



# **S T A T I O N S**

*of the  
United States*



*Standard                      Developmental  
International              High-Frequency*

*Newspaper  
Owned Stations*

*F.C.C. Application  
Regulations*

# WBNX

NEW YORK

5000  
WATTS

*The Station that speaks your language!*  
ENGLISH-JEWISH-GERMAN-ITALIAN-POLISH-SPANISH

5000 Concentrated Watts with the new WBNX Antenna will exert an even more powerful influence upon the listening and buying habits of over 6,982,635 foreign citizens of Metropolitan New York—at no increase in our currently low rates!

**METROPOLITAN STATION  
COSMOPOLITAN AUDIENCE**

**WBNX** NEW YORK 5000 WATTS DAY  
1000 WATTS NIGHT

# INDEX OF THE STANDARD STATIONS OF THE UNITED STATES

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

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



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KABC	San Antonio, Tex.	1420	250	533
KABR	Aberdeen, S. Dak.	1390	1000 d., 500 n.	516
KADA	Ada, Okla.	1200	100	486
KALB	Alexandria, La.	1210	250	391
KALE	Portland, Ore.	1300	1000	
			C.P. 5000 d.	493
KAND	Corsicana, Tex.	1310	100	527
KANS	Wichita, Kans.	1210	100	
			C.P. 250	387
KARK	Little Rock, Ark.	890	1000	316
KARM	Fresno, Calif.	1310	250	319
KASA	Elk City, Okla.	1210	100	486
KAST	Astoria, Ore.	1200	250	491
KATE	Albert Lea, Minn.	1120	250	419
KAWN	Gallup, New Mex.	1500	250 d., 100 n.	442
KBIX	Muskogee, Okla.	1500	100	487
KBKR	Baker, Ore.	1500	250 d., 100 n.	492
KBND	Bend, Ore.	1310	250	492
KBPS	Portland, Ore.	1420	100	493
KBST	Big Spring, Tex.	1500	100	526
KBTM	Jonesboro, Ark.	1200	250 d., 100 n.	316
KCKN	Kansas City, Kan.	1310	250	384
KCMC	Texarkana, Ark.-Tex.	1420	250	536
KCMO	Kansas City, Mo.	1450	1000	427
			C.P. 5000 d.	
KCRC	Enid, Okla.	1360	250	487
KCRJ	Jerome, Ariz.	1310	250	312
KDAL	Duluth, Minn.	1500	100	
			C.P. 250 d.	419
KDB	Santa Barbara, Calif.	1500	250 d., 100 n.	329
KDFN	Casper, Wyo.	1440	500	561
KDKA	Pittsburgh, Pa.	980	50000	505
KDLR	Devils Lake, N. Dak.	1210	250	471
KDNT	Denton, Tex.	1420	100	528
KDON	Monterey, Calif.	1210	100	324
KDRO	Sedalia, Mo.	1500	250	430
KDTH	Dubuque, Ia.	1340	500	378
KDYL	Salt Lake City, Utah.	1290	5000 d., 1000 n.	538
KECA	Los Angeles, Calif.	780	5000 d., 1000 n.	321
KEEN	Seattle, Wash.	1370	100	548
RELA	Between Centralia and Chehalis, Wash.	1440	1000	547

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KELD	El Dorado, Ark.	1370	250	315
KELO	Sioux Falls, S. Dak.	1200	250	317
KERN	Bakersfield, Calif.	1370	100	
		C.P. 1380	1000	317
KEUB	Price, Utah	1420	100	538
KEX	Portland, Ore.	1160	5000	494
KFAB	Lincoln, Nebr.	770	10000	435
KFAC	Los Angeles, Calif.	1300	1000	321
KFAM	St. Cloud, Minn.	1420	250	422
KFAR	Fairbanks, Alaska	610	1000	562
KFBB	Great Falls, Mont.	1280	5000 d., 1000 n.	432
KFBI	Ablene, Kans.	1050	5000	382
KFBK	Sacramento, Calif.	1400	10000	325
KFDA	Amarillo, Tex.	1500	250	525
KFDM	Beaumont, Tex.	560	1000	526
KFDY	Brookings, S. Dak.	780	1000	516
KFEL	Denver, Colo.	920	1000	333
KFEQ	St. Joseph, Mo.	680	2500 d., 500 n.	429
KFGQ	Boone, Ia.	1370	100	377
KFH	Wichita, Kansas	1300	5000 d., 1000 n.	387
KFI	Los Angeles, Calif.	640	50000	321
KFIO	Spokane, Wash.	1120	100	551
KFIZ	Fond Du Lac, Wis.	1420	100	556
KFJB	Marshalltown, Ia.	1200	250	379
KFJI	Klamath Falls, Ore.	1210	100	492
KFJM	Grand Forks, N. Dak.	1410	1000 d., 500 n.	471
KFJZ	Fort Worth, Tex.	1240	1000	529
KFKA	Greeley, Colo.	880	1000 d., 500 n.	335
KFKU	Lawrence, Kansas	1220	5000 d., 1000 n.	384
KFNF	Shenandoah, Ia.	800	1000 d., 500 n.	
			C.P. 5000 d., 1000 n.	381
KFOR	Lincoln, Nebr.	1210	250 d., 100 n.	435
KFOX	Long Beach, Calif.	1250	1000	319
KFPL	Dublin, Tex.	1310	250 d., 100 n.	528
KFPW	Fort Smlth, Ark.	1210	100	
		C.P. 1370	250	315
KFPY	Spokane, Wash.	800	5000	550
KFQD	Anchorage, Alaska	780	250	562
KFRC	San Francisco, Calif.	610	5000 d., 1000 n.	
			C.P. 5000	326
KFRO	Longview, Tex.	1370	250	
		C.P. 1340	1000	531
KFRU	Columbia, Mo.	630	1000 d., 500 n.	426
KFSD	San Diego, Calif.	600	1000	326
KFSG	Los Angeles, Calif.	1120	2500 d., 1000 n.	322
KFUO	Clayton, (St. Louis) Mo.	550	1000 d., 500 n.	426
KFVD	Los Angeles, Calif.	1000	1000	322
KFVS	Cape Girardeau, Mo.	1210	250	426
KFWB	Los Angeles, Calif.	950	5000	322
KFXD	Nampa, Idaho	1200	250	357
KFXJ	Grand Junction, Colo.	1200	250	335
KFXM	San Bernardino, Calif.	1210	100	326
KFYO	Lubbock, Texas	1310	250 d., 100 n.	531
KFYR	Bismarck, N. Dak.	550	5000 d., 1000 n.	470
KGA	Spokane, Wash.	1470	5000	551
KGB	San Diego, Calif.	1330	1000	
			C.P. 5000	326
KGBU	Ketchikan, Alaska	900	500	562

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KGBX . . .	Springfield, Mo.	1230	500	431
KGCA . . .	Decorah, Ia.	1270	100	377
KGCU . . .	Mandan, N. Dak.	1240	250	473
KG CX . . .	Wolf Point, Mont.	1450	1000	434
KGDE . . .	Fergus Falls, Minn.	1200	250 d., 100 n.	420
KGDM . . .	Stockton, Calif.	1100	1000	330
KGEK . . .	Sterling, Colo.	1200	100	337
KGER . . .	Long Beach, Calif.	1360	1000	321
KGEZ . . .	Kalispell, Mont.	1310	100	433
KGFF . . .	Shawnee, Okla.	1420	250	489
KGFI . . .	Brownsville, Tex.	1500	250 d., 100 n.	527
KG FJ . . .	Los Angeles, Calif.	1200	100	322
KGFL . . .	Roswell, New Mex.	1370	100	443
KGFW . . .	Kearney, Nebr.	1310	250	434
KGFX . . .	Pierre, S. Dak.	630	200	516
KGGF . . .	Coffeyville, Kans.	1010	1000	382
KGGM . . .	Albuquerque, N. Mex.	1230	1000	442
KGHF . . .	Pueblo, Colo.	1320	500	337
KGHI . . .	Little Rock, Ark.	1200	250	316
KGHL . . .	Billings, Mont.	780	5000 d., 1000 n.	431
KGIR . . .	Butte, Mont.	1340	5000	432
KGIW . . .	Alamosa, Colo.	1420	100	331
KGKB . . .	Tyler, Tex.	1500	250	536
KGKL . . .	San Angelo, Tex.	1370	250	533
KGKO . . .	Fort Worth, Tex.	570	5000 d., 1000 n.	529
KGKY . . .	Scottsbluff, Nebr.	1500	250	437
KGLO . . .	Mason City, Ia.	1210	250	379
KGLU . . .	Safford, Ariz.	1420	250	314
KGMB . . .	Honolulu, Hawaii	1320	1000	
		C.P. 590	5000	563
KGNC . . .	Amarillo, Tex.	1410	2500 d., 1000 n.	525
KGNF . . .	North Platte, Nebr.	1430	1000	436
KGNO . . .	Dodge City, Kans.	1340	250	
			C.P. 1000 d.	383
KG O . . .	San Francisco, Calif.	790	7500	327
KGU . . .	Honolulu, Hawaii	750	2500	563
KGVO . . .	Missoula, Mont.	1260	5000 d., 1000 n.	133
KGW . . .	Portland, Ore.	620	5000 d., 1000 n.	494
KG Y . . .	Olympia, Wash.	1210	100	548
KHAS . . .	Hastings, Nebr.	C.P. 1200	250	434
KHBC . . .	Hilo, Hawaii	1200	250	563
KHBG . . .	Okmulgee, Okla.	1210	100	
			C.P. 250	489
KHJ . . .	Los Angeles, Calif.	900	5000 d., 1000 n.	322
KHQ . . .	Spokane, Wash.	590	5000	551
KHSL . . .	Chico, Calif.	1260	250	
			C.P. 1000 d., 500 n.	318
KHUB . . .	Watsonville, Calif.	1310	250	331
KICA . . .	Clovis, New Mex.	1370	100	442
KID . . .	Idaho Falls, Idaho	1320	5000 d., 500 n.	357
KIDO . . .	Boise, Idaho	1350	2500 d., 1000 n.	357
KIDW . . .	Lamar, Colo.	1420	100	337
KIEM . . .	Eureka, Calif.	1450	1000 d., 500 n.	319
KIEV . . .	Glendale, Calif.	850	250	319
KINX . . .	Juneau, Alaska	1430	1000	562
KIRO . . .	Seattle, Wash.	710	1000	548
KIT . . .	Yakima, Wash.	1250	1000	552
KITE . . .	Kansas City, Mo.	1530	1000	427
KIUL . . .	Garden City, Kans.	1210	100	383
KIUN . . .	Pecos, Tex.	1370	100	533
KIUP . . .	Durango, Colo.	1370	100	335
KJBS . . .	San Francisco, Calif.	1070	500	327
KJR . . .	Seattle, Wash.	970	5000	540
KLAH . . .	Carlsbad, New Mex.	1210	250	442
KLBM . . .	La Grande, Ore.	1420	250	493
KLCN . . .	Blytheville, Ark.	1290	100	315
KLO . . .	Ogden, Utah	1400	5000	538
KLPM . . .	Minot, N. Dak.	1360	1000 d., 500 n.	473

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KLRA	Little Rock, Ark.	1390	5000 d., 1000 n.	316
KLS	Oakland, Calif.	1280	250	324
KLUF	Galveston, Tex.	1370	250	530
KLX	Oakland, Calif.	880	1000	324
KLZ	Denver, Colo.	560	5000 d., 1000 n.	
			C.P., 5000	333
KMA	Shenandoah, Iowa	930	5000 d., 1000 n.	381
KMAC	San Antonio, Tex.	1370	250	534
KMBC	Kansas City, Mo.	950	5000 d., 1000 n.	
			C.P., 5000	428
KMED	Medford, Ore.	1410	1000 d., 250 n.	493
KMJ	Fresno, Calif.	580	1000	
			C.P., 5000	319
KMLB	Monroe, La.	1200	250	392
KMMJ	Grand Island, Nebr.	740	1000	434
KMO	Tacoma, Wash.	1330	1000	551
KMOX	St. Louis, Mo.	1090	50000	429
KMPC	Beverly Hills, Calif.	710	500	
			C.P., 5000 d., 1000 n.	318
KMTR	Los Angeles, Calif.	570	1000	323
KMYR	Denver, Colo.	C.P., 1310	250 d., 100 n.	333
KNEL	Brady, Tex.	1500	250 d., 100 n.	527
KNET	Palestine, Tex.	1420	100	532
KNOW	Austin, Tex.	1500	250	525
KNX	Los Angeles, Calif.	1050	50000	335
KOA	Denver, Colo.	830	1000	492
KOAC	Corvallis, Ore.	550	1000	385
KOAM	Pittsburg, Kans.	790	10000	442
KOB	Albuquerque, New Mex.	1180	250	517
KOBH	Rapid City, S. Dak.	1370	250	531
KOCA	Kilgore, Tex.	1210	250	487
KOCY	Oklahoma City, Okla.	1310	500	
KOH	Reno, Nev.	1380	1000	437
		C.P., 630	5000 d., 1000 n.	436
KOIL	Omaha, Nebr.	1260	5000 d., 1000 n.	
KOIN	Portland, Ore.	940	C.P., 5000	495
			100	335
KOKO	La Junta, Colo.	1370	5000 d., 1000 n.	549
KOL	Seattle, Wash.	1270	5000	487
KOMA	Oklahoma City, Okla.	1480	250	489
KOME	Tulsa, Okla.	1310	5000 d., 1000 n.	549
KOMO	Seattle, Wash.	920	250	534
KONO	San Antonio, Tex.	1370	250	493
KOOS	Marshfield, Ore.	1200	250	492
KORE	Eugene, Ore.	1420	250 d., 100 n.	434
KORN	Fremont, Nebr.	C.P., 1370	100	317
KOTN	Pine Bluff, Ark.	1500	250	473
KOVC	Valley City, N. Dak.	1500	250	538
KOVO	Provo, Utah	1210	500	436
KOWH	Omaha, Nebr.	660	1000	313
KOY	Phoenix, Ariz.	1390	250	531
KPAB	Laredo, Tex.	1500	500	
KPAC	Port Arthur, Tex.	1260	C.P., 1220	583
			100	532
KPDN	Pampa, Tex.	1310	250	132
KPFA	Helena, Mont.	1210	250	392
KPLC	Lake Charles, La.	1500	250	533
KPLT	Paris, Tex.	1500	1000	317
KPMC	Bakersfield, Calif.	1550	50000	327
KPO	San Francisco, Calif.	680	1000	333
KPOF	Denver, Colo.	880	100	325
KPPC	Pasadena, Calif.	1210	250	552
KPQ	Wenatchee, Wash.	1500	5000 d., 1000 n.	530
KPRC	Houston, Tex.	920	1000	507
KQV	Pittsburgh, Pa.	1380	5000 d., 1000 n.	328
KQW	San Jose, Calif.	1010	250	532
KRBA	Lufkin, Tex.	1310	250	525
KRBC	Abilene, Tex.	1420	250	432
KRBM	Bozeman, Mont.	1420	250	318
KRE	Berkeley, Calif.	1370	1000	537
KRGV	Weslaco, Tex.	1260	250	526
KRIC	Beaumont, Tex.	1420	500	527
KRIS	Corpus Christi, Tex.	1330		

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KRKD	Los Angeles, Calif.	1120	2500 d., 1000 n.	323
KRKO	Everett, Wash.	1370	50	547
KRLC	Lewiston, Idaho	1390	250	357
KRLD	Dallas, Tex.	1040	50000	527
KRLH	Midland, Tex.	1420	100	532
KRMC	Jamestown, N. Dak.	1370	250	471
KRMD	Shreveport, La.	1310	250	393
KRNR	Roseburg, Ore.	1500	250 d., 100 n.	495
KRNT	Des Moines, Iowa	1320	5000 d., 1000 n.	378
KROC	Rochester, Minn.	1310	250	422
KROD	El Paso, Tex.	C.P. 1500	100	529
KROW	Oakland, Calif.	930	1000	324
KROY	Sacramento, Calif.	1210	100	325
KRRV	Sherman, Tex.	1310	250	
		C.P. 880	1000	535
KRSC	Seattle, Wash.	1120	250	
			C.P. 1000	550
KSAC	Manhattan, Kans.	580	1000 d., 500 n.	385
KSAL	Salina, Kans.	1500	250 d., 100 n.	
		C.P. 1120	1000 d., 500 n.	385
KSAM	Huntsville, Tex.	1500	250	531
KSAN	San Francisco, Calif.	1420	250	327
KSCJ	Sioux City, Ia.	1330	5000 d., 1000 n.	
			C.P. 5000	381
KSD	St. Louis, Mo.	550	5000 d., 1000 n.	429
KSEI	Pocentello, Idaho	900	1000 d., 250 n.	359
KSFO	San Francisco, Calif.	560	5000 d., 1000 n.	328
KSL	Salt Lake City, Utah	1130	50000	539
KSLM	Salem, Ore.	1370	1000 d., 500 n.	495
KSO	Des Moines, Iowa	1430	5000 d., 1000 n.	378
KSOO	Sioux Falls, S. Dak.	1110	5000	517
KSRO	Santa Rosa, Calif.	1310	250	329
KSTP	St. Paul, Minn.	1460	25000 d., 10000 n.	
			C.P. 50000	422
KSUB	Cedar City, Utah	1310	100	537
KSUN	Lowell, Ariz.	1200	250	313
KTAR	Phoenix, Ariz.	620	1000	313
KTBC	Austin, Tex.	1120	1000	526
KTBS	Shreveport, La.	1450	1000	394
KTEM	Temple, Tex.	1370	250	535
KTFI	Twin Falls, Idaho	1240	1000	359
KTHS	Hot Springs National Park, Ark.	1040	10000	315
KTKC	Visalia, Calif.	890	1000	330
KTMS	Santa Barbara, Calif.	1220	500	329
KTOH	Lihue, Hawaii	C.P. 1500	250 d., 100 n.	563
KTOK	Oklahoma City, Okla.	1370	250	488
KTRB	Modesto, Calif.	740	250	324
KTRH	Houston, Tex.	1290	5000 d., 1000 n.	530
KTRI	Sioux City, Ia.	1420	250	381
KTSA	San Antonio, Tex.	550	5000 d., 1000 n.	535
KTSM	El Paso, Tex.	1310	250	529
KTSW	Emporia, Kans.	1370	250	383
KTUC	Tucson, Ariz.	1370	250	314
KTUL	Tulsa, Okla.	1400	5000	491
KTW	Seattle, Wash.	1220	1000	550
KUIN	Grants Pass, Ore.	C.P. 1310	100	492
KUJ	Walla Walla, Wash.	1370	100	552
KUOA	Siloam Springs, Ark.	1260	5000	317
KUSD	Vermillion, S. Dak.	890	500	517
KUTA	Salt Lake City, Utah	1500	100	
			C.P. 250	510
KVAK	Atchison, Kans.	1420	100	382
KVAN	Vancouver, Wash.	880	250	552
KVCV	Redding, Calif.	1200	100	
			C.P. 250	325
KVEC	San Luis Obispo, Calif.	1200	250	329
KVFD	Fort Dodge, Ia.	C.P. 1370	250 d., 100 n.	379
KVGB	Great Bend, Kans.	1370	100	
			C.P. 250	383
KVI	Tacoma, Wash.	570	5000 d., 1000 n.	551
KVIC	Victoria, Texas	C.P. 1310	250 d., 100 n.	536
KVNU	Logan, Utah	1200	100	
			C.P. 250	537

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KVOA	Tucson, Ariz.	1260	1000	314
KVOD	Denver, Colo.	920	1000	333
KVOE	Santa Ana, Calif.	1500	100	320
KVOL	Lafayette, La.	1310	250	392
KVOO	Tulsa, Okla.	1140	25000	491
KVOR	Colorado Springs, Colo.	1270	1000	331
KVOS	Bellingham, Wash.	1200	250	517
KVOX	Moorhead, Minn.	1310	250	422
KVRS	Rock Springs, Wyoming	1370	250	561
KVSF	Santa Fe, N. M.	1310	100	443
KVSO	Ardmore, Okla.	1210	250 d., 100 n.	486
KVWC	Vernon, Tex.	1500	250	536
KWAL	Wallace, Ida.	C.P. 1420	250 d., 100 n.	359
KWAT	Watertown, S. D.	C.P. 1210	250	518
KWBD	Plainview, Tex.	C.P. 1200	100	533
KWBG	Hutchinson, Kans.	1420	100	
			C.P. 250	383
KWEW	Hobbs, New Mexico	1500	100	443
KWFC	Hot Springs, Ark.	C.P. 1310	250 d., 100 n.	316
KWFT	Wichita Falls, Tex.	620	1000 d., 250 n.	537
KWGG	Stockton, Calif.	1200	100	330
KWJB	Globe, Ariz.	1210	250 d., 100 n.	312
KWJJ	Portland, Ore.	1060	500	
		S.A. 1040		495
KWK	St. Louis, Mo.	1350	5000 d., 1000 n.	429
KWKH	Shreveport, La.	850	10000	
		S.A. 1100	50000	394
KWLC	Decorah, Iowa	1270	100	378
KWLK	Longview, Wash.	780	250	548
KWNO	Winona, Minn.	1200	250	423
KWOC	Poplar Bluff, Mo.	1310	100	
			C.P. 250	428
KWOS	Jefferson City, Mo.	1310	250	426
KWSC	Pullman, Wash.	1220	5000	548
KWTO	Springfield, Mo.	560	5000	431
KWYO	Sheridan, Wyoming	1370	250	561
KXA	Seattle, Wash.	760	500 d., 250 n.	
			C.P. 1000	550
KXL	Portland, Ore.	1420	250	495
KXO	El Centro, Calif.	1500	100	318
KXOK	St. Louis, Mo.	1250	1000	430
KXON	Sweetwater, Tex.	1210	250	535
KXRO	Aberdeen, Wash.	1310	250	547
KXYZ	Houston, Tex.	1440	1000	531
KYA	San Francisco, Calif.	1230	5000 d., 1000 n.	328
KYCA	Prescott, Ariz.	C.P. 1500	250 d., 100 n.	314
KYOS	Merced, Calif.	1040	250	323
KYSM	Mankato, Minn.	1500	250	420
KYUM	Yuma, Ariz.	C.P. 1210	250 d., 100 n.	314
KYW	Philadelphia, Pa.	1020	10000	501
WAAB	Boston, Mass.	1410	1000	401
WAAF	Chicago, Ill.	920	1000	361
WAAT	Jersey City, N. J.	940	500	440
WABC	New York, N. Y.	860	50000	449
WABI	Baugor, Me.	1200	250	395
WABY	Albany, N. Y.	1370	250	143
WACO	Waco, Tex.	1420	250	536
WADC	Tallmadge, (Akron) Ohio	1320	5000 d., 1000 n.	473
WAGA	Atlanta, Ga.	1450	1000 d., 500 n.	353
WAGF	Dothan, Ala.	1370	250	310
WAGM	Presque Isle, Maine	1420	100	396
WAIM	Anderson, S. C.	1200	100	513
WAIR	Winston-Salem, N. C.	1250	250	470
WAKR	Akron, Ohio	1500	1000	473
WALA	Mobile, Ala.	1380	1000 d., 500 n.	
			C.P. 1000	310
WAML	Laurel, Miss.	1310	250	425
WAOV	Vincennes, Ind.	C.P. 1420	100	376
WAPI	Birmingham, Ala.	1140	5000	309
WAPO	Chattanooga, Tenn.	1420	250	
		C.P. 1120	1000 d., 500 n.	519
WARD	Brooklyn, N. Y.	1400	500	445
WASH	Grand Rapids, Mich.	1270	500	414



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WATL	Atlanta, Ga.	1370	250	354
WATR	Waterbury, Conn.	1290	250	340
WATW	Ashland, Wisc.	C.P. 1370	100	556
WAVE	Louisville, Ky.	940	1000	389
WAWZ	Zarephath, N. J.	1350	1000	441
WAYX	Waycross, Ga.	1200	250	356
WAZL	Hazleton, Pa.	1420	100	
			C.P. 250	499
WBAA	West Lafayette, Ind.	890	1000 d., 500 n.	376
WBAB	Athlantic City, N. J.	C.P. 1200	250 d., 100 n.	439
WBAL	Baltimore, Md.	1060	10000	397
WBAP	Fort Worth, Tex.	800	50000	530
WBAX	Wilkes-Barre, Pa.	1210	100	511
WBBC	Brooklyn, N. Y.	1400	500	445
WBBL	Richmond, Va.	1210	100	545
WBMM	Chicago, Ill.	770	50000	361
WBBR	Brooklyn, N. Y.	1300	1000	445
WBBZ	Ponca City, Okla.	1200	250	489
WBCM	Bay City, Mich.	1410	1000 d., 500 n.	411
WBEN	Buffalo, N. Y.	900	5000 d., 1000 n.	446
WBHP	Huntsville, Ala.	1200	1000	310
WBJG	Greensboro, N. C.	1440	5000 d., 1000 n.	467
WBLK	Clarksburg, W. Va.	1370	250	554
WBNS	Columbus, Ohio	1430	5000 d., 1000 n.	481
WBNX	New York, N. Y.	1350	1000	
			C.P. 5000 d.	451
WBNY	Buffalo, N. Y.	1370	250	446
WBOW	Terre Haute, Ind.	1310	250 d., 100 n.	
		C.P. 1200	250	376
WBRB	Red Bank, N. J.	1210	100	441
WBRC	Birmingham, Ala.	930	5000 d., 1000 n.	309
WBRE	Wilkes-Barre, Pa.	1310	250	511
WBRK	Pittsfield, Mass.	1310	250	409
WBRY	Waterbury, Conn.	1530	1000	340
WBT	Charlotte, N. C.	1080	50000	465
WBTH	Williamson, W. Va.	1370	250	555
WBTM	Danville, Va.	1370	250 d., 100 n.	541
WBZ	Boston, Mass.	990	50000	401
WBZA	Boston, Mass.	990	1000	401
WCAD	Canton, N. Y.	1220	500	447
WCAE	Pittsburgh, Pa.	1220	5000 d., 1000 n.	
			C.P. 5000	507
WCAI	Northfield, Minn.	760	5000	422
WCAM	Camden, N. J.	1280	500	439
WCAO	Baltimore, Md.	600	1000 d., 500 n.	398
WCAP	Asbury Park, N. J.	1280	500	439
WCAR	Pontiac, Mich.	C.P. 1100	1000 d.	417
WCAT	Rapid City, S. Dak.	1200	100	517
WCAU	Philadelphia, Pa.	1170	50000	503
WCAX	Burlington, Vt.	1200	250	540
WCAZ	Carthage, Ill.	1070	100	361
WCBA	Allentown, Pa.	1440	500	497
WCBD	Chicago, Ill.	1080	5000	363
WCBM	Baltimore, Md.	1370	250	398
WCBS	Springfield, Ill.	1420	250	371
WCCO	Minneapolis, Minn.	810	50000	420
WCFL	Chicago, Ill.	970	5000	363
WCHS	Charleston, W. Va.	580	5000 d., 500 n.	553
WCHV	Charlottesville, Va.	1420	250	541
WCKY	Cincinnati, Ohio	1490	50000	475
WCLE	Cleveland, Ohio	610	500	479
WCLO	Janesville, Wisc.	1200	250	556
WCLS	Joliet, Ill.	1310	100	369
WCM1	Ashland, Ky.	1310	250	387
WCNC	Elizabeth City, N. C.	1370	250	466
WCNW	Brooklyn, N. Y.	1500	250 d., 100 n.	445
WCOA	Pensacola, Florida	1340	1000 d., 500 n.	347
WCOC	Meridian, Miss.	880	1000	425
WCOL	Columbus, Ohio	1210	100	481
WCOP	Boston, Mass.	1120	500	403
WCOS	Columbia, S. C.	1370	250	514
WCOU	Lewiston, Me.	1210	250	395
WCOV	Montgomery, Ala.	1210	100	311

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WCPO	Cincinnati, Ohio	1200	250	475
WCRW	Chicago, Ill.	1210	100	363
WCSC	Charleston, S. C.	1360	1000 d., 500 n.	513
WCSH	Portland, Maine	940	2500 d., 1000 n.	396
WDAE	Tampa, Florida	1220	5000 d., 1000 n.	
			C.P. 5000	351
WDAF	Kansas City, Mo.	610	5000	428
WDAH	El Paso, Texas	1310	250	529
WDAN	Danville, Ill.	1500	250	368
WDAS	Philadelphia, Pa.	1370	250	503
WDAY	Fargo, N. Dak.	940	5000 d., 1000 n.	471
WDBJ	Roanoke, Va.	930	5000 d., 1000 n.	546
WDBO	Orlando, Fla.	580	5000 d., 1000 n.	347
WDEL	Wilmington, Delaware	1120	1000 d., 250 n.	341
WDEV	Waterbury, Vt.	550	1000	541
WDGY	Minneapolis, Minn.	1180	5000 d., 1000 n.	421
WDMJ	Marquette, Mich.	1310	250	416
WDLF	Panama City, Fla.	C.P. 1200	250 d., 100 n.	347
WDNC	Durham, N. C.	1500	250	466
WDOD	Chattanooga, Tenn.	1280	5000 d., 1000 n.	519
WDRC	Hartford, Conn.	1330	5000 d., 1000 n.	
			C.P. 5000	339
WDSM	Superior, Wis.	1200	100	560
WDSU	New Orleans, La.	1250	1000	392
WDWS	Champaign, Ill.	1370	250	361
WDZ	Tuscola, Ill.	1020	1000	371
WEAF	New York, N. Y.	660	50000	451
WEAN	Providence, R. I.	780	5000 d., 1000 n.	512
WEAU	Eau Claire, Wis.	1050	5000 d., 1000 n.	556
WEBC	Duluth, Minn.	1290	5000 d., 1000 n.	420
WEBQ	Harrisburg, Ill.	1210	250	369
WEBR	Buffalo, N. Y.	1310	250	447
WEDC	Chicago, Ill.	1210	250	363
WEED	Rocky Mount, N. C.	1420	250	469
WEEI	Boston, Mass.	590	5000 d., 1000 n.	
			C.P. 5000	403
WEFU	Reading, Pa.	830	1000	509
WELI	New Haven, Conn.	930	500 d., 250 n.	339
WELL	Battle Creek, Mich.	1420	100	411
WEMP	Milwaukee, Wis.	1310	250	558
WENR	Chicago, Ill.	870	50000	363
WENY	Elmira, N. Y.	1200	250	448
WEOA	Evansville, Ind.	1370	250	372
WESG	Elmira, N. Y.	850	1000	448
WEST	Easton, Pa.	1200	250	497
WENX	Salem, Mass.	1200	100	409
WEVD	New York, N. Y.	1300	1000	451
WEW	St. Louis, Mo.	760	1000	430
WEXL	Royal Oak, Mich.	1310	50	417
WFAA	Dallas, Tex.	800	50000	528
WFAM	South Bend, Ind.	1200	100	376
WFAS	White Plains, N. Y.	1210	100	463
WFBC	Greenville, S. C.	1300	5000 d., 1000 n.	
			C.P. 5000	515
WFBG	Altoona, Pa.	1310	100	497
WFBM	Syracuse, N. Y.	1360	5000 d., 1000 n.	461
WFBM	Indianapolis, Ind.	1230	5000 d., 1000 n.	374
WFBR	Baltimore, Md.	1270	5000 d., 1000 n.	398
WFDF	Flint, Mich.	1310	100	414
WFEA	Manchester, N. H.	1340	1000 d., 500 n.	438
WFIG	Sunter, S. C.	C.P. 1310	250 d., 100 n.	516
WFIL	Philadelphia, Pa.	560	1000	505
WFLA	Tampa, Fla.	620	5000 d., 1000 n.	351
WFMD	Frederick, Md.	900	500	399
WFMJ	Youngstown, Ohio	1420	100	
			C.P. 250	485
WFNC	Fayetteville, N. C.	C.P. 1340	250	466
WFOR	Hattiesburg, Miss.	1370	100	
			C.P. 250 d.	421
WFOY	St. Augustine, Fla.	1210	250	349
WFTC	Kinston, N. C.	1200	250	468
WFTL	Fort Lauderdale, Fla.	1370	250 d., 100 n.	343
WFTM	Fort Myers, Fla.	C.P. 1210	350	344

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WFVA	Fredericksburg, Va.	1260	250	542
WGAL	Lancaster, Pa.	1500	250	501
WGAN	Portland, Me.	640	500	396
WGAR	Cleveland, Ohio	1450	5000 d., 1000 n.	479
WGAU	Athens, Ga.	1310	250	353
WGBB	Freeport, N. Y.	1210	100	448
WGBF	Evansville, Ind.	630	1000 d., 500 n.	373
WGBI	Scranton, Pa.	880	1000 d., 500 n.	510
WGBR	Goldsboro, N. C.	1370	250	466
WGCM	Gulfport, Miss.	1210	250 d., 100 n.	424
WGES	Chicago, Ill.	1360	1000 d., Sun. 500 n.	365
WGH	Newport News, Va.	1310	250	542
WGIL	Galesburg, Ill.	1500	250	369
WGKV	Charleston, W. Va.	1500	100	553
WGL	Fort Wayne, Ind.	1370	250	373
WGN	Chicago, Ill.	720	50000	365
WGNC	Gastonia, N. C.	1420	250	466
WGNV	Newburgh, N. Y.	1220	250	449
WGPC	Albany, Ga.	1420	100	353
WGR	Buffalo, N. Y.	550	5000 d., 1000 n.	447
WGRC	New Albany, Ind.	1370	250	375
WGRM	Grenada, Miss.	1210	250	424
WGST	Atlanta, Ga.	890	5000 d., 1000 n.	354
WGTC	Greenville, N. C.	C.P. 1500	250	467
WGTM	Wilson, N. C.	1310	100	
			C.P. 250	469
WGY	Schenectady, N. Y.	790	50000	460
WHA	Madison, Wis.	940	5000	557
WHAI	Greenfield, Mass.	1210	250	405
WHAL	Saginaw, Mich.	C.P. 950	500	417
WHAM	Rochester, N. Y.	1150	50000	459
WHAS	Louisville, Ky.	820	50000	391
WHAT	Philadelphia, Pa.	1310	100	503
WHAZ	Troy, N. Y.	1300	1000	462
WHB	Kansas City, Mo.	860	1000	428
WHBB	Selma, Ala.	1500	100	312
WHBC	Canton, Ohio	1200	250	475
WHBF	Rock Island, Ill.	1240	1000	370
WHBI	Newark, N. J.	1250	2500 d., 1000 n.	441
WHBL	Sheboygan, Wis.	1300	1000 d., 250 n.	560
WHBQ	Memphis, Tenn.	1370	100	520
WHBU	Anderson, Ind.	1210	250 d., 100 n.	372
WHBY	Appleton, Wis.	1200	250	555
WHDF	Calumet, Mich.	1370	250	411
WHDH	Boston, Mass.	830	1000	401
WHDL	Olean, N. Y.	1400	250	457
WHEB	Portsmouth, N. H.	740	250	438
WHEC	Rochester, N. Y.	1430	1000 d., 500 n.	460
WHFC	Cleero, Ill.	1420	250	368
WHIO	Dayton, Ohio	1260	5000 d., 1000 n.	483
WHIP	Hammond, Ind.	1480	5000	374
WHIS	Bluefield, W. Va.	1410	1000 d., 500 n.	553
WHIZ	Zanesville, Ohio	1210	100	
			C.P. 250	486
WHJB	Greensburg, Pa.	620	250	498
WHK	Cleveland, Ohio	1390	5000 d., 1000 n.	481
WHKC	Columbus, Ohio	640	500	482
WHKY	Hickory, N. C.	C.P. 1370	250	467
WHLB	Virginia, Minn.	1370	250	423
WHLD	Niagara Falls, N. Y.	C.P. 1260	1000	456
WHLS	Port Huron, Mich.	1370	250	417
WHMA	Anniston, Ala.	1420	100	
			C.P. 250	309
WHN	New York, N. Y.	1010	5000 d., 1000 n.	461
WHO	Des Moines, Ia.	1000	50000	378
WHOM	Jersey City, N. J.	1450	250	440
WHOP	Hopkinsville, Ky.	C.P. 1200	250	389
WHP	Harrisburg, Pa.	1430	5000 d., 1000 n.	499
WHTR	Spartanburg, S. C.	C.P. 1370	250 d., 100 n.	515
WHUB	Cookeville, Tenn.	C.P. 1370	250	519
WIBA	Madison, Wis.	1280	5000 d., 1000 n.	557
WIBC	Indianapolis, Ind.	1050	1000	374
WIBG	Glenside, Pa.	970	100	498

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WIBM	Jackson, Mich.	1370	250	415
WIBU	Poynette, Wisc.	1210	250	559
WIBW	Topeka, Kans.	580	5000 d., 1000 n.	387
WIBX	Utica, N. Y.	1200	250	463
WICA	Ashtabula, Ohio	940	250	
			C.P. 500	474
WICC	Bridgeport, Conn.	600	1000 d., 500 n.	337
WIL	St. Louis, Mo.	1200	250	430
WILL	Urbana, Ill.	580	5000	371
WILM	Wilmington, Del.	1420	100	
			C.P. 250	341
WIND	Gary, Ind.	560	5000 d., 1000 n.	373
WING	Dayton, Ohio	1380	500 d., 250 n.	483
WINN	Louisville, Ky.	C.P. 1210	250 d., 100 n.	389
WINS	New York, N. Y.	1180	1000	453
WIOD-WMBF	Miami, Fla.	610	1000	346
WIP	Philadelphia, Pa.	610	1000	
			C.P. 5000	505
WIRE	Indianapolis, Ind.	1400	5000	375
WIS	Columbia, S. C.	560	5000 d., 1000 n.	515
WISE	Asheville, N. C.	1370	250	465
WISN	Milwaukee, Wisc.	1120	1000 d., 250 n.	558
WJAC	Johnstown, Pa.	1310	250	501
WJAG	Norfolk, Nebr.	1060	1000	435
WJAR	Providence, R. I.	890	5000 d., 1000 n.	512
WJAS	Pittsburgh, Pa.	1290	5000 d., 1000 n.	507
WJAX	Jacksonville, Fla.	900	5000 d., 1000 n.	344
WJBC	Bloomington, Ill.	1200	250	361
WJBK	Detroit, Mich.	1500	250	413
WJBO	Baton Rouge, La.	1120	500	
			C.P. 1000	392
WJBW	New Orleans, La.	1200	100	393
WJBY	Gadsden, Ala.	1210	250	310
WJDX	Jackson, Miss.	1270	5000 d., 1000 n.	424
WJEF	Hagerstown, Md.	1210	100	400
WJHL	Johnson City, Tenn.	1200	250	520
WJHP	Jacksonville, Fla.	C.P. 1290	250	344
WJIM	Lansing, Mich.	1210	250	415
WJJD	Chicago, Ill.	1130	20000	367
WJLS	Beekley, W. Va.	1210	250	553
WJMC	Rice Lake, Wisc.	1210	250	559
WJMS	Ironwood, Mich.	1420	250	415
WJNO	West Palm Beach, Fla.	1200	250	351
WJPF	Herrin, Ill.	C.P. 1310	250 d., 100 n.	369
WJPR	Greenville, Miss.	1310	250	421
WJR	Detroit, Mich.	750	50000	413
WJRD	Tuscaloosa, Ala.	1200	250	312
WJSV	Washington, D. C.	1460	50000	342
WJTN	Jamestown, N. Y.	1210	250	448
WJW	Akron, Ohio	1210	250	474
WJZ	New York, N. Y.	760	50000	453
WKAQ	San Juan, Puerto Rico	1240	1000	564
WKR	East Lansing, Mich.	850	1000	
			C.P. 5000	414
WKAT	Miami Beach, Fla.	1500	250	345
WKBB	Dubuque, Ia.	1500	250	379
WKBB	La Crosse, Wisc.	1380	1000	557
WKBN	Youngstown, Ohio	570	1000 d., 500 n.	485
WKBO	Harrisburg, Pa.	1200	250 d., 100 n.	199
WKBV	Richmond, Ind.	1500	100	375
WKBW	Buffalo, N. Y.	1480	5000	447
WKBZ	Muskegon, Mich.	1500	250	416
WKEU	Griffin, Ga.	1500	100	355
WKIP	Poughkeepsie, N. Y.	C.P. 1420	250	457
WKNE	Keene, N. H.	1260	1000	438
WKNY	Kingston, N. Y.	C.P. 1500	100	449
WKOK	Suabury, Pa.	1210	100	510
WKRC	Cincinnati, Ohio	550	5000 d., 1000 n.	476
WKST	New Castle, Pa.	1250	1000	501
WKY	Oklahoma City, Okla.	900	5000 d., 1000 n.	488
WKZO	Kalamazoo, Mich.	590	1000	415
WLAC	Nashville, Tenn.	1470	5000	521
WLAK	Lakeland, Fla.	1310	250	345

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WLAP	Lexington, Ky.	1420	250 d., 100 n.	389
WLAW	Lawrence, Mass.	680	1000	407
WLB	Minneapolis, Minn.	760	5000	421
WLBC	Muncie, Ind.	1310	250	375
WLBJ	Bowling Green, Ky.	C.P. 1310	250	389
WLBL	Stevens Point, Wis.	900	5000	560
WLBZ	Bangor, Me.	620	1000 d., 500 n.	395
WLEU	Erie, Pa.	1420	250 d., 100 n.	497
WLLH	Lowell, Mass.	1370	250	407
WLNH	Laconia, N. H.	1310	250	437
WLOK	Lima, Ohio	1210	100	483
WLPM	Suffolk, Va.	C.P. 1420	250 d., 100 n.	547
WLS	Chicago, Ill.	870	50000	367
WLTH	Brooklyn, N. Y.	1400	500	453
WLVA	Lynchburg, Va.	1200	250	542
WLW	Cincinnati, Ohio	700	50000	476
WMAL	Washington, D. C.	630	500 d., 250 n.	
			C.P. 5000	342
WMAM	Marinette, Wis.	570	250	558
WMAN	Mansfield, Ohio	1370	250	483
WMAQ	Chicago, Ill.	670	50000	367
WMAS	Springfield, Mass.	1420	250	410
WMAZ	Macon, Ga.	1180	5000 d., 1000 n.	355
WMBC	Detroit, Mich.	1420	250	413
WMBD	Peoria, Ill.	1440	5000 d., 1000 n.	370
WMBF-WIOD	Miami, Fla. (See WIOD, Page 346)			
WMBG	Richmond, Va.	1350	500	
			C.P. 5000 d., 1000 n.	546
WMBH	Joplin, Mo.	1420	250	426
WMBI	Chicago, Ill.	1080	5000	368
WMBO	Auburn, N. Y.	1310	250	414
WMBR	Jacksonville, Fla.	1370	250	345
WMBS	Uniontown, Pa.	1420	250	511
WMC	Memphis, Tenn.	780	5000 d., 1000 n.	521
WMCA	New York, N. Y.	570	1000	453
WMEX	Boston, Mass.	1500	250	
		C.P. 1470	500	401
WMFD	Wilmington, N. C.	1370	100	
			C.P. 250 d.	469
WMFF	Plattsburg, N. Y.	1310	250	457
WMFG	Hibbing, Minn.	1210	250	420
WMFJ	Daytona Beach, Fla.	1420	100	
			C.P. 250	343
WMFR	High Point, N. C.	1200	250	467
WMGA	Moultrie, Ga.	1370	250	355
WMIN	St. Paul, Minn.	1370	250	423
WMJM	Cordele, Ga.	C.P. 1500	250 d., 100 n.	355
WMMN	Fairmont, W. Va.	890	5000 d., 1000 n.	554
WMOB	Mobile, Ala.	1200	100	311
WMOG	Brunswick, Ga.	C.P. 1500	250 d., 100 n.	354
WMPC	Lapeer, Mich.	1200	250	415
WMPS	Memphis, Tenn.	1430	1000 d., 500 n.	521
WMRO	Aurora, Ill.	1250	250	359
WMSD	Muscle Shoals City, Ala.	1420	100	
			C.P. 250	311
WMSL	Decatur, Ala.	1370	100	310
WMT	Cedar Rapids, Ia.	600	5000 d., 1000 n.	377
WNAC	Boston, Mass.	1230	5000 d., 1000 n.	403
WNAD	Norman, Okla.	1010	1000	487
WNAX	Yankton, S. D.	570	5000 d., 1000 n.	518
WNBC	New Britain, Conn.	1380	1000	339
WNBF	Binghamton, N. Y.	1500	250	444
WNBH	New Bedford, Mass.	1310	250 d., 100 n.	
			C.P. 250	409
WNBX	Springfield, Vt. (See WKNE, Keene, N. H.)			
WNBZ	Saranac Lake, N. Y.	1290	100	460
WNEL	San Juan, Puerto Rico	1290	2500 d., 1000 n.	564
WNEW	New York, N. Y.	1250	5000 d., 1000 n.	453
WNLC	New London, Conn.	1500	100	340
WNOE	New Orleans, La.	1420	250	393
WNOX	Knoxville, Tenn.	1010	5000 d., 1000 n.	529
WNYC	New York, N. Y.	810	1000	455
WOAI	San Antonio, Tex.	1190	50000	534

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WOC	Davenport, Ia.	1370	250	377
WOCB	Hyannis, Mass.	C.P. 1210	250	405
WOI	Ames, Ia.	640	5000	377
WOKO	Albany, N. Y.	1430	1000 d., 500 n.	444
WOL	Washington, D. C.	1230	1000	343
WOLF	Syracuse, N. Y.	C.P. 1500	100	426
WOLS	Florence, S. C.	1200	250	515
WOMI	Owensboro, Ky.	1500	250	391
WOMT	Manitowoc, Wisc.	1210	100	557
WOOD	Grand Rapids, Mich.	1270	500	414
WOPI	Bristol, Tenn.	1500	250	519
WOR	Newark, N. J.	710	50000	441
WORC	Worcester, Mass.	1280	500	410
WORK	York, Pa.	1320	1000	512
WORL	Boston, Mass.	920	500	405
WOSU	Columbus, Ohio	570	1000	482
WOV	New York, N. Y.	1130	5000	455
WOW	Omaha, Nebr.	590	5000	436
WOWO	Fort Wayne, Ind.	1160	10000	373
WPAD	Paducah, Ky.	1420	250	391
WPAR	Parkersburg, W. Va.	1420	100	554
WPAX	Thomasville, Ga.	1210	250	356
WPAY	Portsmouth, Ohio	1370	100	483
WPEN	Philadelphia, Pa.	920	1000	505
WPIC	Sharon, Pa.	780	250	510
WPID	Petersburg, Va.	1210	250 d., 100 n.	543
WPRA	Mayaguez, Puerto Rico	1370	250 d., 100 n.	
		C.P. 780	2500 d., 1000 n.	564
WPRO	Providence, R. I.	630	1000 d., 500 n.	
			C.P. 5000	513
WPRP	Ponce, Puerto Rico	1420	250	564
WPTF	Raleigh, N. C.	680	5000	468
WQAM	Miami, Fla.	560	1000	345
WQAN	Scranton, Pa.	880	1000 d., 500 n.	510
WQBC	Vicksburg, Miss.	1360	1000	425
WQDM	St. Albans, Vt.	1390	1000	540
WQXR	New York, N. Y.	1550	1000	
			C.P. 5000	456
WRAK	Williamsport, Pa.	1370	250	511
WRAL	Raleigh, N. C.	1210	250	469
WRAW	Reading, Pa.	1310	100	510
WRBL	Columbus, Ga.	1200	250	354
WRC	Washington, D. C.	950	5000 d., 1000 n.	
			C.P. 5000	343
WRDO	Augusta, Me.	1370	100	394
WRDW	Augusta, Ga.	1500	250	354
WREC	Memphis, Tenn.	600	5000 d., 1000 n.	523
WREN	Lawrence, Kans.	1220	5000 d., 1000 n.	385
WRGA	Rome, Ga.	1500	250	355
WRJN	Racine, Wisc.	1370	250	550
WRNL	Richmond, Va.	880	500	
			C.P. 1000	543
WROK	Rockford, Ill.	1410	1000 d., 500 n.	370
WROL	Knoxville, Tenn.	1310	250	520
WRB	Dallas, Tex.	1280	500	528
WRTD	Richmond, Va.	1500	100	544
WRUF	Gainesville, Fla.	830	5000	344
WRVA	Richmond, Va.	1110	50000	545
WSAI	Cincinnati, Ohio	1330	5000 d., 1000 n.	
			C.P. 5000	479
WSAJ	Grove City, Pa.	1310	100	498
WSAL	Salisbury, Md.	1200	250	400
WSAM	Saginaw, Mich.	C.P. 1200	250 d., 100 n.	417
WSAN	Allentown, Pa.	1440	500	497
WSAR	Fall River, Mass.	1450	1000	405
WSAU	Wausau, Wisc.	1370	250	560
WSAV	Savannah, Ga.	C.P. 1310	100	356
WSAY	Rochester, N. Y.	1210	250	459
WSAZ	Huntington, W. Va.	1190	1000	551
WSB	Atlanta, Ga.	740	50000	353
WSBC	Chicago, Ill.	1210	250	368
WSBT	South Bend, Ind.	1360	500	376

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WSFA	Montgomery, Ala.	1410	1000 d., 500 n.	311
WSGN	Birmingham, Ala.	1310	250 d., 100 n.	309
WSIX	Nashville, Tenn.	1210	250	523
WSJS	Winston-Salem, N. C.	1310	250	470
WSKB	McComb, Miss.	1200	100	425
WSLB	Ogdensburg, N. Y.	C.P. 1370	250	456
WSLI	Jackson, Miss.	1420	250	425
WSM	Nashville, Tenn.	650	50000	523
WSMB	New Orleans, La.	1320	5000 d., 1000 n.	
			C.P. 5000	393
WSNJ	Bridgeton, N. J.	1210	250	439
WSOC	Charlotte, N. C.	1210	250 d., 100 n.	465
WSOO	Sault Ste. Marie, Mich.	C.P. 1200	250 d., 100 n.	417
WSOY	Decatur, Ill.	1310	250 d., 100 n.	368
WSPA	Spartanburg, S. C.	920	1000	515
WSPB	Sarasota, Fla.	1420	250 d., 100 n.	349
WSPD	Toledo, Ohio	1340	5000 d., 1000 n.	
			C.P. 5000	485
WSPR	Springfield, Mass.	1140	500	410
WSTP	Salisbury, N. C.	1500	250	469
WSUI	Iowa City, Ia.	880	1000 d., 500 n.	
			C.P. 5000 d., 1000 n.	379
WSUN	St. Petersburg, Fla.	620	5000 d., 1000 n.	340
WSVA	Harrisonburg, Va.	550	500	542
WSVS	Buffalo, N. Y.	1370	50	447
WSYB	Rutland, Vt.	1500	250	540
WSYR-WSYU	Syracuse, N. Y.	570	1000	462
WTAD	Quincy, Ill.	900	1000	370
WTAG	Worcester, Mass.	580	1000	
			C.P. 5000 d.	410
WTAL	Tallahassee, Fla.	1310	250 d., 100 n.	351
WTAM	Cleveland, Ohio	1070	50000	481
WTAQ	Green Bay, Wisc.	1330	5000 d., 1000 n.	
			C.P. 5000	556
WTAR	Norfolk, Va.	780	5000 d., 1000 n.	543
WTAW	College Station, Tex.	1120	500	527
WTAX	Springfield, Ill.	1210	100	371
WTBO	Cumberland, Md.	800	250	399
WTCN	Minneapolis, Minn.	1250	5000 d., 1000 n.	421
WTEL	Philadelphia, Pa.	1310	100	505
WTHT	Hartford, Conn.	1200	100	
			C.P. 250 d.	337
WTIC	Hartford, Conn.	1060	50000	
		S.A. 1040		339
WTJS	Jackson, Tenn.	1310	250	520
WTMA	Charleston, S. C.	1210	250	514
WTMC	Ocala, Fla.	1500	100	346
WTMJ	Milwaukee, Wisc.	620	5000 d., 1000 n.	559
WTMV	East St. Louis, Ill.	1500	250	369
WTNJ	Trenton, N. J.	1280	500	441
WTOC	Savannah, Ga.	1260	5000 d., 1000 n.	356
WTOL	Toledo, Ohio	1200	100	
			C.P. 250	485
WTRC	Elkhart, Ind.	1310	250	372
WTRY	Troy, N. Y.	C.P. 950	1000	462
WTSP	St. Petersburg, Fla.	1370	250	349
WVFW	Brooklyn, N. Y.	1400	500	445
WVAE	Hammond, Ind.	1200	100	374
WWJ	Detroit, Mich.	920	5000 d., 1000 n.	413
WWL	New Orleans, La.	850	50000	393
WWNC	Asheville, N. C.	570	1000	465
WWRL	Woodside, N. Y.	1500	250 d., 100 n.	463
WWSW	Pittsburgh, Pa.	1500	250	507
WWVA	Wheeling, W. Va.	1160	5000	555
WXYZ	Detroit, Mich.	1240	5000 d., 1000 n.	413
Unassigned	Erie, Pa.	C.P. 1500	250 d., 100 n.	498
"	Logan, Utah	C.P. 1200	100	554
"	Martinsville, Va.	C.P. 1420	250 d., 100 n.	542
"	Marysville, Calif.	C.P. 1420	100	323
"	Minneapolis, Miss.	C.P. 1300	1000	421
"	Opelika, Ala.	C.P. 1370	250 d., 100 n.	312
"	Phoenix, Ariz.	C.P. 1200	250 d., 100 n.	313
"	Scranton, Pa.	C.P. 1370	250 d., 100 n.	510

# STATIONS BY CITIES

## WITH MAJOR NETWORK AFFILIATIONS

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

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Aberdeen, S. D.	KABR		Baker, Ore.	KBKR	
Aberdeen, Wash.	KXRO	M	Bakersfield, Calif.	KERN	NB
Abilene, Kansas	KFBI			KPMC	M
Abilene, Texas	KRBC	M	Baltimore, Md.	WBAL	NB-M
Ada, Okla.	KADA	M		WCAO	C
Akron, Ohio (Tallmadge)	WADC WAKR WJW	C		WCBM	M
Alamosa, Colo.	KGIW			WFBR	NR
Albany, Ga.	WGPC		Bangor, Me.	WABI	C
Albany, N. Y.	WABY WOKO	NB-M C		WLBZ	NB-NR-M
Albert Lea, Minn.	KATE		Baton Rouge, La.	WJBO	NB
Albuquerque, N. M.	KGGM KOB	C NB-NR	Battle Creek, Mich.	WELL	NB
Alexandria, La.	KALB		Bay City, Mich.	WBCM	NB
Allentown, Pa.	WCBA WSAN	NB-NR NR	Beaumont, Tex.	KFDM KRIC	NB
Altoona, Pa.	WFBG		Beckley, W. Va.	WJLS	
Amarillo, Texas	KFDA KGNC	NB-NR	Bellingham, Wash.	KVOS	M
Ames, Iowa	WOI		Bend, Ore.	KBND	
Anchorage, Alaska	KFQD		Berkeley, Calif.	KRE	
Anderson, Ind.	WHBU		Beverly Hills, Calif.	KMPC	C
Anderson, S. C.	WAIM	C	Big Spring, Tex.	KBST	M
Anniston, Ala.	WHMA		Billings, Mont.	KGHL	NB-NR
Appleton, Wisc.	WHBY	C	Binghamton, N. Y.	WNBF	C-M
Ardmore, Okla.	KVSO		Birmingham, Ala.	WAPI WBRC WSGN	C NR NB
Asbury Park, N. J.	WCAP		Bismarck, N. D.	KFYR	NB-NR
Asheville, N. C.	WISE WWNC	NB C	Bloomington, Ill.	WJBC	
Ashland, Ky.	WCMI	M	Bluefield, W. Va.	WHIS	
Ashland, Wisc.	WATW		Blytheville, Ark.	KLCN	
Ashtabula, Ohio	WICA		Boise, Ida.	KIDO	NB-NR
Astoria, Ore.	KAST		Boone, Iowa.	KFGQ	
Atchison, Kans.	KVAK		Boston, Mass.	WAAB WBZ WBZA WCOP WEEI	M NB NB C
Athens, Ga.	WGAU			WHDH WMEX	
Atlanta, Ga.	WAGA WATL WGST WSB	NB M C NR		WNAC WORLD	NR
Atlantic City, N. J.	WBAB	C	Bowling Green, Ky.	WLBJ	
Auburn, N. Y.	WMBO		Bozeman, Mont.	KRBM	
Augusta, Ga.	WRDW	C	Brady, Texas	KNEL	
Augusta, Me.	WRDO	NB-NR-M	Bridgeport, Conn.	WICC	NB-M
Aurora, Ill.	WMRO		Bridgeton, N. J.	WSNJ	
Austin, Texas	KNOW KTBC	M	Bristol, Tenn.	WOPI	
			Brookings, S. D.	KFDY	



City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Brooklyn, N. Y.	WARD		Coffeyville, Kans.	KGGF	M
	WBBC		College Station, Tex.	WTAW	
	WBBR		Colorado Springs, Colo.	KVOR	C
	WCNW		Columbia, Mo.	KFRU	
	WVFW		Columbia, S. C.	WCOS	
Brownsville, Texas	KGFI			WIS	NB-NR
Brunswick, Ga.	WMOG		Columbus, Ga.	WRBL	C
Buffalo, N. Y.	WBEN	NR	Columbus, Ohio	WBNS	C
	WBNY			WCOL	NB-NR
	WEBR	NB		WHKC	M
	WGR	C-M		WOSU	
	WKBW	C-M	Cookeville, Tenn.	WHUB	
	WSVS		Cordele, Ga.	WMJM	
Burlington, Vt.	WCAX	C	Corpus Christi, Tex.	KRIS	NB-NR
Butte, Mont.	KGIR	NB-NR	Corsicana, Texas	KAND	
Calumet, Mich.	WHDF		Corvallis, Ore.	KOAC	
Camden, N. J.	WCAM		Cumberland, Md.	WTBO	
Canton, N. Y.	WCAD		Dallas, Tex.	KRLD	C
Canton, Ohio	WHBC			WFAA	NR
Cape Girardeau, Mo.	KFVS			WRR	M
Carlsbad, N. M.	KLAH		Danville, Ill.	WDAN	
Carthage, Ill.	WCAZ		Danville, Va.	WBTM	
Casper, Wyoming	KDFN		Davenport, Iowa	WOC	C
Cedar City, Utah	KSUB		Dayton, Ohio	WHIO	C
Cedar Rapids, Iowa	WMT	NB-M		WING	NR-NB
Centralia-Chehalis, Wash.	KELA	M	Daytona Beach, Fla.	WMFJ	
Champaign, Ill.	WDWS		Decatur, Ala.	WMSL	
Charleston, S. C.	WCSC	C	Decatur, Ill.	WJBL	
	WTMA	NB	Decorah, Iowa	KGCA	
Charleston, W. Va.	WCHS	C		KWLC	
	WGKV	NR-NB	Denton, Tex.	KDNT	
Charlotte, N. C.	WBT	C	Denver, Colo.	KFEL	M
	WSOC	NB-NR-M		KLZ	C
Charlottesville, Va.	WCHV			KMYR	
Chattanooga, Tenn.	WAPO	NB-NR		KOA	NR
	WDOD	C		KPOF	
Chicago, Ill.	WAAF			KVOD	NB
	WBBM	C	Des Moines, Iowa	KRNT	C
	WCBD			KSO	NB-M
	WCFL	NB-NR		WHO	NR
	WCRW		Detroit, Mich.	WJBK	
	WEDC			WJR	C
	WENR	NB		WMBC	
	WGES			WWJ	NR
	WGN	M		WXYZ	NB
	WJJD		Devils Lake, N. D.	KDLR	
	WLS	NB	Dodge City, Kans.	KGNO	
	WMAQ	NR	Dotham, Ala.	WAGF	
	WMBI		Dublin, Texas	KFPL	
	WSBC		Dubuque, Ia.	KDTH	
Chico, Calif.	KHSL	M		WKBB	C
Cicero, Ill.	WHFC		Duluth, Minn.	KDAL	C
Cincinnati, Ohio	WCKY	C		WEBC	NB-NR-M
	WCPO		Durango, Colo.	KIUP	
	WKRC	M	Durham, N. C.	WDNC	C
	WLW	NB-NR	East Lansing, Mich.	WKAR	
	WSAI	NB-NR	East St. Louis, Ill.	WTMV	
Clarksburg, W. Va.	WBLK	NR-NB	Easton, Pa.	WEST	
Clayton, Mo.	KFUO		Eau Claire, Wis.	WEAU	
Cleveland, Ohio	WCLE	M	El Centro, Calif.	KXO	M
	WGAR	C	El Dorado, Ark.	KELD	
	WHK	NB-M	Elizabeth City, N. C.	WCNC	
	WTAM	NR	Elk City, Okla.	KASA	
Clovis, N. M.	KICA		Elkhart, Ind.	WTRC	

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Elmira, N. Y.	WENY	M	Greensboro, N. C.	WBIG	C
	WESG	C	Greensburg, Pa.	WHJB	
El Paso, Tex.	KROD		Grenada, Miss.	WGRM	
	KTSM	NB-NR	Griffin, Ga.	WKUW	
	WDAH		Grove City, Pa.	WSAJ	
Emporia, Kans.	KTSW	M	Gulfport, Miss.	WGCM	
Enid, Okla.	KCRC	M	Hagerstown, Md.	WJEJ	
Erie, Pa.	WLEU	NB	Hammond, Ind.	WH1P	
	(unassigned)			WWAE	
Eugene, Ore.	KORE	M	Harrisburg, Ill.	WEBQ	
Eureka, Calif.	KIEM	M	Harrisburg, Pa.	WH1P	C
Evansville, Ind.	WEOA	C		WKBO	NR-NB
	WGBF	NB-NR	Harrisonburg, Va.	WSVA	
Everett, Wash.	KRKO	M	Hartford, Conn.	WDRG	C
Fairbanks, Alaska	KFAR			WTHT	M
Fairmont, W. Va.	WMMN	C		WTIC	NR
Fall River, Mass.	WSAR	M	Hastings, Nebr.	KHAS	
Fargo, N. D.	WDAY	NB-NR	Hattiesburg, Miss.	WFOR	
Fayetteville, N. C.	WFNC		Hazleton, Pa.	WAZL	
Fergus Falls, Minn.	KGDE		Helena, Mont.	KPFA	NB-NR
Flint, Mich.	WFDF	NB	Herrin, Ill.	WJPF	
Florence, S. C.	WOLS	NR-NB	Hickory, N. C.	WHKY	
Fond du Lac, Wis.	KFIZ		Hibbing, Minn.	WMFG	C
Fort Dodge, Ia.	KVFD		High Point, N. C.	WMFR	
Fort Lauderdale, Fla.	WTFI		Hilo, Hawaii	KHBC	C-M
Fort Myers, Fla.	WTFM		Hobbs, N. M.	KWEW	
Fort Smith, Ark.	KFPW		Honolulu, Hawaii	KGMB	C-M
Fort Wayne, Ind.	WGL	NB-NR		KGU	NB-NR
	WOWO	NB	Hopkinsville, Ky.	WHOP	
Fort Worth, Tex.	KFJZ	M	Hot Springs, Ark.	KTHS	NB
	KGKO	NB		KWFC	
	WBAP	NR	Houston, Texas	KPRC	NR
Frederick, Md.	WFMD			KTRH	C
Fredericksburg, Va.	WFVA			KXYZ	NB-M
Fremont, Mont.	KORN		Huntington, W. Va.	WSAZ	
Freeport, N. Y.	WGBB		Huntsville, Ala.	WBHP	
Fresno, Calif.	KARM	C	Huntsville, Tex.	KSAM	
	KMJ	NR	Hutchinson, Kans.	KWBG	
Gadsden, Ala.	WJBY		Hyannis, Mass.	WOCB	
Gainesville, Fla.	WRUF		Idaho Falls, Ida.	KID	
Galesburg, Ill.	WGIL		Indianapolis, Ind.	WFEM	C
Gallup, N. M.	KAWM			WIBC	
Galveston, Texas	KLUF			WIRE	NR-M
Garden City, Kans.	KIUL		Iowa City, Iowa	WSUI	
Gary, Ind.	WIND	C	Ironwood, Mich.	WJMS	
Gastonia, N. C.	WGNC		Jackson, Mich.	WIBM	NB
Glendale, Calif.	KIEV		Jackson, Miss.	WJDX	NR
Glenside, Pa.	WIBG			WSLI	
Globe, Ariz.	KWJB		Jackson, Tenn.	WTJS	M
Goldsboro, N. C.	WGBR		Jacksonville, Fla.	WJAX	NB-NR
Grand Forks, N. D.	KFJM			WJHP	
Grand Island, Nebr.	KMMJ			WMBR	C
Grand Junction, Colo.	KFXJ		Jamestown, N. Y.	WJTN	NB
Grand Rapids, Mich.	WASH		Jamestown, N. D.	KRMC	
	WOOD	NB-NR	Janesville, Wisc.	WCLO	
Grants Pass, Ore.	KUIN		Jefferson City, Mo.	KWOS	
Great Bend, Kans.	KVGB		Jerome, Ariz.	KCRJ	
Great Falls, Mont.	KFBB	C	Jersey City, N. J.	WAAT	
Greeley, Colo.	KFKA	M		WHOM	
Green Bay, Wisc.	WTAQ	C	Johnson City, Tenn.	WJHL	
Greenfield, Mass.	WHAI	M	Johnstown, Pa.	WJAC	NR
Greenville, Miss.	WJPR		Joliet, Ill.	WCLS	
Greenville, N. C.	WGTC		Jonesboro, Ark.	KBTM	
Greenville, S. C.	WFBC	NB-NR	Joplin, Mo.	WMBH	
			Juneau, Alaska	KINY	

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Kalamazoo, Mich.	WKZO		Lufkin, Texas	KRBA	
Kalispell, Mont.	KGEZ		Lynchburg, Va.	WLVA	
Kansas City, Kans.	KCKN		Macon, Ga.	WMAZ	C
Kansas City, Mo.	KCMO		Madison, Wisc.	WHA	
	KITE	M		WIBA	NB-NR
	KMBC	C	Manchester, N. H.	WFEA	NB-NR-M
	WDAF	NR	Mandan, N. D.	KGCU	
	WHB	M	Manhattan, Kans.	KSAC	
Kearney, Nebr.	KGFV		Manitowoc, Wisc.	WQMT	
Keene, N. H.	WKNE	C	Mankato, Minn.	KYSM	NR-NB
Ketchikan, Alaska	KGBU		Mansfield, Ohio	WMAN	
Kilgore, Texas	KOCA		Marquette, Mich.	WDMJ	
Kingston, N. Y.	WKNY		Marrinette, Wisc.	WMAM	
Kinston, N. C.	WFTC		Marshalltown, Ia.	KFJB	
Klamath Falls, Ore.	KFJI		Marshfield, Ore.	KOOS	M
Knoxville, Tenn.	WNOX	C	Martinsville, Va.	(unassigned)	
	WROL	NB-NR	Marysville, Ohio	(unassigned)	
Laconia, N. H.	WLNH	M	Mason City, Iowa	KGLO	C
LaCrosse, Wisc.	WKBH	C	Mayaguez, P. R.	WPRA	
Lafayette, La.	KVOL		McComb, Miss.	WSKB	
La Grande, Ore.	KLBM		Medford, Ore.	KMED	NB-NR
LaJunta, Colo.	KOKO		Memphis, Tenn.	WHBQ	
Lake Charles, La.	KPLC			WMC	NR
Lakeland, Fla.	WLAK	NB-NR		WMPS	NB-M
Lamar, Colo.	KIDW			WREC	C
Lancaster, Pa.	WGAL	NB-NR	Merced, Calif.	KYOS	M
Lansing, Mich.	WJIM	NB	Meridian, Miss.	WCOC	C
Lapeer, Mich.	WMPC		Miami, Fla.	WIOD-WMBF	NB-NR
Laredo, Tex.	KPAB			WQAM	C
Laurel, Miss.	WAML		Miami Beach, Fla.	WKAT	
Lawrence, Kans.	KFKU		Midland, Texas	KRLH	
	WREN	NB	Milwaukee, Wisc.	WEMP	
Lawrence, Mass.	WLAW			WISN	C
Lewiston, Ida.	KRLC			WTMJ	NR
Lewiston, Me.	WCOU	M	Minneapolis, Minn.	WCCO	C
Lexington, Ky.	WLAP	M		WDGY	M
Lihue, Hawaii	KTOH			WLB	
Lima, Ohio	WLOK	NR		WTCN	NB
Lincoln, Nebr.	KFAB	C		(unassigned)	
	KFOR	M	Minot, N. D.	KLPM	
Little Rock, Ark.	KARK	NR	Missoula, Mont.	KGVO	C
	KGHI		Mobile, Ala.	WALA	NB-NR
	KLRA	C		WMOB	
Logan, Utah	KVNU		Modesto, Calif.	KTRB	
Logan, W. Va.	(unassigned)		Monroe, La.	KMLB	
Long Beach, Calif.	KFOX		Monterey, Calif.	KDON	M
	KGER		Montgomery, Ala.	WCOV	
Longview, Texas	KFRO			WSFA	C
Longview, Wash.	KWLK	M	Moorhead, Minn.	KVOX	
Los Angeles, Calif.	KECA	NB	Moultrie, Ga.	WMGA	
	KFAC		Muncie, Ind.	WLBC	
	KFI	NR	Muscle Shoals City, Ala.	WMSD	
	KFSG		Muskegon, Mich.	WKBZ	
	KFVD		Muskogee, Okla.	KBIX	M
	KFWB		Nampa, Ida.	KFXD	
	KGFJ		Nashville, Tenn.	WLAC	C
	KHJ	M		WSIX	M
	KMTR			WSM	NR-NB
	KNX	C	New Albany, Ind.	WGRC	M
	KRKD		Newark, N. J.	WHBI	
Louisville, Ky.	WAVE	NB-NR		WOR	M
	WHAS	C	New Bedford, Mass.	WNBH	M
	WINN		New Britain, Conn.	WNBC	NB
Lowell, Ariz.	KSUN		Newburgh, N. Y.	WGNV	
Lowell, Mass.	WLLH	M	New Castle, Pa.	WKST	
Lubbock, Texas	KFYO		New Haven, Conn.	WELI	

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
New London, Conn.	WNLC	M	Portland, Me.	WCSS	NR
New Orleans, La.	WDSU	NB		WGAN	C
	WJBW		Portland, Ore.	KALE	M
	WNOE			KBPS	
	WSMB	NR		KEX	NB
	WWL	C		KGW	NR
Newport News, Va.	WGH			KOJN	C
New York	WABC	C		KWJJ	
	WBNX			KXL	
	WEAF	NR	Portsmouth, N. H.	WHEB	
	WEVD		Portsmouth, Ohio	WPAY	
	WHN		Poughkeepsie, N. Y.	WKIP	
	WINS		Poynette, Wis.	WIBU	
	WJZ	NB	Prescott, Ariz.	KYCA	
	WLTH		Presque Isle, Me.	WAGM	
	WMCA		Price, Utah	KEUB	
	WNEW		Providence, R. I.	WEAN	NB-M
	WNYC			WJAR	NR
	WOV			WPRO	C
	WQXR		Provo, Utah	KOVO	
Niagara Falls, N. Y.	WHLD		Pueblo, Colo.	KGHF	NB-NR
Norfolk, Nebr.	WJAG		Pullman, Wash.	KWSC	
Norfolk, Va.	WTAR	NB-NR	Quincy, Ill.	WTAD	
Norman, Okla.	WNAD		Racine, Wis.	WRJN	
Northfield, Minn.	WCAL		Raleigh, N. C.	WPTF	NB-NR
North Platte, Neb.	KGNF			WRAL	M
Oakland, Calif.	KLX		Rapid City, S. D.	KOBH	
	KLS			WCAT	
	KROW		Reading, Pa.	WEEU	NR
Ocala, Fla.	WTMC			WRAW	NR
Ogden, Utah	KLO	NB	Red Bank, N. J.	WBRB	
Ogdensburg, N. Y.	WSLB		Redding, Calif.	KVCV	
Oklahoma City, Okla.	KOCY	C	Reno, Nev.	KOH	NB-NR
	KOMA	C	Rice Lake, Wis.	WJMC	
	KTOK	NB-M	Richmond, Ind.	WKBV	
	WKY	NB	Richmond, Va.	WBBL	
Okmulgee, Okla.	KHBG			WMBG	NR
Olean, N. Y.	WHDL			WRNL	
Olympia, Wash.	KGY	M		WRTD	NB
Omaha, Nebr.	KOIL	C-M		WRVA	C-M
	KOWH	NB	Roanoke, Va.	WDBJ	C
	WOW	NR	Rochester, Minn.	KROC	NB-NR
Opelika, Ala.	(unassigned)		Rochester, N. Y.	WHAM	NB
Orlando, Fla.	WDBO	C		WHEC	C
Owensboro, Ky.	WOMI			WSAY	M
Paducah, Ky.	WPAD		Rockford, Ill.	WROK	M
Palestine, Tex.	KNET		Rock Island, Ill.	WBFB	M
Pampa, Texas	KPDN		Rock Springs, Wyo.	KVRS	
Panama City, Fla.	WDLP		Rocky Mount, N. C.	WEED	
Paris, Texas	KPLT		Rome, Ga.	WRGA	
Parkersburg, W. Va.	WPAR	C	Roseburg, Ore.	KRNR	M
Pasadena, Calif.	KPPC		Roswell, N. M.	KGFL	
Pecos, Texas	KIUN		Royal Oak, Mich.	WEXL	
Pensacola, Fla.	WCOA	NB-NR	Rutland, Vt.	WSYB	M
Peoria, Ill.	WMBD	C	Sacramento, Calif.	KFBK	NB
Petersburg, Va.	WPID			KROY	C
Philadelphia, Pa.	KYW	NR	Safford, Ariz.	KGLU	
	WCAU	C	Saginaw, Mich.	WHAL	
	WDAS			WSAM	
	WFIL	NB-M	St. Albans, Vt.	WQDM	
	WHAT		St. Augustine, Fla.	WPOY	
	WIP	M	St. Cloud, Minn.	KFAM	NB-NR
	WPEN		St. Joseph, Mo.	KFEQ	
	WTEL		St. Louis, Mo.	KMOX	C
Phoenix, Ariz.	KOY	C		KSD	NR
	KTAR	NB-NR		KWK	NB-M
	(unassigned)			KXOK	M
Pierre, S. D.	KGFX			WEW	
Pine Bluff, Ark.	KOTN			WIL	
Pittsfield, Mass.	WBRK	C	St. Paul, Minn.	KSTP	NR
Pittsburg, Kans.	KOAM	NB-NR		WMIN	
Pittsburgh, Pa.	KDKA	NB	St. Petersburg, Fla.	WSUN	NB-NR
	KQV			WTSP	
	WCAE	NR-M	Salem, Mass.	WESX	
	WJAS	C	Salem, Ore.	KSLM	M
	WWSW	M	Salina, Kans.	KSAL	
Plainview, Texas	KWBD		Salisbury, Md.	WSAL	
Plattsburg, N. Y.	WMFF	NB	Salisbury, N. C.	WSTP	M
Pocatello, Ida.	KSEI	NB-NR	Salt Lake City, Utah	KDYL	NR
Ponca City, Okla.	WBBZ			KSL	C
Ponce, Puerto Rico	WPRP			KUTA	NB
Pontiac, Mich.	WCAR		San Angelo, Tex.	KGKL	M
Poplar Bluff, Mo.	KWOC		San Antonio, Tex.	KABC	M
Port Arthur, Tex.	KPAC	M		KMAC	
Port Huron, Mich.	WHLS				

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
	KONO		Tacoma, Wash.	KMO	M
	KTSA	C		KVI	C
	WOAI	NB-NR	Tallahassee, Fla.	WTAL	
San Bernardino, Calif.	KFXM	M	Tallmadge, Ohio (Akron)	WADC	C
San Diego, Calif.	KFSD	NB	Tampa, Fla.	WDAE	C
	KGB	M		WFLA	NB-NR
San Francisco, Calif.	KFRC	M	Temple, Texas	KTEM	M
	KGO	NB	Terre Haute, Ind.	WBOW	NB-NR
	KJBS		Texarkana, Ark.-Tex.	KCMC	NB-NR-M
	KPO	NR	Thomasville, Ga.	WPAX	
	KSAN		Toledo, Ohio	WSPD	NR
	KSFO	C		WTOL	
	KYA		Topeka, Kans.	WIBW	C
San Jose, Calif.	KOW	M	Trenton, N. J.	WTNJ	
San Juan, P. R.	WKAQ	C	Troy, N. Y.	WHAZ	
	WNEL			WTRY	
San Luis Obispo, Calif.	KVEC	M	Tucson, Ariz.	KTUC	C
Santa Ana, Calif.	KVOE	M		KVOA	NB-NR
Santa Barbara, Calif.	KDB	M	Tulsa, Okla.	KOME	M
	KTMS	NB		KTUL	C
Santa Fe, N. M.	KVSF	C		KVOO	NR
Santa Rosa, Calif.	KSRO		Tuscaloosa, Ala.	WJRD	
Saranac Lake, N. Y.	WNBZ		Tuscola, Ill.	WDZ	
Sarasota, Fla.	WSPB		Twin Falls, Ida.	KTFI	NB-NR
Sault Ste. Marie, Mich.	WSOO		Tyler, Texas	KGKB	
Savannah, Ga.	WSAV		Uniontown, Pa.	WMBS	
	WTOC	C	Urbana, Ill.	WILL	
Schenectady, N. Y.	WGY	NR	Utica, N. Y.	WIBX	C
Scottsbluff, Nebr.	KGKY		Valley City, N. D.	KOVC	
Scranton, Pa.	WGBI	C	Vancouver, Wash.	KVAN	
	WQAN		Vermilion, S. D.	KUSD	
	(unassigned)		Vernon, Texas	KVWC	
Seattle, Wash.	KEEN		Vicksburg, Miss.	WQBC	
	KIRO	C	Victoria, Texas	KVIC	
	KJR	NB	Vincennes, Ind.	WAOV	
	KOL	M	Virginia, Minn.	WHLB	C
	KOMO	NR	Visalia, Calif.	KTTC	M
	KRSC		Waco, Texas	WACO	M
	KTW		Wallace, Ida.	KWAL	
	KXA		Walla Walla, Wash.	KUJ	
Sedalia, Mo.	KDRO		Washington, D. C.	WJSV	C
Selma, Ala.	WHBB			WMAL	NB
Sharon, Pa.	WPIC			WOL	M
Shawnee, Okla.	KGFF	M		WRC	NR
Sheboygan, Wisc.	WHBL		Waterbury, Conn.	WATR	M
Shenandoah, Ia.	KFNF			WBRY	C
	KMA	NB-M	Waterbury, Vt.	WDEV	
Sheridan, Wyo.	KWYO		Watertown, S. D.	KWAT	
Sherman, Texas	KRRV	M	Watsonville, Calif.	KHUB	
Shreveport, La.	KRMD		Wausau, Wisc.	WSAU	
	KTBS	NR	Waycross, Ga.	WAYX	
	KWKH	C	Wenatchee, Wash.	KPO	M
Siloam Springs, Ark.	KUOA		Weslaco, Texas	KRGV	NB-NR
Sioux City, Ia.	KSCJ	NB	West Palm Beach, Fla.	WJNO	C
	KTRI		West Lafayette, Ind.	WBAA	
Sioux Falls, S. D.	KELO	NR-NB	Wheeling, W. Va.	WWVA	C
	KSOO	NB-NR	White Plains, N. Y.	WFAS	
South Bend, Ind.	WFAM		Wichita, Kans.	KANS	NB-NR
	WSBT	C		KFH	C
Spartanburg, S. C.	WHTR		Wichita Falls, Tex.	KWFT	C
	WSPA		Wilkes-Barre, Pa.	WBAX	M
Spokane, Wash.	KFIO			WBRE	NB-NR
	KFPY	C	Williamson, W. Va.	WBTH	
	KGA	NB	Williamsport, Pa.	WRAK	
	KHQ	NR	Wilmington, Del.	WDEL	NR
Springfield, Ill.	WCBS			WILM	
	WTAX		Wilmington, N. C.	WMFD	
Springfield, Mass.	WMAS	C	Wilson, N. C.	WGTM	
	WSPR	M	Winona, Minn.	KWNO	
Springfield, Mo.	KGBX	NB-NR	Winston Salem, N. C.	WAIR	M
	KWTO			WSJS	C
Sterling, Colo.	KGEK		Wolf Point, Mont.	KGCX	
Stevens Pt., Wisc.	WLBL		Woodside, N. Y.	WWRL	
Stockton, Calif.	KGDM		Worcester, Mass.	WORC	C
	KWG	NB		WTAG	NR
Suffolk, Va.	WLPM		Yakima, Wash.	KIT	M
Sumter, S. C.	WFIG		Yankton, S. Dak.	WNAX	C
Sunbury, Pa.	WKOK		York, Pa.	WORK	NB-NR
Superior, Wisc.	WDSM	M	Youngstown, Ohio	WKBN	C
Sweetwater, Tex.	KXOX			WFMJ	M
Syracuse, N. Y.	WFBL	C	Yuma, Arizona	KYUM	
	WOLF		Zanesville, Ohio	WHIZ	NB-NR
	WSYR-WSYU	NB	Zarephath, N. J.	WAWZ	



# 821 STANDARD BROADCASTING STATIONS OF THE UNITED STATES

*Following list of stations is arranged in alphabetical order.*

*Every effort has been made to present accurate and complete information in a self explanatory method. In order to obtain this information, more than 800 questionnaires were sent to stations early in December. Corrections were made up to the time of going to press to insure keeping pace with late developments.*

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

## STATION COVERAGE

In this edition of RADIO ANNUAL coverage data has been added for both the benefit of the station and time-buyer. Approximately 95 per cent of this information has been supplied by the station itself. The rest was compiled from the most authoritative sources available. RADIO ANNUAL, however, does not assume responsibility for market data supplied by stations or taken from sources considered reliable.

# ALABAMA

Population 2,895,000

Number of Families 670,000

Number of Radio Homes 375,200

Retail Sales \$370,938,700

Auto Registrations 307,254

## WHMA

"ALABAMA'S MODEL CITY STATION"  
ANNISTON—EST. 1938

FREQUENCY: 1420 Kc. POWER: 250 Watts.  
OWNED BY: Harry M. Ayers. OPERATED BY:  
John S. Pitts. BUSINESS ADDRESS: WHMA  
Bldg., 14th & Noble Sts. PHONE: 2380-2381.  
STUDIO ADDRESS: Same. TRANSMITTER LO-  
CATION: Same. TIME ON THE AIR: Unlimited,  
6 a.m. to 10:15 p.m. NEWSPAPER AFFILIA-  
TION: Anniston Star. NEWS SERVICE: United  
Press. TRANSCRIPTION SERVICE: World  
Broadcasting System, NBC Thesaurus.

### Personnel

Owner..... Harry M. Ayers  
General Manager..... John S. Pitts  
Commercial Manager..... A. Lynne Brannen  
Promotional Director..... Edwin Mullinax  
Program Director..... Harold Russey  
Chief Engineer..... Vernon Story

### Coverage

	Daytime	Evening
Population—Primary .....	96,000	45,000
Radio Homes— " .....	19,300	10,500
Population—Secondary .....	33,000	12,000
Radio Homes— " .....	6,800	3,500

Source: Chamber of Commerce statistics and station survey.

## WAPI

"THE VOICE OF ALABAMA"  
BIRMINGHAM—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1140 Kc. POWER: 5000 Watts.  
OWNED BY: Alabama Polytechnic Institute,  
University of Alabama and Alabama College.  
PROGRAMMED BY: Voice of Alabama, Inc.  
BUSINESS ADDRESS: Protective Life Bldg. STU-  
DIO ADDRESS: 14th floor, same building.  
TRANSMITTER LOCATION: Sandusky. TIME  
ON AIR: 6:00 a.m. to 12:00 midnight; Sundays,  
8: a.m. to 12:00 midnight. NEWS SERVICE:  
United Press. TRANSCRIPTION SERVICE:

### Personnel

Chairman of Board..... Ed Norton  
President & Genl. Mgr..... Thad Holt  
Treasurer-Business Mgr..... H. H. Holthouser  
Chief Announcer..... Lionel Baxter  
Agricultural-Publicity Director... Harwood Hull

### Coverage

	Daytime	Evening
Population—Primary .....	260,180*	124,740*

Radio Homes— " .....	155,620	88,690
Population—Secondary .....	197,250*	140,920*
Radio Homes— " .....	100,770	71,850

\* Families

Source: CBS research.

### Representative Radio Sales

## WBRC

"ALABAMA'S DOMINANT STATION"  
BIRMINGHAM—EST. 1925

NBC—(RED)

FREQUENCY: 930 Kc. POWER: 5000 Watts.  
d.; 1000 Watts, n. OWNED BY: Birmingham  
Broadcasting Co. OPERATED BY: Same. BUSI-  
NESS ADDRESS: Bankhead Hotel. PHONE:  
3-9293. STUDIO ADDRESS: Bankhead Hotel.  
TRANSMITTER LOCATION: Coalburg Moun-  
tain. TIME ON THE AIR: 6:00 A.M. to 11:00  
P.M. NEWSPAPER AFFILIATION: Birming-  
ham Post. NEWS SERVICE: International News  
Service. TRANSCRIPTION SERVICE: Standard  
Radio, Davis & Schwegler.

### Personnel

President ..... K. G. Marshall  
Vice President and General Manager J. C. Bell  
Secretary-Treasurer ..... Eloise Hanna  
Ass't Manager ..... John M. Connolly  
Musical Director ..... Herbert C. Grieb  
Chief Engineer ..... J. C. Bell

### Coverage

	Daytime	Evening
Population—Primary .....	574,829	453,295
Radio Homes— " .....	103,300	88,467
Population—Secondary .....	1,190,285	571,566
Radio Homes— " .....	183,066	103,545

Source: Field intensity survey.

