

• • • **PENNSYLVANIA** • • •

intensity measurements and mail response analysis.

Representative

Paul H. Raymer Company

W J A C

JOHNSTOWN—EST. 1925

NATIONAL BROADCASTING CO.

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: WJAC, Inc. OPERATED BY: WJAC, Inc. BUSINESS ADDRESS: Tribune Annex, Locust St. PHONE: 24-361. STUDIO ADDRESS: Tribune Annex, Locust St. TRANSMITTER LOCATION: Tribune Bldg., Locust St. TIME ON THE AIR: Unlimited. NEWSPAPER AFFILIATIONS: The Johnstown Tribune, The Johnstown Democrat. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: NBC Thesaurus, Lang-Worth.

Personnel

President.....Walter W. Krebs
 Treasurer.....L. W. Barnes
 Secretary-Station Manager.....J. C. Tully
 Chief Engineer.....Nevin Straub

Coverage

Population—Primary 211,000
 Radio Homes— " 40,800
 Population—Secondary 258,400
 Radio Homes— " 51,400

Source: Field intensity measurements.

(See Page 499)

W G A L

LANCASTER—EST. 1922

NATIONAL BROADCASTING CO.
 MUTUAL BROADCASTING SYSTEM
 MASON-DIXON GROUP

FREQUENCY: 1500 Kc. POWER: 250 watts. 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: 7:00 a.m. to 1:00 a.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Davis & Schwegler, Lang-Worth.

Personnel

Station and Commercial
 Manager.....Walter Miller
 Program Manager.....Ernest Stanzioia
 Publicity Director.....Ruth Hergenrother

Coverage

Daytime—Evening

Population—Primary 462,144 153,229
 Radio Homes— " 108,329 35,425

Source: U. S. Census; Joint Committee; field intensity measurements and mail response analysis.

Representative

Paul H. Raymer Company

W K S T

"VOICE OF WESTERN PENNSYLVANIA"

NEW CASTLE—EST. 1938

QUAKER STATE NETWORK

FREQUENCY: 1250 Kc. POWER: 1000 watts. OWNED BY: WKST, Inc. OPERATED BY: WKST, Inc.. 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. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

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

Coverage

Population—Primary 922,791
 Population—Secondary 3,391,018

Source: U. S. Census; field intensity measurements.

Representative

Burn-Smith Co.

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.

In Philadelphia

7 OUT OF **10*** HOMES
REGULARLY LISTEN TO WCAU

... **33.9%*** MORE
THAN THE NEXT BEST STATION



WHEN YOU THINK OF PHILADELPHIA

THINK OF

WCAU

PHILADELPHIA'S ONLY 50,000 WATT STATION

*Based on a survey published in — "Make Hay
While The Sun Rises". Copy sent on request.

P E N N S Y L V A N I A

TRANSMITTER LOCATION: RFD No. 4, Norristown. TIME ON THE AIR: 5:59 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.....Griffith B. Thompson
 Publicity Director.....J. A. Aull
 Plant Manager.....E. H. Gager
 Auditor-Personnel
 Manager.....J. F. M. Proulx

Coverage

	Daytime	Evening
Population—Primary	4,354,600	4,196,300
Radio Homes— "	978,300	950,000
Population—Secondary	2,060,300	4,220,200
Radio Homes— "	126,200	221,200

Source: NBC Statistical Department.

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: 5:55
 a.m. to 2:05 a.m.; Sunday, 9:30 a.m. to 2:05
 a.m. NEWS SERVICE: Transradio Press.
 TRANSCRIPTION SERVICE: World Broadcast-
 ing System.

Personnel

President and Station
 Manager.....Dr. Leon Levy
 Commercial Manager.....Jack Hammond
 Director of Programs.....Stan Lee Broza
 Publicity Director.....Kenneth W. Stowman
 Musical Director.....Robert Golden
 Chief Engineer.....John Leitch

Coverage

Population—Primary	6,500,000
Radio Homes— "	1,400,000
Population—Secondary	3,500,000

Radio Homes— " 650,000
 Source: Station's personal interview survey.

Representatives

Robert A. Street, 485 Madison Ave., N. Y.
 Bertha Bannon (Boston)
 Virgil Reiter Co. (Chicago)
 Paul H. Raymer Co. (San Francisco
 & Los Angeles)

W D A S

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: Inter-
 national News Service. TRANSCRIPTION
 SERVICE: Lang-Worth & Wentworth.

Personnel

President.....Alexander W. Dannenbaum
 Vice-President-General Manager...P. J. Stanton
 Secretary-Treasurer & Commercial
 Manager.....A. W. Dannenbaum, Jr.
 Program Director.....Harold Davis
 Publicity Director.....Jerry Stone
 Musical Director.....Joseph Schribeman

Coverage*

	Daytime
Population—Primary	2,294,303
Radio Homes— "	552,256
Population—Secondary	3,201,627
Radio Homes— "	764,582

* Station has no figures available for evening but estimates coverage is greater for evening.

Source: Field intensity survey; U. S. Census;
 Joint Committee.

W H A T

PHILADELPHIA—EST. 1930

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

Personnel

President.....John B. Knox
 Manager.....Milton Laughlin
 Program Director.....Sam Serota

W
F
I
L

**THE CONFIDENCE
OF THE
COMMUNITY**

WFIL

"PHILADELPHIA'S
STATION"

29% more local advertising in
1939! . . . More than any other
local network station!

Philadelphia business men
know that civic minded, show-
manly WFIL has LOCAL AC-
CEPTANCE. Follow their lead.
For your national spot cam-
paign, tell Philadelphia through
WFIL . . . and . . . you'll sell!

**560 on your dial
PHILADELPHIA, PA.**

NBC Blue . . . Mutual Networks

**Nat'l Representatives
EDW. PETRY CO.**

WFIL

"PENNSYLVANIA'S STATION—WFIL IN PHILADELPHIA"

PHILADELPHIA—EST. 1934

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: 6:30 a.m. to 2:00 a.m. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: Associated Library, Miller Tape Service, C. P. MacGregor.

Personnel

President.....Samuel R. Rosenbaum
General Manager.....Roger Clipp
Assistant General

Manager.....Fred Dodge
Sales Manager.....John Earle Surrick
Publicity Director.....Joseph T. Connolly
Program Director.....James Allen
Musical Director.....Anthony Candelori
Acting Chief Engineer.....Arnold Nygren

Coverage

Population—Primary 3,906,514
Radio Homes— " 944,160
Population—Secondary *5,576,177
Radio Homes— " *1,336,760

* Including Primary Area.

Source: Field strength survey; mail response analysis.

Representative

Edward Petry & Co.

WIP

PHILADELPHIA—EST. 1922

INTERCITY

FREQUENCY: 610 Kc. POWER: 5000 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.
V-P in Charge of Sales.....Edward A. Davies
Program Director.....Murray Arnold
Technical Supervisor.....Clifford C. Harris

Coverage

Population—Primary 3,661,899
Radio Homes— " *1,282,897
Population—Secondary 3,272,681

* Includes both primary and secondary areas

Source: U. S. Census; field intensity measurements.

Representative

Radio Advertising Corp.
(See Page 508)

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. TRANSCRIPTION SERVICE: Langworth. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....Arthur Simon
Program Director.....Thomas B. Smith
Publicity Director.....Lillian Slater
Musical Director.....Joseph Fransoza
Chief Engineer.....Charles Burtis

Coverage

No exact figures available at time of going to press.

Representative

WOV, New York City
(See Page 506)

WTGL

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

"THE ONLY MASTER KEY TO THE MASTER MARKET"

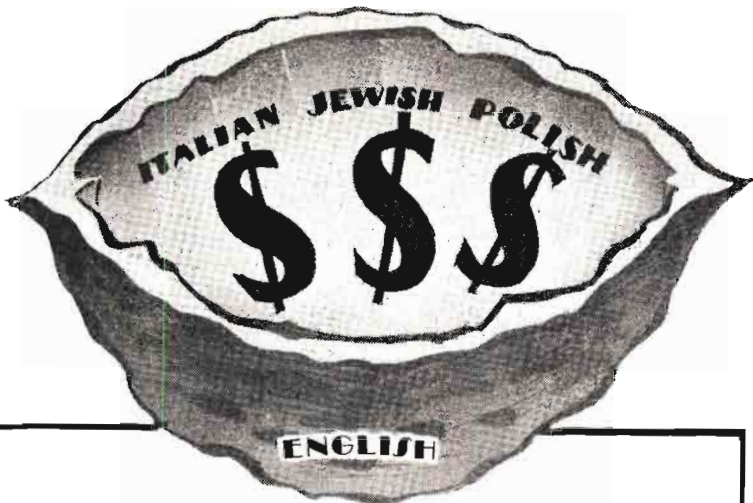
PITTSBURGH—EST. 1920

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: Allison Park, Hampton Township, Pa. TIME ON THE AIR: 6:00 a.m. to 1:00 a.m. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

SALES

in a nutshell!



THE kernel of every Advertising campaign is Sales! That's why more and more National Advertisers, in *addition* to their English shows, are also using our ITALIAN, JEWISH and POLISH programs. They know that specialized Advertising in these *important* foreign language markets bears fruit — "Sales in a Nutshell!"

WPEN PHILADELPHIA
1000 WATTS
WM. PENN BROADCASTING COMPANY, PHILADELPHIA

P E N N S Y L V A N I A

Personnel

President.....G. H. Bucher
 General Manager.....S. D. Gregory
 Artists Bureau Head.....E. J. Calahan
 Sales Manager.....W. E. Jackson
 Publicity Director.....James Luntzel
 Program Manager.....Derby Sproul
 Promotion Manager.....W. B. McGill
 Auditor.....D. F. Dickson
 Musical Director.....Maurice Spitalny
 Plant Manager.....J. E. Baudino

Coverage*

	Daytime	Evening
Population—Primary	5,803,900	5,435,800
Radio Homes— "	1,233,800	1,146,000
Population—Secondary	3,997,500	17,866,900
Radio Homes— "	880,600	2,925,300

* Based on previous transmitter location.

Source: NBC Statistical Department.

Representative

National Broadcasting Co.

K Q V

PITTSBURGH—EST. 1919

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1380 Kc. POWER: 1000 watts.
 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. TIME ON THE AIR: 7:00 a.m. to 12:30 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio Library, Davis & Schwegler.

Personnel

President.....H. J. Brennen
 Vice-President.....H. K. Brennen
 Secretary.....H. N. Stehman
 Station Manager.....John J. Laux
 Commercial & Advertising
 Manager.....R. M. Thompson, Sr.
 Chief Announcer.....J. Herbert Angell
 Publicity Director.....Joe Vilella
 Chief Engineer.....Walter W. McCoy

Coverage

Population—Primary	2,582,669
Radio Homes— "	582,218
Population—Secondary	1,120,550
Radio Homes— "	262,265

Source: Field intensity survey; Joint Committee.

Representative

William G. Rambeau Co.

W C A E

PITTSBURGH—EST. 1922

NBC (RED) & MUTUAL

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

Coverage

Population—Primary	2,280,481
Radio Homes— "	597,700
Population—Secondary	2,016,195
Radio Homes— "	262,856

Source: U. S. Census; Joint Committee.

Representative

International Radio Sales

W J A S

PITTSBURGH—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1290 Kc. POWER: 5000 watts.
 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 SERVICE: 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. Caughey
 Musical Director & Pgm. Mgr.....Jas. Hughes
 Chief Engineer.....W. W. McCoy

Coverage

Population—Primary	3,090,300
Radio Homes— "	652,500
Population—Secondary	7,200,000
Radio Homes— "	1,609,900

Source: Mail response analysis.

Representative

William G. Rambeau Co.

W W S W

PITTSBURGH—EST. 1931

MBS—NBC (Blue)—QUAKER NETWORK

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Walker & Downing Radio Corp.

A "CROSSLEY" RATING OF 85.3?

Say, we wish we had it! However, IF A CROSSLEY WERE MADE ON OUR BUSINESS RECORD, that headline would be no exaggeration! Honest! Look at this . . . As Of December 1, 1939, of the accounts NOW USING WIP—

56.2% have been USING WIP REGULARLY for TWO years!

51.5% have been USING WIP REGULARLY for THREE years!

43.7% have been USING WIP REGULARLY for FOUR years!

40.6% have been USING WIP REGULARLY for FIVE years!

32.8% have been USING WIP REGULARLY for SIX years!

17.1% have been USING WIP REGULARLY for SEVEN years!

12.5% have been USING WIP REGULARLY for EIGHT years!

AND THAT'S WHY WIP IS NOW SOLD A SOLID 85.3%
(yes, 85.3%!!!)

This, mind you, on a 24-HOUR A DAY SCHEDULE, TOO!

610 Kilocycles
1,000 Watts*
35 S. Ninth Street
Walnut 6800

W I P

BENEDICT GIMBEL, JR.
President

EDWARD A. DAVIES
Director of Sales

"PHILADELPHIA'S PIONEER VOICE"

*C. P.—5,000 WATTS

OPERATED BY: Walker & Downing Radio Corp. BUSINESS ADDRESS: Hotel Keystone. PHONE: Grant 5200. STUDIO ADDRESS: Hotel Keystone. TRANSMITTER LOCATION: 341 Rising Main St. TIME ON THE AIR: 7:30 a.m. to midnight. NEWSPAPER AFFILIATION: Pittsburgh Post Gazette. NEWS SERVICE: International News. MAINTAINS ARTISTS' BUREAU TRANSCRIPTION SERVICE: Associated Music Publishers, Standard Radio.

Personnel

President..... Paul Block
 Vice-President..... Oliver J. Keller
 Treasurer..... Leo A. Wise
 Secretary-General Manager Frank R. Smith, Jr.
 Promotion Manager..... H. B. Trautman
 Program Director..... Walter E. Sickles
 Chief Engineer..... Ancil A. Lewis

Coverage

	Daytime	Evening
Population—Primary	1,500,000	1,500,000
Radio Homes— "	361,000	361,000
Population—Secondary	2,250,000	2,250,000
Radio Homes— "	441,000	441,000

Source: Field intensity survey.

Representative

Cox & Tanz

W E E U

READING—EST. 1931

NATIONAL BROADCASTING CO.

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., 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, NAB Library, Standard Radio.

Personnel

General Manager Clifford M. Chafey
 Program Director Paul Breedy
 Sales Manager W. A. Ripley

Coverage

Population—Primary	1,526,900
Radio Homes— "	346,000
Population—Secondary	2,406,600
Radio Homes— "	525,700

Source: Mail response analysis.

Representative

George P. Hollingbery Co.

READING, PA.

AN IDEAL TEST MARKET
AT LOW COST

The third market of Pennsylvania and 66th of the entire nation, Reading, Pa., is selected by many shrewd advertisers as a test market because of its similarity in make up to the large Metropolitan Centers and the purchasing power of its inhabitants. Of course, WEEU is selected as the test station because of its unusual coverage and its low rates per capita listener.

W E E U

1000 Watts — 830 K.C. (A clear national Channel)

Represented Nationally by
GEORGE P. HOLLINGBERY CO.

W R A W

READING—EST. 1921
 NATIONAL BROADCASTING CO.
 FREQUENCY: 1310 Kc. POWER: 100 Watts.
 OWNED BY: Reading Broadcasting Co. OP-
 ERATED BY: Reading Broadcasting Co. BUSI-
 NESS 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 mid-
 night.

Personnel

President Clifford M. Chafey
 Station Manager Raymond A. Gaul
 Sales Manager Robert Magee

Representative

George P. Hollingbery Co.

W G B I

SCRANTON—EST. 1925
 COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 880 Kc. POWER: 1000 watts,
 d.; 500 watts, n. OWNED BY: Scranton Broad-
 casters, Inc. OPERATED BY: Scranton Broad-
 casters, Inc. BUSINESS ADDRESS: 1000 Wy-
 oming Ave. PHONE: 6296-7. STUDIO AD-
 DRESS: Administration Bldg. of International
 Correspondence Schools. TRANSMITTER LO-
 CATION: Drinker Turnpike, Dunmore, Pa.
 TIME ON THE AIR: (daily) 7:00 a.m. to 2:00
 a.m., (Sunday) 8:45 a.m. to 2:00 a.m. NEWS
 SERVICE: Transradio Press. TRANSCRIPTION
 SERVICE: 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

Coverage

Population—Primary	835,200
Radio Homes— "	175,700
Population—Secondary	1,646,000
Radio Homes— "	372,500

Source: Field strength survey and mail re-
 sponse analysis.

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 AD-
 DRESS: Same. TRANSMITTER LOCATION:
 Same. TIME ON THE AIR: Shares Time with
 WGBI. NEWSPAPER AFFILIATION: The Scrant-
 on Times.

Personnel

Director A. J. O'Malley

(CALL LETTERS UNASSIGNED)*

SCRANTON—EST. 1940

FREQUENCY: 1370 Kc. POWER: 250 watts,
 d.; 100 Watts, n. OWNED BY: Union Broad-
 casting Co. OPERATED BY: Union Broad-
 casting Co. BUSINESS ADDRESS: Scranton. STU-
 DIO ADDRESS: Same. TRANSMITTER LOCA-
 TION: Same. TIME ON THE AIR: Unlimited
 License.

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

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 Hol-
 low Blvd. PHONE: 154. TRANSMITTER LO-
 CATION: Same. TIME ON THE AIR: 6:30
 A.M. to local sunset. NEWSPAPER AFFILIA-
 TION: 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

Coverage

Population—Primary	718,329
Radio Homes— "	268,830
Population—Secondary	3,250,000
Radio Homes— "	1,160,340

Representatives

DeLisser-Boyd
 Allied Representation Co.

W K O K

"FRIENDLY VOICE OF CENTRAL
 PENNSYLVANIA"

SUNBURY—EST. 1933

QUAKER 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: 8:00 a.m. to 9:00 p.m.

P E N N S Y L V A N I A

NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated, Davis & Schwegler.

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

Coverage

Population—Primary 141,146
 Radio Homes— " 31,725

Source: Field intensity measurements.

Representative

Furgason & Walker, Inc.

W M B S

"YOUR HOME STATION"
 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

Coverage

Population—Primary 200,900

Source: Field intensity measurements.

W B A X

WILKES-BARRE—EST. 1922

MUTUAL BROADCASTING SYSTEM

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. TRANSCRIPTION LOCATION: Plains Township. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m., daily; 9:00 a.m. to 1:00 a.m., Sundays. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE NBC Thesaurus.

Personnel

President.....John H. Stenger, Jr.
 General Manager.....Dale Robertson
 Commercial Manager.....Harry Thomas
 Artists' Bureau Head.....Jones Evans
 Musical & Program Director.....Ken Beghold
 Promotion Manager.....John Garfield
 Chief Engineer.....John H. Stenger, Jr.

Coverage

	Daytime	Evening
Population—Primary	445,109	445,109
Radio Homes— "	92,020	92,020
Population—Secondary	685,000	685,000
Radio Homes— "	145,000	145,000

Source: Station survey.

Representative

Weed & Co.

W B R E

WILKES-BARRE—EST. 1924

NBC-QUAKER NETWORK

FREQUENCY: 1310 Kc. POWER: 250 watts.
 OWNED BY: Louis G. Baltimore. OPERATED BY: Louis G. Baltimore. BUSINESS ADDRESS: 62 S. Franklin St. PHONE: 3-3101-2. STUDIO ADDRESS: 62 S. Franklin St. TRANSMITTER LOCATION: Kingston. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

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

Coverage

	Daytime	Evening
Population—Primary	850,000	600,000
Radio Homes— "	95%*
Population—Secondary	†	850,000
Radio Homes— "	95%

* Of total families.

† Over one million.

Source: Chamber of Commerce; field intensity measurements.

W R A K

WILLIAMSPORT—EST. 1929

QUAKER—PENNSYLVANIA NETWORK

FREQUENCY: 1370 Kc. POWER: 250 watts.
 OWNED BY: WRAC, Inc. OPERATED BY: WRAC, Inc. BUSINESS ADDRESS: 244 W. 4th St. PHONE: 2-6116-7. STUDIO ADDRESS: 244 W. 4th St. TRANSMITTER LOCATION: 1561 W.

PENNSYLVANIA — RHODE ISLAND

4th St. **TIME ON THE AIR:** 7:30 a.m. to 10:15 p.m. **NEWSPAPER AFFILIATIONS:** Williamsport Sun & Williamsport Gazette & Bulletin. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** Associated Program Service, Davis & Schwegler.

Personnel

President.....E. M. Case
 Vice-President.....R. T. S. Steele
 Treasurer.....W. Van Person
 Secretary-General Mgr.....George 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

Coverage

	Daytime	Evening
Population—Primary	393,161	157,725
Radio Homes— "	85,505	34,308

Source: Mail count survey.

Representative

J. P. McKinney & Son

W O R K

YORK—EST. 1932

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

FREQUENCY: 1320 Kc. **POWER:** 1000 Watts. **OWNED BY:** York Broadcasting Co., Inc. **OPERATED BY:** Same. **BUSINESS ADDRESS:** 13 S. Beaver St. **PHONE:** 6629. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** West Manchester Township. **TIME ON THE AIR:** 7:00 a.m. to 1:00 a.m. **NEWS SERVICE:** Transradio Press. **TRANSCRIPTION SERVICE:** Lang-Worth.

Personnel

Station Manager.....Robert Gulick
 Program Manager.....Harold Miller

Coverage

	Daytime	Evening
Population—Primary	1,860,009	409,322
Radio Homes— "	423,879	84,289

Source: U. S. Census; Joint Committee; Field intensity measurements and mail response analysis.

Representative

Paul H. Raymer Co.

RHODE ISLAND

Population 681,000

Number of Families 169,000

Number of Radio Homes 155,500

Retail Sales \$241,676,600

Auto Registrations 175,802

W E A N

PROVIDENCE—EST. 1922

NBC (BLUE)—YANKEE & COLONIAL NETWORKS 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 2:00 A.M. **NEWS SERVICE:** Local News by staff reporters, Yankee Network News Service. **MAINTAINS AN ARTIST BUREAU.** **TRANSCRIPTION SERVICE:** Associated, Davis & Schwegler.

Personnel

President.....John Shepard, III
 Station & Sales Supervisor.....Malcolm S. Parker
 Chief Engineer.....Harold Tilley

Coverage

	Daytime	Evening
Population—Primary	1,091,437	662,756
Radio Homes— "	251,030	152,434

Source: Field intensity measurements.

Representative

Edward Pety & 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:** Rumford. **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.

• • • RHODE ISLAND — SOUTH CAROLINA • • •

Personnel

President.....Joseph Samuels
 Station Manager.....John J. Boyle
 Musical Director.....Earl Shean
 Chief Engineer.....Thomas Prior

Coverage

Population—Primary 983,600
 Radio Homes— " 219,900
 Population—Secondary 679,900
 Radio Homes— " 163,000

Source: Field intensity survey.

Representative

Weed & Co.

W P R O

PROVIDENCE

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 630 Kc. POWER: 5000 watts,
 d.; 1000 watts, n. OWNED BY: Cherry and
 Webb Broadcasting Co. OPERATED BY: Cher-

ry and Webb Broadcasting Co. BUSINESS AD-
 DRESS: 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 ManagerStephen P. Willis
 Commercial ManagerWilliam T. Bush

Coverage

	Daytime	Evening
Population—Primary	1,126,000	1,034,400
Radio Homes— "	254,050	231,880
Population—Secondary	7,072,700	4,153,400
Radio Homes— "	1,604,350	945,030

Source: CBS Listening Area Study.

Representative

Paul H. Raymer Co.

SOUTH CAROLINA

Population 1,875,000

Number of Families 407,000

Number of Radio Homes 207,300

Retail Sales \$273,026,600

Auto Registrations 285,000

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: Anderson Col-
 lege. PHONE: 800. STUDIO ADDRESS: Ander-
 son College. TRANSMITTER LOCATION:
 Same. TIME ON THE AIR: 6:00 a.m. to 12:00
 midnight. NEWSPAPER AFFILIATIONS: Ander-
 son Independent, Anderson Daily Mail. NEWS
 SERVICE: Associated Press. MAINTAINS ART-
 ISTS' BUREAU. TRANSCRIPTION SERVICE:
 World Broadcasting System, Lang-Worth.

Personnel

OwnerWilton E. Hall
 Station Manager.....W. Ennis Bray
 Program Director.....James A. Bulleit
 Chief Announcer.....James Waldrop
 Auditor.....Helen Hall
 Artists Bureau Head.....Edith Hall
 Publicity Director.....G. Paul Browne
 Musical Director.....Dan B. Ferguson
 Chief Engineer.....Wendell C. Roberts
 Recording Engineer.....J. Roger Skelton

Coverage

Population—Primary 762,912
 Radio Homes— " 73,001
 Population—Secondary 376,873
 Radio Homes— " 33,100

Source: Station survey.

W C S C

"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: 7611. STUDIO ADDRESS:
 Francis Marion Hotel. TRANSMITTER LOCA-
 TION: St. Andrews Farm, one mile west of
 city. TIME ON THE AIR: Sundays—8:00 a.m.
 to 12:00 midnight; daily—6:45 a.m. to 12:00
 midnight. NEWS SERVICE: United Press.
 TRANSCRIPTION SERVICE: World Broadcast-
 ing System.

SOUTH CAROLINA

Personnel

President-Station Manager.....J. M. Rivers
 Program Director.....Charles McMahon
 Sales Manager.....Roland Weeks
 Publicity Director.....Phil Sutterfield
 Chief Engineer.....J. B. Fuqua

Coverage

Population—Primary 272,800
 Radio Homes— " 32,900
 Population—Secondary 505,300
 Radio Homes— " 58,200

Source: Field intensity survey and mail response analysis.

Representative

Free & Peters, Inc.

WTMA

"WTMA, FIRST WITH NEWS,
 FIRST IN SPORTS"

CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.

FREQUENCY: 1210 Kc. POWER: 250 watts.
 OWNED BY: Atlantic Coast Broadcasting Co.
 OPERATED BY: Atlantic Coast Broadcasting Co.
 BUSINESS ADDRESS: Wagener Terrace.
 STUDIO ADDRESS: Wagener Terrace. TRANSMITTER LOCATION: Same. TIME ON THE AIR:

17½ hours daily; 16 hours, Sundays. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Station Manager...William D. Workman, Jr.
 Commercial Manager.....Edward C. Powers
 Program Director.....C. Wylle Calder
 Chief Engineer.....D. M. Bradham

Coverage

	Daytime	Evening
Population—Primary	150,000	80,000
Radio Homes— "	22,950	15,000
Population—Secondary	180,000	100,000
Radio Homes— "	28,000	18,000

Source: Field intensity survey.

Representative

George P. Hollingbery Co.

WCOS

COLUMBIA—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts.
 OWNED BY: Carolina Advertising Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1202 Main St. PHONE: 2-5601. STUDIO ADDRESS: 1202 Main St. TRANSMITTER LOCATION: Columbia. TIME ON THE AIR: Unlimited Li-

277.0
 237.0
 196.1
 291.5
 174.0
 316.2
 242.4
 12,121.2*
PRIMARY

**TOTAL SQ. MILES
 WIS
 DAYTIME COVERAGE**

★ COLUMBIA, S.C.

.5 My/M

**WOLS
 FLORENCE, S.C.
 SIMULCASTING
 AVAILABLE**

5000 watts on 560 kilocycles does the job of covering more of South Carolina from one station, WIS, than the combined total wattage of all other six South Carolina stations. Good programs from their state capital, Columbia, cause lots of folks to give WIS listener preference well beyond the half millivolt contour. If you want just one station in South Carolina, for best results use WIS.



N. B. C. — BOTH RED AND BLUE NETWORKS

WIS

**COLUMBIA
 SOUTH CAROLINA**
 5,000 WATTS DAY
560Kc.
 1,000 WATTS NIGHT

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

SOUTH CAROLINA

cense (17 hours, daily). **NEWS SERVICE:** Transradio Press. **TRANSCRIPTION SERVICE:** Associated Library.

Personnel

Commercial Manager.....J. W. McIver
 Program Director.....Sterling Wright
 Chief Engineer.....Charles A. Thoman

Coverage

Population—Primary 208,500
 Radio Homes— " 51,000
 Population—Secondary 239,380
 Radio Homes— " 113,970

Source: Station survey.

Representative

Furgason & Walker, Inc.

W I S

"SERVING A STATE-WIDE AUDIENCE
 FROM COLUMBIA, SOUTH CAROLINA"

COLUMBIA—EST. 1930

NATIONAL BROADCASTING COMPANY
 FREQUENCY: 560 Kc. POWER: 5000 watts.

d.; 1000 watts, n. OWNED BY: The Liberty Life Insurance Co. OPERATED BY: The Liberty Life Insurance Co. BUSINESS ADDRESS: 1811 Main St. PHONE: 22135-22136. STUDIO ADDRESS: 1811 Main St. TRANSMITTER LOCATION: Bluff Road. TIME ON THE AIR: Daily—6:45 a.m. to 12:00 midnight. Sundays, 8:00 a.m. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President and Station
 ManagerG. Richard Shafto
 Advertising-Commercial
 Manager.....J. D. Saumenig
 Chief Announcer.....James W. Young
 Program and Publicity
 Director.....Floyd D. Rodgers, Jr.
 Chief Engineer.....Scott Helt
 Chief Control Engineer.....R. D. Lambert, Jr.

Coverage

Population—Primary 948,400
 Radio Homes— " 98,900
 Population—Secondary 2,780,600
 Radio Homes— " 389,600

Source: Field intensity and mail response analysis.

Representative

Free & Peters, Inc.

W O L S

"THE VOICE OF THE MAGIC CITY"

FLORENCE—EST. 1937

NATIONAL BROADCASTING CO.

FREQUENCY: 1200 Kc. POWER: 250 watts.
 OWNED BY: O. Lee Stone. OPERATED BY: Same. BUSINESS ADDRESS: Sanborn Hotel. PHONE: 48. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Charleston Highway South of Florence. TIME ON THE AIR: Un-

limited License. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated Program Service.

Personnel

President-Station Manager.....O. Lee Stone
 Commercial Manager.....Willard Miller
 Program Director.....Rod Dorsey
 Chief Engineer.....Robert M. Wallace

W F B C

GREENVILLE—EST. 1933

NATIONAL BROADCASTING CO.

FREQUENCY: 1300 Kc. POWER: 5000 watts.
 OWNED BY: The Greenville News-Piedmont Co. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Greenville. PHONE: 362-3. STUDIO ADDRESS: Hotel Greenville. TRANSMITTER LOCATION: Gantt, S. C. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Greenville News, Greenville Piedmont. NEWS SERVICES: United Press, International News Service, Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

Personnel

PresidentB. H. Peace, Jr.
 Station ManagerB. T. Whitmire
 Commercial ManagerW. S. Lindsay
 Program Director.....Charles Batson
 Production Manager.....Jim Reid
 Publicity DirectorDan Crosland
 Musical DirectorEber Lineberger
 Chief Engineer.....W. C. Etheredge

Coverage

	Daytime	Evening
Population—Primary	887,190	589,183
Radio Homes— "	92,100	65,000
Population—Secondary	954,994	887,190
Radio Homes— "	96,100	65,000

Source: U. S. Census.

Representative

Bryant, Griffith and Brunson

W H T R *

SPARTANBURG—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Spartanburg Advertising Co. OPERATED BY: Spartanburg Advertising Co. BUSINESS ADDRESS: Spartanburg. STUDIO ADDRESS: Spartanburg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

*Station was licensed to operate under a construction permit at time of going to press and no further information was available after the usual requests.

W S P A

SPARTANBURG—EST. 1929

FREQUENCY: 920 Kc. POWER: 1000 watts.

SOUTH CAROLINA — SOUTH DAKOTA

OWNED BY: Virgil Evans. OPERATED BY: Virgil Evans. BUSINESS ADDRESS: Press-Radio Bldg. PHONE: 2900. STUDIO ADDRESS: Press-Radio Bldg. TRANSMITTER LOCATION: Evanston H'ls. TIME ON THE AIR: 6:00 A.M. to sunset. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATION: The Daily News. NEWS SERVICE: United Press, Transradio Press. TRANSCRIPTION SERVICE: Langlois & Wentworth, Associated Music Library.

Population—Secondary 3,000,000
Radio Homes— " 700,000
Source: U. S. Census.

Representative
Headley-Reed Co.

W F I G *

SUMTER—EST. 1939

FREQUENCY: 1310 Kc. POWER: 250 watts. d.: 100 watts. n. OWNED BY: J. Samuel Brody. OPERATED BY: J. Samuel Brody. BUSINESS ADDRESS: Sumter. STUDIO ADDRESS: Sumter. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

Personnel

Owner J. Samuel Brody
*Station was licensed to operate under a construction permit and reported that inauguration of service would begin on March 1.

Personnel

President and General Manager Virgil Evans
Commercial Manager John Brownlee
Chief Announcer B. E. Rocozie
Musical Director Hal Moore
Chief Engineer George Tate

Coverage

Population—Primary 1,400,000
Radio Homes— " 365,000

SOUTH DAKOTA

Population 692,000

Number of Families 167,000

Number of Radio Homes 132,900

Retail Sales \$162,320,400

Auto Registrations 187,729

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: Transradio Press, Radio News Association, local news staff. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President H. C. Jewett, Jr.
Vice-President C. H. Anderson
Vice-President Olwin Ackley
Treasurer J. H. McKeever
Secretary-General Manager A. A. Fahy
Program Director E. L. Weeks
Publicity Manager F. E. Painter
Chief Engineer Delbert Hunt

Coverage

Population—Primary 117,744
Radio Homes— " 29,436
Population—Secondary 159,652
Radio Homes— " 69,349
Source: Station survey.

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 ADDRESS: Library Bldg., State College. TRANSMITTER LOCATION: Brookings. TIME ON THE AIR: Shares daytime hours.

Personnel

Station Manager S. W. Jones
Chief Engineer W. H. Gamble

K G F X

"THE PIONEER STATION"
PIERRE—EST. 1922

FREQUENCY: 630 Kc. POWER: 200 watts. OWNED BY: Ida A. McNeil. OPERATED BY: Ida A. McNeil. BUSINESS ADDRESS: 203 West Summit Ave. PHONE: 2251. STUDIO ADDRESS: 203 W. Summit Ave. TRANSMITTER LOCATION: 203 W. Summit Ave. TIME ON THE AIR: 9:30 A.M. to sunset. NEWS SERVICE: Associated Press.

Personnel

Owner and Director Ida A. McNeil

Representative
James Hanley (Washington, D. C.)

SOUTH DAKOTA

K O B H

"THE CALL OF THE BLACK HILLS"
RAPID CITY—EST. 1936

FREQUENCY: 1370 Kc. POWER: 250 watts.
OWNED BY: Black Hills Broadcast Co. of Rapid City. OPERATED BY: Black Hills Broadcast Co. of Rapid City. BUSINESS ADDRESS: Alex Johnson Hotel. TRANSMITTER LOCATION: Rapid City. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M., daily; 8:00 A.M. to 4:00 P.M., Sundays. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NBC Thesaurus, and C. P. MacGregor.

Personnel

President.....C. A. Quarnberg
Vice-President-Managing Director,
Robert J. Dean
Secretary.....George E. Bruntlett
Treasurer.....W. J. McNulty
Program Director.....A. H. George, Jr.
Continuity Director.....B. C. Barth
Business Manager.....Margaret Bamsey
Chief Engineer.....M. J. Jones

Coverage

	Daytime	Evening
Population—Primary	78,400	21,600
Radio Homes— "	19,600	5,400
Population—Secondary	86,900	21,710
Radio Homes— "	20,200	3,620

Source: Joint Committee.

Representative

Cox & Tanz

W C A T

"A PIONEER RADIO STATION OF THE
MIDWEST"

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, NAB Library, Lang-
Worth.

Personnel

President.....J. P. Connolly
Chief Announcer.....Max Friedman
Station Manager.....C. M. Rowe
Publicity Director.....Redford Dibble
Chief Engineer.....E. E. Clark

K E L O

SIOUX FALLS—EST. 1937
NATIONAL BROADCASTING COMPANY

FREQUENCY: 1200 Kc. POWER: 250 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: 10:00
A.M. to 12:00 midnight. NEWS SERVICE:
United Press. TRANSCRIPTION SERVICE:
NBC Thesaurus, C. P. MacGregor.

Personnel

President and Station
Manager.....Joseph Henkin
Vice-President-Promotion Manager,
S. Fantle, Jr.
Assistant Manager-Sales Director,
George R. Hahn
Program Director.....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: 5000 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.

Personnel

President and Station
Manager.....Joseph Henkin
Vice-President-Promotion Manager,
S. Fantle, Jr.
Assistant Manager-Sales Director,
George R. Hahn
Program Director.....Morton Henkin
Chief Engineer.....Max Staley

Coverage

Population—Primary	1,820,840
Radio Homes— "	364,110
Population—Secondary	808,882
Radio Homes— "	150,490

Source: NBC Statistical Department.

Representative

Howard H. Wilson & Co.

K U S D

"THE UNIVERSITY STATION"
VERMILLION—EST. 1922

FREQUENCY: 890 Kc. POWER: 500 Watts.
OWNED BY: University of South Dakota. OP-
ERATED BY: University of South Dakota. BUSI-

• • • **SOUTH DAKOTA** • • •

NESS ADDRESS: Vermillion. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 2:30 P.M. to 5:00 P.M.

Personnel

Manager-Program Director . . . R. E. Rawlins, Jr.
Chief Engineer W. H. Jordan

K W A T *

WATERTOWN—EST. 1940

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Midland National Life Insurance Co. OPERATED BY: Midland National Life Insurance Co. BUSINESS ADDRESS: Watertown. STUDIO ADDRESS: Watertown. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

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

W N A X

"SERVING THE MIDWEST FARMER"
YANKTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM
THE COWLES STATIONS

FREQUENCY: 570 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: WNAX Broadcasting Co. OPERATED BY: WNAX Broadcasting Co. BUSINESS ADDRESS: Second and Capitol. PHONE: 484. STUDIO ADDRESS: Second & Capitol, Yankton; Orpheum Theatre Bldg., Sioux City. TRANSMITTER LOCATION: 4½ miles E. of Yankton. TIME ON THE AIR: 5:30 A.M. to 12:00 midnight—(Daily) 7:30 A.M. to 12:00 midnight—(Sundays). NEWSPAPER AFFILIATION: Des Moines Register & Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated. MAINTAINS ARTISTS' BUREAU.

