



# STATIONS

*OF THE  
UNITED STATES*



*STANDARD  
STATIONS*



*NEWSPAPER  
OWNED STATIONS*



*MAJOR NETWORK  
AFFILIATIONS*

**FOR MOVING DRUG AND GROCERY  
ITEMS THROUGH RETAIL OUTLETS  
BECAUSE IT CREATES INSTANT  
AND CONSTANT  
CONSUMER DEMAND!**



"WLW is a powerful sales stimulator in our territory. Whenever we receive notice that a product will be advertised over WLW, we make it a point to increase our supply of it and notify our salesmen to see that the retailer is well stocked."

**Geo. H. Kauffman, Pres. & Sales Manager  
Kauffman-Lattimer Co., Wholesale Druggists  
Columbus, Ohio**

"WLW's powerful advertising is doing a most effective job for us. Due to the widespread consumer preference for WLW-advertised brands, we pay particular attention to products that are going to be advertised over WLW."

**G. B. Moxley, President  
Kiefer-Stewart Co., Wholesale Druggists  
Indianapolis, Indiana**



"As an advertising medium in the movement of merchandise, WLW, the Nation's Station, is a powerful influence in this area and we feel that the opportunity of co-operating fills a definite merchandising need."

**Elmer Brown, General Manager  
Midland Grocer Co., Wholesale Grocers  
Portsmouth, Ohio**

"We feel that WLW is the most powerful influence for the quick turn-over of nationally advertised brands. Through WLW's resources we are able to keep our sales force informed of expected sales increases of the listening public's demand."

**D. Sayre, President  
Hagen-Ratcliff and Co., Wholesale Grocers  
Huntington, W. Va.**



**WLW**

**THE NATION'S**  
*most Merchandise-able*  
**STATION**

REPRESENTATIVES:

NEW YORK—Transamerican Broadcasting and Television Corp. CHICAGO—WLW, 230 North Michigan Avenue  
SAN FRANCISCO—International Radio Sales

# INDEX OF THE STANDARD STATIONS OF THE UNITED STATES

*Call Letter—City—Power in Watts—Frequency in Kilocycles (as determined by North American Regional Broadcasting Agreement)  
—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.....	1450	250	575
KABR . . .	Aberdeen, S. Dak.....	1420	5000	556
KADA . . .	Ada, Okla. ....	1230	250	525
KALB . . .	Alexandria, La. ....	1240	250	431
KALE . . .	Portland, Ore. ....	1330	5000	532
KAND . . .	Corsicana, Tex. ....	1340	250	568
KANS . . .	Wichita, Kans. ....	1240	250	426
KARK . . .	Little Rock, Ark.....	920	5000	351
KARM . . .	Fresno, Calif. ....	1340	250	354
KASA . . .	Elk City, Okla.....	1240	250	525
KASt . . .	Astoria, Ore. ....	1230	250	530
KATE . . .	Albert Lea, Minn.....	1450	250	457
KAWM . . .	Gallup, New Mex.....	1490	250	482
KBIX . . .	Muskogee, Okla. ....	1490	250	527
KBIZ . . .	Ottumwa, Ia. ....	1240	250	421
KBKR . . .	Baker, Ore. ....	1490	250	530
KBND . . .	Bend, Ore. ....	1340	250	530
KBPS . . .	Portland, Ore. ....	1450	250	532
KBST . . .	Big Spring, Tex.....	1490	250	566
KBTM . . .	Jonesboro, Ark. ....	1230	250	351
KBWD . . .	Brownwood, Texas.....	1380	500	567
KCKN . . .	Kansas City, Kan.....	1340	250	425
KCMC . . .	Texarkana, Ark.-Tex. ....	1450	250	577
KCMO . . .	Kansas City, Mo. ....	1480	5000 d., 1000 n.	467
KCRC . . .	Enid, Okla. ....	1390	1000	527
KCRJ . . .	Jerome, Ariz. ....	1340	250	347
KDAL . . .	Duluth, Minn. ....	1490	250	457
KDB . . .	Santa Barbara, Calif.....	1490	250	366
KDFN . . .	Casper, Wyo. ....	1470	1000	604
KDKA . . .	Pittsburgh, Pa. ....	1020	50000	543
KDLR . . .	Devils Lake, N. Dak.....	1240	250	512
KDNT . . .	Denton, Tex. ....	1450	250	569
KDON . . .	Monterey, Calif. ....	1240	250	360
KDRO . . .	Sedalia, Mo. ....	1490	250	470
KDTH . . .	Dubuque, Ia. ....	1370	1000	420
KDYL . . .	Salt Lake City, Utah.....	1320	5000	580
KECA . . .	Los Angeles, Calif. ....	790	5000	355
KELA . . .	Between Centralla and Chehalis, Wash.	1470	1000	588
KELD . . .	El Dorado, Ark.....	1400	250	350
KELO . . .	Sioux Falls, S. Dak.....	1230	250	557

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KENO	Las Vegas, Nev.	1400	250	476
KEBN	Bakersfield, Calif.	1410	1000	353
KEUB	Price, Utah	1450	250	580
KEVR	Seattle, Wash.	1400	250	590
KEX	Portland, Ore.	1190	50000	533
KEYS	Corpus Christi, Texas	1190	250	567
KFAB	Lincoln, Nebr.	780	10000	474
KFAC	Los Angeles, Calif.	1330	1000	357
KFAM	St. Cloud, Minn.	1450	250	461
KFAR	Fairbanks, Alaska	610	1000	605
KFBB	Great Falls, Mont.	1310	5000	471
KFBC	Cheyenne, Wyo.	1455	250	604
KFBI	Wichita, Kans.	1070	5000 d., 1000 n.	426
KFBK	Sacramento, Calif.	1530	10300	361
KFDA	Amarillo, Tex.	1230	250	565
KFDM	Beaumont, Tex.	560	1000	566
KFDY	Brookings, S. Dak.	790	1000	556
KFEL	Denver, Colo.	950	5000	369
KFEQ	St. Joseph, Mo.	680	2500 d., 500 u.	468
KFGQ	Boone, Ia.	1400	250	418
KFH	Wichita, Kansas	1330	5000	427
KFI	Los Angeles, Calif.	640	50000	357
KFIO	Spokane, Wash.	1150	100	591
KFIZ	Fond Du Lac, Wisc.	1450	250	598
KFJB	Marshalltown, Ia.	1230	250	420
KFJI	Klamath Falls, Ore.	1240	250	531
KFJM	Grand Forks, N. Dak.	1440	1000 d., 500 n.	512
KFJZ	Fort Worth, Tex.	1270	5000	571
KFKA	Greeley, Colo.	910	1000	371
KFKU	Lawrence, Kansas	1250	5000 d., 1000 n.	425
KFMB	San Diego, Calif.	1450	250	362
KFNF	Shenandoah, Ia.	920	1000 d, 500 n.	421
KFOR	Lincoln, Nebr.	1240	250	474
KFOX	Long Beach, Calif.	1280	1000	355
KFPL	Dublin, Tex.	1340	250	569
KFPW	Fort Smith, Ark.	1400	250	350
KFPY	Spokane, Wash.	920	5000	592
KFQD	Anchorage, Alaska	790	250	605
KFRC	San Francisco, Calif.	610	5000	363
KFRO	Longview, Tex.	1370	1000	573
KFRU	Columbia, Mo.	1400	250	466
KFSD	San Diego, Calif.	600	5000	362
KFSG	Los Angeles, Calif.	1150	2500 d., 1000 n.	358
KFUO	Clayton, (St. Louis) Mo.	850	5000	466
KFVD	Los Angeles, Calif.	1020	1000	357
KFVS	Cape Girardeau, Mo.	1400	250	466
KFWB	Los Angeles, Calif.	980	5000	357
KFXD	Nampa, Idaho	1230	250	399
KFXJ	Grand Junction, Colo.	1230	250	371
KFXM	San Bernardino, Calif.	1240	250	362
KFYO	Lubbock, Texas	1340	250	573
KFYR	Bismarck, N. Dak.	550	5000	511
KGA	Spokane, Wash.	1510	10000	592
KGB	San Diego, Calif.	1360	1000	363
KGBU	Ketchikan, Alaska	930	500	606
KGBX	Springfield, Mo.	1260	5000	470

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KGCU . . .	Mandan, N. Dak.....	1270	1000 d., 500 n.	512
KGCX . . .	Wolf Point, Mont. ....	1480	1000	472
KGDE . . .	Fergus Falls, Minn.....	1230	250	457
KGDM . . .	Stockton, Calif. ....	1130	1000	367
KGER . . .	Sterling, Colo. ....	1230	250	373
KGER . . .	Long Beach, Calif.....	1390	1000	355
KGEZ . . .	Kalspell, Mont. ....	1340	250	472
	..... Conditional	1460	1000	
KGFF . . .	Shawnee, Okla. ....	1450	250	529
KGFI . . .	Brownsville, Tex. ....	1490	250	567
KGFI . . .	Los Angeles, Calif.....	1230	250	358
KGFL . . .	Roswell, New Mex. ....	1400	250	482
KGFW . . .	Kearney, Nebr. ....	1340	250	474
KGFX . . .	Pierre, S. Dak.....	630	200	556
KGGF . . .	Coffeyville, Kans. ....	690	1000	422
KGGM . . .	Albuquerque, N. Mex. ....	1260	1000	481
KGHF . . .	Pueblo, Colo. ....	1350	500	373
KGHI . . .	Little Rock, Ark.....	1230	250	352
KGHL . . .	Billings, Mont. ....	790	5000	471
KGIR . . .	Butte, Mont. ....	1370	5000	471
KGIV . . .	Alamosa, Colo. ....	1450	250	368
KGKB . . .	Tyler, Tex. ....	1490	250	577
KGKL . . .	San Angelo, Tex.....	1400	250	575
KGKO . . .	Fort Worth, Tex.....	570	5000	571
KGKY . . .	Scottsbluff, Nebr. ....	1490	250	476
KGLO . . .	Mason City, Ia.....	1300	1000	421
KGLU . . .	Safford, Ariz. ....	1450	250	349
KGMB . . .	Honolulu, Hawaii ....	590	5000	606
KGNC . . .	Amarillo, Tex. ....	1440	5000 d., 1000 n.	565
KGNF . . .	North Platte, Nebr.....	1460	1000	475
KGNO . . .	Dodge City, Kans.....	1370	1000 d., 250 n.	423
KGO . . .	San Francisco, Calif.....	810	10000	363
KGU . . .	Honolulu, Hawaii ....	760	2500	606
KGVO . . .	Missoula, Mont. ....	1290	5000 d., 1000 n.	472
KGW . . .	Portland, Ore. ....	620	5000	533
KGY . . .	Olympia, Wash. ....	1240	250	589
KHAS . . .	Hastings, Nebr. ....	1230	250	474
KHBC . . .	Hilo, Hawaii ....	1230	250	606
KHBG . . .	Okmulgee, Okla. ....	1240	250	528
KHJ . . .	Los Angeles, Calif.....	930	5000	358
KHQ . . .	Spokane, Wash. ....	590	5000	592
KHSL . . .	Chico, Calif. ....	1290	1000 d., 500 n.	354
KHUB . . .	Watsonville, Calif.....	1340	250	368
KICA . . .	Clovis, New Mex.....	1400	250	481
KID . . .	Idaho Falls, Idaho.....	1350	5000 d., 500 n.	398
KIDO . . .	Boise, Idaho ....	1380	2500 d., 1000 n.	398
KIDW . . .	Lamar, Colo. ....	1450	250	371
KIEM . . .	Eureka, Calif. ....	1480	1000 d., 500 n.	354
KIEV . . .	Glendale, Calif. ....	870	250	355
KINY . . .	Juneau, Alaska ....	1460	1000	605
KIRO . . .	Seattle, Wash. ....	710	10000	590
KIT . . .	Yakima, Wash. ....	1280	1000	594
KITE . . .	Kansas City, Mo.....	1590	1000	467
KIUL . . .	Garden City, Kans.....	1240	250	423
KIUN . . .	Pecos, Tex. ....	1400	250	574
KIUP . . .	Durango, Colo. ....	1400	250	371
KJBS . . .	San Francisco, Calif.....	1100	500	363

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KJE . . . .	Seattle, Wash. . . . .	1000	10000	590
KLAH . . . .	Carlsbad, New Mex. . . . .	1240	250	481
KLBM . . . .	La Grande, Ore. . . . .	1450	250	532
KLCN . . . .	Blytheville, Ark. . . . .	1320	100	350
KLO . . . .	Ogden, Utah . . . . .	1430	5000	579
KLPM . . . .	Minot, N. Dak. . . . .	1390	1000	513
KLRA . . . .	Little Rock, Ark. . . . .	1420	5000	352
KLS . . . .	Oakland, Calif. . . . .	1310	1000	360
KLUF . . . .	Galveston, Tex. . . . .	1400	250	571
KLX . . . .	Oakland, Calif. . . . .	910	1000	360
KLZ . . . .	Denver, Colo. . . . .	560	5000	369
KMA . . . .	Shenandoah, Iowa . . . . .	960	5000 d., 1000 n.	421
KMAC . . . .	San Antonio, Tex. . . . .	1400	250	575
KMBC . . . .	Kansas City, Mo. . . . .	980	5000	467
KMED . . . .	Medford, Ore. . . . .	1440	1000	532
KMJ . . . .	Fresno, Calif. . . . .	580	5000	355
KMLB . . . .	Monroe, La. . . . .	1230	250	432
KMMJ . . . .	Grand Island, Nebr. . . . .	750	1000	473
KMO . . . .	Tacoma, Wash. . . . .	1360	5000	592
KMOX . . . .	St. Louis, Mo. . . . .	1120	50000	468
KMPC . . . .	Beverly Hills, Calif. . . . .	710	5000	353
KMTR . . . .	Los Angeles, Calif. . . . .	570	1000	358
KMYC . . . .	Marysville, Calif. . . . .	1450	250	359
KMYR . . . .	Denver, Colo. . . . .	1340	250	370
KNEL . . . .	Brady, Tex. . . . .	1490	250	567
KNET . . . .	Palestine, Tex. . . . .	1450	250	574
KNOE . . . .	Munroe, La. . . . .	1120	250	432
KNOW . . . .	Austin, Tex. . . . .	1490	250	566
KNX . . . .	Los Angeles, Calif. . . . .	1070	50000	358
KOA . . . .	Denver, Colo. . . . .	850	50000	370
KOAC . . . .	Corvallis, Ore. . . . .	550	5000 d., 1000 n.	531
KOAM . . . .	Pittsburg, Kans. . . . .	810	1000	426
KOB . . . .	Albuquerque, New Mex. . . . .	1030	50000	481
KOBH . . . .	Rapid City, S. Dak. . . . .	1400	250	556
KOCA . . . .	Kilgore, Tex. . . . .	1240	250	572
KOCY . . . .	Oklahoma City, Okla. . . . .	1340	250	528
KODL . . . .	The Dalles, Ore. . . . .	1230	250	531
KOH . . . .	Reno, Nev. . . . .	630	1000	476
KOIL . . . .	Omaha, Nebr. . . . .	1290	5000	475
KOIN . . . .	Portland, Ore. . . . .	970	5000	533
KOKO . . . .	La Junta, Colo. . . . .	1400	250	371
KOL . . . .	Seattle, Wash. . . . .	1300	5000 d., 1000 n.	590
KOMA . . . .	Oklahoma City, Okla. . . . .	1520	5000	527
KOME . . . .	Tulsa, Okla. . . . .	1340	250	529
KOMO . . . .	Seattle, Wash. . . . .	950	5000	591
KONB . . . .	Omaha, Nebr. . . . .	1400	250	475
KONO . . . .	San Antonio, Tex. . . . .	1400	250	575
KOOS . . . .	Marshfield, Ore. . . . .	1230	250	532
KORE . . . .	Eugene, Ore. . . . .	1450	250	531
KORN . . . .	Fremont, Nebr. . . . .	1400	250	473
KOTN . . . .	Pine Bluff, Ark. . . . .	1490	250	352
KOVC . . . .	Valley City, N. Dak. . . . .	1490	250	513
KOVO . . . .	Provo, Utah . . . . .	1240	250	580
KOWH . . . .	Omaha, Nebr. . . . .	660	500	475
KOY . . . .	Phoenix, Ariz. . . . .	550	1000	347
KPAB . . . .	Laredo, Tex. . . . .	1490	250	573

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KPAC . . .	Port Arthur, Tex. . . . .	1250	500	575
KPDN . . .	Pampa, Tex. . . . .	1340	250	574
KPFA . . .	Helena, Mont. . . . .	1240	250	472
KPHO . . .	Phoenix, Ariz. . . . .	1230	250	348
KPLC . . .	Lake Charles, La. . . . .	1490	250	432
KPLT . . .	Paris, Tex. . . . .	1490	250	574
KPMC . . .	Yakersfield, Calif. . . . .	1600	1000	353
KPO . . .	San Francisco, Calif. . . . .	680	50000	365
KPOF . . .	Denver, Colo. . . . .	910	1000	370
KPOW . . .	Powell, Wyo. . . . .	1230	250	604
KPPC . . .	Pasadena, Calif. . . . .	1240	250	361
KPQ . . .	Wenatchee, Wash. . . . .	1490	250	593
KPRC . . .	Houston, Tex. . . . .	950	5000	572
KQV . . .	Pittsburgh, Pa. . . . .	1410	1000	545
KQW . . .	San Jose, Calif. . . . .	740	5000	366
KRBA . . .	Lufkin, Tex. . . . .	1340	250	573
KRBC . . .	Abilene, Tex. . . . .	1450	250	565
KRBM . . .	Bozeman, Mont. . . . .	1450	250	471
KRE . . .	Berkeley, Calif. . . . .	1400	250	353
KRGV . . .	Weslaco, Tex. . . . .	1290	1000	578
KRIC . . .	Beaumont, Tex. . . . .	1450	250	566
KRIS . . .	Corpus Christi, Tex. . . . .	1360	1000	568
KRJF . . .	Miles City, Mont. . . . .	1340	250	472
KRKD . . .	Los Angeles, Calif. . . . .	1150	2500 d., 1000 n.	359
KRKO . . .	Everett, Wash. . . . .	1400	250	589
KRLC . . .	Lewiston, Idaho . . . . .	1400	250	399
KRLD . . .	Dallas, Tex. . . . .	1080	50000	568
KRLH . . .	Midland, Tex. . . . .	1450	250	573
KRMC . . .	Jamestown, N. Dak. . . . .	1400	250	512
KRMD . . .	Shreveport, La. . . . .	1340	250	434
KRNR . . .	Roseburg, Ore. . . . .	1490	250	534
KRNT . . .	Des Moines, Iowa . . . . .	1350	5000	419
KROC . . .	Rochester, Minn. . . . .	1340	250	461
KROD . . .	El Paso, Tex. . . . .	600	1000 d., 500 n.	569
KROW . . .	Oakland, Calif. . . . .	960	1000	360
KROY . . .	Sacramento, Calif. . . . .	1240	250	362
KRRV . . .	Sherman, Tex. . . . .	910	1000	577
KRSC . . .	Seattle, Wash. . . . .	1150	1000	591
KSAC . . .	Manhattan, Kans. . . . .	580	1000 d., 500 n.	425
KSAL . . .	Salina, Kans. . . . .	1150	1000	426
KSAM . . .	Huntsville, Tex. . . . .	1490	250	572
KSAN . . .	San Francisco, Calif. . . . .	1450	250	365
KSCJ . . .	Sioux City, Ia. . . . .	1360	5000	422
KSD . . .	St. Louis, Mo. . . . .	550	5000 d., 1000 n.	469
KSEI . . .	Pocatello, Idaho . . . . .	930	1000 d., 250 n.	399
KSFO . . .	San Francisco, Calif. . . . .	560	5000 d., 1000 n.	365
KSL . . .	Salt Lake City, Utah. . . . .	1160	50000	581
KSLM . . .	Salem, Ore. . . . .	1390	1000	534
KSO . . .	Des Moines, Iowa. . . . .	1460	5000 d., 1000 n.	419
KSOO . . .	Sioux Falls, S. Dak. . . . .	1140	5000	557
KSRO . . .	Santa Rosa, Calif. . . . .	1340	1000	367
KSTP . . .	St. Paul, Minn. . . . .	1500	50000	462
KSUB . . .	Cedar City, Utah. . . . .	1340	250	579
KSUN . . .	Lowell, Ariz. . . . .	1230	250	347
KSWO . . .	Lawton, Okla. . . . .	1150	250	527
KTAR . . .	Phoenix, Ariz. . . . .	620	5000	348

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KTBC	Austin, Tex.	1150	1000	566
KTBS	Shreveport, La.	1480	1000	434
KTEM	Temple, Tex.	1400	250	577
KTFI	Twin Falls, Idaho.	1270	1000	400
KTHS	Hot Springs National Park, Ark.	1090	50000	350
KTKC	Visalia, Calif.	920	1000	367
KTMS	Santa Barbara, Calif.	1250	1000	367
KTOH	Lihue, Hawaii	1490	250	607
KTOK	Oklahoma City, Okla.	1400	250	528
KTEB	Modesto, Calif.	860	250	360
KTRH	Houston, Tex.	1320	5000 d., 1000 n.	572
KTRI	Sioux City, Ia.	1450	250	422
KTSA	San Antonio, Tex.	550	5000 d., 1000 n.	576
KTSM	El Paso, Tex.	1380	500	569
KTSW	Emporia, Kans.	1400	250	423
KTUC	Tucson, Ariz.	1400	250	349
KTUL	Tulsa, Okla.	1430	5000	529
KTW	Seattle, Wash.	1250	1000	591
KUIN	Grants Pass, Ore.	1340	250	531
KUJ	Walla Walla, Wash.	1420	1000	593
KUOA	Siloam Springs, Ark.	1290	5000	352
KUSD	Vermillion, S. Dak.	920	500	557
KUTA	Salt Lake City, Utah.	570	1000	582
KVAK	Atchison, Kans.	1450	250	422
KVAN	Vancouver, Wash.	910	250	593
KVCV	Redding, Calif.	1230	250	361
KVEC	San Luis Obispo, Calif.	1230	250	366
KVFD	Fort Dodge, Ia.	1400	250	420
KVGB	Great Bend, Kans.	1400	250	423
KVI	Tacoma, Wash.	570	5000	593
KVIC	Victoria, Texas	1340	250	578
KVNU	Logan, Utah	1230	250	579
KVOA	Tucson, Ariz.	1290	1000	349
KVOD	Denver, Colo.	630	1000	370
KVOE	Santa Ana, Calif.	1490	250	366
KVOL	Lafayette, La.	1340	250	432
KVOO	Tulsa, Okla.	1170	50000	529
KVOR	Colorado Springs, Colo.	1300	1000	368
KVOS	Bellingham, Wash.	1230	250	588
KVOX	Moorhead, Minn.	1340	250	461
KVRS	Rock Springs, Wyoming.	1400	250	604
KVSF	Santa Fe, N. M.	1340	250	482
KVSO	Ardmore, Okla.	1240	250	525
KVWC	Vernon, Tex.	1490	250	578
KWAL	Wallace, Ida.	1450	250	400
KWAT	Watertown, S. D.	1240	250	557
KWBG	Hutchinson, Kans.	1450	250	423
KWEW	Hobbs, New Mexico.	1490	250	482
KWFC	Hot Springs, Ark.	1340	250	350
KWFT	Wichita Falls, Tex.	620	5000 d., 1000 n.	579
KWG	Stockton, Calif.	1230	250	367
KWIL	Albany, Ore.	1240	250	530
KWJB	Globe, Ariz.	1340	250	462
KWJJ	Portland, Ore.	1080	500	533
KWK	St. Louis, Mo.	1380	5000	460
KWKH	Shreveport, La.	1130	50000	433



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KWLC	Decorah, Iowa	1240	250	419
KWLK	Longview, Wash.	1400	250	589
KWLM	Willmar, Minn.	1340	250	462
KWNO	Winona, Minn.	1230	250	463
KWOC	Poplar Bluff, Mo.	1340	250	468
KWOS	Jefferson City, Mo.	1340	250	466
KWSC	Pullman, Wash.	1250	5000	589
KWTO	Springfield, Mo.	560	5000	470
KWYO	Sheridan, Wyoming	1400	250	605
KXA	Seattle, Wash.	770	1000	591
KXL	Portland, Ore.	1450	250	534
KXO	El Centro, Calif.	1490	250	354
KXOK	St. Louis, Mo.	630	5000	469
KXOX	Sweetwater, Tex.	1240	250	577
KXRO	Aberdeen, Wash.	1340	250	588
KXYZ	Houston, Tex.	1470	1000	572
KYA	San Francisco, Calif.	1260	5000 d., 1000 n.	365
KYAN	Cheyenne, Wyo.	1400	250	604
KYCA	Prescott, Ariz.	1490	250	348
KYOS	Meredee, Calif.	1080	250	359
KYSM	Mankato, Minn.	1230	250	458
KYUM	Yuma, Ariz.	1240	250	349
KYW	Philadelphia, Pa.	1060	50000	539
WAAB	Boston, Mass.	1440	1000	440
WAAF	Chicago, Ill.	950	1000	401
WAAT	Jersey City, N. J.	970	1000	479
WABC	New York, N. Y.	880	50000	489
WABI	Bangor, Me.	1230	250	435
WABY	Albany, N. Y.	1400	250	482
WACO	Waco, Tex.	1450	250	578
WADC	Tallmadge, (Akron) Ohio	1350	5000	515
WAGA	Atlanta, Ga.	1480	1000 d., 500 n.	391
WAGE	Salina, N. Y.	620	1000	500
WAGF	Dothan, Ala.	1400	250	344
WAGM	Presque Isle, Maine	1450	250	437
WAIM	Anderson, S. C.	1230	250	552
WAIR	Winston-Salem, N. C.	1340	250	511
WAJR	Morgantown, W. Va.	1230	250	596
WAKR	Akron, Ohio	1590	1000	515
WALA	Mobile, Ala.	1410	5000	345
WALB	Albany, Ga.	1590	1000	391
WAML	Laurel, Miss.	1340	250	465
WAOV	Vincennes, Ind.	1450	250	417
WAPI	Birmingham, Ala.	1070	50000	343
	Condonal	1170		
WAPO	Chattanooga, Tenn.	1150	5000 d., 1000 n.	558
WARD	Brooklyn, N. Y.	1430	500	484
WARM	Scranton, Pa.	1400	250	547
WASH	Grand Rapids, Mich.	1300	5000	454
WATL	Atlanta, Ga.	1400	250	391
WATN	Watertown, N. Y.	1240	250	504
WATR	Waterbury, Conn.	1320	250	376
WATW	Ashland, Wis.	1400	250	598
WAVE	Louisville, Ky.	970	5000	429
WAWZ	Zarephath, N. J.	1380	1000	480
WAYX	Waycross, Ga.	1230	250	397
WAZL	Hazleton, Pa.	1450	250	538
WBAA	West Lafayette, Ind.	920	5000 d., 1000 n.	418
WBAB	Atlantic City, N. J.	1490	250	478
WBAL	Baltimore, Md.	1090	50000	437
WBAP	Fort Worth, Tex.	820	50000	571

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WBAX	Wilkes-Barre, Pa.	1240	250	549
WBBC	Brooklyn, N. Y.	1430	500	484
WBBL	Richmond, Va.	1240	250	586
WBBM	Chicago, Ill.	780	5000	403
WBBR	Brooklyn, N. Y.	1330	1000	484
WBBZ	Ponca City, Okla.	1230	250	528
WBCM	Bay City, Mich.	1440	1000 d., 500 n.	449
WBEN	Buffalo, N. Y.	930	5000	485
WBHF	Huntsville, Ala.	1230	250	344
WBIG	Greensboro, N. C.	1470	5000	507
WBLK	Clarksburg, W. Va.	1400	250	595
WBIR	Knoxville, Tenn.	1240	250	560
WBLJ	Dalton, Ga.	1230	250	394
WBML	Macon, Ga.	1240	250	395
WBNS	Columbus, Ohio	1460	5000 d., 1000 n.	519
WBNX	New York, N. Y.	1380	5000	489
WBNY	Buffalo, N. Y.	1400	250	486
WBOC	Salisbury, Md.	1490	250	440
WBOW	Terre Haute, Ind.	1230	250	417
WBRB	Red Bank, N. J.	1240	250	480
WBRC	Birmingham, Ala.	960	5000	343
WBRE	Wilkes-Barre, Pa.	1340	250	549
WBRK	Pittsfield, Mass.	1340	250	447
WBRY	Waterbury, Conn.	1590	5000	376
WBRW	Welch, W. Va.	1340	250	597
WBT	Charlotte, N. C.	1110	5000	506
WBTA	Batavia, N. Y.	1490	250	483
WBTH	Williamson, W. Va.	1400	250	597
WBTM	Danville, Va.	1400	250	583
WBZ	Boston, Mass.	1030	5000	441
WBZA	Boston, Mass.	1030	1000	441
WCAD	Canton, N. Y.	1250	500	487
WCAE	Pittsburgh, Pa.	1250	5000	545
WCAL	Northfield, Minn.	770	5000	461
WCAM	Camden, N. J.	1310	500	479
WCAO	Baltimore, Md.	600	1000 d., 500 n.	438
WCAP	Asbury Park, N. J.	1310	500	478
WCAR	Pontiac, Mich.	1130	1000 d	455
WCAT	Rapid City, S. Dak.	1230	250	557
WCAU	Philadelphia, Pa.	1210	5000	541
WCAX	Burlington, Vt.	1230	250	582
WCAZ	Carthage, Ill.	1080	250	401
WCBA	Allentown, Pa.	1470	1000	535
WCBD	Chicago, Ill.	1110	5000	403
WCBI	Columbus, Miss.	1400	250	463
WCBM	Baltimore, Md.	1400	250	438
WCBS	Springfield, Ill.	1450	250	412
WCBT	Roanoke Rapids, N. C.	1230	250	510
WCCO	Minneapolis, Minn.	830	5000	459
WCED	Du Bois, Pa.	1230	250	536
WCFL	Chicago, Ill.	1000	1000	403
WCHS	Charleston, W. Va.	580	5000	595
WCHV	Charlottesville, Va.	1450	250	583
WCKY	Cincinnati, Ohio	1530	5000	516
WCLE	Cleveland, Ohio	610	500	517
WCLO	Janesville, Wisc.	1230	250	599
WCLS	Joliet, Ill.	1340	250	410
WCMI	Ashland, Ky.	1340	250	427
WCNC	Elizabeth City, N. C.	1400	250	506
WCNW	Brooklyn, N. Y.	1600	500	484
WCOA	Pensacola, Florida	1370	1000 d., 500 n.	387
WCOC	Meridian, Miss.	910	1000	465
WCOL	Columbus, Ohio	1230	250	519
WCOP	Boston, Mass.	1150	500	443
WCOS	Columbia, S. C.	1400	250	552
WCOU	Lewiston, Me.	1240	250	435
WCOV	Montgomery, Ala.	1240	250	345
WCPO	Cincinnati, Ohio	1230	250	516
WCRV	Chicago, Ill.	1240	250	403
WCSC	Charleston, S. C.	1390	1000	552
WCSH	Portland, Maine	970	5000	437
WDAE	Tampa, Florida	1250	5000	389

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WIBU	Poynette, Wisc.	1240	250	602
WIBW	Topeka, Kans.	580	5000	425
WIBX	Utica, N. Y.	1230	250	504
WICA	Ashtabula, Ohio	970	1000	515
WICC	Bridgeport, Conn.	600	1000 d., 500 n.	373
WIGM	Medford, Wisc.	1490	250	600
WIL	St. Louis, Mo.	1230	250	469
WILL	Urbana, Ill.	580	5000	412
WILM	Wilmington, Del.	1450	250	377
WIND	Gury, Ind.	560	5000	414
WING	Dayton, Ohio	1410	5000	520
WINN	Louisville, Ky.	1240	250	420
WINS	New York, N. Y.	1000	1000	491
WINX	Washington, D. C.	1340	250 & 50-amp.	378
WIOD-WMBF	Miami, Fla.	610	5000	383
WIP	Philadelphia, Pa.	610	5000	543
WIRE	Indianapolis, Ind.	1430	5000	415
WIS	Columbia, S. C.	560	5000	553
WISE	Asheville, N. C.	1406	250	505
WISH	Indianapolis, Ind.	1310	5000 d., 1000 n.	416
WISN	Milwaukee, Wisc.	1150	5000	601
WITH	Baltimore, Md.	1230	250	439
WIZE	Springfield, Ohio	1340	250	523
WJAC	Johnstown, Pa.	1400	250	538
WJAG	Norfolk, Nebr.	780	1000	474
WJAR	Providence, R. I.	920	5000	551
WJAS	Pittsburgh, Pa.	1320	5000	545
WJAX	Jacksonville, Fla.	930	5000 d., 1000 n.	381
WJBC	Bloomington, Ill.	1230	250	401
WJBK	Detroit, Mich.	1490	250	451
WJBO	Baton Rouge, La.	1150	5000	432
WJBW	New Orleans, La.	1230	250	433
WJBY	Gadsden, Ala.	1240	250	344
WJDX	Jackson, Miss.	1300	5000 d., 1000 n.	464
WJEJ	Hagerstown, Md.	1240	250	440
WJHL	Johnson City, Tenn.	910	1000	560
WJHO	Opelika, Ala.	1400	250	346
WJHP	Jacksonville, Fla.	1240	250	455
WJIM	Lansing, Mich.	1160	20000	407
WJJD	Chicago, Ill.	1240	250	504
WJLS	Beckley, W. Va.	1240	250	602
WJMC	Rice Lake, Wisc.	1450	250	454
WJMS	Ironwood, Mich.	1230	250	390
WJNO	West Palm Beach, Fla.	1230	250	415
WJOB	Hammond, Ind.	1340	250	410
WJPF	Herrin, Ill.	1340	250	463
WJPR	Greenville, Miss.	760	50000	451
WJR	Detroit, Mich.	1230	250	346
WJRD	Tuscaloosa, Ala.	1500	50000	378
WJSV	Washington, D. C.	1240	250	488
WJTN	Jamestown, N. Y.	1240	250	515
WJW	Akron, Ohio	770	50000	493
WJZ	New York, N. Y.	620	5000	607
WKAQ	San Juan, Puerto Rico	870	5000	453
WKAR	East Lansing, Mich.	1360	1000	385
WKAT	Miami Beach, Fla.	1490	250	420
WKBB	Dubuque, Ia.	1410	5000	599
WKBH	La Crosse, Wisc.	570	1000 d., 500 n.	524
WKBN	Youngstown, Ohio	1230	250	537
WKBO	Harrisburg, Pa.	1490	250	417
WKBV	Richmond, Ind.	1520	50000	487
WKBW	Buffalo, N. Y.	1490	250	455
WKBZ	Muskegon, Mich.	1450	250	395
WKEU	Griffin, Ga.	970	5000 d., 1000 n.	390
WKGA	Tampa, Fla.	1450	250	499
WKIP	Poughkeepsie, N. Y.	1400	250	416
WKMO	Kokomo, Ind.	1290	5000	477
WKNE	Keene, N. H.	1490	250	488
WKNY	Kingston, N. Y.	1240	250	518
WKOK	Sunbury, Pa.	1150	250	539
WKPA	New Kensington, Pa.	1400	250	560
WKPT	Kingsport, Tenn.	550	5000 d., 1000 n.	517
WKRC	Cincinnati, Ohio			

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WDAF	Kansas City, Mo.	610	5000	467
WDAN	Danville, Ill.	1490	250	409
WDAK	West Point, Ga.	1340	250	398
WDAS	Philadelphia, Pa.	1400	250	541
WDAY	Fargo, N. Dak.	970	5000	512
WDBC	Roscanaba, Mich.	1490	250	452
WDBJ	Roanoke, Va.	960	5000	587
WDBO	Orlando, Fla.	580	5000	386
WDEF	Chattanooga, Tenn.	1400	250	559
WDEL	Wilmington, Delaware	1150	5000	378
WDEV	Waterbury, Vt.	550	1000	582
WDGY	Minneapolis, Minn.	1130	5000 d., 1000 n.	459
WDLP	Panama City, Fla.	1230	250	387
WDMJ	Marquette, Mich.	1340	250	455
WDNC	Durham, N. C.	1490	250	506
WDOD	Chattanooga, Tenn.	1310	5000	559
WDRC	Hartford, Conn.	1360	5000	375
WDSM	Superior, Wisc.	1230	250	603
WDSU	New Orleans, La.	1280	5000	433
WDWS	Champaign, Ill.	1400	250	401
WDZ	Tuscola, Ill.	1050	1000	412
WEAF	New York, N. Y.	660	50000	489
WEAN	Providence, R. I.	790	5000	550
WEAU	Eau Claire, Wisc.	1070	5000 d., 1000 n.	598
WEBC	Duluth, Minn.	1320	5000	457
WEBQ	Harrisburg, Ill.	1240	250	410
WEBR	Buffalo, N. Y.	1340	250	486
WEDC	Chicago, Ill.	1240	250	403
WEED	Rocky Mount, N. C.	1450	250	510
WEEI	Boston, Mass.	590	5000	441
WEEU	Reading, Pa.	850	1000	547
WELI	New Haven, Conn.	960	1000	376
WELL	Battle Creek, Mich.	1400	250	449
WEMP	Milwaukee, Wisc.	1340	250	600
WENR	Chicago, Ill.	890	50000	405
WENY	Elmira, N. Y.	1230	250	487
WEOA	Evansville, Ind.	1400	250	413
WERC	Eric, Pa.	1490	250	536
WEST	Easton, Pa.	1400	250	536
WESX	Salem, Mass.	1230	250	448
WEVD	New York, N. Y.	1330	1000	491
WEW	St. Louis, Mo.	770	1000	469
WEXL	Royal Oak, Mich.	1340	250	456
WFAA	Dallas, Tex.	820	50000	568
WFAM	South Bend, Ind.	1230	250	417
WFAS	White Plains, N. Y.	1246	250	504
WFBC	Greenville, S. C.	1330	5000	553
WFBG	Altoona, Pa.	1340	250	535
WFBL	Syracuse, N. Y.	1390	5000	503
WFBM	Indianapolis, Ind.	1260	5000	415
WFBR	Baltimore, Md.	1300	5000	438
WFCI	Pawtucket, R. I.	1420	1000	550
WFDF	Flint, Mich.	910	1000	453
WFEE	Manchester, N. H.	1370	5000	477
WFIG	Sumter, S. C.	1340	250	555
WFIL	Philadelphia, Pa.	560	1000	541
WFHR	Wisconsin Rapids, Wisc.	1340	250	603
WFLA	Tampa, Fla.	970	5000 d., 1000 n.	390
WFMD	Frederick, Md.	930	500	439
WFMJ	Youngstown, Ohio	1450	250	524
WFNC	Fayetteville, N. C.	1370	250	507
WFOR	Hattiesburg, Miss.	1400	250	464
WFOY	St. Augustine, Fla.	1240	250	387
WFPG	Atlantic City, N. J.	1450	250	478
WFTC	Kinston, N. C.	1230	250	509
WFTL	Fort Lauderdale, Fla.	1400	250	381
WFTM	Fort Myers, Fla.	1240	250	381
WFVA	Fredericksburg, Va.	1290	250	583
WGAC	Augusta, Ga.	1240	250	393
WGAL	Lancaster, Pa.	1490	250	538
WGAN	Portland, Me.	560	5000	437
WGAR	Cleveland, Ohio	1480	5000 d., 1000 n.	518

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WGAU	Athens, Ga.	1340	250	391
WGBB	Freeport, N. Y.	1240	250	487
WGBF	Evansville, Ind.	1280	5000 d., 1000 n.	413
WGBI	Seranton, Pa.	910	1000 d., 500 n.	548
WGBR	Goldsboro, N. C.	1400	250	507
WGCM	Gulfport, Miss.	1240	250	464
WGES	Chicago, Ill.	1390	1000 d., Sun. 500 n.	403
WGGA	Gainesville, Ga.	1240	250	395
WGH	Newport News, Va.	1340	250	584
WGIL	Galesburg, Ill.	1400	250	409
WGKV	Charleston, W. Va.	1490	250	595
WGL	Fort Wayne, Ind.	1450	250	414
WGN	Chicago, Ill.	720	50000	405
WGNC	Gastonia, N. C.	1450	250	507
WGNV	Newburgh, N. Y.	1250	250	488
WGOV	Valdosta, Ga.	1450	250	397
WGPC	Albany, Ga.	1450	250	391
WGR	Buffalo, N. Y.	550	5000 d., 1000 n.	486
WGRB	Grand Rapids, Mich.	1230	250	453
WGRC	New Albany, Ind.	1400	250	416
WGRM	Grenada, Miss.	1240	250	463
WGST	Atlanta, Ga.	920	5000 d., 1000 n.	393
WGTC	Greenville, N. C.	1490	250	508
WGTM	Wilson, N. C.	1340	250	510
WGY	Schenectady, N. Y.	810	50000	500
WHA	Madison, Wisc.	970	5000	599
WHAI	Greenfield, Mass.	1240	250	445
WHAL	Saginaw, Mich.	980	500	456
WHAM	Rochester, N. Y.	1180	50000	499
WHAS	Louisville, Ky.	840	50000	431
WHAT	Philadelphia, Pa.	1340	250	543
WHAZ	Troy, N. Y.	1330	1000	503
WHB	Kansas City, Mo.	880	1000	468
WHBB	Selma, Ala.	1490	250	346
WHBC	Canton, Ohio	1230	250	516
WHBF	Rock Island, Ill.	1270	5000	411
WHBI	Newark, N. J.	1280	2500 d., 1000 n.	480
WHBL	Sheboygan, Wisc.	1330	1000 d., 500 n.	602
WHBQ	Memphis, Tenn.	1400	250	561
WHBU	Anderson, Ind.	1240	250	413
WHBY	Appleton, Wisc.	1230	250	598
WHCU	Ithaca, N. Y.	870	1000	488
WHDF	Calumet, Mich.	1400	250	451
WHDH	Boston, Mass.	850	1000	441
WHDL	Olean, N. Y.	1450	250	497
WHEB	Portsmouth, N. H.	750	1000	478
WHEC	Rochester, N. Y.	1460	1000 d., 500 n.	499
WHFC	Cicero, Ill.	1450	250	408
WHIO	Dayton, Ohio	1290	5000	520
WHIP	Hammond, Ind.	1520	5000	414
WHIS	Bluefield, W. Va.	1440	1000 d., 500 n.	594
WHIZ	Zanesville, Ohio	1240	250	524
WHJB	Greensburg, Pa.	620	250	507
WHK	Cleveland, Ohio	1420	5000	518
WHKC	Columbus, Ohio	640	500	519
WHKY	Hickory, N. C.	1400	250	508
WHLB	Virginia, Minn.	1400	250	462
WHLD	Niagara Falls, N. Y.	1290	1000	497
WHLN	Hurlan, Ky.	1450	250	427
WHLS	Port Huron, Mich.	1450	250	456
WHMA	Anniston, Ala.	1450	250	343
WHN	New York, N. Y.	1050	5000 d., 1000 n.	491
WHO	Des Moines, Ia.	1040	10000	419
WHOM	Jersey City, N. J.	1480	1000 d., 500 n.	479
WHOP	Hopkinsville, Ky.	1230	250	429
WHP	Harrisburg, Pa.	1460	5000 d., 1000 n.	537
WHUB	Cookeville, Tenn.	1400	250	559
WHYN	Holyoke, Mass.	1400	250	445
WIBA	Madison, Wisc.	1310	5000	600
WIBC	Indianapolis, Ind.	1070	3000 d., 1000 n.	415
WIBG	Glenside, Pa.	990	1000	537
WIBM	Jackson, Mich.	1450	250	454

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WKRO	Calro, Ill.	1490	250	401
WKST	New Castle, Pa.	1280	1000	538
WKWK	Wheeling, W. Va.	1400	250	597
WKY	Oklahoma City, Okla.	930	5000	528
WKZO	Kalamazoo, Mich.	590	1000	454
WLAC	Nashville, Tenn.	1510	50000	563
WLAG	La Grange, Ga.	1240	250	395
WLAK	Lakeland, Fla.	1340	250	383
WLAP	Lexington, Ky.	1450	250	429
WLAV	Grand Rapids, Mich.	1340	250	453
WLAW	Lawrence, Mass.	680	5000	446
WLB	Minneapolis, Minn.	770	5000	459
WLBC	Muncie, Ind.	1340	250	416
WLBJ	Bowling Green, Ky.	1340	250	427
WLBL	Stevens Point, Wisc.	930	5000	603
WLBZ	Bangor, Me.	620	1000 d., 500 n.	435
WLEU	Erle, Pa.	1450	250	536
WLLH	Lowell, Mass.	1400	250	446
WLNH	Laconia, N. H.	1340	250	477
WLOF	Orlando, Fla.	1230	250	386
WLOG	Logan, W. Va.	1230	250	596
WLOK	Lima, Ohio	1240	250	521
WLOL	Minneapolis, Minn.	1330	1000	459
WLPM	Suffolk, Va.	1450	250	587
WLS	Chicago, Ill.	890	50000	407
WLTH	Brooklyn, N. Y.	1430	500	493
WLVA	Lynchburg, Va.	1230	250	584
WLW	Cincinnati, Ohio	700	50000	517
WMAL	Washington, D. C.	630	5000	378
WMAM	Marinette, Wisc.	570	250	600
WMAN	Mansfield, Ohio	1400	250	521
WMAQ	Chicago, Ill.	670	50000	407
WMAS	Springfield, Mass.	1450	250	448
WMAW	Worcester, Mass.	1230	250	448
WMAZ	Macon, Ga.	940	5000	396
WMBC	Detroit, Mich.	1400	250	451
WMBD	Peoria, Ill.	1470	5000 d., 1000 n.	410
WMBF-WIOD	Miami, Fla. (See WIOD, Page 346)	1380	5000 d., 1000 n.	585
WMBG	Richmond, Va.	1450	250	466
WMBH	Joplin, Mo.	1110	5000	408
WMBI	Chicago, Ill.	1110	5000	408
WMBO	Auburn, N. Y.	1340	250	483
WMBR	Jacksonville, Fla.	1400	250	383
WMBS	Uniontown, Pa.	590	1000	549
WMC	Memphis, Tenn.	790	5000 d., 1000 n.	561
WMCA	New York, N. Y.	570	5000 d., 1000 n.	493
WMDF	Greenwood, S. C.	1450	250	555
WMEX	Boston, Mass.	1510	5000	443
WMFD	Wilmington, N. C.	1400	250	510
WMFF	Plattsburg, N. Y.	1340	250	499
WMFG	Hibbing, Minn.	1240	250	458
WMFJ	Daytona Beach, Fla.	1450	250	380
WMFR	High Point, N. C.	1230	250	508
WMGA	Moultrie, Ga.	1400	250	396
WMIN	St. Paul, Minn.	1400	250	462
WMJM	Cordele, Ga.	1490	250	394
WMMN	Fairmont, W. Va.	920	5000	595
WMOB	Mobile, Ala.	1230	250	345
WMOG	Brunswick, Ga.	1490	250	394
WMPC	Lapeer, Mich.	1230	250	455
WMPS	Memphis, Tenn.	1460	1000 d., 500 n.	561
WMRC	Greenville, S. C.	1450	250	553
WMRN	Marion, Ohio	1490	250	521
WMRO	Aurora, Ill.	1280	250	400
WMSD	Muscle Shoals City, Ala.	1450	250	346
WMSL	Decatur, Ala.	1400	250	344
WMT	Cedar Rapids, Ia.	600	5000	418
WMUR	Manchester, N. H.	610	5000 d., 1000 n.	477
WMVA	Martinsville, Va.	1450	250	584
WMWH	Augusta, Ga.	1450	250	393
WNAB	Bridgeport, Conn.	1450	250	373
WNAC	Boston, Mass.	1260	5000	443
WNAD	Norman, Okla.	890	1000	527

