

POLICIES

Station offers a merchandising plan on a cooperative basis.

REPRESENTATIVE

William G. Rambeau Co.

W O W

"YOUR VOICE OF THE AIR"

OMAHA—EST. 1923

NBC (Basic Red)

CORNBELT WIRELESS NETWORK

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: 5:45 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus NAB Recorded Library.

Personnel

President.....De E. Bradshaw
Personnel Director.....William Reuss
Station Manager.....John J. Gillin, Jr.
Program Manager & Chief
Announcer.....Harry Burke
Promotion Manager.....Howard O. Peterson
Publicity Director.....Bill Wiseman
News Editor.....Foster May
Production Manager.....Lyle De Moss
Chief Engineer.....Wm. J. Kotera

POLICIES

Does not accept liquor advertising nor foreign language 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

K G K Y

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.

Personnel

President and Station Manager...L. L. Hilliard
Advertising Manager.....R. M. Stewart
Chief Announcer.....Al Mehling
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 30,000

Number of Radio Homes 28,500

Retail Sales \$43,932,000

Auto Registrations 31,500

K O H

"THE VOICE OF NEVADA"

RENO—EST. 1930

COLUMBIA BROADCASTING SYSTEM
CALIFORNIA RADIO SYSTEM

FREQUENCY: 1380 Kc. POWER: 500 watts. OWNED BY: The Bee, Inc. OPERATED BY: McClatchy Broadcasting Co. BUSINESS ADDRESS: 440 N. Virginia. PHONE: 5106-7. STUDIO ADDRESS: 440 N. Virginia. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to midnight; Sunday, 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: McClatchy Newspapers. NEWS SERVICES: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus and NAB Library.

Personnel

Vice-President.....G. C. Hamilton
Business Manager.....Howard Lane
Station Manager.....Wallie D. Warren
Chief Announcer.....Merrill Inch
Chief Engineer.....Hewitt Kees

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 cars 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 136,000

Number of Radio Homes 124,400

Retail Sales \$152,583,000

Auto Registrations 100,700

W L N H

"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: Masonic Temple Bldg.
PHONE: 501. STUDIO ADDRESS: Same.
TRANSMITTER LOCATION: Brigham St. TIME
ON THE AIR: 7:00 A.M. to 12:00 midnight;
Sunday, 8:00 A.M. to 12:00 midnight. NEWS
SERVICE: Yankee Network News. Member
of the Yankee Network Artists Bureau.

Personnel

President.....Malcolm Jenney
General Manager.....Edward J. Lord
Chief Announcer.....Sherwin Greenlaw
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

W F E A

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. Broad-
casting Co. OPERATED BY: N. H. Broad-
casting 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 Mid-
night. NEWS SERVICE: United Press. TRANS-
SCRIPTION SERVICE: NBC Thesaurus, C. P.
MacGregor.

Personnel

President.....Henry P. Rines
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

W H E B

"THE NATIONAL CHANNEL STATION
THAT SERVES THE NORTHEAST'S
COUNTRYSIDE"

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. TRANS-
MITTER LOCATION: Newington. TIME ON
THE AIR: 7:00 A.M. to one hour after local
sunset; Sunday, no commercial schedule.
TRANSCRIPTION SERVICES: NBC Thesaurus,
C. P. MacGregor. MAINTAINS ARTISTS BU-
REAU.

Personnel

President.....H. J. Wilson
Treasurer.....J. H. Wilson
Manager.....H. C. Wilson
Artists Bureau Head.....Wm. Elliott
Chief Announcer.....Donald Stevens
Musical Director.....V. E. Bennett
Chief Engineer.....Donald Stevens

POLICIES

Advertising of beer and liquor not accepted.
No commercials are accepted on Sunday.
Foreign language programs accepted.

Merchandising staff and facilities are avail-
able at advertiser's expense.

NEW JERSEY

Population 4,343,000

Number of Families 1,098,000

Number of Radio Homes 1,022,500

Retail Sales \$1,220,299,000

Auto Registrations 852,186

W C A P

"THE VOICE OF CITY OF ASBURY PARK, NEW JERSEY, ONE OF AMERICA'S FOREMOST ALL-YEAR RESORT CITIES"

ASBURY PARK—EST. 1927

FREQUENCY: 1280 Kc. POWER: 500 Watts. OWNED BY: Radio Industries Broadcasting Co. OPERATED BY: Radio Industries Broadcasting 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
Station Manager.....V. N. Scholes
Commercial Manager.....D. Johanson
Technical Advisor.....Thomas F. Burley
Publicity Director.....William Cooper
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.

W P G

"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: 8:00 A.M. to 12:00 midnight. NEWS SERVICE: United 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.

W S N J

"SERVING SOUTH JERSEY AND DELAWARE FROM BRIDGETON"

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: 7:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

Personnel

President.....Howard S. Frazier
Station Manager.....Paul Alger
Commercial Manager.....Burt McKinnie
Publicity Director.....Fred Wood
Chief Engineer.....Russel Ely

POLICIES

Accepts beer accounts, but no wine or 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

W C A M

CAMDEN—EST. 1926

FREQUENCY: 1280 Kc. POWER: 500 Watts. OWNED BY: City of Camden. OPERATED BY: Same. 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
 Program Director and Chief
 AnnouncerRobert Horn
 Musical Director.....E. Nelson Layman
 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.

REPRESENTATIVE

Mack Radio Sales Co.

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: United Press. TRANSCRIPTION SERVICE: NBC The-saurus, Standard Radio. MAINTAINS ARTISTS BUREAU.

WHAT MAKES A STATION A GOOD STATION?

- GOOD place on the dial (940 K.C.)
- GOOD signal strength (received as well as any 50,000 watts)
- GOOD market coverage (Metropolitan N. Y., Jersey City & Suburbs)
- GOOD audience acceptance (just ask us to prove it)

And Most Important of All

LOW comparative cost (look at our rate card)

WAAT

JERSEY CITY

Personnel

President and General
 Manager.....Paul H. LaStayo
 Program Director.....Gabrielle Haas
 Chief AnnouncerMaurice Hart
 Sales Manager.....A. B. Schillin
 Publicity DirectorOrth Bell
 Musical DirectorFabe Nicholson
 Chief Engineer.....Anthony Castellani

POLICIES

No foreign language or hard liquor advertising accepted. Light wine and beer advertising accepted.

No special merchandising features at present.

REPRESENTATIVE

Burn-Smith Co.

W H O M

"ON YOUR DIAL AT 1450"

JERSEY CITY—EST. 1930

FREQUENCY: 1450 Kc. POWER: 250 watts.
 OWNED BY: N. J. Broadcasting Corp. OPERATED BY: N. J. Broadcasting Corp. BUSINESS ADDRESS: 29 W. 57th St., New York City. PHONE: Journal Square 2; PLaza 3-4204, New York. STUDIO ADDRESS: 2870 Hudson Blvd.; 29 W. 57th St., New York City. TRANSMITTER LOCATION: Hoboken, N. J. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Press Radio Bureau. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Paul F. Harron
 Station and Commercial
 ManagerJoseph Lang
 Program & Continuity
 Director.....West W. Willcox
 Musical Director.....G. DeLuca
 Office Manager.....Ida Mortenghi
 Chief Engineer.....Allison Burnham

POLICIES

No hard liquor accepted. Wine and beers acceptable.

Specialize in foreign language programs.

Special merchandising department for all languages.

W H B I

NEWARK—EST. 1922

FREQUENCY: 1250 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: May Radio Broadcasting Corp. OPERATED BY: May Radio Broadcasting Corp. BUSINESS ADDRESS: 100 Shipman St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Newark. TIME ON THE AIR: Part time.

Personnel

President-General Manager..James L. Shearer

REPRESENTATIVE

Burn-Smith Co.

W O R

"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 1:35 A.M.
(Sunday) 8:00 A.M. to 2:00 A.M. NEWS SER-
VICES: Transradio Press Service, Press Radio
Bureau, General News Ticker (Sports).
MAINTAINS ARTISTS BUREAU. TRANSCRIP-
TION SERVICE: World Broadcasting System;
Complete facilities plus own recording equip-
ment.

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
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 re-
strictions 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.
Harold C. Higgins, Chicago, Ill.
Edward S. Townsend, San Francisco

W B R B

"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—
WGNY—WFAS. NEWS SERVICE: Local and
country news gathered.

Personnel

President.....Thomas F. Burley, Jr.
Station Manager.....Lillian Mayhew
Commercial Manager.....V. N. Scholes
Chief Announcer.....Art Mayhew, Jr.
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.

W T N J

TRENTON—EST. 1923

FREQUENCY: 1280 Kc. POWER: 500 Watts.
OWNED BY: WOAX, Inc. OPERATED BY:
WOAX, Inc. BUSINESS ADDRESS: 308 Com-
monwealth Bldg. PHONE: Trenton 8149.
STUDIO ADDRESS: Same. TRANSMITTER LO-
CATION: Lincoln Highway. TIME ON THE
AIR: 7:00 A.M. to 10:30 A.M. and 5:00 P.M. to
8:00 P.M.; Saturday, 7:00 A.M. to 10:30 A.M.
and 4:00 P.M. to 8:00 P.M.; Sunday, 5:00 P.M.
to 8:00 P.M. NEWS SERVICE: United Press.
TRANSCRIPTION SERVICE: NAB Library, As-
sociated.

POLICIES

Merchandising and advertising service
available. Supporting Advertising will be
arranged.

W A W Z

"ARISE, GET THEE TO ZAREPHATH"
(I KINGS 17:9)

ZAREPHATH—EST. 1931

FREQUENCY: 1350 Kc. POWER: 1000 Watts.
d.; 500 Watts, n. (C.P. 1000 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: 6:00 A.M.
to 9:00 A.M. and 6:00 P.M. to 7:30 P.M., Mon-
day, Wednesday, Thursday and Friday; 7:45
A.M. to 8:45 A.M. and 6:00 P.M. to 7:30 P.M.,
Tuesday and Saturday; 6:00 A.M. to 9:00 A.M.,
11:00 A.M. to 12:30 P.M., 3:00 P.M. to 4:30 P.M.
and 7:00 P.M. to 8:30 P.M., Sunday. TRAN-
SCRIPTION SERVICE: Makes own transcrip-
tions, also uses Federal Government transcrip-
tions.

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 102,000

Number of Radio Homes 62,300

Retail Sales \$88,751,000

Auto Registrations 97,857

K G G M

"THE HIGH FIDELITY VOICE OF
NEW MEXICO"

ALBUQUERQUE—EST. 1929

COLUMBIA BROADCASTING SYSTEM

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: 7:00 A.M.
to 11:00 P.M.; Sunday, 8:00 A.M. to 11:00 P.M.
TRANSCRIPTION SERVICE: World Broadcast-
ing System and Standard Radio.

Personnel

President N. M. Switzer
General Manager..... Mike Hollander
Production Manager..... Elmer Fondren
Merchandising Manager..... C. E. Redman
Musical Director..... George Thorne
Chief Engineer Leonard Dodds

POLICIES

Does not accept liquor advertising.
Merchandising department furnishes fresh
continuity for every announcement, spot and
program continuity broadcast on this station,
except where client insists upon repetition.
Station through its merchandising department
cooperates with sponsors in every phase of
merchandising.

REPRESENTATIVE

Howard H. Wilson Co.

K O B

"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: 424 W.
Gold Ave. 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
Manager..... Frank Quinn
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 G. Dale

K L A H

"THE CAVERN CITY STATION"

CARLSBAD—EST. 1936

FREQUENCY: 1210 Kc. POWER: 250 watts,
d.; 100 watts, n. OWNED BY: Jack Hawkins
and Barney Hubbs. OPERATED BY: Jack
Hawkins and Barney Hubbs. BUSINESS AD-
RESS: Crawford Hotel. PHONE: 244. STU-
DIO ADDRESS: Crawford Hotel. TRANSMIT-
TER LOCATION: Carlsbad. TIME ON THE
AIR: 6:30 A.M. to 9:00 P.M. NEWS SERVICE:
Transradio Press. TRANSCRIPTION SERVICE:
NBC Thesaurus.

Personnel

Station Manager..... Jack Hawkins
Commercial Manager..... Lucille Nelson
Chief Announcer..... Bill Sharpe
Chief Engineer..... Harry Boehnemann

POLICIES

Accept liquor and wine, also accept Span-
ish language programs.

Offer any reasonable merchandise aid to
advertisers.

K I C A

"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: 6:30 A.M. to 9:00 P.M. NEWS SERVICE: Radio News Ass'n, NEA. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President and Station

Manager.....Chas. C. Alsup
Commercial Manager.....Leon Womack
Advertising Manager.....Leon Womack
Chief Announcer.....Lyman Brown
Publicity Director.....Doris Williams
Program Director.....Neyland Inabnit
Musical Director.....Mrs. J. E. Alsup
Chief Engineer.....James Sims

POLICIES

Liquor advertising accepted. Foreign language not necessary in territory.

Station extends full merchandising cooperation.

K A W M

"IN THE LAND OF ENCHANTMENT"
GALLUP—EST. 1937

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. 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 8:00 P.M.

Personnel

Station Manager.....A. W. Mills
Commercial Manager.....Don Mills
Program Director.....Frances Dolan

POLICIES

No liquor advertisements accepted. Foreign language programs accepted.

Merchandising: billboards and weekly newspaper tie-up.

K W E W

"THE VOCAL ADVERTISING MEDIUM OF EASTERN NEW MEXICO"
HOBBS—EST. 1937

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: 6:00 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor.

Personnel

General Manager.....W. E. Whitmore
Station Manager.....Ben Parker

K G F L

"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: 6:00 A.M. to 1:00 P.M. and 4:00 P.M. to 7:30 P.M. TRANSCRIPTION SERVICES: MacGregor and Solie.

Personnel

Station Manager.....W. E. Whitmore
Chief Announcer.....Bill Burck
Chief Engineer.....G. C. Farmer

POLICIES

No liquor advertising accepted.

K R Q A

SANTE FE—EST. 1935

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: J. Laurance Martin. OPERATED BY: 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 2:00 P.M. and 4:30 P.M. to 9:30 P.M.; Sunday, 10:00 A.M. to 3:00 P. M. NEWS SERVICE: Transradio Press.

Personnel

Station Manager-Chief Engineer...J. L. Martin
Chief Announcer.....M. D. Marshall

POLICIES

Station reserves right to have complete control over all copy.

Merchandising: Complete cooperation in seeing that local representation is achieved; stock checks on display and quantity.

NEW YORK

Population 12,959,000

Number of Families 3,372,000

Number of Radio Homes 3,132,300

Retail Sales \$4,749,708,000

Auto Registrations 2,263,881

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: Radio Center. PHONE: 4-4194. STUDIO ADDRESS: Strand Theater Bldg. TRANSMITTER LOCATION: Colonie, N. Y. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Knickerbocker News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, Associated.

Personnel

General Manager.....Harold E. Smith
Assistant Manager.....Deuel Richardson
Sales Manager.....Harry Goldman
Chief Engineer.....James A. Corey

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.

REPRESENTATIVE

George P. Hollingbery Co.

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, Langworth and NAB Library.

Personnel

President.....Raymond M. Curtis
General Manager.....Harold E. Smith
Assistant Manager.....Deuel Richardson

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

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WMBO, Inc. OPERATED BY: WMBO, Inc. BUSINESS ADDRESS: 141 Genesee St. PHONE: 433 Studio

WAKO
DOMINATING THE PROSPERITY BELT
ALBANY, N.Y.
CHECK YOUR SURVEYS ✓

John Blair & Co.,
National Rep.

**PROVED
PROFIT
MAKERS**

Harold E. Smith,
(Gen. Mgr.)

George P. Hollingbery Co.,
National Rep.

TRY IT! WHERE FOLKS ARE IN THE MONEY
WABY CHECK YOUR SURVEYS
ALBANY, N.Y.

—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
 Publicity Director.....Dorothy Bolin
 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.

Personnel

President.....John C. Clark
 General Manager.....Cecil D. Mastin
 Sales Manager.....Harry Trenner
 Advertising Manager.....Fred Dodge
 Chief Announcer.....Tony Wheeler
 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

W A R D

"THE INDEPENDENT METROPOLITAN STATION"

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

Station Manager.....Aaron Kronenberg
 Program Director.....Franklin H. Small
 Artists Bureau Head.....S. Medoff
 Musical Director.....Samuel Medoff
 Chief Engineer.....Abraham Haas

POLICIES

Accepts no liquor advertising. All other advertising subject to code of ethics of the National Association of Broadcasters.

Station maintains a merchandising staff.

REPRESENTATIVE

Crown Advertising Inc.

W B B C

"BROOKLYN'S OWN STATION"
 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: Avenue X & East 70th. TIME ON THE AIR: Shares time with WARD, WLTH and WVFV. MAINTAINS AN ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

General Manager and Chief
 Engineer.....Peter Testan
 Commercial Manager.....Arnold J. Jaffe
 Program Director.....Bert Child

POLICIES

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

W B B R

BROOKLYN—EST. 1934

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: Staten Island. TIME ON THE AIR: Shares time.

Personnel

Manager.....Andrew K. Wagner
 Musical Director.....Carl Klein
 Dramatic Director.....Max Freschel

POLICIES

Station is operated non-commercially and for the dissemination of Bible Truths. Non-political.

Musical programs are limited to accepted standard classics (Jazz is banned).

W C N W

"THE 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: Shares day and evening with WWRL & WMBQ; 29 daytime hours per week; 16 night-time hours per week. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Christian Science Monitor.

Personnel

Owner Arthur Faske
General Manager..... L. W. Berne
Program Director..... Roger Wayne
Chief Announcer..... Ray Baker
Publicity Director J. Ringgold
Musical Director Roger Wayne
Chief Engineer..... Milton Meyerowitz

POLICIES

Foreign language programs accepted. Modified liquor advertising accepted.

Merchandising department maintained.

NBC RED NETWORK

WHEN YOU

tell

THE WBEN

AUDIENCE, YOU

sell

ALL BUFFALO

NEW YORK STATE'S
SECOND MARKET

W L T H

"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: 2568 Flatbush Ave. TIME ON THE AIR: Quarter Schedule. NEWS SERVICE: Jewish Telegraphic Agency. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President and General
Manager..... Samuel J. Gellard
Chief Announcer..... Norman H. Warembud
Publicity Director..... Norman H. Warembud
Musical Director..... Doris Webb
Chief Engineer..... John Temple

POLICIES

Specialize in Jewish programs. Advertising of alcoholic beverages accepted after 10:00 P.M.

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.

W V F W

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

Personnel

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

POLICIES

Liquor advertising not accepted.

W B E N

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

W G R

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: Tonawanda. 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

Station maintains a merchandising department, the services of which are available to clients on a cost basis.

REPRESENTATIVE

Free & Peters, Inc.

W K B W

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: Tonawanda. 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. TRANSCRIPTION SERVICE: World Broadcasting System, Associated Music.

Personnel

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

POLICIES

Station maintains a merchandising department, the services of which are available to clients on a cost basis.

REPRESENTATIVE

Free & Peters, Inc.

W S V S

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

Principal.....Elmer S. Pierce
Station Manager.....Lowell C. Kitchin
Chief Engineer.....Paul J. Doddridge

POLICIES

Non-commercial station.

W C A D

"VOICE OF THE NORTH COUNTRY"

CANTON—EST. 1924

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.

REPRESENTATIVE

Richard C. Ellsworth

W E N Y *

ELMIRA—EST. 1939

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Elmira Star-Gazette Inc. OPERATED BY: Same. BUSINESS ADDRESS: Mark Twain Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Elmira. NEWS AFFILIATION: Elmira Star-Gazette, Sunday Telegraph, Elmira Advertiser.

* Station licensed to operate under a C. P. and expects to complete construction by June, 1939.

W E S G

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: Forest 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
Program Director.....Hal Wagner
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; service includes calls on trade, trade letters, assistance to salesman.

REPRESENTATIVE

J. P. McKinney & Sons

W G B B

"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 E. Edell St. TIME ON THE AIR: Shares time with WBRB, WFAS, WGNV. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Owner and General Manager...H. H. Carman
Chief Announcer.....J. Dudley
Publicity Director.....A. Cheesman
Chief Engineer.....A. E. Granbacka

POLICIES

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

W J T N

"YOUR FRIEND AND NEIGHBOR"

JAMESTOWN—EST. 1936

NATIONAL BROADCASTING CO. (BLUE)

FREQUENCY: 1210 Kc. POWER: 250 watts.

d.; 100 watts, n. OWNED BY: James Broadcasting Co., Inc. OPERATED BY: James Broadcasting Co., Inc. BUSINESS ADDRESS: 208 Hotel Jamestown. PHONE: 7-151-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 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 ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated.

Personnel

President.....Col. H. C. Wilder
Station Manager.....Bosil F. Blizzard
Manager.....Charles Denny
Sales Manager.....Simon Goldman
National Sales Manager.....Phil Hoffman
Program 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 accounts.

Competent staff is available to completely merchandise any type of commercial program on request.

REPRESENTATIVE

Paul H. Raymer Company

W G N Y

"THE ONLY STATION BETWEEN NEW YORK AND ALBANY"

NEWBURGH—EST. 1933

FREQUENCY: 1210 Kc. POWER: 100 Watts. (C.P.: 1220 Kc., 250 Watts, d.) OWNED BY: Peter Goelet. OPERATED BY: Same. BUSINESS ADDRESS: 161 Broadway. PHONE: Newburgh 4600. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Cochection Turnpike. TIME ON THE AIR: Part time schedule. NEWS SERVICE: Local news. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Director.....Peter Goelet
Commercial Manager.....T. F. Allen
Chief Engineer.....Irwin Moison

POLICIES

Foreign language commercials accepted, subject to approval of station management. All copy subject to station approval.

Merchandising: Will co-operate with advertiser in setting up any advertising campaign, using any medium in conjunction with radio.

W A B C

"THE KEY STATION OF THE COLUMBIA BROADCASTING SYSTEM"

NEW YORK CITY—EST. 1928

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: 485 Madison Ave. and 799 Seventh Ave. TRANSMITTER LOCATION: Wayne Township, N. J. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M.; Saturday, 6:30 to 2:00 A.M.; Sunday, 8:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated (Transcriptions to 9:00 A.M. only).

Personnel

Sales Manager..... Arthur Hull Hayes
 Sales Promotion Manager... Edwin Reynolds
 Program Director..... George Allen
 Sales Representative..... Marlo L. Bloom
 Sales Representative..... Robert C. Mayo
 Sales Representative.... Beverly M. Littleton
 (For additional personnel see listing of Columbia Broadcasting System, Inc., under networks.)

POLICIES

For policies see listing of Columbia Broadcasting System, Inc., under networks.

REPRESENTATIVE

Radio Sales

W B I L

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: 6:00-8:00 P.M.: (Sunday) 8:00-9:15 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager..... H. Kiczales
 Program Director..... John C. Schramm
 Sales Manager..... Ralph Nardella
 Artists' Bureau Director..... Syd Leipzig
 Publicity Director..... Adrian J. Flanter
 Musical Director..... Julio Occhiboi
 Chief Engineer..... Robert E. Study

POLICIES

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

Merchandising: Merchandising and Promotion Department develops dealer cooperation through the supply of up-to-date retail grocery, food, and drug store outlets. Station also maintains a Publicity Department that makes every effort to secure publicity in trade magazines in the interest of advertisers and their retail outlets.

W B N X

"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 6:00 P.M. and 7:30 P.M. to 12:00 mid-
 night; Sunday, 9:00 A.M. to 11:00 A.M., 12:30
 P.M. to 3:00 P.M., 4:30 P.M. to 7:00 P.M. and
 8:30 P.M. to 12:00 Midnight. NEWS SERVICE:
 Press Radio Bureau. TRANSCRIPTION SERVICE:
 Standard Radio.

Personnel

President..... A. L. Haskell
 Vice-President-General Manager W. C. Alcorn
 Secretary & Commercial Manager W. I. Moore
 Production Manager..... Edw. Ervin
 Program 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) 6:30 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: 117 W. 46th St. PHONE: Bryant 9-2360. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1335 Grand St., Bklyn. TIME ON THE AIR: 7:00 A.M. to 10:00 A.M., 12:00 noon to 6:00 P.M. and 8:00 P.M. to 4:00 A.M.; No schedule Monday night.

Personnel

Chairman of Board..... Adolph Held
 Managing Director..... Henry Greenfield
 Chief Announcer..... Gene King
 Program Director..... George Field
 Musical Director..... Nicholas Saslavsky
 Chief Engineer..... Charles Brown

POLICIES

No stated special commercial program policies.

