

Directory of BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.
 (Data corrected to January 15, 1940)

ALABAMA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representative
ANNISTON	WHMA	1420	250	Harry M. Ayers WHMA Bldg. 2380	Harry M. Ayers John S. Pitts A. Lynne Brannen	Harold Russey Edwin Mullinax Vernon Story
BIRMINGHAM	WAPI	1140	5,000	Voice of Alabama Inc. Protective Life Bldg. 3-8116	CBS	Thad Holt Thad Holt Thad Holt	Lionel Baxter N. S. Hurley	Radio Sales
	WBRC	980	5,000-LS 1,000-N	Birmingham Bestg. Co. Inc. Bankhead Hotel 3-9298	NBC-Red	K. G. Marshall J. C. Bell K. G. Marshall	Herbert C. Grieb J. C. Bell	Raymer
	WSGN	1310	250-LS 100-N	Birmingham News Co. Tutwiler Hotel 4-8434	NBC-Blue Alabama	Victor H. Hanson Henry P. Johnston Henry P. Johnston	Robert McRaney Carl Cannon Paul B. Cram	Headley-Reed
DECATUR	WMSL	1370	250	Tennessee Valley Bestg. Co. Inc. Mutual Life Insurance Bldg. 802	Alabama	M. K. Vickrey Ted R. Woodward R. H. Albright	Kenneth Vance Ted R. Woodward Ted Jeffries	Forioe Headley-Reed
DOTHAN	WAGF	1370	250-D	Dothan Broadcasting Co. 204½ E. Main St. 1430	Partnership Julian C. Smith Fred C. Moseley	Samuel Hall Art Creamer John T. Hubbard	Burn-Smith
GADSDEN	WJBY	1210	250	Gadsden Broadcasting Co. Inc. 108 Broad St. 8862	Alabama	B. H. Hopson B. H. Hopson J. W. Buttram	B. T. Benton Sam Benton William Pigg	Sears & Ayer
HUNTSVILLE	WBHP	1200	100	Wilton Harvey Pollard 318 W. Clinton St. 313	W. H. Pollard W. H. Pollard W. H. Pollard	John Garrison Maurice McKinney
MOBILE	WALA	1380	1,000	Pape Broadcasting Co. 106 St. Joseph St. Dexter 5893	NBC	W. O. Pape W. O. Pape J. H. Hunt Jr. H. K. Martin	Jack Bridges R. M. Cole	Perry
	WMOB	1200	100-D	S. B. Quigley P. O. Box 235	S. B. Quigley S. B. Quigley Richard Kingston
MONTGOMERY	WCOV	1210	100	Capital Broadcasting Co. Inc. 2 Montgomery St. Cedar 3301	G. W. Covington Jr. G. W. Covington Jr. R. B. Raney	Weston E. Britt John C. Hughes John A. Thompson	Stewart
	WSFA	1410	1,000-D 500-N	Montgomery Bestg. Co. Jefferson Davis Hotel Cedar 5880	CBS Alabama	Howard E. Pill Howard E. Pill John B. DeMotte	Caldwell Stewart Howard E. Pill Paul B. Duncan	Headley-Reed
MUSCLE SHOALS CITY	WMSD	1420	250	Muscle Shoals Bestg. Corp. Box 688, Sheffield, Ala. 181	Dr. E. L. Chapman Joe Van Sandt Joe Van Sandt	James Connally Joe Van Sandt Virgil Sanderson	Burn-Smith
SELMA	WHBB	1500	100	Selma Broadcasting Co. Inc. 209 Washington 1283	B. H. Hopson Julien Smith Jr. Julien Smith Jr.	Fred Le Mieux John Yarns
TUSCALOOSA	WJRD	1200	250-LS 100-N	James R. Doss Jr. First National Bank Bldg. 1401	Alabama	James R. Doss Jr. J. L. Doss J. Ed. Reynolds	Wilhelmina Quarles J. L. Doss Fred L. James	Headley-Reed

ARIZONA

GLOBE	KWJB	1210	250	Sims Broadcasting Co. P. O. Box 905 41	Arizona ABC	Bartley Sims Bartley Sims Vester Sansing	Bartley Sims Howard Seitz	Raymer
JEROME	KCRJ	1310	250	Central Arizona Bestg. Co. 711 Main St. 88	Arizona ABC	Mrs. Della Stuart Howard Kuhn D. E. Towne	Raymer
LOWELL	KSUN	1200	250	Copper Electric Co. Lowell Sta., Bisbee Bisbee 9	Arizona	James S. Maffeo Carleton W. Morria Carleton W. Morris	Mary Ellen Bergman Harmon A. Bergman David C. Karbach	Blair
PHOENIX	KOY	1390	1,000	Salt River Valley Bestg. Co. 838 N. Central Ave. 4-4144	CBS Arizona	Burrige D. Butler Fred A. Palmer Lou Kroeck	Jack Williams Gordon Wiggan Robert Thompson	Blair
	KTAR	620	1,000	KTAR Broadcasting Co. Heard Bdg. 4-4161	NBC Arizona ABC	Sam Kahan Dick Lewis J. R. Heath	J. Howard Pyle K. M. Pennington Arthur C. Anderson	Raymer
PRESCOTT	KYCA (Construction permit)	1500	250-LS 100-N	Southwest Broadcasting Co. Prescott	Albert Stetson Les Mawhinney Les Mawhinney
SAFFORD	KGLU	1420	250	Gila Broadcasting Co. Sixth Ave. & Relation St. 15	Louis F. Long John Merino John Merino	Beatrice Merino Lester MacBride Paul Merrill	Cox & Tanz
TUCSON	KTUC	1370	250	Tucson Motor Service Co. Sixth Ave. & 12th St. 5800	CBS Arizona	Frank Z. Howe Dow Ben Roush Dow Ben Roush	Dick Johnson Gertrude Dossenbach Cliff Livingston	Blair McGillvra
	KVOA	1260	1,000	Arizona Broadcasting Co. Inc. 48 E. Broadway 3703	NBC Arizona ABC	R. B. Williams R. B. Williams S. H. Schaeffer	Andrew White Leonard L. Nalley	Raymer
YUMA	KUMA	1420-SH	100	Dr. A. H. Schermann Lee Hotel 88	Arizona ABC	Dr. A. H. Schermann G. E. Akers E. N. Sturdivant	Irene Belzer G. L. Fisher	Raymer
	KYUM (Construction permit)	1210	250-LS 100-N	Yuma Broadcasting Co. First National Bank Bldg. 470	Arizona ABC	John H. Huber	Raymer

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ARKANSAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
BLYTHEVILLE	KLCN	1290	100-D	Fred O. Grimwood 218 W. Walnut St. 1000	Fred O. Grimwood Fred O. Grimwood Algie Bishop	Cleo Garner Harold Sudbury Joe Harrington
EL DORADO	KELD	1370	250	Radio Enterprises Inc. Exchange Bldg. 1314	Arkansas	R. E. Meinert F. E. Bolis F. E. Bolis	Rodney Smith Roger Laux Carl M. Wilson	McGillvra
FORT SMITH	KFPW	1370	250	Southwestern Hotel Co. Goldman Hotel 7069	Arkansas	John A. England Dorothy Gibson J. A. Barry	Dorothy Gibson C. H. Miller Duane W. Holsington
HOT SPRINGS	KTHS	1040†	10,000	Chamber of Commerce 135 Benton St. 1160	NBC-Blue	S. A. Kemp John I. Prosser Edward C. Appler	Ewald Kockritz Ewald Kockritz Clinton Norman	Blair
	KWFC (Construction permit)	1310	250-LS 100-N	Hot Springs Broadcasting Co. Hot Springs	(Clyde E. Wilson Howard A. Schuman Howard A. Schuman
JONESBORO	KBTM	1200	250-LS 100-N	Regional Broadcasting Co. 104 1/2 W. Washington 433	Arkansas	Jay P. Beard Jay P. Beard Jay P. Beard	Ottis Roush Clarence Adams J. C. Warren
LITTLE ROCK	KARK	890	1,000	Arkansas Radio & Equip. Co. Inc. 212 Center St. 2-1841	NBC-Red Arkansas Tri-State	Col. T. E. Barton G. E. Zimmerman C. K. Beaver	Jack Lewis C. K. Beaver Dan L. Winn	Petry
	KGHI	1200	250	Arkansas Broadcasting Co. Gazette Bldg. 9166	A. L. Chilton R. G. Terrill Bob Buice	Jimmy Woodward Bob Buice V. O. Van Dusen
	KLRA	1390	5,000-LS 1,000-N	Arkansas Broadcasting Co. Gazette Bldg. 5427	CBS	A. L. Chilton S. C. Vinsonhaler Ray Lang	Alleene Ahles P. E. Denton K. F. Tracy	Katz
PINE BLUFF	KOTN	1500	100	Universal Broadcasting Corp. 505 1/2 Main St. 721	Arkansas	James A. Noe B. J. Parrish R. W. Etter	Frederica Whitworth R. W. Etter J. R. Whitworth
SILOAM SPRINGS	KUOA	1260	5,000-D	KUOA Inc. Siloam Springs 77	Arkansas	John E. Brown Storm Whaley Storm Whaley	Leslie Wright J. L. Miller	Ferguson & Walker
TEXARKANA	KCMC	1420	250	(See Texarkana, Tex.)				

† KTHS holds special experimental authorization to operate simultaneously daytime and specified hours night with WBAL, Baltimore on 1060 kc.

CALIFORNIA

BAKERSFIELD	KERN	1370 CP-1380	100 CP-1,000	McClatchy Broadcasting Co. Elks Bldg. 5-700	NBC California	Guy C. Hamilton Robert L. Stoddard Robert L. Stoddard Walter Baziuk Verne Shatto	Raymer
	KPMC	1550	1,000	Pioneer Mercantile Co. 1526 20th St. 4500	MBS Don Lee	F. G. R. Schamblin L. A. Schamblin L. A. Schamblin	Blair
BERKELEY	KRE	1370	250	Central Calif. Broadcasters Inc. 601 Ashby Ave. Asberry 7713	Arthur Westlund Arthur Westlund Don Hamby	Don Hamby Don Hamby James Moore
CHICO	KHSL	1260	250-U CP-1,000-LS CP-500-N	Golden Empire Bestg. Co. 2nd & Flume Sts. 237	MBS Don Lee	Horače Thomas M. F. Woodling Earl Wright	Neil McIntyre Morton Welbers	Blair
EL CENTRO	KXO	1500	100	E. R. Irey & F. M. Bowles Main St.	MBS Don Lee	Biddick
EUREKA	KIEM	1450	1,000-LS 500-N	Redwood Broadcasting Co. Inc. Vance Hotel 93	MBS Don Lee	Wm. B. Smullin Wm. B. Smullin Wm. B. Smullin	Dean Metcalf Hugh Gilmore Alvor Olson Chas. Baker	Blair
FRESNO	KARM	1310	250	George Harm 1333 Van Ness Ave. 2-4151	CBS	George Harm Estate Lou Keplinger Lou Keplinger	Dick Wegener John Scales	Biddick McGillvra Weed
	KMJ	580	1,000 CP-5,000-LS	McClatchy Broadcasting Co. Bee Bldg. 3-6277	NBC-Red California	Guy C. Hamilton Keith B. Collins Keith B. Collins	Frank Wilbur Frank Wilbur Irvin E. Dickinson	Raymer
GLENDALE	KIEV	850	250-D	Cannon System Ltd. 701 E. Broadway Chapman 52399	(David H. Cannon Reed E. Callister L. W. Peters L. W. Peters	Wally McLain George Neff
LONG BEACH	KFOX	1250	1,000	Nichols & Warinner Inc. 220 E. Anaheim St. 672-81	California	Hal G. Nichols Hal G. Nichols Lawrence W. McDowell	Hal G. Nichols John T. Hughes Lawrence W. McDowell
	KGER	1360	1,000	Consolidated Bestg. Corp. Ltd. 435 Pine Ave. 660-41	C. Merwin Dobyms C. Merwin Dobyms John A. Dobyms	Helene Smith Lee Wynne Jay Tapp	Wilson
LOS ANGELES	KECA	780	5,000-LS 1,000-N	Earle C. Anthony Inc. 141 N. Vermont Ave. Fairfax 2121	NBC-Blue	Earle C. Anthony Harrison Holliday Clyde Scott	Glan T. Heisch Dave Nowinson (Curtis W. Mason H. L. Blatterman	Free & Peters
	KFAC	1300	1,000	Los Angeles Bestg. Co. Inc. 645 S. Mariposa Fitzroy 1231	E. L. Cord Calvin J. Smith Charles T. Hughes	R. Van Des Antels H. W. Anderson
	KFI	640	50,000	Earle C. Anthony Inc. 141 N. Vermont Ave. Fairfax 2121	NBC-Red	Earle C. Anthony Harrison Holliday Clyde Scott	Glan T. Heisch Dave Nowinson (Curtis W. Mason H. L. Blatterman	Petry

Yours for the asking



**THE BILLION DOLLAR -
SOUTHERN CALIFORNIA -
"Buy Minded"
MARKET**

In 1940 the NBC Blue Network station in Los Angeles will claim more and more of the audience.

KECA with its new spot on the dial, with new programs, both local and national, with an ever increasing audience,

With the present low rates still in effect,

You'd better sign today with KECA.

With 50,000 watts of far reaching power,

With NBC Red Network programs and local commercials . . . the greatest line up in KFI's history,

With the southland's leading station topping all popularity surveys,

KFI is **DOMINANT** in this "buy-minded try-minded" third major market.

YOUR CHOICE OF TWO LOS ANGELES NBC STATIONS TO FIT YOUR BUDGET.

780
KECA
NBC BLUE NETWORK
5000 watts day
1000 watts night

Owned and Operated by
Paul C. Anthony, Inc.
LOS ANGELES, CALIFORNIA

640
KFI
NBC RED NETWORK
50,000 watts
clear channel

FREE & PETERS, Inc.
KECA National Sales Representative

EDWARD PETRY & CO.
KFI National Sales Representative

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LOS ANGELES (Continued)	*KFSG	1120 ST-KRKD	2,500-LS 1,000-N	Echo Park Evangelistic Assn. 1100 Glendale Blvd. Exposition 1141	Aimee Semple McPherson Dr. Giles N. Knight	Phil Kerr Myron E. Kluge
	KFVD	1000 L-WHO	1,000	Standard Broadcasting Co. 338 S. Western Ave. Drexel 2391	Frank Burke Frank Burke F. J. Smalley Jr.	Howard Gray John Smithson
	KFWB	950	5,000	Warner Bros. Bestg. Corp. 5833 Fernwood Ave. Hempstead 5151	California	Jack L. Warner Harry Maizlish Jack O. Gross	Manning Ostroff William Ray Harry Myers	Raymer
	KGFJ	1200	100	Ben S. McGlashan 1417 S. Figueroa St. Prospect 2434	Ben S. McGlashan Ben S. McGlashan H. Duke Hancock	Thelma Kirehner H. Duke Hancock H. Duke Hancock	Cox & Tanz
	KHJ	900	5,000-LS 1,000-N	Don Lee Bestg. System 1076 W. Seventh St. Vandyke 7111	MBS Don Lee	Thomas S. Lee Lewis Allen Weiss Wilbur Eickelberg	Van C. Newkirk Frank Kennedy	Blair
	KMPC (Beverly Hills)	710 L-WOR	5,000-LS 1,000-N	KMPC, The Station of the Stars Inc. 9631 Wilshire Blvd. Oxford 6211	CBS	G. A. Richards Leo B. Tyson Leo B. Tyson	Arthur Faust Richard Clark Roger Love	Ferguson & Walker
KMTR	570	1,000	KMTR Radio Corp. 1000 Cahuenga Blvd. Hillside 1161	Victor E. Dalton Kenneth O. Tinkham Kenneth O. Tinkham	Mort Werner Kenneth O. Tinkham Carroll Hauser	Burn-Smith	
KNX	1050	50,000	Columbia Bestg. System Inc. Columbia Square Hollywood 1212	CBS	CBS—D. W. Thornburgh Donald W. Thornburgh Harry W. Witt	Russ Johnston George L. Moskovics Lester H. Bowman	Radio Sales	
KRKD	1120 ST-KFSG	2,500-LS 1,000-N	Radio Broadcasters Inc. Spring Arcade Bldg. Tucker 7111	Frank P. Doherty John Austin Driscoll John Austin Driscoll	Howard R. Bell Willis O. Freitag	
MERCED.....	KYOS	1040	250-D	Merced Broadcasting Co. Merced 1430	MBS Don Lee	Hugh McClung John W. Crews George J. Roth	C. H. Kinsley Jr. C. H. Kinsley Jr. La Rue Curd	Blair
MODESTO.....	KTRB	740	250-D	T.R. McTammany & W.H. Bates Jr. P. O. Box 405 774	Thomas R. McTammany William H. Bates Jr. William H. Bates Jr. Thomas R. McTammany	Cecil Lynch Douglas McCreary Wayne Berthold	Biddick Cox & Tanz
MONTEREY.....	KDON	1210	100	Monterey Bestg. Co. 275 Pearl St. 8111	MBS Don Lee	Allen Griffin Howard V. Walters Howard V. Walters	J. W. Eliassen Howard V. Walters Melvin Johnson	Blair
OAKLAND.....	KLS	1280	250	Warner Bros. 327 21st St. Higate 1212	S. W. & E. N. Warner S. W. Warner F. Wellington Morse	Catherine de Costa F. Wellington Morse Russell Butler
	KLX	880	1,000	Tribune Building Co. Tribune Tower Templebar 6000	J. R. Knowland Jr. Preston D. Allen Preston D. Allen	Charles Lloyd Roswell S. Smith
	KROW	930	1,000	Educational Broadcasting Corp. Radio Center Bldg. Glencourt 6774	Wesley I. Dumm Philip G. Lasky Philip G. Lasky	Scott Weakley C. E. Downey	Free & Peters
PASADENA.....	*KPPC	1210 ST-KFXM	100	Pasadena Presbyterian Church 585 E. Colorado St. Sycamore 3-2193	David Black David Black	Leon Hall N. Vincent Parsons
REDDING.....	KVCV	1200	250	Golden Empire Bestg. Co. Box 447 900	MBS Don Lee	Hugh McClung E. P. Milburn Carl Winther	Clyde Weigand Carl Winther Clyde Weigand	Blair
SACRAMENTO.....	KFBK	1490	10,000	McClatchy Broadcasting Co. 708 Eye St. Main 5000	NBC California	Guy C. Hamilton Howard Lane Leo Ricketts	George Breece Leo Richetta Norman D. Webster	Raymer
	KROY	1210	100	Royal Miller Hotel Sacramento Main 666	CBS	Royal Miller Will Thompson Jr. D. E. Lundy	Garland Schuler Elton Rule Milton Cooper	Biddick
SAN BERNARDINO..	KFXM	1210 ST-KPPC	100	Lee Bros. Bestg. Co. California Hotel 4761	MBS Don Lee	J. C. & E. W. Lee J. Clifford Lee Gene W. Lee	Howard Baichly Gene W. Lee Richard Sampson	Blair
SAN DIEGO.....	KFSD	600	1,000	Airfan Radio Corp. Ltd. 326 Broadway Franklin 6353	NBC-Blue California	Thomas E. Sharp Sam Lipsett John Babcock	Leah McMahon John Babcock	Raymer
	KGB	1330	1,000 CP-5,000	Don Lee Bestg. System 1012 First Ave. Franklin 6151	MBS Don Lee	Thomas S. Lee S. W. Fuller D. J. Donnelly	Edgar Tidwell Milam D. Cater	Blair
SAN FRANCISCO....	KFRC	610	5,000-LS 1,000-N CP-5,000-U	Don Lee Bestg. System 1000 Van Ness Ave. Prospect 0100	MBS Don Lee	Thomas S. Lee William D. Pabst Ward D. Ingram	Benjamin Harkins Gary Krietz Ernest Underwood	Blair
	KGO	790	7,500	National Broadcasting Co. Inc. 111 Sutter St. Sutter 1920	NBC-Blue	Gen. Elec. Co.—NBC A. E. Nelson William B. Ryan	Glenn R. Dolberg Robert J. McAndrews Curtis Peck	NBC
	KJBS	1070 L-WTAM	500	Julius Brunton & Sons Co. 1470 Pine St. Ordway 4148	Ralph R. Brunton E. P. Franklin E. P. Franklin	E. P. Franklin E. P. Franklin Ken Owen	McGillvra
KPO	680	50,000	National Broadcasting Co. Inc. 111 Sutter St. Sutter 1920	NBC-Red	NBC—A. E. Nelson A. E. Nelson William B. Ryan	Glenn R. Dolberg Robert J. McAndrews Curtis Peck	NBC	
KSAN	1420	250	Golden Gate Bestg. Corp. 1355 Market St. Market 8171	California	S. H. Patterson S. H. Patterson Wm. C. Crove	Bernice Sullivan C. E. Hopkins Wm. C. Grove	Forjoe	

Inner California A Rich Market

Inaugurating Construction Of The Friant Dam
Unit Of The Central Valleys Project, The
Honorable Harold Ickes Said:

"California's Central Valleys comprise an inland empire of approximately 25,000 square miles, with a soil as rich and a climate as favorable as any agricultural area in the world.

"This rich valley, surrounded by mountains, is the Granary of the West and the Fruit Basket of the World. Here a million people have their homes.

"Nature has blessed this valley and provided an abundance of many things."

The RADIO
STATIONS of

The McClatchy Broadcasting Company

KFBK — Sacramento

one of the four high powered Pacific Coast stations

KWG

Stockton

KERN

Bakersfield

KMJ — Fresno

Now 5,000 watts day time, 1,000 watts night time

Purveying News, Entertainment and special features, these stations affiliated with the networks of the National Broadcasting Company and the California Radio System offer you

Blanket Coverage of a Top Market

Represented Nationally by Paul H. Raymer Company

McClatchy Broadcasting Co.

SACRAMENTO, CALIFORNIA

Affiliated with McClatchy Newspapers, The Sacramento Bee, The Fresno Bee and The Modesto Bee

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SAN FRANCISCO (Continued)	KSFO	560	5,000-LS 1,000-N	Associated Broadcasters Inc. Palace Hotel Bldg. Garfield 4700	CBS	Wesley I. Dumm Lincoln C. Dellar Lincoln C. Dellar	Arthur E. Stowe Robert W. Dumm Royal V. Howard	Free & Peters
	KYA	1230	5,000-LS 1,000-N	Hearst Radio Inc. Hearst Bldg. Douglas 2536	Hearst Radio Inc. Reiland Quinn Gurden Mooser	Reiland Quinn Gurden Mooser Paul C. Schulz	International
SAN JOSE	KQW	1010	5,000-LS 1,000-N	Pacific Agricultural Foundation 87 E. San Antonio St. Ballard 2616	MBS Don Lee	Ralph R. Brunton C. L. McCarthy H. O. Fiebig Ray Lewis C. V. Davey	McGillvra
SAN LUIS OBISPO	KVEC	1200	250	Valley Broadcasting Co. Mountain View & Hill Sts. 134	MBS Don Lee	Christina M. Jacobson Les Hacker John C. Clifton	Aram Rejebian Earl Travis	Blair McGillvra
SANTA ANA	KVOE	1500	100	Voice of the Orange Empire Inc. Walter L. Moore Bldg. 4901-R	MBS Don Lee	Ernest L. Spencer Ernest L. Spencer Ed McCaffrey	Wallace S. Wiggins Victor Rowland Wallace S. Wiggins	Blair
SANTA BARBARA	KDB	1500	250-LS 100-N	Santa Barbara Broadcasters Ltd. 17 E. Haley St. 4131	MBS Don Lee	Thomas S. Lee Earl M. Pollock Arthur Manuel Jr.	Ken Aitken Arthur Manuel Jr. Robert E. Arne	Blair
	KTMS	1220	500	News-Press Publishing Co. De la Guerra Plaza 611	NBC-Blue California	Thomas M. Storke Frank V. Webb Jr. Frank V. Webb Jr. Clinton Van Cott	Biddick Weed
SANTA ROSA	KSRO	1310	250	Press-Democrat Publishing Co. Press-Democrat Bldg. 110	E. L. Finley Wilt Gunzendorfer Gordon Brown	Gordon Brown Wilt Gunzendorfer Robert Nichols	Biddick
STOCKTON	KGDM	1100	1,000-D	E. F. Pepper 40 S. California St. 4-4551	E. F. Pepper Joe D. Carroll Joe D. Carroll	Donald Ralph Max Kelch	Blair
	KWG	1200	100	McClatchy Broadcasting Co. Hotel Wolf 2-2727	NBC California	Eleanor McClatchy George Ross George Ross	Nelda Ormiston Russell Bennett	Raymer
VISALIA	KTFC	890	1,000	Tulare-Kings Counties Radio Assoc. Box 511 574	MBS Don Lee	Charles A. Whitmore Charles P. Scott Millard Kibbe	Charles B. Foll Art Primm Bert Williamson	Blair
WATSONVILLE	KHUR	1310	250	John P. Scripps P. O. Box 349 1700	John P. Scripps Marion S. Walker George Barringer	Jack R. Wagner Jack R. Wagner	Biddick

COLORADO

ALAMOSA	KGIW	1420 SH-KIDW	100	E. L. Allen Alamosa 26	E. L. Allen E. L. Allen
COLORADO SPRINGS	KVOR	1270	1,000	Out West Broadcasting Co. Antlers Hotel Main 278	CBS	E. K. Gaylord Hugh B. Terry Hugh B. Terry	Lucille Santarelli J. I. Meyerson H. C. Strang	Katz
DENVER	KFEL	920	1,000	Eugene P. O'Fallon Inc. Albany Hotel Keystone 0178	MBS	Eugene P. O'Fallon Eugene P. O'Fallon Frank L. Bishop Holly Moyer	Don McCaig Don McCaig J. P. Veatch	Blair
	KLZ	560	5,000-LS 1,000-N CP-5,000-U	KLZ Broadcasting Co. Shirley Savoy Hotel Main 4271	CBS	E. K. Gaylord F. W. Meyer F. L. Allen	A. P. Wuth Jeff Baker T. A. McClelland	Katz
	KMYK (Construction permit)	1310	250-LS 100-N	F. W. Meyer Denver	F. W. Meyer
	KOA	830	50,000	National Broadcasting Co. Inc. 1625 California St. Main 6211	NBC-Red	Gen. Elec. Co.—NBC Lloyd E. Yoder A. W. Crapsey	C. C. Moore James McPherson Robert H. Owen	NBC
	*KPOF ST-KFKA	880	1,000	Pillar of Fire Inc. 1845 Champa St. Taber 3733	Bishop Alma White Arthur K. White	Mrs. Kathleen M. White Paul H. Schlissler
	KVOD	630	1,000	Colorado Radio Corp. Midland Savings Bldg. Tabor 2291	NBC-Blue	William D. Pyle T. C. Ekrem T. C. Ekrem	J. E. Finch Ben Stanton W. D. Pyle	Petry
DURANGO	KJFP	1370	100	San Juan Broadcasting Co. Inc. 2800 Main Ave. 117	John L. Turner Raymond M. Beckner Raymond M. Beckner	Raymond M. Beckner Raymond M. Beckner Gordon L. Schmehl
GRAND JUNCTION	KFNJ	1200	250	Western Slope Bestg. Co. Hotel La Couri 126	MBS	Rex Howell Rex Howell Charles Howell	Rex Howell Alice Barber Fred Mendenhall
GREELEY	KFKA	880 ST-KPOF	1,000-LS 500-N	Midwestern Radio Corp. 620 Eighth Ave. 450	MBS	H. E. Green H. E. Green William S. Wales	Patricia Murphy George Pogue
LA JUNTA	KOKO	1370	100	Southwest Broadcasting Co. Box 225 42	Leonard E. Wilson Leonard E. Wilson Leonard E. Wilson	Edna Louise Bulger Roy Cohen Leonard E. Wilson
LAMAR	KIDW	1420 SH-KGIW	100	Lamar Broadcasting Co. Lamar 16	W. G. Brown
PUEBLO	KGHF	1320	500	Curtis P. Ritchie 111 Broadway 3877	NBC	Curtis P. Ritchie J. H. McGill Maxson I. Bevens	Fred Amos	Wilson
STERLING	KGEK	1200-SH	100	Elmer G. Beehler Sterling 679	Elmer G. Beehler Elmer G. Beehler



If You Know the Family **YOU KNOW ENOUGH!**

There is an importance and a validity in a family name that no single brand name can muster whether you have automobiles, breakfast cereals or radio stations under discussion. Oklahoma Publishing Company is one of those names. It lends the weight, influence and power to WKY, Oklahoma City, KVOR, Colorado Springs, and KLZ, Denver, to deliver their respective markets to sponsors convincingly . . . impeccably. The prestige of this name has been built up through more than a third of a century of public service. It antedates coincidental checks and package deals. It overshadows listening area studies and Crossley ratings. WKY, KVOR and KLZ each has unqualified proof of

listener loyalty and advertiser amazement at its ability to influence sales. But above all this each has a background that spells confidence and authority. If you

are interested in the Oklahoma City, Colorado Springs or Denver markets you can forget the figures and the charts. You know enough when you know the family.



