



# **STATIONS**

*of the United States*



***Standard      Experimental***  
***International      Canada***  
***High-Frequency      Mexico***

•  
***Newspaper Owned Stations***

•  
***F.C.C. Application  
Regulations***

•  
***Canada Survey***

•  
***Canadian Broadcasting  
Regulations***



*Your Grace, M'Lords, Ladies and Gentlemen*

## **PRAY TAKE HEED**

Down these steps, m'lord . . . ah, that's it . . . Now, one more . . . Witness upon these walls, sire, scrolls deep-graven with the records of our results. To your left, m'lord, the tale of an apothecary whose quaint product has shown a year after year increase of 100% for four years while using WOR. Pardon? Oh no, this story is that of a maker of sweetmeats whose sales showed a 500% increase six months after using WOR. What say your lordship? But the story is not one-third told! Very well, as your lordship pleases. We shall expectantly await your 52 week commitment by return post. Good journey, sire.

**WOR**

# STANDARD STATIONS

## OF THE UNITED STATES

*Call Letter—City—Power in Watts—Frequency in Kilocycles and Page Number Providing Complete Station Information*

*Key to Abbreviations: C.P.—Construction Permit; S.A.—Special Authorization; d—daytime; n—night.*



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KABC	San Antonio, Tex.	1420	250 d., 100 n.	374
KABR	Aberdeen, S. Dak.	1420	100	
		C.P. 1390	1000 d., 500 n.	355
KADA	Ada, Okla.	1200	100	331
KALB	Alexandria, La.	1210	100	
			C.P. 250 d.	252
KALE	Portland, Ore.	1300	500	
			C.P. 1000	339
KAND	Corsicana, Tex.	1310	100	366
KANS	Wichita, Kans.	1210	100	248
KARK	Little Rock, Ark.	890	1000 d., 500 n.	183
KARM	Fresno, Calif.	C.P. 1310	100	186
KASA	Elk City, Okla.	1210	100	331
KASt	Astoria, Ore.	1370	100	336
KATE	Albert Lea, Minn.	1420	250	273
KAWN	Gallup, New Mex.	1500	100	299
KBIX	Muskogee, Okla.	1500	100	333
KBPS	Portland, Ore.	1420	100	339
KBST	Big Spring, Tex.	1500	100	365
KBTM	Jenesboro, Ark.	1200	100	183
KCKN	Kansas City, Kan.	1310	100	246
KCMC	Texarkana, Ark.-Tex.	1420	250 d., 100 n.	184
KCMO	Kansas City, Mo.	1370	100	281
KCRC	Enid, Okla.	1360	250	331
KCRJ	Jerome, Ariz.	1310	250 d., 100 n.	180
KDAL	Duluth, Minn.	1560	100	273
KDB	Santa Barbara, Calif.	1500	250 d., 100 n.	199
KDFN	Casper, Wyo.	1440	500	398
KDKA	Pittsburgh, Pa.	980	50000	318
KDLR	Devils Lake, N. Dak.	1210	100	326
KDNC	Lewistown, Mont.	C.P. 1200	250 d., 100 n.	288
KDON	Monterey, Calif.	1210	100	194
KDTH	Dubuque, Ia.	C.P. 1340	500	242
KDVL	Salt Lake City, Utah.	1290	1000	
			C.P. 5000 d.	378
KECA	Los Angeles, Calif.	1430	5000 d., 1600 n.	189
KEEN	Seattle, Wash.	1370	100	387
KEHE	Los Angeles, Calif.	780	5000 d., 1000 n.	189
KELA	Between Centralia and Chehalis, Wash.	1440	500	385
KELD	El Dorado, Ark.	1370	100	182
KELO	Sioux Falls, S. Dak.	1200	100	356
KERN	Bakersfield, Calif.	1370	100	186
KEUB	Price, Utah	1420	100	377
KEX	Portland, Ore.	1180	5000	339
KFAB	Lincoln, Nebr.	770	10000	289
KFAC	Los Angeles, Calif.	1300	1000	191
KFAM	St. Cloud, Minn.	C.P. 1420	100	276
KFBB	Great Falls, Mont.	1280	5000 d., 1000 n.	287
KFBI	Abilene, Kans.	1050	5000	245
KFBK	Sacramento, Calif.	1190	5000	
			C.P. 10000	195
KFDM	Beaumont, Tex.	560	1000 d., 500 n.	365
KFDY	Brookings, S. Dak.	780	1000	355
KFEL	Denver, Colo.	920	500	202
KFEQ	St. Joseph, Mo.	680	2500	284

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KFGQ	Boone, Ia.	1370	100	240
KFH	Wichita, Kansas	1300	5000 d., 1000 n.	248
KFI	Los Angeles, Calif.	640	50000	191
KFIO	Spokane, Wash.	1120	100	389
KFIZ	Fond Du Lac, Wis.	1420	100	393
KFJB	Marshalltown, Ia.	1200	250 d., 100 n.	243
KFJI	Klamath Falls, Ore.	1210	100	337
KFJM	Grand Forks, N. Dak.	1410	1000 d., 500 n.	321
KFJZ	Fort Worth, Tex.	1370	250 d., 100 n.	369
KFKA	Greeley, Colo.	880	1000 d., 500 n.	203
KFKU	Lawrence, Kansas	1220	5000 d., 1000 n.	247
KFNF	Shenandoah, Ia.	890	1000 d., 500 n.	
			C.P. 5000 d., 1000 n.	244
KFOR	Lincoln, Nebr.	1210	250 d., 100 n.	291
KFOX	Long Beach, Calif.	1250	1000	
			C.P. 5000 d.	189
KFPL	Dublin, Tex.	1310	250 d., 100 n.	367
KFPW	Fort Smith, Ark.	1210	100	182
KFPY	Spokane, Wash.	890	5000 d., 1000 n.	389
KFQD	Anchorage, Alaska	780	250	398
KFRC	San Francisco, Calif.	610	5000 d., 1000 n.	196
KFRO	Long View, Tex.	1370	250	372
KFRU	Columbia, Mo.	630	1000 d., 500 n.	280
KFSD	San Diego, Calif.	600	1000	196
KFSG	Los Angeles, Calif.	1120	2500 d., 500 n.	191
KFUO	Clayton, (St. Louis) Mo.	550	1000 d., 500 n.	284
KFVD	Los Angeles, Calif.	1000	1000	191
KFVS	Cape Girardeau, Mo.	1210	250 d., 100 n.	280
KFWB	Hollywood, Calif.	950	5000 d., 1000 n.	187
KFXD	Nampa, Idaho	1200	250 d., 100 n.	221
KFXJ	Grand Junction, Colo.	1200	250 d., 100 n.	203
KFXM	San Bernardino, Calif.	1210	100	196
KFXR	Oklahoma City, Okla.	1310	250 d., 100 n.	333
KFYO	Lubbock, Texas	1310	250 d., 100 n.	372
KFYR	Bismarek, N. Dak.	550	5000 d., 1000 n.	319
KGA	Spokane, Wash.	1470	5000	389
KGAR	Tucson, Ariz.	1370	250 d., 100 n.	181
KGB	San Diego, Calif.	1330	1000	106
KGBU	Ketchikan, Alaska	900	500	
			C.P. 1000	309
KGBX	Springfield, Mo.	1230	500	286
KGCA	Decorah, Ia.	1270	100	241
KGCI	Coeur D'Alene, Idaho	C.P. 1200	100	221
KGCU	Mandan, N. Dak.	1240	250	321
KGCX	Wolf Point, Mont.	1450	1000	288
KGDE	Fergus Falls, Minn.	1200	250 d., 100 n.	274
KGDM	Stockton, Calif.	1100	1000	200
KGDY	Huron, S. Dak.	1340	250	355
KGEK	Sterling, Colo.	1200	100	205
KGER	Long Beach, Calif.	1360	1000	189
KGEZ	Kalispell, Mont.	1310	100	288
KGFF	Shawnee, Okla.	1420	250 d., 100 n.	335
KGFI	Brownsville, Tex.	1500	250 d., 100 n.	365
KGFI	Los Angeles, Calif.	1200	100	191
KGFL	Roswell, New Mex.	1370	100	299
KGFW	Kearney, Nebr.	1310	100	
			C.P. 250 d.	289
KGFX	Pierre, S. Dak.	630	200	355
KGGC	San Francisco, Calif.	1420	100	197
KGGF	Coffeyville, Kans.	1010	1000	245
KGGM	Albuquerque, N. Mex.	1230	1000	298
KGHF	Pueblo, Colo.	1320	500	205
KGHI	Little Rock, Ark.	1200	250 d., 100 n.	183
KGHL	Billings, Mont.	780	5000 d., 1000 n.	287
KGIR	Butte, Mont.	1340	2500 d., 1000 n.	287
KGJW	Alamosa, Colo.	1420	100	201
KGKB	Tyler, Tex.	1509	250 d., 100 n.	376
KGKL	San Angelo, Tex.	1370	250 d., 100 n.	374
KGKO	Wichita Falls, Tex.	570	1000 d., 250 n.	
	C.P. Fort Worth, Tex.		5000 d., 1000 n.	369
KGKY	Scottsbluff, Nebr.	1500	250 d., 100 n.	292
KGLO	Mason City, Ia.	1210	250 d., 100 n.	243
KGMB	Honolulu, Hawaii	1320	1000	399

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KGNC	Amarillo, Tex.	1110	2500 d., 1000 n.	364
KGNF	North Platte, Nebr.	1130	1000	291
KGNO	Dodge City, Kans.	1340	250	246
KGO	San Francisco, Calif.	790	7500	197
KGU	Honolulu, Hawaii	750	2500	400
KGVL	Greenville, Tex.	C.P. 1200	100	371
KGVO	Missoula, Mont.	1260	1000	288
KGW	Portland, Ore.	620	5000 d., 1000 n.	339
KGY	Olympia, Wash.	1210	100	387
KHBC	Hilo, Hawaii	1100	250	309
KHBC	Okmulgee, Okla.	1210	100	334
KHJ	Los Angeles, Calif.	900	5000 d., 1000 n.	191
KHQ	Spokane, Wash.	590	5000 d., 1000 n.	389
KHSL	Chico, Calif.	1260	250	186
KHUB	Watsonville, Calif.	1310	250	201
KICA	Clovis, New Mex.	1370	100	299
KID	Idaho Falls, Idaho	1320	1000 d., 500 n.	
KIDO	Boise, Idaho	1350	C.P. 5000 d. 2500 d., 1000 n.	224 220
KIDW	Lamar, Colo.	1120	C.P. 5000 d. 100	205
KIEM	Eureka, Calif.	1150	1000 d., 500 n.	186
KIEY	Glendale, Calif.	850	250	187
KINY	Juneau, Alaska	1310	100	
KIRO	Seattle, Wash.	C.P. 1430 650	250 250	399
KIT	Yakima, Wash.	S.A. 710 1250	1000 500 d., 250 n.	387 391
KIUL	Garden City, Kans.	1210	100	246
KIUN	Pecos, Tex.	1420	100	374
KIUP	Durango, Colo.	1370	100	203
KJBS	San Francisco, Calif.	1070	500	197
KJR	Seattle, Wash.	970	5000	387
KLAH	Carlsbad, New Mex.	1210	100 C.P. 250 d.	298 337
KLBM	La Grande, Ore.	C.P. 1120	250 d., 100 n.	
KLCN	Blytheville, Ark.	1290	100	182
KLO	Ogden, Utah	1400	500	377
KLPM	Minot, N. Dak.	1240	250	
KLRA	Little Rock, Ark.	C.P. 1360 1390	1000 d., 500 n. 5000 d., 1000 n.	321 184
KLS	Oakland, Calif.	1280	250	194
KLUF	Galveston, Tex.	1370	100	371
KLX	Oakland, Calif.	880	1000	194
KLZ	Denver, Colo.	560	5000 d., 1000 n.	202
KMA	Shenandoah, Iowa	930	5000 d., 1000 n.	244
KMAC	San Antonio, Tex.	1370	250 d., 100 n.	375
KMBC	Kansas City, Mo.	950	5000 d., 1000 n.	281
KMED	Medford, Ore.	1110	250	337
KMJ	Fresno, Calif.	580	1000	187
KMLB	Monroe, La.	1200	250 d., 100 n.	253
KMMJ	Clay Center, Nebr.	740	1000	289
KMO	Tacoma, Wash.	1330	1000	390
KMOX	St. Louis, Mo.	1090	50000	284
KMPC	Beverly Hills, Calif.	710	500	186
KMTR	Los Angeles, Calif.	570	1000	187
KNEL	Brady, Tex.	1500	250	365
KNET	Palestine, Tex.	1420	100	373
KNOW	Austin, Tex.	1500	100 C.P. 250 d.	364
KNX	Los Angeles, Calif.	1050	50000	193
KOA	Denver, Colo.	830	50000	202
KOAC	Corvallis, Ore.	550	1000	336
KOAM	Pittsburg, Kans.	790	1000	247
KOB	Albuquerque, New Mex.	1180	10000	298
KOBH	Rapid City, S. Dak.	1370	250 d., 100 n.	356
KOCA	Kilgore, Tex.	1210	250 d., 100 n.	372
KOH	Reno, Nev.	1380	500	293
KOIL	Omaha, Nebr.	1260	5000 d., 1000 n.	292
KOIN	Portland, Ore.	940	5000 d., 1000 n.	310
KOKO	La Junta, Colo.	1370	100	203
KOL	Seattle, Wash.	1270	5000 d., 1000 n.	388
KOMA	Oklahoma City, Okla.	1480	5000	333

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KOMO	Seattle, Wash.	920	5000 d., 1000 n.	388
KONO	San Antonio, Tex.	1370	100 C.P. 250	375
KOOS	Marshfield, Ore.	1200	250 d., 100 n.	337
KORE	Eugene, Ore.	1120	100	337
KOTN	Pine Bluff, Ark.	1500	100	184
KOVC	Valley City, N. Dak.	1500	250 d., 100 n.	321
KOY	Phoenix, Ariz.	1390	1000	180
KPAC	Port Arthur, Tex.	1260	500	374
KPDN	Pampa, Tex.	1310	100	373
KPFA	Helena, Mont.	1210	250 d., 100 n.	288
KPLC	Lake Charles, La.	1500	250 d., 100 n.	253
KPLT	Paris, Tex.	1500	250	373
KPMC	Bakersfield, Calif.	1550	1000	185
KPO	San Francisco, Calif.	680	50000	198
KPOF	Denver, Colo.	880	1000	202
KPTC	Pasadena, Calif.	1210	100	195
KPQ	Wenatchee, Wash.	1500	250 d., 100 n.	390
KPRC	Houston, Tex.	920	5000 d., 1000 n.	
KQV	Pittsburgh, Pa.	1380	S.A. 5000 500	371 348
KQW	San Jose, Calif.	1010	1000	198
KRBA	Lufkin, Tex.	C.P. 1310	100	373
KRBC	Abilene, Tex.	1420	250 d., 100 n.	364
KRE	Berkeley, Calif.	1370	250 d., 100 n.	185
KRGV	Weslaco, Tex.	1260	1000	377
KRIS	Corpus Christi, Tex.	1330	500	366
KRKD	Los Angeles, Calif.	1120	2500 d., 500 n.	193
KRKO	Everett, Wash.	1370	50	385
KRLC	Lewiston, Idaho	1390	250	221
KRLD	Dallas, Tex.	1040	10000	366
KRLH	Midland, Tex.	1120	100	373
KRMC	Jamestown, N. Dak.	1370	250 d., 100 n.	321
KRMD	Shreveport, La.	1310	250 d., 100 n.	255
KRNR	Roseburg, Ore.	1500	250 d., 100 n.	340
KRNT	Des Moines, Iowa	1329	5000 d., 1000 n.	242
KROC	Rochester, Minn.	1310	250 d., 100 n.	276
KROD	El Paso, Tex.	C.P. 1500	100	367
KROW	Oakland, Calif.	930	1000	195
KROY	Sacramento, Calif.	1210	100	195
KRQA	Sante Fe, New Mexico	1310	100	209
KRRV	Sherman, Tex.	1310	250	376
KRSC	Seattle, Wash.	1120	250	388
KSAC	Manhattan, Kans.	580	1000 d., 500 n.	247
KSAL	Salina, Kans.	1500	250 d., 100 n.	247
KSCJ	Sioux City, Ia.	1330	5000 d., 1000 n.	244
KSD	St. Louis, Mo.	550	5000 d., 1000 n.	285
KSEI	Pocatello, Idaho	900	1000 d., 250 n.	221
KSFO	San Francisco, Calif.	560	5000 d., 1000 n.	198
KSL	Salt Lake City, Utah	1130	50000	379
KSLM	Salem, Ore.	1370	100	341
KSO	Des Moines, Iowa	1430	2500 d., 500 n.	242
KSOO	Sioux Falls, S. Dak.	1110	2500 C.P. 5000	356
KSRO	Santa Rosa, Calif.	1310	250	200
KSTP	St. Paul, Minn.	1460	25000 d., 10000 n.	276
KSUB	Cedar City, Utah	1310	100	377
KSUN	Lowell, Ariz.	1200	250 d., 100 n.	180
KTAR	Phoenix, Ariz.	620	1000	181
KTAT	Fort Worth, Tex.	1210	1000	369
KTBC	Austin, Tex.	1120	1000	364
KTBS	Shreveport, La.	1450	1000	255
KTEM	Temple, Tex.	1370	250	376
KTFI	Twin Falls, Idaho	1210	1000 d., 500 n. C.P. 1000	223
KTBS	Hot Springs National Park, Ark.	1010 S.A. 1060	S.A. 1000 n. 10000	183
KTKC	Visalia, Calif.	1190	250	200
KTMS	Santa Barbara, Calif.	1220	500	199
KTOK	Oklahoma City, Okla.	1370	100	334
KTRB	Modesito, Calif.	740	250	194
KTRH	Houston, Tex.	1290	5000 d., 1000 n.	371

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KTRI	Sioux City, Ia.	C.P. 1420	250 d., 100 n.	245
KTSA	San Antonio, Tex.	550	5000 d., 1000 n.	375
KTSM	El Paso, Tex.	1310	250 d., 100 n.	367
KTUL	Tulsa, Okla.	1400	1000 d., 500 n.	335
KTW	Seattle, Wash.	1220	1000	388
KUJ	Walla Walla, Wash.	1370	100	390
KUMA	Yuma, Ariz.	1420	100	182
KUOA	Siloam Springs, Ark.	1260	5000	184
KUSD	Vermillion, S. Dak.	890	500	357
KUTA	Salt Lake City, Utah	C.P. 1560	100	379
KVCV	Redding, Calif.	1200	100	195
KVEC	San Luis Obispo, Calif.	1200	250	199
KVGB	Great Bend, Kans.	1370	100	246
KVI	Tacoma, Wash.	570	5000 d., 1000 n.	390
KVOA	Tucson, Ariz.	1260	1000	181
KVOD	Denver, Colo.	920	500	203
KVOE	Santa Ana, Calif.	1500	100	199
KVOL	Lafayette, La.	1310	100	253
KV00	Tulsa, Okla.	1140	25000	336
KV0R	Colorado Springs, Colo.	1270	1000	201
KV0S	Billingham, Wash.	1200	100	385
KVOX	Moorhead, Minn.	1310	250 d., 100 n.	276
KVRS	Rock Springs, Wyoming	C.P. 1370	250 d., 100 n.	398
KVSO	Ardmore, Okla.	1210	100	
			C.P. 250 d.	331
KWBG	Hutchinson, Kans.	1420	100	246
KWEW	Hobbs, New Mexico	C.P. 1500	100	299
KWG	Stockton, Calif.	1200	100	200
KWJJ	Portland, Ore.	1060	500	
		S.A. 1010		340
KWK	St. Louis, Mo.	1350	5000 d., 1000 n.	285
KWKH	Shreveport, La.	850	10000	
		S.A. 1100		255
KWLC	Decorah, Iowa	1270	100	241
KWLK	Longview, Wash.	C.P. 780	250	387
KWNO	Winona, Minn.	C.P. 1200	250	277
KWOC	Poplar Bluff, Mo.	C.P. 1310	100	284
KWOS	Jefferson City, Mo.	1310	100	281
KWSC	Pullman, Wash.	1220	5000 d., 1000 n.	387
KWTN	Watertown, S. Dak.	1210	100	357
KWTO	Springfield, Mo.	560	5000	286
KWYO	Sheridan, Wyoming	1370	250 d., 100 n.	398
KXA	Seattle, Wash.	760	500 d., 250 n.	
			C.P. 1000	389
KXBY	Kansas City, Mo.	1530	1000	283
KXL	Portland, Ore.	1420	250 d., 100 n.	340
KXO	El Centro, Calif.	1560	100	186
KXOK	St. Louis, Mo.	C.P. 1250	1000	285
KXRO	Aberdeen, Wash.	1310	250 d., 100 n.	385
KXYZ	Houston, Tex.	1440	1000	372
KYA	San Francisco, Calif.	1230	5000 d., 1000 n.	198
KY0S	Merced, Calif.	1040	250	193
KYSM	Mankato, Minn.	C.P. 1500	250 d., 100 n.	274
KYW	Philadelphia, Pa.	1020	10000	345
WAAB	Boston, Mass.	1410	1000 d., 500 n.	261
WAAF	Chicago, Ill.	920	1000	225
WAAT	Jersey City, N. J.	910	500	296
WAAW	Omaha, Nebr.	660	500	292
WABC	New York, N. Y.	860	50000	305
WABI	Bangor, Me.	1200	250 d., 100 n.	256
WABY	Albany, N. Y.	1370	250 d., 100 n.	300
WACO	Waco, Tex.	1120	100	376
WADC	Tallmadge, (Akron) Ohio	1320	5000 d., 1000 n.	322
WAGA	Atlanta, Ga.	1450	1000 d., 500 n.	217
WAGF	Dothan, Ala.	1370	250	178
WAGM	Presque Isle, Maine	1420	100	257
WAIM	Anderson, S. C.	1200	100	353
WAIR	Winston-Salem, N. C.	1250	250	319
WALA	Mobile, Ala.	1380	1000 d., 500 n.	179
WALR	Zanesville, Ohio	1210	100	330
WAML	Laurel, Miss.	1310	250 d., 100 n.	279
WAPI	Birmingham, Ala.	1140	5000	177
WAP0	Chattanooga, Tenn.	1120	250 d., 100 n.	358

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WARD	Brooklyn, N. Y.	1400	500	301
WASH	Grand Rapids, Mich.	1270	500	271
WATL	Atlanta, Ga.	1370	250 d., 100 n.	217
WATR	Waterbury, Conn.	1190	100	
		C.P. 1290	250	207
WAVE	Louisville, Ky.	940	1000	249
WAWZ	Zarephath, N. J.	1350	1000 d., 500 n.	297
WAYX	Waycross, Ga.	1200	250 d., 100 n.	220
WAZL	Hazleton, Pa.	1420	100	343
WBAA	West Lafayette, Ind.	890	1000 d., 500 n.	240
WBAL	Baltimore, Md.	1060	10000	257
WBAP	Fort Worth, Tex.	800	50000	369
WBAX	Wilkes-Barre, Pa.	1210	100	351
WBBC	Brooklyn, N. Y.	1400	500	301
WBBL	Richmond, Va.	1210	100	383
WBBL	Chicago, Ill.	770	50000	225
WBBR	Brooklyn, N. Y.	1300	1000	301
WBBZ	Ponca City, Okla.	1200	250 d., 100 n.	331
WBCM	Bay City, Mich.	1410	1000 d., 500 n.	267
WBEN	Buffalo, N. Y.	900	5000 d., 1000 n.	302
WBEO	Marquette, Mich.	1310	100	272
WBHP	Huntsville, Ala.	1200	100	178
WBIG	Greensboro, N. C.	1440	1000	317
WBIL	New York, N. Y.	1100	5000	305
WBLK	Charlottesville, W. Va.	1370	100	392
WBLY	Lima, Ohio	1210	100	329
WBNO	New Orleans, La.	1200	100	253
WBNS	Columbus, Ohio	1130	1000 d., 500 n.	
			C.P. 5000 d., 1000 n.	327
WBNX	New York, N. Y.	1350	1000	306
WBNY	Buffalo, N. Y.	1370	250 d., 100 n.	302
WBOW	Terre Haute, Ind.	1310	250 d., 100 n.	239
WBRR	Red Bank, N. J.	1210	100	297
WBRC	Birmingham, Ala.	930	1000	
			C.P. 5000 d.	177
WBRE	Wilkes-Barre, Pa.	1310	100	351
WBRK	Pittsfield, Mass.	C.P. 1310	250 d., 100 n.	265
WBRY	Waterbury, Conn.	1530	1000	208
WBT	Charlotte, N. C.	1080	50000	315
WBTM	Danville, Va.	1370	250 d., 100 n.	381
WBZ	Boston, Mass.	990	50000	261
WBZA	Boston, Mass.	990	1000	261
WCAD	Canton, N. Y.	1220	500	303
WCAE	Pittsburgh, Pa.	1220	5000 d., 1000 n.	348
WCAL	Northfield, Minn.	1250	2500 d., 1000 n.	
		C.P. 760	5000	276
WCAM	Camden, N. J.	1280	500	296
WCAO	Baltimore, Md.	600	1000 d., 500 n.	257
WCAP	Asbury Park, N. J.	1280	500	294
WCAT	Rapid City, S. Dak.	1200	100	356
WCAU	Philadelphia, Pa.	1170	50000	315
WCAN	Burlington, Vt.	1200	250 d., 100 n.	379
WCAZ	Carthage, Ill.	1070	100	223
WCBA	Allentown, Pa.	1440	500	341
WCBD	Chicago, Ill.	1080	5000	225
WCBM	Baltimore, Md.	1370	250 d., 100 n.	259
WCBS	Springfield, Ill.	1120	250 d., 100 n.	233
WCCO	Minneapolis, Minn.	810	50000	275
WCFL	Chicago, Ill.	970	5000	227
WCIS	Charleston, W. Va.	580	1000 d., 500 n.	391
WCHV	Charlottesville, Va.	1420	250 d., 100 n.	381
WCKY	Covington, Ky.	1490	10000	323
WCLE	Cleveland, Ohio	610	500	325
WCLO	Janesville, Wis.	1200	250 d., 100 n.	394
WCLS	Joliet, Ill.	1310	100	231
WCMU	Ashland, Ky.	1310	250 d., 100 n.	249
WCNW	Brooklyn, N. Y.	1500	250 d., 100 n.	301
WCOA	Pensacola, Florida	1340	500	
			C.P. 1000 d.	214
WCOG	Meridian, Miss.	880	1000 d., 500 n.	
			C.P. 1000	279
WCOL	Columbus, Ohio	1210	100	328
WCOP	Boston, Mass.	1120	500	362



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WCPO	Cincinnati, Ohio	1200	250 d., 100 n.	323
WCRW	Chicago, Ill.	1210	100	227
WCSC	Charleston, S. C.	1360	1000 d., 500 n.	353
WCSH	Portland, Maine	940	2500 d., 1000 n.	256
WDAE	Tampa, Florida	1220	5000 d., 1000 n.	215
WDAF	Kansas City, Mo.	610	5000 d., 1000 n.	283
WDAH	El Paso, Texas	1310	250 d., 100 n.	367
WDAS	Philadelphia, Pa.	1370	250 d., 100 n.	345
WDAY	Fargo, N. Dak.	940	5000 d., 1000 n.	320
WDBJ	Roanoke, Va.	930	5000 d., 1000 n.	384
WDBO	Orlando, Fla.	580	1000	
			C.P. 5000 d.	213
WDEL	Wilmington, Delaware	1120	500 d., 250 n.	208
WDEV	Waterbury, Vt.	550	500	380
WDGY	Minneapolis, Minn.	1180	5000 d., 1000 n.	275
WDNC	Durham, N. C.	1500	100	316
WDOD	Chattanooga, Tenn.	1280	5000 d., 1000 n.	358
WDRG	Hartford, Conn.	1330	5000 d., 1000 n.	206
WDSM	Superior, Wisc.	C.P. 1200	100	397
WDSU	New Orleans, La.	1250	1000	254
WDWS	Champaign, Ill.	1370	100	225
WDZ	Tuscola, Ill.	1020	250	283
WEAF	New York, N. Y.	660	50000	306
WEAN	Providence, R. I.	780	5000 d., 1000 n.	352
WEAU	Eau Claire, Wisc.	1050	1000	393
WEBC	Duluth, Minn.	1290	5000 d., 1000 n.	274
WEBQ	Harrisburg, Ill.	1210	250 d., 100 n.	231
WEBR	Buffalo, N. Y.	1310	250 d., 100 n.	303
WEDC	Chicago, Ill.	1210	100	227
WEED	Rocky Mount, N. C.	1420	250 d., 100 n.	318
WEEI	Boston, Mass.	590	5000 d., 1000 n.	262
WEEU	Reading, Pa.	830	1000	349
WELI	New Haven, Conn.	900	500	207
WELL	Battle Creek, Mich.	1420	100	267
WEMP	Milwaukee, Wisc.	1310	100	395
WENR	Chicago, Ill.	870	50000	227
WEOA	Evansville, Ind.	1370	250 d., 100 n.	235
WESG	Elmira, N. Y.	1040	1000	
		S.A. 850		304
WEST	Easton, Pa.	1200	250 d., 100 n.	342
WEVD	New York, N. Y.	1300	1000	306
WEW	St. Louis, Mo.	760	1000	285
WEXL	Royal Oak, Mich.	1310	50	273
WFAA	Dallas, Tex.	800	50000	366
WFAB	New York, N. Y.	1300	1000	307
WFAM	South Bend, Ind.	1200	100	239
WFAS	White Plains, N. Y.	1210	100	313
WFBC	Greenville, S. C.	1300	5000 d., 1000 n.	354
WFBG	Altoona, Pa.	1310	100	341
WFBL	Syracuse, N. Y.	1360	5000 d., 1000 n.	311
WFBM	Indianapolis, Ind.	1230	5000 d., 1000 n.	238
WFBR	Baltimore, Md.	1270	1000 d., 500 n.	259
WFDF	Flint, Mich.	1310	100	271
WFEA	Manchester, N. H.	1340	1000 d., 500 n.	294
WFIL	Philadelphia, Pa.	560	1000 d., 500 n.	
			C.P. 1000 S.A. 1000 n.	347
WFLA	Clearwater, Fla.	620	5000 d., 1000 n.	210
WFMD	Frederick, Md.	900	500	259
WFOR	Hattiesburg, Miss.	1370	100	278
WFOY	St. Augustine, Fla.	1210	250 d., 100 n.	214
WFTC	Kinston, N. C.	1200	250 d., 100 n.	318
WGAL	Lancaster, Pa.	1500	250 d., 100 n.	345
WGAN	Portland, Me.	640	500	257
WGAR	Cleveland, Ohio	1450	1000 d., 500 n.	326
WGAU	Athens, Ga.	C.P. 1310	250 d., 100 n.	217
WGBB	Freeport, N. Y.	1210	100	304
WGBF	Evansville, Ind.	630	1000 d., 500 n.	235
WGBI	Seranton, Pa.	880	1000 d., 500 n.	350
WGCM	Mississippi City, Miss.	1210	250 d., 100 n.	279
WGES	Chicago, Ill.	1360	1000 d., Sun. 500 n.	229
WGH	Newport News, Va.	1310	250 d., 100 n.	382
WGIT	Galesburg, Ill.	C.P. 1500	250	331

Call Letter	City	Frequency in Kilocycles	Power in Watts	Sec Page
WGL	Fort Wayne, Ind.	1370	100 C.P. 250 d.	235
WGN	Chicago, Ill.	720	50000	229
WGNV	Newburgh, N. Y.	1210	100	305
WGPC	Albany, Ga.	1120	100	217
WGR	Buffalo, N. Y.	550	5000 d., 1000 n.	303
WGRC	New Albany, Ind.	1370	250	238
WGRM	Grenada, Miss.	C.P. 1210	100	278
WGST	Atlanta, Ga.	890	5000 d., 1000 n.	218
WGTM	Wilson, N. C.	1310	100	318
WGVA	Indianapolis, Ind.	C.P. 1050	1000	238
WGY	Schenectady, N. Y.	790	50000	311
WHA	Madison, Wis.	910	5000	395
WHAM	Greenfield, Mass.	C.P. 1210	250	264
WHAL	Saginaw, Mich.	C.P. 950	500	273
WHAM	Rochester, N. Y.	1150	50000	310
WHAS	Louisville, Ky.	820	50000	251
WHAT	Philadelphia, Pa.	1310	100	347
WHAZ	Troy, N. Y.	1300	1000	313
WHB	Kansas City, Mo.	860	1000	283
WHBB	Selma, Ala.	1500	100	179
WHBC	Canton, Ohio	1200	100 C.P. 250 d.	322
WHBF	Rock Island, Ill.	1210	250 d., 100 n.	232
WHBI	Newark, N. J.	1250	2500 d., 1000 n.	296
WHBL	Sheboygan, Wis.	1300	250	397
WHBQ	Memphis, Tenn.	1370	100	361
WHBU	Anderson, Ind.	1210	250 d., 100 n.	231
WHBV	Green Bay, Wis.	1200	250 d., 100 n.	391
WHDF	Calumet, Mich.	1370	250 d., 100 n.	267
WHDH	Boston, Mass.	830	1000	263
WHDT	Olean, N. Y.	1400	250	309
WHEB	Portsmouth, N. H.	740	250	291
WHEC	Rochester, N. Y.	1130	1000 d., 500 n.	310
WHEF	Kosciusko, Miss.	1500	250 d., 100 n.	279
WHFC	Cicero, Ill.	1420	250 d., 100 n.	230
WHIO	Dayton, Ohio	1260	5000 d., 1000 n.	328
WHIP	Hammond, Ind.	1480	5000	237
WHIS	Bluefield, W. Va.	1110	1000 d., 500 n.	391
WHJB	Greensburg, Pa.	620	250	342
WHK	Cleveland, Ohio	1390	2500 d., 1000 n.	327
WHKC	Columbus, Ohio	640	500	328
WHLB	Virginia, Minn.	1370	250 d., 100 n.	277
WHN	New York, N. Y.	1010	5000 d., 1000 n.	307
WHO	Des Moines, Ia.	1000	50000	242
WHOM	Jersey City, N. J.	1450	250	296
WHP	Harrisburg, Pa.	1130	1000 d., 500 n.	313
WIBA	Madison, Wis.	1280	5000 d., 1000 n.	395
WIBG	Glenside, Pa.	970	100	342
WIRM	Jackson, Mich.	1370	250 d., 100 n.	272
WIBU	Poynette, Wis.	1210	250 d., 100 n.	396
WIBW	Topoka, Kans.	580	5000 d., 1000 n.	248
WIBX	Utica, N. Y.	1200	250 d., 100 n.	313
WICA	Ashtabula, Ohio	940	250	322
WICC	Bridgeport, Conn.	600	1000 d., 500 n.	205
WIL	St. Louis, Mo.	1200	250 d., 100 n.	286
WILL	Urbana, Ill.	580	1000	231
WILM	Wilmington, Del.	1120	100	208
WIND	Gary, Ind.	560	5000 d., 1000 n.	237
WINS	New York, N. Y.	1180	1000	307
WIOD-WMBF	Miami, Fla.	610	1000	212
WIP	Philadelphia, Pa.	610	1000	317
WIRE	Indianapolis, Ind.	1100	5000 d., 1000 n.	238
WIS	Columbia, S. C.	560	5000 d., 1000 n.	351
WISN	Milwaukee, Wis.	1120	1000 d., 250 n.	396
WJAC	Johnstown, Pa.	1310	250 d., 100 n.	313
WJAG	Norfolk, Nebr.	1060	1000	291
WJAR	Providence, R. I.	890	5000 d., 1000 n.	352
WJAS	Pittsburgh, Pa.	1290	5000 d., 1000 n.	319
WJAX	Jacksonville, Fla.	900	5000 d., 1000 n.	211
WJBC	Bloomington, Ill.	1200	250 d., 100 n.	223
WJBL	Detroit, Mich.	1500	250 d., 100 n.	269
WJBL	Decatur, Ill.	1200	100	231

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WJBO	Baton Rouge, La.	1120	500	253
WJBW	New Orleans, La.	1200	100	254
WJBY	Gadsden, Ala.	1210	250 d., 100 n.	178
WJDX	Jackson, Miss.	1270	5000 d., 1000 n.	278
WJEJ	Hagerstown, Md.	1210	100 d., 50 n.	260
WJIM	Lansing, Mich.	1210	250 d., 100 n.	272
WJJD	Chicago, Ill.	1130	20000	229
WJMS	Ironwood, Mich.	1420	100	271
WJNO	West Palm Beach, Fla.	1200	250 d., 100 n.	215
WJR	Detroit, Mich.	750	50000	269
WJRD	Tuscaloosa, Ala.	1200	250	180
WJSV	Washington, D. C.	1460	10000	209
WJTN	Jamestown, N. Y.	1210	250 d., 100 n.	305
WJW	Akron, Ohio	1210	250 d., 100 n.	322
WJZ	New York, N. Y.	760	50000	307
WKAQ	San Juan, Puerto Rico	1210	1000	400
WKAR	East Lansing, Mich.	850	1000	270
WKAT	Miami Beach, Fla.	1500	100	213
WKBB	East Dubuque, Ill.			
	C.P. Dubuque, Ia.	1500	250 d., 100 n.	243
WKBBH	La Crosse, Wis.	1380	1000	395
WKBN	Youngstown, Ohio	570	500	330
WKBO	Harrisburg, Pa.	1200	250 d., 100 n.	313
WKBY	Richmond, Ind.	1500	100	239
WRBW	Buffalo, N. Y.	1480	5000	303
WKBZ	Muskegon, Mich.	1500	250 d., 100 n.	272
WKEU	Griffin, Ga.	1500	100	219
WKOK	Sunbury, Pa.	1210	100	350
WKRC	Cincinnati, Ohio	550	5000 d., 1000 n.	323
WKV	Oklahoma City, Okla.	900	5000 d., 1000 n.	331
WKZO	Kalamazoo, Mich.	590	1000	
			C.P. 1000 d., 250 n.	272
WLAC	Nashville, Tenn.	1470	5000	363
WLAK	Lakeland, Fla.	1310	100	211
WLAP	Lexington, Ky.	1420	250 d., 100 n.	249
WLAW	Lawrence, Mass.	680	1000	265
WLB	Minneapolis, Minn.	1250	1000	
		C.P. 760	5000	275
WLBC	Muncie, Ind.	1310	250 d., 100 n.	238
WLBL	Stevens Point, Wis.	900	5000	397
WLBZ	Bangor, Me.	620	1000 d., 500 n.	256
WLEU	Erie, Pa.	1420	250 d., 100 n.	342
WLLH	Lowell, Mass.	1370	250 d., 100 n.	265
WLMU	Middlesboro, Ky.	C.P. 1210	250 d., 100 n.	252
WLNH	Laconia, N. H.	1310	100	293
WLS	Chicago, Ill.	870	50000	229
WLTH	Brooklyn, N. Y.	1400	500	301
WLVA	Lynchburg, Va.	1200	250 d., 100 n.	382
WLW	Cincinnati, Ohio	700	50000	
			S.A. 500000 Exp.	325
WMAL	Washington, D. C.	630	500 d., 250 n.	209
WMAQ	Chicago, Ill.	670	50000	230
WMAS	Springfield, Mass.	1420	250 d., 100 n.	265
WMAZ	Macon, Ga.	1180	1000	219
WMBC	Detroit, Mich.	1420	250 d., 100 n.	269
WMBD	Peoria, Ill.	1440	5000 d., 1000 n.	232
WMBF-WIOD	See WIOD-WMBF			
WMBG	Richmond, Va.	1350	500	383
WMBH	Joplin, Mo.	1420	250 d., 100 n.	281
WMBT	Chicago, Ill.	1080	5000	230
WMBO	Auburn, N. Y.	1310	100	
			C.P. 250 d.	300
WMBQ	Brooklyn, N. Y.	1500	100	302
WMBR	Jacksonville, Fla.	1370	250 d., 100 n.	211
WMBS	Uniontown, Pa.	1120	250	351
WMIC	Memphis, Tenn.	780	5000 d., 1000 n.	361
WMCA	New York, N. Y.	570	1000	307
WMEX	Boston, Mass.	1500	250 d., 100 n.	263
WMFD	Wilmington, N. C.	1370	100	318
WMEF	Plattsburg, N. Y.	1310	250 d., 100 n.	310
WMEG	Hibbing, Minn.	1210	250 d., 100 n.	274
WMEJ	Daytona Beach, Fla.	1420	100	211
WMFO	Decatur, Ala.	1370	100	178

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WMFR	High Point, N. C.	1200	100	317
WMIN	St. Paul, Minn.	1370	250 d., 100 n.	277
WMMN	Fairmont, W. Va.	890	1000 d., 500 n. C.P. 5000 d., 1000 n.	392
WMPC	Lapeer, Mich.	1200	250 d., 100 n.	272
WMPS	Memphis, Tenn.	1430	1000 d., 500 n.	361
WMSD	Sheffield, Ala.	1420	100	179
WMT	Cedar Rapids, Ia.	600	5000 d., 1000 n.	241
WNAC	Boston, Mass.	1230	5000 d., 1000 n.	263
WNAD	Norman, Okla.	1010	1000	333
WNAX	Yankton, S. D.	570	5000 d., 1000 n.	357
WNBC	New Britain, Conn.	1380	250 C.P. 1000 d., 250 n.	207
WNBF	Binghamton, N. Y.	1500	250 d., 100 n.	309
WNBH	New Bedford, Mass.	1310	250 d., 100 n.	265
WNBX	Springfield, Vt.	1260	1000 S.A. 1000 d., 500 n.	380
WNBZ	Saranac Lake, N. Y.	1290	100	311
WNEL	San Juan, Puerto Rico	1290	2500 d., 1000 n.	400
WNEW	New York, N. Y.	1250	2500 d., 1000 n.	308
WNLC	New London, Conn.	1500	100	207
WNOX	Knoxville, Tenn.	1010	5000 d., 1000 n.	359
WNYC	New York, N. Y.	810	1000	309
WOAI	San Antonio, Tex.	1190	5000	375
WOC	Davenport, Ia.	1370	250 d., 100 n.	241
WOF	Ames, Ia.	640	5000	240
WOKO	Albany, N. Y.	1430	1000 d., 500 n.	300
WOL	Washington, D. C.	1310 C.P. 1230	100 1000	209
WOLS	Florence, S. C.	1200	100	351
WOMI	Owensboro, Ky.	C.P. 1500	250 d., 100 n.	252
WOMT	Manitowoc, Wis.	1210	100	395
WOOD	Grand Rapids, Mich.	1270	500	271
WOPI	Bristol, Tenn.	1500	100	357
WOR	Newark, N. J.	710	5000	297
WORC	Worcester, Mass.	1280	500	266
WORK	York, Pa.	1320	1000	352
WORLD	Boston, Mass.	920	500	264
WOSU	Columbus, Ohio	570	1000 d., 750 n.	328
WOV	New York, N. Y.	1130	1000	309
WOW	Omaha, Nebr.	590	5000 d., 1000 n.	292
WOWO	Fort Wayne, Ind.	1160	10000	237
WPAD	Paducah, Ky.	1420	250 d., 100 n.	252
WPAR	Parkersburg, W. Va.	1420	100	392
WPAX	Thomasville, Ga.	1210	100	219
WPAY	Pertsmouth, Ohio	1370	100	329
WPEN	Philadelphia, Pa.	920	500 d., 250 n. S.A. 1000 n.,	348
WPG	Atlantic City, N. J.	1100	5000	295
WPRA	Mayaguez, Puerto Rico	1370	250 d., 100 n.	400
WPRO	Providence, R. I.	630	1000 d., 500 n.	353
WPIP	Ponce, Puerto Rico	1420	250 d., 100 n.	400
WPTF	Raleigh, N. C.	680	5000	318
WQAM	Miami, Fla.	560	1000	212
WQAN	Scranton, Pa.	880	1000 d., 500 n.	350
WQBC	Viicksburg, Miss.	1360	1000	279
WQDM	St. Albans, Vt.	1390	1000	380
WQXR	New York, N. Y.	1550	1000	309
WRAK	Williamsport, Pa.	1370	250 d., 100 n.	351
WRAY	Reading, Pa.	1310	100	349
WRAX	Philadelphia, Pa.	920	500 d., 250 n. S.A. 1000 n.	348
WRBL	Columbus, Ga.	1200	250 d., 100 n.	218
WRC	Washington, D. C.	950	1000 d., 500 n. C.P. 5000 d., 1000 n.	210
WRDO	Augusta, Me.	1370	100	256
WRDW	Augusta, Ga.	1500	250 d., 100 n.	218
WREC	Memphis, Tenn.	600	5000 d., 1000 n.	361
WREN	Lawrence, Kans.	1220	5000 d., 1000 n.	247
WRGA	Rome, Ga.	1500	250 d., 100 n.	219
WRJN	Racine, Wis.	1370	250 d., 100 n.	396
WRNL	Richmond, Va.	880	500	383
WROK	Rockford, Ill.	1410	1000 d., 500 n.	232

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WROL	Knoxville, Tenn.	1310	250 d., 100 n.	359
WRR	Dallas, Tex.	1280	500	367
WRD	Richmond, Va.	1500	100	384
WRUF	Gainesville, Fla.	830	5000	211
WRVA	Richmond, Va.	1110	5000	384
WSAI	Cincinnati, Ohio	1330	5000 d., 1000 n.	325
WSAJ	Grove City, Pa.	1310	100	343
WSAL	Salisbury, Md.	1200	250	260
WSAN	Allentown, Pa.	1440	500	341
WSAR	Fall River, Mass.	1450	1000	264
WSAU	Wausau, Wis.	1370	100	397
WSAY	Rochester, N. Y.	1210	100	310
WSAZ	Huntington, W. Va.	1190	1000	392
WSB	Atlanta, Ga.	740	50000	218
WSBC	Chicago, Ill.	1210	250 d., 100 n.	230
WSBT	South Bend, Ind.	1360	500	239
WSFA	Montgomery, Ala.	1110	1000 d., 500 n.	179
WSGN	Birmingham, Ala.	1310	250 d., 100 n.	177
WSIX	Nashville, Tenn.	1210	250 d., 100 n.	363
WSJS	Winston-Salem, N. C.	1310	100	319
WSM	Nashville, Tenn.	650	50000	363
WSMB	New Orleans, La.	1320	1000	
			C.P. 5000 d.	254
WSMK	Dayton, Ohio	1380	200	329
WSNJ	Bridgeton, N. J.	1210	100	295
WSOC	Charlotte, N. C.	1210	250 d., 100 n.	315
WSFA	Spartanburg, S. C.	920	1000	354
WSPD	Toledo, Ohio	1340	5000 d., 1000 n.	329
WSPR	Springfield, Mass.	1140	500	266
WSUI	Iowa City, Ia.	880	1000 d., 500 n.	243
WSUN	St. Petersburg, Fla.	620	5000 d., 1000 n.	214
WSVA	Harrisonburg, Va.	550	500	381
WSVS	Buffalo, N. Y.	1370	50	303
WSYB	Rutland, Vt.	1500	100	380
WSYR-WSYU	Syracuse, N. V.	570	1000	311 & 313
WTAD	Quincy, Ill.	900	1000	232
WTAG	Worcester, Mass.	580	1000	266
WTAL	Tallahassee, Fla.	1310	100	
			C.P. 250 d.	215
WTAM	Cleveland, Ohio	1070	50000	327
WTAQ	Green Bay, Wis.	1330	1000	394
WTAR	Norfolk, Va.	780	1000	382
WTAW	College Station, Tex.	1120	500	360
WTAX	Springfield, Ill.	1210	100	233
WTBO	Cumberland, Md.	800	250	259
WTCN	Minneapolis, Minn.	1250	5000 d., 1000 n.	275
WTEL	Philadelphia, Pa.	1310	100	348
WTHT	Hartford, Conn.	1200	100	206
WTIC	Hartford, Conn.	1060	50000	206
		S.A. 1040		
WTJS	Jackson, Tenn.	1310	250 d., 100 n.	359
WTMJ	Milwaukee, Wis.	620	5000 d., 1000 n.	396
WTMV	East St. Louis, Ill.	1500	250 d., 100 n.	231
WTNJ	Trenton, N. J.	1280	500	297
WTOC	Savannah, Ga.	1260	1000	
			C.P. 5000 d.	219
WTOL	Toledo, Ohio	C.P. 1200	100	330
WTRC	Elkhart, Ind.	1310	250 d., 100 n.	234
WVFW	Brooklyn, N. Y.	1400	500	302
WWAE	Hammond, Ind.	1200	100	237
WWJ	Detroit, Mich.	920	5000 d., 1000 n.	
			S.A. 5000	269
WWL	New Orleans, La.	850	10000	
			C.P. 50000	255
WWNC	Asheville, N. C.	570	1000	315
WWRL	Woodside, N. Y.	1500	250 d., 100 n.	313
WWSW	Pittsburgh, Pa.	1500	250 d., 100 n.	349
WWVA	Wheeling, W. Va.	1160	5000	393
WXYZ	Detroit, Mich.	1240	1000	269

# STATIONS BY CITIES

## WITH MAJOR NETWORK AFFILIATIONS

*Key to Network Abbreviations: C—Columbia Broadcasting System; M—Mutual Broadcasting System; NB—National Broadcasting Co. Blue Network; NR—National Broadcasting Co. Red Network.*

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Aberdeen, S. D.	KABR		Berkeley, Calif.	KRE	
Aberdeen, Wash.	KXRO	M	Beverly Hills, Calif.	KMPC	
Abilene, Kansas	KFBI		Big Spring, Tex.	KBST	
Abilene, Texas	KRBC		Billings, Mont.	KGHL	NB-NR
Ada, Okla.	KADA	M	Binghamton, N. Y.	WNBF	C
Akron, Ohio	WADC	C	Birmingham, Ala.	WAPI	C
	WJW			WBRC	NR
Alamosa, Colo.	KGIW			WSGN	NB
Albany, Ga.	WGPC		Bismarck, N. D.	KFYR	NB-NR
Albany, N. Y.	WABY	NB	Bloomington, Ill.	WJBC	
	WOKO	C	Bluefield, W. Va.	WHIS	
Albert Lea, Minn.	KATE		Blytheville, Ark.	KLCN	
Albuquerque, N. M.	KGGM		Boise, Ida.	KIDO	NB-NR
	KOB	NB-NR	Boone, Iowa.	KFGQ	
Alexandria, La.	KALB		Boston, Mass.	WAAB	M
Allentown, Pa.	WCBA			WBZ	NB
	WSAN	NB-NR		WBZA	NB
Altoona, Pa.	WFBG			WCOP	
Amarillo, Texas	KGNC	NB-NR		WEEI	C
Ames, Iowa	WOI			WHDH	
Anchorage, Alaska	KFQD			WMEX	
Anderson, Ind.	WHBU			WNAC	NR
Anderson, S. C.	WAIM	C		WORL	
Ardmore, Okla.	KVSO	M	Brady, Texas	KNEL	
Asbury Park, N. J.	WCAP		Bridgeport, Conn.	WICC	NB-M
Asheville, N. C.	WWNC	NB-NR	Bridgeton, N. J.	WSNJ	
Ashland, Ky.	WCMI		Bristol, Tenn.	WOPI	
Ashtabula, Ohio	WICA		Brookings, S. D.	KFDY	
Astoria, Ore.	KAST		Brooklyn, N. Y.	WARD	
Athens, Ga.	WGAU			WBBC	
Atlanta, Ga.	WAGA	NB		WBBR	
	WATL			WCNW	
	WGST	C		WLTH	
	WSB	NR		WMBQ	
Atlantic City, N. J.	WPG	C		WVFW	
Auburn, N. Y.	WMBO		Brownsville, Texas	KGFI	
Augusta, Ga.	WRDW	C	Buffalo, N. Y.	WBEN	NR
Augusta, Me.	WRDO	M		WBNY	
Austin, Texas	KNOW	C		WEBR	NB
	KTBC			WGR	C
Bakersfield, Calif.	KERN	NB-NR		WKBW	C
	KPMC	M		WSPV	
Baltimore, Md.	WBAL	NB-M	Burlington, Vt.	WCAX	
	WCAO	C	Butte, Mont.	KGIR	NB-NR
	WCBM		Calumet, Mich.	WHDF	
	WFBR	NR	Camden, N. J.	WCAM	
Bangor, Me.	WABI		Canton, N. Y.	WCAD	
	WLZ	C-M	Canton, Ohio	WHBC	
Baton Rouge, La.	WJBO	NB	Cape Girardeau, Mo.	KFVS	
Battle Creek, Mich.	WELL		Carlsbad, N. M.	KLAH	
Bay City, Mich.	WBCM		Carthage, Ill.	WCAZ	
Beaumont, Tex.	KFDM	NB-NR	Casper, Wyoming	KDFN	
Bellingham, Wash.	KVOS	M	Cedar City, Utah	KSUB	

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Cedar Rapids, Iowa	WMT	NB-M	Decatur, Ill.	WJBL	
Centralia-Chehalis, Wash.	KELA		Decorah, Iowa	KGCA	
Champaign, Ill.	WDWS			KWLC	
Charleston, S. C.	WCSC	NB-NR	Denver, Colo.	KFEL	M
Charleston, W. Va.	WCHS	C		KLZ	C
Charlotte, N. C.	WBT	C		KOA	NR
	WSOC	NB-NR		KPOF	
Charlottesville, Va.	WCHV			KVOD	NB
Chattanooga, Tenn.	WAPO		Des Moines, Iowa	KRNT	C
	WDOD	C		KSO	NB-M
Chicago, Ill.	WAAF			WHO	NR
	WBBM	C	Detroit, Mich.	WJBK	
	WCBD			WJR	C
	WCFL	NB-NR		WMBC	
	WCRW			WWJ	NR
	WEDC			WXYZ	NB
	WENR	NB	Devil's Lake, N. D.	KDLR	
	WGES		Dodge City, Kans.	KGNO	
	WGN	M	Dothan, Ala.	WAGF	
	WJJD		Dublin, Texas	KFPL	
	WLS	NB	Dubuque, Ia.	KDTH	
	WMAQ	NR		WKBB	C
	WMBI		Duluth, Minn.	KDAL	C
	WSBC			WEBC	NB-NR
Chico, Calif.	KHSL		Durango, Colo.	KIUP	
Cicero, Ill.	WHFC		Durham, N. C.	WDNC	C
Cincinnati, Ohio	WCKY	NB-NR	East Lansing, Mich.	WKAR	
	WCPO		East St. Louis, Ill.	WTMV	
	WKRC	C	Easton, Pa.	WEST	
	WLW	NB-NR-M	Eau Claire, Wis.	WEAU	
	WSAI	NB-NR-M	El Centro, Calif.	KXO	M
Clarksburg, W. Va.	WBLK		El Dorado, Ark.	KELD	
Clay Center, Nebr.	KMMJ		Elk City, Okla.	KASA	
Clayton, Mo.	KFUO		Elkhart, Ind.	WTRC	
Clearwater, Fla.	WFLA	NB-NR	Elmira, N. Y.	WESG	C
Cleveland, Ohio	WCLE	M	El Paso, Tex.	KROD	
	WGAR	C		KTSM	NB-NR
	WHK	NB-M		WDAH	
	WTAM	NR	Enid, Okla.	KCRC	M
Clovis, N. M.	KICA		Erie, Pa.	WLEU	NB
Coeur d'Alene, Ida.	KGCI		Eugene, Ore.	KORE	M
Coffeyville, Kans.	KGGF	M	Eureka, Calif.	KIEM	M
College Station, Tex.	WTAW		Evansville, Ind.	WEOA	C
Colorado Springs, Colo.	KVOR	C		WGBF	NB-NR
Columbia, Mo.	KFRU		Everett, Wash.	KRKO	
Columbia, S. C.	WIS	NB-NR	Fairmont, W. Va.	WMMN	C
Columbus, Ga.	WRBL		Fall River, Mass.	WSAR	M
Columbus, Ohio	WBNS	C	Fargo, N. D.	WDAY	NB-NR
	WCOL	NB-NR	Fergus Falls, Minn.	KGDE	
	WHKC	M	Flint, Mich.	WFDF	
	WOSU		Florence, S. C.	WOLS	
Corpus Christi, Tex.	KRIS	NB-NR	Fond du Lac, Wis.	KFIZ	
Corsicana, Texas	KAND		Fort Smith, Ark.	KFPW	
Corvallis, Ore.	KOAC		Fort Wayne, Ind.	WGL	NB-NR
Cumberland, Md.	WTBO			WOWO	NB
Dallas, Tex.	KRLD	C	Fort Worth, Tex.	KFJZ	
	WFAA	NB-NR		KTAT	M
	WRR	M		WBAP	NB-NR
Danville, Va.	WBTM		Frederick, Md.	WFMD	
Davenport, Iowa	WOC	C	Freeport, N. Y.	WGBB	
Dayton, Ohio	WHIO	C	Fresno, Calif.	KARM	C
	WSMK			KMJ	NB-NR
Daytona Beach, Fla.	WMFJ		Gadsden, Ala.	WJBY	
Decatur, Ala.	WMFO		Gainesville, Fla.	WRUF	

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Galesburg, Ill.	WGIL		Kalispell, Mont.	KGEZ	
Gallup, N. M.	KAWM		Kansas City, Kans.	KCKN	
Galveston, Texas	KLUF		Kansas City, Mo.	KCMO	
Garden City, Kans.	KIUL			KMBC	C
Gary, Ind.	WIND			KXBY	
Glendale, Calif.	KIEV			WDAF	NR
Glenside, Pa.	WIBG			WHB	M
Grand Forks, N. D.	KFJM		Kearney, Nebr.	KGFW	
Grand Junction, Colo.	KFXJ		Ketchikan, Alaska	KGBU	
Grand Rapids, Mich.	WASH		Kilgore, Texas	KOCA	
	WOOD	NB-NR	Kinston, N. C.	WFTC	
Great Bend, Kans.	KVGB		Klamath Falls, Ore.	KFJI	
Great Falls, Mont.	KFBB	C	Knoxville, Tenn.	WNOX	C
Greeley, Colo.	KFKA	M		WROL	NB-NR
Green Bay, Wisc.	WHBY		Kosciusko, Miss.	WHEF	
	WTAQ	C	Laconia, N. H.	WLNH	M
Greenfield, Mass.	WHAI		LaCrosse, Wisc.	WKBH	C
Greenville, S. C.	WFBC	NB-NR	Lafayette, La.	KVOL	
Greenville, Tex.	KGVL		La Grande, Ore.	KLBM	
Greensboro, N. C.	WBIG	C	La Junta, Colo.	KOKO	
Greensburg, Pa.	WHJB		Lake Charles, La.	KPLC	
Grenada, Miss.	WGRM		Lakeland, Fla.	WLAK	
Griffin, Ga.	WKEU		Lamar, Colo.	KIDW	
Grove City, Pa.	WSAJ		Lancaster, Pa.	WGAL	
Hagerstown, Md.	WJEJ		Lansing, Mich.	WJIM	
Hammond, Ind.	WHIP		Lapeer, Mich.	WMPC	
	WWAE		Laurel, Miss.	WAML	
Harrisburg, Ill.	WEBQ		Lawrence, Kans.	KFKU	
Harrisburg, Pa.	WHP	C		WREN	NB
	WKBO		Lawrence, Mass.	WLAW	
Harrisonburg, Va.	WSVA		Lewiston, Ida.	KRLC	
Hartford, Conn.	WDRG	C	Lewistown, Mont.	KDNC	
	WTHT	M	Lexington, Ky.	WLAP	
	WTIC	NR	Lima, Ohio.	WBLY	
Hattiesburg, Miss.	WFOR		Lincoln, Nebr.	KFAB	C
Hazleton, Pa.	WAZL			KFOR	M
Helena, Mont.	KPFA		Little Rock, Ark.	KARK	NB-NR
Hibbing, Minn.	WMFG	C		KGHI	
High Point, N. C.	WMFR			KLRA	C
Hilo, Hawaii	KHBC		Long Beach, Calif.	KFOX	
Hobbs, N. M.	KWEV			KGER	
Hollywood, Calif.	KFWB		Longview, Texas	KPRO	
Honolulu, Hawaii	KGMB	C-M	Longview, Wash.	KWLK	
	KGU	NB-NR	Los Angeles, Calif.	KECA	NB
Hot Springs, Ark.	KTHS	NB-NR		KEHE	
Houston, Texas	KPRC	NR		KFAC	
	KTRH	C		KFI	NR
	KXYZ	NB		KFSG	
Huntington, W. Va.	WSAZ			KFVD	
Huntsville, Ala.	WBHP			KGFJ	
Huron, S. D.	KGDY			KHJ	M
Hutchinson, Kans.	KWBG			KMTR	
Idaho Falls, Ida.	KID			KNX	C
Indianapolis, Ind.	WGVA			KRKD	
	WFBM	C	Louisville, Ky.	WAVE	NB-NR
	WIRE	NR-M		WHAS	C
Iowa City, Iowa	WSUI		Lowell, Ariz.	KSUN	
Ironwood, Mich.	WJMS		Lowell, Mass.	WLLH	M
Jackson, Mich.	WIBM		Lubbock, Texas	KFYO	
Jackson, Miss.	WJDX	NR	Lufkin, Texas	KRBA	
Jackson, Tenn.	WTJS		Lynchburg, Va.	WLVA	
Jacksonville, Fla.	WJAX	NB-NR	Macon, Ga.	WMAZ	C
	WMBR	C	Madison, Wisc.	WHA	
Jamestown, N. Y.	WJTN	NB		WIBA	NB-NR
Jamestown, N. D.	KRMC		Manchester, N. H.	WFEA	NB-NR-M
Janesville, Wisc.	WCLO		Mandan, N. D.	KGCU	
Jefferson City, Mo.	KWOS		Manhattan, Kans.	KSAC	
Jerome, Ariz.	KCRJ		Manitowoc, Wisc.	WOMT	
Jersey City, N. J.	WAAT		Mankato, Minn.	KYSM	
	WHOM		Marquette, Mich.	WBEO	
Johnstown, Pa.	WJAC		Marshalltown, Ia.	KFJB	
Joliet, Ill.	WCLS		Marshfield, Ore.	KOOS	
Jonesboro, Ark.	KBTM		Mason City, Iowa	KGLO	C
Joplin, Mo.	WMBH		Mayaguez, P. R.	WPRA	
Juneau, Alaska	KINY		Medford, Ore.	KMED	NB-NR
Kalamazoo, Mich.	WKZO		Memphis, Tenn.	WHBQ	
				WMC	NR



City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
	WMPS	NB	Paris, Texas	KPLT	
	WREC	C	Parkersburg, W. Va.	WPAR	C
Merced, Calif.	KYOS		Pasadena, Calif.	KPPC	
Meridian, Miss.	WCOC	C	Pecos, Texas	KIUN	
Miami, Fla.	WIOD-WMBF	NB-NR	Pensacola, Fla.	WCOA	C
	WQAM	C	Peoria, Ill.	WMBD	C
Miami Beach, Fla.	WKAT		Philadelphia, Pa.	KYW	NR
Middlesboro, Ky.	WLMU			WCAU	C
Midland, Texas	KRLH			WDAS	
Milwaukee, Wisc.	WEMP			WFIL	NB-M
	WISN	C		WHAT	
	WTMJ	NB-NR		WIP	
Minneapolis, Minn.	WCCO	M		WPEN	
	WDGY	C		WRAX	
	WLB			WTEL	
	WTCN	NB	Phoenix, Ariz.	KOY	C
Minot, N. D.	KLPM			KTAR	NB-NR
Mississippi City, Miss.	WGCM		Pierre, S. D.	KGFX	
Missoula, Mont.	KGVO	C	Pine Bluff, Ark.	KOTN	
Mobile, Ala.	WALA	C	Pittsfield, Mass.	WBRK	C
Modesto, Calif.	KTRB		Pittsburg, Kans.	KOAM	NB-NR
Monroe, La.	KMLB		Pittsburgh, Pa.	KDKA	NB
Monterey, Calif.	KDON	M		KQV	
Montgomery, Ala.	WSFA	C		WCAE	NR-M
Moorhead, Minn.	KVOX			WJAS	C
Muncie, Ind.	WLBC			WWSW	
Muskegon, Mich.	WKBZ		Plattsburg, N. Y.	WMFF	
Muskogee, Okla.	KBIX	M	Pocatello, Ida.	KSEI	
Nampa, Ida.	KFXD		Ponca City, Okla.	WBBZ	M
Nashville, Tenn.	WLAC	C	Ponce, Puerto Rico	WPRP	
	WSIX		Poplar Bluff, Mo.	KWOC	
	WSM	NB-NR-M	Port Arthur, Tex.	KPAC	
New Albany, Ind.	WGRC		Portland, Me.	WCSH	NR
Newark, N. J.	WHBI			WGAN	
	WOR	M	Portland, Ore.	KALE	M
New Bedford, Mass.	WNBH	M		KBPS	
New Britain, Conn.	WNBC			KEX	NB
Newburgh, N. Y.	WGNY			KGW	NR
New Haven, Conn.	WELI			KOIN	C
New London, Conn.	WNLC	M		KWJJ	
New Orleans, La.	WBNO			KXL	
	WDSU	NB	Portsmouth, N. H.	WHEB	
	WJBW		Portsmouth, Ohio	WPAY	
	WSMB	NR	Poynette, Wis.	WIBU	
	WWL	C	Presque Isle, Me.	WAGM	
Newport News, Va.	WGH		Price, Utah	KEUB	
New York	WABC	C	Providence, R. I.	WEAN	NB-M
	WBIL			WJAR	NR
	WBNX			WPRO	C
	WEAF	NR	Pueblo, Colo.	KGHF	NB-NR
	WEVD		Pullman, Wash.	KWSC	
	WFAB		Quincy, Ill.	WTAD	
	WHN		Racine, Wisc.	WRJN	
	WINS		Raleigh, N. C.	WPTF	NB-NR
	WJZ	NB	Rapid City, S. D.	KOBH	
	WMCA			WCAT	
	WNEW		Reading, Pa.	WEEU	
	WNYC			WRAW	
	WOV		Red Bank, N. J.	WBRB	
	WQXR		Redding, Calif.	KVCV	
Norfolk, Nebr.	WJAG		Reno, Nev.	KOH	C
Norfolk, Va.	WTAR	NB-NR	Richmond, Ind.	WKBV	
Norman, Okla.	WNAD		Richmond, Va.	WBBL	
Northfield, Minn.	WCAL			WMBG	NR
North Platte, Neb.	KGNF			WRNL	
Oakland, Calif.	KLX			WRTD	NB
	KLS			WRVA	C-M
	KROW		Roanoke, Va.	WDBJ	C
Ogden, Utah.	KLO	NB	Rochester, Minn.	KROC	
Oklahoma City, Okla.	KFXR		Rochester, N. Y.	WHAM	NB
	KOMA	C		WHEC	C
	KTOK	M		WSAY	
	WKY	NB-NR	Rockford, Ill.	WROK	
Okmulgee, Okla.	KHBG		Rock Island, Ill.	WHBF	
Olean, N. Y.	WHDL		Rock Springs, Wyo.	KVRS	
Olympia, Wash.	KGY	M	Rocky Mount, N. C.	WEED	
Omaha, Nebr.	KOIL	NB-M	Rome, Ga.	WRGA	
	WAAW		Roseburg, Ore.	KRNR	M
	WOW	NR	Roswell, N. M.	KGFL	
Orlando, Fla.	WDBO	C	Royal Oak, Mich.	WEXL	
Owensboro, Ky.	WOMI		Rutland, Vt.	WSYB	
Paducah, Ky.	WPAD		Sacramento, Calif.	KFBK	NB-NR
Palestine, Tex.	KNET			KROY	C
Pampa, Texas	KPDN		Saginaw, Mich.	WHAL	

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
St. Albans, Vt.	WQDM		Springfield, Mo.	WSPR	M
St. Augustine, Fla.	WFOY			KGBX	NB-NR
St. Cloud, Minn.	KFAM			KWTO	
St. Joseph, Mo.	KFEQ		Springfield, Vt.	WNBX	C
St. Louis, Mo.	KMOX	C	Sterling, Colo.	KGEK	
	KSD	NR	Stevens Pt., Wisc.	WLBL	
	KWK	NB-M	Stockton, Calif.	KGDM	M
	KXOK			KWG	NB-NR
	WEW		Sudbury, Pa.	WKOK	
	WIL		Superior, Wisc.	WDSM	
St. Paul, Minn.	KSTP	NR	Syracuse, N. Y.	WFBL	C
	WMIN			WSYR-WSYU	NB
St. Petersburg, Fla.	WSUN	NB-NR	Tacoma, Wash.	KMO	M
Salem, Ore.	KSLM	M		KVI	C
Salina, Kans.	KSAL		Tallahassee, Fla.	WTAL	
Salisbury, Md.	WSAL		Tampa, Fla.	WDAE	C
Salt Lake City, Utah	KDYL	NR	Temple, Texas	KTEM	
	KSL	C	Terre Haute, Ind.	WBOW	NB-NR
	KUTA		Texarkana, Ark.	KCMC	
San Angelo, Tex.	KGKL		Thomasville, Ga.	WPAX	
San Antonio, Tex.	KABC		Toledo, Ohio	WSPD	NB
	KMAC			WTOL	
	KONO		Topeka, Kans.	WIBW	C
	KTSA	C	Trenton, N. J.	WTNJ	
	WOAI	NB-NR	Troy, N. Y.	WHAZ	
San Bernardino, Calif.	KFXM	M	Tucson, Ariz.	KGAR	C
San Diego, Calif.	KFSD	NB		KVOA	
	KGB	M	Tulsa, Okla.	KTUL	C
San Francisco, Calif.	KFRC	M		KVOO	NB-NR
	KGGC		Tuscaloosa, Ala.	WJRD	
	KGO	NB	Tuscola, Ill.	WDZ	
	KJBS		Twin Falls, Ida.	KTFI	
	KPO	NR	Tyler, Texas	KGKB	
	KSFO	C	Uniontown, Pa.	WMBS	
	KYA		Urbana, Ill.	WILL	
San Jose, Calif.	KQW	M	Utica, N. Y.	WIBX	C
San Juan, P. R.	WKAQ		Valley City, N. D.	KOVC	
	WNEL		Vermilion, S. D.	KUSD	
San Luis Obispo, Calif.	KVEC		Vicksburg, Miss.	WQBC	
Santa Ana, Calif.	KVOE	M	Virginia, Minn.	WHLB	C
Santa Barbara, Calif.	KDB	M	Visalia, Calif.	KTKC	
	KTMS	NB	Waco, Texas	WACO	C
Santa Fe, N. M.	KRQA		Walla Walla, Wash.	KUJ	
Santa Rosa, Calif.	KSRO		Washington, D. C.	WJSV	C
Saranac Lake, N. Y.	WNBZ			WMAL	NB
Savannah, Ga.	WTOC	C		WOL	M
Schenectady, N. Y.	WGY	NR		WRC	NR
Scottsbluff, Nebr.	KGKY		Waterbury, Conn.	WATR	
Scranton, Pa.	WGBI	C		WBRY	M
	WQAN		Waterbury, Vt.	WDEV	
Seattle, Wash.	KEEN		Watertown, S. D.	KWTN	
	KIRO	C	Watsonville, Calif.	KHUB	
	KJR	NB	Wausau, Wisc.	WSAU	
	KOL	M	Waycross, Ga.	WAYX	
	KOMO	NR	Wenatchee, Wash.	KPQ	M
	KRSC		Weslaco, Texas	KRGV	NB-NR
	KTW		West Palm Beach, Fla.	WJNO	C
	KXA		West Lafayette, Ind.	WBAA	
Selma, Ala.	WHBB		Wheeling, W. Va.	WWVA	C
Shawnee, Okla.	KGFF	M	White Plains, N. Y.	WFAS	
Sheboygan, Wisc.	WHBL		Wichita, Kans.	KANS	NB-NR
Sheffield, Ala.	WMSD			KFH	C
Shenandoah, Ia.	KFNF		Wichita Falls, Tex.	KGKO	C
	KMA		Wilkes-Barre, Pa.	WBAX	
Sheridan, Wyo.	KWYO			WBRE	NB-NR
Sherman, Texas	KRRV		Williamsport, Pa.	WRAK	
Shreveport, La.	KRMD		Wilmington, Del.	WDEL	NR
	KTBS	NB-NR		WILM	
	KWKH	C	Wilmington, N. C.	WMFD	
Siloam Springs, Ark.	KUOA		Wilson, N. C.	WGTM	
Sioux City, Ia.	KSCJ	C	Winona, Minn.	KWNO	
	KTRI		Winston Salem, N. C.	WAIR	
Sioux Falls, S. D.	KELO	NB-NR		WSJS	C
	KSOO	NB-NR	Wolf Point, Mont.	KGCC	
South Bend, Ind.	WFAM		Woodside, N. Y.	WWRL	
	WSBT	C	Worcester, Mass.	WORC	C
Spartanburg, S. C.	WSPA			WTAG	NR
Spokane, Wash.	KPIO		Yakima, Wash.	KIT	M
	KFPY	C	Yankton, S. Dak.	WNAX	C
	KGA	NB	York, Pa.	WORK	NB-NR
	KHQ	NR	Youngstown, Ohio	WKBN	C
Springfield, Ill.	WCBS		Yuma, Arizona	KUMA	
	WTAX		Zanesville, Ohio	WALR	
Springfield, Mass.	WMAS	C	Zarephath, N. J.	WAWZ	

# BROADCASTING STATIONS

The following list of stations is arranged in alphabetical order as to states and territories and cities therein.