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

WHN

"DIAL 1010"

NEW YORK—EST. 1922

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 4:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers. MAINTAINS ARTISTS BUREAU.

Personnel

President..... Nicholas Schenck
 Managing Director..... L. K. Sidney
 Associate Director..... Herbert L. Pettey
 Vice-President in Charge of
 Sales..... Bert Lebharr, Jr.
 Artists Bureau Head..... Leo Cohen
 Station Manager..... Frank Roehrenbeck

Program Director..... Fred Raphael
 Production Manager..... Maurice Barrett
 Comptroller..... Jacques Van Straten
 Chief Announcer..... Russell Clancy
 Publicity Director..... Al Simon
 Musical Director..... Don Albert
 Chief Engineer..... G. R. Windham

POLICIES

Does not carry foreign language programs.

REPRESENTATIVE

Edward Petry & Co.

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.

THE
LITTLE STATION
with the
BIG AUDIENCES!

2,000,000 Jews
 1,250,000 Italians
 650,000 Germans
 450,000 Poles

ALL WANTING TO
 Listen to Their
 Mother-Tongue
 Programs on

WHOM

COVERS THE NEW YORK
 METROPOLITAN AREA

Let's Show You *How* to
 Increase Your Sales!

CROSSLEY, INC. **REPORTS**

WNEW first as local station!
WABC first as chain station!

—From *Variety*, June 22, 1938

W N E W

NEW YORK

ON THE AIR 24 HRS. A DAY

•

Serving New York City and its environs
... the entire Metropolitan Trading Area

•

1250 KILOCYCLES

2500 WATTS BY DAY—1000 WATTS BY NIGHT
STUDIOS—501 MADISON AVE., NEW YORK CITY

Personnel

Station Manager.....Carl Calman
Program Director.....Hazel Bower
Publicity and Continuity
Director.....Albert A. Grobe
Musical Director.....Louis Katzman
Production Manager and
Chief Engineer.....Robert Cotton
Chief Engineer.....George Herrick

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.

REPRESENTATIVE

International Radio Sales

W J Z

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) 6:30 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

W M C A

"NEW YORK CITY, 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: College Point, L. I. TIME ON THE AIR: 7:00 A.M. to 1:15 A.M. NEWS SERVICES: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President and Station Manager. Donald Flamm
V.-P. in Charge of Sales and General
Manager.....Don S. Shaw
Vice President-Counsel....William Weisman
Sales Promotion Manager.....Al Rose
Artists' Bureau Head.....Chas. Wilshin
Publicity Director.....Leon Goldstein
Musical Director.....Lee Grant
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

Chicago Branch Office
J. M. Ward and G. B. McDermott

W N E W

"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. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated.

Personnel

Station Manager.....Bernice Judis
Sales Manager.....Herma Bess
National Sales Manager.....Walter Duncan
Artist Bureau Head.....Bernice Judis
Sales Promotion Manager.....Marvin Rae
Chief Announcer.....John Jaeger
Chief Engineer.....M. J. Weiner
Musical Director.....Merle Pitt
Acting Publicity Director.....Judy Deputy

POLICIES

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

REPRESENTATIVE

Wm. G. Rambeau Company

W N Y C

"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 2-5600. 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

Director.....M. S. Novick
Chief Announcer.....T. H. Cowan
Program Director.....Seymour N. Siegel

Publicity Director.....Richard Pack
 Musical Director.....Herman Neuman
 Chief Engineer.....Isaac Brimberg

POLICIES

Non-commercial station.

W O R

(See Newark, N. J.)

W O V

"THE VOICE OF THE FRIENDLY FAMILY"
NEW YORK—EST. 1926

FREQUENCY: 1130 Kc. POWER: 1000 watts.
 OWNED BY: International Broad. Corp. OP-
 ERATED BY: International Broadcasting Corp.
 BUSINESS ADDRESS: 132 W. 43rd St. PHONE:
 BRyant 9-6080. 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. NEWS SERVICE: International News
 Service. TRANSCRIPTION SERVICE: Lang-
 Worth.

Personnel

General Manager.....H. Kizales
 Program Director.....John C. Schramm
 Sales Manager.....Ralph Nardella
 Artist Bureau Director.....Syd Leipzig
 Promotion Director.....Adrian J. Flanter
 Musical Director.....Julio Occhiboi
 Chief Engineer.....Robert E. Study

POLICIES

No hard liquors accounts. Foreign lan-
 guage programs restricted to Italian.

Merchandising and Promotion Departments
 develop dealer cooperation through the sup-
 ply of up-to-date lists of retail grocery, food,
 and drug store outlets. Also is maintained a
 publicity department that makes every effort
 to secure publicity in trade magazines in the
 interest of advertisers and their outlets.

W Q X R

"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:
 3104 Northern Blvd., Long Island City. TIME
 ON THE AIR: Full Time. LICENSE (81 hours
 weekly). NEWS SERVICE: Press Radio Bureau.
 TRANSCRIPTION SERVICE: World Broadcast-
 ing System.

Personnel

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

POLICIES

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

Merchandising: Facilities available to spon-
 sors through novelty printed program booklet,
 mailed to subscribers.

REPRESENTATIVE

Joseph Hershey McGillura

W H D L

"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 Of-
 fice—601-619 Exchange National Bank Bldg.
 Branch office—Citizens Nat'l Bank Bldg., Brad-
 ford, 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,
 N. Y.; Alfred University, Alfred. TRANSMITTER
 LOCATION: Allegheny. TIME ON THE AIR:
 Full daytime (EST). NEWSPAPER AFFILIA-
 TION: Olean Times-Herald. NEWS SERVICE:
 United Press. MAINTAINS ARTISTS BUREAU.

W N.B.C. Blue
M
F
F

**Plattsburg
 N. Y.**

Serving the richest market in the great North
 Country.

Our many* home folks are responsive, ready,
 willing and able to buy!

AND PLEASE DONT OVERLOOK

Our friends . . . the countless thousands . . .
 from all over the world . . . who, **Winter** and
Summer . . . come to enjoy the infinite
 pleasures of our vast Adirondack Playground.
 They're excellent customers, too!

May we show you how we cover this rich
 market so completely? And tell you how
 we cooperate with merchandising service?

We'd be glad to!

*199,178 Listeners.

Nat'l Rep., George P. Hollingbery

TRANSCRIPTION SERVICE: World Broadcasting System, Associated, NBC Thesaurus.

Personnel

President.....E. B. Fitzpatrick
Station Manager.....Thomas L. Brown
Advertising Manager.....Everett Thompson
Artists Bureau Head.....Albert De Luca
Chief Announcer.....Frederick G. Meyer, Jr.
Sales Manager (Bradford, Pa.)

Joseph McCleary
Musical DirectorJohn Fitzgerald
Chief Engineer.....Warren E. McDowell

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

J. P. McKinney & Son

W M F F

"THE NORTH COUNTRY'S OWN STATION"

PLATTSBURG—EST. 1935

NBC—BLUE

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 watts, n. OWNED BY: Plattsburg Broadcasting Corp. OPERATED BY: Platts-

burg Broadcasting Corp. BUSINESS ADDRESS: Hotel Cumberland. PHONE: 802-3. STUDIO ADDRESS: Hotel Cumberland. TRANSMITTER LOCATION: Boynton Ave. TIME ON THE AIR: 7:45 A.M. to 12:00 Midnight; Sunday, 9:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU.

Personnel

President.....E. H. Bragg
Vice-President.....L. E. Bragg
Secretary-Treasurer.....George F. Bissell
Assistant Secretary.....B. W. Bissell
Station Manager.....George F. Bissell
Commercial Manager.....Frank Owens
Artists Bureau Head.....Ray Cameron
Chief Announcer.....Lyle Bosley
Sales Manager.....M. Learned
Publicity Director.....Lyle Bosley
Musical Director.....Kenneth Bell
Chief Engineer.....Jack Nazak

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

George P. Hollingbery Co.

DON'T TAKE A CHANCE

Buy Air Time on a
Proven Station

In Rochester, It's WHAM

Only 50,000 watt station between Schenectady and Cleveland.

Look
At
The
Proof



Six of the nation's *First Ten Programs** are WHAM programs. With America's top flight radio entertainment—NBC Red and Blue—50,000 watts and a clear channel, WHAM can justifiably boast of its listener appeal.

*Radio Daily's Second Annual Popularity Poll

W H A M

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

ROCHESTER—EST. 1927
NATIONAL BROADCASTING CO.
(RED AND BLUE)

FREQUENCY: 1150 Kc. POWER: 50,000
watts. OWNED BY: Stromberg-Carlson. OP-
ERATED 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: 6:30 A.M. to 1:00 A.M. NEWS
SERVICE: United Press. TRANSCRIPTION
SERVICE: World Broadcasting System.

Personnel

President.....Wesley M. Angle
Station Manager.....William Fay
Commercial Manager.....J. W. Kennedy, Jr.
Chief Announcer.....Jack Lee
Publicity Director.....Arthur Kelly
Musical Director.....Chas. Siverson
Chief Engineer.....John J. Long, Jr.

POLICIES

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

REPRESENTATIVE

George P. Hollingbery Co.
(See page 319)

W H E C

"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. STU-
DIO ADDRESS: Same. TRANSMITTER LOCA-
TION: Mt. Read Blvd., Cold Water, N. Y.
TIME ON THE AIR: 7:00 A.M. to 12:30 A.M.
NEWSPAPER AFFILIATION: Gannett News-
papers, Inc. NEWS SERVICE: International
News Service. TRANSCRIPTION SERVICE:
Associated Music Publishers.

Personnel

Vice-PresidentClarence Wheeler
General ManagerGunnar O. Wiig
Commercial ManagerL. C. Wheeler
Assistant Secretary.....Mary F. Carroll
Traffic Manager.....Elizabeth Gledhill
Chief Engineer.....Maurice H. Clarke

POLICIES

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

Merchandising: Direct mail, dealer contacts,
counter displays. Maintains one full column
in Democrat & Chronicle (morning) and Times
Union (evening) newspapers.

REPRESENTATIVE

Paul H. Raymer Company

IN SYRACUSE

WFBL

PROVES Its Building Power, ADVERTISERS SAY

The only test of radio advertising is in sales. Here's what a few WFBL
advertisers say:

"Eight years of advertising on WFBL has convinced us of its
value. More Syracuse men are wearing our hats than ever before."

—Fred's Hat Shop.

"Since we started using WFBL our sales have continually in-
creased. Our Syracuse advertising will be WFBL *exclusively* again
this coming year."

—Sales Manager of Rem.

"The effects of our WFBL advertising have been remarkable."

—Rusterholtz and Rossell, Inc., Syracuse Chrysler dealers.

This is proof that WFBL advertising pulls—and pays! Syracuse is a rich
city, located in the heart of a rich agricultural district. It's an ideal testing
point for a new product or a new merchandising plan. And WFBL is the
most economical way to cover this market. For rates, time available, write.

ONONDAGA RADIO BROADCASTING CORP.

Syracuse, New York

MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM

National Representatives, Free & Peters, Inc.

NEW YORK

CHICAGO

DETROIT

SAN FRANCISCO

LOS ANGELES

W S A Y

"ROCHESTER'S FRIENDLY STATION"

ROCHESTER—EST. 1936

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Brown Radio Service & Laboratory. OPERATED BY: Same. BUSINESS ADDRESS: 300 Taylor Bldg. PHONE: Stone 702-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:30 A.M. NEWS SERVICE: Local news.

Personnel

Owner & General Manager...Gordon P. Brown
Commercial Manager.....M. Nusbaum
Chief Announcer.....Ed Wegman
Program Director.....Bob Webster
Musical Director.....Dick Hull
Chief EngineerGordon P. Brown

POLICIES

Liquor not accepted. Foreign language programs limited to 3 minutes of copy in any 15 minute unit. Complete control and supervision retained by the station.

Merchandising service supplied to accounts at our cost.

W N B Z

"VOICE OF THE ADIRONDACKS"

SARANAC LAKE—EST. 1937

(CHAMPLAIN VALLEY NET)

FREQUENCY: 1290 Kc. POWER: 100 Watts. OWNED BY: Smith and Mace. OPERATED BY: Smith and Mace. BUSINESS ADDRESS: 70 Broadway. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: Christian Science Monitor. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....Ray English
Program Director.....Ed Burgeni
Chief Engineer.....John Dowdell

POLICIES

Station assists the advertiser in any merchandising campaign conducted through local stores, etc.

REPRESENTATIVE

George P. Hollingbery Co.

W G Y

"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: 3-2121. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: South Schenectady. TIME ON THE AIR: 6:45 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

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

POLICIES

Policies of the National Broadcasting Co. apply.

REPRESENTATIVE

National Broadcasting Co., Inc.

W F B L

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. BUSINESS ADDRESS: Onondaga Hotel. PHONE: 2-1147. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Syracuse. TIME ON THE AIR: Full time license. NEWS SERVICE: International News. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

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

POLICIES

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

REPRESENTATIVE

Free & Peters, Inc.

W S Y U *

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.

WSYR

"THE VOICE OF CENTRAL NEW YORK"

SYRACUSE—EST. 1923

NATIONAL BROADCASTING CO.
MUTUAL

FREQUENCY: 570 Kc. POWER: 1000 watts.
OWNED BY: Central New York Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 224 Harrison St. PHONE: 3-7111—0150. STUDIO ADDRESS: 224 Harrison St. TRANSMITTER LOCATION: Valley Drive. TIME ON THE AIR: (Daily) 6:00 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Associated. C. P. MacGregor.

Personnel

President..... Harry C. Wilder
Vice-President..... Fred R. Ripley

National Sales Manager..... Phil Hoffman
Artists' Bureau Head..... Fred Jeske
Chief Announcer..... Bill Rothrom
Publicity Director..... Arnold Schoen
Merchandising Manager..... Nick Stemmler
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. Service includes letters to distributors, pre-announcements, newspaper advertising, etc.

REPRESENTATIVE

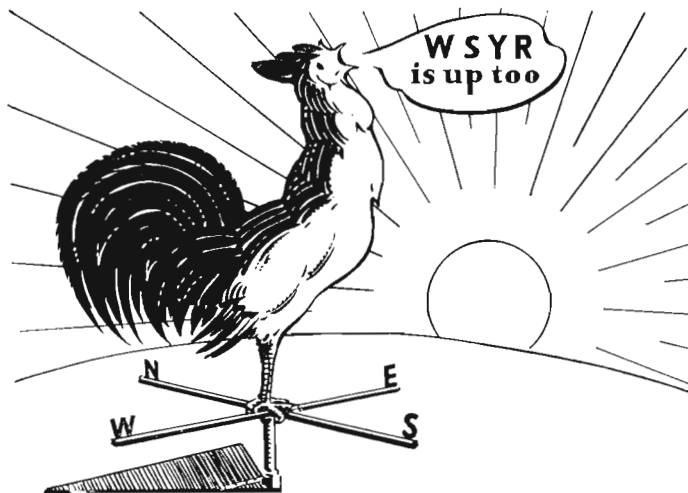
Paul H. Raymer Company

WHAZ

"LOCATED AT THE OLDEST SCHOOL OF ENGINEERING AND SCIENCE IN AMERICA"

TROY—EST. 1922

FREQUENCY: 1300 Kc. POWER: 1000 watts.
OWNED BY: Rensselaer Polytechnic Institute.
OPERATED BY: Rensselaer Polytechnic Insti-



At the Cross Roads of the Empire State

WSYR gets results in 400 cities and towns in one of the richest farming and industrial regions of the East.

570 kc.

WSYR

Syracuse, N. Y.

tute. 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.....R. W. Schmelzer
 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.

W T R Y *

TROY—EST. 1939

FREQUENCY: 950 Kc. POWER: 1000 Watts. OWNED BY: Troy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Troy. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Day-time License.

Personnel

Manager.....Fred R. Ripley
 Program Director.....Al Parker

*Station was licensed to operate under a C. P. No further information available.

W I B X

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: First National Bank Bldg. PHONE: 2-2101. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Schuyler St. 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 SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor.

Personnel

President.....Scott H. Bowen
 Commercial Manager.....A. W. Triggs
 Program Director.....Elliott Stewart
 Publicity Director.....Mason Taylor
 Musical Director.....Walter Griswold
 Chief Engineer.....Hubert M. Hathaway

POLICIES

Liquor and foreign language accounts accepted subject to station approval.

Merchandising: Via letters to trade, dealer contacts, window displays, theater lobby dis-

plays, personal contacts with retailers and wholesalers, also letters to listeners.

REPRESENTATIVE

John Blair & Co.

W F A S

"NEW YORK'S HEARTHESIDE"

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: Lang-Worth.

Personnel

President-Managing Director...Frank A. Seitz
 Treasurer-Artists' Bureau Head...Selma Seitz
 Chief Announcer-Publicity Dir...Frank A. Seitz
 Chief of Sports and Special Events...John Dillon
 Musical Director.....Randall Kaler
 Chief Engineer.....Harry C. Laubenstein

POLICIES

Advertising of alcoholic beverages accepted. 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.

FREE AIR?

(Not Quite!)

Still—

83.7% Coverage*

of

Westchester's Half-Billion Dollar Market

MAKES US THE NEXT THING TO IT!

WESTCHESTER

"New York's Hearthside"

Is Yours with

W-F-A-S

Hotel Roger Smith White Plains

*Survey on request.

W W R L

"THE VOICE OF QUEENS COUNTY"

WOODSIDE—EST. 1926

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: L. I. Broadcasting Corp. OPERATED BY: L. I. Broadcasting Corp. BUSINESS ADDRESS: 41-30 58th St. PHONE: NEWtown 9-3300-1. STUDIO ADDRESS: 41-30 58th St. TRANSMITTER LOCATION: Woodside. TIME ON THE AIR: Part time schedule. TRANSCRIPTION SERVICE: Lang-Worth, NAB Library, World Broadcasting System.

Personnel

President and General Manager W. H. Reuman

Commercial Manager..... Frank R. Clarke
Advertising Manager..... Walter H. Maier
Chief Announcer..... Lou Cole
Publicity Director..... Edith Dick
Musical Director..... Edw. Feimer

POLICIES

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

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

NORTH CAROLINA

Population 3,492,000

Number of Families 736,000

Number of Radio Homes 408,600

Retail Sales \$463,219,000

Auto Registrations 446,807

W W N C

ASHEVILLE—EST. 1927

FREQUENCY: 570 Kc. POWER: 1000 Watts. OWNED BY: Asheville Citizen-Times Co., Inc. OPERATED BY: Asheville Citizen-Times Co., Inc. BUSINESS ADDRESS: 14 O'Henry Ave. (Citizens Times Bldg.). PHONE: 850. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Asheville. TIME ON THE AIR: 6:45 A.M. to 12:00 midnight; Wednesday to 1:00 A.M. NEWSPAPER AFFILIATION: Asheville Citizen-Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Executive Director..... Don S. Elias
Commercial Manager..... John E. Thayer
Program Director..... Ezra A. McIntosh
Chief Engineer..... Cecil Hoskins

POLICIES

No liquor or wine advertising. Beer accounts sold on national rates. All religious programs cleared through local Ministerial Association.

No direct merchandising or brokerage of time.

REPRESENTATIVE

The Branham Co.

W B T

"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 Broadcasting System, Inc. BUSINESS ADDRESS: Wilder Bldg. PHONE: 3-7107. STUDIO ADDRESS: Wilder Bldg. TRANSMITTER LOCATION: 10 miles south of Charlotte. TIME ON THE AIR: 6:30 A.M. to 2:00 A.M. (daily); 10:00 A.M. to 2:00 A.M. Sunday). NEWS SERVICE: United Press.

Personnel

President..... Wm. S. Paley
Station Manager..... Lincoln Dellar
Sales Manager..... Royal E. Penny
Artists' Bureau..... CBS, N. Y.
Program Director..... C. H. Crutchfield
Publicity Director..... William C. Mitcham
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: Mecklenburg Hotel. PHONE: 7139, 7130, 6655. STUDIO ADDRESS: Mecklenburg Hotel. TRANSMITTER LOCATION: Mecklenburg Hotel. TIME ON THE AIR: 6:30 A.M. to midnight (daily); 9:00 A.M. to midnight (Sunday). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

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

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: 250 Watts, d.; 100 Watts, n. 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 11:00 P.M.; Sunday, 9:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Herald-Sun papers NEWS SERVICE: Associated Press (non-Commercial), United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President... C. C. Council
General Manager... J. F. Jarman, Jr.
Commercial Manager... C. J. Woodhouse
Sales Manager... Woody Woodhouse
Musical Director... Gene Germino
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. Station supplies merchandising facilities which include announcements on programs, regular daily resume of programs, daily column in newspapers, securing of trade lists, mailing within reasonable degree.

REPRESENTATIVE

The Katz Agency

WFNC *

FAYETTEVILLE—EST. 1939

FREQUENCY: 1340 Kc. POWER: 250 Watts. OWNED BY: W. C. Ewing and Harry Layman. OPERATED BY: Cumberland Broadcasting Co. BUSINESS ADDRESS: Fayetteville. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

Personnel

Co-Owners... W. C. Ewing and Harry Layman
* Station licensed to operate under a C. P. and no further information available at the time of going to press.

W G N C *

"THE VOICE OF THE SPINDLES"

GASTONIA—EST. 1939

FREQUENCY: 1420 Kc. POWER: 250 Watts.
d.; 100 Watts, n. OWNED BY: F. C. Todd.
OPERATED BY: F. C. Todd. BUSINESS AD-
DRESS: Gastonia STUDIO ADDRESS: Same.
TRANSMITTER LOCATION: Same. TIME ON
THE AIR: Full Time License.

Personnel

President-Treasurer.....F. C. Todd

*Station was licensed to operate under a
C. P. and expected to begin operations early
this year.

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 and Commercial

ManagerEdney Ridge
Advertising Manager.....J. T. Causey
Chief Announcer—Artists' Bureau
HeadBob Armstrong
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 area is foreign-born, foreign language
programs are not accepted.


Does not permit: Exalting gangsters, crimi-
nals and racketeers; Disrespect for either
parental or other proper authority; Cruelty,
greed and selfishness as worthy motivations;
Programs that arouse harmful nervous reac-
tions in the child; Conceit, smugness or an
unwarranted sense of superiority over others
less fortunate may not be presented as laud-
able; 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 repelently 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 deplorable, deodorants, and
other broadcasting which by its nature pre-
sents questions of good taste in connection
with radio listening.

Commercial Announcements: In the interest
of the audience and advertisers, sets the fol-
lowing maximum allowances for commercial
announcements: A maximum of ten per cent
of the total broadcasting period may be de-
voted to the sponsor's commercial announce-
ments, including contests and offers, on pro-
grams 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 sec-
onds for quarter-hour programs.

Geared to render national advertisers, either
for network or spot programs, complete mer-
chandising service if requested. A department
is available to render the following services;
contact distributors and jobbers, contact retail
outlets, furnish letters to trade, arrange win-
dow 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 advertis-



**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"!



ing, billboards, display cards, letters, programs, to publicize national, net and spot accounts, as well as artists and 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

George P. Hollingbery Co.

W M F R

HIGH POINT—EST. 1936

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Radio Station WMFR, Inc. OPERATED BY: Radio Station WMFR, Inc. BUSINESS 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. to 10:00 P.M. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library, Lang-Worth.

Personnel

President and Station

Manager.....Wayne M. Nelson
Commercial 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.

W F T C

"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: Queen St. PHONE: 1200. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Kinston. TIME ON THE AIR: (daily) 6:00 A.M. to 10:00 P.M.; (Sundays) 8:00 A.M. to 10:00 P.M.; (Saturdays) 6:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Radio, Lang-Worth.

Personnel

President.....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.

REPRESENTATIVE

Burn-Smith Co.

W P T F

"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 ADDRESS: 324 Fayetteville. TRANSMITTER LOCATION: Cary. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M.; Sunday, 8:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus, NAB Library, Lang-Worth.

Personnel

President.....J. R. Weatherspoon
Station Manager.....Richard H. Mason
Sales Manager.....John H. Field, Jr.
Program Director.....Graham B. Poyner
Publicity Director.....B. W. Huffington
Technical Supervisor.....Henry Hulick

POLICIES

Liquor advertising not accepted. Foreign language accounts not accepted.

Merchandising includes: Direct mail, personal calls, studio display, and window display.

REPRESENTATIVE

Free & Peters, Inc.

KINSTON, N. C.

Where 20,000 tobacco farmers auction their product and spend their money.



The WFTC signal covers the fourteen counties whose farmers sell and spend in Kinston.



