, Okla.	21
						KASA	Elk City, Okla.	21
						KHBB	Okmulgee, Okla.	21
						KWIL	Albany, Ore.	21
						KFJI	Klamath Falls, Ore.	100
							(CP for 1150 kc.)	
						KWRC	Pendleton, Ore.	21
						WRTA	Altosna, Pa.	21
						WHUM	Reading, Pa.	21
						WKOK	Sunbury, Pa.	21
						WBAK	Wilkes-Barre, Pa.	21
						WFOG	Wonsoket, R. I.	21
						WVSC	Barnwell, S. C.	21
						WKDK	Newberry, S. C.	21
						KWAT	Watertown, S. D.	21
						WBEJ	Elizabethton, Tenn.	21
						WTKR	Elizabethton, Tenn.	21
						WBIR	Knoxville, Tenn.	21
						WKDA	Nashville, Tenn.	21
						WENK	Union City, Tenn.	21
						KORA	Bryan, Tex.	21
						KGBS	Harlingen, Tex.	21
						WTKX	Jasper, Tex.	21
						KOCA	Kilgore, Tex.	21
						KMAC	San Antonio, Tex.	21
							(CP for 630 kc.)	
						KXOX	Sweetwater, Tex.	21
						KOVO	Provo, Utah	21
							(CP for 960 kc.)	
						WSKI	Montpelier, Vt.	21
						WCHV	Charlottesville, Va.	21
						WSSV	Petersburg, Va.	21
						WLSL	Roanoke, Va.	21
							(CP for 610 kc.)	
						KXLE	Ellensburg, Wash.	21
						KGY	Olympia, Wash.	21
						WKOY	Bluefield, W. Va.	21
						WTIP	Charleston, W. Va.	21
						WDNE	Elkins, W. Va.	21
						WOMT	Manitowoc, Wis.	21
						WIBU	Poyntette, Wis.	21
						WOBT	Rhineland, Wis.	21
						WJMC	Rice Lake, Wis.	21
						KPBC	Cheyenne, Wyo.	21
						KRAL	Rawlins, Wyo.	21
						WBYR	Anchorage, Alaska	21
							(CP for 1270 kc.)	

(Continued on Page 586)

LIFE LINES...



OF A RADIO STATION

ALLOCATION ENGINEERING
TECHNICAL REPRESENTATION
ANTENNA DESIGN
FIELD ENGINEERING

PERHAPS you've never considered your interference-free contours as such, but in true sense, they're the life lines of your station. The extent of *your* life line is largely dependent upon the resourcefulness of your engineer. By farsighted, "creative engineering," he looks beyond the horizon of pure electronics . . . to the listener. Within the confines of your power and frequency he endeavors to mould your coverage to loop in important centers of population and industry. In a sense, he builds into your station its worth to the community, its effectiveness as an advertising medium, and its investment value to you.

This vision beyond pure technical design is what we consider "creative engineering."

*"Maximum Earnings
Through Creative Engineering"*

RUSSELL P. MAY
CONSULTING RADIO ENGINEER

KELLOGG BUILDING

WASHINGTON 4, D. C.

REPUBLIC 3984

(Continued)

Table of radio call letters, cities, and power ratings. Columns include Call Letters, City, Power in Watts, and various call letters with their respective cities and power ratings.

PRODUCERS OF

(Transcribed)

Art Baker's "Notebook"

"Sleepy Joe"

"Uncle Remus"

THE CARDINAL CO.

Hollywood

(Continued)

Table listing radio stations with columns for Call Letters, City, Power in Watts, and other details. Includes stations like WHIT, WILX, WEED, etc.

Table listing radio stations with columns for Call Letters, City, Power in Watts, and other details. Includes stations like WDLB, WKRL, WRIA, etc.

Table listing radio stations with columns for Call Letters, City, Power in Watts, and other details. Includes stations like KAKE, WFKY, WKAY, etc.

Table listing radio stations with columns for Call Letters, City, Power in Watts, and other details. Includes stations like KOCS, KUSN, KTIM, etc.



Stands for: RANGERTONE and: RANGERTONE Stands for:

Hi Fidelity Magnetic Tape Recording Equipment

write:

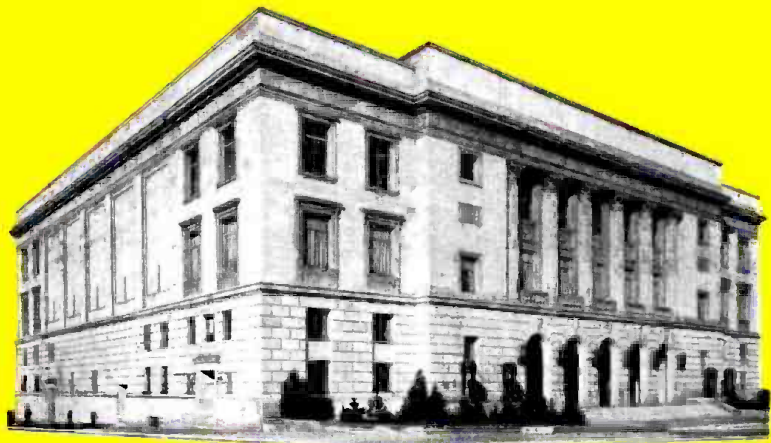
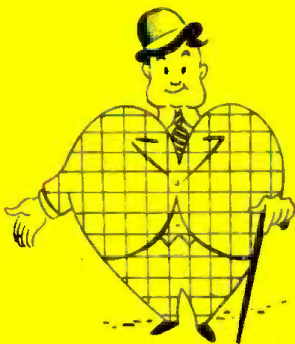
RANGERTONE, Inc. 73 Winthrop St. Newark 4, N. J.

Table listing radio stations with columns for Call Letters, City, Power in Watts, and other details. Includes stations like WHBC, WISL, WISC, etc.

Table listing radio stations with columns for Call Letters, City, Power in Watts, and other details. Includes stations like WFKY, WKAY, WKYP, etc.

Table listing radio stations with columns for Call Letters, City, Power in Watts, and other details. Includes stations like KVCV, WBYB, WBYL, etc.

TEAMED FOR COMPLETE COVERAGE



New and greater facilities in downtown Kansas City, containing over 100,000 square feet of floor space, have been purchased to house the KMBC-KFRM team.

KMBC

KFRM

NOW FOR THE FIRST TIME COVERS THE ENTIRE KANSAS



ARTHUR B. CHURCH, founder and president of KMBC-KFRM, long has advocated radio's inherent responsibility to that segment of the population in the Heart of the Nation that is not urban. With advent of KFRM, a part of a life-long ambition is realized. Now, those residing in the rural areas of the vast Kansas City primary trade area are receiving, for the first time, radio programming from their trade capital in Kansas City. **QUALIFIED EXECUTIVE OFFICERS** head up a staff abundant in "know-how." Such veepees as Karl Koerper and Sam H. Bennett, with a wealth of experience in their particular fields, conduct the operation of over 125 qualified craftsmen employed by the KMBC-KFRM team.

The KMBC-KFRM team is the advertisers' answer to complete coverage of Kansas City's vast primary trade territory. KMBC and KFRM combine coverage areas to tie the great metropolitan market of Kansas City with the remainder of its trade territory—basically rich, prospering rural Kansas.

Thus, the KMBC-KFRM team does what it was created to do. It gives advertisers what they long have wanted and needed—a single "voice" from Kansas City with which to cover the entire Kansas City trade area. And to give listeners in even the most remote reaches of the trade area a "voice" from their trade capital.

So, now for the first time, the entire Kansas City trade territory has the benefit of programming from the trade capital. From its studios in Kansas City, KMBC programs KFRM—its 5,000-watt daytime associate station for rural Kansas.

And thus, through KFRM, KMBC provides a clear, strong daytime signal for KMBC's famed cultural, service and entertainment programs throughout all of the Kansas City trade territory. Transmitting from between Salina and Concordia, in north central Kansas, KFRM's highly directionalized antenna gives the new station an effective radiated power to the southwest of approximately 12,500 watts—a clear, strong signal where one is needed.

KFRM gets additional impetus from the "know-how" KMBC's staff of executives, service and entertainment personalities has developed in years of programming for western Missouri and eastern Kansas. Add KMBC's "know-how" to KMBC-KFRM team's combined coverage map, and you have the answer to coverage of the Kansas City market.



Red area on map shows Kansas City primary trade territory as surveyed by Dr. W. D. Bryant, Research Director for Kansas City. Black lines indicate 0.5 millivolt contours of the KMBC-KFRM Team.



KARL KOERPER
Vice-President and
Managing Director



SAM H. BENNETT
Vice-President and
Director of Sales



PHIL EVANS
Director of Farm Service

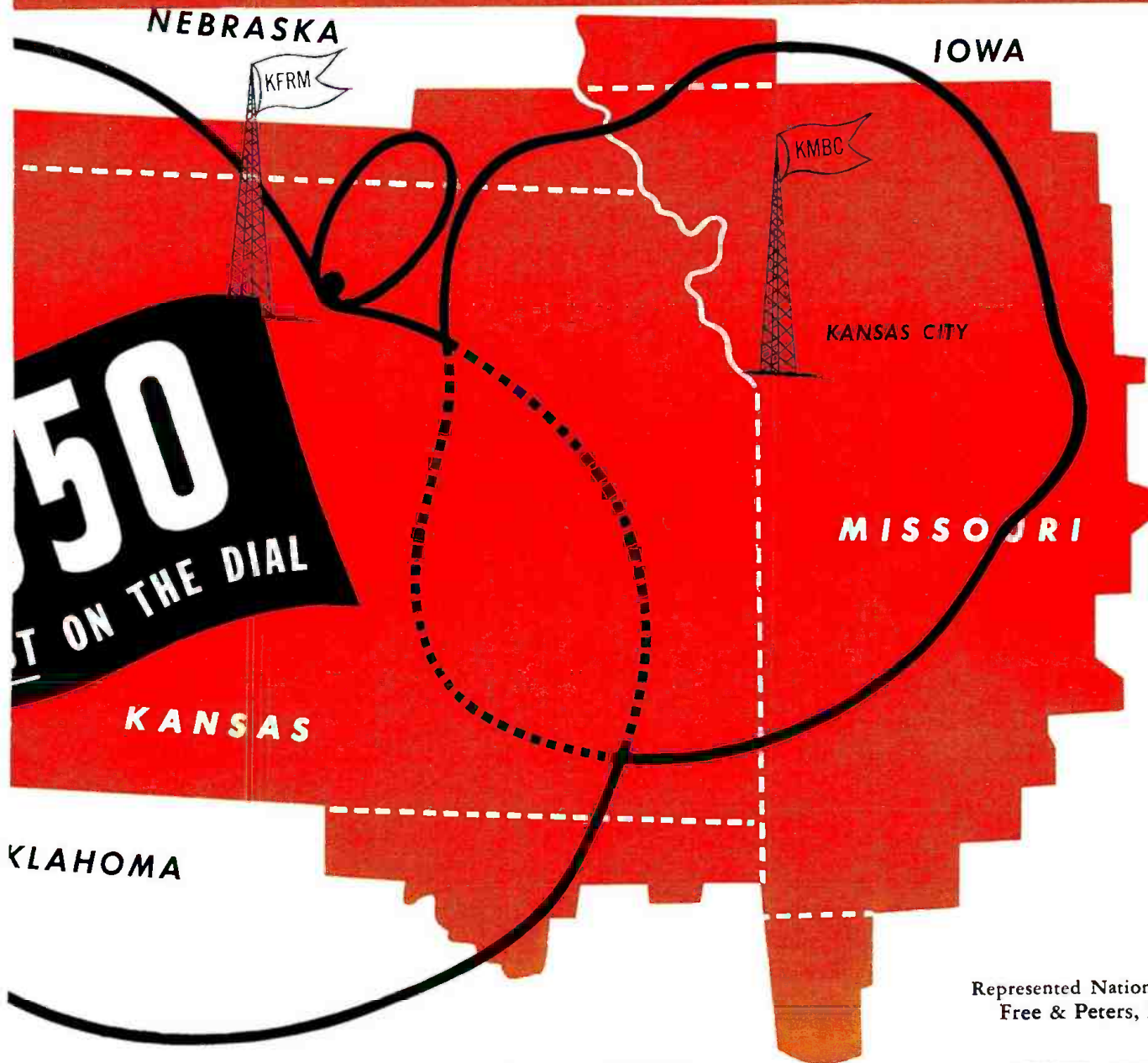


BOB RILEY
Marketcaster



ERLE SMITH
News Editor

KANSAS CITY BROADCASTER CITY TRADE AREA...



Represented Nationally by
Free & Peters, Inc.



SAM MOLEN
Sports Director



CAROLINE ELLIS
Woman Commentator



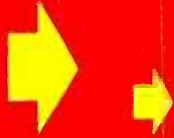
JUNE MARTIN
Graduate Home Economist



HIRAM HIGSBY
Master of Ceremonies



BRUSH CREEK FOLLIES
Now In Its 11th
Successful Season



IN THE MONEY

Everytime



BRONCO BUSTIN'

With The Texas Rangers, you've got the best of the West in the saddle. One audition of the famed Texas Rangers transcriptions—America's finest transcribed western tunes—and your roughest, toughest "bronco" will be beggin' for more of the same ridin'.