Every effort has been made to present accurate and complete information in a self explanatory method. In order to obtain this information, more than 800 questionnaires were sent to the stations early in December. After some second requests, less than 50 questionnaires remained unanswered or went astray. Data in these cases was compiled from sources considered reliable. In every case, however, corrections were made up to the time of going to press, to insure keeping pace with late developments.

RADIO ANNUAL has purposely refrained from including such fluctuating data as belong to the rate card. For such information, the reader is referred to the station itself, its representative or the current issue of STANDARD RATE and DATA.

## ALABAMA

Population 2,895,000

Number of Families 640,720

Number of Radio Homes 293,940

Retail Sales \$337,217,000

Auto Registrations 297,292

### WAPI

BIRMINGHAM—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1140 Kc. POWER: 5000 Watts.

OWNED BY: Alabama Polytechnic Institute, University of Alabama and Alabama College. OPERATED BY: Voice of Alabama, Inc.\* BUSINESS ADDRESS: Protective Life Bldg. STUDIO ADDRESS 14th floor, same building. TRANSMITTER LOCATION: Sandusky. TIME ON THE AIR: Full daytime schedule; alternate night schedule (with KVOO). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Pub.

#### PERSONNEL

President & Genl. Mgr. . . . . Thad Holt  
Commercial Manager . . . . . Dewey Long

#### POLICIES

Has been taking beer and light wine accounts but no hard liquor.

#### REPRESENTATIVE

Radio Sales

\* New operating company known as Voice of Alabama, Inc., (with CBS owning 45 per cent of the stock) scheduled to take over this station as lessees. Up to the time of going to press the FCC had not yet granted its permission.

### WBRC

"ALABAMA'S DOMINANT STATION"

BIRMINGHAM—EST. 1925

NBC—(RED)

FREQUENCY: 930 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Birmingham Broadcasting Co. OPERATED BY: Same. BUSI-

NESS ADDRESS: Bankhead Hotel. PHONE: 3-9293. STUDIO ADDRESS: Bankhead Hotel. TRANSMITTER LOCATION: Coalburg. TIME ON THE AIR: 6:00 A.M. to midnight. NEWS-PAPER AFFILIATIONS: Birmingham Post, Southern Radio News. NEWS SERVICE: International News Service.

#### PERSONNEL

President . . . . . K. G. Marshall  
Commercial Manager . . . . . K. G. Marshall  
Ass't Manager . . . . . John M. Connolly  
Station Manager . . . . . J. C. Bell  
Sales Manager . . . . . J. C. Bell  
Musical Director . . . . . W. D. Rushing  
Chief Engineer . . . . . J. C. Bell

#### POLICIES

Station bans the broadcasting of hard liquor but does permit announcements for beer and wines. Policy in regard to patent medicines is that their announcement copy must be submitted to station for approval before acceptance.

Merchandising: Merchandising and exploitation features in connection with commercial programs at cost.

### WSGN

"THE NEWS-AGE-HERALD STATION"

BIRMINGHAM—EST. 1927

NBC (BLUE) DIXIE

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: R. B. Broyles Co. OPERATED BY: The Birmingham News Co. BUSINESS ADDRESS: Tutwiler Hotel. PHONE: 2184. STUDIO ADDRESS: Tutwiler Hotel. TRANSMITTER LOCATION: Druid Hills. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: The Birmingham News, The Birmingham Age-Herald, NEWS

**SERVICE:** International News Service; **TRANSCRIPTION SERVICE:** World Broadcasting System.

**PERSONNEL**

V-P. and Gen. Mgr.....Henry P. Johnston  
Chief Engineer.....P. B. Cram  
Program Director.....Bob McRaney  
Production Manager.....Ira Leslie

**POLICIES**

Accept beer, but not whiskey—foreign language when English version is furnished.

Merchandise via mail letters to trade, contact accounts, at cost to sponsor — have access to newspaper publicity so long as sponsor's name does not appear in the columns of paper.

**REPRESENTATIVE**

Kelly Smith Company

**WMFO**

"HEART OF THE TENN. VALLEY"  
**DECATUR—EST. 1935**

**ALABAMA MUTUAL BROADCASTING SYSTEM**

**FREQUENCY:** 1370 Kc. **POWER:** 100 watts. **OWNED BY:** James R. Doss, Jr. **OPERATED BY:** James R. Doss, Jr. **BUSINESS ADDRESS:** 418½ Second Ave. **PHONE:** Decatur 1010. **STUDIO ADDRESS:** 418½ Second Ave. **TRANSMITTER LOCATION:** 418½ Second Ave. **TIME ON THE AIR:** 6:00 A.M. to local sunset. **NEWSPAPER AFFILIATIONS:** Birmingham Post, Southern Radio News (Cooperative only). **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** World Broadcasting System.

**PERSONNEL**

President.....James R. Doss, Jr.  
Commercial Manager.....R. H. Albright  
Advertising Manager.....Ted R. Woodard  
Artists' Bureau Head.....M. E. Summer  
Chief Announcer.....A. M. Smith  
Station Manager.....Ted R. Woodard  
Sales Manager.....R. H. Albright  
Publicity Director.....Ted R. Woodard  
Musical Director.....Cois Lowery  
Chief Engineer.....Rex White

**POLICIES**

Local County option laws (Morgan County is Dry) according to state statutes prohibits liquor advertising in dry counties.

Merchandising through Window Cards, Posters, Direct Mail and Newspaper listings. Also advance "Plugs" from Station.

**REPRESENTATIVE**

J. J. Devine & Assoc.

**WAGF**

"THE TRI-STATES STATION"  
**DOTHAN—EST. 1932**

**FREQUENCY:** 1370 Kc. **POWER:** 250 watts. **OWNED BY:** Dothan Broadcasting Co. **OPERATED BY:** Dothan Broadcasting Co. **BUSINESS ADDRESS:** 204½ E. Main St. **PHONE:** 1430. **STUDIO ADDRESS:** 204½ E. Main St. **TRANS-**

**MITTER LOCATION:** S. E. Ala. Fairgrounds. **TIME ON THE AIR:** 8:00 A.M. to local sunset. **NEWS SERVICE:** Transradio Press.

**PERSONNEL**

Station Manager.....Julian C. Smith  
Commercial Manager.....Fred Moseley  
Chief Announcer.....Samuel Hall  
Chief Engineer.....John T. Hubbard

**POLICIES**

Does not accept liquor Announcements. Wines and Beer accepted. No Foreign language element in this territory.

No special merchandising policies.

**REPRESENTATIVE**

J. J. Devine & Assoc.

**WJBY**

**GADSDEN—EST. 1928**

**FREQUENCY:** 1210 Kc. **POWER:** 250 watts. d.; 100 watts. n. **OWNED BY:** Gadsden Broadcasting Co., Inc. **OPERATED BY:** Gadsden Broadcasting Co., Inc. **BUSINESS ADDRESS:** 108 Broad St. **PHONE:** 88. **STUDIO ADDRESS:** 108 Broad St. **TRANSMITTER LOCATION:** 108 Broad St. **TIME ON THE AIR:** 7:00 A.M. to 9:30 P.M. **NEWS SERVICE:** Transradio Press. **TRANSCRIPTION SERVICE:** NBC The-saurus.

**PERSONNEL**

President.....B. H. Hopson  
Commercial Manager.....J. W. Buttram  
Advertising Manager.....J. W. Buttram  
Station Manager.....J. W. Buttram  
Sales Manager.....J. W. Buttram  
Publicity Director.....Ed. Mullinax  
Chief Engineer.....Vernon Story

**POLICIES**

No liquor advertising accepted. Merchandising includes Radio NewsGrams. Letters to the trade. Publicity and program listings in the Southern Radio News and the Gadsden Free Press.

**REPRESENTATIVE**

Norman Craig, N. Y., and Sears & Ayer, Chicago

**WBHP**

"SERVING THOUSANDS THROUGHOUT THE TENNESSEE VALLEY"  
**HUNTSVILLE—EST. 1937**

**ALABAMA MUTUAL BROADCASTING SYSTEM**

**FREQUENCY:** 1200 Kc. **POWER:** 100 Watts. **OWNED BY:** W. H. Pollard. **OPERATED BY:** W. H. Pollard. **BUSINESS ADDRESS:** Time's Bldg. **PHONE:** 313. **STUDIO ADDRESS:** Time's Bldg. **TRANSMITTER LOCATION:** 1½ miles west of Huntsville. **MAINTAINS ARTISTS' BUREAU.** **TIME ON THE AIR:** 7:00 A.M. to 9:00 P.M. **NEWS SERVICE:** Transradio Press.

**PERSONNEL**

President.....W. H. Pollard  
Commercial Manager.....John C. Hughes  
Advertising Manager.....John S. Allen

Artists' Bureau Head ..... Weston Britt  
 Chief Announcer ..... Vance Brooks  
 Station Manager ..... W. H. Pollard  
 Sales Manager ..... John S. Allen  
 Musical Director ..... Weston Britt  
 Chief Engineer ..... M. C. Davie, Jr.

Treasurer and Gen. Mgr. .... Howard E. Pill  
 Sales Manager ..... John B. DeMotte  
 Publicity Director ..... M. E. Price  
 Musical Director ..... E. Caldwell Stewart  
 Chief Engineer ..... S. G. Persons

**POLICIES**

Does not accept liquor or foreign language programs.

**REPRESENTATIVE**

J. J. Devine & Assoc.

**WALA**

**MOBILE—EST. 1930**

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 1380 Kc. POWER: 1000 watts,  
 d.; 500 watts, n. OWNED BY: W. O. Pape.  
 OPERATED BY: Pape Broadcasting Company.  
 BUSINESS ADDRESS: 106 St. Joseph St.  
 PHONE: Dexter 5893-4. STUDIO ADDRESS:  
 106 St. Joseph St. TRANSMITTER LOCATION:  
 Mobile. TIME ON THE AIR: 7:00 A.M. to 11:00  
 P.M. MAINTAINS ARTISTS' BUREAU. TRAN-  
 SCRIPTON SERVICE: NBC Thesaurus.

**PERSONNEL**

General Manager ..... W. O. Pape  
 Assistant Manager ..... J. H. Hunt  
 Artists' Bureau Head ..... H. J. Grant  
 Sales Manager ..... H. K. Martin  
 Musical Director ..... H. J. Grant  
 Chief Engineer ..... R. H. Cole  
 Chief Announcer ..... H. J. Grant

**POLICIES**

Liquor advertising depends on local option in this state.

Merchandising: Station maintains a merchandising department which works with advertiser in any way possible to obtain satisfactory results.

**WSFA**

"ALABAMA'S CAPITAL CITY STATION"  
**MONTGOMERY—EST. 1930**

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 1410 Kc. POWER: 1000 watts,  
 d.; 500 watts, n. OWNED BY: Montgomery  
 Broadcasting Co., Inc. OPERATED BY: Mont-  
 gomery Broadcasting Co., Inc. BUSINESS  
 ADDRESS: Jefferson Davis Hotel. PHONE:  
 Cedar 5880. STUDIO ADDRESS: Jefferson  
 Davis Hotel. TRANSMITTER LOCATION:  
 Jefferson Davis Hotel. TIME ON THE AIR:  
 6:30 A.M. to 11:00 P.M. NEWS SERVICE: In-  
 ternational News Service, Transradio Press.  
 TRANSCRIPTION SERVICE: NBC Thesaurus.

**PERSONNEL**

President ..... S. G. Persons  
 Commercial Manager ..... H. E. Pill  
 Advertising Manager ..... H. E. Pill  
 Chief Announcer ..... E. Caldwell Stewart

**POLICIES**

No foreign language programs accepted.

Merchandising features: All mailing at clients' expense; Advertising department will detail man for dealer contacts when requested; Broadside of announcements preceding inaugural of new series of programs, giving time of program, features, etc.

**REPRESENTATIVE**

Joseph Hershey McGillvra

**WHBB**

"HEART OF THE BLACK BELT"  
**SELMA—EST. 1935**

FREQUENCY: 1500 Kc. POWER: 100 watts.  
 OWNED BY: Selma Broadcasting Co. OP-  
 ERATED BY: Same. BUSINESS ADDRESS:  
 Box 26. PHONE: 1233. STUDIO ADDRESS:  
 31 Edgewood. TRANSMITTER LOCATION:  
 Highway 80 (2 miles from town). TIME ON  
 THE AIR: 7:00 A. M. to 9:00 P. M. (unlimited).  
 NEWS SERVICE: International News Service.  
 TRANSCRIPTION SERVICE: NBC Thesaurus.

**PERSONNEL**

Station Manager ..... W. J. Reynolds, Jr.  
 Commercial Manager ..... W. J. Reynolds, Jr.  
 Advertising Manager ..... L. D. Yates  
 Chief Announcer ..... W. A. Coleman  
 Sales Manager ..... L. D. Yates  
 Chief Engineer ..... Homer Johnson

**POLICIES**

No stated special policies.

**REPRESENTATIVE**

J. J. Devine & Assoc.

**WMSD**

"THE NEWS STATION"  
**SHEFFIELD—EST. 1933**

FREQUENCY: 1420 Kc. POWER: 100 watts.  
 OWNED BY: Muscle Shoals Broadcasting  
 Corp. OPERATED BY: Muscle Shoals Broad-  
 casting Corp. BUSINESS ADDRESS: Sheffield  
 Hotel. PHONE: 821. STUDIO ADDRESS: Shef-  
 field Hotel. TRANSMITTER LOCATION:  
 Muscle Shoals City. TIME ON THE AIR: 6:30  
 A.M. to 10:00 P.M. NEWS SERVICE: Trans-  
 radio Press. TRANSCRIPTION SERVICE: NBC  
 Thesaurus.

**PERSONNEL**

President ..... Mrs. E. L. Chapman  
 Advertising Manager ..... Joe Van Sandt  
 Artists' Bureau Head ..... Beulah Sutton  
 Chief Announcer ..... James Connolly  
 Station Manager ..... Joe Van Sandt  
 Publicity Director ..... Beulah Sutton  
 Musical Director ..... Beulah Sutton  
 Chief Engineer ..... Bill Atkinson

## POLICIES

All advertising for Alcoholic Beverages and Medicines must be checked 24 hours in advance by the Station or Office Manager.

### REPRESENTATIVE

J. J. Devine & Assoc., Inc.

# WJRD

"BRIGHTEST DAY TIME SPOT ON YOUR DIAL"

TUSCALOOSA—EST. 1936  
ALABAMA SPORTS NETWORK

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: James R. Doss, Jr. OPERATED BY: James R. Doss, Jr. BUSINESS ADDRESS: First National Bank Bldg., Box 393. PHONE: 1401-1022. STUDIO ADDRESS: First National Bank Bldg. TRANSMITTER LOCATION: Greensboro Road opposite Jug

Factory Road. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: Transradio. MAINTAINS ARTIST BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

### PERSONNEL

Director.....James R. Doss, Jr.  
Commercial Manager.....J. L. Doss  
Advertising Manager.....J. L. Doss  
Chief Announcer.....Gerald Little  
Program and Production  
Manager.....Wilhelmina Quarles  
Sales Manager.....J. L. Doss  
Musical Director.....Wilhelmina Quarles  
Chief Engineer.....E. H. Eudy

### POLICIES

Local law prohibits liquor advertisements. WJRD does not participate in promotional advertising, or schemes of any kind.

### REPRESENTATIVE

J. J. Devine & Assoc.

# ARIZONA

Population 412,000

Number of Families 98,780

Number of Radio Homes 72,090

Retail Sales \$121,083,000

Auto Registrations 115,035

# KCRJ

JEROME—EST. 1930

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Charles C. Robinson. OPERATED BY: Charles C. Robinson. BUSINESS ADDRESS: Robinson's Jewelry Bldg. STUDIO ADDRESS: Robinson's Jewelry Bldg. TRANSMITTER LOCATION: Near Jerome. TIME ON THE AIR: Unlimited (actual, 9:00 A.M. to 9:00 P.M.).

### POLICIES

Spanish staff service available for Spanish programs.

# KSUN

"BISBEE-DOUGLAS STATION"

LOWELL—EST. 1933  
ARIZONA NETWORK

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Copper Elec. Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Lowell. PHONE: 9. STUDIO ADDRESS: Lowell. TRANSMITTER LOCATION: Lowell. TIME ON THE AIR: 9:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press.

### PERSONNEL

President.....James S. Maffeo

Commercial Manager.....R. B. Thompson  
Station Manager.....Carleton W. Morris  
Sales Manager.....R. B. Thompson  
Chief Engineer.....David C. Karbach

### POLICIES

Will take any liquor account provided all copy is edited by station. Foreign language accounts accepted in Spanish only.

Station will cooperate in any way possible to merchandise accounts.

### REPRESENTATIVE

John Blair & Company

# KOY

PHOENIX—EST. 1921 (as KFCB)  
1929 (as KOY)

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 1390 Kc. POWER: 1000 Watts. OWNED BY: Salt River Valley Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 838 N. Central. PHONE: 4-4144. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 12th St. & Camelback Rd. TIME ON THE AIR: 6:30 A.M. to 11:45 P.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Transcription Service, Langlois-Wentworth.

## PERSONNEL

President ..... William A. Baldwin  
Business Manager ..... J. D. Schreiber  
Artists' Bureau Head ..... Roberta Bragdon  
Chief Announcer ..... Joe Dana  
Program Director ..... Jack Williams  
Station Manager ..... Fred A. Palmer  
Sales Manager ..... Chas. Kennedy  
Publicity Director ..... Lucille Braine  
Musical Director ..... Ralph Waldo Emerson  
Chief Engineer ..... E. E. Alden

## POLICIES

Policy on liquor advertising maintained in accordance with FCC requirements. Station does not accept payment for station time from Churches. Time on the air donated to such religious organizations. Schedule rotated to accommodate every church, etc., etc.

Merchandising: Special merchandising letters, cards, etc., sent out by mailing department drawing attention to certain commercial programs.

Publicity given in Phoenix Chat (local shop-pers guide) in which KOY schedule is printed weekly.

## REPRESENTATIVE

John Blair & Company

# KTAR

"SERVING ARIZONA WITH THE BEST IN RADIO"

## PHOENIX—EST. 1922

NBC (Red and Blue)

FREQUENCY: 620 Kc. POWER: 1000 Watts. OWNED BY: The Arizona Republic and Electrical Equipment Co. OPERATED BY: The Arizona Republic and Electrical Equipment Co. BUSINESS ADDRESS: "Atop the Heard Bldg." PHONE: 4-4161. STUDIO ADDRESS: "Atop the Heard Bldg." TRANSMITTER LOCATION: "Atop the Heard Bldg." TIME ON THE AIR: 6:30 A.M. to 11:15 P.M. NEWSPAPER AFFILIATIONS: The Arizona Republic (morning), Phoenix Gazette (Evening), The Arizona Weekly Gazette. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Associated Library Service, NBC Thesaurus, Standard Radio Library and MacGregor Library.

## PERSONNEL

President ..... Sam Kahan  
Station Manager ..... Richard O. Lewis  
Commercial Manager ..... J. R. Heath  
Artists' Bureau Head ..... Fay Meyerson  
Publicity Director ..... Hal Roach  
Musical Director ..... Howard Pyle  
Chief Engineer ..... Arthur Anderson

## POLICIES

No wine or hard liquor advertising is accepted.

Maintains a policy of strict censorship in effort to prevent fraudulent, misleading and objectionable advertising. Station does not accept advertising that makes unfair attacks on groups or individuals. In attempting to present clean programs in the public interest

Station will endeavor to refuse the following types of advertising: Patent Medicines of dubious character, fraudulent schools, matrimonial agencies, fortune tellers and lotteries, financial firms of questionable character, Mail order advertising which is competitive to local merchants, etc.

Merchandising: Paid listing of program in morning and evening Phoenix newspapers. Announcements regarding program time and sponsor on the air prior to program time. Other services depending on type of program and job to be done in a merchandising way.

## REPRESENTATIVES

Walter Biddick Co. and E. Katz Special Advertising Agency

# KGAR

## TUCSON—EST. 1929

COLUMBIA BROADCASTING SYSTEM  
ARIZONA NETWORK

FREQUENCY: 1370 Kc. POWER: 250 Watts. d.; 100 Watts. n. OWNED BY: Tucson Motor Service Co. OPERATED BY: Tucson Motor Service Co. BUSINESS ADDRESS: Sixth Ave. & 12th St. PHONE: Tucson 918. STUDIO ADDRESS: Sixth Ave. & 12th St. TRANSMITTER LOCATION: Tucson. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. TRANSCRIPTION SERVICE: Lang-Worth Feature Programs.

## PERSONNEL

President-General Mgr. .... Frank Z. Howe

## POLICIES

All programs, talks and announcements are subject to station approval.

## REPRESENTATIVES

Joseph Hershey McGillvra (N. Y. and Chicago)  
Walter Biddick Co. (Coast)

# KVOA

"COVERS SOUTHERN ARIZONA LIKE THE SUNSHINE"

## TUCSON—EST. 1929

FREQUENCY: 1260 Kc. POWER: 1000 Watts. OWNED BY: Arizona Broadcasting Co., OPERATED BY: Arizona Broadcasting Co. BUSINESS ADDRESS: P. O. Box 2888. PHONE: 3703. STUDIO ADDRESS: Albert Steinfeld & Co. Bldg., Pennington and Stone. TRANSMITTER LOCATION: 10th and Lee. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. NEWS SERVICE: Associated Press (in cooperation with the Arizona Daily Star). TRANSCRIPTION SERVICE: C. P. MacGregor & Co.

## PERSONNEL

President ..... Harold Steinfeld  
Station Manager ..... R. B. Williams  
Publicity Director ..... Carl C. Hickman  
Musical Director ..... Carl C. Hickman  
Chief Engineer ..... Leonard L. Nalley

## POLICIES

Advertising of alcoholic beverages not accepted, excepting beer. Foreign language accounts accepted.

Merchandising: Commercial programs sold on basis of carefully prepared merchandising campaign. All possible merchandising help given.

### REPRESENTATIVES

Walter Biddick Co. and E. Katz Special Advertising Agency

## KUMA

"THE VOICE OF YUMA COUNTY"

YUMA—EST. 1932

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: A. H. Schermann. OPERATED BY: E. B. Sturdivant d/b Silver Crest Theaters. BUSINESS ADDRESS: P. O. Box 1871. PHONE: 88. STUDIO ADDRESS: Lee Hotel

Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7-9 A.M.—11-2 P.M.—6-10 P.M. NEWS SERVICE: Local news. TRANSCRIPTION SERVICE: C. P. MacGregor.

### PERSONNEL

Station Manager.....E. N. Sturdivant  
Chief Announcer.....D. E. Bennett  
Chief Engineer.....Ted H. Kieling

### POLICIES

Advertises beer, wine, but not whiskey. Merchandising: Help with direct mail provided sponsor furnishes material. Tie-up with Yuma Daily Sun to carry program publicity, etc.

### REPRESENTATIVE

Walter Biddick Co.

# ARKANSAS

Population 2,048,000

Number of Families 479,380

Number of Radio Homes 213,410

Retail Sales \$240,724,000

Auto Registrations 217,227

## KLCN

BLYTHERVILLE—EST. 1923

FREQUENCY: 1290 Kc. POWER: 100 watts. OWNED BY: C. L. Lintzenich. OPERATED BY: Same. BUSINESS ADDRESS: Sec. & Walnut. PHONE: 123-122. STUDIO ADDRESS: 203 Main. TRANSMITTER LOCATION: Sec. & Walnut. TIME ON THE AIR: 9:00 A.M. to 5:00 P.M. NEWS SERVICE: Local news.

### PERSONNEL

Owner and Operator.....C. L. Lintzenich  
Advertising Manager.....C. L. Lintzenich  
Chief Announcer.....A. J. Bishop  
Publicity Director.....John Burns  
Chief Engineer.....C. L. Lintzenich

### POLICIES

No stated special policy.

## KELD

"IN TUNE WITH SOUTH ARKANSAS"

EL DORADO—EST. 1935

ARKANSAS NETWORK

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Radio Enterprises, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 212 Exchange Bldg. PHONE: 1313-4. STUDIO ADDRESS: P.O. Box 610 Country Club Colony. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### PERSONNEL

President.....R. E. Meinert  
Commercial Manager.....F. E. Bolls  
Advertising Manager.....T. P. Thompson  
Chief Announcer.....Leon Sipes  
Station Manager.....F. E. Bolls  
Publicity Director.....Leon Sipes  
Musical Director.....Rodney Smith  
Chief Engineer.....Charles Matthis, Jr.

### POLICIES

Does not broadcast liquor announcements. Station publishes house organ at regular intervals to aid in merchandising commercials.

## KFPW

"THE FRIENDLY STATION"

FORT SMITH—EST. 1930

FREQUENCY: 1210 Kc. POWER: 100 watts. OWNED BY: Southwestern Hotel Co. OPERATED BY: Same. BUSINESS ADDRESS: Goldman Hotel. PHONE: 4106-7-7069. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. NEWS SERVICE: United Press. Transradio Press and local news. TRANSCRIPTION SERVICES: NBC Thesaurus, Standard Radio & World Broadcasting System. MAINTAINS ARTISTS BUREAU.

### PERSONNEL

President.....John A. England  
Commercial Manager.....Jimmie Barry  
Advertising Manager.....Jimmie Barry



Artists Bureau Head.....A. E. Hall  
 Station Manager.....Dorothy A. Gibson  
 Sales Manager.....J. Barry  
 Publicity Director.....Paul E. Nelson  
 Musical Director.....Alton Blake  
 Chief Engineer.....L. Willard Doane

**POLICIES**

Does not accept liquor accounts. Beer is accepted. No foreign language accounts. Closing time for programs in advance. No time sold in bulk for re-sale.

Merchandising aids through news tie-ups and specially arranged services.

**KT HS**

"KUM-TO-HOT SPRINGS"  
**HOT SPRINGS—EST. 1924**

NBC (RED and BLUE)

FREQUENCY: 1060 Kc. POWER: 10,000 watts. OWNED BY: H. S. Chamber of Commerce. OPERATED BY: Chamber of Commerce. BUSINESS ADDRESS: Hot Springs. PHONE: 212-3. STUDIO ADDRESS: Hot Springs. TRANSMITTER LOCATION: Hot Springs. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATIONS: Hot Springs New Era and Sentinel Record. NEWS SERVICE: Associated Press (non-commercial). MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

**PERSONNEL**

President.....S. A. Kemp  
 Station Manager.....S. A. Cisler  
 Commercial Manager.....H. A. Shuman  
 Chief Engineer.....J. Clinton Norman

**POLICIES**

No liquor advertising.  
 Advance announcements gratis on programs.  
 Dealer contacts by arrangement.

**REPRESENTATIVE**

Gene Furgason & Co.

**KB TM**

"N. E. ARKANSAS' FRIENDLY VOICE"  
**JONESBORO—EST. 1930**

ARKANSAS NETWORK

FREQUENCY: 1200 Kc. POWER: 100 watts. OWNED BY: W. J. Beard. OPERATED BY: Jay P. Beard. BUSINESS ADDRESS: W. Washington. PHONE: 433-866. STUDIO ADDRESS: W. Washington. TRANSMITTER LOCATION: State Highway No. 1. TIME ON THE AIR: 7:15 A.M. to 5:00 P.M. (winter); 7:30 A.M. to 6:30 P.M. (summer). NEWS SERVICE: Transradio News.

**PERSONNEL**

President.....W. J. Beard  
 Commercial Manager.....Jay P. Beard  
 Advertising Manager.....Jay P. Beard  
 Chief Announcer.....Frank Keegan  
 Station Manager.....Jay P. Beard  
 Publicity Director.....Fred McGhee  
 Chief Engineer.....J. D. Miller

**POLICIES**

A minimum of liquor advertising is accepted on week days. None accepted on Sunday.

All announcements limited to 100 words. No foreign language programs accepted. All advertising must be approved by station management before presented.

A merchandising department, supervised by station manager, is available to contracts using reasonable amount of station time. Specific merchandising services are available to these accounts at regular station card rate. Details available upon request.

**KARK**

**LITTLE ROCK—EST. 1930**

NBC (RED and BLUE)

FREQUENCY: 890 Kc. POWER: 1000 watts. OWNED BY: Ark. Radio & Equipment Co. OPERATED BY: Ark. Radio & Equipment Co. BUSINESS ADDRESS 212 Cedar. PHONE: 2-1841. STUDIO ADDRESS: 212 Center. TRANSMITTER LOCATION: North Little Rock. TIME ON THE AIR: 6:00 A.M. to midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated. Facilities for recording on acetate.

**PERSONNEL**

V-P. and Gen. Mgr.....G. E. Zimmerman  
 Station Manager.....Larry Meinert  
 Commercial Manager.....C. K. Beaver  
 Chief Announcer.....Jack Lewis  
 Sales Manager.....C. K. Beaver  
 Musical Director.....Thomas Morrisey  
 Chief Engineer.....Dan Winn

**POLICIES**

Accepts beer and wine but no liquor. Accepts foreign language programs.

Resume of programs given twice daily. Letters sent to trade at cost. New programs given build up.

**REPRESENTATIVE**

Edward Petry & Company

**KG HI**

**LITTLE ROCK—EST. 1927**

FREQUENCY: 1200 Kc. POWER: 250 Watts. d.; 100 Watts, n. OWNED BY: Arkansas Broadcasting Co. OPERATED BY: Arkansas Broadcasting Co. BUSINESS ADDRESS: Arkansas Gazette Bldg. STUDIO ADDRESS: Arkansas Gazette Bldg. TRANSMITTER LOCATION: Little Rock. TIME ON THE AIR: 7:30 A.M. to 10:00 P.M. NEWSPAPER AFFILIATION: Arkansas Gazette.

**PERSONNEL**

Manager.....R. G. Terrill  
 Program Director.....Henry Frick  
 Chief Engineer.....K. F. Tracy

**POLICIES**

Advertising of alcoholic beverages accepted.

# KLRA

"VOICE OF ARKANSAS"

**LITTLE ROCK—EST. 1926**

**COLUMBIA BROADCASTING SYSTEM**

FREQUENCY: 1390 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Arkansas Broadcasting Co. OPERATED BY: Arkansas Broadcasting Co. BUSINESS ADDRESS: P. O. Box 550. PHONE: 5427-8—LD132. STUDIO ADDRESS: Gazette Bldg. TRANSMITTER LOCATION: Adjacent to North Little Rock. TIME ON THE AIR: (daily) 6:30 A.M. to 12:00 midnight; (Sunday) 7:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Arkansas Gazette. NEWS SERVICE: Press-Radio News, Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## PERSONNEL

President..... A. L. Chilton  
Commercial Manager..... S. G. Vinsonhaler  
Chief Announcer..... Frank Hennessey  
Station Manager..... S. C. Vinsonhaler  
Sales Manager..... Ray Lang  
Publicity Manager..... Ray Lang  
Musical Director..... Alleene Ables  
Chief Engineer..... K. F. Tracy

## POLICIES

No hard liquor advertising. No call for foreign language accounts in this section of the country.

Assist in counter display cards, and point of sale advertising, and through exploitation with the Arkansas Gazette.

## REPRESENTATIVE

E. Katz, Special Adv. Agency.

# KOTN

"COTTON CENTER OF ARKANSAS"

**PINE BLUFF—EST. 1934**

**ARKANSAS NETWORK**

FREQUENCY: 1500 Kc. POWER: 100 watts. OWNED BY: Universal Broadcasting Corp. OPERATED BY: Universal Broadcasting Corp. BUSINESS ADDRESS: 505½ Main St. PHONE: 464. STUDIO ADDRESS: 505½ Main. TRANSMITTER LOCATION: 505½ Main. TIME ON THE AIR: 7:00 A.M. to local sunset. TRANSCRIPTION SERVICE: C. P. McGregor.

## PERSONNEL

President..... B. J. Parrish  
Commercial Manager..... R. W. Etter  
Station Manager..... B. J. Parrish  
Musical Director..... Lucille Grubbs  
Chief Engineer..... J. R. Whitworth

## POLICIES

Does not accept liquor advertising. Have not as yet carried any foreign language programs as Arkansas population is practically all American.

Cooperates in every way possible with merchants and distributors. Plugs regular commercial programs daily at various times. Has a number of programs in which listeners participate.

# KUOA

"VOICE OF THE OZARKS"

**SILOAM SPRINGS—EST. 1922**

FREQUENCY: 1260 Kc. Power: 5000 Watts. OWNED BY: KUOA, Inc. OPERATED BY: KUOA, Inc. BUSINESS ADDRESS: Siloam Springs. PHONE: Long distance 77. STUDIO ADDRESS: Siloam Springs. TRANSMITTER LOCATION: 1 mile west of Siloam Springs. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, Langworth Programs, Standard Radio Features.

## PERSONNEL

Chairman of Board..... John E. Brown  
President..... Richard Hodges  
Commercial Manager..... Storm Whaley  
Station Manager..... C. M. Books  
Musical Director..... Reginald W. Martin  
Chief Engineer..... J. L. Miller

## POLICIES

Station will not accept liquor or any alcoholic beverage advertising.

Also no Sunday commercials.

Closely connected with Ozark American, a monthly magazine, which devotes space to listing and publicity. Also provides posters, and supplemental radio mention on resume programs.

## REPRESENTATIVE

Howard H. Wilson Co.

# KCMC

"SERVING TEXARKANA AND THE 4 STATES AREA WITH NEWS OF THE WORLD HOURS AHEAD"

**TEXARKANA—EST. 1932**

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KCMC, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 317 Pine St. PHONE: 958-3210. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWSPAPER AFFILIATIONS: Texarkana Gazette, Texarkana Daily News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, C. P. MacGregor. MAINTAINS ARTISTS BUREAU.

## PERSONNEL

President..... C. E. Palmer  
General Manager..... Foster W. Fort  
Artists Bureau Head..... Georgene Wilson  
Chief Announcer..... Thomas Dillahunty  
Musical Director..... R. W. Siler  
Chief Engineer..... W. H. Robison

## POLICIES

Liquor accounts are not solicited but will be taken if the word whiskey or liquor is not used in the copy . . .

Merchandising: Maintains a staff to see that the local trade makes the most of the spot programs of the manufacturer and advertiser.

## REPRESENTATIVE

H. K. Conover Company

# CALIFORNIA

Population 6,154,000

Number of Families 1,721,310    Number of Radio Homes 1,648,410

Retail Sales \$2,329,009,000    Auto Registrations 2,327,984

## KERN

BAKERSFIELD—EST. 1932

NBC (RED & BLUE) CALIFORNIA RADIO SYSTEM

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Elk's Bldg. PHONE: 5700-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: Fresno Bee, Sacramento Bee. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

### PERSONNEL

President.....Guy C. Hamilton  
Commercial Manager.....Howard Lane  
Station Manager.....Robert L. Stoddard  
Sales Manager.....Robert L. Stoddard  
Publicity Director.....Philip McHugh  
Chief Engineer.....Verne Shatto

### POLICIES

Does not accept liquor advertising—except beer. No foreign language broadcasts.

Merchandising: Offers complete merchandising service which includes contacting leading stores of the city, pre-announcements on new commercials—and a program resume each day during the noon hour.

### REPRESENTATIVE

Paul H. Raymer Co.

## KPMC

BAKERSFIELD—EST. 1933

MUTUAL—DON LEE BROADCASTING SYSTEM

FREQUENCY: 1550 Kc. POWER: 1000 Watts. OWNED BY: Pioneer Mercantile Co. OPERATED BY: Pioneer Mercantile Co. BUSINESS ADDRESS: Box 1709. PHONE: 4500, 5100. STUDIO ADDRESS: 307½ E. 21st St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:45 A.M. to 12:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, MacGregor.

### PERSONNEL

President.....F. G. R. Schamblin  
Commercial Manager.....E. McCaffrey

Chief Announcer.....C. C. Sturm  
Station Manager.....L. A. Schamblin  
Musical Director.....C. C. Sturm  
Chief Engineer.....L. P. Jarvis

### POLICIES

Liquor policy—wine and beer only. Programs and commercials subject to station's approval.

Merchandising through publicity in local newspapers, contact reports, local theater advertising.

### REPRESENTATIVE

John Blair & Company

## KRE

BERKELEY—EST. 1922

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Central California Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 2337 Shattuck Ave. PHONE: Berkeley 7713; Ashberry 7713. STUDIO ADDRESS: 2337 Shattuck Ave. TRANSMITTER LOCATION: Ashby Ave. & East Shore Highway. TIME ON THE AIR: 6:00 A.M. to 2:00 A.M. (except week of frequency tests). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

### PERSONNEL

Station Manager.....Arthur Westlund  
Commercial Manager.....M. Donald Hambly  
Advertising Manager.....M. Donald Hambly  
Chief Announcer.....M. Donald Hambly  
Sales Manager.....Arthur Westlund  
Publicity Director.....Frederick Macpherson  
Musical Director.....Harold S. Hawley  
Chief Engineer.....K. Gordon Morrison

### POLICIES

Beer and wine accounts acceptable. Other liquor advertising rejected. Participating sponsorship acceptable on existing Italian News program. Other foreign language programs accepted only at the discretion of the management. Patent medicines, "Doctors" of this and that, health services, etc., acceptable at discretion of management, but such accounts are not solicited.

No fixed policy of merchandising assistance. Point of sale displays, broadsides, billboards, courtesy announcements, and various other

promotional features arranged in cooperation with sponsor if desired. Extraordinarily extensive merchandising service available at cost.

## KMPC

"THE STATION OF THE STARS"  
BEVERLY HILLS—EST. 1928

FREQUENCY: 710 Kc. POWER: 500 Watts. OWNED BY: G. A. Richards. OPERATED BY: Same. BUSINESS ADDRESS: 9631 Wilshire Blvd. PHONE: Woodbury 61166; Oxford 6211. STUDIO ADDRESS: 9631 Wilshire Blvd. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to local sunset; 9:30 P.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

### PERSONNEL

President.....C. A. Richards  
Station Manager.....Leo B. Tyson  
Sales Manager.....Leo B. Tyson  
Publicity Director.....Edith E. Black  
Commercial Manager.....Leo B. Tyson  
Chief Announcer.....Matt Murray  
Musical Director.....Oliver Alberti  
Chief Engineer.....Roger Love

### POLICIES

Accept beer and wine. No hard liquors, or no foreign language.

All new programs announced over air in advance free of charge. One hundred letters sent out free of charge. Other merchandising at actual cost. Full cooperation on publicity.

### REPRESENTATIVE

Howard H. Wilson Co.

## KHSL

"VOICE OF THE GOLDEN EMPIRE"  
CHICO—EST. 1935

FREQUENCY: 1260 Kc. POWER: 250 Watts. OWNED BY: Golden Empire Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 2nd & Flume Sts. PHONE: 237-8. STUDIO ADDRESS: 2nd & Flume Sts. TRANSMITTER LOCATION: Hooker & Madrone Aves. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Library of Transcriptions are purchased outright.

### PERSONNEL

President and Gen'l Mgr....Harold Smithson  
Chief Announcer.....Don Honsdel  
Musical Director.....Max Sypher  
Chief Engineer.....Charles Sherburne

### POLICIES

No liquor ads accepted excepting approved beer advertising. No foreign language programs.

Will distribute window cards and contact advertisers local customers and generally assist the advertiser with their customers to promote business and better business for both.

## REPRESENTATIVE

Will accept from reputable station representatives. No exclusive representative appointed.

## KXO

EL CENTRO—EST. 1927

MUTUAL BROADCASTING SYSTEM  
DON LEE BROADCASTING SYSTEM  
FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: E. R. Irey and F. M. Bowles. OPERATED BY: F. M. Bowles. BUSINESS ADDRESS: 793 Main Street. PHONE: El Centro 1100. STUDIO ADDRESS: 793 Main Street. TRANSMITTER LOCATION: El Centro. TIME ON THE AIR: Unlimited (actual, 7:00 A.M. to 11:00 P.M.).

### PERSONNEL

Manager .....F. M. Bowles

### REPRESENTATIVE

John Blair & Co.

## KIEM

"THE VOICE OF THE REDWOODS"  
EUREKA—EST. 1933

MUTUAL—DON LEE  
FREQUENCY: 1450 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Redwood Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Vance Hotel. PHONE: 93-4-5. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Eureka Inlet, Humboldt Bay. TIME ON THE AIR: 6:00 A.M. to 10:30 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World, MacGregor, Titan.

### PERSONNEL

Station Manager.....Wm. B. Smullin

### POLICIES

Accepts only beer and wine liquor accounts. Merchandising including securing of dealers on sustained accounts.

### REPRESENTATIVE

John Blair & Company

## KARM

"VOICE OF CENTRAL CALIFORNIA"  
FRESNO—EST. 1937

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: George Harm. OPERATED BY: George Harm. BUSINESS ADDRESS: Fresno. STUDIO ADDRESS: Fresno. TRANSMITTER LOCATION: Fresno. TIME ON THE AIR: Full Time License.

### PERSONNEL

President .....George Harm.  
Station Manager .....Lou Keplinger  
Program Director .....Dick Wegener  
Chief Engineer .....John Scales

No further information available at time of going to press. Outlet went on the air officially and joined CBS late in Jan.

**REPRESENTATIVE**

Walter Biddick Co. (Coast)

**K M J**

**FRESNO—EST. 1922**

NBC (RED AND BLUE) CRS

FREQUENCY: 580 Kc. POWER: 1000 watts. OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Van Ness & Calaveras. PHONE: 2-8817—(transmitter) 2-0311. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1st and Shields. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: McClatchy Newspapers. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS BUREAU.

**PERSONNEL**

President ..... Guy Hamilton  
Commercial Manager ..... Howard Lane  
National Sales Manager (N. Y. C.)  
Humboldt J. Gregg  
Station Manager ..... Keith Collins

**POLICIES**

Advertising of alcoholic beverages not accepted excepting beer and wine. All programs subject to acceptance of station management and must conform to station policy and government regulations. Only station announcers allowed at the microphone.

Maintains a merchandising service for advertisers.

**REPRESENTATIVES**

Paul H. Raymer Co.

**K I E V**

**GLENDALE—EST. 1933**

FREQUENCY: 850 Kc. POWER: 250 Watts. OWNED BY: Cannon System, Ltd. OPERATED BY: Cannon System, Ltd. BUSINESS ADDRESS: 701 E. Broadway. STUDIO ADDRESS: 701 E. Broadway. TRANSMITTER LOCATION: Glendale. TIME ON THE AIR: Daytime to local sunset.

**PERSONNEL**

President ..... David H. Cannon  
General Manager ..... L. W. Peters

**POLICIES**

Advertising of alcoholic beverages accepted.

**K F W B**

"WARNER BROS. MOTION PICTURE STUDIOS IN HOLLYWOOD"

**HOLLYWOOD—EST. 1926**

CALIFORNIA RADIO SYSTEM

FREQUENCY: 950 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Warner Bros.

Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 5833 Fernwood Ave. PHONE: Hempstead 5151. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Baldwin Hills. TIME ON THE AIR: 6:30 A.M. to midnight (daily); 8:00 A.M. to midnight (Sundays). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio. Associated Music. MAINTAINS ARTISTS BUREAU.

**PERSONNEL**

President ..... J. L. Warner  
Station Manager ..... Harry Maizlish  
Chief Announcer ..... Harry Hall  
Sales Manager ..... C. C. Mittendorf  
Publicity Director ..... Irving Parker  
Musical Director ..... Leon Leonardi  
Chief Engineer ..... Harry Myers

**POLICIES**

Liquor advertising or foreign language programs not acceptable.

Merchandising: Collaboration with clients on development of merchandising tie-ins to programs. Station makes arrangements for complete field merchandising service for clients at cost.

**REPRESENTATIVE**

Transamerican Broadcasting & Television Corp.

**K M T R**

"TOP OF THE DIAL"

**HOLLYWOOD—EST. 1924**

FREQUENCY: 570 Kc. POWER: 1000 Watts. OWNED BY: KMTR Radio Corp. OPERATED BY: KMTR Radio Corp. BUSINESS ADDRESS: 1000 Cahuenga Blvd. PHONE: Hillside 1161. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 5:00 A.M. to 1:00 P.M.

**PERSONNEL**

President ..... Victor E. Dalton  
General Manager ..... Victor E. Dalton  
Asst. General Manager ..... Kenneth O. Tinkham  
Production Manager ..... Rudy Cornell  
Musical Director ..... Salvatore Santaella  
Chief Technician ..... Carrol Hauser

**POLICIES**

Station does not accept patent medicine or medical advertising. Beer and wine advertising accepted; hard liquor advertising accepted only after 10:00 P.M. Station does not accept advertising for stock-selling companies, lotteries, fortune tellers or astrologists. Station accepts foreign language programs.

**REPRESENTATIVE**

J. J. Devine & Assoc.

**T**HE value of radio time on any station is determined by the effectiveness of its programs. A station's audience is developed and held by the quality and appeal of its programs.

KFWB programs are produced in the world's largest motion picture studios. No other station has a greater source of outstanding program talent and material than KFWB.

"IN THE HEART OF HOLLYWOOD"

**K F W B**

Warner Bros. Broadcasting Corporation

Los Angeles, California

KEY STATION OF THE CALIFORNIA RADIO SYSTEM

*National Representatives*

**Transamerican Broadcasting and Television Corp.**

NEW YORK

CHICAGO

HOLLYWOOD

# KFOX

"WHERE YOUR SHIP COMES IN"  
LONG BEACH—EST. 1924  
CALIFORNIA RADIO SYSTEM

FREQUENCY: 1250 Kc. POWER: 1000 Watts.  
OWNED BY: Hal G. Nichols. OPERATED BY:  
Same. BUSINESS ADDRESS: 220 E. Anaheim  
St. PHONE: 672-81. STUDIO ADDRESS: 220  
E. Anaheim St. TRANSMITTER LOCATION:  
Same. TIME ON THE AIR: 5:00 A.M. to 12:00  
Midnight. NEWS SERVICE: Associated Press,  
United Press, International News Service and  
local news. TRANSCRIPTION SERVICE: Stand-  
ard Radio, C. P. MacGregor.

## PERSONNEL

President .....Hal G. Nichols  
Commercial Manager.....Lawrence W. McDowell  
Advertising Manager.....Lawrence W. McDowell  
Station Manager.....Hal G. Nichols  
Sales Manager.....Lawrence W. McDowell  
Publicity Director.....Frank Goss  
Musical Director.....Rolly Wray  
Chief Engineer.....Lawrence B. Weston

## POLICIES

Beer and light wines only—no hard liquor.  
Accepts foreign language accounts.

## REPRESENTATIVE

Joseph Hershey McGillvra, Walter Biddick Co.

# KGER

"NEWS ON THE HOUR—EVERY HOUR"  
LONG BEACH—EST. 1926

FREQUENCY: 1360 Kc. POWER: 1000 Watts.  
OWNED BY: Consolidated Broadcasting Corp.  
OPERATED BY: Same. BUSINESS ADDRESS:  
Dobyns Footwear Bldg. PHONE: 660-41. STU-  
DIO ADDRESS: Dobyns Footwear Bldg., and  
Hotel Clark. TRANSMITTER LOCATION: North  
Long Beach. TIME ON THE AIR: 6:00 A.M. to  
midnight. NEWS SERVICE: Transradio Press  
and local News. TRANSCRIPTION SERVICE:  
World Broadcasting System, Standard Radio,  
NAB Transcriptions.

## PERSONNEL

President .....C. Merwin Dobyns  
Commercial Manager.....John A. Dobyns  
Business Manager .....Tom Hunter  
Station Manager .....C. Merwin Dobyns  
Chief Announcer .....Victor Eckland  
Musical Director .....Helene Smith  
Publicity Director .....Lee Wynne  
Chief Engineer .....Jay Tapp

## POLICIES

Foreign language are accepted and will be  
prepared by a special foreign language de-  
partment, if so desired. Advertising of alco-  
holic beverages accepted but only with copy  
and time acceptable to station. All such con-  
tracts subject to immediate cancellation. Sta-

tion reserves the right to refuse or revise all  
programs. Programs must conform to station  
rules and all other regulations.

## REPRESENTATIVE

Howard H. Wilson Company

# KECA

LOS ANGELES—EST. 1929  
NATIONAL BROADCASTING CO.

FREQUENCY: 1430 Kc. POWER: 5000 watts.  
OWNED BY: Earle C. Anthony. OPERATED  
BY: Same. BUSINESS ADDRESS: 1000 S.  
Hope St. PHONE: Richmond 6111. STUDIO  
ADDRESS: Same. TRANSMITTER LOCATION:  
82nd St. & Compton Ave. TIME ON THE AIR:  
7:00 A.M. to midnight. NEWS SERVICE:  
United Press. TRANSCRIPTION SERVICE:  
NBC Thesaurus.

## PERSONNEL

President.....Earle C. Anthony  
Commercial Manager.....Carl Haverlin  
Merchandising Manager.....Karl Kellogg  
Station Manager.....Harrison Holliday  
Publicity Director.....Bernard Smith  
Chief Engineers .....Curtis Mason,  
H. L. Blatterman

## POLICIES

No stated special policies.

## REPRESENTATIVE

Edward Petry & Company

# KEHE

"THE PERSONALITY STATION"  
LOS ANGELES—EST. 1925

FREQUENCY: 780 Kc. POWER: 5000 Watts,  
d.; 1000 Watts, n. OWNED BY: Hearst Radio,  
Inc. OPERATED BY: Hearst Radio, Inc. BUSI-  
NESS ADDRESS: 141 No. Vermont. PHONE:  
Exposition 1341. STUDIO ADDRESS: 141 No.  
Vermont. TRANSMITTER LOCATION: (Near  
Baldwin Hills) 2951 Moynier Lane. TIME ON  
THE AIR: (daily) 6:00 A.M. to midnight; (Sun-  
day) 7:00 A.M. to midnight. NEWSPAPER  
AFFILIATIONS: Los Angeles Evening Herald  
and Express. NEWS SERVICES: International  
and Universal Services. TRANSCRIPTION  
SERVICES: Associated Library and C. P.  
MacGregor.

## PERSONNEL

Station Manager .....Jack Gross  
Musical Director .....Claude Sweeten  
Chief Announcer .....George Irwin  
Program Director .....Al Poska  
Chief Engineer.....Fred Ragsdale

## POLICIES

Light wines and beer acceptable. Liquor ac-  
ceptable only after 10 P.M. No foreign lan-  
guage programs.

Merchandising service available upon re-  
quest.

## REPRESENTATIVE

Hearst Radio, Inc.

KFI 50,000 WATTS  
640 KILOCYCLES  
N. B. C. RED



KECA - 5000 WATTS  
1430 KILOCYCLES  
N. B. C. BLUE

*Paul C. Anthony, Inc.*

LOS ANGELES • • • CALIFORNIA

EDWARD PETRY & CO.

*National Sales Representatives*



# KFAC

"HOME, CHURCH AND SCHOOL"  
LOS ANGELES

FREQUENCY: 1300 Kc. POWER: 1000 Watts.  
OWNED BY: E. L. Cord. OPERATED BY:  
Los Angeles Broadcasting Co. BUSINESS  
ADDRESS: 645 So. Mariposa. PHONE: Fitz-  
roy 1234. STUDIO ADDRESS: 645 So. Mari-  
post. TRANSMITTER LOCATION: Adohr Milk  
Farm, 18th & La Cienega. TIME ON THE AIR:  
24 hours daily, 3 to 5 A.M. (Wed.) NEWSPA-  
PER AFFILIATION: Los Angeles Times: NEWS  
SERVICE: United Press.

## PERSONNEL

President.....Don P. Smith  
Chief Announcer.....Robert Swan  
Station Manager.....Calvin J. Smith  
Musical Director.....Gino Severi

## POLICIES

No hard liquor advertising. Beer and wine  
advertising after 10 P.M. only. No foreign  
language programs. No medical advertising.

# KFI

LOS ANGELES—EST. 1922  
NATIONAL BROADCASTING CO.

FREQUENCY: 640 Kc. POWER: 50,000  
watts. OWNED BY: Earle C. Anthony. OP-  
ERATED BY: Same. BUSINESS ADDRESS: 1000  
S. Hope St. PHONE: Richmond 6111. STUDIO  
ADDRESS: Same. TRANSMITTER LOCATION:  
Buena Park. TIME ON THE AIR: 7:00 A.M.  
to midnight. NEWS SERVICE: United Press.  
TRANSCRIPTION SERVICE: NBC Thesaurus.

## PERSONNEL

President.....Earle C. Anthony  
Commercial Manager.....Carl Haverlin  
Station Manager.....Harrison Holliday  
Publicity Director.....Bernard Smith  
Chief Engineers.....Curtis Mason.  
H. L. Blatterman

## POLICIES

No stated special policies.

## REPRESENTATIVE

Edward Petry & Company

# KFSG

LOS ANGELES

FREQUENCY: 1120 Kc. POWER: 2500 Watts.  
d.; 500 Watts, n. OWNED BY: Echo Park  
Evangelistic Association. OPERATED BY: Echo  
Park Evangelistic Association. TIME ON THE  
AIR: Shares Time with KRKD.

## POLICIES

Station does not sell time.

# KFVD

"CENTER OF THE DIAL"  
LOS ANGELES

FREQUENCY: 1000 Kc. POWER: 1000 Watts.  
OWNED BY: Standard Broadcasting Co. OP-  
ERATED BY: Same. BUSINESS ADDRESS: 338  
S. Western. PHONE: Fitzroy 6346. STUDIO  
ADDRESS: 338 S. Western. TRANSMITTER  
LOCATION: Culver City. TIME ON THE AIR:  
6:00 A.M. to local sunset. 10:00 P.M. to 4:00  
A.M. NEWS SERVICE: United Press.

## PERSONNEL

President.....Frank Burke  
Station Manager.....Frank Burke  
Sales Manager.....C. E. Watts  
Chief Engineer.....Jack Smithson

## POLICIES

Will not accept any liquor or beer account.

# KGFJ

LOS ANGELES—EST. 1926

FREQUENCY: 1200 Kc. POWER: 100 Watts.  
OWNED BY: Ben S. McGlashan. OPERATED  
BY: Ben S. McGlashan. STUDIO ADDRESS:  
1417 S. Figueroa St. PHONE: Prospect 2434.  
TRANSMITTER LOCATION: Washington and  
Oak Sts. TIME ON THE AIR: Full Time Li-  
cense. NEWS SERVICE: International News  
Service. TRANSCRIPTION SERVICE: C. P.  
MacGregor; Titan Production Co.; Associated  
Recorded Program Service; Standard Radio.

## PERSONNEL

Manager.....Ben S. McGlashan  
Assistant Manager.....H. Duke Hancock  
Chief Engineers.....Al Weinert,  
Charles Whitney.  
Program Director.....Al Dahlstrum

## POLICIES

Beer and wine accounts accepted, but no  
hard liquor, nor patent medicines. Commer-  
cials limited according to length of program.  
Foreign language accounts (Spanish) taken.  
All copy subject to approval of Better Busi-  
ness Bureau.

## REPRESENTATIVE

Cox & Tanz

# KHJ

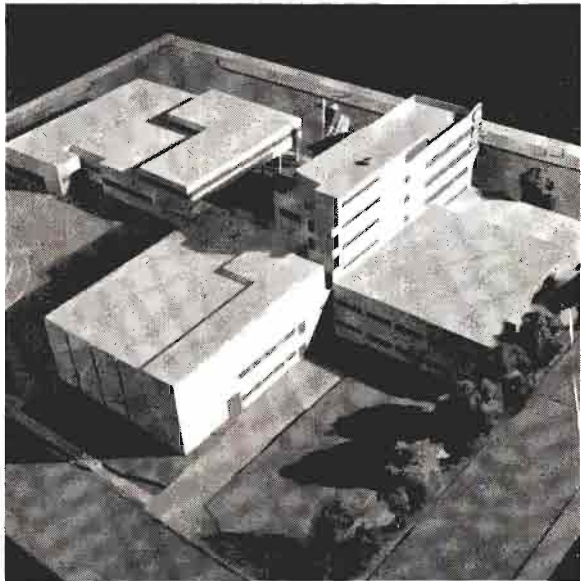
"KINDNESS, HAPPINESS AND JOY"  
LOS ANGELES—EST. 1932  
MUTUAL & DON-LEE BROADCASTING  
SYSTEM

FREQUENCY: 900 Kc. POWER: 5000 Watts,  
1000 Watts, n. OWNED BY: Don-Lee Broad-  
casting System. OPERATED BY: Same. BUSI-  
NESS ADDRESS: Seventh & Bixel Sts.; 1076  
W. 7th St. PHONE: VA. 7111. STUDIO AD-  
RESS: Seventh & Bixel Sts., 1076 W. 7th St.  
TRANSMITTER LOCATION: Same. TIME ON  
THE AIR: 6:00 A.M. to 1:00 A.M. (daily); 8:00

There is a distinguished new address on the Pacific Coast—"COLUMBIA SQUARE, Hollywood." KNX and the CBS West Coast Division have a magnificent new studio and office structure there, of modern-functional design. New production facilities of unequalled beauty and utility are available to all CBS clients on the Pacific Coast. And from this address speed programs for Columbia's many millions of listeners from coast to coast.

## "COLUMBIA SQUARE, HOLLYWOOD"

KNX



50,000 WATTS — OWNED AND OPERATED BY THE COLUMBIA BROADCASTING SYSTEM  
REPRESENTED BY RADIO SALES — NEW YORK • CHICAGO • DETROIT • BIRMINGHAM • LOS ANGELES • SAN FRANCISCO

A.M. to 12:00 Midnight (Sunday). NEWS SERVICE: Transradio Press. International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

### PERSONNEL

President ..... Thomas Lee  
 Station Manager ..... Lewis Allen Weiss  
 Commercial Manager ..... Thayer Ridgway  
 Advertising Manager ..... Richard Webster  
 Chief Announcer ..... James Burton  
 Sales Manager ..... Thayer Ridgway  
 Publicity Director ..... Bud Rutherford  
 Musical Directors

Frederick Stark & David Broekman  
 Chief Engineer ..... Frank Kennedy

### POLICIES

Will take beer and wine.

Merchandising plan: Theater trailers in five downtown theaters, lobby cards in theaters. 8 x 10 ads in the following papers; L. A. Daily News, L. A. Downtown Shopping News, L. A. Evening News, Hollywood Shopping News.

### REPRESENTATIVE

John Blair & Company

## KNX

"THE VOICE OF HOLLYWOOD"

LOS ANGELES—EST. 1924

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 1050 Kc. POWER: 50,000 Watts. OWNED BY: Columbia Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 6125 Sunset Blvd., Columbia Square, Hollywood. PHONE: Hollywood 2484. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Now at Sherman Oaks, after March to be at Hawthorne Ave. and 190th St. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. ARTISTS BUREAU: Columbia Management of California, Inc. TRANSCRIPTION SERVICE: Associated Music Service.

### PERSONNEL

President ..... William S. Paley  
 Commercial Manager ..... Harry W. Witt  
 Advertising Manager ..... E. W. Buckalew  
 Artists Bureau Head ..... Arthur Rush  
 Chief Announcer ..... Don Forbes  
 Station Manager ..... Donald W. Thornburgh  
 Sales Manager ..... Harry W. Witt  
 Publicity Director ..... Hal Rorke  
 Musical Director ..... Wilbur Hatch  
 Chief Engineer ..... Lester Bowman

### POLICIES

No liquor advertising accepted. Contracts not accepted more than 60 days in advance of initial program. Maximum length of contract, one year. All programs and advertising copy subject to approval of station. Lectures and Talks (except political talks) are not

accepted between the hours of 6:00 P.M. and 12:00 midnight. No commercial broadcasts consisting of straight talks (except political talks) are acceptable for periods of more than five minutes and then only before 6:00 P.M. (Other restrictions same as CBS network.)

Merchandising: Individualized service supplants routine merchandising assistance; every product is considered a new exploitation opportunity. A complete publicity department is maintained rendering plus service for sponsors and their products.

### REPRESENTATIVE

Radio Sales Corp.

## KRKD

LOS ANGELES—EST. 1927

FREQUENCY: 1120 Kc. POWER: 2500 Watts. OWNED BY: Radio Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 312 Spring Arcade. PHONE: Madison 2281 & FI 0514. STUDIO ADDRESS: 312 Spring Arcade. TRANSMITTER LOCATION: 1100 Glendale Blvd. TIME ON THE AIR: (Mon., Tues., Wed., Thurs. & Sat.) 6:00 A.M. to 7:45 P.M. (Friday) 6:00 A.M. to midnight. (Sunday) 6:30 A.M. to 10:30 A.M.—12:30 P.M. to 3:00 P.M. & 4:00 P.M. to 7:00 P.M. NEWSPAPER AFFILIATIONS: Daily News, Evening News. NEWS SERVICE: United Press.

### PERSONNEL

President ..... Frank P. Doherty  
 Commercial Manager ..... John A. Driscoll  
 Chief Announcer ..... Howard R. Bell  
 Station Manager ..... John A. Driscoll  
 Sales Manager ..... John A. Driscoll  
 Publicity Director ..... Joe Micciche  
 Musical Director ..... Howard R. Bell  
 Chief Engineer ..... Willis O. Freitag

### POLICIES

Does not solicit any liquor or foreign language accounts.

Maintains a promotion department that aids accounts in conducting special sales or events.

## KYOS

"YOUR STATION"

MERCED—EST. 1936

FREQUENCY: 1040 Kc. POWER: 250 Watts. OWNED BY: Merced Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Merced. PHONE: 1430-1-2. STUDIO ADDRESS: Merced. TRANSMITTER LOCATION: 2 miles N.E. of Merced on G Street Grade. TIME ON THE AIR: 6:00 A.M. to sunset. NEWS SERVICE: United Press. NEWSPAPER AFFILIATIONS: Working arrangements with Merced Sun Star, Turlock Daily Journal, Madera Tribune. TRANSCRIPTION SERVICE: NBC Theasaurus, Standard Radio Library.

## PERSONNEL

President ..... Ray McClung  
Commercial Manager ..... Norman Schwartz  
Chief Announcer ..... Charles Foll  
Station Manager ..... M. F. Woodling  
Sales Manager ..... M. F. Woodling  
Publicity Director ..... Charles Foll  
Chief Engineer ..... John W. Crews

## POLICIES

No mention of names or prices on hard liquors.

Foreign language programs allowed; no duplicate announcements in English; cash in advance.

## REPRESENTATIVE

Walter Biddick Co.—West Coast

# KTRB

“VOICE OF CENTRAL CALIFORNIA”  
MODESTO—EST. 1934

FREQUENCY: 740 Kc. POWER: 250 Watts. OWNED BY: T. R. McTammany and Wm. H. Bates, Jr. OPERATED BY: T. R. McTammany and Wm. H. Bates, Jr. BUSINESS ADDRESS: McHenry and Sylvan Aves. PHONE: Modesto 774. STUDIO ADDRESS: McHenry and Sylvan Aves. TRANSMITTER LOCATION: McHenry and Sylvan Aves. TIME ON THE AIR: Sunrise to sunset. NEWSPAPER AFFILIATIONS: Oakdale Enterprise, Jamestown Enterprise. NEWS SERVICE: United Press and local news. TRANSCRIPTION SERVICES: MacGregor and Sollie.

## PERSONNEL

Station Manager ..... T. R. McTammany

## POLICIES

Only beer and wine accounts accepted. All programs and announcements are subject to the owner's approval and the Federal Communications Commission regulations.

## REPRESENTATIVES

Walter Biddick Co. and Cox & Tanz

# KDON

“THE MONTEREY BAY STATION”  
MONTEREY—EST. 1935

DON LEE—MUTUAL

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Monterey Peninsula Broadcasting Co. OPERATED BY: Monterey Peninsula Broadcasting Co. BUSINESS ADDRESS: 275 Pearl Ct. PHONE: 8111. STUDIO ADDRESS: 275 Pearl St. TRANSMITTER LOCATION: Municipal Wharf, Monterey, Calif. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M. NEWS-PAPER AFFILIATION: Monterey Peninsula Herald, Salinas Newspapers, Inc. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. McGregor, Inc.

## PERSONNEL

President ..... Allen Griffin  
Commercial Manager ..... H. V. Walters

Chief Announcer ..... Cecil Lynch  
Station Manager ..... Howard V. Walters  
Sales Manager ..... Howard V. Walters  
Publicity Director ..... Cecil Lynch  
Chief Engineer ..... Bill Crabbe, Jr.

## POLICIES

Takes wine and beer advertising.

Merchandising aids through movie trailers (when furnished by advertiser), letters to the trade, etc.

## REPRESENTATIVE

John Blair & Co.

# KLS

OAKLAND—EST. 1921

BAY BROADCASTING SYSTEM

FREQUENCY: 1280 Kc. POWER: 250 Watts, day and night. OWNED BY: Warner Brothers. OPERATED BY: Same. BUSINESS ADDRESS: 327-21st St. PHONE: Higate 1212. STUDIO ADDRESS: 327-21 St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service.

## PERSONNEL

Station Manager ..... S. W. Warner  
Commercial Manager ..... F. W. Morse

## POLICIES

Beer and wine accepted. Portuguese and Italian programs now being carried.

Merchandising: Sponsors products may be displayed in special windows and spaces within Warner Brothers Village—a novel broadcasting center with transmitter-offices-studios-and reception court open to the public. Area of village 22,000 square feet. Eleven indoor cottages comprise the village. Court area adequate to show 5 automobiles.

# KLX

OAKLAND—EST. 1922

FREQUENCY: 880 Kc. POWER: 1000 Watts. OWNED BY: Tribune Building Co. OPERATED BY: Tribune Building Co. BUSINESS ADDRESS: Tribune Tower, 13th & Franklin. PHONE: Templebar 6000. STUDIO ADDRESS: Tribune Tower, 13th & Franklin Sts. TRANSMITTER LOCATION: Oakland. TIME ON THE AIR: Unlimited (actual, 7:30 A.M. to 11:30 P.M.) NEWSPAPER AFFILIATION: The Oakland Tribune. TRANSCRIPTION SERVICE: World Broadcasting System.

## PERSONNEL

Manager ..... Preston D. Allen

## POLICIES

Advertising of alcoholic beverage not accepted, excepting beer and wine. Advertisers cooperating in group broadcasts are required to make individual contracts with the company subject to card rates and regulations.

# K R O W \*

OAKLAND—EST. 1925

FREQUENCY: 930 Kc. POWER: 1000 Watts.  
OWNED BY: Educational Broadcasting Corp.  
OPERATED BY: Educational Broadcasting Corp.  
BUSINESS ADDRESS: 464 Nineteenth St.  
PHONE: Glencort 6774. STUDIO ADDRESS:  
Hotel Bellevue. PHONE: Orway 6868. TRANSMITTER LOCATION: 1520 Eighth Ave. TIME ON THE AIR: Unlimited. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

\* No further information made available after usual requests.

# K P P C

PASADENA—EST. 1924

FREQUENCY: 1210 Kc. POWER: 100 Watts.  
OWNED BY: Pasadena Presbyterian Church.  
OPERATED BY: Presbyterian Church. BUSINESS ADDRESS: 585 E. Colorado. PHONE: Terrace 2193. STUDIO ADDRESS: 585 E. Colorado. TRANSMITTER LOCATION: 585 E. Colorado. TIME ON THE AIR: (Sunday) 9:00 A.M. to 1:00 P.M. & 6:45 P.M. to 9:00 P.M. (Wednesday) 7:00 A.M. to 9:30 P.M.

## PERSONNEL

Station Manager ..... David Black  
Chief Announcer ..... Vincent Parsons  
Chief Engineer ..... N. V. Parsons

## POLICIES

Takes no commercial programs.

# K V C V

"VOICE OF THE CENTRAL VALLEY"

REDDING—EST. 1936

FREQUENCY: 1200 Kc. POWER: 100 Watts.  
OWNED BY: Golden Empire Broadcasting Co.  
OPERATED BY: Same. BUSINESS ADDRESS: Main 99 Highway. PHONE: 900. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICES: International News Service, Christian Science Monitor. TRANSCRIPTION SERVICE: Maintains own library.

## PERSONNEL

President ..... Harold Smithson  
Commercial Manager ..... Harold Smithson  
Advertising Manager ..... Harold Smithson  
Chief Announcer ..... Harry De Lasaux  
Station Manager ..... Harold Smithson  
Production Manager ..... Harry De Lasaux  
Publicity Director ..... Harold Smithson  
Chief Engineer ..... Charles Sherburne

## POLICIES

Approved beer advertising—but no wine or liquor advertising accepted. No foreign language programs.

Will contact local merchants re: samples, showcards etc. for advertisers as merchandising aid.

# K F B K

SACRAMENTO—EST. 1922

NBC (RED & BLUE)—CALIFORNIA  
RADIO SYSTEM

FREQUENCY: 1490 Kc. POWER: 10,000 Watts. OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 708 Eye St. PHONE: Main 8700. STUDIO ADDRESS: 708 Eye St. TRANSMITTER LOCATION: Yolo County, California. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: The Sacramento Bee. NEWS SERVICE: United Press. Affiliated with McClatchy ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

## PERSONNEL

Vice-President ..... G. C. Hamilton  
Commercial Manager ..... Howard Lane  
Chief Announcer ..... Eucl Labbard  
Station Manager ..... Howard Lane  
Sales Manager ..... Leo Ricketts  
Publicity Director ..... H. Jacobsen  
Musical Director ..... George Breece  
Chief Engineer ..... Norman D. Webster

## POLICIES

No hard liquor advertising accepted. No foreign language programs.

Merchandising: Placement of displays, letters to the trade, publicity in newspapers of territory.

## REPRESENTATIVE

Paul H. Raymer Company

# K R O Y

SACRAMENTO—EST. 1937

FREQUENCY: 1210 Kc. POWER: 100 Watts.  
OWNED BY: Royal Miller. OPERATED BY: Same. BUSINESS ADDRESS: Sacramento Hotel. PHONE: Main 665-6. STUDIO ADDRESS: Sacramento Hotel. TRANSMITTER LOCATION: 14th Ave. & 65th St. TIME ON THE AIR: 6:30 A.M. to sundown. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

## PERSONNEL

President ..... Royal Miller  
Chief Announcer ..... R. Spence  
General Manager ..... Will Thompson, Jr.  
Station Manager ..... E. E. Wolffe  
Sales Manager ..... G. C. Collipp  
Chief Engineer ..... M. Cooper

## POLICIES

No hard liquor accounts accepted.

## REPRESENTATIVE

Walter Biddick & Company

# KFXM

"VOICE OF THE SUNKIST VALLEY"  
SAN BERNARDINO—EST. 1929

MUTUAL—DON LEE

FREQUENCY: 1210 Kc. POWER: 100 Watts.  
OWNED BY: J. C. & E. W. Lee. OPERATED  
BY: Lee Bros. Broadcasting Co. BUSINESS  
ADDRESS: California Hotel. PHONE: 4761 &  
2. STUDIO ADDRESS: Same. TRANSMIT-  
TER LOCATION: Same. TIME ON THE AIR:  
6:00 A.M. to 12:00 P.M. NEWS SERVICE:  
Transradio Press. TRANSCRIPTION SERVICE:  
Standard Radio.

## PERSONNEL

Commercial Manager.....Gene W. Lee  
Chief Announcer.....Howard Baichly  
Station Manager.....J. Clifford Lee  
Sales Manager.....Maurice Vroman  
Publicity Director.....E. W. Lee  
Chief Engineer.....Paul Oard

## POLICIES

Liberal policy, but does not solicit liquor  
advertising or encourage same.

Merchandising: Maintains contact man to  
work with distributors and dealers. Newspa-  
per and shopping news publicity.

## REPRESENTATIVE

John Blair & Company

# KFSD

SAN DIEGO—EST. 1926

NBC (Pacific-Blue)

FREQUENCY: 600 Kc. POWER: 1000 Watts.  
OWNED BY: Airfan Radio Corp., Ltd. OPER-  
ATED BY: Airfan Radio Corp., Ltd. BUSINESS  
ADDRESS: U. S. Grant Hotel, 326 Broadway.  
PHONE: Franklin 6353. STUDIO ADDRESS:  
U. S. Grant Hotel, 326 Broadway. TRANSMIT-  
TER LOCATION: U. S. Grant Hotel, 326 Broad-  
way. TIME ON THE AIR: (daily) 7:00 A.M. to  
midnight, (Sunday) 8:00 A.M. to midnight.  
NEWS SERVICE: United Press. TRANSCRIP-  
TION SERVICE: NBC Thesaurus.

## PERSONNEL

President.....Thomas E. Sharp  
Commercial Manager.....John Babcock  
Station Manager.....Thomas E. Sharp  
Sales Manager.....John Babcock  
Publicity Director.....Mrs. Leah McMahon  
Musical Director.....Mrs. Leah McMahon  
Chief Engineer.....Harold Hasenbeck

## POLICIES

Station accepts beer and wine advertising  
but has so far not accepted hard liquor ac-  
counts.

Has not accepted any foreign language  
accounts.

Merchandising: Contests of legitimate nature  
are allowed on any commercial program.

Exploitation and publicity for both sustaining  
and commercial programs are handled by  
Publicity Director. News stories, pictures, cuts,  
and mats, when available are released daily  
to both local and out-of-town papers and radio  
journals for release. Surveys and any extra  
exploitation may be arranged for on an actual  
cost basis.

## REPRESENTATIVE

National Broadcasting Co., Inc.

# KGB

SAN DIEGO—EST. 1931

MUTUAL—DON LEE

FREQUENCY: 1330 Kc. POWER: 1000 Watts.  
OWNED BY: Don Lee Broadcasting System.  
OPERATED BY: Same. BUSINESS ADDRESS:  
1012 First Ave. PHONE: Franklin 6151.  
STUDIO ADDRESS: Same. TRANSMITTER  
LOCATION: Same. TIME ON THE AIR:  
(daily) 7:00 A.M. to 1:00 A.M. (Sunday) 8:00  
A.M. to midnight. NEWS SERVICES: Trans-  
radio Press, International News Service.  
TRANSCRIPTION SERVICE: World Broadcast-  
ing System.