W F T C

1200 K.C.

250 W.

Representatives

Burn-Smith Company, Inc.

W R A L *

RALEIGH—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Capitol Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Raleigh. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License.

Personnel

Assistant Manager.....George T. Case
*Station was licensed to operate under a C. P. No further information was available at time of going to press.

W E E D

"THE 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: Box 221. PHONE: 1420. STUDIO ADDRESS: Rocky Mount. TRANSMITTER LOCATION: Rocky Mount. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System, NAB Library.

Personnel

Owner-Manager.....W. Avera Wynne
Assistant Manager in
Charge of Sales.....B. W. Frank
Production Manager.....Tommy Snowden
Program Manager.....Jack Braxton
Chief Engineer.....Isaac Murphrey

POLICIES

No liquor accounts accepted.
Merchandising facilities offered include contact selling with merchants, special promotions, tie-ins, etc.

W S T P

"WE SERVE THE PIEDMONT"
SALISBURY—EST. 1939

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Piedmont Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Yadkin Hotel. PHONE: 2121. STUDIO ADDRESS: Yadkin Hotel. TRANSMITTER LOCATION: Statesville Highway at Grant Creek. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

Personnel

Manager.....John W. Shultz
Chief Engineer.....James R. Yost

REPRESENTATIVE

Bryant, Griffith & Brunson, Inc.

W M F D

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-General Manager.....R. A. Dunlea
Chief Announcer.....H. W. Lee
Musical Director.....H. W. Lee
Chief Engineer.....R. Plank

POLICIES

No liquor advertising accepted.

REPRESENTATIVE

Burn-Smith Co.

W G T M

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

FREQUENCY: 1310 Kc. POWER 100 Watts. OWNED BY: WGTM, Inc. OPERATED BY: WGTM, Inc. 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: Daytime operation. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: C. P. MacGregor, NAB Library.

Personnel

President and General
Manager.....H. W. Wilson
Secretary-Treasurer.....Ben Farmer
Vice-President.....George C. McDonald
Commercial Manager.....Allen Wanamaker
Chief Engineer.....Ben Farmer
Assistant Engineer.....Jack Hudson

POLICIES

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

REPRESENTATIVE

Bryant, Griffith & Brunson, Inc.

W A I R

"IN WINSTON-SALEM IT'S WAIR"
WINSTON-SALEM—EST. 1937

FREQUENCY: 1250 Kc. POWER: 250 Watts. OWNED BY: C. G. Hill, George D. Walker, and

S H. Walker. OPERATED BY: C. G Hill, George D. Walker, and S. H. Walker. BUSINESS ADDRESS: Robert E. Lee Hotel. PHONE: 21133-4. STUDIO ADDRESS: Robert E. Lee Hotel. TRANSMITTER LOCATION: Reynolda. 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, C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....George D. Walker
 Commercial Manager.....C. G. Hill
 Production Manager.....Rosser Foulkes

POLICIES

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 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

Sears & Ayer

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: Liberia St. TIME ON THE AIR: 7:00 A.M. to midnight (daily); 8:30 A.M. to midnight (Sunday). NEWSPAPER AFFILIATIONS: Winston-Salem Journal, Twin City Sentinel. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Associated and Lang-Worth.

Personnel

Station Manager.....N. L. O'Neil
 Chief Announcer.....John Miller
 Sales Manager.....N. L. O'Neil
 Musical Director.....E. C. Tuttle

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

Kelly-Smith

NORTH DAKOTA

Population 706,000

Number of Families 156,000

Number of Radio Homes 119,600

Retail Sales \$150,208,000

Auto Registrations 142,515

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: Menoken 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: Associated.

Personnel

President and General Manager..P. J. Meyer
 Station and Commercial
 Manager.....F. E. Fitzsimonds
 Program and 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.

K D L R

"DEVILS LAKE RADIO VOICE"

DEVILS LAKE—EST. 1925

DAKOTA BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: KDRL, Inc. OPERATED BY: KDRL, Inc. BUSINESS ADDRESS: 1025-3rd St. PHONE: 1090. STUDIO ADDRESS: 1025-3rd St. TRANSMITTER LOCATION: East end 4th St. TIME

ON THE AIR: 6:30 A.M. to 8:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President and General Manager... Bert Wick
Program Director.....Hildur Marie Wick
Chief Engineer.....Richard Moritz

POLICIES

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

REPRESENTATIVE

Cox and Tanz, Inc.

W D A Y

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

POLICIES

Accept no hard liquor advertising.
Usual merchandising assistance and cooperation 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. TRANSCRIPTION SERVICE: Lang-Worth.

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

"SO FAR AHEAD WE'RE LONESOME"

JAMESTOWN—EST. 1937

DAKOTA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Roberts-Mac-Nab 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: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station and Commercial
Manager.....Harry Evans
Program Director and
Artists' Bureau Head.....Claudia Evans

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

"VOICE OF THE WEST"

MANDAN—EST. 1925

DAKOTA BROADCASTING SYSTEM

FREQUENCY: 1240 Kc. POWER: 250 Watts. OWNED BY: Mandan Radio Association. OPERATED BY: Mandan Radio Association. BUSINESS ADDRESS: 205 First St., N.W. STUDIO ADDRESS: Kennelly Furniture Co. Bldg.; Prince Hotel, Bismarck. TRANSMITTER LOCATION: between Bismarck and Mandan on Memorial Highway No. 10. TIME ON THE AIR: 9:00 A.M. to 10:00 P.M.; Sunday, 11:00 A.M. to 6:00 P.M. NEWS SERVICE: Radio News Association, Associated Press TRANSCRIPTION SERVICE: C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....H. C. Schulte
Secretary.....Charles Toman, Jr.

Manager.....J. K. Kennelly
 Chief Engineer-Assistant
 Manager.....James Gilfoy
 Program Director-Chief
 Announcer.....Ernest G. Hendrickson

POLICIES

No wine or liquor advertisements accepted.

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: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System.

Personnel

President.....John B. Cooley
 Station Manager.....Richard J. Schmidt
 Commercial Manager.....E. H. Cooley
 Sales Representative.....Leslie Maurin
 Publicity Director.....Kay McGrath
 Chief Engineer.....C. W. Baker

POLICIES

Does not accept liquor advertising other than beer. Accepts foreign language programs in Scandinavian, Russian and German.

REPRESENTATIVES

Sears & Ayer
 Transamerican Broadcasting & Television Corp.

K O V C

"THE RADIO VOICE OF VALLEY CITY"
 VALLEY CITY—EST. 1936

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KOVC, Inc. OPERATED BY: KOVC, Inc. BUSINESS ADDRESS: Rudolph Hotel. PHONE: 408. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Valley City. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press.

Personnel

Commercial Manager...William L. Wallace
 Program Director.....Robert E. Ingstad
 Chief Engineer.....Bey Green

POLICIES

Merchandising: Facilities include window displays and newspaper publicity in local papers.

OHIO

Population 6,733,000

Number of Families 1,777,000

Number of Radio Homes 1,641,500

Retail Sales \$1,956,941,000

Auto Registrations 1,690,000

W A D C

"WHERE AKRONITES DIAL
 CONSTANTLY"

AKRON—EST. 1925

CBS—BASIC

FREQUENCY: 1320 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Allen T. Simmons. OPERATED BY: Same. BUSINESS ADDRESS: Beacon Journal Bldg. PHONE: Hemlock 5151-2-3. STUDIO ADDRESS: Beacon Journal Bldg.; other studios in Canton and Cleveland. TRANSMITTER LOCATION: Tallmadge. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M.; Sunday, 9:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Library.

Personnel

Station ManagerAllen T. Simmons
 Commercial ManagerE. A. Marchal
 Artists' Bureau HeadH. L. Hageman
 Chief AnnouncerR. B. Wilson
 Sales ManagerF. C. Bock
 Chief EngineerJohn Aitkenhead

POLICIES

Must conform to State and Federal Communication Commission regulations. Advertising of alcoholic beverages accepted.

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

REPRESENTATIVE

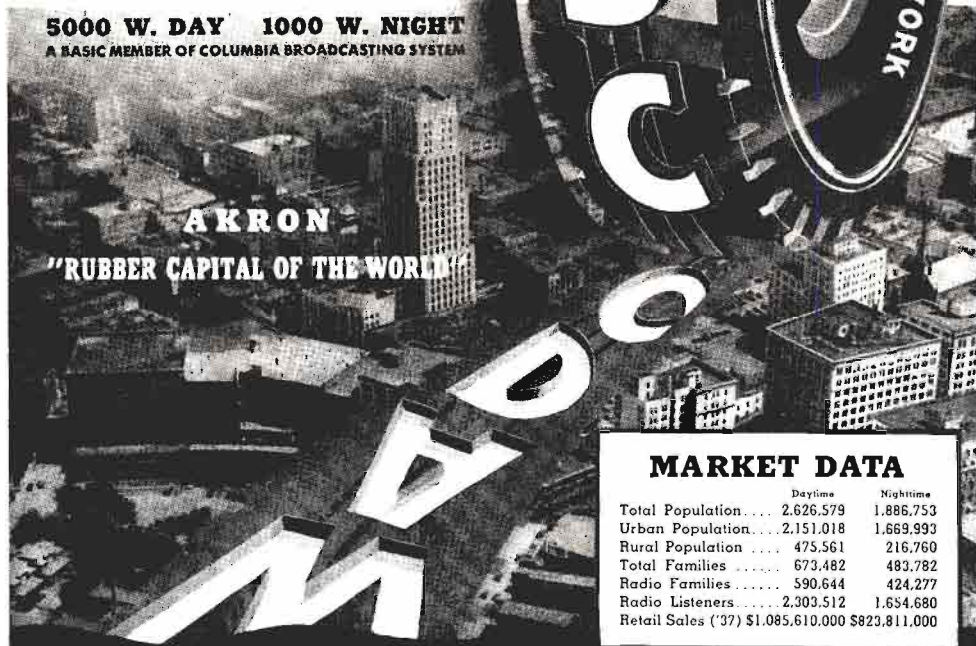
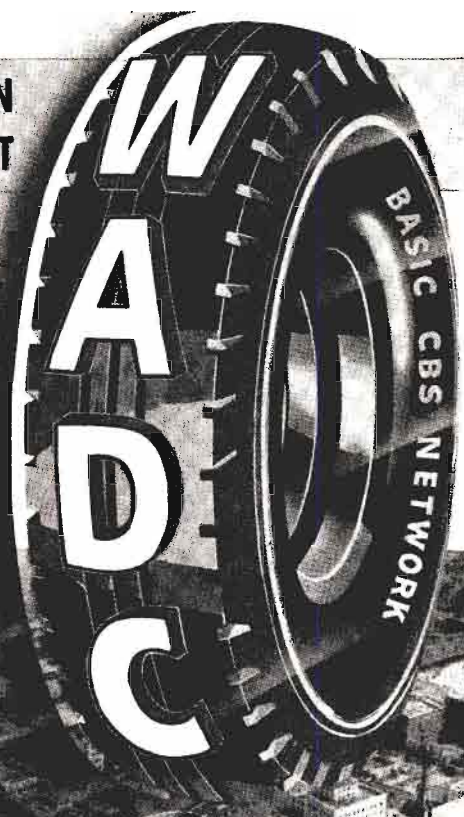
George P. Hollingbery Co.
 (See Page 332)

**MAKE AN IMPRESSION
IN THIS RICH MARKET**

**Akron and Northern
OHIO
Listens to
WADC**

5000 W. DAY 1000 W. NIGHT
A BASIC MEMBER OF COLUMBIA BROADCASTING SYSTEM

AKRON
"RUBBER CAPITAL OF THE WORLD"



MARKET DATA

	Daytime	Nighttime
Total Population	2,626,579	1,886,753
Urban Population	2,151,018	1,669,993
Rural Population	475,561	216,760
Total Families	673,482	483,782
Radio Families	590,644	424,277
Radio Listeners	2,303,512	1,654,680
Retail Sales ('37)	\$1,085,610,000	\$823,811,000

**GEORGE P.
HOLLINGBERRY CO.**
Representatives

ALLEN T. SIMMONS
OWNER and MANAGER

Studios In
AKRON and TALLMADGE

W J W

"WJW ADVERTISING DOESN'T COST;
IT PAYS"

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: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Broadcasting System.

Personnel

President.....John F. Weimer
General Manager.....S. W. Townsend
Commercial Manager...Edythe Fern Melrose
Program Director.....Gene La Valle
Chief Announcer.....Earl Bates
Publicity Director.....Bill Griffiths
Artists' Bureau Head and
Musical Director.....Wilma Douglas
Chief Engineer.....Gerald Roberts

POLICIES

No stated special policies.
Station "Plugs" and Newspaper Tie-in on commercial accounts. Merchandising facilities include 3 downtown main street windows for display, theatre and newspaper tie-ins.

W I C A

"WELCOMING, INDUSTRY, COMMERCE,
AND AGRICULTURE"

"THE FRIENDLY VOICE OF
NORTHEASTERN OHIO"

ASHTABULA—EST. 1937

FREQUENCY: 940 Kc. POWER: 250 Watts. OWNED BY: C. A. Rowley. OPERATED BY: WICA, Inc. BUSINESS ADDRESS: 221 Center St. PHONE: 1211-1311. STUDIO ADDRESS: 221 Center St. TRANSMITTER LOCATION: Jefferson Road. TIME ON THE AIR: 6:00 A.M. to local sunset; Sunday, 7:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, Associated, C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....C. A. Rowley
Manager.....R. B. Rowley
Advertising Manager.....R. C. Marvin
Program Director.....Walter W. Walgrath
Artists' Bureau Head.....Gerald O'Brien
Chief Announcer.....Walter Walrath
News Bureau-Publicity.....T. F. Sigman
Musical Director.....Richard Joachim
Chief Engineer.....George Gautney

POLICIES

No liquor advertising accepted.
Merchandising: A "where-to-find-it" service is maintained for listeners.

REPRESENTATIVE

Interstate Advertising Agency

W H B C

"VOICE OF STARK COUNTY"
CANTON—EST. 1925

FREQUENCY: 1200 Kc. POWER: 100 Watts. (Construction Permit for 250 Watts, daytime). OWNED BY: Ohio Broadcasting Co. OPERATED BY: Ohio Broadcasting Co. BUSINESS ADDRESS: 319 Tuscarawa St., West. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 627 McKinley Ave. 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.....Paul F. Morgan
Commercial Manager.....Ralph Bruce
Program Director.....S. T. Mayers
Production Manager.....Truesdale Mayers
Chief Engineer.....Kenneth Sliker

POLICIES

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

W C K Y *

"DOING A REAL JOB FOR THE
ADVERTISER"

CINCINNATI—EST. 1929

(NBC—RED and BLUE)

FREQUENCY: 1490 Kc. POWER: 10,000 Watts. OWNED BY: L. B. Wilson, Inc. OPERATED BY: L. B. Wilson, Inc. BUSINESS ADDRESS: 6th and Madison, Covington, Ky; Gibson 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) 6:00 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICES: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System; NBC Thesaurus.

* FCC approval granted for 50,000 watts.

Personnel

President and General Manager..L. B. Wilson
Director of Sales.....Lloyd George Venard
Chief Announcer.....Lee Goldsmith
Promotion Manager.....Bev Dean
Production Manager.....Mendel Jones
Merchandising Director.....Thomas Mitchell
Publicity Director-Continuity
Editor.....Elmer Dressman
Chief Engineer.....C. H. Topmiller

POLICIES

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

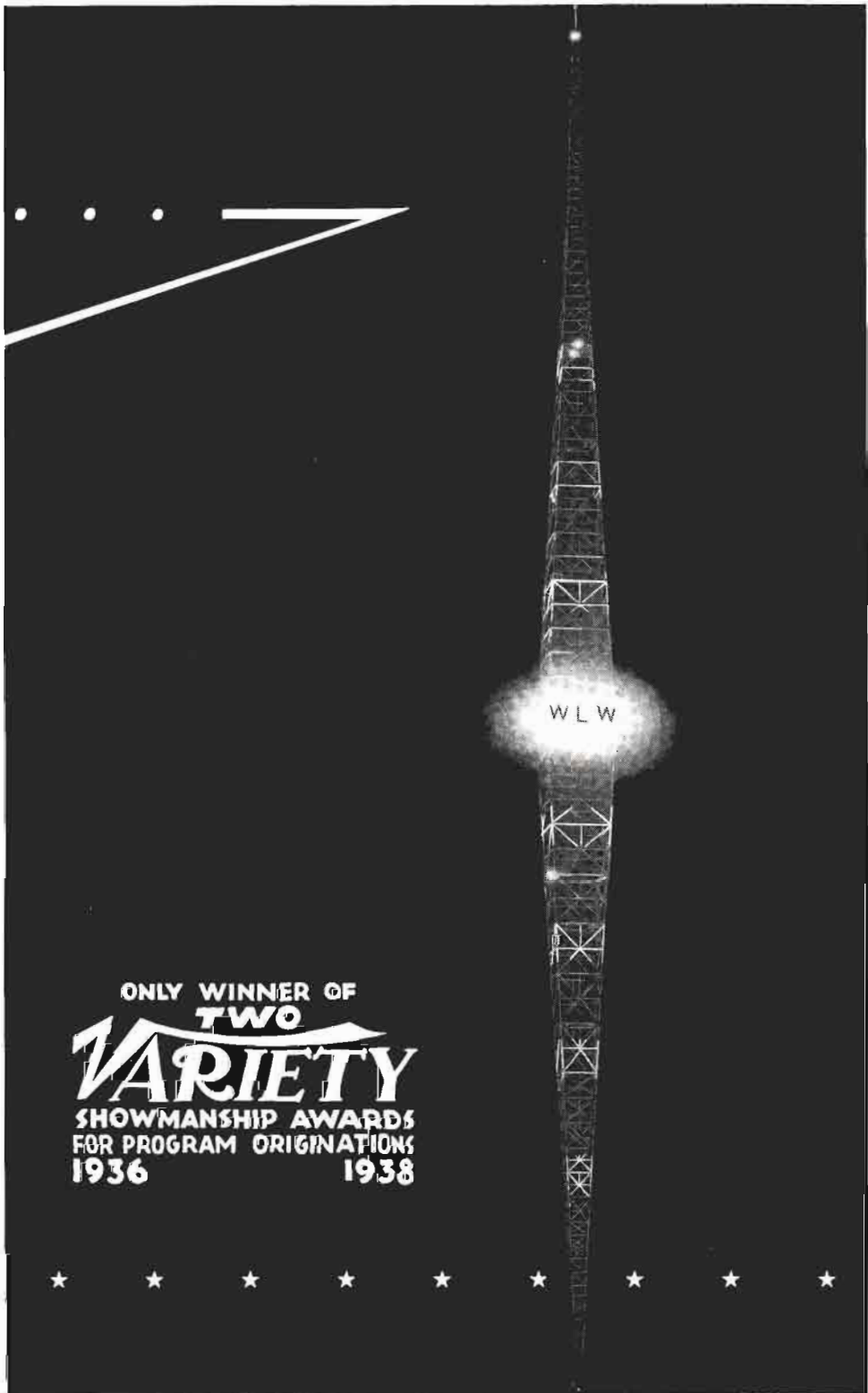
NOT BLACK MAGIC



... but the kind of magic that moves merchandise off back shelves and from preferred display space into market baskets . . . that excites dealers and inspires salesmen. That's the kind of magic in the words "...produced in the studios of the Nation's Station." And to create this magic no strange abracadabra is used . . . no witches' potions are concocted by the light of the moon . . . but into the WLW cauldron is carefully stirred and skillfully blended one part imagination, one part showmanship, one part facilities and three parts conscientious and sincere effort. The resulting elixir will bring results whether you're planning a test campaign or a full network presentation. In either case, consider the value of those magic words . . . "produced in the studios of the Nation's Station" . . . the hallmark of premium radio production at lower costs.

During the first week of February, 1939, WLW originated 157% more commercial network quarter hour units than it did during the first week of September, 1938 . . . proof that more and more national advertisers are realizing the magic of WLW production.





ONLY WINNER OF
TWO
VARIETY
 SHOWMANSHIP AWARDS
 FOR PROGRAM ORIGINATIONS
 1936 1938



We sell 5000 watts

—and elbow grease!

CINCINNATI has a lot of radio stations—some of them with lots of power. And all four of the bigger stations are network stations. Which ought to make things complicated for a time buyer. But they're not.

In April of 1938, Crossley, Inc. conducted the largest coincidental study ever made in Cincinnati. It demonstrated that WKRC was an unquestioned first in listener popularity among all of the local network stations. And, since then, other surveys have confirmed the fact—*WKRC is first!*

It isn't just the 5000 watts. It isn't just the 550 kilocycles. It isn't just the complete Columbia programming. It's all of those things... *plus elbow grease!*

WKRC produces shows that catch the flavor of Cincinnati. And the interest. And the enthusiasm. WKRC "special events" is one of the liveliest outfits in radio. So listeners make it a habit to tune WKRC when they want to know what's doing in Cincinnati.

We always reserve a couple of cans of elbow grease for our dealers, too. Every important dealer in Cincinnati is contacted by WKRC all of the time—on behalf of our sponsors. The result is that your customers are our friends. Day and night, WKRC advertising rings the bell all down the line... wholesaler, retailer, consumer.

You ought to sample some of our very special brand of elbow grease.

WKRC ★ COLUMBIA'S STATION FOR CINCINNATI

550 Kilocycles. Owned and operated by Columbia Broadcasting System. Represented by Radio Sales: New York • Chicago • Detroit • St. Louis Cincinnati • Milwaukee • Charlotte, N. C. • Los Angeles • San Francisco

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

REPRESENTATIVE

Free & Peters, Inc.

(See Page 338)

W C P O

"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 3314-5-6-7-8-9. STUDIO ADDRESS: Keith Bldg. TRANSMITTER LOCATION: Daylight Bldg. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight; Saturday, to 3:00 A.M. NEWSPAPER AFFILIATIONS: Scripps Howard Newspapers, Cincinnati Post. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Standard Radio, Associated.

Personnel

President.....Jack Howard
 Vice President.....J. C. Hanrahan
 General Manager.....M. C. Watters
 Artists' Bureau Head.....Andre Carlon
 Chief Announcer.....Paul Hodges
 Publicity Director.....G. Rule
 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. Station maintains a street studio.

REPRESENTATIVE

Weed & Co.

W K R C

"COLUMBIA'S STATION FOR CINCINNATI"

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: Same. TIME ON THE AIR: 6:30 A.M. to 2:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

General Manager.....William A. Schudt, Jr.
 Sales Manager.....William J. Williamson
 Program Director.....Ruth Lyons
 Special Events Director.....Cecil Carmichael
 Publicity Director.....Margaret Maloney
 Chief Engineer.....John Tiffany

POLICIES

Governed by the policies of the Columbia Broadcasting System.

Has full merchandising facilities.

REPRESENTATIVE

Radio Sales

W L W

"THE NATION'S STATION"

CINCINNATI—EST. 1922

NBC (RED & BLUE)—MUTUAL

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. TRANSCRIPTION SERVICE: Associated.

Personnel

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

James D. Shouse
 Sales Manager.....R. E. Dunville
 Business Manager.....E. K. Bauer
 Sales Service Manager...Walter A. Callahan
 Promotion Manager.....Wilfred Guenther
 Program Director.....Owen Vinson
 Artists Bureau Head.....A. R. Plough
 Chief Announcer.....Peter Grant
 News Editor.....J. N. Bailey
 Publicity Director.....Cecil Carmichael
 Musical Directors.....William Stoess,
 Josef Cherniavsky
 Chief Engineer.....R. J. Rockwell

POLICIES

Advertising of alcoholic beverages, excepting beer and wine, and foreign language pro-

L. B. WILSON

Presents

The Powerful Voice

of the

Great Ohio Valley

• **WCKY** •

50,000 WATTS DAY and NIGHT

Very Soon

grams not accepted. All programs otherwise, subject to the approval of the station.

Merchandising: Station maintains a complete Promotional Department which includes research, merchandising, special events and publicity department. In addition WLW has its own staff illustrators, copy writers, and trade contact men. All clients are offered the full resources of the Promotion Department.

REPRESENTATIVE

Transamerican Broadcasting and Television Corp.

(See Pages 334-335)

W S A I

"CINCINNATI'S OWN STATION"

CINCINNATI—EST. 1928

(NBC-RED—MUTUAL)

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, United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated.