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WNAX	Yankton, S. D.	570	5000	558
WNBC	New Britain, Conn.	1410	5000 d., 1000 n.	375
WNBK	Binghamton, N. Y.	1490	250	484
WNBH	New Bedford, Mass.	1340	250	447
WNBZ	Saranac Lake, N. Y.	1320	100	500
WNEL	San Juan, Puerto Rico	1320	5000	607
WNEW	New York, N. Y.	1280	5000	493
WNLC	New London, Conn.	1490	250	376
WNOE	New Orleans, La.	1450	250	433
WNOX	Knoxville, Tenn.	990	5000 d., 1000 n.	560
WNYC	New York, N. Y.	830	1000	495
WOAI	San Antonio, Tex.	1200	50000	476
WOC	Davenport, Ia.	1450	250	418
WOCB	Hyannis, Mass.	1240	250	445
WOI	Ames, Ia.	640	5000	418
WOKO	Albany, N. Y.	1460	1000 d., 500 n.	483
WOL	Washington, D. C.	1260	1000	379
WOLF	Syracuse, N. Y.	1490	250	501
WOLS	Florence, S. C.	1230	250	553
WOMI	Owensboro, Ky.	1490	250	431
WOMT	Manitowoc, Wisc.	1240	250	600
WOOD	Grand Rapids, Mich.	1300	5000	454
WOPI	Bristol, Tenn.	1490	250	558
WOR	New York, N. Y.	710	50000	495
WORC	Worcester, Mass.	1310	1000	448
WORD	Spartanburg, S. C.	1400	250	555
WORK	York, Pa.	1350	1000	550
WORL	Boston, Mass.	950	1000	445
WOSU	Columbus, Ohio	570	1000	519
WOV	New York, N. Y.	1130	10000	497
WOW	Omaha, Nebr.	590	5000	475
WOWO	Fort Wayne, Ind.	1190	50000	414
WPAB	Ponce, Puerto Rico	1370	1000	607
WPAD	Paducah, Ky.	1450	250	431
WPAP	Parkersburg, W. Va.	1450	250	596
WPAT	Paterson, N. J.	930	1000	480
WPAX	Thomasville, Ga.	1240	250	397
WPAY	Portsmouth, Ohio	1400	250	521
WPEN	Philadelphia, Pa.	950	5000	543
WPER	DeLand, Fla.	1340	250	380
WPIC	Sharon, Pa.	790	1000	548
WPID	Petersburg, Va.	1240	250	585
WPRA	Mayaguez, Puerto Rico	790	2500 d., 1000 n.	607
WPRO	Providence, R. I.	630	5000	551
WPRP	Ponce, Puerto Rico	1520	5000 d., 1000 n.	607
WPTF	Raleigh, N. C.	680	50000	509
WQAM	Miami, Fla.	560	1000	385
WQAN	Scranton, Pa.	910	1000 d., 500 n.	548
WQBC	Vicksburg, Miss.	1390	1000	465
WQDM	St. Albans, Vt.	1420	1000	582
WQXR	New York, N. Y.	1600	10000	495
WRAK	Williamsport, Pa.	1400	250	549
WRAL	Raleigh, N. C.	1240	250	509
WRAW	Reading, Pa.	1340	250	547
WRBL	Columbus, Ga.	1230	250	394
WRC	Washington, D. C.	980	5000	380
WRDO	Augusta, Me.	1400	250	434
WRDW	Augusta, Ga.	1400	250	394
WREC	Memphis, Tenn.	600	5000	563
WREN	Lawrence, Kans.	1250	5000 d., 1000 n.	425
WRGA	Rome, Ga.	1490	250	396
WRJN	Racine, Wisc.	1400	250	602
WRLC	Toccoa, Ga.	1450	250	397
WRNL	Richmond, Va.	910	1000	586
WROK	Rockford, Ill.	1440	1000 d., 500 n.	411
WROL	Knoxville, Tenn.	620	1000 d., 500 n.	561
WRR	Dallas, Tex.	1310	5000	569
WRUF	Gainesville, Fla.	850	5000	381
WRVA	Richmond, Va.	1140	50000	586
WSAI	Cincinnati, Ohio	1360	5000	517
WSAJ	Grove City, Pa.	1340	250	537

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WSAM	Saginaw, Mich.	1230	250	456
WSAN	Allentown, Pa.	1470	1000	535
WSAR	Fall River, Mass.	1480	1000	445
WSAU	Wausau, Wisc.	1400	250	603
WSAV	Savannah, Ga.	1340	250	396
WSAY	Rochester, N. Y.	1240	250	500
WSAZ	Huntington, W. Va.	930	1000	596
WSB	Atlanta, Ga.	750	50000	393
WSBC	Chicago, Ill.	1240	250	408
WSBT	South Bend, Ind.	960	500	417
WSFA	Montgomery, Ala.	1440	1000 d., 500 n.	345
WSGN	Birmingham, Ala.	1340	250	343
WSIX	Nashville, Tenn.	1240	250	563
WSJS	Winston-Salem, N. C.	600	1000	511
WSKB	McComb, Miss.	1230	250	465
WSLB	Ogdensburg, N. Y.	1400	250	497
WSLI	Jackson, Miss.	1450	250	464
WSLS	Roanoke, Va.	1490	250	587
WSM	Nashville, Tenn.	650	50000	563
WSMB	New Orleans, La.	1350	5000	433
WSNJ	Bridgeton, N. J.	1240	250	479
WSOC	Charlotte, N. C.	1240	250	506
WSOO	Sault Ste. Marie, Mich.	1230	250	456
WSOY	Decatur, Ill.	1340	250	409
WSPA	Spartanburg, S. C.	950	1000	555
WSPB	Sarasota, Fla.	1450	250	389
WSPD	Toledo, Ohio	1370	5000	524
WSPR	Springfield, Mass.	1270	500	448
WSTP	Salisbury, N. C.	1490	250	510
WSTV	Steubenville, Ohio	1340	250	523
WSUI	Iowa City, Ia.	910	5000 d., 1000 n.	420
WSUN	St. Petersburg, Fla.	620	5000	389
WSVA	Harrisonburg, Va.	550	1000	584
WSVS	Buffalo, N. Y.	1400	250	487
WSYB	Rutland, Vt.	1490	250	582
WSYR	Syracuse, N. Y.	576	1000	503
WTAD	Quincy, Ill.	930	1000	410
WTAG	Worcester, Mass.	580	5000 d., 1000 n.	449
WTAL	Tallahassee, Fla.	1340	250	389
WTAM	Cleveland, Ohio	1100	50000	518
WTAQ	Green Bay, Wisc.	1360	5000	599
WTAR	Norfolk, Va.	790	5000	585
WTAW	College Station, Tex.	1150	1000	567
WTAX	Springfield, Ill.	1240	250	412
WTBO	Cumberland, Md.	820	250	439
WTCM	Traverse City, Mich.	1400	250	456
WTCN	Minneapolis, Minn.	1280	5000 d., 1000 n.	461
WTEL	Philadelphia, Pa.	1340	250	543
WTHT	Hartford, Conn.	1230	250	375
WTIC	Hartford, Conn.	1080	50000	375
WTJS	Jackson, Tenn.	1390	1000	559
WTMA	Charleston, S. C.	1250	1000	552
WTMC	Ocala, Fla.	1490	250	385
WTMJ	Milwaukee, Wisc.	620	5000	601
WTMV	East St. Louis, Ill.	1490	250	409
WTNJ	Trenton, N. J.	1310	500	480
WTOC	Savannah, Ga.	1290	5000 d., 1000 n.	397
WTOL	Toledo, Ohio	1230	250	523
WTBC	Elkhart, Ind.	1340	250	413
WTRY	Troy, N. Y.	980	1000	503
WTSP	St. Petersburg, Fla.	1380	1000 d., 500 n.	387
WVFW	Brooklyn, N. Y.	1430	500	485
WWDC	Washington, D. C.	1400	250	380
WWJ	Detroit, Mich.	950	5000	452
WWL	New Orleans, La.	870	50000	434
WWNC	Asheville, N. C.	570	1000	505
WWNY	Watertown, N. Y.	1300	500	504
WWBL	Woodside, N. Y.	1600	500	505
WWSW	Pittsburgh, Pa.	1490	250	547
WWVA	Wheeling, W. Va.	1170	50000	597
WXYZ	Detroit, Mich.	1270	5000	452



# STATIONS BY CITIES

## ● 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	M	Augusta, Me.	WRDO	NB-NR-M
Aberdeen, Wash.	KXRO	M	Aurora, Ill.	WMRO	
Abilene, Texas	KRBC	M	Austin, Texas	KNOW	M
Ada, Okla.	KADA	M-NB		KTBC	
Akron, Ohio (Tallmadge)	WADC	C	Baker, Ore.	KBKR	
	WAKR	NB	Bakersfield, Calif.	KERN	NB
	WJW	M		KPMC	M
Alamosa, Colo.	KGIW		Baltimore, Md.	WBAL	NB-M
Albany, Ga.	WALB			WCAO	C
	WGPC			WCBM	M
Albany, N. Y.	WABY	NB-M		WFBR	NR
	WOKO	C		WITH	
Albany, Oregon	KWIL	M	Bangor, Me.	WABI	C
Albert Lea, Minn.	KATE	M		WLBZ	NB-NR-M
Albuquerque, N. M.	KGGM	C	Batavia, N. Y.	WBTA	
	KOB	NB-NR	Baton Rouge, La.	WJBO	NB
Alexandria, La.	KALB		Battle Creek, Mich.	WELL	NB
Allentown, Pa.	WCBA		Bay City, Mich.	WBCM	NB
	WSAN	NB-NR	Beaumont, Tex.	KFDM	NB
Altoona, Pa.	WFBG	NR		KRIC	
Amarillo, Texas	KFDA	M	Beckley, W. Va.	WJLS	
	KGNC	NR	Bellingham, Wash.	KVOS	M
Ames, Iowa	WOI		Bend, Ore.	KBND	
Anchorage, Alaska	KFQD		Berkeley, Calif.	KRE	
Anderson, Ind.	WHBU		Big Spring, Tex.	KBST	M
Anderson, S. C.	WAIM	C	Billings, Mont.	KGHL	NB-NR
Anniston, Ala.	WHMA		Binghamton, N. Y.	WNBF	C-M
Appleton, Wisc.	WHBY	C	Birmingham, Ala.	WAPI	C
Ardmore, Okla.	KVSO	NB		WBRC	NR
Asbury Park, N. J.	WCAP			WGSN	NB-M
Asheville, N. C.	WISE	NR	Bismarck, N. D.	KFYR	NB-NR
	WWNC	C	Bloomington, Ill.	WJBC	
Ashland, Ky.	WCMI	M	Bluefield, W. Va.	WHIS	NB
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	M
Athens, Ga.	WGAU			WBZ	NB
Atlanta, Ga.	WAGA	NB		WBZA	NB
	WATL	M		WCOP	
	WGST	C		WEEI	C
	WSB	NR		WHDH	
Atlantic City, N. J.	WBAB	C		WMEX	
	WFPG			WNAC	NR
Auburn, N. Y.	WMBO			WORL	
Augusta, Ga.	WGAC	NB	Bowling Green, Ky.	WLBJ	
	WMWH		Bozeman, Mont.	KRBM	NB-NR
	WRDW	C	Brady, Texas	KNEL	



City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Dubuque, Ia.	KDTH		Greensboro, N. C.	WBIG	C
	WKBB	NB	Greensburg, Pa.	WHJB	
Duluth, Minn.	KDAL	C	Greenville, Miss.	WJPR	
	WEBC	NB-NR	Greenville, N. C.	WGTC	
Durango, Colo.	KIUP		Greenwood, Miss.	WGRM	NB
Durham, N. C.	WDNC	C	Greenville, S. C.	WFBC	NR
East Lansing, Mich.	WKAR			WMRC	M
East St. Louis, Ill.	WTMV		Griffin, Ga.	WKUE	
Easton, Pa.	WEST	M	Grove City, Pa.	WSAJ	
Eau Claire, Wis.	WEAU	NB-NR	Gulport, Miss.	WGCM	
El Centro, Calif.	KXO	M	Hagerstown, Md.	WJEJ	M
El Dorado, Ark.	KELD		Hammond, Ind.	WHIP	
Elizabeth City, N. C.	WCNC			WJOB	
Elk City, Okla.	KASA		Harlan, Ky.	WHLN	
Elkhart, Ind.	WTRC		Harrisburg, Ill.	WEBQ	
Elmira, N. Y.	WENY	M	Harrisburg, Pa.	WHP	C
El Paso, Tex.	KROD	C		WKBO	NR-NB-M
	KTSM	NB-NR	Harrisonburg, Va.	WSVA	
Emporia, Kans.	KTSW	M	Hartford, Conn.	WDRG	C
Enid, Okla.	KCRC	M-NB		WTHT	M
Erie, Pa.	WERC			WTIC	NR
	WLEU	NB	Hastings, Nebr.	KHAS	
Escanaba, Mich.	WDBC		Hattiesburg, Miss.	WFOR	NR
Eugene, Ore.	KORE	M	Hazleton, Pa.	WAZL	M
Eureka, Calif.	KIEM	M	Helena, Mont.	KPFA	NB-NR
Evansville, Ind.	WEOA	C	Herrin, Ill.	WJPF	
	WGBF	NB-NR	Hibbing, Minn.	WMFG	C
Everett, Wash.	KRKO	M	Hickory, N. C.	WHKY	NB
Fairbanks, Alaska	KFAR		High Point, N. C.	WMFR	NB
Fairmont, W. Va.	WMMN	C	Hilo, Hawaii	KHCB	C-M
Fall River, Mass.	WSAR	M	Hobbs, N. M.	KWEW	
Fargo, N. D.	WDAY	NB-NR	Holyoke, Mass.	WHYN	
Fayetteville, N. C.	WFNC		Honolulu, Hawaii	KGMB	C-M
Fergus Falls, Minn.	KGDE	NB		KGU	NB-NR
Flint, Mich.	WFDF	NR	Hopkinsville, Ky.	WHOP	
Florence, S. C.	WOLS	M	Hot Springs, Ark.	KTHS	NB
Fond du Lac, Wis.	KFIZ			KWFC	M
Fort Dodge, Ia.	KVFD		Houston, Texas	KPRC	NR
Fort Lauderdale, Fla.	WFTL			KTRH	C
Fort Myers, Fla.	WFTM			KXYZ	NB-M
Fort Smith, Ark.	KFPW		Huntington, W. Va.	WSAZ	
Fort Wayne, Ind.	WGL	NB-NR	Huntsville, Ala.	WBHP	
	WOWO	NB	Huntsville, Tex.	KSAM	
Fort Worth, Tex.	KFJZ	M	Hutchinson, Kans.	KWBG	
	KGKO	NB	Hyannis, Mass.	WOCB	
	WBAP	NR	Idaho Falls, Ida.	KID	
Frederick, Md.	WFMD		Indianapolis, Ind.	WFBM	C
Fredericksburg, Va.	WFVA			WIBC	
Fremont, Mont.	KORN			WIRE	NR
Freeport, N. Y.	WGBB			WISH	
Fresno, Calif.	KARM	C	Iowa City, Iowa	WSUI	
	KMJ	NR	Ironwood, Mich.	WJMS	
Gadsden, Ala.	WJBY	M	Ithaca, N. Y.	WHCU	C
Gainesville, Fla.	WRUF		Jackson, Mich.	WIBM	NB
Gainesville, Ga.	WGGA		Jackson, Miss.	WJDX	NR
Galesburg, Ill.	WGIL			WLSI	NB
Gallup, N. M.	KAWM		Jackson, Tenn.	WTJS	M
Galveston, Texas	KLUF		Jacksonville, Fla.	WJAX	NR
Garden City, Kans.	KIUL			WJHP	NB
Gary, Ind.	WIND	C		WMBR	C
Gastonia, N. C.	WGNC	NB	Jamestown, N. Y.	WJTN	NB
Glendale, Calif.	KIEV		Jamestown, N. D.	KRMC	M
Glenside, Pa.	WIBG		Janesville, Wisc.	WCLO	
Globe, Ariz.	KWJB		Jefferson City, Mo.	KWOS	M
Goldsboro, N. C.	WGBR		Jerome, Ariz.	KCRJ	
Grand Forks, N. D.	KFJM		Jersey City, N. J.	WAAT	
Grand Island, Nebr.	KMMJ			WHOM	
Grand Junction, Colo.	KFXJ	M	Johnson City, Tenn.	WJHL	NB
Grand Rapids, Mich.	WASH		Johnstown, Pa.	WJAC	NR
	WGRB		Joliet, Ill.	WCLS	
	WLAV	M	Jonesboro, Ark.	KBTM	
	WOOD	NB-NR	Joplin, Mo.	WMBH	
Grants Pass, Ore.	KUIN		Juneau, Alaska	KINY	
Great Bend, Kans.	KVGB	M	Kalamazoo, Mich.	WKZO	C
Great Falls, Mont.	KFBB	C	Kalispell, Mont.	KGEZ	
Greeley, Colo.	KFKA	M	Kansas City, Kans.	KCKN	
Green Bay, Wisc.	WTAQ	C	Kansas City, Mo.	KCMO	
Greenfield, Mass.	WHAI	M		KITE	M
				KMBC	C
				WDAF	NR
				WHB	M
			Kearney, Nebr.	KGFW	
			Keene, N. H.	WKNE	C
			Ketchikan, Alaska	KGBU	M
			Kilgore, Texas	KOCA	
			Kingsport, Tenn.	WKPT	NR

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Kingston, N. Y.	WKNY		Medford, Wisc.	WIGM	
Kinston, N. C.	WFTC		Memphis, Tenn.	WHBQ	
Klamath Falls, Ore.	KFJJ	M		WMC	NR
Knoxville, Tenn.	WBFR	M		WMPS	NB-M
	WNOX	C		WREC	C
	WROL	NB-NR	Merced, Calif.	KYOS	M
Kokomo, Ind.	WKMO		Meridian, Miss.	WCOC	C
Laconia, N. H.	WLNH	M	Miami, Fla.	WIOD	NR
LaCrosse, Wisc.	WKBH	C		WQAM	C
Lafayette, La.	KVOL		Miami Beach, Fla.	WKAT	NB
LaGrange, Ga.	WLAG		Midland, Texas	KRLH	
La Grande, Ore.	KLBM		Miles City, Mont.	KRJF	
LaJunta, Colo.	KOKO		Milwaukee, Wisc.	WEMP	NB
Lake Charles, La.	KPLC			WISN	C
Lakeland, Fla.	WLAJ	NR		WTMJ	NR
Lamar, Colo.	KIDW	NB-NR-M	Minneapolis, Minn.	WCCO	C
Lancaster, Pa.	WGAL	NB		WDGY	M
Lansing, Mich.	WJIM			WLB	
Lapeer, Mich.	WMPC			WLWL	M
Laredo, Tex.	KPAB			WTCN	NB
Las Vegas, Nev.	KENO		Minot, N. D.	KLPM	M
	KFUN	NR	Missoula, Mont.	KGVO	C
Laurel, Miss.	WAML		Mobile, Ala.	WALA	NB-NR
Lawrence, Kans.	KFKU			WMOB	M
	WREN	NB	Modesto, Calif.	KTRB	
Lawrence, Mass.	WLAJ	C	Monroe, La.	KMLB	
Lawton, Okla.	KSWO			KNOE	
Lewiston, Ida.	KRLC		Monterey, Calif.	KDON	M
Lewiston, Me.	WCOU	M	Montgomery, Ala.	WCOV	C
Lexington, Ky.	WLAP	M		WSFA	NR-NB
Lihue, Hawaii	KTOH		Moorhead, Minn.	KVOX	M
Lima, Ohio	WLOK	NR	Morgantown, W. Va.	WAJR	
Lincoln, Nebr.	KFAB	C	Moultrie, Ga.	WMGA	
	KFOR	M	Muncie, Ind.	WLBC	
Little Rock, Ark.	KARK	NR	Muscle Shoals City, Ala.	WMSD	
	KGHI	M	Muskegon, Mich.	WKBB	
	KLRA	C	Muskogee, Okla.	KBIX	M-NB
Logan, Utah	KVNU		Nampa, Ida.	KFXD	
Logan, W. Va.	WLOG		Nashville, Tenn.	WLAC	C
Long Beach, Calif.	KFOX			WSIX	M
	KGER			WSM	NR-NB
Longview, Texas	KFRO		New Albany, Ind.	WGRC	M
Longview, Wash.	KWLK	M	Newark, N. J.	WHBI	
Los Angeles, Calif.	KECA	NB		WOR	M
	KFAC		New Bedford, Mass.	WNBH	M
	KFI	NR	New Britain, Conn.	WNBC	NB
	KFSG		Newburgh, N. Y.	WGNV	
	KFVD		New Castle, Pa.	WKST	
	KFWB		New Haven, Conn.	WELI	M
	KGJF		New Kensington, Pa.	WKPA	
	KHJ	M	New London, Conn.	WNLC	M
	KMPC	C	New Orleans, La.	WDSU	NB
	KMTR			WJBW	
	KNX	C		WNOE	M
	KRKD			WSMB	NR
Louisville, Ky.	WAVE	NR		WWL	C
	WHAS	C	Newport News, Va.	WGH	M
	WINN	NB	New York	WABC	C
Lowell, Ariz.	KSUN			WBNX	
Lowell, Mass.	WLLH	M		WEAF	NR
Lubbock, Texas	KFYO	M		WEVD	
Lufkin, Texas	KRBA			WHN	
Lynchburg, Va.	WLVA	M		WINS	
Macon, Ga.	WBML	M		WJZ	NB
	WMAZ	C		WLTH	
Madison, Wisc.	WHA			WMCA	
	WIBA	NB-NR		WNEW	
Manchester, N. H.	WFEA	NB-NR-M		WNYC	
	WMUR			WOV	
Mandan, N. D.	KGCU	M		WQXR	
Manhattan, Kans.	KSAC		Niagara Falls, N. Y.	WHLI	
Manitowoc, Wisc.	WOMT		Norfolk, Nebr.	WJAG	
Mankato, Minn.	KYSM	NR-NB	Norfolk, Va.	WTAR	NR
Mansfield, Ohio	WMAN		Norman, Okla.	WNAD	
Marion, Ohio	WMRN		Northfield, Minn.	WCAL	
Marquette, Mich.	WDMJ		North Platte, Neb.	KGNF	
Marrinette, Wisc.	WMAM		Oakland, Calif.	KLS	
Marshalltown, Ia.	KFJB			KLX	
Marshfield, Ore.	KOOS	M		KROW	
Martinsville, Va.	WMVA		Ocala, Fla.	WTMC	NB
Marysville, Calif.	KMYC	M	Ogden, Utah.	KLO	NB-M
Mason City, Iowa	KGLO	C	Ogdensburg, N. Y.	WSLB	
Mayaguez, P. R.	WPRA				
McComb, Miss.	WSKB				
Medford, Ore.	KMED	NB-NR			

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Oklahoma City, Okla.	KOCY		Rapid City, S. D.	KOBH	
	KOMA	C		WCAT	
	KTOK	NB-M	Reading, Pa.	WEEU	NR
	WKY	NR		WRAW	NR
Okmulgee, Okla.	KHBG		Red Bank, N. J.	WBRB	
Olean, N. Y.	WHDL	NB	Redding, Calif.	KVCV	M
Olympia, Wash.	KGY	M	Reno, Nev.	KOH	NB
Omaha, Nebr.	KOIL	C-M	Rice Lake, Wisc.	WJMC	
	KONB		Richmond, Ind.	WKBV	
	KOWH	NB	Richmond, Va.	WBL	
	WOW	NR		WMBG	NR
Opelika, Ala.	WJHO			WRNL	NB
Orlando, Fla.	WDBO	C		WRVA	C-M
	WLOF	NB	Roanoke, Va.	WDBJ	C
Ottumwa, Iowa	KBIZ	NB		WLSL	M
Owensboro, Ky.	WOMI		Roanoke Rapids, N. C.	WCBT	NB
Paducah, Ky.	WPAD		Rochester, Minn.	KROC	NB-NR
Palestine, Tex.	KNET		Rochester, N. Y.	WHAM	NB
Pampa, Texas	KPDN			WHEC	C
Panama City, Fla.	WDLP			WSAY	M
Paris, Texas	KPLT		Rockford, Ill.	WROK	M
Parkersburg, W. Va.	WPAR	C	Rock Island, Ill.	WHBF	M
Pasadena, Calif.	KPPC		Rock Springs, Wyo.	KVRS	
Paterson, N. J.	WPAT		Rocky Mount, N. C.	WEED	NB
Pawtucket, R. I.	WPCI		Rome, Ga.	WRGA	
Pecos, Texas	KIUN		Roseburg, Ore.	KRNR	M
Pensacola, Fla.	WCOA	NB-NR	Roswell, N. M.	KGFL	
Peoria, Ill.	WMBD	C	Royal Oak, Mich.	WEXL	
Petersburg, Va.	WPID		Rutland, Vt.	WSYB	M
Philadelphia, Pa.	KYW	NR	Safford, Ariz.	KGLU	NR-NR
	WCAU	C	St. Albans, Vt.	WQDM	
	WDAS		St. Augustine, Fla.	WFOY	C
	WFIL	NB-M	St. Cloud, Minn.	KFAM	NB-NR
	WHAT		St. Joseph, Mo.	KFEQ	
	WIP	M	St. Louis, Mo.	KMOX	C
Phoenix, Ariz.	WPEN			KSD	NR
	WTEL			KWK	M
	KOY	C		KXOK	NB
	KPHO			WEW	
	KTAR	NB-NR		WIL	
Pierre, S. D.	KGFX		St. Paul, Minn.	KSTP	NR
Pine Bluff, Ark.	KOTN	M		WMIN	
Pittsfield, Mass.	WBRK	M	St. Petersburg, Fla.	WSUN	NB
Pittsburg, Kans.	KOAM	NB-NR		WTSP	
Pittsburgh, Pa.	KDKA	NB	Sacramento, Calif.	KFBK	NB
	KQV			KROY	C
	WCAE	NR-M	Safford, Ariz.	KGLU	NB-NR
	WJAS	C	Saginaw, Mich.	WHAL	
	WWSW	M		WSAM	
Plattsburg, N. Y.	WMFF	NB	Salem, Mass.	WESX	
Pocatello, Ida.	KSEI	NB-NR	Salem, Ore.	KSLM	M
Ponca City, Okla.	WBBZ		Salina, Kans.	KSAL	M
Ponce, Puerto Rico	WPAB		Salina, N. Y.	WAGE	
	WPRP		Salisbury, Md.	WBOC	
Pontiac, Mich.	WCAR		Salisbury, N. C.	WSTP	M
Poplar Bluff, Mo.	KWOC		Salt Lake City, Utah	KDYL	NR
Port Arthur, Tex.	KPAC	M		KSL	C
Port Huron, Mich.	WHLS			KUTA	NB
Portland, Me.	WCSH	NR	San Angelo, Tex.	KGKL	M
	WGAN	C	San Antonio, Tex.	KABC	M
Portland, Ore.	KALE	M		KMAC	
	KBPS			KONO	
	KEX	NB		KTSA	C
	KGW	NR		WOAI	NR
	KOIN	C	San Bernardino, Calif.	KFXM	M
	KWJJ		San Diego, Calif.	KFMB	
	KXL			KFSO	NB
Portsmouth, N. H.	WHEB			KGB	M
Portsmouth, Ohio	WPAY	M	San Francisco, Calif.	KFRC	M
Poughkeepsie, N. Y.	WKIP	NB		KGO	NB
Powell, Wyo.	KPOW			KJBS	
Poynette, Wis.	WIBU			KPO	NR
Prescott, Ariz.	KYCA			KSAN	
Presque Isle, Me.	WAGM			KSFO	C
Price, Utah	KEUB	M		KYA	
Providence, R. I.	WEAN	NB-M	San Jose, Calif.	KQW	M
	WJAR	NR	San Juan, P. R.	WKAQ	C
	WPRO	C		WNEL	
Provo, Utah	KOVO	M	San Luis Obispo, Calif.	KVEC	M
Pueblo, Colo.	KGHF	NB	Santa Ana, Calif.	KVOE	M
Pullman, Wash.	KWSC		Santa Barbara, Calif.	KDB	M
Quincy, Ill.	WTAD			KTMS	NB
Racine, Wisc.	WRJN		Santa Fe, N. M.	KVSF	C
Raleigh, N. C.	WPTF	NR	Santa Rosa, Calif.	KSRO	
	WRAL	M	Saranac Lake, N. Y.	WNBZ	

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Sarasota, Fla.	WSPB		Tucson, Ariz.	KTUC	C
Sault Ste. Marie, Mich.	WSOO			KVOA	NB-NR
Savannah, Ga.	WSAV	NR	Tulsa, Okla.	KOME	M-NB
	WTOC	C		KTUL	C
Schenectady, N. Y.	WGY	NR		KVOO	NR
Scottsbluff, Nebr.	KGKY		Tuscaloosa, Ala.	WJRD	
Scranton, Pa.	WARM	M	Tuscola, Ill.	WDZ	
	WGBI	C	Twin Falls, Ida.	KTFI	NB-NR
	WQAN		Tyler, Texas	KGKB	
Seattle, Wash.	KEVR		Uniontown, Pa.	WMBS	
	KIRO	C	Urbana, Ill.	WILL	
	KJR	NB	Utica, N. Y.	WIBX	C
	KOL	M	Valdosta, Ga.	WGOV	
	KOMO	NR	Valley City, N. D.	KOVQ	
	KRSC		Vancouver, Wash.	KVAN	
	KTW		Vermilion, S. D.	KUSD	
	KXA		Vernon, Texas	KVWC	
Sedalia, Mo.	KDRO		Vicksburg, Miss.	WQBC	
Selma, Ala.	WHBB	M	Victoria, Texas	KVIC	
Sharon, Pa.	WPIC		Vincennes, Ind.	WAOV	
Shawnee, Okla.	KGFF	M-NB	Virginia, Minn.	WHLB	C
Sheboygan, Wisc.	WHBL		Visalia, Calif.	KTCK	M
Shenandoah, Ia.	KFNF		Waco, Texas	WACO	M
	KMA	NB	Wallace, Ida.	KWAL	
Sheridan, Wyo.	KWYO		Walla Walla, Wash.	KUJ	
Sherman, Texas	KRRV	M	Washington, D. C.	WINX-WJSV	C
Shreveport, La.	KRMD			WMAL	NB
	KTBS	NR		WOL	M
	KWKH	C		WRC	NR
Siloam Springs, Ark.	KUOA			WWDG	
Sioux City, Ia.	KSCJ	NB	Waterbury, Conn.	WATR	M
	KTRI			WBRV	C
Sioux Falls, S. D.	KELO	NR-NB	Waterbury, Vt.	WDEV	
	KSOO	NB-NR	Watertown, N. Y.	WATN	
South Bend, Ind.	WFAM			WVNY	
	WSBT	C	Watertown, S. D.	KWAT	
Spartanburg, S. C.	WORD	C	Watsonville, Calif.	KHUB	
	WSPA		Wausau, Wisc.	WSAU	
Spokane, Wash.	KFIO		Waycross, Ga.	WAYX	
	KFPY	C	Welch, W. Va.	WBRW	
	KGA	NB	Wenatchee, Wash.	KPQ	M
	KHO	NR	Weslaco, Texas	KRGV	NB-NR-M
Springfield, Ill.	WCBS	NB	West Palm Beach, Fla.	WJNO	C
	WTAX		West Point, Ga.	WDAG	M
Springfield, Mass.	WBZA	NB	West Lafayette, Ind.	WBAA	
	WMAS	C	Wheeling, W. Va.	WKWK	
	WSPR	M		WVVA	C
Springfield, Mo.	KGBX	NB-NR	White Plains, N. Y.	WFAS	
	KWTO		Wichita, Kans.	KANS	NB-NR
Springfield, Ohio	WIZE	NR-NB		KFBI	M
Sterling, Colo.	KGEK			KFH	C
Steuenville, Ohio	WSTV	M	Wichita Falls, Tex.	KWFT	C
Stevens Pt., Wisc.	WLBL		Wilkes-Barre, Pa.	WBAX	M
Stockton, Calif.	KGDM			WBRE	NB-NR
	KWG	NB		WBTH	
Suffolk, Va.	WLPM		Williamson, W. Va.	WBTH	
Sumter, S. C.	WFIG		Williamsport, Pa.	WRAM	
Sunbury, Pa.	WKOK		Willmar, Minn.	KWLM	
Superior, Wisc.	WDSM	M	Wilmington, Del.	WDEL	NR
Sweetwater, Tex.	KXOX			WILM	M
Syracuse, N. Y.	WFBL	C	Wilmington, N. C.	WMFD	NB
	WOLF		Wilson, N. C.	WGTM	
	WSYR	NB	Winona, Minn.	KWNO	M
Tacoma, Wash.	KMO	M	Winston Salem, N. C.	WAIR	M
	KVI	C		WSJS	NR
Tallahassee, Fla.	WTAL		Wisconsin Rapids, Wisc.	WFHR	
Tallmadge, Ohio (Akron)	WADC	C	Wolf Point, Mont.	KGCK	
Tampa, Fla.	WDAE	C	Woodside, N. Y.	WWRL	
	WFLA	NR	Worcester, Mass.	WMAW	
	WGA			WORC	C
Temple, Texas	KTEM	M		WTAG	NR
Terre Haute, Ind.	WBOW	NB-NR		WTKB	NR
Texarkana, Tex.	KCMC	M	Yakima, Wash.	KIT	M
Thomasville, Ga.	WPAX		Yankton, S. Dak.	WNAX	C
Toccoa, Ga.	WRLC		York, Pa.	WORK	NB-NR-M
Toledo, Ohio	WSPD	NR	Youngstown, Ohio	WFMJ	NB
	WTOL	NB		WKBN	C
	WTOL	C	Yuma, Arizona	KYUM	NR-NB
Topeka, Kans.	WIBW		Yuma, Arizona	KYUM	
Traverse City, Mich.	WTCM		Zanesville, Ohio	WHIZ	NB-NR
Trenton, N. J.	WTNJ		Zarephath, N. J.	WAWZ	
Troy, N. Y.	WHAZ				
	WTRY				

# IMPORTANT NOTICE

## REGARDING THE LISTING OF THE 882 STATIONS THAT FOLLOW

### ***Compilation***

In presenting the following list of stations, exacting effort has been made, to produce a compilation which would intelligently reflect the transition after frequency and power revisions went into effect as per North American Regional Broadcast Agreement, March 29, 1941. The listing of power, particularly, presented a problem, and it was only after a consensus of opinion from time buyers, station representatives and broadcasters, that the use of the new frequency and power figures was decided upon.

### ***Power-Frequencies***

While it is mandatory that all stations coming within the realm of the Havana Treaty agreement switch to the newly assigned frequency as of March 29, 1941, new power grants are less stringent in rule as to when they shall be carried out. Inability to obtain suitable equipment, in many cases due to priority national defense orders, means that broadcasters will have to stagger their dates throughout the year. In every case however new frequencies, and power to which the station is entitled, is listed.

### ***Coverage***

Coverage data for respective stations has been supplied by the outlets to the extent of approximately 95 per cent of the total. The remaining five per cent has been compiled from the most authoritative sources available. Radio Annual, however, does not assume responsibility for market data supplied by stations or compiled from other sources. All coverage data listed in connection with outlets whose power is subject to change, is based on the lower wattage and not on the future increase.

### ***U. S. Census***

As an additional service to both time-buyer and broadcaster, U. S. Census for 1940 for all states and counties, also the District of Columbia, is available in this edition of Radio Annual. For all practical purposes and intents these figures may be considered final since any further changes contemplated by the Census Bureau cannot exceed one per cent. To further enhance the value of the Census to the industry, a cross index has been devised. This will be found at the head of each page listing stations by states.

# **KGBX**

**SPRINGFIELD, MO.**

**Now**

**5000 Watts**

**FULL TIME**

Now a basic supplementary of both  
networks of

**RED      N B C      BLUE**

**RALPH FOSTER, General Manager**

**National Representative, John E. Pearson, 360 N. Michigan, Chicago**



# ALABAMA

Population 2,832,961

Number of Radio Homes 376,330

Number of Families 670,111

Auto Registrations 331,860

For 1940 Census data, please turn to page 242

## WHMA

ANNISTON—EST. 1938

FREQUENCY: 1450 Kc. POWER: 250 Watts. OWNED BY: Harry M. Ayers. OPERATED BY: J. Allen Brown. BUSINESS ADDRESS: WHMA Bldg., 14th & Noble Sts. PHONE: 2380-2381. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited, 6 a.m. to 10:15 p.m. (114 hours weekly). NEWSPAPER AFFILIATION: Anniston Star. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

### Personnel

Owner.....Harry M. Ayers  
General Manager.....J. Allen Brown  
Commercial Manager.....A. Lynne Brannen  
Program Director.....Edwin Mullinax  
Artists' Bureau Head.....John Cram  
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: 1940 U. S. Census; station survey.

## WAPI

BIRMINGHAM—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1070 Kc. (1170 Kc. Temporarily) POWER: 50,000 Watts. OWNED BY: Alabama Polytechnic Institute, University of Alabama and Alabama College. OPERATED BY: Voice of Alabama, Inc. BUSINESS ADDRESS: Protective Life Bldg. PHONE: 3-8116. STUDIO ADDRESS: 14th floor, same building. TRANSMITTER LOCATION: Sandusky. TIME ON AIR: 5:30 a.m. to 11:30 p.m.; Sundays, 8:00 a.m. to 11:30 p.m. (123½ hours weekly). NEWS SERVICE: United Press.

### Personnel

Owners' Representative.....P. O. Davis  
General Manager.....Thad Holt  
National Sales & Promotion  
Manager.....H. H. Holthouser  
Program Director-Chief  
Announcer.....Lionel Baxter

Production Manager.....Stuart Mims  
Publicity Director.....Mary Bennett  
Musical Director.....Clo McAlpin  
Chief Engineer.....N. S. Hurley

### Coverage

Population—Primary .....	1,141,968
Radio Homes— " .....	155,620
Population—Secondary .....	901,391
Radio Homes— " .....	100,770

Source: Hooper-Holmes Field Survey.

### Representative

Radio Sales

## WBRC

BIRMINGHAM—EST. 1925

NBC—(RED)

FREQUENCY: 960 Kc. POWER: 5000 Watts. OWNED BY: Birmingham Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Bankhead Hotel. PHONE: 3-9293. STUDIO ADDRESS: Bankhead Hotel. TRANSMITTER LOCATION: 2400 Arkadelphia Road, Birmingham. TIME ON THE AIR: 6:00 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Birmingham 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

BIRMINGHAM—EST. 1926

NBC (BLUE)

ALABAMA NETWORK

FREQUENCY: 1340 Kc. POWER: 1000 watts. OWNED BY: R. B. Broyles Co. OPERATED

BY: The Birmingham News Co. BUSINESS ADDRESS: Tutwiler Hotel. PHONE: 4-3434. STUDIO ADDRESS: Tutwiler Hotel; Dixie Carleton Hotel. PHONE: 3-1121. 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 & Schwegerler.

**Personnel**

V-P. and Gen. Mgr. . . . . Henry P. Johnston  
 Chief Engineer . . . . . P. B. Cram  
 Production Manager . . . . . Bill Terry  
 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**

DECATUR—EST. 1935  
 MUTUAL BROADCASTING SYSTEM  
 ALABAMA NETWORK

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: The Tennessee Valley Broadcasting Co. OPERATED BY: The Tennessee Valley Broadcasting Co. BUSINESS ADDRESS: Mutual Savings Life Bldg. PHONE: 802-3-4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 12:00 midnight; Sundays, 7:45 A.M. to 12:00 midnight (126 hours weekly). NEWS SERVICE: United Press.

**Personnel**

President-General Manager . . . . M. K. Vickrey  
 Vice-President . . . . . Clarence Calhoun, Jr.  
 Secretary-Treasurer . . . . . Bryan McAfee  
 Sales & Promotion Manager . . . . D. L. Sims  
 Commercial Manager . . . . . Kyle Frazier  
 Program-Production Director . . . John Boggess  
 Chief Announcer . . . . . Joe Gannon  
 Musical Director . . . . . John Boggess  
 Chief Engineer . . . . . Hudie Brown

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	175,370	75,000
Radio Homes— " . . . . .	24,000	16,000
Population—Secondary . . . . .	487,961	. . . .
Radio Homes— " . . . . .	92,220	. . . .

Mail survey (station); U. S. Census.

**Representative**

Headley-Reed Company

**W A G F**

DOTHAN—EST. 1932

FREQUENCY: 1400 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. TRANSMITTER LOCATION: Headland-Alabama Highway. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: Transradio press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Station Manager . . . . . Julian C. Smith  
 Commercial Manager . . . . . Fred Moseley  
 Program Director-Chief  
 Announcer . . . . . Samuel Hall  
 Publicity Director . . . . . Carl Shellgrove  
 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

MUTUAL BROADCASTING SYSTEM  
 ALABAMA NETWORK

FREQUENCY: 1240 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.

**Personnel**

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

**Representative**

Sears & Ayer.

**W B H P**

HUNTSVILLE—EST. 1937

FREQUENCY: 1230 Kc. POWER: 250 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: Unlimited license. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President-Station Mgr. . . . . W. H. Pollard

**W A L A**

MOBILE—EST. 1930

NATIONAL BROADCASTING CO.

FREQUENCY: 1410 Kc. POWER: 1000 watts, d.; 500 watts, n. (C. P. 5000 watts, unlimited license). 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: Near 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 Lewis  
 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

ALABAMA NETWORK

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: S. B. Quigley. OPERATED BY: S. B. Quigley. BUSINESS ADDRESS: 600 St. Louis St. Belmont 2581. STUDIO ADDRESS: 600 St. Louis St. TRANSMITTER LOCATION: 600 St. Louis St. TIME ON THE AIR: 7:00 A. M. to 10:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

Owner-Manager . . . . . S. B. Quigley  
 Commercial Manager . . . . . F. E. Busby  
 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**

MONTGOMERY—EST. 1939

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Capital Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 2 Montgomery St. PHONE: Cedar 3301-2. STUDIO ADDRESS: Exchange Hotel. PHONE: Cedar 1126. TRANSMITTER LOCATION: Narrow Lane Road. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight; Sundays, 6:30 A.M. to 12:00 midnight (125½ hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Manager . . . . . G. W. Covington, Jr.  
 Executive Secretary . . . . . Evelyn B. Robinson  
 Sales Manager . . . . . R. B. Raney  
 Program-Musical Director . . . . . Weston Britt  
 Publicity Director . . . . . John C. Hughes  
 Chief Announcer . . . . . Wallace Beecham  
 Chief Engineer . . . . . James Brewer

**Coverage**

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

Source: Station estimate.

**Representative**

Sears & Ayer

**W S F A**

MONTGOMERY—EST. 1930

NATIONAL BROADCASTING CO.

(Red & Blue)

FREQUENCY: 1440 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 12:00 midnight. NEWSPAPER AFFILIATION: Montgomery Advertiser. 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: 1450 Kc. POWER: 250 watts. OWNED BY: Muscle Shoals Broadcasting Corp. OPERATED BY: Muscle Shoals Broadcasting Corp. BUSINESS ADDRESS: 620 East Second St. PHONE: 181. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:15 P.M. NEWS SERVICE: United Press.

## Personnel

General Manager.....Joe Van Sandt  
Program-Musical Director.....James Connolly  
Chief Announcer.....George Martin  
Chief Engineer.....Maurice McKinney

## Coverage

	Daytime	Evening
Population—Primary . . . . .	134,561	75,000
Radio Homes— " . . . . .	13,500	8,500
Population—Secondary . . . . .	222,000	102,000
Radio Homes— " . . . . .	21,600	10,200

Source: Station estimate.

## Representative

Sears & Ayer

# W J H O

OPELIKA—EST. 1940

FREQUENCY: 1400 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: 1400 Auburn Road. PHONE: 750-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license (107 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

General Manager.....J. H. Orr  
Program Director.....Hugh Webb  
Production Manager.....Kenneth Vance  
Chief Announcer.....Mal Richards  
Chief Engineer.....R. B. Wilds

## Coverage

Population—Primary . . . . .	186,000
Radio Homes— " . . . . .	97,876
Population—Secondary . . . . .	500,000
Radio Homes— " . . . . .	.....

Source: Station estimate.

## Representative

Associated Radio Sales

# W H B B

SELMA—EST. 1935

FREQUENCY: 1490 Kc. POWER: 250 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 10:00 P.M. (unlimited). NEWS SERVICE: Transradio Press.

## Personnel

President.....B. H. Hopson  
Vice-President-Station Mgr.....Julien Smith, Jr.  
Chief Engineer.....Sidney Spencer

## Coverage

Population—Primary . . . . .	174,000
Radio Homes— " . . . . .	25,600

Source: Station estimate.

# W J R D

TUSCALOOSA—EST. 1936

ALABAMA NETWORK

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: James R. Doss, Jr. OPERATED BY: James R. Doss, Jr. BUSINESS ADDRESS: First National Bank Bldg. PHONE: 4464-3600. STUDIO ADDRESS: First National Bank Bldg. TRANSMITTER LOCATION: Greensboro Road opposite Jug Factory Rd. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWS SERVICE: International News Service. MAINTAINS ARTIST BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

Manager.....J. L. Doss  
Commercial Manager.....J. Ed Reynolds  
Program-Musical Director.....Wilhelmina Quarles  
Production Manager-Chief

Announcer.....Alfred Owens  
Chief Engineer.....Fred James

## Coverage

	Daytime	Evening
Population—Primary . . . . .	365,000	190,000
Radio Homes— " . . . . .	78,000	38,000
Population—Secondary . . . . .	525,000	210,000
Radio Homes— " . . . . .	92,000	54,000

Source: Station estimate.

## Representative

Headley-Reed Company  
(for Alabama Network)

# ARIZONA

Population 499,261

Number of Radio Homes 99,420

Number of Families 130,020

Auto Registrations 135,000

*For 1940 Census data, please turn to page 243*

## K W J B

GLOBE—EST. 1938

ARIZONA BROADCASTING CO.

