

ORGANIZATIONS

Richard W. Hubbell and Associates

2101 International Bldg., Rockefeller Center,
New York 20, N. Y.
CI 6-1750

OFFICERS

Alfred N. Goldsmith, Richard W. Hubbell, Thomas H. Hutchinson, Robert Jerome Smith.

BRANCH OFFICES

Engineering Offices

597 Fifth Ave., New York 17, N. Y.
PL 3-4150

Executive in charge.....Dr. Alfred N. Goldsmith
National Press Bldg., Washington 4, D. C.
National 6284

Executive in charge.....Robert Jerome Smith
140 W. 9th St., Cincinnati 2, O.
Cherry 1822

3201 Tareco Dr., Hollywood, Calif.
Hudson 2-5633

Executive in charge.....H. R. McCune

FUNCTIONS

A complete management consultant service for the operating television station, the licensee, and the applicant. Consultant and supervisory assistance in overall planning, economic and financial analysis, studio design, engineering, programming, operational problems, sales development, and public relations. Cooperates with established law firms, consulting engineers, and advertising agencies. Does not handle legal matters, file FCC applications, or sell advertising time or space.

The Institute for Education by Radio

Established 1930

Ohio State University, Columbus 10, Ohio
University 3148, Extension 708

OFFICERS

Director.....I. Keith Tyler
Executive Secretary.....Ardis Hillman Wheeler

FUNCTIONS

The Institute for Education by Radio is an annual conference of broadcasters, educators, and civic leaders sponsored by Ohio State University. It meets in Columbus each May. The Institute sponsors an Annual Exhibition of Educational Radio Programs, welcoming entries from stations and organizations. A yearbook containing the proceedings of the conference is published annually under the title, Education on the Air.

The Institute of Radio Engineers, Inc.

1 East 79th St., New York 21, N. Y.
REgent 7-9500

OFFICERS

President.....B. E. Shackelford
Vice President.....R. L. Smith-Rose
Sr. Post President.....F. B. Llewellyn Jr.
Jr. Post President.....W. R. C. Baker

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. Hutcheson, Theodore A. Hunter, A. Earl Cullum, Jr., Frederick E. Termon, Frederick S. Howes, Julius A. Stratton, James E. Shepherd.

FUNCTIONS

To advance the art and science of radio communication, and promote professional welfare of engineers engaged therein by means of its publications, presentation of papers at meetings, and by means of the work of its committee.

Interdepartment Radio Advisory Committee (IRAC)

Chairman's Office: Federal Communications Commission, Washington 25, D. C.

OFFICERS

Chairman.....Dr. J. H. Dellinger
Vice-Chairman.....S. L. Windes
Secretary.....M. A. Price

Assistant Secretary.....W. F. Bradley
Chairman, Technical Subcommittee.....S. L. Windes

AGENCY AND REPRESENTATIVE

Department of Agriculture.....E. W. Loveridge, Repr.,
E. C. Wagner, Alt.

Department of Commerce.....Dr. J. H. Dellinger, Repr.,
L. H. Simson, Alt.*

Federal Communications Commission.....A. L. McIntosh,
Repr., M. A. Price, Alt.*

Department of the Interior.....S. L. Windes, Repr.,
Howard F. Carl, Alt.

Department of Justice.....R. T. Harbo, Repr.,
H. J. Walls, Alt.

U. S. Maritime Commission.....A. Osborne, Repr.,
Henry Brown, Alt.

Navy Department.....Comdr. John R. Moore, Repr.,
Lt. Comdr. L. R. Raish, Alt.*

Department of State.....Capt. John S. Cross, Repr.,
Lt. Whitney M. Prall, Alt.*

Treasury Department.....Capt. D. E. McKay, Repr.,
Lt. Comdr. Whitney M. Prall, Alt.*

War Department.....Col. A. C. Simson, SC, Repr.,*
Lt. Col. C. W. Jones, SC, Alt.

TECHNICAL ADVISORS ACCREDITED TO

COMMITTEE:

M. H. Woodward.....FCC
Dr. E. Dillon Smith.....Dept. of Commerce, WB
I. W. Conrad.....Dept. of Justice, FBI
W. Dean.....Navy Department
Lt. Col. Nathaniel White.....War Department

* Also regular representatives on the Technical Subcommittee.

FUNCTIONS

This committee, composed of representative officials from the various government departments and agencies is charged with advising the President in regard to the assignment of frequencies to government station or classes of station. Little of the committee's work is divulged for public information because of its nature which is confidential.

International Brotherhood of Electrical Workers (AFL)

1200 Fifteenth St., N.W., Washington 5, D. C.
District 3764

OFFICERS

International President.....D. W. Tracy
International Secretary.....J. Scott Milne
Asst. to President.....Lawson Wimberly

FUNCTIONS

International Brotherhood of Electrical Workers is a labor organization affiliated with the American Federation of Labor. It admits to membership radio broadcast technicians and engineers employed in radio and television stations. Local groups of IBEW are in about 60 major cities as focal unions, in the United States. Several such groups are chartered in Canada.

The Lambs

130 W. 44th St., New York 18, N. Y.
BRyant 9-8020

OFFICERS

Shepherd.....Raymond Peck
Boy.....Walter N. Grezoi
Corresponding Secretary.....Bobby Clark
Recording Secretary.....Jack Whiting
Treasurer.....James E. Meighan
Librarian.....Bob Hawk

DIRECTORS

Kenneth Webb, Elliott Nugent, Bruce Evans, William J. Kelly, Russ Brown, Earl Benham, John McManus, Joseph S. Buhler, Ward Wilson, Arthur Maitland, William P. Adams, Frank Fay, John Alexander, Jay Jostyn, Otto Kruger.

LIFE DIRECTORS EX-SHEPHERDS: R. H. Burnside, William Gaxton, Fred Waring, John Golden, Raymond Peck.

FUNCTIONS

The object of this club shall be the promotion of social intercourse among persons engaged professionally in the drama, music, authorship, and the fine arts, as well as friends of those professions, and the collection and preservation of objects of interest thereto, and the creation and maintenance of funds for the benefit of persons engaged professionally in the drama, music, authorship, and the fine arts who shall be in need of financial aid or assistance, to be disbursed in the discretion of the Council of the Club.

Lowell Institute Cooperative

Broadcasting Council

28 Newbury St., Boston 16, Mass.
KEnmore 6-8627

OFFICERS

Trustee Ralph Lowell
Director Parker Wheatley
Assistant Director George W. Slado
Council Secretary Marion C. Pushee
Producer Richard Erstein
Assistant Producer Robert W. Chase
Assistant Producer Lawrence Creshkoff
Research Consultant G. H. Harris Huey, Jr.
Assistant to the Secretary Elizabeth Raiche

COORDINATORS

Rev. David R. Dunigan, S. J. (Boston College); Prof. S. B. Gould and Edwin H. Ginn, Associate (Boston University); David W. Boiley (Harvard); Prof. John E. Burchard (M.I.T.); Prof. Milton J. Schlagenhout (Northeastern); and Dean John P. Tilton (Tufts).

FUNCTIONS

The Lowell Institute, in cooperation with Boston College, Boston University, Harvard, M.I.T., Northeastern and Tufts, organized the Council in 1946 for the purpose of adapting to radio the content of regular college and university courses. The Council produces series currently being presented in the public interest by all six of Boston's full-time commercial stations.

Market Research Council

c/o V. D. Reed
J. Walter Thompson Co., 420 Lexington Ave.,
New York 17, N. Y.

OFFICERS

President Cornelius Du Bois
Vice President Elmo C. Wilson
Secretary-Treasurer Vergil D. Reed

EXECUTIVE COMMITTEE

Cornelius Du Bois, Elmo C. Wilson, Vergil D. Reed,
Robert N. King, Allen B. Sikes.

FUNCTIONS

To stimulate scientific study and sound thinking in marketing research; to stimulate wider use of its services; to encourage governmental agencies to undertake practical studies; to encourage the study of marketing research as a profession; to take an active interest in the placement and advancement of marketing research personnel; to provide the focal point around which marketing research men can gather; to invite speakers to the monthly meetings to discuss studies, techniques and problems pertaining to marketing research and related subjects; to encourage the highest ethical practices in the preparation and use of marketing research.

Mississippi Broadcasters Assn.

OFFICERS

President Gene Tibbett, WLOX, Biloxi
Vice-President Granville Walters, WAML, Laurel
Secretary-Treasurer Hugh Smith, WLAU, Laurel

DIRECTORS

Gene Tibbett, Chairman, Granville Walters, WAML, Laurel, Hugh Smith, WLAU, Laurel, Bob McRaney, WCBI, Columbus, C. J. Wright, WFOR, Hattiesburg, Wiley Harris, WJDX, Jackson, L. M. Sepaugh, WSLI, Jackson, Bob Wright, WTOK, Meridian, Emmett McMurray, WJPR, Greenville.

MEMBER STATIONS

WCMA, Corinth; WELO, Tapelo; WROX, Clarksdale; WJPR, Greenville; WGRM, Greenwood; WCBI, Columbus; WROB, West Point; WMOX, Meridian; WLOX, Biloxi; WCGM, Gulfport; WCJU, Columbia; WMIS, Natchez; WCOC, Meridian; WTOK, Meridian;

WQBC, Vicksburg; WJDX, Jackson; WSLI, Jackson; WJXN, Jackson, WJQS, Jackson, WRBC, Jackson.

FUNCTIONS

This organization was formed to discuss the common problems of the stations throughout the State. The Association has brought about a greater understanding between the broadcasters, thereby improving the individual as well as the over-all operations of the stations throughout the State. The Association's members combine their facilities for special, public, sports and emergency broadcasts, thereby rendering a greater service to the people of the State.

Music Publishers' Protective Association, Inc.

45 Rockefeller Plaza, New York 20, N. Y.
Circle 6-3084

OFFICERS

Chairman of the Board Walter C. Douglas
President Lester Santly
Vice-President Jack Mills
Secretary J. J. Bregman
Treasurer Abe Olman
Agent and Trustee Harry Fox

National Association of Broadcasters

(For Complete Listing See NAB Section, Page 237)

National Association of Disc Jockeys

545 Fifth Ave., New York 17, N. Y.
MURray Hill 7-9256

OFFICERS

President Barry Gray
Vice President and Treasurer Hugh Douglas
Press Relations Andre Baruch
Secretary William Leyden

BRANCH OFFICES

245 West 51st Street, New York, PL. 7-6720,
Fred Robins, Pres.; Eileen O'Connell, Sec.; Bea Wain, Treas.
Sherman Hotel, Chicago, Ill. H. Douglas, Pres.

FUNCTIONS

N.A.D.J. is a Guild designed to assist Disk Jockeys throughout the country in raising the standards of their presentations where necessary; establish scholarships for new talents; give D.J.'s periodical information about artists and the record trade; establish a system of awards to those artists who in the opinion of the Association have done the best work throughout the Year. Establish sick and unemployment benefits for members. The N.A.D.J. newspaper is called "Inside Groove."

National Association of Educational Broadcasters

c/o WOI, Ames, Iowa

OFFICERS

President Richard B. Hull
Vice President John W. Dunn
Executive Secretary M. S. Novik
Treasurer W. I. Griffith

FUNCTIONS

To promote and foster education by radio through encouragement of the non-commercial, education radio stations.

National Assn. of Performing Artists

630 Fifth Ave., New York 20, N. Y.
Circle 7-8194

OFFICERS

President Fred Waring
Vice-President Bing Crosby
Vice-President Meyer Davis
Vice-President Paul Whiteman
Vice-President Al Jolson
Secretary Eddy Duchin
Treasurer Don Voorhees
General Counsel Maurice J. Speiser

BOARD OF DIRECTORS

Fred Waring, Chairman; Connie Boswell, Noel Coward, Bing Crosby, Meyer Davis, Mary Garden, Benny Goodman, Jascha Heifetz, Lewis James, Al Jolson,

ORGANIZATIONS

Arthur W. Levy, Guy Lombardo, John McCormack, Grace Moore, Ray Noble, Walter O'Keefe, Dick Powell, Fritz Reiner, Fabien Sevitsky, Nathaniel Shilkret, Lawrence Tibbett, Rudy Vallee, Don Voorhees, James J. Walker, Paul Whiteman, Victor Young, Efrem Zimbalist.

FUNCTIONS

To protect the interpretive artist from exploitation of his recordings and transcriptions.

National Assoc. of Radio News Directors

Station WTAM, NBC Bldg., Cleveland 14, Ohio
CHerry 0942 ext. 17

OFFICERS

President John Hogan
Station WCSH, Portland, Maine
1st Vice-President Sig Mickelson
Station WCCO, Minneapolis, Minn.
2nd Vice-President Jack Shelley
Station WHO, Des Moines, Iowa
Treasurer John Murphy
Station WCKY, Cincinnati, Ohio
Executive Secretary Edward Wallace
Station WTAM, Cleveland, Ohio

BOARD OF DIRECTORS

The aforementioned officers with exception of executive secretary Edward Wallace. Also Tom Eaton, station WTIC, Hartford, Conn.; Jack Krueger, station WTMU, Milwaukee, Wis.; Robert Mahoney, station KWKH, Shreveport, La.; Soren Munkhof, station WOW, Omaha, Neb.; Leslie Ford, stations WGR-WKBW, Buffalo, N. Y.; Bob Redeen, station WOC, Davenport, Iowa; Bob Eastman, station KOMA, Oklahoma City, Okl.; Ben Chatfield, station WMAZ, Macon Ga.; Dave Kessler, station WHAM, Rochester, N. Y.

FUNCTIONS

The National Ass'n of Radio News Directors is a professional organization composed of men in charge of news operations. Its purpose is that of a purely professional organization to raise the standard of radio news operations so that the product of all stations will be of the highest integrity. The function of the organization is the interchange of information of a professional type, to aid its members in improvement of their profession. It has as affiliates, various state groups of radio news editors. The NARND issues a monthly bulletin in which new developments of radio news techniques are discussed.

National Association of Station Representatives (NARSH)

c/o Weed & Co., 350 Madison Ave., N. Y. 17, N. Y.
Murray Hill 7-7772

OFFICERS

President Paul H. Raymer
Vice-President H. Preston Peters
Treasurer Lewis H. Avery
Secretary Joseph J. Weed

MEMBERS

Avery-Knodel Inc., John Blair & Company, The Bolling Company Inc., The Branham Company, Burke Kuipers & Mahoney Inc., Burn Smith Company Inc., Capper Publications Inc., Thomas F. Clark Company Inc., Forjoe & Company, Free & Peters Inc., The Friedenberg Agency Inc., Iman Nicoll & Ruthman, W. S. Grant Company Inc., Homer Griffith Company, Headley-Reed Company, George P. Hollingsbery Company, The Katz Agency Inc., Lorenzen & Thompson Inc., McGeehan & O'Mara Inc., Joseph Hershey McGillivra Inc., J. P. McKinney & Son, John E. Pearson Company, John H. Perry Associates, Edward Petry & Company, Inc., Radio Advertising Company, Paul H. Raymer Company Inc., Sears & Ayer Inc., Taylor-Howe-Snowden Radio Sales Inc., Walker Company Inc., Weed & Company, Adam J. Young Jr. Inc.

FUNCTIONS

To develop the use and increase the sale of national spot radio.

National Better Business Bureau, Inc.

405 Lexington Ave., New York 17, N. Y.
Murray Hill 6-3535

OFFICERS

President R. P. Clayberger
Vice-President Warren Agry
Secretary Harry Dwight Smith
Treasurer John L. Anderson
General Manager Edward L. Greene

FUNCTIONS

This organization assists the public, advertisers and publishers to avoid false and deceptive advertising. It cooperates with law enforcement agencies in this work.

National Variety Artists, Inc.

223-5 W. 46th St., New York 19, N. Y.
Columbus 5-0956-7

OFFICERS

President Louis Handin
First Vice-President Jack O'Brien
Second Vice-President Harry Jackson
Treasurer Al Friedman
Secretary Rosa Crouch

FUNCTIONS

The function of National Variety Artists, Inc., is to promote Americanism and fraternal and welfare activities among the members of the theatrical profession.

Nebraska Broadcasters Association

Norfolk Ave. and Sixth St., Norfolk, Nebr.
Phone: 432

President Harry D. Peck
(KFOR, Lincoln)
Vice-President L. L. Hilliard
(KOLT, Scottsbluff)
Secretary-Treasurer Bob Thomas
W/JAC, Norfolk)
Director John Alexander
(KODY, North Platte)
Director Wick Heath
(KMM), Grand Island)
NAB Representative John J. Gillin, Jr.
(WOW, Omaha)

FUNCTIONS

Matters of Mutual Cooperation.

North Carolina Assn. of Broadcasters

Radio Station WKNS, Kingston, N. C.
Office of the Secretary

OFFICERS

President Harold Essex
Vice President Robert M. Wallace
Secretary-Treasurer James W. Campbell
Director J. Frank Jarman
Director Allen Wannamaker

FUNCTIONS

To promote closer cooperation and understanding among the members to make possible unified effort when unity is beneficial; to protect its members in every lawful and proper manner from injustices and unjust exactions; to encourage and promote customs and practices which will be for the best interests of the public and radio of radio advertising, and to act as a regional contact with the National Association of Broadcasters.

Ohio Association of Broadcasters

22 E. Gay St., Columbus 15, Ohio
Phone, Adams 1101

OFFICERS

President John Pattison Williams
Vice-President E. Y. Flanigan
Secretary-Treasurer Carl M. Everson

FUNCTIONS

Trade organization. The purpose to be of mutual benefit in all matters pertaining to the welfare of radio, in Ohio.

Pennsylvania Broadcasters Assn.

P. O. Box 11, Harrisburg, Pa.

OFFICERS

President.....George D. Coleman
(WGBI, Scranton)

Vice-President.....Roy F. Thompson
(WFBC, Altoona)

Treasurer.....Dr. Leon Levy
(WCAU, Philadelphia)

Secretary.....C. G. Moss
(WKBO, Harrisburg)

FUNCTIONS

This organization is a mutual association of the broadcasting stations of Pennsylvania, formed for the purpose of conducting business negotiations concerning matters of interest to the radio broadcasting stations of the state. Its membership is active on the part of practically every station in the state.

Professional Music Men, Inc.

1270 Sixth Ave., New York 20, N. Y.
Columbus 5-7362

OFFICERS

President.....Rocco Vocco

First Vice-President.....Joseph Santly

Second Vice-President.....Charles Warren

Third Vice-President.....Phil Kornheiser

Treasurer.....Irving Tanz

Financial Secretary.....Michael L. Schloss

Recording Secretary.....Louis E. Schwartz

Sergeant-at-Arms.....David Kent

Executive Director.....Bob Miller

BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.

Regional Director.....Morton Schaefer

8350 W. First St., Los Angeles, Calif.

Regional Director.....Al Comparte

36 East Fifth Street, Cincinnati, Ohio

Regional Director.....Danny Engel

FUNCTIONS

Charitable and Benevolent Organization.

The Radio Club of America, Inc.

11 W. 42nd St., New York 18, N. Y.
Longiac 5-6622

OFFICERS

President.....Jerry B. Minter

Vice-President.....R. M. Akin, Jr.

Treasurer.....J. J. Stanley

Corresponding Secretary.....George C. Connor

Recording Secretary.....J. H. Bose

DIRECTORS

E. V. Amy, E. H. Armstrong, R. R. Batchor, G. E. Burghard, Alton Hozeltine, Harry Sadenwater, J. M. Morelock, A. C. Richardson, P. P. Goldsmith, B. D. Loughlin, L. C. F. Horie, H. W. Houck, F. A. Klingschmitt, Paul Ware.

FUNCTIONS

Object of the club is the promotion of cooperation among those interested in scientific investigation and amateur operation in the art of radio communication. Meetings are held monthly from September through June at Columbia University. Proceedings are published approximately six times a year (see listing under publications contained in this volume).

Radio Council—WBEZ (FM)

Chicago Public Schools
228 N. La Salle St., Chicago 7, Ill
Dearborn 7801

Superintendent of Schools.....Herold C. Hunt

OFFICERS

Director.....George Jennings

Program Director.....Elizabeth E. Marshall

Production Head.....Robert R. Miller

Chief Engineer.....E. H. Androsen

News Editor.....Beulah Reogge

Chief Announcer.....Malcolm Reeves

Continuity.....Mary L. Morgan

Writer.....Julia Mary Hanna

Writer.....Juliet F. Magner

Music.....David Nyvall, Jr.

FUNCTIONS

A production unit for the schools of Chicago and Cook County, operating own FM station and using commercial facilities, with major emphasis upon elementary and high school programs. Produces in cooperation with many other civic and public service organizations. Sponsors the annual School Broadcast Conference

Radio Directors Guild

A. F. of L.
The Gladstone
114 E. 52nd St., New York 22, N. Y.
PLaza 9-0875

OFFICERS

President.....Earle McGill

Vice-President.....Thomas Freebairn Smith

Vice-President.....Burr Lee

Vice-President.....George Zachary

Secretary.....Phil Cohen

Treasurer.....Anton M. Leader

National Executive Secretary.....Newman H. Burnett

BRANCH OFFICES

114 E. 52nd Street, New York, N. Y.
PLaza 9-0875

President.....William Sweets
203 N. Wabash, Rm. 506, Chicago, Ill.
Anderson 5458

President.....Burr Lee
6000 Sunset Blvd., Hollywood, Calif.

President.....Thomas Freebairn-Smith

FUNCTIONS

An organization to advance, foster, promote and benefit the interests of directors and associate directors of radio and television programs and to protect and secure their rights in their professional activities.

Radio Executives Club of New York

President's Office
30 Rockefeller Plaza, New York 20, N. Y.
Circle 7-8300

OFFICERS

President.....William Hedges

Vice-President.....Regina Schuebel

Secretary.....Claude Barrere

Treasurer.....Rolph Weit

FUNCTIONS

Promote and encourage the use of radio broadcasting as a medium of advertising; create a lasting fraternity of the persons engaged in radio broadcasting and its allied fields; provide for a common meeting place; promote a better understanding among members of the problems confronting the industry; disseminate information pertaining to radio which may be of mutual interest and value to members and the industry. The REC hold meetings the first and third Thursday of each month from October through May, at luncheons, Hotel Roosevelt, New York City.

Radio Manufacturers Association

1317 F Street, N. W., Washington 4, D. C.
National 4901

OFFICERS

President.....Max F. Balcom
(Sylvania Electric Products, Inc.)

Executive Vice-Pres.—General Manager.....Bond Geddes

ORGANIZATIONS

Treasurer.....Leslie F. Muter
(The Muter Co.)
General Counsel.....John W. Van Allen
Vice-President.....R. E. Carlson
(Tung-Sol Lamp Works, Inc.)
Vice-President.....J. J. Kahn
(Standard Transformer Corp.)
Vice-President.....Allen Shoup
(Sound, Inc.)

DIRECTORS

Benjamin Abrams, Emerson Radio & Phonograph Corp.; Max F. Balcom, Sylvania Electric Products Inc.; W. J. Barkley, Collins Radio Co.; H. C. Bonfig, Zenith Radio Corp.; Monte Cohen, The F. W. Sickles Co.; R. C. Casgrove, Crosley Division, Avco Manufacturing Corp.; W. R. G. Baker, General Electric Co.; G. Richard Frying, Erie Resistor Corp.; F. A. Hiter, Stewart-Warner Corp.; J. J. Kahn, Standard Transformer Corp.; F. R. Lack, Western Electric Co. Inc.; W. A. MacDonald, Hazeltine Electronics Corp.; A. D. Lamond, jr., The Indiana Steel Products Co.; Ienn W. Thompson, Noblitt-Sparks Industries, Inc.; Leslie F. Muter, The Muter Co.; A. Blumkrantz, General Instrument Corp.; Lloyd H. Coffin, Hytron Radio & Electronics Corp.; Walter Evans, Westinghouse Electric Corp.; Frank M. Folsom, Radio Corporation of America, RCA Victor Div.; Paul V. Galvin, Motorola, Inc.; George R. Haase, Operadio Mfg.; Lloyd A. Mammalund Mfg. Co., Inc.; Larry F. Hardy, Philco Corp.; W. P. Hilliard, Bendix Radio, Bendix Aviation Corp.; E. A. Nicholas, Farnsworth Television & Radio Corp.; J. Hall Stackpole, Stackpole Carbon Co.; Thos. A. White, Jensen Mfg. Co.; David Wald, DeWald Radio Mfg. Corp.; E. Aischuler, Santinel Radio Corp.; R. E. Carlson, Tung-Sol Lamp Works, Inc.; G. M. Gardner, Wells-Gardner & Co.; Joseph Gerl, Sonora Radio & Television Corp.; H. J. Hoffman, Mochlett Laboratories, Inc.; H. L. Hoffman, Hoffman Radio Corp.; George Lewis, Federal Telephone & Radio Corp.; Roy J. Manson, Stromberg-Carlson Co.; H. C. Mattes, Belmont Radio Corp.; Ernest Searing, International Resistance Co.; Allen Shoup, Sound, Inc.; Harry G. Sparks, The Sparks-Withington Co.; Ray F. Sparrow, P. R. Mallory & Co., Inc.; R. C. Sprague, Sprague Electric Co.

FUNCTIONS

Non-profit, co-operative trade association for the promotion of all radio interests and special services to radio and electronic manufacturers.

Radio Manufacturers Assn. of Canada

Room 302, 159 Bay St., Toronto 1, Ont., Canada
Adelaide 1531

OFFICERS

President.....S. L. Capell
(Philco Corp. of Canada Ltd., Toronto)
Vice-President.....F. R. Deakins
(RCA Victor Co. Ltd., Montreal)
Chairman, Parts Division.....D. Lou Harris
(Radio Components Ltd., Toronto)
Vice-Chairman, Parts Division.....Tom Fleming
(Kester Solder Co. of Canada Ltd., Brantford, Ont.)
Chairman, Engineering Comm.....S. Sillitoe
(Northern Electric Co. Ltd., Montreal)
Vice-Chairman, Eng. Comm.....F. H. R. Pounsett
(Stromberg-Carlson Co. Ltd., Toronto)
Chairman, Service Comm.....C. O. Baldwin
(Philco Corp. of Canada Ltd., Toronto)
Vice-Chairman, Service Comm.....E. C. Dahmer
(Dominion Electrohme Ind. Ltd., Kitchener, Ontario)
Executive Secretary.....S. D. Brownlee
(Radio Mfgs. Assoc. of Canada, Toronto)

FUNCTIONS

This association is a non-profit and co-operative organization founded in 1926 to promote the interests of the radio manufacturing industry in Canada.

Radio Script & Transcription Exchange

U. S. Office of Education, Washington 25, D. C.
Executive 6300, Ext. 2897

STAFF

Chief.....Franklin Dunham
Radio Education Specialist.....Gertrude G. Broderick

FUNCTIONS

The exchange is designed to promote more effective local broadcasting by educational and civic organizations and radio stations by serving as a clearing house for selected educational radio scripts, transcriptions and production aids, and as a source of all kinds of information pertaining to the field of educational radio.

Radio Service, Office of Information, Department of Agriculture

Washington 25, D. C.
Republic 4142 Extension 5163

OFFICERS

Assistant Director of Information in charge of Radio and Video.....Kenneth M. Gopen

FUNCTIONS

Supervises and coordinates radio and television activities of the Department of Agriculture—both departmental and field services. Cooperates with the radio industry in network farm broadcasting. Examples, The National Farm and Home Hour over the National Broadcasting Company's network; The American Farmer over The American Broadcasting Company's network. Regularly furnishes background information from USDA to individual stations with farm service programs; occasionally furnishes transcriptions.

Radio Technical Planning Board

1 East 79th St., New York 21, N. Y.
REGent 7-9500

Chairman.....Haraden Pratt
Vice-Chairman.....A. N. Goldsmith
Treasurer.....Will Ballin
Secretary.....C. W. Bailey

FUNCTIONS

The RTPB formulates plans for the technical future of the radio industry and services, including frequency allocations and systems standardization, in accordance with the public interest and the technical facts. The Planning Board advises government, industry and the public of its recommendations. Such planning is restricted to engineering considerations.

The Radio Writers' Guild of the Authors' League of America, Inc.

6 E. 39th Street, New York 16, N. Y.
Murray Hill 6-5251-2-3

OFFICERS

National President.....Sam Moore
Vice-Presidents: Eastern Region.....Erik Barnow
Midwestern Region.....Welbourn Kelley
Western Region.....Rod Holmgren,
Sam Moore

BRANCH OFFICES

Chicago: 203 N. Wabash Ave., Phone Andover 5458,
Room 506, Ferry Revzin, Secy, Hollywood 1655 N.
Cherokee Ave., Phone, Hollywood 3601, Michael David-
son, Exec. Secy.

FUNCTIONS

For the improvement of general conditions affecting men and women engaged in writing for radio broadcasting.

Rocky Mountain Radio Council

21 East 18th Ave., Denver 2, Colo.
KEstone 5306

OFFICERS

President.....W. D. Armentrout
Secretary.....H. M. Crain
Treasurer.....C. C. Moore
Director.....Allen Miller

EXECUTIVE COMMITTEE

A. Helen Anderson, Robert L. Stearns, Caleb Gates,
Thurston J. Davies.

FUNCTIONS

The Rocky Mountain Radio Council is a non-profit corporation representing over 30 educational and public service organizations and more than 20 radio stations. It was formed to give professional aid to educational and public service organizations in the planning, preparation and production of their radio broadcasts. In 1946 it produced 639 programs for 15 organizations which were rebroadcast 3578 times from 26 commercial radio stations in the Rocky Mountain region. Recording studios and facilities are available for quality commercial work.

School Broadcast Conference

228 N. La Salle St., Chicago 1, Ill.
Dearborn 7801

OFFICERS

Director.....George Jennings
(Director, Radio Council, WBEZ, Chicago)

EXECUTIVE COMMITTEE

Judith Waller, NBC, Chicago; Elizabeth E. Marshall,
Radio Council, WBEZ, Chicago.

PROGRAM COMMITTEE

Dorothy Blackwell, St. Louis Public Schools; Donald Cawelti, Winnetka Public Schools; Stephen Corey, University of Chicago; Franklin Dunham, U. S. Office of Education; Gertrude Golden, Philadelphia Public Schools; Arman Hunter, Temple University; Kathleen N. Lardie, Detroit Public Schools, WDTR; William Levenson, Cleveland Public Schools, WBOE; James Macandrew, New York City Schools, WNYE; Harold B. McCarty, WHA, University of Wisconsin; Allen Miller, Denver; Clarence Morgan, Indiana State Teachers College; James Morris, Oregon State College, KOAC; William Senor, University of Southern California, KUSC.

FUNCTIONS

The School Broadcast Conference holds an annual three day meeting in the fall of each year in Chicago; it serves as a clearing house for information and publications concerned with school and university broadcasting throughout the year. It also auditions discs and transcriptions and recommends them to schools for classroom use.

SESAC, Inc.

475 Fifth Ave., New York 17, N. Y.
Murray Hill 5-5365.

OFFICERS

President.....Paul Heinecke
Secretary-Treasurer.....R. C. Heinecke

FUNCTIONS

Licensing the use of copyrighted music, transcribed library program service, syndicated transcribed tailor-made programs for advertisers.

Society of Jewish Composers, Publishers and Song Writers

152 W. 42nd St., New York 18, N. Y.
LONgacre 4-8574

OFFICERS

President.....Sholom Secunda
Vice-President-Treasurer.....Joseph M. Rumshinsky
Secretary.....Henry Lefkowitz
General Manager.....Salom J. Perlmutter

FUNCTIONS

This association licenses public performance rights of music copyrighted by its members and on which they collect royalties. Association owns approximately 95 percent of the Jewish compositions.

Society of Motion Picture Engineers, Inc.

342 Madison Ave., New York 17, N. Y.
Murray Hill 2-2185

OFFICERS (As of Jan. 1, 1948)

President.....Loren L. Ryder
Past-President.....Donald E. Hyndman
Executive Vice-President.....Earl I. Sponsable
Engineering Vice-President.....John A. Maurer
Editorial Vice-President.....Clyde R. Keith
Financial Vice-President.....James Frank, Jr.
Convention Vice-President.....William C. Kunzmann
Secretary.....G. T. Lorance
Treasurer.....R. B. Austrian
Executive Secretary.....Boyce Nemeck

FUNCTIONS

The advancement of motion picture engineering and the allied arts and science; the standardization of the mechanisms and practices employed in the motion picture industry, and the dissemination of scientific knowledge by publication.

Song Writers' Protective Association (SPA)

1250 Sixth Ave., New York 20, N. Y.
Columbus 5-3758

OFFICERS

President.....Sigmund Romberg
Vice-President.....Charles Tobias
Second Vice-President.....Jesse Greer
Secretary.....Peter De Rose
Treasurer.....Abel Baer
Counsel.....John Schulman
Executive Secretary.....Miriam Stern

MEMBERS OF THE COUNCIL

Chairman—Edgar Leslie, Stanley Adams, Abel Baer, Paul Cunningham, Ira Girshwin, Ferde Grofe, Oscar Hammerstein II, Sam Lewis, Joseph Meyer, Richard Rodgers, Sam H. Stept, Fred E. Ahlert, J. Fred Coats, Milton Drake, Jesse Greer, Otto Harbach, Ray Henderson, George W. Meyer, Geoffrey O'Hara, Sigmund Romberg, Charles Tobias.