## PERSONNEL

Genl. Mgr.....Lewis Allen Weiss  
Commercial Manager.....D. J. Donnelly  
Chief Announcer.....George Putnam  
Station Manager.....S. W. Fuller  
Sales Manager.....D. J. Donnelly  
Program Director.....David R. Young  
Chief Engineer.....Milam Cater

## POLICIES

No liquor; beer and wine only. No foreign  
language accounts accepted.

Merchandising: Cooperative advertising for  
merchandising effort; quarter-page weekly in  
San Diego Shopping News available for use  
of KGB advertisers.

## REPRESENTATIVE

John Blair & Co.

# KFRC

SAN FRANCISCO—EST. 1924

MUTUAL—DON-LEE BROADCASTING  
SYSTEM

FREQUENCY: 610 Kc. POWER: 5,000 Watts,  
d.; 1,000 Watts, n. OWNED BY: Don-Lee  
Broadcasting System. OPERATED BY: Same.  
BUSINESS ADDRESS: 1000 Van Ness Ave.  
PHONE: Prospect 0100. STUDIO ADDRESS:  
1000 Van Ness Ave. TRANSMITTER LOCA-  
TION: Same. TIME ON THE AIR: 6:30 A.M.  
to Midnight. NEWS SERVICE: Transradio  
Press, International News Service. MAIN-  
TAINS ARTISTS' BUREAU. TRANSCRIPTION  
SERVICE: World Broadcasting System.

## PERSONNEL

President ..... Thomas S. Lee  
 Commercial Manager..... Ward D. Ingram  
 Artists' Bureau Head..... H. C. Moore  
 Chief Announcer..... Robert Benice  
 Station Manager..... Wilbur Eickelberg  
 Publicity Director..... Pat Kelly  
 Musical Director..... Chet Smith  
 Chief Engineer..... Ernest G. Underwood

## POLICIES

Wine and beer advertising accepted. Do not broadcast foreign language programs. Merchandising is dependent on specific requirements of individual accounts.

## REPRESENTATIVE

William G. Rambeau Company

# KGGC

"VOICE OF THE GOLDEN GATE"

SAN FRANCISCO—EST. 1925

BAY BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Golden Gate Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 230 Eddy. PHONE: Ordway 8963. STUDIO ADDRESS: 230 Eddy. TRANSMITTER LOCATION: Same. TIME ON THE AIR: C.P. Full Time. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

## PERSONNEL

President ..... S. H. Patterson  
 Commercial Manager..... S. H. Patterson  
 Advertising Manager..... C. E. Hopkins  
 Artists' Bureau Head..... Gordon Kelly  
 Chief Announcer..... Harry Le Roy  
 Station Manager..... S. H. Patterson  
 Sales Manager..... C. E. Hopkins  
 Publicity Director..... Les. Malloy  
 Musical Director..... Gordon Willis  
 Chief Engineer..... Wm. C. Grove

## POLICIES

No hard liquor accepted. No other restrictions. Foreign language now on station. Merchandising: Newspaper space, theater trailers, theater shows, mailing department, billboard, or any or all of these may be included in a contract for time and or talent.

## REPRESENTATIVE

Howard Wilson Company

# KGO

SAN FRANCISCO—EST. 1924

NATIONAL BROADCASTING CO.

FREQUENCY: 790 Kc. POWER: 7,500 Watts. OWNED BY: General Electric Co. OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: 111 Sutter St. PHONE: Sutter 1920. STUDIO ADDRESS: Same. TRAN-

SCRIPTION SERVICE: NBC Thesaurus. MITTER LOCATION: Oakland. TIME ON THE AIR: (daily) 7:00 A.M. to midnight—(Sunday) 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: San Francisco Chronicle. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

## PERSONNEL

President ..... Gerard Swope  
 Station Manager..... Lloyd E. Yoder  
 Commercial Manager..... William B. Ryan  
 Advertising Manager..... William B. Ryan  
 Artists Bureau Head..... Kenneth Carney  
 Chief Announcer..... Richard Ellers  
 Sales Manager..... William B. Ryan  
 Publicity Director..... Milton Samuel  
 Musical Director..... Meredith Willson  
 Chief Engineer..... A. H. Saxton

## POLICIES

Does not accept liquor advertising nor foreign language accounts. NBC policies apply otherwise.

## REPRESENTATIVE

National Broadcasting Co., Inc.

# KJBS

SAN FRANCISCO—EST. 1925

NORTHERN CALIFORNIA BROADCASTING SYSTEM

FREQUENCY: 1070 Kc. POWER: 500 Watts. OWNED BY: Julius Brunton & Sons Co. OPERATED BY: Julius Brunton & Sons Co. BUSINESS ADDRESS: 1460 Pine St. PHONE: Ordway 4148. STUDIO ADDRESS: 1460 Pine St. TRANSMITTER LOCATION: 1460 Pine St. TIME ON THE AIR: (Mon., Tues., Wed., Thurs., Fri. & Sunday) 10:00 A.M. to local sunset. (Saturday) 10:30 A.M. to local sunset. (?) NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio Library, Langlois & Wentworth, NAB Library.

## PERSONNEL

President ..... Ralph R. Brunton  
 Commercial Manager..... Ralph R. Brunton  
 Chief Announcer..... Harry H. Wickersham  
 Station Manager..... Ralph R. Brunton  
 Sales Manager..... Ralph R. Brunton  
 Publicity Director..... E. P. Franklin  
 Musical Director..... W. A. Gade

## POLICIES

Beer and wine advertising is accepted; no hard liquor advertising accepted. Foreign language accounts not accepted. All continuity must be passed on by continuity department as to length, content, etc.

Merchandising service includes trailers in leading San Francisco and Peninsula Theaters. Close cooperation with leading San Francisco newspapers. Tune-in announcements.

## REPRESENTATIVE

Walter Biddick Agency for West Coast

# KPO

**SAN FRANCISCO—EST. 1922**

**NATIONAL BROADCASTING CO.**  
FREQUENCY: 680 Kc. POWER: 50,000  
Watts. OWNED BY: National Broadcasting  
Co. OPERATED BY: Same. BUSINESS AD-  
DRESS: 111 Sutter St. PHONE: Sutter 1920.  
STUDIO ADDRESS: Same. TRANSMITTER  
LOCATION: Belmont. TIME ON THE AIR:  
(daily) 7:30 A.M. to midnight. (Sunday) 8:00  
A.M. to midnight. NEWSPAPER AFFILIA-  
TION: San Francisco Call-Bulletin. NEWS  
SERVICE: International News Service. TRAN-  
SCRIPTION SERVICE: NBC Thesaurus. NBC  
ARTISTS BUREAU.

## PERSONNEL

President.....Lenox R. Lohr  
Station Manager.....Lloyd E. Yoder  
Commercial Manager.....William B. Ryan  
Advertising Manager.....William B. Ryan  
Artists Bureau Head.....Kenneth Carney  
Chief Announcer.....Richard Eilers  
Sales Manager.....William B. Ryan  
Publicity Director.....Milton Samuel  
Musical Director.....Meredith Willson  
Chief Engineer.....A. H. Saxton

## POLICIES

Does not accept liquor advertising nor for-  
eign language accounts. NBC policies apply  
otherwise.

## REPRESENTATIVE

National Broadcasting Co., Inc.

# KSFO

"THE CBS STATION"

**SAN FRANCISCO—EST. 1925**

**COLUMBIA BROADCASTING SYSTEM**  
FREQUENCY: 560 Kc. POWER: 5000 Watts,  
d.; 1000 Watts, n. OWNED BY: The Asso-  
ciated Broadcasters, Inc. OPERATED BY: Same.  
BUSINESS ADDRESS: Russ Bldg. PHONE: Gar-  
field 4700. STUDIO ADDRESS: Russ Bldg.  
TRANSMITTER LOCATION: Islais Creek. TIME  
ON THE AIR: 6:15 A.M. to 1:00 A.M. NEWS  
SERVICE: United Press. TRANSCRIPTION  
SERVICE: Standard Radio, NAB Library.

## PERSONNEL

President.....W. I. Dumm  
Commercial Manager.....W. I. Dumm  
Advertising Manager.....W. I. Dumm  
Station Manager.....Philip G. Lasky  
Vice-President.....Philip G. Lasky  
General Manager.....Philip G. Lasky  
Publicity Director.....Harry Elliott  
Musical Director.....Albert White  
Chief Engineer.....R. V. Howard

## POLICIES

No liquor advertising; only beer. No for-  
eign language programs. No lectures or talks.

except political during a campaign. No all-  
talking sponsored program consisting chiefly  
of advertising matter. Medical products sub-  
ject to examination by station before accept-  
ance, and usually only well known products  
accepted. No unusual claims allowed.

Merchandising done on actual cost basis.

## REPRESENTATIVE

Free & Peters, Inc.

# KYA

**SAN FRANCISCO—EST. 1926**

**CALIFORNIA RADIO SYSTEM**  
FREQUENCY: 1230 Kc. POWER: 5,000 Watts,  
d.; 1,000 Watts, n. OWNED BY: Hearst Ra-  
dio, Inc. OPERATED BY: Same. BUSINESS  
ADDRESS: Hearst Bldg. PHONE: Douglas  
2536. STUDIO ADDRESS: Same. TRAN-  
SMITTER LOCATION: Candlestick Point, Bay  
View Park. TIME ON THE AIR: (daily) 6:30  
A.M. to midnight. (Sunday) 8:00 A.M. to  
midnight. NEWSPAPER AFFILIATIONS: San  
Francisco Examiner, San Francisco Chronicle,  
S. F. Call-Bulletin, S. F. Daily News. NEWS  
SERVICE: International News Service. TRAN-  
SCRIPTION SERVICE: Associated Service.

## PERSONNEL

President.....J. V. Connolly  
Commercial Manager.....Clarence B. Juneau  
Chief Announcer.....David S. Vaile  
Station Manager.....Clarence B. Juneau  
Sales Manager.....Clarence B. Juneau  
Publicity Director.....Clarence Meyers  
Musical Director.....Walter Rudolph  
Chief Engineer.....Paul C. Schulz

## POLICIES

Beer and wine accounts acceptable at any  
time. Hard liquor accounts only acceptable  
after 10 p.m.; must have a live talent show.

Will distribute blotters and publicity as mer-  
chandising aids.

## REPRESENTATIVE

Hearst Radio, Inc.

# KQW

**SAN JOSE—EST. 1910**

(Believe it or not)

**MUTUAL—DON-LEE AND NORTHERN  
CALIFORNIA BROADCASTING SYSTEM**  
FREQUENCY: 1010 Kc. POWER: 1000 Watts.  
OWNED BY: Pacific Agricultural Foundation,  
Ltd. OPERATED BY: Same. BUSINESS AD-  
DRESS: 87 East San Antonio St. PHONE: Bal-  
lard 2616. STUDIO ADDRESS: 87 East San An-  
tonio St. TRANSMITTER LOCATION: Same.  
TIME ON THE AIR: 6:15 A.M. to 12:00 Mid-  
night, PST. NEWSPAPER AFFILIATION: San



Jose Mercury Herald. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC The-saurus, Standard Program Library.

**PERSONNEL**

President.....Ralph R. Brunton  
Station Manager.....C. S. Harper  
Sales Manager.....E. L. Barker

**POLICIES**

Beer and wines accepted subject to our approval of copy. No hard liquor.

Foreign language programs restricted to the period 6:30 to 7:15 A.M. daily except Sunday. Portuguese 6:30 to 7:00 A.M. and Italian 7:00 to 7:15 A.M.

Theater trailers and display space in news-paper.

**REPRESENTATIVE**

John Blair and Co. (National)

**KVEC**

**SAN LUIS OBISPO—EST. 1937**

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Christina M. Jacobson, tr. as The Valley Electric Co. OPERATED BY: The Valley Electric Co. BUSINESS ADDRESS: 851 Higuera St. PHONE: San Luis Obispo 134. STUDIO ADDRESS: 851 Higuera St. TRANSMITTER LOCATION: San Luis Obispo. TIME ON THE AIR: Daytime. TRANSCRIPTION SERVICE: Standard Radio.

**PERSONNEL**

Manager.....Les Hacker  
Commercial Manager.....John C. Clifton

**REPRESENTATIVES**

Joseph Hershey McGillvra (N. Y. and Chicago)  
Walter Biddick Co. (Coast)

**KVOE**

“THE VOICE OF THE ORANGE EMPIRE”  
**SANTA ANA—EST. 1926**

**DON LEE—MUTUAL**

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: The Voice of the Orange Empire, Inc., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Walter L. Moore Bldg., Room 100. PHONE: 4901-R. STUDIO ADDRESS: 2825 W. 5th St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Daily) 7:00 A.M. to 12:00 midnight; (Sunday) 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Local and Associated Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

**PERSONNEL**

President and General Manager.  
Ernest L. Spencer  
Chief Announcer.....Wallace S. Wiggins

Musical Director.....Wallace S. Wiggins  
Chief Engineer.....Wallace S. Wiggins

**POLICIES**

No liquor advertising accepted. Spanish is the only foreign language broadcast.

Merchandising: Publicity of program in local newspaper. Direct mail sent out at cost. Surveys made at actual cost.

**REPRESENTATIVE**

John Blair & Company

**KDB**

“THE VOICE OF SANTA BARBARA”

**SANTA BARBARA—EST. 1929**

**MUTUAL—DON-LEE BROADCASTING SYSTEM**

FREQUENCY: 1500 Kc. POWER: 250 Watts. d.; 100 Watts, n. OWNED BY: Santa Barbara Broadcasters, Ltd. OPERATED BY: Don Lee Broadcasting System. BUSINESS ADDRESS: 15 E. Haley. PHONE: 21427. STUDIO ADDRESS: 15 E. Haley. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press, International News Service, Press Radio Bureau. TRANSCRIPTION SERVICE: World Broadcasting System.

**PERSONNEL**

President.....Thomas S. Lee  
Commercial Manager.....Earl Pollock  
Chief Announcer.....Tony La Frano  
Station Manager.....Don Hastings  
Sales Manager.....Earl Pollock  
Chief Engineer.....Robert Arne

**POLICIES**

No liquor advertising on Sunday. Spanish program Sunday, 8 to 8:45 A.M.

Merchandising tie-in with two local theaters for some merchandising ideas. Also commercial department cooperates on exploitation of regular station accounts.

**KTMS**

“THE NEWS-PRESS STATION”

**SANTA BARBARA—EST. 1937**

**NATIONAL BROADCASTING CO. (BLUE)**

**CALIFORNIA RADIO SYSTEM**

FREQUENCY: 1220 Kc. POWER: 500 Watts. OWNED BY: News-Press Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: De La Guerra Plaza. PHONE: 6111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Goleta. TIME ON THE AIR: (daily) 7:00 A.M. to midnight. (Sunday) 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: Santa Barbara News-Press. NEWS SERVICE: Associated Press (non - Commercial). TRANSCRIPTION SERVICE: Standard Radio.

## PERSONNEL

President.....T. M. Storke  
Chief Engineer.....C. C. Van Cott

## POLICIES

Does not accept liquor accounts.  
Merchandising services—information of specific features given out on request.

## REPRESENTATIVES

Weed & Company, McClatchy Broadcasting Co., Walter Biddick Co.

# KSRO

SANTA ROSA—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: The Press Democrat Publishing Co. OPERATED BY: The Press Democrat Publishing Co. BUSINESS ADDRESS: 427 Mendocino Ave. STUDIO ADDRESS: 427 Mendocino Ave. TRANSMITTER LOCATION: Santa Rosa. TIME ON THE AIR: Daytime. NEWSPAPER AFFILIATION: Santa Rosa Press-Democrat. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## PERSONNEL

Manager .....R. F. Bjorn

## POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine. All programs and copy subject to the rules and regulations of the Federal Communications Commission and station management. Medical programs not accepted.

Station facilities include merchandising service, the services of an advertising counselor, program director, and production department as well as the use of audition studios.

# KGDM

STOCKTON—EST. 1926

FREQUENCY: 1100 Kc. POWER: 1000 Watts. OWNED BY: E. F. Peffer. OPERATED BY: E. F. Peffer. STUDIO ADDRESS: 42 S. California St. TRANSMITTER LOCATION: South of Stockton. TIME ON THE AIR: Daytime, (actual, 6:00 A.M. to local sunset). TRANSCRIPTION SERVICE: C. P. MacGregor.

## PERSONNEL

Manager .....A. H. Green

## REPRESENTATIVES

Small & Brewer (Coast)  
John Blair & Co.

# KWG

"VOICE OF SAN JOAQUIN VALLEY"

STOCKTON—EST. 1921

NBC (RED AND BLUE) & CALIFORNIA RADIO SYSTEM

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Wolf. PHONE: 580 J. 580 M. STUDIO ADDRESS: Hotel Wolf. TRANSMITTER LOCATION: Weber & E. Sts. TIME ON THE AIR: 7:00 A.M. to Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

## PERSONNEL

President.....Guy C. Hamilton  
Chief Announcer.....Dean Banta  
Station Manager.....Bernard E. Cooney  
Sales Manager.....Bernard E. Cooney  
Chief Engineer.....Russell Bennett

## POLICIES

Wine and beer advertising accepted but no hard liquor. Laxative accounts not accepted. Patent medicine accounts subject to approval of management.

Merchandising: Will send letters to trade, make personal calls on trade and post streamers etc. without charge.

## REPRESENTATIVE

Paul H. Raymer Company

# KTKC

"VOICE OF TULARE & KINGS COUNTIES"

VISALIA—EST. 1937

FREQUENCY: 1190 Kc. POWER: 250 Watts. OWNED BY: Tulare-Kings Counties Radio Assoc. OPERATED BY: Same. BUSINESS ADDRESS: Visalia, P. O. Box 511. PHONE: 574-5. STUDIO ADDRESS: Visalia. TRANSMITTER LOCATION: 1½ miles south of Visalia. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. NEWSPAPER AFFILIATIONS: Time-Delta-Visalia Recorder, Porterville, Times & Advance Register-Tulare, Sentinel & Journal, Hanford. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio, Inc.

## PERSONNEL

President.....Chas. A. Whitmore  
Advertising Manager.....Milland Kibbe  
Chief Announcer.....Sheldon Anderson  
Station Manager.....Chas. P. Scott  
Sales Manager.....Chas. P. Scott  
Publicity Director.....Chas. P. Scott  
Musical Director.....Chas. P. Scott  
Chief Engineer.....Bert Williamson

## 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.....Garoy 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.

# WDRG

"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: WDRG, Inc. OPERATED BY: WDRG, 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 & Hollingbery, 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 Svehla  
 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. TRANS-  
MITTER 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. TRANS-  
SCRIPTION 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 ad-  
vance—foreign population negligible.

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

## 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: Foun-  
tain of Youth Properties, Inc. BUSINESS AD-  
DRESS: Fountain of Youth Gardens. PHONE:  
1400. STUDIO ADDRESS: Fountain of Youth  
Gardens. TRANSMITTER LOCATION: Foun-  
tain 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

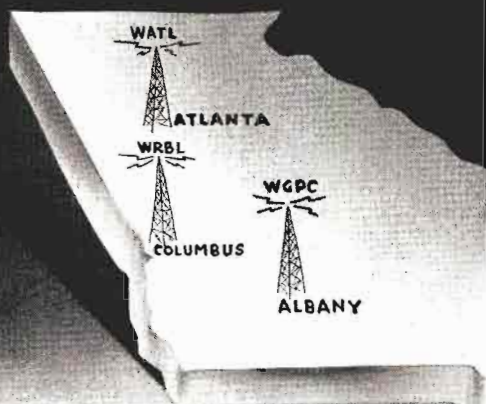
Beer and wine acc'ts only; no hard liquor. No foreign language programs to date.

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

President .....John A. Brice  
Commercial Manager .....Jess M. Swicegood  
Chief Announcer .....Earle J. Pudney  
Station Manager .....Jess M. Swicegood  
Musical Director .....Earle J. Pudney  
Chief Engineer .....Clif 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 Manager .....Maurice C. Coleman  
Chief Announcer.....Dick Pyron  
Sales Manager .....Maurice C. Coleman  
Musical Director .....Ken Keese  
Chief Engineer .....Jim 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

Manager .....A. 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

President .....W. T. Knight, Jr.  
Advertising Manager .....W. B. Smart  
Station Manager .....W. T. Knight, Jr.  
Sales Manager .....Robert R. Feagin  
Chief Announcer .....Weldon W. Herrin  
Publicity Director .....W. B. Smart  
Chief Engineer .....Laws 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.

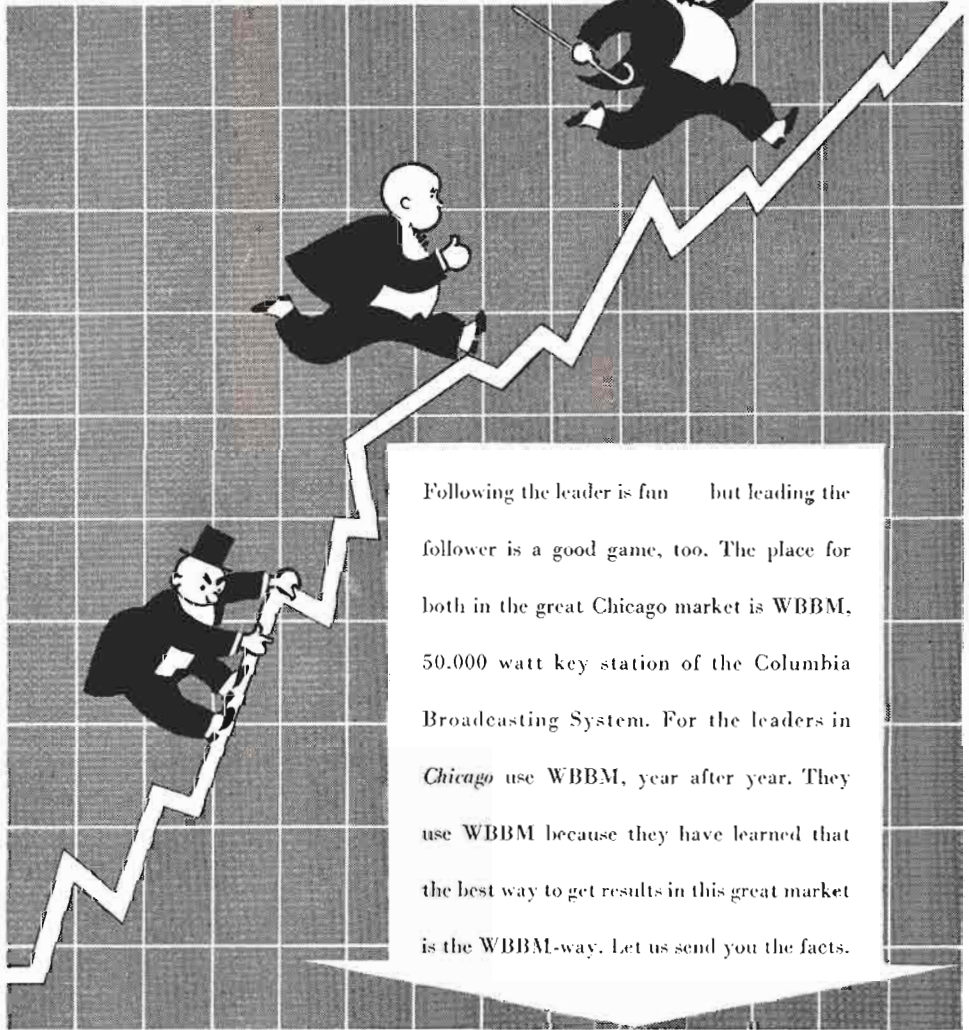
## PERSONNEL

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

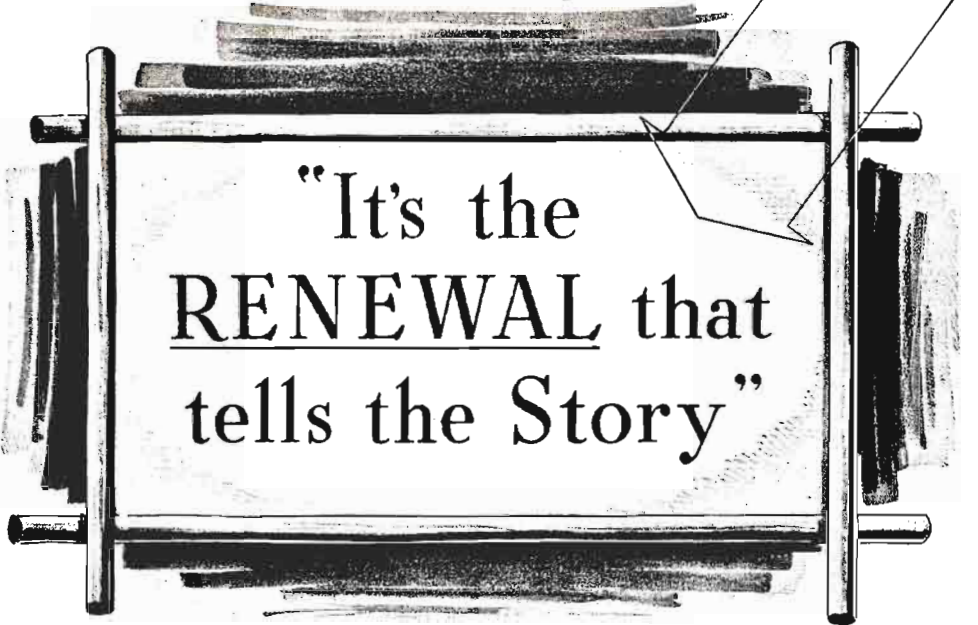
"MIGHTY VOICE OF THE MID-WEST"  
**CHICAGO**

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  
BRONKO 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 WHEELIES  
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  
WURTLIZER COMPANY

Chicago's Largest  
Independent Station

**WJJD**

201 N. Wells Street  
Chicago, Illinois

NATIONAL REPRESENTATIVES: THE PAUL H. RAYMER CO.

Publicity Director .....Richard Kross  
 Musical Director .....Bess Hienzman  
 Chief Engineer .....Edward 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.



**I**N 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. OPERATED BY: Same. BUSINESS ADDRESS: Urbana. PHONE: 7-2616—7-2400. STUDIO ADDRESS: 400 S. Wright. TRANSMITTER LOCATION: S. First St. Road, Champaign. TIME ON THE AIR: 7:30 A.M. to local sunset (except Sunday). NEWSPAPER AFFILIATION: The Daily Illini. NEWS SERVICE: Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION 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. TRANSCRIPTION 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. BUSINESS ADDRESS: 416 S. Second St. PHONE: 999. STUDIO ADDRESS: Hotel Elkhart. TRANSMITTER LOCATION: Mile south of Elkhart. 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. TRANSCRIPTION 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

President .....Col. 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**

President .....Eugene 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**

President .....H. K. Lindsley  
 Station Manager .....K. W. Pyle  
 Advertising Manager .....M. Eberhardt  
 Chief Announcer .....Harry D. Peck  
 Sales Manager .....K. W. Pyle  
 Publicity Director .....J. W. Eberhardt  
 Musical Director .....Marie Gunzelman  
 Chief Engineer .....G. 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 Manager .....Hugh J. Powell  
 Commercial Manager .....W. B. Darrah  
 Advertising Manager .....W. B. Darrah  
 Chief Announcer .....Melvin Drake  
 Sales Manager .....W. B. Darrah  
 Publicity Director .....Clair Foster  
 Musical Director .....Clair Foster  
 Chief Engineer .....J. 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

Manager .....Vernon 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 Manager .....Ed. 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**

gauge 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. Liler  
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. Imbroglia  
Production Manager ..... Bert Hanauer  
Sales Manager ..... Purnell H. Gould  
Publicity Director ..... Robert S. Maslin, Jr.  
Musical Director ..... Jos. Imbroglia  
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. Burgan  
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*

●

**L**OCAL 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.

**E**FFECTIVE 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

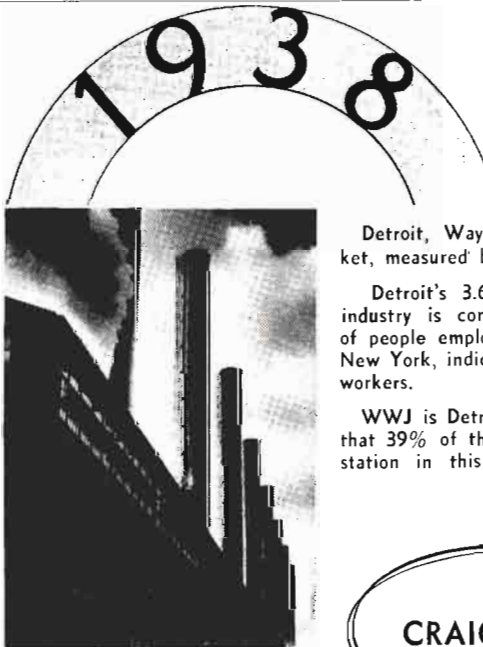
FREQUENCY: 850 Kc. POWER: 1000 watts. OWNED BY: Michigan State College. OPERATED BY: Michigan State College. BUSINESS ADDRESS: East Lansing. PHONE: 59113. Ext. 398. STUDIO ADDRESS: Campus. TRANSMITTER LOCATION: Campus. TIME ON THE AIR: 6:30 a.m. to 5:00 p.m. except Sunday. TRANSCRIPTION SERVICE: Lang-Worth.

### 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!



**CRAIG & HOLLINGBERY, INC.**  
 National Representatives  
 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**

President .....K. L. Ashbacker  
Commercial Manager .....G. F. Ashbacker  
Artists' Bureau Head .....R. Van Wyck  
Chief Announcer .....R. Van Wyck  
Station Manager .....Grant F. Ashbacker  
Publicity Director .....B. Wilson  
Musical Director .....R. Van Wyck  
Chief Engineer .....Geo. 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**

President .....G. B. Hartick  
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**

President .....E. L. Hayek  
Commercial Manager .....E. L. Hayek  
Advertising Manager .....Roland E. Olson  
Chief Announcer .....George B. Russell

Station Manager .....E. L. Hayek  
Sales Manager .....Roland E. Olson  
Publicity Director .....Dorothy Hogg  
Musical Director .....Peggy Lee  
Chief Engineer .....George 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.

**KGDE**

"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 Announcer.....Manny Marget  
Chief Engineer.....Robert 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

President.....Gregory Gentling  
Station Manager.....Gregory Gentling  
Commercial Manager.....M. M. Jacobs  
Artists' Bureau Head.....Gladys Bell  
Chief Announcer.....Gerald Wing  
Sales Manager.....Gregory Gentling  
Publicity Director.....George Morrison  
Musical Director.....Peter Lyman  
Chief Engineer.....Fred 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 Announcer ....Herman H. Hohenstein  
Station Manager.....Herman H. Hohenstein  
Musical Director ....Herman 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 Announcer .....France 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  
KGFW, 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

## WAAW

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-President .....G. 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. TRANSMIT-  
 TER 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**

President .....Howard S. Frazier  
 Commercial Manager .....Burt McKinnie  
 Station Manager .....Paul Alger  
 Publicity Director .....Fred Wood  
 Chief Engineer .....Russel 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 ART-ISTS BUREAU.

**PERSONNEL**

President .....Paul H. LaStayo  
Artists Bureau Head .....G. Haas  
Chief Announcer .....Maurice Hart  
Station Manager .....Paul H. LaStayo  
Publicity Director .....Orth Bell  
Musical Director .....Fabe Nicholson  
Chief Engineer .....A. Castellani

**POLICIES**

No foreign language or hard liquor adver-tising accepted. Light wine and beer adver-tising accepted.

No special merchandising features at pres-ent.

**WHOM**

**JERSEY CITY—EST. 1930**

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: N. J. Broadcasting Corp. OP-ERATED BY: N. J. Broadcasting Corp. BUSI-NESS ADDRESS: 29 W. 57th St. PHONE: Journal Square 2. Plaza 3-4204, New York. STUDIO ADDRESS: 2866 Hudson Blvd. TRANS-MITTER 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 proc-ess 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 sales .....Frank 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**

President .....Bishop Alma White  
Co-Manager .....Rev. Arthur K. White  
Station Manager .....Rev. Ray B. White  
Musical Director .....Orland A. Wolfram  
Chief Engineer .....N. 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.

PHONE: Binghamton 2-3461. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Cleveland & Stokes. TIME ON THE AIR: (Daily) 7:00 A.M. to 1:00 A.M.; (Sunday) 9:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### PERSONNEL

President ..... John C. Clark  
Station Manager ..... Cecil D. Mastlin  
Advertising Manager ..... Fred Dodge  
Chief Announcer ..... Tony Wheeler  
Sales Manager ..... Harry Trenner  
Publicity Director ..... Thomas Pritchard  
Musical Director ..... Elizabeth Lamb  
Chief Engineer ..... Lester H. Gilbert

### POLICIES

Does not take any whiskey or liquor accounts and takes beer or wine accounts after 9 P.M. Maintains Slovak programs for six months in the year.

Merchandising: Station is fully equipped to assist in merchandising radio advertising programs.

### REPRESENTATIVE

Harry Trenner, New York

## WARD

BROOKLYN—EST. 1926

FREQUENCY: 1400 Kc. POWER: 500 Watts. OWNED BY: United States Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 427 Fulton St. PHONE: Triangle 5-3301. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Long Island City. TIME ON THE AIR: Shares time. MAINTAINS ARTISTS BUREAU.

### PERSONNEL

President ..... Rabbi Aaron Kronenberg  
Station Manager ..... Aaron Kronenberg  
Commercial Manager ..... Oscar Kronenberg  
Artists Bureau Head ..... S. Medoff  
Chief Announcer ..... Jack Martin  
Sales Manager ..... Oscar Kronenberg  
Publicity Director ..... Oscar Kronenberg  
Musical Director ..... S. Medoff  
Chief Engineer ..... Abe Hass

### POLICIES

All programs are subject to the approval of the management.

## WBBC

BROOKLYN—EST. 1926

FREQUENCY: 1400 Kc. POWER: 500 Watts. OWNED BY: Brooklyn Broadcasting Corp. OPERATED BY: Brooklyn Broadcasting Corp. BUSINESS ADDRESS: WBBC Bldg., 552-554 Atlantic Ave. PHONE: Triangle 5-6690. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Brooklyn, N. Y. TIME ON THE AIR:

Shares time with WARD, WLTH and WVFV. MAINTAINS AN ARTISTS BUREAU. TRANSCRIPTION SERVICE: Lang-Worth.

### PERSONNEL

General Manager ..... Peter J. Testan  
Commercial Manager ..... Arnold J. Jaffe

### POLICIES

Merchandising: Advertisers are offered every assistance in establishing their product. Station sales department will advise and cooperate in dealer promotional campaigns.

## WBRR

BROOKLYN

FREQUENCY: 1300 Kc. POWER: 1000 Watts. OWNED BY: Peoples Pulpit Assn. OPERATED BY: Peoples Pulpit Assn. BUSINESS ADDRESS: 124 Columbia Heights. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Brooklyn. TIME ON THE AIR: Shares time.

### POLICIES

Station does not sell time.

## WCNW

"FIRST STATION ON THE DIAL"

BROOKLYN—EST. 1928

FREQUENCY: 1500 Kc. POWER: 250 Watts. d.; 100 Watts. n. OWNED BY: Arthur Faske. OPERATED BY: Same. BUSINESS ADDRESS: 846 Flatbush Ave. PHONE: Ingersoll 2-1500, 6000. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 180 Morgan Ave. TIME ON THE AIR: 7:00 A.M. to local sunset (daily); 9:00 A.M. to local sunset (Sunday). MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Christian Science Monitor.

### PERSONNEL

President ..... Arthur Faske  
Station Manager ..... L. W. Berne  
Commercial Manager ..... L. W. Berne  
Advertising Manager ..... J. Ringgold  
Artists' Bureau Head ..... Roger Wayne  
Chief Announcer ..... Vincent Anthony  
Publicity Director ..... J. Ringgold  
Musical Director ..... Roger Wayne  
Chief Engineer ..... Arthur Faske

### POLICIES

No liquor advertising accepted. All foreign language programs accepted.

Special merchandising department maintained.

## WLTH

"THE RADIO THEATRE OF THE AIR"

BROOKLYN—EST. 1925

FREQUENCY: 1400 Kc. POWER: 500 watts.

OWNED BY: The Voice of Brooklyn, Inc.  
 OPERATED BY: The Voice of Brooklyn, Inc.  
 BUSINESS ADDRESS: 105 Second Ave., N. Y. C.  
 PHONE: ORchard 4-1203-4-5. STUDIO ADDRESS: 105 Second Ave., N. Y. C.  
 TRANSMITTER LOCATION: Bklyn. TIME ON THE AIR: Quarter Schedule. NEWS SERVICE: Jewish Telegraphic Agency. TRANSCRIPTION SERVICE: Usual equipment.

### PERSONNEL

President.....Samuel J. Gellard  
 Commercial Manager.....Samuel J. Gellard  
 Chief Announcer.....Norman H. Warembud  
 Station Manager.....Samuel J. Gellard  
 Publicity Director.....Norman H. Warembud  
 Musical Director.....Scholem Secunda  
 Chief Engineer.....Norwood Bradshaw

### POLICIES

Specialize in Jewish programs.  
 Merchandising service. 500 of the leading grocery stores in Jewish neighborhoods organized under banner of WLTH to co-operate with food manufacturers. Station's merchandising men call daily on stores.

## WMBQ

BROOKLYN—EST. 1927

FREQUENCY: 1500 Kc. POWER: 100 watts.  
 OWNED BY: Lillian E. Kiefer and Paul J. Gollhofer. OPERATED BY: Same. BUSINESS ADDRESS: 95 Leonard St. PHONE: Stagg 2-9307. STUDIO ADDRESS: 95 Leonard St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 9:00 A.M. to 12:00 midnight (under specied hours). MAINTAINS ARTISTS BUREAU.

### PERSONNEL

President.....Paul J. Gollhofer  
 Station Manager.....Lillian E. Kiefer  
 Commercial Manager.....Lillian E. Kiefer  
 Artists Bureau Head.....Lillian E. Kiefer  
 Chief Announcer.....Anthony Napolitano  
 Publicity Director.....Lillian E. Kiefer  
 Musical Director.....Lillian E. Kiefer  
 Chief Engineer.....Chas. P. Evans

## WVFW

"VOICE OF THE VETERANS OF FOREIGN WARS"

BROOKLYN—EST. 1926

FREQUENCY: 1400 Kc. POWER: 500 watts.  
 OWNED BY: Paramount Broadcasting Corp.  
 OPERATED BY: Paramount Broadcasting Corp.  
 BUSINESS ADDRESS: One Nevins St.  
 PHONE: TRi 5-0313 TRi 5-2628. STUDIO ADDRESS: One Nevins St. TRANSMITTER LO-

CATION: Flatbush. TIME ON THE AIR. Shares time with WARD, WBBC and WLTH. TRANSCRIPTION SERVICE: Lang-Worth.

### PERSONNEL

President.....Harold J. Burke  
 Station Manager.....Salvatore D'Angelo  
 Chief Announcer.....Frank Daniels  
 Musical Director.....L. Delson  
 Chief Engineer.....Hermann Florez

### POLICIES

Liquor advertising not accepted.

## WBEN

BUFFALO—EST. 1930

NATIONAL BROADCASTING CO. (RED)

FREQUENCY: 900 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: WBEN, Inc. OPERATED BY: WBEN, Inc. and The Buffalo Evening News. BUSINESS ADDRESS: Hotel Statler. PHONE: Cleveland 6400. STUDIO ADDRESS: Hotel Statler. TRANSMITTER LOCATION: Martinsville. TIME ON THE AIR: 7:00 A.M. to midnight EST Tues. and Sun.) 7:00 A.M. to 1:00 A.M. (Mon., Wed., Thurs. and Sat.). NEWSPAPER AFFILIATION: Buffalo Evening News. NEWS SERVICE: Services of affiliated newspaper. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

### PERSONNEL

President.....Edward H. Butler  
 Station Manager.....Edgar H. Twamley  
 Vice-President.....A. H. Kirchhofer  
 Commercial Manager.....Clifford M. Taylor  
 Chief Announcer.....George Torge  
 Publicity Directors.....Rod Reed;  
 Joe Haeffner  
 Musical Director.....Erwin Glucksman  
 Chief Engineer.....Ralph J. Kingsley

### POLICIES

No liquor or wines. Will accept beer adv. in programs only—not in announcements. No foreign language accounts accepted.

Will do any type of merchandising at actual cost.

### REPRESENTATIVE

Edward Petry & Co., Inc.

## WBNY

BUFFALO—EST. 1935

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Roy L. Albertson. OPERATED BY: Roy L. Albertson. BUSINESS ADDRESS: 485 Main St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Buffalo. TIME ON THE AIR: Shares time. TRANSCRIPTION SERVICE: Lang-Worth.

### PERSONNEL

General Manager.....Roy L. Albertson



# WEBR

"BUFFALO'S FRIENDLY STATION"

**BUFFALO—EST. 1924**

NBC (Blue)

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WEBR, Inc. OPERATED BY: Buffalo Evening News. BUSINESS ADDRESS: 23 W. North St. PHONE: Lincoln 7133. STUDIO ADDRESS: 23 W. North St. TRANSMITTER LOCATION: Larkin Terminal Bldg. TIME ON THE AIR (daily) 7:00 A.M. to 12:00 midnight; (Sunday) 8:30 A.M. to midnight. NEWSPAPER AFFILIATION: Buffalo Evening News. NEWS SERVICE: News from newspaper affiliate. TRANSCRIPTION SERVICE: Standard Radio.

## PERSONNEL

President.....Edward H. Butler  
Vice-President.....A. H. Kirchhafer  
Station Manager.....Louis W. Kaiser  
Commercial Manager.....Wm. Doerr, Jr.  
Chief Announcer.....Hamilton Woodle  
Chief Engineer.....Lawrence Bailey

## POLICIES

No liquor advertising carried. Polish, Italian and German programs carried in special periods.

## REPRESENTATIVE

Edward Petry & Co.

# WGR

**BUFFALO—EST. 1922**

MUTUAL-COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 550 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Buffalo Broadcasting Corp. OPERATED BY: Buffalo Broadcasting Corp. BUSINESS ADDRESS: Rand Bldg. PHONE: Washington 3100. STUDIO ADDRESS: Rand Bldg. TRANSMITTER LOCATION: Amherst. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: Buffalo Times (Scripps-Howard) Buffalo Courier Express. NEWS SERVICE: United Press-Buffalo Times. TRANSCRIPTION SERVICE: World Broadcasting System, Inc. Associated Music.

## PERSONNEL

Executive Vice-President.....I. R. Lounsberry  
Advertising Manager.....A. F. Busch  
Program Director.....H. C. Rice  
Sales Manager.....Lewis H. Avery  
Publicity Director.....A. F. Busch  
Chief Engineer.....Karl B. Hoffman

## POLICIES

No stated special policies.

## REPRESENTATIVE

Free & Peters, Inc.

# WKBW

**BUFFALO—EST. 1925**

MUTUAL—COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1480 Kc. POWER: 5000 watts. OWNED BY: Buffalo Broadcasting Corp. OPERATED BY: Buffalo Broadcasting Corp. BUSINESS ADDRESS: Rand Building. PHONE: Washington 3100. STUDIO ADDRESS: Rand Bldg. TRANSMITTER LOCATION: Amherst. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: Buffalo Times (Scripps-Howard) Buffalo Courier Express. NEWS SERVICES: United Press and Buffalo Times News. TRANSCRIPTION SERVICE: World Broadcasting System, Associated Music.

## PERSONNEL

Executive Vice-President.....I. R. Lounsberry  
Advertising Manager.....A. F. Busch  
Program Director.....Herbert C. Rice  
Sales Manager.....Lewis H. Avery  
Publicity Director.....A. F. Busch  
Chief Engineer.....Karl B. Hoffman

## POLICIES

No stated special policies.

## REPRESENTATIVE

Free & Peters, Inc.

# WSVS

**BUFFALO—EST. 1925**

FREQUENCY: 1370 Kc. POWER: 50 Watts. OWNED BY: Board of Education. OPERATED BY: Seneca Vocational High School. BUSINESS ADDRESS: Seneca Vocational High School. PHONE: Filmore 7190. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:30 A.M. to 10:00 A.M. and 2:00 P.M. to 3:00 P.M.

## PERSONNEL

Station Manager.....Lowell C. Kitchin  
Chief Engineer.....Paul J. Doddridge

## POLICIES

No sponsored programs, non-commercial station.

# WCAD

**CANTON—EST. 1923**

FREQUENCY: 1220 Kc. POWER: 500 watts. OWNED BY: St. Lawrence University. OPERATED BY: St. Lawrence University. BUSINESS ADDRESS: Canton. PHONE: 276. STUDIO ADDRESS: Canton. TRANSMITTER LOCATION: Campus. TIME ON THE AIR: 12:30 to 1:30—3:00 to 4:00 (daily except Sunday). NEWS SERVICE: Christian Science Monitor.

### PERSONNEL

President.....Dr. Laurens H. Seelye  
 Station Manager.....H. K. Bergman  
 Chief Announcer.....Robt. Frear  
 Musical Director.....H. Wellington Stewart  
 Chief Engineer.....Dr. Ward C. Priest  
 Radio Workshop Director.....Ruth Willard

### POLICIES

Non-commercial station.

# WESG

ELMIRA—EST. (1921 as WEAI) 1932

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 850 Kc. POWER: 1000 Watts.  
 OWNED BY: Cornell University. OPERATED BY: Elmira Star Gazette, Inc. (Commercially).  
 BUSINESS ADDRESS: Mark Twain Hotel. PHONE: 5959-5181. STUDIO ADDRESS: Mark Twain Hotel. TRANSMITTER LOCATION: Forrest Home, N. Y. TIME ON THE AIR: 7:15 A.M. to sundown (New Orleans).  
 NEWS-PAPER AFFILIATIONS: Elmira Star Gazette, Inc., Elmira Sunday Telegram, Elmira Advertiser (all Gannett). United Press and Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### PERSONNEL

Station Manager.....Dale L. Taylor  
 Commercial Manager.....Dale L. Taylor

Sales Manager.....Ernest Oliver  
 Publicity Director.....Glenn Williams  
 Musical Director.....Harry Springer  
 Chief Engineer.....True McLean

### POLICIES

Does not accept wine, liquor or beer advertising. Foreign language accounts acceptable with English translations. No medicinal advertising that deals in bodily functions.

Station will render reasonable merchandising service on minimum 26-time program order.

### REPRESENTATIVE

J. P. McKinney & Sons

# WGBB

"LONG ISLAND'S BROADCASTING STATION"

FREEPORT—EST. 1924

FREQUENCY: 1210 Kc. POWER: 100 watts.  
 OWNED BY: H. H. Carman. OPERATED BY: Same. BUSINESS ADDRESS: 44 S. Grove St. PHONE: Freeport 2418. STUDIO ADDRESS: 44 S. Grove St. TRANSMITTER LOCATION: 215 Bedell St. TIME ON THE AIR: Shares time. TRANSCRIPTION SERVICE: NBC The-saurus.

### PERSONNEL

Owner.....H. H. Carman  
 Advertising Manager.....H. H. Carman



## RADIO PROMOTION

Research  
Market Analysis  
Data Folders  
Trade Advertising  
Brochures  
Maps  
Individual Treatment  
Distinctive Design  
COMPLETE AGENCY SERVICE

### RADIO BROADCASTING ATLAS

5 Large Maps  
Counties-Cities  
U. S. and Canada  
Density Study  
Range Table  
2 Colors  
\$5.00

### CLIENTS INCLUDE

Printers Ink Monthly  
(Market Explorations)  
Broadcasting  
(Radio Outline Map)  
Radio Art  
(Market Data)  
40 Broadcasting  
Stations

## WALTER P. BURN & ASSOCIATES

7 WEST 44th STREET • NEW YORK • MURRAY HILL 2-7462

Chief Announcer ..... J. Dudley  
 Station Manager ..... H. H. Carman  
 Publicity Director ..... A. Cheesman  
 Chief Engineer ..... A. E. Granbacka

**POLICIES**

Continuity must be submitted with English translation for station approval on foreign language programs.

**WJTN**

"YOUR FRIEND AND NEIGHBOR"

**JAMESTOWN—EST. 1924**

NATIONAL BROADCASTING CO. (BLUE)  
 FREQUENCY: 1210 Kc. POWER: 250 watts,  
 d.: 100 watts, n. OWNED BY: James Broad-  
 casting Co., Inc. OPERATED BY: James Broad-  
 casting Co., Inc. BUSINESS ADDRESS: Well-  
 man Bldg. PHONE: 7-151-2. STUDIO AD-  
 DRESS: Wellman Bldg. TRANSMITTER LO-  
 CATION: Jones and Gifford Ave. TIME ON  
 THE AIR: (daily) 7:30 A.M. to 12:00 midnight  
 (Sunday) 8:00 A.M. to midnight. NEWS  
 SERVICE: United Press. MAINTAINS ART-  
 ISTS BUREAU. TRANSCRIPTION SERVICE:  
 NBC Thesaurus, Standard Library.

**PERSONNEL**

President ..... H. C. Wilder  
 Station Manager ..... Bosil F. Blizzard  
 Commercial Manager ..... Simon Goldman  
 Artists Bureau Head ..... Gardner Smith  
 Chief Announcer ..... Jon Costley  
 Sales Manager ..... Charles Denny  
 Publicity Director ..... G. T. Callison  
 Musical Director ..... G. T. Callison  
 Chief Engineer ..... Harold J. Kratzert

**POLICIES**

Beer and light wine advertising accepted.  
 No hard liquor advertising accepted.  
 No restrictions on foreign language ac-  
 counts.  
 Competent staff is available to completely  
 merchandise any type of commercial program.

**REPRESENTATIVE**

Paul H. Raymer Company

**WGN Y**

"THE ONLY STATION BETWEEN  
 NEW YORK AND ALBANY"

**NEWBURGH—EST. 1933**

FREQUENCY: 1210 Kc. POWER: 100 Watts.  
 OWNED BY: Peter Goelet. OPERATED BY:  
 Same. BUSINESS ADDRESS: 161 Broadway.  
 PHONE: Newburgh 4600. STUDIO ADDRESS:  
 Same. TRANSMITTER LOCATION: Cachec-  
 ton Turnpike. TIME ON THE AIR: Part time  
 schedule. NEWS SERVICE: Local news.  
 TRANSCRIPTION SERVICE: Standard Radio.

**PERSONNEL**

President ..... Peter Goelet  
 Station Manager ..... Peter Goelet  
 Chief Engineer ..... Irwin Moison

**POLICIES**

Accept foreign language commercials sub-  
 ject to approval of station management. Ac-  
 cept liquor accounts subject to strict regula-  
 tion as to time of broadcast to avoid public  
 offense. All copy subject to station approval.  
 Merchandising: Will co-operate with adver-  
 tiser in setting up any advertising campaign,  
 using any medium in conjunction with radio.

**WABC**

CBS KEY STATION

**NEW YORK CITY—EST. 1924**

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 860 Kc. POWER: 50,000  
 Watts. OWNED BY: Columbia Broadcasting  
 System. OPERATED BY: Same. BUSINESS  
 ADDRESS: 485 Madison Ave. STUDIO AD-  
 DRESS: Same. TRANSMITTER LOCATION:  
 Wayne Township, N. J. TIME ON THE AIR:  
 Sunday, 8:00 A.M. to 1:00 A.M.; Weekdays,  
 6:45 A.M. to 1:00 A.M. NEWS SERVICE: Press-  
 Radio. TRANSCRIPTION SERVICE: A. M. P.  
 (Transcriptions to 9:00 A.M. only).

**PERSONNEL**

(For personnel see listing of Columbia Broad-  
 casting System, Inc., under networks.)

**POLICIES**

For policies see listing of Columbia Broad-  
 casting System, Inc., under networks.

**REPRESENTATIVE**

Radio Sales

**WBIL**

**NEW YORK—EST. 1937**

FREQUENCY: 1100 Kc. POWER: 5000 watts.  
 OWNED BY: Arde Bulova. OPERATED BY:  
 International Broadcasting Corp. BUSINESS  
 ADDRESS: 132 West 43rd St. PHONE: BRyant  
 9-6080. STUDIO ADDRESS: 132 W. 43rd St.  
 TRANSMITTER LOCATION: Kearny, N. J. TIME  
 ON THE AIR: (daily) 6:00-8:00 P.M. (Friday)  
 2:00-3:00 P.M. (Sunday) 3:15-4:30—8:00-9:15  
 P.M. TRANSCRIPTION SERVICE: Lang-Worth.

**PERSONNEL**

Station Manager ..... H. Kiczales  
 Commercial Manager ..... H. Kiczales  
 Program Director ..... John C. Schramm  
 Sales Manager ..... Ralph Nardella  
 Publicity Director ..... Ed Dukoff  
 Musical Director ..... Julio Occhiboi  
 Chief Engineer ..... Robert E. Study

**POLICIES**

No hard liquor accounts. Foreign language  
 programs restricted to Italian.

# WBNX

"THE STATION THAT SPEAKS YOUR LANGUAGE"

**NEW YORK—EST. 1927**

FREQUENCY: 1350 Kc. POWER: 1000 Watts.  
OWNED BY: WBNX Broadcasting Co., Inc.  
OPERATED BY: WBNX Broadcasting Co., Inc.  
BUSINESS ADDRESS: 260 E. 161 St. PHONE: Melrose 5-0333-4-5-6-7. STUDIO ADDRESS: 260 E. 161st St. TRANSMITTER LOCATION: Cliffside Park, N. J. TIME ON THE AIR: 9:00 A.M. to midnight. TRANSCRIPTION SERVICE: Standard Radio.

## PERSONNEL

President.....A. L. Haskell  
Station Manager.....W. C. Alcorn  
Commercial Manager.....S. W. Caulfield  
Production Manager.....Edw. Ervin  
Sales Manager.....W. I. Moore  
Publicity Director.....Frank Johnson  
Musical Director.....Arno Arriga  
Consult. Engineer.....H. L. Wilson

## POLICIES

Station specializes in foreign language programs.

Merchandising: Distribution of exclusive brochures and circulars containing comprehensive statistics concerning foreign populations the station serves. Figures showing population of each nationality, buying power of such populations, radio sets, mail response to established, current programs, etc.

# WEAF

**NEW YORK—EST. 1922**

KEY STATION NBC (RED)

FREQUENCY: 660 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 30 Rockefeller Plaza. PHONE: Circle 7-8300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Bellmore, Long Island. TIME ON THE AIR: (daily) 7:30 A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICE: Press Radio.

## PERSONNEL and POLICIES

Will Be Found under NETWORKS

# WEVD

**NEW YORK—EST. 1927**

FREQUENCY: 1300 Kc. POWER: 1000 Watts. OWNED BY: Debs Memorial Radio Fund. OPERATED BY: Same. BUSINESS ADDRESS: 160 W. 44th St. PHONE Bryant 9-2360. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1335 Grand St., Bklyn. TIME ON THE AIR: Part time schedule.

## PERSONNEL

President.....Adolph Held  
Station Manager.....Henry Greenfield  
Chief Announcer.....Ev. Suffens

**MR. WATSON:** Why is WBNX so successful in foreign languages, Mr. Holmes?

**MR. HOLMES:** "Primary" my dear Watson. Come, follow me.

Foreign Population in Primary Area—Jewish .....	1,890,300
Italian .....	1,522,946
German .....	1,236,758
Polish .....	661,170
Spanish .....	200,000
Total .....	5,511,174

**AND THEY ALL LISTEN TO**

**WBNX** New York

1000 Watts Day and Night

**THE STATION THAT SPEAKS YOUR LANGUAGE**

Publicity Director ..... George Field  
Musical Director ..... Nicholas Saslavsky  
Chief Engineer ..... Charles Brown

### POLICIES

No stated special commercial program policies.

Readers merchandising service in foreign language field. Have trade contacts to promote distribution.

## WFAB

"THE VOICE OF THE FOREIGN LANGUAGE"

NEW YORK—EST. 1932

FREQUENCY: 1300 Kc. POWER: 1000 Watts.  
OWNED BY: Fifth Ave. Broadcasting Corp.  
OPERATED BY: Same. BUSINESS ADDRESS: 29 W. 57th St. PHONE: Plaza 8-1177-8-9. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Carlstadt, N. J. TIME ON THE AIR: Divides time (6 hours daily). NEWS SERVICE: Press Radio Bureau.

### PERSONNEL

President ..... Paul F. Harron  
Station Manager ..... Joseph Lang  
Commercial Manager ..... Joseph Lang  
Chief Announcer ..... Frank Kreuger  
Musical Director ..... B. Feidler  
Chief Engineer ..... A. Turecki

### POLICIES

Wine and beer accepted. No liquor before 9 P.M. Specializes in foreign language accounts.

## WHN

"DIAL 1010"

NEW YORK—EST. 1922

WLW LINE—Special NBC Hookup

FREQUENCY: 1010 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Marcus Loew Booking Agency; OPERATED BY: Marcus Loew Booking Agency. BUSINESS ADDRESS: 1540 Broadway. PHONE: BRyant 9-7800. STUDIO ADDRESS: 1540 Broadway. TRANSMITTER LOCATION: Astoria, L. I. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers. MAINTAINS ARTISTS BUREAU.

### PERSONNEL

President ..... Nicholas Schenck  
Station Manager ..... L. K. Sidney  
Commercial Manager ..... Herbert L. Pettey  
Advertising Manager ..... Herbert L. Pettey  
Artists Bureau Head ..... Leo Cohen  
Chief Announcer ..... Russell Clancy  
Sales Manager ..... Herbert L. Pettey  
Publicity Director ..... Al Simon  
Musical Director ..... Don Albert  
Chief Engineer ..... G. R. Windham

### POLICIES

Does not carry foreign language programs.

## WHOM

(See Jersey City, N. J.)

## WINS

"W-I-N-S, WINS, NEW YORK"

NEW YORK—EST. 1924

COLONIAL—YANKEE

FREQUENCY: 1180 Kc. POWER: 1000 Watts.  
OWNED BY: Hearst Radio, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 110 East 58th St. PHONE: EL-5-6100. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Carlstadt, N. J. TIME ON THE AIR: 6:30 A.M. to 2 hours after local sunset, E.S.T. NEWS-PAPER AFFILIATIONS: New York Journal American, New York Daily Mirror. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated and Langlois & Wentworth.

### PERSONNEL

Station Manager ..... Albert A. Cormier  
Chief Announcer ..... Wm. Harding  
Program Director ..... Albert A. Grobe  
Sales Manager ..... A. B. Schillin  
Publicity Director ..... Sylvia Press  
Musical Director ..... Louis Katzman  
Chief Engineer ..... Robert Cotton  
Continuity Director ..... Edward Cleland

### POLICIES

Does not carry liquor or foreign language accounts. Programs close one week in advance of broadcast. Talks, programs, continuities, must be submitted at least one week in advance for review by Program Dept.

Merchandising: Bus card advertising—newspaper publicity. Complete merchandising service, available to all advertisers at cost.

### REPRESENTATIVE

Hearst Radio, Inc.

## WJZ

NEW YORK—EST. 1921

KEY STATION NBC (BLUE)

FREQUENCY: 760 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 30 Rockefeller Plaza, N. Y. PHONE: Circle 7-8300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Bound Brook, N. J. TIME ON THE AIR: (daily) 7:30 A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICE: Press Radio News, United Press.

### PERSONNEL and POLICIES

Will Be Found Under NETWORKS

## WMCA

"NEW YORK'S OWN STATION AT THE TOP OF THE DIAL"

NEW YORK—EST. 1925

INTER-CITY BROADCASTING SYSTEM

FREQUENCY: 570 Kc. POWER: 1000 Watts.  
OWNED BY: Knickerbocker Broadcasting Co.

OPERATED BY: Knickerbocker Broadcasting Co. BUSINESS ADDRESS: 1657 Broadway. PHONE: Circle 6-2200. STUDIO ADDRESS: 1657 Broadway. TRANSMITTER LOCATION: Flushing, L. I. TIME ON THE AIR: 7:00 A.M. to 1:15 A.M. NEWS SERVICES: International and Universal News Services and Press Radio News. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Associated Program Library and Standard Radio.

### PERSONNEL

President ..... Donald Flamm  
 Station Manager ..... Donald Flamm  
 Commercial Manager ..... Bertram Lebhar, Jr.  
 Advertising Manager ..... Al Rose  
 Artists' Bureau Head ..... Chas. Wilshin  
 Chief Announcer ..... Bob Carter  
 Sales Manager ..... Bertram Lebhar, Jr.  
 Publicity Director ..... Leon Goldstein  
 Musical Director ..... Nat Brusiloff  
 Chief Engineer ..... Frank Marx

### POLICIES

Will accept liquor advertising. Foreign language broadcasts not accepted. All advertising subject to station approval and to Federal, State or Municipal decisions, laws and regulations.

### REPRESENTATIVE

Ray Linton (Chicago Office)

# WNEW

"SERVING NEW YORK AND NEW JERSEY  
 24 HOURS A DAY"

NEW YORK—EST. 1934

FREQUENCY: 1250 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: Wodaam Corp. OPERATED BY: WBO Broadcasting Corp. BUSINESS ADDRESS: 501 Madison Ave. PHONE: Plaza 3-3300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Carlstadt, N. J. TIME ON THE AIR: 24 hours a day, except Sunday and Monday. (Sunday) 10:00 A.M. to 12:30 P.M. and 6:30 to 9:00 P.M.; (Monday) 7:00 A.M. to 2:00 P.M. and 5:00 P.M. to 8:00 P.M. and 10:00 P.M. to Sunday morning at 7:00 A.M. NEWS SERVICE: Press Radio Bureau, International News Service and local news by staff. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Complete facilities.

### PERSONNEL

President ..... Milton Biow  
 Station Manager ..... Bernice Judis  
 Sales Manager ..... Herman Bess  
 National Sales Manager ..... Wally Duncan  
 Artist Bureau Head ..... Bernice Judis  
 Chief Announcer ..... John Jaeger  
 Chief Engineer ..... M. J. Weiner  
 Musical Director ..... Max Pitt  
 Publicity Director ..... Larry Nixon

CRP CRP CRP CRP CRP CRP CRP CRP CRP

**CONTINENTAL  
 RADIO PRESS**

INCORPORATED

•

LOCAL NEWS

•

SPECIALIZED NEWS

•

FEATURE NEWS

The Perfect Supplement  
 to the Perfect Newscast

Ted Christie  
 Editor  
 CH 4-5800

**CRP**

576 Fifth Ave.  
 New York City

CRP CRP CRP CRP CRP CRP CRP CRP CRP

**71%**

Of our advertisers have renewed or increased their time on the air in the past six months.

**THERE'S A REASON!**

LET'S TELL YOU WHY!!!

**WHOM**

FULL TIME OPERATION  
**7 A. M. to Midnight**  
 29 W. 57th St. New York  
 PLaza 3-4204

## POLICIES

No foreign language programs. No special restrictions except those of good taste and the FCC.

## REPRESENTATIVE

Wm. G. Rambeau Company

# WNYC

"NEW YORK CITY'S OWN STATION"

## NEW YORK—EST. 1924

FREQUENCY: 810 Kc. POWER: 1000 watts. OWNED BY: City of New York. OPERATED BY: Municipal Broadcasting System. BUSINESS ADDRESS: Municipal Bldg. PHONE: Worth 2-4740. STUDIO ADDRESS: Municipal Bldg. TRANSMITTER LOCATION: Greenpoint, Bklyn. TIME ON THE AIR: 7:00 A.M. to sunset (Minn., Minn.). NEWS SERVICE: International News Service.

## PERSONNEL

Station Manager.....Morris S. Novick  
Chief Announcer.....T. H. Cowan  
Program Director.....Seymour N. Siegel  
Publicity Director.....J. J. Auerbam  
Musical Director.....Herman Neuman  
Chief Engineer.....Isaac Brimberg

## POLICIES

Non-commercial station.

# WOR

(See Newark, N. J.)

# WOV

## NEW YORK—EST. 1926

FREQUENCY: 1130 Kc. POWER: 1000 watts. OWNED BY: International Broad. Corp. OPERATED BY: International Broadcasting Corp. BUSINESS ADDRESS: 132 W. 43rd St. PHONE: BRyant 9-5080. STUDIO ADDRESS: 132 W. 43rd St. TRANSMITTER LOCATION: Secaucus, N. J. TIME ON THE AIR: (daily) 8:00 A.M. to 6:00 P.M. (Off Fridays) 2:00:30 P.M. (Sundays) 3:15-4:30 P.M. TRANSCRIPTION SERVICE: Lang-Worth.

## PERSONNEL

Station Manager.....H. Kiczales  
Program Director.....John C. Schramm  
Sales Manager.....Ralph Nardella  
Publicity Director.....Ed Dukoff  
Musical Director.....Julio Occhiboi  
Chief Engineer.....Robert E. Study

## POLICIES

No hard liquors accounts. Foreign language programs restricted to Italian.

# WQXR

"NEW YORK'S HIGH-FIDELITY STATION"

## NEW YORK—EST. 1934

FREQUENCY: 1550 Kc. POWER: 1000 watts. OWNED BY: Interstate Broadcasting Co., Inc. OPERATED BY: Interstate Broadcasting Co., Inc. BUSINESS ADDRESS: 730 5th Ave. PHONE: Columbus 5-6366. STUDIO ADDRESS: 730 Fifth Ave. TRANSMITTER LOCATION: Long Island City. TIME ON THE AIR: Full Time. NEWS SERVICE: Press Radio Bureau. TRANSCRIPTION SERVICE: World Broadcasting System.

## PERSONNEL

President.....John V. L. Hogan  
Station Manager.....Elliott M. Sanger  
Commercial Manager.....Elliott M. Sanger  
Sales Manager.....Norman S. McGee  
Publicity Director.....Dorothea Beckmann  
Musical Director.....Eddy Brown  
Chief Engineer.....Russell Valentine

## POLICIES

No foreign language programs.  
All commercial announcements must be brief and restricted to good taste.

# WHDL

"SERVING THE HIGH GRADE OIL METROPOLIS OF THE WORLD"

## OLEAN—EST. Tupper Lake, 1928;

Olean, 1934

## QUAKER STATE

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: WHDL, Inc. OPERATED BY: WHDL, Inc. BUSINESS ADDRESS: Main Office—601-619 Exchange National Bank Bldg. Branch office—Citizens Nat'l Bank Bldg., Bradford, Pa. PHONE: Bradford 6000; Olean 3300, 4666 and 7122. STUDIO ADDRESS: Exchange National Bank Bldg.; Citizens Nat'l Bank Bldg. Bradford; St. Bonaventure College, Allegheny, Pa.; Alfred University, Alfred. TRANSMITTER LOCATION: Allegheny. TIME ON THE AIR: Full daytime (EST). NEWSPAPER AFFILIATION: Olean Times-Herald. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, Radio Bands, Inc., NBC Thesaurus.

## PERSONNEL

President.....E. B. Fitzpatrick  
Station Manager.....Leonard L. Hofmann  
Commercial Manager.....L. L. Hofmann  
Advertising Manager.....L. L. Hofmann  
Artists Bureau Head.....Russ Brinkley  
Chief Announcer.....Thomas L. Brown  
Sales Manager (Bradford, Pa.)

David W. Jeffries  
Musical Director.....John Fitzgerald  
Chief Engineer.....Hubert Hathaway

## POLICIES

Accepts no liquor, wine or beer advertising; accepts no laxative accounts; no contingent accounts; foreign language programs only on special occasions and at certain hours.

A merchandising and promotion department maintained.

## REPRESENTATIVE

Wellman Advertising Service

# WMFF

"THE NORTH COUNTRY'S OWN STATION"

PLATTSBURG—EST. 1935

MOHAWK BROADCASTING SYSTEM—  
CHAMPLAIN VALLEY BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 watts, n. OWNED BY: Plattsburg Broadcasting Corp. OPERATED BY: Plattsburg Broadcasting Corp. BUSINESS ADDRESS: Hotel Cumberland. PHONE: 802-3. STUDIO ADDRESS: Hotel Cumberland. TRANSMITTER LOCATION: Boynton Ave. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE NBC Thesaurus.

## PERSONNEL

President.....E. H. Bragg  
Station Manager.....George F. Bissell  
Commercial Manager.....George Bissell  
Artists Bureau Head.....Earl Baker  
Chief Announcer.....Lyle Bosley  
Sales Manager.....M. Learned  
Publicity Director.....John Farquhar  
Musical Director.....Kenneth Bell  
Chief Engineer.....Robert Mathewson

## POLICIES

No special restrictive policies.

No merchandising service. Except that gratis service will be given to pre-announcements or brief previews of programs and telephone calls to dealers and/or distributors within local exchange limits.

## REPRESENTATIVE

Weed & Company

# WHAM

"THERE'S NOTHING FINER THAN A  
"STROMBERG-CARLSON"

ROCHESTER—EST. 1927

NATIONAL BROADCASTING CO. (BLUE)

FREQUENCY: 1150 Kc. POWER: 50,000 watts. OWNED BY: Stromberg-Carlson. OPERATED BY: Stromberg-Carlson. BUSINESS ADDRESS: 111 East Ave. PHONE: Stone 1862-3-4. STUDIO ADDRESS: 111 East Ave. TRANSMITTER LOCATION: Victor. TIME ON THE AIR: 6:25 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## PERSONNEL

President.....Wesley M. Angle  
Station Manager.....William Fay  
Commercial Manager.....Frank W. Kelly  
Chief Announcer.....Lew Stark  
Sales Manager.....Frank W. Kelly  
Publicity Director.....Arthur Kelly  
Musical Director.....Chas. Siverson  
Chief Engineer.....John J. Long

## POLICIES

No liquor. No foreign language.  
Merchandising through general assistance in calling on trade—circulating letters, etc.

## REPRESENTATIVE

Craig & Hollingberry, Inc.

# WHEC

"YOUR FRIENDLY STATION"

ROCHESTER—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: WHEC, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 40 Franklin St. PHONE: Stone 1320-1-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Mt. Read Blvd. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATION: Gannett Newspapers, Inc. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music Publishers.

## PERSONNEL

Vice-President.....Clarence Wheeler  
Commercial Manager.....L. C. Wheeler  
Program Director.....Morden Buck  
General Manager.....Gunnar O. Wiig  
Publicity Director.....Ross Woodbridge  
Musical Director.....J. Gordon Baldwin  
Chief Engineer.....Maurice H. Clarke

## POLICIES

No wine, beer or liquor. Foreign languages accepted up to certain percentage point of entire structure.

Merchandising: Direct mail, dealer contacts, counter displays. Has own full page column in daily morning and evening papers.

## REPRESENTATIVE

Paul H. Raymer Company

# WSAY

"ROCHESTER'S FRIENDLY STATION"

ROCHESTER—EST. 1936

MOHAWK VALLEY BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Brown Radio Service & Laboratory. OPERATED BY: Same. BUSINESS AD-



DRESS: 300 Taylor Bldg. PHONE: Stone 702-3.  
 STUDIO ADDRESS: Same. TRANSMITTER LO-  
 CATION: Same. TIME ON THE AIR: 7:00 A.M.  
 to local sunset. NEWS SERVICE: Local news.

### PERSONNEL

Owner & General Manager.....Gordon P. Brown  
 Commercial Manager.....E. K. Johnson  
 Chief Announcer.....M. Nusbaum  
 Station Manager.....Gordon P. Brown  
 Sales Manager.....E. K. Johnson  
 Program Director.....Ken Sparnon  
 Musical Director.....Ken Sparnon  
 Chief Engineer.....Gordon P. Brown

### POLICIES

Liquor not accepted. Foreign language pro-  
 grams limited to 3 minutes of copy in any 15  
 minute unit. Complete control and supervi-  
 sion retained by the station.

Merchandising service supplied to accounts  
 at our cost.

## WNBZ SARANAC LAKE

FREQUENCY: 1290 Kc. POWER: 100 Watts.  
 OWNED BY: Smith and Mace. OPERATED  
 BY: Smith and Mace. BUSINESS ADDRESS:  
 Saranac Lake. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Same. TIME ON  
 THE AIR: Daytime.

## WGY

"MOST INVITED GUEST IN THE GREAT  
 NORTHEAST"

### SCHENECTADY—EST. 1922 NATIONAL BROADCASTING CO. (BASIC RED)

FREQUENCY: 790 Kc. POWER: 50,000  
 Watts. OWNED BY: General Electric Co.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 1 River Road. PHONE: 4-2211, Ext. 2141.  
 STUDIO ADDRESS: Same. TRANSMITTER LO-  
 CATION: South Schenectady. TIME ON THE  
 AIR: 7:00 A.M. to 1:00 A.M. (daily). 9:00  
 A.M. to 1:00 A.M. (Sunday). NEWS SERVICE:  
 United Press. TRANSCRIPTION SERVICE:  
 NBC Thesaurus. MAINTAINS ARTISTS  
 BUREAU.

### PERSONNEL

President.....Gerard Swope  
 Station Manager.....Kolin Hager  
 Program Manager.....A. O. Coggeshall  
 Sales Promotion Director.....A. MacDonald  
 Artists Bureau Head.....Kolin Hager  
 Chief Announcer.....Chester Vedder  
 Sales Manager.....Kolin Hager (temporary)  
 Publicity Director.....W. T. Meenam  
 Musical Director.....Gordon Randall  
 Chief Engineer.....W. J. Purcell

### POLICIES

Does not accept foreign language broad-

casts, monument or mortuary accounts, liquor  
 advertising, beer advertising on less than 15-  
 minute programs, cathartic accounts; astrology  
 or graphology broadcasts, body deodorants,  
 and some medical accounts.