THE OKLAHOMA PUBLISHING COMPANY OWNS AND OPERATES WKY AND KVOR; OPERATES KLZ UNDER AFFILIATED MANAGEMENT; PUBLISHES THE DAILY OKLAHOMAN, OKLAHOMA CITY TIMES AND THE FARMER-STOCKMAN—NATIONAL REPRESENTATIVE, THE KATZ AGENCY, INC.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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CONNECTICUT

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
BRIDGEPORT	WICC	600	1,000-LS 500-N	Yankee Network Inc. 1241 Main St. 6-1121	NBC-Blue MBS Yankee Colonial	John Shepard, 3rd Joseph Lopez Richard Voynow	Florence Ballou Frank P. Foster II F. Carleton McVarish Garo Ray	Petry
HARTFORD	WDRC	1330	5,000-LS 1,000-N CP-5,000-U	WDRC Inc. 750 Main St. 7-1138	CBS	Franklin M. Doolittle Franklin M. Doolittle William F. Malo	Walter Haase Italo Martino	Raymer
	WTHT	1200	250-LS 100-N	Hartford Times 983 Main St. 7-6481	MBS Colonial	Frank E. Gannett Cedric W. Foster Charles Glover DeLaney	Laureat H. Martineau Richard K. Blackburn	McKinney
	WTIC	1060-ST SA-1040-U	50,000	Travelers Bestg. Service Corp. 26 Grove St. Hartford 2-3181	NBC-Red Yankee	Travelers Insurance Co. Paul W. Morency Walter C. Johnson	Thomas C. McCray J. F. Clancy J. Clayton Randall	Weed
NEW BRITAIN	WNBC	1380	1,000	State Broadcasting Corp. 147 Main St. New Britain; 240 Hartford: 7-9131	NBC-Blue American	Patrick J. Goode Richard W. Davis Laurence C. Edwardson	Doris M. Peck Richard W. Davis Rogers B. Holt	Headley-Reed
NEW HAVEN	WELI	930	500-LS 250-N	City Broadcasting Corp. 221 Orange St. 8-1133	American	Patrick J. Goode James T. Milne James T. Milne	Charles H. Wright James T. Milne J. Gordon Keyworth	Headley-Reed Furgason & Walker
NEW LONDON	WNLC	1500	100	Thames Broadcasting Corp. Mohican Hotel 4900	MBS Yankee Colonial	Roderick L. Morey Gerald J. Morey Ivon B. Newman	Len W. Stevens Ivon B. Newman Francis Garufy	
WATERBURY	WATR	1290	250	WATR Co. Inc. 71 Grand St. 8-5161	MBS Colonial	Harold Thomas Harold Thomas Samuel Elman	James Parker Lony Starr John Burke	Furgason & Walker
	WBRY	1530	1,000	American-Republican Inc. 136 Grand St. 8-1125	CBS	William J. Pape E. J. Frey Murray Grossman	Jack Henry Frank Hales	McGillvra

DELAWARE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
WILMINGTON	WDEL	1120	1,000-LS 250-N	WDEL Inc. 10th & King Sts. 7268	NBC-Red	Clair R. McCollough J. Gorman Walsh J. Gorman Walsh	Edward Browning Lony Starr J. E. Mathiot	Raymer
	WILM	1420	250	Delaware Broadcasting Co. 920 King St. 7268	Intercity	Clair R. McCollough J. Gorman Walsh J. Gorman Walsh	Harvey Smith Byron Milenson J. E. Mathiot	Raymer

DISTRICT OF COLUMBIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
WASHINGTON	WJSV	1460	10,000 CP-50,000	Columbia Broadcasting System Inc. Earle Bldg. Metropolitan 3200	CBS	CBS—Harry Butcher A. D. Willard Jr. William D. Murdock	Lloyd Dennis John Heiney Clyde M. Hunt	Radio Sale
	WMAL	630	500-LS 250-N CP-5,000-U	National Broadcasting Co. Inc. Translux Bldg. Republic 4000	NBC-Blue	NBC—Frank M. Russell Kenneth M. Berkeley John H. Dodge	Carleton D. Smith Fred Shawn John H. Dodge A. E. Johnson	NBC
	WOL	1230	1,000	American Broadcasting Co. 1627 K St., N. W. Metropolitan 0012	MBS Intercity	Mrs. LeRoy Mark William B. Dolph James Fishback	Madeline Ensign James Fishback Henry H. Lyon	Rambeau
	WRC	950	5,000-LS 1,000-N CP-5,000-U	National Broadcasting Co. Inc. Translux Bldg. Republic 4000	NBC-Red	NBC—Frank M. Russell Kenneth H. Berkeley John H. Dodge	Carleton D. Smith Fred Shawn John H. Dodge A. E. Johnson	NBC

FLORIDA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
DAYTONA BEACH	WMFJ	1420	250	W. Wright Esch Daytona Beach 91	W. Wright Esch W. Wright Esch
FORT LAUDERDALE	WFTL	1370	250-LS 100-N	Tom M. Bryan 2700 S. Andrews Ave. 1370	Tom M. Bryan Winston L. Clark Winston L. Clark	Francis G. Carroll
FORT MYERS	WFTM (Construction permit)	1210	250	Fort Myers Bestg. Co. Fort Myers	W. E. Venns Jr.
GAINESVILLE	WRUF	830 L-KOA	5,000	University of Florida Gainesville 1000	State of Florida Garland Powell Garland Powell	Garland Powell Banks Duncan	Burn-Smith

More "REACH" For Your Money

A new antenna system goes to work for WTIC advertisers in 1940. Giving our 50,000 Watts—and your money—greater "reach" than ever. Our area of *full-strength reception* will be extended to 10,000 square miles, including a population of 2,570,000—a notable increase over our present 6,000 mile area embracing 1,855,000 people.



Better Reception

Not only will our new equipment extend our "reach" but it will also bring a marked improvement in reception quality and in fidelity of tone.

This new and wider coverage and improved facilities mark another step in the 16-year record of progress which has kept WTIC Southern New England's most popular station with listeners—and a clear-cut "must" with advertisers who want to make the most of this prosperous billion-dollar market.

Reaching Up and Out

Our new antenna system consists of two uniform cross-section Blaw-Knox towers 483 feet high, a buried ground system employing over 26 miles of 2-inch copper ribbon weighing nearly 8 tons—together with the latest type of transmission line, coupling and phasing equipment. This new system will extend WTIC's "reach" 72% in area, and include 38% more families than at present.

IN SOUTHERN NEW ENGLAND WTIC RATES

FIRST

- IN LISTENER POPULARITY BY 2 TO 1 IN THE HARTFORD AREA
- IN NUMBER OF NETWORK ADVERTISERS
- IN NUMBER OF NATIONAL SPOT ADVERTISERS

WTIC

50,000 WATTS · HARTFORD, CONN.

The Station With the Friendly Audience

The Travelers Broadcasting Service Corporation
Member NBC Red Network and Yankee Network

Representatives: Weed & Company
New York Chicago Detroit San Francisco

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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FLORIDA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
JACKSONVILLE	WJAX	900	5,000-LS 1,000-N	City of Jacksonville 1 Broadcast Place 5-5821	NBC	Thomas C. Imeson John T. Hopkins III John T. Hopkins III	John T. Hopkins III John T. Hopkins III John T. Hopkins III	Blair
	WJHP (Construction permit)	1290	250	The Metropolis Co. Jacksonville	John H. Perry H. G. Wells Jr.	Perry
	WMBR	1370	250	Florida Broadcasting Co. Atlantic Nat'l Bank Bldg. 5-4887	CBS	Frank King Glenn Marshall Jr. Glenn Marshall Jr. Jack Greene	Raymer
LAKELAND	WLAK	1310	250	Lake Region Bcstg. Co. Inc. Lakeland 2128	NBC	J. P. Marchant Bert Arnold Bert Arnold	Gordon G. Fletcher David Brown Powell Hunter	Blair
MIAMI	WIOD	610	1,000	Isle of Dreams Bcstg. Corp. News Tower 3-6444	NBC	{D. J. Mahoney Hal Leyshon Martin S. Wales S. A. Vetter	Martin S. Wales J. M. Le Gate Milton C. Scott Jr.	Hollingbery
	WQAM	560	1,000	Miami Broadcasting Co. Postal Bldg. 2-6121	CBS	Fred W. Borton Fred W. Mizer Norman MacKay	Hazel McGuire Norman MacKay Fred Eugene Rider	Blair
MIAMI BEACH	WKAT	1500	250	A. Frank Katzentine 1759 N. Bay Road 5-7471	A. Frank Katzentine John C. McCloy John C. McCloy	Bettylee Taylor Walter E. Kinney
OCALA	WTMC	1500	100	Ocala Broadcasting Co. 1 Broadcast Place 125	John T. Alsop Jr. R. R. Powell Hal Davis	Bob McConnell Bert Mead	Perry
ORLANDO	WDBO	580	5,000-LS 1,000-N	Orlando Broadcasting Co. Inc. 563 N. Orange Ave. 6181	CBS	Col. George C. Johnston Harold P. Danforth Harold P. Danforth	Emily Humphries Orval Anderson James E. Yarbrough	Raymer
PANAMA CITY	WDLF (Construction permit)	1200	250-LS 100-N	Panama City Bcstg. Co. Panama City	Phillip A. Roll	Perry
PENSACOLA	WCOA	1340	1,000-LS 500-N	Pensacola Broadcasting Co. Inc. San Carlos Hotel 4111	NBC	John H. Perry Henry G. Wells Jr. Irving F. Welch	C. Edward Vann C. B. McAllister Beecher Hayford	Perry
ST. AUGUSTINE	WFOY	1210	250	Fountain of Youth Properties Inc. Magnolia Ave. 1400	Walter B. Fraser R. M. Tigert John Cummins	Ruth Loring Tanksley John Cummins Ernst Raistrick	Cox & Tanz
ST. PETERSBURG	WSUN	620 SH-WFLA	5,000-LS 1,000-N	St. Petersburg Chamber of Comm. Recreation Pier 4747	NBC	G. V. Leland Harold H. Meyer Jerry Wigley	Bob Wilbur Olive Saylor Louis Link	International
	WTSP	1370	250	Pinellas Broadcasting Co. 3509 Fourth St., N. 8108	Sam H. Mann Fred Bugg Heidt Swearingen	Ralph Feather Fred Bugg Carl Carrier
SARASOTA	WSPB	1420	250-LS 100-N	WSPB Inc. City Island 2541	Sam H. Campbell Frank S. Lane Frank S. Lane	Jack Daub
TALLAHASSEE	WTAL	1310	250-LS 190 N	Florida Capitol Broadcasters Inc. Thomasville Highway 1310-R	Gilbert Freeman William C. Wyatt William C. Wyatt	W. A. Snowden Jr. Ben Eulenfeld
TAMPA	WDAE	1220	5,000-LS 1,000-N CP-5,000-U	Tampa Times Co. Tampa Terrace Hotel M-1818	CBS	David E. Smiley L. S. Mitchell L. S. Mitchell	Kenneth W. Skelton Joseph F. Smiley William Pharr Moore	Katz
	WFLA	620 SH-WSUN	5,000-LS 1,000-N	Fla. West Coast Bcstg. Co. Inc. Tarr Bldg. H-1828	NBC	W. Walter Tison W. Walter Tison W. Walter Tison	Paul M. Jones Ronnie Rogers Joe H. Mitchell	Blair
WEST PALM BEACH	WJNO	1200	250	WJNO Inc. 1415 Okeechobee Rd. 3638	CBS	J. J. O'Brien Reginald J. Martin Reginald J. Martin	Ron Jenkins Ralph Rogers John Moore	Weed

GEORGIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ALBANY	WGPC	1420	100	Albany Broadcasting Co. 127½ N. Jackson St. 1370	Georgia	J. W. Woodruff Sr. Stewart Watson Stewart Watson	Louis B. Poole Louis B. Poole Byron Lindsey Jr.	Sears & Ayer
ATHENS	WGAU	1310	250	J. K. Patrick & Co. Athens 1741	Partnership
ATLANTA	WAGA	1450	1,000-LS 500-N	Liberty Broadcasting Corp. Western Union Bldg. Main 5101	NBC-Blue	James M. Cox Jr. Jesse M. Swicegood Jesse M. Swicegood	Earle J. Pudney Joe Hill Cliff Hanson
	WATL	1370	250	Atlanta Broadcasting Co. Henry Grady Bldg. Walnut 4977	MBS Southern Georgia	J. W. Woodruff Maurice C. Coleman Maurice C. Coleman	Ken Keese Harry Pomar J. M. Comer Jr.	Sears & Ayer
	WGST	890	5,000-LS 1,000-N	Georgia School of Technology Forsyth Bldg. Walnut 8441	CBS	Operated under lease (Sam Pickard) Clarence H. Calhoun	John Fulton Frank Gaither Ben Akerman	Katz

Spot Shot!

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WSUN
ST. PETERSBURG - TAMPA

620 KC
DAY
5000 W.
NIGHT
1000 W.

Honored by
VARIETY
with showmanship plaque
for 1939

FOR FURTHER DETAILS

In New York	call Plaza 8-2600
In Chicago	call Central 4547
In San Francisco	call Douglas 2536
In St. Petersburg	call 4747 or 4748



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Business Office
ST. PETERSBURG, FLORIDA
HAROLD H. MEYER, Gen. Mgr.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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GEORGIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ATLANTA (Continued)	WSB	740	50,000	Atlanta Journal Co. Biltmore Hotel Hemlock 1045	NBC-Red	James M. Cox Lambdin Kay John M. Outler Jr.	Roy A. McMillan John M. Outler Jr. C. F. Daugherty	Petry
AUGUSTA	WRDW	1500	250	Augusta Broadcasting Co. Tenth & Broad Sts. 2976	CBS	Arthur Lucas W. R. Ringson Thurston Bennett	James A. Davenport Thurston Bennett Harvey Aderhold	Burn-Smith
BRUNSWICK	WMOG (Construction permit)	1500	250-LS 100-N	Coastal Broadcasting Co. Brunswick	Alma W. King
COLUMBUS	WRBL	1200	250	Columbus Bestg. Co. Inc. 1420 Second Ave. 4300	CBS Georgia	J. W. Woodruff J. W. Woodruff Jr. J. W. Woodruff Jr.	Jack Gibney Johnnie Clark O. H. Heely	Sears & Ayer
CORDELE	WMJM (Construction permit)	1500	250-LS 100-N	Cordele Dispatch Pub. Co. Inc. Cordele	John W. Greer Jr.
GRIFFIN	WKEU	1500	100-D	Radio Station WKEU Griffin Hotel 90	{A. W. Marshall Jr. A. W. Marshall Sr.
MACON	WMAZ L-KOB	1180	5,000-LS 1,000-N	Southeastern Bestg. Co. Inc. 211 Cotton Ave. 3131	CBS	E. K. Cargill E. K. Cargill Frank Crowther	Mrs. Allie V. Williams Wilton E. Cobb George P. Rankin Jr.	Katz
MOULTRIE	WMGA	1370	250	F. R. Pidcock Sr. Moultrie 999	John Pidcock W. T. Hix W. T. Hix	Earl Caton Earl Caton James W. Stewart
ROME	WRGA	1500	250	Rome Broadcasting Corp. National City Bank 1995	John W. Quarles Happy Quarles Price Selye	Jimmie Kirby Finkle Talley R. L. Starr
SAVANNAH	WSAV	1310	100	WSAV Inc. Liberty National Bank Bldg.	Arthur Lucas Harben Daniel N. W. Brandon	N. W. Brandon Meredith E. Thompson
	WTOC	1260	5,000-LS 1,000-N	Savannah Bestg. Co. 516 Abercorn St. 2-0127	CBS	W. T. Knight Jr. Majorie B. Willis W. T. Knight Jr.	Fred P. Pfahler Jr. William B. Smart James R. Donovan	Katz
THOMASVILLE	WPAX	1210	250	H. Wimpy 117 Remington Ave. 909	H. Wimpy H. Wimpy Charles Lawton	Charles Lawton
WAYCROSS	WAYX	1200	250	Jack Williams 620 Plant Ave. 965	Jack Williams John J. Tobola Jack Harder	Ken White Jack Harder John J. Tobola

IDAHO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
BOISE	KIDO	1350	2,500-LS 1,000-N	Boise Broadcast Station Hotel Boise 660	NBC	{C. G. Phillips Frank L. Hill C. G. Phillips Richard G. McBroom	Billy Phillips Clete Lee H. W. Toedtemeier	Blair
IDAHO FALLS	KID	1320	5,000-LS 500-N	KID Broadcasting Co. Inc. KID Bldg. 4	Jack W. Duckworth Jack W. Duckworth Jack W. Duckworth	Raymond McKenzie Maxine A. Chaffin W. J. Provis	Sears & Ayer
LEWISTON	KRLC	1390	250	H. E. Studebaker Lewis-Clark Hotel 1950	H. E. Studebaker Donald A. Wike R. A. Klise	Cox & Tanz Sears & Ayer Biddick
NAMPA	KFXD	1200	250	Frank E. Hurt 1024 12th Ave., S. 1200	Frank E. Hurt Frank E. Hurt Doyle Cain	Maxine Hurt Edward Hurt
POCATELLO	KSEI	900	1,000-LS 250-N	Radio Service Corp. Pocatello 960	NBC	O. P. Soule Henry H. Fletcher Henry H. Fletcher	Ruth A. Fletcher Henry H. Fletcher James E. Mitchell	Ferguson & Walker
TWIN FALLS	KTFI	1240	1,000	Radio Broadcasting Corp. Radio Center 30	NBC	O. P. Soule John E. Gardner John E. Gardner	Florence M. Soule John E. Gardner Franklin V. Cox	Ferguson & Walker
WALLACE	KWAL	1420	250-LS 100-N	Chester Howarth & Clarence Berger Wallace	{Chester Howarth Clarence Berger Clarence Berger

ILLINOIS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
AURORA	WMRO	1250	250-D	Martin R. O'Brien 34 S. River St. 4215	Martin R. O'Brien Martin R. O'Brien Martin R. O'Brien	Russ Salter Vincent G. Cofey Leo Burch
BLOOMINGTON	WJBC ST-WSOY	1200	250	A. M. & D. C. McGregor Bloomington 535	A. M. McGregor A. M. McGregor Hugh L. Gately	Donald Glasgow Hugh L. Gately Marshall Seacrist	Cox & Tanz
CARTHAGE	WCAZ	1070	100-D	Superior Bestg. Service Inc. Carthage 520	Bob Compton John Palmer John Palmer	John Palmer John Palmer Byrl Shreve
CHAMPAIGN	WDWS	1370	250	Champaign News-Gazette Inc. 48 Main St. 6-1855	Helen M. Stevick Marajen Stevick Frank R. Mills	Ken Rice Jack Beynon G. M. Kimbrel	Sears & Ayer

**NEW OWNERSHIP
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**FOR 18 YEARS
THE VOICE OF THE SOUTH**

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Southern
Ohio*
IT'S
WHIO
DAYTON

*In
Florida*
IT'S
WIOD
MIAMI

The Atlanta Journal

50,000 WATTS — NBC — CLEAR CHANNEL

EDWARD PETRY & CO., INC.—National Representatives

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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ILLINOIS—(Continued)

City	Call Letters	Frequency In Kilocycles	Power In Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representative
CHICAGO	WAAF	920	1,000-D	Drovers Journal Publishing Co. Palmer House Randolph 1932	Ward A. Neff William E. Hutcbinson Arthur F. Harre	Richard N. Eibndblom Bradley R. Eldman Carl W. Ulrich	Hollingbery
	WBBM (Synchronizes at night with KFAB, Lincoln, Neb.)	770	50,000	Columbia Broadcasting System Inc. 410 N. Michigan Ave. Whitehall 6000	CBS	CBS—H. Leslie Atlass H. Leslie Atlass J. Kelly Smith	Robert N. Brown Wayde Grinstead Frank B. Falknor	Radio Sales
	WCBD L-WBT ST-WMBI	1080	5,000	WCBD Inc. 2400 W. Madison St. Seeley 8066	Gene T. Dyer Joe Rudolph M. E. Clemens	Peter Bradley Edward Jacker
	WCFL	970	5,000	WCFL Inc. 666 Lake Shore Dr. Superior 5300	CBS	Chicago Federation of Labor Maynard F. Marquardt Melvin B. Wolens	Miles Reed Melvin B. Wolens Maynard Marquardt	Katz
	WCRW	1210	100	Clinton R. White 2756 Pine Grove Ave. Diversy 4440	Clinton R. White J. A. White J. A. White	J. A. White J. A. White Clinton R. White
	WEDC	1210	250	Emil Denmark Inc. 3860 Ogden Ave. Crawford 4100	Emil Denmark Frank J. Kotnour Frank J. Kotnour	William P. Brady Fred C. Dierking Caleb C. Frisk
	WENR	870	50,000	National Broadcasting Co. Inc. 222 N. Bank Dr. Superior 8300	NBC-Blue	NBC—Sidney N. Strotz Sidney N. Strotz Oliver Morton	Jules Herbuveaux Emmons C. Carlson Howard C. Lutgens	NBC
	WGES	1360	1,000-LS (Sunday) 500	Oak Leaves Bestg. Station Inc. 2400 Madison St. Seeley 8066	Harry J. Guyon Gene T. Dyer Gene T. Dyer	Arnold B. Hartley A. C. Perkins E. W. Jacker
	WGN	720	50,000	WGN Inc. 441 N. Michigan Ave. Superior 0100	MBS	W. E. Macfarlane Quin A. Ryan Edward W. Wood	Quin A. Ryan Frank P. Schreiber C. J. Meyers	WGN Townsend
	WJJD	1130	20,000	WJJD Inc. 201 N. Wells St. State 5466	Ralph L. Atlass Ralph L. Atlass H. P. Sberman	J. L. Allabough Jr. Walter Myers	Raymer
	WLS	870	50,000	Agricultural Bestg. Co. 1230 W. Washington Blvd. Haymarket 7500	NBC-Blue	Burridge D. Butler Glenn Snyder William R. Cline	Harold Safford Don E. Kelley Thomas L. Rowe	Blair
	WMAQ	670	50,000	National Bestg. Co. Inc. 222 N. Bank Dr. Superior 8300	NBC-Red	NBC—Sidney N. Strotz Sidney N. Strotz Oliver Morton	Jules Herbuveaux Emmons C. Carlson Howard Lutgens	NBC
	*WMBI	1080	5,000	Moody Bible Institute 153 Institute Place Diversy 1570	Moody Bible Institute Henry C. Crowell	W. P. Loveless A. P. Frye
	WSBC	1210	250	WSBC Inc. 2400 Madison St. Canal 9241	Gene T. Dyer F. A. Stanford S. J. Shulman	John Steadman Norman Pierce Edward Jacker
	WIND (Gary, Ind.)	560	5,000-LS 1,000-N	Johnson-Kennedy Radio Corp. 201 N. Wells St., Chicago State 4176	Ralph L. Atlass E. S. Mittendorf J. T. Carey	Brooks Connally Ken Shirk	Ferguson & Walker
CICERO	WHFC	1420	250	WHFC, Inc. 6138 Cermak Rd. Lawndale 8228	Richard W. Hoffman Marie E. Clifford	Marie E. Clifford David Mearns
DANVILLE	WDAN	1500	250	Northwestern Publishing Co. Hotel Wolford Main 1700	Frank E. Gannett C. R. Richardson Ward White	Gleason Kistler Guy Kitchen Ted Magin	McKinney
DECATUR	WSOY	1310	250-LS 100-N	Commodore Broadcasting Inc. 353 N. Main St. 5371	Decatur Newspapers Inc. Merrill Lindsay Merrill Lindsay	Berne Enterline Milburn H. Stuckwisch
EAST ST. LOUIS	WTMV	1500	250	(See St. Louis, Mo.)
GALESBURG	WGIL	1500	250	Gales Bestg. Co. Hill Arcade Main 4626	Howard A. Miller Howard A. Miller Virgil Schmidt Glenn Callison	Sears & Ayer
HARRISBURG	WEBQ	1210	250	Harrisburg Broadcasting Co. 100 E. Poplar St. 28	Dr. J. V. Capel Ingils M. Taylor Ingils M. Taylor	Virginia Crane Lindle Moore Joseph R. Tate
HERRIN	WJPF (Construction permit)	1310	250-LS 100-N	Orville W. Lyerla Herrin	Orville W. Lyerla
JOLIET	WCLS	1310-SHN	100	WCLS Inc. Joliet Bldg. 5656	L. W. Wood L. W. Wood L. W. Wood	Robert M. Holt George Ives
PEORIA	WMBD	1440	5,000-LS 1,000-N	Peoria Broadcasting Co. Alliance Life Bldg. 7133	CBS	Edgar L. Bill Edgar L. Bill Charles C. Caley	Gene Trace Russell Ehresman T. A. Giles	Free & Peters
QUINCY	WTAD	900	1,000-D	Illinois Bestg. Corp. WCU Bldg. 364	W. Emery Lancaster C. Arthur Fifer Walter J. Rothschild	Donald F. Fiscber Francis Wentura	Ferguson & Walker
ROCKFORD	WROK	1410	1,000-LS 500-N	Rockford Broadcasters Inc. News Tower Main 5632	MBS	Mrs. Ruth Hanna Simms Walter M. Kessler James W. Rodgers Bill Traun	John J. Dixon Allen O. Brophy Thomas C. Cameron	Headley-Reed
ROCK ISLAND	WHBF	1240	1,000	Rock Island Bestg. Co. Safety Bldg. 918	MBS	John W. Potter Leslie C. Johnson Maurice Corken	Ivan Streed Maurice Corken Robert J. Sinnett	Ferguson & Walker



for the past year
and the years to come

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We don't need to tell you that these advertisers were satisfied. Otherwise they would not renew or return to WLS. After all, there's only one way to satisfy an advertiser: Get results. That's what WLS does.



THE PRAIRIE FARMER STATION
Burrige D. Butler, President (Chicago) Glenn Snyder, Manager

JOHN BLAIR & COMPANY, New York, Chicago, Detroit, St. Louis, Los Angeles, San Francisco

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.
 (Data corrected to January 15, 1940)

ILLINOIS—(Continued)

City	Call Letters	Frequency In Kilocycles	Power In Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
SPRINGFIELD.....	WCBS	1420	250	WCBS Inc. 523 E. Capitol Ave. 9855	Harold L. Dewing Harold L. Dewing Jack Heintz	L. G. Pefferle Carroll W. Neeld Richard L. Ashenfelter	Sears & Ayer
	WTAX	1210	100	WTAX Inc. Reisch Bldg. 2-4441	Jay A. Johnson Jay A. Johnson Jay A. Johnson	Bob Kay Russell Harms Edward Ring	Burn-Smith
TUSCOLA.....	WDZ	1020	1,000-D	WDZ Broadcasting Co. Star Bldg. 98	Edgar L. Bill Clair B. Hull Clair B. Hull	Don Ebersbach Tom McNutt Mark Spies	Wilson
URBANA.....	*WILL	580	5,000-D	University of Illinois 362 Administration (W) 7-2400	University of Illinois Joseph F. Wright	Frank E. Schooley A. James Ebel

INDIANA

City	Call Letters	Frequency In Kilocycles	Power In Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ANDERSON.....	WHBU	1210	250-LS 100-N	Anderson Broadcasting Corp. Citizens Bank Bldg. 234	L. M. Kennett R. M. Blossom L. M. Kennett L. Podhaski	L. M. Shroyer Wayne Reeves	Stewart
ELKHART.....	WTRC	1310	250	Truth Publishing Co. Inc. Hotel Elkhart 948	C. D. Greenleaf R. R. Baker R. R. Baker	Carl Shrook Kenneth Singleton
EVANSVILLE.....	WEOA	1370	250	Evansville on the Air Inc. 519 Vine St. 2-1171	CBS	Clarence Leich Martin L. Leich Martin L. Leich	Pat Roper Clarence Leich John B. Caraway Jr.	Weed
	WGBF	630 STN-KFRU	1,000-LS 500-N	Evansville on the Air Inc. 519 Vine St. 2-1171	NBC	Clarence Leich Clarence Leich Clarence Leich	Pat Roper Fay A. Gehres	Weed
FORT WAYNE.....	WGL	1370	250	Westinghouse Radio Stations Inc. 925 S. Harrison Anthony 2136	NBC	Westinghouse E. & M. Co. W. C. Swartley Ford Billings	W. Charles Roe Jack O'Mara Fred W. Fischer	Free & Peters
	WOWO	1160 STN-WWVA	10,000	Westinghouse Radio Stations Inc. 925 S. Harrison Anthony 2136	NBC-Blue	Westinghouse E. & M. Co. W. C. Swartley Ford Billings	Franklin Tooke Jack O'Mara Fred W. Fischer	Free & Peters
GARY.....	WIND	560	5,000-LS 1,000-N	(See Chicago, Ill.)
HAMMOND.....	WHIP	1480	5,000-D	Hammond-Calumet Bcstg. Corp. 5935 S. Hohman Ave. 10,000	Dr. George F. Courier Doris Keane O. E. Richardson	Elmer Herkner Sigmond Blomgren H. V. Fitzcharles
	WWAE	1200 STN-WFAM	100	Hammond-Calumet Bcstg. Corp. 5935 S. Hohman Ave. 10,000	Dr. George F. Courier Doris Keane O. E. Richardson	Elmer Herkner Sigmond Blomgren H. V. Fitzcharles
INDIANAPOLIS.....	WFBM	1230	5,000-LS 1,000-N	WFBM Inc. 48 Monument Circle Lincoln 8506	CBS	Jesse L. Kaufman Jesse L. Kaufman Earl G. Thomas	Frank Sharp M. R. Williams	Virgil Reiter
	WIBC	1050	1,000-D	Indiana Broadcasting Corp. 350 N. Meridian St. Lincoln 2305	H. G. Wall C. A. McLaughlin C. A. McLaughlin	Robert Longwell C. A. McLaughlin Harry Adams	Wilson
	WIRE	1400	5,000	Indianapolis Broadcasting Inc. 540 1/2 N. Meridian St. Riley 4471	NBC-Red MBS	Eugene C. Pulliam Lawrence O. Hammer Robert E. Bausman	J. P. Mason Lawrence O. Hammer Earl W. Lewis	Hollingbery
MUNCIE.....	WLBC	1310	250	Donald A. Burton Anthony Bldg. 4404	D. A. Burton D. A. Burton W. F. Craig	Carl Noble M. M. Crain	ForJoe Stewart
NEW ALBANY.....	WGRC	1370	250	(See Louisville, Ky.)
RICHMOND.....	WKBV	1500	100	Knox Radio Corp. Box 308 4134	William O. Knox William O. Knox William O. Knox
SOUTH BEND.....	WFAM	1200 STN-WWAE	100	South Bend Tribune Tribune Bldg. 3-6161	CBS	F. A. Miller F. D. Schurz R. H. Swintz	R. J. Drain R. H. Swintz H. G. Cole	Raymer
	WSBT	1360 ST-WGES	500	South Bend Tribune Tribune Bldg. 3-6161	CBS	F. A. Miller F. D. Schurz R. H. Swintz	R. J. Drain R. H. Swintz H. G. Cole	Raymer
TERRE HAUTE.....	WBOW	1200	250	Banks of Wabash Inc. 308 S. Sixth St. Crawford 3394	NBC	W. W. Behrman W. W. Behrman	Leo Baxter George Jackson Stokes Gresham	Weed
VINCENNES.....	WAOV (Construction permit; starts about April 1)	1420	100	Vincennes Newspapers Inc. 320 Buseron St. 79	Vincennes Newspapers Inc. Howard N. Greenlee	J. P. Mason
WEST LAFAYETTE..	*WBAA	890-SH	1,000-LS 500-N	Purdue University Electrical Engineering Bldg. 6076	Purdue University	Gilbert D. Williams Ralph R. Townsley



GEORGE WASHINGTON WAS FIRST TO RECOGNIZE ITS STRATEGIC IMPORTANCE

when he commissioned Anthony Wayne in April, 1792, to build a fort at the confluence of the three rivers in what is now the City of Fort Wayne. Nearly a century and a half ago he foresaw the national importance of this great region.