FUNCTIONS

The objects of this Association are and shall be: To cultivate and establish harmony and unity of action and understanding among the members of the Association, and between them and corporations, firms or individuals with whom they have or may have business dealings, and to promote the equitable adjustment of all matters relating to the professional work of the members.

Southern California Broadcasters' Association, Inc.

542 S. Broadway, Los Angeles 13, Calif.
Michigan 8654

OFFICERS

President.....William J. Beaton, KWKW
Vice-President.....Ernest Spencer, KVOE
Secretary-Treasurer.....Thelma Kirchner, KGFJ;
Harry Witt, KNX; Calvin J. Smith, KFAC; Robert O. Reynolds, KMPC; Lee F. Wynne, KGER.
Executive Secretary.....Ethel Bell Mack, SCBA

FUNCTIONS

A non-profit organization whose membership comprises 38 radio stations and 4 networks of southern California. Purpose: to promote cooperation and understanding among its members; to foster and promote the development of the art of radio broadcasting; to encourage and promote customs and practices which will be for the best interest of the public and the radio broadcasting industry.

• • • **ORGANIZATIONS** • • •

**Sports Broadcasters Association
(New York Chapter)**

1540 Broadway, New York 19, N. Y.
BRyant 9-1407

OFFICERS

President Ted Husing
Vice President Marty Glickman
Vice President Guy Lebow
Treasurer Andy Lang
Secretary Joe Hase
Membership Chairman Jimmy Dolan
Public Events Chairman Red Barber
Club Contacts Chairman Mel Allen
Entertainment Chairman Stan Lomax

FUNCTIONS

Regular luncheon organization meeting weekly during fall, bi-monthly thruout remainder of the year to discuss sports broadcasting, to promote the art of sports broadcasting and to increase listener interest in sports news dissemination.

Television Broadcasters Assn., Inc.

500 Fifth Ave., New York 18, N. Y.
Lackawanna 4-4788

OFFICERS

President Jack R. Poppele
Vice-President John F. Royal
Secretary-Treasurer Will Balfin
Assistant Secretary-Treasurer Paul Raibourn

DIRECTORS

Dr. Allen B. DuMont, Allen B. DuMont Laboratories, Inc.; F. J. Bingley, Philco Corp.; Curtis W. Mason, Earle C. Anthony, Inc.; John F. Royal, NBC; Jack R. Poppele, WOR, New York; Frank P. Schreiber, WGN, Inc.; Paul Raibourn, Television Productions, Inc.; G. Emerson Markham, General Electric Company.

FUNCTIONS

Founded January, 1944, as a non-profit organiza-

tion of television broadcasters and others engaged in any business directly connected with television broadcasting. Objects are to foster and promote the development of the art of television broadcasting; to protect its members in every lawful and proper manner; to foster, encourage and promote laws, rules, regulations, customs and practices which will be in the best interest of the public; to protect the interests of the members of the Association by opposing the enactment or adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members of this Association.

**Washington State Association of
Broadcasters**

c/o Station KTBI, Tacoma, Wash.
Broadway 2241

OFFICERS

President H. J. Quilliam
Vice President O. A. Runchey
Secretary-Treasurer Robert Priebe
Director Richard Dunning
Director James Wallace

FUNCTIONS

A non-profit Association made up of broadcasters of Washington State to advance the interest of the radio broadcasting industry in the state of Washington.

Western Association of Broadcasters

1000 Southam Bldg.
Calgary, Alberta, Canada
R-1036

OFFICERS

President A. M. Cairns

DIRECTORS

G. R. A. Rice, William Guild, A. A. Murphy.

FUNCTIONS

A voluntary trade association composed of radio stations from the Great Lakes to the Pacific.

ONLY

RADIO LUXEMBOURG

COVERS EUROPE

200,000 WATTS

18 HOURS PER DAY

82% TOTAL RADIO HOMES

50% AVERAGE LISTENERSHIP

(France and Belgium)

Exclusive Representation:

CONTINENTAL EUROPE

Informations et
Publicite, Paris

GREAT BRITAIN

Radio Luxembourg
Advertising, Ltd., London

U. S. A.

**GUY BOLAM • 175 FIFTH AVENUE, NEW YORK 10, N. Y.
GRamercy 5-5463**

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.

INTERNATIONAL

*International Broadcast Stations
Of The United States*

•

CBS and NBC Latin-American Networks

•

Mexico

•

Central America

•

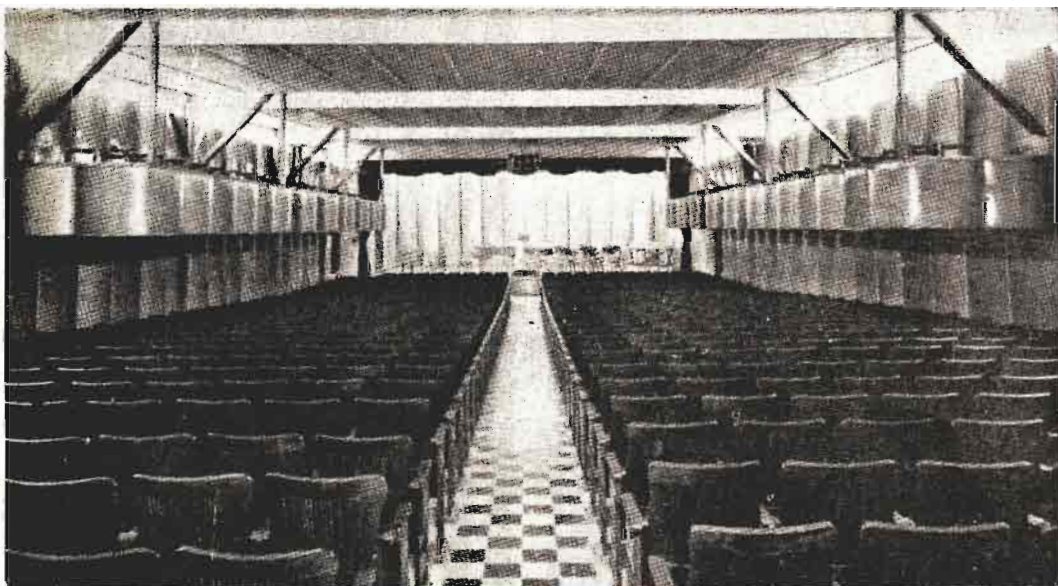
South America

RHC

COMBINES

SHOWMANSHIP *plus*: SALESMANSHIP

FOR BEST RESULTS IN CUBA



The largest and most modern radio auditorium in Latin America, seating 1,000. Built with the polycylindrical acoustic system of moving panels. Using post-war RCA studio equipment. With an 80 ton General Electric air conditioning equipment, 4 times larger than that of any other radio station in Cuba. Broadcasting through the *eight* stations that comprise the **FIRST TELEPHONE WIRED NETWORK OF CUBA** that blankets the whole island



PINAR DEL RIO
HAVANA
HAVANA (Short wave)
SANTA CLARA

SANTA CLARA (Short wave)
CAMAGUEY
HOLGUIN
SANTIAGO DE CUBA



For rates and prompt information, write or wire.

Representative: CLARK-WANDLESS CO., 205 East 42nd St., New York City

RHC CADENA AZUL

PRADO 53

Murray Hill 4-6317

HAVANA, CUBA

INTERNATIONAL BROADCAST STATIONS IN THE UNITED STATES

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Frequency (Kc)</i>	<i>Power</i>
The Associated Broadcasters, Inc. San Francisco, California.....	KWID	6060, 9570, 11870, 11890, 11900, 15290, 17760, 21610	100 kw
The Associated Broadcasters, Inc. San Francisco, California.....	KWIX	6060, 9570, 11870, 11890, 11900, 15290, 17760, 21610	50 kw
Columbia Broadcasting System, Inc. Brentwood, Long Island.....	WCBN	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Brentwood, Long Island.....	WCBX	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Brentwood, Long Island.....	WCDA	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	10 kw
Columbia Broadcasting System, Inc. Brentwood, Long Island.....	WCRC	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Wayne, New Jersey.....	WOOC	6120, 9650, 9700, 11810, 15130, 17830, 21500	50 kw
Columbia Broadcasting System, Inc. Wayne, New Jersey.....	WOOW	6120, 9650, 9700, 11810, 15130, 17830, 21500	50 kw
Columbia Broadcasting System, Inc. Delano, California.....	KCBA	6170, 9670, 9700, 9750, 11770, 11810, 15130, 15150, 15330, 17780, 21460	50 kw
Columbia Broadcasting System, Inc. Delano, California.....	KCBF	6170, 9670, 9700, 9750, 11770, 11810, 15130, 15150, 15330, 17780, 21460	50 kw
Columbia Broadcasting System, Inc. Delano, California.....	KCBR	6170, 9670, 9700, 9750, 11770, 11810, 15130, 15150, 15330, 17780, 21460	200 kw
The Crosley Corporation Bethany, Ohio.....	WLWL	6080, 9550, 9700, 11710, 11810, 15250, 15350, 21650, 21690	200 kw
The Crosley Corporation Bethany, Ohio.....	WLWR	6080, 9550, 9700, 11710, 11810, 15250, 15350, 21650, 21690	200 kw
The Crosley Corporation Bethany, Ohio.....	WLWS	6080, 9550, 9700, 11710, 11810, 15250, 15350, 21650, 21690	200 kw
The Crosley Corporation Mason, Ohio.....	WLWK	6080, 9590, 11710, 11790, 15250, 17800, 21650	50 kw
The Crosley Corporation Mason, Ohio.....	WLWO	6080, 9590, 11710, 11790, 15250, 17800, 21650	75 kw
General Electric Company Schenectady, New York.....	WGEA	6190, 9530, 9550, 11770, 11810, 15330, 17880, 21500, 21590	50 kw

General Electric Company Schenectady, New York	WGEO	6190, 9530, 9550, 11770, 11810, 15330, 17880, 21500, 21590	100 kw
General Electric Company Schenectady, New York	WGEX	6190, 9530, 9550, 11770, 11810, 15330, 17880, 21500, 21590	25 kw
General Electric Company Belmont, California	KGEI	6190, 9530, 9550, 9670, 11730, 11790, 15130, 15210, 15330, 17780, 17880	50 kw
General Electric Company Belmont, California	KGEX	6190, 9530, 9550, 9670, 11730, 11790, 15130, 15210, 15330, 17780, 17880	100 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey	WNBI	6100, 9670, 11870, 11893, 15150, 17780, 21630	50 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey	WRCA	6100, 9670, 11870, 11893, 15150, 17780, 21630	50 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey	WNRA	6100, 9670, 11830, 11870, 15280, 18160, 21610, 21730	50 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey	WNRE	6100, 9670, 11830, 11870, 15280, 18160, 21610, 21730	50 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey	WNRI	6100, 9670, 11830, 11870, 15280, 18160, 21610, 21730	50 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey	WNRX	6100, 9670, 11830, 11870, 15280, 18160, 21610, 21730	50 kw
National Broadcasting Co., Inc. Dixon, California	KNBA	6060, 6120, 9650, 9700, 11790, 11890, 15250, 15330, 17780, 21630	50 kw
National Broadcasting Co., Inc. Dixon, California	KNBI	6060, 6120, 9650, 9700, 11790, 11890, 15250, 15330, 17780, 21630	50 kw
National Broadcasting Co., Inc. Dixon, California	KNBX	6060, 6120, 9650, 9700, 11790, 11890, 15250, 15330, 17780, 21630	200 kw
Westinghouse Radio Stations, Inc. Hull, Mass.	WBOS	6140, 9570, 11870, 15210, 17780, 21540	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUA	6040, 9570, 9700, 11730, 11790, 15130, 15290, 15350, 17750, 21460, 25600	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	*WRUL	6040, 9570, 9700, 11730, 11790, 15130, 15290, 15350, 17750, 21460, 25600	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUS	6040, 9570, 9700, 11730, 11790, 15130, 15290, 15350, 17750, 21460, 25600	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	*WRUW	6040, 9570, 9700, 11730, 11790, 15130, 15290, 15350, 17750, 21460, 25600	20 kw
World Wide Broadcasting Corp. Scituate, Mass.	**WRUX	6040, 9570, 9700, 11730, 11790, 15130, 15290, 15350, 17750, 21460, 25600	10 kw

* Used partially by World Wide for its own broadcasts.

** Used exclusively by World Wide for its own broadcasts.

La Cadena De Las Americas

(The Network of the Americas)

of

THE COLUMBIA BROADCASTING SYSTEM

— PERSONNEL —

Director of Shortwave Broadcasts and Latin American Relations.....	Edmund Chester
Assistant Director of Shortwave Broadcasts.....	John W. Hundley
Executive Assistant in Charge of Operations.....	Tony Kraber
Shortwave News Director.....	Lawrence S. Haas
Asst. Director of Latin American Relations.....	Roberto Unáue
Assistant in Charge of Program Planning.....	Merrill C. Phillips
Supervisor of Press Information and Listener Relations.....	Margaret E. Kennedy
Supervisor of Production.....	Russ Johns
Supervisor of Script Dept.....	Isabel Redman
Supervisor of Talks Programs.....	Jean MacInnis
Editor of Special Programming for Latin America.....	Carlos Videla
Supervisor of Spanish Section.....	Tomás Pérez
Supervisor of Portuguese Section.....	Luis Játoba
Day Editor, Shortwave News.....	Mortimer Dank
Night Editor, Shortwave News.....	Henry Lepidus
Shortwave News Analysis.....	Frederick Silber
Feature Editor, Shortwave News.....	Dan Harvey
Far East Editor, Shortwave News.....	Ruth Lewis

ARGENTINA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
LR3.....	Radio Belgrano.....	Buenos Aires.....	950	50000
LRY.....	Radio Belgrano.....	Buenos Aires.....	9460	50000
LRY1.....			6090	50000
—Radio Belgrano Network—				
LU7.....	Radio Bahía Blanca.....	Bahía Blanca.....	900	5000
LV2.....	Radio Central.....	Cordoba.....	960	5000
LT7.....	Radio Corrientes.....	Corrientes.....	1340	10000
LT8.....	Radio Rosario.....	Rosario.....	840	3000
LV1.....	Radio Colon.....	San Juan.....	560	10000
LV4.....	Radio San Rafael.....	Mendoza.....	690	5000
LV11.....	Radio del Norte.....	Santiago del Estero.....	1170	500
LT14.....	Radio General Urquiza.....	Parana.....	—	—
LT15.....	Radio Concordia.....	Concordia.....	—	—
LV12.....	Radio Aconquija.....	Tucuman.....	580	15000
LV14.....	Radio La Rioja.....	La Rioja.....	1330	5000
LV10.....	Radio Cuyo.....	Mendoza.....	1210	10000
LV13.....	Radio San Luis.....	San Luis.....	1250	5000
ZP5.....	Radio Encarnacion.....	Encarnacion, Para- guay.....	920	5000
ZPA5.....	Radio Encarnacion.....	Encarnacion, Para- guay.....	950	3000
CXA8.....	Radio Real de San Carlos.....	Colonia, Uruguay.....	9620	20000
CXA14.....	Radio Real de San Carlos.....	Colonia, Uruguay.....	11820	1000
LRR.....	Radio Ovidio Lagos.....	Rosario.....	11887	10000
LRR1.....	Radio Ovidio Lagos.....	Rosario.....		

BOLIVIA

CP4.....	Radio Illimani	La Paz	1020	250
CP5.....	Radio Illimani	La Paz	6200	250

CHILE

CB57.....	Radio Sociedad Nacional de Agricultura.	Santiago de Chile....	570	6000
CB1180.....	Radio Sociedad Nacional de Agricultura.	Santiago de Chile....	11800	1000
CB90.....	Radio Sociedad Nacional de Agricultura.	Valparaiso	900	1000

COLOMBIA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
HJAG.....	Emisora Atlantico	Barranquilla	1050, 4905	1000
HJAH.....	Emisora Atlantico	Barranquilla	1080	1000
HJCS.....	Radio Continental	Bogota	920	5000
HJEB.....	La Voz del Valle	Cali	1150	1000
HJED.....	La Voz del Valle	Cali	4825	1000
HJAP.....	Radio Colonial	Cartagena		
HJAR.....	Radio Colonial	Cartagena		
HJFB.....	Radio Manizales	Manizales	6105	6000
HJFD.....	Radio Manizales	Manizales	1390	1000
HJDT.....	Radio Nutibara	Medellin	1150	500
HJFF.....	Ondas del Otun	Pereira	1350	1000
HJFK.....	La Voz Amiga	Pereira	6097	2500
HJBJ.....	La Voz de Santa Marta	Santa Marta	1370	1200

COSTA RICA

TIPG.....	La Voz de la Victor	San Jose	625	5000
TIPG.....	La Voz de la Victor	San Jose	9615	2500

CUBA

CMJN.....	RHC Cadena Azul	Camaguey	740	1000
CMCY.....	RHC Cadena Azul	Havana	590	15000
COCY.....	RHC Cadena Azul	Havana	11470	1000
CMKY.....	RHC Cadena Azul	Holguin	600	1000
CMAN.....	RHC Cadena Azul	Pinar del Rio.....	1300	1000
CMHI.....	RHC Cadena Azul	Santa Clara	570	15000
COHI.....	RHC Cadena Azul	Santa Clara	6450	5000
CMKN.....	RHC Cadena Azul	Santiago de Cuba....	930	1000

DOMINICAN REPUBLIC

HIIZ.....	Broadcasting Nacional	Ciudad Trujillo	6312	500
HIZ.....	Broadcasting Nacional	Ciudad Trujillo	1350	250

ECUADOR

HC2AJ.....	Compania del Ecuador.....	Guayaquil	1050	1000
HC2AK.....	Compania del Ecuador.....	Guayaquil	9310	1000
HCQR.....	Radio Quito	Quito	1340	250
HCQRX.....	Radio Quito	Quito	5970	250
HCBS.....	Radio Bolivar	Quito	1304	250
HCBT.....	La Voz de la Libertad	Quito	9355	250

• • • **CBS LATIN-AMERICAN NETWORK** • • •

EL SALVADOR

YSP.....	La Voz de Cuscatlan	San Salvador	760	250
YSP1.....	La Voz de Cuscatlan	San Salvador	780	115
YSPA.....	La Voz de Cuscatlan	San Salvador	9575	-----
YSPB.....	La Voz de Cuscatlan	San Salvador	6150	350

GUATEMALA

<i>Call Letters</i>	<i>Station Name and/or Owner</i>	<i>Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
TGW.....	La Voz de Guatemala	Guatemala City	610	10000
TGWA.....	La Voz de Guatemala	Guatemala City	9685	10000
			15170	-----
TGWB.....	La Voz de Guatemala	Guatemala City	6460	1000
TGWC.....	La Voz de Guatemala	Guatemala City	1520	1000

HAITI

HHW.....	Station de Radioifusion	Port-au-Prince	1230	150
HH3W.....	Station de Radioifusion	Port-au-Prince	9890	250

HONDURAS

HRN.....	La Voz de Honduras	Tegucigalpa	5875	750
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MEXICO

XEQ.....	Radio Pan Americana, S.A.	Mexico City	940	50000
XEQQ.....	Radio Pan Americana, S.A.	Mexico City	9680	1000
XEA.....	Campeche, Cam.	1370	1000
XEBU.....	Chihuahua, Chih.	1260	500
XEBL.....	La Voz del Noroeste	Culiacan, Sin.	1260	500
XEHL.....	Guadalajara, Jal.	1370	500
XEHQ.....	Hermosillo, Son.	590	300
XEDS.....	Mazatlan, Sin.	1420	500
XEFC.....	La Voz de Yucatan	Merida, Yuc.	1340	250
XEGW.....	Acambaro
XEMR.....	Enrique Serna Martinez	Monterrey, N.L.	1370	500
XELQ.....	Radio Comercial	Morelia, Mich.	1270	250
XEAX.....	Alvaro Rodriguez A.	Oaxaca, Oax.	1270	500
XEHR.....	Manuel R. Canalo	Puebla, Pue.	1090	250
XEBM.....	San Luis Potosi	1260	150
XETU.....	Juan Perez Cardonas	Tampico, Tams.	1460	1000
XEDN.....	Alejandro O. Stevenson, Jr.	Torreón, Coah.	1260	250
XEHV.....	Juan A. Palavicini	Veracruz, Ver.	1310	1000
XENC.....	Celaya	1450	250
XEON.....	Tuxtla Gutierrez
XEAG.....	Cordoba	1280	250
XEJT.....	Guanajuato	570	250
XEWE.....	Irapuato	1420	100
XEFM.....	Leon	1270	100
XEPP.....	Orizaba	1450	150
XEDE.....	Saltillo	1400	150
XEVV.....	Villahermosa

NICARAGUA

YNOW.....	La Voz de la America Central	Managua	6850	800
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PANAMA

HOC.....	Cadena Panamena de Radiodifusion.....	Panama City	1440	1000
HP5A.....	Cadena Panamena de Radiodifusion.....	Panama City	11700	1000
HOD.....	Cadena Panamena de Radiodifusion.....	David (Panama)		
HOS.....	Cadena Panamena de Radiodifusion.....	Colon		

PARAGUAY

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
ZP3.....	Radio Teleco	Asuncion	700	12000
ZPA3.....	Radio Teleco	Asuncion	11850	1200

PERU

OAX6C.....	Radio Continental	Arequipa	1370	300
OAX6D.....	Radio Continental	Arequipa	9500	250
OAX6E.....	Radio Continental	Arequipa	6235	300
OAX4A.....	Radio Nacional del Peru	Lima	854	10000
OAX4Z.....	Radio Nacional del Peru	Lima	6082	14000
OAX4U.....	Radio America	Lima	1030	1000
OAX4V.....	Radio America	Lima	5940	500
OAX4W.....	Radio America	Lima	9440	500

PUERTO RICO

WKAQ.....	San Juan	620	5000
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URUGUAY

CX16.....	Radio Carve	Montevideo	850	50000
CX24.....	La Voz del Aire	Montevideo	1010	5000
CXA8.....	Short Wave	Colonia	9620	20000
CXA14.....	Short Wave	Colonia	11820	1000
	—Radio Carve Network			
CW1.....	Radio Popular	Colonia	550	4500
CW31.....	Salta Broadcasting	Salta	1120	250
CW39.....	La Voz de Paysandu	Paysandu	1320	100
CW41.....	Broadcasting San Jose	San Jose	1360	050
CW43B.....	Radio Internacional	Rivera	1480	750
CW51.....	Radio Maldonado	Maldonado	1560	500
CW53.....	Radio Cerro Largo	Melo	1580	250
CX52.....	Radio Litoral Soriano	Mercedes	1570	500

VENEZUELA

YV5RG.....	Ondas Populares	Caracas	1010	1000
YV5RU.....	Ondas Populares	Caracas	6070	2232
YV6RA.....	Ecos Del Orinoco	Ciudad Bolivar	1400	750
YV6RU.....	Ecos Del Orinoco	Ciudad Bolivar	4790	1000
YV7RA.....	Radio Sucre	Cumana	1220	400
YV7RB.....	Radio Sucre	Cumana	3470	750
YVIRA.....	Ecos Del Zulia	Maracaibo	1300	200
YVIRV.....	Ecos Del Zulia	Maracaibo	4750	300
YV4RE.....	Radio Valencia	Valencia	1400	1000
YV4RP.....	Radio Valencia	Valencia	3480	1000

La Cadena Panamericana

(The Pan American Network)

of the

NATIONAL BROADCASTING COMPANY

— P E R S O N N E L —

Vice President in charge of News and Special Events and International Relations.....	William F. Brooks
Assistant to the Vice President.....	Fred B. Bate
Assistant to the Vice President.....	Stanley P. Richardson
Radio Facilities Engineer.....	Raymond F. Guy
Director of Station Relations.....	Cal J. Abraham
Day Program Supervisor.....	Frank W. Nesbitt
Chief, Spanish-Language Section.....	Alberto N. Gandero
Chief, Portuguese-Language Section.....	James I. Christie
Production Manager.....	Raymond S. Green
Supervisor of Music Section.....	Edith Roth
Chief of Traffic Section.....	Earl Harder

ARGENTINA

Radio Splendid Network (Red Argentina de Emisoras Splendid)

Station	Name	Location	Kilocycles	Watts
LR4.....	Radio Splendid	Buenos Aires	990	50000
LRS.....	Radio Splendid	Buenos Aires	9320	25000
LRS1.....	Radio Splendid	Buenos Aires	6065	10000
			5985	10000
LRS2.....	Radio Splendid	Buenos Aires	11970	5000
LW1.....	de la Red Splendid	Cordoba	790	20000
LT2.....	de la Red Splendid	Rosario	1230	20000
LU3.....	de la Red Splendid	Bahia Blanca	1150	10000
LV6.....	de la Red Splendid	Mendoza	630	10000
LT4.....	de la Red Splendid	Posadas	1010	2500
LU5.....	de la Red Splendid	Neuquen	1130	2500
LW8.....	de la Red Splendid	Jujuy	1130	2500
LW7.....	de la Red Splendid	Catamarca	730	2000
LU4.....	Radio Comodoro Rivadavia	C. Rivadavia	640	1500
LU6.....	Radio Atlantica	Mar del Plata	1300	1500
LU8.....	Radio Bariloche	Bariloche	1130	1500
LU12.....	Radio Rio Gallegos	Rio Gallegos	680	1500

BOLIVIA

CP20.....	Radio El Condor	La Paz	900	1000
CP15.....	Radio El Condor	La Paz	5875	1500
CP18.....	Radio El Condor	Oruro	6140	250
CP1.....	Radio Chuquisaca	Sucre	9500	800
CP41.....	Radio Chuquisaca	Sucre	1325	80
CP22.....	Radio Internacional	Potosi	6130	1000

CHILE

CB114.....	Corporacion Chilena de Broadcasting y Television, S. A.	Santiago	1140	50000
CB84.....	Radio La Union de Recreo	Valparaiso	840	3000
CD69.....	Radio La Frontera	Temuco	690	1200
CC117.....	Radio Simon Bolivar	Concepcion	1170	1000
CA108.....	Radio La Serena	La Serena	1080	1500
CA141.....	Radio El Loa	Antofagasta	1410	3000

COLOMBIA

Station	Name	Location	Kilocycles	Watts
HJCC.....	La Voz de Bogota.....	Bogota	870	5000
HJCE.....	La Voz de Bogota.....	Bogota	1000	1500
HJCF.....	La Voz de Bogota.....	Bogota	6240	1000
HJCR.....	Radiodifusora Nacional.....	Bogota	1200	1000
			690	5000
HJCT.....	Radiodifusora Nacional.....	Bogota	6200	10000
HJCQ.....	Radiodifusora Nacional.....	Bogota	4955	2500
HJDK.....	La Voz de Antioquia.....	Medellin	770	10000
HJDE.....	La Voz de Antioquia.....	Medellin	6145	10000
HJAN.....	Emisoras Unidas.....	Barranquilla	730	10000
HJAB.....	Emisoras Unidas.....	Barranquilla	4875	5000
HJAB-FM.....	Emisoras Unidas.....	Barranquilla	90	500 mc
HJGK.....	Radio Santander.....	Bucaramanga	1280	1000
HJGB.....	Radio Santander.....	Bucaramanga	4775	2500
HJFE.....	La Voz de Pereira.....	Pereira	1170	1000
HJFA.....	La Voz de Pereira.....	Pereira	6054	5000
HJAF.....	Emisoras Fuentes.....	Cartagena	1240	1000
HJAE.....	Emisoras Fuentes.....	Cartagena	4965	1000

COSTA RICA

TIPG.....	La Voz de la Victor.....	San Jose	625	10000
TIPG.....	La Voz de la Victor.....	San Jose	9615	2500

CUBA

CMQ Network (Circuito CMQ)

CMQ.....	Circuito CMQ.....	Habana	640	25000
COCQ.....	Circuito CMQ.....	Habana	8825	1000
CMHQ.....	del Circuito CMQ.....	Santa Clara	630	10000
CMJL.....	del Circuito CMQ.....	Camaguey	920	10000
CMKJ.....	del Circuito CMQ.....	Holguin	730	10000
CMKU.....	del Circuito CMQ.....	Santiago	970	1000
CMAQ.....	del Circuito CMQ.....	Pinar de Rio	920	1000

DOMINICAN REPUBLIC

HIX.....	Radiodifusora Oficial.....	Ciudad Trujillo	6080	7500
HI9B.....	Broadcasting "Hotel Mercedes".....	Santiago	6383	400

ECUADOR

HCJB.....	La Voz de los Andes.....	Quito	974	1500
HCJB.....	La Voz de los Andes.....	Quito	4108	1000
HCJB.....	La Voz de los Andes.....	Quito	6240	1000
HCJB.....	La Voz de los Andes.....	Quito	9958	1000
HCJB.....	La Voz de los Andes.....	Quito	12455	10000
HCJB.....	La Voz de los Andes.....	Quito	15115	1000
HCJB.....	La Voz de los Andes.....	Guayaquil	700	400
HC2ET.....	Radio El Telegrafo.....	Guayaquil	1160	250
HC2GI.....	Radio El Telegrafo.....	Guayaquil	4712	400

EL SALVADOR

YSS.....	Alma Cuscatleca.....	San Salvador	638	500
HUB.....	Alma Cuscatleca.....	San Salvador	4780	300
YSD.....	Alma Cuscatleca.....	San Salvador	7894	500

GUATEMALA

TGW.....	La Voz de Guatemala) Estacion.....	Guatemala City	640	10000
TGWA.....	La Voz de Guatemala Cultural.....	Guatemala City	15170	10000
			9760	10000
TGWB.....	La Voz de Guatemala) Estacion.....	Guatemala City	6440	1000
TGWC.....	La Voz de Guatemala Cultural.....	Guatemala City	1520	1000

• • • **NBC LATIN-AMERICAN NETWORK** • • •

HAITI

Station	Name	Location	Kilocycles	Watts
HHGM.....	Magloire Broadcasting Circuit.....	Port-au-Prince	1473	1000
HIBM.....	Magloire Broadcasting Circuit.....	Port-au-Prince	9660	1000
HHCM.....	Magloire Broadcasting Circuit.....	Port-au-Prince	6165	1000

HONDURAS

HRN.....	La Voz de Honduras.....	Tegucigalpa	5875	750
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MEXICO

XEW.....	La Voz de la America Latina desde Mexico	Mexico, D. F.....	900	100000
XEWW.....	La Voz de la America Latina desde Mexico	Mexico, D. F.....	9500 15160	10000 10000

XEW Network (Cadena XEW—Radio Programas de Mexico)

XEBI.....	Pedro C. Rivas.....	Aguascalientes, Ags.	1360	250
XEA.....	Luis A. Maury.....	Campeche, Camp.	1370	1000
XEFQ.....	Domingo B. Lopez.....	Cananea, Son.	980	500
XENC.....	Juventino Lozano S.....	Celaya, Gto.	1540	250
XEP.....	Esteban Parra.....	Ciudad Juarez, Chih.	1300	500
XETR.....	Tomas Oliva Banaelos.....	Ciudad Valles, S.L.P.	1490	125
XEBJ.....	Fernando Elizalde	Ciudad Victoria, Tamps.	1340	250
XERL.....	J. Roberto Levy.....	Colima, Col.	1280	250
XEY.....	Juan Gutierrez Y.....	Cuernavaca, Mor.	980	150
XESA.....	Modesto R. Perez.....	Culiacan, Sin.	1360	500
XEFI.....	V. Munoz Ayarza.....	Chihuahua, Chich.	1440	1000
XEE.....	Jose Vazquez R.....	Durango, Dgo.	1280	250
XEPF.....	Luis Enrique Enciso.....	Ensenada, B. C.....	1400	200
XEHL.....	Alejandro Diaz.....	Guadalajara, Jal.	1110	1000
XEJT.....	Jose Torres Morales.....	Guanajuato, Gto.	570	100
XEDR.....	Modesto Ortega.....	Guaymas, Son.	1490	250
XEBH.....	Jose Remigio Agraz.....	Hermosillo, Son.	920	1000
XEBO.....	Alfonso Martinez V.....	Irapuato, Gto.	1330	500
XEKL.....	Carlos Ferraz Matos.....	Jalapa, Ver.	550	250
XELG.....	Manuel E. Obregon.....	Leon, Gto.	680	5000
XER.....	Enrique Garcia P.....	Linares, N. L.....	1260	250
XECF.....	Francisco Perez Jr.....	Los Mochis, Sin.	1410	1000
XEAM.....	Manuel L. Salinas.....	Matamoros, Tamps.	1400	250
XERJ.....	Rafael Elizalde	Mazatlan, Sin.	1320	500
XEME.....	Perfecto Villamil	Merida, Yuc.	1270	500
XECL.....	Armando Maldonado	Mexicali, B. C.....	990	5000
XEDW.....	Daniel Schacht P.....	Minatitlan, Ver.	1260	250
XEFB.....	Mario Quintanilla G.....	Monterrey, N. L.....	630	1000
XEI.....	Tiburcio Ponce	Morelia, Mich.	1400	250
XETM.....	J. Manuel Franco.....	Naco, Son.	1350	1000
XEGL.....	Fausto M. Gomez.....	Navojoa, Son.	1270	500
XEAX.....	Gaston Mascarenas	Nogales, Son.	1370	1000
XEFE.....	Rafael T. Carranza.....	Nuevo Laredo, Tamps.	960	1000
XETQ.....	Alberto Marquez Gonzalez.....	Oaxaca, Oax.	1270	500
XEMU.....	Carlos Mora J.....	Orizaba, Ver.	1370	250
XEHR.....	Alfonso L. Bres.....	Piedras Negras, Coah.	580	250
XEJX.....	Roberto Canedo.....	Puebla, Pue.	1090	250
XERT.....	Justino Cervantes V.....	Queretaro, Qro.	1450	250
XEBX.....	Ignacio Magallon	Reynosa, Tamps.	590	250
XEDE.....	Eugenio Rodriguez	Sabinas, Coah.	610	500
XECZ.....	Blas Narro	Saltillo, Coah.	1400	150
XECZ.....	Zeferino Z. Jimenez.....	San Luis Potosi, S.L.P.	1430	1000
XES.....	Dr. Alfredo A. Cantu.....	Tampico, Tamps.	1240	250
XERK.....	Tomas Mondragon	Tepic, Nay.	1450	100
XEC.....	Luis Enrique Enciso	Tijuana, B. C.....	1310	250