Merchandising: On request will make three  
 advance announcements on new program se-  
 rials of 13 weeks minimum, or change in time  
 of programs; will make up on NBC letter-  
 heads announcements to dealers and distribu-  
 tors re: new programs (at cost to client); mis-  
 cellaneous merchandising services, surveys,  
 dealer and distributor contacts, etc. at mini-  
 mum cost to client.

### REPRESENTATIVE

National Broadcasting Co., Inc.

## WFBL

### SYRACUSE—EST. 1922

#### COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1360 Kc. POWER: 5000 Watts.  
 d.; 1000 Watts, n. OWNED BY: Onondaga  
 Radio Broadcasting Corp. OPERATED BY:  
 Onondaga Radio Broadcasting Corp. BUSI-  
 NESS ADDRESS: Onondaga Hotel. PHONE:  
 2-1147. STUDIO ADDRESS: Same. TRANSMIT-  
 TER LOCATION: Syracuse. TIME ON THE AIR:  
 Unlimited. NEWS SERVICE: International News.  
 TRANSCRIPTION SERVICE: World Broadcast-  
 ing System.

### PERSONNEL

General Manager.....S. Woodworth  
 Vice-President.....Robert G. Soule  
 Commercial Manager.....Charles F. Phillips

### POLICIES

Merchandising service includes dealer con-  
 tacts by mail and messenger; cooperation in  
 the preparation of display material for local  
 use and the distribution of such material.

### REPRESENTATIVE

Free & Peters, Inc.

## WSYR

"VOICE OF CENTRAL NEW YORK"

### SYRACUSE—EST. 1923

#### NATIONAL BROADCASTING CO. (BLUE)

FREQUENCY: 570 Kc. POWER: 1000 watts.  
 OWNED BY: Central New York Broadcasting  
 Corp. OPERATED BY: Same. BUSINESS AD-  
 DRESS: 224 Harrison St. PHONE: 3-0158-9—  
 0150. STUDIO ADDRESS: 224 Harrison St.  
 TRANSMITTER LOCATION: Valley Drive.  
 TIME ON THE AIR: (Daily) 6:00 A.M. to 12:00  
 midnight. (Sunday) 8:00 A.M. to 12:00 mid-  
 night. NEWS SERVICE: United Press. MAIN-  
 TAINS ARTISTS BUREAU. TRANSCRIPTION  
 SERVICE. Standard Radio.

### PERSONNEL

President.....Harry C. Wilder  
 Commercial Manager.....Chas. Denny

**SURVEYS—RESEARCH—TESTS**

— SALES RESULTS —

COMBINE TO PROVE THAT

**WSYR**

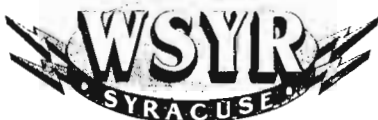
NOW LEADS IN

**POPULARITY**

AND

**COVERAGE**

IN THE RICH SYRACUSE AREA



UNDER SAME MANAGEMENT — WNBX, SPRINGFIELD, VT. — WJTN, JAMESTOWN, N. Y.



**S Y R A C U S E**

*Nationally recognized as the leader  
in a nationally-recognized*

**“TEST” MARKET**

Syracuse— a city of 221,785 population in which no single industrial or commercial interest holds dominant sway . . . a city with 56 separate industries, situated in the heart of a thriving agricultural section.

Measured by per-capita income, by home ownership, by auto registrations, residence phones or radio-equipped homes, Syracuse presents an ideal picture of the average American community.

And by every check . . . by advertising volume and sales records . . . by personal and telephone interviews . . . Syracusans are influenced most by one radio station. That station is WFBL—member of the basic Columbia network.

For complete data regarding Syracuse as a market . . . for a complete analysis of WFBL coverage of that market . . . and for station rates and time available . . . phone or write to

**ONONDAGA RADIO BROADCASTING CORP.**

*Syracuse, New York*

MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM

*National Representatives, Free & Peters, Inc.*

110 East 42nd Street  
NEW YORK CITY

180 North Michigan Avenue  
CHICAGO

403 New Center Bldg.  
DETROIT

111 Sutter Street  
SAN FRANCISCO

Chamber of Commerce Bldg.  
LOS ANGELES

Artists Bureau Head.....Fred Jeske  
 Chief Announcer.....Nick Stemmier  
 Station Manager.....Fred R. Ripley  
 Publicity Director.....Woodbury Carter  
 Musical Director.....Victor Miller  
 Chief Engineer.....Armand Belle Isle

**POLICIES**

No liquor advertising—present only programs advertising beer and wine.

Merchandising department cooperating with all national and local advertisers to exploit programs.

**REPRESENTATIVE**

Paul Raymer Company

**WSYU** \*

**SYRACUSE**  
 NBC (BLUE)

FREQUENCY: 570 Kc. POWER: 1000 Watts.  
 OWNED BY: Central New York Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Syracuse. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Operates on WSYR Time.

**POLICIES**

Station does not sell time.

\* Operated by WSYR for exclusive use of Syracuse University.

**WHAZ**

**TROY—EST. 1922**

FREQUENCY: 1300 Kc. POWER: 1000 watts.  
 OWNED BY: Rensselaer Polytechnic Institute. OPERATED BY: Rensselaer Polytechnic Institute. BUSINESS ADDRESS: Troy. PHONE: Troy 6810. STUDIO ADDRESS: Troy. TRANSMITTER LOCATION: Troy. TIME ON THE AIR: 6:00 P.M. to midnight (Monday only).

**PERSONNEL**

President.....Dr. W. O. Hotchkiss  
 Commercial Manager.....Miss M. Bounds  
 Chief Announcer.....Bob Chalfant  
 Station Manager.....W. J. Williams  
 Sales Manager.....W. C. Stoker  
 Publicity Director.....A. Olin Niles  
 Musical Director.....A. Olin Niles  
 Chief Engineer.....H. D. Harris

**POLICIES**

Does not accept liquor or foreign language accounts.

**WIBX**

**UTICA—EST. 1927**

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 1200 Kc. POWER: 250 Watts. d.; 100 Watts. n. OWNED BY: WIBX, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 187 Genesee St. PHONE: 2-2101. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Schuyler St., Marcy. TIME ON THE AIR:

(daily) 6:00 A.M. to 1:00 A.M. (Sunday) 9:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

**PERSONNEL**

President.....Scott H. Bowen  
 Station Manager.....Dale Robertson  
 Commercial Manager.....A. W. Triggs  
 Chief Announcer.....Al Guild  
 Program Director.....Elliott Stewart  
 Publicity Director.....Ken Thomas  
 Musical Director.....Walter Griswold  
 Chief Engineer.....David Foote

**POLICIES**

Liquor and foreign language accounts accepted subject to station approval.

Merchandising: Via letters to trade, dealer contacts, window displays, theater lobby displays, personal contacts with retailers and wholesalers, also letters to listeners.

**REPRESENTATIVE**

Craig & Hollingbery

**WFAS**

**"NEW YORK'S HEARTHSIDE"  
 WHITE PLAINS—EST. 1932**

FREQUENCY: 1210 Kc. POWER: 100 Watts.  
 OWNED BY: Westchester Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Roger Smith Hotel. PHONE: White Plains 8353. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Part Time Schedule. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Christian Science Monitor. TRANSCRIPTION SERVICE: Langlois & Wentworth, Inc.

**PERSONNEL**

President.....Frank A. Seltz  
 Station Manager.....Selma Seitz  
 Commercial Manager.....B. M. Middleton  
 Artists' Bureau Head.....Selma Seitz  
 Chief Announcer.....F. A. Seitz  
 Sales Manager.....B. M. Middleton  
 Publicity Director.....Frank A. Seitz  
 Musical Director.....Randall Kaler  
 Chief Engineer.....Harry C. Laubenstein  
 Program Supervisor.....Millicent Tralle

**POLICIES**

No special program policies.

Merchandising: Classified surveys and business lists furnished at cost. Circular or mail tie-ins for sponsors and programs prepared upon request, and produced at cost.

**REPRESENTATIVES**

Cox & Tanz (Philadelphia)  
 Northwest Radio Adv. Co. (Seattle)

**WWRL**

**"THE VOICE OF QUEENS COUNTY"**

**WOODSIDE—EST. 1926**

FREQUENCY: 1500 Kc. POWER: 250 watts. d.; 100 watts, n. OWNED BY: L. I. Broad-

**WBT**  
***The* SHOWMANSHIP**  
**Station**  
**of the nation★**



★Ear-appealing, WBT serves a listening audience larger than the city of Detroit. Dominant, WBT has no single station competitor in serving the population within 100 miles of Charlotte.

**WBT**, Charlotte, North Carolina. 50,000 watts. Owned and operated by the Columbia Broadcasting System. Represented by RADIO SALES: New York, Chicago, Detroit, Birmingham, Los Angeles, San Francisco.

casting Corp. OPERATED BY: L. I. Broad-  
 casting Corp. BUSINESS ADDRESS: 41-30  
 58th St. PHONE: NEWtown 9-3300-1. STUDIO  
 ADDRESS: 41-30 58th St. TRANSMITTER LO-  
 CATION: Woodside. TIME ON THE AIR: Part  
 time schedule. TRANSCRIPTION SERVICE:  
 Lang-Worth Features.

**PERSONNEL**

President.....W. H. Reuman  
 Commercial Manager.....Frank R. Clarke  
 Station Manager.....W. H. Reuman  
 Advertising Manager.....Walter H. Maier  
 Chief Announcer.....Lou Cole  
 Sales Manager.....Frank R. Clarke

Publicity Director.....Edith Dick  
 Musical Director.....Edw. Feimer  
 Chief Engineer.....Percy Mead

**POLICIES**

Station will not accept any liquor accounts.  
 Will accept foreign language accounts includ-  
 ing German, Polish, Hungarian, Czechoslovak-  
 ian, Italian. Translation must be furnished in  
 advance for station approval. Recognized  
 patent medicines accepted if copy conforms  
 to station standards; all copy subject to ap-  
 proval of management.

Merchandising: Cooperate in any service  
 requested, free of charge.

# NORTH CAROLINA

Population 3,492,000

Number of Families 702,640

Number of Radio Homes 389,750

Retail Sales \$463,219,000

Auto Registrations 504,517

## WWNC

ASHEVILLE—EST. 1927

NBC (OPTIONAL RED OR BLUE)

FREQUENCY: 570 Kc. POWER: 1000 Watts.  
 OWNED BY: Asheville Citizen-Times Co., Inc.  
 OPERATED BY: Asheville Citizen-Times Co.,  
 Inc. BUSINESS ADDRESS: 815 Flatiron Bldg.  
 PHONE: 850. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Asheville. TIME  
 ON THE AIR: Unlimited (actual, 7:30 A.M. to  
 1:00 A.M.) NEWSPAPER AFFILIATION: Ashe-  
 ville Citizen-Times. NEWS SERVICE: United  
 Press. TRANSCRIPTION SERVICE: NBC The-  
 saurus, Standard Radio.

**PERSONNEL**

President.....Don S. Elias  
 Commercial Manager.....Jamie W. McIver  
 Program Director.....Ezra A. McIntosh  
 Production Manager.....Robert W. Bingham  
 Chief Engineer.....Cecil Hoskins

**REPRESENTATIVE**

Sear and Ayer

## WBT

"THE SHOWMANSHIP STATION OF  
 THE NATION"

CHARLOTTE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1080 Kc. POWER: 50,000  
 Watts. OWNED BY: Columbia Broadcasting  
 System, Inc. OPERATED BY: Columbia Broad-  
 casting System, Inc. BUSINESS ADDRESS:  
 Wilder Bldg. PHONE: 3-7107. STUDIO AD-

DRESS: Wilder Bldg. TRANSMITTER LOCA-  
 TION: 10 miles south of Charlotte. TIME ON  
 THE AIR: 6:00 A.M. to 2:00 A.M. (daily); 10:00  
 A.M. to 2:00 A.M. Sunday). NEWS SERVICE:  
 United Press. TRANSCRIPTION SERVICE:  
 Associated Music Service.

**PERSONNEL**

President.....Wm. S. Paley  
 Station Manager.....Wm. A. Schudt, Jr.  
 Artists' Bureau.....CBS, N. Y.  
 Program Director.....C. H. Crutchfield  
 Chief Announcer.....C. H. Crutchfield  
 Publicity Director.....S. Justice  
 Musical Director.....John McAllister  
 Chief Engineer.....J. J. Beloungy

**POLICIES**

All policies of CBS, Inc., apply.

**REPRESENTATIVE**

Radio Sales

## WSOC

CHARLOTTE—EST. 1933

NATIONAL BROADCASTING CO.

(Red and Blue)

FREQUENCY: 1210 Kc. POWER: 250 Watts,  
 d.; 100 Watts, n. OWNED BY: Radio Station  
 WSOC, Inc. OPERATED BY: Radio Station  
 WSOC, Inc. BUSINESS ADDRESS: Mecklen-  
 burg Hotel. PHONE: 7139, 7130, 6655. STUDIO  
 ADDRESS: Mecklenburg Hotel. TRANSMITTER  
 LOCATION: Mecklenburg Hotel. TIME ON  
 THE AIR: 7:00 A.M. to midnight (daily); 9:00  
 A.M. to midnight (Sunday). NEWS SERVICE:  
 Transradio Press. TRANSCRIPTION SERVICE:  
 NBC Thesaurus.

## PERSONNEL

President.....E. J. Gluck  
 Commercial Manager.....W. C. Irwin  
 Chief Announcer.....Chas. G. Hicks  
 Sales Promotion Manager  
 (Adv. and Publ.).....Paul W. Norris  
 Station Manager.....E. J. Gluck  
 Musical Director.....Boe Norris  
 Chief Engineer.....L. L. Caudle

## POLICIES

Liquor and foreign language accounts not accepted.

Build-up Announcements calling attention to start of new programs—no charge. Dealer Contacts—personal calls on local dealers to familiarize them with the planned campaign and to enlist their help—no charge. Dealer Mailings—usually used in conjunction with Dealer Contacts, mailings going to out-of-town dealers—postage is chargeable to client, no other charge. Wholesaler Contacts and Mailings—same as Dealer Contacts and Dealer Mailing to wholesale dealer. Publicity—Release of publicity stories throughout run of program on WSOC News Programs. Limited amount of newspaper publicity due to anti-radio attitude of Charlotte dailies. Program Listings in Charlotte Observer and Charlotte News (Sunday editions) and in Mecklenburg Times (weekly). Publicity releases in Mecklenburg Times only (circulation approximately 3,000). No charge.

Surveys: Sales or Distribution—contacts with

retail and wholesale dealers to determine comparative sales, rate of increase, etc.—no charge. Coincidental Telephone—phone contacts with listeners selected at random from telephone directory to determine comparative listening audience, listener reactions, etc. No charge if made by Merchandising Dept., regular rate if made by local branch Ross-Federal.

Direct Audience Merchandising: Window, Counter and Store Displays—WSOC Merchandising Dept. usually works with client's local representative on this, but can handle independently. No charge if displays are furnished by client. Displays placed outside Charlotte city limits subject to travel of 5c per mile. Theater Tie-in—WSOC maintains exchange service with all first-run Charlotte theaters for trailers and special promotions on pictures starring NBC radio personalities. No charge.

Special Promotions—at the request of client. WSOC will submit specialized promotion campaign for their product. Merchandising Dept. is equipped to carry out any type of campaign mapped out by client.

## REPRESENTATIVE

Sears & Ayer

# WDNC

"FRIENDLY VOICE OF INDUSTRY  
 AND EDUCATION"

DURHAM—EST. 1934

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 100 Watts.  
 OWNED BY: Herald-Sun Papers. OPERATED BY: Herald-Sun Papers. BUSINESS ADDRESS: Washington Duke Hotel. PHONE: J-1001. STUDIO ADDRESS: Washington Duke Hotel. TRANSMITTER LOCATION: Washington Duke Hotel. TIME ON THE AIR: 7:00 A.M. to 12:30 A.M. (daily); 9:00 A.M. to 12:30 A.M. (Sunday); NEWSPAPER AFFILIATION Herald-Sun papers. NEWS SERVICE: Associated Press (non-Commercial). TRANSCRIPTION SERVICE: Standard Radio.

## PERSONNEL

President.....C. C. Council  
 Station Manager.....J. F. Jarman, Jr.  
 Commercial Manager.....M. F. Murdaugh  
 Advertising Manager.....J. F. Jarman, Jr.  
 Chief Announcer.....Lee Vickers  
 Sales Manager.....Woody Woodhouse  
 Publicity Director.....Lee Vickers  
 Musical Director.....Tom Loeb  
 Chief Engineer.....R. A. Dalton


## POLICIES

Station places discretionary restrictions on all copy, programs, etc., to assure their being in good taste and for the general interest of the public.

Maintains a weekly publicity release which cooperates thoroughly with all local advertisers in merchandising their programs and products. The publicity release has a mailing list of approximately 300 recipients.

## REPRESENTATIVE


E. Katz Special Adv. Agency



**ALWAYS  
A GOOD  
SHOW!**

**WBIG** GREENSBORO  
 NORTH CAROLINA

George P. Hollingbery  
 Company  
*Nat'l Reps*



ASK  
EDNEY RIDGE

**WBIG**, GREENSBORO, N. C.

FOR

**"COLD FACTS"!**

# W B I G

"WE BELIEVE IN GREENSBORO"

**GREENSBORO—EST. 1926**

**COLUMBIA BROADCASTING SYSTEM**

**FREQUENCY: 1440 Kc. POWER: 1000 Watts.**

**OWNED BY: North Carolina Broadcasting Co.**

**OPERATED BY: North Carolina Broadcasting**

**Co. BUSINESS ADDRESS: O. Henry Hotel.**

**PHONE: 6125-6. STUDIO ADDRESS. O. Henry**

**Hotel. TRANSMITTER LOCATION: Jefferson**

**Standard Bldg. TIME ON THE AIR: 6:30 A.M.**

**to 12 midnight. NEWS SERVICE: Transradio**

**Press. MAINTAINS ARTISTS' BUREAU. TRAN-**

**SCRIPTION SERVICES: World Broadcasting**

**System, Lang-Worth Program Features, NAB**

**Transcription Service.**

## PERSONNEL

Station Manager.....Edney Ridge

Commercial Manager.....Edney Ridge

Advertising Manager.....J. T. Causey

Artists' Bureau Head.....Ernie Smith

Chief Announcer.....Ernie Smith

Sales Manager.....Edney Ridge

Publicity Director..Virginia Wilson McKinney

Musical Director.....Fay Kenyon

Chief Engineer.....Earl Allison

## POLICIES

No liquor or wines advertised. As less than one-fourth of one per cent of the population in our area is foreign-born, foreign language programs are not accepted.

Does not permit: Exalting gangsters, criminals and racketeers; Disrespect for either parental or other proper authority; Cruelty, greed and selfishness as worthy motivations; Programs that arouse harmful nervous reactions in the child; Conceit, smugness or an unwarranted sense of superiority over others less fortunate may not be presented as laudable; Recklessness and abandon must not be falsely identified with a healthy spirit of adventure; Unfair exploitation of others for personal gain must not be made praiseworthy; Dishonesty and deceit are not to be made appealing or attractive to the child.

Will permit no broadcasting of any product which describes graphically or repellantly any internal bodily functions, symptomatic results of internal disturbances, or matters which are generally not considered acceptable topics in social groups. This policy specifically excludes the discussion of depilatories, deodorants, and other broadcasting which by its nature presents questions of good taste in connection with radio listening.

Commercial Announcements: In the interest of the audience and advertisers, sets the following maximum allowances for commercial announcements: A maximum of ten per cent of the total broadcasting period may be devoted to the sponsor's commercial announcements, including contests and offers, on programs broadcast after six o'clock p.m.; A

single exception of the ten per cent ratio will be made on quarter-hour programs, on which an additional allowance for forty seconds will be made; Daytime programs, before six o'clock, will be allowed a maximum of fifteen per cent of the total period for commercial announcements, with an additional forty seconds for quarter-hour programs.

Geared to render national advertisers, either for network or spot programs, complete merchandising service if requested. A department is available to render the following services: contact distributors and jobbers, contact retail outlets, furnish letters to trade, arrange window displays and check placements, place counter cards, arrange to furnish salesmen's route lists, furnish market surveys and render accounts any reasonable service other than actual selling.

Station frequently uses newspaper advertising, display cards, letters, programs, on national, net and spot accounts, and have a number of four by six feet picture frames, containing Columbia and local stars that are constantly being placed in the more important spots in the area to advertise artists on WBIG programs. Station has a mailing list of drug, grocery, department stores and automotive lines, which regularly receive the Wheel of Commerce, house organ, issued frequently, as a merchandising aid. Cooperating in its area with from fifteen to eighteen weekly and semi-weekly newspapers.

## REPRESENTATIVE

Craig & Hollingbery, Inc.

# W M F R

**HIGH POINT—EST. 1936**

**FREQUENCY: 1200 Kc. POWER: 100 Watts.**

**OWNED BY: Radio Station WMFR, Inc. OPER-**

**ATED BY: Radio Station WMFR, Inc. BUSI-**

**NESS ADDRESS: 156 1/2 S. Main St. PHONE:**

**4593. STUDIO ADDRESS: 156 1/2 S. Main St.**

**TRANSMITTER LOCATION: 156 1/2 S. Main St.**

**TIME ON THE AIR: 6:30 A.M. until local sun-**

**set. MAINTAINS ARTISTS' BUREAU. NEWS**

**SERVICE: United Press. TRANSCRIPTION**

**SERVICE: NAB Library.**

## PERSONNEL

President.....Wayne M. Nelson

Commercial Manager.....E. Z. Jones

Station Manager.....Wayne M. Nelson

Sales Manager.....E. Z. Jones

Chief Engineer.....E. J. Day

## POLICIES

Liquor advertising not accepted. Beer accounts accepted.

Commercial service department adequately meets demands as occasion calls for.

# WFTC

"WORLD'S FOREMOST TOBACCO CENTRE"  
KINSTON—EST. 1937

FREQUENCY: 1200 Kc. POWER: 250 Watts.  
d.; 100 Watts, n. OWNED BY: Jonas Weiland.  
OPERATED BY: Jonas Weiland. BUSINESS  
ADDRESS: Kinston. PHONE: 1200-1342. STU-  
DIO ADDRESS: Kinston. TRANSMITTER LO-  
CATION: Kinston. TIME ON THE AIR: (daily)  
6:30 A.M. to 10:00 P.M.; (Sundays) 8:00 A.M.  
to 10:00 P.M. NEWS SERVICE: United Press.  
TRANSCRIPTION SERVICES: Standard Radio,  
Lang-Worth.

## PERSONNEL

President.....Jonas Weiland  
Commercial Manager.....Jonas Weiland  
Advertising Manager.....C. Morgan  
Chief Announcer.....Frank Harden  
Publicity Director.....Bob Wasdon  
Musical Director.....Jimmy Barber  
Chief Engineer.....Harry Layman

## POLICIES

No stated special policies.

# WPTF

"WE PROTECT THE FAMILY"

RALEIGH—EST. 1922

NATIONAL BROADCASTING COMPANY  
FREQUENCY: 680 Kc. POWER: 5000 Watts.  
OWNED BY: WPTF Radio Co. OPERATED BY:  
WPTF Radio Co. BUSINESS ADDRESS: 324  
Fayetteville. PHONE: 3007-8-9. STUDIO AD-  
DRESS: 324 Fayetteville. TRANSMITTER LO-  
CATION: Cary. TIME ON THE AIR: 6:30 A.M.  
to 11:00 P.M. NEWS SERVICES: United Press,  
Transradio Press. TRANSCRIPTION SERV-  
ICES: NBC Thesaurus, NAB Library, Lang-  
Worth.

## PERSONNEL

President.....J. R. Weatherspoon  
Station Manager.....Richard H. Mason  
Sales Manager.....John H. Field, Jr.  
Publicity Director.....J. B. Clark  
Chief Engineer.....Henry Hulick

## POLICIES

Liquor advertising not accepted. Foreign  
language accounts not accepted.

Merchandising includes: Direct mail, per-  
sonal calls, studio display, and window.

## REPRESENTATIVE

Free & Peters, Inc.

# WEED

"VOICE OF EASTERN CAROLINA"

ROCKY MOUNT—EST. 1933

FREQUENCY: 1420 Kc. POWER: 250 Watts.  
d.; 100 Watts, n. OWNED BY: W. Avera  
Wynne. OPERATED BY: W. Avera Wynne.  
BUSINESS ADDRESS: Rocky Mount. PHONE:  
1420. STUDIO ADDRESS: Rocky Mount.  
TRANSMITTER LOCATION: Rocky Mount.

TIME ON THE AIR: 6:45 A.M. to 8:00 P.M.  
TRANSCRIPTION SERVICES: NBC Thesaurus,  
Standard Radio, NAB Library.

## PERSONNEL

Station Manager.....W. Avera Wynne  
Commercial Manager.....B. W. Frank  
Advertising Manager.....Bernard Proctor  
Musical Director.....Don O'Connor

## POLICIES

No liquor accounts accepted.

# WMFD

WILMINGTON—EST. 1935

FREQUENCY: 1370 Kc. POWER: 100 Watts.  
OWNED BY: R. A. Dunlea. OPERATED BY:  
R. A. Dunlea. BUSINESS ADDRESS: 320 N.  
Front St. PHONE: 3. STUDIO ADDRESS: 320  
N. Front St. TRANSMITTER LOCATION: 320  
N. Front St. TIME ON THE AIR: 7:00 A.M. to  
7:00 P.M. NEWS SERVICES: Transradio Press,  
Christian Science Monitor. TRANSCRIPTION  
SERVICE: NBC Thesaurus.

## PERSONNEL

President.....R. A. Dunlea  
Commercial Manager.....S. Sternberger  
Chief Announcer.....H. W. Lee  
Station Manager.....R. A. Dunlea  
Musical Director.....H. W. Lee  
Chief Engineer.....R. Plank

## POLICIES

No liquor advertising accepted.

## REPRESENTATIVE

J. J. Devine & Associates

# WGTM

"WORLD'S GREATEST TOBACCO MARKET"  
WILSON—EST. 1937

FREQUENCY: 1310 Kc. POWER 100 Watts.  
OWNED BY: H. W. Wilson and Ben Farmer.  
OPERATED BY: H. W. Wilson and Ben Farmer.  
BUSINESS ADDRESS: 115 W. Nash St.  
PHONE: 2188. STUDIO ADDRESS: 115 W.  
Nash St. TRANSMITTER LOCATION: two  
miles south of Wilson on highway No. 301.  
TIME ON THE AIR: 7:00 A.M. to local sunset  
(EST). NEWS SERVICE: United Press and local  
news. TRANSCRIPTION SERVICES: C. P. Mac-  
Gregor and Standard Radio.

## PERSONNEL

Station Manager.....H. W. Wilson  
Commercial Manager.....Allen Wanamaker  
Advertising Manager.....Allen Wanamaker  
Chief Announcer.....Bill Steadman  
Publicity Director.....Bill Steadman  
Musical Director.....Miss Clyde Lee  
Chief Engineer.....Ben Farmer

## POLICIES

No liquor advertising is accepted. No drugs  
that are not recommended by resident physi-  
cian and no foreign language account nor  
any communistic speech or radical speakers  
that are not strictly in keeping with the Admin-  
istration and good government.



Frequent novelty stunt advertising and direct mail advertising and window cards are used in connection with the sponsors campaign to help merchandise his product.

**REPRESENTATIVE**

Bryant, Griffith & Brunson, Inc.

**W A I R**

**WINSTON-SALEM—EST. 1937**

FREQUENCY: 1250 Kc. POWER: 250 Watts. OWNED BY: C. G. Hill, George D. Baker, and S. H. Baker. OPERATED BY: C. G. Hill, George D. Walter, and S. H. Walker. BUSINESS ADDRESS: Robert E. Lee Hotel. PHONE: 21133-4. STUDIO ADDRESS: Robert E. Lee Hotel. TRANSMITTER LOCATION: Reynolds Park. TIME ON THE AIR: 6:00 A.M. to local sunset. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NBC Thesaurus, World Broadcasting System, NAB Library.

**PERSONNEL**

Station Manager.....George D. Walker  
Commercial Manager.....C. G. Hill  
Artists' Bureau Head.....Charles Keaton  
Chief Announcer.....Donald Gardiner  
Publicity Director.....H. I. Moseley  
Musical Director.....Charles Keaton  
Chief Engineer.....E. F. Downey

**POLICIES**

Accepts beer advertising. Does not accept foreign language programs.

Station maintains a merchandising department which is equipped with duplicating machines and all necessary equipment to offer direct mail tie-ins. The station also maintains

a complete photographic department equipped with Leica and Graflex cameras for obtaining pictures of artists and shows.

Also publishes a news sheet twice each month giving complete information on new business, outstanding shows and articles of general interest to broadcasters and clients.

**REPRESENTATIVE**

Bryant, Griffith & Brunson

**W S J S**

**WINSTON-SALEM—EST. 1930**

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Piedmont Pub. Co. OPERATED BY: Piedmont Pub. Co. BUSINESS ADDRESS: 416-420 N. Marshall St. PHONE: 4141. TRANSMITTER LOCATION: 416-420 N. Marshall St. TIME ON THE AIR: 7:00 A.M. to midnight (daily; 8:30 A.M. to midnight (Sunday). NEWS-PAPER AFFILIATIONS: Winston-Salem Journal, Twin City Sentinel. TRANSCRIPTION SERVICES: Standard Radio and Lang-Worth.

**PERSONNEL**

Station Manager.....N. L. O'Neil  
Chief Announcer.....John Miller  
Sales Manager.....N. L. O'Neil  
Publicity Director.....R. L. Burgin  
Musical Director.....E. C. Tuttle  
Chief Engineer.....D. J. Lee

**POLICIES**

Does not handle liquor advertising.

General merchandising service available: surveys of sales of clients' products and competitors' are made from time to time.

**REPRESENTATIVE**

Kelley-Smith Company

**NORTH DAKOTA**

Population 706,000

Number of Families 149,890

Number of Radio Homes 113,090

Retail Sales \$150,208,000

Auto Registrations 167,241

**K F Y R**

"THE REGIONAL STATION WITH  
CLEARED CHANNEL COVERAGE"

**BISMARCK—EST. 1925**

NATIONAL BROADCASTING COMPANY

FREQUENCY: 550 Kc. POWER: 5000 Watts. d.; 1000 Watts. n. OWNED BY: Meyer Broadcasting Co. BUSINESS ADDRESS: 320 Broadway. PHONE: 19. STUDIO ADDRESS: 320 Broadway. TRANSMITTER LOCATION: Meno-

ken Township. TIME ON THE AIR: (Daily) 7:00 A.M. to 12:00 midnight; (Sundays) 8:00 A.M. to 12:00 midnight. NEWS SERVICES: Transradio Press; Bismarck Tribune. TRANSCRIPTION SERVICE: NBC Thesaurus.

**PERSONNEL**

President.....P. J. Meyer  
Commercial Manager.....F. E. Fitzsimonds  
Chief Announcer.....R. E. Burris  
Station Manager.....F. E. Fitzsimonds

Musical Director..... R. E. Burris  
 Chief Engineer..... Ivar Nelson

**POLICIES**

Hard liquor not accepted. Foreign language accounts accepted when accompanied by English interpretation. Medicinal advertising accepted on restricted basis.

Personal calls and mailing lists. Merchandising assistance depends on size of contract.

**REPRESENTATIVE**

Gene Furgason & Co.

**KDLR**

"DEVILS LAKE RADIO"

**DEVILS LAKE—EST. 1925**

**DAKOTA BROADCASTING SYSTEM**

FREQUENCY: 1210 Kc. POWER: 100 Watts.  
 OWNED BY: KDLR, Inc. OPERATED BY: KDLR, Inc.  
 BUSINESS ADDRESS: 1025-3rd St. PHONE: 1090.  
 STUDIO ADDRESS: 1025-3rd St. TRANSMITTER LOCATION: East end 4th St. City limits.  
 TIME ON THE AIR: 6:30 A.M. to 8:30 P.M.  
 TRANSCRIPTION SERVICE: C. P. MacGregor.

**PERSONNEL**

President..... Bert Wick  
 Commercial Manager..... Bert Wick  
 Chief Announcer..... Merle Bjorn  
 Station Manager..... Bert Wick  
 Musical Director..... Kermit Myhre  
 Chief Engineer..... Richard Moritz

**POLICIES**

No hard liquor accounts accepted. Merchandising includes special theater exploitation trailers.

**REPRESENTATIVE**

Cox and Tanz, Inc.

**W DAY**

"OLDEST BROADCASTING STATION IN THE NORTHWEST"  
**FARGO—EST. 1922**

**NATIONAL BROADCASTING COMPANY**

FREQUENCY: 940 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: WDAY, Inc. OPERATED BY: WDAY, Inc. BUSINESS ADDRESS: 118 Broadway. PHONE: 6800. STUDIO ADDRESS: 118 Broadway. TRANSMITTER LOCATION: Near West Fargo. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATIONS: Fargo Forum. NEWS SERVICES: Radio News Ass.; United Press, Fargo Forum. TRANSCRIPTION SERVICE: NBC Thesaurus.

**PERSONNEL**

President..... E. C. Reineke  
 Commercial Manager..... B. J. Lavin  
 Station Manager..... E. C. Reineke  
 Chief Announcer..... Ken Kennedy  
 Artists' Bureau Head..... Ken Kennedy  
 Publicity Director..... David Henley  
 Chief Engineer..... Julius Hetland

**THE BIGGEST LITTLE BUY IN RADIO**

**KRMC**

**JAMESTOWN**

**NORTH DAKOTA**

**LISTEN BOYS:**

KRMC may not be the biggest broadcasting station in the world . . . BUT . . .

**IT DOES A BIG TIME JOB!**

By its unique merchandising plan and its special event broadcasting it holds the biggest little audience in the country.

Write to us and let us tell *you* our story.

*Owned by*

**ROBERTS-MacNAB CO.**  
**JAMESTOWN, NORTH DAKOTA**

*Member North Central Broadcasting System*

**THE BIGGEST LITTLE BUY IN RADIO**

## POLICIES

Accept no hard liquor advertising.  
Usual merchandising assistance and co-operation with sales crews.

## REPRESENTATIVE

Free and Peters, Inc.

# K F J M

## GRAND FORKS

FREQUENCY: 1410 Kc. POWER: 1000 Watts. d.; 500 Watts, n. OWNED BY: University of N. D. OPERATED BY: University of N. D. BUSINESS ADDRESS: 1st Nat'l Bank Bldg. PHONE: 1200. STUDIO ADDRESS: 1st Nat'l Bank Bldg. TRANSMITTER LOCATION: University of N. D. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press.

## PERSONNEL

Station Manager.....Dalton Le Masurier  
Sales Manager.....E. O. Hanson  
Chief Engineer.....Elwin O'Brien  
Program Director.....Helen LaVelle

## POLICIES

Accepts foreign language programs. Accept beer and wine accounts but do not accept liquor or proprietary advertising.

Local sales staff available for surveys, local dealer contacts. No reasonable requests turned down.

## REPRESENTATIVE

Joseph Hershey McGillvra

# K R M C

"IF IT HAPPENS IN JAMESTOWN  
KRMC BROADCASTS IT"

## JAMESTOWN—EST. 1937

### NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Roberts-MacNab Co. OPERATED BY: Van Cronkhite Associates, Chicago, & New York. BUSINESS ADDRESS: Gladstone Hotel. PHONE: 100-358. STUDIO ADDRESS: Gladstone Hotel. TRANSMITTER LOCATION: South of city. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWS SERVICE: Radio News Association; Statsman County Record. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

## PERSONNEL

President.....A. J. Breitbach  
Station Manager.....Roy H. Brant  
Artists' Bureau Head.....Mrs. Lunetta Wiest  
Chief Announcer.....Arvid Johnson  
Publicity Director.....Roy H. Brant  
Chief Engineer.....Don Holaday

## POLICIES

Only beer and light wine. Foreign language accepted subject to time arrangement.

Merchandising provides window displays, limited billboard space and tie-ups with Jamestown Daily Sun and in county weeklies.

# K G C U

## MANDAN—EST. 1925

FREQUENCY: 1240 Kc. POWER: 250 Watts. OWNED BY: Mandan Radio Association. OPERATED BY: Mandan Radio Association. BUSINESS ADDRESS: Kennelly Furniture Co. Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Mandan. TIME ON THE AIR: Shares Time with KLPM. TRANSCRIPTION SERVICE: C. P. MacGregor.

## PERSONNEL

President.....H. C. Schulte  
Secretary.....Charles Toman, Jr.  
Manager.....John Kennelly

# K L P M

"VOICE OF MAGIC CITY"

## MINOT—EST. 1929

FREQUENCY: 1360 Kc. POWER: 1000 watts, d.; 500 Watts, n. OWNED BY: John B. Colley. OPERATED BY: Same. BUSINESS ADDRESS: 118 S. Main. PHONE: 1267-6. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: S. E. Minot. TIME ON THE AIR: 6:30 A.M. to 10:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System. C. P. MacGregor.

## PERSONNEL

President.....John B. Cooley  
Commercial Manager.....E. H. Cooley  
Chief Announcer.....J. A. Solga  
Station Manager.....Richard J. Schmidt  
Publicity Director.....Helen M. Burnstad  
Chief Engineer.....C. W. Baker

## POLICIES

Does not accept liquor advertising other than beer. Accepts foreign language programs in the Scandinavian tongue.

## REPRESENTATIVES

Sears & Ayer  
Transamerican Broadcasting & Television Corp.

# K O V C

## VALLEY CITY—EST. 1936

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KOVC, Inc. OPERATED BY: KOVC, Inc. BUSINESS ADDRESS: Hotel Rudolf. PHONE: 408. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Valley City. TIME ON THE AIR: Full Time. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

## PERSONNEL

Station Director.....Mark C. Crandall

# OHIO

Population 6,733,000

Number of Families 1,716,900    Number of Radio Homes 1,581,700

Retail Sales \$1,956,941,000    Auto Registrations 1,777,048

## WADC

"WHERE AKRONITES DIAL  
CONSTANTLY"

AKRON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1320 Kc. POWER: 5000 Watts.  
d.; 1000 Watts, n. OWNED BY: Allen T. Simmons.  
OPERATED BY: Same. BUSINESS ADDRESS: Akron.  
PHONE: Hemlock 5151-2-3. STUDIO ADDRESS: Akron & Canton.  
TRANSMITTER LOCATION: Talmadge. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Library.

### PERSONNEL

Station Manager ..... Allen T. Simmons  
Commercial Manager ..... E. A. Marchal  
Artists' Bureau Head ..... H. L. Hageman  
Chief Announcer ..... R. B. Wilson  
Sales Manager ..... F. C. Bock  
Chief Engineer ..... John Aitkenhead

### POLICIES

Must conform to State and Federal Communication Commission regulations.

Merchandising: Contacting retail outlets. Handling and mailing letters. Distributing window and counter displays.

## WJW

"THE VOICE OF AKRON"

AKRON—EST. 1932

FREQUENCY: 1210 Kc. POWER: 250 Watts.  
d.; 100 Watts, n. OWNED BY: WJW, Inc. OPERATED BY: WJW, Inc. BUSINESS ADDRESS: 41 S. High St. PHONE: Jefferson 6111. STUDIO ADDRESS 41 S. High St. TRANSMITTER LOCATION: 41 S. High St. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. NEWS SERVICES: Local News and Christian Science Monitor. MAINTAINS ARTISTS' BUREAU: TRANSCRIPTION SERVICES: World Broadcasting System.

### PERSONNEL

President ..... John F. Weimer  
Advertising Manager ..... S. W. Townsend  
Artists' Bureau Head ..... A. W. Graham  
Chief Announcer ..... Len Taylor  
Station Manager ..... S. W. Townsend

Sales Manager ..... S. W. Townsend  
Publicity Director ..... A. W. Graham  
Musical Director ..... A. W. Graham  
Chief Engineer ..... Gerald Roberts

### POLICIES

No stated special policies.  
Station "Plugs" and Newspaper Tie-in on commercial accounts. Rebroadcast programs of WOSU.

## WICA

"WELCOME, INDUSTRY, COMMERCE,  
AND AGRICULTURE"

ASHTABULA—EST. 1937

FREQUENCY: 940 Kc. POWER: 250 Watts.  
OWNED BY: C. A. Rowley. OPERATED BY: Same. BUSINESS ADDRESS: 221 Center St. PHONE: 1211-1311. STUDIO ADDRESS: Sheldon Remick Bldg. TRANSMITTER LOCATION: Jefferson Road. TIME ON THE AIR: Local sunrise to sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC The-saurus and Standard Radio.

### PERSONNEL

President ..... C. A. Rowley  
Commercial Manager ..... R. C. Marvin  
Advertising Manager ..... R. C. Marvin  
Artists' Bureau Head ..... Gerald O'Brien  
Chief Announcer ..... Walter Walrath  
Station Manager ..... R. B. Rowley  
Musical Director ..... Harold Leaman  
Chief Engineer ..... George Gautney

### POLICIES

No intoxicating liquor advertising accepted.

### REPRESENTATIVE

Howard Wilson Company

## WHBC

"VOICE OF STARK COUNTY"

CANTON—EST. 1925

FREQUENCY: 1200 Kc. POWER: 100 Watts.  
(Construction Permit for 250 Watts, daytime).  
OWNED BY: Edward P. Graham. OPERATED BY: Edward P. Graham. BUSINESS ADDRESS: 319 Tuscarawa St., West. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Canton. TIME ON THE AIR: Daily, 8:00 A.M. to 9:30

P.M.; Sunday, 12:00 noon to 3:00 P.M. and 6:00 P.M. to 9:00 P.M. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

### PERSONNEL

General Manager.....S. A. Spilker  
 Commercial Manager.....Ralph Bruce  
 Chief Announcer.....Wade Barnes  
 Chief Engineer.....Kenneth Sliker

# WCKY

CINCINNATI—EST. 1929

NBC—MUTUAL-WLW LINE

FREQUENCY: 1490 Kc. POWER: 10,000 Watts. OWNED BY: L. B. Wilson, Inc. OPERATED BY: L. B. Wilson, Inc. BUSINESS ADDRESS: 6th & Madison, Covington, Ky. Netherland Plaza Hotel, Cincinnati. PHONE: Hemlock 7655. STUDIO ADDRESS: Netherland Plaza Hotel, Cincinnati, 6th & Madison, Covington, Ky. TRANSMITTER LOCATION: Near Crescent Springs. TIME ON THE AIR: (Daily) 6:30 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICES: Transradio Press, International News Service & Universal Service. TRANSCRIPTION SERVICE: World Broadcasting System; NBC Thesaurus; NAB Library.

### PERSONNEL

President.....L. B. Wilson  
 Commercial Manager...Lloyd George Venard  
 Advertising Manager.....L. B. Wilson  
 Chief Announcer.....Lee Goldsmith  
 Station Manager.....L. B. Wilson  
 Sales Manager.....Lloyd George Venard  
 Publicity Director.....Elmer Dressman  
 Musical Director.....Mabel Fields  
 Chief Engineer.....C. H. Topmiller

### POLICIES

Beer and wine accepted. No hard liquor accounts. All medicinal copy must be okayed by continuity department.

Merchandising service with 26 or more programs includes sales meetings with manufacturers' salesmen or distributors; meeting with jobber salesmen; personal calls on buyers for wholesalers and chains; plus key retailers; route lists furnished for drug and food retailers; letter or postcards to retailers, plus letter follow up to wholesalers enclosing sample of retail literature; window stripping in Greater Cincinnati, Hamilton and Middletown; placing displays in Greater Cincinnati, Hamilton & Middletown; checking of product sales before and during campaign; publicity service for program including bulletins and news releases to more than 100 weekly and daily papers in WCKY's primary area; program mention on street car cards in Greater Cincinnati, Hamilton and Middletown and North

ern Kentucky. Amount and type if merchandise service dependent upon type of contract, type of product and sales problem in WCKY's primary area.

### REPRESENTATIVE

Free & Peters, Inc.

# WCPO

"CINCINNATI NEWS STATION"

CINCINNATI—EST. 1922

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Scripps Howard Radio, Inc. OPERATED BY: Scripps Howard Radio, Inc. BUSINESS ADDRESS: Keith Bldg. PHONE: Main 3314-5-6-7. STUDIO ADDRESS: Keith Bldg. TRANSMITTER LOCATION: Daylight Bldg. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Scripps Howard Newspapers, Cincinnati Post. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Standard Radio, Associated Music.

### PERSONNEL

President.....Jack Howard  
 Vice President.....J. C. Hanrahan  
 Advertising Manager.....George Hart  
 Artists' Bureau Head.....Andre Carlon  
 Chief Announcer.....Ken Beghold  
 Publicity Director.....Walter Corning  
 Musical Director.....John P. Smith  
 Chief Engineer.....Glen Davis

### POLICIES

Accounts accepted within state laws and station civic policies.

Merchandising and exploitation through window displays, theater trailers, billboard signs and newspaper ads.

# WKRC

CINCINNATI—EST. 1923

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 550 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Columbia Broadcasting System. OPERATED BY: Columbia Broadcasting System. BUSINESS ADDRESS: Hotel Alms, Locust & Victory Parkway. PHONE: Woodburn 0550. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Cincinnati. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. (12:00 midnight while New York is on Daylight Saving Time). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music.

### PERSONNEL

General Manager.....John McCormick  
 Commercial Manager ..William J. Williamson

There Are Two Stories In This Picture



There's nothing staged about this photograph of an average food store . . . but it serves to illustrate two important factors in the sale of consumer merchandise.

**ONE...** dealers give WLW-advertised products preferential display and . . .

**TWO...** WLW's cultivation of "Dealer Support" for its advertisers is paying definite advertising dividends.

We believe that dealer support is still vital to the success of any advertising campaign . . . after all, most products are purchased through retail dealers.

★ **WLW** - THE NATION'S STATION  
CINCINNATI

## POLICIES

Governed by the policies of the Columbia Broadcasting System.

Has full merchandising facilities.

## REPRESENTATIVE

Radio Sales

# WLW

"THE NATION'S STATION"  
CINCINNATI—EST. 1922  
NBC (RED & BLUE)—MUTUAL  
WLW LINE

FREQUENCY: 700 Kc. POWER: 500,000 Watts. OWNED BY: The Crosley Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1329 Arlington St. PHONE: Kirby 4800. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Mason. TIME ON THE AIR: 5:45 A.M. to 2:00 A.M. NEWS SERVICES: International News Service and United Press. MAINTAINS ARTISTS BUREAU.

## PERSONNEL

President .....Powel Crosley, Jr.  
Vice-President-Station Manager

James D. Shouse

Asst. Commercial Managers. E. C. Krautters,  
K. Wallace Husted

Artists Bureau Head .....A. R. Plough  
Chief Announcer .....Peter Grant  
Publicity Director .....J. N. Bailey  
Musical Directors.....William Stoess,  
Josef Cherniavsky

Chief Engineer .....R. J. Rockwell

## POLICIES

Advertising of alcoholic beverages, excepting beer and wine, and foreign language programs not accepted. All programs otherwise, subject to the approval of the station.

Merchandising: While no special merchandising plan is used, the services of J. Ralph Corbett, Inc., is available. Concern is a merchandising organization which functions as consultant in developing and marketing new products, sales promotion and distributing campaigns, etc., through a permanent field merchandising staff of men.

## REPRESENTATIVE

Trans-American Broadcasting and Television Corp.

# WSAI

"CINCINNATI'S OWN STATION"  
CINCINNATI—EST. 1928  
NBC—MUTUAL—WLW LINE

FREQUENCY: 1330 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Crosley Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1329 Arlington St. PHONE: Kirby 4800. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Warner & Roh Sts. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. (daily);

8:00 A.M. to 1:00 A.M. (Sunday). NEWS SERVICES: International News Service, Universal Service, United Press. MAINTAINS ARTISTS BUREAU.

## PERSONNEL

President .....Powel Crosley, Jr.  
Station Manager .....James D. Shouse  
Asst. Sales Managers.....E. C. Krautters,  
K. Wallace Husted

Artists Bureau Head .....A. R. Plough  
Chief Announcer .....Peter Grant  
Publicity Director.....J. N. Bailey  
Musical Directors.....William Stoess,  
Josef Cherniavsky

Chief Engineer .....R. J. Rockwell

## POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine. Announcements and talks accepted only where subject matter is in the opinion of the station, of genuine public interest. All programs subject to the approval of the station.

## REPRESENTATIVE

Trans-American Broadcasting & Television Co.

# WCLE

CLEVELAND—EST. 1927  
MUTUAL BROADCASTING SYSTEM

FREQUENCY: 610 Kc. POWER: 500 Watts. OWNED BY: Cleveland Radio Broadcasting Corp. OPERATED BY: Cleveland Radio Broadcasting Corp. BUSINESS ADDRESS: 1311 Terminal Tower. PHONE: Prospect 5800. STUDIO ADDRESS: 1311 Terminal Tower. TRANSMITTER LOCATION: Seven Hills. TIME ON THE AIR: 6:30 A.M. to local sunset. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System; NAB Library.

## PERSONNEL

President.....M. F. Rubin  
Vice President.....H. K. Carpenter  
Station Manager.....H. K. Carpenter  
Advertising Manager.....John T. Vorpe  
Artists' Bureau Head.....Louis Rich  
Chief Announcer.....Russel Richmond  
Sales Manager.....K. K. Hackathorn  
Musical Director.....Louis Rich  
Chief Engineer.....E. L. Gove

## POLICIES

Does not accept liquor advertising. Foreign language programs accepted in restricted times.

Merchandising: Maintains a well organized merchandising unit to promote sponsors' radio efforts and help capitalize on its results.

Route lists furnished for drug or grocery retailers.

Personal calls on wholesalers plus key retailers with your promotion.

Letters to the retailers (for which you are only charged postage)—or, if preferred, West-

ern Union messages may be substituted for letters at a slightly higher cost.

WCLE studios, production and talent facilities for dealer meetings or retailer sessions.

Surveys at start—and during campaign on product.

These services are available to every WCLE program advertiser without cost except as mentioned above.

### REPRESENTATIVE

Free & Peters, Inc.

## WGAR

"THE FRIENDLY STATION"

CLEVELAND—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1450 Kc. POWER: 1000 Watts. d.; 500 Watts, n. OWNED BY: WGAR Broadcasting Co. OPERATED BY: WGAR Broadcasting Co. BUSINESS ADDRESS: Hotel Statler. PHONE: Prospect 0200. STUDIO ADDRESS: Hotel Statler. TRANSMITTER LOCATION: 1000 Harvard Ave., Cuyahoga Heights. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWS SERVICES: International News Service, Universal Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Music Library, NAB Library.

### PERSONNEL

President.....George A. Richards  
Station Manager & VP.....John F. Patt  
Commercial Manager.....Ellis Vander Pyl  
Public Relations Director.....Graves Taylor  
Artists' Bureau Head.....Worth Kramer  
Chief Announcer.....Carl George  
Program Director.....Worth Kramer  
Sales Manager.....Ellis Vander Pyl  
Musical Director.....Walberg Brown  
Chief Engineer.....R. Morris Pierce

### POLICIES

Liquor advertising is accepted for broadcast only after 10 P.M. Foreign language programs are broadcast without restriction as to time, but material is subject to change by WGAR manager. Beer advertising is accepted at any time.

The sales promotion director and public relations director collaborate on special campaigns for promotion of sponsor's product in the Cleveland area. Direct mail campaigns, car card schedules and cab cover sets are offered when available—and at cost to the sponsor. All Cleveland newspapers are serviced with program news by WGAR's publicity department.

### REPRESENTATIVE

Edward Petry & Co.

Certainly there is chemistry in radio, especially at WHK-WCLE in Cleveland where executives spend an unusual amount of time in research, analysis, test and survey of WHK-WCLE programs. They believe wholeheartedly the stations exist to serve the interest, convenience and necessity of listeners.

How well this policy works is best shown by the large percentage of the half million radio families in Northern Ohio who listen regularly to these stations and by the fact that some twenty Cleveland-originated programs are "fed" by WHK-WCLE to a national network each week.

Time buyers in increasingly large numbers are finding WHK-WCLE the best way to reach the country's fifth largest market.



WHK  WCLE  
CLEVELAND

H. K. Carpenter, Vice Pres. and Gen. Mgr.

FREE & PETERS, Inc. - National Representatives. New York - Chicago - Detroit



# WHK

"CLEVELAND'S PIONEER STATION"  
**CLEVELAND—EST. 1921**  
NBC—(BLUE) MUTUAL

FREQUENCY: 1390 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: Radio Air Service Corp. OPERATED BY: Radio Air Service Corp. BUSINESS ADDRESS: 1311 Terminal Tower. PHONE: Prospect 5800. STUDIO ADDRESS: 1311 Terminal Tower. TRANSMITTER LOCATIONS: Seven Hills. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU: TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

## PERSONNEL

President.....John S. McCarrens  
Vice President.....H. K. Carpenter  
Station Manager.....H. K. Carpenter  
Advertising Manager.....John T. Vorpe  
Artists' Bureau Head.....Louis Rich  
Chief Announcer.....Russel Richmond  
Sales Manager.....K. K. Hackathorn  
Musical Director.....Louis Rich  
Chief Engineer.....E. L. Gove

## POLICIES

Does not accept liquor advertising. Foreign language programs accepted in restricted times.

Merchandising: Maintains a well organized merchandising unit to promote sponsors' radio efforts and help on its results.

Route lists furnished for drug or grocery retailers.

Personal calls on wholesalers plus key retailers with your promotion.

Personal calls on wholesalers plus key retailers with your promotion.

Letters to the retailers (for which you are only charged postage)—or, if preferred, Western Union messages may be substituted for letters at a slightly higher cost.

WHK studios, production and talent facilities for dealer meetings or retailer sessions.

Surveys at start—and during campaign on product.

These services are available to every WHK program advertiser without cost except as mentioned above.

## REPRESENTATIVE

Free & Peters, Inc.

# WTAM

"WHERE THE ARTISTS MEET IN CLEVELAND"

**CLEVELAND—EST. 1923**  
NATIONAL BROADCASTING CO.  
(BASIC RED)

FREQUENCY: 1070 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 815 Superior Ave., N. E. PHONE:

Cherry 0942. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Brecksville Village. TIME ON THE AIR: 5:59 A.M. to 1:00 A.M. (daily). 6:59 A.M. to 1:00 A.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS BUREAU.

## PERSONNEL

President.....Lenox R. Lohr  
Commercial Manager.....Howard Barton  
Station Manager.....Vernon H. Pribble  
Sales Manager.....Howard A. Barton  
Publicity Director.....Bob Dailey  
Program Director.....Hal Metzger  
Musical Director.....Walter Logan  
Chief Engineer.....S. E. Leonard

## POLICIES

Liquor advertising not accepted with exception of beer. Foreign language accounts not accepted. NBC policies apply otherwise.

Merchandising consistent with policy of National Broadcasting Co.

## REPRESENTATIVE

National Broadcasting Co., Inc.

# WBNS

**COLUMBUS—EST. 1921**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: WBNS, Inc. OPERATED BY: WBNS, Inc. BUSINESS ADDRESS: 33 No. High St. PHONE: Adams 9265-6. STUDIO ADDRESS: 33 No. High St. TRANSMITTER LOCATION: 1035 Barnett Rd. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. TRANSCRIPTION SERVICE: Associated Music.

## PERSONNEL

President.....Robert H. Wolfe  
Commercial Manager.....W. I. Orr  
Advertising Manager.....W. I. Orr  
Artists' Bureau Head.....Lowell Riley  
Chief Announcer.....Russell Canter  
Station Manager.....Richard A. Borel  
Sales Manager.....W. I. Orr  
Publicity Director.....J. O. Verian  
Musical Director.....Walter Knick  
Chief Engineer.....Lester H. Neffger

## POLICIES

Accepts beer and wine; not whiskey. Foreign language accounts are accepted. Does not encourage patent medicine accounts. Station passes on all such copy.

Station purchases newspaper display space to exploit commercials. Station is liberal with deadheads for new programs. Maintains merchandising department for distribution checks and personal contacts. Assumes part of labor in display distribution and informative letters to dealers. Maintains close contact with newspapers.

## REPRESENTATIVE

John Blair & Company

# WCOL

COLUMBUS—EST. 1934

NBC—(RED & BLUE)

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: WCOL, Inc. OPERATED BY: WCOL, Inc. BUSINESS ADDRESS: 33 N. High St. PHONE: Main 4581. STUDIO ADDRESS: 33 N. High St. TRANSMITTER LOCATION: 33 N. High St. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Ohio State Journal. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

## PERSONNEL

President.....K. B. Johnston  
Commercial Manager.....Neal Smith  
Chief Announcer.....William Wallace  
Station Manager.....C. R. Thompson  
Sales Manager.....Jack Kelly  
Publicity Director.....Ed Bronson  
Chief Engineer.....Ernest Lowe

## POLICIES

Accept Beer accounts anytime. Hard liquor after 10:00 P.M. No foreign language accounts accepted. All copy must conform to F.C.C. regulations.

On request WCOL will notify retailers concerning broadcast campaigns over this station. Merchandising department checks progress of sales and will assist in setting up counter displays calling attention to the advertisers program over WCOL.

## REPRESENTATIVE

Craig & Hollingbery, Inc.

# WHKC

"THE VOICE OF OHIO"

COLUMBUS—EST. 1921

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 640 Kc. POWER: 500 Watts. OWNED BY: Associated Radiocasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 22 E. Gay St. PHONE: Adams 1101. STUDIO ADDRESS: 22 East Gay St. TRANSMITTER LOCATION: Sharon Road. TIME ON THE AIR: 6:30 A.M. to sundown Pacific Time. NEWSPAPER AFFILIATION: Station is a subsidiary of the United Broadcasting Co. which is owned and operated by the Cleveland Plain Dealer. Not directly affiliated, however. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## PERSONNEL

Station Manager.....Carl M. Everson  
Sales Manager.....Harry H. Hoessly  
Publicity Director.....Robert S. French  
Musical Director.....John K. Agnew  
Chief Engineer.....J. E. Anderson

## POLICIES

Beer and wine accounts accepted, hard liquor advertising taboo. Medicinal accounts must meet specifications of Federal Trade Commission. No foreign language programs; Foreign language population very small

Exploits new commercial programs with newspaper advertising for two or three weeks at no cost to advertiser; merchandising department co-operates in preparation of direct mail, window cards, posters etc., at actual cost of production.

## REPRESENTATIVE

Free & Peters, Inc.

# WOSU

COLUMBUS—EST. 1922

FREQUENCY: 570 Kc. POWER: 1000 Watts. d.: 750 Watts, n. OWNED BY: Ohio State University. OPERATED BY: Ohio State University. BUSINESS ADDRESS: Columbus. PHONE: University 148. STUDIO ADDRESS: Ohio State University Campus. TRANSMITTER LOCATION: Ohio State University. TIME ON THE AIR: Irregular—1/3 time.

## PERSONNEL

President.....Geo. W. Rightmire  
Chief Announcer.....W. F. Heimlich  
Station Manager.....R. C. Higgy  
Chief Engineer.....C. S. Bidleck

## POLICIES

No advertising accepted.

# WHIO

"ALWAYS A GOOD SHOW ON WHIO TEST STATION OF THE NATION"

DAYTON—EST. 1934

FREQUENCY: 1260 Kc. POWER: 5000 Watts. d.: 1000 Watts, n. OWNED BY: Miami Valley Broadcasting Corp. OPERATED BY: Miami Valley Broadcasting Corp. BUSINESS ADDRESS: 39 S. Ludlow. PHONE: Adams 2261-2-3-4 & 2652. STUDIO ADDRESS: 39 S. Ludlow St. TRANSMITTER LOCATION: Virginia Drive & Brandt Pike. TIME ON THE AIR: 5:45 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: Dayton Daily News, Springfield News, Springfield Sun. NEWS SERVICE: United Press & Transradio Press. TRANSCRIPTION SERVICE: Associated Transcription Library.

## PERSONNEL

President.....James M. Cox, Jr.  
Commercial Manager.....D. A. Brown  
Merchandise Director.....Charles Swink  
Station Manager.....J. L. Reinsch  
Publicity Director.....Thomas Stewart  
Musical Director.....Thomas Dunkelberger  
Chief Engineer.....Ernest L. Adams  
Promotion Manager.....James LeGate

## POLICIES

No liquor advertising nor foreign language accounts broadcast. Copy and programs must be in good taste.

Four windows fronting the WHIO building are available for advertiser's displays. Pictures of the display are furnished to the agency and account. Merchandise department maintains close check on sales of all advertisers products, arranges and designs display material, conducts surveys, contacts retailers, jobbers, and distributors. Station slogan "Test Station of the Nation" guides the building of the extensive merchandise service. Promotion on programs and products are worked out with theaters, radio shows, county fairs, etc.

## REPRESENTATIVE

John Blair & Co.

# WSMK

"PIONEER STATION, MIAMI VALLEY"

## DAYTON—EST. 1922

FREQUENCY: 1380 Kc. POWER: 200 Watts. OWNED BY: WSMK, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 121 N. Main. PHONE: Adams 3288-9. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Calvery Hill. TIME ON THE AIR: 6:00 A.M. to 7:30 P.M.—10:00 P.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

## PERSONNEL

President ..... Stanley M. Krohn, Jr.  
Advertising Manager ..... S. Ten Eyck  
Chief Announcer ..... J. McKiernan  
Station Manager ..... Stanley M. Krohn, Jr.  
Sales Manager ..... Chester Hinkle  
Publicity Director ..... S. Ten Eyck  
Musical Director ..... Helene Blue  
Chief Engineer ..... Paul Braden

## POLICIES

No special policies on liquor or foreign language programs.

Merchandising: Salesman is required to work with the advertiser on a merchandising basis. By having a limited number of contacts assigned him the salesman can cover both jobs easily and intelligently.

# WBLY

"VOICE OF LIMA"

## LIMA—EST. 1936

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Herbert Lee Blye. OPERATED BY: Herbert Lee Blye. BUSINESS ADDRESS: Lima Club Bldg. PHONE: Main 4632. STUDIO ADDRESS: 117 South McDonald St. TRANSMITTER LOCATION: 1424 Rice Ave. TIME

ON THE AIR: Daylight Hours. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio, Inc.

## PERSONNEL

President ..... Herbert Lee Blye  
Commercial Manager ..... Herbert Lee Blye  
Chief Announcer ..... Gordon Shaw  
Station Manager ..... Herbert Lee Blye  
Sales Manager ..... J. R. Wayne  
Publicity Director ..... Dawell Newlin  
Musical Director ..... Helen Payne  
Chief Engineer ..... S. J. Gladfeller

## POLICIES

No liquor advertising accepted.

# WPAY

"THE VOICE OF SOUTHERN OHIO"

## PORTSMOUTH—EST. 1935

FREQUENCY: 1370 Kc. POWER: 100 watts. OWNED BY: Vee Bee Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1007 Gallia St. PHONE: 1010 and 2504. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 821 Chillocothe St. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## PERSONNEL

President ..... M. F. Rubin  
Station Manager ..... Marie W. Vandegrift  
Commercial Manager ..... Marie W. Vandegrift  
Chief Announcer ..... Orville Fields  
Publicity Director ..... Mary Kline  
Chief Engineer ..... Maurice Myers

## POLICIES

Does not accept beer or liquor advertising; does accept foreign language accounts.

Merchandising: Merchandising man who visits stores, checking up on the sale of nationally advertised products being advertised on station, also products. Suggests more prominent ways to display these products, takes orders which he immediately delivers to the wholesaler and for which their local salesman gets full credit and helps the individual stores in any manner possible.

## REPRESENTATIVE

Cox and Tanz

# WSPD

"THE VOICE OF TOLEDO"

## TOLEDO—EST. 1921

FREQUENCY: 1340 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: The Fort Industry Co. OPERATED BY: The Fort Industry Co. BUSINESS ADDRESS: 505 Jefferson Ave. TRANSMITTER LOCATION: R.F.D., Perrysburg. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M.

NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Music, NBC Thesaurus.

### PERSONNEL

President.....George B. Storer  
Commercial Manager.....E. Y. Flanigan  
Advertising Manager.....E. Y. Flanigan  
Artists' Bureau Head.....Russell Gohring  
Chief Announcer.....Russell Gohring  
Program Director.....Russell Gohring  
Station Manager.....J. Harold Ryan  
Sales Manager.....E. Y. Flanigan  
Publicity.....Gene Williams  
Musical Director.....Russell Gohring  
Chief Engineer.....Vern C. Alston

### POLICIES

Hard liquor advertising accepted for presentation only after 10:30 P.M. Beer and light wines, no restrictions other than copy censorship. One participating Polish program weekly; foreign language accounts accepted. Chain Breaks between 6 and 11 P.M. must be held to a maximum of 35 words.

Any and all reasonably merchandising assistance is offered to all national advertisers. Where special assistance of an extremely costly nature is desired, arrangements as to cost-bearing will be made between the advertiser and the station. No charge for dealer check-ups, contacts, distribution of promotional material, and publicity through more than fifty territorial newspapers with whom most cordial relations are maintained.

### REPRESENTATIVE

John Blair & Co.

## WTOL\*

"TOLEDO'S FRIENDLY STATION"

TOLEDO—EST. 1938

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Frazier Reams. OPERATED BY: Community Broadcasting Co. BUSINESS ADDRESS: Penthouse, Bell Bldg. PHONE: Adams 3291-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Toledo. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated.

### PERSONNEL

President.....Frazier Reams  
Commercial and Station Mgr.....M. E. Kent  
Chief Engineer.....Wm. P. Siegman, Jr.  
Program Director.....Lester Mitchell

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

## WKBN

YOUNGSTOWN—EST. 1926

CBS—BUCKEYE NETWORK

FREQUENCY: 570 Kc. POWER: 500 Watts. OWNED BY: WKBN Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 17 N. Champion St. PHONE: 42122. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Sunset Blvd. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Cleveland Plain Dealer. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System, NAB Library and Lang-Worth.

### PERSONNEL

President and Gen. Mgr.. W. P. Williamson, Jr.  
Station Director.....J. L. Bowden  
Sales Manager.....E. E. Evans  
Publicity Director.....G. Sharp  
Musical Director.....G. Sharp  
Chief Engineer.....B. T. Wilkins

### POLICIES

Accepts liquor after 10:00 p.m.  
Merchandising to clients at cost.

### REPRESENTATIVE

Free & Peters

## WALR

"THE VOICE OF SOUTH EASTERN OHIO"

ZANESVILLE—EST. 1924

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: WALR Broadcasting Corp. OPERATED BY: WALR Broadcasting Corp. BUSINESS ADDRESS: 17½ So. Fourth St. PHONE: 5044. STUDIO ADDRESS: 17½ So. Fourth St. TRANSMITTER LOCATION: 434 Main St. TIME ON THE AIR: 7:00 A.M. to 12:00 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

### PERSONNEL

Station Manager.....Ronald B. Woodyard  
Commercial Manager.....Ronald B. Woodyard  
Advertising Manager.....Ronald B. Woodyard  
Artists' Bureau Head.....Bob Horn  
Chief Announcer.....Stuart Finley  
Sales Manager.....Ronald B. Woodyard  
Publicity Director.....H. Hoag  
Musical Director.....Stuart Finley  
Chief Engineer.....Wm. Hunt

### POLICIES

No special policies or restrictions.  
Has full merchandising service.

### REPRESENTATIVE

John Blair & Co.

# OKLAHOMA

Population 2,548,000

Number of Families 596,225

Number of Radio Homes 380,680

Retail Sales \$434,793,000

Auto Registrations 513,914

## KADA

"IN OKLAHOMA'S FASTEST GROWING CITY"

ADA—EST. 1934

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1200 Kc. POWER: 100 Watts.  
OWNED BY: Dr. C. C. Morris. OPERATED BY:  
Dr. C. C. Morris. BUSINESS ADDRESS: 115½  
S. Rennie. PHONE: 1212. STUDIO ADDRESS:  
115½ S. Rennie. TRANSMITTER LOCATION:  
N. Broadway. TIME ON THE AIR: 6:30 A.M.  
to local sunset. NEWS SERVICE: Transradio  
Press. TRANSCRIPTION SERVICE: World  
Broadcasting System.

### PERSONNEL

Owner.....Dr. C. C. Morris  
Commercial Manager.....John M. Whitney  
Chief Announcer.....Russell Miller  
Station Manager.....John M. Whitney  
Sales Manager.....Bob Kniseley  
Publicity Director.....Warren Moore  
Chief Engineer.....Leiland Seay

### POLICIES

No beer or liquor advertising accepted. No  
Sunday advertising (locally).. No market for  
foreign language programs.

Poster service is used to draw attention to  
programs.

### REPRESENTATIVE

Joseph Hershey McGillvra

## KVSO

"VOICE OF SOUTHERN OKLAHOMA"  
ARDMORE—EST. 1935

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1210 Kc. POWER: 100 Watts.  
OWNED BY: Ardmoreite Pub. Co. OPERATED  
BY: Ardmoreite Pub Co. BUSINESS ADDRESS:  
114-18 N. Washington. PHONE: 2200. STU-  
DIO ADDRESS: Chickasaw and N. W. Blvd.  
TIME ON THE AIR: 7:00 A.M. to 12:00 P.M.  
NEWSPAPER AFFILIATION: Daily Ardmoreite.  
NEWS SERVICE: Associated Press (Non-Com-  
mercial). TRANSCRIPTION SERVICE: World  
Broadcasting System.

### PERSONNEL

General Manager.....Allert Riesen  
Commercial Manager.....William Robetsek

Chief Announcer.....Paul Duncan  
Station Manager.....James Griffin  
Musical Director.....Dolly Dutton  
Chief Engineer.....Paul Ross

### POLICIES

As per state law, accepts beer and wine  
only.

### REPRESENTATIVE

Joseph Hershey McGillvra

## KASA

ELK CITY—EST. 1932

MUTUAL

FREQUENCY: 1210 Kc. POWER: 100 watts.  
OWNED BY: E. M. Woody. OPERATED BY:  
E. M. Woody. BUSINESS ADDRESS: Casa  
Grande Hotel. PHONE: 730. STUDIO AD-  
DRESS: Casa Grande Hotel. TRANSMITTER  
LOCATION: Casa Grande Hotel. TIME ON  
THE AIR: 6:30 a.m. to 9:00 p.m. NEWS SER-  
VICE: Transradio Press.

### PERSONNEL

President.....E. M. Woody  
Station Manager.....F. E. Mayhew  
Advertising Manager.....Lyman Brown  
Chief Announcer.....Lyman Brown  
Sales Manager.....F. E. Mayhew  
Chief Engineer.....Geo. Patterson

### POLICIES

No advertising for liquor or beers of more  
than 3.2 content are allowed in Oklahoma.  
Does not accept any foreign language ac-  
counts or programs.

## KCRC

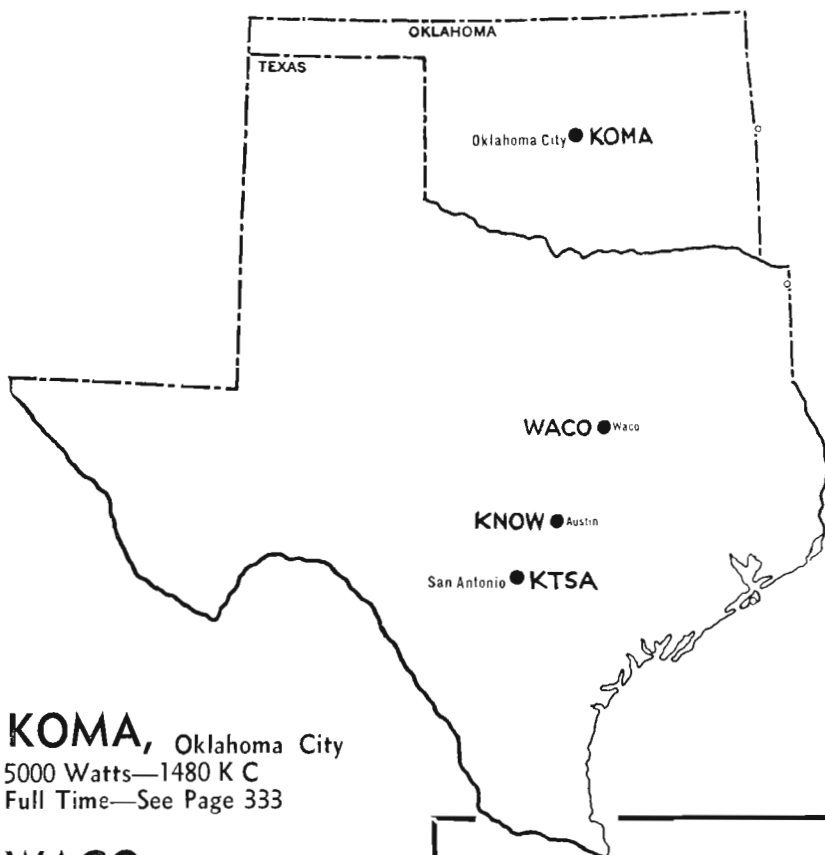
"OKLAHOMA'S MOST AGGRESSIVE  
STATION"

ENID—EST. 1928

MUTUAL and OKLAHOMA NETWORK

FREQUENCY: 1360 Kc. POWER: 250 Watts.  
OWNED BY: Enid Radiophone Co. OPERATED  
BY: Enid Radiophone Co. BUSINESS AD-  
DRESS: Box 948. PHONE: 447-8. STUDIO  
ADDRESS: Willow and Kennedy Sts. TRANS-  
MITTER LOCATION: Willow and Kennedy Sts.