### Representative Paul H. Raymer Co.

## WSGN

"THE NEWS-AGE HERALD STATION"  
BIRMINGHAM—EST. 1926

NBC (BLUE)

ALABAMA NETWORK

FREQUENCY: 1310 Kc. POWER: 250 watts,  
d.; 100 watts, n. OWNED BY: R. B. Broyles  
Co. OPERATED BY: The Birmingham News  
Co. BUSINESS ADDRESS: Tutwilier Hotel.  
PHONE: 4-3434. STUDIO ADDRESS: Tutwilier  
Hotel. TRANSMITTER LOCATION: Druid Hills.  
TIME ON THE AIR: 6:00 A.M. to 11:00 P.M.,

daily; 7:00 A.M. to 11:00 P.M., Sundays. CST. NEWSPAPER AFFILIATIONS: The Birmingham News, The Birmingham Age Herald. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth, Davis & Schwegler.

**Personnel**

V.P. and Gen. Mgr. . . . . Henry P. Johnston  
 Chief Engineer . . . . . P. B. Cram  
 Program Director . . . . . Bob McRaney  
 Promotion Manager . . . . . Carl Cannon

**Coverage**

Population—Primary . . . . .	431,493
Radio Homes— " . . . . .	85,710
Population—Secondary . . . . .	782,267
Radio Homes— " . . . . .	124,800

Source: U. S. Census 1930.

**Representative**

Headley-Reed Company

**W M S L**

"THE MUTUAL SAVINGS  
 LIFE INSURANCE CO."  
 DECATUR—EST. 1935

ALABAMA NETWORK

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: The Tennessee Valley Broadcasting Co. OPERATED BY: The Tennessee Valley Broadcasting Co. BUSINESS ADDRESS: 511 Bank St. STUDIO ADDRESS: 511 Bank St. TRANSMITTER LOCATION: 511 Bank St. TIME ON THE AIR: Daytime Schedule, 6:00 A.M. to local sunset, daily; 8:30 A.M. to local sunset, Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President . . . . . M. K. Vickrey  
 Vice-President . . . . . Bryan McAfee  
 Secy.-Treasurer-Genl. Mgr. . . . . Ted R. Woodard  
 Commercial and Adv. Mgr. . . . . R. H. Albright  
 Program Director . . . . . Ken Vance  
 Chief Engineer . . . . . Ted Jeffries

**Coverage**

	Daytime
Population—Primary . . . . .	175,370
Radio Homes— " . . . . .	17,509
Population—Secondary . . . . .	98,705
Radio Homes— " . . . . .	12,640

Source: Local survey.

**Representative**

Headley-Reed Company

**W A G F**

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

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

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

**Personnel**

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

**Coverage**

Population—Primary . . . . .	380,000
Radio Homes— " . . . . .	45,000

Source: Station estimate.

**Representative**

Burn-Smith Co.

**W J B Y**

GADSDEN—EST. 1928

ALABAMA NETWORK

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

**Personnel**

President . . . . . B. H. Hopson  
 Station Manager . . . . . J. W. Buttram  
 Chief Engineer . . . . . William Pigg

**Coverage**

Population—Primary . . . . .	379,000
Radio Homes— " . . . . .	44,200
Population—Secondary . . . . .	189,000
Radio Homes— " . . . . .	21,700

Source: Mail analysis.

**Representative**

Sears & Ayer.

**W B H P**

HUNTSVILLE—EST. 1937

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

**Personnel**

President-Station Mgr. . . . . W. H. Pollard  
 Chief Engineer . . . . . M. C. Davie, Jr.

**W A L A**

MOBILE—EST. 1930

NATIONAL BROADCASTING CO.

FREQUENCY: 1380 Kc. POWER: 1000 watts, d.; 500 watts, n. (C.P., 1000 watts, unlimited.) OWNED BY: W. O. Pape. OPERATED BY:



Pape Broadcasting Company. **BUSINESS ADDRESS:** 106 St. Joseph St. **PHONE:** Dexter 5893-4. **STUDIO ADDRESS:** 106 St. Joseph St. **TRANSMITTER LOCATION:** Mobile. **TIME ON THE AIR:** 6:00 A.M. to 11:00 P.M. **MAINTAINS ARTISTS' BUREAU. NEWS SERVICE:** International News Service. **TRANSCRIPTION SERVICE:** NBC Thesaurus.

**Personnel**

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

**Coverage**

**Population—Primary** ..... 215,000  
**Radio Homes—** " ..... 31,800  
**Population—Secondary** ..... 390,000  
**Radio Homes—** " ..... 48,500

Source: Station estimate.

**Representative**

John H. Perry Associates

**W M O B**

**MOBILE—EST. 1939**

**FREQUENCY:** 1200 Kc. **POWER:** 100 watts. **OWNED BY:** S. B. Quigley. **OPERATED BY:** S. B. Quigley. **BUSINESS ADDRESS:** 600 St. Louis St. **STUDIO ADDRESS:** 600 St. Louis St. **TRANSMITTER LOCATION:** 600 St. Louis St. **TIME ON THE AIR:** 7:00 A.M. to local sunset, daily; 8:00 A.M. to local sunset, Sundays. **NEWS SERVICE:** International News Service. **TRANSCRIPTION SERVICE:** World Broadcasting System.

**Personnel**

**Owner-Manager**.....S. B. Quigley  
**Commercial Manager**.....Richard Kingston  
**Program Director**.....Byron Jenkins

**Coverage\***

**Population—Primary** ..... 300,000  
**Radio Homes—** " ..... 60,000

\* Primary area covers a 40-mile radius; secondary area covers a 75-mile radius.

Source: Station estimate.

**W C O V**

"CAPITAL'S OWN VOICE"  
**MONTGOMERY—EST. 1938**

**FREQUENCY:** 1210 Kc. **POWER:** 100 Watts. **OWNED BY:** Capital Broadcasting Co. **OPERATED BY:** Same. **BUSINESS ADDRESS:** Exchange Hotel. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Narrow Lane Road. **TIME ON THE AIR:** 6:00 A.M. to 11:00 P.M., daily; 6:45 A.M. to 11:00 P.M., Sundays. **NEWS SERVICE:** Transradio Press. **TRANSCRIPTION SERVICE:** Standard Radio.

**Personnel**

**Manager**.....G. W. Covington, Jr.

**Executive Secretary**.....Evelyn B. Robinson  
**Commercial Manager**.....R. B. Ramey  
**Program Director**.....Weston Britt

**Coverage**

**Population—Primary** ..... 104,310  
**Radio Homes—** " ..... 23,180  
**Population—Secondary** ..... 191,565  
**Radio Homes—** " ..... 42,570

Source: Station estimate.

**Representative**

W. R. Stewart

**W S F A**

**MONTGOMERY—EST. 1930**

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

**Personnel**

**President**.....Howard E. Pill  
**Local Sales Manager**.....John B. DeMotte  
**Publicity Director**.....M. E. Price  
**Musical Director**.....E. Caldwell Stewart  
**Chief Engineer**.....Paul B. Duncan

**Coverage**

**Population—Primary** ..... 340,000  
**Radio Homes—** " ..... 76,000

Source: Station estimate.

**Representative**

Headley-Reed Co.

**W M S D**

**MUSCLE SHOALS CITY—EST. 1933**  
**ALABAMA NETWORK**

**FREQUENCY:** 1420 Kc. **POWER:** 250 watts. **OWNED BY:** Muscle Shoals Broadcasting Corp. **OPERATED BY:** Muscle Shoals Broadcasting Corp. **BUSINESS ADDRESS:** Box 688, Sheffield. **PHONE:** 821. **STUDIO ADDRESS:** Highland Park. **TRANSMITTER LOCATION:** Same. **TIME ON THE AIR:** 6:30 A.M. to 10:00 P.M.

**Personnel**

**Station Manager**.....Joe Van Sandt  
**Chief Announcer**.....Don Campbell  
**Advertising Manager**.....Joe Van Sandt  
**Program Director**.....James Connolly  
**Musical Director**.....Ernest Ervin  
**Chief Engineer**.....J. V. Sanderson

**Coverage**

	Daytime	Evening
<b>Population—Primary</b> .....	134,561	75,000

**ALABAMA — ARIZONA**

Radio Homes— " . . . . . 13,500 8,500  
 Population—Secondary . . . 222,000 102,000  
 Radio Homes— " . . . . . 21,600 10,200

Source: Station estimate.

**Representative**

Burn-Smith Co.

**(CALL LETTERS  
 UNASSIGNED)\*  
 OPELIKA—EST. 1940**

FREQUENCY: 1370 Kc. POWER 250 watts, d.; 100 watts, n. OWNED BY: Yetta G. Sanford, C. S. Shealy, Thomas D. Sanford, Jr. and J. H. Ord d/b as Opelika-Auburn Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Opelika. 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 H B B**

"CREATING BUSINESS FOR YOU IS  
 OUR BUSINESS"

**SELMA—EST. 1935**

FREQUENCY: 1500 Kc. POWER: 100 watts. OWNED BY: Selma Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Box 26. PHONE: 1233. STUDIO ADDRESS: 209 Washington St. TRANSMITTER LOCATION: Highway 80 (2 miles from town). TIME ON THE AIR: 7:00 A. M. to 9:00 P. M. (unlimited). NEWS SERVICE: Transradio Press.

**Personnel**

President . . . . . B. H. Hopson

Vice-President-Station Mgr. . . . . Julien Smith, Jr.  
 Chief Engineer . . . . . John Yarns

**Coverage**

Population—Primary . . . . . 174,000  
 Radio Homes— " . . . . . 21,710

Source: Station estimate.

**W J R D**

"COVERING WEST ALABAMA"  
**TUSCALOOSA—EST. 1936**  
 ALABAMA NETWORK

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: James R. Doss, Jr. OPERATED BY: James R. Doss, Jr. BUSINESS ADDRESS: First National Bank Bldg., Box 921. PHONE: 1401-1022. STUDIO ADDRESS: First National Bank Bldg. TRANSMITTER LOCATION: Greensboro Road on Southern Dairy Farm. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: International News Service. MAINTAINS ARTIST BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Manager . . . . . J. L. Doss  
 Commercial Manager . . . . . J. Ed Reynolds  
 Chief Announcer . . . . . William "Dick" DeFreitas  
 Program Director . . . . . Wilhelmina Quarles  
 Chief Engineer . . . . . Fred James

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	360,000	185,000
Radio Homes— " . . . . .	75,000	35,000

Source: Station estimate.

**Representative**

Headley-Reed Company

**ARIZONA**

Population 412,000

Number of Families 104,000

Number of Radio Homes 79,600

Retail Sales \$133,191,300

Auto Registrations 130,350

**K W J B**

"THE GLOBE-MIAMI STATION"  
**GLOBE—EST. 1938**

ARIZONA BROADCASTING CO.

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Sims Broadcasting Co. OPERATED BY: Same. BUSINESS OFFICE: South Globe. PHONE: 41. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press.

**Personnel**

Manager . . . . . Bartley T. Sims  
 Commercial Manager . . . . . Vester Sansing

**K C R J**

**JEROME—EST. 1930**

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Central Arizona Broadcasting Co. OPERATED BY: Central Arizona Broadcasting Co. BUSINESS ADDRESS: Robinson's Jewelry

Bldg. STUDIO ADDRESS: Robinson's Jewelry Bldg. TRANSMITTER LOCATION: Near Jerome. TIME ON THE AIR: Unlimited (actual. 9:00 A.M. to 9:00 P.M.).

**Personnel**

Manager.....Howard Kuhn

**Coverage**

Population—Primary ..... 205,900  
Radio Homes— " ..... 41,500

Source: Mail analysis survey.

**K S U N**

"BISBEE-DOUGLAS STATION"

**LOWELL—EST. 1933**

ARIZONA NETWORK

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Copper Elec. Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Copper Electric Bldg. PHONE: 9. STUDIO ADDRESS: Lowell. TRANSMITTER LOCATION: Lowell. TIME ON THE AIR: 7:30 A.M. to 10:30 P.M. NEWS SERVICE: Transradio Press.

**Personnel**

President.....James S. Matfeo  
Station & Commercial Mgr...Carleton W. Morris  
Chief Engineer.....David C. Karbach

**Coverage**

	Daytime	Evening
Population—Primary .....	35,000	22,000
Radio Homes— " .....	6,000	.....
Population—Secondary ..	70,000	.....
Radio Homes— " .....	11,500	.....

Source: U. S. Census.

**Representative**

John Blair & Company

**K O Y**

**PHOENIX—EST. 1921 (as KFCB)**

**1929 (as KOY)**

COLUMBIA BROADCASTING SYSTEM

THE ARIZONA NETWORK

FREQUENCY: 1390 Kc. POWER: 1000 Watts. OWNED BY: Salt River Valley Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 838 N. Central. PHONE: 4-4144. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Camelback Road & 12th St. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Transcription Service.

**Personnel**

President .....William A. Baldwin  
Business Manager.....Albert D. Johnson  
Chief Announcer.....Joe Dana  
Program Director.....Jack Williams  
Station Manager.....Fred A. Palmer  
Publicity Director.....Marlene Ayers  
Musical Director.....Alfred Becker  
Chief Engineer.....Robert Thompson

**Coverage**

Population—Primary ..... 190,200  
Radio Homes— " ..... 32,770  
Population—Secondary ..... 228,700  
Radio Homes— " ..... 31,060

Source: CBS Listener and Dealer Study.

**Representative**

John Blair & Company

**K T A R**

"SERVING ARIZONA WITH THE BEST IN RADIO"

**PHOENIX—EST. 1922**

NBC (Red and Blue)

ARIZONA BROADCASTING CO.

FREQUENCY: 620 Kc. POWER: 1000 watts. OWNED BY: KTAR Broadcasting Co. OPERATED BY: KTAR Broadcasting Co. BUSINESS ADDRESS: "Atop the Heard Bldg." PHONE: 4-4161. STUDIO ADDRESS: "Atop the Heard Bldg." TRANSMITTER LOCATION: "Atop the Heard Bldg." TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight, daily; 7:00 A.M. to 12:00 Midnight, Sundays. NEWSPAPER AFFILIATIONS: The Arizona Republic (morning), Phoenix Gazette (evening), The Arizona Weekly Gazette. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: NBC Thesaurus, Standard Radio Library and MacGregor Library.

**Personnel**

General Manager.....Dick Lewis  
Commercial Manager.....J. R. Heath  
News Editor.....Hal Roach  
Program Director.....J. Howard Pyle  
Chief Engineer.....A. C. Anderson

**Coverage**

	Daytime	Evening
Population—Primary .....	298,803	298,803
Radio Homes— " .....	55,800	55,800
Population—Secondary ..	74,483	74,483
Radio Homes— " .....	13,560	13,560

Source: U. S. Census 1930; Joint Committee; NBC Network Aareas.

**Representative**

Paul H. Raymer Company

**(CALL LETTERS UNASSIGNED)\***  
**PHOENIX—EST. 1940**

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: M. C. Reece. OPERATED BY: M. C. Reece. BUSINESS ADDRESS: Phoenix. STUDIO ADDRESS: Phoenix. 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.

**KYCA** \*

PRESCOTT—EST. 1939

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Southwest Broadcasting Co. TIME ON THE AIR: Unlimited Schedule.

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

**KGLU**

"IN THE HEART OF THE VALLEY OF SMILES"

SAFFORD—EST. 1938

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Gila Broadcasting Co. OPERATED BY: Same. BUSINESS AND STUDIO ADDRESS: Sixth Ave. and Relation St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 3:00 A.M. to 10:00 P.M. (12 hours per day on unlimited license). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, C. P. MacGregor.

**Personnel**

President.....Louis F. Long  
General Manager.....John Merino  
Chief Technician.....Paul Merrill  
Program Director.....Ralph W. Langley

**Coverage**

	Daytime	Evening
Population—Primary	25,000	25,000
Population—Secondary	45,310	25,000

Source: Mail survey, Chamber of Commerce.

**KTUC**

"THE VOICE OF TUCSON"

TUCSON—EST. 1929

COLUMBIA BROADCASTING SYSTEM  
ARIZONA NETWORK

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Tucson Motor Service Co. OPERATED BY: Tucson Motor Service Co. BUSINESS ADDRESS: S. 6th Ave. 12th St. PHONE: Tucson 918 & 5800. STUDIO ADDRESS: Sixth & 12th St. TRANSMITTER LOCATION: Tucson. TIME ON THE AIR: Daily, 7:00 A.M. to 12:00 Midnight; Sundays, 9 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press (via Arizona Network). TRANSCRIPTION SERVICE: Lang-Worth Feature Programs, C. P. MacGregor.

**Personnel**

President.....Frank Z. Howe  
Manager.....D. B. Roush  
Studio Director.....R. H. Johnson  
Traffic Manager.....Dick Johnson  
Chief Engineer.....C. Livingston

**Coverage**

	Daytime	Evening
Population—Primary	75,000	55,000
Radio Homes—"	8,000	7,000
Population—Secondary	4,000	3,000
Radio Homes—"	3,240	2,240

Source: Joint Committee.

**Representative**

Joseph Hershey McGillvra (N. Y. and Chicago)

**KVOA**

"COVERS SOUTHERN ARIZONA LIKE THE SUNSHINE"

TUCSON—EST. 1929

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1260 Kc. POWER: 1000 Watts. OWNED BY: Arizona Broadcasting Co. OPERATED BY: Arizona Broadcasting Co. BUSINESS ADDRESS: P. O. Box 2911. PHONE: 3703. STUDIO ADDRESS: 48 East Broadway. TRANSMITTER LOCATION: 10th and Lee. TIME ON THE AIR: 6:00 A.M. to 11:15 P.M., daily; 7:00 A.M. to 11:00 P.M. Sundays; NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

General Manager.....R. B. Williams  
Sales Director.....S. H. Schaeffer  
Program Director.....Andrew White  
Technical Director.....Leonard L. Nalley

**Representative**

Paul H. Raymer Co.

**KYUM** \*

YUMA—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Yuma Broadcasting Co. OPERATED BY: Yuma Broadcasting Co. BUSINESS ADDRESS: First National Bank Bldg., 22 Second St. STUDIO ADDRESS: First National Bank Bldg., 22 Second St. TRANSMITTER LOCATION: First Street & 19th Ave. TIME ON THE AIR: Unlimited Schedule. NEWSPAPER AFFILIATION: Yuma Sun. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Representative**

Paul H. Raymer Company

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

# ARKANSAS

Population 2,048,000

Number of Families 501,000

Number of Radio Homes 254,800

Retail Sales \$264,796,400

Auto Registrations 232,500

## K L C N

"ARKANSAS' OLDEST BROADCASTING STATION"

**BLYTHEVILLE—EST. 1923**

FREQUENCY: 1290 Kc. POWER: 100 watts. OWNED BY: Fred O. Grimwood. OPERATED BY: Same. BUSINESS ADDRESS: Second & Walnut Sts. PHONE: 1000. STUDIO ADDRESS: Railroad & Walnut Sts. TRANSMITTER LOCATION: Second & Walnut Sts. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: C. P. MacGregor, Standard Radio.

### Personnel

Owner and Operator.....Fred O. Grimwood  
Advertising Manager.....Fred O. Grimwood  
Chief Announcer.....A. J. Bishop  
Publicity Director.....Harold Sudbury  
Chief Engineer.....Joe Harrington

### Coverage

Population—Primary ..... 446,000  
Radio Homes— " ..... 92,000  
Source: Engineering survey.

## K E L D

"IN TUNE WITH SOUTH ARKANSAS  
**EL DORADO—EST. 1935**

**ARKANSAS NETWORK**

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Radio Enterprises, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 212 Exchange Bldg. PHONE: 1313-4. STUDIO ADDRESS: Country Club Colony. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President ..... R. E. Mehnert  
Vice-President.....G. E. Zimmerman  
Station Manager ..... F. E. Bolts  
Assistant Manager.....Waymond Ramsey  
Promotional & Adv. Mgr.....R. H. Laux  
Chief Engineer.....Carl Wilson

### Representative

Joseph Hershey McGillvra.

## K F P W

**FORT SMITH—EST. 1930**

FREQUENCY: 1210 Kc. POWER: 100 watts. (C. P. 1370 Kc.; 250 watts.) OWNED BY: Southwestern Hotel Co. OPERATED BY: Same.

BUSINESS ADDRESS: Goldman Hotel. PHONE: 4106-7-7069. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. NEWS SERVICE: United Press and local news. TRANSCRIPTION SERVICES: NBC Thesaurus & Standard Radio. MAINTAINS ARTISTS' BUREAU.

### Personnel

President.....John A. England  
Commercial Manager .....Jimmie Barry  
Advertising Manager .....Jimmie Barry  
Station Manager.....Dorothy A. Gibson  
News Bureau Director.....J. E. Garner  
Musical Director .....Aiton Blake  
Chief Engineer.....D. W. Hoisington

## K T H S

"SERVING ARKANSAS FROM  
HOT SPRINGS"

**HOT SPRINGS—EST. 1924**

NBC (RED and BLUE)

FREQUENCY: 1060 Kc. POWER: 10,000 watts. OWNED BY: H. S. Chamber of Commerce. OPERATED BY: Chamber of Commerce. BUSINESS ADDRESS: 135 Benton St., P. O. Box 916. PHONE: 212-3. STUDIO ADDRESS: 135 Benton St. TRANSMITTER LOCATION: Malvern Highway. TIME ON THE AIR: 8:00 A.M. to Local Sunset, 8:00 P.M. to Midnight daily; 7:00 A.M. to Local Sunset, 8:00 P.M. to Midnight, Sundays. NEWS SERVICE: Associated Press (non-commercial). MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Davis & Schwegler.

### Personnel

President.....S. A. Kemp  
Chairman, C of C. Radio Board. Lewis Brenner  
General Manager.....John I. Prosser  
Commercial Manager.....Edward C. Appler  
Program Director.....Ewald Kockkritz  
Chief Engineer.....J. Clinton Norman

### Coverage

Population—Primary ..... 451,360  
Radio Homes— " ..... 72,150  
Population—Secondary ..... 462,159  
Radio Homes— " ..... 58,320  
Source: Field intensity survey and mail analysis.

### Representative

John Blair & Co.

**K W F C \***

**HOT SPRINGS—EST. 1940**

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Clyde E. Wilson and Howard A. Shuman d/b as Hot Springs Broadcasting Co. BUSINESS ADDRESS: Hot Springs. STUDIO ADDRESS: Hot Springs. TRANSMITTER LOCATION: Hot Springs. TIME ON THE AIR: Unlimited Schedule.

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

**K B T M**

"NORTHEAST ARKANSAS' FRIENDLY VOICE"

**JONESBORO—EST. 1930**

ARKANSAS NETWORK

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Jay P. Beard. OPERATED BY: Jay P. Beard. BUSINESS ADDRESS: 104½ W. Washington. PHONE: 433-866. STUDIO ADDRESS: W. Washington. TRANSMITTER LOCATION: State Highway No. 1. TIME ON THE AIR: 6:00 A.M. to 9:30 P.M. NEWS SERVICE: Transradio Press MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Manager-Owner ..... Jay P. Beard  
 President ..... W. J. Beard  
 Chief Announcer ..... Ottis Roush  
 Publicity Director ..... Clarence Adams  
 Chief Engineer ..... J. C. Warren

**Coverage**

	Daytime	Evening
Population—Primary	192,198	64,066
Radio Homes—"	44,685	14,895
Population—Secondary	165,500	55,167
Radio Homes—"	38,589	12,893

Source: Mail response survey; Joint Committee.

**K A R K**

**LITTLE ROCK—EST. 1931**

NBC (Southwest Red)  
 ARKANSAS NETWORK

TRI-STATE GROUP (WMC-KARK-KWKH-KTBS)

FREQUENCY: 890 Kc. POWER: 1000 watts. OWNED BY: Ark. Radio & Equipment Co. OPERATED BY: Ark. Radio & Equipment Co. BUSINESS ADDRESS: 11th Floor, Professional Bldg. PHONE: 2-1841. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North Little Rock. TIME ON THE AIR: 6:00 A.M. to Midnight. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATION: Arkansas Farmer. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

V.P. and Gen. Mgr. .... G. E. Zimmerman  
 Commercial Manager ..... C. K. Beaver  
 Program Director ..... Jack Lewis  
 Sales Manager ..... C. K. Beaver  
 Musical Director ..... Harris Owen  
 Chief Engineer ..... Dan Winn

**Coverage**

	Daytime	Evening
Population—Primary	616,092	368,983
Radio Homes—"	87,780	54,170
Population—Secondary	1,333,186	347,109
Radio Homes—"	166,920	43,610

Source: NBC coverage map; Joint Committee.

**Representative**

Edward Petry & Company

**K G H I**

**LITTLE ROCK—EST. 1927**

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Arkansas Broadcasting Co. OPERATED BY: Arkansas Broadcasting Co. BUSINESS ADDRESS: Arkansas Gazette Bldg. STUDIO ADDRESS: Arkansas Gazette Bldg. TRANSMITTER LOCATION: Little Rock. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS-PAPER AFFILIATION: Arkansas Gazette. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Manager ..... R. G. Terrill  
 Program Director ..... Dorothy Weise  
 Chief Engineer ..... W. O. Van Dusen

**K L R A**

"VOICE OF ARKANSAS"

**LITTLE ROCK—EST. 1926**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1390 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Arkansas Broadcasting Co. OPERATED BY: Arkansas Broadcasting Co. BUSINESS ADDRESS: P. O. Box 550. PHONE: LD 132. STUDIO ADDRESS: Gazette Bldg. TRANSMITTER LOCATION: Adjacent to North Little Rock. TIME ON THE AIR: (daily) 6:30 A.M. to 12:00 midnight; (Sunday) 7:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Arkansas Gazette. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, World Transcription System.

**Personnel**

President ..... A. L. Chilton  
 General Manager ..... S. C. Visonhaler  
 Chief Engineer ..... K. F. Tracy

**Coverage**

Population—Primary	375,000
Radio Homes—"	56,000

Source: Field intensity survey.

**Representative**

The Katz Agency.

## KOTN

"COTTON CENTER OF ARKANSAS"  
PINE BLUFF—EST. 1934

FREQUENCY: 1500 Kc. POWER: 100 watts.  
OWNED BY: Universal Broadcasting Corp.  
OPERATED BY: Universal Broadcasting Corp.  
BUSINESS ADDRESS: 505½ Main St. PHONE:  
721. STUDIO ADDRESS: 505½ Main. TRANS-  
MITTER LOCATION: 505½ Main. TIME ON  
THE AIR: 7:00 A.M. to 9:00 P.M., CST. NEWS  
SERVICE: United Press. TRANSCRIPTION  
SERVICE: C. P. MacGregor.

### Personnel

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

### Coverage

	Daytime	Evening
Radio Homes—Primary..	31,800	31,800

Source: Station Estimate.

## KUOA

"VOICE OF THE OZARKS"  
SILOAM SPRINGS—EST. 1923

FREQUENCY: 1260 Kc. Power: 5000 Watts.  
OWNED BY: KUOA, Inc. OPERATED BY:  
KUOA, Inc. BUSINESS ADDRESS: Siloam  
Springs. PHONE: Long distance 77. STUDIO  
ADDRESS: Siloam Springs. TRANSMITTER  
LOCATION: 1 mile west of Siloam Springs.  
TIME ON THE AIR: 6:00 A.M. to local sunset.  
NEWS SERVICE: United Press. TRANSCRIP-  
TION SERVICES: World Broadcasting System,  
Lang-Worth Programs, NAB Bureau of Copy-  
rights.

### Personnel

Chairman of Board.....John E. Brown  
President.....Richard Hodges  
Station Manager.....Storm Whaley  
Program Director.....Leslie Wright  
Asst. Program Director.....Elnora Kincaid  
Chief Engineer.....J. L. Miller

### Coverage

Population—Primary .....	992,655
Radio Homes— " .....	231,470

Source: Station estimate.

### Representative

Furgason & Walker, Inc.

# CALIFORNIA

Population 6,154,000

Number of Families 1,818,000

Number of Radio Homes 1,719,800

Retail Sales \$2,462,909,000

Auto Registrations 2,597,536

## KERN

BAKERSFIELD—EST. 1932  
NBC (RED & BLUE) CALIFORNIA RADIO  
SYSTEM

FREQUENCY: 1380 Kc. POWER: 1000 watts.  
OWNED BY: McClatchy Broadcasting Co. OP-  
ERATED BY: Same. BUSINESS ADDRESS:  
Eik's Bldg. PHONE: 5700-1. STUDIO AD-  
DRESS: Same. TRANSMITTER LOCATION:  
Same. TIME ON THE AIR: 7:00 A.M. to mid-  
night; Sundays, 8:00 A.M. to midnight. NEWS-  
PAPER AFFILIATIONS: Fresno Bee, Sacra-  
mento Bee. NEWS SERVICE: International  
News Service. TRANSCRIPTION SERVICE:  
Standard Radio. MAINTAINS ARTISTS' BU-  
REAU.

### Personnel

President.....Guy C. Hamilton  
Commercial Manager.....Howard Lane  
Station & Sales Mgr.....Robert L. Stoddard  
Publicity Director.....Walter Baziuk  
Chief Engineer.....Verne Shatto

### Coverage

	Daytime	Evening
Population—Primary ....	120,000	120,000
Radio Homes— " .....	24,000	24,000

Source: Station estimate.

### Representative

Paul H. Raymer Co.

## KPMC

BAKERSFIELD—EST. 1933  
MUTUAL—DON LEE BROADCASTING  
SYSTEM; CBS

FREQUENCY: 710 Kc. POWER: 5000 watts,  
d.; 1000 watts, n. OWNED BY: Pioneer Mer-  
cantile Co. OPERATED BY: Pioneer Mer-  
cantile Co. BUSINESS ADDRESS: Twentieth & Eye Sts.  
PHONE: 4500, 5100. STUDIO ADDRESS: 307½  
E. 21st St. TRANSMITTER LOCATION: Same.  
TIME ON THE AIR: 6:45 A.M. to 12:00 P.M.  
NEWS SERVICE: United Press. TRANSCRIP-  
TION SERVICE: World Broadcasting System.

**Personnel**

President.....F. G. R. Schamblin  
 Station Manager.....L. A. Schamblin  
 Commercial Manager.....L. A. Schamblin  
 Chief Announcer.....C. C. Sturm  
 Chief Engineer.....L. P. Jarvis

**Coverage**

Population—Primary ..... 198,000  
 Radio Homes— " ..... 53,600  
 Source: Field intensity survey.

**K R E**

**BERKELEY—EST. 1922**

FREQUENCY: 1370 Kc. POWER: 250 watts.  
 OWNED BY: Central California Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 601 Ashby Ave. PHONE: Ashberry 7715. STUDIO ADDRESS: 601 Ashby Ave. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: International News Service.

**Personnel**

Station & Commercial Mgr.... Arthur Westlund  
 Advertising & Sales Mgr.... Donald Hambly  
 Musical Director.....Harrold S. Hawley  
 Chief Engineer.....Ralph Kennedy

**Coverage**

	Daytime	Evening*
Population—Primary	1,258,174	1,500,000
Radio Homes— " "	357,500	400,000
Population—Secondary	413,400	500,000
Radio Homes— " "	102,380	150,000

\* Estimate.

Source: Field intensity survey and mail analysis: U. S. Department of Commerce.

**K M P C**

**BEVERLY HILLS—EST. 1928**

FREQUENCY: 710 Kc. POWER: 500 watts. (C. P. 5000 watts, d.; 1000 watts, n. OWNED BY: G. A. Richards. OPERATED BY: Same. BUSINESS ADDRESS: 9631 Wilshire Blvd. PHONE: Woodbury 61166; Oxford 6211. STUDIO ADDRESS: 9631 Wilshire Blvd. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to local sunset; 9:30 P.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor, NBC Thesaurus.

**Personnel**

President.....G. A. Richards  
 Vice-President.....Leo Fitzpatrick  
 Vice-President.....John Patt  
 Vice-President-General Manager...Leo B. Tyson  
 Publicity Director.....Lois Cowan  
 Chief Engineer.....Roger Love

**Coverage**

Population—Primary ..... 3,100,000  
 Radio Homes— " ..... 914,000  
 Source: Field survey.

**Representative**

Furgason & Walker, Inc.

**K H S L**

"YOUR STATION"

**CHICO—EST. 1935**

MUTUAL—DON LEE BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 250 watts. (C. P. 5000 watts, d.; 1000 watts, n.) OWNED BY: Golden Empire Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 303. PHONE: 237-8. STUDIO ADDRESS: 2nd & Flume Sts. TRANSMITTER LOCATION: Hooker & Madrone Aves. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS-PAPER AFFILIATION: Marysville Appeal-Democrat. NEWS SERVICE: Don Lee Press Bureau. TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

President.....Horace Thomas  
 Vice-President.....Hugh McClung  
 Secretary-General Mgr.....M. F. Woodling  
 Chief Announcer.....Oral Phillips  
 Musical Director.....Earl Wright  
 Chief Engineer.....Morton Weibers

**Coverage**

	Daytime	Evening
Population—Primary	307,717	307,717
Radio Homes— " "	103,662	103,662
Population—Secondary	47,701	47,701
Radio Homes— " "	16,054	16,054

Source: Field strength measurements and mail response survey.

**Representative**

John Blair & Co.

**K X O**

**EL CENTRO—EST. 1927**

MUTUAL BROADCASTING SYSTEM  
 DON LEE BROADCASTING SYSTEM

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

**Personnel**

Manager.....E. R. Irey  
 Promotion Manager.....F. M. Bowles

**Coverage**

Population—Primary ..... 83,800  
 Radio Homes— " ..... 17,000  
 Population—Secondary ..... 86,750  
 Radio Homes— " ..... 20,300

Source: Field intensity survey.



# CALIFORNIA

## K I E M

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

MUTUAL—DON LEE

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

### Personnel

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

### Coverage

Population—Primary ..... 120,000  
Radio Homes— " ..... 34,000  
Source: Mail analysis.

### Representative

John Blair & Company

## K A R M

"THE VOICE OF CENTRAL CALIFORNIA"  
FRESNO—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: George Harm. OPERATED BY: George Harm. BUSINESS ADDRESS: 1333 Van Ness Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: First & Clinton Sts. TIME ON THE AIR: Full Time License (Daily, 18 hours; Sundays, 18 hours). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

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

### Representative

Weed & Co.  
Walter Biddick Co. (Coast)

## K M J

FRESNO—EST. 1922

NBC (RED AND BLUE)

CALIFORNIA RADIO SYSTEM

FREQUENCY: 580 Kc. POWER: 1000 watts. (C. P. 5000 watts, d.) OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Van Ness & Calaveras. PHONE: 2-8817—(transmitter) 2-0311. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1st and Shields. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: McClatchy Newspapers. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

### Personnel

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

### Coverage

Population—Primary ..... 512,600  
Radio Homes— " ..... 137,000  
Population—Secondary ..... 115,000  
Radio Homes— " ..... 32,000  
Source: Station estimate.

### Representative

Paul H. Raymer Co.

## K I E V

"THE CHOICE SPOT ON THE DIAL"  
GLENDALE—EST. 1932

FREQUENCY: 850 Kc. POWER: 250 Watts. OWNED BY: Cannon System, Ltd. OPERATED BY: Cannon System, Ltd. BUSINESS ADDRESS: 701 E. Broadway. STUDIO ADDRESS: 701 E. Broadway. TRANSMITTER LOCATION: Glendale. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press.

### Personnel

Co-owner .....D. H. Cannon  
Co-owner .....Reed Callister  
General Manager .....L. W. Peters  
Program Director.....W. R. McLain

## K F O X

LONG BEACH—EST. 1924

CALIFORNIA RADIO SYSTEM

FREQUENCY: 1250 Kc. POWER: 1000 watts (C. P. 5000 watts, d.). OWNED BY: Hal G. Nichols. OPERATED BY: Same. BUSINESS ADDRESS: 220 E. Anaheim St. PHONE: 672-81. STUDIO ADDRESS: 220 E. Anaheim St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 5:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

President .....Hal G. Nichols  
Commercial Manager..Lawrence W. McDowell  
Publicity Director.....Lou Huston  
Musical Director.....Rolly Wray  
Chief Engineer.....Lawrence W. McDowell

### Coverage

	Daytime	Evening
Population—Primary	740,000	825,000
Radio Homes— "	420,000	468,000
Population—Secondary	20,000	20,000
Radio Homes— "	8,000	8,000

\* Families.

Source: Station estimate.

### Representative

Walter Biddick Co.

*Yours for the asking*



**780**  
**KECA**  
NBC BLUE NETWORK  
5000 watts day  
1000 watts night

**FREE & PETERS, Inc.**  
KECA National Sales Representative

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

**640**  
**KFI**  
NBC RED NETWORK  
50,000 watts  
clear channel

**EDWARD PETRY & CO.**  
KFI National Sales Representative

**KGER**

"THE HARBOR STATION"  
LONG BEACH—EST. 1925

FREQUENCY: 1360 Kc. POWER: 1000 Watts.  
OWNED BY: Consolidated Broadcasting Corp.  
OPERATED BY: Same. BUSINESS ADDRESS:  
Dobyns Footwear Bldg., 643 S. Olive St.  
PHONE: 660-41. STUDIO ADDRESS: Dobyns  
Footwear Bldg.; 643 S. Olive St., Los Angeles;  
County Hall of Records, Los Angeles. TRANSMITTER LOCATION: North Long Beach. TIME ON THE AIR: 6:00 A.M. to midnight. NEWS-PAPER AFFILIATION: Long Beach Press, Telegram and Sun. NEWS SERVICE: Transradio Press, KGER News Bureau, and local news. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio, NAB Transcriptions.

**Personnel**

President-Gen'l Manager...C. Merwyn Dobyns  
Commercial Manager .....John A. Dobyns  
Business Manager .....Tom Hunter  
Sales Manager.....Don Alderman  
Chief Announcer.....Paul Masterson  
Program Director.....Helene Smith  
Publicity and Production Director  
Iola Josephson  
News Editor.....Kelly Woolpert  
Public Relations Manager.....Lee Wynne  
Director of Educational Programs  
Evalyn E. Dobyns  
Office Manager.....Constance Brown  
Chief Engineer .....Jay Tapp

**Coverage**

Population—Primary ..... 2,440,000  
Radio Homes— " ..... 725,000  
Population—Secondary ..... 501,000  
Radio Homes— " ..... 145,000  
Source: Field intensity survey and mail analysis.

**Representative**

Howard H. Wilson Company

**KECA**

LOS ANGELES—EST. 1929

NBC—BLUE

FREQUENCY: 780 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Earle C. Anthony, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 141 N. Vermont Ave. PHONE: Fairfax 2121. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2951 Maynier Lane. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Transcription Library.

**Personnel**

President.....Earle C. Anthony  
General and Station Manager  
Harrison Hollway  
Commercial and Sales Manager...Clyde Scott  
Program Manager.....Glan Heisch  
Musical Director.....Claude Sweeten  
Production Manager.....John I. Edwards

Chief Engineers .....Curtis Mason,  
H. L. Blatterman

**Coverage**

Population-Primary ..... 3,154,380  
Radio Home- " ..... 896,830  
Source: Station estimate

**Representative**

Free & Peters, Inc.

**KFAC**

"HOME, CHURCH AND SCHOOL"

LOS ANGELES—EST. 1932

FREQUENCY: 1300 Kc. POWER: 1000 watts.  
OWNED BY: Los Angeles Broadcasting Co.  
OPERATED BY: Los Angeles Broadcasting Co.  
BUSINESS ADDRESS: 645 So. Mariposa.  
PHONE: Fitzroy 1234. STUDIO ADDRESS: 645  
So. Mariposa. TRANSMITTER LOCATION:  
8581 W. 18th St. TIME ON THE AIR: 24 hours  
daily. NEWS SERVICE: United Press.

**Personnel**

President and Gen'l Manager...Calvin J. Smith  
Sales Manager.....Chas. T. Hughes  
Program Manager.....R. Van Des Autels  
Publicity Director.....Lucille Dinsmore  
Traffic Manager.....Ruth Brown  
Chief Engineer.....H. W. Anderson

**Coverage**

Population—Primary ..... 3,000,000  
Radio Homes- " ..... 851,210  
Source: Station estimate

**KFI**

LOS ANGELES—EST. 1922

NBC—RED

FREQUENCY: 640 Kc. POWER: 50,000  
watts. OWNED BY: Earle C. Anthony, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 141 N. Vermont St. PHONE: Fairfax 2121. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Buena Park. TIME ON THE AIR: 6:45 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Transcription Library.

**Personnel**

President.....Earle C. Anthony  
General and Station Manager  
Harrison Hollway  
Sales Manager.....Clyde Scott  
Program Manager.....Glan Heisch  
Production Manager.....John I. Edwards  
News Editor.....Jose Rodriguez  
Chief Engineers.....Curtis Mason,  
H. L. Blatterman

**Coverage**

	Daytime	Evening
Population—Primary	4,739,129	4,739,129
Radio Homes— "	1,300,000	1,300,000

Source: Station estimate

**Representative**

Edward Petry & Co., Inc.

**K F S G**

"THE VOICE OF ANGELUS TEMPLE"

LOS ANGELES—EST. 1923

FREQUENCY: 1120 Kc. POWER: 2500 Watts. d.; 1000 Watts. n. OWNED BY: Echo Park Evangelistic Association. OPERATED BY: Echo Park Evangelistic Association. BUSINESS ADDRESS: 1100 Glendale Blvd. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Los Angeles. TIME ON THE AIR: 7:45 P.M. to 12:00 Midnight, daily except Friday; 10:30 A.M. to 12:30 P.M., 3:00 P.M. to 4:15 P.M., and 9:00 P.M. to 1:00 A.M., Sundays.

**Personnel**

President.....Dr. Giles N. Knight  
Program Director.....Phil Kerr

**K F V D**

"CENTER OF THE DIAL"

LOS ANGELES

FREQUENCY: 1000 Kc. POWER: 1000 Watts. OWNED BY: Standard Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 338 S. Western Ave. PHONE: Drexel 2391. STUDIO ADDRESS: 338 S. Western. TRANSMITTER LOCATION: 9300 Cattaraugus St., Palms, Calif. TIME ON THE AIR: 6:00 A.M. to local sunset. 10:00 P.M. to 4:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Langworth, Davis & Schwegler.

**Personnel**

Owner.....J. F. Burke  
Station Manager.....Frank Burke  
Commercial Manager.....F. J. Smalley, Jr.  
Chief Announcer.....Howard Gray  
Chief Engineer.....Jack Smithson

**K F W B**

"WARNER BROS. MOTION PICTURE STUDIOS IN HOLLYWOOD"

LOS ANGELES—EST. 1926

CALIFORNIA RADIO SYSTEM

FREQUENCY: 950 Kc. POWER: 5000 watts. OWNED BY: Warner Bros. Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 5833 Fernwood Ave. PHONE: Hempstead 5151. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Baldwin Hills. TIME ON THE AIR: 18 hours daily. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music.

**Personnel**

President.....J. L. Warner  
Station Manager.....Harry Maizlish  
Commercial Manager.....Jack O. Gross  
Chief Announcer.....Harry Hall  
Production Manager.....Manning Ostroff  
Publicity Director.....David Davidson  
Musical Director.....Leon Leonardi  
Chief Engineer.....Harry Myers

**Coverage**

Population—Primary ..... 2,400,000  
Population—Secondary ..... 525,000  
Source: Chamber of Commerce

**Representative**

Paul H. Raymer Co.  
(See Page 40)

**K G F J**

"KEEPING GOOD FOLKS JOYFUL"

LOS ANGELES—EST. 1926

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Ben S. McGlashan. OPERATED BY: Ben S. McGlashan. STUDIO ADDRESS: 1417 S. Figueroa St. PHONE: Prospect 2434. TRANSMITTER LOCATION: 1828 Oak St. TIME ON THE AIR: Full Time License. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Recorded Program Service; Standard Radio.

**Personnel**

Manager .....Ben S. McGlashan  
Assistant Manager .....H. Duke Hancock  
Program Director.....Thelma Kirchner

**Representative**

Cox & Tanz

**K H J**

"KINDNESS, HAPPINESS AND JOY"

LOS ANGELES—EST. 1923

MUTUAL & DON-LEE BROADCASTING SYSTEMS

FREQUENCY: 900 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Don-Lee Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 1076 W. 7th St. PHONE: VA. 7111. STUDIO ADDRESS: Seventh & Bixel Sts. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. (daily); 8:00 A.M. to 12:00 Midnight (Sunday). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President .....Thomas Lee  
Vice-President and General Manager  
Lewis Allen Weiss  
Assistant Manager.....Wilmet H. Brown  
General Sales Manager...Wilbur Eickelberg  
Television Director.....Harry Lubcke  
Program Director.....Van C. Newkirk  
Commercial Manager.....Sydney Gaynor  
Publicity Director.....Mark Finley  
Musical Director.....William Krauth  
Chief Engineer .....Frank Kennedy

**Coverage**

	Daytime	Evening
Population—Primary	2,283,847	2,283,847
Radio Homes—"	693,800	693,800
Population—Secondary	385,823	385,823
Radio Homes—"	96,455	96,455

Source: Joint Committee.

**Representative**

John Blair & Company

# K M T R

"TOP OF THE DIAL"

**LOS ANGELES—EST. 1924**

FREQUENCY: 570 Kc. POWER: 1000 Watts. OWNED BY: KMTR Radio Corp. OPERATED BY: KMTR Radio Corp. BUSINESS ADDRESS: 1000 Cahuenga Blvd. PHONE: Hillside 1161. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 5:00 A.M. to 12:30 P.M. (on unlimited license). NEWS SERVICE: Transradio Press. MAIN: TAIN'S ARTISTS' BUREAU.

## Personnel

President ..... Victor E. Dalton  
 General Manager..... Kenneth O. Tinkham  
 Production Manager..... Mort Werner  
 Musical Director ..... Salvatore Santaella  
 Chief Technician ..... Carrol Hauser

## Representative

Burn-Smith Co.

# K N X

"THE VOICE OF HOLLYWOOD"  
**LOS ANGELES—EST. 1922**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1050 Kc. POWER: 50,000 Watts. OWNED BY: Columbia Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 6121 Sunset Blvd., Columbia Square, Hollywood. PHONE: Hollywood 1212. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Columbia Park, Torrance, Calif. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M.; Sundays, 7:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press, International News Service. ARTISTS' BUREAU: Columbia Management of California, Inc. TRANSCRIPTION SERVICE: Associated Library Service.

## Personnel

General Manager... Donald W. Thornburgh  
 Pacific Coast Sales Manager... Arthur J. Kemp  
 S. Calif. Sales Manager..... Harry W. Witt  
 N. Calif. Sales Manager.... Henry M. Jackson  
 National Network Sales.... William E. Forbes  
 CBS Western Program Director. Charles Vanda  
 KNX-Pacific Network Program

Director ..... Russ Johnston  
 Pacific Network Sales Promotion

Manager..... George L. Moskovics  
 Chief Engineer..... Lester H. Bowman  
 Director of Public Relations..... Fox Case  
 Director of Publicity..... Hal Rorke  
 Traffic Manager..... Alan Cormack  
 Auditor..... Charles D. Ryder, Jr.  
 Assistant Program Director..... Ben Paley  
 Musical Director..... Lud Gluskin  
 Continuity Chief..... Paul Pierce  
 Production Manager..... Edith Todesca  
 Sound Effects Chief..... Alfred Span  
 Managing News Editor..... Nelson Pringle  
 Announcing Supervisor..... William Gay  
 Director of Education... Frances Farmer Wilder

## Coverage

	Daytime	Evening
Population—Primary . . . . .	3,322,600	7,069,700
Radio Homes— " . . . . .	836,030	1,553,920
Population—Secondary .. . . .	2,800,400	4,743,900
Radio Homes— " . . . . .	664,280	1,105,810

Source: Market Research Division of Columbia Broadcasting System.

## Representative

Radio Sales.

# K R K D

**LOS ANGELES—EST. 1927**

FREQUENCY: 1120 Kc. POWER: 2500 watts. d.; 1000 watts. n. OWNED BY: Radio Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 541 South Spring St. PHONE: Tucker 7111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1100 Glendale Blvd. TIME ON THE AIR: Shares Time with KFSG. NEWS SERVICE: United Press.

## Personnel

General Manager..... John A. Driscoll  
 Studio Manager & Program Director  
 Howard R. Bell  
 Publicity Director..... Joe Micciche  
 Chief Engineer..... Willis O. Freitag

## Representative

Joseph Hershey McGillvra.

## (CALL LETTERS UNASSIGNED)\*

**MARYSVILLE—EST. 1940**

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Marysville-Yuba City Broadcasters, Inc. OPERATED BY: Marysville-Yuba City Broadcasters, Inc. BUSINESS ADDRESS: Marysville. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

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

# K Y O S

"THE GATEWAY TO YOSEMITE"  
**MERCED—EST. 1936**

MUTUAL—DON LEE BROADCASTING SYSTEM

FREQUENCY: 1040 Kc. POWER: 250 Watts. OWNED BY: Merced Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Merced. PHONE: 1430-1-2. STUDIO ADDRESS: Merced. TRANSMITTER LOCATION: 2 miles N.E. of Merced on G Street Grade. TIME ON THE AIR: 6:00 A.M. to sunset. NEWS SERVICE: United Press. NEWSPAPER AFFILIATION: Merced Star. TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

President ..... Hugh McClung  
 Station Manager ..... John W. Crews  
 Production Manager-Chief  
 Announcer ..... Charles Kingsley, Jr.  
 Sales Manager ..... John W. Crews  
 Publicity Director ..... Larue Curd  
 Chief Engineer ..... Morton Weibers

**Coverage**

Population—Primary ..... 88,161  
 Population—Secondary ..... 365,321  
 Source: Station estimate.

**Representative**

John Blair & Co.

**K T R B**

"VOICE OF CENTRAL CALIFORNIA"  
**MODESTO—EST. 1934**

FREQUENCY: 740 Kc. POWER: 250 Watts.  
 OWNED BY: T. R. McTammany and Wm. H. Bates, Jr. OPERATED BY: Central California Broadcasters Co. BUSINESS ADDRESS: P. O. Box 405. PHONE: Modesto 774. STUDIO ADDRESS: McHenry and Sylvan Aves. TRANSMITTER LOCATION: McHenry and Sylvan Aves. TIME ON THE AIR: 6:30 A.M. to sunset. NEWS SERVICE: United Press and local news.

**Personnel**

General Manager ..... William H. Bates, Jr.  
 Commercial Manager ..... T. R. McTammany

**Representative**

Walter Biddick Co. and Cox & Tanz

**K D O N**

"MUTUAL'S VOICE FOR THE MONTEREY  
 BAY AREA"  
**MONTEREY—EST. 1935**

DON LEE—MUTUAL

FREQUENCY: 1210 Kc. POWER: 100 Watts.  
 OWNED BY: Monterey Peninsula Broadcasting Co. OPERATED BY: Monterey Peninsula Broadcasting Co. BUSINESS ADDRESS: 275 Pearl Ct. PHONE: 8111. STUDIO ADDRESS: 275 Pearl St., Monterey; Casa Del Rey Hotel, Santa Cruz; 137 Monterey St., Salinas. TRANSMITTER LOCATION: Municipal Wharf, Monterey, Calif. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Monterey Peninsula Herald, Salinas Newspapers, Inc. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President ..... Allen Griffin  
 Station Manager ..... Howard V. Walters  
 Commercial Manager ..... H. V. Walters  
 Chief Announcer ..... Jack Eliassen  
 Publicity Director ..... Bob Pinkerton  
 Chief Engineer ..... Melvin Johnson

**Coverage**

	Daytime	Evening
Population—Primary ....	128,690	97,650
Radio Homes " .....	30,182	22,050

Population—Secondary ..	421,000	336,800
Radio Homes " .....	90,100	72,080

Source: Field intensity survey.

**Representative**

John Blair & Co.

**K L S**

**OAKLAND—EST. 1921**

FREQUENCY: 1280 Kc. POWER: 250 Watts, day and night. OWNED BY: Warner Brothers. OPERATED BY: Same. BUSINESS ADDRESS: 327-21st St. PHONE: Highgate 1212. STUDIO ADDRESS: 327-21st St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 24 hours daily. NEWS SERVICE: International News Service.

**Personnel**

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

**Coverage**

Radio Homes—Primary .....	412,630
Radio Homes—Secondary .....	80,990

Source: Station estimate.

**K L X**

**OAKLAND—EST. 1922**

FREQUENCY: 880 Kc. POWER: 1000 Watts. OWNED BY: Tribune Building Co. OPERATED BY: Tribune Building Co. BUSINESS ADDRESS: Tribune Tower, 13th & Franklin. PHONE: Templebar 6000. STUDIO ADDRESS: Tribune Tower, 13th & Franklin Sts. TRANSMITTER LOCATION: Oakland. TIME ON THE AIR: 7:30 A.M. to 11:30 P.M.; Sundays, 12:00 noon to 11:00 P.M. NEWSPAPER AFFILIATION: The Oakland Tribune. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

Manager ..... Preston D. Allen

**K R O W**

**OAKLAND—EST. 1925**

FREQUENCY: 930 Kc. POWER: 1000 Watts. OWNED BY: Educational Broadcasting Corp. OPERATED BY: Educational Broadcasting Corp. BUSINESS AND STUDIO ADDRESS: Radio Center Bldg., 19th & Broadway. SAN FRANCISCO OFFICE AND STUDIO ADDRESS: Bellevue Hotel. PHONE: Glencourt 6774. PHONE: Ordway 6868. TRANSMITTER LOCATION: 1520 Eighth Ave. TIME ON THE AIR: Unlimited (18 hours, daily). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio.

**Personnel**

President ..... W. I. Dumm  
 Vice-President-General  
 Manager ..... Philip G. Lasky

# CALIFORNIA

## Coverage

	Daytime	Evening
Population—Primary . . . . .	1,920,000	1,920,000
Radio Homes— " . . . . .	460,960	460,960
Population—Secondary . . . . .	212,000	212,000
Radio Homes— " . . . . .	52,200	52,200

Source: Joint Committee.

## Representative

Free & Peters, Inc.

# K P P C

PASADENA—EST. 1924

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Pasadena Presbyterian Church. OPERATED BY: Same. BUSINESS ADDRESS: 585 E. Colorado St. PHONE: Sycamore 3-2193. STUDIO ADDRESS: 585 E. Colorado. TRANSMITTER LOCATION: 585 E. Colorado. TIME ON THE AIR: (Sunday) 9:00 A.M. to 1:00 P.M. & 6:45 P.M. to 9:00 P.M. (Wednesday 7:00 P.M. to 9:30 P.M. Non-Commercial).

## Personnel

Station Manager . . . . . David Black  
 Chief Announcer . . . . . Vincent Parsons  
 Program Director . . . . . Leon Hall  
 Chief Engineer . . . . . N. V. Parsons

## Coverage

	Daytime	Evening
Population—Primary . . . . .	344,000	344,000
Population—Secondary . . . . .	625,000	625,000

Source: Chamber of Commerce.

# K V C V

"VOICE OF THE SHASTA DAM AREA"  
 REDDING—EST. 1936

MUTUAL

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Golden Empire Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 477. PHONE: 900. STUDIO ADDRESS: Highway No. 99. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11 P.M., daily; 8:00 A.M. to 11:00 P.M., Sundays. NEWSPAPER AFFILIATION: Redding Searchlight. TRANSCRIPTION SERVICE: C. P. MacGregor.

## Personnel

President . . . . . Hugh McClung  
 Vice-President . . . . . M. F. Woodling  
 Station Manager . . . . . E. P. Milburn  
 Commercial Manager . . . . . Clyde Wiegand  
 Advertising Manager . . . . . Carl Winther  
 Production Manager-Publicity  
 Director . . . . . Clyde Wiegand  
 Chief Announcer . . . . . E. Dawson  
 Chief Engineer . . . . . Robert Boren

## Coverage

	Daytime	Evening
Population—Primary . . . . .	14,000	17,000
Radio Homes— " . . . . .	3,325*	4,040*

Population—Secondary . . . . .	36,000	32,000
Radio Homes— " . . . . .	8,550*	7,600*

\* Approximation.

Source: Chamber of Commerce; Joint Committee; Mail analysis.

## Representative

John Blair & Company

# K F B K

"THE CAPITOL STATION OF  
 CALIFORNIA"

SACRAMENTO—EST. 1922

NBC (RED & BLUE)—CALIFORNIA

RADIO SYSTEM

FREQUENCY: 1490 Kc. POWER: 10,000 Watts. OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 708 Eye St. PHONE: Main 5000. STUDIO ADDRESS: 708 Eye St. TRANSMITTER LOCATION: Yolo County, California. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: The Sacramento Bee. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

Vice-President . . . . . G. C. Hamilton  
 Station & Business Manager . . . . . Howard Lane  
 Chief Announcer . . . . . Tony Koester  
 Sales Manager . . . . . Leo Ricketts  
 Publicity Director . . . . . H. Jacobsen  
 Musical Director . . . . . George Breece  
 Chief Engineer . . . . . Norman D. Webster

## Coverage

Population—Primary . . . . .	730,000
Radio Homes— " . . . . .	197,000
Population—Secondary . . . . .	276,000
Radio Homes— " . . . . .	79,000

Source: Field intensity survey and mail response analysis.

## Representative

Paul H. Raymer Company

# K R O Y

"THE ROY MILLER STATION"

SACRAMENTO—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Royal Miller. OPERATED BY: Same. BUSINESS ADDRESS: Sacramento Hotel. PHONE: Main 665-6. STUDIO ADDRESS: Sacramento Hotel. TRANSMITTER LOCATION: 14th Ave. & 65th St. TIME ON THE AIR: 7:00 A.M. to 12:30 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President-Owner . . . . . Royal Miller  
 Station Manager . . . . . Will Thompson, Jr.  
 Sales Manager . . . . . D. E. Lundy  
 Chief Engineer . . . . . Milton Cooper

# CALIFORNIA

## Coverage

Population—Primary .....	375,000
Radio Homes— " .....	104,700
Population—Secondary .....	145,000
Radio Homes— " .....	42,000

Source: Mail response analysis.

## Representative

Joseph Hershey McGillvra.  
Walter Biddick & Company (Coast).

# K F X M

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

MUTUAL—DON LEE

FREQUENCY: 1210 Kc. POWER: 100 Watts.  
OWNED BY: J. C. & E. W. Lee. OPERATED BY: Lee Bros. Broadcasting Co. BUSINESS ADDRESS: California Hotel. PHONE: 4761-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 P.M. except Wednesday; Sunday, 1:00 P.M. to 6:45 P.M. and 9:00 P.M. to 12:00 midnight; Wednesday, 6:00 A.M. to 7:00 P.M. and 9:30 to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, Davis & Schwegler.

## Personnel

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

## Coverage

	Daytime	Evening
Population—Primary .....	149,911	106,241
Radio Homes— " .....	41,657	25,379
Population—Secondary .....	49,121	27,491
Radio Homes— " .....	17,278	7,634

Source: Station survey.

## Representative

John Blair & Company

# K F S D

SAN DIEGO—EST. 1926

NBC (Pacific-Blue)

FREQUENCY: 600 Kc. POWER: 1000 Watts.  
OWNED BY: Airtan Radio Corp., Ltd. OPERATED BY: Airtan Radio Corp., Ltd. BUSINESS ADDRESS: U. S. Grant Hotel, 326 Broadway. PHONE: Franklin 6353. STUDIO ADDRESS: U. S. Grant Hotel, 326 Broadway. TRANSMITTER LOCATION: U. S. Grant Hotel, 326 Broadway. TIME ON THE AIR: (daily) 7:00 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President-Station Manager....Thomas E. Sharp  
Assistant Manager.....Sam Lipsell  
Commercial Manager.....John Babcock  
Sales Manager.....John Babcock

Program-Publicity Director ... Leah McMahon  
Musical Director ..... Leah McMahon  
Chief Engineer ..... Harold Hasenbeck

## Coverage

Population—Primary .....	2,591,700
Radio Homes— " .....	825,000

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

## Representative

Paul H. Raymer Company

# K G B

SAN DIEGO—EST. 1931

MUTUAL—DON LEE

FREQUENCY: 1330 Kc. POWER: 1000 Watts (C.P. 5000 Watts). OWNED BY: Don Lee Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 1012 First Ave. PHONE: Franklin 6151. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (daily) 7:00 A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to midnight. NEWS SERVICES: Transradio Press, International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

Genl. Mgr.....Lewis Allen Weiss  
Station Manager.....S. W. Fuller  
Sales Manager.....D. J. Donnelly  
Program Director.....Edgar L. Tidwell  
Chief Engineer.....Milam Cater

## Coverage

	Daytime	Evening
Population—Primary .....	280,000	280,000
Radio Homes— " .....	54,300	54,300

Source: Station survey.

## Representative

John Blair & Co.

# K F R C

SAN FRANCISCO—EST. 1924

MUTUAL—DON LEE BROADCASTING SYSTEMS

FREQUENCY: 610 Kc. POWER: 5,000 Watts, d.; 1,000 Watts, n. OWNED BY: Don-Lee Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 1000 Van Ness Ave. PHONE: Prospect 0100. STUDIO ADDRESS: 1000 Van Ness Ave. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to midnight; Sundays, 8:00 A.M. to midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President .....Thomas S. Lee  
Station Manager.....William D. Pabst  
Commercial Manager.....Ward D. Ingram  
Production Supervisor.....Robert Bence  
Sales-Traffic Manager.....Enes Canata  
Publicity Director.....Phil Stearns



Musical Director.....Cy Trobbe  
 Chief Engineer.....Ernest G. Underwood

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	2,467,010	2,136,890
Radio Homes— " . . . . .	663,120	580,940
Population—Secondary . . . . .	3,270,260	
Radio Homes— " . . . . .	841,710	780,670

Source: Joint Committee.

**Representative**

John Blair & Co.

**K G O**

**SAN FRANCISCO—EST. 1924**  
 NATIONAL BROADCASTING CO.

FREQUENCY: 790 Kc. POWER: 7,500 Watts.  
 OWNED BY: General Electric Co. OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: 111 Sutter St. PHONE: Sutter 1920. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Oakland. TIME ON THE AIR: (daily) 6:30 A.M. to midnight—(Sunday) 7:30 A.M. to midnight. NEWS SERVICE: International News Service and United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Davls & Schwegler.

**Personnel**

President .....Charles Wilson  
 Station Manager.....A. E. Nelson  
 Sales Promotion Manager...Robert McAndrews  
 Program Director.....Glenn Dolberg  
 Production Manager.....Robert Seal  
 Office Manager.....S. P. Dorais  
 Chief Announcer.....Paul Gates  
 Sales Manager.....William B. Ryan  
 Traffic Manager.....George Fuerst  
 Education & Agriculture  
 Director .....Jennings Pierce  
 Publicity Director.....Milton Samuel  
 Musical Director.....Robert Seal  
 Station Engineer.....Curtis D. Peck

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	2,428,600	2,460,500
Radio Homes— " . . . . .	660,900	672,000
Population—Secondary . . . . .	803,300	2,644,600
Radio Homes— " . . . . .	221,500	683,400

Source: NBC circulation airtel method.

**Representative**

National Broadcasting Co., Inc.

**K J B S**

**SAN FRANCISCO—EST. 1925**

KJBS-KQW COMBINATION

FREQUENCY: 1070 Kc. POWER: 500 Watts.  
 OWNED BY: Julius Brunton & Sons Co. OPERATED BY: Julius Brunton & Sons Co. BUSINESS ADDRESS: 1470 Pine St. PHONE: Ordway 4148. STUDIO ADDRESS: 1470 Pine St. TRANSMITTER LOCATION: 1470 Pine St. TIME ON THE AIR: (Mon., Tues., Wed., Thurs., Fri. & Sunday) 10:00 A.M. to local sunset.

(Saturday) 10:30 A.M. to local sunset. NEWS SERVICE: United Press. KJBS News Service. TRANSCRIPTION SERVICE: Standard Radio, Langlois & Wentworth, NAB Library.

**Personnel**

General Manager.....Ralph R. Brunton  
 Manager.....E. P. Franklin

**Coverage**

Population—Primary . . . . .	1,497,000
Radio Homes— " . . . . .	400,000

Source: Field intensity measurements.

**Representative**

Homer Owen Griffith, Los Angeles

**K P O**

"THE VOICE OF THE GOLDEN WEST"  
**SAN FRANCISCO—EST. 1922**

NATIONAL BROADCASTING CO.

FREQUENCY: 680 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 111 Sutter St. PHONE: Sutter 1920. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Belmont. TIME ON THE AIR: (daily) 6:00 A.M. to midnight; (Sunday) 7:00 A.M. to midnight. NEWS SERVICE: International News Service and United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Davis & Schwegler.

**Personnel**

President.....Lenox R. Lohr  
 Station Manager.....A. E. Nelson  
 Sales Promotion Manager...Robert McAndrews  
 Program Director.....Glenn Dolberg  
 Production Manager.....Robert Seal  
 Office Manager.....S. P. Dorais  
 Chief Announcer.....Paul Gates  
 Sales Manager.....William B. Ryan  
 Traffic Manager.....George Fuerst  
 Education & Agriculture

Director .....Jennings Pierce  
 Publicity Director.....Milton Samuel  
 Musical Director.....Robert Seal  
 Station Engineer.....Curtis D. Peck

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	2,736,500	2,624,600
Radio Homes— " . . . . .	741,200	714,100
Population—Secondary . . . . .	293,100	3,034,300
Radio Homes— " . . . . .	80,800	753,300

Source: NBC circulation airtel method (field intensity strength plus mail response).

**Representative**

National Broadcasting Co., Inc.

**K S A N**

"SAN FRANCISCO'S TWENTY-FOUR  
 HOUR STATION"

**SAN FRANCISCO—EST. 1925**

CALIFORNIA RADIO SYSTEM

FREQUENCY: 1420 Kc. POWER: 250 Watts.  
 OWNED BY: Golden Gate Broadcasting Corp.

OPERATED BY: Same. BUSINESS ADDRESS: 1355 Market St. PHONE: Market 8171. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

Station Manager..... S. H. Patterson  
 Assistant Manager..... William C. Grove  
 Sales Manager..... C. E. Hopkins  
 Publicity Director..... Les. Malloy  
 Musical Director..... Dudley Manlove  
 Chief Engineer..... Wm. C. Grove

**Coverage**

	Daytime	Evening
Population—Primary .....	1,561,528	1,561,528
Radio Homes— " .....	391,000	391,000
Population—Secondary .....	1,753,460	1,753,460
Radio Homes— " .....	451,030	451,030

Source: Station survey.

**Representative**

Forjoe & Co.

**K S F O**

**SAN FRANCISCO—EST. 1925**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 560 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: The Associated Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Palace Hotel Bldg., 140 Esse St. PHONE: Garfield 4700. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Islia Creek. TIME ON THE AIR: 18 hours daily. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio, Langlois & Wentworth.

**Personnel**

President..... W. I. Dumm  
 General Manager..... Lincoln Dellar  
 National Sales Manager..... Charles Morin  
 Program Director..... Arthur E. Stowe  
 Publicity Director..... Marie Houlihan  
 Musical Director..... Dick Aurandt  
 Chief Engineer..... R. V. Howard

**Coverage**

	Daytime	Evening
Population—Primary .....	2,152,392	2,179,825
Radio Homes— " .....	635,450	638,860
Population—Secondary .....	566,480	148,575
Radio Homes— " .....	159,720	47,250

Source: Joint Committee; county auditor's estimate (1939).

**Representative**

Free & Peters, Inc.

**K Y A**

"SERVING NORTHERN CALIFORNIA"

**SAN FRANCISCO—EST. 1926**

FREQUENCY: 1230 Kc. POWER: 5,000 Watts, d.; 1,000 Watts, n. OWNED BY: Hearst Ra-

dio, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hearst Bldg. PHONE: Douglas 2536. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Candlestick Point, Bay View Park. TIME ON THE AIR: (daily) 7:00 A.M. to midnight. (Sunday) 8:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: American Newspapers, Inc. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Service.

**Personnel**

President..... J. V. Connolly  
 General Manager..... Reiland Quinn  
 Commercial & Assistant  
 Manager..... Gurden Mooser  
 National Advertising Manager. John Livingston  
 Chief Announcer..... David S. Vaile  
 Publicity Director..... J. Clarence Meyers  
 Musical Director..... Edward Fitzpatrick  
 Chief Engineer..... Paul C. Schulz

**Coverage**

Population—Primary .....	1,552,000
Radio Homes— " .....	457,000
Population—Secondary .....	1,960,000
Radio Homes— " .....	578,000

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

**Representative**

International Radio Sales.

**K Q W**

**SAN JOSE—EST. 1910**

MUTUAL—DON LEE

FREQUENCY: 1010 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Pacific Agricultural Foundation, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: 87 East San Antonio St. PHONE: Ballard 2616. STUDIO ADDRESS: 87 East San Antonio St. TRANSMITTER LOCATION: Alviso Bay. SAN FRANCISCO OFFICE AND STUDIO ADDRESS: 1470 Pine St. PHONE: Ordway 4148. TIME ON THE AIR: 6:15 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: San Jose Mercury Herald. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Program Library, Davis & Schwegler.

**Personnel**

President..... Ralph R. Brunton  
 General Manager..... C. L. McCarthy  
 Sales Manager..... H. O. Fiebig

**Coverage**

	Daytime	Evening
Population—Primary .....	2,834,542	2,834,542
Radio Homes— " .....	545,870	545,870

Source: Joint Committee; Chamber of Commerce.

**Representative**

Joseph Hershey McGillvra

# K V E C

**SAN LUIS OBISPO—EST. 1937**

**MUTUAL—DON LEE**

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Christina M. Jacobson, tr. as The Valley Electric Co. OPERATED BY: The Valley Electric Co. BUSINESS ADDRESS: Mt. View and Hill Sts. PHONE: San Luis Obispo 134. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Roosevelt Highway, California Polytechnic property. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 12:00 Midnight, Sundays. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

Manager ..... Les Hacker  
Commercial Manager ..... John C. Clifton  
Sales Manager ..... Jack Wasson  
Program Director ..... Aram Rejebian  
Chief Announcer ..... H. Fleming Wood

## Coverage

Population—Primary\* ..... 74,033  
Radio Homes— " ..... 17,763

\* San Luis Obispo County and parts of Santa Barbara, Monterey, King, Kern and Fresno counties.

Source: Station survey.

## Representative

John Blair & Co.

# K V O E

"THE VOICE OF THE ORANGE EMPIRE"

**SANTA ANA—EST. 1926**

**DON LEE—MUTUAL**

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

## Personnel

President and General Manager, Ernest L. Spencer  
Commercial Manager ..... Ed McCaffrey  
Merchandising & Promotion  
Manager ..... Vic Rowland  
Chief Engineer ..... Wallace S. Wiggins

## Coverage

Population—Primary ..... Evening  
Radio Homes— " ..... 580,000  
..... 117,500

Source: U. S. Census.

## Representative

John Blair & Company

# K D B

"THE VOICE OF SANTA BARBARA"

**SANTA BARBARA—EST. 1929**

**MUTUAL—DON-LEE BROADCASTING SYSTEMS**

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Santa Barbara Broadcasters, Ltd. OPERATED BY: Don Lee Broadcasting System. BUSINESS ADDRESS: 15 E. Haley. PHONE: 4131. STUDIO ADDRESS: 15 E. Haley. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President ..... Thomas S. Lee  
Station Manager ..... Earl Pollock  
Production Manager & Chief  
Announcer ..... Robert Boyd  
Sales Manager ..... Arthur Manuel  
Chief Engineer ..... Robert Arne

## Coverage

	Daytime	Evening
Population—Primary	118,400	118,400
Radio Homes— " "	37,000	37,000
Population—Secondary	26,000	26,000
Radio Homes— " "	8,000	8,000

Source: Station survey.

## Representative

John Blair & Co.

# K T M S

**SANTA BARBARA—EST. 1937**

**NATIONAL BROADCASTING CO.**

**CALIFORNIA RADIO SYSTEM**

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

## Personnel

Manager ..... Frank V. Webb  
Program Director ..... William Sanford

## Coverage

	Daytime	Evening
Population—Primary	138,958	138,958
Radio Homes— " "	34,450	34,450

Source: U. S. Census.

## Representative

Weed & Company

**K S R O**

SANTA ROSA—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: The Press Democrat Publishing Co. OPERATED BY: The Press Democrat Publishing Co. BUSINESS ADDRESS: Press Democrat Bldg. PHONE: Santa Rosa 110. STUDIO ADDRESS: 427 Mendocino Ave. TRANSMITTER LOCATION: Vallejo & Fresno Sts. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M., daily; 8:00 A.M. to 10:00 P.M., Sundays. NEWS-PAPER AFFILIATION: Santa Rosa Press-Democrat, Santa Rosa Republican. NEWS SERVICE: United Press, International News Service, Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President..... E. L. Finley  
 Manager ..... Wilt Gunzendorfer

**Coverage**

	Daytime	Evening
Population—Primary .....	34,495	34,495
Radio Homes— " .....	15,710	15,710
Population—Secondary ..	32,985	32,985
Radio Homes— " .....	14,145	14,145

Source: Mail response survey.

**Representatives**

Joseph Hershey McGillvra  
 Walter Biddick Co.

**CALIFORNIA  
 RADIO  
 EXECUTIVES  
 READ  
 RADIO  
 DAILY  
 REGULARLY**

**K G D M**

STOCKTON—EST. 1928

FREQUENCY: 1100 Kc. POWER: 1000 Watts. OWNED BY: E. F. Peffer. OPERATED BY: E. F. Peffer. STUDIO ADDRESS: 42 S. California St. TRANSMITTER LOCATION: South of Stockton. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

Manager..... Joe D. Carroll  
 Program Director..... Lillian Best Parkin

**K W G**

"VOICE OF SAN JOAQUIN VALLEY"

STOCKTON—EST. 1921

NBC (RED AND BLUE) & CALIFORNIA RADIO SYSTEM

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

**Personnel**

President..... Guy C. Hamilton  
 Station & Sales Manager..... George Ross  
 Chief Announcer..... Howard Thurston  
 Chief Engineer..... Russell Bennett

**Representative**

Paul H. Raymer Company

**K T K C**

VISALIA—EST. 1937

FREQUENCY: 890 Kc. POWER: 1000 Watts. OWNED BY: Tulare-Kings Counties Radio Assoc. OPERATED BY: Same. BUSINESS ADDRESS: Visalia, P. O. Box 511. PHONE: 574-5. STUDIO ADDRESS: Visalia. TRANSMITTER LOCATION: 1½ miles south of Visalia. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M., daily except Saturday; 6:00 A.M. to 12:00 midnight, Saturdays. NEWS SERVICE: United Press. NEWSPAPER AFFILIATIONS: Time-Delta-Visalia Recorder, Porterville, Times & Advance Register, Tulare; Sentinel & Journal, Hanford. TRANSCRIPTION SERVICE: C. P. MacGregor, Langworth, NBC Thesaurus.

**Personnel**

General Manager..... Chas. A. Whitmore  
 Station Manager..... Chas. P. Scott

## CALIFORNIA — COLORADO

Sales Manager.....Milliard Kibbe  
 Program Director.....Charles B. Foll  
 Chief Announcer.....Sheldon Anderson  
 Chief Engineer.....Bert Williamson

### Coverage

	Daytime	Evening
Population—Primary .....	455,400	350,000
Radio Homes— " .....	93,650	
Population—Secondary ..	*750,000	

\* Approximation.

### Representative

John Blair & Company

# K H U B

"THE VOICE OF THE MONTEREY  
 BAY AREA"

WATSONVILLE—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 Watts.  
 OWNED BY: John P. Scripps. OPERATED BY:  
 Same. BUSINESS ADDRESS: P. O. Box 349.  
 PHONE: 1700-1. STUDIO ADDRESS: Watson-  
 ville. TIME ON THE AIR: 7:00 A.M. to 11:00  
 P.M., daily; 8:00 A.M. to 10:00 P.M., Sundays.  
 NEWSPAPER AFFILIATION: Watsonville Reg-  
 ister-Pajaronian. NEWS SERVICE: Associated  
 Press. TRANSCRIPTION SERVICE: World  
 Broadcasting System.

### Personnel

Manager.....M. S. Walker  
 Production Manager.....Jack R. Wagner  
 Chief Announcer.....Gordon Roth  
 Publicity Director.....Phil Bernhelm  
 Musical Director.....Helen Farrell  
 Women's Director.....Helen Farrell  
 Chief Engineer.....Jack R. Wagner

### Representative

Walter Biddick Co.

# COLORADO

Population 1,071,000

Number of Families 288,000

Number of Radio Homes 233,500

Retail Sales \$332,814,900

Auto Registrations 341,000

# K G I W

"THE VOICE OF THE GREAT SAN LUIS  
 VALLEY"

ALAMOSA—EST. 1929

FREQUENCY: 1420 Kc. POWER: 100 Watts.  
 OWNED BY: E. L. Allen. OPERATED BY: E. L.  
 Allen. BUSINESS ADDRESS: Alamosa, Colo.  
 PHONE: Alamosa 26. STUDIO ADDRESS:  
 Alamosa and Monte Vista. TRANSMITTER LO-  
 CATION: East Alamosa, Colo. TIME ON THE  
 AIR: 7:30 A.M. to 9:30 P.M. NEWS SERVICE:  
 Transradio Press. TRANSCRIPTION SERVICE:  
 C. P. MacGregor, Standard Radio.

### Personnel

Owner.....E. L. Allen  
 News Editor.....John R. Thomas  
 Chief Engineer.....Will M. Thomas

# K V O R

"VOICE OF THE ROCKIES"

COLORADO SPRINGS—EST. 1922

CBS

FREQUENCY: 1270 Kc. POWER: 1000 Watts.  
 OWNED BY: Outwest Broadcasting Co. OP-

ERATED BY: Same. BUSINESS ADDRESS:  
 Antlers Hotel. PHONE: Main 278. STUDIO  
 ADDRESS: Same. TRANSMITTER LOCATION:  
 Platte Ave. east of city limits. TIME ON THE  
 AIR: 6:45 A.M. to midnight. NEWSPAPER AF-  
 FILIATIONS: Colorado Springs Gazette & Tele-  
 graph. NEWS SERVICE: Associated Press.  
 TRANSCRIPTION SERVICES: NBC Thesaurus,  
 Standard Radio, & Lang-Worth Features.  
 MAINTAINS ARTISTS BUREAU.

### Personnel

President.....E. K. Gaylord  
 Station Manager.....Hugh B. Terry  
 Artists Bureau Head.....Duane Osborn  
 Program and Publicity  
 Director.....Lucille Santarelli  
 Musical Director.....Arbor Fuller  
 Chief Engineer.....Cozine Strang

### Coverage

Population—Primary .....	166,000
Radio Homes— " .....	38,000
Population—Secondary .....	59,300
Radio Homes— " .....	11,500

Source: Mail response analysis.

### Representative

The Katz Agency

# EXCLUSIVE

ON **K F E L**

IN **DENVER**

## **MUTUAL NETWORK CO-OPERATIVE PROGRAMS**

offer EXCLUSIVE sponsorship identification with the major audience of live coast-to-coast network programs like these:

**THE SHADOW**

**THE LONE RANGER**

**FULTON LEWIS, JR.**

**THE JOHNSON FAMILY**

**SHOW OF THE WEEK**

**KEEP FIT TO MUSIC**

**MARRIAGE LICENSE ROMANCES**



Complete information, availabilities and low pro-rata talent costs on request to:

**GENE O'FALLON — KFEL, Manager**

*OR ASK A JOHN BLAIR MAN*

# K F E L

"THE NEW CRY OF THE OLD WEST"

**DENVER—EST. 1923**

MUTUAL  
COLORADO NETWORK

FREQUENCY: 920 Kc. POWER: 1000 Watts.  
OWNED BY: Eugene P. O'Fallon, Inc. OPERATED BY: Eugene P. O'Fallon, Inc. BUSINESS ADDRESS: Albany Hotel. PHONE: Keystone 0178. STUDIO ADDRESS: Albany Hotel. TRANSMITTER LOCATION: 5580 West 20th Ave. TIME ON THE AIR: 5:30 A.M. to 1:00 A.M., daily; 7:00 A.M. to 1:00 A.M., Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth, Standard Radio, Davis & Schwegler.

### Personnel

President-Station Manager.....Gene O'Fallon  
Director.....Frank Bishop  
Commercial Manager.....Holly Moyer  
Traffic Manager.....Don McCaig  
News Service Manager.....Bill Welsh  
Chief Announcer.....Herb Trackman  
Chief Engineer.....J. P. Veatch

### Coverage

	Daytime	Evening
Population—Primary .....	526,445	526,445
Radio Homes— " .....	125,786	124,780
Population—Secondary .....	323,300	526,445
Radio Homes— " .....	162,230	125,780

Source: Mail analysis.

### Representative

John Blair & Company

# K L Z

"PIONEER BROADCASTING STATION  
OF THE WEST"

**DENVER—EST. 1920**

COLUMBIA BROADCASTING SYSTEM

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

### Personnel

President.....E. K. Gaylord  
Station Manager.....F. W. Meyer  
Sales Manager.....Fred L. Allen  
Program Director.....Arthur Wuth  
Production Manager.....Howard R. Chamberlain  
Promotion Director.....Charles Inglis  
Musical Director.....Les Weelans  
Chief Engineer.....T. A. McClelland

### Coverage

	Daytime	Evening
Population—Primary .....	1,286,193	1,051,055
Radio Homes— " .....	255,000	214,990

Source: U. S. Census; Joint Committee.

### Representative

The Katz Agency

# K M Y R \*

**DENVER—EST. 1939**

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: F. W. Meyer. OPERATED BY: F. W. Meyer. BUSINESS ADDRESS: Denver. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

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

# K P O F

**DENVER—EST. 1928**

FREQUENCY: 880 Kc. POWER: 1000 Watts. OWNED BY: Pillar of Fire (A Corporation). OPERATED BY: Pillar of Fire (A Corporation) BUSINESS ADDRESS: 1845 Champa St. STUDIO ADDRESS: 1845 Champa St.

# K V O D

"THE VOICE OF DENVER"  
**DENVER—EST. 1925**

NATIONAL BROADCASTING CO.

FREQUENCY: 630 Kc. POWER: 1000 Watts. OWNED BY: Colorado Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: Tenth Floor, Midland Savings Bldg. PHONE: Tabor 2291. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Pecos St., North of Denver. TIME ON THE AIR: 6:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Associated Library, Davis & Schwegler.

### Personnel

President and General Manager....W. D. Pyle  
Secretary-Treasurer.....T. C. Ekrem  
Station & Commercial Manager....T. C. Ekrem  
Chief Announcer.....J. E. Finch  
Publicity Director.....B. H. Stanton  
Musical Director.....J. E. Finch  
Chief Operator.....D. Garretson

### Coverage

	Daytime	Evening
Population—Primary .....	761,025	524,260
Radio Homes— " .....	172,960	119,150
Population—Secondary .....	434,280	185,460
Radio Homes— " .....	98,700	42,150

Source: U. S. Census; Joint Committee.

### Representative

Edward Petry & Co.

So The Advertiser May Know WHICH Station Is

# FIRST in DENVER

*in Everything*

POWER • AUDIENCE • SHOWMANSHIP  
PROGRAMS • ADVERTISING • SALES RESULTS  
*in* **AUDIENCE**

Vast audiences throughout the nation follow with keen interest the great NBC Red Network programs which lead America in popularity polls. On KOA these same most popular programs in America also assure you of audience superiority.

To make doubly sure, 8,000,000 yearly screen impressions in Denver's 12 leading movie theaters constantly remind 160,000 weekly theater fans in Denver of KOA's splendid programs. In addition, from time to time KOA trailers likewise are run in 97 Fox Intermountain Theaters throughout Colorado and portions of Wyoming, Kansas, Nebraska, New Mexico, and Utah.

Thus, in addition to all other values, you find the West's greatest listening audience on this 50,000 watt station.

# KOA

**NATIONAL BROADCASTING COMPANY**

*A Radio Corporation of America Service*

**WORLD'S GREATEST BROADCASTING SYSTEM**

BOSTON-SPRINGFIELD

WBZ & WBZA

CHICAGO—WENR & WMAQ

CLEVELAND—WTAM

DENVER—KOA

NEW YORK—WEAF & WJZ

PHILADELPHIA—KYW

PITTSBURGH—KDKA

SAN FRANCISCO—KGO & KPO

SCHENECTADY—WGY

WASHINGTON, D. C.—WMAL & WRC



# K O A

**DENVER—EST. 1924**

**NATIONAL BROADCASTING CO.**

**FREQUENCY:** 830 Kc. **POWER:** 50,000 Watts. **OWNED BY:** General Electric Co. **OPERATED BY:** National Broadcasting Co. **BUSINESS ADDRESS:** 1625 California St. **PHONE:** Main 6211. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Aurora, Colo. **TIME ON THE AIR:** 6:00 A.M. to 12:00 Mid'night. **NEWS SERVICE:** Denver Post. **TRANSCRIPTION SERVICES:** NBC Thesaurus. **MAINTAINS ARTISTS BUREAU.**

## **Personnel**

**President** ..... Charles Wilson  
**General Manager** ..... Lloyd E. Yoder  
**Assistant Manager** ..... Robert H. Owen  
**Program Director** ..... Clarence C. Moore  
**Promotion & Publicity Director** ..... James MacPherson  
**Sales Manager** ..... A. W. Crapsey  
**Artists Bureau Head** ..... Duncan McCall  
**Chief Engineer** ..... Robert H. Owen

## **Coverage**

	Daytime	Evening
Population—Primary	1,099,400	1,113,400
Radio Homes—"	239,200	249,100
Population—Secondary	568,200	3,255,100
Radio Homes—"	44,100	201,500

Source: NBC Area method of field strength measurements and mail response analysis.

## **Representative**

National Broadcasting Co., Inc.

# K I U P

**DURANGO—EST. 1935**

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

## **Personnel**

**Station Manager** ..... Raymond M. Beckner  
**Chief Engineer** ..... G. L. Schmehl

## **Coverage**

	Daytime	Evening
Population—Primary	50,000	50,000
Radio Homes—"	10,340	10,340
Population—Secondary	125,000	125,000
Radio Homes—"	30,000	30,000

Source: Field intensity survey and mail response analysis.