ROPIN'

As for ropin' (in an audience, that is) The Texas Rangers are tops. Their Hoop ratings gather in new highs (27.4 in Scranton, Pa.) and hold them. Their personals always are sell-outs, wherever they appear. Stars of Hollywood movies and network radio, they sing the songs the people love to hear.



RIDIN'

You can do a whale of a lot of ridin' with The Texas Rangers. They provide an almost endless combination of programs with the music that never grows old—and they're priced right—right for the biggest and smallest markets. For those with the FM band, the wide-range vertical cut transcriptions mean the best.



SURE SHOOTIN'

A bulls-eye every time for station and sponsor, and there is the added ammunition of a 48-page song book and picture album. An ideal give-away or self-liquidating offer. You get copies at cost. Sponsorship of this nationally recognized top Western unit assures you a "circle-10" with every shot.

**FOR COMPLETE
DETAILS WRITE
PHONE OR WIRE**



The Texas Rangers
AN ARTHUR B. CHURCH
PRODUCTION

ARTHUR B. CHURCH PRODUCTIONS
PICKWICK HOTEL • KANSAS CITY 6, MO.

DIRECTORY OF U. S. BROADCASTING STATIONS BY CALL LETTERS

* Construction permit for power or frequency change

† Construction permit for new station

‡ Special service authorization

Call Letters	City	Frequency in KC	Power In Watts	Station Name	City	Frequency	Power	Station Name	City	Frequency	Power	Station Name	City	Frequency	Power	Station Name	City	Frequency	Power	Station Name		
KABC	San Antonio, Tex.	680	LS-50,000 N-10,000	KDEC	Decorah, Iowa	1240		SH-250	KFXD	Nampa, Ida.	580	1,000	†KISD	Sioux Falls, S. D.	1230	250						
KABR	Aberdeen, S.D.	1420	5,000	KDFN	Casper, Wyo.	1470	1,000	1,000	KFXJ	Grand Jct., Colo.	920	LS-1,000 N-500	KIST	Santa Barbara, Cal.	1340	250						
KADA	Ada, Okla.	1230	250	KDHL	Faribault, Minn.	1920	1,000	250	KFKM	San Bernardino, Cal.	590	1,000	KIT	Yakima, Wash.	1280	1,000						
†KADP	Pueblo, Colo.	1490	250	KDKX	Dickinson, N.D.	1230	50,000	250	KFKY	Bonham, Tex.	1420	D-250	†KITE	San Antonio, Tex.	930	D-1,000						
KAGH	Bakersfield, Cal.	1490	250	KDKA	Pittsburgh, Pa.	1020	50,000	250	KGAF	Lubbock, Tex.	1340	250	KITO	San Bernardino, Cal.	1290	1,000						
KAKB	Pasadena, Cal.	1300	D-1,000	KDLK	Del Rio, Tex.	1230	250	†KGFN	Bonham, Tex.	1420	D-250	KIUL	Garden City, Kan.	1240	250							
KAKC	Tulsa, Okla.	1570	D-1,000	KDLR	Devils Lake, N.D.	1240	250	KFFO	Lubbock, Tex.	1340	250	KIUN	Pecos, Tex.	1400	250							
KAKE	Wichita, Kans.	1240	250	KDMO	Carthage, Mo.	1490	250	KFFY	Bismarck, N.D.	550	5,000	KIUP	Durango, Colo.	1400	250							
KALB	Alexandria, La.	580	LS-5,000 N-1,000	KDNT	Denton, Tex.	1450	250	KGA	Spokane, Wash.	1510	10,000	KIKL	Dallas, Tex.	1400	250							
KALE	Portland, Ore.	1330	5,000	KDON	Monterey, Cal.	1240	250	KGAF	Gainesville, Tex.	1580	D-250	†KJAM	Shelby, Mont.	1340	250							
KALL	Salt Lake City, U.	910	1,000	KDRO	Sedalia, Mo.	1490	250	KGAK	Gallup, N.M.	1230	250	†KJAN	Opelousas, La.	910	1,000							
KAMD	Camden, Ark.	1450	250	KDRS	Paragould, Ark.	1490	250	KGAR	Garden City, Kans.	1050	D-1,000	†KJAY	Topeka, Kans.	1440	LS-5,000 N-1,000							
KAMQ	Amario, Tex.	1010	D-1,000	KDSH	Boise, Idaho	950	5,000	KGB	San Diego, Cal.	1360	1,000	KJBS	S. Francisco, Cal.	1100	LS-1,000 L-N-1,000							
KANA	Anaconda, Mont.	1230	250	KDTH	Dubuque, Iowa	1370	1,000	KGBC	Galveston, Tex.	1340	D-1,000	KJR	Seattle, Wash.	950	5,000							
KAND	Corsicana, Tex.	1340	250	†KDTU	Durant, Okla.	1540	250	KGCB	Galveston, Tex.	1340	250	†KJRK	Columbus, Neb.	900	D-1,000							
KANE	New Iberia, La.	1240	250	KDWT	Stamford, Tex.	1400	250	KGCS	Harlingen, Tex.	1240	250	†KKN	Vilalba, Cal.	1400	250							
KANS	Wichita, Kans.	1240	250	KDYA	Salt Lake City, U.	1320	5,000	KGCS	Springfield, Mo.	1260	5,000	KLAC	Los Angeles, Cal.	570	1,000							
KAPY	Bakersfield, Cal.	1490	250	KDZL	Pueblo, Colo.	1230	250	KGCC	Sidney, Mont.	1480	1,000											
KARM	Fresno, Cal.	1430	5,000	KEBE	Jacksonville, Tex.	1400	250	KGDE	Fergus Falls, Minn.	1230	250	†KLAS	Las Vegas, Nev.	1230	250							
KARV	Mesa, Ariz.	1400	250	KECA	Los Angeles, Cal.	790	5,000	KGDM	Stockton, Cal.	1140	250	KLBM	La Grande, Ore.	1450	250							
KASA	Elk City, Okla.	1240	250	KECK	Odessa, Tex.	920	D-1,000	KGEE	Sterling, Colo.	1230	SH-100	KLBN	Blytheville, Ark.	900	D-1,000							
KASH	Eugene, Ore.	1600	1,000	KEEN	San Jose, Cal.	1370	1,000	KGEM	Steier, Ida.	1340	†1,140	KLEB	Houston, Tex.	610	5,000							
KAST	Astoria, Ore.	1230	250	KEIO	Pocatello, Ida.	1440	500	KGFR	Long Beach, Cal.	1390	5,000	KLFI	Oak Cliff, Tex.	1190	D-1,000							
KATE	Albert Lea, Minn.	1450	250	KELA	Centralia, Wash.	1470	1,000	†KGEW	Orville, Cal.	980	D-1,000	†KLIK	San Diego, Cal.	740	D-5,000							
KATL	Houston, Tex.	1590	1,000	KELN	El Dorado, Ark.	1400	250	KGEZ	KallsPELL, Mont.	1340	250	KLIX	Twin Falls, Ida.	1340	250							
KATO	Reno, Nev.	1340	250	†KELN	Ely, Nev.	1230	250	KGFF	Shawnee, Okla.	1450	250	KLIZ	Brainerd, Minn.	1400	250							
†KAUS	Austin, Minn.	1480	1,000	KELO	Sioux Falls, S.D.	1230	†5,000	KGFF	Los Angeles, Cal.	1230	250	†KLMR	Lamar, Colo.	1340	250							
KAVE	Carlsbad, N.M.	1240	250	KELP	El Paso, Tex.	920	D-1,000	KGFL	Roswell, N.M.	1400	250	KLO	Ogden, Utah	1430	D-5,000							
KAVR	Havre, Mont.	1240	250	†KENI	Anchorage, Alaska	550	5,000	†KGFJ	Great Falls, Mont.	1150	5,000	KLOK	San Jose, Cal.	1170	D-5,000							
†KAWM	Topeka, Kans.	1590	D-2,000	KENO	Las Vegas, Nev.	1400	250	KGFM	Great Falls, Mont.	1150	5,000	KLOU	Lake Charles, La.	1580	LS-5,000							
KAWT	Douglas, Ariz.	1490	250	KENT	Shreveport, La.	1550	LS-1,000 N-500	KGFM	Great Falls, Mont.	1150	5,000	KLPM	Minot, N.D.	1390	N-1,000							
†KAYS	Hays, Kans.	1400	250	KEPO	El Paso, Tex.	690	5,000	KGFM	Great Falls, Mont.	1150	5,000	KLRA	Oklahoma City	1140	D-1,000							
KAYX	Waterloo, Ia.	1090	D-1,000	KERN	Bakersfield, Cal.	1410	1,000	KGFM	Great Falls, Mont.	1150	5,000	KLRA	Little Rock, Ark.	1010	LS-10,000 N-5,000							
†KBGS	St. Louis, Mo.	690	D-1,000	KERO	Bakersfield, Cal.	1230	250	KGFW	Kearney, Neb.	1340	250	KLRF	Galveston, Tex.	1400	250							
KBIO	Burley, Ida.	1400	250	KERS	Elko, Nev.	1340	250	KGFX	Pierre, S.D.	630	D-200	KLTX	Oakland, Cal.	910	1,000							
KBIX	Muskogee, Okla.	1490	250	KEX	Portland, Ore.	1190	5,000	KGFF	Coffeyville, Kan.	690	LS-1,000 N-500	KMA	Shenandoah, Ia.	960	5,000							
KBIZ	Ottumwa, Ia.	1240	250	†KEXO	Grand Junction, Colo.	1230	250	†KGEW	Orville, Cal.	980	D-1,000	KMAE	S. Antonio, Tex.	1240	†5,000							
KBKI	Alice, Tex.	1070	D-1,000	KEYS	Corpus Christi, Tex.	1490	250	KGHI	Little Rock, Ark.	1250	LS-1,000 N-500	KMB	McKinney, Tex.	630	†5,000							
KBKR	Baker, Ore.	1490	250	†KYY	Pocatello, Ida.	1240	250	KGHL	Billings, Mont.	790	5,000	KMCB	Kansas City, Mo.	960	D-5,000							
KBLF	Red Bluff, Cal.	1490	250	KFAC	Omaha, Neb.	1110	50,000	KGIL	San Fernando, Cal.	1260	1,000	KMED	Medford, Ore.	1440	LS-5,000 N-1,000							
KBMY	Billings, Mont.	1240	250	KFAC	Los Angeles, Cal.	1330	5,000	KGIW	Alamosa, Colo.	1450	250	†KMPF	Great Falls, Mont.	560	5,000							
KBNB	Bend, Ore.	1340	250	KFAC	Los Angeles, Cal.	1330	5,000	KGIW	Alamosa, Colo.	1450	250	KMHH	Mitchell, S.D.	1490	250							
KBNM	Boulder City, Nev.	1450	250	KFAC	Los Angeles, Cal.	1330	5,000	KGIW	Alamosa, Colo.	1450	250	KMHL	Marshall, Minn.	1400	250							
KBNM	Boulder City, Nev.	1450	250	KFAC	Los Angeles, Cal.	1330	5,000	KGIW	Alamosa, Colo.	1450	250	KMHT	Marshall, Tex.	1450	250							
KBNA	Brigham City, U.	830	D-500	KFAC	Los Angeles, Cal.	1330	5,000	KGIW	Alamosa, Colo.	1450	250	†KMHU	Muskogee, Okla.	1380	LS-1,000 N-500							
KBOL	Boulder, Colo.	1490	250	KFAF	St. Cloud, Minn.	1450	250	KGIW	Alamosa, Colo.	1450	250	KMJ	Fresno, Cal.	580	5,000							
KBON	Omaha, Neb.	1490	250	KFAF	Fairbanks, Alaska	640	†10,000	KGIW	Alamosa, Colo.	1450	250	KMLB	Monroe, La.	1440	LS-5,000 N-1,000							
KBOW	Butte, Mont.	1490	250	KFBF	Great Falls, Mont.	1310	5,000	KGIW	Alamosa, Colo.	1450	250	KMMJ	Grand Island, Neb.	750	LS-1,000 L-N-1,000							
KBPS	Portland, Ore.	1450	SH-100	KFBF	Great Falls, Mont.	1310	5,000	KGIW	Alamosa, Colo.	1450	250	KMN	Tacoma, Wash.	1360	5,000							
KBRC	Mt. Vernon, Wash.	1430	D-500	KFBF	Great Falls, Mont.	1310	5,000	KGIW	Alamosa, Colo.	1450	250	KMO	Great Falls, Mont.	970	5,000							
KBRL	McCook, Neb.	1450	250	KFBF	Great Falls, Mont.	1310	5,000	KGIW	Alamosa, Colo.	1450	250	†KMOX	St. Louis, Mo.	1120	50,000							
KBRO	Bremerton, Wash.	1490	250	KFBF	Great Falls, Mont.	1310	5,000	KGIW	Alamosa, Colo.	1450	250	KMP	Los Angeles, Cal.	710	LS-50,000 N-10,000							
KBST	Big Spring, Tex.	1490	250	KFBF	Great Falls, Mont.	1310	5,000	KGIW	Alamosa, Colo.	1450	250	†KMSU	Missoula, Mont.	1400	250							
KBTM	Jonesboro, Ark.	1230	250	KFBF	Great Falls, Mont.	1310	5,000	KGIW	Alamosa, Colo.	1450	250	KMVI	Wailuku, T.H.	550	1,000							
†KBUC	Corona, Cal.	1370	500	KFBF	Great Falls, Mont.	1310	5,000	KGIW	Alamosa, Colo.	1450	250	KMYC	Maryville, Cal.	1450	250							
KBUE	Brigham City, U.	830	D-500	KFBF	Great Falls, Mont.	1310	5,000	KGIW	Alamosa, Colo.	1450	250	KMYR	Denver, Colo.	1340	250							
KBUN	Bemidji, Minn.	1450	250	KFBF	Great Falls, Mont.	1310	5,000	KGIW	Alamosa, Colo.	1450	250	KNAP	Fredericksburg, Tex.	1340	250							
KBUR	Burlington, Ia.	1490	250	KFBF	Great Falls, Mont.	1310	5,000	KGIW	Alamosa, Colo.	1450	250	KNAX	Salt Lake City, U.	1400	250							
KBWD	Brownwood, Tex.	1380	LS-1,000 N-500	KFBF	Great Falls, Mont.	1310	5,000	KGIW	Alamosa, Colo.	1450	250	KNBC	San Francisco, Cal.	680	50,000							
KBYE	Okla. City, Okla.	890	D-1,000	KFBF	Great Falls, Mont.	1310	5,000	KGIW	Alamosa, Colo.	1450	250	†KNEB	Scottsbluff, Neb.	960	D-5,000							
†KBYS	Anchorage, Alaska	1240	250	KFBF	Great Falls, Mont.	1310	5,000	KGIW	Alamosa, Colo.	1450	250	KNEL	Brady, Tex.	1490	250							