FREQUENCY: 1240 Kc. POWER: 250 watts.  
OWNED BY: Sims Broadcasting Co. OPERATED BY: Same. BUSINESS OFFICE: Globe. PHONE: 41. STUDIO ADDRESS: Hotel Globe. TRANSMITTER LOCATION: 1 mile south of Globe. TIME ON THE AIR: 8:00 A.M. to 10:00 P.M. (14 hours daily). NEWS SERVICE: United Press.

### Personnel

Owner-Manager.....Bartley T. Sims  
Sales Manager.....Gordon Dennis  
Program Director-Chief  
Announcer.....Chester Doll  
Publicity Director.....Emma Henderson  
Musical Director.....Elgin McCarty  
Chief Engineer.....Arthur Turnrose

### Coverage

Population—Primary ..... 55,000  
Radio Homes— " ..... 13,745

## K C R J

JEROME—EST. 1930

ARIZONA BROADCASTING CO.

FREQUENCY: 1340 Kc. POWER: 250 watts.  
OWNED BY: Central Arizona Broadcasting Co. OPERATED BY: Central Arizona Broadcasting Co. BUSINESS ADDRESS: 811 Main St. PHONE: 88. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. (92 hours weekly). NEWS SERVICE: Transradio Press TRANSCRIPTION SERVICE: C. P. MacGregor.

### Personnel

President.....Della Tovrea Stuart  
Manager.....Howard Kuhn  
Program Director.....Marian Kuhn  
Chief Announcer.....Charles Bennett  
Chief Engineer.....D. E. Towne

### Coverage

	Daytime	Evening
Population—Primary	102,200	50,020
Radio Homes— "	16,160	12,500
Population—Secondary	103,700	2,000
Radio Homes— "	25,340	500

Source: Station Survey.

### Representative

Paul H. Raymer Co.

## K S U N

BISBEE-DOUGLAS—EST. 1933

ARIZONA NETWORK

FREQUENCY: 1230 Kc. POWER: 250 watts.  
OWNED BY: Copper Elec. Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Lowell Station, Bisbee. PHONE: Bisbee 9. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: between Bisbee and Douglas. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press.

### Personnel

President.....James S. Maffeo  
Station & Commercial Mgr.....Carleton W. Morris  
Sales Manager.....Gerald O'Brien  
Program Director.....Esther Morris  
Production Manager.....Melvin Cody  
Publicity Director.....William Cody  
Chief Engineer.....John G. Gould

### Coverage

	Daytime	Evening
Population—Primary	40,000	24,000
Radio Homes— "	9,000	6,000
Population—Secondary	80,000	30,000
Radio Homes— "	18,000	8,000

Source: Station survey; 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: 550 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

Station Manager ..... Fred A. Palmer  
 Chief Announcer ..... Joe Dana  
 Program Director ..... Jack Williams  
 Publicity Director ..... Les Mawhinney  
 Musical Director ..... Alfred Becker  
 Chief Engineer ..... Robert Thompson

**Coverage**

Population—Primary ..... 190,200  
 Radio Homes— " ..... 32,770  
 Population—Secondary ..... 250,500  
 Radio Homes— " ..... 33,000

Source: CBS Listener and Dealer Study.

**Representative**

John Blair & Company

**K P H O**

PHOENIX—EST. 1940

FREQUENCY: 1230 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: M. C. Reese. OPERATED BY: M. C. Reese. BUSINESS ADDRESS: First National Bank Bldg. PHONE: 3-3197. STUDIO ADDRESS: 2323 Buckeye Rd. TRANSMITTER LOCATION: 2323 Buckeye Rd. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight (126 hours weekly). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music Publishers.

**Personnel**

Executive Manager ..... M. C. Reese  
 Station Manager ..... J. C. Sweeney  
 Sales Manager ..... F. M. Markley  
 Commercial Manager ..... Sheron Stanford  
 Program Director ..... Howard Seitz  
 Chief Engineer ..... F. Belcher

**Coverage**

Population—Primary ..... 120,000  
 Population—Secondary ..... 192,000

**K T A R**

PHOENIX—EST. 1922

NBC (Red and Blue)

ARIZONA BROADCASTING CO.

FREQUENCY: 620 Kc. POWER: 5000 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: 36th St. & Thomas Rd. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight NEWSPAPER AFFILIATIONS: The Arizona Republic (morning), Phoenix Gazette (evening), The Arizona Weekly Gazette. NEWS SERVICE: United Press, International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: NBC Thesaurus, Standard Radio Library and C. P. MacGregor.

**Personnel**

President ..... Sam Kahan  
 General Manager ..... Dick Lewis  
 Commercial Manager ..... J. R. Heath  
 Assistant Commercial Manager ..... J. E. Miller  
 Program Director ..... J. Howard Pyle  
 Production Manager ..... James Creasman  
 Sales Promotion Manager ..... K. M. Pennington  
 Artists' Bureau Head ..... Faye Meyerson  
 Publicity Director ..... Francis Connolly  
 Chief Announcer ..... A. C. Anderson  
 Musical Director ..... Paul Giroux  
 Sports Editor ..... Myron Drake  
 Traffic Manager ..... Harper Miller  
 Drama Director ..... Milton Sacks  
 Chief Engineer ..... A. C. Anderson

**Coverage**

Population—Primary ..... 400,000  
 Radio Homes— " ..... 60,000  
 Population—Secondary ..... 95,000  
 Radio Homes— " ..... 19,000

Source: U. S. Census 1930; Joint Committee; 1940 Census Estimate.

**Representative**

Paul H. Raymer Company

**K Y C A**

PRESCOTT—EST. 1939

ARIZONA BROADCASTING CO.

FREQUENCY: 1490 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Southwest Broadcasting Co. OPERATED BY: Southwest Broadcasting. BUSINESS ADDRESS: East Gurdy St. PHONE: 244. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 103 hours weekly. NEWSPAPER AFFILIATION: Arizona Republic & Gazette. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President-Station Manager ..... Albert Stetson  
 Program Director ..... Mucio Delgado  
 Production Manager ..... Rex Bowan  
 Publicity Director ..... Laura Marston  
 Chief Announcer ..... Fred Blackburn  
 Musica Director ..... Art Willcox  
 Chief Engineer ..... Norman H. Dewes

**Coverage**

Population—Primary ..... 26,000  
 Radio Homes— " ..... 3,500  
 Radio Homes—Secondary ..... 2,200

Source: Station estimate.

**Representative**

Paul H. Raymer Co.

# K G L U

SAFFORD—EST. 1938

NATIONAL BROADCASTING CO.  
ARIZONA BROADCASTING CO.

FREQUENCY: 1450 Kc. POWER: 250 watts.  
OWNED BY: Gila Broadcasting Co. OPERATED BY: Same. BUSINESS AND STUDIO ADDRESS: Sixth Ave. and Relation St. PHONE: Safford 15. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (111 hours weekly) NEWS SERVICE: United Press. NEWSPAPER AFFILIATION: Safford Daily News. TRANSCRIPTION SERVICES: Standard Radio.

## Personnel

President.....Louis F. Long  
General Manager.....Paul Merrill  
Program Director.....Norman Harrington  
Chief Announcer.....Lester McBride  
Musical Director.....Alberta Hunt  
Chief Engineer.....August Brieske

## Coverage

Population—Primary .....	25,000
Radio Homes— " .....	5,000
Population—Secondary .....	45,000
Radio Homes— " .....	10,000

## Representative

Paul H. Raymer Co.

# K T U C

TUCSON—EST. 1929

COLUMBIA BROADCASTING SYSTEM  
ARIZONA NETWORK

FREQUENCY: 1400 Kc. POWER: 250 watts.  
OWNED BY: Tucson Broadcasting Co. OPERATED BY: Tucson Broadcasting Co. BUSINESS ADDRESS: Box 390. STUDIO ADDRESS: 142 S. 6th Ave. PHONE: 5800. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 11:15 P.M. (17 hours daily) NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President.....Ralph W. Bilby  
Station Manager.....John C. Merlino  
Sales Manager.....Victor Gillard  
Program Director.....Mac C. Matheson  
Chief Announcer.....Tom Hotchkiss  
Musical Director.....Keith Loftfield  
Chief Engineer.....Clifford Livingston

## Coverage

	Daytime	Evening
Population—Primary .....	75,000	55,000
Radio Homes— " .....	9,700	8,500
Population—Secondary .....	60,000	45,000
Radio Homes— " .....	8,300	7,800

Source: Joint Committee.

# K V O A

TUCSON—EST. 1929

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1290 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 11:00 P.M., daily; 7:00 A.M. to 11:00 P.M. Sundays; NEWS SERVICES: United Press, International News Service 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.

# K Y U M

YUMA—EST. 1940

NATIONAL BROADCASTING CO.  
ARIZONA BROADCASTING CO.

FREQUENCY: 1240 Kc. POWER: 250 watts.  
OWNED BY: Yuma Broadcasting Co. OPERATED BY: Yuma Broadcasting Co. BUSINESS ADDRESS: 19th Avenue & First St. PHONE: 88. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICES: United Press, International News Service. TRANSCRIPTION SERVICES: Standard Radio, NBC Thesaurus

## Personnel

President.....John H. Huber  
Station Manager.....G. E. Akers  
Commercial Manager.....George D. Smirl  
Program Director-Chief  
Announcer.....Clark Watterson  
Publicity Director.....Crystal Thomas  
Musical Director.....Irene Belzer  
Chief Engineer.....L. B. Shaw

## Coverage

	Daytime	Evening
Population—Primary .....	75,000	25,000
Population—Secondary .....	50,000	....

Source: Station survey.

## Representative

Paul H. Raymer Company

# ARKANSAS

Population 1,949,387

Number of Radio Homes 252,760

Number of Families 494,716

Auto Registrations 252,744

*For 1940 Census data, please turn to page 243*

## K L C N

**BLYTHERVILLE—EST. 1923**

FREQUENCY: 1320 Kc. POWER: 100 watts. OWNED BY: Fred O. Grimwood. OPERATED BY: Same. BUSINESS ADDRESS: Railroad & Walnut Sts. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: Transradio Press.

### Personnel

President.....Fred O. Grimwood  
Station Manager.....Cleo Garner  
Sales Manager.....Algje Bishop  
Chief Announcer.....Melvin Unger

### Coverage

Population—Primary ..... 190,700  
Radio Homes— " ..... 32,000  
Population—Secondary ..... 256,000  
Radio Homes— " ..... 60,000

Source: Engineering survey; Joint Committee.

## K E L D

**EL DORADO—EST. 1935**

**ARKANSAS NETWORK**

FREQUENCY: 1400 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 10:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President .....R. E. Meinert  
Vice-President.....G. E. Zimmerman  
Station Manager .....F. E. Bolls  
Assistant Manager.....Ewing Canaday  
Chief Engineer.....John Riley

### Representative

Joseph Hershey McGillivra.

## K F P W

**FORT SMITH—EST. 1930**

**ARKANSAS NETWORK**

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Southwestern Hotel Co. OPERATED BY: Same. BUSINESS ADDRESS: Goldman Hotel. PHONE: 4106-7-7069. STU-

DIO ADDRESS: Same. TRANSMITTER LOCATION: Albert Pike & Kelly Highway. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. (104 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus & Standard Radio. MAINTAINS ARTISTS' BUREAU.

### Personnel

President.....John A. England  
Station Manager.....Dorothy A. Gibson  
Commercial Manager .....Jimmie Barry  
Chief Announcer.....Bill Slaters  
Musical Director.....Afton Blake  
Chief Engineer.....D. W. Hoisington

## K W F C

**HOT SPRINGS—EST. 1940**

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Clyde E. Wilson and Howard A. Shuman d/b as Hot Springs Broadcasting Co. BUSINESS ADDRESS: 819½ Central Ave. PHONE: 413, 412. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press TRANSCRIPTION SERVICE: NBC Thesaurus

### Personnel

Station Manager.....Howard A. Shuman  
Commercial Manager.....Frank Rough  
Program Director-Chief  
Announcer.....Jack J. Wolever  
Production Manager.....Ward Hatcher  
Musical Director.....Doc Warren  
Chief Engineer.....James Beall Eschwege

## K T H S

**HOT SPRINGS—EST. 1924**

**NBC (RED and BLUE)**

FREQUENCY: 1090 Kc. POWER: 50,000 watts. OWNED BY: H. S. Chamber of Commerce. OPERATED BY: Chamber of Commerce. BUSINESS ADDRESS: 135 Benton St. PHONE: 1160. STUDIO ADDRESS: 135 Benton St. PHONE: 887. TRANSMITTER LOCATION: Malvern Highway. TIME ON THE AIR: 6:00 A.M. to Local Sunset, 8:00 P.M. to Midnight daily. NEWS SERVICE: Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Davis & Schwegler.

### Personnel

Chairman, C of C. Radio Board..Lewis Brenner  
General Manager.....John I. Prosser



# ARKANSAS

Program Director.....Ewald Kockritz  
 Director of Women's  
 Program.....Hazel Jacobs Konig  
 Chief Engineer .....J. Clinton Norman

## Coverage

	Daytime	Evening
Population—Primary ....	147,600	248,489
Radio Homes— " .....	20,740	33,140
Population—Secondary .	989,245	1,078,256
Radio Homes— " .....	118,400	152,100

Source: Field intensity survey and mail analysis.

## Representative

John Blair & Co.

# K B T M

JONESBORO—EST. 1930  
 ARKANSAS NETWORK

FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: Jay P. Beard. OPERATED BY:  
 Regional Broadcasting Co. BUSINESS AD-  
 DRESS: 104½ W. Washington. PHONE: 589.  
 STUDIO ADDRESS: Same. PHONE: 866.  
 TRANSMITTER LOCATION: State College Air-  
 port. TIME ON THE AIR: 6:00 A.M. to 10:00  
 P.M. (112 hours weekly). NEWS SERVICE:  
 Transradio Press. TRANSCRIPTION SERVICE:  
 Standard Radio.

## Personnel

President-General Manager.....J. P. Beard  
 Program Director.....Martha Jean Booker  
 Production Manager.....Veda Beard  
 Chief Announcer.....Franklin Metzner  
 Chief Engineer.....J. C. Warren

## Coverage

	Daytime	Evening
Population—Primary ....	150,117	100,078
Radio Homes— " .....	34,911	23,274
Population—Secondary .	334,506	223,004
Radio Homes— " .....	77,792	51,862

Source: Mail response survey; Joint Com-  
 mittee.

# K A R K

LITTLE ROCK—EST. 1931

NBC (Southwest Red)

ARKANSAS NETWORK

SOUTHCENTRAL QUALITY GROUP

FREQUENCY: 920 Kc. POWER: 5000 watts,  
 OWNED BY: Ark. Radio & Equipment Co.  
 OPERATED BY: Ark. Radio & Equipment Co.  
 BUSINESS ADDRESS: 11th Floor, Union Life  
 Bldg. PHONE: 2-1841; LD-224. STUDIO AD-

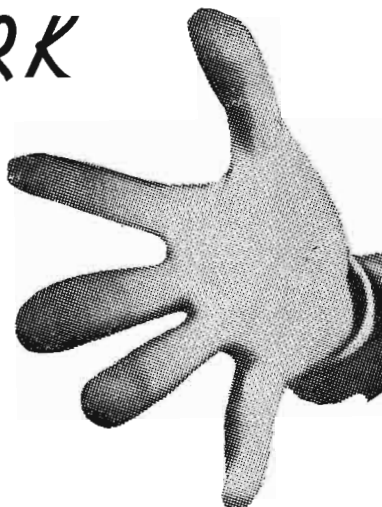
# ★ ARKANSAS MARKET!

★ REACH THE

*through KARK*

LITTLE ROCK, ARKANSAS

With 5,000 watts day and night from RCA DeLuxe Transmitter—KARK is the NBC Red outlet for Arkansas, and the *only* NBC *full-time* station in the state. 890 Kc., in the center of the dial where it counts. (920 Kc. after reallocation). In the Arkansas market, KARK has the listeners!



Member of  
 South Central Quality Network:  
 KARK, WMC, KWKH, KTBS, WSMB, WJDX

# KARK LITTLE ROCK ARKANSAS

Arkansas Radio and Equipment Co.  
 Ed Zimmerman, Vice-President and General Manager

NATIONAL REPRESENTATIVES:

EDWARD PETRY & CO.

NEW YORK CHICAGO DETROIT  
 ST. LOUIS LOS ANGELES  
 SAN FRANCISCO

DRESS: Same. TRANSMITTER LOCATION: North Little Rock. TIME ON THE AIR: 6:00 A.M. to Midnight. 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-Musical Director . . . . . Paul Godt  
 Publicity Director . . . . . Gene Weil  
 News Editor . . . . . Henry Orbach  
 Chief Engineer . . . . . Dan Winn

**Coverage**

	Daytime
Population—Primary . . . . .	965,056
Radio Homes— " . . . . .	133,155
Population—Secondary . . . . .	1,874,476
Radio Homes— " . . . . .	254,800
Source: Field intensity measurements.	

**Representative**

Edward Petry & Company

**K G H I**

LITTLE ROCK—EST. 1927

FREQUENCY: 1230 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, C. P. MacGregor.

**Personnel**

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

**K L R A**

LITTLE ROCK—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 5000 watts. 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 The-saurus, World Transcription System.

**Personnel**

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

**Coverage**

Population—Primary . . . . .	375,000
Radio Homes— " . . . . .	56,000
Source: Field intensity survey.	

**Representative**

The Katz Agency.

**K O T N**

PINE BLUFF—EST. 1934

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Universal Broadcasting Corp. OPERATED BY: Universal Broadcasting Corp. BUSINESS ADDRESS: 505½ Main St. PHONE: 721. STUDIO ADDRESS: 505½ Main. TRANSMITTER 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  
 Chief Engineer . . . . . J. R. Whitworth

**Coverage**

	Daytime	Evening
Radio Homes—Primary . . . . .	40,800	27,000
Source: Station Estimate.		

**K U O A**

SILOAM SPRINGS—EST. 1923

FREQUENCY: 1290 Kc. POWER: 5000 watts. OWNED BY: KUOA, Inc. OPERATED BY: KUOA, Inc. BUSINESS ADDRESS: Siloam Springs. PHONE: Long distance 77. STUDIO ADDRESS: Siloam Springs. PHONE: 28. TRANSMITTER LOCATION: Siloam Springs. TIME ON THE AIR: 6:00 A.M. to local sunset (98 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth Programs, NAB Bureau of Copyrights.

**Personnel**

President . . . . . Richard Hodges  
 Station Manager . . . . . Storm Whaley  
 Chief Engineer . . . . . J. L. Miller

**Coverage**

Population—Primary . . . . .	444,376
Radio Homes— " . . . . .	71,100
Population—Secondary . . . . .	990,120
Radio Homes— " . . . . .	201,900
Source: Mail response survey.	

**Representative**

Furgason & Walker, Inc.

# CALIFORNIA

Population 6,907,387

Number of Radio Homes 2,013,260

Number of Families 2,130,997

Auto Registrations 2,770,000

*For 1940 Census data, please turn to page 244*

## KERN

**BAKERSFIELD—EST. 1932**

NBC (RED & BLUE) CALIFORNIA RADIO SYSTEM

FREQUENCY: 1410 Kc. POWER: 1000 watts. OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Elk's Bldg. PHONE: 5700-1. STUDIO ADDRESS: Same. PHONE: 978. TRANSMITTER LOCATION: Ming & Oak St. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS-PAPER AFFILIATIONS: Fresno Bee, Sacramento Bee. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

### Personnel

President.....Guy C. Hamilton  
Station & Sales Mgr.....Robert L. Stoddard  
Program-Publicity Director.....Walt Lynn  
Production Manager-Chief

Announcer.....Paul Bartlett  
Chief Engineer.....Verne Shatto

### Coverage

Population—Primary.....135,000  
Radio Homes— ".....28,000  
Population—Secondary.....200,000  
Radio Homes— ".....47,000

Source: Station estimate.

### Representative

Paul H. Raymer Co.

## K P M C

**BAKERSFIELD—EST. 1933**  
MUTUAL—DON LEE BROADCASTING SYSTEM

FREQUENCY: 1600 Kc. POWER: 1000 watts. OWNED BY: Pioneer Mercantile Co. OPERATED BY: Pioneer Mercantile 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 TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus.

### Personnel

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

### Coverage

Population—Primary.....200,000  
Radio Homes— ".....53,600  
Source: Field intensity survey.

## K R E

**BERKELEY—EST. 1922**

FREQUENCY: 1400 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 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

Station & Commercial Mgr....Arthur Westlund  
Program Director.....Don Hambly  
Musical Director.....Harold S. Hawley

### Coverage

Population—Primary.....1,650,000\*  
Population—Secondary.....407,000\*  
\* Estimate.

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

## K M P C

**BEVERLY HILLS—EST. 1928**  
COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 710 Kc. POWER: 5000 watts. OWNED BY: G. A. Richards. OPERATED BY: KMPC, Inc. BUSINESS ADDRESS: 9631 Wilshire Blvd. PHONE: CRestview 6-6211; BRadshaw 2-4411. STUDIO ADDRESS: 9631 Wilshire Blvd. TRANSMITTER LOCATION: 1481 East 81st. 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. TRANSCRIPTION SERVICE: C. P. MacGregor, NBC Thesaurus, Davis & Schwegler.

### Personnel

President.....G. A. Richards  
Vice-President.....Leo Fitzpatrick  
Vice-President.....John Patt  
Vice-President-General Manager...Leo B. Tyson  
Sales Manager.....Robert O. Reynolds  
Program Director.....Alan Cameron  
Production Manager.....Arthur Faust  
Sales Promotion Manager.....Bill Anderson  
Chief Announcer.....Jack Stafford  
Musical Director.....Rex Corey  
Chief Engineer.....Roger Love

**Coverage**

Population—Primary ..... 2,690,600  
 Radio Homes— " ..... 829,228  
 Source: Field survey; U. S. Census; Joint Committee.

**Representative**

A. K. Bucholz (Chicago)  
 Lloyd Venard (New York)

**K H S L**

**CHICO—EST. 1935**

**MUTUAL—DON LEE BROADCASTING SYSTEM**

FREQUENCY: 1290 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Golden Empire Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 4th & Broadway. PHONE: 237-8. STUDIO ADDRESS: 4th & Broadway. TRANSMITTER LOCATION: Hooker & Madrone Aves. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight, except Sunday (118 hours weekly). NEWSPAPER AFFILIATION: Marysville Appeal-Democrat. NEWS SERVICE: Don Lee Press Bureau. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President.....Horace Thomas  
 Vice-President.....Hugh McClung  
 Secretary-General Mgr.....M. F. Woodling  
 Chief Announcer.....Orel Phillips  
 Musical Director.....Earl Wright  
 Chief Engineer .....Emory P. Milburn

**Coverage**

	Daytime	Evening
Population—Primary ....	307,717	298,640
Radio Homes— " .....	103,662	100,634
Population—Secondary ..	47,702	43,300
Radio Homes— " .....	16,054	15,588

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: 1490 Kc. POWER: 250 watts. OWNED BY: 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.

**K I E M**

**EUREKA—EST. 1933**

**MUTUAL—DON LEE**

FREQUENCY: 1480 Kc. POWER: 1000 watts, d.; 500 Watts, n. OWNED BY: Redwood Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 43. PHONES: 93 and 94. STUDIO ADDRESS: Vance Hotel. TRANSMITTER LOCATION: Eureka Inlet, Humboldt Bay. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor, Lang-Worth.

**Personnel**

Station Manager.....Wm. B. Smullin  
 Commercial Manager.....Donald Telford  
 Production Manager-Chief Announcer,  
 Charles P. Corbin  
 Musical Director.....James Fasullo  
 Religious Director...Rev. Charles H. Hudson  
 Office Manager.....George E. Thomson  
 Traffic Manager.....Beatrice Stuart  
 Education Director.....Earl Roberts  
 Engineers.....Alvar Olson, Charles Baker

**Coverage**

	Daytime	Evening
Population—Primary ....	58,783	45,420
Radio Homes— " .....	17,080	14,240
Population—Secondary ..	137,678	120,000
Radio Homes— " .....	38,550	34,000

Source: Mail analysis.

**K A R M**

**FRESNO—EST. 1937**

**COLUMBIA BROADCASTING SYSTEM**

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: George Harm Estate. OPERATED BY: George Harm Estate. BUSINESS ADDRESS: 1333 Van Ness Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: First & Clinton Sts. TIME ON THE AIR: Full Time License (124 hours weekly). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President.....Mrs. George Harm  
 Acting Station Manager..William W. Gardner  
 Sales and Sales Promotion Manager,  
 Don C. Robbin  
 Publicity Director.....Dean Metcalf  
 Chief Announcer.....Milton Cook  
 Musical Director.....Jack Clawson  
 Program Director .....Dick Wegener  
 Chief Engineer .....John Scales

**Coverage**

Population—Primary .....	344,000
Radio Homes— " .....	104,243
Population—Secondary .....	630,291
Radio Homes— " .....	185,086

**Representative**

Joseph Hershey McGillvra  
Edward S. Townsend Co. (Pacific Coast)

**K M J**

FRESNO—EST. 1922

NATIONAL BROADCASTING CO.  
CALIFORNIA RADIO SYSTEM

FREQUENCY: 580 Kc. POWER: 5000 watts.  
OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Van Ness & Calaveras. PHONE: 3-6277; Transmitter, 4-2400. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Ventura and Fowler. TIME ON THE AIR: 6:00 A.M. to midnight. NEWS-PAPER AFFILIATIONS: McClatchy Newspapers. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAIN-TAINS ARTISTS' BUREAU.

**Personnel**

President ..... Guy Hamilton  
Commercial Manager ..... Howard Lane  
National Sales Manager (N. Y. C.)

Station Manager ..... Humboldt J. Gregg  
..... 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**

GLENDALE—EST. 1932

FREQUENCY: 870 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: 1280 Kc. POWER: 1000 watts.  
OWNED BY: Hal G. Nichols. OPERATED BY:

Same. BUSINESS ADDRESS: 220 E. Anaheim St. PHONE: 672-81. STUDIO ADDRESS: 220 E. Anaheim St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 5:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor, Lang-Worth.

**Personnel**

President ..... Hal G. Nichols  
Commercial Manager ..... Lawrence W. McDowell  
Publicity Director ..... John T. Hughes  
Chief Engineer ..... Lawrence W. McDowell

**Coverage**

	Daytime	Evening
Population—Primary ...	*880,000	*1,010,000
Radio Homes— " .....	500,000	561,000
Population—Secondary .	*25,000	*25,000
Radio Homes— " .....	9,600	9,600

\* Families.

Source: Station estimate.

**Representative**

Walter Biddick Co.

**K G E R**

LONG BEACH—EST. 1925

FREQUENCY: 1390 Kc. POWER: 1000 watts.  
OWNED BY: Consolidated Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 435 Pine Ave. STUDIO ADDRESS: 435 Pine Ave.; 643 S. Olive, Los Angeles. TRANSMITTER LOCATION: San Francisco St. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press, KGER News Bureau, and local news. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio.

**Personnel**

President-Gen'l Manager... C. Merwyn Dobyns  
Commercial Manager ..... John A. Dobyns  
Business Manager ..... Tom Hunter  
Sales Manager ..... Don Alderman  
Program Director ..... Helene Smith  
Public Relations Manager ..... Lee Wynne  
Chief Engineer ..... Jay Tapp

**Coverage**

Population—Primary .....	2,440,000
Radio Homes— " .....	725,000
Population—Secondary .....	501,000
Radio Homes— " .....	145,000

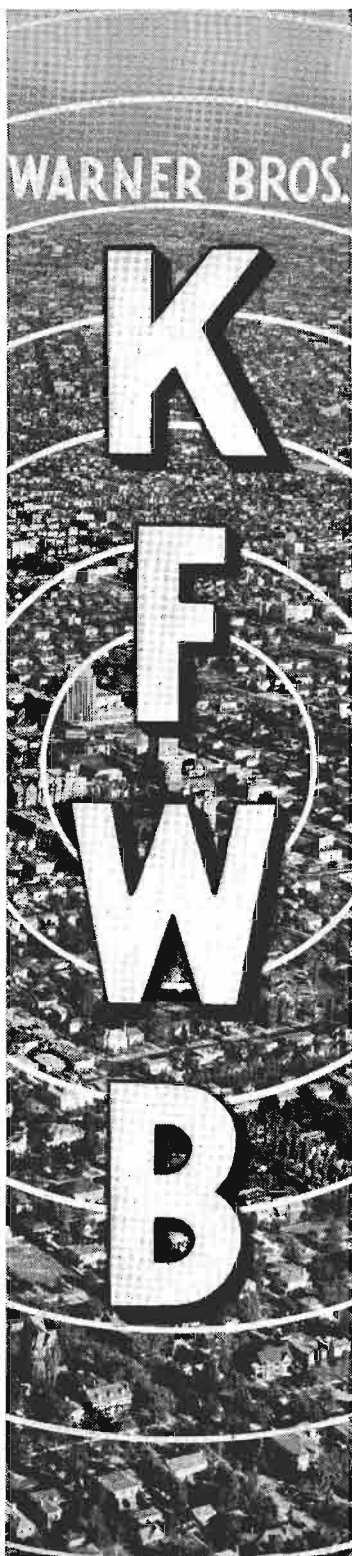
Source: Field intensity survey and mail analysis.

**K E C A**

LOS ANGELES—EST. 1929

NBC—BLUE

FREQUENCY: 790 Kc. POWER: 5000 watts.  
OWNED BY: Earle C. Anthony, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 141 N. Vermont Ave. PHONE: Fairfax 2121. STUDIO ADDRESS: Same. TRANSMITTER LOCATION:



(Photo by Fairchild Aerial Surveys, Inc.)

**K F W B**, Hollywood's own station, carries *more local business than any other station in the greater Los Angeles area*—this is as it should be:—

★ **BECAUSE** Warner Bros.' experienced staff of directors, writers and merchandising men have created high rating local shows available for your sponsorship;

★ **BECAUSE** K F W B's staff is available to produce, direct and merchandise your advertising campaign to help create greater audiences—more sales;

★ **BECAUSE** K F W B has the largest studio facilities on the west coast—studios with capacities ranging from 450 to 3,000 seats. This affords the local advertiser a *real opportunity to merchandise his show*;

★ **BECAUSE** K F W B's 5,000 Watts day and night gives it signal strength that adequately covers the greater Los Angeles area—the area that boasts one-third of the buying power of the eleven western states;

★ **BECAUSE** K F W B's position on the dial places it right in the center of the greatest activity.

• • •

WARNER BROS.

**K F W B**

LOS ANGELES, CALIF.

*Harry Maizlish, Gen. Mgr.*

5833 Fernwood Avenue  
HOLLYWOOD, CALIF.

2951 Moynier Lane, Culver City. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight; Sundays, 8:00 A.M. to 12:00 Midnight (121 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

**Personnel**

President.....Earle C. Anthony  
 General Manager.....Harrison Holliday  
 Commercial and Sales Manager...Clyde Scott  
 Program Manager.....Glan Heisch  
 Musical Director.....Claude Sweeten  
 Production Manager.....John I. Edwards  
 Sales Promotion Manager.....E. Pederson  
 Publicity Director.....Bernard M. Smith  
 Editor.....Jose Rodriguez  
 Auditor.....Ernest Felix  
 Special Events Supervisor...Jimmy Vandiveer  
 Continuity Editor.....Volney Cunningham  
 Chief Engineers.....Curtis Mason.  
 H. L. Blatterman

**Coverage**

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

**Representative**

Free & Peters, Inc.

**K F A C**

LOS ANGELES—EST. 1932

FREQUENCY: 1330 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: 168 hours weekly. 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.....Edith Reeback  
 Traffic Manager.....Lucile Blake  
 Record Librarian.....Don Otis  
 Chief Engineer.....H. W. Anderson

**Coverage**

	Daytime	Evening
Population—Primary ...	3,000,000	1,150,000
Radio Homes— " ...	851,210	500,000

Source: Station survey.

**K F I**

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: 6:30 A.M. to

12:00 Midnight; Sundays, 8:00 A.M. to 12:00 Midnight (121 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

**Personnel**

President.....Earle C. Anthony  
 General Manager.....Harrison Holliday  
 Sales Manager.....Clyde Scott  
 Program Manager.....Glan Heisch  
 Production Manager.....John I. Edwards  
 News Editor.....Jose Rodriguez  
 Publicity Director.....Bernard M. Smith  
 Sales Promotion Manager.....E. Pederson  
 Auditor.....Ernest Felix  
 Special Events Supervisor...Jimmy Vandiveer  
 Continuity Editor.....Volney Cunningham  
 Musical Director.....Claude Sweeten  
 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 V D**

LOS ANGELES

FREQUENCY: 1020 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 6:00 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**

LOS ANGELES—EST. 1926

CALIFORNIA RADIO SYSTEM

FREQUENCY: 980 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, Culver City. TIME ON THE AIR: 130 hours weekly. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music.

**Personnel**

President.....L. J. Halper  
 Station Manager.....Harry Maizlish

Commercial Manager.....Jack O. Gross  
 Chief Announcer.....Harry Hall  
 Production Manager.....Manning Ostroff  
 Promotion Dept... Dave Davidson, William Ray  
 Musical Director.....Leon Leonardi  
 Chief Engineer.....Harry Myers

**Representative**

Paul H. Raymer Co.

**K F S G**

**LOS ANGELES—EST. 1923**

FREQUENCY: 1150 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. PHONE: Exposition 1141. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. 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 7:00 P.M. to 12:00 Midnight (29½ hours weekly).

**Personnel**

President.....Aimee Semple McPherson  
 Station Manager.....Phil Kerr  
 Chief Engineer.....Myron Kluge

**K G F J**

**LOS ANGELES—EST. 1926**

FREQUENCY: 1230 Kc. POWER: 250 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: 24 hours daily. NEWS SERVICE: International News Service.

**Personnel**

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

**Coverage**

	Daytime	Evening
Population—Primary	500,000	1,000,000
Radio Homes—"	300,000	800,000
Population—Secondary	150,000	400,000
Radio Homes—"	75,000	200,000

Source: Station estimate.

**Representative**

Cox & Tanz

**K H J**

**LOS ANGELES—EST. 1923**

MBS—DON LEE

FREQUENCY: 930 Kc. POWER: 5000 watts, d.; 1000 Watts, n. OWNED BY: Don-Lee Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 5515 Melrose Ave., Hollywood. PHONE: Hollywood 8111. STUDIO LO-

CATION: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. (daily); 8:00 AM. to 12:00 Midnight (Sunday) NEWS SERVICE: International News Service, Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President.....Thomas Lee  
 Vice-President and General Manager  
 Lewis Allen Weiss  
 Assistant Manager.....Willet 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.....Dave Rose  
 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**

**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. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

**Personnel**

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

**Representative**

Burn-Smith Co.

**K N X**

**LOS ANGELES—EST. 1922**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1070 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  
Assistant Manager, North California Office,

Charles S. Morin

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  
KNX-Sales Promotion Manager,

Edwin W. Buckalew

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: 1150 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: 5:30 A.M. to 7:45 P.M. and 12:00 Midnight to 2:00 A.M., except Fridays and Sundays; Fridays, 7:45 P.M. to 12:00 Midnight; Sundays, 6:00 A.M. to 10:00 A.M., 12:30 P.M. to 3:00 P.M. and 4:15 P.M. to 7:00 P.M. NEWS SERVICE: International News Service

**Personnel**

General Manager... John A. Driscoll  
Studio Manager & Program Director

Howard R. Bell

Publicity Director... Marcia Conrad

Musical Director... Salvatore Santaella

**Coverage**

Population—Primary	*798,847
Population—Secondary	*753,450

\*Families

Source: Los Angeles Chamber of Commerce.

# K M Y C

**MARYSVILLE—EST. 1940**

MUTUAL BROADCASTING SYSTEM

DON LEE BROADCASTING SYSTEM

FREQUENCY: 1450 Kc. POWER: 250 watts.

OWNED BY: Marysville-Yuba City Broadcasters, Inc. OPERATED BY: Marysville-Yuba City Broadcasters, Inc. BUSINESS ADDRESS: State Theater Bldg., 515 E St. PHONES: 2080-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Riverside Ave., 2 miles north of Marysville. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.; Saturdays, 7:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Marysville Appeal-Democrat. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President... Horace Thomas

General Manager... Hugh McClung

Station Manager... Walter Conway

Commercial Manager... Carl Winther

Sales Promotion Manager... Paul McConnell

Program-Musical Director... Robert Hamby

Production Manager-Publicity Director,

William Mathews

Chief Engineer... Leon Stauffer

**Coverage**

Population—Primary	54,450
Radio Homes—	13,350
Population—Secondary	110,219
Radio Homes—	30,350

Source: U. S. Census; Joint Committee; Mail response analysis and field strength survey.

**Representative**

John Blair & Co.

# K Y O S

**MERCED—EST. 1936**

MUTUAL—DON LEE BROADCASTING SYSTEM

FREQUENCY: 1080 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 Sun-Star. TRANSCRIPTION

SERVICE: C. P. MacGregor.

**Personnel**

President... Hugh McClung

Station Manager... David S. Ballou

Commercial Manager... Kenneth Gorsuch

Program Director... Charles Kinsley, Jr.

Publicity Director.....Viola Geary  
Chief Engineer.....Erwin Dold

**Coverage**

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

**Representative**

John Blair & Co.

**K T R B**

MODESTO—EST. 1934

FREQUENCY: 860 Kc. POWER: 250 watts.  
OWNED BY: KTRB Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 495. 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.

**Personnel**

General Manager.....William H. Bates, Jr.  
Commercial Manager.....Doug McCreary  
Program Director.....Cecil Lynch  
Chief Engineer.....Wayne Bethold

**Coverage**

Population—Primary ..... 250,000  
Population—Secondary ..... 2,000,000  
Source: Station estimate.

**K D O N**

MONTEREY—EST. 1935

DON LEE—MUTUAL

FREQUENCY: 1240 Kc. POWER: 250 watts.  
OWNED BY: Monterey Peninsula Broadcasting Co. OPERATED BY: Monterey Peninsula Broadcasting Co. BUSINESS ADDRESS: 275 Pearl St. 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 11:00 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  
Publicity Director.....Bob Pinkerton  
Chief Engineer.....Omer Wright

**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: 1310 Kc. POWER: 1000 watts.  
OWNED BY: Warner Brothers. OPERATED BY: Same. BUSINESS ADDRESS: 327—21st St. PHONE: Higate 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  
Program Director.....C. de Costa  
Publicity Director.....Mary Dorr  
Chief Engineer.....R. C. Butler

**Coverage**

	Daytime	Evening
Population—Primary ....	1,096,112	1,555,245
Radio Homes— " .....	186,342	236,924
Population—Secondary ..	2,050,927	2,213,004
Radio Homes— " ..	296,515	313,329

Source: Station survey.

**K L X**

OAKLAND—EST. 1922

FREQUENCY: 910 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: 960 Kc. POWER: 1000 watts.  
OWNED BY: Educational Broadcasting Corp. OPERATED BY: Educational Broadcasting Corp. BUSINESS AND STUDIO ADDRESS: Radio Center Bldg., 464—19th St. PHONE: Glencourt 6774. SAN FRANCISCO OFFICE AND STUDIO ADDRESS: Bellevue Hotel. PHONE: Ordway 6868. TRANSMITTER LOCATION: 1520 Eighth Ave. TIME ON THE AIR: 167¼ hours weekly. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth, Standard Radio.

**Personnel**

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

Program Director..... Keith Kerby  
 Production Manager..... Scott Weakley  
 Publicity Director..... Don Logan  
 Musical Director..... Edward House  
 Chief Engineer..... C. E. Downey

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	1,929,000	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: 1240 Kc. POWER: 250 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. TRANSCRIPTION SERVICE: Standard Radio.

**K R O W**

★

"THE HOME-INTEREST STATION OF  
 THE GREAT OAKLAND-SAN FRANCISCO  
 METROPOLITAN AREA."

★

RADIO CENTER BUILDING  
 19th and Broadway  
 Oakland, California

Philip G. Lasky, General Manager

Represented Nationally by Free and Peters, Inc.

**Personnel**

Station Manager..... Frank M. Veale  
 Chief Announcer..... Vincent Parsons  
 Program-Musical Director..... Leon Hill  
 Production Manager..... Raymond Wylie  
 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**

**REDDING—EST. 1936**

MUTUAL BROADCASTING SYSTEM  
 DON LEE BROADCASTING SYSTEM  
 FREQUENCY: 1230 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 12:00 Midnight; Sundays, 8:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Redding Searchlight. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President..... Horace E. Thomas  
 Station Manager..... Frank H. Coffin  
 Commercial Manager..... Harold Winther  
 Program Director..... Orville Burda  
 Chief Engineer..... John Boren

**Coverage**

Population—Primary . . . . .	55,160
Radio Homes— " . . . . .	18,383
Population—Secondary . . . . .	23,087
Radio Homes— " . . . . .	6,021

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

**Representative**

John Blair & Company

**K F B K**

**SACRAMENTO—EST. 1922**

NBC (RED & BLUE)—CALIFORNIA  
 RADIO SYSTEM

FREQUENCY: 1530 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..... J. Cieloha  
 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**

**SACRAMENTO—EST. 1937**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: Royal Miller. OPERATED BY:  
 Same. BUSINESS ADDRESS: Sacramento Ho-  
 tel. PHONE: Main 665-6. STUDIO ADDRESS:  
 Sacramento Hotel. TRANSMITTER LOCA-  
 TION: 14th Ave. & 65th St. TIME ON THE  
 AIR: 7:00 A.M. to 12:30 A.M. NEWS SER-  
 VICE: International News Service. (132½ hours  
 weekly). TRANSCRIPTION SERVICE: Standard  
 Radio.

**Personnel**

President-Owner ..... Royal Miller  
 Station Manager..... Will Thompson, Jr.  
 Sales Manager..... D. E. Lundy  
 Sales Promotion Manager..... Elton Rule  
 Program Director..... Ann Farrar  
 Production Manager..... Bert Barry  
 Chief Announcer..... Bob Tutt  
 Musical Director..... Garland Schuler  
 Director of Women's Programs,

Evangeline Baker

Chief Engineer..... Milton Cooper

**Coverage**

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

Source: Mail response analysis.

**Representative**

Edward S. Townsend Co.

**K F X M**

**SAN BERNARDINO—EST. 1929**

MUTUAL—DON LEE

FREQUENCY: 1240 Kc. POWER: 250 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: 990 Colton Ave. TIME ON THE  
 AIR: 6:00 A.M. to 12:00 P.M. except Wednes-  
 day: 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 SER-  
 VICE: Standard Radio, Davis & Schwegler.

**Personnel**

Station Manager..... J. Clifford Lee  
 Commercial Manager..... Gene W. Lee  
 Chief Announcer..... Howard Baichly  
 Sales Manager..... Maury A. Vroman  
 Publicity Director..... George A. Burns  
 Chief Engineer..... Richard T. Sampson

**Coverage**

	Daytime	Evening
Population—Primary ....	149,901	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 M B**

**SAN DIEGO—EST. 1940**

FREQUENCY: 1420 Kc. POWER: 250 watts.  
 OWNED BY: Worcester Broadcasting Corp.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 Pacific Square. PHONE: Main 2114. STUDIO  
 ADDRESS: Same. TRANSMITTER LOCATION:  
 1124 S. 34th St. TIME ON THE AIR: 118  
 hours weekly.

**Personnel**

President..... Warren B. Worcester  
 Sales Manager..... Mr. Heitfeld

**K F S D**

**SAN DIEGO—EST. 1926**

NBC (Pacific-Blue)

FREQUENCY: 600 Kc. POWER: 5000 watts.  
 OWNED BY: Airfan Radio Corp., Ltd. OPER-  
 ATED BY: Airfan Radio Corp., Ltd. BUSINESS  
 ADDRESS: U. S. Grant Hotel, 326 Broadway.  
 PHONE: Franklin 6353. STUDIO ADDRESS:  
 U. S. Grant Hotel, 326 Broadway. TRANSMIT-  
 TER LOCATION: U. S. Grant Hotel, 326 Broad-  
 way. TIME ON THE AIR: (daily) 7:00 A.M. to  
 midnight; (Sunday) 8:00 A.M. to midnight.  
 NEWS SERVICE: United Press. TRANSCRIP-  
 TION SERVICE: NBC Thesaurus.

**Personnel**

President-Station Manager... Thomas E. Sharp  
 Assistant Manager..... Sam Lipsell  
 Commercial Manager..... John Babcock  
 Program-Publicity 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: 1360 Kc. POWER: 1000 watts.  
OWNED BY: Don Lee Broadcasting System.  
OPERATED BY: Same. BUSINESS ADDRESS:  
1012 First Ave. PHONE: Franklin 6151. STU-  
DIO ADDRESS: Same. TRANSMITTER LOCA-  
TION: Same. TIME ON THE AIR: (daily) 7:00  
A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to Mid-  
night (124 hours weekly). NEWS SERVICES:  
Associated Press, United 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 . . . . . James Dillon  
Publicity Director . . . . . David Titus  
Chief Announcer . . . . . Gene Ericson  
Musical Director . . . . . George Bacon  
Chief Engineer . . . . . Verne Milton

## Coverage

	Daytime	Evening
Population—Primary . . . . .	280,000	280,000
Radio Homes— " . . . . .	75,334	75,334

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.  
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: Inter-  
national News Service, Associated Press.  
TRANSCRIPTION SERVICE: World Broadcast-  
ing System.

## Personnel

President . . . . . Thomas S. Lee  
Station Manager . . . . . William D. Pabst  
Commercial Manager . . . . . Ward D. Ingram  
Program Director . . . . . Ben Harkins  
Production Manager . . . . . Mel Venter  
Sales Promotion Manager . . . . . Gary Kreidt  
Chief Announcer . . . . . Bob Bence  
Sales-Traffic Manager . . . . . Enes Canata  
Publicity Director . . . . . Pat Kelly  
Musical Director . . . . . Cy Trobbe  
Chief Engineer . . . . . Ernest G. Underwood

## Coverage

	Daytime	Evening
Population—Primary . . . . .	2,554,209	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: 810 Kc. POWER: 10000 watts.  
OWNED BY: General Electric Co. OPERATED  
BY: National Broadcasting Co. BUSINESS  
ADDRESS: 111 Sutter St. PHONE: SUTTER  
1920. STUDIO ADDRESS: Same. TRANS-  
MITTER LOCATION: Oakland. TIME ON THE  
AIR: (daily) 6:30 A.M. to midnight—(Sunday)  
7:30 A.M. to midnight. NEWS SERVICE: In-  
ternational News Service and United Press.  
TRANSCRIPTION SERVICE: NBC Thesaurus,  
Davis & Schwegler.

## Personnel

Station Manager . . . . . A. E. Nelson  
Sales Promotion Manager . . . . . Gene Clark  
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  
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: Field intensity survey and mail response analysis.

## Representative

National Broadcasting Co., Inc.