Personnel

President Gardner Cowles, Jr.
Station Manager Robert R. Tinch
Commercial Manager Phil Hoffman
Program Director Arthur J. Smith
Chief Engineer Clifton M. Todd

Coverage

	Daytime	Evening
Population—Primary	3,917,100	1,673,900
Radio Homes— "	719,590	300,610
Population—Secondary	5,721,400	4,202,800
Radio Homes— "	1,240,400	889,580

Source: CBS Listening Area Study.

Representative

The Katz Agency

70,570 RADIO HOMES

await your message

WOPI

250 Watts Day and Night RCA Equipped Throughout

Merchandising Department

Bristol

Tennessee-Virginia

Two Markets to Market

Sometimes Overlooked by Smart Advertisers

TENNESSEE

Population 2,893,000

Number of Families 689,000

Number of Radio Homes 459,900

Retail Sales \$530,844,600

Auto Registrations 412,100

WOPI

"THE VOICE OF THE APPALACHIANS"
BRISTOL—EST. 1929

FREQUENCY: 1500 Kc. POWER: 250 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: Old Abingdon Pike, Bristol, Va. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus.

Personnel

President and General Manager. W. A. Wilson
Commercial Manager. Walter Pritchard
Artists Bureau Head. Mary Abell
Program Director-Chief Announcer, Fey Rogers

Publicity Director and Continuity, Harry Hudson
Chief Engineer. Robert Smith

Coverage

	Daytime	Evening
Population—Primary	186,984	103,120
Radio Homes— "	29,880	22,910
Population—Secondary	319,124
Radio Homes— "	40,690

Source: Station survey.

Representative

Burn-Smith Co.

W A P O

"CHATTANOOGA'S FRIENDLY STATION"
CHATTANOOGA—EST. 1936

NBC-BLUE

FREQUENCY: 1420 Kc. POWER: 250 watts (C.P. 1120 Kc., 500 watts). 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, daily; 6:30 A.M. to 11:00 P.M., Sundays. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU.

Personnel

Owner. W. A. Patterson
General Manager. R. G. Patterson
Advertising Manager. Nelson Krepps
Chief Engineer. B. B. Barnes

WDOD

CHATTANOOGA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1280 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: WDOD Broadcasting Corp. OPERATED BY: WDOD Broadcasting Corp. BUSINESS ADDRESS: Hotel Patten. PHONE: 6-5117. STUDIO ADDRESS: Hotel Patten. TRANSMITTER LOCATION: Brainerd, Tenn. 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, Lang-Worth.

Personnel

President. Norman A. Thomas
Commercial Manager. Carter M. Parham
Program Manager. D. W. McCurdy
Chief Engineer. J. C. Vessels

Coverage

Population—Primary	669,867
Radio Homes— "	81,127
Population—Secondary	659,682
Radio Homes— "	64,268

Source: Mail response analysis and field intensity survey.

Representative

Paul H. Raymer Company

WHUB

COOKEVILLE—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: M. L. Medley. OPERATED BY: M. L. Medley. BUSINESS ADDRESS: Cookeville. STUDIO ADDRESS: Cookeville. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

Owner. M. L. Medley
Station Manager. Jim Turner
Chief Engineer. Charles R. Duke

Coverage

	Daytime
Population—Primary	100,700
Radio Homes— "	15,750
Population—Secondary	299,300
Radio Homes— "	45,000

Source: U. S. Census; Joint Committee.

W T J S

JACKSON—EST. 1930

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 250 watts.
 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, and Corinth, Miss.
 TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.
 NEWSPAPER AFFILIATION: Jackson Sun.
 NEWS SERVICE: United Press. MAINTAINS
 ARTISTS' BUREAU. TRANSCRIPTION SERV-
 ICE: NBC Thesaurus.

Personnel

President.....C. E. Pigford
 Vice-President.....Albert A. Stone
 Business-Commercial Manager.....A. B. Robinson
 Advertising Manager.....Bill Winsett
 Artists' Bureau Head.....James Allen
 Publicity Director.....Leslie Brooks
 Musical Director.....James Allen
 Chief Engineer.....C. B. Brummell

Coverage

Population—Primary	279,727
Radio Homes— "	46,495
Population—Secondary	226,499
Radio Homes— "	36,285

Source: Mail response analysis and field intensity survey.

Representative

The Branham Company

W J H L

JOHNSON CITY—EST. 1938

FREQUENCY: 1200 Kc. POWER: 250 Watts.
 OWNED BY: WJHL, Inc. OPERATED BY:
 WJHL, Inc. BUSINESS ADDRESS: P. O. Box
 871. STUDIO ADDRESS: 412 S. Roan St. and
 Times Bldg., Kingsfirt, Tenn. PHONE: 998.
 TRANSMITTER LOCATION: Johnson City.
 PHONE: 2211. TIME ON THE AIR: 6:30 A.M. to
 11:00 P.M. NEWS SERVICE: United Press.
 TRANSCRIPTION SERVICE: Standard Radio,
 Associated.

Personnel

Manager.....W. Hanes Lancaster
 Commercial Manager.....J. D. Schacklett
 Program Director.....Henry Frick
 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: Anderson Road near Beverly.
 TIME ON THE AIR: 5:30 A.M. to 1:00 A.M.,
 daily; Sunday, 6:00 A.M. to 12:00 midnight.
 NEWSPAPER AFFILIATION: Knoxville News-
 Sentinel. NEWS SERVICE: United Press.
 MAINTAINS ARTISTS' BUREAU. TRANSCRIP-
 TION SERVICE: Associated Library, Standard
 Radio.

Personnel

General & Commercial
 Manager.....R. B. Westergaard
 Program Director.....Lowell Blanchard
 Publicity Director.....C. B. Davis
 Cashier-Office Manager.....Paul Healy
 Chief Engineer.....J. B. Epperson

Coverage

	Daytime	Evening
Population—Primary	495,000
Radio Homes— "	75,840	57,560
Population—Secondary	493,000
Radio Homes— "	90,770	61,000

Source: Field intensity survey; U. S. Census;
 Joint Committee.

Representative

The Branham Co.

W R O L

KNOXVILLE—EST. 1927

NBC—(RED & BLUE)

TENNESSEE STATE NET

FREQUENCY: 1310 Kc. POWER: 250 Watts.
 OWNED BY: Stuart Broadcasting Corp. OP-
 ERATED BY: Same. BUSINESS ADDRESS: 524
 S. Gay St. PHONE: 2-7112. STUDIO AD-
 DRESS: Same. TRANSMITTER LOCATION:
 201 Randolph St. TIME ON THE AIR: 5:15
 A.M. to 12:05 A.M., daily; 7:30 A.M. to 12:05
 A.M., Sundays. NEWS SERVICE: International
 News Service. TRANSCRIPTION SERVICE:
 Davis & Schwegler.

Personnel

President.....S. E. Adcock
 Station Manager.....C. H. Frazier
 Program Director.....John H. Reese
 Chief Engineer.....Joe Wolford

Coverage

Population—Primary	338,522
Radio Homes— "	58,280
Population—Secondary	548,655
Radio Homes— "	90,640

Source: Department of Commerce; Joint Com-
 mittee.

Representative

John Blair & Co.

W H B Q

MEMPHIS—EST. 1925

FREQUENCY: 1370 Kc. POWER: 100 Watts.
 OWNED BY: Broadcasting Station WHBQ,
 Inc. OPERATED BY: Broadcasting Station

T E N N E S S E E

WHBQ, Inc. BUSINESS ADDRESS: Hotel Claridge. PHONE: 8-6868. STUDIO ADDRESS: Hotel Claridge. TRANSMITTER LOCATION: Court & Neely. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

Personnel

President.....Thos. Thompson
 Secretary-Treasurer.....H. B. Wooten
 General Manager.....E. A. Alburty
 Chief Announcer.....Emmett McMurray
 Sales Manager.....E. Pournelle
 Publicity Director.....Sam Gordon
 Artists' Bureau Head and
 Musical Director.....J. M. Klaer
 Chief Engineer.....Weldon Roy

Coverage

	Daytime	Evening
Population—Primary	512,298	392,870
Radio Homes— "	82,400	70,000
Population—Secondary	987,900	791,450
Radio Homes— "	99,380	91,210

Source: Mail response analysis; U. S. Census; Department of Commerce.

W M C

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: Commercial Appeal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus, NAB Library, Lang-Worth, Davis & Schwegler.

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

Coverage

	Daytime	Evening
Population—Primary	2,820,693	1,258,775
Radio Homes— "	399,540	189,300

Source: U. S. Census; Joint Committee; field intensity survey.

Representative

The Branham Company

W M P S

MEMPHIS—EST. 1925

NATIONAL BROADCASTING CO. (BLUE)
 MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Memphis

Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 62 North Main St. PHONE: 5-2721. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1690 S. Lauderdale. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Memphis Press-Scimitar. TRANSCRIPTION SERVICE: Standard Radio. NEWS SERVICE: United Press.

Personnel

President.....Jack Howard
 Vice President-General
 Manager.....J. C. Hanrahan
 Program Director-News
 Editor.....Lawrence Trexler
 Chief Engineer.....J. P. Epperson

Coverage

Population—Primary	483,000
Radio Homes— "	91,700
Population—Secondary	342,400
Radio Homes— "	35,700

Source: Mail response analysis.

W L A C

NASHVILLE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1470 Kc. POWER: 5000 Watts.

OWNED BY: J. T. Ward. OPERATED BY:

BUSINESS KEEPS Climbing AT WLAC

NATIONAL ADVERTISING GAINS:

1936 over 1935 —	215%
1937 over 1936 —	69%
1938 over 1937 —	16%
1939 over 1938 —	85%
1939 over 1935 —	1,043%

And 1940 is showing substantial gains over 1939! The reason for these phenomenal gains is simple—Advertisers have discovered that WLAC is the outstanding buy in the Nashville market.

W L A C

5,000 Watts

Nashville, Tennessee

J. T. Ward, Owner F. C. Sowell, Gen. Mgr.

Member Station C. B. S.

Paul H. Raymer & Co.

National Representatives

Affiliated with World Broadcasting System



X WE

● WSM has one of the Largest staffs of talent and technical experts of any single station in the United States. That is one reason why WSM tailor-made shows break response and sales records for one client after another.

And this is not the result of the work of any one "genius" but the close cooperation of a well knit organization and a talent staff in excess of 250 artists.

Ask your secretary to write us today for case histories. You owe it to your firm to have this information. It will be sent by return mail.

National Representatives, Edward Petry & Co., Inc.



NO ADVERTISING CAMPAIGN IS COMPLETE WITHOUT WSM

WLAC Broadcasting Service. BUSINESS ADDRESS: Third National Bank. PHONE: 7-3425. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 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
 Musical Director.....Charles Nagy
 Chief Engineer.....F. D. Binns

Coverage

Population—Primary	583,000
Radio Homes— "	103,900
Population—Secondary	468,000
Radio Homes— "	72,900

Source: Mail response analysis.

Representative

Paul H. Raymer Company

W R E C

MEMPHIS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 600 Kc. POWER: 5000 Watts. d.; 1000 Watts, n. OWNED BY: Hoyt B. Wooten d/b as WREC Broadcasting Service. OPERATED BY: Hoyt B. Wooten d/b as WREC Broadcasting Service. 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, Lang-Worth.

Personnel

President-General Manager...Hoyt B. Wooten

Coverage

Population—Primary	2,110,900
Radio Homes— "	348,500

Source: Field intensity survey.

Representative

The Katz Agency

W S I X

NASHVILLE—EST. 1927

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 250 Watts. OWNED BY: WSIX, Inc. OPERATED BY: WSIX, Inc. BUSINESS ADDRESS: Nashville Trust Bldg. PHONE: 5-5431. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Third and Boscobel Sts. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: Nashville Banner. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, C. P. MacGregor, Lang-Worth, Associated Program Service, Davis & Schwegler.

Personnel

President.....Jack M. Draughon
 Commercial Manager.....Gene Tanner
 Chief Engineer.....B. E. Porter

Representative

Headley-Reed Co.

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 ADDRESS: Same. TRANSMITTER LOCATION: 6 miles north Franklin. TIME ON THE AIR: 6:30 A.M. to midnight (C.S.T.). NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NAB Library, Lang-Worth.

Personnel

Vice-President.....Edwin W. Craig
 Station Manager.....Harry Stone
 Advertising Manager.....W. S. Dustin
 Publicity Director.....Jack Harris
 Chief Engineer.....J. H. DeWitt, Jr.

Coverage

Population—Primary	2,399,000
Radio Homes— "	317,900
Population—Secondary	3,389,200
Radio Homes— "	370,300

Source: Mail response analysis.

Representative

Edward Petry & Co.

WSIX
 The Voice of Nashville
NASHVILLE
 MUTUAL BROADCASTING SYSTEM
 Headley-Reed Co. National Representatives

This rich Nashville area — one of the highest retail sales per capita markets in the U. S. — is covered by WSIX with a listener preference attested through numerous surveys covering automobiles, homes, and business institutions.

HIGH IN THE TEXAS SKY!

TAYLOR-HOWE- SNOWDEN GROUP

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

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

KGNC

AMARILLO

KTSA

SAN ANTONIO

KFYO

LUBBOCK

KRGV

WESLACO

HOWARD H. WILSON COMPANY, REPRESENTATIVE

New York

Chicago

Kansas City

San Francisco

TEXAS

Population 6,172,000

Number of Families 1,516,000

Number of Radio Homes 1,033,500

Retail Sales \$1,418,190,400

Auto Registrations 1,605,930

K R B C

"STARS OVER WEST TEXAS"

ABILENE—EST. 1936

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

FREQUENCY: 1420 Kc. POWER: 250 Watts.

OWNED BY: Reporter Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Hilton Hotel PHONE: 6225 Studio; 3542 Transmitter. STUDIO ADDRESS: Hilton Hotel. TRANSMITTER LOCATION: Abilene. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. daily except Saturday; 6:30 A.M. to 12:00 Midnight, Saturdays. NEWSPAPER AFFILIATION: Abilene Reporter-News. NEWS SERVICE: Associated Press, (United Press, from Texas State Network). TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President.....M. B. Hanks
Vice-President & Managing
Director.....Howard Barrett
General Manager.....Elliott Roosevelt
Secretary.....Athalene Culley
Commercial Manager.....Poole Robertson
Chief Engineer.....W. W. Robertson

Coverage

Population—Primary 273,052
Radio Homes— " 36,800
Population—Secondary 225,031
Radio Homes— " 30,500

Source: Mail response analysis.

Representative

Texas State Network

K F D A

AMARILLO—EST. 1939

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 Watts.

OWNED BY: Amarillo Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Nunn Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press supplied by Texas State Network. TRANSCRIPTION SERVICE: Standard Radio, Davis & Schwegler.

Personnel

General Manager.....Earl R. Strandberg
Program Director.....Carter Reynolds
Chief Engineer.....Ralph E. Cannon, Jr.

Coverage

	Daytime	Evening
Population—Primary	147,670	99,116
Radio Homes— "	33,420	18,900
Population—Secondary	182,768	65,584
Radio Homes— "	21,180	10,850

Source: U. S. Census; Joint Committee; mail response analysis.

Representative

John H. Perry Associates

K G N C

"HEREFORD CAPITOL OF THE WORLD"

AMARILLO—EST. 1924

NBC (Optional Red and Blue)

FREQUENCY: 1410 Kc. POWER: 2500

Watts, d.; 1000 Watts, n. OWNED BY: Plains Radio Broadcasting Co. OPERATED BY: Plains Radio Broadcasting Co. BUSINESS ADDRESS: 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. NEWSPAPER AFFILIATIONS: Amarillo Globe-News, Lubbock Avalanche Journal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, NAB Library, Lang-Worth.

Personnel

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

Coverage

Population—Primary 250,000
Radio Homes— " 44,300
Population—Secondary 180,500
Radio Homes— " 29,700

Source: Field intensity measurements.

Representative

Howard H. Wilson Co.

K N O W

AUSTIN—EST. 1923

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

FREQUENCY: 1500 Kc. POWER: 250 Watts.

OWNED BY: Frontier Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Norwood Bldg. PHONE: 2-6213-4. STUDIO

TEXAS

ADDRESS: Same. TRANSMITTER LOCATION: 400 Tillery St. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

General Manager.....James W. Pate
Commercial Manager..... Paul Forchheimer
Program Director..... Pat Adelman
Production Manager..... Alvin Cowan
Chief Engineer..... T. E. Daniels

Coverage

Population—Primary	91,300
Radio Homes— "	13,500
Population—Secondary	297,000
Radio Homes— "	38,300

Source: Station survey.

K T B C

AUSTIN—EST. 1939

FREQUENCY: 1120 Kc. POWER: 1000 Watts. OWNED BY: State Capitol Broadcasting Assn. OPERATED BY: State Capitol Broadcasting Association. BUSINESS ADDRESS: 119 A West 8th St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Dallas Highway. TIME ON THE AIR: Specified Daytime Hours with WTAW. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....R. B. Anderson
Program Director..... Fred Caldwell
News Editor..... Merle McMurry
Office Manager..... Eva Wise
Chief Engineer..... Harry Slife

Coverage

Population—Primary	304,510
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Source: Joint Committee.

K F D M

BEAUMONT—EST. 1924

NATIONAL BROADCASTING COMPANY
FREQUENCY: 560 Kc. POWER: 1000 Watts. OWNED BY: Beaumont Broadcasting Co., Inc. OPERATED BY: Beaumont Broadcasting Co., Inc. BUSINESS ADDRESS: P. O. Box 2950. PHONE: 3882. STUDIO ADDRESS: Edison Hotel. TRANSMITTER LOCATION: Beaumont. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....C. W. Snider
Secretary-Treasurer..... D. A. Kahn
General Manager..... C. B. Locke
Program Director..... Faye McCarthy
Production Manager..... Leon Taylor
Chief Engineer..... Leon Saye

Coverage

Population—Primary	320,400
Radio Homes— "	56,200
Population—Secondary	524,500
Radio Homes— "	68,100

Source: Mail response analysis.

Representative

John Blair & Co.

K R I C

BEAUMONT—EST. 1939

FREQUENCY: 1420 Kc. POWER: 250 Watts. OWNED BY: KRIC, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 130 Wall St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. daily except Saturday and Sunday; 6:30 A.M. to 2:00 A.M., Saturdays; 8:00 A.M. to 12:00 Midnight, Sundays. NEWSPAPER AFFILIATION: Beaumont Enterprise & Journal. NEWS SERVICE: Associated Press, Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio, World Broadcasting System.

Personnel

President.....Mrs. J. L. Mapes
Vice-President-Treasurer..... E. C. Davis
Secretary..... Mrs. Eva Dujay
Station Director..... Bert Horswell

Coverage

	Daytime
Population—Primary	250,000
Radio Homes— "	71,400
Population—Secondary	500,000
Radio Homes— "	142,800

Source: Chamber of Commerce: station survey.

Representative

Headley-Reed Co.

K B S T

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: 16½ hours daily. NEWSPAPER AFFILIATION: Big Spring Herald. THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press (via Texas State Network). TRANSCRIPTION SERVICE: Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager..... Elliott Roosevelt
Supervisor..... Howard Barrett
Commercial Manager..... Jack Wallace
Program Director..... Mary Vance Keneaster
Chief Engineer..... J. B. Casey

Coverage

Population—Primary	120,600
Radio Homes— "	16,300
Population—Secondary	100,000
Radio Homes— "	15,400

Source: Joint Committee.

Representative

Texas State Network

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KNEL

BRADY—EST. 1935

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. 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 10:30 P.M. NEWS SERVICE: Hear O' Texas News (local). TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

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

Coverage

Population—Primary	129,000
Radio Homes— "	20,800
Population—Secondary	126,900
Radio Homes— "	22,300

Source: Mail response analysis.

Representative

Cox & Tanz

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KGFI

BROWNSVILLE—EST. 1927

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Eagle Broadcasting Co. OPERATED BY: Eagle Broadcasting Co., Inc. BUSINESS ADDRESS: P. O. Box 329. PHONE: 1044. STUDIO ADDRESS: Brownsville-San Benito Highway, Brownsville; Stonewall Jackson Hotel, San Benito; Madison Hotel, Harlingen. TRANSMITTER LOCATION: Brownsville. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. (daily); 8:00 A.M. to 10:00 P.M. (Sundays). NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

General Manager.....Lawrence D. Yates
Commercial Manager.....Grover A. Godfrey
Chief Engineer.....Willis Wilson

Representative

Cox & Tanz

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WTAW

COLLEGE STATION—EST. 1921

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
Chief Engineer.....H. C. Dillingham

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KRIS

CORPUS CHRISTI—EST. 1937

NATIONAL BROADCASTING CO.

FREQUENCY: 1330 Kc. POWER: 500 Watts. OWNED BY: Gulf Coast Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Medical and Professional Bldg., P. O. Box 840. PHONE: 6354. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Corpus Christi. NEWSPAPER AFFILIATION: Corpus Christi Caller-Times.

Personnel

ManagerT. Frank Smith
Promotion Manager.....H. B. Lockhart

Coverage

Population—Primary	195,800
Radio Homes— "	28,700
Population—Secondary	76,500
Radio Homes— "	8,400

Source: Mail response analysis.

Representative

The Branham Co.

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KAND

CORSICANA—EST. 1937

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Navarro Broadcasting Assn. OPERATED BY: Navarro Broadcasting Assn. BUSINESS ADDRESS: State Natl. Bank Bldg. PHONE: 30. STUDIO ADDRESS: State Natl. Bank Bldg. TRANSMITTER LOCATION: Highway 75. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....J. C. West

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KRLD

DALLAS—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1040 Kc. POWER: 50000 Watts. OWNED BY: KRLD Radio Corp. OPERATED BY: KRLD Radio Corp. BUSINESS ADDRESS: Adolphus Hotel. PHONE: 2-6811. STUDIO ADDRESS: Adolphus Hotel. TRANS-

MITTER LOCATION: Garland. TIME ON THE AIR: 5:45 A.M. to midnight. NEWSPAPER AFFILIATION: Dallas Times Herald. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

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

Coverage

Population—Primary 1,750,900
 Radio Homes— " 256,200
 Population—Secondary 7,120,400
 Radio Homes— " 884,800

Source: Mail response analysis.

Representative

The Branham Co.

•
W F A A

DALLAS—EST. 1922

NBC—RED and TEXAS QUALITY

FREQUENCY: 800 Kc. POWER: 50,000 Watts. OWNED BY: A. H. Belo Corp. OPERATED BY: A. H. Belo Corp. and The Dallas Morning News. BUSINESS ADDRESS: Baker Hotel. PHONE: 7-9631, LD 794. STUDIO ADDRESS: Baker Hotel. TRANSMITTER LOCATION: Grapevine. TIME ON THE AIR: WFAA-WBAP operated continuously 5:45 A.M. to midnight (daily); 7:30 A.M. to midnight (Sunday). NEWSPAPER AFFILIATIONS: The Dallas Morning News. NEWS SERVICES: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth, Davis & Schwegler.

Personnel

General Manager.....Martin Campbell
 Merchandising Manager.....Irvin Gross
 Program Director.....Elph Nimmons
 Regional Sales Manager.....Alex Keese
 Publicity Director.....Dick Jordan
 Chief Engineer.....Raymond Collins

Coverage*

	Daytime	Evening
Population—Primary	5,327,484	5,327,484
Radio Homes— " "	805,700	805,700
Population—Secondary	7,259,620	7,259,620
Radio Homes— " "	1,267,300	1,267,300

* Coverage increase estimate 30 per cent over presented figures since installation of vertical antenna.

Source: NBC Airea Study.

Representative

Edward Petry & Co., Inc.

•
W R R

DALLAS—EST. 1920

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1280 Kc. POWER: 500 Watts.

OWNED BY: City of Dallas. OPERATED BY: City of Dallas. BUSINESS ADDRESS: Municipal Radio Bldg. TRANSMITTER LOCATION: Fair Park. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Dallas Dispatch (no financial connection). NEWS SERVICES: Transradio Press, United Press (via Texas State Network). MAINTAINS ARTISTS' BUREAU.

Personnel

Managing Director.....Charles B. Jordan
 Commercial Manager.....Dale Drake
 Program Director.....Pete Teddlie
 Musical Director.....Murray Lambert
 Chief Engineer.....D. J. Tucker

Coverage

	Evening
Population—Primary	2,400,412
Radio Homes— " "	285,600

Source: Station survey.

•
K D N T

"SERVING 2½ MILLION POPULATION"
DENTON—EST. 1938

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Harwell V. Shepard. OPERATED BY: Same. BUSINESS ADDRESS: 216 Jackson Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Highway No. 24. TIME ON THE AIR: Unlimited License. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU.

Personnel

Owner.....Harwell V. Shepard
 Chief Engineer.....B. B. Honeycutt

Coverage

	Daytime	Evening
Population—Primary	2,500,000	1,000,000

Source: Mail and telephone response analysis.

•
K F P L

"SERVING 56 COUNTIES—WITH OVER ONE MILLION POPULATION"
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: 6:30 A.M. to 9:30 P.M., daily; 7:00 A.M. to 5:00 P.M., Sundays. NEWS SERVICE: Christian Science Monitor, United Press, Transradio Press.

Personnel

Station Manager.....M. D. Gallagher
 Commercial Manager.....J. D. Gallagher
 Program Director.....Mickey Murphy
 Continuity Editor.....E. Carr

Merchandise Director.....A. M. O'Donnell
Sports & Publicity Editor.....Dave Tipton
Chief Engineer.....Clarence B. Williams

Coverage

	Daytime	Evening
Population—Primary	1,000,000	500,000

Source: U. S. Census; Department of Commerce.

K R O D *
EL PASO

FREQUENCY: 1500 Kc. POWER: 250 Watts.
OWNED BY: Dorrance D. Roderick. OPERATED BY: Dorrance D. Roderick. BUSINESS ADDRESS: Cortes Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License. NEWS-PAPER AFFILIATION: El Paso Times.

Personnel

Owner.....Dorrance D. Roderick
Chief Engineer.....Edward P. Talbott

Coverage

	Daytime	Evening
Population—Primary	130,000	130,000

Source: Station estimate.

* Station was licensed to operate under a construction permit at time of going to press and transmitter was in the process of construction.

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. (C.P. 1350 Kc., 500 Watts, d.; 250 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: 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

Coverage

Population—Primary	125,000
Radio Homes— "	25,500
Population—Secondary	143,000
Radio Homes— "	28,500

Source: Station survey.

Representative

George P. Hollingbery Co.

W D A H

EL PASO—EST. 1929

FREQUENCY: 1310 Kc. POWER: 250 Watts.
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

K F J Z

FORT WORTH—EST. 1922

MBS—TEXAS STATE NETWORK

FREQUENCY: 1240 Kc. POWER: 1000 watts.
OWNED BY: Tarrant Broadcasting Co. OPERATED BY: Tarrant Broadcasting Co. BUSINESS ADDRESS: Hotel Texas STUDIO ADDRESS: Hotel Texas, 1201 West Lancaster. PHONE: 3-3474. TRANSMITTER LOCATION: Birdville, Texas. TIME ON THE AIR: 24 hours daily. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

PresidentElliott Roosevelt
Secretary-Treasurer.....H. A. Hutchinson
Manager.....Gene L. Cagle
Commercial Manager.....Charles B. Meade
Program & Musical Director.....L. Roy Duffy
Chief Engineer.....Ed L. Starnes

Coverage

	Daytime	Evening
Population—Primary	1,655,580	1,544,480
Radio Homes— "	256,300	256,300

Source: Field intensity survey.

Representative

Texas State Network

K G K O

FORT WORTH—EST. 1928

NATIONAL BROADCASTING CO.

LONE STAR CHAIN

FREQUENCY: 570 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Amon G. Carter. OPERATED BY: Same. BUSINESS ADDRESS: Medical Arts Bldg. PHONE: 3-2301. STUDIO ADDRESS: Medical Arts Bldg. TRANSMITTER LOCATION: Arlington. TIME ON THE AIR: 6:00 a.m. to midnight, daily; 8:00 a.m. to midnight, Sundays. NEWSPAPER AFFILIATIONS: Fort Worth Star-Telegram. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

PresidentAmon G. Carter
General ManagerHarold V. Hough
Assistant General Manager...George Cranston

TEXAS

Commercial Manager.....Jack Keasler
 Continuity Director.....Howard Carraway
 Chief Engineer.....R. C. Stinson
 Program Director.....Ed Lalley

Coverage

	Daytime	Evening
Population—Primary	1,383,488	939,260
Radio Homes— "	493,775	479,667
Population—Secondary	2,437,802	1,234,783
Radio Homes— "	187,610	30,034

Source: Joint Committee.

Representative

Free & Peters, Inc.

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
 Chief Engineer.....R. C. Stinson

Coverage*

Population—Primary	5,327,484
Radio Homes— "	805,700
Population—Secondary	7,259,620
Radio Homes— "	1,267,300

* Installation of new antenna is estimated to have increased coverage and new figures are in preparation.

Source: NBC Airea Study.

Representative

Edward Petry & Company

K L U F

GALVESTON—EST. 1937

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: KLUF Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 60th & Broadway. PHONE: 6676. STUDIO ADDRESS: 60th & Broadway. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 a.m. to 11:00 p.m.—12:00 midnight to 1:00 a.m. NEWS SERVICE: Transradio. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Geo. Roy Clough
 Chief Engineer.....John Taylor

Coverage

Population—Primary
 797,573 |

Source: Station survey.

K P R C

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. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC The-saurus.

Personnel

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

Coverage

Population—Primary	1,412,700
Radio Homes— "	227,960
Population—Secondary	386,100
Radio Homes— "	45,400

Source: NBC Airea Study.

Representative

Edward Petry & Co.

K T R H

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. 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, World Broadcasting System.

Personnel

Station Manager.....B. F. Orr
 Commercial Manager.....Ray E. Bright
 Program Director.....Harry Grier
 Chief Engineer.....Tom Hiner

Coverage

Population—Primary	847,800
Radio Homes— "	193,200
Population—Secondary	4,702,900
Radio Homes— "	652,700

Source: Mail response analysis and field intensity measurements.

Representative

John Blair & Company

K X Y Z

HOUSTON—EST. 1930

NATIONAL BROADCASTING CO.

FREQUENCY: 1440 Kc. POWER: 1000 Watts.
 OWNED BY: Harris County Broadcast Co.
 OPERATED BY: Harris County Broadcast Co.
 BUSINESS ADDRESS: 5th floor, Gulf Bldg.
 STUDIO ADDRESS: Same. TRANSMITTER
 LOCATION: Houston. TIME ON THE AIR:
 24 hours a day. MAINTAINS AN ARTIST
 BUREAU. TRANSCRIPTION SERVICE: NAB Li-
 brary, Lang-Worth.

Personnel

Manager.....T. F. Smith

Coverage

Population—Primary	648,700
Radio Homes— "	153,900
Population—Secondary	396,000
Radio Homes— "	58,700

Source: Mail response analysis.

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: 250 watts.
 OWNED BY: Sam Houston Broadcasting Asso-
 ciation. OPERATED BY: Same. BUSINESS AD-
 DRESS: 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. TRANSCRIPTION SERVICE: Standard
 Radio.

Personnel

Manager.....V. A. Coker
 Program Director.....Sonny Phillips
 Chief Engineer.....Jack Whitley

K O C A

"KILGORE, THE OIL CAPITAL OF
 AMERICA"

KILGORE—EST. 1936

FREQUENCY: 1210 Kc. POWER: 250 watts.
 OWNED BY: Oil Capitol Broadcasting Asso-
 ciation. OPERATED BY: Same. BUSINESS
 ADDRESS: 102½ East North St. PHONE:
 616. STUDIO ADDRESS: Same. TRANSMIT-
 TER LOCATION: Kilgore. TIME ON THE
 AIR: 6:00 a.m. to 10:00 p.m. NEWSPA-
 PER AFFILIATIONS: Kilgore Daily News.
 NEWS SERVICE: United Press. MAINTAINS
 ARTISTS' BUREAU. TRANSCRIPTION SER-
 VICE: Standard Radio.

Personnel

General Manager.....Roy G. Terry
 Promotion Manager.....B. V. Hammond
 Program Director.....Orvin Franklin
 Chief Engineer.....Eugene A. Norris

K P A B

"THE STATION WHERE NATION MEETS
 NATION"

LAREDO—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 watts.
 OWNED BY: Mervel M. Valentine. OPERATED
 BY: Mervel M. Valentine. BUSINESS ADDRESS:
 300 Gates St. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: 1 Stone Ave. TIME
 ON THE AIR: 24 hours daily. NEWS SERVICE:
 Transradio Press. TRANSCRIPTION SERVICE:
 NBC Thesaurus.

Personnel

General Manager.....Mervel M. Valentine
 Commercial Manager.....R. W. Bennett

Coverage

	Daytime	Evening
Population—Primary	100,000	150,000
Radio Homes— "	20,000	35,000
Population—Secondary ..	150,000	200,000
Radio Homes— "	25,000	40,000

Source: Station survey.

Representatives

Forjoe & Company, New York
 William R. Stewart

K F R O

LONGVIEW—EST. 1934

FREQUENCY: 1340 Kc. POWER: 1000 watts.
 OWNED BY: Voice of Longview. OPERATED
 BY: Voice of Longview. BUSINESS ADDRESS:
 Box 616. PHONE: 411. STUDIO ADDRESS:
 620 Glover Crim Bldg. TRANSMITTER LOCA-
 TION: Marshall-Longview Highway. TIME ON
 THE AIR: 6:00 a.m. to 12:00 midnight. NEWS
 SERVICE: United Press. TRANSCRIPTION SER-
 VICE: NAB Library, Lang-Worth. MAINTAINS
 ARTISTS' BUREAU.

Personnel

President-General Manager.....James R. Curtis

Coverage

	Daytime	Evening
Population—Primary	99,997	99,997
Radio Homes— "	26,595	26,595
Population—Secondary ..	787,107	500,000
Radio Homes— "	209,337	150,000

Source: Joint Committee.

Representatives

Forjoe & Co.
 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

FREQUENCY: 1310 Kc. POWER: 250 Watts.
 d.; 100 Watts, n. OWNED BY: Plains Radio
 Broadcasting Co. OPERATED BY: Plains Radio

T E X A S

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

Coverage

Population—Primary 171,696
 Radio Homes— " 22,510
 Population—Secondary 49,173
 Radio Homes— " 5,300

Source: Field intensity survey; U. S. Census.

Representative

Howard H. Wilson Company

K R B A

"THE VOICE OF WELCOME IN THE
 HEART OF THE PINEY WOODS"

LUFKIN—EST. 1938

FREQUENCY: 1310 Kc. **POWER:** 250 watts.
OWNED BY: Red Lands Broadcasting Association (Ben T. Wilson, President). **OPERATED BY:** Red Lands Broadcasting Association. **BUSINESS ADDRESS:** 108½ S. First St. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Highway No. 35. **TIME ON THE AIR:** Daytime License. **NEWS SERVICE:** Transradio Press. **TRANSCRIPTION SERVICE:** Standard Radio.

Personnel

President.....Ben T. Wilson
 ManagerDarrell E. Yates

K R L H

"SERVICE, COOPERATION AND
 EDUCATION"

MIDLAND—EST. 1935

TEXAS STATE NETWORK

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., daily; 10:00 a.m. to 7:00 p.m., Sundays. **NEWS SERVICE:** Transradio Press. **TRANSCRIPTION SERVICE:** World Broadcasting System, Standard Radio.

Personnel

Station Manager.....W. H. McCumber
 Program Director.....C. A. Roark
 Director of Women's Programs. Claudine Hogan
 Chief Engineer.....Robert Harmon

Coverage

	Daytime	Evening
Population—Primary	40,000	40,000
Radio Homes— "	10,000	10,000
Population—Secondary	120,000	60,000
Radio Homes— "	38,000	10,000

Source: Field intensity measurements.

Representative

Allied Representation Co.

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:** Highway No. 43. **TIME ON THE AIR:** Daytime License. **TRANSCRIPTION SERVICE:** Standard Radio.

Personnel

General Manager.....M. E. Danbom
 Station Manager.....John Sullivan
 Program Director.....W. D. Martin, Jr.
 Secretary.....Mary Louise Pryor
 Chief Engineer.....W. S. Hall

Coverage

	Daytime
Population—Primary	60,000
Radio Homes— "	8,000
Population—Secondary	75,000
Radio Homes— "	15,000

Source: Station estimate.

K P D N

"HIGH FIDELITY"

PAMPA—EST. 1936

FREQUENCY: 1310 Kc. **POWER:** 100 Watts.
OWNED BY: R. C. Hoiles. **OPERATED BY:** R. C. Hoiles. **BUSINESS ADDRESS:** 212½ N. Ballard. **PHONE:** 1100. **STUDIO ADDRESS:** 212½ N. Ballard. **TRANSMITTER LOCATION:** East of city limits. **TIME ON THE AIR:** 7:00 a.m. to 11:00 p.m. **NEWSPAPER AFFILIATION:** Pampa News. **NEWS SERVICE:** Associated Press. **TRANSCRIPTION SERVICES:** World Broadcasting System, C. P. MacGregor. **MAINTAINS ARTISTS' BUREAU.**

Personnel

General Manager.....H. E. Kreiger
 Commercial Manager.....Dale Robinson
 Program Director.....Ray Monday
 Chief Engineer.....Herman Kreiger

Coverage

	Daytime	Evening
Population—Primary	55,308	47,012
Radio Homes— "	19,170
Population—Secondary	25,456	21,637
Radio Homes— "	6,600

Source: U. S. Census; Joint Committee.

K P L T

"THE FRIENDLY STATION"
PARIS—EST. 1936

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: Unlimited License. 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). TRANSCRIPTION SERVICE: Standard Radio.

Personnel

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

Coverage

Population—Primary	209,400
Radio Homes— "	25,600

Source: Mail response analysis.

Representative

Joseph Hershey McGillvra

K I U N

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: 306 S. Cedar St. STUDIO ADDRESS: 306 S. Cedar St. 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: Standard Radio.

Personnel

Co-Owner-General Manager...Jack Hawkins
Co-Owner-Publicity Director...Barney Hubbs
Chief Announcer.....Bill Sharpe
Musical Director.....Carl Watts
Chief Engineer.....Grady Cotton

K W B D *

PLAINVIEW—EST. 1939

FREQUENCY: 1200 Kc. POWER: 100 watts.
OWNED BY: W. B. Dennis. OPERATED BY: W.

B. Dennis. BUSINESS ADDRESS: Plainview. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

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

K P A C

PORT ARTHUR—EST. 1934

FREQUENCY: 1220 Kc. POWER: 500 watts.
OWNED BY: Port Arthur College. OPERATED BY: Port Arthur College. BUSINESS ADDRESS: 1521 Lake Shore Drive. PHONE: 7458. STUDIO ADDRESS: 1521 Lake Shore Drive. PHONE: 3320. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 a.m. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Carl Vaughan

Coverage

Population—Primary	175,000
Radio Homes— "	43,750
Population—Secondary	201,000
Radio Homes— "	50,250

Source: Station survey.