WELDON & CARR

CONSULTING RADIO ENGINEERS

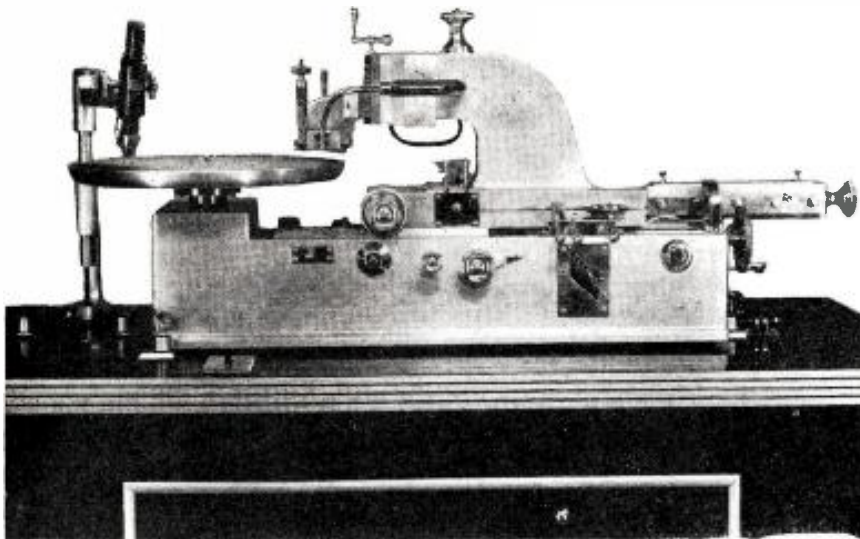


WASHINGTON, D. C.

DALLAS, TEXAS

Scully

DISC RECORDING MACHINES



\$3875. F.O.B. BRIDGEPORT

SCULLY MACHINE COMPANY

62 WALTER STREET, BRIDGEPORT 8, CONNECTICUT

Manufacturers of Precision Disc Recording Machines exclusively since 1920

(Continued)

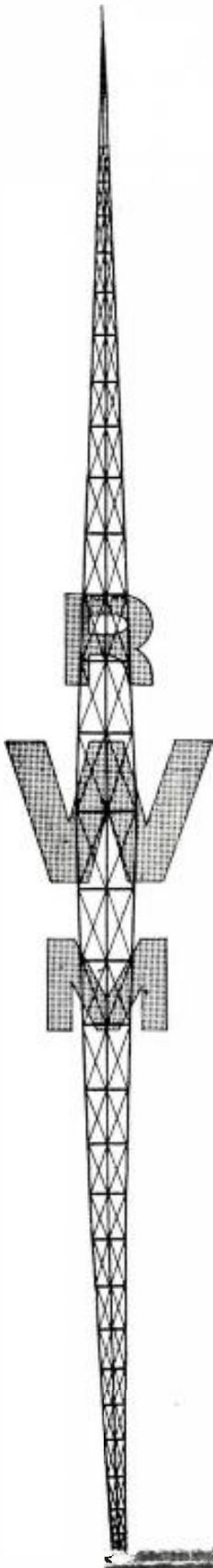
Call Letters	City	Frequency in KC	Power in Watts	Station Name	City	Frequency	Power	Station Name	City	Frequency	Power	Station Name	City	Frequency	Power	Station Name	City	Frequency	Power	Station Name	
WGPA	Bethlehem, Pa.	1100	D-250	WHP	Harrisburg, Pa.	1460	LS-5,000	WJWL	Niagara Falls, N.Y.	1440	D-1,000	WKPT	Kingsport, Tenn.	1400	250	WKRC	Cincinnati, Ohio	550	LS-5,000		
WGPC	Albany, Ga.	1450	250	WHPE	High Point, N.C.	1070	N-1,000	WJWM	Lewisburg, Tenn.	1490	250	WKRG	Mobile, Ala.	710	D-1,000						
WGR	Buffalo, N.Y.	560	LS-5,000	WHRV	Ann Arbor, Mich.	1600	1,000	WJLB	Detroit, Mich.	1400	250										
			N-1,000	WHSC	Hartsville, S.C.	1450	250	WJLD	Bessemer, Ala.	1400	250										
			*5,000	WHTB	Talladega, Ala.	1230	250	WJLS	Beckley, W.Va.	560	LS-1,000										
WGRC	Louisville, Ky.	1400	250	WHTN	Huntington, W.Va.	800	D-1,000	WJMC	Rice Lake, Wis.	1240	250	WKRM	Columbia, Tenn.	1340	250						
WGRD	Grand Rapids, Mich.	1410	D-1,000	WHUB	Cookeville, Tenn.	1400	250	WJMJ	Philadelphia, Pa.	1530	D-10,000	WKRL	Cairo, Ill.	1490	250	WKRT	Corlanti, N.Y.	520	D-1,000		
WGRM	Greenwood, Miss.	1240	250	WHUC	Hudson, N.Y.	1230	250	WJMO	Cleveland, O.	1540	D-1,000	WKRZ	Ola, Ky.	1340	250	WKRW	Pulaski, Tenn.	730	D-250		
WGRV	Greenville, Tenn.	1340	250	WHUM	Reading, Pa.	1240	250	WJMS	New Orleans, La.	890	D-2,500	WKST	New Castle, Pa.	1280	1,000	WKSG	Thomasville, Ga.	730	D-1,000		
WGST	Atlanta, Ga.	920	LS-5,000	WHUN	Huntington, Pa.	1400	250	WJMX	Florence, S.C.	970	*1,000	WKTM	Mayfield, Ky.	1050	D-1,000	WKTH	Lakeland, Fla.	1340	250		
			N-1,000	WHWL	Nanticoke, Pa.	730	D-1,000	WJNC	Jacksonville, N.C.	1240	250	WKTL	Cullman, Ala.	1340	250	WKUM	Arcelbo, P.R.	1230	250		
WGTC	Greenville, N.C.	1490	250	WHYU	Newport News, Va.	1270	D-1,000	WJNO	W. Palm Beach, Fla.	1230	250	WKVM	Key West, Fla.	1600	500	WKVW	Wheeling, W.Va.	1400	250		
WGTL	Kannapolis, N.C.	870	D-1,000	WIAC	San Juan, P.R.	580	5,000	WJOB	Hammond, Ind.	1230	250	WKWK	Concord, N.H.	1450	5,000	WKWB	Paducah, Ky.	830	D-1,000		
WGTM	Wilson, N.C.	1340	250	WIBA	Madison, Wis.	1310	5,000	WJOC	Jamestown, N.Y.	1470	D-1,000	WKY	Louisville, Ky.	900	D-1,000	WKYC	Louisville, Ky.	900	D-1,000		
WGUY	Bangor, Maine	1450	250	WIBB	Indianapolis, Ind.	1070	50,000	WJOI	Florence, Ala.	1340	250	WKYV	Paducah, Ky.	830	D-1,000	WKYD	Louisville, Ky.	900	D-1,000		
WGVA	Geneva, N.Y.	1240	250	WIBC	Indianapolis, Ind.	1070	50,000	WJOR	Bangor, Maine	1340	250	WKZO	Kalamazoo, Mich.	500	5,000	WLAC	Nashville, Tenn.	1510	50,000		
WGVC	Selma, Ala.	1340	250	WIBG	Philadelphia, Pa.	990	10,000	WJOP	Burlington, Vt.	1250	250	WLAD	Danbury, Conn.	800	D-250	WLAE	Lakeland, Fla.	1340	250		
WGWD	Gadsden, Ala.	570	D-1,000	WIBK	Knoxville, Tenn.	800	D-1,000	WJPA	Washington, Pa.	1450	250	WLAF	Lancaster, Pa.	1320	D-1,000	WLAL	Lawrence, Mass.	680	50,000		
WGWR	Asheboro, N.C.	1280	D-1,000	WIBM	Jackson, Mich.	1450	250	WJPD	Indianapolis, Ind.	1240	250	WLAW	Lawrence, Mass.	680	50,000	WLAM	Lewiston, Maine	1470	5,000		
WGY	Schenectady, N.Y.	810	50,000	WIBS	Santurce, P.R.	740	10,000	WJPP	Herrin, Ill.	1340	250	WLBB	Carrollton, Ga.	1100	D-250	WLAN	Lancaster, Pa.	1320	D-1,000		
WGYV	Greenville, Ala.	1400	250	WIBU	Boyetette, Wis.	1240	250	WJPG	Green Bay, Wis.	810	D-1,000	WLBC	Muncie, Ind.	1340	250	WLAP	Lancaster, Pa.	1320	D-1,000		
WHA	Madison, Wis.	970	D-5,000	WIBV	Belleville, Ill.	1060	D-250	WJPR	Greenville, Miss.	1340	250	WLBD	Leesburg, Fla.	1240	250	WLAR	Atlanta, Tenn.	1450	D-1,000		
WHAB	Stroudsburg, Pa.	840	D-250	WIBW	Topeka, Kan.	580	5,000	WJPS	Evansville, Ind.	1330	LS-5,000	WLBE	Lebanon, Pa.	1270	D-1,000	WLAT	Conway, S.C.	1490	250		
WHAI	Greenfield, Mass.	1240	250	WIBX	Utica, N.Y.	1230	250	WJQS	Jackson, Miss.	1400	250	WLBF	Bangor, Maine	620	5,000	WLAW	Laurel, Miss.	1490	250		
WHAL	Shelbyville, Tenn.	1400	250	WICA	Ashtabula, Ohio	970	D-1,000	WJRW	Tuscaloosa, Ala.	1230	*1150	WLBG	Laurens, S.C.	860	D-250	WLAX	Lakeland, Fla.	1340	250		
WHAM	Rochester, N.Y.	1180	50,000	WICC	Bridgeport, Conn.	600	LS-1,000	WJRI	Lenoir, N.C.	1340	250	WLBJ	Bowling Green, Ky.	1340	250	WLBA	Baton Rouge, La.	1400	250		
WHAN	Charleston, S.C.	1340	250	WICY	Malone, N.Y.	1490	N-500	WJSW	Altoona, Pa.	1290	LS-1,000	WLBB	Brooklyn, N.Y.	1190	LS-1,000	WLBC	Baton Rouge, La.	1400	250		
WHAR	Clarkesburg, W.Va.	1340	250	WIGM	Medford, Wis.	1490	250	WJTN	Jamestown, N.Y.	1240	250	WLBD	Leesburg, Fla.	1240	250	WLBE	Lebanon, Pa.	1270	D-1,000		