# K J B S

**SAN FRANCISCO—EST. 1925**  
KJBS-KQW COMBINATION

FREQUENCY: 1100 Kc. POWER: 500 watts.  
OWNED BY: Julius Brunton & Sons Co. OP-  
ERATED BY: Julius Brunton & Sons Co. BUSI-  
NESS ADDRESS: 1470 Pine St. PHONE: Ord-  
way 4148. STUDIO ADDRESS: 1470 Pine St.  
TRANSMITTER LOCATION: 1470 Pine St.  
TIME ON THE AIR: (Mon., Tues., Wed., Thurs.,  
Fri. and Sunday) 10:00 P.M. to local sunset  
the following day; Saturday, 11:30 to local sunset  
the following day. NEWS SERVICE: United

**KYA**

more frequently  
than all other local  
independent stations  
combined

# KYA

**FACTS CONSOLIDATED • Marketing Research**  
68 POST STREET, SAN FRANCISCO • TELEPHONE GARFIELD 4047

January 30, 1941

Mr. Harold H. Meyer  
Radio Station KYA  
Hearst Building  
San Francisco, California  
Dear Mr. Meyer:

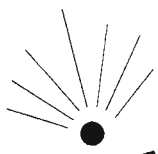
The report enclosed herewith covers the survey of families having push-button radio sets with five buttons, which you authorized us to make locally in November, December, and January. All interviews were made by means of properly distributed personal calls at homes.

Of particular interest to you is the fact that KYA appeared on the push-buttons of five-button sets more frequently than all other local independent stations combined.

More specifically, KYA appeared on the buttons of 67% of the five-button sets in the homes contacted, the next highest station appearing on 38.8% of the sets.

Sincerely,  
**FACTS CONSOLIDATED**  
*A. B. Mueller*  
A. B. Mueller  
Vice-President

ABM:fml



# KYA

1230 KC  
5000 W. DAY  
1000 W. NIGHT

**SAN FRANCISCO'S LEADING INDEPENDENT!**  
EXAMINER BUILDING • SAN FRANCISCO • Harold H. Meyer, General Manager  
REPRESENTED BY • INTERNATIONAL RADIO SALES

Press, International News Service, KJBS News Service. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth, NAB Library, C. P. MacGregor.

**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**

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**

Station Manager.....A. E. Nelson  
 Sales Promotion Manager.....Gene Clark  
 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  
 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: Field intensity survey and mail response analysis.

**Representative**

National Broadcasting Co., Inc.

**K S A N**

SAN FRANCISCO—EST. 1925

CALIFORNIA RADIO SYSTEM

FREQUENCY: 1450 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: 168 hours

weekly. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: Lang-Worth.

**Personnel**

President.....S. H. Patterson  
 Station Manager.....Lou Keplinger  
 Program Director.....Lee Goldsmith  
 Publicity Director.....Jean Anderson  
 Chief Announcer.....Charles Cooper  
 Chief Engineer.....Mel Williams

**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 Jesse 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: Lang-Worth.

**Personnel**

President.....W. I. Dumm  
 General Manager.....Lincoln Dellar  
 National Sales Manager.....Haan J. Tyler  
 Program Director.....Clifton Howell  
 Director of Public Relations.....R. W. Dumm  
 Sales Promotion Manager.....Jack P. Cowden  
 Chief Announcer.....Ken Craig  
 Traffic Manager.....I. V. Newlin  
 Publicity Director.....Marie Houlihan  
 Musical Director.....Dick Aurandt  
 Chief Engineer.....R. V. Howard

**Coverage**

	Daytime	Evening
Population—Primary	2,181,800	2,076,700
Radio Homes— " "	643,120	611,970
Population—Secondary	482,300	132,600
Radio Homes— " "	99,070	23,700

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

**Representative**

Edward Petry & Co.

**K Y A**

SAN FRANCISCO—EST. 1926

FREQUENCY: 1260 Kc. POWER: 5000 watts, d.; 1,000 Watts, n. OWNED BY: Hearst Radio, 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) 6:00 A.M. to midnight. (Sunday) 8:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: San Francisco Examiner, San Francisco Call-Bulletin. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music.

**Personnel**

President.....C. B. McCabe  
 General Manager.....Harold Meyer  
 Program Director.....Reiland Quin  
 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. 1912

MUTUAL—DON LEE

FREQUENCY: 740 Kc. POWER: 5000 watts. 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, Calif. TIME ON THE AIR: 6:15 A.M. to 12:00 Midnight. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio, C. P. MacGregor.

**Personnel**

President.....Ralph R. Brunton  
 General Manager.....C. L. McCarthy  
 Sales Manager.....H. O. Fiebig  
 Production Manager.....Dick Ellers  
 Sales Promotion and Program Manager,  
 Ray Lewis  
 Musical Director.....Fred Ruegg  
 Chief Engineer.....C. V. Davey

**Coverage**

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

Source: Joint Committee; Chamber of Commerce; field intensity survey.

**Representative**

Reynolds-Fitzgerald, Inc.

**K V E C**

SAN LUIS OBISPO—EST. 1937

MUTUAL—DON LEE

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Christina M. Jacobson, tr. as The Valley Electric Co. OPERATED BY: The Valley Electric Co. BUSINESS ADDRESS: 851 Higuera St. PHONE: San Luis Obispo 1100. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Roosevelt Highway. TIME ON THE AIR: 6:45 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 12:00 Midnight, Sundays (119½ hours weekly). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Owner.....Christina M. Jacobson  
 Manager.....Les Hacker  
 Sales Manager.....Joe Shuttleworth  
 Program Director.....Aram Rejebian  
 Chief Announcer.....William Barton  
 Chief Engineer.....Earl Travis

**Representative**

John Blair & Co.

**K V O E**

SANTA ANA—EST. 1926

DON LEE—MUTUAL

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: The Voice of the Orange Empire, Inc., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: 307 North Broadway. PHONE: 4901-R. STUDIO ADDRESS: 2825 W. 5th St. PHONE: 4900. 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  
 Vice-President.....C. P. MacGregor  
 Sales Manager.....Puck Wendling  
 Production Manager.....Wallace S. Wiggins  
 Merchandising & Promotion  
 Manager.....Vic Rowland  
 Chief Engineer.....Wallace S. Wiggins

**Representative**

John Blair & Company

**K D B**

SANTA BARBARA—EST. 1929

MUTUAL—DON-LEE BROADCASTING SYSTEMS

FREQUENCY: 1490 Kc. POWER: 250 watts. 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: 6:45 A.M. to 12:00 Midnight. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President.....Thomas S. Lee  
 Station Manager.....Earl Pollock  
 Production Manager & Chief  
 Announcer.....Bob Perry  
 Sales Manager.....Arthur Manuel  
 Chief Engineer.....Walter Radtke

**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: 1250 Kc. POWER: 1000 watts.  
 OWNED BY: News-Press Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: De La Guerra Plaza. PHONE: 6111. STUDIO ADDRESS: De La Guerra Plaza; Ventura, Calif. TRANSMITTER LOCATION: Goleta. TIME ON THE AIR: (daily) 6:45 A.M. to Midnight; (Sunday) 8:00 A.M. to Midnight. NEWSPAPER AFFILIATION: Santa Barbara News-Press. NEWS SERVICE: International News Service, Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Manager.....Charles A. Storke

**Coverage**

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

Source: U. S. Census.

**Representative**

Paul H. Raymer Co.

**K S R O**

SANTA ROSA—EST. 1937

FREQUENCY: 1350 Kc. POWER: 1000 watts.  
 OWNED BY: E. L. Finley. OPERATED BY: Wilt Gunzendorfer. BUSINESS ADDRESS: Press Democrat Bldg. PHONE: Santa Rosa 110. STUDIO ADDRESS: Press Democrat Bldg. TRANSMITTER LOCATION: Vallejo & Fresno Sts. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. NEWSPAPER 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  
 Program Director.....Gordon Brown  
 Production Manager-Chief Announcer,  
 Larry Hays  
 Publicity Director.....Mike Pardee  
 Chief Engineer.....Howard McCauley

**Coverage**

Radio Homes—Primary.....139,410

Based on 250 Watts:

Source: Station survey.

**K G D M**

STOCKTON—EST. 1926

FREQUENCY: 1130 Kc. POWER: 1000 watts.  
 OWNED BY: E. F. Peffer. OPERATED BY: E. F. Peffer. BUSINESS ADDRESS: 40 S. California St. PHONE: 44551. STUDIO ADDRESS: 515 E. Market. TRANSMITTER LOCATION: Highway 99, S.E. TIME ON THE AIR: 5:45 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

Manager.....E. Smith  
 Program Director.....Donald J. Ralph

**K W G**

STOCKTON—EST. 1921

NBC (RED AND BLUE) & CALIFORNIA RADIO SYSTEM

FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Wolf. PHONE: 2-2727. 580 M. STUDIO ADDRESS: Hotel Wolf. TRANSMITTER LOCATION: Weber & E. Sts. TIME ON THE AIR: 6:00 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.....Lester Jacobson  
 Chief Engineer.....Russell Bennett

**Representative**

Paul H. Raymer Company

**K T K C**

VISALIA—EST. 1937

MUTUAL—DON LEE

FREQUENCY: 920 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. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio.

**Personnel**

General Manager.....Chas. A. Whitmore  
Station Manager.....Chas. P. Scott  
Sales Manager.....Milliard Kibbe  
Program-Musical Director.....Jerry Irwin  
Production Manager.....Ken Aitken  
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**

**WATSONVILLE—EST. 1937**

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: John P. Scripps. OPERATED BY: E. W. Slusser. BUSINESS ADDRESS: Atkinson Lane. PHONE: 1700-1. STUDIO ADDRESS: Atkinson Lane. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (112 hours weekly). NEWSPAPER AFFILIATION: Watsonville Register-Pajaronian. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President.....John P. Scripps  
Station Manager.....E. W. Slusser  
Commercial Manager.....George Barringer  
Program-Publicity Director....Eddie Calder  
Chief Announcer.....Morry Bertsch  
Musical Director.....Nana Taylor  
Chief Engineer.....Farrel Buckley

**Coverage**

	Daytime	Evening
Population—Primary . . . .	50,000	30,000
Population—Secondary . . .	20,000	

**Representative**

Walter Biddick Co.  
Forjoe & Co.

**COLORADO**

Population 1,123,296

Number of Radio Homes 254,900

Number of Families 314,952

Auto Registrations 362,000

*For 1940 Census data, please turn to page 245*

**K G I W**

**ALAMOSA—EST. 1929**

FREQUENCY: 1450 Kc. POWER: 250 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 LOCATION: East Alamosa, Colo. TIME ON THE AIR: 7:00 A.M. to 7:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Owner.....E. L. Allen

**K V O R**

**COLORADO SPRINGS—EST. 1922**

CBS

FREQUENCY: 1300 Kc. POWER: 1000 watts. OWNED BY: Outwest Broadcasting Co. OPERATED 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 AFFILIATIONS: Colorado Springs Gazette & Telegraph. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICES: NBC Thesaurus, Standard Radio, & Lang-Worth Features.

**Personnel**

President.....E. K. Gaylord  
Station Manager.....Dudley Tichenor  
Program Director.....Elaine Clemons  
Musical Director.....Duane Osborn  
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

# K F E L

DENVER—EST. 1923

MUTUAL

MOUNTAIN & PLAIN NETWORK

FREQUENCY: 950 Kc. POWER: 5000 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: 5350 West 20th Ave. TIME ON THE AIR: 5:30 A.M. to 12:30 A.M., daily; 7:00 A.M. to 12:30 A.M., Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth, Standard Radio, Davis & Schweigler, C. P. MacGregor.

## Personnel

President-Station Manager.....Gene O'Fallon  
 Director.....Frank Bishop  
 Commercial Manager.....Holly Moyer  
 Program and Sales Promotion Manager,  
 Don McCraig  
 Production Manager-Chief Announcer,  
 Herb Trackman  
 Chief Engineer.....Charles Hastings

## Coverage

	Daytime	Evening
Population—Primary . . . .	526,445	526,445
Radio Homes— " . . . .	124,600	110,000
Population—Secondary . . . .	323,300	526,445
Radio Homes— " . . . .	150,000	124,600

Source: Mail analysis.

## Representative

John Blair & Company

# K L Z

DENVER—EST. 1920

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 560 Kc. POWER: 5000 watts.  
 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: S. Franklin at Hamden, Englewood, Colo. TIME ON THE AIR: 5:00 A.M. to 1:05 A.M.; Sunday, 6:30 A.M. to 12:00 Midnight (138 hours weekly. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Program Service.

# K F E L

"THE MILE-HIGH MUTUAL NETWORK STATION"

DENVER, COLORADO

5000 Watt Western Electric Transmitter  
 with Directive Array—

Concentrating its Power in the Population Centers  
 DAY and NIGHT

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



GENE O'FALLON, MGR.

Represented by  
 JOHN BLAIR & CO.

**Personnel**

President.....E. K. Gaylord  
 Station Manager.....Hugh B. Terry  
 Program Director.....Arthur Wuth  
 Production Manager.....Derby Sproul  
 Promotion Director.....R. C. Goffman  
 Musical Director.....Les Weelans  
 Chief Engineer.....T. A. McClelland

**Coverage**

	Daytime	Evening
Population—Primary	953,265	708,400
Radio Homes—"	204,641	156,068

Source: U. S. Census; Joint Committee.

**Representative**

The Katz Agency

**K M Y R \***

DENVER—EST. 1939

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: F. W. Meyer. OPERATED BY:  
 F. W. Meyer. BUSINESS ADDRESS: Denver.  
 STUDIO ADDRESS: Same. TRANSMITTER LO-  
 CATION: 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 fur-  
 ther information was available after the usual  
 requests.

**K O A**

DENVER—EST. 1924

NATIONAL BROADCASTING CO.

FREQUENCY: 850 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. TRANSMIT-  
 TER LOCATION: Aurora, Colo. TIME ON THE  
 AIR: 5:30 A.M. to 1:00 A.M.; Sunday, 7:00  
 A.M. to 1:00 A.M. (135 hours weekly). NEWS  
 SERVICE: United Press, International News  
 Service. TRANSCRIPTION SERVICES: NBC  
 Thesaurus, Standard Radio. MAINTAINS ART-  
 ISTS BUREAU.

**Personnel**

President, General Electric....Charles Wilson  
 President, National Broadcasting,

Niles Trammell

General Manager.....Lloyd E. Yoder  
 Assistant Manager.....Robert H. Owen  
 National Spot Sales Manager,

James R. MacPherson

Local Sales Manager.....A. W. Crapsey  
 Production Manager.....John B. Lyman, Jr.  
 Publicity Director.....Don Martin  
 News Editor.....Albert Orrick  
 Auditor-Office Manager.....Dale L. Newbold  
 Traffic Manager.....H. M. Loucks  
 Musical Directors,

Milton Shrednik, Chester Smith

Program Director.....Clarence C. Moore

Artists Bureau Head.....Duncan McColl  
 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—"	104,400	625,700

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

**Representative**

National Broadcasting Co., Inc.

**K P O F**

DENVER—EST. 1928

FREQUENCY: 910 Kc. POWER: 1000 watts.  
 OWNED BY: Pillar of Fire (A Corporation).  
 OPERATED BY: Pillar of Fire (A Corporation)  
 BUSINESS ADDRESS: 1845 Champa St. STU-  
 DIO ADDRESS: 1845 Champa St.  
 (Non-Commercial Station.)

**K V O D**

DENVER—EST. 1925

NATIONAL BROADCASTING CO.

FREQUENCY: 630 Kc. POWER: 1000 Watts.  
 OWNED BY: Colorado Radio Corp. OP-

STATION

**K V O D**

DENVER

Takes great pleasure in  
 announcing the appointment of  
**WEED AND COMPANY**  
 as its National Representative.



NBC Affiliate 630 Kilocycles

ERATED BY: Same. BUSINESS ADDRESS: Tenth Floor, Midland Savings Bldg. PHONE: Tabor 2291. STUDIO ADDRESS: Same. TIME ON THE AIR: 18½ hours daily; Sundays, 17 hours. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Associated Music Publishers, Lang-Worth, C. P. MacGregor.

**Personnel**

President and General Manager... W. D. Pyle  
 Station & Commercial Manager... T. C. Ekrem  
 Program Director... J. E. Finch  
 Sales Dept... Con Hecker  
 Publicity Director... B. H. Stanton

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	1,091,043	682,227
Radio Homes— " . . . . .	229,430	151,430
Population—Secondary . . . . .	227,437	134,983
Radio Homes— " . . . . .	45,245	27,366

Source: U. S. Census; Joint Committee.

**Representative**

Weed & Co.

**K I U P**

**DURANGO—EST. 1935**

FREQUENCY: 1400 Kc. POWER: 250 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 10:00 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  
 MOUNTAIN & PLAIN NETWORK

FREQUENCY: 1230 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. TRANSMITTER LOCATION: Hillcrest Manor. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. (100 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

General Manager... Rex Howell  
 Commercial Manager... Chas. Howell  
 Traffic and Publicity Manager... Alice Barber  
 Chief Engineer... Fred Mendenhall

**Coverage**

Population—Primary . . . . .	18,321
Radio Homes— " . . . . .	13,204

Source: Field strength measurements.

**K F K A**

**GREELEY—EST. 1921**

MUTUAL BROADCASTING SYSTEM

MOUNTAIN & PLAIN NETWORK

FREQUENCY: 910 Kc. POWER: 1000 watts. 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: 90 hours weekly. NEWS SERVICE: United Press.

**Personnel**

President-Station Manager... Francis Price  
 Program Director... Dorothy Baldwin  
 Production Manager... Charles W. Lang

**Coverage**

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

Source: U. S. Census; Joint Committee.

**Representative**

Furgason & Walker, Inc.

**K O K O**

**LA JUNTA—EST. 1937**

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: The Southwest Broadcasting Co. OPERATED BY: The Southwest Broadcasting Co. BUSINESS ADDRESS: La Junta. STUDIO ADDRESS: La Junta. TRANSMITTER LOCATION: La Junta. TIME ON THE AIR: 6:00 A.M. to 9:30 P.M. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Station Manager... Leonard E. Wilson

**K I D W**

**LAMAR—EST. 1932**

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: The Lamar Broadcasting Co. OPERATED BY: Lamar Broadcasting Co. 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. and 9:30 P.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC The-saurus.



## DIRECT ROUTE TO THE BEST MARKET IN THE WHOLE UNITED STATES

WTIC offers you a direct route to Connecticut and the rest of Southern New England—the richest market in the whole United States. And that's not just talk. Sales Management in its September, 1940 issue gave the cold, hard facts concerning this rich industrial and farming community.

For example, the per family annual effective buying income for Connecticut is estimated at \$3,423.00, the highest of any of the United States and 39%

above the national average. And all indications point to an even greater figure during the coming year.

What does all this mean? It means 39% more cash response to your advertising.

The impact of 50,000 Watts and the authority of more than 15 years as the favorite station of Southern New England makes WTIC the direct route for your sales message in this rich market.

**WTIC 50,000  
WATTS**

**A "MUST" FOR A BIG JOB IN THE BIG SOUTHERN NEW ENGLAND MARKET**

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

**Personnel**

General Manager.....C. R. Anderson

**K G H F**

**PUEBLO—EST. 1928**

NATIONAL BROADCASTING CO.  
(BLUE & RED)

FREQUENCY: 1350 Kc. POWER: 500 watts.  
OWNED BY: Curtis P. Ritchie. OPERATED  
BY: Same. BUSINESS ADDRESS: Pueblo Sav-  
ings & Trust Co. Bldg. PHONE: 3877. STUDIO  
ADDRESS: Same. TRANSMITTER LOCATION:  
U. S. Highway No. 87. TIME ON THE AIR:  
Unlimited license. TRANSCRIPTION SERVICE:  
World Broadcasting System.

**Personnel**

Owner.....Curtis P. Ritchie  
Station Manager.....J. H. McGill

Commercial Manager.....Maxson I. Bevens  
Program Director.....Fred Amos

**Representative**

Howard H. Wilson Co.

**K G E K**

**STERLING—EST. 1926**

FREQUENCY: 1230 Kc. POWER: 250 watts.  
OWNED BY: Elmer G. Beehler. OPERATED  
BY: Elmer G. Beehler. BUSINESS ADDRESS:  
Fleming Road. PHONE: 679. STUDIO AD-  
DRESS: 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.

**CONNECTICUT**

Population 1,709,242

Number of Radio Homes 410,790

Number of Families 446,717

Auto Registrations 480,000

*For 1940 Census data, please turn to page 246*

**W I C C**

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

NBC-MBS-YANKEE AND  
COLONIAL NETWORKS

FREQUENCY: 600 Kc. POWER: 1000 watts,  
d.; 500 watts, n. OWNED BY: The Yankee  
Network, Inc. OPERATED BY: The Yankee  
Network, Inc. BUSINESS ADDRESS: 21 Brook-  
line Ave., Boston, Mass. STUDIO ADDRESS:  
1241 Main St., Bridgeport. PHONE: 6-1121.  
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. TRANSCRIP-  
TION SERVICES: Associated Library. AFFILI-  
ATED with Yankee Network Artists' Bureau.

**Personnel**

President.....John Shepard 3rd  
Station Manager.....Joseph Lopez  
Supervisor, New Haven  
Studios .....Judson LaHaye  
Sales Manager.....Norman Whittaker  
Publicity Director and  
Program Director.....Florence Ballou

Musical Director.....Gus Meyers, Jr.  
Chief Engineer.....Garro 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 N A B\***

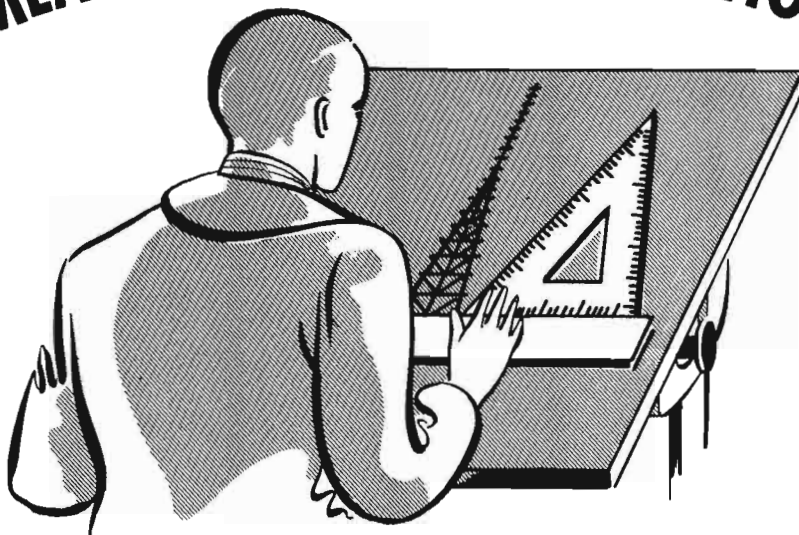
**BRIDGEPORT—EST. 1941**

FREQUENCY: 1450 Kc. POWER: 250 watts.  
OWNED BY: Harold Thomas. OPERATED BY:  
Harold Thomas. BUSINESS ADDRESS: Bridge-  
port. STUDIO ADDRESS: Same. TRANSMIT-  
TER LOCATION: Same. TIME ON THE AIR:  
Unlimited License.

**Personnel**

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

# MEASURING A RADIO STATION



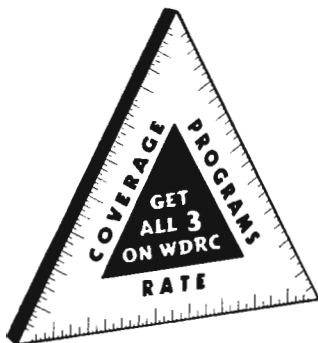
**Choosing** a radio station for “spot” business can be a measured procedure — as exact as a geometric formula.

To crystallize the formula, we give you a triangle. On one side, you have *coverage*. On the other, *programs*. And on the base of the

triangle, *rate*.

When you take all three factors into consideration, you inevitably get the right answer—and the right station.

In the Hartford Area—Connecticut’s Major Market—the triangle has a very pointed story. You get *all three*—on WDRC.



# WDRC

CONNECTICUT'S PIONEER BROADCASTER

5,000 WATTS 18 HOURS DAILY  
BASIC CBS FOR CONNECTICUT



# W D R C

HARTFORD—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1360 Kc. POWER: 5000 watts.  
 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); 8:00 A.M. to  
 1:00 A.M. (Sunday). NEWS SERVICE: United  
 Press TRANSCRIPTION SERVICE: Associated.

## Personnel

President and Station

Manager .....Franklin M. Doolittle  
 Commercial & Advertising

Manager .....Wm. F. Malo  
 Program Director.....Walter B. Haase  
 Publicity Director.....Jack Zaiman  
 Chief Announcer.....Ray Barrett  
 Musical Director.....Sterling V. Couch  
 Chief Engineer.....Italo Martino

## Coverage

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

Source: Station survey.

## Representative

Paul H. Raymer Co.  
 Robert C. Foster (Boston)

# W T H T

HARTFORD—EST. 1936

MUTUAL—COLONIAL

FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: Hartford Times. OPERATED BY:  
 Same. BUSINESS ADDRESS: 983 Main St.  
 PHONE: 2-0237. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Same. TIME ON  
 THE AIR: 7:00 A.M. to Midnight; Sunday,  
 8:00 A.M. to Midnight. NEWSPAPER AFFILIA-  
 TION: The Hartford Times. NEWS SERVICES:  
 Associated Press. TRANSCRIPTION SERVICE:  
 Lang-Worth, Standard Radio.

## Personnel

President.....Francis S. Murphy  
 Station Manager .....Cedric W. Foster  
 Commercial Manager.....C. Glover Delaney  
 Program Director.....Laureat H. Martineau  
 Publicity Director.....Bob Martineau  
 Chief Announcer.....Jack Lloyd  
 Musical Director.....Charlotte Kaufman  
 Chief Engineer.....Richard K. Blackburn

## Coverage

Population—Primary ..... 350,000  
 Radio Homes— " ..... 87,000  
 Population—Secondary ..... 250,000  
 Radio Homes— " ..... 62,000

Source: Field intensity measurements.

## Representative

J. P. McKinney & Son

# W T I C

HARTFORD—EST. 1925

NBC (RED)—YANKEE NETWORK

FREQUENCY: 1080 Kc. POWER: 50,000  
 Watts. OWNED BY: Travelers Indemnity Co.  
 OPERATED BY: Travelers Broadcasting Ser-  
 vice 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 SERV-  
 ICE: Transradio Press. TRANSCRIPTION SER-  
 VICE: 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  
 Program Director.....Thomas C. McCray  
 Publicity Director .....G. Malcolm-Smith  
 Musical Director .....Moshe Paranov  
 Chief Engineer .....J. C. Randall

## Coverage

Population—Primary ..... 2,573,810  
 Radio Homes— " ..... 597,600  
 Population—Secondary ..... 1,230,120  
 Radio Homes— " ..... 289,490

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

## Representative

Weed & Company  
 (See Page 372)

# W N B C

NEW BRITAIN-HARTFORD—

EST. 1935

NBC—BLUE

FREQUENCY: 1410 Kc. POWER: 5000 watts,  
 d.; 1000 watts, n. OWNED BY: State Broad-  
 casting Corp. OPERATED BY: State Broad-  
 casting Corp. BUSINESS ADDRESS: 54 Pratt  
 St., Hartford. PHONE: 7-9131. STUDIO AD-  
 DRESS: 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: As-  
 sociated Library.

## Personnel

President.....Patrick J. Goode  
 Vice-President .....Harold Lafout  
 Treasurer.....F. V. Goldstein  
 General Manager.....Richard W. Davis  
 Program Director.....Ralph Kanna  
 Commercial Manager.....Laurence C. Edwardson  
 Publicity Director.....Milton Berkowitz  
 Chief Announcer.....Jack Lacy  
 Traffic Manager.....Crean Patterson  
 Chief Engineer.....Rogers B. Holt

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	501,100	421,000
Radio Homes— " . . . . .	124,200	104,450
Population—Secondary . . . . .	1,008,500	626,100
Radio Homes— " . . . . .	248,510	156,680

Source: Mail response analysis and field intensity survey.

**Representative**

Headley-Reed Company

**W E L I**

**NEW HAVEN—EST. 1935**

MBS-YANKEE & COLONIAL NETWORKS  
CONNECTICUT BROADCASTING SYSTEM

FREQUENCY: 960 Kc. POWER: 1000 watts.

OWNED BY: Patrick J. Goode. OPERATED BY: City Broadcasting Corp. BUSINESS ADDRESS: 221 Orange St. PHONE: 8-1133. STUDIO ADDRESS: 221 Orange St. TRANSMITTER LOCATION: Hamden, Conn. TIME ON THE AIR: 7:00 A.M. to 12:05 A.M. (119 hours weekly). 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  
 Program Director . . . . . Charles H. Wright  
 Production Manager . . . . . Robert Fleming  
 News Editor . . . . . William Dukeshire  
 Publicity Director . . . . . Vincent E. Palmeri  
 Musical Director . . . . . Marion Reynolds  
 Chief Engineer . . . . . J. Gordon Keyworth

**Coverage**

Population—Primary . . . . .	1,095,088
Radio Homes— " . . . . .	262,090
Population—Secondary . . . . .	818,351
Radio Homes— " . . . . .	165,990

Source: Field strength measurements.

**Representative**

William G. Rambeau Co.

**W N L C**

**NEW LONDON—EST. 1936**

YANKEE-COLONIAL-MUTUAL

FREQUENCY: 1490 Kc. POWER: 250 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: 8:00 A.M. to Midnight. MAINTAINS ARTISTS BUREAU.

**Personnel**

President . . . . . R. L. Morey  
 Station Manager . . . . . G. J. Morey  
 Commercial & Advertising  
 Manager . . . . . Ivon B. Newman

Program Director-Artists' Bureau Head,  
 Len Stevens

Publicity Director-Chief Announcer,

Ted Hodge

Musical Director . . . . . Richard Benvenuti

Chief Engineer . . . . . Francis C. Garufy

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	142,090	142,090
Radio Homes— " . . . . .	35,516	35,516
Population—Secondary . . . . .	32,240	
Radio Homes— " . . . . .	8,059	

Source: Field intensity measurements (based on 100 watts); U. S. Census.

**W A T R**

**WATERBURY—EST. 1934**

MUTUAL-COLONIAL-YANKEE

FREQUENCY: 1320 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 . . . . . Foy Clark  
 Musical Director . . . . . Edith Lacci  
 Chief Engineer . . . . . John Burke

**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**

**WATERBURY-NEW HAVEN**

**EST. 1934**

CBS

FREQUENCY: 1590 Kc. POWER: 5000 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. STUDIO ADDRESSES: Same. TRANSMITTER LOCATION: Prospect, Conn. TIME ON THE AIR: 111 hours weekly. NEWSPAPER AFFILIATION: Waterbury Republican and Waterbury American. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President.....W. J. Pape  
 Station Manager.....E. J. Frey  
 Program Director.....Jack Henry  
 Commercial Manager...Murray L. Grossman  
 Publicity Director.....E. Christy Erk  
 Chief Announcer.....Walter Howard  
 Musical Director.....Waldo S. Newbury  
 Manager, New Haven.....Harry DeVorken

Program Director, New Haven,

Scott Buckley

**Coverage**

Population—Primary .....	572,988
Radio Homes— " .....	97,494
Population—Secondary .....	276,026
Radio Homes— " .....	56,813

Source: Field intensity survey.

**Representative**

Joseph Hershey McGillvra

**DELAWARE**

Population 266,505

Number of Radio Homes 60,700

Number of Families 70,572

Auto Registrations 70,600

*For 1940 Census data, please turn to page 246*

**W D E L**

WILMINGTON—EST. 1922

NBC (Basic Red)  
 MASON-DIXON GROUP

FREQUENCY: 1150 Kc. POWER: 5000 watts.  
 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.

**Personnel**

Station Executive.....Clair R. McCollough  
 Station Manager.....J. Gorman Walsh  
 Program Manager.....Harvey Smith  
 Publicity Director.....Robert Roberts

**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.

**Any Time is Profitable Time on**

**WDEL**

1120 KC. — 1000 WATTS  
 (C. P. 5000 Watts)

NBC BASIC RED NETWORK—  
 Covers Delaware, parts of  
 Maryland, New Jersey, Penna.

- Careful network and local programming assures our many advertisers a large audience in this rich sales territory. Evidence of sustained listener interest—more than 44,000 program letters received in 1940.

# W I L M

**WILMINGTON—EST. 1922**  
**MUTUAL BROADCASTING SYSTEM**  
**MASON-DIXON GROUP**

FREQUENCY: 1450 Kc. POWER: 250 watts.  
 OWNED BY: Delaware Broadcasting Co., Inc.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 820 King St. PHONE: 7268. STUDIO AD-  
 DRESS: 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 The-  
 saurus, Lang-Worth.

## Personnel

Station Executive.....Clair R. McCollough  
 Station Manager.....J. Gorman Walsh  
 Program Manager.....Robert Kelly  
 Publicity Director.....Henry Sholly

## 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 analy-  
 sis.

## Representative

Paul H. Raymer Co.

# DISTRICT OF COLUMBIA

Population 663,091  
 Number of Families 171,023

Number of Radio Homes 155,800  
 Auto Registrations 173,100

*For 1940 Census data, please turn to page 246*

# W I N X

**WASHINGTON, D. C.—EST. 1940**

FREQUENCY: 1340 Kc. POWER: 250 watts  
 with 50-watt synchronized amplifier. OWNED  
 BY: Lawrence J. Heller. OPERATED BY: Law-  
 rence J. Heller. BUSINESS ADDRESS: 8th and  
 Eye Sts., N. W. PHONE: Republic 8000. STU-  
 DIO ADDRESS: Same. TRANSMITTER LOCA-  
 TION: Same. TIME ON THE AIR: 168 hours  
 weekly. NEWS SERVICE: International News  
 Service. TRANSCRIPTION SERVICE: Standard  
 Radio.

## Personnel

President.....Lawrence J. Heller  
 Station Manager.....Reggie Martin  
 Sales Manager.....Helen K. Mobberley  
 Program Director.....Frank Owen  
 Production Manager...Anson S. Carpenter, Jr.  
 Sales Promotion Manager...Jack B. Creamer  
 Chief Announcer.....Sam Lawder  
 Musical Director.....Bob Callahan  
 Chief Engineer.....Ralph E. Cannon, Jr.

## Representative

Radio Advertising Corp.

# W J S V

**WASHINGTON, D. C.—EST. 1926**

**COLUMBIA BROADCASTING SYSTEM**  
 FREQUENCY: 1500 Kc. POWER: 50,000 watts.  
 OWNED BY: Columbia Broadcasting System.  
 OPERATED BY: Columbia Broadcasting System.  
 BUSINESS ADDRESS: 817 Earle Bldg. PHONE:  
 Metropolitan 3200. STUDIO ADDRESS: 817  
 Earle Bldg. TRANSMITTER LOCATION:  
 Wheaton, Md. TIME ON THE AIR: (daily) 6:00

A.M. to 1:00 A.M. (Sunday) 7:30 A.M. to 1:00  
 A.M. NEWS SERVICE: United Press, Associ-  
 ated 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.....Paul Glynn  
 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: 5000 watts.  
 OWNED BY: M. A. Leese Radio Corp. OPER-  
 ATED BY: National Broadcasting Co. BUSI-  
 NESS ADDRESS: Radio Center, 724—14th St.,  
 N. W. PHONE: Republic 4000. STUDIO AD-

DRESS: Same. TRANSMITTER LOCATION: 712 Eleventh St., N. W. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M., daily; 8:00 A.M. to 1:00 A.M., Sundays. NEWSPAPER AFFILIATION: Evening Star Newspaper, Inc. NEWS SERVICE: United Press, International News Service, Associated Press. TRANSCRIPTION SERVICES: NBC Thesaurus, Lang-Worth, Standard Radio, Associated.

**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  
 Sales Promotion Manager....J. M. Dinwiddie  
 Production Supervisor.....Ross Filion  
 Musical Director.....Morgan Baer  
 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.

**W O L**

WASHINGTON, D. C.—EST. 1928

MUTUAL BROADCASTING SYSTEM—

FREQUENCY: 1260 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: 24 hours daily; Sunday, 6:30 A.M. to 2:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Associated Music Publishers, Lang-Worth, Standard Radio, Davis & Schwegler.

**Personnel**

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

**Coverage**

	Daytime	Evening
Population—Primary .....	1,029,453	838,153
Radio Homes— " .....	221,580	186,470

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

*Washington's  
 Only 24-Hour  
 Station!*



1000 Watts. 1260 Kilocycles Unlimited Time  
 MUTUAL'S STATION FOR THE DISTRICT OF COLUMBIA  
 1627 K Street, Northwest, Washington, D. C.  
 METropolitan 0010

**SIXTEENTH DECENNIAL CENSUS OF UNITED STATES**

**RADIO HOMES**

— 1 9 4 0 —

1/2 millivolt contour .....	256,452
WOL Base Daytime Hour Rate .....	\$90.00
Cost Per M Radio Homes .....	.35

... LOWEST IN WASHINGTON!

**AFFILIATED WITH MUTUAL BROADCASTING SYSTEM**

*National Representatives:* INTERNATIONAL RADIO SALES

## W R C

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

FREQUENCY: 980 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, Associated Press. TRANSCRIPTION SERVICES: NBC Thesaurus, Standard Radio, Associated, 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  
 Sales Promotion Manager.....J. M. Dinwiddie  
 Production Supervisor.....Ross Filion  
 Musical Director.....Morgan Baer  
 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.

## W W D C

**WASHINGTON, D. C.—EST. 1940**

FREQUENCY: 1450 Kc. POWER: 250 watts with 100-watt amplifier. OWNED BY: Capitol Broadcasting Co. OPERATED BY: Capitol Broadcasting Co. BUSINESS ADDRESS: 1000 Connecticut Ave., N. W. PHONE: National 7203. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 61 Pierce St., N. E. BOOSTER LOCATION: East-West Highway, Montgomery County, Md. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight (119 hours weekly).

### Personnel

President .....Stanley H. Horner  
 General Manager.....Edwin M. Spence

# FLORIDA

Population 1,897,414

Number of Families 519,436

Number of Radio Homes 354,980

Auto Registrations 495,000

*For 1940 Census data, please turn to page 246*

## W M F J

**DAYTONA BEACH—EST. 1935**  
 NBC-BLUE

FREQUENCY: 1450 Kc. POWER: 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: 7:00 A.M. to 12:00 Midnight; Sundays, 8:00 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, Associated Music.

### Personnel

Owner .....W. Wright Esch  
 Station Manager.....Billee B. Esch  
 Program Director.....Ray Clancy  
 Chief Engineer.....W. K. Ellenwood  
 Chief Engineer.....W. K. Ellenwood

### Coverage

Population—Primary . . . . .	198,895
Radio Homes— " . . . . .	37,844
Population—Secondary . . . . .	305,381
Radio Homes— " . . . . .	58,183

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

## W P E R \*

**DE LAND—EST. 1941**

FREQUENCY: 1310 Kc. POWER: 250 watts.  
 OWNED BY: Tropical Broadcasting Co. OPERATED BY: Tropical Broadcasting Co. BUSINESS ADDRESS: De Land. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

### Personnel

President.....Carl E. Raymond  
 Vice-President.....V. M. Fountain  
 Secretary-Treasurer.....W. H. Acree  
 \*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

# WFTL

**FORT LAUDERDALE—EST. 1939**

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Tom M. Bryan. OPERATED BY:  
 WFTL Broadcasting Co. BUSINESS ADDRESS:  
 2700 South Andrews Ave. PHONE: 1300-1 and  
 1799. STUDIO ADDRESS: Same. TRANSMIT-  
 TER LOCATION: Same. TIME ON THE AIR:  
 7:00 A.M. to 12:00 Midnight. NEWS SERVICE:  
 United Press. TRANSCRIPTION SERVICE:  
 Standard Radio, Associated Library.

## Personnel

Owner & Operator..... Tom M. Bryan  
 General Manager..... R. M. Tigert  
 Assistant Manager..... Perry N. Bryan  
 Program-Publicity Director... William M. Johns  
 Chief Announcer..... Marion Moore  
 Chief Engineer..... Francis Carroll

## Coverage

	Daytime	Evening
Population—Primary .....	125,000	60,000
Radio Homes— " .....	40,000	10,000
Population—Secondary ..	175,000	65,000
Radio Homes— " .....	50,000	12,000

Source: Field strength survey.

# WFTM

**FORT MEYERS—EST. 1939**

FLORIDA BROADCASTING SYSTEM

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OPERATED BY: Fort Meyers Broadcasting Co.  
 OWNED BY: Fort Meyers Broadcasting Co.  
 BUSINESS ADDRESS: 51 East 1st St. PHONE:  
 818. STUDIO ADDRESS: 51 East 1st St. TRANS-  
 MITTER LOCATION: Same. TIME ON THE  
 AIR: 7:15 A.M. to 10:00 P.M. NEWS SERVICE:  
 International News Service. TRANSCRIPTION  
 SERVICE: Standard Radio.

## Personnel

President-Station Manager,  
 William E. Bennis, Jr.  
 Commercial Manager.... Mrs. W. E. Bennis, Jr.  
 Program Director..... Margaret Williams  
 Publicity Director..... Joe Ellis  
 Chief Announcer..... Boyd Wood  
 Musical Director..... Barbara Brady  
 Chief Engineer..... Lewis Shea

## Coverage

	Winter	Summer
Population—Primary .....	94,250	86,500
Population—Secondary ..	82,200	75,300

# WRUF

**GAINESVILLE—EST. 1928**

FREQUENCY: 850 Kc. POWER: 5000 watts.  
 OPERATED BY: University of Florida. BUSI-  
 NESS ADDRESS: University Campus. PHONE:  
 1000 Ext. 55. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Same. TIME ON

THE AIR: 6:30 A.M. to sunset at Denver, Colo.;  
 Sunday, 7:00 A.M. to sunset at Denver, Colo.  
 NEWS SERVICE: Associated Press. TRAN-  
 SCRPTION SERVICE: World Broadcasting  
 System, Lang-Worth.

## Personnel

Director ..... Garland Powell  
 Assistant to Director... Charles W. Dudley, Jr.  
 Commercial Manager..... Francis Kearney  
 Publicity Director..... Sam Founts  
 Office Manager..... John L. Berry  
 Production Manager..... Alvin Flanagan  
 Musical Director..... Elizabeth Tew  
 Chief Engineer..... Dean Joseph Weil

## Coverage

	Daytime
Radio Homes—Primary.....	29,614
Radio Homes—Secondary.....	137,878

Source: Field intensity survey.

## Representative

Burn-Smith Company

# WJAX

**JACKSONVILLE—EST. 1925**

NATIONAL BROADCASTING CO.

FREQUENCY: 930 Kc. POWER: 5000 watts,  
 d.; 1000 Watts, n. OWNED BY: City of  
 Jacksonville. OPERATED BY: Same. BUSI-

# WJAX

JACKSONVILLE, FLORIDA

♦

## THE MUNICIPAL BROADCASTING STATION

♦

## NBC RED NETWORK

♦

930 Kc.—Maximum Power 5000 Watts

Phone Jacksonville 5-5821

Representatives

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



# THE NEW FLORIDA SILHOUETTE

Palm trees were there when lusty pirates hid their stolen treasure. Today the treasure of all South Florida reflects in the changing skyline of America's fastest-growing metropolitan area.

This amazing growth (up 20% in 1940) means comparable gains for advertisers who know the Miami story. Growing, too, 5,000 watt WIOD now travels your sales message via salt water to all South Florida, delivering **THE MOST COMPLETE COVERAGE** of these rich markets.

**WIOD**  
M I A M I

**NBC Red**  
•  
**5,000**  
**ON**  
**610**



NESS 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) 8:00 A.M. to midnight. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

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

**Representative**

John Blair & Co.  
Harry Cummings, Atlanta

•  
**W J H P**

**JACKSONVILLE—EST. 1940**

NATIONAL BROADCASTING CO.

FREQUENCY: 1320 Kc. POWER: 250 watts. OWNED BY: The Metropolis Co. OPERATED BY: Same. BUSINESS ADDRESS: 500 Laura St. PHONE: 57610. STUDIO ADDRESS: 500 Laura St. TRANSMITTER LOCATION: Read and Alamo St. TIME ON THE AIR: 18 hours daily. NEWSPAPER AFFILIATION: Jacksonville Journal. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President.....John H. Perry  
Station Manager.....H. G. Wells, Jr.  
Sales Manager.....I. M. Koger  
Program Director.....James W. Young  
Publicity Director.....Speed Veal  
Chief Announcer.....Jack Rathburn  
Musical Director.....Fred Maurie  
Chief Engineer.....B. Hayford

**Representative**

John H. Perry Associates

•  
**W M B R**

**JACKSONVILLE—EST. 1933**

COLUMBIA BROADCASTING SYSTEM  
FLORIDA BROADCASTING SYSTEM

FREQUENCY: 1400 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  
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: 1340 Kc. POWER: 250 watts. OWNED BY: Lake Region Broadcasting Co. OPERATED BY: Lake Region Broadcasting Co. BUSINESS ADDRESS: P. O. Box 1211. STUDIO ADDRESS: Shore Acres, East Lime St. PHONE: 2127. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. TRANSCRIPTION SERVICE: Davis & Schweigler.

**Personnel**

President.....J. E. P. Marchant  
Station Manager.....Bert Arnold  
Sales Manager.....D. M. Brown  
Commercial Manager.....James H. Jones  
Program Director.....Gordon Fletcher  
Musical Director.....Elvan B. Wilson  
Chief Engineer.....Powell Hunter

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	101,000	101,000
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 I O D**

**MIAMI—EST. 1926**

NATIONAL BROADCASTING CO.

FREQUENCY: 610 Kc. POWER: 5000 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: 79th St., Biscayne Bay. 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, Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Associated Library.

WHERE THE NATION COMES TO PLAY

MIAMI BEACH

~ F L O R I D A ~

AND

WKAT

GIVE YOU

THE MARKET WHERE  
PEOPLE WITH MONEY  
SPEND THEIR VACATIONS

•

1360 Kilocycles

WKAT

1000 W. Day and Night

MIAMI BEACH, FLORIDA

UNITED PRESS NEWS • NBC BLUE AFFILIATE

**Personnel**

President.....D. J. Mahoney  
 Secretary-Treasurer.....Ross A. Reeder  
 Station Manager.....Arch Robb  
 Commercial Manager.....S. A. Vetter  
 Promotion Manager.....Frank Jaffe  
 Production Manager.....Charles Green  
 Musical Director.....Clark Fiers  
 Chief Engineer.....Milton C. Scott Jr.

**Coverage**

Population—Primary ..... 450,753  
 Radio Homes— " ..... 138,000  
 Population—Secondary ..... 79,711  
 Radio Homes— " ..... 21,348

Source: Joint Committee; 1940 U. S. Census.

**Representatives**

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

**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 ..... 420,861  
 Radio Homes— " ..... 93,350  
 Population—Secondary ..... 471,758  
 Radio Homes— " ..... 104,350

Source: Field intensity survey.

**Representative**

John Blair & Co.

**W K A T**

MIAMI BEACH—EST. 1937

NATIONAL BROADCASTING CO.

FREQUENCY: 1360 Kc. POWER: 1000 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  
 Sales Manager.....A. Campbell  
 Business Manager.....A. Wampler  
 Publicity Director.....O. Revelle  
 Musical Director.....Betty Lee Taylor  
 Engineers.....Tom Magee, Arthur Smith

**W T M C**

OCALA—EST. 1939

NATIONAL BROADCASTING CO.