Station	Name	Location	Kilocycles	Watts
XEBP	Alejandro O. Stevenson	Torreón, Coah.	1260	250
XETL	Calixto Almazan	Tuxpan, Ver.	1390	250
XEUF	Ignacio Navarro Quiroz	Uruapan, Mich.	550	300
XEU	Fernando Pazos Sosa	Veracruz, Ver.	960	500
XEDH	Remigio Ramos G.	Villa Acuna, Coah.	1340	250
XELK	Victor Moreno Rivas	Zacatecas, Zac.	1280	250

NICARAGUA

YNVP	La Voz de Nicaragua	Managua	6760	500
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PANAMA

Radio Panamericana Network (Red Panamericana)

HOA	Radio Panamericana	Panama City	1090	600
HOB	Radio Panamericana	Panama City	6175	500
HP5G	Radio Panamericana	Panama City	11780	600
HOG	Community Station	Panama City	840	500
HOJ	Radio Provincias	Chitre	1130	500
HOU	La Voz del Tachira	David	1025	250
HONS	Ondas Centrales	Santiago	1010	250
HOK	Cadena Panamena de Radiodifusion	Colon	640	500
HP5K	Cadena Panamena de Radiodifusion	Colon	6005	1000

PARAGUAY

ZP9	Radio La Capital	Asuncion	970	1500
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PERU

OAX4A	Radio Nacional del Peru	Lima	854	10000
OAX4Z	Radio Nacional del Peru	Lima	6082	14000
OAX4T	Radio Nacional del Peru	Lima	9652	12000
OAX6A	Radio Arequipa	Arequipa	6042	200
OAX4P	Radio Huancayo	Huancayo	5980	250
OAX1A	Radio Delcar	Chiclayo	6700	300
OAX1B	Radio Piura	Piura	5595	300
OAX7A	Radio Cuzco	Cuzco	6128	250

PUERTO RICO

WNEL	El Eslabon de las Americas	San Juan	860	5000
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URUGUAY

El Espectador Network (La Cadena Uruguaya de Radioifusion)

CX-14	Radio El Espectador	Montevideo	810	15000
CXA-19	Radio El Espectador	Montevideo	11835	5000
CXW	Radio El Espectador	Montevideo	3470	2500
CX-18	Radio Libertad-Sport	Montevideo	890	5000
CW-1	Radio Popular	Colonia	550	4500
CW-19	Difusora Rochense	Rocha	1340	50
CW-23	Radio Cultural	Salto	820	250
CW-33	Radio Florida	Florida	1200	250
CW-35	Radio Paysandu	Paysandu	1240	250
CW-43	Radio Lavalleja	Minas	1420	500
CW-45	Difusora Treinta y Tres	Treinta y Tres	1390	250
CW-47A	Radio Welcome	San Jose	1510	100

VENEZUELA

YV5RA	Radio Caracas	Caracas	960	10000
YV5RN	Radio Caracas	Caracas	4920	7500
YV3RE	Radio Barquisimeto	Barquisimeto	4990	4000
YV3RN	Radio Barquisimeto	Barquisimeto	1475	3000
YV2RV	La Voz del Tachira	San Cristobal	980	325
YV2RN	La Voz del Tachira	San Cristobal	4830	1300
YV4RA	La Voz de Carabobo	Valencia	1350	830
YV4RO	La Voz de Carabobo	Valencia	4780	195
YV1RK	Radio Popular	Maracaibo	1250	437
YV1RL	Radio Popular	Maracaibo	4810	227
YV6RE	Emisoras Unidas	Barcelona	1080	200
YV6RH	Emisoras Unidas	Barcelona	3450	1500
YV1RW	Radio Coro	Coro	1370	195
YV1RY	Radio Coro	Coro	4770	1000
YV1RO	Radio Trujillo	Trujillo	3310	625
YV2RC	La Voz de la Sierra	Merida	3420	320

Radio Programas de Mexico, S. A.

Head Office: 52 Ayuntamiento Street

General Offices: 11 J. M. Marroquí Street

Phones: Head Office: 35-13-73—12-72-34

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Mexico City, Mexico.

— P E R S O N N E L —

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Vice-President & General Manager.....	Clemente Serna Martínez
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Assistant Manager—Commercial.....	A. E. Ontiveros
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Advertising Department.....	Homero Rios D.

AFFILIATED STATIONS IN MEXICO

<i>Call Letters</i>	<i>City</i>	<i>Call Letters</i>	<i>City</i>
XEBI	Aguascalientes, Ags.	XEMR	Monterrey, N. L.
XEA	Campeche, Camp.	XEI	Morelia, Mich.
XEFG	Cananea, Son.	XELQ	Morelia, Mich.
XENC	Celaya Gto.	XETM	Naco, Son.
XEP	C. Juarez, Chih.	XEGL	Navajoa, Son.
XEOX	C. Obregon, Son.	XEHF	Nogales, Son.
XEBJ	C. Victoria, Tamps.	XEFE	Nuevo Laredo, Tamps.
XERL	Colima, Col.	XEAX	Oaxaca, Oax.
XEAG	Cordoba, Ver.	XETQ	Orizaba, Ver.
XEY	Cuernavaca, Mor.	XEPP	Orizaba, Ver.
XESA	Culiacan, Sin.	XEPK	Pachuca, Hgo.
XEBL	Culiacan, Sin.	XEAT	Parral, Chih.
XEFI	Chihuahua, Chih.	XEMU	Piedras Negras, Coah.
XEBU	Chihuahua, Chih.	XEHR	Puebla, Pue.
XEE	Durango, Dgo.	XECD	Puebla, Pue.

<i>Call Letters</i>	<i>City</i>	<i>Call Letters</i>	<i>City</i>
XEDU	Durango, Dgo.	XEJX	Qucretaro, Qro.
XEPF	Ensenada, B. C.	XERT	Reynosa Tamps.
XEMA	Fresnillo, Zac.	XEBX	Sabinas, Coah.
XELW	Guadalajara, Jal.	XEDE	Saltillo, Coah.
XEHL	Guadalajara, Jal.	XESJ	Saltillo, Coah.
XEJT	Guanajuato, Gto.	XECZ	San Luis Potosi, S. L. P.
XEDR	Guaymas, Son.	XEBM	San Luis Potosi, S. L. P.
XEHQ	Hermosillo, Son.	XES	Tampico, Tamps.
XEBH	Hermosillo, Son.	XETU	Tampico, Tamps.
XEBO	Irapuato, Gto.	XETS	Tapachula, Chia.
XEWE	Irapuato, Gto.	XEWJ	Tehuacan, Pue.
XEKL	Jalapa, Ver.	XERK	Tepic, Nay.
XEJA	Jalapa, Ver	XEXT	Tepic, Nay.
XELC	La Piedad, Mich.	XETZ	Teziutlan, Pue.
XELG	Leon, Gto.	XEC	Tijuana, B. C.
XEFM	Leon, Gto.	XECH	Toluca, Mex.
XER	Linares, N. L.	XEDN	Torreon, Coah.
XECF	Los Mochis, Sin.	XEBP	Torreon, Coah.
XEAM	Matamoros, Tamps.	XETL	Tuxpan, Ver.
XERJ	Mazatlan, Sin.	XEON	Tuxtla Gutierrez, Chis.
XETK	Mazatlan, Sin.	XEUF	Uruapan, Mich.
XEME	Merida, Yuc.	XEHV	Veracruz, Ver.
XEFC	Merida, Luc.	XEU	Veracruz, Ver.
XECL	Mexicali, B. C.	XEDH	Villa Acuna, Coah.
XEDW	Minatitlan, Ver.	XEVV	Villa Hermosa, Tab.
XEMF		XELK	Zacatecas, Zac.
XEFB	Monterrey, N. L.		

AFFILIATED STATIONS IN CENTRAL AND SOUTH AMERICA

<i>Call Letters</i>	<i>City</i>	<i>Call Letters</i>	<i>City</i>
YSR	San Salvador, El Sal.	OAX4F	Lima, Peru
HRN	Tegucigalpa, Hond.	HJCH	Bogota, Colombia
YNOW	Managua, Nicaragua	HJCS	Bogota, Colombia
TIGPH	San Jose, Costa Rica	HJDA	Medellin, Colombia
HOC	Panama, Panama	HJDQ	Medellin, Colombia
HOK	Colon, Panama	HJAH	Barranquilla, Col.
YV5RA	Caracas, Venezuela	HJAN	Barranquilla, Col.
YV5RG	Caracas, Venezuela	HJEB	Cali, Colombia
YV1RF	Maracaibo, Venezuela	HJER	Cali, Colombia
YV1RK	Maracaibo, Venezuela	CX14	Montevideo, Uruguay
HCQR	Quito, Ecuador	CX18	Montevideo, Uruguay
HC2AJ	Guayaquil, Ecuador	HIN	Trujillo, Rep. Dominicana

STATIONS OF MEXICO

Call Letters	Frequency Kcs.	Power	Location	Owner or Operating Agency
XEA	1370	1000	Campeche, Cam.	Luis A. Maury
XEB	1220	100000	Mexico, D. F.	El Buen Tono, S. A.
XEC	1310	250	Tijuana, B. C.	Luis E. Enciso
XED	1050	5000	Mexicali, B. C.	Fernando Sanchez Mayans
XEE	1280	250	Durango, Dgo.	Jose Valenzuela
XEF	1420	100	Ciudad Juarez, Chih.	Jose Carlos Amaya
XEG	1050	100000	Monterrey, N. L.	La Voz de Norteamerica, S. A.
XEH	1420	1000	Monterrey, N. L.	Radio Tarnava, S. de R. L.
XEI	1400	250	Morelia, Mich.	Tiburcio Ponce
XEJ	970	5000	Ciudad Juarez, Chih.	Pedro Meneses, Jr.
XEK	970	500	Mexico, D. F.	Arturo Martinez
XEL	1260	1000	Mexico, D. F.	Fidel Hernandez Calderon
XEM	1390	500	Chihuahua, Chih.	Pedro Meneses, Jr.
XEN	690	5000	Mexico, D. F.	Guillermina P. del Conde
XEO	970	750	Matamoros, Tams.	Jose Maria Gonzalez
XEP	1300	500	Ciudad Juarez, Chih.	Esteban Parra
XEQ	940	50000	Mexico, D. F.	Radio Panamericana, S. A.
XER	1260	250	Linares, N. L.	Radio Linares, S. A.
XES	1240	250	Tampico, Tams.	Difusora Portena, S. de R. L.
XET	990	5000	Monterrey, N. L.	El Pregonero del Norte, S. A.
XEU	960	500	Veracruz, Ver.	Fernando Pazos Sosa.
XEW	900	100000	Mexico, D. F.	Cadena Radiodifusora Mexicana S.A.
XEX	730	250000	Mexico, D. F.	La Voz de Mexico
XEY	980	150	Cuernavaca, Mor.	Juan Gutierrez Torno
XEZ	600	2000	Merida, Yuc.	Jorge L. Palomeque
XEAA	1340	250	Mexicali, B. C.	Consuelo Tonella de Eguia
XEAC	690	5000	Tijuana, B. C.	Jorge I. Rivera
XEAD	1150	125	Guadalajara, Jal.	Alejandro Diaz
XEAG	1280	250	Cordoba, Ver.	Sucrs. Diodoro Zuniga
ZEAI	1320	500	Mexico, D. F.	Carmen Gutierrez
XEAM	1400	250	Matamoros, Tams.	Manuel L. Salinas
XEAO	910	250	Mexicali, B. C.	Juan C. Chavez
XEAP	1290	100	Ciudad Obregon, Son.	Emilio Manzanilla
XEAQ	1490	250	Agua Prieta, Son.	Manuel Rodriguez V.
XEAR	1450	250	Monterrey, N. L.	Radio Tiempo, S. de R. L.
XEAT	1250	250	Hidalgo del Par- ral, Chih.	Sucrs. Jorge Perez
XEAU	1470	5000	Tijuana, B. C.	Manuel Acuna Varela
XEAV	580	1000	Guadalajara, Jal.	Alfredo Vazquez
XEAW	1280	500	Monterrey, N. Y.	Jesus D. Gonzalez
XEAX	1270	500	Oxacaca, Oax.	Alvaro Rodriguez
XEBA	840	250-D	Guadalajara, Jal.	Jesus D. Gonzalez Garcia
XEBG	1500	1000	Tijuana, B. C.	Roberto Salazar
XEBH	920	1000	Hermosillo, Son.	Carlos Balderrama
XEBI	1360	250	Aguascalientes, Ags.	Pedro C. Rivas
ZEBJ	1450	100	Ciudad Victoria, Tams.	Fernando Elizalde
XEBK	1340	100	Nuevo Laredo, Tams.	J Manuel Cortes
XEBL	1260	500	Culiacan, Sin.	Max Gomez Blanco
XEBM	1260	250	San Luis Potosi, S. L. P.	Benjamin Briones

Call Letters	Frequency Kcs.	Power	Location	Owner or Operating Agency
XEBO	1300	500	Irapuato, Gto.	Alfonso Martinez
XEBP	1260	250-N	Torreón, Coah.	La Voz de la Laguna, S.
XEBS	1410	250-N	Mexico, D. F.	Hispano Mexicano, S. A.
XEBU	1240	250	Chihuahua, Chih.	Enriquea G. de Uranga
XEBW	1280	250	Chihuahua, Chih.	Radioemisora del Norte S. de R. L.
XEBX	610	500	Sabinas, Coah.	Radiodifusoras Coah., S. A.
XEBZ	660	500	Mexico, D. F.	Vocero Mexicano, S. A.
XECD	1170	350	Puebla, Pue.	Roberto Canedo
XECF	1410	500-N	Los Mochis, Sin.	Francisco Perez H.
XECH	1490	250	Toluca, Mex.	Rodolfo Llamas
XECL	990	5000	Mexicali, B. C.	Alfonso A. Lacarra
XECQ	1450	250	Culiacan, Sin.	Radio Culiacan, S. de R. L.
XECZ	1430	1000	San Luis Potosi, S. L. P.	Zeferino Z. Jimenez
XEDA	1290	1000	Mexico, D. F.	Publicidad Comercial de Mexico.S.A.
XEDE	1400	150	Saltillo, Coah.	Jias Narro Dunne
XEDF	790	1000	Nuevo Laredo, Tams.	Ruperto Villarreal
XEDH	1340	250	Villa Acuna, Coah.	Vincente Hernandez
XEDJ	1450	100	Magdalena, Son.	Jesus L. Rochin
XEDK	1250	500	Guadalajara, Jal.	Salvador Vazquez Tello
XEDL	1250	500	Hermosillo, Son.	Eufemia Esque de Vidal
XEDN	600	1000	Torreón, Coah.	Difusora del Norte, S. A.
XEDR	1490	500	Guaymas, Son.	Modesto Ortega
XEDS	1420	500	Mazatlan, Sin.	Alejandro A. Schober
XEDU	1400	150	Durango, Dgr.	Carlos C. Armas
XEDW	1260	250	Minatitlan, Ver.	Sucrs. Hector Silva Canto
XEFA	1340	250	Jalapa, Ver.	Adolfo Alvarez
XEFB	630	500-N	Monterrey, N. L.	Emisoras Incorporadas de Monterrey
XEFC	1300	500	Merida, Yuc.	Rafael Rivas Franco
XEFE	960	1000	Nuevo Laredo, Tams.	Rafael T. Carranza
XEFI	1400	1000	Chihuahua, Chih.	Pregonero del Edo. de Chihuahua
XEFM	1270	100	Leon Gto.	Sucrs. R. Ortiz Gonzalez
XEFO	1110	5000	Mexico, D. F.	Cadena Radio Nacional
XEFQ	980	500	Cananea, Son.	Pedro L. Diaz
XEFV	1240	250	Ciudad Juarez, Chih.	Dario Cordoba
XEFW	810	5000	Tampico, Tams.	Flores y Martinez
XEGL	1270	500	Navojoa, Son.	Fausto M. Gomez
XEGM	950	1000-N	Tijuana, B. C.	Gustavo Faist Farnandez
XEGW	250	250	Acambaro, Gto.	Jose Martinez Ramirez
XEGT	1490	250	Zamora Mich.	Radio Zamora S. de R. L.
XEHF	1370	1000	Nogales, Son.	Gaston Mascarenas
XEHK	960	250	Guadalajara, Jal.	Francisco E. Fregoso
XEHL	1010	500	Guadalajara, Jal.	Radiodifusoras de Occidente, S. A.
XEHQ	590	500	Hermosillo Son.	Radio Hermosillo, S. de R. L.
XEHR	1090	250	Puebla, Pue.	Manuel R. Canale
XEHV	1310	1000	Veracruz, Ver.	Juan A. Palavicini
XEJA	1400	100	Jalapa, Ver.	Adolfo Alvarez
XEJC	1420	150	Cuernavaca, Mor.	Eduardo Jimenez de la Cuesta
XEJE	1310	250	Guadalajara, Jal.	Guillermo Johnston
XEJP	1150	600-N	Mexico, D. F.	Delia Cubillas de Fernandez
XEJT	570	100	Guanajuato, Gto.	Jose Torres Morales
XEJW	1270	100	Jalapa, Ver.	Marino Caraza
XEJX	1450	250	Queretaro, Qro.	Radio Emisora Queretana S. de R. L.
XEKJ	1400	250	Acapulco, Gro.	Ramon Ortega Escobedo
XEKL	500	250	Jalapa, Ver.	Carlos Ferraez Matos
XEKS	1300	100	Saltillo, Coah.	Efrain Lopez
XELA	830	1000	Mexico, D. F.	Radio Metropolitana, S. A.
XELC	1600	1000	La Piedad, Mich.	Heriberto Guizara Castro
XELG	680	5000	Leon, Get.	Radio Impulsora del Cantro, S. A.
XELK	1280	250	Zacatecas, Zac.	Macias y Acevedo
XELL	1430	250	Veracruz, Ver.	Dolores G. Estrada de Ferreiro
XELO	800	100000	Ciudad Juarez, Chih.	Cia. Radiodifusora de P. Negras
XELQ	570	250	Morelia, Mich.	Francisco Laris Iturbide
XELT	920	250	Guadalajara, Jal.	Jose Tostado Lomeli
XELW	1340	250	Guadalajara, Jal.	Salvador Galindo de la Terre
XELZ	1440	1000	Mexico, D. F.	Maria Cardena de Zetina

. . . **STATIONS OF MEXICO** . . .

<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power</i>	<i>Location</i>	<i>Owner or Operating Agency</i>
XEMA	1340	100	Fresnille, Zac.	Jose Miguel Acevedo Meya
XEMC	1590	5000	Mexico, D. F.	Dolores G. Estrada de Ferreiro
XEME	1270	250	Merida, Yuc.	Carlos Villamil Cisero
XEMH	1400	250	Merida, Yuc.	Alvaro Barquet Y,
XEMJ	290	250-N	Piedras Negras, Coah.	Josus F. Elizondo
XEML	1500	1000	Mexico, D. F.	Roberto Valezzi Esparaza
XEMO	860	5000	Tijuana, B. C.	Fernando Federico Ferreira
XEMQ	1240	250	Merida, Yuc.	Lazaro Achurra Suarez
XEMR	1370	500	Monterrey, N. L.	Enrique Serna Martinez
XEMU	580	250-N	Piedras Negras, Coah.	Alfonso L. Bres
XEMX	1380	500	Mexico, D. F.	Publicada Comercial de Mexico S. A.
XENC	1540	250	Celaya, Gto.	El Herald de Bajaio
XENK	620	5000	Mexico, D. F.	Gral. Brig. Fernando Proal Pardo
XEON	1360	500	Tuxtla Gutierrez, Chis.	Enrique Valero Arambula
XEOX	1340	250	Ciudad Obregon, Son	Felipe G. de Leon
XEOY	1000	10000	Mexico, D. F.	Fomento de Radio, S. A.
XEPF	1400	200	Ensenada, B. C.	Luis Enrique Enciso
XEPH	590	5000	Mexico, D. F.	Pedro Riestra Biaz
XEPK	1180	1000	Pachuca, Hgo.	Radio Publicida Pachuca, Mgd.
XEPP	1450	250	Orizaba, Ver.	Radio Impulsora de Orizaba
XEQK	1350	1000	Mexico, D. F.	Guillermo Morales B.
XEQR	1030	1000	Mexico, D. F.	Cadena Radio Continental, S. A.
XERA	1490	250	Chihuahua, Chih.	Red. Nat. Radioemisora
XERB	1090	5000	Tijuana, B. C.	Interamericana de Radio, S. A.
XERC	790	1000	Mexico, D. F.	Radio Popular de Mexico, D. F.
XERF	1570	50000	Villa Acuna, Coah	Cia. Radiodifusora de Coahuila, S.A.
XERH	1500	200-N	Mexico, D. F.	"ARSE", S. A.
XERJ	1320	500	Mazatlan, Sin.	Oscar Perez E.
XERK	1450	100	Tepic, Nay.	Dario Mondragon
XERO	1490	250	Aguascalientes, Ags.	Radio Hidrotermopolitana S. de R.L.
XERL	1280	250	Colima, Col.	J. Roberto Levy
XERT	590	250	Reynosa, Tams	Ignacio Magallon
XERW	1390	250	Leon, Gto.	Rafael C. Navarro
XERZ	1240	250	Leon, Gto.	Rafael C. Navarro
XESA	1360	500	Culiacan, Sin.	Pablos y Elizalde S. de R. L.
XESB	1400	100	Santa Barbara, Chih.	Domingo Salayandia Najera
XESF	1300	250	Morelia, Mich.	Jose Martinez Ramierez
XESJ	1250	500	Saltillo, Coah.	Froylan Mier Narro
XESL	1340	100	San Luis Potosi, S. L. P.	Josefina Delgado
XESM	1470	1000-N	Mexico, D. F.	Salvador San Martin
XETB	1350	500	Torreon, Coah.	Leonor B. Vda. de Zaragoza
XETF	1250	500	Veracruz, Ver.	Sucrs. Jose Rodriguez Lopez
XETK	1490	250	Mazatlan, Sin.	Radio Emisora Occidental S. de R.L.
XETL	1390	250	Tuxpan, Ver.	Calixto Almazan
XETM	1350	1000	Naco, Son.	Jesus Manuel Franco
XEAO	1400	250	Tampico, Tams.	Radio Tiempo S. de R. L. C. C.
XETQ	1370	250	Orizaba, Ver.	Sucrs. Francisco Campos H.
XETR	1490	125	Ciudad Valles, S. L. P.	Tomas Oliva Banuelos
XETS	630	100	Tapachula, Chis.	Wadelay Dominguez Correa
XETU	1460	1000	Tampico, Tams.	Impulsora Moderna del Radio, S. A
XETZ	1190	500	Teziutlan, Pue.	Ricardo Vazquez
XEUJ	550	300	Uruapan, Mich.	Ignacio Navarro
XEVV	970	500	Villahermosa, Ta	Sucrs. Ernesto Trujille Gurria
XEWE	1420	100	Irapuato, Gto.	Felipe Gallardo
XEWG	1490	250	Ciudad Juarez, Chih.	Carlos Mendez
XEWJ	1420	100	Tehuacan, Pue.	Mariano Caraza D.
XEXT	980	1000	Tepic, Nay.	Gobierno del Estado de Nayarit
XEXX	1420	2000	Tijuana, B. C.	Jose J. Clark, Fernando Federico

STATIONS OF CENTRAL AND SOUTH AMERICA

ARGENTINA

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Bahia Blanca	LU2	900	5.0	S. A. Radio Bahía Blanca
Bahia Blanca	LU3	1150	10.0	Rades
Bahia Blanca	LU7	1240	5.0	Filomena Z. de Cennari & Hijos
Bariloche	LU8	590	1.0	Cia. Broadcasting de la Patagonia
Buenos Aires	LRA2	1190	5.0	Servicio Oficial
Buenos Aires	LS4	670	10.0	Juan G. Gonzales Speroni
Buenos Aires	LRA	750	10.0	Dirrection General de Correes, Telegrafos
	LRA-1	9690 sw.	10.0	
	LRA-5	17720 sw.	10.0	
Buenos Aires	LS10	590	10.0	Victor J. Ruano
Buenos Aires	LR9	1030	5.0	Gregorio Echavarría
Buenos Aires	LR6	870	25.0	Eduardo Pellicciari
Buenos Aires	LR Y sw.	11840	50.0	
	LR3	950	90.0	Jaime Yankelevich
	LR Y1 sw.	6090	1.0	
Buenos Aires	LS1	710	50.0	Municipalidad de Buenos Aires
Buenos Aires	LR5	830	25.0	Alfred B. Dougall
Buenos Aires	LR4	990	50.0	Rades
	LRS sw.	9315	25.	
	LRS1 sw.	6065	50.0	
Buenos Aires	LS5	1110	3.0	Enrique Caride
Buenos Aires	LS6	1350	5.0	Ricardo A. Bernotti
Buenos Aires	LR1	1070	50.0	Empresa Editorial
	LRU	15290 sw.	25.0	Haynes Ltda., S. A.
	LRX	9660 sw.	25.0	
	LRX2	6120	1.0	
Catamarca	LW7	730	1.0	Rades
C. Rivadavia	LU4	640	1.0	Cia. Broadcasting de la Patagonia
Concordia	LT15	560	5.0	S. A. Radio Belgrano
Cordoba	LV3	620	10.0	Alberto P. Brouard
Cordoba	LV2	960	5.0	Luis Maunier
Cordoba	LW1	790	15.0	Rades
Corrientes	LT7	1340	1.0	
Jujuy	LW8	1130	1.0	Rades
La Plata	LR11	1390	1.5	Universidad Nacional de la Plata
La Plata	LS11	1310	30.0	Gobierno Prov. B. A.
Mar del Plata	LU6	1300	0.5	Radio Atlantica
Mendoza	LV10	1210	2.5	S. A. Radio Belgrano
Mendoza	LV6	630	10.0	Rades
Mendoza	LW2	1370	.5	Diario Los Andes
	LRM	6180	10.0	
Neuquen	LU5	1430	1.0	Rades
Posadas	LT4	1010	1.0	Rades
Resistencia	LT5	1080	1.5	Jose M. Noveri

• • • **LATIN-AMERICAN STATIONS** • • •

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Rio Gallegos	LU12	680	1.0	Cia. Broadcasting de la Patagonia
Rosario	LT2	1230	15.0	Rades
Rosario	LT1	780	10.0	Fernando Maliandi
Rosario	LT3	1160	5.0	Soc. Rural Cerealista
Rosario	LT8	840	0.25	Alfredo B. Dougall
Salta	LV9	970	1.0	Gobierno Prov. Salta
San Juan	LV1	560	5.0	S. A. Graffigna, Ltda.
San Juan	LV5	1090	3.0	Soc. Rodriguez Vila
Santa Fe	LT10	1320	0.5	Universidad Nacional
Santa Fe	LT9	1200	1.0	Soc. Roca Soler
Tucuman	LV7	820	2.0	Munoz y Cia.
La Rioja	LV14	1330	1.0	S. A. Radio Belgrano

BOLIVIA

Cochabamba	CP28	1360	0.250	S Simon University
	CP40	9570 sw.	0.15	
Cochabamba	CP43	850	.10	R. Zapata
Cochabamba	CP44	1160	0.00	Victor Veltze
Cochabamba	CP47	6060	.10	Victor Veltze
Cochabamba	CP39	6160 sw.	0.15	R. Zapata
Cochabamba	CP45	1090	0.05	E. Bustillos
La Paz	CP3	1390	5.00	Costas Hermanos
	CP2	6110 sw.	5.00	Costas Hermanos
	CP38	9505 sw.	.50	Costas Hermanos
La Paz	CP4	1040	10.00	Dept. of Communications of Bolivian Govt.
	CP5	6200 sw.	1.00	
La Paz	CP8	1450	0.25	L. Salcedo
La Paz	CP10	1090	0.05	L. Suarez
La Paz	CP12	6150 sw.	0.25	Owned and Operated by Catholic priests
La Paz	CP29	1350	0.1	
La Paz	CP16	1220	0.10	R. Mena
Oruro	CP18	6070 sw.	0.25	R. Pelaez
La Paz	CP14	1250	.25	Javier Romero
La Paz	CP26	1510	0.05	G. Velazco
La Paz	CP31	975	.25	E. Loza B.
La Paz	CP46	770	.25	L. F. Villanueva
La Paz	CP19	1145	.30	Augustin Aspiazu
La Paz	CP20	900	0.25	Ramon Pelaez
	CP15 sw.	6120 sw.	1.00	Ramon Pelaez
La Paz	CP32	620	.25	Juan C. Salinas
La Paz	CP35	800	.50	Calvimontes Hnos.
La Paz	CP48	1110	.10	City Govt.
La Paz	CP33	1310	.10	A. Ramirez
La Paz	CP60	1420	.25	G. Subicta
La Paz	CP53	1560	.07	Marco Gareaga
La Paz	CP34	680	0.25	Enriqueta Ruiz
Sucre	CP25	930	.15	R. Villarroel
Oruro	CP36	1420	.05	Enrique Wanting
La Paz	CP11	930	.15	G. Saavedra P.
La Paz	CP9	6185 sw.	.25	B. de Chang
Oruro	CP37	6190 sw.	.25	Mariaca y Cia.
Potosi	CP52	800	.07	J. Lazarte
Potosi	CP22	6130 sw.	0.25	M. Valda T.
Sucre	CP21	9570 sw.	.35	G. Donosa T.
Sucre	CP41	1325	.10	B. Camacho
Sucre	CP1	9500	.35	B. Camacho
Sucre	CP51	1420	.25	B. de Chang
Tarija	CP23	6170 sw.	.10	R. Marquez
Tupiza	CP58	6140 sw.	.13	H. Bernal

BRAZIL

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Alegrete	ZYE-9	1510	0.1	E. R. Radio Cultura de Alegrete
Amparaço	ZY	1600	0.1	Radiodifusora Amparo Ltda.
Anapolis	ZYJ3	1480	0.5	Radio Caraja Ltda.
Andradina	ZY	1010	0.25	Radio Andradina Ltda.
Apucarana	ZY	1510	0.1	Radiodifusora Apucarana Ltda
Aracaju	PRJ6	630	1.	Jose Nunes Robello
Aracatuba	PRI8	1330	0.5	Joao Ferraz S. br.
Araguari	ZYG3	930	5.0	Dr. Arcino Santos
Araraquara	PRD4	1370	0.5	Romulo Lupo
Araxa	ZYI4	1460	0.25	Radio Imbiara de Araxa
Assis	ZYA9	1530	0.1	
Avare	ZY	1570	0.1	Radio Avare Ltda.
Bage	ZY	1460	0.25	Soc. Difusora Radio Cultura
Barbacena	ZY	1530	0.1	Radio Barbacena Ltda.
Barra do Pirai	ZY	1600	0.1	Radio Dif. Vale do Paraiba Ltda.
Barra Mansa	ZY	970	0.25	Radio Sul Fluminense Ltda.
Barretos	PRY7	1530	0.1-0.25	
Batatais	ZY	1540	0.1	Soc. Radio Dif. de Batatais
Bauru	PRG8	1210	1.0	Joao Simonetti
Bebedouro	ZYG6	1580	0.1	Radio Bebedouro S. A.
Belem	PRC5	1450-4865 sw.	0.25	Roberto Camelier
Belo Horizonte	PRC7	690	3.	Dr. Alberto Deodato
Belo Horizonte	PRH6	1340	3.	Lauro Souza Barros
Belo Horizonte	PPI3	880	25.	Luis Bessa
Blumeneau	PRC4	1330	0.25	Joao Medeiros, Jr.
Botucatu	PRF8	1540	0.1	Emilio Pedute
Braganca	ZY	1540	0.1	Radio Braganca Ltda.
Cachoeira de Itapemerin	ZY	1090	1.	
Cachoeira do Sul	ZYF-4	1250	0.25	Radio c. de Itapemerin Ltda.
Cambara	ZYA3	1590	0.1	E. R. Radio Cultura C. do Sul
Campinas	PRC9	1170	1.	Antonio Tepedino Pagino
Campos	PRF7	1110	5.0	Dr. Marro Ferraz Sampaio
Campo Grande	PRI7	1510	4.25	Dr. Antonio A. Campos
Carangola	ZY	1510	0.1	Radio Carangola Ltda.
Carazinho	ZYF-8	1550	0.1	E. R. Radio Cultura de Carazinho
Catanduva	ZYD5	1510	1	
Caxambu	ZYC2	1570	4.1	
Caxias do Sul	ZYF-3	1460	0.25	E. R. Radio Cultura de Caxias do Sul
Convencao de Itu	ZY	1530	0.1	Radio Emisora Convencao de Itu
Corumba	ZYA2	1490	2.0	Tedomiro Serra
Cruz Alta	ZYF-9	1530	0.1	E. R. Radio Cultura de C. Alta
Cruzeiro	PRG6	640	0.5	Romaldo Canevari
Ciuaba	PRH3	1160	1.	A Voz do Oeste
Curityba	PRB2	1440	5.	Epaminondas Santos
Divinopolis	ZYH2	1550	0.1	Radio Cultura de Divinopolis
Erechim	ZYF-7	1250	0.25	E. R. Radio Cultura de Erechim
Formiga	ZYB6	1530	0.1	
Fortaleza	PRE9	1200	10.	Waldemas Cartolano
Fortaleza	ZY	1420	0.25	Radio Educadora do Ceara Ltda.
Franca	PRB5	1240	.5	
Friburgo	ZY	1550	0.1	Radio Soc. Friburgo Ltda.
Goiania	ZYD8	1320	2.0	
Guaratingueta	ZYG2	1250	.25	
Guaruja	ZY	0.1	Radio Guaruja Pulista Ltda.