Personnel

President Powel Crosley, Jr.
Vice-President..... James D. Shouse
General Manager..... Dewey H. Long
Sales Manager..... Jack Thornquest
Artists Bureau Head A. R. Plough
Chief Announcer Peter Grant
News Editor J. N. Bailey
Program Director..... Clair Shadwell
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

International Radio Sales

W C L E

CLEVELAND—EST. 1927

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 610 Kc. POWER: 500 Watts. OWNED BY: Cleveland Radio Broadcasting Corp. OPERATED BY: Cleveland Radio Broad-

casting Corp. BUSINESS ADDRESS: 1311 Terminal Tower. PHONE: Prospect 5800. STUDIO ADDRESS: 1311 Terminal Tower; Higbee Bldg. TRANSMITTER LOCATION: Seven Hills. TIME ON THE AIR: 7:00 A.M. to local sunset. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System; NAB Library.

Personnel

President..... John S. McCarrens
Vice President and General
Manager..... H. K. Carpenter
Sales Manager..... K. K. Hackathorn
Program Director..... Russell Richmond
Advertising Manager..... John T. Vorpe
Educational Director..... Larry N. Roller
Publicity Director..... Neil Collins
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.

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.

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

Radio Advertising Corp.

W G A R

"CLEVELAND'S FRIENDLY STATION"

CLEVELAND—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1450 Kc. POWER: 5000 Watts, d.; 1000 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: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio, NAB Library.

Personnel

President..... George A. Richards
Vice President-General Manager.. John F. Patt

Assistant Manager in Charge
of Sales.....Eugene Carr
Program and Editorial
Director.....Ellis VanderPyl
Public Relations Director....Maurice Condon
Artists' Bureau Head.....Worth Kramer
Chief Announcer.....Carl George
Program Director.....Worth Kramer
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.

W H K

"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; Higbee Bldg. TRANSMITTER LOCATION: Seven Hills. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

Personnel

President.....John S. McCarrens
Vice President and
General Manager.....H. K. Carpenter
Sales Manager.....K. K. Hackathorn
Program Director.....Russell Richmond
Advertising Manager.....John T. Vorpe
Educational Director.....Larry N. Roller
Publicity Director.....Neil Collins
Artists' Bureau Head.....Louis Rich
Musical Director.....Louis Rich
Chief Engineer.....E. L. Gove



When you buy WHK or WCLE, you know you're not going to be shifted around by network shows. For the United Broadcasting Company through careful management, has definitely reserved for advertisers an amazing amount of desirable guaranteed time. A postcard, phone call or wire will bring you complete information.

National Representatives:
RADIO ADVERTISING CORPORATION

WHK & WCLE *Cleveland*
THE UNITED BROADCASTING COMPANY
Also Operating WHKC—Columbus, Ohio

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.

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

Radio Advertising Corp.

W T A M

"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
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

Policies of the National Broadcasting Co. apply.

REPRESENTATIVE

National Broadcasting Co., Inc.

W B N S

COLUMBUS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 5000 Watts, d.; 1000 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. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music, C. P. MacGregor.

Personnel

President.....Robert H. Wolfe
Station Manager.....Richard A. Borel
Sales and Commercial Manager.....W. I. Orr
Advertising Manager.....W. I. Orr
Chief Announcer.....J. O. Yerian
Publicity Director.....Jerome R. Reeves
Musical Director.....Lowell Riley
Chief Engineer.....Lester H. Natzger

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

W C O L

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: Standard Radio.

Personnel

President.....K. B. Johnston
Station Manager.....K. B. Johnston
Commercial Manager.....Neal Smith
Chief Announcer.....William Wallace
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

Weed & Co.

W H K C

"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 Los Angeles Time. NEWSPAPER AFFILIATION: Station is a subsidiary of the United Broadcasting Co. which is owned and operated by the Cleveland Plain Dealer. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General Manager..... Carl M. Everson
 Assistant Manager..... B. A. Manning
 Sales Manager..... Harry H. Hoessly
 Production Manager..... Robert S. French
 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.

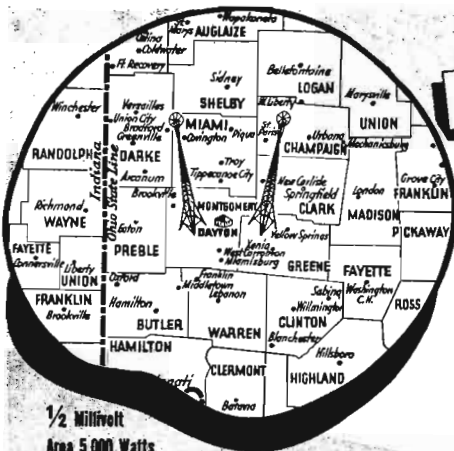
REPRESENTATIVE

Free & Peters, Inc.

W O S U

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: 30 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.



BRIGHT SPOT
Any Year...Any Time

The primary area of WHIO, with its two million population, is big enough to produce quantity sales for any product — but it isn't too big for WHIO to get into the key towns and build community good will as well as listener loyalty.

1/2 Millivolt
 Area 5,000 Watts
 Retail Sales 1935, \$661,023,000

BASIC MEMBER CBS
 OWNED AND OPERATED BY
 THE DAYTON DAILY NEWS
 DAYTON, OHIO

WHIO

Personnel

Acting President of Ohio
State University.....William McPherson
Station Director.....R. C. Higgy
Production Supervisor.....W. F. Heimlich
Program Supervisor.....B. B. Williams
Technical Supervisor.....A. L. Hammerschmidt

POLICIES

No advertising accepted.

WHIO

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

DAYTON—EST. 1935

(CBS-BASIC)

FREQUENCY: 1260 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Miami Valley Broadcasting Corp. OPERATED BY: Miami Valley Broadcasting Corp. BUSINESS ADDRESS: 45 S. Ludlow. PHONE: Adams 2261-2-3-4 & 2652. STUDIO ADDRESS: 45 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. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General Manager.....J. L. Reinsch
Commercial Manager.....D. A. Brown
Production Manager.....Arch Robb
Program Director.....Lester Spencer
Chief Engineer.....Ernest L. Adams

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

George P. Hollingbery Co.

WSMK

"PIONEER STATION, MIAMI VALLEY"

DAYTON—EST. 1922

FREQUENCY: 1380 Kc. POWER: 200 Watts. (C. P. for 500 Watts, d.; 250 Watts, n.) 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 and Station
Manager.....Stanley M. Krohn, Jr.
Sales and Advertising
Manager.....Chester Hinkle
Chief Announcer.....J. McKiernan
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: Fort Industry Co. OPERATED BY: Herbert Lee Blye. BUSINESS ADDRESS: Lima Trust Bldg. PHONE: Main 4632. STUDIO ADDRESS: Lima Trust Bldg. TRANSMITTER LOCATION: 1424 Rice Ave. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Managing Director-Commercial
Manager.....Don Ioset
Program Director.....Frederic Shaffmaster
Chief Announcer.....James Hoskins
Chief Engineer.....S. J. Gladfelter

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: 1011. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 821 Chillicothe St. TIME ON THE AIR: 7:00 A.M. to 10:30 P.M.; Sunday, 9:30 A.M. to 8:30 P.M. NEWS SERVICE: United Press TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....M. F. Rubin
Vice President-General
Manager.....Marie W. Vandegrift
Program Director.....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

W S P D

"THE VOICE OF TOLEDO"

TOLEDO—EST. 1921

(NATIONAL BROADCASTING CO.)

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: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, NAB Library.

Personnel

President.....George B. Storer

Station Manager.....J. Harold Ryan
Commercial and Advertising
Manager.....E. Y. Flanigan
Program Director and Artists'
Bureau Head.....Russell Gohring
Director of Publicity and
Public Relations.....Merrill N. Pheatt
Production Manager-
Continuity Chief.....Robert Richards
Musical Director.....Russell Gohring
Chief Engineer.....William Stringfellow

POLICIES

Advertising of hard liquor not accepted. Beer and light wines, no restrictions other than copy censorship. One participating Polish program weekly, and also one Hungarian program; 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.

W T O L

"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; Sundays, 8:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated.

Personnel

President.....Frazier Reams
Commercial and Station Mgr.....M. E. Kent
Program Director.....Sterling Deeson
Chief Announcer.....Jack Zeigin
Chief Engineer.....Frank Ridgeway

W F M J *

YOUNGSTOWN—EST. 1938

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: William F. Magg, Jr. OPERATED BY: Same. BUSINESS ADDRESS: Youngstown. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

*Station was licensed to operate under a C. P. No further information was available at time of going to press.

The Outstanding Merchandising Force In The Toledo Area

● Action, modernity, universal, interest, variety characterize the programs that have built for WTOL a large and intensely loyal listening audience unusually responsive to advertisers. Local distributors and merchants recognize WTOL as a powerful factor for success in any merchandising effort in the rich Northwestern Ohio and Southern Michigan markets.

THE COMMUNITY
BROADCASTING CO.

Toledo, Ohio

W T O L

"TOLEDO'S FRIENDLY STATION"

W K B N

YOUNGSTOWN—EST. 1926

CBS

FREQUENCY: 570 Kc. POWER: 1000 Watts, d.: 500 Watts, n. OWNED BY: WKBN Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 17 No. Champion St. PHONE: 42122. STUDIO ADDRESS: Same. TRANSCRIPTION 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 and Musical Director G. Davidson
Chief Engineer B. T. Wilkins

POLICIES

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

REPRESENTATIVE

Free & Peters

W A L R

"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: Zanesville. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Secretary-General
Manager Ronald B. Woodyard
Chief Announcer Marc McCullough
Production Manager King Whyte
Chief Engineer Wm. Hunt

POLICIES

No special policies or restrictions.
Has full merchandising service.

REPRESENTATIVE

Weed & Co.

OKLAHOMA

Population 2,548,000

Number of Families 619,000

Number of Radio Homes 454,300

Retail Sales \$434,793,000

Auto Registrations 447,000

K A D A

"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: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Owner Dr. C. C. Morris
Station and Commercial
Manager John M. Whitney
Chief Announcer and
Publicity Director Russell Miller
Sales Manager Gene Baker
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

K V S O

"VOICE OF SOUTHERN OKLAHOMA"

ARDMORE—EST. 1935

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Ardmoreite Pub. Co. OPERATED BY: Ardmoreite Pub. Co. BUSINESS ADDRESS: 114-18 N. Washington. PHONE: 2200. STUDIO ADDRESS: Chickasaw and N. W. Blvd. TIME ON THE AIR: 7:00 A.M. to 11:00 P. M. NEWSPAPER AFFILIATION: Daily Ardmoreite. NEWS SER-

VICE: Associated Press (Non-Commercial).
TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....Albert Riesen
Station Manager.....James Griffin
Commercial Manager.....Wilbur Choffin
Chief Announcer.....Paul Duncan
Musical Director.....Dolly Dutton
Chief Engineer.....Paul Ross

POLICIES

As per state law, accepts beer and wine only.

REPRESENTATIVE

Joseph Hershey McGillvra

K A S A

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: Elk City. TRANSMITTER LOCATION:
Casa Grande Hotel. TIME ON THE AIR: 6:30
A.M. to 9:00 P.M. NEWS SERVICE: Trans-
radio Press.

Personnel

President and Station Manager. E. M. Woody
Chief Announcer and
Advertising Manager.....Lyman Brown
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.

K C R C

"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: Willow & Kennedy Sts. PHONE: 447-8.
STUDIO ADDRESS: Willow & Kennedy Sts.
TRANSMITTER LOCATION: Willow & Kennedy
Sts. TIME ON THE AIR: 6:30 A.M. to 11:00 P.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.....M. C. Garber
Station Manager.....Milton B. Garber
Advertising Manager.....James S. Stuart

Artists' Bureau Head.....Ralph Rogers
Sales Manager.....H. P. Hale
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

K B I X

MUSKOGEE—EST. 1936

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1500 Kc. POWER: 100 Watts.
OWNED BY: Oklahoma Press Pub. Co. OP-
ERATED BY: Same. BUSINESS ADDRESS:
Barnes Bldg. PHONE: 302. STUDIO AD-
DRESS: Same. TRANSMITTER LOCATION:
Same. TIME ON THE AIR: 7:00 A.M. to
12:00 midnight. NEWSPAPER AFFILIATION:
Phoenix-Times Democrat. NEWS SERVICE:
United Press. TRANSCRIPTION SERVICE:
World Broadcasting System.

Personnel

Vice-President.....Tam Bixby, Jr.
Commercial Manager.....Franklin Rough
Chief Engineer.....Lester Harlow

POLICIES

Does not accept liquor advertising. Will ac-
cept beer and light wines.

REPRESENTATIVE

The Branham Co.

W N A D

"THE VOICE OF SOONERLAND"

NORMAN—EST. 1922

FREQUENCY: 1010 Kc. POWER: 1000 Watts.
OWNED BY: University of Oklahoma. OPER-
ATED 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. TRAN-
SCRIPTION SERVICE: World Broadcasting.

Personnel

Station Director.....Homer Heck
Director of Production.....H. H. Leake
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.

K O C Y

OKLAHOMA CITY—EST. 1923

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Plaza Court Broadcasting Co. OPERATED BY: Plaza Court Broadcasting Co. BUSINESS ADDRESS: Plaza Court. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Oklahoma City. TIME ON THE AIR: 6:45 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth, Associated, NAB Library, C. P. MacGregor.

Personnel

Manager.....M. H. Bonnebrake
Commercial Manager.....Sammie Jones
Program Director.....Marvin Krause

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine. All advertising subject to approval of station management; religious programs must be okayed by Ministerial Alliance before acceptance.

K O M A

"IT'S THE PROGRAM THAT GETS THE LISTENER"

"OKLAHOMA CITY'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: KOMA, Inc. OPERATED BY: Same. 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: World Broadcasting System.

Personnel

President.....J. T. Griffin
Station Manager.....Waymond Ramsey
Sales Promotion Manager.....Herman Chaney
Program Director.....W. S. Luckenbill
Accountant.....L. A. Goddeau
Musical Director.....William I. Salathe
Chief Engineer.....M. W. Thomas

POLICIES

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

Merchandising: Sales promotion department offers complete facilities to clients.

REPRESENTATIVE

International Radio Sales

K T O K

"YOUR MUTUAL FRIEND"

OKLAHOMA CITY—EST. 1927

NBC-BLUE

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.....Kenyon M. Douglass
Commercial Manager.....Tom Johnson
Program Director.....Paul Hughes
Publicity Director.....Paul Buenning
Chief Engineer.....Bernard Tullius

POLICIES

Accepts beer advertising.

Maintains complete merchandising service.

REPRESENTATIVE

Joseph Hershey McGillvra

W K Y

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. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....E. K. Gaylord
General Manager.....Edgar T. Bell
Station Manager.....Gayle V. Grubb
Commercial Manager.....R. E. Chapman
Chief Announcer.....Perry Ward
Special Events Director.....John C. Shafer
Musical Director.....Allan Clark
Chief Engineer.....Earl C. Hull

A Record in MAIL PULL and MERCHANDISING

*Calls on
Wholesalers
and
Retailers*



*Letters
and Special
Mailings*

*Publicity,
Displays
and Special
Promotions*



EDWARD PETRY
& COMPANY
REPRESENTATIVES

One of America's biggest buyers of spot broadcasting included KVOO on a list of 55 leading stations, using a 15-minute daytime script show, five days weekly. An offer was made, requiring the mailing of a carton front. Here is what the agency Account Executive said about KVOO's merchandising activity and subsequent report:

"I do not know when I have seen a more complete and comprehensive presentation of merchandising co-operation . . .

"... in so proudly displaying your co-operative material, it was presented as a model of its kind.

"... present returns on the offer show KVOO in third place on the basis of actual numerical returns. While your merchandising co-operation has always been excellent, perhaps this outstanding effort has something to do with the ranking."

This is but one of many letters from satisfied advertisers on KVOO. With the most power, the greatest audience and full-time service from both (choice of) N.B.C. networks, the logical buy in Oklahoma is KVOO, in Tulsa, the Oil Capital of the World.

KVOO

25,000 WATTS
BOTH N. B. C.
NETWORKS

TULSA

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

The Katz Agency

K H B G

"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 S. Okmulgee Sts. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Harry B. Greaves
Secretary-Treasurer & General
Manager.....T. R. Putnam
Program Director.....D. W. Hosington
Musical Director.....Vella Jean Buchanan
Chief Engineer.....A. F. Schultz

POLICIES

Accepts beer and wine accounts only as per state law.

Merchandising: Station furnishes dealer tie-ins on advertising accounts. Service includes direct mail follow-up on all national accounts, personal visits to retail outlets handling products advertised over station.

W B B Z

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. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

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

POLICIES

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

Merchandising: Station furnishes merchandising facilities.

REPRESENTATIVE

Joseph Hershey McGillvra

K G F F

"THE MORNING NEWS-EVENING STAR STATION"

SHAWNEE—EST. 1927

MUTUAL and OKLAHOMA NETWORK

FREQUENCY: 1420 Kc. POWER: 250 watts, d.; 100 watts, n. 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). TRANSCRIPTION SERVICES: Titan.

Personnel

President.....Oscar Stauffer
Vice-President.....Ross Porter
General Manager.....Joseph W. Lee
Commercial Manager.....Joseph W. Lee
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

K O M E

"KOVERS OKLAHOMA'S MAGIC EMPIRE"

TULSA—EST. 1938

MUTUAL BROADCASTING SYSTEM—OKLAHOMA NETWORK

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Harry Schwartz. OPERATED BY: Harry Schwartz. BUSINESS ADDRESS: Radio Bldg., 910 S. Boston. PHONE: 3-4121. STUDIO ADDRESS: Radio Bldg.; Berryhill Bldg., Sapulpa. PHONE: 462. TRANSMITTER LOCATION: 3904 S. Newport, Tulsa. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Harry Schwartz
Vice President-General
Manager.....Glenn Condon

Vice President-Commercial

ManagerHarold Grimes
Program Director..... R. H. Latting
Musical Director.....Dorothy Doan
Continuity Chief.....James Fuson
Manager of Sapulpa Studio.... Jimmie Wilson
Chief Engineer.....James F. Manship

POLICIES

No liquor advertising.

REPRESENTATIVE

Joseph Hershey McGillvra

KTUL

"THIS IS YOUR FRIENDLY COLUMBIA STATION IN TULSA"

TULSA—EST. 1934

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1400 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: J. T. Griffin. OPERATED BY: Tulsa Broadcasting Co., Inc. BUSINESS ADDRESS: 320 S. Boston St. PHONE: 4-8188. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 5 miles north on Lewis Ave. 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. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus.

5000 WATTS DAY

1000 WATTS NIGHT

KTUL

TULSA, OKLAHOMA

... If Your Story is Well Told
... Your Product is Quickly Sold

*NEW TRANSMITTER
NEW VERTICAL RADIATOR*

Wm. C. Gillespie
Station Manager, KTUL
320 S. Boston St., Tulsa, Oklahoma

Personnel

President.....J. T. Griffin
Vice President-General
Manager.....Wm. C. Gillespie
Director of Advertising.....Lawson Taylor
Program Director.....Vic Rugh
Continuity Chief.....Ray Sollars
Local Sales Manager.....Lawson Taylor
Promotion & Publicity
Director.....John Esau
Chief Engineer.....Nathan Wilcox

POLICIES

Accepts beer accounts only. No sizeable foreign population for foreign language programs. Policies subscribed to are those outlined by the NAB and CBS. All copy must meet restrictions imposed by public taste before accepted.

Complete merchandising facilities in every phase of product and program promotion. Merchandising and exploitation includes: letters to dealers; posters distributed; special plugs on the air; newspaper publicity, and surveys conducted.

REPRESENTATIVE

Free & Peters, Inc.

KVOO

"THE MOST POWERFUL STATION BETWEEN ST. LOUIS, DALLAS AND DENVER"

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: Piltower. TRANSMITTER LOCATION: 11 miles east of Tulsa, Highway 66. TIME ON THE AIR: Unlimited Schedule. NEWS SERVICES: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....P. Q. Procter
Vice President-General
Manager.....William B. Way
Commercial Manager.....Willard Egolf
Production Manager.....Norvell Slater
Station Manager.....William B. Way
Publicity Director.....Ken Miller
Chief Engineer.....L. W. Stinson

POLICIES

Beer advertising accepted. Maintains merchandising department with standard services which include calls on wholesalers and retailers, form letters and mailings to the trade, publicity in newspapers, display cabinet, photograph boards, etc.

REPRESENTATIVE

Edward Petry & Company
(See Page 348)

OREGON

Population 1,027,000

Number of Families 299,000

Number of Radio Homes 285,400

Retail Sales \$335,851,000

Auto Registrations 299,423

K A S T

"VOICE OF LOWER COLUMBIA"

ASTORIA—EST. 1935

FREQUENCY: 1370 Kc. POWER: 100 watts (C. P., 250 watts, d.; 100 watts, n.). 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
Station Manager.....James C. Wallace
Commercial Manager.....Frank E. Marrion
Musical Director.....Sylvia Chandler
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 and Walter Biddick

K B K R *

BAKER—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Louis P. Thornton. OPERATED BY: Same. BUSINESS ADDRESS: Baker. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Near Baker. TIME ON THE AIR: Full Time License.

* Station was licensed to operate under a C. P. and no further information was available at time of going to press.

K B N D

"COVERING THE VAST CENTRAL OREGON MARKET"

BEND—EST. 1938

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: The Bend Bul-

letin. OPERATED BY: The Bend Bulletin. BUSINESS ADDRESS: The Pilot Butte Inn. PHONE: 848. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: The Bend Bulletin. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....Robert W. Sawyer
Commercial Manager.....Chet Wheeler
Chief Technician.....Stanton Bennett

POLICIES

Station furnishes complete merchandising facilities.

K O A C

CORVALLIS—EST. 1922

FREQUENCY: 550 Kc. POWER: 1000 watts. OWNED BY: Oregon State Agricultural College. OPERATED BY: Oregon State Agricultural College. BUSINESS ADDRESS: Corvallis. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 9:00 A.M. to 9:00 P.M.

Personnel

Director.....Luke L. Roberts
Chief Engineer.....Grant S. Feikert

POLICIES

Station does not sell time.

Program and talent are planned and developed by experienced full-time radio workers who are drawn from state educational institutions.

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: 7:00 A.M. to 12:00 midnight; Sunday, 10:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

General Manager.....Frank L. Hill
Station Manager.....Glenn McCormick
Chief Engineer.....Harold Gander

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, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Willard Hotel Bldg. PHONE: 2125. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: World Broadcasting System, C. P. MacGregor.

Personnel

PresidentJ. A. Kincaid
Station & 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. BUSINESS ADDRESS: La Grande. PHONE: 220. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Near La Grande. TIME ON THE AIR: Full Time License. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Manager.....H. M. Finlay

K O O S

"SOUTHWESTERN OREGON STATION"
"THE VOICE OF COOS BAY"

MARSHFIELD—EST. 1928

MBS-DON LEE BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 Watts. d.; 100 Watts, n. OWNED BY: KOOS, Inc. OPERATED BY: KOOS, Inc. BUSINESS ADDRESS: Hall Bldg. PHONE: 432, 433. STUDIO ADDRESS: Hall Bldg. TRANSMITTER LOCATION: Hall Bldg. TIME ON THE AIR: 7:00 A.M. to 10:30 P.M. (PST). NEWSPAPER AFFILIATIONS: Coos Bay Times. NEWS SERVICE: United Press.

Personnel

President.....Sheldon F. Sackett
Station Manager.....J. B. Toles
Commercial Manager.....Ben E. Stone
Chief Announcer.....Chester Wheeler
Program Director.....Roger Spough
Chief Engineer.....Paul Spargo

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—EST. 1926

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: Sparta Bldg., Main and Riverside. PHONE: 305. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Ross Lane. TIME ON THE AIR: Full Time License (95 hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Commercial Manager.....L. P. Bishop
Sales Manager.....A. A. Adler
Program Director.....Raymond Scott
Traffic Manager.....Gladys La Marr
Chief Engineer.....D. H. Rees

POLICIES

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

Merchandising: Station provides pre-publicity for all new programs and cooperates with national and regional advertisers in opening up new retail accounts.

REPRESENTATIVE

Free and Peters

K A L E

PORTLAND—EST. 1924

MUTUAL-DON LEE BROADCASTING SYSTEM
PACIFIC BROADCASTING CO.

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: Weatherly 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 Library, Lang-Worth, World Broadcasting System, and Associated Music.