INDIANA'S "BRIGHT SPOT"

TODAY this natural trading area continues to focus on Fort Wayne just as Washington anticipated. It is in fact the WOWO Area—the "Bright Spot" of Hoosierdom. Your campaign is not complete without bonus coverage of rich counties in Ohio and Michigan, too. May we send you an interesting folder?

10,000 watts; 1160 Kc.
NBC Basic Blue Network

WOWO
FORT WAYNE, INDIANA



Free & Peters, Inc., National Representatives

INDIANA'S MOST POWERFUL RADIO STATION

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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IOWA

Cty	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee, Headquarters Address, Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promoti n Mgr. Chief Engineer	Representative
AMES.....	*WOI	640	5,000-D	Iowa State College Ares 2500	Iowa State College W. L. Griffith	A. G. Woolfries L. L. Lewis
BOONE.....	*KFGQ	1370-SH	100-D	Bnone Biblical College Boone 616-W	Boone Biblical College
CEDAR RAPIDS.....	WMT	600	5,000-LS 1,000-N	Iowa Broadcasting Co. Paramount Theatre Bldg. 6127	NBC-Blue MBS CBS (after Apr. 30) Cowlers	Gardner Cowlers Jr. Sumner D. Ouarton (William B. Ouarton, Cedar Rapids Don E. Inman, Waterloo	Douglas B. Grant (Leo F. Cole, Cedar Rapids Jack Comfort, Waterloo Charles F. Quentin	Katz
DAVENPORT.....	WOC	1370	250	Tri-City Broadcasting Co. 1002 Dea'v St. 2-3521	CBS Cornbelt	B. J. Palmer J. Beryl Lottridge B. F. Hovel	J. Neff Reagan J. Neff Wells H. W. Higby	Free & Peters
DECORAH.....	*FGCA (Silent since Oct. 24, 1938)	1270 ST-KWLC	100-D	Charles Walter Greenley 211 Winnebago St. 131	Charles W. Greenley
	*KWLC	1270 ST-KGCA	100-D	Luther College 600 Leif Eriksson Drive 690	Dr. O. J. H. Preus O. M. Eittrheim	F. C. Gamelin O. M. Eittrheim
DES MOINES.....	KRNT	1320	5,000-LS 1,000-N	Iowa Broadcasting Co. 715 Locust St. 3-2111	CBS Cowlers	Gardner Cowlers Jr. Luther L. Hill Craig Lawrence	Fdmund Linehan Wayne Welch Paul R. Huntsinger	Katz
	KSO	1430	5,000-LS 1,000-N	Iowa Broadcasting Co. 715 Locust St. 3-2111	NBC-Blue MBS Cowlers	Gardner Cowlers Jr. Luther L. Hill Craig Lawrence	Fdmund Linehan Wayne Welch Paul Huntsinger	Katz
	WHO	1000	50,000	Central Broadcasting Co. 914 Walnut St. 3-7147	NBC-Red Cornbelt	Col. R. J. Palmer J. O. Maland Hale Bondurant	Harold Fair Harold Fulton Paul E. Loyet	Free & Peters
DUBUQUE.....	KDTH (Construction permit)	1340	500-D	Dubuque Telegraph Herald Fifth Ave. & Bluff St.	F. W. Woodward
	WKBB	1500	250	Sanders Bros. Hotel Edison 572	CBS	Walter E. Klauer James D. Carpenter James D. Carpenter	Norman H. Brinsley L. Vaughn Gayman Leonard A. Carlson	International
FORT DODGE.....	KVFD	1370-SH	250-LS 100-N	Northwest Broadcasting Co. Warren Bldg. Walnut 3-241	Edward Breen Edward Breen Charles A. Kennedy	Mel Galliard John Hunter Duncan
IOWA CITY.....	*WSUI	880	1,000-LS 500-N CP-5,000-LS CP-1,000-N	State University of Iowa Iowa City 2111	State University of Iowa Carl H. Menzer	Pearl Bennett Broxam S. John Ebert
MARSHALLTOWN...	KFJB	1200	550	Marshall Electric Co. Marshalltown 3361	F. N. Peak
MASON CITY.....	KGLO	1210	20	Mason City Co. Hotel Hamilton 2-00	CBS Cornbelt	Lee P. Loomis E. C. Fichmeyer E. C. Fichmeyer	John J. Price George Milloy Leo W. Burn	Weed
SHENANDOAH.....	KFNF ST-KUSD	890	1,000-LS 500-N CP-1,000-LS CP-1,000-N	KFNF 405 Centre St. A	Cowlers	Henry Field William F. MacDonald	William E. MacDonald William F. MacDonald Franz Cherny	Reynolds- Fitzgerald
	KMA	980	2,000-LS 1,000-N	May See Lowell 199	NBC-Blue MBS Cornbelt	Carl E. May I. C. Rans I. C. Rans	Fred Greenlee Frank Jaffe Ray Schroeder	Wilson
SIoux CITY.....	K6CJ	1330	500-LS 1,000-N CP-1,000-N	Parkinson 117 Du 2-00	NBC-Blue	M. H. Sammons C. W. Corbhill C. W. Corbhill	Hollingbery
	KTRI	1420	0	Sioux City Pro Com 2-00	Dietrich Dirks Dietrich Dirks Ray Jensen	Gordon Horner Carleton Grey	Ferguson & Walker

KANSAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee, Headquarters Address, Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promoti n Mgr. Chief Engineer	Representative
ATCHISON.....	KVAK	1420	100	Carroll 22 Co 1-0	Carl Latenser W. H. Reitz W. H. Reitz	Lynne V. Butcher H. R. Searbrough W. H. Reitz
COFFEYVILLE.....	KGGF	1010 SH-WNAD	1,000	H Journal 1	3-	Hugh J. Powell Melvin Finkle Hugh J. Powell	Clair A. Foster Hugh J. Powell J. Fred Case
DODGE CITY.....	KGNO	1340	250 CP-1,000-LS	Dodge City Glo 130	C. B. Hoops S. C. Garsen The Garsen	J. A. Allen Vaughn A. Kimball Emil Doane	Hagg
EMPORIA.....	KTSW	1370	250	Emporia Pro 613 Merc 1-3	M	I. W. Trimble I. W. Trimble	Larry Simms K. W. Trimble Paul H. Daniels	Sears & Ayer
GARDEN CITY.....	KIUL	1210	100	Garden City Pro 404 N. 8th St 666	C	Frank D. Conard Clem Morgan Frank D. Conard	Clem Morgan Clem Morgan Ralph Childs	Cox & Tanz
GREAT BEND.....	KVGB	1370	250	Helen Townsley 2108 Forst A 100	Helen Townsley Helen Townsley Everette Smart	Dave Wilson Justin Bradshaw Leo Legleiter



the
Favorite

**ROCHESTER
STATION**

With Both LOCAL
and NATIONAL
Program Sponsors

WHEC

BASIC CBS • OFFICES & STUDIOS—ROCHESTER SAVINGS BANK BLDG. • ROCHESTER, N. Y.
Representatives—J. P. McKINNEY & SON—NEW YORK, CHICAGO, SAN FRANCISCO



WHKY'S increased power and lower frequency enables advertisers to reach *all* Western North Carolina, at one surprisingly low cost.

What's more, WHKY knows its audience. Programming is carefully keyed to local tastes and interests, to insure maximum listener response for your sales message—in both primary and secondary areas. Extensive newspaper advertising, in over 20 county papers, builds listener loyalty for WHKY and sales for our advertisers.

Write for complete information. When you get the facts, we believe you'll agree WHKY is the station you need to get low-cost, single-coverage of this rich Carolina market.

STATISTICS TAKEN FROM WHKY'S NEW MARKET DATA BROCHURE	
Population . . .	1,005,212
Radio listeners . . .	651,722
Buying income per family . . .	\$1,365
Spendable income	\$444,444,000.00

5000 WATTS DAY
1000 WATTS NIGHT
1290 KILOCYCLES—BLUE NETWORK

WHKY

HICKORY, NORTH CAROLINA

National Representative
HOWARD H. WILSON CO.
Chicago, New York, Kansas
City, San Francisco, Hollywood

THINGS ARE "SUB" IN NORMAL (Ky.)!

It's really no reflection on the few people who live in Normal, or Chicken Bristle, or Cub Run (Ky.) that their purchasing power isn't so *powerful*. It simply means that you're not missing so much, by reason of WAVE's inability to cover them (or the residents of *other* sparsely-settled sections of Kentucky). But the other side of this picture is that WAVE does a perfectly swell job of covering the Louisville Trading Area—the Area that buys more than twice as much as all the rest of the State, *combined*! And covers this Area at approximately *half* the cost of any other medium! . . . Shall we send you the whole story? You'll be intensely interested!

An N. B. C. Outlet . . . FREE & PETERS, INC., National Representatives

Station **WAVE** *Louisville*
1000 WATTS INCORPORATED 940 K. C.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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LOUISIANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representative
ALEXANDRIA	KALB	1210	250	Alexandria Broadcasting Co. 3rd & Jackson Sts. 65	Louisiana	W. H. Allen C. Edly Rogers C. Edly Rogers	Gordon Loudon Edgar Cappellini Truman L. Stanley
BATON ROUGE	WJBO	1120	500 CP-1,000	Baton Rouge Broadcasting Co. Magnolia & Fifth Sts. 3647	NBC-Blue Louisiana	Charles P. Manship Sr. H. Vernon Anderson J. Roy Dabadie	Ralph H. Sims William H. Bland Jr. Wilbur T. Golsen	Hollingbery
LAFAYETTE	KVOL	1310	250	Evangeline Broadcasting Co. 330 Jefferson St. 1280	Louisiana	Morgan Murphy George H. Thomas Robert A. Escudier	A. B. Craft Mrs. Lela A. Turner J. G. Cooper
LAKE CHARLES	KPLC	1500	250	Calcasieu Broadcasting Co. Majestic Hotel 82	Louisiana	T. B. Lanford C. R. Porter Frank Carroll	Walter Melson E. C. Moses
MONROE	KMLB	1200	250	Liner's Broadcasting Station Inc. Frances Hotel 4321	Louisiana	J. C. Liner Sr. J. C. Liner Jr. J. C. Liner Jr.	Don Breitenmoser J. C. Liner Jr. O. L. Morgan
NEW ORLEANS	WDSU	1250	1,000	WDSU Inc. Hotel Monteleone Raymond 7135	NBC-Blue Louisiana	J. H. Uhalt J. H. Uhalt P. K. Ewing	Billy Elliott P. K. Ewing Kenith Ervin	Blair
	WJBW	1200-SH	100	Charles C. Carlson 92 Fountain Bleu Drive Franklin 0644	Charles C. Carlson Charles C. Carlson Charles C. Carlson	Elsie Carlson Charles C. Carlson
	WNOE	1420	250	WNOE Inc. St. Charles Hotel Raymond 0423	James A. Noe Raymond F. Hufft Clarke Alexander	Hubert J. Grant Clarke Alexander C. E. Davidson
	WSMB	1320	5,000-LS 1,000-N CP-5,000-U	WSMB Inc. 901 Canal St. Magnolia 5921	NBC-Red	E. V. Richards Harold Wheelahan T. J. Fontelieu	Bill Brengel H. Wheelahan H. G. Nebe	Petry
WVL	860-SA	50,000	WVL Development Co. Inc. Roosevelt Hotel Raymond 2196	CBS	Andrew Fitzpatrick W. H. Summerville Albert J. Cummings	James V. Willson A. Louis Read J. D. Bloom Jr.	Katz	
SHREVEPORT	KRMD	1310	250	Radio Station KRMD Inc. New Jefferson Hotel 6171	Louisiana	R. M. Dean Glenn V. Wilson David R. Wilson	Elizabeth Alford W. J. Wilkinson Jr.
	KTBS	1450	1,000	Tri-State Broadcasting System Commercial Bldg. 2-8711	NBC-Red Tri-State	John D. Ewing John C. McCormack J. A. Oswald	B. G. Robertson B. G. Robertson C. H. Maddox	Branham
	KWKH	1100	50,000	Tri-State Broadcasting Corp., Inc. Commercial Bldg. 2-8711	CBS Tri-State	John D. Ewing John C. McCormack J. A. Oswald	Fred Ohl B. G. Robertson W. E. Antony	Branham

MAINE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representative
AUGUSTA	WRDO	1370	100	WRDO Inc. 175 Water St. 2285	NBC MBS Yankee	George F. Kelley Jr. Jack S. Atwood	Jack S. Atwood Walter W. Weightman Harold T. Dinsmore	Weed
BANGOR	WABI	1200	250	Community Broadcasting Service 57 State St. 6658	CBS	F. B. Simpson R. M. Wallace R. M. Wallace	Maurice Dolbier Nelson Lawson	Ferguson & Walker
	WLBZ	620	1,000-LS 500-N	Maine Broadcasting Co. Inc. 100 Main St. 6023	NBC MBS Yankee Colonial	Thompson L. Guernsey Thompson L. Guernsey Edward E. Guernsey	Norman Lambert Bernard Kellom	Weed
LEWISTON	WCOU	1210	250	Twin City Broadcasting Co. Inc. 223 Lisbon St. 3040	MBS Yankee Colonial	Faust Couture Guy P. Ladouceur Guy P. Ladouceur	Elden H. Shute Jr. Leslie R. Hall	Forjoe
PORTLAND	WCSH	940	2,500-LS 1,000-N	Congress Square Hotel Co. 579 Congress St. 3-9667	NBC Yankee	Adeline B. Rines George F. Kelley Jr. Linwood T. Pitman	Albert W. Smith Linwood T. Pitman George F. Crandon	Weed
	WGAN	640 L-KFI	500	Portland Bestg. System Inc. Columbia Hotel 2-7489	CBS	Guy P. Gannett Creighton E. Gatchell Creighton E. Gatchell	Richard E. Bates Roger W. Hodgkins	Raymer
PRESQUE ISLE	WAGM	1420-SH	100	Aroostook Broadcasting Corp. Northern National Bank Bldg. 8821	H. J. McGuire R. W. MacIntosh Lester E. Hughes	Ted Coffin A. C. Hughes	Cox & Tanz

MARYLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representative
BALTIMORE	WBAL	1060†	10,000	WBAL Broadcasting Co. Lexington Bldg. Plaza 4900	NBC-Blue MBS	Hearst Radio Inc. Harold C. Burke Harold C. Burke	Paul Girard G. W. Shults Gerald W. Cooke	International
	WCAO	600	1,000-LS 500-N	Monumental Radio Co. 811 W. Lanvale St. Madison 7222	CBS	Lewis M. Milbourne L. Waters Milbourne L. Waters Milbourne	Gordon Scheithing L. Waters Milbourne Martin L. Jones	Raymer

† WBAL holds special experimental authorization to operate simultaneously until 9 p.m. with KTHS, Hot Springs, on 1060 kc.; then it synchronizes with WJZ, New York, on 760 kc. with 2,500 watts.

WBAL

*means business
in Baltimore*

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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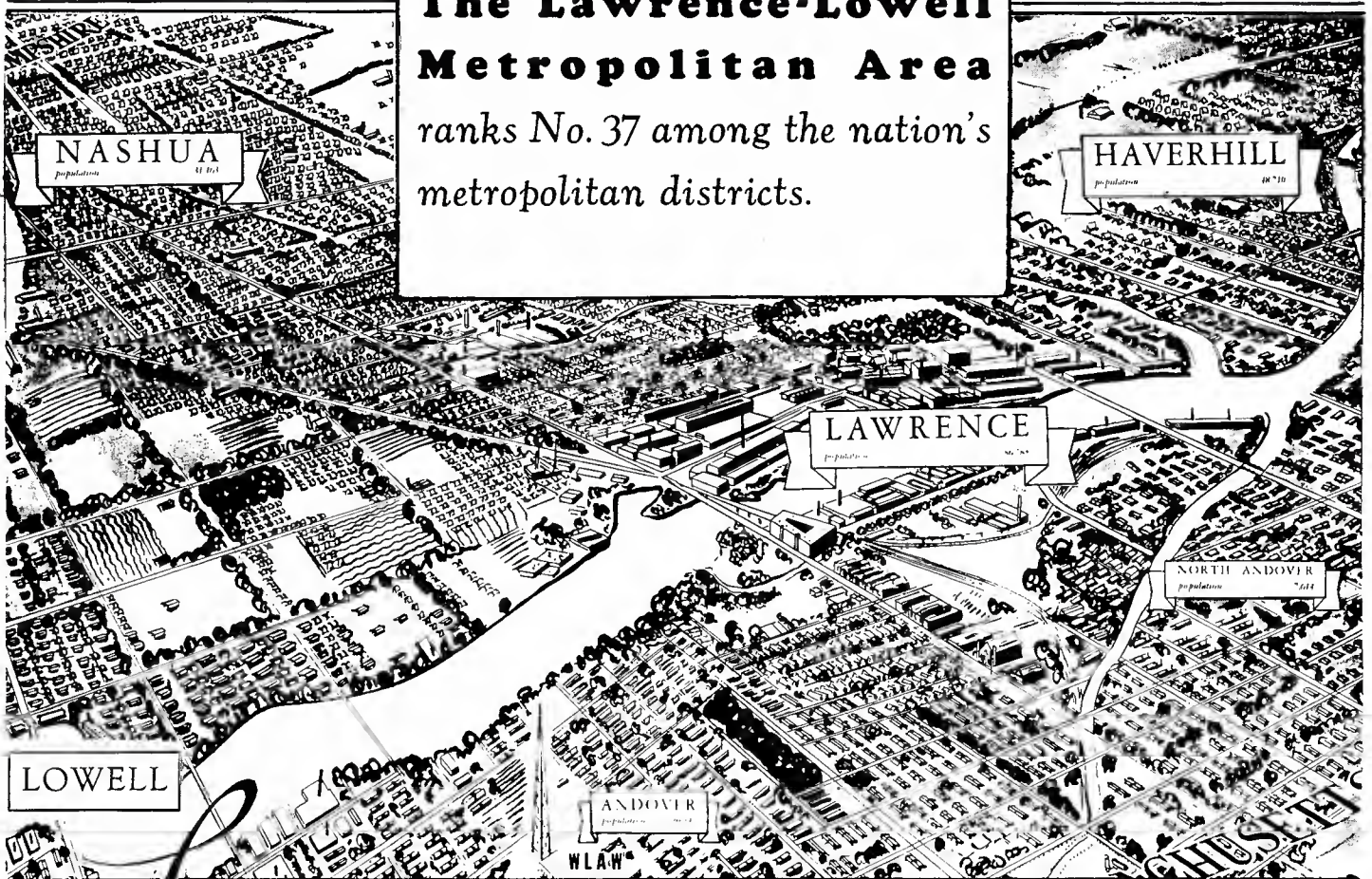
MARYLAND—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
BALTIMORE (Continued)	WCBM	1370	250	Baltimore Broadcasting Corp. North & Hanford Ave. Calvert 2840	Intercity	John Elmer George H. Roeder John Elmer	G. Porter Houston	
	WFBR	1270	5,000-LS 1,000-N	Baltimore Radio Show Inc. 10 E. North Ave. Vernon 6900	NBC-Red	Robert S. Mastin Hope H. Barroll Jr. Purnell Gould	Bert Hanauer Robert S. Mastin Jr. William Q. Ranft	Petry
CUMBERLAND	WTBO	800	250-D	Associated Broadcasting Corp. Commercial Bank Bldg. 299	Quaker	Frank V. Becker Frank V. Becker William Mullen	Stewart Phillips F. V. Becker George Lenhart	McGillvra
FREDERICK	WFMD	900	500-D	Monocacy Broadcasting Co. Winchester Hall 1466	Laurence Leonard A. V. Tidmore Arthur Symons	Robert L. Longstreet Arthur Symons John A. Fels	
HAGERSTOWN	WJEF	1210	250	Hagerstown Broadcasting Co. Franklin Court 2322	Arthur L. Blessing Grover C. Crilley Grover C. Crilley	William Paulsgrove Grover C. Crilley Harold G. Brewer	
SALISBURY	WSAL	1200	250-D	Frank M. Stearns 315 E. Main St. 1540	Frank M. Stearns Frank M. Stearns Frank M. Stearns	Deane S. Long Edward J. Hagert	

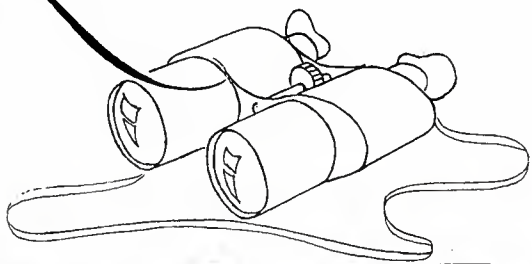
MASSACHUSETTS

BOSTON	WAAB	1410	1,000	Yankee Network Inc. 21 Brookline Ave. Commonwealth 0800	MBS Colonial	John Shepard 3rd Roy Harlow {Linus Travers William Warner	Linus Travers Gerald Harrison F. Carleton McVarish Frank P. Foster II Irving P. Robinson Paul deMars	Petry
	WBZ (Synchronizes with WBZA, Springfield)	990	50,000	Westinghouse Elec. & Mfg. Co. 275 Tremont St. Hancock 4261	NBC-Blue	Westinghouse—NBC John A. Holman Frank R. Bowes	John F. McNamara George A. Harder Dwight A. Myer	NBC
	WCOP	1120	500-D	Massachusetts Broadcasting Corp. Copley Plaza Hotel Commonwealth 1717	American	Harold A. Lafount Gerald H. Slattery Gerald H. Slattery	Katherine F. Batchelder Whitnam N. Hall	Headley-Reed
	WEEI	590	5,000	Columbia Broadcasting System 182 Tremont St. Hubbard 2323	CBS	CBS—Harold E. Fellows Harold E. Fellows Kingsley F. Horton	Lloyd G. del Castillo George R. Dunham Jr. Philip K. Baldwin	Radio Sales
	WHDH	830	1,000-D	Matheson Radio Co. Inc. Hotel Touraine Hancock 0900	John J. Matheson Ralph G. Matheson Ralph G. Matheson	Victor Kirby John J. Matheson Watson Kownaski	McGillvra
	WMEX CP-1470	1500	250 CP-5,000	Northern Corp. 70 Brookline Ave. Commonwealth 3900	Intercity	John E. Reilly Alfred J. Pote William S. Pote	John E. Reilly S. Alfred Wasser Alfred J. Pote	
	WNAC	1230	5,000-LS 1,000-N	Yankee Network Inc. 21 Brookline Ave. Commonwealth 0800	NBC-Red Yankee	John Shepard 3rd Roy Harlow Linus Travers	Gerald Harrison F. Carleton McVarish Frank P. Foster II Irving B. Robinson Paul deMars	Petry
	WORL	920	500-D	Broadcasting Service Organization 610 Beacon St. Commonwealth 5100	Harold A. Lafount George Lasker Ashley L. Robison	Robert Perry George Luckey	Forjoe Burn-Smith
FALL RIVER	WSAR	1450	1,000	Doughty & Welch Elec. Co. Inc. Academy of Music Bldg. 450	MBS Yankee Colonial	William T. Welch William T. Welch Leonard C. Cox	Josephine Y. Welch Francis J. McLaughlin John C. Pavao	Ferguson & Walker
GREENFIELD	WHAI	1210	250	John W. Haigis 354 Main St. 4301	MBS Yankee Colonial	John W. Haigis James L. Spates James L. Spates	Warren M. Greenwood Hal Goodwin James L. Spates	McGillvra
LAWRENCE	WLAW	680	1,000-D	Hildreth & Rogers Co. 278 Essex St. 4107	Alexander H. Rogers Irving E. Rogers David M. Kimel	H. Harrison Flint M. William Noble Herbert W. Brown	Ferguson & Walker
LOWELL	WLLH	1370	250	Merrimac Broadcasting Co. Inc. (Rex Center, Lowell (Cregg Bldg., Lawrence (Lowell, 8715 (Lawrence, 2-2148	MBS Yankee Colonial	A. S. Moffat Robert F. Donahue Haskell Bloomberg	Tom Clayton Robert Donahue Anthony Michaels	Petry
NEW BEDFORD	WNBH	1310	250	E. Anthony & Sons Inc. 251 Union St. 5533	MBS Yankee Colonial	Times-Mercury Irving Vermilya Paul Stiles	Paul Stiles Paul Stiles Clyde Pierce	
PITTSFIELD	WBRK	1310	250	Harold Thomas 8 Bank Row 2-1553	MBS Yankee Colonial	Harold Thomas Harold Thomas Bruff W. Olin	Walcott Wylie Bruff W. Olin Norman Blake	Ferguson & Walker
SALEM	WESX	1200	100	North Shore Broadcasting Co. 126 Washington St. 5678	Charles W. Phelan Van D. Sheldon Robert Taylor	Majorie W. Leadbetter Ray Willey Richard I. Hammond	
SPRINGFIELD	WBZA (Synchronizes with WBZ, Boston)	990	1,000	Westinghouse Elec. & Mfg. Co. 140 Chestnut St. 3-8336	NBC-Blue	Westinghouse—NBC John A. Holman Frank R. Bowes	John F. McNamara George F. Harder Harold Randal	NBC
	WMAS	1420	250	WMAS Inc. Hotel Charles 7-1414	CBS	Albert S. Moffat Albert W. Marlin Albert W. Marlin	F. Turner Cooke Earl G. Hewinson Sr.	Petry
	WSPR	1140 L-KVOO-WAPI	500	WSPR Inc. 63 Chestnut St. 6-2757	MBS Yankee Colonial	Quincy A. Brackett Quincy A. Brackett Milton W. Stoughton	Wayne Henry Latham Hillis W. Holt	Hollingbery

**The Lawrence-Lowell
Metropolitan Area**
ranks No. 37 among the nation's
metropolitan districts.



Let's Look a little Closer at Lawrence



Lawrence, with Lowell and Haverhill, forms one continuous city of 332,000 people, for which Lawrence is one principal shopping center. This population figure is derived from figures of the Bureau of the Census based on Metropolitan Areas defined by the same source.

Lawrence alone ranks as the leading city of the United States in the production of woolens and worsteds and the combined manufactures of the three cities provide payrolls of \$44,000,000 a year. Retail sales exceed \$86,000,000. All of this is within the 10 MV/M signal of WLAW, which provides the only primary service available to the combined cities.

WLAW delivers a large part of the Lawrence-Lowell-Haverhill audience at all times of the day. Newscasting has the aid of the full facilities of the *Lawrence Daily Eagle* and *Evening Tribune*, with the greatest circulation in Essex County. The combined station and newspaper resources provide a merchandising service that is not excelled.