K G K L

SAN ANGELO—EST. 1928

MBS—TEXAS STATE NETWORK
FREQUENCY: 1370 Kc. POWER: 250 watts.
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 11:00 p.m. NEWSPAPER AFFILIATION: San Angelo Standard Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC The-saurus.

Personnel

President.....H. C. Ragsdale
Gen'l & Comm. Mgr.....Fred E. Humphrey
Program Director.....Lynn Bigler
Chief Engineer.....Frank M. Jones

Coverage

Population	180,000
Radio Homes	26,300

Source: Station survey.

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.
OWNED BY: Alamo Broadcasting Co. OPER-

ATED BY: Alamo Broadcasting Co. BUSINESS ADDRESS: Milam Bldg. PHONE Garfield 4241. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 811 E. Myrtle St. TIME ON THE AIR: 6:30 a.m. to 12:00 midnight, daily; 7:30 a.m. to 11:00 p.m., Sundays. NEWS SERVICE: United Press (via Texas State Network). TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President R. Early Wilson
 Manager Cliff Tatom
 Program Director Dave Young
 Production Manager Jerry Fisher

Coverage

	Daytime	Evening
Population—Primary	465,000	465,000
Radio Homes—	119,500	119,500
Population—Secondary	153,000	153,000
Radio Homes—	33,700	33,700

Source: Station survey.

K M A C

SAN ANTONIO—EST. 1930

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: W. W. McAllister and Howard W. Davis d/b as Walmac Co. OPERATED BY: Walmac Company. BUSINESS ADDRESS: 27th floor, Smith Young Tower. STUDIO ADDRESS:

Same. TRANSMITTER LOCATION: 319 Avenue A. TIME ON THE AIR: Part time schedule (divides time with KONO). TRANSCRIPTION SERVICE: Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

Personnel

Manager Howard W. Davis
 Program Director A. S. Bessan
 Secretary-Treasurer Ruth Burleson

Coverage

	Daytime
Population—Primary	400,000
Source: Station survey.	

Representative

Burn-Smith Co.

K O N O

SAN ANTONIO—EST. 1927

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Eugene J. Roth. OPERATED BY: Mission Broadcasting Co. BUSINESS ADDRESS: 317 Arden Grove. PHONE: F. 5171-2. 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

Owner-Manager Eugene J. Roth
 Program Director Bill Laurie
 Sales Manager James M. Brown
 Chief Engineer George Ing

Coverage

	Daytime
Population—Primary	350,000
Radio Homes—	92,000
Source: U. S. Census; Chamber of Commerce.	

Representative

Allied Representative Co.

W O A I

"THE MOST POWERFUL ADVERTISING INFLUENCE IN SAN ANTONIO AND THE SOUTHWEST"

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 4221-2-3-4. STUDIO ADDRESS: 1031 Navarro. TRANSMITTER LOCATION: Selma, Texas. TIME ON THE AIR: 6:30 a.m. to 12:00 midnight, daily; 7:30 a.m. to 12:00 midnight, Sunday. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: Davis & Schwegler, NBC Thesaurus, Lang-Worth.

Personnel

Pres. & General Manager Hugh A. L. Halff
 Chairman of Board G. A. C. Halff
 Vice-President Ellis Chaney

"Come and get it"

In the language of the range, we offer you this rich market—on a platter.

50,000 WATTS

WOAI

CLEARED CHANNEL

MEMBER TON - AFFILIATE NBC
 REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Secretary.....George Beary
 Sales Promotion & Merchandising
 Manager.....Walter S. Zahrt
 Program Director.....Dwight Bourn
 Chief Engineer.....Fred Sterling

Coverage

	Daytime	Evening
Radio Homes—Primary..	274,480	207,800

Source: Field strength survey; mail response analysis; Joint Committee.

Representative

Edw. Petry & Co., Inc.

K T S A

SAN ANTONIO—EST. 1927
 COLUMBIA BROADCASTING SYSTEM
 LONE STAR CHAIN

FREQUENCY: 550 Kc. POWER: 5000 Watts. d.; 1000 Watts. n. OWNED BY: Sunshine Broadcasting Co. OPERATED BY: Sunshine Broadcasting Co. BUSINESS ADDRESS: Gunter Hotel. PHONE: Garfield 1251. STUDIO ADDRESS: Gunter Hotel. TRANSMITTER LOCATION: St. Hedwig Road. TIME ON THE AIR: 6:00 a.m. to 12:00 midnight, daily; Sunday, 7:45 a.m. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Manager.....George W. Johnson
 Commercial Manager.....Charles Balhrope
 Program Manager.....William C. Bryan
 Chief Engineer.....Wm. Egerton

Coverage

	Daytime	Evening
Population—Primary	1,680,657	1,348,676
Radio Homes— "	249,130	155,120
Population—Secondary	2,630,410	2,304,513
Radio Homes— "	368,433	291,150

Source: CBS Listening Study and station survey.

Representative

Howard H. Wilson 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. (C. P. 880 Kc., 1000 watts, unlimited.) 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

Commercial Manager.....Emory Reece
 Program Director-Chief
 Announcer.....Bill Hutchins
 Denison Studio Manager.....Maurice Wray
 Chief Engineer.....T. E. Spellman

Coverage

Population—Primary	246,000
Radio Homes— "	31,500
Population—Secondary	220,000
Radio Homes— "	25,900

Source: Station survey.

Representative

Texas State Network

K X O X

SWEETWATER—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Sweetwater Radio, Inc. OPERATED BY: Sweetwater Radio, Inc. BUSINESS ADDRESS: Highway 70. STUDIO ADDRESS: Highway 70. TRANSMITTER LOCATION: Sweetwater. TIME ON THE AIR: 6:00 a.m. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....George Bennett
 Secretary-Treasurer & General
 Manager.....Russell Bennett
 Commercial Manager.....J. Allen Brown

Coverage

Population—Primary	411,699
Radio Homes— "	45,700

Source: Mail response analysis.

K T E M

TEMPLE—EST. 1936

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: Bell Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Kyle Hotel. PHONE: 4646. STUDIO ADDRESS: Kyle Hotel. TRANSMITTER LOCATION: 2.6 miles north of Temple. TIME ON THE AIR: 7:00 a.m. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President.....Ruth Mayborn
 General Manager.....Frank Mayborn
 Station Manager.....Burton Bishop
 Chief Engineer.....Paul Shaw

Coverage

	Daytime	Evening
Population—Primary	289,543	50,030
Radio Homes— "	48,280	8,560
Population—Secondary	267,901	239,543
Radio Homes— "	43,880	39,720

Source: Mail response analysis.

Representative

Texas State Network

K C M C

"KCMC, THE VOICE OF SERVICE IN TEXARKANA AND THE FOUR STATE AREA"

TEXARKANA—EST. 1932

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 250 Watts. OWNED BY: KCMC, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 317 Pine St. PHONE: 958-2525. 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 SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

Personnel

President Henry Humphrey
 General Manager Foster W. Fort
 Commercial Manager..... John E. Marsh
 Artists Bureau Head and
 Traffic Manager..... Paulyne Sorsby
 Program & Publicity Dir..... Thomas Dillahunty
 Chief Engineer..... Harvey Robertson

Coverage

Radio Homes—Primary 30,810
 Radio Homes—Secondary 58,580
 Source: Station survey.

Representative

Radio Time Agency

K G K B

TYLER—EST. 1931

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: East Texas Broadcasting Co. OPERATED BY: J. G. Ulmer. BUSINESS ADDRESS: 115 S. College. PHONE: 1106-7. STUDIO ADDRESS: 115 S. College. TRANSMITTER LOCATION: Sandflat Road. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President..... W. M. Roberts
 Operator Jas. G. Ulmer
 General Manager..... M. E. Danbom

Coverage

	Daytime	Evening
Population—Primary	303,100	303,100
Radio Homes—"	26,500	26,500
Population—Secondary	303,021	303,021
Radio Homes—"	28,400	28,400

Source: Joint Committee; Texas Almanac.

K V W C

VERNON—EST. 1939

TEXAS STATE NETWORK

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: The Northwestern Broadcasting Co. OPERATED BY: Same. BUSINESS AD-

DRESS: 1813 Wilbarger St. STUDIO ADDRESS: 1813 Wilbarger St. TRANSMITTER LOCATION: Vernon. TIME ON THE AIR: 7:00 A.M. to 10:30 P.M. NEWSPAPER AFFILIATION: Vernon Daily Record. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

President R. H. Nichols
 Station Manager..... Herman Cecll
 Commercial Manager..... W. D. Dixon
 Program Director..... J. D. Ralston
 Chief Engineer..... W. M. Fowler, Jr.

Coverage

Population—Primary	208,940
Radio Homes—"	57,300
Population—Secondary	171,222
Radio Homes—"	47,420

Source: Station survey.

K V I C *

VICTORIA—EST. 1939

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Radio Enterprises, Inc. OPERATED BY: Radio Enterprises, Inc. BUSINESS ADDRESS: Victoria. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

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

W A C O

"SERVING THE PUBLIC INTEREST"
WACO—EST. 1922

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Frontier Broadcasting Co. OPERATED BY: Frontier Broadcasting Co. BUSINESS ADDRESS: Amicable Bldg. PHONE: 2700-1. STUDIO ADDRESS: Amicable Bldg. TRANSMITTER LOCATION: Amicable Bldg. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Waco News-Tribune, Waco Times-Herald. NEWS SERVICE: International News Service, Associated Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

Station Manager..... J. W. Pate
 Commercial Manager..... R. E. L. Glasgow
 Program Director..... Bernard P. Helton
 Publicity Director..... Lewis Love
 Musical Director..... Mary Holiday
 Chief Engineer..... L. H. Appleman

Coverage

Population—Primary	376,181
Radio Homes—"	44,600
Population—Secondary	226,767
Radio Homes—"	25,600

Source: Texas Almanac; Joint Committee.

K R G V

"YOUR VALLEY VOICE"
WESLACO—EST. 1926
 NBC—(RED OR BLUE)
 LONE STAR CHAIN

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: 6:00 A.M. to 11:00 P.M. NEWS
 SERVICE: United Press. TRANSCRIPTION SER-
 VICE: Standard Radio, Davis & Schwegler.

Personnel

President.....O. L. Taylor
 Station Manager.....Ken Lowell Sibson
 Assistant Manager.....Guy W. Bradford
 Program Director.....Dick Watkins
 Chief Engineer.....Neal McNaughton

Coverage

Population—Primary.....383,909
 Radio Homes— ".....37,860
 Source: Station survey.

Representative

Howard H. Wilson Co.

K W F T

WICHITA FALLS—EST. 1938

COLUMBIA BROADCASTING SYSTEM
 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: Kemp Hotel.
 TRANSMITTER LOCATION: Wichita Gardens.
 TIME ON THE AIR: 6:30 A.M. to 12:00 midnight.
 NEWS SERVICE: United Press. TRANSCRIP-
 TION SERVICE: Associated Music Publishers.
 MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Joe B. Carrigan
 Manager.....W. P. Hood
 Program Director.....Eddie Evans
 Sales Manager.....Charles Clough
 Merchandising Director.....Harold Kimmell
 Chief Engineer.....John Adams

Coverage

	Daytime	Evening
Population—Primary.....	750,000	300,500
Radio Homes— ".....	145,000	32,300
Population—Secondary.....	2,607,500	541,900
Radio Homes— ".....	502,300	95,270

Source: Chamber of Commerce; U. S. Census;
 field intensity measurements.

Representative

Paul H. Raymer Co.

UTAH

Population 519,000

Number of Families 123,000

Number of Radio Homes 111,000

Retail Sales \$145,307,800

Auto Registrations 153,081

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:
 Leland Perry. BUSINESS ADDRESS: Escalante
 Hotel. PHONE: 398. STUDIO ADDRESS:
 Escalante Hotel. TRANSMITTER LOCATION:
 West 2nd South. TIME ON THE AIR: Unlimited
 License. NEWS SERVICE: Transradio Press.
 TRANSCRIPTION SERVICES: NBC Thesaurus,
 C. P. MacGregor.

Personnel

Co-Owners..Leland M. Perry, Harold Johnson
 Station Manager.....Sherman T. Wright

Representative

Cox & Tanz

K V N U

LOGAN—EST. 1938

FREQUENCY: 1200 Kc. POWER: 250 watts.
 OWNED BY: Cache Valley Broadcasting Co.
 OPERATED BY: Same. BUSINESS ADDRESS:
 41 S. Main St. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: Logan. TIME ON
 THE AIR: 6:00 A.M. to 12:00 midnight. NEWS
 SERVICE: United Press. TRANSCRIPTION
 SERVICE: Standard Radio.

Personnel

Manager.....Reed Bullen

Coverage

	Daytime	Evening
Population—Primary.....	100,000	110,000
Radio Homes— ".....	30,000	33,000

Source: Station survey.

KLO

"THE VOICE OF UTAH"
OGDEN—EST. 1924

NATIONAL BROADCASTING CO. (BLUE)
 FREQUENCY: 1400 Kc. POWER: 5000 watts.
 OWNED BY: Interstate Broadcasting Corp.
 OPERATED BY: Same. BUSINESS ADDRESS:
 7th floor, Hotel Ben Lomond. PHONE: 84.
 STUDIO ADDRESS: Same. TRANSMITTER LO-
 CATION: Kaneshville, Utah. TIME ON THE
 AIR: 7:00 A.M. to 12:00 midnight. NEWSPAPER
 AFFILIATION: Ogden Standard Examiner.
 NEWS SERVICE: Associated Press. MAIN-
 TAINS ARTISTS' BUREAU.

Personnel

President A. L. Glasmann
 Vice President-General
 Manager Paul R. Heitmeyer
 Advertising Manager M. J. Bunnell
 Chief Announcer Stuart Daniels
 Program Manager Ethel G. Clark
 Production Director Jack Riaska
 Musical Director Ed Berry
 Chief Engineer W. D'Orr Cozzens
 Production Manager Jack Riaska

Coverage

	Daytime	Evening*
Population—Primary	403,749	403,749
Radio Homes—"	91,158	91,158
Population—Secondary	88,961	253,194
Radio Homes—"	21,700	61,750

*Based on 1000 Watts power.

Source: Field strength measurements; U. S. Census.

Representative

Bryant Griffith & Brunson

KEUB

"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:
 Unlimited License. NEWS SERVICE: Trans-
 radio Press. TRANSCRIPTION SERVICE: World
 Broadcasting System.

Personnel

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

KOVO

"THE VOICE OF CENTRAL UTAH"
PROVO—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 watts.
 OWNED BY: Clifford A. Talboe, trustee, d/b
 as Citizens Voice and Air Show. OPERATED
 BY: Same. BUSINESS ADDRESS: 108 West
 Center St. STUDIO ADDRESS: 108 West Center
 St. TRANSMITTER LOCATION: 17 West Sec-
 ond St., South. TIME ON THE AIR: 7:00 A.M.
 to 11:00 P.M. NEWS SERVICE: Transradio
 Press, United Press. TRANSCRIPTION SER-
 VICE: NBC Thesaurus, Standard Radio.

Personnel

Manager Arch L. Madsen
 Production Director A. C. Priddy
 Chief Engineer Howard Johnson

Coverage

	Daytime	Evening
Population—Primary	58,745	51,000
Radio Homes—"	11,760	10,060
Population—Secondary	24,370	7,845
Radio Homes—"	4,876	1,800

Source: Joint Committee.

KDYL

"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-

For Results
 in the
**INTERMOUNTAIN
 MARKET**
 it's
KDYL
 SALT LAKE CITY
 The **POPULAR** Station
 NBC
 RED
 NETWORK

Representative: JOHN BLAIR & CO.

gram Bldg. PHONE: Wasatch 7180-1-2-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 9th W. and 33rd. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus.

Personnel

President & General Manager.....S. S. Fox
 Commercial Manager.....W. E. Wagstaff
 Program Director.....Myron Fox
 Sales Manager.....W. E. Wagstaff
 Chief Engineer.....J. M. Baldwin

Coverage

	Daytime	Evening
Population—Primary	607,805	432,734
Radio Homes— "	131,460	94,650
Population—Secondary	246,076	103,920
Radio Homes— "	54,180	22,689

Source: Field intensity survey and mail count.

Representative

John Blair & Company

K S L

SALT LAKE CITY—EST. 1922
 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.....J. Reuben Clark, Jr.
 Executive Vice-President.....Earl J. Glade
 Vice-President.....John F. Fitzpatrick
 Assistant to President-Director of
 Station Operations.....Ivor Sharp
 Secretary-Treasurer.....Joseph L. Wirthlin
 Commercial Manager-Auditor.....Dan H. Vincent
 Sales and Traffic Manager, Lennox Murdoch
 Chief Engineer.....Willice E. Groves
 Production Manager-Chief Announcer,

Glenn Shaw

Musical Director.....Albert J. Southwick
 Director of Special Events.....Richard L. Evans
 Director of Public Events, Sports and
 Promotional Activities...Thomas H. Axelsen

SUPREME IN THE WEST



Columbia's 50,000-Watt Affiliate in Salt Lake City

Edward Petry & Company, Inc., National Representative

• • • **UTAH—VERMONT** • • •

Director of News Broadcasts, Earl J. Glade, Jr.
 Director of Educational Broadcasts,
 Irma Felt Bitner

Coverage

	Daytime	Evening
Population—Primary	844,000	1,690,800
Radio Homes— "	145,750	306,990
Population—Secondary	10,607,900	11,687,300
Radio Homes— "	2,458,400	2,619,600

Source: CBS Listening Area Study.

Representative

Edward Petry & Co., Inc.

K U T A

"TOPS ON THE DIAL"
SALT LAKE CITY—EST. 1938

NBC—BLUE

FREQUENCY: 1500 Kc. POWER: 250 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. Carman
 Assistant Manager-Program Director,
 William B. Sears
 Chief Engineer.....Lyle Wahlquist

Coverage

	Daytime	Evening
Population—Primary	220,000	200,000
Radio Homes— "	47,660	47,660
Population—Secondary	250,000	250,000
Radio Homes— "	56,560	56,560

Source: Field strength survey; Joint Committee.

Representative

Joseph Hershey McGillvra

VERMONT

Population 383,000

Number of Families 99,000

Number of Radio Homes 88,600

Retail Sales \$109,033,100

Auto Registrations 89,496

W C A X

"THE VOICE OF VERMONT"
BURLINGTON—EST. 1931

FREQUENCY: 1200 Kc. POWER: 250 watts.
 OWNED BY: Burlington Daily News, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 203 College St. PHONE: 4880. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Burlington Daily News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Recorded Program Service, C. P. MacGregor.

Personnel

President-Treasurer.....C. P. Hasbrook
 Program and Production Manager, H. B. Wight
 Treasurer.....E. E. Germain
 Chief Engineer.....James W. Tierney

Coverage

	Daytime	Evening
Population—Primary	507,942	
Radio Homes— "	47,480	94,960

Source: Station survey.

W S Y B

"WE SERVE YOU BEST"
RUTLAND—EST. 1930
 FREQUENCY: 1500 Kc. POWER: 250 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: Unlimited License. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NAB Library, Lang-Worth.

Personnel

President

Station Manager

Chief Engineer.....M. R. Francis

W Q D M

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

FREQUENCY: 1390 Kc. POWER: 1000 watts.
 OWNED BY: F. Arthur Bostwick and E. J. Regan. OPERATED BY F. Arthur Bostwick and E. J. Regan. BUSINESS ADDRESS: 32 North Main. PHONE: 126. STUDIO ADDRESS: 32 North Main St. TRANSMITTER LOCATION: ¼ mile north of city on route 7. TIME ON THE AIR: 6:00 A.M. to local sunset. MAINTAINS ARTISTS BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

General Manager.....G. S. Wasser
 Production Manager.....Alec Coursey

• • • VERMONT—VIRGINIA • • •

Continuity Director.....Walter Murtrogh
Chief Engineer.....Edward J. Regan

Coverage

Population—Primary 185,733
Radio Homes— " 33,870
Population—Secondary 181,086
Radio Homes— " 52,720

Source: Mail count and field strength measurements.

Representative

Weed & Co.

W N B X *

SPRINGFIELD—EST. 1927

(*See WKNE, Keene, N. H.)

W D E V

"VERMONT'S MID-STATE STATION"
WATERBURY—EST. 1931

FREQUENCY: 550 Kc. POWER: 1000 watts.

OWNED BY: Lloyd E. Squier and William G. Ricker d/b as Radio Station WDEV. OPERATED BY: L. E. Squier and W. G. Ricker. BUSINESS ADDRESS: 8 Stowe St. PHONE: 13-2. STUDIO ADDRESS: Same. 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
Commercial and Advertising Manager,
.....W. G. Ricker
Chief Announcer.....Mal Weaver
Musical Director.....Paul Turner
Chief Engineer.....Melvin Stickles

Coverage

Population—Primary 200,000
Radio Homes— " 50,000
Population—Secondary 400,000
Radio Homes— " 100,000

Source: Mail response and field intensity survey.

VIRGINIA

Population 2,706,000

Number of Families 613,000

Number of Radio Homes 400,200

Retail Sales \$518,461,900

Auto Registrations 444,860

W C H V

"IN THE HEART OF HISTORIC VIRGINIA"
CHARLOTTESVILLE—EST. 1932

FREQUENCY: 1420 Kc. POWER: 250 watts.

OWNED BY: Community Broadcasting Corp.
OPERATED BY: Same. BUSINESS ADDRESS:
E. Market and 4th. PHONE: 2500. STUDIO
ADDRESS: Same. TRANSMITTER LOCATION:
Route 250, Jefferson Highway. TIME ON THE
AIR: 7:00 A.M. to 10:30 P.M. NEWS SERVICE:
United Press. MAINTAINS ARTISTS' BUREAU.
TRANSCRIPTION SERVICE: Associated Music
Publishers, Lang-Worth.

Personnel

Station Manager.....John F. Arrington, Jr.
Secretary-Treasurer.....Marcia Arrington
Commercial Manager.....George B. Russell
Program Director.....Jane Brooks
Chief Engineer.....Walter W. Gray

Coverage

Population—Primary 202,973
Radio Homes— " 30,688
Population—Secondary 268,111
Radio Homes— " 43,903

Source: Station survey.

Representative

Burn-Smith Co.

W B T M

DANVILLE—EST. 1930

PIEDMONT NETWORK (WBTM and WLVA)
FREQUENCY: 1370 Kc. POWER: 250 Watts,
d., 100 Watts, n. OWNED BY: Piedmont
Broadcasting Corp. OPERATED BY: Piedmont
Broadcasting Corp. BUSINESS ADDRESS: Hotel
Danville. PHONE: 2350. STUDIO ADDRESS:
Hotel Danville. TRANSMITTER LOCATION:
Danville. TIME ON THE AIR: 6:00 A.M. to
11:00 P.M., daily; 9:00 A.M. to 6:00 P.M., Sun-
days. NEWS SERVICE: Transradio Press.
MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION
SERVICE: C. P. MacGregor, Standard
Radio.

VIRGINIA

Personnel

President L. N. Dibrell
 Vice-President Edward A. Allen
 Vice President and General
 Manager Philip P. Allen
 Program Director W. P. Heffernan
 Chief Engineer Phil Briggs

Coverage

	Daytime	Evening
Population—Primary	238,200	238,200
Radio Homes— "	39,200	39,200
Population—Secondary	208,900	208,900
Radio Homes— "	37,800	37,800

Source: Mail response analysis.

W F V A

FREDERICKSBURG—EST. 1939

FREQUENCY: 1260 Kc. POWER: 250 watts.
 OWNED BY: Fredericksburg Broadcasting Corp. OPERATED BY: Fredericksburg Broadcasting Corp. BUSINESS ADDRESS: Fredericksburg. STUDIO ADDRESS: Fredericksburg. TRANSMITTER LOCATION: near Fredericksburg. TIME ON THE AIR: Daytime License.

W S V A

"THE VALLEY STATION"

HARRISONBURG—EST. 1935

FREQUENCY: 550 Kc. POWER: 500 Watts.
 OWNED BY: Shenandoah Valley Broadcasting Corp. OPERATED BY: Shenandoah Valley Broadcasting Corp. BUSINESS ADDRESS: Newman Bldg. PHONE: Harrisonburg, 875. STUDIO ADDRESS: Newman Bldg.; Professional 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

Coverage

Population—Primary	148,028
Radio Homes— "	26,300
Population—Secondary	145,014
Radio Homes— "	17,900

Source: Department of Commerce; mail response analysis.

Representative

Joseph Hershey McGillyvra

W L V A

LYNCHBURG—EST. 1930

PIEDMONT NETWORK (WBTM and WLVA)
 FREQUENCY: 1200 Kc. POWER: 250 Watts.
 OWNED BY: Lynchburg Broadcasting Corp.

OPERATED BY: Same. BUSINESS ADDRESS: Allied Arts Bldg. PHONE: 3030. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Page St. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Lang-Worth, NAB Library, NBC Thesaurus, C. P. MacGregor, Associated Music Publishers.

Personnel

President Edw. A. Allen
 Station Manager Philip P. Allen
 Program Director James Moore
 Chief Engineer Albert E. Heisen

W G H

NEWPORT NEWS—EST. 1928

FREQUENCY: 1310 Kc. POWER: 250 Watts.
 OWNED BY: Hampton Roads Broadcasting Corp. OPERATED BY: Hampton Roads Broadcasting Corp. BUSINESS ADDRESS: Portlock Bldg., Norfolk. PHONE: 27031. STUDIO ADDRESS: Boat Harbor, Newport News; Portlock Bldg., Norfolk; American National Bank Bldg., Portsmouth. PHONES: Portsmouth, 991; Norfolk, 27031; Newport News, 2297. 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, Associated Press. TRANSCRIPTION SERVICE: Lang-Worth, NAB Library, NBC Thesaurus.

Personnel

President Raymond B. Bottom
 Vice-President & General
 Manager Edward E. Bishop
 Secretary-Treasurer W. R. VanBuren
 Commercial Manager Edward E. Edgar
 Program Director Gene D. Stratton
 Chief Announcer Joel F. Wahlberg
 Musical Director Willby Goff
 Chief Engineer Raymond P. Aylor, Jr.
 Director of Women's Programs. Audrey Clegg
 Special Events
 Manager Irving C. Waugh, Jr.

(CALL LETTERS UNASSIGNED)*

MARTINSVILLE—EST. 1940

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: W. C. Barnes and Jonas Weiland d/b as Martinsville Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Martinsville. STUDIO ADDRESS: Martinsville. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

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

VIRGINIA

Coverage

	Daytime	Evening
Population—Primary	224,145	224,145
Radio Homes— "	49,810	49,810
Population—Secondary	6,458	
Radio Homes— "	1,435	

Source: Station survey.

Representative

Edward Petry & Co., Inc.

W R V A

"DOWN WHERE THE SOUTH BEGINS"

RICHMOND—EST. 1925

CBS-MBS

FREQUENCY: 1110 Kc. Power: 50,000 watts.
 OWNED BY: Larus & Brother Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Richmond, 9th & Grace St. PHONE: 3-6633. STUDIO ADDRESS: Hotel Richmond. TRANSMITTER LOCATION: R.F.D. No. 5, Edgeworth, Va. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M., daily; 8:00 A.M. to 1:00 A.M., Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

NAB Library, Langworth, Davis & Schwegler.
 MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....C. T. Lucy
 Business Manager.....Barron Howard
 Public Relations Director.....W. S. Bishop
 Program Service Manager.....Irvin Abeloff
 Publicity Director.....William L. Willis
 Musical Director.....E. D. Naff
 Special Events Production
 Manager.....Ira L. Avery
 Artists' Bureau Manager.....Stuart L. Brauer
 Chief Engineer.....D. C. Woods

Coverage

	Evening
Population—Primary	1,215,880
Radio Homes— "	213,810

Source: U. S. Census; County Census.

Representative

Paul H. Raymer Company

W B B L

RICHMOND—EST. 1924

FREQUENCY: 1210 Kc. POWER: 100 Watts.
 OWNED BY: Grace Covenant Presbyterian

WRVA LEADS THE PARADE IN VIRGINIA!

You're 'way out in front when you cover the rich Virginia markets served by this one station at one cost! Dozens and dozens of wise advertisers are doing it now on

VIRGINIA'S ONLY 50,000 WATT RADIO STATION

PAUL H. RAYMER CO., *National Representative*

NEW YORK CHICAGO DETROIT SAN FRANCISCO



VIRGINIA

Church (M. A. Sitton, Agent). OPERATED BY: Grace Covenant Presbyterian Church. BUSINESS ADDRESS: 1627 Monument Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Sundays, 11:00 A.M. to 12:15 P.M. and 7:45 P.M. to 9:15 P.M.

Personnel

Agent..... M. A. Sitton

Coverage

	Daytime
Population—Primary	150,000
Radio Homes— "	50,000
Source: Station estimate.	

W M B G

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

NBC-RED

FREQUENCY: 1350 Kc. POWER: 500 Watts (C.P. 5000 Watts, d.; 1000 Watts, n.). OWNED BY: Havens & Martin, Inc. OPERATED BY: Havens & Martin, Inc. BUSINESS ADDRESS: Broad at Tilden Sts. PHONE: 5-8611. STUDIO ADDRESS: Broad at Tilden Sts. 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, Davis & Schwegler.

Personnel

President & Station
 Manager..... Wilbur M. Havens
 Secretary..... C. H. Woodward
 Treasurer..... Wilfred H. Wood
 Chief Announcer..... Jack Hooper
 Program Director..... Garnett Tate
 Local Sales Manager..... Wm. Filer
 Publicity Director & National
 Sales Manager..... R. E. Mitchell
 Production & Musical
 Director..... T. Spencer Meyer
 Chief Engineer..... Wilfred H. Wood

Coverage

Population—Primary	420,900
Radio Homes— "	62,600
Population—Secondary	118,300
Radio Homes— "	19,100
Source: Department of Commerce; Joint Committee.	

Representative

John Blair & Co.

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, Langworth, World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

President..... J. P. Fishburn
 Station Manager..... Ray P. Jordan
 Commercial Manager..... F. D. Kesler
 Program Director..... Jack Weldon
 Studio Director..... Paul Reynolds
 Artists' Bureau Head &
 Musical Director..... Mary Henson
 Chief Engineer..... J. W. Robertson

Coverage

	Daytime	Evening
Population—Primary	320,200	133,300
Radio Homes— "	47,860	26,880
Population—Secondary	2,212,900	924,800
Radio Homes— "	261,300	109,990
Source: CBS Listening Area Study.		

Representative

Free & Peters, Inc.

WDBJ

5000 WATTS (DAY)
1000 WATTS (NIGHT)

SURVEYS SHOW that W D B J

is the ONLY station that can be heard consistently and satisfactorily AT ALL TIMES in Roanoke and the immediate surrounding territory.

BUSINESS IS GOOD IN ROANOKE!

Are You Getting Your Share?

Represented by
FREE AND PETERS, INC.

WDBJ

in the heart of a great
TRADING AREA

ROANOKE, VIRGINIA
MEMBER OF THE COLUMBIA BROADCASTING SYSTEM

W L P M *

"WORLD'S LARGEST PEANUT MARKET"
SUFFOLK—EST. 1939

FREQUENCY: 1420 Kc. POWER: 250 Watts.
d.; 100 Watts. n. OWNED BY: Suffolk Broad-
casting Corp. OPERATED BY: Suffolk Broad-
casting Corp. BUSINESS ADDRESS: Suffolk.

STUDIO ADDRESS: Same. TRANSMITTER
LOCATION: Same. TIME ON THE AIR: Un-
limited License.

* Station was licensed to operate under a
construction permit at time of going to press
and reported that construction would be com-
pleted in March 1940.

WASHINGTON

Population 1,658,000

Number of Families 468,000

Number of Radio Homes 443,300

Retail Sales \$581,579,900

Auto Registrations 527,625

K X R O

ABERDEEN—EST. 1928

MUTUAL—DON LEE BROADCASTING CO.
FREQUENCY: 1310 Kc. POWER: 250 Watts.
OWNED BY: KXRO, Inc. OPERATED BY:
KXRO, Inc. BUSINESS ADDRESS: P. O. Box
1120. PHONE: Aberdeen 4098 and 4099.
STUDIO ADDRESS: 207 East Market St.
TRANSMITTER LOCATION: Finch Farms.
TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.
(Daily); 9:00 A.M. to 11:00 P.M. (Sunday).
NEWS SERVICE: United Press. TRANSCRIP-
TION SERVICE: World Broadcasting System.

Personnel

President.....Harry R. Spence
Commercial Manager.....Fred G. Goddard
Chief Announcer.....Ben Weatherwax
Publicity Director.....Edwin J. Alexander
Musical Director.....Stan Spiegle
Chief Engineer.....W. M. McGoffin

Coverage

	Daytime	Evening
Population—Primary	85,346	85,346
Radio Homes— "	21,300	21,300
Population—Secondary	39,866	19,933
Radio Homes— "	13,950	6,975

Source: MBS Survey.

Representative

John Blair & Company

K V O S

BELLINGHAM—EST. 1927

MUTUAL—DON LEE
PACIFIC BROADCASTING CO.

FREQUENCY: 1200 Kc. POWER: 250 Watts.
OWNED BY: KVOS, Inc. OPERATED BY:
KVOS, Inc. BUSINESS ADDRESS: KVOS Bldg.
PHONE: 4200-1627-34. STUDIO ADDRESS:
KVOS Bldg. TRANSMITTER LOCATION: 900
Roeder Ave. TIME ON THE AIR: 6:00 A.M. to
11:00 P.M. NEWS SERVICE: International
News Service. TRANSCRIPTION SERVICES:
Langworth, C. P. MacGregor.

Personnel

President.....Rogan Jones

Advertising & Sales Manager....Tom Schafer
Chief Engineer.....Joe Ernst

Coverage

Population—Primary	117,767
Radio Homes— "	22,200

Source: Mail response analysis.

Representative

John Blair & Co.

K E L A

CENTRALIA AND CHEHALIS
EST. 1937

MUTUAL—DON LEE

PACIFIC BROADCASTING CO.

FREQUENCY: 1440 Kc. POWER: 1000 Watts.
OWNED BY: Central Broadcasting Corp.
OPERATED BY: Central Broadcasting Corp.
BUSINESS ADDRESS: Kela Bldg. PHONE:
Chehalis 721—Centralia 721. STUDIO AD-
DRESS: Same. TRANSMITTER LOCATION:
Same. TIME ON THE AIR: 7:00 A.M. to 12:30
A.M. NEWS SERVICE: Transradio Press.
TRANSCRIPTION SERVICE: Lang-Worth, Davis
& Schwegler.

Personnel

General Manager.....J. Elroy McCaw
Commercial Manager.....Joseph Chytil
Program Director.....Paul Corbin

Coverage

Population—Primary	199,200
Radio Homes— "	52,400

Source: Mail response analysis.

Representative

John Blair & Company

K R K O

"THE VOICE OF EVERETT AND
SNOHOMISH COUNTY"
EVERETT—EST. 1922

MUTUAL—DON LEE

PACIFIC BROADCASTING CO.

FREQUENCY: 1370 Kc. POWER: 50 Watts.
OWNED BY: Lee E. Mudgett. OPERATED BY:
Lee E. Mudgett. BUSINESS ADDRESS: 300

• • • **WASHINGTON** • • •

Clark Bldg. STUDIO ADDRESS: 300 Clark Bldg. TRANSMITTER LOCATION: 2814 Rucker Ave. TIME ON THE AIR: 7:00 A.M. to 12:00 noon—4:00 P.M. to 7:00 P.M.; Sunday, 9:00 A.M. to 4:00 P.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU.

Personnel

Owner.....Lee E. Mudgett
 Station Manager.....W. F. Knehr
 Musical Director.....Maynard Bordsen
 Chief Engineer.....Lee E. Mudgett

Coverage

Population—Primary 123,800
 Radio Homes— " 33,900
 Source: Mail response analysis.

Representative

John Blair & Co.

•
K W L K

"YOUR STATION"

LONGVIEW—EST. 1938

MBS—DON LEE BROADCASTING SYSTEM
 PACIFIC BROADCASTING CO.

FREQUENCY: 780 Kc. POWER: 250 Watts.
 OWNED BY: Twin City Broadcasting Corp.
 OPERATED BY: Twin City Broadcasting Corp.
 BUSINESS ADDRESS: 1262—14th. STUDIO ADDRESS: 1262—14th; Chinook Hotel, Kelso. TRANSMITTER LOCATION: Ocean Beach Highway. TIME ON THE AIR: Daytime License. NEWSPAPER AFFILIATION: Longview Daily News. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio.

Personnel

General Manager.....A. H. Green
 Production Manager.....Rod Whalen

•
K G Y

"IN WASHINGTON'S CAPITOL CITY"
OLYMPIA—EST. 1921 (non-Comm.)
1932 (Comm.)

MUTUAL—DON LEE BROADCASTING
 SYSTEM
 PACIFIC BROADCASTING CO.

FREQUENCY: 1210 Kc. POWER: 100 Watts.
 OWNED BY: KGY, Inc. OPERATED BY: KGY, Inc. BUSINESS ADDRESS: 11th & Capitol Way. PHONE: 5000. STUDIO ADDRESS: 11th & Capitol Way. TRANSMITTER LOCATION: 11th & Capitol Way. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (except Thursday—off at 7:30 P.M.) Silent Sunday. NEWS SERVICE: United Press, Transradio Press.

Personnel

President.....Louis A. Wasmer
 Vice President.....Archie G. Taft
 Station Manager.....W. R. Taft
 Commercial Manager.....Tom Olsen

Program Director.....Dan Cubberly
 Chief Engineer.....John H. Thatcher

Coverage

Population—Primary 286,900
 Radio Homes— " 77,200
 Source: Mail response analysis.

Representative

John H. Blair & Co.

•
K W S C

"STATE COLLEGE ON THE AIR"

PULLMAN—EST. 1921

FREQUENCY: 1220 Kc. POWER: 5000 Watts, d.; 1000 n. OWNED BY: State College of Wash. OPERATED BY: State College of Wash. BUSINESS ADDRESS: State College. PHONE: 6044. STUDIO ADDRESS: State College. TRANSMITTER LOCATION: Pullman. TIME ON THE AIR: 71 hours per week.

