

POLICIES

No liquor accounts accepted.

REPRESENTATIVE

Walter Biddick Co.

KHUB

"HUB OF THE MONTEREY BAY AREA"

WATSONVILLE—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: Anna Atkinson, Executrix. OPERATED BY: Anna Atkinson, Executrix. BUSINESS ADDRESS: Watsonville. PHONE: 1700-1. STUDIO ADDRESS: Watsonville. TRANSMITTER LOCATION: Watsonville. TIME ON THE AIR: 6:00 A.M. to local sunset (daily); 7:00 A.M. to local sunset (Sunday). NEWSPAPER AFFILIATION: Register-Pajaronian.

NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio Library.

PERSONNEL

Manager.....John H. Bennett
Chief Announcer.....Jack Wagner
Publicity Director.....A. M. Atkinson
Musical Director.....Omer Wright
Chief Engineer.....Taubner G. Hamma

POLICIES

All foreign language programs must submit continuities and translations 36 hours before program time. Wines and beers may be mentioned—not hard liquors.

Merchandising: A daily column for program promotion in the Watsonville Register-Pajaronian. Commercial features with universal appeal receive full publicity in this town's only daily newspaper, and promotional spots on the air.

COLORADO

Population 1,071,000

Number of Families 275,450

Number of Radio Homes 235,050

Retail Sales \$302,559,000

Auto Registrations 316,050

KGIW

ALAMOSA—EST. 1929

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Leonard E. Wilson. OPERATED BY: Leonard E. Wilson. BUSINESS ADDRESS: Alamosa, Colo. PHONE: Alamosa 26. STUDIO ADDRESS: Alamosa, Colo. TRANSMITTER LOCATION: Alamosa, Colo. TIME ON THE AIR: Shares Time with KIDW. TRANSCRIPTION SERVICE: C. P. MacGregor.

ADDRESS: Same. TRANSMITTER LOCATION: Platte Ave. East of city limits. TIME ON THE AIR: 6:45 A.M. to midnight. NEWSPAPER AFFILIATIONS: Colorado Springs Gazette & Telegraph. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICES: NBC Thesaurus, Standard Radio, & Lang-Worth Features. MAINTAINS ARTISTS BUREAU.

POLICIES

Advertising of alcoholic beverages accepted.

REPRESENTATIVE

Cox and Tanz

PERSONNEL

President.....E. K. Gaylord
Artists Bureau Head.....Zell Wade
Chief Announcer.....Robert Freed
Station Manager.....Hugh B. Terry
Commercial Sales Mgr.....Fred C. Mueller
Publicity Director.....Wauhillau La Hay
Musical Director.....Arbor Fuller
Chief Engineer.....E. H. Taylor

KVOR

"VOICE OF THE ROCKIES"

COLORADO SPRINGS—EST. 1922

CBS

FREQUENCY: 1270 Kc. POWER: 1000 Watts. OWNED BY: Outwest Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Antlers Hotel. PHONE: Main 278. STUDIO

POLICIES

No hard liquor accounts accepted.

Merchandising: Special merchandising department under full time merchandising man. Dealer contacts, counter and window displays, letters to dealers, product surveys, etc.

REPRESENTATIVE

E. Katz Special Adv. Agency

KFEL

"THE NEW CRY OF THE OLD WEST"

DENVER—EST. 1923

MUTUAL—NBC (Blue)

FREQUENCY: 920 Kc. POWER: 500 Watts. OWNED BY: Eugene P. O'Fallon, Inc. OPERATED BY: Eugene P. O'Fallon, Inc. BUSINESS ADDRESS: Albany Hotel. PHONE: Keystone 0178. STUDIO ADDRESS: Albany Hotel. TRANSMITTER LOCATION: 5580 West 20th Ave. TIME ON THE AIR: 6:00 A.M. to 12:30 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NAB Library and World Broadcasting System.

PERSONNEL

President.....Gene O'Fallon
Commercial Manager.....Frank Bishop
Chief Announcer.....Bill Wales
Station Manager.....Gene O'Fallon
Sales Manager.....Holly Moyer
Publicity Director.....Dick Crosswhite
Chief Engineer.....Pade Veatch

POLICIES

Hard liquor after 9 P.M. only.

Foreign language announcements must be repeated in English.

Mailing lists available for retailers, wholesalers and jobbers.

REPRESENTATIVE

John Blair & Company

KLZ

"THE PIONEER OF THE WEST"

DENVER—EST. 1920

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 560 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: KLZ Broadcasting Co. OPERATED BY: KLZ Broadcasting Co. BUSINESS ADDRESS: Shirley Savoy Hotel. PHONE: Main 4271. STUDIO ADDRESS: Shirley Savoy Hotel. TRANSMITTER LOCATION: Englewood. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight (daily); 7:00 A.M. to 12:00 midnight (Sunday). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Program Service.

PERSONNEL

President.....E. K. Gaylord
Station Manager.....F. W. Meyer
Chief Announcer.....Matthew McEniry
Sales Manager.....Frank Quinn
Publicity Director.....Charles Inglis
Musical Director.....Les Weelans
Chief Engineer.....T. A. MacClelland

POLICIES

Does not accept liquor advertising or foreign language accounts. Careful supervision is given to all copy, in particular to those pertaining to medical accounts.

Operates a merchandising department and an exclusive screen trailer service in Denver. A weekly program schedule is mailed to a list numbering 7,500.

REPRESENTATIVE

E. Katz Special Adv. Agency

KOA

"DENVER'S RADIO CITY"

DENVER—EST. 1924

NATIONAL BROADCASTING CO.
(BASIC RED)

FREQUENCY: 830 Kc. POWER: 50,000 Watts. OWNED BY: General Electric Co. OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: 1625 California St. PHONE: Main 6211. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Colfax Ave. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS SERVICE: Denver Post. TRANSCRIPTION SERVICES: Full facilities. MAINTAINS ARTISTS BUREAU.

PERSONNEL

President.....Gerard Swope
Commercial Manager.....A. W. Crapsey
Artists Bureau Head.....Duncan McColl
Chief Announcer.....C. C. Moore
Station Manager.....R. H. Owen
Sales Manager.....A. W. Crapsey
Publicity Director.....Jas. MacPherson
Musical Director.....Carl Wieninger
Chief Engineer.....C. A. Peregrine

POLICIES

Policies same as those of National Broadcasting Company.

REPRESENTATIVE

National Broadcasting Co., Inc.

KPOF

DENVER—EST. 1928

FREQUENCY: 880 Kc. POWER: 500 Watts. OWNED BY: Pillar of Fire (A Corporation). OPERATED BY: Pillar of Fire (A Corporation). BUSINESS ADDRESS: 1845 Champa St. STUDIO ADDRESS: 1845 Champa St. TRANSMITTER LOCATION: Denver. TIME ON THE AIR: Shares Time with KFKA.

POLICIES

Station does not sell time.

KVOD

"THE VOICE OF DENVER"
DENVER—EST. 1925

NATIONAL BROADCASTING CO.

FREQUENCY: 920 Kc. POWER: 500 watts.
OWNED BY: Colorado Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: 202 Continental Oil Bldg. PHONE: Tabor 2291. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: So. Federal & Alameda outside of Denver. TIME ON THE AIR: 8:30 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Radio & Associated Library.

PERSONNEL

President.....W. D. Pyle
Commercial Manager.....Jerry Akers
Chief Announcer.....J. E. Finch
Station Manager.....T. C. Ekrem
Publicity Director.....B. H. Stanton
Musical Director.....J. E. Finch
Chief Operator.....D. Garretson

POLICIES

No stated special policies.

REPRESENTATIVE

Edward Petry & Co.

KIUP

"THE VOICE OF THE SAN JUAN BASIN"
DURANGO—EST. 1935

FREQUENCY: 1370 Kc. POWER: 100 Watts.
OWNED BY: San Juan Broadcasting Co., Inc. OPERATED BY: San Juan Broadcasting Co., Inc. BUSINESS ADDRESS: 2800 Main Ave. PHONE: 117. STUDIO ADDRESS: 2800 Main Ave. TRANSMITTER LOCATION: 2800 Main Ave. TIME ON THE AIR: 7:30 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President.....M. L. Cummins
Commercial Manager.....R. M. Beckner
Station Manager.....Raymond M. Beckner
Sales Manager.....Raymond M. Beckner
Chief Engineer.....Mel Williams

POLICIES

Both liquor and foreign language accounts accepted.

KFXJ

"THE VOICE OF WESTERN COLORADO"
GRAND JUNCTION—EST. 1926

FREQUENCY: 1200 Kc. POWER: 250 Watts. d.; 100 Watts. n. OWNED BY: R. G. Howell and Chas. Howell doing business as Western Slope Broadcasting Co. OPERATED BY: Western Slope Broadcasting Co. BUSINESS ADDRESS: La Court Hotel. PHONE: Grand Junction

126. STUDIO ADDRESS: La Court Hotel and Hilcrest Manor. TRANSMITTER LOCATION: Grand Junction. TIME ON THE AIR: Unlimited license. NEWS SERVICE: Transradio Press, Radio News Association. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio.

PERSONNEL

Managing Director.....R. G. Howell
Commercial Manager.....Chas. Howell
Engineer.....Fred S. Mendonhall
Production Manager.....Norbourne E. Smith
Dir. of Religious Broadcast.....Rev. M. E. Neville

KFKA

"NORTHERN COLORADO'S OWN STATION"

GREELEY—EST. 1921

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 880 Kc. POWER: 1000 Watts. d.; 500 Watts. n. OWNED BY: Mid-Western Radio Corp. OPERATED BY: Mid-Western Radio Corp. BUSINESS ADDRESS: 620 Eighth Ave. PHONE: 450-1. STUDIO ADDRESS: 620 Eighth Ave. TRANSMITTER LOCATION: Hoover Park. TIME ON THE AIR: 5:30 A.M. to 12:30 A.M. NEWS SERVICE: United Press.

PERSONNEL

President.....H. E. Green
Chief Announcer.....Francis Price
Station Manager.....H. E. Green

POLICIES

No stated special policies.

KOKO

"COME KOKO"

LA JUNTA—EST. 1937

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: The Southwest Broadcasting Co. OPERATED BY: The Southwest Broadcasting Co. BUSINESS ADDRESS: Box 225. Phone: "42." STUDIO ADDRESS: La Junta. TRANSMITTER LOCATION: La Junta. TIME ON THE AIR: 6:00 A.M. to 9:30 P.M. (Mountain Time). NEWS SERVICES: La Junta Tribune, The Pueblo Chieftain & Radio News Assn. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

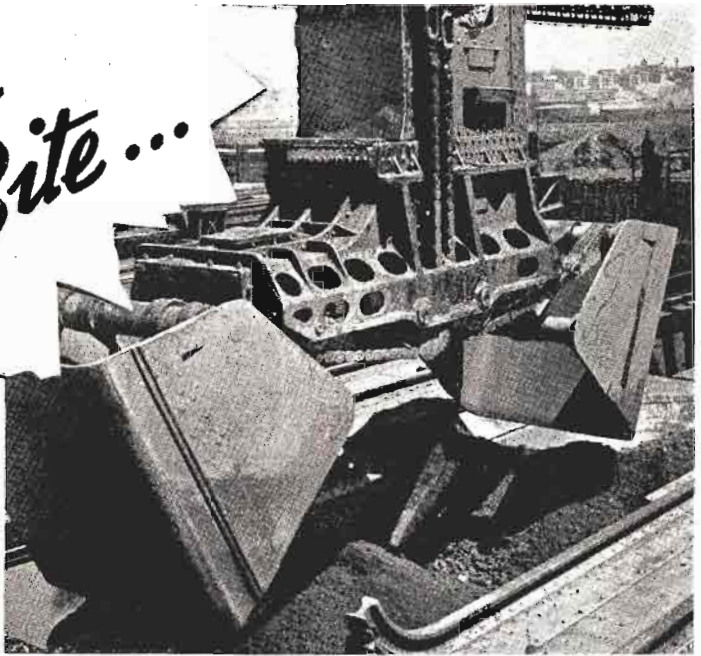
PERSONNEL

President.....O. C. Samuel
Commercial Manager.....C. R. Anderson
Advertising Manager.....L. E. Wilson
Chief Announcer.....George Holbert
Station Manager.....Leonard E. Wilson
Sales Manager.....R. B. Miller
Publicity Director.....L. E. Wilson
Chief Engineer.....Ralph Rae

POLICIES

Usual average station policies.

Take a Big Bite...



WTIC's Fertile Market as shown by the Jansky & Bailey Survey

... of This Rich Southern New England Market

Tapping this Southern New England market has put a worthwhile plus on many a sales record. And Station WTIC is practically a must if you want to make the most of it for your product. As a market, WTIC's primary and secondary coverage areas include some 4,000,000 people living in Connecticut, Western Massachusetts, Eastern New York, Vermont and New Hampshire. Government figures show their income to be 15% above the national average as far as *spendable* dollars are concerned. And they account for 23% more retail sales and 50% more food sales per capita than the country at large.

Ross Federal's thorough check of their listening habits shows that WTIC fits this rich market like a glove—with 60.72% of these families listening to WTIC at a given time compared to 24.37% for the next most popular station. This 149% greater coverage can assure you a full measure of profits when you dip into this market with Station WTIC.

Write today for our new 32 page brochure giving full details on the Ross Federal Survey and facts about the WTIC billion dollar market.

WTIC

THE TRAVELERS BROADCASTING SERVICE CORPORATION

Paul W. Morency, General Manager

50,000 WATTS HARTFORD, CONN.

MEMBER N. B. C. RED NETWORK and
YANKEE NETWORK

James F. Clancy, Business Manager

National Representatives: **WEED & COMPANY**

CHICAGO

DETROIT

NEW YORK

SAN FRANCISCO

KIDW

"THERE'S NO USE TALKING UNLESS YOU'RE HEARD"

LAMAR—EST. 1932

SOUTHWEST BROADCASTING COMPANY

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Southwest Broadcasting Co. OPERATED BY: Leonard E. Wilson. BUSINESS ADDRESS: 129 W. Elm St. PHONE: 16. STUDIO ADDRESS: 129 W. Elm St. TRANSMITTER LOCATION: Lamar. TIME ON THE AIR: 7:00 A.M. to 6:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

PERSONNEL

President and Advertising Manager. Leonard E. Wilson
General Manager..... Sherrill Ellsworth
Musical Director..... Jack Phillips
Chief Engineer..... J. E. Phillips

POLICIES

Accepts liquor and foreign language accounts.
Merchandising: Newspaper pictures and stories, supplementary spot announcements, window display cards, personal dealer contacts and cooperation.

REPRESENTATIVE

Cox & Tanz, Inc.

KGHF

PUEBLO—EST. 1928
NATIONAL BROADCASTING CO.
(BLUE & RED)

FREQUENCY: 1320 Kc. POWER: 500 Watts. OWNED BY: Curtis P. Ritchie. OPERATED BY: Same. BUSINESS ADDRESS: 113 Broadway. PHONE: 3877. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Local paper tieup (A.P.). TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

Owner..... Curtis P. Ritchie
Chief Announcer..... Fred Amos
Station Manager..... J. H. McGill
Chief Engineer..... George Ikelman

POLICIES

No stated special policies.

KGEK

STERLING—EST. 1926

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Elmer G. Beehler. OPERATED BY: Elmer G. Beehler. BUSINESS ADDRESS: Fleming Road. PHONE: 679. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares time.

POLICIES

Clean novelty type of electrical transcription program will be accepted on alcoholic beverage advertising.

CONNECTICUT

Population 1,741,000

Number of Families 419,850

Number of Radio Homes 422,610

Retail Sales \$556,722,000

Auto Registrations 398,254

WICC

BRIDGEPORT (New Haven)—
EST. 1926

NBC (BLUE)—YANKEE—COLONIAL

FREQUENCY: 600 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Southern Connecticut Broadcasting Corp. OPERATED BY: The Yankee Network, Inc. BUSINESS AD-

DRESS: Hotel Stratfield. PHONE: 6-1121. STUDIO ADDRESS: Hotel Stratfield, 1110 Chapel St., New Haven. TRANSMITTER LOCATION: Pleasure Beach. TIME ON THE AIR: 6:00 A.M. to 2:00 A.M. NEWS SERVICES: International News Service, Universal Service, Yankee Network News Service and Colonial Network News Service. TRANSCRIPTION SERVICES: Associated Library, Yankee Network Transcription Service. AFFILIATED with Yankee Network Artists Bureau.

PERSONNEL

President.....John Shepard 3rd
Commercial Manager.....Richard Voynow
Advertising Manager.....C. McVarish
Artists Bureau Head.....Van Sheldon
Station Manager.....Joseph Lopez
Sales Manager.....Fred Rowe
Publicity Director.....Al Stephenson
Chief Engineer.....Garó Ray

POLICIES

Accepts liquor advertising restricted to facts concerning product. Other policies same as Yankee Network.

Constant personal contact is maintained with the wholesale jobber and retail trade by members of the staff, as merchandising aids.

REPRESENTATIVE

Edward Petry & Co., Inc.

WDR C

"THE ADVERTISING TEST STATION IN
THE ADVERTISING TEST CITY"

HARTFORD—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1330 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: WDR C, Inc. OPERATED BY: WDR C, Inc. BUSINESS ADDRESS: 750 Main St. PHONE: 7-1188-9. STUDIO ADDRESS: 750 Main St. TRANSMITTER LOCATION: Blue Hills Ave., Bloomfield. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. (daily); 9:30 A.M. to 1:00 A.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....Franklin M. Doolittle
Commercial Manager.....Wm. F. Malo
Advertising Manager.....Wm. F. Malo
Chief Announcer.....Walter Haase
Station Manager.....Franklin M. Doolittle
Sales Manager.....Wm. F. Malo
Publicity Director.....Walter Haase
Musical Director.....Sterling V. Couch
Chief Engineer.....Italo Martino

POLICIES

No liquor advertising—beer accepted. No foreign language accounts.

Complete merchandising service at cost.

REPRESENTATIVE

International Radio Sales

WTHT

"THE VOICE OF HARTFORD"

HARTFORD—EST. 1936

MUTUAL—COLONIAL

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: The Hartford Times. OPERATED BY: Same. BUSINESS ADDRESS: 983 Main St.

PHONE: 7-6481. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS-PAPER AFFILIATION: The Hartford Times. NEWS SERVICES: Press Radio Bureau and Associated Press. TRANSCRIPTION SERVICES: Associated Music Publishers, Standard Radio.

PERSONNEL

Station Manager.....Cedric W. Foster
Commercial Manager.....Norbert O'Brien
Program Director.....Walcott Wyllie
Chief Engineer.....Richard K. Blackburn

POLICIES

Takes no liquor advertising of any kind or nature whatsoever. Will take foreign language programs but reserves at all times the right of absolute supervision of accounts on such programs.

Merchandising: Able to accord commercial program news space in The Hartford Times but not too heavy a story. The Times will not publicize its own programs to the exclusion of the other stations in Hartford and feels that too much publicity is taking an unfair advantage.

REPRESENTATIVE

J. P. McKinney & Son

WTIC

HARTFORD

NBC (RED)—YANKEE NETWORK

FREQUENCY: 1040 Kc. POWER: 50000 Watts. OWNED BY: Travelers Indemnity Co. OPERATED BY: Travelers Broadcasting Service Corp. BUSINESS ADDRESS: 26 Grove St. PHONE: Hartford 2-3181. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Avon. TIME ON THE AIR: (Daily) 6:00 A.M. to 1:00 A.M.; (Sunday) 8:45 A.M. to 1:00 A.M. NEWS SERVICE: Yankee Network News. TRANSCRIPTION SERVICE: World Library Service.

PERSONNEL

Chief Announcer.....Fred Wade
Station Manager.....P. W. Morency
Sales Manager.....J. F. Clancy
Publicity Director.....G. Malcolm-Smith
Musical Director.....Moshe Paranov
Chief Engineer.....J. C. Randall

POLICIES

Beer and light wine advertising accepted. Hard liquor advertising is not acceptable to the station.

Merchandising in connection with commercial programs is done at the client's expense.

All new programs are publicized in our general program resume.

REPRESENTATIVE

Weed & Company

WNBC

"SERVING CENTRAL CONNECTICUT"
NEW BRITAIN—EST. 1935
REGIONAL AFFILIATION (?)

FREQUENCY: 1380 Kc. POWER: 250 Watts.
OWNED BY: State Broadcasting Corp. OPERATED BY: State Broadcasting Corp. BUSINESS ADDRESS: 147 Main St. PHONE: 240-1. STUDIO ADDRESS: 147 Main St. TRANSMITTER LOCATION: Cedar St., Newington. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Library.

PERSONNEL

President.....Patrick J. Goode
Commercial Manager.....R. W. Davis
Chief Announcer.....Hal Goodwin
Station Manager.....Richard W. Davis
Publicity Director.....Milt Berkowitz
Musical Director.....Doris M. Peck
Chief Engineer.....Rogers B. Holt

POLICIES

All contracts subject to station approval and governmental regulations. The station reserves the right to refuse or discontinue any advertising for reasons satisfactory to the management. All talks, programs, political speeches, contests, continuities, etc., must be submitted in advance for review by the program director.

WELI

"NEW HAVEN'S OWN STATION"
NEW HAVEN—EST. 1935

FREQUENCY: 900 Kc. POWER: 500 Watts.
OWNED BY: Patrick J. Goode. OPERATED BY: City Broadcasting Corp. BUSINESS ADDRESS: 221 Orange St. PHONE: 8-1133. STUDIO ADDRESS: 221 Orange St. TRANSMITTER LOCATION: West Haven. TIME ON THE AIR: Sunrise to local sunset. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....Patrick J. Goode
Commercial Manager.....James T. Milne
Artists' Bureau Head.....Marion Reynolds
Chief Announcer.....Charles Wright
Station Manager.....James T. Milne
Sales Manager.....James T. Milne
Publicity Director.....Sidney Golluboff
Musical Director.....Marion Reynolds
Chief Engineer.....J. Gordon Keyworth

POLICIES

Accepts beer and wine advertising and programs in Italian and Polish as these are the two dominant foreign nationalities in locality. All script material must be submitted two weeks in advance of program and must comply with all legislative demands such as FCC rulings . . . particularly in food and drug copy. Musical programs must be submitted one

week in advance in order to allow for clearing of restricted numbers.

Merchandising: Handles all requests for samples by sending people to their neighborhood stores where product has distribution; also handle contest awards.

On occasion contacts dealer outlets, retail outlets and obtains distribution for products.

REPRESENTATIVE

Gene Furgason & Co.

WNLC

"THE FRIENDLY VOICE OF THE THAMES"

NEW LONDON—EST. 1936

YANKEE-COLONIAL-MUTUAL
FREQUENCY—1500 Kc. POWER: 100 Watts.
OWNED BY: Thames Broadcasting Corp. OPERATED BY: Thames Broadcasting Corp. BUSINESS ADDRESS: Mohican Hotel. PHONE: New London 3353-4. STUDIO ADDRESS: Mohican Hotel. TRANSMITTER LOCATION: Winthrop Point. TIME ON THE AIR: 7:30 A.M. to local sunset. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....R. J. Morey
Commercial Manager.....G. J. Morey
Advertising Manager.....Robert Howell
Artists' Bureau Head.....Len Stevens
Chief Announcer.....Paul R. Swimelar
Station Manager.....G. J. Morey
Sales Manager.....Charles Barnes
Publicity Director.....G. J. Morey
Musical Director.....Richard Benvenuti
Chief Engineer.....Neil Spencer

POLICIES

No special liquor or foreign language restrictions.

WATR

"VOICE OF WATERBURY"
WATERBURY—EST. 1934

INTERCITY

FREQUENCY: 1190 Kc. POWER: 100 Watts.
OWNED BY: WATR Co., Inc. OPERATED BY: WATR Co., Inc. BUSINESS ADDRESS: 71 Grand St. PHONE: 3-5161. STUDIO ADDRESS: 71 Grand St. TRANSMITTER LOCATION: 47 Grand St. TIME ON THE AIR: 7:30 A.M. to 8:00 P. M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

PERSONNEL

President.....Harold Thomas
Commercial Manager.....Sam Elman
Advertising Manager.....Sam Elman
Chief Announcer.....James Parker
Station Manager.....Harold Thomas
Sales Manager.....Sam Elman
Publicity Director.....Chas. Cutler
Musical Director.....Romeo Delfino
Chief Engineer.....Norman Blake

POLICIES

No special policies or restrictions.

W B R Y

"THE PIONEER HIGH FIDELITY
BROADCASTING STATION"

WATERBURY—EST. 1934

MUTUAL—COLONIAL

FREQUENCY: 1530 Kc. POWER: 1000 Watts.
OWNED BY: American-Republican, Inc. OP-
ERATED BY: Same. BUSINESS ADDRESS:
136 Grand St., Waterbury—152 Temple St.,
New Haven. PHONE: Waterbury 3-1125—
New Haven 7-1243. TIME ON THE AIR: 8:00
A.M. to 12:00 midnight. NEWSPAPER AF-
FILIATION: Waterbury Republican and Water-
bury American. NEWS SERVICE: United
Press. MAINTAINS ARTISTS BUREAU.
TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....W. J. Pape
Commercial Manager.....E. J. Frey
Advertising Manager.....E. J. Frey
Artists Bureau Head.....D. H. Halpern
Chief Announcer.....D. H. Halpern
Station Manager.....E. J. Frey
Sales Manager.....E. J. Frey
Publicity Director.....E. Christy Erk
Musical Director.....D. H. Halpern
Chief Engineer.....S. E. Warner

POLICIES

No special restrictions as to liquor or foreign
language programs.

Merchandising: The merchandising depart-
ment of the Waterbury Republican and Amer-
ican is occasionally used for regular mer-
chandising service requested by national ad-
vertisers.

REPRESENTATIVE

Joseph Hershey McGillvra

DELAWARE

Population 261,000

Number of Families 64,270

Number of Radio Homes 52,850

Retail Sales \$76,877,000

Auto Registrations 56,629

W D E L

WILMINGTON—EST. 1922

NBC (RED)—INTER-CITY—MASON DIXON

FREQUENCY: 1120 Kc. POWER: 500 watts,
d.; 250 watts, n. OWNED BY: WDEL, Inc.
OPERATED BY: Same. BUSINESS ADDRESS:
10th and King Sts. PHONE: 7268. STUDIO
ADDRESS: Same. TRANSMITTER LOCATION:
North East Boulevard. TIME ON THE AIR:
9:00 A.M. to midnight. NEWS SERVICE:
Transradio Press. TRANSCRIPTION SERVICE:
Lang-Worth.

PERSONNEL

President.....Clair R. McCollough
Commercial Manager.....J. Gorman Walsh
Program Manager.....Edw. Browning
Station Manager.....J. Gorman Walsh
Publicity Director.....Lonny Starr
Chief Engineer.....J. E. Mathiot

POLICIES

Station reserves the right to censor copy.

REPRESENTATIVE

Paul H. Raymer Co.

W I L M

WILMINGTON—EST. 1922

MASON DIXON GROUP

FREQUENCY: 1420 Kc. POWER: 100 watts.
OWNED BY: Delaware Broadcasting Co., Inc.
OPERATED BY: Same. BUSINESS ADDRESS:
920 King St. PHONE: 7268. STUDIO AD-
DRESS: Same. TRANSMITTER LOCATION:
Carrcroft. TIME ON THE AIR: 7:00 A.M. to
9:00 P.M. NEWS SERVICE: Transradio Press.
TRANSCRIPTION SERVICE: Lang-Worth.

PERSONNEL

President.....Clair R. McCollough
Commercial Manager.....J. Gorman Walsh
Program Manager.....Sidney Horwitz
Station Manager.....J. Gorman Walsh
Publicity Director.....Irene Barry
Chief Engineer.....J. E. Mathiot

POLICIES

Station reserves the right to censor copy.

DISTRICT OF COLUMBIA

Population 627,000

Number of Families 159,950 Number of Radio Homes 145,510

Retail Sales \$330,813,000 Auto Registrations 181,319

WJSV

WASHINGTON, D. C.—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1460 Kc. POWER: 10,000 Watts. OWNED BY: Columbia Broadcasting System. OPERATED BY: Columbia Broadcasting System. BUSINESS ADDRESS: 817 Earle Bldg. PHONE: Metropolitan 3200. STUDIO ADDRESS: 817 Earle Bldg. TRANSMITTER LOCATION: Mt. Vernon Memorial Highway—4½ miles south of White House. TIME ON THE AIR: (daily) 7:00 A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Full facilities.

PERSONNEL

Commercial Manager.....A. D. Willard, Jr.
Chief Announcer.....Larry Elliott
Station Manager.....A. D. Willard, Jr.
Publicity Director.....Ann Gillis
Chief Engineer.....Clyde Hunt

POLICIES

Does not accept liquor advertising, has no foreign language accounts, and follows the general policies of the Columbia Broadcasting System.

REPRESENTATIVE

Radio Sales

WMAL

WASHINGTON, D. C.—EST. 1925

NATIONAL BROADCASTING CO.

(BASIC BLUE)

FREQUENCY: 630 Kc. POWER: 500 Watts. d.; 250 Watts. n. OWNED BY: M. A. Leese Radio Corp. OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: TransLux Bldg. Phone: District 0300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 712—11th St. TIME ON THE AIR: 6:30 A.M. to 2:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus, NAB Library.

PERSONNEL

President.....Norman Leese
Commercial Manager.....John H. Dodge
Advertising Manager.....John H. Dodge
Station Manager.....Kenneth H. Berkeley
Sales Manager.....John H. Dodge
Publicity Director.....Phebe M. Gale
Musical Director.....Fred Shawn
Chief Engineer.....A. E. Johnson

POLICIES

Does not accept hard liquor or wine advertisements, nor foreign language accounts. NBC policies apply otherwise.

REPRESENTATIVE

National Broadcasting Co., Inc.

WOL

"MUTUAL'S STATION FOR THE DISTRICT OF COLUMBIA"

WASHINGTON, D. C.—EST. 1927

MUTUAL—INTERCITY

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: American Broadcasting Co. OPERATED BY: American Broadcasting Co. BUSINESS ADDRESS: 1627 K St. N.W. PHONE: Metro 0012-34. STUDIO ADDRESS: 1627 K St. N.W. TRANSMITTER LOCATION: Annapolis Hotel. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Associated Music Publishers, Standard Music Library, Lang-Worth Productions and NAB Library.

PERSONNEL

President.....Le Roy Mark
Station Manager.....W. B. Dolph
Commercial Manager.....Henry V. Seay
Chief Announcer.....Stephen McCormick
Sales Manager.....Henry V. Seay
Publicity Director.....M. E. Cronan
Musical Director.....Frank Burger
Chief Engineer.....H. H. Lyon

POLICIES

Liquor and beer ads carried on week days only. No disease cures. Controversial subjects only when of news value.

Foreign language programs accepted only if, in station's opinion, there are enough of that nationality located within transmitter service area to justify broadcast.

Merchandising features: On contracts for 13 weeks or more, letters will be mailed to wholesalers, retailers and chain store buyers to acquaint them with the radio program. First 50 letters mailed at no cost to client; additional letters charged at cost. Display material will be distributed to key chains. Publicity releases are sent to some 25 newspapers and trade journals. Station break announcements are made prior to all new programs going on the air, without cost to advertiser.

REPRESENTATIVE

Transamerican Broadcasting & Television Corp.

W R C

WASHINGTON, D. C.—EST. 1923
NATIONAL BROADCASTING CO.
 (BASIC RED)

FREQUENCY: 950 Kc. POWER: 1000 Watts,
 d.: 500 Watts, n. OWNED BY: National

Broadcasting Co. OPERATED BY: Same.
 BUSINESS ADDRESS: TransLux Bldg. PHONE:
 District 0300. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: 3308—14th St.
 TIME ON THE AIR: 6:00 A.M. to 1:00 A.M.
 NEWS SERVICE: United Press. TRANSCRIP-
 TION SERVICES: NBC Thesaurus & NAB
 Library.

PERSONNEL

President.....Lenox R. Lohr
 Commercial Manager.....John H. Dodge
 Advertising Manager.....John H. Dodge
 Station Manager.....Kenneth H. Berkeley
 Sales Manager.....John H. Dodge
 Publicity Director.....Phebe M. Gale
 Musical Director.....Fred Shawn
 Chief Engineer.....A. E. Johnson

POLICIES

We will not accept hard liquor or wine ad-
 vertisements, or foreign language accounts.
 NBC policies apply otherwise.

REPRESENTATIVE

National Broadcasting Co., Inc.

FLORIDA

Population 1,670,000

Number of Families 421,025	Number of Radio Homes 267,090
Retail Sales \$425,807,000	Auto Registrations 386,907

W F L A

"SERVING THE TAMPA TRADE
 TERRITORY"

CLEARWATER—EST. 1925
NATIONAL BROADCASTING CO.

FREQUENCY: 620 Kc. POWER: 5000 Watts,
 d.: 1000 Watts, n. OWNED BY: Fla. West
 Coast Broadcasting Co., Inc. OPERATED BY:
 Fla. West Coast Broadcasting Co., Inc. BUSI-
 NESS ADDRESS: Tair Bldg., Tampa. PHONE:
 M H 1828- and H 1829, Tampa—Clearwater
 2753. STUDIO ADDRESS: Tair Bldg., Tampa.
 TRANSMITTER LOCATION: Bayview. TIME
 ON THE AIR: 7:00 A.M. to midnight. NEWS
 SERVICE: Press Radio Bureau. MAINTAINS
 ARTISTS' BUREAU. TRANSCRIPTION SERV-
 ICE: Own recording equipment.

PERSONNEL

President.....H. H. Baskin

Com. Mgr. & V-P.....W. Walter Tison
 Advertising Manager.....W. Walter Tison
 Artists' Bureau Head.....Maxine Jones
 Chief Announcer.....Mardi Liles
 Station Manager.....W. Walter Tison
 Sales Manager.....Melvin A. Myer (Local)
 Publicity Director.....Thos. A. Morton
 Musical Director.....Paul Jones
 Chief Engineer.....Joe Mitchell

POLICIES

Liquor programs must be in good taste.
 Foreign language programs not accepted.
 Limited merchandising is offered in keep-
 ing with size of the account. Exploitation is
 carried out in accord with wishes of advertiser
 and at his expense.

REPRESENTATIVE

Gene Furgason & Co.

W M F J

"THE TOPS IN PROGRAMS AT THE TOP OF YOUR DIAL"

DAYTONA BEACH—EST. 1934

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: W. Wright Esch. OPERATED BY: W. Wright Esch. BUSINESS ADDRESS: 126½ Magnolia Ave. PHONE: 91. STUDIO ADDRESS: 126½ Magnolia Ave. TRANSMITTER LOCATION: 126½ Magnolia Ave. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. (daily); 8:00 A.M. to 9:00 P.M. (Sunday). NEWS SERVICE: Radio News Assoc.

PERSONNEL

Commercial Manager.....Ed Sims
Chief Announcer.....Ray Clancy
Station Manager.....W. Wright Esch
Chief Engineer.....W. K. Ellenwood

POLICIES

No liquor accounts accepted.

REPRESENTATIVE

Cox & Tanz, Inc.

WRUF

"THE VOICE OF FLORIDA"
GAINESVILLE

FREQUENCY: 830 Kc. POWER: 5000 Watts. OWNED BY: State and University of Florida. OPERATED BY: Same. BUSINESS ADDRESS: University Campus. PHONE: 1000 Ext. 55. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime to local sunset at Denver, Colo. TRANSCRIPTION SERVICE: World Broadcasting System. NAB Library.

PERSONNEL

Station Executive.....Garland Powell
Asst. Director.....Russell McCaughan
Chief Announcer.....George Walsh
Chief Engineer.....Joseph Weil

POLICIES

Advertising of alcoholic beverages not accepted. Foreign language accounts and patent medicine accounts not accepted.

WJAX

(SUMMER) "WJAX, JACKSONVILLE IN FLORIDA, THE LAND OF OCEAN BREEZES"

(WINTER) "WJAX, JACKSONVILLE IN FLORIDA, THE LAND OF SUNSHINE"

JACKSONVILLE—EST. 1925

NATIONAL BROADCASTING CO.

FREQUENCY: 900 Kc. POWER: 5000 Watts. d.; 1000 Watts. n. OWNED BY: City of Jacksonville. OPERATED BY: Same. BUSINESS ADDRESS: No. 1 Broadcast Place. PHONE: 5-5821-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hyde Park Country Club. TIME ON THE AIR: (daily) 7:00 A.M. to 1:00 A.M.—(Sunday) 8:00 A.M. to midnight. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

Commissioner in Charge.....Thos. C. Imeson
Station Manager and Chief
Engineer.....John T. Hopkins, III
Merchandising Manager.....Ralph Feather

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

Merchandising: Merchandising manager assists in making merchandise displays, sending out mimeographed letters and other types of merchandising requested by sponsors, there being no charge other than material used, stationery, stamps, etc.

REPRESENTATIVE

Craig & Hollingsbery, Inc.

WMBR

JACKSONVILLE—EST. 1934

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 Watts. d.; 100 Watts. n. OWNED BY: Fla. Broadcasting Co. OPERATED BY: Fla. Broadcasting Co. BUSINESS ADDRESS: P. O. Box 4428. PHONE: 5-4387-8. STUDIO ADDRESS: Atlantic National Bank Bldg. TRANSMITTER LOCATION: South Jacksonville. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Library.

PERSONNEL

President.....Frank King
Chief Announcer.....Chas. Stone
Musical Director.....Marie Elliott
Chief Engineer.....H. B. Greene

POLICIES

No hard liquor advertising accepted. Carries out a monthly distribution check on all food and drug items.

REPRESENTATIVE

Paul H. Raymer Co.

WLAK

LAKELAND—EST. 1936

FREQUENCY: 1300 Kc. POWER: 100 Watts. OWNED BY: Lake Region Broadcasting Co. OPERATED BY: Lake Region Broadcasting Co. BUSINESS ADDRESS: New Florida Hotel. PHONE: 2128. STUDIO ADDRESS: New Florida Hotel. TRANSMITTER LOCATION: Lakeland. TIME ON THE AIR: Full Time License. TRANSCRIPTION SERVICE: C. P. MacGregor, World Broadcasting System.

PERSONNEL

Manager.....John Reagin

POLICIES

Advertising of alcoholic beverages not accepted excepting beer and wine.

WKAT...

The Station Where the Nation Comes to Play!

PRESENTS . . .

NATIONAL COVERAGE—A MASS MARKET—CONCENTRATED IN SOUTH FLORIDA

A varied program schedule designed for entertainment . . . news . . . education . . . and other religious, educational, civic and sports programs . . .

WKAT MIAMI BEACH

1500 KC . . . at the TOP of the dial

- Western Electric "High Fidelity" Equipment used exclusively.
- Direct United Press Teletype News Service.
- Complete Associated Music Service.
- New Baldwin Pianos and Hammond Organ.
- Program service especially designed for local interest.

Located in its own acoustically treated studios, entirely air-conditioned—at 1759 N. Bay Road, Miami Beach.



PENSACOLA, FLA.

INCREASES POWER TO

1,000 Watts
L. S.

NO INCREASE IN RATES!

Number of radio homes in day-time listening area will be more than five times the number reached by this station in 1937; covering the rich agricultural sections of northern Florida and southern Alabama.

Night-time signal strength, through improved broadcasting facilities of WCOA, will be four times greater than last year!

For extra radio value at no extra cost, include WCOA on all southern broadcast schedules. Write direct to station or representatives for complete details regarding coverage.

Owned by the News-Journal Company, assuring thorough newspaper cooperation.

Represented by:

JOHN H. PERRY ASSOCIATES

WM. K. DORMAN, Manager

225 West 39th St., New York City—Tele. BRyant 9-3357
Chicago • Detroit • Atlanta (R. J. Bidwell, San Francisco, Los Angeles)

WIOD

"RADIO CITY OF THE SOUTH"
"BEST ON THE DIAL"

MIAMI—EST. 1926

NBC—(Red and Blue)

FREQUENCY: 610 Kc. POWER: 1000 Watts.
OWNED BY: Isle of Dreams Broadcasting Co.
OPERATED BY: Isle of Dreams Broadcasting Co.
BUSINESS ADDRESS: News Tower.
PHONE: 3-6444. STUDIO ADDRESS: News Tower.
TRANSMITTER LOCATION: Miami.
TIME ON THE AIR: 7:00 a.m. to 12:00 midnight (daily); 8:00 a.m. to 12:00 midnight (Sunday).
NEWSPAPER AFFILIATION: Miami Daily News.
NEWS SERVICE: United Press, International News Service.
TRANSCRIPTION SERVICE: NBC Thesaurus, Associated Library.

PERSONNEL

President D. J. Mahoney
 Vice-Pres. and Genl. Mgr. Hal Leyshon
 Commercial Manager S. A. Vetter
 Chief Announcer Bill Pennell
 Station Manager Martin S. Wales
 Publicity Director Martin S. Wales
 Musical Director Earl Barr Hanson
 Chief Engineer Milton C. Scott Jr.

POLICIES

Advertising of alcoholic beverages, excepting beer and wine, not accepted.

REPRESENTATIVE

Craig & Hollingbery, N. Y., Chicago
San Francisco, Atlanta

WQAM

"THE VOICE OF TROPICAL AMERICA"

MIAMI—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 560 Kc. POWER: 1000 watts.
OWNED BY: Miami Broadcasting Co. OPERATED BY: Miami Broadcasting Co.
BUSINESS ADDRESS: Postal Bldg. PHONE: 26121.
STUDIO ADDRESS: Postal Bldg. TRANSMITTER LOCATION: 14th St. & Biscayne Bay.
TIME ON THE AIR: 6:00 a.m. to Midnight.
NEWS SERVICES: United Press, Transradio Press.
TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President Fred W. Borton
 Commercial Manager Norman MacKay
 Advertising Manager Norman MacKay
 Artists Bureau Head Hazel McGuire
 Chief Announcer Walt Svohla
 Station Manager Fred Mizor
 Sales Manager Norman MacKay
 Publicity Director Leslie Harris
 Musical Director Jack Thurston
 Chief Engineer Ralph Nulsen

POLICIES

No liquor except light wines, beer. Will take Spanish programs if English equivalent used at same time.