WHAS	Louisville, Ky.	840	50,000	WIHL	Hammond, La.	730	D-250	WJVA	South Bend, Ind.	1580	D-250	WLBF	Leesburg, Fla.	1240	250	WLBI	DeVens Point, Wis.	930	D-5,000		
WHAT	Philadelphia, Pa.	1340	100	WIKB	Iron Mt., Mich.	1230	250	WJVB	Jacksonville, Fla.	1010	D-250	WLBR	Lebanon, Pa.	1270	D-1,000	WLBJ	Bowling Green, Ky.	1340	250		
WHAV	Haverhill, Mass.	1490	250	WIKC	Bogalusa, La.	1490	250	WJVC	South Bend, Ind.	1580	D-250	WLBR	Lebanon, Pa.	1270	D-1,000	WLBJ	Bowling Green, Ky.	1340	250		
WHAW	Weston, W.Va.	1450	250	WIKD	Evansville, Ind.	820	D-250	WJVD	Jacksonville, Fla.	1010	D-250	WLBR	Lebanon, Pa.	1270	D-1,000	WLBJ	Bowling Green, Ky.	1340	250		
WHB	Troy, N.Y.	1330	1,000	WIKK	St. Louis, Mo.	1230	250	WJVE	Chattanooga, Tenn.	1490	250	WLBR	Lebanon, Pa.	1270	D-1,000	WLBJ	Bowling Green, Ky.	1340	250		
WHBB	Selma, Ala.	1490	LS-10,000	WIKL	Cambridge, O.	1270	D-1,000	WJVF	Chattanooga, Tenn.	1490	250	WLBR	Lebanon, Pa.	1270	D-1,000	WLBJ	Bowling Green, Ky.	1340	250		
WHBC	Canton, Ohio	1420	N-5,000	WIKM	Wilkes-Barre, Pa.	1450	250	WJVG	Green Bay, Wis.	810	D-1,000	WLBR	Lebanon, Pa.	1270	D-1,000	WLBJ	Bowling Green, Ky.	1340	250		
WHBF	Rock Island, Ill.	1270	5,000	WIKN	Urbana, Ill.	580	D-5,000	WJVL	Cleveland, Ohio	850	5,000	WLBR	Lebanon, Pa.	1270	D-1,000	WLBJ	Bowling Green, Ky.	1340	250		
WHBI	Newark, N.J.	1280	LS-2,500	WIKO	Wilmingon, Del.	1450	250	WJVM	Jackson, Miss.	1450	250	WLBR	Lebanon, Pa.	1270	D-1,000	WLBJ	Bowling Green, Ky.	1340	250		
WHBL	Sheboygan, Wis.	1330	LS-1,000	WIKP	Lansing, Mich.	1430	D-500	WJVN	Clarksville, Tenn.	1400	250	WLBR	Lebanon, Pa.	1270	D-1,000	WLBJ	Bowling Green, Ky.	1340	250		
WHBO	Sulphur Springs, Fla.	1050	N-250	WIKQ	N. Wilkesboro, N.C.	1450	250	WJVO	Altoona, Pa.	1290	LS-1,000	WLBR	Lebanon, Pa.	1270	D-1,000	WLBJ	Bowling Green, Ky.	1340	250		
WHBQ	Memphis, Tenn.	1400	D-250	WIKR	Michigan City, Ind.	1420	D-1,000	WJVP	Jamestown, N.Y.	1240	250	WLBR	Lebanon, Pa.	1270	D-1,000	WLBJ	Bowling Green, Ky.	1340	250		
WHBS	Huntsville, Ala.	1490	250	WIKS	Winchester, Va.	1400	250	WJVV	Chattanooga, Tenn.	1490	250	WLBR	Lebanon, Pa.	1270	D-1,000	WLBJ	Bowling Green, Ky.	1340	250		
WHBT	Harrison, Tenn.	1230	250	WIKT	Chicago, Ill.	1410	5,000	WJVA	South Bend, Ind.	1580	D-250	WLBR	Lebanon, Pa.	1270	D-1,000	WLBJ	Bowling Green, Ky.	1340	250		
WHBU	Anderson, Ind.	1240	250	WIKU	Dayton, Ohio	1410	5,000	WJVB	Jacksonville, Fla.	1010	D-250	WLBR	Lebanon, Pa.	1270	D-1,000	WLBJ	Bowling Green, Ky.	1340	250		
WHBY	Appleton, Wis.	1230	250	WIKV	Pt. Myers, Fla.	1240	250	WJVC	South Bend, Ind.	1580	D-250	WLBR	Lebanon, Pa.	1270	D-1,000	WLBJ	Bowling Green, Ky.	1340	250		
WHCC	Waynesville, N.C.	1400	250	WIKW	Louisville, Ky.	1240	250	WJVD	Jacksonville, Fla.	1010	D-250	WLBR	Lebanon, Pa.	1270	D-1,000	WLBJ	Bowling Green, Ky.	1340	250		
WHCU	Ithaca, N.Y.	870	LS-1,000	WIKX	Binghamton, N.Y.	1490	250	WJVE	Chattanooga, Tenn.	1490	250	WLBR	Lebanon, Pa.	1270	D-1,000	WLBJ	Bowling Green, Ky.	1340	250		
WHDF	Calumet, Mich.	1400	L-N-1,000	WIKY	New York, N.Y.	1010	LS-50,000	WJVF	Chattanooga, Tenn.	1490	250	WLBR	Lebanon, Pa.	1270	D-1,000	WLBJ	Bowling Green, Ky.	1340	250		
WHDH	Boston, Mass.	850	5,000	WIKZ	Washington, D.C.	1340	250	WJVG	Green Bay, Wis.	810	D-1,000	WLBR	Lebanon, Pa.	1270	D-1,000	WLBJ	Bowling Green, Ky.	1340	250		
WHDL	Allegany, N.Y.	1450	*50,000	WIKAA	Hollywood, Fla.	940	D-1,000	WJVL	Cleveland, Ohio	850	5,000	WLBR	Lebanon, Pa.	1270	D-1,000	WLBJ	Bowling Green, Ky.	1340	250		
WHDE	Portsmouth, N.H.	750	LS-1,000	WIKAB	Youngstown, Ohio	570	5,000	WJVM	Jackson, Miss.	1450	250	WLBR	Lebanon, Pa.	1270	D-1,000	WLBJ	Bowling Green, Ky.	1340	250		
WHDF	Rochester, N.Y.	1460	L-N-1,000	WIKAC	Harrisburg, Pa.	1230	250	WJVN	Clarksville, Tenn.	1400	250	WLBR	Lebanon, Pa.	1270	D-1,000	WLBJ	Bowling Green, Ky.	1340	250		
WHED	Washington, N.C.	1340	250	WIKAD	Manchester, N.H.	1240	250	WJVO	Altoona, Pa.	1290	LS-1,000	WLBR	Lebanon, Pa.	1270	D-1,000	WLBJ	Bowling Green, Ky.	1340	250		
WHFB	Benton Harbor, Mich.	1060	D-1,000	WIKAE	Oyster Bay, L.I.	1520	D-250	WJVP	Jamestown, N.Y.	1240	250	WLBR	Lebanon, Pa.	1270	D-1,000	WLBJ	Bowling Green, Ky.	1340	250		
WHFC	Cicero, Ill.	1450	250	WIKAF	Richmond, Ind.	1490	250	WJVV	Chattanooga, Tenn.	1490	250	WLBR	Lebanon, Pa.	1270	D-1,000	WLBJ	Bowling Green, Ky.	1340	250		
WHGD	Harrisburg, Pa.	1400	250	WIKAG	Buffalo, N.Y.	1320	50,000	WJVA	South Bend, Ind.	1580	D-250	WLBR	Lebanon, Pa.	1270	D-1,000	WLBJ	Bowling Green, Ky.	1340	250		
WHHM	Memphis, Tenn.	1340	250	WIKAH	Muskegon, Mich.	850	*1,000	WJVB	Jacksonville, Fla.	1010	D-250	WLBR	Lebanon, Pa.	1270	D-1,000	WLBJ	Bowling Green, Ky.	1340	250		
WHHT	Durham, N.C.	1590	1,000	WIKAI	Bowling Green, Ky.	930	D-1,000	WJVC	South Bend, Ind.	1580	D-250	WLBR	Lebanon, Pa.	1270	D-1,000	WLBJ	Bowling Green, Ky.	1340	250		
WHIM	Providence, R.I.	1110	D-1,000	WIKAJ	Nashville, Tenn.	1240	250	WJVD	Jacksonville, Fla.	1010	D-250	WLBR	Lebanon, Pa.	1270	D-1,000	WLBJ	Bowling Green, Ky.	1340	250		