Personnel

President.....E. O. Holland
 Station Manager.....Kenneth E. Yeend
 Production Director.....Hugo L. Libby
 Chief Engineer.....Leonard Burton

•
K E E N

"YOUR KEEN STATION"

SEATTLE—EST. 1925

FREQUENCY: 1370 Kc. POWER: 100 Watts.
 OWNED BY: KVL, Inc. OPERATED BY: KVL, Inc. BUSINESS ADDRESS: Smith Tower. PHONE: Seneca 0070. STUDIO ADDRESS: Smith Tower. TRANSMITTER LOCATION: Smith Tower. TIME ON THE AIR: 12:00 noon to 4:00 P.M. and 7:00 P.M. to 11:00 P.M.

Personnel

President and General
 Manager.....Arthur C. Dailey
 Chief Engineer.....Dick Nickols

•
K I R O

"THE FRIENDLY STATION"

SEATTLE—EST. 1935 (1928 as KPCB)
 COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 710 Kc. POWER: 1000 Watts.
 OWNED BY: Queen City Broadcasting Co.
 OPERATED BY: Queen City Broadcasting Co.
 BUSINESS ADDRESS: Cobb Bldg. PHONE: Seneca 1500. STUDIO ADDRESS: Cobb Bldg. TRANSMITTER LOCATION: 2nd and Union Sts. TIME ON THE AIR: 6:00 A.M. to 2:00 A.M. daily; Sunday, 7:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System, Standard Radio.

Personnel

President.....Louis K. Lear
 Station Manager.....H. J. Quilliam
 Business Manager.....Loren B. Stone

WASHINGTON

Program Director.....Tommy Thomas
 Sales Manager.....J. A. Morton
 Chief Announcer.....Maurice Rider
 Publicity Director.....Vera E. Jedlick
 Chief Engineer.....James Hatfield

Coverage

	Daytime	Evening
Population—Primary	1,137,800	1,315,500
Radio Homes— "	261,300	295,303
Population—Secondary ..	1,033,400	1,379,600
Radio Homes— "	244,280	307,480

Source: CBS Listening Area Study.

Representative

The Katz Agency

K J R

"NORTHWEST NEWS AND SPECIAL
 EVENTS STATION"

SEATTLE—EST. 1921

NBC (PACIFIC COAST BLUE)

NORTHWEST TRIANGLE

FREQUENCY: 970 Kc. POWER: 5000 Watts.

OWNED BY: National Broadcasting Co. OP-
 ERATED BY: Fisher's Blend Station, Inc.
 BUSINESS ADDRESS: Skinner Bldg. PHONE:
 Elliott 5890. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: 2600 26th Ave.,
 S. W. West Waterway. TIME ON THE AIR:
 (daily) 7:00 A.M. to 12:00 P.M. (Sunday) 8:00
 A.M. to 11:00 P.M. NEWS SERVICE: United
 Press. TRANSCRIPTION SERVICE: NBC
 Thesaurus.

Personnel

President.....O. W. Fisher
 Station Manager.....Birt F. Fisher
 Commercial & Advertising
 Manager.....H. M. Feltis
 Program Director.....W. W. Warren
 Operations Supervisor.....Bennett Fisher
 Operations Supervisor.....Homer Pope
 News Director.....Dick Keplinger
 Publicity Director.....C. E. Arney, Jr.
 Sales Promotion Manager...Charles A. Bailie
 Dramatic Director.....John Pearson
 Traffic Manager.....Virginia Murray
 Auditor.....J. B. Henley
 Chief Engineer.....Francis Brott

Coverage

	Daytime	Evening
Population—Primary	909,600	909,600
Radio Homes— "	213,800	213,800
Population—Secondary ..	118,100	118,100
Radio Homes— "	20,900	20,900

Source: Station survey.

Representative

Edward Petry & Co., Inc.

K O L

SEATTLE—EST. 1922

MUTUAL—DON LEE

PACIFIC BROADCASTING CO.

FREQUENCY: 1270 Kc. POWER: 5000 Watts.

OWNED BY: Seattle Broadcasting Co. OP-

ERATED BY: Same. BUSINESS ADDRESS:
 Northern Life Tower. PHONE: Main 2312.
 STUDIO ADDRESS: Same. TRANSMITTER LO-
 CATION: 1110 West Florida. TIME ON THE
 AIR: 6:45 A.M. to 12:00 Midnight, daily; 8:00
 A.M. to 11:00 P.M., Sundays. NEWS SERVICES:
 United Press. TRANSCRIPTION SERVICES:
 Standard Radio, Davis & Schwegler, NAB
 Library.

Personnel

Manager.....Archie Taft
 Commercial Manager.....Cliver A. Runchey
 Production Manager.....Edward J. Jansen
 Musical Director.....Don Isham

Coverage

	Daytime	Evening
Population—Primary	1,010,000	1,010,000
Radio Homes— "	271,010	271,010

Source: Field strength measurements and
 mail response analysis.

Representative

John Blair & Co.

K O M O

"FISHER'S BLEND STATION"

SEATTLE—EST. 1925

NBC (PACIFIC COAST RED)

NORTHWEST TRIANGLE

FREQUENCY: 920 Kc. POWER: 5000 Watts,
 d.; 1000 Watts, n. OWNED BY: Fisher's
 Blend Station Inc. OPERATED BY: Same.
 BUSINESS ADDRESS: Skinner Bldg. PHONE:
 Elliott 5890. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: 2600 26th Ave.,
 S. W. West Waterway. TIME ON THE AIR:
 (daily) 7:00 A.M. to 12:00 Midnight. (Sunday)
 8:00 A.M. to 11:00 P.M. TRANSCRIPTION
 SERVICE: NBC Thesaurus.

Personnel

President.....O. W. Fisher
 Station Manager.....Birt F. Fisher
 Commercial & Advertising
 Manager.....H. M. Feltis
 Program Director.....W. W. Warren
 Operations Supervisor.....Bennett Fisher
 Operations Supervisor.....Homer Pope
 Publicity News Director.....Dick Keplinger
 Publicity Director.....C. E. Arney, Jr.
 Sales Promotion
 Manager.....Charles A. Bailie
 Dramatic Director.....John Pearson
 Traffic Manager.....Virginia Murray
 Auditor.....J. B. Henley
 Chief Engineer.....Francis Brott

Coverage

	Daytime	Evening
Population—Primary	909,600	909,600
Radio Homes— "	213,800	213,800
Population—Secondary ..	99,900	99,900
Radio Homes— "	17,200	17,200

Source: Station survey.

Representative

Edward Petry & Co., Inc.

K R S C

SEATTLE—EST. 1926

FREQUENCY: 1120 Kc. POWER: 250 Watts (C.P. 1000 Watts). OWNED BY: Radio Sales Corp. OPERATED BY: Radio Sales Corp. BUSINESS ADDRESS: 819 Fairview Place. PHONE: Main 0110. STUDIO ADDRESS: 819 Fairview Place. TRANSMITTER LOCATION: 819 Fairview Place. TIME ON THE AIR: 6:00 A.M. to 1:30 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, Standard Radio, Associated Music Publishers, Davis & Schwegler.

Personnel

President.....P. K. Leberman
 Station Manager.....Robt. E. Priebe
 Commercial Manager.....R. C. Fuller
 Chief Announcer.....Ted Bell
 Publicity Director.....E. B. Rivers
 Musical Director.....Jack Meves
 Chief Engineer.....George A. Freeman

Coverage

Population—Primary 735,200
 Radio Homes— " 204,900
 Source: Field strength survey.

K T W

SEATTLE—EST. 1920

FREQUENCY: 1220 Kc. POWER: 1000 Watts. OWNED BY: The First Presbyterian Church of Seattle. OPERATED BY: Same. BUSINESS ADDRESS: 7th & Spring Sts. PHONE: Main 4177, Main 2056. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Sunday) 9:30 A.M. to 10:30 P.M. (Thursday) 7:30 P.M. to 10:30 P.M. (Shares time with radio station KWSC.)

Personnel

Pastor and Station
 Manager.....Dr. M. A. Matthews
 Chief Announcer.....Gene Freeman
 Mrs. C. R. Foss
 Musical Director.....Mrs. C. R. Foss
 Chief Engineer.....James S. Ross

K X A

SEATTLE—EST. 1928

FREQUENCY: 760 Kc. POWER: 1000 watts. OWNED BY: American Radio Telephone Co. OPERATED BY: American Radio Telephone Co. BUSINESS ADDRESS: 314 Bigelow Bldg. PHONE: Seneca 1000-1001. STUDIO ADDRESS: 314 Bigelow Bldg. TRANSMITTER LOCATION: Atlantic St., Dock "A." TIME ON THE AIR: 6:30 A.M. to sundown; 10:00 P.M. to 3:00 A.M. (9:00 P.M. during eastern daylight saving time). NEWS SERVICE: International News Service.

Personnel

President.....R. F. Meggee
 Station Manager.....Florence Wallace
 Chief Announcer.....Jackson Latham
 Chief Engineer.....Maurice M. McMullen

Representative

Cox and Tanz

K F P Y

"THE PIONEER BROADCASTING STATION OF THE INLAND EMPIRE"

SPOKANE—EST. 1922

CBS—PACIFIC NETWORK

FREQUENCY: 890 Kc. POWER: 5000 Watts. OWNED BY: Symons Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Symons Bldg. PHONE: Main 1218. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Route 3, Box 100. TIME ON THE AIR: (Daily) 6:00 A.M. to 12:05 P.M.; (Sunday) 8:00 A.M. to 12:05 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth, NAB Library, Standard Radio, Davis & Schwegler.

Personnel

President.....T. W. Symons, Jr.
 Vice-President & Commercial
 Manager.....Arthur L. Bright
 Chief Engineer.....George Langford

K F P Y

890 KC - - - - CBS

5000 WATTS FULL TIME
 plus
 CREATIVE LOCAL PROGRAMMING
 equals
 BROADCASTING SUCCESS
 in
 SPOKANE'S UPSURGING MARKET

- ASK ANY KATZ AGENCY OFFICE FOR
- † Ross-Federal's 3 latest Spokane audience surveys
 - † Comparative lists of Spokane's local radio advertisers
 - † KPZY programs that GET and KEEP audiences

K F P Y

SYMONS BROADCASTING COMPANY

T. W. Symons Jr., President
 Arthur L. Bright, Vice-President
 Symons Building

SPOKANE

Nationally Represented by
 THE KATZ AGENCY

WASHINGTON

Program Director.....R. W. Brazeal
 Production Manager.....S. L. Hannon
 Musical Director.....James B. Clark

Coverage

	Daytime	Evening
Population—Primary	506,100	523,500
Radio Homes— "	103,350	106,120
Population—Secondary	726,800	279,800
Radio Homes— "	179,170	60,410

Source: CBS Listening Area Study.

Representative

The Katz Agency

K F I O

SPOKANE—EST. 1922

FREQUENCY: 1120 Kc. POWER 100 Watts.
 OWNED BY: Spokane Broadcasting Co. OPERATED BY: Spokane Broadcasting Co. BUSINESS ADDRESS: 526 Riverside Ave. STUDIO ADDRESS: 526 Riverside Ave. TRANSMITTER LOCATION: 526 Riverside Ave. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President & Manager.....Arthur L. Smith
 Commercial Manager.....B. E. Woolston
 Program Director.....G. Longmeier

K G A

SPOKANE—EST. 1926

NBC (BLUE)—NORTHWEST TRIANGLE CHAIN
 FREQUENCY: 1470 Kc. POWER: 5000 Watts.
 OWNED BY: Louis Wasmer. OPERATED BY: Louis Wasmer. BUSINESS ADDRESS: Radio Central Bldg. PHONE: M 5383. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Lidgewood & Rowan. TIME ON THE AIR: Full Time License.

Personnel

Station Manager.....Louis Wasmer
 Assistant Manager.....Harvey Wixson

Coverage

Population—Primary	232,700
Radio Homes— "	84,600
Population—Secondary	103,200
Radio Homes— "	24,900

Source: Mail response analysis.

Representative

Edward Petry & Company

K H Q

SPOKANE—EST. 1920

NORTHWEST TRIANGLE CHAIN
 NATIONAL BROADCASTING CO.—(RED)
 FREQUENCY: 590 Kc. POWER: 5000 Watts.
 OWNED BY: Louis Wasmer, Inc. OPERATED BY: Louis Wasmer, Inc. BUSINESS ADDRESS: Radio Central Bldg. PHONE: M-5383. STU-

DIO ADDRESS: Radio Central Bldg. TRANSMITTER LOCATION: 4105 S. Regal St. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight; Sunday, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus and has Studio Recording Equipment.

Personnel

President.....Louis Wasmer
 Station Manager.....Harvey Wixson
 Chief Announcer.....Harry Lantry
 Musical Director.....Earl Shinkoskey
 Chief Engineer.....A. G. Sparling

Coverage

Population—Primary	539,900
Radio Homes— "	125,800
Population—Secondary	191,000
Radio Homes— "	46,300

Source: Mail analysis and field strength survey.

Representative

Edward Petry & Co., Inc.

K M O

"THE VOICE OF TACOMA"
 TACOMA—EST. 1922

MUTUAL—DON LEE NETWORK
 PACIFIC BROADCASTING CO.

FREQUENCY: 1330 Kc. POWER: 1000 Watts.
 OWNED BY: Carl E. Haymond. OPERATED BY: Carl E. Haymond. BUSINESS ADDRESS: 914½ Broadway. PHONE: Main 4144. STUDIO ADDRESS: 914½ Broadway. TRANSMITTER LOCATION: 1½ miles east of Tacoma. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, NAB Library, Lang-Worth.

Personnel

President and Station
 Manager.....Carl E. Haymond
 Program Director.....Dick Ross
 Publicity Director.....Larry Huesby
 Chief Engineer.....Joe Kolesar

Coverage

Population—Primary	934,200
Radio Homes— "	257,000

Source: Mail response analysis.

Representative

John Blair & Company

K V I

"THE PUGET SOUND STATION"
 TACOMA—EST. 1929

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 570 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Puget Sound Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: W. R. Rust Bldg. PHONE: BR. 4211, 2, 3-Tacoma; Ma. 1171-Seattle. STUDIO ADDRESS: W. R. Rust Bldg.-Tacoma, Olympic Hotel-Seattle. TRANSMITTER LO-

• • • **WASHINGTON** • • •

CATION: Vashon Island. **TIME ON THE AIR:** 6:00 A.M. to midnight. **NEWSPAPER AFFILIATION:** Tacoma News Tribune. **NEWS SERVICE:** Associated Press (non-commercial).

Personnel

President & Station Vernice Irwin
 Manager Earl T. Irwin
 Commercial Manager Elvin E. Evans
 Sales Promotion Director Jane Powers
 Musical Director Wade Thompson
 Program Director James W. Wallace
 Chief Engineer

Coverage

Population—Primary 997,700
 Radio Homes— " 252,300

Source: Mail response analysis.

Representative

Free & Peters, Inc.

K V A N

VANCOUVER—EST. 1939

FREQUENCY: 880 Kc. **POWER:** 250 watts.
OWNED BY: Vancouver Radio Corp. **OPERATED BY:** Same. **BUSINESS ADDRESS:** Evergreen Hotel. **STUDIO ADDRESS:** Evergreen Hotel. **TRANSMITTER LOCATION:** 2915 Fruit Valley Road. **TIME ON THE AIR:** Daytime License. **NEWSPAPER AFFILIATION:** Clark County Sun, Vancouver Sun. **TRANSCRIPTION SERVICE:** Standard Radio.

Personnel

President-General Manager Walter L. Read
 Vice-President D. Elwood Caples
 Commercial Manager S. W. McReady
 Chief Engineer Paul W. Spargo

Coverage

Population—Primary 420,000
 Radio Homes— " 114,250
 Population—Secondary 600,000
 Radio Homes— " 196,423

Source: Field intensity survey.

K U J

WALLA WALLA—EST. 1928

FREQUENCY: 1370 Kc. **POWER:** 100 Watts.
OWNED BY: KUJ, Inc. **OPERATED BY:** KUJ, Inc. **BUSINESS ADDRESS:** 2nd and Rose Sts. **PHONE:** 1230. **STUDIO ADDRESS:** 2nd and Rose Sts. **TRANSMITTER LOCATION:** 2nd and Rose Sts. **TIME ON THE AIR:** 6:30 A.M. to 10:00 P.M. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** World Broadcasting System, Lang-Worth, C. P. MacGregor.

Personnel

President and General Manager H. E. Studebaker
 Commercial Director Jerry Jensen
 Advertising Director Norval Armes
 Program Director Richard Clodius
 Publicity Director Esther Carter
 Musical Director Roy Dorr
 Chief Engineer Milton MacLafferty

Coverage

	Daytime	Evening
Population—Primary	50,000	25,000
Radio Homes— "	12,500	6,500
Population—Secondary	100,000	50,000
Radio Homes— "	25,000	12,500

Source: U. S. Census.

Representatives

Cox & Tanz, Philadelphia
 Sears & Ayer, Chicago
 Walter Biddick Co., Pacific Coast

K P Q

WENATCHEE—EST. 1930

MUTUAL—DON LEE BROADCASTING COMPANY

PACIFIC BROADCASTING CO.

FREQUENCY: 1500 Kc. **POWER:** 250 Watts.
OWNED BY: Wescoast Broadcasting Co. **OPERATED BY:** Wescoast Broadcasting Co. **BUSINESS ADDRESS:** KPQ Bldg. **PHONE:** 45 and 875. **STUDIO ADDRESS:** KPQ Bldg. **TIME ON THE AIR:** 6:30 A.M. to 11:00 P.M. (Daily); 9:00 A.M. to 11:15 P.M. (Sunday). **NEWS SERVICE:** International News Service.

Personnel

President Rogan Jones
 Station and Commercial Manager Cole Wylie
 Chief Announcer Hal Thomas
 Chief Engineer E. E. Wylie

Coverage

Population—Primary 74,500
 Radio Homes— " 19,000

Source: Mail response analysis.

K I T

YAKIMA—EST. 1929

MUTUAL—DON LEE BROADCASTING SYSTEM

PACIFIC BROADCASTING CO.

FREQUENCY: 1250 Kc. **POWER:** 1000 Watts.
OWNED BY: Carl E. Haymond. **OPERATED BY:** Carl B. Haymond. **BUSINESS ADDRESS:** 414 E. Yakima Ave. **PHONE:** 8115, 8116, 4513. **STUDIO ADDRESS:** 414 E. Yakima Ave. **TRANSMITTER LOCATION:** Old Town, Wash. **TIME ON THE AIR:** 6:30 A.M. to 12:00 Mid-night. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICES:** Lang-Worth, Davis & Schwegler.

Personnel

President Carl E. Haymond
 Resident Station Manager J. A. Murphy
 Commercial Manager A. Q. Moore
 Chief Engineer H. B. Murphy

Coverage

Population—Primary 168,900
 Radio Homes— " 43,700

Source: Mail response analysis.

Representative

John Blair & Company

WTAR

NORFOLK—EST. 1923
NATIONAL BROADCASTING CO.
 (RED & BLUE)

FREQUENCY: 780 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. 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: Glen Rock Rd. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: Norfolk Ledger-Dispatch, Norfolk Virginian Pilot. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library, Davis & Schweigler, Langworth.

Personnel

President.....Paul S. Huber
 General Manager.....Campbell Arnoux
 Commercial Manager.....John W. New
 Continuity & Publicity
 Director.....Lee Chadwick
 Program & Musical
 Director.....Henry Cowles Whitehead
 Sports & Special Events
 Director.....Blair Eubanks
 Program Planning Director....Edward Andrus
 Commercial Traffic
 Manager.....Shirly Enright
 Production Manager.....Vaughn Bradshaw

Sales Promotion Director...Ralph S. Hatcher
 Technical Director.....J. L. Grether

Coverage

	Daytime	Evening
Population—Primary	594,825	336,803
Radio Homes— "	113,040	63,660
Population—Secondary	588,000	79,600
Radio Homes— "	108,000	8,900

Source: Field intensity measurements.

Representative

Edward Petry & Co.

WPID*

PETERSBURG—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 Watts. OWNED BY: Petersburg Newspaper Corp. OPERATED BY: Same. BUSINESS ADDRESS: Petersburg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Colonial Heights, Va. TIME ON THE AIR: Full Time License except Sunday which time is divided with WBBL. NEWSPAPER AFFILIATION: Petersburg Progress Index.

Personnel

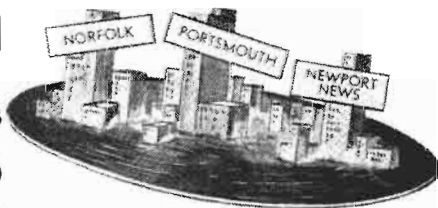
President.....W. E. Harris

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

This Market is FIRST in Virginia

The Norfolk metropolitan district ranks **FIRST** in Virginia in:

Population	273,233
White Families	41,661
Retail Sales	\$86,488,000
Home Owners	17,321



and WTAR is FIRST in Norfolk

FIRST in Popularity
 FIRST in Mail Count
 FIRST in Local Advertising
 FIRST in National Spot Advertising
 FIRST in Fine Local Programs
 FIRST with the Cream of NBC Red and Blue Programs

... and WTAR gives you additional primary coverage of 321,592* prosperous rural population beyond the borders of the Norfolk metropolitan district.

*Daytime Area

PROOF

- 1 advertiser has used WTAR for 16 years!
- 1 advertiser has used WTAR for 13 years!
- 1 advertiser has used WTAR for 11 years!
- 1 advertiser has used WTAR for 10 years!
- 3 advertisers have used WTAR for 6 years!
- 4 national advertisers have used WTAR for 5 years!
- 9 local advertisers have used WTAR for 5 years!

Complete NBC Service

WTAR

FIRST in VIRGINIA

Owned and Operated by
 Norfolk Newspapers, Inc.

National Representatives
 EDWARD PETRY & CO.

WRNL

"THE FRIENDLY STATION IN THE MIDDLE OF YOUR DIAL"

RICHMOND—EST. 1927

FREQUENCY: 880 Kc. POWER: 500 watts (C. P.: 1000 watts, Full Time License). OWNED BY: Richmond Radio Corporation. OPERATED BY: Same. BUSINESS ADDRESS: 323 E. Grace St. PHONE: 3-4242. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Wilkinson Road. TIME ON THE AIR: 6:00 a.m. to local sunset; Sunday, 8:00 a.m. to local sunset. NEWSPAPER AFFILIATION: Richmond News Leader. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Associated Music, Lang-Worth and C. P. MacGregor.

Personnel

President..... John Stewart Bryan
 Vice-President..... Dr. D. S. Freeman
 Secretary-Treasurer..... Tennant Bryan
 Station Manager..... E. S. Whitlock

Coverage

Population—Primary	735,000
Radio Homes— "	125,900
Population—Secondary	915,000
Radio Homes— "	640,000

Source: Station survey.

Representative

Sawyer-Ferguson-Walker Co.

WRTD

"THE TIMES-DISPATCH RADIO STATION"

RICHMOND—EST. 1937

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1500 Kc. POWER: 100 Watts (C.P. 590 Kc., 1000 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. 8:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Times-Dispatch Publishing Co., Inc. TRANSCRIPTION SERVICE: Davis & Schwegler.

Personnel

President..... John D. Wise
 Vice-President..... Campbell Arnoux
 Secretary-Treasurer..... J. L. Stott
 Manager..... Ovelton Maxey
 Chief Engineer..... David Bain
 Assistant to Manager..... Grace E. Gatling
 Program Director..... Robert W. Ehrman

WRNL

PRIMARY COVERAGE

RICHMOND and
 28 Wealthy Virginia Counties
 with
 100,390 Radio Homes
 618,120 Population
 \$128,596,000 Retail Sales

National Representative

Sawyer-Ferguson-Walker Co.

New York Chicago Detroit Atlanta

Serving

RICHMOND

with

NBC BLUE

Selling

more local

time than any

other radio station

in Richmond, Virginia

WRTD

WEST VIRGINIA

Population 1,865,000

Number of Families 417,000

Number of Radio Homes 348,300

Retail Sales \$365,409,000

Auto Registrations 259,000

WJLS

"VOICE OF THE SMOKELESS
COALFIELDS"

BECKLEY—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 watts.
OWNED BY: Joe L. Smith Jr. OPERATED BY:
Joe L. Smith Jr. BUSINESS ADDRESS: WJLS
Bldg., Main St. STUDIO ADDRESS: Same.
TRANSMITTER LOCATION: Teel Road. TIME
ON THE AIR: 6:00 a.m. to 10:00 p.m., daily;
9:00 a.m. to 6:30 p.m., Sundays. NEWS SER-
VICE: Transradio Press, United Press. TRAN-
SCRIPTION SERVICE: NBC Thesaurus, Davis
& Schwegler.

Personnel

Station Manager.....Joe L. Smith Jr.
Commercial Manager....C. H. Murphey, Jr.
Program Directors,

Barnes H. Nash, George Dale
Continuity Director....Charles R. Armentrout
Chief Engineer.....Marian H. McDowell

Coverage

	Daytime	Evening
Population—Primary	217,394	176,237
Radio Homes—"	40,470	32,890
Population—Secondary	234,922	102,717
Radio Homes—"	43,610	19,410

Source: U. S. Census; Joint Committee.

WHIS

"SERVING THE BILLION DOLLAR
COALFIELDS OF W. VA. AND VA."

BLUEFIELD—EST. 1928

FREQUENCY: 1410 Kc. POWER: 1000 Watts,
d.; 500 watts, n. OWNED BY: Daily Tele-
graph Printing Co. OPERATED BY: Daily
Telegraph Printing Co. BUSINESS ADDRESS:
621 Commerce St., Bodell Bldg. STUDIO AD-
DRESS: Same. TRANSMITTER LOCATION:
Harry Heights. TIME ON THE AIR: Week
days, 5:00 A.M. to 10:00 P.M.; Sundays, 9:00
A.M. to 9:00 P.M. NEWSPAPER AFFILIA-
TION: Bluefield Daily Telegraph, Sunset News.
TRANSCRIPTION SERVICE: World Broadcast-
ing System. MAINTAINS ARTISTS' BUREAU.

Personnel

Manager.....J. Lindsey Alley
Program Director.....Melvin Barnett
Chief Engineer.....P. T. Flanagan

Coverage

Population—Primary	559,295
Radio Homes—"	97,580

Population—Secondary 321,610
Radio Homes— " 51,550

Source: Station survey.

Representative

The Katz Agency

WCHS

CHARLESTON—EST. 1927

CBS—WEST VIRGINIA NETWORK
FREQUENCY: 580 Kc. POWER: 5000 Watts,
d.; 500 Watts, n. OWNED BY: John A. Ke-
nedy. OPERATED BY: Howard L. Chernoff,
Station Manager. BUSINESS ADDRESS: 1016
Lee St. PHONE: 28-131-2-3-4. STUDIO AD-
DRESS: 1016 Lee St. TRANSMITTER LOCA-
TION: Kanawha Country Club Road. TIME ON
THE AIR: 6:00 A.M. to 1 A.M. NEWS
SERVICE: United Press. TRANSCRIPTION
SERVICE: World Broadcasting System.

Personnel

President.....John A. Kennedy
General Manager.....Howard L. Chernoff
Technical Advisor.....Odes E. Robinson
Program Director.....Nicholas Pagliaro
Local Commercial Mgr.....H. C. Wright

Coverage

	Daytime	Evening
Population—Primary	1,186,628	*140,670
Radio Homes—"	244,986	142,230
Population—Secondary	580,805	*168,794
Radio Homes—"	131,737	163,700

* Families.

Source: Department of Commerce.

Representative

The Branham Co.

WGKV

CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.
FREQUENCY: 1500 Kc. POWER: 100 watts.
OWNED BY: Kanawha Valley Broadcasting
Co. OPERATED BY: Same. BUSINESS AD-
DRESS: 1016 Lee St. STUDIO ADDRESS: 1016
Lee St. TRANSMITTER LOCATION: Coal
Branch Heights. TIME ON THE AIR: 6:00 a.m.
to 12:00 midnight, daily; 8:00 a.m. to 12:00
midnight, Sundays. NEWS SERVICE: United
Press. TRANSCRIPTION SERVICE: Associated
Music Publishers.

• • • **WEST VIRGINIA** • • •

Personnel

President..... W. A. Carroll
 Managing Director..... R. F. Sowers

W B L K

CLARKSBURG—EST. 1937
 NATIONAL BROADCASTING CO.
 THE WEST VIRGINIA NETWORK

FREQUENCY: 1370 Kc. POWER: 250 watts.
 OWNED BY: The Exponent Company. OPERATED BY: Same. BUSINESS ADDRESS: Clarksburg. PHONE: 3040. STUDIO ADDRESS: Robinson Grand Theater Bldg. TRANSMITTER LOCATION: Glen Elk No. 2. TIME ON THE AIR: 6:00 A.M. to 12:00 P.M. NEWS-PAPER AFFILIATION: The Clarksburg Exponent. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President..... John A. Kennedy
 Station & Commercial
 Manager..... Meyer "Mike" Layman
 Chief Announcer & Program
 Director..... Don McWhorter
 Chief Engineer..... Russell Banks

Coverage

Population—Primary *51,136
 Radio Homes— " 49,520
 Population—Secondary *45,242
 Radio Homes— " 42,050
 * Families.
 Source: U. S. Census.

Representative

The Branham Co.

W M M N

"THE VOICE OF WEST VIRGINIA"
FAIRMONT—EST. 1928

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 890 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Monongahela Valley Broadcasting Co. OPERATED BY: Monongahela Valley Broadcasting Co. BUSINESS ADDRESS: 208 Adams St. PHONE: 3100. STUDIO ADDRESS: 208 Adams St. TRANSMITTER LOCATION: Monongah. TIME ON THE AIR: 6:00 a.m. to 12:00 midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio, Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

Personnel

President..... George B. Storer
 Station & Sales Manager..... O. J. Kelchner
 Office Manager..... R. C. Warden
 Program Manager & Chief
 Announcer..... Howard Wolfe
 Production Manager..... Bill Edwards
 Continuity Editor..... C. Swiger
 Publicity Director..... Bill Ferguson
 Musical Director..... Ted Grant
 Chief Engineer..... Roy Heck

Coverage

	Daytime	Evening
Population—Primary	1,235,500	763,000
Radio Homes— "	258,190	163,240
Population—Secondary	1,142,500	690,762
Radio Homes— "	241,260	152,670

Source: Sales Management.

Representative

John Blair & Company

W S A Z

HUNTINGTON—EST. 1927
 WEST VIRGINIA NETWORK

FREQUENCY: 1190 Kc. POWER: 1000 Watts. OWNED BY: WSAZ, Inc. OPERATED BY: WSAZ, Inc. BUSINESS ADDRESS: 927½ 4th Ave. PHONE: 4106. STUDIO ADDRESS: 927½ 4th Ave. TRANSMITTER LOCATION: Pleasant Heights. TIME ON THE AIR: 6:00 A.M. to 8:00 P.M. NEWSPAPER AFFILIATIONS: Huntington Publishing Co. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICES: Standard Radio, MacGregor, Davis & Schwegler.

Personnel

President and General
 Manager..... John A. Kennedy
 Commercial Manager..... Edward W. Klein
 Advertising Manager..... V. C. Bailey
 Program Director..... Fred Burns
 Publicity Manager..... V. C. Bailey
 Chief Engineer..... Glenn E. Chase

Coverage

Population—Primary 909,961
 Radio Homes— " 184,766
 Population—Secondary 1,363,610
 Radio Homes— " 277,782
 Source: Station survey.

●
(CALL LETTERS UNASSIGNED)*

LOGAN—EST. 1940

FREQUENCY: 1200 Kc. POWER: 100 watts. OWNED BY: Clarence H. Frey and Robert O. Greever. OPERATED BY: Clarence H. Frey and Robert O. Greever. BUSINESS ADDRESS: Logan. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

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

●
W P A R

PARKERSBURG—EST. 1935

CBS—WEST VIRGINIA NETWORK
 FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Ohio Valley Broadcasting Corp. OPERATED BY: Ohio Valley Broadcasting

WEST VIRGINIA — WISCONSIN

Corp. BUSINESS ADDRESS: Grinter Bldg.
STUDIO ADDRESS: Same. TRANSMITTER
LOCATION: Gihon Road, S. Parkersburg.
TIME ON THE AIR: 7:00 a.m. to 11:05 p.m.,
daily; 9:00 a.m. to 11:05 p.m., Sundays. NEWS
SERVICE: United Press. TRANSCRIPTION
SERVICE: World Broadcasting System.

Personnel

President..... John A. Kennedy
Station Manager..... Abe Rauch
Commercial Manager..... Aud Archer
Program Director..... Ken D. Given
Assistant Program Director..... Carl Loose
Musical Director..... Sarah Heermans
Chief Engineer..... William Sodaro

Coverage

	Daytime	Evening
Population—Primary*	33,915	31,575
Radio Homes— "	32,380	30,250
Population—Secondary'	125,086	82,909
Radio Homes— "	119,250	79,870

* Families.

Source: Joint Committee.

Representative

The Branham Co.

W W V A

"THE FRIENDLY VOICE FROM OUT
OF THE HILLS OF WEST VIRGINIA"

WHEELING—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1160 Kc. POWER: 5000
Watts. OWNED BY: West Virginia Broadcast-
ing Co. OPERATED BY: West Virginia Broad-
casting Co. BUSINESS ADDRESS: Hawley
Bldg. PHONE: Wheeling 5383. STUDIO AD-
DRESS: Hawley Bldg. TRANSMITTER LOCA-
TION: Near West Liberty. TIME ON THE AIR:

5:45 a.m. to between 8:00 p.m. and 2:00 a.m.,
daily; 7:00 a.m. to between 8:00 p.m. and 2:00
a.m., Sundays. NEWSPAPER AFFILIATION:
Greater Wheeling Home Talk. NEWS SER-
VICE: International News Service. TRAN-
SCRIPTION SERVICE: NBC Thesaurus.

Personnel

President..... George B. Storer
Managing Director..... George W. Smith
Production Manager..... Paul J. Miller
Program Director..... Wayne Sanders
Chief Engineer..... Glenn G. Boudy

Coverage

	Daytime	Evening
Population—Primary	3,051,400	1,356,400
Radio Homes— "	523,310	238,740
Population—Secondary	6,145,300	4,537,100
Radio Homes— "	1,272,800	890,450

Source: Columbia Listening Area Study.

Representative

John Blair & Company

W B T H

WILLIAMSON—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts.
OWNED BY: Williamson Broadcasting Corp.
OPERATED BY: Same. BUSINESS ADDRESS:
P. O. Box 261. STUDIO ADDRESS: Mountaineer
Hotel Block. TRANSCRIPTION LOCATION:
Williamson. TIME ON THE AIR: Full Time
License. TRANSCRIPTION SERVICE: Standard
Radio.

Personnel

President..... G. W. Taylor
Station Manager..... Harold McWhorter
Program Director..... Eddie Whitehart
Chief Engineer..... W. N. Nungesser

WISCONSIN

Population 2,926,000

Number of Families 735,000

Number of Radio Homes 612,700

Retail Sales \$959,015,200

Auto Registrations 868,000

W H B Y

"VOICE OF THE FOX RIVER VALLEY"

APPLETON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 watts.
OWNED BY: WHBY, Inc. OPERATED BY:
WHBY, Inc., subsidiary of St. Norbert College.
BUSINESS ADDRESS: Bellin Bldg., Green Bay,
Wisc. and Grand Chute Island, Appleton.
STUDIO ADDRESS: Grand Chute Island.
PHONE: Appleton 1161. TRANSMITTER LO-

CATION: Grand Chute Island. TIME ON THE
AIR: 8:00 a.m. to 9:30 p.m. MAINTAINS ART-
ISTS' BUREAU. NEWS SERVICE: United Press.
TRANSCRIPTION SERVICE: World Broadcast-
ing System, C. P. MacGregor.

Personnel

President..... B. H. Pennings
Station & Commercial
Manager..... Rev. James A. Wagner
Sales Manager..... Val Schneider
Publicity Director..... Elliott Henry

Chief Engineer.....Wallace J. Stangel

Coverage

Population—Primary	200,000
Radio Homes— "	45,000
Population—Secondary	370,000
Radio Homes— "	79,000

Source: CBS Listening Area Study.

Representative

Reynolds-Fitzgerald, Inc.

W A T W

ASHLAND—EST. 1939

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 100 watts.

OWNED BY: WJMS, Inc. OPERATED BY: WJMS, Inc. BUSINESS ADDRESS: Ashland. STUDIO ADDRESS: Ashland. TRANSMITTER LOCATION: West of Ashland on U. S. Highway No. 2. TIME ON THE AIR: 7:00 a.m. to 12:00 midnight. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Associated Recorded Program Service.

Personnel

General Manager.....N. C. Ruddell

Coverage

	Daytime	Evening
Population—Primary	65,000	65,000
Radio Homes— "	16,500	16,500
Population—Secondary	30,000	30,000
Radio Homes— "	7,500	7,500

Source: U. S. Census.

W E A U

EAU CLAIRE

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1050 Kc. POWER: 5,000 watts, d.; 1000 watts, n. OWNED BY: Central Broadcasting Co. OPERATED BY: Central Broadcasting Co. BUSINESS ADDRESS: 203 S. Barstow St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Crescent Ave. TIME ON THE AIR: 6:00 a.m. to Los Angeles sunset. NEWSPAPER AFFILIATION: Superior Evening Telegram, Eau Claire Leader. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor.

Personnel

President.....W. C. Bridges

Manager.....John J. Stack

Coverage

	Daytime
Population—Primary	600,000
Radio Homes— "	50,000

Source: Station Survey.

Representative

George P. Hollingsbery Co.

K F I Z

FOND-DU-LAC—EST. 1922

FREQUENCY: 1420 Kc. POWER: 100 watts.

OWNED BY: Reporter Printing Co. OPERATED BY: Reporter Printing Co. BUSINESS ADDRESS: 18 W. 1st St. PHONE: 356. STUDIO ADDRESS: 18 W. 1st St. TRANSMITTER LOCATION: 18 W. 1st St. TIME ON THE AIR: 8:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATIONS: Fond-du-Lac Commonwealth Reporter. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Manager.....Lynn N. Fairbanks

Representative

Small & Brewer, Inc.

W T A Q

GREEN BAY—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1330 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: WHBY, Inc. OPERATED BY: WHBY, Inc., subsidiary of St. Norbert College. BUSINESS ADDRESS: Bellin Bldg. PHONE: Adams 1, Adams 2. STUDIO ADDRESS: Bellin Bldg. TRANSMITTER LOCATION: W. De Pere. TIME ON THE AIR: Daily, 7:00 a.m. to 12:00 midnight. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor.