• • • **LATIN-AMERICAN STATIONS** • • •

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Irati	ZY	1510	0.1	Radio Club Pontagrossense S. A.
Itajuba	ZY15	1570	0.1	
Itajuba	ZY	1330	0.5	Radio Educadora de Itajuba Ltda.
Itapetininga	PTD9	970	0.25	
Itaperuna	ZY	1570	0.1	Radio Itaperuna Ltda.
Itapeva	ZY	1520	0.1	Radio Club de Itapeva
Itarare	ZYA7	1550	0.1	
Ituiutaba	ZY	1550	0.1	Radio Platina Ltda.
Jaboticabal	PRG4	1250	0.25	Oswaldo Fernandes
Jacarezinho	ZY	1560	0.1	Soc. Radio Dif. Jacarezinho Ltda.
Jau	PRG7	1010	0.25	Ulisses Newton Ferreira
Joacaba	ZY	1510	0.1	Radio Soc. Catarinense Ltda.
Joazeiro	ZY	1250	0.25	Radio Joazeiro Ltda.
Joao Pessoa	PP14	1110	1.0	Dr. Abelardo Juruema
Joao Pessoa	ZY	1160	5.	Radio Cariri Ltda.
Joinville	ZYA5	1600	0.1	
Juiz de Fora	PRB3	1010	0.5	Pedro Concalves de Oliveira
Jundiai	ZYE6	1570	0.1	Radio Difusora Jundiaiense
Laguna	ZY	970	0.25	Radio Dif. de Laguna Ltda.
Lavras	ZY16	1560	0.1	Radio Cultura do Oeste S. A.
Leopoldina	ZY	1560	0.1	Radio So. Leopoldina Ltda.
Limeira	PPJ5	1550	0.1	Ary Levy Pereira
Lins	ZYB3	1550	0.1	
Livramente	ZY	1250	0.25	Soc. Difusora Radio Cultura
Londrina	ZYD4	820	0.25	
Lorena	ZYH9	1580	0.1	Radio Club de Lorena S. A.
Lucelia	ZY	1540	0.1	Radio Difusora Lucelia Ltda.
Macapa	ZY	1460	0.25	Radio Govrno do T. de Amapa
Manaos	PRF6	4895 sw.	0.25	Dr. V. Pareto Neto
Marillia	PP12	1090	1.0	
Montes Claros	ZYD7	680	5.0	
Muriae	ZYD2	1590	0.1	
Natal	ZYB5	1270	1.	
Nictheroy	PRD8	1030	5.	Jose Augusto Mendes
Olimpia	ZYG8	1500	0.1	Radio Difusora Olipa Ltda.
Paranagua	ZYC5	1460	0.25	
Parnaiba	PRE6	1470	1.	Tte. Custodio Fontes
Passos	ZY	1550	0.1	Radio Soc. de Passos Ltda.
Paso Fundo	ZYF-5	580	0.25	E. R. Radio Cultura de P. Fundo
Patos	ZYB4	1530	0.1	
Pelotas	PRH4	1320	0.5	
Pelotas	PRC3	580	0.25	Carlos G. Sica
Petropolis	PRD3	1480	1.0	Atakualpa Dias
Piau	ZY	1510	0.1	Piau Radio Club Ltda.
Pirajui	ZY	1520	0.1	Radio Perajui Ltda.
Perassununga	ZY13	1520	0.1	Radio Difusora de Pirassununga
Piricicaba	PRD6	820	0.25	Carlos Rodrigues Viana
Pocos de Calda	PRH5	1160	0.25	Joao Sampaio Goes
Ponta Grossa	PRJ2	1250	0.5	Benedito Meira Borges
Ponte Nova	ZY	1550	0.1	Radio Soc. Ponte Nova Ltda.
Porto Alegre	PRH2	600	25.	Dearios Associados
Porto Alegre	PRF9	640	5.	Arthur Pizoli
Porto Alegre	PRC2	680	5.	Dr. Leslis Espartel
Pouso Alegre	PRJ5	1530	0.1	Jose Nunes Rebello
Presid. Wencelau	ZYH7	1510	0.1	Radio Presid. Wenceslau Ltda.
Prudente	PRJ5	970	0.25	Manoel Bussacos

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Recife	PRA8	720	25.	Oscar Moreira Pinto
		6012 sw.	5.	
Recife	ZY	780	10.	Radio Jornal do Comercio
Ribeirao	PRA7	730	0.5	Jose da Silva Bueno
Rio Brnaco	ZYD9	1460	0.25	
Rio Clara	PRF2	1460	0.25	Waldemas Carolano
Rio de Janeiro.....	PRA2	800	25.	Ministerio Educacao Saude
Rio de Janeiro.....	PRA3	860	10.	Dr. Rolpho Estevan deSiqueira
Rio de Janeiro.....	PRA9	1220	25.	Edmar Machado
Rio de Janeiro.....	PRB7	900	5.	Alceu Mario de Sa Freire
	ZYC7	6200 sw.	25.	
	ZYC8	9610 sw.	25.	
	ZYC9	15370 sw.	25.	
Rio de Janeiro.....	PRC8	1360	5.	Guilherme Manes
Rio de Janeiro.....	PRD2	1430	5.	
Rio de Janeiro.....	PRD5	1400	1.	Francisco Gomes-Marciel Pinheiro Pinheiro
Rio de Janeiro.....	PRE2	1060	10.	
Rio de Janeiro.....	PRE3	1180	7.5	Dr. Elisio Dantas
Rio de Janeiro.....	PRE8	980	25.	Dr. Gilberto de Andrade
Rio de Janeiro.....	PRF4	940	10.	Ernesto Fereira Carneiro
Rio de Janeiro.....	PRG3	1280	50.	Dr. Teofilo de Barros
Rio de Janeiro.....	PRL7	9505	50.	
	PRL8	11720	50.	
	PRL9	17850	50.	
Rio de Janeiro.....	PRH8	1130	5.	Francisco Xavier Filho
Rio Grande	ZYG3	1520	0.1	
Rio Negro	ZYG9	970	0.25	Radio Club Pontagrossense S. A.
Rio Preto	PRB8	640	0.25	Andrassy Ribeiro
Rio Verde	ZY	1460	0.25	Radio Rio Verde Ltda.
S. Felix	ZY	1460	0.25	Radio Paraguacu Ltda.
S. Joao da Boavista.....	ZY	1580	0.1	Soc. R. Dif. S. J. da Boavista
S. Joao Del Rei.....	ZY17	1510	0.1	Radio Club S. Joao Del Rei S. A.
S. Jose des Campos.....	ZY	1580	0.1	Radio Club S. Jose dos Campos
S. Ritadee Sapucaí	ZY	1550	0.1	Radio Dif. Santarritense Ltda.
S. Vicente	ZY	1510	0.1	Soc. Radio C. S. Vicente Ltda.
Santa Maria	ZY	970	0.25	Radio Imembui S. A.
Santos	PRB4	1450	1.	Hermenegildo da Rocha Brito
Santos	PRG5	580	0.75	Carlos Baccarat
Santo Angelo	ZYF-6	1460	0.25	E. R. Radio Cultura de S. Angelo
Santa Cruz	ZYF-8	1510	0.1	E. R. Radio Cultura de S. Cruz
Sao Borja	ZY	590	0.25	Radio Fronteira do Sul S. A.
Sao Carlos	ZYA6	1590	0.1	
Sao Jose do R. Pardo.....	ZYA6	1570	0.1	
Sao Luiz	PRJ9	1490	5.	Jose Ribamar Pinheiro
Sao Manuel	PR16	1510	0.1	Vitorino Ribeirero
Sao Paulo	PRE7	1410	5.	Dr. Joao Ferreira Fontes
Sao Paulo	PRB9	1000	50.	Dr. Paulo Machado de Carvalho
Sao Paulo	PRG2	1040	25.	Dr. Antonio Herman Dias Menezes
Sao Paulo	PRG9	1100	25.	Mons. Dr. Francisco Bastos
Sao Paulo	PRH7	620	5.	Pedro de Camargo
Sao Paulo	PRH9	840	5.	Jose Niccolini
Sao Paulo	PRA5	1260	5.	Joao Baptista de Amaral
Sao Paulo	PRA6	890	5.	Dr. Oswaldo Costa, Director
Sao Paulo	PRB6	1200	5.	Oscar P. Seckler
Sao Paulo	PRE4	1300	5.	Olavo C. Fontoura
Sao Paulo	ZYB7	6095 sw.	25.	
Sao Paulo	ZYB8	11765 sw.	25.	

• • • **LATIN-AMERICAN STATIONS** • • •

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Sao Salvador	PRA4	740	20.	
Sao Salvador	ZYD8	820	5.	
Sao Sebastiao	PRJ3	970	0.25	
Soracaba	PRD7	1080	0.5	Orlando da Silva Reitas
Taubate	ZYA8	1530	0.1	
Taubate	ZY	590	0.5	Radio Difusora Taubate Ltda.
Teofilo Otoni	ZY	1080	0.25	Radio Teofilo Otoni Ltda.
Tiete	ZY	1560	0.1	Radio Tiete Ltda.
Tres Coracoes	ZY	1540	0.1	Radio Club de Tres Coracoes
Tres Rios	ZY	1540	0.1	Radio Tres Rios Ltda.
Tupaciguara	ZYH4	1590	0.1	Radio Tupaciguara Ltda.
Tupan	ZY	1570	0.1	Radio Club de Tupan Ltda.
Uba	ZYC4	1460	.25	
Uberaba	PRE5	1390	1.0	Quintiliano Jardim
Uberlandia	ZY	1470	0.5	Radio Dif. Brasileira S. A.
Ulberlandia	PRC6	1510	0.1	Aristides Figueiredo
Union da Vitoria	ZYD3	1530	0.25	
Uruguziana	ZYC6	1460	0.25	
Varginha	ZYD2	1590	0.1	
Vitoria	PR19	1350	1.0	Dr. Ciro Veira da Cunha

BRITISH GUIANA

Georgetown	ZFY	6000	1.	British Guiana Broadcasting Co., Ltda.
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BRITISH HONDURAS

Belize	ZIK-2	10600	0.2	Government
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CHILE

Antofagasta	CAI41	1410	1.	Angel Garcia y Cia. Ltda.
Antofagasta	CAI27	1270	0.25	Horus Predreny Palma
Chillan	CCI38	1380	0.15	Adriana Paguey de Logos
Chillan	CC127	1270	0.1	Rafael Barrios
Concepcion	CC141	1410	0.1	Chilena de Comunicaciones (rented for 1 year to Rafael Arjona N.)
Concepcion	CC117	1170	1.0	Federico Sanchez
Concepcion	CC64	640	1.	Mario Saez Lagoa
Concepcion	CC59	590	5.	
Coquimbo	CA96	960	0.3	Cesar Nieme Abey
Curico	CC96	960	0.1	Alberto Guerra
Iquique	CA63	630	0.25	Antonio Cajiao
La Serena	CA108	1080	1.0	Ed. Encina Arancibia
Osorno	CD84	840	1.5	Soc. Agricola y Granadera de Osorno
Puerto Montt	CD101	1010	1.	Chilena de Comunicaciones
Puerto Montt	CD147	1470	0.1	Ernesto Riedel
Temuco	CD103	1030	2.5	Ramon Verde Ramos
Punta Arenas	CD111	1110	0.1	Emilio Turina
Punta Arenas	CD113	1130	1.	Chilena de Comunicaciones
Punta Arenas	CD136	1360	0.45	Victoria Iglesias de Biancilla
Punta Arenas	CD89	890	1.	
Quillota	CB113	1130	0.1	Leopoldo Cirando G.
Rancagua	CC63	630	0.6	Manuel Massoni
Rancagua	CC109	1090	0.1	Jorge Romero Ramirez

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Rancagua	CC145	1450	0.1	Alan Rojas
S. Antonio (Puerto Viejo)	CB140	1400	0.1	Soc. Radiodifusora Onda Azul Ltda.
Santiago de Chile	CB66	620	1.	International Machinery Co.
Santiago de Chile	CB57	570	7.5	Soc. Nacional de Agricultura
Santiago de Chile	CB76	760	15.	Cia. Chilena de Comunicaciones S. A.
	CE970	9728	5.	
Santiago de Chile	CB82	820	1.	
Santiago de Chile	CB89	890	1.	Carlos Briceno, owner. Rented for five years to Antonio Zarate Andreu
Santiago de Chile	CB97	970	1.	Soc. Chilean de Radiodifusion y Propaganda
Santiago de Chile	CB101	1010	1.	Chilena de Comunicaciones
Santiago de Chile	CB106	1060	5.	Manuel Casablanca Latorre
Santiago de Chile	CB114	1140	50.	Corp. Chilena de Radio
Santiago de Chile	CB126	1260	10.	Soc. Chilena Radiodifusora S. A.
Santiago de Chile	CD960	9600 sw.	1.	Horacio Hevia Labbe
	CB130	1300	2.0	
Santiago de Chile	CB134	1340	2.	German Holtheuer Valdivia
Santiago de Chile	CB138	1380	5.	Empresa Periodistica "El Mercurio"
	CB1185	11850 sw.	5.0	
Santiago de Chile	CB142	L. W.	1.	Jiles Y Cia.
Santiago de Chile	CB144	1440	2.	Clark Hnos.
Santiago de Chile	CB144C	1440	0.2	Oscar Moraga Fuenzalida
Santiago de Chile	CB150	1500	1.	
Santiago de Chile	CB1180	11975 sw.	1.	Soc. Nacional de Agricultura
Santiago de Chile	CB1170	11700 sw.	0.3	Otto Becker, Ltda.
Santiago de Chile	CB93	930	8.	Orlandini y Raggio Ltda.
	CB1174	11740 sw.		
Talca	CC96	960	.25	Alberto Guerra Cruzatt
Talca	CC84	840	0.1	Francisco Morales Castillo
Talca	CC67	670	0.1	Ramon Abasolo
Temuco	CD90	700	1.2	De Mayo Hnos.
Temuco	CD69	690	1.2	Daniel De Mayo Levi
Temuco	CD125	1250	1.5	Soc. Radio Emisoras Sur de Chile
Tocopilla	CA90	900	0.1	Hilda Cuellar
Valdivia	CD63	630	1.5	Chilean Communications Co.
	CD59	590	1.0	
Valdivia	CD132	1320	1.0	Carlos Cockbaine
Valparaiso	CB73	730	10.	Soc. Coop. Vita.
	CE1190	11900	5.	
	CE615	6150	5.	
Valparaiso	CB90	900	.4	Emp. Periodistica "El Mercurio"
Valparaiso	CB103	1030	0.75	Cia. Chilena de Comunicaciones S. A., Radio la Cooperativa Vitalicia Valparaiso, Chile
	CE910	9730 sw.		
	CE615	6150 sw.		
Valparaiso	CB116	1160	1.	Patricio Edwards Linares
Valparaiso	CB120	1200	1.	Angel I. Prieto Andreas
Valparaiso	CB124	1240	0.25	Ramon Y Fernando Garcia y Cia.
Valparaiso	CB132	1320	1.	Sociedad Wallace y Cia.
Valparaiso (Vina del Mar)	CB64	640	3.0	Adriano Iz.
Valparaiso (Vina del Mar)	CB63	680	.5	Renard y Garcia Tello
Valparaiso (Vina del Mar)	CB111	1110	0.75	Joaquin Venegas
Valparaiso	CE56	760	15.	
	CE970	9728	5.	

. . . **LATIN-AMERICAN STATIONS** . . .

COLOMBIA

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Armenia	HJFG	1330	1.0	Publicidad Americana
Armenia	HJFI	1540	1.	Bernardo Santacoloma Rios
Armenia	HJFH	4875 sw.	.75	Botero & Cia. (Braulioo Botero Londono)
Armenia	HJFM1210			
Armenia	HJFS	1425	.55	Palacio & Uribe Cia.
Barranquilla	HJAG	4905	.75	M. A. Blanco Cia.
Barranquilla	HJAH	1050	1.	
Barranquilla	HJAK	1310	1.0	Clemente Vassalio Gomez
Barranquilla	HJAB	4785 sw.	1.	Rafael Roncallo V.
Barranquilla	HJAN	1190	1.	
Barranquilla	HJAS	1500	0.25	Miguel A. Ruiz
Barranquilla	HJAT	1275	.5	Delfina V. de Haayen
Barranquilla	HJAJ	1220	.5	Julio Blderrana
Barranquilla	HJAL	1430	.5	Direduccion Nacional
Bogota	HJCB	1105	1.0	Robet. Ramirez
Bogota	HJCD	6160	5.0	
Bogota	HJCC	870	5.	Gustavo Uribe Th.
Bogota	HJCE	1000	1.	
Bogota	HJCF	6073 sw.	0.75	
Bogota	HJCG	1060	1.0	Hernando Bernal A.
Bogota	HJCI	810	2.5	Alfonso Gaitan C.
Bogota	HJCH	4895 sw.	5.0	
Bogota	HJCJ	1380	0.5	Alfonso Gaitan C.
Bogota	HJCK	1290	0.5	Anez & Tobon Sierra
Bogota	HJCN	1335	1.0	Roberto Laingnelet
Bogota	HJCO	1160	1.	Jesus M. Garcia
Bogota	HJCW	4945 sw.	.75	
Bogota	HJCQ	4955 sw.	1.0	Ministerio de Economia Nacional
Bogota	HJCR	1200	5.0	Colombian Govt.
Bogota	HJCT	6180 sw.	s.5	
Bogota	HJCU	720	5.	Cristobal Paez G. y Cia. Ltda.
Bogota	HJCA	4855 sw.	1.	
Bogota	HJCY	1450	0.5	
Bogota	HJCX	6018 sw.	0.75	Voz de Colombia
Bogota	HJCS	1040	2.5	
Bogota	HJCS	920	10.	Jaime Restrepo
Bogota	HJKE	4885 sw.	2.5	Jaime Restrepo
Bucaramanga	HJGE	1130	2.5	Gustabo Sorzano Jimenez
Bucaramanga	HJGF	4845	1.0	Gustavo Sorzano
Bucaramanga	HJGB	4775 sw.	2.5	Francisco A. Bueno
Bucaramanga	HJGK	1280	0.5	
Buenaventura	HJES	1525	0.25	Josege Berrio
Buga	HJEI	1410	0.25	Bernando Buena Delgado
Buga	HJEP	1485	0.5	Hernando Azcarate M.
Cali	HJEG	1510	0.5	Luis C. Velasco M.
Cali	HJEB	1150	1.0	Eduardo Cordoba
Cali	HJED	4825 sw.	1.0	
Cali	HJEC	1300	0.5	Rafael Angulo
Cali	HJEE	1090	0.5	Jose T. Calderon N.
Cali	HJEF	1260	0.5	Hernando Bueno Delgado
Cali	HJEL	1340	0.5	
Cali	HJER	1395	0.5	Mario Arango M.
Cali	HJEX	4865 sw.	2.5	
Cali	HJEW	1530	.5	Luis E. Cajiao
Cali	HJEN	1370	0.5	Alfonso Mese Vargas
Cartagena	HUAE	4965 sw.	0.75	Laoratorios Fuentes,
Cartagena	HJAF	1240	0.5	Rafael Fuentes owner.
Cartagena	HJAP	4935 sw.	0.75	Lequerica Hermanos
Cartagena	HJAR	1400	0.5	

Location	Call Letters	Frequency Kcs.	Power Kw.	Owner or Operating Agency
Cartagena	HJAJ	1370	.5	Victor Meto Nunez
Cartago	HJEO	1230	0.5	Daniel Dozman
Campoalegre	HJFR	1480	.25	Ricardo Fierro
Cucuta	HJBB	4815 sw.	0.75	Pompilio Sanchez
	HJBC	1270	0.5	
Fusagasuga	HJKB	1520	.1	Elias Martinez
Florencia	HJIB	1360	.1	Eduardo Plata
Girardot	HJCL	1460	0.5	Celestino Cienfuentes
Honda	HJFS	1410	.25	Ramon Rojas
Ibague	HJFT	1370	.5	Antonio Barrios M.
Ibague	HJFC	1500	0.25	Vicente Vaitan Rondon
Ibague	HJFL	1440	0.25	Luis E. Martinez
Ibague	HJFP	1500	0.75	Mario Cadavid
Jerico	HJDH	1530	.25	Roberto Laverde
Manizales	HJFX	600	.1	Antonio Pinzon H.
Manizales	HJFB	6105 sw.	5.00	Alberto Hoyos A.
	HJFD	1390	0.5	
Medellin	HJDA	1285	0.25	Humberto Restrepo A.
Medellin	HJDC	1360	0.5	Francisco Cuartas
	HJDX	4795	.75	
Medellin	HJDE	6145 sw.	5.	William Gil
	HJDK	1250	.5	
Medellin	HJDG	1020	.5	Jose Nichols V.
Medellin	HJDB	1215	.5	Raul Mejia M.
Medellin	HJDL	1458	0.5	Jaime Tobon R.
Medellin	HJDM	1520	1.0	Prospero Aguirre
Medellin	HJDQ	1320	1.0	Samuel Parrah
	HJDP	4885 sw.	1.0	
Medellin	HJDR	1380	0.5	Ramirez & Cia., Ltda.
Medellin	HJDT	1150	0.5	Jaime Garcia
Medellin	HJDV	1490	0.5	Universidad de Antioquia
	HJDU	4805 sw.	.75	
Neiva	HJFP	1520	.25	Antonio Cruz
Palmira	HJEF	1460	0.3	Rafael Angulo
Palmira	HJEQ	1180	0.5	Humberto Dorronsoro
Pasto	HJHA	1070	2.5	Alfonso Delgado Z.
Pasto	HJHB	1350	0.5	Antonio J. Meneses
Pereira	HJFA	6054 sw.	1.0	Bernanardo Tobon de R.
	HJFE	1470	1.	
Pereira	HJFQ	1120	.5	Juan Mejia Duque
Pereira	HJFK	6097 sw.	2.5	Sociedad "La Voz Amiga"
	HJFF	1350	1.	Antonio Giraldo C. & Son
Popayan	HJEA	1500	.5	Jesus Hernando Hormaza
Popayan	HJEG	1450	0.5	Mercedes M. de Valencia
Quibedo	HJDG	4805 sw.	.5	Intendencia del Choco Cultural
Santa Marta	HJBH	1410	0.5	Manuel C. Conde
Santa Marta	HJBJ	1140	0.5	Julio A. Sanchez
Santander	HJEH	1550	0.1	Escuela Rafael Tello
Tocaima	HJCP	1530	0.092	Ruperto Aguilera Leon (Catholic Station)
Tulda	HJEK	1340	.1	Hernando Bueno Delgado
Tunja	HJGA	1425	.25	Gabriel Cardenas R.

COSTA RICA

Alajuela	TI5JMM	575	1.5	Emilio E. Martinez
Cartago	TI3MC	1175	.5	Manuel Carazo Gonzalez
Cartago	TI3LC	1215	.9	Jose Francisco La Fuente Canossa
Cinco Esquinas Tibas	TIHB	690	2.0	Roger Barahona Gomez
Limon	TIQ	555	.2	Francisco Garron S.
Puntarenas	TIWS	900	1.0	Manuel Campos J.
Puntarenas	TICM	1200	0.5	Camilo Moya X.
San Jose	TIRCC	6180	.3	Prbo. Carlos Borge
San Jose	TINRH	9692	.75	Amando Cespedes Marin

LATIN-AMERICAN STATIONS

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
San Jose	TILYM	1015	1.0	Roberto Meses Q.
San Jose	TI4NRH	710	.75	Amando Cespedes Marin
San Jose	TICJ	735	5.0	Carlos Madrigal Mora/Jorge Ortiz
San Jose	TIBG	750	0.5	Narcisco Garcia
San Jose	TIW	775	.45	Lola Monge P.
San Jose	TIGPH2	800	3.	Gonzalo Pinto H.
	TIGPH	605	6.5	
San Jose	TIPG	625	5.0	Caludia Martinez M.
		9615 sw.	20.	
San Jose	TILJ	955	1.0	Luis Jeronimo Cordero Gutierrez
San Jose	TIEP	6700 sw.	1.	Eduardo Pinto H.
San Jose		830	3.	
San Jose	TIRS	920	3.0	Orlando Sotela M.
San Jose	TIOS	940	0.5	Guillermo Castro
San Jose	TIRH	970	0.5	Rafael Hine Chavarria
		6150 sw.	0.25	
San Jose	TIFC	1000	1.0	Juana L. Mayoer de Cabezas
San Jose	TIDB	1250	1.0	Ricardo Dorado
San Jose	TIRM	1040	0.5	Rafael Merino
San Jose	TIUCR	1235	1.0	Universidad de Costa Rica
San Jose	TIMACHO	1100	1.0	Maximo Chaves Arias
San Jose	TINBC	1070	15.	Oscar Martinez N.
San Jose	TIJMP	855	3.	Margarita M. de Girton
San Jose	TIGPH	5875	1.0	Gonzalo Pinto H.
San Pedro	TILS	880	5.0	Luis Saenz Mata
San Juan Tibas	TIBAS	650	8.0	Gonzalo Pinto H.
San Francisco de Asis	TIBO	670	1.0	Carlos Francisco Jimenez

DOMINICAN REPUBLIC

Ciudad Trujillo	HIZ	1350	0.1	Frank Hatton
	HI1Z	6312 sw.	0.2	Frank Hatton
Ciudad Trujillo	HIN	1090	0.15	Partido Dominicano
	HI1N	6243	0.7	
Ciudad Trujillo	HI1G	6124 sw.	0.1	A. Cordero Puerlo
	HI2G	9290 sw.	0.1	
Ciudad Trujillo	HIL	6187 sw.	0.6	J. C. Pellicer
Ciudad Trujillo	HIT	7200 sw.	0.1	F. A. Sanabia
Ciudad Trujillo	HI2T	7275	.20	Jose Arismendi Trujillo M.
	HI3T	1040	10.	
Santiago	HI1A	6180 sw.	.75	Rafael Western
Santiago	HI9B	6383 sw.	0.2	Jacinto L. Sanchez
Santiago	HI8Z	7225	0.2	Luis F. Moscoso
Santiago	HI2A	7215	0.25	Expedi Pou
Puerto Plata	HI9T	6170 sw.	.10	Luis A. Pelegrin
	HI9U	7205	.1	
San Cristobal	HI1R	6140	.20	Luis Alberti
San Pedro de Macoris	HI1J	6025	.1	Fausto Donastorg
Romana	HI3C	6660 sw.	.030	Antonio Herrero Hernandez

ECUADOR

Cuenca	HC5BU	4715		Cia. Radio Universal
Guayaquil	HC2BC	1300		Randolfo Sierra
Guayaquil	HC2FB	1140		Roberto Hernandez
Guayaquil	HC2FH	1200		Cia. Radiod. El Milagro
Guayaquil	HC2AU	1350	0.2	Cia. Radio Atalaya
Guayaquil	HC2ET	1131 sw.	0.5	Jose Santiago Castollo
Guayaquil	HC2CM	900		Julio Sanchez

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Guayaquil	HC2RB	1250	0.1	Luis F. Rodriguez
Guayaquil	HC2AK	1050	1.0	Compania de Ecuador
Guayaquil	HC2AW	975	.0025	Alfonso Wilmont
Guayaquil	HC2FD	600		Gonzalo Enderico
Guayaquil	HCJB	700		Wordl Radio M. Fello
Guayaquil	HC2FY	810		Washington Rama
Guayaquil	HC2FZ	850		Pedro Chapilliquenc
Guayaquil	HC2FL	1400		Gabriel Vergara J.
Ibarra	HC1FM	4725 sw.	0.3	Azael Teran
Portoviejo	HC4FA	4760		Soc. An.
Quito	HCJB	970	1.0	Wordl Radio M. Fello
Quito	HC1BD	1111		Rosendo Gavilanes
Quito	HC1PM	4780 sw.	0.15	Lenardo Ponce
Quito	HC1FJ	1210		Miguel Arregui y Cia.
Quito	HC1MJ	1410		Manuel Ocana
Quito	HCQRX	1340	0.25	Radio Quito
Quito	HCIGP	4790 sw.	0.2	Padre Elias Brito
Quito	HCIBS	1160	0.25	Cesar Mantilla
Quito	HC1AB	1280		Ariz Noe Mucarzel

EL SALVADOR

San Salvador	YSF	9250	0.5	
		840	2.5	
San Salvador	YSR	900 sw.	2.5	Alberto Cevallos Sosa
	YSR	6265	0.5	
San Salvador	YSI	7215	.5	Ricardo Ramos
San Salvador	YSN	9655	.8	Ruben Menbreno
	YSO	1470	.8	
San Salvador	YSS	638	0.5	Direccion General de Comunicaciones, Govt. of El Salvador
	HUB	6150 sw.	.3	
San Salvador	YSP	780	.3	Fernando Alvayeros Sosa
	YSP-B	6150 sw.	.3	
San Miguel	YSHQ		.50	Alberto Cevallos Sosa

GUATEMALA

Guatemala City	TGM	830	0.1	Roberto Castillo
	TGM1	6600	0.1	
Guatemala City	TG1	1310	0.3	Govt.
	TG2	6620 sw.	1.	Department of Communication
	TG3	1350	0.25	
Guatemala City	TGO	1140	0.5	La Vov de las Americas
	TGOA	1140	0.5	
Guatemala City	TGR	1211		Dn. General Guardia Civil, Gov. de Guatemala
	TGR	6255		Guatemala Govt.
Guatemala City	TGW	640	10.0	
	TGWA	9685 sw.	10.	
	TGWB	6460 sw.	1.	
	TGWC	1520 sw.	1.	
Guatemala City	TGK	1380		Pbro. Augusto Herrera A.
Guatemala City	TGL	1240	.25	Gilberto Marroquin Lucero
	TGLA	6295	.25	
Guatemala City	TGX	1410	0.05	Miguel Angel Mexicano
	TGX1	6190	.05	Novales
Quzaltenango	TGQ	1450	0.25	Govt.
	TGQA	6400 sw.	0.3	
Mezatenango	TGLB	6900		Gilberto Marroquin Lucero

HAITI

Port-au-Prince	HHWB	9550		
		1036		

• • • **LATIN-AMERICAN STATIONS** • • •

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Leogane	HHK*	6200 9620 sw. 1820 sw. 17850 sw. 21670 sw. 920	25.	Haitian Govt.
Port-au-Prince	HH3W HHW	9890 1230 978	0.25 0.15	Ricardo C. Widmaier, Jr.
Port-au-Prince	HH2S	5945	0.4	
Port-au-Prince	HHBM HHCM HHGM	1473 9660 sw. 6165 sw.	1. 1. 1.	Frank C. Magliore

HONDURAS

Ceiba	HRD2	6235 sw.	0.2	Ing. M. R. Moncada
San Pedro Sula	HRP1	6351 sw.	0.15	Filiberto Diaz Zelaya
Tegucigalpa	HRN	5875 sw.	.5	Rafael Ferrari