Merchandising: Direct mail, surveys, and general assistance.

REPRESENTATIVE

Gene Furgason & Company

WKAT

MIAMI BEACH—EST. 1937

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: A. Frank Katzentine. OPERATED BY: Same. BUSINESS ADDRESS: 1759 N. Bay Rd. PHONE: 5-7471. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:30 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Library.

PERSONNEL

Owner A. Frank Katzentine
Station Manager Jan Musselman
Asst. Station Manager Betty Lee Taylor

WDBO

ORLANDO—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 580 Kc. POWER: 5000 Watts, d.; 1000 watts, n. OWNED BY: Orlando Broadcasting Co., Inc. OPERATED BY: Orlando Broadcasting Co., Inc. BUSINESS ADDRESS: Ft. Gatlin Hotel, 563 N. Orange Ave. PHONE: 6181-5957. STUDIO ADDRESS: Ft. Gatlin Hotel, 563 N. Orange Ave.; Deland Extension Studio: Chamber of Commerce Bldg., Deland. TIME ON THE AIR: (daily) 7:00 a.m. to 12:15 a.m. (Sunday) 7:30 a.m. to 12:15 a.m. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICE: World Library.

PERSONNEL

President Col. Geo. C. Johnston
Commercial Manager Harold P. Danforth
Local Advertising Manager J. M. Pedrick
Artists Bureau Head W. Kimble
Chief Announcer W. Gage McBride
Station Manager Harold P. Danforth
Sales Manager Harold P. Danforth
Publicity Director Lenoir Cushman
Program Director Emily Beckett
Musical Director Walter Kimble
Chief Engineer J. E. Yarbrough

POLICIES

Wine and beer only; no liquor. Foreign language programs not accepted because of extremely limited number of foreign speaking families within service area.

REPRESENTATIVE

Paul H. Raymer Company

WDBO

FLORIDA'S 2nd BEST
STATION



5000 WATTS DAY
1000 WATTS NIGHT

CBS Affiliate

WDBO—Orlando, Florida

WCOA

"VOICE OF WEST FLORIDA"

PENSACOLA—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1340 Kc. POWER: 1000
Watts. OWNED BY: Pensacola Broadcasting
Co. OPERATED BY: Pensacola Broadcasting
Co. BUSINESS ADDRESS: P. O. Box 1368.
STUDIO ADDRESS: San Carlos Hotel. TRANSMITTER
LOCATION: Pensacola Bay Bridge.
TIME ON THE AIR: 7:00 p.m. to 11:00 p.m.
NEWSPAPER AFFILIATION: News-Journal Co.
NEWS SERVICE: Press Radio Bureau. TRANSCRIPTION
SERVICE: NBC Thesaurus.

PERSONNEL

President.....John H. Perry
Commercial Manager.....R. R. Powell
Chief Announcer.....Jas. Hendrix
General Manager.....Henry G. Wells, Jr.
Musical Director.....C. J. Edmiston
Chief Engineer.....Beecher Hayford

POLICIES

No liquor; advertising copy week in advance—foreign population negligible.

Merchandising: Letters to trade — special posters in stores, taxicab (rear tire covers), posters on all municipal vehicles. Trade surveys.

REPRESENTATIVE

John H. Perry Assoc.

WFOY

"THE BIRTHPLACE OF A NATION"

ST. AUGUSTINE—EST. 1937

FREQUENCY: 1210 Kc. POWER: 250
Watts (daytime). OWNED BY: Fountain of
Youth Properties, Inc. OPERATED BY: Fountain
of Youth Properties, Inc. BUSINESS ADDRESS: Fountain of Youth Gardens. PHONE:
1400. STUDIO ADDRESS: Fountain of Youth
Gardens. TRANSMITTER LOCATION: Fountain
of Youth Gardens. TIME ON THE AIR:
7:30 a.m. to 11:00 p.m. EST. NEWS SERVICE:
Transradio Press. TRANSCRIPTION SERVICE:
World Broadcasting System.

PERSONNEL

President.....Walter B. Fraser
Commercial Manager.....R. D. Hudiburg
Advertising Manager.....R. D. Hudiburg
Station Manager.....R. M. Tigert
Sales Manager.....R. D. Hudiburg
Program Director.....Ruth Tanksley
Chief Engineer.....Bradley Overton

POLICIES

Does not accept liquor advertising.

REPRESENTATIVE

Wellman Service

WSUN

"WHY STAY UP NORTH"

ST. PETERSBURG—EST. 1928

NATIONAL BROADCASTING CO.

FREQUENCY: 620 Kc. POWER: 5000 Watts-
d., 1000 watts-n. OWNED BY: Chamber of
Commerce. OPERATED BY: Chamber of
Commerce. BUSINESS ADDRESS: P. O. Box
177. PHONE: 4747-8. STUDIO ADDRESS:
Recreation Pier. TRANSMITTER LOCATION:
Bayview. TIME ON THE AIR: 7:00 a.m. to
1:00 a.m.—Tues., Thurs., Sat. & Sun. NEWS
SERVICE: International News Service. MAIN-
TAINS ARTISTS' BUREAU. TRANSCRIPTION
SERVICE: World Broadcasting System.

PERSONNEL

of

"CONTROL BOARD"

Commercial Manager.....Harold H. Meyer
Chief Announcer.....Louis J. Link
Station Manager.....Harold H. Meyer
Sales Manager.....Jerry Wigley
Chief Engineer.....Louis J. Link

WE HAVE
TRIPLED
OUR
BUSINESS
IN ONE
YEAR

WJNO

WEST PALM BEACH, FLORIDA

WEED AND CO., NEW YORK
NATIONAL REPRESENTATIVES

POLICIES

Beer and ale accounts accepted. No hard liquors—in line with NBC policy). No foreign language accounts. Advance copy for approval on all Patent Medicine acc'ts.

Uses large poster cards front and rear of Municipal Railway Cars, as part of merchandising plan.

REPRESENTATIVE

Transamerican Broadcasting & Television Corp.

WTAL

"VOICE OF FLORIDA'S CAPITAL CITY"

TALLAHASSEE—EST. 1935

FREQUENCY: 1310 Kc. POWER: 250 Watts-d., 100 Watts-n. OWNED BY: Fla. Capital Broadcasters, Inc. OPERATED BY: Fla. Capital Broadcasters, Inc. BUSINESS ADDRESS: Thomasville Rd. PHONE: 1310-R. STUDIO ADDRESS: Thomasville Rd. TRANSMITTER LOCATION: Thomasville Rd. TIME ON THE AIR: 8:00 a.m. to 10:00 p.m. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICES: World Broadcasting System.

PERSONNEL

President Gilbert Freeman
Station Manager Richard Kingston
Musical Director Lillian Kalil
Chief Engineer J. H. Bailey

POLICIES

Does not accept liquor advertising.

REPRESENTATIVE

World Broadcasting System

WDAE

TAMPA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1220 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Tampa Times Company. OPERATED BY: Tampa Times Company. BUSINESS ADDRESS: Tampa Terrace Hotel. PHONE: M-1818. STUDIO ADDRESS: Tampa Terrace Hotel. TRANSMITTER LOCATION: Forest Hills Country Club, Area. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Tampa Daily Times. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President David E. Smiley
Commercial Manager L. S. Mitchell
Chief Announcer Kenneth W. Skelton
Station Manager L. S. Mitchell
Publicity Director Virginia L. James
Musical Director Dr. M. Platner
Chief Engineer Wm. Pharr Moore

POLICIES

Hard liquor advertising not carried. Beer and light wine advertising accepted. Programs in Spanish carried regularly.

Reasonable amount of window display, local calls, letter service and newspaper ties are available.

REPRESENTATIVE

E. Katz Special Adv. Agency

WJNO

"THE VOICE OF WEST PALM BEACH"

WEST PALM BEACH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1200 kc. POWER: 250 watts-d., 100 watts-n. OWNED BY: Hazlewood, Inc. OPERATED BY: Hazlewood, Inc. BUSINESS ADDRESS: P. O. Box 189. PHONE: 5157-8. STUDIO ADDRESS: 1415 Okeechobee Road. TRANSMITTER LOCATION: 1415 Okeechobee Road. TIME ON THE AIR: 7:00 a.m. to 12:30 a.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting Co.

PERSONNEL

President-General Manager. Geo. A. Hazlewood
Vice-President Jay O'Brien
Commercial Manager Geo. A. Hazlewood
Secretary-Treasurer Miss Louise De Lea
Chief Announcer Ben Decker
Sales Manager Geo. A. Hazlewood
Publicity Director Geo. A. Hazlewood
Musical Director Mrs. C. C. Abbott
Chief Engineer F. G. Carroll

POLICIES

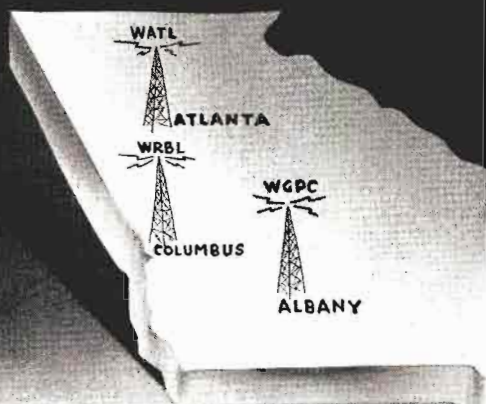
Beer and wine acc'ts only; no hard liquor. No foreign language programs to date.

Merchandising: The publicity dept. cooperates with sponsor in every way possible.

REPRESENTATIVE

Weed & Company

THE 3 WAY ROAD TO SALES IN GEORGIA



"THIS IS THE GEORGIA BROADCASTING SYSTEM"

WGPC ALBANY
WRBL COLUMBUS
WATL ATLANTA

FOR COMBINED RATES AND INFORMATION COMMUNICATE WITH GEORGIA BROADCASTING SYSTEM, COLUMBUS, GA.

GEORGIA

Population 3,085,000

Number of Families 687,640 Number of Radio Homes 256,060

Retail Sales \$484,693,000 Auto Registrations 410,583

WGPC

"VOICE OF S. W. GEORGIA"
ALBANY—EST. 1934

FREQUENCY: 1420 Kc. POWER: 100 Watts.
OWNED BY: J. W. Woodruff, Sr. OPERATED
BY: J. W. Woodruff, Sr. BUSINESS ADDRESS:
127½ N. Jackson. PHONE: 1371-1370.
STUDIO ADDRESS: 127½ N. Jackson. TRANSMITTER
LOCATION: 127½ N. Jackson. TIME
ON THE AIR: 7:00 a.m. to 9:30 p.m. NEWS
SERVICE: Local news. TRANSCRIPTION
SERVICE: Associated Music.

PERSONNEL

President.....J. W. Woodruff, Sr.
Chief Announcer.....Hubert Batey
Station Manager.....R. L. Finch, Jr.
Sales Manager.....R. L. Finch, Jr.
Chief Engineer.....Jim Cunningham

POLICIES

No special policies or restrictions.

REPRESENTATIVE

J. J. Devine & Assoc.

WGAU *

ATHENS—EST. 1938

FREQUENCY: 1310 Kc. POWER: 250 Watts,
d.; 100 Watts, n. OWNED BY: J. K. Patrick
& Co. OPERATED BY: J. K. Patrick & Co.
BUSINESS ADDRESS: Athens. STUDIO AD-
DRESS: Same. TRANSMITTER LOCATION:
Same. TIME ON THE AIR: Full Time License.
* Operating under C. P. issued by FCC, at
time of going to press.

WAGA

"ATLANTA'S WAVE OF WELCOME"
ATLANTA—EST. 1937

NBC—(BLUE)

FREQUENCY: 1450 Kc. POWER: 1000 Watts,
d.; 500 Watts, n. OWNED BY: Liberty Broad-
casting Co. OPERATED BY: The Atlanta
Journal. BUSINESS ADDRESS: Western Union
Bldg. PHONE: Main 5101-3. STUDIO AD-
DRESS: Western Union Bldg. TRANSMITTER
LOCATION: East Atlanta. TIME ON THE AIR:

6:30 A.M. to 1:00 A.M. NEWSPAPER AFFILI-
ATION: The Atlanta Journal (Operates the
station and owns stock in same). NEWS
SERVICE: United Press. TRANSCRIPTION
SERVICE: World Transcription Library.

PERSONNEL

PresidentJohn A. Brice
Commercial ManagerJess M. Swicegood
Chief AnnouncerEarle J. Pudney
Station ManagerJess M. Swicegood
Musical DirectorEarle J. Pudney
Chief EngineerClif H. Hanson

POLICIES

No liquor accounts accepted. No Chiro-
practic accounts accepted.

Merchandising: Sponsors receive full co-
operation and publicity through the pages of
the radio section of the Atlanta Journal and
all other mediums are charges to the account
at cost to the station.

REPRESENTATIVE

Edward Petry Co., Inc.

WATL

"FIRST IN ATLANTA"
ATLANTA—EST. 1931

FREQUENCY: 1370 Kc. POWER: 250 watts,
d.; 100 watts, n. OWNED BY: Atlanta Broad-
casting Co. OPERATED BY: Same. BUSI-
NESS ADDRESS: Henry Grady Bldg. PHONE:
Walnut 4377-8. STUDIO ADDRESS: Same.
TRANSMITTER LOCATION: Atlanta. TIME
ON THE AIR: 6:00 A.M. to 1:00 A.M. (all
night Sat.). NEWS SERVICE: International
News Service. TRANSCRIPTION SERVICE:
Associated Music.

PERSONNEL

President.....J. W. Woodruff
General ManagerMaurice C. Coleman
Chief Announcer.....Dick Pyron
Sales ManagerMaurice C. Coleman
Musical DirectorKen Keese
Chief EngineerJim Comer Jr.

POLICIES

Accepts light wines and beer. Will accept liquor when legalized in state. Accepts foreign language programs if English script is furnished and passes usual policy rules.

Merchandising: Tabloid "newspapers" delivered to 75,000 homes regularly; blotters supplied on all accounts that are of 52-week duration. Phone service to all women's organizations, etc., informing them of attractions. Letters and post cards to dealer outlets, etc. Expect to turn a portion of our national advertising over to clients.

REPRESENTATIVE

J. J. Devine & Associates

WGST

ATLANTA—EST. 1929

FREQUENCY: 890 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Georgia School of Technology. OPERATED BY: Southern Broadcasting Stations, Inc. BUSINESS ADDRESS: Ansley Hotel. PHONE: Walnut 8441. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Atlanta. TIME ON THE AIR: Sundays, 7:00 A.M. to 12:00 midnight; Daily, 6:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

General Manager W. H. Summerville

REPRESENTATIVE

E. Katz Special Advertising Agency

WSB

"THE VOICE OF THE SOUTH"

ATLANTA—EST. 1922

NBC—RED

FREQUENCY: 740 Kc. POWER: 50,000 Watts. OWNED BY: Atlanta Journal Co. OPERATED BY: Atlanta Journal Co. BUSINESS ADDRESS: Atlanta Biltmore Hotel. STUDIO ADDRESS: Atlanta Biltmore Hotel. TRANSMITTER LOCATION: Near Tucker, Ga. TIME ON THE AIR: Daily: 6:00 A.M. to 11:00 P.M.; Sunday, 12:00 Noon to 11:00 P.M. NEWS-PAPER AFFILIATION: Atlanta Journal. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

General Manager Lambdin Kay
Sales Manager John M. Outler, Jr.
Program Director Roy McMillen
Musical Director Marcus Bartlett
Production Manager Lessie Smithgall
Commercial Traffic Manager Dana Walters
Transcription Editor Douglas Edwards
News Editor Ernest Rogers
Educational Director Louis T. Rigdon
Chief Engineer C. F. Daugherty

POLICIES

All business accepted subject to the "Standard Conditions Governing Contracts and Orders for Spot Broadcasting" adopted by the National Association of Broadcasters in cooperation with the American Association of Advertising Agencies.

REPRESENTATIVE

Edward Petry & Company

WRDW

"WHERE RADIO DOES WANDER"

AUGUSTA—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 Watts, d., 100 watts-n. OWNED BY: Augusta Broadcasting Co. OPERATED BY: Augusta Broadcasting Co. BUSINESS ADDRESS: 10th & Broad Sts. PHONE: 2976-7-8. STUDIO ADDRESS: 10th & Broad Sts. TRANSMITTER LOCATION: North Augusta, S. C. TIME ON THE AIR: 6:30 a.m. to Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

Sec. & Treas. F. J. Miller
Commercial Manager T. Bennett
Advertising Manager T. Bennett
Artists Bureau Head James Davenport
Chief Announcer James Davenport
Station Manager W. R. Ringson
Sales Manager T. Bennett
Publicity Director Ben Boeckman
Musical Director Al Carris
Chief Engineer Harvey Aderhold

POLICIES

No liquor advertising.

Up to date merchandising department for national accounts.

REPRESENTATIVE

J. J. Devine & Assoc.

WRBL

"THE VOICE OF FRIENDLY SERVICE"

COLUMBUS—EST. 1928

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: The Columbus Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 1420 2nd Ave. PHONE: 4300-1-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 15th Ave.—30th St. TIME ON THE AIR: 6:00 A.M. to 12:00 A.M., C.S.T. NEWS SERVICE: International News Service. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Associated Music.

PERSONNEL

President J. W. Woodruff, Sr.
Commercial Manager D. T. Youngblood
Artists Bureau Head Elizabeth Alford
Chief Announcer Program Director
Bill Dougherty
Station Manager J. W. Woodruff, Jr.
Chief Engineer Oliver Heely

WKEU

GRIFFIN—EST. 1934

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Radio Station WKEU. OPERATED BY: A. W. Marshall, Jr. BUSINESS ADDRESS: Griffin Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime.

PERSONNEL

ManagerA. W. Marshall, Jr.

WMAZ

MACON—EST. 1922

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1180 Kc. POWER: 1000 Watts. OWNED BY: Southeastern Broadcasting Co. OPERATED BY: Southeastern Broadcasting Co. BUSINESS ADDRESS: 211 Cotton Ave. PHONE: 3131-2. STUDIO ADDRESS: 211 Cotton Ave. TRANSMITTER LOCATION: Georgia Place, Bellevue. TIME ON THE AIR: 6:45 a.m. to Sunset, Albuquerque, New Mexico. NEWSPAPER AFFILIATION: Macon Telegraph & News. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System, Radio Transcription Co. of America.

PERSONNEL

President, General Manager.....E. K. Cargill
Commercial Manager.....Frank Crowther
Station Manager.....E. K. Cargill
Sales Manager.....Frank Crowther
Publicity Director.....Wilton E. Cobb
Musical Director.....Allie V. Williams
Chief Engineer.....George P. Rankin Jr.

POLICIES

No hard liquor advertising accepted.
Merchandising: Extent determined with each account.

WRGA

ROME—EST. 1929

FREQUENCY: 1500 Kc. POWER: 250 watts-d., 100 watts-n. OWNED BY: Rome Broadcasting Corp. OPERATED BY: Rome Broadcasting Corp. BUSINESS ADDRESS: National City Bank Bldg. PHONE: 1995. STUDIO ADDRESS: National City Bank Bldg. TRANSMITTER LOCATION: National City Bank Bldg. TIME ON THE AIR: (daily) 6:30 a.m. to 10:00 p.m., (Sunday) 9:00 a.m. to 10:00 p.m. NEWS SERVICE: United Press.

PERSONNEL

President.....John W. Quarles
Commercial Manager.....Price Selby
Chief Announcer.....Jimmy Kirby
Station Manager.....Happy Quarles
Chief Engineer.....Frank Murphree

REPRESENTATIVE

J. J. Devine & Assoc.

WTOC

“WELCOME TO OUR CITY”

SAVANNAH—EST. 1929

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1260 Kc. POWER: 1000 Watts (C.P. pending for 5000 Watts). OWNED BY: Savannah Broadcasting Co. OPERATED BY: Savannah Broadcasting Co. BUSINESS ADDRESS: P. O. Box 704. PHONE: Savannah 2-0127. STUDIO ADDRESS: De Soto Hotel. TRANSMITTER LOCATION: Northwest of Savannah. TIME ON THE AIR: Daily, 6:30 A.M. to 12:00 midnight; Sunday, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth.

PERSONNEL

PresidentW. T. Knight, Jr.
Advertising ManagerW. B. Smart
Station ManagerW. T. Knight, Jr.
Sales ManagerRobert R. Feagin
Chief AnnouncerWeldon W. Herrin
Publicity DirectorW. B. Smart
Chief EngineerLaws L. Meador

POLICIES

Liquor advertising not accepted. Will accept foreign language programs provided transcribed with affidavit translating the program, copy and material.

Merchandising: Signs on the sides of Dodge Panel Truck; embossograph signs, mimeographed publicity releases, courtesy announcements, personal contact of local dealers, assistance with dealer display, direct mail campaigns.

REPRESENTATIVE

Paul H. Raymer Company

WPAX

“GOOD MERCHANTS USE RADIO WPAX IN THOMASVILLE”

THOMASVILLE—EST. 1934

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: H. Wimpy. OPERATED BY: H. Wimpy. BUSINESS ADDRESS: 117 Remington Ave. PHONE: 909. STUDIO ADDRESS: 117 Remington Ave. TRANSMITTER LOCATION: 117 Remington Ave. TIME ON THE AIR: 7:00 a.m. to sunset. NEWSPAPER AFFILIATIONS: Atlanta Georgian, Albany Herald, Albany, Ga. Pelham Journal, Pelham, Ga. TRANSCRIPTION SERVICE: Records exclusively.

PERSONNEL

Commercial Manager.....Chas. Lawton
Station Manager.....H. Wimpy
Chief Announcer.....T. P. Walton, Jr.
Sales Manager.....Chas. Lawton
Chief Engineer.....James W. Poole

POLICIES

Accepts beer and wine, no liquor. Very few foreign language listeners in territory but no restrictions on such accounts.

WAYX

"VOICE OF SOUTH GEORGIA"

WAYCROSS—EST. 1936

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Waycross Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 620 Plant Ave. PHONE: 965. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Waycross. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Waycross Journal - Herald. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President Jack Williams
General Manager..... Jack Murray
Station Manager..... John J. Tobola, Acting
Musical Director..... Jerry Winters

POLICIES

Beer and wine advertising permitted, except on Sunday.

Merchandising: Affiliation with Waycross Journal-Herald permits added publicity on programs. Cuts and stories of artists featured are run in the paper.

REPRESENTATIVE

J. J. De Vine & Assoc.

IDAHO

Population 493,000

Number of Families 118,000

Number of Radio Homes 86,140

Retail Sales \$140,167,000

Auto Registrations 133,037

KIDO

is not high hat

BUT

we are the exclusive
outlet for NBC
programs in Idaho

KIDO

BOISE, IDAHO

KIDO

"THE VOICE OF IDAHO"

BOISE—EST. 1928

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1350 Kc. POWER: 2500 Watts-d., 1000 Watts-n. OWNED BY: C. G. Phillips and Frank L. Hill. OPERATED BY: C. G. Phillips and Frank L. Hill. BUSINESS ADDRESS: Hotel Boise. PHONE: 660-1-3040. STUDIO ADDRESS: Hotel Boise. TRANSMITTER LOCATION: 4½ miles N.W. of city. TIME ON THE AIR: 7:00 a.m. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

Commercial Manager..... Bonnie Scotland
Station Manager..... C. G. Phillips
Advertising Manager..... C. G. Phillips
Chief Announcer..... Billy Phillips
Sales Manager..... W. E. Weaver
Publicity Director..... Leroy Civille
Musical Director..... Vern Moore
Chief Engineer..... Harold Toedtemeier

POLICIES

Liquor advertising after 9:30 p.m. only.
Newspaper and radio publicity by way of merchandising aids.

REPRESENTATIVE

John Blair and Company

K G C I *

COEUR D'ALENE—EST. 1937

FREQUENCY: 1200 Kc. POWER: 100 Watts.
OWNED BY: Clarence A. Berger and Saul S. Freeman. OPERATED BY: Clarence A. Berger and Saul S. Freeman. BUSINESS ADDRESS: Coeur D'Alene. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime.

* Operating under C.P. at time of going to press.

KID

"THE VOICE OF IDAHO"

IDAHO FALLS—EST. 1928

FREQUENCY: 1320 Kc. POWER: 5000 Watts-d., 500 Watts-n. OWNED BY: KID Broadcasting Co. OPERATED BY: KID Broadcasting Co. BUSINESS ADDRESS: BWM Bldg. PHONE: 4. STUDIO ADDRESS: BWM Bldg. TRANSMITTER LOCATION: Human Highway. TIME ON THE AIR: 6:00 a.m. to midnight. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....J. W. Duckworth
Chief Announcer.....Charles Crabtree
Station Manager.....J. W. Duckworth
Chief Engineer.....W. J. Provis

POLICIES

No special policies or programs or merchandising plans.

REPRESENTATIVE

A. T. Sears

K R L C

LEWISTON—EST. 1935

FREQUENCY: 1390 Kc. POWER: 250 Watts. OWNED BY: H. E. Studebaker. OPERATED BY: H. E. Studebaker. BUSINESS ADDRESS: Lewis-Clark Hotel. PHONE 1950-1. STUDIO ADDRESS: Lewis-Clark Hotel. TRANSMITTER LOCATION: Lewiston Orchards. TIME ON THE AIR: (daily) 6:30 a.m. to 10:00 p.m., (Sunday) 9:00 a.m. to 9:00 p.m. NEWS SERVICES: United Press, Transradio Press. TRANSCRIPTION SERVICES: World Program Service, Lang-Worth Feature Programs, Inc.

PERSONNEL

Owner.....H. E. Studebaker
Advertising Manager.....A. Q. Moore
Chief Announcer.....Bob Anderson
Station Manager.....Donald A. Wike

REPRESENTATIVES

Walter Biddick Co.—Pacific Coast
Sears & Ayers—Chicago
Cox & Tanz—Philadelphia

KFXD

"IDAHO'S STATION KFXD"

NAMPA—EST. 1930

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Frank E. Hurt. OPERATED BY: Frank E. Hurt. BUSINESS ADDRESS: Nampa. PHONE: 1200 Nampa 750. STUDIO ADDRESS: 1024—12 Ave.; S. 8 & Grant Caldwell; 11 & Main, Boise. TRANSMITTER LOCATION: 1024—12 Ave.; S. Boise & Caldwell. TIME ON THE AIR: 6:00 a.m. to 9:00 p.m. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library, NBC Thesaurus, Lang-Worth.

PERSONNEL

Commercial Manager.....Doyle Cain
Chief Announcer.....Marvin E. Johnston
Station Manager.....Frank E. Hurt
Sales Manager.....Doyle Cain
Chief Engineer.....Edward Hurt

POLICIES

Does not accept any liquor advertising.
Does not accept advertising of products not sold by local merchant.

KSEI

POCATELLO—EST. 1926

FREQUENCY: 900 Kc. POWER: 1000 Watts-d., 250 Watts-n. OWNED BY: Radio Service Corp. OPERATED BY: Radio Service Corp. BUSINESS ADDRESS: Pocatello. PHONE: 960. STUDIO ADDRESS: Pocatello. TRANSMITTER LOCATION: Bannock County Fairgrounds. TIME ON THE AIR: 6:00 a.m. to 12:00 p.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

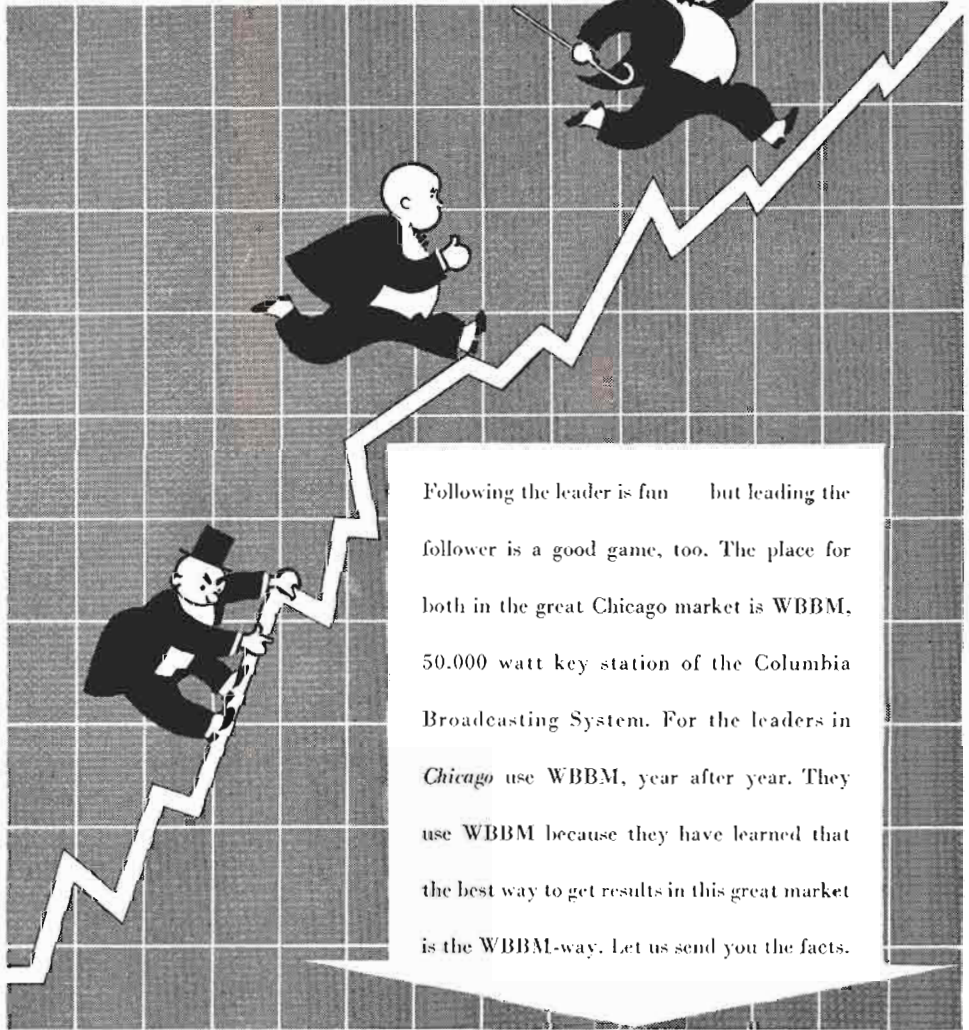
PERSONNEL

President.....O. P. Soule
Commercial Manager.....Henry H. Fletcher
Chief Announcer.....Julian H. Boone
Station Manager.....Henry H. Fletcher
Publicity Director.....Ruthe A. Fletcher
Musical Director.....Ruthe A. Fletcher
Chief Engineer.....James E. Mitchell

POLICIES

Does not accept hard liquor advertising.

"LEAD THE FOLLOWER" is a good game ...too!



Following the leader is fun — but leading the follower is a good game, too. The place for both in the great Chicago market is WBBM, 50,000 watt key station of the Columbia Broadcasting System. For the leaders in *Chicago* use WBBM, year after year. They use WBBM because they have learned that the best way to get results in this great market is the WBBM-way. Let us send you the facts.

W B B M **C H I C A G O**

Owned and operated by the Columbia Broadcasting System. Represented for all spot business by
RADIO SALES: New York . . . Chicago . . . Detroit . . . Los Angeles . . . San Francisco.

K T F I

"IDAHO'S DOMINANT STATION"

TWIN FALLS—EST. 1928

FREQUENCY: 1240 Kc. POWER: 100 Watts. OWNED BY: Radio Broadcasting Corp. OPERATED BY: Radio Broadcasting Corp. BUSINESS ADDRESS: Radio Center. PHONE: 30. STUDIO ADDRESS: Radio Center. TRANSMITTER LOCATION: 4 miles west of Twin Falls. TIME ON THE AIR: 5:00 a.m. to 12:00 p.m. (daily), 9:00 a.m. to 11:00 p.m. (Sunday). NEWS SERVICE: Transradio Press. MAIN-

MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICE: C. P. McGregor & Lang-Worth.

PERSONNEL

President.....O. P. Soule
Commercial Manager.....John E. Gardner
Artists Bureau Head.....Will E. Wright
Chief Announcer.....Jay W. Spracher
Station Manager.....John E. Gardner
Publicity Director.....F. M. Soule
Musical Director.....Will E. Wright
Chief Engineer.....Franklin V. Cox

POLICIES

No stated special policies.

ILLINOIS

Population 7,878,000

Number of Families 1,986,075 Number of Radio Homes 1,898,210

Retail Sales \$2,173,069,000 Auto Registrations 1,659,750

W J B C

"VOICE OF CENTRAL ILLINOIS"

BLOOMINGTON—EST. 1934

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: A. M. and D. C. McGregor (a partnership). OPERATED BY: A. M. McGregor. BUSINESS ADDRESS: Bloomington. PHONE: 535-534. STUDIO ADDRESS: Wesleyan University, Normal University, Normal. TRANSMITTER LOCATION: West Gregory St., Normal. TIME ON THE AIR: 9:00 A.M. to 12:30 P.M.—3:00 P.M. to 7:30 P.M. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio and Lang-Worth Features.

with wholesalers in this territory—prepare lists of retail outlets—and mail promotional material, etc., all at cost.

PERSONNEL

President.....A. M. McGregor
Commercial Manager.....Hugh L. Gately
Advertising Manager.....Hugh L. Gately
Chief Announcer.....Bruce Grant
Station Manager.....A. M. McGregor
Sales Manager.....Hugh L. Gately
Musical Director.....Riley Jackson
Chief Engineer.....Marshall Seacrist

POLICIES

No foreign language or liquor accounts accepted.
Merchandising: Station will obtain contracts

W C A Z

CARTHAGE—EST. 1921

FREQUENCY: 1070 Kc. POWER: 100 Watts. OWNED BY: Superior Broadcasting Service, Inc. OPERATED BY: Superior Broadcasting Service, Inc. BUSINESS ADDRESS: Carthage. PHONE: 520. STUDIO ADDRESS: Carthage. TRANSMITTER LOCATION: R. F. D. Carthage. TIME ON THE AIR: Daylight to dark. NEWS SERVICE: Own local news bureau.

PERSONNEL

President.....Bob Compton
Com. Mgr. and Adv. Mgr.....John Palmer
Chief Announcer.....Dick Failor
Station Manager.....Bob Compton
Publicity Director.....Bera Enterline
Musical Director.....Doris Bennett
Chief Engineer.....Allen Doyle

POLICIES

No special program restrictions or merchandising angles.

REPRESENTATIVE

H. K. Conover Co.



© 1937

4 Spectacular FIRSTS

WGES, Chicago — Ask Chicago radio men "What station is Chicago's most successful?" The answer usually is "WGES." Ask local advertisers and you'll get the same answer just as quickly.

FIRST WITH LOCAL CHICAGO ACCOUNTS

WSBC, Chicago—It's an astounding fact that WSBC still carries more than 70% of the same accounts it carried five years ago despite the fact that our volume of business has quadrupled in those five years. Our rates are still at a sensible level.

FIRST AMONG CHICAGO LOCALS

WCBD, Chicago—When a radio station almost continually hangs out the "S-R-O" sign, you can be pretty sure that it's producing for its clients. That's the almost invariable experience at WCBD — indeed, there is a waiting list for many of our hours.

THE MIDWEST'S BEST PUBLICITY BUY

WEMP, Milwaukee — Licensed two years ago, WEMP is one of America's best publicity investments. Milwaukee's only purely local station has been built on common-sense mindfulness of public need, some call it "showmanship."

FIRST IN NUMBER OF MILWAUKEE ACCOUNTS

Personal Direction of
GENE T. DYER

WDWS

"THE NEWS GAZETTE STATION"

CHAMPAIGN—EST. 1937

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: News Gazette, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 48 Main. PHONE: 5252. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: ½ mile south of Champaign. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWSPAPER AFFILIATION: News Gazette. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

Commercial Manager George Gilmer
Station Manager L. G. Collison
Advertising Manager Paul Fahnestock
Artists' Bureau Head Paul Fahnestock
Chief Announcer Pat Fredericks
Program Director Paul Fahnestock
Publicity Director Paul Fahnestock
Musical Director Ken Rice
Chief Engineer Jack M. Wainscott

POLICIES

No foreign language accounts accepted. Merchandises service for accounts, — also news stories daily of programs.

REPRESENTATIVE

Sears & Ayers

WAAF

"METROPOLITAN STATION"

CHICAGO—EST. 1922

FREQUENCY: 920 Kc. POWER: 1000 Watts. OWNED BY: Chicago Daily Drivers Journal. OPERATED BY: Chicago Daily Drivers Journal. BUSINESS ADDRESS: Palmer House. PHONE: Randolph 1932. STUDIO ADDRESS: Palmer House. TRANSMITTER LOCATION: Exchange Bldg. TIME ON THE AIR: Sun-up to sun-down. NEWSPAPER AFFILIATION: Chicago Daily Drivers Journal. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: NAB Library, Standard Radio.

PERSONNEL

President Ward A. Neff
Station Manager William E. Hutchinson
Commercial Manager Arthur F. Harre
Advertising Manager Arthur F. Harre
Artists' Bureau Head John P. Odell
Chief Announcer Kennedy Nelson
Sales Manager Arthur F. Harre
Publicity Director Joseph E. Silver
Musical Director James Kozak
Chief Engineer Carl Ulrich

POLICIES

No liquor advertising accepted; no foreign language programs.

Merchandising: Letters to dealers, dealer contacts, weekly program schedule publicity, bus card publicity covering every bus in Chicago.

REPRESENTATIVE

Craig & Hollingbery

WBBM

"WBBM AIR THEATRE"
CHICAGO—EST. 1923

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 770 Kc. POWER: 50000 Watts. OWNED BY: Columbia Broadcasting System, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 410 N. Michigan Ave. PHONE: Whitehall 6000. STUDIO ADDRESS: 401 N. Michigan Ave. TRANSMITTER LOCATION: Glenview. TIME ON THE AIR: 6:15 A.M. to 1:30 A.M. NEWS SERVICES: United Press & International News Service; MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President Wm. S. Paley
Station Manager H. Leslie Aitass
Commercial Manager J. Kelley Smith
Advertising Manager Wayde Grinstead
Artists' Bureau Head Bobby Brown
Chief Announcer Lou Thompson
Sales Manager J. Kelly Smith
Publicity Director Hal Burnett
Musical Director Carl Hohengarten
Chief Engineer Frank Falknor

POLICIES

No highly fortified liquors. No foreign language. General requirements of CBS policies.

REPRESENTATIVE

Radio Sales (Division of C.B.S.)

WCBD

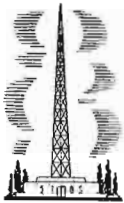
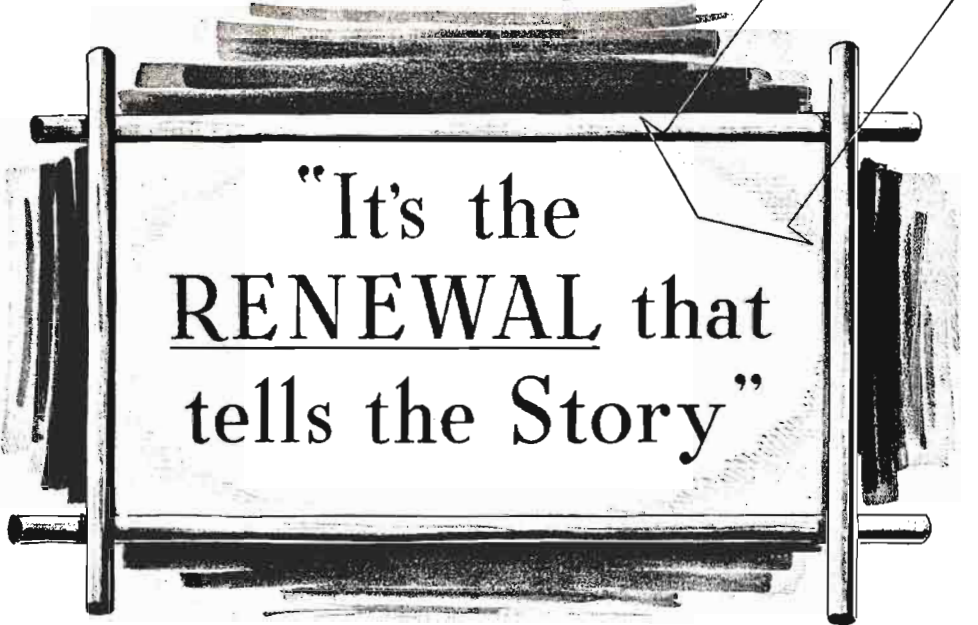
"MIGHTY VOICE OF THE MID-WEST"
CHICAGO

FREQUENCY: 1080 Kc. POWER: 5000 Watts. OWNED BY: WCBD, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 2400 W. Madison St. PHONE: Seeley 8066. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Elmhurst. TIME ON THE AIR: 7:30 A.M. to 10:30—1:00 P.M. to 3:00 and 5:00 P.M. to local sunset. TRANSCRIPTION SERVICE: NAB Library.