Personnel

President.....B. H. Pennings

Secretary-Treasurer...Rev. James A. Wagner
Station & Commercial

Manager.....Hayden Evans

Artists' Bureau Head-Chief

Announcer.....Em Owens

Sales Manager.....Val Schneider

Publicity Director.....Elliott Henry

Musical Director.....Em Owen

Chief Engineer.....Wallace J. Stangel

Coverage

Population—Primary	300,000
Radio Homes— "	60,000
Population—Secondary	555,000
Radio Homes— "	115,000

Source: CBS Listening Area Study.

Representative

Reynolds-Fitzgerald, Inc.

W C L O

"THE VOICE OF SOUTHERN WISCONSIN"

JANESVILLE—EST. 1930

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Gazette Printing Co. OPERATED BY: Same. BUSINESS ADDRESS: Gazette Bldg. PHONE: 2500. STUDIO ADDRESS: Gazette Bldg. TRANSMITTER LOCATION: 1436 Oakhill Ave. TIME ON THE AIR: 16 hours daily. NEWSPAPER AFFILIATION: The Janesville Daily Gazette. NEWS SERVICE: Associated

W I S C O N S I N

Press. **MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE:** NBC Thesaurus, Standard Radio.

Personnel

General Manager.....James F. Kyler
 Chief Engineer.....Chas. Brannen
 Program Director.....Hester Kyler
 Commercial Manager.....V. A. Weber

Coverage

	Daytime	Evening
Population—Primary	61,081	61,081
Source: Department of Commerce.		

W K B H

"THE NEWS VOICE OF THE
NORTHWEST"

LA CROSSE—EST. 1923

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1380 Kc. POWER: 1000 watts.
 OWNED BY: WKBH, Inc. OPERATED BY:
 WKBH, Inc. BUSINESS ADDRESS: Radio
 Building, 409 Main St. PHONE: 450. STUDIO
 ADDRESS: Radio Building, 409 Main St.;
 Hotel Winona, Winona. TRANSMITTER LO-
 CATION: R.F.D., La Crosse. TIME ON THE
 AIR: 6:00 A.M. to 11:00 P.M. NEWS SER-
 VICES: United Press, local news. TRANSCRIP-
 TION SERVICE: World Broadcasting System.

Personnel

President and Station
 Manager.....Otto M. Schlabach
 Vice-President.....Milo Casberg
 Secretary-Treasurer & Commercial
 Manager.....Chas. F. Callaway
 Program Director.....Bernice Callaway
 Musical Director.....Gene Mendez
 Chief Engineer.....Al Leeman

Coverage

	Daytime	Evening
Population—Primary	259,800	209,900
Radio Homes— "	53,440	49,990
Population—Secondary ..	578,500	646,400
Radio Homes— "	116,630	132,470

Source: CBS Listening Area Study.

Representative

Howard H. Wilson Co.

W H A

AMERICA'S OLDEST EDUCATIONAL
BROADCASTING STATION

**MADISON—EST. 1917 (as 9XM)
1922 (as WHA)**

FREQUENCY: 940 Kc. POWER: 5000 Watts.
 OWNED BY: University of Wisconsin. OPER-
 ATED BY: University of Wisconsin. BUSI-
 NESS ADDRESS: Madison. STUDIO ADDRESS:
 Radio Hall, U. of W. Campus. TRANSMIT-
 TER LOCATION: Fish Hatchery Road. TIME
 ON THE AIR: 8:00 A.M. to local sunset.

Personnel

Director.....H. B. McCarty

Public Relations Director.....H. A. Engel
 Musical Director.....Frederick Fuller
 Chief Operator.....John Stiehl

Policies

Station does not sell time.

W I B A

MADISON—EST. 1924

NBC (Red and Blue)

FREQUENCY: 1280 Kc. POWER: 5000 Watts,
 d.; 1000 Watts, n. OWNED BY: Badger Broad-
 casting Co. OPERATED BY: Badger Broad-
 casting Co. BUSINESS ADDRESS: 111 King St.
 PHONE: Fairchild 8800. STUDIO ADDRESS:
 111 King St. TRANSMITTER LOCATION: Rt. 5.
 Madison. TIME ON THE AIR: 7:00 A.M. to
 midnight. NEWSPAPER AFFILIATIONS: The
 Capital Times, Wisconsin State Journal. NEWS
 SERVICE: United Press. TRANSCRIPTION
 SERVICES: World Broadcasting System, NBC
 Thesaurus.

Personnel

President.....William T. Evjue
 Secretary-Treasurer.....Tom C. Bowden
 Vice-President.....A. M. Brayton
 Business Manager.....W. E. Walker
 Program Manager & Publicity
 Director.....K. F. Schmitt
 Musical Director.....Leon Persson
 Chief Engineer.....Norman Hahn

Coverage

	Daytime	Evening
Population—Primary	577,400	129,900
Radio Homes— "	134,280	30,250
Population—Secondary ..	950,000	250,000
Radio Homes— "	221,000	58,100

Source: Field intensity survey: U. S. Census.

Representative

Reynolds-Fitzgerald, Inc.

W O M T

"THE NEWSPAPER OF THE AIR"

MANITOWOC—EST. 1926

FREQUENCY: 1210 Kc. POWER: 100 Watts.
 OWNED BY: Francis M. Kadow. OPERATED
 BY: Same. BUSINESS ADDRESS: Radio Bldg.
 PHONE: 167-400W. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: 11110 Washing-
 ton St. TIME ON THE AIR: 6:57 A.M. to 9:30
 P.M. NEWS SERVICE: United Press. TRAN-
 SCRIPTIION SERVICE: World Broadcasting
 System.

Personnel

General Manager.....F. M. Kadow
 Commercial Manager.....Arthur Blake
 Program Director.....Fred Hessler
 Chief Engineer.....W. F. Dubin

Coverage

	Daytime	Evening
Population—Primary	125,000	125,000
Radio Homes— "	36,000	36,000

W I S C O N S I N

Population—Secondary 40,000
 Radio Homes— " 8,000
 Source: U. S. Census.

W M A N

MARINETTE—EST. 1939

FREQUENCY: 570 Kc. POWER: 250 watts.
 OWNED BY: M. & M. Broadcasting Co. OP-
 ERATED BY: M. & M. Broadcasting Co. BUSI-
 NESS ADDRESS: 400 Wells St. STUDIO AD-
 DRESS: 400 Wells St. TRANSMITTER LOCA-
 TION: Same. TIME ON THE AIR: 6:00 a.m.
 to local sunset, daily; 7:00 a.m. to local sun-
 set, Sundays. TRANSCRIPTION SERVICE: As-
 sociated Music Publishers.

Personnel

General Manager M. F. Chapin

Representative

Reynolds-Fitzgerald, Inc.

W I S N

"PROGRAMS LISTENERS LIKE"

MILWAUKEE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1120 Kc. POWER: 1000 watts,
 d.; 250 watts, n. OWNED BY: Hearst Radio,
 Inc. OPERATED BY: Hearst Radio, Inc. BUSI-
 NESS ADDRESS: 123 W. Michigan. PHONE:
 Daly 3900. STUDIO ADDRESS: 123 W. Michi-
 gan. TRANSMITTER LOCATION: 231 W.

Michigan. TIME ON THE AIR: 6:00 a.m. to
 12:00 midnight; Sunday, 7:30 a.m. to 12:00
 midnight. NEWSPAPER AFFILIATIONS: MIL-
 waukee Sentinel, Sunday News-Sentinel. NEWS
 SERVICE: International News Service. TRAN-
 SCRPTION SERVICE: World Broadcasting Sys-
 tem.

Personnel

Station Manager G. W. Grignon
 Sales Manager Fred H. Zindler
 Musical Director E. Krebs
 Chief Engineer D. A. Weller

Coverage

	Daytime	Evening
Population—Primary	1,250,000	800,000
Radio Homes— "	250,000	160,000
Population—Secondary	1,500,000	1,000,000
Radio Homes— "	300,000	200,000

Source: Station survey.

Representative

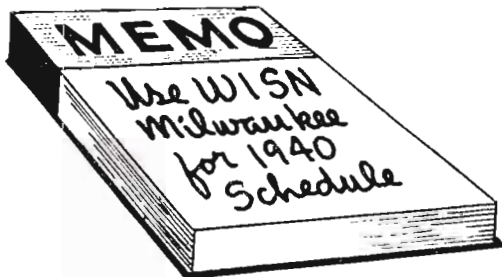
International Radio Sales

W E M P

"THE ENTERTAINMENT CENTER ON
 YOUR DIAL"

MILWAUKEE—EST. 1935

FREQUENCY: 1310 Kc. POWER: 250 watts.
 OWNED BY: Milwaukee Broadcasting Co. OP-
 ERATED BY: Milwaukee Broadcasting Co.
 BUSINESS ADDRESS: 710 N. Plankinton.
 PHONE: Marquette 7722. STUDIO ADDRESS:



91% GAIN

IN NATIONAL SPOT BUSINESS

Plus a 55% Increase in CBS Network Commercial Time

(Six Months Period Ending Jan. 1)

TO SELL MILWAUKEE YOU NEED A MILWAUKEE STATION

W I S N

Represented by

INTERNATIONAL RADIO SALES

W I S C O N S I N

711 Empire Bldg. TRANSMITTER LOCATION;
710 Empire Bldg. TIME ON THE AIR: 6:30
A.M. to 12:00 midnight. NEWS SERVICE:
United Press. TRANSCRIPTION SERVICE:
NAB Library.

Personnel

President.....H. L. Mount
Station Manager.....C. J. Lanphier
Commercial Manager.....Gene T. Dyer
Advertising Manager.....Glenn Roberts
Program Director.....Chas. La Force
Sales Manager.....Ben Wolff
Chief Announcer.....Carl Zimmerman
Publicity Director.....Bert Mulroy
Musical Director.....Florence Betty-Kelly
Chief Engineer.....Raymond Host

Coverage

Population—Primary	861,236
Radio Homes— "	170,490
Population—Secondary	53,524
Radio Homes— "	24,540

Source: Field intensity survey; U. S. Census.

W T M J

MILWAUKEE—EST. 1927

NATIONAL BROADCASTING CO.

FREQUENCY: 620 Kc. POWER: 5000 watts,
d.; 1000 watts, n. OWNED BY: The Journal
Company. OPERATED BY: The Milwaukee
Journal. BUSINESS ADDRESS: 333 West State
St. PHONE: Marquette 6000. STUDIO AD-
DRESS: 333 W. State St. TRANSMITTER LO-
CATION: 12 miles west of Milwaukee on Blue
Mound Road. TIME ON THE AIR: 6:00 a.m.
to 12:00 midnight. MAINTAINS TALENT
SERVICE. NEWSPAPER AFFILIATIONS: The
Milwaukee Journal. NEWS SERVICE: United
Press. TRANSCRIPTION SERVICE: Associated.

Personnel

General Manager.....W. J. Damm
Station Manager.....L. W. Herzog
Asst. Manager.....R. G. Winnie
Commercial Manager.....Wm. F. Dittmann
Chief Announcer.....Robt. Heiss
Continuity Manager.....Russ W. Tolg
Musical Director.....Wm. J. Benning
Chief Technician.....D. W. Gellerup

Coverage

	Daytime	Evening
Population—Primary	2,984,189	1,634,345
Radio Homes— "	646,330	365,250
Population—Secondary	6,480,000	5,246,000
Radio Homes— "	1,407,000	1,168,000

Source: Field intensity measurements.

Representative

Edward Petry & Company

W I B U

POYNETTE—EST. 1925

WISCONSIN RADIO NETWORK

FREQUENCY: 1210 Kc. POWER: 250 watts.
OWNED BY: Wm. C. Forrest. OPERATED BY:

Same. BUSINESS ADDRESS: RFD No. 2.
PHONE: 97R5. STUDIO ADDRESS: Poynette;
Portage; Beaver Dam; Madison. TRANSMIT-
TER LOCATION: Same. TIME ON THE AIR:
7:00 a.m. to 9:00 p.m. NEWSPAPER AFFILIA-
TION: Baraboo News Republic. NEWS SER-
VICE: United Press. TRANSCRIPTION SER-
VICE: Standard Radio.

Personnel

Station Manager.....Wm. C. Forrest
Chief Announcer.....Charles Harrison
Portage Studio Manager.....M. A. Hays
Beaver Dam Studio Manager.....Hal Woods
Madison Studio Manager.....Ralph O'Connor
Chief Engineer.....Leonard Does

W R J N

RACINE—EST. 1926

FREQUENCY: 1370 Kc. POWER: 250 Watts.
OWNED BY: Racine Broadcasting Corp. OP-
ERATED BY: Same. BUSINESS ADDRESS:
441 Main St. PHONE: Jackson 290.
STUDIO ADDRESS: Same. TRANSMITTER LO-
CATION: Mt. Pleasant. TIME ON THE AIR:
8:30 a.m. to 10:00 p.m. NEWSPAPER AF-
FILATIONS: Racine Journal-Times. NEWS
SERVICE: Transradio Press. TRANSCRIPTION
SERVICES: Lang-Worth, C. P. MacGregor.

Personnel

President.....F. R. Starbuck
Secretary-Treasurer &
General Manager.....Harry R. LePoidevin
Station & Commercial
Manager.....Harold J. Newcomb
Program Director.....H. S. Mann, Jr.
Publicity Director.....Ken Hegard
Chief Engineer.....F. Lee Dechant

Coverage

	Daytime	Evening
Population—Primary	921,832	921,832
Radio Homes— "	196,356	196,356
Population—Secondary	142,523	142,523
Radio Homes— "	30,427	30,427

Source: Field intensity survey; Joint Commit-
tee; U. S. Census.

Representative

Allied Representation Co.

W J M C

"THE VOICE OF THE DAIRY COUNTRY"
"IN THE HEART OF VACATIONLAND"
RICE LAKE—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 watts.
OWNED BY: Walter H. McGenty. OPERATED
BY: J. J. McGenty. BUSINESS ADDRESS: 410
North Main St. PHONE: 550. STUDIO AD-
DRESS: 410 North Main St. TRANSMITTER LO-
CATION: 1615 South Main St. TIME ON THE
AIR: 6:00 a.m. to local sunset, daily; 8:00 a.m.
to local sunset, Sundays. NEWS SERVICE:

W I S C O N S I N

Transradio Press. TRANSCRIPTION SERVICE:
Standard Radio. MAINTAINS ARTISTS' BU-
REAU.

Personnel

General Manager..... J. J. McGenty
Station Manager..... C. C. Rice
Business Manager..... C. C. Leonard
Public Relations Director..... Dr. J. H. Wallis
Chief Announcer..... Carlton Beaudette
Agricultural Director..... Ingvald Hembre
Chief Engineer..... Lawrence Bruner

Coverage

Population—Primary	100,000
Radio Homes— "	25,000
Population—Secondary	25,000
Radio Homes— "	6,000

Source: Joint Committee.

W H B L

"THE VOICE OF DAIRYLAND"
SHEBOYGAN—EST. 1928

WISCONSIN RADIO NETWORK

FREQUENCY: 1300 Kc. POWER: 1000 watts,
d.; 250 watts, n. OWNED BY: Press Publishing
Co. OPERATED BY: Press Publishing Co.
BUSINESS ADDRESS: 626-636 Center Ave.
PHONE: 1900. STUDIO ADDRESS: 636 Center
Ave. TRANSMITTER LOCATION: R R 3 Shebo-
yan, Wis. TIME ON THE AIR: daily, 7:00 a.m. to
10:15 p.m.; Sunday, 10:00 a.m. to 10:15 p.m.
NEWSPAPER AFFILIATION: Sheboygan Press.
NEWS SERVICE: United Press. MAINTAINS
ARTISTS' BUREAU. TRANSCRIPTION SER-
VICES: Standard Radio, NBC Thesaurus.

Personnel

President..... C. E. Broughton
Manager..... Ed Cuniff
Chief Announcer..... Glen James
Bus. Mgr..... H. H. Born
Publicity Director..... E. Zufelt
Program & Musical Director..... M. J. Pape
Chief Engineer..... Herbert Mayer

Coverage

Population—Primary	587,505
Radio Homes— "	121,680
Population—Secondary	162,201
Radio Homes— "	31,250

Source: Station survey.

Representative

Howard H. Wilson & Co.

W L B L

"WISCONSIN LAND OF BEAUTIFUL
LAKES"

STEVENS POINT—EST. 1924

FREQUENCY: 900 Kc. POWER: 5000 watts.
OWNED BY: State of Wisconsin-Department
of Agriculture and Markets. OPERATED BY:
Department of Agriculture and Markets. BUSI-

NESS ADDRESS: State Teachers' College.
PHONE: 525. STUDIO ADDRESS: Same.
TRANSMITTER LOCATION: Auburndale. TIME
ON THE AIR: Daytime License.

Personnel

Station Manager..... F. R. Calvert
Program Director..... W. P. Wichmann
Chief Engineer..... H. O. Brickson

W D S M

SUPERIOR—EST. 1937

FREQUENCY: 1200 Kc. POWER: 100 Watts.
OWNED BY: WDSM, Inc. OPERATED BY:
WDSM, Inc. BUSINESS ADDRESS: Board of
Trade Bldg. STUDIO ADDRESS: Board of Trade
Bldg. TRANSMITTER LOCATION: Connor's
Point. TIME ON THE AIR: 18½ hours daily.
TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Manager..... Robert D. Kennedy
Program Director..... James Payton

Coverage

Population—Primary	348,560*
Radio Homes— "	87,140*

* Includes both primary and secondary
areas.

Source: Station survey.

W S A U

"YOUR STATION"

WAUSAU—EST. 1937

FREQUENCY: 1370 Kc. POWER: 250 watts.
OWNED BY: Northern Broadcasting Co., Inc.
OPERATED BY: Northern Broadcasting Co.,
Inc. BUSINESS ADDRESS: 113-115 Third St.
PHONE: 6521. STUDIO ADDRESS: 113-115
Third St. TRANSMITTER LOCATION: Same.
TIME ON THE AIR: 6:45 a.m. to 10:15 p.m.
NEWS SERVICE: United Press. TRANSCRIP-
TION SERVICE: World Broadcasting System.
MAINTAINS ARTISTS' BUREAU.

Personnel

President..... W. E. Walker
General Manager..... Wayne W. Crabb
Program Director..... Donald R. Burt
Musical Director..... Vern Peterson
Chief Engineer..... Roland Richardt

Coverage

	Daytime	Evening
Population—Primary	236,200	91,700
Radio Homes— "	48,224	18,966
Population—Secondary	136,800	92,700
Radio Homes— "	29,219	18,920

Source: Mail response analysis.

Representative

Reynolds-Fitzgerald, Inc.

WYOMING

Population 235,000

Number of Families 60,300

Number of Radio Homes 49,800

Retail Sales \$90,949,100

Auto Registrations 82,450

K D F N

CASPER—EST. 1930

FREQUENCY: 1440 Kc. POWER: 500 watts. OWNED BY: D. L. Hathaway. OPERATED BY: D. L. Hathaway. BUSINESS ADDRESS: Box 930. PHONE: 407. STUDIO ADDRESS: 1st and Lennox Sts. TIME ON THE AIR: 7:30 a.m. to 9:00 p.m. NEWS SERVICE: Radio News and Transradio Press. TRANSCRIPTION SERVICES: Lang-Worth, NAB Library, Davis & Schwegler.

Personnel

Station & Sales Manager..... D. L. Hathaway
Commercial Manager..... F. R. Hufsmith
Chief Announcer..... M. Nichols
Publicity Director..... H. Brewer
Chief Engineer..... F. Wickencamp

Coverage

Population—Primary 87,428
Radio Homes— " 17,557
Population—Secondary 58,622
Radio Homes— " 11,296

Source: Station survey; Joint Committee.

Representatives

Sears and Ayer, James F. Fay,
Walter Biddick Co.

K V R S

ROCK SPRINGS—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Wyoming Broadcasting Co. OPERATED BY: Wyoming Broadcasting Co. BUSINESS ADDRESS: Rock Springs. PHONE: 93. STUDIO ADDRESS: Same. TIME ON THE AIR: Full time license. TRANSMITTER LOCATION: Lincoln Highway. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NBC The-saurus, C. P. MacGregor.

Personnel

President..... R. R. West
General Manager..... Ken Nielsen
Chief Engineer..... C. R. Miller

K W Y O

"THE VOICE OF WYOMING"
SHERIDAN—EST. 1934

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Bighorn Broadcasting Co. OPERATED BY: Bighorn Broadcasting Co. BUSI-

NESS ADDRESS: Sheridan. PHONE: 601. STUDIO ADDRESS: 19 N. Main. TRANSMITTER LOCATION: Park Drive and O'Marr. TIME ON THE AIR: 7:00 a.m. to 9:00 p.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: C. P. MacGregor' Standard Radio.

Personnel

President..... R. E. Carroll
Station Manager..... Herb Siebert
Program Director..... Jim Carroll
Chief Announcer..... Paul Boyer
Chief Engineer..... Bob Crossthwaite

Coverage

	Daytime	Evening
Population—Primary	38,205	38,205
Radio Homes— "	12,636	12,636
Population—Secondary	50,000	50,000
Radio Homes— "	17,000	17,000

Source: Station Survey.

Representatives

Sears & Ayer, Inc.
Homer Owen Griffith

I WONDER
WHAT
RADIO DAILY
WILL SAY
ABOUT IT?

TERRITORIES — — POSSESSIONS

Alaska

K F Q D

ANCHORAGE—EST. 1924

FREQUENCY: 780 Kc. POWER: 250 watts. OWNED BY: Anchorage Radio Club, Inc. OPERATED BY: R. E. McDonald. BUSINESS ADDRESS: KFQD Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 411 Fourth Ave. TIME ON THE AIR: 6:00 a.m. to 11:00 p.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio.

Personnel

President and General
Manager.....R. E. McDonald
Program Director.....Ken Laughlin
Chief Engineer.....Wm. J. Wagner

Representative

Walter Biddick Co.

K F A R

FAIRBANKS—EST. 1938

FREQUENCY: 610 Kc. POWER: 1000 watts. OWNED BY: Midnight Sun Broadcasting Co. OPERATED BY: Midnight Sun Broadcasting Co. BUSINESS ADDRESS: Lathrop Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Fairbanks. TIME ON THE AIR: 8:00 a.m. to 1:00 p.m. and 5:00 p.m. to 12:00 midnight. NEWSPAPER AFFILIATION: Fairbanks Daily Newsminer. NEWS SERVICE: Associated Press, United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

Personnel

President.....A. E. Lathrop
Vice-President.....E. F. Medley
Secretary-Treasurer.....Miriam Dickey
Manager.....Jack Winston
Assistant Manager.....Wilson K. Foster
Chief Engineer.....Stanton D. Bennett

Coverage

	Daytime	Evening
Population—Primary	25,000	25,000
Population—Secondary	40,000	40,000

Source: Field strength measurements; U. S. Census.

K I N Y

"THE FRIENDLY VOICE OF THE
CAPITOL"

JUNEAU—EST. 1935

FREQUENCY: 1430 Kc. POWER: 1000 watts. OWNED BY: Edwin A. Kraft. OPERATED BY: Same. BUSINESS ADDRESS: Box 2597, PHONE: 197. STUDIO ADDRESS: Triangle Bldg. TRANSMITTER LOCATION: Alaska Juneau Mine Property. TIME ON THE AIR: 7:45 a.m. to 1:30 p.m. and 4:30 p.m. to 11:00 p.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, MacGregor, Titan and Lang-Worth. MAINTAINS ARTISTS' BUREAU.

Personnel

Owner.....Edwin A. Kraft
Station Manager.....C. B. Arnold
Program & Commercial Mgr.....Harry W. Long
Chief Engineer.....C. F. Heister

Coverage

	Daytime	Evening
Population—Primary*	35,000	55,000
Radio Homes—"	31,500	47,000
Population—Secondary*	7,000	12,000
Radio Homes—"	6,300	10,800

* Families.

Source: Mail response analysis.

Representatives

Northwest Radio Adv. Co., Inc., Seattle
Joseph Hershey
McGillvra

K G B U

KETCHIKAN—EST. 1926

FREQUENCY: 900 Kc. POWER: 500 watts. OWNED BY: Alaska Radio and Service Co. OPERATED BY: Alaska Radio and Service Co. BUSINESS ADDRESS: KGBU Bldg. STUDIO ADDRESS: KGBU Bldg. TRANSMITTER LOCATION: Ketchikan. TIME ON THE AIR: 10:00 A.M. to 2:00 P.M. and 5:00 P.M. to 10:00 P.M.; Sunday, 4:00 P.M. to 9:00 P.M. TRANSCRIPTION SERVICE: Langworth.

Personnel

President-General Mgr.....James A. Britton
Vice-President.....R. W. Britton

Hawaii

K H B C

"THE HOME OF PELE"

HILO—EST. 1936

CBS-MBS

HAWAIIAN BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 watts.
 OWNED BY: Hawaiian Broadcasting System, Ltd. OPERATED BY: Hawaiian Broadcasting System, Ltd. BUSINESS ADDRESS: P. O. Box 595. STUDIO ADDRESS: 1285 Kalaniole Ave. TRANSMITTER LOCATION: Hilo. TIME ON THE AIR: 6:30 a.m. to 10:30 p.m., daily; 8:00 a.m. to 9:30 p.m., Sundays. NEWSPAPER AFFILIATION: Tribune Herald of Hilo. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor.

Personnel

General Manager.....J. Howard Worrall
 Station Manager.....Earl A. Nielsen

Representative

John Blair & Co.

K G M B

HONOLULU—EST. 1929

CBS—MBS

FREQUENCY: 590 Kc. POWER: 5000 watts.
 OWNED BY: Hawaiian Broadcasting System, Ltd. OPERATED BY: Hawaiian Broadcasting System, Ltd. BUSINESS ADDRESS: Kapiolani Blvd. STUDIO ADDRESS: Kapiolani Blvd. TRANSMITTER LOCATION: Honolulu. TIME ON THE AIR: 5:55 a.m. to 12:00 midnight. NEWSPAPER AFFILIATION: Honolulu Star-Bulletin. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, Associated, C. P. MacGregor, NAB Library.

Personnel

President-General
 Manager.....J. Howard Worrall
 Station Manager.....Webley Edwards

Coverage

	Daytime	Evening
Population—Primary	411,485	411,485
Radio Homes— "	60,000	60,000

Representative

John Blair & Co.

K G U

"VOICE OF HAWAII"

HONOLULU—EST. 1922

NBC (RED & BLUE)

FREQUENCY: 750 Kc. POWER: 2500 Watts.
 OWNED BY: Marion A. Mulrony and Advertiser Publishing Co., Ltd. OPERATED BY: Advertiser Publishing Co., Ltd. STUDIO ADDRESS: Advertiser Square. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 11:15 P.M. NEWSPAPER AFFILIATION: Honolulu Advertiser. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth.

Personnel

General Manager.....M. A. Mulrony
 Program Manager.....Richard McGuire
 Director of Natl. Advertising...R. S. Thurston
 Assistant Manager.....Don O. Crozier

Representatives

The Katz Agency
 Walter Biddick Co. (Coast)

K T O H *

"AMERICA'S MOST WESTERLY STATION"

LIHUE—EST. 1939

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Garden Island Publishing Co. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 1748. STUDIO ADDRESS: Lihue. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 15 hours daily. NEWSPAPER AFFILIATION: The Garden Island, Kauai Filipino News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

General Manager.....C. J. Fern
 Station Manager.....Deane Stewart
 Program Director.....William Parsons
 Chief Engineer.....Robert Glenn

Coverage

	Daytime	Evening
Population—Primary	40,000	300,000
Radio Homes— "	7,000	50,000
Population—Secondary		400,000
Radio Homes— "		70,000

Source: Radio Commission of Hawaii.

* Station licensed to operate under a C. P. at time of going to press.

Puerto Rico

W P R A

"VOICE OF THE WEST"

MAYAGUEZ—EST. 1937

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. (C. P. 780 Kc., 2500 watts, d.; 1000 watts, n.) OWNED BY: Puerto Rico Adv. Co. OPERATED BY: Same. BUSINESS ADDRESS: Del Rio No. 26. PHONE: 269-271. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1 mile from city. TIME ON THE AIR: 7:00 to 9:00 A.M.—11:00 A.M. to 2:00 P.M.—6:00 to 10:00 P.M. NEWS SERVICE: Transradio Press.

Personnel

President Andres Camara
 Station Manager Patricio R. Fermaintt
 Chief Announcer Mario Acosta
 Musical Director Celso Torres
 Chief Engineer Ralph P. Perry

W P R P

"THE VOICE OF PUERTO RICO"

PONCE—EST. 1934

FREQUENCY: 1420 Kc. POWER: 250 Watts. (Application applied for 1480 Kc., 5000 watts.) OWNED BY: Julio M. Conesa. OPERATED BY: Same. BUSINESS ADDRESS: 4-8-16 Trujillo St. STUDIO ADDRESS: Same. TIME ON THE AIR: 7:00 a.m. to 2:00 p.m. and 5:00 p.m. to 11:00 p.m. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Transradio Press, Associated Press. TRANSCRIPTION SERVICE: Langworth.

Personnel

General Manager Julio M. Conesa
 Artists' Bureau Head G. Ayala
 Commercial Manager A. Mirabal
 Chief Engineer I. S. Smidtko

Coverage

	Daytime	Evening
Population—Primary	700,000	400,000
Radio Homes—	1,900,000	1,000,000

Source: Station estimate.

W K A Q

SAN JUAN—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1240 Kc. POWER: 1000 Watts. OWNED BY: Radio Corporation of Porto Rico. OPERATED BY: Radio Corporation of Porto Rico. BUSINESS ADDRESS: P. O. Box 430. NEW YORK OFFICE: c/o International Telephone & Telegraph Co., 67 Broad St., New York City. STUDIO ADDRESS: Telephone Bldg. TRANSMITTER LOCATION: Hato Rey, P. R. TIME ON THE AIR: 16 hours daily. NEWS SERVICE: Transradio-Radio News Association. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Vice-President-General

Manager John A. Zerbe
 Commercial Manager Jose C. Irizaray
 Program Director David A. Brown

Coverage

	Daytime	Evening
Population—Primary	828,300	821,250
Radio Homes—	31,800	31,600
Population—Secondary	945,450	952,500
Radio Homes—	18,200	18,400

Source: Field intensity survey; Department of Commerce.

W N E L

"THE LINK OF THE AMERICAS"

SAN JUAN—EST. 1934

FREQUENCY: 1290 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: Juan Piza. OPERATED BY: Same. BUSINESS ADDRESS: 59 Brau St. PHONE: 107-8. STUDIO ADDRESS: 59 Brau St.; 99 Sol St. TRANSMITTER LOCATION: 99 Sol St. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M. NEWS SERVICES: Transradio News, Radio News Assoc. TRANSCRIPTION SERVICES: Lang-Worth.

Personnel

Owner-Operator Juan Piza
 General Manager Edgar S. Belaval
 Commercial Manager Augustin Camunas
 Program Director-Promotion
 Manager Gustavo Diaz
 Chief Engineer William N. Greer

Representative

Broadcasting Abroad, Ltd.

RADIO STATIONS IN THE U. S. A. OWNED WHOLLY OR PARTIALLY BY NEWSPAPER INTERESTS

The following listing was compiled through the cooperation of the FCC and is up-to-date as of Jan. 1, 1940.

ALABAMA

The Anniston Star.....WHMA
Licensee—Harry M. Ayers, Anniston.
The Birmingham Age-Herald.....WSGN
The Birmingham News
Huntsville Times
Licensee—The Birmingham News
Co., Birmingham.
Through stock ownership.....WSFA
Licensee—Montgomery Broadcasting
Co., Montgomery.

ARIZONA

Prairie Farmer Publishing Co.....KOY
Licensee—Salt River Valley Broad-
casting Co., Phoenix.
Arizona RepublicKTAR
Phoenix Gazette
Arizona Weekly Gazette
Licensee—KTAR Broadcasting Co.,
Phoenix.
Arizona RepublicKVOA
Phoenix Gazette
Licensee—Arizona Broadcasting Co.,
Tucson.

ARKANSAS

Arkansas GazetteKGHI
Licensee — Arkansas Broadcasting
Co., Little Rock.
Arkansas GazetteKLRA
Licensee — Arkansas Broadcasting
Co., Little Rock.

CALIFORNIA

McClatchy NewspapersKERN
Licensee — McClatchy Broadcasting
Co., Bakersfield, Cal.
Marysville Appeal-Democrat.....KHSL
Licensee—Golden Empire Broadcast-
ing Co., Chico, Cal.
Humboldt TimesKIEM
Humboldt Standard
Licensee—Redwood Broadcasting Co.,
Eureka.
McClatchy NewspapersKMJ
Licensee — McClatchy Broadcasting
Co., Fresno, Cal.
Merced Sun Star.....KYOS
Licensee—Merced Broadcasting Co.,
Merced, Cal.
Monterey Peninsula Herald.....KDON

Salinas Index-Journal
Salinas Post
Licensee—Monterey Peninsula
Broadcasting Co., Monterey, Cal.
The Oakland TribuneKLX
Licensee — Tribune Building Co.
Oakland, Cal.
Pasadena Star-News.....KPPC
Licensee — Pasadena Presbyterian
Church, Pasadena.
Redding SearchlightKVCV
(See KHSL)
Licensee—Golden Empire Broadcast-
ing Co., Redding.
McClatchy NewspapersKFBK
Licensee — McClatchy Broadcasting
Co., Sacramento, Cal.
American Newspapers, Inc.....KYA
Licensee — Hearst Radio, Inc., San
Francisco, Cal.
Santa Barbara News.....KTMS
Santa Barbara Press
Licensee—The News-Press Publish-
ing Co., Santa Barbara, Cal.
Santa Rosa Press-Democrat.....KSRO
Licensee—The Press-Democrat Pub-
lishing Co., Santa Rosa, Cal.
McClatchy NewspapersKWG
Licensee — McClatchy Broadcasting
Co., Stockton, Cal.
Visalia Times Delta.....KTKC
Licensee — Tulare-Kings Counties
Radio Associates, Charles A.
Whitmore, Pres., Visalia, Cal.
Register-PajaronianKHUB
Licensee—John P. Scripps, Watson-
ville, Cal.

COLORADO

Stockholders interested in Okla- KVVOR
homa Publishing Co.; The Okla-
homa Gazette & Telegraph; (Daily Okla-
homan, Oklahoma City Times and
Farmer - Stockman). Oklahoma
Publishing Co., 33% stockholder.
Licensee—Outwest Broadcasting Co.,
Colorado Springs, Colo.
The Daily Oklahoman.....KLZ
The Oklahoma City Times
The Farmer-Stockman
Licensee — KLZ Broadcasting Co.,
Denver, Colo.

CONNECTICUT

Hartford Times WTHT
(Gannett Co., Inc.)
Licensee—The Hartford Times, Inc.,
Hartford, Conn.
Waterbury American WBRY
Waterbury Republican
Licensee — American-Republican,
Inc., Waterbury.

DELAWARE

Lancaster (Pa.) Newspapers, Inc. WDEL
Licensee—WDEL, Inc., Wilmington,
Del.
Lancaster (Pa.) Newspapers, Inc. WILM
Licensee — Delaware Broadcasting
Co., Wilmington, Del.

DISTRICT OF COLUMBIA

The Washington Star WMAL
Licensee—National Broadcasting Co.,
Washington, D. C.
Station owned by Star Newspaper Co.
and is operated by the National
Broadcasting Co.

FLORIDA

Jacksonville Journal WJHP
Miami Daily News
Panama City News-Herald
(See WIOD)
Licensee—The Metropolis Co., Jack-
sonville.
The Miami Daily News WIOD-WMBF
Jacksonville Journal
Panama City News-Herald
(The Metropolis Publishing Co.)
Licensee—Isle of Dreams Broad-
casting Corp., Miami, Fla.
Owner holders 33 1/3% of Society WKAT
Pictorial
Licensee — A. Frank Katzentine,
Miami Beach, Fla.
Pensacola News WCOA
Pensacola Journal
Licensee — Pensacola Broadcasting
Co., Pensacola, Fla.
Highlands County Pilot WTAL
Scenic Highlands Sun
(Avon Park, Fla.)
Lake Placid News
(Lake Placid, Fla.)
Licensee — Florida Capital Broad-
casters, Inc., Tallahassee, Fla.
Tampa Times WDAE
Licensee—Tampa Times Company,
Tampa, Fla.
Waycross Journal-Herald WAYX
Licensee — Waycross Broadcasting
Co., Waycross, Ga.

GEORGIA

Athens Banner-Herald WGAU
Licensee—J. K. Patrick Co., Athens,
Ga.
One of licensee-partners is a pub-
lisher.
Atlanta Journal WAGA

Licensee—Liberty Broadcasting Co.,
Atlanta, Ga.
Atlanta Journal owns 40% of stock.
The Atlanta Journal WSB
Licensee—The Atlanta Journal Co.,
Atlanta, Ga.
Cordele Dispatch WMJM
Licensee—Cordele Dispatch Publish-
ing Co., Cordele.
Waycross Journal WAYX
Licensee—Jack Williams, Waycross.

ILLINOIS

News-Gazette WDWS
Licensee—Champaign News-Gazette,
Inc., Champaign, Ill.
Chicago Daily Drivers Journal WAAF
Licensee—Drivers Journal Publish-
ing Co., Chicago, Ill.
Chicago Tribune & News-Syndicate, WGN
Inc., publisher of the N. Y.
News. Directors interested in the
Washington Herald; Rockford
Morning Star and Register Re-
public.
Licensee—WGN, Inc., Chicago, Ill.
Farmers Radio Weekly WLS
Prairie Farmer
Stand-By
Licensee — Agricultural Broadcast-
ing Co., Chicago, Ill.
Danville Commercial-News WDAN
100% owned by Gannett Publications.
Licensee—Northwest Publishing Co.,
Danville, Ill.
Decatur Herald WJBL
Decatur Review
Licensee—Commodore Broadcasting,
Inc., Decatur, Ill.
Galesburg Register-Mail WGIL
Licensee — Galesburg Broadcasting
Co., Galesburg, Ill.
Rockford Consolidated Newspapers, WROK
Inc.
Rockford Morning Star
Rockford Register Republic
Licensee — Rockford Broadcasters,
Inc., Rockford, Ill.
Rock Island Argus WHBF
Licensee—Rock Island Broadcasting
Co., Rock Island, Ill.
Illinois State Journal WCBS
Licensee—WCBS, Inc., Springfield,
Ill.