# Serving **4** Great Markets *in the* Great Southwest



**KOMA**, Oklahoma City  
5000 Watts—1480 K C  
Full Time—See Page 333

**WACO**, Waco  
100 Watts—1420 K C  
Full Time—See Page 376

**KNOW**, Austin  
100 Watts—1500 K C  
Full Time—See Page 364

**KTSA**, San Antonio  
5000 Watts day, 1000 Watts night  
550 K C —Full Time  
See Page 375

## *In the* **Prosperity Belt**

These four stations, all full time CBS outlets, offer dominant coverage of selected markets. You need them to sell the great southwest thoroughly.

National Representation By  
International Radio Sales  
New York • Chicago • Detroit  
Los Angeles

TIME ON THE AIR: 7:00 A.M. to 1:00 A.M.  
 NEWSPAPER AFFILIATIONS: Enid Morning News, Enid Daily Eagle. NEWS SERVICE: Associated Press (Non-Commercial). MAIN-TAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Transco and World Broadcasting System.

**PERSONNEL**

President.....W. M. Taylor  
 Station Manager.....Craig Campbell  
 Advertising Manager.....S. J. Kotapish  
 Artists' Bureau Head.....Ralph Rogers  
 Chief Announcer.....Ralph Rogers  
 Sales Manager.....Craig Campbell  
 Publicity Director.....Glen Williams  
 Musical Director.....Mabel Waken  
 Chief Engineer.....A. B. Clopton

**POLICIES**

No special restrictions. Accepts beer and wine only as per state law.

Features merchandising: News stories in both Enid dailies—Show Cards in stores. Dealer contacts throughout territory and Direct Mail, etc.

**REPRESENTATIVE**

Joseph Hershey McGillvra

**KBIX**

MUSKOGEE—EST. 1936

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Oklahoma Press Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: Barnes Bldg. PHONE: 302. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Phoenix-Times Democrat. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**PERSONNEL**

President.....Joel H. Bixby  
 Commercial Manager.....J. H. Speck  
 Station Manager.....J. H. Speck  
 Musical Director.....Franklin Whitehead  
 Chief Engineer.....J. H. Speck

**POLICIES**

Does not accept liquor advertising. Will accept beer and light wines.

**REPRESENTATIVE**

The Branham Co.

**WNAD**

"THE VOICE OF SOONERLAND"

NORMAN—EST. 1922

FREQUENCY: 1010 Kc. POWER: 1000 Watts. OWNED BY: University of Oklahoma. OPERATED BY: University of Oklahoma (extension division). BUSINESS ADDRESS: University of Oklahoma. PHONE: 900—Stations, 18 and 124. STUDIO ADDRESS: University of Okla-

homa. TRANSMITTER LOCATION: University of Oklahoma. TIME ON THE AIR: Tuesday and Thursday—10:30 to 11:30 A.M.—2:00 to 4:00 P.M.—7:15 to 9:15 P.M.; Wednesday—10:30 to 11:30 A.M.—2:00 to 4:00 P.M.—8:15 to 9:15 P.M. NEWS SERVICE: Local Campus news through courtesy of the "Oklahoma Daily." Christian Science Monitor. TRANSCRIPTION SERVICE: World Broadcasting.

**PERSONNEL**

President.....T. M. Beard  
 Chief Announcer.....Jack Wilson  
 Station Manager.....Homar Heck  
 Musical Director.....Ruth Davis  
 Chief Engineer.....Cecil Gray

**POLICIES**

The station is strictly an educational station and permits no commercial advertising of any sort. Other than this, there are no other restrictions.

**KFXR**

OKLAHOMA CITY—EST. 1923

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Exchange Baptist Church of Oklahoma City. OPERATED BY: B. C. Thomason. BUSINESS ADDRESS: Hightower Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Oklahoma City. TIME ON THE AIR: Unlimited. TRANSCRIPTION SERVICE: Lang-Worth.

**PERSONNEL**

Manager.....B. C. Thomason  
 Commercial Manager.....Bob Elliston  
 Program Director.....Mary L. Thomason

**POLICIES**

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

**REPRESENTATIVE**

Cox and Tanz

**KOMA**

"IT'S THE PROGRAM THAT GETS THE LISTENER"  
 "OKLAHOMA'S MOST POWERFUL FULL-TIME STATION"  
 "SERVING THE PUBLIC INTEREST"

OKLAHOMA CITY—EST. 1932

(as KFJF—1923)

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1480 Kc. POWER: 5000 Watts. OWNED BY: Hearst Radio, Inc. OPERATED BY: Hearst Radio, Inc. BUSINESS ADDRESS: Biltmore Hotel. PHONE: 2-3291-2-3. STUDIO ADDRESS: Biltmore Hotel. TRANSMITTER LOCATION: 7½ miles N. E. of Oklahoma City on Highway No. 66. TIME ON THE AIR: 6:30 A.M. to Midnight (daily); 8:00 A.M. to midnight (Sunday). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music Pub.

## PERSONNEL

President.....J. V. Connoly  
Vice-President-Station Manager...Neal Barrett  
Publicity Director.....Roger King  
Musical Director.....Marjorie Speer  
Chief Engineer.....Morris Thomas

## POLICIES

No liquor advertising—only beer and light wines (3-2/10 per cent). No foreign language accounts.

Merchandising: Details on request.

## REPRESENTATIVE

Hearst Radio, Inc.

# KTOK

"YOUR MUTUAL FRIEND"

OKLAHOMA CITY—EST. 1927

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1370 Kc. POWER: 100 Watts.

OWNED BY: Oklahoma Broadcasting Co., Inc.  
OPERATED BY: Harold V. Hough. BUSINESS ADDRESS: 1800 W. Main. PHONE: 3-8352-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:30 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio Library.

## PERSONNEL

President.....Harold V. Hough  
Station Manager.....Joseph W. Lee  
Commercial Manager.....Tom Johnson  
Chief Announcer.....Leslie Beck  
Publicity Director.....Harold Shreve  
Musical Director.....Paul Buening  
Chief Engineer.....Bruce Howard

## POLICIES

Accepts beer advertising.

Maintains complete merchandising service.

## REPRESENTATIVE

Joseph Hershey McGillvra

# WKY

OKLAHOMA CITY—EST. 1920

NATIONAL BROADCASTING COMPANY

FREQUENCY: 900 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Oklahoma Pub. Co. OPERATED BY: WKY Radiophone Co. BUSINESS ADDRESS: Skirvin Tower. PHONE: 3-4306—5-4406. STUDIO ADDRESS: Skirvin Tower. TRANSMITTER LOCATION: Nine miles out on highway No. 66. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: The Daily Oklahoman, Oklahoma City Times. NEWS SERVICE: Associated Press (Non-Commercial). TRANSCRIPTION SERVICES: NBC Thesaurus, Standard Supplementary Library.

## PERSONNEL

President.....E. K. Gaylord  
Station Manager.....Gayle V. Grubb  
Commercial Manager.....M. H. Bonebrake  
Chief Announcer.....Perry Ward  
General Manager.....Edgar T. Bell  
Publicity Director.....Hal Scher  
Musical Director.....Allan Clark  
Chief Engineer.....Earl C. Hull

## POLICIES

No liquor advertising. No crystal gazers. Rigid censorship on medicinal advertising.

Special merchandising and exploitation includes: sixty-inch display advertisements each Saturday and Sunday in the Oklahoma City Times and Sunday Oklahoman—Daily column of radio schedule in Oklahoman and Times—Publicity and radio column in Oklahoma Farmer-Stockman—Stories in Oklahoman Retail Times.

## REPRESENTATIVE

E. Katz Special Adv. Agency

# KHBG

"OKMULGEE, THE SHOPPING CENTER OF EASTERN OKLAHOMA"

OKMULGEE—EST. 1937

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Okmulgee Broadcasting Corp. OPERATED BY: Okmulgee Broadcasting Corp. BUSINESS ADDRESS: Parkinson Hotel. PHONE: 3646. STUDIO ADDRESS: Parkinson Hotel. TRANSMITTER LOCATION: 20th and Seminole Sts. TIME ON THE AIR: Daytime only. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio Service.

## PERSONNEL

President.....Harry B. Greaves  
Commercial Manager.....T. R. Putnam  
Chief Announcer.....Sherwood Durkin  
Program Director.....Duane Hoisington  
Station Manager.....T. R. Putnam  
Publicity Director.....T. R. Putnam  
Musical Director.....Vella Jean Buchanan  
Chief Engineer.....A. F. Schultz

## POLICIES

Accepts beer and wine accounts only as per state law.

## REPRESENTATIVE

J. J. Devine & Associates

# WBBZ

PONCA CITY—EST. 1928

MBS—OKLAHOMA NETWORK

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Estate of C. L. Carrell. OPERATED BY: Same. BUSINESS ADDRESS: 615 West Grand Ave. STUDIO



ADDRESS: Same. TRANSMITTER LOCATION: Ponca City. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.

**PERSONNEL**

Managing Director ..... A. L. Carrell

**POLICIES**

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

**REPRESENTATIVE**

Joseph Hershey McGillvra

**KGFF**

"THE MORNING NEWS-EVENING STAR STATION"

**SHAWNEE—EST. 1927**

MUTUAL and OKLAHOMA NETWORK

FREQUENCY: 1420 Kc. POWER: 100 Watts, n.; 250 Watts, d. OWNED BY: KGFF Broadcasting Co., Inc. OPERATED BY: KGFF Broadcasting Co., Inc. BUSINESS ADDRESS: Aldridge Hotel. PHONE: 4390. STUDIO ADDRESS: Aldridge Hotel. TRANSMITTER LOCATION: Shawnee Country Club. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: Shawnee Morning News, Shawnee Evening Star, Stauffer Publications, Inc. NEWS SERVICES: United Press, Associated Press (Non-Commercial). TRANSCRIP-

TION SERVICES: Standard Radio and C. P. MacGregor.

**PERSONNEL**

President.....Oscar Stauffer  
Station Manager.....Ross Porter  
Commercial Manager.....Jerry Julum  
Advertising Manager ..... Jerry Julum  
Chief Announcer.....Frank Jackson  
Sales Manager.....Ross Porter  
Publicity Director.....Maxine Eddy  
Chief Engineer.....John Molloy

**POLICIES**

Beer accounts acceptable. Foreign language acceptable but audience negligible. All programs must be in good taste.

Sales staff capable of window display work. Local dealer contacts made and report made to client of dealer's opinion. Newspaper tie-up considered valuable in this respect.

**REPRESENTATIVE**

Joseph Hershey McGillvra

**KTUL**

"YOUR FRIENDLY COLUMBIA STATION"  
**TULSA—EST. 1934**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1400 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: J. T.

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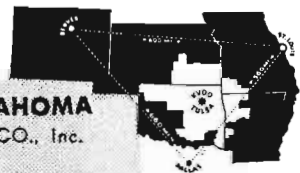
# NEWS COVERAGE *means* STATION COVERAGE!

THIRTY-THREE STATES, CANADA AND MEXICO sent 16,296 letters of appreciation to the KVOO News Bureau when it celebrated its Fifth Anniversary and gave its six-thousandth DAYTIME news broadcast on November 20, 1937. Of the total, 15,788 letters were from Oklahoma, Kansas, Missouri, Arkansas and Texas, *proving the KVOO coverage area. county by county and town by town.* Writers gave sex, occupation and news listening habits. This information has been broken down into one of the most illuminating analyses of a Daytime News Audience ever compiled! Available at your request.



*The Most Powerful Station between  
St. Louis, Dallas  
and Denver*

**THE VOICE OF OKLAHOMA**  
EDWARD PETRY AND CO., Inc.  
Representatives



Griffin. OPERATED BY: Tulsa Broadcasting Co., Inc. BUSINESS ADDRESS: 320 S. Boston. PHONE: 4-8188. STUDIO ADDRESS: 320 S. Boston. TRANSMITTER LOCATION: 3904 S. Newport. TIME ON THE AIR: (daily) 6:30 A.M. to 12:15 A.M.; (Saturday) 6:30 A.M. to 12:30 A.M.; (Sunday) 7:00 A.M. to 12:15 A.M. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus. NAB Library (Public Domain).

### PERSONNEL

President..... J. T. Griffin  
 Station Manager..... Wm. C. Gillespie  
 Commercial Manager..... Buryl Lottridge  
 Artists' Bureau Head..... Robert Holt  
 Chief Announcer..... Eddie Gallaher  
 Sales Manager..... Fenton Jeffers  
 Publicity Director..... Sylvia Stecher  
 Musical Director..... Lillian Smithline  
 Chief Engineer..... Nathan Wilcox

### POLICIES

Accepts beer accounts only. No sizeable foreign population for foreign language programs.

Special merchandising and exploitation includes: Letters to dealers; Posters distributed; Special plugs on the air; Newspaper publicity, and Surveys conducted. Exploit advertisers' merchandise in every possible way.

### REPRESENTATIVE

Free & Peters, Inc.

# KVOO

"VOICE OF OKLAHOMA"

TULSA—EST. 1926

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1140 Kc. POWER: 25,000 Watts. OWNED BY: Southwestern Sales Corp. OPERATED BY: Southwestern Sales Corp. BUSINESS ADDRESS: Tulsa. PHONE: 2-2254. STUDIO ADDRESS: Phil Tower. TRANSMITTER LOCATION: 11 miles east of Tulsa. TIME ON THE AIR: 6:00 A.M. to 12:00 noon (Divides night time). NEWS SERVICES: International News Service, Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### PERSONNEL

President..... P. Q. Proctor  
 Commercial Manager..... Willard Egolf  
 Chief Announcer..... Bob Dehaven  
 Station Manager..... William B. Way  
 Sales Manager..... Willard Egolf  
 Publicity Directors..... Gordon Avery, Ken Miller  
 Musical Director..... T. Young  
 Chief Engineer..... L. W. Stinson

### POLICIES

No liquor accounts accepted. Maintains regular merchandising department with usual services.

### REPRESENTATIVE

Edward Petry Company

# OREGON

Population 1,027,000

Number of Families 284,080

Number of Radio Homes 245,720

Retail Sales \$335,851,000

Auto Registrations 332,729

# KAST

"VOICE OF LOWER COLUMBIA"

ASTORIA—EST. 1935

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Astoria Broadcasting Co. OPERATED BY: Astoria Broadcasting Co. BUSINESS ADDRESS: Hotel Astoria. PHONE: 95. STUDIO ADDRESS: Hotel Astoria. TRANSMITTER LOCATION: Hotel Astoria. TIME ON THE AIR: 7:00 A.M. to sunset. NEWSPAPER AFFILIATION: Astorian-Budget. NEWS SERVICES: Famous Dorana, World Broadcasting System.

### PERSONNEL

President..... M. R. Chessman  
 Commercial Manager..... Laurence Kirk  
 Station Manager..... James C. Wallace

Musical Director..... Leonard Shreve  
 Chief Engineer..... Lawrence King

### POLICIES

As per Oregon state law—No liquor advertising on radio. Accepts foreign language programs.

Gives merchandising cooperation and assistance to all advertisers.

### REPRESENTATIVES

Cox & Tanz, Walter Biddick and Van Cronkhite & Assoc. (Foreign Language)

# KOAC

CORVALLIS—EST. 1922

FREQUENCY: 550 Kc. POWER: 100 Watts. OWNED BY: Oregon State Agricultural Col-

lege. OPERATED BY: Oregon State Agricultural College. BUSINESS ADDRESS: Corvallis. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited.

### PERSONNEL

Director ..... Luke L. Roberts

### POLICIES

Station does not sell time.

## K O R E

EUGENE—EST. 1927

MBS—DON LEE BROADCASTING SYSTEM  
FREQUENCY: 1420 Kc. POWER: 100 Watts.  
OWNED BY: Eugene Broadcast Station. OPERATED BY: Eugene Broadcast Station. BUSINESS ADDRESS: 731 Willamette St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Eugene. TIME ON THE AIR: Full Time. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

### PERSONNEL

Manager ..... Frank L. Hill

### POLICIES

Advertising of alcoholic beverages accepted in programs of fifteen minutes or over.

### REPRESENTATIVE

John Blair & Co.

## K F J I

KLAMATH FALLS—EST. 1928

FREQUENCY: 1210 Kc. POWER: 100 Watts.  
OWNED BY: KFJI Broadcasters. OPERATED BY: Same. BUSINESS ADDRESS: 213 Main St. PHONE: 2125. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: World Broadcasting System & MacGregor & Sollie.

### PERSONNEL

President ..... J. A. Kincaid  
Station Manager ..... Geo. Kincaid  
Commercial Manager ..... Geo. Kincaid  
Chief Announcer ..... Jack Keating  
Sales Manager ..... M. E. Dunn  
Chief Engineer ..... Joe Carroll

### REPRESENTATIVE

Cox & Tanz

## K L B M \*

LA GRANDE—EST. 1937

FREQUENCY: 1420 Kc. POWER: 250 Watts. d.; 100 Watts. n. OWNED BY: Harold M. Finlay and Mrs. Eloise Finlay. OPERATED BY: Harold M. Finlay and Mrs. Eloise Finlay. BUSINESS ADDRESS: La Grande. PHONE: Main 600. STUDIO ADDRESS: Same. TRANS-

MITTER LOCATION: Same. NEWSPAPER AFFILIATION: La Grande Observer.

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

## K O O S

"SOUTHWESTERN OREGON STATION"  
"THE VOICE OF COOS BAY"

MARSHFIELD—EST. 1928

NBC (Red, for Football games only)

FREQUENCY: 1200 Kc. POWER: 250 Watts. d.; 100 Watts. n. OWNED BY: Pacific Radio Corporation. OPERATED BY: Pacific Radio Corp. BUSINESS ADDRESS: Hall Bldg. PHONE: 432, 433. STUDIO ADDRESS: Hall Bldg. TRANSMITTER LOCATION: Hall Bldg. TIME ON THE AIR: 7:30 A. M. to 10:00 P.M. (PST). NEWSPAPER AFFILIATIONS: Coos Bay Times. NEWS SERVICE: United Press.

### PERSONNEL

President ..... Walter L. Read  
Commercial Manager ..... Ben E. Stone  
Advertising Manager ..... Walter L. Read  
Chief Announcer ..... Frank Marrion  
Station Manager ..... Walter L. Read  
Sales Manager ..... Ben E. Stone  
Director ..... Sylvia Chandler  
Musical Director ..... Sylvia Chandler  
Chief Engineer ..... F. M. Rush

### POLICIES

No hard liquor, wines or beer during certain hours. All such advertising subject to strict regulation and restrictions and station approval.

Renders reasonable merchandising cooperation at all times and will contact merchants in immediate vicinity in Marshfield and North Bend without cost to the advertiser.

### REPRESENTATIVE

Walter Biddick (Pacific Coast)

## K M E D

MEDFORD

NATIONAL BROADCASTING CO.  
(RED OR BLUE)

FREQUENCY: 1410 Kc. POWER: 250 Watts. OWNED BY: Mrs. W. J. Virgin. OPERATED BY: Mrs. W. J. Virgin. BUSINESS ADDRESS: Main and Riverside. PHONE: 305. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Medford. TIME ON THE AIR: Full Time.

### PERSONNEL

Manager ..... L. P. Bishop

### POLICIES

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

### REPRESENTATIVE

Free and Peters

# KGW KEX

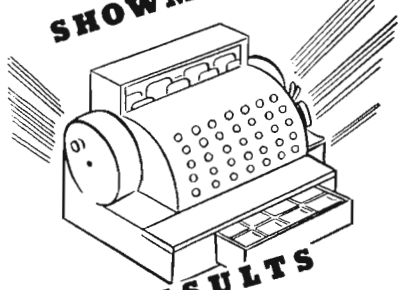
## FOR VALUE RECEIVED



**COVERAGE**



**SHOWMANSHIP**



**RESULTS**

### TIME BUYERS—these facts ASSURE coverage!

#### KEX

1. 5000 watts.
2. Clear channel.
3. Vertical antenna.
4. Modern high fidelity transmitter.
5. Oregon's most powerful station.

#### KGW

1. 5000 watts DT, 1000 watts NT.
2. 620 kc.
3. 625 ft. vertical antenna.
4. RCA equipped throughout.
5. Oregon's pioneer radio station.

### TIME BUYERS are interested in market coverage!

1. Population in KGW primary market, 1,265,200.
2. Population in KEX primary market, 1,881,800.

### TIME BUYERS know showmanship means listeners!

KEX—721 remotes in 1937. KGW—301 remotes in 1937.

Special events staff covered Presidential visit to Bonneville and Timberline—Auto Show, Hockey, Baseball, Football, Wrestling, Boxing, Air Circus, Russian Flyers, Symphony, Back-stage Interviews and hundreds of other outstanding events totaling over 1,000 remote broadcasts . . . averaging 3 a day!

**Oregon keeps abreast of the times thru KGW-KEX!**

### TIME BUYERS—

A full commercial schedule with hundreds of renewals year after year prove results for advertisers. Write to KGW-KEX or Edward Petry & Company for full details. You will find KGW and KEX are the sales-result stations in Portland . . .

**Where Contract Renewals are a Habit!**

**KGW**  
NBC Red

RADIO STATIONS OF THE  
**OREGONIAN**  
PORTLAND, OREGON

**KEX**  
NBC Blue

Representatives—EDWARD PETRY & CO., Inc., New York, Chicago, Detroit, San Francisco

# KALE

PORTLAND—EST. 1924  
MUTUAL

FREQUENCY: 1300 Kc. POWER: 1000 Watts.  
OWNED BY: KALE, Inc. OPERATED BY:  
Same. BUSINESS ADDRESS: New Heathman  
Hotel. PHONE: At. 7209. STUDIO ADDRESS:  
Same. TRANSMITTER LOCATION: Weather-  
ly Bldg. TIME ON THE AIR: 6:15 A.M. to  
12:15 A.M. NEWSPAPER AFFILIATION: The  
Oregon Journal. NEWS SERVICE: International  
News Service. MAINTAINS ARTISTS BUR-  
EAU. TRANSCRIPTION SERVICES: NAB Li-  
brary, Lang-Worth, World Broadcasting System,  
and Associated Music.

## PERSONNEL

President.....C. Roy Hunt  
Advertising Manager.....Charles Couche  
Artists Bureau Head.....Johnnie Walker  
Chief Announcer.....Stan Church  
Station Manager.....Ted Kooreman  
Sales Manager.....Charles Couche  
Publicity Director.....Lester Halpin  
Chief Engineer.....Louis Bookwalter

## POLICIES

No liquor advertising accepted except beer  
and light wines after 10:00 P.M. No foreign  
language accounts except those of a religious  
nature. No medical programs.

Merchandising: Monthly merchandising pub-  
lication "Radio Advertiser" sent to 4000 re-  
tailers in market area. Commercial programs  
publicized in each issue.

## REPRESENTATIVE

Free & Peters, Inc.

# KBPS

## PORTLAND—EST. 1923

FREQUENCY: 1420 Kc. POWER: 100 watts.  
OWNED BY: Student Body Benson Polytechnic  
School. OPERATED BY: Same. BUSINESS  
ADDRESS: 546 N. E. 12th Ave. PHONE: EA  
8131-2. STUDIO ADDRESS: Same. TRANS-  
MITTER LOCATION: Same. TIME ON THE  
AIR: 11:00 A.M. to 12:30—3:00 to 5:00 P.M.  
(each school day).

## PERSONNEL

Chief Announcer.....R. T. Stephens  
Station Manager.....William Allingham  
Chief Engineer.....William Allingham

## POLICIES

Non-commercial outlet.

# KEX

## PORTLAND—EST. 1926

NBC (Blue Network)—NORTHWEST TRIANGLE  
FREQUENCY: 1180 Kc. POWER: 5000  
Watts. OWNED BY: Oregonian Pub. Co. (Les-  
see). OPERATED BY: Oregonian Pub. Co.

BUSINESS ADDRESS: 6th and Adler Sts.  
PHONE: Atwater 2121. STUDIO ADDRESS:  
801 Oregonian Bldg. TRANSMITTER LOCA-  
TION: North Portland on Pacific Highway.  
TIME ON THE AIR: (daily) 6:30 A.M. to 12:00  
midnight; (Sunday) 8:00 A.M. to 12:00 mid-  
night. (Silent to KOB from KOB's local sun-  
down until 8:00 P.M.) NEWSPAPER AFFILIA-  
TIONS: The Oregonian. NEWS SERVICES:  
Transradio Press, International News Service.  
TRANSCRIPTION SERVICES: Standard Library,  
NBC Thesaurus.

## PERSONNEL

Station Manager.....W. Carey Jennings  
Sales Manager.....Chester L. Blomsness  
Publicity Director.....H. Q. Cox  
Program Director.....Barney Miller  
Chief Engineer.....Harold Singleton

## POLICIES

No alcoholic beverages before 10:30 P.M.  
Medicinal accounts subject to approval of  
station management. No foreign language pro-  
grams accepted.

A limited amount of merchandising coopera-  
tion—monthly merchandising paper, and usual  
station promotion.

## REPRESENTATIVE

Edward Petry & Co., Inc.

# KGW

"WHEN YOU THINK RADIO, THINK  
KGW"

## PORTLAND—EST. 1922

NBC (Red Network)—NORTHWEST TRIANGLE

FREQUENCY: 620 Kc. POWER: 5000 Watts,  
d.; 1000 Watts, n. OWNED BY: Oregonian  
Pub. Co. OPERATED BY: Oregonian Pub. Co.  
BUSINESS ADDRESS: 6th & Adler Sts. PHONE:  
Atwater 2121. STUDIO ADDRESS: 801 Ore-  
gonian Bldg. TRANSMITTER LOCATION:  
North Portland on Pacific Highway. TIME ON  
THE AIR: (daily) 7:00 A.M. to midnight; (Sun-  
day) 8:00 A.M. to 12:00 midnight. NEWS-  
PAPER AFFILIATION: The Oregonian. NEWS  
SERVICES: Transradio Press, International  
News Service. TRANSCRIPTION SERVICE:  
Standard Library, NBC Thesaurus.

## PERSONNEL

Station Manager.....W. Carey Jennings  
Sales Manager.....Chester L. Blomsness  
Publicity Director.....H. Q. Cox  
Program Director.....Barney Miller  
Chief Engineer.....Harold Singleton

## POLICIES

No alcoholic beverages before 10:30 P.M.  
Medicinal accounts subject to approval of  
station management. No foreign language  
programs accepted.

A limited amount of merchandising coopera-  
tion—monthly merchandising paper, and usual  
station promotion.

## REPRESENTATIVE

Edward Petry & Co., Inc.

# KOIN

PORTLAND—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 940 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: KOIN, Inc. OPERATED BY: KOIN, Inc. BUSINESS ADDRESS: New Heathman Hotel. PHONE: Atwater 3333. STUDIO ADDRESS: New Heathman Hotel. TRANSMITTER LOCATION: Sylvan. TIME ON THE AIR: 6:30 A.M. to midnight. MAINTAINS ARTISTS' BUREAU. NEWS-PAPER AFFILIATIONS: The Oregon Journal. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: Associated Music Publishers, World Program Library, Standard Radio, Lang-Worth Public Domain, NAB Library.

## PERSONNEL

President.....C. W. Myers  
Station Manager.....C. Roy Hunt  
Commercial Manager.....C. E. Couche  
Artists' Bureau Head.....Johnnie Walker  
Chief Announcer.....Stanley Church  
Sales Manager.....C. E. Couche  
Publicity Director.....Lester Halpin  
Musical Director.....Joseph Sampietro  
Chief Engineer.....Louis Bookwalter

## POLICIES

No hard liquor advertising accepted. Beer advertising accepted only between ten P.M. and midnight. No medical advertising or foreign language accounts accepted.

Monthly merchandising publication, "The Radio Advertiser," mailed to 4,000 retailers in primary coverage area. All network and national spot programs receive publicity in every issue.

## REPRESENTATIVE

Free & Peters, Inc.

# KWJJ

"THE VOICE FROM BROADWAY"

PORTLAND—EST. 1927

FREQUENCY: 1040 Kc. POWER: 500 Watts. OWNED BY: KWJJ Broadcasting Co., Inc. OPERATED BY: KWJJ Broadcasting Co., Inc. BUSINESS ADDRESS: 622 S. W. Salmon St. PHONE: Atwater 4393-4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Oaks Park. TIME ON THE AIR: 6:00 A.M. to local sunset—9:00 P.M. to 3:00 A.M. NEWS SERVICE: Local news through Portland News-Telegram.

## PERSONNEL

President.....Wilbur J. Jerman  
Commercial Manager.....John C. Egan  
Station Manager.....John C. Egan  
Musical Director.....G. E. Speerstra  
Chief Engineer.....W. J. Jerman

## POLICIES

Accepts only beers and wines liquor accounts. Also accepts foreign language programs.

## REPRESENTATIVE

Howard H. Wilson Co.

# KXL

PORTLAND—EST. 1926

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KXL Broadcasters. OPERATED BY: Same. BUSINESS ADDRESS: KXL Bldg. PHONE: Broadway 6451. STUDIO ADDRESS: KXL Bldg. TIME ON THE AIR: 6:00 A.M. to midnight. NEWS SERVICE: United Press.

## PERSONNEL

President.....T. W. Symons, Jr.  
Commercial Manager.....T. W. Symons, Jr.  
Chief Announcer.....George Wilhelm  
Station Manager.....T. W. Symons, Jr.  
Chief Engineer.....Ralph Mifflin

## POLICIES

No foreign language accounts accepted. Merchandising service at cost.

# KRNR

"VOICE OF UMPQUA VALLEY"

ROSEBURG—EST. 1935

MUTUAL—DON LEE

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: News Review Co. OPERATED BY: Same. BUSINESS ADDRESS: Roseburg. Phone: No. 4 and No. 100. STUDIO ADDRESS: Umpqua Hotel. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. (unlimited license). NEWS-PAPER AFFILIATION: Roseburg News Review. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICE: Own Library.

## PERSONNEL

Commercial Manager.....M. H. Pengra  
Station Manager.....J. B. Toles  
Musical Director.....Wanda Armour

## POLICIES

No liquor, wine and beer as prohibited by state law. No foreign population. Station reserves censorship right in interests of decency and entertainment value.

Full merchandising service thru station merchandising department.

## REPRESENTATIVE

John Blair & Co.

# KSLM

SALEM—EST. 1934

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Oregon Radio, Inc. OPERATED BY: Oregon Radio, Inc. BUSINESS ADDRESS: 343 Court St. PHONE: 6131 STUDIO ADDRESS: 343 Court St. TRANSMITTER LOCATION: half mile from city limits. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATION: Morning Statesman. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

## PERSONNEL

President..... H. B. Read  
Commercial Manager..... H. B. Read  
Artists' Bureau Head..... Dwight Hoxie  
Chief Announcer..... Dwight Hoxie  
Station Manager..... H. B. Read  
Publicity Director..... Clarice Kolbe  
Musical Director..... Herbert Johnston  
Chief Engineer..... Clyde Werzart

## POLICIES

No liquor, beer or wine until afternoon. No foreign language shows; not considered enjoyable to general audience.

# PENNSYLVANIA

Population 10,176,000

Number of Families 2,357,210    Number of Radio Homes 2,209,280

Retail Sales \$2,490,910,000    Auto Registrations 1,918,116

# WCBA-WSAN

ALLENTOWN—EST. 1923

NBC (Red and Blue)

FREQUENCY: 1440 Kc. POWER: 500 Watts. OWNED BY: WSAN, Inc. OPERATED BY: B. Bryan Musselman. BUSINESS ADDRESS: 39 N. 10th St. PHONE: 9511-6736. STUDIO ADDRESS: 39 N. 10th St. TRANSMITTER LOCATION: North 7th St. Highway. TIME ON THE AIR: 7:30 A.M. to midnight. NEWSPAPER AFFILIATIONS: Chronicle and News, Allentown Morning Call. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

## PERSONNEL

President..... J. C. Shumberger  
Commercial Manager... B. Bryan Musselman  
Artists' Bureau Head..... George Y. Snyder  
Chief Announcer..... John T. Van Sant  
Station Manager..... B. Bryan Musselman  
Publicity Director..... Charles R. Petrie  
Musical Director..... George Y. Snyder  
Chief Engineer..... Wm. A. McCutcheon

## POLICIES

Advertising of alcoholic beverages accepted, but liquor programs must be at least 15 min-

utes in length and not permitted before 7:00 P.M.

On all political broadcasts the "Class A" rates apply. Less than 15 minutes not sold and no discounts apply. Copy must be furnished in advance of broadcast.

Maintains a merchandising service.

# WFBG

"VOICE OF THE ALLEGHENIES"

ALTOONA—EST. 1924

QUAKER STATE NETWORK

FREQUENCY: 1310 Kc. POWER 100 Watts. OWNED BY: The William F. Gable Co. OPERATED BY: The Gable Broadcasting Co. BUSINESS ADDRESS: Altoona. PHONE: 6467. STUDIO ADDRESS: The Gable Store. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

## PERSONNEL

President-Managing Director... George P. Gable  
Chief Announcer ..... Roy Thompson  
Station Manager ..... Roy Thompson  
Sales Manager ..... Roy Thompson  
Chief Engineer ..... James E. Moffatt

Note: Commercial department is directed by the Managing Director.

## POLICIES

No special program policies.

## REPRESENTATIVES

Cox & Tanz  
Frank A. Wellman Adv. Agency

# WEST

**EASTON—EST. 1936**  
MASON-DIXON GROUP

FREQUENCY: 1200 Kc. POWER: 250 Watts. d.; 100 Watts. n. OWNED BY: Associated Broadcasters, Inc. OPERATED BY: Associated Broadcasters, Inc. BUSINESS ADDRESS: 516 Northampton St. PHONE: 8001. STUDIO ADDRESS: 516 Northampton St. TRANSMITTER LOCATION: Williams Township. TIME ON THE AIR: 7:30 A.M. to 8:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

## PERSONNEL

President.....Clair R. McCollough  
Commercial Manager.....Walter Kirkwood  
Program Manager.....Wilbert Markle  
Station Manager.....Walter Kirkwood  
Publicity Director.....Richard West  
Chief Engineer.....J. E. Mathiot

## POLICIES

No special stated policies.

## REPRESENTATIVE

Paul H. Raymer Co.

# WLEU

**ERIE—EST. 1935**  
NBC—(BLUE)

FREQUENCY: 1420 Kc. POWER: 250 Watts. d.; 100 Watts. n. OWNED BY: Leo J. Omelian. OPERATED BY: Same. BUSINESS ADDRESS: 12th & State Sts. PHONE 22-129. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Daily) 7:30 A.M. to 12:00 midnight; (Sunday) 11:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## PERSONNEL

Owner.....Leo J. Omelian  
Chief Announcer.....James O'Shea  
Station Manager.....V. Hamilton-Weir  
Sales Manager.....V. Hamilton-Weir  
Musical Director.....Bert Dowling  
Chief Engineer.....Harold Roess

## POLICIES

Liquor accounts accepted after 10:30 P.M. Foreign language accounts broadcast on Sundays only at present.

Merchandising: Exploitations of commercial programs via radio only; other forms of merchandising at extra cost.

# WIBG

"YOUR FRIENDLY STATION"

**GLENSIDE—EST. 1924**

FREQUENCY: 970 Kc. POWER: 100 watts. OWNED BY: Seaboard Radio Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Keswick Theatre Bldg. PHONE: Ogontz 4570. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Elkins Park. TIME ON THE AIR: 7:00 A.M. to local sunset (E.S.T.). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## PERSONNEL

President.....Joseph M. Nassau  
Station Manager.....Joseph M. Nassau  
Publicity Director.....James A. Nassau  
Musical and Program Director  
Margaret R. Collins  
Chief Engineer.....John H. Henninger

## POLICIES

No foreign language programs or liquor advertising accepted.

# WHJB

**GREENSBURG—EST. 1933**

FREQUENCY: 620 Kc. POWER: 250 Watts. OWNED BY: Pittsburgh Radio Supply Co. OPERATED BY: Pittsburgh Radio Supply Co. BUSINESS ADDRESS: 128 Pennsylvania Ave. PHONE: 3740. STUDIO ADDRESS 128 Pennsylvania Ave. TRANSMITTER LOCATION: 128 Pennsylvania Ave. TIME ON THE AIR: 7:00 A.M. to local sunset.

## PERSONNEL

President.....H. J. Brennen  
Commercial Manager.....R. M. Thompson  
Advertising Manager.....R. M. Thompson  
Chief Announcer.....Lew Clawson  
Station Manager.....H. E. Clark  
Chief Engineer.....Walter McCoy

## POLICIES

Liquor advertising accepted but only in the form of high class program scheduled for broadcasting after 10:30 P.M. All contracts are subject to station owner's approval and government regulations. All material must conform to the standards of the station which reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself.

## REPRESENTATIVE

Gene Furgason & Co.

# WSAJ

**GROVE CITY**

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Grove City College. OPERATED BY: Grove City College. BUSINESS ADDRESS:



Grove City. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Specified Hours.

### PERSONNEL

Director ..... H. W. Harmon

### POLICIES

Station does not sell time.

## WHP

HARRISBURG—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: WHP, Inc. OPERATED BY: WHP, Inc. BUSINESS ADDRESS: Telegraph Bldg. PHONE: 4-3211. STUDIO ADDRESS: Telegraph Bldg. TRANSMITTER LOCATION: 4 miles east of Harrisburg on new Harrisburg-Hershey Highway. TIME ON THE AIR: (daily) 7:30 a.m. to 1:00 a.m., (Sunday) 9:00 a.m. to 1:00 a.m. NEWS SERVICE: Transradio Press. NEWSPAPER AFFILIATION: The Harrisburg Telegraph. TRANSCRIPTION SERVICE: NBC Thesaurus.

### PERSONNEL

President..... E. J. Stackpole, Jr.  
Station Manager..... A. K. Redmond  
Production Director..... E. K. Smith  
Sales Director..... C. L. Bailey  
Publicity Director..... Dick Redmond  
Musical Directors..... David Shoop—Robert Diehl  
Chief Engineer..... R. S. Duncan

### POLICIES

No foreign language programs. Liquor advertising accepted only after 11 p.m. Beer and light wines advertising accepted any time. Only medical advertising which meets with the requirements of Pennsylvania Health Dept.

Direct mail to introduce program series before starting date. Show card service, and theater tie-in, both screen and lobby. Most important—items in the radio section of the Harrisburg Telegraph "Watts In The Air." (Daily.) Also spot announcements to introduce program.

## WKBO

HARRISBURG—EST. 1927

MUTUAL & QUAKER

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Telegraph Press. OPERATED BY: Keystone Broadcasting Corp. BUSINESS ADDRESS: Penn Harris Hotel, 3rd & Walnut Sts. PHONE: 4-0191-2. STUDIO ADDRESS: Penn Harris Hotel. TRANSMITTER LOCATION: Third & Walnut Sts. TIME ON THE AIR: 7:00 a.m. to 6:00 p.m.—8:00 p.m. to 1:00 a.m. NEWSPAPER AFFILIATION: Harrisburg Telegraph News. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICE: World Broadcasting System.

### PERSONNEL

President..... A. H. Stackpole  
Commercial Manager..... Geo. C. Smith  
Artists Bureau Head..... Clyde Moser  
Station Manager..... C. G. Moss  
Sales Manager..... George C. Smith  
Musical Director..... Clyde Moser  
Chief Engineer..... Charles Myers

### POLICIES

No liquor accounts accepted before 10 p.m.

### REPRESENTATIVE

Frank Wellman, Phila.

## WAZL

"VOICE OF THE ANTHRACITE  
COAL REGION"

HAZELTON—EST. 1932

MASON-DIXON GROUP

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Hazelton Broadcasting Service, Inc. OPERATED BY: Hazelton Broadcasting Service, Inc. BUSINESS ADDRESS: 708 Hazelton National Bank Bldg. PHONE: 1488. STUDIO ADDRESS: 708 Hazelton National Bank Bldg. TRANSMITTER LOCATION: Hazelton National Bank Bldg. TIME ON THE AIR: 9:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICES: NBC Thesaurus and Lang-Worth.

### PERSONNEL

President..... C. R. McCollough  
Commercial Manager..... V. C. Diehm  
Program Manager..... Edward Reisel  
Chief Announcer..... James Peiser  
Station Manager..... V. C. Diehm  
Sales Manager..... V. C. Diehm  
Publicity Director..... T. A. Tito  
Chief Engineer..... J. E. Mathiot

### POLICIES

No stated special policies.

### REPRESENTATIVE

Paul Raymer Company

## WJAC

JOHNSTOWN—EST. 1925

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: WJAC, Inc. OPERATED BY: WJAC, Inc. BUSINESS ADDRESS: Tribune Annex, Locust St. PHONE: 244. STUDIO ADDRESS: Tribune Annex, Locust St. TRANSMITTER LOCATION: Tribune Bldg., Locust St. NEWSPAPER AFFILIATIONS: The Johnstown Tribune, The Johnstown Democrat. TRANSCRIPTION SERVICE: NBC Thesaurus.

### PERSONNEL

President..... Walter W. Krebs  
Station Manager..... J. C. Tully  
Chief Engineer..... A. J. Reid

**"As You  
Like It"**

- **Programs**
- **Power**
- **Listening audience**
- **Results**

**WCAU**

**50,000 WATTS · PHILADELPHIA**

To facilitate contact a direct telephone wire from our New York office to WCAU Philadelphia headquarters is available Free to all New York advertisers and agencies. Simply call Wickersham 2-2000.

# WGAL

LANCASTER—EST. 1922

INTERCITY—MASON-DIXON GROUP

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WGAL, Inc. OPERATED BY: WGAL, Inc. BUSINESS ADDRESS: 8 West King St. PHONE: 5252. STUDIO ADDRESS: 8 West King St. TRANSMITTER LOCATION: 8 West King St. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

## PERSONNEL

President.....J. E. Mathiot  
Commercial Manager.....Walter Miller  
Program Manager.....Ernest Stanziola  
Station Manager.....Walter Miller  
Publicity Director.....Paul Rodenhauser  
Chief Engineer.....J. E. Mathiot

## POLICIES

No stated special policies.

## REPRESENTATIVE

Paul H. Raymer Company

# KYW

PHILADELPHIA—EST. 1921

NATIONAL BROADCASTING CO. (RED)

FREQUENCY: 1020 Kc. POWER: 10,000 Watts. OWNED BY: Westinghouse Electric & Mfg. Co. OPERATED BY: Same. Programmed by National Broadcasting Co. BUSINESS ADDRESS: 1619 Walnut St. PHONE: Locust 3760. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: RFD No. 4, Norristown. TIME ON THE AIR: 6:59 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## PERSONNEL

President.....F. A. Merrick  
Station Manager.....Leslie Joy  
Program Manager.....James P. Begley  
Sales Prom.-Advertising Manager.....L. B. Beeuwkes  
Sales Manager.....John S. K. Hammann  
Publicity Director.....J. A. Aull  
Musical Director.....Jan Savitt  
Chief Engineer.....E. H. Gager

## POLICIES

Beer permissible. Policies of the National Broadcasting Company otherwise.

Merchandising: The merchandising cooperation offered with relation to commercial programs, consists of the sending out, at cost, of dealer and distributor sales letters. Pleased to offer, upon request of the advertiser, suggestions for tying in the product locally with the radio broadcast.

# WCAU

PHILADELPHIA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1170 Kc. POWER: 50,000 watts. OWNED BY: WCAU Broadcasting Co. OPERATED BY: WCAU Broadcasting Co. BUSINESS ADDRESS: WCAU Bldg. PHONE: Locust 7700. STUDIO ADDRESS: WCAU Bldg. TRANSMITTER LOCATION: Newtown Square. TIME ON THE AIR: 6:15 a.m. to 1:00 a.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## PERSONNEL

President.....Dr. Leon Levy  
Commercial Manager.....Robert A. Street  
Advertising Manager.....Thomas Ruane  
Director of Programs.....Stan Lee Broza  
Station Manager.....Dr. Leon Levy  
Sales Manager.....Robert A. Street  
Publicity Director.....Kenneth W. Stowman  
Musical Director.....Robert Golden  
Chief Engineer.....John Leitch

## POLICIES

Neither hard liquor advertising or foreign language accounts are accepted by our station. Does accept advertising for light alcoholic beverages such as beer and wines.

Active publicity department that is in constant contact with all newspapers in our coverage area. Sales promotion department develops dealer co-operation, through tie-ins and supplies special premium and merchandising ideas.

## REPRESENTATIVE

Transamerican Broadcasting & Television Corp. (Chicago Office Only)

# WDAS

"PHILADELPHIA'S ONLY INDEPENDENT FULL-TIME STATION"

PHILADELPHIA—EST. 1922

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: WDAS Broadcasting Sta., Inc. OPERATED BY: WDAS Broadcasting Sta., Inc. BUSINESS ADDRESS: 1211 Chestnut St. PHONE: Locust 7400—Race 7474. STUDIO ADDRESS: 1211 Chestnut St. TRANSMITTER LOCATION: Woodside Park. TIME ON THE AIR: 7:30 a.m. to midnight. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICE: Langworth & Wentworth, NAB Library.

## PERSONNEL

President.....Alexander W. Dannenbaum  
Vice-President-General Manager...P. J. Stanton  
Commercial Manager...A. W. Dannenbaum, Jr.  
Advertising Manager.....Jerry Stone  
Artists Bureau Head.....Harold Davis  
Chief Announcer.....Harold Davis

# PARDON US

*While we roll up  
our sleeves ~*

**T**HERE'S work to be done! And it's a man-sized job! We've just invited another million listeners to have breakfast, luncheon and dinner with us every day in the week, fifty-two weeks a year!

**T**HAT'S a large order, too, because we know they'll move in to join our present 5 million "regulars." But, like the perfect host, we'll be ready for them—ready with our recently completed, modern, Widener Building studios, and now, our new high fidelity transmitter.

**W**E'VE just spent more than \$400,000 on these improvements, but if they make our listener and advertiser "old boarders" and "new visitors" more happy, comfortable and contented with increased service, greater signal strength and wider coverage it's worth every nickel of it!

**E**NTERTAINING these 6 million "guests" and making them jump through the sales loop for the advertiser is the job ahead. And say, you should see the flock of special features, new programs and merchandising stunts we're using to "put our house in order." Yes sir, this is one blow-out that advertisers will be talking about for a long time to come. so—

## PARDON US

*While We Roll  
Up Our Sleeves!*

# WFIL

*Philadelphia*  
560 KC



Sales Manager.....A. W. Dannenbaum, Jr.  
 Publicity Director.....Jerry Stone  
 Musical Director.....Joseph Schribeman  
 Chief Engineer.....Frank Unterberger

### POLICIES

Accepts liquor advertising. Regular programs in Italian, Jewish and Polish. (No foreign program permitted before 8:00 p.m.)

Advertising support in newspapers and radio papers; Station also co-operative with merchandising, and maintains an artist bureau, free to clients.

## WFIL

PHILADELPHIA—EST. 1935

NATIONAL BROADCASTING CO. (BLUE)  
 MUTUAL—QUAKER NETWORK

FREQUENCY: 560 Kc. POWER: 1,000 Watts.  
 OWNED BY: WFIL Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Widener Bldg. PHONE: Rit. 6900. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 63rd Passayunk Ave. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: Associated Library, Standard Library and own recording laboratory.

### PERSONNEL

President.....Samuel R. Rosenbaum  
 Station Manager.....Donald Withycomb  
 Chief Announcer.....David Tyson  
 Sales Manager.....Jack Stewart  
 Publicity Director.....Joseph T. Connolly  
 Musical Director.....Anthony Candelori  
 Chief Engineer.....Frank V. Becker  
 Program Director.....John Clark

### POLICIES

Station accepts light wines and beer advertising; bans hard liquor. Will not accept foreign language. Only other restriction is that copy conform to standards of good public taste.

Merchandising: Local pioneer on establishment of merchandising bureau. Has swap time arrangements with two Phila. dailies and uses this display space to advertise commercial programs at no cost to sponsor. Also uses direct mail and exhibit form of merchandising.

### REPRESENTATIVE

Edward Petry & Co.

## WHAT

PHILADELPHIA—EST. 1930

FREQUENCY: 1310 Kc. POWER: 100 watts.  
 OWNED BY: Independence Broadcasting Co., Inc. OPERATED BY: Independence Broadcasting Co., Inc. BUSINESS ADDRESS: Public Ledger Bldg. PHONE: Lombard 2390-1—

Main 2000. STUDIO ADDRESS: Public Ledger Bldg. TRANSMITTER LOCATION: Hotel Philadelphian. TIME ON THE AIR: Shares time—generally 9:00 a.m. to 1:00 p.m. & 5:00 p.m. to midnight (4 nights). NEWSPAPER AFFILIATION: Evening Public Ledger. TRANSCRIPTION SERVICE: Has full facilities.

### PERSONNEL

President-Station Mgr....W. Porter Ogelsby, Jr.  
 Chief Engineer.....J. C. Geise, Jr.

### POLICIES

Does not accept liquor, dentists', or doctors' advertising, nor unpleasant copy. Carries Italian, German and Lithuanian language programs.

## WIP

"PHILADELPHIA'S PIONEER VOICE"

PHILADELPHIA—EST. 1922

INTERCITY

FREQUENCY: 610 Kc. POWER: 1000 watts.  
 OWNED BY: Gimbel Bros., Inc. OPERATED BY: Penna. Broadcasting Co. BUSINESS ADDRESS: 35 S. 9th St. PHONE: Walnut 6800. STUDIO ADDRESS: 35 S. 9th St. TRANSMITTER LOCATION: 2108 Spring Garden St. TIME ON THE AIR: 6:45 a.m. to 1:00 a.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Skyscrapers . . .**  
**Sailing Ships . . .**  
 (We Don't Sell 'Em!)

**B**UT we do sell shoes, shirts, and soap . . . and a hundred other items every man and woman needs. It's all because we're not a class station. Good neighborliness is our policy. A good neighbor can sell an item any day where a city slicker couldn't get his nose in the door.

All our programs and all our ideals are focussed toward one aim—neighborliness. No Oxford English, no Cambridge accent, yet every one of our announcers does a good job. Honestly, we're proud of our results.

Snellenburg's, one of Philadelphia's greatest department stores, has been with us consistently for over three years.

Sears, Roebuck and Company use us more than any other Philadelphia outlet.

Dalsimer's great shoe store likewise have been availing themselves exclusively of our facilities for over three years.

We think it's interesting to know that 85% of our current accounts are operating on renewal contracts . . . and that's a record for anyone to shoot at. We'd like to make you one of our good neighbor accounts. You'll always find us ready with a solution or an antidote for some particular advertising problem.

Yes, we're good neighbors. Just in case we mightn't have told you, we're

**W D A S**

ON THE DIAL AT 1370

Philadelphia's Only Full-time Independent Broadcasting Station

## PERSONNEL

President.....Benedict Gimbel, Jr.  
Chief Announcer.....Edward Wallis  
Station Manager.....Benedict Gimbel, Jr.  
Sales Manager.....Major Edward A. Davies  
Publicity Director.....Murray Arnold  
Musical Director.....Clarence Fuhrman  
Chief Engineer.....Clifford C. Harris  
Program Director.....James Allan

## POLICIES

No foreign language programs accepted.  
Liquor advertising accepted after 8 p.m.

## REPRESENTATIVE

William G. Rambeau Co.

# WPEN-WRAX

"PHILADELPHIA'S OWN STATION"

PHILADELPHIA—EST. 1929

(HOOK-UP WITH WOV, New York)

FREQUENCY: 920 Kc. POWER: 1000 Watts.  
OWNED BY: Wm. Penn Broadcasting Co.  
OPERATED BY: Wm. Penn Broadcasting Co.  
BUSINESS ADDRESS: 22nd and Walnut Sts.  
PHONE: Rittenhouse 4140. STUDIO ADDRESS:  
22nd and Walnut Sts. TRANSMITTER LOCA-  
TION: West Philadelphia. TIME ON THE AIR:  
7:00 A.M. to midnight.

## PERSONNEL

General Manager.....H. Kizales  
Station Manager.....Dwight E. Rorer  
Commercial Manager.....George Lasker  
Publicity Director.....Manning Hall  
Musical Director.....Joseph Franzosa  
Chief Engineer.....Charles Burtis

## POLICIES

No liquor accounts accepted. Foreign lan-  
guage accounts solicited.

# WT EL

PHILADELPHIA—EST. 1925

FREQUENCY: 1310 Kc. POWER: 100 Watts.  
OWNED BY: Foulkrod Radio Engineering Co.  
OPERATED BY: Foulkrod Radio Engineering  
Co. BUSINESS ADDRESS: 3701 N. Broad St.  
PHONE: Radcliff 6647. STUDIO ADDRESS:  
Same. TRANSMITTER LOCATION: Rowland-  
ville, Pa. TIME ON THE AIR: Shares Time  
with WHAT.

## PERSONNEL

General Manager.....Henry N. Cocker

# KDKA

PITTSBURGH—EST. 1920

NBC (BLUE)

FREQUENCY: 980 Kc. POWER: 50,000 watts.  
OWNED BY: Westinghouse Electric & Mfg.  
Co. OPERATED BY: National Broadcasting  
Co. BUSINESS ADDRESS: Grant Bldg. PHONE:  
Grant 4200. STUDIO ADDRESS: Grant Bldg.  
TRANSMITTER LOCATION: Saxonburg. TIME

ON THE AIR: 6:45 a.m. to 1:00 a.m. NEWS  
SERVICE: United Press. MAINTAINS ARTIST  
BUREAU. TRANSCRIPTION SERVICE: NBC  
Thesaurus.

## PERSONNEL

President.....F. A. Merrick  
Station Manager.....A. E. Nelson  
Artists Bureau Head.....E. J. Calahan  
Sales Manager.....W. E. Jackson  
Publicity Director.....Lynden Morrow  
Musical Director.....Maurice Spitalny  
Chief Engineer.....J. E. Baudino

## POLICIES

Same as National Broadcasting Co.

## REPRESENTATIVE

National Broadcasting Co.

# KQV

"VOICE OF PITTSBURGH"

PITTSBURGH—EST. 1919

WLW LINE

FREQUENCY: 1380 Kc. POWER: 500 watts.  
OWNED BY: KQV Broadcasting Co. OP-  
ERATED BY: KQV Broadcasting Co. BUSI-  
NESS ADDRESS: 1406 Chamber of Commerce  
Bldg. PHONE: Private Exchange, Grant 4860.  
STUDIO ADDRESS: 1406 Chamber of Com-  
merce Bldg. TRANSMITTER LOCATION: 1475  
Crane Road, Greentree Borough. TIME ON  
THE AIR: 7:00 a.m. to 12:30 midnight. NEWS  
SERVICE: United Press. TRANSCRIPTION  
SERVICES: Standard Radio Library.

## PERSONNEL

President.....H. J. Brennen  
Commercial Manager.....R. M. Thompson  
Advertising Manager.....R. M. Thompson  
Chief Announcer.....J. Herbert Angell  
Station Manager.....J. J. Laux  
Sales Manager.....R. M. Thompson  
Publicity Director.....Joe Vilella  
Chief Engineer.....Walter W. McCoy

## POLICIES

Accept beer and wines in announcement  
and program form anytime. Accept hard  
liquor only after 9:00 p.m. and in program  
form. Foreign language accounts accepted  
with some restrictions regarding amount of  
foreign speaking in program.

Cooperates with accounts by mailing sta-  
tion letters to local trade outlets regarding  
radio campaign. Other general cooperation.

## REPRESENTATIVE

Gene Furgason & Co.

Transamerican Broadcasting & Television  
Corp. (for WLW line)

# WCAE

PITTSBURGH—EST. 1922

NBC (RED) & MUTUAL

FREQUENCY: 1220 Kc. POWER: 5000 watts.  
OWNED BY: WCAE, Inc. OPERATED BY:  
WCAE, Inc. BUSINESS ADDRESS: Hotel Wil-

liam Penn. PHONE: Atlantic 5184. STUDIO ADDRESS: Hotel William Penn. TRANSMITTER LOCATION: Baldwin Township. TIME ON THE AIR: 7:00 a.m. to 1:30 a.m. NEWS-PAPER AFFILIATION: Pittsburgh Sun-Telegraph. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music.

### PERSONNEL

President.....Jos. V. Connolly  
 Station Manager.....Leonard Kapner  
 Publicity Director.....James F. Murray  
 Musical Director.....Earl Truxell  
 Chief Engineer.....James Schultz  
 Program Manager.....R. Clifton Daniel

### POLICIES

Hard liquor advertising accepted only after 10:30 p.m.—must be live talent program produced in station studios. Accepts no foreign language accounts.

No special merchandising facilities.

### REPRESENTATIVE

Hearst Radio, Inc.

## WJAS

PITTSBURGH—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1290 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Pittsburgh Radio Supply House. OPERATED BY: Pittsburgh Radio Supply House. BUSINESS ADDRESS: 411—7th Ave. PHONE: Grant 4860-1-2-3-4-5-6. STUDIO ADDRESS: 411—7th Ave. TRANSMITTER LOCATION: 1475 Crane Road, 20th Ward, Pittsburgh. TIME ON THE AIR: 7:30 a.m. to 12:30 a.m. NEWS SERVICES: United Press, Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, also cut own disks.

### PERSONNEL

President.....S. A. Pickering  
 General Manager.....H. J. Brennen  
 Station Manager.....Howard E. Clark  
 Commercial Manager...R. M. Thompson, Sr.  
 Chief Announcer.....Beckley Smith  
 Sales Manager.....R. M. Thompson, Sr.  
 Publicity Director.....M. Deverson  
 Musical Director & Pgm. Mgr....Jas. Hughes  
 Chief Engineer.....W. W. McCoy

### POLICIES

No liquor accounts before 10:30 p.m. then, quarter-hour programs only of high standard. No special merchandising features.

### REPRESENTATIVE

Gene Furgason & Co.

## WWSW

"PROMOTING PITTSBURGH INSTITUTIONS"

PITTSBURGH—EST. 1931

QUAKER STATE

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Walker & Down-

ing Radio Corp. OPERATED BY: Walker & Downing Radio Corp. BUSINESS ADDRESS: Hotel Keystone. PHONE: Grant 5200. TIME ON THE AIR: 7:30 a.m. to midnight. NEWS-PAPER AFFILIATION: Pittsburgh Post Gazette. NEWS SERVICE: International News. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICE: C. P. MacGregor.

### PERSONNEL

President.....Paul Block  
 Commercial Manager.....Frank R. Smith  
 Advertising Manager.....Frank R. Smith  
 Chief Announcer.....Ray Schneider  
 Station Manager.....Frank R. Smith, Jr.  
 Sales Manager.....Frank R. Smith, Jr.  
 Publicity Director.....Kieran Balfe  
 Musical Director.....Walter E. Sickles  
 Chief Engineer.....Ancil A. Lewis

### POLICIES

Hard liquor advertising carried with restrictions. Foreign language programs confined to period on Sunday from 9:30 a.m. to 2:30 p.m.

Merchandising service furnished when contract justifies effort.

### REPRESENTATIVE

Cox & Tanz

## WEEU

READING—EST. 1931

FREQUENCY: 830 Kc. POWER: 1000 Watts. OWNED BY: Berks Broadcasting Co. OPERATED BY: Berks Broadcasting Co. BUSINESS ADDRESS: 533 Penn St. PHONE: 7335. STUDIO ADDRESS: 533 Penn St., State Theatre and Reading Senior High School. TRANSMITTER LOCATION: Spring Township. TIME ON THE AIR: 8:00 A.M. to local sunset. TRANSCRIPTION SERVICE: Lang-Worth, NBC Thesaurus.

### PERSONNEL

General Manager.....Clifford M. Chafey  
 Program Director.....Paul Breedy  
 Sales Manager.....W. A. Riple

### POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine. Station maintains program, merchandising and public departments.

### REPRESENTATIVE

Craig & Hollingbery, Inc.

## WRAW

READING—EST. 1921

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Reading Broadcasting Co. OPERATED BY: Reading Broadcasting Co. BUSINESS ADDRESS: 533 Penn St. PHONE: 7336. STUDIO ADDRESS: 533 Penn St. and State Theatre. TRANSMITTER LOCATION: Reading.

TIME ON THE AIR: Week Days, 7:00 A.M. to 12:00 midnight. Sundays, 6:00 P.M. to 12:00 midnight.

**PERSONNEL**

President ..... Clifford M. Chafey  
 Station Manager ..... Raymond A. Gaul

**POLICIES**

Advertising of alcoholic beverages accepted but liquor advertising permitted only after 10:30 P.M.

**WGBI**

SCRANTON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 880 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Scranton Broadcasters, Inc. OPERATED BY: Scranton Broadcasters, Inc. BUSINESS ADDRESS: 1000 Wyoming Ave. PHONE: 6296-7. STUDIO ADDRESS: Administration Bldg. of International Correspondence Schools. TRANSMITTER LOCATION: Drinker Turnpike, Dunmore, Pa. TIME ON THE AIR: (daily) 7:00 a.m. to 1:00 a.m., (Sunday) 9:00 a.m. to 1:00 a.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System, NBC Thesaurus, and Standard Radio.

**W B R E**

Wilkes-Barre, Pa.

Now

**N B C**

Red and Blue

Serving Northeastern Pennsylvania with a full schedule of NBC programs and local programs of unusual interest.

100 WATTS                      1310 KC.

NEW VERTICAL RADIATOR

LOUIS G. BALTIMORE, *Gen. Mgr.*

**PERSONNEL**

President..... Frank Megargee  
 Commercial Manager..... Geo. D. Coleman  
 Station Manager..... Robert E. McDowell  
 Sales Manager..... Geo. D. Coleman  
 Program Director..... Frank Monaghan  
 Chief Engineer..... Kenneth R. Cooke

**POLICIES**

No special restrictions on liquor advertising. Foreign language programs subject to approval of station.

Prepared to offer every cooperation possible to the advertiser. At the start of a schedule a series of plug announcements and news stories is used on the air to properly introduce the program. Further, the program is highlighted in the newspaper space regularly used by WGBI. If the advertiser desires, letters will be sent to the trade, providing mailing list is furnished and postage paid. While the station has not set up a separate dept. for extensive merchandising, any reasonable amount of work that can be handled by the regular staff will be provided without cost and more extensive service will be properly supervised and billed at the actual cost of material and labor.

**REPRESENTATIVE**

John Blair & Co.

**WQAN**

SCRANTON

FREQUENCY: 880 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: The Scranton Times. OPERATED BY: The Scranton Times. BUSINESS ADDRESS: Scranton. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares Time with WGBI. NEWSPAPER AFFILIATION: The Scranton Times.

**PERSONNEL**

Director ..... A. J. O'Malley

**POLICIES**

Station does not sell time.

**WKOK**

"FRIENDLY VOICE OF CENTRAL PENNSYLVANIA"

SUNBURY—EST. 1934

QUAKER

FREQUENCY: 1210 Kc. POWER: 100 watts. OWNED BY: B. E. Beck, H. Haddon & G. Beck. OPERATED BY: Sunbury Broadcasting Co. BUSINESS ADDRESS: 1150 N. Front St. PHONE: 1326. STUDIO ADDRESS: 1150 N. Front St. TRANSMITTER LOCATION: 1150 N. Front St. TIME ON THE AIR: (Sunday) 6:00 a.m. to 1:00 p.m., (Mon., Wed. & Fri.) 12:00 noon to 12:00 midnight, (Tues., Thurs. & Sat.) 12:00 noon to 6:00 p.m. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.



being graduated according to a zone system pending upon the question of reliability of service as indicated by the distance of the station from the nearest broadcasting station.

**Sets in Use**—176,337.  
**Stations**—12.



## UNION OF SOVIET SOCIALIST REPUBLIC

**General**—With the exception of a small number of amateur transmitters, all broadcasting and transmission stations in the Soviet Union are owned and operated by State organization, maintenance and management of the equipment of general broadcasting stations in the hands of the People's Commissariat of Communication of the U.S.S.R., while the casting is controlled and supervised by the Union Radio Committee, which is attached to the Soviet of People's Commissars of the U.S.S.R.

The All-Union Radio Committee is a body which carries out the radio broadcasting programs of the main stations in Moscow and supervises the activities of 70 local committees in different parts of the Soviet Union.

**Advertising**—Advertising in the sense in which that term is usually understood is not known in the Soviet radio stations. Foreign businessmen have not, apparently, at any time advertised on the Soviet radio broadcasting system. It is believed, moreover, that advertising over the radio would not, in view of the Soviet Government monopoly of foreign trade and other factors of merchandising peculiar to the Soviet Union, achieve the purposes for which intended. Such factors would seem to obviate the need for that type of advertising.

**Reception of American Programs**—American wave broadcasts are received in the Soviet Union by good short-wave receivers, but such receivers are extremely rare and appear to be mostly in the possession of members of the various colonies in that country. It should be noted in this connection, that American radio programs have, although infrequently, been received by standard and long-wave Soviet broadcasting stations.

**Receiving Sets** At last report, there were 350,000 receiving sets in the Soviet Union or about two sets to each one thousand of the population, in addition to which there were approximately 2,000,000 outlets in community systems.

The sources of supply of radio receivers and radio materials and replacement parts in the Soviet Union are Soviet factories. No foreign receivers or replacement parts are available on the market.

**Television and Facsimile Transmission**—Considerable experimentation with television appears to be in progress in the Soviet Union. The V. Ts. S. P. S. (trade union) station at Moscow is said to maintain regular television transmission based on the 30-line or 1,200-element system. Television receivers are not available on the Soviet market. A few have apparently been constructed by amateurs.

Facsimile transmission is used to some extent in Government communication services. A regular facsimile service has been established between Moscow and Leningrad.

**Transcriptions**—Transcriptions of radio broadcasts are apparently not made in the Soviet Union. Transcribed programs consist of broadcasts of phonograph recordings and sound films. As was pointed out previously, 2000 of the 5,800 hours devoted, during 1936, to musical programs by the central stations are designated for the broadcast of transcribed music.

**Patents**—In endeavoring to raise its own technical standards and to free itself from dependence upon foreign products, Soviet industry is engaged in copying on an extensive scale machinery and other articles which have been invented and patented in other countries, samples or descriptions of which it has obtained by purchase or otherwise. This practice has been facilitated by the fact that it is not illegal in the Soviet Union to copy articles or processes not patented in that country and that relatively few Soviet patents have been granted to persons or firms resident abroad.

**Customs Duty**—The Collection of Customs Tariff of the U.S.S.R., 1935, provides, under item No. 92 a minimum and a maximum import duty on radio receivers and radio materials amounting respectively to 25 and 30 per cent ad valorem. The minimum duty, it is understood, is paid upon the importation of radio receivers and material according to plan and the maximum duty is paid upon the importation of such articles outside of the plan.

**Sets in Use** 350,000.  
**Stations**—63.

# UNITED

# INGDOM

## England, Scotland, Wales, North Ireland, and Minor Islands

**General**—Total number of licenses in force at the end of July, 1937, was 8,269,500 compared 7,718,794 at the end of July, 1936. This does not represent the total number of radio sets in use in the country, as one license may cover more than one set and there is doubtless a certain additional number of unlicensed sets in operation illegally.

**Demand for Sets**—It is estimated that during the last 2 years the majority of the business has been in replacements. In one instance, it is calculated that 75 per cent of total sales of sets during 1936 was replacements. The demand for sets to new users will continue slowly, in the future the replacement business will be the most important. The most popular sets in the United Kingdom are those costing bet

£9 9s. and £15 15s. table models with from 6 to 8 tubes, and operating on 3 wave-bands, long, medium, and short. The demand for short-wave sets, or rather all-wave sets, has increased enormously.

**Sources of Supply**—The British Radio Manufacturers' Association has been active for several years in developing expedients by which foreign goods may be excluded from competition in the British market, especially through pressure upon wholesalers and retailers. Several plans have been tried, employing both punitive measures against dealers in foreign goods through restricting their supplies of British products, and by rewarding dealers in British goods exclusively through added discounts.

**Patents**—The sale of American sets on the British market is severely handicapped by the activities of the Patent Pool, whose policy it is to exclude if possible American sets. This the pool has been successful in doing to a great degree

and the imported American sets on sale are as a rule boot-legged into the market. Some American manufacturers have overcome this difficulty in part by manufacturing in England.

The pool has no objection to licensing branch plants of American firms, provided the terms of the license, described below, are adhered to and also provided the conditions regarding British content be complied with. British manufacturers have rather opposed the policy of the pool in granting licenses to American firms manufacturing in this country. The pool has invariably replied that there is no reason in law or otherwise why licenses should not be granted in these cases, providing the conditions are accepted and unfair competition eliminated. To support this policy the pool has brought legal action against many American makers of radios.

Members of the pool are the British Thomson-Houston Co., Ltd.; Electric and Musical Industries, Ltd.; Hazelpat, Ltd.; Marconi's Wireless Telegraph Co., Ltd.; Standard Telephones & Cables, Ltd., and the Western Electric Co., Ltd. The operating member is Marconi's Wireless Telegraph Co., Ltd., with offices at Electric House, Victoria Embankment, London, W. C. 2., to which all applications for a license should be addressed.

The importation of American sets into Great Britain in a satisfactory way is rendered extremely difficult by the pool, and American Manufacturers seeking outlets in this market should be warned that a patent situation exists, that a powerful pool is in active operation, and that their dealers, if any appreciable volume of sale is reached, will probably be sued. American manufacturers should also be advised to inquire carefully into the financial position of any British firm applying for a radio agency.

**Tariffs**—It must be understood that information regarding any foreign tariff rate is especially unstable and should be verified as nearly to the date of importation as possible. The current import duty on radio receiving sets in the United Kingdom is 20 per cent ad valorem, on tubes 33-1/3 per cent, and on radio-phonographs 33-1/3 per cent. These duties are levied on landed cost values.

**Television**—See Television Section.

**Government Control**—Broadcasting in the United Kingdom is operated by the British Broadcasting Corporation, a semi-governmental organization operating under a charter granted by the Postmaster General with the approval of Parliament. Early in the year, the charter which expired at the end of 1936 was renewed for another period of 10 years. No commercial or sponsored programs are permitted by the charter of the B.B.C., which is responsible for all programs transmitted through the National and Regional stations and the Empire transmitters as well.

**Programs**—The program policy of the B.B.C. remains with a few slight changes the same as in past years. Greater emphasis is being placed on broadcasts to schools and talks than hitherto. Recorded programs are used principally during the earlier hours of the broadcasting day and are widely used in the Empire broadcasts. The departments of the B.B.C. are Music, Variety, Drama, Outside Broadcasts, Dance, News, School Broadcasts, Religion, Program Planning, Television, and the Empire Services.

**Advertising**—As a policy of the British Broadcasting Corporation, no advertising is broadcast. There is no other restriction, however.

**Regulation**—Every owner of a wireless set is required by law to obtain a license which costs 10 shillings annually and is good for 12 months. One license will cover any number of radio sets in one house but a separate license is required for car sets. The only exemption from this license fee applies in the case of blind persons. Receipts from the license fees are applied to the cost of programs after a percentage has been deducted for the use of the National Exchequer. It is estimated that this year the B.B.C. will get 6 shillings 4½ pence net of each 10 shilling license fee.

Sets in Use—8,269,000.  
Stations—18.

## VENEZUELA

**General**—Radio broadcasting in Venezuela dates from 1926, when a station was established under a monopoly that had been granted 2 years earlier. The monopoly included, besides exclusive broadcasting rights, the importation and merchandising of all radio apparatus.

**Short Wave**—American short-wave programs are easily received throughout Venezuela on standard receivers, broadcasts coming through more clearly in the evening and at night than during the day. During the winter, American long-wave broadcasts are also regularly heard. European short-wave programs from England, Germany, France, Spain, and Italy, in the order listed, are also easily picked up here, while almost all Latin-American countries can be heard.

**Transcriptions**—The use of recorded programs for broadcasting is generally prevalent, especially in morning broadcasts, and from the smaller stations in the Interior of the country. According to a ruling of the Ministry of Labor and Communications, however, recordings may not occupy more than 90 per cent of any Venezuelan program.

Sets in Use—80,000.  
Stations—31.



## YUGOSLAVIA

**General**—According to figures published by the Radio Control Office of the Ministry of Posts and Telegraphs, there were on May 30, 1937, 103,683 receiving sets in actual use. It is estimated that there are actually about 125,000 sets in operation.

**Sources of Supply**—Foreign competition is confined to a few large firms. Philips has about 31 per cent of the present turnover in imported sets, followed by Austrian firms with 20 per cent, German with 20 per cent, Hungarian with 11 per cent, and the United States with 7 per cent. In 1932, the United States led in the Yugoslav radio market, but it has since lost position to Holland, Austria, Germany and Hungary. European manufacturers of radio appear to have a great advantage over the American manufacturers as regards quality and price and can fill orders more promptly.

**Patents**—Patents are controlled by the local firm Siemens-Halske A. D., associate of Telefunken A. G., Berlin, which owns the most important radio patents. There are also numerous American patents registered but only Siemens is enforcing its patent rights.

**Tariffs; Import Restrictions**—On June 25, 1936, the Yugoslav Government placed into effect an order prohibiting the importation from countries having no clearing agreements with Yugoslavia (this includes United States) of certain types of merchandise including radios and parts. Since the placing into effect of this order, the National Bank has withheld the issuance of permits for imports from the United States. Permits will be only granted upon condition that the would-be importer undertake to export to the United States a compensating amount of Yugoslav products. As dealers are generally not in a position to organize an import trade on such a "compensation" basis, the importation of American radios and parts has decreased.

**Advertising**—The Yugoslav stations broadcast some advertising, but the total is limited by the stations as a matter of policy.

**Transcriptions**—Records are extensively used in broadcasting, amounting to about 20 per cent of the total program time. American dance music is popular but difficult to obtain in satisfactory records on account of the unsettled copyright questions.

Sets in Use—103,683.  
Stations—4.