PERSONNEL

President Gene T. Dyer
Commercial Manager Joseph Rudolph
Advertising Manager Max Arbeiter
Chief Announcer Ed Roberts
Station Manager Joseph Rudolph
Sales Manager Max Arbeiter

Add this to Your List of Proverbs



Yes,
**THE RENEWAL
IS WHAT COUNTS!**

**A Good Salesman . . . An Enterprising Advertiser . . .
An Attractive Proposition . . . A SALE IS MADE!**

The Contractual Period Expires . . . and Then, WHAT? . . . RENEWAL? . . .
CANCELLATION? . . . WJJD, Answers—RESULTS—and results alone will determine the
answer. All the persuasive salesmanship in the world is of little value unless the station has produced.

- One Year Ago the KELLOGG COMPANY said: "All right, we'll see if your station can sell corn flakes in as highly a competitive market as is Chicago!"
The answer is: **KELLOGG RENEWS FOR 1938!!**
- Four Years Ago CONSOLIDATED DRUG TRADE PRODUCTS, Inc., tried a 15-minute period daily. Their challenge: "So you think you can out-pull in quantity as well as on a cost basis, any station in Chicago?" The answer is: "THIS ACCOUNT HAS EXPANDED THEIR TIME WITH US TO 2 FULL HOURS PER DAY—7 DAYS PER WEEK—AND HAVE JUST RENEWED FOR 1938!"
- JUST TWO EXAMPLES—Space does not permit the list we would like to show. The following are just a few WJJD advertisers whose company you will keep on WJJD and who know that we provide—
"THE LARGEST AUDIENCE PER DOLLAR SPENT IN THE CHICAGO MARKET!"

THEY KNOW OF WJJD EFFECTIVENESS

ALLIED FLORISTS' ASSOC.
AMERICAN BANDAGE CO.
AMERICAN POP CORN CORP.
ARMAND COMPANY
BALDWIN PIANO COMPANY
BATA SHOE COMPANY
BATHASWEET
BRONCO SELTZER
BUILDERS' LIFE INS. CO.
BROWN & WILLIAMSON TOBACCO
CORP.
CHARLES DENBY CIGARS
CHICAGO DAILY NEWS
CHICAGO MAIL ORDER CO.
CHICAGO & NORTHWESTERN BY.
CONTINENTAL COFFEE COMPANY
CORCORAN COMPANY
CURTIS-WRIGHT INST. OF
AERONAUTICS

DR. PRESTON BRADLEY
DRUG TRADE PRODUCTS
DUDGE TRUCKS
EVANS FUR COMPANY
FATHER CHAS. F. COUGHLIN
FOX BREWING CO., PETER
GARDNER NURSERY
GLOBE LIFE INSURANCE CO.
GRANT & PONS
GRYBOSKI'S HIS LINES
MRS. CHAS. NOODLES
H.L. BELL TELEPHONE CO.
ISLAND INVESTMENT PLAN
INTERSTATE TRANSIT LINES

IRONIZED YEAST
KELLOGG COMPANY
KNOX COMPANY
KEM
MARSHALL FIELD & CO.
MCLEOD'S VARNISH CO.
NAT'L BRANDS LIQ. STORES
NATIONAL TEA CO.
PAUL WHEELLES
NELSON FURNITURE & STORAGE
NEUFAMEL CORP.
PACKARD MOTOR CO. OF CHICG.
PURINA MILLS
PURSANG (McNESSON & ROBBINS)

REMINOTON-BAND CO.
REAS-HOFFBUCK & CO.
SMITHFIELD FARM PRODUCTS
STARTING CASUALTY INS.
SURE LABORATORIES
TEXACO
THOR WASHING MACHINES
TOWER FINANCE CO.
VAUGHAN'S SHOE STORES
WALSH'S DRUG STORES
WASHY PRODUCTS
WELLS TABLET CO.
WUNDER BREAD
WURTLER COMPANY

Chicago's Largest
Independent Station

WJJD

201 N. Wells Street
Chicago, Illinois

NATIONAL REPRESENTATIVES: THE PAUL H. RAYMER CO.

Publicity DirectorRichard Kross
 Musical DirectorBess Hienzman
 Chief EngineerEdward J. Jacker

POLICIES

Advertising of alcoholic beverages accepted. All programs are subject to the approval of the station management and must conform to the standards of the station. Programs should be submitted not less than three days in advance for the program director's approval.

WCFL

"VOICE OF LABOR"

CHICAGO—EST. 1926

NATIONAL BROADCASTING CO.

FREQUENCY: 970 Kc. POWER: 5000 Watts. OWNED BY: Chicago Fed. of Labor (AFL). OPERATED BY: Chicago Federation of Labor. BUSINESS ADDRESS: 666 Lake Shore Drive. PHONE: Superior 5300. TIME ON THE AIR: (daily) 6:00 A.M. to midnight; (sunday) 8:00 A.M. to midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Full facilities.

PERSONNEL

President.....John Fitzpatrick
 Station Manager.....Maynard Marquardt
 Commercial Manager.....M. B. Wolens
 Advertising Manager.....M. B. Wolens
 Program Bureau Head.....Holland Engle
 Chief Announcer.....Holland Engle
 Sales Manager.....M. B. Wolens
 Publicity Director.....Holland Engle
 Musical Director.....John Kelly
 Chief Engineer.....Maynard Marquardt

POLICIES

Does not accept liquor advertising. No time sold in bulk for resale. Foreign language accounts not solicited.

Station will merchandise advertisers' products to union members affiliated with Chicago Federation of Labor and to members in territory affiliated with American Federation of Labor. Total of approximately 450,000 members in WCFL territory.

REPRESENTATIVE

E. Katz Special Adv. Agency

WCRW

CHICAGO—EST. 1926

FREQUENCY: 1210 Kc. POWER: 100 watts. OWNED BY: Clinton R. White. OPERATED BY: Same. BUSINESS ADDRESS: 2756 Pine Grove Ave. PHONE: Diversey 4440. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 11:00 A.M. to 2:00 P.M.—5 to 7:00 P.M. TRANSCRIPTION SERVICE: Has full facilities.

POLICIES

Does not accept foreign language accounts. No other stated policies.

WEDC

CHICAGO—EST. 1926

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Emil Denmark, Inc. OPERATED BY: Emil Denmark, Inc. BUSINESS ADDRESS: 3860 Ogden Ave. PHONE: Crawford 4100. STUDIO ADDRESS: 3860 Ogden Ave. TRANSMITTER LOCATION: 3860 Ogden Ave. TIME ON THE AIR: 8:30 A.M. to 10:00 A.M.—3:30 P.M. to 5:00 P.M.—7:00 P.M. to 8:00 P.M.—10:00 P.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: Denni Hlasatel, Daily Svornost, Draugas, Narod. NEWS SERVICES: News from affiliated newspapers. TRANSCRIPTION SERVICES: Has usual facilities.

PERSONNEL

President.....Emil Denmark
 Commercial Manager.....Frank J. Kotnour
 Chief Announcer.....Paul Gerard
 Station Manager.....Frank J. Kotnour
 Musical Director.....William P. Brady
 Chief Engineer.....H. V. Fitzcharles

POLICIES

As "Pioneers of foreign language programs," station specializes in them.

WENR

"THE VOICE OF SERVICE"

CHICAGO—EST. 1925

NATIONAL BROADCASTING CO.

(BASIC BLUE)

FREQUENCY: 870 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Merchandise Mart. PHONE: Superior 8300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Downers Grove. TIME ON THE AIR: (Mon. thru Fri.) 3:00 P.M. to 7:00 P.M.—8:30 P.M. to 1:00 A.M. (Saturday) 3:00 P.M. to 7:00 P.M.—12:00 midnight to 1:00 A.M. (Sunday) 12:00 noon to 6:30 P.M.—8:00 P.M. to 1:00 A.M. (Shares time with WLS.) NEWS SERVICES: Press Radio and United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS BUREAU.

PERSONNEL

President.....Lenox R. Lohr
 Station Manager and Vice-President
 Niles Trammell
 Commercial Manager.....W. W. Smith
 Advertising Manager.....Emmons C. Carlson
 Artists Bureau Head.....Sidney N. Strotz
 Chief Announcer.....Everett G. Mitchell
 Sales Manager.....W. W. Smith
 Publicity Director.....W. G. Ray
 Musical Director.....Leroy Shield
 Chief Engineer.....Howard C. Luttgens

REPRESENTATIVE

National Broadcasting Co., Inc.



IN the 8 years WLS has been under the present management, 8,342,346 letters have been received from listeners - an average of over a million letters a year for eight consecutive years. A lot of letters - from a loyal audience that listens and responds. **WLS GETS RESULTS!**



THE PRAIRIE FARMER STATION

Burridge D. Butler, President
Glenn Snyder, Manager

KOY
1000 WATTS
Day and Night
CBS Affiliate
PHOENIX
BURRIDGE D. BUTLER, Chairman
FRED A. PALMER, Manager

KOY in its first year of operation under new ownership has proved itself the dominant factor for advertising in Phoenix and the rich Salt River Valley. . . . The Arizona Network, combining Phoenix, Tucson, Bisbee-Lowell with **KOY** as the key station, covers all Arizona, with one of the highest per capita retail sales in the U. S. . . . For data write Fred Palmer, **KOY**, Phoenix, Arizona--or International Radio Sales, New York, Chicago, Detroit, Los Angeles.

*The Arizona Network: **KOY** Phoenix--**KGAR** Tucson--**KSUN** Bisbee-Lowell*

WGES

"IN THE HEART OF CHICAGO"
CHICAGO—EST. 1923

FREQUENCY: 1360 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Oak Leaves Broadcasting Station, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 2400 Madison St. PHONE: Seeley 8066. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 4000 Washington Blvd. TIME ON THE AIR: 7:00 A.M. to 8:00 P.M. TRANSCRIPTION SERVICE: NAB Library.

PERSONNEL

President H. J. Guyon
Station Manager Gene T. Dyer
Commercial Manager M. B. Arbeiter
Chief Announcer Peter Bradley
Publicity Director Dick Kross
Musical Director Irma Gareri
Chief Engineer George Bush

POLICIES

No stated special program policies.

WGN

"THE VOICE OF THE PEOPLE"
CHICAGO—EST. 1924
MUTUAL

FREQUENCY: 720 Kc. POWER: 50,000 Watts. OWNED BY: WGN, Inc. OPERATED BY: WGN, Inc. BUSINESS ADDRESS: 441 N. Michigan Ave. PHONE: Superior 0100. STUDIO ADDRESS: 445 N. Michigan Ave. TRANSMITTER LOCATION: Elgin. TIME ON THE AIR: 7:00 A.M. to 1:30 A.M. (Saturdays, until 2:00 A.M.). NEWSPAPER AFFILIATION: Chicago Tribune. NEWS SERVICE: Press Radio Bureau. TRANSCRIPTION SERVICE: World Broadcasting Co.

PERSONNEL

President Col. Robert R. McCormick
Managing Director W. E. Macfarlane
Chief Announcer Quin A. Ryan
Station Manager Quin A. Ryan
Sales Manager Edward W. Wood, Jr.
Publicity Director Frank P. Schreiber
Musical Director Henry Weber
Chief Engineer Carl J. Meyers

POLICIES

No wines, liquors, or foreign language programs. Time given gratis to religious programs, educational programs, cure bodies, charity, medical science programs.

No special merchandising policies in effect.

REPRESENTATIVE

Wm. A. McGuineas (N. Y.)

WIND

(See Gary, Ind.)

WJJD

"CHICAGO'S LARGEST INDEPENDENT STATION"

CHICAGO—EST. 1923
WLW LINE

FREQUENCY: 1130 Kc. POWER: 20,000 Watts. OWNED BY: WJJD, Inc. OPERATED BY: WJJD, Inc. BUSINESS ADDRESS: 201 N. Wells St. PHONE: State 5466-7. STUDIO ADDRESS: 201 N. Wells St. TRANSMITTER LOCATION: Des Plaines. TIME ON THE AIR: 6:00 A.M. to sunset, Salt Lake City. NEWS SERVICE: International News Service, N.E.A. TRANSCRIPTION SERVICE: C. P. McGregor, Standard Radio.

PERSONNEL

President Ralph L. Atlass
Commercial Manager H. P. Sherman
Chief Announcer R. L. La Bour
Program Manager J. L. Allabough, Jr.
Publicity Director Al Hollender
Musical Director Ben Kanter
Chief Engineer C. N. Gunther

POLICIES

No liquor or foreign language accounts. Maximum copy requirements. Maintains established periods for educational broadcasts which are not moved for commercial programs.

REPRESENTATIVE

Paul Raymer, Inc.

WLS

CHICAGO—EST. 1924

NATIONAL BROADCASTING CO.

FREQUENCY: 870 Kc. POWER: 50,000 Watts. OWNED BY: Prairie Farmer Publishing Co. OPERATED BY: Prairie Farmer. BUSINESS ADDRESS: 1230 W. Washington Blvd. PHONE: Haymarket 7500. STUDIO ADDRESS: 1230 W. Washington Blvd. TRANSMITTER LOCATION: Downers Grove. TIME ON THE AIR: 6:00 A.M. to 8:30 P.M. (midnight on Saturday). NEWSPAPER AFFILIATION: Prairie Farmer. NEWS SERVICE: United Press, Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Usual Facilities.

PERSONNEL

President Burrige D. Butler
Station Manager Glenn Snyder
Commercial Manager Wm. R. Cline
Artists' Bureau Head Earl Kurtze

Publicity Director.....Julian Bentley
Musical Director.....Harold Safford
Chief Engineer.....Thomas L. Rowe

POLICIES

Does not take liquor accounts.
Does not have standard merchandising or exploitation features, but cooperates in these features with the needs and desires of individual advertisers.

REPRESENTATIVE

John Blair & Company

WMAQ

CHICAGO—EST. 1922
NATIONAL BROADCASTING CO.
(BASIC BLUE)

FREQUENCY: 670 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Merchandise Mart. PHONE: Superior 8300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Elmhurst. TIME ON THE AIR: (daily) 7:00 A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICES: United Press, Press Radio. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS BUREAU.

PERSONNEL

President.....Lenox R. Lohr
Station Manager and Vice-President
Niles Trammell
Commercial Manager.....W. W. Smith
Advertising Manager.....Emmons C. Carlson
Artists Bureau Head.....Sidney N. Strotz
Chief Announcer.....Everett G. Mitchell
Sales Manager.....W. W. Smith
Publicity Director.....W. G. Ray
Musical Director.....Leroy Shield
Chief Engineer.....Howard C. Luttgens

POLICIES

No foreign language programs accepted. No liquor advertisements accepted. NBC policies apply otherwise.

Merchandising: Sales Promotion Department will act in an advisory capacity only, in connection with any client promotional activities. If client wishes NBC to send letter to a list of dealers, NBC will do so but all expense involved including cost of stationery will have to be borne by client.

REPRESENTATIVE

National Broadcasting Co., Inc.

WMBI

CHICAGO—EST. 1926

FREQUENCY: 1080 Kc. POWER: 5000 Watts. OWNED BY: The Moody Bible Institute of Chicago. OPERATED BY: The Moody Bible

Institute of Chicago. BUSINESS ADDRESS: 153 Institute Place. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Chicago. TIME ON THE AIR: Shares Limited Time with WBT and WCBD.

PERSONNEL

Director.....H. Coleman Crowell
Chief Announcer...Rev. Wendell P. Loveless

POLICIES

Station does not sell time.

WSBC

"THE FRIENDLY VOICE OF CHICAGOLAND"

CHICAGO—EST. 1925

FREQUENCY: 1210 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: WSBC, Inc. OPERATED BY: Gene T. Dyer. BUSINESS ADDRESS: 2400 Madison St. PHONE: Seeley 8066. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares time. TRANSCRIPTION SERVICE: NAB Library.

PERSONNEL

President.....Gene T. Dyer
Commercial Manager.....Gene T. Dyer
Chief Announcer.....Wm. Burghart
Station Manager.....Frank A. Stanford
Sales Manager.....Frank A. Stanford
Publicity Director.....Dick Kross
Musical Director.....Dean Remick
Chief Engineer.....Caleb Frisk

POLICIES

Liquor advertising is accepted, though imbibing is not encouraged. Drug and medical advertising not accepted. Operates in strict conformance with local Better Business Bureau regulations.

WHFC

"VOICE OF THE WEST TOWNS"

CICERO—EST. 1926

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WHFC, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 6138 W. Cermak Rd. PHONE: Cicero 4305-Lawndale 8228. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M.

PERSONNEL

President.....R. W. Hoffman
Commercial Manager.....R. W. Hoffman
Chief Announcer.....F. Thomas
Station Manager.....R. W. Hoffman
Publicity Director.....E. Zeman
Chief Engineer.....David Mearns

POLICIES

Liquor advertising not accepted.

WJBL

DECATUR—EST. 1926

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Charles R. Cook. OPERATED BY: Charles R. Cook. BUSINESS ADDRESS: 301 N. Water. PHONE: 5371-2. STUDIO ADDRESS: 301 N. Water. TRANSMITTER LOCATION: Route 48. TIME ON THE AIR: 6:00 A.M. to 9:00 A.M.—12:30 to 3:00 P.M.—7:30 to 12:00 midnight. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System and Standard Radio.

PERSONNEL

President.....Chas. R. Cook
Commercial Manager.....Chas. R. Cook
Artists' Bureau Head.....Nate Egnor
Chief Announcer.....Nate Egnor
Station Manager.....Chas. R. Cook
Musical Director.....Myrtle B. Cook
Chief Engineer.....Glenn C. Becker

REPRESENTATIVE

J. J. Devine & Co.

WKBB

EAST DUBUQUE

(See Dubuque, Ia.)

WTMV

"THE MUSICAL STATION"

EAST ST. LOUIS—EST. 1935

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Mississippi Valley Broadcasting Co. OPERATED BY: Mississippi Valley Broadcasting Co. BUSINESS ADDRESS: Hotel Broadview. PHONE: Bridge 3424—East 4390. STUDIO ADDRESS: Hotel Broadview. TRANSMITTER LOCATION: Hotel Broadview. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC The-saurus, Associated Recorded Program Service.

PERSONNEL

President.....Lester E. Cox
Commercial Manager.....Wm. H. West
Advertising Manager.....T. J. Connelly
Artists' Bureau Head.....Paul Godt
Chief Announcer.....Fred Moegle
Station Manager.....Wm. H. West
Sales Manager.....Wm. H. West
Publicity Director.....T. J. Connelly
Musical Director.....Paul Godt
Chief Engineer.....Thos. R. McLean

POLICIES

Beer programs accepted for broadcasting at any hour. Liquor advertising accepted for broadcasting only after 10:00 P.M. Foreign language programs accepted.

Merchandising features in connection with commercial programs are too numerous to outline in detail, but most of such programs are merchandised in an outstanding manner.

WGIL*

GALESBURG—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: Galesburg Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Hill Arcade Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Galesburg.

PERSONNEL

President-Manager.....Howard A. Miller
Directors.....Omer N. Custer,
Sidney Nirdlinger, Durrell Barash.
* Operating under C. P. at time of going to press.

WEBQ

"VOICE OF SOUTHERN ILLINOIS"

HARRISBURG—EST. 1923

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Harrisburg Broadcasting Co. OPERATED BY: Harrisburg Broadcasting Co. BUSINESS ADDRESS: 100 East Poplar. PHONE: 28-328—Transmitter, 125. STUDIO ADDRESS: 100 East Poplar. TRANSMITTER LOCATION: 100 E. Poplar. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICE: Local news. MAINTAINS ARTISTS' BUREAU.

PERSONNEL

Commercial Manager.....I. M. Taylor
Advertising Manager.....I. M. Taylor
Artists' Bureau Head.....Eddie Wise
Chief Announcer.....Bennett Jackson
Station Manager.....I. M. Taylor
Publicity Director.....Lindell Moore
Musical Director.....Virginia Crane
Chief Engineer.....Joseph R. Tate

POLICIES

Advertises wines and beers only. Accepts foreign language accounts.
Has special merchandising features in connection with commercial programs.

WCLS

JOLIET

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: WCLS, Inc. OPERATED BY: WCLS, Inc. BUSINESS ADDRESS: Joliet Bldg. PHONE: Joliet 5656. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Joliet. TIME ON THE AIR: 7:00 A.M. to 8:30 P.M., except Fri., to 10:30 P.M.

POLICIES

Station's entire facilities are available to advertisers, both for planning their advertising campaign and the program presentation.

WMBD

"IN THE HEART OF ILLINOIS"

PEORIA—EST. 1925

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1440 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Peoria Broadcasting Co. OPERATED BY: Peoria Broadcasting Co. BUSINESS ADDRESS: Alliance Life Bldg. PHONE: 7133. STUDIO ADDRESS: Alliance Life Bldg. TRANSMITTER LOCATION: Route 29 between Peoria and Pekin. TIME ON THE AIR: 6:00 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: Peoria Journal-Transcript. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU.

PERSONNEL

President.....Edgar L. Bill
Assistant Manager.....Gomer Bath
Artists' Bureau Head.....Milton Budd
Station Manager.....Edgar L. Bill
Sales Manager.....Chas. Caley
Publicity Director.....Brooks Watson
Musical Director.....Jack Lyon
Chief Engineer.....Ted Giles

POLICIES

No liquor. Will accept beer. No foreign language restrictions. Medicines must show clear record with FTC, Post Office and Food & Drug Administration. Reserve right to refuse to sell time for discussion of controversial questions considered not in public interest, excepting political talks. Continuity must meet high standard of good taste.

Cooperation of sales department in merchandising features.

REPRESENTATIVE

Free & Peters, Inc.

WTAD

"VOICE OF THE MISSISSIPPI VALLEY"

QUINCY—EST. 1926

FREQUENCY: 900 Kc. POWER: 1,000 Watts. OWNED BY: Illinois Broadcasting Corp. OPERATED BY: Illinois Broadcasting Corp. BUSINESS ADDRESS: WCU Bldg. PHONE: 364 and 56. STUDIO ADDRESS: WCU Bldg. TRANSMITTER LOCATION: N. 24th St. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES. NBC Thesaurus and Lang-Worth.

PERSONNEL

President.....W. Emery Lancaster
Station Manager.....R. H. Malcomson
Commercial Manager.....W. J. Rothschild
Advertising Manager.....R. H. Malcomson
Chief Announcers...Fred, Ratliffe, W. MacDill
Artists' Bureau Head.....A. L. Bert
Sales Manager.....R. H. Malcomson
Publicity Director.....A. L. Bert

Musical Director.....A. L. Bert
Chief Engineer.....S. G. Jones

POLICIES

No special program restrictions.
Furnishes complete merchandising and poster service at moderate additional cost.

WROK

"SERVING NORTHERN ILLINOIS AND SOUTHERN WISCONSIN"

ROCKFORD—EST. 1923

FREQUENCY: 1410 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Rockford Broadcasters, Inc. OPERATED BY: Rockford Broadcasters, Inc. BUSINESS ADDRESS: News Tower. PHONE: Main 5632. STUDIO ADDRESS: News Tower. TRANSMITTER LOCATION: Kilburn Ave. Road. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWSPAPER AFFILIATIONS: Rockford Morning Star, Rockford Register-Republic. NEWS SERVICE: United Press Radio. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....Lloyd C. Thomas
Commercial Manager.....Lloyd C. Thomas
Advertising Manager.....Allen O. Brophy
Artists' Bureau Head.....John C. McCloy
Chief Announcer.....George Menard
Station Manager.....Lloyd C. Thomas
Sales Manager.....Walter M. Koessler
Publicity Director.....Allen O. Brophy
Musical Director.....Helene Kimberley
Chief Engineer.....Thomas C. Cameron

POLICIES

Accepts beer and light wine; no hard liquor. No other restrictions.

Station has a complete merchandising and exploitation plan, embodying use of its mobile unit when applicable.

REPRESENTATIVE

Kelly-Smith Co.

WHBF

ROCK ISLAND—EST. 1925

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Rock Island Broadcasting Co. OPERATED BY: Rock Island Broadcasting Co. BUSINESS ADDRESS: Safety Bldg. PHONE: R. I. 918-9. STUDIO ADDRESS: Safety Bldg., Rock Island; Fifth Ave. Bldg., Moline; Orpheum Theater Bldg., Davenport. TRANSMITTER LOCATION: Harms Hotel. TIME ON THE AIR: (daily) 6:00 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: The Rock Island Argus. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus and full recording facilities.

PERSONNEL

President.....Ben H. Potter
Commercial Manager.....Maurice Corken
National Advertising Manager...Claire Heyer
Artists' Bureau Head.....Ivan Streed
Chief Announcer.....Forest Cooke
Station Manager.....John W. Potter
Publicity Director.....Edith Steinke
Musical Director.....Lucia Thompson
Chief Engineer.....J. E. Gray

POLICIES

Liquor advertising not accepted. No special restrictions on beer advertising or foreign language accounts except general requirements that apply to all accounts and programs.

Merchandising: Members of the "WHBF Ambassadors Club," composed of one person in each of 46 small towns and communities within a 30-mile radius of the tri-cities (Rock Island, Davenport and Moline), serve as radio news correspondents and publicize WHBF activities in their home communities. Regular bulletins to correspondents, or "Ambassadors" keep them informed on special activities and commercial programs.

Merchandising department also covers the following activities: personal calls and letters to dealers; dealer and market surveys; preparation of displays and publicity; photographic service; recording of programs and other merchandising activities. Services of special girl are available to call on dealers. Commercial program schedule and publicity published in the Rock Island Argus.

REPRESENTATIVE

Gene Furgason & Co.

WCBS

"WIDER COVERAGE, BETTER SERVICE"
SPRINGFIELD—EST. 1922

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WCBS, Inc. OPERATED BY: WCBS, Inc. BUSINESS ADDRESS: 208½ S. 5th St. PHONE: Main 260. STUDIO ADDRESS: 208½ S. 5th St. TRANSMITTER LOCATION: 2200 S. 6th St. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS-PAPER AFFILIATION: Illinois State Journal. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: 6BC Thesaurus.

PERSONNEL

President.....Harold L. Dewing
Commercial Manager.....Harold Dewing
Artists' Bureau Head.....Bill Nelms
Chief Announcer.....John J. Corrigan
Station Manager.....Harold L. Dewing

Publicity Director.....John J. Corrigan
Musical Director.....Bill Nelms
Chief Engineer.....Don Burrichter

POLICIES

Liquor advertising is restricted to beer and light wines. Not prepared at the present time to receive any foreign language advertising. Reserve the right to censor all broadcast material.

Seeks to use every method of promotion in conjunction with every program be it sustaining or commercial. The promotion may include newspaper, publicity, pictures, placards, movies, telephone, premiums.

REPRESENTATIVE

Sears & Ayers, Inc.

WTAX

SPRINGFIELD—EST. 1930

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: WTAX, Inc. OPERATED BY: WTAX, Inc. BUSINESS ADDRESS: Reisch Bldg. PHONE: 1600-1. STUDIO ADDRESS: Reisch Bldg. TRANSMITTER LOCATION: Reisch Bldg. TIME ON THE AIR: 6:30 A.M. to 12:00 P. M. NEWSPAPER AFFILIATION: Illinois State Register. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....Jay A. Johnson
Station Manager.....Jay A. Johnson
Sales Manager.....C. W. Neeld
Chief Engineer.....Edward Ring

POLICIES

Liquor advertising carried only after 9:00 P.M.

Prepared to supply any type of merchandising service that is desired.

REPRESENTATIVE

Howard H. Wilson Co.

WDZ

"WORLD'S PIONEER GRAIN MARKET STATION"

TUSCOLA—EST. 1920

FREQUENCY: 1020 Kc. POWER: 250 Watts. OWNED BY: WDZ Broadcasting Co. OPERATED BY: WDZ Broadcasting Co. BUSINESS ADDRESS: Star Bldg. PHONE: 98 and 153. STUDIO ADDRESS: Star Bldg. TRANSMITTER LOCATION: 2½ miles N. E. of Tuscola. TIME ON THE AIR: 6:00 A.M. to sundown. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President E. L. Bill
Commercial Manager Clair B. Hull
Advertising Manager Clair B. Hull
Artists' Bureau Head Jim Day
Chief Announcer George Losey
Station Manager Clair B. Hull
Sales Manager Clair B. Hull
Publicity Director George Losey
Musical Director Dick Johnson
Chief Engineer Mark Spies

POLICIES

Beer only. Liquor accounts accepted.
Window cards included in merchandising
assistance.

REPRESENTATIVE

C. C. Caley

WILL

"WHERE ILLINI LABOR AND LEARN"
URBANA—EST. 1922
EDUCATIONAL BROADCASTING SYSTEM

FREQUENCY: 580 Kc. POWER: 1000 Watts.
OWNED BY: University of Illinois. OPER-
ATED BY: Same. BUSINESS ADDRESS: Ur-
bana. PHONE: 7-2616—7-2400. STUDIO AD-
DRESS: 400 S. Wright. TRANSMITTER LO-
CATION: S. First St. Road, Champaign. TIME
ON THE AIR: 7:30 A.M. to local sunset (ex-
cept Sunday). NEWSPAPER AFFILIATION:
The Daily Illini. NEWS SERVICE: Associated
Press. MAINTAINS ARTISTS' BUREAU. TRAN-
SCRIPTION SERVICES: Lang-Worth.

PERSONNEL

President Jos. F. Wright. Director
Artists' Bureau Head F. E. Schooley
Program Director Frank E. Schooley
Publicity Director Art Wildhagen
Musical Director Arthur Cohen
Chief Engineer A. James Ebel

POLICIES

Station does not sell time.

INDIANA

Population 3,474,000

Number of Families 900,780

Number of Radio Homes 701,220

Retail Sales \$780,508,000

Auto Registrations 905,088

WHBU

ANDERSON—EST. 1925

FREQUENCY: 1210 Kc. POWER: 250 Watts,
d.; 100 Watts, n. OWNED BY: Anderson
Broadcasting Corp. OPERATED BY: Anderson
Broadcasting Corp. BUSINESS ADDRESS:
Citizens Bank Bldg. PHONE: 234. STUDIO
ADDRESS: Citizens Bank Bldg. TRANSMITTER
LOCATION: Citizens Bank Bldg. TIME ON
THE AIR: 6:00 A.M. to 10:30 P.M. NEWS
SERVICE: International News Service. TRAN-
SCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President L. M. Kennett
Station Manager L. M. Kennett
Commercial Manager L. Podhaski
Chief Announcer Wayne Reeves
Sales Manager L. Podhaski
Chief Engineer R. Fulwider

POLICIES

Does not accept any beer, wine or liquor
advertising.

REPRESENTATIVE

J. J. Devine & Assoc.

WTRC

"THE DAILY TRUTH"

ELKHART—EST. 1931

FREQUENCY: 1310 Kc. POWER: 250 Watts,
d.; 100 Watts, n. OWNED BY: Truth Pub. Co.
OPERATED BY: Elkhart Daily Truth. BUSI-
NESS ADDRESS: 416 S. Second St. PHONE:
999. STUDIO ADDRESS: Hotel Elkhart.
TRANSMITTER LOCATION: Mile south of Elk-
hart. TIME ON THE AIR: (daily) 6:30 A.M. to
9:30 P.M.; (Sunday) 11:00 A.M. to 9:00 P.M.
NEWSPAPER AFFILIATION: Elkhart Daily
Truth. NEWS SERVICE: United Press. TRAN-
SCRIPTION SERVICE: NBC Thesaurus. World
Broadcasting System.

PERSONNEL

President C. D. Greenleaf
Station Manager R. R. Baker
Chief Announcer Carl Schrock
Musical Director Ethel Geiss
Chief Engineer Kenneth Singleton

POLICIES

Hard liquor advertising rejected.
Complete merchandising service for clients, local or national, in Elkhart gratis, and throughout WTRC territory (primary area) at slight additional cost.

REPRESENTATIVE

Tenney, Woodward & Co.

WEOA

EVANSVILLE—EST. 1936

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 watts, n. OWNED BY: Evansville on the Air, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 519 Vine St. PHONE: 2-1171. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:30 A.M. to 11:30 P.M. (unlimited time). TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

Secretary Clarence Leich
Commercial Manager Clarence Leich
Artists Bureau Head Pat Roper
Chief Announcer Hubert H. Chambers
Station Manager Martin L. Leich
Sales Manager Clarence Leich
Publicity Director Clarence Leich
Musical Director Pat Roper
Chief Engineer John B. Caraway Jr.

POLICIES

No stated special policies.

Merchandising: On every national account, before the beginning of a series, gives pre-announcements. All local outlets for the product in question are notified by phone or letter, and in the case of food accounts, a display is set up in permanent exhibit in the auditorium. No charge is made for these services. If the client desires, will check windows and counters, as well as securing inventories of merchandise. This service, as well as direct-by-mail work, are done without charge. Larger window displays if they involve considerable labor and hauling, will be put in at actual cost.

REPRESENTATIVE

Gene Furgason & Co.

WGBF

EVANSVILLE—EST. 1923

NATIONAL BROADCASTING CO.

FREQUENCY: 630 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Evansville on the Air, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 519 Vine St. PHONE: 2-1171. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 8 miles north of Evansville. TIME ON THE AIR: 7:00 A.M. to midnight. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

Secretary Clarence Leich
Commercial Manager Clarence Leich
Artists Bureau Head Pat Roper
Chief Announcer Paul Clark
Station Manager Clarence Leich
Publicity Director Clarence Leich
Musical Director Pat Roper
Chief Engineer Fay Gehres

POLICIES

No stated special policies.

Merchandising: On every national account, before the beginning of a series, gives pre-announcements. All local outlets for the product in question are notified by phone or letter, and in the case of food accounts, a display is set up in station's permanent exhibit in the auditorium. No charge is made for these services. If the client desires, will check windows and counters, as well as securing inventories of merchandise. This service, as well as direct-by-mail work, are done without charge. Larger window displays if they involve considerable labor and hauling, will be put in at actual cost.

REPRESENTATIVE

Gene Furgason & Co.

WGL

"FORT WAYNE'S METROPOLITAN STATION"

FORT WAYNE—EST. 1928

NBC (OPTIONAL RED OR BLUE)

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Westinghouse Radio Stations, Inc. OPERATED BY: Westinghouse Radio Stations, Inc. BUSINESS ADDRESS: 925 S. Harrison. PHONE: Anthony 2136-7. STUDIO ADDRESS: Westinghouse Bldg. TRANSMITTER LOCATION: Keenan Hotel. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

Station Manager W. Ward Dorrell
Sales Manager C. R. Durbin
Musical Director Jeane Brown
Chief Engineer Fred Fischer
Chief Announcer J. Howard Ackley

POLICIES

Station does not accept hard liquor advertising. Population being 95% native white population—foreign language programs are not popular in this territory.

Operates merchandising department in connection with sales promotion department, equipped to make reasonable surveys for advertiser. Consistent air publicity and reasonable other publicity given all programs.

REPRESENTATIVE

Free & Peters, Inc.

RESULTS —

THAT'S WHAT COUNTS!

We could talk about our new \$100,000 antenna and transmitter—our coverage—our showmanship—our plans, etc., until we are blue in the face—-but—-it's still results that count. Results over

THE GIANTS



WHIP

IN THE GREAT CALUMET DISTRICT AND METROPOLITAN CHICAGO

and you **gotta have listeners** to get results

We know we have 'em cause—we've received

800 letters a day on fifteen minutes daily 1:00 to 1:15 P.M.

2000 letters in a week on fifteen minutes daily 9:30 to 9:45 A.M.

176 requests from kiddies on two announcements 12:15 to 1:15 P.M.

120 letters weekly requesting prices from one spot announcement daily.

150 letters weekly for hillbilly—no request.

So there you are—Metropolitan Chicago and rural coverage—shows that get listeners—listeners that respond. That's what we mean by—

RESULTS

WHIP RADIO STATION

HAMMOND, INDIANA

Hal R. Makelim — Manager

EXECUTIVE SALES OFFICES: 1525 EAST 53rd STREET, CHICAGO, ILLINOIS

WOWO

INDIANA'S MOST POWERFUL BROADCASTING STATION

FORT WAYNE—EST. 1925

NBC (BLUE)

FREQUENCY: 1160 Kc. POWER: 10,000 watts. OWNED BY: Westinghouse Radio Stations, Inc. OPERATED BY: Westinghouse Radio Stations, Inc. BUSINESS ADDRESS: 925 S. Harrison, Westinghouse Building. PHONE: Anthony 2136-7. STUDIO ADDRESS: Westinghouse Bldg. TRANSMITTER LOCATION: Intersection Routes 2 and 30 R. R. Fort Wayne. TIME ON THE AIR: 6:45 A.M. to local sunset and varying schedule for evening hours. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

Station Manager.....W. Ward Dorrell
Sales Manager.....C. R. Durbin
Musical Director.....Jeane Brown
Chief Engineer.....Fred Fischer
Chief Announcer.....J. Howard Ackley
Sports Announcer.....John Hacha
Program Manager.....Franklin Tooke

POLICIES

Station accepts no hard liquor advertising. Does not encourage foreign language programs due to high percentage of native born population in station's coverage area. All copy subject to the NBC and Westinghouse standards of ethics, propriety, and FCC qualifications.

Publicity on programs is sent to more than 100 newspapers weekly; also to special farm publications, weekly theater publications and others. Both local newspapers carry full page weekly radio presentation and daily columns.

All sponsors using Modern Home Forum have opportunity of displaying merchandise or placards in model test kitchen in studios.

Complete merchandise service is available at nominal cost. Includes distribution, by Western Union messenger, all advertising material or advertiser's product to retailers or wholesalers in city; letters to dealers in territory regarding the broadcasting; cooperation with wholesalers in effecting distribution in territory covered by this station.

Air publicity on all commercial programs is given at intervals throughout every broadcast day.

REPRESENTATIVE

Free & Peters, Inc.

WIND

GARY—EST. 1927

FREQUENCY: 560 Kc. POWER: 5000 Watts. d.; 1000 Watts, n. OWNED BY: Johnson-Kennedy Radio Corp. OPERATED BY: Johnson-Kennedy Radio Corp. BUSINESS ADDRESS: 504 Broadway. PHONE: Gary 9191. NATIONAL ADVERTISING OFFICE: 201 N. Wells St., Chicago, Ill. PHONE: State 4176. STUDIO ADDRESS: 504 Broadway. TRANSMITTER LOCATION: Gary. TIME ON THE AIR: Sunday, 7:00 A.M. to 4:00 A.M.; Week Days, 6:00 A.M. to 4:00 A.M. TRANSCRIPTION SERVICE: C. P. MacGregor, Titan, Associated.

PERSONNEL

President.....Ralph L. Atlass
Manager.....E. S. Mittendorf
Sales Manager.....John T. Carey

POLICIES

Advertising of alcoholic beverages accepted.

WHIP

HAMMOND—EST. 1937

FREQUENCY: 1480 Kc. POWER: 5000 Watts. OWNED BY: Hammond-Calumet Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESSES: 3935 Homan Ave. PHONE: Hammond 10000; 1525 East 53rd St., Chicago, Ill. PHONE: Plaza 4300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Outside of Hammond. TIME ON THE AIR: 6:00 A.M. to local sunset (at Buffalo, N. Y.). NEWSPAPER AFFILIATION: Lake County (Ind.) Times. NEWS SERVICE: United Press.

PERSONNEL

President-General Manager George F. Courier
Managing Director.....Doris Keane
Business Manager.....O. E. Richardson
Manager.....Hal R. Makelim
Musical Director.....Reinhardt Elster

W W A E

HAMMOND

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Hammond-Calumet Broadcasting Corp. OPERATED BY: Hammond-Calumet Broadcasting Corp. BUSINESS ADDRESSES: 402 Hammond Bldg., 1525 East 53rd St., Chicago, Ill. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hammond. TIME ON THE AIR: Shares time with WFAM. NEWSPAPER AFFILIATION: Lake County (Ind.) Times.

PERSONNEL

President.....George F. Courier
Managing Director.....Doris Keane

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

WFBM

"CROSSROADS OF AMERICA"

INDIANAPOLIS—EST. 1924

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1230 Kc. POWER: 5000 watts,
d.; 1000 watts, n. OWNED BY: Indianapolis
Power & Light Co. OPERATED BY: Indianap-
olis Power & Light Co. BUSINESS ADDRESS:
48 Monument Circle. PHONE: Lincoln 8506.
STUDIO ADDRESS: 48 Monument Circle.
TRANSMITTER LOCATION: Millersville Road.
TIME ON THE AIR: 6:30 A.M. to 12:15 A.M.
NEWS SERVICE: International News Service.
TRANSCRIPTION SERVICE: Standard Radio
Library, Associated Music Pub.

PERSONNEL

President.....H. T. Pritchard
Station Manager.....R. E. Blossom
Program Director.....F. O. Sharp
Musical Director.....Walter Reuleaux
Chief Engineer.....M. R. Williams

POLICIES

No liquor advertising accepted.

REPRESENTATIVE

Edward Petry & Co., Inc.

WGVA*

INDIANAPOLIS—EST. 1937

FREQUENCY: 1050 Kc. POWER: 1000 Watts.
OWNED BY: Glenn Van Auken. OPERATED
BY: Glenn Van Auken. TIME ON THE AIR:
Daytime.

*Operating under C.P. issued by FCC, at
time of going to press.

WIRE

"YOUR HOOSIER STATION IN
INDIANAPOLIS"

INDIANAPOLIS—EST. 1926

NATIONAL BROADCASTING CO.—MUTUAL
FREQUENCY: 1400 Kc. POWER: 5,000 watts,
d.; 1,000 watts, n. OWNED BY Indianapolis
Broadcasting Co., Inc. BUSINESS ADDRESS:
540 N. Meridian. PHONE: RI-4471-2-3. STUDIO
ADDRESS: 540 N. Meridian. TRANSMITTER
LOCATION: Millersville Road. TIME ON THE
AIR: 6:00 A.M. to 1:00 A.M. (daily) 8:00 A.M.
to 1:00 A.M. (Sunday). NEWS SERVICE:
United Press. MAINTAINS ARTISTS BUREAU.
TRANSCRIPTION SERVICES: NBC Thesaurus,
C. P. MacGregor.