RADIO STATION
WLAW
Studios & Offices: OSWALD Bldg.
Lawrence, Massachusetts

680 Kilocycles • 1,000 Watts

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.
 (Data corrected to January 15, 1940)

MASSACHUSETTS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
WORCESTER	WORC	1280	500	Alfred Frank Kleindienst 65 Elm St. 5-3101	CBS	Alfred Frank Kleindienst Mildred P. Stanton Lawrence J. Miron	William Brennan Edgar L. Marven	Weed
	WTAG	580	1,000 CP-5,000-LS	Worcester Telegram Publishing Co. 18 Franklin St. 5-4321	NBC-Red Yankee	George F. Booth E. E. Hill	William T. Cavanaugh Robert W. Booth Hohart H. Newell	Petry
YARMOUTH	WOCB (Construction permit)	1210	250	Cape Cod Broadcasting Co. Yarmouth 775	Harriett M. Alleman Helen W. MacLellan Harriett M. Alleman

MICHIGAN

BATTLE CREEK	WELL	1420	100	Enquirer-News Co. 1 W. Michigan Ave. 5655	Michigan (NBC-Blue)	A. L. Miller D. E. Jayne F. F. Owen	A. H. Haight R. B. Roof	Burn-Smith
BAY CITY	WBCM	1410	1,000-LS 500-N	Bay Broadcasting Co. Inc. 104 Center Ave. 4700	Michigan (NBC-Blue)	Harley D. Peet H. A. Giesel Milton Greenebaum	Jack Parker A. F. Huebner Ralph H. Carpenter	Hollingsery
CALUMET	WHDF	1370	250	Upper Michigan Bestg. Co. Hotel Scott, Hancock, Mich. Houghton 1	A. L. Burgan John W. Rice Merrill F. Trapp	Albert W. Payne Merrill F. Trapp George L. Burgan	Mitchell & Ruddell
DETROIT	WJBK	1500	250	James F. Hopkins, Inc. 6559 Hamilton Ave. Trinity 2-2000	James F. Hopkins James F. Hopkins Arthur C. Croghan	Sybil Kreighoff Paul Frincke
	WJR	760	50,000	WJR, The Goodwill Station Fisher Bldg. Madison 4440	CBS	G. A. Richards Leo Fitzpatrick Owen F. Uridge	Geraldine Elliott Andrew Friedenthal	Petry
	WMBC	1420	250	Michigan Broadcasting Co. Inc. 7310 Woodward Ave. Madison 9100	John Lord Booth Jonn Lord Booth	Hy Steed Edward Clark
	WWJ	920	5,000-LS 1,000-N	Evening News Association 624 W. Lafayette Randolph 2000	NBC-Red	W. E. Scripps William J. Scripps Harry Bannister	Mel Wissman Walter Hoffman	Hollingsbery
CKLW (Windsor, Ont.)	WXYZ	1240	5,000-LS 1,000-N	King-Trendle Broadcasting Corp. Stroh Bldg. Cherry 8321	NBC-Blue Michigan	George W. Trendle H. Allen Campbell Harry Sutton Jr.	James G. Riddell Charles C. Hicks Roy Gardner	Raymer
	CKLW	1030	5,000	Western Ontario Bestg. Co. Ltd. Union Guardian Bldg. Cadillac 7200	CBC	Malcom G. Campbell J. E. Campeau L. J. Du Manaut	John Gordon Gordon B. Castle William G. Carter	McGillvra
EAST LANSING	*WKAR	850	1,000-D CP-5,000-D	Michigan State College East Lansing 5-9113	Michigan State College Robert J. Coleman	Robert J. Coleman Norris Grover
FLINT	WFDF	1310	100	Flint Broadcasting Co. Union Industrial Bldg. 2-7158	Michigan (NBC-Blue)	Frank D. Fallain Howard M. Loeb F. S. Loeb	Adrian S. Cooper R. V. Osgood Frank D. Fallain	Burn-Smith
GRAND RAPIDS	WOOD- WASH	1270	500	King Trendle Broadcasting Corp. Grand Rapids National Bank Bldg. 9-4211	NBC Michigan	George W. Trendle Stanley W. Barnett Stanley W. Barnett	Sandy Meek David H. Harris Fred W. Russell	Raymer
IRONWOOD	WJMS	1420	250	Mich.-Wis. Bestg. Co. Inc. 124 E. McLeod Ave. 20	William L. Johnson N. C. Ruddell N. C. Ruddell	Harry Wills R. L. Johnson	Mitchell & Ruddell
JACKSON	WIBM	1370	250	WIBM Inc. Hotel Hayes 6121	Michigan (NBC-Blue)	Herman Radner Roy Radner Roy Radner	Wilbur C. Dunn Charles Wirtmann
KALAMAZOO	WKZO	590	1,000-D CP-1,000-U	WKZO Inc. 124 W. Michigan Ave. 3-1223	Michigan	John E. Fetzer John E. Fetzer	Merlin Stonehouse Ted Matthews Edwin Rector	Wilson
LANSING	WJIM	1210	250	WJIM Inc. City National Bldg. 2-1333	Michigan (NBC-Blue)	Harold F. Gross Harold F. Gross Harold F. Gross	Robert Innes Asa Adkins
LAPEER	*WMPC	1200-SH	250	First Methodist Protestant Church 803 Liberty St. 455J	First Methodist Church Frank S. Hemingway	Frank S. Hemingway Hollis F. Hayes
MARQUETTE	WDMJ	1810	250	Lake Superior Bestg. Co. 146 W. Washington 616	Frank J. Russell Jr. Gordon H. Brozek Gordon H. Brozek	William Croker Jr. Gordon H. Brozek
MUSKEGON	WKBZ	1500	250	Ashbacker Radio Corp. Michigan Theatre Bldg. 26-051	Grant F. Ashbacker Grant F. Ashbacker Grant F. Ashbacker	Rolland Van Wyck Loran A. Haney George Krivitzky	Burn-Smith
PONTIAC	WCAR	1100	1,000-D	Pontiac Broadcasting Co. Riker Bldg. 7141	Harold E. Howlett H. Y. Levinson W. K. Bailey	Stanley N. Schultz W. K. Bailey Wiley D. Wenger
PORT HURON	WHLS	1370	250	Port Huron Broadcasting Co. 932 Military St. 6191	Harmon L. Stevens Herman L. Stevens Angus D. Pfaff Angus D. Pfaff	Harmon L. Stevens Harmon L. Stevens Wayne McDonnell
ROYAL OAK	WEXL	1310	50	Royal Oak Broadcasting Co. 212 W. Sixth St. 0815	George B. Hartrick Ellis C. Thompson Ellis C. Thompson	Kirk Knight Joseph L. McFarland
SAGINAW	WHAL (Construction permit)	950	500-D	Harold F. Gross & E. C. Shields Saginaw	Harold F. Gross Edmund C. Shields
	WSAM (Construction permit)	1200-SH 100-N	250-LS 100-N	Saginaw Broadcasting Co. Saginaw	Milton L. Greenebaum
SAULT STE MARIE	WSEO (Construction permit)	1200	250-LS 100-N	Hiawathaland Bestg. Co. Sault Ste. Marie	Vernon W. Atkins

WXYZ • DETROIT

To Your Own Specifications

In Detroit, America's rich and most responsive big radio market . . . Basic Station NBC Blue . . . Originator and key station for award-winning programs of national circulation . . . Proved showmanship . . . Expert merchandising co-operation . . . Always a standout buy . . . Today, with upped daytime power and with new transmitter facilities adding greatly to 1000-watt night-time coverage, commandingly your first choice in Detroit.

KING-TRENDLE

BROADCASTING CORPORATION



NEW RCA TRANSMITTER—5000 WATTS Daytime, 1000 WATTS Nights

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MINNESOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ALBERT LEA.....	KATE	1420	250	Albert Lea Broadcasting Co. 330 S. Broadway 2338	E. L. Hayek E. L. Hayek Warner C. Tidemann	Sherman Booen Warner C. Tidemann George H. Church
DULUTH.....	KDAL	1500	250-LS 100-N	Red River Broadcasting Co. Bradley Bldg. Melrose 2230	CBS	Dalton Le Masurier Dalton Le Masurier A. H. Flaten	Gilbert Fawcett Sam L. Levitan Robert A. Dettman
	WEBC	1290	5,000-LS 1,000-N	Head of the Lakes Bestg. Co. WEBC Bldg. Melrose 1537	NBC MBS Arrowhead	Morgan Murphy Walter C. Bridges Thomas W. Gavin Charles Persons	Hollingbery
FERGUS FALLS.....	KGDE	1200	250-LS 100-N	Charles L. Jaren Fergus Falls 898	Charles L. Jaren Charles L. Jaren Charles L. Jaren	A. B. Woodard
HIBBING.....	WMFG	1210	250	Head of the Lakes Bestg. Co. Inc. Androy Hotel 1150	CBS Arrowhead	Morgan Murphy H. S. Hyett H. S. Hyett	H. S. Hyett C. B. Persons
MANKATO.....	KYSM	1500	250	F. B. Clements & Co. 101 N. Second St. 4673	Minnesota NBC	F. B. Clements Ray E. Schwartz Ray E. Schwartz	John Hanssen Harbert D. Kimberly	Wilson
MINNEAPOLIS- ST. PAUL.....	KSTP	1460	10,000-N 50,000-LS CP-50,000-U	National Battery Bestg. Co. St. Paul Hotel Cedar 5511	NBC-Red Minnesota	Stanley E. Hubbard Kenneth M. Hance Ray C. Jenkins	Corinne Jordan Fred Laws Hector R. Skifter {Leslie H. Carr	Petry
	WCCO	810	50,000	Columbia Broadcasting System 625 Second Ave. S. Main 1202	CBS	CBS—Earl H. Gammons Earl H. Gammons Carl J. Burkland	Hayle C. Cavanor Robert L. Hutton Jr. Hugh S. McCartney	Radio Sales
	WDGY L-KEX	1180	5,000-LS 1,000-N	George W. Young Hotel Nicollet Bridgeport 7777	MBS	George W. Young George W. Young	Rambeau
	*WLB ST-WCAL	760	5,000-D	University of Minnesota Minneapolis Main 8177	U. of Minnesota Burton Paulu	Charles T. Harrell Waldemar Klima
	WMIN	1370	250	WMIN Broadcasting Co. 1287 St. Anthony Ave. Nestor 6501	Edward Hoffman Edward Hoffman Edward Hoffman	Frank Devaney Frank Devaney Stanton H. Allison
	WTCN	1250	5,000-LS 1,000-N	Minnesota Broadcasting Corp. Wesley Temple Bldg. Main 6562	NBC-Blue	{Minneapolis Tribune {St. Paul Dispatch- {Pioneer Press Clarence T. Hagman Lee L. Whiting	Robert DeHaven John M. Sherman	Free & Peters
MOORHEAD.....	KVOX	1310	250	KVOX Broadcasting Co. Inc. Comstock Hotel Fargo, N.D. 3-1523	R. K. Herbst M. M. Margot R. Steiny Jr.	Arv Johnson R. Steiny Jr. Robert Schulz
NORTHFIELD.....	*WCAL ST-WLB	760	5,000	St. Olaf College Northfield 731-J	L. W. Boe M. C. Jensen	A. B. Sandquist M. C. Jensen
ROCHESTER.....	KROC	1310	250	Southern Minnesota Bestg. Co. 100 First Ave. 2727	Minnesota NBC	Gregory Gentling Gregory Gentling E. Anson Thomas	{Dwight Merriam {Gerald H. Wing {Maxine Jacobs {Fred C. Clarke	McGillvra
ST. CLOUD.....	KFAM	1420	250	Times Publishing Co. 712 1/2 St. Germain St. 3330	Minnesota NBC	Fred Schilplin George B. Bairey Edgar Parsons	George B. Bairey Edgar Parsons Robert Witschen
VIRGINIA.....	WHLB	1370	250	Head of the Lakes Bestg. Co. WHLB Bldg. 2000	CBS Arrowhead	Morgan Murphy Barney Irwin Barney Irwin	Wayne Byers William J. Lofback C. P. Persons
WINONA.....	KWNO	1200	250	Winona Radio Service 216 Center St. 3314	M. H. White L. L. McCurnin L. L. McCurnin	L. A. Gifford Bob Owens Maurice Reutter

MISSISSIPPI

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
GREENVILLE.....	WJPR	1310	250	John R. Pepper 107 S. Poplar St. 1770	John R. Pepper Paul Thompson Paul Thompson	Burt Ferguson Frank Baldwin Charlie Mathis Jr.
GREENWOOD.....	WGRM	1210	250	P. K. Ewing Greenwood 1717	P. K. Ewing W. E. Williams P. K. Ewing	Harry Ridgley C. A. Perkins
GULFPORT.....	WGCM	1210	250-LS 100-N	WGCM Inc. Hotel Markham 1111	P. K. Ewing F. C. Ewing F. C. Ewing	Charles Saunders F. C. Ewing George Wilson	Burn-Smith
HATTIESBURG.....	WFOR	1370	250-LS 100-N	Forrest Broadcasting Co. 302 Hemphill St. 1866	C. J. Wright C. J. Wright C. J. Wright	Les Carmichael C. H. Dyess
JACKSON.....	WJDX	1270	5,000-LS 1,000-N	Lamar Life Insurance Co. P. O. Box 2161 2-1183	NBC	Lamar Life Insurance Co. Wiley P. Harris C. A. Lacy Jr.	Maurice Thompson Frank Gentry Percy G. Root	Hollingbery
	WSLI	1420	250	Standard Life Bestg. Co. Robert E. Lee Hotel 3-2788	George W. Covington L. M. Sepaugh F. E. Wilkerson Jr.	Vassar Dubard T. H. Lathrop George McInnis

Special **BONUS** Coupon

With every purchase of WKY advertising this coupon entitles you to from

33% to 100% MORE LISTENERS

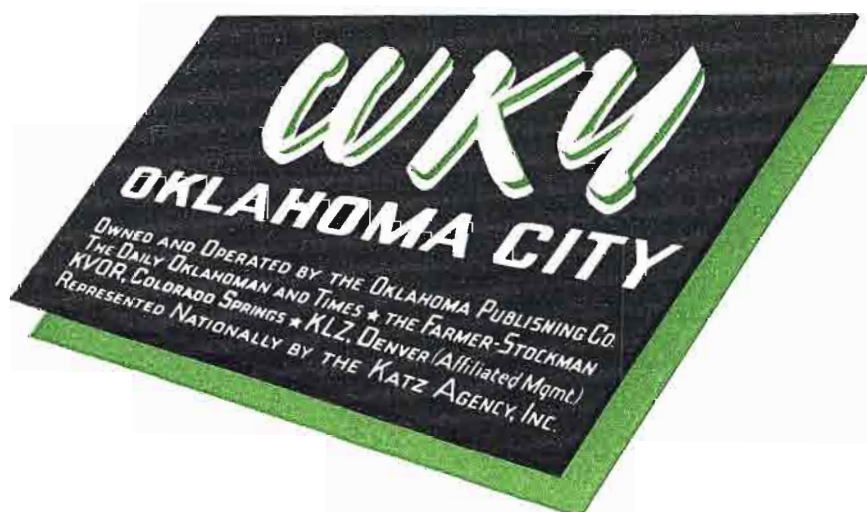
for your money—morning, afternoon or evening—than you can get from any other Oklahoma City station.

P. S.—You don't even need the coupon!

• The substantial extra measure of listeners which WKY gives advertisers is where the extra sales and extra profits come from that make WKY advertising extra low in cost.

On a numerical basis, WKY delivers more listeners morning, afternoon, and night in Oklahoma City than any other station . . . delivers more listeners, in fact, than all three other stations put together! And dollar for dollar, WKY delivers up to twice as many listeners as any of the other three stations.

A Hooper, a rate card, simple arithmetic, and plain logic are all you need to prove decisively that YOUR dollars are spent most effectively on WKY.



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OREGON—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
MEDFORD	KMED	1440	1,000	Mrs. W. J. Virgin Ross Lane 4000	NBC Blue	Mrs. W. J. Virgin Lee Bishop Lee Bishop	Art Adler D. H. Rees	Keating Thesaurus UP
PENDLETON	KWRC	1240	250	Western Radio Corp. Pendleton 1425	V. B. Kenworthy Henry M. Hogue Henry M. Hogue	Rondi O'Gara Henry M. Hogue Paul E. Walden	Keating Lang-Worth UP
PORTLAND	KALE	1330	5,000	KALE Inc. New Heathman Hotel Atwater 7209	MBS Don Lee Pacific	C. W. Myers C. W. Myers Ted Kooreman	H. M. Swartwood Jr. Harry H. Buckendahl L. S. Bookwalter	Free & Peters Associated UP, INS
	*KBPS	1450 ST-KXL	100	Benson Polytechnic School 546 N.E. 12th St. Lancaster 4195	Benson Polytechnic School R. T. Stephens, Agent	Mary Elizabeth Gilmore L. Ballinger
	KEX	1190	5,000	Oregonian Publishing Co. 537 S.W. Sixth Ave. Atwater 2121	Blue	Caroline P. Leadbetter Arden X. Pangborn Norman J. Sugg	Homer Welch Jack Eichenberger Harold C. Singleton	Raymer Thesaurus PA, UP, INS
	KGW	620	5,000	Oregonian Publishing Co. 537 S.W. Sixth Ave. Atwater 2121	NBC	Caroline P. Leadbetter Arden X. Pangborn Norman J. Sugg	Homer Welch Jack Eichenberger Harold C. Singleton	Petry Thesaurus Lang-Worth PA, UP, INS
	KOIN	970	5,000	KOIN Inc. New Heathman Hotel Atwater 3333	CBS	C. W. Myers C. W. Myers Harry H. Buckendahl	H. M. Swartwood Jr. Harry H. Buckendahl L. S. Bookwalter	Free & Peters Associated World UP, INS
	KWJJ	1080	1,000	KWJJ Broadcast Co. Inc. 622 S.W. Salmon St. Atwater 4393	Wilbur J. Jerman John Egan John Egan	Art M. Morey Art M. Morey Wilbur J. Jerman	Burn-Smith Standard UP
	KXL	750 L-WSB	10,000	KXL Broadcasters Orpheum Bldg. Broadway 6451	Mrs. Frances R. Symons H. W. Wilson H. S. Jacobson	Fred Eichhorn Lew Ballinger	McGillvra Standard Lang-Worth UP
ROSEBURG	KRRR	1490	250-LS 100-N	News-Review Co. Umpqua Hotel 4	MBS Don Lee Pacific	Harris Ellsworth Marshall H. Pengra Marshall H. Pengra	Gilbert Walters Faith Young Henry Chandler	Keating Standard PA
SALEM	KSLM	1390	1,000	Oregon Radio Inc. 633 N. Front St. 6131	H. B. Read H. B. Read Earle W. Headrick	Bill Talbot Bill Talbot Clyde Carlton	Keating Lang-Worth UP

PENNSYLVANIA

ALLENTOWN	WSAN-WCBA	1470	500 CP-5,000	Lehigh Valley Broadcasting Co. 39 N. Tenth St. 9511	NBC Quaker	J. C. Shumberger Sr. B. Bryan Musselman B. Bryan Musselman	George Y. Snyder World PA, UP
ALTOONA	WFBG	1340	250	Gable Broadcasting Co. 1320 11th Ave. 6467	NBC Quaker	George P. Gable Roy F. Thompson Roy F. Thompson	Dorothy M. Jones George R. Burgoon	Headley-Reed World Lang-Worth INS, TP
BUTLER	WISR	680	250-D	Butler Broadcasting Co. 357 N. Main St. 4701	David H. Rosenblum David H. Rosenblum Leon Bernard	Everett H. Neill Leon Bernard Paul Rex	Forjoe Holman World PA
DUBOIS	WCED	1230	250	Tri-County Broadcasting Co. 80 Park Place 1700	Harold T. Gray Jason S. Gray Les Ryder	Les Ryder Jason S. Gray Vernon Stahl	Spot Sales Lang-Worth Standard UP
EASTON	WEST	1400	250	Associated Broadcasters Inc. 516 Northampton St. 8001	MBS Mason-Dixon Quaker	Clair R. McCollough Elwood C. Anderson Elwood C. Anderson	Eugene Bethman Theodore Pierz J. E. Mathiot	Raymer Thesaurus UP
ERIE	WERC	1490	250	Presque Isle Broadcasting Co. 121 W. 10th St. 47-490	CBS	Jacob A. Young Charles E. Denny Ed Pearson	John J. Young Charles Jenks	Spot Sales Associated Lang-Worth UP
	WLEU	1450	250	WLEU Broadcasting Corp. Commerce Bldg. 23-327	Blue Quaker	Leo J. Omelian V. Hamilton Weir V. Hamilton Weir	Thomas Fleming Clarence Baker World TP
GREENSBURG	WHJB	620	250-D	Pittsburgh Radio Supply House Penn Albert Hotel 3740	H. J. Brennen George J. Podyeyn Robert M. Thompson	Howard L. Hoffman Walter W. McCoy	Spot Sales Lang-Worth UP
GROVE CITY	*WSAJ	1340-SH	100	Grove City College Crawford Hall 763	Grove City College H. W. Harmon	R. G. Walters Dale Smock
HARRISBURG	WHP	1460	5,000-LS 1,000-N	WHP Inc. 216 Locust St. 4-3211	CBS	Brig. Gen. E. J. Stackpole Jr. A. K. Redmond A. K. Redmond	Dick Redmond R. S. Duncan	Blair Standard UP
	WKBO	1230	250	Keystone Broadcasting Corp. 31 N. Second St. 4-0191	NBC MBS Mason-Dixon Quaker	Clair R. McCollough C. G. Moss C. G. Moss	Lewis Munnell George O. Smith J. E. Mathiot	Raymer World UP
HAZLETON	WAZL	1450	250	Hazleton Broadcasting Service Inc. Hazleton National Bank Bldg. 1488	MBS Mason-Dixon Quaker	Clair R. McCollough Victor C. Diehm Victor C. Diehm	Thomas Tito William Beck J. E. Mathiot	Raymer Thesaurus UP
JOHNSTOWN	WJAC	1400	250	WJAC Inc. Tribune Annex 24-361	NBC Quaker	J. C. Tully J. C. Tully J. C. Tully	J. P. Foster Nevin L. Straub	Headley-Reed Thesaurus Lang-Worth UP
LANCASTER	WGAL	1490	250	WGAL Inc. 8 W. King St. 5252	NBC MBS Mason-Dixon Quaker	Clair R. McCollough Walter O. Miller Walter O. Miller	Ernest Stanzola Fullerton T. McGough J. E. Mathiot	Raymer Thesaurus UP

KSD

ON THE NBC RED NETWORK

first **in St. Louis** 
in **FIRST RANK STAR PROGRAMS**
in **NATIONAL POPULARITY POLLS**

**4 of the
FIRST 5**

most popular radio entertainers were heard on KSD, in the Motion Picture Daily Poll of 600 radio editors and commentators announced in 1939



**8 of the
FIRST 12**

best programs were heard on KSD in the New York World-Telegram poll of Radio Editors of the United States and Canada, announced in 1939.

**5 of the
FIRST 6**

leaders were heard on KSD in the Radio Guide popularity poll to select Radio Stars on the air in 1939.

KSD has a Greater Daytime Population Coverage Area than any other St. Louis Broadcasting Station

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK

CHICAGO

DETROIT

ATLANTA

SAN FRANCISCO

LOS ANGELES

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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MONTANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
BILLINGS	KCHL	780	5,000-LS 1,000-N	Northwestern Auto Supply Co. Fifth & N. Broadway 2222	NBC	C. O. Campbell Ed Yocum Ed Yocum	M. V. Braunberger D. H. Morris J. A. Kiechli	Katz
BOZEMAN	KRBM	1420	250	KRBM Broadcasters Bozeman 1420	Z-Bar	{ R. E. McNab Jr. E. E. Craney Pat Goodover J. MacLeod	Pat Goodover J. McGraw	Ferguson & Walker
BUTTE	KCIR	1340	5,000	KGIR Inc. Butte 22-3-44	NBC Z-Bar	E. B. Craney E. B. Craney M. E. Dunn	Sid Lines Sid Lines Jack Nicholas	Ferguson & Walker
GREAT FALLS	KFBB	1280	5,000-LS 1,000-N	Buttrey Broadcast Inc. First National Bank Bldg. 4377	CBS	F. A. Buttrey Jessie Jacobsen Joe Wilkins	John Alexander Josie Weir Willy Myhre	Weed Biddick
HELENA	KPFA	1210	250	Peoples Forum of the Air Helena 857	NBC Z-Bar	Barclay Craighead K. O. MacPherson K. O. MacPherson	Ernest Neath	Ferguson & Walker
KALISPELL	KGEZ	1310	100	Donald C. Treloar 203 First Ave., E. 332	Donald C. Treloar Donald C. Treloar Donald C. Treloar	Oliver J. Hockley W. B. LaBonte Donald P. Gorman
MISSOULA	KGVO	1260	5,000-LS 1,000-N	Mosby's Inc. 132 W. Front St. 2155	CBS	A. J. Mosby A. J. Mosby Jack Burnett	James Alden Barber Thomas E. Atherstone	McGillvra Burn-Smith
WOLF POINT	KCCX	1450	1,000	E. E. Krebsbach Wolf Point 102	E. E. Krebsbach E. E. Krebsbach Milton J. Severson	Adolph Jystead E. A. Richmond Harold Klimpel

NEBRASKA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
FREMONT	KORN	1370	250-LS 100-N	Nebraska Broadcasting Corp. Pathfinder Hotel	Clark Standiford Clark Standiford Randy Ryan	Larry Coke E. A. Blackburn
GRAND ISLAND	KMMJ	740 L-WSB	1,000	KMMJ Inc. 315 1/2 Locust St. 703	{ Don Searle Herb Hollister Ted Matthews M. A. Price	Wilson
HASTINGS	KHAS	1200 (Construction permit)	250	Nebraska Broadcasting Co. Hastings	F. A. Seaton Lloyd C. Thomas
KEARNEY	KCFW	1310	250	Central Nebraska Bcastg. Corp. Federal Annex 31551	Lloyd C. Thomas Lloyd C. Thomas Warren J. Binkley	Fred Christenson Kemper Wilkins Walter Ely	Biddick Cox & Tanz
LINCOLN	KFAB	770 (Synchronizes at night with WBBM, Chicago)	10,000	KFAB Broadcasting Co. Hotel Lincoln 2-3214	CBS	Frank Throop W. Judson Woods Don Searle Frank Pellegrin	Lowell A. Miller R. Bruce Wallace Mark W. Bullock	Katz
	KFOR	1210	250-LS 100-N	Cornhelt Broadcasting Corp. Hotel Lincoln 2-3214	MBS	Frank Throop Don Searle W. Judson Woods Frank Pellegrin	R. Bruce Wallace Mark W. Bullock	Katz
NORFOLK	WJAG	1060 L-WBAL-WTIC	1,000	Norfolk Daily News Norfolk 432	Cene Huse Art Thomas Art Thomas	Russell Jensen Harold Kline Frank Weidenbach	Ferguson & Walker
NORTH PLATTE	KCNF	1430	1,000-D	Great Plains Broadcasting Co. 1521 W. 12th St. 132	W. I. LeBarron W. I. LeBarron Joe di Natale	Dorothy Roberts J. B. Eaves
OMAHA	KOIL	1260	5,000-LS 1,000-N	Central States Broadcasting Co. Omaha Jackson 7626	CBS MBS	Frank Throop Don Searle Frank E. Pellegrin	Harold Hughes R. Bruce Wallace Mark Bullock	Katz
	KOWH	660	500-D	World Publishing Co. World-Herald Bldg. Atlantic 2223	NBC-Blue	Henry Doorly Vernon H. Smith Clement W. Young Paul Fry Frank Shopen	Hollingbery
	WOW	590	5,000	Woodmen of the World Ins. Soc. Insurance Bldg. Webster 3400	NBC-Red Cornbelt	{ DeEmmet Bradshaw William Ruess John J. Cillin Jr. John J. Cillin Jr.	Harry Burke Howard O. Peterson Bill Wiseman William J. Koters	Blair
SCOTTSBLUFF	KCKY	1500	250	Hilliard Co. 1517 1/2 Broadway 856	L. L. Hilliard L. L. Hilliard R. M. Stewart	Bill Walter Harian Morrison

NEVADA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
RENO	KOH	1380 CP-630	500 CP-1,000	Bee Inc. 440 N. Virginia St. 5106	NBC	Guy C. Hamilton Wallie D. Warren Wallie D. Warren	Merle Snider Jerry Cobb Hewitt Kees	Raymer

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 15, 1940)

NEW HAMPSHIRE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdag. or Promotion Mgr. Chief Engineer	Representative
KEENE	WKNE (Being moved from Springfield, Vt.)	1260	1,000	Twin State Broadcasting Corp. Dunbar St.	CBS	Harry C. Wilder Herman Steinbruch Herman Steinbruch	Nick Carter E. S. Robinson Willis F. Moore	Raymer
LACONIA	WLNH	1310	250	Northern Broadcasting Co. 653 Main St. 501	MBS Yankee Colonial	Malcolm & Charles Jenney Earle G. Clement Albert Tyler	Sherman Greenlaw Earle G. Clement William MacDonald	
MANCHESTER	WFEA	1340	1,000-LS 500-N	New Hampshire Bestg. Co. Carpenter Hotel 7970	NBC Yankee Colonial	Mrs. Henry P. Rines Charles G. H. Evans Leslie F. Smith	David Shurtleff Vincent H. Chandler	Weed
PORTSMOUTH	WHEB	740	250-D	Granite State Bestg. Corp. 39 Congress St. 2670	H. J. Wilson H. C. Wilson H. C. Wilson	Hal Miller Herbert D. Miller D. R. Stevens	

NEW JERSEY

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdag. or Promotion Mgr. Chief Engineer	Representative
ASBURY PARK	WCAP	1280 ST-WCAP-WTNJ	500	Radio Industries Broadcast Co. Convention Hall 1911	George S. Ferguson V. N. Scholes John C. Bird	Ernest G. Ruckie	
ATLANTIC CITY	WBAB	1200	250-LS 100-N	Press-Union Publishing Co. 1900 Atlantic Ave.	Albert J. Feyl Norman Reed	Earl Godfrey	Headley-Reed
BRIDGETON	WSNJ	1210	250	Eastern States Bestg. Corp. P.O. Box 166 1600	Howard S. Frazier Howard S. Frazier Jack Plumley	Paul Alger Paul Alger Russell Ely	Cox & Tanz
CAMDEN	WCAM	1280 ST-WCAP-WTNJ	500	City of Camden City Hall 9000	City of Camden Frederick S. Caperoon Charles Stahl	Robert Horn Charles Stahl Marvin Seimes	
JERSEY CITY	WAAT	940	500-D	Bremer Broadcasting Corp. 50 Journal Square Journal Square 2-0716	Paul H. LaStayo Paul H. LaStayo A. B. Schillin	Walter Patrick Kelly Anthony Castellani	Burn-Smith
	WHOM	1450	250	New Jersey Bestg. Corp. 29 W. 57th St., N.Y.C. Plaza 3-4204	Paul F. Harron Joseph Lang Joseph Lang	West W. Willcox Fred Coll Allison Burnham	
NEWARK	WHBI	1250 ST-WNEW	2,500-LS 1,000-N	May Radio Broadcast Corp. 100 Shipman St. Mitchell 2-7354	James L. Shearar		
	WOR	710	50,000	(See New York City)			
RED BANK	WBRB	1210 ST-WFAS-WGBB	100	Monmouth Broadcasting Co. 63 Broad St. 980	Thomas F. Burley Jr. Lilian Mayhew V. N. Scholes	Robert Johnson	
TRENTON	WTNJ	1280 ST-WCAP-WCAP	500	WOAX Inc. 416 Bellevue Ave. 8149	F. J. Wolff F. J. Wolff	E. W. Tucker Jr. H. O. Stevens Edward P. Knowles	
ZAREPHATH	*WAWZ	1350 ST-WBNX	1,000	Pillar of Fire Zarephath Boundbrook 223	Alma White Ray B. White Arthur K. White	Ray B. White Nathaniel Wilson	

NEW MEXICO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdag. or Promotion Mgr. Chief Engineer	Representative
ALBUQUERQUE	KGGM	1230	1,000	New Mexico Broadcasting Co. Kimo Theatre Bldg. 929	CBS	A. R. Hebenstreit Elmer Fondren	Elmer Fondren Med Marshall Leonard Dodds	Wilson
	KOB	1180	10,000	Albuquerque Bestg. Co. 420 W. Gold Ave. 1180	NBC	T. M. Pepperday Frank Quinn Frank Quinn	Dorothy McCain George S. Johnson	Katz
CARLSBAD	KLAH	1210	250	Carlsbad Broadcasting Co. Crawford Hotel 244	Barney Hubb Jack W. Hawkins Jack W. Hawkins Lucille Neilson	Louis Pitchford Harry Boehnemann	
CLOVIS	KICA	1370 SHN-KGFL	100	Western Broadcasters Inc. 414 Pile St. 3	Charles C. Alsop Charles C. Alsop Charles C. Alsop	Karl Wm. Schroeder Charles C. Alsop Olin Johnson	Forjoe
GALLUP	KAWM	1500	250-LS 100-N	A. W. Mills 1100 E. Aztec Ave. 19	A. W. Mills A. W. Mills A. W. Mills	Frances Dolan Wayne Fernyhough	Cox & Tanz
HOBBS	KWEW	1500	100-D	W. E. Whitmore P. O. Box QQ 495	W. E. Whitmore Orland A. Foster Orland A. Foster	Phil Reed Floyd Emanuel	
ROSWELL	KGFL	1370 SH-KICA	100	KGFL Inc. 502 W. Second St. 288	W. E. Whitmore W. E. Whitmore Charles Teas	Ed Safford Jr. James Simpson	
SANTA FE	KVSF	1310	100	New Mexico Broadcasting Co. 769 Cerrillos Rd. 2020	CBS	A. R. Hebenstreit Ivan R. Head Ivan R. Head	Ernest N. Thwaites Ivan R. Head Jack Alkire	McGillivra


DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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NEW YORK