***I  
Wond  
What***



***Will  
Say  
About  
It***



*Presenting.....*

**THE  
ITALO-  
AMERICAN  
MARKET**

**WBIL**

NEW YORK

**WC**

NEW

# WPRO

PROVIDENCE

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 630 Kc. POWER: 1000 Watts. d.; 500 Watts. n. OWNED BY: Cherry and Webb Broadcasting Co. OPERATED BY: Cherry and Webb Broadcasting Co. BUSINESS ADDRESS: Metropolitan Theatre Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: E. Providence. TIME ON THE AIR: Sunday, 8:00 A.M. to 12:00 midnight. Week Days,

6:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## PERSONNEL

General Manager ..... Stephen P. Willis  
Commercial Manager ..... William T. Bush

## POLICIES

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

## REPRESENTATIVE

Paul H. Raymer Co.

# SOUTH CAROLINA

Population 1,875,000

Number of Families 391,580

Number of Radio Homes 190,450

Retail Sales \$248,206,000

Auto Registrations 278,829

# WAIM

"THE VOICE OF THE ELECTRIC CITY"  
ANDERSON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 100 watts. OWNED BY: Wilton E. Hall. OPERATED BY: Same. BUSINESS ADDRESS: 115 E. Market St. PHONE: 800. STUDIO ADDRESS: Anderson College. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: Anderson Independent, Anderson Daily Mail. NEWS SERVICES: Transradio Press, Press Radio. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICE: C. P. MacGregor, Lang-Worth.

## PERSONNEL

President.....Wilton E. Hall  
Commercial Manager.....Ennis Bray  
Advertising Manager.....Warren McKee  
Artists Bureau Head.....Edith Hall  
Chief Announcer-Program Director

Jimmie Bulleit

Station Manager.....Ennis Bray  
Sales Manager.....Ennis Bray  
Publicity Director.....G. Paul Browne  
Musical Director.....Homer Christopher  
Chief Engineer.....J. E. Peoples

## POLICIES

Does not accept liquor advertisements, except wine and beer. Accepts foreign language programs.

Contacts dealers and jobbers and arranges window displays. Large mailing list and cooperation with two local newspapers as well as 15 newspapers in surrounding area.

## REPRESENTATIVE

J. J. Devine & Assoc.

# WCSC

"SERVING COASTAL CAROLINA"

CHARLESTON—EST. 1930

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1360 Kc. POWER: 1000 Watts. d.; 500 watts. n. OWNED BY: The South Carolina Broadcasting Co., Inc. OPERATED BY: The South Carolina Broadcasting Co., Inc. BUSINESS ADDRESS: Francis Marion Hotel. PHONE: 344. STUDIO ADDRESS: Francis Marion Hotel. TRANSMITTER LOCATION: St. Andrews Farm, one mile west of city. TIME ON THE AIR: Sundays--8:00 a.m. to 12:00 midnight; daily--7:00 a.m. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## PERSONNEL

President.....W. Frank Hipp  
Station Manager.....J. M. Rivers  
Chief Announcer.....Wm. A. Mayhew  
Sales Manager.....J. M. Rivers  
Publicity Director.....Francis Fitzgerald  
Program-Musical Director...Francis Fitzgerald  
Chief Engineer.....J. B. Fuqua

## POLICIES

Beer and wine advertising accepted. Liquor advertising declined. No foreign language accounts accepted.

Dealer surveys made and display material distributed. Program releases by sponsor name published in Carolina Coastal News. Publicity on programs mailed on station letterhead to dealer list, client defraying postage.

## REPRESENTATIVE

Free & Peters, Inc.

# WIS

"SERVING A STATEWIDE AUDIENCE  
FROM COLUMBIA" (DAY)  
"THE LIBERTY LIFE STATION" (NIGHT)

**COLUMBIA—EST. 1930**

**NATIONAL BROADCASTING COMPANY**

FREQUENCY: 560 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Station WIS, Inc. OPERATED BY: Station WIS, Inc. BUSINESS ADDRESS: 1811 Main St. PHONE: 22135-22136. STUDIO ADDRESS: 1811 Main St. TRANSMITTER LOCATION: Bluff Road. TIME ON THE AIR: Daily—6:45 a.m. to 12:00 midnight. Sundays, 8:00 a.m. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## PERSONNEL

President.....W. Frank Hipp  
Commercial Manager.....J. D. Saumenig  
Advertising Manager.....J. D. Saumenig  
Chief Announcer.....Victor H. Lund  
Station Manager.....G. Richard Sha'to  
Sales Manager.....J. D. Saumenig  
Publicity Director.....Floyd D. Rodgers  
Musical Director.....Victor H. Lund  
Chief Engineer.....Scott Helt

## POLICIES

Beer and wine advertising accepted but liquor advertising declined. Foreign language accounts declined.

Merchandising cooperation in the form of dealer surveys, placing display material, and program publicity are offered without charge. Direct mail program publicity is available in reasonable quantity, client to defray postage. Feature stories and display boxes in weekly program publication used to publicize programs. Display advertising in daily paper lists programs by sponsors' name.

## REPRESENTATIVE

Free & Peters, Inc.

# WOLS

**FLORENCE—EST. 1937**

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: O. Lee Stone. OPERATED BY: Same. BUSINESS ADDRESS: Sanborn Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Charleston Highway South of Florence. TIME ON THE AIR: 6:00 A. M. to local sunset. NEWS SERVICE: Transradio Press.

## PERSONNEL

President.....O. Lee Stone  
Commercial Manager.....Henry Mosses  
Chief Announcer & Pgm. Dir....Wm. F. Mella  
Station Manager.....O. Lee Stone  
Chief Engineer.....Paul Dillon

## POLICIES

No special stated policies.

# WFBC

"WE FOSTER BETTER CITIZENSHIP"

**GREENVILLE—EST. 1933**

**NATIONAL BROADCASTING CO.**

FREQUENCY: 1300 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: The Greenville News-Piedmont Co. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Greenville. PHONE: 362-3. STUDIO ADDRESS: Hotel Greenville. TRANSMITTER LOCATION: Gantt Station. TIME ON THE AIR: 6:45 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATIONS: Greenville News, Greenville Piedmont. NEWS SERVICES: United Press, and Associated Press (non-Commercial). TRANSCRIPTION SERVICE: NBC Thesaurus.

## PERSONNEL

President.....B. H. Peace, Jr.  
Station Manager.....B. T. Whitmire  
Commercial Manager.....W. S. Lindsay  
Chief Announcer.....Mason Dixon  
Publicity Director.....Dan Crossland  
Musical Director.....Eber Lineberger  
Chief Engineer.....Clyde Etheredge

## POLICIES

Accepts beer and ale, but no hard liquor advertising. Foreign language accounts not accepted.

Merchandising aid through tremendous reception room space—displays; owned by newspapers therefore full radio page publicity.

## REPRESENTATIVE

Bryant, Griffith and Brunson

# WSPA

"THE VOICE OF SOUTH CAROLINA"

**SPARTANBURG—EST. 1929**

FREQUENCY: 920 Kc. POWER: 1000 watts. OWNED BY: Virgil Evans. OPERATED BY: Virgil Evans. BUSINESS ADDRESS: 155 South Liberty. PHONE: 2900-1-2600. STUDIO ADDRESS: W.S.P.A. Bldg. TRANSMITTER LOCATION: Evanston H'ts. TIME ON THE AIR: 6:00 a.m. to sunset. Maintains ARTIST BUREAU: NEWSPAPER AFFILIATIONS: The Daily News. NEWS SERVICE: United Press, Transradio Press. TRANSCRIPTION SERVICE: Langlois & Wentworth, Associated Music Library.

## PERSONNEL

President and General Manager..Virgil Evans  
Commercial Manager.....Pat McSwain  
Artists Bureau Head.....Jas. Mufford  
Chief Announcer.....Bill Mella  
Publicity Director.....Richard Pattison  
Musical Director.....Hal. Moore  
Chief Engineer.....Rolit Wallace

## POLICIES

Does not accept liquor or foreign language advertising.

## PERSONNEL

President..... H. H. Haida  
Chief Announcer..... Reg Merridew  
Station Manager..... Melvin Lahr  
Chief Engineer..... Clif Kerstetter

## POLICIES

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

## REPRESENTATIVE

Wellman Agency

# WMBS

UNIONTOWN—EST. 1937

FREQUENCY: 1420 Kc. POWER: 250 Watts. OWNED BY: Fayette Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Uniontown. PHONE: 800. STUDIO ADDRESS: Fayette Title & Trust Bldg. TRANSMITTER LOCATION: 3 miles South of Uniontown. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Standard Radio and NBC Thesaurus.

## PERSONNEL

President..... Joseph C. Burwell  
Commercial Manager..... M. E. Slagel  
Artists' Bureau Head..... Hugh Rafferty  
Chief Announcer..... Lou Bennett  
Station Manager..... Joseph C. Burwell  
Sales Manager..... M. E. Slagel  
Publicity Director..... Sullivan Sages  
Musical Director..... Sullivan Sages  
Chief Engineer..... Kenneth M. Meredith

## POLICIES

No stated special program policies.  
Merchandising through window and car posters; newspaper advertisements.

## REPRESENTATIVE

F. A. Wellman

# WBAX

"45 MINUTES FROM BROADWAY BY AMERICAN AIRLINES"

WILKES-BARRE—EST. 1922

## QUAKER

FREQUENCY: 1210 Kc. POWER 100 watts. OWNED BY: John H. Stenger, Jr. OPERATED BY: John H. Stenger, Jr. BUSINESS ADDRESS: 141 So. Main. PHONE: 2-2736-3-0196-7-8. STUDIO ADDRESS: 141 S. Main. TRANSMITTER LOCATION: Plains Township. TIME ON THE AIR: 6:00 a.m. to 12:00 midnight. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, Radio Bands, Inc. & Standard Radio, also Presto Recording Equipment.

## PERSONNEL

President..... John H. Stenger, Jr.  
Commercial Manager..... Hal Seville  
Advertising Manager..... Hal Seville

Artists Bureau Head..... Richard Evans  
Chief Announcer..... Richard Mawson  
Station Manager..... Hal A. Seville  
Sales Manager..... Hal Seville  
Publicity Director..... Hal Seville  
Musical Director..... William Herbert  
Chief Engineer..... John H. Stenger, Jr.

## POLICIES

No special restrictions on liquor or foreign language accounts.

Maintains a merchandising unit of three men.

# WBRE

WILKES-BARRE—EST. 1924

## QUAKER

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Louis G. Baltimore. OPERATED BY: Louis G. Baltimore. BUSINESS ADDRESS: 16 N. Main St. PHONE: 3-3101-2. STUDIO ADDRESS: 16 N. Main St. TRANSMITTER LOCATION: Kingston. TIME ON THE AIR: 7:45 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU.

## PERSONNEL

President..... Louis G. Baltimore  
Commercial Manager..... S. R. Baltimore  
Advertising Manager..... S. R. Baltimore  
Artists' Bureau Head..... Jerry Butler  
Chief Announcer..... William Phillips  
Station Manager..... L. G. Baltimore  
Sales Manager..... A. C. Baltimore  
Publicity Director..... F. D. Coslett  
Musical Director..... L. Savitt  
Chief Engineer..... Charles Sakoski

## POLICIES

Accepts liquor programs, also foreign language programs (Polish and Italian especially).

# WRAK

WILLIAMSPORT—EST. 1929

## QUAKER

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: WRAK, Inc. OPERATED BY: WRAK, Inc. BUSINESS ADDRESS: 244 W. 4th St. PHONE: 2-6116-7. STUDIO ADDRESS: 244 W. 4th St. TRANSMITTER LOCATION: 1561 W. 4th St. TIME ON THE AIR: 7:30 a.m. to 9:30 p.m. NEWSPAPER AFFILIATIONS: Williamsport Sun & Williamsport Gazette & Bulletin. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICES: NBC Thesaurus.

## PERSONNEL

President..... E. M. Case  
Commercial Manager..... Geo. E. Joy  
Advertising Manager..... O. M. Linn  
Artists Bureau Head..... P. Breining  
Chief Announcer..... Irving Berndt

Station Manager.....G. E. Joy  
 Sales Manager.....T. W. Metzger  
 Publicity Director.....J. W. Mackey  
 Musical Director.....Lillian Gramley  
 Chief Engineer.....Louis Persio

**POLICIES**

Does not accept alcoholic advertising of any kind.

Maintains a merchandising service.

**WORK**

**YORK—EST. 1932**

NBC (RED & BLUE)—INTERCITY-MASON-DIXON GROUP

FREQUENCY: 1320 Kc. POWER: 1000 Watts.  
 OWNED BY: York Broadcasting Co., Inc. OP-  
 ERATED BY: York Broadcasting Co., Inc. BUSI-

NESS ADDRESS: 13 S. Beaver St. PHONE: 6629. STUDIO ADDRESS: 13 S. Beaver St. TRANSMITTER LOCATION: West Manchester Township. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

**PERSONNEL**

President.....Clair R. McCullough  
 Commercial Manager.....Robert Gulick  
 Program Manager.....Harold Miller  
 Station Manager.....Robert Gulick  
 Publicity Director.....John Neff  
 Chief Engineer.....J. E. Mathiot

**POLICIES**

No stated special policies.

**REPRESENTATIVE**

Paul H. Raymer Co.

**RHODE ISLAND**

Population 681,000

Number of Families 163,700

Number of Radio Homes 170,050

Retail Sales \$219,706,000

Auto Registrations 159,140

**WEAN**

**PROVIDENCE—EST. 1922**

NBC (BLUE)—YANKEE NET.

FREQUENCY: 780 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: The Yankee Network, Inc. OPERATED BY: The Yankee Network, Inc. BUSINESS ADDRESS: Crown Hotel. BOSTON OFFICE: 21 Brookline Ave. PHONE: Dexter 1500. STUDIO ADDRESS: Crown Hotel. TRANSMITTER LOCATION: East Providence. TIME ON THE AIR: Sunday, 8:00 A.M. to 2:00 A.M. Week Days, 6:00 A.M. to 2:00 A.M. NEWS SERVICE: Local News by staff reporters, Yankee Network News Service. MAINTAINS AN ARTIST BUREAU. TRANSCRIPTION SERVICE: Associated Music.

**PERSONNEL**

President.....John Shepard, III  
 Station Supervisor.....James Jennison  
 Sales and Production Mgr....Richard Voynow  
 Chief Engineer.....Harold Tilley

**POLICIES**

Production and merchandising departments available to advertisers. Other Yankee Network policies in effect.

**REPRESENTATIVE**

Edward Petry & Co.

**WJAR**

“SOUTHERN GATEWAY OF NORTH EAST”

**PROVIDENCE—EST. 1922**

NBC (Red)

FREQUENCY: 890 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Outlet Co. OPERATED BY: Outlet Co. BUSINESS ADDRESS: Outlet Store. PHONE: Gaspee 1071. STUDIO ADDRESS: Outlet Store. TRANSMITTER LOCATION: Rumford. TIME ON THE AIR: 7:30 A.M. to 1:00 A.M. TRANSCRIPTION SERVICE: World Library Service. NEWS SERVICE: Local news service.

**PERSONNEL**

President.....Joseph Samuels  
 Station Manager.....John J. Boyle  
 Musical Director.....Earl Shean  
 Chief Engineer.....Thomas Prior

**POLICIES**

No hard liquor advertising accepted.

**REPRESENTATIVE**

Weed & Co.



# SOUTH DAKOTA

Population 692,000

Number of Families 160,930

Number of Radio Homes 121,610

Retail Sales \$147,564,000

Auto Registrations 186,480

## K A B R

"VOICE OF THE HUB CITY"

ABERDEEN—EST. 1935

FREQUENCY: 1420 Kc. POWER: 100 watts. OWNED BY: Aberdeen Broadcasting Co. OPERATED BY: Aberdeen Broadcasting Co. BUSINESS ADDRESS: Alonzo Ward Hotel. PHONE: 4626. STUDIO ADDRESS: Alonzo Ward Hotel. TRANSMITTER LOCATION: Wylie Park. TIME ON THE AIR: 7:00 a.m. to 10:00 p.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### PERSONNEL

President.....H. C. Jewett, Jr.  
Commercial Manager.....A. A. Fahy  
Chief Announcer.....W. L. Dean  
Station Manager.....A. A. Fahy  
Publicity Director.....A. A. Fahy  
Musical Director.....W. L. Dean  
Chief Engineer.....Delbert Hunt

### POLICIES

Does not accept liquor accounts nor foreign language programs.

Each account is treated individually and suitable merchandising ideas worked out.

### REPRESENTATIVE

Transamerican Broadcasting & Television Corp.

## K F D Y

"THE SOUTH DAKOTA STATE COLLEGE RADIO STATION"

BROOKINGS—EST. 1923

FREQUENCY: 780 Kc. POWER: 1000 Watts. OWNED BY: South Dakota State College. OPERATED BY: Same. BUSINESS ADDRESS: Brookings. PHONE: 702K-459W. STUDIO ADDRESS: Library Bldg., State College. TRANSMITTER LOCATION: Brookings. TIME ON THE AIR: 12:30 P.M. to 2:00 P.M.

### PERSONNEL

Station Manager.....S. W. Jones  
Publicity Director.....John Regan  
Chief Announcer.....Jack Towers  
Chief Engineer.....W. H. Gamble

### POLICIES

No advertising of any kind can be accepted, since this is an educational station owned by the State.

## K G D Y

HURON—EST. 1930

FREQUENCY: 1340 Kc. POWER: 250 Watts. OWNED BY: Voice of South Dakota. OPERATED BY: Voice of South Dakota. BUSINESS ADDRESS: Huron. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

Further information not made available by station.

## K G F X

"THE PIONEER STATION"

PIERRE—EST. 1922

FREQUENCY: 630 Kc. POWER: 200 watts. OWNED BY: Ida A. McNeil. OPERATED BY: Ida A. McNeil. BUSINESS ADDRESS: 203 West Summit Ave. PHONE: 2251. STUDIO ADDRESS: 203 W. Summit Ave. TRANSMITTER LOCATION: 203 W. Summit Ave. TIME ON THE AIR: 9:30 a.m. to sunset. NEWS-PAPER AFFILIATIONS: Cooperates with news from the Daily Capital Journal. (No ownership or financial consideration with newspaper.) NEWS SERVICE: Associated Press (Non Commercial). TRANSCRIPTION SERVICE: The World Broadcasting System.

### PERSONNEL

President.....Ida A. McNeil  
Commercial Manager.....Ida A. McNeil  
Advertising Manager.....Lynn Oldaker  
Chief Announcer.....Ida A. McNeil  
Station Manager.....Ida A. McNeil  
Sales Manager.....Lynn E. Oldaker  
Musical Director.....Ida A. McNeil  
Chief Engineer.....Robert H. Dye

### POLICIES

Does not accept liquor or patent medicine accounts. No occasion for foreign language program in territory.

# KOBH

"THE CALL OF THE BLACK HILLS"

**RAPID CITY—EST. 1936**

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Black Hills Broadcast Co. OPERATED BY: Black Hills Broadcast Co. BUSINESS ADDRESS: Alex Johnson Hotel. TRANSMITTER LOCATION: Rapid City. TIME ON THE AIR: 7:00 a.m. to 10:00 p.m. MAINTAINS ARTISTS BUREAU. NEWS SERVICES: Transradio press, Radio News Ass., Christian Science Monitor. TRANSCRIPTION SERVICES: NBC Thesaurus, and Standard Radio.

## PERSONNEL

President.....Robert Lee Dean  
Commercial Manager.....R. J. Dean  
Advertising Manager.....R. J. Dean  
Artists Bureau Head.....William E. Welch  
Station Manager.....Robert J. Dean  
Publicity Director.....Martin Tobin  
Musical Director.....Katherine Walpole  
Chief Engineer.....Earl H. Carter

## POLICIES

Does not accept liquor advertising other than beer. No foreign language accounts. All advertising must be in prescribed good taste.

# WCAT

**RAPID CITY—EST. 1921**

FREQUENCY: 1200 Kc. POWER: 100 watts. OWNED BY: South Dakota School of Mines. OPERATED BY: South Dakota School of Mines. BUSINESS ADDRESS: E. St. Joe St. PHONE: 1600-1. STUDIO ADDRESS: E. St. Joe St. TRANSMITTER LOCATION: E. St. Joe St. TIME ON THE AIR: 12:30 to 1:30 MST. NEWS-PAPER AFFILIATIONS: Rapid City Daily Journal. NEWS SERVICE: Associated Press (Non Commercial). TRANSCRIPTION SERVICE: Standard Radio and Decca Records.

## PERSONNEL

President.....J. P. Connolly  
Chief Announcer.....John Crockett  
Station Manager.....C. M. Rowe  
Publicity Director.....Redford Dibble  
Chief Engineer.....E. E. Clark

## POLICIES

Non-commercial. Does not sell time.

# KELO

**SIoux FALLS—EST. 1926**

**NATIONAL BROADCASTING COMPANY**

FREQUENCY: 1200 Kc. POWER: 100 watts. OWNED BY: Sioux Falls Broadcast Assoc., Inc. OPERATED BY: Sioux Falls Broadcast Assoc., Inc. BUSINESS ADDRESS: 317 S. Phillips. PHONE. 757-8-9. STUDIO ADDRESS: 317 S.

Phillips. TRANSMITTER LOCATION: 3 miles west of city limits. TIME ON THE AIR: 12:00 noon to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## PERSONNEL

President.....Joseph Henkin  
Commercial Manager.....Geo. R. Hahn  
Advertising Manager.....S. C. Fantle, Jr.  
Chief Announcer.....Bert Smith  
Station Manager.....Joseph Henkin  
Sales Manager.....Morton Henkin  
Publicity Director.....S. C. Fantle, Jr.  
Musical Director.....Morton Henkin  
Chief Engineer.....Max Staley

## POLICIES

Advertising of alcoholic beverages, excepting beer and wine, not accepted. Does not accept any program which in any way interferes with the rules and regulations of the Federal Communications Commission.

Merchandising: Maintains merchandising department fully equipped to cooperate with requests of commercial advertisers.

## REPRESENTATIVE

Paul H. Raymer Company

# KSOO

**SIoux FALLS—EST. 1926**

**NATIONAL BROADCASTING COMPANY**

FREQUENCY: 1110 Kc. POWER: 2500 Watts. OWNED BY: Sioux Falls Broadcasting Ass'n., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 317 S. Phillips. PHONE: 757-8-9. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 3 miles west of city limits. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## PERSONNEL

President.....Joseph Henkin  
Commercial Manager.....Geo. R. Hahn  
Advertising Manager.....S. C. Fantle, Jr.  
Artists' Bureau Head.....Morton Henkin  
Chief Announcer.....Bert Smith  
Station Manager.....Joseph Henkin  
Sales Manager.....S. C. Fantle, Jr.  
Musical Director.....Morton Henkin  
Chief Engineer.....Max Staley

## POLICIES

Advertising of alcoholic beverages, excepting beer and wine, not accepted. Does not accept any program which in any way interferes with the rules and regulations of the Federal Communications Commission.

Maintains merchandising department fully equipped to cooperate with requests of commercial advertisers.

## REPRESENTATIVE

Paul H. Raymer Company

# KUSD

## VERMILLION

FREQUENCY: 890 Kc. POWER: 500 Watts.  
 OWNED BY: University of South Dakota. OPERATED BY: University of South Dakota. BUSINESS ADDRESS: Vermillion. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same.

### PERSONNEL

Director ..... B. B. Bracett

### POLICIES

Station does not sell time.

# KWTN

WATERTOWN—EST. 1928

FREQUENCY: 1210 Kc. POWER: 100 Watts.  
 OWNED BY: The Greater Kampeska Radio Corp. OPERATED BY: The Greater Kampeska Radio Corp. BUSINESS ADDRESS: Watertown. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited.

Further information not made available.

# WNAX

YANKTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 570 Kc. POWER: 5000 watts.  
 d.: 1000 watts, n. OWNED BY: WNAX

Broadcasting Co. OPERATED BY: WNAX Broadcasting Co. BUSINESS ADDRESS: Second and Capitol. PHONE: 484. STUDIO ADDRESS: Second & Capitol. TRANSMITTER LOCATION: 4½ miles E. of Yankton. TIME ON THE AIR: 6:00 a.m. to 12:00 midnight—(Daily) 8:00 a.m. to 12:00 Midnight—(Sundays). NEWSPAPER AFFILIATIONS: Yankton Press and Dakotan. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio Library.

### PERSONNEL

President.....Chas. H. Gurney  
 Commercial Manager.....Ted Matthews  
 Chief Announcer.....Orle Kerwood  
 Station Manager.....Ted Matthews  
 Publicity Director.....Ted Matthews  
 Musical Director.....Orle Kerwood  
 Chief Engineer.....Clifton M. Todd

### POLICIES

Liquor advertising not permitted. No foreign language accounts accepted.

Contacts local dealers on merchandising, forwarding introductory cards for new programs to dealers and jobbers and, offering display material, placed locally.

### REPRESENTATIVE

Howard H. Wilson Company

# TENNESSEE

Population 2,893,000

Number of Families 658,390

Number of Radio Homes 370,730

Retail Sales \$482,586,000

Auto Registrations 308,792

# WOPI

"THE VOICE OF THE APPALACHIANS"

BRISTOL—EST. 1929

REBROADCAST TIE UP WLW AND WSM

FREQUENCY: 1500 Kc. POWER: 100 Watts.  
 OWNED BY: Radiophone Broadcasting Station WOPI. OPERATED BY: Radiophone Broadcasting Station WOPI. BUSINESS ADDRESS: 410 State St. PHONE: WOPI. STUDIO ADDRESS: 410 State St. TRANSMITTER LOCATION: 22nd and State St. TIME ON THE AIR:

6:00 a.m. to 10:30 p.m. (EST). Maintains ARTISTS BUREAU. NEWS SERVICE: Transradio press. TRANSCRIPTION SERVICE: World Broadcasting System. NBC Thesaurus. Standard Radio.

### PERSONNEL

President.....Max Marks  
 Commercial Manager.....W. A. Wilson  
 Advertising Manager.....W. A. Wilson  
 Artists Bureau Head.....Mary Abell  
 Chief Announcer.....Fey Rogers  
 Station Manager.....W. A. Wilson

Sales Manager.....W. A. Wilson  
 Publicity Director and Continuity,  
 Harry Hudson  
 Musical Director.....Fey Rogers  
 Chief Engineer.....Robert Smith

**POLICIES**

Does not accept liquor advertising or foreign language accounts.

Personal contact, window cards, etc., as merchandising aids. Studios also located in the Music Room of the Homestead Hotel, Kingsport, Tenn.

**REPRESENTATIVE**

Cox & Tanz, Inc.

**W A P O**

"CHATTANOOGA'S FRIENDLY STATION"  
 CHATTANOOGA—EST. 1936

FREQUENCY: 1420 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: W. A. Patterson. OPERATED BY: W. A. Patterson. BUSINESS ADDRESS: Read House. PHONE: 6-6141-6-6142. STUDIO ADDRESS: Read House. TRANSMITTER LOCATION: Foust St. and Rossvill Blvd. TIME ON THE AIR: 6:00 a.m. to 12:00 midnight. (CST). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus and Standard Radio.

**PERSONNEL**

Owner.....W. A. Patterson  
 Commercial Manager.....R. G. Patterson  
 Advertising Manager.....R. G. Patterson  
 Chief Announcer.....Alex Keirsey  
 Station Manager.....R. G. Patterson  
 Sales Manager.....R. G. Patterson  
 Publicity Director.....R. N. Krepps  
 Musical Director.....W. R. Johnston  
 Chief Engineer.....M. E. Thompson

**POLICIES**

No liquor advertising accepted. Has special merchandising plans.

**W D O D**

CHATTANOOGA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1280 Kc. POWER: 5000 watts to LS. 1000 watts, n. OWNED BY: W D O D Broadcasting Corp. OPERATED BY: W D O D Broadcasting Corp. BUSINESS ADDRESS: Hotel Patten. PHONE: 6-5117. STUDIO ADDRESS: Hotel Patten. TRANSMITTER LOCATION: 6 miles from heart of city. TIME ON THE AIR: 6:00 a.m. to 11:30 p.m. Maintains ARTISTS BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System.



## PERSONNEL

President.....Norman A. Thomas  
Commercial Manager.....Frank S. Lane  
Artists Bureau Head.....D. W. McCurdy  
Station Manager.....Frank S. Lane  
Chief Engineer.....J. R. Donovan

## POLICIES

No hard liquor accounts. No demand for foreign language programs due to the audience being native born.

Will furnish complete merchandising service. The amount depends to a large extent on the size of the campaign.

## REPRESENTATIVE

Paul H. Raymer Company

# WTJS

"BIGGEST LITTLE STATION IN THE SOUTH"

JACKSON—EST. 1930

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Sun Pub. Co. OPERATED BY: Sun Pub. Co. BUSINESS ADDRESS: Sun Bldg. PHONE: 3340-3341-1106-1107. MAIN STUDIO ADDRESS: Sun Bldg. OTHER STUDIOS: Union City, Milan, Humboldt, Martin, and Lexington. TIME ON THE AIR: 7:00 a.m. to 11:00 p.m. Maintains ARTISTS BUREAU. NEWSPAPER AFFILIATIONS: The Jackson Sun. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICES: NBC Thesaurus.

## PERSONNEL

President.....C. E. Pigford  
Commercial Manager.....A. B. Robinson  
Advertising Manager.....Bill Winsett  
Artists' Bureau Head.....James Allen  
Chief Announcer.....Leslie Brooks  
Station Manager.....A. B. Robinson  
Sales Manager.....A. B. Robinson  
Publicity Director.....David Banks  
Musical Director.....Val Morse  
Chief Engineer.....C. B. Brumwell

## POLICIES

Does not accept foreign language or hard liquor advertising. No foreign population. Accepts wine and beer accounts.

Offers a complete merchandising service, including letters to the trade, counter and window displays, generous publicity in affiliated paper.

## REPRESENTATIVE

The Branham Company

# WNOX

KNOXVILLE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1010 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Scripps

Howard Radio, Inc. OPERATED BY: Scripps-Howard Radio, Inc. BUSINESS ADDRESS: 110-112 S. Gay St. PHONE: 3-3171-5. STUDIO ADDRESS: 110-112 S. Gay St. TRANSMITTER LOCATION: Beverly and Anderson Road. TIME ON THE AIR: 5:30 a.m. to 1:00 a.m. NEWSPAPER AFFILIATION: Knoxville News-Sentinel. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICE: Associated Library.

## PERSONNEL

President.....Jack R. Howard  
Commercial Manager.....O. L. Smith  
Artists Bureau Head.....Chas. Hansen  
Station Manager.....R. B. Westergaard  
Publicity Director.....W. J. Towner  
Chief Engineer.....J. B. Epperson

## POLICIES

No liquor advertising of any kind except beer—no foreign language programs or announcements—All program copy subject to censorship of station.

Merchandising: Billboard advertising—newspaper publicity—movie trailers in five leading theaters—window displays—personal calls on dealers and distributors—letters and merchandising presentations to the trade (advertiser must pay postage).

## REPRESENTATIVE

E. Katz Special Adv. Agency

# WROL

KNOXVILLE—EST. 1927

NBC—(RED & BLUE)

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Stuart Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 524 S. Gay St. PHONE: 2-7112. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 5:30 A.M. to midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## PERSONNEL

President.....S. E. Adcock  
Commercial Manager.....Roland Weeks  
Station Manager.....C. H. Frazier  
Publicity Director.....John Rees  
Musical Director.....John Rees  
Chief Engineer.....Joe Wolford

## POLICIES

Does not accept liquor advertisements or foreign language programs. Does accept beer advertising.

## REPRESENTATIVE

John Blair & Co.

# MARKETING PLANS

*Concentrated*

call for **SCRIPPS-HOWARD RADIO**  
in these three cities



These four Scripps-Howard radio stations give **CONCENTRATED COVERAGE** of their markets . . . where sales and sales outlets are concentrated . . . where buying action is faster . . . where there are most buying dollars and sales prospects. If you are marketing a product in these cities, you can advertise by radio more efficiently, more effectively and at less cost in Knoxville through **WNOX**, in Memphis through **WMC** or **WMP**S, and in Cincinnati through **WCPO**.

# WCPO

CINCINNATI

Cincinnati's No. 1 News Service Station  
Affiliated with *The Cincinnati Post*  
Featuring *localized* radio programs  
1200 kilocycles • 250 watts day • 100  
watts night

# WMC

MEMPHIS

The first choice in Memphis  
Affiliated with *The Memphis Commercial Appeal*  
NBC Red Network programs  
780 kilocycles • 5000 watts day • 1000  
watts night  
*The Branham Company, Representatives*

# WMP

MEMPHIS

New ideas for the Old South  
Affiliated with *The Memphis Press-Scimitar*  
NBC Blue Network programs  
1430 kilocycles • 1000 watts day • 500  
watts night

# WNOX

KNOXVILLE

Tennessee's pioneer radio station. Estab-  
lished 1922  
Affiliated with *The Knoxville News-Sen-  
tinel*  
A Columbia Broadcasting outlet  
1010 kilocycles • 5000 watts day • 1000  
watts night  
*E. Katz Special Advertising Agency, Rep-  
resentatives*

# WHBQ

"THIS IS THE FRIENDLIEST SPOT ON YOUR DIAL"

MEMPHIS—EST. 1925

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Broadcasting Station WHBQ, Inc. OPERATED BY: Broadcasting Station WHBQ, Inc. BUSINESS ADDRESS: Hotel Claridge. PHONE: 8-6868. STUDIO ADDRESS: Hotel Claridge. TRANSMITTER LOCATION: 46 Neely St. TIME ON THE AIR: 7:00 a.m. to 11:00 p.m. Maintains ARTISTS BUREAU. NEWS SERVICE: Local. TRANSCRIPTION SERVICE: Full Facilities.

## PERSONNEL

President.....Thos. Thompson  
Commercial Manager.....E. A. Alburty  
Advertising Manager.....E. A. Alburty  
Artists Bureau Head.....M. Vun Kannon  
Chief Announcer.....Emmet McMurray  
Station Manager.....E. A. Alburty  
Sales Manager.....E. Pournelle  
Publicity Director.....Robt. Ramsey  
Musical Director.....Arthur King  
Chief Engineer.....Weldon Roy

## POLICIES

Hard liquor advertising not accepted. Beer and wine accounts acceptable. Proprietary accounts subject to rigid copy censorship.

National spot advertisers have merchandising service available to them, distribution of counter cards, window signs and streamers, contacting of retailers, jobbers, etc., assistance in arranging window and counter displays, etc.

## REPRESENTATIVE

J. J. Devine & Associates

# WMC

"DOWN IN DIXIE"

MEMPHIS—EST. 1923

NBC—(RED)

FREQUENCY: 780 Kc. POWER: 5000 Watts. d.; 1000 Watts, n. OWNED BY: Commercial Appeal Co. OPERATED BY: Commercial Appeal Co. BUSINESS ADDRESS: Hotel Gayoso. PHONE: 8-7464. STUDIO ADDRESS: Hotel Gayoso. TRANSMITTER LOCATION: 5 Points, Tenn. TIME ON THE AIR: 6:00 A.M. to 12:30 midnight. NEWSPAPER AFFILIATIONS: Commercial Appeal. NEWS SERVICES: A.P. and Press Radio. TRANSCRIPTION SERVICES: NBC Thesaurus and NAB Library.

## PERSONNEL

Commercial Manager.....J. E. Eggleston  
Advertising Manager.....J. E. Eggleston  
Chief Announcer.....Earl Moreland

Station Manager.....H. W. Slavick  
Publicity Director.....John Cleghorn  
Musical Director.....Jerry McEwen  
Chief Engineer.....C. E. Baker

## POLICIES

Liquor programs accepted after 10 P.M. Foreign programs must be (copy) translated in English due to limited foreign population. Maintains a comprehensive merchandising and exploitation policy.

## REPRESENTATIVE

The Branham Company

# WMPS

"GREAT AND GROWING GREATER"

MEMPHIS—EST. 1925

NATIONAL BROADCASTING CO. (BLUE)

FREQUENCY: 1430 Kc. POWER: 1000 Watts. d.; 500 Watts, n. OWNED BY: Memphis Broadcasting Co. OPERATED BY: Scripps-Howard Radio, Inc. BUSINESS ADDRESS: Columbian Tower. PHONE: 5-2721. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Memphis Press-Scimitar. TRANSCRIPTION SERVICES: Associated Program Service, Lang-Worth. MAINTAINS ARTISTS BUREAU.

## PERSONNEL

President.....Jack Howard  
Station Manager.....Geo. H. Engelten  
Commercial Manager.....Bill Kirkendale

## POLICIES

Liquor advertising acceptable after 10:30 p.m.

Merchandising: through movie trailers, taxi cab covers, bill boards and merchandising bulletins.

# WREC

MEMPHIS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 600 Kc. POWER: 5000 Watts. d.; 1000 Watts, n. OWNED BY: WREC, Inc. OPERATED BY: WREC, Inc. BUSINESS ADDRESS: Hotel Peabody. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Memphis. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## PERSONNEL

President-General Manager...Hoyt B. Wooten

## POLICIES

Liquor advertising acceptable after 10:00 P.M.

## REPRESENTATIVE

E. Katz Special Advertising Agency

# QUICK FACTS on the WSM MARKET

1. It contains 2,167,700 people!
2. The Spendable Income Totals Almost One-half Billion Dollars!

If the spendable income of the WSM primary market alone were concentrated into a single city, *that city would be 18th in the whole United States in effective buying income.*

## W S M

*The Air Castle of the South*

50,000 WATTS

E. W. CRAIG, *Vice-President in Charge of Radio*

HARRY STONE, *General Manager*

Owned and Operated by

THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC., Nashville, Tenn.



# WLAC

NASHVILLE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1470 Kc. POWER: 5000 Watts.  
OWNED BY: WLAC, Inc. OPERATED BY:  
WLAC, Inc. BUSINESS ADDRESS: 2421 West  
End Ave. PHONE: 7-3425. STUDIO ADDRESS:  
2421 West End Ave. TRANSMITTER LOCA-  
TION: Dixie Highway. TIME ON THE AIR:  
6:00 A.M. to 12:00 midnight. NEWS SERVICES:  
Transradio News, Morning Tennessean, Even-  
ing Tennessean. TRANSCRIPTION SERVICES:  
World Broadcasting System, Standard Library  
Service.

## PERSONNEL

President..... J. T. Ward  
V. P. and Station Manager..... F. C. Sowell  
Sales Manager..... F. C. Sowell  
Publicity Director..... Edwin Gleaves  
Program Director..... Time Sanders  
Chief Engineer..... F. C. Blinn

## POLICIES

Beer acceptable, but no liquor advertising.  
No calls for foreign language programs. Medi-  
cine accounts accepted with reservations.

Monthly bulletins sent to retail druggists  
and grocers; monthly calls made on drug  
trade; distribution of display material.

## REPRESENTATIVE

Paul H. Raymer Company

# WSIX

"VOICE OF NASHVILLE"

NASHVILLE—EST. 1927

FREQUENCY: 1210 Kc. POWER: 250 Watts.  
OWNED BY: WSIX, Inc. OPERATED BY:  
WSIX, Inc. BUSINESS ADDRESS: Andrew Jack-  
son Hotel. PHONE: 5-5431. TIME ON THE  
AIR: 6:00 A.M. to midnight. MAINTAINS ART-  
IST BUREAU. NEWS SERVICE: Nashville Ban-  
ner. TRANSCRIPTION SERVICES: Standard  
Radio, McGregor & Sollie, NBC Thesaurus.

## PERSONNEL

President..... Jack M. Draughon  
Commercial Manager..... H. C. Krone  
Advertising Manager..... H. C. Krone  
Artists' Bureau Head..... Joe H. Calloway  
Chief Announcer..... Joe H. Calloway  
Station Manager..... Jack M. Draughon  
Publicity Director..... Robt. Chaudoin  
Chief Engineer..... B. E. Porter

## POLICIES

Does not accept liquor accounts.

# WSM

"WE SHIELD MILLIONS"

NASHVILLE—EST. 1925

NATIONAL BROADCASTING CO.

FREQUENCY: 650 Kc. POWER: 50,000 watts.  
OWNED BY: National Life & A. Insurance Co.  
OPERATED BY: Same. BUSINESS ADDRESS:  
National Bldg. PHONE: 6-7181. STUDIO AD-  
DRESS: Same. TRANSMITTER LOCATION: 6  
miles north Franklin. TIME ON THE AIR:  
6:30 A.M. to midnight (C.S.T.). NEWS SER-  
VICE: International News Service. TRAN-  
SCRIPTION SERVICE: Associated Music Li-  
brary. MAINTAINS ARTISTS BUREAU.

## PERSONNEL

Vice-President..... Edwin W. Craig  
Station Manager..... Harry Stone  
Commercial Manager..... Harbin Daniel  
Artists Bureau Head..... Geo. Hay  
Publicity Director..... Jack Harris  
Musical Director..... Peter Brescia  
Chief Engineer..... J. H. DeWitt, Jr.

## POLICIES

No stated special policies.

## REPRESENTATIVE

Edward Petry & Co.



Business is good . . . Folks are buy-  
ing . . . Advertisers are cashing in.

One large chunk of Dixie—the Nash-  
ville Area—is thoroughly covered by

# WLAC

5,000 Watts

Member Station C B S

J. T. Ward  
President  
F. C. Sowell  
V. P. & Gen. Mgr.  
Paul H. Raymer & Co., Nat. Rep.

# TEXAS

Population 6,172,000

Number of Families 1,449,525    Number of Radio Homes 979,880  
 Retail Sales \$1,289,264.000    Auto Registrations 1,478,124

## KRBC

ABILENE—EST. 1936

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Reporter Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Hilton Hotel. PHONE: 5255 Studio, 3542 Transmitter. STUDIO ADDRESS: Hilton Hotel. TRANSMITTER LOCATION: 341 Ambler St. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. (daily). 8:00 A.M. to 8:00 P.M. (Sunday). NEWSPAPER AFFILIATIONS: Reporter-News, but stock ownership is separate. NEWS SERVICE: United Press, Associated Press (non-commercial). TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio, Inc., World Broadcasting System (sound effects only).

### PERSONNEL

President ..... Bernard Hanks  
 Commercial Manager ..... Howard Barrett  
 Advertising Manager ..... Howard Barrett  
 Chief Announcer ..... Douglas Doan  
 Station Manager ..... Max Bentley  
 Sales Manager ..... Howard Barrett  
 Publicity Director ..... Douglas Doan  
 Musical Director ..... Douglas Doan  
 Chief Engineer ..... W. W. Robertson, Jr.

### POLICIES

Does not accept liquor advertising. Will take foreign language accounts only with translation to also go on the air.

### REPRESENTATIVE

Graham A. Robertson

## KGNC

AMARILLO—EST. 1924

NBC (Optional Red and Blue)

FREQUENCY: 1410 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: Plains Radio Broadcasting Co. OPERATED BY: Plains Radio Broadcasting Co. BUSINESS ADDRESS: Radio Bldg. PHONE: 4242. STUDIO ADDRESS: Radio Bldg. TRANSMITTER LOCATION: 2 miles east of city. TIME ON THE AIR: 6 A.M. to 11:00 P.M. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATIONS: Amarillo Globe-News, Lubbock Avalanche Journal. NEWS SERVICE: Local news tie-up. TRANSCRIPTION SERVICES: NBC Thesaurus, NAB Library.

## PERSONNEL

President ..... O. L. Taylor  
 Commercial Manager ..... O. L. Taylor  
 Artists' Bureau Head ..... Eddie Bomel  
 Station Manager ..... O. L. Taylor  
 Sales Manager ..... Leon Krupp  
 Musical Director ..... Eddie Bomel  
 Chief Engineer ..... W. S. Bledsoe

### POLICIES

No hard liquor; wine only after 9 P.M.  
 Complete merchandising department.

### REPRESENTATIVE

Howard H. Wilson Co.

## KNOW

"SERVING THE PUBLIC INTEREST"  
 AUSTIN—EST. 1923

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: KUT Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Norwood Bldg. PHONE: 2-6213-4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS SERVICE: International News Service. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Associated Music Library.

### PERSONNEL

Station Manager ..... James W. Pate  
 Sales Manager ..... James W. Pate  
 Publicity Director ..... Paul Forchheimer  
 Chief Announcer ..... Walton Newton  
 Chief Engineer ..... Paul Shaw

### POLICIES

Has restricted policy on commercial programs.

Maintains complete merchandising and promotion service.

### REPRESENTATIVE

Hearst Radio, Inc.

## KTBC\*

AUSTIN—EST. 1937

FREQUENCY: 1120 Kc. POWER: 1000 Watts. OWNED BY: State Capitol Broadcasting Assn. (R. B. Anderson, President). OPERATED BY: State Capitol Broadcasting Association. BUSI-

NESS ADDRESS: Austin. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Near Austin. TIME ON THE AIR: Specified Hours with WTAW.

### PERSONNEL

President ..... R. B. Anderson  
\* Operating under C.P. issued by FCC, at time of going to press.

## KFDM

"CALL FOR DEPENDABLE MAGNELINE"

BEAUMONT—EST. 1924

NATIONAL BROADCASTING COMPANY

FREQUENCY: 560 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Magnolia Petroleum Co. OPERATED BY: Sabine Broadcasting Co., Inc. BUSINESS ADDRESS: Hotel Beaumont. PHONE: 3883. STUDIO ADDRESS: Hotel Beaumont. TRANSMITTER LOCATION: Magnolia Co. Grove & Doucette Sts. TIME ON THE AIR: (daily) 6:30 A.M. to midnight; (Sunday) 7:30 A.M. to Midnight. TRANSCRIPTION SERVICE: World Broadcasting System and NBC Thesaurus.

### PERSONNEL

President ..... J. M. Gilliam  
Commercial Manager ..... J. M. Gilliam  
Advertising Manager ..... E. E. Carroll  
Artists' Bureau Head ..... G. W. Caldwell  
Chief Announcer ..... Jack Harrington  
Station Manager ..... J. M. Gilliam  
Sales Manager ..... W. F. Adams  
Publicity Director ..... W. F. Adams  
Musical Director ..... G. W. Caldwell  
Chief Engineer ..... W. C. Douglas

### POLICIES

Accepts beer, light wine and liquors, but does not use the word "whiskey."

Cooperates with clients through brokers, wholesalers, and distributors. Mails out letters on own stationery, under first class mail to retailers. Maintains 100 per cent cooperation with local newspapers.

### REPRESENTATIVE

John Blair & Co.

## KBST

"LEND US YOUR EARS"

BIG SPRING—EST. 1936

FREQUENCY: 1500 Kc. POWER: 100 watts. OWNED BY: Big Spring Herald Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Crawford Hotel. PHONE: 1500-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: One mile east of town. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS-PAPER AFFILIATION: Big Spring Herald. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICES: NBC Thesaurus and Standard Radio.

### PERSONNEL

President ..... Joe Galbraith  
Commercial Manager ..... C. M. Garnes  
Chief Announcer ..... Frank McIntyre  
Station Manager ..... J. F. Willson  
Sales Manager ..... C. M. Garnes  
Musical Director ..... Mary Vance Keneaster  
Chief Engineer ..... J. J. Casey

### POLICIES

No stated special policies.

### REPRESENTATIVE

Graham A. Robertson, Dallas, Texas

## KNEL

"YOUR FRIEND OF THE AIR"

BRADY—EST. 1935

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: G. L. Burns. OPERATED BY: G. L. Burns. BUSINESS ADDRESS: Brady. PHONE: 77. STUDIO ADDRESS: Brady. TRANSMITTER LOCATION: Brady. TIME ON THE AIR: Daytime only. NEWS SERVICE: San Angelo Morning Times; Local news tie-up. TRANSCRIPTION SERVICES: NBC Thesaurus and C. P. MacGregor.

### PERSONNEL

Commercial Manager ..... John Sloane  
Station Manager ..... G. L. Burns  
Advertising Manager ..... John Sloane  
Artists' Bureau Head ..... Cecil Streigler  
Chief Announcer ..... Forest Cox  
Sales Manager ..... G. L. Burns  
Publicity Director ..... Forest Cox  
Musical Director ..... Cecil Streigler  
Chief Engineer ..... Marion Crawford

### POLICIES

No liquor advertising accepted.

## KGFI

"NATION'S SOUTHMOST STATION"

BROWNSVILLE—EST. 1927

FREQUENCY: 1500 Kc. POWER: 100 Watts, n.; 250 Watts, d. OWNED BY: Eagle Broadcasting Co. OPERATED BY: Eagle Broadcasting Co., Inc. BUSINESS ADDRESS: Brownsville. PHONE: 1044 and 1046. STUDIO ADDRESS: Brownsville. TRANSMITTER LOCATION: Brownsville. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. (daily); 8:00 A.M. to 10:00 P.M. (Sundays). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

### PERSONNEL

President ..... E. E. (Jack) Wilson  
Station Manager ..... F. R. Wilson  
Sales Manager ..... Oscar F. Sensabaugh  
Chief Engineer ..... Fred Hammond

### POLICIES

Accepts liquor accounts where prices are not mentioned, during certain hours of the day. Beer accounts during all hours. Main-

tains two Spanish announcers for presenting programs in Spanish language.

Cooperates with the distributors and retailers in having window displays arranged in stores selling the product, etc. Public relations man who spends full time on merchandising ideas in connection with radio campaigns.

## WTAW

COLLEGE STATION—EST. 1921  
TEXAS QUALITY NETWORK

FREQUENCY: 1120 Kc. POWER: 500 Watts.  
OWNED BY: A. & M. College. OPERATED BY: A. & M. College. BUSINESS ADDRESS: College Station. PHONE: 255. STUDIO ADDRESS: College Station. TRANSMITTER LOCATION: College Station.

### PERSONNEL

Chief Announcer.....E. P. Humbert  
Station Manager.....E. P. Humbert  
Musical Director.....Mrs. Roy Dansforth  
Chief Engineer.....H. C. Dillingham

### POLICIES

Non-Commercial.

## KRIS

CORPUS CHRISTI—EST. 1937  
NATIONAL BROADCASTING CO.

FREQUENCY: 1330 Kc. POWER: 500 Watts.  
OWNED BY: Gulf Coast Broadcasting Co.  
OPERATED BY: Same. BUSINESS ADDRESS: Medical and Professional Bldg., P. O. Box 1128. PHONE: 475. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Corpus Christi. TRANSCRIPTION SERVICE: C. P. MacGregor, World Broadcasting System.

### PERSONNEL

Manager.....T. Frank Smith

### REPRESENTATIVE

Graham A. Robertson

## KAND

CORSICANA—EST. 1937  
TEXAS BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 100 Watts.  
OWNED BY: Navarro Broadcasting Assn.  
OPERATED BY: Navarro Broadcasting Assn.  
BUSINESS ADDRESS: State Natl. Bank Bldg. PHONE: 30. STUDIO ADDRESS: State Natl. Bank Bldg. TRANSMITTER LOCATION: Highway 75. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: Transradio Press. MAINTAINING ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

### PERSONNEL

President.....J. C. West  
Chief Announcer.....R. W. Syler

Station Manager.....C. L. Whittier  
Publicity Director.....R. W. Becker  
Chief Engineer.....B. C. Boatright

### POLICIES

No stated special program policies.

Flexible merchandising plan embracing all media; Campaign dependent on nature of program.

## KRLD

DALLAS—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1040 Kc. POWER: 10,000 Watts. OWNED BY: KRLD Radio Corp. OPERATED BY: KRLD Radio Corp. BUSINESS ADDRESS: Adolphus Hotel. PHONE: 2-6811. STUDIO ADDRESS: Adolphus Hotel. TRANSMITTER LOCATION: 7½ miles north of Dallas. TIME ON THE AIR: 6:00 A.M. to midnight (daily); 8:00 A.M. to midnight (Sunday). NEWSPAPER AFFILIATION: Dallas Times Herald. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: C. P. MacGregor and Sollie.

### PERSONNEL

President.....Tom C. Gooch  
Station Manager.....J. W. Runyon  
Chief Announcer.....Royce Colon  
Sales Manager.....C. W. Rembert  
Publicity Director.....C. W. Rembert  
Musical Director.....Ruth Clem  
Chief Engineer.....R. M. Flynn

### POLICIES

Does not accept liquor accounts.

### REPRESENTATIVE

The Branham Co.

## WFAA

"YOUR NEIGHBOR OF THE AIR"

DALLAS—EST. 1922

NBC—SUPP. and TEXAS QUALITY

FREQUENCY: 800 Kc. POWER: 50,000 Watts. OWNED BY: A. H. Belo Corp. OPERATED BY: A. H. Belo Corp. and Dallas News and Dallas Journal. BUSINESS ADDRESS: Baker Hotel. PHONE: 2-9215-6. STUDIO ADDRESS: Baker Hotel. TRANSMITTER LOCATION: Grapevine. TIME ON THE AIR: WFAA-WBAP operated continuously 5:45 A.M. to midnight (daily); 8:00 A.M. to midnight (Sunday). NEWSPAPER AFFILIATIONS: The Dallas Morning News, The Dallas Journal. NEWS SERVICES: United Press and Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### PERSONNEL

President.....G. B. Dealey  
Station Manager.....Martin Campbell  
Merchandising Manager.....Irvin Gross  
Program Director.....Ralph Nimmons  
Regional Sales Manager.....Alex Keese  
Publicity Director.....Dick Jordan  
Musical Director.....Karl Lambertz  
Chief Engineer.....Raymond Collins

## POLICIES

Beer accepted but no other alcoholic beverage.

Merchandising department maintains close contact with chains, wholesale houses, department stores and distributing firms. Advisory service and limited cooperation in making personal contacts and surveys without charge. All other services rendered at actual net cost to station.

## REPRESENTATIVE

Edward Petry & Co., Inc.

# W R R

"WORLD'S OLDEST MUNICIPAL STATION"

DALLAS—EST. 1920

## MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1280 Kc. POWER: 500 Watts. OWNED BY: City of Dallas. OPERATED BY: City of Dallas. BUSINESS ADDRESS: Southland Life Bldg. PHONE: 2-1411. STUDIO ADDRESS: Southland Life Bldg. TRANSMITTER LOCATION: Fair Park. TIME ON THE AIR: 7:00 A.M. to 12:30 A.M. NEWSPAPER AFFILIATION: Dallas Dispatch (no financial connection). NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU.

## PERSONNEL

Commercial Manager.....John Thorwald  
Advertising Manager.....John Thorwald  
Artists' Bureau Head.....Chas. B. Jordan  
Chief Announcer.....Pete Teddie  
Station Manager.....John Thorwald  
Sales Manager.....Harry L. Thomas  
Publicity Director.....Ben McCleskey  
Musical Director.....Murray Lambert  
Chief Engineer.....V. R. Simpson

## POLICIES

No special stated program policies.

Merchandising department only at cost to advertiser for services desired and rendered.

# K F P L

"KIND FRIENDS PLEASE LISTEN"

DUBLIN—EST. 1924

FREQUENCY—1310 Kc. POWER: 250 Watts. OWNED BY: C. C. Baxter. OPERATED BY: C. C. Baxter. BUSINESS ADDRESS: 205 Grafton. PHONE: 183. STUDIO ADDRESS: 205 Grafton. TRANSMITTER LOCATION: One-half mile out of city limits. TIME ON THE AIR: 6:00 A.M. to 3:00 P.M. and 6:00 P.M. to 9:00 P.M. NEWS SERVICE: Christian Science Monitor.

## PERSONNEL

Chief Announcer.....C. C. Baxter  
Station Manager.....C. C. Baxter  
Chief Engineer.....C. B. Baxter

## POLICIES

Accepts no liquor advertising.

# K R O D \*

EL PASO

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Dorrance D. Roderick. OPERATED BY: Dorrance D. Roderick. BUSINESS ADDRESS: El Paso. TIME ON THE AIR: Unlimited License. NEWSPAPER AFFILIATION: El Paso Times.

\*C.P. by F.C.C. Issues were being determined by Court of Appeals, Washington, D. C.

# K T S M

"VOICE OF EL PASO"

EL PASO—EST. 1929

## NBC (OPTIONAL RED & BLUE)

FREQUENCY: 1310 Kc. POWER: 250 Watts. d.; 100 Watts, n. OWNED BY: Tri-State Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Paso del Norte, 200 So. El Paso St. PHONE: Main 46-7-8. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1001 Mills Bldg. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, C. P. MacGregor Co., NBC Thesaurus, and Standard Radio.

## PERSONNEL

President.....Mrs. L. E. Bredberg  
Station Manager.....Karl O. Wyler  
Program Director.....Roy T. Chapman  
Musical Director.....Frank Moser  
Chief Engineer.....E. L. Gemoets

## POLICIES

No liquor advertising except beer and wine. No foreign language programs.

Merchandising: Assist in making displays, plugging program on air several days ahead of starting date . . . anything possible that will insure the success of the program.

## REPRESENTATIVE

Craig & Hollingsbery

# W D A H

EL PASO—EST. 1929

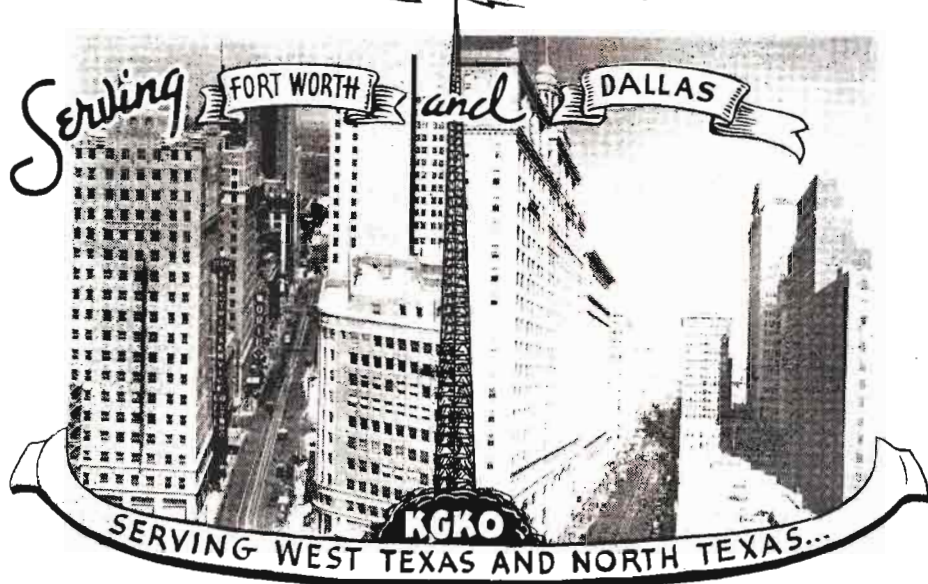
FREQUENCY: 1319 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Tri-State Broadcasting Co. OPERATED BY: Tri-State Broadcasting Co. BUSINESS ADDRESS: 200 S. El Paso St. PHONE: Main 46-7-8. STUDIO ADDRESS: 200 S. El Paso St. TRANSMITTER LOCATION: Mills Bldg. TIME ON THE AIR: (Sundays only) 9:30 A.M. to noon—7:30 P.M. to 8:30 P.M.

## PERSONNEL

President.....Mrs. L. E. Bredberg  
Station Manager.....Karl O. Wyler

*The Station the Southwest  
Has Been Waiting For...*

**KGKO WILL BE READY MAY 1**



*For the First Time  
Cover the Southwest's Greatest  
Market on a REGIONAL RATE!*

CHOICE TIMES NOW BEING RESERVED

**KGKO**  
...FULL TIME NBC AFFILIATE...

570 KILOCYCLES - 5000 WATTS DAY - 1000 WATTS NIGHT

Address: KGKO, Fort Worth Star-Telegram Bldg., Fort Worth, Texas: Phone 3-1234

Amon G. Carter, Pres.: Harold V. Hough, Gen. Mgr.: D. A. Kahn, Bus. Mgr.

## POLICIES

Non-commercial station. Used on Sundays only for the broadcasting of church services from Trinity Methodist Church, El Paso, Texas.

# KFJZ

FORT WORTH—EST. 1922

FREQUENCY: 1370 Kc. POWER: 250 Watts. d.; 100 Watts, n. OWNED BY: Fort Worth Broadcasters, Inc. OPERATED BY: Fort Worth Broadcasters, Inc. BUSINESS ADDRESS: 7th & Main. PHONE: 3-3474-5-6. STUDIO ADDRESS: 7th & Main. TRANSMITTER LOCATION: Sunny Hill Dairy Farm. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## PERSONNEL

President ..... R. S. Bishop  
 Commercial Manager ..... L. Coe  
 Advertising Manager ..... L. Coe  
 Station Manager ..... H. A. Hutchinson  
 Sales Manager ..... L. Coe  
 Musical Director ..... Roy Duffy  
 Chief Engineer ..... Truett Kimzey

## POLICIES

All copy subject to approval of station management.

# KGKO\*

FORT WORTH—EST. 1928

NBC (RED OR BLUE) TEXAS QUALITY GROUP

FREQUENCY: 570 Kc. POWER: 5000 Watts. d.; 1000 Watts, n. OWNED BY: Amon G. Carter. OPERATED BY: Same. BUSINESS ADDRESS: Star-Telegram Bldg. PHONE: 3-2301. STUDIO ADDRESS: Medical Arts Bldg. TRANSMITTER LOCATION: Arlington. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: Fort Worth Star-Telegram. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICE: World Broadcasting System.

\* Increased power as listed and removal to Fort Worth effective May 1, 1938.

## PERSONNEL

President ..... Amon G. Carter  
 General Manager ..... Harold V. Hough  
 Commercial Manager ..... D. A. Kahn  
 Chief Engineer ..... C. B. Locke  
 Program and Production Manager  
 Sylvester Gross

## POLICIES

Good taste is required in all advertising. Does not accept liquor accounts. Complete merchandising department being set up.

# KTAT

"YOUR MUTUAL FRIEND IN FORT WORTH"

FORT WORTH—EST. 1927  
 MUTUAL

FREQUENCY: 1240 Kc. POWER: 1000 watts. OWNED BY: Tarrant Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Texas. PHONE: 3-1381-2-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Birdville. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS BUREAU.

## PERSONNEL

President ..... Raymond E. Buck  
 Commercial Manager ..... Sam H. Bennett  
 Artists Bureau Head ..... Roy S. George  
 Chief Announcer ..... Joe Pierson  
 Station Manager ..... Sam H. Bennett  
 Publicity Director ..... Len Finger  
 Musical Director ..... Frances Kay  
 Chief Engineer ..... Joe Haigh

## POLICIES

Station abides by NAB code. Does not accept hard liquor advertising. Will accept foreign language accounts, but limited foreign population in this territory precludes possibility of such advertising.

Merchandising: Has use of five theatres in merchandising programs to theatre crowds—usual mail facilities to retail accounts for national advertisers. Arrangement with newspapers on publicity on talent and program without mentioning sponsor's name in write-up. Direct mail and other types of merchandising at cost. Special merchandising personnel calling on retail trade and national accounts without charge.

## REPRESENTATIVE

Free & Peters, Inc.

# WBAP

FORT WORTH—EST. 1922

NBC—TEXAS QUALITY NETWORK

FREQUENCY: 800 Kc. POWER: 50,000 Watts. OWNED BY: Carter Publications, Inc. OPERATED BY: Star-Telegram. BUSINESS ADDRESS: 400 W. Seventh. PHONE: 3-2301. STUDIO ADDRESS: Blackstone Hotel. TRANSMITTER LOCATION: Grapevine. TIME ON THE AIR: Divides time with WFAA—open 5:45 A.M., closes midnight. NEWSPAPER AFFILIATIONS: Fort Worth Star-Telegram. NEWS SERVICE: Associated Press (not open to sponsorship). TRANSCRIPTION SERVICE: World Broadcasting System.



Last year more than 55,000 miles of lines from San Francisco, Columbus, Ohio, and throughout the Southwest, were utilized to bring Special Programs (non-network) to the audience of WBAP, the veteran 50,000 Watter in Fort Worth. More than 3,000 remotes were completed!

WBAP, in addition to having a large talent roster and every studio facility, operates SPEEDY MOBILE UNIT KNED in conjunction with W5XG, thus affording SPECIAL EVENT and EMERGENCY SERVICE when needed!

# WBAP

*Owned and Operated by*

**THE FORT WORTH STAR-TELEGRAM**

**AMON G. CARTER**

*President*

**HAROLD V. HOUGH**

*Gen. Mgr.*

**FORT WORTH • TEXAS**

**NATIONAL REPRESENTATIVE: EDWARD PETRY & COMPANY**

*\*WBAP was one of the stations that paid more for Staff Musicians in 1937 than the A. F. of M. required!*



## PERSONNEL

President.....Amon G. Carter  
 Station Manager.....Harold V. Hough  
 Commercial Manager.....George Cranston  
 Advertising Manager.....H. M. Southard  
 Chief Announcer.....Cy Leland  
 Sales Manager.....H. M. Southard  
 Publicity Director.....Elbert Hailing  
 Musical Director.....Gene Baugh  
 Chief Engineer.....R. C. Stinson

## POLICIES

Beer accounts accepted—but no hard liquor. Good taste requirements on all other programs.

All WBAP advertisers have access to Fort Worth Star-Telegram merchandising department—which is fully manned.

## REPRESENTATIVE

Edward Petry & Company

# KLUF

"KLUF IS FIRST WITH THE NEWS"

GALVESTON—EST. 1937

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Geo. Ray Clough. OPERATED BY: Geo. Ray Clough. BUSINESS ADDRESS: 1225 - 23rd St. PHONE: 760. STUDIO ADDRESS: 1225 - 23rd St. TRANSMITTER LOCATION: American National Insurance Co. Bldg. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.—12:00 midnight to 1:00 A.M. NEWS SERVICE: Transradio. TRANSCRIPTION SERVICE: Standard Radio.

## PERSONNEL

President.....Geo. Roy Clough  
 Commercial Manager.....Varrell Yates  
 Chief Announcer.....Charles Rhodes  
 Station Manager.....Laurence D. Yates  
 Musical Director.....Robert L. Easley  
 Chief Engineer.....John Taylor

## POLICIES

No stated special policies.

# KGVL\*

GREENVILLE—EST. 1937

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Hunt Broadcasting Assn. (Fred Horton, President). OPERATED BY: Hunt Broadcasting Association. BUSINESS ADDRESS: Greenville. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime. NEWSPAPER AFFILIATION: Stockholders are interested in newspaper publications.

## PERSONNEL

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

# KPRC

"THE HOUSTON PAST"

HOUSTON—EST. 1925

NBC—TEXAS QUALITY NETWORK

FREQUENCY: 920 Kc. POWER: 5000 watts. OWNED BY: Houston Printing Corp. OPERATED BY: Same. BUSINESS ADDRESS: Lamar Hotel. PHONE: Fairfax 7101. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Deepwater. TIME ON THE AIR: 6:30 A.M. to midnight. NEWSPAPER AFFILIATION: The Houston Post. TRANSCRIPTION SERVICE: NBC Thesaurus.

## PERSONNEL

President.....W. P. Hobby  
 Station Manager.....Kern Tips  
 Publicity Director.....Edith Riley  
 Musical Director.....K. Burt Sloan  
 Chief Engineer.....H. T. Wheeler

## POLICIES

No stated special policies.

## REPRESENTATIVE

Edward Petry & Co.

# KTRH

"THE CHRONICLE STATION"

HOUSTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1290 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: KTRH Broadcasting Co., Houston Chronicle. OPERATED BY: Houston Chronicle. BUSINESS ADDRESS: Rice Hotel. PHONE: Preston 4361—Capitol 1992. STUDIO ADDRESS: Rice Hotel. TRANSMITTER LOCATION: Deepwater. TIME ON THE AIR: 6:30 A.M. to midnight (daily); 7:45 A.M. to midnight (Sunday). NEWSPAPER AFFILIATION: Houston Chronicle. NEWS SERVICE: Local News and thirty-word (Chronicle) National Flashes. TRANSCRIPTION SERVICE: Standard Radio.

## PERSONNEL

Station Manager.....B. F. Orr  
 Commercial Manager.....Ray E. Bright  
 Publicity Director.....Harry Grier  
 Musical Director.....Edward Fritsch  
 Chief Engineer.....Tom Hiner

## POLICIES

No liquor accounts accepted; light wines and beer accounts accepted. Foreign language programs acceptable in line with CBS policies. No patent medicine, cancer cures, etc., accepted. Any program of a radical nature subject to careful editing by program department. Social diseases discussed providing speaker is member of medical profession

in high standing or under government supervision.

Maintains special merchandising and exploitation departments to conform with normal wishes of any advertiser.

**REPRESENTATIVE**

John Blair & Company

**KXYZ**

**HOUSTON—EST. 1930**

**NATIONAL BROADCASTING CO.**

**FREQUENCY:** 1440 Kc. **POWER:** 1000 Watts. **OWNED BY:** Harris County Broadcast Co. **OPERATED BY:** Harris County Broadcast Co. **BUSINESS ADDRESS:** 5th floor, Gulf Bldg. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Houston. **TIME ON THE AIR:** 24 hours a day. **MAINTAINS AN ARTIST BUREAU. TRANSCRIPTION SERVICE:** World Broadcasting System, C. P. MacGregor.

**PERSONNEL**

Manager.....T. F. Smith

**POLICIES**

Merchandising and publicity departments are part of the regular service.

**REPRESENTATIVE**

Graham A. Robertson

**KOCA**

"KILGORE. THE OIL CAPITAL OF AMERICA"

**KILGORE—EST. 1936**

**FREQUENCY:** 1210 Kc. **POWER:** 250 Watts, d.; 100 Watts, n. **OWNED BY:** Oil Capitol Broadcasting Co. **OPERATED BY:** Same. **BUSINESS ADDRESS:** Hotel Kilgore. **PHONE:** 616. **STUDIO ADDRESS:** Hotel Kilgore. **TRANSMITTER LOCATION:** Duval & Marlin Sts. **TIME ON THE AIR:** 6:00 A.M. to 10:00 P.M. **NEWSPAPER AFFILIATIONS:** Kilgore Daily News. **NEWS SERVICE:** United Press. **MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE:** Standard Radio.

**PERSONNEL**

General Manager .....Roy G. Terry  
Commercial Manager .....H. A. Degner  
Artists' Bureau Head .....Miss Betty Ford  
Chief Announcer .....Van Patrick  
Station Manager .....H. A. Degner  
Musical Director .....Miss Betty Ford  
Chief Engineer .....H. C. Slife

**POLICIES**

No stated special program policies.

Merchandising aids via dozen or more remotes to various business places, where a Vox Pop is staged, such as actual used car demonstrations; shopping trips through stores, also by remote control broadcasts, etc.

**KFRO**

"KEEP FOREVER ROLLING ON"

**LONGVIEW—EST. 1934**

**FREQUENCY:** 1370 Kc. **POWER:** 250 Watts. **OWNED BY:** Voice of Longview. **OPERATED BY:** Voice of Longview. **BUSINESS ADDRESS:** Box 616. **PHONE:** 411. **STUDIO ADDRESS:** 620 Glover Crim Bldg. **TRANSMITTER LOCATION:** S. Green at Radio Street. **TIME ON THE AIR:** 6:00 A.M. to local sunset. **TRANSCRIPTION SERVICE:** World Broadcasting System.

**PERSONNEL**

President .....James R. Curtis  
Commercial Manager .....H. Johnson  
Chief Announcer .....John McDonald  
Publicity Director .....James R. Curtis  
Musical Director .....James R. Curtis  
Chief Engineer .....Edward Bumpass

**POLICIES**

Do not accept liquor accounts. No foreign language programs due to 99 per cent English speaking population.

Merchandising: Letters to dealers and prepare dealer mailing lists or routes. Furnish tie-in price cards and usual newspaper releases.

**REPRESENTATIVES**

John H. Reagin, Atlanta, Ga.  
H. C. Conover, Chicago  
Walter Biddick, Los Angeles

**KFYO**

"LUBBOCK. HUB OF THE PLAINS. HOME OF TEXAS TECH"

**LUBBOCK—EST. 1927**

**FREQUENCY:** 1310 Kc. **POWER:** 250 Watts, d.; 100 Watts, n. **OWNED BY:** Plains Radio Broadcasting Co. **OPERATED BY:** Plains Radio Broadcasting Co. **BUSINESS ADDRESS:** Box 1448. **PHONE:** 1700-1 (Trans) 1540. **STUDIO ADDRESS:** 914 Ave. J. **TRANSMITTER LOCATION:** 2312 5th St. **TIME ON THE AIR:** 7:00 A.M. to 10:00 P.M. (daily); 8:00 A.M. to 8:00 P.M. (Sunday). **MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATIONS:** Lubbock Avalanche Journal. **NEWS SERVICE:** United Press (exclusive leased wire). **TRANSCRIPTION SERVICES:** Standard Radio, C. P. MacGregor, NAB Public Domain.

**PERSONNEL**

President.....O. L. Taylor (Amarillo)  
Commercial Manager.....DeWitt Landis  
Artists' Bureau Head.....R. B. McAlister  
Chief Announcer.....Wesley Youngblood  
Station Manager.....DeWitt Landis  
Publicity Director.....Bruce Collier  
Musical Director.....O. D. Cook  
Chief Engineer.....W. H. Torrey

## POLICIES

No liquor accounts. Spanish is accepted, though not desirable (97 per cent white literate population).

Complete merchandising service, reasonable amount free, additional service at net cost.

## REPRESENTATIVE

Howard H. Wilson Company

# KRBA\*

LUFKIN—EST. 1937

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Red Lands Broadcasting Association (Ben T. Wilson, President). OPERATED BY: Red Lands Broadcasting Association. BUSINESS ADDRESS: Lufkin. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime.