PERSONNEL

President.....Eugene C. Pulliam
Station Manager.....Wm. A. Clark
Business Manager.....R. E. Bausman
Artists Bureau Head.....Morris Hicks
Chief Announcer.....Morris Hicks

Publicity Director.....Eugene S. Pulliam
Musical Director.....Harry Bason
Chief Engineer.....Earl W. Lewis

POLICIES

Station does not accept liquor advertising
and reserves the right to reject any ad-
vertising which it regards as objectionable.

Maintains a well-staffed merchandising de-
partment which affords aggressive coopera-
tion with all sponsors requesting local mer-
chandising assistance.

REPRESENTATIVE

Wm. G. Rambeau Company

WLBC

"THE FRIENDLY VOICE OF THE TYPICAL
AMERICAN CITY"

MUNCIE—EST. 1926

FREQUENCY: 1310 Kc. POWER: 250 watts,
d.; 100 watts, n. OWNED BY: Donald A.
Burton. OPERATED BY: Donald A. Burton.
BUSINESS ADDRESS: 8 Anthony Bldg.
PHONE: 5411-2. STUDIO ADDRESS: 8 An-
thony Bldg. TRANSMITTER LOCATION: 8
Anthony Bldg. TIME ON THE AIR: 5:30 A.M.
to 11:30 P.M. NEWS SERVICES: Transradio
Press, International News Service, local news
department. MAINTAINS ARTISTS' BUREAU.
TRANSCRIPTION SERVICE: World Broadcast-
ing System.

PERSONNEL

Owner.....Donald A. Burton
Commercial Manager.....Wm. F. Craig
Nat'l Advertising Manager.....Fred W. Ayer
Artists Bureau Head.....D. A. Russell
Chief Announcer.....Ottis Roush
Station Manager.....Donald A. Burton
Sales Manager.....Wm. F. Craig
Publicity Director.....Frederic W. Ayer
Musical Director.....Clark Noble
Chief Engineer.....Maurice Crain

POLICIES

Station reserves right to accept or reject
liquor and foreign language programs and
regulate advertising commercial copy.

Maintains full-time merchandising director
and merchandising department.

REPRESENTATIVE

H. K. Conover Co., Chicago, Sears & Ayer,
N. Y.

WGRC

"THE GEORGE ROGERS CLARK STATION"

NEW ALBANY—EST. 1936

FREQUENCY: 1370 Kc. POWER: 250 watts.
OWNED BY: Northside Broadcasting Corp.
OPERATED BY: Northside Broadcasting Corp.
BUSINESS ADDRESS: 407 Vincennes St.
PHONE: 150. STUDIO ADDRESS: Indiana

Theater Bldg.—Kentucky Home Life Bldg., Louisville. TRANSMITTER LOCATION: McCulloch Pike. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor.

PERSONNEL

President.....Charles Lee Harris
 Commercial Manager.....George M. Kuhn
 Advertising Manager.....Robert J. McIntosh
 Artists Bureau Head.....Robert J. McIntosh
 Chief Announcer.....William N. Sherman
 Station Manager.....George M. Kuhn
 Sales Manager.....George M. Kuhn
 Publicity Director.....Robert J. McIntosh
 Musical Director.....Rosalind Brown
 Chief Engineer.....Jack Gardner

POLICIES

Take all foreign language programs if they meet approval of F. T. C. and F. C. C.. Take beer and wine—no liquor.

Contact dealers for sponsors, arranges window displays, in fact anything consistent. Programs carried in six newspapers.

REPRESENTATIVE

H. K. Conover & Co.

WKBV

RICHMOND—EST. 1926

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Knox Radio Corp. OPERATED BY: Knox Radio Corp. STUDIO ADDRESS: Westcott Hotel. TRANSMITTER LOCATION: North of Richmond. TIME ON THE AIR: Part time. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....William O. Knox

WFAM

SOUTH BEND—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. Power: 100 watts. OWNED BY: South Bend Tribune. OPERATED BY: South Bend Tribune. BUSINESS ADDRESS: Colfax and Lafayette Sts. PHONE: 3-6161. STUDIO ADDRESS: Colfax and Lafayette Sts. TRANSMITTER LOCATION: One-half mile west of city limits on U. S. No. 2. TIME ON THE AIR: (daily) 7:00 A.M. to 12:00 noon and 3:30 P.M. to 8:00 P.M.; (Sunday) 8:00 A.M. to 5:00 P.M. NEWSPAPER AFFILIATION: South Bend Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Library.

PERSONNEL

President.....F. A. Miller
 Commercial Manager.....R. H. Swintz

Advertising Manager.....R. H. Swintz
 Chief Announcer.....Mark Boyden
 Station Manager.....Franklin D. Schurz
 Sales Manager.....R. H. Swintz
 Publicity Director.....Mary Stockdale
 Musical Director.....Robert Drain
 Chief Engineer.....H. Cole

POLICIES

Will accept beer, but not liquor accounts. Runs both Polish and Hungarian programs now.

REPRESENTATIVE

Paul H. Raymer Company

WSBT

SOUTH BEND—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1360 Kc. POWER: 500 watts. OWNED BY: South Bend Tribune. OPERATED BY: South Bend Tribune. BUSINESS ADDRESS: Colfax & Lafayette Sts. PHONE: 3-6161. STUDIO ADDRESS: Colfax & Lafayette Sts. TIME ON THE AIR: (daily) 12:00-3:30 P.M. and 8:00 P.M. to midnight; (Sunday) 5:00 P.M. to 11:00 P.M. NEWSPAPER AFFILIATION: South Bend Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Library.

PERSONNEL

President.....F. A. Miller
 Commercial Manager.....R. H. Swintz
 Advertising Manager.....R. H. Swintz
 Chief Announcer.....Mark Boyden
 Station Manager.....Franklin D. Schurz
 Sales Manager.....R. H. Swintz
 Publicity Director.....Mary Stockdale
 Musical Director.....Robert Drain
 Chief Engineer.....H. Cole

POLICIES

Will accept beer but not liquor advertisements. Have both Polish and Hungarian programs on the air.

REPRESENTATIVE

Paul H. Raymer Company

WBOW

"ON THE BANKS OF WABASH"

TERRE HAUTE—EST. 1926

NBC (RED and BLUE)

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 watts, n. OWNED BY: Banks of Wabash, Inc. OPERATED BY: Banks of Wabash, Inc. BUSINESS ADDRESS: 6th & Ohio. PHONE: Crawford 3394. STUDIO ADDRESS: 6th & Ohio. TRANSMITTER LOCATION: 25th St. & Dimmick. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICE: International News. MAINTAINS THE WABASH ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President..... Alvin Eades
 Station Manager..... W. W. Behrman
 Artists' Bureau Head..... Ralph Tucker
 Chief Announcer..... Horace Capps
 Sales Manager..... W. W. Behrman
 Musical Director..... Leo Baxter
 Chief Engineer..... Ralph Guthrie

POLICIES

Accepts no liquor. Will accept beer. Does not solicit foreign language accounts.

Merchandising features in connection with commercial programs: Maintains close working contacts with wholesalers and leading retailers (grocery and drug). Will secure outlets—will place company display materials; will send bulletins to outlets on programs; holds sales meetings—auditions for clients and outlets.

REPRESENTATIVE

Gene Furgason & Co.

W B A A

"THE VOICE OF PURDUE"
 WEST LAFAYETTE—EST. 1922

FREQUENCY: 890 Kc. POWER: 1000 watts.
 OWNED BY: Purdue University. OPERATED BY: Purdue University. BUSINESS ADDRESS: West Lafayette. PHONE: 6076. STUDIO ADDRESS: Electrical Engineering Bldg. TRANSMITTER LOCATION: Electrical Engineering Bldg. TIME ON THE AIR: 11:00 A.M. to 5:00 P.M. (Tues., Wed., Thurs., Fri.); 11:00 A.M. to 2:00 P.M. (Monday); 11:00 A.M. to 4:00 P.M. (Saturday).

PERSONNEL

Station Manager, Program Director
 Gilbert D. Williams
 Publicity Director..... Gilbert Hutton
 Musical Director..... Albert P. Stewart
 Chief Engineer..... Ralph R. Townsley

POLICIES

An educational, non-commercial station and programs are restricted to educational features.

IOWA

Population 2,552,000

Number of Families 655,410	Number of Radio Homes 571,220
Retail Sales \$650,029,000	Auto Registrations 728,414

WOI

AMES—EST. 1922

FREQUENCY: 640 Kc. POWER: 5000 Watts. OWNED BY: Iowa State College. OPERATED BY: Iowa State College. BUSINESS ADDRESS: Ames. PHONE: 2500. STUDIO ADDRESS: Ames. TRANSMITTER LOCATION: Ames. TIME ON THE AIR: 6:45 a.m. to local sunset. NEWS SERVICE: Through cooperation of the Ames Tribune Times, the United Press Wire service is made available.

PERSONNEL

Chief Announcer..... A. G. Woolries
 Station Manager..... W. I. Griffith
 Publicity Director..... W. I. Griffith
 Musical Director..... Tolbert McRae
 Chief Engineer..... W. E. Stewart

POLICIES

WOI is owned and operated as a part of Iowa State College from funds arising from taxation. For this reason no commercial accounts are solicited or carried.

KFGQ

BOONE

FREQUENCY: 1370 Kc. POWER: 100 Watts.
 OWNED BY: Boone Biblical College. OPERATED BY: Boone Biblical College. BUSINESS ADDRESS: Boone, Ia. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Specified hours during daytime.

POLICIES

Station does not sell time.

WMT

"VOICE OF IOWA"

**CEDAR RAPIDS, WATERLOO—
EST. 1922**

NBC (BLUE)—MUTUAL—IOWA BROADCAST-
ING SYSTEM

FREQUENCY: 600 Kc. POWER: 5,000 Watts, d.; 1,000 Watts, n. OWNED BY: Iowa Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Paramount Bldg., Cedar Rapids—Russell Lamson Hotel, Waterloo. PHONE: Cedar Rapids 6127, Waterloo 236. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Marion. TIME ON THE AIR: 5:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Des Moines Register and Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....Gardner Cowles, Jr.
V.-P. and General Manager....S. D. Quarton
Commercial Manager

W. B. Quarton (Cedar Rapids)

Commercial Manager...Don Inman (Waterloo)
Program Director.....Douglas B. Grant
Publicity Director.....Ray Cox
Chief Engineer.....Charles F. Quentin

POLICIES

Does not accept liquor advertising.

MERCHANDISING

Publicity, stories and pictures in the radio columns of the Des Moines Register and Tribune (circulation 282,131) and Sunday Register (circulation 318,192).

Personal calls on the principal retail outlets by a member of department soliciting their cooperation and urging them to tie-up the radio program with their regular routine advertising.

Placement of counter cards and suitable display material in principal retail outlets stocking the product.

Publicity on movie trailers with sound track in all the principal theaters in Waterloo, Cedar Falls, and Cedar Rapids, as well as, a number of small theaters in our area.

Upon request from the advertiser WMT will make distribution check ups, sales check ups, etc.

A window display may be installed in the reception lobby for a period of ten days provided the advertiser furnishes the necessary display material.

General merchandising bulletins of advertised products are frequently sent to 600 grocers and approximately 300 druggists in our immediate territory.

Any further merchandising services desired by the advertiser may be arranged for; no charges for any of the aforementioned services rendered. However, in some cases advertisers desire to have a special mailing piece or circulars prepared which will be

done, providing the advertiser assumes the cost of postage, mimeographing, printing, stationery, etc.

REPRESENTATIVE

E. Katz Special Adv. Agency

WOC

DAVENPORT—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. (application pending for 1390 Kc.). POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Tri City Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 1000 Brady St. PHONE: 3521. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

PresidentCol. B. J. Palmer
Commercial Manager.....C. A. Luther
Advertising Manager.....C. A. Luther
Station Manager.....Clark A. Luther
Sales Manager.....Clark A. Luther
Publicity Director.....J. Neil Reagan
Musical Director.....J. Neil Reagan
Chief Engineer.....Harold Higby

POLICIES

No stated special policies.

Merchandising: Full merchandising co-operation through local newspaper help and local theater trailer.

REPRESENTATIVE

Free & Peters, Inc.

KGCA

DECORAH

FREQUENCY: 1270 Kc. POWER: 100 Watts. OWNED BY: Charles Walter Greenley. OPERATED BY: Charles Walter Greenley. BUSINESS ADDRESS: Decorah. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares daytime with KWLC.

POLICIES

Non-commercial station.

KWLC

"THE LUTHERAN COLLEGE OF THE
AIR"

DECORAH—EST. 1926

FREQUENCY: 1270 Kc. POWER: 100 watts. OWNED BY: Luther College. OPERATED BY: Luther College. BUSINESS ADDRESS: Luther College. PHONE: 690. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Dormitory. TIME ON THE AIR: 7:30 A.M. to 3:30 P.M. (part-time).

PERSONNEL

Chief Announcer.....Norman Bredesen
 Station Manager.....O. Eittrheim
 Publicity Director.....W. L. Strunk

POLICIES

On non-commercial basis.

KRNT

DES MOINES—EST. 1935

CBS—IOWA BROADCASTING SYSTEM

FREQUENCY: 1320 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Iowa Broadcasting Co. OPERATED BY: Iowa Broadcasting Co. BUSINESS ADDRESS: Des Moines Register & Tribune Bldg. PHONE: Des Moines 3-2111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North of Des Moines. TIME ON THE AIR: Unlimited. NEWSPAPER AFFILIATION: Des Moines Register & Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music.

PERSONNEL

Manager.....Luther L. Hill
 Commercial Manager.....Craig Lawrence

REPRESENTATIVE

E. Katz Special Advertising Agency

KSO

"ALWAYS A GOOD SHOW ON KSO"

DES MOINES—EST. 1932

NBC (BLUE) MBS—IOWA NETWORK

FREQUENCY: 1430 Kc. POWER: 2500 Watts-d., 500 Watts-n. OWNED BY: The Iowa Broadcasting Co., subsidiary of the Des Moines Register and Tribune. OPERATED BY: Same. BUSINESS ADDRESS: Reg. & Trib. Bldg. PHONE: 3-2111. STUDIO ADDRESS: Reg. & Trib. Bldg. TRANSMITTER LOCATION: 6 miles north of town. TIME ON THE AIR: (daily) 6:30 a.m. to 1:00 a.m. (Sunday) 7:00 a.m. to 1:00 a.m. NEWSPAPER AFFILIATION: Des Moines Register & Tribune. NEWS SERVICE: United Press, International News Service, Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Associated Program Service and NAB Library.

PERSONNEL

President.....Gardner Cowles, Jr.
 Station Manager.....Luther Hill
 Commercial Manager.....Craig Lawrence
 Advertising Manager.....G. Greenburg
 Artists Bureau Head.....Ranny Daly
 Sales Manager.....Craig Lawrence
 Publicity Director.....Dave Nowinson
 Musical Director.....Orville Foster
 Chief Engineer.....Paul Huntsinger

POLICIES

Does not accept liquor advertising; no occa-

sion to accept or reject foreign language accounts. Other restrictions according to NAB code.

Special merchandising connection with commercial programs:

Newspaper publicity (3 full columns each day in the Register and 3 full columns each day in the Tribune). Full page in the Sunday Register.

Billboards—Feature mention of programs on 26 billboards on arterial highways in Des Moines.

Movie trailers—Feature mention of programs on screens of 18 theatres in Des Moines.

Displays—Window displays of adv.'s product in KSO lobby.

Car Cards—Program featured on cards on rear of 150 Des Moines street cars.

Bulletins—Featuring drug and grocery products mailed to 250 drug outlets and 500 grocers each month.

Plus dealer calls, surveys and whatever special job calls for.

REPRESENTATIVE

E. Katz Special Adv. Agency

WHO

"VOICE OF THE MIDDLE WEST"

DES MOINES—EST. 1924

FREQUENCY: 1000 Kc. POWER: 50000 Watts. OWNED BY: Central Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 914 Walnut St. PHONE: 3-7147. TIME ON THE AIR: 6:00 A.M. to midnight (12:00 midnight to 1:00 A.M.—facsimile). MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press and Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....B. J. Palmer
 V-P & Station Manager.....J. O. Maland
 Artists' Bureau Head.....Irving Grossman
 Sales Manager.....Hale Bondurant
 Publicity Director.....Woody Woods
 Program Director.....Harold Fair
 Technical Director.....Paul A. Loyet

POLICIES

No liquor; beer accounts only after 10:30 P.M.

REPRESENTATIVE

Free & Peters, Inc.

KDTH*

DUBUQUE—EST. 1937

FREQUENCY: 1340 Kc. POWER: 500 Watts. OWNED BY: Telegraph Herald. OPERATED BY: Telegraph Herald. BUSINESS ADDRESS: Eighth Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Not determined. TIME

ON THE AIR: Daytime. NEWS AFFILIATION: Dubuque Telegraph Herald. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

Not selected at press time.

POLICIES

Liquor advertising will not be accepted. Other policies not determined at present time.

REPRESENTATIVE

William J. Arndt

*C.P. by FCC (issue being determined by Court of Appeals, Washington, D. C.)

WKBB

DUBUQUE—EST. 1933

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 Watts-d., 100 Watts-n. OWNED BY: Sanders Bros. Radio Station. OPERATED BY: Sanders Bros. Radio Station. BUSINESS ADDRESS: Hotel Julien. PHONE: Dubuque 572, East Dubuque 145. STUDIO ADDRESS: Hotel Julien. TRANSMITTER LOCATION: East Dubuque, Ill. TIME ON THE AIR: 6:30 A.M. to Midnight (daily), 8:00 a.m. to Midnight (Sunday). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....Walter E. Klauer
Commercial Manager.....J. D. Carpenter
Advertising Manager.....J. D. Carpenter
Chief Announcer.....Vaughn Gayman
Station Manager.....James D. Carpenter
Publicity Director.....A. L. Link
Musical Director.....M. K. Galliard
Chief Engineer.....Leonard Carlson

POLICIES

Liquor advertising not accepted. Beer and light wines permitted.

Merchandising includes regular mailing to list of grocers and druggists.

WSUI

**IOWA CITY—EST. Code—1911—
Broadcast—1919**

FREQUENCY: 880 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: State Univ. of Iowa. OPERATED BY: State Univ. of Iowa. BUSINESS ADDRESS: Iowa City. PHONE: University 237-8162. STUDIO ADDRESS: Iowa City. TRANSMITTER LOCATION: Iowa City. TIME ON THE AIR: 8:30 A.M. to 10:00 P.M. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Usual facilities.

PERSONNEL

Chairman Radio Board.....Bruce E. Mahan
Station Director.....Carl H. Menzer

Program Director.....Pearl B. Broxam
Production Manager.....Robt. Graham
Staff Announcer.....Wm. Sener
Chief Operator.....S. J. Ebert

POLICIES

Station WSUI is non-commercial station owned and operated by State University of Iowa. This station engages in no advertising or commercial broadcasting.

KFJB

**"FRIENDLY LITTLE STATION IN THE
HEART OF IOWA"
MARSHALLTOWN—EST. 1923**

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Earl Peak. OPERATED BY: Earl Peak. BUSINESS ADDRESS: 1600 W. Main St. PHONE: 1419-2515. STUDIO ADDRESS: 1600 W. Main St. TRANSMITTER LOCATION: 2 miles northwest of town. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M. (daily); 11:00 to 7:00 P.M. (Sunday). NEWS SERVICE: International News Service. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: C. P. MacGregor.

PERSONNEL

President.....Earl Peak
Commercial Manager.....Homer Griffith
Advertising Manager.....Homer Griffith
Artists' Bureau Head.....Irene Wigton
Chief Announcer.....Bob Weitzel
Station Manager.....Homer Griffith
Publicity Director.....Robert Dobbins
Program Director.....Irene W. Griffith
Musical Director.....Clyde Mason
Chief Engineer.....Wayne Peak

POLICIES

No hard liquor. No foreign language. Cooperation with local merchants on publicizing on nationally advertised merchandise.

REPRESENTATIVE

Howard H. Wilson Co.

KGLO

MASON CITY—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Mason City Globe Gazette Co. OPERATED BY: Mason City Globe Gazette Co. BUSINESS ADDRESS: Hotel Hanford. PHONE: 2800. STUDIO ADDRESS: Hotel Hanford. TRANSMITTER LOCATION: 2 miles west of M. C. on Highway 18. TIME ON THE AIR: 6:00 A.M. to 12:00 P.M. (daily); 7:00 A.M. to 12:00 P.M. (Sunday). NEWSPAPER AFFILIATION: Mason City Globe-Gazette. NEWS SERVICES: United Press and Globe Gazette City Reporters and correspondents in North Iowa and Southern Minn. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio, and NAB Library.

PERSONNEL

Commercial Manager.....V. C. Hicks
Station Manager.....F. C. Eighmey
Chief Announcer.....John J. Price
Program Director.....John J. Price
Sales Manager.....F. C. Eighmey
Publicity Director.....Henry Hook
Musical Director.....John J. Price
Chief Engineer.....Leo Born

POLICIES

Accept beer; no wine or liquor advertising. Full time merchandising man available to advertisers. Complete program log daily in Mason City Globe Gazette. Regular bulletins sent to leading grocers and druggists in North Iowa and Southern Minnesota.

REPRESENTATIVE

Weed & Co.

KFNF

"THE FRIENDLY FARMER STATION"

SHENANDOAH—EST. 1924

FREQUENCY: 890 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: KFNF, Inc. OPERATED BY: KFNF, Inc. BUSINESS ADDRESS: 407 Sycamore. PHONE: No. 1—departmental connections. STUDIO ADDRESS: 407 Sycamore St. TRANSMITTER LOCATION: 407 Sycamore St. TIME ON THE AIR: (daily) 5:30 A.M. to 4:00 P.M.; 5:00 P.M. to 9:00 P.M.; (Saturday) 5:30 A.M. to 10:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: C. P. McGregor.

PERSONNEL

President..... Henry Field
Advertising Manager.....Wm. E. Macdonald
Chief Announcer.....Pate Simmons
Station Manager.....F. E. Tunnichiff
Publicity Director.....Wm. E. Macdonald
Musical Directors.....Lena Sanman,
Edwin R. Hamilton
Chief Engineer.....Wiley D. Wenger

POLICIES

No wines, beer or liquor advertising accepted, no commercial broadcasts on Sundays. Price quoting permitted on all commercial programs, foreign language programs are being carried without restrictions of any kind. Primary regulation is to meet Federal Trade Commission rulings and general policies of good advertising taste and broadcasting practice.

Station will mail cards, letters or other mail pieces, contact local retailers or dealers, arrange displays or windows, etc. All merchandising service at cost. Also gives ample and generous advance promotion on

new programs by way of its own facilities and local newspaper space.

REPRESENTATIVE

Gene Furgason & Co.

KMA

"KEEPS MILLIONS ADVISED"

SHENANDOAH—EST. 1925

IOWA BROADCASTING SYSTEM

FREQUENCY: 930 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Earl E. May Seed Co. OPERATED BY: Earl E. May Seed Co. BUSINESS ADDRESS: Lowell & Elm Sts. PHONE: 192. STUDIO ADDRESS: Lowell & Elm Sts. TRANSMITTER LOCATION: Shenandoah Rt. 48. TIME ON THE AIR: 5:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Program Service.

PERSONNEL

President.....Earl E. May
Commercial Manager.....J. (Cy.) Rapp
Chief Announcer.....Fred Greenlee
Station Manager.....J. (Cy.) Rapp
Musical Director.....Faylon Geist
Chief Engineer.....Ray Schroeder

POLICIES

Beer accounts handled only after 9 P.M. No liquor advertising.

Special mailing service to clients dealers. Local newspaper promotion in many county seat newspapers in KMA service area.

REPRESENTATIVE

Howard Wilson & Co.

KSCJ

"THE JOURNAL"

SIOUX CITY—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1330 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Perkins Bros. Co. OPERATED BY: Same. BUSINESS ADDRESS: 415 Douglas. PHONE: 57993-4-5. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 5000 Royal River Road. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: Sioux City Journal. TRANSCRIPTION SERVICE: C. P. MacGregor. MAINTAINS ARTISTS BUREAU.

PERSONNEL

Commercial Manager.....C. W. Corkhill
Artists Bureau Head.....Bertha Reese
Chief Announcer.....Charles Corkhill, Jr.
Station Manager.....C. W. Corkhill

Publicity Director.....Ruth Fachmann
 Musical Director.....Bertha Reese
 Chief Engineer.....S. E. Dier

POLICIES

Beer and wine accounts accepted; no distilled liquors.

REPRESENTATIVE

Craig & Hollingbery

KTRI*

SIOUX CITY—EST. 1937

FREQUENCY: 1420 Kc. POWER: 250 Watts.

d.; 100 Watts, n. OWNED BY: Sioux City Broadcasting Co. OPERATED BY: Dietrich Dirks and The Tribune Co. BUSINESS ADDRESS: 304 Pierce St. PHONE: 5-8031. TRANSMITTER LOCATION: Sioux City. TIME ON THE AIR: Unlimited. NEWSPAPER AFFILIATION: The Sioux City Tribune.

PERSONNEL

PresidentEugene Kelly
 Station Manager.....Dietrich Dirks

*Operating under C.P. issued by FCC, at time of going to press.

KANSAS

Population 1,864,000

Number of Families 488,600 Number of Radio Homes 398,620

Retail Sales \$448,261,000 Auto Registrations 577,906

KFBI

"POLICIES THAT PROTECT"

ABILENE—EST. 1923

FREQUENCY: 1050 Kc. POWER: 5000 Watts.
 OWNED BY: Farmers & Bankers Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 410 N.W. 3rd. PHONE: 1200. STUDIO ADDRESS: 410 N.W. 3rd. TRANSMITTER LOCATION: Milford. TIME ON THE AIR: 6:30 A.M. to sunset (Pacific time). NEWS SERVICE: Transradio Press. TRANSPORTATION SERVICE: World Broadcasting System, and Standard Radio.

PERSONNEL

PresidentH. K. Lindsley
 Station ManagerK. W. Pyle
 Advertising ManagerM. Eberhardt
 Chief AnnouncerHarry D. Peck
 Sales ManagerK. W. Pyle
 Publicity DirectorJ. W. Eberhardt
 Musical DirectorMarie Gunzelman
 Chief EngineerG. H. Johnstone

POLICIES

No beer or liquor advertising accepted. Foreign language programs accepted.

REPRESENTATIVE

Howard H. Wilson Company

KGGF

COFFEYVILLE—EST. 1930

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1010 Kc. POWER: 1000 Watts.
 OWNED BY: Hugh J. Powell & Stanley Platz, d/b as Powell & Platz. OPERATED BY: Same. BUSINESS ADDRESS: Journal Bldg. PHONE: 147-41. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: South Coffeyville. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS-PAPER AFFILIATION: The Coffeyville Journal. NEWS SERVICE: The Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

Station ManagerHugh J. Powell
 Commercial ManagerW. B. Darrah
 Advertising ManagerW. B. Darrah
 Chief AnnouncerMelvin Drake
 Sales ManagerW. B. Darrah
 Publicity DirectorClair Foster
 Musical DirectorClair Foster
 Chief EngineerJ. Fred Case

POLICIES

No liquor advertising accepted; takes foreign language accounts.

Merchandising cooperation given advertisers is similar to that given by newspapers.

REPRESENTATIVE

E. Katz Special Adv. Agency, Inc.

KGNO

DODGE CITY—EST. 1930

FREQUENCY: 1340 Kc. POWER: 250 Watts. OWNED BY: Dodge City Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: First Nat'l Bank Bldg. PHONE: 1340. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Westview Park. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Dodge City Globe. NEWS SERVICE: Associated Press (Non-Commercial). TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....J. C. Denious
Commercial Manager.....N. C. Petersen
Advertising Manager.....N. C. Petersen
Chief Announcer.....John Drake
Chief Engineer.....Emil Doane

POLICIES

Does not accept liquor or foreign language accounts.

Will make surveys, assist with distribution or secure any information desired, as merchandising aids.

KIUL

"VOICE OF WESTERN KANSAS"
GARDEN CITY—EST. 1935

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Garden City Broadcasting Co. OPERATED BY: Garden City Broadcasting Co. BUSINESS ADDRESS: 404 N. Main. PHONE: 666-999. STUDIO ADDRESS: 404 N. Main. TRANSMITTER LOCATION: Warner Terrace. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Usual Facilities.

PERSONNEL

President.....F. D. Conard
Commercial Manager.....F. D. Conard
Advertising Manager.....F. D. Conard
Chief Announcer.....Clem Morgan
Station Manager.....F. D. Conard
Publicity Director.....Clem Morgan
Musical Director.....George Goulding

POLICIES

No special policies, as to foreign language programs. Liquor still illegal in the state of Kansas.

Complete merchandising cooperation at all times.

KVGB

"THE VOICE OF GREAT BEND"
GREAT BEND—EST. 1937

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: E. E. Ruehlen. OPERATED BY: E. E. Ruehlen. BUSINESS ADDRESS: 2103½ Forest. PHONE: 1080-1. STUDIO ADDRESS:

Cork Bldg. TRANSMITTER LOCATION: 1½ miles south of Great Bend on Highway No. 8. TIME ON THE AIR: 6:30 A.M. to 8:00 P.M. (unlimited time). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

Station Manager.....E. E. Ruehlen
Commercial Manager.....Vern Minor
Advertising Manager.....Dave Wilson
Assistant Manager.....Vern Minor
Musical Director.....Earl Brewster
Chief Engineer.....Leo Legleiter

POLICIES

No intoxicating liquor advertising accepted.

KWBG

"THE STATION IN THE CENTER
OF THE NATION"

HUTCHINSON—EST. 1935

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Nation's Center Broadcasting Co., Inc. OPERATED BY: W. B. Greenwald. BUSINESS ADDRESS: 101 Ave. A. East. PHONE: 5202. STUDIO ADDRESS: 101 Ave. A. East. TRANSMITTER LOCATION: Hutchinson. TIME ON THE AIR: (winter) 6:30 A.M. to 10:30 P.M.; (summer) 6:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President-General Manager..W. B. Greenwald
Advertising Manager.....W. P. Robinson
Artists' Bureau Head.....Mary Winner
Chief Announcer.....Ed Letson
Station Manager.....W. B. Greenwald
Program Director.....J. B. Lake
Publicity Director.....W. P. Robinson
Musical Director.....Willie Anz
Chief Engineer.....Harold Bourrell

POLICIES

Will accept beer advertising. No foreign language accounts.

Merchandising as required.

KCKN

KANSAS CITY—EST. 1925 (as WLBF)
1936 (as KCKN)

KANSAS NETWORK

FREQUENCY: 1300 Kc. POWER: 100 Watts. OWNED BY: The Kansas City Kansas & Capper Publications. OPERATED BY: The Kansas City Kansas. BUSINESS ADDRESS: 901 N. 8th St. PHONE: Drexel 4300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: Owned and operated by The Kansas City Kansas. Capper Publication, only daily newspaper in Kansas City. NEWS SERVICE: United Press.

MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Library, C. P. MacGregor Library, Lang-Worth, NAB Library.

PERSONNEL

President W. A. Bailey
Station Manager Ellis Atteberry
Commercial Manager Owen Balch
Artists' Bureau Head Ruth Royal
Musical Director Ruth Royal
Chief Engineer Clark Smith

POLICIES

No beer or alcoholic beverage accounts accepted.

Cooperate with commercial clients in merchandising and exploitation. Complete plans are arranged and executed by station. Clients bear actual cost only.

REPRESENTATIVE

Capper Publications

KFKU LAWRENCE

FREQUENCY: 1220 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: University of Kansas. OPERATED BY: University of Kansas. BUSINESS ADDRESS: Lawrence, Kans. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares time with WREN.

PERSONNEL

Director.....Harold G. Ingham

POLICIES

Station does not sell time.

WREN

LAWRENCE—EST. 1926
NBC-BLUE

FREQUENCY: 1220 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: The WREN Broadcasting Co. OPERATED BY: The WREN Broadcasting Co. BUSINESS ADDRESS: WREN Bldg. PHONE: Lawrence 110. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Between Lawrence and Kansas City, Mo. TIME ON THE AIR: Shares time KFRU. Sunday 8:00 A.M. to 12:00 midnight; week days, 7:00 A.M. to 2:30 P.M. and 3:00 P.M. to 12:00 midnight. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

ManagerVernon H. Smith

REPRESENTATIVE

Craig and Hollingbery, Inc.

KSAC MANHATTAN

FREQUENCY: 580 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Kansas State College of Agriculture and Applied Science. OPERATED BY: Kansas State College of Agriculture and Applied Science. BUSINESS ADDRESS: Manhattan. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares time with WIBW.

POLICIES

Station does not sell time.

KOAM

PITTSBURG—EST. 1937
NATIONAL BROADCASTING CO.
(RED & BLUE)

FREQUENCY: 790 Kc. POWER: 1000 Watts. OWNED BY: Pittsburg Broadcasting Co. OPERATED BY: Pittsburg Broadcasting Co. BUSINESS ADDRESS: Commerce Bldg. PHONE: 2165-6. STUDIO ADDRESS: Commerce Bldg. TRANSMITTER LOCATION: 2½ miles southeast of Pittsburg. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....E. Victor Baxter
Commercial ManagerEd. Cunniff
Station Manager.....Ed. Cunniff
Chief Announcer.....Spencer Allen
Program Director.....Merwyn Love
Chief Engineer.....W. L. Brown

POLICIES

Will accept beer accounts; also foreign language programs.

Has special merchandising department that will work with commercial advertisers

REPRESENTATIVE
Howard H. Wilson & Co.

KSAL SALINA—EST. 1937

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: R. J. Laubengayer. OPERATED BY: R. J. Laubengayer. BUSINESS ADDRESS: Journal Bldg. PHONE: 100-104. STUDIO ADDRESS: Journal Bldg. TRANSMITTER LOCATION: State St. Road. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: R. J. Laubengayer, owns stock in Salina Journal. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio, NBC Thesaurus.

PERSONNEL

President..... R. J. Laubengayer
Commercial Manager..... A. E. Crockett
Chief Announcer..... W. Wendell Elliott
Station Manager..... A. E. Crockett
Sales Manager..... A. E. Crockett
Publicity Director..... Russell Siner
Musical Director..... Al Thompson
Chief Engineer..... N. E. Vance, Jr.

POLICIES

Considering acceptance of beer accounts at present time. Undecided policy.

All commercial programs including name of sponsor, are published in Salina Journal each day. Journal has approximately 14,000 daily circulation.

REPRESENTATIVE

E. Katz Special Adv. Agency

WIBW

"THE VOICE OF KANSAS"

TOPEKA—EST. 1925

CBS—KANSAS NETWORK

FREQUENCY: 580 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Capper Publications. OPERATED BY: Capper Publications. BUSINESS ADDRESS: Box 119. PHONE: 3-2377. STUDIO ADDRESS: 1035 Topeka Blvd. TRANSMITTER LOCATION: Topeka. TIME ON THE AIR: 4:54 A.M. to Midnight, (daily); 8:00 A.M. to midnight (Sunday) CST. NEWSPAPER AFFILIATION: Capper Publications. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Library, NAB Library.

PERSONNEL

General Manager..... Ben Ludy
Chief Engineer..... Karl Troegen

POLICIES

No beer or liquor advertising.

Publicity in Capper Publications. Personal calls and window displays as part of merchandising aids.

KANS

WICHITA—EST. 1936

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: The KANS Broadcasting Co. OPERATED BY: The KANS Broadcasting Co. BUSINESS ADDRESS: Hotel Lassen. PHONE: 4-2387. STUDIO ADDRESS: Hotel Lassen. TRANSMITTER LOCATION: Hotel Lassen. TIME ON THE AIR: 6:00 A.M. to 12:05 A.M.

NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus & Standard Library.

PERSONNEL

President..... Chas. C. Theis
Commercial Manager..... Herb Hollister
Chief Announcer..... Jack Todd
Station Manager..... Herb Hollister
Sales Manager..... Charles Ritchie
Publicity Director..... Phil McKnight
Musical Director..... Raymond Shelley
Chief Engineer..... Herb Hollister

POLICIES

Accept beer but not liquor.
Maintains a merchandising department.

REPRESENTATIVE

E. Katz Special Advertising Agency

KFH

"MOST WELCOME SPOT ON THE DIAL"

WICHITA—EST. 1935

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1300 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Radio Station KFH. OPERATED BY: KFH Corp. BUSINESS ADDRESS: York Rite Temple. PHONE: 35254-5-6. STUDIO ADDRESS: York Rite Temple. TRANSMITTER LOCATION: 6400 E. Central. TIME ON THE AIR: (Daily) 6:00 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWS SERVICES: United Press, Press Radio Bureau. NEWSPAPER AFFILIATION: The Wichita Eagle. TRANSCRIPTION SERVICE: Associated Libraries.

PERSONNEL

President..... John Rigby
Station Manager..... G. B. McDermott
Commercial Manager..... Russell L. Lowe
Chief Announcer..... Vic Rugh
Traffic Relations..... Leila Hull
Publicity Director..... Robert Kent
Musical Director..... Guy Snyder
Chief Engineer..... Amos C. Dadisman

POLICIES

Accepts beer accounts, but no liquors. No restriction against foreign language accounts but population is approximately 98% American born.

Monthly surveys on advertised products among both groceries and drug stores (including jobbers and warehouses). Putting in window displays and special surveys for sponsors upon suitable occasions.

REPRESENTATIVE

Edward Petry & Co.

KENTUCKY

Population 2,920,000

Number of Families 672,030

Number of Radio Homes 358,190

Retail Sales \$388,278,000

Auto Registrations 372,576

WCMI

"WHERE COAL MEETS IRON"

ASHLAND—EST. 1925

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Ashland Broadcasting Co. Operated BY: Ashland Broadcasting Co. BUSINESS ADDRESS: WCMI Bldg. PHONE: 363. STUDIO ADDRESS: WCMI Bldg. TRANSMITTER LOCATION: WCMI Bldg. TIME ON THE AIR: 6:30 A.M. to 1200 midnight. NEWSPAPER AFFILIATIONS: Ashland Daily Independent. NEWS SERVICE: Associated Press (non-commercial). MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....J. T. Norris
Commercial Manager.....Jos. F. Kyler
Station Manager.....Jos. F. Kyler
Chief Announcer.....Paul L. Ruble
Sales Manager.....Jack Bell
Publicity Director.....Paul L. Rühle
Musical Director.....Hester Kyler
Chief Engineer.....E. D. Herider

REPRESENTATIVE

J. J. Devine & Assoc.

WCKY

COVINGTON, KY.

(See Cincinnati, O.)

WLAP

"VOICE OF THE BLUE GRASS"

LEXINGTON—EST. 1918

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: American Broadcasting Corp. of Kentucky. OPERATED BY: American Broadcasting Corp. of Kentucky. BUSINESS ADDRESS: Lexington. PHONE: 1721-

2. STUDIO ADDRESS: Lexington. TRANSMITTER LOCATION: Lexington. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....Gilmore N. Nunn
Commercial Manager.....Winston L. Clark
Chief Announcer.....Ted Grizzard
Station Manager.....Winston L. Clark
Publicity Director.....Ted Grizzard
Musical Director.....Miller Welch
Chief Engineer.....Sanford Helt

POLICIES

No liquor advertising accepted before 8 P.M. No restrictions on beer and light wines. No restrictions on foreign language broadcasts.

Complete merchandising department at the disposal of the advertiser.

REPRESENTATIVE

J. J. Devine & Assoc.

WAVE

LOUISVILLE—EST. 1933

NATIONAL BROADCASTING COMPANY
FREQUENCY: 940 Kc. POWER: 1000 Watts. OWNED BY: WAVE, Inc. OPERATED BY: WAVE, Inc. BUSINESS ADDRESS: Brown Hotel. PHONE: Jackson 8391-2. STUDIO ADDRESS: Brown Hotel. TRANSMITTER LOCATION: Brown Hotel. TIME ON THE AIR: (Daily) 7:00 A.M. to 12:00 P.M.; (Sunday) 8:00 A.M. to 12:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....Geo. W. Norton, Jr.
Commercial Manager.....James F. Cox
Station Manager.....Nathan Lord
Sales Manager.....James F. Cox
Publicity Director.....George Patterson
Musical Director.....Clifford Shaw
Chief Engineer.....Wilbur E. Hudson

POLICIES

Liquor accounts accepted only late at night. Beer accounts at any time. No foreign lan-

L.B. Wilson

● presents

LUCKY

NBC
RED and
BLUE

● TO MORE THAN TWO
MILLION LISTENERS WITHIN
THE $\frac{1}{2}$ MILLIVOLT LINE

10,000 WATTS

IN THE VERY RICH OHIO VALLEY

guage accounts. All copy subject to station approval and FCC regulations.

Station undertakes merchandising to the extent of publicizing programs and calls on wholesalers and certain key retailers in district.

REPRESENTATIVE

Free & Peters, Inc.

WHAS

"IN THE HEART OF THE RICH OHIO VALLEY"

LOUISVILLE—1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 820 Kc. POWER: 50,000 Watts. OWNED BY: Barry Bingham. OPERATED BY: Louisville Times Company. BUSINESS ADDRESS: 300 W. Liberty St. PHONE: Wa 2211. STUDIO ADDRESS: 300 W. Liberty St. TRANSMITTER LOCATION: RR 2, Anchorage, Ky. TIME ON THE AIR: 6:00 A.M. to midnight daily; 8:00 A.M. to midnight Sunday. NEWS-PAPER AFFILIATION: Courier Journal and Louisville Times. NEWS SERVICE: United Press. MAINTAINS AN ARTISTS BUREAU. TRANSCRIPTION SERVICE: Full facilities.