RAYMOND M. WILMOTTE INC.

Consulting Radio Engineers

and

Constructors of Complete Broadcast Stations



AM

•

TV

•

FM

FACSIMILE

•

RADIO RELAY

Raymond M. Wilmotte, *President*

Paul A. de Mars, *Associate*

1469 CHURCH ST., N.W.

Washington 5, D. C.

DEcatur 1231



(Continued)

Call Letters	City	Freq- uency in KC	Power In Watts	WOI Ames, Iowa 640 WOKO Albany, N.Y. 1460	D-5,000 LS-1,000 N-500 *5,000	WROL Knoxville, Tenn. 620 WROM Rome, Ga. 710 WRON Ronceverte, W.Va. 1400 WROV Roanoke, Va. 1490 WROW Albany, N.Y. 590	5,000 D-1,020 250 250 250 LS-5,000 N-1,000	↑WTCC Campbellsville, Ky. 1150 WTEL Philadelphia, Pa. 1340 WTHI Terre Haute, Ind. 1480 WTHH Hartford, Conn. 1230 WTHC Hartford, Conn. 1080 WTKI Durham, N.C. 730 WTPJ Charleston, W.Va. 1240 WTJS Jackson, Tenn. 1390 WTMA Charleston, S.C. 1250	D-1,000 250 1,000 250 50,000 D-1,000 250 250 250 250 1,000 1,000 *N-1,000
WMBS Uniontown, Pa. 590	1,000	1,000	1,000	↑WOKZ Alton, Ill. 1570	D-1,000	WROX Clarksdale, Miss. 1450	250	WTMC Ocala, Fla. 1290	1,000
WMCM Memphis, Tenn. 790	5,000	5,000	5,000	WOL Washington, D.C. 1280	5,000	WROV Roanoke, Va. 1490	250	WTMJ Milwaukee, Wis. 620	5,000
WMCA New York, N.Y. 570	5,000	5,000	5,000	WOLF Florence, S.C. 1230	250	WROW Albany, N.Y. 590	LS-5,000	WTMV E. St. Louis, Ill. 1490	250
WMCK McKeesport, Pa. 1380	1,000	1,000	1,000	WOMI Owensboro, Ky. 1490	250	WROX Clarksdale, Miss. 1450	250	WTNB Birmingham, Ala. 1490	250
WMDD Fajardo, P.R. 1490	250	250	250	WOMT Manitowish, Wis. 1240	250	WROV Roanoke, Va. 1490	250	↑WTNC Thomasville, N.C. 790	D-1,000
↑WMDL Middletown, N.Y. 1490	100	100	100	↑WOND Oak Ridge, Tenn. 1450	250	WROV Roanoke, Va. 1490	250	WTNS Coshocton, Ohio 1580	D-1,000
WMEK Boston, Mass. 1510	5,000	5,000	5,000	↑WONO Oneonta, N.Y. 1110	D-250	WROV Roanoke, Va. 1490	250	WTNT Augusta, Ga. 1230	250
WMFD Wilmington, N.C. 1400	250	250	250	WONS Hartford, Conn. 1410	5,000	WROV Roanoke, Va. 1490	250	WTOB Winston Salem, N.C. 710	D-1,000
WMFF Plattsburg, N.Y. 1340	250	250	250	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTOC Savannah, Ga. 1290	5,000
WMFG Hibbing, Minn. 1240	250	250	250	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTOE Toledo, Ohio 1580	D-1,000
WMFG Dayton, Beach, Fla. 1450	250	250	250	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTOG Tallahassee, Fla. 1450	250
WMFR High Point, N.C. 1230	250	250	250	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTOH Toledo, Ohio 1230	250
WMFT Florence, Ala. 1240	250	250	250	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTOI Toledo, Ohio 1230	250
WMGA Moultrie, Ga. 1400	250	250	250	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTOJ Toledo, Ohio 1230	250
WMGR Bainbridge, Ga. 1490	250	250	250	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTON Staunton, Va. 1400	100
↑WMGW Meville, Pa. 1490	250	250	250	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	↑WTOP Washington, D.C. 1500	50,000
WMGY Montgomery, Ala. 800	D-1,000	D-1,000	D-1,000	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	↑WTOR Torrington, Conn. 1490	250
WMID Atlantic City, N.J. 1340	250	250	250	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTPR Paris, Tenn. 710	D-250
↑WMIE Miami, Fla. 1140	LS-10,000	N-5,000	N-5,000	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	↑WTPS New Orleans, La. 940	D-1,000
↑WMJK Middleboro, Ky. 560	D-500	D-500	D-500	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTRC Elkhardt, Ind. 1340	250
WMIN St. Paul, Minn. 1400	250	250	250	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTRF Belleair, Fla. 1490	D-1,000
WMIQ Iron Mt., Mich. 1450	250	250	250	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTRG Sanford, Fla. 1400	250
WMIS Natchez, Miss. 1240	250	250	250	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTRY Troy, N.Y. 980	250
WMIX Mt. Vernon, Ill. 940	D-1,000	D-1,000	D-1,000	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTSB Lumberton, N.C. 1340	250
WMJM Cordele, Ga. 1490	LS-250	N-100	N-100	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTSP St. Petersburg, Fla. 1380	LS-1,000
WMLO Milwaukee, Wis. 1290	D-1,000	D-1,000	D-1,000	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTTM Trenton, N.J. 920	1,000
WMLT Dublin, Ga. 1340	250	250	250	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	↑WTTT Bloomington, Ind. 1370	LS-1,000
↑WMMB Melbourne, Fla. 1050	D-250	D-250	D-250	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTUX Wilmington, Del. 1290	D-500
WMMJ Peoria, Ill. 1020	D-1,000	D-1,000	D-1,000	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVL Waterville, Me. 1490	250
WMMN Fairmont, W. Va. 920	5,000	5,000	5,000	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	↑WTVN Johnson City, Tenn. 1050	D-1,000
WMMT McMinnville, Tenn. 1230	250	250	250	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Thomson, Ga. 1240	250
WMMW Meriden, Conn. 1470	D-1,000	D-1,000	D-1,000	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Clearfield, Pa. 1490	250
WMNB N. Adams, Mass. 1230	100	100	100	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Marianna, Fla. 1340	250
WMNC Morgantown, N.C. 1490	250	250	250	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Charleston, S.C. 1450	250
WMOA Marietta, O. 1490	250	250	250	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Coral Gables, Fla. 1070	D-1,000
WMOB Mobile, Ala. 1230	250	250	250	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Chester, Pa. 740	D-250
WMOG Covington, Ga. 1490	250	250	250	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Hampton, Va. 1050	D-250
WMOH Brunswick, Ga. 1490	250	250	250	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Rochester, N.Y. 1280	5,000
WMOH Hamilton, Ohio 1450	250	250	250	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Vicksburg, Miss. 1490	250
WMOH Montgomery, W. Va. 1340	250	250	250	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukesha, Wis. 1490	250
WMOU Berlin, N.H. 1230	250	250	250	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukegan, Ill. 1490	250
WMOX Va. 1240	250	250	250	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukegan, Ill. 1490	250
WMPC Lapeer, Mich. 1230	250	250	250	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukegan, Ill. 1490	250
WMPS Memphis, Tenn. 680	LS-10,000	N-5,000	N-5,000	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukegan, Ill. 1490	250
WMRC Greenville, S.C. 1490	250	250	250	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukegan, Ill. 1490	250
WMRF Lewistown, Pa. 1490	250	250	250	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukegan, Ill. 1490	250
WMRN Marion, Ohio 1490	250	250	250	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukegan, Ill. 1490	250
WMRO Aurora, Ill. 1280	D-250	D-250	D-250	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukegan, Ill. 1490	250
WMRP Flint, Mich. 1510	D-250	D-250	D-250	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukegan, Ill. 1490	250
WMRA Massena, N.Y. 1340	250	250	250	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukegan, Ill. 1490	250
WMSE Decatur, Ala. 1490	250	250	250	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukegan, Ill. 1490	250
WMT Cedar Rapids, Ia. 800	5,000	5,000	5,000	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukegan, Ill. 1490	250
↑WMTL Lawson, Ky. 730	D-1,000	D-1,000	D-1,000	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukegan, Ill. 1490	250
WMTW Portland, Me. 1490	250	250	250	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukegan, Ill. 1490	250
WMUR Manchester, N.H. 610	LS-5,000	N-1,000	N-1,000	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukegan, Ill. 1490	250
WMUS Muskegon, Mich. 1090	D-1,000	D-1,000	D-1,000	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukegan, Ill. 1490	250
WMVA Martinsville, Va. 1450	250	250	250	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukegan, Ill. 1490	250
WMVG Milledgeville, Ga. 1450	250	250	250	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukegan, Ill. 1490	250
WMVA Bridgeport, Conn. 1450	250	250	250	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukegan, Ill. 1490	250
WMVA Boston, Mass. 1260	5,000	5,000	5,000	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukegan, Ill. 1490	250
WMVA Norman, Okla. 640	D-1,000	D-1,000	D-1,000	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukegan, Ill. 1490	250
WMVA Warren, Pa. 1310	D-1,000	D-1,000	D-1,000	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukegan, Ill. 1490	250
WMVA Providence, R.I. 1240	D-500	D-500	D-500	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukegan, Ill. 1490	250
WMVA Neenah, Wis. 1280	D-1,000	D-1,000	D-1,000	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukegan, Ill. 1490	250
↑WNAO Raleigh, N.C. 850	5,000	5,000	5,000	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukegan, Ill. 1490	250
WNAK Norristown, Pa. 1110	D-500	D-500	D-500	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukegan, Ill. 1490	250
WNAK Yankton, S.D. 570	5,000	5,000	5,000	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukegan, Ill. 1490	250
WNBC New York, N.Y. 680	50,000	50,000	50,000	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukegan, Ill. 1490	250
WNBK Binghamton, N.Y. 1290	5,000	5,000	5,000	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukegan, Ill. 1490	250
WNBH New Bedford, Mass. 1340	250	250	250	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukegan, Ill. 1490	250
WNBZ Saranac Lake, N.Y. 1450	250	250	250	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukegan, Ill. 1490	250
WNCA Asheville, N.C. 1340	250	250	250	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukegan, Ill. 1490	250
↑WNDB Daytona Beach, Fla. 1150	D-1,000	D-1,000	D-1,000	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukegan, Ill. 1490	250
WNDR Syracuse, N.Y. 1280	5,000	5,000	5,000	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukegan, Ill. 1490	250
WNEB Worcester, Mass. 1230	250	250	250	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukegan, Ill. 1490	250
WNEL San Juan, P.R. 860	5,000	5,000	5,000	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukegan, Ill. 1490	250
WNEW New York, N.Y. 1130	10,000	10,000	10,000	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukegan, Ill. 1490	250
WNEK Macon, Ga. 1400	250	250	250	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukegan, Ill. 1490	250
WNGO Mayfield, Ky. 1320	D-1,000	D-1,000	D-1,000	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukegan, Ill. 1490	250
WNHC Conn. 1340	250	250	250	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukegan, Ill. 1490	250
WNJR Newark, N.J. 1430	5,000	5,000	5,000	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukegan, Ill. 1490	250
WNLC New London, Conn. 1490	250	250	250	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukegan, Ill. 1490	250
↑WNLK Norwalk, Conn. 1350	D-500	D-500	D-500	WOOB Anniston, Ala. 1490	250	WROV Roanoke, Va. 1490	250	WTVS Waukegan, Ill. 1490	250

"GOOD ENGINEERING IS GOOD BUSINESS"



EVERETT L. DILLARD
General Manager

ALSO LICENSEE OF
KOZY-FM, KANSAS CITY, MO.
WASH-FM, WASHINGTON, D. C.
AND ORIGINATOR OF THE
CONTINENTAL FM NETWORK

FM-AM-TV FAX

FOURTEEN YEARS
OF
DEPENDABLE, PROGRESSIVE
CONSULTING AND FIELD ENGINEERING SERVICE
TO THE
BROADCASTING INDUSTRY

COMMERCIAL RADIO EQUIPMENT CO.

Radio Engineering Consultants

WASHINGTON OFFICES

Suite 809-12 International Bldg.
1319 F Street, N. W.
Washington 4, D. C.

KANSAS CITY OFFICES

Suite 1212 Porter Building
34th & Broadway
Kansas City 2, Missouri

MICHIGAN

General Area	Channel No.
Ann Arbor	254*, 274
Little Creek (Includes Kalamazoo)	271*, 289
Bay City	See Saginaw
Benet Harbor	260*
Charlevoix	253
Charlevoix	226, 268
Detroit (Includes Pontiac, Royal Oak, & Wyandotte)	225*, 234, 238*, 242*, 248*, 250*, 258*, 262*, 266*, 270*, 278*, 282*, 290*, 298*
East Lansing	See Lansing
Escanaba	234*, 281
Flint (Includes Lapeer)	236*, 260*, 264, 300
Grand Rapids	223*, 229*, 245*, 273, 278, 286
Hillsdale	256*
Ironwood	270, 290
Jackson	222*
Kalamazoo	See Battle Creek
Lansing (Includes E. Lan- sing)	248*, 284
Lapeer	See Flint
Judington	226, 238
Marquette	230, 256
Muskegon	263*, 293*
Pontiac	See Detroit
Port Huron	256*, 284
Royal Oak	See Detroit
Saginaw (Includes Bay City)	233, 241*, 251*
Sault Sainte Marie	226, 295
Traverse City	243, 268
Wyandotte	See Detroit

MINNESOTA

Albert Lea	241
Duluth (Includes Superior, Wisc.)	222*, 250, 264
Fergus Falls	242, 297
Hibbing	279, 286
Mankato	243, 278*
Minneapolis (Includes St. Paul)	229, 239, 246*, 253*, 258*, 262*, 267*, 271*, 275, 281, 290, 294
Moorhead (See also Fargo, N.D.)	230, 236
Northfield	251, 300
Rochester	234*, 286, 297
St. Cloud	233, 284*
St. Paul	See Minneapolis
Virginia	230, 259
Willmar	225, 255
Winona	248*, 273

MISSISSIPPI

Clarksdale	248, 256*
Columbus	226, 245
Corinth	268*, 278
Greenville	270, 283
Greenwood	235, 293
Gulfport	243, 268*
Hattiesburg	250, 290
Jackson	233, 247, 258, 275*, 286
Laurel	279, 295
McComb	226, 255
Macon	271, 281
Meridian	241, 253*
Natchez	231, 284
Tupelo	233, 242
Vicksburg	238, 297

MISSOURI

Cape Girardeau (See also Cairo, Ill)	267*, 291
Clayton	See St. Louis
Columbia	233, 268
Hannibal	245, 300
Jefferson City	253*, 277
Joplin	241*, 287
Kansas City (Includes Kansas City, Kans.)	227, 235*, 251*, 263*, 271*, 282, 290*, 294*, 299
Poplar Bluff	233*, 279
St. Joseph	222*, 284
St. Louis (Includes Clayton)	229*, 236*, 241*, 247*, 251*, 256*, 266*, 273*, 281*, 294*, 298*
Sedalia	259*, 279
Springfield	225*, 234, 238, 284, 297

MONTANA

Billings	230, 274
Bozeman	227, 270
Butte	235, 256
Great Falls	250, 260
Helena	241, 281
Kalispell	223, 278
Miles City	238, 254
Missoula	245, 286
Sidney	233, 267

NEBRASKA

Fremont (See also Omaha)	245
Grand Island	243, 291
Hastings	271, 279
Kearney	256, 294

FM ALLOCATIONS

(Continued)

Lincoln	229, 250*, 275*
Norfolk	258, 273
North Platte	238, 274
Omaha (See also Fremont)	225*, 241*, 254*, 260*, 366, 281*
Scottsbluff	241, 277

NEVADA

Boulder City	229, 270
Las Vegas	250, 262, 289
Reno	226, 238*, 262

NEW HAMPSHIRE

Claremont	291*
Keene	300*
Laconia	247
Manchester	239*, 266*
Mount Washington	235, 255, 263*
Portsmouth	283 297*

NEW JERSEY

Atlantic City	253*, 264*
Bridgeton	255*
Camden	See Philadelphia
Ewing Township	See Trenton
Greenbrook Twp.	256
Trenton (Includes Ewing Twp.)	248*, 268, 284

NEW MEXICO

Albuquerque	225, 242, 264, 287
Carlsbad	228, 262
Clovis	255, 291
Gallup	222, 279
Hobbs	235, 266
Las Vegas	230, 275
Roswell	246, 277
Santa Fe	253, 295
Tucumcari	239, 270

NEW YORK

Albany (Includes Schenec- tady & Troy)	222*, 230*, 238*, 242, 258*, 266*, 274*, 278, 286, 290, 294, 298
Auburn	See Syracuse
Batavia	235, 259
Binghamton	251*, 263*, 299*
Buffalo (Includes Niagara Falls)	225*, 229*, 241*, 245*, 253*, 273*, 277*, 281*, 293*, 297
Coram	See New York or possibly Conect- icut Channels
Corning	291*
(See also Elmira)	
Dunkirk	233
Elmira (See also Corning)	295*
Gloversville	234
Hornell	287*
Ithaca	230, 247*
Jamestown	227*, 284
Kingston	235*
Massena	287*, 295
New York (Includes numerous adjacent cities)	222*, 226*, 230*, 234*, 238*, 242*, 246*, 350*, 254*, 258*, 262*, 266*, 270*, 274, 278*, 282*, 286*, 290, 294, 298
Niagara Falls	See Buffalo
Ogdensburg	279, 291*
Olean	238, 264*
Oneonta	256*, 282
Oswego	284*
Plattsburg	275, 281
Poughkeepsie	284*
Rochester	223, 243*, 250*, 255*, 267, 279 239*
Rome	225, 247
Saranac Lake	226*, 233*, 241*
Syracuse (Includes Auburn)	253*, 273*, 281*, 297*
Troy	See Albany
Utica	229*, 245*, 277*, 289*
Watertown	251, 263*