NICARAGUA

Granada	YNFT	7500 sw.	0.1	Jose F. Tercero Z.
Granada	YNLAT	7625 sw.	0.1	Leonidas A. Tenorio
Granada	YNWW			
Leon	YNJAT	5758 sw.	0.6	Jose Agustin Tijerino
Leon	YNDG	6850 sw.	0.8	Dionisio E. Gallo
Managua	YNLG	1530		
Managua	YNDS	6610 sw.*	1.	
Managua	YNPS	6760 sw.	0.8	La Voz de Nicaragua (Govt.)
Managua	YNOW	6850	0.80	Mendoza y Hermanos
Boaco	YNBO	6760 sw.	1.0	
Managua	YNCQ	6850 sw.*	0.8	

PANAMA

Colon	HON	1500	1.0	Jose Jaen y Jaen
Colon	HOW	1230	0.1	Radiodifusion Panamericana S. A.
Colon	HP5K	6005 sw.	0.8	Jose Jaen y Jaen
	HOK	640	0.25	
Colon	HOL	1390	.25	
	HOLA	9505 sw.	0.25	Anibal Galindo
Chitre	HOJ	1130	0.5	Fernando Jolly
David	HOU	1025	1.0	La Voz de Baru
Panama	HOX	900	1.	Raul Jimenez
	HOXA	15100	7.5	
	HOXB	11810	7.5	
	HOXC	9660	5.0	
Panama	HOG	840	.25	Radiodifusion Panamericana
Panama	HP5G	11870 sw.	.8	Radio Panamericana
	HOB	6175 sw.	0.6	
Panama	HOA	1090	1.0	
Panama	HOC	1440	1.	Jose Jaen y Jaen
Panama	HP5A	11700 sw.	.5	Jose Jaen y Jaen
Panama	HOQ	1250	0.25	Fernandez Jose Herrera, Jr.
Panama	HP5B	6030 sw.	0.25	Ernesto de la Guardia, Jr.
	HP5C	730	.5	
Panama	HP5H	6122 sw.	0.5	M. Lombardo Vega
Panama	HP5J	9607 sw.	0.25	Manuel Diaz
	HP6J	1358	0.25	
Panama	HOHA	900	0.32	M. Lombardo Vega

PARAGUAY

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Asuncion	ZPA1	6030	2.5	Official Govt. Station
Asuncion	ZP1	1360	0.5	Official Govt. Station
Asuncion	ZP4	730	1.0	Saccarello y Ferreira
Asuncion	ZP8	900 sw.	0.1	
Asuncion	ZP6	1300	0.5	Emilio Jordan Livieres
Asuncion	ZP9	970	1.0	A. C. Bajac
Asuncion	ZP10	1330	0.5	A. Arbo Recalde
Asuncion	ZP11	1200	0.5	Juventud Antoniana
Asuncion	ZP13	1430	0.1	Julio Picossi Villagra
Asuncion	ZP3	700	10.	Teleco Paraguaya S. A.
	ZPA3	11850	1.2	
Encarnacion	ZP5	920	5.0	Sociedad Paraguaya de Radiodifusion
	ZPA5	11950	2.5	

PERU

Arequipa	OAX6B	6035 sw.	0.15	Maximo J. Landa
Arequipa	OAX6C	1370	1.	J. Antonio Umbert F.
	OAX6E	6335	1.	
Arequipa	OAX6A	6050 sw.	0.1	Jorge E. Olazabal Benavides
Callao	OAX4C	1160	0.5	Alvarada & Urteaga
Chiclayo	OAX1A	6150 sw.	0.3	J. Carlos Montoy D'
Cuzco	OAX7A	6128 sw.	0.1	Carlos Lizarraga Fisher-Montero
Huacho	OAX4D	840	.20	Juan P. Goicochea
Huancayo	OAX4P	5980	0.25	Alfredo Elejalde Granados
Huanuco	OAX3A	6116 sw.	0.4	Victor Priano Storage-Castilla
Ica	OAX5B	1480	0.25	Luis de los Heros y de los Rios
	OAX5C	9560 sw.	0.25	
Lima	OAX4H	6095 sw.	1.	Armando Ortiz Lambert
	OAX4F	1080	0.25	
Lima	OAX4B	1200	0.25	
	OAX4G	6190 sw.	0.25	
Lima	OAX4Z	6082 sw.	15.	Gobierno del Peru
	OAX4A	854	10.	
	OAX4T	9562 sw.	10.	
	OAX4R	sw.		
Lima	OAX4E	960	0.2	Ing. Juan P. Goicochea
	OAX4K	9545 sw.	0.25	
Lima	OAX4I	1320	0.25	
	OAX4J	9520	0.2	
Lima	OAX4X		0.3	Dianderas Samanez
	OAX4Q		0.2	
Lima	OAX4L	1250	0.2	
Lima	OAX4U	1010	10.	
	OAX4V	sw. 5925 sw.	7.5	
	OAX4W	sw. 9360 sw.	2.	
Trujillo	OAX2A	5625 sw.	.75	Rafael Larco Hoyle
	OAX2B	1400	.5	

SURINAM (DUTCH GUIANA)

Paramaribo	ZPH	5865	0.150	J. C. Herrenberg, Chairman, of private radio club "AVROS." Tech. equip. owned by Surinam Govt.
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URUGUAY

Canelones	CW47	1470	0.3	Julio J. Rabasa
Canelones	CW4	610	5.	Diario Rural S. A.
Cerro Largo-Melo	CW53	1580	0.25	Ruben D. Lucas
Colonia	CW1	550	4.5	R. Berotti & R. Montellano

. . . **LATIN-AMERICAN STATIONS** . . .

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Colonia	CXA8	9640	3.0	Jaime Yankelovich
Durazno	CW25	14030	0.5	Artola Evangelisti & Cia.
Florida	CW33	1200	0.25	Omar F. Barreiro
Lavalleja-Minas	CW43	1420	0.5	Juan R. Volante
Maldonado	CW51	1560	0.5	Hector Lamaison
Montevideo	CX6	650	25.0	Servicio Oficial D. R. F. (Ministry P. E.)
Montevideo	CX8	690	0.5	Ramon Puyal
Montevideo	CX10	730	1.0	Batlle y Gestoso
Montevideo	CX12	770	5.0	Luis A. Artola
Montevideo	CX14	810	15.0	Difusoras del Uruguay
Montevideo	CX16	850	10.0	SADREP Ltda.
Montevideo	CX18	890	5.0	Difusorad El Espectador Ltda.
Montevideo	CX20	930	2.0	Maria Elvira S. de Romay
Montevideo	CX22	970	.25	Harispuru Hnos.
Montevideo	CX24	1010	2.5	SADREY Ltda.
Montevideo	CX26	1050	5.0	Ministerio de Ganaderia y Agrecultura
Montevideo	CX28	1090	3.0	Walfrido Figueira Moran
Montevideo	CX30	1130	2.0	Silva y Larrea
Montevideo	CX32	1170	0.5	Comp. Uruguaya de Publicidad
Montevideo	CX34	1210		
Montevideo	CX36	1250	1.0	Vazquez y Walder
Montevideo	CX38	1290	5.0	Servicio Oficial D.R.E. (Ministry P. E.)
Montevideo	CX40	1130	0.5	Julio J. Rabassa
Montevideo	CX42	1370	1.0	Hector Vernazza
Montevideo	CX44	1410	0.25	Juan Carlos Raffo
Montevideo	CX46	1450	1.5	Carlos Silva Rijo
Montevideo	CX48	1490	1.5	Sara Vazquez Alvarez
Montevideo	CX50	1530	0.3	Bernardino Ayala
Montevideo	CXA3	6075	2.5	Leon y Landeira
Montevideo	CXA4	6125	10.0	Radio Electrica
Montevideo	CXA6	9620	20.0	Radio Electrica
Montevideo	CXA7	11735	0.5	Luis A. Artola
Montevideo	CXA10	11900	20.0	Radio Electrica
Montevideo	CXA11	27000	2.5	Radio Electrica
Montevideo	CXA13			M. de Ganaderia y Agricultura
Montevideo	CXA14			
Montevideo	CXA18	15300	20.0	Radio Electrica
Montevideo	CXA19	11835	50.0	Difusoras Uruguay Ltda.
Montevideo	CXA21	6170	1.0	Julio J. Raassa
Montevideo	CXA22	29500	2.5	Servicio Oficial de Difusion Radio Electrica
Montevideo	CXA23	43500	2.5	Radio Electrica
Montevideo	CXA24	58000	2.5	Radio Electrica
Montevideo	CXA30	6035	1.0	Silva y Larrea
Paysandu	CW35	1240	0.25	Alfonso M. Ordoqui
Paysandu	CW39	1320	0.1	Miguel Penna
Paysandu	CW47	1510	0.1	Fasola Riold y Tiboni
Rivera	CW43B	1480	.75	Walfrido Figuiera Moran
Rivera	CW19A	1340	0.06	Jorge Downton Garcia
Rocha	CW19	1340	0.05	Abel Machado
Salto	CW23	820	0.25	Ramon J. Vinci y Hector Jose Carbone
Salto	CW27	680	0.25	Luis Batlle Berres
Salto	CW31	1120	0.25	Salvador E. Pera
San Jose	CW41	1360	0.05	Pedro Brucoleri
San Jose	CW47A	1510	0.1	Fasola Rios y Tibori
Soflano-Mercedes	CE46B	1460	0.05	Roberto Tarucell
Tacuarembó	CW46A	1400	2.0	Luis S. Dini
Treina y Tres	CW45	1390	0.25	Marroche y Lacurcia

1948 'scope

FOCUS OF THE YEAR...

When NBC announced network television on the first business day of 1948, remarkable things began to happen. Within two weeks, one manufacturer oversold a carload of sets in a southern city. A station in that same city found itself with sudden new contracts for \$1,000 worth of time a week. The station was not yet on the air with television and the people who bought the sets couldn't view any pro-

grams for a few months to come. These are just two items among many that happened because people were ready for television. NBC's culminating achievement of network television clicked with what the public wanted precisely when they wanted it. The eye of that public is clearly and enjoyably focused today on NBC's conviction and performance in . . . 1948—*Television's Year.*

FOCUS OF ANOTHER YEAR...

Television had a long infancy, an enthusiastic boyhood and a smartly paced entry into its year of grown-up action. And now it's possible even to be nostalgic about it. Remember *Business Week's* Special Report of 1939?

"Ending years of rumor and premature conjecture, television's birth was officially scheduled for the year 1939, when

David Sarnoff, president of the Radio Corporation of America, announced two months ago that home receiving sets would be put on sale by April and that the National Broadcasting Company, RCA's subsidiary, would begin a regular television broadcasting service when the New York World's Fair opens April 30, 1939."

NBC Television

NATIONAL BROADCASTING COMPANY
A Service of Radio Corporation of America



PRESENTS

THE 1948
YEAR BOOK
OF
TELEVISION

Edited by

JACK ALICOATE

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1301 Broadway, New York 18, N. Y. Wisconsin 7-6336



For year-after-year top performance, money-making commercial telecasting . . .

IT'S DU MONT FROM

A to Z

▶ From camera to high-gain antenna system—including control units and consoles, film projectors and film cameras, portable image orthicon chains and relay transmitters, studio cameras, video and audio transmitters, etc.—it's DU MONT equipment all the way for that coordinated, smooth, economical performance. Du Mont installations in daily service best illustrate that story.

A decade and a half of outstanding

engineering, actual telecasting and electronic craftsmanship second to none, stands behind equipment bearing the famous DU MONT name. No other organization can match this pioneering saga.

Whatever your telecasting plans—low-power or high-power; modest or big investment; single station or network—regardless, make it DU MONT from A to Z for the "First with the Finest in Television."

▶ Bring your telecasting plans and problems to us for Du Mont "know-how." Visit our model station at Clifton for leisurely inspection and test—or the Du Mont Network in New York for the world's largest television studios in action.

First with the Finest in Television



Allen B. Du Mont Laboratories, Inc., Television Transmitting Equipment Division, 42 Harding Ave., Clifton, N. J. • Du Mont Network and Station WABD, New York • Station WTTG, Washington, D. C. • Main Offices and Plants, Passaic, N. J.

TELEVISION

Add a new dimension, perhaps the most important, to the dynamic field of entertainment. Television is HERE. While Motion Pictures, Opera, the Stage and Concert Field are having a trying time to hold their own, TELEVISION, the mightiest facet of all is moving forward with the grace of a rocket and the force of an atom bomb.

Not so many years ago Gen. Sarnoff knowingly told us that practical television only awaited circulation. With a cyclone of sets and a nation wide coaxial network in the developmental stage it can now be said that the future of television is unlimited. And so the stage is set. From those now in television we can expect more maturity in production. To those in allied fields we suggest most serious attention to this thundering giant.

The pages that follow, in somewhat abridged fashion, reflect the past and present picture of video, as well as an enlightening and constructive look-see into the television crystal ball of the future. This is the Third edition of the Year Book of Television. To those who have so cheerfully helped in its preparation the editor extends his grateful appreciation.

JACK ALICOATE,
Editor.



The eyes of the world are on Hollywood

and Hollywood's eyes are on **KTLA**

In Hollywood there starts a custom, a fad, a fashion.

First thing you know, you find it spread to the far corners of the earth. But where does Hollywood get its ideas? Well, here's one clue: Hollywood's great, absorbing interest today is television—and in Los Angeles, television means KTLA, on the air seven days a week with a wide variety of excellent programs.

KTLA *sells Hollywood*
HOLLYWOOD *sells the world*

KTLA WILL BE A KEY STATION IN THE PARAMOUNT TELEVISION NETWORK

Station KTLA

5451 Marathon Street, Hollywood
Klaus Landsberg—West Coast Dir.



National Sales Representative

George T. Shupert, 1501 Broadway, N. Y.

BRyant 9-8700

A SERVICE OF PARAMOUNT PICTURES Inc.

www.americanradiohistory.com

SCANNING AND PANNING

By FRANK BURKE, Editor, *Radio Daily and Television Daily*

TELEVISION programming techniques both from an advertising and entertainment point of view progressed during 1947 but there is still need of showmanship in the development of the sight and sound art.

Program progress of the past year included improvement in special events coverage; more intelligent use of visual commercials; the advent of daytime programs designed for kiddie viewing and the use of documentary, news and educational films.

Some of the major advertising agencies such as Foote, Cone and Belding, J. Walter Thompson, and N. W. Ayer have made excellent use of movie commercials in the television field. The use of films to sell Lucky Strike cigarettes, the Ford film commercials and U. S. Rubber's treatment of sports events on film are some of the notable examples of good taste and excellent merchandising using movie techniques.

Another important step on the progressive side noted the past year which holds promise for further expansion this year is the increasing number of program hours on stations. The complaint that television gave little or no daytime programming is being answered by increasing schedules of daytime shows—afternoon programs of special appeal to women and children. Also by adding daytime special events coverage of events in Washington and New York.

The coming of the Republican and Democratic National conventions to Philadelphia in July are heralded in television circles as two events that will give great impetus to the new art. Extensive plans for network and station coverage on the Atlantic seaboard and tele film coverage for stations in other sections of the country have been worked out. In addition the major manufacturers of television receiving sets in February made plans for an extensive advertising and promotion campaign designed to step up the sale of receivers for the forthcoming political conventions.

Greatest problem from an audience standpoint in 1948 is the installation bottleneck which the major manufacturers up till now have not been able to solve. The demand for receivers, particularly the

table models produced by Du Mont, RCA, Philco, Farnsworth, Emerson, General Electric and others have been great but the distributors and dealers have not been geared to handle the installation and servicing in many instances.

Despite the set installation bottleneck the television industry made amazing progress during 1947 and will climb to still greater heights in 1948. With prospect of nearly 50 television stations in operation before the end of 1948 and nearly a million sets in the hands of the growing video audience the new industry will become a nation-wide entertainment and commercial enterprise this year.

Two organizations have done much to further the new art the past year. These are the Television Broadcasters Association and the American Television Society. The TBA under the leadership of Jack Poppele, president, have represented both the manufacturers and the broadcasters and the ATS with Don McClure as president and have brought together all segments of video into a closely knit progressive society of television experts and newcomers to the field. Their impact, unquestionably, have been of immeasurable value in establishing television as a dramatic, growing industry.

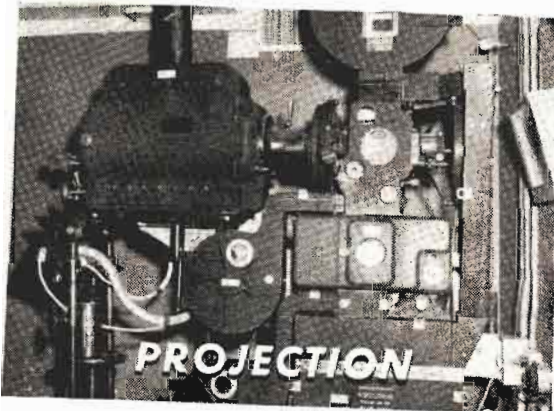
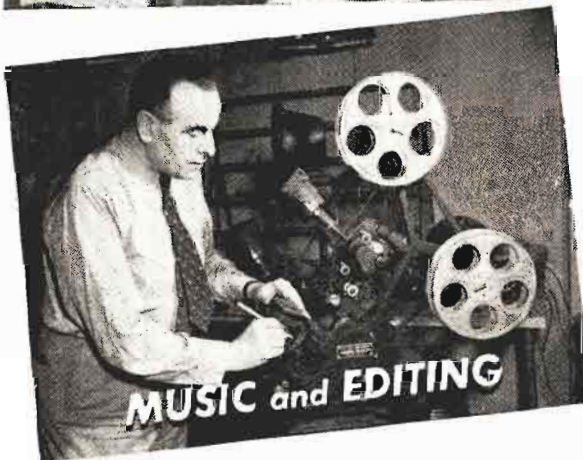
Probably one of the biggest needs of the new art is the establishment of an authoritative survey system which will give broadcasters, manufacturers and advertisers alike a true picture of the growing television audience from month to month. Broadcast Measurement Bureau, industry sponsored research organization, has plans for rendering this service and both the Hooper and Nielsen organizations are working to the end of providing such a service. The only figures available at this writing are the monthly estimates of the Radio Manufacturers association on set production by their member manufacturers and the fluctuating figures of the Federal Communications Commission on station applications, CPS and commercial licenses. These figures are available from day to day at the FCC as the television actions are disposed of by the commission.

Television is no longer around the corner. It's here and growing daily. By the end of 1948 it may enter the charmed circles of the first fifteen major industries in the United States.

emil VELAZCO INCORPORATED

723 SEVENTH AVE., NEW YORK 19

PLaza 7-8530



EXCLUSIVELY A *Service*

ORGANIZATION
FOR ALL PRODUCERS . . .

*offering the finest and
most modern film facilities
in America.*

"air conditioned"

- RECORDING STUDIOS
- RERECORDING STUDIOS
- SCREENING ROOMS
- CUTTING ROOMS

Sound Effects Library
Extensive Music Library
16mm-35mm Optical Effects
Film Vault Service

OUR COMPREHENSIVE
FACILITIES and KNOW-
HOW REDUCE TELEVISION
and MOTION PICTURE FILM
PRODUCTION COSTS!

Television Today — Facts and Figures

NINETEEN television stations are now operating in 12 key cities of the United States. Thirty more stations were expected to begin regular video service this year.

Cities having daily TV program service were: New York, Schenectady-Albany, Philadelphia, Baltimore, Washington (D.C.), Cincinnati, Cleveland, Detroit, Chicago, Milwaukee, St. Louis and Los Angeles.

Major manufacturers report production of approximately 225,000 receivers during 1947 with prospects of 750,000 sets being produced during 1948.

It is estimated that upwards of 200,000 receivers are in use in private homes, with an approximate audience of 1,500,000.

Price of television receivers range from around \$200 for small table models to \$2,500 for deluxe all-purpose models.

Coaxial cable now links New York with Philadelphia, Baltimore, and Washington with an extension to Richmond, Va., in prospect during the spring of 1948.

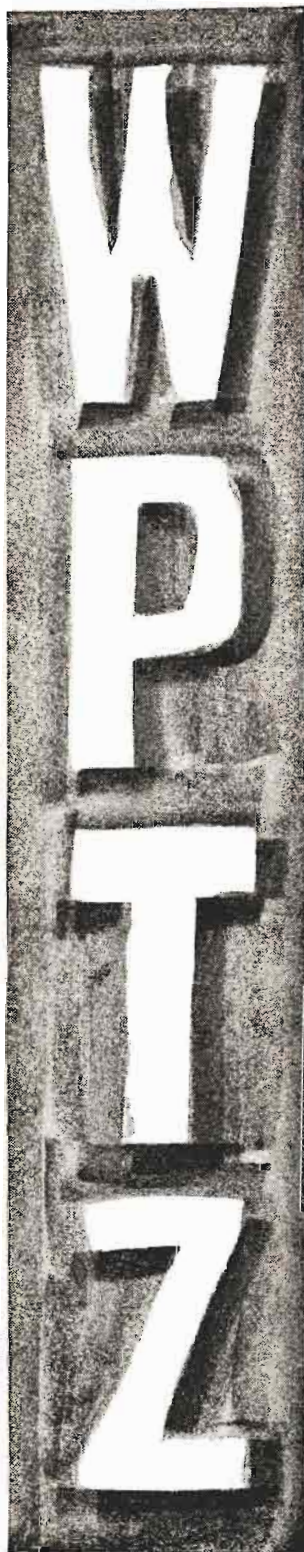
Radio relay links now in operation include one from South Bend, Ind., to Chicago; another from New York to Schenectady, a third linking Philadelphia with New York City, and a fourth connecting the latter with Boston, Mass.

Top programs during '47 included telecasts of the World Series, Louis-Walcott heavyweight championship fight, and first video pickup from the White House.

Plans were made to televise the national conventions of the Democrats and Republicans in Philadelphia. Proposal involved all broadcasters on the eastern network who will participate via an industry pool.

Over 200 top national advertisers were using television on a regular basis, several of which were represented in all 12 cities with video service at the start of the year.

AT&T announced plans to link the east and midwest with coaxial cable and radio relay by December of 1948. Plan called for regional network service to be expanded in both areas, with connections extending from Buffalo in the north through Cleveland and west to St. Louis, Mo.



FIRST IN TELEVISION IN
PHILADELPHIA

PHILCO

**TELEVISION BROADCASTING
CORPORATION**

**1800 Architects Building
Philadelphia 3, Pennsylvania**



TELE SPONSORS SHOW INCREASE

By DON McCCLURE, N. W. Ayer & Sons



McClure

ABOUT a year has passed since the first new long-awaited post war television set has been enthusiastically received to a home. The ever alert manufacturer optimistically forecast fantastic figures as to the number of sets that would be made for the coming year. Considerable increase in new sponsors' expanding activities, as well as the old standbys, was a logical follow up. In order, success story after success story, although ever so small as to the number of people reached, proved what we in Television have long believed—"It's here to stay!" Long before this new era was twelve months old, Crosley's, Hooper's, Roslow's, audience panels, Televisor and Television Magazine surveys piled up evidence so complete that even the hardest headed anti-video die-hard had to admit the new electronic child was far from anemic.

This first firm step into a new era was not unlike the first firm step of a child . . . solid, positive, with an objective in view . . . then back to crawling. As the months rapidly dropped from the calendar, so did the earlier set estimates—so did program experimentation—so did station applications—so did opening dates for new stations. Even many so called far seeing and daring advertisers took the easy and short way out—"Let's wait." The public, when the chips are down, are the only ones that count, and they continued to buy every set the manufacturer produces. At this late date it's rather foolish to observe that John Q. (in this country at least) usually gets what he wants . . . and commercial happens to be on his list.

With the coming of spring, the long promised sets in quantity began to be a reality. Baseball, the national sport, was for the first time tried in all cities having television and big league teams on a regularly scheduled basis. Some of the experienced television sponsors—and many new ones—became even more aware of the genuine interest the public had in this new bill of fare. By the end of the

summer, almost every ball park where television was permitted to telecast games admitted that turnstile attendance had reached an all-time high.

Comes the spring, besides being necessary to a "young man's fancy", there was a stimulating effect on other types of professional programming. Some national advertisers bought top professional talent only to find it paid off. Other producers offered types of television programs that were a logical step from sport and news events into entertainment in the home and at a cost that made economic sense even at this stage of the game.

At this point, we feel it advisable to indicate that spring also offered encouragement to what we believe can become a menace in station programming—the minute spot!—not too obvious a pitfall, but from a station's programming standpoint, once they break their time into segments of one minute—in the extreme it could well become a problem of public relations to prevent 59 one minute commercials during an hour of programming. The second, and by far the most serious as far as the sponsor is concerned, once a one-minute spot has been shown, the impact and remembrance of a good commercial is pretty complete. It's second showing begins to create a nuisance in the mind of the viewer. The 3rd, 4th and 5th showings can easily cause the audience to switch to another station. Naturally, this is a negligible problem in radio but, unfortunately, some sponsors are already treating television like radio—with pictures attached.

The 1947 World Series—topped in interest probably only by the Louis vs. Conn fight, drove set demands into the stratosphere. The request for time on stations reached a peak, Advertisers and their agencies began to speak of television in terms above a whisper. Segwaying into this annual baseball classic was another top American sport—football! Sponsors were fighting for positions, options, renewals—and sets were still miles behind the demand.

Looking into television's future at this time, the view is reasonably clear. With little effort on the manufacturers' part, all sets can be sold to an eager public.

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 General Electric's completely new line that includes all types, from the lowest to the highest power ratings.



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

COMMUNICATIONS



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



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



TELEVISION For years General Electric has pioneered in television. Station WRGB has provided outstanding facilities for both technical and program experimentation. This union of engineering with studio production supplies General Electric with experience of incomparable value to those entering the television field.



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

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

ATLANTA 3, GA.
187 Spring Street
BOSTON 1, MASS.
140 Federal Street
CHICAGO 54, ILL.
1122 Merchandise Mart
CINCINNATI 2, OHIO
215 W. 3rd Street

CLEVELAND 4, OHIO
710 Williamson Bldg.
DALLAS 2, TEXAS
1801 N. Lomax Street
DENVER 2, COLO.
650 17th Street
KANSAS CITY 6, MO.
106 W. 14th Street

LOS ANGELES 14, CALIF.
530 West Sixth Street
MINNEAPOLIS 2, MINN.
12 Sixth Street
NEW YORK 22, N. Y.
570 Lexington Avenue
PHILADELPHIA 2, PA.
1405 Locust Street

SAN FRANCISCO 4, CALIF.
235 Montgomery Street
SCHENECTADY, N. Y.
Bldg. 267, Rm. 105
SEATTLE 4, WASH.
10 Second Avenue
WASHINGTON 5, D. C.
806 15th Street, N. W.

SYRACUSE 1, N. Y.—Syracuse 6-4411

LEADER IN RADIO, TELEVISION AND ELECTRONICS

GENERAL  ELECTRIC

TELEVISION-LEADERS

— 1947 - 1948 —

Thumbnail sketches of industry executives whose activities during the past year have contributed to the dramatic development of the new art, whose leadership assures television of early maturity.



ALLEN B. DuMONT



An early industry pioneer, Dr. DuMont, president of Allen B. DuMont Laboratories, Inc., gives active leadership to the company's five divisions: research, cathode-ray tubes, cathode-ray oscillographs, television receivers, television transmitters, and the DuMont television network. His name is synonymous with television through his contributions to the industry.

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DAVID SARNOFF



A name synonymous with all phases of advancement in the communications field for the past quarter-century and one of America's most respected and influential business men. Sarnoff's career is as dramatic as the story of radio itself, having risen from the ranks to his present post as president and chairman of the board of RCA. He's also distinguished himself in two wars, presently holds the rank of brigadier general.

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FRANK E. MULLEN



One of the most influential and widely-known executives in the business world, Frank Mullen, executive vice president of NBC, is responsible for much of the present degree of progress made in the medium by the network. At the helm of NBC's television activities the past year, Mullen is responsible for plans and development for the network's establishment of a coast-to-coast video hookup.

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LAWRENCE W. LOWMAN



Operational head of CBS Television and a board member of the Television Broadcasters Association, Lowman is celebrating his 16th year as a CBS vice-president and his 20th with the organization. WCBS-TV has made great commercial strides and has won industry-wide recognition for imaginative programming, experimentation and research in the short time Lowman has been at its helm.

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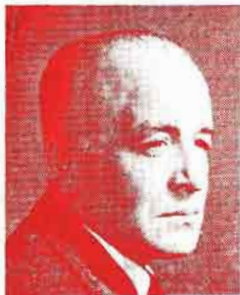
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JOHN F. ROYAL



One of America's great showmen and most popular industry leaders, he's held top posts in all segments of broadcasting, including programs, news and now—television. Closely associated with show business during

much of his career, Royal's far-flung contacts have played a vital role in helping NBC build top-quality television standards. He is an NBC vice-president.

MARK WOODS



Dapper, dynamic and one of the best-liked men in the industry, ABC's Mark Woods is the main driving force behind the network's activity in television as well as radio. In the thick of the race to establish a

nation-wide video network, Woods early in '48 outlined ABC's plans to connect New York and the Coast.

J. R. POPPELE



One of the industry's pioneers, Jack Poppele is also one of television's leading figures. He is vice president, secretary and chief engineer of the Bamberger Broadcasting Service, a member of the board of directors of the Mutual

Broadcasting System and president of the Television Broadcasters Association, Inc. Poppele was instrumental in staging many broadcasting "firsts."

DR. PETER C. GOLDMARK



Young physicist and inventor who joined CBS 11 years ago, Goldmark is accredited with that network's achievements in ultra-high frequency television, including color video transmission. For his work in this regard and in

electronics research he was awarded the Morris Liebmann Memorial Prize in '46 by the Institute of Radio Engineers. Currently heads CBS' tele engineering research and development.

DR. V. K. ZWORYKIN



Internationally acclaimed for his achievements in all phases of electronics, Zworykin is a pioneer in the development of all-electronic television. He invented the iconoscope, video's sensitive "eye," and developed

the kinescope—picture tube of the tele receiver. A member of every important engineering society and recipient of numerous major awards, Zworykin contributed heavily to World War II in science.

JAMES H. CARMINE



Nationally-known sales and merchandising expert, and a leading industry executive since 1923, Carmine is vice president in charge of distribution for the Philco Corporation. As such he is responsible for all Philco sales, merchandising

and advertising, including the firm's complete line of television receivers. He has a keen business sense and unrivaled knowledge of the American market.

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• **LEONARD F. CRAMER** •



Vice-president of the Allen B. DuMont Laboratories, Inc., and a member of its board of directors, Cramer's work for DuMont has been highly varied, including sales, promotion, advertising and station management.

Although he was originally interested chiefly in sales, diversified and thorough training and experience has also made him a top-notch production man.

• **DON McCLURE** •



One of the most energetic execs in the business, Don McClure was one of the first agency men to plan and set up an extensive tele campaign for a national advertiser, when the medium was still considered in the "experimental" stage.

Head of the television bureau of N. W. Ayer & Son, Don is also president of the American Television Society.

• **GEORGE T. SHUPERT** •



In television since 1943 as an executive assistant of Paramount Pictures Inc. and Television Productions Inc., Paramount's wholly owned television subsidiary, Shupert's duties include overall planning of Paramount's broadcast and theatre television operations.

He is also New York sales representative for Paramount's Chicago station, WBKB, and Los Angeles station KTLA.

• **ROBERT S. PEARE** •



Vice president in charge of advertising, broadcasting, and general publicity for GE, Peare joined the company in 1922. In 1940 was named manager of GE publicity, chairman of the Company's general advertising committee, and a vice president in 1944.

Peare supervises the operations of WGY, GE's standard-AM station in Schenectady, and WRGB, its TV outlet.

• **FRANK P. SCHREIBER** •



Head of broadcast activities of WGN, Chicago, one of the Mutual network's key outlets, and is a member of the web's program board. Schreiber's had a wide career in the industry and newspaper work, broke in as a sports writer after

the first World War. He's been an important factor in air coverage of sports, now directs WGN-TV's operation.

• **EDGAR KOBAK** •



President of the Mutual network, and one of the most widely known men in the business world. Kobak's activities in video will expand this year with debut of several MBS stations in the medium, including WOR in New York. Was instrumental in acquiring video rights for the World Series last year, an occasion which bolstered the medium's importance to a high degree.

G. BENNETT LARSON



Director of tele operations for WCAU-TV, outlet owned by the Philadelphia Bulletin, and an executive with over 20 years experience in all phases of broadcasting. Has been with NBC as producer and director, later with

such top agencies as Y. & R., Ruthrauff and Ryan, was director of video for the former for some years. Re-entered the station field in '42, was with the Bulletin's WPEN until accepting his present post.

JOHN McNEIL



A veteran network sales and management executive, John McNeil brought to the Du Mont Television Network a wealth of know-how when he picked up the reins of commercial operation in May of 1947. His authority and responsibility embraces a wide area in the Du Mont operation, overseeing all commercial activities of WABD as well as the network itself.

REYNOLD R. KRAFT



Sales manager of NBC's tele department since 1945, he was named to his present post following heavy background as a time salesman for the web. Since he's headed the sales department Kraft has expanded it

from a local operation to one of the most effective sales operations in the industry. He's been responsible for obtaining many of NBC's top national video accounts.