Personnel

President.....C. Roy Hunt
Vice-President.....S. R. Winch
Secretary-Treasurer.....C. W. Meyers
Station Manager.....Ted Kooreman
Sales Manager.....Charles Couche
Program Director.....Johnnie Walker
Publicity Director.....Lester Halpin
Chief Engineer.....Louis Bookwalter

POLICIES

Advertising of alcoholic beverages not accepted. No foreign language accounts excepts those of a religious nature. No medical programs.

Merchandising: Monthly merchandising publication "Radio Advertiser" sent to 4000 retailers in market area. Commercial programs publicized in each issue.

REPRESENTATIVE

Free & Peters, Inc.

K B P S

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. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 11:00 A.M. to 12:30—3:00 to 5:00 P.M. (each school day).

Personnel

Station Manager & Chief
Engineer.....William Allingham
Chief Announcer.....R. T. Stephens

POLICIES

Non-commercial outlet.

K E X

PORTLAND—EST. 1926

NBC (Blue Network)—NORTHWEST TRIANGLE
FREQUENCY: 1180 Kc. POWER: 5000 Watts. OWNED BY: Oregonian Pub. Co. (Lessee). OPERATED BY: Oregonian Pub. Co. BUSINESS ADDRESS: The Oregonian Bldg., 6th and Alder Sts. PHONE: Atwater 2121. STUDIO ADDRESS: 801 Oregonian Bldg. TRANSMITTER LOCATION: North Portland. TIME ON THE AIR: (daily) 6:30 A.M. to 12:00 midnight; (Sunday) 8:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: The Oregonian. NEWS SERVICES: Transradio Press, International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station Manager.....W. Carey Jennings
Sales Manager.....Paul Connet
Traffic Manager.....Ralph Greer
Publicity Director.....H. Q. Cox
Program Director.....Barney Miller
Chief Engineer.....Harold Singleton

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine after 10:00 P.M. with the omission of Sunday. Medicinal accounts subject to approval of station management. No foreign language programs accepted.

A limited amount of merchandising cooperation—monthly merchandising paper, and usual station promotion.

REPRESENTATIVE

Edward Petry & Co., Inc.

K G W

"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: The Oregonian Bldg., 6th & Alder Sts. PHONE: Atwater 2121. STUDIO ADDRESS: 801 Oregonian Bldg. TRANSMITTER LOCATION: North Portland. TIME ON THE AIR: (daily) 7:00 A.M. to midnight; (Sunday) 8:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: The Oregonian. NEWS SERVICES: Transradio Press, International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station Manager.....W. Carey Jennings
Sales Manager.....Paul Connet
Traffic Manager.....Ralph Greer
Publicity Director.....H. Q. Cox
Program Director.....Barney Miller
Chief Engineer.....Harold Singleton

POLICIES

No alcoholic beverages before 10:00 P.M. Medicinal accounts subject to approval of station management. No foreign language programs accepted.

A limited amount of merchandising cooperation—monthly merchandising paper, and usual station promotion.

REPRESENTATIVE

Edward Petry & Co., Inc.

K O I N

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. NEWSPAPER AFFILIATIONS: The Oregon Journal. NEWS SERVICE: United Press, 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
Promotion 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
Technical Director.....Louis Bookwalter

POLICIES

No advertising of alcoholic beverages accepted. 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.
World Broadcasting System

K W J J

"THE VOICE FROM BROADWAY,
OREGON'S LARGEST INDEPENDENT
STATION"

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: International News Service.

Personnel

President.....Wilbur J. Jerman
Secretary-Treasurer & General
Manager.....John C. Egan
Commercial Manager.....L. D. Henderson
Chief Engineer.....W. J. Jerman

POLICIES

Accepts only beers and wines liquor accounts. Also accepts foreign language programs.

K X L

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 and General
Manager.....T. W. Symons, Jr.
Chief Engineer.....Ralph Mifflin

POLICIES

No foreign language accounts accepted. Merchandising service at cost.

REPRESENTATIVE

Gene Furgason & Co.

K R N R

"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: Hotel Umpqua. PHONE: No. 4. STUDIO ADDRESS: Hotel Umpqua. 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: Titan.

Personnel

General Manager.....M. H. Pengra

POLICIES

No advertising of beer and wine accepted. 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.

K S L M

SALEM—EST. 1934

MBS-DON LEE BROADCASTING SYSTEM
PACIFIC BROADCASTING CO.

FREQUENCY: 1370 Kc. POWER: 100 watts (C. P. 500 watts on 1360 Kc.). 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 2,452,000

Number of Radio Homes 2,206,400

Retail Sales \$2,490,910,000

Auto Registrations 1,750,510

W C B A - W S A N

ALLENTOWN—EST. 1923

NBC (Red and Blue)
QUAKER NETWORK—PENNSYLVANIA
NETWORK

FREQUENCY: 1440 Kc. POWER: 500 Watts.
OWNED BY: WSAW, Inc. OPERATED BY:
B. Bryan Musselman. BUSINESS ADDRESS:
39 N. 10th St. PHONE: 9511-6736. STUDIO
ADDRESS: 39 N. 10th St. TRANSMITTER LO-
CATION: North 7th St. Highway. TIME ON
THE AIR: 7:30 A.M. to midnight. NEWSPAPER
AFFILIATIONS: Chronicle and News, Allen-
town Morning Call. NEWS SERVICE: United
Press. MAINTAINS ARTISTS' BUREAU.
TRANSCRIPTION SERVICE: World Broadcast-
ing System.

Personnel

President.....J. C. Shumberger
General Manager.....B. Bryan Musselman
Artists' Bureau Head.....George Y. Snyder
Chief Announcer.....John T. Van Sant
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 fur-
nished in advance of broadcast.

Maintains a merchandising service.

REPRESENTATIVE

Gene Furgason & Co.

W F B G

"THE ORIGINAL GATEWAY TO THE WEST"

ALTOONA—EST. 1924

QUAKER NETWORK
PENNSYLVANIA STATE NETWORK

FREQUENCY: 1310 Kc. POWER 100 Watts
OWNED BY: The William F. Gable Co. OP-
ERATED BY: The Gable Broadcasting Co. BUSI-
NESS ADDRESS: 1320 Eleventh Ave. PHONE:

6467. STUDIO ADDRESS: Gable Arcade
Bldg. TRANSMITTER LOCATION: Same.
TIME ON THE AIR: 7:00 A.M. to 12:00 mid-
night. NEWS SERVICE: International News
Service. TRANSCRIPTION SERVICE: World
Broadcasting System.

Personnel

Managing Director.....Roy Thompson
Chief Engineer.....James E. Moffat

Note: Commercial department is directed by
the Managing Director.

POLICIES

No special program policies.

REPRESENTATIVES

Cox & Tanz

W E S T

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 AD-
DRESS: 516 Northampton St. TRANSMITTER
LOCATION: Williams Township. TIME ON
THE AIR: 7:30 A.M. to 11:30 P.M. NEWS
SERVICE: Transradio Press. TRANSCRIP-
TION SERVICE: NBC Thesaurus, Lang-Worth.

Personnel

President.....Clair R. McCollough
Station & Commercial
Manager.....Walter Kirkwood
Program Manager.....Wilbert Markle
Publicity Director.....Richard West
Chief Engineer.....J. E. Mathiot

POLICIES

No special stated policies.

Station maintains service facilities which in-
clude calls on trade, newspaper publicity, let-
ters to trade, assistance to advertiser's sales-
men.

REPRESENTATIVE

Paul H. Raymer Co.

WLEU

"YOUR RADIO STATION"

ERIE—EST. 1935

NBC—(BLUE)

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WLEU Broadcasting Corp. 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) 10:30 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General Manager.....V. Hamilton Weir
Chief Announcer.....James O'Shea
Program Director.....James Hamilton
Musical Director.....Anthony Conti
Chief Engineer.....Harold Roess

POLICIES

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: Corner Mt. Carmel Ave. & Easton Rd. PHONE: Ogontz 3100. 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 and General
Manager.....Joseph M. Nassau
Commercial Manager.....Edward T. Clery
Program Director.....Douglas Arthur
Chief Engineer.....John H. Henninger

POLICIES

No 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
Chief Announcer.....Lew Clawson
Station Manager.....Roy H. Verret
Chief Engineer.....Walter McCoy

POLICIES

Advertising of alcoholic beverages excepting beer not accepted. 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

WLEU

NBC BLUE

Acceptably serving this rich industrial and agricultural area

ERIE



PENNA.

For complete data write

V. HAMILTON-WEIR

P. O. Box 95, Erie, Pa.



POLICIES

Station does not sell time.

WHP

HARRISBURG—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 1000 watts, d.; 500 watts, n. (C.P. 5000 watts, d.; 1000 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
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

**PENNSYLVANIA NETWORK
QUAKER NETWORK**

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Telegraph Press. OPERATED BY: Keystone Broadcasting Corp. BUSINESS ADDRESS: 31 North Second St. PHONE: 4-0191-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Third & Walnut Sts. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Harrisburg Telegraph. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General Manager.....C. G. Moss
Commercial Manager.....Geo. C. Smith
Musical Director.....Clyde Moser
Chief Engineer.....Charles Myers

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 11:30 P.M. NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICES: NBC Thesaurus and Lang-Worth.

Personnel

President.....C. R. McCollough
Station Manager.....V. C. Diehm
Program Manager.....Edward Beisel
Publicity Director.....T. A. Tito
Chief Engineer.....J. E. Mathiot

POLICIES

No stated special policies.

REPRESENTATIVE

Paul H. 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: 113. STUDIO ADDRESS: Tribune Annex, Locust St. TRANSMITTER LOCATION: Tribune Bldg., Locust St. TIME ON THE AIR: Shares time with WFBG. 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

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: 7:30 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President.....J. E. Mathiot

Vice-President.....C. R. McCollough
 Station and Commercial
 Manager.....Walter Miller
 Program Manager.....Ernest Stanzlola
 Publicity Director.....Paul Rodenhauser
 Chief Engineer.....J. E. Mathiot

POLICIES

No stated special policies.

REPRESENTATIVE

Paul H. Raymer Company

W K S T

"FRIENDLY STATION OF WESTERN PENNSYLVANIA"

NEW CASTLE—EST. 1938

TRI-CITY NETWORK

FREQUENCY: 1250 Kc. POWER: 250 watts.
 OWNED BY: Keystone Broadcasting Co. OPERATED BY: Keystone Broadcasting Co.
 BUSINESS ADDRESS: Cathedral Bldg. PHONE: 5050-5051. STUDIO ADDRESS: Cathedral Bldg.; Ellwood Furniture Co., Ellwood City. PHONE: 77; Library Bldg., Westminster College, New Wilmington. PHONE: 100. TRANSMITTER LOCATION: Old Pittsburgh and Savannah Center Roads. TIME ON THE AIR: 7:00 A.M. to local sunset; Sunday, 8:00 A.M. to local sunset. NEWS SERVICE: International News Service, Christian Science Monitor. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

W D A S

PHILADELPHIA

Doing a
**BIG JOB in a
 BIG MARKET**

PHILADELPHIA'S ONLY INDEPENDENT
 FULL TIME STATION

Personnel

President & General
 Manager.....S. W. Townsend
 Vice-President & Commercial
 Manager.....H. S. Kirk
 Treasurer.....Fred W. Danner
 Secretary & Station
 Manager.....A. W. Graham
 Chief Announcer-Continuity
 Director.....J. Leonard Taylor

POLICIES

Beer, wine and hard liquor advertising not accepted. All copy must conform to station standards, Federal, State and FCC rules and regulations.

Merchandising facilities are available on request and at cost to sponsor.

K Y W

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: 1819 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.....George H. Bucher
 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
 Plant Manager.....E. H. Gager
 Auditor-Personnel
 Manager.....J. F. M. Proulx

POLICIES

Beer permissible. Policies of the National Broadcasting Company otherwise.

Station offers, upon request of the advertiser, suggestions for tying in the product locally with the radio broadcast by means of offers, direct-mail, newspapers and billboards.

REPRESENTATIVE

National Broadcasting Co.

W C A U

PHILADELPHIA—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1170 Kc. POWER: 50,000 watts. OWNED BY: WCAU Broadcasting Co. OPERATED BY: WCAU Broadcasting Co. BUSINESS ADDRESS: 1622 Chestnut St.

PHONE: Locust 7700. STUDIO ADDRESS: WCAU Bldg. TRANSMITTER LOCATION: Newtown Square. TIME ON THE AIR: 6:15 A.M. to 1:00 A.M.; Sunday, 9:00 A.M. to 11:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President and Station

Manager.....Dr. Leon Levy
Sales & Commercial
Manager.....Robert A. Street
Director of Programs.....Stan Lee Broza
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 Only)
WCAU, 485 Madison Ave., N. Y. C.

W D A S

"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: 7:00 A.M. to midnight. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: International News Service. 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
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.

W F I L

"PENNSYLVANIA'S STATION—WFIL IN PHILADELPHIA"

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 & Schuylkill River. TIME ON THE AIR: 7:00 A.M. to 12:30 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: Associated Library, Miller Tape Service.

Personnel

President.....Samuel R. Rosenbaum
General Manager.....Roger Clipp
Assistant General
Manager.....Mrs. M. Schaefer
National Sales Manager...Murray Grabhorn
Local Sales Manager.....George Jaspert
Publicity Director.....Joseph T. Connolly
Sales Promotion Manager.....Jerry Moore
Musical Director.....Anthony Candelori
Chief Engineer.....Frank V. Becker
Program Director.....Margaret Schaefer

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

Free & Peters Inc.
(See Page 360)

W H A T

PHILADELPHIA—EST. 1930

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: Independence Broadcasting Co., Inc. OPERATED BY: Independence Broadcasting Co., Inc. BUSINESS ADDRESS: Hotel Philadelphia, 39th & Chestnut Sts. PHONE: Lombard 2390-1—Main 2000. STUDIO ADDRESS: Public Ledger Bldg., 7th & Chestnut Sts. TRANSMITTER LOCATION: Hotel Philadelphia. TIME ON THE AIR: Shares time—(45 hours weekly). NEWSPAPER AFFILIATION: Evening Public Ledger. TRANSCRIPTION SERVICE: NAB Library.

Personnel

President-General
Manager.....W. Porter Ogelsby, Jr.

COMPLETE COVERAGE OF THE PHILADELPHIA MARKET

Favorable Frequency Means
Favorable Coverage—

*That Is Why WFIL on 560 Kc
Covers the Greatest Population
At Lowest Cost*

Here Is a Comparison of the Three Leading
Stations in Philadelphia

WFIL	560 KC	Population	5,577,501
		Quarter Hour, Night	\$120
WCAU	1170 KC	Population	4,940,150
		Quarter Hour, Night	\$200
KYW	1020 KC	Population	3,658,638
		Quarter Hour, Night	\$176

To Cover Philadelphia Thoroughly
At Lowest Cost—

Specify

NATIONAL
BROADCASTING
COMPANY

WFIL

MUTUAL
BROADCASTING
SYSTEM

Program & Production
Manager Milton Laughlin
Chief Operator..... J. C. Geise

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: 24 hours, daily. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President & Station
Manager..... Benedict Gimbel, Jr.
Secretary to President..... J. Jessie Kane
Chief Announcer..... Edward Wallis
Sales Manager..... Major Edward A. Davies
Publicity Director..... Murray Arnold
Musical Director..... Clarence Fuhrman
Chief Engineer..... Clifford C. Harris
Program Director..... James Allan
Production Manager..... Edward Wallis

POLICIES

No foreign language programs accepted. Liquor advertising accepted after 8 p.m.

REPRESENTATIVE

John B. Woodward & Co.

WPEN

"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 LOCATION: 72nd & Vine Sts. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager..... H. Kiczales
Station & Commercial
Manager Arthur Simon
Program Director..... Thomas B. Smith
Publicity Director..... Gil Babbitt
Musical Director..... Joseph Franzoza
Chief Engineer..... Charles Burtis

POLICIES

No liquor accounts accepted. Foreign language accounts solicited.

Merchandising: Station cooperates with accounts by mailing letters to local trade outlets regarding radio campaigns; by maintaining an active publicity department in constant contact with all newspapers in coverage area; by maintaining extensive merchandising bureau. Station has a space-swap with the Philadelphia Daily News.

REPRESENTATIVE

WOV, New York City

WTEL

PHILADELPHIA—EST. 1925

FREQUENCY: 1310 Kc. POWER: 100 Watts.
OWNED BY: Foulkrod Radio Engineering Co. OPERATED BY: Foulkrod Radio Engineering Co. BUSINESS ADDRESS: 4312-14 N. Broad St. PHONE: Gladstone 1310. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Rowlandville, Pa. TIME ON THE AIR: Shares Time with WHAT.

Personnel

President Doug. Hibbs
General Manager..... Henry N. Cocker

KDKA

PITTSBURGH—EST. 1920
NBC (BLUE)

FREQUENCY: 980 Kc. POWER: 50,000 watts.
OWNED AND OPERATED BY: Westinghouse Electric & Mfg. Co. PROGRAMMED 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.; Sunday, 8:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

Personnel

President..... G. H. Bucher
Station Manager..... S. D. Gregory
Artists Bureau Head..... E. J. Calahan
Sales Manager..... W. E. Jackson
Publicity Director..... Kay J. Barr
Program Manager..... Derby Sproul
Public Relations Director..... Clarence Pettit
Promotion Manager..... Bill Beal
Musical Director..... Maurice Spitalny
Plant Manager..... J. E. Baudino

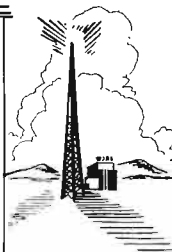
POLICIES

Same as National Broadcasting Co.

REPRESENTATIVE

National Broadcasting Co.

**KAUFMANN'S TRANSRADIO
NEWS SHOW STARTS
5TH CONSECUTIVE YEAR.-**



**WILKENS AMATEUR HOUR
STARTS 4TH STRAIGHT YEAR**



Transradio News, sponsored by Kaufmann's, Pittsburgh's largest department store—15 minutes twice daily, 12:30 and 6:15—has started on its FIFTH consecutive year, 52 weeks a year.

WJAS

**HAS THE BIG
"LOCAL" SHOWS
IN PITTSBURGH!**

The Wilkens Amateur Hour, 3 to 4 Sunday, has started on its FOURTH consecutive year!

* * *

WJAS has the well satisfied "local" advertisers, plus National Spot, plus Columbia network.

BASIC COLUMBIA NETWORK

WILLIAM G. RAMBEAU CO.
National Representatives

NEW YORK

CHICAGO

DETROIT

K Q V

"VOICE OF PITTSBURGH"

PITTSBURGH—EST. 1919

FREQUENCY: 1380 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: KQV Broadcasting Co. OPERATED BY: KQV Broadcasting Co. BUSINESS ADDRESS: 1406 Chamber of Commerce Bldg. PHONE: Private Exchange, Grant 4860. STUDIO ADDRESS: 1406 Chamber of Commerce Bldg. TRANSMITTER LOCATION: 1475 Crane Road, Greentree Borough. TIME ON THE AIR: 7:00 A.M. to 12:30 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio Library, NAB Library.

Personnel

President.....H. J. Brennen
Station Manager.....John J. Laux
Commercial & Advertising
Manager.....R. M. Thompson
Chief Announcer.....J. Herbert Angell
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 10:30 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 station letters to local trade outlets regarding radio campaign. Other general cooperation.

REPRESENTATIVE

William G. Rambeau Co.

W C A E

PITTSBURGH—EST. 1922

NBC (RED) & MUTUAL

PENNSYLVANIA NETWORK
QUAKER NETWORK

FREQUENCY: 1220 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: WCAE, Inc. OPERATED BY: WCAE, Inc. BUSINESS ADDRESS: Hotel William Penn. PHONE: Atlantic 6900. STUDIO ADDRESS: Hotel William Penn. TRANSMITTER LOCATION: Agnew Road, Baldwin Township. TIME ON THE AIR: 7:00 A.M. to 1:30 A.M. NEWSPAPER AFFILIATION: Pittsburgh Sun-Telegraph. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President-General

Manager.....Leonard Kapner
Sales Manager.....Lester Lindow
Publicity Director.....James F. Murray
Musical Director.....Earl Truxell
Chief Engineer.....James Schultz
Program Manager.....R. Clifton Daniel

POLICIES

No special merchandising facilities.

REPRESENTATIVE

International Radio Sales

W J A S

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 & General

Manager.....H. J. Brennen
Commercial Manager.....R. M. Thompson, Sr.
Chief Announcer.....Beckley Smith
Publicity Director.....M. Deverson
Musical Director & Pgm. Mgr.....Jas. Hughes
Chief Engineer.....W. W. McCoy

POLICIES

No special merchandising features.

REPRESENTATIVE

William G. Rambeau Co.

W W S W

"PROMOTING PITTSBURGH
INSTITUTIONS"

PITTSBURGH—EST. 1931
QUAKER STATE

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Walker & Downing 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. NEWSPAPER AFFILIATION: Pittsburgh Post Gazette. NEWS SERVICE: International News. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio.

Personnel

President..... Paul Block
General Manager..... Frank R. Smith, Jr.
Chief Announcer..... Ray Schneider
Publicity Director..... H. B. Trautman
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

W E E U

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. Ripley

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine. Station maintains program, merchandising and publicity departments.

REPRESENTATIVE

George P. Hollingsbery Co.

W R A W

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: 7:00 A.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.

W G B I

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.

Personnel

President..... Frank Megargee
Station Manager..... Robert E. McDowell
Commercial & 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. 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.

W Q A N

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

DirectorA. J. O'Malley

POLICIES

Station does not sell time.

W P I C

"THE FRIENDLY VOICE OF THE SHENANGO VALLEY"

SHARON—EST. 1938

FREQUENCY: 780 Kc. POWER: 250 watts. OWNED BY: Sharon Herald Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 541. STUDIO ADDRESS: Pine Hollow Blvd. PHONE: 154. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWSPAPER AFFILIATION: Sharon Herald. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated. MAINTAINS ARTISTS' BUREAU.

Personnel

President & General

Manager.....John Fahline, Jr.
Vice-President.....A. W. McDowell
Secretary-Treasurer.....George E. Heiges
Commercial Manager.....J. T. Van Sweringen
Program Director.....Paul Gamble
Chief Announcer.....John C. MacDonald
Chief Engineer.....A. C. Heck

POLICIES

Foreign language programs accepted. Advertising of all alcoholic beverages except beer not accepted.

Merchandising: 100 per cent cooperation with local newspaper, the Sharon Herald, only large newspaper in the area, gives wide publicity to any desired programs. Any other merchandising will be handled by the station at cost to advertiser.

REPRESENTATIVE

DeLisser-Boyd

W K O K

"FRIENDLY VOICE OF CENTRAL PENNSYLVANIA"

SUNBURY—EST. 1934

QUAKER NETWORK
PENNSYLVANIA NETWORK

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: Associated, NAB Library.

Personnel

President.....H. H. Haddon
Secretary-Treasurer & General
Manager.....B. A. Beck
Station Manager.....Melvin Lahr
Chief Announcer.....Reg Merridew
Program Director.....Paul Miller
Sales Manager.....Homer Smith
Chief Engineer.....Clif Kerstetter

POLICIES

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

REPRESENTATIVE

Cox and Tanz

W M B S

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: 7:00 A.M. to 8:00 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU, TRANSCRIPTION SERVICES: Standard Radio and NBC Thesaurus.

Personnel

President and Station
Manager.....Joseph C. Burwell
Commercial Manager.....M. E. Slagel
Artists' Bureau Head.....Hugh Rafferty
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

W B A X

"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. TRAN-
SCRIPTOIN LOCATION: Plains Township.
TIME ON THE AIR: 6:00 a.m. to 12:00 mid-
night. MAINTAINS ARTISTS BUREAU. TRAN-
SCRIPTION SERVICE: NBC Thesaurus, Radio
Bands, Inc. & Standard Radio, also Presto
Recording Equipment.

Personnel

President..... John H. Stenger, Jr.
General Manager..... Dale Robertson
Artists Bureau Head..... Richard Evans
Chief Announcer..... Richard Mawson
Musical Director..... William Herbert
Chief Engineer..... John H. Stenger, Jr.

POLICIES

No special restrictions on liquor or foreign
language accounts.

Maintains a merchandising department.

REPRESENTATIVE

Weed & Co.

W B R E

WILKES-BARRE—EST. 1924

NBC-QUAKER NETWORK

FREQUENCY: 1310 Kc. POWER: 250 watts,
d.; 100 watts, n. OWNED BY: Louis G. Balti-
more. 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: 7:30 A.M. to 1:00 A.M. NEWS
SERVICE: Transradio Press. TRANSCRIPTION
SERVICE: Standard Radio, World Broadcasting
System.