# K F X J

**GRAND JUNCTION—EST. 1926**

**MUTUAL BROADCASTING SYSTEM  
 COLORADO NETWORK**

**FREQUENCY:** 1200 Kc. **POWER:** 250 Watts. **OWNED BY:** R. G. Howell and Chas. Howell doing business as Western Slope Broadcasting Co. **OPERATED BY:** Western Slope Broadcasting Co. **BUSINESS ADDRESS:** La Court Hotel. **PHONE:** Grand Junction 126. **STUDIO ADDRESS:** La Court Hotel and Hillcrest Manor. **TRANSMITTER LOCATION:** Hillcrest Manor. **TIME ON THE AIR:** 7:00 A.M. to 12:00 midnight; Sunday, 11:00 A.M. to 12:00 midnight. **NEWS SERVICE:** Transradio Press, Radio News Association, Associated Press. **TRANSCRIPTION SERVICE:** C. P. MacGregor, World Broadcasting System.

## **Personnel**

**General Manager** ..... Rex Howell  
**Secretary-Treasurer** ..... Chas. Howell  
**Chief Engineer** ..... Fred Mendenhall

## **Coverage**

**Radio Homes—Primary** ..... 15,000  
 Source: Field strength measurements.

# K F K A

**GREELEY—EST. 1922**

**MUTUAL BROADCASTING SYSTEM  
 COLORADO RADIO NETWORK**

**FREQUENCY:** 880 Kc. **POWER:** 1000 Watts, d.; 500 Watts, n. **OWNED BY:** Mid-Western Radio Corp. **OPERATED BY:** Mid-Western Radio Corp. **BUSINESS ADDRESS:** 620 Eighth Ave. **PHONE:** 450-1. **STUDIO ADDRESS:** 620 Eighth Ave. **TRANSMITTER LOCATION:** Hoover Park. **TIME ON THE AIR:** 5:30 A.M. to 7:15 A.M., 9:00 A.M. to 2:30 P.M., 4:30 P.M. to 6:30 P.M. and 8:30 P.M. to 12:30 A.M., daily; 9:00 A.M. to 11:00 A.M., 12:30 P.M. to 3 P.M., 4:30 P.M. to 6:00 P.M. and 9:00 P.M. to 12:00 Midnight, Sundays. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** C. P. MacGregor.

## **Personnel**

**Managing Director** ..... H. E. Green

## **Coverage**

	Daytime
Population—Primary	983,170
Radio Homes—"	230,180

Source: U. S. Census; Joint Committee.

## **Representative**

Bassler & Co.

# K O K O

**LA JUNTA—EST. 1937**

**FREQUENCY:** 1370 Kc. **POWER:** 100 Watts. **OWNED BY:** The Southwest Broadcasting Co. **OPERATED BY:** The Southwest Broadcasting Co. **BUSINESS ADDRESS:** Box 225. **PHONE:** 42. **STUDIO ADDRESS:** La Junta. **TRANSMITTER LOCATION:** La Junta. **TIME ON THE AIR:** 6:00 A.M. to 9:30 P.M. **NEWS SERVICES:** Radio News Assn. **TRANSCRIPTION SERVICE:** Standard Radio.

# More "REACH" For Your Money

A new antenna system is at work for WTIC advertisers in 1940. Giving our 50,000 Watts—and your money—greater "reach" than ever.

Our area of full-strength reception has been extended to 10,000 square miles, including a primary population of 2,570,000—a notable increase over our former 6,000 square mile primary area embracing 1,863,570 people.



## BETTER RECEPTION

Not only has our new equipment extended our "reach" but it also has brought a marked improvement in reception quality and in fidelity of tone.

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

## REACHING UP AND OUT

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

IN SOUTHERN NEW ENGLAND WTIC RATES

# FIRST

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

# WTIC

50,000 WATTS · HARTFORD, CONN.

The Station With the Friendly Audience

The Travelers Broadcasting Service Corporation  
Member NBC Red Network and Yankee Network  
Representatives: Weed & Company  
New York Chicago Detroit San Francisco

**COLORADO — CONNECTICUT**

**Personnel**

Station Manager.....Leonard E. Wilson  
 Commercial Manager.....R. B. Miller  
 Chief Announcer.....Jack Lund  
 Chief Engineer.....Jack Lund

**K I D W**

**LAMAR—EST. 1932**

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

**Personnel**

General Manager.....Harold Anderson

**K G H F**

**PUEBLO—EST. 1928**

NATIONAL BROADCASTING CO.  
 (BLUE & RED)

FREQUENCY: 1320 Kc. POWER: 500 Watts.

OWNED BY: Curtis P. Ritchie. OPERATED BY: Same. BUSINESS ADDRESS: 113 Broadway. PHONE: 3877. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Maryland & Lake Aves. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Local paper tieup (A.P.). TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor.

**Personnel**

Owner.....Curtis P. Ritchie  
 Station Manager.....J. H. McGill  
 Commercial Manager.....Maxson I. Bevans  
 Program Director.....Fred Amos  
 Chief Engineer.....George Ikelman

**K G E K**

**STERLING—EST. 1926**

FREQUENCY: 1200 Kc. POWER: 100 Watts.  
 OWNED BY: Elmer G. Beehler. OPERATED BY: Elmer G. Beehler. BUSINESS ADDRESS: Fleming Road. PHONE: 679. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 11:30 A.M. to 1:30 P.M. daily, and Tuesdays and Fridays 7:15 P.M. to 8:45 P.M.; Sunday, 11:00 A.M. to 12:15 P.M. and 2:30 P.M. to 3:30 P.M. TRANSCRIPTION SERVICE: C. P. MacGregor.

**CONNECTICUT**

Population 1,741,000

Number of Families 437,000

Number of Radio Homes 402,100

Retail Sales \$612,394,200

Auto Registrations 444,590

**W I C C**

**BRIDGEPORT (New Haven)—  
 EST. 1926**

NBC (BLUE)—YANKEE—COLONIAL  
 FREQUENCY: 600 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: The Yankee Network, Inc. OPERATED BY: The Yankee Network, Inc. BUSINESS ADDRESS: Hotel Stratfield. PHONE: 6-1121. STUDIO ADDRESS: Hotel Stratfield, 1110 Chapel St., New Haven. TRANSMITTER LOCATION: Pleasure Beach. TIME ON THE AIR: 6:00 A.M. to 2:00 A.M. NEWS SERVICES: International News Service, Yankee Network News Service. TRANSCRIPTION SERVICES: Associated Library, Davis & Schwegler. AFFILIATED with Yankee Network Artists' Bureau.

**Personnel**

President.....John Shepard 3rd  
 Vice-President in Charge of  
 Station Operations.....R. L. Harlow

Supervisor, New Haven  
 Studios.....Judson LaHaye  
 Station Manager.....Joseph Lopez  
 Sales Manager.....Fred Rowe  
 Publicity Director and  
 Program Director.....Florence Ballou  
 Chief Engineer.....Garo Ray

**Coverage**

	Daytime	Evening
Population—Primary .....	803,320	517,757
Radio Homes—" .....	184,764	119,064

Source: Field intensity measurements.

**Representative**

Edward Petry & Co., Inc.

**W T H T**

**HARTFORD—EST. 1936**

**MUTUAL—COLONIAL**

FREQUENCY: 1200 Kc. POWER: 100 Watts (C.P. 250 Watts, d.). OWNED BY: The Hart-



**DAY IN**



**DAY OUT**

**YOUR BEST BUY  
IN THIS MARKET**

Pick your radio station the way your listeners do, according to the programs! Better than any claims, current program ratings show a station's popularity and point to WDRC, basic CBS outlet, as the best buy in this market.

**IF YOU WANT MORE THAN PROGRAMMING**

ADD WDRC's signal and prestige. In WDRC's Good Listening Area, there's a total population of 1,548,109. These people know WDRC as Connecticut's Pioneer Broadcaster (established in 1922), know too that WDRC consistently has showed the way for radio in Connecticut.

WDRC is exclusively a radio organization, and WDRC will continue to pioneer the improvements which are technically sound and in the public interest.

Look to WDRC for the best in radio, day in, day out.



**WDRC**

**HARTFORD**  
CONNECTICUT'S PIONEER BROADCASTER  
1330 ON YOUR DIAL

# CONNECTICUT

ford Times. OPERATED BY: Same. BUSINESS ADDRESS: 983 Main St. PHONE: 7-6481. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to midnight; Sunday, 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: The Hartford Times. NEWS SERVICES: Associated Press and Yankee Network News. TRANSCRIPTION SERVICES: Associated Music Publishers, Standard Radio.

## Personnel

Station Manager ..... Cedric W. Foster  
 Commercial Manager..... C. Glover Delaney  
 Program Director..... Laureat H. Martineau  
 Chief Engineer ..... Richard K. Blackburn

## Coverage

Population—Primary .....	262,000
Radio Homes— " .....	60,600
Population—Secondary .....	198,000
Radio Homes— " .....	45,500

Source: Field intensity measurements.

## Representative

J. P. McKinney & Son

# W D R C

"THE ADVERTISING TEST STATION IN  
 THE ADVERTISING TEST CITY"

HARTFORD—EST. 1922

COLUMBIA BROADCASTING SYSTEM

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

## Personnel

President and Station  
 Manager ..... Franklin M. Doolittle  
 Commercial & Advertising  
 Manager..... Wm. F. Malo  
 Program Manager-Publicity  
 Director ..... Walter Haase  
 Chief Engineer..... Italo Martino

## Coverage

	Daytime
Population—Primary .....	1,548,109
Radio Homes— " .....	341,959

Source: Station survey.

## Representative

Paul H. Raymer Co.

# W T I C

HARTFORD—EST. 1925

NBC (RED)—YANKEE NETWORK

FREQUENCY: 1040 Kc. POWER: 50,000 Watts. OWNED BY: Travelers Indemnity Co. OPERATED BY: Travelers Broadcasting Service Corp. BUSINESS ADDRESS: 26 Grove St.

PHONE: Hartford 2-3181. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Avon. TIME ON THE AIR: (Daily) 6:00 A.M. to 1:00 A.M.; (Sunday) 8:45 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System, Davis & Schwegler, Lang-Worth, Miller Transcription Tape.

## Personnel

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

## Coverage

	Daytime
Population—Primary .....	1,863,570
Radio Homes— " .....	431,200
Population—Secondary .....	1,788,430
Radio Homes— " .....	416,860

Source: U. S. Census; Joint Committee.

## Representative

Weed & Company  
 (See Page 336)

# W N B C

"CENTRAL CONNECTICUT STATION"  
 NEW BRITAIN-HARTFORD—

EST. 1935

NBC—BLUE

FREQUENCY: 1380 Kc. POWER: 1000 Watts. OWNED BY: State Broadcasting Corp. OPERATED BY: State Broadcasting Corp. BUSINESS ADDRESS: 147 Main St. and 54 Pratt St., Hartford. PHONE: 240-1 and 7-9131. STUDIO ADDRESS: 147 Main St. and 54 Pratt St., Hartford. TRANSMITTER LOCATION: Newington. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sunday, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Library.

## Personnel

President..... Patrick J. Goode  
 Vice-President ..... Harold Lafount  
 Treasurer ..... Rosalyn Richman  
 General Manager..... Richard W. Davis  
 Program Director..... Doris Peck  
 Commercial Manager.. Laurence C. Edwardson

## Representative

Headley-Reed Company

# W E L I

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

FREQUENCY: 930 Kc. POWER: 500 Watts, d.; 250 Watts, n. OWNED BY: Patrick J. Goode. OPERATED BY: City Broadcasting Corp. BUSINESS ADDRESS: 221 Orange St. PHONE:

# CONNECTICUT

8-1133. STUDIO ADDRESS: 221 Orange St. TRANSMITTER LOCATION: Hamden, Conn. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President.....Patrick J. Goode  
 Manager.....James T. Milne  
 Artists' Bureau Head.....Marion Reynolds  
 Chief Announcer.....Charles Wright  
 Publicity Director.....Vincent E. Palmeri  
 Musical Director.....Marion Reynolds  
 Chief Engineer.....J. Gordon Keyworth

## Coverage

Population—Primary.....1,200,000  
 Radio Homes— ".....276,000  
 Population—Secondary.....2,500,000  
 Radio Homes— ".....315,000

Source: Field strength measurements.

## Representative

Gene Furgason & Co.

# W N L C

"THE FRIENDLY VOICE OF THE THAMES"

NEW LONDON—EST. 1936

YANKEE-COLONIAL-MUTUAL

FREQUENCY—1500 Kc. POWER: 100 Watts. OWNED BY: Thames Broadcasting Corp. OPERATED BY: Thames Broadcasting Corp. BUSINESS ADDRESS: Mohican Hotel. PHONE: New London 4900. STUDIO ADDRESS: Mohican Hotel. TRANSMITTER LOCATION: Winthrop Point. TIME ON THE AIR: 7:30 A.M. to Midnight. NEWS SERVICE: Yankee Network News Service. MAINTAINS ARTISTS' BUREAU.

## Personnel

President.....R. L. Morey  
 Station Manager.....G. J. Morey  
 Commercial & Advertising Manager.....Ivon B. Newman  
 Artists' Bureau Head.....Len Stevens  
 Publicity Director.....Edwin J. Morey  
 Musical Director.....Richard Benvenuti  
 Chief Engineer.....Francis C. Garufy

## Coverage

	Daytime	Evening
Population—Primary .....	192,090	192,090
Radio Homes— " .....	30,575	30,575
Population—Secondary .....	32,240	
Radio Homes— " .....	6,934	

Source: U. S. Census.

# W A T R

"VOICE OF WATERBURY"  
 WATERBURY—EST. 1934  
 MUTUAL—COLONIAL—YANKEE

FREQUENCY: 1290 Kc. POWER: 250 Watts. OWNED BY: WATR Co., Inc. OPERATED BY: WATR Co., Inc. BUSINESS ADDRESS: 71 Grand St. PHONE: 3-5161. STUDIO ADDRESS: 71 Grand St. TRANSMITTER LOCATION: Baldwin Ave. TIME ON THE AIR: 8:00 A.M. to 12:00 Midnight. NEWS SERVICE: Yankee Network News Service. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

## Personnel

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

## Coverage

	Daytime	Evening
Population—Primary .....	178,813	178,813
Population—Secondary .....	268,298	268,298

Source: Field intensity measurements.

## Representative

Gene Furgason & Co.

# W B R Y

"THE PIONEER HIGH FIDELITY BROADCASTING STATION"  
 WATERBURY-NEW HAVEN

EST. 1934

CBS

FREQUENCY: 1530 Kc. POWER: 1000 Watts. OWNED BY: American-Republican, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 136 Grand St., Waterbury—152 Temple St., New Haven. PHONE: Waterbury 3-1125—New Haven 7-1243. TIME ON THE AIR: 8:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Waterbury Republican and Waterbury American. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President.....W. J. Pape  
 Station Manager.....E. J. Frey  
 Program Director.....Jack Henry  
 Manager—New Haven Office.....D. E. Halpern  
 Chief Engineer.....S. E. Warner

## Coverage

Population—Primary .....	478,000
Radio Homes— " .....	116,000
Population—Secondary .....	240,000
Radio Homes— " .....	59,000

Source: Field intensity survey.

## Representative

Joseph Hershey McGillvra

# DELAWARE

Population 261,000

Number of Families 67,000

Number of Radio Homes 57,600

Retail Sales \$84,564,700

Auto Registrations 66,500

## WDEL

WILMINGTON—EST. 1922

NBC—MASON-DIXON GROUP

FREQUENCY: 1120 Kc. POWER: 1000 watts, d.; 250 watts, n. OWNED BY: WDEL, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 10th and King Sts. PHONE: 7268. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Governor Printz Boulevard. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

### Persomel

Station & Commercial

Manager.....J. Gorman Walsh  
Program Manager.....Edw. Browning  
Publicity Director.....Lonny Starr

### Coverage

	Daytime	Evening
Population—Primary .....	3,817,944	879,242
Radio Homes— " .....	832,866	193,264

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

### Representative

Paul H. Raymer Co.

## WILM

WILMINGTON—EST. 1922

MBS—INTERCITY NETWORK

MASON-DIXON GROUP

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Delaware Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 920 King St. PHONE: 7268. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Governor Printz Blvd. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth.

### Persomel

Station & Commercial

Manager.....J. Gorman Walsh  
Program Manager.....Sidney Horwitz  
Publicity Director.....Harvey Smith

### Coverage

	Daytime	Evening
Population—Primary .....	541,467	319,810
Radio Homes— " .....	108,004	66,316

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

### Representative

Paul H. Raymer Co.

# 4,359,772 EARS

*in Delaware, Maryland, New Jersey, Pennsylvania*

CAN TUNE

# WDEL

1120 Kc—1000 Watts

## NBC BASIC RED NETWORK

Careful Network and Local Programming With a Clear Signal Means a Big Percentage of Ears in This Rich Territory Are Actually Tuned to WDEL Regularly Every Day.

# DISTRICT OF COLUMBIA

Population 627,000

Number of Families 168,000

Number of Radio Homes 152,900

Retail Sales \$363,894,300

Auto Registrations 170,000

## W J S V

"COLUMBIA'S STATION FOR THE NATION'S CAPITAL"

WASHINGTON, D. C.—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1460 Kc. POWER: 50000 Watts.  
 OWNED BY: Columbia Broadcasting System.  
 OPERATED BY: Columbia Broadcasting System.  
 BUSINESS ADDRESS: 817 Earle Bldg. PHONE: Metropolitan 3200. STUDIO ADDRESS: 817 Earle Bldg. TRANSMITTER LOCATION: Wheaton, Md. TIME ON THE AIR: (daily) 7:00 A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

General Manager.....A. D. Willard, Jr.  
 Commercial Manager...William D. Murdock  
 Sales Promotion Director.....John Heiney

Program Director.....Lloyd W. Dennis, Jr.  
 Public Events Director.....Ann Gillis  
 Publicity Director.....William J. Slocum, Jr.  
 Auditor.....Harry R. Crow  
 Chief Engineer.....Clyde Hunt

### Coverage\*

	Daytime	Evening
Population—Primary	958,500	801,200
Radio Homes— " "	187,760	163,870
Population—Secondary	939,100	1,583,400
Radio Homes— " "	154,020	267,230

\* Based on 10,000 watts; no data available for 50,000 watts; secondary figures are based on "regular listening" rather than "occasional listening."

Source: CBS Research Department.

### Representative

Radio Sales

## W M A L

WASHINGTON, D. C.—EST. 1925

NATIONAL BROADCASTING CO.  
 (BASIC BLUE)

FREQUENCY: 630 Kc. POWER: 500 Watts, d.; 250 Watts, n. (C.P. 5000 Watts). OWNED BY: National Broadcasting Co. OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: Radio Center, 724—14th St., N. W. PHONE: Republic 4000. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: R.F.D. No. 1, Hyattsville, Md. 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, International News Service. TRANSCRIPTION SERVICES: NBC Thesaurus, Lang-Worth.

### Personnel

Vice-President.....Frank M. Russell  
 General Manager.....K. H. Berkeley  
 Assistant Manager.....Carleton D. Smith  
 Assistant Manager.....Fred Shawn  
 Sales & Advertising Manager. John H. Dodge  
 Publicity Director.....Phebe M. Gale  
 Chief Engineer.....A. E. Johnson

### Coverage

	Daytime	Evening
Population—Primary	905,000	824,400
Radio Homes— " "	201,200	190,400
Population—Secondary	704,900	153,100
Radio Homes— " "	126,700	23,600

Source: NBC Statistical Department.

### Representative

National Broadcasting Co., Inc.

Selected us one of America's "10 Most Distinguished Young Men of the Year"

## FULTON LEWIS JR.



"It is due entirely to his efforts that radio newscasters now have the same privileges as press representatives in covering Congressional activities and White House conferences."

Durward Howes, Editor, "America's Young Men"

Fulton Lewis, Jr., became a news commentator for WOL in 1937. He is now heard on over 80 stations of the Mutual Broadcasting System! Fulton Lewis, Jr., is but one of the many features promoted by WOL and broadcast daily.

## W O L

1000 WATTS—WASHINGTON, D. C.

Affiliated with Mutual Broadcasting System

Nat'l Reps.: International Radio Sales



**W O L**

"MUTUAL'S STATION FOR THE DISTRICT OF COLUMBIA"

**WASHINGTON, D. C.—EST. 1928**

MUTUAL BROADCASTING SYSTEM—  
INTERCITY BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 1000 Watts.  
OWNED BY: American Broadcasting Co. OPERATED BY: American Broadcasting Co. BUSINESS ADDRESS: 1627 K St. N.W. PHONE: Metro 0012-3-4. STUDIO ADDRESS: 1627 K St. N.W. TRANSMITTER LOCATION: Chillum, Md. TIME ON THE AIR: 6:30 A.M. to 2:00 A.M.; Sunday, 7:00 A.M. to 2:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Associated Music Publishers, Lang-Worth and NAB Library, Davis & Schwegler.

**Personnel**

Vice-President-General  
 Manager.....W. B. Dolph  
 Sales Manager.....James Fishback  
 Program Director.....Madeline Ensign  
 Publicity Director.....Walter Knobloch  
 Musical Director.....Frank Blair  
 Chief Engineer.....H. H. Lyon

**Coverage**

Population—Primary .....	773,000
Radio Homes— " .....	146,400
Population—Secondary .....	129,000
Radio Homes— " .....	40,400

Source: Field intensity survey.

**Representative**

William G. Rambeau Co.

**W R C**

**WASHINGTON, D. C.—EST. 1923**

NATIONAL BROADCASTING CO.  
(BASIC RED)

FREQUENCY: 950 Kc. POWER: 5000 Watts.  
OWNED BY: National Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Radio Center, 724—14th St., N. W. PHONE: Republic 4000. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: R.F.D. No. 1, Hyattsville, Md. 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, International News Service. TRANSCRIPTION SERVICES: NBC Thesaurus, NAB Library, Lang-Worth.

**Personnel**

Vice-President.....Frank M. Russell  
 General Manager.....K. H. Berkeley  
 Assistant Manager.....Carleton D. Smith  
 Assistant Manager.....Fred Shawn  
 Sales & Advertising Manager..John H. Dodge  
 Publicity Director.....Phebe M. Gale  
 Chief Engineer.....A. E. Johnson

**Coverage**

	Daytime	Evening
Population—Primary ....	1,102,000	802,100
Radio Homes— " .....	237,500	187,200
Population—Secondary ..	873,900	465,800
Radio Homes— " .....	167,100	74,000

Source: NBC Statistical Department.

**Representative**

National Broadcasting Co., Inc.

**FLORIDA**

Population 1,670,000

Number of Families 443,000

Number of Radio Homes 297,900

Retail Sales \$468,387,700

Auto Registrations 449,000

**W M F J**

**DAYTONA BEACH—EST. 1935**

FREQUENCY: 1420 Kc. POWER: 100 Watts (C.P. 250 Watts). OWNED BY: W. Wright Esch. OPERATED BY: W. Wright Esch. BUSINESS ADDRESS: 126½ Magnolia Ave. PHONE: 91. STUDIO ADDRESS: 126½ Magnolia Ave. TRANSMITTER LOCATION: 126½ Magnolia Ave. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. (daily); 8:00 A.M. to 9:00 P.M. (Sunday). NEWS SERVICE: Radio News Assoc. TRANSCRIPTION SERVICE: Lang-Worth, Associated Music.

**Personnel**

Manager.....W. Wright Esch  
 Commercial Manager.....Ed Sims  
 Program Director.....A. B. Esch  
 Chief Engineer.....W. K. Ellenwood

**W F T L**

"THE VOICE OF THE TROPICAL  
WONDERLAND"

**FORT LAUDERDALE—EST. 1939**

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Tom M. Bryan. OPERATED BY: Fort Lauderdale Broadcasting

Co. BUSINESS ADDRESS: 2700 South Andrews Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:05 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, Associated Library.

**Personnel**

Owner & Operator.....Tom M. Bryan  
 Program Director-Chief  
 Announcer.....Jim H. Knox  
 Commercial Salesman.....Joseph Smedley  
 Chief Engineer.....Francis Carroll

**Coverage**

This station was established on December 3, 1939 and no coverage figures were available at time of going to press. Estimated coverage gives radius of 30 miles for primary area.

**WFTM** \*

FORT MEYERS—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 Watts. OPERATED BY: Fort Meyers Broadcasting Co. OWNED BY: Fort Meyers Broadcasting Co. BUSINESS ADDRESS: Fort Meyers. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

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

**WJAX**  
 JACKSONVILLE, FLORIDA

THE  
 MUNICIPAL  
 BROADCASTING  
 STATION

900 Kc. 5000 Watts Day  
 1000 Watts Night

AFFILIATED NBC  
 Phone Jacksonville 5-5821

Representatives  
 John Blair & Co., New York, Chicago,  
 Detroit and West Coast  
 H. E. Cummings, Southeast

**WRUF**

"THE VOICE OF FLORIDA"  
 GAINESVILLE—EST. 1928

FREQUENCY: 830 Kc. POWER: 5000 Watts. OPERATED BY: University of Florida. BUSINESS ADDRESS: University Campus. PHONE: 1000 Ext. 55. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to sunset at Denver, Colo.; Sunday, 8:00 A.M. to sunset at Denver, Colo. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

**Personnel**

Station Executive.....Garland Powell  
 Asst. Director.....Russell McCaughan  
 Chief Announcer.....Dan Riss  
 Engineer.....F. Banks Duncan

**Coverage**

	Daytime
Population—Primary .....	40,690
Radio Homes— .....	22,780
Population—Secondary .....	150,400
Radio Homes— .....	56,000

Source: Field intensity survey.

**Representative**

Burn-Smith Company

**WJAX**

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

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

JACKSONVILLE—EST. 1925  
 NATIONAL BROADCASTING CO.

FREQUENCY: 900 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: City of Jacksonville. OPERATED BY: Same. BUSINESS ADDRESS: No. 1 Broadcast Place. PHONE: 5-5821-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hyde Park Country Club. TIME ON THE AIR: (daily) 6:00 A.M. to 1:00 A.M. (Sunday) 9:00 A.M. to midnight. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

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

**Representative**

John Blair & Co.  
 Harry Cummings, Atlanta

**WJHP** \*

JACKSONVILLE—EST. 1938

FREQUENCY: 1290 Kc. POWER: 250 Watts. OWNED BY: The Metropolis Co. OPERATED BY: Same. BUSINESS ADDRESS: Jacksonville. TIME ON THE AIR: Full Time License.

• • • **FLORIDA** • • •

\* Station was licensed to operate under a construction permit and because case was in the U. S. Court of Appeals no further information was available at time of going to press.

•  
**W M B R**

**JACKSONVILLE—EST. 1933**  
COLUMBIA BROADCASTING SYSTEM  
FLORIDA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 Watts.  
OWNED BY: Fla. Broadcasting Co. OPERATED BY: Fla. Broadcasting Co. BUSINESS ADDRESS: 118 West Adams St. PHONE: 5-4387-8. STUDIO ADDRESS: 118 West Adams St. TRANSMITTER LOCATION: Foot of Vine and Massachusetts Sts. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS SERVICE: United Press.

**Personnel**

President.....Frank King  
Secretary-Treasurer.....Glenn Marshall  
Chief Announcer.....Chas. Stone  
Musical Director.....Clyde Gardner  
Chief Engineer.....H. B. Greene

**Coverage**

	Daytime	Evening
Population—Primary .....	196,835	196,835
Radio Homes— " .....	35,500	35,500
Population—Secondary .....	337,172	337,172
Radio Homes— " .....	38,800	38,800

Source: Department of Commerce.

**Representative**

Paul H. Raymer Co.

•  
**W L A K**

**LAKELAND—EST. 1936**  
NATIONAL BROADCASTING CO.

FREQUENCY: 1310 Kc. POWER: 250 Watts.  
OWNED BY: Lake Region Broadcasting Co. OPERATED BY: Lake Region Broadcasting Co. BUSINESS ADDRESS: 1300 East Lime St. PHONE: 2128. STUDIO ADDRESS: 1300 E. Lime St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M., daily; 8:00 A.M. to 11:00 P.M., Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Davis & Schwiegler.

**Personnel**

General Manager.....Bert Arnold  
Commercial Manager.....D. M. Brown  
Program Director.....Gordon Fletcher  
Musical Director.....Elvan B. Wilson  
Chief Engineer.....Powell Hunter

**Coverage**

	Daytime	Evening
Population—Primary .....	91,000	91,000
Radio Homes— " .....	14,234	14,234

Population—Secondary . . . . . 265,000 265,000  
Radio Homes— " . . . . . 28,956 28,956  
Source: Joint Committee; U. S. Census.

**Representative**

John Blair & Co.

•  
**W Q A M**

**MIAMI—EST. 1921**

COLUMBIA BROADCASTING SYSTEM  
FLORIDA BROADCASTING SYSTEM

FREQUENCY: 560 Kc. POWER: 1000 watts.  
OWNED BY: Miami Broadcasting Co. OPERATED BY: Miami Broadcasting Co. BUSINESS ADDRESS: Postal Bldg.. PHONE: 26121. STUDIO ADDRESS: Postal Bldg. TRANSMITTER LOCATION: Biscayne Bay at 14th St. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President and General  
Manager.....Fred W. Borton  
Advertising Manager.....Norman MacKay  
Program Manager.....Hazel McGuire  
Sales Manager.....Fred Mizer  
Chief Engineer.....Eugene Rider

**Coverage**

Population—Primary .....	275,000
Radio Homes— " .....	61,000
Population—Secondary .....	57,500
Radio Homes— " .....	10,200

Source: Field intensity survey.

**Representative**

John Blair & Co.

•  
**W K A T**

**MIAMI BEACH—EST. 1937**

FREQUENCY: 1500 Kc. POWER: 250 Watts.  
OWNED BY: A. Frank Katzentine. OPERATED BY: Same. BUSINESS ADDRESS: 1759 N. Bay Rd. PHONE: 5-7471. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Library.

**Personnel**

Owner.....A. Frank Katzentine  
General Manager.....John C. McCloy  
Program Director.....Betty Lee Taylor  
Chief Engineer.....Walter Kinney

**Coverage**

Station has not determined present coverage owing to power increase and technical improvements.

**W I O D**

"BEST ON THE DIAL"  
**MIAMI—EST. 1926**  
 NBC—(Red and Blue)

FREQUENCY: 610 Kc. POWER: 1000 Watts.  
 OWNED BY: Isle of Dreams Broadcasting Co.  
 OPERATED BY: Isle of Dreams Broadcasting Co.  
 BUSINESS ADDRESS: 600 Biscayne Blvd., News Tower.  
 PHONE: 3-6444. STUDIO ADDRESS: 600 Biscayne Blvd., News Tower.  
 TRANSMITTER LOCATION: N. W. 18th Ave. and 32nd St.  
 TIME ON THE AIR: 6:30 A.M. to 1:00 A.M., daily; 8:00 A.M. to 12:00 Midnight, Sunday.  
 NEWSPAPER AFFILIATION: Miami Daily News.  
 NEWS SERVICE: United Press, International News Service.  
 TRANSCRIPTION SERVICE: NBC Thesaurus, Associated Library.

**Personnel**

President.....D. J. Mahoney  
 Vice-Pres. and Genl. Mgr.....Hal I. Leyshon  
 Secretary-Treasurer.....Ross A. Reeder  
 Station Manager.....Martin S. Wales  
 Commercial Manager.....S. A. Vetter  
 Promotion Manager.....J. M. LeGate  
 Musical Director.....Isabel Shaffer  
 Chief Engineer.....Milton C. Scott Jr.

**Coverage**

	Daytime	Evening
Population—Primary .....	299,504	299,504
Radio Homes— " .....	62,170	62,170
Population—Secondary .	47,714	47,714
Radio Homes— " .....	8,670	8,670

Source: Joint Committee; State Census.

**Representatives**

George P. Hollingbery Co.  
 Harry S. Cummings, Jacksonville and Atlanta

**W T M C**

**OCALA—EST. 1939**

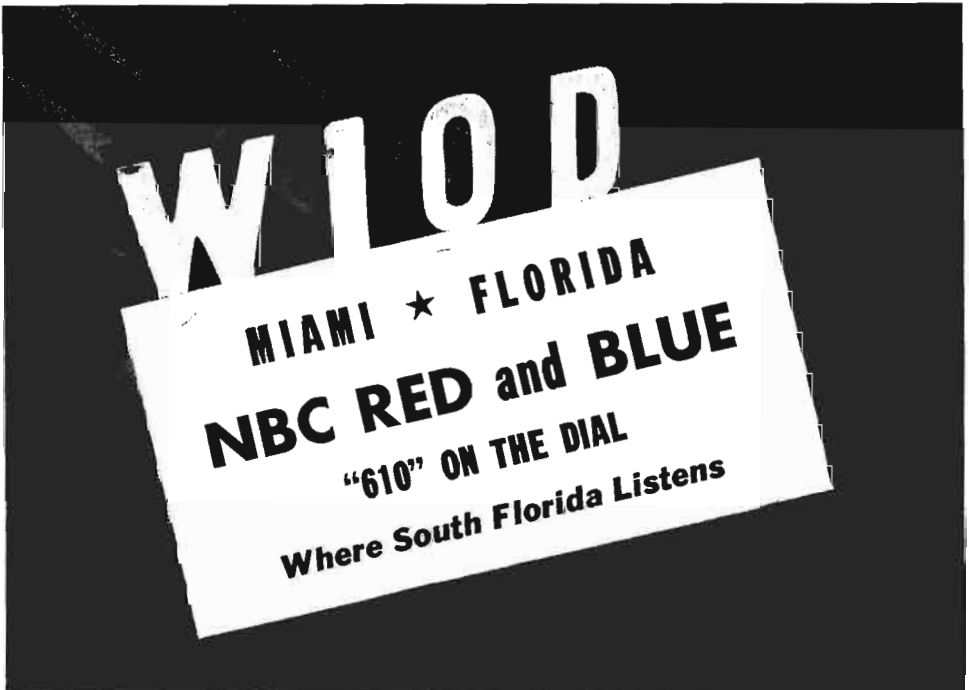
FREQUENCY: 1500 Kc. POWER: 100 Watts.  
 OWNED BY: Ocala Broadcasting Co. OPERATED BY: Ocala Broadcasting Co.  
 BUSINESS ADDRESS: Ocala. STUDIO ADDRESS: Ocala.  
 TRANSMITTER LOCATION: Ocala. TIME ON THE AIR: Unlimited License; actual, 7:00 A.M. to 12:00 Midnight.  
 TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

**Personnel**

President.....John T. Alsop, Jr.  
 General Manager.....R. H. Powell  
 Commercial Manager.....Hal Davis  
 Chief Engineer.....G. E. Mead

**Representatives**

John H. Perry Associates  
 R. J. Bidwell Company



# W D B O

ORLANDO—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 580 Kc. POWER: 5000 Watts, d.; 1000 watts, n. OWNED BY: Orlando Broadcasting Co., Inc. OPERATED BY: Orlando Broadcasting Co., Inc. BUSINESS ADDRESS: Ft. Gatlin Hotel, 563 N. Orange Ave. PHONE: 6181-5957. STUDIO ADDRESS: Ft. Gatlin Hotel, 563 N. Orange Ave.; Deland Extension Studio: Chamber of Commerce Bldg., Deland. TRANSMITTER LOCATION: Dubsdread Country Club, Near Fairvilla, Fla. TIME ON THE AIR: (daily) 7:00 a.m. to 12:05 a.m.; (Sunday) 7:30 a.m. to 12:05 a.m. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Library.

### Personnel

President.....Col. Geo. C. Johnston  
 Vice-President-General and Commercial  
 Manager.....Harold P. Danforth  
 Local Advertising Manager.....J. M. Pedrick  
 Educational Director-Chief Announcer,  
 W. Gage McBride  
 Publicity Director.....Orval Anderson  
 Program Director.....Emily B. Humphries  
 Musical Director.....Robert Willard  
 Chief Engineer.....J. E. Yarbrough

### Coverage

	Daytime	Evening
Population—Primary .....	510,960	275,541
Radio Homes— " .....	75,400	39,100
Population—Secondary .....	274,206	509,625
Radio Homes— " .....	45,500	81,800

Source: Field intensity survey.

### Representative

Paul H. Raymer Company

# W D L P \*

PANAMA CITY—EST. 1939

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Panama City Broadcasting Co. OPERATED BY: Panama City Broadcasting Co. BUSINESS ADDRESS: Panama City. STUDIO ADDRESS: Panama City. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

\*Station was licensed to operate under a C.P. at time of going to press and further information was unavailable after usual requests.

# W C O A

"THE ONLY STATION COMPLETELY COVERING WEST FLORIDA AND SOUTH ALABAMA"

PENSACOLA—EST. 1926

NATIONAL BROADCASTING COMPANY

# W D B O is

FLORIDA'S  
**2nd**  
 STATION

5000 WATTS DAY  
 1000 WATTS NIGHT  
 580 KILOCYCLES

CBS AFFILIATE—OWNED AND OPERATED BY  
 ORLANDO BROADCASTING COMPANY  
 ORLANDO, FLORIDA

*Spot Shot!*

NOW AVAILABLE ON

**WSUN**

ST. PETERSBURG - TAMPA

620 KC  
DAY  
5000 W  
NIGHT  
1000 W

*Honored by*

**VARIETY**

*with showmanship plaque*

*for 1939*

FOR FURTHER DETAILS

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



**INTERNATIONAL RADIO SALES**

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO



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

FREQUENCY: 1340 Kc. POWER: 1000 Watts. OWNED BY: Pensacola Broadcasting Co. OPERATED BY: Pensacola Broadcasting Co. BUSINESS ADDRESS: P. O. Box 1669. PHONE: Pen 4111. STUDIO ADDRESS: San Carlos Hotel. TRANSMITTER LOCATION: Pensacola Bay Bridge. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M., daily; 8:00 A.M. to 11:00 P.M., Sundays. NEWSPAPER AFFILIATION: News-Journal Co. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President.....John H. Perry  
 General Manager.....Henry G. Wells, Jr.  
 Station Manager.....Irving F. Welch  
 Program Director.....C. E. Vann  
 Musical Director.....Ray Rogers  
 Chief Engineer.....Beecher Hayford

**Coverage**

Population—Primary .....	162,500
Radio Homes— " .....	21,026
Population—Secondary .....	258,700
Radio Homes— " .....	35,380

SOURCE: Joint Committee; station survey.

**Representative**

John H. Perry Associates

**WFOY**

"THE BIRTHPLACE OF A NATION"  
**ST. AUGUSTINE—EST. 1936**

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Fountain of Youth Properties, Inc. OPERATED BY: Fountain of Youth Properties, Inc. BUSINESS ADDRESS: Fountain of Youth Park, St. Magnolia St. PHONE: 1400. STUDIO ADDRESS: Fountain of Youth Park, St. Magnolia St. TRANSMITTER LOCATION: Fountain of Youth Gardens. TIME ON THE AIR: 7:30 A.M. to 10:30 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President.....Walter B. Fraser  
 Station Manager.....R. M. Tigert  
 Commercial Manager.....John H. Cummins  
 Program Director.....Ruth Tanksley  
 Chief Engineer.....Ernest Raistrick

**Coverage**

	Daytime	Evening
Population—Primary .....	17,000	14,000
Radio Homes— " .....	5,000	4,000

SOURCE: Field intensity survey.

**WSUN**

**ST. PETERSBURG—EST. 1927**  
 NATIONAL BROADCASTING CO.

FREQUENCY: 620 Kc. POWER: 5000 watts-d., 1000 watts-n. OWNED BY: Chamber of Commerce. OPERATED BY: Chamber of Commerce. BUSINESS ADDRESS: Recreation

Pier. PHONE: 4747-8. STUDIO ADDRESS: Recreation Pier. TRANSMITTER LOCATION: Bayview. TIME ON THE AIR: 7:00 a.m. to 12:00 midnight in connection with WFLA. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Music Publishers.

**Personnel**

Chairman of Board.....Glenn V. Leland  
 Director and Manager.....Harold H. Meyer  
 Chief Engineer and Assistant Manager,

Louis J. Link

Artists Bureau Head.....B. Cunningham  
 Program Director.....Bob Wilbur  
 Chief Announcer.....Lynn Gearhart  
 Production Chief.....Maurice F. Hayes  
 Musical Director.....Joe Sherman

**Coverage**

Population—Primary .....	578,919
Radio Homes— " .....	89,000
Population—Secondary .....	607,980
Radio Homes— " .....	65,900

SOURCE: State Census; Joint Committee.

**Representative**

International Radio Sales

**WTSP**

**ST. PETERSBURG—EST. 1939**

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Pinellas Broadcasting Co. OPERATED BY: Pinellas Broadcasting Co. BUSINESS ADDRESS: 4th St., North at 35th Ave. STUDIO ADDRESS: 4th St., North at 35th Ave. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

**Personnel**

General Manager.....Fred Bugg  
 Commercial Manager.....Heidt Swearingen  
 Program Director.....Ralph Feather  
 Musical Director.....Keeta Martin

**Coverage**

No survey had been made at time of going to press.

**WSPB**

**SARASOTA—EST. 1939**

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: WSPB, Inc. OPERATED BY: WSPB, Inc. BUSINESS ADDRESS: City Island, Sarasota. STUDIO ADDRESSES: City Island, Sarasota and Peninsular Telephone Bldg., Bradenton, Fla. TRANSMITTER LOCATION: City Island. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President.....S. H. Campbell, Jr.

*Crossley Inc. finds*

**94%** of All Sets in Use Tuned  
to One Station . . . Tuned to  
**WJNO**

*As a Result*

**WJNO** Showed a **207%**  
Increase in Business in 1939 Over 1938.

*The Conclusion Is Obvious*

Only Through **WJNO** Can You Reach the  
Wealthy Palm Beach Market And Its Environs.

*No Other Station Gets In!*

•

**WJNO,** WEST PALM BEACH, FLORIDA

COLUMBIA BROADCASTING SYSTEM • REP., WEED & CO., NEW YORK, N. Y.



Vice-President-General Manager.

Frank S. Lane

Treasurer..... S. H. Hutchinson

**W T A L**

TALLAHASSEE—EST. 1935

FLORIDA NETWORK

FREQUENCY: 1310 Kc. POWER: 250 Watts-d., 100 Watts-n. OWNED BY: Fla. Capital Broadcasters, Inc. OPERATED BY: Fla. Capital Broadcasters, Inc. BUSINESS ADDRESS: Box No. 1237. PHONE: 1310-R. STUDIO ADDRESS: Thomasville Rd. TRANSMITTER LOCATION: Thomasville Rd. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS-PAPER AFFILIATION: Florida State News. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Davis & Schwegler, Lang-Worth.

**Personnel**

President ..... Gilbert Freeman  
Station Manager..... William C. Wyatt

**Coverage**

	Daytime	Evening
Population—Primary ....	100,000	25,000
Radio Homes— " .....	28,000	10,000
Population—Secondary .	350,000	
Radio Homes— " .....	100,000	

Source: Mail response analysis.

**W D A E**

TAMPA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1220 Kc. POWER: 5000 Watts. OWNED BY: Tampa Times Company. OPERATED BY: Tampa Times Company. BUSINESS ADDRESS: Tampa Terrace Hotel. PHONE: M-1818. STUDIO ADDRESS: Tampa Terrace Hotel. TRANSMITTER LOCATION: Forest Hills Country Club, Area. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Tampa Daily Times. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, Davis & Schwegler.

**Personnel**

President ..... David E. Smiley  
Vice-President..... Ralph Nicholson  
Station Manager ..... L. S. Mitchell

**Coverage**

	Daytime	Evening
Population—Primary ....	343,600	416,500
Radio Homes— " .....	59,460	146,500
Population—Secondary .	210,100	70,910
Radio Homes— " .....	29,650	18,950

Source: CBS survey.

**Representative**

The Katz Agency

**W F L A**

"SERVES FLORIDA'S CENTER OF POPULATION"

TAMPA—EST. 1925

ORANGE NETWORK

FREQUENCY: 620 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Fla. West Coast Broadcasting Co., Inc. OPERATED BY: Fla. West Coast Broadcasting Co., Inc. BUSINESS ADDRESS: Tarr Bldg., Tampa. PHONE: M H 1828 and H 1829, Tampa—Clearwater 2754. STUDIO ADDRESS: Tarr Bldg., Tampa. TRANSMITTER LOCATION: Bayview. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS-PAPER AFFILIATION: Tampa Tribune. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President..... S. E. Thomasson  
Vice-President-General Manager.

W. Walter Tison

Artists' Bureau Head..... Frank Grasso  
Program Director..... Paul Bell  
Sales Manager..... Melvin A. Myer (Local)  
Publicity Director..... Ronnie Rogers  
Musical Director..... Frank Grasso  
Chief Engineer..... Joe Mitchell

**Coverage**

Population—Primary .....	561,000
Radio Homes— " .....	111,000
Population—Secondary .....	515,000
Radio Homes— " .....	83,500

Source: Station survey.

**Representative**

John Blair & Co.

**W J N O**

"THE VOICE OF THE PALM BEACHES"

WEST PALM BEACH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: WJNO, Inc. OPERATED BY: WJNO, Inc. BUSINESS ADDRESS: P. O. Box 189. PHONE: 5157-8. STUDIO ADDRESS: 1415 Okeechobee Road. TRANSMITTER LOCATION: 1415 Okeechobee Road. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President..... Jay O'Brien  
Secretary-Treasurer..... Louise De Lea  
General Manager..... Reginald B. Martin  
Chief Announcer..... Ben Decker  
Program Director..... Ronald Jenkins  
Chief Engineer..... John Moore

**Coverage**

Population—Primary .....	58,000
Radio Homes— " .....	12,350

Source: Station survey.

**Representative**

Weed & Company

**NEW OWNERSHIP  
EQUIPMENT**

**WISB**  
**GREATER COVERAGE**

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

*In  
Southern  
Ohio*

**IT'S  
WHIO  
DAYTON**

*In  
Florida*

**IT'S  
WIOD  
MIAMI**

**The Atlanta Journal**

**50,000 WATTS — NBC — CLEAR CHANNEL**

**EDWARD PETRY & CO., INC.—National Representatives**

# GEORGIA

Population 3,085,000

Number of Families 716,000

Number of Radio Homes 370,800

Retail Sales \$533,162,300

Auto Registrations 470,800

## WGPC

"VOICE OF S. W. GEORGIA"

ALBANY—EST. 1934

GEORGIA BROADCASTING SYSTEM

FREQUENCY: 1240 Kc. POWER: 100 Watts. OWNED BY: Albany Broadcasting Co. OPERATED BY: J. W. Woodruff, Sr. BUSINESS ADDRESS: 127½ N. Jackson St. PHONE: 1371-1370. STUDIO ADDRESS: 127½ N. Jackson St. TRANSMITTER LOCATION: 127½ N. Jackson St. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth.

### Personnel

President.....J. W. Woodruff, Sr.  
General Manager.....J. W. Woodruff, Jr.  
Resident Manager.....Stewart Watson  
Chief Announcer.....Hubert Batey  
Program Manager.....Louis B. Poole  
Chief Engineer.....Byron Lindsey, Jr.

### Coverage

Population—Primary ..... 460,500  
Radio Homes— " ..... 24,970  
Population—Secondary ..... 480,349  
Radio Homes— " ..... 26,690

Source: U. S. Census; station estimate.

### Representative

Sears & Ayer

## WGAU

"YOUR CHOICE ON THE DIAL"

ATHENS—EST. 1938

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: J. K. Patrick & Co. OPERATED BY: J. K. Patrick & Co. BUSINESS ADDRESS: Bobbins Mill Road. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Athens Banner-Herald. NEWS SERVICE: International News Service, Associated Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

### Personnel

Manager-Chief Engineer.....M. C. Gorman  
Program and Musical Director, Harry L. Grimes

### Coverage

	Daytime	Evening
Population—Primary . . . . .	292,433	292,433
Population—Secondary . . . . .	500,000	500,000

Source: Mail response analysis.

## WSB

"THE VOICE OF THE SOUTH"

ATLANTA—EST. 1922

NBC—RED

FREQUENCY: 740 Kc. POWER: 50,000 Watts. OWNED BY: Atlanta Journal Co. OPERATED BY: Atlanta Journal Co. BUSINESS ADDRESS: Atlanta Biltmore Hotel. STUDIO ADDRESS: Atlanta Biltmore Hotel. TRANSMITTER LOCATION: Near Tucker, Ga. TIME ON THE AIR: Daily, 5:45 A.M. to 12:00 midnight; Sunday, 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Atlanta Journal. TRANSCRIPTION SERVICE: NBC Thesaurus, Langworth.

### Personnel

Manager.....J. Leonard Reinsch  
Director of Public Service.....Lamdin Kay  
Sales Manager.....John M. Outler, Jr.  
Program Director.....Roy McMillen  
Musical Director.....Marcus Bartlett  
Continuity Editor.....Leslie Smithgall  
Traffic Manager.....Herbert Harris  
Transcription Editor.....Dana Waters  
News Editor.....Walter Paschall  
Director of School of Air.....Louis T. Rigdon  
Chief Engineer.....C. F. Daugherty

### Coverage

Population—Primary ..... 3,780,000  
Radio Homes— " ..... 481,000  
Population—Secondary ..... 4,390,000  
Radio Homes— " ..... 631,000

Source: Field intensity survey and mail response analysis.

### Representative

Edward Petry & Company

## WAGA

ATLANTA—EST. 1937

NBC—(BLUE)

FREQUENCY: 1450 Kc. POWER: 1000 Watts. d.; 500 Watts. n. OWNED BY: Liberty Broadcasting Co. OPERATED BY: The Atlanta Journal. BUSINESS ADDRESS: Western Union Bldg. PHONE: Main 5101-3. STUDIO ADDRESS: Western Union Bldg. TRANSMITTER LOCATION: East Atlanta. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: The Atlanta Journal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

Executive Director.....Lamdin Kay

Station Manager ..... Jess M. Swicegood  
 Chief Announcer ..... Earle J. Pudney  
 Chief Engineer ..... Clif H. Hanson

**Coverage**

Population—Primary ..... 436,196  
 Radio Homes— " ..... 87,160  
 Population—Secondary ..... 208,869  
 Radio Homes— " ..... 17,070

Source: Station survey.

**W A T L**

"THE NEWS STATION OF ATLANTA"  
**ATLANTA—EST. 1931**

MUTUAL BROADCASTING SYSTEM  
 GEORGIA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 watts.  
 OWNED BY: Atlanta Broadcasting Co. OPER-  
 ATED BY: Same. BUSINESS ADDRESS: Henry  
 Grady Bldg. PHONE: Walnut 4377-8. STUDIO  
 ADDRESS: Same. TRANSMITTER LOCATION:  
 26 Cain St., N. W. TIME ON THE AIR: 6:00  
 A.M. to 1:05 A.M. (all night Sat.). NEWS  
 SERVICE: International News Service. TRAN-  
 SCRPTION SERVICE: Associated Music, Davis  
 & Schwegler, Lang-Worth.

**Personnel**

President..... J. W. Woodruff  
 General Manager ..... Maurice C. Coleman  
 Chief Announcer..... Julian Flint  
 Musical Director ..... Ken Keese  
 Chief Engineer ..... Jim Comer Jr.

**Coverage**

Population—Primary ..... 496,000  
 Radio Homes— " ..... 89,000  
 Population—Secondary ..... 372,500  
 Radio Homes— " ..... 37,800

Source: Mail response analysis.

**Representative**

Sears & Ayer

**W G S T**

**ATLANTA—EST. 1929**

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 890 Kc. POWER: 5000 Watts,  
 d.; 1000 Watts, n. OWNED BY: Georgia School  
 of Technology. OPERATED BY: Southern  
 Broadcasting Stations, Inc. BUSINESS AD-  
 DRESS: Ansley Hotel. PHONE: Walnut 8441.  
 STUDIO ADDRESS: Same. TRANSMITTER LO-  
 CATION: Cheshire Bridge Road. TIME ON  
 THE AIR: Sundays, 7:00 A.M. to 12:00 mid-  
 night; Daily, 6:00 A.M. to 12:00 midnight.  
 NEWS SERVICE: Transradio Press. TRAN-  
 SCRPTION SERVICE: Standard Radio.

**Personnel**

General Manager ..... W. H. Summerville  
 Treasurer..... P. J. Wilhite  
 Program Director..... John Fulter  
 Promotion Director..... Frank Gaither  
 Production Director..... Don Naylor  
 Musical Director..... Lola Wallace

**Coverage**

Population—Primary ..... 640,000  
 Radio Homes— " ..... 102,000  
 Population—Secondary ..... 215,000  
 Radio Homes— " ..... 21,800

**Representative**

The Katz Agency

**W R D W**

**AUGUSTA—EST. 1930**

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 1500 Kc. POWER: 250 watts.  
 OWNED BY: Augusta Broadcasting Co. OP-  
 ERATED BY: Augusta Broadcasting Co. BUSI-  
 NESS ADDRESS: 10th & Broad Sts. PHONE:  
 2976-7-8. STUDIO ADDRESS: 10th & Broad Sts.  
 TRANSMITTER LOCATION: Buena Vista Ave.,  
 North Augusta, S. C. TIME ON THE AIR: 6:55  
 A.M. to midnight; Sunday, 7:45 A.M. to mid-  
 night. NEWS SERVICE: United Press. TRAN-  
 SCRPTION SERVICE: World Broadcasting  
 System. MAINTAINS ARTISTS' BUREAU.

**Personnel**

Station Manager..... W. R. Ringson  
 Sec. & Treas..... F. J. Miller  
 Program Director..... James Davenport  
 Sales Manager..... Thurston Bennett  
 Musical Director..... James M. Harman  
 Chief Engineer..... Harvey Aderhold

**Coverage**

	Daytime	Evening
Population—Primary ....	285,701	141,264
Radio Homes— " .....	30,100	19,530
Population—Secondary .....	428,791	144,437
Radio Homes— " .....	37,700	10,570

Source: Mail response analysis.

**Representative**

Burn-Smith Co.

**W M O G \***

**BRUNSWICK—EST. 1939**

FREQUENCY: 1500 Kc. POWER: 250 watts,  
 d.; 100 watts, n. OWNED BY: Coastal Broad-  
 casting Co. OPERATED BY: Coastal Broad-  
 casting Co. BUSINESS ADDRESS: Brunswick.  
 STUDIO ADDRESS: Same. TRANSMITTER LO-  
 CATION: Brunswick. TIME ON THE AIR:  
 Unlimited License.

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

**W R B L**

"THE VOICE OF FRIENDLY SERVICE"  
**COLUMBUS—EST. 1928**

COLUMBIA BROADCASTING SYSTEM  
 GEORGIA BROADCASTING SYSTEM  
 FREQUENCY: 1200 Kc. POWER: 250 watts.  
 OWNED BY: The Columbus Broadcasting Co.,

Inc. OPERATED BY: Same. BUSINESS ADDRESS: 1420 2nd Ave. PHONE: 4300-1-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 15th Ave.—30th St. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 12:00 Midnight, Sundays. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth, Davis & Schwegler.

**Personnel**

President.....J. W. Woodruff, Sr.  
General Manager.....J. W. Woodruff, Jr.  
Chief Announcer Program Director, Jack Gibney

**Coverage**

Population—Primary ..... 445,700  
Radio Homes— " ..... 57,000  
Population—Secondary ..... 281,000  
Radio Homes— " ..... 26,500

Source: Station survey.

**Representative**

Sears & Ayer

**W M J M \***

**CORDELE—EST. 1939**

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Cordele Dispatch Publishing Co. OPERATED BY: Cordele Dispatch Publishing Co. BUSINESS ADDRESS: Cordele. STUDIO ADDRESS: Cordele. TRANSMITTER LOCATION: Cordele. TIME ON THE AIR: Unlimited License. NEWSPAPER AFFILIATION: Cordele Dispatch.

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

**W K E U**

**GRIFFIN—EST. 1934**

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

**Personnel**

Manager .....A. W. Marshall, Jr.

**Representative**

Burn-Smith Co.

**W M A Z**

**MACON—EST. 1922**

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 1180 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Southeastern Broadcasting Co. OPERATED BY: Southeastern Broadcasting Co. BUSINESS ADDRESS: 211

Cotton Ave. PHONE: 3131-2. STUDIO ADDRESS: 211 Cotton Ave. TRANSMITTER LOCATION: Georgia Place. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 Midnight; NEWSPAPER AFFILIATION: Macon Telegraph & Evening News. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Transcription System, Radio Transcription Co. of America, World Program Service.

**Personnel**

President, General Manager.....E. K. Cargill  
Vice-President.....George P. Rankin  
Secretary-Treasurer and Assistant Manager,  
Wilton E. Cobb  
Commercial Manager.....Frank Crowther  
Musical Director.....Allie V. Williams  
Chief Engineer.....George P. Rankin Jr.

**Coverage**

	Daytime	Evening
Population—Primary ....	180,371	180,371
Radio Homes— " .....	23,748	23,748
Population—Secondary .	524,864	524,864
Radio Homes— " .....	59,649	59,649

Source: Field intensity survey.

**Representative**

The Katz Agency

**W M G A**

**MOULTRIE—EST. 1939**

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Frank R. Pidcock, Sr. BUSINESS ADDRESS: Box 429. STUDIO ADDRESS: Moultrie. TRANSMITTER LOCATION: Moultrie. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M., daily; 8:00 A.M. to 10:00 P.M., Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Manager.....W. T. Hix  
Executive Manager.....John Pidcock  
Chief Engineer.....James W. Stewart

**Coverage**

Population—Primary .....	205,026
Radio Homes— " .....	23,644
Population—Secondary .....	294,066
Radio Homes— " .....	32,526

Source: Station survey.

**W R G A**

**ROME—EST. 1929**

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Rome Broadcasting Corp. OPERATED BY: Rome Broadcasting Corp. BUSINESS ADDRESS: National City Bank Bldg. PHONE: 1995. STUDIO ADDRESS: National City Bank Bldg. TRANSMITTER LOCATION: National City Bank Bldg. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M., daily; 7:30 A.M. to 11:00 P.M., Sundays. NEWS SERVICE: United Press.

**Personnel**

President.....John W. Quarles

Station Manager-Treasurer...Happy Quarles  
Commercial Manager.....Price Selby  
Chief Engineer.....R. L. Starr

**W S A V**

**SAVANNAH—EST. 1939**

FREQUENCY: 1310 Kc. POWER: 100 watts.  
OWNED BY: WSAV, Inc. OPERATED BY:  
WSAV, Inc. BUSINESS ADDRESS: Liberty National Bank Bldg. STUDIO ADDRESS: Liberty National Bank Bldg. TRANSMITTER LOCATION: President St. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 12:00 Midnight, Sundays. MAINTAINS ARTISTS' BUREAU.

**Personnel**

General Manager.....Harben Daniel  
Advertising Manager.....N. W. Brandon  
Chief Engineer.....Meredith Thompson

**Coverage**

	Daytime	Evening
Population—Primary	111,633	125,000
Radio Homes—"	22,350	23,000
Population—Secondary	125,000	130,000
Radio Homes—"	25,000	25,000

Source: WPA Census of Savannah.

**W T O C**

**SAVANNAH—EST. 1929**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Savannah Broadcasting Co. OPERATED BY: Savannah Broadcasting Co. BUSINESS ADDRESS: 516 Abercorn St. STUDIO ADDRESS: 516 Abercorn St. TRANSMITTER LOCATION: Louisville Rd. TIME ON THE AIR: Daily, 6:30 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth, World Broadcasting System.

**Personnel**

President .....W. T. Knight, Jr.  
Vice-President-Secretary.....S. P. Driscoll  
Treasurer-Station Manager..Marjorie B. Willis  
Promotion-Merchandising Director, W. B. Smart  
Continuity Director.....Esther Shearouse  
Chief Engineer.....James Reynolds Donovan

**Coverage**

Population—Primary	430,000
Radio Homes—"	53,800
Population—Secondary	522,000
Radio Homes—"	82,300

Source: Mail response analysis.

**Representative**

The Katz Agency, Inc.

**W P A X**

**THOMASVILLE—EST. 1934**

FREQUENCY: 1210 Kc. POWER: 250 watts.  
OWNED BY: H. Wimpy. OPERATED BY: H.

Wimpy. BUSINESS ADDRESS: 117 Remington Ave. PHONE: 909. STUDIO ADDRESS: 117 Remington Ave. TRANSMITTER LOCATION: 117 Remington Ave. TIME ON THE AIR: Unlimited License. NEWSPAPER AFFILIATIONS: Atlanta Georgian, Albany Herald, Albany, Ga.; Pelham Journal, Pelham, Ga. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Records exclusively.

**Personnel**

Station Manager.....H. Wimpy

**W A Y X**

**WAYCROSS—EST. 1936**

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Jack Williams. OPERATED BY: Same. BUSINESS ADDRESS: 620 Plant Ave. PHONE: 965. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Waycross. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS-PAPER AFFILIATION: Waycross Journal-Herald. NEWS SERVICE: Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President .....Jack Williams

**Coverage**

Population—Primary	303,815
Population—Secondary	404,834

Source: Mail response analysis.



**K I D O**

Exclusive outlet this territory for NBC Red and Blue

**BOISE, IDAHO**

# IDAHO

Population 493,000

Number of Families 124,000

Number of Radio Homes 98,700

Retail Sales \$154,183,700

Auto Registrations 140,000

## K I D O

"DEVOTED TO COMMUNITY SERVICE"  
BOISE—EST. 1928

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1350 Kc. POWER: 2500 watts, d., 1000 watts, n. OWNED BY: C. G. Phillips and Frank L. Hill. OPERATED BY: C. G. Phillips and Frank L. Hill. BUSINESS ADDRESS: Hotel Boise. PHONE: 660-1-3040. STUDIO ADDRESS: Hotel Boise. TRANSMITTER LOCATION: 4½ miles N.W. of city. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sunday, 9:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

Station Manager.....C. G. Phillips  
Commercial Manager....Richard G. McBroom  
Chief Announcer.....Billy Phillips  
Merchandising Manager.....Clete Lee  
Publicity Director.....Leroy Cville  
Musical Director.....Vern Moore  
Chief Engineer.....Harold Toedtemeier

### Representative

John Blair and Company

## K I D

"IDAHO'S MOST POWERFUL RADIO  
STATION COVERING THE WEST  
FROM IDAHO FALLS"

IDAHO FALLS—EST. 1928

FREQUENCY: 1320 Kc. POWER: 5000 Watts-d., 500 Watts-n. OWNED BY: KID Broadcasting Co. OPERATED BY: KID Broadcasting Co. BUSINESS ADDRESS: 3rd floor, KID Bldg. PHONE: 4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Ammon Road. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

President and General Manager,  
J. W. Duckworth  
Assistant Manager.....Maxine Chaffin  
Chief Engineer.....W. J. Provis

### Coverage

	Daytime	Evening
Population—Primary	160,000	160,000
Radio Homes—"	35,000	35,000
Population—Secondary	183,462	183,462
Radio Homes—"	33,692	33,692

### Representatives

Sears & Ayer  
Homer Owen Griffith

## K R L C

LEWISTON—EST. 1935

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

### Personnel

Owner.....H. E. Studebaker  
Station Manager.....Donald A. Wike

### Coverage

	Daytime	Evening
Population—Primary	91,387	91,387
Radio Homes—"	24,100	24,100
Population—Secondary	77,921	77,921
Radio Homes—"	12,700	12,700

### Representatives

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

## K F X D

NAMPA—EST. 1922

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Frank E. Hurt. OPERATED BY: Frank E. Hurt. BUSINESS ADDRESS: 1024 Twelfth Ave., South. PHONE: 1200. STUDIO ADDRESS: 1024 Twelfth Ave., S.; Eighth and Grant Sts., Caldwell; Owyhee Hotel, Boise. TRANSMITTER LOCATION: 1024 Twelfth Ave., S. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M.; Sunday, 9:00 A.M. to 6:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library, NBC Thesaurus, Lang-Worth, C. P. MacGregor, Davis & Schwegler.

### Personnel

Owner and Station Manager....Frank E. Hurt  
Commercial Manager.....Doyle Cain  
Chief Engineer.....Edward Hurt

### Coverage

Population—Primary	250,000
Radio Homes—"	30,810
Population—Secondary	500,000
Radio Homes—"	55,000

Charlie McCarthy and  
 Edgar Bergen——☆  
 Jack Benny——☆  
 Bing Crosby——☆  
 Fibber McGee and  
 Molly——☆  
 Bob Hope——☆  
 Fitch Bandwagon——☆  
 Kay Kyser's Musical  
 Klass——☆  
 Good News of 1940 ☆  
 One Man's Family ☆  
 Fred Allen——☆  
 Pot O'Gold——☆  
 Those We Love——☆  
 The Voice of Firestone  
 Tommy Riggs—Betty  
 Lou——☆  
 Battle of the Sexes ☆  
 Manhattan Merry-Go-  
 Round——☆  
 American Album of  
 Familiar Music——☆  
 Dr. I. Q.——☆  
 Uncle Walter's  
 Doghouse——☆  
 Hollywood Playhouse  
 Cities Service Concert  
 Pepper Young's  
 Family——☆  
 Ma Perkins——☆  
 Johnny Presents——  
 Alec Templeton Time  
 George Jessel——  
 What's My Name——☆  
 Waltztime——☆  
 The Guiding Light ☆  
 The Story of  
 Mary Marlin——☆  
 The Woman in White  
 Milton Berle——☆  
 Vic and Sade——☆  
 I Love a Mystery——  
 Fred Waring——☆



The greatest radio schedule of programs in the world will unquestionably attract the greatest number of listeners in any market.

*In Chicago it's on ....*

**WMAQ**

50,000 WATTS — 670 KC. CHICAGO KEY  
 STATION OF NBC RED NETWORK.



**IDAHO — ILLINOIS**

**K S E I**

NATIONAL BROADCASTING CO.  
(RED AND BLUE)  
POCATELLO—EST. 1926

FREQUENCY: 900 Kc. POWER: 1000 Watts-d., 250 Watts-n. OWNED BY: Radio Service Corp. OPERATED BY: Radio Service Corp. BUSINESS ADDRESS: Pocatello. PHONE: 960. STUDIO ADDRESS: Pocatello. TRANSMITTER LOCATION: Bannock County Fairgrounds. TIME ON THE AIR: 6:00 A.M. to 12:00 P.M.; Sunday, 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Lang-Worth, Davis & Schwegler.

**Personnel**

President.....O. P. Soule  
Vice-President and General Manager,  
Henry H. Fletcher  
Chief Announcer.....Harold A. Sparks  
Publicity Director.....Ruthe A. Fletcher  
Musical Director.....Ruthe A. Fletcher  
Chief Engineer.....James E. Mitchell

**Coverage**

Population—Primary ..... 164,443  
Radio Homes— " ..... 33,730

**Representative**

Furgason & Walker, Inc.

**K T F I**

NBC (RED AND BLUE)  
TWIN FALLS—EST. 1928

FREQUENCY: 1240 Kc. POWER: 1000 watts. OWNED BY: Radio Broadcasting Corp. OPERATED BY: Radio Broadcasting Corp. BUSI-

NESS ADDRESS: Radio Center Bldg. PHONE: 30. STUDIO ADDRESS: Radio Center Bldg. TRANSMITTER LOCATION: 4 miles west of Twin Falls. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. (daily), 8:00 A.M. to 11:00 P.M. (Sunday). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Lang-Worth, Davis & Schwegler.

**Personnel**

President.....O. P. Soule  
Vice-President-General Manager,  
John E. Gardner  
Commercial Manager.....Jay Spracher  
Production Manager-Chief Announcer,  
Charles Crabtree  
Program Director.....F. M. Soule  
Musical Director.....Will E. Wright  
Chief Engineer.....Franklin V. Cox

**Coverage**

	Daytime	Evening
Population—Primary .....	88,072	77,500
Radio Homes— " .....	16,900	14,600
Population—Secondary .....	247,000	55,570
Radio Homes— " .....	49,830	11,700

Source: U. S. Department of Commerce; Joint Committee; U. S. Census of Business.

**K W A L**

WALLACE—EST. 1939

FREQUENCY: 1420 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Chester Howarth and Clarence Berger. OPERATED BY: Same. BUSINESS ADDRESS: Wallace. STUDIO ADDRESS: Wallace and Kellogg, Ida. TRANSMITTER LOCATION: Between Wallace and Kellogg. TIME ON THE AIR: Full Time License. TRANSCRIPTION SERVICE: Standard Radio, NBC Thesaurus.

**ILLINOIS**

Population 7,878,000

Number of Families 2,063,000

Number of Radio Homes 1,857,100

Retail Sales \$2,390,375,900

Auto Registrations 1,848,500

**W M R O**

AURORA—EST. 1938

FREQUENCY: 1250 Kc. POWER: 250 watts. OWNED BY: Martin R. O'Brien. OPERATED BY: Martin R. O'Brien. BUSINESS ADDRESS: 24 S. River St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License. NEWS SERVICE: Associated Press through Aurora Beacon News. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio. MAINTAINS ARTISTS' BU-REAU.

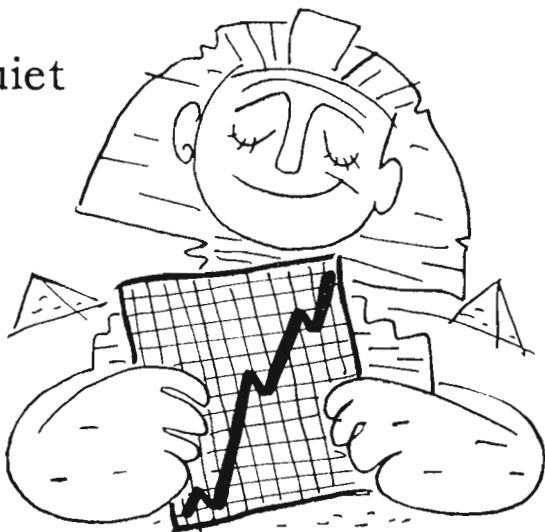
**Personnel**

Owner-General Manager....Martin R. O'Brien  
Chief Counsel.....Sam Alschuler  
Program Director.....Russ Salter  
Musical Director.....Mary Louise Brown  
Chief Engineer.....Leo Burch

**Coverage**

Population—Primary ..... 1,000,000  
Population—Secondary ..... 2,300,000  
Source: U. S. Census; field intensity measurements.

Some of our advertisers  
keep mighty quiet  
about their  
sales figures.  
But their re-  
newals tell us  
loudly they get results with WBBM.



Because of these results . . . orders,  
store traffic, sales, cash . . . WBBM  
has led all other Chicago stations in  
local and national spot advertising for  
eight straight years.

It pays to use WBBM.

---

**WBBM**

**50,000 WATTS • CHICAGO**

Represented nationally by RADIO SALES, a division  
of the Columbia Broadcasting System: New York  
Chicago • Detroit • Los Angeles • San Francisco

**A CBS STATION**

**W J B C**

**BLOOMINGTON—EST. 1934**

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: A. M. and D. C. McGregor (a partnership). OPERATED BY: A. M. McGregor. BUSINESS ADDRESS: Bloomington. PHONE: 535-534. STUDIO ADDRESS: Wesleyan University; Normal University, Normal. TRANSMITTER LOCATION: West Gregory St., Normal. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio and Lang-Worth Features.

**Personnel**

President and Station Manager, A. M. McGregor  
Commercial Manager..... Hugh L. Gately

**Coverage**

	Daytime	Evening
Population—Primary .....	401,000	401,000
Radio Homes— " .....	95,200	95,200
Population—Secondary .....	593,300	
Radio Homes— " .....	143,200	

Source: U. S. Census; station survey.

**Representative**

Cox & Tanz

**W C A Z**

**CARTHAGE—EST. 1921**

FREQUENCY: 1070 Kc. POWER: 100 Watts. OWNED BY: Superior Broadcasting Service, Inc. OPERATED BY: Superior Broadcasting Service, Inc. BUSINESS ADDRESS: 502 Wabash Ave. PHONE: 520. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: R. F. D. Carthage. TIME ON THE AIR: Daytime to local sunset. NEWS SERVICE: Own local news bureau.

**Personnel**

President and General Manager.. Bob Compton  
Com. Mgr. and Adv. Mgr..... John Palmer

**W D W S**

**CHAMPAIGN—EST. 1937**

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: News Gazette, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 48 Main St. PHONE: 6-1855. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: South of Champaign. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M.; Sunday, 8:00 A.M. to 11:00 P.M. NEWS-PAPER AFFILIATION: News Gazette. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated.

**Personnel**

Station Manager..... Marajen Stevick

**Coverage\***

Population—Primary .....	85,000
Population—Secondary .....	300,000

\*Station estimates that 90 per cent in both primary and secondary areas as being radio homes.

Source: Station survey.

**Representative**

Sears & Ayers

**W A A F**

**CHICAGO—EST. 1922**

FREQUENCY: 920 Kc. POWER: 1000 Watts. OWNED BY: Chicago Daily Drivers Journal. OPERATED BY: Chicago Daily Drivers Journal. BUSINESS ADDRESS: Palmer House. PHONE: Randolph 1932. STUDIO ADDRESS: Palmer House. TRANSMITTER LOCATION: Exchange Bldg. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWSPAPER AFFILIATION: Chicago Daily Drivers Journal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Associated. Lang-Worth.

**Personnel**

President..... Ward A. Neff  
General Manager..... William E. Hutchinson

**Coverage**

Population—Primary .....	5,000,000
Radio Homes— " .....	1,750,000
Population—Secondary .....	2,500,000
Radio Homes— " .....	700,000

Source: Field intensity measurements.

**Representative**

George P. Hollingbery Co.

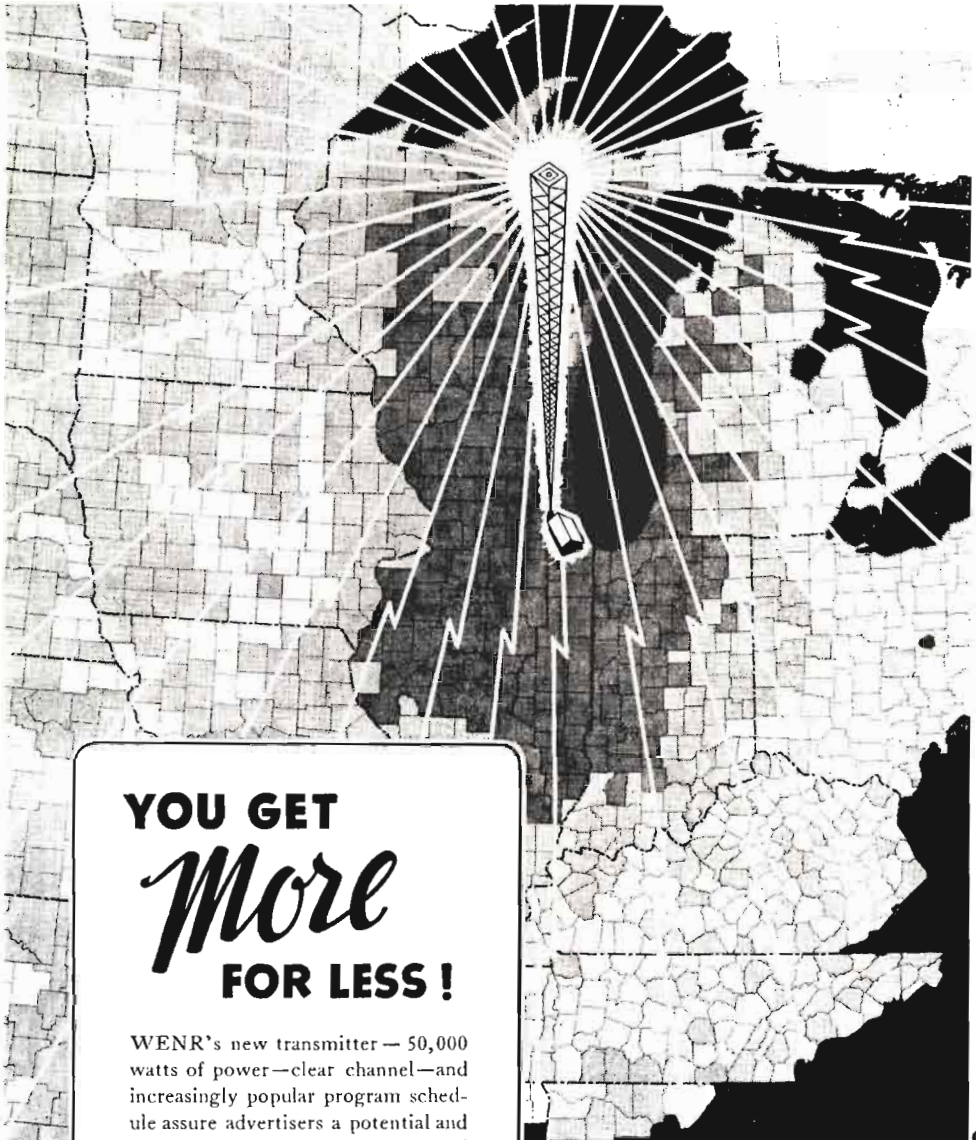
**W B B M**

"WBBM AIR THEATER"  
**CHICAGO—EST. 1923**

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

**Personnel**

President ..... Wm. S. Paley  
Vice-President and Station  
Manager ..... H. Leslie Atlas  
Assistant Manager..... J. L. Van Volkenburg  
Sales Promotion Manager... Wayde Grinstead  
Program Director..... Robert N. Brown  
Production Manager..... Robert Hafter  
Sales Manager ..... J. Kelly Smith  
Publicity and Special Events Director,  
James J. Kane  
News Editor..... J. Oren Weaver  
Office Manager..... John V. McLoughlin  
Musical Director ..... Carl Hohengarten  
Chief Engineer..... Frank B. Falknor



**YOU GET**  
*More*  
**FOR LESS !**

WENR's new transmitter — 50,000 watts of power—clear channel—and increasingly popular program schedule assure advertisers a potential and profitable listening audience of 3,405,000 radio homes in the great Chicago market, the second largest in the United States. . . . Add to this WENR's new and attractive discounts and you have the best radio opportunity that Chicago has to offer.

**WENR**

CHICAGO KEY STATION NBC — BLUE NETWORK  
870 ON YOUR DIAL

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	9,552,400	8,173,400
Radio Homes— " . . . . .	2,248,000	1,884,410
Population—Secondary . . . . .	8,998,400	9,419,000
Radio Homes— " . . . . .	1,936,300	2,042,140

Source: CBS Listener Survey; U. S. Census.

**Representative**

Radio Sales

**W C B D**

"MIGHTY VOICE OF THE MID-WEST"

**CHICAGO**

FREQUENCY: 1080 Kc. POWER: 5000 Watts. OWNED BY: WCBD, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 2400 W. Madison St. PHONE: Seeley 8066. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Church Road, Elmhurst. TIME ON THE AIR: 7:30 A.M. to 10:30 A.M., 1:00 P. M. to 3:00 and 5:00 P.M. to local sunset. Shares time with WMBI. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth, Associated Music Publishers, Davis & Schwegler.

**Personnel**

President . . . . . Gene T. Dyer  
Station and Commercial  
Manager . . . . . Joseph Rudolph  
Chief Engineer . . . . . Edward J. Jacker

**W C F L**

"CHICAGO'S MOST POWERFUL  
INDEPENDENT FULL TIME  
STATION"

**CHICAGO—EST. 1926**

NATIONAL BROADCASTING CO.

FREQUENCY: 970 Kc. POWER: 5000 Watts. OWNED BY: Chicago Fed. of Labor (AFL). OPERATED BY: Chicago Federation of Labor. BUSINESS ADDRESS: 666 Lake Shore Drive. PHONE: Superior 5300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Du Page County. TIME ON THE AIR: (daily) 6:30 A.M. to midnight; (Sunday) 9:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President . . . . . John Fitzpatrick  
General Manager . . . . . Maynard Marquardt  
Commercial Manager . . . . . M. B. Wolens  
Program Director . . . . . Miles Reed  
Musical Director . . . . . John Kelly  
Chief Engineer . . . . . Maynard Marquardt

**Coverage**

Population—Primary . . . . .	4,900,000
Radio Homes— " . . . . .	1,181,000
Population—Secondary . . . . .	1,630,000
Radio Homes— " . . . . .	378,000

Source: Field intensity measurements.

**Representative**

The Katz Agency

**W C R W**

**CHICAGO—EST. 1926**

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

**W E D C**

"THE PIONEER OF FOREIGN-AMERICAN  
PROGRAMS"

**CHICAGO—EST. 1926**

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Emil Denmark, Inc. OPERATED BY: Emil Denmark, Inc. BUSINESS ADDRESS: 3860 Ogden Ave. PHONE: Crawford 4100. STUDIO ADDRESS: 3860 Ogden Ave. TRANSMITTER LOCATION: 3860 Ogden Ave. TIME ON THE AIR: 8:30 A.M. to 10:00 A.M.—3:30 P.M. to 5:00 P.M.—7:00 P. M. to 8:00 P.M.—10:00 P.M. to 11:00 P.M.—12:00 Midnight to 6:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President . . . . . Emil Denmark  
Manager . . . . . Frank J. Kolnour  
Chief Announcer . . . . . Al Lavalley  
Musical Director . . . . . William P. Brady  
Chief Engineer . . . . . C. K. Frisk

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	1,049,391	1,049,391
Population—Secondary . . . . .	4,365,755	4,365,755

Source: Field intensity survey.

**W E N R**

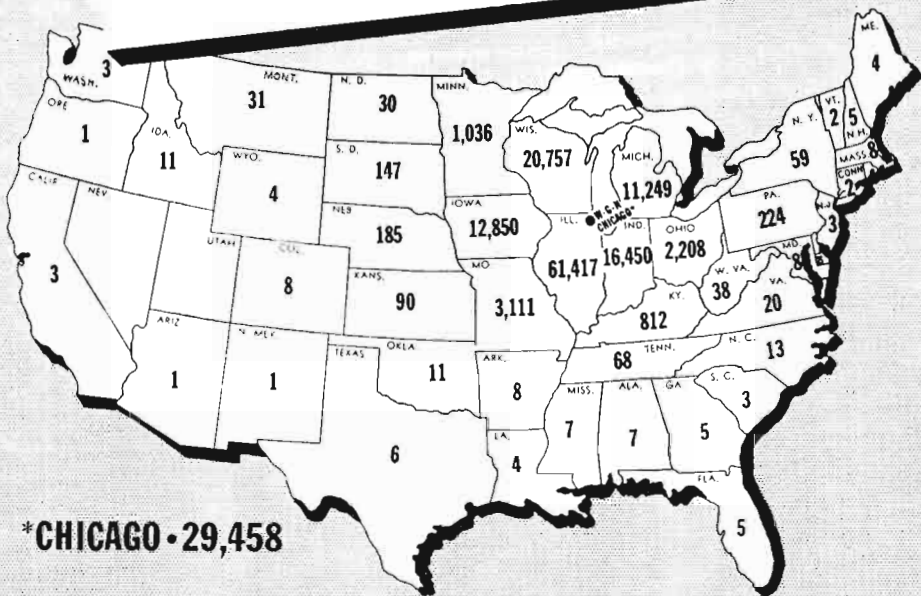
"THE VOICE OF SERVICE"  
**CHICAGO—EST. 1925**  
NATIONAL BROADCASTING CO.  
(BASIC BLUE)

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

**Personnel**

President . . . . . Lenox R. Lohr

# W-G-N BASEBALL LISTENERS IN 44 STATES!



**\*CHICAGO • 29,458**

More than 130,000 baseball listeners in 44 states responded to a proof of purchase offer • These results can only be obtained by a station of W-G-N's strength, following, and super-merchandisable coverage • Ask us for details.



**THE MUTUAL BROADCASTING SYSTEM**  
*coast-to-coast*



441 North Michigan Avenue  
Chicago, Illinois

Paul H. Raymer Co.  
San Francisco and Los Angeles

220 East 42nd Street  
New York City

# ILLINOIS

Manager, Central Division... Sidney N. Strotz  
 Division Engineer... Howard C. Lutgens  
 Supervisor of Music Library... D. A. Marcotte  
 Night Manager... E. C. Cunningham  
 Program Manager... Jules Herbeveux  
 Advertising and Sales Promotion Manager,  
 Emmons C. Carlson

Director of Agriculture... William E. Drips  
 Special Events Director... Kenneth D. Fry  
 Asst. to Manager... A. W. Kaney  
 Artists' Service Manager... James Stirton  
 Chief Announcer... William Kephart  
 Publicity Director... William Ray  
 Continuity Editor... Kenneth L. Robinson  
 Musical Director... Roy Shield  
 Sales Manager... Oliver Morton  
 Educational Director... Judith Waller  
 Office Manager... J. F. Whalley

### Coverage

	Daytime	Evening
Population—Primary	10,910,000	11,147,500
Radio Homes—"	2,540,600	2,584,400
Population—Secondary	6,285,900	21,798,400
Radio Homes—"	505,500	821,200

Source: Field intensity measurements and mail response analysis.

### Representative

National Broadcasting Co., Inc.

## WGES

"IN THE HEART OF CHICAGO"

**CHICAGO—EST. 1924**

FREQUENCY: 1360 Kc. POWER: 1000 Watts.  
 Sundays; 500 watts, daily. OWNED BY: Oak  
 Leaves Broadcasting Station, Inc. OPERATED  
 BY: Same. BUSINESS ADDRESS: 2400 Madison  
 St. PHONE: Seeley 8066. STUDIO ADDRESS:  
 Same. TRANSMITTER LOCATION: 4000 Wash-  
 ington Blvd. TIME ON THE AIR: 7:00 A.M.  
 to 12:00 noon and 3:30 P.M. to 8:00 P.M. NEWS  
 SERVICE: International News Service. TRAN-  
 SCRPTION SERVICE: Lang-Worth, Associated  
 Music Publishers, Davis & Schwegler.