## PERSONNEL

President.....Ben T. Wilson  
\*Operating under CP issued by FCC, at time of going to press.

# KRLH

MIDLAND—EST. 1935

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Clarence Scharbauer. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Scharbauer. PHONE: 1070. STUDIO ADDRESS: 117 So. Lorraine. TRANSMITTER LOCATION: 2100 West Wall. TIME ON THE AIR: 6:45 A.M. to 5:45 P.M.

## PERSONNEL

Station Manager.....T. K. Betzel  
Publicity Director.....R. C. Lackland  
Musical Director.....Pete Gates  
Chief Engineer.....Robert Harmon

## POLICIES

Does not accept liquor advertisements.

# KNET

PALESTINE—EST. 1936

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Palestine Broadcast Assn. OPERATED BY: Palestine Broadcast Assn. BUSINESS ADDRESS: John and Crawford Sts. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Palestine. TIME ON THE AIR: Daytime.

## PERSONNEL

Manager.....B. V. Hammond

# KPDN

"AT THE TOP OF TEXAS"

PAMPA—EST. 1936

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: R. C. Hoiles. OPERATED BY: S. L. Patterson. BUSINESS ADDRESS: 202 1/2 N. Ballard. PHONE: 1100. STUDIO ADDRESS: 202 1/2 N. Ballard. TRANSMITTER LOCATION:

8 miles east of city limits. TIME ON THE AIR: 6:30 A.M. to Sunset. NEWSPAPER AFFILIATION: Pampa Daily News. NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICES: C. P. MacGregor. World Broadcasting System. Standard Radio.

## PERSONNEL

Commercial Manager.....S. L. Patterson  
Chief Announcer.....Bill Karn  
Station Manager.....S. L. Patterson  
Musical Director.....Ray Monday  
Chief Engineer.....Herman Kreiger

## POLICIES

No liquor advertising or any other accounts that station management feels are not approved by the big majority of audience.

Distribution analysis of advertisers' product or other brands of same product prior to campaign. Personal merchandising visits to both wholesalers and retailers to secure better distribution. Secure store display tie-ups. Secure tie-ups in retailers' local advertising. Survey of retail and wholesale outlets to determine progress of campaign. Survey of retail and wholesale outlets at close of campaign to determine results. Elaborate newspaper publicity provided campaign is of program nature rather than spot announcements.

## REPRESENTATIVE

Southwest Broadcasters, Inc.

# KPLT

"THE FRIENDLY STATION"

PARIS—EST. 1936

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: North Texas Broadcasting Co. OPERATED BY: North Texas Broadcasting Co. BUSINESS ADDRESS: Gibraltar Hotel. PHONE: 1124-5. STUDIO ADDRESS: Gibraltar Hotel, Mezzanine Floor. TRANSMITTER LOCATION: 1 1/4 miles south on Texas Highway No. 24. TIME ON THE AIR: Local Sunrise to Sunset. NEWSPAPER AFFILIATIONS: North Texas Broadcasting Co. is owned by North Texas Pub. Co. which publishes The Paris News. NEWS SERVICE: Associated Press News flashes from the editorial rooms of The Paris News. MAINTAINS ARTISTS' BUREAU; TRANSCRIPTION SERVICES: NBC Thesaurus, Standard Radio Service.

## PERSONNEL

President.....A. G. Pat Mayse  
Chief Announcer.....Richard Schlaudroff  
Station Manager.....J. Bert Mitchell, Jr.  
Sales Manager.....J. Bert Mitchell, Jr.  
Musical Director.....Richard Schlaudroff  
Chief Engineer.....M. W. Jeffus

## POLICIES

Accepts beer advertising but no wine and liquor advertising.

Merchandising cooperation to the fullest extent.

## REPRESENTATIVE

Graham A. Robertson

# KIUN

"VOICE WEST OF THE PECOS"  
PECOS—EST. 1935

FREQUENCY: 1420 Kc. POWER: 100 Watts.  
OWNED BY: Jack Hawkins and Barney Hubbs.  
OPERATED BY: Jack Hawkins and Barney Hubbs.  
BUSINESS ADDRESS: KIUN Building.  
STUDIO ADDRESS: KIUN Bldg. TRANSMITTER LOCATION: North of city, 1 mile. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Affiliated with Pecos Enterprise, a weekly, through interlocking ownership. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Radio Bands, Inc.

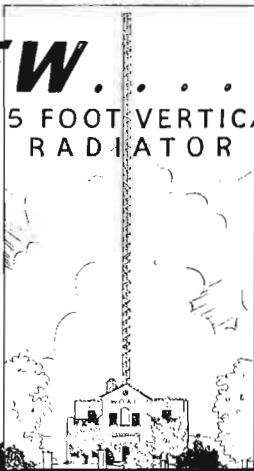
## PERSONNEL

President.....Jack Hawkins  
Station Manager.....Jack Hawkins  
Chief Announcer.....Dick Jay  
Sales Manager.....Howard Holbrook  
Publicity Director.....Barney Hubbs  
Musical Director.....Bob Skyles  
Chief Engineer.....C. A. Roark

## POLICIES

Accepts wine and beer advertising; Spanish language programs subject to approval.  
Renders newspaper publicity; any reasonable amount of dealer contact work.

**NEW**.....  
425 FOOT VERTICAL  
RADIATOR



**WOAI**  
50,000 WATTS - CLEARED CHANNEL  
1190 KILOCYCLES

**SAN ANTONIO**

Represented Nationally by Edward Petry & Co.  
Affiliate - National Broadcasting Company  
Member - Texas Quality Network

# KPAC

PORT ARTHUR—EST. 1935

FREQUENCY: 1260 Kc. POWER: 500 Watts.  
OWNED BY: Port Arthur College. OPERATED BY: Port Arthur College. BUSINESS ADDRESS: Port Arthur College. STUDIO ADDRESS: Same. PHONE: 3320. TRANSMITTER LOCATION: Port Arthur. TIME ON THE AIR: 6:00 A.M. to local sunset.

## PERSONNEL

General Manager-Station Director. Glenn Hewitt

# KGKL

SAN ANGELO—EST. 1928

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KGKL, Inc. OPERATED BY: KGKL, Inc. BUSINESS ADDRESS: St. Angelus Hotel. PHONE: 5515-6715-16-17. STUDIO ADDRESS: St. Angelus Hotel. TRANSMITTER LOCATION: 50 S. Milton St. TIME ON THE AIR: 7:30 A.M. to 10:15 P.M. NEWSPAPER AFFILIATIONS: San Angelo Standard Times. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICE: NBC Thesaurus.

## PERSONNEL

President.....H. C. Ragsdale  
Commercial Manager.....Earle Yates  
Chief Announcer.....Lynn Bigler  
Station Manager.....Earle Yates  
Musical Director.....Lynn Bigler  
Chief Engineer.....Frank M. Jones

## POLICIES

No stated special policies.

# KABC

"THE SPORTS STATION"

SAN ANTONIO—EST. 1924

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Alamo Broadcasting Co. OPERATED BY: Alamo Broadcasting Co. BUSINESS ADDRESS: Texas Theater Bldg. PHONE: Garfield 4241. STUDIO ADDRESS: Texas Theater Bldg. TRANSMITTER LOCATION: 811 E. Myrtle. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

## PERSONNEL

President.....Henry Lee Taylor  
General Manager.....William McCabe  
Chief Announcer.....Chas. Belli  
Station Manager.....Gene L. Cagle  
Chief Engineer.....Ed L. Starnes

## POLICIES

No liquor; beer accepted. Foreign language only in afternoon—2 to 4 P.M.

# KMAC

SAN ANTONIO

FREQUENCY: 1370 Kc. POWER: 250 watts. d.; 100 watts, n. OWNED BY: W. W. McAllister. OPERATED BY: W. W. McAllister. BUSINESS ADDRESS: 27th floor, Smith Young Tower. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: San Antonio. TIME ON THE AIR: Part time schedule. TRANSCRIPTION SERVICE: NBC Thesaurus.

## PERSONNEL

Manager.....Howard W. Davis  
Program Director.....A. S. Bensan

## REPRESENTATIVE

Cox and Tanz

# KONO

SAN ANTONIO—EST. 1927

FREQUENCY: 1370 Kc. POWER: 100 Watts (250 Watts pending). OWNED BY: Eugene J. Roth. OPERATED BY: Mission Broadcasting Co. BUSINESS ADDRESS: Milam Building. PHONE: F. 1371-2. STUDIO ADDRESS: Milam Bldg. TRANSMITTER LOCATION: Milam Bldg. TIME ON THE AIR: 9 hours daily (shares time with KMAC). NEWS SERVICE: La Prensa (Spanish only). MAINTAINS ARTISTS' BUREAU: TRANSCRIPTION SERVICE: Usual facilities.

## PERSONNEL

President.....Eugene J. Roth  
Commercial Manager.....James Brown  
Artists' Bureau Head.....Gerald Morgan  
Chief Announcer.....Bill Laurie  
Station Manager.....Eugene J. Roth  
Sales Manager.....James Brown  
Publicity Director.....Gerald Morgan  
Musical Director.....Ted Brown  
Chief Engineer.....Geo. Ing

## POLICIES

Station accepts beer—light wines. No hard liquors. Announcements must conform with station policies. Spanish announcements accepted, but must be placed on nightly two-hour international Goodwill Program. All spot announcements must be no longer than seventy-five words. All products advertised on KONO must conform with requirements for the public welfare.

Merchandising tie-ups with all local and racial papers (local community papers). Programs "Previewed" on KONO Sampler Program weekly. Any other merchandising methods desired by account at cost. Station gives "plugs" on all new commercial programs for several days in advance of first program.

## REPRESENTATIVE

Cox & Tanz, Inc.

# KTSA

"SERVING THE PUBLIC INTEREST IN SOUTH TEXAS"

SAN ANTONIO—EST. 1928

COLUMBIA BROADCASTING COMPANY  
FREQUENCY: 550 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: KTSA Broadcasting Co. OPERATED BY: KTSA Broadcasting Co. BUSINESS ADDRESS: Garter Hotel. PHONE: Garfield 1251. STUDIO ADDRESS: Garter Hotel. TRANSMITTER LOCATION: St. Hedwig Road. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: San Antonio Light. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: Lang-Worth, Went-Worth, and Associated Music Publishers.

## PERSONNEL

Vice-President-General Manager..Neal Barrett  
Station Manager.....H. C. Burke  
Program Manager.....Paul Girard  
Commercial Manager.....George Johnson  
Musical Director.....Ernst Hauser  
Chief Engineer.....Wm. Egerton

## POLICIES

No special policies.

## REPRESENTATIVE

Hearst Radio, Inc.

# WOAI

SAN ANTONIO—EST. 1922

NBC—TEXAS QUALITY NETWORK

FREQUENCY: 1190 Kc. POWER 50,000 Watts. OWNED BY: Southland Industries, Inc. OPERATED BY: Southland Industries, Inc. BUSINESS ADDRESS: 1031 Navarro. PHONE: Garfield 4221-2-3. STUDIO ADDRESS: 1031 Navarro. TRANSMITTER LOCATION: Selma, Texas. TIME ON THE AIR: (Sunday) 8:00 A.M. to 11:30 P.M.; (daily) 6:30 A.M. to 11:30 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## PERSONNEL

President.....Hugh A. L. Half  
Vice-President-General Manager  
Beeman Fisher  
Advertising-Publicity Director....Carl A. Doty  
Chief Engineer.....Fred Sterling

## POLICIES

Liquor advertising taken only subject to modification of copy if found necessary. Foreign language accounts must be accompanied by verbatim translations of continuity. Will not accept advertising of Doctors or Dentists.

Maintains complete merchandising service for its advertisers and will give full cooperation to any advertiser's merchandising activities in the San Antonio market. The station from time to time conducts local merchandising activities in cooperation with the local adver-

tiser. A regular station publication is released every other month and a complete merchandising service to approximately 700 grocers and 225 druggists every month.

**REPRESENTATIVE**

Edw. Petry & Co., Inc.

**KRRV**

"THE VOICE OF THE RED RIVER VALLEY"

**SHERMAN—EST. 1936**

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Red River Valley Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1910 S. Crockett St. PHONE: 201. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

**PERSONNEL**

President.....G. H. Wilcox  
Commercial Manager.....L. L. Hendrick  
Chief Announcer.....Roy Pickett  
Station Manager.....L. L. Hendrick  
Sales Manager.....Maurice Wray  
Musical Director.....Roy Pickett  
Chief Engineer.....T. E. Spellman

**POLICIES**

Accepts foreign language and wine and beer advertising. No hard liquor advertising. Commercial staff will lend full cooperation—and go to every reasonable extent to sell advertised products and merchandise.

**KTEM**

"THE FRIENDLY VOICE OF CENTRAL TEXAS"

**TEMPLE—EST. 1936**

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: Bell Broadcasting Co. OPERATED BY: Bell Broadcasting Co. BUSINESS ADDRESS: Kyle Hotel. PHONE: 4646. STUDIO ADDRESS: Kyle Hotel. TRANSMITTER LOCATION: 2.6 miles north of Temple on Temple-Waco highway. TIME ON THE AIR: 6:15 A.M. to local sunset. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

**PERSONNEL**

President.....Mrs. Ruth Mayborn  
Station Manager.....Burton Bishop  
Artists' Bureau Head.....Kirby Nix  
Chief Announcer.....W. W. Roark  
Chief Engineer.....Rupert Bogan

**POLICIES**

Liquor advertising accepted where copy is not offensive. Foreign language programs accepted due to large percentage of Czech and German people residing in area.

Commercial programs may have additional support of KTEM advising all dealers in territory of program by letter; commercial men

assist by keeping all local accounts advised of program; programs listed in daily newspaper schedule and publicized in station's daily program resume. Special downtown window displays arranged on request.

**REPRESENTATIVE**

Graham & Robertson, Inc.

**KGKB**

**TYLER—EST. 1931**

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: East Texas Broadcasting Co. OPERATED BY: J. G. Ulmer. BUSINESS ADDRESS: 115 S. College. PHONE: 1106-7. STUDIO ADDRESS: 115 S. College. TRANSMITTER LOCATION: Sandflat Road. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**PERSONNEL**

President.....W. M. Roberts  
Station Manager.....M. E. Danbom  
Commercial Manager.....M. E. Danbom  
Chief Announcer.....O. Franklin  
Chief Engineer.....John B. Sheppherd

**POLICIES**

Accepts no hard liquor advertising nor foreign language programs.

Will arrange window displays, get distribution in difficult stores . . . generally send out a form letter to all retail outlets when a product is advertised on station.

**WACO**

"SERVING THE PUBLIC INTEREST"

**WACO—EST. 1922**

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Hearst Radio. OPERATED BY: KTSA Broadcasting Co. BUSINESS ADDRESS: Amicable Bldg. PHONE: 2700-1. STUDIO ADDRESS: Amicable Bldg. TRANSMITTER LOCATION: Amicable Bldg. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: Associated Music Library, Lang-Worth Library.

**PERSONNEL**

Vice-President-General Manager..Neal Barrett  
Station Manager.....J. W. Pate  
Commercial Manager.....R. E. L. Glasgow  
Chief Announcer.....Clark Fulks  
Publicity Director.....Frank Ruetz  
Musical Director.....Pat Adelman  
Chief Engineer.....L. H. Appleman

**POLICIES**

Liquor programs accepted only after 10:30 P.M. and must be of a dignified character, running not less than 15 minutes and pro-

duced in the station's studios. Patent medicines are subject to Station approval. Foreign language programs no set rules; does not encourage such programs.

Circulars, doggers, placards, and direct mail merchandising aids.

**REPRESENTATIVE**

Hearst Radio, Inc.

**K R G V**

"SERVING 'LOWER VALLEY GRANDE' TEXAS 4TH CITY"

**WESLACO—EST. 1927**

NBC—(RED OR BLUE)

FREQUENCY: 1260 Kc. POWER: 1000 Watts.  
OWNED BY: KRGV, Inc. OPERATED BY:  
Same. BUSINESS ADDRESS: 201 Border.  
PHONE: 375-6. STUDIO ADDRESS: Same.

TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

**PERSONNEL**

President ..... M. S. Niles  
Station Manager ..... Ken Lowell Sibson  
Sales Manager ..... Ingham S. Roberts, III  
Publicity Director ..... Dick Watkins  
Musical Director ..... Dick Watkins  
Chief Announcer ..... Dick Watkins  
Chief Engineer ..... Neal McNaughton

**POLICIES**

No hard liquor advertising accepted.  
Merchandising: Merchandising department maintained by station for use without cost to clients. Charges made only for special services requiring cash expenditures.

**REPRESENTATIVE**

Howard H. Wilson Co.

**UTAH**

Population 519,000

Number of Families 117,810

Number of Radio Homes 96,560

Retail Sales \$132,098,000

Auto Registrations 116,816

**K S U B**

"GATEWAY TO SOUTHERN UTAH'S SCENIC WONDERLAND"

**CEDAR CITY—EST. 1937**

FREQUENCY: 1310 Kc. POWER: 100 Watts.  
OWNED BY: Johnson & Perry. OPERATED BY:  
Johnson & Perry. BUSINESS ADDRESS: Escalante Hotel. PHONE: 398. STUDIO ADDRESS: Escalante Hotel. TRANSMITTER LOCATION: West 2nd South. TIME ON THE AIR: 8:00 A.M. to 8:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NBC Thesaurus, C. P. MacGregor.

**PERSONNEL**

President ..... Johnson & Perry  
Station Manager ..... A. L. Madsen  
Sales Manager ..... A. L. Madsen  
Chief Engineer ..... Cutler R. Miller

**POLICIES**

No liquor accounts accepted.

**K L O**

**OGDEN—EST. 1924**

NATIONAL BROADCASTING CO. (BLUE)  
FREQUENCY: 1400 Kc. POWER: 500 Watts.  
OWNED BY: Interstate Broadcasting Corp.  
OPERATED BY: Same. BUSINESS ADDRESS:

7th floor, Hotel Ben Lomona. PHONE: 84-85. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Riverdale. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Ogden Standard Examiner. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICE: MacGregor & Sollie.

**PERSONNEL**

President ..... A. L. Glasmann  
Advertising Manager ..... M. J. Bunnell  
Chief Announcer ..... Tom Morris  
Program Manager ..... Ethel G. Clark  
Station Manager ..... Paul R. Heitmeyer, vice-pres.  
Musical Director ..... Ed Barry  
Chief Engineer ..... W. D'Orr Cozzens  
Production Manager ..... Jack Riaska

**POLICIES**

Does not accept liquor advertising. Advertising of beer accepted. Foreign language advertising not encouraged.

**REPRESENTATIVE**

Bryant Griffith & Brunson

**K E U B**

"THE VOICE OF EASTERN UTAH"  
**PRICE—EST. 1936**

FREQUENCY: 1420 Kc. POWER: 100 Watts.  
OWNED BY: E. Utah Broadcasting Co. (Sam.)

# SALT LAKE CITY



**R**ICHEST and most concentrated market between Denver and the Pacific Coast! An audience worth cultivating ... easily reached over the popular station ...

## KDYL



An N. B. C. Station

Nationally Represented by JOHN BLAIR & COMPANY

G. Weiss). OPERATED BY: E. Utah Broadcasting Co. BUSINESS ADDRESS: Price. PHONE: Price 200. STUDIO ADDRESS: Price. TRANSMITTER LOCATION: Price. TIME ON THE AIR: 8:00 A.M. to 8:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NBC Thesaurus, MacGregor Dramatic Library.

### PERSONNEL

General Manager.....John Richards  
 Station Manager.....Sam G. Weiss  
 Chief Engineer.....Frank C. Carman

### POLICIES

No hard liquor accounts. Beer and foreign languages accepted. ♦

## KDYL

"THE NBC STATION"

SALT LAKE CITY—EST. 1922

NBC (RED)

FREQUENCY: 1290 Kc. POWER: 1000 watts, n: 5000 watts, d. (Beg. Approx. May 1st). OWNED BY: Intermountain Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 6th floor, Ezra Thompson Bldg. PHONE: Wasatch 7180-1-2-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 9th W. and 33rd So. Murray. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus.

# KSL

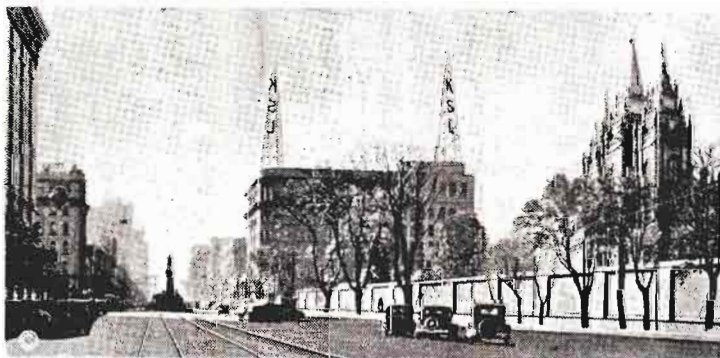
AFFILIATED WITH CBS

THE VOICE OF THE WEST

50,000 WATTS, 1130 KILOCYCLES

*At the Crossroads of the West*

One of the nation's most powerful radio stations; the dominant station in the vast western region which it serves, with millions of responsive listeners



SHOWING KSL STUDIO OPPOSITE TEMPLE SQUARE, SALT LAKE CITY



## PERSONNEL

President & General Manager.....S. S. Fox  
Commercial Manager.....W. E. Wagstaff  
Advertising Manager.....George Snaell  
Artists Bureau Head.....T. B. Woodbury  
Chief Announcer.....Floyd Farr  
Sales Manager.....W. E. Wagstaff  
Publicity Director.....George Snaell  
Musical Director.....T. B. Woodbury  
Chief Engineer.....J. M. Baldwin

## POLICIES

No liquor advertisements except beer. No foreign language accounts. Medical accounts accepted only after copy to be used has been submitted and approved.

Merchandising: Display windows in station's reception lobbies available for sponsor's use. Other tie-ups by arrangement.

## REPRESENTATIVE

John Blair Company

# KSL

"THE VOICE OF THE WEST"

SALT LAKE CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1130 Kc. POWER: 50,000 watts. OWNED BY: Radio Service Corporation of Utah. OPERATED BY: Same. BUSINESS ADDRESS: Union Pacific Bldg. PHONE: Wasatch 3901. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Saltair. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. (daily); 6:00 A.M. to midnight (Sunday); 6:00 A.M. to 6:00 A.M. (Saturday). NEWSPAPER AFFILIATION:

Salt Lake Tribune. NEWS SERVICES: United Press. International News Service. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Associated Library, Standard Library, C. P. MacGregor.

## PERSONNEL

President.....Sylvester O. Cannon  
Commercial Manager.....Dan H. Vincent  
Advertising Manager.....T. H. Alexsen  
Artists Bureau Head.....Irma F. Bitner  
Station Manager.....Earl J. Glade  
Sales Manager.....Dan H. Vincent  
Publicity Director.....Lennox Murdock  
Musical Director.....Gene Halliday  
Chief Engineer.....E. G. Pack

## POLICIES

Does not accept liquor advertising.

Merchandising: Mailing service. Will distribute merchandise displays to Salt Lake stores. Listing in KSL Press Release weekly. Space in monthly. Program brochure.

## REPRESENTATIVE

Edward Petry & Co., Inc.

# KUTA\*

SALT LAKE CITY—EST. 1937

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Utah Broadcasting Co. OPERATED BY: Utah Broadcasting Co. BUSINESS ADDRESS: Salt Lake City. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited.

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

# VERMONT

Population 383,000

Number of Families 94,290

Number of Radio Homes 82,910

Retail Sales \$99,121,000

Auto Registrations 84,155

# WCAX

BURLINGTON—EST. 1931

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Burlington Daily News, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 203 College St. PHONE: 134-373. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Part time schedule. NEWSPAPER AFFILIATION: Burlington Daily News. NEWS SERV-

ICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## PERSONNEL

President.....H. Nelson Jackson  
Commercial Manager.....W. J. Kennedy  
Advertising Manager.....W. J. Kennedy  
Artists' Bureau Head.....John F. Tierney  
Chief Announcer.....Herman Wight  
Station Manager.....H. Nelson Jackson  
Sales Manager.....W. J. Kennedy  
Publicity Director.....John F. Tierney  
Musical Director.....John F. Tierney  
Chief Engineer.....James W. Tierney

## POLICIES

Accepts beer advertising but no liquor accounts. No restrictions on foreign language accounts if the program is on a transcription. However, all matter on same is subject to our approval.

# WSYB

**RUTLAND—EST. 1930**

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: P. Weiss Music Co. OPERATED BY: Same. BUSINESS ADDRESS: 80 West St. PHONE: 1247. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 10:00 A.M. to 1:00 P.M. and 5:00 P.M. to 9:00 P.M. (construction permit to operate with unlimited time). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

## PERSONNEL

President ..... P. Weiss  
Station Manager ..... J. H. Weiss  
Chief Engineer ..... J. A. Housek

## POLICIES

No stated special program policies.

## REPRESENTATIVES

Cox & Tanz ..... Weed & Co.

# WQDM

**ST. ALBANS—EST. 1929**

FREQUENCY: 1390 Kc. POWER: 1000 Watts. OWNED BY: F. Arthur Bosturik. OPERATED BY: F. Arthur Bosturik. BUSINESS ADDRESS: St. Albans. PHONE: 126. STUDIO ADDRESS: 32 North Main St. TRANSMITTER LOCATION: ¼ mile north of city on route 7 fresh water marsh. Maintains ARTIST BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Lang-Worth, Radio Bands, Inc., Earnshaw Production.

## PERSONNEL

President ..... F. Arthur Bosturik  
Advertising Manager ..... John Barrette  
Artists' Bureau Head ..... Harriet Hall  
Chief Announcer ..... Edward Anderson  
Station Manager ..... F. Arthur Bosturik  
Publicity Director ..... Evelyn Stevenson  
Musical Director ..... Florence M. Bosturik  
Chief Engineer ..... Edward Regan

## POLICIES

No hard liquor. Accepts beer and foreign language accounts.

Tie-up with newspaper and window displays.

## REPRESENTATIVE

Gene Furgason & Co.

# WNBX

"RADIO CAPITAL OF VERMONT & NEW HAMPSHIRE"

**SPRINGFIELD—EST. 1927**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 1000 watts.

OWNED BY: WNBX Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Woolson Block, 39 Main St. PHONE: 86-3-86-4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Mt. Ararat. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System. Standard Radio. MAINTAINS ARTISTS BUREAU.

## PERSONNEL

President ..... Harry C. Wilder  
Commercial Manager ..... Phil Hoffman  
Advertising Manager ..... Phil Hoffman  
Artists Bureau Head ..... Lansing Lindquist  
Chief Announcer ..... Ozzie Wade  
Station Manager ..... Phil Hoffman  
Publicity Director ..... Lansing Bennett  
Chief Engineer ..... Bill Moore

## POLICIES

No liquor advertising accepted. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to the station.

Station will assist in merchandising service which includes direct mail, movie trailers, dealer contacts.

## REPRESENTATIVE

Paul H. Raymer Co.

# WDEV

"VERMONT'S MID-STATE STATION"

**WATERBURY—EST. 1931**

FREQUENCY: 550 Kc. POWER: 500 Watts. 1000 pending. OWNED BY: L. E. Squier and W. G. Ricker. OPERATED BY: L. E. Squier and W. G. Ricker. BUSINESS ADDRESS: 8 Stowe St., Montpelier. PHONE: 13-240. STUDIO ADDRESS: Waterbury. TRANSMITTER LOCATION: Waterbury. TIME ON THE AIR: 6:00 A.M. to sundown. Maintains ARTISTS' BUREAU. NEWSPAPER AFFILIATIONS: Waterbury Record. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus; Langlois Wentworth.

## PERSONNEL

Commercial Manager ..... Harold Deal  
Station Manager ..... L. E. Squier  
Advertising Manager ..... W. G. Ricker  
Artists' Bureau Head ..... W. G. Ricker  
Chief Announcer ..... Ted Nelson  
Sales Manager ..... L. E. Squier  
Musical Director ..... Ralph Delfino  
Chief Engineer ..... Melvin Sikkles

## POLICIES

No liquor advertising. Sole restriction. Service available from printing department of Waterbury Record and columns of paper.

## REPRESENTATIVE

Horace Hagedorn, N. Y. C.

# VIRGINIA

Population 2,706,000

Number of Families 584,460      Number of Radio Homes 384,740

Retail Sales \$471,329,000      Auto Registrations 417,463

## WCHV

"CHARLOTTESVILLE'S ONLY ADVERTISING MEDIUM THAT SPEAKS FOR ITSELF"

**CHARLOTTESVILLE—EST. 1929**

VIRGINIA BROADCASTING SYSTEM, INC.

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Community Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Market & 4th. PHONE: 444. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: R. No. 250 Richmond Road. TIME ON THE AIR: 6:00 A.M. to sunset (Shares night with WEED). NEWSPAPER AFFILIATIONS: Washington Post, Richmond News Leader. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

### PERSONNEL

Station Manager ..... Hugh M. Curdler  
Commercial Manager ..... C. D. Taylor  
Chief Announcer ..... Edward W. Hane  
Sales Manager ..... C. D. Taylor  
Chief Engineer ..... Walter W. Gray

### POLICIES

Does not accept liquor or foreign language accounts.

Complete merchandising service including regular calls on merchants in primary area.

### REPRESENTATIVE

J. J. Devine & Associates

## WBTM

"WORLD'S BEST TOBACCO MARKET"

**DANVILLE—EST. 1930**

VIRGINIA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Piedmont Broadcasting Corp. OPERATED BY: Piedmont Broadcasting Corp. BUSINESS ADDRESS: 427 Main St. PHONE: 2350. STUDIO ADDRESS: 427 Main St. TRANSMITTER LOCATION: Danville. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU.

### PERSONNEL

President ..... L. N. Dibrell  
Commercial Manager ..... S. C. Ondarcho  
Advertising Manager ..... J. M. Croft  
Artists' Bureau Head ..... W. P. Heffernan  
Chief Announcer ..... W. P. Heffernan  
Station Manager ..... S. C. Ondarcho  
Sales Manager ..... S. C. Ondarcho  
Publicity Director ..... J. M. Croft  
Musical Director ..... Geo. Heffernan  
Chief Engineer ..... Phil Briggs

### POLICIES

No liquor advertising accepted; beer and wine accepted; foreign language accounts discouraged because of limited foreign population; medical accounts accepted; copy in all cases must be in good taste and ethical.

For exploitation station publishes its own weekly paper. No merchandising department established but a reasonable amount is done without cost.

### REPRESENTATIVE

H. K. Conover Co.

## WSVA

"SHENANDOAH VALLEY STATION"

**HARRISONBURG—EST. 1935**

FREQUENCY: 550 Kc. POWER: 500 Watts. OWNED BY: Shenandoah Valley Broadcasting Corp. OPERATED BY: Shenandoah Valley Broadcasting Corp. BUSINESS ADDRESS: Harrisonburg. PHONE: Harrisonburg, 875; Staunton, 647. STUDIO ADDRESS: Harrisonburg. TRANSMITTER LOCATION: Route No. 1, Harrisonburg. TIME ON THE AIR: Sunrise to local sunset. NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICES: World Broadcasting System, Standard Radio, Inc.

### PERSONNEL

Station Manager ..... Chas. P. Blackley  
Sales Manager ..... Chas. P. Blackley  
Chief Announcer ..... Wendell Siler  
Chief Engineer ..... U. L. Lynch

## POLICIES

Beer accounts accepted. Wine and liquor accounts not accepted.

Merchandising plan consists of: Distribution of advertising and promotional matter of sponsors in connection with programs, and the contacting of merchants in territory relative to increasing interest in programs of sponsors.

# WLVA

LYNCHBURG—EST. 1930

REGIONAL V.B.S.

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Lynchburg Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Allied Arts Bldg. PHONE: 3030. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Page St. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press & Teletype. TRANSCRIPTION SERVICES: Standard Radio, Lang-Worth & NAB Library.

## PERSONNEL

President .....Edw. A. Allen  
Commercial Manager .....Glen E. Jackson  
Advertising Manager .....Glen E. Jackson  
Chief Announcer .....James Moore

# WMBG

NBC Red



RICHMOND, VIRGINIA



For complete market data

*consult*

**GENE FURGASON & CO.**

NEW YORK

MUrray Hill 2-3734

Chicago — State 5241

Station Manager .....Philip P. Allen  
Publicity Director .....James Howe  
Chief Engineer .....Albert E. Heisen

## POLICIES

No liquor accounts accepted.

# WGH

NEWPORT NEWS—EST. 1928

VIRGINIA BROADCASTING SYSTEM  
CBS OPTIONAL PROGRAMS

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Hampton Roads Broadcasting Corp. OPERATED BY: Hampton Roads Broadcasting Corp. BUSINESS ADDRESS: Bankers Trust Bldg., Norfolk; 1319 Washington Ave.; American National Bank Bldg., Portsmouth. PHONE: 44319 Norfolk; 2297 Newport News; 991 Portsmouth. STUDIO ADDRESS: Bankers Trust Bldg., Norfolk; 1319 Washington Ave.; American Bank Bldg., Portsmouth. TRANSMITTER LOCATION: Newport News. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICE: Lang-Worth and NAB Library.

## PERSONNEL

President .....Edward E. Bishop  
Commercial Manager .....Edward E. Edgar  
Advertising Manager .....Edward E. Edgar  
Artists' Bureau Head .....Alfred Temple  
Chief Announcer .....Joel F. Wahlberg  
Station Manager .....Edward E. Bishop  
Sales Manager .....Edward E. Edgar  
Publicity Director .....Gene Stratton  
Musical Director .....Willby Goff  
Chief Engineer .....Raymond P. Aylor, Jr.

## POLICIES

No liquor advertising except wines and beers, conforming to rules of Virginia Alcoholic Beverage Board. Foreign language accounts acceptable where public interest is served and necessity exists. Internal medicines not accepted.

# WTAR

"VIRGINIA'S PIONEER VOICE"

NORFOLK—EST. 1923

NATIONAL BROADCASTING CO.

FREQUENCY: 780 Kc. POWER: 1000 watts. OWNED BY: Norfolk Newspapers, Inc. OPERATED BY: Norfolk Newspapers, Inc. BUSINESS ADDRESS: National Bank of Commerce Bldg. PHONE: 2-5671-2-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Glenrock, Princess Anne County. TIME ON THE AIR: (daily) 6:30 A.M. to 1:00 A.M.; (Sunday) 8:00

A.M. to 12:00 midnight. **NEWSPAPER AFFILIATIONS:** Norfolk Ledger-Dispatch, Norfolk Virginian Pilot. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** NAB Library.

### PERSONNEL

President.....Paul S. Huber  
Commercial Manager.....John W. New  
Station Manager.....Campbell Arnoux  
Publicity Director.....Lee Chadwick  
Musical Director.....Henry Cowles Whitehead  
Chief Engineer.....J. L. Grether

### POLICIES

Accepts wine and beer accounts; no hard liquor advertising. Foreign language accounts judged individually and acceptance based on the merit of the program material. No foreign language account has been broadcast over station to date.

Merchandising: Courtesy announcements gratis, listings in morning and evening newspaper, announced in two daily program resumes, letters to dealers, contact of dealers and wholesalers, and additional activities at cost.

### REPRESENTATIVE

Edward Petry & Co.

## WBBL

RICHMOND

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Grace Covenant Presbyterian Church (M. A. Sitton, Agent). OPERATED BY: Grace Covenant Presbyterian Church. BUSINESS ADDRESS: Richmond. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Specified hours.

### PERSONNEL

Agent.....M. A. Sitton

### POLICIES

Station does not sell time.

## WMBG

"THE HAVENS AND MARTIN STATION"  
RICHMOND—EST. 1926

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1350 Kc. POWER: 500 Watts. OWNED BY: Havens & Martin, Inc. OPERATED BY: Havens & Martin, Inc. BUSINESS ADDRESS: 914 W. Broad. PHONE: 3-6776. STUDIO ADDRESS: 914 W. Broad. TRANSMITTER LOCATION: Staples Mill Road & Broad St. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

### PERSONNEL

President.....Wilbur M. Havens  
Commercial Manager.....Wilbur M. Havens  
Advertising Manager.....Robt. E. Mitchell  
Artists' Bureau Head.....Robt. E. Mitchell  
Chief Announcer.....Jack Hooper  
Station Manager.....Wilbur M. Havens  
Local Sales Manager.....Wm. Filer  
Publicity Director & National Sales  
R. E. Mitchell  
Musical Director.....Garnett Tate  
Chief Engineer.....Wiltred H. Wood

### POLICIES

Beer and wine accounts accepted; no hard liquor.

Complete merchandising set-up including dealers' letters; distribution of window and counter cards; window dressing.

### REPRESENTATIVE

Gene Ferguson & Co.

## WRNL

"THE FRIENDLY STATION"  
RICHMOND—EST. 1937

VIRGINIA BROADCASTING SYSTEM

FREQUENCY: 880 Kc. POWER: 500 Watts (1000 pending). OWNED BY: WLBG, Inc. OPERATED BY: WLBG, Inc. (ex-WPHR). BUSINESS ADDRESS: 323 E. Grace St. PHONE: 3-4242. STUDIO ADDRESS: 323 E. Grace St. TRANSMITTER LOCATION: Henrico County. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Associated Music, Lang-Worth and C. P. MacGregor.

### PERSONNEL

President.....John Stewart Bryan  
Advertising Manager.....C. A. Baker  
Artists' Bureau Head.....Blanche Moody  
Chief Announcer.....Wallace Stell  
Station Manager.....Earl Sowers  
Sales Manager.....C. A. Baker  
Publicity Director.....Earl Sowers  
Musical Director.....Marynelle Gutridge  
Chief Engineer.....W. A. Selden

### POLICIES

Station does not accept liquor ads.

Has merchandising department, including audience room excellently equipped for auditions, etc.

# WRTD

RICHMOND—EST. 1937

NATIONAL BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Times-Dispatch Publ. Co., Inc. OPERATED BY: Times-Dispatch Publishing Co., Inc. BUSINESS ADDRESS: State-Planters Bank Building. PHONE: 3-7471, 3-7472, 3-7473. STUDIO ADDRESS: State-Planters Bank Building. TRANSMITTER LOCATION: Belle Isle. TIME ON THE AIR: Mon. to Sat. 7:00 A.M. to 1:00 A.M.; Sun. 7:00 A.M. to 12:00 midnight. NEWS-PAPER AFFILIATIONS: Times-Dispatch Publishing Co., Inc. TRANSCRIPTION SERVICES: Associated Music Publishers and Standard Radio.

## PERSONNEL

President.....John D. Wise  
Manager.....Ovellon Maxey  
Chief Engineer.....David Bain  
Program Director.....Pelo Gleason  
Production Manager.....Pelo Gleason  
Continuity Director.....Robert Ehrman  
Publicity & Merchandising.....Bernard Dabney  
Traffic Manager.....Mildred Williams  
Chief Announcer.....Sam Lawder

## POLICIES

Does not accept hard liquor or wines but does accept beer; does not accept foreign languages.

Displays in five banks; one in lobby of Richmond Times-Dispatch; one in reception room of WRTD; as a rule preannouncements: personal contact with distributors and dealers. Letters to distributors and principal dealers.

## REPRESENTATIVE

Edward Petry & Co., Inc.

# WRVA

"DOWN WHERE THE SOUTH BEGINS—  
VIRGINIA'S PREMIER STATION"

RICHMOND—EST. 1925

FREQUENCY: 1110 Kc. POWER: 5000 Watts. OWNED BY: Larus & Brother Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Richmond. PHONE: 3-6633. STUDIO ADDRESS: Hotel Richmond. TRANSMITTER LOCATION: Mechanicsville. TIME ON THE AIR: 7:00 A.M. to midnight (Fri. to 2:00 A.M.). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## PERSONNEL

President.....P. L. Reed  
General Manager.....C. T. Lucy  
Commercial Manager.....Barron Howard

Chief Announcer.....J. Robert Beadles  
Sales Manager.....Barron Howard  
Publicity Director.....Walter R. Bishop  
Musical Director.....E. D. Naff  
Chief Engineer.....R. N. Eubank  
Technical Supervisor.....H. S. Lucy

## POLICIES

Accept no alcoholic advertising including wine, beer or liquor. Has no foreign language accounts since this is native territory. After 6:00 P.M. accepts no advertising for product, use of which would not be considered suitable topic for discussion in mixed group. Matter of good taste applied to all proposed accounts.

Merchandising: Merchandising and exploitation is handled on a per-job basis by a local exploitation firm. No definite merchandising set-up is maintained by station.

## REPRESENTATIVE

Paul H. Raymer Company

# WDBJ

ROANOKE—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 930 Kc. POWER: 5000 Watts. d.; 1000, n. OWNED BY: Times-World Corp. OPERATED BY: Times-World Corp. BUSINESS ADDRESS: 124 West Kirk Ave. PHONE: 8131, 8132. STUDIO ADDRESS: 124 West Kirk Ave. TRANSMITTER LOCATION: Colonial Hqts., Roanoke. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: The Roanoke Times (morning); The Roanoke World News (evening). NEWS SERVICE: Associated Press News. TRANSCRIPTION SERVICES: NAB Library and World Broadcasting System Library.

## PERSONNEL

President.....J. P. Fishburn  
Commercial Manager.....F. D. Kesler  
Artists' Bureau Head.....Mary Henson  
Station Manager.....Ray P. Jordan  
Publicity Director.....Marvin Naff  
Musical Director.....Mary Henson  
Chief Engineer.....Robert D. Avery

## POLICIES

Does not accept liquor advertising except beer and light wines. No objection to foreign language accounts, but advises against them because of only 2 per cent foreign born population.

Complete merchandising co-operation. Letters to dealers; window and store displays, newspaper publicity, etc.

## REPRESENTATIVES

Craig & Hollingbery, Inc., New York  
Sears & Ayer, Chicago

# WASHINGTON

Population 1,658,000

Number of Families 446,470

Number of Radio Homes 394,230

Retail Sales \$528,709,000

Auto Registrations 499,760

## KXRO

"TWIN HARBOR" STATION  
ABERDEEN—EST. 1926

MUTUAL—DON LEE BROADCASTING CO.

FREQUENCY: 1310 Kc. POWER: 250 Watts.  
OWNED BY: KXRO, Inc. OPERATED BY:  
KXRO, Inc. BUSINESS ADDRESS: Morck Hotel.  
PHONE: Aberdeen 4098 and 4099. STUDIO  
ADDRESS: Morck Hotel. TRANSMITTER LO-  
CATION: Finch Farms. 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: Trans-  
radio press. TRANSCRIPTION SERVICE: World  
Broadcasting System.

### PERSONNEL

President.....Harry R. Spence  
Commercial Manager.....Fred G. Goddard  
Chief Announcer.....W. M. McGoffin  
Publicity Director.....Edwin J. Alexander  
Musical Director.....Linda Flower  
Chief Engineer.....W. M. McGoffin

### POLICIES

Beer and wine accepted, also foreign lan-  
guage accounts.

### REPRESENTATIVE

John Blair & Company

## KVOS

BELLINGHAM—EST. 1929

MUTUAL—DON LEE

FREQUENCY: 1200 Kc. POWER: 100 Watts.  
OWNED BY: KVOS, Inc. OPERATED BY:  
KVOS, Inc. BUSINESS ADDRESS: Luther Bldg.  
PHONE: 4200-1627-34. TRANSMITTER LOCA-  
TION: Luther Bldg. TIME ON THE AIR: 6:30  
A.M. to 11:00 P.M. NEWS SERVICE: Trans-  
radio Press. TRANSCRIPTION SERVICES:  
World Broadcasting System. C. P. MacGregor.

### PERSONNEL

President.....Rogan Jones  
Advertising & Sales Manager.....Tom Schriber  
Musical Director.....Henry Ehlers  
Chief Engineer.....Joe Ernst

### POLICIES

Hard liquor accounts are not accepted.

## KELA

CENTRALIA AND CHEHALIS  
EST. 1937

MUTUAL—DON LEE

FREQUENCY: 1440 Kc. POWER: 500 Watts.  
OWNED BY: Central Broadcasting Corp.  
OPERATED BY: Central Broadcasting Corp.  
BUSINESS ADDRESS: Centralia or Chehalis.  
PHONE: Chehalis 721—Centralia 721. STUDIO  
ADDRESS: Centralia or Chehalis. TIME ON  
THE AIR: 6:00 A.M. to 12:00 midnight. NEWS-  
PAPER AFFILIATIONS: Lewis County Advo-  
cate, Chehalis Bee Nugget, Centralia Tribune.  
NEWS SERVICE: Transradio Press. TRAN-  
SCRIPTION SERVICE: Standard Library.

### PERSONNEL

President.....A. C. St. John  
General Manager.....J. Elroy McCaw  
Chief Announcer.....Paul Corbin  
Sales Manager.....Joe Chytil  
Musical & Publicity Director.....Eddie Specht  
Chief Engineer.....Sam Norin

### POLICIES

No hard liquor accounts accepted.

### REPRESENTATIVE

John Blair & Company

## KRKO

"THE VOICE OF EVERETT AND  
SNOHOMISH COUNTY"  
EVERETT—EST. 1923

MUTUAL—DON LEE

FREQUENCY: 1370 Kc. POWER: 50 Watts.  
OWNED BY: Lee E. Mudgett. OPERATED BY:  
Lee E. Mudgett. BUSINESS ADDRESS: 300  
Clark Bldg. PHONE: Main 5-2-6. STUDIO  
ADDRESS: 300 Clark Bldg. TIME ON THE  
AIR: 7:00 A.M. to 12:00 noon—4:00 P.M. to  
7:00 P.M. NEWS SERVICE: Transradio Press.  
TRANSCRIPTION SERVICE: Standard Radio.

### PERSONNEL

Chief Announcer.....Cliffe Hansen  
Station Manager.....Lee E. Mudgett  
Publicity Director.....Mary Kosher  
Musical Director.....Maynard Borden  
Chief Engineer.....Lee E. Mudgett

### POLICIES

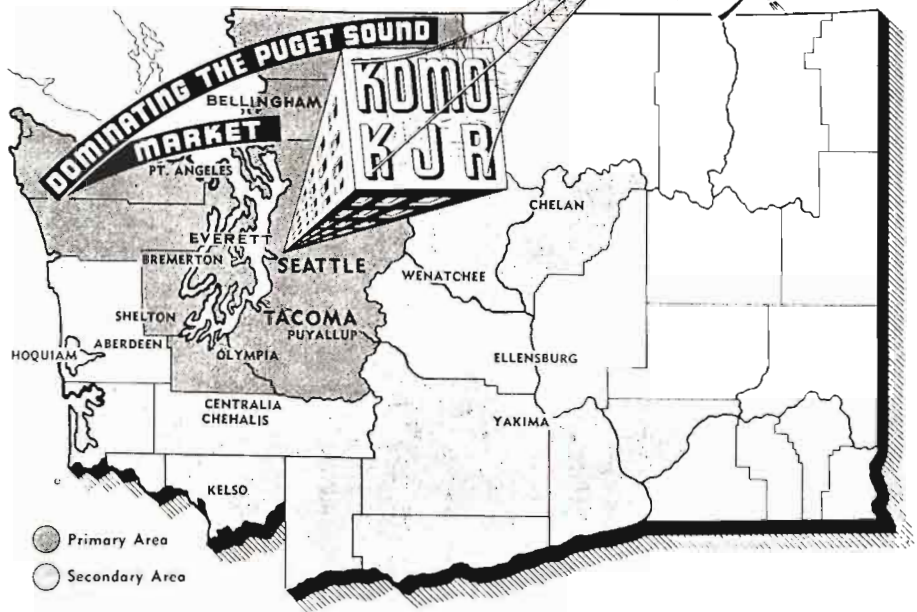
No liquor advertising accepted.

### REPRESENTATIVE

Walter Biddick & Company

**KOMO AND KJR ARE THE ONLY**  
**RADIO STATIONS DELIVERING SEATTLE,**  
**TACOMA AND WESTERN WASHINGTON**

*Coverage at  
 one  
 rate*



**K O M O**  
**NBC • RED**  
**5000 WATTS L.S.**

COMPLETE MARKET  
 DATA AVAILABLE

**K J R**  
**NBC • BLUE**  
**5000 WATTS**

**SEATTLE • WASHINGTON**

NATIONAL REPRESENTATIVE  
**EDWARD PETRY & CO., INC.**  
 NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO



# KWLK\*

LONGVIEW—EST. 1937

FREQUENCY: 780 Kc. POWER: 250 Watts.  
OWNED BY: Twin City Broadcasting Corp.  
OPERATED BY: Twin City Broadcasting Corp.  
BUSINESS ADDRESS: Longview. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime.

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

# KG Y

"IN WASHINGTON'S CAPITOL CITY"  
OLYMPIA—EST. 1921 (non-Comm.)  
1932 (Comm.)

MUTUAL—DON LEE BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 100 Watts.  
OWNED BY: KGY, Inc. OPERATED BY: KGY, Inc. BUSINESS ADDRESS: 11th & Capitol Way. PHONE: 746-1006. STUDIO ADDRESS: 11th & Capitol Way. TRANSMITTER LOCATION: 11th & Capitol Way. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (except Thursday—off at 7:30 P.M.) Silent Sunday. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## PERSONNEL

President..... Louis A. Wasmer  
Vice President..... Archie G. Taft  
Commercial Manager..... W. R. Taft  
Station Manager..... W. R. Taft  
Publicity Director..... Freda Tilden  
Musical Director..... Evelyn Krause  
Chief Engineer..... John H. Thatcher

## POLICIES

No hard liquor advertising accepted.  
Merchandising: Placing of newspaper publicity; designing and distribution of placards, handbills, etc.

## REPRESENTATIVE

John H. Blair & Co.

# KWSC

"STATE COLLEGE ON THE AIR"  
PULLMAN—EST. 1922

FREQUENCY: 1220 Kc. POWER: 5000 Watts. d.; 1000 n. OWNED BY: State College of Wash. OPERATED BY: State College of Wash. BUSINESS ADDRESS: State College. PHONE: 376M. STUDIO ADDRESS: State College. TRANSMITTER LOCATION: Pullman. TIME ON THE AIR: 6:45 A.M. to 10:00 P.M.

## PERSONNEL

President..... E. O. Holland  
Chief Announcer..... Del Berthoff  
Station Manager..... Kenneth E. Yeend  
Chief Engineer..... Larry Mallach

## POLICIES

No commercial broadcasting whatsoever.

# KEEN

"YOUR KEEN STATION"  
SEATTLE—EST. 1925

FREQUENCY: 1370 Kc. POWER: 100 Watts.  
OWNED BY: KVL, Inc. OPERATED BY: KVL, Inc. BUSINESS ADDRESS: Smith Tower. PHONE: Seneca 0070. STUDIO ADDRESS: Smith Tower. TRANSMITTER LOCATION: Smith Tower. TIME ON THE AIR: 12:00 noon to 11:00 P.M. TRANSCRIPTION SERVICE: Usual.

## PERSONNEL

President..... Arthur C. Dailey  
Commercial Manager..... Arthur C. Dailey  
Station Manager..... Arthur C. Dailey  
Sales Manager..... Hal Pearce  
Publicity Director..... H. Portor  
Publicity Director..... L. D. Woodruff  
Chief Engineer..... R. E. Reynolds

## POLICIES

No liquor accounts accepted. Accepts foreign language business.

# KIRO

"THE FRIENDLY STATION"

SEATTLE—EST. 1927 as K P C B

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 710 Kc. POWER: 1000 Watts.  
OWNED BY: Queen City Broadcasting Co. OPERATED BY: Queen City Broadcasting Co. BUSINESS ADDRESS: Cobb Bldg. PHONE: Seneca 1500. STUDIO ADDRESS: Cobb Bldg. TRANSMITTER LOCATION: 2nd and Union Sts. TIME ON THE AIR: 6:00 A.M. to 2:00 A.M. daily except Sunday. Sunday 7:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: Langworth and Standard Radio.

## PERSONNEL

President..... Louis K. Lear  
Commercial Manager..... Loren B. Stone  
Chief Announcer..... Maurice Rider  
Station Manager..... H. J. Quilliam  
Sales Manager..... J. A. Morton  
Publicity Director..... Henry M. Norton  
Chief Engineer..... James Hatfield

## POLICIES

Does not accept hard liquor; takes foreign languages at specified hours.

## REPRESENTATIVE

John Blair & Company

# KJR

"SEATTLE'S PIONEER RADIO STATION"

SEATTLE—EST. 1921

NBC (PACIFIC COAST BLUE)

FREQUENCY: 970 Kc. POWER: 5000 Watts.  
OWNED BY: National Broadcasting Co. OPERATED BY: Fisher's Blend Station, Inc.

BUSINESS ADDRESS: Skinner Bldg. PHONE: Elliott 5890. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2600 26th Ave., S. W. TIME ON THE AIR: (daily) 7:00 A.M. to 12:00 P.M. (Sunday) 8:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### PERSONNEL

President.....O. W. Fisher  
 Commercial Manager.....H. M. Feltis  
 Advertising Manager.....H. M. Feltis  
 Chief Announcer.....Bennett Fisher  
 Station Manager.....Birt F. Fisher  
 Sales Manager.....H. M. Feltis  
 Publicity Director.....Bob Ackerley  
 Chief Engineer.....Francis Brott

### POLICIES

Accepts no hard liquor advertising. Accepts Scandinavian (foreign) language accounts. Limit to 10 per cent commercial content.

### REPRESENTATIVE

Edward Petry & Co., Inc.

# KOL

SEATTLE—EST. 1922

MUTUAL—DON LEE

FREQUENCY: 1270 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Seattle Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Northern Life Tower. PHONE: Main 2312. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1110 West Florida. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWS SERVICES: Transradio Press, local news through Seattle Post Intelligencer. TRANSCRIPTION SERVICES: World Broadcasting System, NAB Library.

### PERSONNEL

Vice President.....Archie Taft  
 Commercial Manager.....E. D. Pederson  
 Chief Announcer.....Wilson Arthur Edwards  
 Station Manager.....E. D. Pederson  
 Publicity Director.....Margaret Emahiser  
 Musical Director.....Don Isham  
 Chief Engineer.....A. L. Henderson

### POLICIES

Liquor advertising not acceptable.

### REPRESENTATIVE

John Blair & Co.

# KOMO

"FISHER'S BLEND STATION"

SEATTLE—EST. 1925

NBC (PACIFIC COAST RED)

FREQUENCY: 920 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Fisher's Blend Station Inc. OPERATED BY: Same. BUSINESS ADDRESS: Skinner Bldg. PHONE: Elliott 5890. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2600 26th Ave.,

S. W. TIME ON THE AIR: (daily) 7:00 A.M. to 12:00 midnight. (Sunday) 8:00 A.M. to 11:00 P.M. TRANSCRIPTION SERVICE: NBC Thesaurus.

### PERSONNEL

President.....O. W. Fisher  
 Commercial Manager.....H. M. Feltis  
 Advertising Manager.....H. M. Feltis  
 Chief Announcer.....Bennett Fisher  
 Station Manager.....Birt F. Fisher  
 Sales Manager.....H. M. Feltis  
 Publicity Director.....Bob Ackerley  
 Chief Engineer.....Francis Brott

### POLICIES

Accepts no hard liquor advertising, or foreign language accounts. Commercial content limited to 10 per cent of program time.

We have no special merchandising feature. We send out all publicity releases to the publications using radio news.

### REPRESENTATIVE

Edward Petry & Co., Inc.

# KRSC

SEATTLE—EST. 1926

FREQUENCY: 1120 Kc. POWER: 250 Watts. OWNED BY: Radio Sales Corp. OPERATED BY: Radio Sales Corp. BUSINESS ADDRESS: 819 Fairview Place. PHONE: Elliot 3480. STUDIO ADDRESS: 819 Fairview Place. TRANSMITTER LOCATION: 819 Fairview Place. TIME ON THE AIR: 24 hours daily. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

### PERSONNEL

President.....P. K. Leberman  
 Commercial Manager.....R. C. Fuller  
 Chief Announcer.....Ted Bell  
 Station Manager.....Robt. E. Priebe  
 Publicity Director.....E. B. Rivers  
 Musical Director.....Robt. S. McCaw  
 Chief Engineer.....George A. Freeman

### POLICIES

No liquor, wine or beer; no foreign language accounts; no proprietary medicine accounts.

Merchandising: Supports advertisers with publicity in sixteen weekly community newspapers. Circulation 80,000. Arranges window displays, and contacts local distributors.

### REPRESENTATIVE

Joseph Hershey McGillvra

# KTW

"FOR THE GOSPEL AND THE CONSTITUTION"

SEATTLE—EST. 1919

FREQUENCY: 1220 Kc. POWER: 1000 Watts. OWNED BY: The First Presbyterian Church of Seattle. OPERATED BY: Same. BUSINESS

ADDRESS: 7th & Spring Sts. PHONE: Main 4177, Main 2056. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Sunday) 10:00 A.M. to 10:00 P.M. (Thursday) 7:30 P.M. to 10:30 P.M. (Shares time with radio station KWSC.)

**PERSONNEL**

President ..... Dr. M. A. Matthews  
 Chief Announcer ..... Gene Freeman  
   Mrs. C. R. Foss  
 Station Manager ..... Dr. M. A. Matthews  
 Musical Director ..... Mrs. C. R. Foss  
 Chief Engineer ..... James S. Ross

**POLICIES**

No advertising or commercial programs.  
 Church programs and broadcasts only.

**KXA**

**SEATTLE—EST. 1928**

FREQUENCY: 760 Kc. POWER: 500 LS. 250 n. OWNED BY: American Radio Telephone Co. OPERATED BY: American Radio Telephone Co. BUSINESS ADDRESS: 314 Bigelow Bldg. PHONE: Seneca 1000-1001. STUDIO ADDRESS: 314 Bigelow Bldg. TRANSMITTER LOCATION: 314 Bigelow Bldg. TIME ON THE AIR: 6:30 A.M. to sundown; 10:00 P.M. to 3:00 A.M. (9:00 P.M. during eastern daylight saving time).

**PERSONNEL**

President ..... R. F. Meggee  
 Chief Announcer ..... Jackson Latham  
 Station Manager ..... Florence Wallace  
 Chief Engineer ..... Maurice M. McMullan

**POLICIES**

Accepts beer and light wines. Foreign language accounts accepted if accompanied by translations. No patent medicines accepted.

**KFIO**

**SPOKANE—EST. 1922**

FREQUENCY: 1120 Kc. POWER 100 Watts. OWNED BY: Spokane Broadcasting Co. OPERATED BY: Spokane Broadcasting Co. BUSINESS ADDRESS: 526 Riverside Ave. STUDIO ADDRESS: 526 Riverside Ave. TRANSMITTER LOCATION: 204 Norfolk and 408½ West Sprague Ave., Spokane. TIME ON THE AIR: 6:00 A.M. to local sunset.

**PERSONNEL**

President ..... A. L. Smith

**KFPY**

"THE PIONEER BROADCASTING STATION OF THE INLAND EMPIRE"

**SPOKANE—EST. 1922**

CBS—PACIFIC NORTHWEST NETWORK

FREQUENCY: 890 Kc. POWER: 5000 Watts. d.; 1000 Watts. n. OWNED BY: Symons Broadcasting Co., Inc. OPERATED BY: Same.

BUSINESS ADDRESS: Symons Bldg. PHONE: Main 1218. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: RFD 3. TIME ON THE AIR: (Daily) 6:30 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: United Press.

**PERSONNEL**

President ..... T. G. Symons, Jr.  
 Commercial Manager ..... Arthur L. Bright  
 Chief Announcer ..... Ralph W. Rogers  
 Vice-President ..... Arthur L. Bright  
 Sales Manager ..... Arthur L. Bright  
 Publicity Director ..... R. W. Brazeal  
 Musical Director ..... James B. Clark  
 Chief Engineer ..... George Langford

**POLICIES**

Hard liquor advertising not acceptable. Programs and announcements are subject to censorship by station and to rules of FCC. Arrangements for broadcast must be made two weeks in advance. If possible, talent programs should be closed three weeks in advance. Announcements, talks and recorded programs ten days in advance.

Station maintains a continuity department available to advertiser at no additional charge.

**REPRESENTATIVES**

Joseph H. McGillvra (New York, Chicago)  
 Walter Biddick Co. (Los Angeles, San Francisco)

**KGA**

**SPOKANE—EST. 1926**

NBC (BLUE)—NORTHWEST TRIANGLE CHAIN

FREQUENCY: 1470 Kc. POWER: 5000 Watts. OWNED BY: Louis Wasmer. OPERATED BY: Louis Wasmer. BUSINESS ADDRESS: Radio Central Bldg. PHONE: M 5383. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Spokane. TIME ON THE AIR: Full time.

**PERSONNEL**

Station Manager ..... Louis Wasmer  
 Assistant Manager ..... Harvey Wixson

**REPRESENTATIVE**

Edward Petry & Company

**KHQ**

"TELLING THE WORLD"

**SPOKANE—EST. 1920**

NATIONAL BROADCASTING CO.—(RED)

FREQUENCY: 590 Kc. POWER: 5000 Watts. d.; 1000 Watts. n. OWNED BY: Louis Wasmer. OPERATED BY: Louis Wasmer. BUSINESS ADDRESS: Radio Central Bldg. PHONE: M-5383. STUDIO ADDRESS: Radio Central Bldg. TRANSMITTER LOCATION: 41st and Beigel Sts. TIME ON THE AIR: 6:45 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus and has Studio Recording Equipment.

## PERSONNEL

President.....Louis Wasmer  
Chief Announcer.....Harry Lantry  
Station Manager.....Harvey Wixson  
Assistant Manager.....Herb Wixson  
Musical Director.....Marian Boyle  
Chief Engineer.....A. G. Sparling

## POLICIES

No hard liquor accounts accepted.

## REPRESENTATIVE

Edward Petry & Co., Inc.

# KMO

"THE VOICE OF TACOMA"

TACOMA—EST. 1922

MUTUAL—DON LEE NETWORK

FREQUENCY: 1330 Kc. POWER: 1000 Watts.  
OWNED BY: KMO, Inc. OPERATED BY: KMO,  
Inc. BUSINESS ADDRESS: 914½ Broadway.  
PHONE: Main 4144. STUDIO ADDRESS: 914½  
Broadway. TRANSMITTER LOCATION: 1½  
miles east of Tacoma. TIME ON THE AIR:  
6:00 A.M. to 12:00 midnight. NEWS SERVICE:  
Transradio Press. TRANSCRIPTION SERVICES:  
World Broadcasting System; NAB Library.

## PERSONNEL

President.....Carl E. Haymond  
Commercial Manager.....Jack Buchanan  
Advertising Manager.....Roscoe Smith  
Chief Announcer.....Harry Jordan  
Station Manager.....Carl E. Haymond  
Sales Manager.....Jack Buchanan  
Publicity Director.....Larry Huesby  
Musical Director.....Larry Huesby  
Chief Engineer.....Joe Kolesar

## POLICIES

No liquor advertising. Accepts foreign lan-  
guage accounts.

Advertise all of commercial accounts in  
"Shopping News."

## REPRESENTATIVE

John Blair & Company

# KVI

"THE PUGET SOUND STATION"

TACOMA—EST. 1929

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 570 Kc. POWER: 5000 Watts,  
d.; 1000 Watts, n. OWNED BY: Puget Sound  
Broadcasting Co. OPERATED BY: Same.  
BUSINESS ADDRESS: W. R. Rust Bldg. PHONE:  
BR. 4211, 2, 3-Tacoma; Ma. 1171-Seattle.  
STUDIO ADDRESS: W. R. Rust Bldg.-Tacoma.  
Olympic Hotel.-Seattle. TRANSMITTER LO-  
CATION: Vashon Island. TIME ON THE AIR:  
6:00 A.M. to midnight. NEWSPAPER AFFILI-  
ATION: Tacoma News Tribune. NEWS SERV-  
ICE: Associated Press (non-commercial).

## PERSONNEL

President.....Vernice Boulianne  
Commercial Manager.....Edward J. Jansen  
Advertising Manager.....Elvin E. Evans  
Chief Announcer.....H. J. McAllister  
Station Manager.....Vernice Boulianne  
Sales Manager.....Edward J. Jansen  
Publicity Director.....Dorothy Doernbecher  
Musical Director.....Gunnar Anderson  
Chief Engineer.....James W. Wallace

## POLICIES

Does not accept foreign language or hard  
liquor accounts.

Merchandising: Station makes every effort  
to cooperate with accounts in special mer-  
chandising or exploitation features—such as  
letters to the trade, personal contacts, news-  
paper publicity stories, etc.

## REPRESENTATIVE

Free & Peters, Inc.

# KUJ

"SERVING THE NORTHWEST'S RICHEST  
AGRICULTURAL AREA"

WALLA WALLA—EST. 1928

FREQUENCY: 1370 Kc. POWER: 100 Watts.  
OWNED BY: KUJ, Inc. OPERATED BY: KUJ,  
Inc. BUSINESS ADDRESS: 2nd and Rose Sts.  
PHONE: 1230. STUDIO ADDRESS: 2nd and  
Rose Sts. TRANSMITTER LOCATION: 2nd and  
Rose Sts. TIME ON THE AIR: 6:30 A.M. to  
10:00 P.M. NEWS SERVICE: Transradio News.  
TRANSCRIPTION SERVICE: World Broadcas-  
ting System.

## PERSONNEL

President.....H. E. Studebaker  
Commercial Manager.....Jerry Jensen  
Advertising Manager.....Norval Arnes  
Chief Announcer.....Dick Crombie  
Station Manager.....H. E. Studebaker  
Sales Manager.....Jerry Jensen  
Publicity Director.....Esther Engelhardt  
Musical Director.....Roy Dorr  
Chief Engineer.....Milton MacLafferty

## POLICIES

No liquor accounts accepted.

## REPRESENTATIVES

Cox & Tanz, Philadelphia  
Sears & Ayer, Chicago  
Walter Biddick Co., Pacific Coast

# KPQ

WENATCHEE—EST. 1930  
MUTUAL—DON LEE BROADCASTING  
COMPANY

FREQUENCY: 1500 Kc. POWER: 250 Watts,  
d.; 100 Watts, n. OWNED BY: Wescoast  
Broadcasting Co. OPERATED BY: Wescoast  
Broadcasting Co. BUSINESS ADDRESS: KPQ

Bldg. PHONE: 45 and 875. STUDIO ADDRESS: KPQ Bldg. TIME ON THE AIR: 7:00 A.M. to 11:15 P.M. (Daily); 9:00 A.M. to 11:15 P.M. (Sunday). NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICE: World Broadcasting System; C. P. MacGregor; NBC Thesaurus.

### PERSONNEL

President ..... Rogan Jones  
 Commercial Manager..... John K. Dykeman  
 Advertising Manager..... John K. Dykeman  
 Chief Announcer..... Pat Hayes  
 Station Manager..... Cole E. Wylie  
 Sales Manager..... Cole E. Wylie  
 Publicity Director..... Fred W. Purdom  
 Chief Engineer..... Lon Hunt

### POLICIES

Accepts beer and wine accounts.  
 Gives publicity in all news casts; sales force gives advertisers special cooperation.

## KIT

"VOICE OF THE YAKIMA VALLEY"  
 YAKIMA—EST. 1929  
 MUTUAL—DON LEE BROADCASTING SYSTEM

FREQUENCY: 1250 Kc. POWER: 500 LS-250 Watts, n. OWNED BY: Carl E. Haymond. OP-

ERATED BY: Carl E. Haymond. BUSINESS ADDRESS: 109½ E. Yakima Ave. PHONE: 8115, 8116, 4513. STUDIO ADDRESS: 109½ E. Yakima Ave. TRANSMITTER LOCATION: Old Town, Wn. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICES: World Broadcasting System. C. P. MacGregor Program Service.

### PERSONNEL

President..... Carl E. Haymond  
 Commercial Manager..... J. A. Murphy  
 Chief Announcer..... Bob Dyal  
 Resident Station Manager..... J. A. Murphy  
 Sales Manager..... J. A. Murphy  
 Publicity Director..... P. Wick  
 Musical Director..... Harrison Miller  
 Chief Engineer..... H. B. Murphy

### POLICIES

Accepts beer and wine advertising, also foreign language accounts.  
 Will set up dealer displays in territory within five mile radius of station and will mail out dealer helps at cost to advertiser.

### REPRESENTATIVE

John Blair & Company

# WEST VIRGINIA

Population 1,865,000

Number of Families 396,100	Number of Radio Homes 274,900
Retail Sales \$332,190,000	Auto Registrations 280,015

## WHIS BLUEFIELD

FREQUENCY: 1410 Kc. POWER: 1000 Watts, d.; 500 watts, n. OWNED BY: Daily Telegraph Printing Co. OPERATED BY: Daily Telegraph Printing Co. BUSINESS ADDRESS: Bodell Bldg. STUDIO ADDRESS: Bodell Bldg. TRANSMITTER LOCATION: Bluefield. TIME ON THE AIR: Week days, 6:15 A.M. to 10:00 P.M. Sundays, 9:00 A.M. to 9:00 P.M. NEWS-PAPER AFFILIATION: Bluefield Daily Telegraph. TRANSCRIPTION SERVICE: World Broadcasting System.

### PERSONNEL

Manager..... C. H. Murphy, Jr.

### POLICIES

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

### REPRESENTATIVE

E. Katz Special Advertising Agency

## WCHS

CHARLESTON—EST. 1927  
 CBS—WEST VIRGINIA NETWORK

FREQUENCY: 580 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: John A. Kennedy. OPERATED BY: M. C. Watters, Station Manager. BUSINESS ADDRESS: Lee St.

PHONE: 2-8131-2-3-4. STUDIO ADDRESS: Lee St. TRANSMITTER LOCATION: 6 miles from Charleston. TIME ON THE AIR: 6:00 A.M. to 12:30 A.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Service.

### PERSONNEL

President.....John A. Kennedy  
 Commercial Manager.....E. B. Ferguson  
 Artists' Bureau Head.....P. Dressler  
 Chief Announcer.....J. Foster  
 Station Manager.....D. E. Kendrick  
 Sales Manager.....E. Ferguson  
 Publicity Director.....J. P. Grose  
 Musical Director.....H. McWhorter  
 Chief Engineer.....Odes Robinson

### POLICIES

Accepts liquor advertising. Foreign language programs accepted at certain hours. Complete merchandising service available at cost.

### REPRESENTATIVE

Edward Petry Co.

# WBLK

"CLARKSBURG'S OWN RADIO STATION"

CLARKSBURG—EST. 1937  
 THE WEST VIRGINIA NETWORK

FREQUENCY: 1370 Kc. POWER: 100 watts. OWNED BY: The Exponent Company. OPERATED BY: Same. BUSINESS ADDRESS: Clarksburg. PHONE: 3040. STUDIO ADDRESS: Robinson Grand Theater Bldg. TRANSMITTER LOCATION: Glen Elk No. 2. TIME ON THE AIR: 6:00 A.M. to 12:00 P.M. NEWSPAPER AFFILIATION: The Clarksburg Exponent. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### PERSONNEL

President.....John A. Kennedy  
 Commercial Manager.....M. F. Meyer  
 Chief Announcer.....Joseph Herget  
 Station Manager.....M. F. ("Monte") Meyer  
 Sales Manager.....Meyer ("Mike") Layman  
 Chief Engineer.....Wm. P. Heitzman

### POLICIES

No stated special program policies.

# WMMN

"MONONGAHELA VALLEY STATION"

FAIRMONT—EST. 1928  
 COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 890 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Monongahela Valley Broadcasting Co. OPERATED BY: Monongahela Valley Broadcasting Co. BUSINESS ADDRESS: 208 Adams St. PHONE: 3100. STUDIO ADDRESS: 208 Adams St. TRANS-

MITTER LOCATION: Monongah. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Transcriptions.

### PERSONNEL

President.....George B. Storer  
 Commercial Manager.....R. C. Warden  
 Artists' Bureau Head.....Murrell Poor  
 Chief Announcer.....Howard Wolfe  
 Station Manager.....O. J. Kelchner  
 Sales Manager.....O. J. Kelchner  
 Publicity Director.....C. W. Swiger  
 Musical Director.....Murrell Poor  
 Chief Engineer.....Clyde Heck

### POLICIES

Liquor accounts accepted after 10:30 at night.

Station will cooperate to any reasonable extent with advertisers on merchandising program.

### REPRESENTATIVE

John Blair & Company

# WSAZ

HUNTINGTON—EST. 1927

FREQUENCY: 1190 Kc. POWER: 1000 Watts. OWNED BY: WSAZ, Inc. OPERATED BY: WSAZ, Inc. BUSINESS ADDRESS: 927½ 4th Ave. PHONE: 4106. STUDIO ADDRESS: 927½ 4th Ave. TRANSMITTER LOCATION: Pleasant Heights. TIME ON THE AIR: 6:00 A.M. to 8:00 P.M. NEWSPAPER AFFILIATIONS: Huntington Publishing Co. NEWS SERVICE: Local. TRANSCRIPTION SERVICES: Standard Radio, MacGregor, Lang-Worth.

### PERSONNEL

President.....W. C. McKellar  
 Commercial Manager.....J. H. Henry  
 Advertising Manager.....V. C. Bailey  
 Chief Announcer.....C. Schroeder  
 Station Manager.....W. C. McKellar  
 Sales Manager.....J. H. Henry  
 Publicity Manager.....V. C. Bailey  
 Musical Director.....Charles Schroeder  
 Chief Engineer.....Glenn E. Chase

### POLICIES

Beer and wines and foreign language accounts accepted.

Will make coincidental surveys, retail outlet surveys, furnish newspaper, billboard, and direct mail counsel and copy, outlet contacts, newspaper publicity, etc., at expense—on cost basis—of advertiser.