Personnel

President and Station

Manager..... Louis G. Baltimore
Commercial Manager..... S. R. Baltimore
Sales Manager..... A. C. Baltimore
Musical Director..... L. Savitt
Chief Engineer..... Charles Sakoski

POLICIES

Foreign language programs (Polish and
Italian especially) accepted.

W R A K

WILLIAMSPORT—EST. 1929

QUAKER

FREQUENCY: 1370 Kc. POWER: 250 watts,
d.; 100 watts, n. OWNED BY: WRACK, Inc.

FOR

WILKES-BARRE

PENNSYLVANIA'S 3rd MARKET

ASK YOUR LOCAL DISTRIBUTOR,
DEALER, OR REPRESENTATIVE
FOR STATION PREFERENCE.

They know Station Popularity

W B A X

MUTUAL BROADCASTING SYSTEM

WBRE

Wilkes-Barre, Penna.

— — —

N. E. PENNSYLVANIA'S

"Station of Service"

- in SALES
- in COVERAGE
- in PUBLIC APPEAL
- in RESULTS

— — —

HAVE YOU INCLUDED

WBRE

Wilkes Barre, Pa.

ON YOUR TEST LIST?

NBC-Red & Blue

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. NEWS-PAPER AFFILIATIONS: Williamsport Sun & Williamsport Gazette & Bulletin. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS BUREAU.

Personnel

President.....E. M. Case
 Station Manager.....G. E. Joy
 Advertising Manager...Thomas W. Metzger
 Chief Announcer.....Paul M. Breining
 Program Manager.....Oscar Linn
 Publicity Director.....J. W. Mackey
 Chief Engineer.....Louis Persio

POLICIES

Does not accept alcoholic advertising of any kind.
 Maintains a merchandising service.

REPRESENTATIVE

J. P. McKinney & Son

W O R K

YORK—EST. 1932

NBC (RED & BLUE)—INTERCITY-MASON-DIXON GROUP

FREQUENCY: 1320 Kc. POWER: 1000 Watts. OWNED BY: York Broadcasting Co., Inc. OPERATED BY: York Broadcasting Co., Inc. BUSINESS ADDRESS: 13 S. Beaver St. PHONE: 6629. STUDIO ADDRESS: 13 S. Beaver St. TRANSMITTER LOCATION: West Manchester Township. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President.....Clair R. McCullough
 Station & Commercial
 Manager.....Robert Gulick
 Program Manager.....Harold Miller
 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 169,000

Number of Radio Homes 155,500

Retail Sales \$219,706,000

Auto Registrations 148,405

W E A N

PROVIDENCE—EST. 1922

NBC (BLUE)—YANKEE NET.
 MUTUAL

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. PHONE: Dexter 1500. BOSTON OFFICE: 21 Brookline Ave. 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 1:30 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.

W J A R

"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: Weybossett St. PHONE: Gaspee 1071. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Rumiord. TIME ON THE AIR: 7:30 A.M. to 1:00 A.M.; Sunday, 9:00 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.

W P R O

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 407,000

Number of Radio Homes 207,300

Retail Sales \$248,206,000

Auto Registrations 247,000

W A I M

"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 1:00 A.M.; Sunday, 7:00 A.M. to 12:00 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
 Station and Commercial Manager.....Ennis Bray
 Auditor.....Warren McKee
 Artists Bureau Head.....Edith Hall
 Chief Announcer-Program Director
 Jimmie Bulleit
 Publicity Director.....G. Paul Browne
 Chief Engineer.....Wendell C. Roberts

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.

W C S C

"IN RADIO IT'S WCSC—1360 ON YOUR DIAL"

"THE VOICE OF 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-Station Manager.....J. M. Rivers
 Program Director.....Ernie Smith
 Sales Manager.....Roland Weeks
 Publicity Director.....Judy Arden
 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. Merchandising crew available for sponsor spending minimum annual appropriation. Publicity on program mailed on

station letterheads to dealer list, client to pay postage except in special instances.

REPRESENTATIVE

Free & Peters, Inc.

W T M A

CHARLESTON—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Y. W. Scarborough and J. W. Orvin. OPERATED BY: Atlantic Coast Broadcasting Co. BUSINESS ADDRESS: P. O. Box 92, Station "a". STUDIO ADDRESS: Charleston. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full time license. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Station Manager.....Y. W. Scarborough
Commercial.....Edward C. Powers
Chief Engineer.....D. M. Bradham

W C O S *

COLUMBIA—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Carolina Advertising Corp. OPERATED BY: Same. BUSI-

NESS ADDRESS: Columbia. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full time license.

*Station was licensed under a C. P. and no further information was available at time of going to press.

W I S

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: Standard Radio.

Personnel

President and Station
Manager.....G. Richard Shafto
Advertising-Commercial
Manager.....J. D. Saumenig
Chief Announcer.....James W. Young
Program and Publicity
Director.....Floyd D. Rodger, Jr.
Chief Engineer.....Scott Helt

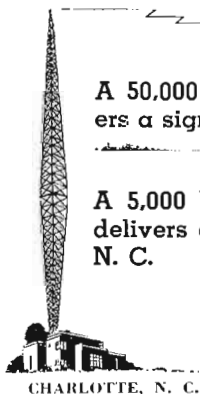
TO MOST AGENCIES, IT'S AN OLD, OLD STORY—BUT NEVERTHELESS TRUE...
COVERAGE ISN'T MEASURED BY POWER...

95 MILES

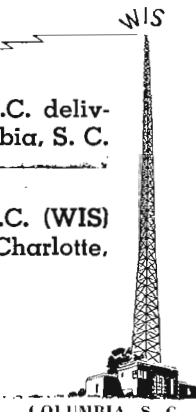
A 50,000 WATT station in Charlotte, N. C., on 1080 K.C. delivers a signal of 300 MICROVOLTS per meter* in Columbia, S. C.

A 5,000 WATT station in Columbia, S. C., on 560 K.C. (WIS) delivers a signal of 353 MICROVOLTS per meter* in Charlotte, N. C.

*Daytime measurement by Jansky & Bailey, Oct., 1938



CHARLOTTE, N. C.



COLUMBIA, S. C.

Station WIS—located at the exact geographical center of the state—serves more of South Carolina than all other stations combined. That's because WIS, at 560 K.C., has a stronger signal. Also because WIS, with both Red and Blue Networks, has stronger programming. And the strongest market, too. With \$22,809,000 in retail sales (1935), Columbia leads every other city in South Carolina.

5000 WATTS DAY
1000 WATTS NIGHT

W I S

COLUMBIA
SOUTH CAROLINA

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

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.

W O L S

"THE VOICE OF THE MAGIC CITY"
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: 7:00 A. M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System, Associated Program Service.

Personnel

President-Station Manager.....O. Lee Stone
Commercial Manager.....Vernon M. Bushong
Program Director.....Kenneth R. Dent
Chief Engineer.....Robert M. Wallace

POLICIES

Beer and wine advertising accepted but liquor advertising declined. No foreign language accounts.

Merchandising cooperation in the form of dealer surveys, placing display material and program publicity are offered without charge.

W F B C

"WE SERVE"

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: 6:00 A.M. to 12:00 midnight; Sunday, 6:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Greenville News, Greenville Piedmont. NEWS SERVICES: United Press, International News Service, Associated Press (non-Commercial). TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

Personnel

President.....B. H. Peace, Jr.
Station Manager.....B. T. Whitmire
Commercial Manager.....W. S. Lindsay

Program Director.....Charles Batson
Production Manager.....Mason Dixon
Publicity Director.....Dan Crosland
Musical Director.....Eber Lineberger
Chief Engineer.....W. C. Etheredge

POLICIES

Accepts beer and ale, but no hard liquor advertising. Foreign language accounts not accepted.

Merchandising: Much newspaper publicity is given program advertisers to build listener audience. Gratis station pre-announcements are given program advertiser. Merchandise displays for clients is available in station lobby. (Studio has a daily attendance of over 200 per day.) Other merchandising services rendered includes letters to trade, etc.

REPRESENTATIVE

Bryant, Griffith and Brunson

W R K L *

ROCK HILL—EST. 1939

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: P. W. Spencer. OPERATED BY: Same. BUSINESS ADDRESS: Rock Hill. TIME ON THE AIR: Daytime License.

* Station licensed to operate under a construction permit. No further information was available at time of going to press.

W S P A

"THE VOICE OF SOUTH CAROLINA"

"THE THOUSAND WATT STATION WITH
A MILLION FRIENDS"

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.....W. T. Hix
Program Director.....Jas. Mugford
Chief Announcer.....Pat McSwain
Publicity Director.....James Waldrop
Musical Director.....Hal. Moore
Chief Engineer.....Ed S. Long

POLICIES

Does not accept liquor or foreign language advertising.

REPRESENTATIVE

Kelly-Smith Co.

SOUTH DAKOTA

Population 692,000

Number of Families 167,000

Number of Radio Homes 132,900

Retail Sales \$147,564,000

Auto Registrations 153,000

K A B R

"VOICE OF THE HUB CITY"

ABERDEEN—EST. 1935

NORTH CENTRAL BROADCASTING SYSTEM
FREQUENCY: 1390 Kc. POWER: 1000 Watts.
d.; 500 Watts, n. OWNED BY: Aberdeen
Broadcast Co. OPERATED BY: Aberdeen
Broadcast Co. BUSINESS ADDRESS: 117½
S. Main St. PHONE: 4626. STUDIO ADDRESS:
117½ S. Main St. TRANSMITTER LOCATION:
Wylie Park. TIME ON THE AIR: 7:00 A.M.
to 12:00 midnight. NEWS SERVICE: Trans-
radio Press, Radio News Association, local
news staff. TRANSCRIPTION SERVICE: NBC
Thesaurus.

Personnel

President H. C. Jewett, Jr.
Vice-President..... E. O. Johnson
Treasurer..... J. H. McKeever
Secretary-General Manager..... A. A. Fahy
Program Director..... M. E. Tobin
Publicity Manager..... F. E. Painter
Chief Engineer..... Delbert Hunt

POLICIES

Does not accept liquor accounts nor foreign
language programe. All copy subject to
station approval and standards of the Federal
Trade Commission.

Each account is treated individually and
suitable merchandising ideas worked out.

REPRESENTATIVE

Weed & Co.

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 AD-
DRESS: Library Bldg., State College. TRAN-
SMITTER 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 ac-
cepted, since this is an educational station
owned by the State.

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. TRANSMIT-
TER LOCATION: 203 W. Summit Ave. TIME
ON THE AIR: 9:30 A.M. to sunset. NEWS
SERVICE: Associated Press (non-Commercial).

Personnel

Owner and 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.

K O B H

"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: 6:30 A.M. to
9:00 P.M. MAINTAINS ARTISTS' BUREAU.
NEWS SERVICE: Transradio Press. TRAN-
SCRIPTION SERVICES: NBC Thesaurus, and
Standard Radio.

Personnel

Manager..... Robert J. Dean
Commercial Manager..... George E. Bruntlett
Business Manager..... L. C. Preston
Production Manager..... Harry Turner
Chief Engineer..... M. J. Jones

POLICIES

Does not accept liquor advertising other
than beer. No foreign language accounts.
All advertising must be in prescribed good
taste.

W C A T

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: 11:00 A.M. to 1:00 P.M.
 MST. NEWSPAPER AFFILIATIONS: Rapid City
 Daily Journal. NEWS SERVICE: Associated
 Press (non-Commercial). TRANSCRIPTION SER-
 VICE: 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.

K E L O

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, C. P. MacGregor.

Personnel

President and Station
 Manager.....Joseph Henkin
 Advertising Manager.....S. C. Fantle, Jr.
 Chief Announcer.....Bert Smith
 Sales Manager.....Morton Henkin
 Chief Engineer.....Max Staley

REPRESENTATIVE

Howard H. Wilson & Co.

K S O O

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 AD-
 DRESS: 317 S. Phillips. PHONE: 757-8-9. STU-
 DIO ADDRESS: Same. TRANSMITTER LOCA-
 TION: 3 miles west of city limits. TIME ON
 THE AIR: 6:00 A.M. to local sunset; Sunday,
 8:00 A.M. to local sunset. NEWS SERVICE:
 United Press. TRANSCRIPTION SERVICE: NBC
 Thesaurus, C. P. MacGregor.

Personnel

President and Station
 Manager.....Joseph Henkin

Sales Manager.....Morton Henkin
 Chief Engineer.....Max Staley

REPRESENTATIVE

Howard H. Wilson & Co.

K U S D

VERMILLION

FREQUENCY: 890 Kc. POWER: 500 Watts.
 OWNED BY: University of South Dakota. OP-
 ERATED BY: University of South Dakota. BUSI-
 NESS ADDRESS: Vermillion. STUDIO AD-
 DRESS: Same. TRANSMITTER LOCATION:
 Same.

Personnel

Director.....B. B. Brackett

POLICIES

Station does not sell time.

K W T N

WATERTOWN—EST. 1928

FREQUENCY: 1210 Kc. POWER: 100 Watts.
 OWNED BY: The Greater Kameska Radio
 Corp. OPERATED BY: The Greater Kameska
 Radio Corp. BUSINESS ADDRESS: Midland
 National Life Insurance Co. Bldg. STUDIO
 ADDRESS: Midland National Life Insurance Co.
 Bldg.; Watertown Public Schools; Schaller's
 Department Store. TRANSMITTER LOCATION:
 Mellette Hill. TIME ON THE AIR: 6:30 A.M.
 to 10:00 P.M.; Sunday, 9:00 A.M. to 6:00 P.M.

Personnel

Business Manager.....M. W. Plowman

REPRESENTATIVE

Cox & Tanz

W N A X

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: Sec-
 ond and Capitol. PHONE: 484. STUDIO AD-
 DRESS: 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—(Sun-
 days). NEWSPAPER AFFILIATIONS: Yank-
 ton Press and Dakotan. NEWS SERVICE:
 United Press. TRANSCRIPTION SERVICE:
 Standard Radio Library.

Personnel

President.....Chas. H. Gurney
 Station Manager- Commercial
 Manager.....Ted Matthews
 Chief Engineer.....Clifton M. Todd

REPRESENTATIVE

The Katz Agency

TENNESSEE

Population 2,893,000

Number of Families 689,000

Number of Radio Homes 459,900

Retail Sales \$482,586,000

Auto Registrations 339,000

W O P I

"THE VOICE OF THE APPALACHIANS"

BRISTOL—EST. 1929

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 10:00 P.M.; Saturday, 6:00 A.M. to 11:00 P.M.; Sunday, 8:00 A.M. to 10:00 P.M. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus, Standard Radio.

Personnel

President and General Manager. W. A. Wilson
Artists Bureau Head..... Mary Abell
Chief Announcer and

Musical Director..... Fey Rogers
Publicity Director and Continuity,

Harry Hudson
Chief Engineer..... Robert Smith

POLICIES

Does not accept liquor advertising or foreign language accounts.

Personal contact, window cards, etc., as merchandising aids.

REPRESENTATIVE

Burn-Smith Co.

W A P O

"CHATTANOOGA'S FRIENDLY STATION"

CHATTANOOGA—EST. 1936

NBC-BLUE

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 Rossville 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. MAINTAINS ARTISTS' BUREAU.

Personnel

Owner..... W. A. Patterson
General Manager..... R. G. Patterson
Chief Announcer..... Alex Keirsey
Publicity Director..... R. N. Krepps
Musical Director..... W. R. Johnston
Chief Engineer..... B. B. Barnes

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: WDOD Broadcasting Corp. OPERATED BY: WDOD

W O P I BRISTOL TENN. - VA.

Has a total of 72,900 radio homes within a radius of fifty miles.

Completely dominates the listening habits of this large audience because of the high mountain barriers both to the East and West which makes reception to distant stations almost impossible.

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 12:05 A.M. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Norman A. Thomas
 Station Manager.....Frank S. Lane
 Commercial Manager.....Carter M. Parham
 Artists Bureau Head.....D. W. McCurdy
 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

W T J S

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
 Business-Commercial Manager.....A. B. Robinson
 Advertising Manager.....Bill Winsett
 Artists' Bureau Head.....James Allen
 Chief Announcer.....Bill Reeves
 Publicity Director.....Leslie Brooks
 Musical Director.....Val Morse
 Chief Engineer.....C. B. Brummell

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

W J H L

JOHNSON CITY—EST. 1938

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: W. Hanes Lan-

caster and J. W. Birdwell. OPERATED BY: Johnson City Broadcasting Co. BUSINESS ADDRESS: P. O. Box 871. STUDIO ADDRESS: 412 S. Roan St. PHONE: 189. TRANSMITTER LOCATION: Johnson City. PHONE: 2211. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Co-managers

W. Hanes Lancaster, J. W. Birdwell
 Commercial Manager.....J. D. Schacklett
 Program Director.....Dick Altman
 Chief Engineer.....O. K. Garland

W N O X

"TENNESSEE'S OLDEST STATION"

KNOXVILLE—EST. 1921

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.: Sunday, 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Knoxville News-Sentinel. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Library, Standard Radio.

Personnel

General Manager.....R. B. Westergaard
 Program Director.....Lowell Blanchard
 Publicity Director.....C. B. Dav's
 Cashier-Office Manager.....Paul Healy
 Chief Engineer.....J. B. Epperson

POLICIES

No liquor advertising of any kind except beer and wine—no foreign language programs or announcements. All program copy subject to censorship of station.

Station has complete merchandising department with the following services available: window displays in street-front studios; billboards; movie trailers; taxicab tire covers; dealer calls; full column daily in affiliated newspaper; direct-mailing; sampling of studio audiences, etc.

REPRESENTATIVE

The Katz Agency

W R O L

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. TRANSMIT-

TER LOCATION: Same. TIME ON THE AIR: 5:30 A.M. to midnight; Sunday, 8:00 A.M. to midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President S. E. Adcock
 Station Manager C. H. Frazier
 Commercial Manager Roland Weeks
 Chief Engineer Joe Wofford

POLICIES

Does not accept liquor advertisements or foreign language programs. Does accept beer advertising.

REPRESENTATIVE

John Blair & Co.

W H B Q

"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
 General Manager.....E. A. Alburty
 Chief Announcer.....Emmett McMurray
 Sales Manager.....E. Pournelle
 Publicity Director.....Bert Ferguson
 Artists' Bureau Head and

Musical Director.....J. M. Klaer
 Chief Engineer.....Weldon Roy

POLICIES

Hard liquor advertising not accepted. Beer and wine accounts acceptable. Proprietary accounts subject to rigid copy censorship.

REPRESENTATIVE

J. J. Devine & Associates

W M C

"MEMPHIS—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 12:00 midnight. NEWSPAPER AFFILIATIONS: Com-

mercial Appeal. NEWS SERVICES: A.P. and Press Radio. TRANSCRIPTION SERVICES: NBC Thesaurus and NAB Library.

Personnel

General Manager.....H. W. Slavick
 Commercial Manager.....J. C. Eggleston
 Chief Announcer.....Earl Moreland
 Program Director.....John Cleghorn
 Musical Director.....Leonard 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

W M P S

"THE MEMPHIS BLUE NETWORK STATION"

"THE VOICE OF SPORTS"

MEMPHIS—EST. 1925

NATIONAL BROADCASTING CO. (BLUE)
 FREQUENCY: 1430 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Memphis Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Columbian Tower. PHONE: 5-2721. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1690 S. Lauderdale. TIME ON THE AIR: 7:00 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Memphis Press-Scimitar. TRANSCRIPTION SERVICES: Associated, Standard Radio.

Personnel

President.....Jack Howard
 Vice President-General

Manager.....J. C. Hanrahan
 Chief Engineer.....J. P. Epperson

POLICIES

Station maintains thorough merchandising facilities which include newspaper publicity, direct mail, billboards, merchandise displays in downtown studios, movie trailers and assistance to accounts in distribution, display, etc.

REPRESENTATIVE

Weed & Co.

W R E C

MEMPHIS—EST. 1922

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 600 Kc. POWER: 5000 Watts. 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

The Katz Agency

W L A C

NASHVILLE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1470 Kc. POWER: 5000 Watts.
OWNED BY: J. T. Ward. OPERATED BY:
WLAC Broadcasting Service. BUSINESS AD-
DRESS: Third National Bank. PHONE: 7-3425.
STUDIO ADDRESS: Same. TRANSMITTER LO-
CATION: Dixie Highway. TIME ON THE AIR:
6:00 A.M. to 12:00 midnight. NEWS SERVICES:
United Press. TRANSCRIPTION SERVICES:
World Broadcasting System.

Personnel

Owner..... J. T. Ward
Station and Sales Manager..... F. C. Sowell
Publicity Director..... Paul Oliphant
Program Director..... Tim Sanders
Musical Director..... Charles Nagy
Chief Engineer..... F. D. Binns

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

W S I X

"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. STUDIO ADDRESS:
Same. TRANSMITTER LOCATION: Third and
Boscobal Sts. TIME ON THE AIR: 6:00 A.M.
to midnight. MAINTAINS ARTISTS' BUREAU.
NEWS SERVICE: Nashville Banner. TRAN-
SCRIPTION SERVICES: Standard Radio, C. P.
MacGregor, NBC Thesaurus.

Personnel

President..... Jack M. Draughon
Director..... Jim Turner
Chief Engineer..... B. E. Porter

POLICIES

Does not accept liquor accounts.

REPRESENTATIVE

Sears & Ayer

W S M

"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. MAIN-
TAINS 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.

Merchandising: A complete service to ad-
vertisers presenting regular programs; mer-
chandising department will help plan cooper-
ative efforts, if desired.

REPRESENTATIVE

Edward Petry & Co.



New modern studios and offices top floor
Third National Bank Building. Complete
new Western Electric studio and control
room equipment.

J. T. WARD, *Owner*

F. C. SOWELL, *General Manager*

PAUL H. RAYMER & Co.,
National Representatives

Member Station CBS and affiliated with
World Transcription System

TEXAS

Population 6,172,000

Number of Families 1,516,000

Number of Radio Homes 1,033,500

Retail Sales \$1,289,264,000

Auto Registrations 1,230,000

K R B C

ABILENE—EST. 1936
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

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 11:00 P.M. NEWSPAPER AFFILIATION: Reporter-News. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President.....Bernard Hanks
Station Manager.....Max Bentley
Commercial Manager.....Poole Robertson
Program Director.....Douglas Doan
Chief Engineer.....W. W. Robertson

POLICIES

Does not accept liquor advertising. Will take foreign language accounts only with translation to also go on the air.

REPRESENTATIVE

Joseph Hershey McGillven

K F D A *

AMARILLO—EST. 1939

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Amarillo Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Nunn Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full time license. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

General Manager.....C. S. Gooch
Station Director.....R. MacKenzie

*Station was licensed to operate under a C. P. No further information was available at time of going to press.

K G N C

"HEREFORD CAPITOL OF THE WORLD"

AMARILLO—EST. 1924

NBC (Optional Red and Blue)

TEXAS STATE NETWORK

FREQUENCY: 1410 Kc. POWER: 2500

Watts, d.; 1000 Watts, n. OWNED BY: Plains Radio Broadcasting Co. OPERATED BY: Plains Radio Broadcasting Co. BUSINESS ADDRESS: 8th & Harrison. PHONE: 4242. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2 miles east of city. TIME ON THE AIR: 6 A.M. to 12:00 midnight. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATIONS: Amarillo Globe-News, Lubbock Avalanche Journal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, NAB Library.

Personnel

President.....O. L. Taylor
Station and Commercial
Manager.....John Ballard
Artists' Bureau Head and
Musical Director.....Eddie Baumel
Chief Engineer.....W. S. Bledsoe
Production Manager.....Dave Clark
Merchandise Manager, Raymond Hollingsworth

POLICIES

No hard liquor; wine only after 9 P.M.

Merchandising: Complete service offered without charge except such as involves printed matter for which advertiser is billed at actual cost; service includes letters to trade, market surveys, contacts with distributors and jobbers, window and store displays, personal calls, etc., special services at cost.

REPRESENTATIVE

Howard H. Wilson Co.

KNOW

"SERVING AUSTIN AND CENTRAL TEXAS
17½ HOURS OUT OF EVERY 24"

AUSTIN—EST. 1923

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

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

General Manager.....James W. Pate
Commercial Manager.....Paul Forchheimer

Program Director.....Pat Adelman
Production Manager.....Frank Ruetz
Chief Engineer.....T. E. Daniels

POLICIES

Has restricted policy on commercial programs.

Maintains complete merchandising and promotion service.