### Personnel

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

## WGN

"THE VOICE OF THE PEOPLE"

**CHICAGO—EST. 1924**

MUTUAL

FREQUENCY: 720 Kc. POWER: 50,000  
 Watts. OWNED BY: WGN, Inc. OPERATED  
 BY: WGN, Inc. BUSINESS ADDRESS: 441 N.  
 Michigan Ave. PHONE: Superior 0100. STU-  
 DIO ADDRESS: 441 N. Michigan Ave. TRANS-

MITTER LOCATION: Roselle, Ill. TIME ON THE  
 AIR: 6:45 A.M. to 1:30 A.M. (Saturdays, until  
 2:00 A.M.); Sunday, 8:30 A.M. to 1:30 A.M.  
 NEWSPAPER AFFILIATION: Chicago Tribune.  
 NEWS SERVICE: Press Radio Bureau, Asso-  
 ciated Press, United Press. TRANSCRIPTION  
 SERVICE: World Broadcasting System.

### Personnel

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

### Coverage

Population—Primary	11,683,000
Radio Homes—"	3,100,000
Population—Secondary	25,875,000
Radio Homes—"	5,427,000

Source: Mail response analysis.

### Representatives

WGN, Inc. (New York)

Paul H. Raymer Co. (San Francisco and  
 Los Angeles)

## WIND

(See Gary, Ind.)

# W-I-N-D

"The Tip-Top Spot on Your Dial"

Gary, Indiana

560 Kilocycles

5000 WATTS DAYS • 1000 WATTS NIGHTS

# CHICAGO'S FAVORITE SPORTS STATION

NATIONAL SALES OFFICE

201 North Wells Street, Chicago, Ill.

# 10 MILLION

For the tenth consecutive year—another year and another million! WLS, in 1939, again received over a million letters.

Over ten million letters (10,460,658 to be exact) have been received by WLS in the ten years under its present management. That's a lot of mail, representing a lot of listeners—an audience loyal and responsive to WLS programs and the advertisers who present them.

This responsive audience can be your audience. Ask WLS or any John Blair man.



**WLS**  
**THE PRAIRIE FARMER STATION**  
Burrage D. Butler, President (Chicago) Glenn Snyder, Manager

**KOY**  
PHOENIX, ARIZONA

1000 WATTS  
DAY & NIGHT  
CBS Affiliate

To sell goods in Phoenix—use KOY. Plenty of proof from prominent national advertisers that KOY gets results, too! Write Fred Palmer . . . or ask any John Blair man.

Represented by

**JOHN BLAIR & COMPANY**

New York Chicago Detroit St. Louis Los Angeles San Francisco



# WJJD

CHICAGO—EST. 1932

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

## Personnel

President.....Ralph L. Atlass  
 Vice-President.....A. L. Linick  
 Commercial Manager.....H. P. Sherman  
 Program Manager.....J. L. Allabough, Jr.  
 Studio Supervisor.....Hilton L. Remley  
 Director of Public Relations.....Al Hollender  
 Musical Director.....Ben Kanter  
 Chief Engineer.....Walter Myers

## Coverage

Population—Primary ..... 6,877,376  
 Radio Homes— " ..... 1,535,612  
 Source: Field intensity measurements.

## Representatives

Paul H. Raymer Co.  
 Walter Biddick Co. (West Coast)

# WLS

CHICAGO—EST. 1924

NATIONAL BROADCASTING CO.

FREQUENCY: 870 Kc. POWER: 50,000 watts. OWNED BY: Agricultural Broadcasting Co. OPERATED BY: Prairie Farmer. BUSINESS ADDRESS: 1230 W. Washington Blvd. PHONE: Haymarket 7500. STUDIO ADDRESS: 1230 W. Washington Blvd. TRANSMITTER LOCATION: Tinley Park. TIME ON THE AIR: 5:30 A.M. to 8:00 P.M. (midnight on Saturday). NEWSPAPER AFFILIATION: Prairie Farmer. NEWS SERVICE: United Press, Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Usual Facilities.

## Personnel

President.....Burridge D. Butler  
 Station Manager.....Glenn Snyder  
 Commercial Manager.....Wm. R. Cline  
 Artists' Bureau Head.....George Ferguson  
 Publicity and Sales Promotion  
 Director.....Don Kelley  
 Program Director.....Harold Safford  
 Chief Engineer.....Thomas L. Rowe

## Coverage

Population—Primary ..... 19,209,500  
 Radio Homes— " ..... 4,408,800  
 Source: Mail response analysis.

## Representative

John Blair & Company

# WMAQ

CHICAGO—EST. 1922

NATIONAL BROADCASTING CO.  
 (BASIC RED)

FREQUENCY: 670 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Merchandise Mart. PHONE: Superior 8300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Bloomingdale, Ill. TIME ON THE AIR: (daily) 6:45 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICES: United Press, International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

## Personnel

President.....Lenox R. Lohr  
 Manager, Central Division.....Sidney N. Strotz  
 Division Engineer.....Howard C. Luttgens  
 Supervisor of Music Library.....D. A. Marcotte  
 Night Manager.....E. C. Cunningham  
 Director of Agriculture.....William E. Drips  
 Special Events Director.....Kenneth D. Fry  
 Asst. to Manager.....A. W. Kaney  
 Artists' Service Manager.....James Stirton  
 Chief Announcer.....William Kephart  
 Publicity Director.....William Ray  
 Continuity Editor.....Kenneth L. Robinson  
 Program Manager.....Jules Herbuveaux

EXCLUSIVE FEATURES  
 ENTERTAINING PROGRAMS  
 RADIO AS CHICAGO LIKES IT  
 ASSURES YOU—

*"The Largest Audience per  
 Dollar Spent in the Chicago  
 Market"*

# WJJD

20,000 WATTS  
 CHICAGO

"THE NATION'S LARGEST  
 INDEPENDENT STATION"

PAUL H. RAYMER CO.  
 NATIONAL REPRESENTATIVES

• • • **ILLINOIS** • • •

Advertising and Sales Promotion Manager,  
Emmons C. Carlson  
Musical Director.....Roy Shield  
Sales Manager.....Oliver Morton  
Educational Director.....Judith Waller  
Office Manager.....J. F. Whalley

**Coverage**

	Daytime	Evening
Population—Primary	14,123,500	12,291,600
Radio Homes—"	3,272,600	2,855,700
Population—Secondary	10,209,300	23,101,000
Radio Homes—"	628,900	1,218,300

Source: Field strength surveys and mail response analysis.

**Representative**

National Broadcasting Co., Inc.  
(See Page 358)

•  
**W M B I**

**CHICAGO—EST. 1926**

FREQUENCY: 1080 Kc. POWER: 5000 Watts.  
OWNED BY: The Moody Bible Institute of Chicago. OPERATED BY: The Moody Bible Institute of Chicago. BUSINESS ADDRESS: 153 Institute Place. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Addison. TIME ON THE AIR: Shares Limited Time with WBT and WCBD.

**Personnel**

Director .....H. Coleman Crowell  
Program Director...Rev. Wendell P. Loveless

•  
**W S B C**

"THE FRIENDLY VOICE OF  
CHICAGOLAND"  
**CHICAGO—EST. 1925**

FREQUENCY: 1210 Kc. POWER: 250 watts.  
OWNED BY: WSBC, Inc. OPERATED BY: WSBC, Inc. BUSINESS ADDRESS: 2400 Madison St. PHONE: Seeley 8066. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 8:30 A.M., 10:00 to 11:00 A.M., 2:00 P.M. to 3:30 P.M., 8:00 P.M. to 10:00 P.M. and 11:00 P.M. to 12:00 midnight. TRANSCRIPTION SERVICE: Lang-Worth.

**Personnel**

President .....Gene T. Dyer  
Station Manager.....John A. Dyer  
Chief Announcer.....John Steadman  
Publicity Director.....Dick Kross  
Musical Director.....Dean Remick  
Chief Engineer.....Ed Jacker

•  
**W H F C**

**CICERO—EST. 1936**

FREQUENCY: 1420 Kc. POWER: 250 watts.  
OWNED BY: WHFC, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 6138 W. Cermak

Rd. PHONE: Cicero 4305 Lawndale 8228. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press.

**Personnel**

President.....R. W. Hoffman  
Manager.....M. E. Clifford

**Coverage**

	Daytime	Evening
Population—Primary	2,210,749	2,210,749
Radio Homes—"	1,730,212	1,730,212
Radio Homes—Secondary	375,504	375,504

Source: Field strength measurements.

•  
**W D A N**

"THE COMMUNITY STATION"  
**DANVILLE—EST. 1938**

FREQUENCY: 1500 Kc. POWER: 250 watts.  
OWNED BY: Northwestern Publishing Co. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Wolford. PHONE: Main 1700. STUDIO ADDRESS: Hotel Wolford. TRANSMITTER LOCATION: 1500 North Washington Ave. TIME ON THE AIR: 7:00 A.M. to 10:15 P.M. NEWSPAPER AFFILIATION: Danville Commercial News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

**Personnel**

General Manager.....E. C. Hewes  
Station Manager.....C. R. Richardson  
Program Director.....Gleason Kistler  
Chief Engineer.....Ted Magin

**Coverage**

Population—Primary	
and Secondary	171,211
Radio Homes—Primary	
and Secondary	32,720

Source: Field strength measurements.

**Representative**

J. P. McKinney & Sons

•  
**W S O Y**

**DECATUR—EST. 1925**

MISSOURI-ILLINOIS BROADCASTING  
SYSTEM

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Commodore Broadcasting, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 353-357 N. Main St. PHONE: 5371-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1891 N. Oakland Ave. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: Decatur Herald, Decatur Review. NEWS SERVICE: International News Service, Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System and Standard Radio.

**ILLINOIS**

**Personnel**

President and General Manager, Merrill Lindsay  
 Chief Announcer..... Berne Enterline  
 Musical Director..... Cary Robards  
 Technical Supervisor and In Charge of  
 Production ..... M. N. Stockwish

**Coverage**

	Daytime	Evening
Population—Primary .....	312,294	81,731
Radio Homes— " .....	82,183	21,508
Population—Secondary .....	296,013	70,277
Radio Homes— " .....	74,093	17,569

Source: Field strength measurements (primary); mail response analysis (secondary).

**W K B B**

**EAST DUBUQUE**  
 (See Dubuque, Ia.)

**W T M V**

**EAST ST. LOUIS—EST. 1935**

FREQUENCY: 1500 Kc. POWER: 250 watts.  
 OWNED BY: Mississippi Valley Broadcasting Co. OPERATED BY: Mississippi Valley Broadcasting Co. BUSINESS ADDRESS: Hotel Broadview. PHONE: Bridge 3424—East 4390. STUDIO ADDRESS: Hotel Broadview. TRANSMITTER LOCATION: Hotel Broadview. TIME ON THE AIR: 5:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President ..... William H. West  
 Vice-President-Promotion Manager,  
 Carlin S. French  
 Program Director..... George T. Case  
 Business Manager..... E. White  
 Chief Engineer..... Thos. R. McLean

**Coverage**

	Daytime	Evening
Population—Primary .....	1,347,600	1,347,600
Radio Homes— " .....	355,210	355,210
Population—Secondary .....	416,900	416,900
Radio Homes— " .....	90,810	90,810

Source: U. S. Department of Commerce.

**W G I L**

**GALESBURG—EST. 1938**

FREQUENCY: 1500 Kc. POWER: 250 Watts.  
 OWNED BY: Galesburg Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Hill Arcade Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Galesburg. TIME ON THE AIR: Daytime license. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President and General  
 Manager..... Howard A. Miller

**Coverage**

Population—Primary .....	350,000
Radio Homes— " .....	100,000

Source: Station survey.

**Representative**

Sears & Ayer

**W E B Q**

**"VOICE OF SOUTHERN ILLINOIS"  
 HARRISBURG—EST. 1923**

FREQUENCY: 1210 Kc. POWER: 250 watts.  
 OWNED BY: Harrisburg Broadcasting Co. OPERATED BY: Harrisburg Broadcasting Co. BUSINESS ADDRESS: 100 East Poplar. PHONE: 28—Transmitter, 125. STUDIO ADDRESS: 100 East Poplar. TRANSMITTER LOCATION: 100 E. Poplar. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight (sharing time with KFVS). NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU.

**Personnel**

Station Manager..... I. M. Taylor  
 Program Director..... Virginia Crane  
 Chief Announcer-Artists' Bureau Head,  
 Lindle Moore  
 Publicity Director..... Bernie Smith  
 Chief Engineer..... Joseph R. Tate

**Coverage**

	Daytime	Evening
Population—Primary .....	396,680	198,340
Radio Homes— " .....	99,170	49,585
Population—Secondary .....	686,040	343,020
Radio Homes— " .....	171,510	85,755

Source: Field intensity measurements.

**W J P F** \*

**HERRIN—EST. 1939**

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Orville W. Lyerla. OPERATED BY: Orville W. Lyerla. BUSINESS ADDRESS: Herrin. STUDIO ADDRESS: Herrin. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

**Personnel**

Owner..... Orville Lyerla  
 \*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 C L S**

**JOLIET—EST. 1926**

FREQUENCY: 1310 Kc. POWER: 100 Watts.  
 OWNED BY: WCLS, Inc. OPERATED BY: WCLS, Inc. BUSINESS ADDRESS: 7 East Clinton. PHONE: 7133. STUDIO ADDRESS: 7 Clinton St. TRANSMITTER LOCATION: U. S. High-

# ILLINOIS

way No. 6. TIME ON THE AIR: 7:00 A.M. to 8:33 P.M., except Fri.: 7:00 A.M. to 10:30 P.M., Fridays; 9:00 A.M. to 8:30 P.M., Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President-General Manager.....L.W. Wood  
 Program Director.....Robert M. Holt  
 Continuity Chief.....Jack Sharp  
 Chief Engineer.....George Ives

## Coverage

Population—Primary .....	110,732
Radio Homes— " .....	23,558
Population—Secondary .....	305,123
Radio Homes— " .....	92,137

Source: U. S. Census; Joint Committee.

# W M B D

"FROM THE HEART OF ILLINOIS"  
**PEORIA—EST. 1925**

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

## Personnel

President and Manager.....Edgar L. Bill  
 Commercial Manager.....Charles C. Caley  
 Program Manager.....Gene Trace  
 Public Relations Director.....Gomer Bath  
 Business Manager.....Paul Scherer  
 News Editor.....Brooks Watson  
 Artists' Bureau Head.....Milton Budd  
 Musical Director.....Hod Hiatt  
 Chief Announcer.....Harry Luedeke  
 Chief Engineer.....Ted Giles

## Coverage

	Daytime	Evening
Population—Primary .....	605,646	605,646
Radio Homes— " .....	133,737	133,737

Source: Field intensity measurements and mail response analysis.

## Representative

Free & Peters, Inc.

# W T A D

"VOICE OF THE MISSISSIPPI VALLEY"  
**QUINCY—EST. 1926**

FREQUENCY: 900 Kc. POWER: 1,000 Watts. OWNED BY: Illinois Broadcasting Corp. OPERATED BY: Illinois Broadcasting Corp. BUSINESS ADDRESS: WCU Bldg. PHONE: 364 and 56. STUDIO ADDRESS: WCU Bldg. TRANSMITTER LOCATION: N. 24th St. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS

SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President.....W. Emery Lancaster  
 Secretary-Treasurer.....H. G. Kreitemeyer  
 Vice-President.....R. E. Whitfield  
 General Manager.....C. Arthur Fifer  
 Commercial Manager.....W. J. Rothschild  
 Program Director.....Don Fischer  
 News Editor.....William H. Sohm  
 Traffic Manager.....Zcula Gatewood  
 Chief Engineer.....Francis Wentura

## Coverage

Population—Primary .....	1,291,523
Radio Homes— " .....	315,500

Source: Station survey.

# W R O K

"SERVING NORTHERN ILLINOIS AND  
 SOUTHERN WISCONSIN"  
**ROCKFORD—EST. 1923**

MUTUAL BROADCASTING SYSTEM  
 FREQUENCY: 1410 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Rockford Broadcasters, Inc. OPERATED BY: Rockford Broadcasters, Inc. BUSINESS ADDRESS: News Tower. PHONE: Main 5632. STUDIO ADDRESS: News Tower. TRANSMITTER LOCATION: Kilburn Ave. Road. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: Rockford Morning Star, Rockford Register-Republic. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President.....Ruth Hanna Simms  
 Managing Director.....James Rodgers  
 General Manager.....Walter Koessler  
 Sales Manager.....William Carlson  
 Program Director.....John Dixon  
 Chief Announcer.....Maurice P. Owens  
 Publicity Director.....Allen O. Brophy  
 Musical Director.....Helene Kimberley  
 Chief Engineer.....Thomas C. Cameron

## Coverage

	Daytime	Evening
Population—Primary .....	350,221	350,221
Radio Homes— " .....	125,420	125,420
Population—Secondary .....	502,242	502,242
Radio Homes— " .....	200,841	200,841

Source: Department of Commerce.

## Representative

Headley-Reed Co.

# W H B F

"VOICE OF THE QUAD-CITIES"  
**ROCK ISLAND—EST. 1925**

MUTUAL BROADCASTING SYSTEM  
 FREQUENCY: 1240 Kc. POWER: 1000 Watts. OWNED BY: Rock Island Broadcasting Co. OPERATED BY: Rock Island Broadcasting Co. BUSINESS ADDRESS: Safety Bldg. PHONE:

R. I. 918-9. STUDIO ADDRESS: Safety Bldg., Rock Island; Fifth Ave. Bldg., Moline; Orpheum Theater Bldg., Davenport. TRANSMITTER LOCATION: 23 Ave. & 52 St., Moline, Ill. TIME ON THE AIR: (daily) 5:30 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: The Rock Island Argus. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

President.....John W. Potter  
 General Manager.....L. C. Johnson  
 Commercial Manager.....Maurice Corken  
 Program Director.....Ivan Streed  
 Publicity Director.....Don Wright  
 Musical Director.....Lucia Thompson  
 Chief Engineer.....R. J. Sinnett

**Coverage**

	Daytime	Evening
Population—Primary	678,000	304,900
Radio Homes—"	167,600	77,500
Population—Secondary	1,175,000	570,600
Radio Homes—"	292,400	136,400

Source: U. S. Census.

**Representative**

Furgason & Walker, Inc.

**WCBS**

SPRINGFIELD—EST. 1926

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: WCBS, Inc. OPERATED BY: WCBS, Inc. BUSINESS ADDRESS: 523 E. Capitol Ave. PHONE: 9855. STUDIO ADDRESS: 523 E. Capitol Ave. TRANSMITTER LOCATION: 2209 S. 6th St. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Illinois State Journal. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Transcription Service.

**Personnel**

President.....Harold L. Dewing  
 Vice-President.....A. W. Shipton  
 Secretary-Program Director.....L. G. Pfefferle  
 Commercial Manager.....Jack Heintz  
 Artists' Bureau Head.....Bill Nelms  
 Chief Announcer.....John Connelly  
 Publicity Director.....Miriam Hill  
 Musical Director.....John Geil  
 Chief Engineer.....Richard L. Ashenfelter

**Coverage**

Population—Primary	955,000
Radio Homes—"	201,300

Source: Joint Committee.

**Representative**

Sears & Ayers, Inc.

**WTAX**

SPRINGFIELD—EST. 1930

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: WTAX, Inc. OPERATED BY: WTAX, Inc. BUSINESS ADDRESS: 720 Reisch

Bldg. PHONE: 1630-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music Publishers.

**Personnel**

President and Station

Manager.....Jay A. Johnson

**Representative**

Burn-Smith Co.

**WDZ**

"THE RIGHT SPOT ON YOUR DIAL"  
 TUSCOLA—EST. 1920

FREQUENCY: 1020 Kc. POWER: 1000 watts. OWNED BY: WDZ Broadcasting Co. OPERATED BY: WDZ Broadcasting Co. BUSINESS ADDRESS: Star Bldg. PHONE: 98 and 153. STUDIO ADDRESS: Star Bldg. TRANSMITTER LOCATION: Tuscola. TIME ON THE AIR: 6:00 A.M. to sundown. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President.....E. L. Bill  
 Station and Sales Manager.....Clair B. Hull  
 Promotion Manager.....Tom McNutt  
 Artists' Bureau Head.....Don Ebarsbach  
 Chief Announcer.....Hank Fisher  
 Publicity Director.....Fran Booton  
 Musical Director.....Herbert L. Johnston  
 Traffic Manager.....Ruth Moore  
 Chief Engineer.....Mark C. Spies

**Coverage**

Population—Primary	1,158,049
Radio Homes—"	327,480

Source: Field intensity measurements.

**Representative**

Howard H. Wilson Co.

**WILL**

URBANA—EST. 1922

FREQUENCY: 580 Kc. POWER: 5000 watts. OWNED BY: University of Illinois. OPERATED BY: Same. BUSINESS ADDRESS: Urbana. PHONE: 7-2616 — 7-2400. STUDIO ADDRESS: 400 S. Wright. TRANSMITTER LOCATION: S. First St. Road, Champaign. TIME ON THE AIR: 7:00 A.M. to local sunset (except Sunday). NEWSPAPER AFFILIATION: The Daily Illini. NEWS SERVICE: Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Lang-Worth.

**Personnel**

Director.....Jos. F. Wright  
 Artists' Bureau Head.....F. E. Schooley  
 Program Director.....Frank E. Schooley  
 Publicity Director.....Art Wildhagen  
 Musical Director.....Lanson F. Demming  
 Production Director.....Nat H. Cohen  
 Chief Engineer.....A. James Ebel

# INDIANA

Population 3,474,000

Number of Families 934,000

Number of Radio Homes 816,800

Retail Sales \$858,558,800

Auto Registrations 940,000

## W H B U

ANDERSON—EST. 1923

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Anderson Broadcasting Corp. OPERATED BY: Anderson Broadcasting Corp. BUSINESS ADDRESS: Citizens Bank Bldg. PHONE: 234. STUDIO ADDRESS: Citizens Bank Bldg. TRANSMITTER LOCATION: 1110 Meridian St. TIME ON THE AIR: 6:00 A.M. to 10:30 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Recorded Program Service.

### Personnel

President-General Manager.....L. M. Kennett  
Commercial Manager.....L. Podhaski  
Chief Engineer.....R. Fulwider

### Coverage

Population—Primary ..... 905,000  
Radio Homes— " ..... 238,000  
Source: Field intensity measurements.

## Indiana's BRIGHT SPOT

covered by

# WOWO

296,010

INDIANA RADIO HOMES  
(plus 199,940 in Ohio and Michigan)

INDIANA'S LARGEST  
ADVERTISING MEDIUM

Westinghouse **WOWO**  
FORT WAYNE

1160 Kc. Clear Channel NBC Blue  
See **FREE** and **PETERS**

## W T R C

ELKHART—EST. 1931

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Truth Pub. Co. OPERATED BY: Elkhart Daily Truth. BUSINESS ADDRESS: Hotel Elkhart. PHONE: 948. STUDIO ADDRESS: Hotel Elkhart. TRANSMITTER LOCATION: Junction Mishawaka Road and Route 19. TIME ON THE AIR: (daily) 6:30 A.M. to 9:30 P.M.; (Sunday 11:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Elkhart Daily Truth NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio.

### Personnel

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

### Coverage\*

Population—Primary ..... 260,000  
Radio Homes— " ..... 64,750  
Source: U. S. Census.

\*Station estimates primary daytime primary-area within a radius of 40 miles of Elkhart; and the night-time primary-area within a radius of 25 miles of Elkhart.

### Representative

Tenney, Woodward & Conklin, Inc.

## W E O A

EVANSVILLE—EST. 1936

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Evansville on the Air, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 519 Vine St. PHONE: 2-1171. STUDIO ADDRESS: 519 Vine St. Memorial Coliseum, Evansville College. TRANSMITTER LOCATION: 519 Vine St. TIME ON THE AIR: 7:00 A.M. to 12:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

Station Manager.....Martin L. Leich  
Program Director.....Pat Roper  
General Manager.....Clarence Leich  
Chief Engineer.....John B. Caraway, Jr.

### Coverage

	Daytime	Evening
Population—Primary	252,394	139,615
Radio Homes— "	44,350	27,300

• • • **INDIANA** • • •

Population—Secondary .. 63,818  
 Radio Homes— " .. 9,466  
 Source: U. S. Census; Joint Committee; field intensity measurements.

**Representative**  
 Weed & Co.

**W G B F**

**EVANSVILLE—EST. 1925**

NBC (Red and Blue)

FREQUENCY: 630 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Evansville on the Air, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 519 Vine St. PHONE: 2-1171. STUDIO ADDRESS: 519 Vine St.; Memorial Coliseum, Evansville College. TRANSMITTER LOCATION: 8 miles north of Evansville. TIME ON THE AIR: 6:00 A.M. to 7:00 P.M., daily; 8:30 to midnight, Mondays; 7:00 to midnight, Friday and Sunday; and 8:00 P.M. to midnight, Saturdays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

General Manager..... Clarence Leich  
 Program Director..... Pat Roper  
 Chief Engineer..... Fay Gehres

**Coverage**

Population—Primary & Secondary... 1,323,995  
 Radio Homes— " " " .. 185,600  
 Source: U. S. Census; Joint Committee; field intensity measurements.

**Representative**  
 Weed & Co.

**W G L**

"FORT WAYNE'S METROPOLITAN STATION"

**FORT WAYNE—EST. 1924**

NBC—SUPPLEMENTARY BASIC RED & BLUE

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Westinghouse Radio Stations, Inc. OPERATED BY: Westinghouse Radio Stations, Inc. BUSINESS ADDRESS: 925 S. Harrison. PHONE: Anthony 2136-7. STUDIO ADDRESS: Westinghouse Bldg. TRANSMITTER LOCATION: Westinghouse Bldg. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

**Personnel**

Vice-President..... Walter Evans  
 Station Manager..... W. C. Swartley  
 Sales Manager..... Ford Billings  
 Auditor-Asst. Treasurer..... J. B. Conley  
 Program Director..... W. C. Roe  
 Sales Promotion Mgr..... Jack O'Mara  
 Musical Director..... Jeane Brown  
 Chief Engineer..... Fred W. Fischer

**Coverage**

	Daytime	Evening
Population—Primary .....	147,675	131,314

Radio Homes— " .....	41,250	36,680
Population—Secondary ..	15,343	
Radio Homes— " ..	4,286	

Source: NBC Airea method of circulation ascertainment.

**Representative**  
 Free & Peters, Inc.

**W O W O**

"INDIANA'S MOST POWERFUL BROADCASTING STATION"

**FORT WAYNE—EST. 1925**

NBC BASIC BLUE

FREQUENCY: 1160 Kc. POWER: 10,000 watts. OWNED BY: Westinghouse Radio Stations, Inc. OPERATED BY: Westinghouse Radio Stations, Inc. BUSINESS ADDRESS: 925 S. Harrison, Westinghouse Building. PHONE: Anthony 2136-7. STUDIO ADDRESS: Westinghouse Bldg. TRANSMITTER LOCATION: Intersection Routes 33 and 33 R. R. Fort Wayne. TIME ON THE AIR: 6:00 A.M. to local sunset; shares evening time with WWVA. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

**Personnel**

Vice-President..... Walter Evans  
 Station Manager..... W. C. Swartley  
 Sales Manager..... Ford Billings  
 Auditor & Asst. Treasurer..... J. B. Conley  
 Program Manager..... Franklin Tooke  
 Sales Promotion Mgr..... Jack O'Mara  
 Musical Director..... Jeane Brown  
 Chief Engineer..... Fred W. Fischer

**Coverage**

	Daytime	Evening
Population—Primary .....	1,816,456	1,993,594
Radio Homes— " .....	507,390	556,870
Population—Secondary ..	1,145,678	574,593
Radio Homes— " ..	329,022	160,501

Source: NBC Airea method of circulation ascertainment.

**Representative**  
 Free & Peters, Inc.

**W I N D**

"THE TWENTY-TWO-HOUR-A-DAY STATION"

**GARY—EST. 1927**

CBS

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

**Personnel**

President ..... Ralph L. Atlas  
 Manager ..... E. S. Mittendorf  
 Sales Manager ..... John T. Carey  
 Program Director ..... Brooks Connelly  
 Director of Public Relations ..... Al Hollender

**Coverage**

Population—Primary ..... 8,506,156  
 Radio Homes— " ..... 1,886,405

Source: Field intensity measurements.

**Representative**

Furgason & Walker, Inc.  
 (See Page 365)

**W H I P**

**HAMMOND—EST. 1937**

FREQUENCY: 1480 Kc. POWER: 5000 Watts.  
 OWNED BY: Hammond-Calumet Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 5935 Hohman Ave. PHONE: Hammond 10000. SALES OFFICE ADDRESS: 25 E. Jackson Blvd. PHONE: Webster 4514. STUDIO ADDRESS: 5935 Hohman Ave. TRANSMITTER LOCATION: Outside of Hammond. TIME ON THE AIR: 6:00 A.M. to local sunset (at Buffalo, N. Y.). NEWSPAPER AFFILIATION: Lake County (Ind.) Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated.

**Personnel**

President-General Manager. George F. Courrier  
 Managing Director ..... Doris Keane

**Coverage**

Population—Primary ..... 5,537,000  
 Radio Homes— " ..... 1,729,000  
 Population—Secondary ..... 1,661,000  
 Radio Homes— " ..... 337,500

Source: Station survey.

**W W A E**

**HAMMOND**

FREQUENCY: 1200 Kc. POWER: 100 Watts.  
 OWNED BY: Hammond-Calumet Broadcasting Corp. OPERATED BY: Hammond-Calumet Broadcasting Corp. BUSINESS ADDRESS: 5935 Hohman Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hammond. TIME ON THE AIR: Shares time with WFAM in evening; daytime, unlimited. NEWSPAPER AFFILIATION: Lake County (Ind.) Times. TRANSCRIPTION SERVICE: Associated.

**Personnel**

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

**W F B M**

**"THE HOOSIER STATION"  
 INDIANAPOLIS—EST. 1924**

**COLUMBIA BROADCASTING SYSTEM**

FREQUENCY: 1230 Kc. POWER: 5000 watts, d.; 1000 watts n. OWNED BY: WFBM, Inc. OPERATED BY: WFBM, Inc. BUSINESS ADDRESS: 48 Monument Circle. PHONE: Lincoln 8596. STUDIO ADDRESS: 48 Monument Circle. TRANSMITTER LOCATION: Rural Route 13, Box 125-G, Indianapolis. 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: International News Service. TRANSCRIPTION SERVICE: Standard Radio Library, Associated Music Pub. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President-General Mgr. .... Jesse L. Kaufman  
 Commercial Manager ..... Earl G. Thomas  
 Program Director ..... F. O. Sharp  
 Musical Director ..... William F. Wirges  
 Chief Engineer ..... M. R. Williams

**Coverage**

	Daytime	Evening
Population—Primary	1,509,700	678,697

Source: Field test measurements.

**Representative**

Edward Petry & Co., Inc.

**W I B C**

1050 K C—1000 WATTS

**Indiana's Fastest  
 Growing Station!**

Well planned musical features, alert showmanship, and thoughtful consideration to community service—these are the things that have made WIBC the most talked of, and most listened to, station serving Central Indiana—an area wherein 300,000 radio families are influenced in the spending of \$238,000,000 yearly by the messages heard over Indiana's Friendly, Compelling Voice—WIBC!

**W I B C**

1050 K C—1000 WATTS

Indianapolis

Howard H. Wilson, Nat'l Rep.

**"INDIANA'S FRIENDLY STATION"  
 INDIANAPOLIS—EST. 1938**

FREQUENCY: 1050 Kc. POWER: 1000 Watts.  
 OWNED BY: Indiana Broadcasting Corp. OPERATED BY: Indiana Broadcasting Corp. BUSINESS ADDRESS: 350 N. Meridian St. PHONE: Lincoln 2305. STUDIO ADDRESS: Same.



TRANSMITTER LOCATION: Millersville Road. TIME ON THE AIR: 6:00 A.M. to local sunset NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Vice-President Genl. Mgr. . . . . C. A. McLaughlin  
 Program Director . . . . . Robert Longwell  
 Chief Announcer . . . . . George Palmer  
 Chief Engineer . . . . . Harry Adams

**Coverage**

Population—Primary . . . . . 1,235,391  
 Radio Homes— " . . . . . 454,360  
 Source: Field intensity measurements.

**Representative**

Howard H. Wilson Co.

**WIRE**

INDIANAPOLIS—EST. 1926

NATIONAL BROADCASTING CO.—MUTUAL  
 FREQUENCY: 1400 Kc. POWER: 5,000 watts.  
 OWNED BY: Indianapolis Broadcasting Co., Inc. BUSINESS ADDRESS: Claypool Hotel. PHONE: RI-4471-2-3. STUDIO ADDRESS: 540 N. Meridian. TRANSMITTER LOCATION: Ralston Road. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M., daily; 7:30 A.M. to 1:00 A.M., Sundays. NEWS AFFILIATION: Central Newspapers, Inc. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Broadcasting System. Standard Radio.

**Personnel**

President . . . . . Eugene C. Puliam  
 Sales Manager . . . . . R. E. Bausman  
 Secretary-Treasurer . . . . . N. G. Mason  
 Merchandising Manager,  
 Lawrence O. Hammer

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

**Coverage**

Population—Primary . . . . . 1,569,900  
 Radio Homes— " . . . . . 393,500  
 Population—Secondary . . . . . 1,872,000  
 Radio Homes— " . . . . . 422,700  
 Source: Station survey.

**Representative**

George P. Hollingsbery Co.

**WLBC**

"THE FRIENDLY VOICE OF THE TYPICAL AMERICAN CITY"

MUNCIE—EST. 1926

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Donald A. Burton. OPERATED BY: Donald A. Burton. BUSINESS ADDRESS: 8 Anthony Bldg. PHONE: 5411-2. STUDIO ADDRESS: 8 Anthony Bldg. TRANSMITTER LOCATION: 8 Anthony Bldg. TIME ON THE AIR: 5:30 A.M. to 11:30 P.M. NEWS SERVICES: United Press and local news department.

MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

Owner . . . . . Donald A. Burton  
 Commercial Manager . . . . . Wm. F. Craig  
 Station Manager . . . . . Donald A. Burton  
 Sales Manager . . . . . Wm. F. Craig  
 Publicity Director . . . . . Ed De Miller  
 Musical Director . . . . . Carl Noble  
 Chief Engineer . . . . . Maurice Crain

**Coverage**

Population—Primary . . . . . 350,593  
 Radio Homes— " . . . . . 68,900  
 Population—Secondary . . . . . 411,757  
 Radio Homes— " . . . . . 72,500  
 Source: Station survey.

**Representatives**

William R. Stewart (Chicago)  
 Forjoe & Co. (New York)

**WGRC**

NEW ALBANY—EST. 1936

MUTUAL BROADCASTING SYSTEM  
 SOUTHERN NETWORK

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Northside Broadcasting Corp. OPERATED BY: Northside Broadcasting Corp. BUSINESS ADDRESS: Indiana Theatre Bldg. PHONE: Wabash 3343. STUDIO ADDRESS: Indiana Theater Bldg.; Kentucky Home Life Bldg., Louisville; Jeffersonville. TRANSMITTER LOCATION: McCulloch Pike. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated.

**Personnel**

President and Manager . . . . . S. A. Cisler  
 Commercial Manager . . . . . J. Porter Smith  
 Business Manager . . . . . C. L. Harris  
 Program Director . . . . . C. E. Schroeder  
 Musical Director . . . . . Rosalind Brown  
 Chief Engineer . . . . . William Tharp

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	448,300	420,000
Radio Homes— " . . . . .	114,060	110,000
Population—Secondary . . . . .	132,400	
Radio Homes— " . . . . .	26,560	

Source: Station survey.

**Representative**

Burn-Smith Company

**WKBV**

RICHMOND—EST. 1926

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Knox Radio Corp. OPERATED BY: Knox Radio Corp. STUDIO ADDRESS: Seventh and Main. TRANSMITTER LOCATION: North of Richmond. TIME ON THE AIR: Full

time license. TRANSCRIPTION SERVICE:  
Lang-Worth.

**Personnel**

President.....William O. Knox

**W F A M**

**SOUTH BEND—EST. 1922**

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 1200 Kc. Power: 100 watts.  
OWNED BY: South Bend Tribune. OPERATED  
BY: South Bend Tribune. BUSINESS AD-  
DRESS: 225 West Collax Ave. PHONE:  
3-6161. STUDIO ADDRESS: 225 West Col-  
fax Ave. TRANSMITTER LOCATION: One-  
half mile west of city limits on U. S. No. 2.  
TIME ON THE AIR: (daily) 7:00 A.M. to 12:00  
noon and 3:30 P.M. to 8:00 P.M.; (Sunday)  
8:00 A.M. to 5:00 P.M. NEWSPAPER AFFILI-  
ATION: South Bend Tribune. NEWS SER-  
VICE: United Press. TRANSCRIPTION SER-  
VICE: Associated Library, Standard Radio.

**Personnel**

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

**Representative**

Paul H. Raymer Company

**W S B T**

**SOUTH BEND—EST. 1922**

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 1360 Kc. POWER: 500 watts.  
OWNED BY: South Bend Tribune. OPERATED  
BY: South Bend Tribune. BUSINESS ADDRESS:  
225 West Collax Ave. PHONE: 3-6161.  
STUDIO ADDRESS: 225 West Collax Ave.  
TIME ON THE AIR: (daily) 12:00-3:30 P.M. and  
8:00 P.M. to midnight; (Sunday) 5:00 P.M. to  
11:00 P.M. NEWSPAPER AFFILIATION:  
South Bend Tribune. NEWS SERVICE: United  
Press. TRANSCRIPTION SERVICE: Associ-  
ated Library, Standard Radio.

**Personnel**

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

**Representative**

Paul H. Raymer Company

**W B O W**

"THE FRIENDLY STATION"  
**TERRE HAUTE—EST. 1926**

NBC (RED and BLUE)

FREQUENCY: 1200 Kc. POWER: 250 watts.  
OWNED BY: Banks of Wabash, Inc. OPER-  
ATED BY: Banks of Wabash, Inc. BUSINESS  
ADDRESS: 303 S. 6th St. PHONE: Crawford  
3394. STUDIO ADDRESS: 6th & Ohio. TRANS-  
MITTER LOCATION: First St. and Peyton Ave.  
TIME ON THE AIR: 6:45 A.M. to 12:00 midnight.  
NEWS SERVICE: Transradio Press. TRAN-  
SCRIPTION SERVICE: Lang-Worth, Standard  
Radio.

**Personnel**

General Manager.....W. W. Behrman  
Assistant Manager.....Luke Walton  
Auditor.....Martha Turner  
Chief Announcer.....Sig Rousch  
Musical Director.....Leo Baxter  
Chief Engineer.....Stokes Gresham, Jr.

**Coverage**

	Daytime	Evening
Population—Primary	320,465	217,000
Radio Homes— "	75,760	56,000
Population—Secondary	332,984	156,718
Radio Homes— "	75,580	43,803

Source: Field intensity measurements; Joint  
Committee.

**Representative**

Weed & Co.

**W A O V \***

**VINCENNES—EST. 1939**

FREQUENCY: 1420 Kc. POWER: 100 watts.  
OWNED BY: Vincennes Newspapers, Inc. OP-  
ERATED BY: Vincennes Newspapers, Inc. BUSI-  
NESS ADDRESS: Vincennes. STUDIO AD-  
DRESS: Vincennes. TRANSMITTER LOCATION:  
Same. NEWSPAPER AFFILIATION: Vincennes  
Newspapers, Inc.

\*Station was licensed to operate under a  
construction permit at time of going to press  
and reports that construction has not started.

**W B A A**

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

FREQUENCY: 890 Kc. POWER: 1000 watts,  
d.; 500 watts. n. OWNED BY: Purdue Univer-  
sity. OPERATED BY: Purdue University. BUSI-  
NESS ADDRESS: West Lafayette. PHONE: 6076.  
STUDIO ADDRESS: Electrical Engineering Bldg.  
TRANSMITTER LOCATION: Electrical Engineer-  
ing Bldg. TIME ON THE AIR: 11:00 A.M. to 5:00  
P.M. (Mon., Tues., Wed., Thurs., Fri.); 11:00  
A.M. to 4:00 P.M. (Saturday).

**Personnel**

Station Manager, Program Director  
Gilbert D. Williams  
Asst. Program Director.....Mildred Chamberlin  
Chief Engineer.....Ralph R. Townsley

# IOWA

Population 2,552,000

Number of Families 680,000

Number of Radio Homes 577,800

Retail Sales \$715,031,900

Auto Registrations 747,820

## W O I

AMES—EST. 1921 (as 9YI)

FREQUENCY: 640 Kc. POWER: 5000 Watts. OWNED BY: Iowa State College. OPERATED BY: Iowa State College. BUSINESS ADDRESS: Ames. PHONE: 2500. STUDIO ADDRESS: Ames. TRANSMITTER LOCATION: Ames. TIME ON THE AIR: 6:30 a.m. to local sunset. NEWS SERVICE: United Press.

### Personnel

Director.....W. I. Griffith  
Assistant Director.....A. G. Woolfries  
Chief Announcer.....Robert Miles  
Musical Director.....Tolbert McRae  
Chief Engineer.....Louie L. Lewis

## K F G Q

BOONE

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

### Personnel

Manager.....Lois Crawford

## W M T

CEDAR RAPIDS, WATERLOO—  
EST. 1922

NBC (BLUE)—MUTUAL—THE COWLES STATIONS

FREQUENCY: 600 Kc. POWER: 5,000 Watts, d.; 1,000 Watts, n. OWNED BY: Iowa Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Paramount Bldg., Cedar Rapids—Russell Lamson Hotel, Waterloo. PHONE: Cedar Rapids 6127, Waterloo 236. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Marion. TIME ON THE AIR: 5:30 A.M. to 12:00 midnight; Sunday, 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Des Moines Register and Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library, Davis & Schwegler.

### Personnel

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

Commercial Manager

W. B. Quarton (Cedar Rapids)

Commercial Manager...Don Inman (Waterloo)

National Sales Manager.....Ted Eans

Program Director.....Douglas B. Grant

Merchandising Director.....Leo F. Cole

Chief Engineer.....Charles F. Quentin

### Coverage

Population—Primary ..... 3,253,200

Radio Homes— " ..... 768,100

Source: Field strength survey.

### Representative

The Katz Agency

## W O C

DAVENPORT—EST. 1922

COLUMBIA BROADCASTING SYSTEM  
CORN BELT WIRELESS REBROADCASTING  
SERVICE

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Tri City Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 1000 Brady St. PHONE: 3521. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to midnight; Sunday, 9:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Associated.

### Personnel

President .....Col. B. J. Palmer

Vice-President.....Dave Palmer

General Manager.....J. Buryl Lottridge

National Sales Manager.....Clair Heyer

Commercial Manager.....Ben F. Hovel

Merchandising Manager.....J. Neff Wells, Jr.

Program Director.....J. Neil Reagan

Chief Engineer.....Harold Higby

### Coverage

	Daytime	Evening
Population—Primary	180,800	198,100
Radio Homes— "	42,730	46,160
Population—Secondary	1,113,400	564,300
Radio Homes— "	264,550	138,600

Source: CBS Listener Study.

### Representative

Free & Peters, Inc.

## K G C A

DECORAH

FREQUENCY: 1270 Kc. POWER: 100 Watts.

OWNED BY: Charles Walter Greenley. OPERATED BY: Charles Walter Greenley. BUSINESS ADDRESS: Decorah. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares daytime with KWLC.

# KWLC

"THE RADIO VOICE OF LUTHER COLLEGE"

DECORAH—EST. 1926

FREQUENCY: 1270 Kc. POWER: 100 watts. OWNED BY: Luther College. OPERATED BY: Luther College. BUSINESS ADDRESS: Luther College. PHONE: 690. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Dormitory. TIME ON THE AIR: Shares daytime with KGCA.

## Personnel

Director.....F. C. Gamelin  
Station Manager.....O. Eittrheim  
Production Manager.....R. E. Lee  
Music Director.....Professor T. H. Nickel  
Chief Operator.....A. Woolery

# KRNT

DES MOINES—EST. 1935

CBS—THE COWLES STATIONS

FREQUENCY: 1320 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Iowa Broadcasting Co. OPERATED BY: Iowa Broadcasting Co. BUSINESS ADDRESS: Des Moines Register & Tribune Bldg. PHONE: Des Moines 3-2111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North of Des Moines. TIME ON THE AIR: 18½ hours daily. NEWSPAPER AFFILIATION: Des Moines Register & Tribune. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President.....Gardner Cowles, Jr  
General Manager.....Luther L. Hill  
Assistant General Manager and  
Commercial Manager.....Craig Lawrence  
National Sales Manager.....Ted Enns  
Program Director.....Ed Linehan  
Sales Promotion Manager.....Wayne Welch  
Chief Engineer.....Paul Huntsinger

## Coverage

Population—Primary.....1,057,141  
Radio Homes— ".....248,777

Source: U. S. Census; Joint Committee.

## Representative

The Katz Agency

# KSO

DES MOINES—EST. 1932

NBC (BLUE)—MBS—THE COWLES STATIONS  
FREQUENCY: 1430 Kc. POWER: 5000 Watts-d., 1000 Watts-n. OWNED BY: The Iowa Broadcasting Co., subsidiary of the Des

Moines Register and Tribune. OPERATED BY: Same. BUSINESS ADDRESS: Reg. & Trib. Bldg. PHONE: 3-2111. STUDIO ADDRESS: Reg. & Trib. Bldg. TRANSMITTER LOCATION: 6 miles north of town. TIME ON THE AIR: (daily) 6:30 a.m. to 1:00 a.m., (Sunday) 7:00 a.m. to 1:00 a.m. NEWSPAPER AFFILIATION: Des Moines Register & Tribune. NEWS SERVICE: United Press, International News Service, Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Standard Radio and NAB Library.

## Personnel

President.....Gardner Cowles, Jr.  
General Manager.....Luther Hill  
Assistant General and  
Commercial Manager.....Craig Lawrence  
National Sales Manager.....Ted Enns  
Program Director.....Ed Linehan  
Sales Promotion Manager.....Wayne Welch  
Chief Engineer.....Paul Huntsinger

## Coverage

Population—Primary.....812,340  
Radio Homes— ".....192,968

Source: U. S. Census; Joint Committee.

## Representative

The Katz Agency

# WHO

DES MOINES—EST. 1924

NBC—CORN BELT WIRELESS  
REBROADCASTING SERVICE

FREQUENCY: 1000 Kc. POWER: 50000 Watts. OWNED BY: Central Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 914 Walnut St. PHONE: 3-7147. TRANSMITTER LOCATION: Mitchellville. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M.; Sundays, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press and Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President.....Col. B. J. Palmer  
V.P. & Treasurer.....D. D. Palmer  
V.P. & Station Manager.....J. O. Maland  
Secretary.....William Brandon  
Sales Manager.....Hale Bondurant  
Publicity Director.....Woody Woods  
Program Director.....Harold Fair  
Technical Director.....Paul A. Loyet

## Coverage

Population—Primary.....3,745,000  
Radio Homes— ".....866,000

Source: Field intensity measurements.

## Representative

Free & Peters, Inc.

# KDTH\*

DUBUQUE—EST. 1937

FREQUENCY: 1340 Kc. POWER: 500 Watts. OWNED BY: Telegraph Herald. OPERATED

BY: Telegraph Herald. BUSINESS ADDRESS: Eighth Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Not determined. TIME ON THE AIR: Daytime. NEWS AFFILIATION: Dubuque Telegraph Herald.

\*Station was licensed to operate under a construction permit at time of going to press.

**Representative**

William J. Arndt

**W K B B**

"THE RADIO VOICE OF IOWA'S KEY CITY"

DUBUQUE—EST. 1933

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Sanders Bros. Radio Station. OPERATED BY: Sanders Bros. Radio Station. BUSINESS ADDRESS: Hotel Julien. PHONE: Dubuque 572. STUDIO ADDRESS: Hotel Julien. TRANSMITTER LOCATION: Rural Route No. 2. TIME ON THE AIR: 6:30 A.M. to midnight (daily), 8:00 A.M. to midnight (Sunday). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated Recorded Program Service.

**Personnel**

President.....Walter E. Klauer  
Station Manager.....James D. Carpenter  
Chief Announcer.....Vaughn Gayman  
Publicity Director.....Sigmund Fritschel  
Musical Director.....M. K. Galliant  
Chief Engineer.....Leonard Carlson

**Coverage**

	Daytime	Evening
Population .....	379,549	
Radio Homes .....	85,517	40,140

**Representative**

International Radio Sales

**K V F D**

FORT DODGE—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Northwest Broadcasting Co. OPERATED BY: Northwest Broadcasting Co. BUSINESS ADDRESS: Warden Bldg. PHONE: Walnut 2761. STUDIO ADDRESS: Warden Bldg. TRANSMITTER LOCATION: Fort Dodge. TIME ON THE AIR: 15 hours daily. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President.....Edward Breen  
Commercial Manager.....Charles A. Kennedy

**W S U I**

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

FREQUENCY: 880 Kc. POWER: 1000 watts, d.; 500 watts, n. (C. P. 5000 watts, d.;

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

**Personnel**

Chairman Radio Board.....Bruce E. Mahan  
Station Director.....Carl H. Menzer  
Program Director.....Pearl B. Broxam  
Production Manager

Prof. H. Clay Harshberger

Staff Announcer.....William Sener  
Chief Engineer.....S. J. Ebert

**K F J B**

"IN THE HEART OF IOWA"

MARSHALLTOWN—EST. 1923

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Marshall Electric Co. OPERATED BY: Marshall Electric Co. BUSINESS ADDRESS: 1603 W. Main St. PHONE: 3361. STUDIO ADDRESS: 1603 W. Main St. TRANSMITTER LOCATION: 2 miles northwest of town. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M. (daily); 11:00 to 7:00 P.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

President and Station Manager...Earl Peak  
Chief Engineer.....Warren D. Bailey

**Coverage**

Population—Primary .....	191,700
Radio Homes— " .....	72,100
Population—Secondary .....	383,200
Radio Homes— " .....	91,700

Source: Mail response analysis.

**Representative**

Allied Representation Co.

**K G L O**

MASON CITY—EST. 1937

COLUMBIA BROADCASTING SYSTEM

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

**Personnel**

Station Manager.....F. C. Eighmey

# There's *only* ONE!

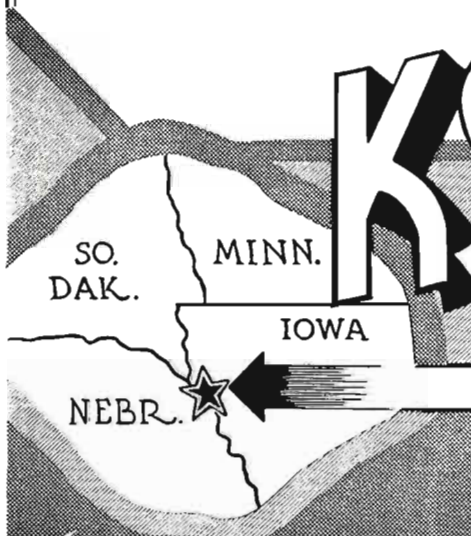
KSCJ, operating on 5000 watts day and 1000 watts night (soon 5000 day and night), is the ONE station . . . network or independent . . . of this or greater power whose transmitter is within 60 miles of Sioux City!

KSCJ is the ONE station, regardless of atmospheric conditions, that can be depended on to get your client's message across to the majority of the 1,688,810 listeners in this rich area!

**KSCJ** AFFILIATE  
**NBC**  
**The JOURNAL**

**SIoux CITY, IOWA**

Represented by George Hollingbery  
C. W. Corkhill, Manager



# I O W A

Program Director..... John Price  
 Production Manager..... Jim Woods  
 Publicity Director..... Henry Hook  
 Chief Engineer..... Leo Born

## Coverage

	Daytime
Population—Primary .....	178,700
Radio Homes— " .....	38,370
Population—Secondary .....	480,600
Radio Homes— " .....	106,280

Source: CBS Listener Study.

## Representative

Weed & Co.

# K F N F

"THE FRIENDLY FARMER STATION"  
 SHENANDOAH—EST. 1924

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

## Personnel

Manager..... W. E. MacDonald

## Coverage

Population—Primary .....	3,010,600
Radio Homes— " .....	761,500
Population—Secondary .....	3,625,400
Radio Homes— " .....	791,500

Source: Field intensity measurements and mail response analysis.

## Representative

Reynolds-Fitzgerald, Inc.

# K M A

SHENANDOAH—EST. 1925

NBC—BLUE AND MUTUAL

CORN BELT WIRELESS REBROADCASTING  
 SERVICE

FREQUENCY: 930 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Earl E. May Seed Co. OPERATED BY: Earl E. May Seed Co. BUSINESS ADDRESS: Lowell & Elm Sts. PHONE: 192. STUDIO ADDRESS: Lowell & Elm Sts. TRANSMITTER LOCATION: Shenandoah Rt. 48. TIME ON THE AIR: 4:30 A.M. Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

## Personnel

President..... Earl E. May  
 Station & Commercial Mgr..... J. (Cy.) Rapp  
 Program Director..... Fred Greenlee  
 Production Manager..... Owen Saddler

Promotion Manager..... Frank Jaffe  
 Musical Director..... Faylon Geist  
 Chief Engineer..... Ray Schroeder

## Coverage

	Daytime	Evening
Population—Primary .....	2,200,100	1,261,464
Radio Homes— " .....	476,440	285,330
Population—Secondary .....	1,884,060	1,792,410
Radio Homes— " .....	451,710	388,130

Source: Field intensity measurements and mail response analysis.

## Representative

Howard Wilson & Co.

# K S C J

"HEAR IT AS IT HAPPENS OVER KSCJ;  
 READ IT IN THE SIOUX CITY JOURNAL"  
 SIOUX CITY—EST. 1927

NATIONAL BROADCASTING CO.

FREQUENCY: 1330 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Perkins Bros. Co. OPERATED BY: Same. BUSINESS ADDRESS: 415 Douglas. PHONE: 57993-4-5. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 4500 Floyd Ave. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: Sioux City Journal. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Davis & Schwegler.

## Personnel

Station Manager..... C. W. Corkhill  
 Studio Director..... Ruth Fachman  
 Publicity Director..... Roberta Deany  
 Musical Director..... Bertha Reese  
 Chief Engineer..... S. C. Dier

## Coverage

Population—Primary .....	1,189,871
Population—Secondary .....	1,688,810

Source: Field intensity measurements.

## Representative

George P. Hollingbery Co.

# K T R I

SIOUX CITY—EST. 1938

FREQUENCY: 1420 Kc. POWER: 250 Watts, OWNED BY: Sioux City Broadcasting Co. OPERATED BY: Dietrich Dirks and The Tribune Co. BUSINESS ADDRESS: Commerce Bldg., 6th & Nebraska Sts. PHONE: 8-0165. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: The Sioux City Tribune. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President..... Eugene Kelly  
 General Manager..... Dietrich Dirks  
 Program Director..... Gordon Horner  
 Commercial Manager..... Ray Jensen  
 Chief Engineer..... Carleton Gray

**Coverage**

	Daytime	Evening
Population—Primary	476,940	476,940
Radio Homes—	101,430	101,430

Source: Field intensity measurements and mail response analysis.

**Representative**

Furgason & Walker, Inc.

**KANSAS**

Population 1,864,000

Number of Families 501,000

Number of Radio Homes 367,800

Retail Sales \$493,087,100

Auto Registrations 589,474

**K F B I**

ABILENE—EST. 1923

FREQUENCY: 1050 Kc. POWER: 5000 Watts. OWNED BY: Farmers & Bankers Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Farmers & Bankers Life Insurance Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 42nd St. & Broadway. TIME ON THE AIR: 6:00 A.M. to sunset (Pacific time). NEWS SERVICE: International News Service.

TRANSCRIPTION SERVICE: World Broadcasting System and Standard Radio.

**Personnel**

President ..... H. K. Lindsley  
Station Manager..... Herb Hollister  
Chief Engineer..... K. W. Pyle

**Coverage**

Population—Primary	1,010,900
Radio Homes—	199,700
Population—Secondary	1,669,000
Radio Homes—	383,600

Source: Mail response analysis.

**Representative**

Howard H. Wilson Company

*Confucius Says—*

“A Well Programmed  
Station  
Brings Better Results”

**K W B G**

Hutchinson, Kansas  
Is  
Well Programmed

The Station in the  
Center of the Nation

**K V A K**

“THE VOICE OF ATCHINSON, KANSAS”  
ATCHINSON—EST. 1939

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Carl Latenser. OPERATED BY: Carl Latenser. BUSINESS ADDRESS: Latenser Bldg., 622 Commercial St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East Atchinson. TIME ON THE AIR: 6:30 A.M. to 10:30 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Radio, Davis & Schwegler.

**Personnel**

Owner & Director..... Carl Latenser  
Manager..... W. H. Reity  
Program Director..... L. V. Butcher

**Coverage**

Population—Primary	35,000
Population—Secondary	500,000

Source: Station survey.

**K G G F**

COFFEYVILLE—EST. 1930

MUTUAL BROADCASTING SYSTEM  
FREQUENCY: 1010 Kc. POWER: 1000 Watts. OWNED BY: Hugh J. Powell. OPERATED BY: Same. BUSINESS ADDRESS: Journal Bldg. PHONE: 147-41. STUDIO ADDRESS: Same.



TRANSMITTER LOCATION: South Coffeyville.  
 TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.  
 NEWSPAPER AFFILIATION: The Coffeyville  
 Journal. NEWS SERVICE: The Associated  
 Press. TRANSCRIPTION SERVICE: NBC  
 Thesaurus, Davis & Schwegler.

**Personnel**

Owner.....Hugh J. Powell  
 General Manager.....Melvin Drake  
 Program Director.....Clair A. Foster  
 Chief Engineer.....J. Fred Case

**Coverage**

Population—Primary ..... 717,900  
 Radio Homes— " ..... 132,800  
 Population—Secondary ..... 503,900  
 Radio Homes— " ..... 102,000

Source: Field intensity measurements.

**Representative**

The Katz Agency

**K G N O**

DODGE CITY—EST. 1930

FREQUENCY: 1340 Kc. POWER: 1000 Watts,  
 d.; 250 Watts, n. OWNED BY: Dodge City  
 Broadcasting Co. OPERATED BY: Same.  
 BUSINESS ADDRESS: Globe Bldg. PHONE:  
 1100. STUDIO ADDRESS: Same. TRANS-  
 MITTER LOCATION: Westview Park. TIME  
 ON THE AIR: 6:30 A.M. to 2:00 P.M. and 4:00  
 P.M. to 9:00 P.M. NEWSPAPER AFFILIATION:  
 Dodge City Globe. NEWS SERVICE: Associ-  
 ated Press. TRANSCRIPTION SERVICE: Stand-  
 ard Radio.

**Personnel**

President.....J. C. Denious  
 Business Manager.....N. C. Petersen  
 Commercial Manager.....Vaughn Kimball  
 Chief Engineer.....Emil Doane

**Representative**

Arthur H. Hagg and Associates

**K T S W**

EMPORIA—EST. 1939

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 Watts.  
 OWNED BY: Emporia Broadcasting Co. OPER-  
 ATED BY: Same. BUSINESS ADDRESS: Em-  
 poria. 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: Standard Radio, C.  
 P. MacGregor.

**Personnel**

President.....S. B. Warren  
 General & Commercial  
 Manager.....K. W. Trimble  
 Program Director.....Larry Simms  
 Chief Engineer.....Paul H. Daniels

**Representative**

Sears & Ayer, Inc.

**K I U L**

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

FREQUENCY: 1210 Kc. POWER: 100 Watts.  
 OWNED BY: Garden City Broadcasting Co.  
 OPERATED BY: Garden City Broadcasting Co.  
 BUSINESS ADDRESS: 404 N. Main. PHONE:  
 666-999. STUDIO ADDRESS: 404 N. Main.  
 TRANSMITTER LOCATION: Warner Terrace.  
 TIME ON THE AIR: 6:00 A.M. to 7:15 P.M.,  
 daily; 10:00 A.M. to 5:00 P.M., Sundays. NEWS  
 SERVICE: Transradio Press. TRANSCRIPTION  
 SERVICE: Lang-Worth, Davis & Schwegler.

**Personnel**

President.....F. D. Conard  
 Station Manager.....Clem Morgan  
 News Editor.....M. E. Pence  
 Chief Engineer.....Ralph Childs

**Coverage**

Radio Homes—Primary ..... 18,200  
 Radio Homes—Secondary ..... 22,510

Source: Station survey.

**Representative**

Cox and Tanz

**K V G B**

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

FREQUENCY: 1370 Kc. POWER: 100 Watts.  
 OWNED BY: Helen Townsley. OPERATED BY:  
 Helen Townsley. BUSINESS ADDRESS: Cork  
 Bldg., P. O. Box 757. PHONE: 1080. STUDIO  
 ADDRESS: Cork Bldg. TRANSMITTER LOCA-  
 TION: 2 miles south of Great Bend on High-  
 way No. 281. TIME ON THE AIR: 7:00 A.M. to  
 10:00 P.M., daily; 8:45 A.M. to 4:00 P.M., Sun-  
 day. NEWS SERVICE: United Press. TRAN-  
 SCRPTION SERVICE: NBC Thesaurus, C. P.  
 MacGregor.

**Personnel**

Manager.....H. T. Townsley  
 Program Manager.....Dave Wilson  
 Commercial Manager.....Everette Smart  
 Chief Engineer.....Leo Legleiter

**Coverage**

Population—Primary ..... 301,900  
 Radio Homes— " ..... 53,100

Source: Mail analysis.

**K W B G**

"THE STATION IN THE CENTER  
 OF THE NATION"

HUTCHINSON—EST. 1935

FREQUENCY: 1420 Kc. POWER: 100 Watts  
 (C.P. 250 Watts). OWNED BY: Nation's Center  
 Broadcasting Co., Inc. OPERATED BY: W. B.  
 Greenwald. BUSINESS ADDRESS: 201 S. Main.  
 PHONE: 5202. STUDIO ADDRESS: 201 S. Main.



**KANSAS  
STATION  
EXECUTIVES  
READ  
RADIO  
DAILY  
REGULARLY**



TRANSMITTER LOCATION: Hutchinson. TIME ON THE AIR: 18 hours daily. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Davis & Schwegler.

**Personnel**

President.....W. B. Greenwald  
Station Manager.....H. A. Delp  
Commercial Manager.....Ken Irving  
Chief Engineer.....Harold Bourrell

**KCKN**

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

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: The KCKN Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 901 N. 8th St. PHONE: Drexel 4300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Operated by The Kansas City Kansan, Capper Publication, only daily newspaper in Kansas City, Kansas. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Library.

**Personnel**

President.....W. A. Bailey  
Vice-President-General  
Manager.....Ellis Atteberry  
Commercial Manager.....Owen Balch  
Program Director.....George Engelter  
Director of Publicity.....Ruth Kendall  
Special Productions Manager.....John Drake  
News Commentator.....Olaf Soward  
Musical Director.....Ruth Royal  
Chief Engineer.....C. E. Salzer, Jr.

**Coverage**

	Daytime	Evening
Population—Primary	797,703	600,000
Radio Homes—	210,530	180,000

Source: Field intensity measurements; Joint Committee.

**Representative**

Capper Publications

**KFKU**

LAWRENCE

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

**Personnel**

Director.....Harold G. Ingham  
Assistant Program  
Director.....Mildred I. Seaman

# WREN

LAWRENCE—EST. 1926

NBC-BLUE

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

## Personnel

President.....Vernon H. Smith  
Assistant Manager.....Verl Bratton  
Commercial Manager.....Ernest Pontius  
Promotion Director.....John Bondeson

## Coverage

Population—Primary ..... 3,699,476  
Radio Homes— " ..... 771,200

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

## Representative

Howard H. Wilson Co.

# KSAC

"AN EDUCATIONAL PROGRAM FOR EVERY LISTENING MEMBER OF THE FAMILY"

MANHATTAN—EST. 1924

FREQUENCY: 580 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Kansas State College of Agriculture and Applied Science. OPERATED BY: Kansas State College of Agriculture and Applied Science. BUSINESS ADDRESS: Manhattan. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daily except Sundays, 9:30 A.M. to 10:30 A.M.; 12:30 P.M. to 2:00 P.M.; 4:30 P.M. to 5:30 P.M.; and Saturdays, 9:30 A.M. to 10:30 A.M.; and 12:30 P.M. to 2:30 P.M. NEWS SERVICES: Associated Press.

## Personnel

President ..... F. D. Farrell  
Director ..... H. Umberger  
Program Director.....L. L. Longsdorf

# KOAM

"THE FOUR STATE STATION—KANSAS, OKLAHOMA, ARKANSAS AND MISSOURI"

PITTSBURG—EST. 1937

NATIONAL BROADCASTING CO.  
(RED & BLUE)

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

## Personnel

President.....E. Victor Baxter  
Station Manager.....R. E. Wade  
Sales Manager.....R. G. Patterson  
Program Director.....Bruce Robertson  
Chief Engineer.....W. L. Brown

## Coverage

Population—Primary ..... 920,451  
Radio Homes— " ..... 187,483

Source: U. S. Census; Joint Committee.

## Representative

Ferguson & Walker, Inc.

# KSAL

"YOUR FRIEND OF THE AIRWAYS"  
SALINA—EST. 1937

FREQUENCY: 1120 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: KSAL, Inc. OPERATED BY: R. J. Laubengayer. BUSINESS ADDRESS: Journal Bldg. PHONE: 100-104. STUDIO ADDRESS: Journal Bldg. TRANSMITTER LOCATION: State St. Road. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Salina Journal. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio, NBC Thesaurus, Langworth.

## Personnel

President.....R. J. Laubengayer  
Station Manager.....Owen Balch  
Commercial Manager.....H. C. Fagerstrom  
Chief Engineer.....N. E. Vance, Jr.

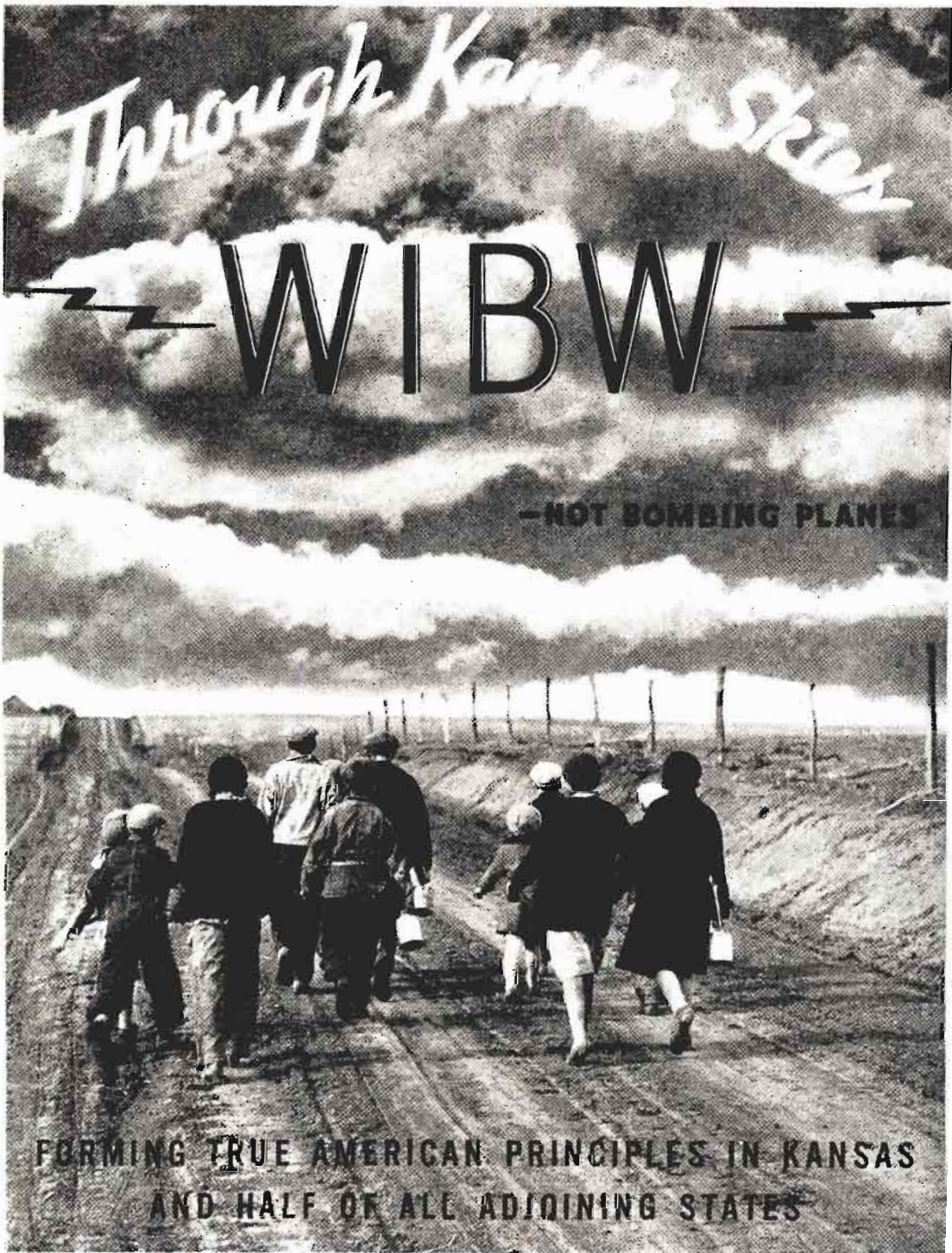
## Coverage

Population—Primary ..... 525,031  
Radio Homes— " ..... 140,000  
Population—Secondary ..... 1,000,000  
Radio Homes— " ..... 300,000

Source: Field intensity measurements.

## Representative

The Katz Agency



*Through Kansas Skies*

**WIBW**

**-NOT BOMBING PLANES**

**FORMING TRUE AMERICAN PRINCIPLES IN KANSAS  
AND HALF OF ALL ADJOINING STATES**

# WIBW

"THE VOICE OF KANSAS"  
TOPEKA—EST. 1925

CBS—KANSAS NETWORK

FREQUENCY: 580 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Capper Publications, Inc. OPERATED BY: Capper Publications, Inc. BUSINESS ADDRESS: Box 119. PHONE: 3-2377. STUDIO ADDRESS: 1035 Topeka Blvd. TRANSMITTER LOCATION: Near Topeka. TIME ON THE AIR: 4:30 A.M. to midnight (daily); 7:30 A.M. to midnight (Sunday), CST. NEWSPAPER AFFILIATION: Capper Publications, Inc. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Library, NAB Library.

## Personnel

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

## Coverage

Population—Primary ..... 1,920,500  
Radio Homes— " ..... 361,980  
Population—Secondary ..... 6,819,100  
Radio Homes— " ..... 1,300,100

Source: CBS Listener Study.

## Representative

Capper Publications, Inc.

# KANS

WICHITA—EST. 1936

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1210 Kc. POWER: 100 Watts (C.P. 250 Watts). OWNED BY: The KANS Broadcasting Co. OPERATED BY: The KANS Broadcasting Co. BUSINESS ADDRESS: Hotel Lassen. PHONE: 4-2387. STUDIO ADDRESS: Hotel Lassen. TRANSMITTER LOCATION: Hotel Lassen. TIME ON THE AIR: 6:00 A.M. to 12:05 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

## Personnel

President-General Manager.....Herb Hollister  
Commercial Manager.....Phil McKnight  
Chief Engineer.....Glenn Ritter

## Coverage

Population—Primary .....	Daytime
Radio Homes— " .....	365,080
	73,016

Source: Field intensity measurements.

## Representative

The Katz Agency

# KFH

WICHITA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

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

## Personnel

Vice President-General Mgr....M. M. Murdock  
Business Manager.....P. S. Clark  
Program Director.....Vernon E. Reed  
National Sales & Promotion  
Manager.....Clark A. Luther  
Chief Engineer.....Amos C. Dadisman

## Coverage

Population—Primary .....	700,200
Radio Homes— " .....	142,800
Population—Secondary .....	1,127,200
Radio Homes— " .....	188,700

Source: Mail response analysis.

## Representative

Edward Petry & Co.

# KENTUCKY

Population 2,920,000

Number of Families 708,000

Number of Radio Homes 494,900

Retail Sales \$427,105,800

Auto Registrations 425,000

# WCMI

"WHERE COAL MEETS IRON"  
ASHLAND—EST. 1935

MUTUAL—SOUTHERN NETWORK

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: Ashland Broadcasting Co. OPERATED BY: Ashland Broadcasting Co. BUSINESS ADDRESS: WCMI Bldg. PHONE: 3010-11.

STUDIO ADDRESS: WCMI Bldg.; First National Bank Bldg., Ironton, Ohio; Prichard Hotel, Huntington, W. Va. TRANSMITTER LOCATION: WCMI Bldg. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Ashland Daily Independent. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

# WAVE STILL ISN'T REACHING CHINA!

**(OR CHICKEN BRISTLE, KENTUCKY!)**

No, Suh—Station WAVE is glad to report that we're still content to be sitting on top of the *biggest market in Kentucky*. . . . leaving the Whangpoo (and the Kentucky mountains) for the *other fellows!*

But still we say, *don't be deceived!* Louisville ALONE gives you 80.7% of the income-tax payers in the entire Trading Area—74% of the drug sales—67.8% of the food sales!

And the *WAVE Listening Area* still gives you almost *twice* as many income-tax payers as the remaining 93 Kentucky counties, combined!—63% *more* passenger cars—64% *more* wired homes!

Also—the cost of WAVE is so low that you'll hardly notice the addition to your budget. Why not write for the whole story?

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

*Station*

**WAVE**

*Louisville*

**1000 WATTS**

**INCORPORATED**

**940 K. C.**

# KENTUCKY

## Personnel

President ..... Gilmore Nunn  
 Station & Sales Manager ..... Robert MacKenzie  
 Program Director ..... Russell Hirsch  
 In Charge of Huntington  
 Studio ..... Bert Georges  
 In Charge of Ironton  
 Studio ..... Ken McClure

## Coverage

Population—Primary ..... \*208,194  
 Population—Secondary ..... 454,775  
 Radio Homes—Primary & Secondary ..... 86,300

\* Area covered includes 7 counties in Kentucky, 3 in Ohio and 4 in West Virginia.  
 Source: Station survey.

## Representative

John H. Perry Associates

# W L B J \*

## BOWLING GREEN—EST. 1939

FREQUENCY: 1310 Kc. POWER: 250 Watts.  
 OWNED BY: Bowling Green Broadcasting Co.  
 OPERATED BY: Bowling Green Broadcasting Co.  
 BUSINESS ADDRESS: Bowling Green.  
 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 after usual requests.

# W H O P

## "THE VOICE OF THE PENNYRILE" HOPKINSVILLE—EST. 1939

FREQUENCY: 1200 Kc. POWER: 250 Watts.  
 OWNED BY: Paducah Broadcasting Co. OPERATED BY: Paducah Broadcasting Co. BUSINESS ADDRESS: P. O. Box 539. STUDIO ADDRESS: Princeton Pike. TRANSMITTER LOCATION: Princeton Pike. TIME ON THE AIR: 18 hours daily. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President-General Manager ..... Pierce E. Lackey  
 Managing Director ..... Hecht S. Lackey  
 Commercial Manager ..... F. Ernest Lackey

# W L A P

## LEXINGTON—EST. 1928

MUTUAL—SOUTHERN NETWORK  
 FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: American Broadcasting Corp. of Kentucky. OPERATED BY: American Broadcasting Corp. of Kentucky. BUSINESS ADDRESS: Radio Bldg., Walnut & Short Sts. PHONE: 1721-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Walton Bldg., Main & Esplanade. TIME ON THE

AIR: 6:30 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 12:00 Midnight, Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President-Genl. Mgr. .... Gilmore N. Nunn  
 Vice President ..... J. Lindsay Nunn  
 Secretary-Treasurer ..... Warren G. Davis  
 Chief Engineer ..... Sanford Helt

## Representative

John H. Perry Associates

# W A V E

## LOUISVILLE—EST. 1933

NATIONAL BROADCASTING COMPANY  
 FREQUENCY: 940 Kc. POWER: 1000 Watts.  
 OWNED BY: WAVE, Inc. OPERATED BY: WAVE, Inc. BUSINESS ADDRESS: Brown Hotel. PHONE: Jackson 8391-2. STUDIO ADDRESS: Brown Hotel. TRANSMITTER LOCATION: Brown Hotel. TIME ON THE AIR: (Daily) 6:00 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

## Personnel

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

## Coverage

Population—Primary .....	Evening
Radio Homes— " .....	830,080
Population—Secondary .....	136,160
Radio Homes— " .....	241,834
Population—Secondary .....	30,890
Radio Homes— " .....	

Source: NBC Aircas Survey.

## Representative

Free & Peters, Inc.

# W G R C

## LOUISVILLE

(See New Albany, Ind.)

# W I N N \*

## LOUISVILLE—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Kentucky Broadcasting Corp. OPERATED BY: Kentucky Broadcasting Corp. BUSINESS ADDRESS: Louisville. STUDIO ADDRESS: Louisville. TRANSMITTER LOCATION: Louisville. 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 usual requests.

*Roger Babson says..*

"Well-balanced, well-diversified Louisville can look ahead confidently to the next six months . . . Practically all of Louisville's 500-odd factories will roar along at new post-depression peaks . . . I look for a gain of roughly 10 per cent in the national farm income during 1940. The rich Bluegrass . . . Gains in home building will be continued. Industrial construction will be at the best levels of the last ten years. . . High factory employment, prosperous farmers, busy building artisans all add up to a good year for everyone in Louisville . . ."

**T**O PRODUCE maximum sales in this \$2,-214,269,000 market, use the key station in this prosperous area . . . .

# WHAS

**50,000 WATTS**  
**820 KILOCYCLES**  
**Basic CBS Outlet**

## HERE'S WHAT HAPPENED IN LOUISVILLE IN 1939

Bank Deposits up \$21,000,000  
 Bank Clearings up \$163,000,000  
 Industrial Power Consumption up  
 13,000,000 kwh  
 Gas Consumption up 89,000,000  
 cu. ft.  
 L. & N. Carloadings up 121,000  
 cars  
 Retail Sales up 6 per cent  
 Wholesale Sales up 15 per cent  
 Construction in city almost double  
 Distillery production up 4,000,000  
 gallons  
 Brewery production up nearly  
 2,000,000 gallons

In the Kentuckiana market there were sustained gains in virtually every line of business and every index points to the continuance of this prosperity during 1940.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

*Owned and Operated by*

**The Courier-Journal — THE LOUISVILLE TIMES**



# W H A S

"IN THE HEART OF THE RICH OHIO RIVER VALLEY"

LOUISVILLE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 820 Kc. POWER: 50,000 Watts.  
 OWNED BY: Barry Bingham. OPERATED BY: Louisville Times Company. BUSINESS ADDRESS: 300 W. Liberty St. PHONE: Wa. 2211. STUDIO ADDRESS: 300 W. Liberty St. TRANSMITTER LOCATION: New Eastwood. TIME ON THE AIR: 5:30 A.M. to 1:00 A.M. daily; 8:00 A.M. to midnight Sunday. NEWSPAPER AFFILIATION: Courier Journal and Louisville Times. NEWS SERVICE: United Press, International News Service. MAINTAINS AN ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Music Publishers Library.

### Personnel

Owner ..... Barry Bingham  
 Radio Director ..... Credo Fitch Harris  
 Executive Manager ..... W. Lee Coulson  
 Commercial Manager ..... Joe Eaton  
 Program Manager ..... Robert L. Kennett  
 Publicity Director ..... John H. Hoagland  
 Technical Advisor ..... Orrin W. Towner

### Coverage

Population—Primary ..... 4,907,600  
 Radio Homes— " ..... 1,156,900

Source: Field intensity measurements.

### Representative

Edward Petry & Company

# W O M I

OWENSBORO—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 Watts.  
 OWNED BY: Owensboro Broadcasting Co., Inc.

OPERATED BY: Owensboro Broadcasting Co., Inc. BUSINESS ADDRESS: Byers Ave. & Livermore Road. PHONE: 420 & 421. STUDIO ADDRESS: Byers Ave. & Livermore Road. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 16 hours daily; 15 hours Sunday. NEWSPAPER AFFILIATIONS: Owensboro Messenger (morning); Owensboro Inquirer (evening). NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President ..... Lawrence W. Hager  
 General Manager ..... Hugh O. Potter

### Coverage

Population—Primary ..... 146,705  
 Radio Homes— " ..... 41,880  
 Population—Secondary ..... 344,102  
 Radio Homes— " ..... 96,400

Source: Field intensity survey.

# W P A D

PADUCAH—EST. 1930

FREQUENCY: 1420 Kc. POWER: 250 Watts.  
 OWNED BY: Paducah Broadcasting Co., Inc. OPERATED BY: Paducah Broadcasting Co., Inc. BUSINESS ADDRESS: 9th and Terrell. PHONE: 4100. STUDIO ADDRESS: 9th and Terrell. TRANSMITTER LOCATION: 9th and Terrell. TIME ON THE AIR: 6:00 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Paducah-Sun Democrat. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, World Broadcasting System.

### Personnel

President & Genl. Mgr. .... Pierce E. Lackey

### Representative

Cox & Tanz

# LOUISIANA

Population 2,132,000

Number of Families 510,000

Number of Radio Homes 297,400

Retail Sales \$378,832,300

Auto Registrations 344,900

# K A L B

"IN THE HEART OF LOUISIANA"

ALEXANDRIA—EST. 1935

FREQUENCY: 1210 Kc. POWER: 250 Watts.  
 OWNED BY: Alexandria Broadcasting Co., Inc. OPERATED BY: Alexandria Broadcasting Co., Inc. BUSINESS ADDRESS: P. O. Box 788. PHONE: 65. STUDIO ADDRESS: 3rd & Jackson. TRANSMITTER LOCATION: Upper 4th St. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M.; Sunday, 9:00 A.M. to 5:30 P.M. NEWS SERVICE: In-

ternational News Service. TRANSCRIPTION SERVICE: Davis & Schwegler, NAB Library, Langworth, Standard Radio.

### Personnel

President ..... Walter H. Allen  
 Vice-President ..... Grove Stafford  
 Secretary-Treasurer ..... Mrs. W. H. Allen  
 General Manager ..... C. Edly Rogers  
 Sales Manager ..... Edgar Cappellini  
 Program Director ..... Gordon Loudon  
 Musical Director ..... John Pegues Kelley  
 Chief Engineer ..... Truman Stanley

# W J B O

**BATON ROUGE—EST. 1934**

**NATIONAL BROADCASTING CO.  
LOUISIANA NETWORK**

FREQUENCY: 1120 Kc. POWER: 500 watts (C.P. 1000 watts). OWNED BY: Baton Rouge Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Magnolia and Fifth Sts. PHONE: 3647. STUDIO ADDRESS: Magnolia and 5th. TRANSMITTER LOCATION: Roosevelt Road. TIME ON THE AIR: 6:45 A.M. to midnight. NEWSPAPER AFFILIATIONS: Baton Rouge State-Times, Baton Rouge Morning Advocate. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President.....Chas. P. Manship, Jr.  
Vice Pres. & Genl. Mgr.....H. Vernon Anderson  
Secretary-Treasurer...Charles P. Manship, Sr.  
Production Supervisor...W. H. Bland, Jr.  
Sales Manager.....J. Roy Dabadie  
Chief Engineer.....Wilbur T. Golson

## Coverage

Population—Primary ..... 344,291  
Radio Homes— " ..... 41,700

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

## Representative

George P. Hollingbery Co.

# K V O L

**"VOICE OF LAFAYETTE"  
LAFAYETTE—EST. 1935**

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: Evangeline Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 300 Jefferson St. PHONE: 336-1280. STUDIO ADDRESS: Evangeline Hotel. TRANSMITTER LOCATION: Scott Road. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Advertiser-Gazette. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President .....Morgan Murphy  
Station Manager.....Geo. H. Thomas  
Commercial Manager.....R. A. Escudier  
Chief Engineer.....J. G. Cooper

## Coverage

	Daytime	Evening
Population—Primary	250,000	150,000
Radio Homes— " "	75,000	50,000
Population—Secondary	300,000	250,000
Radio Homes— " "	100,000	75,000

Source: Station survey.

# K P L C

**"VOICE OF THE POPULAR PORT"  
LAKE CHARLES—EST. 1935**

**LOUISIANA NETWORK**

FREQUENCY: 1500 Kc. POWER: 250 Watts.

OWNED BY: Calcasieu Broadcasting Co. OPERATED BY: Calcasieu Broadcasting Co. BUSINESS ADDRESS: 333 Pujot St. PHONE: 81-82. STUDIO ADDRESS: Majestic Hotel. TRANSMITTER LOCATION: La Grange St. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President.....T. B. Lanford  
Commercial Manager.....F. C. Carroll  
Chief Announcer.....K. McDaniel  
Station Manager.....C. R. Porter  
Publicity Director.....H. L. Barnett  
Chief Engineer.....E. C. Moses

## Coverage

Population—Primary ..... \*110,900  
Radio Homes— " ..... \*14,800

\* Includes portions of secondary area.  
Source: Station survey.

# K M L B

**"VOICE OF MONROE"  
MONROE—EST. 1930**

**LOUISIANA NETWORK**

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Liner's Broadcasting Station, Inc. BUSINESS ADDRESS: Frances Hotel. PHONE: 4321-4564. STUDIO ADDRESS: Frances Hotel. TRANSMITTER LOCATION: Milhaven Rd. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. NEWS SERVICES: United Press. TRANSCRIPTION SERVICE: Standard Radio, NBC The-saurus.

## Personnel

President-General Manager.....J. C. Liner, Sr.  
Commercial Manager.....J. C. Liner, Jr.  
Program Director.....Don Breitenmoser  
Chief Engineer.....O. L. Morgan

## Coverage

	Daytime
Population—Primary	94,200
Radio Homes— " "	11,640
Population—Secondary	132,000
Radio Homes— " "	10,960

Source: Field intensity measurements.