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Ocala Broadcasting Co. OPERATED BY: Ocala Broadcasting Co. BUSINESS ADDRESS: Ocala. STUDIO ADDRESS: Anthony and Henry Sts. PHONE: 128. TRANSMITTER LOCATION: 1 Broadcast Place. TIME ON THE AIR: Unlimited License; actual, 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President.....John T. Alsop, Jr.  
 General Manager.....Hal Davis  
 Commercial Manager.....Helen Davis  
 Program Director.....Lester Weil  
 Production Manager.....Ethel London  
 Artists' Bureau Head-Musical Director,  
 Charles Beresford, Jr.  
 Chief Announcer.....Al Jennings  
 Chief Engineer.....Bradley Overton

**Coverage**

Population—Primary ..... 45,576  
 Radio Homes— " ..... 10,112

Source: Station survey.

**Representatives**

John H. Perry Associates

**RADIO DAILY  
 READERS  
 ARE  
 EVERYWHERE**

# W D B O

ORLANDO—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 580 Kc. POWER: 5000 watts.  
 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. TRANSMITTER LOCATION: Dubsdread Country Club, Near Fairville, Fla. TIME ON THE AIR: (daily) 6:30 A.M. to 12:05 A.M.; (Sunday) 7:00 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.....Charles Batchelder  
 Program Director.....Ralph Rogers  
 Musical Director.....Walter D. Kimble  
 Artists' Bureau Head.....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 L O F

ORLANDO—EST. 1940

FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: Hazelwood, Inc. OPERATED BY: Hazelwood, Inc. BUSINESS ADDRESS: P. O. Box 1272. STUDIO ADDRESS: Angebilt Hotel. PHONE: 2-1061. TRANSMITTER LOCATION: Orlando. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight (121 hours weekly). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President-General Manager,  
 George A. Hazelwood  
 Commercial-Program Manager,  
 John VanCronkhite  
 Publicity Director.....Tom Sawyer  
 Chief Announcer.....Bob Caffey  
 Chief Engineer.....W. Dod Daniel

*A Blanket in Florida?*

SURE!

# W D B O

ORLANDO

RADIO BLANKET OF THE SUN EMPIRE

5000 Watts—DAY & NIGHT—580 Kcs.

**1/2 FLORIDA**

AREA

BUYING POWER

POPULATION

Lowest Cost Response—Tops in Florida Radio Power

Representative: Paul H. Raymer—New York, Chicago, Los Angeles

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	90,000	78,000
Population—Secondary . . . . .	275,543	135,000

Source: Chamber of Commerce.

**W D L P**

**PANAMA CITY—EST. 1939**

FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: Panama City Broadcasting Co.  
 OPERATED BY: Panama City Broadcasting Co.  
 BUSINESS ADDRESS: Panama City. STUDIO ADDRESS: First and Mercer Sts. PHONE: 777.  
 TRANSMITTER LOCATION: Same. TIME ON THE AIR: 15 hours daily; 102 hours weekly.  
 NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President . . . . . P. A. Roll  
 Station Manager . . . . . Braden Ball  
 Commercial Manager . . . . . Fred RaBell  
 Program-Musical Director . . . . . Fred Phillips  
 Chief Engineer . . . . . Eddie Pierce

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	50,000	20,000
Radio Homes— " . . . . .	10,000	7,500
Population—Secondary . . . . .	200,000	70,000
Radio Homes— " . . . . .	75,000	50,000

Source: Mail response survey; U. S. Census.

**Representative**

John H. Perry Associates

**W C O A**

**PENSACOLA—EST. 1926**

NATIONAL BROADCASTING COMPANY  
 FLORIDA STATE NETWORK

FREQUENCY: 1370 Kc. POWER: 1000 watts. d.; 500 watts, n. OWNED BY: Pensacola Broadcasting Co. OPERATED BY: Pensacola Broadcasting Co. BUSINESS ADDRESS: San Carlos Hotel. PHONE: Pen 4111. STUDIO ADDRESS: San Carlos Hotel. TRANSMITTER LOCATION: Pensacola Bay Ridge. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight; Sundays, 8:00 A.M. to 12:00 Midnight. (18 hours daily; 125 hours weekly). NEWSPAPER AFFILIATION: News-Journal Co. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President . . . . . John H. Perry  
 General Manager . . . . . Irving F. Welch  
 Commercial Manager . . . . . Bill Helie  
 Program Director . . . . . Virgil Evans  
 Sales Promotion Manager . . . . . James Larkin

Publicity Director . . . . . Charles Sullivan  
 Continuity Director . . . . . Dorothy Eastman  
 Musical Director . . . . . Ray Rogers  
 Chief Engineer . . . . . Bert Mead

**Coverage**

Population—Primary . . . . .	162,500
Radio Homes— " . . . . .	21,020
Population—Secondary . . . . .	258,700
Radio Homes— " . . . . .	35,380

Source: Joint Committee; station survey.

**Representative**

John H. Perry Associates

**W F O Y**

**COLUMBIA BROADCASTING SYSTEM  
 FLORIDA BROADCASTING SYSTEM  
 ST. AUGUSTINE—EST. 1936**

FREQUENCY: 1240 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: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press.

**Personnel**

President-Station Manager . . Glenn Marshall, Jr.  
 Sales Manager . . . . . Frank King  
 Commercial Manager . . . . . John H. Cummins  
 Program Director . . . . . Winifred Hill  
 Chief Engineer . . . . . Pat Bernhard

**Coverage**

Population—Primary . . . . .	25,902
Radio Homes— " . . . . .	20,488
Population—Secondary . . . . .	113,721
Radio Homes— " . . . . .	89,839

**Representative**

Paul H. Raymer Co.

**W T S P**

**ST. PETERSBURG—EST. 1939**

FREQUENCY: 1380 Kc. POWER: 1000 watts. d.; 500 watts, n. 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. (17½ hours daily; 14½ hours Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President . . . . . Nelson Poynter  
 General Manager . . . . . Ovelton Maxey  
 Program Director . . . . . Coburn Gum

*We've Got Salt Water Here Too! And It Leads Direct to Florida's Largest, Richest Market*

# WSUN

Since 1927 the ESTABLISHED RADIO PROGRAM SERVICE for West Coast and Central Florida . . . Tampa and St. Petersburg.

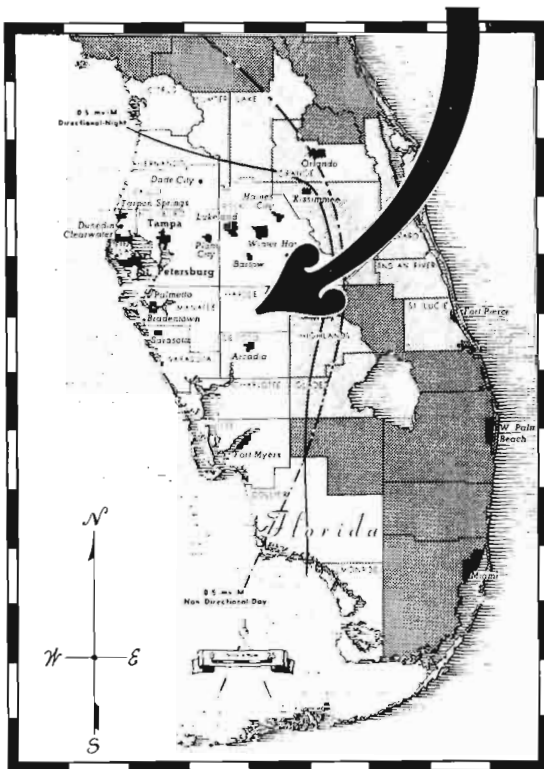
*Now*

**FULL TIME**

**5000 WATTS**

**620 KC NBC Blue**

WSUN's transmitter was ONE OF THE FIRST to utilize the superior transmission benefits of a location on SALT WATER. 620 kilocycles carries YOUR program to ALL of this rich market.



Engineering field measurements by  
McNary and Chambers, Sept. 1940

FLORIDA LEADS ALL STATES: Earliest census figures give FLORIDA a 29.2% increase . . . leading ALL OTHER STATES. WSUN's "airea" enjoys more than its share of this increase. BONUS LISTENERS TOO! During certain winter and spring months a conservative estimate gives you at least DOUBLE normal listening audience due to the tremendous numbers of seasonal residents. Radio is their most important personal diversion. They're all well above average buying power.

**W S U N**

BUSINESS OFFICES AND STUDIOS: RECREATION PIER, ST. PETERSBURG, FLORIDA

LOUIS J. LINK, General Manager

Represented by

**INTERNATIONAL RADIO SALES**

NEW YORK CHICAGO SAN FRANCISCO

Continuity Director.....Tommy Tucker  
 Chief Announcer.....Jack Swift  
 Chief Engineer.....Garvin Combs

**Coverage**

Population—Primary ..... 64,638  
 Radio Homes— " ..... 17,420  
 Population—Secondary ..... 205,988  
 Radio Homes— " ..... 40,100

Source: Field intensity survey.

**W S U N**

**ST. PETERSBURG—EST. 1927**

NATIONAL BROADCASTING CO.

FREQUENCY: 620 Kc. POWER: 5000 watts.  
 OWNED BY: City of St. Petersburg. OPERATED BY: City of St. Petersburg. BUSINESS ADDRESS: Municipal Pier. PHONE: 4747. STUDIO ADDRESS: Municipal Pier. TRANSMITTER LOCATION: Bayview-Clearwater, Fla. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers.

**Personnel**

Station Manager.....Louis J. Link  
 Sales Manager.....Jerry Wigley  
 Program Director-Chief Announcer, Fred Daiger  
 Production Manager.....Maurice Hayes  
 Public Relations Director.....Joe Frohock  
 Director of Women's Activities....Ruth Clark  
 Musical Director.....Edith Ginn  
 Sales Promotion Manager....Genevieve Burke  
 Chief Engineer.....Tom Herrin

**Coverage**

Population—Primary ..... 460,691  
 Radio Homes— " ..... 82,730  
 Population—Secondary ..... 198,763  
 Radio Homes— " ..... 34,790

**Representative**

International Radio Sales

**W S P B**

**SARASOTA—EST. 1939**

FREQUENCY: 1450 Kc. POWER: 250 watts.  
 OWNED BY: WSPB, Inc. OPERATED BY: WSPB, Inc. BUSINESS ADDRESS: City Island, Sarasota. STUDIO ADDRESS: City Island. PHONE: 2541. 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, World Broadcasting System.

**Personnel**

President-Station Manager.....Frank S. Lane  
 Vice-President.....Ken Flenniken  
 Treasurer.....S. C. Hutcheson  
 Commercial Manager.....Fred Temple

**Coverage**

Radio Homes—Primary..... 61,520

**W T A L**

**TALLAHASSEE—EST. 1935**

FLORIDA NETWORK

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: Florida Capitol Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 989. STUDIO ADDRESS: Thomasville Highway. PHONE: 2160, 2161-W. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (117 hours weekly). NEWSPAPER AFFILIATION: Highlands County Pilot, Scenic Highlands Sun (Avon, Fla.). MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth.

**Personnel**

President .....Gilbert Freeman  
 Station Manager.....William C. Wyatt  
 Program Director.....Mildred E. Williams  
 Chief Engineer.....William A. Snowden, Jr.

**Coverage**

	Daytime	Evening
Population—Primary ....	100,000	25,000
Radio Homes— " .....	32,000	10,000
Population—Secondary .....	350,000	
Radio Homes— " .....	125,000	

Source: Mail and telephone analysis.

**Representative**

Adams & Adams

**W D A E**

**TAMPA—EST. 1922**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1250 Kc. POWER: 5000 watts.  
 OWNED BY: Tampa Times Company. OPERATED BY: Tampa Times Company. BUSINESS ADDRESS: 114 N. Franklin St. PHONE: M-1818. STUDIO ADDRESS: Tampa Terrace Hotel. TRANSMITTER LOCATION: Forest Hills Country Club, Area. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Tampa Daily Times. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President .....David E. Smiley  
 Vice-President.....Ralph Nicholson  
 Station Manager .....L. S. Mitchell  
 Program Director.....Kenneth W. Skelton  
 Publicity Director.....J. F. Smiley  
 Musical Director.....M. E. Plattner  
 Chief Engineer.....William Pharr Moore

**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**

Paul H. Raymer Co.

# WFLA

TAMPA—EST. 1925

NATIONAL BROADCASTING CO.  
ORANGE NETWORK

FREQUENCY: 970 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: Tampa H 1828; Clearwater 2754. STUDIO ADDRESS: Tarr Bldg., Tampa. TRANSMITTER LOCATION: Bayview. TIME ON THE AIR: 6:45 A.M. to Midnight. NEWSPAPER 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  
Local Sales Manager ..... Melvin A. Meyer  
Artists' Bureau Head ..... Frank Grasso  
Program Director ..... Paul Jones  
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.

# WKGA\*

TAMPA—EST. 1941

FREQUENCY: 940 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: The Tribune Company. OPERATED BY: The Tribune Co. BUSINESS ADDRESS: Tribune. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license. NEWSPAPER AFFILIATION: Tampa Tribune.

### Personnel

Chairman of Board ..... John S. Bryan  
President-Treasurer ..... S. E. Thomason  
Vice President-Secretary ..... J. S. Mims  
Assistant Secretary ..... George O. Webb

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

# WJNO

WEST PALM BEACH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: WJNO, Inc. OPERATED BY: WJNO, Inc. BUSINESS ADDRESS: P. O. Box 189. PHONE: 3638-9. STUDIO ADDRESS: 1415 Okeechobee Road. TRANSMITTER LOCATION: 1415 Okeechobee Road. TIME ON THE AIR: 6:30 A.M. to Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

### Personnel

President ..... Laura O'Brien  
General Manager ..... Stephen Willis  
Program Director ..... Vernon Crawford  
Chief Engineer ..... John Moore

### Coverage

Population—Primary .....	80,000
Radio Homes— " .....	16,000

Source: Station survey.

### Representative

Weed & Company

# TEST

NEXT SUMMER'S  
merchandising and  
advertising plan  
NOW ... in Palm Beach.

# WJNO

"The Voice of the Palm Beaches"  
West Palm Beach, Florida

AFFILIATED WITH THE COLUMBIA  
BROADCASTING SYSTEM



# GEORGIA

Population 3,123,723

Number of Radio Homes 396,240

Number of Families 750,633

Auto Registrations 503,599

For 1940 Census data, please turn to page 247

## W A L B \*

ALBANY—EST. 1941

FREQUENCY: 1260 Kc. POWER: 1000 watts. OWNED BY: Herald Publishing Co. OPERATED BY: Herald Publishing Co. BUSINESS ADDRESS: Albany. STUDIO ADDRESS: 2½ miles north of Albany on Dixie Highway. TRANSMITTER LOCATION: Albany. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS-PAPER AFFILIATION: Albany Herald.

### Personnel

President ..... H. T. McIntosh  
General Manager ..... Edward J. Lord

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

## W G P C

ALBANY—EST. 1934

FREQUENCY: 1590 Kc. POWER: 250 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: Gillionville Rd. (2 miles west of Albany). TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth, World Broadcasting System.

### Personnel

President ..... J. W. Woodruff, Sr.  
General Manager ..... J. W. Woodruff, Jr.  
Resident Manager ..... A. T. Spies  
Program Director ..... Jerry Winters  
Production Manager-Publicity Director,

Billie Poole

Chief Engineer ..... O. E. Johnson

### Coverage

Population—Primary .....	460,500
Radio Homes— " .....	31,875
Population—Secondary .....	480,349
Radio Homes— " .....	22,172

Source: U. S. Census; station estimate.

### Representative

International Radio Sales

## W G A U

ATHENS—EST. 1938

FREQUENCY: 1340 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. NEWS-PAPER AFFILIATION: Athens Banner-Herald. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

Manager-Chief Engineer ..... M. C. Gorman  
Program Director ..... Bill Evans

## W A G A

ATLANTA—EST. 1937

NBC—(BLUE)

FREQUENCY: 1480 Kc. POWER: 1000 watts, d.; 500 Watts, n. OWNED BY: Liberty Broadcasting Co. OPERATED BY: Liberty Broadcasting Corp. 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. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President ..... George B. Storer  
General Manager ..... Don Isolat  
Sales Manager ..... Maurice C. Coleman  
Program Director ..... Howard Donahoe  
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.

### Representative

John Blair & Co.

## W A T L

ATLANTA—EST. 1931

MUTUAL BROADCASTING SYSTEM  
GEORGIA BROADCASTING SYSTEM

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: J. W. Woodruff, Trustee as Atlanta Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 26 Cain St., N. W. 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 TRANSCRIPTION SERVICE: World Broadcasting System, Davis & Schwegler, Lang-Worth.

THE ATLANTA JOURNAL STATION

# WSB

ATLANTA, GEORGIA

*In Southern Ohio*  
IT'S  
**WHIO**  
DAYTON

**POWER  
PROGRAMS  
PUBLICITY**

*In Florida*  
IT'S  
**WIOD**  
MIAMI

*Sales*  
**THE VOICE OF THE SOUTH**

**50,000 WATTS** ⚡ **NBC-RED** ⚡ **CLEAR CHANNEL**

EDWARD PETRY & CO., INC.—National Representatives

**Personnel**

President.....J. W. Woodruff  
 Sales Promotio nManager.....James Knight  
 Program-Musical Director.....Ken Keese  
 Production Manager.....Allen Parks  
 Publicity Director.....Barney Oakes  
 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**

International Radio Sales

**W S B**

ATLANTA—EST. 1922

NBC—RED

FREQUENCY: 750 Kc. POWER: 50,000  
 Watts. OWNED BY: Atlanta Journal Co.  
 OPERATED BY: Atlanta Journal Co. BUSINESS  
 ADDRESS: Biltmore Hotel. PHONE: Hemlock  
 1045. STUDIO ADDRESS: Biltmore Hotel.  
 TRANSMITTER LOCATION: Near Tucker, Ga.  
 TIME ON THE AIR: Daily, 5:30 A.M. to 12:30  
 P.M.; Sunday, 7:00 A.M. to 12:00 Midnight.  
 NEWS PAPER AFFILIATION: Atlanta Journal.  
 NEWS SERVICE: Associated Press, United  
 res. TRANSCRIPTION SERVICE: C. P. Mac-  
 gregor, Lang-Worth.

**Personnel**

Manager.....J. Leonard Reinsch  
 Sales Manager.....John M. Outler, Jr.  
 Program Director.....Roy McMillen  
 Production Manager.....Marcus Bartlett  
 Sales Promotion Manager.....Loris S. Myers  
 Artists' Bureau Head.....John Lair  
 Publicity Director.....Elmo Israel  
 Farm Director.....Bill Prance  
 Musical Director.....Earl Landis  
 Chief Engineer.....C. F. Daugherty

**Coverage**

	Daytime	Evening
Population—Primary	1,567,500	1,836,700
Radio Homes— " "	247,500	249,830
Population—Secondary	3,170,400	9,730,700
Radio Homes— " "	399,530	1,370,100

Source: NBC area survey; Consumer Market  
 Data Hand Book.

**Representative**

Edward Petry & Company

**W G A C**

AUGUSTA—EST. 1940

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: Twin States Broadcasting Co.  
 OPERATED BY: Twin States Broadcasting Co.  
 BUSINESS ADDRESS: Augusta. PHONE:

2-2692-3. STUDIO ADDRESS: Same. TRANS-  
 MITTER LOCATION: Sand Bar Ferry Road.  
 TIME ON THE AIR: 7:00 A.M. to 12:00 Mid-  
 night; Sundays, 8:00 A.M. to 12 midnight.  
 NEWSPAPER AFFILIATION: Augusta Herald.  
 NEWS SERVICE: Associated Press. TRAN-  
 SCRIPTIION SERVICE: Associated.

**Personnel**

President.....F. Frederick Kennedy  
 General Manager.....J. B. Fuqua  
 Program Director.....John W. Watkins  
 Chief Engineer.....William Nungesser

**Coverage**

	Daytime	Evening
Population—Primary	120,000	80,000
Radio Homes— " "	25,000	20,000

Source: Field intensity survey.

**Representative**

Headley-Reed Co.

**W G S T**

AUGUSTA—EST. 1940

COLUMBIA BROADCASTING SYSTEM  
 GEORGIA MAJOR MARKET TRIO

FREQUENCY: 920 Kc. OWER: 5000 watts,  
 d.; 1000 Watts. n. OWNED BY: Georgia School  
 of Technology. OPERATED BY: Southern  
 Broadcasting Stations, Inc. BUSINESS AD-  
 DRESS: Forsyth Bldg. PHONE: Walnut 8441.  
 STUDIO ADDRESS: Same. TRANSMITTER LO-  
 CATION: Cheshire Bridge Road. TIME ON  
 THE AIR: 6:00 A.M. to 12:00 Midnight.  
 NEWS SERVICE: Transradio Press. TRAN-  
 SCRIPTIION SERVICE: World Broadcasting  
 System.

**Personnel**

President.....C. H. Calhoun  
 Treasurer.....P. J. Williams  
 National Sales-Promotion Manager,  
 Frank Gaither  
 Program Director.....John Fulton  
 Production Director.....Don Naylor  
 Publicity Director.....Mike Clarke  
 Musical Director.....Lola Wallace  
 Chief Engineer.....Ben Akerman

**Coverage**

Population—Primary	705,977*
Radio Homes— " "	112,270*

Source: Field intensity measurements based  
 on 0.5 millivolt signal.

**Representative**

The Katz Agency

**W M W H \***

AUGUSTA—EST. 1941

FREQUENCY: 1450 Kc. POWER: 250 Watts.  
 OWNED BY: W. Montgomery Harrison. OPER-  
 ATED BY: W. Montgomery Harrison. BUSINESS  
 ADDRESS: Augusta.

\*Station was licensed to operate under a  
 construction permit at time of going to press.

# WRDW

AUGUSTA—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Augusta Broadcasting Co. OPERATED BY: Augusta Broadcasting Co. BUSINESS ADDRESS: 10th & Broad Sts. PHONE: 2-8805. STUDIO ADDRESS: 10th & Broad Sts. TRANSMITTER LOCATION: Buena Vista Ave., North Augusta, S. C. TIME ON THE AIR: 6:00 A.M. to Midnight; Sunday, 8:00 A.M. to Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

## Personnel

President ..... Arthur Lucas  
 Station Manager..... W. R. Ringson  
 Sec. & Treas..... F. J. Miller  
 Program Director..... Charles Walters  
 Sales Manager..... Thurston Bennett  
 Publicity Director..... J. Marion Harman  
 Musical Director..... Paul Reed  
 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.

# WMOG

BRUNSWICK—EST. 1939

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Coastal Broadcasting Co. OPERATED BY: Coastal Broadcasting Co. BUSINESS ADDRESS: Brunswick. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Brunswick. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President..... Alma W. King  
 General Manager..... Kenneth E. White  
 Program Director..... Leon Lloyd  
 Chief Announcer..... Tom Gilchrist  
 Chief Engineer..... Herman Lange

# WRBL

COLUMBUS—EST. 1928

COLUMBIA BROADCASTING SYSTEM

GEORGIA BROADCASTING SYSTEM

FREQUENCY: 1230 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 LO-

CATION: 15th Ave.—30th St. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M.; Sundays, 8:00 A.M. to 11:00 P.M. 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.  
 Sales Manager..... James Davenport  
 Chief Announcer Program Director, Jack Gibney

## Coverage

Population—Primary .....	500,000
Radio Homes— " .....	44,100
Population—Secondary .....	200,000
Radio Homes— " .....	21,000

Source: Mail response analysis.

## Representative

International Radio Sales

# WMJM

CORDELE—EST. 1940

FREQUENCY: 1490 Kc. POWER: 250 watts. 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: 6:30 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Cordele Dispatch. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, Transco.

## Personnel

Business and General Manager,  
 J. J. Mangham, Jr.  
 Station-Commercial Manager, Harry G. Clark  
 Program Director..... Ellen M. Stewart  
 Chief Engineer..... Noel Martin

# WBLJ

DALTON—EST. 1940

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Dalton Broadcasting Corp. OPERATED BY: Dalton Broadcasting Corp. BUSINESS ADDRESS: Kenemer Bldg. PHONE: Dalton 684. STUDIO ADDRESS: Kenemer Bldg. TRANSMITTER LOCATION: River Bend Rd. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. (112 hours weekly). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

## Personnel

President ..... Baxter Roach  
 Secretary-Treasurer..... W. V. Williams  
 General Manager..... Don Spencer  
 Program Director-Artists' Bureau Head,  
 Bill Davies  
 Publicity Director..... Jack McCoy  
 Chief Engineer..... W. Roberts

**W G G A \***

**GAINESVILLE—EST. 1941**

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: Harry Estes, Austin Dean and  
 L. H. Christian d/b as Gainesville Broadcast-  
 ers. OPERATED BY: Gainesville Broadcasters.  
 BUSINESS ADDRESS: Gainesville. STUDIO  
 ADDRESS: Same. TRANSMITTER LOCATION:  
 Same. TIME ON THE AIR: Unlimited license.  
 NEWSPAPER AFFILIATION: Gainesville Eagle.

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

**W K E U**

**GRIFFIN—EST. 1934**

FREQUENCY: 1450 Kc. POWER: 250 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. TRAN-  
 SCRPTION SERVICE: C. P. MacGregor.

**Personnel**

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

**Representative**

Sears & Ayer, Inc.

**W L A G \***

**LA GRANGE—EST. 1941**

FREQUENCY: 1210 Kc. POWER: 250 watts.  
 OWNED BY: La Grange Broadcasting Co.  
 OPERATED BY: La Grange Broadcasting Co.  
 TRANSMITTER LOCATION: Same. TIME ON  
 THE AIR: Unlimited license. NEWSPAPER  
 AFFILIATION: La Grange News.

**Personnel**

President ..... Roy C. Swank  
 Vice President-Secretary ..... Willis J. Davis  
 Treasurer ..... Arthur E. Edge, Jr.

\*Station was licensed to operate under a  
 construction permit at time of going to press.

**W B M L**

**MACON—EST. 1940**

**MUTUAL BROADCASTING SYSTEM**

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: Middle Georgia Broadcasting Co.  
 OPERATED BY: Middle Georgia Broadcasting  
 Co. BUSINESS ADDRESS: First National Bank  
 Bldg. PHONE: 2728. STUDIO ADDRESS: First  
 National Bank Bldg. TRANSMITTER LOCA-  
 TION: Eighth and Cherry Sts. TIME ON THE  
 AIR: 6:30 A.M. to 12:00 Midnight; Sundays,  
 7:30 A.M. to 12:00 Midnight. NEWS SERVICE:  
 United Press. TRANSCRIPTION SERVICE: NBC  
 Thesaurus.

**\$14,000,000 in defense projects within ten miles—  
 military Strategists know**

**A GOOD MARKSMAN ALWAYS AIMS  
 AT THE CENTER OF HIS TARGET!!**

Concentrate your pattern in  
 MIDDLE GEORGIA  
 with

**W B M L**

*"In Beat with the Heart of Georgia"*

UNITED PRESS  
 News of the Hour on the Hour

**MACON, GEORGIA**

MUTUAL BROADCASTING SYSTEM

REPRESENTATIVES: INTERNATIONAL RADIO SALES

**Personnel**

President.....Ernest D. Black  
 General Manager.....Robert R. Feagin  
 Business Manager.....Charles W. Pittman  
 Sales Promotion Manager.....Pat Padgett  
 Program Director.....Earl J. Pudney  
 Chief Announcer.....Sid Willard  
 Musical Director.....Mary Hester Richardson  
 Chief Engineer.....David Bain

**Coverage**

	Daytime	Evening
Population—Primary .....	300,000	150,000
Radio Homes— " .....	50,200	13,860
Population—Secondary ..	450,000	200,000
Radio Homes— " .....	72,400	15,000

Source: Station survey.

**Representative**

International Radio Sales

**W M A Z**

**MACON—EST. 1922**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 940 Kc. POWER: 5000 watts.  
 OWNED BY: Southeastern Broadcasting Co.  
 OPERATED BY: Southeastern Broadcasting Co.  
 BUSINESS ADDRESS: 211 Cotton Ave.  
 PHONE: 3131-2. STUDIO ADDRESS: 211 Cotton Ave.  
 TRANSMITTER LOCATION: Georgia Place.  
 TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight; Sunday, 7:30 A.M. to 12:00 Midnight.  
 NEWS SERVICE: International News Service.  
 TRANSCRIPTION SERVICE: World Transcription System, Radio Transcription Co.

**Personnel**

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

**Coverage**

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

Source: Field intensity survey.

**Representative**

The Katz Agency

**W M G A**

**MOULTRIE—EST. 1939**

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Frank R. Pidcock, Sr.  
 BUSINESS ADDRESS: Moultrie. PHONE: 999.  
 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.....John F. 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.

**Representative**

F. Lacelle Williams

**W R G A**

**ROME—EST. 1929**

FREQUENCY: 1490 Kc. POWER: 250 watts.  
 OWNED BY: Rome Broadcasting Corp. OPERATED BY: Rome Broadcasting Corp.  
 BUSINESS ADDRESS: National City Bank Bldg.  
 PHONE: 6589. 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; 8:00 A.M. to 11:00 P.M., Sundays.  
 NEWS SERVICE: United Press.

**Personnel**

President.....John W. Quarles  
 Station Manager-Treasurer...Happy Quarles  
 Sales Manager.....Price Selby  
 Commercial Manager.....Mather Payne  
 Program Director.....Jimmy Kirby

**W S A V**

**SAVANNAH—EST. 1939**

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: WSAV, Inc. OPERATED BY: WSAV, Inc.  
 BUSINESS ADDRESS: Liberty National Bank Bldg.  
 PHONE: 5600 and 3-4554. STUDIO ADDRESS: Liberty National Bank Bldg.  
 TRANSMITTER LOCATION: President St.  
 TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 12:00 Midnight, Sundays.  
 MAINTAINS ARTISTS' BUREAU.  
 NEWS SERVICE: International News Service.  
 TRANSCRIPTION SERVICE: Associated.

**Personnel**

President.....Arthur Lucas  
 General Manager.....Harben Daniel  
 Commercial-Sales Promotion Manager, N. W. Brandon  
 Program-Musical Director...Electa Robertson  
 Production Manager.....Robert Eisenman  
 Publicity Director.....Ganus Scarborough  
 Chief Engineer.....Meredith Thompson

**Coverage**

	Daytime	Evening
Population—Primary .....	166,776	123,479
Radio Homes— " .....	33,356	24,696

Source: Field intensity measurements and mail response analysis; 1940 U. S. Census.

**Representative**

George P. Hollingbery Co.

# W T O C

SAVANNAH—EST. 1929

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1290 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. TRANSCRIPTION SERVICE: Lang-Worth, World Broadcasting System.

## Personnel

President ..... W. T. Knight, Jr.  
 Treasurer-Station Manager... Marjorie B. Willis  
 Program Director..... Fred P. Pfahler, Jr.  
 Production-Publicity..... William B. Smart  
 Musical Director..... Dwight J. Bruce  
 Chief Engineer..... James Reynolds Donovan

## Coverage

	Daytime	Evening
Population—Primary . . . . .	322,600	431,800
Radio Homes— " . . . . .	35,980	45,940
Population—Secondary . . . . .	802,700	543,100
Radio Homes— " . . . . .	183,300	125,800

Source: CBS Listener Study.

## Representative

The Katz Agency, Inc.

# WE'RE "ON THE SPOT"!!

Where new sales records are being made!

Where a greater, richer audience is being served better by the new W T O C

Where modernized promotion, merchandising, and publicity activities really serve clients

IN SAVANNAH

SALES ARE UP  
 POPULATION IS UP  
 BUYING POWER IS UP

# W T O C

CBS • 5000 WATTS • 1290 KC.

United Press News • Member Major Market Trio • Columbia's "Voice of the Coastal Empire"

(For Proof of Above Statements Consult Nearest "KATZ" Man)

# W P A X

THOMASVILLE—EST. 1934

FREQUENCY: 1240 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.

## Personnel

Station Manager.....H. Wimpy

# W R L C \*

TOCCOA—EST. 1941

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: R. G. LeTourneau. OPERATED BY: R. G. LeTourneau. BUSINESS ADDRESS: Toccoa. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

## Personnel

Owner.....R. G. LeTourneau

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

# W G O V

VALDOSTA—EST. 1940

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: E. D. Rivers. OPERATED BY: E. D. Rivers. BUSINESS ADDRESS: East Park Ave., Lakeland Highway. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Transco.

## Personnel

Business and General Manager,  
 J. J. Mangham, Jr.  
 Program Director.....Harry L. Grimes  
 Chief Engineer.....David S. Traer

## Coverage

Population—Primary . . . . .	244,386
Population—Secondary . . . . .	500,000

Source: Station survey.

# W A Y X

WAYCROSS—EST. 1936

FREQUENCY: 1230 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  
 Station Manager-Chief Engineer,  
 John J. Tobola  
 Commercial Manager..... Jack Harder  
 Program Director..... Martha Jane Folsom

**Coverage**

Population—Primary ..... 303,815  
 Population—Secondary ..... 404,834  
 Source: Station survey.

**W D A K**

WEST POINT—EST. 1940

MUTUAL BROADCASTING SYSTEM  
 ALABAMA NETWORK

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: Valley Broadcasting Co. OPER-

ATED BY: Valley Broadcasting Co. BUSINESS ADDRESS: General Tyler Hotel Bldg. PHONE: 173 and 193. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 5:00 A.M. to 11:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated.

**Personnel**

General Manager..... L. J. Duncan  
 Program Director..... Thomas Phillips  
 La Grange Studio Manager... Richard Ellis  
 Chief Announcer..... Perry Elliott  
 Chief Engineer..... James L. Williams

**Coverage**

	Daytime	Evening
Population—Primary ....	225,000	52,000

**IDAHO**

Population 524,873

Number of Radio Homes 111,880

Number of Families 140,742

Auto Registrations 160,500

*For 1940 Census data, please turn to page 249*

**K I D O**

BOISE—EST. 1928

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1380 Kc. POWER: 2500 watts, d., 1000 watts, n. OWNED BY: C. G. Phillips and Frank L. Hill. OPERATED BY: C. G. Phillips and Frank L. Hill. BUSINESS ADDRESS: Hotel Boise. PHONE: 660-1-3040. STUDIO ADDRESS: Hotel Boise. TRANSMITTER LOCATION: 4½ miles N.W. of city. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

Station Manager..... C. G. Phillips  
 Commercial Manager... Richard G. McBroom  
 Program Director—Chief Announcer,  
 Billy Phillips  
 Production Manager..... Roy Civile  
 Publicity Director..... Boyd Braithwaite  
 General Office Manager..... Bonnie Scotland  
 Traffic Manager..... Catherine Scotland  
 Sales Promotion Manager..... Clete Lee  
 Musical Director..... Vern Moore  
 Chief Engineer..... Harold Toedtmeier

**Coverage**

	Daytime	Evening
Population—Primary ....	120,800	247,500
Radio Homes— " .....	31,000	52,300
Population—Secondary ..	150,200	308,000
Radio Homes— " .....	38,700	65,000

Source: Mail analysis survey.

**Representative**

John Blair and Company

**K I D**

IDAHO FALLS—EST. 1928

FREQUENCY: 1350 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 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President and General Manager,  
 J. W. Duckworth  
 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



# K R L C

LEWISTON—EST. 1935

FREQUENCY: 1400 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) 12:15 P.M. to 7:15 P.M. (100 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth.

## Personnel

Owner.....H. E. Studebaker  
 Station Manager.....Donald A. Wike  
 Commercial Manager.....R. A. Klise  
 Chief Engineer.....Milton MacLafferty

## 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

John Blair & Co.

# K F X D

NAMPA—EST. 1922

FREQUENCY: 1230 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 10:00 P.M.; Sundays, 8:30 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

# K S E I

POCATELLO—EST. 1926

NATIONAL BROADCASTING CO.

FREQUENCY: 930 Kc. POWER: 1000 watts-d., 250 Watts-n. OWNED BY: Radio Service Corp. OPERATED BY: Radio Service Corp. BUSINESS ADDRESS: Pocatello. PHONE: 960.

# K I D O

Boise



# NBC Red and Blue

IDAHO'S

Metropolitan Station

Serves

**46%**

of Idaho's Total

Retail Sales

JOHN BLAIR & CO., Nat. Reps.

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: Lang-Worth, Davis & Schwegler.

**Personnel**

President.....O. P. Soule  
Vice Pres.-Gen. Manager...Henry H. 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**

TWIN FALLS—EST. 1928

NBC (RED AND BLUE)

FREQUENCY: 1270 Kc. POWER: 1000 watts. OWNED BY: Radio Broadcasting Corp. OPERATED BY: Radio Broadcasting Corp. BUSINESS ADDRESS: Radio Center Bldg. PHONE: 30. STUDIO ADDRESS: Radio Center Bldg. TRANSMITTER LOCATION: 4 miles west of Twin Falls. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M.; Sundays, 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

**Personnel**

President.....O. P. Soule  
Vice Pres.-Gen. 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 ....	96,342	84,228
Radio Homes— " .....	16,900	14,600
Population—Secondary ..	168,203	56,783
Radio Homes— " .....	49,830	11,700

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

**Representative**

Furgason & Walker  
Homer O. Griffith (Pacific Coast)

**K W A L**

WALLACE—EST. 1939

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Chester Howarth and Clarence Berger. OPERATED BY: Same. BUSINESS ADDRESS: 319 Civic Center Bldg. PHONE: 330. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Wallace. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.; Sundays, 10:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, NBC Thesaurus.

**Personnel**

General Manager.....Clarence Berger  
Station Manager.....William M. Bruner  
Program Director.....Ethel Clayton  
News Editor.....Mel Sayre  
Chief Engineer.....William M. Bruner

**Coverage**

	Daytime	Evening
Population—Primary ....	25,000	28,000
Radio Homes— " .....	4,800	5,000
Population—Secondary ..	*30,000	*35,000
Radio Homes— " .....	*5,200	*5,900

\*Includes primary count.

Source: Station survey; 1940 U. S. Census.

**ILLINOIS**

Population 7,897,241

Number of Radio Homes 1,985,710

Number of Families 2,189,223

Auto Registrations 1,930,000

For 1940 Census data, please turn to page 250

**W M R O**

AURORA—EST. 1938

FREQUENCY: 1280 Kc. POWER: 250 watts. OWNED BY: Martin R. O'Brien. OPERATED BY: Martin R. O'Brien. BUSINESS ADDRESS: 34 S. River St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North Aurora. TIME ON THE AIR: Daytime License. NEWS SERVICE: Associated Press through Aurora

Beacon News. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio. MAINTAINS ARTISTS' BUREAU.

**Personnel**

Owner-General Manager...Martin R. O'Brien  
Commercial Manager.....Vincent G. Cofey  
Program Director-Chief Announcer,  
Robert Carlton  
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.

**W J B C**

**BLOOMINGTON—EST. 1934**

FREQUENCY: 1230 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.

**Personnel**

President and Station Manager, A. M. McGregor  
 Commercial Manager, Hugh L. Gately  
 Program Director-Artists' Bureau Head, Don Glasgow  
 Chief Announcer, Stanley Lantz  
 Chief Engineer, Ted Bailey

**Coverage**

Population—Primary ..... 401,700  
 Radio Homes— " ..... 95,150  
 Population—Secondary ..... 593,300  
 Radio Homes— " ..... 142,290

Source: U. S. Census; station survey.

**Representative**

Cox & Tanz

**W K R O** \*

**CAIRO—EST. 1941**

FREQUENCY: 1500 Kc. POWER: 250 watts.  
 OWNED BY: Oscar C. Hirsch. OPERATED BY: Oscar C. Hirsch. BUSINESS ADDRESS: Cairo. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

**Personnel**

Owner, Oscar C. Hirsch  
 \*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

**W C A Z**

**CARTHAGE—EST. 1921**

FREQUENCY: 1080 Kc. POWER: 100 watts.  
 OWNED BY: Superior Broadcasting Service, Inc. OPERATED BY: Superior Broadcasting Service, Inc. BUSINESS ADDRESS: 502 Wash 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, Bob Compton  
 Station Manager, John Palmer

**W D W S**

**CHAMPAIGN—EST. 1937**

FREQUENCY: 1400 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: 950 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: 1001 Exchange Ave. 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, Standard Radio

**Personnel**

President, Ward A. Neff  
 General Manager, William E. Hutchinson  
 Commercial Manager, Arthur F. Harre  
 Program Director, Bradley R. Eidmann  
 Production Manager-Publicity Director, Rodney O. Daly  
 Musical Director, James Kozak  
 Chief Engineer, Carl Ulrich

**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. Hollingsbery Co.

# It's Been Going on For Years

... in America's second market

One-third of WBBM's current local clients have had contracts with us during an average of eight years.

In their time on WBBM several of these sponsors have risen to first in their field.

The reason is simple. Since 1925 WBBM has been the dominant station for over ten million listeners who spend billions\* annually. This market, and our coverage of it, makes WBBM one of America's most economical advertising buys. Is your advertising worth an "eight-year run"?

\* WBBM listeners spend five billion, *Printers' Ink*, November 29, 1940.



**Sold first** in the Chicago market, Marvel cigarettes quickly secured complete distribution. WBBM was the only advertising medium used. The program pattern WBBM created is now successfully opening and holding other markets for Marvels. Today, after five years on WBBM, Marvel cigarettes are the top sellers in the ten-cent class.

**Evans Furs** are starting their eleventh year with WBBM. From a modest beginning Evans has become the nation's largest exclusive furrier.

*Specifically for your product . . . WBBM has the skill to shape a fast-selling program. A program that can single-handedly sell . . . and keep sold . . . America's second largest market.*



**A new 52-week contract** starts WBBM into its third year of filling shoes for Thom McAn. For an inside answer on how WBBM starts sales cash-registering home, ask any McAn dealer in Chicago.

Two surveys have revealed that dealers in general prefer WBBM advertising by a 30% margin.



**50,000 watts • Chicago**

**WBBM is owned and operated by the Columbia Broadcasting System.**  
Represented by RADIO SALES: New York, Chicago, Detroit, St. Louis, Charlotte, Los Angeles, San Francisco.

WBBM sells more people in America's second market.

**W B B M**

CHICAGO—EST. 1923

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 780 Kc. POWER: 50,000 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, Associated 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 ..... King Park  
 Program Director ..... Robert N. Brown  
 Sales Manager ..... J. Kelly Smith  
 Western Division Publicity Director,  
 James J. Kane  
 Artists' Bureau Head ..... Robert Hafter  
 News Editor ..... J. Oren Weaver  
 Office Manager ..... John V. McLoughlin  
 Musical Director ..... Caesar Petrillo  
 Chief Engineer ..... Frank E. Falknor

**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**

CHICAGO

FREQUENCY: 1110 Kc. POWER: 5000 watts. OWNED BY: WCB D, 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: Associated Music Publishers.

**Personnel**

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

**W C F L**

CHICAGO—EST. 1926

NATIONAL BROADCASTING CO.

FREQUENCY: 1000 Kc. POWER: 1000 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: Downers Grove, Ill. TIME ON THE AIR: (daily) 6:30 A.M. to midnight; (Sunday) 8:30 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**

	Daytime	Evening
Population—Primary	6,612,458	9,678,601
Radio Homes—	1,616,950	2,353,990
Population—Secondary	3,066,143	
Radio Homes—	899,186	

Source: Field intensity measurements.

**Representative**

The Katz Agency

**W C R W**

CHICAGO—EST. 1926

FREQUENCY: 1240 Kc. POWER: 250 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**

CHICAGO—EST. 1926

FREQUENCY: 1240 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: 77 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President ..... Emil Denmark  
 Manager ..... Frank J. Kotnour  
 Sales Promotion Manager ..... Don F. Lavery  
 Program Director ..... Al La Valle  
 Musical Director—Artists' Bureau Head,  
 William P. Brady

*to the*  
**SPOT**  
**ADVERTISER** *and his*  
**ADVERTISING**  
**AGENCY**

*All other factors being equal,  
your program will have more  
 listeners on WGN than on any  
 other Chicago station.*

This was true for:

Red Cross Program . . . . . May 26, 1940  
 National Democratic Convention . . . June 18, 1940  
 Willkie Acceptance Speech . . . . . August 17, 1940  
 Community Chest Appeal . . . . . October 20, 1940  
 President's Address to Congress . . . January 6, 1941

*May we show you the facts?*

*WGN—the first station in Chicago and the first  
 Chicago station in the Middle West.*

*Buy WGN and reach more buyers!*

50,000 watts **WGN** INC. 720 kilocycles

Eastern Sales Office  
 Norman Boggs  
 220 E. 42nd St.  
 New York, N. Y.

441-445 North Michigan Avenue  
 Chicago, Illinois

*Member of The Mutual Broadcasting System*

Pacific Coast Office  
 Paul H. Raymer Co.  
 Los Angeles  
 San Francisco

Supervising Engineer... Edward M. Ziolkowski  
 Chief Engineer..... C. K. Frisk

**Coverage**

	Daytime	Evening
Population—Primary .....	5,375,620	5,156,493
Radio Homes— " .....	1,343,905	1,289,123
Population—Secondary ..	1,460,922	
Radio Homes— " .....	365,231	

Source: Field intensity survey.

**WENR**

CHICAGO—EST. 1925

NATIONAL BROADCASTING CO.  
 (BASIC BLUE)

FREQUENCY: 890 Kc. POWER: 50,000  
 Watts. OWNED BY: National Broadcasting  
 Co., Inc. OPERATED BY: Same. BUSINESS  
 ADDRESS: Merchandise Mart. PHONE: Su-  
 perior 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. (Satur-  
 day) 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 SER-  
 VICE: NBC Thesaurus. MAINTAINS ARTISTS'  
 BUREAU.

**Personnel**

President..... Niles Trammell  
 Manager, Central Division..... Harry C. Kopf  
 Division Engineer..... Howard C. Luttgens  
 Supervisor of Music Library..... D. A. Marcotte  
 Night Manager..... E. C. Cunningham  
 Program Manager..... Jules Herbeuveaux  
 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  
 Production Manager..... Wynn Wright  
 Sales Manager..... M. M. Boyd  
 Continuity Editor..... William Murphy  
 Business Manager..... John F. Whalley  
 Musical Director..... Roy Shield  
 Educational Director..... Judith Waller

**Coverage**

	Daytime	Evening
Population—Primary .....	10,910,000	11,147,500
Radio Homes— " .....	2,667,600	2,713,600
Population—Secondary ..	6,285,900	21,798,400
Radio Homes— " .....	530,800	851,800

Source: Field intensity measurements and  
 mail response analysis.

**Representative**

National Broadcasting Co., Inc.

**WGES**

CHICAGO—EST. 1924

FREQUENCY: 1390 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: Associated Music Pub-  
 lishers.