PERSONNEL

Owner Barry Bingham
Executive Manager W. Lee Coulson

Program Manager Joe Eaton
Artists Bureau Head Bob Drake
Chief Announcer Meador Lowrey
Studio Director Meador Lowrey
Radio Director Credo Harris
Publicity Director Dolly Sullivan
Musical Director Meador Lowrey
Chief Engineer Orrin Towner

POLICIES

Foreign language accounts not accepted. Accept beer any time; wine and hard liquor only during late evening hours. Commercials for alcoholic accounts must be institutional and are subject to stringent regulations. Patent medicine advertising must conform to Federal Trade Commission regulations and station standards.

Merchandising: Supply daily listings, pictures and highlights in Courier Journal and Louisville Times, plus publicity in magazines and trade journals; contact dealers, retailers, neighborhood groups, etc. By direct mail postage only is charged to advertiser. Surveys, window displays, counter cards handled by Montgomery Associates at small cost to advertiser.

REPRESENTATIVE

Edward Petry & Company

**STATION
WHAS
LOUISVILLE**

Proved Primary Listening Area Facts

LATEST SURVEY: Total annual sales \$2,738,119,-583 . . . Food sales \$292,-726,998 . . . Filling station sales \$77,575,083 . . . Drug sales \$52,545,833 . . . Population 4,932,307 . . . Families 1,267,519 . . . Radio homes 904,999 . . . Income taxpayers 134,204.

820 Kc. CBS Outlet



50,000 WATTS-NATIONALLY CLEARED CHANNEL

EDWARD PETRY & COMPANY
National Representatives

COURIER-JOURNAL AND LOUISVILLE TIMES STATION

WLMU*

MIDDLESBORO—EST. 1937

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Lincoln Memorial University. OPERATED BY: Lincoln Memorial University. BUSINESS ADDRESS: Middlesboro. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited.

*Operating under C.P. issued by FCC. at time of going to press.

WOMI

OWENSBORO—EST. 1937

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Owensboro Broadcasting Co., Inc. OPERATED BY: Owensboro Broadcasting Co., Inc. BUSINESS ADDRESS: Byers Ave. & Livermore Road. PHONE: 420. STUDIO ADDRESS: Byers Ave. & Livermore Road. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Owensboro Messenger (morning); Owensboro Inquirer (evening). NEWS SERVICE Associated Press (non-commercial). TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....Lawrence W. Hager
Station Manager.....Lyonel L. Ludwig

POLICIES

No foreign language programs. Liquor advertising only after 8 P.M. in evening (week-days only).

Merchandising and publicity through newspaper tie-up.

WPAD

"VOICE OF WESTERN KENTUCKY"

PADUCAH—EST. 1930

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Paducah Broadcasting Co., Inc. OPERATED BY: Paducah Broadcasting Co., Inc. BUSINESS ADDRESS: 8th and Terrell. PHONE: 4100. STUDIO ADDRESS: 8th and Terrell. TRANSMITTER LOCATION: 8th and Terrell. TIME ON THE AIR: 6:00 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Paducah-Sun Democrat. NEWS SERVICE: Associated Press (non-commercial).

PERSONNEL

President.....Pierce E. Lackey
Commercial Manager.....W. Prewitt Lackey
Advertising Manager.....W. Prewitt Lackey
Chief Announcer.....Gene Peak
Station Manager.....Gene Peak
Sales Manager.....Gene Peak
Publicity Director.....Pierce E. Lackey
Musical Director.....Gene Peak
Chief Engineer.....C. G. Sims

POLICIES

No whiskey advertising accepted.

LOUISIANA

Population 2,132,000

Number of Families 491,200

Number of Radio Homes 294,940

Retail Sales \$344,393,000

Auto Registrations 302,420

KALB

"VOICE OF THE HUB CITY"
ALEXANDRIA—EST. 1935

SOUTHERN BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Alexandria Broadcasting Co., Inc. OPERATED BY: Alexandria Broadcasting Co., Inc. BUSINESS ADDRESS: 3rd & Jackson. PHONE: 65. STUDIO ADDRESS: 3rd & Jackson. TRANSMITTER LOCATION: Upper 4th St. extension. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

PERSONNEL

President.....Walter H. Allen
Commercial Manager.....I. F. Welch
Advertising Manager.....I. F. Welch
Chief Announcer.....V. G. Evans
Station Manager.....W. L. Waltman
Publicity Director.....W. L. Waltman
Musical Director.....V. G. Evans
Chief Engineer.....J. F. Manship

POLICIES

No special policies or restrictions.
Special build-up announcements prior to commercial programs.

WJBO

BATON ROUGE—EST. 1934

NBC (BLUE) SOUTHERN BROADCASTING NETWORK

FREQUENCY: 1120 Kc. **POWER:** 500 watts. **OWNED BY:** Baton Rouge Broadcasting Co., Inc. **OPERATED BY:** Same. **BUSINESS ADDRESS:** 334 Florida St. **PHONE:** 3647. **STUDIO ADDRESS:** Magnolia & 5th. **TRANSMITTER LOCATION:** Roosevelt Road. **TIME ON THE AIR:** 6:45 A.M. to midnight. **NEWSPAPER AFFILIATIONS:** Baton Rouge State-Times, Baton Rouge Morning Advocate. **TRANSCRIPTION SERVICES:** World Broadcasting System, NBC Thesaurus.

PERSONNEL

President.....Chas. P. Manship, Jr.
Commercial Manager.....H. V. Anderson
Chief Announcer.....Paul Goldman
Station Manager.....H. Vernon Anderson
Sales Manager.....J. Roy Dabadie
Publicity Director.....C. P. Litter
Chief Engineer.....Wilbur T. Golson

POLICIES

Does not accept either liquor advertising or foreign language accounts.

KVOL

LAFAYETTE—EST. 1935

SOUTHERN NETWORK

FREQUENCY: 1310 Kc. **POWER:** 100 Watts. **OWNED BY:** Evangeline Broadcasting Co. **OPERATED BY:** Same. **BUSINESS ADDRESS:** 300 Jefferson St. **PHONE:** 336-1280. **STUDIO ADDRESS:** Evangeline Hotel. **TRANSMITTER LOCATION:** Lafayette. **TIME ON THE AIR:** 7:00 A.M. to 1:00 P.M.—4:00 P.M. to 10:00 P.M. **NEWSPAPER AFFILIATIONS:** Advertiser-Gazette. **NEWS SERVICE:** Associated Press (non-commercial).

PERSONNEL

President.....Morgan Murphy
Commercial Manager.....R. A. Escudier
Station Manager.....Geo. H. Thomas
Chief Announcer.....Earl Peterson
Publicity Director.....Mrs. H. S. Guilbeau
Chief Engineer.....J. G. Cooper

POLICIES

No stated special policies.

KPLC

"VOICE OF THE POPULAR PORT"

LAKE CHARLES—EST. 1935

SOUTHERN NETWORK

FREQUENCY: 1500 Kc. **POWER:** 250 Watts, d., 100 Watts, n. **OWNED BY:** Calcasieu Broadcasting Co. **OPERATED BY:** Calcasieu Broadcasting Co. **BUSINESS ADDRESS:** 333 Piyo St. **PHONE:** 821. **STUDIO ADDRESS:** Majestic

Hotel. TRANSMITTER LOCATION: Le Grande St. **TIME ON THE AIR:** 7:30 A.M. to 9:00 P.M. **NEWS SERVICE:** Transradio Press. **TRANSCRIPTION SERVICE:** Standard Radio Service.

PERSONNEL

President.....L. M. Sepaugh
Commercial Manager.....F. C. Carroll
Chief Announcer.....K. McDaniels
Station Manager.....C. R. Porter
Publicity Director.....Eddie Wilkerson, Jr.
Chief Engineer.....E. C. Moses

POLICIES

Only good taste and F.C.C. requirements. Accept French programs.

REPRESENTATIVE

J. J. Devine & Associates

KMLB

"VOICE OF MONROE"

MONROE—EST. 1930

SOUTHERN BROADCASTING NETWORK

FREQUENCY: 1200 Kc. **POWER:** 250 Watts, d.; 100 Watts, Night. **OWNED BY:** Liner's Broadway Station, Inc. **BUSINESS ADDRESS:** Frances Hotel. **PHONE:** 4321-4564. **STUDIO ADDRESS:** Frances Hotel. **TRANSMITTER LOCATION:** Milhaven Rd. **TIME ON THE AIR:** 6:30 A.M. to 10:00 P.M. **NEWS SERVICES:** Transradio Press. **TRANSCRIPTION SERVICE:** World Broadcasting System; NBC Thesaurus.

PERSONNEL

President.....J. C. Liner, Sr.
Commercial Manager.....J. Liner, Jr.
Station Manager.....J. C. Liner, Sr.
Sales Manager.....Don Breitenmoser
Chief Engineer.....O. L. Morgan

POLICIES

None other than that programs must be in good taste, with all programs subject to rejection by station management.

Merchandising and exploitation is done only at expense of advertiser.

WBNO

"WE BOOST NEW ORLEANS"

NEW ORLEANS—EST. 1926

FREQUENCY: 1200 Kc. **POWER:** 100 Watts. **OWNED BY:** Coliseum Place Baptist Church. **OPERATED BY:** Coliseum Place Baptist Church. **BUSINESS ADDRESS:** St. Charles Hotel. **PHONE:** Raymond 0423. **STUDIO ADDRESS:** St. Charles Hotel. **TRANSMITTER LOCATION:** S. White & Ephrosene. **TIME ON THE AIR:** Noon to 5:00 P.M. and 8:00 to 11:00 P.M. **NEWSPAPER AFFILIATIONS:** Christian Science Monitor. **TRANSCRIPTION SERVICE:** Lang-Worth.

PERSONNEL

Station Manager.....Edward R. Musso
 Sales Manager.....W. Bradbarry
 Publicity Director.....Walter J. Williams
 Musical Director.....Mildred Elliott
 Chief Engineer.....George Peirce

POLICIES

No special policies in regard to liquor, or foreign language program, etc.

WDSU

"FIRST WITH THE LATEST AND ALWAYS
 A FEW WAVE LENGTHS AHEAD"

NEW ORLEANS—EST. 1923

NBC (BLUE)

FREQUENCY: 1250 Kc. POWER: 1000 Watts.
 OWNED BY: WDSU, Inc. OPERATED BY:
 WDSU, Inc. BUSINESS ADDRESS: Hotel Monte-
 teleone. PHONE: Raymond 7135. STUDIO
 ADDRESS: Hotel Monteleone. TRANSMITTER
 LOCATION: Gretna. TIME ON THE AIR: 7:00
 A.M. to midnight. NEWS SERVICE: Transcrip-
 tion Press, Radio News, Ass'n. TRANSCRIP-
 TION SERVICE: World Broadcasting System.

WWL

NEW ORLEANS

LOUISIANA'S

Most Powerful
Station

★
850 KC. 10,000 WATTS

★
Affiliated
CBS

★

July 1, 1938
50,000 WATTS

Authorized by the F.C.C.

PERSONNEL

President.....Joseph H. Uhalt
 Commercial Manager.....P. K. Ewing
 Station Manager.....Joseph H. Uhalt
 Sales Manager.....P. K. Ewing
 Chief Engineer.....Fred Fabre

POLICIES

No stated special program policies.

REPRESENTATIVE

John Blair & Co.

WJBW

NEW ORLEANS—EST. 1926

FREQUENCY: 1200 Kc. POWER: 100 Watts.
 OWNED BY: Charles C. Carlson. OPERATED
 BY: Charles C. Carlson. BUSINESS ADDRESS:
 Godchaux Bldg. STUDIO ADDRESS: God-
 chaux Bldg. TRANSMITTER LOCATION: New
 Orleans. TIME ON THE AIR: Shares time
 with WBNO.

WSMB

"AMERICA'S MOST INTERESTING CITY"

NEW ORLEANS—EST. 1925

NBC (RED)

FREQUENCY: 1320 Kc. POWER: 5000 Watts,
 d., 1000 Watts, n. OWNED BY: Maison Blanche
 & Saenger Theaters. OPERATED BY: WSMB,
 Inc. BUSINESS ADDRESS: 901 Canal St.
 PHONE: MA. 5920. STUDIO ADDRESS: 901
 Canal St. TRANSMITTER LOCATION: Algiers.
 TIME ON THE AIR: 7:00 to 12:00 midnight.
 NEWS SERVICE: United Press. MAINTAINS
 ARTISTS BUREAU. TRANSCRIPTION SER-
 VICE: NBC Thesaurus.

PERSONNEL

President.....E. V. Richards
 Commercial Manager.....H. Wheelahan
 Advertising Manager.....H. Wheelahan
 Artists' Bureau Head.....Wm. Brenzel
 Chief Announcer.....Wm. Brenzel
 Station Manager.....H. Wheelahan
 Sales Manager.....T. J. Fontelieu
 Publicity Director.....T. J. Fontelieu
 Musical Director.....Y. Lebaron
 Chief Engineer.....H. G. Nebe

POLICIES

No stated special policies or restrictions on programs.

Merchandising aid given where requested.

REPRESENTATIVE

Edward Petry & Company

WWL*

NEW ORLEANS—EST. 1922
COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 850 Kc. POWER: 10,000
Watts. OWNED BY: Loyola University. OP-
ERATED BY: WWL Development Co., Inc.
BUSINESS ADDRESS: Roosevelt Hotel. PHONE:
Raymond 2196-7-8. STUDIO ADDRESS: Same.
TRANSMITTER LOCATION: Kenner. TIME ON
THE AIR: 5:30 A.M. to 12:00 P.M. NEWS SER-
VICE: United Press.

* 50,000 Watts after July 1st, 1938.

PERSONNEL

General Manager.....Vincent F. Callahan
Program Manager.....Jimmie Willson
Advertising Manager.....Beverly Brown
Chief Announcer.....Jimmie Willson
Sales Manager.....W. P. Beville
Publicity Director.....Henry Dupre
Musical Director.....Karl Lelky
Chief Engineer.....J. D. Bloom, Jr.

POLICIES

No whiskey advertisements, no foreign lan-
guage accounts accepted; special restrictions
on medicines.

Program buildup several days in advance
of its first scheduling—calling attention to the
time, date, and program features, etc., in-
cluded in merchandising aids.

REPRESENTATIVE

E. Katz Special Adv. Agency

KRMD

"SHREVEPORT'S FRIENDLY STATION"
SHREVEPORT—EST. 1928

SOUTHERN BROADCASTING NETWORK

FREQUENCY: 1310 Kc. POWER: 250 Watts,
d.; 100 Watts, n. OWNED BY: KRMD, Inc.
OPERATED BY: Same. BUSINESS ADDRESS:
901 Louisiana Ave. PHONE: 6171-2. STUDIO
ADDRESS: Same. TRANSMITTER LOCATION:
Same. TIME ON THE AIR: 6:00 A.M. to 11:00
P.M. NEWS SERVICE: Transradio Press.
TRANSCRIPTION SERVICE: World Broadcast-
ing System.

PERSONNEL

President.....R. M. Dean
Commercial Manager.....G. V. Wilson
Chief Announcer.....Travis Cabinas
Station Manager.....L. M. Sapaugh
Publicity Director.....Bill Rewens
Musical Director.....Bob Castle
Chief Engineer.....R. M. Dean

POLICIES

Liquor copy restricted to brand and price
and to week days only.

Merchandising aids through advance an-
nouncements. Display card tie-in at strategic
points.

REPRESENTATIVE

J. J. Devine & Associates

KTBS

SHREVEPORT—EST. 1928
NATIONAL BROADCASTING CO.—
DIXIE NETWORK

FREQUENCY: 1450 Kc. POWER 1000 Watts.
OWNED BY: Tri-State Broadcasting System.
OPERATED BY: The Shreveport Times. BUSI-
NESS ADDRESS: P.O. Box 17. PHONE: 4171.
STUDIO ADDRESS: Commercial Bldg. TRANS-
MITTER LOCATION: Dixie Gardens. TIME ON
THE AIR: 6:30 A.M. to 12:00 Midnight. NEWS-
PAPER AFFILIATIONS: The Shreveport Times.
NEWS SERVICE: United Press. TRANSCRIP-
TION SERVICE: NBC Thesaurus.

PERSONNEL

President.....John D. Ewing
Commercial Manager.....Jack O. Gross
Station Manager.....John C. McCormack
Program Director.....B. G. Robertson
Publicity Director & Merchandising
Jack Keasler
Chief Engineer.....C. H. Haddox

POLICIES

No special policies on programs.
Merchandising department offers full coop-
eration.

REPRESENTATIVE

The Branham Company

KWKH

SHREVEPORT—EST. 1925
COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1100 Kc. POWER: 10,000
Watts. OWNED BY: International Broadcasting
Corp. OPERATED BY: The Shreveport Times.
BUSINESS ADDRESS: P. O. Box 17. PHONE:
4171. STUDIO ADDRESS: Commercial Bldg.
TRANSMITTER LOCATION: Mooringsport Road.
TIME ON THE AIR: 6:00 A.M. to 12:00 mid-
night. NEWSPAPER AFFILIATIONS: The
Shreveport Times. NEWS SERVICE: United
Press. TRANSCRIPTION SERVICE: Standard
Radio.

PERSONNEL

President.....John D. Ewing
Station Manager.....John C. McCormack
Commercial Manager.....Jack O. Gross
Program Director.....Fred Ohl
Publicity Director & Merchandising
Jack Keasler
Chief Engineer.....W. E. Antony

POLICIES

No special program policies on commercials.
Merchandising department lends full coop-
eration.

REPRESENTATIVE

The Branham Company

MAINE

Population 856,000

Number of Families 211,660

Number of Radio Homes 185,480

Retail Sales \$232,599,000

Auto Registrations 191,554

WRDO

"THE FRIENDLY VOICE FROM THE
HEART OF MAINE"

AUGUSTA—EST. 1932

MUTUAL-YANKEE and COLONIAL Networks
FREQUENCY: 1370 Kc. POWER: 100 Watts.
OWNED BY: WRDO, Inc. OPERATED BY:
Conrad E. Kennison. BUSINESS ADDRESS:
1 Commercial St. PHONE: 2285. STUDIO AD-
DRESS: 1 Commercial St. TRANSMITTER
LOCATION: 341 Water St. TIME ON THE
AIR: 8:00 A.M. to 11:30 P.M. NEWS SERVICE:
Yankee Network.

PERSONNEL

Station Manager.....Conrad E. Kennison
Chief Engineer.....Harold T. Dinsmore

POLICIES

Accepts beer and wine advertising and for-
eign language programs.

Contact by mail or personal call dealers
in territory in behalf of an advertiser's prod-
uct, if desired.

WABI

"MAINE'S OLDEST BROADCASTING
SERVICE"

BANGOR—EST. 1924

FREQUENCY: 1200 Kc. POWER: 250 Watts.
OWNED BY: Community Broadcasting Service,
Inc. OPERATED BY: Community Broadcasting
Service, Inc. BUSINESS ADDRESS: 57 State
St. PHONE: 6658-4243. STUDIO ADDRESS:
57 State St. TRANSMITTER LOCATION:
Brewer, Maine. MAINTAINS ARTISTS' BU-
REAU. NEWSPAPER AFFILIATION: Bangor
Daily Commercial. NEWS SERVICE: Asso-
ciated Press, Bangor Commercial. TRAN-
SCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....F. B. Simpson
Artists' Bureau Head.....V. Duplissi
Chief Announcer.....Robert Smith
Station Manager.....R. M. Wallace
Sales Manager.....Guy Corey
Publicity Director.....Addison Palmer
Musical Director.....V. Duplissi
Chief Engineer.....Nelson Lawson

POLICIES

Only restriction is on hard liquors—time
sold only after nine P.M. on such accounts.

Merchandising—Publicity through news-
paper affiliation.

WLBZ

"THE MAINE STATION FOR MAINE
PEOPLE"

BANGOR—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 620 Kc. POWER: 1000 Watts.
d.; 500 Watts, n. OWNED BY: Maine Broad-
casting Co. OPERATED BY: Same. BUSINESS
ADDRESS: 100 Main St. PHONE: 6023. STU-
DIO ADDRESS: 100 Main St. TRANSMITTER
LOCATION: Outer Broadway. TIME ON THE
AIR: 7:30 A.M. to midnight. NEWS SERVICE:
International News. TRANSCRIPTION SERV-
ICE: Lang-Worth Features, World Broadcast-
ing System.

PERSONNEL

General Manager...Thompson L. Guernsey

POLICIES

Advertising of distilled alcoholic beverages
not accepted.

REPRESENTATIVE

Weed & Company

WCSH

PORTLAND—EST. 1925

NBC-RED YANKEE NETWORK

FREQUENCY: 940 Kc. POWER: 2500 Watts.
d.; 1000 Watts, n. OWNED BY: Congress
Square Hotel Co. OPERATED BY: Congress
Square Hotel Co. BUSINESS ADDRESS: 570
Congress St. PHONE: Portland 3-9667. STU-
DIO ADDRESS: 570 Congress St. TRANS-
MITTER LOCATION: Scarborough, Maine. TIME
ON THE AIR: Sunday, 9:00 A.M. to 12:00
midnight; week days, 8:00 A.M. to 12:00
midnight. TRANSCRIPTION SERVICE: World
Broadcasting System.

PERSONNEL

President.....Henry P. Rines
Commercial Manager.....L. T. Pitman

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

Merchandising: Gratis service confined to pre-announcements or brief previews of program of quarter hour or longer and telephone calls to dealers and distributors within local exchange limits. Letters to trade on station stationery.

REPRESENTATIVE

Weed & Co.

WGAN*

PORTLAND—EST. 1937

FREQUENCY: 640 Kc. POWER: 500 Watts. OWNED BY: Portland Broadcasting System, Inc. OPERATED BY: Portland Broadcasting System, Inc. BUSINESS ADDRESS: Portland. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Limited Time with KFL.

* Operating under C.P. at time of going to press.

WAGM

PRESQUE ISLE—EST. 1931

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Aroostook Broadcasting Corp. OPERATED BY: Aroostook Broadcasting Corp. BUSINESS ADDRESS: National Bank Bldg. PHONE: Presque Isle 60. STUDIO ADDRESS: National Bank Bldg. TRANSMITTER LOCATION: National Bank Bldg. TIME ON THE AIR: 11:00 A.M. to 7:00 P.M. NEWS SERVICE: Transradio Press, Aroostook News Service. MAINTAINS ARTISTS' BUREAU.

PERSONNEL

General Manager.....R. W. MacIntosh
Commercial Manager.....L. E. Hughes
Chief Announcer.....Ted Coffin

POLICIES

Malt beverage and spirituous liquor advertising accepted; not restricted as to position. Not more than three such advertisers accepted during any one day. French language programs accepted and not restricted to certain hours.

MARYLAND

Population 1,679,000

Number of Families 395,740

Number of Radio Homes 362,920

Retail Sales \$462,874,000

Auto Registrations 378,462

WBAL

BALTIMORE—EST. 1925

NBC (Blue)

FREQUENCY: 1060 Kc. (6:00 A.M. to 9:00 P.M.), 760 Kc. (9:00 P.M. to 1:00 A.M.) POWER: 10,000 Watts. OWNED BY: WBAL Broadcasting Co. OPERATED BY: WBAL Broadcasting Co. BUSINESS ADDRESS: Lexington Bldg. PHONE: Plaza 4900. STUDIO ADDRESS: Lexington Bldg. TRANSMITTER LOCATION: Pikesville, Md. TIME ON THE AIR: (daily) 6:00 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: Baltimore News-Post, Baltimore Sunday American. NEWS SERVICES: International News Service, United Press. TRANSCRIPTION SERVICE: Associated Music, Lang-Worth Features.

PERSONNEL

Station Manager.....Harold C. Burke
Advertising Manager.....Edward Codel
Chief Announcer.....John Wilbourn

Publicity Director.....Edward Codel
Chief Engineer.....Gerald W. Cooke

POLICIES

No foreign language programs accepted.
Limited merchandising service available.

REPRESENTATIVE

Hearst Radio, Inc.

WCAO

"THE VOICE OF BALTIMORE" BALTIMORE—EST. 1922

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 600 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: The Monumental Radio Co. OPERATED BY: Same. BUSINESS ADDRESS: 811 West Lanvale St. PHONE: Madison 7222-3-4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Daily) 7:00 A.M. to midnight. (Sunday) 8:45 A.M. to midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Usual facilities.

TO COVER MARYLAND
YOU NEED THE
MARYLAND
NETWORK ★

No single station can cover the rich Maryland market! It takes the Maryland Network to blanket it completely—as well as the “plus-market” embracing the southern portion of Pennsylvania, northern Virginia and northeastern West Virginia. Not only that, but the Maryland Network gives you *intensive* coverage of this vast market at the same price you'd pay an outside, individual station.

★ **WCBM** *Baltimore*

KEY STATION FOR MARYLAND NETWORK
1370 Kilocycles. For information and rates, write Baltimore Broadcasting Corp., Hearst Tower Building, Baltimore, Md. Phone CA1vert 2840.

★ **WTBO** *Cumberland*

800 Kilocycles. For information and rates, write Associated Broadcasting Corp., 31 Frederick Street, Cumberland, Md.

★ **WJEJ** *Hagerstown*

1210 Kilocycles. For information and rates, write Hagerstown Broadcasting Co., 16 West Washington Street, Hagerstown, Md.

PERSONNEL

President Lewis M. Milbourne
Commercial Manager J. Thomas Lyons
Chief Announcer William J. O'Toole
Station Manager J. Thomas Lyons
Publicity Director Dwight W. Burroughs
Musical Director Jack Lederer
Chief Engineer Martin L. Jones

POLICIES

Station does not accept liquor advertising,
nor encourage foreign language accounts.

W C B M

BALTIMORE—EST. 1924

INTER-CITY

FREQUENCY: 1370 Kc. POWER: 250 Watts,
d.: 100 Watts, n. OWNED BY: Baltimore
Broadcasting Corp. OPERATED BY: Baltimore
Broadcasting Corp. BUSINESS ADDRESS:
Hearst Tower Bldg. PHONE: Plaza 5359-1;
Calvert 2480-1. STUDIO ADDRESS: Keith
Theater. TRANSMITTER LOCATION: 1100 East
Cold Spring Lane. TIME ON THE AIR: 7:00
A.M. to midnight. NEWS SERVICE: Interna-
tional News Service. TRANSCRIPTION SER-
VICE: NBC Thesaurus, NAB Library.

PERSONNEL

President John Elmer
Commercial Manager John Elmer
Station Manager Geo. H. Roeder
Sales Manager John Elmer
Publicity Director Newell Warner
Chief Engineer G. Porter Houston

POLICIES

Does not accept liquor advertisements.

W F B R

"MARYLAND'S PIONEER BROADCAST
STATION"

BALTIMORE—EST. 1922

NBC (RED)

FREQUENCY: 1270 Kc. POWER: 1000 Watts,
d.: 500 Watts, n. OWNED BY: The Baltimore
Radio Show, Inc. OPERATED BY: The Balti-
more Radio Show, Inc. BUSINESS ADDRESS:
7 St. Paul St. PHONE: Plaza 6030-1-2-3-4.
STUDIO ADDRESS: 7 St. Paul St. TRANSMIT-
TER LOCATION: Philadelphia Road. TIME ON
THE AIR: 6:30 A.M. to 12:00 midnight. NEWS
SERVICE: Transradio Press. MAINTAINS ART-
ISTS' BUREAU. TRANSCRIPTION SERVICES:
World Broadcasting System. Maintains own
complete recording equipment.

PERSONNEL

President Robert S. Maslin
Station Manager Hope H. Barroll, Jr.
Commercial Manager Purnell H. Gould
Advertising Manager Robert S. Maslin, Jr.

Artists' Bureau Head Jos. Imbroglio
Production Manager Bert Hanauer
Sales Manager Purnell H. Gould
Publicity Director Robert S. Maslin, Jr.
Musical Director Jos. Imbroglio
Chief Engineer Wm. Q. Ranft

POLICIES

Does not accept liquor advertising or foreign
language accounts.

Special merchandising: Tie-ups with six coun-
ty papers. Use quarter page in each weekly.
Tie-ups with eight movie houses. Use trailers.
Tie-ups with three magazines. Trade notices to
wholesalers.

REPRESENTATIVE

Edward Petry & Co., Inc.

W T B O

CUMBERLAND—EST. 1929

FREQUENCY: 800 Kc. POWER: 250 Watts.
OWNED BY: Associated Broadcasting Corp.
OPERATED BY: Associated Broadcasting Corp.
BUSINESS ADDRESS: 31 Frederick St. PHONE:
Cumberland 299. STUDIO ADDRESS: 31 Fred-
erick St. TRANSMITTER LOCATION: Fort Hill.
TIME ON THE AIR: 7:30 A.M. to local sunset,
Dallas, Texas. NEWS SERVICE: Transradio
Press. TRANSCRIPTION SERVICE: World
Broadcasting System.

PERSONNEL

President Roger W. Clipp
Commercial Manager H. B. McNaughton
Chief Announcer Robert Rosamond
Station Manager H. B. McNaughton
Chief Engineer George H. Lenhart

POLICIES

All advertising copy must be in good taste.
Must comply with FCC and Federal Trade
Commission regulations.

Merchandising through dealer contact and
assistance.

REPRESENTATIVE

Joseph Hershey McGillvra

W F M D

"IN THE HEART OF MARYLAND"

FREDERICK—EST. 1936

FREQUENCY: 900 Kc. POWER: 500 Watts.
OWNED BY: Monocacy Broadcasting Co.
OPERATED BY: Same. BUSINESS ADDRESS:
Frederick. PHONE: 1466. STUDIO ADDRESS:
Winchester Hall Bldg. TRANSMITTER LOCA-
TION: Jefferson Pike. TIME ON THE AIR:
6:30 A.M. to local sunset. NEWS SERVICE:
Transradio Press. TRANSCRIPTION SER-
VICE: World Broadcasting System. MAIN-
TAINS ARTISTS BUREAU.

PERSONNEL

Station Manager A. V. Tidmore
 Commercial Manager A. V. Tidmore
 Artists Bureau Head Winston Shipley
 Chief Announcer R. L. Longstreet
 Program Director R. L. Longstreet
 Publicity Director Hugh F. Ferguson
 Musical Director Winston Shipley
 Chief Engineer John A. Fels

POLICIES

No stated special policies.

WJEJ

HAGERSTOWN—EST. 1932

FREQUENCY: 1210 Kc. POWER: 100 Watts.
 d.: 50 Watts, n. OWNED BY: Hagerstown
 Broadcasting Co. OPERATED BY: Hagerstown
 Broadcasting Co. BUSINESS ADDRESS: 16
 West Washington St. STUDIO ADDRESS: 16
 West Washington St. TRANSMITTER LOCA-
 TION: Hagerstown. TIME ON THE AIR: Mon-
 day, Wednesday and Friday: 6:30 A.M. to
 local sunset; Tuesday, Thursday, Saturday

and Sunday, 6:30 A.M. to 1:00 P.M. TRAN-
 SCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

General Manager Grover C. Crilley

WSAL

"THE EASTERN SHORE'S OWN STATION"

SALISBURY—EST. 1937

FREQUENCY: 1200 Kc. POWER: 250 Watts.
 OWNED BY: Frank M. Stearns. OPERATED
 BY: Same. BUSINESS ADDRESS: 415 E. Main
 St. PHONE: 1540-1. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: Same. TIME ON
 THE AIR: (Daily) 7:00 A.M. to local sunset;
 (Sunday) 8:00 A.M. to local sunset. NEWS
 SERVICE: United Press. TRANSCRIPTION
 SERVICES: Standard Library and NAB Li-
 brary.

PERSONNEL

Owner Frank M. Stearns
 Station Manager J. Roy McLennan
 Program Manager Deane Long
 Artists' Bureau Head J. Roy McLennan
 Musical Director H. Fulton Brewington
 Chief Operator Richard W. Bullers

POLICIES

No stated special program policies.

A VIRGIN RADIO TERRITORY!

The Peninsula of Plenty

*Southern Delaware and the Eastern
 Shores of Maryland and Virginia*

This wealthy area receives its only primary
 radio service from WSAL.

Because of its central location on the radio-
 isolated Eastern Shore, WSAL is practically
 without interference and competition—It
 reaches more Eastern Shore people at a
 much lower cost than can be reached through
 any other medium. It is typically an

Eastern Shore sta-
 tion for Eastern
 Shore people, and
 they have shown
 themselves to be
 unusually consistent
 radio listeners
 as evidenced by the
 results received by
 WSAL advertisers.
 Write for Rates,
 Coverage and Mar-
 ket Data, and time
 available.



Eastern Shore's Own Station

WSAL

SALISBURY, MARYLAND

Station

Executives

Everywhere

Read

RADIO DAILY

Regularly

MASSACHUSETTS

Population 4,426,000

Number of Families 1,063,700 Number of Radio Homes 1,078,820

Retail Sales \$1,461,180,000 Auto Registrations 816,711

W A A B

"KEY STATION—COLONIAL NETWORK"

BOSTON—EST. 1930

MUTUAL—COLONIAL

FREQUENCY: 1410 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: The Yankee Network, Inc. OPERATED BY: The Yankee Network, Inc. BUSINESS ADDRESS: 21 Brookline Ave. PHONE: Comm. 0800. STUDIO ADDRESS: 21 Brookline Ave. TRANSMITTER LOCATION: Squantum (Quincy). TIME ON THE AIR: 24 hours. NEWS SERVICE: Colonial Network News Service, International News Service, Universal Service. ARTISTS BUREAU: Colonial Network Artists Bureau. TRANSCRIPTION SERVICE: Associated Library, Colonial Network Transcription Service.

PERSONNEL

President.....John Shepard, 3rd
Commercial Manager.....Wm. Warner
Advertising Manager.....J. Bonner
Artists Bureau Head.....Van Sheldon
Dir. of Pub. Rel.....Gerald Harrison
Asst. to Pres.....R. L. Harlow
Prod. Manager.....Linus Travers
Sales Manager.....Wm. Warner
Publicity Director.....A. J. Stephenson
Musical Director.....Andrew Jacobson
Chief Engineer.....Irving B. Robinson
Tech. Director.....Paul A. DeMars

POLICIES

Accept liquor advertising which does not encourage new users. Foreign language accounts accepted. Must be accompanied by strict translation of subject matter. All continuity subject to approval of Better Business Bureau and the proprietary association. All continuity subject to station's standards and must be approved before being broadcast.

Merchandising department which contacts the principal chain store buyers and key wholesalers and jobbers. Tie-up with the New England Poultrymen where station provides advertising to clients in this field. Main

complete mailing lists on the principal retail trades and send out a radiogram form to this trade charging only 1 cent postage. A limited number of personal letters will be sent charging the client for postage. All services depend on volume of business and type of broadcast.

REPRESENTATIVES

Edward Petry & Co., Inc.

WBZ & WBZA

BOSTON & SPRINGFIELD

EST. 1921

NATIONAL BROADCASTING CO.

(BASIC BLUE)

FREQUENCY: 990 Kc. POWER: WBZA—Springfield—1,000 Watts. WBZ—Boston—50,000 Watts. OWNED BY: Westinghouse Electric & Mfg. Co. OPERATED BY: Same. Programmed by National Broadcasting Co. BUSINESS ADDRESS: WBZ, Hotel Bradford, Boston. WBZA, Hotel Kimball, Springfield. PHONE: WBZ—Hancock 4261, WBZA—Springfield 6-8336. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: WBZ—Millis. WBZA—Springfield. TIME ON THE AIR: 6:00 A.M. to 1:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS BUREAU.

PERSONNEL

President.....F. A. Merrick
Station Manager.....John A. Holman
Artists Bureau Head.....Cleon B. White
Chief Announcer.....John F. McNamara
Sales Manager.....Frank R. Bowes
Publicity Director.....George A. Harder
Musical Director.....John H. Wright
Chief Engineer.....Dwight A. Myer (WBZ)
Chief Engineer.....H. E. Randol (WBZA)

POLICIES

Accepts beer and ale accounts. Does not accept wine, liquor or foreign language accounts. NBC policies apply otherwise.



- Reaches Boston's Purchasing Power at Lowest Audience Cost.

WCOP

- A Boston Program is Incomplete Without WCOP

Copley Plaza Hotel Boston, Mass.

Gerard H. Slattery, *Gen. Mgr.*

Merchandising: Station has illuminated display cabinets for client use in studio lobby and picture easel in hotel lobby. Also makes pre-announcements for clients placing new shows on WBZ & WBZA.

REPRESENTATIVE

National Broadcasting Co., Inc.

WCOP

BOSTON—EST. 1935

FREQUENCY: 1120 Kc. POWER: 500 watts. OWNED BY: Mass. Broadcasting Corp. OPERATED BY: Mass. Broadcasting Corp. BUSINESS ADDRESS: Copley Plaza Hotel. PHONE: Commonwealth 1717. STUDIO ADDRESS: Copley Plaza Hotel. TRANSMITTER LOCATION: Speedway, Brighton. TIME ON THE AIR: daytime (EST). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....Harold A. Lafount
 General Manager.....Gerald H. Slattery
 Sales Manager.....Arthur Leary
 Publicity Director.....J. Donovan
 Chief Engineer.....Whitman N. Hall

POLICIES

Liquor advertising accepted. Foreign language translations required.

Station supplies telegrams to dealers in connection with commercial programs.

WEEI

"COLUMBIA'S FRIENDLY VOICE"

BOSTON—EST. 1924

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 590 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Boston Edison Co. OPERATED BY: Columbia Broadcasting System. BUSINESS ADDRESS: 182 Tremont St. PHONE: Hubbard 2323. STUDIO ADDRESS: 182 Tremont St. TRANSMITTER LOCATION: Medford. TIME ON THE AIR: (daily) 6:30 a.m. to 1:00 a.m., (Sunday) 8:00 a.m. to 1:00 a.m. NEWSPAPER AFFILIATION: Boston Herald-Traveler. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

Station Manager.....H. E. Fellows
 Sales Manager.....H. R. Marks
 Publicity Director.....L. S. Whitcomb
 Musical Director.....L. G. Del Castillo
 Chief Engineer.....P. K. Baldwin
 Chief Announcer.....C. H. Dickerman

POLICIES

No liquor advertising; no foreign language accounts. Follows CBS network policies.

No special merchandising or exploitations. Attempt always to achieve good publicity and to use the station's facilities to interest the radio audience in new programs, new events, and new policies.

REPRESENTATIVE
Radio Sales, Inc.

WHDH

"THE VOICE FROM HOME"

BOSTON—EST. 1929

FREQUENCY: 830 Kc. POWER: 1000 watts. OWNED BY: Matheson Radio Co., Inc. OPERATED BY: Matheson Radio Co., Inc. BUSINESS ADDRESS: Hotel Touraine, 62 Boylston St. PHONE: Hancock 0900-1-2. STUDIO ADDRESS: Hotel Touraine, 62 Boylston St. TRANSMITTER LOCATION: Saugus. TIME ON THE AIR: 7:00 a.m. until sunset in Denver (approximately two hours after local sunset). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, C. P. MacGregor, Langworth Features.

PERSONNEL

President.....John J. Matheson
Commercial Manager.....Ralph G. Matheson
Chief Announcer.....Frederick Garrigus
Station Manager.....Ralph G. Matheson
Sales Manager.....Ralph G. Matheson
Publicity Director.....John J. Matheson
Musical Director.....Kenneth Wilson
Chief Engineer.....Watson Kownaski

POLICIES

Liquor advertising accepted but with all due restrictions.

WMEX

BOSTON—EST. 1934

INTER-CITY

FREQUENCY: 1500 Kc. POWER: 250 Watts. d.; 100 Watts, n. OWNED BY: Northern Corporation. OPERATED BY: Same. BUSINESS ADDRESS: 70 Brookline Ave. PHONE: Com. 3900-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Chelsea. TIME ON THE AIR: 8:00 A.M. to midnight. NEWS SERVICE: Christian Science Monitor.

PERSONNEL

President.....John E. Reilly
Station Manager.....A. J. Pote
Commercial Manager.....S. Wasser
Sales Manager.....S. Wasser
Publicity Director.....Vivienne Cameron
Musical Director.....John Kiley
Chief Engineer.....A. J. Pote

POLICIES

Station does not accept liquor advertising; station will accept foreign language accounts. All advertising subject to approval of station management.

REPRESENTATIVE
Craig & Hollingbery, Inc.

WNAC

"KEY STATION—YANKEE NETWORK"

BOSTON—EST. 1922

NBC (RED)—YANKEE NETWORK

FREQUENCY: 1230 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: The Yankee Net., Inc. OPERATED BY: The Yankee Net., Inc. BUSINESS ADDRESS: 21 Brookline Ave. PHONE: Comm. 0800. STUDIO ADDRESS: 21 Brookline Ave. TRANSMITTER LOCATION: Squantum (Quincy). TIME ON THE AIR: 6:00 a.m. to 1:05 a.m. (daily), 8:00 a.m. to 1:05 a.m. (Sunday). NEWS SERVICES: Yankee Network News Service, International News Service, Universal Service. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICES: Associated Library, Yankee Network Transcription Service.