# W D S U

**"FIRST WITH THE LATEST AND ALWAYS  
A FEW HEADLINES AHEAD"**

**NEW ORLEANS—EST. 1923**

**NBC (BLUE)—LOUISIANA NETWORK**

FREQUENCY: 1250 Kc. POWER: 1000 Watts. OWNED BY: WDSU, Inc. OPERATED BY: WDSU, Inc. BUSINESS ADDRESS: Hotel Monteleone. PHONE: Raymond 7135. STUDIO ADDRESS: Hotel Monteleone. TRANSMITTER LOCATION: Gretna. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

President ..... Joseph H. Uhalt  
 Commercial Manager ..... P. K. Ewing  
 Station Manager ..... Joseph H. Uhalt  
 Sales Manager ..... P. K. Ewing  
 Chief Engineer ..... Kenneth Ervin

**Representative**

John Blair & Co.

**W J B W**

"LOUISIANA'S ORIGINAL FRIENDLY ALL-NIGHT STATION"

**NEW ORLEANS—EST. 1926**

FREQUENCY: 1200 Kc. POWER: 100 Watts.  
 OWNED BY: Charles C. Carlson. OPERATED BY: Charles C. Carlson. BUSINESS ADDRESS: 947 Howard Ave. STUDIO ADDRESS: 947 Howard Ave. TRANSMITTER LOCATION: 3617 Bruxelles St. TIME ON THE AIR: 6:30 A.M. to 12:00 noon, 5:00 P.M. to 8:00 P.M. and 11:00 P.M. to 1:30 A.M. TRANSCRIPTION SERVICE: Davis & Schwegler.

**Personnel**

General Manager ..... C. C. Carlson

**Coverage**

	Daytime	Evening
Population—Primary	200,000	200,000
Radio Homes—	100,000	100,000
Population—Secondary	500,000	500,000
Radio Homes—	250,000	250,000

Source: Station estimate.

**W N O E**

**NEW ORLEANS—EST. 1926**

LOUISIANA NETWORK

FREQUENCY: 1420 KC. POWER: 250 Watts.  
 OWNED BY: WNOE, Inc. OPERATED BY: WNOE, Inc. BUSINESS ADDRESS: 720 Common St. PHONE: Raymond 0423. STUDIO ADDRESS: St. Charles Hotel. TRANSMITTER LOCATION: S. White & Ephrosene. TIME ON THE AIR: 24 hours daily. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President ..... James A. Noe  
 Vice-President-General Manager ..... Raymond F. Hufft  
 Program Director ..... Hubert J. Grant  
 Educational Director ..... Benet F. Cain  
 Sales Manager ..... Clark B. Alexander

**Coverage**

	Daytime	Evening
Population—Primary	1,000,000	750,000
Radio Homes—	105,000	
Population—Secondary	2,000,000	1,000,000
Radio Homes—	250,000	

Source: Station estimate.

**Representative**

Cox & Tanz

**W S M B**

**NEW ORLEANS—EST. 1925**

NBC (RED)

FREQUENCY: 1320 Kc. POWER: 5000 watts.  
 OWNED BY: Maison Blanche & Saenger Theaters. OPERATED BY: WSMB, Inc. BUSINESS ADDRESS: 901 Canal St. PHONE: MA. 5920. STUDIO ADDRESS: 901 Canal St. TRANS-AIR: 7:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President ..... E. V. Richards  
 General Manager ..... H. Wheelahan  
 Sales Manager-Publicity Director, T. J. Fontelieu  
 Chief Announcer-Artists' Bureau Head, William Brengel  
 Musical Director ..... E. Fontana  
 Chief Engineer ..... H. G. Nebe

**Coverage**

Population—Primary	836,700
Radio Homes—	145,400
Population—Secondary	246,600
Radio Homes—	28,000

Source: Field intensity measurements and mail response analysis.

**Representative**

Edward Petry & Company

**W W L**

**NEW ORLEANS—EST. 1922**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 850 Kc. POWER: 50,000 Watts. OWNED BY: Loyola University. OPERATED BY: WWL Development Co., Inc. BUSINESS ADDRESS: Roosevelt Hotel. PHONE: Raymond 2196-7-8. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Kannerville. TIME ON THE AIR: 5:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio Library.

**Personnel**

General Manager ..... W. H. Summerville  
 Commercial Manager ..... Louis Read  
 Program Manager ..... Jimmie Willson  
 Publicity Director ..... Henry Dupre  
 Musical Director ..... Pinky Vidacovich  
 Chief Engineer ..... J. D. Bloom, Jr.

**Coverage**

Survey being conducted with directional antenna at time of going to press.

**Representative**

The Katz Agency

**K R M D**

"YOUR FRIENDLY STATION"

**SHREVEPORT—EST. 1928**

LOUISIANA NETWORK

FREQUENCY: 1310 Kc. POWER: 250 watts.

## LOUISIANA — MAINE

OWNED BY: KRMD, Inc. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 1712. PHONE: 6171-2. STUDIO ADDRESS: New Jefferson Hotel. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

President ..... R. M. Dean  
 Station Manager ..... G. V. Wilson  
 Sales Manager ..... David Wilson  
 Program Director ..... Elizabeth Alford  
 Chief Engineer ..... W. J. Wilkinson

### Coverage\*

Population—Primary ..... 92,000  
 Radio Homes— " ..... 29,000  
 \*Secondary area adds an additional 15-mile radius covering an additional 100,000 persons.  
 Source: Station survey.

## K T B S

### SHREVEPORT—EST. 1928

NATIONAL BROADCASTING CO.

FREQUENCY: 1450 Kc. POWER 1000 Watts. OWNED BY: Tri-State Broadcasting System. OPERATED BY: The Shreveport Times. BUSINESS ADDRESS: P.O. Box 17. PHONE: 2-8711. STUDIO ADDRESS: Commercial Bldg. TRANSMITTER LOCATION: Dixie Gardens. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATIONS: The Shreveport Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President ..... John D. Ewing  
 General Manager ..... John C. McCormack

Commercial Manager ..... J. A. Oswald  
 Program Director ..... B. G. Robertson  
 Chief Engineer ..... C. H. Haddox

### Coverage

Population—Primary ..... 398,700  
 Radio Homes— " ..... 54,000  
 \* Includes portions of secondary area.  
 Source: Mail response analysis.

### Representative

The Branham Company

## K W K H

### SHREVEPORT—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1100 Kc. POWER: 10,000 Watts. OWNED BY: International Broadcasting Corp. OPERATED BY: The Shreveport Times. BUSINESS ADDRESS: P. O. Box 17. PHONE: 2-8711. STUDIO ADDRESS: Commercial Bldg. TRANSMITTER LOCATION: Gamm Rd., Dixie, La. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: The Shreveport Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. NAB Library.

### Personnel

President ..... John D. Ewing  
 General Manager ..... John C. McCormack  
 Commercial Manager ..... J. A. Oswald  
 Program Director ..... Fred Ohl  
 Promotion Manager ..... B. G. Robertson  
 Chief Engineer ..... W. E. Antony

### Representative

The Branham Company

# MAINE

Population 856,000

Number of Families 221,000

Number of Radio Homes 201,000

Retail Sales \$255,858,900

Auto Registrations 206,000

## W R D O

"THIS IS THE FRIENDLY VOICE FROM THE CAPITAL OF MAINE"

### AUGUSTA—EST. 1932

NATIONAL BROADCASTING CO.—

YANKEE NETWORK—COLONIAL NETWORK  
 FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: WRDO, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 175 Water St. PHONE: 2285. STUDIO ADDRESS: 175 Water St. TRANSMITTER LOCATION: 341 Water St. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight. NEWS SERVICE: Yankee Net-

work News Service. TRANSCRIPTION SERVICE: Davis & Schwegler.

### Personnel

Station Manager ..... Jack S. Atwood  
 Chief Engineer ..... Harold T. Dinsmore

### Coverage

Population—Primary ..... 78,000  
 Radio Homes— " ..... 19,000  
 Population—Secondary ..... 150,000  
 Radio Homes— " ..... 36,000  
 Source: Station survey.

### Representative

Weed & Co.

# WABI

"MAINE'S OLDEST BROADCASTING SERVICE"

**BANGOR—EST. 1922**

**COLUMBIA BROADCASTING SYSTEM**

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Community Broadcasting Service, Inc. OPERATED BY: Community Broadcasting Service, Inc. BUSINESS ADDRESS: 57 State St. PHONE: 6658-4243. STUDIO ADDRESS: 57 State St. TRANSMITTER LOCATION: Brewer, Maine. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

### Personnel

President . . . . . F. B. Simpson  
Station Manager . . . . . R. M. Wallace  
Chief Engineer . . . . . Nelson Lawson

### Coverage

Population—Primary	188,400
Radio Homes—"	46,900
Population—Secondary	143,700
Radio Homes—"	34,100

Source: Field intensity measurements.

### Representative

Furgason & Walker, Inc.

# WL B Z

"THE MAINE STATION FOR MAINE PEOPLE"

**BANGOR—EST. 1926**

**NBC—MBS**

FREQUENCY: 620 Kc. POWER: 1000 Watts. d.; 500 Watts. n. OWNED BY: Maine Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 100 Main St. PHONE: 6023. STUDIO ADDRESS: 100 Main St. TRANSMITTER LOCATION: Outer Broadway. TIME ON THE AIR: 8:00 A.M. to midnight; Sundays, 8:45 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

General Manager . . . . Thompson L. Guernsey

### Coverage

Population—Primary*	805,200
Radio Homes—"	191,100

\*Includes portions of secondary area.

Source: Station survey.

### Representative

Weed & Company

# W C O U

"MAINE'S BUSIEST STATION"

**LEWISTON—EST. 1938**

**MUTUAL BROADCASTING SYSTEM  
YANKEE-COLONIAL NETWORKS**

FREQUENCY: 1210 Kc. POWER: 250 watts.

OWNED BY: Twin City Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 223 Lisbon St. PHONE: 3140. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East End Ave. PHONE: 2904. TIME ON THE AIR: Full Time License (18 hours daily). TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

### Personnel

President . . . . . Jean B. Couture  
Treasurer . . . . . Faust O. Couture  
Secretary . . . . . Valdor L. Couture  
Manager . . . . . Guy P. Ladouceur  
Program Director . . . . . Elden Shute, Jr.  
Office Manager . . . . . Oscar Normand  
Musical Director . . . . . Bertrand Cote  
Chief Engineer . . . . . Leslie R. Hall

### Coverage

	Daytime	Evening
Population—Primary	70,154	70,154
Radio Homes—"	17,720	17,720
Population—Secondary	84,163	25,229
Radio Homes—"	21,023	6,744

Source: Field intensity measurements.

### Representative

Forjoe & Co.

CALL YOUR SPOTS  
IN THE MAINE MARKET

# W-C-O-U

Lewiston, Maine

COVERS MAINE'S RICHEST MARKET  
WITH YOUR SPOT CAMPAIGN

**LEWISTON-AUBURN**

*"The Industrial  
Heart of Maine"*

- 1st—In Payrolls
- 1st—In Wage Earners
- 1st—In Product Values

Represented by  
**FORJOE & COMPANY**

# W C S H

PORTLAND—EST. 1925

NBC-RED—YANKEE NETWORK

FREQUENCY: 940 Kc. POWER: 2500 Watts. d.; 1000 Watts, n. OWNED BY: Congress Square Hotel Co. OPERATED BY: Congress Square Hotel Co. BUSINESS ADDRESS: 579 Congress St. PHONE: Portland 3-9667. STUDIO ADDRESS: 579 Congress St. TRANSMITTER LOCATION: Scarborough, Maine. TIME ON THE AIR: Sunday, 8:00 A.M. to 12:00 midnight; week days, 7:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

Supervisor.....George F. Kelley, Jr.  
 Station Manager.....Linwood T. Pitman  
 Program Director.....Albert W. Smith  
 Merchandising Director.....Arthur E. Bucknam  
 Chief Engineer.....G. Fred Crandon

## Coverage

Radio Homes—Primary ..... 95,200

Radio Homes—Secondary ..... 18,412

Source: NBC Aircons Survey; Joint Committee.

## Representative

Weed & Co.

# W G A N

"640 ON THE DIAL"

PORTLAND—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 640 Kc. POWER: 500 Watts. OWNED BY: Portland Broadcasting System, Inc. OPERATED BY: Portland Broadcasting System, Inc. BUSINESS ADDRESS: 645A Congress St. PHONE: 2-7480; 2-7489. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to approximately 3 hours after sunset. NEWSPAPER AFFILIATION: Gannett Publishing Co. TRANSCRIPTION SERVICE: Associated Recording Program Service.

## Personnel

President-Treasurer.....Guy P. Gannett  
 Assistant Treasurer.....Laurence H. Stubbs  
 General Manager.....Creighton E. Gatchell  
 Program Manager.....Richard E. Bates  
 Chief Announcer.....Sam Henderson  
 Chief Engineer.....Rodger D. Hodgkins

## Representative

Paul H. Rayner Co.

# W A G M

"WONDERFUL AROOSTOOK—GARDEN OF MAINE"

PRESQUE ISLE—EST. 1930

MAINE BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Aroostook Broadcasting Corp. OPERATED BY: Aroostook Broadcasting Corp. BUSINESS ADDRESS: Northern National Bank Bldg. PHONE: Presque Isle 8821. STUDIO ADDRESS: Northern National Bank Bldg. TRANSMITTER LOCATION: National Bank Bldg. TIME ON THE AIR: 11:00 A.M. to 7:00 P.M. NEWS SERVICE: Maine Radio News Service. MAINTAINS ARTISTS' BUREAU.

## Personnel

President.....H. J. McGuire  
 Treasurer.....R. W. MacIntosh  
 Chief Announcer.....Ted Coffin

## Coverage

Population—Primary ..... 80,000

Radio Homes— " ..... 14,600

Source: Joint Committee.

## Representative

Cox & Tanz

*In Portland Maine, It's*

# WGAN



THE PRESS HERALD EXPRESS STATION

• CBS •

CREIGHTON E. GATCHELL

*General Manager*

Representative: Paul H. Rayner Co.

# MARYLAND

Population 1,679,000

Number of Families 410,000

Number of Radio Homes 355,100

Retail Sales \$509,161,400

Auto Registrations 428,536

## W B A L

"BALTIMORE'S POWERFUL VOICE"  
"WBAL MEANS BUSINESS IN  
BALTIMORE"

**BALTIMORE—EST. 1925**

NBC (Blue) MUTUAL

FREQUENCY: 1060 Kc. (6:30 A.M. to 12:00 midnight), 760 Kc. (9:00 P.M. to 12:00 midnight). POWER: 10,000 Watts. OWNED BY: WBAL Broadcasting Co. OPERATED BY: WBAL Broadcasting Co. BUSINESS ADDRESS: Lexington Bldg. PHONE: Plaza 4900. STUDIO ADDRESS: Lexington Bldg. TRANSMITTER LOCATION: Pikesville, Md. TIME ON THE AIR: (daily) 6:30 A.M. to 12:00 midnight; (Sunday) 8:30 A.M. to 12 midnight. NEWSPAPER AFFILIATIONS. Baltimore News-Post, Baltimore Sunday American. NEWS SERVICES: International News

Service, United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth Features. MAINTAINS ARTISTS' BUREAU.

### Personnel

Station Manager.....Harold C. Burke  
Program Manager.....Paul Girard  
Merchandising Manager.....G. W. Schults  
Publicity Director.....Dorothy Schmitt  
Chief Engineer.....Gerald W. Cooke

### Coverage

Population—Primary .....	2,500,000
Radio Homes— " .....	309,430
Population—Secondary .....	1,500,000
Radio Homes— " .....	664,670

Source: Joint Committee.

### Representative

International Radio Sales

# WBAL

*means business  
in Baltimore*

**W C A O**

"THE VOICE OF BALTIMORE"  
"BALTIMORE'S OLDEST BROADCAST STATION"

**BALTIMORE—EST. 1922**

**COLUMBIA BROADCASTING SYSTEM**

FREQUENCY: 600 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: The Monumental Radio Co. OPERATED BY: Same. BUSINESS ADDRESS: 811 West Lanvale St. PHONE: Madison 7222-3-4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Daily) 7:00 A.M. to 12:30 A.M.; (Sunday) 8:45 A.M. to 12:30 A.M. NEWS SERVICE: International News Service.

**Personnel**

President.....Lewis M. Milbourne  
Vice-President.....L. Waters Milbourne  
Treasurer.....Melvin W. Woods  
Secretary.....Clarence W. Miles  
Chief Announcer.....William J. O'Toole  
Publicity Director.....Dwight W. Burroughs  
Musical Director.....Jack Lederer  
Chief Engineer.....Martin L. Jones

**Representative**  
Paul H. Raymer Co.

**W C B M**

**BALTIMORE—EST. 1924**  
INTER-CITY

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Baltimore Broadcasting Corp. OPERATED BY: Baltimore Broadcasting Corp. BUSINESS ADDRESS: Hearst Tower Bldg. PHONE: University 8400; Calvert 2480-1. STUDIO ADDRESS: North Ave. at Harford. TRANSMITTER LOCATION: 1100 East Cold Spring Lane. TIME ON THE AIR: 7:00 A.M. to midnight, daily; 8:45 A.M. to midnight, Sundays. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Davis & Schwegler, Langworth, NAB Library.

**Personnel**

President and Commercial  
Manager.....John Elmer  
Vice-President.....J. Purdon Wright  
Treasurer.....J. Lawrence Schanberger  
Station Manager.....Geo. H. Roeder  
Publicity Director.....Newell Warner  
Chief Engineer.....G. Porter Houston

**W F B R**

"MARYLAND'S PIONEER BROADCAST STATION"

**BALTIMORE—EST. 1922**  
NBC (RED)

**MARYLAND COVERAGE NETWORK**

FREQUENCY: 1270 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Baltimore Radio Show, Inc. OPERATED BY: Baltimore Radio Show, Inc. BUSINESS ADDRESS: 10 East North Ave. PHONE: Vernon 6900. STUDIO ADDRESS: 10 East North Ave. TRANSMITTER LOCATION: Westport, Baltimore. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight; Sunday, 8:00 A.M. to midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Associated Recorded Program Service.

**Personnel**

President.....Robert S. Maslin  
Executive Vice-President.....Hope H. Barroll, Jr.  
Treasurer.....Harold W. Batchelder  
Assistant Treasurer.....Robert S. Maslin, Jr.  
Commercial Manager.....Purnell H. Gould  
Program Director.....Bert Hanauer  
Musical Director.....Jos. Imbroglia  
Chief Engineer.....Wm. Q. Ranft

**Coverage**

Population—Primary.....1,150,300  
Radio Homes— ".....246,000  
Population—Secondary.....727,900  
Radio Homes— ".....172,000

Source: Field intensity measurements and mail analysis.

**Representative**  
Edward Petry & Co., Inc.

**W·C·B·M**

**Baltimore, Maryland**

★ ★ ★

**NEW, LARGER STUDIOS READY!**

WCBM is now in even larger public influence through its potent new home. WCBM is now in a position to serve both advertiser and listener in a broader and uncommon way. WCBM is now in handsome, modern, larger studios! A great new auditorium is provided—and every modern facility known to broadcast engineering. WCBM moves ahead!

**WCBM**  
**Baltimore, Md.**

John Elmer, Pres. G. H. Roeder, Gen. Mgr.



MARYLAND

**WTBO**

CUMBERLAND—EST. 1928

MARYLAND COVERAGE NETWORK  
QUAKER NETWORK

FREQUENCY: 800 Kc. POWER: 250 Watts.  
OWNED BY: Associated Broadcasting Corp.  
OPERATED BY: Associated Broadcasting Corp.  
BUSINESS ADDRESS: 31 Frederick St. PHONE:  
Cumberland 299. STUDIO ADDRESS: 31 Fred-  
erick St. TRANSMITTER LOCATION: Fort Hill.  
TIME ON THE AIR: 7:00 A.M. to local sunset,  
at Dallas, Tex.; Sunday, 8:00 A.M. to local  
sunset at Dallas. NEWS SERVICE: United  
Press. TRANSCRIPTION SERVICE: World  
Broadcasting System, NBC Thesaurus.

**Personnel**

President-General Manager... Frank V. Becker  
Vice-President ..... Arnold Nygren  
Treasurer..... L. E. Pamphilon  
Secretary..... Chas. Z. Heskett  
Commercial Manager..... William Mullen  
Production Manager..... Stewart W. Phillips  
Chief Announcer..... Willis Conover  
Chief Engineer..... George H. Lenhert

**Coverage**

Population—Primary ..... 357,081  
Radio Homes— " ..... 53,300  
Population—Secondary ..... 261,883

Radio Homes— " ..... 45,100  
Source: Field intensity measurements and  
mail response analysis.

**Representative**

Joseph Hershey McGillvra

**WFMD**

"IN THE HEART OF MARYLAND"  
FREDERICK—EST. 1936

FREQUENCY: 900 Kc. POWER: 500 Watts.  
OWNED BY: Monocacy Broadcasting Co.  
OPERATED BY: Same. BUSINESS ADDRESS:  
Winchester Hall. PHONE: 1466. STUDIO AD-  
DRESS: Winchester Hall Bldg., and West Main  
St., Westminster, Md. TRANSMITTER LOCA-  
TION: Jefferson Pike. TIME ON THE AIR:  
6:30 A.M. to local sunset. NEWS SERVICE:  
Transradio Press. TRANSCRIPTION SERVICE:  
World Broadcasting System. MAINTAINS  
ARTISTS' BUREAU.

**Personnel**

Vice-President and General Manager,  
A. V. Tidmore  
Commercial and Promotion Manager,  
Arthur Symons  
Program Director-Chief Announcer,  
R. L. Longstreet  
Musical Director-Artists' Bureau Head,  
Winston Shipley  
Chief Engineer..... John A. Fels

Don't Make Mole Hills of These Mountains



98,000 Families Without Effective Daytime Network Coverage!

[ But we eat down here—and brush our teeth, wash, furnish our  
homes, drive our cars, listen to our radios, and do everything else  
you'd expect us to do with \$100,000,000 cash to spend every year. ]

When Are YOU Comin' 'Round The Mountain?

Get Your Share in this Fertile Market!

800 Kc.  
Clear Channel  
250 Watts

**WTBO**

NBC and World  
Transcriptions  
United Press

Cumberland, Maryland

[ And Seventeen Adjacent Counties in Maryland,  
West Virginia, Virginia, and Pennsylvania ]

Quaker Network  
Maryland Coverage Network

Nat'l Representative  
JOSEPH H. MCGILLVRA

**Coverage**

Population—Primary .....	476,567
Radio Homes— " .....	82,250
Population—Secondary .....	576,210
Radio Homes— " .....	155,540

Source: U. S. Census.

**W J E J**

"VOICE OF THE VALLEYS"  
**HAGERSTOWN—EST. 1932**

FREQUENCY: 1210 Kc. POWER: 250 watts.  
 OWNED BY: Hagerstown Broadcasting Co.  
 OPERATED BY: Hagerstown Broadcasting Co.  
 BUSINESS ADDRESS: Franklin Court. STUDIO  
 ADDRESS: Franklin Court. TRANSMITTER  
 LOCATION: Hagerstown. TIME ON THE AIR:  
 7:00 A.M. to 12:00 midnight. NEWS SERVICE:  
 Transradio Press. TRANSCRIPTION SERVICE:  
 Standard Radio, Davis & Schwegler. MAIN-  
 TAINS ARTISTS' BUREAU.

**Personnel**

Secretary-General Manager .. Grover C. Crilley  
 Commercial Manager .. Clarence Myers  
 Chief Engineer .. Harold Brewer

**Coverage**

Population—Primary .....	280,500
Radio Homes— " .....	60,000
Population—Secondary .....	184,000
Radio Homes— " .....	40,000

Source: Station survey.



"The Voice of the Valleys" Hagerstown, Md.



When you buy WJ E J in Hagerstown  
 you buy two of the richest  
 Valleys in the East

**W S A L**

"THE EASTERN SHORE'S OWN STATION"  
 "THE RADIO VOICE OF THE DELMARVA  
 PENINSULA"

**SALISBURY—EST. 1937**

MARYLAND COVERAGE NETWORK

FREQUENCY: 1200 Kc. POWER: 250 Watts.  
 OWNED BY: Frank M. Stearns. OPERATED  
 BY: Same. BUSINESS ADDRESS: 415 E. Main  
 St. PHONE: 1540-1. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Same. TIME ON  
 THE AIR: (Daily) 6:30 A.M. to local sunset;  
 (Sunday) 8:00 A.M. to local sunset. NEWS  
 SERVICE: Transradio Press. TRANSCRIPTION  
 SERVICES: Standard Library, NAB Library,  
 Langworth.

**Personnel**

Owner and Station Manager .. Frank M. Stearns  
 Program Manager and Chief

Announcer .. Deane Long  
 Publicity Director .. Robert Rogers  
 Continuity Chief .. Jane Allen  
 Chief Engineer .. Edward J. Hager

**Coverage**

Population—Primary .....	45,876
Radio Homes— " .....	8,879
Population—Secondary .....	142,988
Radio Homes— " .....	28,531

Source: U. S. Census.

**Representative**

Weed & Co.

*Serving*  
**The Public Interest**  
*Convenience And*  
**Necessity**  
*In And About*  
**SALISBURY**  
 M A R Y L A N D  
**W S A L**

# MASSACHUSETTS

Population 4,426,000

Number of Families 1,104,000

Number of Radio Homes 1,019,200

Retail Sales \$1,607,298,000

Auto Registrations 885,800

## W A A B

"KEY STATION—COLONIAL NETWORK"  
BOSTON—EST. 1930  
MUTUAL—COLONIAL

FREQUENCY: 1410 Kc. POWER: 1000 watts. OWNED BY: The Yankee Network, Inc. OPERATED BY: The Yankee Network, Inc. BUSINESS ADDRESS: 21 Brookline Ave. PHONE: Comm. 0800. STUDIO ADDRESS: 21 Brookline Ave. TRANSMITTER LOCATION: Squantum (Quincy). TIME ON THE AIR: 7:00 A.M. to 1:30 A.M.; Sunday, 7:30 A.M. to 2:00 A.M. NEWS SERVICE: Colonial Network News Service, International News Service, Universal Service. ARTISTS' BUREAU: Colonial Network Artists Bureau. TRANSCRIPTION SERVICE: Associated Library, Langworth, Davis & Schwegler.

### Personnel

President.....John Shepard, 3rd  
Vice-President in Charge of  
Station Operations.....R. L. Harlow  
Vice-President in Charge of  
Sales and Production.....Linus Travers  
Sales Manager.....Wm. Warner  
Merchandising Manager.....C. McVarish  
Promotion Director.....Frank P. Foster, 2nd  
Artists Bureau Head.....Josephine White  
Publicity Director.....A. J. Stephenson  
Musical Director.....Andrew Jacobson  
Chief Engineer.....Irving B. Robinson  
Technical Director.....Paul A. DeMars

### Coverage

	Daytime	Evening
Population—Primary	1,972,320	1,716,823
Radio Homes—	453,634	394,870

Source: Field intensity measurements.

### Representative

Edward Petry & Co., Inc.

## W H D H

"THE VOICE FROM HOME"  
BOSTON—EST. 1929

FREQUENCY: 830 Kc. POWER: 1000 watts. OWNED BY: Matheson Radio Co., Inc. OPERATED BY: Matheson Radio Co., Inc. BUSINESS ADDRESS: Hotel Touraine, 62 Boylston St. PHONE: Hancock 0900-1-2. STUDIO ADDRESS: Hotel Touraine, 62 Boylston St. TRANSMITTER LOCATION: Saugus. TIME ON THE AIR: 7:00 a.m. until sunset in Denver

(approximately two hours after local sunset). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, C. P. MacGregor, Langworth Features.

### Personnel

President.....John J. Matheson  
Station and Commercial Manager,  
Ralph G. Matheson  
Chief Announcer.....Frederick Garrigus  
Chief Engineer.....Watson Kownaski

## W M E X

BOSTON—EST. 1934

FREQUENCY: 1500 Kc. POWER: 250 watts (C.P. 1470 Kc., 5000 watts). OWNED BY: Northern Corporation. OPERATED BY: Same. BUSINESS ADDRESS: WMEX Bldg., 70 Brookline Ave. PHONE: Comm. 3900-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Chelsea (has C. P. for 5000 watt transmitter on 1470 Kc. to be located at Milton). TIME ON THE AIR: 111 Hours weekly. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NAB Library, Langworth, Davis & Schwegler.

### Personnel

President-Program Director.....John E. Reilly  
Managing Director.....Alfred J. Pote  
Commercial Manager.....W. S. Pote  
Office Manager.....Marie Wilson  
Assistant Program Director, Vivienne Cameron

## W B Z & W B Z A

"WBZ, BOSTON'S NEW LEADER IN RADIO"

BOSTON & SPRINGFIELD  
EST. 1921

NATIONAL BROADCASTING CO.  
(BASIC BLUE)

FREQUENCY: 990 Kc. POWER: WBZA—Springfield—1,000 Watts. WBZ—Boston—50,000 Watts. OWNED BY: Westinghouse Electric & Mfg. Co. OPERATED BY: Same. Programmed by National Broadcasting Co. BUSINESS ADDRESS: WBZ, Hotel Bradford, Boston. WBZA, Hotel Kimball, Springfield. PHONE: WBZ—Hancock 4261, WBZA—Springfield 6-8336. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: WBZ—Millis. WBZA—Springfield. TIME ON THE AIR: 6:00 A.M. to 1:00 P.M., daily; 8:00 A.M. to 1:00

# WBZ

# BOSTON'S 1940 LEADER

WESTINGHOUSE STATIONS WBZ-WBZA  
50,000—1,000 Watts

*Programmed by*  
NATIONAL BROADCASTING COMPANY  
*A Radio Corporation of America Service*  
BOSTON and SPRINGFIELD, MASS.

---

# MASSACHUSETTS

A.M., Sundays. NEWS SERVICE: United Press.  
TRANSCRIPTION SERVICE: NBC Thesaurus.  
MAINTAINS ARTISTS' BUREAU.

## Personnel

President ..... Geo. H. Bucher  
Station Manager..... John A. Holman  
Assistant Manager..... Vincent F. Callahan  
Program Manager..... John F. McNamara  
Chief Announcer..... Robert E. White  
Sales Manager..... Frank R. Bowes  
Publicity Director..... George A. Harder  
Musical Director..... John H. Wright  
Plant Manager..... Dwight A. Myer (WBZ)  
Plant Manager..... H. E. Randol (WBZA)

## Coverage

	Daytime	Evening
Population—Primary .....	5,467,500	5,691,000
Radio Homes— " .....	1,265,400	1,318,500
Population—Secondary .....	1,682,500	1,907,000
Radio Homes— " .....	390,800	443,900

Source: NBC Statistical Department; Joint Committee; U. S. Census.

## Representative

National Broadcasting Co., Inc.

# W C O P

"BOSTON'S VOICE—BOSTON'S CHOICE"  
BOSTON—EST. 1935

FREQUENCY: 1120 Kc. POWER: 500 watts.  
OWNED BY: Mass. Broadcasting Corp. OPERATED BY: Mass. Broadcasting Corp. BUSINESS ADDRESS: Copley Plaza Hotel. PHONE: Commonwealth 1717. STUDIO ADDRESS: Copley Plaza Hotel. TRANSMITTER LOCATION: Speedway, Brighton. TIME ON THE AIR: Daytime to local sunset. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President.....Harold A. Lafount  
General Manager.....Gerald H. Slattery  
Sales Manager.....Arthur Leary  
Program Director.....Katherine F. Batchelder  
Production Manager.....Arthur Hall  
Public Relations Director.....John K. Gowen, 3rd  
Chief Announcer.....Morton Blender  
Artists' Bureau Head.....Eleanor Kane  
Chief Engineer.....Whitman N. Hall

## Coverage

Population—Primary .....	1,904,600
Radio Homes— " .....	409,400
Population—Secondary .....	475,000
Radio Homes— " .....	108,600

Source: Field intensity measurements.

## Representative

Headley-Reed Co.

See Page 406

# W E E I

"THE FRIENDLY VOICE OF THE COLUMBIA BROADCASTING SYSTEM IN BOSTON"  
BOSTON—EST. 1924

COLUMBIA BROADCASTING SYSTEM  
NEW ENGLAND NETWORK

FREQUENCY: 590 Kc. POWER: 5000 watts, d.; 1000 watts, n. (C.P. 5000 watts, unlimited). OWNED BY: Boston Edison Co. OPERATED BY: Columbia Broadcasting System. BUSINESS ADDRESS: 182 Tremont St. PHONE: Hubbard 2323. STUDIO ADDRESS: 182 Tremont St. TRANSMITTER LOCATION: Mystic Valley Parkway, Medford, Mass. TIME ON THE AIR: (daily) 6:30 A.M. to 2:00 A.M.; (Sunday) 8:00 A.M. to 2:00 A.M. NEWSPAPER AFFILIATION: Boston Herald-Traveler. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

Station Manager.....H. E. Fellows  
Sales Manager.....Kingsley Horton  
Production Manager.....L. G. Del Castillo  
Musical Director.....C. R. Hector  
Chief Engineer.....P. K. Baldwin  
Publicity Director.....Dorothy Drake  
Chief Announcer.....C. H. Dickerman

## Coverage

	Daytime	Evening
Population—Primary .....	4,927,500	3,961,900
Radio Homes— " .....	1,097,120	893,200
Population—Secondary .....	2,393,500	3,430,600
Radio Homes— " .....	545,570	769,900

Source: CBS Market Research Division.

## Representative

Radio Sales, Inc.  
See Page 404

# W N A C

"KEY STATION—YANKEE NETWORK"  
BOSTON—EST. 1922

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

## Personnel

President.....John Shepard, 3rd  
Vice-President in Charge of  
Station Operations ..... R. L. Harlow  
Vice-President in Charge of  
Sales and Production.....Linus Travers  
Merchandising Manager.....C. McVarish

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**WEEI has 700,000 new neighbors at night**

★ they're *old* neighbors during the day

★ Now WEEI broadcasts with equal power day *and* night...5000 watts on 590 kilocycles.

WEEI-land by night is 700,000 listeners greater than before. Now by night and by day 4,000,000 New England listeners can enjoy the WEEI programs that have so long set New England's radio pace.

The Columbia-caliber WEEI originations for New England—back-logged by the full CBS schedule—make "Columbia's friendly voice in Boston" the popular voice in 27 rich outside counties as well as in the Metropolitan area. That's why—WEEI sells goods so effectively!\*

**WEEI BOSTON ★ A CBS STATION**

Operated by Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Charlotte, Los Angeles, San Francisco

**\* TYPICAL HIGHLIGHTS  
IN 12 YEARS OF WEEI  
LOCAL NIGHT-TIME  
SPONSORS:**

**I. J. FOX (*Furs*)**

Consistent WEEI night-time sponsor since 1928.

**FATHER JOHN'S MEDICINE**

Consistent seasonal WEEI night-time sponsor since 1935.

**R. G. SULLIVAN (*Cigars*)**

Consistent WEEI night-time sponsor since 1936.

**BOSTON & MAINE RAILROAD**

Continuing its third solid year as a WEEI night-time sponsor.

**MARVELS CIGARETTES**

WEEI night-time sponsor since 1938. Now on 52 week contract.

**ANTHRACITE INDUSTRIES**

20% of their total advertising appropriation was devoted to WEEI night-time. 60% of their results were traced to WEEI.

**NEW HAVEN RAILROAD**

Six WEEI night-time announcements brought almost 11,000 requests for free picture of clipper ship.

• • • **MASSACHUSETTS** • • •

Promotion Director.....Frank P. Foster, 2nd  
 Artists Bureau Head.....Josephine White  
 Assistant Sales Manager.....Gerald Harrison  
 Publicity Director.....A. J. Stephenson  
 Musical Director.....Francis J. Cronin  
 Chief Engineer.....Irving B. Robinson  
 Technical Director.....Paul A. DeMars

**Coverage**

	Daytime	Evening
Population—Primary	2,296,726	2,021,665
Radio Homes—"	529,275	464,983

Source: Field intensity measurements.

**Representative**

Edward Petry & Co., Inc.

•  
**W O R L D**

"BOSTON'S OWN STATION"

**BOSTON—EST. 1926**

FREQUENCY: 920 Kc. POWER: 500 Watts.  
 OWNED BY: Broadcasting Service Organization, Inc. OPERATED BY: Broadcasting Service Organization, Inc. BUSINESS ADDRESS: Myles Standish Hotel, 610 Beacon St. PHONE: Commonwealth 5100. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Needham. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio Library.

**Personnel**

President.....Harold A. Lafount  
 General Manager.....George Lasker  
 Promotion Manager.....Frederick Bailey  
 Program Director.....Robert N. Perry  
 Publicity Director.....Marjorie L. Spriggs

**Coverage**

Population—Primary	1,970,200
Radio Homes—"	443,800
Population—Secondary	750,000
Radio Homes—"	150,000

Source: Field intensity survey.

**Representative**

Burn-Smith Co.  
 See Page 408

•  
**W S A R**

"WE SHOW ADVERTISING RESULTS"

**FALL RIVER—EST. 1921**

**MUTUAL—COLONIAL & YANKEE**

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

**Personnel**

President and Treasurer.....Wm. T. Welch  
 Secretary.....Philly J. Maurette  
 Program Director.....Josephine Y. Welch  
 Production Manager and  
 Publicity Director.....F. J. McLaughlin, Jr.  
 Commercial Mgr.....Leonard C. Cox  
 Chief Engineer.....John C. Pavao

**Coverage**

Population—Primary	1,022,753
Radio Homes—"	132,121
Population—Secondary	2,519,621
Radio Homes—"	377,600

Source: Joint Committee; Editor & Publisher.

**Representative**

Furgason & Walker, Inc.

•  
**W H A I**

"THIS IS THE TRI-STATE BROADCASTING SERVICE"

**GREENFIELD—EST. 1938**

**MUTUAL—YANKEE &  
 COLONIAL NETWORKS**

FREQUENCY: 1210 Kc. POWER: 250 Watts.  
 OWNED BY: John W. Haigis. OPERATED BY: John W. Haigis. BUSINESS ADDRESS: Mansion House. STUDIO ADDRESS: Mansion House. TRANSMITTER LOCATION: Woodard Road. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Yankee Network News Service, Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

**Personnel**

Owner.....John W. Haigis  
 Manager.....James L. Spates  
 Commercial Manager.....C. D. Barradale  
 Program Director.....Warren Greenwood

**Coverage**

	Daytime	Evening
Population—Primary	45,756	30,450
Radio Homes—"	10,630	7,095
Population—Secondary	209,407	.....
Radio Homes—"	47,370	.....

Source: State census.

**Representative**

Joseph Hershey McGillvra

•  
**W O C B** \*

**HYANNIS—EST. 1939**

FREQUENCY: 1210 Kc. POWER: 250 watts.  
 OWNED BY: Harriet M. Alleman and Helen W. MacLellan. OPERATED BY: Cape Cod Broadcasting Co. BUSINESS ADDRESS: Osterville, Mass. STUDIO ADDRESS: Hyannis. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License. NEWS SERVICE: Transradio Press.

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

W C O P

COPLEY PLAZA HOTEL

BOSTON, MASS.



is *the* distinguished station in *the*  
cultural center of America in *the*  
manner befitting *the* best traditions  
of BOSTON'S cherished position in  
American history and American  
culture.



WCOP is *the* station in Boston.



W C O P

COPLEY PLAZA HOTEL

BOSTON, MASS.



**W L A W**

"THE VOICE OF NORTHERN NEW ENGLAND"

**LAWRENCE—EST. 1937**

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

**Personnel**

President.....A. H. Rogers  
 General Manager.....Irving E. Rogers  
 Commercial Manager.....David M. Kimel  
 Program Director.....H. Harrison Flint  
 Assistant Program Director.....M. William Noble  
 Chief Engineer.....Herbert W. Brown

**Coverage**

Population—Primary .....	325,000
Radio Homes— " .....	76,360
Population—Secondary .....	339,700
Radio Homes— " .....	79,060

Source: Field intensity survey.

**Representative**

Furgason & Walker, Inc.

**W L L H**

"VOICE OF THE MERRICK VALLEY"  
**LOWELL-LAWRENCE—EST. 1934**

**MUTUAL—YANKEE & COLONIAL**

FREQUENCY: 1370 Kc. POWER: Lowell, 250 watts, d. and n.; Lawrence, 100 watts, d. and n. OWNED BY: Merrimac Broadcasting Co., Inc. BUSINESS ADDRESS: Rex Center. PHONE: Lowell 8715. STUDIO ADDRESS: Rex Center; also Cregg Bldg., Lawrence. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight. NEWS SERVICE: Yankee Network News Service. HAS ARTISTS' BUREAU AFFILIATION. TRANSCRIPTION SERVICE: Associated Music, Langworth.

**Personnel**

President.....A. S. Moffat  
 Station Manager.....Robert F. Donahue  
 Commercial Manager.....Haskell Bloomberg  
 Production Manager.....Thomas Clayton  
 Chief Engineer.....Anthony Michaels

**Coverage**

Population—Primary .....	585,684
Radio Homes— " .....	131,040
Population—Secondary .....	1,041,216
Radio Homes— " .....	232,960

Source: Field strength measurements and mail response analysis.

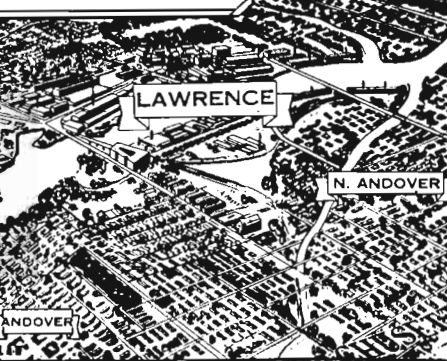
**Representative**

Edward Petry & Co., Inc.

**THE LAWRENCE-LOWELL METROPOLITAN AREA**

Ranks No. 37 among the nation's metropolitan districts. Lawrence, with Lowell and Haverhill, forms one continuous city of 332,000 people, for which Lawrence is one principal shopping center. WLAW provides the only primary service available to the combined cities.

680 Kilocycles 1000 Watts



# 920 CLUB

## BOSTON'S BIGGEST RADIO PROGRAM\*

*\*(Participating)*

### *Excerpt from a 920 Club client's letter:*

Roland D. Mahoney, President of JAMESWAY ADVERTISING, INC., re PEPSINIC SELTZER announcements says:

*"These announcements . . . have been used on four major radio stations in the metropolitan district and over one network consisting of sixteen stations . . . Your station pulled very nearly as many requests as the other three stations and the network combined."*

### *Another excerpt from a 920 Club client's letter:*

Frank Hemeon, Manager of the Starck Piano Company of Boston, says:

*"During Christmas week, 1939, the 920 Club was directly responsible for better than \$4,000 worth of business that week, at a cost of only \$150. We are glad to state, that in our estimation, the 920 Club has proven to be one of the best advertising mediums in Boston for us."*

For further proof of the 920 Club's popularity, see page 46, July 1, 1939 issue of BROADCASTING, Broadcast Advertising, where the 920 Club of WORL is rated nationally among the first 12 programs not on networks by the RADIO GUIDE radio popularity contest based on 729,000 votes.

**WRITE OR WIRE FOR OTHER SUCCESS STORIES**

**WORL** 920 Kilocycles **BOSTON**

# W N B H

"THE STANDARD-TIMES STATION"

**NEW BEDFORD—EST. 1921**

COLONIAL—YANKEE—MUTUAL

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

## Personnel

General Manager.....Irving Vermilya  
 Assistant Manager.....G. Brewer  
 Chief Engineer.....Clyde Pierce

# W B R K

"VOICE OF THE BERKSHIRES"

**PITTSFIELD—EST. 1938**

MUTUAL—COLONIAL & YANKEE NETWORKS

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Harold Thomas. OPERATED BY: Harold Thomas. BUSINESS ADDRESS: 8 Bank Row. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East and Newell Sts. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President-Owner.....Harold Thomas  
 Local Manager.....Levon Thomas  
 Commercial Manager.....Bruff W. Olin  
 Program Director.....Walcott A. Wyllie

## Coverage

Population—Primary ..... 155,700  
 Radio Homes— " ..... 37,300

Source: Field intensity measurements.

## Representative

Furgason & Walker, Inc.

# W E S X

**SALEM—EST. 1939**

FREQUENCY: 1200 Kc. POWER: 100 watts. OWNED BY: North Shore Broadcasting Co.

OPERATED BY: North Shore Broadcasting Co. BUSINESS ADDRESS: 126 Washington St. STUDIO ADDRESS: 126 Washington St. TRANSMITTER LOCATION: Marblehead. TIME ON THE AIR: Unlimited Schedule (actual, 6:30 A.M. to 12:00 midnight). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music Publishers. MAINTAINS ARTISTS' BUREAU.

## Personnel

President.....Charles W. Phelan  
 General Manager.....Van D. Sheldon  
 Commercial Manager.....Robert C. Taylor  
 Program Director.....Marjorie Leadbetter  
 Chief Announcer.....Charles Higgins  
 Chief Engineer.....Richard I. Hammond

## Coverage

	Daytime	Evening
Population—Primary	400,000	300,000
Radio Homes— " "	91,000	76,000

Sources: Department of Commerce; Field strength measurements.

**DO YOU KNOW HOW  
 MUCH ONE HUNDRED  
 EIGHTY-SEVEN MILLION  
 DOLLARS IS? — THAT'S  
 WHAT WESX LISTENERS  
 CAN SPEND IN ONE  
 YEAR**

**WESX**  
 SALEM, MASSACHUSETTS  
 THE BEST LOCAL  
 STATION in the COUNTRY  
 — A N D —

*We Can Prove It*  
 1200 ON THE DIAL—FULL TIME

**MASSACHUSETTS**

**W M A S**

"THE VOICE OF WESTERN  
MASSACHUSETTS"  
**SPRINGFIELD—EST. 1932**

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 1420 Kc. POWER: 250 watts.  
OWNED BY: Radio Station WMAS, Inc. OPERATED BY: Radio Station WMAS, Inc. BUSINESS ADDRESS: Hotel Charles. PHONE: 7-1414-5. STUDIO ADDRESS: Hotel Charles. TRANSMITTER LOCATION: Pyncheon Park, West St. TIME ON THE AIR: (daily) 7:00 A.M. to 1:00 A.M.; (Sunday) 8:30 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated Recorded Program Service.

**Personnel**

President.....A. S. Moffat  
Treasurer.....Josephine Dodge  
General Manager.....A. W. Marlin  
Program Director.....F. Turner Cooke  
Chief Announcer.....Frank Norton  
Chief Engineer.....Earl G. Hewinson, Sr.

**Coverage**

	Daytime	Evening
Population—Primary .....	427,900	351,600
Radio Homes— " .....	100,600	83,680
Population—Secondary .....	1,237,000	532,200
Radio Homes— " .....	279,530	130,000

Source: CBS Listener Study.

**Representative**

Edward Petry & Co., Inc.

**W S P R**

**SPRINGFIELD—EST. 1936**

MUTUAL BROADCASTING SYSTEM—  
YANKEE and COLONIAL NETWORKS  
FREQUENCY: 1140 Kc. POWER: 500 watts.  
OWNED BY: WSPR, Inc. OPERATED BY: WSPR, Inc. BUSINESS ADDRESS: 63 Chestnut St. PHONE: Springfield 6-2757. STUDIO ADDRESS: 63 Chestnut St. TRANSMITTER LOCATION: West Springfield. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press and Yankee Network News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President-Station Manager...Quincy A. Brackett  
Treasurer.....Lewis B. Breed  
Commercial Manager...Milton W. Stoughton  
Program Director.....W. H. Latham  
Chief Announcer.....Elwin Tacy  
Chief Engineer.....H. W. Holt

**Coverage**

	Daytime	Evening
Population—Primary .....	1,119,000	671,400
Radio Homes— " .....	267,100	170,000
Population—Secondary .....	618,500	370,000
Radio Homes— " .....	145,000	86,900

Source: Field strength survey.

**Representative**

George P. Hollingsbery Co.

**W O R C**

"BROADCASTING HOUSE"  
**WORCESTER—EST. 1925**

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 1280 Kc. POWER: 500 Watts.  
OWNED BY: A. F. Kleindienst. OPERATED BY: Same. BUSINESS ADDRESS: 65 Elm St. PHONE: 5-3101. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Auburn. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Owner.....A. F. Kleindienst  
Station Manager.....Mildred P. Stanton  
Chief Engineer.....A. F. Kleindienst

**Coverage**

Population—Primary .....	459,159
Radio Homes— " .....	108,486

Source: Field intensity measurements.

**Representative**

Weed & Co.

**W T A G**

"THE VOICE FROM THE HEART OF  
NEW ENGLAND"

**WORCESTER—1924**

NBC (RED)—YANKEE NETWORK

FREQUENCY: 580 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Worcester Telegram Pub. Co., Inc. OPERATED BY: Worcester Telegram Pub. Co., Inc. BUSINESS ADDRESS: 18 Franklin St. PHONE: Worcester 5-4321. STUDIO ADDRESS: 18 Franklin St. TRANSMITTER LOCATION: Holden. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS-PAPER AFFILIATIONS: Worcester Telegram, Evening Gazette, Sunday Telegram; (All published by the Worcester Telegram Pub. Co., Inc.). NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

Vice-President-General  
Manager.....George F. Booth  
Director.....Edward E. Hill  
Chief Announcer.....Chester Gaylord  
Publicity Director.....Frederick L. Rushton  
Program Director.....William T. Cavanagh  
Chief Engineer.....Hobart H. Newell

**Coverage**

	Daytime	Evening
Population—Primary .....	764,564	764,564
Radio Homes— " .....	159,030	159,030
Population—Secondary .....	731,738	731,738
Radio Homes— " .....	174,160	174,160

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

**Representative**

Edward Petry & Co., Inc.

# MICHIGAN

Population 4,830,000

Number of Families 1,220,000

Number of Radio Homes 1,122,200

Retail Sales \$1,527,059,600

Auto Registrations 1,450,000

## W E L L

**BATTLE CREEK—EST. 1925**

NATIONAL BROADCASTING CO.

MICHIGAN RADIO NETWORK

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Enquirer-News Co. OPERATED BY: Same. BUSINESS ADDRESS: 1 West Michigan Ave. 212-218 First National Bank Bldg. PHONE: 5655-7166. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: Enquirer-News. NEWS SERVICE: Associated Press.

### Personnel

President ..... A. L. Miller  
 General Manager ..... D. E. Jayne  
 Commercial Manager ..... F. F. Owen  
 Program Director ..... A. H. Haight  
 Chief Engineer ..... R. B. Roof

### Coverage

Population—Primary ..... 93,600  
 Radio Homes— " ..... 19,140  
 Population—Secondary ..... 418,800  
 Radio Homes— " ..... 83,070

Source: Station survey.

### Representative

Burn-Smith Co.

## W B C M

"THE VOICE OF NORTHEASTERN MICHIGAN"

**BAY CITY—EST. 1928**

NBC—MICHIGAN RADIO NETWORK

FREQUENCY: 1410 Kc. POWER: 1000 watts. d.; 500 watts. n. OWNED BY: Bay Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 104 Center Ave. PHONE: 4700-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hampton Township. TIME ON THE AIR: 6:00 A.M. to 12:30 A.M., daily; 8:00 A.M. to 12:30 A.M., Sundays. TRANSCRIPTION SERVICE: Standard Library, NBC Thesaurus.

### Personnel

President.....James E. Davidson  
 Station Manager.....S. W. Edwards  
 Chief Engineer.....Ralph H. Carpenter

### Coverage

Population—Primary ..... 193,300  
 Radio Homes— " ..... 44,700  
 Population—Secondary ..... 425,900  
 Radio Homes— " ..... 97,300

Source: Field intensity measurements.

### Representative

George P. Hollingbery Co.

## W H D F

"MICHIGAN'S TIP-TOP STATION"

**CALUMET—EST. 1929**

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Upper Michigan Broadcasting Co. OPERATED BY: Upper Michigan Broadcasting Co. BUSINESS ADDRESS: Hotel Scott, Hancock, Mich. PHONE: Hancock 1; and Calumet 869. STUDIO ADDRESS: 515 Scott St.; and Hotel Scott. TRANSMITTER LOCATION: Calumet. TIME ON THE AIR: 7:30 A.M. to 7:30 P.M., daily; 10:00 A.M. to 8:30 P.M., Sundays. NEWS SERVICE: Associated Press and local news. NEWSPAPER AFFILIATIONS: Houghton Morning Gazette, Calumet Evening News-Journal. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth.

### Personnel

General Manager.....John W. Rice  
 Commercial Manager.....Merrill F. Trapp  
 Program Director .....Albert W. Payne  
 Technical Supervisor.....George L. Burgan

### Coverage

Population—Primary ..... 57,735  
 Radio Homes— " ..... 12,830  
 Population—Secondary ..... 53,177  
 Radio Homes— " ..... 11,595

Source: Signal strength survey; Joint Committee.

### Representative

Mitchell & Ruddell, Inc.

**WHEN ADVERTISING IN DETROIT  
DON'T OVERLOOK THE 1,117,000  
FOREIGN POPULATION**



Pillsbury's Flour—Fifteen-minute Drama. Monday through Saturday. Scripts written by Station.

Oxydol—Marek Family. Transcribed. Fifteen minutes, Monday through Friday.

Pet Milk—Musical Program. Fifteen minutes, Monday through Saturday.

Shedd's Salad Dressing—Household Hints. Five minutes, Monday through Saturday.

Altes' Lager—Thirty-seven announcements weekly, covering all programs.

**W J B K**  
**DETROIT**

ON THE AIR 24 HOURS A DAY

TWO AND A QUARTER MILLION LISTENERS IN OUR PRIMARY AREA

**COMPLETE MERCHANDISING SERVICE**  
DISTRIBUTION SECURED • ORDERS TAKEN • ADVERTISING MATERIAL DISTRIBUTED

**W J B K**

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

FREQUENCY: 1500 Kc. POWER: 250 watts.  
OWNED BY: James F. Hopkins, Inc. OPERATED BY: James F. Hopkins, Inc. BUSINESS ADDRESS: 6559 Hamilton. PHONE: Trinity 2-2000. STUDIO ADDRESS: 6559 Hamilton. TRANSMITTER LOCATION: 15551 Woodrow Wilson. TIME ON THE AIR: 24 hours per day. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music, Standard Popular Library, NAB (Public Domain).

**Personnel**

President.....James F. Hopkins  
Commercial Manager.....Art Croghan  
Chief Announcer.....Charles Starrett  
Station Manager.....James F. Hopkins  
Publicity Director.....Frank Perkins  
Musical Director.....Sybil Krieghoff  
Chief Engineer.....Paul Frinke

**Coverage**

Population—Primary ..... 1,999,000  
Radio Homes— " ..... 480,900  
Source: Field intensity measurements.

**W J R**

"GOODWILL STATION"  
DETROIT—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 750 Kc. POWER: 50,000 watts.  
OWNED BY: WJR Goodwill Station. OPERATED BY: WJR Goodwill Station. BUSINESS ADDRESS: Fisher Bldg. PHONE: Madison 4440. STUDIO ADDRESS: Fisher Bldg. TRANSMITTER LOCATION: R.F.D. No. 1, Wyandotte, Mich. TIME ON THE AIR: 5:30 A.M. to 2:00 A.M., daily; 8:00 A.M. to 2:00 A.M., Sundays. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio.

**Personnel**

President.....G. A. Richards  
Executive Vice-President and General Manager.....Leo Fitzpatrick  
Vice-President.....John Patt  
Assistant General Manager-Sales Manager.....Owen Uridge  
Secretary-Treasurer.....P. M. Thomas  
Publicity Director.....Neal Tomy

**Coverage**

	Daytime	Evening
Population—Primary	7,961,800	7,176,100
Radio Homes— "	1,689,960	1,532,300
Population—Secondary	11,678,500	22,904,800
Radio Homes— "	2,500,510	4,974,470

Source: CBS Listener Study.

**Representative**

Edward Petry & Co.

**C K L W**

DETROIT  
(See Windsor, Ont., Canada)

**W M B C**

DETROIT—EST. 1925

FREQUENCY: 1420 Kc. POWER: 250 watts.  
OWNED BY: Mich. Broadcasting Co. OPERATED BY: Mich. Broadcasting Co. BUSINESS ADDRESS: 7310 Woodward. PHONE: Madison 9100. STUDIO ADDRESS: 7310 Woodward. TRANSMITTER LOCATION: 7310 Woodward. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth, Associated.

**Personnel**

President-General Manager.....John L. Booth

**W W J**

DETROIT—EST. 1920

NATIONAL BROADCASTING CO. (RED)

FREQUENCY: 920 Kc. POWER: 5,000 Watts.  
OWNED BY: Evening News Assn. OPERATED BY: Same. BUSINESS ADDRESS: 630 W. Lafayette. PHONE: Randolph 2000. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 12700 W. Eight Mile Rd., Oak Park, Mich. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: The Detroit News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Langworth, Davis & Schwegler.

**Personnel**

General Manager.....W. J. Scripps  
Assistant General Manager.....E. L. Tyson  
Sales Manager.....Harry Bannister  
Program Manager.....Mel Wissman  
Operations Manager.....Forrest Wallace  
Chief Engineer.....Walter Hoffman

**Coverage**

	Daytime	Evening
Population—Primary	3,170,062	2,388,741
Radio Homes— "	641,502	488,090
Population—Secondary	2,541,000	744,000
Radio Homes— "	607,000	153,000

Source: Field intensity measurements.

**Representative**

George P. Hollingbery Co.

**W X Y Z**

"THE FAMILY STATION"  
DETROIT—EST. 1930

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

FREQUENCY: 1240 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: King-Trendle

Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 17th Floor—Stroh Bldg. PHONE: PBX Cherry 8321. STUDIO ADDRESS: Atop Maccabees Bldg. TRANSMITTER LOCATION: Joy Road at Greenfield. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Has wide range of transcription library.

**Personnel**

President.....George W. Trendle  
 Treasurer and General  
 Manager.....H. Allen Campbell  
 Commercial Manager.....Harry Sutton, Jr.  
 Traffic Manager.....James Riddell  
 Advertising and Sales Promotion Manager.  
 Charles C. Hicks  
 Studio Manager.....Harold True  
 Publicity Director.....Felix Holt  
 Musical Director.....Benny Kyte  
 Chief Engineer.....Roy Gardner

**Coverage**

	Daytime	Evening
Population—Primary .....	6,057,313	3,511,080
Radio Homes— " .....	1,373,797	788,795

Source: Department of Commerce.  
 (See Pages 16 & 17)

**Representative**

Paul H. Raymer Co.

**W K A R**

EAST LANSING—EST. 1922

FREQUENCY: 850 Kc. POWER: 1000 watts (C. P. for 5000 watts). OWNED BY: Michigan State College. OPERATED BY: Michigan State College. BUSINESS ADDRESS: East Lansing. PHONE: 59113, Ext. 398. STUDIO ADDRESS: Campus. TRANSMITTER LOCATION: Campus. TIME ON THE AIR: 6:00 A.M. to 5:00 P.M., daily except Sunday. TRANSCRIPTION SERVICE: Lang-Worth.

**Personnel**

Station Manager.....Robert J. Coleman  
 Chairman, Radio Committee.....R. J. Baldwin  
 Production Manager.....L. D. Barnhart  
 Chief Engineer.....Norris Grover

**Coverage**

Population—Primary .....	2,370,000
Radio Homes— " .....	536,640

Source: Joint Committee.

**W F D F**

"THE VOICE OF FLINT"  
 FLINT—EST. 1922

NBC—BLUE

MICHIGAN RADIO NETWORK

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: Flint Broadcasting Co. OPERATED BY: Flint Broadcasting Co. BUSINESS ADDRESS: Union Industrial Bldg. PHONE: 2-7158. STUDIO ADDRESS: Union

Industrial Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (daily) 6:00 a.m. to 12:00 midnight, (Sunday) 8:00 a.m. to 12:00 midnight. NEWS SERVICES: Transradio Press and WFDF News Bureau (local). TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

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

**Coverage**

	Daytime	Evening
Population—Primary .....	279,400	304,540
Radio Homes— " .....	61,000	66,500
Population—Secondary .....	307,340	309,240
Radio Homes— " .....	67,100	69,340

Source: U. S. Census; Joint Committee; Station survey.

**Representative**

Burn-Smith Co.

**W O O D - W A S H**

"THIS IS GRAND RAPIDS"  
 GRAND RAPIDS—EST. 1923

NBC (RED & BLUE)

MICHIGAN RADIO NETWORK

FREQUENCY: 1270 Kc. POWER: 500 watts. OWNED BY: King-Trendle Broadcasting Corp. OPERATED BY: King-Trendle Broadcasting Corp. BUSINESS ADDRESS: 16th floor, G. R. National Bank Bldg. PHONE: 9-4211. STUDIO ADDRESS: 16th floor, G. R. National Bank Bldg. TRANSMITTER LOCATION: Bridge Road. TIME ON THE AIR: 7:00 A.M. to 12:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. Associated Program Service.

**Personnel**

President.....George W. Trendle  
 Station and Sales Manager, Stanley W. Barnett  
 Traffic Manager.....David H. Harris  
 Publicity Director.....T. Wilcox Putnam  
 Musical Director.....Sandy Meek

**Coverage**

	Daytime	Evening
Population—Primary .....	240,000	240,000
Radio Homes— " .....	59,000	59,000
Population—Secondary .....	519,000	519,000
Radio Homes— " .....	126,000	126,000

Source: Field intensity measurements; Joint Committee.

**Representative**

Paul H. Raymer Co.



# WJMS

"VOICE OF THE GOGEBIC RANGE"  
IRONWOOD—EST. 1931

ARROWHEAD BROADCASTING SYSTEM  
FREQUENCY: 1420 Kc. POWER: 250 watts.  
OWNED BY: WJMS, Inc. OPERATED BY:  
WJMS, Inc. BUSINESS ADDRESS: St. James  
Hotel Annex. PHONE: 20. STUDIO ADDRESS:  
St. James Hotel Annex. TRANSMITTER LOCA-  
TION: North of Ironwood on U. S. No. 2 near  
Douglas Blvd. TIME ON THE AIR: Unlimited  
time; regular schedule 7:00 A.M. to 7:30 P.M.;  
Sunday, 10:00 A.M. to 10:30 P.M. NEWS SER-  
VICE: Transradio Press, Associated Press.  
NEWSPAPER AFFILIATION: Ironwood Daily  
Globe. TRANSCRIPTION SERVICE: Associated  
Recorded Program Service.

## Personnel

Vice-President and General Manager,  
Noel C. Ruddell  
Program and Musical Director... Harry Wills  
Chief Engineer..... R. L. Johnson

## Coverage

	Daytime	Evening
Population—Primary .....	75,000	75,000
Radio Homes— " .....	18,000	18,000
Population—Secondary ..	25,000	25,000
Radio Homes— " .....	7,000	7,000

Source: U. S. Census; Mail analysis.

## Representative

Mitchell & Ruddell, Inc.

# WIBM

JACKSON—EST. 1925

NBC—BLUE

MICHIGAN RADIO NETWORK

FREQUENCY: 1370 Kc. POWER: 250 watts.  
OWNED BY: WIBM, Inc. OPERATED BY:  
Same. BUSINESS ADDRESS: Hayes Hotel, 228  
West Michigan Ave. PHONE: 6121. STUDIO  
ADDRESS: Same. TRANSMITTER LOCATION:  
Same. TIME ON THE AIR: 6:30 A.M. to 12:00  
midnight. MAINTAINS ARTISTS' BUREAU.  
TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President ..... Herman Radner  
Vice-President and Station  
Manager ..... Roy Radner  
Program Director ..... Willie Dunn  
Musical Director ..... William Cizek  
Chief Engineer..... C. W. Wirtanen

## Coverage

Population—Primary .....	102,400
Radio Homes— " .....	25,200
Population—Secondary .....	184,100
Radio Homes— " .....	51,200

Source: Field intensity survey.

# WKZO

KALAMAZOO—EST. 1923

MICHIGAN RADIO NETWORK

FREQUENCY: 590 Kc. POWER: 1000 Watts,  
d. (C.P. for 1000 Watts, n.). OWNED BY: WKZO,  
Inc. OPERATED BY: WKZO, Inc. BUSINESS  
ADDRESS: Burdick Hotel. PHONE: Kalamazoo  
3-1223. STUDIO ADDRESS: Same. TRANSMIT-  
TER LOCATION: Parchment. TIME ON THE  
AIR: 7:00 A.M. to local sunset. NEWS SER-  
VICE: Transradio Press. TRANSCRIPTION  
SERVICE: NBC Thesaurus. MAINTAINS ART-  
ISTS' BUREAU.

## Personnel

President-General Manager... John E. Fetzer  
Program Director.....Merlin Stonehouse  
Chief Engineer.....Edwin Rector

## Coverage

Population—Primary .....	675,200
Radio Homes— " .....	106,900
Population—Secondary .....	597,000
Radio Homes— " .....	146,200

Source: Station survey.

## Representative

Howard H. Wilson Co.

# WJIM

LANSING—EST. 1934

NBC (BLUE)—CBC

MICHIGAN RADIO NETWORK

FREQUENCY: 1210 Kc. POWER: 250 watts.  
OWNED BY: WJIM, Inc. OPERATED BY: Same.  
BUSINESS ADDRESS: City Nat'l Bldg., 100 N.  
Washington Ave. PHONE: 2-1333-4-5. STUDIO  
ADDRESS: Same. TRANSMITTER LOCATION:  
Same. TIME ON THE AIR: 7:00 A.M. to 12:00  
midnight. NEWS SERVICE: Transradio Press.  
TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President-General Manager... Harold F. Gross  
Publicity Director ..... H. K. Finch

## Coverage

	Daytime	Evening
Population—Primary .....	201,333	201,333
Radio Homes— " .....	183,213	183,213
Population—Secondary ..	175,867	175,867
Radio Homes— " .....	160,038	160,038

Source: Station survey.

# WMPC

"WHERE MANY PREACH CHRIST"

LAPEER—EST. 1926

FREQUENCY: 1200 Kc. POWER: 250 watts.  
OWNED BY: The First Methodist Protestant  
Church of Lapeer. OPERATED BY: The First  
Methodist Protestant Church of Lapeer. BUSI-

NESS ADDRESS: 803 Liberty. PHONE: 455 J-455 M. STUDIO ADDRESS: 803 Liberty. TRANSMITTER LOCATION: Lapeer. TIME ON THE AIR: 9:00 A.M. to 10:30 P.M. except Saturday.

**Personnel**

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

•  
**W D M J**

**MARQUETTE—EST. 1931**

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: The Lake Superior Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 146 West Washington St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Marquette. TIME ON THE AIR: 9:30 A.M. to 1:30 P.M., and 4:30 P.M. to 7:30 P.M.; Sunday, 9:00 A.M. to 1:30 P.M. NEWSPAPER AFFILIATION: The Daily Mining Journal. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

Manager-Program Director..Gordon H. Brozek

**Coverage**

Population—Primary ..... 77,200  
 Radio Homes— " ..... 17,900  
 Source: Station estimate.

•  
**W K B Z**

"THE VOICE OF WESTERN MICHIGAN"  
**MUSKEGON—EST. 1926**

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Ashbacker Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: Michigan Theater Bldg. PHONE: 26-051. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Muskegon Township. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, NAB Library, Langworth, Davis & Schwegler.

**Personnel**

General Manager.....Grant F. Ashbacker  
 Chief Announcer.....Hilliard Eudelsky  
 Publicity Director.....Loran Haney  
 Artists' Bureau Head-Musical Director,  
 R. Van Wyck  
 Chief Engineer .....Geo. Krivitzky

**RADIO DAILY**

IS RECEIVED AND READ  
 BY IMPORTANT  
 RADIO EXECUTIVES  
**EVERYWHERE**

**5** Days  
 Each  
 Week



**52** Weeks  
 Each  
 Year

**Coverage**

Population—Primary . . . . .	150,000	150,000
Radio Homes— " . . . . .	40,000	40,000
Population—Secondary . . . . .	400,000	200,000
Radio Homes— " . . . . .	100,000	50,000

Source: Department of Commerce.

**Representative**

Burn-Smith Co.

**W C A R**

PONTIAC—EST. 1939

FREQUENCY: 1310 Kc. POWER: 1000 watts. OWNED BY: Pontiac Broadcasting Co. OPERATED BY: Pontiac Broadcasting Co. BUSINESS ADDRESS: 6th Floor, Riker Bldg. STUDIO ADDRESS: 6th Floor, Riker Bldg. TRANSMITTER LOCATION: Square Lake & Telegraph Roads. TIME ON THE AIR: Daytime License to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

General Manager . . . . . H. Y. Levinson  
 Program Director . . . . . Stanley Schultz  
 Commercial Manager . . . . . W. K. Bailey  
 Chief Engineer . . . . . Wiley Wenger

**W H L S**

"THE BLUE WATER STATION"  
 PORT HURON—EST. 1938

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: Harmon LeRoy Stevens and Herman LeRoy Stevens. OPERATED BY: Port Huron Broadcasting Co. BUSINESS ADDRESS: WHLS Radio Building, 932 Military Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 540—32nd St. 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: Standard Library.

**Personnel**

Owners . . . . . Harmon L. Stevens.  
 and Herman S. Stevens  
 General Manager . . . . . Angus Pfaff  
 Production Manager . . . . . Harmon L. Stevens  
 Farm Relations Director . . . . . Edward P. Dougherty  
 Chief Announcer . . . . . William Rice  
 Chief Engineer . . . . . Wayne F. McDonnell

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	101,644	56,083
Radio Homes— " . . . . .	22,913	15,021
Population—Secondary . . . . .	285,636	.....
Radio Homes— " . . . . .	65,588	.....

Source: Station survey.

**W E X L**

ROYAL OAK—EST. 1925

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

**Personnel**

President . . . . . G. B. Hartrick  
 General Manager . . . . . E. C. Thompson  
 Publicity Director-Chief Announcer . . . . . K. Knight  
 Chief Engineer . . . . . J. McFarland

**W H A L \***

SAGINAW—EST. 1939

FREQUENCY: 950 Kc. POWER: 500 watts. OWNED BY: Harold F. Gross and Edmund C. Shields. OPERATED BY: Harold F. Gross and Edmund C. Shields. BUSINESS ADDRESS: Saginaw. STUDIO ADDRESS: Saginaw. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

**Personnel**

Owners . . . . . Harold F. Gross & Edmund C. Shields  
 \* Station was licensed to operate under a construction permit at time of going to press and no further information was available after usual requests.

**W S A M \***

SAGINAW—EST. 1939

FREQUENCY: 1200 Kc. POWER: 250 watts. d.; 100 watts. n. OWNED BY: Saginaw Broadcasting Co. OPERATED BY: Saginaw Broadcasting Co. BUSINESS ADDRESS: Saginaw. STUDIO ADDRESS: Saginaw. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Share-Time 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 O O \***

SAULT STE. MARIE—EST. 1939

FREQUENCY: 1200 Kc. POWER: 250 watts. d.; 100 watts. n. OWNED BY: Hiawathaland Broadcasting Co. OPERATED BY: Hiawathaland Broadcasting Co. BUSINESS ADDRESS: Sault Ste. Marie. STUDIO ADDRESS: Sault Ste. Marie. 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 usual requests.

**S-t-r-e-t-c-h-i-n-g DOLLARS?**

*just stretch a few into  
America's richest farm area  
and WATCH YOUR SALES  
RECORD CLIMB*

The North Central Broadcasting System is a 15 station network covering this rich farming area thoroughly.

North and South Dakota, Minnesota, Western Wisconsin, and the Michigan peninsula are all yours for a surprisingly low cost.

NCBS trained merchandising men know how to open new territories for you and increase your sales.

*Wire or write today:*

**NORTH CENTRAL BROADCASTING SYSTEM, INC.**

Empire Bank Building, St. Paul, Minn.

*or branch office*

570 Lexington Avenue, New York, N. Y.

# MINNESOTA

Population 2,652,000

Number of Families 652,000

Number of Radio Homes 556,900

Retail Sales \$902,011,000

Auto Registrations 837,260

## K A T E

"GATEWAY TO TEN THOUSAND LAKES COUNTRY"

**ALBERT LEA—EST. 1937**

**NORTH CENTRAL BROADCASTING SYSTEM**

FREQUENCY: 1420 Kc. POWER: 250 watts.  
OWNED BY: Albert Lea-Austin Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 332 South Broadway. PHONE: 2338. STUDIO ADDRESS: 332 Broadway; and Austin, Minn. TRANSMITTER LOCATION: Same. 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: C. P. MacGregor, World Broadcasting Co. and Standard Radio.

### Personnel

President and Station Manager... E. L. Hayek  
Commercial Manager... Warren C. Tidemann  
Program Director... Sherman Booen  
Austin Studio Manager... Herbert E. Nelson  
Publicity Director... Ernest Murray  
Musical Director... Helen Davis  
Chief Engineer... George Church

## K D A L

"COLUMBIA'S STATION FOR THE DULUTH-SUPERIOR AREA"

**DULUTH—EST. 1936**

**COLUMBIA BROADCASTING SYSTEM**

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Red River Broadcasting Co. OPERATED BY: Red River Broadcasting Co. BUSINESS ADDRESS: 218 Bradley Bldg. PHONE: Melrose 2230. STUDIO ADDRESS: Bradley Bldg. TRANSMITTER LOCATION: Park Point. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press - Radio Bureau. TRANSCRIPTION SERVICE: Langworth, NAB Library, Davis & Schwegler.

### Personnel

Station Manager... Dalton LeMasurier  
Commercial Manager... A. H. Flaten  
Publicity & Promotion Director... Sam L. Levitan  
Chief Engineer... Robert A. Dettman  
Program Director... Gilbert Fawcett

# \$100,000,000.

**KATE** is situated in the heart of prosperous Southern Minnesota and Northern Iowa, the much advertised dairy, poultry and livestock market with three meat packing plants in our primary area. **HORMEL & CO., WILSON & CO.,** and the **DECKER CO.** pay our farmer listener audience upwards of one hundred million dollars annually for livestock.

*Operating from*

6:00 A. M. to 12:00 P. M.

# K A T E

ALBERT LEA-AUSTIN  
MINNESOTA

## ALBERT LEA-AUSTIN BROADCASTING COMPANY

E. L. HAYEK, *President*

Rep.: Furgason & Walker, Inc.



# MINNESOTA

## Coverage

	Daytime	Evening
Population—Primary .....	180,600	173,300
Radio Homes— " .....	38,950	37,230
Population—Secondary .....	135,400	142,700
Radio Homes— " .....	28,420	30,140

Source: Department of Commerce.

## W E B C

DULUTH—EST. 1924

NATIONAL BROADCASTING COMPANY  
ARROWHEAD BROADCASTING SYSTEM  
NORTH CENTRAL BROADCASTING SYSTEM  
FREQUENCY: 1290 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Head of Lakes Broadcasting Co. OPERATED BY: Head of Lakes Broadcasting Co. BUSINESS ADDRESS: WEBC Bldg. PHONE: Melrose 1537. STUDIO ADDRESS: WEBC Bldg., Duluth; WEBC Bldg., Superior. TRANSMITTER LOCATION: Superior, Wisc. TIME ON THE AIR: Unlimited; Sunday, 16 hours per day; week days, 17 hours per day. NEWSPAPER AFFILIATION: Stockholders interested in newspapers in Wisconsin. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

General Manager.....Walter C. Bridges  
Business Manager.....Thomas W. Gavin

### Coverage

Population—Primary .....	339,310
Radio Homes— " .....	70,894
Population—Secondary .....	182,501
Radio Homes— " .....	37,233

Source: Station survey.

### Representative

George P. Hollingbery Co.

## K G D E

"THE LAKE REGION STATION"  
FERGUS FALLS—EST. 1926

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: C. L. Jaren. OPERATED BY: Same. BUSINESS ADDRESS: Fergus Falls, PHONE: 898. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M., daily; 9:00 A.M. to 10:00 P.M., Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

### Personnel

General Manager.....C. L. Jaren  
Program and Personnel  
Manager .....

Manager .....

Chief Announcer and  
Musical Director..... Hub Warner

### Coverage

Population—Primary .....	250,100
Radio Homes— " .....	45,300

Population—Secondary .....	225,600
Radio Homes— " .....	49,200

Source: Mail response analysis.

### Representative

Allied Representation Co.

## W M F G

HIBBING—EST. 1935

COLUMBIA BROADCASTING SYSTEM  
NORTH CENTRAL BROADCASTING SYSTEM  
ARROWHEAD BROADCASTING SYSTEM  
FREQUENCY: 1210 Kc. POWER: 250 watts.  
OWNED BY: Head of the Lakes Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Androy Hotel, PHONE: 1150. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Superior (Wis.) Telegram. NEWS SERVICE: Press Radio News.

### Personnel

President .....

Commercial Manager .....

Station Manager .....

Chief Engineer .....

### Representative

George P. Hollingbery Co

## K Y S M

"TO SERVE THE LISTENER FIRST IS TO  
SERVE THE ADVERTISER BEST"

MANKATO—EST. 1938

NATIONAL BROADCASTING CO.  
MINNESOTA RADIO NETWORK  
FREQUENCY: 1500 Kc. POWER: 250 watts.  
OWNED BY: F. B. Clements & Co. OPERATED BY: F. B. Clements & Co. BUSINESS ADDRESS: 101 North Second St. PHONE: 4673. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Old U. S. Highway No. 14, Nicollet County. TIME ON THE AIR: Full time license (19 hours per day). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Davis & Schwegler.

### Personnel

Manager.....Ray E. Schwartz  
Program Director.....Clinton Johnson

### Coverage

	Daytime	Evening
Population—Primary .....	311,165	311,165
Radio Homes— " .....	63,940	63,940

Source: Joint Committee.

### Representative

Howard H. Wilson Co.

## W C C O

"50,000 WATTS WHERE IT COUNTS THE  
MOST"

MINNEAPOLIS-ST. PAUL—EST. 1924

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 810 Kc. POWER: 50,000 watts.

# MINNESOTA

OWNED BY: Columbia Broadcasting System.  
 OPERATED BY: Columbia Broadcasting System.  
 BUSINESS ADDRESS: 625 Second Ave., South.  
 PHONE: Main 1202 (Minneapolis), Cedar 7666 (St. Paul).  
 STUDIO ADDRESS: 625 Second Ave., South; Hotel Lowry, St. Paul.  
 TRANSMITTER LOCATION: Anoka, Minn.  
 TIME ON THE AIR: 6:00 A.M. to midnight.  
 MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press.

## Personnel

General Mgr. . . . . E. H. Gammons  
 Production Manager . . . . . Hayle C. Cavanor  
 Sales Manager . . . . . Carl J. Burkland  
 Artists Bureau Head . . . . . Al Sheehan  
 Sales Promotion Director . . . . . Robert L. Hutton, Jr.  
 Chief Engineer . . . . . Hugh S. McCartney

## Coverage

	Daytime	Evening
Population—Primary . . . . .	3,385,200	3,270,000
Radio Homes— " . . . . .	704,240	684,760
Population—Secondary . . . . .	3,016,100	2,299,300
Radio Homes— " . . . . .	638,750	572,540

Source: CBS Listener Study.

## Representative

Radio Sales

# W D G Y

"THE FRIENDLY STATION"

**MINNEAPOLIS-ST. PAUL—EST. 1923**  
 MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1180 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Geo. W. Young. OPERATED BY: Geo. W. Young. BUSINESS ADDRESS: Hotel Nicollet. PHONE: Bridgeport 7777-7778, Midway 6363. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Superior Blvd. TIME ON THE AIR: 6:00 A.M. to 8:15 P.M. NEWS SERVICES: Transradio Press and affiliation with Minneapolis Tribune. TRANSCRIPTION SERVICES: Standard Radio, NAB Library.

## Personnel

Owner and General Mgr. . . . . Geo. W. Young  
 Sales & Promotion Mgr. . . . . Wallace E. Stone  
 Personnel & Traffic Mgr. . . . . Gertrude Faue  
 Chief Engineer . . . . . G. W. Young  
 Merchandising Manager . . . . . Grant Hopperstad  
 Public Relations Director . . . . . Margaret Ulseth  
 Continuity Director . . . . . E. A. Shea  
 Promotion Director . . . . . Jean Hadley  
 Farm Program Director . . . . . Edw. Courtney

## Coverage

Population—Primary . . . . .	2,440,900
Radio Homes— " . . . . .	510,000
Population—Secondary . . . . .	1,708,200
Radio Homes— " . . . . .	331,100

Source: Station survey.

## Representative

William G. Rambeau Co.

# W L B

"FOR GOOD MUSIC, TUNE TO 760"

**MINNEAPOLIS—EST. 1922**

FREQUENCY: 760 Kc. POWER: 5000 watts. OWNED BY: University of Minnesota. OPERATED BY: University of Minnesota. BUSINESS ADDRESS: Minneapolis. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North Cleveland Ave. and County Rd. A-2, St. Paul. TIME ON THE AIR: Shares daytime hours with WCAL. WLB. NEWS SERVICE: United Press.

## Personnel

Manager . . . . . Burton Paulu  
 Program Director . . . . . Charles T. Harrell  
 Chief Engineer . . . . . Waldemar Klima

# W T C N

"OUT OF THE BLUE TO YOU"

**ST. PAUL-MINNEAPOLIS—EST. 1928**

NATIONAL BROADCASTING CO. (BLUE)  
 FREQUENCY: 1250 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Minnesota Broadcasting Co. OPERATED BY: Minneapolis Tribune-Times Tribune & St. Paul Dispatch-Pioneer Press. BUSINESS ADDRESS: Wesley Temple Building. PHONE: Main 6562. TRANSMITTER LOCATION: Snelling Ave. and County Rd. B. TIME ON THE AIR: 124 hours weekly. NEWSPAPER AFFILIATION: Minneapolis Tribune-Times Tribune & St. Paul Dispatch-Pioneer Press. NEWS SERVICES: International News Service, Associated Press (non-commercial). TRANSCRIPTION SERVICE: Associated Music Library, Standard Radio.

## Personnel

President . . . . . G. B. Bickelhaupt  
 Station Manager . . . . . C. T. Hagman  
 Commercial Manager . . . . . L. L. Whiting  
 Program Director . . . . . Robert DeHaven  
 Technical Director . . . . . John M. Sherman

## Coverage

	Daytime	Evening
Population—Primary . . . . .	1,326,171	1,047,309
Radio Homes— " . . . . .	259,084	224,400
Population—Secondary . . . . .	2,869,345	.....
Radio Homes— " . . . . .	332,863	.....

Source: Station survey.

## Representative

Free & Peters

**(CALL LETTERS  
 UNASSIGNED)\***

**MINNEAPOLIS—EST. 1940**

FREQUENCY: 1300 Kc. POWER: 1000 watts. OWNED BY: Independent Merchants Broadcasting Co. OPERATED BY: Same. BUSINESS

MINNESOTA

ADDRESS: Minneapolis. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

'Station was licensed to operate under a construction permit subject to approval of transmitter site at time of going to press and no further information was available.

**KVOX**

"THE VOICE OF THE VALLEY"  
MOORHEAD—EST. 1937

NORTH CENTRAL BROADCASTING SYSTEM  
—ASSOCIATED NORTHWEST BROADCASTERS

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: KVOX Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Comstock Hotel. PHONE: 3-1523. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Moorhead. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President.....R. K. Herbst  
Station Manager.....M. M. Marget  
Commercial Manager.....Reinhart Steinley  
Asst. Mgr.-Chief Engineer.....Robert Schulz

**Coverage**

Population—Primary ..... 268,392  
Radio Homes— " ..... 50,013  
Population—Secondary ..... 244,345  
Radio Homes— " ..... 44,827

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

**WCAL**

NORTHFIELD—EST. 1922

FREQUENCY: 760 Kc. POWER: 5000 Watts. OWNED BY: St. Olaf College. OPERATED BY: Same. BUSINESS ADDRESS: St. Olaf College. PHONE: 731. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares time.

**Personnel**

Director.....Dr. Martin Hegland  
Chief Announcer.....Alvar Sandquist  
Station Manager.....M. C. Jensen  
Musical Director.....O. R. Overby  
Chief Engineer.....M. C. Jensen

**KROC**

"THE FRIENDLY STATION"  
ROCHESTER—EST. 1935

NATIONAL BROADCASTING CO.  
MINNESOTA RADIO NETWORK

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Southern Minn. Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 100 First Ave. Bldg. PHONE: 3924-5-2727. STUDIO ADDRESS: 100 First Ave. Bldg.; Owatonna.

Minn.; Fairbault, Minn. TRANSMITTER LOCATION: Cascade Township. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, Associated Music Library.

**Personnel**

President and General

Manager .....Gregory Gentling  
Secretary.....Maxine Jacobs  
Commercial Manager.....E. Anson Thomas  
Artists' Bureau Head.....Dwight Merriam  
Studio Director.....Gerald Wing  
Program Director.....La Vell Waltman  
Chief Engineer.....Fred C. Clark  
Assistant Chief Engineer.....Robert W. Cross

**Coverage**

	Daytime	Evening
Population—Primary	306,984	306,984
Radio Homes— "	61,109	61,109
Population—Secondary	1,025,108	922,000
Radio Homes— "	139,298	.....

Source: U. S. Census; station survey.

**Representative**

Joseph Hershey McGillvra

**KFAM**

"THE TIMES JOURNAL STATION"  
"THE VOICE OF CENTRAL MINNESOTA"  
ST. CLOUD—EST. 1938

NATIONAL BROADCASTING CO.  
MINNESOTA RADIO NETWORK

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: The Times Publishing Co. OPERATED BY: The Times Publishing Co. BUSINESS ADDRESS: 16-18 Sixth Ave., North. STUDIO ADDRESS: Weber Bldg. TRANSMITTER LOCATION: Military Highway. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: St. Cloud Times Journal. NEWS SERVICE: Associated Press, United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President-Treasurer.....Fred Schilplin  
General Manager.....George B. Bairey  
Commercial Manager.....Edgar Parsons

**Coverage**

Population—Primary ..... 197,396  
Radio Homes— " ..... 37,180  
Population—Secondary ..... 1,238,312  
Radio Homes— " ..... 289,290

Source: Field intensity measurements.