INDIANA

Elkhart Daily Truth WTRC
Licensee — The Truth Publishing
Co., Inc., Elkhart, Ind.
Hammond-Lake County Times WHIP
Licensee — Hammond-Calumet
Broadcasting Corp., Hammond,
Ind.
Central Newspapers, Inc. (100%) WIRE
Huntington Herald-Express
Vincennes Sun-Commercial
Licensee — Indianapolis Broadcast-
ing, Inc., Indianapolis, Ind.

South Bend Tribune.....WFAM
Licensee—The South Bend Tribune,
 South Bend, Ind.
 The South Bend Tribune.....WSBT
Licensee—The South Bend Tribune,
 South Bend, Ind.

IOWA

Des Moines Register & Tribune.....WMT
Licensee—Iowa Broadcasting Co.,
 Cedar Rapids, Iowa.
 Register & Tribune.....KRNT
Licensee—Iowa Broadcasting Co.,
 Des Moines, Iowa.
 Register & Tribune.....KSO
Licensee—Iowa Broadcasting Co.,
 Des Moines, Iowa.
 Director interested in The Daven- WHO
 port Democrat and Leader, Dav-
 enport, Iowa.
Licensee—Central Broadcasting Co.,
 Des Moines, Iowa.
 Dubuque Telegraph-Herald.....KDTH
Licensee—Telegraph - Herald Co.,
 Dubuque, Iowa.
 Globe-GazetteKGLO
Licensee—Mason City Glohe Ga-
 zette Co., Mason City, Iowa.
 The Sioux City Journal.....KSCJ
 Sioux City, Iowa.
Licensee—Perkins Bros. Co., Sioux
 City, Iowa (The Sioux City Jour-
 nal).
 Principal Stockholder: Tribune Co. KTRI
 publisher of Sioux City Tribune
 (50%).
Licensee—Sioux City Broadcasting
 Co., Sioux City, Iowa.

KANSAS

The Coffeyville Daily Journal.....KGGF
 Coffeyville, Kans.
Licensee—Hugh J. Powell, Coffey-
 ville, Kans.
 Dodge City Daily Globe.....KGNO
 Dodge City, Kans.
Licensee—The Dodge City Broad-
 casting Co., Inc., Dodge City,
 Kans.
 Kansas City Kansan.....KCKN
 Topeka Daily Capital
 (Capper Publications)
Licensee—KCKN Broadcasting Co.
 Kansas City, Kans.
 Salina JournalKSAL
 Hays Daily News
 Goodland Daily News
 Hall City Times
Licensee—R. J. Laubengayer, Sa-
 lina, Kans.
 The Topeka Daily Capital.....WIBW
 Kansas City Kansan
 (Capper Publications)
Licensee—Topeka Broadcasting As-
 sociation, Inc., Topeka, Kans.
 The Wichita Eagle.....KFH
Licensee—Radio Station KFH Co.,
 Wichita, Kans.

KENTUCKY

Ashland Daily Independent.....WCMI
Licensee—The Ashland Broadcas-
 ting Co., Ashland, Ky.
 Louisville TimesWHAS
 Louisville Courier-Journal
Licensee—The Courier Journal Co.
 and the Louisville Times Co.,
 Louisville, Ky.
 Owensboro MessengerWOMI
 Owensboro Inquirer
Licensee—Owensboro Broadcasting
 Co., Owensboro, Ky.

LOUISIANA

Capital City Press.....WJBO
Licensee—Baton Rouge Broadcas-
 ting Co., Inc., Baton Rouge, La.
 Lafayette AdvertiserKVOL
Licensee—Evangeline Broadcasting
 Co., Inc., Lafayette, La.
 Stockholders interested in KPLC
 KRRV and KVOL.
Licensee—Calcasieu Broadcasting
 Co., Lake Charles, La.
 Stockholders interested in news- KRMD
 paper publishing.
 (See KPLC, KRRV and KHBC.)
Licensee—Radio Station KRMD,
 Inc., Shreveport, La.
 (See KPLC, KRRV and KHBC.)
 The Shreveport Times.....KTBS
Licensee—Tri-State Broadcasting
 System, Inc., Shreveport, La.
 The Shreveport Times.....KWKH
Licensee—International Broadcast-
 ing Corp., Shreveport, La.

MAINE

Stockholder with 99.4% interest in the WCOU
 newspaper business.
Licensee—Twin City Broadcasting
 Co., Lewiston, Maine.
 Stockholders are interested in news- WGAN
 paper publishing.
Licensee—Portland Broadcasting
 System, Portland, Me.

MARYLAND

American Newspapers, Inc.....WBAL
Licensee—The WBAL Broadcasting
 Co., Baltimore, Md.

MASSACHUSETTS

Lawrence Daily Eagle.....WLAW
 The Evening Tribune
Licensee—Hildreth & Rogers Co.,
 Lawrence, Mass.
 The Evening Standard Times.....WNBH
 The Sunday Standard-Times
 The Morning Mercury
Licensee—E. Anthony & Sons, Inc.,
 New Bedford, Mass.
 Worcester TelegramWTAG
 Worcester Evening Gazette
Licensee—Worcester Telegram Pub-
 lishing Co., Inc., Worcester, Mass.

MICHIGAN

Enquirer and News.....WELL
 (Federated Publications, Inc.)
Licensee—Enquirer-News Co., Battle Creek, Mich.
 Calumet NewsWHDF
 Houghton Mining Gazette
Licensee—Upper Michigan Broadcasting Co., Calumet, Mich.
 The Detroit News.....WJW
Licensee—The Evening News Association, Detroit, Mich.
 The Daily Mining Journal.....WBEO
 The Rhinelander News
 Rhinelander, Wis.
 The Iron Mountain News
 Iron Mountain, Mich.
Licensee—The Lake Superior Broadcasting Co., Marquette, Mich.
 Farmington (Mich.) Enterprise.....WCAR
Licensee—Pontiac Broadcasting Co., Pontiac.

MINNESOTA

Northwestern Jeweler (Trade Paper) KATE
Licensee—Albert Lea Broadcasting Corp., Albert Lea, Minn.
 Owner of one sixth interest in president of Trades Publishing Co.
 Duluth News-TribuneWEBC
 Superior Telegram
 Northwestern Publications, Inc., publisher of Duluth News-Tribune and Evening Telegram Co., publisher of Superior (Wisc.) Telegram, both own 32% of stock each.
Licensee—Head of Lakes Broadcasting Co., Duluth, Minn.
 Stockholders interested in newspaper publications. (See WEBC) WMFG
Licensee—Head of the Lakes Broadcasting Co., Hibbing, Minn.
 St. Paul Dispatch-Pioneer PressWTCN
 Minnesota (Minneapolis) Tribune (Northwest Publications, Inc.)
Licensee — Minnesota Broadcasting Corp., Minneapolis, Minn.
 Times-JournalKFAM
Licensee—The Times Publishing Co., St. Cloud, Minn.
 Evening TelegramWHLB
 (See WEBC)
Licensee—Head of Lakes Broadcasting Co., Virginia, Minn.
 Winona Republican-HeraldKWNO
 Partners are editor and general manager of newspaper.
Licensee—Winona Radio Service, Winona, Minn.

MISSISSIPPI

The Clarke County Tribune.....WCOC
 Quitman, Miss.
Licensee—Miss. Broadcasting Co., Inc., Meridian, Miss.
 The Vicksburg Evening PostWQBC

The Vicksburg Herald
Licensee—Delta Broadcasting Co., Inc., Vicksburg, Miss.

MISSOURI

St. Louis Star-Times.....KFRR
Licensee—KFRR, Inc., Columbia, Mo.
 Capital NewsKWOS
 Post-Tribune
Licensee — Tribune Printing Co., Jefferson City, Mo.
 Joplin GlobeWMBH
 Joplin News Herald
Licensee—Joplin Broadcasting Co., Joplin, Mo.
 Kansas City Star.....WDAF
Licensee—The Kansas City Star Co., Kansas City, Mo.
 Stockholders: News Broadcasting Co.; officers and directors associated with St. Joseph News-Press Gazette. KFEQ
 Poplar Bluff American Republic...KWOC
Licensee—A. L. McCarthy, O. A. Tedrick and J. H. Wolpers, Poplar Bluff.
Licensee — KFEQ, Inc., St. Joseph Mo.
 Post-DispatchKSD
Licensee—The Pulitzer Publishing Co., St. Louis, Mo.
 Star-TimesKXOK
Licensee — Star-Times Publishing Co., St. Louis, Mo.
 Springfield NewsKGBX
Licensee — Springfield Broadcasting Co., Springfield, Mo.
 Springfield NewsKWTO
 Leader & News
Licensee—Ozarks Broadcasting Co., Springfield, Mo.

MONTANA

Stockholder interested in Great Falls Tribune. KFBB
Licensee — Buttrey Broadcast, Inc., Great Falls, Mont.

NEBRASKA

Clay County Sun (weekly).....KMMJ
Licensee—KMMJ, Inc., Clay Center, Neb.
 Hastings Daily Tribune.....KHAS
Licensee—Hastings Broadcasting Co., Hastings.
 Stockholders: Sidels Co., Lincoln State Journal, Lincoln Star. KFAB
Licensee—KFAB Broadcasting Co., Lincoln, Neb.
 Stockholders: Sidels Co., Lincoln State Journal, Lincoln Star. KFRR
Licensee — Cornbelt Broadcasting Corp., Lincoln, Neb.
 The Norfolk Daily News.....WJAG
Licensee—The Norfolk Daily News, Norfolk, Neb.
 Stockholders interested in State Jour- KOIL

nal Co., Publishers of Nebraska State Journal and the Evening News; and Star Publishing Co., publisher of Lincoln Daily Star.
Licensee—Central States Broadcasting Co., Omaha, Neb.
 Omaha World-Herald WAAW
Licensee—World Publishing Co., Omaha, Neb.

NEVADA

McClatchy Newspapers KOH
Licensee — The Bee, Inc., Reno, Nevada.

NEW JERSEY

Atlantic City Press.....WBAB
 Atlantic City Union
Licensee — Press Union Publishing Co., Atlantic City.

NEW MEXICO

Owner of stock in licensee corporation is an officer in following: KOB
 Albuquerque Publishing Co.;
 Journal Publishing Co.; Scripps-Howard Newspapers (Rocky Mt. Division), Denver Publishing Co.
Licensee — Albuquerque Broadcasting Co., Albuquerque, New Mex.
 Pecos Enterprise, Pecos, Tex.....KLAH
Licensee — Carlsbad Broadcasting Co., Carlsbad, N. M.

NEW YORK

Knickerbocker News WABY
Licensee—Adirondack Broadcasting Co., Albany, N. Y.
 Knickerbocker News WOKO
Licensee — WOKO, Inc., Albany, N. Y.
 Auburn Citizen-Advertiser WMBO
Licensee—WMBO, Inc., Auburn, N. Y.
 Buffalo Evening News.....WBEN
Licensee — WBEN, Inc., Buffalo, N. Y.
 Buffalo Evening News.....WEBR
Licensee — WEBR, Inc., Buffalo, N. Y.
 Elmira Star Gazette.....WENY
 Elmira Advertiser
Licensee—Elmira Star-Gazette, Inc., 100% owned by Gannett Publications
 Elmira, N. Y.
 Elmira Star Gazette.....WESG
 Elmira Advertiser
 Operated under lease by Gannett Publications.
Licensee — Cornell University, Elmira, N. Y.
 Poughkeepsie Sunday Courier.....WGNY
Licensee—Courier Publishing Corp., Newburgh, N. Y.
 Jewish Daily Forward.....WEVD
Licensee — Debs Memorial Fund, Inc., New York City.

Officers and directors are publishers.
 *American Newspapers, Inc.....WINS
Licensee—Hearst Radio, Inc., New York, N. Y.
 Niagara Falls Gazette.....WHL
Licensee — Niagara Falls Gazette Publishing Co., Niagara Falls.
 Through stock ownership.....WSLB
Licensee—St. Lawrence Broadcasting Corp., Ogdensburg.
 Olean Times Herald.....WHDL
Licensee—WHDL, Inc., Olean, N. Y.
 Through stock ownership.....WKIP
Licensee — Poughkeepsie Broadcasting Corp., Poughkeepsie.
 Gannett Co., Inc.....WHEC
 (Newspaper publishers)
Licensee — WHEC, Inc., Rochester, N. Y.
 Yonkers Herald-Statesman.....WFAS
 (Westchester Newspapers, Inc.)
Licensee—Westchester Broadcasting Corp., White Plains.
 *This station has been sold to Milton Biow and is awaiting final approval of FCC at time of going to press.

NORTH CAROLINA

Asheville Daily News.....WISE
Licensee—Harold H. Thoms, Asheville.
 Asheville Citizen-TimesWWNC
Licensee — Asheville Citizen-Times Co., Inc., Asheville, N. C.
 The Durham Morning Herald.....WDNC
 The Durham Sun
Licensee — Durham Radio Corp., Durham, N. C.
 Goldsboro News-ArgusWGBR
Licensee — Eastern Carolina Broadcasting Co., Goldsboro.
 Salisbury Post.....WSTP
 Stockholder with 39.33% interest is vice president and treasurer of a newspaper.
Licensee — Piedmont Broadcasting Co., Salisbury, N. C.
 Winston-Salem JournalWSJS
Licensee—Piedmont Publishing Co., Winston-Salem, N. C.

NORTH DAKOTA

Fargo ForumWDAY
Licensee—WDAY, Inc., Fargo, N. D.

OHIO

Ashtabula Star-BeaconWICA
 Geneva Free Press
 Conneaut News-Herald
 Painesville Telegraph
Licensee — WICA, Inc., Ashtabula, Ohio.
 Canton RepositoryWHBC
Licensee—The Ohio Broadcasting Co., Canton, Ohio.
 100% owned by Brush-Moore Newspapers Inc.
 Scripps-Howard NewspapersWCPO
 Cincinnati Post

Licensee — Scripps-Howard Radio Inc., Cincinnati, Ohio.
 The Cleveland Plain Dealer.....WHK
 Licensee—United Broadcasting Co., Cleveland, Ohio.
 The Cleveland Plain Dealer.....WCLE
 Licensee—United Broadcasting Co., Cleveland, Ohio.
 Columbus DispatchWBNS
 Ohio State Journal
 Licensee—WBNS, Inc., Columbus, Ohio.
 The Cleveland Plain Dealer.....WHKC
 Licensee—United Broadcasting Co., Columbus, Ohio.
 Dayton Daily News.....WHIO
 Springfield News
 Springfield Sun
 Licensee—Miami Valley Broadcasting Corp., Dayton, Ohio.
 Owners interested in newspaper publishing. WPAY
 (Brush-Moore Newspapers, Inc.)
 Licensee — Vee Bee Corp., Portsmouth, Ohio.
 Stockholders interested in Cleveland Plain Dealer. WKBN
 Licensee — WKBN Broadcasting Corp., Youngstown, Ohio.
 Youngstown Vindicator & Telegram..WMFJ
 Licensee — WKBN Broadcasting Corp., Youngstown, Ohio.

OKLAHOMA

The ArdmoreiteKVSO
 Licensee—The Ardmoreite Publishing Co., Inc., Ardmore, Okla.
 Enid Morning News.....KCRC
 Enid Daily Eagle
 Licensee — Enid Radiophone Co., Enid, Okla.
 Daily Phoenix and Times Democrat..KBIX
 Licensee—Okla. Press Publishing Co., Muskogee, Okla.
 Fort Worth (Texas) Star Telegram...KTOK
 Licensee—Oklahoma Broadcasting Co., Inc., Oklahoma City, Okla.
 Oklahoma City Oklahoman.....WKY
 Oklahoma City Times
 Licensee—WKY Radiophone Co., Oklahoma City, Okla.
 Stauffer Publications Inc.....KGFF
 Newspapers in Neb., Kans., Mo., Okla., Ark. and N. M.
 Licensee—KGFF Broadcasting Co., Inc., Shawnee, Okla.
 Owner is a publisher.....KOME
 Licensee—Capitol Sales Corp., Tulsa, Okla.

OREGON

Astoria-BudgetKAST
 Licensee—Astoria Broadcasting Co., Inc., Astoria, Ore.
 Bend BulletinKBND
 Licensee—The Bend Bulletin, Bend, Ore.
 Grants Pass Courier.....KUIW
 Humboldt (Calif.) Times

Humboldt (Calif.) Standard
 Licensee—Southern Oregon Broadcasting Co., Grants Pass.
 La Grande Observer.....KLBM
 Licensee—Harold & Mrs. Eloise Finlay, La Grande, Ore.
 Coos Bay Times.....KOOS
 Licensee—KOOS, Inc., Marshfield, Ore.
 Oregon JournalKALE
 Licensee — KALE, Inc., Portland, Ore.
 Morning OregonianKEX
 Licensee—Oregonian Publishing Co., Portland, Ore.
 OregonianKGW
 Licensee — Oregonian Publishing Co., Portland, Ore.
 Oregon JournalKOIN
 Licensee — KOIN, Inc., Portland Ore.
 Roseburg News-ReviewKRNR
 Klamath Falls Herald and News
 Medford Mail-Tribune
 Licensee—Southern Oregon Publishing Co., Roseburg, Ore.

PENNSYLVANIA

Allentown CallWCBA-WSAN
 Chronicle & News
 Licensee—Lehigh Valley Broadcasting Co., Allentown, Pa.
 Stockholders interested in newspaper publications. WEST
 Licensee — Associated Broadcasters, Inc., Easton, Pa.
 The Harrisburg Telegraph.....WHP
 Licensee—WHP, Inc., Harrisburg, Pa.
 Harrisburg Telegraph News.....WKBO
 Licensee — Keystone Broadcasting Corp., Harrisburg, Pa.
 Stockholders interested in newspaper publishing. WAZL
 Licensee — Hazleton Broadcasting Service, Inc., Hazleton, Pa.
 Johnstown TribuneWJAC
 Licensee—WJAC, Inc., Johnstown, Pa.
 Lancaster Newspapers, Inc.....WGAL
 Stockholders interested in newspaper publications (Mason Dixon Radio Group, Inc.)
 Licensee — WGAL, Inc., Lancaster Pa.
 Pittsburgh Sun-Telegraph.....WCAE
 Licensee—WCAE, Inc., Pittsburgh, Pa.
 Pittsburgh Post Gazette.....WWSW
 Licensee—Walker & Downing Radio Corp., Pittsburgh, Pa.
 Scranton TimesWQAN
 Licensee — The Scranton Times, Scranton, Pa.
 Sharon HeraldWPIC
 Licensee—Sharon Herald Publishing Co., Sharon, Pa.
 Sunbury ItemWKOK

Licensee — Sunbury Broadcasting Corp., Sunbury Pa.
 Williamsport SunWRAK
 Williamsport Gazette-Bulletin
Licensee — WRAK, Inc., Williamsport, Pa.
 Lancaster Newspapers, Inc.....WORK
 Stockholders interested in newspaper publishing (Mason Dixon Radio Group, Inc., Wilmington, Del.)
Licensee—York Broadcasting Co., York, Pa.

SOUTH CAROLINA

Independent & Daily Mail.....WAIM
Licensee—Wilton F. Hall, Anderson, S. C.
 Greenville NewsWFBC
 Greenville Piedmont
Licensee—Greenville News-Piedmont Co., Greenville, S. C.

SOUTH DAKOTA

Stockholder is a newspaper publisher. WMAX
Licensee—WMAX Broadcasting Co., Yankton, S. D.

TENNESSEE

Jackson SunWTJS
Licensee—The Sun Publishing Co., Inc., Jackson, Tenn.
 Scripps-Howard NewspapersWNOX
Licensee — Scripps-Howard Radio Inc., Knoxville, Tenn.
 Memphis Commercial Appeal.....WMC
Licensee—Memphis Commercial Appeal Co., Memphis, Tenn.
 Memphis Press-ScimitarWMPS
Licensee — Memphis Broadcasting Co., Memphis, Tenn.

TEXAS

Sweetwater ReporterKRBC
 Big Spring Herald
 Paris News
 Corpus Christi Caller
 Corpus Christi Times
 San Angelo Standard
Licensee — Reporter Broadcasting Co., Abilene, Tex.
 Amarillo Globe & News.....KGNC
 Lubbock Avalanche Journal
Licensee—Plains Radio Broadcasting Co., Amarillo, Tex.
 American Newspapers, Inc.....KNOW
Licensee—Frontier Broadcasting Co., Austin, Tex.
 Beaumont EnterpriseKRIC
 Beaumont Journal
Licensee — Beaumont Enterprise & Journal, Beaumont
 Big Spring Herald.....KBST
 San Angelo Standard
 Corpus Cristi Caller
 Corpus Christi Times
 Sweetwater Reporter
Licensee—Big Spring Herald Broadcasting Co., Big Spring, Tex.

Corpus Christi Caller-Times.....KGFI
 (W. G. Kinsolving, publisher, 14% stockholder).
Licensee—Eagle Broadcasting Co., Brownsville, Texas.
 Corpus Christi Caller-Times.....KRIS
 (W. G. Kinsolving, publisher, 40% stockholder).
Licensee—Gulf Coast Broadcasting Co., Corpus Christi, Tex.
 Dallas Times Herald.....KRLD
Licensee—KRLD Radio Corporation, Dallas, Tex.
 Dallas NewsWFAA
 Dallas Journal
 Farm News (semi-weekly)
 Texas Almanac
 State Industrial Guide
Licensee—A. H. Belo Corp., Dallas, Tex.
 El Paso Times.....KROD
Licensee—Dorrance D. Roderick, El Paso, Tex.
 Fort Worth Star-Telegram.....KGKO
Licensee—KGKO Broadcasting Co., Fort Worth, Tex.
 Fort Worth Star-Telegram.....WBAP
Licensee—Carter Publications, Inc. Fort Worth, Tex.
 Houston PostKPRC
Licensee—Houston Printing Co., Houston, Tex.
 Houston ChronicleKTRH
Licensee—KTRH Broadcasting Co., Houston, Tex.
 Kilgore Daily News.....KOCA
Licensee—Oil Capital Broadcasting Assn., Kilgore, Tex.
 Lubbock Avalanche-JournalKFYO
 (See KRBC and KBST)
Licensee—Plains Radio Broadcasting Co.
 Santa Ana (Calif.) Daily Register...KPDN
 Clovis (N. M.) News Journal
 Bucyrus (Ohio) Telegraph-Forum
 Pampa Daily News
Licensee—R. C. Hoiles, Pampa, Tex.
 Paris NewsKPLT
 (See KRBC and KBST)
Licensee—North Texas Broadcasting Co., Paris, Tex.
 Pecos EnterpriseKIUN
Licensee—Jack W. Hawkins and Barney H. Hubbs, Pecos, Tex.
 San Angelo Standard Times.....KGKL
 Abilene Reporter-News, Sweetwater Reporter, Big Spring Herald, Paris News, Corpus Christi Caller-Times
Licensee—KGKL, Inc., San Angelo, Tex.
 San Antonio Light.....KTSA
Licensee—Sunshine Broadcasting Co., San Antonio, Tex.
 The Sherman Democrat.....KRRV
 Sherman, Tex.
Licensee—Red River Valley Broadcasting Corp., Sherman, Tex.
 Sweetwater ReporterKXOK

Licensee — Sweetwater Radio, Inc.,
Sweetwater.
Temple TelegramKTEM
Licensee—Bell Broadcasting Co.,
Temple, Tex.
Texarkana GazetteKCMC
Texarkana Daily News
Licensee — KCMC, Inc., Texarkana.
American Newspapers, Inc.....WACO
Licensee—Frontier Broadcasting Co.,
Waco, Tex.
Amarillo Globe-NewsKRGV
Licensee — KRGV, Inc., Weslaco,
Texas.
98.43% stockholder is also inter-
ested in Globe News Publishing
Co.
Wichita Falls Post.....KWFT
Licensee — Wichita Falls Broad-
casting Co., Wichita Falls, Tex.

UTAH

Ogden Standard-ExaminerKLO
Licensee — Interstate Broadcasting
Corp., Ogden, Utah
Salt Lake City Tribune, Salt Lake KSL
City Telegram.
Licensee—Radio Service Corp. of
Utah, Salt Lake City, Utah.

VERMONT

Burlington Daily News.....WCAX
Licensee — Vermont Broadcasting
Corp., Burlington, Vt.

VIRGINIA

Newport News Press.....WGH
Newport News Times-Herald
Licensee — Hanpton Roads Broad-
casting Corp., Newport News.
Ledger-DispatchWTAR
Virginian Pilot
Licensee—WTAR Radio Corp., Nor-
folk, Va.
Petersburg Progress-IndexWPIV
Licensee — Petersburg Newspaper
Corp., Petersburg, Va.
Richmond News Leader.....WRNL
Licensee — WLBG, Inc., Richmond,
Va.
Times-DispatchWRTD
Licensee—The Times-Dispatch Ra-
dio Corp., Richmond, Va.
Roanoke TimesWDBJ
World News
Licensee—Times World Corp., Roa-
noke, Va.

WASHINGTON

Longview Daily News.....KWLK
Licensee — Twin City Broadcasting
Corp., Longview, Wash.
Coos Bay TimesKVAN
(See KOOS)
Licensee—Vancouver Radio Corp.,
Vancouver.

WEST VIRGINIA

Bluefield Daily Telegram.....WHIS
Sunset-News & Times-Leader

Licensee—Daily Telegraph Printing
Co., Bluefield, W. Va.
The Huntington Advertiser.....WCHS
The Herald-Dispatch
The Sunday Herald-Advertiser
(See WBLK and WPAR)
Licensee — Charleston Broadcasting
Corp., Charleston, W. Va.
Clarksburg ExponentWBLK
Clarksburg Telegram
(See WCHS and WPAR)
Licensee—The Exponent Co., Clarks-
burg, W. Va.
Huntington Herald-DispatchWSAZ
Huntington Advertiser
Licensee—WSAZ, Inc., Huntington,
W. Va.
Clarksburg ExponentWPAR
Clarksburg Telegram
(See WBLK and WCHS)
Licensee—Ohio Valley Broadcasting
Corp., Parkersburg, W. Va.

WISCONSIN

Superior Evening Telegram.....WEAU
Eau Claire Telegram
Eau Claire Leader
Licensee—Central Broadcasting Co.,
Eau Claire, Wisc.
FDL Commonwealth Reporter.....KFIZ
Licensee—Reporter Printing Co.,
Fond du Lac, Wis.
Janesville GazetteWCLO
Licensee — Gazette Printing Co.,
Janesville, Wis.
Madison Capital Times.....WIBA
Wisconsin State Journal
Licensee—Badger Broadcasting Co.,
Inc., Madison, Wis.
American Newspapers, Inc.....WISN
Licensee—Hearst Radio, Inc., Mil-
waukee, Wis.
The Milwaukee JournalWTMJ
Licensee—The Journal Co. (The Mil-
waukee Journal), Milwaukee, Wis.
Racine Journal Times.....WRJN
Catholic Daily Tribune
Licensee — Racine Broadcasting
Corp., Racine, Wis.
Stock & Dairy Farmer.....WJMC
Licensee—Walter H. McGenty, Rice
Lake, Wisc.
The Sheboygan Press.....WHBL
Licensee—Press Publishing Co., She-
boygan, Wis.

ALASKA

Fairbanks News-MinerKFAR
Licensee—Midnight Sun Broad-
casting Co., Fairbanks, Alaska.

HAWAII

Honolulu AdvertiserKGU
Licensee — Marion A. Mulrony &
Advertiser Publishing Co., Ltd.,
Honolulu, T. H.
Garden City Publishing Co.....KTOH
Licensee—Garden City Publishing
Co., Lihue, T. H.

HIGH FREQUENCY BROADCAST STATIONS

The term "high frequency station" means a station licensed on frequencies above 25,000 kilocycles for transmission of aural programs for the purpose of experimentation.

LOCATION Town and State	Call Letters	Licensee	Power Watts	Frequency (kc) or Groups
Albany, N. Y.	W2XOY	General Electric Co.	150	43200
Alpine, N. J.	W2XMN	Edwin H. Armstrong	40000	42800, 117430
Avon, Conn.	W1XEH	Travelers Broadcasting Service Corp.	150	42460
Avon, Conn.	W1XSO	Travelers Broadcasting Service Corp.	1000	43200 (C.P. only)
Bethesda, Md.	W2XMC	McNary & Chambers	100	42600 (C.P. only)
Boston, Mass.	W1XK	Westinghouse E. & M. Co.	1000	42600 (C.P. only)
Boston, Mass.	W1XKA	Westinghouse E. & M. Co.	50	42220
Carteret, N. J.	W2XOR	Bamberger Broadcast'g Service	1000	43400 (C.P. only)
Chattanooga, Tenn.	W4XBW	WDOD Broadcasting Corp.	100	26000
Cincinnati, Ohio	W8XNU	The Crosley Corp.	1000	25950
Cleveland, Ohio	W8XNT	United Broadcasting Co.	50	42340
Columbus, Ohio	W8XVH	WBNS, Inc.	250	43000 (C.P. only)
Dallas, Tex.	W5XD	A. H. Belo Corp.	100	25300
Denver, Colo.	W9XLA	KLZ Broadcasting Co.	100	25400
Detroit, Mich.	W8XWJ	Evening News Asso.	500	42060
Fairhaven, Mass.	W1XEQ	E. Anthony & Sons	100	42300
Flushing, N. Y.	W2XQO	Knickerbocker Broadcasting Co.	100	25500
Georgetown, D. C.	W3XO	Jansky & Bailey	1000	43200 (C.P. only)
Holden, Mass.	W1XSQ	Worcester Telegram Pub. Co.	1000	44400 (C.P. only)
Kansas City, Mo.	W9XA	Commercial Radio Equipm't Co.	1000	26000
Kansas City, Mo.	W9XBA	WHB Broadcasting Co.	100	26100
Kansas City, Mo.	W9XER	Midland Broadcasting Co.	500	42460
Los Angeles, Calif.	W6XDA	Columbia Broadcasting System	100	42300
Los Angeles, Calif.	W6XKG	Ben S. McGlashan	1000	25950
Los Angeles, Calif.	W6XRE	Ben S. McGlashan	500	42300, 116950 and 350000
Memphis, Tenn.	W4XCA	Memphis Comm. Appeal Co.	250	26150
Meriden, Conn.	W1XPW	WDRG, Inc.	1000	43400
Milwaukee, Wisc.	W9XAO	The Journal Co. (The Milwaukee Journal)	1000	42600 (C.P. only)
Milwaukee, Wisc.	W9XAZ	The Journal Co. (The Milwaukee Journal)	500	42260 (C.P. only)
Minneapolis, Minn.	W9XHW	Columbia Broadcasting System	50	42300
Nashville, Tenn.	W4XA	The Natl. Life & Accidt. Ins. Co.	1000	26150

LOCATION Town and State	Call Letters	Licensee	Power Watts	Frequency (kc) or Groups
New York, N. Y.	W2XDV	Columbia Broadcasting System.	50	42300
New York, N. Y.	W2XJI	Bamberger Broadcasting Service	100	25300
New York, N. Y.	W2XQR	John V. L. Hogan	1000	43200
New York, N. Y.	W2XVP	City of New York Municipal Broadcasting System	1000	26100 (C.P. only)
New York, N. Y.	W2XWF	William G. H. Finch	1000	42180
New York, N. Y.	W2XWG	National Broadcasting Co., Inc.	1000	42600 (C.P. only)
Oklahoma City, Okla.	W5XAU	WKY Radiophone Co.	100	26125
Paxton, Mass.	W1XOJ	Yankee Network, Inc.	50000	43000 (C.P. only)
Philadelphia, Pa.	W3XIR	WCAU Broadcasting Co.	100	42140
Rochester, N. Y.	W8XAD	WHEC, Inc.	1000	42600 (C.P. only)
Rochester, N. Y.	W8XVB	Stromberg-Carlson Tel. Mfg. Co.	1000	43200 (C.P. only)
Sargents Purchase, N. H.	W1XER	Yankee Network, Inc.	500	42340
Schenectady, N. Y.	W2XDA	General Electric Co.	50	43200
South Bend, Ind.	W9XH	South Bend Tribune	100	26050
Springfield, Mass.	W1XKB	Westinghouse E. & M. Co.	1000	42380
Springfield, Mass.	W1XSN	Westinghouse E. & M. Co.	1000	42600
St. Louis, Mo.	W9XOK	Star Times Publishing Co.	100	25300
St. Louis, Mo.	W9XPD	Pulitzer Publishing Co.	100	25900
Superior, Wis.	W9XJL	Head of Lakes Broadcasting Co.	250	26100
Superior, Wis.	W9XYH	Head of the Lakes B'casting Co.	1000	43000 (C.P. only)
Yonkers, N. Y.	W2XAG	Carman R. Runyan, Jr.	5000	117190

Pending Applications*

Addison, Ill.	not assigned	Moody Bible Institute of Chicago	1000	43000
Allison Park, Pa.	not assigned	Westinghouse E. & M. Co.	1000	42600
Alpine, N. J.	not assigned	Yankee Network, Inc.	50000	43000
Atlanta, Ga.	not assigned	Atlanta Broadcasting Co.	1000	42800
Atlanta, Ga.	not assigned	W. J. Holey	100	43200
Binghamton, N. Y.	not assigned	Howitt-Wood Radio Co.	1000	42600
Boston, Mass.	not assigned	Boston Edison Co.	250	43200
Chicago, Ill.	not assigned	WGN, Inc.	1000	43200
Chicago, Ill.	not assigned	Zenith Radio Corp.	1000	42800
Columbus, Ga.	not assigned	Columbia Broadcast'g System	1000	43000
Dayton, Ohio	not assigned	Miami Valley B'casting Corp.	1000	42600
Detroit, Mich.	not assigned	James F. Hopkins, Inc.	1000	43400
Greensboro, N. C.	not assigned	North Carolina B'casting Co.	250	42600
Kansas City, Mo.	not assigned	Midland Broadcasting Co.	1000	42600
Los Angeles, Calif.	not assigned	Echo Park Evangelistic Assn.	500	25300
Los Angeles, Calif.	not assigned	The May Dept. Stores Co.	1000	43000
Marshall, N. Y.	not assigned	WIBX, Inc.	1000	43400
Mt. Washington, N. H.	not assigned	Yankee Network, Inc.	5000	42600
Philadelphia, Pa.	not assigned	Pennsylvania Broadcasting Co.	1000	43400
Philadelphia, Pa.	not assigned	Westinghouse E. & M. Co.	1000	42600
Portland, Me.	not assigned	Portland B'casting System, Inc.	1000	43400
Providence, R. I.	not assigned	The Outlet Co.	1000	43400
St. Louis, Mo.	not assigned	Star-Times Publishing Co.	250	43000
Syracuse, N. Y.	not assigned	Central New York Broadcasting Corp.	1000	43200
Syracuse, N. Y.	not assigned	Onondaga Radio B'cast'g Corp.	1000	43000

* All pending applications except the Echo Park Evangelistic Association are for frequency modulation emission.

—F. C. C. Regulations Regarding— High Frequency Broadcast Stations

As of January 1st, 1940

The term "high frequency broadcast station" means a station licensed on frequencies above 25,000 kilocycles for transmission of aural programs for general public reception.

Requirements

A license for a high frequency broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of high frequency broadcasting.

2. That substantial data will be taken on the propagation characteristics of these frequencies; on the noise level in different parts of the city; on the field intensity necessary to render good broadcast service; on antenna design and characteristics with respect to propagation; and on other allied phases of broadcast coverage.

3. That the research and experimentation will be conducted by qualified engineers.

4. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

5. That the public interest, convenience and necessity will be served through the operation of the proposed station.

Non-Commercial

A licensee of a high frequency broadcast station shall not make any charge, directly or indirectly, for the transmission of programs, but may transmit the programs of a standard broadcast station or network including commercial programs, if the call letter designation when identifying the high frequency broadcast station is given on its as-

signed frequencies only and the statement is made over the high frequency broadcast station that the program of a standard broadcast station or network (identify by call letters or name of network) is being broadcast. Immediately following any announcement of the call letter designation of a standard broadcast station, the program from which is being broadcast over a high frequency broadcast station, the call letter designation of the high frequency broadcast station shall be given. In case of the rebroadcast of the program of any broadcast station, the FCC regulation on rebroadcasting holds.

No licensee of any standard broadcast station or network shall make any additional charge, directly or indirectly, for the simultaneous transmissions of programs by the high frequency broadcast station, nor shall commercial accounts be solicited by a licensee of a standard broadcast station or network, or by others acting in their behalf upon representation that the commercial program will also be transmitted by a high frequency broadcast station.

Frequency Assignment

The following groups of frequencies are allocated for assignment to high frequency broadcast stations:

<i>Group A</i>	<i>Group B</i>	<i>Group C</i>	<i>Group D</i>
25,300 kc	25,900 kc	26,300 kc	42,060 kc
25,325	25,925	26,500	42,100
25,350	25,950	26,700	42,140
25,375	25,975	26,900	42,180
25,400	26,000		42,220
25,425	26,025		42,260
25,450	26,050		42,300
25,475	26,075		42,340
25,500	26,100		42,380
25,525	26,125		42,420
25,550	26,150		42,460

<i>Group E</i>	<i>Group F</i>	<i>Group G</i>	<i>Group H</i>
42,600 kc	116,590 kc	117,190 kc	Any frequency
42,800	116,710	117,430	above
43,000	116,830	117,670	300,000 kc
43,200	116,950	117,910	excluding band
43,400	117,070		400,000 to
			401,000 kc

A station assigned a frequency in Group A, B, D or F is authorized to operate exclusively with amplitude modulation (maximum band width of emission 30 kc). A station assigned a frequency in Group C, E or G is authorized to operate exclusively with frequency modulation (maximum band width of emission 200 kc). A station assigned a frequency in Group H is authorized to operate with either amplitude or frequency modulation with the above band widths of emission as applicable.

Stations serving the same area will not be assigned frequencies separated less than the following:

<i>Group A or B</i>	<i>Group D</i>
100 kc	160 kc

Group C, E, F, G or H

To be determined

One frequency only in a Group will be assigned to a station. A station assigned a frequency in Group A, B or C will not be assigned another frequency. A station assigned a frequency in Group D may also be assigned a frequency in Group F, and in Group E, also in Group G. In case more than one frequency is assigned to a station, the license authorizes operation on only one of the frequencies at one time.

A license of a station assigned a frequency in Group A or one of the last two frequencies in Group C shall make the necessary observations to determine that no interference is caused in international mobile service and international fixed service respectively; and that the operation is in accordance with international agreements on the assignments of stations to this band. If interference is

caused to such services the licensee may be required to reduce the operating power of the station or cease operation until the Commission deems no further interference will result.

Power

No high frequency broadcast station will be licensed for an output power rating greater than 1000 watts unless the applicant can show that greater power is needed to carry on a special program of research, provided, however, in no case will an operating power greater than 1000 watts be authorized to a station assigned a frequency in Group A or one of the last two frequencies in Group C.