ROBERT L. COE



Manager of WPIX, New York Daily News tele station, Coe is one of the nation's top-flight radio and video executives. Joined the St. Louis Post - Dispatch in 1924, became chief engineer of its radio outlet, KSD, in '33. Assisted in

debut of KSD-TV last year, later came to New York to assume his present post.

SAM CUFF



One of the first broadcasters to direct the early destiny of tele in the east, Cuff last year carved another industry milestone — supervision of the first nation-wide "road show." In cooperation with RCA, Cuff arranged a special

tour for the Allied Stores Corporation, exhibited the medium in 22 key cities. Before and during the war general manager of WABD.

KLAUS LANDSBERG



First commercial station on the west coast is headed by a young man whose career in radio and tele occupied most of his adult life. After a varied and active career in Europe, Klaus Landsberg came to the U. S.,

worked for several top firms, including NBC and Du Mont. In 1941 he was named director of Paramount Pictures' division and has headed KTLA's operation.

• **WALTER J. DAMM** •



Vice president and general manager of radio for the Milwaukee Journal Company, Damm directs entire operation of W T M J - T V, W T M J and W T M J - F M in that city and WSAU in Wausau. A pioneer in radio for many

years, and an early enthusiast of television, Damm has applied the same intelligence and industry to the new medium.

• **G. EMERSON MARKHAM** •



Manager of GE's pioneer station in Schenectady (N. Y.), WRGB, and a company executive since 1923. Joined GE's WGY in that city in 1925, established two of the oldest farm radio services in broadcasting. Responsible for

much of WRGB's success as one of the first video outlets in the east, Markham is also vice president of the TBA.

• **LAWRENCE G. PHILLIPS** •



Widely-experienced business exec and one of the best-known showmen during the war as head of the USO, Phillips brought an impressive background to tele when he took over the reins of the DuMont television network last year. He

sharpened up the web's operation in a short time, hypood program activities and is credited with DuMont's recent surge to the fore in New York and Washington.

• **FRANK M. FOLSOM** •



As executive vice president in charge of RCA Victor, manufacturing division of Radio Corp. of America, Frank Folsom translated television blueprints and laboratory developments into receivers and broadcast equipment to establish

television on a national scale. Under his direction, RCA brought out in quantity the super-sensitive Image Orthicon pickup tube, new bright-picture kinescopes and other video advances.

• **HARRY BANNISTER** •



Veteran salesman in many competitive fields since World War I, he brought a wide and experienced merchandising talent to radio in 1930 when he joined W M B C, Detroit. Later joined WWJ in the motor city, helped increase

its commercial operation to new highs, and in 1941 became its general manager. Has supervised its WWJ-TV's operations since its inception.

• **PAUL RAIBOURN** •



One of the first motion picture execs to recognize the tremendous future of television, Paul Raibourn, as vice president of Paramount Pictures in charge of budgets and planning, heads up the company's entire tele subsidiary,

Television Productions, Inc. An active and influential participant during video's pioneering stage, Raibourn is a director of the Television Broadcasters Association.

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LEWIS ALLEN WEISS



When Lew Weiss, chairman of the board of Mutual and executive vice-president of the Don Lee Network, began in radio in 1930, he saw in it a new and potent advertising medium that fascinated him. Now, as one of the pioneers in the development of tele-

vision, he is still concerned with the great potentialities of the visual-video art media.

WILLIAM CRAWFORD EDDY



Holder of more than 100 radio and electronic patents, Eddy brings to video a career as full of drama as the medium itself. A graduate of the U. S. Naval Academy, he spent several years with the submarine service, later joined

Farnsworth Labs, NBC, then WBKB, Chicago. In the Navy during the war, Eddy rejoined WBKB in '46 as its director.

NORAN E. KERSTA



An NBC exec for more than 12 years, he's the network's director of television operations and one of the industry's youngest and most energetic officials. Pioneer in video statistical research and development of business methods for the new art,

his work has run the gamut of all matters video-wise. Marine Corps radar officer, Kersta took his present post in '47.

CHARLES C. BARRY



On the husky shoulders of "Bud" Barry, ABC's vice-president in charge of programs and television, fall the herculean task of programming the network's television stations. A former

Presidential announcer, the 36-year-old Barry is responsible for the development of many of the network's top A-M shows, will transfer much of his programming savvy to tele-

ERNEST B. LOVEMAN



Vice president of Philco Television Broadcasting Corp., which operates WPTZ, (Phila.) for the past three years, his career dates back to the early 20's when the company entered radio. For 18 years was ad manager of Philco, contributed

heavily to the firm's surge to the top in the industry. Loveman is one of the men who have made Philadelphia a vitally important video center.

WORTHINGTON C. MINER



Director, CBS Television, Miner handles over-all programming and film activities for the network's outlet, WCBS-TV, in New York. A prominent actor-producer-director for the legitimate theater and motion pictures from 1925-'39, during

which time he produced 27 Broadway shows, Miner handled the station's operation through the war years, last year inaugurated station's "on location" shows.



BOB EMERY

Producer, Du Mont Television Network's
"SMALL FRY CLUB"

*"... the hottest thing in town with kids
from 6 to 60..."*

JIM OWENS, RADIO DAILY

*"... a program for youngsters ... both
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JACK GOULD, NEW YORK TIMES

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• **PAUL B. MOWREY** •



Few industry executives have done more to promote tele as an advertising and entertainment medium than ABC's fireball, Paul Mowrey. A "young old-timer" in his early 30's, Mowrey has spent a decade in the industry, broke in with CBS

as a lighting expert back in '38. Joined ABC in 1944, is now its national director of television.

• **J. R. DUNCAN** •



Actively engaged in television engineering since 1931, Duncan is acting director of television operations for the Crosley Broadcasting Corporation. Supervising activity at WLWT when it operated under the experimental tag of W8XCT, Duncan expanded the station's

scheduled from one program a week in July of '47 to 20 hours weekly in January.

• **GEORGE M. BURBACH** •



General manager of the St. Louis Post-Dispatch broadcasting stations KSD, KSD-TV and KSD-FM, Burbach is one of the industry's pioneers. His early and intense interest in the development of television resulted in the in-

auguration of KSD-TV as the nation's first completely post-war equipped television station on February 8, 1947. He was recently elected to the Board of TBA.

• **DR. LEON LEVY** •



Acknowledged industry leader for the past two decades, Levy heads activities at WCAU-TV (Phila.) as well as its AM, FM and facsimile interests. He and his brother, Isaac D. Levy sold their holdings in WCAU in '46, but remained as operators for new owners, Philadelphia Record, and last year, The Bulletin. Born and bred in the Quaker City, he's a vet of both wars. Is on the CBS board.

• **ROGER W. CLIPP** •



One of the industry's top executives, Clipp runs a huge enterprise in the Quaker City for the Philadelphia Inquirer, including its video outlet, WFIL-TV. Influential in getting both national political conventions for Philadelphia in '48, Clipp is a live-wire broadcaster and businessman, enormously active in all

phases of industry. He's also a committee member of NAB, BMB, and a member of the stations planning and advisory committee of ABC.

• **DR. W. R. G. BAKER** •



Pioneer in the communications and electronics industry, he's vice president of General Electric. Joined the firm in 1917, helped set up its AM operations in Schenectady, Denver and Oakland, (Calif.), later joined RCA-Victor to head radio engineering. Returned to GE in 1935, was elected a vice president six years later, now heads the electronics department in Syracuse.

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HARRY R. LUBCKE



Much of the history of television development on the west coast is a reprint of the career of Harry Lubcke, whose early work in the medium goes back to 1931 when he participated in reception of video images in an airplane. He established W6XAO almost 17 years ago. He's been director of the Don Lee television system ever since, and during the war was cited by the Army and Navy.

JAMES L. CADDIGAN



Manager of program planning for the Du Mont network as well as its key outlet, WABD, Caddigan is currently engaged in building programs, and an adequate staff to handle an increasingly expanded schedule. He is a firm believer in diversifi-

ed video fare and its important to a well-rounded station operation. Caddigan was a Paramount Pictures executive for 15 years.

J. LEONARD REINSCH



Widely - known in industry circles, more recently as radio adviser to President Truman, Reinsch began his career in Chicago in 1924, served with many top stations. Named managing director of the Cox radio properties in '42, Reinsch supervises

activities of three stations, including all television activities which will get under way this year.

GEORGE MOSKOVICS



Commercial manager, CBS television, Moskovics was named to the newly - created post of commercial manager at CBS Television in June of 1945. Since then, the list of sponsors at WCBS-TV has increased to a point where, in 1947, approximately 50 per cent of the programming was commercial. Moskovics, with CBS for 12 years, is a veteran ad sales exec.

JAMES C. HANRAHAN



General manager of WEWS, the Scripps-Howard FM-TV stations in Cleveland. He entered radio in 1932. In 1935 he helped organize Scripps-Howard Radio, Inc. of which he is now a vice-president, two years ago came to Cleveland to set up WEWS. Hanrahan was also instrumental in establishing the Scripps-Howard AM stations in Cincinnati and Knoxville.

HAROLD C. BURKE



One of several top broadcasting execs whose career stems from association with newspaper advertising and editorial work, Burke has been a station man since 1930. He joined WISN, Milwaukee at that time, later became manager of the outlet. He's been in radio on the Coast and joined WBAL, Baltimore in 1938. Burke is now general manager of the station, including tele.

LEONARD HOLE



Associate director, CBS Television, Hole currently supervises network station relations, sales promotion and advertising, plus numerous other important assignments. He made the first official announcement of CBS' web tele plans

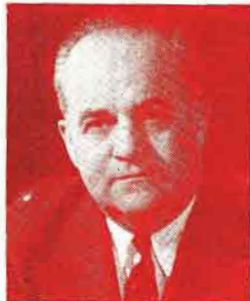
last November before the Radio Executives Club in New York, described working agreements with stations in Washington and Baltimore.

IRVING R. ROSENHAUS



Guiding force of WATV, New Jersey's first television station, Rosenhaus is president and general manager of Bremer Broadcasting Corp., owner-operator of the outlet. Sound and experienced broadcaster, he's managed the firm's AM and FM operations with conspicuous success, was an early enthusiast of video as a major force. Rosenhaus is a firm believer in tele's sales power.

FRANK M. RUSSELL



Vice prexy of NBC in charge of the network's Washington (D. C.) office, "Scoop" Russell has a long career in radio and newspaper work, helped to establish first radio news service in a government department—

the Agriculture section. Importantly concerned with early development of tele in Washington with the network's owned-and-operated station, WNBW.

KENNETH H. BERKELEY



Washington (D. C.) industry official, is vice president and general manager of The Evening Star Broadcasting Company, operator of WMAL-TV and WMAL, both ABC network affiliates. Managed WRC-WMAL for 12 years when both were NBC outlets, has headed latter station since '42 when it lined up with the old Blue Network. Berkeley's influence had made itself felt in Capital TV circles.

THEODORE C. STREIBERT



Sound and influential business exec, he's been a strong factor in the growth of WOR and establishment of the Mutual network, is currently president of the N. Y. station which will be on the air with tele this year. Formerly Assistant Dean of the Harvard Business School and a motion picture executive for many years, Streibert joined WOR in '33, became its chief in 1945

W. C. SWARTLEY



Management and operation of four mediums of radio in WBZ's imposing new Radio and Television Center in Boston is in the hands of an experienced veteran of Westinghouse broadcasting operation—Bill Swartley. He joined the company's outlet WOW, Fort Wayne, (Ind.) in '38, after an active period in various key posts, two years later assumed his present duties.

Formerly Assistant Dean of the Harvard Business School and a motion picture executive for many years, Streibert joined WOR in '33, became its chief in 1945

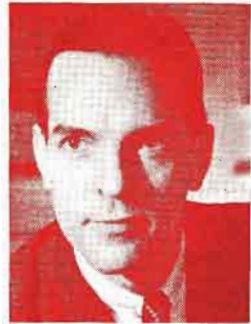
EWELL K. JETT



Director of radio and television activities for the Baltimore Sun, which operates WMAR-TV, and an FCC Commissioner from 1944 to 1948, Jett is one of the best-known men in the industry. He was chairman of the FCC after James L. Fly, Paul A. Porter, was chief engineer for the Commission when he resigned.

later was succeeded by

DOUGLAS A. DAY



Vice president of Buchanan and Co., and one of the first agency execs to become actively involved with the merchandising of tele to the public as well as the advertiser. Since 1943 he has been concerned with the Allen B. Du Mont account, and to the extent

that the latter was among the first to receive advertisers Day is rightfully included among the early-birds of TV.

LEE COOLEY



Lee Cooley, director of television at McCann-Erickson, Inc., joined the agency in November of 1946 after six years at Ruthrauff & Ryan as director of daytime radio and television. Prior to that he was an Assistant Director at Paramount Pictures

and also in charge of program production at Don Lee Television in Hollywood. He has been an industry exec since 1930.

RALPH B. AUSTRIAN



One of the top motion picture executives to recognize the early potentialities of television, Austrian was for four years an RKO Pictures official, later became president of its television corporation. Firm believer in the use of films

in television programming and advertising, and a sound advertising exec, he's vice president in charge of television for Foote, Cone & Belding (N. Y.).

CHARLES J. DURBAN



Influential and enthusiastic tele executive, Durban is assistant director of advertising for one of the medium's earliest and most active sponsors — U. S. Rubber. Two years ago, when the rubber company began using video, Durban

wrote, directed and produced all its programs, later undertook the creation of a staff to handle its ever-widening activity.

RICHARD W. HUBBELL



Television management consultant to several broadcasters, he's been in the business since the mid-thirties when he joined CBS as a producer. He's been production manager at WLW and consultant to the Crosley operations, writer-director, and author of two books on the subject. Moderated two video sessions sponsored by the Radio Executives Club.

WILL BALTIM



Secretary-treasurer of the Television Broadcasters Association, since its inception in 1944, Baltin was first program manager of the Du Mont station WABD from June, 1940 to December, 1944. Among his television "firsts"

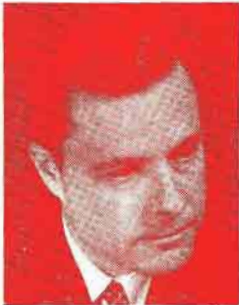
was the transmission of Missing Persons Bureau photographs and descriptions in cooperation with the N. Y. Police.

HARVEY MARLOWE



One of the most active young men in the industry, Marlowe currently heads up programming activities for WPIX, the Daily News station in New York. A veteran thespian, he was an important factor in the early development of video for ABC. He's expected to help make WPIX a dominant outlet within a short period.

WILLIAM E. FORBES



Manager of the tele department of Young & Rubicam, Forbes is one of the young industry's alert and able execs, has been the agency's video topper since 1944. Veteran network and station exec, serving with CBS for several years in New

York and Hollywood, and before that general manager of WCCO, Minneapolis, he's had a well-rounded background in all phases of advertising and broadcasting.

WALTER CRAIG



Experienced advertising and station executive, Benton & Bowles' tele-radio chief has had a wide and varied career, much of it in show business. As vice president of both activities as the agency, Craig supervises video activity of all clients, including time-buying, creation, and production of programs, etc. One time headed own radio producing firm, built shows for several of the nation's top advertisers.

KENNETH YOUNG



Agency executive who doubles in brass as director of television and radio activities for Campbell-Ewald in New York. Although associated with the medium only since his return from service, Young's been identified with some of the top

shows presented on NBC and Du Mont networks during the past two years. He's supervised U. S. Rubber programs, several special events and sports shows.

WILLIAM J. MORRIS



Head of the television and motion picture department of BBD&O. Morris is a veteran advertising executive, has worked on several major national accounts during his agency career, including Ford Motor Company's "Parade of Sports" TV schedule. His motion picture background dates back to 1923, since which time he's held key posts.

Television Organizations

... personnel—functions

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FUNCTIONS

Founded January, 1944, as a non-profit organization of television broadcasters and others engaged in any business directly connected with television broadcasting. Objects are to foster and promote the development of the art of television broadcasting; to protect its members in every lawful and proper manner; to foster, encourage and promote laws, rules, regulations, customs and practices which will be in the best interest of the public; to protect the interests of the members of the Association by opposing the enactment or adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members of this Association.

American Television Society

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FUNCTIONS

American Television Society is a non-profit group organized to foster the study, understanding and appreciation of television as a cultural, educational entertainment and advertising medium. It provides its members with an intelligence center and clearing house for information pertaining to television and its development; a forum for the exchange of ideas and discussion of mutual problems relating to or affecting television; a television library; special meetings for the dissemination of television information; the opportunity to view and study television technique.

FILMS IN TELEVISION

By JIM OWENS, Associate Editor Radio Daily and Television Daily

A QUESTION, important and compelling as any in the formative stage of television's expansion during this, the third year of its post-war development, is the role films will play as an entertainment device and as a tool of effective selling.

Their place in the over-all structure of the medium was the subject of wide and vigorous discussion in 1947 and one on which segments of the industry were not always in accord. Already widely used as a vehicle of news and entertainment on many of the stations on the air last year, celluloid fare was becoming, at the year-end, a more imposing factor since it represented, in the opinion of several key executives, an appreciable reduction in the cost of reaching the public with a quality video presentation. For the broadcaster, films were an additional if not entirely satisfactory source of program material that offered many of the advantages of live production without the sometimes prohibitive cost; for the advertiser it represented a streamlined method of airing his sales message with economy, together with the invaluable advantage of repetitive consistency.

Films played an ironic role in television in 1947. Because of their physical affinity to the medium, they made up a significant portion of the broadcaster's schedule, in some cases as high as 25 to 30 per cent. Program material on celluloid ranged widely in scope, from travelogues to Hollywood features—reclaimed somewhat reluctantly from the archives—to individually-produced newsreels. The latter was later to become one of the most important phases of tele to be provided by films.

While their degree of importance in the programming future of television was a matter of diversified opinion, and usually stemmed from the financial position of the individual user, it was generally agreed during the past 12 months that films would play a role not too dissimilar, in many respects, to the electrical transcription in radio. Live programs and live commercials, while superior in principal because of their spontaneity—the very essence of television—were admittedly costly and perishable after one performance, economically speaking. Filmed-programs or commercials, on the other hand, remained

available for limitless use, could quickly amortize the initial investment for the producer.

Although broadcasters depended upon film material to a significant degree, and as such were an important source of revenue to the celluloid industry, exorbitant costs prevented their becoming an even more important segment of programming. Hollywood productions available to tele were conspicuously inferior, of ancient vintage and of questionable entertainment value. As such, broadcasters were loathe to use them with as much regularity as would have been possible if the opposite were true. The film capital's ban on use of their products by video, until they had exhausted other markets, had begun to make itself felt with sharper resentment as the number of stations increased. It was a curious interpretation of the law of supply and demand. Here was a new and vital market ready to absorb the residue of the motion picture industry but denied one of the ingredients with which it could rapidly mature.

There were, however, certain obscure signs of relief as the industry approached the new year. The film industry's attitude toward tele, once openly hostile, changed to one of interest, was later to become one of active association. Paramount Pictures, first of the major Hollywood companies to align itself with the new medium, with two stations plus a financial interest in an eastern network, developed a process of filming programs off the air which held promise of major importance to the advertiser as well as the broadcaster. NBC and Jerry Fairbanks Productions, a specialty film outfit, made the first official working agreement between the two industries with a long-term agreement by which the movie company would provide the network's entire celluloid video requirements, including newsreels. The trend was given further impetus when Twentieth Century-Fox Film Corp. became the first film outfit to provide a daily newsreel for television.

These developments came with sudden and agreeable surprise to the video industry, and were looked upon as indications that both industries had approached the point of economic juncture.

Television Awards For 1947

Television Broadcasters Association AWARDS FOR 1947

To Dr. Frank G. Back, for outstanding technical improvement to television programming for the development of the Zoomar Lens, which makes possible instantaneous following of action by the camera.

To William C. Eddy, director of television station WBKB, Chicago, for outstanding application of a technical improvement to television programming for the application of existing microwave equipment to a relay between South Bend, Ind., and Chicago, thereby bringing to the Chicago television audience the Notre Dame football games.

To Paul M. Hahn, executive vice-president, American Tobacco Company, for contributions to commercial television programming, for the skillful application of commercial technique to television broadcasting.

To Ben R. Donaldson, in charge of passenger car advertising, Ford Motor Company, for contributions to commercial television programming, for the extensive experimentation with and support of commercial television in diverse market areas during the past year.

The Committee also made honorable mention and praise for the work of John H. Platt, vice-president in charge of advertising, Kraft Food Company, for the conception and execution of a series of highly entertaining and commercially successful dramatic telecasts.

American Television Society AWARDS FOR 1947

To the Electric Association, Chicago (Felix Van Cleef, president) for organizing and co-ordinating a television committee made up of set and transmitter manufacturers, broadcasters, suppliers of power and transmitter facilities, retail distributors, and advertising agencies.

To the dramatists Guild of the Authors eague of America, Victor Wolfson, secretary, for "outstanding contribution to television programming."

To John R. Poppele, president of TBA, and vice-president and chief engineer of WOR, for his efforts in submitting a graduated programming schedule to the FCC which would bring relief to commercial television stations faced with the problem of 28 hours per week minimum operation; encouragement of the nation's television broadcasters to adopt a self-imposed code of ethics to forestall imposed censorship from without; rescinding of a proposed 20 per cent amusement tax on television receivers in public places and the spearheading of a TBA committee in overcoming objections to apartment house television antenna installations.

To George Shupert, eastern representative of Television Productions, Paramount station's KTLA, Los Angeles, and WBKB, Chicago, for his "unselfish efforts" on behalf of the Society.

VIDEO STUMBLING BLOCKS

By RICHARD W. HUBBELL, of Richard W. Hubbell and Associates

THERE is a reason why advice to the love-lorn has been standardized in newspaper columns in the form of questions and answers. So universal a subject defies the general and theoretical approach.

Television likewise.

This article is therefore limited to a list of questions and answers. They cover stumbling blocks which we usually encounter in the analysis of many television operations. They are fundamental to any master plan for television.

Question #1—A station owner asks:

Should we swing into television?

Can we ride along without it?

Answer: At different times in different markets and under different circumstances there will come a time when radio broadcasting as we know it now will be unprofitable. Survival as a general advertising medium requires a shift to television. Every indication of popular interest shows the mass audience is shifting this way.

Question #2—A general manager asks:

What should we plan to do with our AM and FM operations? Liquidate them over a period of years? If so, what period?

Answer: Plan ahead for AM and FM operation for at least fifteen years. Sound radio should continue to be profitable—but on an entirely different basis from present operations. Sound broadcasting seems headed toward a service operation, a principal feature of which will be the distribution of vital public messages. Sound receivers will eventually develop electronic memory for the retention of these messages, in which a visual record is not necessary. This will entail an entirely different method of organization, entirely different circulation, entirely different techniques of obtaining revenue.

Question #3—An investment syndicate asks:

We have applied for a television construction permit and license. What are our chances of getting it?

Answer: Your Washington lawyer or con-



Hubbell

sulting engineer can advise you—but be sure you can support your claim that you can really operate a television station. Be sure also that your plans are so developed that you can actually produce results after the CP is granted. Make no mistake—many CPs will be lost, because licensees do not act aggressively enough to stand up against fierce competition, whose aim is to secure that coveted franchise for itself.

Question #4—A bank president asks:

Will profits in television approach those of radio? Be less? Or greater?

Answer: The most careful economic analysis we can make indicates profits will be far greater in television than in old-fashioned, "blind" radio. Within ten years the character of stations will have completely changed. The broadcasting industry is moving from simple, uniform broadcasting service to complex, consolidated services which will play an enormous part in the social and economic life of the nation and every community therein. Capital investment will be six to ten times as great; capital turnover somewhat slower; gross income many times larger; ratio of profits to gross income somewhat smaller; actual dollar profits many times as large. We are headed for bigger, more stable, more diversified operation.

As a result of this trend, the capital structure of most broadcasting organizations will change. One feature of this change should logically be broader stock ownership—more shares and more stockholders—per station. This should prove to be one of the major rewards to the television pioneer: the increase in capital value of stock holdings which can be realized through subsequent sale of shares.

Question #5—A regional network executive asks:

How should we finance our investment in television?

Answer: First, re-examine your capital structure. In many cases the issuance of preferred stock provides the best solution. This permits the expansion of the business, providing the larger operating capital now necessary and assuring continued dividend payments out of AM radio profits during the transition period.

Small, and even medium-sized broadcasters who plunge into television with expectancy of paying for equipment and deficit operations out of AM radio profits are in for a rude shock.

WEST COAST TELE PICTURE

By RALPH WILK, *West Coast Representative, Radio Daily*

AT THIS writing, KFI-TV is slated to be the third television station in Southern California and it is expected to start operations in the spring of his year. Its RCA transmitter has been installed atop Mt. Wilson and the equipment for the transmitter building represents a cost of more than \$500,000.

NBC expects to have its video station, KNBH, in operation July 1 of this year. Its RCA transmitter will be located on Mt. Wilson and a two-story building has been erected at a cost of \$150,000. The Otto K. Olesen building, north of NBC headquarters on Vine Street, Hollywood, will be converted into a studio for the television activities.

NBC's outlay for equipment and buildings will total \$1,300,000. Hal Bock is in charge of NBC's Western division video plans.

The Los Angeles Times-Mirror Company, which will operate KTTV, is hopeful of having its station telecasting by the end of 1948. Its RCA transmitter will be installed on its site on Mt. Wilson, while at this writing the site for the studio is yet to be selected.

The Times-Mirror will work closely in co-operation with the Pasadena Community Playhouse and a room in the Pasadena building has already been converted into a training studio. A potential staff is expected to be created and some of the Playhouse talent may be used in future programming on KTTV. R. A. Montfort, who was with NBC in the East, heads the Times-Mirror active video plans.

KTLA, which was formerly W6XYZ and which is owned and operated by Television Productions, a subsidiary of Paramount Pictures, has been on the air commercially since Jan. 22, 1947. It is offering 40 to 50 hours of programming weekly, with a little more than 20 hours sponsored.

KTLA has been televising the feature race of each Saturday's program of the 1948 ten-week season at the Santa Anita racetrack. The Union Oil Company has been sponsoring the televising of the event. Klaus Landsberg has been in charge of Television Productions' video operations since their inception.

Construction of three new units on Don Lee's W6XAO transmitter atop Mt. Lee has been completed. Result is a heavy increase in signal strength and it provides

sharp reception from Malibu to San Diego and from the Sierra Madre coastal mountain range to Catalina Island.

Harry R. Lubcke, who is still in charge of television for Don Lee, organized the Thomas S. Lee television system in November, 1930. The initial televised image on W6XAO, transmitted through equipment Lubcke built and in many instances invented and manufactured himself, was a short motion picture film, the subject a wagon rolling across western plains.

The first full hour program presented on the station was on Dec. 23, 1931 and the first regular program services was begun March 10, 1933. An important move was the purchase of a Hollywood mountain, right in the heart of the city, and the erection there of the first built-for-television studios in the world.

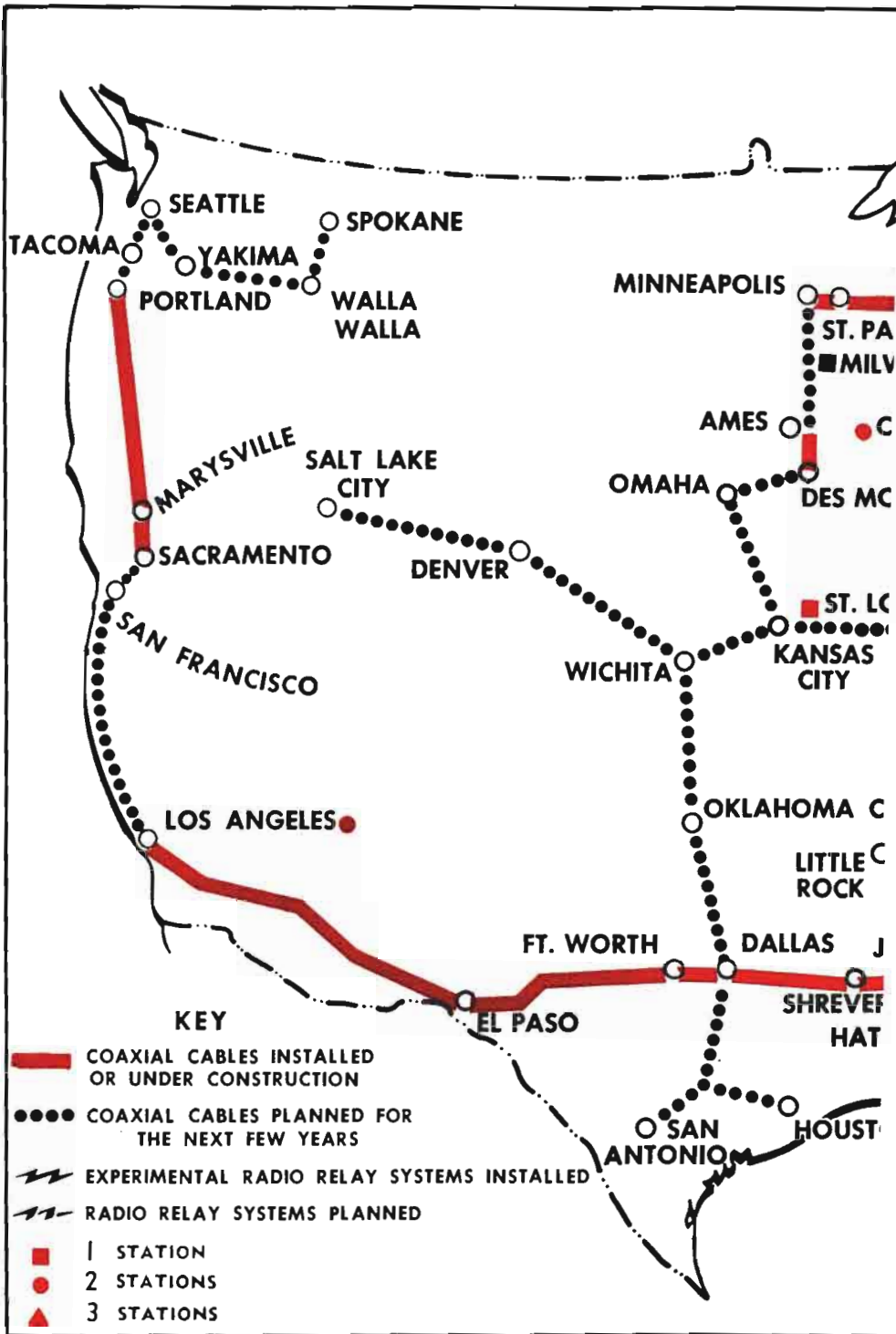
KLAC, Los Angeles, has ordered an RCA transmitter and expects to be operating KLAC-TV late in 1948. Its site for its transmitter building is on Mt. Wilson. KLAC's sister station, KYA, San Francisco, also has permission to telecast, but its video activities will not get underway until KLAC-TV becomes active.

ABC, which operates KECA, Los Angeles, and KGO, San Francisco, is making active video plans and expects to launch television stations in both cities simultaneously by the end of 1948 or early part of 1949.

KECA has a transmitter site on Mt. Wilson, and \$1,000,000 has been earmarked for a transmitter, field equipment, studios and offices.

Telecasters estimate that 200,000 receivers will be in use in Southern California by the end of this year, with five spectators for each set. The threat of video to theatre grosses has circuit and independent exhibitors in this area giving serious thought to the blending of television into normal theatre operation.

Exhibitors showed keen interest in the video demonstration of the New Year's Day Pasadena Rose parade and Rose Bowl football game, which grossed an estimated \$9,000 at the Shrine auditorium, Los Angeles. The demonstration was arranged by Bert D'Orsay, local custom receiver maker. At this writing, Rodeny Pantages, owner-operator of the Hollywood Pantages, has been experimenting with large screen tele in his theater.



TELEVISION TALK

A MODERN GLOSSARY

(Courtesy Caldwell-Clements, Inc.)

A

AMPLITUDE—The magnitude of any quantity, particularly voltage or current.

AMPLITUDE MODULATION—The periodic variation of the voltage or current amplitude in a circuit in accordance with some signal transmitted. Used for television picture.

ANTENNA—An electrical circuit for radiating or receiving electromagnetic waves (radio).

ASPECT RATIO—The ratio of picture width to picture height. Now 4:3.

AUDIO—(I hear.) A term applied to any part of a radio or electrical system handling frequencies in the audible range.

B

BAND-PASS FILTER—An electric circuit which will transmit frequencies between two limits and reject others outside those limits.

BANDWIDTH—The arithmetical difference between the maximum and minimum frequencies required to convey the information being transmitted, either visual or aural.

BLACKER-THAN-BLACK—A portion of the television signal devoted to synchronizing. These synchronizing signals are transmitted at a higher power than the blackest part of the picture, so that they will not appear on the screen.

BLANKING—The process of cutting off the cathode ray during the time it is not forming a part of the picture. This occurs when the spot returns from the far right to begin the next line and from the bottom to the top of the picture.