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ALBANY	WABY	1370	250	Adirondack Broadcasting Co. Inc. Radio Centre 4-4193	NBC-Blue MBS New York	Harold E. Smith Harold E. Smith Deuel Richardson	Johnny Lee James H. Corey	McKinney
	WOKO	1430	1,000-LS 500-N	WOKO Inc. Radio Centre 4-4193	CBS	Raymond M. Curtis Harold E. Smith Deuel Richardson	Johnny Lee O. A. Sardi	McKinney
AUBURN	WMBO	1310	250	WMBO, Inc. Metcalf Bldg. 433	New York	William O. Dapping Frederick L. Keesee Frederick L. Keesee	Dorothy Bolin Herbert House	
BINGHAMTON	WNEF	1500	250	Howitt-Wood Radio Co. Inc. Arlington Hotel 2-3461	CBS MBS	John C. Clark Ceel D. Mastin Harry Trenner	Elizabeth Lamb Leonard P. Whitelaw Lester H. Gilbert	Blair
BROOKLYN	WARD	1400-ST ¹	500	United States Bestg. Corp. 427 Fulton St. Triangle 5-3300	Aaron Kronenberg Aaron Kronenberg Oscar Kronenberg	Franklin H. Small Dick Weaver Abe Haas	
	WBBC	1400-ST ¹	500	Brooklyn Broadcasting Corp. 554 Atlantic Ave. Triangle 5-6690	Peter Testan Peter Testan Arnold J. Jaffe	Bert Child Peter Testan	
	*WBBR	1300-ST ²	1,000	Watchtower Bible & Tract Soc. 124 Columbia Heights Main 4-9735	
	WCNW	1500-ST ¹	250-LS 100-N	Arthur Faske 846 Flatbush Ave. Ingersol 2-1500	Arthur Faske A. R. Steinberg L. W. Berne	Roger Wayne L. W. Berne Arthur Faske	Stewart
BUFFALO	WLTH	1400-ST ¹	500	Voice of Brooklyn Inc. 105 Second Ave., N.Y.C. Orchard 4-I203	Samuel J. Gellard Samuel J. Gellard Samuel J. Gellard	Norman H. Warembud Nathan Horowitz John M. Temple	
	WVFW	1400-ST ¹	500	Paramount Broadcasting Corp. I Nevins St. Triangle 5-0813	Harold Burke Salvatore D'Angelo Salvatore D'Angelo	Lillian Delson Salvatore D'Angelo Hermann Florez	
	WBEN	900	5,000-LS 1,000-N	WBEN Inc. Hotel Statler Cleveland 6400	NBC-Red	A. H. Kirchofer Edgar H. Twamley Clifford M. Taylor	Edgar H. Twamley Ralph J. Kingsley	Petry
	WBNY	1370-SH	250	Roy L. Albertson 485 Main St. Cleveland 3365	Roy L. Albertson Roy L. Albertson Roy L. Albertson	Robert A. Sherry Thomas L. Vines	
	WEBR	1310	250	WEBR Inc. 23 North St. Lincoln 7133	NBC-Blue	A. H. Kirchofer C. Robert Thompson William Doerr Jr.	Kay Burkhardt Albert Zink Ralph Kingsley	Weed
CANTON	WGR	550	5,000-LS 1,000-N	Buffalo Broadcasting Corp. Rand Bldg. Washington 3100	CBS MBS New York	H. W. Deyo I. R. Lounsberry John A. Bacon	H. C. Rice A. F. Busch K. B. Hoffman	Free & Peters
	WKBW	1480	5,000	Buffalo Broadcasting Corp. Rand Bldg. Washington 3100	CBS MBS New York	H. W. Deyo I. R. Lounsberry John A. Bacon	H. C. Rice A. F. Busch K. B. Hoffman	Free & Peters
	*WSVS	1370-SH	50	Seneca Vocational High School 666 E. Delavan Ave. Fillmore 7192	Elmer S. Pierce, Principal	
	*WCAD	1220-SH	500-D	St. Lawrence University St. Lawrence University 276	St. Lawrence University Harold K. Bergman	Richard C. Ellsworth Dr. Ward C. Priest	
ELMIRA	WENY	1200	250	Elmira Star Gazette Inc. Mark Twain Hotel 5181	MBS	Elmira Star-Gazette Inc. Dale L. Taylor Joseph M. Cleary	George R. Clapp Perry Esten	McKinney
	WESG	850 L-WWL	1,000-D	Cornell University Mark Twain Hotel 5181	CBS	Elmira Star-Gazette Inc. Lessee Dale L. Taylor Ernest F. Oliver	Hal Wagner Glenn Williams Perry Esten	McKinney
FREEPORT	WGBB	1210-ST ⁴	100	Harry H. Carman 44 S. Grove St. 2418	Harry H. Carman Harry H. Carman Harry H. Carman	A. Cheesman Neal Seaman A. E. Granbacka	
JAMESTOWN	WJTN	1210	250	James Broadcasting Co. Inc. Hotel Jamestown 7-151	NBC-Blue New York	Harry C. Wilder Charles E. Denny Si Goldman	George Callison Si Goldman Harold Kratzert	Raymer
KINGSTON	WKNY	1500	100-D	Kingston Broadcasting Co. Governor Clinton Hotel 4500	John R. McKenna John R. McKenna Leon Bernard	Ezra McIntosh Leon Bernard John R. McKenna	
NEWBURGH	WGNV	1220	250-D	Courier Publishing Corp. 161 Broadway 4600	Merritt C. Spidel E. A. Chappell W. E. Dunkelbarger	Janet Lumb W. E. Dunkelbarger Patrick Simpson	
NEW YORK	WABC	860	50,000	Columbia Broadcasting System Inc. 485 Madison Ave. Wickersham 2-2000	CBS	CBS—William S. Paley M. R. Runyon Arthur Hull Hayes	George Allen Victor Ratner Henry Grossman	Radio Sales
	WBNX	1350 ST-WAWZ	1,000 CP-5,000-LS	WBNX Broadcasting Co., Inc. 260 E. 161st St. Melrose 5-0333	A. L. Haskell W. C. Alcorn William I. Moore	Edward Ervin Frank Johnson H. L. Wilson	
	WEAF	660	50,000	National Broadcasting Co. Inc. 30 Rockefeller Plaza Circle 7-8300	NBC-Red	NBC—Lenox R. Lohr Maurice M. Boyd	Phillips Carlin Bertram J. Hauser George O. Milne	NBC
	WEVD	1300-ST ²	1,000	Debs Memorial Radio Fund Inc. 117 W. 46th St. Bryant 9-2360	Adolph Held Henry Greenfield Henry Greenfield	George Field Henry Greenfield Charles Brown	

BEYOND THE HORIZON!



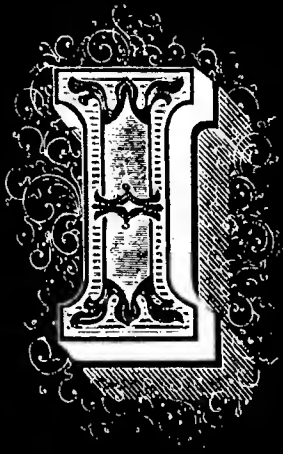
Highest point above the Buffalo landscape, the powerful beacon above the WGR-WKBW studios is seen by but a mere fraction of the people who buy the products advertised by WGR-WKBW sponsors. Surveys show and sales prove that these stations penetrate the horizons of space and habit which bound other advertising media. They cover the true Buffalo buying area which extends far beyond the city limits. They carry your sales message across the usual advertising horizon to rich new fields for sales. Get the WGR-WKBW story before you ignore that vast Western New York market that lies beyond the horizon of ordinary media.

WGR

BUFFALO BROADCASTING CORP.

WKBW

NATIONAL REPRESENTATIVES - FREE & PETERS INCORPORATED



Advertisement

—more or less direct!

Come butcher, come baker, come grocer all,
There's jack to be had and loud is the call,
Our listeners are restless and eager to show
They always say "Yes" and never say "No"
Come *on*, butcher!

Come canner, come carter, come even *tailor*,
Old Profit's loose and we're out to nail 'er;
Come builder, come planter, come maker of soap
For our listeners are eager and never say "Nope."
Come *on*, carter!

Come butcher, come grocer, come baker with bread,
We're set for a job that'll turn your head;
And this is a hint to Blank & Co.
To give this great station first crack at its show.
Come *on*, Blank!

Come banker, buyer, come doubters and all!
To the top of the list, to the top of the wall!
This verse may be crude, but smooth is our air
From Hartford, Conn. to Delaware.

Come *on*, doubter!

Ho ho! for the buyer who buys us on sight,
Hey, hey! for the client who proves that he's right,
For Profit's the test of every new show
And the luster of ducats all set in a row.

Come *on*, buyer!



DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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NEW YORK—(Continued)

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NEW YORK (Continued)	WHN	1010	5,000-LS 1,000-N	Marcus Loew Booking Agency 1540 Broadway Bryant 9-7800	Herbert L. Pettey Frank Roehrenbeck Bertram H. Lehtar Jr.	Fred Raphael Robert G. Patt Paul Fuelling	WHN
	WINS	1180 L-KOB	1,000	Hearst Radio Inc. 110 E. 58th St. Eldorado 5-6100	New York	John S. Brookes Jr. Carl Calman E. S. Lennon	Hazel Bower Albert Grobe Paul von Kunitz	International
	WJZ	760	50,000	National Broadcasting Co. Inc. 30 Rockefeller Plaza Circle 7-8300	NBC-Blue	NBC—Lenox R. Lohr Maurice M. Boyd	Phillips Carlin Bertram J. Hauser George O. Milne	NBC
	WMCA	570	1,000	Knickerbocker Bestg. Co. Inc. 1657 Broadway Circle 6-2200	Intercity	Denald Flamm Donald S. Shaw Charles Stark	Ed Scheuing Al Rose Frank Marx	WMCA
	WNEW	1250 ST-WHBI	5,000-LS 1,000-N	Wodaam Corp. 501 Madison Ave. Plaza 3-3300	{Arde Bulova Richard E. O'Dea Bernice Judis Herman Bess Walter Duncan	Program Board Halsey V. Barrett Max J. Weiner	Blair
	*WNYC	810	1,000-D	City of New York Municipal Bldg. Worth 2-5600	Municipality of N. Y. Morris S. Novik	Seymour N. Siegel Isaac Brimberg
	WOR (Newark)	710	50,000	Bamberger Bestg. Service Inc. 140 Broadway Pennsylvania 6-8383	MBS	Alfred J. McCosker Theodore C. Striebert Frank Braucher, V.P. Eugene Thomas, Sales Mgr.	Julius F. Seebach Joseph Creamer J. R. Poppele	WOR Townsend
	WOV	1100	5,000	Greater New York Bestg. Corp. 132 W. 43rd St. Bryant 9-6080	American	{Arde Bulova Harold A. Lafount Hyla Kiczales Hyla Kiczales	John C. Schramm Adrian J. Planter Robert E. Study
	WQXR	1550	1,000 CP-5,000	Interstate Broadcasting Co. Inc. 730 Fifth Ave. Columbus 5-6366	John V. L. Hogan Elliott M. Sanger Robert M. Scholle	Elliott M. Sanger Norman S. McGee Russell D. Valentine	International
	WRWL (Woodside)	1500-ST*	250-LS 100-N	Long Island Bestg. Corp. 41-30 58th St. Newton 9-3300	W. H. Reuman
NIAGARA FALLS....	WHLD (Construction permit)	1260	1,000-D	Niagara Falls Gazette Pub. Co. Niagara Falls	Allanson C. Deual Earl Hull
OGDENSBURG.....	WSLB (Construction permit)	1370	250	St. Lawrence Broadcasting Corp. 2315 Knox St. 136	Joseph R. Brandy Harold J. Frank Joseph R. Brandy	Harold J. Frank	Headley-Reed
OLEAN.....	WHDL	1400	250-D	WHDL, Inc. Exchange National Bank Bldg. 3300	E. B. Fitzpatrick Thomas L. Brown Thomas L. Brown	Charles Sebastian Frederick G. Meyer Jr. Warren E. McDowell	McKinney
PLATTSBURG.....	WMFF	1310	250	Plattsburg Broadcasting Corp. Hotel Cumberland 1600	NBC-Blue MBS	George F. Bissell George F. Bissell Jay P. Shirley	Donald Hart Dale Jackson Jack Nazak	Hollingbery
POUGHKEEPSIE....	WKIP (Construction permit)	1420	250	Poughkeepsie Bestg. Corp. Poughkeepsie	Richard E. Coon	Headley-Reed
ROCHESTER.....	WHAM	1150	50,000	Stromberg-Carlson Tel. Mfg. Co. Sagamore Hotel Stone 1864	NBC-Blue	Wesley M. Angle William A. Fay John W. Kennedy Jr.	Charles W. Siverson Arthur W. Kelly John J. Long Jr.	Hollingbery
	WHEC	1430	1,000-LS 500-N	WHEC Inc. 40 Franklin St. Stone 1320	CBS	{Frank E. Gannett Clarence Wheeler Gunnar O. Wiig Le Moine C. Wheeler	Ken Sparnon Maurice H. Clarke	Raymer
	WSAY	1210	250	Brown Radio Service Taylor Bldg. Stone 702	New York	Gordon P. Brown Gordon P. Brown Mortimer Nuabaum	Le Vere Fuller Winston Thornburg Gordon P. Brown
SARANAC LAKE....	WNBZ	1290	100-D	Upstate Broadcasting Corp. 70 Broadway 824	Carl F. Woese W. H. Carpenter W. H. Carpenter	L. H. Roberts Fred C. Ambrose	Hollingbery
SCHENECTADY....	WGY	790	50,000	General Electric Co. 1 River Rd. 8-2121	NBC-Red	General Electric—NBC Kolin Hager	A. O. Coggeshall Alexander MacDonald W. J. Purcell	NBC
SYRACUSE.....	WFBL	1360	5,000-LS 1,000-N	Onondaga Radio Bestg. Corp. Onondaga Hotel 2-1147	CBS	Samuel H. Cook Samuel Woodworth Charles F. Phillips	George M. Perkins Robert G. Soule A. R. Marcy	Free & Peters
	WOLF (Construction permit; starts about Feb. 15)	1500	100	Civic Broadcasting Corp. 121 Wendell Terrace	T. S. Marshall T. S. Marshall
	WSYR	570	1,000	Central New York Bestg. Corp. Starrett Syracuse Bldg. 3-7111	NBC-Blue New York	Harry C. Wilder Fred R. Ripley Fred R. Ripley	Lansing B. Lindquist Arnold F. Schoen Jr. Armand G. Belle Isle	Raymer
TROY.....	WHAZ	1300-ST*	1,000	Rensselaer Polytechnic Institute 110 Eighth St. Troy 6810	William O. Hotchkiss W. J. Williams Mary L. Bounds	A. Olin Niles W. C. Stoker H. D. Harris
	WTRY (Construction permit; starts April, 1940)	950	1,000-D	Troy Broadcasting Co. Inc. Proctor Bldg.	Harry C. Wilder Fred R. Ripley Ed Robinson W. F. Moore
UTICA.....	WIBX	1200	250	WIBX Inc. 187 Genesee St. 2-2101	CBS New York	Scott Howe Bowen E. K. Johnson L. W. Trenner	N. W. Cook Hubert M. Hathaway	Blair
WHITE PLAINS....	WFAS	1210-ST*	100	Westchester Broadcasting Corp. Roger Smith Hotel 8353	J. Noel Macy Frank A. Seitz Frederic W. Ayer	Ran Kaler Harry C. Laubenstein	Headley-Reed

1 WARD, WBBC, WLTH and WVFV share time on 1400 kc.
 2 WBBR, WEVD and WHAZ share time on 1300 kc.
 3 WCNW and WRWL share time on 1500 kc.
 4 WGBB, WFAS and WBRB, Red Bank, N. J., share time on 1210 kc.

In Rochester, N.Y.

the situation is

still the same.

Most any way you

look at it, it's

WHIEC

BASIC CBS

Representatives: Paul H. Raymer Co. . . . New York, Chicago, Detroit, San Francisco

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

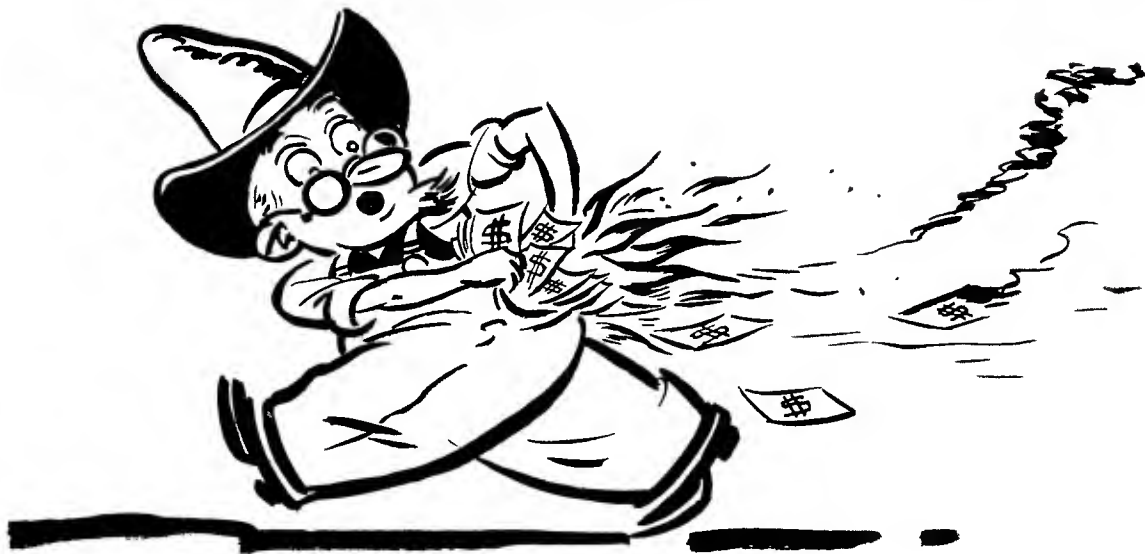
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NORTH CAROLINA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ASHEVILLE.....	WISE	1370	250	Harold H. Thoms Langren Hotel 1213	NBC	Harold Thoms Harold Thoms Baxter Barkley	Bernard Macy Ralph Kibler	
	WWNC	570	1,000	Asheville Citizen-Times Co 14 O. Henry Ave. 5500	CBS	Charles A. Webb Don S. Elias John E. Thayer	Robert B. Bingham John E. Thayer Cecil B. Hoskins	Branham
CHARLOTTE.....	WBT	1080	50,000	Columbia Broadcasting System Inc. Wilder Bldg. 3-8833	CBS	CBS—A. E. Joscelyn A. E. Joscelyn Royal E. Penny	Charles H. Crutchefield Arthur Forrest James J. Beloungy	Radio Sales
	WSOC	1210	250-LS 100-N	Radio Station WSOC Inc. Mecklenburg Hotel 7139	NBC MBS	E. J. Gluck E. J. Gluck W. C. Irwin	Charles G. Hicks Jr. Paul W. Norris L. L. Caudie Jr.	Sears & Ayer
DURHAM.....	WDNC	1500	250	Durham Radio Corp. 138 Chapel Hill St. N-155	CBS	C. C. Council J. Frank Jarman Jr. C. J. Woodhouse	Olin Tice J. Frank Jarman Jr. Raymond A. Dalton	
ELIZABETH CITY....	WCNC	1370	250	Albermarle Broadcasting Co. Colonial Ave. 1370	Trim W. Aydlett Trim W. Aydlett Nathan Frank	Paul O. Moyle Louis Highland	
FAYETTEVILLE.....	WFNC (Construction permit)	1340	250-D	Cumberland Broadcasting Co. Fayetteville	W. C. Ewing Harry Layman		
GASTONIA.....	WGNC	1420	250	F. C. Todd National Bank of Commerce Bldg. 732	F. C. Todd Pat McSwain Frank C. Abernathy	W. Grady Newman Clarence Morse	
GOLDSBORO.....	WGBR	1370	250	East Carolina Bestg. Co. Inc. P. O. Box 372 1550	A. T. Hawkins H. H. Lance R. L. Zealy		
GREENSBORO.....	WBIG	1440	5,000 1,000	North Carolina Bestg. Co. Inc. O. Henry Hotel 6125	CBS	Edney Ridge Edney Ridge Edney Ridge	Faye Kenyon Virginia W. McKinney Earl Allison	Hollingbery
GREENVILLE.....	WGTC (Construction permit)	1500	250-D	J. J. White Greenville	J. J. White		
HICKORY.....	WHKY (Construction permit)	1370	250	Catawba Valley Bestg. Co. Hickory	Carl V. Cline J. E. Coad	E. S. Long	
HIGH POINT.....	WMFR	1200	250	Radio Station WMFR, Inc. 156 1/2 S. Main St. 4593	Wayne M. Nelson Wayne M. Nelson E. Z. Jones	Stan Conrad E. J. Day	Allied
KINSTON.....	WFTC	1200	250	Jonas Weiland Kinston 1200	Jonas Weiland Rodney Prescott Rodney Prescott	Robert Brenner Rodney Prescott Glen Neuville	Burn-Smith
RALEIGH.....	WPTF	680	5,000	WPTF Radio Co. 324 Fayetteville St. 8311	NBC	J. R. Weatherspoon Richard H. Mason John H. Field Jr.	Graham B. Poyner B. Walter Hufington Henry Hulick Jr.	Free & Peters
	WRAL	1210	250	Capitol Broadcasting Co. Inc. 130 S. Salisbury St.	MBS	A. J. Fletcher Gillespie B. Murray Robert Wasdon	Fred Fletcher William Carpenter L. B. Terry	Sears & Ayer
ROCKY MOUNT.....	WEED	1420	250	William Avera Wynne Rocky Mount 1420	William Avera Wynne William Avera Wynne B. W. Frank	Frank Vann Thomas Snowden I. G. Murphy	
SALISBURY.....	WSTP	1500	250	Piedmont Broadcasting Corp. Yarkin Hotel 2121	MBS	Bryce P. Beard John W. Schultz John W. Schultz	James McClendon John W. Schultz J. R. Yost	Sears & Ayer
WILMINGTON.....	WMFD	1370	250-LS 100-N	Richard Austin Dunlea 320 N. Front St. 3	Richard Austin Dunlea Richard Austin Dunlea Arthur G. Montaigne	Harry W. Lee William Crist	Burn-Smith
WILSON.....	WGTM	1310	250	WGTM Inc. 115 W. Nash St. 2188	H. W. Wilson H. W. Wilson Allen Wannamaker	Billy Steadman H. W. Wilson Jack Hudson	Cox & Tanz
WINSTON-SALEM....	WA1R	1250	250-D	C. G. Hill, G. D. & S. H. Walker Robert E. Lee Hotel 2-1133	MBS	Partnership George D. Walker C. G. Hill	Charles Keaton George D. Walker Earl F. Downey	Sears & Ayer
	WSJS	1310	250	Piedmont Publishing Co. 416 N. Marshall St. 4141	CBS	Gordon Grey Norris L. O'Neil Harold Essex	John Miller Harold Essex Phil Hedrick	Headley-Reed

NORTH DAKOTA

BISMARCK.....	KFYR	550	5,000-LS 1,000-N	Meyer Broadcasting Co. 320 Broadway 19	NBC	P. J. Meyer F. E. Fitzsimonds F. E. Fitzsimonds	Wayne Griffin Mervin Clough Ivar Nelson	Blair
DEVILS LAKE.....	KDLR	1210	250	KDLR Inc. 1025 Third St. 1090	Bert Wick Bert Wick Bert Wick	Merle Bjork Richard Moritz	Cox & Tanz
FARGO.....	WDAY	940	5,000-LS 1,000-N	WDAY Inc. Fargo 5357	NBC	Earl C. Reineke Earl C. Reineke Barney J. Lavin	Ken Kennedy Bill Dean Julius Hetland	Free & Peters
GRAND FORKS.....	KFJM	1410	1,000-LS 500-N	University of North Dakota First National Bank Bldg. 1200	U. of North Dakota Dalton Le Masurier Elmer Hanson	Helen LaVelle Elwin J. O'Brien	
JAMESTOWN.....	KRMC	1370	250	Roberts-MacNab 412 Front St. 100	R. B. MacNab Lloyd R. Amoo Gray Graham	Verna Bekken Lloyd R. Amoo	Cox & Tanz



HIRAM'S COLD CASH IS RED HOT!

Inactive cash just burns holes in our hayseeds' pockets until they spend it for something they want! And the result is that our Red River Valley accounts for 46% of all retail sales in North Dakota, South Dakota and Minnesota [exclusive of the counties containing St. Paul and Minneapolis]. Cross-claims of your competitors can't lead these customers to confusion, because WDAY is the only station that covers all the valley. May we tell you more?

WDAY, INC.

N. B. C.

FARGO, N. D.

Affiliated with the Fargo Forum

FREE and
PETERS, INC.
NATIONAL
REPRESENTATIVES

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

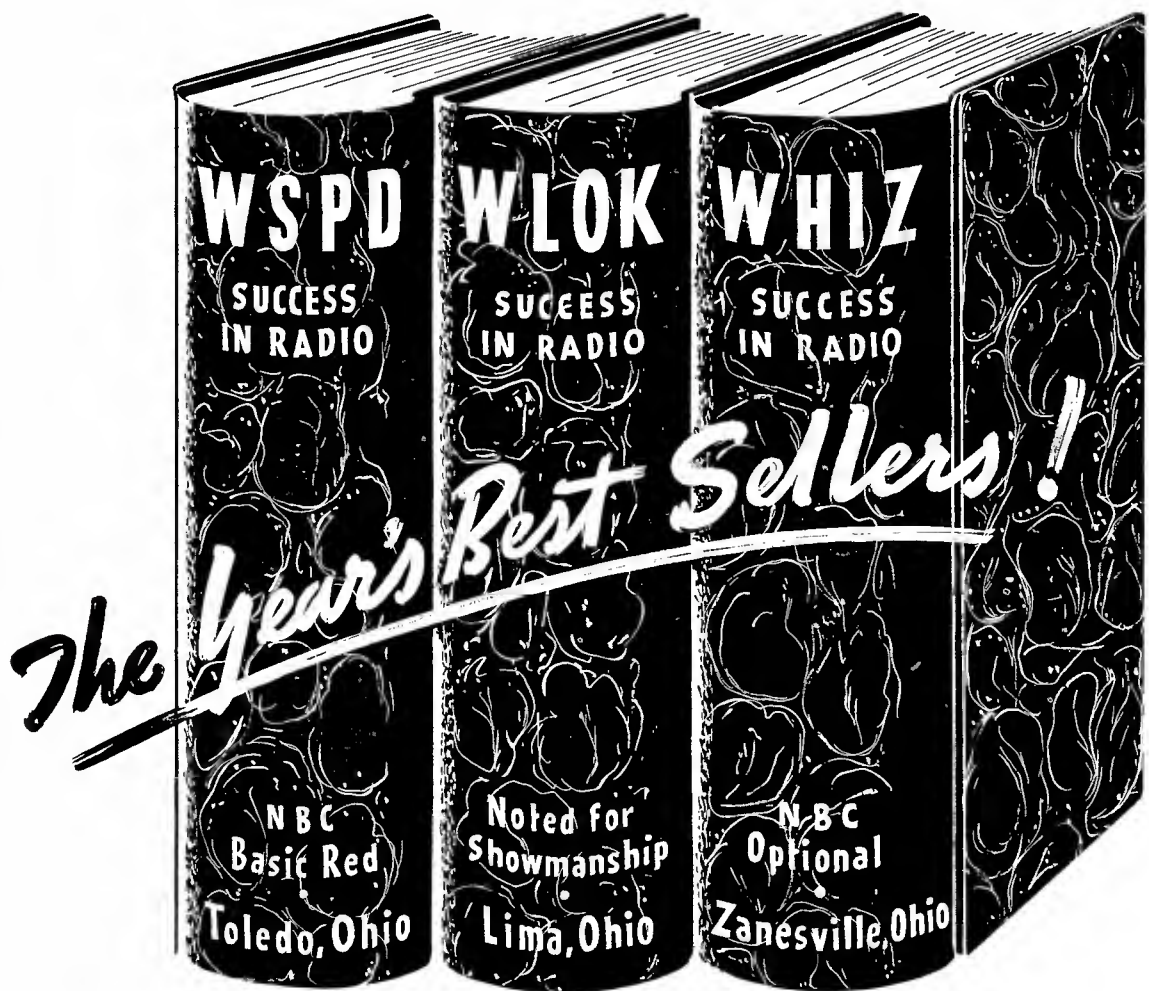
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 (Data corrected to January 15, 1940)

NORTH DAKOTA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watta	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representative
MANDAN	KGCU	1240	250	Mandan Radio Ass'n Inc. 205 First St., N.W. 631	H. C. Schulte John K. Kennelly James E. Gilfoy	Arne J. Anzjon James E. Gilfoy
MINOT	KLPM	1360	1,000-LS 500-N	John B. Cooley 118 A South Main St. 1267	John B. Cooley Ethel H. Cooley Richard J. Schmidt	Kathryn McGrath Leslie E. Maupin C. W. Baker
VALLEY CITY	KOVC	1500	250	KOVC Inc. Rudolf Hotel 408	Milton Holiday Dalton Le Masurier William L. Wallace	Robert E. Ingstad William L. Wallace Bey Greene