PERSONNEL

President.....John Shepard, 3rd
Commercial Manager.....C. W. Phelan
Advertising Manager.....C. McVarish
Artists Bureau Head.....Van Sheldon
Dir. Pub. Rel.....Gerald Harrison
Asst. to Pres.....R. L. Harlow
Prod. Manager.....Linus Travers
Sales Manager.....C. W. Phelan
Publicity Director.....A. J. Stephenson
Musical Directors.....Francis J. Cronin & Bobby Norris
Chief Engineer.....Irving B. Robinson
Tech. Director.....Paul A. DeMars

POLICIES

Accepts liquor advertising which does not encourage new users. No foreign language accounts accepted. All continuity subject to approval of Better Business Bureau and the proprietary association. All continuity subject to our station's standards and must be approved before being broadcast.

A merchandising department which contacts the principal chain store buyers and key wholesalers and jobbers. A tie-up with the Apothecary Magazine, official New England Pharmaceutical Association organ and the New England grocery and market magazine with a circulation of 22,000 among the independent grocers. Maintains complete mailing lists on the principal retail trades and send out a radiogram form to this trade charging only 1 cent postage. A limited number of personal letters will be sent charging the client for postage. All services depend on volume of business and type of broadcast.

REPRESENTATIVE
Edward Petry & Co., Inc.

WORL

"NEWS—OF THE HOUR, ON THE HOUR,
EVERY HOUR"

BOSTON—EST. 1926

FREQUENCY: 920 Kc. POWER: 500 Watts.
OWNED BY: Broadcasting Service Organization, Inc. OPERATED BY: Broadcasting Service Organization, Inc. BUSINESS ADDRESS: 910 Beacon St. PHONE: Commonwealth 5100. STUDIO ADDRESS: 910 Beacon St. TRANSMITTER LOCATION: Needham. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: Transradio Press, Christian Science Monitor. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio Library.

PERSONNEL

President.....Harold A. Lafount
Commercial Manager.....W. Cort Treat
Advertising Manager.....W. Cort Treat
Artists' Bureau Head.....James Carmody
Chief Announcer.....Richard Bates
Station Manager.....W. Cort Treat
Sales Manager.....W. Cort Treat
Publicity Director.....Howie Smart
Musical Director.....Robert Perry
Chief Engineer.....George Luckey

POLICIES

Liquor advertising not acceptable.

Special merchandising features in connection with commercial programs include: Telegrams announcing campaign and program

sent to all dealers; Promotional photographs; Commercial programs promoted in station's weekly flyers sent to extensive mailing list.

Active research and market analysis. New programs publicized in newspaper display and courtesy announcements.

REPRESENTATIVE

J. J. Devine & Assoc.

WSAR

"FALL RIVER'S COMMUNITY STATION"

FALL RIVER—EST. 1921

MUTUAL—COLONIAL & YANKEE

FREQUENCY: 1450 Kc. POWER: 1000 Watts.
OWNED BY: Doughty & Welch Elec. Co., Inc. OPERATED BY: Doughty & Welch Electric Co., Inc. BUSINESS ADDRESS: 417 Academy Bldg. PHONE: Fall River 450-1. STUDIO ADDRESS: 417 Academy Bldg. TRANSMITTER LOCATION: South Somerset. TIME ON THE AIR: (Daily) 7:30 A.M. to 12:00 midnight; (Sunday) 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Yankee Network News Service, Local news service compiled by local news reporter. TRANSCRIPTION SERVICE: Standard Radio, MAINTAINS ARTISTS' BUREAU.

PERSONNEL

President.....Wm. T. Welch
Commercial Manager.....Leonard C. Cox
Advertising Manager.....Gordon H. Bryant
Artists' Bureau Head.....H. W. Craig
Station Manager.....Wm. T. Welch
Publicity Director.....F. J. McLaughlin, Jr.
Musical Director.....H. W. Craig
Chief Engineer.....John C. Pavao

POLICIES

Does not solicit liquor advertising. Carries foreign language programs.

Special merchandising tie-ins are made in radio publications, calling special attention to the program. A local house organ—This Week, calls attention to local programs and network features. In the latter instance, the local representative of the product is also mentioned, even though that representative does not participate in the program.

REPRESENTATIVE

Bryant Publicity Service

WHAI*

GREENFIELD—EST. 1937

FREQUENCY: 1210 Kc. POWER: 250 Watts.
OWNED BY: John W. Haigis. OPERATED BY: John W. Haigis. BUSINESS ADDRESS: Mansion House. STUDIO ADDRESS: Mansion House. TRANSMITTER LOCATION: Greenfield.

Primary Coverage includes

Lawrence
Lowell
Haverhill
Lynn
Melrose
Salem
Nashua
Exeter
Beverly
Peabody
Newburyport
Etc.

680 Kilocycles

National Rep. WEED & CO.

1000 NEW WATTS

in the Heart of Industrial New England

WLaw provides first hand service to 2,336,259 persons in its 30-mile primary area.

WLaw

LAWRENCE, MASS.

Owned and Operated By
Hildreth & Rogers Co.,
Publishers of
Lawrence Daily Eagle,
The Evening Tribune
Essex County's Greatest
Newspapers

TIME ON THE AIR: Daytime (actual, 6:00 A.M. to 7:00 P.M.).

PERSONNEL

Manager.....John W. Haigis, Jr.
*Operating under C.P. issued by FCC, at time of going to press.

W L A W

"LAWRENCE'S OWN STATION"
LAWRENCE—EST. 1937
INTERCITY

FREQUENCY: 680 Kc. POWER: 1000 Watts. OWNED BY: Hildreth & Rogers Co. OPERATED BY: Hildreth & Rogers Co. BUSINESS ADDRESS: 285 Essex St. PHONE: 4171 and 4107. STUDIO ADDRESS: 278 Essex St. TRANSMITTER LOCATION: West Andover. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWSPAPER AFFILIATIONS: Lawrence Daily Eagle, The Evening Tribune. NEWS SERVICE: Associated Press (non-Commercial). TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President.....A. H. Rogers
Advertising Manager.....David M. Kimel
Station Manager.....Irving E. Rogers
Publicity Director.....Frederick A. Sullivan
Musical Director.....Stanley N. Schultz
Chief Engineer.....George R. Luckey

POLICIES

Adhere to ethics of N. A. B.

REPRESENTATIVE

Weed & Company

W L L H

"VOICE OF THE MERRICK VALLEY"
LOWELL—EST. 1934

MUTUAL—YANKEE & COLONIAL

FREQUENCY: 1370 Kc. POWER: 250 Watts. d.; 100 Watts, n. OWNED BY: Merrimac Broadcasting Co., Inc. BUSINESS ADDRESS: Lowell. PHONE: Lowell 2121. STUDIO ADDRESS: Lowell. TRANSMITTER LOCATION: Lowell. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight. NEWS SERVICES: Yankee Network News Service (INS); Complete local news coverage. HAS ARTISTS' BUREAU AFFILIATION. TRANSCRIPTION SERVICE: Associated Music.

PERSONNEL

President.....A. S. Moffat
Commercial Manager.....Haskell Bloomberg
Chief Announcer.....Harlan Newell
Station Manager.....Robert F. Donahue
Chief Engineer.....William McDonald

POLICIES

Copy on liquor advertisements must not tend to stimulate the use of alcohol.

Station is prepared to furnish any reasonable merchandising service at cost.

REPRESENTATIVE

Edward Petry & Co., Inc.

W N B H

"THE STANDARD-TIMES STATION"

NEW BEDFORD—EST. 1921

COLONIAL—YANKEE—MUTUAL

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: E. Anthony & Sons, Inc. OPERATED BY: E. Anthony & Sons, Inc. BUSINESS ADDRESS: 251 Union St. PHONE: 5533, 5781, 1000. STUDIO ADDRESS: 251 Union St. TRANSMITTER LOCATION: Fairhaven. TIME ON THE AIR: 7:30 A.M. to 11:30 P.M. (daily); 7:30 A.M. to midnight (Saturday); 8:45 A.M. to 11:30 P.M. (Sunday). NEWSPAPER AFFILIATIONS: Standard-Times, Morning Mercury. NEWS SERVICES: Associated Press, International News Service, United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

General Manager.....Irving Vermilya
Assistant Manager.....Sol Chain
Chief Engineer.....Clyde Pierce

POLICIES

Advertising for beer and light wines only accepted. Foreign programs must be open to all advertisers. Laxative not accepted.

Programs contracted for 13 weeks or more receive ten-inch advertisement in Standard-Times and Morning Mercury.

W B R K

"VOICE OF THE BERKSHIRES"

PITTSFIELD—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Harold Thomas. OPERATED BY: Harold Thomas. BUSINESS ADDRESS: 8 Bank Row. STUDIO ADDRESS: Pittsfield Coal Gas Bldg. TIME ON THE AIR: Full Time License.

PERSONNEL

Owner and General Manager..Harold Thomas
Station Manager.....S. R. Elman
Commercial Manager.....Bruff W. Olin

REPRESENTATIVE

Sears & Ayer

W M A S

"VOICE OF WESTERN MASSACHUSETTS"

SPRINGFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Radio Station WMAS, Inc. OPERATED BY: Radio Station WMAS, Inc. BUSINESS ADDRESS: Hotel Charles. PHONE: 7-1414-5. STUDIO ADDRESS: Hotel Charles. TRANSMITTER LOCATION: Pynchon Park, West St. TIME ON THE AIR: (daily) 7:00 A.M. to 1:00 A.M.; (Sunday) 8:30

A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Music.

WORC

WORCESTER—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1280 Kc. POWER: 500 Watts. OWNED BY: A. F. Kleindienst. OPERATED BY: Same. BUSINESS ADDRESS: 65 Elm St. PHONE: 5-3101. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Auburn. TIME ON THE AIR: 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: Worcester Evening Post. TRANSCRIPTION SERVICE: NBC The-saurus.

PERSONNEL

President.....A. S. Moffat
Station Manager.....A. W. Marlin
Commercial Manager.....Gordon W. Ewing
Advertising Manager.....Gordon W. Ewing
Artists' Bureau Head.....F. Turner Cooke
Chief Announcer.....F. Turner Cooke
Publicity Director.....Warren Greenwood
Chief Engineer.....James L. Spates

POLICIES

Foreign language programs acceptable. English copy must be submitted in advance, announcements carefully edited. Copy restrictions: Accept beer, wine, and liquors, subject to strict supervision; patent medicine advertising restricted; all copy subject to station approval.

Merchandising service rendered to sponsor in accordance with needs.

REPRESENTATIVE

Edward Pety & Co., Inc.

PERSONNEL

Commercial Manager.....W. R. Moran
Station Manager.....E. E. Hill
Chief Engineer.....A. F. Kleindienst

POLICIES

Does not accept programs in foreign language. Liquor advertising restricted to light wines and ales.

REPRESENTATIVE

International Radio Sales

WSPR

SPRINGFIELD—EST. 1936

MUTUAL BROADCASTING SYSTEM—
COLONIAL NETWORK

FREQUENCY: 1140 Kc. POWER: 500 Watts. OWNED BY: Connecticut Valley Broadcasting Co. OPERATED BY: Connecticut Valley Broadcasting Co. BUSINESS ADDRESS: 63 Chestnut St. PHONE: Springfield 6-2757. STUDIO ADDRESS: 63 Chestnut St. TRANSMITTER LOCATION: West Springfield. TIME ON THE AIR: 7:00 A.M. to sunset (at Birmingham, Ala.). NEWSPAPER SERVICE: Transradio Press. MAINTAINS AN ARTIST BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President-Station Manager..Quincy A. Brackett
Commercial Manager.....M. W. Stoughton
Artists Bureau Head.....W. H. Latham
Chief Announcer.....Elwin Tacy
Program Director-Publicity Director,
W. H. Latham
Chief Engineer.....H. W. Holt

POLICIES

Wine and beer advertising accepted. No hard liquor advertising accepted.

Foreign language programs accepted in limited number.

REPRESENTATIVE

Sear & Ayer

WTAG

"THE VOICE FROM THE HEART OF
NEW ENGLAND"

WORCESTER—1924

NBC (RED)—YANKEE NETWORK

FREQUENCY: 580 Kc. POWER: 1000 watts. OWNED BY: Worcester Telegram Pub. Co., Inc. OPERATED BY: Worcester Telegram Pub. Co., Inc. BUSINESS ADDRESS: 18 Franklin St. PHONE: Worcester 5-4321. STUDIO ADDRESS: 18 Franklin St. TRANSMITTER LOCATION: Holden. TIME ON THE AIR: 7:30 a.m. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Worcester Telegram, Evening Gazette, Sunday Telegram; All published by the Worcester Telegram Pub. Co., Inc. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....H. G. Stoddard
Commercial Manager.....H. J. Perry
Chief Announcer.....Chester Gaylord
Station Manager.....John J. Storey
Publicity Director...Mrs. Dorothy B. Mattison
Musical Director.....Miss Lillian Murphy
Chief Engineer.....Hobart H. Newell

POLICIES

Does not take liquor advertising, foreign language accounts or sell announcements in the news.

REPRESENTATIVE

Weed & Company, New York

MICHIGAN

Population 4,830,000

Number of Families 1,166,585 Number of Radio Homes 1,075,630

Retail Sales \$1,388,236,000 Auto Registrations 1,373,676

WELL

BATTLE CREEK—EST. 1925

MICHIGAN RADIO NETWORK

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Enquirer-News Co. OPERATED BY: Same. BUSINESS ADDRESS: 1 West Michigan Ave. PHONE: 5655-7166. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to midnight. NEWSPAPER AFFILIATIONS: Enquirer-News. NEWS SERVICE: Newspaper broadcasts, Associated Press News. MAINTAINS ARTISTS' BUREAU.

PERSONNEL

President A. L. Miller
Station Manager D. E. Jayne
Commercial Manager F. F. Owen
Artists' Bureau Head H. W. Jackson
Chief Announcer A. H. Haight
Publicity Director A. H. Haight
Chief Engineer R. B. Roof

POLICIES

No spirituous liquor advertising accepted; no foreign language programs. Right reserved to discontinue programs for reasons sufficient to station. All copy subject to station approval.

Merchandising service available plus special newspaper cooperation in publicity.

REPRESENTATIVE

J. J. Devine & Assoc.

WBCM

"THE VOICE OF NORTHEASTERN MICHIGAN"

BAY CITY—EST. 1928

MICHIGAN RADIO NETWORK

FREQUENCY: 1410 Kc. POWER: 1000 watts. d.; 500 watts, n. OWNED BY: Bay Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Wenonah Hotel. PHONE: 4212-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hampton Township. TIME ON THE AIR: (Sunday) 9:00 A.M. to 12:30 A.M.; (daily) 8:30 A.M. to 12:30 A.M. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President James E. Davidson
Station Manager Stanley F. Northcott
Musical Director Lionel H. DeRemer
Chief Engineer Ralph H. Carpenter

POLICIES

No stated special policies.

REPRESENTATIVE

Howard H. Wilson Co.

WHDF

"MICHIGAN'S TIP-TOP STATION"

CALUMET—EST. 1929

FREQUENCY: 1370 Kc. POWER: 250 watts. d.; 100 watts, n. OWNED BY: Upper Michigan Broadcasting Co. OPERATED BY: Upper Michigan Broadcasting Co. BUSINESS ADDRESS: Calumet. PHONE: 869 and 856. STUDIO ADDRESS: Scott St. TRANSMITTER LOCATION: Laurium. TIME ON THE AIR: 11:30 a.m. to 7:00 p.m. NEWS SERVICE: Associated Press and local news. NEWSPAPER AFFILIATIONS: The Daily Morning Gazette, The Calumet News. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth.

PERSONNEL

President A. L. Borgan
General Manager John W. Rice
Commercial Manager Robt. Morrison
Advertising Manager J. W. Rice
Chief Announcer Robt. Morrison
Sales Manager L. M. Deinmer
Publicity Director L. M. Deinmer
Musical Director Al Payn
Chief Engineer Wm. Jackson

POLICIES

Accepts beer and liquor ads (under new management); all restrictions are lifted.

Run daily programs of WHDF in the morning in the Gazette and in the evening in the News, also free newspaper publicity and mats if the contract warrants such cooperation.

REPRESENTATIVE

Small, Brewer, Inc., Chicago.



CKLW

Opens

Chicago Office

with

GEORGE ROESLER

in charge

●

LOCAL and National spot business on CKLW increased so markedly during 1937 the management decided to open a branch office in Chicago as a further service to agencies and advertisers.

EFFECTIVE immediately George Roesler, well-known figure in the world of radio, takes charge of the Chicago office. Complete information regarding CKLW and the Fourth Market is now as close as your telephone.

Chicago Address

360 North Michigan Avenue

Telephone Central 0605

FRANK RYAN, *Vice President & Managing Director*

WJBK

"TWENTY-FOUR HOUR STATION"
DETROIT—EST. 1928

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: James F. Hopkins, Inc. OPERATED BY: James F. Hopkins, Inc. BUSINESS ADDRESS: 6559 Hamilton. PHONE: Trinity 2-2000. STUDIO ADDRESS: 6559 Hamilton. TRANSMITTER LOCATION: 12897 Woodward Ave. TIME ON THE AIR: 24 hours per day. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated Music, Standard Popular Library, NAB (Public Domain).

PERSONNEL

President.....James F. Hopkins
Commercial Manager.....Paul Y. Clark
Chief Announcer.....Angus Pfaff
Station Manager.....James F. Hopkins
Publicity Director.....Bob Longwell
Musical Director.....Sybil Krieghoff
Chief Engineer.....Paul Frinke

POLICIES

No liquor advertising before 10:00 P.M.
Extensive foreign hours.

REPRESENTATIVE

Howard H. Wilson Co.

WJR

"GOODWILL STATION"
DETROIT—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 750 Kc. POWER: 50,000 watts. OWNED BY: WJR Goodwill Station. OPERATED BY: WJR Goodwill Station. BUSINESS ADDRESS: Fisher Bldg. PHONE: Madison 4440. STUDIO ADDRESS: Fisher Bldg. TIME ON THE AIR: 5:30 A.M. to 1:00 A.M. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio, NAB Library.

PERSONNEL

President.....G. A. Richards
General Manager.....Leo Fitzpatrick
Artists Bureau Head.....Norman White
Chief Announcer.....Jas. Stevenson
Sales Manager.....Owen Uridge
Publicity Director.....Neal Tomy
Musical Director.....Sam Beenrie
Chief Engineer.....A. Friedenthal

POLICIES

Do not handle foreign programs. No other special restrictions.

REPRESENTATIVE

Edward Petry & Co.

WMBC

"THE HOME STATION"
DETROIT—EST. 1925

FREQUENCY: 1420 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Mich. Broadcasting Co. OPERATED BY: Mich. Broadcasting Co. BUSINESS ADDRESS: 7310 Woodward. PHONE: Madison 9100. STUDIO ADDRESS: 7310 Woodward. TRANSMITTER LOCATION: 7310 Woodward. TIME ON THE AIR: 6:45 a.m. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Usual Facilities.

PERSONNEL

President.....E. J. Hunt
Commercial Manager.....H. M. Steed
Chief Announcer.....Wm. Jory
Station Manager.....H. M. Steed
Sales Manager.....H. M. Steed
Publicity Director.....Wm. Jory
Musical Director.....John Skalski
Chief Engineer.....Edw. Clark

POLICIES

Broadcast foreign language accounts. Liquor advertisements accepted after 10 p.m.
Merchandising department to render service when desired.

WWJ

DETROIT—EST. 1920

NATIONAL BROADCASTING CO. (RED)

FREQUENCY: 920 Kc. POWER: 5,000 Watts. OWNED BY: Evening News Assn. OPERATED BY: Same. BUSINESS ADDRESS: 630 W. Lafayette. PHONE: Randolph 2000. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 8 Miles and Meyer Rds. TIME ON THE AIR: 6:00 A.M. to 12:30 A.M. NEWSPAPER AFFILIATION: The Detroit News. NEWS SERVICE: United Press.

PERSONNEL

Station Manager.....W. J. Scripps
Sales Manager.....Harry Bannister
Musical Director.....Mischa Kottler
Chief Engineer.....Walter Hoffman

POLICIES

Does not accept liquor advertising except light wines and beer; no foreign language accounts; no medicinal advertising.

REPRESENTATIVE

Craig & Hollingbery, Inc.

WXYZ

"THE FAMILY STATION"
DETROIT—EST. 1930

NBC (BLUE)—CBC—(KEY STATION MICHIGAN RADIO NETWORK)

FREQUENCY: 1240 Kc. POWER: 1000 watts. OWNED BY: King-Trendle Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 300 Madison Theatre Bldg. PHONE:

PBX Cherry 8321. STUDIO ADDRESS: Atop Maccabees Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICES: United Press-Radio News Service, also local news from Detroit Free Press, Detroit Times and Detroit Saturday. TRANSCRIPTION SERVICE: Has wide range of transcription library.

PERSONNEL

President.....George W. Trendle
 General Manager.....H. Allen Campbell
 Station Manager.....Russel Neff
 Promotion and Advertising Manager,

Chas. C. Hicks

Artists Bureau Head.....Russell Wood
 Chief Announcer.....Al Chance
 Sales Manager.....Arch Shawd
 Publicity Director.....Felix Holt
 Musical Director.....Benny Kyte
 Chief Engineer.....Lynn Smeby

POLICIES

No liquor advertising accepted except under approval of Michigan State Liquor Commission, and not to be broadcast before 9:00 P.M. No foreign language broadcasts accepted. All copy for all programs, commercial and sustaining must be submitted in advance of broadcasting time for approval by WXYZ's management.

Merchandising: Station claims the most ef-

fective and highly praised Merchandising Service ever offered by any broadcaster. A department of specially trained men who contact dealers and jobbers—take initial orders for goods, arrange for placing of displays and advertising, and constantly survey progress of advertised goods as regards sales volume and competitive products.

REPRESENTATIVE

Paul H. Raymer Co.

W K A R

EAST LANSING—EST. 1922

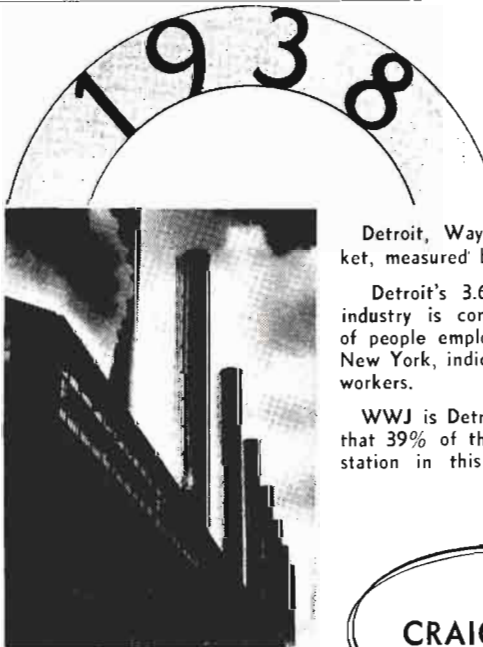
FREQUENCY: 850 Kc. POWER: 1000 watts. OWNED BY: Michigan State College. OPERATED BY: Michigan State College. BUSINESS ADDRESS: East Lansing. PHONE: 59113. Ext. 398. STUDIO ADDRESS: Campus. TRANSMITTER LOCATION: Campus. TIME ON THE AIR: 6:30 a.m. to 5:00 p.m. except Sunday. TRANSCRIPTION SERVICE: Lang-Worth.

PERSONNEL

Station Manager.....Robert J. Coleman
 Chief Engineer.....Norris Grover

POLICIES

An educational station—Policy is no advertising, no politics, and no religion.



During 1937 industrial leaders in Detroit actively participated in an expansion program involving expenditures of \$100,000,000

Is a Good Year for WWJ Advertisers

Among many fundamental reasons why 1938 is proving to be a good year for WWJ advertisers in Detroit are:

Detroit, Wayne County, Michigan, is America's third market, measured by both payroll and personnel employed.

Detroit's 3.67%* of the National payroll in business and industry is considerably higher in proportion to the number of people employed than that for any other major city except New York, indicating a high wage scale for this city's industrial workers.

WWJ is Detroit's favorite radio station. Actual survey reveals that 39% of the homes of the city prefer WWJ to any other station in this important market!



National Representatives
CRAIG & HOLLINGBERY, INC.
 New York : Chicago : Detroit : Kansas City
 San Francisco : Jacksonville

*1935 U. S. Census of Business, published in June, 1937.

WFDF

FLINT—EST. 1922

MICHIGAN RADIO NETWORK

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: Flint Broadcasting Co. OPERATED BY: Flint Broadcasting Co. BUSINESS ADDRESS: Union Industrial Bldg. PHONE: 2.7158. STUDIO ADDRESS: Union Industrial Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (daily) 6:00 a.m. to 12:00 midnight, (Sunday) 9:00 a.m. to 12:00 midnight. NEWS SERVICES: United Press and WFDF News Bureau (local). TRANSCRIPTION SERVICE: N.B.C. Thesaurus, Standard Radio Library.

PERSONNEL

Station Manager.....Howard M. Loeb
Commercial Manager.....F. S. Loeb
Chief Announcer.....Adrian R. Cooper
Publicity Director.....R. V. Osgood
Musical Director.....William Geyer
Chief Engineer.....Frank D. Fallain

POLICIES

Station accepts no hard-liquor advertising or foreign language accounts. All advertising scrutinized for conformity with laws and regulations of Federal Trade Commission, Pure Food and Drugs Administration, Post Office Dept., and Federal Communications Commission.

Complete merchandising service is available only to advertisers using programs (i.e. not to announcement buyers). There is no charge for the service, except where indicated.

Advance plugs. 50-word announcements given several days preceding start of program series.

Listing of program titles in newspapers totalling over 100,000 circulation weekly.

Listing of sponsor's program title and name in WFDF's daily resume of programs.

Use of WFDF's studios (capacity 75 persons) for dealers' sales meetings, with "pep" addresses by WFDF sales executives, when desired.

Preparing, writing and mailing of letters to dealers or consumers (this service performed at cost).

WOOD-WASH

"THIS IS GRAND RAPIDS"

GRAND RAPIDS—EST.

NBC (RED & BLUE) MICHIGAN RADIO NETWORK

FREQUENCY: 1270 Kc. POWER: 500 watts. OWNED BY: King-Trendle Broadcasting Corp. OPERATED BY: King-Trendle Broadcasting Corp. BUSINESS ADDRESS: 16th floor g. r., National Bank Bldg. PHONE: 9.4211. STUDIO ADDRESS: 16th floor, g. r. National Bank Bldg.

TRANSMITTER LOCATION: Lake Michigan Drive. TIME ON THE AIR: 7:00 A.M. to 12:00 P.M. NEWS SERVICE: United Press from Michigan Network. Press Radio Bureau. TRANSCRIPTION SERVICE: NBC Thesaurus, Associated Program Service.

PERSONNEL

President.....George W. Trendle
Traffic Manager.....David H. Harris
Station Manager.....Stanley W. Barnett
Sales Manager.....Stanley W. Barnett
Publicity Director.....T. Wilcox Putnam
Musical Director.....Sandy Meek
Chief Engineer.....Lynne C. Smeby

POLICIES

Good taste and public confidence are the bases for all copy and programs—including liquor. No foreign languages accepted.

Merchandising includes theatre trailers—shown at eight local theatres—on all programs featuring big names.

REPRESENTATIVE

Wm. Rambeau Company

WJMS

"VOICE OF THE GOGEBIC RANGE"

IRONWOOD—EST. 1931

FREQUENCY: 1420 Kc. POWER: 100 watts. OWNED BY: WJMR, Inc. OPERATED BY: WJMS, Inc. BUSINESS ADDRESS: St. James Hotel Annex. PHONE: 20. STUDIO ADDRESS: St. James Hotel Annex. TRANSMITTER LOCATION: North of Ironwood on U. S. No. 2 near Douglas Blvd. TIME ON THE AIR: Unlimited time; regular schedule 7:30 A.M. to 7:30 P.M. NEW SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus and Star Radio.

PERSONNEL

President.....Wm. L. Johnson
General Manager.....Noel C. Ruddell
(Directs also Advertising & Publicity.)
Program Director.....Harry Wills
Chief Engineer.....R. L. Johnson
Sports & News.....Dick Hasbrook

POLICIES

Liquor, beer and wine advertising accepted, but copy material must not urge its use or be objectionable as to claims; must meet with approval of station. Foreign language programs accepted as there is large foreign element in this area.

Reasonable merchandising assistance is rendered in proportion to the size of the schedule. Sponsored news periods and exchange of courtesies with Duluth News and Tribune.

REPRESENTATIVE

Mitchell & Ruddell, Inc., for Chicago, N. Y., St. Louis and Kansas City

WIBM

JACKSON—EST. 1925

MICHIGAN RADIO NETWORK

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WIBM, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 306 W. Michigan Ave. PHONE: 6121. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President Herman Radner
Station Manager Roy Radner
Artists Bureau Head Willie Dunn
Chief Announcer Larry Payne
Publicity Director Walter H. Johnson
Musical Director William Cizek
Chief Engineer C. W. Wirtanen

POLICIES

No stated special policies.

WKZO

KALAMAZOO—EST. 1923

MICHIGAN RADIO NETWORK

FREQUENCY: 590 Kc. POWER: 1000 Watts. OWNED BY: WKZO, Inc. OPERATED BY: WKZO, Inc. BUSINESS ADDRESS: Burdick Hotel. PHONE: Kalamazoo 3-1223. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Kalamazoo. TIME ON THE AIR: Daytime (C.P. granted for unlimited time). TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President-General Manager J. E. Fetzer
Sales Manager Guy Stewart

POLICIES

Advertising of alcoholic beverages accepted.

REPRESENTATIVE

Howard H. Wilson Co.

WJIM

LANSING—EST. 1934

MICHIGAN RADIO NETWORK—CBC

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Harold F. Gross. OPERATED BY: Same. BUSINESS ADDRESS: City Nat'l Bldg. PHONE: 2-1333-4-5. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 12:30 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

Station Manager Harold F. Gross
Publicity Director H. K. Finch

POLICIES

All contracts subject to government regulations and station owner's approval.

REPRESENTATIVE

J. J. Devine & Co.

WMPC

"WHERE MANY PREACH CHRIST"

LAPEER—EST. 1926

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: The First Methodist Protestant Church of Lapeer. OPERATED BY: The First Methodist Protestant Church of Lapeer. BUSINESS ADDRESS: 81 Liberty. PHONE: 455 J-455 M. STUDIO ADDRESS: 81 Liberty. TRANSMITTER LOCATION: Lapeer. TIME ON THE AIR: 9:00 A.M. to 10:30 P.M. except Saturday.

PERSONNEL

President Frank S. Hemingway
Chief Announcer Nora Eastman
Station Manager Frank S. Hemingway
Musical Director A. O. Voorheis
Chief Engineer H. F. Hayes

POLICIES

Non-commercial.

WBEO

MARQUETTE—EST. 1931

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: The Lake Superior Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Mining Journal Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Marquette. TIME ON THE AIR: Part time. NEWSPAPER AFFILIATION: The Daily Mining Journal.

PERSONNEL

Secretary-Treasurer and Advertising Manager.
Leo G. Brott
Musical and Program Director Merrill Trapp
Chief Operator Gordon Brozek

POLICIES

Advertising of alcoholic beverages accepted.

REPRESENTATIVE

J. J. Devine & Associates

WKBZ

"THE FRIENDLY VOICE OF WESTERN MICHIGAN"

MUSKEGON—EST. 1926

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: K. L. Ashbacher. OPERATED BY: Grant F. Ashbacher. BUSINESS ADDRESS: Michigan Theater Bldg. PHONE: 26-051. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Creston Ave. at City Limits. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press.

MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

PresidentK. L. Ashbacker
Commercial ManagerG. F. Ashbacker
Artists' Bureau HeadR. Van Wyck
Chief AnnouncerR. Van Wyck
Station ManagerGrant F. Ashbacker
Publicity DirectorB. Wilson
Musical DirectorR. Van Wyck
Chief EngineerGeo. Krivitzky

POLICIES

No liquor advertising. Beer only.
Maintains complete merchandising department.

REPRESENTATIVE

J. J. Devine & Associates

W H A L *

SAGINAW—EST. 1937

FREQUENCY: 950 Kc. POWER: 500 Watts.
OWNED BY: Harold F. Gross and Edmund C. Shields. OPERATED BY: Harold F. Gross and Edmund C. Shields. BUSINESS ADDRESS: Saginaw. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to 4:00 A.M. NEWS SERVICE: International News Service.

W E X L

ROYAL OAK—EST. 1925

FREQUENCY: 1310 Kc. POWER: 50 Watts.
OWNED BY: Royal Oak Broadcasting Co.
OPERATED BY: Royal Oak Broadcasting Co.
BUSINESS ADDRESS: Royal Oak. PHONE: Elmhurst 6524. STUDIO ADDRESS: 212 W. 6th St. TRANSMITTER LOCATION: 212 W. 6th St. TIME ON THE AIR: 8:00 A.M. to 4:00 A.M. NEWS SERVICE: International News Service.

PERSONNEL

PresidentG. B. Hartrick
Commercial Manager.....E. C. Thompson
Chief Announcer.....K. Knight
Station Manager.....E. C. Thompson
Sales Manager.....E. C. Thompson
Publicity Director.....K. Knight
Chief Engineer.....J. McFarland

POLICIES

No liquor—no patent medicines, laxatives or medicinal remedies.

MINNESOTA

Population 2,652,000

Number of Families 624,410

Number of Radio Homes 608,690

Retail Sales \$820,010,000

Auto Registrations 783,627

K A T E

"GATEWAY TO TEN THOUSAND LAKES COUNTRY"

ALBERT LEA—EST. 1937

FREQUENCY: 1420 Kc. POWER: 250 Watts.
OWNED BY: Albert Lea-Austin Broadcasting Co. OPERATED BY: Mr. E. L. Hayek. BUSINESS ADDRESS: 332 South Broadway. PHONE: 2338. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWS SERVICES: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Radio Transcription Co. of Amer., World Broadcasting Co. & Standard Radio.

PERSONNEL

PresidentE. L. Hayek
Commercial ManagerE. L. Hayek
Advertising ManagerRoland E. Olson
Chief AnnouncerGeorge B. Russell

Station ManagerE. L. Hayek
Sales ManagerRoland E. Olson
Publicity DirectorDorothy Hogg
Musical DirectorPeggy Lee
Chief EngineerGeorge Church

POLICIES

No liquor advertising except beer permitted. Foreign language accounts accepted.
Maintains merchandising aids through special programs, exploiting and featuring merchandise.

K D A L

"FIRST ON YOUR DIAL"
DULUTH—EST. 1936

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1500 Kc. POWER: 100 watts.
OWNED BY: Red River Broadcasting Co. OPERATED BY: Red River Broadcasting Co. BUSINESS ADDRESS: Bradley Bldg. PHONE:

Melrose 2230. STUDIO ADDRESS: Bradley Bldg. TRANSMITTER LOCATION: Park Point. TIME ON THE AIR: 6:30 a.m. to 11:00 p.m. NEWS SERVICE: Transradio Press - Radio Bureau. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

Commercial Manager.....A. H. Flaten
Merchandising Manager.....Darrell Bandy
Station Manager.....Dalton LeMasurier
Publicity Director.....Sam L. Levitan
Chief Engineer.....Robert A. Dettman
Program Director.....Gilbert Fawcett

POLICIES

Beer and Wine advertising accepted. Foreign language broadcasts subject to approval by station management.

Merchandising department affords surveys, market data, buyer contacts and merchandising suggestions. Children's theater parties staged at local theater for exploiting various commercial programs.

REPRESENTATIVE

Joseph Hershey McGillvra

W E B C

DULUTH—EST. 1924

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1290 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Head of Lakes Broadcasting Co. OPERATED BY: Head of Lakes Broadcasting Co. BUSINESS ADDRESS: Spalding Hotel, Duluth; Androy Hotel, Hibbing. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Superior, Wisc. TIME ON THE AIR: Unlimited; Sunday, 16 hours per day; week days, 17 hours per day. NEWSPAPER AFFILIATION: Stockholders interested in newspapers in Minnesota. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

General Manager.....Walter C. Bridges
Business Manager.....Thomas W. Gavin

POLICIES

Advertising of hard liquor accepted after 10:30 P.M.

REPRESENTATIVES

Craig & Hollingbery
Pacific Coast—Walter Biddick Co.

K G D E

"LAKE REGION STATION"

FERGUS FALLS—EST. 1926

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: C. L. Jaren. OPERATED BY: Same. BUSINESS ADDRESS: Fergus Falls. PHONE: 898. STUDIO ADDRESS:

Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:30 A.M. to 9:00 P.M. TRANSCRIPTION SERVICE: Radio Bands, Inc. (others as needed). MAINTAINS ARTISTS' BUREAU.

PERSONNEL

Commercial Manager.....C. L. Jaren
Artists' Bureau Head.....Hub Warner
Station Manager.....C. L. Jaren
Musical Director.....Hub Warner

POLICIES

Station reserves right to cancel all programs of objectionable character; to re-schedule any commercial period subject to immediate cancellation if not acceptable to advertiser.

Displays to tie-in with programs, contacting retail outlets for cooperation with programs, cooperation in distribution of product.

REPRESENTATIVE

J. J. Devine & Associates

W M F G

HIBBING—EST. 1935

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Head of the Lakes Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Androy Hotel. PHONE: 1150. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:45 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Superior (Wis.) Telegram. NEWS SERVICE: Press Radio News.

PERSONNEL

President.....Morgan Murphy
Commercial Manager.....H. S. Hyett
Chief Announcer.....Kenneth Fagerlin
Station Manager.....H. S. Hyett
Chief Engineer.....C. B. Persons

POLICIES

Liquor advertising after 9 P.M. and in programs only.

Extends full merchandising cooperation.

REPRESENTATIVE

Craig & Hollingbery, Inc.

K Y S M *

MANKATO—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: F. B. Clements & Co. OPERATED BY: Southern Minnesota Supply Co. BUSINESS ADDRESS: Mankato. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Mankato. TIME ON THE AIR: Unlimited.

* Operating under a C. P. at time of going to press.

WCCO

"NORTHWEST'S MOST POWERFUL
RADIO STATION"

MINNEAPOLIS-ST. PAUL—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 810 Kc. POWER: 50,000 watts.
OWNED BY: Columbia Broadcasting System.
OPERATED BY: Columbia Broadcasting System.
BUSINESS ADDRESS: Nicollet Hotel.
PHONE: Main 1202 (Minneapolis), Cedar 7666 (St. Paul).
STUDIO ADDRESS: Nicollet Hotel.
TRANSMITTER LOCATION: Anoka, Minn.
TIME ON THE AIR: 6:00 a.m. to midnight.
MAINTAINS ARTISTS BUREAU. NEWSPAPER AFFILIATIONS: Minneapolis Star. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Full facilities.

PERSONNEL

General Mgr. E. H. Gammons
Artists Bureau Head Al Sheehan
Station Manager E. H. Gammons
Publicity Director Arthur H. Lund
Chief Engineer Hugh S. McCartney

POLICIES

No liquor—No foreign languages—No laxatives—Beer after 10:30 p.m. only—See also CBS policies.
Special publicity arrangement with the Minneapolis Star. Food and drug accounts receive special advertisements in Northwestern Druggist or Grocers Commercial Bulletin trade magazines. Other special services available.

REPRESENTATIVE

Radio Sales, Inc.

WDGY

"THE MUSICAL STATION"

MINNEAPOLIS-ST. PAUL—EST. 1922

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1180 Kc. POWER: 5000 watts.
OWNED BY: Geo. W. Young. OPERATED BY: Geo. W. Young. BUSINESS ADDRESS: 909 W. Broadway. PHONE: Cherry 3377-8-9. Midway 6363. STUDIO ADDRESS: 909 W. Broadway. TRANSMITTER LOCATION: Wazata Blvd. TIME ON THE AIR: 6:00 a.m. to 8:15 p.m. MAINTAINS ARTISTS BUREAU. NEWS SERVICES: Trans-radio news service. Gertrude Lewis, special correspondents in 9 cities on Women's News. TRANSCRIPTION SERVICES: Standard Radio, Lang-Worth, NAB Library.

PERSONNEL

President Geo. W. Young
Station Manager Edw. P. Shurick
Artists Bureau Head M. Pettrick
Chief Announcer Dick Day
Sales Manager Edw. P. Shurick
Publicity Director Paul Presbrey
Chief Engineer Meredith Lowe

POLICIES

No liquor programs on Sunday.
Complete merchandising service under direction merchandising manager.

REPRESENTATIVE

Howard H. Wilson Co.
(Chicago, New York, Kansas City)

WLB

MINNEAPOLIS

FREQUENCY: 1250 Kc. POWER: 1000 Watts (Construction Permit for 5000 watts). OWNED BY: University of Minnesota. OPERATED BY: University of Minnesota. BUSINESS ADDRESS: Minneapolis. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares time.

POLICIES

Station does not sell time.

WTCN

**ST. PAUL-MINNEAPOLIS
EST. 1928**

NATIONAL BROADCASTING CO. (BLUE)

FREQUENCY: 1250 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Minneapolis-St. Paul Dispatch Pioneer Press. OPERATED BY: Same. BUSINESS ADDRESS: Wesley Temple Bldg. PHONE: Main 6562. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Snelling Ave., County Rd. B. NEWSPAPER AFFILIATION: Minneapolis-St. Paul Dispatch. NEWS SERVICES: International News Service, Associated Press (non-commercial). TRANSCRIPTION SERVICE: Associated Music Library.

PERSONNEL

President L. E. Owens
Commercial Manager L. L. Whiting
Station Manager C. T. Hagman

POLICIES

Hard liquor advertising accepted only after 9:30 P.M. Restrictions on patent medicine advertising.

Merchandising service departments of St. Paul Dispatch, Pioneer Press and Minneapolis Tribune available.