BLOCKING OSCILLATOR—A type of oscillator which generates a saw-tooth shaped signal used for scanning in a cathode ray tube.

BLOOM—The condition of overall bright illumination of the picture tube obscuring any picture detail.

BOOSTER ANODE—A conductive coating placed inside a cathode-ray tube near the screen. Because of a high positive voltage applied, it causes a brighter picture.

BRIGHTNESS CONTROL—A control on the receiver for regulating the overall brightness of the picture.

C

CAMERA TUBE—The electron tube used to translate a scene into electrical impulses.

CARRIER—The term applied to the high frequency radio wave which is modulated by the audio and video signals.

CATHODE—The electrode in a tube from which electrons are obtained, usually by heating or by photoelectric effects.

CATHODE RAY TUBE—An electron tube in which streams of electrons from a cathode are formed into a pencil-like beam and directed by means of electric or magnetic fields over a target, usually a fluorescent screen which glows wherever the beam strikes.

CHARACTERISTIC IMPEDANCE—The input impedance of a transmission line infinitely long or a short line terminated in its characteristic impedance. The impedance is independent of length and depends on size of conductor and spacing.

CLIPPER—A circuit used to separate signals of different amplitudes. In television these circuits are used to separate the synchronizing pulses from the video signal.

COAXIAL CABLE—A particular type of cable capable of passing a wide range of frequencies without the usual prohibitive losses. Such a cable in its simplest form consists of a hollow metallic conductor with a single wire accurately confined along the center of the hollow conductor.

CONTRAST—This refers to the ratio of black to white portions of a picture. Pictures having high contrast have very deep blacks and brilliant whites, while a picture with low contrast has an overall gray appearance.

CONTRAST CONTROL—A control on the receiver which regulates the video signal strength. This has the effect of changing the ratio of the black and white portions of the picture. It corresponds to the volume control in an aural receiver.

CONTROL ROOM—Studio facilities from which television cameras, lighting, shading and mixing is performed.

CYCLE—One complete set of values in any series of phenomena which repeats periodically. In radio this usually refers to one complete range of values for either voltage or current.

D

DAMPING CIRCUITS—These circuits are used to prevent high voltages from being induced in the deflection coils when the current changes suddenly.

DC RESTORER—This circuit regulates the average brightness of the television picture tube to correspond with the average brightness of the scene being transmitted.

DC TRANSMISSION—This term applies to circuits which will pass zero frequency—that is, direct current.

DEFLECTION—The movement of the cathode ray beam by electric or magnetic fields.

DEFLECTION YOKE—The combination of coils used to direct the cathode ray up-and-down and right-and-left to form the image.

DELAY SCREEN—A fluorescent screen used in cathode ray tubes, which has the property of phosphorescence. The light intensity of any particular spot dies out gradually after the ray moves to a new position when this material is used.

DIFFERENTIATING CIRCUITS—These circuits respond to the rate of change of a pulse and are used in synchronizing the receiver scanning.

DIODE—A vacuum tube having two elements, one of which emits electrons (the cathode) and the other the anode which attracts electrons. It is used for rectification (detection), that is the conversion of alternating currents into direct currents.

DIPOLE ANTENNA—An antenna consisting of two conductors, usually of equal length extending in the same straight line, with a pair of lead or feeder wires connected at or near the inner ends. For television the physical dimensions are such that self-supporting metal rods or tubes can be used.

DIRECTOR—A section of an antenna used to increase the pick-up from the side on which the director is placed.

DISSECTOR TUBE—The special type of television tube used in the pick-up camera in the Farnsworth system.

DISTORTION—Any change in the original frequency, amplitude or phase of a radio signal.

DIVERGENCE—The spreading of a cathode ray stream due primarily to the mutual repulsion between the electrons that compose it. The function of the focusing arrangement in the tube is to counteract this effect.

DOLLY—The movable stand upon which the television camera is mounted.

DOUBLE SIDE BAND—When a carrier is modulated by a plurality of signal frequencies, two new, distinct bands of frequencies appear, of frequencies higher and lower than the carrier frequency.

E

ELECTRODE—A metallic conductor introduced into a vacuum tube for a specific purpose. It must be electrically connected to the external circuit. In general each electrode is referred to by its specific use, such a cathode, grid, anode, etc.

ELECTROMAGNETIC FOCUSING—A system in which magnetic fields parallel to the motion of the electrons are used to confine them to a narrow beam.

ELECTRON GUN—That part of a cathode ray tube in which the electrons are emitted, formed into a beam and deflected.

ELECTRON LENS—A systematic arrangement of electromagnetic or electrostatic fields, having symmetry about the axis of a cathode ray tube, as to their radial components, established for the purpose of controlling the divergence and convergence of the electron ray.

ELECTRON MULTIPLIER—An evacuated amplified tube in which one or more anodes have photoelectric surfaces which are exceedingly active as to secondary emission. The original electron emission is cascaded by the secondary effects.

ELECTRON TUBE—A device employing a cathode, an anode and possibly additional electrodes for controlling the volume and direction of flow of electrons which constitute electric current.

ELECTROSTATIC FOCUSING—A system in which electric fields are employed to confine the electrons into a thin stream.

EMISSION—The continuous liberation of electrically charged particles, either ions or electrons, into space (usually evacuated) from a surface. The most important case practically is where these particles are negatively charged, i.e., electrons.

EQUALIZING PULSES—These are signals transmitted after each vertical synchronizing pulse to insure correct start of horizontal sweep circuit.

F

FACSIMILE TRANSMISSION—The electrical transmission over wires or radio circuits of printed records and pictures. While this term originally referred to black-and-white line reproductions only, it is now considered to include processes producing halftone and shaded effects as well.

FADE-OUT—A camera technique in which a scene is gradually dimmed from view.

FIDELITY—The faithfulness with which a system reproduces audio or video signals.

FIELD—This term refers to one set of scanning lines making up a part of the final picture. In present standards, pictures are transmitted in two fields of 262½ lines which are interlaced to form 30 complete frames per second.

FLUORESCENT SCREEN—A chemical coating on the inside of a cathode ray tube which emits light at the point where a cathode ray beam strikes.

FLYBACK—In scanning, the spot is moved across the screen at a definite rate in one direction for each scanning line. It is necessary to restore it to the start of the next line in a very short interval of time, say three or four millionths of a second. This return time is termed flyback, and the voltage to accomplish it is called flyback voltage.

FOCUS—In a cathode ray tube this refers to the size of spot of light on the screen. The tube is said to be focused when the spot is smallest. This term also refers to the optical focusing of the camera lenses.

FRAME—One of a series of complete pictures that are successively viewed so as to simulate moving scenes. In television, thirty are sent each second.

FRAME FREQUENCY—The rate at which frames are sent each second in the various moving picture and television applications.

FRAMING CONTROL—This control on a receiver adjusts the picture repeat rate to that of the transmitter. It is also called the vertical hold control.

FREQUENCY—A term applied to the rate of repetition of voltage or current or other periodic functions.

FREQUENCY MODULATION—A process by which the carrier frequency is modulated in accordance with the information to be transmitted. Used for television sound.

FUNDAMENTAL—The basic frequency of a wave or sound. It is sometimes referred to as the "first" harmonic.

G

GAS-FILLED TRIODE—A type of vacuum tube in which the elements operate in an atmosphere of gas, such as mercury, argon, helium, etc.

GHOST—A secondary picture formed on a television receiver because the signal from the transmitter reaches the antenna by more than one path. Ghosts are often caused by the radio signal being reflected from objects within approximately one mile of the receiver antenna.

H

HALATION—The ring of illumination which surrounds the point at which the electron beam strikes the fluorescent screen.

HALFTONE—A method whereby photographs having various degrees of lights and shadows can be reproduced in ordinary printing, using a system of dots which are substantially undistinguishable to the unaided eye. However, the dots are graded as to size or density so as to produce the highlights and shadows of the pictures.

HARMONICS—In electrical and radio circuits the fundamental current waves are usually accompanied by others whose frequencies are equal to some whole number multiple of that fundamental. These multiples are called harmonics.

HEAVISIDE LAYER—The ionosphere. A region of ionized air some fifty miles above the surface of the earth. Its lower boundary acts as a reflective surface or "mirror" for radio waves. Rapid changes in the height of this lower boundary and its contour causes much of the radio interference and fading.

HETERODYNING—The process of changing frequency by combining the received signals with the output of an oscillator tube in the receiver.

HORIZONTAL CENTERING—The position of the picture with respect to the axis of the cathode ray tube. This is accomplished by a control on the receiver.

HORIZONTAL HOLD CONTROL—A control on the receiver for adjusting the number of lines per second to correspond with that of the transmitter.

I

ICONOSCOPE—A designation used by RCA for a particular type of cathode ray tube developed for the purpose of picking up the scenes to be televised. It is the essential part of a studio camera.

IMAGE DISSECTOR—A television camera tube developed by P. T. Farnsworth in which the photoelectrons are moved past pickup aperture by deflection circuits.

IMPEDANCE—A combination of electrical resistance and reactance, analogous to mechanical friction and inertia.

INTEGRATING CIRCUITS—Circuits used to add up the energy of a number of repeated pulses. These circuits are used in the receiver for synchronization.

INTERFERENCE—Random electrical signals which cause noise in the audio system and disrupt the picture in television. This includes automobile-ignition impulses, some diathermy apparatus, neon signs, FM and short wave stations, etc.

INTERLACING—A system whereby the odd numbered lines and the even numbered lines of a picture are sent as two separate fields and superimposed to create one frame or complete picture.

ION SPOT—A discoloration on the center of the screen of a cathode ray tube caused by heavy negative ions striking it.

K

KERR CELL—A chemical solution which changes its light transmission characteristics when electric fields are applied to the solution. An early form of a television reproducer system no longer used.

KEYSTONE EFFECT—A distorted field or background noticed in some cases with television pictures, where the opposite edges are not parallel.

KINESCOPE—A name applied to the cathode ray tubes used in the television receivers built by RCA.

L

LENS—A radial field (electrostatic or magnetic) applied concentric with a cathode ray to concentrate the diverging electrons into a single slender beam, is called a lens.

LINE—The path covered by the moving electron spot. The intensity of the spot along this path is altered to create that portion of the picture. In present system 525 lines make up the complete picture.

LINEARITY—A term used to refer to the straightness of a characteristic curve, or a portion of that curve, that shows the relation between two quantities or circuit factors. The uniformity of distribution of a regular pattern on a picture tube.

LINE FREQUENCY—The number of lines scanned each second. In any system it is equal to the number of scanning lines per frame, multiplied by the framing frequency.

LINE OF SIGHT—A straight, unobstructed path between two points.

LIVE TALENT—"On-the-spot" televising of events and people in contrast to transmission of film material.

LUMEN—A lumen is a unit of light flux. A foot-candle is equal to the illumination that falls on a screen that is placed one foot away from a standard candlepower. One foot-candle is equal to the lumen per square foot of surface.

M

MEGACYCLE—A total of one million cycles.

MICROPHONE BOOM—The arm which carries the microphone above the area being televised.

MICROWAVE—This term generally refers to radio waves having a wavelength of less than one meter, that is, one having a frequency greater than 300 megacycles.

MODULATION—A process of altering the amplitude, phase or frequency of a radio carrier in accordance with the information to be transmitted.

MODULATION GRID—An electrode interposed between the cathode and focusing electrodes in a cathode ray tube, to control the amount of emission and thereby the brilliance of the spot. This controlling effect is produced by altering the voltage of this grid with respect to the cathode.

MONITORING—The technique of controlling, at the transmitter, the picture shading, and other factors involved in the transmission of both the scene and the accompanying sound.

MONOSCOPE—A television camera tube which contains a simple picture or pattern used for test purposes.

MOSAIC—The screen used in an Iconoscope so called due to its similarity to that form of art wherein a great many bits of colored tile are combined so as to form a picture.

MULTIPATH TRANSMISSION—The condition in which the radio signal from the transmitter travels by more than one route to a receiver antenna usually because of reflections from obstacles. This condition usually results in ghost pictures.

N

NEGATIVE GHOSTS—Ghost pictures in which the black and white areas are opposite to those of the real picture.

NEGATIVE TRANSMISSION—This has to do with the polarity of transmission of a television signal, or the direction of modulation to produce the light and dark parts of the picture. In negative transmission a white area corresponds to a decrease in the carrier amplitude. This is the present U. S. method.

O

ORTHICONOSCOPE—A television camera tube combining some of the features of the image dissector and Iconoscope.

P

PANNING—(From panorama). A camera technique in which a large arc of the scene is shown by swinging the camera around a central point.

PEAKING—A technique of increasing the response of amplifiers at some particular range of frequencies. Also applied to certain sweep voltage wave shape characteristics.

PEDESTAL—A portion of the television video used to blank out the cathode ray beam as it flies back from the right edge of the picture to the left.

PHASE—A term used to designate the time relation between the maximum points of two recurrent electrical quantities such as voltage, current, etc. It is expressed in degrees of a circle, one complete revolution of which represents one cycle of one of the waves.

PHASE SHIFT—Any change in the phase relations of current or voltage.

PHOTOELECTRIC EMISSION—The phenomena of electrons being emitted from certain materials when they are exposed to light.

PHOTOELECTRIC TUBE—A tube in which electrons can flow to a charged anode when light falls on the tube causing emission.

PICTURE ELEMENT—A small section of a given scene as reproduced by the cathode ray spot at any instant.

PICTURE NOISE—Interference signals causing spots of light and other irregular patterns on the received picture.

POLARIZATION—A term usually applied to the position of the transmitting antenna, that is horizontal or vertical. The receiver antenna should correspond in most instances to that of the transmitter. At the present time horizontal polarization is standard.

POSITIVE TRANSMISSION—A television system in which maximum radiated power from the transmitter corresponds to maximum white area in the picture. Not used in this country.

R

RADIO CHANNEL—The "space" in the frequency spectrum allotted to each transmitting station. In present television standards the channel is 6 megacycles.

RASTER—A term applied to the group of lines appearing on the cathode ray tube in the absence of an incoming video signal.

REFLECTOR—A part of an antenna system used to prevent pick-up of signals in one direction and increase it in the opposite direction.

RELAXATION OSCILLATOR—A type of circuit which oscillates periodically. Used to generate scanning voltages.

RETURN TRACE—The lines on the cathode ray screen formed as the cathode ray beam moves back to its starting position. Not visible when a signal received.

S

SAW-TOOTH—A voltage or current whose variation with time follows a saw-tooth outline. This is the basic wave shape used to sweep the spot over the cathode ray tube screen.

SCANNING—The process of forming a picture by a spot of light of changing intensity moving at high speed from left to right and in a sequence of rows or lines from top to bottom.

SCANNING LINE—One line from left to right of a picture being transmitted.

SENSITIVITY—A measure of the ability of a receiver or other device to produce a given output for a given input.

SHADING—The process of correcting the light distribution of the image produced by the television camera. This is a part of the station monitoring job.

SIDE BANDS—The groups of frequencies higher and lower than the carrier which contain the information being transmitted and produced by the process of modulation.

SIGNAL—The electrical impulses which represent the sound or picture elements being transmitted.

SPECTRUM—A band or range of frequencies.

SPOT—The light produced by the slender beam of electrons on the fluorescent screen.

SWEEP—The uniform motion of the electron beam across the face of the cathode ray tube.

SYNCHRONIZATION—The process of keeping the moving beam of electrons at the picture tube in the exact relative position with the scanning process at the transmitter.

T

TELEVISION—Literally, seeing at a distance. A system of transmitting a scene by dividing it, by a scanning process, into a great number of elemental areas and representing each area by an electrical signal. The electrical signals are received and used to control the intensity of a spot of light to correspond to the light and shade of each original picture area as the spot is moved over a screen, in synchronism with the scanning at the transmitter.

TELEVISION CAMERA TUBE—A cathode ray tube used to convert light and shade portions of a scene into electrical signals.

TELEVISION PICTURE TUBE—A cathode ray tube in which a picture being transmitted is recreated by a moving beam of electrons.

TEST PATTERN—A drawing containing a group of lines and circles, etc. transmitted for receiver and transmitter test purposes.

TRAP—A circuit used to reject unwanted signals.

TRIMMER—A device which permits a resonant circuit to be tuned over a limited frequency range.

V

VESTIGIAL SIDE BAND TRANSMISSION—A method of suppressing part of one side band to limit bandwidth requirements.

VERTICAL CENTERING—The control which regulates the position of the picture vertically on the screen.

VERTICAL HOLD—A control on the receiver to adjust the field rate of the scanning to that of the transmitter.

VIDEO—(I see.) The portion of the television signal which contains the picture information.

VIEWING MIRROR—A mirror used to reflect the image formed on the picture tube at a convenient viewing angle.

Y

YOKE—A set of coils used around the neck of a cathode ray tube to produce horizontal and vertical deflection of the electron beam.

LOOKING BACK — AND AHEAD

by **LEONARD CRAMER**, Executive Vice President, Allen B. DuMont Laboratories

MANY times an individual, a business organization or an industry welcomes a new year because it represents a clean slate. Resolutions are lofty and the year behind is forgotten. The resolutions of the past year are rarely examined in the light of what was actually accomplished during that year because the accomplishments seldom come up to the resolutions.

Strange as it may seem our youthful television industry dares to look back with a feeling of pride in its accomplishments during 1947.



CRAMER

Television began 1947 with a mere 12,000 receivers in the hands of the public. Various estimates were made 12 months ago of the number of receivers which would be manufactured and sold during 1947. Only Du Mont and RCA were actually in production at the beginning of the year but the consensus of opinion indicated approximately 300,000 receivers by the end of 1947. Among others Philco, General Electric, Crossley and Andrea entered the field to add receivers to meet the total estimate and while the production figures picked up by RMA amount to between 175,000 and 200,000 the production of other manufacturers not reporting should swell this total to better than 250,000 for the year. This is an accomplishment to which the industry can point with pride. Manufacturing television receivers in large quantities is a tough trick at best and even tougher without sufficient "know-how" and trained personnel to go around, but we rose to the occasion. This measure of success is indicative of much more than just meeting a forecast. It proves that 1948 can and will be much bigger. The industry has acquired "know-how" and has trained personnel. Its initial success is attracting much attention and as a result new talent and financing.

1948 will see practically every major established radio company and many new and smaller ones in production on television receivers.

Many industry estimates put the goal for 1948 at 750,000 receivers to be installed in American homes and I will go along with this figure. The manufacturing end of television has donned its first long pants and is starting its climb to its rightful position among the great industries of the world.

What about the broadcasting end of television?

At the beginning of 1947 only 9 stations were operating regularly but by the end of this year this total will have reached 18. There is no reason to believe that we cannot double this figure again in 1948. Throughout the industry there is a feeling of optimism. Just under the surface there is a ripple of excitement. Great days lie ahead. For years we have stared at ever increasing budgets with little more than an idea, a hope, a prayer and faith to go on. But that's behind us. We've taken the bumps, or most of them; the road ahead should be smooth and fast.

The established television broadcasters have done some heavy pioneering over the years and in 1947 great strides were made in operations and programming. These broadcasters have made it easier and less costly for those about to enter the field. They have established procedures through trial and error, they have trained personnel and they have field tested the equipment and contributed ideas for improvement. Today the prospective broadcaster can buy proved equipment and begin operations on a budget within reason. Never again will the unusual opportunities of 1948 be available to those desiring to enter this promising new business.

Television is the number one candidate for public popularity. We're building an industry that will make a profound impression on the economic and social life of the world. Let's continue to build it on a sound basis.

Commercial Television Programs—1947

Following is a list of commercial television programs on leading stations during the year ending Dec. 31, 1947. Listing is alphabetically by program title, and giving the sponsor, product, type of program, station and advertising agency handling the account. Abbreviations: L, Live Talent; F, Film.

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Adventure Serial	Philco		KTLA	Cecil Noble Adv. Agcy.
All For Fun	Philco		KTLA	Cecil Noble Adv. Agcy.
All Men Are Created Amadee Quiz	Muller's Macaroni Reardon Co.	Live Cartoons Quiz	WABD KSD	Duane Jones Co., Inc. Oakleigh R. French
Amateur Show	Michaelis Brothers	Live	WABD	Direct
America Goes Bowling	American Bowling & Billiard Corp.	Sports	WCBS	Direct
The American Home	U. S. Rubber Co.	Film	WNBT (NBC Network)	Campbell-Ewald Co., Inc.
Announcements	Botany Ties Men's Neckwear	Announcements	KSD	Silberstein-Goldsmith
Announcements	Bulova Watch Watches	Announcements	KSD	Biow Co.
Announcements	Eigin Watch Watches	Announcements	KSD	J. Walter Thompson
Announcements	Lucky Strike Cigarettes	Announcements	KSD	Foote-Cone & Belding
Announcements	Seven Up Soft Drink	Announcements	KSD	Oakleigh R. French
Announcements	Walco Lens Television Lens	Announcements	KSD	Oakleigh R. French
Army-Notre Dame Game Film	American Tobacco Co.	Film	WNBT (NBC Network)	N. W. Ayer & Son, Inc.
At Home With Tex & Jinx	Bristol-Myers Co.	Live	WNBT (NBC Network)	Young & Rubicam, Inc.
The Author Meets the Critics	General Foods Corp.	Live	WNBT	Benton & Bowles, Inc. Young & Rubicam, Inc.

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Balto Colts Games	American Oil Co.	Sports	WNBW	The Joseph Katz Co.
Barn Dance	New Era Potato Chip Sales Corp. Potato Chips	Studio Variety	WBKB	Tom Schroeder
Baseball	Atlantic Refining Automotive Products	Sports	WPTZ	N. W. Ayer
Baseball	Commonwealth Edison Co. Institutional	Sports	WBKB	J. R. Pershall
Baseball	Ford Motors Autos	Sports	KSD	J. Walter Thompson
Baseball	Ford Motor Co. Automobiles	Sports	WBKB	J. Walter Thompson
Baseball	Gaebel Brewing Co. Beer	Sports	WWJ	Brooke, Smith, French & Dorrance
Baseball	Philco Distributors, Inc. Electrical Appliances	Sports	WPTZ	Direct
Baseball	Furity Bakeries Bread	Baseball	KSD	Young & Rubicam
Baseball	Schulte Motor Autos	Baseball	KSD	Jerrold & Assoc.
Baseball (Dodgers)	Ford Motor Co. Autos	Sports (L)	WCBS	J. Walter Thompson
Baseball (Dodgers)	General Foods (Post Cereals)	Sports (L)	WCBS	Benton & Bowles Young & Rubicam
Baseball (World Series)	Ford Motor Co.	Remote	WNBT (NBC Network)	J. Walter Thompson Co.
Basketball	Atlantic Refining Co. Automotive Products	Sports	WPTZ	N. W. Ayer
Basketball	General Electric Supply Corp. GE Television Sets	Sports	WWJ	Simons-Miichelson
Basketball	Shell Oil Gas and Oil	Sports	KSD	J. W. Thompson
Basketball (College)	Brown Williamson Tobacco Co. Kool Cigarettes	Sports	WBKB	Russel M. Seeds

Basketball (High School)	Broadway House of Music Radio-Television Sets	Sports (L)	WTMJ	None
Basketball (Marquette Univ.)	Wadham's Div. Socony-Vacuum Oil Co. Gas and Oil	Sports (L)	MTMJ	Scott-Telander
Basketball (Phila. Warriors)	Trilling Montague Norge Distributors	Sports	WFIL	Campbell-Ewald
Basketball (Wash. Capitol)	National Brewing Co. Beer	Sports	WTTG	Owen & Chappell, N. Y.
Bendix Home Laundry Clinic	Southern Wholesalers Instruction	Instruction	WNBW	Henry J. Kaufman & Associates
Betty and Bill	Aluminum Ore Institutional	Musical	KSD	Direct
Billiards	Brunswick-Balke-Collender Co.	Sports	WCBS	Direct
Birds Eye Open House	General Foods Corp.	Live	WNBT	Young & Rubicam, Inc.
The Borden Show	The Borden Co.	Live	WNBT (NBC Network)	Kenyon & Eckhardt, Inc.
Boston Relay Dedication	American Telephone & Telegraph Co.	Opening Ceremony	WCBS	N. W. Ayer
Boxing	Globe Brewing Co. Arrow Beer	Sports (L)	WMAL	Joseph Katz Co.
Boxing	Ned's Auto Supply Appliances	Sports	WWJ	Garrish Albert
Boxing	Perma-Stone Corp. Building Material	Sports (L)	WTMJ	None
Boxing	Winston Radio & Television Corp.	Remote	WABD	Sternfield Godley
Boxing	Ford Motor Co.		KTLA	J. Walter Thompson
Boxing (Amateur)	Atlas Brewing Co. Beer	Sports	WBKB	Olian Adv. Co.
Boxing (Amateur)	Kedley Brewing Co. Beer	Sports	WBKB	Malcolm Howard
Boxing (Professional)	Motorola Television Receivers	Sports	WBKB	Malcolm Howard
Boxing from Jamaica Arena	American Shops	Remote	WABD	Wm. N. Scheer Adv. Agency
Boys Week	The Borden Co.	Live	WNBT (NBC Network)	Kenyon & Eckhardt, Inc.
Bubble Gum Contest	Bowman Gum Co.	Live	WPTZ	Foote Cone & Belding

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Campus Hoopla	U. S. Rubber Co.	Live	WNBT (NBC Network)	Campbell-Ewald Co., Inc.
Catch The Act	Gilbar Sales Co.	Remote	KTLA	Cecil Noble Adv. Agcy.
Cavalcade of Sports (World Series)	Gillette Safety Razor Co.	Remote	WNBT (NBC Network)	Maxon, Inc.
Christmas Day	Hamilton Watch Co.	Remote	WNBT (NBC Network)	Bairon, Barton, Durstine & Osborn, Inc.
The Christmas Dream	U. S. Rubber Co.	Film	WNBT (NBC Network)	Campbell-Ewald Co., Inc.
Circle "C" Ranch	L. K. Ward Stores	Live	KTLA	Cecil Noble Adv. Agcy.
Clown Alley	The Borden Co.	Live	WNBT (NBC Network)	Kenyon & Eckhardt, Inc.
CBS Television News	Gulf Oil Corp.	News	WCBS	Young & Rubicam
Walter Compton & the News	General Electric Supply Corp. Radio and Tub Sales	News	WTTG	M. Beumont Ver Standing
Counter Talk	Trimfoot Mfg. Co.	Fashion	KSD	Gardner Adv.
D				
Dancing on Air	Standard Brands, Inc.	Live	WNBT	J. Walter Thompson Co.
F				
Face to Face	Standard Brands, Inc.	Live	WNBT	J. Walter Thompson Co.
Far Better Sports	Mort Farr Appliances	Sports	WFL	Edward Shapiro
Fashion Revue	Klines Women's Wear	Fashions	KSD	Direct
Feature Film	Southern Wholesalers	Film	WNBW	Henry J. Kaufman & Associates
Film Fun	George's Radio Electrical Appliances	Film	WMAL	Robert J. Enders
Film	Monsanto Chemical Institutional	Film	KSD	Gardner Adv.
Film	U. S. Rubber Co. Tires	Film	WWJ	Campbell-Ewald

Film Trailers	Universal Pictures Co., Inc.	Film	WNBT (NBC Network)	Monroe Greenthal Co., Inc.
Financial News Service	Bache & Co.	News	WABD	Direct
The Florist Shop	The Borden Co.	Live	WNBT (NBC Network)	Kenyon & Eckhardt, Inc.
Food for Thought	St. L. Independent Packing Meats	Film	KSD	Gardner
Jane Foster Comes to Call	Commonwealth Edison Co. Electrical Appliances	Cooking School	WBKB	J. R. Pershall
Fun and Fables	RCA-Victor Distributing Co. RCA Television Sets	Children's Show	WWJ	William I. Denman, Inc.
Fun at Four	Southern Wholesalers	Variety	WNBW	Henry J. Kaufman & Associates
Funtime	Dazey Mfg. Co. Kitchenware	Audience Participation	KSD	Gardner
Football	American Oil Co. Petroleum Products	Sports (L)	WMAL	Joseph Katz Co.
Football	Columbia Wholesalers & Good Housekeeping Stores Petrol Products	Sports (L)	WMAL	Kal. Ehrlich & Merrick
Football	Atlantic Refining Co. Automotive Products	Sports	WPTZ	N. W. Ayer
Football	Broadwood Hotel Hotel Facilities	Sports	WPTZ	Deane Klein Davidson
Football	Philco Distributors, Inc. Electrical Appliances	Sports	WPTZ	Direct
Football	Pontiac Dealers Assoc. Pontiac Cars	Sports	WPTZ	Direct
Football (College)	American Tobacco Co. Lucky Strike	Sports	WBKB	N. W. Ayer
Football (College)	American Tobacco Co.	Remote	WNBT (NBC Network)	N. W. Ayer & Son, Inc.
Football (Professional—Bears)	Canadian Ace Brewing Co. Beer	Sports	WBKB	Direct
Football (Professional—Cardinals)	Atlas Brewing Co. Beer	Sports	WBKB	Olian Adv. Co.
Football (Professional—N. Y. Giants)	Pabst Sales Co.	Remote	WNBT	Warwick & Legler, Inc.

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Football (Professional—Rockets)	Keeley Brewing Co. Beer	Sports	WBKB	Malcolm Howard
Football (Columbia U.)	Knox The Hatter	Sports (L)	WCBS	Geyer, Newell & Ganger
Football (U. of Detroit)	General Electric Supply Corp. GE Television Sets	Sports	WWJ	Simons-Michelson
Football (U. of Mich.)	Odsmobile Automobiles	Sports	WWJ	D. P. Brother
Football (Yankee)	Spring Mills	Remote	WABD	Direct
Football Preview	Globe Brewing Co.	Commentary	WNBW	The Joseph Katz Co.
Frozen Freshness (American Business on Parade)	Frigidaire Div.—General Motors	Film	WNBT (NBC Network)	Foote, Cone & Belding
/				
The Gentle Art of Meat Cookery (American Business on Parade)	Armour & Co.	Film	WNBT	Foote, Cone & Belding
Gimbel's Views the News	Gimbel's Department Store Dept. Store	Newsteel (F)	WTMJ	None
Glamorous Christmas Morning	James McCreery & Co.		WNBT	Direct
Golden Gloves Amateur Boxing Tournament	The Hecht Co.	Sports	WTTG	Harwood Martin
/				
Handy Man	Gimbel Brothers Department Store Products	Live	WPTZ	Direct
Harness Racing	Peter Fox Brewing Co. Beer	Sports	WBKB	Jones-Frankel
Hecht Co., Silver Spring Store Opening	The Hecht Co.	Variety	WNBW	Harwood Martin Adv.
High School Basketball	Southern Wholesalers	Sports	WNBW	Henry J. Kaufman & Associates
Hockey	Emergency Radio App. Television Receivers	Sports	WBKB	Direct
Hockey	Norge Appliances	Sports	WWJ	Campbell-Ewald

Hockey	Philco Distributors Television Receivers	Sports	WBKB	Direct
Home Economics	Philco Distributor		KTLA	Cecil Noble Adv. Agcy.
Horse Races	Grissom Chevrolet Dealer	Sports	WWJ	DuMahaut
Horse Racing	Canadian Ace Brewing Co. Beer	Sports	WBKB	Critchfield Adv. Agency
The Hourglass	Standard Brands, Inc.	Live	WNBT	J. Walter Thompson Co.
Hudson Shad Fishing	King of the Sea	Live & Film	WABD	Loewry Associates
I				
I Love To Eat	The Borden Co.	Live	WNBT (NBC Network)	Young & Rubicam, Inc.
Illustrated News	Arcade Pontiac Inc.	News	WNBW	Kal, Ehrlich & Merrick Adv.
In the Kelvinator Kitchen	Kelvinator Div.—Nash Kelvinator Corp.	Live	WNBT (NBC Network)	Geyer, Newell & Ganger, Inc.
INS Television News	Good House Stores, Inc. Household Appliances	News	WPTZ	Julian Pollock
INS Television News	Philco Distributors, Inc. Electric Appliances	News	WPTZ	Julian Pollock
INS Television News	Superfine Appliances Co. Household Appliances	News	WPTZ	Solis S. Cantor
INS Television News	Wilf Brothers Appliances Household Appliances	News	WPTZ	Philip Klein
J				
Junior Jamboree	RCA Victor Television Receivers	Studio Children's Show	WBKB	J. Walter Thompson
Junior Jamboree	RCA-Victor Distributing Co. RCA TV Sets	Children's Show	WWJ	J. Walter Thompson Co.
Juvenile Jury	General Foods Corp.	Live	WNBT	Benton & Bowles, Inc.
K				
Mary Kay & Johnny	Jay, Jay, Jr., Inc.	Live	WABD	Direct
King's Party Line	Bristol-Myers Co. Ipana, Vitalls	Audience-Participation	WCBS	Doherty, Clifford & Shenfield

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Know Your New York	Bonded Auto Sales	Live	WABD	Wm. Warren Agency
Kraft Television Theatre	Kraft Foods Co.	Live	WNBT	J. Walter Thompson Co.
Leave It To The Girls	General Foods Corp.	Live	WNBT	Benton & Bowles, Inc.
Let's Face It	Terman Television Sales Television Receivers	Studio Quiz	WBKB	Direct
Let's Learn to Dance	George's Radio & Tv. Co.	Instruction	WNBW	Robert J. Enders Adv.
Let's Pop the Question	Bartel's Appliances	Quiz	WFIL	Edward Shapiro
Life at the Boston Store	The Boston Store Department Store	Instructional	WTMJ	Maik Mauthner & Berman, Inc.
Local Crowd	Southern Wholesalers	Live	WNBW	Henry J. Kaufman & Associates
Look Upon a Star	Comet Candies, Inc.	Live	WABD	Direct
Lucky Strike Spots	American Tobacco Co.	Film	WCBS	Foote, Cone & Belding
Mad. Sq. Garden	Ford Motor Co.	Sports (L)	WCBS	J. Walter Thompson
Mad. Sq. Garden	General Foods Maxwell House (Coffee)	Sports (L)	WCBS	Benton & Bowles
Mad. Sq. Garden	Knox The Hatter	Sports (L)	WCBS	Geyer, Newell & Ganger
Magic Carpet	Alexander Carpet Co.	Live & Film	WABD	Anderson, Davis & Platte
Man on the Street	Harry Suffrin Clothing	Live	WWJ	Simons-Michelson
Mayorality Campaign	Democratic Campaign Committee Dilworth for Mayor	Live	WPTZ	Thomas J. LaBrum & Assoc.
Mayorality Campaign	Republican Campaign Committee Samuel for Mayor	Film	WPTZ	Benjamin Eshelman
Meat and Romance	American Packing Meats	Film	KSD	Foote, Cone & Belding
Meet Me Under the Tree	Lacey's Electrical Appliances	Interview	WMAL	Kal, Ehrlich & Merrick
Meet Your Neighbor	Sams, Inc. Department Store	Live	WWJ	Stockwell & Marcuse

Miracle In The Rain	The Borden Co.	Live	WNBT (NBC Network)	Young & Rubicam, Inc.
Miss Television of Philadelphia	Max Rusoff, Inc. Furrers	Live	WPTZ	Solis S. Cantor
Missus Goes A-Shopping	B. T. Babbitt, Inc. Bab-O	Audience Participation	WCBS	Duane Jones
Missus Goes A-Shopping	Coburn Farm Products Sondra Brand Mds.	Audience Participation	WCBS	Modern Merchandising Bureau
Missus Goes A-Shopping	Manhattan Soap Co. Sweetheart Soap	Audience Participation	WCBS	Duane Jones
Missus Goes A-Shopping	C. F. Mueller Co. Macaroni, Spaghetti & Egg Noodles	Audience Participation	WCBS	Duane Jones
Money At Work	Merrill Lynch, Pierce, Fenner & Beane	Film	WCBS	Direct
Mummers Parade	Sears, Roebuck Co. Household Furnishings	Parade	WPTZ	Benjamin Eselman
Music Room	Philco Distributor		KTLA	Cecil Noble Adv. Agcy.