**Personnel**

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

**WGN**

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: 2½ Miles Southeast of  
 Schaumburg, Ill. TIME ON THE AIR: 5:30 A.M.  
 to 1:30 A.M.; Sundays, 8:00 A.M. to 1:30 P.M.  
 NEWSPAPER AFFILIATION: Chicago Tribune.  
 NEWS SERVICE: Associated Press, United  
 Press. TRANSCRIPTION SERVICE: World  
 Broadcasting System.

**Personnel**

President..... Col. Robert R. McCormick  
 Managing Director..... W. E. Macfarlane  
 Coordinator..... Frank P. Schreiber  
 Commercial Manager... William A. McGuineas  
 Program Director..... William A. Bacher  
 Sa'es Promotion Manager... Ben H. Berentson  
 Publicity Director..... Bruce Dennis  
 Special Events Director..... Tom Foy  
 Talent Division Head..... Noel B. Gerson  
 Concert Division Head..... Austin Wilder  
 Musical Director..... Henry Weber  
 Chief Engineer..... Carl J. Meyers

**Coverage**

Population—Primary .....	12,946,334
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)

# 11 Millions

**A**NOTHER year, another million! In 1940, listeners sent WLS 1,058,032 letters, making it 11 million in 11 years—a million letters a year for 11 consecutive years—the period WLS has been under its present management.

It all adds up to this: the WLS audience is a responsive audience and loyal—loyal to the fine programs of WLS and to the advertisers who present them . . . and that means—

**WLS GETS RESULTS!**



**THE PRAIRIE FARMER STATION**

BURRIDGE D. BUTLER, *President*

GLENN SNYDER, *Manager*

*National Representatives:*

**JOHN BLAIR & COMPANY**

**WLS**  
CHICAGO

**KOY**  
550  
K.C.  
**PHOENIX**  
CBS Affiliate

**And In Arizona—**

**FIRST** on the dial;

**FIRST** with listeners;

**FIRST** in Results for Advertisers

**National Representatives: JOHN BLAIR & COMPANY**



# W J J D

CHICAGO—EST. 1932

FREQUENCY: 1160 Kc. POWER: 20,000 Watts. OWNED BY: WJJD, Inc. OPERATED BY: WJJD, Inc. BUSINESS ADDRESS: 230 N. Michigan Ave. PHONE: State 5466-7. STUDIO ADDRESS: 230 N. Michigan Ave. 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. Atlas  
 Vice-President.....H. Leslie Atlas  
 Commercial Manager.....H. P. Sherman  
 Program Manager.....J. L. Allabough, Jr.  
 Studio Supervisor.....Tom Dunlop  
 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)

# W L S

CHICAGO—EST. 1924

NATIONAL BROADCASTING CO.

FREQUENCY: 890 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

# W M A Q

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: Elmhurst, 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 The-saurus. MAINTAINS ARTISTS' BUREAU.

## Personnel

President.....Niles Trammell  
 Manager, Central Division.....Harry C. Kopf  
 Division Engineer.....Howard C. Lutgens  
 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.....William Murphy

## "HITCH YOUR WAGON TO A STAR"

The constantly improved effectiveness of WJJD programming will in 1941 include the play by play baseball broadcast with . . .

# PAT FLANAGAN

for over 13 years Chicago's leading sports announcer. In this period by survey Mr. Flanagan has by a wide margin led the field in popularity.

# WJJD

20,000 WATTS

CHICAGO

"The Nation's Largest  
 Independent Station"

PAUL H. RAYMER CO.

NATIONAL REPRESENTATIVES

Production Manager.....Wynn Wright  
 Sales Manager.....M. M. Boyd  
 Business Manager.....John F. Whalley  
 Program Manager.....Jules Herbiveau  
 Advertising and Sales Promotion Manager,  
 Emmons C. Carlson  
 Musical Director.....Roy Shield  
 Educational Director.....Judith Waller

**Coverage**

	Daytime	Evening
Population—Primary	14,123,500	12,291,600
Radio Homes—	3,436,200	2,998,500
Population—Secondary	10,209,300	23,101,000
Radio Homes—	660,300	1,279,200

Source: Field strength surveys and mail response analysis.

**Representative**

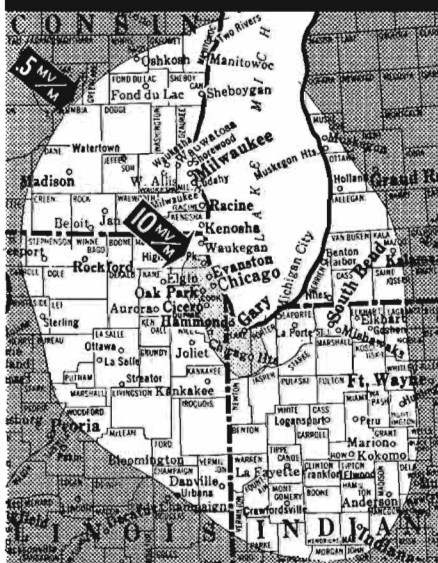
National Broadcasting Co., Inc.

**WIND**

CHICAGO

(For station listing see Gary, Ind.)

**W-I-N-D**  
 5000 Watts — 560 Kc. — Full Time  
 STUDIOS  
 Gary, Indiana and Chicago, Illinois  
 NATIONAL SALES OFFICES — 220 NORTH MICHIGAN AVENUE, CHICAGO, ILLINOIS



**W-I-N-D** delivers a signal of  
 OVER 25 MV M  
 covering the major part of Chicago,  
 including the greater loop area.

**WMBI**

CHICAGO—EST. 1926

FREQUENCY: 1110 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. PHONE: Michigan 1570. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Addison. TIME ON THE AIR: Shares Limited Time with WBT and WCBD (40 to 50 hours weekly).

**Personnel**

Vice-President.....H. Coleman Crowell  
 Program Director...Rev. Wendell P. Loveless  
 Publicity Director.....Russell Hitt  
 Chief Engineer.....A. P. Frye

**WSBC**

CHICAGO—EST. 1925

FREQUENCY: 1240 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: Associated Music Publishers.

**Personnel**

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

**WHFC**

CICERO—EST. 1926

FREQUENCY: 1450 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. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President.....R. W. Hoffman  
 Manager.....M. E. Clifford  
 Chief Announcer.....M. Hartman  
 Musical Director.....D. Volkow  
 Chief Engineer.....E. P. Hayes

# W D A N

DANVILLE—EST. 1938

FREQUENCY: 1490 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 Commer-  
 cial News. NEWS SERVICE: United Press.  
 TRANSCRIPTION SERVICE: Standard Radio.  
 MAINTAINS ARTISTS' BUREAU.

## Personnel

General Manager.....E. C. Hewes  
 Station Manager.....Francis A. Higgins  
 General Sales Manager.....Guy Kitchen  
 Assistant General Sales Manager.Ward White  
 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

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 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; Sundays, 7:30 A.M. to  
 12:00 midnight. NEWSPAPER AFFILIATION:  
 Decatur Herald, Decatur Review. NEWS SER-  
 VICE: Associated Press. MAINTAINS ART-  
 ISTS' BUREAU. TRANSCRIPTION SERVICE:  
 World Broadcasting System and Standard  
 Radio.

## Personnel

President.....F. W. Schaub  
 General Manager.....Merrill Lindsay  
 Program Director.....Bern Enterline  
 Artists' Bureau Head.....Ishmael Leveall  
 Publicity Director.....J. William McElvain  
 Musical Director.....E. C. Deffenbaugh  
 Chief Engineer.....M. H. Stuckwisch

## Coverage

	Daytime	Evening
Radio Homes—Primary..	104,570	20,370
Radio Homes—Secondary	102,430	—

Source: Field strength measurements (prim-  
 ary); mail response analysis (secondary).

## Representative

Sears & Ayer, Inc.

# W K B B

EAST DUBUQUE

(See Dubuque, Ia.)

# W T M V

EAST ST. LOUIS—EST. 1935

FREQUENCY: 1490 Kc. POWER: 250 watts.  
 OWNED BY: Mississippi Valley Broadcasting  
 Co. OPERATED BY: Mississippi Valley Broad-  
 casting Co. BUSINESS ADDRESS: Hotel Broad-  
 view. PHONE: Bridge 3424—East 4390. STUDIO  
 ADDRESS: Hotel Broadview. TRANSMITTER  
 LOCATION: Hotel Broadview. TIME ON THE  
 AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE:  
 International News Service. MAINTAINS ART-  
 ISTS' BUREAU. TRANSCRIPTION SERVICE:  
 Associated Music Publishers.

## Personnel

President-Station Manager.William H. West, Jr.  
 Commercial and Sales Promotion Manager,  
 Carlin S. French  
 Program Director.....George T. Case  
 Chief Announcer.....Fred Moegle  
 Musical Director.....Doyle Blackard  
 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.

## Representative

Sears & Ayer, Inc.

# W G I L

GALESBURG—EST. 1938

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Galesburg Broadcasting Co. OP-  
 ERATED BY: Same. BUSINESS ADDRESS: Hill  
 Arcade Bldg. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Galesburg. TIME  
 ON THE AIR: Unlimited license. NEWS SER-  
 VICE: International News Service. MAINTAINS  
 ARTISTS' BUREAU. TRANSCRIPTION SERV-  
 ICE: Standard Radio.

## Personnel

President and General  
 Manager.....Howard A. Miller  
 Commercial Manager.....Virgil Schmit  
 Program Director.....Rol Laughner  
 Chief Announcer.....Bill Traylor  
 Chief Engineer.....Gerald Foster

## Coverage

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

Source: Station survey.

## Representative

Sears & Ayer

# W E B Q

**HARRISBURG—EST. 1923**

FREQUENCY: 1240 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 10:00 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU.

## Personnel

Station Manager.....I. M. Taylor  
 Commercial Manager.....Lindle Moore  
 Sales Promotion Manager.....Jay Warren  
 Production Manager.....Bob Franz  
 Program Director.....Virginia Crane  
 Chief Announcer-Artists' Bureau Head,  
 Lindle Moore  
 Musical-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: 1340 Kc. POWER: 250 watts. OWNED BY: Orville W. Lyerla. OPERATED BY: Orville W. Lyerla. BUSINESS ADDRESS: Herrin. STUDIO ADDRESS: Herrin. PHONE: 382. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President.....Orville W. Lyerla  
 Station Manager.....Charles R. Cook  
 Commercial Manager.....E. L. May  
 Program Director-Chief Announcer,  
 Fred Reinhardt  
 Chief Engineer.....Lynton Lemond

## Representative

Sears & Ayer, Inc.

# W C L S

**JOLIET—EST. 1926**

FREQUENCY: 1340 Kc. POWER: 100 watts. OWNED BY: WCLS, Inc. OPERATED BY: WCLS, Inc. BUSINESS ADDRESS: 7 East Clinton. PHONE: 4761. STUDIO ADDRESS: 7 Clinton St. TRANSMITTER LOCATION: U. S. Highway No. 6. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sundays, 9:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press.

TRANSCRIPTION SERVICE: Standard Radio, Associated.

## Personnel

President.....Walter Ashe  
 Station Manager.....Robert M. Holt  
 Sales Manager.....D. W. Craig  
 Program Director.....Jack Sharp  
 Chief Announcer.....Scott Dilworth  
 Chief Engineer.....David Maltby

## Coverage

Population—Primary	153,600
Radio Homes—	34,900
Population—Secondary	800,600
Radio Homes—	164,100

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

## Representative

Sears & Ayer, Inc.

# W M B D

**PEORIA—EST. 1925**

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 1470 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: 5:45 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Music Publishers, Lang-Worth.

## Personnel

President and Manager.....Edgar L. Bill  
 Commercial Manager.....Charles C. Caley  
 Program Manager.....Gene Trace  
 Promotion Manager.....C. Russell Ehresman  
 Director, Women's Activities,  
 Jessica McFarland  
 Continuity Director.....Chester Miller  
 Chief Announcer.....Brooks Watson  
 Business Manager.....Paul Scherer  
 Artists' Bureau Head.....Milton Budd  
 Musical Director.....Jack Lyon  
 Chief Engineer.....Ted Giles

## Coverage

Population—Primary	610,011
Radio Homes—	141,320

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

## Representative

Free & Peters, Inc.

# W T A D

**QUINCY—EST. 1926**

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 930 Kc. POWER: 1,000 watts. OWNED BY: Illinois Broadcasting Corp.

OPERATED BY: Illinois Broadcasting Corp.  
 BUSINESS ADDRESS: WCU Bldg. PHONE:  
 363. STUDIO ADDRESS: Same; and Hannibal  
 Mo. TRANSCRIPTION LOCATION: 3 miles  
 south of Quincy. TIME ON THE AIR: 6:00  
 A.M. to 12:00 midnight. 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.....Jack Sexton  
 News Editor.....William H. Sohm  
 Chief Engineer.....Francis Wentura

**Coverage**

Population—Primary ..... 1,291,523  
 Radio Homes— " ..... 315,500  
 Source: Station survey.

**Representative**

International Radio Sales

**W R O K**

ROCKFORD—EST. 1923

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1440 Kc. POWER: 1000  
 Watts, d.; 500 Watts, n. OWNED BY: Rock-  
 ford Broadcasters, Inc. OPERATED BY: Rock-  
 ford Broadcasters, Inc. BUSINESS ADDRESS:  
 News Tower. PHONE: Main 5632. STUDIO  
 ADDRESS: News Tower. TRANSMITTER LO-  
 CATION: Kilburn Ave. Road. TIME ON THE  
 AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER  
 AFFILIATIONS: Rockford Morning Star, Rock-  
 ford Register-Republic. NEWS SERVICE:  
 United Press. MAINTAINS ARTISTS' BU-  
 REAU. TRANSCRIPTION SERVICE: Standard  
 Radio.

**Personnel**

President.....Ruth Hanna Simms  
 Managing Director.....James Rodgers  
 General Manager.....Walter Koessler  
 Sales Promotion Manager... William R. Traum  
 Program Director.....John Dixon  
 Chief Announcer-Artists' Bureau,  
 Maurice P. Owens  
 Continuity Director.....Marjorie Hilliard  
 Musical Director.....Florence L. Shugars  
 Chief Engineer.....Thomas G. 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**

ROCK ISLAND—EST. 1925

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1270 Kc. POWER: 5000 watts.  
 OWNED BY: Rock Island Broadcasting Co.  
 OPERATED BY: Rock Island Broadcasting Co.  
 BUSINESS ADDRESS: 1800 Third Ave. PHONE:  
 918 and 919. STUDIO ADDRESSES: 1800  
 Third Ave., 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 mid-  
 night. NEWSPAPER AFFILIATION: The Rock  
 Island Argus. NEWS SERVICE: United Press.  
 TRANSCRIPTION SERVICE: Standard Radio,  
 Lang-Worth.

**Personnel**

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

**FACTS**

*About* **ROCKFORD!**

The Nation's Second Machine  
 Tool City!

298 Busy Factories!

1940 Building Permits Over  
 \$2,000,000!

Location of Camp Grant—Scene  
 of a \$10,000,000 Construction  
 Program!

This \$150,000,000 Market in  
 Northern Illinois and Southern  
 Wisconsin Effectively Served By:

**WROK** **ROCKFORD, ILLINOIS**

MUTUAL NETWORK AFFILIATE

National Representatives: HEADLEY-REED CO.

**Coverage**

	Daytime	Evening
Population—Primary . . . .	1,663,580	665,600
Radio Homes— " . . . .	401,610	166,650

**Representative**

Howard H. Wilson Co.

**W C B S**

SPRINGFIELD—EST. 1926

NATIONAL BROADCASTING CO.

FREQUENCY: 1450 Kc. POWER: 250 watts.  
 OWNED BY: WCBS, Inc. OPERATED BY:  
 WCBS, Inc. BUSINESS ADDRESS: 523 E. Cap-  
 itol Ave. PHONE: 9855. STUDIO ADDRESS:  
 523 E. Capitol Ave. TRANSMITTER LOCATION:  
 2200 S. 6th St. TIME ON THE AIR: 6:00 A.M.  
 to 12:00 midnight. NEWSPAPER AFFILIATION:  
 Illinois State Journal. NEWS SERVICE: Asso-  
 ciated Press. TRANSCRIPTION SERVICE:  
 World Transcription Service. MAINTAINS  
 ARTISTS' BUREAU.

**Personnel**

President . . . . . Harold L. Dewing  
 Vice-President . . . . . A. W. Shipton  
 Secretary . . . . . L. G. Pfefferle  
 Commercial Manager . . . . . Jack Heintz  
 Musical Director . . . . . John Geil  
 Production Manager . . . . . John Midgely  
 Sales Promotion Manager . . . . . Carroll Needl  
 Publicity Director . . . . . Bob Gregory  
 Chief Engineer . . . . . Richard L. Ashenfelter

**Coverage**

	Daytime	Evening
Population—Primary . . . .	955,402	246,327
Radio Homes— " . . . .	226,790	76,416

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

**Representative**

Sears & Ayers, Inc.

**W T A X**

SPRINGFIELD—EST. 1930

FREQUENCY: 1240 Kc. POWER: 100 watts.  
 OWNED BY: WTAX, Inc. OPERATED BY:  
 WTAX, Inc. BUSINESS ADDRESS: 117 S. 5th  
 St. PHONE: 2-4441. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Same. TIME ON  
 THE AIR: 6:00 A.M. to 11:30 P.M. NEWS SER-  
 VICE: INS. TRANSCRIPTION SERVICE: Asso-  
 ciated.

**Personnel**

President and Manager . . . . . Jay A. Johnson  
 Program Director . . . . . Bob Kay  
 Chief Engineer . . . . . Edward Ring

**Coverage**

	Daytime	Evening
Population—Primary . . . .	250,000	250,000
Radio Homes— " . . . .	60,000	60,000
Population—Secondary . . . .	223,400	223,400
Radio Homes— " . . . .	52,870	52,870

Source: Station survey.

**Representative**

The Foreman Co.

**W D Z**

TUSCOLA—EST. 1920

FREQUENCY: 1050 Kc. POWER: 1000 watts.  
 OWNED BY: WDZ Broadcasting Co. OPER-  
 ATED BY: WDZ Broadcasting Co. BUSINESS  
 ADDRESS: Star Store Bldg. PHONE: 98 and 153.  
 STUDIO ADDRESS: Star Store Bldg. TRANS-  
 MITTER LOCATION: Intersection of U. S. High-  
 ways No. 36 and 45. TIME ON THE AIR: 6:00  
 A.M. to sundown. NEWS SERVICE: United  
 Press. MAINTAINS ARTISTS' BUREAU. TRAN-  
 SCRPTION SERVICE: Standard Radio.

**Personnel**

President . . . . . E. L. Bill  
 Station and Sales Manager . . . . . Clair B. Hull  
 Promotion Manager . . . . . Walter Schafer  
 Program Director-Artists' Bureau Head,  
 Frank Jennings  
 Production Manager . . . . . Curt Poulton  
 Musical-Publicity Director . . . . . Herbert L. Johnson  
 Chief Announcer . . . . . Fran Booton  
 Continuity Director . . . . . Kent Saunders  
 Chief Engineer . . . . . Mark C. Spies

**Coverage**

Population—Primary . . . . .	1,158,049
Radio Homes— " . . . . .	280,930

Source: Field intensity measurements.

**Representative**

Howard H. Wilson Co.

**W I L L**

URBANA—EST. 1922

FREQUENCY: 580 Kc. POWER: 5000 watts.  
 OWNED BY: University of Illinois. OPE-  
 RATED 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 (ex-  
 cept Sunday). NEWSPAPER AFFILIATION:  
 The Daily Illini. NEWS SERVICE: Associated  
 Press. TRANSCRIPTION SERVICES: Lang-  
 Worth.

**Personnel**

Director . . . . . Jos. F. Wright  
 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 3,427,796

Number of Families 959,563

Number of Radio Homes 840,280

Auto Registrations 1,002,320

For 1940 Census data, please turn to page 252

## W H B U

ANDERSON—EST. 1923

FREQUENCY: 1240 Kc. POWER: 250 watts.  
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: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

### Personnel

President-General Manager..... L. M. Kennett  
Commercial Manager..... John R. Atkinson  
Program Director..... L. M. Shrayor  
Production Manager..... J. B. Burton  
Chief Engineer..... Wayne Reeves

### Coverage

Population—Primary ..... 905,000  
Radio Homes— " ..... 238,000

Source: Field intensity measurements.

### Representative

Sears & Ayer, Inc.

## W T R C

ELKHART—EST. 1931

FREQUENCY: 1340 Kc. POWER: 250 watts.  
OWNED BY: Truth Pub. Co. OPERATED BY: Elkhart Daily Truth. BUSINESS ADDRESS: 216 S. Second St. PHONE: 999. STUDIO ADDRESS: Hotel Elkhart. PHONE: 948. TRANSMITTER LOCATION: One mile south of Elkhart on Route No. 19. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M.; Sundays, 11:00 A.M. to 9:00 P.M. (100 hours weekly). 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  
Production Manager..... Paul Upson  
Chief Engineer..... Kenneth Singleton

### Coverage

	Daytime	Evening
Population—Primary	342,000	216,000
Radio Homes— " "	68,500	48,000
Population—Secondary	145,000	105,000
Radio Homes— " "	27,000	22,500

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

### Representative

Tonney, Woodward & Conklin, Inc.

## W E O A

EVANSVILLE—EST. 1936

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 1400 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. TRANSMITTER LOCATION: 519 Vine St. TIME ON THE AIR: 7:00 A.M. to 12:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

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

### Coverage

	Daytime	Evening
Population—Primary	259,200	139,300
Radio Homes— " "	60,760	34,100
Population—Secondary	325,900	109,100
Radio Homes— " "	69,470	24,660

Source: CBS Mail Count Study; U. S. Dept. of Commerce.

### Representative

Weed & Co.

## W G B F

EVANSVILLE—EST. 1925

NBC (Red and Blue)

FREQUENCY: 1280 Kc. POWER: 5000 watts, d.; 1000 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.; TRANSMITTER LOCATION: Burkhart Road. PHONE: 3-7011. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

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

### Coverage

Population—Primary & Secondary	1,323,095
Radio Homes— " " "	185,600

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

### Representative

Weed & Co.

# WGL

FORT WAYNE—EST. 1924

NBC—SUPPLEMENTARY BASIC RED & BLUE  
 FREQUENCY: 1450 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: 925 S. Harrison. TRANSMITTER LOCATION: Junction of Highways No. 30 and No. 33. TIME ON THE AIR: 6:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

## Personnel

Vice-President.....Walter Evans  
 Station Manager.....J. B. Conley  
 Commercial Manager.....Frank V. Webb  
 Auditor.....Kenneth Foellinger  
 Sales Promotion Mgr.....Jack O'Mara  
 Program Director.....Franklin A. Tooke  
 Production Director.....Carl Vandagriff  
 Chief Announcer.....J. Howard Acklerley  
 Musical Director.....Jeane Brown  
 Women's Program Director.....Jane Weston  
 Farm Program Director.....Jim Conway  
 Chief Engineer.....Robert G. Duffield, Jr.

## Coverage

Population—Primary ..... 300,798  
 Radio Homes— " ..... 70,429

Source: Mail response analysis and field strength measurements.

## Representative

National Broadcasting Co.

# WOWO

FORT WAYNE—EST. 1925

NBC BASIC BLUE

FREQUENCY: 1190 Kc. POWER: 50000 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 of Routes Nos. 30 and 33, 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.....J. B. Conley  
 Commercial Manager.....Frank V. Walsh  
 Auditor.....Kenneth Foellinger  
 Program Manager.....Franklin Tooke  
 Sales Promotion Mgr.....Jack O'Mara  
 Chief Announcer.....J. Howard Ackley  
 Women's Program Director.....Jane Weston  
 Production Director.....Eldon Campbell

Farm Program Director.....Jim Conway  
 Musical Director.....Jeane Brown  
 Chief Engineer.....Robert G. Duffield, Jr.

## Coverage

	Daytime	Evening
Population—Primary	2,072,350	2,292,070
Radio Homes— " "	507,390	556,870
Population—Secondary	4,014,600	2,465,760
Radio Homes— " "	969,760	606,630

Source: NBC Airea method of circulation ascertainment.

## Representative

National Broadcasting Co.

# WIND

GARY—EST. 1927

CBS

FREQUENCY: 560 Kc. POWER: 5000 watts.  
 OWNED BY: Johnson-Kennedy Radio Corp.  
 OPERATED BY: Johnson-Kennedy Radio Corp.  
 BUSINESS ADDRESS: 504 Broadway. PHONE: Gary 9191. NATIONAL ADVERTISING OFFICE: 230 N. Michigan Ave., Chicago, Ill. PHONE: State 4176. STUDIO ADDRESS: 504 Broadway. TRANSMITTER LOCATION: Black Oak, Ind. TIME ON THE AIR: 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 Connolly  
 Director of Public Relations.....Al Hollender  
 Musical Director.....Bob Atcher  
 Chief Engineer.....Ken Shirk

## Coverage

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

Source: Field intensity measurements.

## Representative

The Foreman Co.

# WHIP

HAMMOND—EST. 1937

FREQUENCY: 1520 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., Chicago, Ill. PHONES: Webster 3234 and Plaza 4300. STUDIO ADDRESSES: 5935 S. Hohman Ave., Hammond; and 25 E. Jackson Blvd., Chicago, Ill. TRANSMITTER LOCATION: 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: Lang-Worth. MAIN-TAINS ARTISTS' BUREAU.



**Personnel**

President-General Manager George F. Courier  
 Managing Director.....Doris Keane  
 Program Director.....Elmer Herkner  
 Production Manager.....Emmett Jackson  
 Chief Announcer.....Ralph Eddy  
 Musical Director.....Reinhardt Elster  
 Chief Engineer.....H. V. Fitzcharles

**Coverage**

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

**W J O B  
 HAMMOND**

FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: O. E. Richardson and Fred L. Adair. OPERATED BY: O. E. Richardson and Fred L. Adair. BUSINESS ADDRESS: 5935 Hohman Ave. PHONE: 9800. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Douglas Park. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight.

**Personnel**

Station Manager.....O. E. Richardson  
 Commercial Manager.....R. C. Adair  
 Program Director.....W. R. Bean  
 Sales Promotion Manager.....Stanley Davis  
 Chief Announcer.....Howard Dunovan  
 Musical Director.....Joseph Gibbs Spring  
 Chief Engineer.....John Felthouse

**Coverage**

Population—Primary ..... 2,242,453 519,046  
 Radio Homes— " ..... 606,091 280,000  
 Population—Secondary .. 3,500,000 1,200,000  
 Radio Homes— " ..... 900,000 400,000  
 Source: Station survey.

**Representative**

Associated Radio Sales

**W F B M**

INDIANAPOLIS—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 5000 watts.  
 OWNED BY: WFBM, Inc. OPERATED BY: WFBM, Inc. BUSINESS ADDRESS: 48 Monument Circle. PHONE: Lincoln 8506. STUDIO ADDRESS: 48 Monument Circle. TRANSMITTER LOCATION: Rural Route 13, Box 125-G, Indianapolis. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight; Sundays, 7:30 A.M. to 12:00 midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music Publishers.

**Personnel**

President.....H. M. Bitner, Sr.  
 Station Manager.....Lester W. Lindow  
 Publicity Director.....A. Herbert Green

Office Manager.....Harry M. Bitner, Jr.  
 Chief Announcer.....H. J. Pierson  
 Program Director.....F. O. Sharp  
 Musical Director.....Walter H. Reuleaux  
 Chief Engineer.....Harold Holland

**Coverage**

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

Source: Field test measurements.

**Representative**

The Katz Agency

**W I B C**

INDIANAPOLIS—EST. 1938

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1070 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Indiana Broadcasting Corp. OPERATED BY: Indiana Broadcasting Corp. BUSINESS ADDRESS: 350 N. Meridian St. PHONE: Lincoln 2305. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Northwest of Indianapolis. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President.....H. G. Wall  
 Vice-President Genl. Mgr.....C. A. McLaughlin  
 Program Director.....Robert Longwell  
 Production Manager.....John Burns  
 Musical Director-Artists' Bureau Head,

Lester Huff

Chief Announcer.....William Schingle  
 Continuity Director.....John Byrnes  
 Traffic Manager.....Rosemary Horn  
 Chief Engineer.....Harry Adams

**Coverage**

Population—Primary	997,195
Radio Homes— "	262,690

Source: Field intensity measurements and mail response analysis; 1930 U. S. Census; Joint Committee.

**Representative**

Howard H. Wilson Co.

**W I R E**

INDIANAPOLIS—EST. 1926

NATIONAL BROADCASTING CO.—MUTUAL

FREQUENCY: 1430 Kc. POWER: 5,000 watts. OWNED BY: Indianapolis Broadcasting, Inc. BUSINESS ADDRESS: Claypool Hotel. PHONE: RI 1541-2-3. STUDIO ADDRESS: Claypool Hotel. 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. Pulliam  
 Business Manager..... Rex Schepp  
 Secretary-Treasurer..... N. G. Mason  
 Sales Promotion Manager..... Lawrence Hammer  
 Program Director..... J. P. Mason  
 Publicity Director..... Eugene S. Pulliam  
 Public Relations Director..... Walter A. Shead  
 Chief Announcer-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.

**W I S H \***

INDIANAPOLIS—EST. 1941

NATIONAL BROADCASTING CO.

FREQUENCY: 1280 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Capitol Broadcasting Corp. OPERATED BY: Capitol Broadcasting Corp. BUSINESS ADDRESS: Indianapolis. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East of Indianapolis, Warren Township. TIME ON THE AIR: Unlimited license.

**Personnel**

President..... G. Bruce McConnell  
 Treasurer..... Edward H. Harris  
 Vice-President..... Alvin R. Jones  
 Station Manager..... W. W. Behrman  
 Commercial Manager..... R. E. Bausman

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

**W K M O \***

KOKOMO—EST. 1941

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Kokomo Broadcasting Corp. OPERATED BY: Kokomo Broadcasting Corp. BUSINESS ADDRESS: 400 North Main St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Morgan & Ohio Sts. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President-Commercial  
 Manager..... Dr. Charles K. Boyajian  
 Station Manager..... Les Ryder  
 Production Manager..... Budd Hibbs  
 Artists' Bureau Head..... Katheleen Wilson  
 Chief Announcer..... Charles Boyajian, Jr.  
 Chief Engineer..... Wilbur Nongesser

**Representative**

Cox & Tanz

\*Station was licensed to operate under a construction permit at time of going to press.

**W L B C**

MUNCIE—EST. 1926

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Donald A. Burton. OPERATED BY: Donald A. Burton. BUSINESS ADDRESS: 8 Anthony Bldg. PHONE: 4404. 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: Associated Music Publishers.

**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**

Forje & Co. (New York)

**W G R C**

NEW ALBANY (LOUISVILLE, KY.)

EST. 1926

MUTUAL BROADCASTING SYSTEM  
 SOUTHERN NETWORK

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Northside Broadcasting Corp. OPERATED BY: Northside Broadcasting Corp. BUSINESS ADDRESS: Elsby Bldg. PHONE: Wabash 3343. STUDIO ADDRESS: Elsby Bldg., New Albany; Kentucky Home Life Bldg., Louisville; Jeffersonville. TRANSMITTING 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, Standard Radio, Lang-Worth.

**Personnel**

President and Manager..... S. A. Cisler  
 Commercial Manager..... J. Porter Smith  
 Business Manager..... C. L. Harris  
 Musical Director..... Isabel Schroeder  
 Chief Engineer..... H. W. Hathaway

**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

**W K B V**

**RICHMOND—EST. 1926**

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Knox Radio Corp. OPERATED BY: Knox Radio Corp. STUDIO ADDRESS: 225 North 8th St. 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: 1230 Kc. POWER: 100 watts. OWNED BY: South Bend Tribune. OPERATED BY: South Bend Tribune. BUSINESS ADDRESS: 225 West Colfax Ave.

\*Station is to give up its license as of March 29, 1941.

**W S B T**

**SOUTH BEND—EST. 1922**

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 960 Kc. POWER: 500 watts. OWNED BY: South Bend Tribune. OPERATED BY: South Bend Tribune. BUSINESS ADDRESS: 225 West Colfax Ave. PHONE: 3-6161. STUDIO ADDRESS: 225 West Colfax Ave. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sundays, 8:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: South Bend Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: 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 B O W**

**TERRE HAUTE—EST. 1926**

NBC (RED and BLUE)

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Banks of Wabash, Inc. OPERATED BY: Banks of Wabash, Inc. BUSINESS ADDRESS: 303 S. 6th St. PHONE: Crawford 3394. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: First St. and Peyton Ave. TIME ON THE AIR: 6:45 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, Standard Radio.

**Personnel**

President . . . . . Alvin Eads  
Auditor . . . . . Martha Turner  
Program Director . . . . . Leo Baxter  
Production Manager . . . . . George Jackson  
Continuity Chief . . . . . Ruthmary Morton  
Chief Announcer . . . . . Marold Ross  
Chief Engineer . . . . . Stokes Gresham, Jr.

**Coverage**

Population—Primary . . . . .	317,196
Radio Homes— " . . . . .	78,293
Population—Secondary . . . . .	573,511
Radio Homes— " . . . . .	136,815

Source: Field intensity measurements; Joint Committee.

**Representative**

Weed & Co.

**W A O V**

**VINCENNES—EST. 1940**

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Vincennes Newspapers, Inc. OPERATED BY: Vincennes Newspapers, Inc. BUSINESS ADDRESS: Grand Hotel. STUDIO ADDRESS: Grand Hotel. PHONE: 787-8. TRANSMITTER LOCATION: U. S. Highway No. 41. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M.; Sundays, 8:00 A.M. to 10:00 P.M. NEWSPAPER AFFILIATION: Vincennes Sun Commercial. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

General Manager . . . . . Howard N. Greenlee  
Station Manager . . . . . Victor H. Lund  
Commercial-Sales Promotion Manager,  
John Carl Jelfy  
Program Director-Chief Announcer,  
Carl Erickson  
Publicity Director . . . . . Frank Burger  
Chief Engineer . . . . . Claude Harris

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	70,000	40,000

Source: Station estimate.

**Representative**

George P. Hollingbery Co.

**W B A A**  
WEST LAFAYETTE—EST. 1922

FREQUENCY: 920 Kc. POWER: 5000 watts d.: 1000 watts. n. OWNED BY: Purdue University. OPERATED BY: Purdue University. BUSINESS 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). TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Station Manager, Program Director  
Gilbert D. Williams  
Asst. Program Director.....Fred L. Conger  
Chief Engineer.....Ralph R. Townsley

**IOWA**

Population 2,538,268  
Number of Families 700,173

Number of Radio Homes 595,720  
Auto Registrations 785,299

*For 1940 Census data, please turn to page 253*

**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: 6:00 a.m. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

RATED 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, Lang-Worth.

**Personnel**

**Personnel**

Director.....W. I. Griffith  
Assistant Director.....A. G. Woolfries  
Chief Announcer.....Robert Miles  
Editor.....Rod Holmgren  
Continuity Director.....Mrs. Blair Converse  
Musical Director.....Tolbert McRae  
Chief Engineer.....Louie L. Lewis  
(Non-Commercial Station)

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 Enns  
Sales Promotion Manager.....Leo F. Cole  
Program-Musical Director....Douglas B. Grant  
Production Manager.....Benne Alter  
Publicity Director.....L. Von Linder  
Chief Announcer.....Bert Puckett  
Chief Engineer.....Charles F. Quentin

**K F G Q**  
BOONE

FREQUENCY: 1400 Kc. POWER: 250 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.

**Coverage**  
Population—Primary.....3,315,822  
Radio Homes—.....778,680  
Source: Field strength survey.

**Personnel**

**Representative**

Manager.....Lois Crawford  
(Non-Commercial Station)

The Katz Agency

**W M T**

CEDAR RAPIDS, WATERLOO—  
EST. 1922  
CBS-MUTUAL  
THE COWLES GROUP

FREQUENCY: 600 Kc. POWER: 5,000 Watts. OWNED BY: Iowa Broadcasting Co. OPE-

**W O C**  
DAVENPORT—EST. 1922

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Tri City Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 1000 Brady St. PHONE: 2-3521. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 18 hours daily; 15 hours, Sundays (123 hours weekly). 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  
 Sales and Sales Promotion Manager,

L. O. Fitzgibbons

Program Director ..... Charles Freburg  
 Publicity Director ..... Jack Paulsen  
 News Editor-Chief Announcer ..... Bill Voss  
 Traffic Manager ..... Paul Clark  
 Musical Director ..... Pat Maynard  
 Chief Engineer ..... Allan Richter

**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 W L C**

DECORAH—EST. 1926

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Luther College. OPERATED BY: Luther College. BUSINESS ADDRESS: 600 Leiv Eiriksson Drive. PHONE: 690. STUDIO ADDRESS: C. K. Preus Auditorium. TRANSMITTER LOCATION: Larsen Hall. TIME ON THE AIR: Daytime license (35 hours weekly).

**Personnel**

Director ..... Evelyn Steele  
 Production Manager ..... Robert E. Lee  
 Music Director ..... Professor T. H. Nickel  
 Chief Engineer ..... O. M. Eittreim  
 (Non-Commercial Station)

**K R N T**

DES MOINES—EST. 1935

CBS—THE COWLES STATIONS

FREQUENCY: 1350 Kc. POWER: 5000 watts. 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: Southeast of Des Moines. TIME ON THE AIR: 127½ hours weekly. 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  
 Publicity Director ..... Mary Little  
 Chief Announcer ..... Dale Morgan  
 Musical Director ..... Dick Teela  
 Chief Engineer ..... Paul Huntsinger

**Coverage**

Population—Primary	843,104
Radio Homes—	200,750

Source: U. S. Census; Joint Committee.

**Representative**

The Katz Agency

**K S O**

DES MOINES—EST. 1932

NBC (BLUE)—MBS—THE COWLES STATIONS  
 FREQUENCY: 1460 Kc. POWER: 5000 watts. OWNED BY: The Iowa Broadcasting Co., subsidiary of the Des Moines Register and Tribune. OPERATED BY: Same. BUSINESS ADDRESS: 715 Locust St. PHONE: 3-2111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Southeast of Des Moines. TIME ON THE AIR: 132 hours weekly. NEWSPAPER AFFILIATION: Des Moines Register & Tribune. NEWS SERVICE: United Press, Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President ..... Gardner Cowles, Jr.  
 General Manager ..... Luther Hill  
 Assistant General Manager and  
 Commercial Manager ..... Craig Lawrence  
 National Sales Manager ..... Ted Enns  
 Program Director ..... Ed Linehan  
 Sales Promotion Manager ..... Wayne Welch  
 Publicity Director ..... Mary Little  
 Chief Announcer ..... Dale Morgan  
 Musical Director ..... Dick Teela  
 Chief Engineer ..... Paul Huntsinger

**Coverage**

Population—Primary	812,340
Radio Homes—	192,968

Source: U. S. Census; Joint Committee.

**Representative**

The Katz Agency

**W H O**

DES MOINES—EST. 1924

NBC—CORN BELT WIRELESS  
 REBROADCASTING SERVICE

FREQUENCY: 1040 Kc. POWER: 50,000 Watts. OWNED BY: Central Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 914 Walnut St. PHONE: 3-7147. TRANSMITTER LOCATION: Mitchellville. TIME ON THE AIR: 5:30 A.M. to 1:00 A.M.; Sundays, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press, International News Service. 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.

**K D T H \***  
 DUBUQUE

FREQUENCY: 1370 Kc. POWER: 1000 watts.  
 OWNED BY: Telegraph Herald. OPERATED  
 BY: Telegraph Herald. BUSINESS ADDRESS:  
 Dubuque. STUDIO ADDRESS: Same. TRANS-  
 MITTER LOCATION: E. Dubuque, Ill. NEWS  
 AFFILIATION: Dubuque Telegraph Herald.

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

**W K B B**  
 DUBUQUE—EST. 1933

NATIONAL BROADCASTING CO.

FREQUENCY: 1490 Kc. POWER: 250 watts.  
 OWNED BY: Sanders Bros. Radio Station. OP-  
 ERATED BY: Sanders Bros. Radio Station. BUSI-  
 NESS ADDRESS: Hotel Julien. PHONE: Dubuque  
 572. STUDIO ADDRESS: Hotel Julien. TRANS-  
 MITTER LOCATION: Rural Route No. 2. TIME  
 ON THE AIR: 6:30 A.M. to midnight (daily),  
 8:00 A.M. to midnight (Sunday). NEWS SER-  
 VICE: Transradio Press. TRANSCRIPTION SER-  
 VICE: Associated, NBC Thesaurus.

**Personnel**

President.....Walter E. Klauer  
 Station Manager.....James D. Carpenter  
 Program Director.....Gleason E. Kistler  
 Musical Director-Chief Announcer,

Vaughn Gayman

Publicity Director.....Sig Fritschel  
 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: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Northwest Broadcasting Co. OP-

ERATED BY: Northwest Broadcasting Co.  
 BUSINESS ADDRESS: Warden Bldg. PHONE:  
 Walnut 3761. STUDIO ADDRESS: Warden  
 Bldg. TRANSMITTER LOCATION: Fort Dodge.  
 TIME ON THE AIR: 102 hours weekly. NEWS  
 SERVICE: United Press. TRANSCRIPTION  
 SERVICE: Standard Radio. MAINTAINS AR-  
 TISTS' BUREAU.

**Personnel**

President.....Edward Breen  
 Commercial Manager.....Charles A. Kennedy  
 Program Director.....Nick Bame  
 Chief Engineer.....Jack Duncan

**Coverage**

Population—Primary.....	469,619
Radio Homes— ".....	109,214

**W S U I**  
 IOWA CITY

FREQUENCY: 910 Kc. POWER: 50000 watts,  
 d.; 1000 watts, n. OWNED BY: State Univ. of  
 Iowa. OPERATED BY: State Univ. of Iowa.  
 BUSINESS ADDRESS: Iowa City. PHONE:  
 University 2111-237. STUDIO ADDRESS: Iowa  
 City. TRANSMITTER LOCATION: Iowa City.  
 TIME ON THE AIR: 80 hours weekly. NEWS  
 SERVICE: Associated Press.

**Personnel**

Chairman Radio Board.....Bruce E. Mahan  
 Station Director.....Carl H. Menzer  
 Program Director.....Pearl B. Broxam  
 Production.....Prof. H. Clay Harshberger  
 Staff Announcer.....William Sener  
 Chief Engineer.....S. J. Ebert  
 (Non-Commercial Station)

**K F J B**

MARSHALLTOWN—EST. 1923

FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: Marshall Electric Co. OPERATED  
 BY: Marshall Electric Co. BUSINESS AD-  
 DRESS: 1603 W. Main St. PHONE: 3361. STU-  
 DIO ADDRESS: 1603 W. Main St. TRANSMIT-  
 TER LOCATION: 2 miles northwest of town.  
 TIME ON THE AIR: 6:00 A.M. to 10:00 P.M.  
 (daily); 11:00 to 7:00 P.M. (Sunday). NEWS  
 SERVICE: United Press. TRANSCRIPTION SER-  
 VICE: C. P. MacGregor.

**Personnel**

President and Station Manager...Earl Peak  
 Chief Engineer.....Wayne Peak

**Coverage**

Population—Primary.....	385,293
Radio Homes— ".....	88,418
Population—Secondary.....	215,296
Radio Homes— ".....	58,842

Source: Mail response analysis.

**Representative**

Ferguson & Walker

# K G L O

MASON CITY—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1300 Kc. POWER: 1000 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  
 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 B I Z

OTTUMWA—EST. 1941

FREQUENCY: 1240 Kc. POWER: 100 watts.  
 OWNED BY: J. D. Falvey. OPERATED BY:  
 J. D. Falvey. BUSINESS ADDRESS: Ottumwa.  
 Phone: 5480. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Same. TIME ON  
 THE AIR: 18 hours daily. NEWS SERVICE:  
 United Press. TRANSCRIPTION SERVICE:  
 World Broadcasting System, C. P. MacGregor.

## Personnel

Station Manager.....J. D. "Jack" Falvey  
 Commercial Manager.....J. R. Livingston  
 Program-Musical Director.....Stan Corley  
 Production Manager-Publicity Director,

James Downey  
 Chief Announcer.....Bill Ballagh  
 Chief Engineer.....Wayne Hatchett

## Coverage

	Daytime	Evening
Population—Primary .....	163,000	48,500
Radio Homes— " .....	41,160	10,235

Source: Station survey; Joint Committee.

# K F N F

SHENANDOAH—EST. 1924

FREQUENCY: 920 Kc. POWER: 1000 watts,  
 d.; 500 watts, n. OWNED BY: KFNF, Inc.  
 OPERATED BY: KFNF, Inc. BUSINESS AD-  
 DRESS: 407 Sycamore. PHONE: No. 1—de-  
 partmental 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. TRAN-  
 SCRPTION SERVICE: Standard Radio.

## Personnel

Manager.....John Nicholson  
 Commercial Manager.....E. C. Woodward  
 Chief Engineer.....George Crocker

## Coverage

Population—Primary .....	1,267,512
Radio Homes— " .....	264,630
Population—Secondary .....	1,142,149
Radio Homes— " .....	250,000

Source: Mail response analysis.

## Representative

Reynolds-Fitzgerald, Inc.

# K M A

SHENANDOAH—EST. 1925

NBC—BLUE AND MUTUAL

CORN BELT WIRELESS REBROADCASTING  
 SERVICE

FREQUENCY: 960 Kc. POWER: 5000 watts,  
 d.; 100 watts, n. OWNED BY: May Broadcas-  
 ting Co. OPERATED BY: May Broadcasting Co.  
 BUSINESS ADDRESS: Lowell and Elm Sts.  
 PHONE: 192. STUDIO ADDRESS: Lowell &  
 Elm Sts. TRANSMITTER LOCATION: Shenan-  
 doah Rt. 48. TIME ON THE AIR: 4:30 A.M.  
 to 12:00 midnight. NEWS SERVICE: United  
 Press. TRANSCRIPTION SERVICE: World  
 Broadcasting System. MAINTAINS ARTISTS'  
 BUREAU.

## Personnel

President.....Earl E. May  
 Station & Commercial Mgr.....J. (Cy.) Rapp  
 Program Director.....Fred Greenlee  
 Sales Promotion Manager.....Owen Saddler  
 Artists' Bureau Head.....Clifford Cross  
 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

Free & Peters, Inc.

# K S C J

SIoux CITY—EST. 1927

NATIONAL BROADCASTING CO.

FREQUENCY: 1360 Kc. POWER: 5000 watts.  
 OWNED BY: Perkins Bros. Co. OPERATED BY:  
 Same. BUSINESS ADDRESS: 415 Douglas St.  
 PHONE: 57993. 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. TRAN-  
 SCRPTION SERVICE: C. P. MacGregor, Davis  
 & Schwegler.

## Personnel

President.....William H. Sammons  
 Station Manager.....Eugene T. Flaherty  
 Program Director.....Elizabeth Sammons  
 Chief Announcer.....Charles Sebastian  
 Musical Director.....Everett Timm  
 Chief Engineer.....S. C. Dier

## Coverage

Population—Primary ..... 1,189,871  
 Radio Homes— " ..... 40,000  
 Population—Secondary ..... 1,688,810  
 Radio—Homes— " ..... 200,000  
 Source: Field intensity measurements; U. S.  
 Census.