NORTH CAROLINA

Ahoscie	270*
Asheville	268*, 273*, 282*, 291*
Burlington	230*, 266*

Charlotte (See also Gastonia)	260*, 278*, 284*, 299*
Concord (See also Salisbury)	243*
Durham	273*, 286*
Elizabeth City	231, 266
Fayetteville	236*, 251*
Gastonia	270*

(See also Charlotte)	
Greensboro	227*
Greensboro (See also High Point)	222*, 247*, 254*, 262*
Greenville (See also Winston-Salem)	250, 256*
Henderson	297*
Hickory	275*, 295*
High Point	238*, 258*

(See also Greensboro & Winston-Salem)	
Kingston	245
(See also New Bern)	
New Bern	279*
(See also Kingston)	
Jacksonville	225, 260
Raleigh	233*, 241*, 268*, 289*
Roanoke Rapids (See also Rocky Mount)	223, 253*
Rocky Mount (See also Roanoke Rapids)	264*, 282

Reidsville	271*, 291*
Salisbury	293*
Shelby	241*
Statesville	269*
Washington	275*
Wilmington	230, 242*
Wilson	290, 294*, 300
Winston-Salem (See also Greensboro & High Point)	226*, 281*

NORTH DAKOTA

Bismarck (Includes Mandan)	229, 250, 273, 294
Devil's Lake	226, 266
Fargo (See also Moorehead, Minn.)	222*, 260*
Grand Forks	234, 254, 278, 299
Jamestown	239, 284
Mandan	See Bismarck
Minot	243, 290
Valley City	246, 270

OHIO

Akron (Includes Tallmadge)	239, 243*, 248*
Alliance (Includes Canton)	223*, 231*, 235*
Ashland	267*, 273
Ashtabula	See Erie, Pa.
Athens	See Wheeling
Beauregard	W. Va.
Canton	See Alliance
Cincinnati (Includes Hamilton)	266*, 270*, 274*, 278*, 282*, 286*, 290, 294, 298
Cleveland (Includes Lorain)	253*, 258, 264*, 271*, 277*, 281*, 289*, 293*, 297*, 299*, 226*, 234*, 238, 242*, 246*, 250*, 254*
Columbus	236, 248, 256, 260, 264, 268, 284
Dayton (Includes Spring- field)	263*
Findlay	275
Fostoria	See Toledo
Freemont	See Cincinnati
Hamilton	271*, 277*, 293
Lima	See Cleveland
Lorain	279, 287, 291
Mansfield	295*
Marion	262*, 299*
Newark (Includes Zanesville)	See Huntington, W. Va.
Portsmouth	See Dayton
Springfield	See Wheeling, W. Va.
Tallmadge	See Akron
Toledo (Includes Freemont)	260*, 268*, 284*, 300*
Warren (See also Sharon, Pa.)	227, 300*
Wooster	260, 283*
Youngstown	See Sharon, Pa.
Zanesville	See Newark

OKLAHOMA

Ada	226, 284
Ardmore	229*
Bartlesville	291
Clinton	298*
Durant	297*
Elk City	239, 277
Enid	243, 274*
Lawton	251, 267*
Muskogee	253*, 268*
Norman	See Oklahoma City

Oklahoma City (Includes Norman)	222, 234*, 255*, 263, 270*, 282*, 290*
Okmulgee	260, 275
Ponca City	293
Shawnee	241, 248
Stillwater	230*, 300
Tulsa	238*, 246*, 251*, 258*, 278, 286, 295

OREGON

Albany	241, 260
Astoria	242, 268
Baker	250, 274
Bend	236, 275
Corvallis	250
Eugene	256*, 284*
Grants Pass	245*, 260
Klamath Falls	233, 251, 268
La Grande	243, 260
Marshfield	239, 266
Medford	229, 286*
Pendleton	225, 278
Portland (See also Vancouver, Wash.)	222*, 226, 238*, 246*, 254*, 262*, 266*, 278*, 282, 290, 294, 298
Roseburg	234, 274
Salem	230, 286
The Dalles	251, 287

PENNSYLVANIA

Allentown (Includes Bethlehem & Easton)	236*, 260*, 264*, 300*
Altoona	243*, 279*
Beaver Falls	See Pittsburgh
Bethlehem	See Allentown
Bradford (See also Jamestown & Olean, N. Y.)	248*
Butler	See Pittsburgh
Clearfield	See Du Bois
Du Bois (Includes Clearfield)	256*, 271*
Easton	See Allentown
Erie (Includes Ashtabula, Ohio)	246, 250*, 260*, 279*
Glenside	See Philadelphia
Harrisburg	297
Harrisburg	235, 247*, 255, 259, 293, 298
Hazleton	227*
Johnstown	238*, 287*, 264*
Lancaster	245*, 267*
Lebanon	281*
Lewistown	226, 250*
Meadville	See Sharon
New Castle	See Sharon
New Kensington	See Pittsburgh
Oil City	253*, 290*
Philadelphia (Includes Glenside, Pa. & Camden, N. J.)	223*, 227*, 231*, 239*, 243*, 251*, 271*, 275*, 279*, 287*, 291, 295*, 225*, 229*, 233*, 241*, 245, 251*, 259*, 268
Pittsburgh (Includes New Kensington, Beaver Falls & Butler)	238*, 270*, 225*, 233, 273
Pottsville	222*, 229*, 241*, 253*, 267*, 277*, 289*, 297*
Reading	225*, 233, 273
Scranton (Includes Wilkes- Barre)	253*, 267*, 277*, 289*, 297*
Shamokin	284
Sharon (Includes Warren & Youngstown, Ohio, Meadville & New Castle, Pa.)	255*, 262*, 266*, 275*, 286*, 295
State College	282
Sunbury	231*, 275*
Uniontown	289*, 293*
Washington	273, 282*
Wilkes-Barre	See Scranton
Williamsport	262*, 286*
York	253*, 263, 277*, 289*

RHODE ISLAND

Pawtucket	See Providence
Providence	222*, 231*, 238*, 260, 268*, 286*, 299*

SOUTH CAROLINA

Anderson	266*, 287
Charleston	236*, 245*, 271
Columbia	226, 233*, 250, (See also Sumter)
Conway	258
Florence	222
Greenville	231*, 291*
(See also Spartan- burg)	223*, 229*, 235*
Greenwood	239*, 253
Lancaster	297*
Newberry	246*
Rock Hill	248*
Spartanburg	255*, 263*
(See also Greenville)	
Sumter	287, 274
(See also Columbia)	

(Continued)

Consulting Radio Engineers

GEORGE P. ADAIR—1833 M St., N.W., Washington 6, D. C. Tel.: Executive 1230.

LOYD R. AMOCO—121 Eighth St. S.E., Amestown, N. D. Tel.: 845-W.

ANDERSON & MERRYMAN—American Bank Bldg., New Orleans 12, La. Tel.: Lake Charles, La. 6-1480. Office: 33 W. 2nd St., New York. Tel.: Wis. 7-9391.

ANDREW CORPORATION—363 E. 75th St., Chicago 19. Tel.: Triangle 4400.

THURSTON L. BAILEY—Jansky & Bailey, Executive Offices: National Press Bldg., Washington 4, D. C. Tel.: Metropolitan 411. Laboratories: 1339 Wisconsin Ave., N.W., Washington 7, D. C. Tel.: Adams 414. Partner: C. M. Jansky Jr. Senior Radio Engineers: Delmer C. Ports, Frank F. Mitchell Jr., Oscar W. B. Reed Jr.

GEORGE R. BAIREY—Harold B. Rothrock Consulting Engineers, 1909 Eye St., N.W., Washington 6, D. C. Tel.: National 0196.

LEE E. BAKER—Landers Bldg., Springfield 4, Mo. Tel.: 3821. Lee E. Baker, resident; Fritz Bauer, associate.

TOM G. BANKS JR.—Central Bank Bldg., Pueblo, Colo. Tel.: 5034.

JOHN BARRON—Warner Bldg., Washington 4, D. C. Tel.: National 7757. George E. Gautney, Clyde H. Bond, associates.

S. A. BARONE CO.—143 W. 22nd St., New York 11. Telephone: Watkins 9-117. S. A. Barone, A. J. Odgers partners.

WILLIAM E. BENNS JR.—P. O. Box #2407, Birmingham, Ala. Tel.: 54-5440.

BERNARD ASSOCIATES—5051 Sunset Blvd., Hollywood 27, Tel.: Normandy 2-8715. Edward J. Murset Jr., Assoc. Branch: 2376-45th Ave., San Francisco 16. Tel.: Seabright 1-5548. Louis H. La Forge Jr., engineer in charge.

BITTER ASSOCIATES INC.—622 Madison Ave., Toledo 4, Ohio. Telephone: Garfield 0891. A. R. Bitter, president, engineering director; J. D. Hurlbut, vice-president, treasurer; J. R. Newell, director.

CHAMBERS & GARRISON—1519 Connecticut Ave., Washington 6, D. C. Tel.: Michigan 2261.

COMMERCIAL RADIO EQUIPMENT CO.—Porter Bldg., Kansas City 2, Mo. Tel.: Logan 8821. Allocation engineering: Robert Wolfskill, manager; E. A. McCall, Earl W. Chamberlin, associate engineers. L. O. Nigh, in charge of frequency measurements. Eastern Office: International Bldg., Washington 4, D. C. Tel.: District 1319. Everett L. Dillard, general manager; Kenneth M. Hollingsworth, chief field engineer; Edward F. Lorentz, chief allocation engineer; Leigh Kimball, engineer, FM and TV section.

JOHN CREUTZ—Bond Bldg., Washington, D. C. Tel.: Republic 2151.

A. EARL CULLUM JR.—Highland Park Village, Dallas 5, Tex. Tel.: Justin 8-6108.

GEORGE C. DAVIS—Munsey Bldg., Washington 4, D. C. Tel.: District 8456. Associates: Joe W. Collier, Kendrick H. Lippitt, Julius Cohen, Albrecht P. Baris, Ralph Dippell, A. F. Barghausen.

PAUL A. DEMARS—Raymond M. Wilmotte Inc., 1469 Church St., N.W., Washington 5, D. C. Tel.: Decatur 1231.

DIXIE ENGINEERING CO.—Palmetto Bldg., P. O. Box 362, Columbia, S. C. J. H. Willis.

DOOLITTLE RADIO INC.—7421 S. Loomis Blvd., Chicago 36, Ill. Tel.: Radcliffe 4100. Officials: E. M. Doolittle, president.

A. JAMES EBEL—First National Bank Bldg., Peoria, Ill. Tel.: 7133. Associates: George Eyle, Willard Hall, Ernie Roberts, and Dale King.

DAWKINS ESPEY, 1039-B Pacific St., Santa Monica, Calif.

HERMANN FLOREZ—850-A 11th Ave., Honolulu, T. H. Tel.: 7-5452.

WILLIAM L. FOSS INC.—927 15th St., N.W., Washington 5, D. C. Tel.: Republic 3883. William L. Foss, president; Joan LeFavre, secretary and treasurer; Russell C. Colle, John A. Moffet, Henry S. Forrest, Robert E. Dietz, Edmund E. Pendleton, Wesley T. Heath Jr., radio engineers.

GILLE BROS.—1108 Lillian Way, Hollywood 38, Tel.: Gladstone 6178. Benson D. Gilie, C. E. Taylor.

GLENN D. GILLET & ASSOC.—National Press Bldg., Washington 4, D. C. Tel.: National 3373. Partners: Glenn D. Gillett, William E. Plummer, Henry B. Riblet, E. M. Hinsdale Jr. Engineer. Paul Berquist.

RALPH P. GLOVER—1024 Superior St., Oak Park, Ill. Tel.: Village 9245.

PAUL F. GODLEY—Paul Godley Co., P. O. Box "J", Upper Montclair, N. J. Laboratories: Great Notch, N. J. Tel.: Little Falls 4-1000.

DR. ALFRED N. GOLDSMITH—597 Fifth Ave., New York 17. Tel.: Plaza 3-4150.

WILLIAM P. GREYER Inc.—6 E. Davie St., Raleigh, N. C. Tel.: 3-1021.

FRED O. GRIMWOOD—Railway Exchange Bldg., St. Louis 1. Tel.: Chestnut 4977. Branch Office: National Metropolitan Bank Bldg., Washington, D. C. Tel.: National 3260. Ralph Bitzer, Theodore A. Giles, associates.

J. B. HATFIELD—936 35th Ave., Seattle 22, Washington. Tel.: Prospect 7860.

RICHARD R. HAYES—1608 Mardell Blvd., San Antonio, Tex.

JOHN V. L. HOGAN—730 Fifth Ave., New York 19. Tel.: Columbus 5-5538. Associates: E. W. Bristol, R. C. Curtis, Wilson Aull Jr.

JOHN B. HEFFELFINGER—815 E. 83rd St., Kansas City 5. Tel.: Hilland 7010.

HOLEY & HILLEGAS—1146 Briarcliff Pl., N.E., Atlanta, Ga. Tel.: Atwood 3328. Partners: W. J. Holey, J. W. Hillegas, H. C. Hanson, associate.