**KSTP**

"LOCALLY OWNED—NATIONALLY KNOWN"  
ST. PAUL-MINNEAPOLIS—EST. 1928

NBC (RED)

MINNESOTA RADIO NETWORK  
FREQUENCY: 1460 Kc. POWER: 50,000 watts. OWNED BY: National Battery Broadcasting Co.



OPERATED BY: National Battery Broadcasting Co. BUSINESS ADDRESS: St. Paul Hotel. PHONE: Cedar 5511-St. Paul; Bridgeport 3222-Minneapolis. STUDIO ADDRESS: St. Paul Hotel, Radisson Hotel. TRANSMITTER LOCATION: Highway 61. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. (daily), A.M. to 1:00 A.M. (Sunday). NEWSPAPER AFFILIATION: Minneapolis Star-Journal. NEWS SERVICE: United Press, Radio News Assoc. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus, NAB Library & Standard Radio.

**Personnel**

President.....Stanley E. Hubbard  
 Vice President-Treasurer...Kenneth M. Hance  
 Sales Manager.....Ray C. Jenkins  
 Program Director.....Corrine Jordan  
 Educational Director.....T. D. Rishworth  
 Merchandising Director.....Fred Laws  
 Artists Bureau Head.....Charles Smith  
 Technical Supervisor.....Hector Skifter

**Coverage**

Population—Primary ..... 1,619,118  
 Radio Homes— " ..... 338,413  
 Population—Secondary ..... 2,489,102  
 Radio Homes— " ..... 457,800

Source: U. S. Department of Commerce; station survey; U. S. Census; Joint Committee; Editor and Publisher.

**Representative**

Edward Petry & Co., Inc.

**W M I N**

"THE NEWS OF THE HOUR STATION"  
**ST. PAUL & MINNEAPOLIS**  
**EST. 1936**

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: WMIN Broadcasting Co. OPERATED BY: WMIN Broadcasting Co. BUSINESS ADDRESS: 1287 St. Anthony St., St. Paul. PHONE: Nestor 6501, St. Paul; Atlantic 6293, Minneapolis. STUDIO ADDRESS: 1287 St. Anthony St., St. Paul; 200 Hodgson Bldg., Minneapolis. TRANSMITTER LOCATION: 1287 St. Anthony St., St. Paul. TIME ON THE AIR: 6:00 A.M. to midnight. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Lang-Worth, Standard Radio, Associated Music Publishers.

**Personnel**

President and General  
 Manager .....Edward Hoffman  
 Production Manager.....Warren Fritze  
 Chief Engineer.....Mat Walz

**Coverage**

Population—Primary ..... Daytime  
 ..... 825,000  
 Population—Secondary ..... 1,025,000  
 Source: Chamber of Commerce.

**W H L B**

"QUEEN CITY OF THE ARROWHEAD"  
**VIRGINIA—EST. 1936**

COLUMBIA BROADCASTING SYSTEM  
 ARROWHEAD NETWORK  
 NORTH CENTRAL BROADCASTING SYSTEM  
 FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Head of the Lakes B/C Co. OPERATED BY: Head of the Lakes B/C Co. BUSINESS ADDRESS: 6th Ave., W. & 17th St., S. PHONE: 2000. STUDIO ADDRESS: Virginia. TRANSMITTER LOCATION: Virginia. TIME ON THE AIR: 6:45 A.M. to 11:00 P.M. NEWS-PAPER AFFILIATION: Superior Telegram. NEWS SERVICE: United Press.

**Personnel**

President.....W. C. Bridges  
 Station Manager.....Barney Irwin  
 Chief Announcer.....Wayne C. Byers  
 Chief Engineer.....Chas. Persons

**Coverage**

Population—Primary ..... 81,067  
 Radio Homes— " ..... 17,642  
 Population—Secondary ..... 98,929  
 Radio Homes— " ..... 21,529

Source: Station survey.

**Representative**

George P. Hollingsbery Co.

**K W N O**

"VOICE OF THE CITY BEAUTIFUL"  
**WINONA—EST. 1938**

NORTH CENTRAL BROADCASTING SYSTEM  
 FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Winona Radio Service. OPERATED BY: Winona Radio Service. BUSINESS ADDRESS: 216 Center St. PHONE: 4321. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 831 Sarnia St. TIME ON THE AIR: 6:30 A.M. to 10:30 P.M., Daily; 9:00 A.M. to 10:30 P.M., Sundays. NEWS SERVICE: Associated Press, Transradio Press. NEWSPAPER AFFILIATION: Winona Republican-Herald. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President.....M. H. White  
 Treasurer.....H. R. Wiekling  
 General Manager.....L. L. McCurnin  
 Program Director.....L. A. Gifford  
 Chief Engineer.....Maurice Reutter

**Coverage**

Population—Primary ..... 167,700  
 Radio Homes— " ..... 35,260  
 Population—Secondary ..... 476,500  
 Radio Homes— " ..... 93,670  
 Source: U. S. Census; mail response analysis.

# MISSISSIPPI

Population 2,023,000

Number of Families 494,000

Number of Radio Homes 207,000

Retail Sales \$196,182,800

Auto Registrations 226,000

## W J P R

"THE DELTA'S STATION"  
GREENVILLE—EST. 1939

FREQUENCY: 1310 Kc. POWER: 250 watts.  
OWNED BY: John R. Pepper. OPERATED BY:  
John R. Pepper. BUSINESS ADDRESS: Green-  
ville. STUDIO ADDRESS: Greenville. TRANS-  
MITTER LOCATION: Greenville. TIME ON THE  
AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE:  
International News Service. TRANSCRIPTION  
SERVICE: Associated Music Publishers.

### Personnel

Owner.....John R. Pepper  
Manager.....Paul Thompson  
Program Director.....Bert Ferguson  
Chief Engineer.....Charles Mathis

### Representative

Frank Baldwin

1111. STUDIO ADDRESS: Markham Hotel.  
TRANSMITTER LOCATION: Great Southern  
Golf Club, Mississippi. TIME ON THE AIR:  
7:00 A.M. to 9:00 P.M. NEWS SERVICE: Trans-  
radio Press. TRANSCRIPTION SERVICE: C. P.  
MacGregor. MAINTAINS ARTISTS' BUREAU.

### Personnel

President.....P. K. Ewing  
Vice-President.....F. C. Ewing  
Secretary-Treasurer.....M. M. Ewing

### Coverage

Population—Primary .....	26,149
Radio Homes— " .....	10,342
Population—Secondary .....	76,296
Radio Homes— " .....	28,319

Source: Station survey.

### Representative

Burn-Smith Co.

## W G R M

"THE FRIENDLY VOICE OF NORTH  
MISSISSIPPI"

GRENADA—EST. 1937

FREQUENCY: 1210 Kc. POWER: 250 watts.  
OWNED BY: P. K. Ewing. OPERATED BY:  
P. K. Ewing. BUSINESS ADDRESS: 222 How-  
ard St. PHONE: 1717. STUDIO ADDRESS:  
Same. TRANSMITTER LOCATION: 1½ miles  
north of Greenwood. TIME ON THE AIR: 6:30  
A.M. to 10:30 P.M., daily; 9:00 A.M. to 8:30  
P.M., Sundays. NEWS SERVICE: Associated  
Press. TRANSCRIPTION SERVICE: C. P. Mac-  
Gregor.

### Personnel

President.....P. K. Ewing, Sr.  
General Manager.....W. E. Williams  
Commercial Manager.....P. K. Ewing, Jr.  
Program Director.....Adrian Roberts  
Chief Engineer.....C. A. Perkins

### Coverage

Population—Primary .....	400,000
Radio Homes— " .....	58,000

Source: State Census.

## W G C M

"THE VOICE OF MISSISSIPPI GULF  
COAST"

GULFPORT—EST. 1929

FREQUENCY: 1210 Kc. POWER: 250 Watts.  
d.; 100 Watts, n. OWNED BY: WGCM, Inc.  
OPERATED BY: WGCM, Inc. BUSINESS AD-  
DRESS: Gulfport, Box 207. PHONE: Gulfport

## W F O R

"THE VOICE OF SOUTH MISSISSIPPI"  
HATTIESBURG—EST. 1924

FREQUENCY: 1370 Kc. POWER: 100 watts.  
(C.P. 250 watts, d.). OWNED BY: Forrest Broad-  
casting Company. OPERATED BY: Same.  
BUSINESS ADDRESS: 302 Hemphill St. PHONE:  
1866-67. STUDIO ADDRESS: Same. TRANS-  
MITTER LOCATION: Columbia Road. TIME  
ON THE AIR: 7:00 A.M. to 9:30 P.M. NEWS  
SERVICE: Transradio Press. TRANSCRIPTION  
SERVICE: World Broadcasting System.

### Personnel

President and General Manager...C. J. Wright  
Secretary.....B. M. Wright  
Chief Announcer.....Les Carmichael  
Chief Engineer.....C. H. Dyess

## W J D X

"THE VOICE OF MISSISSIPPI"  
JACKSON—EST. 1929

NATIONAL BROADCASTING COMPANY  
FREQUENCY: 1270 Kc. POWER: 5000 watts.  
d.; 1000 watts, n. OWNED BY: Lamar Life  
Insurance Co. OPERATED BY: Lamar Life  
Insurance Co. BUSINESS ADDRESS: Lamar  
Life Bldg. STUDIO ADDRESS: Lamar Life Bldg.  
& Heidelberg Hotel. TRANSMITTER LOCA-  
TION: Highway No. 51. TIME ON THE AIR:  
7:00 A.M. to 11:00 P.M. (daily); 8:00 A.M.  
to 11:00 P.M. (Sunday). NEWS SERVICE:  
United Press. TRANSCRIPTION SERVICE:  
NBC Thesaurus.

**MISSISSIPPI**

**Personnel**

Station Manager.....Wiley P. Harris  
 Commercial and Advertising  
 Manager.....C. A. Lacy, Jr.  
 Chief Announcer.....Maurice Thompson  
 Sales Manager.....Frank Gentry  
 Publicity Director.....Ralph Maddox  
 Musical Director.....Maurice Thompson  
 Chief Engineer.....P. G. Root

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	1,401,660	647,418
Radio Homes— " . . . . .	160,175	75,715
Population—Secondary . . . . .	1,244,218	765,242
Radio Homes— " . . . . .	115,425	35,250

Source: Station survey.

**Representative**

George P. Hollingsbery Co.

**W S L I**

"THE FRIENDLY VOICE OF STANDARD LIFE"

**JACKSON—EST. 1938**

FREQUENCY: 1420 Kc. POWER: 250 Watts.  
 OWNED BY: Standard Life Insurance Co. OPERATED BY: Standard Life Broadcasting Co. BUSINESS ADDRESS: Robert E. Lee Hotel. PHONE: 3-2788. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: High at Larson St. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Manager .....L. M. Sepaugh  
 Commercial Manager.....F. E. Wilkerson, Jr.  
 Merchandising Manager.....T. H. Lathrop  
 Chief Announcer.....Roy Pickett  
 Production Manager.....Vassar Dubard  
 Program Director.....George Philp  
 Chief Engineer.....Tommie Hubbard

**W A M L**

**LAUREL—EST. 1935**

FREQUENCY: 1310 Kc. POWER: 250 Watts.  
 OWNED BY: New Laurel Radio Station, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Central Ave. PHONE: 288. STUDIO ADDRESS: 312½ Central Ave. TRANSMITTER LOCATION: Washington Road. TIME ON THE AIR: 6:00 A.M. to 7:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President .....D. A. Matison  
 Station & Commercial  
 Manager.....H. M. Smith  
 Program Director.....Bill Tracy  
 Chief Engineer .....A. A. Touchstone

**Coverage**

Population—Primary . . . . .	90,100
Radio Homes— " . . . . .	12,400

Population—Secondary . . . . . 112,000  
 Radio Homes— " . . . . . 9,600  
 Source: Field intensity survey.

**W S K B**

**McCOMB—EST. 1939**

FREQUENCY: 1200 Kc. POWER: 100 Watts.  
 OWNED BY: McComb Broadcasting Corp. OPERATED BY: McComb Broadcasting Corp. BUSINESS ADDRESS: McColgan Hotel, Box 111. STUDIO ADDRESS: McColgan Hotel. TRANSMITTER LOCATION: Pike County, Miss. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M., daily except Saturday: 6:00 A.M. to 11:00 P.M., Saturdays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

**Personnel**

General Manager.....George Blumenstock  
 Chief Engineer.....Robert Louis Sanders

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	500,000	300,000
Radio Homes— " . . . . .	60,000	40,000
Population—Secondary . . . . .	300,000	100,000
Radio Homes— " . . . . .	30,000	15,000

Source: Station estimate.

**W C O C**

"DOWN IN OLD MAGNOLIA STATE"  
**MERIDIAN—EST. 1926**

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 880 Kc. POWER: 1000 Watts.  
 OWNED BY: Mississippi Broadcasting Co., Inc. OPERATED BY: Mississippi Broadcasting Co., Inc. BUSINESS ADDRESS: Strand Bldg. PHONE: 1042. STUDIO ADDRESS: Strand Bldg. TRANSMITTER LOCATION: Highway 45. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU.

**Personnel**

General Manager.....D. W. Gavin

**W Q B C**

**VICKSBURG**

FREQUENCY: 1360 Kc. POWER: 1000 Watts.  
 OWNED BY: Delta Broadcasting Co., Inc. OPERATED BY: Delta Broadcasting Co., Inc. BUSINESS ADDRESS: Hotel Vicksburg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East of Vicksburg. TIME ON THE AIR: Daytime. NEWSPAPER AFFILIATION: The Vicksburg Evening Post. TRANSCRIPTION SERVICE: Standard Radio, World Broadcasting System.

**Personnel**

President.....L. P. Cashman  
 Station Director.....O. W. Jones  
 Chief Engineer.....C. E. Drake

# MISSOURI

Population 3,989,000

Number of Families 1,072,000

Number of Radio Homes 822,800

Retail Sales \$1,040,737,500

Auto Registrations 859,000

## K F V S

### CAPE GIRARDEAU—EST. 1925

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Oscar C. Hirsch. OPERATED BY: Same. BUSINESS ADDRESS: KFVS Radio Home, 324 Broadway. PHONE: 2104-5. STUDIO ADDRESS: KFVS Radio Home, 324 Broadway; Hotel Marquette. TRANSMITTER LOCATION: 3½ miles N.W. of Girardeau. TIME ON THE AIR: Shares time, day and evening, with WEBQ. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

#### Personnel

President-General Manager... Oscar C. Hirsch  
Musical Director... Virginia Bahn

## K F U O

### "THE GOSPEL VOICE" CLAYTON—EST. 1924

FREQUENCY: 550 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Evangelical Lutheran Synod of Missouri, Ohio and Other States. OPERATED BY: Board of Control of Concordia Seminary. BUSINESS ADDRESS: 801 DeMun Ave., St. Louis, Mo. PHONE: Cabany 2499. STUDIO ADDRESS: 801 DeMun. TRANSMITTER LOCATION: Clayton. TIME ON THE AIR: Shares time (26 hours weekly).

#### Personnel

Station Manager... Herman H. Hohenstein

## K F R U

### "IN THE HEART OF MISSOURI" COLUMBIA—EST. 1925

FREQUENCY: 630 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Star-Times Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: 9th & Elm Sts. PHONE: 4141-2. STUDIO ADDRESS: 9th & Elm Sts. TRANSMITTER LOCATION: Campus of Stephens College. TIME ON THE AIR: 6:00 A.M. to L. S. (Share night with WGBF.) NEWSPAPER AFFILIATION: Star-Times Pub. Co. (St. Louis). NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

#### Personnel

President... Elzey Roberts  
Vice-President... John C. Roberts, Jr.  
Station Manager... C. L. Thomas  
Program Director... George Guyan

Commercial Manager... Clarence G. Cosby  
Artists Bureau Head... Wm. Haley, Jr.  
Musical Director... Carl Stepp  
Chief Engineer... Robert Haigh

#### Coverage

Population—Primary .....	790,000
Radio Homes— " .....	145,500
Population—Secondary .....	1,504,000
Radio Homes— " .....	321,600

Source: Station survey.

#### Representative

Weed & Co.

## K W O S

### "THE NEWS AND TRIBUNE STATION" JEFFERSON CITY—EST. 1936

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: Tribune Printing Co. OPERATED BY: Tribune Printing Co. BUSINESS ADDRESS: 210 Monroe. PHONE: 4000-1. STUDIO ADDRESS: 400 East Capitol Ave. TRANSMITTER LOCATION: St. Mary's Blvd. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 10:00 P.M., Sundays. NEWSPAPER AFFILIATION: Capitol News and Post Tribune. NEWS SERVICES: Associated Press and United Press. TRANSCRIPTION SERVICES: Standard Radio and World Broadcasting System.

#### Personnel

President... R. C. Goshorn  
Station Manager... R. L. Rose  
Program Director... John J. Corrigan

#### Coverage

Population—Primary .....	161,987
Radio Homes— " .....	30,450
Population—Secondary .....	302,123
Radio Homes— " .....	62,730

Source: Joint Committee; U. S. Census.

#### Representative

Sears & Ayer, Inc.

## W M B H

### "AT THE CROSSROADS OF AMERICA" JOPLIN—EST. 1933

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Joplin Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Keystone Hotel at 4th & Main Sts. PHONE: 330-1-2. STUDIO ADDRESS: Keystone Hotel at 4th & Main Sts. TRANSMITTER LOCATION: 13th & Roosevelt. TIME ON THE AIR: 6:00 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Joplin Globe & News-Herald. NEWS

**MISSOURI**

SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, NAB Library, Davis & Schwegler.

**Personnel**

President-Station Manager..... D. J. Poynor  
 Chief Announcer..... J. Chas. McIntire  
 Sales Manager..... W. H. Clark  
 News Editor..... Tom Aden  
 Production Manager..... Stella Lukens  
 Chief Engineer..... Baxter Burriss

**Coverage**

	Daytime	Evening
Population—Primary .....	285,000	225,000
Radio Homes— " .....	88,000	65,000
Population—Secondary .....	593,000	450,000
Radio Homes— " .....	118,490	96,000

Source: U. S. Census; Joint Committee.

**Representative**

Sears & Ayer

**K C M O**

"KANSAS CITY, MISSOURI"  
**KANSAS CITY—EST. 1925**

FREQUENCY: 1450 Kc. POWER: 1000 Watts (C.P. for 5000 Watts, d.). OWNED BY: KCMO Broadcasting Co. OPERATED BY: KCMO Broadcasting Co. BUSINESS ADDRESS: Commerce Trust Bldg. PHONE: Victor 0900. STU-

DIO ADDRESS: Commerce Trust Bldg. TRANSMITTER LOCATION: Kansas City. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

**Personnel**

President..... T. L. Evans  
 General & Sales Manager..... Jack Stewart

**K I T E**

**KANSAS CITY—EST. 1934**

FREQUENCY: 1530 Kc. POWER: 1000 watts. OWNED BY: First National Television, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Fidelity Bldg. PHONE: Harrison 5818. STUDIO ADDRESS: Fidelity Bldg. TRANSMITTER LOCATION: 86th & Summit Sts. TIME ON THE AIR: 5:00 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Titan.

**Personnel**

Vice President and General Manager..... D. E. "Plug" Kendrick  
 Station Manager..... L. L. Jaquier

**Representative**

Radio Advertising Corp.

**K W**

**KANSAS CITY'S  
 FASTEST GROWING STATION**

**KCMO**

**JACK STEWART, Director**

# K M B C

"TO KEEP IN TOUCH WITH THE TIMES,  
KEEP TUNED TO KMBC"

**KANSAS CITY—EST. 1921**

**COLUMBIA BROADCASTING SYSTEM**

FREQUENCY: 950 Kc. POWER: 5000 Watts.  
OWNED BY: Midland Broadcasting Co. OP-  
ERATED BY: Same. BUSINESS ADDRESS:  
Pickwick Hotel, 10th & McGee St. PHONE:  
Harrison 2650. STUDIO ADDRESS: Pickwick  
Hotel, 11th floor. TRANSMITTER LOCATION:  
50th & Belinder Rd., Johnson County, Kans.  
TIME ON THE AIR: 5:00 A.M. to 12:03 A.M.;  
Sunday, 7:30 A.M. to 12:03 A.M. NEWS SERV-  
ICES: Transradio Press. MAINTAINS AN ART-  
ISTS' BUREAU. TRANSCRIPTION SERVICES:  
World Program Library, NAB Public Domain  
Library, Langworth, Davis & Schweigler; Sta-  
tion maintains own transcription service.

## Personnel

President and General

Manager . . . . . Arthur B. Church  
Vice-President . . . . . Karl Koerper  
Promotion Manager . . . . . M. F. Allison  
Artists Bureau Head . . . . . J. W. McConnell  
Director of Research &

Merchandising . . . . . Mark N. Smith  
Program Director . . . . . Felix Adams  
Sales Service . . . . . Carter Ringlep  
Director Natl. Program Sales . . . . . Geo. E. Halley  
Studio Director . . . . . Kenneth Krahl  
News Editor . . . . . Erle H. Smith  
Farm Service Director . . . . . Phil Evans  
Educational Director . . . . . Kenneth Graham  
Publicity Director . . . . . M. F. Allison  
Musical Director . . . . . P. Hans Flath  
Technical Supervisor . . . . . Ray Moler

## Coverage

	Daytime	Evening
Population—Primary . . . . .	2,720,544	1,388,949
Radio Homes— " . . . . .	596,980	325,810

Source: Joint Committee; Field intensity measurements.

## Representative

Free & Peters, Inc.  
See Page 258

# W D A F

**KANSAS CITY—EST. 1922**

**NATIONAL BROADCASTING CO. (RED)**

FREQUENCY: 610 Kc. POWER: 5000 watts.  
OWNED BY: The Kansas City Star Co. OP-  
ERATED BY: Same. BUSINESS ADDRESS:  
1729 Grand Ave. PHONE: Harrison 1200.  
STUDIO ADDRESS: 1729 Grand Ave. TRANS-  
MITTER LOCATION: 83rd & Mission Rd., John-  
son County, Kansas. TIME ON THE AIR: 6:00  
A.M. to midnight; Sunday, 7:00 A.M. to 12:00  
midnight. NEWSPAPER AFFILIATION: The  
Kansas City Star. NEWS SERVICES: Associ-  
ated Press. TRANSCRIPTION SERVICE: Stand-  
ard Radio, Langworth.

## Personnel

Station Manager . . . . . H. Dean Fitzer  
Assistant Manager . . . . . V. S. Batton  
Sales . . . . . R. Gardner Reames  
Program Manager . . . . . Harry J. Kaufmann  
Chief Engineer . . . . . Joseph A. Flaherty

## Coverage

	Daytime	Evening
Population—Primary . . . . .	5,683,275	3,008,538
Radio Homes— " . . . . .	979,113	509,675

Source: Field intensity measurements.

## Representative

Edward Petry & Co.

# W H B

"WHERE HEADLINERS BEGIN"

**KANSAS CITY—EST. 1922**

**MUTUAL**

FREQUENCY: 860 Kc. POWER: 1000  
Watts. OWNED BY: WHB Broadcasting Co.  
OPERATED BY: WHB Broadcasting Co.  
BUSINESS ADDRESS: Scarritt Bldg. PHONE:  
Harrison 1161. STUDIO ADDRESS: Scarritt  
Bldg. (Station maintains 9 remote studios  
through Kansas City.) TRANSMITTER LOCA-  
TION: North Kansas City. TIME ON THE AIR:  
6:00 A.M. to local sunset. NEWS SERVICE:  
United Press. MAINTAINS ARTISTS' BU-  
REAU. TRANSCRIPTION SERVICE: Associ-  
ated, NAB Library, Titan.

## Personnel

President . . . . . Donald Dwight Davis  
Station Manager . . . . . John T. Schilling

## Coverage

Population—Primary . . . . .	1,350,800
Radio Homes— " . . . . .	321,500
Population—Secondary . . . . .	1,570,000
Radio Homes— " . . . . .	322,700

Source: Mail response analysis.

# K W O C

**POPLAR BLUFF—EST. 1938**

FREQUENCY: 1310 Kc. POWER: 250 Watts.  
OWNED BY: A. L. McCarthy, C. A. Tedrick  
and J. H. Wolpers. OPERATED BY: Same.  
BUSINESS ADDRESS: 214 Poplar St. PHONE:  
1310. STUDIO ADDRESS: Same. TRANS-  
MITTER LOCATION: North Main St. TIME ON  
THE AIR: 7:00 A.M. to 7:00 P.M. NEWS-  
PAPER AFFILIATION: Poplar Bluff American  
Republic. NEWS SERVICE: Associated Press.  
TRANSCRIPTION SERVICE: World Broadcast-  
ing System.

## Personnel

Station Manager . . . . . Bill Bates  
Commercial Manager . . . . . P. H. Cunningham  
Chief Announcer . . . . . Bob Mabry  
Publicity Director . . . . . Bill Tedrick  
Musical Director . . . . . Lola Sechrest  
Chief Engineer . . . . . Don Lidenton

# MISSOURI

## Coverage

Population—Primary .....	40,000
Radio Homes— " .....	32,000
Population—Secondary .....	105,000
Radio Homes— " .....	79,000

Source: Chamber of Commerce.

## K F E Q

"THE MIDWEST MARKET STATION"  
ST. JOSEPH—EST. 1924

FREQUENCY: 680 Kc. POWER: 2500 Watts. OWNED BY: KFEQ, Inc. OPERATED BY: KFEQ, Inc. BUSINESS ADDRESS: Schneider Bldg. PHONE: 6-1314. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Southeast of St. Joseph. TIME ON THE AIR: 6:00 A.M. to Pacific Coast sunset. NEWSPAPER AFFILIATIONS: St. Joseph News-Press and Gazette. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

### Personnel

President-Treasurer ..... Barton Pitts  
Secretary ..... Beverly Pitts  
Nat'l Advertising Manager..... Glen G. Griswold  
Program Director..... Harry Packard  
Promotion Manager..... J. Ted Branson  
Chief Engineer..... J. Wesley Koch

## Coverage

Population—Primary .....	1,694,680
Radio Homes— " .....	292,270
Population—Secondary .....	3,013,880
Radio Homes— " .....	619,220

Source: Mail response analysis.

### Representative

Headley-Reed Co.

## K M O X

"THE VOICE OF ST. LOUIS"  
ST. LOUIS—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1090 Kc. POWER: 50,000 Watts. OWNED BY: Columbia Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: Mart Bldg. PHONE: Central 8240. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Lemay Ferry and Baumgartner Rds. TIME ON THE AIR: 5:30 A.M. to 1:00 A.M., daily; 7:29 A.M. to 1:00 A.M., Sundays. NEWS SERVICE: United Press, Transradio Press. TRANSCRIPTION SERVICE: Associated Music.

### Personnel

General Manager..... Merle S. Jones  
Sales Manager..... Kenneth W. Church  
Program Director..... Chester Renier  
Sales Promotion Director.... J. Soulard Johnson  
Public Affairs Dept. & Press  
Relations Director..... Jurien Hoekstra  
Chief Engineer..... Graham Tevis

## Coverage

	Daytime	Evening
Population—Primary ....	2,572,100	2,033,100
Radio Homes— " ....	519,640	434,390

Population—Secondary ..	5,899,900	2,586,600
Radio Homes— " ..	1,080,790	465,330

Source: Market Research Division of CBS; U. S. Census.

### Representative

Radio Sales

## K S D

ST. LOUIS—EST. 1922  
NBC (RED)

FREQUENCY: 550 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Pulitzer Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: 12th & Olive St. PHONE: Main 1111. STUDIO ADDRESS: Post-Dispatch Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: St. Louis Post-Dispatch. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICES: NBC Thesaurus, Lang-Worth.

### Personnel

General Manager..... George M. Burbach  
Commercial and Sales  
Manager..... Edward W. Hamlin  
Chief Engineer..... Robert L. Coe

### Representative

Free & Peters, Inc.

## K W K

ST. LOUIS—EST. 1927

NBC (BLUE)—MBS—MISSOURI-ILLINOIS  
BROADCASTING SYSTEM

FREQUENCY: 1350 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Thomas Patrick, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Chase. PHONE: Rosedale 3210. STUDIO ADDRESS: Hotel Chase. TRANSMITTER LOCATION: Baden. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight, daily; 7:00 A.M. to 12:00 Midnight, Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President..... R. T. Convey  
Sales Manager..... V. E. Carmichael  
Studio Supervisor..... Ray Dady  
National Sales Manager..... R. M. Sampson  
Chief Announcer..... Allan Anthony  
Program Director..... John Tinnea  
Publicity Director..... Louis C. Nelson  
Production Manager..... Dan Seyforth  
Musical Director..... Al Sarli  
Continuity Chief..... Claire Harrison  
Chief Engineer..... James Burke

### Coverage

Population—Primary .....	1,494,444
Radio Homes— " .....	431,108
Population—Secondary .....	954,812
Radio Homes— " .....	173,500

Source: Field intensity measurements.

### Representative

Paul H. Raymer Company

# K X O K

ST. LOUIS—EST. 1939

FREQUENCY: 1250 Kc. POWER: 1000 Watts.  
 OWNED BY: Star-Times Publishing Co. OPERATED BY: Star-Times Publishing Co. BUSINESS ADDRESS: Star-Times Bldg., 12th & Delmar. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Venice, Ill. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight; Sundays, 7:30 A.M. to midnight. NEWSPAPER AFFILIATION: St. Louis Star-Times. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: Associated, Standard Radio.

## Personnel

General Manager.....R. V. Hamilton  
 Sales Manager.....Clarence G. Cosby  
 Program Director.....Blaine Cornwell  
 News Editor.....Bruce Barrington  
 Publicity Director.....Dave Frederick  
 Chief Engineer.....Art Rekart

## Coverage

	Daytime
Population—Primary .....	2,319,950
Radio Homes— " .....	398,495
Source: Station survey.	

## Representative

Weed & Co.

For Concentrated Coverage  
 in the St. Louis Market, Use

# WEW



Write for case histories  
 which tell a story of out-  
 standing results for clients  
 in the  
**ST. LOUIS Market**

# WEW

"THE STATION YOU'LL TUNE IN AGAIN"  
 ST. LOUIS—EST. 1921

FREQUENCY: 760 Kc. POWER 1000 watts.  
 OWNED BY: St. Louis University. OPERATED BY: Same. BUSINESS ADDRESS: 3642 Lindell Blvd. PHONE: Franklin 5665. STUDIO ADDRESS: 3642 Lindell Blvd. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

## Personnel

Faculty Director.....W. A. Burk, S.J.  
 General Manager.....A. S. Foster  
 Program Manager.....Arthur T. Jones  
 Publicity Director.....C. L. Kelliher  
 Musical Director.....Ralph Stein  
 Chief Engineer.....George Rueppel

## Representative

Furgason & Walker, Inc.

# WIL

"THE MOST WELCOME SPOT  
 ON THE DIAL"

ST. LOUIS—EST. 1922

FREQUENCY: 1200 Kc. POWER: 250 Watts.  
 OWNED BY: Missouri Brod. Corp. OPERATED BY: Same. BUSINESS ADDRESS: Melbourne Hotel, 3601 Lindell Blvd. PHONE: Jefferson 8403-4-5. STUDIO ADDRESS: Melbourne Hotel. TRANSMITTER LOCATION: 16th Floor (Roof) Melbourne Hotel. TIME ON THE AIR: 7:00 A.M. to 2:00 A.M., daily except Saturday and Sunday; 7:00 A.M. to 3:00 A.M., Saturdays; 8:30 A.M. to 12:00 Midnight, Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor. NAB Library, Langworth.

## Personnel

President and General  
 Manager.....Lester A. Benson  
 Vice-President.....Clarence W. Benson  
 Program Director.....Neil Norman  
 Continuity Editor.....David Pasternak  
 Merchandising Director.....William Durney  
 Publicity Director.....Bart Slattery  
 Musical Director.....Allister Wylie  
 Chief Engineer.....Chal H. Stoup

## Coverage

	Daytime	Evening
Population—Primary ....	1,385,840	1,347,527
Radio Homes— " .....	362,820	354,950
Source: Mail response analysis.		

## Representative

Reynolds-Fitzgerald, Inc.

# K D R O

"KDRO, YOUR NEIGHBOR OF THE AIR IN  
 SEDALIA, MISSOURI"  
 SEDALIA—EST. 1939

FREQUENCY: 1500 Kc. POWER: 250 Watts.



OWNED BY: Albert S. and Robert A. Drohlich  
d/b as Drohlich Bros. OPERATED BY: Same.  
BUSINESS ADDRESS: 2100 West Broadway.  
STUDIO ADDRESS: 2100 West Broadway.  
TRANSMITTER LOCATION: Same. TIME ON  
THE AIR: 6:00 A.M. to 11:00 P.M. NEWS  
SERVICE: United Press. TRANSCRIPTION  
SERVICE: Standard Radio. MAINTAINS ART-  
ISTS' BUREAU.

**Personnel**

Station Manager.....Robert A. Drohlich  
Promotion Manager.....Albert S. Drohlich  
Program Director.....Randall Jessee  
Commercial Manager.....A. W. Upchurch  
Chief Engineer.....C. Laverne Omer

**Coverage**

	Daytime	Evening
Population—Primary	207,706	207,706
Radio Homes— "	46,100	46,100

Source: Mail response analysis.

**K G B X**

SPRINGFIELD—EST. 1924

NATIONAL BROADCASTING CO.  
(RED AND BLUE)

FREQUENCY: 1230 Kc. Power: 500 watts.  
OWNED BY: Springfield Broadcasting Co.  
OPERATED BY: Same. BUSINESS ADDRESS:  
508 St. Louis. PHONE: 1360-1-2-3. STUDIO  
ADDRESS: 508 St. Louis. TRANSMITTER LO-  
CATION: Bolivar Road. TIME ON THE AIR:  
7:00 A.M. to midnight. NEWSPAPER AF-  
FILIATION: Springfield Newspapers, Inc.  
NEWS SERVICE: United Press. TRANSCRIP-  
TION SERVICE: NBC Thesaurus. Standard  
Radio, Davis & Schwegler.

**Personnel**

President.....T. W. Duvall  
General Manager.....Ralph D. Foster  
Business Manager.....C. Arthur Johnson  
Promotion Manager.....Carl S. Ward  
Chief Engineer.....Fritz Bauer  
National Sales Manager.....John E. Pearson  
Local Sales Manager.....Gordon Wardell

**Coverage**

Population—Primary	499,673
Radio Homes— "	73,900
Population—Secondary	641,673
Radio Homes— "	87,700

Source: Mail response analysis; Joint Com-  
mittee; U. S. Census.

**Representative**

Howard H. Wilson & Co.

**K W T O**

"KEEP WATCHING THE OZARKS"  
SPRINGFIELD—EST. 1933

FREQUENCY: 560 Kc. POWER: 5000 watts.  
OWNED BY: Ozarks Broadcasting Co. OP-  
ERATED BY: Same. BUSINESS ADDRESS: 508  
St. Louis. PHONE: 1360-1-2-3. STUDIO AD-  
DRESS: 508 St. Louis. TRANSMITTER LOCA-  
TION: Bolivar Road. TIME ON THE AIR:  
5:00 A.M. to local sunset. NEWSPAPER AF-  
FILIATION: Springfield Newspapers, Inc.  
NEWS SERVICE: United Press. TRANSCRIP-  
TION SERVICE: Standard Radio, Davis &  
Schwegler, NBC Thesaurus.

**Personnel**

President and Station  
Manager.....Ralph D. Foster  
Business Manager.....Arthur Johnson  
Production Manager.....G. E. Wilson  
Chief Announcer.....Russ Davis  
National Sales Manager.....John E. Pearson  
Local Sales Manager.....Gordon Wardell  
Promotion Manager.....Carl S. Ward  
Program Director.....Terry Moss  
Chief Engineer.....Fritz Bauer

**Coverage**

Population—Primary	1,231,110
Radio Homes— "	284,900
Population—Secondary	3,945,251
Radio Homes— "	541,900

Source: U. S. Census; Joint Committee.

**Representative**

Howard H. Wilson & Co.

**MONTANA**

Population 539,000

Number of Families 142,000

Number of Radio Homes 114,600

Retail Sales \$208,402,700

Auto Registrations 177,500

**K G H L**

BILLINGS—EST. 1928

NBC (RED AND BLUE)

FREQUENCY: 780 Kc. POWER: 5000 watts,  
d.; 1000 watts, n. OWNED BY: Northwestern  
Auto Supply Co. OPERATED BY: Northwest-  
ern Auto Supply Co. BUSINESS ADDRESS:  
5th and North Broadway. PHONE: 2222.

STUDIO ADDRESS: 5th and North Broadway.  
TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.  
(daily); 9:00 A.M. to 11:00 P.M. (Sunday). NEWS  
SERVICE: United Press. TRANSCRIPTION  
SERVICE: Standard Radio, NBC Thesaurus.

**Personnel**

President.....C. O. Campbell  
Station Manager.....Ed Yocum  
Chief Engineer.....Jeff Kiichli

**Coverage**

Population—Primary .....	444,000
Radio Homes— " .....	94,400
Population—Secondary .....	181,200
Radio Homes— " .....	45,000

Source: Mail response analysis.

**Representative**

The Katz Agency

**K R B M**

BOZEMAN—EST. 1938

FREQUENCY: 1420 Kc. POWER: 250 watts.  
 OWNED BY: KRBM Broadcasters. OPERATED BY: KRBM Broadcasters. BUSINESS ADDRESS: Bozeman. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Near Bozeman. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M.

**Personnel**

Owner-General Manager..... A. J. Breitbach  
 Owners..... Arthur L. Roberts—R. B. McNab

**Representative**

Furgason & Walker, Inc.

**K G I R**

BUTTE—EST. 1929

NATIONAL BROADCASTING CO. — Z-NET  
 PACIFIC NORTHWEST COVERAGE GROUP  
 FREQUENCY: 1340 Kc. POWER: 5000 Watts.  
 OWNED BY: KGIR, Inc. OPERATED BY: KGIR.

**K G I R**

KPFA

KRBM

Montana's Major  
 Market

60% of the population

90% of the payroll

Available under single contract.

Box 1956

Butte, Mont.

Inc. BUSINESS ADDRESS: Butte. PHONE: 22-3-44. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Sunday, 9:00 A.M. to midnight; Week Days, 7:00 A.M. to 1:00 A.M. TRANSCRIPTION SERVICE: Standard Radio. Titan, Langworth, NAB.

**Personnel**

Manager ..... Ed. B. Craney  
 Sales Manager..... M. E. Dunn  
 Musical Director ..... B. R. Sprague  
 Chief Engineer ..... Jack Nicholas  
 Program Director..... Syd Lines

**Representative**

Furgason & Walker, Inc.

**K F B B**

"VOICE OF THE TREASURE STATE"  
 GREAT FALLS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1280 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Buttrey Broadcast, Inc. OPERATED BY: Buttrey Broadcast, Inc. BUSINESS ADDRESS: 300 Central. PHONE: 4377. STUDIO ADDRESS: 300 Central Ave. TRANSMITTER LOCATION: 4½ miles west of Great Falls. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (daily), 9:00 A.M. to 10:00 P.M. (Sunday). NEWSPAPER AFFILIATION: Great Falls Tribune. NEWS SERVICES: United Press. TRANSCRIPTION SERVICE: Standard Library, C. P. MacGregor, Davis & Schweeler.

**Personnel**

President..... F. A. Buttrey  
 Station Manager..... Jessie Jacobsen  
 Advertising Manager..... Joe Wilkins  
 Program Director..... John Alexander  
 Publicity Director..... Jack McNichol  
 Special Events Director..... Phil Allen  
 News Editor..... LeRoy Mattingly  
 Chief Engineer..... Wilbur Myhre

**Coverage**

	Daytime	Evening
Population—Primary .....	129,200	73,900
Radio Homes— " .....	26,260	14,260
Population—Secondary .....	121,000	179,400
Radio Homes— " .....	23,350	46,000

Source: CBS Listener Study.

**Representatives**

Weed & Company  
 Walter Biddick Co. (Los Angeles & Seattle)

**K P F A**

"CAPITAL CITY STATION"  
 HELENA—EST. 1937

NATIONAL BROADCASTING CO.—Z BAR NET  
 FREQUENCY: 1210 Kc. POWER: 250 Watts.  
 OWNED BY: Peoples Forum of the Air. OPERATED BY: Peoples Forum of the Air. BUSINESS ADDRESS: 1306 East 11th. PHONE: 857. STUDIO ADDRESS: 1306 East 11th. TRANSMITTER LOCATION: 1306 East 11th St. TIME

ON THE AIR: 8:00 A.M. to midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Langworth, Davis & Schwegler.

**Personnel**

President.....Barclay Craighead  
Station Manager.....K. O. MacPherson

**Representative**

Furgason & Walker, Inc.

**K G E Z**

KALISPELL—EST. 1927

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Donald C. Treloar. OPERATED BY: Same. BUSINESS ADDRESS: 203 — 1st Ave. E. PHONE: 32-332. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2¼ miles south on Highway No. 93. TIME ON THE AIR: 7:00 A.M. to 9:30 P.M. NEWS SERVICE: United Press.

**Personnel**

General Manager .....Donald C. Treloar

**K G V O**

"THE GARDEN CITY STATION"  
MISSOULA—EST. 1931

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Mosby's, Inc.

OPERATED BY: Mosby's, Inc. BUSINESS ADDRESS: 132 W. Front St. PHONE: 2155. STUDIO ADDRESS: 132 W. Front St. TRANSMITTER LOCATION: 4 miles west on Highway 10. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library, Langworth, Davis & Schwegler.

**Personnel**

President and Station Manager....A. J. Mosby  
Secretary-Treasurer.....Edna Mae Mosby  
Commercial Manager.....Jack Burnett  
Comptroller.....Harry Miller  
Advertising Manager.....Nick Moriana  
Artists Bureau Head.....Duane Bowler  
Chief Announcer.....Alan Davis  
Sales Manager.....Fred Elsethagen  
Program and Publicity

Director.....James Aiden Barber  
Musical Director.....Margaret Castle  
Merchandising Manager.....Marion Dixon  
Traffic Manager.....Loretta Matthiesen  
Chief Engineer.....Tom Atherstone

**Coverage**

Population—Primary .....	135,200
Radio Homes— " .....	34,430
Population—Secondary .....	435,400
Radio Homes— " .....	110,200

Source: Station survey.

**Representative**

Burn-Smith Co.

**KGVO**

**- A \$50,000,000 MARKET**

Covering the 5 great valleys of Western Montana, KGVO serves a population of 570,600 within its primary and secondary areas.

Retail sales in Missoula are \$635 per capita—nearly three times the national average. A complete merchandising service will help you tap this rich empire of the North-west.

A. J. MOSBY, PRESIDENT

**KGVO, MISSOULA, MONTANA, 5000 WATTS 1260 KC  
AFFILIATE OF COLUMBIA BROADCASTING SYSTEM**

# K G C X

WOLF POINT—EST. 1926

FREQUENCY: 1450 Kc. POWER: 1000 watts. OWNED BY: E. E. Kresbach. OPERATED BY: E. E. Kresbach. BUSINESS ADDRESS: Main and 4th St. PHONE: 102. STUDIO ADDRESS: Main and 4th St. TRANSMITTER LOCATION: Wolf Point. TIME ON THE AIR: 7:00 A.M. to 11:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Langworth, World Broadcasting System.

## Personnel

President..... E. E. Kresbach  
Station and Commercial  
Manager..... Milton J. Severson  
Promotion Manager..... Adolph Jystad  
Chief Engineer..... Harold Klempil

## Coverage

Population—Primary ..... 109,500  
Radio Homes— " ..... 20,000  
Population—Secondary ..... 230,000  
Radio Homes— " ..... 43,000  
Source: Field intensity measurements.

# NEBRASKA

Population 1,364,000

Number of Families 352,000  
Retail Sales \$395,732,700

Number of Radio Homes 284,100  
Auto Registrations 410,280

# K O R N \*

FREMONT—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Nebraska Broadcasting Corp. OPERATED BY: Nebraska Broadcasting Corp. BUSINESS ADDRESS: 6th & Broad Sts. STUDIO ADDRESS: 6th & road Sts. TRANSMITTER LOCATION: East 16th St. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President-Manager ..... Clark Standiford  
Commercial Manager..... Randall Ryan  
Program Director..... Larry Coke  
Chief Engineer..... E. A. Blackburn

## Coverage

Population—Primary ..... 134,000  
Population—Secondary ..... 375,000  
Source: Station estimate.

\* Station was licensed to operate under a construction permit at time of going to press.

# K M M J

"NEBRASKA'S FRIENDLY STATION"  
GRAND ISLAND—EST. 1925

FREQUENCY: 740 Kc. POWER: 1000 Watts. OWNED BY: KMMJ, Inc. OPERATED BY: KMMJ, Inc. BUSINESS ADDRESS: 315½ North Locust St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Phillips, Nebr. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS-PAPER AFFILIATION: Clay County Sun. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President ..... Don Searle  
General Manager..... Ted Matthews

## Coverage

Station data being compiled; no information available at time of going to press because of move from Clay Center to Grand Island.

## Representative

Howard H. Wilson Co.

# K H A S \*

HASTINGS—EST. 1939

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Nebraska Broadcasting Co. OPERATED BY: Nebraska Broadcasting Co. BUSINESS ADDRESS: Hastings. STUDIO ADDRESS: Hastings. 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 usual requests.

# K G F W

"THE FRIENDLY MIDWAY STATION OF THE NATION"

KEARNEY—EST. 1928

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Central Nebraska Broadcasting Corp. OPERATED BY: Central Nebraska Broadcasting Corp. BUSINESS ADDRESS: Federal Annex. PHONE: 31551. STUDIO ADDRESS: South Central Ave. TRANSMITTER LOCATION: South Central Ave. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

General Manager..... Lloyd C. Thomas  
Commercial Manager..... Warren Binkley  
Program Manager..... Fred Christensen  
Chief Engineer..... Walter M. Ely

**Coverage**

Population—Primary ..... 454,497  
 Radio Homes— " ..... 87,140  
 Source: Mail response analysis.

**K F A B**

"NEBRASKA'S MOST POWERFUL  
 BROADCAST STATION"  
**LINCOLN—EST. 1924**

**COLUMBIA BROADCASTING SYSTEM**  
 FREQUENCY: 770 Kc. POWER: 10,000  
 Watts. OWNED BY: KFAB Broadcasting Co.  
 OPERATED BY: KFAB Broadcasting Co. BUSI-  
 NESS ADDRESS: Hotel Lincoln. PHONE: 2-3214.  
 STUDIO ADDRESS: Hotel Lincoln. TRANS-  
 MITTER LOCATION: 17th St. and Holdredge.  
 TIME ON THE AIR: 4:45 A.M. to 12:00  
 midnight. NEWSPAPER AFFILIATIONS: State  
 Journal, Lincoln Star. NEWS SERVICES: Inter-  
 national News Service. TRANSCRIPTION  
 SERVICE: World Broadcasting System.

**Personnel**

President ..... Frank D. Throop  
 Vice-President ..... Joe W. Seacrest  
 Vice-President ..... C. L. Carper  
 Secretary-Assistant  
 Treasurer ..... Charles T. Stuart  
 Treasurer—Assistant  
 Secretary ..... Sarry B. Sidles  
 General Manager ..... Don Searle  
 Station Manager ..... W. Judson Woods

1310 ON **KGFW BULLETIN** PHONE  
 THE DIAL ..... 31551

"THE MIDWAY STATION OF THE NATION"

OWNED AND OPERATED BY  
 CENTRAL NEBRASKA BROADCASTING CORPORATION  
 KEARNEY, NEBRASKA

RADIO DAILY, NEW YORK  
 57,900 FARM HOMES AND 18,430 CITY HOMES  
 WITH RADIO SETS IN KGFW PRIMARY AREA  
 ARE REJOICING OVER HEAVY WINTER SNOWS  
 THAT INSURE MILLIONS OF DOLLARS IN 1940  
 CROPS. KGFW IS ONLY FULL TIME STATION  
 SERVING THIS RICH AGRICULTURAL AREA,  
 WITH 386,402 POPULATION. WILL GLADLY  
 SUPPLY NATIONAL AND REGIONAL ADVER-  
 TISERS AND THEIR AGENCIES WITH FULL IN-  
 FORMATION. WATCH KGFW AND ITS AREA.

LLOYD C. THOMAS  
 GENERAL MANAGER KGFW

KEARNEY, NEBRASKA  
 FEBRUARY 15, 1940

Sales Manager ..... Frank Pellegrin  
 Local Sales Manager ..... W. Judson Woods  
 Chief Announcer ..... C. D. "Chuck" Miller  
 Publicity Director ..... Bruce Wallace  
 Program Director ..... Lowell "Jiggs" Miller  
 Chief Engineer ..... Mark Bullock

**Coverage**

Population—Primary ..... 1,534,513  
 Radio Homes— " ..... 311,230  
 Population—Secondary ..... 1,810,960  
 Radio Homes— " ..... 368,590  
 Source: U. S. Census; Joint Committee.

**Representative**

The Katz Agency

**K F O R**

"THE VOICE OF LINCOLN"  
**LINCOLN—EST. 1924**

**MUTUAL BROADCASTING SYSTEM**  
**CENTRAL STATES BROADCASTING SYSTEM**  
 FREQUENCY: 1210 Kc. POWER: 250 Watts.  
 d.; 100 Watts, n. OWNED BY: Cornbelt Broad-  
 casting Corp. OPERATED BY: Cornbelt Broad-  
 casting Corp. BUSINESS ADDRESS: Hotel Lin-  
 coln. PHONE: 2-3214. STUDIO ADDRESS:  
 Hotel Lincoln. TRANSMITTER LOCATION:  
 4607 South 48th. TIME ON THE AIR: 7:00 A.M.  
 to midnight. NEWSPAPER AFFILIATIONS:  
 State Journal, Lincoln Star. NEWS SERVICES:  
 International News Service. TRANSCRIPTION  
 SERVICE: World Broadcasting System.

**Personnel**

President ..... Frank D. Throop  
 Vice-President ..... Joe W. Seacrest  
 Vice-President ..... C. L. Carper  
 Secretary-Assistant  
 Treasurer ..... Charles T. Stuart  
 Treasurer-Assistant  
 Secretary ..... Harry B. Sidles  
 General Manager ..... Don Searle  
 Station Manager ..... W. Judson Woods  
 Sales Manager ..... Frank Pellegrin  
 Local Sales Manager ..... W. Judson Woods  
 Chief Announcer ..... C. D. "Chuck" Miller  
 Program & Musical Director ..... John Hanssen  
 Publicity Director ..... Angus Nicoll  
 Chief Engineer ..... Mark Bullock

**Coverage**

Population—Primary ..... 270,990  
 Radio Homes— " ..... 58,770  
 Population—Secondary ..... 155,652  
 Radio Homes— " ..... 44,530  
 Source: U. S. Census.

**Representative**

The Katz Agency

**W J A G**

"WITH JOY AND GLADNESS"  
**NORFOLK—EST. 1922**

FREQUENCY: 1060 Kc. POWER: 1000 Watts.  
 OWNED BY: Norfolk Daily News. OPERATED  
 BY: Norfolk Daily News. BUSINESS AD-

DRESS: 116 N. Fourth St. PHONE: 432. STUDIO ADDRESS: Hotel Norfolk. TRANSMITTER LOCATION: W. Koenigstein Ave. TIME ON THE AIR: 6:30 A.M. to local sunset; Sunday, 10:00 A.M. to local sunset. NEWSPAPER AFFILIATION: Norfolk Daily News. NEWS SERVICE USED: Associated Press. TRANSCRIPTION SERVICE: Langworth.

**Personnel**

President ..... Gene Huse  
 Station Manager..... Art Thomas  
 Program Director..... Russell Jensen  
 Chief Engineer..... Frank Weidenbach

**Coverage**

Population—Primary ..... 291,595  
 Radio Homes— " ..... 51,890  
 Population—Secondary ..... 1,358,649  
 Radio Homes— " ..... 283,750  
 Source: U. S. Census.

**Representative**

Howard H. Wilson Co.

**K G N F**

"WESTERN NEBRASKA'S DEPENDABLE  
 DAYTIME STATION"  
**NORTH PLATTE—EST. 1930**

FREQUENCY: 1430 Kc. POWER: 1000 Watts. OWNED BY: Great Plains Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 1521 W. 12th. PHONE: 132. STUDIO ADDRESS: 1521 W. 12th. TRANSMITTER LOCATION: 1521 W. 12th. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

President and Station  
 Manager..... W. I. LeBarron  
 Secretary-Treasurer ..... LeBarron  
 Chief Engineer ..... J. B. Eaves

**Coverage**

Population—Primary ..... 468,800  
 Radio Homes— " ..... 94,680  
 Source: Joint Committee; CBS survey.

**K O I L**

**OMAHA—EST. 1925**

COLUMBIA BROADCASTING SYSTEM  
 MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 5000 Watts. d.; 1000 Watts, n. OWNED BY: Central States Broadcasting Co. OPERATED BY: Central States Broadcasting Co. BUSINESS ADDRESS: Omaha National Bank Bldg. PHONE: Jackson 7626. STUDIO ADDRESS: Omaha Nat. Bank Bldg. TRANSMITTER LOCATION: Council Bluffs, Iowa. TIME ON THE AIR: 6:30 A.M. to midnight, daily except Saturday and Sunday; 6:30 A.M. to 12:30 P.M., Saturdays; 8:00 A.M. to midnight, Sundays. NEWSPAPER AFFILIATION: Lincoln Star, Nebraska State Journal. NEWS SERVICE: International News

Service. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President ..... Frank Throop  
 General Manager..... Don Searle  
 Sales Manager..... Frank Pellegrin  
 Program Director..... Harold Hughes  
 Merchandising Manager.... R. Bruce Wallace  
 Chief Engineer..... Mark Bullock

**Coverage**

Population—Primary ..... 529,237  
 Radio Homes— " ..... 122,400  
 Population—Secondary ..... 422,726  
 Radio Homes— " ..... 90,080  
 Source: U. S. Census; Joint Committee.

**Representative**

The Katz Agency

**K O W H**

**OMAHA—EST. 1922**

FREQUENCY: 660 Kc. POWER: 500 Watts. OWNED BY: World Publishing Co. OPERATED BY: Omaha World Herald. BUSINESS ADDRESS: 8th Floor, World-Herald Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Northwest of Omaha. TIME ON THE AIR: Daytime. NEWS SERVICE: United Press, Omaha World-Herald. TRANSCRIPTION SERVICE: Standard Radio, Davis & Schwegler.

**Personnel**

Manager..... Vernon H. "Bing" Smith  
 Assistant Manager..... Frank E. Shoppen  
 Commercial Manager..... Clem Young

**Representative**

William G. Rambeau Co.

**W O W**

"YOUR VOICE OF THE AIR"

**OMAHA—EST. 1923**

NBC (Basic Red)

CORNBELT WIRELESS REBROADCASTING  
 SERVICE

FREQUENCY: 590 Kc. POWER: 5000 watts. OWNED BY: Woodmen of the World Life Insurance Society. OPERATED BY: Woodmen of the World Life Insurance Society. BUSINESS ADDRESS: Insurance Bldg. PHONE: WE 3400. STUDIO ADDRESS: Insurance Bldg. TRANSMITTER LOCATION: 56th and Kansas Ave. TIME ON THE AIR: 5:45 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus NAB Recorded Library, Langworth.

**Personnel**

President..... De E. Bradshaw  
 Personnel Director..... William Ruess  
 Station Manager..... John J. Gillin, Jr.  
 Program Manager & Chief  
 Announcer ..... Harry Burke  
 Promotion Manager..... Howard O. Peterson  
 Publicity Director..... Bill Wiseman

**• • • NEBRASKA—NEVADA—NEW HAMPSHIRE • • •**

Director of News & Special Events ..... Foster May  
 Chief Engineer..... Wm. J. Kotera

**Coverage**

Population—Primary ..... \*4,003,800  
 Radio Homes— " ..... 816,690

\* Based on mail return from counties in six states.

**Representative**

John Blair & Company

**K G K Y**

"THE VOICE OF AMERICA'S VALLEY OF THE NILE"

**SCOTTSBLUFF—EST. 1930**

FREQUENCY: 1500 Kc. POWER: 250 Watts.  
 OWNED BY: Hilliard Co., Inc. OPERATED BY: Hilliard Co., Inc. BUSINESS ADDRESS: 1517½

Broadway. PHONE: 856. STUDIO ADDRESS: 1517½ Broadway. TRANSMITTER LOCATION: South Broadway. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NBC Thesaurus.

**Personnel**

President and Station Manager... L. L. Hilliard  
 Vice-President-Commercial Manager..... R. M. Stewart  
 Publicity Director-Chief Announcer ..... Bill Walter  
 Chief Engineer..... Harlan Morrison

**Coverage**

	Daytime	Evening
Population—Primary .....	63,358	47,942
Radio Homes— " .....	12,208	10,087
Population—Secondary ..	109,867	51,490
Radio Homes— " .....	20,463	11,397

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

**NEVADA**

Population 101,000

Number of Families 30,000

Number of Radio Homes 28,500

Retail Sales \$48,325,200

Auto Registrations 38,800

**K O H**

"THE VOICE OF NEVADA"  
**RENO—EST. 1930**

NATIONAL BROADCASTING SYSTEM  
 CALIFORNIA RADIO SYSTEM

FREQUENCY: 630 Kc. POWER: 1000 Watts.  
 OWNED BY: The Bee, Inc. OPERATED BY: McClatchy Broadcasting Co. BUSINESS ADDRESS: 440 N. Virginia. PHONE: 5106-7. STUDIO ADDRESS: 440 N. Virginia. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to midnight; Sunday, 8:00 A.M.

to midnight. NEWSPAPER AFFILIATION: McClatchy Newspapers. NEWS SERVICES: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

**Personnel**

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

**Representative**

Paul H. Raymer Company

**NEW HAMPSHIRE**

Population 510,000

Number of Families 136,000

Number of Radio Homes 124,400

Retail Sales \$167,841,300

Auto Registrations 126,400

**W L N H**

"SERVING CENTRAL NEW HAMPSHIRE"  
**LACONIA—EST. 1922**

MUTUAL—COLONIAL AND YANKEE NETWORKS

FREQUENCY: 1310 Kc. POWER: 250 watts.  
 OWNED BY: Northern Broadcasting Co. OP-

ERATED BY: Northern Broadcasting Co. BUSINESS ADDRESS: Masonic Temple Bldg. PHONE: 501. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Sanbornton, N. H. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sunday, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Yankee Network News, United Press.

**NEW HAMPSHIRE**

**Personnel**

President.....Malcolm Jenney  
 General Manager.....Earle Clement  
 Chief Announcer.....Sherwin Greenlaw  
 Chief Engineer.....William MacDonald

**Coverage**

Population—Primary ..... 107,347  
 Radio Homes— " ..... 27,836

Source: Station survey.

**Representative**

Weed & Company

**W K N E**

"RADIO CAPITOL OF VERMONT & NEW HAMPSHIRE"

**KEENE—EST. 1927**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 1000 watts.

OWNED BY: Twin State Broadcasting Corp.

OPERATED BY: Same. BUSINESS ADDRESS:

Keene. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President.....Harry C. Wilder  
 Station and Commercial  
 Manager .....Herman Steinbruch

Program and Publicity Director... Nick Carter  
 Chief Engineer.....Willis F. Moore

**Coverage**

Population—Primary ..... 348,900  
 Radio Homes— " ..... 85,100  
 Population—Secondary ..... 265,000  
 Radio Homes— " ..... 65,600

Source: Field strength survey.

**Representative**

Paul H. Raymer Co.

**W F E A**

**MANCHESTER—EST. 1932**

NBC (OPTIONAL BLUE AND RED)—YANKEE AND COLONIAL NETWORK

FREQUENCY: 1340 Kc. POWER: 1000 watts.

d.; 500 watts, n. OWNED BY: N. H. Broadcasting Co. OPERATED BY: N. H. Broadcasting Co. BUSINESS ADDRESS: Carpenter Hotel. PHONE: 7970-7520. STUDIO ADDRESS: Carpenter Hotel. TRANSMITTER LOCATION: Merrimack. TIME ON THE AIR: (daily) 7:30 A.M. to Midnight; Sunday 8:00 A.M. to Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. C. P. MacGregor.

**Personnel**

President.....Mrs. Henry P. Rines  
 Manager.....C. G. H. Evans

**Coverage**

Population—Primary ..... 280,000  
 Radio Homes— " ..... 62,300  
 Population—Secondary ..... 198,700  
 Radio Homes— " ..... 42,000

Source: Mail response analysis.

**Representative**

Weed & Company

**W H E B**

**PORTSMOUTH—EST. 1932**

GRANITE STATE NETWORK

(WHEB—WFEA—WLNH—WNBX)

FREQUENCY: 740 Kc. POWER: 1000 Watts.

OWNED BY: Granite State Broadcasting Corp.

OPERATED BY: Same. BUSINESS ADDRESS:

39 Congress St. PHONE: 2670-1. TRANSMITTER LOCATION: Newington. TIME ON THE AIR: 7:00 A.M. to one hour after local sunset; Sunday, no commercial schedule. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Radio. C. P. MacGregor. MAINTAINS ARTISTS BUREAU.

**Personnel**

President .....H. J. Wilson  
 General Manager.....H. C. Wilson

**Coverage**

Population—Primary ..... 1,779,430  
 Radio Homes— " ..... 400,210  
 Population—Secondary ..... 671,140  
 Radio Homes— " ..... 125,280

Source: Station survey.

**THE BIG NEWS OF 1940**

*A New Station in the  
 Heart of New England*

**WKNE**

**KEENE**

*New Hampshire*

*New Transmitter—Increased  
 Coverage — An Ideal Test  
 Market for New England*

**COLUMBIA NETWORK**

PAUL H. RAYMER CO., Nat'l Representatives

(Formerly WNBX—located in  
 Springfield, Vermont)



# NEW JERSEY

Population 4,343,000

Number of Families 1,098,000

Number of Radio Homes 1,022,500

Retail Sales \$1,342,328,900

Auto Registrations 1,023,226

## W C A P

"THE VOICE OF CITY OF ASBURY PARK"  
**ASBURY PARK—EST. 1927**

FREQUENCY: 1280 Kc. POWER: 500 Watts.  
 OWNED BY: Radio Industries Broadcasting Co. OPERATED BY: Radio Industries Broadcasting Co. BUSINESS ADDRESS: 4 Convention Hall. PHONE: 1911-2955. STUDIO ADDRESS: 8, 10, 12 Convention Hall. TRANSMITTER LOCATION: Whitesville, N. J. TIME ON THE AIR: Shares time with WCAM and WTNJ. NEWS SERVICE: local news. MAINTAINS ARTISTS' BUREAU.

### Personnel

President.....George S. Ferguson  
 Station Manager.....V. N. Scholes  
 Commercial Manager.....D. Johanson  
 Technical Advisor.....Thomas F. Burley  
 Musical Director.....G. H. Scott  
 Chief Engineer.....Ernest G. Ruckle

### Coverage

	Daytime	Evening
Population—Primary	491,486	491,486
Radio Homes— " "	98,750	98,750
Population—Secondary	4,100,976	4,100,976
Radio Homes— " "	1,385,700	1,385,700

Source: Station survey.

## W B A B \*

**ATLANTIC CITY—EST. 1939**

FREQUENCY: 1200 Kc. POWER: 250 watts. d.; 100 watts, n. OWNED BY: Press Union Publishing Co. OPERATED BY: Press Union Publishing Co. BUSINESS ADDRESS: Atlantic City. STUDIO ADDRESS: Atlantic City. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License. NEWSPAPER AFFILIATION: Atlantic City Press, Atlantic City Union.

\*Station was licensed to operate under a construction permit and reported that construction had not begun on transmitter at time of going to press.

## W S N J

"SERVING SOUTH JERSEY AND DELAWARE FROM BRIDGETON"

**BRIDGETON—EST. 1937**

FREQUENCY: 1210 Kc. POWER: 250 watts.  
 OWNED BY: Eastern States Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Bridgeton. PHONE: Bridgeton 1600. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Langworth, C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

### Personnel

President-Manager.....Howard S. Frazier  
 Commercial Manager.....Jack Plumley  
 Publicity Director.....Paul Alger  
 Chief Engineer.....Russel Ely

### Coverage

	Daytime	Evening
Population—Primary	106,380	106,380
Radio Homes— " "	26,595	26,595
Population—Secondary	343,043	.....

Source: Field intensity measurements; Joint Committee.

### Representative

Cox & Tanz

## W C A M

**CAMDEN—EST. 1926**

FREQUENCY: 1280 Kc. POWER: 500 Watts.  
 OWNED BY: City of Camden. OPERATED BY: Same. BUSINESS ADDRESS: City Hall. PHONE: 9000-907-4523. STUDIO ADDRESS: City Hall. TRANSMITTER LOCATION: Civic Center. TIME ON THE AIR: 10:30 to 11:30 A.M., Mondays, Wednesdays and Fridays; 2:00 to 5:00 P.M., Mondays through Fridays; 8:00 P.M. to 12:00 Midnight, Mondays; 9:00 P.M. to 12:00 Midnight, Fridays; 10:15 A.M.

to 12:30 P.M. and 3:00 P.M. to 5:00 P.M.,  
Sundays. NEWS SERVICE: Transradio Press.  
TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Station Manager.....Frederick Caperoon  
Program Director and Chief  
Announcer .....Robert Horn  
Musical Director.....E. Nelson Layman  
Chief Engineer.....C. E. Onens

**Coverage**

Population—Primary ..... 2,696,919  
Radio Homes— " ..... 544,900  
Population—Secondary ..... 391,143  
Radio Homes— " ..... 82,400  
Source: Station survey.

**Representative**

Mack Radio Sales Co.

**W A A T**

JERSEY CITY—EST. 1926

FREQUENCY: 940 Kc. POWER: 500 Watts.  
OWNED BY: Bremer Broadcasting Corp. OP-  
ERATED BY: Bremer Broadcasting Corp. BUSI-  
NESS ADDRESS: 50 Journal Square. PHONE:  
Journal Square 0716-7-8 and Market 3-0383.  
NEW YORK OFFICE: RKO Bldg. PHONE:

**WHAT  
MAKES  
A STATION  
A GOOD STATION?**

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

*And Most Important of All*

*LOW* comparative cost (look at our rate  
card)

**WAAT**

JERSEY CITY

Rector 2-5878 and Circle 5-5780. STUDIO  
ADDRESS: 50 Journal Square. TRANSMIT-  
TER LOCATION: Labor Bank Bldg. TIME  
ON THE AIR: 6:00 A.M. to 6:00 P.M. (E.S.T.);  
6:00 A.M. to 7:00 P.M. (E.D.S.T.). NEWS  
SERVICE: United Press. TRANSCRIPTION  
SERVICE: NBC Thesaurus, Standard Radio.  
MAINTAINS ARTISTS' BUREAU.

**Personnel**

President and General  
Manager .....Paul H. LaStayo  
Program Director.....Gabrielle Haas  
Chief Announcer .....Maurice Hart  
Sales Manager.....A. B. Schillin  
Production Manager.....Louis Tappe  
Publicity Director.....Jay Stanle  
Musical Director .....Fabe Nicholson  
Chief Engineer.....Anthony Castellani

**Coverage**

Population—Primary ..... 12,000,000  
Radio Homes— " ..... 3,800,000  
Population—Secondary ..... 2,000,000  
Radio Homes— " ..... 587,000  
Source: Station survey.

**Representative**

Burn-Smith Co.

**W H O M**

"ON YOUR DIAL AT 1450"  
JERSEY CITY—EST. 1930

FREQUENCY: 1450 Kc. POWER: 250 watts.  
OWNED BY: N. J. Broadcasting Corp. OP-  
ERATED BY: N. J. Broadcasting Corp. BUSI-  
NESS ADDRESS: 29 W. 57th St., New York  
City. PHONE: Journal Square 2-9595, Plaza  
3-4204, New York. STUDIO ADDRESS: 2870  
Hudson Blvd., Jersey City, N. J.; 29 W. 57th  
St., New York City. TRANSMITTER LOCA-  
TION: Jersey City, N. J. TIME ON THE AIR:  
6:45 A.M. to 12:00 midnight. NEWS SERVICE:  
International News Service. TRANSCRIPTION  
SERVICE: Langworth. MAINTAINS ARTISTS'  
BUREAU.

**Personnel**

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

**Coverage**

	Daytime	Evening
Population—Primary	10,000,000	12,000,000
Radio Homes— " .....	3,700,000	6,000,000

Source: Station survey.  
(See Page 455)

# W H B I

**NEWARK—EST. 1922**

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

## Personnel

President-General Manager, James L. Shearer

# W O R

"ONE OF AMERICA'S GREAT STATIONS"  
**NEWARK—EST. 1922**

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 710 Kc. POWER: 50,000 Watts. OWNED BY: Bamberger Broadcasting Service. OPERATED BY: Same. BUSINESS ADDRESS: 131 Market St. PHONE: (Newark) Market 2-1212. (New York) PENNSYLVANIA 6-8383. STUDIO ADDRESS: 131 Market St., Newark and 1440 Broadway, N. Y. C. TRANSMITTER LOCATION: Carteret. TIME ON THE AIR: (daily) 6:16 A.M. to 2:00 A.M. (Sunday) 7:45 A.M. to 2:00 A.M. NEWS SERVICES: Transradio Press Service, General News Ticker (Sports). MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System; Complete facilities plus own recording equipment.

## Personnel

President.....Alfred J. McCosker  
Vice president and general manager.....Theodore C. Streibert  
Vice president in charge of sales.....Frank Braucher  
Vice-President in Charge of Program Operations...Julius F. Seebach, Jr.  
Director of public relations and special features.....G. W. Johnstone  
Chief Engineer.....J. R. Poppele  
Director WOR Artists Bureau...Nat Abramson  
Director of Sales Promotion....Joe Creamer  
Musical Director.....Alfred Wallenstein  
Sales Manager.....Eugene S. Thomas

## Coverage

Population—Guaranteed .....\*18,070,855  
Radio Homes— " ..... \*4,261,788

\* Includes both primary and secondary areas.

Source: U. S. Census.

## Representatives

Paul A. Belaire, Boston, Mass.  
Harold C. Higgins, Chicago, Ill.  
Edward S. Townsend, San Francisco

# W B R B

"HOME TOWN STATION"

**RED BANK—EST. 1935**

FREQUENCY: 1210 Kc. POWER: 100 watts.

OWNED BY: Monmouth Broadcasting Co. OPERATED BY: Monmouth Broadcasting Co. BUSINESS ADDRESS: 63 Broad St. PHONE: 980. STUDIO ADDRESS: 63 Broad St. TRANSMITTER LOCATION: 63 Broad St. TIME ON THE AIR: Divides time with WFAS and WGBB. NEWS SERVICE: Local and country news gathered.

## Personnel

President.....Thomas F. Burley, Jr.  
Station Manager.....Lillian Mayhew  
Commercial Manager.....V. N. Scholes  
Chief Engineer.....Robert Johnson

## Coverage

	Daytime	Evening
Population—Primary	359,417	359,417
Radio Homes— " "	89,300	89,300

Source: U. S. Department of Commerce.

# W T N J

**TRENTON—EST. 1923**

FREQUENCY: 1280 Kc. POWER: 500 Watts. OWNED BY: WOAX, Inc. OPERATED BY: WOAX, Inc. BUSINESS ADDRESS: 150 East State St. PHONE: Trenton 8149. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Lincoln Highway. TIME ON THE AIR: 7:00 A.M. to 10:30 A.M. and 5:00 P.M. to 8:00 P.M.; Saturday, 7:00 A.M. to 10:30 A.M. and 4:00 P.M. to 8:00 P.M.; Sunday, 5:00 P.M. to 8:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION: NAB Library, Associated, Langworth.

## Personnel

Vice-President-General Manager....F. J. Wolff

# W A W Z

**ZAREPHATH—EST. 1931**

FREQUENCY: 1350 Kc. POWER: 1000 Watts. OWNED BY: Pillar of Fire Church. OPERATED BY: Same. BUSINESS ADDRESS: Zarephath. PHONE: Bound Brook 223. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Alma White College. TIME ON THE AIR: 6:00 A.M. to 9:00 A.M. and 6:00 P.M. to 7:30 P.M., Monday, Wednesday, Thursday and Friday; 7:45 A.M. to 9:00 A.M. and 6:00 P.M. to 7:30 P.M., Tuesday and Saturday; 6:00 A.M. to 9:00 A.M., 11:00 A.M. to 12:30 P.M., 3:00 P.M. to 4:30 P.M. and 7:00 P.M. to 8:30 P.M., Sunday. TRANSCRIPTION SERVICE: Makes own transcriptions.

## Personnel

President .....Bishop Alma White  
Vice-President-Secretary-  
Co-Manager.....Arthur K. White  
Vice-President-Co-Manager....Ray B. White  
Musical Director.....Kenneth Randolph  
Chief Engineer.....N. L. Wilson

## Coverage

Population—Primary	92,200
Population—Secondary	504,484

Source: Field intensity measurements.

# NEW MEXICO

Population 422,000

Number of Families 102,000

Number of Radio Homes 62,300

Retail Sales \$97,626,100

Auto Registrations 118,327

## K G G M

"THE FRIENDLY VOICE OF  
NEW MEXICO"

**ALBUQUERQUE—EST. 1929**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 1000 Watts.

OWNED BY: New Mexico Broadcasting Co.  
OPERATED BY: Same. BUSINESS ADDRESS:  
Kimo Theater Bldg. PHONE: 929-930. STUDIO  
ADDRESS: Same. TRANSMITTER LOCATION:  
Albuquerque. TIME ON THE AIR: 6:45 A.M.  
to 11:00 P.M.; Sunday, 8:00 A.M. to 11:00 P.M.  
TRANSCRIPTION SERVICE: World Broadcast-  
ing System.

### Personnel

President ..... N. M. Switzer  
Vice-President ..... A. R. Hebenstreit  
General Manager ..... Mike Hollander  
Production Manager ..... Elmer Fondren  
Merchandising Manager ..... C. E. Redman  
Musical Director ..... Ken Gorsuch  
Chief Engineer ..... Leonard Dodds

### Coverage

Population—Primary .....	207,540
Radio Homes— " .....	29,920
Population—Secondary .....	381,328
Radio Homes— " .....	59,910

Source: Mail response analysis.

### Representative

Howard H. Wilson Co.

## K O B

"THE VOICE OF NEW MEXICO"

**ALBUQUERQUE—EST. 1920**

NBC (RED AND BLUE SUP.)

FREQUENCY: 1180 Kc. POWER: 10,000  
watts. OWNED BY: Albuquerque Broadcast-  
ing Co. OPERATED BY: Albuquerque Broad-  
casting Co. BUSINESS ADDRESS: 424 W.  
Gold Ave. PHONE: 1180. STUDIO ADDRESS:  
424 W. Gold Ave. TRANSMITTER LOCATION:  
Alameda. TIME ON THE AIR: 7:00 A.M. to  
11:00 P.M. NEWS SERVICE: Transradio Press.  
International News Service, United Press.  
TRANSCRIPTION SERVICE: NBC Thesaurus,  
MacGregor & Sollie.

### Personnel

President ..... T. M. Pepperday  
Manager ..... Frank Quinn  
Chief Engineer ..... Geo. S. Johnson

### Coverage

Population—Primary .....	191,261
Radio Homes— " .....	28,770
Population—Secondary .....	545,495
Radio Homes— " .....	88,670

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

### REPRESENTATIVE

The Katz Agency

## K L A H

"THE CAVERN CITY STATION"

**CARLSBAD—EST. 1936**

FREQUENCY: 1210 Kc. POWER: 250 watts.

OWNED BY: Jack Hawkins and Barney Hubbs.  
OPERATED BY: Jack Hawkins and Barney  
Hubbs. BUSINESS ADDRESS: Crawford Ho-  
tel. PHONE: 244 STUDIO ADDRESS: Craw-  
ford Hotel. TRANSMITTER LOCATION: Carls-  
bad. TIME ON THE AIR: 6:30 A.M. to 9:00  
P.M. NEWS SERVICE: Transradio Press.  
TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

Station Manager ..... Jack Hawkins  
Commercial Manager ..... Lucille Nelson  
Chief Announcer ..... Louis Pitchford  
Chief Engineer ..... Harry Boehnemann

## K I C A

"THE BROADCASTING SERVICE OF  
EASTERN NEW MEXICO AND  
WEST TEXAS"

**CLOVIS—EST. 1931**

FREQUENCY: 1370 Kc. POWER: 100 watts.

OWNED BY: Western Broadcasters, Inc. OP-  
ERATED BY: Western Broadcasters, Inc.  
BUSINESS ADDRESS: 412 Pile. PHONE: 3 & 4.  
STUDIO ADDRESS: 412 Pile. TRANSMITTER  
LOCATION: Hillcrest Park. TIME ON THE  
AIR: 6:00 A.M. to 9:00 P.M. NEWS SERVICE:  
Radio News Ass'n, NEA. TRANSCRIPTION  
SERVICE: World Broadcasting System, C. P.  
MacGregor.

### Personnel

President and Station  
Manager ..... Chas. C. Alsop  
Continuity Director ..... Lyman Brown  
Publicity Director ..... Doris Williams  
Program Director ..... Karl William Schroeder  
Musical Director ..... Mrs. J. E. Alsop  
Chief Announcer ..... Olin Johnson  
Chief Engineer ..... Paul Cochran

## K A W M

"IN THE LAND OF ENCHANTMENT"

**GALLUP—EST. 1937**

FREQUENCY: 1500 Kc. POWER: 250 watts,  
d.; 100 watts, n. OWNED BY: A. W. Mills.  
OPERATED BY: A. W. Mills. BUSINESS AD-

**NEW MEXICO — NEW YORK**

DRESS: 1100 E. Aztec. PHONE: 19. STUDIO ADDRESS: 1100 E. Aztec. TRANSMITTER LOCATION: 1100 E. Aztec. TIME ON THE AIR: 7:30 A.M. to 8:00 P.M.

**Personnel**

Station Manager ..... A. W. Mills  
Commercial Manager ..... Don Mills

**Representative**

Cox & Tanz

**K W E W**

"KWEW IN HOBBS, THE FRIENDLY GATE TO THE SUNSHINE STATE"

**HOBBS—EST. 1937**

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: W. E. Whitmore. OPERATED BY: W. E. Whitmore. BUSINESS ADDRESS: Hobbs. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor, Davis & Schwegler.

**Personnel**

General Manager ..... W. E. Whitmore  
Station Manager ..... Orland A. Foster

**K G F L**

"THE VOICE OF THE PECOS VALLEY"  
**ROSWELL—EST. 1927**

FREQUENCY: 1370 Kc. POWER: 100 Watts.

OWNED BY: KGFL, Inc. OPERATED BY: KGFL, Inc. BUSINESS ADDRESS: 502 W. 2nd St. PHONE: 288. STUDIO ADDRESS: 502 W. 2nd St. TRANSMITTER LOCATION: 511 W. 16th St. TIME ON THE AIR: 6:00 A.M. to 1:00 P.M. and 4:00 P.M. to 7:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: C. P. MacGregor, Standard Radio, Davis & Schwegler.

**Personnel**

Station Manager ..... W. E. Whitmore  
Commercial Manager ..... Charles Teas  
Production Manager ..... Ed Safford, Jr.  
Chief Engineer ..... James Simpson

**K V S F**

**SANTE FE—EST. 1935**

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: New Mexico Broadcasting Co. OPERATED BY: New Mexico Broadcasting Co. BUSINESS ADDRESS: 750 Cerrillos Road. PHONE: 1456. STUDIO ADDRESS: 759 Cerrillos Road. TRANSMITTER LOCATION: 759 Cerrillos Road. TIME ON THE AIR: 7:00 A.M. to 2:00 P.M. and 4:30 P.M. to 9:30 P.M.; Sunday, 10:00 A.M. to 3:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

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

**NEW YORK**

Population 12,959,000

Number of Families 3,372,000

Number of Radio Homes 3,132,300

Retail Sales \$5,224,678.800

Auto Registrations 2,642,994

**W A B Y**

**ALBANY—EST. 1934**

NBC (Blue)

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: Adirondack Broadcasting Co., Inc. OPERATED BY: Adirondack Broadcasting Co., Inc. BUSINESS ADDRESS: Radio Center. PHONE: 4-4194. STUDIO ADDRESS: Radio Center. TRANSMITTER LOCATION: Colonie, N. Y. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Knickerbocker News. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated.

**Personnel**

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

**Coverage**

Population—Primary .....	542,500
Radio Homes— " .....	136,300
Population—Secondary .....	112,400
Radio Homes— " .....	35,000

Source: Mail response analysis.

**Representative**

J. P. McKinney, Special Agent

# W O K O

ALBANY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: WOKO, Inc. OPERATED BY: WOKO, Inc. BUSINESS ADDRESS: Radio Center. PHONE: 4-4193. STUDIO ADDRESS: Radio Center. TRANSMITTER LOCATION: Central Ave. TIME ON THE AIR: 7:00 A.M. to 2:00 A.M. NEWSPAPER AFFILIATION: Knickerbocker News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated, Lang-Worth and NAB Library.

## Personnel

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

## Coverage

Population—Primary .....	621,000
Radio Homes— " .....	156,200
Population—Secondary .....	368,300
Radio Homes— " .....	93,200

Source: Mail response analysis.

## Representative

J. P. McKinney, Special Agent

# W M B O

"THE VOICE OF THE FINGER LAKES"  
 AUBURN—EST. 1926

NEW YORK BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: WMBO, Inc. OPERATED BY: WMBO, Inc. BUSINESS ADDRESS: 141 Genesee St. PHONE: 433 Studio—431 Transmitter. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: York and Division Sts. TIME ON THE AIR: 8:00 A.M. to 8:00 P.M. NEWSPAPER AFFILIATION: Auburn Citizen - Advertiser. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President.....William O. Dapping  
 Station Manager.....Frederick L. Keesee  
 Commercial Manager.....F. L. Keesee  
 Publicity Director.....Dorothy Bolin  
 Chief Engineer.....Herbert House

## Coverage

Population—Primary .....	677,848
Radio Homes— " .....	167,890

Source: Station survey.

# W N B F

"WHY NOT BINGHAMTON FIRST"  
 BINGHAMTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 Watts.

**WOKO**  
 DOMINATING THE PROSPERITY BELT  
 ALBANY, N.Y.  
 CHECK YOUR SURVEYS

John Blair & Co.  
 National Rep.

The  
 Albany  
 Combination

# THE RADIO CENTER

*Proved  
 Profit  
 Makers*

Harold E. Smith  
 General Manager

George P. Hollingbery Co.  
 National Rep.

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

OWNED BY: Howitt-Wood Radio Co. OPERATED BY: Cecil D. Mastin, Mgr. BUSINESS ADDRESS: Arlington Hotel. PHONE: Binghamton 2-3461. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Cleveland & Stokes. TIME ON THE AIR: (Daily) 7:00 A.M. to 1:00 A.M.; (Sunday) 9:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press.

**Personnel**

President ..... John C. Clark  
 General Manager ..... Cecil D. Mastin  
 Sales Manager ..... Harry Trenner  
 Advertising Manager ..... Virginia Howe  
 Service Director ..... Leonard Whitelaw  
 Chief Announcer ..... Durwood Finch  
 Musical Director ..... Elizabeth Lamb  
 Chief Engineer ..... Lester H. Gilbert

**Coverage**

	Daytime	Evening
Population—Primary .....	475,000	320,000
Radio Homes— " .....	119,000	78,000
Population—Secondary .....	428,000	581,000
Radio Homes— " .....	101,000	142,000

Source: Station survey.

**Representative**

John Blair & Company

**WARD**

"THE INDEPENDENT METROPOLITAN STATION"

**BROOKLYN—EST. 1926**

FREQUENCY: 1400 Kc. POWER: 500 Watts. OWNED BY: United States Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 427 Fulton St. PHONE: Triangle 5-3300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Greenpoint, Brooklyn. TIME ON THE AIR: Shares time (actual, 29½ hours). MAIN-TAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Davis & Schwegler.

**Personnel**

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

**Representative**

Crown Advertising Inc.

**WBBC**

"BROOKLYN'S OWN STATION"  
**BROOKLYN—EST. 1926**

FREQUENCY: 1400 Kc. POWER: 500 Watts. OWNED BY: Brooklyn Broadcasting Corp. OPERATED BY: Brooklyn Broadcasting Corp. BUSINESS ADDRESS: WBBC Bldg., 552-554 Atlantic Ave. PHONE: Triangle 5-6690. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Avenue X & East 70th. TIME ON THE AIR: Shares time with WARD, WLTH and WVFW.

**Personnel**

General Manager and Chief  
 Engineer ..... Peter Testan  
 Commercial Manager ..... Arnold J. Jaffe

**WBRR**

**BROOKLYN—EST. 1934**

FREQUENCY: 1300 Kc. POWER: 1000 Watts. OWNED BY: Peoples Pulpit Assn. OPERATED BY: Peoples Pulpit Assn. BUSINESS ADDRESS: 124 Columbia Heights. PHONE: MAIN 4-9735. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Staten Island. PHONE: HONEYWOOD 1379. TIME ON THE AIR: Shares time.

**Personnel**

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

**WCNW**

"THIS IS THE TRI-STATE BROADCASTING SYSTEM"

**BROOKLYN—EST. 1926**

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Arthur Faske. OPERATED BY: Same. BUSINESS ADDRESS: 846 Flatbush Ave. PHONE: INGERSOLL 2-1500. STUDIO ADDRESS: 846 Flatbush Ave. and 101 Park Ave., New York City. TRANSMITTER LOCATION: 180 Morgan Ave. TIME ON THE AIR: Shares day and evening with WWRL. TRANSCRIPTION SERVICE: Davis & Schwegler.