REPRESENTATIVE

International Radio Sales

K T B C *

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. BUSINESS ADDRESS: Austin. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Near Austin. TIME ON THE AIR: Specified Daytime Hours with WTAW.

Personnel

PresidentR. B. Anderson

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

K F D M

"KALL 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: 310 Pearl St. PHONE: 3882. STUDIO ADDRESS: Grove and Doucette Sts. PHONE: 2873. TRANSMITTER LOCATION: Beaumont. TIME ON THE AIR: (daily) 6:00 A.M. to midnight; (Sunday) 7:00 A.M. to midnight. TRANSCRIPTION SERVICE: World Broadcasting System and NBC Thesaurus, C. P. MacGregor.

Personnel

President and General Manager. J. M. Gilliam
Artists' Bureau Head.....G. W. Caldwell
Sales Manager.....W. F. Adams
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.

K R I C *

BEAUMONT—EST. 1939

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Beaumont Broadcasting Association. OPERATED BY: Same. BUSINESS ADDRESS: Beaumont. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License.

Personnel

President.....B. A. Steinhagen

* Station was licensed to operate under a C. P. and no further information was available at time of going to press.

K B S T

"LEND US YOUR EARS"

BIG SPRING—EST. 1936

MBS—TEXAS STATE NETWORK

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. THE AIR: 7:00 A.M. to 11:00 P.M. NEWS-NEWS SERVICE: United Press (via Texas State Network). TRANSCRIPTION SERVICES: NBC Thesaurus and Standard Radio.

Personnel

Manager.....Howard Barnett
Commercial Manager.....Jack Wallace
Program Director.....Mary Vance Keneaster
Chief Engineer.....J. B. Casey

POLICIES

No stated special policies.

Merchandising: Station offers program merchandising facilities through the Big Spring Herald and station publicity department.

REPRESENTATIVE

Joseph Hershey McGillvra

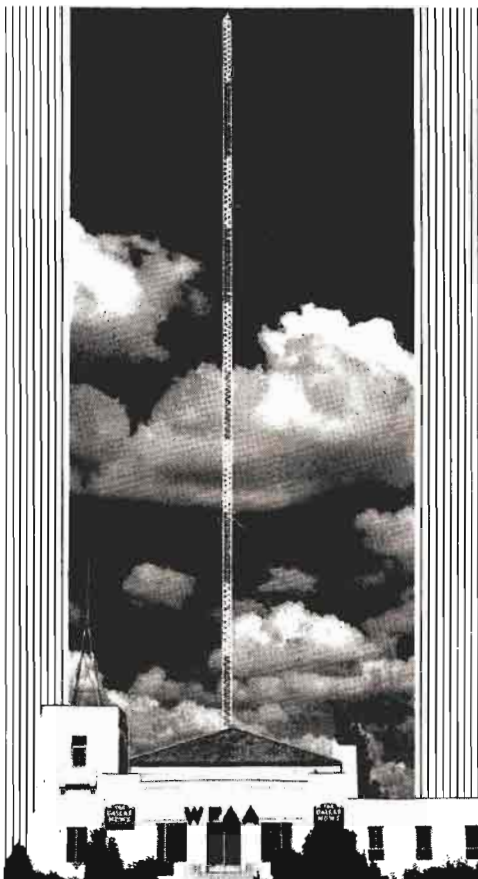
K N E L

"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: Gibbons Bldg. PHONE: 77. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East Brady. TIME ON THE AIR: 7:00 A.M. to 1:00 P.M. and 3:00 P.M. to 6:00 P.M.; Sunday, 8:00 A.M. to 1:00 P.M. and 3:00 P.M. to 5:00 P.M. NEWS SERVICE: San Angelo Morning Times; Local news tie-up. TRANSCRIPTION SERVICE: C. P. MacGregor.

**WFAA'S 50,000 Watt Coverage,
ALREADY LARGEST IN THE U. S.
IS NOW INCREASED 30 % ***



WFAA's new 653 foot vertical radiator adds 30% to the largest 50 KW primary coverage in the United States . . . to a vital coverage that emanates from prosperous Dallas and thoroughly blankets the North Texas-Oklahoma region which is a consistently "Bright Spot" on the Nation's business maps. With a performance record of 17 years' standing, WFAA has always been the outstanding radio investment in the Great Southwest. Now this station has more to offer than ever before!

*The 30% primary coverage increase is a preliminary engineers' estimate, as technical surveys have not been fully completed. New maps and market data will be published soon. Ask to have your name on the mailing list.

"Your Neighbor of the Air"

W F A A

50,000 WATTS 800 K.C.
MARTIN CAMPBELL, Gen. Mgr.
Radio Service of The Dallas News

Personnel

General Manager.....G. L. Burns
Commercial Manager.....John Sloane
Chief Announcer.....Forest Cox
Musical Director.....Cecil Streigler
Chief Engineer.....Marion Crawford

POLICIES

No liquor advertising accepted.

REPRESENTATIVE

Cox & Tanz

K G F I

**"THE VALLEY NEWS 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-San Benito Highway. PHONE: 1044 and 1046. STUDIO ADDRESS: Brownsville. TRANSMITTER LOCATION: Brownsville. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. (daily); 8:00 A.M. to 9:30 P.M. (Sundays). NEWS AFFILIATION: Brownsville Herald. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Vice President in Charge of
Operations.....M. D. Gallagher
Commercial Manager.....Grover A. Godfrey
Chief Engineer.....John Shephard

POLICIES

Advertising of liquor with exception of beer, not accepted.

Merchandising: Station provides field work including dealer and consumer contacts; window display. Services also include direct-mail, etc. for listener build-up; supervision of sampling for advertiser, all under direction of merchandise man.

W T A W

**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

Station Manager.....E. P. Humbert
Musical Director.....Mrs. Roy Dansforth
Chief Engineer.....H. C. Dillingham

POLICIES

Non-Commercial.

K R I S

CORPUS CHRISTI—EST. 1937
NATIONAL BROADCASTING CO.
TEXAS STATE NETWORK

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.
NEWSPAPER AFFILIATION: Corpus Christi
Caller-Times. TRANSCRIPTION SERVICE: C. P.
MacGregor.

Personnel

Manager T. Frank Smith

REPRESENTATIVE

The Branham Co.

K A N D

CORSICANA—EST. 1937
TEXAS STATE NETWORK

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: High-
way 75. TIME ON THE AIR: 6:00 A.M. to
local sunset. NEWS SERVICE: Transradio
Press. MAINTAIN ARTISTS' BUREAU. TRAN-
SCRIPTION SERVICE: Standard Radio.

Personnel

President J. C. West
Station Manager C. L. Whittier
Chief Engineer B. C. Boatright

POLICIES

No stated special program policies.
Flexible merchandising plan embracing all
media: Campaign dependent on nature of
program.

K R L D

DALLAS—EST. 1926

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1040 Kc. POWER: 10,000
Watts. (C. P. for 50,000 Watts.) OWNED BY:
KRLD Radio Corp. OPERATED BY: KRLD Radio
Corp. BUSINESS ADDRESS: Adolphus Hotel.
PHONE: 2-6811. STUDIO ADDRESS: Adolphus
Hotel. TRANSMITTER LOCATION: Garland.
TIME ON THE AIR: 6:00 A.M. to midnight.
NEWSPAPER AFFILIATION: Dallas Times
Herald. NEWS SERVICE: International News
Service. TRANSCRIPTION SERVICES: C. P.
MacGregor.

Personnel

President Tom C. Gooch
Managing Director J. W. Runyon
Station & Com. Mgr. C. W. Rembert
Chief Announcer Royce Colon
Program Director Ruth Clem
Chief Engineer R. M. Flynn

POLICIES

Does not accept liquor accounts.

REPRESENTATIVE

The Branham Co.

W F A A

"YOUR NEIGHBOR OF THE AIR"

DALLAS—EST. 1922

NBC—RED and TEXAS QUALITY

FREQUENCY: 800 Kc. POWER: 50,000
Watts. OWNED BY: A. H. Belo Corp. OPER-
ATED BY: A. H. Belo Corp. and The Dallas
Morning News. BUSINESS ADDRESS: Baker
Hotel. PHONE: 7-9631, LD 794. STUDIO AD-
DRESS: Baker Hotel. TRANSMITTER LOCA-
TION: Grapevine. TIME ON THE AIR: WFAA-
WBAP operated continuously 5:45 A.M. to
midnight (daily); 8:00 A.M. to midnight (Sun-
day). NEWSPAPER AFFILIATIONS: The Dal-
las Morning News. NEWS SERVICES: United
Press and Associated Press. TRANSCRIPTION
SERVICE: NBC Thesaurus.

Personnel

General 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 bever-
age.

Merchandising department maintains close
contact with chains, wholesale houses, de-
partment stores and distributing firms. Advisory
service and limited cooperation in making per-
sonal 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

TEXAS STATE NETWORK

FREQUENCY: 1280 Kc. POWER: 500 Watts.
OWNED BY: City of Dallas. OPERATED BY:
City of Dallas. BUSINESS ADDRESS: South-

land 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 SERVICES: Transradio Press, United Press (via Texas State Network). MAINTAINS ARTISTS' BUREAU.

Personnel

Managing Director.....John Thorwold
 Assistant Manager.....Chas. B. Jordan
 Chief Announcer.....Pete Teddlie
 Publicity Director.....Jack Mitchell
 Musical Director.....Murray Lambert
 Chief Engineer.....D. J. Tucker

POLICIES

No special stated program policies.
 Merchandising department only at cost to advertiser for services desired and rendered.

K D N T *

DENTON—EST. 1939

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Harwell V. Shepard. OPERATED BY: Same. BUSINESS ADDRESS: Denton. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

Personnel

OwnerHarwell V. Shepard
 * Station was licensed to operate under a C. P. No further information was available at time of going to press.

K F P L

"KIND FRIENDS PLEASE LISTEN"

DUBLIN—EST. 1924

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. 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 3:30 P.M. and 5:15 P.M. to 8:15 P.M.; Sunday, 7:00 A.M. to 11:50 A.M. NEWS SERVICE: Christian Science Monitor.

Personnel

Station Mgr. & Chief Announcer..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. OPER-

ATED 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

"THE 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 11:30 P.M.; Sunday, 7:00 A.M. to 9:30 A.M., 12:00 noon to 7:30 P.M. and 9:00 P.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, Standard Radio.

Personnel

President.....Mrs. L. E. Bredberg
 General Manager.....Karl O. Wyler
 Sales Manager.....Willard E. Kline
 Program Director.....Roy T. Chapman
 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

George P. Hollingbery Co.

W D A H

EL PASO—EST. 1929

FREQUENCY: 1310 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

POLICIES

Non-commercial station. Used on Sundays only for the broadcasting of church services from Trinity Methodist Church, El Paso, Texas.

K F J Z

FORT WORTH—EST. 1922
MBS—TEXAS STATE NETWORK

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Fort Worth Broadcasters, Inc. OPERATED BY: Fort Worth Broadcasters, Inc. BUSINESS ADDRESS: 1119 W. Lancaster. PHONE 3-3474-5-6. STUDIO ADDRESS: 1119 W. Lancaster. TRANSMITTER LOCATION: North Fort Worth. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President Elliott Roosevelt
General Manager..... Sam H. Bennett
Commercial Manager..... Jack Howell
Program Director..... Len Finger

POLICIES

All copy subject to approval of station management.

Merchandising: Local sales force cooperates with advertiser's sales force in promoting campaign through radio, posters and personal contacts.

REPRESENTATIVE

International Radio Sales

K G K O

"SERVING FORT WORTH, DALLAS AND THE GREAT SOUTHWEST"

FORT WORTH—EST. 1928
NBC (RED OR BLUE)

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: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

Personnel

President Amon G. Carter
General Manager Harold V. Hough
Assistant General Manager... George Cranston
Publicity, Promotion, and
Merchandising Manager..... Jack Keasler

Chief Engineer C. B. Locke
Program Director..... Ed Lalley

POLICIES

Does not accept liquor accounts; beer acceptable; good taste requirements on all programs.

Merchandising: Department maintained for servicing advertisers; service includes letters to dealers, free space in house organ, personal calls and publicity assistance.

REPRESENTATIVE

Free & Peters, Inc.

(See Page 384)

K T A T

"YOUR MUTUAL FRIEND IN FORT WORTH"

FORT WORTH—EST. 1927

MUTUAL—TEXAS STATE NETWORK
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 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS BUREAU.

Personnel

President..... Raymond E. Buck
Commercial Manager..... Howard Foley
Artists Bureau Head..... Roy S. George
Chief Announcer..... Fritz Kunler
Station Manager..... Sam H. Bennett
Program Director..... Len Finger
Musical Director..... Frances Kay
Chief Engineer..... H. Sutton

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.

★ **TWO NBC STATIONS**
SERVING FORT WORTH
DALLAS AND THE
GREAT SOUTHWEST ★

Owned and Operated by
FORT WORTH STAR-TELEGRAM

Amon G. Carter, *President*

WBAP KGKO

800 Kilocycles - 50,000 Watts

570 K. - 5,000 W. Day - 1,000 W. Night

WBAP, the Pioneer Station of Texas, was established in 1922 by The Fort Worth Star-Telegram. It always has been and continues to be a TOP STATION in the Southwest. Individual programming to fit its clientele.

KGKO offers a concentrated coverage of Fort Worth, Dallas, North Texas, Southern Oklahoma, and Western Arkansas—an area with 681,385 radio homes. New equipment throughout. Regional rates.

Affiliated with National Broadcasting Company and Texas Quality Network.

KGKO is affiliated with the National Broadcasting Company and is a tested station of the WTS Gold Group.

Represented by Edward Petry & Co.

Represented by Free & Peters, Inc.

Address Both Stations
STAR-TELEGRAM BLDG., FORT WORTH
Harold V. Hough, Gen. Mgr.

Herbert Southard, Mgr. WBAP George Cranston, Mgr. KGKO

W B A P

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: 5:45 A.M., closes midnight (shared with WFAA). NEWSPAPER AFFILIATIONS: Fort Worth Star-Telegram. NEWS SERVICE: Associated Press (not open to sponsorship). TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

Personnel

President.....Amon G. Carter
General Manager.....Harold V. Hough
Assistant General Manager...Herb C. Southard
Program Director.....David Byrn
Production Manager.....A. M. Woodford
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

K L U F

"KLUF IS FIRST WITH THE NEWS"

GALVESTON—EST. 1937

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KLUF Broadcasting Co. OPERATED BY: Same. 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, C. P. MacGregor.

Personnel

President.....Geo. Roy Clough
Station Manager.....Laurence D. Yates
Chief Engineer.....John Taylor

POLICIES

No stated special policies.

K G V L *

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 License. NEWSPAPER AFFILIATION: Stockholders are interested in newspaper publications.

Personnel

President.....Fred Horton

* Station was licensed to operate under C.P. issued by FCC, at time of going to press.

K P R C

"THE HOUSTON PAST"

HOUSTON—EST. 1925

NBC—TEXAS QUALITY NETWORK

FREQUENCY: 920 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. 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: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: The Houston Post. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....W. P. Hobby
Station Manager.....Kern Tips
Chief Engineer.....H. T. Wheeler

POLICIES

Advertising of alcoholic beverages accepted.

REPRESENTATIVE

Edward Petry & Co.

K T R H

"THE CHRONICLE STATION"

HOUSTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1290 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: KTRH Broadcasting Co. 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
Program Director.....Harry Grier
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

K X Y Z

HOUSTON—EST. 1930

NATIONAL BROADCASTING CO.
TEXAS STATE NETWORK

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.

Personnel

Manager.....T. F. Smith

POLICIES

Merchandising and publicity departments are part of the regular service.

REPRESENTATIVE

The Branham Co.

K S A M

"THE HOME OF THE SAM HOUSTON
STATE TEACHER'S COLLEGE"

HUNTSVILLE—EST. 1938

FREQUENCY: 1500 Kc. POWER: 100 Watts.
OWNED BY: Sam Houston Broadcasting Association.
OPERATED BY: Same. BUSINESS ADDRESS: 1121 Twelfth St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Walker County Fair Grounds. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWS SERVICE: United Press.

Personnel

Manager.....Harold C. Scott
Program Director.....Howard R. Holbrook
Chief Engineer.....Paul Wolfe

POLICIES

Advertising of alcoholic beverages not accepted.

K O C A

"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: 102½ East North St. PHONE: 616. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Duval & Martin 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
Station Manager.....H. A. Degner
Chief Engineer.....H. C. Slife

POLICIES

No stated special program policies.

K P A B

"THE STATION WHERE NATION MEETS
NATION"

LAREDO—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 Watts.
d.; 100 Watts, n. OWNED BY: Mervel M. Valentine. OPERATED BY: Mervel M. Valentine. BUSINESS ADDRESS: Hamilton Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1 Stone Ave. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....Mervel M. Valentine
Commercial Manager.....R. W. Bennett
Program Director.....Jimmie Willson

POLICIES

Station is equipped to handle announcements and programs in Spanish as well as English.
Merchandising: Any reasonable amount of assistance in sales and merchandising campaigns within the Laredo trade area is available.

REPRESENTATIVE

Forjoe & Company, New York

K F R O

"KEEP FOREVER ROLLING ON"

LONGVIEW—EST. 1934

MBS—TEXAS STATE NETWORK

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. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library. MAINTAINS ARTISTS' BUREAU.

Personnel

President-General Manager....James R. Curtis
 Secretary-TreasurerJoan Thompson
 Commercial Manager.....Harold C. Johnson
 Chief AnnouncerJohn McDonald
 Chief EngineerEdward 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.
 Radio Time Agency, Chicago
 Walter Biddick, Los Angeles

K F Y O

"LUBBOCK, HUB OF THE PLAINS,
 HOME OF TEXAS TECH"

LUBBOCK—EST. 1927

MBS—TEXAS STATE NETWORK
 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: 6:00 A.M. to 11:00 P.M. (daily); 8:00 A.M. to 10:00 P.M. (Sunday). MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATIONS: Lubbock Avalanche Journal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Radio, NAB Library.

Personnel

President.....O. L. Taylor (Amarillo)
 Station Manager.....DeWitt Landis
 Commercial Manager.....DeWitt Landis
 Artists' Bureau Head.....R. B. McAllister
 Chief Announcer.....Wesley Youngblood
 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

K R B A

LUFKIN—EST. 1938

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 License. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Ben T. Wilson
 Manager.....Darrell E. Yates

K R L H

MIDLAND—EST. 1935

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Clarence Scharbauer. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Scharbauer. PHONE: 1070. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2100 West Wall. TIME ON THE AIR: 6:45 A.M. to 5:45 P.M.

Personnel

Station Manager.....Pete Gates
 Assistant Manager.....Gladys Foster
 Chief Engineer.....Robert Harmon

POLICIES

Does not accept liquor advertisements.

K N E T

PALESTINE—EST. 1936

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Palestine Broadcasting Assn. OPERATED BY: Palestine Broadcasting Association. BUSINESS ADDRESS: John and Crawford Sts. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Palestine. TIME ON THE AIR: Daytime License.

Personnel

Manager.....B. V. Hammond

REPRESENTATIVE

Cox & Tanz

K P D N

"THE HIGH FIDELITY VOICE OF THE
 PAMPA NEWS"

PAMPA—EST. 1936

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: R. C. Hoiles. OPERATED BY: S. L. Patterson. BUSINESS ADDRESS: 212½

N. Ballard. PHONE: 1100. STUDIO ADDRESS: 212½ N. Ballard. TRANSMITTER LOCATION: 8 miles east of city limits. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWSPAPER AFFILIATION: Pampa News. NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICES: World Broadcasting System, Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....S. L. Patterson
 Commercial Manager.....C. M. Garnes
 Production Manager.....Ray Monday
 Program Director.....Ray Monday
 Chief Engineer.....Herman Kreiger

POLICIES

Copy must conform to station standards. Advertising of beer and wine accepted; no liquor advertising.

Merchandising: Facilities include posters, displays, publicity ad listing in Pampa News, direct mail.

K P L T

"THE FRIENDLY STATION"

PARIS—EST. 1936

MBS—TEXAS STATE NETWORK
 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: 1¼ miles south on Texas Highway No. 24. TIME ON THE AIR: 6:45 A.M. to local sunset. NEWSPAPER AFFILIATIONS: North Texas Broadcasting Co. is owned by North Texas Pub. Co. which publishes The Paris News. NEWS SERVICE: United Press (via Texas State Network). MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....A. G. Pat Mayse
 General Manager.....Fred E. Humphrey
 Chief Engineer.....Weldon Jeffus

POLICIES

Accepts beer advertising but no wine and liquor advertising.

Merchandising cooperation to the fullest extent.

REPRESENTATIVE

Joseph Hershey McGillvra

K I U N

"VOICE WEST OF THE PECOS"

PECOS—EST. 1935

FREQUENCY: 1370 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. NEWS-PAPER AFFILIATION: Affiliated with Pecos Enterprise, a weekly, through interlocking ownership. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President-General Manager.....Jack Hawkins
 Chief Announcer.....Wray Guye
 Publicity Director.....Barney Hubbs
 Musical Director.....S. Durkin
 Chief Engineer.....T. G. Hubbard

POLICIES

Accepts wine and beer advertising; Spanish language programs subject to approval.

Renders newspaper publicity; any reasonable amount of dealer contact work.

K P A C

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

President.....Carl Vaughan
 General Manager-Station Director.....Glenn Hewitt

POLICIES

Advertising of alcoholic beverages not accepted.

K G K L

SAN ANGELO—EST. 1928

MBS—TEXAS STATE NETWORK
 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: 7:00 A.M. to 10:15 P.M. NEWSPAPER AFFILIATIONS: San Angelo Standard Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....H. C. Ragsdale
 Gen'l & Comm. Mgr.....J. Bert Mitchell, Jr.
 Program Director.....Lynn Bigler
 Chief Engineer.....Frank M. Jones

POLICIES

No stated special policies.

REPRESENTATIVE

Joseph Hershey McGillvra

K A B C

"THE SPORTS STATION"
SAN ANTONIO—EST. 1926
MBS—TEXAS STATE NETWORK

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Alamo Broadcasting Co. OPERATED BY: Alamo Broadcasting Co. BUSINESS ADDRESS: Milam Bldg. PHONE: Garfield 4241. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: San Antonio. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M.; Sunday, 8:00 to 10:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Henry Lee Taylor
Manager.....Cliff Taton
Program Director.....James McClain

POLICIES

No liquor; beer accepted. Foreign language only in afternoon—2 to 4 P.M.

K M A C

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 (divides time with KONO). TRANSCRIPTION SERVICE: NBC The-saurus.

Personnel

Manager.....Howard W. Davis
Program Director.....A. S. Bessan

K O N O

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: 317 Arden Grove. PHONE: F. 1371-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 9 hours daily (shares time with KMAC). NEWS SERVICE: La Prensa (Spanish only). MAINTAINS ARTISTS' BUREAU.

Personnel

Pres. & Station Manager.....Eugene J. Roth
Commercial Manager.....James Brown
Program Director.....Gerald Morgan
Sales Manager.....James 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

International Radio Sales

K T S A

"SERVING THE PUBLIC INTEREST IN
SOUTH TEXAS"
"SAN ANTONIO'S BEST SALESMAN"

SAN ANTONIO—EST. 1928

COLUMBIA BROADCASTING COMPANY

FREQUENCY: 550 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: K TSA Broadcasting Co. OPERATED BY: K TSA Broadcasting Co. BUSINESS ADDRESS: Gunter Hotel. PHONE: Garfield 1251. STUDIO ADDRESS: Gunter Hotel. TRANSMITTER LOCATION: St. Hedwig Road. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight; Sunday, 7:45 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: San Antonio Light. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated.

Personnel

Station Manager.....George W. Johnson
Program Manager.....William C. Bryan
Musical Director.....Rex L. Preis
Chief Engineer.....Wm. Egerton

POLICIES

No special stated policies.

REPRESENTATIVE

International Radio Sales

W O A I

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

Pres. & General Manager Hugh A. L. Halff
 Sales Promotion & Merchandising

Manager Walter S. Zahrt
 Program Director Lew Valentine
 Chief Engineer Fred Sterling

POLICIES

Advertising of beer and wine accepted; no hard liquor accounts. Station maintains strict censorship on patent medicines.

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 advertiser. A regular station publication is released every other month and a complete merchandising service to approximately 700 grocers and 225 druggists every month is provided. Merchandising display in studio lobby.

REPRESENTATIVE

Edw. Petry & Co., Inc.