# WPAR

PARKERSBURG—EST. 1935  
 CBS—WEST VIRGINIA NETWORK

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Ohio Valley Broadcasting Corp. OPERATED BY: Ohio Valley Broadcasting

Corp. **BUSINESS ADDRESS:** 107½ Market St.  
**TRANSMITTER LOCATION:** Gihon Road, Parkersburg. **TIME ON THE AIR:** 6:30 A.M. to 12:30 P.M. **Unlimited. NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** NBC Thesaurus Library.

### PERSONNEL

President.....John A. Kennedy  
 Chief Announcer.....Paul Schimmel  
 Station Manager.....L. L. "Jake" Jaquier  
 Sales Manager.....Abe Rauch  
 Musical Director.....Sarah Heermans  
 Chief Engineer.....Marion McDowell

### POLICIES

Continuity requirements to be met on liquor and foreign language accounts.

Normal contacts made with dealers and distributors, circulars and letters written and mailed; special display cards furnished and distributed; special directional announcements made.

# WVVA

"THE FRIENDLY VOICE FROM OUT OF THE HILLS OF WEST VIRGINIA"

**WHEELING—EST. 1926**

COLUMBIA BROADCASTING SYSTEM

**FREQUENCY:** 1160 Kc. **POWER:** 5000 Watts. **OWNED BY:** West Virginia Broadcasting Co. **OPERATED BY:** West Virginia Broadcasting Co. **BUSINESS ADDRESS:** Hawley Bldg. **PHONE:** Wheeling 5383. **STUDIO ADDRESS:** Hawley Bldg. **TRANSMITTER LOCATION:** Near West Liberty. **TIME ON THE AIR:** Opening 6:00 A.M.—Closing varies due to time division from 8:00 P.M. to 2:00 A.M. **NEWSPAPER AFFILIATION:** Greater Wheeling Home Talk. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** Fairchild-Morse Recording Equipment.

### PERSONNEL

President.....George B. Storer  
 Commercial Manager.....George W. Smith  
 Station Manager.....George W. Smith  
 Sales Manager.....George W. Smith  
 Publicity Director.....Paul J. Miller  
 Chief Engineer.....Glenn G. Boudy

### POLICIES

Accepts only advertising for beer—up to 6 per cent alcoholic content.

### REPRESENTATIVE

John Blair & Company

# WISCONSIN

Population 2,926,000

Number of Families 705,825

Number of Radio Homes 653,650

Retail Sales \$871,832,000

Auto Registrations 835,178

# WEAU

EAU CLAIRE

**FREQUENCY:** 1050 Kc. **POWER:** 1000 Watts. **OWNED BY:** Central Broadcasting Co. **OPERATED BY:** Central Broadcasting Co. **BUSINESS ADDRESS:** 203 S. Barstow St. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Eau Claire. **TIME ON THE AIR:** Shares time with KFBI. **NEWSPAPER AFFILIATION:** Superior Evening Telegram. **TRANSCRIPTION SERVICE:** World Broadcasting System.

### PERSONNEL

Manager.....John J. Stuck

### REPRESENTATIVE

Craig & Hollingbery, Inc.

# KFIZ

FOND-DU-LAC—EST. 1922

WISCONSIN RADIO NETWORK

**FREQUENCY:** 1420 Kc. **POWER:** 100 watts. **OWNED BY:** Reporter Printing Co. **OPERATED BY:** Reporter Printing Co. **BUSINESS ADDRESS:** 18 W. 1st St. **PHONE:** 356. **STUDIO ADDRESS:** 18 W. 1st St. **TRANSMITTER LOCATION:** 18 W. 1st St. **TIME ON THE AIR:** 8:00 a.m. to 9:00 p.m. (full time license). **NEWSPAPER AFFILIATIONS:** Fond-du-Lac Commonwealth Reporter. **NEWS SERVICE:** United Press.

### REPRESENTATIVE

Small & Brewer, Inc.

# WHBY

"VOICE OF THE FOX RIVER VALLEY"

**GREEN BAY—EST. 1925**  
WISCONSIN RADIO NETWORK

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: WHBY, Inc. OPERATED BY: WHBY, Inc., subsidiary of St. Norbert College. BUSINESS ADDRESS: Bellin Bldg. PHONE: Adams 1, Adams 2. STUDIO ADDRESS: Bellin Bldg. TRANSMITTER LOCATION: W. De Pere. TIME ON THE AIR: Daily 7:00 a.m. to 10:00 p.m., Sunday 9:00 a.m. to 10:00 p.m. MAINTAINS ARTIST BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus, C. P. MacGregor.

## PERSONNEL

President . . . . . B. H. Pennings  
Commercial Manager . . . . . Val Schneider  
Artists Bureau Head . . . . . Em Owen  
Chief Announcer . . . . . Bert Mulroy  
Station Manager . . . . . J. A. Wagner  
Sales Manager . . . . . W. C. Wester  
Publicity Director . . . . . Alf. W. Michel  
Musical Director . . . . . Em Owen  
Chief Engineer . . . . . Wallace J. Stangel

## POLICIES

No special restrictions as long as ethics of various firms and advertising rules are observed.

Merchandising department which has staged special sales drives in connection with introducing products into the territory by contacting retail outlets. The Radio Beacon, 16-page weekly radio magazine, Alf. W. Michel, editor, is published by WHBY, Inc., and advertisers may use space in this publication to tie up with radio programs. Publication has circulation of 10,000 in the station's listening radius.

## REPRESENTATIVE

Small & Brewer, Inc.

# WTAQ

**GREEN BAY—EST. 1922**  
COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1330 Kc. POWER: 1000 watts. OWNED BY: WHBY, Inc. OPERATED BY: WHBY, Inc., subsidiary of St. Norbert College. BUSINESS ADDRESS: Bellin Bldg. PHONE: Adams 1, Adams 2. STUDIO ADDRESS: Bellin Bldg. TRANSMITTER LOCATION: W. De Pere. TIME ON THE AIR: Daily 7:00 a.m. to 12:00 midnight; Sundays 10:00 a.m. to 12:00 midnight. MAINTAINS ARTISTS BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor, NBC Thesaurus.

## PERSONNEL

President . . . . . B. H. Pennings  
Commercial Manager . . . . . Val Schneider

Artists Bureau Head . . . . . Em Owen  
Chief Announcer . . . . . Bert Mulroy  
Station Manager . . . . . J. A. Wagner  
Sales Manager . . . . . W. C. Wester  
Publicity Director . . . . . Alf. W. Michel  
Musical Director . . . . . Em Owen  
Chief Engineer . . . . . Wallace J. Stangel

## POLICIES

No restrictions aside from requiring ethics of advertising be observed strictly in handling of any account.

Merchandising department and The Radio Beacon. Former department makes merchandising contacts while Beacon is weekly radio magazine containing weekly logs of stations heard in territory and interesting radio news from the local station and from networks. Circulation 10,000.

## REPRESENTATIVE

Small & Brewer

# WCLO

**JANESVILLE—EST. 1930**

WISCONSIN BROADCASTING COMPANY

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Gazette Printing Co. OPERATED BY: Same. BUSINESS ADDRESS: 200 E. Milwaukee St. PHONE: 2505. STUDIO ADDRESS: 200 E. Milwaukee St. TRANSMITTER LOCATION: S. Oakhill Ave. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWSPAPER AFFILIATION: The Janesville Daily Gazette. NEWS SERVICE: Transradio Press and 135 local newspaper correspondents. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, and Standard Library.

## PERSONNEL

President . . . . . S. H. Bliss  
Commercial Manager . . . . . V. A. Weber  
Advertising Manager . . . . . V. A. Weber  
Artists' Bureau Head . . . . . John Dixon  
Chief Announcer . . . . . Chas. Lueth  
Station Manager . . . . . John Dixon  
Sales Manager . . . . . Thos. G. Murphy  
Publicity Director . . . . . Villette DuCray  
Musical Director . . . . . Della Deen Orr  
Chief Engineer . . . . . Chas. Brannen

## POLICIES

No liquor advertising. Foreign language accounts accepted. Patent medicine accounts must first be approved by management.

Merchandising: All commercial programs exploited through the news columns of the Janesville Daily Gazette, with 15,000 circulation, 35-mile radius. Art Department will plan and produce point of sale display tie-up and merchandising department works with field representatives. Weekly bulletins to entire drug and grocery mailing list publicizes new



programs. Several currently running test campaigns produced and exploited through close cooperation with agencies.

**REPRESENTATIVE**

Small & Brewer

**WKBH**

"CONNECTING LINK BETWEEN CHICAGO AND MINNEAPOLIS"  
**LA CROSSE**

**COLUMBIA BROADCASTING SYSTEM**

FREQUENCY: 1380 Kc. POWER: 1000 watts. OWNED BY: WKBH, Inc. OPERATED BY: WKBH, Inc. BUSINESS ADDRESS: Radio Building, 409 Main St. PHONE: 450. STUDIO ADDRESS: Radio Building, 409 Main St. TRANSMITTER LOCATION: R.F.D., La Crosse. TIME ON THE AIR: 6:00 a.m. to 11:00 p.m. NEWS SERVICES: Transradio Press, Our own reporter to cover local news. TRANSCRIPTION SERVICE: World Broadcasting System.

**PERSONNEL**

President.....Otto M. Schlabbach  
Commercial Manager....Chas. F. Callaway  
Advertising Manager....Chas. F. Callaway  
Program Director.....Bernice Callaway  
Station Manager.....Otto M. Schlabbach  
Sales Manager.....Chas. F. Callaway  
Publicity Director.....Chas. F. Callaway  
Musical Director.....Johan Fossum  
Chief Engineer.....Al Leeman

**POLICIES**

No liquor advertising accepted. Beer and foreign language programs accepted if programs are up to standard compared with other programs broadcast over WKBH.

Advance spot announcements. Personal calls on dealers in La Crosse and Winona. Letters to outside dealers. Advance publicity in city and country papers. Full cooperation with client to bring desired results.

**REPRESENTATIVE**

Small & Brewer Inc.

**WHA**

**MADISON—EST. 1937**

FREQUENCY: 940 Kc. POWER: 5000 Watts. OWNED BY: University of Wisconsin. OPERATED BY: University of Wisconsin. BUSINESS ADDRESS: Madison. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to local sunset.

**PERSONNEL**

Director.....H. B. McCarty

**POLICIES**

Station does not sell time.

**WIBA**

**MADISON—EST. 1924**

NBC (Red and Blue)

FREQUENCY: 1280 Kc. POWER: 5000 Watts. d.; 1000 Watts, n. OWNED BY: Badger Broad-

casting Co. OPERATED BY: Badger Broadcasting Co. BUSINESS ADDRESS: 111 King St. PHONE: Fairchild 8800. STUDIO ADDRESS: 111 King St. TRANSMITTER LOCATION: Rt. 5, Madison. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: The Capital Times, Wisconsin State Journal, Daily Cardinal. NEWS SERVICE: United Press, and own local news bureau. TRANSCRIPTION SERVICES: World Broadcasting System, NBC Thesaurus.

**PERSONNEL**

President.....William T. Erue  
Commercial Manager.....W. E. Walker  
Advertising Manager.....W. E. Walker  
Program Manager.....K. F. Schmitt  
Publicity Director.....K. F. Schmitt  
Musical Director.....Dr. Sigfrid Prager  
Chief Engineer.....M. F. Chapin

**POLICIES**

No liquor advertising accepted. Merchandising occasionally and to a limited extent.

**REPRESENTATIVE**

Small & Brewer (Chicago)

**WOMT**

**MANITOWOC—EST. 1926**

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Francis M. Kadow. OPERATED BY: Same. BUSINESS ADDRESS: Radio Bldg. PHONE: 167-400W. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 11110 Washington St. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**PERSONNEL**

General Manager.....R. Shireman  
Chief Announcer.....W. Sears  
Station Manager.....F. M. Kadow  
Sales Manager.....E. Cobb  
Chief Engineer.....W. Dubin

**POLICIES**

No restrictions on liquor and beer advertisements. No foreign language accounts accepted.

Merchandising through window card supplied by station and placed on long term accounts. Also movie trailers for outstanding program accounts.

**WEMP**

"THE FRIENDLY STATION"

**MILWAUKEE—EST. 1935**

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY Milwaukee Broadcasting Co. OPERATED BY: Milwaukee Broadcasting Co. BUSINESS ADDRESS: 710 N. Plankinte. PHONE: Marquette 7722. STUDIO ADDRESS: 711 Empire Bldg. TRANSMITTER LOCATION:

710 Empire Bldg. TIME ON THE AIR: Sunup to local Sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NAB Transcription Service.

**PERSONNEL**

President.....H. L. Mount  
 Commercial Manager.....Gene T. Dyer  
 Advertising Manager.....Glenn Roberts  
 Chief Announcer.....Chas. La Force  
 Station Manager.....C. J. Lanphier  
 Sales Manager.....Roy O. Pearson  
 Publicity Director.....Chas. A. La Force  
 Musical Director.....Florence Bettry-Kelly  
 Chief Engineer.....Raymond Host

**POLICIES**

Accept liquor and foreign language programs, subject to station supervision.

**REPRESENTATIVE**

Weston, Frykman and Allen

**WISN**

MILWAUKEE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1120 Kc. POWER: 1000 watts. OWNED BY: Hearst Radio, Inc. OPERATED BY: Hearst Radio, Inc. BUSINESS ADDRESS: 123 W. Michigan. PHONE: Daly 3900. STUDIO ADDRESS: 123 W. Michigan. TRANSMITTER LOCATION: 231 W. Michigan. TIME ON THE AIR: 6:00 a.m. to 12:00 midnight. NEWS-PAPER AFFILIATIONS: Milwaukee News, Milwaukee Sentinel, Sunday News-Sentinel. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Library.

**PERSONNEL**

Station Manager.....G. W. Grignon  
 Sales Manager.....R. N. Weil  
 Publicity Director.....E. Williams  
 Musical Director.....E. Krebs  
 Chief Engineer.....D. A. Weller

**POLICIES**

Liquor accounts after 10 p.m. with live talent only.

Promote new programs over air.

**REPRESENTATIVE**

Hearst Radio Inc.

**WTMJ**

MILWAUKEE—EST. 1927

NATIONAL BROADCASTING CO.

FREQUENCY: 620 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: The Milwaukee Journal. OPERATED BY: The Milwaukee Journal. BUSINESS ADDRESS: Milwaukee. PHONE: Marquette 6000. STUDIO ADDRESS: 333 W. State St. TRANSMITTER LOCATION: 12 miles west of Milwaukee on Blue Mound Road. TIME ON THE AIR: 6:30 a.m. to 12:30 a.m. MAINTAINS ARTISTS BUREAU. NEWS-PAPER AFFILIATIONS: The Milwaukee Journal. NEWS SERVICE: United Press.

TRANSCRIPTION SERVICE: Associated Library, Thesaurus Library, Standard Library, Standard Popular Supplement Library.

**PERSONNEL**

Station Manager.....D. B. Abert  
 Asst. Manager.....R. G. Winnie  
 Commercial Manager.....Wm. F. Dittman  
 Artists Bureau Head.....L. W. Herzog  
 Chief Announcer.....Robt. Heiss  
 Continuity Director.....Russ W. Tolg  
 Publicity Director.....Harry Elord  
 Musical Director.....Wm. J. Benning  
 Chief Engineer.....D. W. Gellerup

**POLICIES**

No liquor advertising. Foreign language accounts not encouraged.

Furnishes special merchandising on cost basis.

**REPRESENTATIVE**

Edward Petry & Company

**WIBU**

"THE FRIENDLY FARMER STATION"

POYNETTE—EST. 1925

WISCONSIN RADIO NETWORK

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Wm. C. Forrest. OPERATED BY: Same. BUSINESS ADDRESS: Poynette. PHONE: 97R5. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWSPAPER AFFILIATION: Baraboo News Republic. NEWS SERVICE: United Press, Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, Radio Transcription Company.

**PERSONNEL**

Station Manager.....Wm. C. Forrest  
 Chief Announcer.....Donald Zook  
 Chief Engineer.....Leonard Dose

**POLICIES**

Policy governed by station belief in maintaining programs in public interest.

Merchandising: Station has studios in five communities: namely, Poynette, Portage, Baraboo, Madison and Beaver Dam. This close contact with the social and distribution areas surrounding these communities makes possible merchandising effectiveness in a large general area which extends generally to WIBU full coverage.

**WRJN**

RACINE—EST. 1926

FREQUENCY: 1370 Kc. POWER: 250 Watts.

OWNED BY: Racine Broadcasting Corp. OPERATED BY: WRJN Staff Assoc. BUSINESS ADDRESS: American Bank Bldg. PHONE: Jackson 290. STUDIO ADDRESS: Same.

TRANSMITTER LOCATION: Mt. Pleasant.  
 TIME ON THE AIR: 8:00 A.M. to 11:00 P.M.  
 NEWSPAPER AFFILIATIONS: Racine Journal-Times. NEWS SERVICE: Transradio Press. AP and UP. TRANSCRIPTION SERVICES: NEC Thesaurus and Lang-Worth. MAINTAINS ARTISTS BUREAU.

**PERSONNEL**

President.....F. R. Starbuck  
 Commercial Manager.....H. S. Mann  
 Advertising Manager.....H. J. Newcomb  
 Artists Bureau Head.....R. W. Conrad  
 Chief Announcer.....R. W. Conrad  
 Station Manager.....H. S. Mann  
 Sales Manager.....H. J. Newcomb  
 Publicity Director.....Kent Owens  
 Musical Director.....R. W. Conrad  
 Chief Engineer.....F. Lee Dechant

**POLICIES**

Internal medicine accounts accepted only on approval of station management.

**REPRESENTATIVES**

Small & Brewer, Chicago  
 Spot Broadcasting, New York

**WHBL**

**SHEBOYGAN—EST. 1927**

FREQUENCY: 1300 Kc. POWER: 250 watts.  
 OWNED BY: Press Publishing Co. OPERATED BY: Press Publishing Co. BUSINESS ADDRESS: Sheboygan. PHONE: 1900. STUDIO ADDRESS: 636 Center Ave. TRANSMITTER LOCATION: R R 3 Sheboygan, Wis. TIME ON THE AIR: 7:00 a.m. to 11:00 p.m. NEWS-PAPER AFFILIATIONS: Sheboygan Press. NEWS SERVICE: United Press Radio Wire. MAINTAINS ARTIST BUREAU. TRANSCRIPTION SERVICE: World Broadcasting Co., Standard Transcription Service, NBC Thesaurus.

**PERSONNEL**

President.....C. E. Broughton  
 Commercial Manager.....H. P. Furstenau  
 Chief Announcer.....Glen James  
 Bus. Mgr.....H. H. Born  
 Publicity Director.....E. Zufelt  
 Musical Director.....M. J. Pope  
 Chief Engineer.....Herbert Mayer

**POLICIES**

Merchandise manager calls on the trade in trading area.

**WLBL**

"WISCONSIN LAND OF BEAUTIFUL LAKES"

**STEVENS POINT—EST. 1924**

FREQUENCY: 900 Kc. POWER: 5000 watts.  
 OWNED BY: State of Wisconsin-Department

of Agriculture and Markets. OPERATED BY: Department of Agriculture and Markets. BUSINESS ADDRESS: 444 Main St. PHONE: 525. STUDIO ADDRESS: 444 Main St. TRANSMITTER LOCATION: Auburndale. TIME ON THE AIR: Daytime. NEWSPAPER AFFILIATIONS: Central Wisconsin Herald. NEWS SERVICE: United Press.

**PERSONNEL**

Chief Announcer.....W. P. Wichmann  
 Station Manager.....F. R. Calvert  
 Chief Engineer.....H. O. Brickson

**POLICIES**

Non-commercial.

**REPRESENTATIVE**

F. R. Calvert

**WDSM\***

**SUPERIOR—EST. 1937**

FREQUENCY: 1200 Kc. POWER: 100 Watts.  
 OWNED BY: Fred A. Baxter. OPERATED BY: Fred A. Baxter. BUSINESS ADDRESS: Superior. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited.

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

**WSAU**

**WAUSAU—EST. 1937**

FREQUENCY: 1370 Kc. POWER: 100 Watts.  
 OWNED BY: Northern Broadcasting Co., Inc. OPERATED BY: Northern Broadcasting Co., Inc. BUSINESS ADDRESS: 113-115 Third St. PHONE: 6521. STUDIO ADDRESS: 113-115 Third St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 10:15 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**PERSONNEL**

President.....W. E. Walker  
 Commercial Manager.....Wayne W. Cribb  
 Advertising Manager.....Wayne W. Cribb  
 Program Director.....Donald R. Burt  
 Station Manager.....Wayne W. Cribb  
 Sales Manager.....Wayne W. Cribb  
 Publicity Director.....Denmann Arnold  
 Musical Director.....Ethel Huebner  
 Chief Engineer.....Roland Richardt

**POLICIES**

All copy must bear written acceptance of station management.

Merchandising: Maintains merchandising service along newspaper lines.

**REPRESENTATIVE**

Small & Brewer, Inc.

# WYOMING

Population 235,000

Number of Families 58,840

Number of Radio Homes 51,500

Retail Sales \$82,681,000

Auto Registrations 76,603

## K D F N

CASPER—EST. 1930

FREQUENCY: 1440 Kc. POWER: 500 watts. OWNED BY: D. L. Hathaway. OPERATED BY: D. L. Hathaway. BUSINESS ADDRESS: Box 930. PHONE: 407. STUDIO ADDRESS: 1st and Lennox Sts. TIME ON THE AIR: 7:30 a.m. to 9:00 p.m. NEWS SERVICE: Radio News and Transradio Press. TRANSCRIPTION SERVICE: Langlois Wentworth Feature Programs, Standard Radio Library and Popular Supplement.

### PERSONNEL

Commercial Manager.....F. R. Hufsmith  
Chief Announcer.....M. Nichols  
Station Manager.....D. L. Hathaway  
Sales Manager.....D. L. Hathaway  
Publicity Director.....F. R. Hufsmith  
Chief Engineer.....F. Wickencamp

### POLICIES

Liquor advertising accepted with reservations on program, and program times.

### REPRESENTATIVES

Sears and Ayer, Craig and Hollingbery Inc.  
James F. Fay, Walter Biddick Co.

## K W Y O

"VOICE OF WYOMING"  
SHERIDAN—EST. 1934

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Bighorn Broadcasting Co. OPERATED BY: Bighorn Broadcasting Co. BUSINESS ADDRESS: Sheridan. PHONE: 601-2. STUDIO ADDRESS: 340 W. Main St. TIME ON THE AIR: 7:00 a.m. to 10:00 p.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: C. P. MacGregor, Standard Radio.

### PERSONNEL

President.....R. E. Carroll  
Chief Announcer.....H. W. Siebert  
Station Manager.....B. H. Middleton  
Chief Engineer.....Eli Daniels

### POLICIES

Liquor accounts not accepted.

### REPRESENTATIVE

B. H. Middleton

## K V R S \*

ROCK SPRINGS—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 Watts. d.; 100 watts. n. OWNED BY: Wyoming Broadcasting Co. OPERATED BY: Wyoming Broadcasting Co. BUSINESS ADDRESS: Rock Springs. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same.

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

## TERRITORIES AND POSSESSIONS

### Alaska

## K F Q D

"VOICE OF THE GOLDEN NORTH"  
ANCHORAGE—EST. 1924

FREQUENCY: 780 Kc. POWER: 250 watts. OWNED BY: Anchorage Radio Club, Inc. OPERATED BY: R. E. McDonald. BUSINESS ADDRESS: Anchorage. PHONE: Black 143. STUDIO ADDRESS: Anchorage. TRANSMITTER LOCATION: 411 Fourth Ave. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: Own correspondents in numerous parts of Alaska. TRANSCRIPTION SERVICE: C. P. MacGregor.

### PERSONNEL

President.....R. E. McDonald  
Commercial Manager.....R. E. McDonald  
Advertising Manager.....R. E. McDonald  
Chief Announcer.....Ken Laughlin  
Station Manager.....R. E. McDonald  
Musical Director.....Ken Laughlin  
Chief Engineer.....Wm. J. Wagner

## POLICIES

No foreign language accounts. Liquor accounts accepted only on approval.

Merchandising through window displays. Handles sponsor's station mail.

## REPRESENTATIVE

Walter Biddick Co.

# KINY

JUNEAU—EST. 1935

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Edwin A. Kraft. OPERATED BY: Same. BUSINESS ADDRESS: Goldstein Bldg. PHONE: 197. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to 10:30 P.M. NEWS SERVICE: Local News. TRANSCRIPTION SERVICES: Standard Radio, MacGregor, Titan and Lang-Worth.

## PERSONNEL

Owner ..... Edwin A. Kraft  
Commercial Manager ..... R. E. Barringer  
Chief Announcer ..... Wilson Foster  
Station Manager ..... C. B. Arnold  
Chief Engineer ..... C. F. Heister

## POLICIES

No liquor accounts accepted.

## REPRESENTATIVES

Northwest Radio Adv. Co., Inc., Seattle  
Panamerican Broadcasting Co., New York

# KGBU

KETCHIKAN—EST. 1926

FREQUENCY: 900 Kc. POWER: 1000 Watts. OWNED BY: Alaska Radio and Service Co. OPERATED BY: Alaska Radio and Service Co. BUSINESS ADDRESS: KGBU Bldg. STUDIO ADDRESS: KGBU Bldg. TRANSMITTER LOCATION: Ketchikan. TIME ON THE AIR: Unlimited (actual, Part Time).

## PERSONNEL

President-General Mgr. .... James A. Britton  
Vice-President ..... R. W. Britton

## POLICIES

Advertising of hard liquors acceptable. The station reserves the right to reject any program material not consistent with the policy of the station or government regulations.

## Hawaii

# KHBC

HILO—EST. 1936

HAWAIIAN BROADCASTING SYSTEM

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Honolulu Broadcasting Co. OP-

ERATED BY: Honolulu Broadcasting Co. BUSINESS ADDRESS: Hilo. STUDIO ADDRESS: Mainland Office, Hotel Californian, San Francisco. TIME ON THE AIR: 6:30 a.m. to 11:00 p.m. NEWSPAPER AFFILIATION: Tribune Herald of Hilo. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Associate Music Publishers, C. P. MacGregor, Standard Radio, Titan Productions.

## PERSONNEL

President & Gen. Mgr. .... Fred J. Hart  
Manager of Mainland Office ..... L. D. West  
Chief Announcer ..... Bob Glenn  
Station Manager ..... Jack Williams

## POLICIES

No hard liquor accounts accepted.

Specialize in Japanese and Filipino programs.

Station maintains a well developed merchandising policy.

# KGMB

HONOLULU—EST. 1929

CBS—MUTUAL—HAWAIIAN BROADCASTING SYSTEM (Regional)

FREQUENCY: 1320 Kc. POWER: 1000 watts. OWNED BY: Honolulu Broadcasting Co. OPERATED BY: Honolulu Broadcasting Co. BUSINESS ADDRESS: Mainland Office, Hotel Californian, San Francisco. TIME ON THE AIR: 6:00 a.m. to 12:00 p.m. NEWSPAPER AFFILIATION: Honolulu Star-Bulletin. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, Associated Music Publishers, C. P. MacGregor, Inc., Standard Radio, Titan Production.

## PERSONNEL

President & Gen. Mgr. .... Fred J. Hart  
Business Manager ..... J. Howard Worrall  
Advertising Manager ..... Henry Putnam  
Chief Announcer ..... Leo Rumsey  
Mainland Office Manager ..... L. D. West  
Asst. Gen. Mgr. .... Webley Edwards, Honolulu  
Publicity Director ..... Henry Putnam  
Chief Engineer ..... Gene Goldrup

## POLICIES

No hard liquor advertising accepted.

Specializes in Japanese participating programs. Also Filipino.

A special merchandising man devotes his entire time in assisting to merchandise national accounts that are on station.

## REPRESENTATIVES

Conquest Alliance Co., Inc.  
New York City  
Conquest Alliance Co., Inc.  
Chicago  
Honolulu Broadcasting Co.  
Hotel Californian, San Francisco

# KGU

"THE VOICE OF HAWAII"  
HONOLULU—EST. 1922

NBC

FREQUENCY: 750 Kc. POWER: 2500 Watts.  
OWNED BY: Marion A. Mulrony and Advertiser Publishing Co., Ltd. OPERATED BY: Advertiser Publishing Co., Ltd. STUDIO ADDRESS: 3rd Floor, Advertiser Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Honolulu Advertiser. TRANSCRIPTION SERVICE: NBC Thesaurus.

## PERSONNEL

General Manager ..... M. A. Mulrony  
Program Manager ..... Donald O. Crozier  
Director of Natl. Advertising ..... R. S. Thurston  
Assistant Manager ..... Homer N. Tyson

## REPRESENTATIVES

E. Katz Special Advertising Agency  
Walter Biddick Co. (Coast)



# Puerto Rico

# WPRA

"VOICE OF THE WEST"  
MAYAGUEZ—EST. 1937

FREQUENCY: 1370 Kc. POWER: 100-250 Watts. OWNED BY: Puerto Rico Adv. Co. OPERATED BY: Same. BUSINESS ADDRESS: Del Rio No. 26. PHONE: 269-271. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1 mile from city. TIME ON THE AIR: 7:00 to 9:00 A.M.—11:00 A.M. to 2:00 P.M.—6:00 to 10:00 P.M. NEWS SERVICE: Transradio Press.

## PERSONNEL

President ..... Andres Camara  
Commercial Manager ..... Andres Camara  
Advertising Manager ..... Patricio R. Fermaint  
Chief Announcer ..... Mario Acosta  
Station Manager ..... Patricio R. Fermaint  
Publicity Director ..... Celso Torres  
Musical Director ..... Celso Torres  
Chief Engineer ..... Ralph P. Perry

## POLICIES

No other requirements than those of the Federal Communications Commission.

# WPRP

"THE VOICE OF PUERTO RICO"  
PONCE—EST. 1935

FREQUENCY: 1420 Kc. POWER: 250 Watts. OWNED BY: Julio M. Conesa. OPERATED BY: Same. BUSINESS ADDRESS: 2 Cristina St. STUDIO ADDRESS: Same. TIME ON THE

AIR: 7:30 A.M. to 11:00 P.M. MAINTAINS ARTISTS BUREAU.

## PERSONNEL

President ..... Julio M. Conesa  
Artists Bureau Head ..... Ruth Natal  
Station Manager ..... Julio M. Conesa  
Business Manager ..... A. Mirable  
Publicity Director ..... Luis Fortuno Janeiro  
Chief Engineer ..... Guillermo L. Santiago

## POLICIES

Programs are all broadcast in Spanish, unless specially contracted for.

Newspaper publicity and sample distribution as merchandising aids.

## REPRESENTATIVE

Broadcasting Abroad, Ltd.

# WKAQ

SAN JUAN—EST. 1922

FREQUENCY: 1240 Kc. POWER: 1000 Watts. OWNED BY: Radio Corporation of Porto Rico. OPERATED BY: Radio Corporation of Porto Rico. BUSINESS ADDRESS: Telephone Bldg. NEW YORK OFFICE: 67 Broad St., New York City. STUDIO ADDRESS: Telephone Bldg. TRANSMITTER LOCATION: Hato Rey, P. R. TIME ON THE AIR: Unlimited.

## PERSONNEL

President ..... J. W. G. Ogilvie

# WNEI

"THE LINK OF THE AMERICAS"  
SAN JUAN—EST. 1934

FREQUENCY: 1290 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: Juan Piza. OPERATED BY: Same. BUSINESS ADDRESS: Box 1252, San Juan. PHONE: 107-8. STUDIO ADDRESS: 59 Brau St. TRANSMITTER LOCATION: 99 Sol St. TIME ON THE AIR: 6:45 A.M. to 11:00 P.M. NEWS SERVICES: Transradio News, Radio News Assoc. TRANSCRIPTION SERVICES: Atlas Radio Corp., Lang-  
Worth.

## PERSONNEL

President ..... Juan Piza  
Commercial Manager ..... Gustavo Diaz  
Advertising Manager ..... Gustavo Diaz  
Artists Bureau Head ..... George H. Clare  
Chief Announcer ..... Ruben Rodriguez  
Station Manager ..... Juan Piza  
Sales Manager ..... Modesto Navarro  
Publicity Director ..... George H. Clare  
Musical Director ..... Juan Piza  
Chief Engineer ..... William Greer

## POLICIES

Adheres to the restrictions of the Federal Communications Commission. Also, no two programs advertising the same class of product shall follow each other.

## REPRESENTATIVE

Broadcasting Abroad, Ltd.

# F.C.C. REGULATIONS REGARDING BROADCASTING APPLICATIONS

Each application shall be specific with regard to frequency or frequencies, power, hours of operation, and all other terms of the instrument of authorization requested. An application for broadcast facilities in the band 550 kc to 1600 kc shall be limited to one specific frequency. An application for a radio station construction permit or license requesting alternative facilities will not be accepted.

Upon proper request by the licensee of a broadcast station, or by the licensee of, or applicant for, a service other than broadcasting, the Commission may grant special temporary authority for the operation of a station for a limited time, or in a manner and to an extent, or for a service other or beyond that authorized in its existing license; *Provided, however*, That if request is for a broadcast station to utilize additional hours of operation, approval may not be granted if another broadcast station is licensed to operate in the same locality during the hours requested.

In any event, no such request will be considered unless:

(a) It is received in the Commission at least ten days previous to the date of proposed operation.

(b) If request is for operation upon a clear channel, it shall be supported by the consent of the dominant clear channel station.

(c) Request for any frequency shall be supported by the consent of each station licensed for operation upon the frequency, where consenting station is located at a distance less than that given in the latest published table of recommended separations.

(d) Request made by a sharing time station shall be supported by the consent of the station with which the licensee requesting the same shares time.

Consent shall be forwarded direct to the Commission by the consenting station and shall show whether the same is for simultaneous operation or whether consenting station is giving up the time sought by applicant.

Any or all of the foregoing requirements of paragraphs (a), (b), (c) and (d), may be waived by the Commission in cases of emergency, the nature of which shall be fully explained by the licensee in the request for authorization.

Where an emergency exists affecting safety to life or property, the Commis-

sion may, in its discretion, waive any part or all of its regulations governing the filing of applications.

The licensee of any radio transmitting station may, during a period of emergency in which the normal communication facilities are disrupted as a result of hurricane, flood, earthquake, or similar disaster, utilize such station for emergency communication service in communicating with points other than those specified in the station license, provided (1) that at the beginning of such emergency use immediate notice be sent to the Commission and the inspector in charge of the district in which the station is located stating the nature of the emergency and the use to which the station is being put, and (2) that the emergency use of the station shall be discontinued as soon as substantially normal communication facilities are again available and the Commission and the inspector in charge be notified immediately when such special use of the station is terminated. The Commission may at any time order the discontinuance of such service.

Any licensee receiving official notice of a violation of the terms of the Communications Act of 1934, any legislative act, executive order, treaty to which the United States is a party or the rules and regulations of the Federal Communications Commission, which are binding upon licensee or the terms and conditions of a license, shall, within 3 days from such receipt, send a written reply direct to the Federal Communications Commission at Washington, D. C., and a copy thereof to the office of the Commission originating the official notice, when the originating office is other than the office of the Commission in Washington, D. C. The answer to each notice shall be complete in itself and shall not be abbreviated by reference to other communications or answers to other notices. If the notice relates to some violation that may be due to the physical or electrical characteristics of the transmitting apparatus, the answer shall state fully what steps, if any, are taken to prevent future violations, and if any new apparatus is to be installed, the date such apparatus was ordered, the name of the manufacturer, and promised date of delivery.

If the installation of such apparatus

requires a construction permit, the file number of the application shall be given, or if a file number has not been assigned by the Commission, such identification as will permit of ready reference.

If the notice of violation relates to some lack of attention or improper operation of the transmitter, the name and license number of the operator in charge shall be given.

a. Broadcast station licenses will be issued for a normal license period of 6 months.

#### BROADCAST SERVICE

The band of frequencies extending from 550 to 1,500 kilocycles, both inclusive, is allocated for use by broadcast stations. This band of frequencies is referred to herein as the "broadcast band."

#### CLASSES OF BROADCAST STATIONS

For the purposes of allocation of frequencies, power, and time of operation, broadcast stations are classified as follows:

##### A. FREQUENCY AND POWER DESIGNATIONS

- a. Clear channel.
- b. High power regional.
- c. Regional.
- d. Local.

##### B. TIME DESIGNATION

- a. Unlimited time.
- b. Limited time.
- c. Daytime.
- d. Sharing time.
- e. Part time.
- f. Specified hours.

#### SPECIAL BROADCAST STATIONS

(a) The following frequencies are allocated for assignment to special broadcast stations on an experimental basis: 1530, 1550 and 1570 kilocycles. Two or more stations may be licensed for simultaneous operation on each frequency.

(b) Licenses for special broadcast stations will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development and practical application of high fidelity broadcasting, and will be in addition to and advancement of the work done by regular broadcast stations.

2. That the program of research and experimentation includes a thorough study of advanced antenna design, field intensity surveys and plans for a comprehensive analysis of the response of listeners.

3. That the transmitter and all stu-

dios will be equipped so as to be capable of high fidelity transmission.

4. That the operation and experimentation will be under the direct supervision of a qualified engineer with an adequate staff of engineers qualified to carry on the program of research and experimentation.

5. That the programs transmitted, either sponsored or sustaining, will not interfere with the proper prosecution of the program of research and experimentation.

6. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program of research and experimentation.

7. That the program of research and experimentation will be reasonably independent of the income derived from sponsored programs.

8. That the public interest, convenience and necessity will be served through the operation of the proposed station.

(c) The Commission may require from time to time a licensee of a special broadcast station to conduct experiments that are deemed desirable and reasonable for the development of the service.

(d) The program of research and experimentation as offered in compliance with the requirements of obtaining a license for a special broadcast station, shall be adhered to in the main unless the licensee is authorized to do otherwise by the Commission.

(e) The authorized power of a special broadcast station will not exceed 1 kilowatt. However, the licensee may operate at less than the authorized power where such operation facilitates experimentation.

(f) The licensee of a special broadcast station is not required to adhere to a regular schedule, but shall actively conduct a program of research and experimentation or transmission of programs.

(g) A supplemental report shall be filed with and made a part of each application for a renewal of license of a special broadcast station and shall include statements of the following in the order designated:

1. Comprehensive summary of all research and experimentation conducted.

2. Conclusions and outline of proposed program for further research and development.

3. Number of hours operated, including percentage of sponsored programs.



# RADIO STATIONS OWNED WHOLLY OR PARTIALLY BY NEWSPAPER INTERESTS

## ALABAMA

The Birmingham Age-Herald.....WSEN  
 The Birmingham News  
*Licensee*—The Birmingham News Co., Birmingham.

## ARIZONA

Prairie Farmer Publishing Co.....KOY  
*Licensee*—Salt River Valley Broadcasting Co., Phoenix.  
 Arizona Publishing Co.....KTAR  
*Licensee*—KTAR Broadcasting Co., Phoenix.

## ARKANSAS

Arkansas Gazette Publishing Co....KCHI  
*Licensee*—Arkansas Gazette Publishing Co., Little Rock.  
 Gazette Publishing Co.....KLHA  
*Licensee*—Gazette Publishing Co.—16.1% (Arkansas Gazette), Little Rock.  
 Texarkana Newspapers, Inc. ....KCMC  
*Licensee*—KCMC, Inc., Texarkana.

## CALIFORNIA

McClatchy Newspapers .....KERN  
*Licensee*—McClatchy Broadcasting Co., Bakersfield, Cal.  
 McClatchy Newspapers .....KMJ  
*Licensee*—McClatchy Broadcasting Co., Fresno, Cal.  
 Hearst Consolidated Publications...KEHE  
*Licensee*—Hearst Radio, Inc., Los Angeles, Cal.  
 Merced Sun Star.....KYOS  
*Licensee*—Merced Star Publishing Co., Merced, Cal.  
 Monterey Peninsula Herald.....KDDN  
*Licensee*—Monterey Peninsula Broadcasting Co., Monterey, Cal.  
 The Oakland Tribune.....KLX  
*Licensee*—Tribune Building Co., Oakland, Cal.  
 The Sacramento Bee.....KFBK  
 The Fresno Bee  
 Modesto Bee  
 (All are McClatchy newspapers.)  
*Licensee*—McClatchy Broadcasting Co., Sacramento, Cal.  
 American Newspapers, Inc.....KYA  
*Licensee*—Hearst Radio, Inc., San Francisco, Cal.  
 Santa Barbara News.....KTMS  
 Santa Barbara Press  
*Licensee*—The News-Press Publishing Co., Santa Barbara, Cal.  
 Santa Rosa Press-Democrat.....KSRO  
*Licensee*—The Press-Democrat Publishing Co., Santa Rosa, Cal.  
 McClatchy Newspapers .....KWG

*Licensee*—McClatchy Broadcasting Co., Stockton, Cal.  
 Stockholders are Newspaper Publishers KTKC  
*Licensee*—Tulare-Kings Counties Radio Associates, Charles A. Whitmore, Pres., Visalia, Cal.  
 Register-Pajaronian .....KHUB  
*Licensee*—F. W. Atkinson, Watsonville, Cal.

## COLORADO

Stockholders interested in Oklahoma Publishing Co.; The Gazette & Telegraph; (Daily Oklahoman, Oklahoma City Times and Farmer - Stockman). Oklahoma Publishing Co., 33% stockholder.  
*Licensee*—Outwest Broadcasting Co., Colorado Springs, Colo.  
 The Daily Oklahoman.....KLZ  
 The Oklahoma City Times  
 The Farmer-Stockman  
*Licensee*—KLZ Broadcasting Co., Denver, Colo.

## CONNECTICUT

Hartford Times .....WTHT  
 (Gannett Co., Inc.)  
*Licensee*—The Hartford Times, Inc., Hartford, Conn.  
 American-Republican, Inc. ....WBRY  
 Waterbury, Conn.

## DELAWARE

Stockholders interested in newspaper publications. WDEL  
*Licensee*—WDEL, Inc., Wilmington, Del.  
 Stockholders interested in newspaper publications. WILM  
*Licensee*—Delaware Broadcasting Co., Wilmington, Del.

## FLORIDA

The Miami Daily News.....WIOD-WMBF  
 (The Metropolis Publishing Co.)  
*Licensee*—Isle of Dreams Broadcasting Corp., Miami, Fla.  
 Owner holders 33 1/3% of Society Pictorial WKAT  
*Licensee*—Miami Beach, Fla.  
 News-Journal Company .....WCOA  
*Licensee*—Pensacola Broadcasting Co., Pensacola, Fla.  
 Highlands Co. Pilot.....WTAL  
 Scenic Highlands Sun  
 (Avon Park, Fla.)  
 Lake Placid News  
 (Lake Placid, Fla.)  
*Licensee*—Florida Capital Broadcasters, Inc., Tallahassee, Fla.

Tampa Times .....WDAE  
*Licensee*—Tampa Times Company,  
Tampa, Fla.

## GEORGIA

The Atlanta Journal.....WSB  
*Licensee*—The Atlanta Journal Co.,  
Atlanta, Ga.

## HAWAII

Officers: Pres., gen'l mgr. and editor KGMB  
of Honolulu Star-Bulletin.  
*Licensee* — Honolulu Broadcasting  
Co., Honolulu, T. H.  
Advertiser Publishing Co., Ltd.....KGU  
Honolulu, T. H.  
*Licensee* — Marion A. Mulrony &  
Advertiser Publishing Co., Ltd.,  
Honolulu, T. H.  
Officers: Pres. and general mgr. of KHBC  
Honolulu Star-Bulletin; Hilo  
Tribune-Herald.  
*Licensee* — Honolulu Broadcasting  
Co., Hilo, T. H.

## ILLINOIS

News-Gazette .....WDWS  
*Licensee*—Champaign News-Gazette,  
Inc., Champaign, Ill.  
Corn Belt Publishers, Inc.....WAAF  
(Daily Newspaper)  
*Licensee*—Drovers Journal Publish-  
ing Co., Chicago, Ill.  
Chicago Tribune News Syndicate, WGN  
Inc., publisher of the N. Y.  
News. Directors interested in the  
Washington Herald; Rockford  
Morning Star and Register Re-  
public.  
*Licensee*—WGN, Inc., Chicago, Ill.  
Prairie Farmer, Stand-By.....WLS  
*Licensee* — Agricultural Broadcast-  
ing Co., Chicago, Ill.  
Decatur Newspapers Inc.—49%.....WJBL  
*Licensee*—Commodore Broadcasting,  
Inc., Decatur, Ill.  
Rockford Consolidated Newspapers, WROK  
Inc.  
*Licensee* — Rockford Broadcasters,  
Inc., Rockford, Ill.  
Rock Island Argus.....WHBF  
*Licensee*—Rock Island Broadcasting  
Co., Rock Island, Ill.

## INDIANA

Elkhart Daily Truth.....WTRC  
*Licensee* — The Truth Publishing  
Co., Inc., Elkhart, Ind.  
Lake County Times.....WHIP  
*Licensee* — Hammond - Calumet  
Broadcasting Corp., Hammond,  
Ind.  
Central Newspapers, Inc.....WIRE  
(100%)  
*Licensee* — Indianapolis Broadcast-  
ing, Inc., Indianapolis, Ind.  
South Bend Tribune.....WFAM  
*Licensee*—The South Bend Tribune,  
South Bend, Ind.

The South Bend Tribune.....WSBT  
*Licensee*—The South Bend Tribune,  
South Bend, Ind.

## IOWA

Register & Tribune Co.....WMT  
Des Moines, Iowa.  
*Licensee* — Iowa Broadcasting Co.,  
Cedar Rapids, Iowa.  
Register & Tribune Co.....KRNT  
Des Moines, Iowa.  
*Licensee* — Iowa Broadcasting Co.,  
Des Moines, Iowa.  
Register & Tribune Co.....KSO  
Des Moines, Iowa.  
*Licensee* — Iowa Broadcasting Co.,  
Des Moines, Iowa.  
Director interested in The Daven- WHO  
port Democrat and Leader, Dav-  
enport, Iowa.  
*Licensee* — Central Broadcasting Co.,  
Des Moines, Iowa.  
Dubuque Telegraph-Herald.....KDTN  
*Licensee*—Telegraph - Herald Co.,  
Dubuque, Iowa.  
Globe-Gazette .....KGLO  
*Licensee* — Mason City Globe Ga-  
zette Co., Mason City, Iowa.  
The Sioux City Journal.....KSCJ  
Sioux City, Iowa.  
*Licensee*—Perkins Bros. Co., Sioux  
City, Iowa (The Sioux City Jour-  
nal).  
Principal Stockholder: Tribune Co., KTRI  
publisher of Sioux City Tribune  
(50%).  
*Licensee* — Sioux City Broadcasting  
Co., Sioux City, Iowa.

## KANSAS

The Coffeyville Daily Journal.....KGGF  
Coffeyville, Kans.  
*Licensee*—Hugh J. Powell & Stanley  
Platz, d/b as Powell & Platz, Coffeyville, Kans.  
Dodge City Daily Globe.....KGNO  
Dodge City, Kans.  
*Licensee*—The Dodge City Broad-  
casting Co., Inc., Dodge City,  
Kans.  
Capper Publications .....KCKN  
(U. S. Senator Capper.)  
*Licensee*—WLBK Broadcasting Co.,  
Kansas City, Kans.  
Hays Daily News.....KSAL  
Goodland Daily News  
Hill City Times  
*Licensee*—R. J. Laubengayer, Sa-  
lina, Kans.  
The Topeka Daily Capital.....WIBW  
Kansas City, Kans.  
(U. S. Senator Capper publications)  
*Licensee*—Topeka Broadcasting As-  
sociation, Inc., Topeka, Kans.  
The Wichita Eagle.....KFH  
*Licensee*—Radio Station KFH Co.,  
Wichita, Kans.

## KENTUCKY

Ashland Daily Independent.....WCMJ  
*Licensee*—The Ashland Broadcast-  
ing Co., Ashland, Ky.  
Lexington Herald Co., Inc.....WLAP  
*Licensee* — American Broadcasting  
Corp. of Ky., Lexington, Ky.  
Louisville Times .....WHAS  
Louisville Courier-Journal  
*Licensee*—The Courier Journal Co.  
and the Louisville Times Co.,  
Louisville, Ky.  
Owensboro Publishing Co. ....WOMI  
*Licensee*—Owensboro Broadcasting  
Co., Owensboro, Ky.

## LOUISIANA

Capital City Press.....WJBO  
*Licensee*—Baton Rouge Broadcast-  
ing Co., Inc., Baton Rouge, La.  
Lafayette Advertiser Gazette, Inc....KVOL  
Lafayette, La.  
*Licensee* — Evangeline Broadcasting  
Co., Inc., Lafayette, La.  
Stockholders interested in KRV, KPLC  
KVOL.  
*Licensee* — Calcasieu Broadcasting  
Co., Lake Charles, La.  
Times Publishing Co., Ltd.....KTBS  
The Shreveport Times  
*Licensee* — Tri-State Broadcasting  
System, Inc., Shreveport, La.  
Times Publishing Co., Ltd.....KWKH  
*Licensee* — International Broadcast-  
ing Corp., Shreveport, La.

## MAINE

Stockholders are interested in news- WGAN  
paper publishing.  
*Licensee* — Portland Broadcasting  
System, Portland, Me.

## MARYLAND

Hearst Radio, Inc.....WBAL  
American Newspapers, Inc.  
*Licensee*—The WBAL Broadcasting  
Co., Baltimore, Md.

## MASSACHUSETTS

Stockholders interested in news- WLAW  
papers.  
*Licensee*—Hildreth & Rogers Co.,  
Lawrence, Mass.  
The Evening Standard Times.....WNBH  
The Sunday Standard Times  
The Morning Mercury  
(New Bedford, Mass.)  
*Licensee*—E. Anthony & Sons, Inc.,  
New Bedford, Mass.  
Worcester Telegram .....WTAG  
*Licensee*—Worcester Telegram Pub-  
lishing Co., Inc., Worcester, Mass.

## MICHIGAN

Enquirer and News.....WELL  
(Federated Publications, Inc.)  
*Licensee*—Enquirer-News Co., Bat-  
tle Creek, Mich.  
The Detroit News.....WWJ  
*Licensee*—The Evening News Asso-  
ciation, Detroit, Mich.

The Daily Mining Journal.....WBEO  
Marquette, Mich.  
The Rhinelander News  
Rhinelander, Wis.  
The Iron Mountain News  
Iron Mountain, Mich.  
*Licensee*—The Lake Superior Broad-  
casting Co., Marquette, Mich.

## MINNESOTA

Stockholder: (See WDAY).....KDAL  
Forum Publ. Co.  
*Licensee*—Red River Broadcasting  
Co., Duluth, Minn.  
Stockholders interested in news- WMFG  
paper publications.  
*Licensee*—Head of the Lakes Broad-  
casting Co., Hibbing, Minn.  
Dispatch Pioneer Press.....WTCN  
(St. Paul, Minn.)  
Minnesota Tribune Co.  
(Minneapolis, Minn.)  
*Licensee* — Minnesota Broadcasting  
Corp., Minneapolis, Minn.  
Times Publishing Co.....KFAM  
*Licensee* — The Times Publishing  
Co., St. Cloud, Minn.  
Evening Telegram .....WHLB  
*Licensee* — Head of Lakes Broad-  
casting Co., Virginia, Minn.

## MISSISSIPPI

The Clark County Tribune.....WCOC  
Quitman, Miss.  
*Licensee*—Miss. Broadcasting Co.,  
Inc., Meridian, Miss.  
The Vicksburg Evening Post .....WQBC  
The Vicksburg Herald  
*Licensee* — Delta Broadcasting Co.,  
Inc., Vicksburg, Miss.

## MISSOURI

St. Louis Star-Times Publishing Co...KFRU  
*Licensee*—KFRU, Inc., Columbia,  
Mo.  
Capital News .....KWOS  
Post-Tribune  
*Licensee* — Tribune Printing Co.,  
Jefferson City, Mo.  
Joplin Globe .....WMBH  
Joplin News Herald  
*Licensee*—Joplin Broadcasting Co.,  
Joplin, Mo.  
Kansas City Star.....WDAF  
*Licensee*—The Kansas City Star Co.,  
Kansas City, Mo.  
Stockholders: News Broadcasting KFEQ  
Co.; officers and directors asso-  
ciated with St. Joseph News and  
the Press Gazette.  
*Licensee* — KFEQ, Inc., St. Joseph  
Mo.  
The Pulitzer Publishing Co.....KSD  
*Licensee*—The Pulitzer Publishing  
Co., St. Louis, Mo.  
Star-Times .....KXOK  
*Licensee* — Star-Times Publishing  
Co., St. Louis, Mo.  
Springfield Newspapers, Inc.....KGBX

*Licensee*—Springfield Broadcasting Co., Springfield, Mo.  
 Springfield Newspapers, Inc.....KWTO  
*Licensee*—Ozarks Broadcasting Co., Springfield, Mo.

**MONTANA**

Stockholder interested in Great Falls Tribune. KFBB  
*Licensee*—Buttrey Broadcast, Inc., Great Falls, Mont.  
 Lewiston Democrat-News .....KDMC  
 Lewiston Telegram  
*Licensee*—Democrat-News Co., Inc., Lewiston, Mont.

**NEBRASKA**

Clay County Sun (weekly).....KMMJ  
*Licensee*—KMMJ, Inc., Clay Center, Neb.  
 Stockholders: Sidels Co., State Journal, Star Publ. Co. KFAB  
*Licensee*—KFAB Broadcasting Co., Lincoln, Neb.  
 Stockholders: Sidels Co., State Journal, Star Publ. Co.; Publish Nebraska State Journal, Evening News and Lincoln Daily Star. KFOR  
*Licensee*—Cornbelt Broadcasting Corp., Lincoln, Neb.  
 The Norfolk Daily News.....WJAG  
*Licensee*—The Norfolk Daily News, Norfolk, Neb.  
 Stockholders interested in State Journal Co., Publishers of Nebraska State Journal and the Evening News; and Star Publishing Co., publisher of Lincoln Daily Star. KOIL  
*Licensee*—Central States Broadcasting Co., Omaha, Neb.

**NEVADA**

McClatchy Newspapers .....KOH  
*Licensee*—The Bee, Inc., Reno, Nevada.

**NEW MEXICO**

Owner of stock in licensee corporation is an officer in following: Albuquerque Publishing Co.; Journal Publishing Co.; Scripps-Howard Newspapers (Rocky Mt. Division), Denver Publishing Co. KOB  
*Licensee*—Albuquerque Broadcasting Co., Albuquerque, New Mex.  
 Pecos Enterprise, Pecos, Tex.....KLAH  
*Licensee*—Carlsbad Broadcasting Co., Carlsbad, N. M.  
 Lexington Daily Herald.....KICA  
 Lexington, Ky.  
*Licensee*—Western Broadcasters, Inc., Clovis, N. M.

**NEW YORK**

Kniekerbocker News .....WABY  
*Licensee*—Adirondack Broadcasting Co., Albany, N. Y.  
 Kniekerbocker News .....WOKO  
*Licensee*—WOKO, Inc., Albany, N. Y.  
 Buffalo Evening News.....WBEN

*Licensee*—WBEN, Inc., Buffalo, N. Y.  
 Buffalo Evening News.....WEBR  
*Licensee*—WEBR, Inc., Buffalo, N. Y.  
 (By contract) .....WESG  
*Licensee*—Cornell University, Elmira, N. Y.  
 Officers and directors are publishers. WEVD  
*Licensee*—Debs Memorial Fund, Inc., New York City.  
 American Newspapers, Inc.....WINS  
*Licensee*—Hearst Radio, Inc., New York, N. Y.  
 Olean Times Herald.....WHDL  
*Licensee*—Olean Broadcasting Co., Inc., Olean, N. Y.  
 Gannett Co., Inc.....WHEC  
 (Newspaper publishers)  
*Licensee*—WHEC, Inc., Rochester, N. Y.

**NORTH CAROLINA**

Asheville Citizen-Times .....WWNC  
*Licensee*—Asheville Citizen-Times Co., Inc., Asheville, N. C.  
 The Durham Morning Herald.....WDNC  
 The Durham Sun  
*Licensee*—Durham Radio Corp., Durham, N. C.  
 Winston-Salem Journal .....WSJS  
*Licensee*—Winston-Salem Journal, Winston-Salem, N. C.

**NORTH DAKOTA**

Fargo Forum .....WDAY  
*Licensee*—WDAY, Inc., Fargo, N. D.

**OHIO**

*Licensee* is newspaper publisher....WICA  
*Licensee*—C. A. Rowley, Ashtabula, Ohio.  
 Scripps-Howard Newspapers .....WCPO  
*Licensee*—Continental Radio Co., Cincinnati, Ohio.  
 The Cleveland Plain Dealer.....WHK  
*Licensee*—Radio Air Service Corp., Cleveland, Ohio.  
 Officers and directors interested in newspaper publishing. WJAY  
*Licensee*—Cleveland Radio Broadcasting Corp., Cleveland, Ohio.  
 Dispatch Printing Co.....WBNS  
*Licensee*—WBNS, Inc., Columbus, Ohio.  
 The Cleveland Plain Dealer.....WHKC  
*Licensee*—Associated Radiocasting Corp., Columbus, Ohio.  
 The Evening News Publishing Co..WHIO  
 Springfield Newspapers, Inc.  
*Licensee*—Miami Valley Broadcasting Corp., Dayton, Ohio.  
 Owners interested in newspaper publishing. WPAY  
*Licensee*—Vee Bee Corp., Portsmouth, Ohio.  
 Stockholders interested in Cleveland Plain Dealer. WKBN  
*Licensee*—WKBN Broadcasting Corp., Youngstown, Ohio.

## OKLAHOMA

The Ardmoreite Publishing Co., Inc. **KVSO**  
Ardmore, Okla.  
*Licensee*—The Ardmoreite Publishing Co., Inc., Ardmore, Okla.  
Enid Morning News.....**KCRC**  
Enid Daily Eagle  
*Licensee* — Enid Radiophone Co., Enid, Okla.  
Daily Phoenix Times Democrat.....**KBIX**  
*Licensee*—Okla. Press Publishing Co., Muskogee, Okla.  
Ft. Worth Star Telegram.....**KTOK**  
Ft. Worth, Tex.  
*Licensee* — Oklahoma Broadcasting Co., Inc., Oklahoma City, Okla.  
American Newspapers, Inc.....**KOMA**  
*Licensee*—Hearst Radio, Inc., Oklahoma City, Okla.  
Oklahoma Publishing Co.....**WKY**  
*Licensee*—WKY Radiophone Co., Oklahoma City, Okla.  
Stauffer Publishing Co.....**KGPF**  
(newspapers)  
*Licensee*—KGPF Broadcasting Co., Inc., Shawnee, Okla.

## OREGON

Astoria-Budget.....**KAST**  
*Licensee*—Astoria Broadcasting Co., Inc., Astoria, Ore.  
La Grande Observer.....**KLBM**  
*Licensee*—Harold & Mrs. Eloise Finlay, La Grande, Ore.  
Oregon Journal.....**KALE**  
*Licensee* — KALE, Inc., Portland, Ore.  
Morning Oregonian.....**KFX**  
*Licensee*—Oregonian Publishing Co., Portland, Ore.  
The Oregon Journal.....**KFJR**  
*Licensee* — KALE, Inc., Portland, Ore.  
Oregonian.....**KGW**  
*Licensee* — Oregonian Publishing Co., Portland, Ore.  
Oregon Journal.....**KOIN**  
*Licensee* — KOIN, Inc., Portland Ore.  
Newspaper publishers at Roseburg, Ore.; Klamath Falls, Ore.; and partial interest in Medford, Ore., Mail Tribune. **KRNR**  
*Licensee*—Southern Oregon Publishing Co., Roseburg, Ore.

## PENNSYLVANIA

Allentown Call Publishing Co.....**WSAN**  
(newspaper business.)  
*Licensee*—WSAN, Inc., Allentown, Pa.  
Stockholders interested in newspaper publications. **WEST**  
*Licensee* — Associated Broadcasters, Inc., Easton, Pa.  
Morning Telegraph.....**WHP**  
The Harrisburg Telegraph  
(Telegraph Press)

*Licensee*—WHP, Inc., Harrisburg, Pa.  
The Telegraph Press.....**WKBO**  
The Telegraph Newspapers  
*Licensee* — Keystone Broadcasting Corp., Harrisburg, Pa.  
Stockholders interested in newspaper publishing. **WAZL**  
*Licensee* — Hazleton Broadcasting Service, Inc., Hazleton, Pa.  
Johnstown Tribune.....**WJAC**  
*Licensee*—WJAC, Inc., Johnstown, Pa.  
Stockholders interested in newspaper publications (Mason Dixon Radio Group, Inc.) **WGAL**  
*Licensee* — WGAL, Inc., Lancaster Pa.  
Public Ledger.....**WHAT**  
*Licensee*—Independence Broadcasting Co., Inc., Philadelphia, Pa.  
Pitt Publishing Co.....**WCAE**  
(Newspaper publication.)  
*Licensee*—WCAE, Inc., Pittsburgh, Pa.  
Pennsylvania Newspaper Co.....**WWSW**  
*Licensee*—Walker & Downing Radio Corp., Pittsburgh, Pa.  
Scranton Times.....**WQAN**  
*Licensee* — The Scranton Times, Scranton, Pa.  
Sunbury Item, Inc.....**WKOK**  
*Licensee* — Sunbury Broadcasting Corp., Sunbury Pa.  
Subsidiary of Sun Gazette Co.....**WRAK**  
*Licensee* — WRAK, Inc., Williamsport, Pa.  
Stockholders interested in newspaper publishing (Mason Dixon Radio Group, Inc., Wilmington, Del.) **WORK**  
*Licensee*—York Broadcasting Co., York, Pa.

## SOUTH CAROLINA

Independent & Daily Mail.....**WAIM**  
*Licensee*—Wilton E. Hall, Anderson, S. C.  
Greenville News (A. M. paper).....**WFBC**  
Piedmont (P. M. paper)  
*Licensee*—Greenville News-Piedmont Co., Greenville, S. C.

## TENNESSEE

Jackson Sun.....**WTJS**  
*Licensee*—The Sun Publishing Co., Inc., Jackson, Tenn.  
Scripps-Howard Newspapers.....**WNOX**  
*Licensee* — Continental Radio Co., Knoxville, Tenn.  
Memphis Commercial Appeal, Inc.....**WMC**  
*Licensee*—Memphis Commercial Appeal, Inc., Memphis, Tenn.  
Memphis Commercial Appeal, Inc.....**WNBR**  
*Licensee* — Memphis Broadcasting Co., Memphis, Tenn.

## TEXAS

Sweetwater Reporter.....**KRBC**  
Sweetwater, Tex.

Big Spring Herald  
Big Spring, Tex.  
North Texas Pub. Co.  
Paris, Tex.  
Caller-Times Pub. Co.  
Corpus Christi, Tex.  
*Licensee* — Reporter Broadcasting  
Co., Abilene, Tex.  
Globe News Publishing Co., Inc. ....KFYO  
Amarillo, Tex.  
*Licensee*—Plains Radio Broadcast-  
ing Co., Amarillo, Tex.  
Globe-News Publishing Co., Inc. ....KGNC  
Amarillo, Tex.  
*Licensee*—Plains Radio Broadcast-  
ing Co., Amarillo, Tex.  
Hearst Radio, Inc. ....KNOW  
American Newspapers, Inc.  
*Licensee* — KUT Broadcasting Co.,  
Austin, Tex.  
All stockholders interested in news-  
papers: Big Spring Herald Publ.  
Co., San Angelo Standard, Inc.,  
Big Spring Herald, North Texas  
Publ. Co., Caller-Times Publ. Co.,  
Reporter Publ. Co., etc. KBST  
*Licensee*—Big Spring Herald Pub-  
lishing Co., Big Spring, Tex.  
Stockholder: owner 14% publ. KGFI  
Corpus Christi Caller-Times (W. G.  
Kinsolving).  
*Licensee* — Eagle Broadcasting Co.,  
Corpus Christi, Tex.  
Stockholder: (40%) W. G. Kin- KRIS  
solving.  
*Licensee*—Gulf Coast Broadcasting  
Co., Corpus Christi, Tex.  
The Dallas Daily Times Herald. ....KRLD  
*Licensee*—KRLD Radio Corpora-  
tion, Dallas, Tex.  
Dallas News .....WFAA  
Dallas Journal  
*Licensee*: A. H. Belo Corp., Dallas,  
Tex.  
El Paso Times. ....KROD  
*Licensee*—Dorrance D. Roderick, El  
Paso, Tex.  
Fort Worth Star-Telegram. ....WBAP  
*Licensee*—Carter Publications, Inc.  
Fort Worth, Tex.  
Hunt Broadcasting Assn. ....KGVJ  
Fred Horton, Pres., Greenville,  
Tex.  
Houston Post Company. ....KPRC  
*Licensee*—Houston Printing Co.,  
Houston, Tex.  
Houston Chronicle Publishing Co. ....KTRH  
*Licensee*—KTRH Broadcasting Co.,  
Houston, Tex.  
Kilgore Daily News. ....KOGA  
*Licensee*—Oil Capital Broadcasting  
Assn., Kilgore, Tex.  
Publisher (Longview Daily News) ....KWJK  
50%  
*Licensee*—Voice of Longview, Long-  
view, Tex.  
Lubbock Avalanche-Journal .....KFYO

*Licensee*—Plains Radio Broadcast-  
ing Co.  
Santa Ana Daily Register. ....KPDN  
Santa Ana, Calif.  
News Journal.  
Clovis, N. Mex.  
Telegraph-Forum,  
Bucyrus, Ohio.  
Pampa Daily News  
*Licensee*—R. C. Hoiles, Pampa, Tex.  
North Texas Publishing Co. ....KPLT  
*Licensee*—North Texas Broadcasting  
Co., A. G. Mayse, President,  
Paris, Tex.  
Hubbs Printing Co., Publisher of KIUN  
Pecos Enterprise.  
*Licensee*—Jack W. Hawkins and  
Barney H. Hubbs, Pecos, Tex.  
Newspaper Publisher San Angelo. ....KGGI  
Standard Times  
Abilene Reporter-News, Streetwater  
Reporter, Big Spring Herald, Paris  
News, Corpus Christi Caller-Times  
*Licensee*—KGGI, Inc., San Angelo,  
Tex.  
Hearst Radio, Inc. ....KTSA  
*Licensee*—KTSA Broadcasting Co.,  
San Antonio, Tex.  
The Sherman Democrat. ....KRRV  
Sherman, Tex.  
*Licensee*—Red River Valley Broad-  
casting Corp., Sherman, Tex.  
Bell Publishing Co. ....KTEM  
*Licensee*—Bell Broadcasting Co.,  
Temple, Tex.  
Hearst Radio, Inc. ....WACO  
American Newspapers, Inc.  
*Licensee*—KTSA Broadcasting Co.,  
Waco, Tex.  
\*Newspaper Publishers .....KGGK  
*Licensee*—Wichita Falls Broadcast-  
ing Corp., Wichita Falls, Tex.

**UTAH**

\*Stockholders engaged in newspaper KLO  
publishing.  
*Licensee*—Interstate Broadcasting  
Corp., Ogden, Utah  
Publishers of Salt Lake City Trib- KSL  
une, Salt Lake City Telegram.  
*Licensee*—Radio Service Corp. of  
Utah, Salt Lake City, Utah.

**VERMONT**

Burlington Daily News Building WCAX  
Corp.  
(Newspaper publication)  
*Licensee*—Burlington Daily News,  
Inc., Burlington, Vt.  
Waterbury Record .....WDEV  
*Licensee*—Mary M. Whitehill, Ex-  
ecutrix of the Estate of Harry C.  
Whitehill, Waterbury, Vt.

**VIRGINIA**

Ledger-Dispatch .....WTFAR  
Virginian Pilot  
(Norfolk Newspapers, Inc.)  
*Licensee*—WTFAR Radio Corp., Nor-  
folk, Va.

\*Newspaper Publisher .....WPHR  
 Licensee—WLBG, Inc., Petersburg,  
 Va.  
 Times-Dispatch .....WRTD  
 Licensee—The Times-Dispatch Pub-  
 lishing Co., Richmond, Va.  
 Roanoke Times .....WDBJ  
 World News  
 Licensee—Times World Corp., Roa-  
 noke, Va.

### WEST VIRGINIA

\*Newspaper publishers .....WHIS  
 Licensee—Daily Telegraph Printing  
 Co., Bluefield, W. Va.  
 The Huntington Advertiser.....WCHS  
 The Herald-Dispatch  
 The Sunday Herald-Advertiser  
 Licensee—Charleston Broadcasting  
 Corp., Charleston, W. Va.  
 Clarksburg Exponent .....WBK  
 Licensee—The Exponent Co., Clarks-  
 burg, W. Va.  
 Huntington Publishing Co.....WSAZ  
 Licensee—WSAZ, Inc., Huntington,  
 W. Va.  
 Exponent Co.—89% .....WPAR  
 Licensee—Ohio Valley Broadcasting  
 Corp., Parkersburg, W. Va.

### WISCONSIN

Controlling stockholders is pub- WEAU  
 lisher of Superior Eve. Telegram,

which also owns 3 other news-  
 papers in Wis.  
 Licensee—Central Broadcasting Co.,  
 Eau Claire, Wis.  
 FDL Commonwealth Reporter.....KFIZ  
 Licensee—Reporter Printing Co.,  
 Fond du Lac, Wis.  
 Janesville Gazette .....WCLO  
 Licensee—Gazette Printing Co.,  
 Janesville, Wis.  
 Capital Times Publishing Co.; WIBA  
 Capital Times, Madison, Wis.  
 Licensee—Badger Broadcasting Co.,  
 Inc., Madison, Wis.  
 American Newspapers, Inc.....WISN  
 Licensee—Hearst Radio, Inc., Mil-  
 waukee, Wis.  
 The Milwaukee Journal .....WTMJ  
 Licensee—The Journal Co. (The Mil-  
 waukee Journal), Milwaukee, Wis.  
 Racine Journal Times.....WRJN  
 Licensee—Racine Broadcasting  
 Corp., Racine, Wis.  
 The Sheboygan Press.....WHBL  
 Licensee—Press Publishing Co., She-  
 boygan, Wis.  
 Stockholders interested in news- WEBC  
 paper publications.  
 Licensee—Head of the Lakes Broad-  
 casting Co., Superior, Wis.

Memorandum to FCC as of January 25, 1937

Excerpt from somewhat lengthy

## OPINION of the GENERAL COUNSEL on NEWSPAPER OWNED STATIONS



Senator Wheeler inquires:

"Whether, if the Commission has not such authority at the present time, legisla-  
 tion could be passed denying the right for all newspapers to acquire radio stations  
 in the future and requiring all newspapers within a reasonable time to divest  
 themselves of the ownership and control of such stations."

A careful review of the decisions of the Supreme Court with respect to existing legisla-  
 tion which appears to be analogous or similar to that here suggested and those decisions with respect to the regulation of interstate commerce by the Congress and matters bearing a reasonable relation there-  
 to, impel me to a conclusion that the constitutional-ity of an act of Congress denying the right to all newspaper owners as such to obtain broadcast licenses in the future and requiring all newspapers to divest themselves of such ownership or control within a reasonable time, is not free from doubt, and, therefore, I think the inquiry does not permit of a categorical answer.

However, let me add, it is established that all radio broadcasting is interstate commerce; that, under the Constitution, the Congress

has the power to regulate interstate and foreign commerce; that the criterion to be applied is whether the proposed legislation has a reasonable relation to a purpose which is within constitutional authority; and, that the power to regulate interstate and foreign commerce is limited only by the provisions of the Constitution itself.

I am of the opinion that the mutual ownership and control of newspapers and broadcast stations bears a reasonable relation to and has an effect upon interstate commerce and, therefore, if the Congress enacted a law of the purport suggested, it should meet the constitutional requirements.

Respectfully,  
 HAMPSON GARY,  
 General Counsel

# INTERNATIONAL BROADCAST STATIONS IN THE UNITED STATES

*The following list of International, Experimental and High Frequency stations has been compiled through the cooperation of the Federal Communications Commission. Every effort has been made to present an accurate and informative listing of all outlets operating in the United States. Stations listed are those in actual operation as of Feb. 1, 1938.*

Licensee and Location	Call Letters	Frequency (Kc)	Power
Chicago Federation of Labor York Township, Ill.....	W9XAA	6080, 11830, 17780	500 w
Columbia Broadcasting System, Inc. Near Wayne, N. J.....	W2XE	6120, 11830, 15270, 17760, 21520	10 kw
The Crosley Radio Corp. Mason, Ohio .....	W8XAL	6060, 9590	10 kw
General Electric Company South Schenectady, N. Y.....	W2XAD	15330	25 kw
General Electric Company South Schenectady, N. Y.....	W2XAF	9530	40 kw
Isle of Dreams Broadcasting Corp. Miami Beach, Florida.....	W4XB	6040	2.5 kw
National Broadcasting Co., Inc. Bound Brook, N. J.....	W3XAL	6100, 17780	35 kw
National Broadcasting Co., Inc. Downer's Grove, Ill.....	W9XF	6100, 17780	10 kw
WCAU Broadcasting Company Newtown Square, Pa.....	W3XAU	6060, 9590, 21520	10 kw
Westinghouse Electric & Mfg. Co. Millis, Mass. ....	W1XK	9570	10 kw
Westinghouse Electric & Mfg. Co. Saxonburg, Pa. ....	W8XK	6140, 9570, 11870, 15210, 17780, 21540	40 kw
World Wide Broadcasting Corp. Boston, Mass. ....	W1XAL	6040, 11790, 15250, 21460	20 kw