N

Nat'l Amateur Tennis Matches	Lacey's	Sports	WNBW	Henry J. Kaufman Associates
Navy Day Celebration	George's Radio & Tv. Co.	Variety	WNBW	Robert J. Enders Adv.
New Year's Eve from Time Square	Hamilton Watch Co.	Remote	WNBT (NBC Network)	Batten, Barton, Durstine & Osborn, Inc.
News	Detroit Edison Public Utility	News	WWJ	Campbell-Ewald
News	Norge Div.—Borg Warner Appliances	News	WWJ	Campbell-Ewald
News	Reed Candy Co. Candy	Studio	WBKB	Reineke, Meyer & Finn
News	Television Specialists Television Receivers	Studio	WBKB	Direct
News Reel	U. S. Rubber	Newsreel (F)	WMAL	Campbell Ewald
News Roundup	Peake Motor Co.	Commentary	WNBW	Henry J. Kaufman & Associates

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Olympic Winter Games	Chevrolet		KTLA	Campbell-Ewald
On The Town	Television Distributors of Southern Calif.		KTLA	J. Walter Thompson
Opening of Boston Link	American Tel & Tel	Remote	WNBT (NBC Network)	N. W. Ayer & Son, Inc.
Our Lady's Juggler	U. S. Rubber Co.	Film	WNBT (NBC Network)	Campbell-Ewald Co., Inc.
P				
Pantomime Quiz Time	General Electric		KTLA	Ross, Gardner & White
Paper	Bemis Bros. Bags	Film	KSD	Gardner
Party Line	Bristol-Myers Co.	Live	WNBT (NBC Network)	Doherty, Clifford & Shenfield, Inc.
Phila.—A Great City	Philip Klein Advertising Agency	Studio	WFIL	Philip Klein
Philco News & Views	Radio Specialty Co. (Philco) Radio—Television Sets	News	WTMJ	Gustav Marx Adv. Agency
Polly Parker Party	Arnold Contable Co.	Fashion Show (L)	WNBT	Direct
Allen Prescott—The Wife Saver	General Foods Corp.	Live	WNBT	Young & Rubicam, Inc.
Presentation by ABC	American Broadcasting Co.	Variety (L)	WPTZ	Direct
Pro Tennis Championships	U. S. Rubber Co.	Sports (L)	WCBS	Campbell-Ewald
R				
R. U. R.	MKT Railroad Institutional	Mystery Play	KSD	Direct
Rhythm Steps	Johnson Shoe Shoes	Fashion	KSD	Gardner
Royal Wedding	Chevrolet	Film	WMAL	Campbell-Ewald
S				
St. Albans Naval Hospital Show	Hamilton Watch Co.	Live	WNBT (NBC Network)	Batten, Barton, Durstine & Osborn, Inc.

School of Sports	Gunther Brewing Co.	Instruction	WNBW	Booth, Vickery & Schwinn
Scoreboard	Kass Clothiers Clothing	Studio	WBKB	Malcolm-Howard
Serving thru Science	U. S. Rubber	Live & Film	WABD	Campbell-Ewald Co.
Seven Arts Quiz	General Foods Corp.	Live	WNBT	Young & Rubicam, Inc.
Shoes	Melville Shoe Corp. Thom McAn Shoes	Film	WCBS	Neff-Rogow
Shopping At Home	Sears, Roebuck & Co.		KTLA	The Mayers Co.
Shopping At Home	The May Co.		KTLA	Milton Weinberg Agcy.
Shopping At Home	Sleep Shops		KTLA	Direct
Shopping At Home	Radio Corp. of America		KTLA	Direct
Shopping At Home	Park Camera Co.		KTLA	Direct
Shopping At Home	Schwabacher-Frey		KTLA	Direct
Shopping At Home	Hendan Shirts		KTLA	The Mayers Co.
Shows (Series of Life and Film)	General Foods Corp.	Live & Film	WNBT	Young & Rubicam, Inc.
Singing Smiths	Terman Television Sales Television Receivers	Studio	WBKB	Direct
Small Fry Club	American Pipe Cleaners	Film	WABD	Ruth Brooks Adv.
Small Fry Club	Fischer Baking Co.	Live	WABD	Scheck Adv. Agency
Small Fry Club	Various (Participating)	Spot	WTTG	Various
Soccer Game from Yankee Stadium	Goodman Products	Remote	WABD	Al Paul Lefton Co., Inc.
Sport Names to Remember	Austin Nichols	Slides	WABD	Alfred Lilly Co., Inc.
Sport News	Keystone Plating & Rust Proofing Corp.	News	WABD	Direct
Sports	Hyde Park Brew. Beer	Sports	KSD	Gardner
Sports	Philco Dealers Television Sets	Sports	KSD	Marjorie Wilten, Inc.
Sports Close-Ups	Griesedieck Bros. Beer	Sports	KSD	Ruthrauff & Ryan
Sports Commentary	George's Radio & Tv. Co.	Sports	WNBW	Robert J. Enders Adv.

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Sports Film	Lacey's Electrical Appliances	Sports (L)	WMAL	Henry J. Kaufman
Sports News	George's Radio & Tv. Co.	Commentary	WNBW	Robert J. Enders Adv.
Sports Parade	A. Gettelman Brewing Co. Beer	Sports (F)	WTMJ	Scott-Telander
Sportsmen's Show	U. S. Rubber Co.	Sports	WCBS	Campbell-Ewald
Spots	American Tobacco Co. Lucky Strike Cigarettes	Spot Announcements	WTTG	Foote, Cone & Belding
Spots	Automobile Club of Michigan Auto Insurance	Spots	WWJ	Stockwell & Marcuse
Spots	American Tobacco Co. Lucky Strikes	Spots	WWJ	Foote, Cone & Belding
Spots	Bulova Watch Co. Bulova Watches	Spots	WWJ	Biow & Co.
Spots	Allen B. DuMont Labs, Inc. Du Mont Televisors	Spot Announcements	WTTG	Direct
Spots	Hat Research Hats	Spots	WWJ	Grey Adv.
Spots	Hot'N Kold Shops Appliances	Spots	WWJ	Gabriels
Spots	Tivoli Brewing Co. Beer	Spots	WWJ	McCann-Erickson
Star Views	Richards Radio		KTLA	Cecil Noble Adv. Agcy.
Stars Dressing Room	E-Z Thread., International Thread Co.	Live	WNBT	Redfield-Johnstone, Inc.
Streamliner Parade	Chicago Northwestern R.R. Transportation	Remote Interview	WBKB	The Caples Co.
Streamliner Parade	Union Pacific R.R. Transportation	Remote Interview	WBKB	The Caples Co.
Studio Show	J. L. Hudson Co. Department Store	Demonstration	WWJ	Wolfe, Jinkling, Dow & Conckey
Sunset Room	Philco		KTLA	Cecil Noble Adv. Agcy.
Sunshine Sportsmen's Show	Barbey's, Inc. Sunshine Beer	Sports (F)	WPTZ	Gray & Rogers

The Swift Home Service Club	Swift & Co.	Live	WNBT (NBC Network)	McCann-Erickson, Inc.
Swimming Meet (Central AAU)	American Television Lab. Training	Sports (L)	WBKB	Turner Adv.
Swing Into Golf	Wm. Perry Blouse, Inc.	Live & Film	WABD	Sterling Adv. Agcy.
Swiss Family Robinson	The Borden Co.	Live	WNBT (NBC Network)	Kenyon & Eckhardt, Inc.
T				
Telechats	The Fair Store Department Store	Studio	WBKB	J. R. Pershall
Telenews	Chevrolet Automobiles	Film	WBKB	Campbell-Ewald
Telequizcalls	Commonwealth Edison Electrical Appliances	Studio	WBKB	J. R. Pershall
Tele-Sports	Gunther Brewing Co.	Sports	WNBW	Booth, Vickery & Schwinn
Tele-Varieties	Bristol-Myers Co.	Live	WNBT (NBC Network)	Young & Rubicam, Inc.
Telenews Digest	Chevrolet Automobiles	News	WWJ	Campbell-Ewald
Telephone Hour	Southwestern Bell Institutional	Film	KSD	Direct
Telequizcalls	Union Electric Electric Appliances	Quiz Show	KSD	Gardner Adv.
Television Matinee	Philadelphia Electric Co. Utilities	Live & Film	WPTZ	Direct
Television Matinee	Philco Distributors Philco Television Sets	Live	WWJ	William I. Denman, Inc.
Television Party	Grinnell's Department Store	Live	WWJ	Simons-Michelson
Television Press Release	Holt-DeLand, Inc.	Slides & Commentary	WNBT	Miller Adv. Agcy., Inc.
Tennis Matches	U. S. Rubber Co.	Remote	WABD	Direct
Thanksgiving Day Parade	R. H. Macy & Co.	Remote	WNBT	Direct
Time Signals	Benrus Watch Co.		WNBT	J. D. Tarcher & Co., Inc.

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Time Signals	Bulova Watch Co.	Spots	WNBT	The Biow Co., Inc.
Time Signals	Bulova Watch Co.	Spots	WCBS	Biow Co.
Time Signals	Elgin National Watch Co.	Spots	WNBT	J. Walter Thompson Co.
Time Signals	Elgin National Watch Co.	Spots	WCBS	J. Walter Thompson
Time Signals	Gruen Watch Co.	Spots	WCBS	McCann-Erickson
Time Signals	Hanneil Food Products Popcorn Chips	Spots	WCBS	Raymond E. Nelson
Time Spot	Barr's Jewelry	Correct Time (F)	WPTZ	Edward Prager
Time Spot	Beneficial Saving Fund Bank	Correct Time (L)	WPTZ	Richard A. Foley
Time Spot	Broadwood Hotel Hotel Facilities	Correct Time (F)	WPTZ	Deane Klein Davidson
Time Spot	Dewco Tire Service Co. Tires	Correct Time (L)	WPTZ	Raymond E. Nelson
Time Spot	Elizabeth Davidson Home Furnishings	Correct Time (F)	WPTZ	Solis S. Cantor
Time Spot	Elgin Watch Co. Watches	Correct Time (F)	WPTZ	J. Walter Thompson
Time Spot	Marcus & Co. Printers	Correct Time & News	WPTZ	Ralph A. Hart
Time Spot	Philco Distributors, Inc. Electric Appliances	Correct Time (L)	WPTZ	Julian Pollock
Time Spot	David T. Robinson Plymouth-Dodge Cars	Correct Time (L)	WPTZ	Solis S. Cantor
Time Spot	Ryan's Army-Navy Store Men's Furnishings	Correct Time (L)	WPTZ	Stewart-Jordan
Tobaccoland U. S. A.	Liggitt & Myers Chestersfields	Film	WCBS	Newell-Emmett
Trader Horn	Better Cars, Inc.	Spot (L)	WCBS	Lester L. Wolff
Twelfth Night	The Borden Co.	Live	WNBT (NBC Network)	Kenyon & Eckhardt, Inc.

Uncle Phil Philco

KTLA

Cecil Noble Adv. Agcy.

Various	Crosley Co. Television Sets	Sports	KSD	M. Hirsch
Various	RCA Dealers Television Sets	Junior Jamboree	KSD	Direct
Various	RCA Dealers Television Sets	Man on the Street		Young & Rubicam
The Versatile Wool	International Wool Secretariat	Film	WCBS	Direct
Visi Quiz	Sears, Roebuck & Co. Household Furnishings	Audience Participation (L)	WPTZ	Raymond E. Nelson
Voice of Firestone Televeys	The Firestone Tire & Rubber Co.	Film	WNBT (NBC Network)	Sweeney & James Co.
Washington Home Show	Potomac Electric Power Co.	Exposition	WNBT	Henry J. Kaufman & Associates
Weather Forecasts	Brentwood Sportswear	Film	WNBT	John Falkner Arndt & Co., Inc.
Weather Reports	The B.V.D. Corp.		WNBT	Grey Adv. Agcy.
Weather Reports	B. V. D.		KTLA	Grey Adv. Agcy.
Weather Reports	Botany Mills		KTLA	Silverstein, Goldsmith
Weather Reports	Botany Worsted Mills		WNBT	Alfred J. Silberstein-Bert Goldsmith, Inc.
Weather Spot	Botany Mills Woolen Goods	Weather Forecast (F)	WPTZ	Silverstein-Goldsmith
Weather Spot	Brentwood Men's Sportswear	Weather Forecast (F)	WPTZ	John Falkner Arndt
Weather Spot	M. Buten & Sons Paints	Weather Forecast (L)	WPTZ	Philip Klein
Weather Spot	Canine Food & Products Co. Trim Dog Food	Weather Forecast (L)	WPTZ	Packard Adv.
Weather Spot	Chech Candy Co. Mints	Weather Forecast (F)	WPTZ	Solis S. Cantor
Weather Spot	Jiffy Products Zippy Starch	Weather Forecast (L)	WPTZ	Martin & Andrews
Weather Spot	Philco Distributors, Inc. Electric Appliances	Weather Forecast (L)	WPTZ	Julian Pollock

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Weather Spot	Superfine Fuels Co. Fuel	Weather Forecast (L)	WPTZ	Solis S. Cantor
Welcome Jeremiah	The Borden Co.	Live	WNBT (NBC Network)	Kenyon & Eckhardt, Inc.
Western Feature Film	Chevrolet	Film	WABD	Campbell-Ewald Co.
What's New in the Stores	Cluett-Peabody Sanitized	Fashion	KSD	Young & Rubicam
The Bob Wolff Show	Southern Venetian Blind Co. Venetian Blinds	Sports	WTTG	Direct
The World In Your Home	Radio Corp. of America	Film	WNBT (NBC Network)	J. Walter Thompson Co.
World Series	Ford Motor Co. &	Remote	WABD	J. Walter Thompson Maxon, Inc.
Wrestling	Gillette Safety Razor Co. Harry Alter Co. Crosley Television & Radio	Sports	WBKB	Malcolm Howard
Wrestling	Ford Motor Co.	Sports	KTLA	J. Walter Thompson
Wrestling	Ford Motor Co. Automobiles	Sports	WWJ	J. Walter Thompson
Wrestling	A. Gettelman Brewing Co. Beer	Sports (L)	WTMJ	Scott-Telander
Wrestling	Keeley Brewing Co. Beer	Sports	WBKB	Malcolm Howard
Wrestling	Teldisco, Inc.	Remote	WARD	Raymond Adv.
Wrestling Bouts	Scott & Grauer Ballentine Beer	Sports	WFIL	J. Walter Thompson
Wrestling from Jamaica Arena	American Shops	Remote	WABD	Wm. N. Scheer Adv. Agency
You Are An Artist	Gulf Oil Corp.	Live	WNBT (NBC Network)	Young & Rubicam, Inc.
You Should Ride a Hobby Horse	Arbee Food Products Co. Scrap Trap	Studio	WBKB	Direct
Your Esso Reporter	Standard Oil Co. of N. J.	Film	WNBT (NBC Network)	Marschalk & Pratt Co.
Your Television Shopper	Stern & Co. Department Store	Remote pickup	WPTZ	Direct

COMMERCIAL TELEVISION STATIONS

PERSONNEL • FACILITIES

WBAL—TV

BALTIMORE
CHANNEL 11
NBC

Power 32 Kw.
Owned-Operated By Hearst Radio, Inc.
Business and Studio Address 2610 North
Charles St.,
Phone Number Hopkins 3000
Transmitter Location Cottage and Violet Aves.
Air Time Variable
News Service AP; INS; UP
Transcription Service Thesaurus
Representative NBC
General Manager Harold C. Burke
Director of Television Harold P. See
Commercial Manager Harold W. Batchelder
Production Manager James S. McMurry
Tele Operations Engineer George G. Jacobs

WMAR

BALTIMORE
EST. 1947
CHANNEL 2

Frequency 54-60 mcs.; Power: 17.9 Kw
Owned-Operated By The A. S. Abell Co.
Business and Studio Address Baltimore
and Charles Sts.
Phone Number LExington 7700
Transmitter Location O'Sullivan Bldg.,
Baltimore and Light Sts.
Air Time Variable
Transcription Service Associated, Lang-Worth
Service Accepted from CBS, DuMont;
ABC, WMAL, WFIL-TV, others.
Executives-President Paul Patterson,
Neil H. Swanson.
Commercial Manager Ernest A. Lang
Program Director Robert B. Cochrane
Chief Engineer Carlton G. Nopper

WBZ—TV

BOSTON
EST. 1948
NBC
CHANNEL 4

Frequency 66-72 mc.; Power: Aural—
7.15 Kw., Visual—14.3 Kw.

Owned-Operated By Westinghouse Radio
Stations, Inc.

Business Address WRS—1619 Walnut St.,
Phila. 3, Pa.

Phone Number Rittenhouse 6-6870

Station Address 275 Tremon St., Boston;
after June 1948: 1170 Soldiers Field Rd.,
Allston 34, Mass.

Station Phone Hancock 6-4261

Transmitter Location 1170 Soldiers Field
Rd., Allston.

Air Time Variable

President Walter Evans

Vice-President Walter E. Benoit

General Manager J. B. Conley

Station Manager W. C. Swartley

Sales Manager C. Herbert Massé

Asst. Sales Manager Lynn Morrow

Program Manager W. Gordon Swan

Production Manager Stephen Burke

Publicity Representative Wendell A. Davis

Chief Engineer W. H. Hauser

W9XZV—W9XZC

CHICAGO
CHANNEL 1
(Experimental)

Frequency: W9XZV, 54-60 mc.; W9XZC, 512-

528 mc. Power: Sight and Sound, 1000 Watts

Effective Radiated Signal 1270

Owned-Operated By Zenith Radio Corp.

Business-Studio Address 6001 Dickens Ave.

Phone Number Berkshire 7503

Transmitter & Antenna Location 6001 Dickens

Ave.

Air Time Unlimited license

President-General Mgr. E. F. McDonald, Jr.

Station Manager J. E. Brown

WBKB

CHICAGO
EST. 1942
CHANNEL 4

Frequency 66-72 mc.; Power 13.7 Kw.

Owned-Operated By Balaban & Katz Corp.

Business and Studio Address 190 N. State St.

Phone Number Franklin 6446

Transmitter Location 190 N. State St.

Air Time Variable Afternoon and Evening

News Service AP; UP

Transcription Service World

Membership TBA
 President John Balaban
 General Manager William C. Eddy
 Chief Engineer A. H. Broly

WGN-TV

CHICAGO

EST. 1948

MBS

Frequency: 186-192 Mc. Power: 18.4
 Owned-Operated By WGN, Inc.
 Business Address 441 N. Michigan Ave.
 Phone Number FINancial 0011
 Transmitter Location 400 W. Madison
 News Service AP, INS, Transradio, UP
 Owner Col. Robert R. McCormick
 General Manager Frank P. Schreiber
 Director of Operations Vern Brooks
 Director Sales Wm. A. McGuinness
 Program Coordinator Edwin Mills
 Publicity Director Bruce Dennis
 Director of Engineering C. J. Meyers
 Form Editor Hal Totten

WLWT

CINCINNATI

EST. 1939

CHANNEL 4

Power 500 Kw.
 Owned-Operated By Crosley Bcstg Corp.
 Business Address Cincinnati 2, Ohio
 Phone Number Cherry 1822
 Studio Address Chickasaw and Warner
 Sts., Clifton Heights.
 Transmitter Location Carew Tower, Fifth
 and Vine Sts.
 Air Time Average 19 hrs. weekly
 President James D. Shouse
 Acting Director J. R. Duncan
 Chief Engineer Howard Lepple

WEWS

CLEVELAND

EST. 1947

CHANNEL 5

Frequency 76-82 mc.; Power: 16.2 Kw
 Visual, 8.1 Kw Oral; Antenna 642' effective
 height.
 Owned Scripps-Howard Radio, Inc.
 Business and Studio Address The WEWS
 Bldg., 1816 East 13th St.
 Phone Number SUperior 6111
 Transmitter Location 7080 State Rd.,
 Parma, Ohio.
 Air Time Varies
 News Service UP; Acme
 Transcription Service Associated
 President (N. Y.) Jack R. Howard
 General Manager James C. Hamrahan
 Station Manager J. Harrison Hartley
 Commercial Manager John R. Schmunk

Program Director Patrick Crafton
 Musical Director Helen Lott
 Chief Engineer Joseph B. Epperson

WWJ-TV

DETROIT

EST. 1947

Frequency 66-72 mc.; Power: Video 5000,
 Audio 2500.
 Owned-Operated By The Evening News
 Association.
 Business and Studio Address 630 West
 Lafayette.
 Phone Number Randolph 2000
 Transmitter Location Penobscot Tower
 Air Time Variable
 News Service AP; UP
 Transcription Service Lang-Worth; Standard
 Representative George P. Hollingsberry
 Chief Executive W. J. Scripps
 General Manager Harry Bannister
 Assistant General Manager Edwin K. Wheeler
 Commercial Manager Willard Walbridge
 Sales Promotion Manager Jack Albert
 General Program Manager Melvin Wissman
 Production Supervisor Robert P. Ritter
 Production Manager Thomas L. Riley
 Publicity Director Richard S. Spencer, Jr.
 Chief Engineer E. J. Love

KTLA

EST. 1942

LOS ANGELES

CHANNEL 5

Frequency 76-82 mc.; Power: 8 Kw.
 Owned-Operated By Television Productions,
 Inc.
 Business and Studio Address Paramount
 Studios, 5451 Marathon St., Hollywood 38
 Phone Number Hollywood 6363
 Transmitter and Antenna Location Mount Alta
 Air Time Variable Afternoon and Evening
 News Service UP
 Transcription Service World
 Representative George Shubert
 Membership TBA
 President Paul Raibourn
 West Coast Dir.-Station Mgr. Klaus Landsberg
 Sales Manager George Shupert
 Program Director Philip Booth, Albert V. Cole
 Production Manager J. Gordon Wright
 Publicity Director Jonathan Rice
 Chief Announcer Keith Hetherington
 Film Director Leland Muller
 Musical Dir. Rex Kepple
 Engr. Supervisor Raymond M. Moore

W6XAO-(KTS L)

LOS ANGELES (HOLLYWOOD)—

EST. 1931

CHANNEL 2

Frequency 54-60 mc.; Power: 4 kw.
 Effective Signal Radiated 5600

• • • **COMMERCIAL TELEVISION STATIONS** • • •

Owned-Operated By Don Lee Broadcasting System
Business Address 1313 N. Vine St.
Phone Number Hollywood 8255
Transmitter & Antenna Location 3800 Mount Lee Drive
Air Time Varied
News Service AP, INS, CNS, UP
Transcription Service World Representative
Representative John Blair
Membership TBA
President Thomas S. Lee
Vice-President and General Manager Lewis Allen Weiss
Vice-President and Assistant General Manager Willet H. Brown
Director of Television Harry R. Lubcke
Program Director Jack Stewart
Producer Stuart Phelps
Publicity Relations Director Mark Finley
Chief Announcer Ken Barton
Stage Director Ted Driscoll
Chief Engineer Harold Jury
Film Director Lois Prober
Video Pickup Operator Bob Fonarow

WTMJ-TV

MILWAUKEE
EST. 1947
CHANNEL 3

Frequency 60-66 mc.; Power: Aural 17.0 Kw.; Visual 16.1 Kw.
Owned-Operated By The Journal Co.
Business Address 333 W. State St.
Phone Number Marquette 6000
Transmitter Studio Location 720 E. Capitol Drive
Air Time Wednesday's through Sunday's (Varies).
News Service AP
Representative Edward Petry
General Manager W. J. Damm
Asst. General Manager L. W. Herzog
Station Commercial Mgr. R. G. Winnie
Program Director E. J. Robertson
Publicity Director R. B. Wallace
Chief Engineer Phil Laeser

WABD

NEW YORK CITY
EST. 1941
DU MONT TELEVISION NETWORK
CHANNEL 5

Frequency 76-82 mc.
Power . . . video: 14.25 kw Effective radiated power; sound: 9.45 kw. Effective radiated power
Owned By Allen B. Du Mont Laboratories, Inc.

Operated By Du Mont Television Network
Business Address 515 Madison Ave.
Phone Number Plaza 3-9800
Studio Address Wanamakers Studio Broadway & 9th
Transmitter Location 515 Madison Ave.
Air Time Approx. 35 hrs. weekly
News Service INS
Transcription Service Associated
Membership TBA
President-Owner Allen B. Du Mont
Commercial Manager John H. McNeil
Sales Promotion Manager Charlotte Stern
Program Director James Caddigan
Chief Announcer Don Roper
Chief Engineer, Du Mont Television Network Scott Helt
WABD S. R. Patremio

WCBS-TV

NEW YORK CITY
EST. 1931
CHANNEL 2

Frequency 54-60 mc.
Owned-Operated By Columbia Broadcasting System
Business & Studio Address 15 Vanderbilt Ave.
Phone Number Murray Hill 6-6340
Transmitter Location Chrysler Tower
Air Time Minimum 12 hrs. weekly
News Service AP
Representative Radio Sales
Vice-President Lawrence W. Lowman
Director of Television Worthington C. Miner
Assoc. Dir. of Tele. Leonard Hole
Commercial Manager George L. Moskovics
Program Operations Merritt H. Coleman
Manager of Technical Operations Paul Wittlig
Manager of Press Information James J. Kane
Dir. of News — Special Events Robert Bendick
Film Manager Ed Evans
Sales Promotion Manager Halsey Barrett

WNBT

NEW YORK CITY
EST. 1941
NBC
CHANNEL 4

Frequency 66-72 mc.
Power . . . Sight, 5000 Watts; Sound, 3000 Watts
Owned-Operated By National Broadcasting Co.
Business Address 30 Rockefeller Plaza
Phone Number Circle 7-8300
Studio Address 30 Rockefeller Plaza
Transmitter & Antenna Location Empire State Bldg. Tower
Air Time Approx. 20-35 hrs. weekly

President (NBC)Niles Trammell
 Exec. V.P. (NBC).....Frank E. Mullen
 V.-P. & Chief Engineer.....O. B. Hanson
 Dir. Tele. Engr. Operations. Robert E. Shelby
 Dir. Tele. Operations.....Noran E. Kersta
 Executive Producer.....Warren Wade
 Television Press Editor.....Allan H. Kalmus
 Sales Manager.....Reynold R. Kraft

Owned By.....The Philadelphia Bulletin
 Operated By.....WCAU, Inc.
 Business Address.....1622 Chestnut St.
 Phone Number.....Locust 7-7700
 Transmitter Location...PSFS Bldg., 12 S. 12th St.
 Air Time.....Undetermined
 News Service.....AP, UP
 General Manager.....Leon Levy
 Commercial Manager and
 Program Director.....G. Bennett Larson
 Sales Promotion Manager....Robert N. Pryor
 Production Manager.....Roy Meredith
 Publicity Director.....J. J. "Chick" Kelly
 Chief Engineer.....J. G. Leitch

WPIX
 NEW YORK CITY
 EST. 1948

Frequency:.....Channel No. 11, 198-204 mc.
 Power:.....Audio 8.17 kw.; Video 16.3 kw.
 Owned-Operated By...News Syndicate Co., Inc.
 Phone Number.....Murray Hill 2-1234
 Business-Studio Address.....220 East 42nd St.
 Air Time.....Undetermined
 Transmitter Location.....220 East 42nd St.
 News Service.....Undetermined
 Transcription Service.....Undetermined
 Membership.....TBA
 President and General Manager...F. M. Flynn
 Station Manager.....Robert L. Coe
 Commercial Manager.....B. O. Sullivan
 Manager of News and
 Special Events.....Carl E. Warren
 Program Director.....Harvey Marlowe
 Mgr. Research and
 Development.....Clifford E. Denton
 Publicity.....Frank Young
 Chief Engineer.....Thomas E. Howard

*On the air on or about June 15, 1948.

WATV
 NEWARK
 EST. 1947

Frequency.....210-216 mc.
 Owned-Operated By....Bremer Bcstg. Corp.
 Business and Studio Address...1020 Broad St.
 Phone Number...Mitchell 2-6400; Rector 2-5878
 Pleasant Avenues, West Orange, N. J.
 Transmitter Location.....Marcella and Mt.
 Air Time.....24 hrs. weekly
 News Service.....AP
 Membership.....TBA
 Pres., Gen. & Station Mgr. Irving R. Rosenhaus
 Chief Engineer.....Frank V. Bremer
 Supervisor.....Hank Dabrowski

WCAU-TV
 PHILADELPHIA
 EST. 1948
 CBS-TV

Frequency:.....Channel 10, 192-198 mc.
 Power:.....Aural 26.4 kw.; Visual 25 kw.

WFIL-TV
 PHILADELPHIA
 EST. 1947
 CHANNEL 6

Frequency.....82-88 mc.; Power: Visual
 18.1 Kw, Sound 10 Kw rad.
 Owned-Operated By...Triangle Publications,
 Philadelphia Inquirer Division.
 Business and Studio Address.....46th and
 Market Sts.
 Phone Number.....EVERgreen 6-8090
 Transmitter Location.....Widener Bldg.
 Air Time.....Approximately 28 hrs. weekly
 Representative.....The Katz Agency
 General Manager.....Roger W. Clipp
 Television Director.....Kenneth W. Stowman
 Sales Manager.....John E. Surrick
 Asst. to Sales Mgr. chg of Tele Sales
 Max E. Solomon
 Sales Promotion Manager....James T. Quirk
 Publicity Director.....George A. Koehler
 Chief Engineer.....Louis E. Littlejohn
 Asst. Chief Engr. Chg of Tele. David J. Miller, Jr.

WPTZ
 PHILADELPHIA
 EST. 1941
 NBC
 CHANNEL 3

Frequency.....60-66 mc.;
 Power: Visual 2280; Aural 2315.
 Owned-Operated By.....Philco
 Television Broadcasting Corp.
 Business and Studio Address...1800 Architects
 Bldg., 17th and Sansom Sts.
 Phone Number.....Locust 7-7136
 Transmitter Location.....1300 E. Mermaid
 Ave., Wyndmoor, Pa.
 Transcription Service.....Lang-Worth
 Vice-Pres. & Gen. Mgr. Ernest B. Loveman
 Asst. Gen. Manager.....Rolland V. Tooke
 Commercial Manager.....James D. McLean
 Program Manager.....Ernest Walling
 Chief Engineer.....Raymond J. Bowley