53.4%* OF THE
 COMBINED SAN ANTONIO,
 AUSTIN & CORPUS CHRISTI
 AUDIENCE ARE TUNED
 to
WOAI

* According to a week's study made by
ROSS - FEDERAL RESEARCH
 Write us for further details



MEMBER IRTA. TRANSMITTER, NOT REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

K R R V

"THE VOICE OF THE RED RIVER VALLEY"

SHERMAN—EST. 1936

MBS—TEXAS STATE NETWORK
FREQUENCY: 1310 Kc. **POWER:** 250 watts.
OWNED BY: Red River Valley Broadcasting Corp. **OPERATED BY:** Same. **BUSINESS ADDRESS:** P. O. Box 163. **PHONE:** 201. **STUDIO ADDRESS:** 1910 S. Crockett St., Fannin & Owing Sts., Denison. **TRANSMITTER LOCATION:** Same. **TIME ON THE AIR:** 6:30 A.M. to local sunset. **NEWS SERVICE:** United Press (via Texas State Network). **TRANSCRIPTION SERVICE:** Standard Radio.

Personnel

President G. H. Wilcox
 Station Manager L. L. Hendrick
 Chief Announcer Leon Lloyd
 Denison Studio Manager Maurice Wray
 Program Director W. E. Rowens, Jr.
 Chief Engineer T. E. Spellman

POLICIES

Accepts foreign language and wine and beer advertising. No hard liquor advertising. Station offers complete cooperation in merchandising and sales assistance.

REPRESENTATIVE

Texas State Network

K T E M

"THE FRIENDLY VOICE OF CENTRAL TEXAS"

TEMPLE—EST. 1936

MBS—TEXAS STATE NETWORK
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 Edwin Callaway
 Chief Engineer Paul Shaw

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 program 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

Texas State Network

K C M C

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

TEXARKANA—EST. 1932

MBS—TEXAS STATE NETWORK

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 11:00 P.M. NEWSPAPER AFFILIATIONS: Texarkana Gazette, Texarkana Daily News. NEWS SERVICES: United Press and Associated Press. TRANSCRIPTION SERVICE: C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

Personnel

President Henry Humphrey
 General Manager Foster W. Fort
 Artists Bureau Head and
 Traffic Manager Dorothy Moore
 Program & Publicity Dir. Thomas Dillahunty
 Chief Engineer Harvey Robertson

POLICIES

All medicinal copy must be submitted for approval by station management and physicians. Whiskey advertising accepted; but must be edited by station management.

Merchandising: Facilities consist of letters to merchants; surveys on special products advertised; lists of dealers supplied to agencies and manufacturers; installation of displays and other advertising material.

REPRESENTATIVE

Radio Time Agency

K G K B

TYLER—EST. 1931

MBS—TEXAS STATE NETWORK

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: 6:30 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Owner-Operator Jas. G. Ulmer
 General Manager M. E. Danbom

POLICIES

Accepts no hard liquor advertising nor foreign language programs.

Merchandising: Station aids in getting store displays, mailing letters to dealers as part of a campaign, getting distribution; in general, any reasonable assistance.

K V W C *

VERNON—EST. 1939

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: The Northwestern Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Vernon. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full time license. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Co-Partners
 R. N. Nichols, W. H. Wright, Stewart Hatch
 Manager John Sullivan

*Station was licensed to operate under a C. P. No further information was available at time of going to press.

W A C O

"SERVING THE PUBLIC INTEREST"

WACO—EST. 1922

COLUMBIA BROADCASTING SYSTEM
 TEXAS STATE NETWORK

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KTSA Broadcasting Co. OPERATED BY: Hearst Radio, Inc. 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.

Personnel

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 produced in the station's studios. Patent medicines are subject to Station approval. Foreign language programs no set rules; does not encourage such programs.

Circulars, dodgers, placards, and direct mail merchandising aids.

REPRESENTATIVE

International Radio Sales

K R G V

"SERVING 'LOWER VALLEY GRANDE'
TEXAS 4TH CITY"

WESTLACO—EST. 1926

NBC—(RED OR BLUE)

TEXAS STATE NETWORK

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: Standard Radio.

Personnel

President.....O. L. Taylor
Station Manager.....Ken Lowell Sibson
Sales Manager.....Ingham S. Roberts, III
Publicity Director.....Dick Watkins
Chief Engineer.....Neal McNaughton

POLICIES

No hard liquor advertising accepted.
Merchandising; Merchandising manager and
three field men maintained by station for use

without cost to clients. Charges made only
for special services requiring cash expendi-
tures.

REPRESENTATIVE

Howard H. Wilson Co.

K W F T *

WICHITA FALLS—EST. 1938

FREQUENCY: 620 Kc. POWER: 1000 Watts,
d.; 250 Watts, n. OWNED BY: Wichita Broad-
casting Co. OPERATED BY: Wichita Broad-
casting Co. BUSINESS ADDRESS: 807 Hamil-
ton Bldg. STUDIO ADDRESS: Wichita. TRANS-
MITTER LOCATION: Same. TIME ON THE
AIR: Full Time License. NEWS SERVICE:
United Press.

Personnel

President.....Joe B. Carrigan
Station Manager.....D. A. Kahn
*Station was licensed to operate under a
C. P.; construction has been interrupted be-
cause issues are being determined in the
Court of Appeals, District of Columbia.

UTAH

Population 519,000

Number of Families 123,000

Number of Radio Homes 111,000

Retail Sales \$132,098,000

Auto Registrations 106,619

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: Escal-
ante 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 The-
saurus, C. P. MacGregor.

Personnel

Co-Owners..Leland M. Perry, Harold Johnson
Station Manager.....Carl P. Wolfmon
Chief Engineer.....Cutler R. Miller

POLICIES

No liquor accounts accepted.

REPRESENTATIVE

Cox & Tanz

K V N U

LOGAN—EST. 1939

FREQUENCY: 1200 Kc. POWER: 100 Watts.
OWNED BY: Cache Valley Broadcasting Co.
OPERATED BY: Same. BUSINESS ADDRESS:
Logan. STUDIO ADDRESS: Same. TRANS-
MITTER LOCATION: Same. TIME ON THE
AIR: Full Time License.

K L O

"THE VOICE OF UTAH"

OGDEN—EST. 1924

NATIONAL BROADCASTING CO. (BLUE)
FREQUENCY: 1400 Kc. POWER: 500 Watts.
(C. P. 500 Watts, d.; 1000 Watts, n.) OWNED
BY: Interstate Broadcasting Corp. OPERATED
BY: Same. BUSINESS ADDRESS: 7th floor,
Hotel Ben Lomona. PHONE: 84-85. STUDIO
ADDRESS: Same. TRANSMITTER LOCATION:
Ogden. TIME ON THE AIR: 7:30 A.M. to 12:00
midnight. NEWSPAPER AFFILIATION: Ogden
Standard Examiner. NEWS SERVICE: Associ-
ated Press (non-commercial). TRANSCRIPTION
SERVICE: C. P. MacGregor.

Personnel

President A. L. Glasmann
Vice President-Station
Manager Paul R. Heitmeyer
Advertising Manager M. J. Bunnell
Chief Announcer John Woolf
Program Manager Ethel G. Clark
Musical Director Ed Barry
Chief Engineer W. D'Orr Coxsons
Production Manager Jack Riaska

POLICIES

Does not accept liquor advertising. Adver-
tising of beer accepted. Foreign language
advertising not encouraged.

REPRESENTATIVE

Bryant Griffith & Brunson
Walter Biddick Co. (West Coast)

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.
G. Weiss). OPERATED BY: E. Utah Broadcast-
ing Co. BUSINESS ADDRESS: Price. PHONE:
Price 200. STUDIO ADDRESS: Price. TRANS-
MITTER LOCATION: Price. TIME ON THE AIR:
8:00 A.M. to 8:00 P.M. NEWS SERVICE: Trans-
radio Press. TRANSCRIPTION SERVICES: NBC
Thesaurus, C. P. MacGregor.

Personnel

Program Director-Commercial
Manager Jack Richards
Station Manager Sam G. Weiss
Chief Engineer Carl E. Busart

POLICIES

No hard liquor accounts. Beer and foreign
languages accepted.

K D Y L

"THE POPULAR STATION"
SALT LAKE CITY—EST. 1922

NBC (RED)

FREQUENCY: 1290 Kc. POWER: 5000 Watts,
d.; 1000 Watts, n. OWNED BY: Intermountain
Broadcasting Corp. OPERATED BY: Same.

BUSINESS ADDRESS: 6th floor, Tribune-Tele-
gram Bldg. PHONE: Wasatch 7180-1-2-3. STU-
DIO ADDRESS: Same. TRANSMITTER LOCA-
TION: 9th W. and 33rd. TIME ON THE AIR:
6:00 A.M. to 1:00 A.M. NEWS SERVICE:
Transradio Press. MAINTAINS ARTISTS BU-
REAU. TRANSCRIPTION SERVICE: World
Broadcasting System, NBC Thesaurus.

Personnel

President & General Manager S. S. Fox
Commercial Manager W. E. Wagstaff
Program Director George Snell
Chief Announcer Floyd Farr
Sales Manager W. E. Wagstaff
Publicity Director David Simmons
Artists' Bureau Head and
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: Station is equipped to han-
dle sponsor display in attractive, well-placed
showcases in its Tribune-Telegram Bldg. stu-
dios and its new Radio Playhouse. Other
tie-ups are available by arrangement.

REPRESENTATIVE

John Blair & Company

BUSINESS IS GOOD IN SALT LAKE CITY

PARTICULARLY for ADVERTISERS USING

The POPULAR STATION

Now **5000 WATTS**

5000 Watts Daytime
1000 Watts Nighttime

KDYL

Salt Lake City
Representative
John Blair & Co.

NBC RED NETWORK

K S L

"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: 6:30 A.M. to 1:00 A.M. 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
Station Manager.....Earl J. Glade
Commercial Manager.....Dan H. Vincent
Artists Bureau Head.....Irma F. Bitner
Production 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.

K U T A

"TOPS ON THE DIAL"

SALT LAKE CITY—EST. 1938

NBC—BLUE

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Utah Broadcasting Co. OPERATED BY: Utah Broadcasting Co. BUSINESS ADDRESS: Belvedere Apartment Hotel. PHONE: Wasatch 1730. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1324 S. 3rd St., West. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Manager.....Frank C. Carmen
Commercial Manager.....Arch Madsen
Program Director.....Hal Parkes
Chief Engineer.....Lyle Wahlquist

REPRESENTATIVE

Joseph Hershey McGillvra

VERMONT

Population 383,000

Number of Families 99,000

Number of Radio Homes 88,600

Retail Sales \$99,121,000

Auto Registrations 79,000

W C A X

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: 7:30 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Burlington Daily News. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Col. H. Nelson Jackson
General Manager.....John A. Cellar
Treasurer.....E. E. Germain

Commercial Manager.....W. J. Kennedy
Program Manager.....H. B. Wight
Chief Engineer.....James W. Tierney

POLICIES

Advertising of alcoholic beverages accepted. No restrictions on foreign language accounts if the program is on a transcription. However, all matter on same is subject to our approval.

W S Y B

"WE SERVE YOU BEST"

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: Creek Road. TIME ON THE AIR: 8:30 A.M. to 9:00 P.M.; Sunday, 10:00 A.M. to 11:00 A.M. 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.
 Merchandising for accounts in Rutland only.

W Q D M

"THIS IS YOUR STATION"
 ST. ALBANS—EST. 1929

FREQUENCY: 1390 Kc. POWER: 1000 Watts. OWNED BY: F. Arthur Bostwick. OPERATED BY: F. Arthur Bostwick. BUSINESS ADDRESS: 32 North Main. PHONE: 126. STUDIO ADDRESS: 32 North Main St. TRANSMITTER LOCATION: ¼ mile north of city on route 7. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....F. Arthur Bostwick
 General Manager.....G. S. Wasser
 Production Manager.....Byron Snowden
 Continuity Director.....Walter Murtrogh
 Chief Engineer.....Edward J. Regan

POLICIES

No hard liquor. Accepts beer and foreign language accounts.
 Tie-up with newspaper and window displays.

REPRESENTATIVE

Weed & Co.

W N B X

"RADIO CAPITAL OF VERMONT & NEW HAMPSHIRE"

SPRINGFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 1260 Kc. POWER: 1000 watts. OWNED BY: Twin State Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Woolson Bldg. PHONE: 66-3-66-4. STUDIO

ADDRESS: Same. TRANSMITTER LOCATION: Mt. Ararat. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Harry C. Wilder
 Station and Commercial
 ManagerHerman Steinbruch
 Chief Announcer.....Ozzie Wade
 Program and Publicity Director...Harlot Stem
 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.

Merchandising: Station has its own merchandising service located in the 22 trading areas within its coverage area; will also make "competitive brand surveys."

REPRESENTATIVE

Paul H. Raymer Co.

W D E V

"VERMONT'S MID-STATE STATION"

WATERBURY—EST. 1931

FREQUENCY: 550 Kc. POWER: 500 Watts. 1000 pending. OWNED BY: Mary M. Whitehill Estate, Charles B. Adams, Administrator. OPERATED BY: L. E. Squier and W. G. Ricker. BUSINESS ADDRESS: 8 Stowe St. PHONE: 13-240. STUDIO ADDRESS: Waterbury. TRANSMITTER LOCATION: Waterbury. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

Personnel

Station and Sales Manager.....L. E. Squier
 Advertising Manager and
 Artists' Bureau Head.....W. G. Ricker
 Commercial Manager.....Harold Deal
 Chief Announcer.....Ted Nelson
 Musical Director.....Paul Turner
 Chief Engineer.....Melvin Stickles

POLICIES

No liquor advertising. Sole restriction.
 Service available from printing department of Waterbury Record and columns of paper.

REPRESENTATIVE

Horace Hagedorn, N. Y. C.

WRVA 50,000 WATTS MAKE CASH REGISTERS SING!



**VIRGINIA'S ONLY
50,000 WATT STATION
GIVES YOU MANY
MARKETS AT THE
COST OF ONLY ONE!**

IT PAYS—in every way—to use WRVA, because **only** this radio station (with its new 50,000 watt power) provides such thorough coverage of Richmond and the rich Tidewater area in this great State.

Although located near Richmond, Virginia, WRVA's popularity helps sell the dealers as well as the customers throughout this broad area. That's why cash registers sing a song of sales!

Write, wire or 'phone for the naked truth about WRVA's new 50,000 watt coverage PLUS the bare facts about this rich and responsive market.

PAUL H. RAYMER COMPANY
National Representative

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO



WRVA 50,000 WATTS

VIRGINIA

Population 2,706,000

Number of Families 613,000

Number of Radio Homes 400,200

Retail Sales \$471,329,000

Auto Registrations 373,000

W C H V

"VIRGINIA'S GOODWILL STATION"

CHARLOTTESVILLE—EST. 1932

VIRGINIA BROADCASTING SYSTEM, INC.
 FREQUENCY: 1420 Kc. POWER: 250 Watts,
 d.; 100 Watts, n. OWNED BY: Community
 Broadcasting Corp. OPERATED BY: Same.
 BUSINESS ADDRESS: E. Market & 4th. PHONE:
 444. STUDIO ADDRESS: Same. TRANSMIT-
 TER LOCATION: Route 250, Jefferson Highway.
 TIME ON THE AIR: 7:00 A.M. to 10:05 P.M.
 NEWS SERVICE: United Press. MAINTAINS
 ARTISTS' BUREAU. TRANSCRIPTION SER-
 VICE: Standard Radio, Lang-Worth.

Personnel

Station Manager.....Hugh M. Cutler
 Secretary-Treasurer.....John T. Elsroad
 Commercial Manager.....Edward H. Allen
 Program.....C. H. Goldsmith
 Chief Engineer.....Walter W. Gray

POLICIES

Does not accept liquor or foreign language
 accounts.

Maintains merchandising department which
 calls on trade in primary area regularly, so-
 liciting orders.

REPRESENTATIVE

Burn-Smith Co.

W B T M

"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. TRANSCRIP-
 TION SERVICE: C. P. MacGregor.

Personnel

President.....L. N. Dibrell
 Vice President and General
 Manager.....S. C. Ondarcho

Program Director.....W. P. Heffernan
 Publicity Director.....Jay Caldwell
 Chief Engineer.....Phil Briggs

POLICIES

No liquor advertising accepted; beer and
 wine accepted; foreign language accounts
 discouraged because of limited foreign popu-
 lation; 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

Burn-Smith Co.

W S V A

"THE VALLEY STATION"

HARRISONBURG—EST. 1935

VIRGINIA BROADCASTING SYSTEM

FREQUENCY: 550 Kc. POWER: 500 Watts.
 OWNED BY: Shenandoah Valley Broadcasting
 Corp. OPERATED BY: Shenandoah Valley
 Broadcasting Corp. BUSINESS ADDRESS:
 Newman Bldg. PHONE: Harrisonburg, 875.
 STUDIO ADDRESS: Newman Bldg.; Profes-
 sional Bldg., Staunton. PHONE: Staunton 647.
 TRANSMITTER LOCATION: 5 miles South of
 Harrisonburg on U. S. Route 11. TIME ON
 THE AIR: 6:30 A.M. to local sunset. NEWS
 SERVICE: Transradio News. TRANSCRIPTION
 SERVICE: World Broadcasting System.

Personnel

General and Commercial
 Manager.....Chas. P. Blackley
 Program Director.....Wendell Siler
 Chief Engineer.....U. L. Lynch

POLICIES

Beer accounts accepted. Wine and liquor
 accounts not accepted.

Complete cooperation is given all clients in
 the distribution of printed matter and in the

mailing of prizes, etc.; merchants are contacted.

W L V A

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: Medical 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. TRANSCRIPTION SERVICES: Lang-Worth, NAB Library, NBC Thesaurus.

Personnel

PresidentEdw. A. Allen
 Station ManagerPhilip P. Allen
 Commercial ManagerGlen E. Jackson
 Program DirectorJames Moore
 Publicity DirectorJames Howe
 Chief EngineerAlbert E. Heisen

POLICIES

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

W G H

"WORLD'S GREATEST HARBOR"

NEWPORT NEWS—EST. 1928

VIRGINIA BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Hampton Roads Broadcasting Corp. OPERATED BY: Hampton Roads Broadcasting Corp. BUSINESS ADDRESS: Portlock Bldg., Norfolk. PHONE: 44319. STUDIO ADDRESS: Boat Harbor; American National Bank Bldg., Portsmouth. PHONE: 991—Portlock Bldg., Norfolk. TRANSMITTER LOCATION: Newport News. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight; Sunday, 8:30 A.M. to 11:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, NAB Library, NBC Thesaurus.

Personnel

President.....James W. Baldwin
 Vice-President & General
 Manager.....Edward E. Bishop
 Secretary.....Gene D. Stratton
 Commercial Manager.....Edward E. Edgar
 Artists' Bureau Head.....Alfred Temple
 Chief Announcer.....Joel F. Wahlberg
 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.

REPRESENTATIVE

Burn-Smith Co.

W T A R

"VIRGINIA'S PIONEER VOICE"

NORFOLK—EST. 1923

NATIONAL BROADCASTING CO.
 (RED & BLUE)

FREQUENCY: 780 Kc. POWER: 1000 watts. OWNED BY: WTAR Radio Corp. OPERATED BY: WTAR Radio Corp. 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 1:00 A.M. NEWSPAPER AFFILIATIONS: Norfolk Ledger-Dispatch, Norfolk Virginian Pilot. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library.

WMBG

NBC Red



RICHMOND, VIRGINIA



Can Be Purchased
 Independent of Basic

CONSULT

JOHN BLAIR & CO.

NEW YORK—MURRAY HILL 9-6084

CHICAGO—SUPERIOR 8660

DETROIT—MADISON 7889

Personnel

President.....Paul S. Huber
 General Manager.....Campbell Arnoux
 Commercial Manager.....John W. New
 Continuity & Publicity
 Director.....Lee Chadwick
 Program Director.....Shirley Hosier
 Production Manager.....Vaughn Bradshaw
 Sales Promotion Director.....Ralph S. Hatcher
 Musical Director.....Henry Cowles Whitehead
 Technical Director.....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.

W P I V *

PETERSBURG—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 watts. d.; 100 watts. n. OWNED BY: Petersburg Newspaper Corp. OPERATED BY: Same. BUSINESS ADDRESS: Petersburg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License except Sunday which time is divided with WBBL. NEWSPAPER AFFILIATION: Petersburg Progress Index.

Personnel

President.....W. E. Harris

* Station was licensed to operate under a C. P. and no further information was available at time of going to press.

W B B L

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.

W M B G

"THE HAVENS AND MARTIN STATION" RICHMOND—EST. 1926

NBC-RED

FREQUENCY: 1350 Kc. POWER: 500 Watts. OWNED BY: Havens & Martin, Inc. OPERATED BY: Havens & Martin, Inc. BUSINESS ADDRESS: P. O. Box 5229. PHONE: 5-8611. STUDIO ADDRESS: 3301 W. Broad St. 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 & Station

Manager.....Wilbur M. Havens
 Vice-President.....Callom B. Jones
 Secretary.....C. H. Woodward
 Treasurer.....Wilfred H. Wood
 Chief Announcer.....Jack Hooper
 Local Sales Manager.....Wm. Filer
 Publicity Director & National
 Sales Manager.....R. E. Mitchell
 Musical Director.....Garnett Tate
 Chief Engineer.....Wilfred 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

John Blair & Co.

W R N L

"THE FRIENDLY STATION"

RICHMOND—EST. 1927

VIRGINIA BROADCASTING SYSTEM

FREQUENCY: 880 Kc. POWER: 500 watts (C. P.; 1000 watts, Full Time License). 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: Scott Rd. TIME ON THE AIR: 6:00 A.M. to local sunset; Sunday, 8:00 A.M. to local sunset. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Associated Music, Langworth and C. P. MacGregor.

Personnel

President.....John Stewart Bryan
 Station Manager.....Earl Sowers
 Artists' Bureau Head.....Blanche Moody
 Chief Announcer.....Wallace Stell
 Sales Manager.....C. A. Baker
 Publicity Director.....Earl Sowers
 Musical Director.....Marynelle Gutridge
 Chief Engineer.....W. A. Selden

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer.

Has merchandising department, including audience room excellently equipped for auditions, etc.

REPRESENTATIVE

Burn-Smith Co.

W R T D

"THE TIMES-DISPATCH RADIO STATION"

RICHMOND—EST. 1937

NATIONAL BROADCASTING SYSTEM

(BLUE)

FREQUENCY: 1500 Kc. POWER: 100 Watts.
OWNED BY: Times-Dispatch Radio Corp. **OPERATED BY:** Times-Dispatch Radio Corp. 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. **NEWSPAPER AFFILIATIONS:** Times-Dispatch Publishing Co., Inc.

Personnel

President..... John D. Wise
Vice-President..... Campbell Arnoux
Secretary-Treasurer..... J. L. Stott
Manager..... Ovelton Maxey
Chief Engineer..... David Bain
Sports Director..... Pete Gleason
Production Manager..... Conrad Rianhard
Program Director..... Grace Gatling
Continuity Director..... Bernard Dabney
Publicity & Merchandising..... Robert Ehrman
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.

W R V A

"VIRGINIA'S ONLY 50,000 WATT STATION"

RICHMOND—EST. 1925

CBS-MBS

FREQUENCY: 1110 Kc. Power: 50,000 watts.
OWNED BY: Larus & Brother Co., Inc. **OPERATED BY:** Same. **BUSINESS ADDRESS:** Richmond. **PHONE:** 3-6633. **STUDIO ADDRESS:** Hotel Richmond. **TRANSMITTER LOCATION:** Varina Farms. **TIME ON THE AIR:** 7:00 A.M. to midnight (Fri. to 2:00 A.M.). **NEWS SERVICE:** United Press. **TRANSCRIPTION SERV-**

ICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager..... C. T. Lucy
Business Manager..... Barron Howard
Program Service Manager..... Irvin Abeloff
Publicity Director..... Walter R. Bishop
Musical Director..... E. D. Naff
Technical Supervisor..... H. S. Lucy
Chief Engineer..... D. C. Woods

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

(See Page 396)

W D B J

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 Hgts., 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. **TRANSCRIPTION SERVICES:** NAB Library and World Broadcasting System. **MAINTAINS ARTISTS' BUREAU.**

Personnel

President..... J. P. Fishburn
Station Manager..... Ray P. Jordan
Commercial Manager..... F. D. Kesler
Publicity Director..... Jack Weldon
Studio Director..... Paul Reynolds
Artists' Bureau Head &
Musical Director..... Mary Henson
Chief Engineer..... J. W. Robertson

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

Free & Peters, Inc.