OHIO

AKRON	WADC	1320	5,000-LS 1,000-N	Allen T. Simmons Box 830 Hemlock 5151	CBS	Allen T. Simmons Allen T. Simmons Allen T. Simmons	Harold Hageman R. B. Wilson John Aitkenhead	Hollingbery
	WAKR (Construction permit)	1530	1,000	Summit Radio Corp. Akron	S. Bernard Berk S. Bernard Berk
	WJW	1210	250	WJW, Inc. 41 S. High St. Jefferson 6111	John F. Weimer Edythe Fern Melrose	Headley-Reed
ASHTABULA	WICA	940	250-D CP-500-D	WICA Inc. 221 Center St. 1211	C. A. Rowley Robert B. Rowley Robert C. Marvin	Walter W. Walrath W. Kavanaugh George F. Gautney
CANTON	WHBC	1200	250	Ohio Broadcasting Co. 550 Market Ave., S. 7166	Louis H. Brush Felix Hinkle William Kirkendale	Truesdale Mayers William Kirkendale Kenneth Sliker
CINCINNATI	WCKY	1490	50,000	L. B. Wilson Inc. Hotel Gibson Cherry 6565	CBS	L. B. Wilson L. B. Wilson E. C. Krautters	Mendel Jones (Tom Mitchell Bey Dean George Moore C. H. Topmiller)	Free & Peters
	WCPO	1200	250	Scripps-Howard Radio Inc. Keith Bldg. Main 3314	Jack R. Howard Mortimer C. Watters John P. Smith	Andre Carlon John P. Smith Glen A. Davis	Branham
	WKRC	550	5,000-LS 1,000-N	Cincinnati Times Star Co. Alms Hotel Woodburn 0550	MBS Southern	Hulbert Taft Sr. Hulbert Taft Jr. H. E. Fast	Ruth Lyons Harold Coulter J. M. Tiffany	Weed
	WLW	700	50,000	Crosley Corp. 1329 Arlington St. Kirby 4800	NBC	Powel Crosley Jr. James D. Shouse Robert E. Dunville	George C. Biggar Josef Cherniavsky (Music dir.) W. Oldham B. Strawway Ronald J. Rockwell	Transamerican
	WSAI	1330	5,000-LS 1,000-N CP-5,000-U	Crosley Corp. 1329 Arlington St. Kirby 4800	NBC	Powel Crosley Jr. James D. Shouse Dewey H. Long Archie Grinalds	Clair Shadwell Richard A. Ruppert Ronald J. Rockwell	International
CLEVELAND	WCLE	610	500-D	Cleveland Radio Broadcasting Corp. Terminal Tower Prospect 5800	MBS-D	John S. McCarrens H. K. Carpenter K. K. Hackathorn	Russell W. Richmond Robert Greenberg Edward L. Gove	Radio Advertising
	WGAR	1450	5,000-LS 1,000-N	WGAR Broadcasting Co. Hotel Stadler Prospect 0200	CBS	George A. Richards John F. Patt Eugene Carr	Carl George Ellis Vander Pyl B. Morris Pierce	Petry
	WHK	1390	5,000-LS 1,000-N	Radio Air Service Corp. Terminal Tower Prospect 5800	NBC-Blue MBS-N	John S. McCarrens H. K. Carpenter K. K. Hackathorn	Russell W. Richmond Robert Greenberg Edward L. Gove	Radio Advertising
	WTAM	1070	50,000	National Broadcasting Co. Inc. 815 Superior Ave. N.E. Cherry 0942	NBC-Red	NBC-Vernon H. Pribble Vernon H. Pribble Howard Barton	Hal Metzger Howard Barton S. E. Leonard	NBC
COLUMBUS	WBNS	1430	5,000-LS 1,000-N	WBNS Inc. 33 N. High St. Adams 9265	CBS	Robert Wolfe Richard A. Borel W. I. Orr	Jack Price Jim Verian Bob Thomas Lester H. Nafzger	Blair
	WCOL	1210	100	WCOL Inc. 33 N. High St. Main 4581	NBC	Kenneth B. Johnston Neal A. Smith Neal A. Smith	Edward Bronson Edward Bronson J. E. Lowe	Weed
	WHKC L-KFI	640	500	Associated Radio-casting Corp. 22 E. Gay St. Adams 1101	MBS	John S. McCarrens Carl M. Everson Harry H. Hoessly	Robert S. French Harry H. Hoessly J. E. Anderson	Radio Advertising
	*WOSU SH-WKBN	570	1,000	Ohio State University Campus University 3145	Ohio State University R. C. Higgy	William Friel Heimlich A. L. Hammerschmidt
DAYTON	WHIO	1260	5,000-LS 1,000-N	Miami Valley Bestg. Corp. 45 S. Ludlow St. Adams 2261	CBS	J. M. Cox Jr. J. Leonard Reinsch David H. Brown	Lester Spencer A. H. Robb John Newssock Earnest L. Adams	Hollingbery
	WING	1380	500-LS 250-N	WSMK Inc. 121 N. Main St. Adams 3288	NBC	WSMK Inc. Ronald B. Woodyard	Walter Patterson J. D. Davis Paul Braden	Radio Advertising
LIMA	WLOK	1210	100	Fort Industry Co. Lima Trust Bldg. Main 1316	George B. Storer Don Ioset Don Ioset	Howard Donahoe Don Ioset Russell Shettler
MANSFIELD	WMAN	1370	250-D	Richland Inc. 140 Park Ave. W. Canal 1771	George Satterlee Marie W. Vandergrift Marie W. Vandergrift	Gwen Fields John Weimer
PORTSMOUTH	WPAY	1370	100	Vee Bee Corp. 1009 Gallia St. 1010	Chester A. Thompson Ralph H. Patt Jr. Ralph H. Patt Jr.	Robert Horn Ralph H. Patt Jr. Maurice Myers	Cox & Tanz
TOLEDO	WSPD	1340	5,000-LS 1,000-N CP-5,000-U	Fort Industry Co. Commodore Perry Hotel Adams 3175	NBC-Red	George B. Storer J. Harold Ryan E. Y. Flanigan	Russell A. Gehring Merrill N. Pheat William Stringfellow	Katz
	WTOL	1200	250	Community Broadcasting Co. Bell Bldg. Adams 3291	Frazier Reams Arch Shawd Arch Shawd	Larry Payne Herbert Gilleland Frank Ridgeway



THREE VOLUMES DEDICATED TO YOU

We could write pages and pages about Radio Stations WSPD, WLOK and WHIZ — endless chapters relating the successes of these wide-awake, MERCHANDISING stations in selling Ohio's richest markets. But perhaps here it suffices to say that they SELL BEST BECAUSE THEY TELL BEST the story of your product. An inquiry from you will bring an immediate reply telling the story of any or all of these stations.

Operated by the Fort Industry Company
Toledo, Ohio

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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OHIO—(Continued)

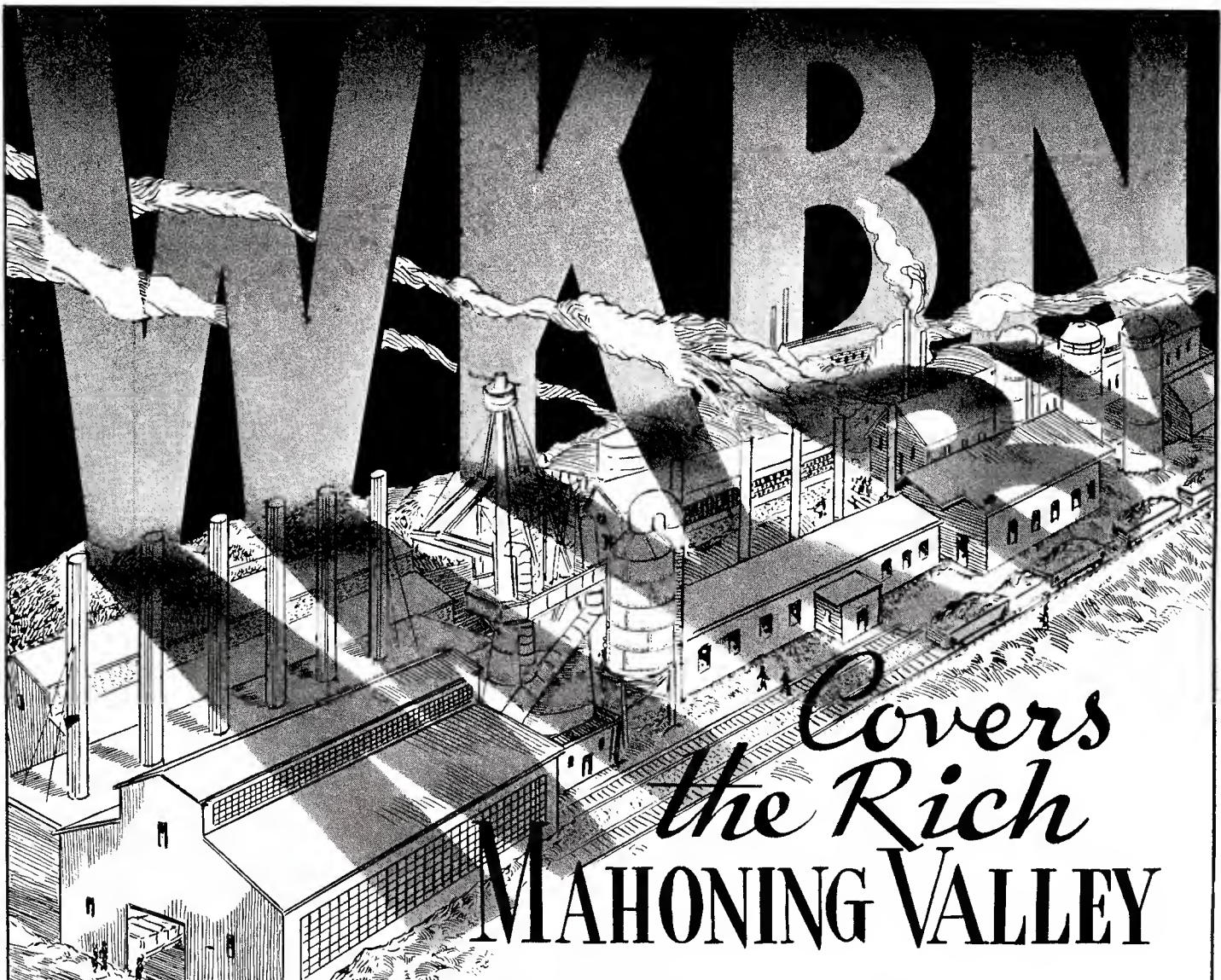
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
YOUNGSTOWN.....	WFMJ	1420	250	William F. Maag Jr. 101 W. Boardman St. 3-4121	William F. Maag Jr. William F. Maag Jr. Leonard E. Nasman	Edward J. Lord Frank Dieringer	Headley-Reed
	WKBN	570 SH-WOSU	1,000-LS 500-N	WKBN Broadcasting Corp. 17 N. Champion St. 42122	CBS	W. P. Williamson Jr. J. L. Bowden C. Alden Baker Walter R. Link	G. Davidson B. T. Wilkens	Radio Advertising
ZANESVILLE.....	WHIZ	1210	100 CP-250	WALR Broadcasting Co. Lind Arcade Bldg. 644	NBC	George B. Storer Stanton P. Kettler Stanton P. Kettler	Allen Haid Allen Haid William Hunt	Blair

OKLAHOMA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ADA.....	KADA	1200	100	C. C. Morris 115 1/2 S. Rennie 1212	MBS Oklahoma	C. C. Morris John M. Whitney John M. Whitney	Russell V. Miller Jack Cahill Leiland Seay	Hagg
ARDMORE.....	KVSO	1210	250-LS 100-N	Ardmoreite Pub. Co. 1611 N. Washington 3030	John Easley Albert Riesen Albert Riesen James Griffin	Dolly Dutton Gene Collyer Paul Ross
ELK CITY.....	KASA	1210	100	E. M. Woody Casa Grande Hotel 730	E. M. Woody F. E. Mayhew F. E. Mayhew	Johnny Carman F. E. Maynew G. W. Patterson
ENID.....	KCRC	1360	250	Enid Radiophone Co. Enid 448	MBS Oklahoma	M. C. Garber Milton B. Garber H. P. Hale	Keith Painton James Stuart A. B. Clopton	Forjoe
MUSKOGEE.....	KBIX	1500	100	Oklahoma Press Pub. Co. P.O. Box 1512 302	MBS Oklahoma	C. M. Bixby Tams Bixby Jr. Frank Rough	Mark Weaver Mark Weaver Lester Harlow	Branham
NORMAN.....	*WNAD	1010 SHN-KGGF	1,000	University of Oklahoma Faculty Exchange 900, Station 124	U. of Oklahoma Homer R. Heck	Howard M. Leake Clyde L. Farrar
OKLAHOMA CITY...	KOCY	1310	250	Plaza Court Bestg. Co. 1108 Classen Blvd. 3-4333	John D. Thomas M. H. Bonebrake Sam D. Jones	Marvin Krause Louis Hartman George W. Brock
	KOMA	1480	5,000	KOMA Inc. Biltmore Hotel 2-3291	CBS	J. T. Griffin Neal Barrett Jack Howell	Jack Mitchell Wilbur Lukent III M. H. Thomas	Free & Peters
	KTOK	1370	250	Oklahoma Bestg. Co. Inc. 1800 W. Main St. 3-8352	NBC-Blue MBS Oklahoma	Harold V. Hough Kenyon M. Douglass Tom Johnson	Harold Shreve Paul Bueening Bernard Tullins	Burn-Smith
	WKY	900	5,000-LS 1,000-N	WKY Radiophone Co. Skirvin Tower Hotel 3-4306	NBC-Red	E. K. Gaylord Gayle V. Grubb Robert E. Chapman	Naiph J. Abodaher Allan Clark H. J. Lovell	Katz
OKMULGEE.....	KHBG	1210	250	Okmulgee Broadcasting Corp. Parkinson Hotel 3646	Pat Buford Pat Buford Pat Buford Lucille Buford A. F. Schultz
PONCA CITY.....	WBBZ	1200	250	C. L. Carrell Estate 615 W. Grand St. 2300	Adelaide L. Carrell Adelaide L. Carrell Adelaide L. Carrell	Edward S. Compton W. L. Stevenson William Tietzel
SHAWNEE.....	KGFF	1420	250	KGFF Broadcasting Co. Inc. Aldridge Hotel 4390	MBS Oklahoma	Oscar Stauffer Joseph W. Lee Weldon Stamps Maxine Eddy John Molloy	Hagg
TULSA.....	KOME	1310	250	Oil Capital Sales Corp. Radio Bldg. 3-4121	MBS Oklahoma	Harry Schwartz Jack Neil Harold Grimes	Robert Lattig James Manship
	KTUL	1400	5,000	Tulsa Broadcasting Co. Inc. National Bank of Tulsa Bldg. 4-8188	CBS	J. T. Griffin Wm. C. Gillespie Lawson Taylor	Vivian Sandler John Esau Nathan Wilcox	Free & Peters
	KVOO	1140 STN-WAPI SA-U	25,000	Southwestern Sales Corp. Philtower Bldg. 2-2254	NBC-Red	William G. Skelly William B. Way Willard D. Egolf	Norvell E. Slater F. M. Hart L. W. Stinson	Petry

OREGON

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ASTORIA.....	KAST	1200	250	Astoria Broadcasting Co. 1006 Taylor Ave. 95	M. R. Chesman James C. Wallace Frank E. Marrion	Sylvia L. Chandler Lawrence L. King	Cox & Tanz Biddick
BAKER.....	KBKR	1500	250-LS 100-N	Louis P. Thornton Baker	Louis P. Thornton Ellwood W. Lippincott Fred Pelger Robert B. Sutton
BEND.....	KBND	1310	250	Bend Bulletin 812 Wall St. 848	Robert W. Sawyer Frank H. Loggan Chet Wheeler	William Murphy William Murphy Gene Lovejoy	Cox & Tanz
CORVALLIS.....	*KOAC	550	1,000	Oregon State Agricultural College Corvallis 526	State of Oregon Luke L. Roberts	Luke L. Roberts Grant S. Fiekert



Covers
the Rich
MAHONING VALLEY

- If you are interested in figures to support these statements, send for our **New Radio Coverage Survey** just completed by Edgar Felix and Radio Coverage Reports.

- If you are interested in comparative market figures, write for our **DYNAMITE FOLDER**—Columbia's Ultra Conservative MARKET ANALYSIS of Youngstown and WKBN's Evening Listening Area.

- Or, for daytime data, ask for our **TNT FOLDER**, also taken from Columbia's Ultra Conservative Survey of Youngstown and WKBN's Daytime Listening Area.

Representatives
 Radio Advertising Corporation
 New York · Chicago · Cleveland · San Francisco

WKBN is the **ONLY** broadcasting station delivering a signal strength of 10 mv/m to Youngstown's Metropolitan **SHOPPING AREA**.

In time-buyer's language—Interference-Free Reception to over 190,000 radio families, totaling practically a million potential purchasers of radio advertised products. Add to this—the territory covered with adequate signal strength for good reception ($\frac{1}{2}$ mv/m or more)—and you have a **PLUS MARKET** of over 4,700,000 population.

Don't overlook this **PROSPEROUS VALLEY**, where steel production has reached an all-time high and where retail sales are challenging pre-depression peaks!

And don't overlook **WKBN**—the **ONE STATION** that thoroughly covers it with strong, consistent, clear reception.

WKBN *Youngstown, O.*

Affiliated Station

THE COLUMBIA BROADCASTING SYSTEM

1000 WATTS DAY **500 WATTS NIGHT**

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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OREGON—(Continued)

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EUGENE	KORE	1420	250	Eugene Broadcast Station S. Williamette St. 3	MBS Don Lee Pacific	Frank L. Hill Glenn McCormick Glenn McCormick	Day Foster Harold Gander	Blair
GRANTS PASS	KUIN	1310	100	Southern Oregon Bcstg. Co. Grants Pass	A. E. Voorhies John G. Bauriedel John G. Bauriedel	Julius Hooven William R. Rambo
KLAMATH FALLS	KFJI	1210	100	KFJI Broadcasters 213 Main St. 2125	J. A. Kincaid George Kincaid George Kincaid	Jack Keating Lon Hunt	Cox & Tanz
LA GRANDE	KLBM	1420	250	Harold M. & Eloise Finlay 1402 Adams Ave. 220	Harold M. Finlay Harold M. Finlay Harold M. Finlay Paul Walden	Cox & Tanz
MARSHFIELD	KOOS	1200	250	KOOS Inc. Hall Bldg. 432	MBS Don Lee Pacific	Sheldon F. Sackett Ben E. Stone A. Thomas Morris	Roger L. Spaugh Mark De Launay Roger L. Spaugh	Biddick
MEDFORD	KMED	1410	1,000-LS 250-N	Virgin's Broadcasting Station Sparta Bldg. 305	NBC	Mrs. W. J. Virgin Mrs. W. J. Virgin L. P. Bishop	Gladys LaMarr A. A. Adler D. H. Rees
PORTLAND	KALE	1300	1,000 CP-5,000-LS	KALE Inc. New Heathman Hotel Atwater 7209	MBC Don Lee Pacific	C. Roy Hunt Theodore Kooreman Charles C. Couche	H. M. Swartwood Jr. Charles C. Couche Louis S. Bookwalter	Free & Peters
	*KBPS	1420 ST-KXL	100	Benson Polytechnic School 546 N.E. 12th St. East 8131	Portland Public Schools William Allingham Fred E. Miller	Hazel Kenyon Fred E. Miller
	KEX	1160	5,000	Oregonian Publishing Co. Oregonian Bldg. Atwater 2121	NBC-Blue	Portland Oregonian W. Carey Jennings Paul H. Connet	H. Q. Cox Paul H. Connet Harold C. Singleton	Petry
	KGW	620	5,000-LS 1,000-N	Oregonian Publishing Co. Oregonian Bldg. Atwater 2121	NBC-Red	Portland Oregonian W. Carey Jennings Paul H. Connet	H. Q. Cox Paul H. Connet Harold C. Singleton	Petry
	KOIN	940	5,000-LS 1,000-N CP-5,000-U	KOIN Inc. Broadway & Salmon Sts. Atwater 3333	CBS	C. W. Myers C. Roy Hunt C. Roy Hunt	M. H. Swartwood Jr. Charles E. Couche Louis S. Bookwalter	Free & Peters
	KWJJ	1040-SA L-WBAL-WTIC	500	KWJJ Broadcast Co. Inc. 622 S.W. Salmon St. Atwater 4393	Wilbur J. Jerman John C. Egan Leon D. Henderson	Gerald E. Speerstra Sammy Taylor W. J. Jerman	Cox & Tanz
	KXL	1420 ST-KBPS	250	KXL Broadcasters KXL Bldg. Broadway 6451	T. W. Symons Jr. T. W. Symons Jr. T. W. Symons Jr.	T. W. Symons Jr. T. W. Symons Jr. Ralph Miffin
ROSEBURG	KRNR	1500	250-LS 100-N	News Review Co. Umpqua Hotel 4	MBS Don Lee Pacific	Harris Ellsworth Marshall H. Pengra Marshall H. Pengra	Gilbert E. Walters Henry J. Chandler	Blair
SALEM	KSLM	1360	1,000-LS 500-N	Oregon Radio Inc. 633 N. Front St. 6131	MBS Don Lee Pacific	H. B. Read H. B. Read H. B. Read	Tommy Hoxie Tommy Hoxie Leslie Vaught	Blair

PENNSYLVANIA

ALLENTOWN	WLAN WCBA	1440	500	Lehigh Valley Broadcasting Co. 39 N. 10th St. 9511	NBC Quaker	J. C. Sbumberger B. Bryan Musselman	Ferguson & Walker
ALTOONA	WFBG	1310	100	Gable Broadcasting Co. 1318 11th Ave. 6467	NBC-Red Quaker	George P. Gable Roy Thompson Roy Thompson	Cox & Tanz
EASTON	WEST	1200	250	Associated Broadcasters Inc. 516 Northampton St. 8001	Quaker	Clair R. McCollough Elwood C. Anderson Elwood C. Anderson	Wilbur Markle Arthur McCracken J. E. Mathiot
ERIE	WLEU	1420	250	WLEU Broadcasting Corp. Commerce Bldg. 22-129	NBC-Blue Quaker	Leo J. Omelian V. Hamilton-Weir V. Hamilton-Weir	James Hamilton V. Hamilton-Weir Harold Roess	Burn-Smith
GREENSBURG	WHJB	620	250-D	Pittsburgh Radio Supply House Inc. Penn Albert Hotel 3740	H. J. Brennen Ray H. Verret Robert M. Thompson	Ray H. Verret W. W. McCoy	Rambeau Ferguson & Walker
GROVE CITY	*WSAJ	1310-SH	100	Grove City College Grove City 168-J	Weir C. Kettler H. W. Harmon	Prof. R. G. Walters H. W. Harmon
HARRISBURG	WHP	1430	5,000-LS 1,000-N	WHP Inc. 216 Locust St. 4-3211	CBS	Edward J. Stackpole Jr. A. K. Redmond C. L. Bailey	E. K. Smith Dick Redmond R. S. Duncan
	WKBO	1200	250-LS 100-N	Keystone Broadcasting Corp. 31 N. Second St. 40191	NBC Intercity Quaker	Clair R. McCollough C. G. Moss C. G. Moss	Curtis Demmy George Smith J. E. Mathiot	Raymer
HAZELTON	WAZL	1420	250	Hazelton Broadcasting Service Hazelton National Bank Bldg. 1488	Quaker	Clair R. McCollough Victor C. Diehm Victor C. Diehm	Thomas Tito Henry Cohn J. E. Mathiot
JOHNSTOWN	WJAC	1370	250	WJAC Inc. Tribune Annex 24-361	NBC-Red Quaker	Walter W. Krebs J. C. Tully J. C. Tully	J. P. Foster {Neville Straub A. J. Reid	Cox & Tanz
LANCASTER	WGAL	1500	250	WGAL Inc. 8 W. King St. 5252	NBC Intercity Quaker	Clair R. McCollough Walter O. Miller Walter O. Miller	Ernest Stanzola Walter O. Kirkwood J. E. Mathiot
NEW CASTLE	WKST	1250	1,000-D	WKST Inc. Cathedral Bldg. 5050	S. W. Townsend Arthur W. Grabam Herbert S. Kirk	A. W. Grabam A. W. Grabam Howard Conella	Forje Burn-Smith

64,500 Personal Contacts at ...
356 Public Meetings in ...
7 Seasons!



That's a record of
PUBLIC RELATIONS
activities that really means something!

It's the story of the work of KOIN's "Ambassador of Goodwill"—ART KIRKHAM. His talks to club meetings, Chambers of Commerce, etc., both in Portland and neighboring towns, on radio and KOIN are so much in demand that he always has a waiting list of requests.

In the entire 356 talks, Kirkham has addressed only six groups twice.

And all 64,500 of those who have heard him have carried away a feeling of warm personal friendship for KOIN.

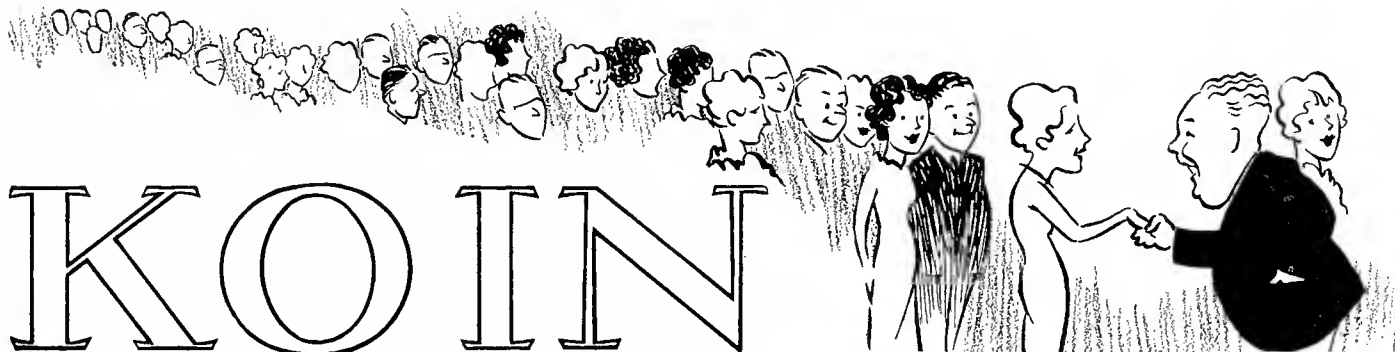
This is just one reason for KOIN's unchallenged dominance in this Great "Evergreen" Market.

- Others are . . . ● **Consistent "listener-first" policies . . .**
under which every precaution is taken to eliminate the broadcasting of anything that might be considered objectionable. No spot medical, dental, liquor, beer, or wine advertising is accepted.
- **Only CBS outlet . . .**
this advantage is obvious. There is no overlapping of stations in the 120,000 square mile market of Oregon and Southern Washington.
- **Production and news leadership . . .**
KOIN consistently maintains the largest production staff in the Pacific Northwest. Popular local personalities and programs—plus complete, authoritative, news coverage, play an important role in maintaining audience preference. Showmanship endorsed by national VARIETY award.



ART KIRKHAM

In addition to Public Relations work he is the Pacific Northwest's favorite sports announcer and broadcasts two very popular daily participating features on KOIN.



KOIN
THE JOURNAL
PORTLAND, ORE.

National Representatives . . .
FREE and PETERS
World Broadcasting System

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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PENNSYLVANIA—(Continued)

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PHILADELPHIA	KYW	1020	10,000	Westinghouse Elec. & Mfg. Co. Inc. 1619 Walnut St. Locust 3760	NBC-Red	Westinghouse—NBC Leslie W. Joy Griffith B. Thompson	James P. Begley Lambert B. Beeuwkes Ernest H. Gager	NBC
	WCAU	1170	50,000	WCAU Broadcasting Co. 1622 Chestnut St. Locust 7700	CBS	Dr. Leon Levy Dr. Leon Levy Robert A. Street	Stan Lee Broza Robert Latham John G. Lietch	Virgil Reiter (Chicago) Bertha Bannen (Boston) Ed. Townsend (San Francisco)
	WDAS	1370	250	WDAS Broadcasting Station Inc. 1211 Chestnut St. Locust 7400	Alexander W. Dannenbaum Patrick J. Stanton A. W. Dannenbaum Jr.	Harold Davis Jerry Stone Frank Unterberger
	WFIL	660	1,000	WFIL Broadcasting Co. Widener Bldg. Rittenhouse 6900	NBC-Blue MBS Quaker	Samuel R. Rosenbaum Roger W. Clipp John Earle Surrick	James Allen Joseph T. Connolly Arnold Nygren	Petry
	WHAT	1310 ST-WTEL	100	Independence Bstg. Co. Inc. Ledger Bldg. Lombard 2390	John B. Knox Milton Laughlin	Samuel Serota
	WIP	610	1,000 CP-5,000	Pennsylvania Broadcasting Co. 35 S. Ninth St. Walnut 6800	MBS Intercity	Benedict Gimbel Jr. Benedict Gimbel Jr. Edward A. Davies	Murray Arnold Murray Arnold Clifford C. Harris	Radio Advertising
	WPEN	920	1,000	Wm. Penn Broadcasting Co. 2128 Walnut St. Rittenhouse 4140	American	Arde Bulova Arthur Simon Arthur Simon	Thomas B. Smith Arthur Simon Charles W. Burtis
	WTEL	1310 ST-WHAT	100	Foulkrod Radio Engineering Co. 4312 N. Broad St. Gladstone 1310	E. Douglass Hibbs Henry N. Cocker Henry N. Cocker	E. Douglass Hibbs Lester M. Biederman
	WIBG (Glenside)	970	100-D	Seaboard Radio Bstg. Co. 3 S. Easton Rd., Glenside Ogontz 3100	Paul F. Harron Edward T. Clery Edward T. Clery	Douglas Arthur John H. Henninger
	PITTSBURGH	KDKA	980	60,000	Westinghouse Elec. & Mfg. Co. Inc. Grant Bldg. Grant 4200	NBC-Blue	Westinghouse—NBC S. D. Gregory W. E. Jackson	Derby Sproul W. B. McGill Lynden Morrow J. E. Baudino
KQV		1380	1,000	KQV Broadcasting Co. Chamber of Commerce Bldg. Grant 4860	MBS	H. J. Brennen John J. Laux Robert M. Thompson Sr.	Joe Villella Joe Villella Walter McCoy	Ferguson & Walker Rambeau
WCAE		1220	5,000-LS 1,000-N CP-5,000-U	WCAE Inc. Wm. Penn Hotel Atlantic 6900	NBC-Red MBS	Hearst Radio Leonard Kapner Lester Lindow	Clifton Daniel James F. Murray James Schultz	International
WJAS		1290	5,000-LS 1,000-N	Pittsburgh Radio Supply House Chamber of Commerce Bldg. Grant 4860	CBS	H. J. Brennen John C. Drummond Robert M. Thompson	James H. Hughes Walter McCoy	Ferguson & Walker Rambeau
WWSW		1500	250	Walker & Downing Radio Corp. Hotel Keystone Grant 5200	MBS Quaker	Paul Bloek Frank R. Smith Jr. Frank R. Smith Jr.	Walter E. Siekles H. B. Trautman Ancil A. Lewis	Cox & Tanz
READING		WEEU	830	1,000-D	Berks Broadcasting Co. 533 Penn St. 7335	NBC-Red	Clifford M. Chafey Clifford M. Chafey William A. Ripple	Paul J. Breedy H. O. Landis
	WRAW	1310	100	Reading Broadcasting Co. 533 Penn St. 7335	NBC-Red Quaker	Clifford M. Chafey Raymond A. Gaul Robert G. Magee	Paul J. Breedy Harold O. Landis	Hollingbery
SCRANTON	WGBI	880 ST-WQAN	1,000-LS 600-N	Scranton Broadcasters Inc. 1000 Wyoming Ave. 6296	CBS Quaker	Frank Megargee R. E. McDowell George D. Coleman	Frank M. Monaghan George D. Coleman K. R. Cooke	Blair
	*WQAN	880 ST-WGBI	1,000-LS 600-N	Scranton Times 149 Penn Ave. 5151	E. J. Lynnet
SHARON	WPIC	780	250-D	Sharon Broadcasting Co. Pine Hollow Boulevard 154	John Fahline Jr. John Fahline Jr. J. T. Van Sweringen	Paul Gamble John C. MacDonald A. Clyde Heck	De Lisser-Boyd
SUNBURY	WKOK	1210	100	Sunbury Broadcasting Corp. 1150 N. Front St. 1326	Quaker	Harry H. Haddon Melvin Lahr Melvin Lahr	Paul Miller Homer Smith Clifford Kerstetter
UNIONTOWN	WMBS	1420	250	Fayette Broadcasting Corp. Fayette Title & Trust Bldg. 800	Joseph C. Burwell Joseph C. Burwell M. E. Slagel	Sullivan Sages M. E. Slagel Kenneth Meredith
WILKES-BARRE	WBAX	1210	100	John H. Stenger Jr. 141 S. Main St. 3-0196	MBS	John H. Stenger Jr. Dale Robertson Harry Thomas	Kenneth Beghold John Garfield John H. Stenger Jr.	Weed
	WBRE	1310	250	Louis G. Baltimore 62 S. Franklin St. 3-3101	NBC Quaker	Louis G. Baltimore Louis G. Baltimore Sam R. Baltimore	Louis Savitt Charles Sakoski
WILLIAMSPORT	WRAK	1370	260	WRAK Inc. 244 W. Fourth St. 2-6116	Quaker	E. M. Case George E. Joy Thomas W. Metzger	Oscar M. Linn J. Wright Mackey Louis N. Persio	McKinney
YORK	WORK	1320	1,000	York Broadcasting Co. 13 S. Beaver St. 6629	NBC Intercity Quaker	Clair R. McCollough J. Robert Gulick J. Robert Gulick	Harold Miller Karl Hammels J. E. Matbiot	Raymer

RHODE ISLAND

PROVIDENCE	WEAN	780	5,000-LS 1,000-N	Yankee Network Inc. Crown Hotel Dexter 1500	NBC-Blue MBS Yankee Colonial	John Shepard 3rd Malcom P. Parker Richard F. Voynow	Malcom T. Parker Frank P. Foster II F. Carleton McVarish Harry H. Tilley	Petry
	WJAR	890	5,000-LS 1,000-N	Outlet Co. Weybosset St. Gaspee 1071	NBC-Red	Mortimer L. Burbank John J. Boyle John J. Boyle Thomas C. J. Prior	Weed
	WPRO	630	5,000-LS 1,000-N CP-5,000-U	Cherry & Webb Bstg. Co. 15 Chestnut St. Plantation 9776	CBS Intercity	William S. Cherry Jr. Stephen P. Willis William T. Busb	H. William Koster Albert C. Rider Howard W. Thornley	Raymer

"No Station for a Year-Book"

COMING SOON
5000
WATTS
NIGHT

PROVIDENCE, DEC. 18, 1939 – Things are happening too fast to ever catch a Year-Book reader. WPRO has just been granted 5000-watts night. Another "first" for WPRO, as no radio station has ever perked as powerfully as that at night in Rhode Island.