REPRESENTATIVE

Free & Peters

KVOX

"THE VOICE OF THE VALLEY"

MOORHEAD—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KVOX Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Comstock Hotel. PHONE: 1232-1233. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Moorhead. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....R. K. Herbst
Commercial and Station Manager,
Manny Marget
Chief AnnouncerManny Marget
Chief EngineerRobert Schulz

POLICIES

All accounts must comply with FCC and FTC requirements.

WCAL

NORTHFIELD—EST. 1922

FREQUENCY: 760 Kc. POWER: 5000 Watts. OWNED BY: St. Olaf College. OPERATED BY: Same. BUSINESS ADDRESS: St. Olaf College. PHONE: 731. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares time.

PERSONNEL

Director.....Dr. Martin Hegland
Chief Announcer.....David Johnson
Station Manager.....M. C. Jensen
Musical Director.....O. R. Overby
Chief Engineer.....M. C. Jensen

POLICIES

Non-commercial station.

KROC

"VOICE OF SOUTHERN MINNESOTA"

ROCHESTER—EST. 1935

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Southern Minn. Broadcasting Co. OPERATED BY: Same.

BUSINESS ADDRESS: Rochester. PHONE: 3924-5-2727. STUDIO ADDRESS: Hotel Martin. TRANSMITTER LOCATION: Cascade Township. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

PresidentGregory Gentling
Station ManagerGregory Gentling
Commercial ManagerM. M. Jacobs
Artists' Bureau HeadGladys Bell
Chief AnnouncerGerald Wing
Sales ManagerGregory Gentling
Publicity DirectorGeorge Morrison
Musical DirectorPeter Lyman
Chief EngineerFred C. Clark

POLICIES

No hard liquor accounts accepted.

Maintains merchandising and publicity department, window decorator tie-in, placards, letters, newspaper advertising, bill boards, etc. with clients' radio advertising.

KFAM *

ST. CLOUD—EST. 1937

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: The Times Publishing Co. OPERATED BY: The Times Publishing Co. BUSINESS ADDRESS: St. Cloud. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited. NEWSPAPER AFFILIATION: St. Cloud Times Journal.

*Operating under C.P. issued by FCC, at time of going to press.

KSTP

"NORTHWEST'S LEADING RADIO STATION"

ST. PAUL-MINNEAPOLIS—EST. 1928

NBC (RED)

FREQUENCY: 1460 Kc. POWER: 25,000 watts, d.; 10,000 watts, n. OWNED BY: National Battery Broadcasting Co. OPERATED BY: National Battery Broadcasting Co. BUSINESS ADDRESS: St. Paul Hotel. PHONE: Cedar 5511-St. Paul; Bridgeport 3222-Minneapolis. STUDIO ADDRESS: St. Paul Hotel, Radisson Hotel. TRANSMITTER LOCATION: Snelling Ave. & County Road C. St. Paul. TIME ON THE AIR: 6:00 a.m. to 1:00 a.m. daily; 6:00 a.m. to 2:00 a.m. (Saturday); 7:00 a.m. to 1:00 a.m. (Sunday). NEWSPAPER AFFILIATIONS: Minneapolis Journal, NEWS SERVICE: United Press, Radio News Assoc.

MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus, NAB Library & Standard Radio.

PERSONNEL

President.....Stanley E. Hubbard
 Artists Bureau Head.....Violet Murphy
 Station Manager.....Kenneth M. Hance
 Sales Manager.....Ray C. Jenkins
 Program Director.....Corrine Jordan
 Publicity Director.....Joe Meyers
 Musical Director.....Leonard Leigh
 Chief Engineer.....Hector Skifter

POLICIES

No hard liquor before 10:30 p.m.

Advertising will not be accepted which is misleading, repulsive or suggestive or which attacks the integrity of persons, institutions or merchandise.

Station maintains Sales Promotion and Merchandising staff available to program advertisers, for mail publicity campaigns, special market surveys, poster campaigns (tying up program with retail outlets), and, distribution and sampling service, within the station's trading area. Station publishes Standard Market Data (annual) which contains general market information for its trading area. Station supplies temporary headquarters in St. Paul and Minneapolis for sales and advertising executives and offers complete audition facilities.

REPRESENTATIVE

Paul Raymer & Co.

WMIN

"VOICE OF MINNESOTA"

ST. PAUL & MINNEAPOLIS

EST. 1936

FREQUENCY: 1370 Kc. **POWER:** 250 Watts, d.; 100 Watts, n. **OWNED BY:** WMIN Broadcasting Co. **OPERATED BY:** WMIN Broadcasting Co. **BUSINESS ADDRESS:** St. Anthony & Syndicate. **PHONE:** Nestor 6501, St. Paul; Atlantic 6293, Minneapolis. **STUDIO ADDRESS:** St. Anthony & Syndicate, St. Paul; 200 Hodgson Bldg., Minneapolis. **TRANSMITTER LOCATION:** St. Anthony & Syndicate, St. Paul. **TIME ON THE AIR:** 6:00 A.M. to midnight. **NEWS SERVICES:** International News Service, Universal News Service. **TRANSCRIPTION SERVICES:** Lang-Worth, Standard Radio.

PERSONNEL

President.....Edward Hoffman
 Program Director.....Frank Devaney
 Station Manager.....Edward Hoffman
 Musical Director.....Marjorie Garretson
 Chief Engineer.....Mat Walz

POLICIES

No stated special program policies.

Merchandising: Free lamp daily for best poem submitted on furniture store program; free typewriter for best essay submitted on typewriter company program; free recipes on Woman's Outlook upon request. Samples of perfume by perfume company. All club and organization activities mailed to Market are read on their program at no cost.

WHLB

"ARROWHEAD'S QUEEN CITY"

VIRGINIA—EST. 1936

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. **POWER:** 250 watts, d.; 100 watts, n. **OWNED BY:** Head of the Lakes B/C Co. **OPERATED BY:** Head of the Lakes B/C Co. **BUSINESS ADDRESS:** Virginia. **PHONE:** 2000. **STUDIO ADDRESS:** Virginia. **TRANSMITTER LOCATION:** Virginia. **TIME ON THE AIR:** 6:45 a.m. to 11:00 p.m. **NEWS SERVICE:** United Press, Press-Radio Bureau. **TRANSCRIPTION SERVICE:** World Broadcasting System.

PERSONNEL

President.....W. C. Bridges
 Commercial Manager.....Barney Irwin
 Chief Announcer.....Gleason Kistler
 Station Manager.....Harry Hyett
 Chief Engineer.....Chas. Persons

POLICIES

No stated special policies, restriction or merchandising features.

KWNO

WINONA—EST. 1938

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. **POWER:** 250 Watts. **OWNED BY:** Winona Radio Service. **OPERATED BY:** Winona Radio Service. **BUSINESS ADDRESS:** 216 Center St. **PHONE:** 4321. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** 831 Sarnia St. **TIME ON THE AIR:** Daytime. **NEWSPAPER AFFILIATION:** Winona Republican-Herald. **TRANSCRIPTION SERVICE:** NBC Thesaurus.

PERSONNEL

President.....M. H. White
 Station-General Manager.....A. E. Mickel
 Sales Manager.....L. L. McCurnin
 Chief Engineer.....Maurice Reutter

POLICIES

Does not accept liquor advertising, excepting beer.

Merchandising service department is available to advertisers.

MISSISSIPPI

Population 2,023,000

Number of Families 471,360 Number of Radio Homes 190,970
Retail Sales \$178,348,000 Auto Registrations 205,890

WGRM

"VOICE OF NORTH MISSISSIPPI"

GRENADA—EST. 1937

FREQUENCY: 1210 Kc. POWER: 100 Watts.
OWNED BY: P. K. Ewing. OPERATED BY:
P. K. Ewing. BUSINESS ADDRESS: McCaslin
Bldg. PHONE: 222 & 665. STUDIO ADDRESS:
McCaslin Bldg. TRANSMITTER LOCATION:
Fair Grounds 1½ miles south of Grenada.
TIME ON THE AIR: 6:30 A.M. to 10:00 P.M.
(daily); 9:00 A.M. to 8:00 P.M. (Sunday). NEWS
SERVICE: Transradio Press, Radio News Asso-
ciation.

PERSONNEL

President P. K. Ewing, Sr.
Commercial Manager P. K. Ewing, Jr.
Chief Announcer Vernon Smith
Station Manager P. K. Ewing, Jr.
Chief Engineer Fred James

POLICIES

Beer advertising accepted. No whiskey ad-
vertising permitted.

Merchandising department contacts all local
outlets for national advertisers, and assists
in decorating windows, etc.

REPRESENTATIVE

J. J. Devine Assoc.

WFOR

"THE VOICE OF SOUTH MISSISSIPPI"

HATTIESBURG—EST. 1928

FREQUENCY: 1370 Kc. POWER: 100 Watts.
OWNED BY: Forrest Broadcasting Co., Inc.
OPERATED BY: Same. BUSINESS ADDRESS:
109 Walnut St. PHONE: 55. STUDIO AD-
DRESS: Same. TRANSMITTER LOCATION:
Columbia Road. TIME ON THE AIR: 7:00
A.M. to 9:00 P.M. NEWS SERVICE: Interna-
tional News Service.

PERSONNEL

President C. J. Wright
Commercial Manager C. J. Wright

Station Manager C. J. Wright
Chief Engineer C. H. Dyess

POLICIES

Does not accept liquor advertising.
Maintains a merchandising service.

REPRESENTATIVE

J. J. Devine & Assoc.

WJDX

"THE VOICE OF MISSISSIPPI"

JACKSON—EST. 1929

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1270 Kc. POWER: 5000 watts,
d.; 1000 watts, n. OWNED BY: Lamar Life
Insurance Co. OPERATED BY: Lamar Life
Insurance Co. BUSINESS ADDRESS: Lamar
Life Bldg. PHONE: (Studio) 7416; Adv. Dept.)
7415; (Transmitter) 6400-J. STUDIO ADDRESS:
Lamar Life Bldg. TRANSMITTER LOCA-
TION: Highway No. 51. TIME ON THE AIR:
7:00 A.M. to 11:00 P.M. (daily); 10:00 A.M.
to 11:00 P.M. (Sunday). NEWS SERVICE:
Transradio Press. TRANSCRIPTION SERVICE:
NBC Thesaurus.

PERSONNEL

President P. K. Lutken
Station Manager Wiley P. Harris
Commercial Manager C. A. Lacy, Jr.
Advertising Manager C. A. Lacy, Jr.
Chief Announcer Maurice Thompson
Sales Manager Frank Gentry
Publicity Director Jack Simpson
Musical Director Maurice Thompson
Chief Engineer P. G. Root

POLICIES

Only beer and light wines can be legally
advertised in state.

Various types merchandising service pro-
vided clients at cost.

REPRESENTATIVE

Craig & Hollingsbery

WHEF

"VOICE OF FRIENDLY SERVICE"

JACKSON & KOSCIUSKO—

EST. 1933

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Attala Broadcasting Corp. OPERATED BY: J. E. Richards & Roy Heidelberg. BUSINESS ADDRESS: Heidelberg Hotel. PHONE: 7566-173. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Attala County. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS BUREAU.

PERSONNEL

President.....Roy L. Heidelberg
Commercial Manager.....Jack Richards
Artists Bureau Head.....Ralph Rogers
Chief Announcer.....Chuck Young
Station Manager.....Jack Richards
Publicity Director.....Ralph Rogers
Musical Director.....Neill Shaw
Chief Engineer.....C. F. Perkins

POLICIES

No stated special program restrictions.
Merchandising through window displays and direct contact for sponsor if account warrants.

REPRESENTATIVE

J. J. Devine & Associates

WAML

LAUREL—EST. 1935

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: New Laurel Radio Station, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Central Ave. PHONE: 288. STUDIO ADDRESS: 312½ Central Ave. TRANSMITTER LOCATION: Washington Road. TIME ON THE AIR: 7:00 A.M. to 7:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....D. A. Matison
Commercial Manager.....H. M. Smith
Station Manager.....R. V. DeGruy
Musical Director.....Walter Kuchler
Chief Engineer.....A. A. Touchstone

POLICIES

Does not accept wine and liquor advertising. Beer accounts are accepted.

REPRESENTATIVE

J. J. Devine & Associates

WCOC

"DOWN IN OLD MAGNOLIA STATE"

MERIDIAN—EST. 1927

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 880 Kc. POWER: 1000 Watts. OWNED BY: Mississippi Broadcasting Co., Inc. OPERATED BY: Mississippi Broadcasting Co., Inc. BUSINESS ADDRESS: Box 607. PHONE: 1042. STUDIO ADDRESS: Strand Bldg. TRANSMITTER LOCATION: Highway 45. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Press Radio and local news. MAINTAINS ARTISTS BUREAU.

PERSONNEL

General Manager.....D. W. Gavin

POLICIES

Liquor advertising not legal in Mississippi. Carries beer advertising.

Station prepared to handle any merchandising or special exploitation campaigns desired by sponsors.

WGCM

MISSISSIPPI CITY-(BILOXI-GULF-PORT)—EST. 1929

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WGCM, Inc. OPERATED BY: WGCM, Inc. BUSINESS ADDRESS: Gulfport, Box 207, Biloxi, Buena Vista Hotel. PHONE: Gulfport 1111. (Main) STUDIO ADDRESS: Great Southern Golf Club, Mississippi City. TRANSMITTER LOCATION: Mississippi City. TIME ON THE AIR: Sunday, 8:00 A.M. to 10:00 P.M.; week days, 7:00 A.M. to 12:00 midnight.

PERSONNEL

General Manager.....F. C. Ewing
Program Manager.....Gary Storm
Chief Engineer.....C. E. Davidson

WQBC

VICKSBURG

FREQUENCY: 1360 Kc. POWER: 1000 Watts. OWNED BY: Delta Broadcasting Co., Inc. OPERATED BY: Delta Broadcasting Co., Inc. BUSINESS ADDRESS: Hotel Vicksburg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East of Vicksburg. TIME ON THE AIR: Daytime. NEWSPAPER AFFILIATION: The Vicksburg Evening Post. TRANSCRIPTION SERVICE: Standard Radio, World Broadcasting System.

PERSONNEL

President.....L. P. Cashman
Station Director.....O. W. Jones
Chief Engineer.....C. E. Drake

MISSOURI

Population 3,989,000

Number of Families 1,025,650

Number of Radio Homes 806,800

Retail Sales \$946,125,000

Auto Registrations 809,615

KFVS

CAPE GIRARDEAU—EST. 1925

FREQUENCY: 1210 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Oscar C. Hirsch. OPERATED BY: Same. BUSINESS ADDRESS: Box 275. PHONE: 2104-5. STUDIO ADDRESS: Hotel Marquette. TRANSMITTER LOCATION: 3½ miles N.W. of Girardeau. TIME ON THE AIR: Operates on part time basis. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

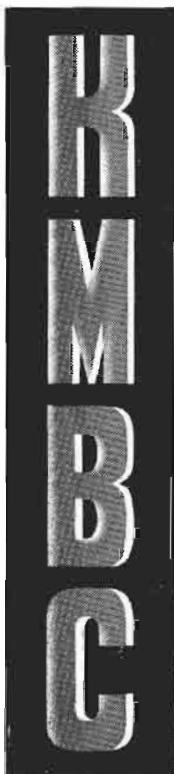
President-General Manager... Oscar C. Hirsch

Musical Director..... Virginia Bahn
Chief Engineer..... R. L. Hirsch

KFRU

"IN THE HEART OF MISSOURI"
COLUMBIA—EST. 1924

FREQUENCY: 630 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Star-Times Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: 9th & Elm Sts. PHONE: 4141-2. STUDIO ADDRESS: 9th & Elm Sts. TRANSMITTER LOCATION: Campus Stephens College. TIME ON THE AIR: 6:00 A.M. to L. S. (Share night with WGBF.) NEWSPAPER AF-



A Dramatic Success Story KMBC STARS

...a story headed "Achievement" in new program standards for radio... recorded in welcome black on the ledgers of advertisers... written by an alert staff of quick-thinking people... a story whose sequel is showmanship and modern merchandising. A "best seller" with two million loyal listeners in the KMBC Market, and on leading stations of the country!



J. Leslie Fox, Director of Sales
George E. Halley, Director
Nat'l Program Sales
Fran Heiser,
Production Director

KMBC SUCCESS STORY AUTHOR
ARTHUR B. CHURCH, Pres.



Two successful sponsorships



Six years with same sponsor



CBS network Sunday mornings



With Hugh Conrad, Claude Rains; nationally syndicated



Now on the air for Ivory IP & G

KMBC OF KANSAS CITY
The Program BUILDING and TESTING Station

FILIATION: Star-Times Pub. Co. (St. Louis).
 NEWS SERVICE: United Press. MAINTAINS
 ARTISTS BUREAU. TRANSCRIPTION SERVICE:
 Standard Radio, NBS Thesaurus.

PERSONNEL

President.....Elzey Roberts
 Commercial Manager.....Walter Weiler
 Artists Bureau Head.....Wm. Haley, Jr.
 Station Manager.....C. L. Thomas
 Program Manager.....George Guyan
 Publicity Director.....George Guyan
 Musical Director.....David Frederick
 Chief Engineer.....A. F. Rekart

POLICIES

Do not accept hard liquor.

REPRESENTATIVE

Gene Furgason & Company

KWOS

JEFFERSON CITY—EST. 1937

FREQUENCY: 1310 Kc. POWER: 100 watts.
 OWNED BY: News-Tribune. OPERATED BY:
 News-Tribune. BUSINESS ADDRESS: 210
 Monroe St. PHONE: 4000-1. STUDIO AD-
 DRESS: 400 E. Capitol Ave. TRANSMITTER
 LOCATION: St. Mary's Blvd. TIME ON THE
 AIR: 6:30 a.m. to local sunset. NEWSPAPER
 AFFILIATION: News-Tribune. NEWS SER-
 VICES: Associated Press (non-Commercial)
 and United Press. TRANSCRIPTION SER-
 VICES: Standard Radio and NBC Thesaurus.

PERSONNEL

President.....R. C. Goshorn
 Chief Announcer.....Randall Jesse
 Station Manager.....Ben T. Weaver
 Chief Engineer.....J. C. Haynes, Jr.

POLICIES

No stated special program policies.

REPRESENTATIVE

Weed & Company

WMBH

JOPLIN—EST. 1927

FREQUENCY: 1420 Kc. POWER: 250 watts,
 d.; 100 watts, n. OWNED BY: Joplin Broad-
 casting Co. OPERATED BY: Same. BUSINESS
 ADDRESS: 401 Main St. PHONE: 330-1-2.
 STUDIO ADDRESS: 401 Main St. TRANSMIT-
 TER LOCATION: 1334 Roosevelt. TIME ON
 THE AIR: 6:00 A.M. to 11:00 P.M. NEWS
 SERVICE: United Press. TRANSCRIPTION
 SERVICE: NBC Thesaurus.

PERSONNEL

President.....D. J. Poynor
 Station Manager.....D. J. Poynor
 Chief Announcer.....J. Chas. McIntire
 Assistant Manager.....V. Rue
 Sales Manager.....W. H. Clark
 Chief Engineer.....R. J. Stark
 Program Director.....Stell Lukens

POLICIES

Liquor advertising accepted after 9:30 P.M.
 only. Has carried no foreign language pro-
 grams.

KCMO

**"KANSAS CITY, MISSOURI"
 KANSAS CITY—EST. 1925**

FREQUENCY: 1370 Kc. POWER: 100 watts.
 OWNED BY: KCMO Broadcasting Co. OP-
 ERATED BY: KCMO Broadcasting Co. BUSI-
 NESS ADDRESS: Commerce Trust Bldg.
 PHONE: VI-2647. STUDIO ADDRESS: Com-
 merce Trust Bldg. TRANSMITTER LOCATION:
 Commerce Trust Bldg. TIME ON THE AIR:
 6:00 A.M. to 12:00 midnight. NEWS SERVICE:
 United Press. MAINTAINS ARTISTS BUREAU.
 TRANSCRIPTION SERVICE: NBC Thesaurus,
 Standard Radio.

PERSONNEL

President.....T. L. Evans
 Commercial Manager.....A. F. Schleicher
 Station Manager.....Larry Sherwood
 Advertising Manager.....Larry Sherwood
 Artists Bureau Head.....Robert Levy
 Chief Announcer.....Moreland Murphy
 Sales Manager.....A. F. Schleicher
 Publicity Director.....Robert Grey
 Musical Director.....Bert Buhrman
 Chief Engineer.....Lloyd Sigmon

POLICIES

No hard liquor advertisements accepted.
 No foreign language programs accepted un-
 less accompanied by English translation. No
 program of political philosophy accepted con-
 trary to the Constitution of the United States.

Special merchandising features are given
 with accounts, consistent with contract and
 product, at cost.

KMBC

"TO KEEP IN TOUCH WITH THE TIMES,
 KEEP TUNED TO KMBC"

KANSAS CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 950 Kc. POWER: 5000 Watts,
 d.; 1000 Watts n. OWNED BY: Midland
 Broadcasting Co. OPERATED BY: Same. BUSI-
 NESS ADDRESS: Pickwick Hotel, 10th & McGee
 St. PHONE: Harrison 2654. STUDIO ADDRESS:
 Pickwick Hotel, 11th floor. TRANSMITTER LO-
 CATION: 50th & Bolinder Road, Johnson Coun-
 ty, Kansas. TIME ON THE AIR: 5:55 A.M.
 to 12:00 midnight. NEWS SERVICES: Trans-
 radio Press Service. (The Kansas City bureau
 of Transradio is operated in connection with
 KMBC offices.) MAINTAINS AN ARTISTS
 BUREAU. TRANSCRIPTION SERVICES: World
 Program Library, NAB Public Domain Library.

PERSONNEL

President.....Arthur B. Church
 Commercial Manager.....J. Leslie Fox



Copyright 1937 by Superior Features Syndicate, Kansas City, Mo.

"Here Y'Are, Tony!-- The Mail Orders from Your WHB Program"



... KANSAS CITY'S DOMINANT DAYTIME STATION
 affiliated with the Mutual Broadcasting System, has the
 Audience, but no national representatives.

... For time clearance, schedules, information, data, telephone
 Harrison 1161, collect, or wire collect to

DON DAVIS, President, or JOHN SCHILLING, Manager, Kansas City, Mo.

Advertising Manager.....M. F. Allison
 Artists Bureau Head.....J. W. McConnell
 Director of Research.....Mark N. Smith
 Production Director.....Fran Heyser
 Station Manager.....Arthur B. Church
 Sales Manager.....J. Leslie Fox
 Director Natl. Program Sales...Geo. E. Halley
 Studio Director.....Kenneth Krahl
 Publicity Director.....M. F. Allison
 Musical Director.....P. Hans Flath
 Technical Supervisor.....Ray Moler

POLICIES

No liquor advertising accepted. Beer and wine after 10:00 P.M. No foreign language programs; foreign constituent of radio audience is too small to be worthy of consideration. All programs subject to the approval of the management on the basis of good taste.

Merchandising: Two five-minute spots daily devoted to build-up of coming programs; in addition all unsponsored station breaks are given to publicity department for this purpose. Letters sent to manufacturer's distributors or jobbers in limited quantity. Personal sales calls also made to important buyers. Tire covers on Yellow Cabs also utilized to merchandise some commercials. One man employed for merchandising contacts and work of this nature almost exclusively. On Happy Kitchen and "Good Morning!" Farm Programs merchandising assistance includes a free display advertisement on the Kansas City Star and Kansas City Journal Post radio pages, and surveys with selected wholesale and retail dealers.

REPRESENTATIVE

Free & Peters, Inc.

KXBY

KANSAS CITY—EST. 1934

FREQUENCY: 1530 Kc. POWER: 1000 watts. OWNED BY: First National Television, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Fidelity Bldg. PHONE: HO 5818. STUDIO ADDRESS: Fidelity Bldg. TRANSMITTER LOCATION: 86th & Summit Sts. TIME ON THE AIR: 6:30 A.M. to 12:30 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music.

PERSONNEL

President.....Richard K. Phelps
 Commercial Manager.....H. W. Clifford
 Sales Manager.....H. W. Clifford
 Chief Engineer.....C. E. Salzer

POLICIES

No special restrictive policies.
 Usual merchandising features.

REPRESENTATIVE

Joseph Hershey McGillvra

WDAF

KANSAS CITY—EST. 1922

NATIONAL BROADCASTING CO. (RED)
 FREQUENCY: 610 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: The Kansas City Star Co. OPERATED BY: Same. BUSINESS ADDRESS: 1729 Grand Ave. PHONE: Harrison 1200. STUDIO ADDRESS: 1729 Grand Ave. TRANSMITTER LOCATION: Johnson County, Kansas. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: The Kansas City Star. NEWS SERVICE: Associated Press, Press Radio Bureau.

PERSONNEL

Station Manager.....H. Dean Fitzler
 Assistant Manager.....V. S. Batton
 Sales Manager.....R. Gardner Reames
 Musical Director.....Harry J. Kaufmann
 Chief Engineer.....Joseph A. Flaherty

POLICIES

No foreign language broadcasts; no liquor or beer accounts.

Merchandising through news releases, etc.

REPRESENTATIVE

Edward Petry & Co.

WHB

"WHERE HEADLINERS BEGIN"

KANSAS CITY—EST. 1922

MUTUAL

FREQUENCY: 860 Kc. POWER: 1000 watts. OWNED BY: Cook Paint & Varnish Co. OPERATED BY: WHB Broadcasting Co. BUSINESS ADDRESS: Scarritt Bldg. PHONE: Harrison 1161. STUDIO ADDRESS: Scarritt Bldg. TRANSMITTER LOCATION: North Kansas City. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWSPAPER AFFILIATIONS: Kansas City Journal-Post, Kansas City Daily Drivers' Telegram (farm newspaper). MAIN-TAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Library of 12,000 transcribed and recorded tunes.

PERSONNEL

President.....Donald Dwight Davis
 Station Manager.....John T. Schilling
 Commercial Manager.....D. D. Davis
 Artists Bureau Head.....Charles Lee Adams
 Manager, Client Service Department,
 M. H. Straight
 Publicity Director.....Frank Barhydt
 Musical Director.....Sol Bobrov
 Chief Engineer.....Henry E. Goldenberg

POLICIES

Accept beer accounts. No hard liquor. Foreign language acceptable. Recommend only German, Italian, Spanish, French in this market. Commercial restrictions: No false or misleading claims; no disparagement of competitors nor their products; no lotteries; no appeals for funds (other than generally accepted worthy causes); no testimonials which cannot be authenticated; no advertising matter in bad taste or which station deems injurious or prejudicial to interests of public; commercial copy must not exceed 10½ minutes in hour program, 7½ minutes in three-quarter hour; 5½ minutes in half-hour; 3½ minutes in quarter-hour.

Merchandising features in connection with commercial programs: Station offers "UNIT PLAN" merchandising service which includes: Classified listings of wholesale and retail outlets.

Mailing campaign on station letterheads (if desired).

Detailed cross section surveys of the retail trade.

Introduction of advertiser's salesmen to key buyers.

Arrangements for window displays.

Distribution of counter displays and cards. Missionary work with sales outlets on advertising campaign.

Arrangement of auditions.

Station's publicity department publicizes programs through newspaper and trade publications as well as on sustaining broadcasts.

KWOC*

POPLAR BLUFF—EST. 1938

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Don M. Lidenton and A. L. McCarthy. OPERATED BY: Same. BUSINESS ADDRESS: 417 Vine St. PHONE: 1234. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Poplar Bluff. TIME ON THE AIR: 6:00 A.M. to local sunset.

*Operating under C.P. issued by FCC at time of going to press.

KFEQ

ST. JOSEPH—EST. 1924

FREQUENCY: 680 Kc. POWER: 2500 Watts. OWNED BY: KFEQ, Inc. OPERATED BY: KFEQ, Inc. BUSINESS ADDRESS: Schneider Bldg. PHONE: 6-1314. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 5½ miles southeast of St. Joseph. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWSPAPER AFFILIATIONS: St. Joseph News-Press and Gazette. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....Barton Pitts
Nat'l Advertising Manager..Glen G. Griswold
Program Director.....Jiggs Miller
Farm Program Director.....C. Earl Williams
Station Manager.....Barton Pitts
Local Advertising Manager...J. Ted Branson
Publicity Director.....J. Ted Branson
Musical Director.....Laurence Parker
Chief Engineer.....J. Wesley Koch

POLICIES

Accepts beer advertising, but does not accept the advertising of any other alcoholic beverage.

The Advertising and Merchandising Department will consider any special merchandising request and will co-operate with advertisers to the fullest extent possible.

REPRESENTATIVE

Kelly-Smith Company

KFUO

"THE GOSPEL VOICE"

ST. LOUIS—EST. 1924

FREQUENCY: 550 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Evangelical Lutheran Synod of Missouri, Ohio and Other States. OPERATED BY: Board of Control of Concordia Seminary. BUSINESS ADDRESS: 801 DeMun. PHONE: Cabany 2499. STUDIO ADDRESS: 801 DeMun. TRANSMITTER LOCATION: Clayton. TIME ON THE AIR: Shares time.

PERSONNEL

Chief AnnouncerHerman H. Hohenstein
Station Manager.....Herman H. Hohenstein
Musical DirectorHerman H. Hohenstein
Chief Engineer.....Carl H. Meyer

POLICIES

Non-commercial station.

KMOX

"VOICE OF ST. LOUIS"

ST. LOUIS—EST. 1929

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1090 Kc. POWER: 50,000 Watts. OWNED BY: Columbia Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: Mart Bldg. PHONE: Central 8240. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 20 miles south of city. TIME ON THE AIR: 5:30 A.M. to 12:30 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music.

PERSONNEL

Station Manager.....Merle S. Jones
Program Director.....C. G. Renier
Sales Manager.....Ken Church
Ass't Sales Manager.....James V. Huffman
Chief AnnouncerFrance Laux

Publicity Director.....Soulard Johnson
 Musical Director.....Ben Feld
 Chief Engineer.....Graham Tevis

POLICIES

Governed by CBS policies.

No separate merchandising department, but offers movie trailers, special newspaper listings, courtesy announcements calling attention to program, window displays, trade journal publicity, presentations to dealers, letters to dealers, special promotions in stores, store displays. Specialty work with dealers, or promotion work for a particular product, as distinguished from promotional work on the radio schedule, can be undertaken by KMOX for the account of the advertiser at actual cost.

REPRESENTATIVE

Radio Sales

KSD

ST. LOUIS—EST. 1922

NBC (RED)

FREQUENCY: 550 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Pulitzer Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: 12th & Olive St. PHONE: Main 1111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: St. Louis Post-Dispatch. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICES: NBC Thesaurus, Lang-Worth.

PERSONNEL

Commercial Manager.....Edw. W. Hamlin
 Station Manager.....George M. Burbach
 Sales Manager.....Edward W. Hamlin
 Musical Director.....Russell David
 Chief Engineer.....Robert L. Coe

POLICIES

All broadcasting programs and announcements are subject to the approval of the station management. Station does not accept medical or liquor advertising.

REPRESENTATIVE

Free & Peters, Inc.

KWK

ST. LOUIS—EST. 1927

MUTUAL—NATIONAL BROADCASTING CO.
 (BLUE)

FREQUENCY: 1350 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Thomas Patrick, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Chase. PHONE: Rosedale 3210. STUDIO ADDRESS: Hotel Chase. TRANSMITTER LOCATION: Baden. TIME ON THE AIR: Eighteen hours daily. NEWS SERVICE: United Press MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....R. T. Convey
 Commercial Manager.....C. G. Cosby
 Advertising Manager.....Gene Kemper
 Artists Bureau Head.....D. Seyforth
 Chief Announcer.....Allan Anthony
 Station Manager.....Clarence Cosby
 Sales Manager.....C. G. Coby
 Publicity Director.....Gene Kemper
 Musical Director.....Al Sarli
 Chief Engineer.....James Burke

POLICIES

Accepts all accounts which conform to local, state and Federal laws, and all laws of the FCC.

Has tie-in with St. Louis Globe-Democrat, receiving two hundred thirty-five lines per day, which is used to plug commercial features—local and network. Also a tie-in with group of community newspapers, receiving a total circulation of 250,000.

REPRESENTATIVE

Paul Raymer & Company

KXOK*

ST. LOUIS

FREQUENCY: 1250 Kc. POWER: 1000 Watts. OWNED BY: Star-Times Publishing Co. OPERATED BY: Star-Times Publishing Co. BUSINESS ADDRESS: St. Louis. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Near Venice, Ill. TIME ON THE AIR: Unlimited. NEWSPAPER AFFILIATION: St. Louis Star-Times.

*Operating under C.P. issued by FCC, at time of going to press.

WEW

ST. LOUIS—EST. 1921

FREQUENCY: 760 Kc. POWER 1000 watts. OWNED BY: St. Louis University. OPERATED BY: Same. BUSINESS ADDRESS: 3642 Lindell Blvd. PHONE: Franklin 5665. STUDIO ADDRESS: 3642 Lindell Blvd. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: International News Service and Transradio Press. TRANSCRIPTION SERVICE: Associated Music.

PERSONNEL

Faculty Director.....W. A. Burk, S.J.
 Program Manager.....Arthur T. Jones
 Business Manager.....A. S. Foster
 Sales Manager.....Ray Flemming
 Publicity Director.....H. H. Sanders
 Musical Director.....Ralph Stein
 Chief Engineer.....George Rueppel

POLICIES

Will accept liquor advertising but will not mention price.

WIL

"THE MOST WELCOME SPOT
ON THE DIAL"

ST. LOUIS—EST. 1922

FREQUENCY: 1200 Kc. POWER 250 Watts, d.; 100 Watts, n. OWNED BY: Missouri Brod. Corp. OPERATED BY: Same. BUSINESS ADDRESS: 3601 Lindell Bl. PHONE: Jefferson 8403-4-5. STUDIO ADDRESS: Melbourne Hotel. TRANSMITTER LOCATION: 16th Floor (Roof) Melbourne Hotel. TIME ON THE AIR: 7:00 A.M. to 5:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio and C. P. MacGregor.

PERSONNEL

President Lester A. Benson
Vice-President Clarence W. Benson
Commercial Manager Edgar Shutz
Advertising Manager Edgar Shutz
Chief Announcer Neil Norman
Station Manager Lester A. Benson
Publicity Director Bart Slatery
Musical Director Allister Wylie
Chief Engineer Chal Stoup

POLICIES

No liquor programs accepted (beer and wine—OK). No foreign language programs accepted. No patent medicine programs accepted. Copy restrictions: Spot announcements have 75 word limit, 15-minute programs have 400 word limit.

REPRESENTATIVE

Small & Brewer, Inc.

KGBX

SPRINGFIELD—EST. 1924

NATIONAL BROADCASTING CO.
(RED AND BLUE)

FREQUENCY: 1230 Kc. Power: 500 watts. OWNED BY: Springfield Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 508 St. Louis. PHONE: 1360-1-2-3. STUDIO ADDRESS: 508 St. Louis. TRANSMITTER LOCATION: Bolivar Road. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATION: Springfield Newspapers, Inc. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus and World Broadcasting System.

PERSONNEL

President.....Lester E. Cox
Business Manager.....C. Arthur Johnson
Publicity Director.....Carl S. Ward
Musical Director.....Al Stone
Chief Engineer.....Fritz Bauer
Station Manager.....Ralph D. Foster
Sales Manager.....John E. Pearson
Artists Bureau Head.....George E. Wilson
Chief Announcer.....Karl Zomar
Program Director.....Terry Moss

POLICIES

No foreign element. Beer accepted but no other liquor advertising.

Special merchandising by Promotion Director Carl Ward; special services National Research Bureau Merchandising Service.

REPRESENTATIVE

Howard H. Wilson & Co.

KWTO

"KEEP WATCHING THE OZARKS"
SPRINGFIELD—EST. 1933

FREQUENCY: 560 Kc. POWER: 5000 watts. OWNED BY: Ozarks Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 508 St. Louis. PHONE: 1360-1-2-3. STUDIO ADDRESS: 508 St. Louis. TRANSMITTER LOCATION: Bolivar Road. TIME ON THE AIR: 5:00 A.M. to local sunset. NEWSPAPER AFFILIATION: Springfield Newspapers, Inc. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....Ralph D. Foster
Business Manager.....Arthur Johnson
Artists Bureau Head.....G. E. Wilson
Chief Announcer.....Karl Zomar
Station Manager.....Ralph D. Foster
Sales Manager.....John E. Pearson
Publicity Director.....Carl S. Ward
Musical Director.....Al Stone
Chief Engineer.....Fritz Bauer

POLICIES

No foreign element in audience. No liquor announcements or advertising accepted other than beer.

National Research Bureau Merchandising Service. Also merchandising service of station bureau.

REPRESENTATIVE

Harold H. Wilson & Co.

MONTANA

Population 539,000

Number of Families 134,770 Number of Radio Homes 104,300

Retail Sales \$189,457,000 Auto Registrations 167,150

KGHL

BILLINGS—EST. 1928

NBC (RED AND BLUE)

FREQUENCY: 780 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Northwestern Auto Supply Co. OPERATED BY: Northwestern Auto Supply Co. BUSINESS ADDRESS: 5th and North Broadway. PHONE: 3121. STUDIO ADDRESS: 5th and North Broadway. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (daily); 9:00 A.M. to 11:00 P.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, NBC Thesaurus.

PERSONNEL

President.....C. O. Campbell
Commercial Manager.....Ed Yocum
Advertising Manager.....M. B. Braunberger
Chief Announcer.....T. W. Johnson
Station Manager.....C. O. Campbell
Sales Manager.....Ed. Yocum
Publicity Director.....Lear Mucoy
Musical Director.....Julia Richards
Chief Engineer.....Jeff Kiichli

POLICIES

Accepts wines and beer, no hard liquor. Accepts foreign language programs of interest to any sizeable group in audience. Listeners are 99 per cent English, however. Station will circularize trade, perform any other services within reason asked by client. Latest effort, staff men showed kiddie group how to operate new pop corn popper. All programs are publicized by station 24 hours and 12 hours before on air (new and old). Merchandising and promotion is largely determined by size of contract, policy being to keep special costs within 5 per cent of net dollar value of time purchase.

REPRESENTATIVE

E. Katz Special Advertising Agency

KGIR

BUTTE—EST. 1929

NATIONAL BROADCASTING CO. — Z-NET
PACIFIC NORTHWEST COVERAGE GROUP
FREQUENCY: 1340 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: KGIR, Inc. OPERATED BY: KGIR, Inc. BUSINESS AD-

DRESS: 121 W. Broadway. PHONE: 22-3-44. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Sunday, 9:00 A.M. to midnight; Week Days, 7:00 A.M. to 1:00 A.M. TRANSCRIPTION SERVICE: Standard Radio, Titan, Lang-Worth.

PERSONNEL

Manager.....Ed. B. Craney
Commercial Manager.....Leo McMullen
Musical Director.....B. R. Sprague
Chief Engineer.....Jack Nicholas
Program Director.....Fred Ruegg

POLICIES

Liquor accounts accepted subject to station approval of copy. Patent medicine accounts not accepted. Local programs sold on 13 minute basis, provision being made for 100-word announcements on either end of period. Chainbreak announcements limited to 30 words.

Merchandising service rendered at cost.

REPRESENTATIVES

Joseph Hershey McGillvra
Walter Biddick (Coast)

KFBB

"VOICE OF TREASURE STATE"

GREAT FALLS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1280 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Buttrey Broadcast, Inc. OPERATED BY: Buttrey Broadcast, Inc. BUSINESS ADDRESS: 300 Central. PHONE: 4377-8. STUDIO ADDRESS: 300 Central Ave. TRANSMITTER LOCATION: 4½ miles west of Great Falls. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. (daily), 9:00 A.M. to 10:00 P.M. (Sunday). NEWSPAPER AFFILIATION: Great Falls, Tribune. NEWS SERVICES: Associated Press, Tribune News. TRANSCRIPTION SERVICES: Standard Library, Transco Library.

PERSONNEL

President.....F. A. Buttrey
Commercial Manager.....Jessie Jacobsen
Advertising Manager.....Joe Wilkins
Chief Announcer.....Tommy Cafferty
Station Manager.....Jessie Jacobsen
Sales Manager.....Joe Wilkins

Publicity Director.....Kemp Toole
Musical Director.....Bill Cane
Chief Engineer.....John Parker

POLICIES

No liquor advertising except beer.
No foreign language broadcasts.

REPRESENTATIVE

Weed & Company

KPFA

"CAPITAL CITY STATION"
HELENA—EST. 1937

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Peoples Forum of the Air. OPERATED BY: Peoples Forum of the Air. BUSINESS ADDRESS: 1306 East 11th. PHONE: 857. STUDIO ADDRESS: 1306 East 11th. TRANSMITTER LOCATION: 1306 East 11th St. TIME ON THE AIR: 8:00 A.M. to midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President.....Barclay Craighead
Station Manager.....K. O. MacPherson

POLICIES

Advertising of alcoholic beverages accepted. All broadcasting programs of every description are subject to the approval and censorship of the station's directors without objection or liability.

KGEZ

"THE FRIENDLY STATION SERVING
WESTERN MONTANA FROM KALISPELL"

KALISPELL—EST. 1927

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Donald C. Treloar. OPERATED BY: Same. BUSINESS ADDRESS: 203 — 1st Ave. E. PHONE: 32-332. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2¼ miles south on Highway No. 93. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. or later. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

PERSONNEL

General Manager.....Donald C. Treloar

POLICIES

All advertising subject to station owner's approval.

KDNC*

LEWISTON—EST. 1937

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Democrat News Co., Inc. OPERATED BY: Democrat News Co., Inc. BUSINESS ADDRESS: Lewiston, Mont. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited. NEWSPAPER AFFILIATION: Lewiston Democrat-News.

*Operating under C.P. issued by FCC, at time of going to press.