**Personnel**

Owner-Chief Engineer ..... Arthur Faske  
 General Manager ..... A. R. Steinberg  
 Commercial Manager ..... Ben Levin  
 Program Director ..... Roger Wayne  
 Publicity Director ..... Wellington Wright  
 Musical Director ..... Roger Wayne  
 Chief Operator ..... M. Goldberg

**Coverage**

	Daytime	Evening
Population—Primary .....	12,000,000	4,000,000
Radio Homes— " .....	3,000,000	2,000,000

**Representative**

William R. Stewart

**WVFW**

"VOICE OF THE VETERANS OF FOREIGN WARS"

**BROOKLYN—EST. 1926**

FREQUENCY: 1400 Kc. POWER: 500 watts. OWNED BY: Paramount Broadcasting Corp. OPERATED BY: Paramount Broadcasting Corp. BUSINESS ADDRESS: One Nevins St. PHONE: TRI 5-0313 TRI 5-2628. STUDIO ADDRESS: One Nevins St. TRANSMITTER LOCATION: Flatbush. TIME ON THE AIR: Shares time with WARD, WBBC and WLTH. TRANSCRIPTION SERVICE: Davis & Schwegler.

**Personnel**

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

**Coverage**

Station claims coverage of the Metropolitan Area.

**W B E N**

**BUFFALO—EST. 1930**

NATIONAL BROADCASTING CO. (RED)

FREQUENCY: 900 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: WBEN, Inc. OPERATED BY: WBEN, Inc. and The Buffalo Evening News. BUSINESS ADDRESS: Hotel Statler. PHONE: Cleveland 6400. STUDIO ADDRESS: Hotel Statler. TRANSMITTER LOCATION: Martinsville. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M.; Sunday, 9:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Buffalo Evening News. NEWS SERVICE: United Press (also services of affiliated newspaper). TRANSCRIPTION SERVICE: NBC Thesaurus, Davis & Schwegler, Langworth.

**Personnel**

President.....Edward H. Butler  
 Vice-President.....A. H. Kirchofer

Station Manager.....Edgar H. Twamley  
 Commercial Manager.....Clifford M. Taylor  
 Chief Announcer.....George Torge  
 Publicity Directors.....Joe Betzer,  
 Joe Haeffner  
 Musical Director.....Robert Armstrong  
 Chief Engineer.....Ralph J. Kingsley

**Coverage**

	Daytime	Evening
Population—Primary	1,890,780	1,043,630
Radio Homes—	451,640	243,600
Population—Secondary	909,430	1,032,340
Radio Homes—	219,480	251,370

Source: Statistical Department of National Broadcasting Co.

**Representative**

Edward Petry & Co., Inc.

**W B N Y**

**BUFFALO—EST. 1935**

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: Roy L. Albertson. OPERATED BY: Roy L. Albertson. BUSINESS ADDRESS: 485 Main St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 154 East Eagle St. TIME ON THE AIR: 7:00 A.M. to 8:30 A.M., 10:00 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, Standard Radio.

NBC RED NETWORK

WHEN YOU  
*tell*  
 THE WBEN  
 AUDIENCE, YOU  
*sell*  
 ALL BUFFALO  
 .  
 NEW YORK STATE'S  
 SECOND MARKET

NEWS COMES FIRST

at

**WBNY**

.

Buffalo's only independent station is noted for its quick, accurate coverage of all worldwide and local happenings of importance . . . full Transradio Press service provides many outstanding beats . . . all Western New York follows WBNY's newscasts.

.

**WBNY**

Owned and Operated by  
 ROY L. ALBERTSON

485 Main Street

Buffalo, N. Y.



**Personnel**

Owner and General Manager.....Roy L. Albertson  
 Program Director.....Robert A. Sherry  
 Chief Engineer.....Thomas L. Vines

**Coverage**

Population—Primary ..... 1,023,200  
 Radio Homes— " ..... 241,900  
 Source: Field intensity measurements.

**W E B R**

"BUFFALO'S FRIENDLY STATION"  
 BUFFALO—EST. 1924

NBC (Blue)

FREQUENCY: 1310 Kc. POWER: 250 Watts.  
 OWNED BY: WEBR, Inc. OPERATED BY:  
 Buffalo Evening News. BUSINESS ADDRESS:  
 Broadcasting House, 23 W. North St. PHONE:  
 Lincoln 7133. STUDIO ADDRESS: 23 W. North  
 St. TRANSMITTER LOCATION: Larkin Termi-  
 nal Bldg. TIME ON THE AIR: (daily) 7:00 A.M.  
 to 12:00 midnight; (Sunday) 8:30 A.M. to mid-  
 night. NEWSPAPER AFFILIATION: Buffalo  
 Evening News. NEWS SERVICE: United Press.  
 TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President.....Edward H. Butler  
 Vice-President.....A. H. Kirchofer  
 Station Director.....C. Robert Thompson  
 Sales Manager.....William Doerr, Jr.  
 Program Director.....Kay Burkhardt  
 Continuity Editor.....Roy Black, Jr.  
 Chief Announcer.....Peter Krug  
 Production Manager.....Albert Zink  
 Chief Engineer.....Ralph Kingsley

**Coverage**

	Daytime	Evening
Population—Primary	908,266	908,266
Radio Homes— "	213,600	213,600

Source: Field intensity measurements.

**Representative**

Weed & Co.

**W G R**

BUFFALO—EST. 1922

MUTUAL-COLUMBIA BROADCASTING  
 SYSTEM

FREQUENCY: 550 Kc. POWER: 5000 watts,  
 d.; 1000 watts, n. OWNED BY: Buffalo Broad-  
 casting Corp. OPERATED BY: Buffalo Broad-  
 casting Corp. BUSINESS ADDRESS: Rand  
 Bldg. PHONE: Washington 3100. STUDIO  
 ADDRESS: Rand Bldg. TRANSMITTER LO-  
 CATION: Tonawanda. TIME ON THE AIR: 7:00  
 A.M. to 1:00 A.M. NEWS SERVICE: United  
 Press. TRANSCRIPTION SERVICE: World  
 Broadcasting System, Inc., Associated Music.

**Personnel**

Executive Vice-President.....I. R. Lounsberry  
 Advertising Manager.....A. F. Busch  
 Program Director.....H. C. Rice  
 Sales Manager.....Lewis H. Avery

Publicity Director.....A. F. Busch  
 Chief Engineer.....Karl B. Hoffman

**Coverage**

Population—Primary ..... 1,282,000  
 Radio Homes— " ..... 303,100  
 Population—Secondary ..... 1,542,600  
 Radio Homes— " ..... 367,500  
 Source: Mail response analysis.

**Representative**

Free & Peters, Inc.

**W K B W**

BUFFALO—EST. 1925

MUTUAL-COLUMBIA BROADCASTING  
 SYSTEM

FREQUENCY: 1480 Kc. POWER: 5000 watts.  
 OWNED BY: Buffalo Broadcasting Corp. OP-  
 ERATED BY: Buffalo Broadcasting Corp. BUSI-  
 NESS ADDRESS: Rand Building. PHONE:  
 Washington 3100. STUDIO ADDRESS: Rand  
 Bldg. TRANSMITTER LOCATION: Tonawanda.  
 TIME ON THE AIR: 7:00 A.M. to 1:00 A.M.  
 NEWS SERVICES: United Press. TRANSCRIP-  
 TION SERVICE: World Broadcasting System,  
 Associated Music.

**Personnel**

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

**Coverage**

Population—Primary ..... 1,110,600  
 Radio Homes— " ..... 258,900  
 Source: Field intensity survey.

**Representative**

Free & Peters, Inc.

**W S V S**

"BUFFALO'S EDUCATIONAL STATION"  
 BUFFALO—EST. 1925

FREQUENCY: 1370 Kc. POWER: 50 Watts.  
 OWNED BY: Board of Education. OPERATED  
 BY: Seneca Vocational High School. BUSINESS  
 ADDRESS: 666 E. Delavan Ave. PHONE: Fil-  
 more 7190. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Same. TIME ON  
 THE AIR: 8:30 A.M. to 10:00 A.M. and 2:00  
 P.M. to 3:00 P.M.

**Personnel**

Principal.....Elmer S. Pierce  
 Station Manager.....Lowell C. Kitchin  
 Chief Engineer.....Walter Bieda

**W C A D**

"VOICE OF THE NORTH COUNTRY"  
 CANTON—EST. 1924

FREQUENCY: 1220 Kc. POWER: 500 watts.  
 OWNED BY: St. Lawrence University. OPER-  
 ATED BY: St. Lawrence University. BUSINESS  
 ADDRESS: Canton. PHONE: 276. STUDIO

ADDRESS: Canton. TRANSMITTER LOCATION: Campus. TIME ON THE AIR: 12:30 to 1:30—3:00 to 4:00 (daily except Sunday). NEWS SERVICE: Christian Science Monitor.

**Personnel**

President.....Dr. Laurens H. Seelye  
Chairman of Committee on  
Radio.....R. C. Ellsworth  
Station Manager.....H. K. Bergman  
Chief Announcer.....Jack Emmanuel  
Musical Director.....H. Wellington Stewart  
Chief Engineer.....Dr. Ward C. Priest  
Radio Workshop Director.....Ruth Willard

**W E N Y**

ELMIRA—EST. 1939

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 watts.  
OWNED BY: Elmira Star-Gazette Inc. OPERATED BY: Same. BUSINESS ADDRESS: Mark Twain Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Elmira. TIME ON THE AIR: 7:30 A.M. to 1:00 A.M., daily; 9:00 A.M. to 12:00 Midnight, Sundays. NEWS-PAPER AFFILIATION: Elmira Star-Gazette, Sunday Telegraph, Elmira Advertiser. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Director.....Dale L. Taylor  
Commercial Manager.....Joseph M. Cleary  
Program Director.....George R. Clapp  
Chief Engineer.....Perry Esten

**Coverage**

Population—Primary ..... 150,000  
Radio Homes— " ..... 40,595

Source: Station survey.

**Representative**

J. P. McKinney, Special Agent

**W E S G**

ELMIRA—EST. (1921 as WEAI) 1932

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 850 Kc. POWER: 1000 Watts.  
OWNED BY: Cornell University. OPERATED BY: Elmira Star Gazette, Inc. (Commercially). BUSINESS ADDRESS: Mark Twain Hotel. PHONE: 5181. STUDIO ADDRESS: Mark Twain Hotel. TRANSMITTER LOCATION: Forest Home, N. Y. TIME ON THE AIR: 7:30 A.M. to sundown (New Orleans). NEWS-PAPER AFFILIATIONS: Elmira Star Gazette, Inc., Elmira Sunday Telegram, Elmira Advertiser (all Gannett). United Press and Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

Station Manager.....Dale L. Taylor  
Commercial Manager.....Ernest Oliver  
Program Director.....Hal Wagner  
Publicity Director.....Glenn Williams  
Musical Director.....Harry Springer

**Coverage**

Population—Primary ..... 472,100  
Radio Homes— " ..... 110,000  
Population—Secondary ..... 2,714,200  
Radio Homes— " ..... 651,280

Source: CBS Listener and Dealer Survey.

**Representative**

J. P. McKinney, Special Agent

**W G B B**

"LONG ISLAND'S BROADCAST STATION"  
FREEPORT—EST. 1924

FREQUENCY: 1210 Kc. POWER: 100 watts.  
OWNED BY: H. H. Carman. OPERATED BY: Same. BUSINESS ADDRESS: 44 S. Grove St. PHONE: Freeport 2418. STUDIO ADDRESS: 44 S. Grove St. TRANSMITTER LOCATION: 215 Toddell St. TIME ON THE AIR: Shares time with WBRB, WFAS. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Owner and General Manager...H. H. Carman  
Chief Announcer .....J. Dudley  
Publicity Director .....A. Chesman  
Chief Engineer.....George Graham

**Coverage**

	Daytime	Evening
Population—Primary ....	400,000	200,000
Population—Secondary ..	200,000	100,000

Source: County Census.

**W J T N**

"YOUR FRIEND AND NEIGHBOR"  
JAMESTOWN—EST. 1936

NATIONAL BROADCASTING CO. (BLUE)  
NEW YORK BROADCASTING SYSTEM, INC.

FREQUENCY: 1210 Kc. POWER: 250 watts.  
OWNED BY: James Broadcasting Co., Inc. OPERATED BY: James Broadcasting Co., Inc. BUSINESS ADDRESS: 208 Hotel Jamestown. PHONE: 5-151-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Jones and Gifford Ave. TIME ON THE AIR: (daily) 7:30 A.M. to 12:00 midnight; (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated.

**Personnel**

President.....Col. H. C. Wilder  
Vice-President.....Fred R. Ripley  
Treasurer.....N. L. Kidd  
Secretary-Manager.....Charles Denny  
Station Manager.....Bosil F. Blizzard  
Sales Manager.....Simon Goldman  
Program Director.....G. T. Callison  
Chief Engineer.....Harold J. Kratzert

**Coverage**

Population—Primary ..... 250,000  
Radio Homes— " ..... 62,000  
Population—Secondary ..... 380,000  
Radio Homes— " ..... 84,500

Source: Field intensity measurements.

**Representative**

Paul H. Raymer Company

**W K N Y**

**KINGSTON—EST. 1939**

FREQUENCY: 1500 Kc. POWER: 100 Watts.  
 OWNED BY: Kingston Broadcasting Corp. OP-  
 ERATED BY: Kingston Broadcasting Corp.  
 BUSINESS ADDRESS: Governor Clinton Hotel.  
 STUDIO ADDRESS: Governor Clinton Hotel.  
 TRANSMITTER LOCATION: Yarmouth St.  
 TIME ON THE AIR: 7:00 A.M. to local sunset.  
 NEWS SERVICE: International News Service.  
 TRANSCRIPTION SERVICE: World Broadcast-  
 ing System.

**Personnel**

President.....John R. McKenna  
 General Manager.....Leon Bernard  
 Program Director.....Ezra McIntosh

**W G N Y**

"MID-HUDSON VALLEY'S OWN HOME STATION"

**NEWBURGH—EST. 1933**

FREQUENCY: 1220 Kc. POWER: 250 Watts.  
 OWNED BY: WGNY Broadcasting Co. OP-  
 ERATED BY: WGNY Broadcasting Co. BUSI-  
 NESS ADDRESS: 161 Broadway. STUDIO AD-  
 DRESS: Same. TRANSMITTER LOCATION:  
 Cochection Turnpike. TIME ON THE AIR: Day-  
 time Schedule. NEWSPAPER AFFILIATION:  
 Newburgh Courier. NEWS SERVICE: Trans-

*"The Home Station of  
 the Mid-Hudson Valley"*

The Only 250 Watt Station  
 Between New York and Albany

**W G N Y**

1220 on the Dial

The Oldest and Only Local Station  
 in the Mid-Hudson Valley on a  
 Clear Regional Channel

*Complete and Modern Studios  
 Located in Newburgh and  
 Poughkeepsie.*

*Newspaper Affiliation*

radio Press. TRANSCRIPTION SERVICE: Asso-  
 ciated Music Publishers.

**Personnel**

President.....Merritt C. Speidel  
 Secretary.....Harry S. Bunker  
 Treasurer & Director.....Edward A. Chappell  
 Business Manager.....Dale Loughlin  
 Station & Commercial  
 Manager.....W. E. Dunkelbarger  
 Program Director.....Janet Lumb  
 Chief Engineer.....Patrick Simpson

**Coverage\***

Population—Primary ..... 563,335  
 Radio Homes— " ..... 84,100

\* Information based on 100 watts power;  
 station now operates on 250 watts on 1220  
 kilocycles.

**W A B C**

"THE KEY STATION OF THE COLUMBIA  
 BROADCASTING SYSTEM"

**NEW YORK CITY—EST. 1928**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 860 Kc. POWER: 50,000  
 Watts. OWNED BY: Columbia Broadcasting  
 System. OPERATED BY: Same. BUSINESS  
 ADDRESS: 485 Madison Ave. STUDIO AD-  
 DRESS: 485 Madison Ave. and 799 Seventh  
 Ave. TRANSMITTER LOCATION: Wayne  
 Township, N. J. TIME ON THE AIR: 6:30 A.M.  
 to 1:00 A.M.; Saturday, 6:30 to 2:00 A.M.;  
 Sunday, 8:00 A.M. to 1:00 A.M. NEWS SER-  
 VICE: United Press, International News Service.  
 TRANSCRIPTION SERVICE: Associated (Trans-  
 criptions to 9:00 A.M. only).

**Personnel**

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

**Coverage**

	Daytime	Evening
Population—Primary	14,501,900	13,228,400
Radio Homes— " "	3,415,530	3,161,480
Population—Secondary	18,531,600	24,568,100
Radio Homes— " "	4,111,120	5,286,460

Source: Market Research Division of the  
 Columbia Broadcasting System.

**Representative**

Radio Sales

**W B I L \***

**NEW YORK—EST. 1937**

\* Call letters eliminated early in 1940 and  
 time taken over by WOV.

*back in 1939*

**FIRST...**

*in national spot advertising among all independent stations in America's greatest market!*

**...WHY?**

CALL BRY. 9-7800 FOR THE ANSWER

**W H N**

**N E W Y O R K**

AFFILIATED WITH LOEW'S THEATRES & M-G-M



CHICAGO OFFICE  
360 N. MICHIGAN AVE.  
TEL. RANDOLPH 5254

**W B N X**

"THE STATION THAT SPEAKS YOUR LANGUAGE"

NEW YORK—EST. 1927

FREQUENCY: 1350 Kc. POWER: 5000 Watts. d.; 1000 Watts. n. OWNED BY: WBNX Broadcasting Co., Inc. OPERATED BY: WBNX Broadcasting Co., Inc. BUSINESS ADDRESS: 260 E. 161st St. PHONE: MELrose 5-0333-4-5-6-7. STUDIO ADDRESS: 260 E. 161st St. TRANSMITTER LOCATION: Carlstadt, N. J. TIME ON THE AIR: 9:00 A.M. to 6:00 P.M. and 7:30 P.M. to 12:00 midnight; Sunday, 9:00 A.M. to 11:00 A.M., 12:30 P.M. to 3:00 P.M., 4:30 P.M. to 7:00 P.M. and 8:30 P.M. to 12:00 Midnight. NEWS SERVICE: International News Service.

**Personnel**

President.....A. L. Haskell  
 Vice-President-General Manager.W. C. Alcorn  
 Secretary & Commercial Manager.W. I. Moore  
 Production Manager.....Edw. Ervin  
 Program Director.....Frank Johnson  
 Musical Director.....Fred Mendelsohn  
 Consult. Engineer.....H. L. Wilson

**Coverage**

Population—Primary ..... 9,583,087  
 Source: Field intensity measurements.

**W E A F**

NEW YORK—EST. 1922

KEY STATION NBC (RED)

FREQUENCY: 660 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 30 Rockefeller Plaza. PHONE: Circle 7-8300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Bellmore, Long Island. TIME ON THE AIR: (daily) 6:30 A.M. NEWS SERVICE: Associated Press, United Press, International News Service.

**Personnel**

Will Be Found Under NETWORKS

**Coverage**

	Daytime	Evening
Population—Primary	14,886,600	13,939,100
Radio Homes— "	3,532,600	3,321,800
Population—Secondary	12,595,600	17,649,200
Radio Homes— "	796,100	1,117,100

Source: NBC Circulation Studies; Joint Committee.

**W E V D**

NEW YORK—EST. 1927

FREQUENCY: 1300 Kc. POWER: 1000 Watts. OWNED BY: Debs Memorial Radio Fund.

OPERATED BY: Same. BUSINESS ADDRESS: 117 W. 46th St. PHONE: Bryant 9-2360. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1335 Grand St., Bklyn. TIME ON THE AIR: 7:00 A.M. to 10:00 A.M., 12:00 noon to 6:00 P.M. and 8:00 P.M. to 4:00 A.M.; No schedule Monday night.

**Personnel**

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

**Coverage**

Population—Primary ..... 11,738,710  
 Radio Homes— " ..... 2,754,834  
 Population—Secondary ..... 4,815,860  
 Radio Homes— " ..... 1,067,780  
 Source: Station survey.

**W H N**

"DIAL 1010"

NEW YORK—EST. 1922

FREQUENCY: 1010 Kc. POWER: 5000 watts. d.; 1000 watts. n. OWNED BY: Marcus Loew Booking Agency; OPERATED BY: Marcus Loew Booking Agency. BUSINESS ADDRESS: 1540 Broadway. PHONE: BRYant 9-7800. STUDIO ADDRESS: 1540 Broadway. TRANSMITTER LOCATION: 20th Ave. & 31st St., Astoria, L. I. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers. MAINTAINS ARTISTS BUREAU.

**Personnel**

President.....Nicholas Schenck  
 Director.....Herbert L. Pettey  
 Sales Director.....Bert Leihar, Jr.  
 Station Manager.....Frank Roehrenbeck  
 Artists Bureau.....Leo Cohen  
 Program Manager.....Fred Raphael  
 Production Department.....Maurice Barrett  
 Comptroller.....Jacques Van Straten  
 Chief Announcer.....Russell Clancy  
 Publicity Department.....Al Simon  
 Musical Director.....Don Albert  
 Chief Engineer.....Paul Fuelling

**Coverage**

Population—Primary ..... 11,500,000  
 Radio Homes— " ..... 2,917,512  
 Population—Secondary ..... 2,250,000  
 Radio Homes— " ..... 909,988  
 Source: Department of Commerce.

**Representative**

Chicago Office: 360 N. Michigan Ave.

*Now the fact is* **PROVED**

**WNEW**

*is* **1st**

**AMONG NEW YORK  
NON-NETWORK STATIONS**

*Put it* **1st** *on your  
New York schedule for  
banner sales in 1940*

**WNEW**

**FIRST in audience listening**

(Hooper-Holmes Survey of New York listening)  
WNEW has twice the listening audience of its nearest competitor. WNEW captures as much as 33.4% of the audience against 18.8% by any other local station.

**FIRST in station publicity**

No other New York station of any size has had as many spreads in national magazines in 1939: 3 page spread in LIFE, 2 page spread in PIC, 2 page article in COLLIER's, 2 articles in TIME. All praise WNEW.

**FIRST in classified billings**

Based on the survey of NATIONAL RADIO RECORDS—the only complete study of billings among New York Stations—WNEW took first place in billings by sponsor classification... a testimonial to WNEW's ability to move products *fast*.

**FIRST in program ideas**

(Serving New York and New Jersey 24 hours a day) Milkman's Matinee is the only successful all-night program in the Eastern U. S. "Make Believe Ballroom" is the *best known* and *most salesworthy* dance recording show in the United States.

**NEW YORK 1250 on the dial**

**SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY  
5000 WATTS BY DAY ★ 1250 KILOCYCLES ★ 1000 WATTS BY NIGHT  
New York Office: 501 MADISON AVENUE**

# WINS

"W-I-N-S, WINS, NEW YORK"  
**NEW YORK—EST. 1924**  
 COLONIAL—YANKEE

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

### Personnel

Station Manager..... Carl Calman  
 Program Director..... Hazel Bower  
 Publicity Director..... B. S. Bercovici  
 Musical Director..... Louis Katzman  
 Production Manager..... Robert Cotton  
 Chief Engineer..... Paul Von Kunits

### Coverage

Population—Primary ..... 9,166,520  
 Radio Homes— " ..... 2,857,000  
 Source: Station Survey.

### Representatives

International Radio Sales

# WJZ

**NEW YORK—EST. 1921**  
 KEY STATION NBC (BLUE)

FREQUENCY: 760 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 30 Rockefeller Plaza, N. Y. PHONE: Circle 7-8300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Bound Brook, N. J. TIME ON THE AIR: (daily) 6:30 A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press, Associated Press, International News Service.

### Personnel

Will Be Found Under NETWORKS

### Coverage

	Daytime	Evening
Population—Primary	18,229,300	16,941,800
Radio Homes— " "	4,260,400	3,967,600
Population—Secondary	8,857,600	15,908,400
Radio Homes— " "	854,800	1,173,000

Source: NBC Circulation Studies; Joint Committee.

# WLTH

"THE RADIO THEATRE OF THE AIR"  
**NEW YORK—EST. 1926**

FREQUENCY: 1400 Kc. POWER: 500 watts. OWNED BY: The Voice of Brooklyn, Inc. OPERATED BY: The Voice of Brooklyn, Inc. BUSINESS ADDRESS: 105 Second Ave., N. Y.

C. PHONE: ORchard 4-1203-4-5. STUDIO ADDRESS: 105 Second Ave., N. Y. C. TRANSMITTER LOCATION: 302 Green St., Greenpoint, N. Y. TIME ON THE AIR: Quarter Schedule. (Shares time with WARD, WBBC, WVFW). TRANSCRIPTION SERVICE: Lang-Worth.

### Personnel

President and General  
 Manager..... Samuel J. Gellard  
 Chief Announcer..... Norman H. Warembud  
 Chief Engineer..... John Temple

### Coverage\*

Population—Primary ..... 6,930,446  
 Radio Homes— " ..... 1,663,000  
 \*Station claims complete coverage of Jewish population.  
 Source: U. S. Census; Brooklyn Edison Market Survey; Joint Committee.

# WMCA

"FIRST ON YOUR DIAL, NEW YORK"  
**NEW YORK—EST. 1925**

INTER-CITY BROADCASTING SYSTEM  
 FREQUENCY: 570 Kc. POWER: 1000 Watts. OWNED BY: Knickerbocker Broadcasting Co. OPERATED BY: Knickerbocker Broadcasting Co. BUSINESS ADDRESS: 1657 Broadway. PHONE: Circle 6-2200. STUDIO ADDRESS: 1657 Broadway. TRANSMITTER LOCATION: College Point, L. I. TIME ON THE AIR: 7:00 A.M. to 1:15 A.M. NEWS SERVICES: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

President..... Donald Flamm  
 Executive Vice-President-General Manager,  
 Don S. Shaw  
 Vice President-Counsel.... William Weisman  
 Secretary-Assistant to President, Sidney Flamm  
 Director of National Sales..... Charles Stark  
 Artists' Bureau and Program Manager,  
 Ed Scheuing  
 Publicity Director..... Leon Goldstein  
 Musical Director..... Lee Grant  
 Chief Engineer..... Frank Marx

### Coverage

	Daytime	Evening
Population—Primary	11,500,000	11,500,000
Radio Homes— " "	3,000,000	3,000,000

Source: Field intensity measurements.

### Representative

Chicago Branch Office  
 J. M. Ward

# WNEW

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

**NEW YORK—EST. 1934**  
 FREQUENCY: 1250 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: Wodaam Corp. OPERATED BY: Wodaam Corp. BUSI-



*Tested Shows*

60 Min. (Daily Partic.)	.....	Italo-American Revue
30 Min. (Daily Partic.)	.....	La Famiglia Italiana
6—15 Min. Weekly	.....	Album of Love
5—15 Min. Weekly	.....	The Veiled Lady
3—15 Min. Weekly	.....	Sports by Spadaro
2—15 Min. Weekly	.....	Here's Your Answer
1—60 Min. Weekly	.....	Untold Glories of Italy

**S**TATISTICS show that the Italo-American Market in the New York-Metropolitan District has a greater Population, more Radio Homes and bigger Retail Sales than many KEY cities in the different sections of the country.

That is why such progressive Advertisers as Oxydol, Old Gold, Pillsbury Flour, Ivory Soap, Family Finance, Camay, etc., etc., are using WOV, in addition to their English programs in New York. The low cost per sale results they enjoy convinces them of the need for such specialized advertising.

With any of the tested shows listed above, you, too, can capitalize on our definite buying influence with 1,500,000 Italo-Americans who spend over a Billion Dollars annually!

**WOL**  
**WOV**

GREATER NEW YORK BROADCASTING CORPORATION • NEW YORK CITY



NESS ADDRESS: 501 Madison Ave. PHONE: Plaza 3-3300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION 277½ Paterson Plank Rd., Carlstadt, N. J. TIME ON THE AIR: 24 hours a day, except Sunday and Monday. (Sunday) 12:00 Midnight to 7:00 A.M.; 10:00 A.M. to 12:30 P.M.; and 6:30 P.M. to 9:00 P.M. (Monday) 7:00 A.M. to 2:00 P.M. and 5:00 P.M. to 8:00 P.M. and 10:00 P.M. to Sunday morning at 7:00 A.M. NEWS SERVICE: Associated Press, International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated.

**Personnel**

Station Manager ..... Bernice Judis  
 Sales Manager ..... Herman Bess  
 National Sales Manager..... Walter Duncan  
 Artist Bureau Head ..... Bernice Judis  
 Sales Promotion Manager... Halsey V. Barrett  
 Special Events and Publicity Director,  
 Richard K. Bard  
 Continuity Editor..... Doris Smith  
 Production Head..... William McGrath  
 Chief Announcer ..... John Jaeger  
 Chief Engineer ..... M. J. Weiner  
 Musical Director..... Merle Pitt

**Coverage**

Population—Primary ..... 9,004,800  
 Radio Homes— " ..... 2,814,000  
 Population—Secondary ..... 947,200  
 Radio Homes— " ..... 296,000

**Representative**

John Blair & Co.

**W N Y C**

"NEW YORK CITY'S OWN STATION"  
 NEW YORK—EST. 1924

FREQUENCY: 810 Kc. POWER: 1000 watts. OWNED BY: City of New York. OPERATED BY: Municipal Broadcasting System. BUSINESS ADDRESS: Municipal Bldg. PHONE: WOrth 2-5600. STUDIO ADDRESS: Municipal Bldg. TRANSMITTER LOCATION: Greenpoint, Bklyn. TIME ON THE AIR: 7:00 A.M. to sunset (Minn., Minn.). NEWS SERVICE: International News Service, Associated Press.

**Personnel**

Director..... M. S. Novik  
 Chief Announcer..... T. H. Cowan  
 Program Director..... Seymour N. Siegel  
 Publicity Director..... Richard Pack  
 Musical Director..... Herman Neuman  
 Chief Engineer..... Isaac Brimberg

**W O R**

(See Newark, N. J.)

**W H O M**

(See Jersey City, N. J.)

**W O V**

"1100, THE SPOT FOR SALES"

NEW YORK—EST. 1928

FREQUENCY: 1100 Kc. POWER: 5000 watts. OWNED BY: Greater New York Broadcasting Corp. OPERATED BY: Greater New York Broadcasting Corp. BUSINESS ADDRESS: 132 W. 43rd St. PHONE: BRyant 9-6080. STUDIO ADDRESS: 132 W. 43rd St. TRANSMITTER LOCATION: Kearney, N. J. TIME ON THE AIR: Full time license. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth. MAINTAINS ARTISTS' BUREAU.

**Personnel**

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

**Coverage**

Population—Primary ..... 1,557,725\*  
 Radio Homes— " ..... 300,000

\*Station is exclusively an Italian-language outlet and figures include only foreign-language statistics.

THE  
 LITTLE STATION  
 with the  
 BIG AUDIENCES!

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

ALL WANTING TO  
 Listen to Their  
 Mother-Tongue  
 Programs on

**WHOM**

COVERS THE NEW YORK  
 METROPOLITAN AREA

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

★      ★      ★

IN  
LITTLE OLD  
NEW YORK  
RADIO  
EXECUTIVES  
READ  
RADIO  
DAILY  
FIRST  
THING  
EVERY  
MORNING

★      ★      ★

## W Q X R

"NEW YORK'S HIGH-FIDELITY  
STATION"

**NEW YORK—EST. 1934**

FREQUENCY: 1550 Kc. POWER: 1000 watts.  
(C.P. for 5000 watts). OWNED BY: Interstate  
Broadcasting Co., Inc. OPERATED BY: Inter-  
state Broadcasting Co., Inc. BUSINESS AD-  
DRESS: 730 5th Ave. PHONE: COLUMBUS  
5-6366. STUDIO ADDRESS: 730 Fifth Ave.  
TRANSMITTER LOCATION: 3104 Northern  
Blvd., Long Island City. TIME ON THE AIR:  
Full Time License (81 hours weekly). NEWS  
SERVICE: Associated Press. TRANSCRIPTION  
SERVICE: World Broadcasting System.

### **Personnel**

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

### **Coverage**

Population—Primary .....10,000,000  
Radio Homes— " .....2,693,460  
Source: Station survey.

### **Representative**

International Radio Sales

## W H L D \*

**NIAGARA FALLS—EST. 1939**

FREQUENCY: 1260 Kc. POWER: 1000 watts.  
OWNED BY: Niagara Falls Gazette Publishing  
Co. OPERATED BY: Niagara Falls Gazette  
Publishing Co. BUSINESS ADDRESS: Niagara  
Hotel. STUDIO ADDRESS: Same. TRANSMIT-  
TER LOCATION: Northeast of Niagara Falls,  
N. Y. TIME ON THE AIR: 7:00 A.M. to local  
sunset. NEWSPAPER AFFILIATION: Niagara  
Falls Gazette.

### **Personnel**

General Manager.....Earl C. Hull

### **Representative**

Headley-Reed Co.

\* WHLD is licensed to operate under a con-  
struction permit and at time of going to press  
was under construction with probable com-  
pletion date set for April 1, 1940.

## W S L B \*

**OGDENSBURG—EST. 1939**

FREQUENCY: 1370 Kc. POWER: 250 watts.  
OWNED BY: St. Lawrence Broadcasting Corp.  
OPERATED BY: St. Lawrence Broadcasting  
Co. BUSINESS ADDRESS: Ogdensburg. STU-  
DIO ADDRESS: Same. TRANSMITTER LOCA-  
TION: Same. TIME ON THE AIR: Unlimited  
License. NEWS SERVICE: United Press.

**Personnel**

President..... Joseph R. Brandy  
 Vice-President..... John D. VanKennen  
 Secretary-Treasurer..... Harold J. Frank

**Representative**

Connaughton & Byrne  
 250 Park Ave., New York, N. Y.

\*Station was licensed to operate under a construction permit at time of going to press.

**W H D L**

"SERVING THE HIGH GRADE OIL METROPOLIS OF THE WORLD"

**OLEAN—EST. Tupper Lake, 1928;  
 Olean, 1934**

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: WHDL, Inc. OPERATED BY: WHDL, Inc. BUSINESS ADDRESS: Main Office—601-619 Exchange National Bank Bldg. Branch office—Citizens Nat'l Bank Bldg., Bradford, Pa. PHONE: Bradford 6000; Olean 3300, and 7597. STUDIO ADDRESS: Exchange National Bank Bldg.; Citizens Nat'l Bank Bldg. Bradford; St. Bonaventure College, Allegany, N. Y.; Alfred University, Alfred. TRANSMITTER LOCATION: Allegany. TIME ON THE AIR: Full daytime (EST). NEWSPAPER AFFILIATION: Olean Times-Herald. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Associated, NBC Thesaurus.

**Personnel**

President..... E. B. Fitzpatrick  
 Station Manager..... Thomas L. Brown  
 Sales Manager..... Everett Thompson  
 Program Director..... Charles Sebastian  
 Artists Bureau Head..... Albert De Luca  
 Musical Director..... J. Walter Connell  
 Chief Engineer..... Warren E. McDowell

**Coverage**

Population—Primary ..... 69,398  
 Radio Homes— " ..... 16,900  
 Population—Secondary ..... 105,671  
 Radio Homes— " ..... 26,200

Source: Field signal measurements; Joint Committee.

**Representative**

J. P. McKinney, Special Agent

**W M F F**

"THE NORTH COUNTRY'S OWN STATION"

**PLATTSBURG—EST. 1935**

NBC—BLUE

FREQUENCY: 1310 Kc. POWER: 250 watts.  
 OWNED BY: Plattsburg Broadcasting Corp.

OPERATED BY: Plattsburg Broadcasting Corp.  
 BUSINESS ADDRESS: Hotel Cumberland.  
 PHONE: 1600. STUDIO ADDRESS: Hotel Cumberland. TRANSMITTER LOCATION: Boynton Ave. TIME ON THE AIR: 7:30 A.M. to 12:00 Midnight; Sunday, 9:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President..... E. H. Bragg  
 Vice-President..... L. E. Bragg  
 Secretary-Treasurer..... George F. Bissell  
 Assistant Secretary..... B. W. Bissell  
 Station and Commercial Manager,

George F. Bissell

Publicity Director-Artists' Bureau Head,

Dale Jackson

Musical Director-Chief Announcer... Don Hart

Chief Engineer..... Jack Nazak

**Coverage**

Population—Primary ..... 147,000  
 Radio Homes— " ..... 31,800  
 Population—Secondary ..... 194,500  
 Radio Homes— " ..... 44,700

Source: Mail response analysis.

**Representative**

George P. Hollingbery Co.

**W K I P \***

**POUGHKEEPSIE—EST. 1939**

FREQUENCY: 1420 Kc. POWER: 250 watts.  
 OWNED BY: Poughkeepsie Broadcasting Corp.  
 OPERATED BY: Poughkeepsie Broadcasting Corp. BUSINESS ADDRESS: Poughkeepsie. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License. NEWSPAPER AFFILIATION: Through stock ownership.

**Personnel**

President-Treasurer..... Richard E. Coon  
 Vice-President ..... James Townsend  
 Secretary ..... John B. Grubb

\*Station was licensed to operate under a construction permit and at time of going to press construction plans were being made.

# WHAM LEADS

## WHERE LEADERSHIP MEANS SALES

Western New York is a rich area. Its rolling farm lands produce profitable crops for better than average farm families. Smoke pours from the stacks of its industries the year 'round, creating bulging payrolls for its workers. Well housed, well fed, driving good cars, with ample to spend on luxuries, Western New Yorkers are happy folks—always in a buying frame of mind as they sit down before their radios.

## HERE WHAM IS 1st IN COVERAGE

50,000 watts—clear channel—full time—means dial domination in all of WHAM's primary area 896,010 radio homes.

## 1st IN VALUE

WHAM gives complete one station coverage at approximately one third the cost of the 6 or 8 stations necessary for localized coverage of the same area.

## 1st IN LISTENERSHIP

NBC Blue and Red Networks' outstanding features—seven of Radio Daily's top ten (the eight coming April 3rd)—plus programs high in local interest—all add up to program leadership that creates listener loyalty.

# WHAM

ROCHESTER N.Y.

National Representatives:  
George P. Hollingbery Co.

50,000 Watts . . .  
Clear Channel . . .  
Full Time . . . NBC  
Blue and Red Networks



*"The Stromberg-Carlson Station"*

# W H A M

"WHAM, THE STROMBERG CARLSON STATION"

ROCHESTER—EST. 1926

NATIONAL BROADCASTING CO.  
(RED AND BLUE)

FREQUENCY: 1150 Kc. POWER: 50,000 watts. OWNED BY: Stromberg Carlson Telephone Mfg. Co. OPERATED BY: Stromberg Carlson Telephone Mfg. Co. BUSINESS ADDRESS: Sagamore Hotel. STUDIO ADDRESS: Sagamore Hotel. TRANSMITTER LOCATION: Victor, N. Y. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President.....Wesley M. Angle  
Vice-President.....Edward A. Hanover  
Station Manager.....William Fay  
Assistant Manager.....Jack Lee  
Commercial Manager.....J. W. Kennedy, Jr.  
Publicity Director.....Arthur Kelly  
Program Director.....Chas. Siverson  
Technical Supervisor.....John J. Long, Jr.

### Coverage

Population—Primary ..... 3,607,424  
Radio Homes— " ..... 896,010  
Source: U. S. Census; Joint Committee.

### Representative

George P. Hollingsbery Co.

# W S A Y

"ROCHESTER'S FRIENDLY STATION"

ROCHESTER—EST. 1936

CBS—MBS—NEW YORK BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Brown Radio Service & Laboratory. OPERATED BY: Same. BUSINESS ADDRESS: 300 Taylor Bldg. PHONE: Stone 702-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:30 A.M. NEWS SERVICE: Transradio Press and local news.

### Personnel

Owner & General Manager...Gordon P. Brown  
Commercial Manager.....M. Nusbaum  
Sales Manager.....W. Thornburg  
Chief Announcer.....John Boothby  
Program Director.....Harold Kolb  
Chief Engineer.....Gordon P. Brown

### Coverage

	Daytime	Evening
Population—Primary .....	528,000	656,550
Radio Homes— " .....	128,700	167,500
Population—Secondary .....	823,000	1,110,100
Radio Homes— " .....	193,220	265,460

Source: Mail response analysis and field intensity survey.

# WSAY

ROCHESTER'S FRIENDLY STATION

*Basic Mutual  
Broadcasting System*

*Basic New York State  
Broadcasting System*

WSAY is doing an outstanding job for leading national advertisers in this — the third greatest market of the Nation's Greatest State!

Feature programs include the 1940 play-by-play broadcasts of the Rochester Baseball Club, sponsored by Atlantic Refining Company; Amoco broadcasts of Edwin C. Hill (CBS); Make-Believe Ballroom programs of National Biscuit Company; News and Sports broadcasts of Bond Clothes and Network programs including Wheeling Steelmakers, Lucky Strike, Bayuk Phillies, Carnation Milk, and Ovaltine.

WSAY Gets Results

*Get on the bandwagon!*

For further details write or wire collect to  
National Sales Manager, WSAY, Rochester.

1210 K.C. — Full Time — 250 Watts

# W N B Z

"VOICE OF THE ADIRONDACKS"  
**SARANAC LAKE—EST. 1937**

FREQUENCY: 1290 Kc. POWER: 100 watts.  
 OWNED BY: Upstate Broadcasting Corp. OP-  
 ERATED BY: Upstate Broadcasting Corp. BUSI-  
 NESS ADDRESS: 70 Broadway. STUDIO AD-  
 DRESS: Same. TRANSMITTER LOCATION:  
 Same. TIME ON THE AIR: 7:30 A.M. to local  
 sunset. NEWS SERVICE: Transradio Press.  
 TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

General Manager . . . . . W. H. Carpenter  
**Representative**  
 George P. Hollingsbery Co.

# W H E C

"STATION OF THE STARS"  
**ROCHESTER—EST. 1922**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 1000 Watts.  
 d.; 500 Watts. n. OWNED BY: WHEC, Inc.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 40 Franklin St. PHONE: Stone 1320-1-2. STU-  
 DIO ADDRESS: Same. TRANSMITTER LOCA-  
 TION: Mt. Read Blvd., Cold Water, N. Y.  
 TIME ON THE AIR: 6:45 A.M. to 12:30 A.M.,

daily except Saturdays; 6:45 A.M. to 1:00 A.M.,  
 Saturdays; 8:30 A.M. to 12:30 A.M., Sundays.  
 NEWSPAPER AFFILIATION: Gannett News-  
 papers, Inc. NEWS SERVICE: International  
 News Service. TRANSCRIPTION SERVICE:  
 Associated Music Publishers.

### Personnel

Vice-President . . . . . Clarence Wheeler  
 Treasurer-General Manager . . . Gunnar O. Wiig  
 Commercial Manager . . . . . L. C. Wheeler  
 Chief Engineer . . . . . Maurice H. Clarke

### Coverage

	Daytime	Evening
Population—Primary . . . . .	533,000	533,000
Radio Homes— " . . . . .	132,350	132,350
Population—Secondary . . . . .	810,812	.....
Radio Homes— " . . . . .	210,361	.....

Source: CBS Listening and Dealer Study.

### Representative

Paul H. Raymer Company

# W G Y

"MOST INVITED GUEST IN THE GREAT  
 NORTHEAST"

**SCHENECTADY—EST. 1922**  
 NATIONAL BROADCASTING CO.

(BASIC RED)

FREQUENCY: 790 Kc. POWER: 50,000  
 Watts. OWNED BY: General Electric Co.

# WFBL

is the Preferred Station

in Syracuse and Central New York

## HERE'S WHY:

1. Full Basic Columbia Network Programs —and that means more of the better types of programs of all kinds.
2. Favorite of Syracuse Listeners —WFBL not only carries more network programs, but more short wave broadcasts, more national and local special features.
3. 5000-Watt Coverage —WFBL is recognized among national advertisers as the high-coverage station in one of the best markets of the country.
4. Complete Equipment —WFBL uses the finest and most modern equipment, including a MOBILE transmitter.

These same reasons explain why WFBL carries more national and local advertising —why WFBL advertisers are ahead in results per-dollar spent— why WFBL advertisers renew year after year.

For full details about WFBL . . . and the results obtained by WFBL adver-  
 tisers, write

5000  
watts daytime

1000  
watts nighttime

## ONONDAGA RADIO BROADCASTING CORP.

Syracuse, New York

MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM

National Representatives, Free & Peters, Inc.

OPERATED BY: Same. BUSINESS ADDRESS: 1 River Road. PHONE: 4-2211. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: South Schenectady. TIME ON THE AIR: 6:45 A.M. to 1:00 A.M. (daily). 9:00 A.M. to 1:00 A.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President ..... Charles Wilson  
 Station Manager..... Kolin Hager  
 Program Manager..... A. O. Coggeshall  
 Sales Promotion Director..... A. MacDonald  
 Publicity Director..... W. T. Meenam  
 Chief Engineer..... W. J. Purcell

**Coverage**

	Daytime	Evening
Population—Primary	1,987,400	2,571,200
Radio Homes—"	488,000	600,300
Population—Secondary	2,453,100	2,273,600
Radio Homes—"	551,300	532,900

Source: NBC Statistical Department.

**Representative**

National Broadcasting Co., Inc.

**W F B L**

"YOUR FAVORITE STATION"  
**SYRACUSE—EST. 1922**

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 1360 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Onondaga Radio Broadcasting Corp. OPERATED BY: Onondaga Radio Broadcasting Corp. BUSINESS ADDRESS: Onondaga Hotel. PHONE: 2-1147. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Collamer, N. Y. TIME ON THE AIR: Full time license. NEWS SERVICE: International News. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

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

**Coverage**

Population—Primary	841,700
Radio Homes—"	205,800
Population—Secondary	2,501,600
Radio Homes—"	579,600

Source: Field intensity measurement and mail response analysis.

**Representative**

Free & Peters, Inc.

**A Sound MOVE BY WNBX**

**KEENE NEW HAMPSHIRE**

CBS AFFILIATE

**WKNE**  
 KEENE, N. H.

**WE** have made a preliminary report, based on the allocation curve standards of the Federal Communications Commission, of what our new coverage range should include. When you see this data, you'll agree with us that the change from Springfield to Keene is a *sound* move.

**And for coverage of Central New York, use WSYR, "Tops In Syracuse."**

**W S Y R**

"THE VOICE OF CENTRAL NEW YORK"  
SYRACUSE—EST. 1923

NATIONAL BROADCASTING CO.  
FREQUENCY: 570 Kc. POWER: 1000 watts.  
OWNED BY: Central New York Broadcasting Corp.  
OPERATED BY: Same. BUSINESS ADDRESS: 224 Harrison St. PHONE: 3-7111—  
STUDIO ADDRESS: 223 Harrison Street.  
TRANSMITTER LOCATION: Valley Drive.  
TIME ON THE AIR: (Daily) 6:00 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 12:00 midnight.  
NEWS SERVICE: United Press. MAIN-TAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Associated.

**Personnel**

President.....Harry C. Wilder  
Vice-President.....Fred R. Ripley  
Program Director.....Lansing B. Lindquist  
Artists' Bureau Head.....Fred Jeske  
Chief Announcer.....Bill Rothrum  
Service Director.....Arnold Schoen  
Musical Director.....Victor Miller  
Chief Engineer.....Armand Belle Isle

**Coverage**

Population—Primary ..... 878,263  
Radio Homes— " ..... 220,550  
Population—Secondary ..... 470,015  
Radio Homes— " ..... 121,340  
Source: Station survey.

**Representative**

Paul H. Raymer Company

**W S Y U \***  
SYRACUSE

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

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

**RADIO DAILY  
READERS  
ARE  
EVERYWHERE**

**W O L F \***

SYRACUSE—EST. 1940

FREQUENCY: 1500 Kc. POWER: 100 watts.  
OWNED BY: Civic Broadcasting Corp. OPERATED BY: Civic Broadcasting Corp.  
BUSINESS ADDRESS: Syracuse. STUDIO ADDRESS: Syracuse.  
TRANSMITTER LOCATION: Van Tensselaer & Kirkpatrick Sts.  
TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press.

**Personnel**

President-Manager.....T. S. Marshall

**Coverage**

	Daytime	Evening
Population—Primary .....	300,000	245,000
Radio Homes— " .....	60,000	50,000

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

\* Station was licensed to operate under a construction permit at time of going to press and was expected to start actual operations on February 15, 1940.

**W H A Z**

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

TROY—EST. 1922

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

**Personnel**

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

**W T R Y \***

TROY—EST. 1939

FREQUENCY: 950 Kc. POWER: 1000 Watts.  
OWNED BY: Troy Broadcasting Co. OPERATED BY: Same.  
BUSINESS ADDRESS: 92 Fourth St. STUDIO ADDRESS: Same.  
TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

**Personnel**

Manager.....Fred R. Ripley  
Commercial Manager...Edward S. Robinson  
\* Station was licensed to operate under a C. P. but construction has been delayed pending the outcome of litigation before the Federal Court in the District of Columbia.



# WIBX

"THE VOICE OF THE MOHAWK VALLEY"  
**UTICA—EST. 1924**

COLUMBIA BROADCASTING SYSTEM  
 NEW YORK BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 watts.  
 OWNED BY: WIBX, Inc. OPERATED BY: Same.  
 BUSINESS ADDRESS: First National Bank Bldg.  
 PHONE: 2-2101. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Schuyler St. TIME  
 ON THE AIR: (daily) 6:55 A.M. to 1:00 A.M.;  
 (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SER-  
 VICE: United Press, Transradio Press. TRAN-  
 SCRIPTURE SERVICES: Associated Music Pub-  
 lishers, Davis & Schwegler.

## Personnel

President.....Scott H. Bowen  
 Business Manager.....E. K. Johnson  
 Public Relations.....Michael R. Hanna  
 Merchandising Manager.....Nathan W. Cook  
 Musical Director.....Walter Griswold  
 Chief Engineer.....Hubert M. Hathaway

## Coverage

	Daytime	Evening
Population—Primary	270,600	270,600
Radio Homes—"	63,090	63,090
Population—Secondary	571,700	571,700
Radio Homes—"	138,710	138,710

Source: CBS Listener and Dealer Survey.

## Representative

John Blair & Co.

# WFAS

"WESTCHESTER'S OWN STATION"  
**WHITE PLAINS—EST. 1932**

FREQUENCY: 1210 Kc. POWER: 100 Watts.  
 OWNED BY: Westchester Broadcasting Corp.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 Roger Smith Hotel. PHONE: White Plains  
 6400. STUDIO ADDRESS: Same. TRANSMIT-  
 TER LOCATION: Same. TIME ON THE AIR:  
 Part time schedule. NEWS SERVICE: County  
 Publishers, Inc. TRANSCRIPTION SERVICE:  
 World Broadcasting System.

## Personnel

President.....J. Noel Macy  
 V-P-Managing Director.....Frank A. Seitz  
 Treasurer.....William Fanning  
 Secretary.....Harold F. Lippold  
 Chief Engineer.....Harry C. Laubenstein

## Coverage

	Daytime	Evening
Population—Primary	480,000	480,000
Radio Homes—"	122,000	122,000

Source: Field intensity survey.

## Representative

Headley-Reed Co.

# WWRL

"THE VOICE OF QUEENS COUNTY"  
**WOODSIDE—EST. 1926**

FREQUENCY: 1500 Kc. POWER: 250 watts,  
 d.; 100 watts, n. OWNED BY: L. I. Broad-  
 casting Corp. OPERATED BY: L. I. Broad-  
 casting Corp. BUSINESS ADDRESS: 41-30  
 58th St. PHONE: NEWTOWN 9-3300-1. STUDIO  
 ADDRESS: 41-30 58th St. TRANSMITTER LO-  
 CATION: Woodside. TIME ON THE AIR: Part  
 time schedule. NEWS SERVICE: International  
 News Service. TRANSCRIPTION SERVICE:  
 Lang-Worth. NAB Library, Davis & Schwegler.

## Personnel

President and General  
 Manager.....W. H. Reuman  
 Promotion Manager.....Emil Dorer  
 Commercial Manager.....Frank R. Clarke  
 Program Director.....Lou Cole  
 Office Manager.....Edith Dick  
 Special Events.....Dud Connolly  
 Production Manager and Musical Director,  
 Adolph Goebel

## Coverage

	Daytime	Evening
Population—Primary	7,500,000	3,000,000

Source: Chamber of Commerce.

# Westchester

Goes to a local listening  
 post for intimate neigh-  
 borhood news and enter-  
 tainment. That's when  
 families of wealth and  
 distinction let down their  
 hair.

That's the time to radio-  
 cast your sales message  
 over

# WFAS

Roger Smith Hotel, White Plains, N. Y.

Representatives  
**HEADLEY-REED CO.**

*3 out of every 4  
are on for more . . .*

75% of all *current* WBT advertisers  
were WBT advertisers *a year ago*.

WBT wears well! How else can we explain this record: three out of every four program sponsors who were on WBT a year ago are *still using WBT advertising today*. And here's a point that rounds out the picture of WBT's overwhelming popularity among Southern advertisers: more and more *new* clients are speaking their pieces over WBT—Columbia's 50,000 watts in the Carolina's!

WBT wins friends because it influences people . . . close to a million and a quarter radio listeners in 65 Carolina counties. WBT offers the only *one-station* coverage of all this four-hundred-million-dollar market—the “Blue Chip” market of the South. If you want thousands of friends with millions to spend, we suggest a WBT program.

**WBT** 50,000 WATTS • CHARLOTTE, N. C.

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

# NORTH CAROLINA

Population 3,492,000

Number of Families 736,000

Number of Radio Homes 408,600

Retail Sales \$509,540,900

Auto Registrations 540,000

## W I S E

"WISDOM IN SERVICE ENDURES"  
ASHEVILLE—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Harold H. Thoms. OPERATED BY: Harold H. Thoms. BUSINESS ADDRESS: Langren Hotel. STUDIO ADDRESS: Langren Hotel. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 17½ hours daily. NEWS-PAPER AFFILIATION: Asheville Advertiser. NEWS SERVICES: International News Service, Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

Owner-Manager.....Harold H. Thoms

### Coverage

Population—Primary .....	75,000
Radio Homes— " .....	20,000
Population—Secondary .....	100,000
Radio Homes— " .....	25,000

Source: Station survey.

## W W N C

ASHEVILLE—EST. 1927

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 570 Kc. POWER: 1000 Watts. OWNED BY: Asheville Citizen-Times Co., Inc. OPERATED BY: Asheville Citizen-Times Co., Inc. BUSINESS ADDRESS: 14 O'Henry Ave. (Citizens Times Bldg.). PHONE: 5500. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Flatiron Bldg. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Asheville Citizen-Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Recorded Program Service.

### Personnel

Executive Director.....Don S. Elias  
Commercial Manager.....John E. Thayer  
Program and Production Director,

Robert B. Bingham

Assistant Program Director.....Steve Douglas  
Musical Director.....John Eversman  
Continuity Director.....Ralph Gram  
Chief Engineer.....Cecil Hoskins

### Coverage

Population—Primary .....	191,000
Radio Homes— " .....	27,100
Population—Secondary .....	595,600
Radio Homes— " .....	105,000

Source: Field intensity measurement.

### Representative

The Branham Co.

## W B T

"VOICE OF THE FRIENDLY CAROLINAS"  
CHARLOTTE—EST. 1921

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 1080 Kc. POWER: 50,000 Watts. OWNED BY: Columbia Broadcasting System, Inc. OPERATED BY: Columbia Broadcasting System, Inc. BUSINESS ADDRESS: Wilder Bldg. PHONE: 3-7107. STUDIO ADDRESS: Wilder Bldg. TRANSMITTER LOCATION: Nations Ford Road. TIME ON THE AIR: 5:30 A.M. to 2:00 A.M. (daily); 9:00 A.M. to 2:00 A.M. (Sunday). NEWS SERVICE: United Press.

### Personnel

President.....Wm. S. Paley  
Station Manager.....A. E. Joscelyn  
Sales Manager.....Royal E. Penny  
Sales Promotion Manager....Arthur L. Forrest  
Artists' Bureau.....CBS, N. Y.  
Program Director.....C. H. Crutchfield  
Publicity Director.....William Winter  
Musical Director.....John McAllister  
Chief Engineer.....J. J. Beloungy

### Coverage

	Daytime	Evening
Population—Primary .....	2,698,100	971,400
Radio Homes— " .....	289,700	107,750
Population—Secondary .....	5,334,700	7,901,200
Radio Homes— " .....	599,230	968,640

Source: CBS Research Division.

### Representative

Radio Sales

## W S O C

CHARLOTTE—EST. 1933

NATIONAL BROADCASTING CO.  
MUTUAL BROADCASTING SYSTEM  
SOUTHERN BROADCASTING SYSTEM  
FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Radio Station WSOC, Inc. OPERATED BY: Radio Station WSOC, Inc. BUSINESS ADDRESS: Mecklenburg Hotel. PHONE: 7139, 7130, 6655. STUDIO ADDRESS: Mecklenburg Hotel. TRANSMITTER LOCATION: Mecklenburg Hotel. TIME ON THE AIR: 6:30 A.M. to midnight (daily); 9:00 A.M. to midnight (Sunday). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President and Station Manager....E. J. Gluck  
Commercial Manager.....W. C. Irwin  
Chief Engineer.....L. L. Caudle

**Coverage**

Population—Primary .....	233,490
Radio Homes— " .....	54,300
Population—Secondary .....	421,701
Radio Homes— " .....	98,070

Source: Joint Committee.

**Representative**

Headley-Reed Co.

**W D N C**

**DURHAM—EST. 1934**

**COLUMBIA BROADCASTING SYSTEM**

FREQUENCY: 1500 Kc. POWER: 250 watts.  
 OWNED BY: Herald-Sun Papers. OPERATED BY: Herald-Sun Papers. BUSINESS ADDRESS: 138 East Chapel Hill St. STUDIO ADDRESS: 138 East Chapel Hill St. TRANSMITTER LOCATION: Cole Road. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M.; Sunday, 9:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Herald-Sun papers. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President.....C. C. Council  
 General Manager.....J. F. Jarman, Jr.  
 Commercial Manager.....C. J. Woodhouse  
 Chief Engineer.....R. A. Dalton

**Coverage**

	Daytime	Evening
Population—Primary .....	197,000	150,000
Radio Homes— " .....	30,840	29,000
Population—Secondary .....	247,900	176,000
Radio Homes— " .....	36,000	30,100

Source: Field intensity measurements.

**Representative**

The Katz Agency

**W C N C**

**ELIZABETH CITY—EST. 1939**

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Aubrey G. McCabe and T. W. Aydlett d/b as Alemarle Broadcasting Co. OPERATED BY: Aubrey G. McCabe and T. W. Aydlett d/b as Alemarle Broadcasting Co. BUSINESS ADDRESS: Colonial Ave. STUDIO ADDRESS: Colonial Ave. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 16 hours daily. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President-Manager.....T. W. Aydlett  
 Vice-President.....John Dawson  
 Secretary-Treasurer.....Julian Aydlett

**Coverage**

Population—Primary .....	488,379
Radio Homes— " .....	155,250

Source: Station survey.

**W F N C \***

**FAYETTEVILLE—EST. 1939**

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

**Personnel**

Co-Owners...W. C. Ewing and Harry Layman

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

**W G N C**

**GASTONIA—EST. 1939**

FREQUENCY: 1420 Kc. POWER: 250 watts.  
 OWNED BY: F. C. Todd. OPERATED BY: F. C. Todd. BUSINESS ADDRESS: National Bank of Commerce Bldg. STUDIO ADDRESS: National Bank of Commerce Bldg. TRANSMITTER LOCATION: Gastonia. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Owner.....F. C. Todd  
 Manager.....Pat McSwain  
 Program Director.....W. Grady Newman

**Coverage**

	Daytime	Evening
Population—Primary .....	200,000	150,000
Radio Homes— " .....	50,000	38,000
Population—Secondary .....	125,000	80,000
Radio Homes— " .....	30,000	20,000

Source: Joint Committee.

**Representative**

Headley-Reed Co.

**W G B R**

**GOLDSBORO—EST. 1939**

**CAROLINA NETWORK (SPECIAL)**

FREQUENCY: 1370 Kc. POWER: 250 watts.  
 OWNED BY: Eastern Carolina Broadcasting Co. OPERATED BY: Eastern Carolina Broadcasting Co. BUSINESS ADDRESS: P. O. Box 372. STUDIO ADDRESS: Goldsboro. TRANSMITTER LOCATION: Raleigh Highway. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Station Director.....A. T. Hawkins  
 Secretary-Treasurer.....V. G. Herring  
 Commercial Manager.....R. L. Zealy  
 Chief Engineer.....H. H. Vance

**Coverage**

	Daytime	Evening
Population—Primary .....	300,000	50,000
Radio Homes— " .....	40,000	6,500

Source: Joint Committee.

# W B I G

"WHERE BUSINESS IS GOOD"  
GREENSBORO—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1440 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: North Carolina Broadcasting Co. OPERATED BY: North Carolina Broadcasting Co. BUSINESS ADDRESS: O. Henry Hotel. PHONE: 6125-6. STUDIO ADDRESS: O. Henry Hotel. TRANSMITTER LOCATION: Guilford Battleground Blvd. TIME ON THE AIR: 6:30 A.M. to 12 midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth Program Features, NAB Transcription Service, Davis & Schwegler.

### Personnel

Station and Commercial  
 Manager ..... Edney Ridge  
 Program Director ..... Faye Kenyon  
 Publicity Director.. Virginia Wilson McKinney  
 Chief Engineer..... Earl Allison

### Coverage

	Daytime	Evening
Population—Primary .....	956,000	587,900
Radio Homes— " .....	112,300	97,200
Population—Secondary ..	2,110,000	1,644,000
Radio Homes— " .....	250,000	156,200

Source: Field strength survey and mail response analysis; U. S. Census.

### Representative

George P. Hollingbery Co.

# W G T C \*

GREENVILLE—EST. 1939

FREQUENCY: 1500 Kc. POWER: 250 watts.  
 OWNED BY: J. J. White. OPERATED BY:  
 Greenville Broadcasting Co.

# W H K Y \*

HICKORY—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts.  
 OWNED BY: Catawba Valley Broadcasting  
 Co. OPERATED BY: Catawba Valley Broad-  
 casting Co.

\* Stations were licensed to operate under a construction permit at time of going to press.

# W M F R

HIGH POINT—EST. 1936

FREQUENCY: 1200 Kc. POWER: 250 watts.  
 OWNED BY: Radio Station WMFR, Inc. OPER-  
 ATED BY: Radio Station WMFR, Inc. BUSI-  
 NESS ADDRESS: 156½ S. Main St. PHONE:  
 4593. STUDIO ADDRESS: 156½ S. Main St.  
 TRANSMITTER LOCATION: 156½ S. Main St.  
 TIME ON THE AIR: 6:00 A.M. to 11:00 P.M.

**ALWAYS  
A GOOD  
SHOW!**

**WBIG** GREENSBORO  
NORTH  
CAROLINA

George P. Hollingbery  
Co.

Nat'l Reps.

ASK  
EDNEY RIDGE

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

FOR

"COLD FACTS"!

5000 Watts, Day      1000 Watts, Night



SERVING NORTH CAROLINA'S RICHEST AREA!



## VIRGIN?

Sure, virgin territory for far-sighted advertisers. 20-mile radius embraces ¼-million population, annual industrial payroll forty million, retail sales sixty million.

Carolinas' most successful non-network local.

# W M F R

1200 KC—250 W  
**HIGH POINT, N. C.**  
 "THE INDUSTRIAL CITY"

MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library, Lang-Worth, Davis & Schwegler. **Personnel**

President and Station Manager.....Wayne M. Nelson

## W F T C

KINSTON—EST. 1936

CAROLINA BROADCASTING SYSTEM  
 FREQUENCY: 1200 Kc. POWER: 250 watts.  
 OWNED BY: Jonas Weiland. OPERATED BY: Jonas Weiland. BUSINESS ADDRESS: 210 East King St. PHONE: 1200. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Kinston. TIME ON THE AIR: 15 hours daily. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, Lang-Worth.

### Personnel

President.....Jonas Weiland  
 Manager.....Rodney Prescott  
 Chief Engineer.....Harry Layman

### Coverage

	Daytime	Evening
Population—Primary .....	74,340	48,810
Radio Homes— " .....	5,800	.....
Population—Secondary ..	25,530	.....
Radio Homes— " .....	2,930	.....

### Representative

Burn-Smith Co.

## KINSTON, N. C.

*"The World's Foremost  
Tobacco Center"*

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

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



## W F T C

1200 K.C. 250 W.

Representatives

Burn-Smith Company, Inc.

## W P T F

RALEIGH—EST. 1922

NATIONAL BROADCASTING COMPANY  
 FREQUENCY: 680 Kc. POWER: 5000 Watts.  
 OWNED BY: WPTF Radio Co. OPERATED BY: WPTF Radio Co. BUSINESS ADDRESS: 324 Fayetteville. PHONE: 3007-8-9. STUDIO ADDRESS: 324 Fayetteville. TRANSMITTER LOCATION: Cary, N. C. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC The-saurus, Lang-Worth.

### Personnel

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

### Coverage

	Daytime	Evening
Population—Primary .....	1,337,350	802,410
Radio Homes— " .....	161,760	97,056
Population—Secondary ..	1,937,705	1,162,623
Radio Homes— " .....	86,873	51,123

Source: Field intensity measurements and mail response analysis.

### Representative

Free & Peters, Inc.

## WPTF

Raleigh, North Carolina



## A "MUST" IN THE SOUTH

Serving the South's greatest market between Washington, D. C. and Atlanta, WPTF includes a population of 745,000 within the 0.5 MV/M Contour line.

1938 Retail Sales of \$117,568,000 prove the richness of this great market within the half milivolt line—WPTF's home grounds.

WPTF 5000 WATTS RALEIGH, N. C.

## NBC Red and Blue

## W R A L

**RALEIGH—EST. 1939**

MUTUAL BROADCASTING SYSTEM  
SOUTHERN BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 250 watts.  
OWNED BY: Capitol Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 121 S. Salisbury St. STUDIO ADDRESS: 121 S. Salisbury St. TRANSMITTER LOCATION: Davie St. Extension. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated Music Publishers.

### Personnel

President-Director of Station . . . E. Johnston Neal  
Vice-President-Treasurer . . . . . A. J. Fletcher

### Coverage

Population—Primary . . . . .	200,000
Radio Homes— " . . . . .	50,000
Population—Secondary . . . . .	225,000
Radio Homes— " . . . . .	54,000

Source: Station survey.

## W E E D

"THE VOICE OF EASTERN CAROLINA"  
**ROCKY MOUNT—EST. 1933**

CAROLINA BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 250 watts.  
OWNED BY: W. Avera Wynne. OPERATED BY: W. Avera Wynne. BUSINESS ADDRESS: Box 391. PHONE: 1420. STUDIO ADDRESS: Rocky Mount. TRANSMITTER LOCATION: Rocky Mount. TIME ON THE AIR: 7:30 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

### Personnel

Owner-Manager . . . . . W. Avera Wynne  
Assistant Manager in  
Charge of Sales . . . . . B. W. Frank  
Program-Production Manager, Thomas Snowden  
Chief Engineer . . . . . I. G. Murphrey

## W S T P

"WE SERVE THE PIEDMONT"  
**SALISBURY—EST. 1939**

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 watts.  
OWNED BY: Piedmont Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Yadkin Hotel. PHONE: 2121. STUDIO ADDRESS: Yadkin Hotel. TRANSMITTER LOCATION: Statesville Highway at Grant Creek. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System, Associated Music Publishers.

### Personnel

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

### Representative

Sears & Ayer, Inc.

## W M F D

**WILMINGTON—EST. 1935**

FREQUENCY: 1370 Kc. POWER: 100 watts. (C. P. 250 watts, d.; 100 watts, n.). OWNED BY: R. A. Dunlea. OPERATED BY: R. A. Dunlea. BUSINESS ADDRESS: 320 N. Front St. PHONE: 3. STUDIO ADDRESS: 320 N. Front St. TRANSMITTER LOCATION: 320 N. Front St. TIME ON THE AIR: 7:30 A.M. to 7:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President-General Manager . . . . . R. A. Dunlea  
Assistant Manager . . . . . Julia M. Johnston  
Advertising Manager . . . . . Arthur G. Montaigne

### Coverage

Population—Primary . . . . .	50,000
Radio Homes— " . . . . .	10,000
Population—Secondary . . . . .	65,000
Radio Homes— " . . . . .	13,000

Source: Station survey.


### Representative

Burn-Smith Co.

## W G T M

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

FREQUENCY: 1310 Kc. POWER: 250 watts.  
OWNED BY: WGTM, Inc. OPERATED BY:



And They  
Call This  
Tobacco Road!

## W G T M

WILSON, N. C.

♦

250 Watts • Full Time

**NORTH CAROLINA — NORTH DAKOTA**

WGTM, Inc. BUSINESS ADDRESS: 115 W. Nash St. PHONE: 2188. STUDIO ADDRESS: 115 W. Nash St. TRANSMITTER LOCATION: two miles south of Wilson on U. S. Highway 301. TIME ON THE AIR: Unlimited. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Davis & Schwegler, Associated Recorded Program Service.

**Personnel**

President and General Manager.....H. W. Wilson  
 Vice-President.....George C. McDonald  
 Commercial Manager.....Allen Wanamaker  
 Program Director.....Billy Steadman  
 Chief Engineer.....Jack Hudson  
 Assistant Engineer.....Bill Malone

**Coverage**

	Daytime	Evening
Population—Primary .....	50,000	50,000
Radio Homes— " .....	8,000	8,000
Population—Secondary .....	150,000	50,000
Radio Homes— " .....	22,000	8,000

Source: U. S. Census; station survey.

**Representative**

Cox & Tanz

**W A I R**

"IN WINSTON-SALEM IT'S WAIR"

**WINSTON-SALEM—EST. 1937**

MUTUAL BROADCASTING SYSTEM  
 SOUTHERN BROADCASTING SYSTEM

FREQUENCY: 1250 Kc. POWER: 250 Watts.

OWNED BY: C. G. Hill, George D. Walker, and S. H. Walker. OPERATED BY: C. G. Hill, George D. Walker, and S. H. Walker. BUSINESS ADDRESS: Robert E. Lee Hotel. PHONE: 21133-4. STUDIO ADDRESS: Robert E. Lee Hotel. TRANSMITTER LOCATION: Reynolda. TIME ON THE AIR: 6:00 A.M. to local sunset.

MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

General Manager.....George D. Walker  
 Commercial Manager.....C. G. Hill

**Coverage**

Radio Homes—Primary .....	111,610
Radio Homes—Secondary .....	275,270

Source: Mail response analysis.

**Representative**

Sears & Ayer

**W S J S**

**WINSTON-SALEM—EST. 1930**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 250 watts.

OWNED BY: Piedmont Pub. Co. OPERATED

BY: Piedmont Pub. Co. BUSINESS ADDRESS:

416-420 N. Marshall St. PHONE: 4141. TRANS-

MITTER LOCATION: Liberia St. TIME ON THE

AIR: 6:00 A.M. to midnight (daily); 8:30 A.M.

to midnight (Sunday). NEWSPAPER AFFILI-

ATIONS: Winston-Salem Journal, Twin City

Sentinel. NEWS SERVICE: United Press.

TRANSCRIPTION SERVICES: Associated, Davis

& Schwegler, NAB Library, Lang-Worth.

**Personnel**

Station Manager.....N. L. O'Neil  
 Chief Announcer.....John Miller  
 Sales Manager.....Harold Essex  
 Musical Director.....Bob Van Camp

**Coverage**

	Daytime	Evening
Population—Primary .....	199,940	199,940
Radio Homes— " .....	33,470	33,470
Population—Secondary .....	194,220	194,220
Radio Homes— " .....	27,630	27,630

Source: Field intensity measurements.

**NORTH DAKOTA**

Population 706,000

Number of Families 156,000

Number of Radio Homes 119,600

Retail Sales \$165,228,800

Auto Registrations 175,361

**K F Y R**

"THE REGIONAL STATION WITH  
 CLEARED CHANNEL COVERAGE"

**BISMARCK—EST. 1925**

NATIONAL BROADCASTING COMPANY

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

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

**Personnel**

President and General Manager...P. J. Meyer  
 Station and Commercial

Manager.....F. E. Fitzsimonds  
 Program and Musical Director...W. R. Griffin  
 Chief Engineer.....Ivar Nelson



**Coverage**

	Daytime	Evening
Population—Primary . . . . .	1,600,453	1,600,453
Radio Homes— " . . . . .	305,563	305,563
Population—Secondary . . . . .	985,156	985,156
Radio Homes— " . . . . .	199,734	199,734

Source: Joint Committee.

**Representative**

John Blair & Co.

**K D L R**

"DEVILS LAKE RADIO VOICE"

**DEVILS LAKE—EST. 1925**

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: KDLR, Inc. OPERATED BY: KDLR, Inc. BUSINESS ADDRESS: 1025-3rd St. PHONE: 1090. STUDIO ADDRESS: 1025-3rd St. TRANSMITTER LOCATION: East end 4th St. TIME ON THE AIR: 6:30 A.M. to 8:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System, Davis & Schwegler.

**Personnel**

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

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	89,509	89,509
Radio Homes— " . . . . .	11,900	11,900

Source: Mail response survey.

**Representative**

Cox and Tanz, Inc.

**W D A Y**

"OLDEST BROADCASTING STATION  
 IN THE NORTHWEST"

**FARGO—EST. 1922**

NATIONAL BROADCASTING COMPANY  
 FREQUENCY: 940 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: WDAY, Inc. OPERATED BY: WDAY, Inc. BUSINESS ADDRESS: 118 Broadway. PHONE: 5357. STUDIO ADDRESS: 118 Broadway. TRANSMITTER LOCATION: Near West Fargo. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATIONS: Fargo Forum. NEWS SERVICES: Radio News Ass.; United Press, Fargo Forum. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

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

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	806,833	760,678
Radio Homes— " . . . . .	149,510	140,000
Population—Secondary . . . . .	487,885	381,905
Radio Homes— " . . . . .	89,130	70,790

Source: Mail response analysis.

**Representative**

Free and Peters, Inc.

**K F J M**

**GRAND FORKS**

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

**Personnel**

Station Manager . . . . . Dalton Le Masurier  
 Sales Manager . . . . . E. O. Hanson

**Coverage**

Population—Primary . . . . .	274,000
Radio Homes— " . . . . .	60,200
Population—Secondary . . . . .	201,700
Radio Homes— " . . . . .	43,700

Source: Mail response analysis.

**K R M C**

"SO FAR AHEAD WE'RE LONESOME"

**JAMESTOWN—EST. 1937**

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Roberts-MacNab Co. OPERATED BY: Roberts-MacNab Co. BUSINESS ADDRESS: Gladstone Hotel. PHONE: 100-358. STUDIO ADDRESS: Gladstone Hotel. TRANSMITTER LOCATION: South of city. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President . . . . . R. B. MacNab  
 Station Manager . . . . . Lloyd R. Amon  
 Program Director . . . . . Verna Bekken

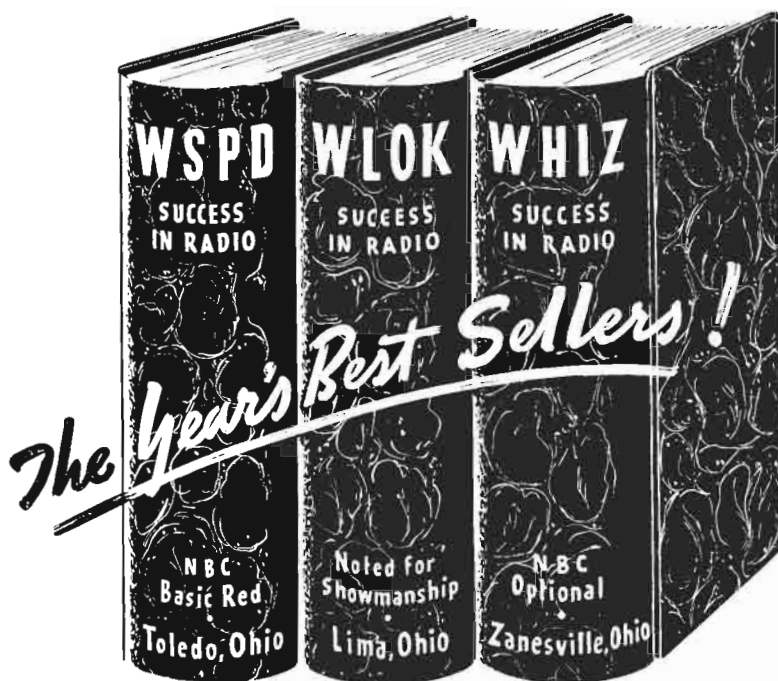
**Coverage**

Population—Primary . . . . .	150,000
Radio Homes— " . . . . .	22,191
Population—Secondary . . . . .	225,000
Radio Homes— " . . . . .	36,445

Source: Station survey.

**Representative**

Cox & Tanz



### THREE VOLUMES DEDICATED TO YOU

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

Operated by the Fort Industry Company  
Toledo, Ohio

## K G C U

"VOICE OF THE WEST"  
MANDAN—EST. 1925

FREQUENCY: 1240 Kc. POWER: 250 Watts.  
OWNED BY: Mandan Radio Association. OPERATED BY: Mandan Radio Association. BUSINESS ADDRESS: 205 First St., N.W. STUDIO ADDRESS: Kennelly Furniture Co. Bldg., Mandan; Prince Hotel, Bismarck. TRANSMITTER LOCATION: between Bismarck and Mandan on Memorial Highway No. 10. TIME ON THE AIR: 9:00 A.M. to 9:30 P.M.; Sunday, 11:00 A.M. to 6:00 P.M. NEWS SERVICE: Radio News Association, Associated Press TRANSCRIPTION SERVICE: C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

### Personnel

President.....H. C. Schulte  
Secretary.....Charles Toman, Jr.  
Manager.....J. K. Kennelly  
Chief Engineer-Assistant  
Manager.....James Gilfoy  
Program Director.....Arne Anzjon

### Coverage

Population—Primary .....	107,583
Radio Homes— " .....	33,350
Population—Secondary .....	145,606
Radio Homes— " .....	18,940

Source: Station survey.

## K L P M

"VOICE OF MAGIC CITY"  
MINOT—EST. 1929

FREQUENCY: 1360 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: John B. Cooley. OPERATED BY: Same. BUSINESS ADDRESS: Fair Block. PHONE: 1267-6. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: S. E. Minot. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio

Press. TRANSCRIPTION SERVICES: World Broadcasting System.

### Personnel

President.....John B. Cooley  
Station Manager.....Richard J. Schmidt  
Commercial Manager.....E. H. Cooley  
Promotion Manager.....Leslie Maurin

### Coverage

Population—Primary .....	277,285
Radio Homes— " .....	26,896
Population—Secondary .....	189,197
Radio Homes— " .....	36,402

Source: Station survey.

### Representative

Transamerican Broadcasting & Television Corp.

## K O V C

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

DAKOTA NETWORK

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

### Personnel

General Manager.....Dalton LeMasurier  
Station and Commercial Manager,  
William L. Wallace  
Program Director.....Robert E. Ingstad  
Chief Engineer.....Bey Green

### Coverage

	Daytime	Evening
Population—Primary .....	229,476	81,265
Radio Homes— " .....	41,870	14,330
Population—Secondary .....	58,265	22,616
Radio Homes— " .....	12,930	6,376

Source: U. S. Census.

# OHIO

Population 6,733,000

Number of Families 1,777,000

Number of Radio Homes 1,641,500

Retail Sales \$2,152,635,100

Auto Registrations 1,940,000

## W A K R \*

AKRON—EST. 1939

FREQUENCY: 1500 Kc. POWER: 1000 watts. OWNED BY: Summit Radio Corp. OPERATED BY: Summit Radio Corp. BUSINESS ADDRESS: Akron. STUDIO ADDRESS: Akron. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

\*Station was licensed to operate under a construction permit at time of going to press.

## W A D C

AKRON—EST. 1925

CBS—BASIC

FREQUENCY: 1320 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Allen T. Stm-

mons. OPERATED BY: Same. BUSINESS ADDRESS: Box 830. PHONE: Hemlock 5151-2-3. STUDIO ADDRESS: Talmadge, Ohio; Beacon Journal Bldg., Akron; Cleveland. TRANSMITTER LOCATION: Talmadge. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M.; Sunday, 8:30 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated Library.

**Personnel**

Station and Commercial Manager. Allen T. Simmons  
 Artists' Bureau Head ..... H. L. Hageman  
 Production Manager..... R. B. Wilson  
 Chief Engineer ..... John Aitkenhead

**Coverage**

	Daytime	Evening
Population—Primary ....	2,625,000	1,886,000
Radio Homes— " .....	590,644	424,277

Source: Field intensity measurements.

**Representative**

George P. Hollingsbery Co.

**W J W**

"WJW ADVERTISING DOESN'T COST;  
IT PAYS"

**AKRON—EST. 1932**

FREQUENCY: 1210 Kc. POWER: 250 watts.  
 OWNED BY: WJW, Inc. OPERATED BY: WJW,

Inc. BUSINESS ADDRESS: 41 S. High St. PHONE: Jefferson 6111. STUDIO ADDRESS: 41 S. High St. TRANSMITTER LOCATION: 41 S. High St. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President..... John F. Weimer  
 General Manager..... Edythe Fern Melrose

**Coverage**

Population—Primary .....	658,000
Radio Homes— " .....	168,000
Population—Secondary .....	1,485,000
Radio Homes— " .....	380,000

Source: Station survey.

**Representative**

Headley-Reed Co.

**W I C A**

"WELCOMING, INDUSTRY, COMMERCE,  
AND AGRICULTURE"

**ASHTABULA—EST. 1937**

FREQUENCY: 940 Kc. POWER: 500 watts.  
 OWNED BY: C. A. Rowley. OPERATED BY:  
 WICA, Inc. BUSINESS ADDRESS: 221 Center  
 St. PHONE: 1211-1311. STUDIO ADDRESS:  
 221 Center St. TRANSMITTER LOCATION:  
 Jefferson Road. TIME ON THE AIR: 7:00 A.M.  
 to local sunset. NEWS SERVICE: United Press.

**IN AKRON  
THEY'VE TURNED TO**



**Department Stores**

(Every Department Store in the City uses WJW!)

- The M. O'Neill Company
- The A. Polsky Company
- The C. H. Yeager Company
- The Akron Dry Goods Company
- Federman's Department Store
- The Hower Company

**Automobile Dealers**

More Automobile Dealers using WJW than any Akron Station.

- DODGE—Dodge Dealers Association (Programs)
- HUDSON—Lloyd Oliver Motor Co. (Programs)
- PONTIAC—Shaffer Sales and Service (Announcements)
- CHEVROLET—City Chevrolet (Programs—Announcements)
- PLYMOUTH—Conart Motor Company (Announcements)
- FORD—Ford Dealers (Programs), Market Motors (Programs)

We have the LISTENERS, TOO! A New York Agency wired us:—"Make survey this week during 6:00 P.M. Newscast. Wire us result. Contract pending." We engaged a well-known outfit to make this survey. Their report sent to agency showed:—

WJW .....	43.3%
Other Akron Station.....	38.3%
Cleveland Station .....	15.1%
Others .....	3.3%

We got the contract . . . for ADVERTISERS AND LISTENERS have turned to WJW in AKRON.

**EDYTHE FERN MELROSE**

General Manager

Representatives—Headley-Reed Company

TRANSCRIPTION SERVICE: Standard Radio. Associated. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President.....C. A. Rowley  
 Manager.....R. B. Rowley  
 Commercial Manager.....R. C. Marvin  
 Program Director.....Walter W. Walgrath  
 Publicity Director.....T. F. Sigman  
 Chief Engineer.....George Gautney

**Coverage**

Population—Primary ..... 250,000  
 Radio Homes— " ..... 80,000  
 Population—Secondary ..... 1,000,000  
 Radio Homes— " ..... 200,000

Source: Field strength and mail response survey.

**Representative**

Interstate Advertising Agency

**W H B C**

CANTON—EST. 1925

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Ohio Broadcasting Co. OPERATED BY: Ohio Broadcasting Co. BUSINESS ADDRESS: 550 S. Market Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 3 miles northwest of city. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Canton Repository (Brush-Moore, Inc.). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System. MAINTAINS ARTISTS BUREAU.

**Personnel**

General Manager.....Felix Hinkle  
 Commercial Manager.....Bill Kirkendale  
 Program Director.....Truesdale Mayers  
 Chief Engineer.....Kenneth Sliker

**Coverage**

	Daytime	Evening
Population—Primary	1,079,223	1,079,223
Radio Homes— " "	257,000	257,000

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

**W C K Y**

"POWERFUL AS ANY RADIO STATION IN THE UNITED STATES"

CINCINNATI—EST. 1929

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1490 Kc. POWER: 50,000 watts. OWNED BY: L. B. Wilson, Inc. OPERATED BY: L. B. Wilson, Inc. BUSINESS ADDRESS: Gibson Hotel, Cincinnati. PHONE: Cherry 6565. STUDIO ADDRESS: Hotel Gibson. TRANSMITTER LOCATION: Near Crescent Springs, Ky. TIME ON THE AIR: (Daily) 5:45 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to

1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President and General Manager...L. B. Wilson  
 Sales Director.....E. C. Krautters  
 Promotion Manager.....Bev Dean  
 Production Manager.....Mendel Jones  
 Sales Promotion Manager...George H. Moore  
 Traffic Manager.....O. J. Fuller  
 Merchandising Director.....Thomas Mitchell  
 Publicity Director-Continuity  
 Editor.....Elmer Dressman  
 Chief Engineer.....C. H. Topmiller  
 Assistant Chief Engineer...Arthur H. Gillette

**Coverage**

	Daytime	Evening
Population—Primary	2,212,275	2,212,275
Radio Homes— " "	557,920	557,920

Source: Field intensity measurements.

**Representative**

Free & Peters, Inc.