FREDERICK S. HOWES, PH.D.—McGill Univ. Engineering Bldg., Montreal, Que., Canada.

GUY C. HUTCHESON—1100 W. Abram St., Arlington, Tex. Tel.: 1218

C. M. JANSKY JR.—Jansky & Bailey, Executive Offices: National Press Bldg., Washington 4, D. C. Tel.: Metropolitan 5411. Laboratories: 1339 Wisconsin Ave., N.W., Washington 7, D. C. Tel.: Adams 2414. Partner: Stuart L. Bailey. Senior Radio Engineers: Delmer C. Ports, Frank T. Mitchell Jr., Oscar W. B. Reed Jr.

WALTER F. KEAN—114 Northgate Rd., Riverside, Ill. Tel.: 2795.

FRANK G. KEAR—Kear and Kennedy, 1703 K St., N.W., Washington 6, D. C. Tel.: Republic 1951.

JOHN J. KEEL—Warner Bldg., Washington 4, D. C. Tel.: National 6513. Associates: Paul L. Mueller, Joseph L. Wrenn.

ROBERT L. KENNEDY—Kear and Kennedy, 1703 K St., N.W., Washington 6, D. C. Tel.: Republic 1951.

WORTHINGTON C. LENT—1200 18th St., N.W., Washington, D. C. Tel.: District 4127.

LOHNES & CULVER—Munsey Bldg., Washington 4, D. C. Tel.: District 8215. George M. Lohnes, Ronald H. Culver, Robert W. Beatty, Edward W. Deeters.

MASPETH TELEPHONE & RADIO CORP.—427 Flatbush Ave., Brooklyn, N. Y. Tel.: Ulster 7-0500. P. Krieger, S. Belder, associates.

RUSSELL P. MAY—1422 F St., N.W., Washington 4, D. C. Tel.: Republic 3984.

WINFIELD SCOTT MCCACHREN & ASSOC.—Bond Bldg., Washington 5, D. C. Tel.: District 6923.

FRANK H. MCINTOSH—710 14th St., N.W., Washington 5, D. C. Tel.: Metropolitan 4477. Laboratory: 910 King St., Silver Spring, Md. Tel.: Shepard 0874. Associates: Andrew F. Inglis, Gordon J. Gow, James R. Croy, Robert E. Baluta, Maurice L. Painchaud.

DIXIE B. MCKEY AND ASSOC.—1730 Connecticut Ave., N.W., Washington 9, D. C. Tel.: Adams 3711.

McNARY & WRATHALL—National Press Bldg., Washington 4, D. C., and Santa Cruz, Calif. Washington Tel.: District 1205. James C. McNary, Grant R. Wrathall.

E. C. PAGE CONSULTING RADIO ENGINEERS—Bond Bldg., Washington 5, D. C. Tel.: Executive 5670. Partners: Esterly C. Page, H. Underwood Graham, Joseph Waldschmidt.

PREISMAN & BISER—3308 14th St., N. W., Washington 10, D. C. Tel.: Adams 7299.

RADIO CONSULTANTS INC.—1010 Vermont Ave., N.W., Washington 5. Tel.: Executive 3929. Leonard L. Asch, director.

RADIO ENGINEERING CO.—1355 Market St., San Francisco. Tel.: Market 1-8173. Owner: Norwood J. Patterson.

GARO W. RAY—991 Broad St., Bridgeport 3, Conn. Tel.: 5-2055.

WILLIAM E. RICHARDSON—1935 S. W. Moss St., Portland 1, Ore. Tel.: Cherry 4070. Officers: Wm. E. Richardson, Howard Endicott.

ANDREW D. RING—Ring & Clark, Munsey Bldg., Washington 4, D. C. Tel.: Republic 2347. Andrew D. Ring, Associates: Howard T. Head, Stephen W. Kershner, Allan L. Bohn, Raymond F. Aylor Jr., Joseph P. Randolph Jr., Wm. L. Freimuth, Charles L. Keller, Jefferson D. Brooks III. (R. L. Clark, inactive.)

HAROLD B. ROTHROCK—1909 Eye St., N.W., Washington 6, D. C. Tel.: National 0196. Associate: George B. Balrey. Engineer: Russell E. Geiger.

MERL SAXON—3524 S. Henderson, Ft. Worth, Tex. Tel.: 4-5440.

ROBERT M. SILLIMAN—1011 New Hampshire Ave., Washington, D. C. Tel.: Republic 6646.

HAROLD C. SINGLETON—3331 N.E. Hancock St., 1111 S.W. Fifth Ave., Portland 13, Ore. Tel.: Tuxedo 2394.

LYNNE C. SMEBY—820 13th St., N.W., Washington 5, D. C. Tel.: Executive 8073.

UNIVERSAL RESEARCH LABORATORIES—One Nob Hill Circle, San Francisco 6. Tel.: Exbrook 2-4567. Alfred E. Towne and Staff.

T & T RADIO MEASUREMENTS CO.—1577 Cross Roads-of-the-World, Hollywood 28. Tel.: Gladstone 6455. JAY E. Tapp and Raymond B. Torian, co-owners.

ARCHER S. TAYLOR—P. O. Box 1479, Missoula, Mont.

ERNEST J. VOGT—2055 Garfas Drive, Pasadena 7, Cal. Tel.: Sycamore 7-8839.

WASHINGTON INSTITUTE OF TECHNOLOGY—5005 Calvert Rd., College Park, Md. Tel.: Warfield 9000. C. E. Knudson, director of engineering.

WELDON & CARR—1605 Connecticut Ave., N.W., Washington 9, D. C. Tel.: Michigan 4151. Field Branch: 1728 Wood St., Dallas 1, Tex. Tel.: Riverside 3611. James O. Weldon, Lester H. Carr, E. Ross Hilker, Jules Cohen, Edward N. Sidor, Eugene E. Arnold, James E. Hardwick, Wilson C. Wearn, Frank Horvath.

MARTIN R. WILLIAMS—1131 N. Delaware St., Indianapolis 2. Tel.: Riley 8057.

NATHAN WILLIAMS—20 Algoma Blvd., Oshkosh, Wis. Tel.: Blackhawk 22. Engineers: Wallace T. Ames, Carl E. Grindle. Drafting: Ray L. Weideman.

RAYMOND M. WILMOTTE—Raymond M. Wilmotte Inc., 1469 Church St., N. W., Washington 5, D. C. Tel.: Decatur 1231. Associate: Paul A. deMars.

HERBERT L. WILSON—1025 Connecticut Ave., N.W., Washington 6, D. C. Tel.: National 7161. Associates: George T. Conrad, Karl Gerhard. Office: 1000 N. Seward St., Hollywood 38, Cal. Tel.: Hollywood 6321.

TABLE SHOWING ALLOCATION OF TELEVISION CHANNELS TO METROPOLITAN DISTRICTS IN THE UNITED STATES AS SPECIFIED BY THE FCC (Continued From Page 604)

Metropolitan District (U. S. Census 1940)	Sales Rank	Population	—Channel Nos.—		—Total Stations—	
			Metro-politan	Com-munity	Metro-politan	Com-munity
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	408,406	3, 6*, 8, 10, 12		5	
Providence, R. I.	18	711,500	11*		1	
Pueblo	140	82,039	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	77	153,388	3, 8, 13		3	
Bay City						
St. Joseph	129	86,991	13		5	
St. Louis	10	1,387,977	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	256,288	3, 6, 8, 10		4	
San Francisco	7	1,428,525	2, 4*, 5*, 7*, 9, 11		6	
Oakland	78	129,367	13		1	
San Jose	7	117,970	3, 5, 9, 11		4	
Savannah	114					

Scranton	30	629,581	11	1	1	1
Wilkes-Barre						
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.	32	394,623	3	1	1	1
Holyoke						
Springfield, Mo.	134	70,514	2, 4, 5, 9		1	1
Springfield, Ohio	125	77,406				
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	341,653	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	82	196,340	12		1	
Wichita	86	127,306	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		
Youngstown	36	372,428	13		1	1

*Indicates channels which have been assigned and consequently are not available.



GUIDE POSTS...

for the radio-informed

THESE GUIDEPOSTS, together with 10 other newswise departments, mean a high radio I.Q. for nearly 5000 top agency and advertiser executives . . . and 10,000 more in the business of broadcasting.

BROADCASTING, consistently voted radio's most reliable journal, has covered radio advertising thoroughly for 17 years. In specialized radio news, it is the authentic authority most widely read and most frequently quoted. In a phrase: *the bible of the business of broadcasting.*

Thus, these guideposts assure that wherever you find **BROADCASTING** and the **YEARBOOK**, you'll find a radio readership well-informed.

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

NATIONAL PRESS BUILDING • WASHINGTON 4, D. C.

INDEX TO ADVERTISERS IN 1948 YEARBOOK NUMBER

AGENCIES		EQUIPMENT—Contd.		GENERAL—Contd.	
Ayer, N. W. & Son, Inc.	7	R C A Communications, Inc.	313	Creutz, John	553
Batten, Barton, Durstine & Osborn, Inc.	3	Reeves Soundcraft Corp.	533	Crowley, Dale	467
Boote, Cone & Belding	5	Rek-O-Kut Co.	527	Damon Recording Studios, Inc.	456
Brennen & Mitchell, Inc.	18	Scoff, Herman Hosmer, Inc.	510	Davis, George C.	505
Brookwood-Shackelford Advertising Agency	31	Scully Machine Co.	597	East, Ed	458
Burton, Raymond R., Co.	24	Shure Brothers, Inc.	529	Editor & Publisher	468
Chermer & Marquette	39	Sonocraft Co., Inc.	531	Foss, William L.	502
Clare Advertising Agency	17	Standard Radio & Electronics Co.	514	Frazier & Peter	569
Conrad & Legler, Inc.	44	Tower Sales & Erecting Co.	315	Free & Peters, Inc.	14
Crone & Rubicam, Inc.	1	Trans-Lux News-Sign Corp.	317	Gallucci Bras. & Assoc.	336
		Truscon Steel Co.	515	Gille Brothers	556
		United States Recording Co.	525, 530	Gillett, Glenn D. & Associates	579
		Western Electric Co.	12	Godley, Paul, Co.	376, 504, 535, 558
		Westinghouse Electric Corp.	521-24	Hart, Ed & Associates	466
		Wincharger Corp.	551	Hartenstine-Zane Co., Inc.	514
		Zenith Radio Corp.	291	Headley-Reed Co.	343
				Heffelfinger, John B.	528
				Hollingbery, George P. Co.	339
				Hubbell, Richard W. & Associates	279
				IBEW (Hollywood)	434
				International News Service	Second cover 29
				Jansky & Bailey	583
				Keel, John J.	520
				Klein, Melvin P.	542
				Krum, Tyrrell	53
				Lingo, John E. & Son, Inc.	507
				Lohnes & Culver	537
				Lorenzen & Thompson, Inc.	345
				MacGregor, C. P.	54
				May, Russell P.	585
				McArdle Printing Co.	607
				McIntosh, Frank H.	539
				McKey, Dixie B. & Assoc.	67
				McKittrick, George & Co.	341
				McNary & Wrathall	563
				Michelson, Charles, Inc.	471
				Mid-Continent Radio Corp.	549
				Morton Radio Productions, Inc.	462
				Muzak Transcriptions, Inc.	Inside back cover
				National Academy of Broadcasting	571
				NBC Spot Sales	45
				Page, E. C.	543
				Pickering & Co., Inc.	518
					(Continued on page 608)

BROADCASTING YEARBOOK

printed by

The McARDLE PRINTING CO., Inc.

COMPLETE FACILITIES FOR

PAMPHLETS

BOOKS

CATALOGS

PUBLICATIONS

*Printing • Binding
and Mailing*

2201 M St., N. W. Washington, D. C.

TELEPHONE, DISTRICT 2900

INDEX TO ADVERTISERS IN 1948 YEARBOOK NUMBER

(Continued from page 607)

GENERAL—Contd.