## Representative

George P. Hollingbery Co.

# K T R I

SIoux CITY—EST. 1938

FREQUENCY: 1450 Kc. POWER: 250 watts.  
 OWNED BY: Sioux City Broadcasting Co. OP-  
 ERATED BY: Sioux City Broadcasting Co.  
 BUSINESS ADDRESS: Commerce Bldg., 6th  
 & Nebraska Sts. PHONE: 8-0165. STUDIO AD-  
 DRESS: Same. TRANSMITTER LOCATION:  
 Same. TIME ON THE AIR: 6:00 A.M. to mid-  
 night. NEWSPAPER AFFILIATION: The Sioux  
 City Tribune. NEWS SERVICE: United Press.  
 MAINTAINS ARTISTS' BUREAU. TRANSCRIP-  
 TION SERVICE: Standard Radio.

## Personnel

President .....Eugene Kelly  
 General Manager.....Dietrich Dirks  
 Program Director.....Gordon Horner  
 Commercial Manager.....Ray Jensen  
 Artists' Bureau Head.....Bernie Marr  
 Publicity Director.....Vincent Skaff  
 Chief Announcer.....Norman Schmeling  
 Chief Engineer.....Carleton Gray

## Coverage

	Daytime	Evening
Population—Primary ....	476,940	476,940
Radio Homes— " ....	101,430	101,430

Source: Field intensity measurements.

## Representative

Furgason & Walker, Inc.

# KANSAS

Population 1,801,028

Number of Radio Homes 379,160

Number of Families 512,090

Auto Registrations 576,000

*For 1940 Census data, please turn to page 254*

# K V A K

ATCHINSON—EST. 1939

FREQUENCY: 1450 Kc. POWER: 250 watts.  
 OWNED BY: Carl Latenser. OPERATED BY:  
 Carl Latenser. BUSINESS ADDRESS: Latemer  
 Bldg., 622 Commercial St. STUDIO ADDRESS:  
 Same. TRANSMITTER LOCATION: East  
 Atchinson. TIME ON THE AIR: 6:30 A.M. to  
 10:30 P.M. TRANSCRIPTION SERVICES: C. P.  
 MacGregor.

## Personnel

Owner & Director.....Carl Latenser

# K G G F

COFFEYVILLE—EST. 1930

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 690 Kc. POWER: 5000 watts.  
 OWNED BY: Hugh J. Powell. OPERATED BY:  
 Same. BUSINESS ADDRESS: Eighth & Elm Sts.  
 PHONE 147. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: South Coffeyville.  
 TIME ON THE AIR: 6:00 A.M. to 11:00 P.M.  
 NEWSPAPER AFFILIATION: The Coffeyville  
 Journal. NEWS SERVICE: The Associated  
 Press. TRANSCRIPTION SERVICE: NBC  
 Thesaurus.

## Personnel

Owner.....Hugh J. Powell  
 General Manager.....Melvin Drake  
 Commercial Manager.....R. G. Patterson



Program Director-Chief Announcer,  
 Dick Campbell  
 Publicity Director..... Eleanor Kee  
 Musical Director..... Ozzie Osborne  
 Chief Engineer..... J. S. Jaminet

**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: 1370 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: 7:00 A.M. to 2:00 P.M. and 4:00  
 P.M. to 10:00 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..... Ralph Hickman

**Representative**

Arthur H. Hagg and Associates

**K T S W**

EMPORIA—EST. 1939

MUTUAL BROADCASTING SYSTEM  
 KANSAS STATE NETWORK

FREQUENCY: 1400 Kc. POWER: 250 Watts.  
 OWNED BY: Emporia Broadcasting Co. OPER-  
 ATED BY: Same. BUSINESS ADDRESS: 613  
 Merchant. PHONES: 153 and 154. STUDIO  
 ADDRESS: Same. TRANSMITTER LOCATION:  
 Emporia. TIME ON THE AIR: 6:00 A.M. to 12:00  
 Midnight, daily; 7:30 A.M. to 12:00 Midnight,  
 Sundays. NEWS SERVICE: United Press.  
 TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

President..... S. B. Warren  
 Station Manager..... K. W. Trimble  
 Commercial Manager..... Henry Ellenberger  
 Production-Sales Promotion Manager,  
 Robert Brenner

Program Director..... Larry Simms  
 Chief Engineer..... Paul H. Daniels

**Coverage**

Population—Primary ..... 293,733  
 Radio Homes— " ..... 58,130

**Representative**

Sears & Ayer, Inc.

**K I U L**

GARDEN CITY—EST. 1935

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: Garden City Broadcasting Co.  
 OPERATED BY: Garden City Broadcasting Co.  
 BUSINESS ADDRESS: 404 N. Main. PHONE:  
 666. STUDIO ADDRESS: 404 N. Main. PHONE:  
 999. TRANSMITTER LOCATION: Warner Ter-  
 race. TIME ON THE AIR: 6:00 A.M. to 7:15  
 P.M. daily; 10:00 A.M. to 5:00 P.M., Sundays  
 (103 hours weekly). NEWS SERVICE: United  
 Press. TRANSCRIPTION SERVICE: C. P. Mac-  
 Gregor, Davis & Schwegler.

**Personnel**

President..... F. D. Conard  
 Station Manager..... Al Pyatt  
 Chief Announcer-Musical Director,  
 Dick Hamilton

Chief Engineer..... Virgil E. Creig

**Coverage**

Population—Primary ..... 833,097  
 Radio Homes— " ..... 23,620  
 Population—Secondary ..... 238,890  
 Radio Homes— " ..... 68,881

Source: Station survey.

**Representative**

Cox and Tanz

**K V G B**

GREAT BEND—EST. 1937

MUTUAL BROADCASTING SYSTEM  
 KANSAS STATE NETWORK

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Helen Townsley. OPERATED BY:  
 Helen Townsley. BUSINESS ADDRESS: Cork  
 Bldg. PHONE: 1080. STUDIO ADDRESS: Cork  
 Bldg. TRANSMITTER LOCATION: 2 miles of  
 Great Bend on Highway No. 281. TIME ON  
 THE AIR: 6:00 A.M. to 11:00 P.M.; 8:00 A.M.  
 to 6:00 P.M., Sundays. NEWS SERVICE: Trans-  
 radio Press, Associated Press

**Personnel**

Owner..... H. T. Townsley  
 General Manager..... Clem Morgan  
 Musical Director..... Ray Beals  
 Program Manager..... Dave Wilson  
 Chief Engineer..... Leo Legleiter

**Coverage**

Radio Homes—Primary ..... 30,000  
 Radio Homes—Secondary ..... 23,000

Source: Field survey.


**K W B G**

HUTCHINSON—EST. 1935

FREQUENCY: 1450 Kc. POWER: 100 watts.  
 OWNED BY: Nation's Center Broadcasting Co.,  
 Inc. OPERATED BY: W. B. Greenwald. BUSI-  
 NESS ADDRESS: 101 East Avenue A. PHONE:  
 5202. STUDIO ADDRESS: Same. TRANSMIT-

WIBW is *FIRST* in

2,380 *MARKETS* like this 

and 1,238,890 *HOMES* like this 

### What More Can You Ask Than to Reach the Market Pictured Here?

Without asking you to read reams of factual data and sales arguments, we solicit your business on the basis of RESULTS ACCOMPLISHED

#### For Those Who Want Additional Information

WIBW operates with 5,000 watts, day and night, on the dominating 580 Kc. channel.

Primary service area of 206 counties in Kansas, Missouri, Nebraska, Iowa and Oklahoma . . . 5,327,227 listeners.

We're mighty proud of the results obtained for our advertisers. However, we'd rather you got current "success" stories direct from them. We suggest that you write to H. D. Lee Mercantile Co., Allis Chalmers, Proctor & Gamble, General Mills, or International Harvester.

*\*In Kansas, Missouri, Nebraska, Iowa and Oklahoma.*

WIBW's wholehearted acceptance in so many radio homes is due to our many years of unceasing efforts to be of real SERVICE to our listeners . . . to our interest in *their* problems and welfare . . . to our friendly, neighborly programs and personalities.

We believe . . . with all our heart . . . that we can get RESULTS for you by introducing your product into these homes where we are accepted members of the family.

**WIBW**

IN TOPEKA

*"The Voice of Kansas"*

BEN LUDY, Gen. Mgr.

COLUMBIA OUTLET FOR KANSAS

REPRESENTED BY CAPPER PUBLICATIONS, INC.

NEW YORK

DETROIT

CHICAGO

KANSAS CITY

SAN FRANCISCO

TER LOCATION: Hutchinson. TIME ON THE AIR: 18 hours daily. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President.....W. B. Greenwald

**K C K N**

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

FREQUENCY: 1340 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 11:00 P.M. NEWSPAPER AFFILIATIONS: The Kansas City Kansan. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Library, Radio, NBC Thesaurus.

**Personnel**

President.....W. A. Bailey  
Vice-President-General

Manager.....Ellis Atteberry  
Sales Promotion Manager.....Jack Jones  
Program Director.....John Drake  
Director of Publicity.....Ruth Kendall  
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

**K F K U**

LAWRENCE—EST. 1924

FREQUENCY: 1250 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

**W R E N**

LAWRENCE—EST. 1926

NBC-BLUE

FREQUENCY: 1250 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 AD-

DRESS: 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, 6:30 A.M. to 3:00 P.M. and 3:30 P.M. to 12:00 Midnight (117 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

General Manager.....Verl Bratton  
Promotion Director.....John Bondeson  
Chief Announcer.....Millard Ireland  
Chief Engineer.....Carl Bliesner

**Coverage**

Population—Primary	3,699,476
Radio Homes—	771,200

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

**Representative**

George P. Hollingsbery Co.

**K S A C**

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: Shares time with WIBW.

**W I B W**

TOPEKA—EST. 1925

CBS—KANSAS NETWORK

FREQUENCY: 580 Kc. POWER: 5000 watts. 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); 6:00 A.M. to midnight (Sunday) (114½ hours weekly). NEWSPAPER AFFILIATION: Capper Publications, Inc. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Library, NAB Library. MAINTAINS ARTISTS' BUREAU.

**Personnel**

General Manager.....Ben Ludy  
Publicity Director.....Charles Hill  
Artists' Bureau Head.....Maudie Shreffler  
Dramatics Director.....Art Holbrook  
Chief Engineer.....Karl Troeglen

**Coverage**

Population—Primary	1,920,500	642,600
Radio Homes—	361,980	130,990
Population—Secondary	6,819,100	4,126,200
Radio Homes—	1,300,100	768,900

Source: CBS Listeners and Dealers.

**Representative**

Capper Publications, Inc.

# K O A M

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

FREQUENCY: 810 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: 5:00 A.M. to local sunset. NEWS SERVICE: International News Service.

## Personnel

President.....E. Victor Baxter  
 Station Manager.....R. E. Wade  
 Sales & Promotion Manager.....J. A. Schell  
 Program Director.....Bruce Robertson  
 Publicity Director.....Don Taylor  
 Chief Announcer.....Bob Gadberry  
 Musical Director.....Leota Helm  
 Chief Engineer.....W. L. Brown

## Coverage

Population—Primary ..... 920,451  
 Radio Homes— " ..... 187,483  
 Source: U. S. Census; Joint Committee.

## Representative

Furgason & Walker, Inc.

# K S A L

**SALINA—EST. 1937**  
**MUTUAL BROADCASTING SYSTEM**  
**KANSAS STATE NETWORK**

FREQUENCY: 1150 Kc. POWER: 1000 watts.  
 OWNED BY: KSAL, Inc. OPERATED BY: R. J. Laubengayer. BUSINESS ADDRESS: 201 West Iron. PHONES: 100, 101 and 423. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: West State St. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight (125 hours weekly). NEWS-PAPER AFFILIATION: Salina Journal. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth.

## Personnel

President.....R. J. Laubengayer  
 Station Manager.....Owen Balch  
 Program Director.....Sidney Tremble  
 Musical Director.....Al Thompson  
 Chief Engineer.....N. E. Vance, Jr.

## Coverage

Population—Primary ..... 569,525  
 Radio Homes— " ..... 114,360  
 Source: Field intensity measurements.

## Representative

The Katz Agency

# K A N S

**WICHITA—EST. 1936**

**NATIONAL BROADCASTING COMPANY**  
 FREQUENCY: 1240 Kc. POWER: 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 .....Herb Hollister  
 General Manager.....Jack Todd  
 Program Director.....Jack Laffer  
 Musical Director.....Raymond Shelly  
 Chief Engineer.....L. F. Heithecker

## Coverage

	Daytime
Population—Primary .....	347,885
Radio Homes— " .....	74,472

Source: Field intensity measurements; Joint Committee.

## Representative

International Radio Sales

# K F B I

**WICHITA—EST. 1923**

**MUTUAL BROADCASTING SYSTEM**  
**—KANSAS STATE NETWORK**

FREQUENCY: 1070 Kc. POWER: 5000 watts, d. (C.P. 1000 watts, n.). OWNED BY: Farmers & Bankers Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: First and Market Sts. PHONES: 2-1447, 4-6452. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 42nd St. and Broadway. TIME ON THE AIR: 6:00 A.M. to sunset, Pacific Time (C.P. 125 hours weekly). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System and Standard Radio.

## Personnel

President .....H. K. Lindsley  
 Station Manager.....K. W. Pyle  
 Commercial Manager.....Fred L. Allen  
 Program Director.....Coleman Ashe  
 Sales Promotion Manager.....Clarence Rupp  
 Local Sales Manager.....Leroy C. Stokely  
 Chief Announcer.....Les Jarvies  
 Musical Director.....Frank Chiddin  
 Chief Engineer.....G. H. Johnstone

## 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

**K F H**

WICHITA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1330 Kc. POWER: 5000 watts.  
 OWNED BY: Radio Station KFH Co. OPERATED BY: Same. BUSINESS ADDRESS: York Rite Bldg. PHONE: 35254-5-6. STUDIO ADDRESS: York Rite Bldg. TRANSMITTER LOCATION: R. F. D. No. 3, 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  
 National Sales & Promotion  
 Manager . . . . . Clark A. Luther  
 Business Manager . . . . . P. S. Clark  
 Program Director . . . . . Vernon E. Reed  
 Chief Engineer . . . . . Amos C. Dadisman

**Coverage**

Population—Primary . . . . . 1,700,000  
 Radio Homes— " . . . . . 300,000  
 Source: Mail response analysis and field intensity survey.

**Representative**

Edward Petry & Co.

**KENTUCKY**

Population 2,845,627

Number of Radio Homes 501,730

Number of Families 700,892

Auto Registrations 462,600

*For 1940 Census data, please turn to page 256*

**W C M I**

ASHLAND—EST. 1935

MUTUAL—SOUTHERN NETWORK

FREQUENCY: 1340 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. Phone 2 8358; Ohio, Phone 678; Radio Center, Huntington, W. Va. TRANSMITTER LOCATION: 48th Street and Ohio River. 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.

**Personnel**

President . . . . . Gilmore Nunn  
 Station & Sales Manager . . . Robert MacKenzie  
 Treasurer-Business Manager . . Warren G. Davis  
 Program Director . . . . Richard F. Westerkamp  
 In Charge of Huntington  
 Studio . . . . . Bert Georges  
 In Charge of Ironton  
 Studio . . . . . Harold Marler

**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: 1340 Kc. POWER: 250 watts.  
 OWNED BY: Bowling Green Broadcasting Co. OPERATED BY: Bowling Green Broadcasting Co. BUSINESS ADDRESS: Fairview and Lehman Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 10:30 P.M.; Sunday, 8:00 A.M. to 10:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President-General Manager . . . Rayburn R. Rose  
 Program Director-Sales Promotion Manager,  
 J. P. Turner  
 Chief Engineer . . . . . Earl Jaego

**Coverage**

Population—Primary . . . . . 167,715  
 Radio Homes— " . . . . . 23,550

**W H L N\***

HARLEN—EST. 1941

FREQUENCY: 1420 Kc. POWER: 250 watts.  
 OWNED BY: Blaufox Radio Co., Inc. OPERATED BY: Blaufox Radio Co., Inc. BUSINESS ADDRESS: Harlen, Ky. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

**Personnel**

President . . . . . Combs Blanford  
 Secretary-Treasurer . . . . . John F. Fox  
 Vice-President . . . . . Richard B. Helms

\* Station was licensed to operate under a construction permit at time of going to press.



**YOU CAN'T  
RING  
THE BELL  
IN  
BELFRY (Ky.)!**

You *can* ring the bell in Kentucky, all right! But not in lilliput hamlets like Belfry, Belcher, and Barrenfork! It takes the big Louisville Trading Area—where a million-*plus* buyers spend more money than all the rest of Kentucky put together! . . . *Alone*, WAVE covers this market completely and *at lowest cost*. Shall we send you the *proof*?

**LOUISVILLE'S  
WAVE**

**5000 WATTS**



**940 K.C.**

**N. B. C.**

**FREE & PETERS, INC.,**

**NAT'L REPRESENTATIVES**



# W H O P

HOPKINSVILLE—EST. 1939

FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: Paducah Broadcasting Co. OPERATED BY: Paducah Broadcasting Co. BUSINESS ADDRESS: Taylor Bldg. PHONES: 1025, 1026. STUDIO ADDRESS: 1½ miles northwest of Hopkinsville. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System, Associated.

## Personnel

President.....Pierce E. Lackey  
 Station Manager.....Hecht S. Lackey  
 Commercial Manager.....F. Ernest Lackey  
 Program Director.....Mary Ellis  
 Chief Engineer.....Benson Arwood Smith

## Coverage

	Daytime	Evening
Population—Primary .....	160,000	50,000
Radio Homes— " .....	29,540	10,000
Population—Secondary ..	175,000	
Radio Homes— " .....	45,639	

Source: U. S. Census; Joint Committee.

# W L A P

LEXINGTON—EST. 1928

MUTUAL—SOUTHERN NETWORK

FREQUENCY: 1450 Kc. POWER: 250 watts.  
 OWNED BY: American Broadcasting Corp. of Kentucky. OPERATED BY: American Broadcasting Corp. of Kentucky. BUSINESS ADDRESS: Radio Bldg., Walnut and Short Sts. PHONE: 1721. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Walton Bldg., Main and 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  
 Treasurer.....Warren G. Davis  
 Station Director.....Ted Grizzard  
 Program Director.....George Jesse  
 Chief Engineer.....Sanford Helt

## Coverage

	Daytime	Evening
Population—Primary .....	306,078	189,620
Radio Homes— " .....	70,280	47,452
Population—Secondary ..	491,058	299,510
Radio Homes— " .....	116,921	70,672

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

\*Based on 250 watts, daytime and 100 watts, evening; station now operating 250 watts, full time.

## Representative

John H. Perry Associates

# W A V E

LOUISVILLE—EST. 1933

NATIONAL BROADCASTING COMPANY  
 FREQUENCY: 970 Kc. POWER: 5000 watts.  
 OWNED BY: WAVE, Inc. OPERATED BY: WAVE, Inc. BUSINESS ADDRESS: Brown Hotel. PHONE: Wabash 6543. STUDIO ADDRESS: Brown Hotel. TRANSMITTER LOCATION: near Jeffersonville, Ind. 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, Lang-Worth.

## Personnel

President.....Geo. W. Norton, Jr.  
 Station Manager.....Nathan Lord  
 Commercial Manager.....James F. Cox  
 Program Director.....George Patterson  
 Chief Announcer.....H. Burt Blackwell  
 Musical Director.....Clifford Shaw  
 Chief Engineer.....Wilbur E. Hudson

## Coverage

	Evening
Population—Primary .....	953,180

Source: Station survey.

## Representative

Free & Peters, Inc.

# W I N N

LOUISVILLE—EST. 1940

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: Kentucky Broadcasting Corp. OPERATED BY: Kentucky Broadcasting Corp. BUSINESS ADDRESS: Tyler Hotel. PHONE: Wabash 6791. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license (124 hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio.

## Personnel

President.....D. E. Kendrick  
 Station Manager.....Morris Hicks  
 Commercial Manager.....G. F. Bauer  
 Program and Musical Director.....M. K. McCarten  
 Sales Promotion Manager.....Charles Pettinger  
 Chief Engineer.....Al Rutherford

## Coverage

	Daytime	Evening
Population—Primary .....	782,469	505,963
Radio Homes— " .....	168,780	117,790
Population—Secondary ..	*1,157,712	*763,242
Radio Homes— " .....	*240,080	*163,260

\*Total Area.

Source: Radio Daily Major Market Survey.

## Representative

Plug Kendrick, 309 West Jackson Blvd., Chicago, Ill.

# W G R C

LOUISVILLE

(See New Albany, Ind.)

# WHAS

**is now broadcasting  
from the No. 1  
opportunity market of  
the United States!**



The total U. S. investment in defense projects now under way here is around \$125,000,000 and going up all the time. The new payrolls are in excess of \$5,000,000 per month, and it looks like \$100,000,000 will be added to our spendable income this year. The Louisville area, already the largest industrial community in the South, now includes a \$75,000,000 powder plant, the world's largest; an \$18,000,000 powder bag-loading plant; a \$5,000,000 naval ordnance plant; the U. S. Government Depot, now letting \$10,000,000 in contracts per month; a major Army airport housing the 28th Air Base; an important auxiliary military airport now building, and Fort Knox, headquarters of the Mechanized Army of the U. S., now housing 25,000 men with more coming all the time.



Basic C.B.S. 50,000  
Watts. Represented  
Nationally By  
Edw. Petry & Co.

# LOUISVILLE



**W H A S**

**LOUISVILLE—EST. 1922**

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 840 Kc. POWER: 50,000 watts.  
 OWNED BY: Courier-Journal & Louisville Times Co. OPERATED BY: Same. BUSINESS ADDRESS: Third and Liberty Sts. PHONE: Wa. 2211. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: R. R. No. 2, Anchorage, Ky. (near Eastwood, Ky.). TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. daily; 8:00 A.M. to midnight Sunday (140 hours weekly). NEWS-PAPER AFFILIATION: Courier Journal and Louisville Times. NEWS SERVICE: United Press, International News Service. 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  
 Sales Promotion Manager.....Neil D. Klein  
 Production Manager.....T. Dudley Musson  
 Office Manager.....J. H. Callaway  
 Agricultural Coordinator.....John Merrifield  
 Librarian .....Edward Barret  
 Musical Director.....Robert Hutsell  
 Publicity Director.....John H. Hoagland  
 Technical Advisor.....Orrin W. Towner

**Coverage**

Population—Primary ..... 5,039,828  
 Radio Homes— " ..... 1,185,900  
 Source: Field intensity measurements.

**Representative**

Edward Petry & Company

**W O M I**

**OWENSBORO—EST. 1938**

FREQUENCY: 1490 Kc. POWER: 250 watts.  
 OWNED BY: Owensboro Broadcasting Co., Inc.  
 OPERATED BY: Owensboro Broadcasting Co., Inc. BUSINESS ADDRESS: Byers Ave. & Liver-

more Road. PHONE: 420 & 421. STUDIO ADDRESS: Byers Ave. & Livermore Road. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:35 P.M. NEWS-PAPER 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  
 Production Manager.....Marshall Bruner  
 Sales Promotion Manager.....Malcolm Greep  
 Musical Director.....Lee C. Meredith  
 Chief Engineer.....W. W. Binford

**Coverage**

Population—Primary ..... 157,407  
 Radio Homes— " ..... 29,670  
 Population—Secondary ..... 367,442  
 Radio Homes— " ..... 76,810

Source: Field intensity survey; Joint Committee.

**W P A D**

**PADUCAH—EST. 1930**

FREQUENCY: 1450 Kc. POWER: 250 watts.  
 OWNED BY: Paducah Broadcasting Co., Inc.  
 OPERATED BY: Paducah Broadcasting Co., Inc. BUSINESS ADDRESS: Taylor Bldg. PHONE: 4100. STUDIO ADDRESS: Taylor Bldg. TRANSMITTER LOCATION: 9th and Terrell. TIME ON THE AIR: 6:00 A.M. to 11:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated, World Broadcasting System.

**Personnel**

President & Genl. Mgr.....Pierce E. Lackey  
 Sales Manager.....Prewitt Lackey  
 Program Director-Chief Announcer, Gene Peak  
 Musical Director.....Ernest Pell  
 Chief Engineer.....C. G. Sims

**Representative**

Cox & Tanz

**LOUISIANA**

Population 2,363,880

Number of Families 590,722

Number of Radio Homes 354,950

Auto Registrations 370,631

For 1940 Census data, please turn to page 257

**K A L B**

**ALEXANDRIA—EST. 1935**

LOUISIANA NETWORK

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: Alexandria Broadcasting Co., Inc.  
 OPERATED BY: Alexandria Broadcasting Co.,

Inc. BUSINESS ADDRESS: 3rd and Jackson Sts. PHONE: 65. STUDIO ADDRESS: 3rd and Jackson Sts. TRANSMITTER LOCATION: Upper 3rd St. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. (105 hours weekly). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Davis & Schwegler, Lang-Worth, Standard Radio.

**Personnel**

President.....Walter H. Allen  
 General Manager.....C. Edly Rogers  
 Sales Manager.....Edgar Cappellini  
 Program Director.....Gordon Loudon  
 Musical Director.....John Pegues Kelley  
 Chief Engineer.....Jesse R. Sexton

**Coverage**

	Daytime	Evening
Population—Primary .....	116,119	61,266
Radio Home— " .....	19,354	10,211
Population—Secondary .....	375,000	100,000
Radio Homes— " .....	50,000	15,000

Source: Mail response survey; Joint Committee.

**W J B O**

**BATON ROUGE—EST. 1934**  
 NATIONAL BROADCASTING CO.

FREQUENCY: 1150 Kc. POWER: 5000 watts. OWNED BY: Baton Rouge Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Magnolia and Fifth Sts. PHONE: 6060. STUDIO ADDRESS: Magnolia and 5th. TRANSMITTER LOCATION: Roosevelt Rd. TIME ON THE AIR: 6:30 A.M. to midnight. NEWSPAPER AFFILIATIONS: Baton Rouge State-Times, Baton Rouge Morning Advocate. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio.

**Personnel**

President.....Chas. P. Manship, Jr.  
 Vice Pres. & Genl. Mgr.....H. Vernon Anderson  
 Secretary-Treasurer...Charles P. Manship, Sr.  
 Production Supervisor.....Ralph H. Sims  
 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**

**LAFAYETTE—EST. 1935**

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Evangeline Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 300 Jefferson St. PHONE: 336. STUDIO ADDRESS: Evangeline Hotel. PHONE: 2062. TRANSMITTER LOCATION: Scott Rd. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. (87 hours weekly). NEWSPAPER AFFILIATION: Advertiser-Gazette. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President.....Morgan Murphy  
 Station Manager.....Geo. H. Thomas  
 Commercial Manager.....R. A. Escudier

Program Director-Chief Announcer...A. B. Craft  
 Publicity Director.....Lela A. Turner  
 Chief Engineer.....Clovis L. Bailey

**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**

**LAKE CHARLES—EST. 1935**

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Calcasieu Broadcasting Co. OPERATED BY: Calcasieu Broadcasting Co. BUSINESS ADDRESS: Majestic Hotel. 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: United Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President.....T. B. Lanford  
 Station Manager.....C. R. Porter  
 Commercial Manager.....F. C. Carroll  
 Chief Engineer.....E. C. Moses

**K M L B**

**MONROE—EST. 1930**

LOUISIANA NETWORK

FREQUENCY: 1410 Kc. POWER: 1000 watts. OWNED BY: Liner's Broadcasting Station, Inc. BUSINESS ADDRESS: Frances Hotel. PHONE: 4321. STUDIO ADDRESS: Frances Hotel. PHONE: 4771. TRANSMITTER LOCATION: Millhaven Rd. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWS SERVICES: United Press. TRANSCRIPTION SERVICE: Standard Radio, NBC Thesaurus, Lang-Worth.

**Personnel**

President-General Manager...J. C. Liner, Jr.  
 Program-Musical Director.....Melba Henry  
 Chief Engineer.....O. L. Morgan

**Coverage**

Population—Primary .....	98,800
Radio Homes— " .....	12,384
Population—Secondary .....	132,000
Radio Homes— " .....	13,656

Source: Field intensity measurements.

**K N O E \***

**MUNROE—EST. 1941**

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: KNOE, Inc. OPERATED BY: KNOE, Inc. BUSINESS ADDRESS: Munroe. 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.

**WDSU**

NEW ORLEANS—EST. 1923

NBC-BLUE

FREQUENCY: 1280 Kc. POWER: 5000 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  
General Manager ..... P. K. Ewing

**Representative**

John Blair & Co.

**WJBW**

NEW ORLEANS—EST. 1926

FREQUENCY: 1230 Kc. POWER: 250 watts.  
OWNED BY: Charles C. Carlson. OPERATED  
BY: Charles C. Carlson. BUSINESS ADDRESS:  
Jung Hotel. STUDIO ADDRESS: Jung Hotel.  
TRANSMITTER LOCATION: 3617 Bruxelles St.  
TIME ON THE AIR: Unlimited license. TRAN-  
SCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

General Manager ..... C. C. Carlson

**KWKH**

SHREVEPORT—EST. 1925

COLUMBIA BROADCASTING SYSTEM  
SOUTHCENTRAL QUALITY NETWORK

FREQUENCY: 1130 Kc. POWER: 50,000  
watts. OWNED BY: International Broadcasting  
Corp. OPERATED BY: The Shreveport Times.  
BUSINESS ADDRESS: P. O. Box 1387. PHONE:  
2-8711. STUDIO ADDRESS: Commercial Bldg.  
TRANSMITTER LOCATION: Gamm Rd., Dixie,  
La. TIME ON THE AIR: 5:00 A.M. to 1:05  
A.M. NEWSPAPER AFFILIATIONS: The Shreve-  
port Times. NEWS SERVICE: United Press,  
Associated 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  
Publicity Director ..... B. G. Robertson  
Chief Engineer ..... W. E. Antony

**Coverage**

Population—Primary ..... 2,346,512  
Radio Homes— " ..... 324,840

Source: Station survey.

**Representative**

The Branham Company

**WNOE**

NEW ORLEANS—EST. 1926

MUTUAL BROADCASTING SYSTEM  
LOUISIANA NETWORK

FREQUENCY: 1450 Kc. POWER: 250 watts.  
OWNED BY: WNOE, Inc. OPERATED BY:  
WNOE, Inc. BUSINESS ADDRESS: 720 Com-  
mon 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' BU-  
REAU.

**Personnel**

President ..... James A. Noe  
Vice-President-General  
Manager ..... James Gordon  
Station Manager ..... James Hunter  
Program Director ..... Hubert J. Grant  
Educational Director ..... Benet F. Cain  
Chief Engineer ..... C. E. Davidson

**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

**WSMB**

NEW ORLEANS—EST. 1925

NBC (RED)

FREQUENCY: 1350 Kc. POWER: 5000 watts.  
OWNED BY: Maison Blanche & Saenger Thea-  
ters. 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 SER-  
VICE: United Press. MAINTAINS ARTISTS' BU-  
REAU. 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 ..... M. Sandi  
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: 870 Kc. POWER: 50,000 Watts. OWNED BY: Loyola University. OPERATED BY: Loyola University. BUSINESS ADDRESS: Roosevelt Hotel. PHONE: Raymond 2196-7-8. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Kenner, La. TIME ON THE AIR: 5:00 A.M. to 12:00 midnight.

## Personnel

General Manager.....W. H. Summerville  
Commercial Manager.....A. Louis Read  
Program Manager.....Henry Dupre  
Auditor.....A. J. Cummings  
Production Manager.....Ed Hoerner  
Publicity Director.....Leon Adams  
Musical Director.....Pinky Vidacovich  
Chief Engineer.....J. D. Bloom, Jr.

## Representative

The Katz Agency

# K R M D

**SHREVEPORT—EST. 1928**

**LOUISIANA NETWORK**

FREQUENCY: 1340 Kc. POWER: 250 watts. 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. (111 hours weekly). NEW SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President.....R. M. Dean  
Station Manager.....G. V. Wilson  
Commercial Manager.....David Wilson

Program Director-Chief Announcer,

Les Carmichael

Director of Women's Programs. Elizabeth Alford

Chief Engineer.....R. M. Dean

## Coverage\*

Population—Primary ..... 111,784  
Radio Homes— " ..... 29,000

\*Secondary area adds an additional 50-mile radius covering an additional 280,000 persons.

Source: Mail response survey; U. S. Census.

# K T B S

**SHREVEPORT—EST. 1928**

**NATIONAL BROADCASTING CO.**

**SOUTHCENTRAL QUALITY NETWORK**

FREQUENCY: 1480 Kc. POWER: 1000 watts. OWNED BY: Tri-State Broadcasting System. OPERATED BY: The Shreveport Times. BUSINESS ADDRESS: P. O. Box 1387. PHONE: 2-8711. STUDIO ADDRESS: Commercial Bldg. PHONE: 7-4295. 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 and Publicity Director. B. G. Robertson  
Chief Engineer.....C. H. Maddox

## Coverage

Population—Primary\* ..... 414,320  
Radio Homes— " ..... 59,520

\* Includes portions of secondary area.

Source: Mail response analysis.

## Representative

The Branham Company

# MAINE

Population 845,139

Number of Families 209,664

Number of Radio Homes 190,740

Auto Registrations 210,500

*For 1940 Census data, please turn to page 258*

# W R D O

**AUGUSTA—EST. 1932**

**NBC—YANKEE—COLONIAL NETWORKS**

FREQUENCY: 1400 Kc. POWER: 250 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 Network News Service. TRANSCRIPTION SERVICE: Davis & Schweigler.

## 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.

# W A B I

BANGOR—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: Community Broadcasting Service, Inc. OPERATED BY: Community Broadcasting Service, Inc. BUSINESS ADDRESS: 57 State St. PHONE: 6658. STUDIO ADDRESS: 57 State St. TRANSMITTER LOCATION: Brewer, Maine. TIME ON THE AIR: 116 hours weekly. NEWS SERVICE: Associated Press. MAINTAINS ARTISTS' BUREAU.

## Personnel

President.....F. B. Simpson  
 Station Manager.....R. M. Wallace  
 Program Director.....Maurice Dolbier  
 Artists' Bureau Head-Musical Director,

Harold Dorr

Chief Announcer.....R. O. Marcoax  
 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.

# W L B Z

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: 7:00 A.M. to Midnight; Sundays, 8:45 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

General Manager ....Thompson I. 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

LEWISTON—EST. 1938

MBS—YANKEE—COLONIAL NETWORKS

FREQUENCY: 1240 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 Ave. PHONE: 2904. TIME ON THE AIR: Full Time License (18 hours daily). NEWSPAPER AFFILIATION: Le Messenger (French daily). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

## Personnel

President .....Jean B. Couture  
 Manager.....John C. Libby  
 Program Director.....Elden Shute, Jr.  
 Office Manager.....Oscar Normand  
 Chief Announcer.....Varner Paulsen  
 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.

MAINE'S TWIN CITY STATION

# W-C-O-U

LEWISTON-AUBURN

(MUTUAL—YANKEE—COLONIAL)

THE WCOU MARKET IS  
 MAINE'S FIRST MARKET

1ST—PER CAPITA BUYING POWER

1ST—NUMBER OF WAGE EARNERS

1ST—SIZE OF PAY ROLLS

1ST—PRODUCT VALUES

Represented by

**FORJOE & COMPANY**

19 W. 44th Street, New York, N. Y.  
 201 N. Wells Street Chicago, Ill.

*Spotlight on Baltimore*  
--- I N 1 9 4 1



*SOON* --- FULL TIME AND 50,000 WATTS

IN 1941—MORE  
THAN EVER BEFORE

**WBAL** *means business in Baltimore*

# W C S H

PORTLAND—EST. 1925

NBC-RED—YANKEE NETWORK

FREQUENCY: 970 Kc. POWER: 5000 watts.  
 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

President.....Adeline B. Rines  
 Supervisor.....George F. Kelley, Jr.  
 Station Manager.....Linwood T. Pitman  
 Program Director.....Albert W. Smith  
 Sales Promotion Manager...Frederick W. Cole  
 Chief Engineer.....G. Fred Crandon

## Coverage

Radio Homes—Primary ..... 95,200  
 Radio Homes—Secondary ..... 18,412  
 Source: NBC Aareas Survey; Joint Committee.

## Representative

Weed & Co.

# W G A N

PORTLAND—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 560 Kc. POWER: 5000 watts.  
 OWNED BY: Portland Broadcasting System, Inc. OPERATED BY: Portland Broadcasting System, Inc. BUSINESS ADDRESS: Columbia Hotel. PHONE: 2-7480; 2-7489. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Riverton Section, Portland. TIME ON THE

AIR: Unlimited license (122 hours weekly).  
 NEWSPAPER AFFILIATION: Gannett Publishing Co. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President-Treasurer.....Guy P. Gannett  
 General Manager.....Creighton E. Gatchell  
 Program Manager.....Richard E. Bates  
 Chief Engineer.....Rodger D. Hodgkins

## Coverage

	Daytime*	Evening*
Population—Primary .....	658,500	
Radio Homes— " .....	159,720	137,720
Population—Secondary ..	341,500	
Radio Homes— " .....	85,375	76,190

\*Station estimate based on new wattage.

## Representative

Paul H. Rayner Co.

# W A G M

PRESQUE ISLE—EST. 1930

FREQUENCY: 1450 Kc. POWER: 250 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: Same. TIME ON THE AIR: 11:00 A.M. to 1:00 P.M. and 4:00 P.M. to 7:00 P.M. MAINTAINS ARTISTS' BUREAU.

## Personnel

General Manager.....R. W. MacIntosh  
 Commercial Manager-Chief Engineer,  
 L. E. Hughes

## Coverage

Population—Primary ..... 80,000  
 Radio Homes— " ..... 14,600  
 Source: Station survey

# MARYLAND

Population 1,821,244

Number of Radio Homes 400,110

Number of Families 462,591

Auto Registrations 446,713

For 1940 Census data, please turn to page 258

# W B A L

BALTIMORE—EST. 1925

NBC (Blue)—MUTUAL

FREQUENCY: 1090 Kc. POWER: 50,000 watts. OWNED BY: WBAL Broadcasting Co. OPERATED BY: WBAL Broadcasting Co. BUSINESS ADDRESS: Lexington Bldg. PHONE: Plaza 4900. STUDIO ADDRESS: Lexington

Bldg. TRANSMITTER LOCATION: Pikesville, Md. TIME ON THE AIR: (daily) 6:00 A.M. to 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  
 Commercial Manager.....Leslie H. Peard, Jr.  
 Program Manager.....Paul Girard  
 Sales Promotion Manager.....John G. Mayer  
 Musical Director.....Ruffino Iula  
 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

**W C A O**

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 7220. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Same.  
 TIME ON THE AIR: (Daily) 6:00 A.M. to 12:30 A.M.; (Sunday) 8:00 A.M. to 12:30 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth.

**Personnel**

President.....Lewis M. Milbourne  
 Vice-President-General Manager,

L. Waters Milbourne

Treasurer.....Melvin W. Woods  
 Secretary.....Clarence W. Miles  
 Program Director.....Gordon A. Scheihing  
 Recording Director.....George L. Filling  
 Chief Announcer.....William J. O'Toole  
 Musical Director.....John Varney  
 Chief Engineer.....Martin L. Jones

**Coverage**

	Daytime	Evening
Population—Primary	1,108,578	1,108,578
Radio Homes— " "	229,370	229,370
Population—Secondary	7,148,977	5,655,327
Radio Homes— " "	1,365,140	1,124,620

Source: Station survey.

**Representative**

Paul H. Raymer Co.

**W C B M**

BALTIMORE—EST. 1924

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Baltimore Broadcasting Corp.  
 OPERATED BY: Baltimore Broadcasting Corp.  
 BUSINESS ADDRESS: North Ave. at Harford.  
 PHONE: University 8400. 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: Langworth, NAB Library.

**Personnel**

President and Commercial

Manager .....John Elmer  
 Vice-President.....J. Purdon Wright  
 Treasurer.....J. Lawrence Schanberger  
 Station Manager.....Geo. H. Roeder  
 Program Director.....Michael Murray  
 Publicity Director.....E. Frank Thomas  
 Musical Director.....Jack Rohr  
 Chief Engineer.....G. Porter Houston

**Representative**

Foreman & Co.

**W F B R**

BALTIMORE—EST. 1922

NBC (RED)

MARYLAND COVERAGE NETWORK

FREQUENCY: 1300 Kc. POWER: 5000 watts,  
 OWNED BY: Baltimore Radio Show, Inc.  
 OPERATED BY: Baltimore Radio Show, Inc.  
 BUSINESS ADDRESS: 10 East North Ave.  
 PHONE: Vernon 6900. STUDIO ADDRESS:

**W C B M**

Baltimore, Md.

Affiliated with the

**Mutual**

BROADCASTING SYSTEM

COVERS America's  
 Seventh Largest  
 Market at a lower cost  
 per thousand potential  
 buyers addressed.

WCBM — Baltimore, Md.

John Elmer, President

Geo. H. Roeder General Manager



10 East North Ave. TRANSMITTER LOCATION: Westport, Baltimore. TIME ON THE AIR: 6:30 A.M. to 12 midnight; Sunday, 8:00 A.M. to midnight. NEWS SERVICE: International News Service. 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  
 Merchandising Manager.....Wall Mathews  
 Program Director.....Bert Hanauer  
 Musical Director.....Jos. Imbroglia  
 Chief Engineer.....Wm. Q. Ranft

**Coverage**

Population—Primary ..... 1,450,000  
 Radio Homes— " ..... 265,000  
 Population—Secondary ..... 1,000,000  
 Radio Homes— " ..... 200,000

Source: Field intensity measurements and mail analysis.

**Representative**

Edward Petry & Co., Inc.

**W I T H \***

**BALTIMORE—EST. 1940**

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: The Maryland Broadcasting Co. OPERATED BY: Maryland Broadcasting Co. BUSINESS ADDRESS: 7 East Lexington St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

**Personnel**

President.....Thomas G. Tinsley, Jr.  
 Secretary-Treasurer....Louise McClure Tinsley  
 \*Station was licensed to operate under a construction permit at time of going to press and no other information was available.

**W T B O**

**CUMBERLAND—EST. 1928**

MARYLAND COVERAGE NETWORK

FREQUENCY: 820 Kc. POWER: 250 watts. OWNED BY: Associated Broadcasting Corp. OPERATED BY: Associated Broadcasting Corp. BUSINESS ADDRESS: Commercial Bank Bldg. PHONE: Cumberland 299. STUDIO ADDRESS: Commercial Bank Bldg. 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-Treasurer.....L. E. Pamphilon  
 Secretary.....Chas. Z. Heskett

Commercial Manager.....Edward H. Allen  
 Program Director.....Stewart W. Phillips  
 Production Manager.....Peg Lynch  
 Chief Announcer.....Willis Conover  
 Chief Engineer.....Charles Ray Sine

**Coverage**

Population—Primary ..... 357,000  
 Radio Homes— " ..... 54,000  
 Population—Secondary ..... 262,000  
 Radio Homes— " ..... 45,000

Source: Mail response survey.

**Representative**

International Radio Sales

**W F M D**

**FREDERICK—EST. 1936**

MARYLAND COVERAGE NETWORK

FREQUENCY: 930 Kc. POWER: 500 watts  
 OWNED BY: Monocacy Broadcasting Co.  
 OPERATED BY: Same. BUSINESS ADDRESS: Winchester Hall. PHONE: 1466. STUDIO ADDRESS: Winchester Hall Bldg.; Gobrecht Bldg., Hanover, Pa.; West Main St., Westminster, Md. TRANSMITTER LOCATION: Jefferson Pike. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

*Look!*

*Cumberland's the Shopping Center for miles around.*

*Nearest other Shopping Centers are over 100 miles away!*

★ ★ ★

*You can't afford to leave out this rich market.*

**W T B O**

CUMBERLAND, MD.

Nat'l Reps.: INTERNATIONAL RADIO SALES

# MARYLAND - MASSACHUSETTS

## Personnel

Vice-President and General Manager,  
A. V. Tidmore  
Commercial and Promotion Manager,  
John Carnaghan  
Program Director-Chief Announcer,  
R. L. Longstreet  
Musical Director-Artists' Bureau Head,  
Winston Shipley  
Chief Engineer.....John A. Fels

## Coverage

Population—Primary ..... 476,567  
Radio Homes— " ..... 82,250  
Population—Secondary ..... 576,210  
Radio Homes— " ..... 155,540  
Source: Mail response survey.

# W J E J

HAGERSTOWN—EST. 1932

MUTUAL BROADCASTING SYSTEM  
MARYLAND COVERAGE NETWORK

FREQUENCY: 1240 Kc. POWER: 250 watts.  
OWNED BY: Hagerstown Broadcasting Co.  
OPERATED BY: Hagerstown Broadcasting Co.  
BUSINESS ADDRESS: Franklin Court. STUDIO  
ADDRESS: Franklin Court. PHONE: 2322.  
TRANSMITTER LOCATION: Carroll Heights.  
TIME ON THE AIR: 7:00 A.M. to 1:00 A.M.  
(18 hours daily). NEWS SERVICE: Transradio  
Press. TRANSCRIPTION SERVICE: Standard  
Radio, Davis & Schwegler. MAINTAINS AR-  
TISTS' BUREAU.

## Personnel

President.....Dr. Arthur L. Blessing  
Secretary-General Manager..Grover C. Crilley

Commercial Manager.....Clarence Myers  
Program Director-Chief Announcer,  
W. H. Paulsgrove  
Musical Director.....Charles Cassel  
Chief Engineer.....G. Harold Brewer

## Coverage

	Daytime	Evening
Population—Primary . . . . .	348,000	261,000
Radio Homes— " . . . . .	67,190	50,403
Population—Secondary . . . . .	565,000	423,850
Radio Homes— " . . . . .	184,040	138,030

Source: Field strength measurements; Joint Committee.

## Representative

International Radio Sales

# W B O C

SALISBURY—EST. 1940

FREQUENCY: 1500 Kc. POWER: 250 watts.  
OWNED BY: Peninsula Broadcasting Co. OP-  
ERATED BY: Peninsula Broadcasting Co. BUSI-  
NESS ADDRESS: Salisbury. PHONE: 2480  
STUDIO ADDRESS: Same. TRANSMITTER LO-  
CATION: North of Salisbury. TIME ON THE  
AIR: 7:00 A.M. to 12:00 Midnight; Sundays,  
8:30 A.M. to 12:00 Midnight. TRANSCRIP-  
TION SERVICE: World Broadcasting System.

## Personnel

President.....John W. Downey  
Vice-President.....William F. Allen  
Secretary.....Albert W. Ward  
Treasurer.....John T. Holt  
General Manager.....Charles J. Truitt  
Chief Engineer.....Edward J. Hagert

# MASSACHUSETTS

Population 4,316,721

Number of Families 1,118,104

Number of Radio Homes 1,031,130

Auto Registrations 918,994

For 1940 Census data, please turn to page 259

# W A A B

BOSTON—EST. 1930

MUTUAL—COLONIAL

FREQUENCY: 1440 Kc. POWER: 1000 watts.  
OWNED BY: The Yankee Network, Inc. OPER-  
ATED BY: The Yankee Network, Inc. BUSI-  
NESS 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: International News Service,  
Universal Service. ARTISTS' BUREAU: Colonial  
Network Artists Bureau. TRANSCRIPTION

SERVICE: Associated Library, Langworth,  
Davis & Schwegler.