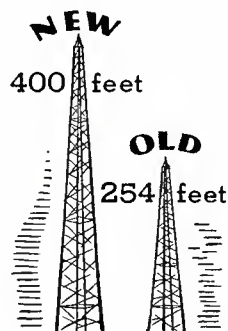
That grant comes on the heels of the completion of the brand new transmitter building with a 5000-watt transmitter installed. It's all tested – and in a week or ten days goes into regular service, 5000

A pair of new towers, too – former towers, 254 feet high.

5000
~~1000~~ WATTS

watts day, 1000 watts night.

400 feet high, compared to our They're way out in salt-water



marsh land, setting on a nest of 20 miles of copper wire. The most socko radio ground system any man can have.

THE POINT IS: this is all brand new. As soon as possible, we'll have coverage maps, and what a story for radio in Southern New England. When you're reading this sometime in 1940, check with us for the latest facts on WPRO.

WPRO

BASIC CBS – 630 Kilocycles

Cherry and Webb Broadcasting Co.

REPRESENTATIVE: Paul H. Raymer Co., New York
Chicago • Detroit • San Francisco • Los Angeles

PROVIDENCE, R. I.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 15, 1940)

SOUTH CAROLINA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ANDERSON.....	WAIM	1200	100	Radio Station WAIM 112 E. Market St. 800	CBS	Wilton E. Hall W. Ennis Bray W. Ennis Bray	James Albert Bulliet G. Paul Browne Wendell C. Roberts	Sears & Ayer
CHARLESTON.....	WCSC	1360	1,000-LS 500-N	So. Carolina Bcstg. Co. Inc. Francis Marion Hotel 7611	CBS	John M. Rivers John M. Rivers Roland Weeks	Charles McMahon J. B. Fuqua	Free & Peters
	WTMA	1210	250	Atlantic Coast Bcstg. Co. 134 Meeting St. 5522	NBC	Evening Post Publishing Co. William D. Workman Jr. Edward C. Powers	C. Wylie Calder Douglass M. Bradham	Hollingbery
COLUMBIA.....	WCOS	1370	250	Carolina Advertising Corp. 1202 Main St. 2-5601	A. B. Langley Hugh A. Deadwyler J. W. McIver	Sterling W. Wright David H. Graham Charles A. Thoman	Ferguson & Walker
	WIS	560	5,000-LS 1,000-N	Station WIS Inc. 1811 Main St. 2-2135	NBC	G. Richard Shafto G. Richard Shafto J. D. Saumenig	Floyd D. Rogers Jr. Harry W. Findley Scott Helt	Free & Peters
FLORENCE.....	WOLS	1200	250	O. Lee Stone Sanborn Hotel 48	NBC	O. Lee Stone O. Lee Stone Willard I. Miller	R. O. Dorsey Willard I. Miller Robert W. Wallace
GREENVILLE.....	WFBC	1300	5,000-LS 1,000-N CP-5,000-U	Greenville News-Piedmont Co. Hotel Greenville 363	NBC	R. C. Peace B. T. Whitmire W. S. Lindsay	Charles Batson P. W. Cook W. C. Etheredge	Bryant-Griffith
SPARTANBURG.....	WORD (Construction permit)	1370	250-LS 100-N	Spartanburg Advertising Co. Spartanburg	C. O. Herron
	WSPA	920	1,000-D	Voice of South Carolina Radio-Press Bldg. 2900	Virgil V. Evans Virgil V. Evans J. I. Brownlee George Tate
SUMTER.....	WFIG (Construction permit)	1310	250-LS 100-N	J. Samuel Brody Sumter	J. Samuel Brody

SOUTH DAKOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ABERDEEN.....	KABR	1390	1,000-LS 500-N	Aberdeen Broadcast Co. 117 1/2 S. Main St. 4626	H. C. Jewitt Jr. A. A. Fahy A. A. Fahy	E. L. Weeks A. A. Fahy Delbert T. Hunt	Weed
BROOKINGS.....	*KFDY	780-SH	1,000-D	South Dakota State College College Station 702K	South Dakota State College Jack Towers	Jack Towers William H. Gamble
PIERRE.....	KGFX	630-SH	200-D	Dana McNeil Estate 203 W. Summit St. 2251	Ida A. McNeil Ida A. McNeil Ida A. McNeil	Ida A. McNeil Ida A. McNeil Robert H. Dye
RAPID CITY.....	KOBH	1370	250	Black Hills Broadcast Co. Alex Johnson Hotel 2000	Carl A. Quarnberg Robert J. Dean George E. Bruntlett	Abner H. George Al Arnold M. J. Jones	Cox & Tanz
	*WCAT	1200-SH	100-D	South Dakota School of Mines E. St. Joe St. 1600	J. P. Connolly C. M. Rowe	George Glover E. E. Clark
SIOUX FALLS.....	KELO	1200	250	Sioux Falls Broadcast Assn. Inc. 317 S. Phillips Ave. 757	NBC	Joseph Henkin Joseph Henkin George R. Hahn	Morton Henkin S. Fantle Jr. Max Staley	Wilson
	KSOO	1110 L-WRVA	5,000	Sioux Falls Broadcast Assn. Inc. 317 S. Phillips Ave. 757	NBC	Joseph Henkin Joseph Henkin George R. Hahn	Morton Henkin S. Fantle Jr. Max Staley	Wilson
VERMILLION.....	*KUSD	890 ST-KFNF	500	University of South Dakota Campus 209-J	U. of South Dakota R. E. Rawlins	R. E. Rawlins W. H. Jordan
WATERTOWN.....	KWAT (Construction permit)	1210	250	Midland Life Insurance Co. Watertown	J. J. Bell
YANKTON.....	WNAX	570	5,000-LS 1,000-N	WNAX Broadcasting Co. 2nd & Capitol Sts. 443	CBS Cowles	Gardner Cowles Jr. Robert R. Tincher Phil Hoffman	Arthur J. Smith C. E. La Grave Clifton Todd	Katz

TOPS IN SOUTH CAROLINA!

5000 WATTS DAY
N B C Affiliate

WFBC

~~1000~~ ⁵⁰⁰⁰ WATTS NIGHT
Studios Hotel Greenville

NEWS-PIEDMONT COMPANY
GREENVILLE, S. C.

Memo

The FCC has granted WFBC 5000 watts night power, making it South Carolina's most powerful station serving South Carolina's No. 1 market.

There are 300,000 persons within 25 miles of WFBC's transmitter. Over 72 per cent are white and they spend sixty million dollars annually with their retail merchants.

And to network advertisers WFBC offers WISE Asheville, N. C. as a bonus station without additional cost.

And Most Powerful
S O U T H C A R O L I N A ' S L E A D I N G R A D I O S T A T I O N

BROADCASTING • Broadcast Advertising

National Representatives
BRYANT, GRIFFITH & BRUNSON
New York • Chicago • Detroit
Boston • Charlotte • Atlanta
1940 Yearbook Number • Page 153

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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TENNESSEE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representative
BRISTOL	WOPI	1500	250	Radiophone Bestg. Station WOPI 410 State St.	W. A. Wilson W. A. Wilson Walter Pritchard	Fey Rogers Walter Pritchard R. H. Smith	Burn-Smith
CHATTANOOGA	WAPO	1420 CP-1120	250 CP-1,000-LS CP-500-N	W. A. Patterson Read House 6-6142	NBC	W. A. Patterson R. G. Patterson R. G. Patterson	T. K. Nobles Helen Patterson M. E. Thompson
	WDOD	1280	5,000-LS 1,000-N	WDOD Broadcasting Corp. Hotel Patten 6-5117	CBS	Norman A. Thomas Norman A. Thomas Carter M. Parham	Dorothy W. McCurdy Carter M. Parham Julius Vessels	Raymer
COOKEVILLE	WHUB	1370	250	M. L. Medley Cookeville 200	M. L. Medley Jim Turner Charles R. Duke
JACKSON	WTJS	1310	250	Sun Publishing Co. Sun Bldg. 1106	MBS	C. E. Pigford Albert A. Stone A. B. Robinson	Leslie Brooks Bill Winslet Carey B. Brummell	Branham
JOHNSON CITY	WJHL	1200	250	WJHL Inc. Johnson City	W. H. Lancaster
KNOXVILLE	WNOX	1010	5,000-LS 1,000-N	Scripps-Howard Radio Inc. 110 So. Gay St. 3-3171	CBS	Jack R. Howard R. B. Westergaard R. B. Westergaard	Lowell Blanchard C. B. Davis J. B. Epperson	Branham
	WROL	1310	250	Stuart Broadcasting Corp. 524 S. Gay St. 2-7112	NBC	S. E. Adcock C. H. Frazier	John Reese Joe H. Wofford	Blair
MEMPHIS	WHBQ	1370	100	WHBQ Inc. Hotel Claridge 8-6868	Thomas Thompson H. B. & S. D. Wooten Jr. E. A. Alburty Eugene Pournelle	E. H. McMurray M. V. Kannon W. M. Roy
	WMC	780	5,000-LS 1,000-N	Memphis Commercial Appeal Co. Hotel Gayoso 8-7464	NBC-Red Tri-State	John H. Sorrells H. W. Slavick J. C. Eggleston	John Cleghorn William Fielding Clyde Baker	Branham
	WMPS	1430	1,000-LS 500-N	Memphis Broadcasting Co. 62 N. Main St. 5-2721	NBC-Blue MBS Southern	Jack R. Howard James C. Hanrahan James C. Hanrahan	Lawrence Trexler W. J. Towner J. B. Epperson
	WREC	600	5,000-LS 1,000-N	WREC Broadcasting Service Hotel Peabody 5-1313	CBS	Hoyt B. Wooten Hoyt B. Wooten Hollis Wooten	Roy Wooten H. Sturgis S. D. Wooten	Katz
NASHVILLE	WLAC	1470	5,000	WLAC Broadcasting Service Third National Bank Bldg. 6-0160	CBS	J. T. Ward F. C. Sowell Jr. F. C. Sowell Jr.	S. O. Ward F. C. Sowell Jr. F. D. Binns	Raymer
	WSIX	1210	250	WSIX Inc. National Trust Bldg. 5-5431	MBS Southern	Jack M. Draughon Jack M. Draughon Gene Tanner Gene Tanner Bascom E. Porter	Headley-Reed
	WSM	650	50,000	National Life & Acc. Ins. Co. 301 Seventh Ave., N. 6-7181	NBC	Edwin W. Craig Harry Stone Winston Dustin	Jack Stapp Albert E. Gibson J. H. DeWitt Jr.	Petry

TEXAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representative
ABILENE	KRBC	1420	250	Reporter Broadcasting Co. Hilton Hotel 6255	MBS TSN	M. Bernard Hanks Howard Barrett Poole Robertson	A. D. Whisenant Poole Robertson W. W. Robertson Jr.
AMARILLO	KFDA	1500	250	Amarillo Broadcasting Corp. Nunn Bldg. 5343	MBS Lone Star	Gilmore N. Nunn Earl R. Strandberg Earl R. Strandberg	Bill Kilmer David Clark Ralph E. Cannon	Perry
	KGNC	1410	2,500-LS 1,000-N	Plains Radio Broadcasting Co. 8th & Harrison Sts. 4242	NBC-Red Lone Star	O. L. Taylor John Ballard John Ballard	Charles Belfi James Stanberry W. S. Bledsoe	Wilson
AUSTIN	KNOW	1500	250	Frontier Broadcasting Co. Norwood Bldg. 2-6213	MBS TSN	H. M. Fentress James W. Pate Fa. l Forcheimer	Pat Adelman J. Mabel Clark Tom E. Daniels
	KTBC	1120 SH-WTAW	1,000-D	State Capitol Bestg. Assn. Inc. 119A W. Eighth St. 8-4661	R. P. Anderson J. Bert Mitchell Jr. J. Bert Mitchell Jr. Harry Slife
BEAUMONT	KFDM	560	1,000	Beaumont Broadcasting Corp. Edson Hotel 3882	NBC-Blue MBS	C. W. Snider Darrold Kahn C. B. Locke C. B. Locke	Lon Finger Glenn Hewitt Leonard Saye	Blair
	KRIC	1420	250	KRIC Inc. 130 Wall St. 4200	Beaumont Enterprise Bert Horswell Ewing Graham	Franklin Whitehead Don Mitchell	Headley-Reed
BIG SPRING	KBST	1500	100	Big Spring Herald Bestg. Co. Inc. Crawford Hotel 1500	MBS TSN	Joe Galbraith Howard Barrett Jack Wallace Jack Wallace J. B. Casey
BRADY	KNEI	1500	250-LS 100-N	G. L. Burns Brady 1077	G. L. Burns G. L. Burns Clinton Newlin	John Sloane Clinton Newlin Marion Crawford	Cox & Tanz
BROWNSVILLE	KGFI	1500	250-LS 100-N	Eagle Broadcasting Co. Inc. 2701 San Benito St. 1044	E. E. Wilson Lawrence D. Yates James R. Moore	Wilmar Simpson Wiley Poston Willis Wilson	Cox & Tanz

THE FACT-FINDERS

Here are 14 points about the Mid-South's most popular and efficient radio station, WMC. They all add up to one conclusion: WMC is the station for results in Memphis and the Mid-South.

A
fantasy
based on
FACTS

- 1 5,000 WATTS DAY
1,000 WATTS NIGHT
- 2 NBC RED NETWORK
- 3 MID-SOUTH SPENDABLE INCOME \$ 693,524,000
- 4 780 KILO-CYCLES (DIAL CENTER)
- 5 MID-SOUTH RADIO HOMES 399,540
- 6 MID-SOUTH WHOLESALE SALES \$ 1,072,744,870
- 7 MID-SOUTH RETAIL SALES \$ 554,084,000
- 8 611 FOOT HALF WAVE VERTICAL ANTENNA
- 9 MID-SOUTH POPULATION 2,730,703
- 10 LEADS MID-SOUTH IN LOCAL, NATIONAL AND NETWORK RADIO BUSINESS
- 11 OWNED AND OPERATED BY THE COMMERCIAL APPEAL - SOUTH'S GREATEST NEWSPAPER
- 12 COMPLETE TRANSCRIPTION FACILITIES
- 13 3 SHORT-WAVE SUPPLEMENTARY STATIONS
- 14 NATIONAL REPRESENTATIVE THE BRANHAM COMPANY

WMC

MEMPHIS · TENN.

THE MID-SOUTH'S DOMINANT RADIO STATION.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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TEXAS—(Continued)

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COLLEGE STATION.	*WTAW	1120 SH-KTBC	500-D	Agricultural & Mech. College of Tex. P. O. Box 34 4-6724	T. O. Walter F. C. Bolton	John O. Rosser H. C. Dillingham
CORPUS CHRISTI...	KRIS	1330	500	Gulf Coast Broadcasting Co. Medical & Professional Bldg. 475	NBC MBS Lone Star	M. Tilford Jones T. Frank Smith	Charles Nethery H. B. Lockhart	Branham
CORSICANA.....	KAND	1310	100	Navarro Broadcasting Assn. Corsicana 30	MBS	J. C. West
DALLAS.....	KRLD	1040 ST-KTHS	50,000	KRLD Radio Corp. Adolphus Hotel 2-6811	CBS	Tom C. Gooch John W. Runyon Clyde W. Rembert	Ruth Clem Jim Crocker Roy M. Flynn	Branham
	WFAA	800	50,000	A. H. Belo Corp. Baker Hotel 7-9631	NBC TQN	G. B. Dealey Martin B. Campbell Alex Keese	Ralph W. Nimmons Irvin Gross {Raymond Collins Paul Barnes	Petry
	WRR	1280	500	City of Dallas Municipal Radio Bldg. 3-6101	MBS TSN	City of Dallas Charles B. Jordan Dale Drake	Pete Teddlie Dale Drake Durward J. Tucker
DENTON.....	KDNT	1420	100	Harwell V. Shepard Jackson Bldg. 276	Harwell V. Shepard Harwell V. Shepard Harwell V. Shepard Bill Honeycutt
DUBLIN.....	KFPL	1310	250-LS 100-N	C. C. Baxter 205 Grafton St. 183	C. C. Baxter M. D. Gallagher J. D. Gallagher	Mickey Murphy A. M. O'Donnell Clarence B. Williams
EL PASO.....	KROD	1500 (Construction permit)	100	Dorrance D. Roderick El Paso Times	Dorrance D. Roderick
	KTSM	1310 CP-1350	250 CP-500	Tri-State Broadcasting Co. Inc. P. O. Box 1976 Main 46	NBC	Mrs. Frances W. Bredberg Karl O. Wyler Willard O. Kline	Roy T. Chapman Eric Monro E. L. Gemoets	Hollingbery
FORT WORTH.....	KFJZ	1240	1,000	Tarrant Broadcasting Co. Hotel Texas 3-3474	MBS TSN	Elliott Roosevelt Gene L. Cagle Charles B. Meade	L. Roy Duffy James Beck Ed. L. Starnes	TSN
	KGKO	570	5,000-LS 1,000-N	KGKO Broadcasting Co. Medical Arts Bldg. 3-1234	NBC-Blue Lone Star	Amon G. Carter {Harold V. Hough George Cranston Jack Keaster	Ed Lally Elbert Haling R. C. Stinson	Free & Peters
	WBAP	800 ST-WFAA	50,000	Carter Publications Inc. Blackstone Hotel 2-4468	NBC TQN	Amon G. Carter {Harold V. Hough H. C. Southard H. C. Southard	David Byrn Jr. William Jolesch R. C. Stinson	Petry
GALVESTON.....	KLUF	1370	250	KLUF Broadcasting Co. Inc. 6002 Broadway 6766	MBS	Geo. Roy Clough Geo. Roy Clough
HOUSTON.....	KPRC	920	5,000-LS 1,000-N	Houston Printing Corp. Lamar Hotel Fairfax 7101	NBC TQN	W. P. Hobby Kern Tips Kern Tips	Jack McGrew H. T. Wheeler	Petry
	KTRH	1290	5,000-LS 1,000-N	KTRH Broadcasting Corp. Rice Hotel Preston 4361	CBS	George W. Cottingham B. F. Orr Ray E. Bright	Harry V. Grier Thomas L. Hiner	Blair
	KXYZ	1440	1,000	Harris County Broadcast Co. Gulf Bldg. Capitol 6151	NBC-Blue MBS Lone Star	M. Tilford Jones T. Frank Smith T. Frank Smith	Charles Nethery Gerald R. Chinski	Branham
HUNTSVILLE.....	KSAM	1500	250-D	Sam Houston Bestg. Assn. 1021 12th St. 666	H. G. Webster V. A. Coker V. A. Coker	D. T. Phillips Jack Whitley
KILGORE.....	KOCA	1210	250	Oil Capitol Bestg. Ass'n. 120½ E. North St. 616	Roy G. Terry B. V. Hammond B. V. Hammond	Orvin Franklin Orvin Franklin Karem Soule
LAREDO.....	KPAB	1500	250	Mervel M. Valentine 300 Loring Ave. 1490	Mervel M. Valentine Mervel M. Valentine Robert W. Bennett Fred Hammond	Forjoe Stewart
LONGVIEW.....	KFRO	1370 CP-1340	250-D CP-1,000-U	Voice of Longview Glover-Crim Bldg. 411	MBS	James R. Curtis James R. Curtis James R. Curtis	Forjoe Bidick
LUBBOCK.....	KFYO	1310	250-LS 100-N	Plains Radio Bestg. Co. Inc. 914 Avenue J 1700	MBS	O. L. Taylor DeWitt Landis DeWitt Landis	R. B. McAllister Bruce Collier W. H. Torrey	Wilson
LUFKIN.....	KRBA	1310	250-D	Red Lands Broadcasting Assn. 108½ S. First St. 272	Ben T. Wilson Darrell E. Yates Victor Bracht	Bob Thornton Richman Lewin Earle Pettey	Cox & Tanz
MIDLAND.....	KRLH	1420	100	Clarence Scharbauer 117 S. Loraine 1070	TSN	Clarence Scharbauer W. H. McCumber W. H. McCumber	C. A. Roark Gladys Foster Robert Harmon
PALESTINE.....	KNET	1420	100-D	Palestine Broadcasting Ass'n. John & Crawford Sts. 411	Dr. Boner Frizzell John Sullivan John Sullivan	W. D. Martin Jr. W. S. Hall	Cox & Tanz
PAMPA.....	KPDN	1310	100	R. C. Holles 212½ N. Ballard 1100	R. C. Holles H. E. Kreiger Dale Robinson	Ray Monday H. E. Kreiger

HIGH IN THE TEXAS SKY!

TAYLOR-HOWE- SNOWDEN GROUP

KGNC, KTSA, KFYO and KRGV, the stations which comprise this group, have all hit new highs the past year. Highs in national and local advertising volume . . . in merchandising service . . . in showmanship . . . in community service . . . in coverage!

Advertisers who have used these stations to sell the vast Texas market have hit new highs, too. If you have an advertising job to do down in the Lone Star State, you can do it best by using these four stations, which together dominate 35% of Texas radio homes!

KGNC

AMARILLO

KTSA

SAN ANTONIO

KFYO

LUBBOCK

KRGV

WESLACO

HOWARD H. WILSON COMPANY, REPRESENTATIVE

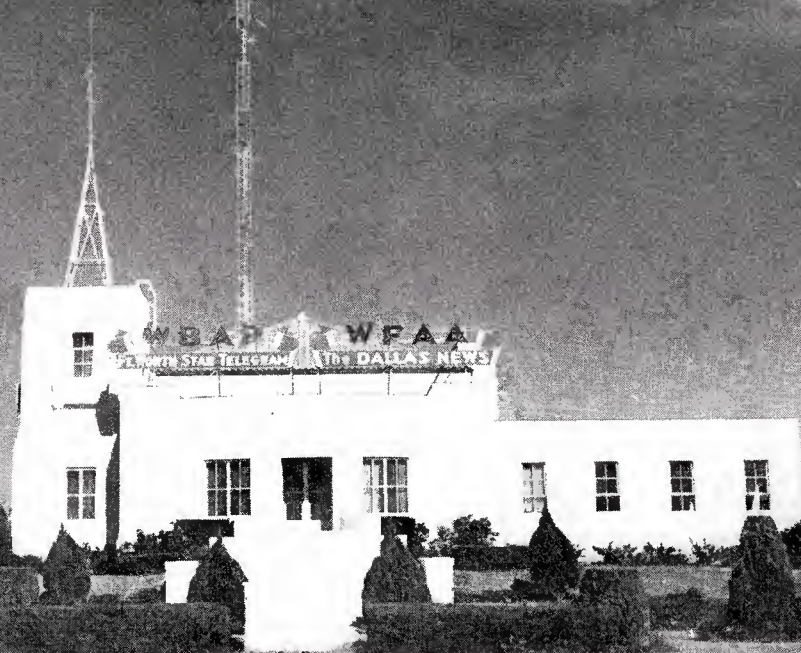
New York

Chicago

Kansas City

San Francisco

WFAA--WBAP HAS THE LARGEST
50,000 WATT PRIMARY COVERAGE IN THE U. S.
... ORIGINATING IN THE PROSPEROUS
DALLAS-FORT WORTH MARKET



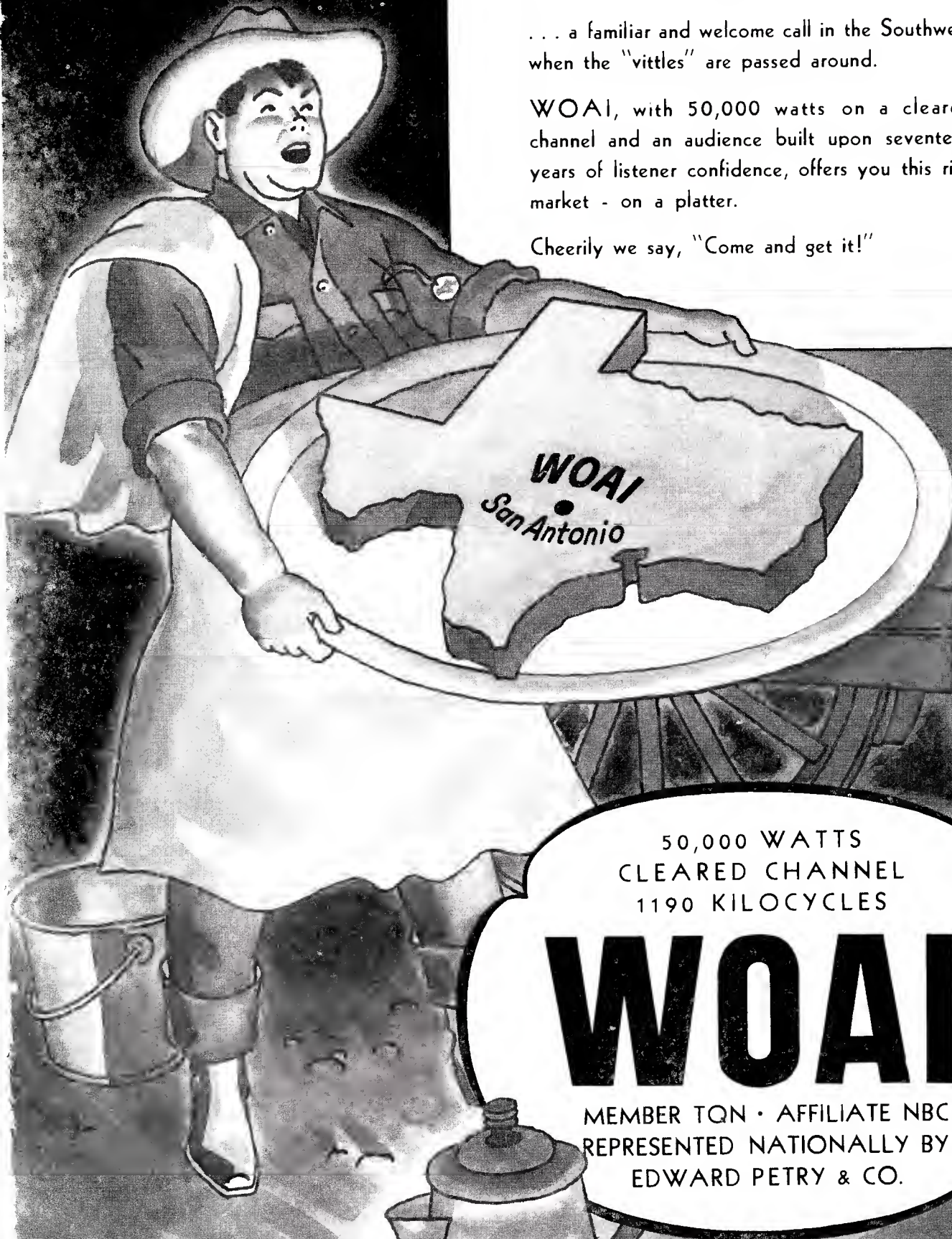
Represented Nationally by Edward Petry and Co., Inc.