Pike & Fischer	337
Preisman & Biser	480
Press News, Ltd.	271
Radio Consultants, Inc.	567
Radio Corporation of America	Back cover
Radiozark Enterprises	429
Radio Time Sales Corp.	436
Ring, A. D. & Co.	51
Rothrock, Harold B.	559
SESAC, Inc.	473
Silliman, Robert M.	518
Smeby, Lynne C.	554, 562
Stainless, Inc.	552
Stovin, Horace N., Co.	269
Tower Services, Inc.	549
Trendle-Campbell Broadcasting Corp.	477
T. & T. Radio Measurements Co.	528
United Press	41
Unusual Features Syndicate	433
Valentino, Thomas J., Inc.	460
Weldon & Carr	595
Wilmette, Raymond M. Inc.	599
Wilson, Herbert & Assoc.	532
World Photo News Service	425
Ziv, Frederic W. & Co.	453-5-7-459

NETWORKS AND GROUPS

American Broadcasting Co.	390, 391
Canadian Broadcasting Corp.	265
Central Valley Group	95
Columbia Broadcasting System	398-399
Don Lee Broadcasting System	84-85
Georgia Major Market Trio	115
Keystone Broadcasting System	69-72
Mason-Dixon Radio Group	335
Mutual Broadcasting System, Inc.	409
National Broadcasting Company	416-419
NBC Western Network	90-91
Nunn Stations	426
Radio Programas de Mexico	573
Southwest Network	235
Steinman Stations	209
Taylor-Howe-Snowden	Spine
Texas Quality Network	238
Woodruff Stations	109
Yankee Network, Inc.	10-11

STATIONS

CFCY, Charlottetown, P.E.I.	273
CFRB, Toronto	273
CHNS, Halifax, N.S.	268
CKBW, Bridgewater, N.S.	269
CKNW, New Westminster, B.C.	264
CKWX, Vancouver, B.C.	264
Radio Luxembourg	574
KABC, San Antonio	241
KAGH, Pasadena	289
KARK, Little Rock	370
KARM, Fresno	378
KCBD, Lubbock	239
KCMJ, Palm Springs, Cal.	448
KCNA, Tucson	439
KDYL, Salt Lake City	247
KFAC, Los Angeles	362
KFAR, Fairbanks, Alaska	260
KFDM, Beaumont	438
KFEL, Denver	99
KFGO, Fargo	351
KFI, Los Angeles	83
KFJZ, Fort Worth	227
KFMX, Council Bluffs	297
KFNF, Shenandoah	129
KFPW, Fort Smith	79
KFYD, Los Angeles	433
KFWB, Los Angeles	81
KGJ, Los Angeles	487
KGHL, Billings	161
KGVO, Missoula, Mont.	431
KGW, Portland, Ore.	205
KHAS, Hastings, Neb.	442
KICD, Spencer, Ia.	358
KIEM, Eureka	369
KIEV, Glendale	449
KIOA, Des Moines	495
KJR, Seattle	389

STATIONS—Contd.

KLAC, Los Angeles	89
KLCN, Blytheville	428
KLZ, Denver	97
KMA, Shenandoah	365
KMBC, Kansas City	589-592
KOIN, Portland, Ore.	207
KOJM, Havre	492
KOMA, Oklahoma City	203
KOMO, Seattle	251
KOTA, Rapid City	221
KOY, Phoenix, Ariz.	9
KPOW, Pawell	411
KPRC, Houston	237
KQW, San Jose-San Francisco	87
KRLD, Dallas	230-231
KROW, Oakland	372
KROY, Sacramento	380
KSBR, San Bruno, Cal.	287
KSD, St. Louis	6, 159
KSEL, Lubbock	234
KSFO, San Francisco	93
KSJO, San Jose	440
KSL, Salt Lake City	381
KSTP, St. Paul-Mpls.	154
KTAR, Phoenix	77
KTRE, Lufkin	447
KTUL, Tulsa	203
KURV, Edinburg	493
KVSM, San Mateo	446
KWBW, Hutchinsan	131
KWFT, Wichita Falls	245
KWIK, Burbank	484
KWKH, Shreveport	139
KWKW, Pasadena	496
KWOA, Worthington	441
KWTC, Barstow	364
KXEL, Waterloo	430
KXLA, Pasadena	374
KXOA, Sacramento	95
KXOB, Stockton	95
KXOK, St. Louis	157
KXXX, Colby, Kans.	435
KYA, San Francisco	89
WADC, Akron	403
WAGA, Atlanta	113
WAKR, Akron	193
WAPA, San Juan, P. R.	360
WARK, Hagerstown	437
WARS (WAMS), Wilmington	357
WAVE, Louisville	135
WAZL, Hazleton	354
WBAL, Baltimore	413
WBAP, Ft. Worth	223
WBBQ, Augusta, Ga.	372
WBGE, Atlanta	111
WBIG, Greensboro	189
WBMS, Boston	488
WBNX, New York	371
WBNY, Buffalo	366
WBOC, Salisbury	143
WBT, Charlotte	309
WCAU, Philadelphia	213
WCAV, Norfolk	249
WCAW, Charleston, W. Va.	437
WCBM, Baltimore	19
WCFC, Beckley	323
WCLO, Janesville	257
WCOU, Lewistown	439
WCPS, Tarboro	440
WCSC, Charleston	20
WDAY, Fargo	191
WDBJ, Roanoke	441
WDBO, Orlando	485
WDEL, Wilmington	103
WDSU, New Orleans	283
WEMB, San Juan, P. R.	263
WENY, Elmira	375
WESA, Charleroi, Pa.	494
WETB, Johnson City, N. C.	490
WFAA, Dallas	229
WFBC, Greenville	219
WFBL, Syracuse	179
WFBM, Indianapolis	125
WFCL, Pawtucket, R. I.	427
WFIL, Philadelphia	211
WFLA, Tampa	105
WFMJ, Youngstown	395

STATIONS—Contd.

WGN, Chicago	12
WGR, Buffalo	17
WGTM, Wilson	36
WHAM, Rochester	18
WHAS, Louisville	39
WHEB, Portsmouth	16
WHEC, Rochester	18
WHHM, Memphis	2
WHIO, Dayton	40
WHN, New York	35
WHO, Des Moines	12
WHOM, New York	43
WHOO, Orlando	10
WIBC, Indianapolis	36
WIBK, Knoxville	44
WIBW, Topeka	13
WIL, St. Louis	37
WINS, New York	3
WIOD, Miami	40
WIRE, Indianapolis	40
WIZZ, Wilkes-Barre	41
WJAX, Jacksonville	42
WJBO, Baton Rouge	13
WJJD, Chicago	11
WJPG, Green Bay	25
WJW, Cleveland	19
WKAG, San Juan, P. R.	40
WKBC, North Wilkesboro, N. C.	48
WKBN, Youngstown	191
WKBW, Buffalo	392
WKRT, Cortland, N. Y.	21
WKY, Oklahoma City	201
WKZO, Kalamazoo	151
WLAW, Lawrence	145
WLOW, Norfolk	40
WLS, Chicago	119
WLW, Cincinnati	33-36
WMBR, Jacksonville	444
WMC, Memphis	223
WMFJ, Daytona Beach	424
WMGW, Meadville, Pa.	367
WMIT-WSJS, Winston-Salem	311
WMPS, Memphis	27
WMRN, Marion	194
WMT, Cedar Rapids	405
WNAM, Neenah, Wis.	368
WNJR, Newark	167
WOAI, San Antonio	243
WOKO, Albany	168
WOR, New York	Front cover
WORL, Boston	347
WOW, Omaha	163
WPAT, Paterson	486
WPRO, Providence	217
WPTF, Raleigh	185
WQUA, Moline	38
WQXR, New York	177
WRBL, Columbus, Ga.	109
WRGA, Rome	382
WRIB, Providence	40
WRNL, Richmond	421
WRNY, Rochester	178
WROK, Rockford	22
WROL, Knoxville	355
WRR, Dallas	227
WRUN, Utica	173
WSAI, Cincinnati	197
WSAR, Fall River	147
WSB, Atlanta	361
WSIX, Nashville	225
WSM, Nashville	21
WSMB, New Orleans	421
WSSB, Durham	491
WSUA, Bloomington, Ind.	123
WSYR, Syracuse	172
WTBO, Cumberland	141
WTCB, Flint	415
WTIC, Hartford	101
WTRF, Belleaire, Ohio	443
WTHH, Port Huron	303
WYET, Rochester	175
WVLK, Lexington	359
WWDC, Washington, D. C.	356
WWJ, Detroit	149
WWRL, Woodside, L. I.	352
WWSW, Pittsburgh	215

DELIVERS BEYOND-METROPOLITAN AMERICA



KEYSTONE NETWORK

K . . . is for KEYSTONE

BROADCASTING SYSTEM . . . the
pioneer Transcription Network of 325
stations — principally in 1-station, non-com-
petitive radio markets — concentrating on the
nation's vast, thriving small town, rural and
farm markets . . . where 53% of the
nation's total food sales and 47% of
total drug sales are made.



THIS IS THE KEYSTO

B . . . is for BEYOND-

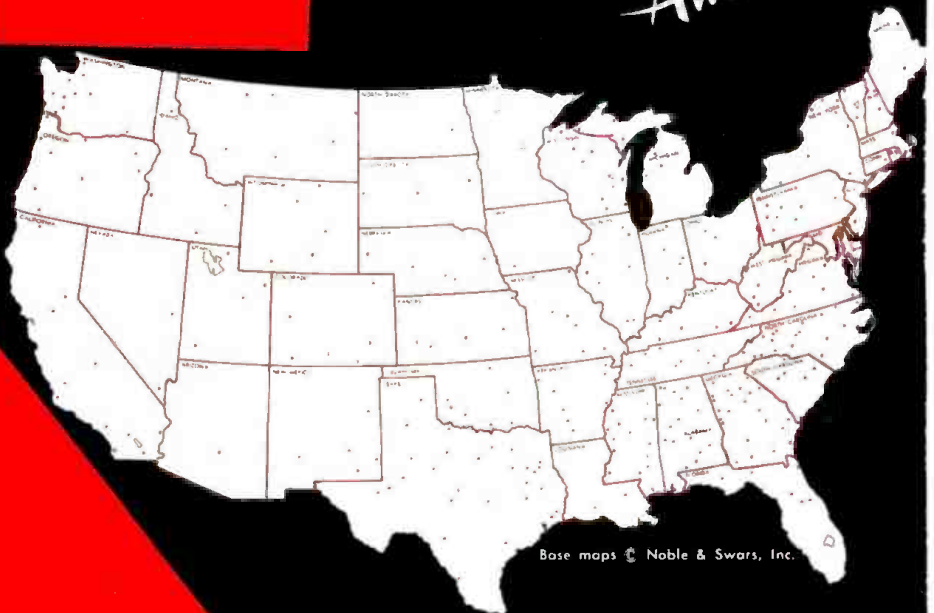
METROPOLITAN AMERICA . . . a

potential, eager \$100 billion market

. . . the richest new market in the world
today! B-M-A's millions of inhabitants owe less,
have more cash, need and can afford more
commodities than EVER! KBS is the ONLY
network delivering Beyond-Metropol-
itan America exclusively...to you!

BROADCASTING SYSTEM

*This is
"Beyond Metropolitan"
America*



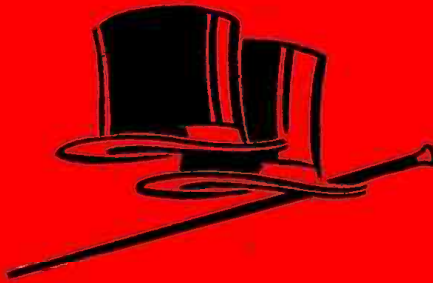
Base maps © Noble & Swars, Inc.

S... is for STREAMLINED — the ONE STREAMLINED OPERATION — instead of 325 individual transactions — in which you can get ALL (or a custom-tailored group) of Keystone stations. ONE Time Order — ONE Time Clearance — ONE Schedule — ONE Mechanics Operation — ONE Invoice! New Low Cost per actual new Listener! And — quick, unfailing, continuing sales return. Investigate!

KEYSTONE NETWORK

580 Fifth Ave., New York 19 • Chicago 2 • Hollywood 28

TOPS



in transcriptions

Our hat size is only normal but we've got the **BIGGEST QUALITY STORY** in the transcription and record business.

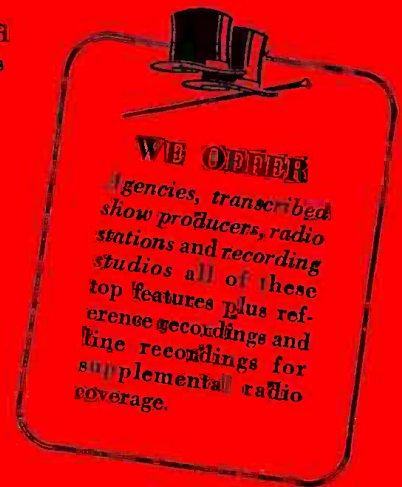
Right from the microphone to the final pressing, our label stands for:

- Superior craftsmanship
- High speed service
- Top quality reproduction
- Finest of materials (including 100% pure Vinylite)

We are equipped to make vertical or lateral recordings . . . use only gold plating . . . High speed plating . . . with the most modern facilities controlled to Muzak high standards throughout.

Muzak TRANSCRIPTION DIVISION

Licensed under U. S. Patents of Western Electric Co., Inc.



STUDIO & RECORDING FACILITIES

RECORDING & PRESSING PLANT

• New York

151 West 46th St.

BRyant 9-1247

CHICAGO REPRESENTATION:

221 North LaSalle St.

Central 5275

• New York

250 West 54th St.

COlumbus 5-8552

© Reg. U. S. Pat. Off.



Freedom to Listen

"Our American concept of radio is that it is of the people and for the people. The principle of Freedom to Listen should be established for all peoples without restriction or fear. This is as important as Freedom of Speech and Freedom of the Press."

David Sarnoff

President and Chairman of the Board

Radio Corporation of America

Radio City, New York

PRINTED IN U.S.A.