KGVO

"THE GARDEN CITY STATION"

MISSOULA—EST. 1931

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 1000 watts. OWNED BY: Mosby's, Inc. OPERATED BY: Mosby's, Inc. BUSINESS ADDRESS: 240 N. Higgins. PHONE: 2155. STUDIO ADDRESS: 240 N. Higgins. TRANSMITTER LOCATION: 4 miles west on Highway 10. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NAB Library.

PERSONNEL

President.....A. J. Mosby
Commercial Manager.....Marion Dixon
Advertising Manager.....Stew Sterling
Artists Bureau Head.....Vernon McGahan
Chief Announcer.....Bob Young
Station Manager.....A. J. Mosby
Sales Manager.....Fred Elsethagen
Publicity Director.....Lee Nash
Musical Director.....Mary Ann Bills
Chief Engineer.....Tom Atherstone

POLICIES

No alcoholic beverages except beer and wine.

No commercial copy may exceed 20% of time contracted for during daytime—15% evenings.

Dealer letters and personal contact as merchandising aids.

KGCX

WOLF POINT—EST. 1926

FREQUENCY: 1450 Kc. POWER: 1000 watts. OWNED BY: E. E. Kresbach. OPERATED BY: E. E. Kresbach. BUSINESS ADDRESS: Main and 4th St. PHONE: 102. STUDIO ADDRESS: Main and 4th St. TRANSMITTER LOCATION: Wolf Point. TIME ON THE AIR: 8:00 A.M. to 8:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio. NBC Thesaurus.

PERSONNEL

President.....E. E. Kresbach
Commercial Manager.....M. J. Severson
Advertising Manager.....M. J. Severson
Chief Announcer.....A. E. Richmond
Station Manager.....Milton J. Severson
Sales Manager.....Milton J. Severson
Publicity Director.....A. E. Richmond
Musical Director.....Adolph Jystad
Chief Engineer.....Harold Klempil

POLICIES

No restrictions on beer and wine.

No restrictions on foreign language accounts.

NEBRASKA

Population 1,364,000

Number of Families 340,150

Number of Radio Homes 303,290

Retail Sales \$359,757,000

Auto Registrations 413,787

K M M J

CLAY CENTER—EST. 1925

"THE OLD TRUSTY STATION"

FREQUENCY: 740 Kc. POWER: 1000 Watts. OWNED BY: KMMJ, Inc. OPERATED BY: KMMJ, Inc. BUSINESS ADDRESS: Radio Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Sunday, 7:00 A.M. to local sunset; week days, 6:00 A.M. to local sunset. NEWSPAPER AFFILIATION: Clay County Sun. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

Manager Randy Ryan

REPRESENTATIVE

Gene Furgason & Co.

K G F W

"THE MIDWAY STATION OF THE NATION"

KEARNEY—EST. 1928

FREQUENCY: 1310 Kc. POWER: 100 watts.

OWNED BY: Central Nebraska Broadcasting Corp. OPERATED BY: Central Nebraska Broadcasting Corp. BUSINESS ADDRESS: P. O. Box 14. PHONE: 31551. STUDIO ADDRESS: 919 W. 27th St. TRANSMITTER LOCATION: 919 W. 27th St. TIME ON THE AIR: 7:00 A.M. to 8:00 P.M.

PERSONNEL

President Clark Standiford
Station Manager Clark Standiford
Chief Announcer Leland Gustofsen
Publicity Director N. B. Weisenberger
Chief Engineer N. B. Weisenberger

POLICIES

No advertising accepted for any alcoholic products.

REPRESENTATIVE

Walter Biddick Co. (Pacific Coast)

K F A B

"NEBRASKA'S MOST POWERFUL BROADCAST STATION"

LINCOLN—EST. 1924

CBS—CENTRAL STATES BROADCASTING SYSTEM

FREQUENCY: 770 Kc. POWER: 10,000 Watts. OWNED BY: KFAB Broadcasting Co. OPERATED BY: KFAB Broadcasting Co. BUSINESS ADDRESS: Hotel Lincoln. PHONE: B-3214. STUDIO ADDRESS: Hotel Lincoln. TRANSMITTER LOCATION: 17th St. and Holdredge. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: State Journal, Lincoln Star. NEWS SERVICES: International News Service, Universal Service. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

PERSONNEL

President Frank D. Throop
General Manager Don Searle
Artists' Bureau Head Lyle DeMoss
Chief Announcer Chick Miller
Publicity Director Bruce Wallace
Program Director Lyle DeMoss
Chief Engineer Mark Bullock

POLICIES

Does not broadcast for liquor accounts. No foreign language accounts.

Merchandising: A program is plugged extensively on the air for a week preceding its initial broadcast and from time to time thereafter. It will be mentioned on the Radio Calendar of station. A special audition of the initial program is held with all of the sponsor's employees in attendance. A station representative will be present to explain the aims of the program and to answer any questions which may arise. The employees can take advantage of this "advance showing" and pass the word along to their customers, advising them of the interesting program their company is sponsoring and urging them to listen. Promotion Department is ready at all times to work out special merchandising and exploitation with the sponsors.

All promotional stunts are designed to fit the sponsor, his product and the audience he is endeavoring to reach.

REPRESENTATIVE

E. Katz Special Advertising Agency

"The White Spot"



Nebraska Has Money to Spend

It is the only state with *NO* income tax, *NO* sales tax, and *NO* luxury taxes. Nebraska is debt-free, has reduced its taxes and observes a policy of "No new forms of taxation."

The pioneer's word was as good as gold and in Nebraska the spoken word has always carried the assurance of a legal document. Today the spoken word of radio advertising is received into thousands of Nebraska homes, with the same respect that bound the old timers in their contracts.

Yes, Nebraskans are responsive to the spoken word, but more than that they have the wealth with which to respond. The spirit of the thrifty farmers has built Nebraska production in hay, live stock, meat, corn, butter, rye, and oats to a dominant place among the productive states of the nation. The Nebraska market, with one-third of a million people is most easily and most economically reached by radio.

Profitable results are yours for the asking,—by voice. For market and station coverage details write to any member station.

Nebraska Broadcasters Assoc.

KFAB, Lincoln
KFOR, Lincoln
KGFV, Kearney

KGKY, Scottsbluff
KGNF, North Platte
KOL, Omaha
KMMJ, Clay Center

WAAW, Omaha
WJAG, Norfolk
WOW, Omaha

KFOR

"THE VOICE OF LINCOLN"

LINCOLN—EST. 1922

CBS—MUTUAL

FREQUENCY: 1210 Kc. POWER: 250 Watts. d.; 100 Watts, n. OWNED BY: Cornbelt Broadcasting Corp. OPERATED BY: Cornbelt Broadcasting Corp. BUSINESS ADDRESS: Hotel Lincoln. PHONE: B-3214. STUDIO ADDRESS: Hotel Lincoln. TRANSMITTER LOCATION: 4607 South 48th. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: State Journal, Lincoln Star. NEWS SERVICES: International News Service and Universal Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....Frank D. Throop
General Manager.....Don Searle
Artists' Bureau Head.....John Shafer
Chief Announcer.....Chick Miller
Program Director.....John Shafer
Musical Director.....John Shafer
Chief Engineer.....Mark Bullock
Publicity Director—Promotion...Jos. di Natale

POLICIES

Does not broadcast liquor accounts nor foreign language accounts.

Merchandising: A program is plugged extensively on the air for a week preceding its initial broadcast and from time to time thereafter. It will be mentioned on the Radio Calendar of the station. If the sponsor will furnish a list of fifty selected customers the Promotion Department will call them and inform them of the sponsor's new program. This is used only on KFOR which is purely a local station. A special audition of the initial program is held with all of the sponsor's employees in attendance. A station representative will be present to explain the aims of the program and to answer any questions which may arise. The employees can take advantage of this "advance showing" and pass the word along to their customers, advising them of the interesting program their company is sponsoring and urging them to listen. The KFOR Promotion Department is ready at all times to work out special merchandising and exploitation with the sponsors.

All promotional stunts are designed to fit the sponsor, his product and the audience he is endeavoring to reach.

REPRESENTATIVE

E. Katz Special Advertising Agency

WJAG

"WITH JOY AND GLADNESS"

NORFOLK—EST. 1922

FREQUENCY: 1060 Kc. POWER: 1000 Watts. OWNED BY: Norfolk Daily News. OPERATED

BY: Norfolk Daily News. BUSINESS ADDRESS: Norfolk News. PHONE 20. STUDIO ADDRESS: Norfolk News. TRANSMITTER LOCATION: Norfolk News. TIME ON THE AIR: 6:30 A.M. to sundown. NEWSPAPER AFFILIATION: Norfolk Daily News. NEWS SERVICE USED: United Press and Associated Press.

PERSONNEL

President.....Gene Huse
Station Manager.....Art Thomas
Musical Director.....Russell Jensen
Chief Engineer.....Frank Weidenbach

POLICIES

All advertising subject to approval. Station does not guarantee time of announcement or announcer. No announcements between news items. Competitive announcements and programs must be separated by at least three minutes. Credit arrangements must be made in advance. Beer and liquor announcements are not accepted for the noon hour, on Sundays or close to children's or devotional programs. Station will not accept announcements concerning programs that are on other stations at the same time as WJAG. Station does not supply sound effects for announcements but will broadcast transcribed announcements. All announcements must be written in the third person and must conform with the rules of the FCC and the code of ethics of the NAB. Station will not accept announcements that attempt to disguise the fact. Station will not accept announcements of advertisers who are under investigation by the FTC, the Food and Drugs Administration or the Post Office. Station reserves the right to make schedule changes and cancellations for commercial contingencies as well as political or special event broadcasts. Station will supply on request special political broadcast regulations and also a list of forbidden words.

Merchandising: Station conducts individual merchandising campaign among the advertiser sales outlets; distributes counter cards and arranges window displays; conducts contests; etc. Publicity tie-up with the Norfolk Daily News.

REPRESENTATIVE

Howard H. Wilson Co.

KGNF

"WESTERN NEBRASKA'S DEPENDABLE DAYTIME STATION"

NORTH PLATTE—EST. 1930

NEBRASKA NETWORK

FREQUENCY: 1430 Kc. POWER: 1000 Watts. OWNED BY: Great Plains Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 1521 W. 12th. PHONE: 132. STUDIO ADDRESS: 1521 W. 12th. TRANSMITTER LOCA-

TION: 1521 W. 12th. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Inc.

PERSONNEL

President W. I. LeBarron
Commercial Manager R. Jones
Chief Announcer John Alexander
Station Manager W. I. LeBarron
Publicity Director V. J. LeBarron
Musical Director John Alexander
Chief Engineer J. B. Eaves

POLICIES

Liquor advertising not accepted.
Merchandising aids through regular column in local newspaper and advance spot publicity campaigns.

KOIL

OMAHA—EST. 1925

NBC (Blue)—MUTUAL

FREQUENCY: 1260 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Central States Broadcasting Co. OPERATED BY: Central States Broadcasting Co. BUSINESS ADDRESS: Omaha. PHONE: Jackson 7626. STUDIO ADDRESS: Omaha Nat. Bank Bldg. TRANSMITTER LOCATION: Council Bluffs, Iowa. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS-PAPER AFFILIATION: Lincoln Star & Journal. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President Frank Troup
General Manager Don Searle
Commercial Manager Gene Willoughby
Program Director Bob Cunningham
Sales Manager, National Paul Hammon
Publicity Director R. Bruce Wallace
Chief Engineer Mark Bullock

POLICIES

No stated special commercial program restrictions.

Merchandising: Special promotion plan is outlined for every individual commercial program. In addition to advance and current promotion plugs, this includes routine press releases, window displays, special counter cards and other special promotion the account merits. Maintains a full-time Promotion department.

REPRESENTATIVE

E. Katz Special Advertising Agency

WAW

OMAHA—EST. 1922

FREQUENCY: 660 Kc. POWER: 500 Watts. OWNED BY: Omaha Grain Exchange. OPERATED BY: Omaha Grain Exchange. BUSINESS ADDRESS: 7th Floor Omaha Grain Exchange Bldg. STUDIO ADDRESS: Same.

TRANSMITTER LOCATION: Northwest of Omaha. TIME ON THE AIR: Daytime. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

Manager F. P. Manchester
Station and Sales Manager W. K. Bailey
Assistant Manager James C. Douglass

REPRESENTATIVE

Howard H. Wilson Co.

WOW

"THE VOICE OF THE AIR"

OMAHA—EST. 1923

NBC (Basic Red)

FREQUENCY: 590 Kc. POWER: 5000 watts. OWNED BY: Woodmen of the World Life Insurance Society. OPERATED BY: Woodmen of the World Life Insurance Society. BUSINESS ADDRESS: Insurance Bldg. PHONE: Jackson 6844. STUDIO ADDRESS: Insurance Bldg. TRANSMITTER LOCATION: 56th and Kansas Ave. TIME ON THE AIR: 6:00 A.M. to 12:30 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus NAB Recorded Library and own instantaneous recording equipment.

PERSONNEL

President De E. Bradshaw
Station Manager John J. Gillin, Jr.
Program Manager Harry Burke
Chief Announcer Harry Burke
Sales Manager Howard O. Peterson
Publicity Director Howard O. Peterson
Chief Engineer Wm. J. Kotera

POLICIES

Does not accept liquor advertising nor foreign accounts.

Station has a monthly publication devoted to advertisers and programs, and distributed to listeners. This eight-page publication "Radio News Tower" has a large paid net circulation.

Station has facilities to handle all types of merchandising cooperation.

REPRESENTATIVE

John Blair & Company

KGKY

SCOTTSBLUFF—EST. 1930

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Hilliard Co., Inc. OPERATED BY: Hilliard Co., Inc. BUSINESS ADDRESS: 1517½ Broadway. PHONE: 856. STUDIO ADDRESS: 1517½ Broadway. TRANSMITTER LOCATION: Scottsbluff. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NBC Thesaurus, C. P. MacGregor.

PERSONNEL

President.....L. L. Hilliard
Advertising Manager.....R. M. Stewart
Chief Announcer.....Al Mehling
Station Manager.....L. L. Hilliard
Publicity Director.....Bill Walter
Chief Engineer.....Harlan Morrison

POLICIES

Beer advertising accepted. Foreign language accounts accepted (German).

Assists advertisers in any reasonable merchandising venture.

NEVADA

Population 101,000

Number of Families 28,010

Number of Radio Homes 25,400

Retail Sales \$43,932,000

Auto Registrations 38,509

KOH

"THE VOICE OF NEVADA"

RENO—EST. 1928

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1380 Kc. POWER: 500 watts.
OWNED BY: The Bee, Inc. OPERATED BY:
McClatchy Broadcasting Co. BUSINESS AD-
DRESS: 440 N. Virginia. PHONE: 5106-7.
STUDIO ADDRESS: 440 N. Virginia. TRANS-
MITTER LOCATION: Same. TIME ON THE
AIR: 7:00 A.M. to midnight. NEWS SERVICE:
United Press. TRANSCRIPTION SERVICE:
Standard Radio.

PERSONNEL

Vice-PresidentG. C. Hamilton

Commercial Manager.....Wallie D. Warren
Chief Announcer.....Emerson Smith
Station Manager.....Wallie D. Warren
Chief Engineer.....Lewis Heinzman

POLICIES

Does not accept hard liquor advertising, only light wines and beers. No foreign language programs.

Merchandising: Station supports a complete merchandising department and is sufficiently staffed to conduct complete surveys of all merchandise outlets and care for displays and stimulate general good will toward the advertised product in the eyes of all outlets.

REPRESENTATIVE

Paul H. Raymer Company

NEW HAMPSHIRE

Population 510,000

Number of Families 130,260

Number of Radio Homes 114,170

Retail Sales \$152,583,000

Auto Registrations 122,236

WLNH

"FRIENDLY VOICE OF
NEW HAMPSHIRE"

LANCONIA—EST. 1922

MUTUAL—COLONIAL AND YANKEE
NETWORKS

FREQUENCY: 1310 Kc. POWER: 100 watts.

OWNED BY: Northern Broadcasting Co. OP-
ERATED BY: Northern Broadcasting Co. BUSI-
NESS ADDRESS: 563 Main St. PHONE: 501.
STUDIO ADDRESS: 563 Main St. TRANS-
MITTER LOCATION: Brigham St. TIME ON THE
AIR: 8:30 A.M. to 12:00 Midnight. NEWS
SERVICE: Yankee Network News. Member
of the Yankee Network Artists Bureau.

PERSONNEL

President.....Malcolm Jenney
Commercial Manager.....Edward J. Lord
Advertising Manager.....Edward J. Lord
Chief Announcer.....Sherwin Greenlaw
Station Manager.....Edward J. Lord
Sales Manager.....Edward J. Lord
Publicity Director.....Edward J. Lord
Musical Director.....Edward J. Lord
Chief Engineer.....Kenneth A. Taylor

POLICIES

Liquor advertising, subject to the approval of the New Hampshire Liquor Commission. No foreign language accounts accepted.

All merchandising features available at minimum cost.

REPRESENTATIVE

Weed & Company

WFEA

MANCHESTER—EST. 1932

NBC (OPTIONAL BLUE AND RED)—YANKEE AND COLONIAL NETWORK

FREQUENCY: 1340 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: N. H. Broadcasting Co. OPERATED BY: N. H. Broadcasting Co. BUSINESS ADDRESS: Carpenter Hotel. PHONE: 7970-7520. STUDIO ADDRESS: Carpenter Hotel. TRANSMITTER LOCATION: Merrimack. TIME ON THE AIR: (daily) 8:00 A. M. to Midnight; Sunday 8:45 A.M. to Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....Henry P. Rines
Commercial Manager.....C. G. H. Evans
Advertising Manager.....L. F. Smith
Chief Announcer.....C. G. H. Evans
Station Manager.....C. G. H. Evans

Sales Manager.....L. F. Smith
Publicity Director.....A. Soutar
Chief Engineer.....V. H. Chandler

POLICIES

Accept no "hard liquor" accounts; does accept beer and foreign language accounts. Restrict use of medicinal copy.

REPRESENTATIVE

Weed & Company

WHEB

PORTSMOUTH—EST. 1932

FREQUENCY: 740 Kc. POWER: 250 Watts. OWNED BY: Granite State Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 39 Congress St. PHONE: 2670-1. TRANSMITTER LOCATION: Bean's Hill, Newington. TIME ON THE AIR: 8:30 A.M. to one hour after local sunset. NEWS SERVICE: Local news. TRANSCRIPTION SERVICES: NBC Thesaurus and own recording facilities. MAINTAINS ARTISTS BUREAU.

PERSONNEL

President.....H. J. Wilson
Commercial Manager.....H. C. Wilson
Artists Bureau Head.....Wm. Elliott
Chief Announcer.....Donald Stevens
Station Manager.....H. J. Wilson
Publicity Director.....H. J. Wilson
Musical Director.....V. E. Bennett
Chief Engineer.....Gerald F. Knightly

POLICIES

No liquor advertising. Foreign language programs carried in Swedish, Norwegian, and French, and Syrian.

Maintains limited merchandising facilities.

REPRESENTATIVE

Cox & Tanz

NEW JERSEY

Population 4,343,000

Number of Families 1,055,610 Number of Radio Homes 1,020,960

Retail Sales \$1,220,299,000 Auto Registrations 943,412

WCAP

"VOICE OF CITY OF ASBURY PARK"

ASBURY PARK—EST. 1927

FREQUENCY: 1280 Kc. POWER: 500 Watts. OWNED BY: Radio Industries Broadcasting Co. OPERATED BY: Radio Industries Broad-

casting Co. BUSINESS ADDRESS: 4 Convention Hall. PHONE: 1911-2955. STUDIO ADDRESS: 8, 10, 12 Convention Hall. TRANSMITTER LOCATION: Whitesville, N. J. TIME ON THE AIR: Shares time with WCAM and WTNJ. NEWS SERVICE: local news. MAINTAINS ARTISTS' BUREAU.

PERSONNEL

President.....George S. Ferguson
 Commercial Manager.....E. Corby
 Technical Advisor.....Thomas F. Burley
 Chief Announcer.....Richard Hopper
 Station Manager.....V. N. Scholes
 Publicity Director.....D. Johanson
 Musical Director.....G. H. Scott
 Chief Engineer.....Ernest G. Ruckle

POLICIES

Beer and wine accepted; no hard liquor advertising; all copy must conform to station standards and FCC regulations.

WPG

"WORLD'S PLAYGROUND"

ATLANTIC CITY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1100 Kc. POWER: 5000 watts.
 OWNED BY: City of Atlantic City. OPERATED BY: City of Atlantic City. BUSINESS ADDRESS: Convention Hall. PHONE: 4-6538. STUDIO ADDRESS: Convention Hall. TRANSMITTER LOCATION: Airport. TIME ON THE AIR: 8:30 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

Commercial Manager.....W. H. Appleby
 Station Manager.....Norman Reed

Chief Announcer.....Ray Morgan
 Musical Director.....Margaret Keever
 Chief Engineer.....Earle Godfrey

POLICIES

Accept liquor advertising, and also handle foreign language accounts (Jewish and Italian). Assist advertisers in obtaining dealers for their products, and also arrange for displays and circularizing, etc.

WSNJ

"WE SERVE NEW JERSEY"
BRIDGETON—EST. 1937

FREQUENCY: 1210 Kc. POWER: 100 Watts.
 OWNED BY: Eastern States Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Bridgeton. PHONE: Bridgeton 1600. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime only. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

PresidentHoward S. Frazier
 Commercial ManagerBurt McKinnie
 Station ManagerPaul Alger
 Publicity DirectorFred Wood
 Chief EngineerRussel Ely

POLICIES

Accepts beer accounts, but no wine or

**Accuracy — Knowledge
 and 39 Years Experience**

IS THE FIRM FOUNDATION UPON WHICH OUR BUSINESS IS BUILT.

- ★ Field Intensity and Station Location Surveys.
- ★ Directional Antenna Systems.
- ★ Allocation Problems.
- ★ Television Specialists.
- ★ Broadcast, High Frequency and Ultra High Frequency Bands.
- ★ Management and Sales Analyses.
- ★ Coverage Presentations for Sales Purposes.
- ★ Market Data.

**A COMPLETE SERVICE FOR THE
 BROADCASTING STATION**

Lieut. Comdr. Thomas Appleby, U. S. N. R.,
 Pres. and Chief Engineer
 —Special Appointment—
 Civilian Radio Engineer U. S. Navy Dept.
 in 1919

Appleby & Appleby

Consulting Radio Engineers
 Jasper & Winchester Aves.
 ATLANTIC CITY, N. J.
 Telephone 2-2535

NEW YORK OFFICE
 350 MADISON AVE.
 PHONE—MURRAY HILL 2-2046

If your message is for the East's most fertile farm region, that broad rich area where outside reception is notoriously poor . . .

WSNJ

Serving South Jersey From
 Bridgeton

With—

- NBC THESAURUS PROGRAMS
- LOCAL TALENT THAT RATES
- INTERNATIONAL NEWS
- ANNOUNCERS THAT SELL
- MERCHANDISING THAT

CLICKS

And—

A Community Enterprise as Stimulating as Turpentine on an old Mare's Tail . . . THEN, There's No Question About It—

**WSNJ IS THE MEDIUM
 FOR YOU!**

WSNJ IS OWNED AND OPERATED BY THE EASTERN STATES BROADCASTING CORP. PHONE BRIDGETON 1600

National Representation
THE WELLMAN SERVICE
 1324 Empire State Bldg., N. Y. C.
 1631 Chestnut St., Phila.

liquor. Italian foreign language programs only.

Station publishes its own weekly radio news sheet, 7500 free circulation. Arrangements made with local chain stores for distribution of WSNJ advertised products.

REPRESENTATIVE

Wellman Service

WCAM

CAMDEN—EST. 1926

FREQUENCY: 1280 Kc. POWER: 500 Watts. OWNED BY: City of Camden. OPERATED BY: Broadcast Advertising Co. BUSINESS ADDRESS: City Hall. PHONE: 9000-907-4523. STUDIO ADDRESS: City Hall. TRANSMITTER LOCATION: Civic Center. TIME ON THE AIR: Shares time with WCAP and WTNJ. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

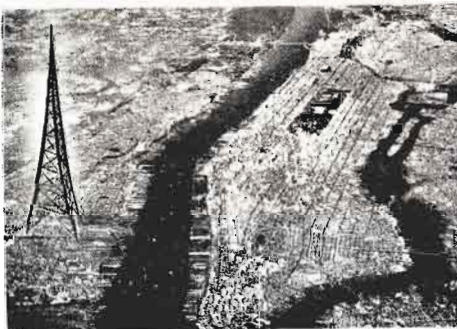
Station Manager.....Frederick Caperoon
Musical Director.....Edw. N. Layman
Chief Announcer.....Robert Horn
Chief Engineer.....C. E. Onens

POLICIES

Liquor advertising confined to companies having warehouses in New Jersey.

Two hours per week allotted to foreign language accounts.

Merchandising through Camden City and County Newspapers.



No we're not a 50,000 watter. But our 500 good watts carry to 12,000,000 metropolitan New Yorkers who can get W.A.A.T. just as clearly and distinctly as any of the 50,000 watters. Remember, too, the reason for W.A.A.T.'s cordial reception in these homes is that its well-balanced programming of definite metropolitan interest emanate from a transmitter which is located approximately in the center of the largest mass population in the U. S. A. That these 12,000,000 do listen to W.A.A.T. is proved by the score of success stories available for your inspection. . . . Best of all, W.A.A.T. reaches most of these 12,000,000 at only a fraction of the cost.

940 KC.

W.A.A.T.

JERSEY CITY AND SUBURBS

W A A T

JERSEY CITY—EST. 1926

FREQUENCY: 940 Kc. POWER: 500 Watts. OWNED BY: Bremer Broadcasting Corp. OPERATED BY: Bremer Broadcasting Corp. BUSINESS ADDRESS: 50 Journal Square. PHONE: Journal Square 0716-7-8 and Rector 2-5878 and Market 3-0383. TIME ON THE AIR: 6:00 A.M. to 6:00 P.M. (E.S.T.). NEWS SERVICE: Local news. TRANSCRIPTION SERVICES: NBC The-saurus, Standard Radio. MAINTAINS ARTISTS BUREAU.

PERSONNEL

PresidentPaul H. LaStayo
Artists Bureau HeadG. Haas
Chief AnnouncerMaurice Hart
Station ManagerPaul H. LaStayo
Publicity DirectorOrth Bell
Musical DirectorFabe Nicholson
Chief EngineerA. Castellani

POLICIES

No foreign language or hard liquor advertising accepted. Light wine and beer advertising accepted.

No special merchandising features at present.

WHOM

JERSEY CITY—EST. 1930

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: N. J. Broadcasting Corp. OPERATED BY: N. J. Broadcasting Corp. BUSINESS ADDRESS: 29 W. 57th St. PHONE: Journal Square 2. Plaza 3-4204, New York. STUDIO ADDRESS: 2866 Hudson Blvd. TRANSMITTER LOCATION: Hoboken, N. J. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Press Radio Bureau. MAINTAINS ARTISTS BUREAU.

PERSONNEL

President.....Paul F. Harron
Commercial Manager.....Joseph Lang
Artists Bureau Head.....W. Wilcox
Chief Announcer.....W. Wilcox
Station Manager.....Joseph Lang
Musical Director.....A. Fasano
Chief Engineer.....A. Burnham

POLICIES

No hard liquor accepted. Wine and beers acceptable.

Specialize in foreign language programs.

Special merchandising department in process of formation.

WHBI

NEWARK—EST. 1922

FREQUENCY: 1250 Kc. POWER: 2500 Watts. d.; 1000 Watts, n. OWNED BY: May Radio Broadcast Corp. OPERATED BY: May Radio

Broadcast Corp. BUSINESS ADDRESS: 100 Shipman St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Carlstadt, N. J. TIME ON THE AIR: Part time.

PERSONNEL

President-General Manager..James L. Shearer

REPRESENTATIVE

J. J. Devine & Associates

WOR

"ONE OF AMERICA'S GREAT STATIONS"

NEWARK—EST. 1922

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 710 Kc. POWER: 50,000 Watts. OWNED BY: Bamberger Broadcasting Service. OPERATED BY: Same. BUSINESS ADDRESS: 131 Market St. PHONE: (Newark) Market 2-1212. (New York) PENNSYLVANIA 6-8383. STUDIO ADDRESS: 131 Market St., Newark and 1440 Broadway, N. Y. C. TRANSMITTER LOCATION: Carteret. TIME ON THE AIR: (daily) 6:30 A.M. to 2:00 A.M. (Sunday) 8:00 A.M. to 2:00 A.M. NEWS SERVICES: Transradio Press Service, Press Radio Bureau, General News Ticker (Sports). MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Complete facilities plus own recording equipment.

PERSONNEL

President.....Alfred J. McCosker
Vice president and general manager.....Theodore C. Streibert
Vice president in charge of salesFrank Braucher
Director of program operations.....Julius F. Seebach, Jr.
Director of public relations and special features.....G. W. Johnstone
Chief Engineer.....J. R. Poppele
Director WOR Artists Bureau..Nat Abramson
Director of Sales Promotion.....Joe Creamer
Musical Director.....Alfred Wallenstein
Executive Producer.....Arthur H. Samuels
Assistant Sales Manager...Eugene S. Thomas

POLICIES

Beer, wine and liquor advertising accepted subject to acceptability of the copy. Programs in foreign languages not accepted. Other restrictions include the right to eliminate all or parts of programs which station may consider contrary to its policy or interest.

REPRESENTATIVES

Paul A. Belaire, Boston, Mass.
R. J. Barrett, Jr., Chicago, Ill.
Edward S. Townsend, San Francisco

WBRB

"HOME TOWN STATION"

RED BANK—EST. 1935

FREQUENCY: 1210 Kc. POWER: 100 watts. OWNED BY: Monmouth Broadcasting Co. OPERATED BY: Monmouth Broadcasting Co. BUSINESS ADDRESS: 63 Broad St. PHONE: 980. STUDIO ADDRESS: 63 Broad St. TRANSMITTER LOCATION: 63 Broad St. TIME ON THE AIR: Divides time with WGBB—WGNV—WEAS. NEWS SERVICE: Local and country news gathered.

PERSONNEL

President.....Thomas F. Burley, Jr.
Commercial Manager.....V. N. Scholes
Chief Announcer.....Art Mayhew, Jr.
Station Manager.....Lillian Mayhew
Musical Director.....Betty Huhn
Chief Engineer.....Robert Johnson

POLICIES

Beer and wine accepted; no hard liquor. All copy subject to station approval and FCC rules and regulations.

WTNJ

TRENTON

FREQUENCY: 1280 Kc. POWER: 500 Watts. OWNED BY: WOAX, Inc. OPERATED BY: WOAX, Inc. BUSINESS ADDRESS: Hildebrecht Hotel. PHONE: Trenton 8149. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Trenton, N. J. TIME ON THE AIR: Shares time with WCAM and WCAP. NEWS SERVICE: United Press.

WAWZ

"ARISE, GET THEE TO ZAREPHATH"
(I KINGS 17:9)

ZAREPHATH—EST. 1931

FREQUENCY: 1350 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Pillar of Fire Church. OPERATED BY: Same. BUSINESS ADDRESS: Zarephath. PHONE: Bound Brook 223. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Alma White College. TIME ON THE AIR: Part time schedule. TRANSCRIPTION SERVICE: Makes own transcriptions, also uses Federal Government transcriptions.

PERSONNEL

PresidentBishop Alma White
Co-ManagerRev. Arthur K. White
Station ManagerRev. Ray B. White
Musical DirectorOrland A. Wolfram
Chief EngineerN. L. Wilson

POLICIES

Non-commercial outlet.

NEW MEXICO

Population 422,000

Number of Families 98,370

Number of Radio Homes 56,360

Retail Sales \$88,751,000

Auto Registrations 108,729

KGGM

"HIGH FIDELITY VOICE OF
NEW MEXICO"

ALBUQUERQUE—EST. 1929

FREQUENCY: 1230 Kc. POWER: 1000 Watts.
OWNED BY: New Mexico Broadcasting Co.
OPERATED BY: Same. BUSINESS ADDRESS:
Kimo Theater Bldg. PHONE: 929-930. STUDIO
ADDRESS: Same. TRANSMITTER LOCATION:
East of town. TIME ON THE AIR: 6:30 A.M.
to 10:00 P.M. TRANSCRIPTION SERVICE:
World Broadcasting System and Standard
Radio.

PERSONNEL

President N. M. Switzer
Commercial Manager Mike Hollander
Chief Announcer J. B. Matthews
Program Director Elmer Fondren
Station Manager Mike Hollander
Publicity Director Mike Hollander
Musical Director J. B. Matthews
Chief Engineer Leonard Dodds

POLICIES

Does not accept liquor advertising. Foreign
language accepted.

No merchandising department, but fresh
continuity is furnished for every announce-
ment, spot and program continuity broadcast
on this station, except where client insists
upon repetition.

REPRESENTATIVE

Howard H. Wilson Co.

KOB

"THE VOICE OF NEW MEXICO"

ALBUQUERQUE—EST. 1920

NBC (RED AND BLUE SUP.)

FREQUENCY: 1180 Kc. POWER: 10,000
watts. OWNED BY: Albuquerque Broadcast-
ing Co. OPERATED BY: Albuquerque Broad-
casting Co. BUSINESS ADDRESS: P. O. Box

1319. PHONE: 1180. STUDIO ADDRESS: 424
W. Gold Ave. TRANSMITTER LOCATION:
Alameda. TIME ON THE AIR: 6:00 A.M. to
9:00 P.M. NEWS SERVICE: Transradio Press.
Radio News Assoc. TRANSCRIPTION SERV-
ICE: NBC Thesaurus, MacGregor & Sollie.

PERSONNEL

President T. M. Pepperday
Commercial Manager J. C. McGrane
Chief Announcer J. C. MacGregor
Musical Director John Blain, Jr.
Chief Engineer Geo. S. Johnson

POLICIES

Advertising of alcoholic beverages not ac-
cepted, except beer and wine.

Foreign language programs: Spanish only,
accepted; English translation must be used.

All merchandising co-operation desired by
client will be rendered. Client is expected to
pay whatever may be the actual cost of such
special merchandising or exploitation.

REPRESENTATIVE

John Blair & Company

KLAH

"THE CAVERN CITY STATION"

CARLSBAD—EST. 1936

FREQUENCY: 1210 Kc. POWER: 100 watts.
OWNED BY: Jack Hawkins and Barney Hubbs.
OPERATED BY: Jack Hawkins and Barney
Hubbs. BUSINESS ADDRESS: Crawford
Hotel. PHONE: 244. STUDIO ADDRESS:
Crawford Hotel. TRANSMITTER LOCATION:
Carlsbad. TIME ON THE AIR: 7:00 A.M. to
9:00 P.M. TRANSCRIPTION SERVICE: C. P.
MacGregor.

PERSONNEL

Station Manager Jack Hawkins
Commercial Manager Lucille Neilso
Chief Announcer Wray Guye
Chief Engineer Harry Boehnemann

POLICIES

Accept liquor and wine, also accept Spanish language programs.

Offer any reasonable merchandise aid to advertisers.

REPRESENTATIVE

New Mexico Broadcasting Company

KICA

"THE FRIENDLY VOICE OF THE PLAINS"

CLOVIS—EST. 1931

FREQUENCY: 1370 Kc. POWER: 100 watts. OWNED BY: Western Broadcasters, Inc. OPERATED BY: Western Broadcasters, Inc. BUSINESS ADDRESS: 412 Pile. PHONE: 3. STUDIO ADDRESS: 412 Pile. TRANSMITTER LOCATION: Hillcrest Park. TIME ON THE AIR: 7:00 A.M. to 9:30 P.M. NEWS SERVICE: Radio News Ass'n, NEA. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

PERSONNEL

President.....Chas. C. Alsup
Commercial Manager.....Leon Womack
Advertising Manager.....Leon Womack
Chief Announcer.....Ed Safford, Jr.
Station Manager.....Chas. C. Alsup
Publicity Director.....Doris Williams
Musical Director.....Mrs. J. E. Alsup
Chief Engineer.....Jack Lund

POLICIES

Liquor advertising accepted. Foreign language not necessary in territory.

Station extends full merchandising cooperation.

REPRESENTATIVE

Cox & Tanz

KAWM

"IN THE LAND OF ENCHANTMENT"

GALLUP—EST. 1937

FREQUENCY: 1500 Kc. POWER: 100 watts. OWNED BY: A. W. Mills. OPERATED BY: A. W. Mills. BUSINESS ADDRESS: 1100 E. Aztec. PHONE: 19. STUDIO ADDRESS: 1100 E. Aztec. TRANSMITTER LOCATION: 1100 E. Aztec. TIME ON THE AIR: 7:30 A.M. to 8:30 P.M. NEWS SERVICE: Radio News. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

Station Manager.....A. W. Mills
Commercial Manager.....A. W. Mills
Chief Announcer.....Jimmie Clayton
Musical Director.....D. Elmo Darrah
Chief Engineer.....Don. S. Bowes

POLICIES

No liquor advertisements accepted.

KWEW*

HOBBS—EST. 1938

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: W. E. Whitmore. OPERATED BY: W. E. Whitmore. BUSINESS ADDRESS: Hobbs. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime.

*Operating under C.P. issued by FCC, at time of going to press.

KGFL

"THE VOICE OF THE PECOS VALLEY"

ROSWELL—EST. 1927

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: KGFL, Inc. OPERATED BY: KGFL, Inc. BUSINESS ADDRESS: 502 W. 2nd St. PHONE: 288. STUDIO ADDRESS: 502 W. 2nd St. TRANSMITTER LOCATION: 511 W. 16th St. TIME ON THE AIR: 7:30 A.M. to 7:30 P.M. TRANSCRIPTION SERVICES: MacGregor and Solie.

PERSONNEL

Secretary-Treasurer.....W. E. Whitmore
Commercial Manager.....W. E. Whitmore
Chief Announcer.....Bill Burck
Station Manager.....W. E. Whitmore
Chief Engineer.....G. C. Farmer

POLICIES

No liquor advertising accepted.

KRQA

SANTE FE—EST. 1935

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: J. Laurance Martin. OPERATED BY: J. Laurance Martin, d-b-a Sunshine Broadcasting System. BUSINESS ADDRESS: 750 Cerrillos Road. PHONE: 1456. STUDIO ADDRESS: 759 Cerrillos Road. TRANSMITTER LOCATION: 759 Cerrillos Road. TIME ON THE AIR: 7:00 A.M. to 9:30 P.M. (daily), 10:00 A.M. to 3:00 P.M. (Sunday). NEWS SERVICE: Transradio Press.

PERSONNEL

Station Manager.....J. L. Martin
Chief Announcer.....I. R. Head
Chief Engineer.....J. L. Martin

POLICIES

Station reserves right to have complete control over all copy.

Cooperation with advertiser as to placing and keeping check on products advertised as to display, stock, etc.

NEW YORK

Population 12,959,000

Number of Families 3,241,850 Number of Radio Homes 3,401,400

Retail Sales \$4,749,708,000 Auto Registrations 2,453,542

W A B Y

ALBANY—EST. 1934

NBC (Blue)

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Adirondack Broadcasting Co., Inc. OPERATED BY: Adirondack Broadcasting Co., Inc. BUSINESS ADDRESS: Strand Theatre Bldg. PHONE: 4-4194. STUDIO ADDRESS: Strand Theatre Bldg. TRANSMITTER LOCATION: Colonie, N. Y. TIME ON THE AIR: 24 hours daily. NEWSPAPER AFFILIATION: Knickerbocker News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth.

PERSONNEL

President.....Harold E. Smith
Station Manager.....Harold E. Smith

POLICIES

Liquor advertising accepted subject to strict supervision of copy.

Merchandising through limited personal calls, telephone calls, letters to trade, spot announcements plugging program; releases publicity to newspapers.

W O K O

ALBANY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: WOKO, Inc. OPERATED BY: WOKO, Inc. BUSINESS ADDRESS: Hotel Ten Eyck. PHONE: 4-4193. STUDIO ADDRESS: Hotel Ten Eyck. TRANSMITTER LOCATION: Central Ave. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Knickerbocker News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth and NAB Library.

PERSONNEL

President.....Raymond M. Curtis
Station Manager.....Harold E. Smith

POLICIES

Liquor advertising not accepted.

Merchandising through limited personal calls and telephone calls on trade; letters to trade; spot announcements; publicity release to papers.

REPRESENTATIVE

John Blair & Co.

W M B O

"THE VOICE OF THE FINGER LAKES"

AUBURN—EST. 1927

MOHAWK VALLEY BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WMBO, Inc. OPERATED BY: WMBO, Inc. BUSINESS ADDRESS: 141 Genesee St. PHONE: 430 Studio—431 Transmitter. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: York and Division Sts. TIME ON THE AIR: 8:00 A.M. to 8:00 P.M. NEWSPAPER AFFILIATION: Auburn Citizen - Advertiser. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS BUREAU.

PERSONNEL

President.....Roy L. Albertson
Station Manager.....Frederick L. Keesee
Commercial Manager.....F. L. Keesee
Advertising Manager.....F. L. Keesee
Chief Announcer.....Edward Bryant
Sales Manager.....F. L. Keesee
Publicity Director.....Dorothy Bolin
Musical Director.....Edward Campbell
Chief Engineer.....Herbert House

POLICIES

Does not carry liquor accounts. Accepts foreign language accounts.

Merchandising aid through exploitation of programs and features over the station.

W N B F

"WHY NOT BINGHAMTON FIRST"

BINGHAMTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Howitt-Wood Radio Co. OPERATED BY: Cecil D. Mastin, Mgr. BUSINESS ADDRESS: Arlington Hotel.