**W C P O**

"CINCINNATI NEWS STATION"

CINCINNATI—EST. 1922

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Scripps Howard Radio, Inc. OPERATED BY: Scripps Howard Radio, Inc. BUSINESS ADDRESS: Keith Bldg. PHONE: Main 3314-5-6-7-8-9. STUDIO ADDRESS: Keith Bldg. TRANSMITTER LOCATION: Daylight Bldg. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight; Saturday, to 3:00 A.M. NEWSPAPER AFFILIATIONS: Scripps Howard Newspapers, Cincinnati Post. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Standard Radio, Associated.

**Personnel**

President.....Jack Howard  
 Vice President.....J. C. Hanrahan  
 General Manager.....M. C. Watters  
 Commercial Manager.....John P. Smith  
 Program Director.....Andre Carlon  
 Artists' Bureau Head.....Andre Carlon  
 Chief Announcer.....Paul Hodges  
 Publicity Director.....A. Stephan  
 Musical Director.....Jesse Walker  
 Chief Engineer.....Glen Davis

**Coverage**

	Daytime	Evening
Population—Primary	940,000	940,000
Radio Homes— " "	202,800	202,800
Population—Secondary	1,500,000	1,500,000
Radio Homes— " "	296,000	296,000

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

# WKRC

"FIRST ON YOUR DIAL"  
 "TIMES STAR STATION"  
**CINCINNATI—EST. 1923**

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 550 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Cincinnati Times Star Co. OPERATED BY: Cincinnati Times Star Co. BUSINESS ADDRESS: Hotel Alms, Victory Parkway and Wm. H. Taft Rd. PHONE: Woodburn 0550. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 2:00 A.M., daily; 8:00 A.M. to 2:00 A.M., Sundays; NEWSPAPER AFFILIATION: Cincinnati Times Star. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

General Manager.....Hulbert Taft, Jr.  
 Sales Manager.....H. E. Fast  
 Program Director.....Ruth Lyons  
 Publicity and Special Events  
 Director.....Margaret Maloney  
 Sales Promotion Director.....Harold Coulter  
 Chief Engineer.....John Tiffany

### Coverage

	Daytime	Evening
Population—Primary	1,127,600	990,300
Radio Homes—"	247,730	222,770
Population—Secondary	4,648,400	1,517,600

Radio Homes— " ..... 950,000 312,310  
 Source: Field intensity measurements and mail response analysis.

**Representative**  
 Weed & Co.

# WLW

"THE NATION'S STATION"  
**CINCINNATI—EST. 1922**

NBC (RED & BLUE)—MUTUAL

FREQUENCY: 700 Kc. POWER: 50,000 Watts. OWNED BY: The Crosley Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1329 Arlington St. PHONE: Kirby 4800. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Mason. TIME ON THE AIR: 5:45 A.M. to 2:00 A.M. NEWS SERVICES: International News Service and United Press. MAINTAINS ARTISTS' BUREAU.

### Personnel

President.....Powel Crosley, Jr.  
 Vice-President-General Manager  
 James D. Shouse  
 Sales Manager.....R. E. Dunville  
 Business Manager.....E. K. Bauer  
 Sales Service Manager.....Richard A. Garner  
 Promotion Manager.....William Oldham  
 Program Director—  
 Artists' Bureau Head.....George Biggar

Use **WKRC'S**

CLEAR TOP-OF-THE-DIAL SIGNAL

to Sell **CINCINNATI'S**

**RICH TOP-OF-THE-NATION MARKET**



# WKRC

5000 WATTS DAY  
 1000 WATTS NIGHT  
 550 KILOCYCLES

OWNED AND OPERATED BY THE CINCINNATI TIMES-STAR  
 CINCINNATI'S BASIC STATION FOR THE MUTUAL BROADCASTING SYSTEM  
 NATIONAL REPRESENTATIVE. WEED & COMPANY, NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO



## IN CINCINNATI

survey showed WLW has 51.8% of the average weekly listening audience. In the other 24 cities WLW's percent of the average weekly audience is as follows:

Charleston, W. Va. . . . .	36.8%
Columbus, O. . . . .	39.6%
Dayton, O. . . . .	49.9%
Fort Wayne, Ind. . . . .	34.7%
Indianapolis, Ind. . . . .	33.8%
Kokomo, Ind. . . . .	53.5%
Lexington, Ky. . . . .	47.3%
Lima, O. . . . .	53.0%
Louisville, Ky. . . . .	11.5%
Muncie, Ind. . . . .	62.4%
Newark, O. . . . .	69.2%
Springfield, O. . . . .	65.9%
Anderson, Ind. . . . .	70.8%
Huntington, W. Va. . . . .	50.2%
Ironton O., and Ashland, Ky. . . . .	54.1%
Marion, Ind. . . . .	55.0%
Marion, O. . . . .	48.8%
Portsmouth, O. . . . .	47.6%
Zanesville, O. . . . .	45.2%
Terre Haute, Ind. . . . .	51.7%
Richmond, Ind. . . . .	75.4%
Bloomington, Ind. . . . .	51.1%
Mansfield, O. . . . .	54.2%
Lancaster, O. . . . .	56.4%

# 25 Cities TURN SPOTLIGHT ON WLW

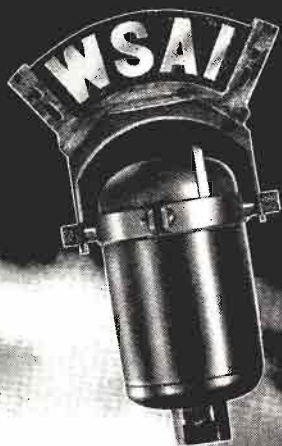


**S**SPOTLIGHTED by 25 cities recently investigated is the remarkable dominance of WLW. These 25 cities in WLW's primary area were the subject of the greatest coincidental survey ever undertaken for an independent station. In the revealing light of this comprehensive study, 41.9% stands out as WLW's average weekly share of the listening audience in these cities.

10,000 times is the magnifying power of the huge new lens in the Mt. Palomar (Calif.) Observatory—small compared to the way WLW magnifies one selling message millions of times. Through WLW you can mirror the spotlight on YOUR product in all these 25 cities and to the millions of small town and rural consumers whose membership in the WLW audience has been repeatedly demonstrated.

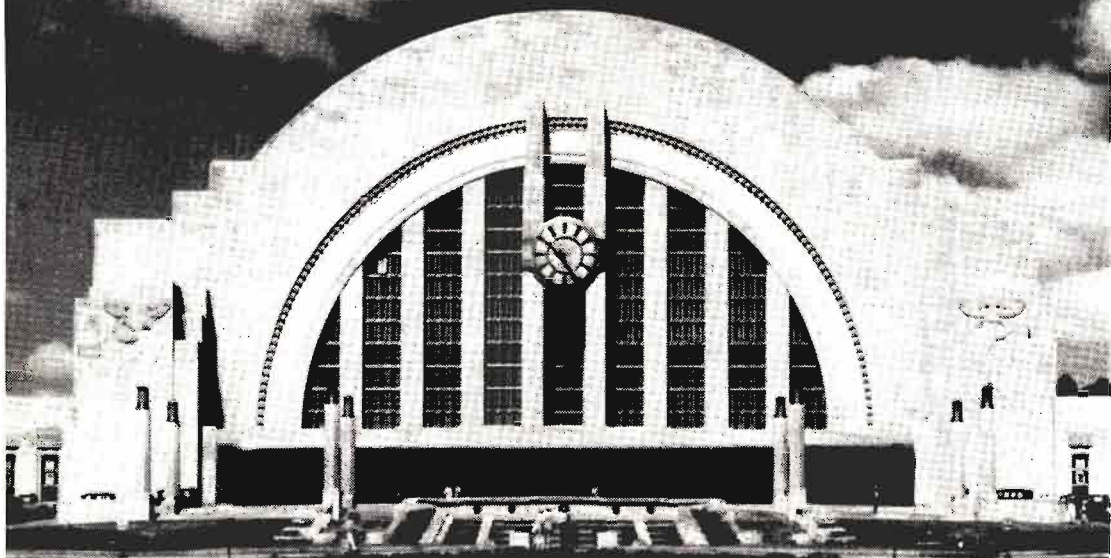
WLW
THE NATION'S  
most "Merchandise-Able"  
STATION

REPRESENTATIVES: TRANSAMERICAN BROADCASTING & TELEVISION CORPORATION—NEW YORK—CHICAGO



# 2 GATEWAYS TO CINCINNATI

TWO gateways lead into the \$600,000,000 Cincinnati market. Arriving at the world's most beautiful railway terminal, pictured here, your item is in the city limits. . . . To get it into the homes and hearts and buying habits of Greater Cincinnati, use WSAI. Cincinnati's Own Station opens up the market for your item by getting your sales messages into Greater Cincinnati's 400,000 homes — by backing your program with thorough promotion. In short, by making your product a "must" on the buying lists of 1,600,000 consumers . . . . .



**WSAI . . . Cincinnati's Own Station**

REPRESENTED BY INTERNATIONAL RADIO SALES • NEW YORK • CHICAGO • LOS ANGELES



Chief Announcer ..... Peter Grant  
 News Editor..... J. N. Bailey  
 Publicity Director..... Cecil Carmichael  
 Musical Directors..... William Stoess,  
 Josef Cherniavsky  
 Chief Engineer ..... R. J. Rockwell

**Coverage**

Data unavailable at time of going to press.

**Representative**

Transamerican Broadcasting and Television  
 Corp.

**W S A I**

"CINCINNATI'S OWN STATION"  
**CINCINNATI—EST. 1928**  
 NATIONAL BROADCASTING CO.

FREQUENCY: 1330 Kc. POWER: 5000 Watts,  
 OWNED BY: Crosley Radio Corp. OPERATED  
 BY: Same. BUSINESS ADDRESS: 1329 Arling-  
 ton St. PHONE: Kirby 4800. STUDIO ADDRESS:  
 Same. TRANSMITTER LOCATION: Near Mt.  
 Healthy, Ohio. TIME ON THE AIR: 6:00 A.M.  
 to 2:00 A.M. (daily); 8:00 A.M. to 2:00 A.M.  
 (Sunday). NEWS SERVICES: International News  
 Service, United Press. MAINTAINS ARTISTS'  
 BUREAU. TRANSCRIPTION SERVICE: Asso-  
 ciated.

**Personnel**

President ..... Powel Crosley, Jr.  
 Vice-President..... James D. Shouse  
 General Manager..... Dewey H. Long  
 Sales Manager..... Arch Grinald  
 Artists' Bureau Head..... George Biggar  
 Chief Announcer ..... Peter Grant  
 News Editor..... J. N. Bailey  
 Program Director..... Clair Shadwell  
 Musical Directors..... William Stoess,  
 Josef Cherniavsky  
 Chief Engineer ..... R. J. Rockwell

**Coverage**

Station was in the process of changing both  
 site and number of broadcasting towers at  
 time of going to press and new estimates were  
 unavailable.

**Representative**

International Radio Sales

**W C L E**

**CLEVELAND—EST. 1927**

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 610 Kc. POWER: 500 Watts.  
 OWNED BY: United Broadcasting Co. OPER-  
 ATED BY: United Broadcasting Co. BUSINESS  
 ADDRESS: 1311 Terminal Tower. PHONE:  
 Prospect 5800. STUDIO ADDRESS: 1311 Ter-  
 minal Tower; Higbee Bldg. TRANSMITTER LO-  
 CATION: Seven Hills. TIME ON THE AIR:  
 6:45 A.M. to local sunset. NEWSPAPER AF-  
 FILIATION: Cleveland Plain Dealer. NEWS  
 SERVICE: United Press. MAINTAINS ARTISTS'  
 BUREAU. TRANSCRIPTION SERVICE: Lang-  
 worth, Davis & Schwegler.

**Personnel**

President..... John S. McCarrens  
 Vice-President and Station  
 Manager..... H. K. Carpenter  
 Sales Manager..... K. K. Hackathorn  
 Program Director..... Russell Richmond  
 Merchandising and Advertising  
 Manager..... Robert Greenberg  
 Continuity Director..... Leslie Biehl  
 Production Manager..... Norman Drysdale  
 Chief Announcer..... Alan Jenkins  
 Publicity Director..... Milton Hill  
 Musical Supervisor..... Louis Rich  
 Musical Director..... Willard Pott  
 Chief Engineer..... E. L. Gove

**Coverage**

	Daytime
Population—Primary .....	2,290,135
Radio Homes— " .....	749,531
Source: U. S. Census; Joint Committee.	

**Representative**

Radio Advertising Corp.

**W G A R**

"CLEVELAND'S FRIENDLY STATION"  
**CLEVELAND—EST. 1930**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1450 Kc. POWER: 5000 Watts,  
 d.; 1000 Watts, n. OWNED BY: WGAR Broad-  
 casting Co. OPERATED BY: WGAR Broad-  
 casting Co. BUSINESS ADDRESS: Hotel Statler.  
 PHONE: Prospect 0200. STUDIO ADDRESS:  
 Hotel Statler. TRANSMITTER LOCATION: 1000  
 Harvard Ave., Cuyahoga Heights. TIME ON  
 THE AIR: 6:30 A.M. to 2:00 A.M. NEWS  
 SERVICE: International News Service. MAIN-  
 TAINS ARTISTS' BUREAU. TRANSCRIPTION  
 SERVICE: World Library, NAB Library, Davis  
 & Schwegler.

**Personnel**

President..... George A. Richards  
 Vice President-General Manager.. John F. Patt  
 Assistant Manager in Charge  
 of Sales..... Eugene Carr  
 Local Sales Manager..... Harry Camp  
 Editorial Director..... Ellis VanderPyl  
 Public Relations Director... Maurice Condon  
 Program Director..... Carl George  
 Production Manager..... David Baylor  
 Chief Announcer..... Wayne Mack  
 Artists' Bureau Head..... Worth Kramer  
 Musical Director..... Walberg Brown  
 Chief Engineer..... R. Morris Pierce

**Coverage**

	Daytime	Evening
Population—Primary .....	2,221,256	1,676,774
Radio Homes— " .....	539,988	409,103
Source: Field intensity measurements.		

**Representative**

Edward Petry & Co.

# WTAM

CLEVELAND

## HAS THE PROGRAMS

**10 Out of 16 Leaders in Radio Daily's  
Third Annual Poll of Writers—Critics**

*Entertainers*

**JACK BENNY**

*Programs*

**JELL-O PROGRAM**

*Female Vocalist—Popular*

**CONNIE BOSWELL**

*Male Vocalist—Popular*

**BING CROSBY**

*Sports Commentators*

**BILL STERN**

*Dance Bands*

**GUY LOMBARDO**

*Serials*

**ONE MAN'S FAMILY**

*Female Vocalist—Classical*

**MARGARET SPEAKS**

*Male Vocalist—Classical*

**NELSON EDDY**

*Favorite Comedian*

**JACK BENNY**

**8 Out of the First 10 Entertainers  
7 Out of the First 10 Programs**

*ENTERTAINERS*

- 1st • Jack Benny . . . . . WTAM
- 2nd • Edgar Bergen . . . . . WTAM
- 3rd • Fred Allen . . . . . WTAM
- 4th • Bing Crosby . . . . . WTAM
- 5th • Bob Hope . . . . . WTAM
- 6th • Kay Kyser . . . . . WTAM
- 7th • Fibber Mc Gee & Molly . . . . . WTAM
- 8th • Orson Welles . . . . .
- 9th • Alec Templeton . . . . . WTAM
- 10th • Kate Smith . . . . .

*PROGRAMS*

- 1st • Jell-O Program . . . . . WTAM
- 2nd • Chase & Sanborn Program . . . . . WTAM
- 3rd • Kraft Music Hall . . . . . WTAM
- 4th • Information Please . . . . .
- 5th • Fred Allen Show . . . . . WTAM
- 6th • Bob Hope Program . . . . . WTAM
- 7th • Lux Radio Theatre . . . . .
- 8th • Ford Sunday Evening Hour . . . . .
- 9th • Kay Kyser's College . . . . . WTAM
- 10th • Good News of 1940 . . . . . WTAM

*These results are just one more explanation why WTAM usually  
has as many listeners as all other Cleveland stations put together.*

VERNON H. PRIBBLE, MANAGER

RED NETWORK • CLEAR CHANNEL • 1070 KC • 50,000 WATTS  
THE NATIONAL BROADCASTING COMPANY • A RADIO CORPORATION OF AMERICA SERVICE

**W H K**

"CLEVELAND'S PIONEER STATION"

**CLEVELAND—EST. 1921**

NBC—(BLUE) MUTUAL

FREQUENCY: 1390 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: United Broadcasting Co. OPERATED BY: United Broadcasting Co. BUSINESS ADDRESS: 1311 Terminal Tower. PHONE: Prospect 5800. STUDIO ADDRESS: 1311 Terminal Tower; Higbee Bldg. TRANSMITTER LOCATION: Seven Hills. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

**Personnel**

President.....John S. McCarrens  
 Vice President and  
 Station Manager.....H. K. Carpenter  
 Sales Manager.....K. K. Hackathorn  
 Program Director.....Russell Richmond  
 Merchandising and Advertising  
 Manager.....Robert Greenberg  
 Continuity Director.....Leslie Biehl  
 Production Manager.....Norman Drysdale  
 Chief Announcer.....Alan Jenkins  
 Publicity Director.....Milton Hill  
 Musical Supervisor.....Louis Rich  
 Musical Director.....Willard Pott  
 Chief Engineer.....E. L. Gove

**Coverage**

	Daytime
Radio Homes—Primary .....	672,123
Source: Joint Committee.	

**Representative**

Radio Advertising Corp.

**W T A M****CLEVELAND—EST. 1923**

NATIONAL BROADCASTING CO.

(BASIC RED)

FREQUENCY: 1070 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 815 Superior Ave., N. E. PHONE: Cherry 0942. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Brecksville Village. TIME ON THE AIR: 5:59 A.M. to 1:00 A.M. (daily). 6:59 A.M. to 1:00 A.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

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

**Coverage**

	Daytime	Evening
Population—Primary .....	5,344,000	4,628,000
Radio Homes— " .....	1,253,600	1,103,100
Population—Secondary .....	6,758,800	9,702,600
Radio Homes— " .....	1,527,200	2,217,200

Source: NBC Statistical Department; Joint Committee: U. S. Census.

**Representative**

National Broadcasting Co., Inc.

**W B N S****COLUMBUS—EST. 1922**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: WBNS, Inc. OPERATED BY: WBNS, Inc. BUSINESS ADDRESS: 33 No. High St. PHONE: Adams 9265-7. STUDIO ADDRESS: 33 No. High St. TRANSMITTER LOCATION: 1035 Barnett Rd. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music.

**Personnel**

President.....Robert H. Wolfe  
 Station Manager.....Richard A. Borel  
 Sales and Commercial Manager.....W. I. Orr  
 Program Director.....Jack Price  
 Chief Announcer.....Irwin A. Johnson  
 Publicity Director.....Jerome R. Reeves  
 Musical Director.....Lowell Riley  
 Chief Engineer.....Lester H. Natzger

**Coverage**

	Daytime	Evening
Population—Primary .....	1,126,194	451,000
Radio Homes— " .....	255,440	113,000
Population—Secondary .....	2,297,200	713,000
Radio Homes— " .....	498,890	160,990

Source: Field intensity measurements.

**Representative**

John Blair &amp; Company

**W C O L****COLUMBUS—EST. 1934**

NBC—(RED &amp; BLUE)

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

**Personnel**

President.....K. B. Johnston  
 Station Manager.....Neal Smith  
 Production Manager.....Wallace Beavers  
 Sales Manager.....Jack Kelly  
 Program Director.....Ed Bronson  
 Chief Engineer.....Ernest Lowe

**Coverage**

	Daytime	Evening
Population—Primary	390,000	390,000
Radio Homes—	98,500	98,500

Source: U. S. Census.

**Representative**

Weed & Co.

**W H K C**

"THE VOICE OF OHIO"  
COLUMBUS—EST. 1921

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 640 Kc. POWER: 500 Watts.  
OWNED BY: United Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 22 E. Gay St. PHONE: Adams 1101. STUDIO ADDRESS: 22 East Gay St. TRANSMITTER LOCATION: Sharon Road. TIME ON THE AIR: 6:30 A.M. to sundown Los Angeles Time. NEWSPAPER AFFILIATION: Station is owned by the United Broadcasting Co. which is owned and operated by the Cleveland Plain Dealer. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

**Personnel**

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

Chief Engineer.....J. E. Anderson

**Coverage**

	Daytime	Evening
Population—Primary	1,845,822	1,845,822
Radio Homes—	390,500	390,500

Source: U. S. Census.

**Representative**

Radio Advertising Corp.

**W O S U**

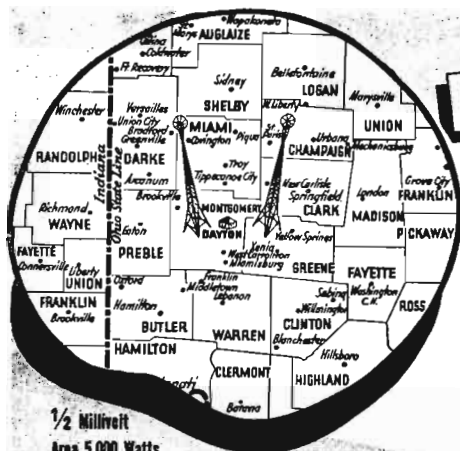
COLUMBUS—EST. 1922

MBS (Sustaining only)

FREQUENCY: 570 Kc. POWER: 1000 watts.  
OWNED BY: Ohio State University. OPERATED BY: Ohio State University. BUSINESS ADDRESS: Communications Laboratory. PHONE: University 148. STUDIO ADDRESS: Ohio State University Campus. TRANSMITTER LOCATION: University Golf Course. TIME ON THE AIR: 40 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

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



**BRIGHT SPOT**  
*Any Year...Any Time*

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

**WHIO**

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

# WHIO

"TEST STATION OF THE NATION"  
"ALWAYS A GOOD SHOW ON WHIO"  
**DAYTON—EST. 1935**

(CBS-BASIC)

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

## Personnel

Manager.....James Le Gate  
Commercial Manager.....D. A. Brown  
Production Manager.....Arch Robb  
Program Director.....Lester Spencer  
Chief Engineer.....Ernest L. Adams

## Coverage

	Daytime	Evening
Population—Primary	167,100	128,300
Radio Homes—"	141,170	113,430
Population—Secondary	1,165,800	549,700
Radio Homes—"	1,028,940	490,550

Source: CBS Listeners and Dealers Survey.

## Representative

George P. Hollingsbery Co.

# WING

**DAYTON—EST. 1922**

NATIONAL BROADCASTING CO.

FREQUENCY: 1380 Kc. POWER: 500 watts, d.; 250 watts, n. OWNED BY: WSMK, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Loew Theatre Bldg., 121 N. Main. PHONE: Adams 3288-9. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Xenia Pike. TIME ON THE AIR: 5:45 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

General Manager.....Ronald B. Woodyard  
Sales Manager.....Jack Thornquest  
Production and Program Manager.....Walter Patterson  
Musical Director.....Charles Reeder  
Chief Engineer.....Paul Braden

## Coverage

	Daytime	Evening
Population—Primary	573,800	369,500
Radio Homes—"	146,260	92,170
Population—Secondary	412,346	219,345

Source: Station survey.

## Representative

International Radio Sales

# WLOK

**LIMA—EST. 1936**

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Fort Industry Co. OPERATED BY: Herbert Lee Biye. BUSINESS ADDRESS: Lima Trust Bldg. PHONE: Main 1316. STUDIO ADDRESS: Lima Trust Bldg. TRANSMITTER LOCATION: 1424 Rice Ave. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

## Personnel

Managing Director-Commercial  
Manager.....Don Ioset  
Program Director.....Howard Donahoe  
Chief Engineer.....Russell Shettler

## Coverage

Population—Primary	291,118
Radio Homes—"	76,877

Source: Signal strength and mail response survey.

# WMAN

**MANSFIELD—EST. 1939**

FREQUENCY: 1370 Kc. POWER: 250 watts OWNED BY: Richland, Inc. OPERATED BY: Richland, Inc. BUSINESS ADDRESS: Ohio Theatre Bldg., 140 Park Ave., West. STUDIO ADDRESS: Ohio Theatre Bldg., 140 Park Ave., West. TRANSMITTER LOCATION: Longview and North Main St. TIME ON THE AIR: 7:00 A.M. to 5:00 P.M. except Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President.....George Satterlee  
Vice-President.....Clyde Kessel  
Secretary-Treasurer.....John Weimer  
Managing Director.....Marie W. Vandegrift  
Musical Director.....Earl Black  
Program Director.....Gwen Fields  
News Editor.....Chester Cook

# WPA Y

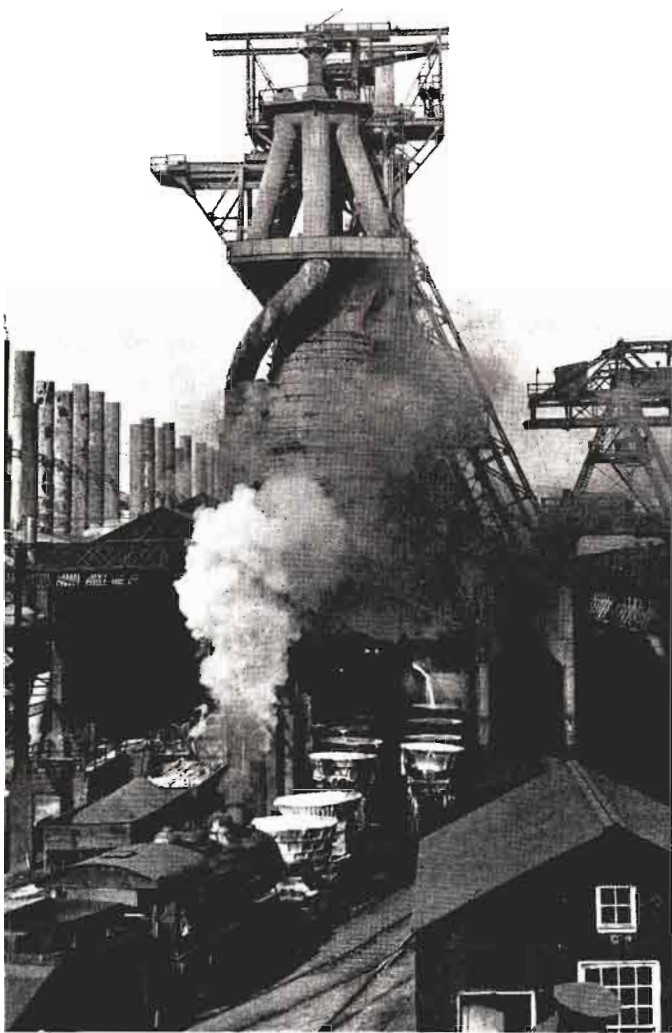
"THE VOICE OF SOUTHERN OHIO"  
**PORTSMOUTH—EST. 1935**

FREQUENCY: 1370 Kc. POWER: 100 watts. OWNED BY: Vee Bee Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1007 Gallia St. PHONE: 1011. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 821 Chillicothe St. TIME ON THE AIR: 7:00 A.M. to 9:30 P.M.; Sunday, 9:30 A.M. to 8:30 P.M. NEWSPAPER AFFILIATION: Portsmouth Repository (Brush-Moore, Inc.). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President.....Chester B. Thompson  
General Manager.....Ralph H. Patt, Jr.  
Program Director.....Robert Horn  
Chief Engineer.....Maurice Myers

# Business Is Good in Youngstown



Cover this rich market (31st in the United States in point of wages paid in 1937) with

**W**  
**F**  
**M**  
**J**

The Station All  
Youngstown  
Listens To

**W F M J** • Youngstown, Ohio

National Representatives: Headley-Reed Co.  
Graybar Building, New York City

New York

• Chicago

• Detroit

• Atlanta



# WHIZ

ZANESVILLE—EST. 1924  
 NATIONAL BROADCASTING CO.  
 FREQUENCY: 1210 Kc. POWER: 100 watts.  
 (C.P. 250 watts). OWNED BY: WALR Broad-  
 casting Corp. OPERATED BY: WALR Broad-  
 casting Corp. BUSINESS ADDRESS: 48-52  
 North Fifth St., Lind Arcade. PHONE: 5044.  
 STUDIO ADDRESS: 48-52 North Fifth St., Lind  
 Arcade. TRANSMITTER LOCATION: Newark  
 Road. TIME ON THE AIR: 7:00 A.M. to 12:00  
 midnight. NEWS SERVICE: International News  
 Service. MAINTAINS ARTISTS' BUREAU.

TRANSCRIPTION SERVICE: Standard Radio,  
 Davis & Schwegler.

## Personnel

Managing Director.....Stanton P. Kettler  
 Program Director and Assistant Manager,  
 Allen L. Haid  
 Chief Engineer.....Wm. Hunt

## Coverage

	Daytime	Evening
Population—Primary .....	150,000	65,000
Population—Secondary ..	230,000	100,000

Source: U. S. Census.

## Representative

John Blair & Co.

# OKLAHOMA

Population 2,548,000

Number of Families 619,000

Number of Radio Homes 454,300

Retail Sales \$478,272,300

Auto Registrations 553,062

# KADA

"GATEWAY TO OKLAHOMA'S VACATION  
 LAND"

ADA—EST. 1934

MUTUAL—OKLAHOMA NETWORK  
 FREQUENCY: 1200 Kc. POWER: 100 Watts.  
 OWNED BY: Dr. C. C. Morris. OPERATED BY:  
 Dr. C. C. Morris. BUSINESS ADDRESS: High-  
 way No. 48, north of Ada. PHONE: 1212.  
 STUDIO ADDRESS: Highway No. 48, north of  
 Ada. TRANSMITTER LOCATION: Same. TIME  
 ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS  
 SERVICE: Transradio Press.

## Personnel

Owner.....Dr. C. C. Morris  
 Station and Commercial  
 Manager.....John M. Whitney  
 Chief Announcer and  
 Publicity Director.....Russell Miller  
 Chief Engineer.....Leiland Seay

## Coverage

	Daytime	Evening
Population—Primary .....	225,000	150,000
Radio Homes— " .....	48,000	27,000

Source: U. S. Census.

## Representative

Arthur H. Hagg & Associates

# KVSO

"VOICE OF SOUTHERN OKLAHOMA"  
 ARDMORE—EST. 1935

FREQUENCY: 1210 Kc. POWER: 250 Watts,  
 d.; 100 Watts, n. OWNED BY: Ardmoreite  
 Pub. Co. OPERATED BY: Ardmoreite Pub.

Co. BUSINESS ADDRESS: 114-18 N. Washing-  
 ton. PHONE: 3030. STUDIO ADDRESS: Chick-  
 asaw and N. W. Blvd. TIME ON THE AIR:  
 7:00 A.M. to 11:00 P. M. NEWSPAPER AF-  
 FILIATION: Daily Ardmoreite. NEWS SER-  
 VICE: Associated Press (Non-Commercial).  
 TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

General Manager.....Albert Riesen  
 Station Manager.....James Griffith  
 Commercial Manager.....T. E. "Pat" Perrin  
 Chief Announcer.....Paul Duncan  
 Musical Director.....Dolly Dutton  
 Chief Engineer.....Paul Ross

## Coverage

	Daytime	Evening
Population—Primary .....	202,413	110,184
Radio Homes— " .....	31,668	18,243
Population—Secondary ..	221,559	135,721
Radio Homes— " .....	33,533	19,286

Source: U. S. Census; Joint Committee.

# KASA

ELK CITY—EST. 1932

FREQUENCY: 1210 Kc. POWER: 100 watts.  
 OWNED BY: E. M. Woody. OPERATED BY:  
 E. M. Woody. BUSINESS ADDRESS: Casa  
 Grande Hotel. PHONE: 730. STUDIO AD-  
 DRESS: Elk City. TRANSMITTER LOCATION:  
 Casa Grande Hotel. TIME ON THE AIR: 6:30  
 A.M. to 9:00 P.M. NEWS SERVICE: Trans-  
 radio Press.

## Personnel

President.....E. M. Woody  
 Station Manager.....F. E. Mayhew  
 Chief Engineer.....Geo. Patterson



**K C R C**

"THE VOICE OF THE WHEAT BELT"  
ENID—EST. 1928

MUTUAL and OKLAHOMA NETWORK  
FREQUENCY: 1360 Kc. POWER: 250 Watts.  
OWNED BY: Enid Radiophone Co. OPERATED  
BY: Enid Radiophone Co. BUSINESS AD-  
DRESS: Willow & Kennedy Sts. PHONE: 447-8.  
STUDIO ADDRESS: Willow & Kennedy Sts.  
TRANSMITTER LOCATION: Willow & Kennedy  
Sts. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M.  
NEWSPAPER AFFILIATIONS: Enid Morning  
News, Enid Daily Eagle. NEWS SERVICE:  
Associated Press (Non-Commercial). TRAN-  
SCRIPTION SERVICE: World Broadcasting  
System.

**Personnel**

President.....M. C. Garber  
Station Manager.....Milton B. Garber  
Advertising Manager.....James S. Stuart  
Artists' Bureau Head.....Keith Painton  
Sales Manager.....H. P. Hale  
Publicity Director.....Glen Williams  
Musical Director.....Mabel Waken  
Chief Engineer.....A. B. Clopton

**Coverage**

Population—Primary ..... 270,700  
Radio Homes— " ..... 44,700  
Population—Secondary ..... 761,700  
Radio Homes— " ..... 134,000

Source: Station survey.

**Representative**

Burn-Smith Co.

**K B I X**

MUSKOGEE—EST. 1936

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

**Personnel**

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

**Coverage**

Population—Primary ..... 371,000  
Radio Homes— " ..... 53,000

Source: Mail response analysis.

**Representative**

The Branham Co.

**W N A D**

"THE VOICE OF SOONERLAND"  
NORMAN—EST. 1922

FREQUENCY: 1010 Kc. POWER: 1000 Watts.  
OWNED BY: University of Oklahoma. OP-  
ERATED BY: University of Oklahoma (extension  
division). BUSINESS ADDRESS: University of  
Oklahoma. PHONE: 900 — Stations, 123 and  
124. STUDIO ADDRESS: University of Okla-  
homa. TRANSMITTER LOCATION: University  
of Oklahoma. TIME ON THE AIR: Monday—  
3:00 to 3:30 P.M.; Tuesday and Thursday—  
2:00 to 3:00 P.M., 7:15 to 9:15 P.M.; Wednesday  
—2:00 to 3:00 P.M., 8:15 to 9:15 P.M. NEWS  
SERVICE Local Campus news through cour-  
tesy of the "Oklahoma Daily." Christian Sci-  
ence Monitor.

**Personnel**

Station Director.....Homer Heck  
Director of Production.....H. H. Leake  
Chief Engineer.....Clyde Farrar

**K O C Y**

OKLAHOMA CITY—EST. 1923

FREQUENCY: 1310 Kc. POWER: 250 Watts.  
OWNED BY: Plaza Court Broadcasting Co.  
OPERATED BY: Plaza Court Broadcasting Co.  
BUSINESS ADDRESS: Plaza Court. STUDIO  
ADDRESS: Same. TRANSMITTER LOCATION:  
Oklahoma City. TIME ON THE AIR: 17 hours  
daily. NEWS SERVICE: United Press. TRAN-  
SCRIPTION SERVICE: Lang-Worth, Associated,  
C. P. MacGregor.

**Personnel**

Manager.....M. H. Bonnebrake  
Commercial Manager.....Sam D. Jones  
Production Manager.....Marvin Krause

**Coverage**

	Daytime	Evening
Population—Primary .....	352,507	352,507
Radio Homes— " .....	72,511	

Source: Field strength survey.

**K O M A**

OKLAHOMA CITY—EST. 1932  
(as KFJF—1923)

COLUMBIA BROADCASTING SYSTEM  
OKLAHOMA METROPOLITAN LINE  
FREQUENCY: 1480 Kc. POWER: 5000  
Watts. OWNED BY: KOMA, Inc. OPERATED  
BY: Same. BUSINESS ADDRESS: Biltmore Hotel.  
PHONE: 2-3291-2-3. STUDIO ADDRESS: Biltmore  
Hotel. TRANSMITTER LOCATION: 7½ miles  
N. E. of Oklahoma City on Highway No. 66.  
TIME ON THE AIR: 6:00 A.M. to Midnight  
(daily); 8:00 A.M. to midnight (Sunday). NEWS  
SERVICE: United Press. TRANSCRIPTION  
SERVICE: World Broadcasting System. MAIN-  
TAINS ARTISTS' BUREAU.

**Personnel**

President.....J. T. Griffin  
 Station Manager.....Neal Barrett  
 Commercial Manager.....Jack Howell  
 Director of Promotion.....Bill Anderson  
 Program Director.....Wilbur Lukenbill  
 Accountant.....Marie Green  
 Musical Director.....Paul Christenson  
 Chief Engineer.....M. W. Thomas

**Coverage**

Population—Primary ..... 1,407,200  
 Radio Homes— " ..... 254,730  
 Population—Secondary ..... 938,400  
 Radio Homes— " ..... 170,470

Source: CBS Research Department.

**Representative**

Free & Peters, Inc.

**K T O K**

OKLAHOMA CITY—EST. 1927

NBC-BLUE

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1370 Kc. POWER: 250 watts.

OWNED BY: Oklahoma Broadcasting Co., Inc.

OPERATED BY: Harold V. Hough. BUSINESS

ADDRESS: 1800 W. Main. PHONE: 3-8352-3.

STUDIO ADDRESS: Same. TRANSMITTER LO-

CATION: Same. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio Library, Lang-Worth.

**Personnel**

President .....Harold V. Hough  
 Station Manager.....Kenyon M. Douglass  
 Commercial Manager .....Tom Johnson  
 Program Director.....Harold Shreve  
 Publicity Director.....Paul Buenning  
 Chief Engineer.....Bernard Tullius

**Coverage**

	Daytime	Evening
Population—Primary	561,010	561,010
Radio Homes— " "	114,200	114,200

Source: Joint Committee.

**Representative**

Burn-Smith Co.

**W K Y**

OKLAHOMA CITY—EST. 1928

NATIONAL BROADCASTING COMPANY

FREQUENCY: 900 Kc. POWER: 5000 Watts.

d.; 1000 Watts, n. OWNED BY: Oklahoma

Pub. Co. OPERATED BY: WKY Radiophone

Co. BUSINESS ADDRESS: Skirvin Tower.

PHONE: 3-4306—5-4406. STUDIO ADDRESS:

Skirvin Tower. TRANSMITTER LOCATION:

" the oil capital of the World "

**KVOO**

tulsa

KVOO has the pass-key to the southwest's great Oil Bowl, for within 75 miles of Tulsa lie 40% of Oklahoma's population and 44% of Oklahoma's actual retail sales. KVOO alone covers this area effectively, and, in addition, has primary coverage counties in Kansas, Missouri and Arkansas.



25,000 WATTS — BOTH N. B. C. NETWORKS — EDWARD PETRY, Inc., Rep.

Nine miles out on highway No. 66. **TIME ON THE AIR:** 6:00 A.M. to midnight. **NEWSPAPER AFFILIATIONS:** The Daily Oklahoman, Oklahoma City Times. **NEWS SERVICE:** Associated Press (Non-Commercial). **TRANSCRIPTION SERVICES:** NBC Thesaurus, Standard Supplementary Library. **MAINTAINS ARTISTS' BUREAU.**

**Personnel**

President..... E. K. Gaylord  
 Secretary-Treasurer..... Edgar T. Bell  
 Station Manager..... Gayle V. Grubb  
 Commercial Manager..... R. E. Chapman  
 Special Events Director-Chief Announcer,  
 John C. Shafer  
 Musical Director..... Allan Clark  
 Chief Engineer ..... Herman Lovell

**Coverage**

	Daytime	Evening
Population—Primary ....	1,624,799	942,547
Radio Homes— " .....	243,578	146,401
Population—Secondary ..	169,902	
Radio Homes— " .....	21,500	

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

**Representative**

The Katz Agency

**K H B G**

"SERVING EASTERN OKLAHOMA"  
**OKMULGEE—EST. 1937**

**FREQUENCY:** 1210 Kc. **POWER:** 250 watts. **OWNED BY:** Okmulgee Broadcasting Corp. **OPERATED BY:** Okmulgee Broadcasting Corp. **BUSINESS ADDRESS:** Parkinson Hotel. **PHONE:** 3646. **STUDIO ADDRESS:** Parkinson Hotel. **TRANSMITTER LOCATION:** 20th and S. Okmulgee Sts. **TIME ON THE AIR:** Unlimited license. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** Standard Radio.

**Personnel**

President-Manager..... Pat Buford  
 Secretary-Treasurer and Commercial  
 Manager ..... Lucille Buford  
 Chief Engineer..... A. F. Schultz

**Coverage**

Population—Primary .....	158,000
Radio Homes— " .....	33,200
Population—Secondary .....	409,500
Radio Homes— " .....	82,000

Source: Station survey.

**W B B Z**

"THE VOICE OF NORTHERN OKLAHOMA"  
**PONCA CITY—EST. 1928**

**FREQUENCY:** 1200 Kc. **POWER:** 250 watts. **OWNED BY:** Estate of C. L. Carrell. **OPERATED BY:** Adelaide Lillian Carrell, Executrix. **BUSINESS ADDRESS:** 615 West Grand Ave. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Ponca City. **TIME ON THE AIR:** 7:00 A.M. to 10:00 P.M. **NEWS SERVICE:** United Press.

**TRANSCRIPTION SERVICE:** Standard Radio. **MAINTAINS ARTISTS' BUREAU.**

**Personnel**

Managing Director ..... A. L. Carrell  
 Commercial Manager..... Frank J. Lynch  
 Program Director ..... Ted Compton  
 Promotion and Publicity Manager,  
 W. L. Stevens

**Coverage**

Population—Primary .....	420,000
Radio Homes— " .....	65,400

Source: Station survey.

**Representative**

Joseph Hershey McGillvra

**K G F F**

**SHAWNEE—EST. 1927**

**MUTUAL and OKLAHOMA NETWORK**  
**FREQUENCY:** 1420 Kc. **POWER:** 250 watts. **OWNED BY:** KGFF Broadcasting Co., Inc. **OPERATED BY:** KGFF Broadcasting Co., Inc. **BUSINESS ADDRESS:** Aldridge Hotel. **PHONE:** 4390. **STUDIO ADDRESS:** Aldridge Hotel. **TRANSMITTER LOCATION:** Shawnee Country Club. **TIME ON THE AIR:** 7:00 A.M. to midnight. **NEWSPAPER AFFILIATIONS:** Shawnee Morning News, Shawnee Evening Star, Stauffer Publications, Inc. **NEWS SERVICE:** Associated Press.

**Personnel**

President..... Oscar Stauffer  
 Secretary-Treasurer and General Manager,  
 Joseph W. Lee  
 Commercial Manager..... Weldon Stamps  
 Chief Announcer..... Frank Jackson  
 Publicity Director..... Maxine Eddy  
 Chief Engineer..... John Molloy

**Coverage**

	Daytime	Evening
Population—Primary ....	437,563	179,931
Radio Homes— " .....	89,250	34,040

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

**Representative**

Arthur H. Hagg & Associates

**K O M E**

**TULSA—EST. 1938**

**MUTUAL BROADCASTING SYSTEM—OKLAHOMA NETWORK**  
**FREQUENCY:** 1310 Kc. **POWER:** 250 watts. **OWNED BY:** Oil Capital Sales Corp. **OPERATED BY:** Oil Capital Sales Corp. **BUSINESS ADDRESS:** Radio Bldg., 910 S. Boston. **PHONE:** 3-4121. **STUDIO ADDRESS:** Radio Bldg., Berryhill Bldg., Sapulpa. **PHONE:** 462. **TRANSMITTER LOCATION:** 3904 S. Newport, Tulsa. **TIME ON THE AIR:** 6:00 A.M. to 12:00 Midnight. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** Standard Radio.

# 5000 WATTS FULL TIME

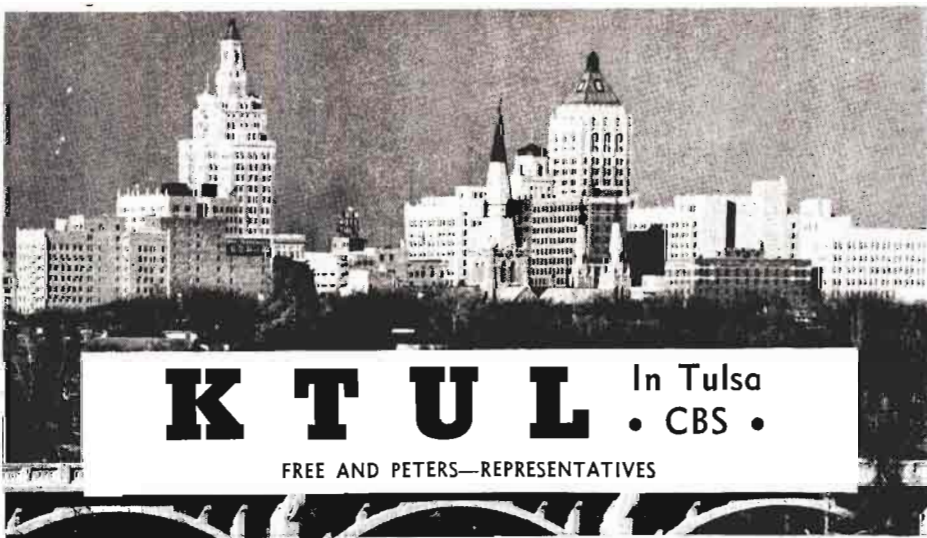
## BUSINESS IS UP IN THIS RICH MARKET!

. . . Home building in Tulsa doubled—best since 1929—leads Oklahoma and the southwest — \$500,000 expansion started at Textile Mills . . . Two new \$100,000 apartment buildings started . . . \$1,600,000 expansion completed, Mid-Continent Refinery starts another \$2,500,000 expansion.

YES, BUSINESS IS GOOD IN THE  
KTUL AREA!

Remember also

Within a 75 mile radius of KTUL lies 28% of Oklahoma's area, 43% of Oklahoma's buying power plus 44% of Oklahoma's actual retail sales!



# KTUL

In Tulsa  
• CBS •

FREE AND PETERS—REPRESENTATIVES

**Personnel**

President ..... Harry Schwartz  
 General Manager..... Jack Neil  
 Commercial Manager..... Harold Grimes  
 Program Director..... R. H. Latting  
 Chief Engineer..... James F. Manship

**Representative**  
 Allied Representation Co.

**KTUL**

"YOUR FRIENDLY COLUMBIA STATION"  
 TULSA—EST. 1934

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 1400 Kc. POWER: 5000 watts.  
 OWNED BY: J. T. Griffin. OPERATED BY:  
 Tulsa Broadcasting Co., Inc. BUSINESS AD-  
 DRESS: National Bank of Tulsa Bldg. PHONE:  
 4-8188. STUDIO ADDRESS: Same. TRANS-  
 MITTER LOCATION: Route No. 8, Tulsa. TIME  
 ON THE AIR: 18 hours daily. NEWS SERVICE:  
 United Press. TRANSCRIPTION SERVICE: C. P.  
 MacGregor.

**Personnel**

President..... J. T. Griffin  
 Vice President-General  
 Manager..... Wm. C. Gillespie  
 Commercial Manager..... Lawson Taylor  
 Program Director..... Vivian Sandler  
 Continuity Chief..... Ray Sollars  
 Promotion & Publicity  
 Director..... John Esau  
 Chief Engineer..... Nathan Wilcox

**Coverage\***

Population—Primary ..... 682,600†  
 Radio Homes— " ..... 138,424†  
 Population—Secondary ..... 1,321,374‡  
 Radio Homes— " ..... 284,760‡

\*No evening figures available; station has  
 been granted power increase.

†Within .5 Millivolt area.

‡Regular listening area.

Source: Field intensity measurements; De-  
 partment of Commerce; mail response analysis.

**Representative**  
 Free & Peters, Inc.

**KVOO**

"THE MOST POWERFUL STATION BE-  
 TWEEN ST. LOUIS, DALLAS AND DENVER"  
 TULSA—EST. 1926

NATIONAL BROADCASTING COMPANY  
 FREQUENCY: 1140 Kc. POWER: 25,000  
 Watts. OWNED BY: Southwestern Sales Corp.  
 OPERATED BY: Southwestern Sales Corp.  
 BUSINESS ADDRESS: Phillower Bldg. PHONE:  
 2-2254. STUDIO ADDRESS: Phillower Bldg.  
 TRANSMITTER LOCATION: 11 miles east of  
 Tulsa, Highway 66. TIME ON THE AIR: Un-  
 limited Schedule. NEWS SERVICES: Interna-  
 tional News Service, United Press. TRAN-  
 SCRPTION SERVICES: World Broadcasting  
 System, Lang-Worth. MAINTAINS ARTISTS'  
 BUREAU.

**Personnel**

President ..... P. Q. Proctor  
 Vice President-General  
 Manager..... William B. Way  
 Commercial Manager..... Willard Egolf  
 Program Director..... Norvell Slater  
 Continuity Editor..... James Randolph  
 News Editor ..... Ken Miller  
 Publicity Director..... Allan Page  
 Chief Announcer..... Eddie Coontz  
 Artists' Bureau Manager..... Herald Goodman  
 Chief Engineer..... L. W. Stinson

**Coverage**

Population—Primary ..... 2,184,058  
 Radio Homes— " ..... 418,890  
 Population—Secondary ..... 2,191,598  
 Radio Homes— " ..... 437,780

Source: Joint Committee.

**Representative**

Edward Pety & Company  
 (See Page 488)

**OREGON**

Population 1,027,000

Number of Families 299,000

Number of Radio Homes 285,400

Retail Sales \$369,436,100

Auto Registrations 367,432

**KAST**

"THE VOICE OF COLUMBIA"

ASTORIA—EST. 1935

FREQUENCY: 1200 Kc. POWER: 250 watts.  
 OWNED BY: Astoria Broadcasting Co. OPER-  
 ATED BY: Astoria Broadcasting Co. BUSINESS  
 ADDRESS: 1006 Taylor Ave. PHONE: 95. STU-  
 DIO ADDRESS: 1006 Taylor Ave. TRANSMIT-

TER LOCATION: 1006 Taylor Ave. TIME ON  
 THE AIR: 7:00 A.M. to 8:30 P.M. NEWSPAPER  
 AFFILIATION: Astorian-Budget. TRANSCRIP-  
 TION SERVICE: Standard Radio, Lang-Worth.

**Personnel**

President..... M. R. Chessman  
 Station Manager..... James C. Wallace  
 Commercial Manager..... Frank E. Marrion  
 Musical Director..... Sylvia Chandler  
 Chief Engineer..... Lawrence King

**Coverage**

Population—Primary ..... 60,000  
 Radio Homes— " ..... 15,000  
 Source: Station survey.

**Representatives**

Cox & Tanz and Walter Biddick

**KBKR**

**BAKER—EST. 1939**

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Louis P. Thornton. OPERATED BY: Same. BUSINESS ADDRESS: Baker Loan & Trust Co. Bldg. STUDIO ADDRESS: Baker Loan & Trust Co. Bldg. TRANSMITTER LOCATION: East "H" St. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M., daily; 9:00 A.M. to 9:00 P.M., Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

Owner ..... Louis P. Thornton  
 Resident Manager ..... Ellwood W. Lippincott  
 Sales Manager ..... Fred H. Pelger  
 Program Director ..... Herbert H. Haley  
 Chief Engineer ..... Robert B. Sutton

**KBND**

**"THE VOICE OF CENTRAL OREGON"  
 BEND—EST. 1938**

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: The Bend Bulletin. OPERATED BY: The Bend Bulletin. BUSINESS ADDRESS: 1121 Wail St. PHONE: 848. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 8:30 P.M. NEWSPAPER AFFILIATION: The Bend Bulletin. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Station Manager ..... Frank H. Loggan  
 Commercial Manager ..... Chet Wheeler  
 Chief Technician ..... Gene Lovejoy

**Coverage**

	Daytime	Evening
Population—Primary	20,000	20,000
Radio Homes— " "	4,300	4,300
Population—Secondary	15,000	15,000
Radio Homes— " "	3,000	3,000

Source: U. S. Census; Joint Committee.

**KOAC**

**CORVALLIS—EST. 1922**

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

**Personnel**

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

**KORE**

**"VOICE OF THE WILLAMETTE VALLEY"  
 EUGENE—EST. 1927**

MBS—DON LEE BROADCASTING SYSTEM  
 FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Eugene Broadcast Station. OPERATED BY: Eugene Broadcast Station. BUSINESS ADDRESS: Route 2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Eugene. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

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

**Coverage**

Population—Primary	95,748
Radio Homes— " "	20,100
Population—Secondary	39,220
Radio Homes— " "	6,239

Source: Station survey.

**Representative**

John Blair & Co.

**KUIN**

**GRANTS PASS—EST. 1939**

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: Southern Oregon Broadcasting Co. OPERATED BY: Southern Oregon Broadcasting Co. BUSINESS ADDRESS: P. O. Box 43. STUDIO ADDRESS: Grants Pass. TRANSMITTER LOCATION: Redwood Highway. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Grants Pass Courier. TRANSCRIPTION SERVICES: World Program Service, C. P. MacGregor.

**Personnel**

Manager ..... John G. Bauriedel

**Representative**

John Blair & Co.

**KFJI**

**KLAMATH FALLS—EST. 1928**

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: KFJI Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Willard Hotel Bldg. PHONE: 2125. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: World Broadcasting System.

**Personnel**

President ..... J. A. Kincaid  
 Station & Commercial Manager ..... Geo. Kincaid  
 Chief Engineer ..... Joe Carroll

**Representative**

Cox & Tanz

# K L B M

"THE VOICE OF EASTERN OREGON"  
LA GRANDE—EST. 1937

FREQUENCY: 1420 Kc. POWER: 250 watts.  
OWNED BY: Harold M. Finlay and Mrs. Eloise Finlay. OPERATED BY: Harold M. Finlay.  
BUSINESS ADDRESS: Sacajawea Inn. PHONE: 220. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Near La Grande. TIME ON THE AIR: Full Time License. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

Manager.....H. M. Finlay

### Representative

Cox & Tanz

# K O O S

"THE VOICE OF SOUTHWESTERN OREGON"

MARSHFIELD—EST. 1928

MBS-DON LEE BROADCASTING SYSTEM  
FREQUENCY: 1200 Kc. POWER: 250 watts.  
OWNED BY: KOOS, Inc. OPERATED BY: KOOS, Inc. BUSINESS ADDRESS: Hall Bldg. PHONE: 432, 433. STUDIO ADDRESS: Hall Bldg. TRANSMITTER LOCATION: Hall Bldg. TIME ON THE AIR: 7:00 A.M. to 10:30 P.M. (PST). NEWSPAPER AFFILIATION: Coos Bay Times. NEWS SERVICE: United Press.

### Personnel

President.....Sheldon F. Sackett  
General Manager.....Ben E. Stone  
Commercial Manager.....A. Thomas Morris  
Program Director.....Roger Spaug  
Chief Engineer.....Paul Spargo

### Coverage

Population—Primary ..... 49,200  
Radio Homes— " ..... 12,700  
Population—Secondary ..... 114,000  
Radio Homes— " ..... 30,900

Source: Station survey.

### Representative

Walter Biddick (Pacific Coast)

# K M E D

MEDFORD—EST. 1926  
NATIONAL BROADCASTING CO.  
(RED OR BLUE)

FREQUENCY: 1410 Kc. POWER: 1000 watts, d.; 250 watts, n. OWNED BY: Mrs. W. J. Virgin. OPERATED BY: Mrs. W. J. Virgin. BUSINESS ADDRESS: Sparta Bldg., Main and Riverside. PHONE: 305. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Ross Lane. TIME ON THE AIR: Full Time License (95 hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

Commercial Manager.....L. P. Bishop

Sales Manager.....A. A. Adler  
Program Director.....Gladys La Marr  
Chief Engineer.....D. H. Rees

# K A L E

PORTLAND—EST. 1924

MUTUAL-DON LEE BROADCASTING SYSTEM  
PACIFIC BROADCASTING CO.

FREQUENCY: 1300 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: KALE, Inc. OPERATED BY: Same. BUSINESS ADDRESS: New Heathman Hotel. PHONE: At. 7209. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Sylvan Bldg. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: The Oregon Journal. NEWS SERVICE: International News Service, United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth, World Broadcasting System, and Associated Recorded Program Service.

### Personnel

President.....C. Roy Hunt  
Vice-President.....S. R. Winch  
Secretary-Treasurer.....C. W. Myers  
Station Manager.....Ted Kooreman  
Sales Manager.....Charles Couche  
Program Director.....H. M. Swartwood, Jr.  
Production Manager.....Ted W. Cooke  
Publicity Director.....Lester Halpin  
Chief Engineer.....Louis Bookwaller

### Coverage

	Daytime	Evening
Population—Primary	600,000	600,000
Radio Homes— " "	141,000	141,000
Population—Secondary	200,000	200,000
Radio Homes— " "	45,000	47,000

Source: Mail response analysis.

### Representative

Free & Peters, Inc.

# K B P S

PORTLAND—EST. 1923

FREQUENCY: 1420 Kc. POWER: 100 watts.  
OWNED BY: Student Body Benson Polytechnic School. OPERATED BY: Same. BUSINESS ADDRESS: 546 N. E. 12th Ave. PHONE: EA 8131-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 11:00 A.M. to 1:00—3:00 to 5:00 P.M. (each school day).

### Personnel

Station Manager.....William Allingham  
Agent.....R. T. Stephens  
Program Director.....Hazel Kenyon  
Chief Engineer.....Fred Miller

### Coverage

Population—Primary ..... 350,000  
Source: U. S. Census.

# KEX

PORTLAND—EST. 1926

NBC (Blue Network)—NORTHWEST TRIANGLE  
 FREQUENCY: 1180 Kc. POWER: 5000  
 Watts. OWNED BY: Oregonian Pub. Co. (Les-  
 see). OPERATED BY: Oregonian Pub. Co.  
 BUSINESS ADDRESS: The Oregonian Bldg.,  
 6th and Alder Sts. PHONE: Atwater 2121.  
 STUDIO ADDRESS: 801 Oregonian Bldg.  
 TRANSMITTER LOCATION: North Portland.  
 TIME ON THE AIR: (daily) 6:30 A.M. to 12:00  
 midnight; (Sunday) 7:30 A.M. to 12:00 mid-  
 night. NEWSPAPER AFFILIATIONS: The Ore-  
 gonian. NEWS SERVICES: Transradio Press,  
 International News Service. TRANSCRIPTION  
 SERVICE: NBC Thesaurus.

## Personnel

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

## Coverage

	Daytime	Evening
Population—Primary .....	799,383	815,200
Radio Homes— " .....	195,210	199,743
Population—Secondary ..	297,952	562,325
Radio Homes— " .....	72,260	137,320

Source: Joint Committee; NBC Circulation figures.

## Representative

Edward Petry & Co., Inc.

# KGW

PORTLAND—EST. 1922

NBC (Red Network)—NORTHWEST TRIANGLE  
 FREQUENCY: 620 Kc. POWER: 5000 Watts,  
 d.; 1000 Watts, n. OWNED BY: Oregonian  
 Pub. Co. OPERATED BY: Oregonian Pub. Co.  
 BUSINESS ADDRESS: The Oregonian Bldg.,  
 6th & Alder Sts. PHONE: Atwater 2121.  
 STUDIO ADDRESS: 801 Oregonian Bldg.  
 TRANSMITTER LOCATION: North Portland.  
 TIME ON THE AIR: (daily) 7:00 A.M. to mid-  
 night; (Sunday) 8:00 A.M. to 12:00 midnight.  
 NEWSPAPER AFFILIATION: The Oregonian.  
 NEWS SERVICES: Transradio Press, Interna-  
 tional News Service. TRANSCRIPTION SER-  
 VICE: NBC Thesaurus.

## Personnel

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

## Coverage

	Daytime	Evening
Population—Primary .....	922,565	724,569
Radio Homes— " .....	225,290	176,940
Population—Secondary ..	269,248	356,717
Radio Homes— " .....	65,750	87,110

Source: Joint Committee; NBC Circulation figures.

## Representative

Edward Petry & Co., Inc.

EVERYBODY IN RADIO

READS

RADIO DAILY

REGULARLY



# K O I N

PORTLAND—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 940 Kc. POWER: 5000 watts. OWNED BY: KOIN, Inc. OPERATED BY: KOIN, Inc. BUSINESS ADDRESS: New Heathman Hotel. PHONE: Atwater 3333. STUDIO ADDRESS: New Heathman Hotel. TRANSMITTER LOCATION: Sylvan. TIME ON THE AIR: 6:00 A.M. to midnight. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATION: The Oregon Journal. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICES: Associated Music Publishers, World Program Library, Lang-Worth Public Domain.

## Personnel

President.....C. W. Myers  
 Station Manager.....C. Roy Hunt  
 Sales and Promotion Manager...C. E. Couche  
 Artists' Bureau Head.....Johnnie Walker  
 Director of Public Relations.....Art Kirkham  
 Director of Public Affairs.....Stanly Church  
 Director of Commercial Relations,

Harry Buckendahl

Musical Director.....Joseph Sampietro  
 Technical Director.....Louis Bookwalter

## Coverage

Population—Primary.....828,600  
 Radio Homes—“.....234,100  
 Population—Secondary.....1,656,000  
 Radio Homes—“.....454,000

Source: Station survey.

## Representative

Free & Peters, Inc.  
 World Broadcasting System

# K W J J

PORTLAND—EST. 1927

FREQUENCY: 1040 Kc. POWER: 500 Watts. OWNED BY: KWJJ Broadcasting Co., Inc. OPERATED BY: KWJJ Broadcasting Co., Inc. BUSINESS ADDRESS: 622 S. W. Salmon St. PHONE: Atwater 4393.4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Oaks Park, Portland, Ore. TIME ON THE AIR: 6:00 A.M. to local sunset—9:00 P.M. to 3:00 A.M. NEWS SERVICE: United Press.

## Personnel

President.....Wilbur J. Jerman  
 Secretary-Treasurer & General

Manager.....John C. Egan  
 Commercial Manager.....L. D. Henderson  
 Chief Engineer.....W. J. Jerman

## Representative

Cox & Tanz

# K X L

PORTLAND—EST. 1926

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: KXL Broadcasters. OPERATED BY: Same. BUSINESS ADDRESS: KXL Bldg.

PHONE: Broadway 6451. STUDIO ADDRESS: KXL Bldg. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: C. P. MacGregor, Lang-Worth, Standard Radio.

## Personnel

President and General

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

## Coverage

Population—Primary.....438,500  
 Radio Homes—“.....123,900  
 Source: Station estimate.

## Representative

Furgason & Walker, Inc.

# K R N R

“VOICE OF UMPQUA VALLEY”  
 ROSEBURG—EST. 1935

MUTUAL—DON LEE

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: News Review Co. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Umpqua. PHONE: No. 4. STUDIO ADDRESS: Hotel Umpqua. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. (unlimited license). NEWSPAPER AFFILIATION: Roseburg News Review. NEWS SERVICE: Associated Press (non-commercial).

## Personnel

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

## Representative

John Blair & Co.

# K S L M

SALEM—EST. 1934

MBS-DON LEE BROADCASTING SYSTEM  
 PACIFIC BROADCASTING CO.

FREQUENCY: 1360 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Oregon Radio, Inc. OPERATED BY: Oregon Radio, Inc. BUSINESS ADDRESS: 633 N. Front St. PHONE: 6131. STUDIO ADDRESS: 633 N. Front St. TRANSMITTER LOCATION: 633 N. Front St. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATION: Morning Statesman. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President-General Manager.....H. B. Read  
 Station Manager.....Earl Hoadrick  
 Artists' Bureau Head.....Dwight Hoxie  
 Chief Announcer.....Goodwin Lein  
 Publicity Director.....Clarice Kolbe  
 Musical Director.....Herbert Johnston  
 Chief Engineer.....Les Vaught

*The Pennsylvania*

**TRI-POLITAN**

**Market**

*WORK, York*  
*WKBO, Harrisburg*  
*WGAL, Lancaster*

This triple-metropolitan market with broadcasting stations located at three points of the triangle is one of America's greatest buying centers covering more than a half-million population. The area has an annual industry payroll exceeding \$100,000,000; more than \$150,000,000 retail sales yearly and is located in the nation's richest farming area.

**Now Available At One  
Cost On NBC Red or Blue  
Networks or "Spot Radio"**

Address "Spot Radio" Time Clearance Requests:—

**TRI-POLITAN RADIO MARKET**

8 West King Street

Lancaster, Penna.

Represented Nationally:—

**PAUL H. RAYMER CO.**

New York • Chicago • Detroit • San Francisco • Los Angeles

# PENNSYLVANIA

Population 10,176,000

Number of Families 2,452,000

Number of Radio Homes 2,206,400

Retail Sales \$2,740,001,000

Auto Registrations 2,067,321

## W C B A - W S A N

ALLENTOWN—EST. 1923

NBC (Red and Blue)

QUAKER NETWORK—PENNSYLVANIA NETWORK

FREQUENCY: 1440 Kc. POWER: 500 watts. OWNED BY: Lehigh Valley Broadcasting Co. OPERATED BY: Lehigh Valley Broadcasting Co. BUSINESS ADDRESS: 39 N. 10th St. PHONE: 9511-6736. STUDIO ADDRESS: 39 N. 10th St. TRANSMITTER LOCATION: North 7th St. Highway. TIME ON THE AIR: 7:30 a.m. to midnight. NEWSPAPER AFFILIATIONS: Chronicle and News, Allentown Morning Call. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth.

### Personnel

General Manager.....B. Bryan Musselman  
Chief Engineer.....Wm. A. McCutcheon

### Coverage

Population—Primary ..... 363,000  
Radio Homes— " ..... 82,500  
Population—Secondary ..... 5,000,000  
Radio Homes— " ..... 1,100,000

Source: Mail response analysis.

### Representative

Ferguson & Walker, Inc.

## W F B G

ALTOONA—EST. 1924

NATIONAL BROADCASTING CO.

FREQUENCY: 1310 Kc. POWER 100 Watts OWNED BY: The William F. Gable Co. OPERATED BY: The Gable Broadcasting Co. BUSINESS ADDRESS: 1320 Eleventh Ave. PHONE: 6467. STUDIO ADDRESS: Gable Arcade Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 a.m. to 9:00 p.m. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

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

Note: Commercial department is directed by the Managing Director.

### Coverage

	Daytime	Evening
Population—Primary ....	108,300*	108,300*
Radio Homes— " ....	106,870	106,870
Population—Secondary ..	450,000	450,000

\* Families.

Source: Station survey; Chamber of Commerce.

### Representative

Cox & Tanz

## W E S T

EASTON—EST. 1936

MUTUAL BROADCASTING SYSTEM  
MASON-DIXON GROUP

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Associated Broadcasters, Inc. OPERATED BY: Associated Broadcasters, Inc. BUSINESS ADDRESS: 516 Northampton St. PHONE: 8001. STUDIO ADDRESS: 516 Northampton St. TRANSMITTER LOCATION: Williams Township. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m.. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC The-saurus, Lang-Worth.

### Personnel

Station & Commercial

Manager .....Elwood C. Anderson  
Program Manager.....Wilbert Markle  
Publicity Director.....Pauline Davis

### Coverage

	Daytime	Evening
Population—Primary ....	644,620	472,263
Radio Homes— " ....	144,543	106,377

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

### Representative

Paul H. Raymer Co.

## W L E U

ERIE—EST. 1935

NBC—(BLUE)

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: WLEU Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Commerce Bldg., 12th & State Sts. PHONE: 22-129. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE

AIR: (Daily) 7:00 a.m. to 12:00 midnight; (Sunday) 10:15 a.m. to 12:00 midnight. **NEWS SERVICE:** Transradio Press. **TRANSCRIPTION SERVICE:** World Broadcasting System.

**Personnel**

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

**Coverage**

	Daytime	Evening
Population—Primary	400,000	250,000
Radio Homes—	100,000	62,500

Source: Station survey.

**(CALL LETTERS UNASSIGNED)\*  
 ERIE—EST. 1940**

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Presque Isle Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Erie. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Erie. 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.

**WIBG**

**"PHILADELPHIA'S SUBURBAN STATION"  
 GLENSIDE—EST. 1925**

FREQUENCY: 970 Kc. POWER: 100 watts. OWNED BY: Seaboard Radio Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Corner Mt. Carmel Ave. & Easton Rd. PHONE: Ogontz 3100 & Majestic 2675. STUDIO ADDRESS: Same. SALES OFFICE: 428 Perry Bldg., Philadelphia, Pa. PHONE: Rittenhouse 9182. TRANSMITTER LOCATION: Chenttenham Township, Montgomery County, Pa. TIME ON THE AIR: Local sunrise to sunset. NEWS SERVICE: United Press.

**Personnel**

President.....Paul F. Harron  
 Vice-President-Manager.....Edward D. Clery  
 Secretary-Treasurer.....Katharine A. Harron  
 Program Director.....Douglas Arthur  
 Publicity Director.....Rupe Werling  
 Chief Engineer.....John H. Henninger

**Coverage**

Population—Primary	3,000,000
Radio Homes—	691,000
Population—Secondary	4,000,000
Radio Homes—	1,000,000

Source: Station survey.

**WHJB**

**GREENSBURG—EST. 1933**

FREQUENCY: 620 Kc. POWER: 250 Watts. OWNED BY: Pittsburgh Radio Supply House. OPERATED BY: Pittsburgh Radio Supply House. BUSINESS ADDRESS: 128 Pennsylvania Ave. PHONE: 3740. STUDIO ADDRESS 128 Pennsylvania Ave. TRANSMITTER LOCATION: 128 Pennsylvania Ave. TIME ON THE AIR: 7:00 A.M. to local sunset.

**Personnel**

President.....H. J. Brennen  
 Commercial Manager.....R. M. Thompson  
 Chief Announcer.....Howard Lewis  
 Station Manager.....Roy H. Verret  
 Chief Engineer.....Walter McCoy

**Coverage**

Population—Primary	4,494,652
Radio Homes—	992,110

Source: U. S. Census; Joint Committee.

**Representative**

William G. Rambeau Co.

**WSAJ**

**"THE EDUCATIONAL VOICE OF  
 WESTERN PENNSYLVANIA"  
 GROVE CITY—EST. 1922**

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Grove City College. OPERATED BY: Grove City College. BUSINESS ADDRESS:

*- in Erie it's*

# WLEU

NBC BLUE



Convinces, persuades and sells in the rich industrial and agricultural area of Northwestern Pennsylvania Eastern Ohio Western New York

*For complete data write*

**V. HAMILTON-WEIR**

P. O. Box 95                      Erie, Pa.

• • • **PENNSYLVANIA** • • •

Hall of Science. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 4:30 p.m. to 5:30 p.m., Sundays; 7:15 p.m. to 8:45 p.m., Tuesdays and Thursdays.

**Personnel**

Acting Director-Chief Engineer... H. W. Harmon  
Program Director..... Rea G. Walters

**Coverage\***

Population—Primary ..... 25,000  
Population—Secondary ..... 200,000

\* Primary area consists of 10-mile area around Grove City; secondary area, 25-mile radius.

Source: Station survey.

•  
**W H P**

**HARRISBURG—EST. 1924**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 5000 watts. d.; 1000 watts, n. OWNED BY: WHP, Inc. OPERATED BY: WHP, Inc. BUSINESS ADDRESS: Telegraph Bldg. PHONE: 4-3211. STUDIO ADDRESS: Telegraph Bldg. TRANSMITTER LOCATION: Paxtang, Pa. TIME ON THE AIR: (daily) 6:30 a.m. to 1:00 a.m., (Sunday) 9:00 a.m. to 1:00 a.m. NEWS SERVICE: Transradio Press. NEWSPAPER AFFILIATION: The Harrisburg Telegraph. TRANSCRIPTION SERVICE: Lang-Worth, Standard Radio.

**Personnel**

Station Manager..... A. K. Redmond  
Production Director..... E. K. Smith  
Sales Director..... C. L. Bailey  
Chief Engineer..... R. S. Duncan

•  
**W K B O**

**HARRISBURG—EST. 1927**

NBC—MBS—MASON-DIXON GROUP

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Keystone Broadcasting Corp. OPERATED BY: Keystone Broadcasting Corp. BUSINESS ADDRESS: 31 North Second St. PHONE: 4-0191. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Third & Walnut Sts. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

Station Manager..... C. G. Moss  
Commercial Manager..... Geo. C. Smith

**Coverage**

	Daytime	Evening
Population—Primary .....	726,871	311,977
Radio Homes— " .....	145,633	66,261

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

**Representative**

Paul H. Raymer Co.

**W A Z L**

"VOICE OF THE ANTHRACITE  
COAL REGION"

**HAZLETON—EST. 1932**

MUTUAL BROADCASTING SYSTEM

MASON-DIXON GROUP

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Hazleton Broadcasting Service. Inc. OPERATED BY: Hazleton Broadcasting Service, Inc. BUSINESS ADDRESS: Hazleton National Bank Bldg. PHONE: 1488. STUDIO ADDRESS: Hazleton National Bank Bldg. TRANSMITTER LOCATION: Hazleton National Bank Bldg. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m. NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICES: NBC Thesaurus and Lang-Worth.

**Personnel**

Station & Commercial Mgr..... V. C. Diehm  
Program Manager..... Thomas Tito  
Publicity Director..... Kathryn Kohler

**Coverage**

	Daytime	Evening
Population—Primary .....	567,890	373,639
Radio Homes— " .....	116,813	71,015

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

**WJAC**

JOHNSTOWN, PENNA.

★

providing the only full  
coverage of the large  
Johnstown trading area

★

**NOW**

**NBC RED**

---

---

***MORE PEOPLE***  
***Live in KYW's***  
***primary area than in***

**LOS ANGELES**

**ST. LOUIS**

**ROCHESTER**

**FT. WORTH**

***COMBINED***



WESTINGHOUSE

**KYW**

"the RED network station in the Nation's  
THIRD Market—PHILADELPHIA"

**NATIONAL BROADCASTING COMPANY**

• • • **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 Broadcasting 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:** International 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 Broadcasting Co., Inc. **BUSINESS ADDRESS:** Hotel Philadelphia, 39th & Chestnut Sts. **PHONE:** Lombard 2390-1—Main 2000. **STUDIO ADDRESS:** Public Ledger Bldg., 7th & Chestnut Sts. **TRANSMITTER LOCATION:** Hotel Philadelphia. **TIME ON THE AIR:** Shares time—(45 hours weekly). **TRANSCRIPTION SERVICE:** 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!*



**T**HE 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. Riple

**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 Scranton  
 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.



• • • **PENNSYLVANIA** • • •

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 Manager .....Stephen P. Willis  
 Commercial Manager .....William 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**

Owner .....Wilton 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**  
 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. SIMULTANEOUSLY 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  
 Manager .....G. 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

President .....B. H. Peace, Jr.  
 Station Manager .....B. T. Whitmire  
 Commercial Manager .....W. S. Lindsay  
 Program Director.....Charles Batson  
 Production Manager.....Jim Reid  
 Publicity Director .....Dan Crosland  
 Musical Director .....Eber 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**

• • • **T E N N E S S E E** • • •

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**

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.

**MUTUAL BROADCASTING SYSTEM**  
 Headley-Reed Co., National Representatives

# 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

**•**  
**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

**•**  
**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

**•**  
**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

**•**  
**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**

Manager .....T. 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.

**•**  
**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

**•**  
**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**

President .....Elliott 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**

President .....Amon G. Carter  
 General Manager .....Harold 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 Pety & 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 Pety & 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

# TEXAS

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  
 Manager .....Darrell 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. Half  
 Chairman of Board ..... G. A. C. Half  
 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

# KCMC

"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

# KGKB

**TYLER—EST. 1931**

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

# KVWC

**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.

# KVIC\*

**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.

# WACO

"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.**

# W D B J

*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. OPERATED 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 LOCATION: 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

SPOKANE

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

**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

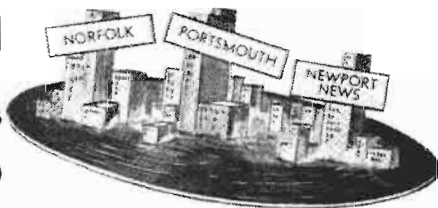
President.....W. E. Harris

\* 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-  
 SCRPTION 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**

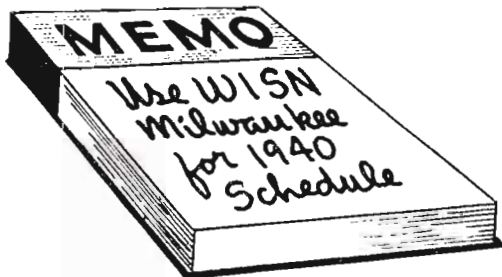
International Radio Sales

**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**



# WISCONSIN

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 Sheboy-  
gan, 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. Fermaint  
 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. Iriazary  
 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 Republic .....KTAR  
Phoenix Gazette  
Arizona Weekly Gazette  
*Licensee*—KTAR Broadcasting Co.,  
Phoenix.  
Arizona Republic .....KVOA  
Phoenix Gazette  
*Licensee*—Arizona Broadcasting Co.,  
Tucson.

## ARKANSAS

Arkansas Gazette .....KGHI  
*Licensee* — Arkansas Broadcasting  
Co., Little Rock.  
Arkansas Gazette .....KLRA  
*Licensee* — Arkansas Broadcasting  
Co., Little Rock.

## CALIFORNIA

McClatchy Newspapers .....KERN  
*Licensee* — McClatchy Broadcasting  
Co., Bakersfield, Cal.  
Marysville Appeal-Democrat.....KHSL  
*Licensee*—Golden Empire Broadcast-  
ing Co., Chico, Cal.  
Humboldt Times .....KIEM  
Humboldt Standard  
*Licensee*—Redwood Broadcasting Co.,  
Eureka.  
McClatchy Newspapers .....KMJ  
*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 Tribune .....KLX  
*Licensee* — Tribune Building Co.  
Oakland, Cal.  
Pasadena Star-News.....KPPC  
*Licensee* — Pasadena Presbyterian  
Church, Pasadena.  
Redding Searchlight .....KVCV  
(See KHSL)  
*Licensee*—Golden Empire Broadcast-  
ing Co., Redding.  
McClatchy Newspapers .....KFBK  
*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 Newspapers .....KWWG  
*Licensee* — McClatchy Broadcasting  
Co., Stockton, Cal.  
Visalia Times Delta.....KTKC  
*Licensee* — Tulare-Kings Counties  
Radio Associates, Charles A.  
Whitmore, Pres., Visalia, Cal.  
Register-Pajaronian .....KHUB  
*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-Gazette .....KGLO  
*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 Journal .....KSAL  
 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 Times .....WHAS  
 Louisville Courier-Journal  
*Licensee*—The Courier Journal Co.  
 and the Louisville Times Co.,  
 Louisville, Ky.  
 Owensboro Messenger .....WOMI  
 Owensboro Inquirer  
*Licensee*—Owensboro Broadcasting  
 Co., Owensboro, Ky.

### LOUISIANA

Capital City Press.....WJBO  
*Licensee*—Baton Rouge Broadcas-  
 ting Co., Inc., Baton Rouge, La.  
 Lafayette Advertiser .....KVOL  
*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 Telegram .....WTAG  
 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 News .....WHDF  
 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-Tribune .....WEBC  
 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 Press .....WTCN  
 Minnesota (Minneapolis) Tribune (Northwest Publications, Inc.)  
*Licensee* — Minnesota Broadcasting Corp., Minneapolis, Minn.  
 Times-Journal .....KFAM  
*Licensee*—The Times Publishing Co., St. Cloud, Minn.  
 Evening Telegram .....WHLB  
 (See WEBC)  
*Licensee*—Head of Lakes Broadcasting Co., Virginia, Minn.  
 Winona Republican-Herald .....KWNO  
 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 Post .....WQBC

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

## MISSOURI

St. Louis Star-Times.....KFRR  
*Licensee*—KFRR, Inc., Columbia, Mo.  
 Capital News .....KWOS  
 Post-Tribune  
*Licensee* — Tribune Printing Co., Jefferson City, Mo.  
 Joplin Globe .....WMBH  
 Joplin News Herald  
*Licensee*—Joplin Broadcasting Co., Joplin, Mo.  
 Kansas City Star.....WDAF  
*Licensee*—The Kansas City Star Co., Kansas City, Mo.  
 Stockholders: News Broadcasting 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-Dispatch .....KSD  
*Licensee*—The Pulitzer Publishing Co., St. Louis, Mo.  
 Star-Times .....KXOK  
*Licensee* — Star-Times Publishing Co., St. Louis, Mo.  
 Springfield News .....KGBX  
*Licensee* — Springfield Broadcasting Co., Springfield, Mo.  
 Springfield News .....KWTO  
 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-Times .....WWNC  
*Licensee* — Asheville Citizen-Times Co., Inc., Asheville, N. C.  
 The Durham Morning Herald.....WDNC  
 The Durham Sun  
*Licensee* — Durham Radio Corp., Durham, N. C.  
 Goldsboro News-Argus .....WGBR  
*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 Journal .....WSJS  
*Licensee*—Piedmont Publishing Co., Winston-Salem, N. C.

### NORTH DAKOTA

Fargo Forum .....WDAY  
*Licensee*—WDAY, Inc., Fargo, N. D.

### OHIO

Ashtabula Star-Beacon .....WICA  
 Geneva Free Press  
 Conneaut News-Herald  
 Painesville Telegraph  
*Licensee* — WICA, Inc., Ashtabula, Ohio.  
 Canton Repository .....WHBC  
*Licensee*—The Ohio Broadcasting Co., Canton, Ohio.  
 100% owned by Brush-Moore Newspapers Inc.  
 Scripps-Howard Newspapers .....WCPO  
 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 Dispatch .....WBNS  
 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 Ardmoreite .....KVSO  
*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-Budget .....KAST  
*Licensee*—Astoria Broadcasting Co., Inc., Astoria, Ore.  
 Bend Bulletin .....KBND  
*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 Journal .....KALE  
*Licensee* — KALE, Inc., Portland, Ore.  
 Morning Oregonian .....KEX  
*Licensee*—Oregonian Publishing Co., Portland, Ore.  
 Oregonian .....KGW  
*Licensee* — Oregonian Publishing Co., Portland, Ore.  
 Oregon Journal .....KOIN  
*Licensee* — KOIN, Inc., Portland Ore.  
 Roseburg News-Review .....KRNR  
 Klamath Falls Herald and News  
 Medford Mail-Tribune  
*Licensee*—Southern Oregon Publishing Co., Roseburg, Ore.

### PENNSYLVANIA

Allentown Call .....WCBA-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 Tribune .....WJAC  
*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 Times .....WQAN  
*Licensee* — The Scranton Times, Scranton, Pa.  
 Sharon Herald .....WPIC  
*Licensee*—Sharon Herald Publishing Co., Sharon, Pa.  
 Sunbury Item .....WKOK

*Licensee* — Sunbury Broadcasting Corp., Sunbury Pa.  
 Williamsport Sun .....WRAK  
 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 News .....WFBC  
 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 Sun .....WTJS  
*Licensee*—The Sun Publishing Co., Inc., Jackson, Tenn.  
 Scripps-Howard Newspapers .....WNOX  
*Licensee* — Scripps-Howard Radio Inc., Knoxville, Tenn.  
 Memphis Commercial Appeal.....WMC  
*Licensee*—Memphis Commercial Appeal Co., Memphis, Tenn.  
 Memphis Press-Scimitar .....WMPS  
*Licensee* — Memphis Broadcasting Co., Memphis, Tenn.

### **TEXAS**

Sweetwater Reporter .....KRBC  
 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 Enterprise .....KRIC  
 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 News .....WFAA  
 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 Post .....KPRC  
*Licensee*—Houston Printing Co., Houston, Tex.  
 Houston Chronicle .....KTRH  
*Licensee*—KTRH Broadcasting Co., Houston, Tex.  
 Kilgore Daily News.....KOCA  
*Licensee*—Oil Capital Broadcasting Assn., Kilgore, Tex.  
 Lubbock Avalanche-Journal .....KFYO  
 (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 News .....KPLT  
 (See KRBC and KBST)  
*Licensee*—North Texas Broadcasting Co., Paris, Tex.  
 Pecos Enterprise .....KIUN  
*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 Reporter .....KXOK

*Licensee* — Sweetwater Radio, Inc.,  
Sweetwater.  
Temple Telegram .....KTEM  
*Licensee*—Bell Broadcasting Co.,  
Temple, Tex.  
Texarkana Gazette .....KCMC  
Texarkana Daily News  
*Licensee* — KCMC, Inc., Texarkana.  
American Newspapers, Inc.....WACO  
*Licensee*—Frontier Broadcasting Co.,  
Waco, Tex.  
Amarillo Globe-News .....KRGV  
*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-Examiner .....KLO  
*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-Dispatch .....WTAR  
Virginian Pilot  
*Licensee*—WTAR Radio Corp., Nor-  
folk, Va.  
Petersburg Progress-Index .....WPIV  
*Licensee* — Petersburg Newspaper  
Corp., Petersburg, Va.  
Richmond News Leader.....WRNL  
*Licensee* — WLBG, Inc., Richmond,  
Va.  
Times-Dispatch .....WRTD  
*Licensee*—The Times-Dispatch Ra-  
dio Corp., Richmond, Va.  
Roanoke Times .....WDBJ  
World News  
*Licensee*—Times World Corp., Roa-  
noke, Va.

### WASHINGTON

Longview Daily News.....KWLK  
*Licensee* — Twin City Broadcasting  
Corp., Longview, Wash.  
Coos Bay Times .....KVAN  
(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 Exponent .....WBLK  
Clarksburg Telegram  
(See WCHS and WPAR)  
*Licensee*—The Exponent Co., Clarks-  
burg, W. Va.  
Huntington Herald-Dispatch .....WSAZ  
Huntington Advertiser  
*Licensee*—WSAZ, Inc., Huntington,  
W. Va.  
Clarksburg Exponent .....WPAR  
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 Gazette .....WCLO  
*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 Journal .....WTMJ  
*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-Miner .....KFAR  
*Licensee*—Midnight Sun Broad-  
casting Co., Fairbanks, Alaska.

### HAWAII

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