While conducting apparatus experiments and in case adequate signal for reliable service can be delivered with less power, the operating output may be reduced accordingly.

Each high frequency broadcast station transmitter shall be equipped with automatic frequency control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.01 per cent of the assigned frequency.

Renewal Application

A supplemental report shall be filed with each and made a part of the application for renewal of license and shall include statements of the following, among others:

1. The number of hours operated.
2. Data taken in compliance with licensing requirements of these rules.
3. Outline of reports of reception and interference and conclusions with regard to propagation characteristics of the frequency assigned.
4. Research and experiments being carried on to improve transmission and to develop broadcasting on the very high frequencies.
5. All developments or major changes in equipment.
6. Any other pertinent developments.
7. Comprehensive summary of all reports received.

DEVELOPMENTAL BROADCAST STATIONS

The term "developmental broadcast station" means a station licensed to carry on development and research for the advancement of broadcast services along lines other than those prescribed by other broadcast rules or a combination of closely related developments that can be better carried on under one license.

Licensee and Location	Call Letters	Frequency (kc)	Power	Emission
Bell Telephone Labs., Inc. Whippany, N. J.	W3XDD	560, 900, 1340	50 kw	A3
Bell Telephone Labs., Inc. Whippany, N. J.	W3XPY	43200	5000 w	Special (C.P. only)
Central Broadcasting Co. Mitchellville, Iowa	W9XC	1000	1000 w	A3
Connecticut State College Storrs, Conn.	W1XCS	39540, 139960, 300000- 400000	250 w	A3 & Special
Connecticut State College Storrs, Conn.	W1XEV	26300	500 w	Special
The Crosley Corp. Near Mason, Ohio.	W8XO	700	100 kw-500 kw	A3
Natl. Broadcasting Co., Inc. Area of New York, N. Y.	W10XF	1614, 2398, 3492.5, 4797.5, 6425, 9135, 12862.5, 17310, 23100, 30660, 31020, 31140, 31180, 31540, 33340, 33460, 33620, 35060, 35460, 37060, 37140, 37540, 39140, 39460, 39540, 132400, 132680, 133380, 134360, 135340, 137440, 137860, 138140, 138840, 139540, 139960, 162000-168000, 210000-216000, 264000-270000, 300000-400000, 401000 and above	25 w	A1, A2, A3
Natl. Broadcasting Co., Inc. Area of New York, N. Y.	W10XR	Same as above	100 w	A1, A2, A3
The National Life and Accident Insurance Co., Inc. Nashville, Tenn.	W4XFN	300000-400000, 401000 and above	15 w	A3

F. C. C. Regulations Regarding Developmental Broadcast Stations

Licenses for developmental broadcast stations will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and development which cannot be successfully carried on under any of the classes of broadcast stations already allocated, or is distinctive from those classes, or combination of closely related developments that involve different phases of broadcasting which can be pursued better under one license.

2. That the program of research has reasonable promise of substantial contribution to the development of broadcasting, or is along lines not already thoroughly investigated.

3. That the program of research and experimentation will be conducted by qualified persons.

4. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

5. That the public interest, convenience and necessity will be served through the operation of the proposed station.

A separate developmental broadcast station license will be issued for each major development proposed to be carried forward. When it is desired to carry on several independent developments, it will be necessary to make satisfactory showing and obtain a license for each.

A Licensee of developmental broadcast stations shall broadcast programs only when they are necessary to the experiments being conducted. No regular program service shall be broadcast unless specifically authorized by the license.

A Licensee of a developmental broadcast station shall not make any charge, directly or indirectly, for the transmission of programs, but may transmit the programs of a standard broadcast station or network including commercial programs, if the call letter designation when identifying the developmental broadcast station is given on its assigned frequency only and the statement is made over the developmental broadcast station that the program of a broadcast station or network (identify by call letters or name of network) is being broadcast in connection with the developmental work. In case of the rebroadcast of the program

of any broadcast station, the FCC Regulation on rebroadcasting holds.

Frequency Allotted

The following frequencies are allocated for assignment to developmental broadcast stations:*

	1,614			
2,396	2,398	12,855	12,862.5	37,140
2,400		12,870		37,540
				39,140
3,490	3,492.5	17,300	17,310	39,460
3,495		17,320		39,540
				132,400
				132,680
				133,380
4,795	4,797.5	23,100		134,360
		30,660		135,340
4,800		31,020		137,440
		31,140		137,860
6,420	6,425	31,180		138,140
		31,540		138,840
6,430		33,340		139,540
		33,460		139,960
8,650	8,655	33,620		162,000-168,000
		35,060		210,000-216,000
8,660		35,460		264,000-270,000
		37,060		300,000-400,000
9,130	9,135			401,000 and above
9,140				

* Also available for assignment to all other stations in the experimental service.

A license will be issued for more than one of these frequencies upon a satisfactory showing that there is need therefor.

The frequencies suited to the purpose and in which there appears to be the least or no interference to established stations shall be selected.

In cases of important experimentation which cannot be conducted successfully on the frequencies allocated herein, the Commission may authorize developmental broadcast stations to operate on any frequency allocated for broadcast stations or any frequencies allocated for other services under the jurisdiction of the Commission upon satisfactory showing that such frequencies can be used without causing interference to established services.

The operating frequency of a developmental broadcast station shall be maintained in accordance with the frequency tolerance given in Sec. 40.01, provided, however, where lesser tolerance is necessary to prevent interference, the Commission will specify the tolerance.

The operating power of a developmental broadcast station shall not be in excess of that necessary to carry on the program of research. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

F. C. C. REGULATIONS REGARDING BROADCASTING APPLICATIONS

PLACE of filing; number of copies. Each application for construction permit or station license, and all papers incorporated therein and made a part thereof, with respect to the number of copies and place of filing, shall be submitted as follows:

- 3 copies via Inspector in Charge, radio district No. 14, Seattle, Wash.
- 1 copy direct to Washington, D. C.
- 1 copy direct to Washington, D. C.
- 2 copies direct to Washington, D. C.
- 1 copy direct to Washington, D. C.
- 2 copies direct to Washington, D. C.
- 1 copy to be sent as follows: (a) to proper district office if it requires personal appearance for operator examination under direct supervision from that office; (b) direct to Washington, D. C., in all other cases, including examinations for class C privileges.

Contents. Each application shall be specific with regard to frequency or frequencies, power, hours of operation, equipment, location of the station, and other information required by the application forms. An application for broadcast facilities in the band 550 kilocycles to 1600 kilocycles shall be limited to one specific frequency. An application for radio station construction permit or license requesting alternate facilities will not be accepted.

Full disclosures. Each application shall contain full and complete disclosures with regard to the real party or parties in interest, and their legal, technical, financial and other qualifications, and as to all matters and things required to be disclosed by the application forms.

Additional statements. In addition the Commission may require an applicant to submit such documents and written statements of fact, under oath, as in its judgment may be necessary.

Installation or removal of apparatus. Applications for construction permit or modification thereof, involving removal of existing transmitting apparatus and/or

installation of new transmitting apparatus, shall be filed at least sixty days prior to the contemplated removal and/or installation.

Extension of time for construction. Any application for extension of time within which to commence and/or complete construction of a station shall be filed at least thirty days prior to the expiration date of such permit: *Provided, however,* That any such application filed within less than thirty days may be accepted upon satisfactory showing to the Commission of sufficient reasons for the delay in filing such application. No application for reinstatement of a permit already forfeited will be granted, except upon a satisfactory showing to the Commission of sufficient reasons for the delay in filing such application.

License following construction permit. In all cases where a construction permit is required by Section 319 of the Act for the construction of a station, the application for station license (or for station license or modification thereof, if for station other than broadcast) shall be filed by permittee prior to service or program tests. (All stations, except government, amateur, those on mobile vessels, railroad rolling stock or aircraft, must apply for construction permit.)

Where construction permit not required. Each application for new license, except amateur, where a construction permit is not a prerequisite thereto, shall be filed at least sixty days prior to the contemplated operation of the station: *Provided, however,* That in emergency and for good cause shown, the Commission may waive the requirements of this rule.

Modification of license. An application for modification of license, except amateur, and except as otherwise provided by these rules, may be filed for change in frequency, change in operating power where no construction is necessary, change in hours of operation, and for change in name of licensee where no

change in ownership or control is involved. In case of a broadcast station, an application for modification of license may be filed for change in location of main studio. In case of all stations other than broadcast, an application for modification of license may be filed for change in points of communication, change in nature of authorized service, and to cover an outstanding construction permit where the station is already licensed. Except when filed to cover construction permit, each application for modification of license shall be filed at least sixty days prior to the contemplated modification of license; *Provided, however*, that in emergencies and for good cause shown, the requirements hereof may be waived in so far as time for filing is concerned.

Renewal of license. Unless otherwise directed by the Commission, each application for renewal of license shall be filed at least sixty days prior to the expiration date of the license sought to be renewed. No application for renewal of license of a standard broadcast station will be considered unless there is on file with the Commission, the balance sheet and income statement required by the rules of practice and procedure of the Commission, reference to which by date and file number shall be included in the application.

Financial statements. Each licensee of a standard broadcast station shall file with the Commission on or before March 1 of each year on Forms 705 and 706, or such other forms as may be prescribed by the Commission, a balance sheet showing the financial condition of a licensee as of December 31 of the preceding year and an income statement for the preceding calendar year. Each such form shall be subscribed and verified by: (1) the parties or party filing the statement; (2) in the case of a corporation, an officer of the corporation. (An attorney for either is allowed with sufficient reason.)

Filing directed by Commission. Whenever the Commission regards an application for a renewal of license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a certain date, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

Temporary extension of station licenses. Where there is pending before the Commission any application, investigation, or proceeding which, after hearing might

lead to or make necessary the modification of, revocation of, or the refusal to renew an existing license, the Commission may, in its discretion, grant a temporary extension of such license; *Provided, however*, That no such temporary extension shall be construed as a finding by the Commission that the operation of any radio station thereunder will serve public interest, convenience, and necessity beyond the express terms of such temporary extension of license; *And provided further*, That such temporary extension of license will in no wise affect or limit the action of the Commission with respect to any pending application or proceeding.

Assignment or transfer of control. (a) General. An application for consent to assignment of a construction permit or license, or for consent to transfer of control of a corporation holding a construction permit or license, shall be filed with the Commission at least sixty days prior to the contemplated effective date of assignment or transfer of control. If the assignment or transfer is voluntary, the appropriate application shall be fully executed by all parties and, if involuntary, by assignee or transferee only.

(b) *Broadcast.* With each such application, involving any standard broadcast station construction permit or license, there shall be submitted under oath or affirmation all information required to be disclosed by the application forms prescribed by the Commission, together with such other information under oath or affirmation as the Commission may require.

(c) *Other than broadcast.* In all classes of applications for consent to assignment of construction permit or license or for consent to transfer of control of a corporation holding a construction permit or license, other than those prescribed in paragraph (b), the Commission may require the furnishing of such information as in its discretion is deemed necessary.

Special temporary authorizations. (a) Special temporary authority may be granted for the operation of a station for a limited time, or in a manner and to an extent or for service other or beyond that authorized in an existing license upon proper application therefor; *Provided, however*, That no such request will be considered unless:

Special Service Authorizations. Special Service Authority may be issued to the licensee of a standard broadcast station for a service other or beyond that authorized in its existing license for a period not exceeding that of its existing license

upon proper application therefor; and satisfactory showing in regard to the following, among others:

(a) That the requested operation may not be granted on a regular basis under the existing rules governing the operation of standard broadcast stations;

(b) That experimental operation is not involved as provided for by Part 3, Section 3.22, of the Rules and Regulations;

(c) That public interest, convenience, and necessity will be served by granting the authorization requested.

1. It is received by the Commission at least ten days previous to the date of proposed operation: *Provided, however,* That any such request received within less than ten days may be accepted upon due showing of sufficient reasons for the delay in submitting such request.

2. Full particulars as to the purpose for which the request is made are stated.

(b) If the request is for operation of a standard broadcast station, the following additional requirements shall apply:

1. No such authority may be granted to a person other than the licensee of an existing standard broadcast station.

2. The request shall be limited to a definite or temporary period or periods for the transmission of programs or events which are not recurrent, and approval thereof will not be granted for a period in excess of thirty days.

3. The request shall show that it has been seasonably submitted to other stations whose operations may be affected (to be determined as indicated below), and the date on which such request was so submitted, which such stations shall submit direct to the Commission waiver of objection to the granting thereof or a statement of the nature of any objections that such stations may desire to interpose:

4. If the request is for operation upon a clear channel, showing required above shall be made with respect to the Class I station or stations on the channel.

5. If the request is made by time sharing station, the showing required above shall be made with respect to the station or stations with which time is shared;

6. In any case, the showing required above must be made with respect to any station on the same or adjacent channels when any such station is located within the interference range of the station making the request to be determined by the "Standards of Good Engineering Practice Concerning Standard Broadcast Stations."

7. Waiver of objections, or statement of objections, when furnished under this rule, shall be forwarded direct to the

Commission by the responding station, and in the case of waiver shall show whether the waiver covers simultaneous operation or whether the station is giving up the time sought by the applicant. Where it appears that the proposed operation has been seasonably submitted to the station or stations referred to in sub-paragraphs (4), (5), and (6), above, and no reply has been received, it will be considered that such stations have waived any objections to the granting of the request.

Inconsistent or conflicting applications. When an applicant has an application pending and undecided, no other inconsistent or conflicting application filed by the same applicant, his successor or assignee, or on behalf or for the benefit of said applicant, will be accepted for consideration.

Multiple applications; broadcast service. In the broadcast service, while there is one application for new or additional facilities pending for a standard, international, television, facsimile, high frequency or experimental broadcast station, the Commission will not consider another application for new or additional facilities for a station of the same class (as given above) to serve in whole or in part the same area, by the same applicant or by his successor or assignee, or on behalf or for the benefit of the original parties in interest. Two such applications may not be filed simultaneously.

Repetitions applications. (a) *Broadcast services.* In the broadcast service, where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new standard, international, television, facsimile, high frequency, or developmental broadcast station, or for an extension or enlargement of existing service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider another application for a station of the same class (as given above) to serve in whole or in part the same area, by the same applicant or his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of twelve months from the effective date of the Commission's order.

(b) Other radio services. In any other radio service, where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new station, or for an extension or enlargement of service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission

will not consider a like application involving service of the same kind to the same area by the same applicant, or by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of twelve months from the effective date of the Commission's order: Provided, however, That the Commission may waive the requirements of this rule in situations affecting safety of life or property.

Pending appeals. Where an appeal has been taken from the action of the Commission in denying a particular applicant another application for the same class of broadcast service and for the same area, in whole or in part, filed by the same applicant or by his successor or assignee, or on behalf or for the benefit of the original parties in interest, will not be considered until the final disposition of such appeal.

Action on Applications

Partial grants. Where any application is granted in part, or with any privileges, terms, or conditions other than those requested, without a hearing thereon, the action of the Commission shall be considered as granting such application unless the applicant shall, within twenty days from the date on which public announcement of such grant is made, or from its effective date if a later date is specified, file with the Commission a written request for a hearing with respect to the part, or with respect to the privileges, terms, or conditions, not granted. Upon receipt of such request, the Commission will vacate its original action upon the application and set the application for hearing in the same manner as other applications are set for hearing, and the applicant and other parties in interest will be notified thereof.

Designation for hearing. In cases where an application for radio facilities is proper upon its face but the Commission is unable to determine upon examination of the same that the granting of such application either in whole or in part, would serve public interest, convenience or necessity, the Commission will designate the same for hearing and the following procedure will govern it:

(a) The Secretary shall forthwith mail a written notice to the applicant setting forth the action of the Commission designating the application for hearing, together with such statement of the Commission's reasons therefor as shall be appropriate to the nature of the application.

(b) In order to avail himself of the opportunity to be heard the applicant in person or by his attorney shall, within fifteen days of the mailing of the notice of designation for hearing by the Secretary, file with the Commission one additional copy of the application and all papers incorporated as a part thereof and a written appearance, under oath, stating that he will appear and present evidence on the issues specified in the statement of reasons furnished by the Commission on such date as may be fixed for the hearing.

Answers to Notices of Violation

Under Title III of the Act. Any licensee receiving official notice of a violation of the terms of the Communications Act of 1934, any legislative act, Executive Order, treaty to which the United States is a party, or the Rules and Regulations of the Federal Communications Commission, shall, within three days from such receipt, send a written answer direct to the Federal Communications Commission at Washington, D. C., and a copy thereof to the office of the Commission originating the official notice when the originating office is other than the office of the Commission in Washington, D. C.; *Provided, however,* That if an answer cannot be sent nor an acknowledgment made within such three-day period by reason of illness or other unavoidable circumstances, acknowledgment and answer shall be made at the earliest practicable date with a satisfactory explanation of the delay. The answer to each notice shall be complete in itself and shall not be abbreviated by reference to other communications or answers to other notices. If the notice relates to some violation that may be due to the physical or electrical characteristics of transmitting apparatus, the answer shall state fully what steps, if any,

are taken to prevent future violations, and if any new apparatus is to be installed, the date such apparatus was ordered, the name of the manufacturer, and promised date of delivery. If the installation of such apparatus requires a construction permit, the file number of the application shall be given, or if a file number has not been assigned by the Commission, such identification as will permit of ready reference. If the notice of violation relates to some lack of attention or improper operation of the transmitter, the name and license number of the operator in charge shall be given.

Revocation and Modification of Station Licenses

Revocation. Whenever the Commission shall institute a revocation proceeding against the holder of any radio station construction permit or license under Section 312 (a), it shall initiate said proceeding by serving upon said licensee an order of revocation effective not less than fifteen days after written notice thereof is given the licensee. The order of revocation shall contain a statement of the grounds and reasons for such proposed revocation and a notice of the licensee's right to be heard by filing with the Commission a written request for hearing within fifteen days after receipt of said order. Upon the filing of such written request for hearing by said licensee the order of revocation shall stand suspended and the Commission will set a time and place for hearing and shall give the licensee and other interested parties notice thereof. If no request for hearing on any order of revocation is made by the licensee against whom such an order is directed within the time hereinabove set forth, the order of revocation shall become final and effective, without further action of the Commission. When any order of revocation has become final, the person whose license has been revoked shall forthwith deliver the station license in question to the inspector in charge of the district in which the licensee resides.

Modification. (a) *Order to show cause.* Whenever the Commission shall determine that public interest, convenience, and necessity would be served, or any treaty ratified by the United States will be more fully complied with, by the modification of any radio station construction permit or license either for a limited time, or for the duration of the term thereof, it shall issue an order for such licensee to show cause why such construction permit or license should not be modified.

(b) *Contents of order to show cause.* Such order to show cause shall contain a

statement of the grounds and reasons for such proposed modification, and shall specify wherein the said construction permit or license is required to be modified. It shall require the licensee against whom it is directed, to be and appear at a place and time therein named, in no event to be less than thirty days from the date of receipt of the order to show cause why the proposed modification should not be made and the order of modification issued.

(c) *Failure to appear.* If the licensee against whom the order to show cause is directed does not appear at the time and place provided in said order, a final order of modification shall issue forthwith.

Suspension of Operator Licenses

Order of suspension. No order of suspension of any operator's license shall take effect until fifteen days' notice in writing thereof, stating the cause for the proposed suspension, has been given to the operator licensee who may make written application to the Commission at any time within said fifteen days for a hearing upon such order. The notice to the operator licensee shall not be effective until actually received by him, and from that time he shall have fifteen days in which to mail the said application. In the event that physical conditions prevent mailing of the application at the expiration of the fifteen-day period, the application shall then be mailed as soon as possible thereafter, accompanied by a satisfactory explanation of the delay. Upon receipt by the Commission of such application for hearing, said order of suspension shall be held in abeyance until the conclusion of the hearing which shall be conducted under such rules as the Commission, shall deem appropriate. Upon the conclusion of said hearing the Commission may affirm, modify, or revoke said order of suspension.

Proceedings. Proceedings for the suspension of an operator's license shall in all cases be initiated by the entry of an order of suspension. Respondent will be given notice thereof together with notice of his right to be heard and to contest the proceeding. The effective date of the suspension will not be specified in the original order but will be fixed by subsequent motion of the Commission in accordance with the conditions specified above. Notice of the effective date of suspension will be given respondent, who shall send his operator license to the office of the Commission in Washington, D. C., on or before the said effective date, or, if the effective date has passed at the time notice is received, the license shall be sent to the Commission forthwith.



CBC IN CANADA provides a complete Canadian radio service. With dominant key stations . . . each operating on a power of 50,000 watts . . . strategically located across Canada and linked up with other CBC and privately owned stations of wide range and influence . . . CBC gives a coverage of 1,500,000 radio homes . . . extending from the Atlantic to the Pacific Ocean.

The CBC network assures Canadian Buyer Coverage. Broadcasting in Canada is a vital force and listening competition is at a minimum. Audiences are radio-minded. They feel the pulse of the world more consistently and with an intensity known in few other places. During both day and evening hours, listeners throughout the Dominion enjoy a wide variety of the finest entertainment through the CBC.

CANADIAN BROADCASTING CORPORATION

1 Hayter St., Toronto - Commercial Department - 1231 St. Catherine St. W., Montreal



CANADA



Stations



Networks



Survey



*Newspaper
Owned Stations*

NETWORKS

OF CANADA

Canadian Broadcasting Corp.

One Hayter St., Toronto, Ont., Canada
 Montreal office: 1231 St. Catherine St., West.

DIRECTORS

Rene, Morin, Chairman; Brigadier General Victor Odium, Vice-Chairman; J. Wilfred Godfrey, N. L. Nathanson, Alan B. Plaunt, Adrien Pouliot, Canon W. Eastland Fuller.

PERSONNEL

General Manager.....Gladstone Murray
 Assistant General
 Manager.....Dr. Augustin Frigon
 Chief Executive Assistant.....Donald Manson
 TreasurerHarry Baldwin
 General Supervisor of
 Programs.....E. L. Bushnell
 Chief Engineer.....G. W. Olive
 Commercial Manager-Supervisor of
 Press and Information.....E. A. Weir
 Commercial Manager-Quebec
 Division.....J. A. Dupont
 Supervisor of Station Relations...H. N. Stovin
 Traffic Manager.....E. W. Jackson
 Secretary.....R. P. Landry

STATIONS

The national network of the Canadian Broadcasting Corporation is broken down into the following regional groups:

Maritime Regional Network: CJCB, Sydney; CHNS, Halifax; CFCY, Charlottetown; CBA, Sackville; KKCW, Moncton; CHSJ, Saint John; CFNB, Fredericton.

Ontario Regional Network: CBO, Ottawa; CFRC, Kingston; CBL, Toronto; CKLW, Wind-

sor; CKSO, Sudbury; CFCH, North Bay; CJKL, Kirkland Lake; CKGB, Timmins; CKPR, Fort William.

Quebec Regional Network: CHNC, New Carlisle; CJBR, Rimouski; CBJ, Chicoutimi; CBV, Quebec; CBF (French), Montreal; CBM (English), Montreal.

Prairie Regional Network: CKY, Winnipeg; CKX, Brandon; CKCK, Regina; CHAB, Moose Jaw; CFQC, Saskatoon; CBK, Watrous; CKBI, Prince Albert; CJCA, Edmonton; CFAC, Calgary; CJOC, Lethbridge.

British Columbia Network: CFCJ, Kamloops; CKOV, Kelowna; CJAT, Trail; CBR, Vancouver.

The Foothills Network

804-805 Southam Bldg., Calgary, Alta., Canada
 Phone: R 2021

PERSONNEL

General Manager.....H. R. Carson
 Director (CFGP).....C. L. Berry
 Director (CJCA).....Frank H. Elphicke
 Director (CFAC).....G. S. Henry
 Director (CJOC).....A. H. Nicholl

STATIONS

CFAC, Calgary; CJOC, Lethbridge; CJCA, Edmonton; CFGP, Grande Prairie.

COVERAGE

Province of Alberta.

NATIONAL REPRESENTATIVES

All-Canada Radio Facilities Ltd.
 Weed & Company

CANADIAN SURVEY

General

At the end of the fiscal year, March 31, 1939, the Department of Transport reported 1,223,502 receiving station licenses outstanding. It is estimated that the total number of sets in use at the end of 1938, including those unlicensed, was over 2,000,000, representing a 7 per cent increase during the year.

It is also estimated that 76 per cent of all Canadian families own receivers. The fall and winter seasons are the principal selling periods for sets. New models are usually announced late in the summer. In the last 5 years 40 per cent of annual sales to dealers have been made during the last quarter and 33 per cent in the third quarter.

Principal factors which handicap radio sales include the relatively high cost of receivers in Canada as compared with prices in the United States, lack of local broadcasting services in some areas, and the language handicap in Quebec where most of the listeners prefer French language programs.

Transmitting Equipment

A large proportion of the business in Canadian-made transmitting equipment is in medium power transmitters and accessories. Much of the requirements in microphones, transmitting tubes, control apparatus, and similar adjuncts is supplied by imports. Transmitting tube requirements are the same as in the United States market for stations up to 50,000 watts. Canadian subsidiaries or affiliates of American companies are active in the broadcasting equipment market. United States jobbers of specialty radio apparatus generally cover Canada with catalogs and part of the business is on a mail order basis. Manufacturers often maintain direct agency representation. Organization of amateurs is parallel with that in the United States. Amateurs often use American receivers. Police radio has been used effectively in a number of Canadian cities and in provincial police organizations. Use of radio in aircraft is growing and there is also a market in military work, the latter supplied largely by domestic and United Kingdom manufacturers. Canadian shipping laws regarding the use of radio are similar to standard British requirements.

Patents

Since 1927 the more important Canadian radio patents have been under the control of a patent corporation known as Canadian Radio Patents Limited. This corporation, at 159 Bay Street, Toronto, originally took over for licensing purposes numerous patents formerly held by individual concerns. It has since acquired patents and rights on its own account and has rights under foreign patents as well.

The privilege of the Canadian use of the patents controlled by Canadian Radio Patents Limited is given only to those firms which take out a license with the company and which manufacture in Canada. Even though the firm's receivers may be licensed under United States patents owned by firms also represented in Canadian Radio Pat-

ents limited, an additional license under the Canadian company is also required. Such a license gives the manufacturer the right to produce receivers only for the reception of public radio telephone broadcasting. At present, under ordinary circumstances, the corporation is not included to grant further licenses by reason of the number already in the field.

The royalty rate is 10 per cent of the sales value of the chassis plus the speaker portion of the receiver, with a minimum sales value for royalty purposes fixed as the cost to manufacture the receiver plus 50 per cent. This royalty arrangement has no effect upon the actual price at which the merchandise is sold, but is merely a minimum established for royalty purposes. In 1937 the average royalty per set amounted to \$2.17, not accounting for the products of manufacturers who contribute patents to the pool and therefore pay no royalties. The royalty on sets for export is 50 per cent of the charge for sets for domestic sale. In certain cases in granting licenses the corporation requires a deposit, the amount of which would be determined by the patent company and from which would be taken the first year's royalties. The corporation does not make it a practice to undertake numerous court cases against individuals who import sets for their own use, but asserts that it is prepared to proceed against individuals.

The position of the patent organization with respect to its control seems to be firmly entrenched and it has been successful in maintaining its patent rights.

Television

This development is definitely in the experimental stage in the Dominion and its early practical application is discounted. Television presents a difficult geographic problem in Canada and as yet no concern has been inclined to provide television broadcasts because of the indeterminate nature of technical developments and the lack of concentrated population area large enough to warrant the installation expense. Television is not economically feasible in Canada at present.

Facsimile

In the spring of 1939 a facsimile circuit was established with Somerton, England, in connection with the Royal visit to Canada. The circuit involved landlines between Montreal and the Marconi beam wireless station at Drummondville, Quebec. Facsimile service on news pictures has not been utilized directly by the press, so far as radio is concerned. Broadcast news facsimile has not yet been introduced, but there has been some consideration of using such a service for the "broadcasting" of a radio listener's publication of programs and discussion of broadcasts.

Tracing transmission systems have been sold to a minor degree. One firm renting machines reports that after several years of selling effort there are only 20 customers in the Dominion. These include railroads, automobile manufacturers, public utilities, but efforts to sell machines for hotel and bank use have not been successful, with one exception. One difficulty has been the relatively high valuation established for customs

purposes on imported machines placed in Canada for rental purposes. In addition, the rental revenue is itself subject to a 12½ per cent withholding tax.

Short Wave

Canadian broadcasting on the short wave bands is chiefly confined to commercial and police work, aside from a few stations which release standard band programs on the short wave and the Broadcasting Corporation's regular stations which provide free messenger service to remote northern areas, not covered by commercial line wire service. During the winter of 1938-39, beginning in November, an average of about 300 messages per week were broadcast by friends and relatives of persons in the far North. From a reception standpoint, the increased sale of dual-wave and all-wave sets confirms the interest in such broadcasts. Short wave programs receive publicity in the radio pages of the press. The 49, 32, and 25 meter bands give best consistent reception. United States stations are picked up readily and at times when standard band reception from American outlets is unsatisfactory the short wave relays give good service.

Broadcasting

Under the Canadian Radio Broadcasting Act, 1936, the Canadian Broadcasting Corporation on November 2, 1936, took over Government operation of the national broadcasting service and the control of all radio programs from the former Canadian Broadcasting Commission. Technical control of the broadcasting stations reverted to the Department of Transport under the Radio-telegraph Act. The Government-owned corporation is headed by a board of 9 honorary governors and a general manager in charge of operations. The legislation charges the corporation to carry on broadcasting in Canada and authorizes it to establish, maintain, and operate stations, to acquire or make operating agreements with private stations, produce programs, and otherwise function as a government broadcasting agency.

The legislation envisages gradual extension of public ownership of radio in Canada and enlargement of coverage with Federal finances. The principal difference between the Corporation and the Canadian Broadcasting Commission which it replaced is that under the Commission authority to act in matters of policy and administration were combined in one body whereas in the Canadian Broadcasting Corporation the board of governors will deal with questions of policy and administrative matters will be conducted separately. Broadcasting is considered a business controlled by a public service type of corporation, government-owned, rather than an activity under an administrative governmental organization. The Corporation reports to Parliament through the Minister of Transport. Operations are financed by license fees for receiving and broadcasting sets and by revenue from commercial radio business. Further, the Act provides that by order-in-council up to \$500,000 may be borrowed from the government for the extension or improvement of broadcasting facilities. In addition, working capital not to exceed \$100,000 may be advanced by order-in-council.

Prior to 1932 Canadian broadcasting developments were similar to those in the United States, except that the size of the general markets limited the amount of advertising revenue available for program and talent development. In 1929 an inquiry was made into the entire question, and as a result of recommendations, a nationalized chain of non-commercial stations under the Commission was established. Private commercial stations were provided for. The nucleus of the national chain comprised the stations formerly operated by the government-owned Canadian National Railways in principal cities throughout Canada. Although the nationalization of broadcasting is yet in a transitory stage, Government policy has consistently favored government ownership, and private licenses are issued only with the understanding that they may be taken over by

the State without value attaching to good will.

Licenses are issued by the Department of Transport after recommendation by the Corporation.

Programs

Canadian chain and local programs follow the same general classifications as those of American stations, and cooperative interchange with American chains has reached a considerable percentage of the total broadcast time. The local programs, however, are not so elaborate on the average, due to the lower revenue from advertising to the comparatively smaller markets. There is a greater conscious effort in Canada to provide programs of a distinctly Canadian character, as in most of the populated areas of the Dominion United States stations are readily received and the more generalized programs so provided. In view of the limited funds for program development Canadian broadcasters would find it difficult to compete successfully in this field to the extent possible under the program standards adopted.

Advertising

Radio advertising from privately owned stations and outlets controlled by the Broadcasting Corporation is conducted in the usual manner under established regulations. Station time is usually sold through advertising agencies and rates vary according to the time of broadcast and station coverage. The advertising content of any program is limited to 10 per cent of the program period and specific regulations cover permissible material in advertising continuities.

Recordings

The use of transcriptions is generally prohibited between 7:30 and 10 p.m., but at other hours they are extensively employed by the lower powered stations, particularly in the smaller population centers. Turntable speeds are 33 and 78 r.p.m.

The recording of incoming overseas broadcasts is frequently undertaken to permit more timely release, especially of direct outside broadcasts, for reception in the Canadian time zones. The broadcasting corporation has a special short wave receiving station with recording equipment for this purpose.

Regulations

New radio regulations were published in the Canada Gazette, December 10 and 24, 1938, and January 26, 1939, and republished in a special supplement to World Radio Markets of March 28, 1939. Two minor amendments issued in 1939 concern beer and wine advertising and the operation of subsidiary network hookups of private broadcasting stations.

Under the laws of Ontario, all electrical devices, (including socket power sets) must be inspected and approved by the Inspection Department of the Ontario Hydro Electric Power Commission before being used. Hydro approval is generally accepted by inspection authorities of other Canadian provinces. The Ontario Government, however, does not make it a practice to prosecute individuals who import sets for their own use, but confines its activities to those interested in selling receivers in quantities. Part II of the Canadian Electrical Code, in specification No. 1, outlines the general minimum requirements for power operated radio devices and methods of test to be employed. A new code specification, effective June 15, 1939, provided for the manufacture and use of AC-DC sets of approved construction, a type heretofore prohibited under the Electrical Code. Under the code the approval of either the laboratory of the Hydro Electric Power Commission of Ontario, the Underwriters' Laboratories of Chicago, or a recognized Canadian Government Laboratory are acceptable. In Ontario and Quebec the Hydro Laboratory approval is required. The Canadian Electrical Code is in full effect in these two provinces, but only partially in effect in other Canadian areas. Electrical inspection is a provincial matter in Canada.

CANADA

STATIONS—REGULATIONS—SURVEY

The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.

Every effort has been made to present accurate and complete information in a self-explanatory method. Data was obtained from questionnaires sent to the stations early in December and corrections were made up to the time of going to press to insure the inclusion of late developments.

Canadian network facilities covered in full on page 586.



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
CBA	Sackville, N. B.	1050	50000	598
CBF	Montreal, Que.	910	50000	607
CBJ	Chicoutimi, Que.	1120	100	606
CBK	Watrous, Sask.	540	50000	611
CBL	Toronto, Ont.	840	50000	604
CBM	Montreal, Que.	960	5000	607
CBO	Ottawa, Ont.	880	1000	602
CBR	Vancouver, B. C.	1100	5000	594
CBV	Quebec, Que.	950	1000	608
CBY	Toronto, Ont.	1420	100	604
CFAC	Calgary, Alta.	930	1000	591
CFAR	Flin Flon, Man.	1370	100	596
CFCF	Montreal, Que.	600	500	607
CFCH	North Bay, Ont.	930	100	602
CFCN	Calgary, Alta.	1030	10000	591
CFCO	Chatham, Ont.	630	100	600
CFCT	Victoria, B. C.	1450	500	595
CFCY	Charlottetown, P. E. I.	630	1000	606
CFGP	Grand Prairie, Alta.	1200	100	592
CFJC	Kamloops, B. C.	880	1000	593
CFLC	Prescott, Ont.	930	100	602
CFNB	Fredericton, N. B.	550	1000	597
CFOS	Owen Sound, Ont.	C.P. 1370	100	602
CFPL	London, Ont.	730	100	601
CFPR	Prince Rupert, B. C.	580	50	594
CFQC	Saskatoon, Sask.	600	1000	611
CFRB	Toronto, Ont.	690	10000	604
CFRC	Kingston, Ont.	1510	100	601
CFRN	Edmonton, Alta.	960	100	592

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
CHAB	Moose Jaw, Sask.	1200	250 d., 100 n.	610
CHCK	Charlottetown, P. E. I.	1310	50	606
CHGB	St. Anne de la Pocatiere, Que.	1200	100	609
CHGS	Summerside, P. E. I.	1450	50	606
CHLN	Three Rivers, Que.	1420	100	610
CHLP	Montreal, Que.	1120	100	607
CHLT	Sherbrooke, Que.	1210	100	609
CHML	Hamilton, Ont.	1010	100	600
CHNB	North Battlefield, Sask.	C.P. 1420	100	610
CHNC	New Carlisle, Que.	610	1000	608
CHNS	Halifax, N. S.	930	1000	598
CHRC	Quebec, Que.	580	100	608
CHSJ	Saint John, N. B.	1120	100	598
CHWK	Chilliwack, B. C.	780	100	593
CJAT	Trail, B. C.	910	1000	594
CJBR	Rimouski, Que.	1030	1000	609
CJCA	Edmonton, Alta.	730	1000	592
CJCB-CJCX	Sydney, N. S.	1240	1000	599
CJCI	Calgary, Alta.	690	100	591
CJCS	Stratford, Ont.	1210	50	603
CJGX	Yorkton, Sask.	1430	1000	611
CJHC	Halifax, N. S.	C.P. 1420	1000	598
CJIC	Sault Ste. Marie, Ont.	1500	100	603
CJKL	Kirkland Lake, Ont.	1310	100	601
CJLS	Yamouth, N. S.	1310	100	599
CJOC	Lethbridge, Alta.	1210	100	592
CJOR	Vancouver, B. C.	600	500	594
CJRC	Winnipeg, Man.	630	1000	596
CJRM	Regina, Sask.	950	1000	611
CKAC	Montreal, Que.	730	5000	607
CKBI	Prince Albert, Sask.	1210	100	610
CKCA	Kenora, Ont.	1420	250 d., 100 n.	601
CKCD	Vancouver, B. C.	1010	100	595
CKCH	Hull, Que.	1210	100	607
CKCK	Regina, Sask.	1010	1000	611
CKCL	Toronto, Ont.	580	100	604
CKCO	Ottawa, Ont.	1010	100	602
CKCR	Kitchener, Ont. (Waterloo)	1510	100	601
CKCV	Quebec, Que.	1310	100	608
CKCW	Moncton, N. B.	1370	100	597
CKFC	Vancouver, B. C.	1410	50	595
CKGB	Timmins, Ont.	1440	100	603
CKIC	Wolfville, N. S.	1010	50	599
CKLN	Nelson, B. C.	1420	100	594
CKLW	Windsor, Ont.	1030	5000	605
CKMC	Cobalt, Ont.	1210	50	600
CKMO	Vancouver, B. C.	1410	100	595
CKNB	Campbellton, N. B.	1210	250	597
CKNX	Wingham, Ont.	1200	100	605
CKOC	Hamilton, Ont.	1120	1000 d., 500 n.	600
CKOV	Kelowna, B. C.	630	1000	593
CKPC	Brantford, Ont.	930	100	599
CKPR	Fort William, Ont.	580	1000	600
CKRN	Rouyn, Que.	1370	250	609
CKSO	Sudbury, Ont.	780	1000	603
CKTB	St. Catharines, Ont.	1200	100	602
CKUA	Edmonton, Alta.	580	500	592
CKVD	Val D'Or, Que.	1200	100	610
CKWX	Vancouver, B. C.	1010	100	595
CKX	Brandon, Man.	1120	1000	596
CKY	Winnipeg, Man.	910	15000	596

ALBERTA

Population 789,000

Number of Families 167,872

Number of Radio Homes 124,300

Retail Sales \$152,408,000

Auto Registrations 100,434

CFAC

"CALGARY'S FRIENDLY STATION"
"ALL DAY—EVERY DAY THE FINEST IN
RADIO ENTERTAINMENT"

CALGARY—EST. 1922

CBC & FOOTHILLS NETWORK

FREQUENCY: 930 Kc. POWER: 1000 Watts.
OWNED BY: Calgary Herald. OPERATED BY:
Taylor Pearson & Carson. BUSINESS AD-
DRESS: 1006 Southam Bldg. PHONE: R 1036-7.
STUDIO ADDRESS: 1006 Southam Bldg.
TRANSMITTER LOCATION: Forest Lawn.
TIME ON THE AIR: 6:30 A.M. to 12:00 mid-
night. Sunday, 9:00 A.M. to 11:30 P.M. NEWS-
PAPER AFFILIATION: Calgary Daily Herald.
NEWS SERVICE: Canadian Press News. TRAN-
SCRIPTION SERVICE: NBC Thesaurus, World
Broadcasting System.