"Come and get it"

... a familiar and welcome call in the Southwest when the "vittles" are passed around.

WOAI, with 50,000 watts on a cleared channel and an audience built upon seventeen years of listener confidence, offers you this rich market - on a platter.

Cheerily we say, "Come and get it!"



50,000 WATTS
CLEARED CHANNEL
1190 KILOCYCLES

WOAI

MEMBER TQN • AFFILIATE NBC
REPRESENTED NATIONALLY BY
EDWARD PETRY & CO.

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TEXAS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
PARIS	KPLT	1500	250	North Texas Broadcasting Co. Gibraltar Hotel 1124	MBS TSN	A. G. Pat Mayse Frank O. Myers Frank O. Myers	Byron Buckeridge Weldon Jeffus	
PECOS	KIUN	1370	100	J. W. Hawkins & B. H. Huhbs KIUN Bldg. 21		{ Jack Hawkins Barney Huhbs Jack Hawkins Carl R. Watts	Bill Sharpe Carl R. Watts Grady Cotten	
PLAINVIEW	KWBD	1200 (Construction permit; starts about March 1)	100-D	W. B. Dennis Plainview		W. B. Dennis C. S. Gooch		
PORT ARTHUR	KPAC	1260 CP-1220	500-D CP-500-U	Port Arthur College 1500 Procter St. 7458		Carl Vaughn	Majorie Vickers Majorie Vickers Joe Walters	
SAN ANGELO	KGKL	1370	250	KGKL Inc. St. Angelus Hotel 6715	MBS TSN	Henry Ragsdale Fred E. Humphrey Lonnie Preston	Lynn Bigler Frank M. Jones	McGilvra
SAN ANTONIO	KABC	1420	250	Alamo Broadcasting Co. Inc. Milam Bldg. Garfield 4241	MBS TSN	R. E. Willson Bert Mitchell Bert Mitchell	Dave Young Jerry Fisher Kenneth Hyman Jr.	TSN
	KMAC	1370 ST-KONO	250	Walmac Co. Smith Young Tower Cathedral 6211		{ W. W. McAllister Howard W. Davis Howard W. Davis Howard W. Davis	A. S. Bessan Richard R. Hayes	Burn-Smith
	KONO	1370 ST-KMAC	250	Mission Broadcasting Co. 317 Arden Grove Fannin 5171		Eugene J. Roth Eugene J. Roth James M. Brown	Bill A. Laurie George W. Ing	
	KTSA	550	5,000-LS 1,000-N	Sunshine Broadcasting Co. Gunter Hotel Garfield 1251	CBS Lone Star	O. L. Taylor George W. Johnson Charles Balthrope	W. C. Bryan Charles Balthrope W. G. Egerton	Wilson
	WOAI	1190	50,000	Southland Industries Inc. WOAI Bldg. Garfield 4221	NBC-Red TQN	G. A. C. Half Hugh A. L. Half	Dwight Bourn Walter S. Zahrt Fred Sterling	Petry
SHERMAN	KRRV	1310 CP-880	250-D CP-1,000-U	Red River Valley Bestg. Corp. 1910 S. Crockett St. 201	MBS TSN	G. H. Wilcox L. L. Hendrick Emory Reece	Gordon Rainey Maurice Wray T. E. Spellman	
SWEETWATER	KXOX	1210	250-D	Sweetwater Radio Inc. Radio Bldg. 2341		George & Russell Bennitt Russell Bennitt J. Allen Brown	Russell Bennitt J. Allen Brown George W. Dotson	
TEMPLE	KTEM	1370	250	Bell Broadcasting Co. Kyle Hotel 4646	MBS TSN	Ruth Mayhorn Frank W. Mayhorn Burton Bishop	Edwin Callaway Burten Bishop Paul Shaw	
TEXARKANA	KCMC	1420	250	KCMC Inc. 317 Pine St. 958	MBS TSN Arkansas	Henry Humphrey Cliff Tatom John E. Marsh	Thomas Dillahunt Foster W. Fort W. H. Robertson	
TYLER	KGKB	1500	250	East Texas Broadcasting Co. 115 S. College 1106	MBS	Dr. James G. Ulmer M. E. Danhom M. E. Danhom	Jack Kretsinger Tom Shugart John B. Sheppard	
VERNON	KVWC	1500	250	Northwestern Bestg. Co. 1813 Wilbarger St. 1048	MBS TSN	R. H. Nichols Herman Cecil W. J. Dickerson	Herman Cecil W. J. Dickerson W. A. Fowler	
VICTORIA	KVIC	1310	250-LS 100-N	Radio Enterprises Inc. P. O. Box 725 989		Charles C. Shea Charles C. Shea Charles C. Shea	Paul Wolf	
WACO	WACO	1420	250	Frontier Broadcasting Co. Amicable Life Bldg. 2700	MBS TSN	H. M. Fentress James W. Pate R. E. Lee Glasgow	Bernard Helton E. M. Clayton Leon H. Appleman	
WESLACO	KRGV	1260	1,000	KRGV Inc. 201 Border St. 376	NBC MBS Lone Star	O. L. Taylor Ken Lowell Sibson Ken Lowell Sibson	Dick Watkins Guy W. Bradford Neal McNaughten	Wilson
WICHITA FALLS	KWFT	620	1,000-LS 250-N	Wichita Broadcasting Co. Hamilton Bldg. 3135	CBS MBS	Joe B. Carrigan W. P. Hood Charles Clough	Edward Evans Harold Kimmell John H. Adams	Raymer

UTAH

CEDAR CITY	KSUB	1310	100	Leland M. Perry El Escalante Hotel 398		Leland M. Perry Leland M. Perry		Cox & Tanz
LOGAN	KVNU	1200	250	Cache Valley Broadcasting Co. 41 S. Main St. 1400		S. L. Billings Reed Bullen Jack Luther	Howard Martineau Clarence Layne	
OGDEN	KLO	1400	5,000	Interstate Broadcasting Corp. Hotel Ben Lomond 84	NBC-Blue	A. L. Glasmann Paul R. Heitmeyer Merrill J. Bunnell	Ethel G. Clark Edward McCallum W. D'Orr Cozens	Bryant-Griffith
PRICE	KEUB	1420	100	Eastern Utah Broadcasting Co. Price 200		Jack Richards Jack Richards Jack Richards	Jack Richards Owen J. Ford	
PROVO	KOVO	1210	250	Clifton A. Tolhoe 108 W. Center St. 1680		Clifton A. Tolhoe Arch L. Madsen Arch L. Madsen	A. C. Priddy Evelyn Hansen Howard Johnson	
SALT LAKE CITY	KDYL	1290	5,000-LS 1,000-N	Intermountain Broadcasting Corp. Tribune-Telegram Bldg. Wasatch 7180	NBC-Red	S. S. Fox S. S. Fox W. E. Wagstaff	Myron Fox W. E. Wagstaff John M. Baldwin	Blair

SHOWMANSHIP

For Listeners
for Results

... for Listeners
for Results!

Alert showmanship... creative showmanship—that's the KDYL way of winning and holding audiences. It works! KDYL carries more local advertisers than any other Salt Lake City station, although its local rate is no lower. Local advertisers know that KDYL's showmanship brings results. It will bring results for you.

5,000 WATTS
daytime
1,000 WATTS
night

1000 WATTS

THE popular STATION

KDYL

SALT LAKE CITY

Representative:

JOHN BLAIR & CO.
JOHN BLAIR + CO.

NBC
RED
NETWORK

NBC
RED
NETWORK

VICTORY KDYL
Spelling Bee

Buried Alive!
but never a dull moment
the listener's
popular station
KDYL

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DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 15, 1940)

UTAH—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representative
SALT LAKE CITY . . . (Continued)	KSL	1130	50,000	Radio Service Corp. of Utah Union Pacific Bldg. Wasatch 3900	CBS	J. Rueben Clark Jr. Earl J. Glade Ivor Sharp Dan H. Vincent	Glenn Shaw Thomas Axelsen Willice E. Groves Eugene G. Pack	Petry
	KUTA	1500	250	Utah Broadcasting Co. Belverde Apt. Hotel Wasatch 1730	NBC-Blue	Frank C. Carman Frank C. Carman William B. Sears	Robert Hanson Hubert Bisping Lyle Walquist	McGillvra

VERMONT

BURLINGTON	WCAX	1200	250	Burlington Daily News Inc. 203 College St. 4880		Charles P. Hasbrook H. B. Wight N. C. Goettler	H. B. Wight N. C. Goettler James T. Tierney	
RUTLAND	WSYB	1500	250	Philip Weiss Music Co. 80 West St. 1247	MBS Yankee Colonial	Philip Weiss J. H. Weiss Philip Weiss	J. H. Weiss J. Houser	
ST. ALBANS	WQDM	1390	1,000-D	Regan & Postwick 32 N. Main St. 1390		E. J. Regan F. Arthur Postwick G. S. Wasser G. S. Wasser	Walter Murtaugh Alec Coursey E. J. Regan	
WATERBURY	WDEV	550	1,000-D	L. E. Squier & W. G. Ricker 8 Stowe St. 13-2		William G. Ricker Lloyd E. Squier Lloyd E. Squier William G. Ricker	Harold Deal William G. Ricker Melvin H. Stickle	Wilson

VIRGINIA

CHARLOTTESVILLE	WCHV	1420	250	Community Broadcasting Co. 4th & Market Sts. 2500		John F. Arrington Jr. John F. Arrington Jr. George Bond Russell	Jane Prooks Clara Mitchell Walter Gray	Burn-Smith
DANVILLE	WBTM	1370	250-LS 140-N	Piedmont Broadcasting Corp. Hotel Danville 2350		Philip Allen James L. Howe James L. Howe	W. B. Heffernan John Croft Phillip Briggs	Burn-Smith
FREDERICKSBURG	WFVA	1260	250-D	Fredericksburg Broadcasting Corp. 528 Wolfe St. 1260		Richard F. Lewis Jr. Richard F. Lewis Jr. L. E. Smith	Carl Saunders Howard Severe	Burn-Smith
HARRISONBURG	WSVA	550	500-D	Shenandoah Valley Bestg. Corp. Main & E. Market Sts. 875		Floyd Williams Estate Charles P. Blackley Charles P. Blackley	Wendell Siler U. L. Lynch	McGillvra
LYNCHBURG	WLVA	1200	250	Lynchburg Broadcasting Corp. Applied Arts Bldg. 3030		Edward A. Allen Philip P. Allen James L. Howe	James H. Moore James L. Howe Albert E. Heiser	
NEWPORT NEWS	WGH	1310	250	Hampton Roads Bestg. Corp. Portlock Bldg. 2297		Raymond B. Bottom Edward E. Bishop Edward E. Edgar	Miss Gene D. Stratton Edward E. Bishop Raymond P. Aylor Jr.	Burn-Smith
NORFOLK	WTAR	780	5,000-LS 1,000-N	WTAR Radio Corp. National Bank of Commerce Bldg 25671	NBC	Paul S. Huber Campbell Arnoux John W. New	Henry C. Whitehead Ralph S. Hatcher J. L. Grether	Petry
PETERSBURG	WPID (Construction permit)	1210	250	Petersburg Newspaper Corp. Petersburg		Walter E. Harris P. S. Huber Campbell Arnoux		
RICHMONO	*WBBL	1210-SH	100	Grace Covenant Presbyterian Church 1627 Monument St. 57491		M. A. Sitton		
	WMBG	1350	500 CP-5,000-LS CP-1,000-N	Havens & Martin Inc. Broad & Tilden Sts. 5-8611	NBC-Red	Wilbur M. Havens Wilbur M. Havens R. E. Mitchell	Garnett Tate R. F. Mitchell Wilfred H. Wood	Blair
	WRNL	880	500-D CP-1,000-U	Richmond Radio Corp. 323 E. Grace St. 3-4242		John Stewart Bryan E. S. Whitlock E. S. Whitlock	William C. Hamilton W. R. Selden	
	WRTD	1500	100	Times-Dispatch Radio Corp. State Planters Bank Bldg. 37471	NBC-Blue	John D. Wise Ovelton Maxey Ovelton Maxey	Robert Ehrman David Bain	Petry
	WRVA	1110	50,000	Larus & Brother Co. Inc. Richmond Hotel 3-6633	CBS MBS	P. L. Reed C. T. Lucy Barron Howard	I. G. Abeloff W. R. Bishop D. C. Woods	Raymer
ROANOKE	WDBJ	930	5,000-LS 1,000-N	Times-World Corp. 124 W. Kirk Ave. 8131	CBS	Junius P. Fishburn Ray P. Jordan Frank D. Kesler	Jack Weldon Jack Weldon J. W. Robertson	Free & Peters
SUFFOLK	WLPM (Construction permit)	1420	250-LS 100-N	Suffolk Broadcasting Corp. Suffolk		Fred L. Hart Frank E. Butler Jr. Leo Brody		

WASHINGTON

ABERDEEN	KXRO	1310	250	KXRO Inc. 207 E. Market St. 4098	MBS Don Lee Pacific	Harry R. Spence Harry R. Spence Fred G. Goddard	Ben K. Weatherwax Edwin J. Alexander W. M. McGoffin	Blair Forjoe
BELLINGHAM	KVOS	1200	250	KVOS Inc. 1321 Commercial St. 4200	MBS Don Lee Pacific	Rogan Jones		Blair
CENTRALIA	KELA	1440	1,000	Central Broadcasting Corp. Centralia 721	MBS Don Lee Pacific	Arthur C. St. John J. Elroy McCaw Joseph Chytil	Paul Corbin Joseph Chytil Sam Norin	Blair
EVERETT	KRKO ST-KEEN	1370	50	Lee E. Mudgett 300 Clark Bldg. Main 526	MBS Don Lee Pacific	Lee E. Mudgett Lee E. Mudgett W. F. Knehr	P. A. Mudgett W. F. Knehr F. E. Steele	Blair
LONGVIEW	KWLK	780	250-D	Twin City Broadcasting Corp. National Bank of Commerce Bldg. 1-500	MBS Don Lee Pacific	A. C. Campbell A. H. Green P. King Mitchell	Rod Whalen John Boren Jack Shawcraft	Blair

EXTRA VALUE IN VIRGINIA



WRVA IS THE BEST RADIO BUY!

Reason No. 1 is that it's the **only** 50,000 watt radio station in Virginia. Reason No. 2 is the tremendous audience developed by **both** of our networks—Columbia **and** Mutual. Reason No. 3 is our comprehensive coverage of the rich market areas in Virginia and North Carolina. Reason No. 4 is the extra value resulting from the low cost. Could we say more? Should we?

PAUL H. RAYMER CO.,
National Representative

New York
Chicago

Detroit
San Francisco

C. T. LUCY, General Manager



 **WRVA 50,000 WATTS** 

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 (Data corrected to January 15, 1940)

WASHINGTON—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
OLYMPIA	KGY	1210	100	KGY Inc. Capitol Park Bldg. 5090	MBS Don Lee Pacific	Tom Olsen Tom Olsen William R. Taft	Miss Jean Walters William R. Taft John H. Thatcher	Blair
PULLMAN	*KWSC	1220 ST-KTW	5,000	State College of Washington Pullman 6044	E. O. Holland Kenneth E. Yeend	Kenneth E. Yeend Hugo T. Libby
SEATTLE	KEEN	1370 ST-KRKO	100	KVL Inc. Smith Tower Seneca 0070	Arthur C. Dailey Arthur C. Dailey Arthur C. Dailey	Harold D. Porter Harold D. Porter L. D. Woodruff
	KIRO	710	1,000	Queen City Bestg. Co. Inc. Cobb Bldg. Seneca 1500	CBS	L. K. Lear Saul Haas H. J. Quilliam Loren B. Stone	Tommy Thomas Loren B. Stone J. E. Hatfield	Katz
	KJR	970	5,000	Fishers Blend Station Inc. Skinner Bldg. Elliott 5890	NBC-Blue	O. D. Fisher Birt F. Fisher H. M. Feltis	Willard W. Warren Charles A. Baillie Francis J. Brott	Petry
	KOL	1270	5,000-LS 1,000-N	Seattle Broadcasting Co. Northern Lite Tower Main 2312	MBS Don Lee Pacific	Archie Taft Archie Taft Oliver A. Runchey	Edward J. Jansen Perry Lind	Blair
	KOMO	920	5,000-LS 1,000-N	Fishers Blend Station Inc. Skinner Bldg. Elliott 5890	NBC-Red	O. D. Fisher Birt F. Fisher H. M. Feltis	W. W. Warren Charles A. Baillie Francis J. Brott	Petry
	KRSC	1120	250 CP-1,000	Radio Sales Corp. 819 Fairview Place Main 0110	P. K. Leberman Robert E. Priebe Romig C. Fuller	Ted Bell E. B. Rivers G. A. Freeman
	*KTW	1220 ST-KWSC	1,000	First Presbyterian Church 7th & Spring Main 2056	First Presbyterian Church James S. Ross
	KXA	760 L-WJZ	500-LS 250-N CP-1,000	American Radio Telephone Co. Bigelow Bldg. Seneca 1000	R. F. Meggee Florence Wallace Frank Powers	James S. Ross J. Jackson Latham Maurice H. McMullen	Cox & Tanz
SPOKANE	KFIO	1120	100-D	Spokane Broadcasting Corp. Ziegler Bldg. Main 3400	Arthur L. Smith Arthur L. Smith Bryan E. Woolston	Gertrude Longmier Curtis T. Strong
	KFPY	890	5,000	Symons Broadcasting Co. Symons Bldg. Main 1218	CBS Northwest Triangle	T. W. Symons Jr. Arthur L. Bright Arthur L. Bright	R. W. Brazeal George E. Langford	Katz
	KGA	1470	5,000	Louis Wasmer Inc. Radio Central Bldg. Main 5383	NBC-Blue	Louis Wasmer Harvey Wixson Harvey Wixson	Roy Grandey Al G. Sparling	Petry
	KHQ	590	5,000	Louis Wasmer Inc. Radio Central Bldg. Main 5383	NBC-Red	Louis Wasmer Harvey Wixson Harvey Wixson	Roy Grandey Al G. Sparling	Petry
TACOMA	KMO	1330	1,000	KMO Inc. 914 1/2 Broadway Main 4144	MBS Don Lee Pacific	Carl E. Haymond Carl E. Haymond Thayer Ridgway	Dick Ross Larry Huseby J. D. Kolesar	Blair
	KVI	570	5,000-LS 1,000-N	Puget Sound Bestg. Co. Inc. Rust Bldg. Broadway 4211	CBS	Mrs. Vernice Irwin Mrs. Vernice Irwin Earl T. Irwin	Wade Thompson Dorothy Doernbecher James W. Wallace	Free & Peters
VANCOUVER	KVAN	880	250-D	Vancouver Radio Corp. P. O. Box 610 150	Walter L. Read Walter L. Read S. W. McReady	Leon Crager Ray Baty Paul W. Spargo
WALLA WALLA	KUJ	1370	100	KUJ Inc. 2nd & Rose 1230	H. E. Studebaker H. E. Studebaker Jerry Jensen	Richard Clodius Norval Arnes Milton MacLafferty	Biddick Sears & Ayer Cox & Tanz
WENATCHEE	KPQ	1500	250	Wescoast Broadcasting Co. 20 Second St. 45	MBS Don Lee Pacific	Rogers Jones Cole E. Wylie John C. Jessup	Dorothy Lee John C. Jessup Ellwood Lipincoff	Blair
YAKIMA	KIT	1250	1,000	Carl E. Haymond Radio Center 8115	MBS Don Lee Pacific	Carl E. Haymond	Blair

WEST VIRGINIA

BECKLEY	WJLS	1210	250	Joe L. Smith Jr. 3 Main St. 2700	Joe L. Smith Jr. Joe L. Smith Jr. C. H. Murphy Jr.	Barnes H. Nash C. H. Murphy Jr. Marion H. McDowell
BLUEFIELD	WHIS	1410	1,000-LS 500-N	Daily Telegraph Printing Co. 621 Commerce St. 2618	H. I. Shott J. Lindsey Alley J. Lindsey Alley	Melvin F. Barnett J. Lindsey Alley P. T. Flanagan
CHARLESTON	WCHS	580	5,000-LS 500-N	Charleston Broadcasting Co. 1016 Lee St. Capitol 28-131	CBS W. Va.	John A. Kennedy John A. Kennedy Howard L. Chernoff	Nicholas Pagliara Howard L. Chernoff Odes Robinson	Branham
	WGKV	1500	100	Kanawha Valley Bestg. Co. 1016 Lee St. 37-541	NBC	W. A. Carroll Richard F. Sowers	Joe Matthews Paul Higgins
CLARKSBURG	WBLK	1370	250	Exponent Co. Robinson Grand Theatre Bldg. 3040	NBC W. Va.	John A. Kennedy Mike Layman Mike Layman	Don McWhorter Russell W. Banks	Branham
FAIRMONT	WMMN	890	5,000-LS 1,000-N	Monongahela Valley Bestg. Co. 208 Adams St. 3100	CBS	George B. Storer O. J. Kelchner O. J. Kelchner	Howard Wolfe W. L. Ferguson J. R. Heck	Blair
HUNTINGTON	WSAZ	1190 L-WOAI	1,000	WSAZ Inc. 929 1/2 Fourth Ave. 4106	W. Va.	John A. Kennedy Edward S. Klein Edward S. Klein	Nicholas Pagliara V. C. Bailey Glenn E. Chase
PARKERSBURG	WPAR	1420	100	Ohio Valley Broadcasting Corp. Grinter Bldg. 2530	CBS W. Va.	John A. Kennedy A. Rauch A. N. Archer	Ken G. Given W. A. Sodaro	Branham
WHEELING	WWVA	1160 STN-WOWO	5,000	West Virginia Bestg. Corp. Hawley Bldg. 5383	CBS	George B. Storer George W. Smith George W. Smith	Wayne A. Sanders Paul J. Miller Glenn G. Boundy	Blair
WILLIAMSON	WBTH	1370	250	Williamson Bestg. Co. Mountaineer Hotel Block 1241	G. W. Taylor Harold McWhorter Harold McWhorter	C. E. Whitehart W. N. Nungesser

Put 'em Over the Stake!

Both
RINGERS
with
Listeners



Both
RINGERS
with
Advertisers

Here are two RINGERS found on many a "must" list. Both serve their respective markets in a manner that befits the plaudits of legions of listeners. Both offer the opportunity to put that radio campaign over the stake in winning style! . . .
IT'S YOUR PITCH!!

W M M N

Fairmont, West Va.

NO NIGHT HERE!

24

Hours on the Air

We don't believe in sleeping
when there are listeners and
advertisers to be served!

5 0 0 0 W A T T S

1000 Watts Night

W W V A

Wheeling, West Va.

Let Us—

Hold Your Baby!

We're "registered" nurses
when it comes to that intense
personal attention which
makes for bang-up success!
BOX TOPS or RETAIL SALES
—either demand suits us!

5 0 0 0 W A T T S

Eleven-Sixty on Your Dial

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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WISCONSIN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
APPLETON	WHBY	1200	250	WHBY Inc. 600 S. Laws St.	...	Rev. James A. Wagner Hayden R. Evans	Reynolds-Fitzgerald
ASHLAND	WATW	1370 (Construction permit; starts about March 1)	100	Mich.-Wis. Bestg. Co. Ashland	N. C. Ruddell N. C. Ruddell N. C. Ruddell
EAU CLAIRE	WEAU	1050 L-KFBI	5,000-LS 1,000-N	Central Broadcasting Co. 203 S. Barstow St. 6149	Walter C. Bridges John J. Stack John J. Stack	Hollingbery
FOND DU LAC	KFIZ	1420	100	Reporter Printing Co. 18 W. First St. 356	A. H. Lange Lynn N. Fairbanks Lynn N. Fairbanks
GREEN BAY	WTAQ	1330	5,000-LS 1,000-N CP-5,000-U	WHBY Inc. Belin Bldg. Adams 1	CBS	Rev. James A. Wagner Hayden R. Evans Val Schneider	Reynolds-Fitzgerald
JANESVILLE	WCLO	1200	250	Gazette Printing Co. Gazette Bldg. 2500	...	Sid Bliss James F. Kyler Val Weber
LA CROSSE	WKBH	1380	1,000	WKBH Inc. Radio Bldg. 450	CBS	Harry Dall Otto M. Schlabach Charles F. Callaway	Wilson
MADISON	*WHA	940	5,000-D	University of Wisconsin Radio Hall University 476	State of Wisconsin H. B. McCarty
	WIBA	1280	5,000-LS 1,000-N	Badger Broadcasting Co. Inc. 111 King St. Fairchild 8500	NBC	William T. Evjue Tom C. Bowden William E. Walker	Reynolds-Fitzgerald
MANITOWOC	WOMT	1210	100	Francis M. Kadow Radio Bldg. 400 W	Francis M. Kadow Francis M. Kadow Arthur Blake
MARINETTE	WMAM	570	250-D	M & M Broadcasting Co. Marinette	W. E. Walker M. F. Chapin Morgan Sexton	Reynolds-Fitzgerald
MILWAUKEE	WEMP	1310	250	Milwaukee Broadcasting Co. Empire Bldg. 7722	Herbert L. Mount C. J. Lanphier C. J. Lanphier	Forjoe
	WISN	1120	1,000-LS 250-N	Hearst Radio Inc. 123 W. Michigan St. Daly 3900	CBS	Hearst Radio Inc. G. W. Grignon Fred Zindler	International
	WTMJ	620	5,000-LS 1,000-N	Journal Co. 333 W. State St. Marquette 6000	NBC-Red	W. J. Damm L. W. Herzog W. F. Dittmann	Petry
POYNETTE	WIBU	1210	250	William C. Forrest Poynette 97R5	...	William C. Forrest William C. Forrest William C. Forrest
RACINE	WRJN	1370	250	Racine Broadcasting Corp. 441 Main St. Jackson 290	F. R. Starbuck Harry R. Le Foldevin Harold J. Newcomb
RICE LAKE	WJMC	1210	250-D	W. H. McGenty 401 N. Main St. 550	W. H. & J. J. McGenty Conrad Rice C. C. Leonard
SHEBOYGAN	WHBL	1800	1,000-LS 250-N	Press Publishing Co. 626 Center Ave. 1900	C. E. Broughton Edward J. Cunniff Edward J. Cunniff	Wilson
STEVENS POINT	*WLBL	900	5,000-D	State of Wisconsin Dept. of Agriculture 525	State of Wisconsin F. R. Calvert
SUPERIOR	WDSM	1200	100	WDSM Inc. Board of Trade Bldg. 3200	MBS	Fred A. Baxter Robert D. Kennedy Robert D. Kennedy
	WEBC	1290	5,000-LS 1,000-N	(See Duluth, Minn.)
WAUSAU	WSAU	1370	250	Northern Broadcasting Co. 113 Third St. 6521	W. E. Walker Wayne W. Cribb Wayne W. Cribb	Reynolds-Fitzgerald

WYOMING

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
CASPER	KDFN	1440	500	D. L. Hathaway First & Lennox Sts. 407	D. L. Hathaway D. L. Hathaway F. Hulsmith	Sears & Ayer
ROCK SPRINGS	KVRS	1370	250	Wyoming Broadcasting Co. Rock Springs	...	R. R. West
SHERIDAN	KWYO	1370	250	Big Horn Broadcasting Co. Inc. 19 N. Main St. 601	R. E. Carroll Herb Siebert Herb Siebert	Sears & Ayer Griffith

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(Territories and Possessions)

(Data corrected to January 15, 1940)

ALASKA

City	Call Letters	Frequency In Kilocycles	Power In Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ANCHORAGE.....	KFQD	780-SH	250	Anchorage Radio Club Inc. KFQD Bldg. Black 143	R. E. McDonald R. E. McDonald R. E. McDonald	Kenneth Laughlin William J. Wagner
FAIRBANKS.....	KFAR	610	1,000	Midnight Sun Broadcasting Co. Lathrop Bldg. East 380	Austin E. Lathrop Jack Winston W. K. Foster	Jack Winston Henry C. Putnam Stanton Bennett	KFAR
JUNEAU.....	KINY	1430	1,000	Edwin A. Kraft Box 2597 197	Edwin A. Kraft C. B. Arnold C. B. Arnold	Harry Long Vincent I. Kraft	McGillvra
KETCHIKAN.....	KGBU	900	500	Alaska Radio & Service Co., Inc. Ketchikan 311	James A. Britton

HAWAII

HILO.....	KHBC	1200	250	Hawaiian Broadcasting System Ltd. P. O. Box 595 7877	CBS MBS	J. Howard Worrall Earl A. Nielsen Earl A. Nielsen	Jack Williams Earl A. Nielsen Ed Powell, Jr.	Blair
HONOLULU.....	KGMB	1320 CP-590	1,000 CP 5,000	Hawaiian Broadcasting System Ltd. Box 581 2323	CBS MBS	J. Howard Worrall Webley Edwards Henry C. Putnam	Leo Rumsey Henry C. Putnam Eugene T. Goldrup	Blair
	KGU	750 L-WJR	2,500	Advertiser Publishing Co., Ltd. P. O. Box 3110	NBC	Lorin P. Thurston Marion A. Mulrony Don O. Crozier	Richard McGuire William Paine Marion A. Mulrony	Biddick Katz
LIHUE.....	KTOH	1500 (Construction permit; starts about April 1)	250-LS 100-N	Garden Isle Publishing Co., Ltd. Lihue, Kaukai 321	Charles J. Fern Deane Stewart Deane Stewart	William Parsons Robert Glenn

PUERTO RICO

MAYAGUEZ.....	WPRA	1370-SH CP-780	250-LS 100-N CP 2,500-LS CP 1,000-N	Puerto Rico Advertising Co. Box 271 269	Andre Canara Ralph P. Perry William Diaz Mendez	Antonio Rovira Ralph P. Perry
PONCE.....	WPAB	1340 (Construction permit)	1,000	Portorican American Bestg. Co. Inc. Ponce	Juan Luis Boscio Miguel Soltero Palermo
	WPRP	1420-SH	250	Julio M. Conesa Ponce	Julio M. Conesa
SAN JUAN.....	WKAQ	1240	1,000	Radio Corp. of Porto Rico Telephone Bldg. 2014	CBS	H. H. Buttner John A. Zerbe Jose C. Irizarry	David A. Brown Angel P. Del Valle
	WNEL	1290	2,500-LS 1,000-N	Juan Piza 59 Salvador Brau St. 107	Juan Piza Edgar S. Belaval Agustin Camunas	Gustavo Diaz Gustavo Diaz William Greer	Broadcasting Abroad

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