Personnel

President H. R. Carson
Manager Gordon S. Henry
Commercial Manager F. R. Shaw
Production Manager Pat Freeman
Publicity Director John N. Hunt
Continuity Director Madeline F. Austin
Chief Engineer Earl C. Connor

Coverage

Population—Primary 470,000
Radio Homes— " 79,900
Source: Station survey.

Representatives

All Canada Radio Facilities
Weed & Co.

CFCN

"THE VOICE OF THE PRAIRIES"
CALGARY—EST. 1922

FREQUENCY: 1030 Kc. POWER: 10,000
Watts. OWNED BY: The Voice of the Prairies,
Ltd. OPERATED BY: Same. BUSINESS AD-
DRESS: Toronto Gen. Trusts Bldg. PHONE:
M 1161. STUDIO ADDRESS: Same. TRANSMIT-
TER LOCATION: Strathmore. TIME ON THE
AIR: Daily, 6:30 A.M. to 12:00 midnight; Sun-
day, 9:30 A.M. to 10:30 P.M. NEWS SERVICES:
Transradio Press, Radio News Assn, British

United Press. TRANSCRIPTION SERVICES:
Standard Radio, Lang-Worth, Davis & Schweg-
ler.

Personnel

President and Managing Director... H. G. Love
Commercial Manager E. H. McGuire
Program Director..... Ed Maloney
News Editor..... C. H. Stout
Sports Editor..... Doug Smith
Chief Engineer..... W. V. McLaughlin

Coverage

Population—Primary 917,200
Radio Homes— " 131,800
Source: Mail response analysis.

Representative

Jack Slatter

CJCL

CALGARY—EST. 1922

CALGARY

CBC

FREQUENCY: 690 Kc. POWER: 100 watts.
OWNED BY: Albertan Publishing Co., Ltd.
OPERATED BY: Same. BUSINESS ADDRESS:
Ren'frew Bldg. PHONE: R 2001 — M-9966.
STUDIO ADDRESS: Same. TRANSMITTER
LOCATION: Grandview Heights. TIME ON
THE AIR: 7:00 A.M. to 11:00 P.M.; Sunday,
10:00 A.M. to 11:00 P.M. NEWSPAPER AF-
FILIATION: Albertan Publishing Co., Ltd. NEWS
SERVICE: Canadian Press. TRANSCRIPTION
SERVICES: Lang-Worth, Titan Productions.

Personnel

President Gordon Bell
Station Manager..... J. E. Gerke
Assistant Manager..... T. E. Snelgrove
Sales Manager..... V. Thompson
Chief Engineer..... M. McKenzie

Coverage

Population—Primary 172,900
Radio Homes— " 35,100
Population—Secondary 254,400
Radio Homes— " 41,200
Source: Mail response analysis.

CFRN

"THE LITTLE GIANT"
EDMONTON—EST. 1934

CBC

FREQUENCY: 960 Kc. POWER: 100 Watts.
OWNED BY: Sunwapta Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 109 C. P. R. Bldg. PHONE: 23561-267. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Jasper Highway, Edmonton West. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight, daily; 9:00 A.M. to 11:30 P.M., Sundays. NEWS SERVICES: Canadian Press, Edmonton Bulletin, Ltd., British United Press. TRANSCRIPTION SERVICE: Lang-Worth. MAINTAINS ARTISTS' BUREAU.

Personnel

Station Manager.....G. R. A. Rice
Commercial Manager.....H. F. Nielsen
Program Director.....S. S. Lancaster
News Editor.....G. Williamson
Chief Engineer.....E. Makepeace

Coverage

Population—Primary 311,232
Radio Homes— " 43,464
Source: Station survey.

Representatives

Joseph Hershey McGillvra (U.S.A. and Montreal)
Jack Slatter (Toronto)
Inland Broadcasting Service (Winnipeg)

CJCA

"VOICE OF THE GREAT NORTH WEST"
EDMONTON—EST. 1922

CBC—FOOTHILLS NETWORK

FREQUENCY: 730 Kc. POWER: 1000 watts.
OWNED BY: North Western Publishers, Ltd. "Edmonton Journal." OPERATED BY: Taylor & Pearson Broadcasting Co. Ltd. BUSINESS ADDRESS: Birk's Bldg., Jasper Ave. PHONE: 2-6131-2-3. STUDIO ADDRESS: Birk's Bldg. TRANSMITTER LOCATION: Belmont. TIME ON THE AIR: 8:00 A.M. to 12:00 P.M. (Sunday), 6:30 A.M. to 12:00 P.M. (weekdays), 6:30 A.M. to 2:00 A.M. (Saturday). NEWSPAPER AFFILIATION: Edmonton Journal. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

Personnel

Station Manager.....Frank H. Elphicke
Assistant Manager.....Norman Botterill
Publicity Director.....Walter Dales
Continuity Editor.....James Allard
Technical Director.....Hastings McMahon

Coverage

	Daytime	Evening
Population—Primary	110,212*	452,463
Radio Homes—(Primary		
and Secondary)	76,276
*Families.		
Source: Population estimate.		

Representatives

All Canada Radio Facilities Ltd.
Montreal, Toronto, Winnipeg, Calgary,
Vancouver
Weed & Co.
N. Y., Detroit, Chicago, San Francisco

CKUA

EDMONTON—EST. 1927

CBC—ALBERTA EDUCATIONAL NETWORK
FREQUENCY: 580 Kc. POWER: 500 watts.
OWNED BY: University of Alberta. OPERATED BY: University of Alberta. BUSINESS ADDRESS: University of Alberta. PHONE: 3-2233-2-2131-12. STUDIO ADDRESS: Dept. of Extension, University campus. TRANSMITTER LOCATION: Campus. TIME ON THE AIR: 12:15 P.M. to 2:30 P.M., 5:00 P.M. to 8:30 P.M., Mondays to Fridays; 11:00 A.M. to 12:30 P.M., 9:15 P.M. to 11:00 P.M. Sundays.

Personnel

President of the University.....W. A. R. Kerr
Station Manager.....Donald Cameron
Studio Director.....Richard MacDonald
Secretary.....Alice Mary Carpenter
Chief Engineer.....John Wardlaw Porteous

CFGP

GRANDE PRAIRIE—EST. 1937

FOOTHILLS NETWORK

FREQUENCY: 1200 Kc. POWER: 100 Watts.
OWNED AND OPERATED BY: Northern Broadcasting Corp., Ltd. BUSINESS ADDRESS: Grande Prairie. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Grande Prairie. TIME ON THE AIR: Sunday, 10:00 A.M. to 6:00 P.M. Weekdays, 7:30 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Manager.....C. L. Berry
Chief Engineer.....S. Findlay

Coverage

	Daytime	Evening
Population—Primary	80,000	85,000
Radio Homes— " "	8,754	10,151
Source: Station estimate.		

Representative

All Canada Radio Facilities, Ltd.
Weed & Co.

CJOC

LETHBRIDGE—EST. 1926

FOOTHILLS NETWORK

CANADIAN BROADCASTING CORP.
FREQUENCY: 1210 Kc. POWER: 100 watts.
OWNED BY: Lethbridge Broadcasting Co. OP-

• • • **ALBERTA — BRITISH COLUMBIA** • • •

ERATED BY: H. R. Carson, Ltd. BUSINESS ADDRESS: Marquis Hotel, Fourth Ave., South. PHONE: 3871-2. STUDIO ADDRESS: Marquis Hotel. TRANSMITTER LOCATION: Marquis Hotel. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight, daily; 8:00 A.M. to 12:00 midnight, Sundays. NEWS SERVICE: British United Press. local news. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....J. G. Hutchings
Station Manager.....A. H. Nicholl
Commercial Manager.....R. Buss
Program Director.....F. McDowell

Publicity Director.....C. A. Perry
Traffic Manager.....A. Lewis
Chief Engineer.....G. J. Gow

Coverage

	Daytime	Evening
Population—Primary	32,500*	32,500*
Radio Homes— "	20,000	20,000
* Families.		
Source: Station survey.		

Representatives

All Canada Radio Facilities, Ltd.
Weed & Company

BRITISH COLUMBIA

Population 774,000

Number of Families 164,680

Number of Radio Homes 120,300

Retail Sales \$232,740,000

Auto Registrations 116,341

CHWK

"THE VOICE OF THE FRASER VALLEY"

CHILLIWACK—EST. 1927

CBC & BC NETWORK

FREQUENCY: 780 Kc. POWER: 100 Watts. OWNED BY: Chilliwack Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: 16 Wellington Ave. PHONE: 6106. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to 10:00 P.M. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President and Station Manager.....C. Casey Wells
Assistant Manager.....R. G. Wells
Musical Director.....Bertram Turvey
Chief Engineer.....Jack Dilling

Representatives

All Canada Radio Facilities
Weed & Co.

1000. STUDIO ADDRESS: 322 Victoria St. TRANSMITTER LOCATION: North Kamloops. TIME ON THE AIR: 7:00 A.M. to 11:30 P.M. NEWSPAPER AFFILIATIONS: Kamloops Sentinel, Ltd. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICES: Transco and Hollywood Radio Attractions.

Personnel

President.....R. E. White
Station and Commercial Manager
D. Homersham
Publicity Director.....L. Irvine
Musical Director.....V. Arduini
Chief Engineer.....T. Smalley

Coverage

Population—Primary	97,000
Radio Homes— "	24,000
Source: Field strength measurements.	

CFJC

KAMLOOPS—EST. 1926

CANADIAN BROADCASTING CORP.

FREQUENCY: 880 Kc. POWER: 1000 Watts. OWNED BY: Review Pub. Co. OPERATED BY: Kamloops Sentinel, Ltd. BUSINESS ADDRESS: 209 Victoria St. PHONE: 1018 and

CKOV

KELOWNA—EST. 1931

CANADIAN BROADCASTING CORP.

FREQUENCY: 630 Kc. POWER: 1000 Watts. OWNED BY: Okanagan Broadcasters, Ltd. OPERATED BY: Okanagan Broadcasters, Ltd. BUSINESS ADDRESS: Mill Ave. STUDIO ADDRESS: Mill Ave. TRANSMITTER LOCATION: Kelowna. TIME ON THE AIR: 7:00 A.M. to

11:00 P.M. NEWS SERVICE: Canadian Press.
TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Managing DirectorJ. W. B. Browne
Women's Program Director....Mary E. Royle

Representatives

John E. Baldwin, Vancouver
Dominion Broadcasting Co. (Toronto)
Joseph Hershey McGillvra

CKLN

"THE KOOTENAYS' FAVORITE STATION"
NELSON—EST. 1939

CBC

FREQUENCY: 1420 Kc. POWER: 100 watts.
OWNED BY: The Nelson Daily News. OPERATED BY: The Nelson Daily News. BUSINESS ADDRESS: 711 Radio Avenue. STUDIO ADDRESS: 711 Radio Ave. TRANSMITTER LOCATION: 711 Radio Ave. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight, except Saturday; 7:00 A.M. to 2:00 A.M., Saturdays. NEWSPAPER AFFILIATION: Nelson Daily News. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

ManagerHume A. Lethbridge
Program Manager.....F. R. Halhed

Coverage

Population—Primary *8,500
Radio Homes— " 6,970
Population—Secondary *12,500
Radio Homes— " 12,250
* Families.

Source: Dominion Reports; Nelson Daily News.

Representative

All-Canada Radio Facilities, Ltd.

CFPR

"VOICE OF NORTHERN BRITISH
COLUMBIA"

PRINCE RUPERT

FREQUENCY: 580 Kc. POWER: 50 watts.
OWNED BY: F. E. Batt. OPERATED BY: Northwest Broadcast & Service Co. BUSINESS ADDRESS: P. O. Box 848. STUDIO ADDRESS: 336 Second Ave. PHONE: 863. TRANSMITTER LOCATION: Prince Rupert. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

Owner.....F. E. Batt
General Manager.....C. H. Insulander
Advertising Manager.....S. J. Anderson

Coverage

Population—Primary 14,500*
* Additional 3,000 from April to October.

Source: Station survey.

Representative

All-Canada Radio Facilities, Ltd.

CJAT

"THE VOICE OF THE KOOTENAYS"
TRAIL—EST. 1934

CBC

FREQUENCY: 910 Kc. POWER: 1000 Watts.
OWNED BY: Kootenay Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Victoria St. PHONE: 737. STUDIO ADDRESS: Victoria St. TRANSMITTER LOCATION: Warfield. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight, daily; 9:00 A.M. to 11:30 P.M., Sundays. NEWSPAPER AFFILIATION: Trail Daily Times. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....B. A. Stimmel
Manager.....A. J. Balfour
Accountant.....A. D. Pettersen

Coverage

Population—Primary 202,800
Radio Homes— " 27,800

Source: Station survey.

Representatives

Weed & Company
All-Canada Radio Facilities

CBR

"VOICE OF BRITISH COLUMBIA AT
VANCOUVER"

VANCOUVER—EST. 1925

CANADIAN BROADCASTING CORP.
BRITISH COLUMBIA REGIONAL NETWORK
FREQUENCY: 1100 Kc. POWER: 5000 Watts.
OPERATED BY: Canadian Broadcasting Corp. BUSINESS ADDRESS: Hotel Vancouver. PHONE: Trinity 2511. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Lulu Island. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight, daily; 8:00 A.M. to 12:00 midnight, Sundays. NEWS SERVICE: Canadian Press.

Personnel

Regional Representative.....I. Dilworth
Station Manager.....Peter Ayles
Regional Engineer.....N. R. Olding

Representative

Canadian Broadcasting Corp.

CJOR

VANCOUVER—EST. 1926

FREQUENCY: 600 Kc. POWER: 500 watts.
G. C. Chandler. BUSINESS ADDRESS: Hotel Grovesnor, Howe St. PHONE: Trinity 5321. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Elburne. TIME ON THE AIR: Daily, 6:30 A.M. to midnight; Sunday, 9:00 A.M. to 9:45 P.M. NEWS SERVICES: Transradio Press, British United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station Manager..... G. C. Chandler
 Commercial Manager..... Don Laws
 Publicity Director..... D. R. Baird
 Program Director..... R. A. Diespecker
 Accountant L. Watkis

Coverage

Population—Primary 551,000
 Radio Homes— " 140,000

Source: Mail response analysis.

Representative

Joseph Hershey McGillvra

CKCD

VANCOUVER

FREQUENCY: 1010 Kc. POWER: 100 Watts.
 OWNED BY: Vancouver Daily Province. OP-
 ERATED BY: Pacific Broadcasting Co., Ltd.
 BUSINESS ADDRESS: 198 Hastings West.
 PHONE: Seymour 2759-7345. STUDIO AD-
 DRESS: Same. TRANSMITTER LOCATION:
 Same. TIME ON THE AIR: 7:30 P.M. to 11:30
 P.M. NEWSPAPER AFFILIATION: Vancouver
 Daily Province. NEWS SERVICE: Local and
 national news tie-up.

Personnel

President and Station Manager... W. G. Hassell
 Musical Director Mabel Brown
 Chief Engineer..... T. Derbyshire

CKFC-CKFX

VANCOUVER—EST. 1921

FREQUENCY: 1410 Kc. POWER: 50 Watts
 (CKFX: 10 Watts on 6080 Kc.) OWNED BY:
 Standard Broadcasting System, Ltd. OPER-
 ATED BY: Standard Broadcasting System, Ltd.
 BUSINESS ADDRESS: 1504-5 Sun Bldg., 500
 Beatty St. STUDIO ADDRESS: Same. TRANSMIT-
 TERS LOCATION: North Vancouver. TIME
 ON THE AIR: Shares time with CKMO (38
 hours weekly). NEWSPAPER AFFILIATION:
 Vancouver Sun. NEWS SERVICE: Vancouver
 Sun.

Personnel

Manager F. E. Rutland
 Chief Technician..... A. L. Porter

CKMO

"THE PIONEER VOICE OF
 BRITISH COLUMBIA"
VANCOUVER—EST. 1922

CANADIAN BROADCASTING CORP.

FREQUENCY: 1410 Kc. POWER: 100 watts.
 OWNED BY: British Columbia Broadcasting
 System, Ltd. OPERATED BY: British Co-
 lumbia Broadcasting System, Ltd. BUSI-
 NESS ADDRESS: 812 Robson St. PHONE:
 Sey. 8778-9. STUDIO ADDRESS: 812 Robson
 St. TRANSMITTER LOCATION: Sun Bldg.
 TIME ON THE AIR: 8:00 A.M. to 3:00 P.M. and

5:00 P.M. to 10:15 P.M. and 12:00 midnight to
 2:00 A.M. NEWS SERVICE: Canadian Press;
 News-Herald and Sun News. TRANSCRIP-
 TION SERVICE: C. P. MacGregor.

Personnel

President..... R. J. Sprott
 Vice-President..... B. A. Arundel
 Station Manager..... H. M. Cooke
 Program Director..... R. H. Wright
 Commercial Manager..... J. Short
 Office Manager-Accountant..... T. C. Stewart

Coverage

Population—Primary 594,991
 Radio Homes— " 145,248

Source: Station survey.

CKWX

VANCOUVER—EST. 1923

CBC (Secondary)

FREQUENCY: 1010 Kc. POWER: 100 Watts.
 OWNED BY: Western Broadcasting Co., Ltd.
 OPERATED BY: Same. BUSINESS ADDRESS:
 Hotel Georgia. PHONE: Seymour 2288.
 STUDIO ADDRESS: Same. TRANSMITTER LO-
 CATION: 1220 Seymour St. TIME ON THE
 AIR: 6:30 A.M. to 9:00 P.M. (average, 104
 hours weekly). NEWS SERVICE: Local news
 from Vancouver Sun. TRANSCRIPTION SER-
 VICES: World Broadcasting System, Davis &
 Schwegler.

Personnel

General Manager..... A. Holstead
 Commercial Manager..... Reg. M. Dagg
 Secretary Vera Rumble
 Chief Engineer..... E. Ross MacIntyre

Coverage

Population—Primary 300,000
 Radio Homes— " 80,000
 Population—Secondary 400,000
 Radio Homes— " 100,000

Source: Survey based on licensed receivers.

Representatives

Weed & Company (U.S.)
 All-Canada Radio Facilities, Ltd.

CFCT

VICTORIA—EST. 1923

FREQUENCY: 1450 Kc. POWER: 500 watts.
 OWNED BY: Victoria Broadcasting Assn. OP-
 ERATED BY: Victoria Broadcasting Assn. BUSI-
 NESS ADDRESS: Radio Centre. PHONE: G-
 2014. STUDIO ADDRESS: Same. TRANSMIT-
 TER LOCATION: Portage Inlet. TIME ON THE
 AIR: Unlimited. NEWS SERVICE: Transradio
 Press.

Personnel

General and Commercial Mgr... G. W. Deaville

Representatives

Associated Broadcasting Co.
 Joseph Hershey McGillvra

MANITOBA

Population 727,000

Number of Families 154,680

Number of Radio Homes 94,200

Retail Sales \$161,253,000

Auto Registrations 80,860

CKX

"THE FRIENDLY STATION"
BRANDON—EST. 1928

CBC

FREQUENCY: 1120 Kc. POWER: 1000 Watts.
OWNED BY: Manitoba Telephone System.
OPERATED BY: Same. BUSINESS ADDRESS:
City Hall Sq., 8th & Princess Ave. PHONE: 4532.
STUDIO ADDRESS: Same. TRANSMITTER LO-
CATION: Mental Hospital Grounds. TIME ON
THE AIR: 8:00 A.M. to 11:30 P.M. (daily); 12:00
noon to 11:30 P.M. (Sunday). NEWS SER-
VICE: Canadian Press.

Personnel

Station Manager W. F. Seller
Chief Engineer C. E. R. Collins

Representatives

All Canada Radio Facilities
Weed & Company

(daily) 7:30 A.M. to 1:00 A.M.; (Sunday), 10:00
A.M. to 11:00 P.M. NEWS SERVICE: Transradio
Press. TRANSCRIPTION SERVICES: World
Broadcasting System, Standard Radio, and
Lang-Worth Features.

Personnel

Station Manager V. F. Nielsen
Assistant Manager Jack Kemp
Program Director Eddie Houston
Chief Studio Engineer Ken Cameron

Coverage

Population—Primary 527,600
Radio Homes— " 101,200
Source: Station survey.

Representatives

Joseph Hershey McGillvra (U.S.A. & Montreal)
Jack Slatter (Toronto)
Inland Broadcasting Service (Winnipeg)

CFAR

"SERVING NORTHERN MANITOBA"
FLIN FLON—EST. 1937

FREQUENCY: 1370 Kc. POWER: 100 Watts.
OWNED BY: Arctic Radio Corp. OPERATED
BY: Same. BUSINESS ADDRESS: 120 Main St.
PHONE: 290. STUDIO ADDRESS: Same.
TRANSMITTER LOCATION: Same. TIME ON
THE AIR: 7:00 A.M. to 10:00 P.M., daily;
10:30 A.M. to 7:00 P.M., Sundays. NEWS SER-
VICE: Transradio Press. TRANSCRIPTION
SERVICE: World Broadcasting System.

Personnel

President G. W. Bridgman
Vice-President J. M. Bridgman
Business Manager E. T. Scott
Chief Engineer Reg Durie

Representatives

All-Canada Radio Facilities
Weed & Company

CKY

"THE VOICE OF MANITOBA"
WINNIPEG—EST. 1922

DOMINION BROADCASTING CO.
CANADIAN BROADCASTING CORP.

FREQUENCY: 910 Kc. POWER: 15000 Watts.
OWNED BY: Manitoba Telephone System. OP-
ERATED BY: Manitoba Telephone System.
BUSINESS ADDRESS: Telephone Bldg. PHONE:
92-191. STUDIO ADDRESS: Same. TRANS-
MITTER LOCATION: St. Francis Xavier. TIME
ON THE AIR: Sunday, 11:00 A.M. to 12:00
midnight. Week Days, 7:30 A.M. to 12:00
midnight. NEWS SERVICE: United Press, Ca-
nadian Press. TRANSCRIPTION SERVICE:
NBC Thesaurus, World Broadcasting System.

Personnel

Commissioner of Telephones J. E. Lowry
Station Manager William Backhouse
Commercial Manager Percy Gaynor
Program Director R. H. Roberts
Public Relations Director D. R. P. Coats

Coverage

Population—Primary 563,800
Radio Homes— " 107,800
Population—Secondary 145,500
Radio Homes— " 25,600
Source: Station survey.

Representatives

All-Canada Radio Facilities
Weed & Co.

CJRC

"MANITOBA'S FRIENDLY STATION"
WINNIPEG

FREQUENCY: 630 Kc. POWER: 1000 Watts.
OWNED BY: James Richardson & Sons, Ltd.
OPERATED BY: Same. BUSINESS ADDRESS:
Royal Alexandra Hotel. PHONE: 9-2266-7-8.
STUDIO ADDRESS: Same. TRANSMITTER LO-
CATION: Middlechurch. TIME ON THE AIR:

NEW BRUNSWICK

Population 451,000

Number of Families 95,957

Number of Radio Homes 35,700

Retail Sales \$76,656,000

Auto Registrations 36,780

CKNB

CAMPBELLTON—EST. 1939

CANADIAN BROADCASTING CORP.

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Dr. Charles Houde. OPERATED BY: Dr. Charles Houde. BUSINESS ADDRESS: P. O. Box 840. STUDIO ADDRESS: Chateau Restigouche. PHONE: 8. TRANSMITTER LOCATION: Campbellton. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight, daily; 9:00 A.M. to 12:00 midnight, Sundays. NEWS SERVICE: Transradio Press.

Personnel

Station Manager..... C. S. Chapman

Coverage

Population—Primary 150,000

Radio Homes— " 30,000

Source: Station survey.

CFNB

FREDERICTON—EST. 1923

CANADIAN BROADCASTING CORP.

FREQUENCY: 550 Kc. POWER: 1000 watts. OWNED BY: James S. Neill & Sons Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Queen St. PHONE: 209. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: University of New Brunswick. TIME ON THE AIR: 8:00 A.M. to midnight, daily; 11:00 A.M. to midnight, Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC The-saurus.

Personnel

General Manager..... J. Stewart Neill

Chief Announcer..... Cleve Stillwell

Chief Engineer..... E. S. Cassidy

Coverage

Population—Primary 467,226

Radio Homes— " 49,039

Population—Secondary 193,491

Radio Homes— " 22,184

Source: Station survey.

Representatives

Weed & Co.

All-Canada Radio Facilities

CKCW

MONCTON—EST. 1934

CBC—REGIONAL MARITIME

FREQUENCY: 1370 Kc. POWER: 100 Watts.

OWNED BY: Moncton Broadcasting Co., Ltd. OPERATED BY: Moncton Broadcasting Co., Ltd. BUSINESS ADDRESS: K of P Bldg. PHONE: 1302-1432. STUDIO ADDRESS: K of P Bldg. TRANSMITTER LOCATION: Harrisville. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight, daily; 11:00 A.M. to 12:00 midnight, Sundays. NEWSPAPER AFFILIATIONS: Moncton Transcript, Moncton Times. NEWS SERVICE: Canadian Press, Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio.

Personnel

Station Manager..... F. A. Lynds

Program Director..... Earl McCarron

Representative

Joseph Hershey McGillvra

BY POPULAR DEMAND!

Radio Station

CKNB

Campbellton, N. B.

— which is —

158 AIR-LINE MILES FROM THE NEAREST MARITIME PROVINCE STATION

190 AIR-LINE MILES FROM NEAREST CBC STATION (CBA, Sackville)

• • •

A COMMUNITY STATION, serving a community's needs, CKNB enjoys the distinction of being Northern New Brunswick's most-listened-to radio station. Situated in the heart of industrial New Brunswick, CKNB carries your selling message to a prosperous, receptive audience.

SUCCESSFUL PROGRAMMING FOR SUCCESSFUL SELLING

For full particulars, write to:

Radio Station CKNB

250 P. O. Drawer 840 1210
Watts CAMPBELLTON, N. B. Kcs.

C B A

SACKVILLE—EST. 1939

CANADIAN BROADCASTING CORP.

FREQUENCY: 1050 Kc. POWER: 50,000 Watts.
 OWNED BY: Canadian Broadcasting Corp.
 OPERATED BY: Same. BUSINESS ADDRESS:
 Nova Scotian Hotel, Halifax, N. S. STUDIO
 ADDRESS: Same. TRANSMITTER LOCATION:
 Sackville. TIME ON THE AIR: 8:00 A.M. to
 12:00 midnight. NEWS SERVICE: Canadian
 Press. TRANSCRIPTION SERVICE: Lang-
 worth.

Personnel

General Manager.....Gladstone Murray
 Acting Regional Representative, George Young
 Regional Engineer.....James Carlisle

Coverage

Population—Primary	531,254
Radio Homes— "	51,391
Population—Secondary	511,463
Radio Homes— "	43,964

Source: Field intensity measurements; Do-
 minion Reports.

CHSJ

SAINT JOHN—EST. 1934

CANADIAN BROADCASTING CORP.
 MARITIME NETWORK

FREQUENCY: 1120 Kc. POWER: 100 Watts.
 OWNED BY: New Brunswick Broadcasting
 Co., Ltd. OPERATED BY: Same. BUSINESS
 ADDRESS: Admiral Beatty Hotel. PHONE:
 3-2307. STUDIO ADDRESS: Same. TRANS-
 MITTER LOCATION: Same. TIME ON THE
 AIR: 7:30 A.M. to 12:15 A.M.; Sunday, 9:00
 A.M. to 12:15 A.M. NEWSPAPER AFFILIA-
 TIONS: Telegraph-Journal, Times-Globe. NEWS
 SERVICES: British United Press, Canadian Press.
 MAINTAINS ARTISTS' BUREAU. TRANSCRIP-
 TION SERVICE: World Broadcasting System.

Personnel

President.....H. P. Robinson
 Station Manager.....L. W. Bewick
 Chief Engineer.....J. G. Bishop

Coverage

Radio Homes—Primary	28,000
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Source: Licensed Receivers.

Representative

Joseph Hershey McGillvra

NOVA SCOTIA

Population 554,000

Number of Families 117,872

Number of Radio Homes 52,500

Retail Sales \$99,336,000

Auto Registrations 50,048

CHNS

"THE KEY STATION OF THE MARITIMES"

HALIFAX—EST. 1926

CBC AND MARITIME NETWORK

FREQUENCY: 930 Kc. POWER: 1000 watts.
 OWNED BY: Maritime Broadcasting Co., Ltd.
 OPERATED BY: Same. BUSINESS ADDRESS:
 Lord Nelson Hotel. PHONE: B-8318. STUDIO
 ADDRESS: Same. TRANSMITTER LOCATION:
 Bedford. TIME ON THE AIR: 8:00 A.M. to 12:15
 A.M. NEWSPAPER AFFILIATION: Halifax Her-
 ald, Halifax Mail. NEWS SERVICE: Trans-
 radio Press. TRANSCRIPTION SERVICE: NBC
 Thesaurus, Standard Radio, and Lang-Worth.

Personnel

President.....Andrew Robb
 General Manager.....William C. Borrett
 Commercial Manager.....John Clare
 Artists Bureau Head.....L. L. Shatford
 Chief Announcer.....Fletcher Coates
 Musical Director.....R. L. Fry
 Chief Engineer.....A. W. Greig

Coverage

Population—Primary	290,700
Radio Homes— "	40,200
Population—Secondary	58,300
Radio Homes— "	5,600

Source: Field strength measurements.

Representatives

All-Canada Radio Facilities, Ltd.
 Weed & Company

C J H C *

HALIFAX

FREQUENCY: 1420 Kc. POWER: 1003 Watts.
 OWNED BY: Chronicle Co., Ltd. OPERATED
 BY: Same. BUSINESS ADDRESS: Halifax, N. S.
 NEWSPAPER AFFILIATION: Halifax Chronicle
 & Star.

Personnel

President.....F. B. McCurdy

*Construction permit has been granted; no
 further information available at time of going
 to press.

CJCB-CJCX

"DOWN WHERE THE EAST BEGINS"
SYDNEY—EST. 1929

CANADIAN BROADCASTING CORP.

FREQUENCY: 1240 Kc. POWER: 1000 watts.
OWNED BY: Eastern Broadcasters, Ltd. OPERATED BY: Eastern Broadcasters, Ltd. BUSINESS ADDRESS: Radio Bldg. PHONE: 209-1412. STUDIO ADDRESS: Radio Bldg. TRANSMITTER LOCATION: South Bar, C.B. TIME ON THE AIR: 8:00 a.m. to midnight. NEWS SERVICE: Transradio Press and local news. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Commercial-Advertising Manager, N. Nathanson
Chief Announcer.....T. C. Robertson
Sales Manager.....C. H. McDougall
Publicity Director.....C. Nunn
Musical Director.....Mrs. A. F. McKinnon
Chief Engineer.....Chas. Atkinson

Coverage

	Daytime	Evening
Population—Primary	217,640	310,552
Radio Homes— "	52,865	71,224
Population—Secondary	122,746	246,850
Radio Homes— "	29,678	56,947

Source: Canadian Census Data.

Representatives

All-Canada Radio Facilities
Weed & Co.

CKIC *

WOLFVILLE

FREQUENCY: 1010 Kc. POWER: 50 Watts.
OWNED BY: Acadia University. OPERATED

BY: Same. BUSINESS ADDRESS: Wolfville. PHONE: 270. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Part Time.

*Station is not operating during 1939-1940.

CJLS

"THE VOICE OF WESTERN NOVA SCOTIA"
"GATEWAY STATION TO MARITIME SALES SUCCESS"

YARMOUTH—EST. 1934

CANADIAN BROADCASTING CORP.
MARITIME NETWORK

FREQUENCY: 1310 Kc. POWER: 100 watts.
OWNED BY: Gateway Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Box 684. PHONE: 500 and 316. STUDIO ADDRESS: Radio Bldg., Main St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:15 A.M. to 12:15 A.M., daily except Saturdays and Sundays; 8:15 A.M. to 1:00 A.M., Saturdays; 9:00 A.M. to 12:15 A.M., Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Lang-Worth Programs.

Personnel

Owner-Chief Engineer.....Laurie L. Smith
Program Director.....Earl Jeffrey
Commercial & Production Manager, Fin Hollinger

Coverage

	Daytime	Evening
Population—Primary	87,534	87,534
Radio Homes— "	10,461	10,461
Population—Secondary	55,076	55,076
Radio Homes— "	7,968	7,968

Source: Canadian Census Data.

Representative

Dominion Broadcasting Co.

ONTARIO

Population 3,752,000

Number of Families 797,872

Number of Radio Homes 574,250

Retail Sales \$1,022,068,000

Auto Registrations 623,918

CKPC

BRANTFORD—EST. 1923

CBC

FREQUENCY: 930 Kc. POWER: 100 Watts.
OWNED BY: Telephone City Broadcasting, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Arcade Bldg. PHONE: 625-1646. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Glebe Property. TIME ON THE AIR:

7:30 A.M. to midnight; Sunday, 9:00 A.M. to 12:00 midnight. NEWS SERVICES: Canadian Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Commercial Manager.....J. D. Buchanan
Chief Engineer.....W. H. Clark

Representative

Joseph Hershey McGillvra

CFCO

"WESTERN ONTARIO'S COMMUNITY STATION"

CHATHAM—EST. 1925

CANADIAN BROADCASTING CORP.

FREQUENCY: 630 Kc. POWER: 100 Watts. OWNED BY: Western Ontario's Community Station. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 275. PHONE: 2626. STUDIO ADDRESS: William Pitt Hotel. TRANSMITTER LOCATION: Chatham. TIME ON THE AIR: Sundays, 8:30 A.M. to 10:30 P.M.; Week Days, 7:30 A.M. to 10:30 P.M. NEWS SERVICE: Transradio Press.

Personnel

Owner-Manager John Beardall
Sales & Commercial Director P. A. Kirkey
Program Director Ross Wright
Special Events Director Don Copeland
Chief Engineer Gordon Brooks

Coverage

Population—Primary 281,400
Radio Homes— " 59,700
Population—Secondary 165,700
Radio Homes— " 36,300

Source: Station survey.

CKMC *
COBALT

FREQUENCY: 1210 Kc. POWER: 50 watts. OWNED BY: R. L. MacAdam. OPERATED BY: Same.

*No further information available at time of going to press.

CKPR

FORT WILLIAM—PORT ARTHUR—EST. 1931

CBC

FREQUENCY: 580 Kc. POWER: 1000 Watts. OWNED BY: Dougall Motor Car Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Radio Hall. PHONE: South 315. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Port Arthur. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight, daily; 1:00 P.M. to 12:00 midnight, Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President and Station Manager .. H. F. Dougall
Vice-President R. H. Parker
Secretary-Treasurer Irma Jones
Commercial Manager Jack Penson
Advertising and Publicity Manager Gordon McClain
Artists' Bureau Head I. Jones
Chief Announcer Ralph Parker
Sales Manager H. F. Dougall
Chief Engineer T. Ross

Coverage

	Daytime	Evening
Population—Primary	95,000	100,000
Radio Homes— " "	25,000	26,000
Population—Secondary	250,000	300,000
Radio Homes— " "	62,500	75,000

Source: Mail response analysis.

Representatives

Jack Slatter (Toronto)
Weed & Co. (New York and Chicago)

CHML

HAMILTON—EST. 1927

CANADIAN BROADCASTING CORP.

FREQUENCY: 1010 Kc. POWER: 100 watts. OWNED BY: Maple Leaf Radio Co., Ltd. OPERATED BY: Maple Leaf Radio Co., Ltd. BUSINESS ADDRESS: Pigott Bldg. PHONE: 7-1539-1530. STUDIO ADDRESS: Pigott Bldg. TRANSMITTER LOCATION: Saltfleet. TIME ON THE AIR: 7:30 a.m. to midnight. MAINTAINS ARTISTS' BUREAU: TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Manager Kenneth D. Soble
Assistant Manager F. P. Hardy
Program Director A. L. Smith
Chief Engineer C. R. Snelgrove

CKOC

"THE BRIGHT SPOT ON YOUR DIAL"
HAMILTON—EST. 1922

CANADIAN BROADCASTING CORP.

FREQUENCY: 1120 Kc. POWER: 1000 Watts. d.; 500 Watts. n. OWNED BY: Wentworth Radio Broadcasting Co., Ltd. OPERATED BY: Wentworth Radio Broadcasting Co., Ltd. BUSINESS ADDRESS: Wentworth Bldg. PHONE: 4-4661. STUDIO ADDRESS: Wentworth Bldg. TRANSMITTER LOCATION: Fruitland. TIME ON THE AIR: 6:00 A.M. to midnight; Sunday, 10:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus.

Personnel

President H. R. Carson
Station Manager M. V. Chestnut
Commercial Manager W. T. Cranston
Production Manager W. Guild
Chief Engineer Leslie Horton

Coverage

Population—Primary 635,942
Radio Homes— " 100,996

Source: Mail response analysis; Dominion Bureau of Statistics.

Representatives

All-Canada Radio Facilities, Ltd.
Weed & Company