## Personnel

President.....John Shepard, 3rd  
Executive Secretary to President.Robert Bartley  
Vice-President in Charge of  
Station Operations.....R. L. Harlow  
Vice-President in Charge of  
Sales and Production.....Linus Travers  
Vice-President in Charge of Engineering,  
Paul A. DeMars  
Sales Manager.....Wm. Warner  
Merchandising and Promotion Director,  
Robert A. Playfair

Merchandising ..... F. Carleton McVarish  
 Special Events ..... Fred McLaughlin  
 Program Director ..... Eleanor Geer  
 Production Director ..... George Steffy  
 Production Supervisor ..... Charles Curtin  
 Editor of News Service ..... Leland Bickford  
 Artists Bureau Head ..... Josephine White  
 Publicity Director ..... A. J. Stephenson  
 Musical Director ..... Francis J. Cronin  
 Chief Engineer ..... Irving B. Robinson

**Coverage**

	Daytime	Evening
Population—Primary	1,972,320	1,716,823
Radio Homes—	453,634	394,870

Source: Field intensity measurements.

**Representative**

Edward Pety & Co., Inc.

**WBZ & WBZA**

BOSTON & SPRINGFIELD

EST. 1921

NATIONAL BROADCASTING CO.

(BASIC BLUE)

FREQUENCY: 1030 Kc. POWER: WBZA—Springfield—1,000 Watts. WBZ—Boston—50,000 Watts. OWNED BY: Westinghouse Electric & Mtg. Co. OPERATED BY: Same. BUSINESS ADDRESS: WBZ, Hotel Bradford, Boston. WBZA, Hotel Kimball, Springfield. PHONE: WBZ—Hancock 4261, WBZA—Springfield 6-8336. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: WBZ—Hull, WBZA—Springfield. TIME ON THE AIR: 6:00 A.M. to 1:00 P.M., daily; 8:00 A.M. to 1:00 A.M., Sundays. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President ..... Geo. H. Bucher  
 Station Manager ..... W. C. Swartley  
 Assistant Manager ..... Charles S. Young  
 Sales Promotion Manager ..... Harry D. Goodwin  
 Program Manager ..... John F. McNamara  
 Production Manager ..... John H. Wright  
 Chief Announcer ..... Robert E. White  
 Sales Manager ..... Frank R. Bowes  
 Publicity Director ..... Marjorie L. Spriggs  
 Musical Director ..... Aimer Rakov  
 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 E E I**

BOSTON—EST. 1924

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 590 Kc. POWER: 5000 watts.  
 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: 6:00 A.M. to 1:00 A.M.; Sundays, 8:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

Station Manager ..... H. E. Fellows  
 Sales Manager ..... Kingsley Horton  
 Sales Promotion Manager ..... David S. Garland  
 Production Manager ..... L. G. Del Castillo  
 Publicity Director ..... Dorothy Drake  
 Chief Announcer ..... C. H. Dickerman  
 Musical Director ..... C. R. Hector  
 Chief Engineer ..... P. K. Baldwin

**Coverage**

Population—Primary	4,927,500
Radio Homes—	1,097,120
Population—Secondary	2,393,500
Radio Homes—	545,570

Source: CBS Market Research Division.

**Representative**

Radio Sales

**W H D H**

BOSTON—EST. 1929

FREQUENCY: 850 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: 6:30 A.M. until sunset in Denver; Sundays, 8:45 A.M. until sunset in Denver. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, C. P. MacGregor, Associated.

**Personnel**

General Manager ..... Ralph G. Matheson  
 Assistant General Manager ..... John J. Matheson  
 Program Director ..... Alice J. Friend  
 Musical Director ..... Kenneth Wilson  
 Chief Engineer ..... Donald Wise

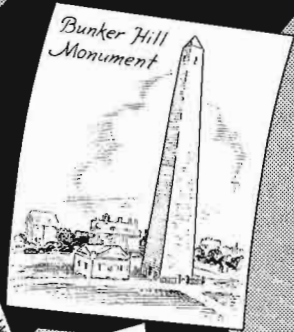
**Coverage**

Population—Primary	5,850,000
Radio Homes—	1,303,180
Population—Secondary	1,857,000
Radio Homes—	353,490

**Representative**

George Watson (New York)

# LWCOP



CARRIES ON IN TRADITIONAL  
FASHION  
AND GETS RESULTS IN *Boston*

••• MASSACHUSETTS BROADCASTING CORP.  
STUDIOS and OFFICES . . . COPLEY PLAZA HOTEL  
COMMONWEALTH 1717 BOSTON, MASSACHUSETTS

New York  
Chicago

National Representatives  
HEADLEY-REED COMPANY

Detroit  
Atlanta

# W C O P

BOSTON—EST. 1935

FREQUENCY: 1150 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: Unlimited license. MAINTAINS ARTISTS' BUREAU. NEW SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President.....Harold A. Lafount  
 General Manager.....A. N. Armstrong, Jr.  
 Production Manager.....Mary E. Thatcher  
 Public Relations Director...John K. Gowen, 3rd  
 Chief Announcer.....Morton Blender  
 Artists' Bureau Head.....Eleanor Kane  
 Musical Director.....Sidney P. Reinherz  
 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.

# W M E X

BOSTON—EST. 1934

FREQUENCY: 1510 Kc. POWER: 5000 watts.  
 OWNED BY: Northern Corporation. OPERATED BY: Same. BUSINESS ADDRESS: WMEX Bldg., 70 Brookline Ave. PHONE: Commonwealth 3900-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Quincy, Mass. TIME ON THE AIR: 111 Hours weekly. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Langworth, Davis & Schwegler.

## Personnel

President-Program Director.....John E. Reilly  
 Station Manager.....Alfred J. Pote  
 Sales Manager.....S. A. Wasser  
 Commercial Manager.....W. S. Pote  
 Office Manager.....Marie Mason  
 Publicity Director.....Vivienne Cameron  
 Musical Director.....Alexander Thiede  
 Chief Engineer.....William M. Smith

## Coverage

Population—Primary ..... 1,850,000  
 Radio Homes— " ..... 426,000  
 Population—Secondary ..... 2,716,000  
 Radio Homes— " ..... 625,000

Source: Field intensity measurement; Mass. Decennial Census; Joint Committee.

## Representative

Joseph Hershey McGillvra

# W N A C

BOSTON—EST. 1922

NBC (RED)—YANKEE NETWORK

FREQUENCY: 1260 Kc. POWER: 50000 watts.  
 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: International News Service, Universal Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Associated, Davis & Schwegler.

## Personnel

President.....John Shepard, 3rd  
 Executive Secretary to President...Robert Bartley  
 Vice-President in Charge of  
 Station Operations .....R. L. Harlow  
 Vice-President in Charge of  
 Sales and Production.....Linus Travers  
 Vice-President in Charge of Engineering,  
 Paul A. DeMars  
 Merchandising and Promotion Director,  
 Robert S. Playfair  
 Merchandising.....F. C. McVarish  
 Special Events.....Fred McLaughlin  
 Sales and Station Relations...Gerald Harrison  
 Program Director.....Eleanor Geer  
 Production Director.....George Steffy  
 Production Supervisor.....Charles Curtin  
 News Editor.....Leland Bickford  
 Artists Bureau Head.....Josephine White  
 Publicity Director.....A. J. Stephenson  
 Musical Director.....Francis J. Cronin  
 Chief Engineer.....Irving B. Robinson

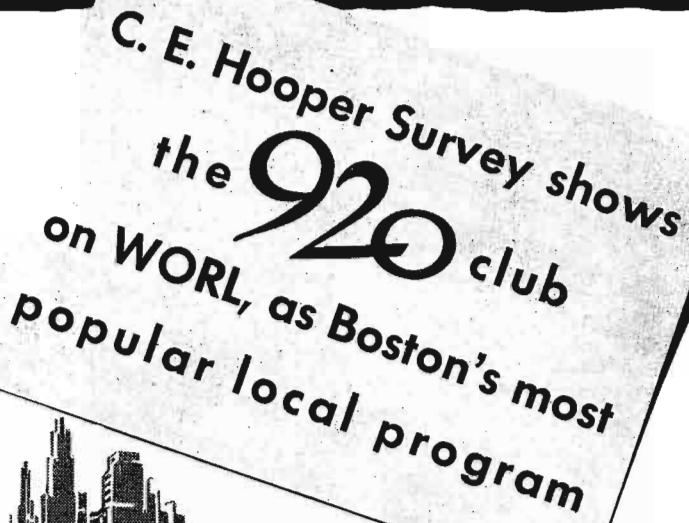
## Coverage

	Daytime	Evening
Population—Primary	2,296,726	2,021,665
Radio Homes— "	529,275	464,983

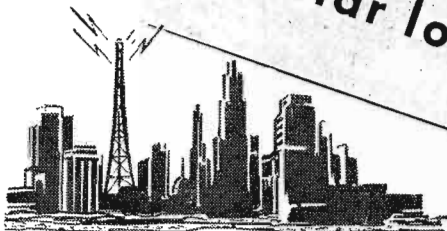
Source: Field intensity measurements.

## Representative

Edward Petry & Co., Inc.



C. E. Hooper Survey shows  
the **920** club  
on WORL, as Boston's most  
popular local program



"The 920 CLUB on WORL is Boston's overwhelming favorite local program"—so was the finding of C. E. Hooper, Inc., nationally known radio research organization, when a survey was made January 28-29, 1941 in the Boston area.

The 920 CLUB received more votes than the total of the next three local programs combined.

For maximum results in one of the nation's richest markets WORL's 920 CLUB offers national advertisers Boston's biggest participating program.

**920 KILOCYCLES**

*Boston, Mass.*

**1000 WATTS**

**W O R L**

**BOSTON—EST. 1926**

FREQUENCY: 950 Kc. POWER: 1000 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. NEW SERVICE: United Press.

**Personnel**

President.....Harold A. Lafount  
 General Manager.....George Lasker  
 Publicity Director.....Stephen Manookian  
 Program-Musical Director.....Robert N. Perry  
 Chief Engineer.....Melvin Stickles

**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**

**FALL RIVER—EST. 1921**

MUTUAL—COLONIAL & YANKEE

FREQUENCY: 1480 Kc. POWER: 1000 watts.  
 OWNED BY: Doughty & Welch Elec. Co., Inc. OPERATED BY: Doughty & Welch Electric Co., Inc. BUSINESS ADDRESS: 102 S. Main St. PHONE: Fall River 450-1. STUDIO ADDRESS: 102 S. Main St. PHONE: 2787. TRANSMITTER LOCATION: 20 Walker St., Somerset, Mass. TIME ON THE AIR: (Daily) 7:30 A.M. to 12:00 Midnight; (Sunday) 8:00 A.M. to 12:00 Midnight (115 hours weekly). NEWS SERVICE: Yankee Network News Service. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President and Station Manager. Wm. T. Welch  
 Secretary and Assistant Treasurer,  
 Philly J. Maurette  
 Program Director.....Josephine Y. Welch  
 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**

**GREENFIELD—EST. 1938**

MUTUAL—YANKEE & COLONIAL NETWORKS

FREQUENCY: 1240 Kc. POWER: 250 Watts.  
 OWNED BY: John W. Haigis. OPERATED BY: John W. Haigis. BUSINESS ADDRESS: Mansion House. PHONE: 4-3-0-1. STUDIO ADDRESS: Mansion House. TRANSMITTER LOCATION: Woodard Road. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight (118 hours weekly). NEWS SERVICE: Yankee Network News Service, Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

**Personnel**

Owner .....John W. Haigis  
 Manager.....James L. Spates  
 Commercial Manager.....C. D. Barradale  
 Program-Musical Director. Warren Greenwood  
 Production and Sales Promotion Manager,  
 Hal Goodwin  
 Publicity Director.....Ken Houseman  
 Artists' Bureau Head-Chief Announcer,  
 Robert S. Findlay  
 Chief Engineer.....James L. Spates

**Coverage**

	Daytime	Evening
Population—Primary	45,756	30,450
Radio Homes— "	10,630	7,095
Population—Secondary	209,407	.....
Radio Homes— "	47,370	.....

Source: Field intensity measurements.

**Representative**

Joseph Hershey McGillvra

**W H Y N \***

**HOLYOKE—EST. 1941**

FREQUENCY: 1370 Kc. POWER: 250 watts.  
 OWNED BY: The Hamden-Hampshire Corp. OPERATED BY: Same. BUSINESS ADDRESS: Holyoke, Mass. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hadley, Mass. TIME ON THE AIR: Unlimited license. NEWS-PAPER AFFILIATION: Holyoke Transcript-Telegram, Northampton Hampshire Gazette.

**Personnel**

President .....William Dwight  
 Commercial Manager.....Patrick J. Montague  
 Treasurer .....Minnie R. Dwight  
 Manager.....Charles N. DeRose

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

**W O C B**

**HYANNIS, CAPE COD—EST. 1939**

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: Harriet M. Alleman and Helen W.

MacLellan. OPERATED BY: Cape Cod Broadcasting Co. BUSINESS ADDRESS: West Yarmouth, Mass. STUDIO ADDRESS: West Yarmouth, Mass. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M.; Sundays, 9:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated.

**Personnel**

Station Manager..... H. M. Alleman  
 Commercial Manager..... A. A. Newcomb  
 Program Director..... A. H. Flint  
 Sales Promotion Manager..... Rodney Merrill  
 Chief Engineer..... Ralph Lawton

**W L A W**

LAWRENCE—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 680 Kc. POWER: 5000 watts. OWNED BY: Hildreth & Rogers Co. OPERATED BY: Hildreth & Rogers Co. BUSINESS ADDRESS: 278 Essex St. PHONE: 4107. STUDIO ADDRESS: 278 Essex St. TRANSMITTER LOCATION: River Road, Andover, Mass. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWS-PAPER AFFILIATIONS: Lawrence Daily Eagle, The Evening Tribune. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC

Thesaurus, World Broadcasting System, Standard Radio.

**Personnel**

President..... A. H. Rogers  
 General Manager..... Irving E. Rogers  
 Sales Manager..... David M. Kimel  
 Business Manager..... David G. Jones  
 Program Director..... John D. Maloy  
 Publicity Director..... William M. Noble  
 Chief Engineer..... George A. Hinckley

**Coverage**

	Daytime	Evening
Population—Primary	.....	1,874,000
Population—Secondary	.. 2,671,000	
Source: Field intensity survey.		

**Representative**

The Katz Agency

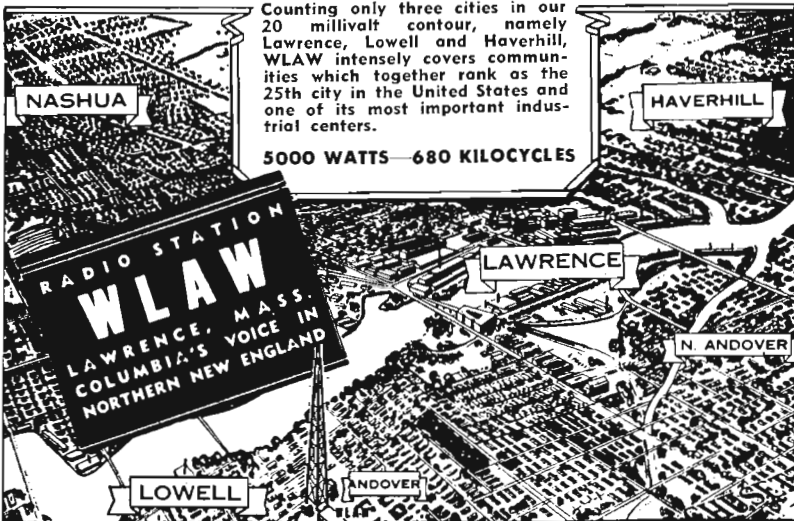
**W L L H**

LOWELL-LAWRENCE—EST. 1934

MUTUAL—YANKEE & COLONIAL

FREQUENCY: 1400 Kc. POWER: Lowell, 250 watts. 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: 6:25

**GREATER STRENGTH-CLEARER  
 THE NEW WLAW-5000 WATTS**





A.M. to 12:00 midnight. NEWS SERVICE: Yankee Network News Service, International News Service. HAS ARTISTS' BUREAU AFFILIATION. TRANSCRIPTION SERVICE: Associated Music, Lang-Worth.

**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.

**WNBH**

NEW BEDFORD—EST. 1921

COLONIAL—YANKEE—MUTUAL

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: E. Anthony & Sons, Inc. OPERATED BY: E. Anthony & Sons, Inc. BUSINESS ADDRESS: 588 Pleasant St. PHONES: 3-3447,

3-0246. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Crow Island, Fairhaven, Mass. 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  
 Chief Engineer.....Clyde Pierce

**WBRK**

PITTSFIELD—EST. 1938

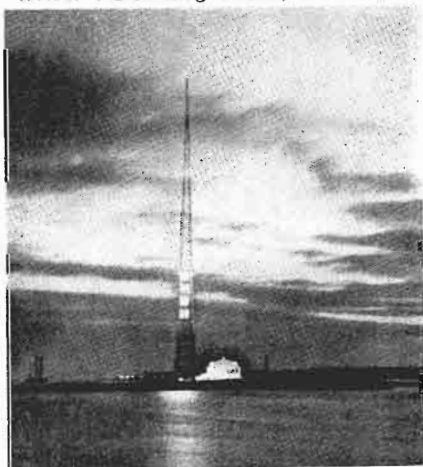
MUTUAL—COLONIAL & YANKEE NETWORKS  
 FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: Harold Thomas. OPERATED BY: Harold Thomas. BUSINESS ADDRESS: 8 Bank Row. PHONES: 2-1553-4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East St. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight (118 hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President-Owner.....Harold Thomas  
 Local Manager.....Levon Thomas  
 Commercial Manager.....Bruff W. Olin  
 Program Director.....Bernie Adams

*"Position Is Everything"*

WNBH Transmitting Station, Crow Island



*"An old sand bar of the sea gives birth to a miracle of the air"*

250 Watts Day and Night on a small island is equivalent to 750 Watts power elsewhere, due to water conduction.

This added and improved coverage is available at the 250 Watt advertising rates.

Reaching 300,000 people daily makes WNBH of New Bedford, Mass. a better buy for your advertising dollar.

RADIO STATION **WNBH** NEW BEDFORD, MASS.

*Member Yankee Network*

# W E S X

SALEM—EST. 1939

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: North Shore Broadcasting Co. OPERATED BY: North Shore Broadcasting Co. BUSINESS ADDRESS: 126 Washington St.; 341 Union St., Lynn. PHONES: Salem 5670; Lynn 5-1435. STUDIO ADDRESSES: Same. 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, World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

## Personnel

President.....Charles W. Phelan  
General Manager.....Van D. Sheldon  
Commercial Manager.....Robert C. Taylor  
Program Director.....Marjorie Leadbetter  
Chief Engineer.....Richard I. Hammond

## Coverage

	Daytime	Evening
Population—Primary	400,000	300,000
Radio Homes— " "	91,000	76,000
Radio Homes—Secondary	125,000	

Sources: Department of Commerce; Field strength measurements.

## Representative

William G. Rambeau Co.

# W M A S

SPRINGFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1450 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: Pynchon Park, West St. TIME ON THE AIR: (daily) 7:00 A.M. to 1:00 A.M.; (Sunday) 8:30 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Recorded Program Service.

## Personnel

President.....A. S. Moffat  
General Manager.....A. W. Marlin  
Program Director.....F. Turner Cooke  
Musical Director.....Paul Pelletier  
Chief Engineer.....Earl G. Hewinson

## 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

MBS—YANKEE—COLONIAL NETWORKS

FREQUENCY: 1270 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 12:00 Midnight. 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 Engineer.....A. R. Bradley

## 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 M A W \*

WORCESTER—EST. 1941

FREQUENCY: 1200 Kc. POWER: 250 watts with 3 100-watt amplifiers at Auburn, Whitinsville and Marlborough, Mass. OWNED BY: C. T. Scherer Co. OPERATED BY: Same. BUSINESS ADDRESS: Worcester.

## Personnel

President.....Frank F. Butler  
Vice-President.....W. Robert Ballard  
\*Station was licensed to operate under a construction permit at time of going to press.

# W O R C

WORCESTER—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 1000 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**

WORCESTER—1924

NBC (RED)—YANKEE NETWORK

FREQUENCY: 580 Kc. POWER: 5000 watts.  
 OWNED BY: Worcester Telegram Pub. Co., Inc.  
 OPERATED BY: Worcester Telegram Pub. Co., Inc.  
 BUSINESS ADDRESS: 18 Franklin St.  
 PHONE: Worcester 5-4321. STUDIO ADDRESS:  
 18 Franklin St. TRANSMITTER LOCATION:  
 Holden. TIME ON THE AIR: 6:30 A.M. to 12:00  
 Midnight (12½ hours weekly). NEWSPAPER  
 AFFILIATIONS: Worcester Telegram, Evening

Gazette, Sunday Telegram. NEWS SERVICE:  
 Associated Press, United Press, International  
 News Service. TRANSCRIPTION SERVICE:  
 World Broadcasting System.

**Personnel**

Vice-President-General  
 Manager..... George F. Booth  
 Director..... Edward E. Hill  
 Assistant Director..... Robert W. Booth  
 Commercial Manager..... George H. Jaspert  
 Local Sales Manager..... Dorothy Robinson  
 Chief Announcer..... Hollis Wright  
 Publicity Director..... Frederick L. Rushton  
 Program Director..... William T. Cavanagh  
 Musical Director..... Onell Smith  
 Chief Engineer..... Hobart H. Newell

**Coverage**

	Daytime	Evening
Population—Primary	1,014,000	764,564
Radio Homes— " "	245,626	159,030

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

**Representative**

Edward Petry & Co., Inc.

**MICHIGAN**

Population 5,256,106

Number of Radio Homes 1,272,120

Number of Families 1,382,738

Auto Registrations 1,187,000

*For 1940 Census data, please turn to page 259*

**W E L L**

BATTLE CREEK—EST. 1925

NATIONAL BROADCASTING CO.

MICHIGAN RADIO NETWORK

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Federated Publications, Inc. OP-  
 ERATED BY: Enquirer-News Co. BUSINESS  
 ADDRESS: 1 West Michigan Ave., 212-218  
 First National Bank Bldg. PHONE: 5655-7166.  
 STUDIO ADDRESS: Same. TRANSMITTER LO-  
 CATION: Same. TIME ON THE AIR: 7:00 A.M.  
 to Midnight; Sundays, 9:00 A.M. to Midnight.  
 NEWSPAPER AFFILIATIONS: Enquirer-News.  
 NEWS SERVICE: Associated Press, United  
 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

**Representative**

Burn-Smith Co.

**W B C M**

BAY CITY—EST. 1928

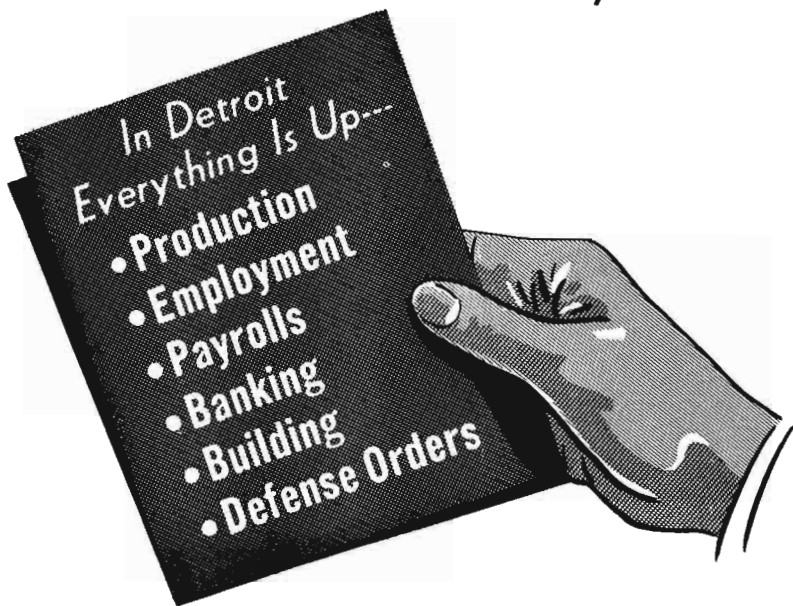
NBC—MICHIGAN RADIO NETWORK

FREQUENCY: 1440 Kc. POWER: 1000 watts,  
 d.; 500 watts, n. OWNED BY: Bay Broadcast-  
 ing Co., Inc. OPERATED BY: Same. BUSI-  
 NESS ADDRESS: 104 Center Ave. PHONE:  
 Bay City 7551 and Saginaw 2-2171. STUDIO  
 ADDRESS: Wenonah Hotel. TRANSMITTER  
 LOCATION: Hampton Township. TIME ON  
 THE AIR: 6:30 A.M. to 12:00 midnight; Sun-  
 days, 8:00 A.M. to 12:00 Midnight. NEWS  
 SERVICE: United Press. TRANSCRIPTION SER-  
 VICE: NBC Thesaurus.

**Personnel**

President..... James E. Davidson  
 General Manager..... H. A. Giesel  
 Sales Promotion Manager..... A. F. Huebner  
 Program Director..... Jack D. Parker  
 Production Manager..... Russ Lyon  
 Musical Director..... Lionel DeRemer  
 Chief Engineer..... Ralph H. Carpenter

— "and Remember, Detroit  
is Now in its 3rd Year of  
Important Business Gains



For 20 Year's, WWJ, Americas Pioneer  
Radio Station, has been First in Listener  
Interest in the Great Detroit Market.

WWJ

National Representatives

George P. Hollingbery Company

New York    ••    Chicago    ••    Atlanta  
San Francisco    ••    Los Angeles

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	106,319	64,218
Radio Homes— " . . . . .	26,575	16,057
Population—Secondary . . . . .	559,463	408,367
Radio Homes— " . . . . .	139,866	162,692

Source: Field intensity measurements; 1930 U. S. Census.

**Representative**

George P. Hollingsbery Co.

**W H D F**

**CALUMET—EST. 1929**

NORTH CENTRAL BROADCASTING SYSTEM  
 FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Upper Michigan Broadcasting Co. OPERATED BY: Upper Michigan Broadcasting Co. BUSINESS ADDRESS: Community Bldg., Houghton, Mich. PHONE: Houghton 1; and Calumet 869. STUDIO ADDRESS: 515 Scott St.; and Community Bldg., Houghton. 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, Standard Radio.

**Personnel**

General Manager . . . . . John W. Rice  
 Commercial Manager . . . . . Albert W. Payne  
 Program Director . . . . . Earl Nordeen  
 Technical Supervisor . . . . . George L. Burgan

**Coverage**

Population—Primary . . . . .	51,541
Radio Homes— " . . . . .	11,760
Population—Secondary . . . . .	20,727
Radio Homes— " . . . . .	4,010

Source: Signal strength survey; Joint Committee.

**Representative**

Bogner & Martin

**W J B K**

**DETROIT—EST. 1928**

FREQUENCY: 1490 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 . . . . . Ethel Berman  
 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**

**DETROIT—EST. 1925**

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 760 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: Trenton, Mich. TIME ON THE AIR: 5:30 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: World Broadcasting System, Standard Radio.

**Personnel**

President . . . . . G. A. Richards  
 Executive Vice-President and General Manager . . . . . Leo Fitzpatrick  
 Vice-President . . . . . John Pat'  
 Assistant General Manager-Sales Manager, Owen F. Uridge  
 Secretary-Treasurer . . . . . P. M. Thomas  
 Publicity Director . . . . . Neal Tomy  
 Program Director . . . . . Norman White  
 Chief Announcer . . . . . Franklin C. Mitchell  
 Musical Director . . . . . Samuel Benavie  
 Chief Engineer . . . . . M. R. Mitchell

**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.

**W M B C**

**DETROIT—EST. 1925**

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: John L. Booth Broadcasting, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 7310 Woodward. PHONE: Madison 9100. STUDIO ADDRESS: 7310 Woodward Ave. and Eaton Tower Bldg. TRANSMITTER LOCATION: 7310 Woodward. TIME ON THE AIR: 6:00 A.M. to 2:00 A.M. (134 hours weekly). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President-General Manager . . . . . John L. Booth

• • • **MICHIGAN** • • •

Vice-President.....W. W. Booth  
 Secretary.....Hugh M. Gray  
 Station Manager.....Edythe Fern Melrose  
 Program-Publicity Director.....Fred Knorr  
 Chief Announcer.....Charles Farrell  
 Musical Director.....Herbert Mertz  
 Chief Engineer.....Edward Clark

**Coverage**

Population—Primary ..... 1,999,000  
 Radio Homes— " ..... 480,900  
 Population—Secondary ..... 2,242,000

Source: Field intensity measurements.

**Representative**

Furgason & Walker

**CKLW**

DETROIT

(See Windsor, Ont., Canada)

**W W J**

DETROIT—EST. 1920

NATIONAL BROADCASTING CO. (RED)

FREQUENCY: 950 Kc. POWER: 5000 watts.

OWNED BY: Evening News Assn. OPERATED BY: Same. BUSINESS ADDRESS: 615 W. Lafayette Blvd. PHONE: Randolph 2000. STUDIO ADDRESS: 624-30 W. Lafayette Blvd. 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: Lang-Worth, Standard Radio.

**Personnel**

General Manager.....W. J. Scripps  
 Assistant General Manager.....E. L. Tyson  
 Sales Manager.....Harry Bannister  
 Sales Promotion Manager.....Jake Albert  
 Musical Director.....Mischa Kottler  
 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.

(See Page 450)

**WXYZ**

DETROIT—EST. 1930

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

FREQUENCY: 1270 Kc. POWER: 5000 watts.  
 OWNED BY: King-Trendle Broadcasting Corp.

CKLW



5000 WATTS DAY and NIGHT • CLEAR CHANNEL  
 MUTUAL BROADCASTING SYSTEM

OPERATED BY: Same. BUSINESS ADDRESS: 17th Floor—Stroh Bldg. PHONE: PBX Cherry 8321. STUDIO ADDRESS: Atop Maccabees Bldg. TRANSMITTER LOCATION: 15505 Joy Rd. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Has wide range of transcription library.

**Personnel**

President-Treasurer.....George W. Trendle  
 Vice-President.....John H. King  
 Secretary-General Manager,  
     H. Allen Campbell  
 Commercial Manager.....Harry Sutton, Jr.  
 Advertising and Sales Promotion Manager,  
     Charles C. Hicks  
 Studio Supervisor.....H. Earl Noore  
 Chief Announcer.....Roy Gardner  
 Publicity Director.....Felix Holt  
 Musical Director.....Benny Kyte  
 Chief Engineer.....Roy Gardner

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	2,945,474	2,287,329
Radio Homes— " . . . . .	683,111	524,070

Source: Field intensity survey.

**Representative**

Paul H. Raymer Co.

**W K A R**

EAST LANSING—EST. 1922

FREQUENCY: 870 Kc. POWER: 5000 watts. OWNED BY: Michigan State College. OPERATED BY: Michigan State College. BUSINESS ADDRESS: East Lansing. PHONE: 59113, Ext. 600. STUDIO ADDRESS: Campus. TRANSMITTER LOCATION: Campus. TIME ON THE AIR: 6:00 A.M. to 5:00 P.M., daily except Sunday.

**Personnel**

Station Manager.....Robert J. Coleman  
 Chairman, Radio Committee....R. J. Baldwin  
 Chief Engineer.....Norris Grover

**Coverage**

Population—Primary . . . . .	4,160,000
Radio Homes— " . . . . .	955,760

Source: Joint Committee.

**W D B C \***

ESCANABA—EST. 1941

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Delta Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Escanaba. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license. NEWSPAPER AFFILIATION: Marquette Mining Journal.

**Personnel**

President.....Joe J. Clancy  
 Vice-President.....George F. Perrin  
 Secretary-Treasurer.....Gordon H. Bozek

\*Station was licensed to operate under a construction permit at time of going to press.

**W F D F**

FLINT—EST. 1922

NBC—BLUE

MICHIGAN RADIO NETWORK

FREQUENCY: 910 Kc. POWER: 1000 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: E. Bristol Rd. TIME ON THE AIR: (daily) 6:00 A.M. to 12:00 Midnight, (Sunday) 8:00 A.M. to 12:00 Midnight. NEWS SERVICES: International News Service and WFDF News Bureau (local). TRANSCRIPTION SERVICE: NBC The-saurus.

**Personnel**

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

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	564,200	943,750
Radio Homes— " . . . . .	120,900	202,232
Population—Secondary . . . . .	956,840	972,360
Radio Homes— " . . . . .	204,857	208,286

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

**Representative**

Burn-Smith Co.

**W G R B \***

GRAND RAPIDS—EST. 1940

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Grand Rapids Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Grand Rapids. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

**Personnel**

President.....Boyd K. Muir  
 Treasurer.....Harrison L. Goodspeed  
 Vice-President.....Angus D. Plaff  
 Secretary.....Siegel W. Judd

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

**W L A V**

GRAND RAPIDS—EST. 1940

MUTUAL BROADCASTING SYSTEM  
 FREQUENCY: 1340 Kc. POWER: 250 watts.

OWNED BY: Leonard A. Versluis. OPERATED BY: Leonard A. Versluis. BUSINESS ADDRESS: Keeler Bldg., 6 Fountain St., N. E. PHONE: 6-5461. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:45 A.M. to 1:00 A.M.; Sundays, 8:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Owner.....Leonard A. Versluis  
 Station Manager.....Hy M. Steed  
 Merchandising Manager.....Roy C. Kelley  
 Sales Promotion Manager.....King C. Bard  
 Publicity Director.....Pat Hannagan  
 Traffic Manager.....Kathryn Mordo  
 Chief Announcer.....John Marshall  
 Musical Director.....Lew Srubman  
 Chief Engineer.....Lauren Bergeron

**WOOD-WASH**

GRAND RAPIDS—EST. 1923

NBC (RED & BLUE)

MICHIGAN RADIO NETWORK

FREQUENCY: 1300 Kc. POWER: 5000 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: Associated Program Service.

**Personnel**

President.....George W. Trendle  
 Station and Sales Manager, Stanley W. Barnett  
 Merchandising Manager.....Paul Eichhorn  
 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**

IRONWOOD—EST. 1931

ARROWHEAD BROADCASTING SYSTEM

FREQUENCY: 1450 Kc. POWER: 250 watts.

OWNED BY: Upper Michigan-Wisconsin Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: St. James Hotel Annex. PHONE: 20. STUDIO ADDRESS: St. James Hotel Annex. TRANSMITTER LOCATION: North of Ironwood

on U. S. No. 2 near Douglas Blvd. TIME ON THE AIR: Unlimited time; regular schedule 7:00 A.M. to 10:00 P.M.; Sunday, 10:00 A.M. to 6:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers, Standard Radio.

**Personnel**

Vice-President and General Manager, Noel C. Ruddell  
 Commercial Manager.....Richard Hasbrook  
 Program and Musical Director....Harry Wills  
 Chief Engineer.....R. L. Johnson

**Coverage**

	Daytime	Evening
Population—Primary	95,978	60,000
Radio Homes—"	24,289	15,000
Population—Secondary	66,783	45,000
Radio Homes—"	16,691	11,250

Source: U. S. Census; Mail analysis.

**Representative**

Bogner & Martin

**WIBM**

JACKSON—EST. 1925

NBC—BLUE

MICHIGAN RADIO NETWORK

FREQUENCY: 1450 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. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President .....Herman Radner  
 Vice-President and Station Manager .....Roy Radner  
 Program Director.....Willie Dunn  
 Sales Promotion Manager.....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.

**Representative**

Forjoe & Co.

**WKZO**

KALAMAZOO—EST. 1923

MICHIGAN RADIO NETWORK

FREQUENCY: 590 Kc. POWER: 1000 watts.

OWNED BY: WKZO, Inc. OPERATED BY: WKZO, Inc. BUSINESS ADDRESS: Burdick Hotel. PHONE: Kalamazoo 3-1223. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Parchment. TIME ON THE AIR: 6:00 A.M. to



12:00 Midnight; Sundays, 7:30 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President-General Manager... John E. Fetzer  
Commercial Manager... John W. O'Harrow  
Program Director... Merlin Stonehouse  
Chief Engineer... Edwin Rector

**Coverage**

Population—Primary ..... 708,596  
Radio Homes— " ..... 176,350  
Source: Field intensity survey; U. S. Census, 1930; Joint Committee.

**Representative**

Howard H. Wilson Co.

**W J I M**

LANSING—EST. 1934  
NBC (BLUE)

MICHIGAN RADIO NETWORK

FREQUENCY: 1240 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  
Sales Promotion Manager... Omri S. Jones  
Program Director... Bob Innes  
Publicity Director... H. K. Finch

**Coverage**

	Daytime	Evening
Population—Primary ....	201,333	201,333
Radio Homes— " ....	46,306	46,306
Population—Secondary ...	175,867	175,867
Radio Homes— " ....	40,449	40,449

Source: Station survey.

**W M P C**

LAPEER—EST. 1926

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: The Liberty Street Gospel. OPERATED BY: Same. BUSINESS 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: 1340 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: 8:00 A.M. to 10:00 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**

MUSKEGON—EST. 1926

FREQUENCY: 1490 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. Associated, Lang-Worth, Davis & Schwegler.

**Personnel**

General Manager... Grant F. Ashbacker  
Chief Announcer... Curt Flowers  
Publicity Director... W. R. Duchane  
Artists' Bureau Head-Musical Director,

Frank Lynn

Chief Engineer ..... Geo. Krivitzky

**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: 1130 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**

President.....George M. Stutz  
 General Manager.....H. Y. Levinson  
 Program Director.....Stanley Schultz  
 Commercial Manager.....W. K. Bailey  
 Chief Engineer.....Wiley Wenger

**Coverage**

Population—Primary ..... 2,604,000  
 Radio Homes— " ..... 576,700

Source: Field intensity survey; Joint Committee.

**Representative**

Radio Advertising Corp.

**W H L S**

**PORT HURON—EST. 1938**

FREQUENCY: 1450 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 St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 540—32nd St. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated.

**Personnel**

General Manager.....Angus Pfaff  
 Sales and Sales Promotion Manager.  
   Robert Macklin  
 Production Manager.....Harmon L. Stevens  
 Musical Director.....Lyle Patterson  
 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: 1340 Kc. POWER: 250 watts.  
 OWNED BY: Royal Oak Broadcasting Co.  
 OPERATED BY: Royal Oak Broadcasting Co.  
 BUSINESS ADDRESS: 212 W. 6th St. PHONES:  
 Elmhurst 6524 and Royal Oak 0815. STUDIO  
 ADDRESS: 212 W. 6th St. TRANSMITTER LO-  
 CATION: 212 W. 6th St. TIME ON THE AIR:  
 8:00 A.M. to 4:00 A.M.

**Personnel**

President .....G. B. Hartrick  
 Business Manager.....E. C. Thompson  
 Chief Engineer.....Joseph L. McFarland

**W H A L** \*

**SAGINAW—EST. 1939**

FREQUENCY: 980 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.

\* Station was licensed to operate under a construction permit at time of going to press.

**W S A M**

**SAGINAW**

FREQUENCY: 1230 Kc. POWER: 250 watts. d.; 100 watts. n. OWNED BY: Saginaw Broadcasting Co. OPERATED BY: Saginaw Broadcasting Co. BUSINESS ADDRESS: Bay at Weiss St. PHONE: 26148. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 74½ hours weekly. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President.....Milton L. Greenebaum  
 Station Manager.....Frederic Shaftmaster  
 Program Director.....Stuart Sheill  
 Publicity Director.....Bob Phillips  
 Chief Engineer.....Harold McCullen

**Coverage**

	Daytime	Evening
Population—Primary ....	590,000	350,000
Radio Homes— " .....	138,000	105,000
Population—Secondary ..	130,000	80,000
Radio Homes— " .....	31,000	17,000

Source: Field intensity survey; Joint Committee.

**W S O O**

**SAULT STE. MARIE—EST. 1939**

FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: Hiawathaland Broadcasting Co.  
 OPERATED BY: Hiawathaland Broadcasting Co.  
 BUSINESS ADDRESS: 104 W. Portage Ave. PHONE: 2642. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: U. S. Highway No. 2. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M.; Sundays, 9:30 A.M. to 9:30 P.M.

**Personnel**

General Manager.....Stanley R. Pratt  
 Program Director.....John W. Lozier  
 Commercial Manager.....R. Y. Burnett

**Representative**

Joseph Hershey McGillvra

**W T C M**

**TRAVERSE CITY—EST. 1940**

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Midwestern Broadcasting Co.  
 OPERATED BY: Midwestern Broadcasting Co.  
 BUSINESS ADDRESS: Anderson Bldg. PHONE:  
 1150 STUDIO ADDRESS: Same. TRANSMITTER

LOCATION: Elmwood Township, Mich. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. TRANSCRIPTION SERVICE: Standard Radio. MAIN-TAINS ARTISTS' BUREAU.

**Personnel**

President-Station Manager..... Les Biederman  
Sales Manager..... Graham Keevil  
Chief Engineer..... Drew McClay

# MINNESOTA

Population 2,792,300

Number of Radio Homes 620,770

Number of Families 726,391

Auto Registrations 869,940

*For 1940 Census data, please turn to page 260*

## KATE

ALBERT LEA—EST. 1937

MUTUAL BROADCASTING SYSTEM  
NORTH CENTRAL BROADCASTING SYSTEM  
FREQUENCY: 1450 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. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: C. P. MacGregor, World Broadcasting Co. and Standard Radio.

**Personnel**

President and Station Manager... E. L. Hayek  
Assistant Manager..... Warren C. Tidemann  
Commercial Manager..... Tom H. Lathrop  
Program Director..... Sherman Booen  
Publicity Director..... Ernest Murray  
Musical Director..... Helen Davis  
Chief Engineer..... George Church

**Coverage**

Population—Primary ..... 242,876  
Radio Homes— " ..... 51,570  
Population—Secondary ..... 548,630  
Radio Homes— " ..... 117,566

Source: Field intensity measurements and mail count.

## K D A L

DULUTH—EST. 1936

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 1490 Kc. POWER: 250 watts.  
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 12:00 Midnight; Sundays, 8:00 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press-Radio Bureau. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

**Personnel**

Station Manager..... Dalton LeMasurier  
Commercial Manager..... A. H. Flaten  
Publicity Director..... Ellis Harris

Program Director..... Gilbert Fawcett  
Chief Engineer..... Robert A. Dettman

**Coverage**

	Daytime	Evening
Population—Primary ....	180,600	180,600
Radio Homes— " .....	38,950	38,950
Population—Secondary ..	135,400	142,400
Radio Homes— " .....	28,420	30,140

Source: CBS Listener Study.

## W E B C

DULUTH—EST. 1924

NATIONAL BROADCASTING COMPANY  
ARROWHEAD BROADCASTING SYSTEM  
NORTH CENTRAL BROADCASTING SYSTEM  
FREQUENCY: 1320 Kc. POWER: 5000 watts.  
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  
Chief Engineer..... Charles Persons

**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

FERGUS FALLS—EST. 1926

MUTUAL BROADCASTING SYSTEM  
NORTH CENTRAL BROADCASTING SYSTEM  
FREQUENCY: 1230 Kc. POWER: 250 watts.



# WCCO

now in its  
seventeenth year is  
the greatest  
advertising force  
in the Twin Cities  
and in the  
Northwest.

Among other things, it has:

## 50,000 WATTS WHERE IT COUNTS THE MOST

810 KILOCYCLES • MINNEAPOLIS-ST. PAUL  
Owned and operated by the Columbia Broadcasting  
System. Represented nationally by Radio Sales.

OWNED BY: C. L. Jaren. OPERATED BY:  
Same. BUSINESS ADDRESS: Fergus Falls.  
PHONE: 898. STUDIO ADDRESS: Same.  
TRANSMITTER LOCATION: Same. TIME ON  
THE AIR: 6:30 A.M. to 12:00 Midnight: Sun-  
days, 7:30 A.M. to 12:00 Midnight. NEWS  
SERVICE: Transradio Press. TRANSCRIPTION  
SERVICE: C. P. MacGregor, Davis & Schweg-  
ler. MAINTAINS ARTISTS' BUREAU.

### Personnel

General Manager.....C. L. Jaren

### Coverage

Population—Primary .....	250,100
Radio Homes— " .....	45,300
Population—Secondary .....	225,600
Radio Homes— " .....	40,200

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: 1240 Kc. POWER: 250 watts.

OWNED BY: Head of the Lakes Broadcasting  
Co. OPERATED BY: Same. BUSINESS AD-  
DRESS: 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.

### Personnel

President .....Morgan Murphy  
Station Manager .....H. S. Hyett

# K Y S M

MANKATO—EST. 1938

NATIONAL BROADCASTING CO.  
MINNESOTA RADIO NETWORK

FREQUENCY: 1230 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:  
N. Mankato, top of Belgrade Hill. TIME ON  
THE AIR: Full time license. NEWS SERVICE:  
United Press. TRANSCRIPTION SERVICE:  
NBC Thesaurus. MAINTAINS ARTISTS' BU-  
REAU.

### Personnel

Manager.....Ray E. Schwartz  
Continuity Director.....Bess Lyman  
Sales Promotion Manager....John F. Meagher  
Program-Publicity Director.....Jack Hansen  
Musical Director.....Maurice Piche  
Chief Engineer.....H. D. Kimberly

**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**

MINNEAPOLIS-ST. PAUL—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 830 Kc. POWER: 50,000 watts.

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 1:00 A.M. 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— " . . . . .	608,750	572,540

Source: CBS Listener Study.

**Representative**

Radio Sales

**W D G Y**

MINNEAPOLIS-ST. PAUL—EST. 1923

NORTHLAND NETWORK

FREQUENCY: 1130 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 sunset, Mountain Standard Time (129½ hours weekly). NEWS SERVICES: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, Lang-Worth.

**Personnel**

Owner and General Mgr. . . . . Geo. W. Young  
 Commercial and Program Manager,  
 Wallace E. Stone  
 Office Manager . . . . . Gertrude Faue  
 Accountant . . . . . A. A. Conrad

Musical Director . . . . . Carl Johnson  
 Chief Engineer . . . . . George K. Jacobson

**Coverage**

Population—Primary . . . . .	1,651,093
Radio Homes— " . . . . .	346,950
Population—Secondary . . . . .	310,030
Radio Homes— " . . . . .	68,680

Source: 1940 U. S. Census; Department of Commerce.

**Representative**

William G. Rambeau Co.

**W L B**

MINNEAPOLIS—EST. 1924

FREQUENCY: 770 Kc. POWER: 5000 watts. OWNED BY: University of Minnesota. OPERATED BY: University of Minnesota. BUSINESS ADDRESS: Eddy Hall, University of Minnesota. PHONE: Main 8177, Extensions 419, 822 and 821. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North Cleveland Ave. and County Rd. A-2, St. Paul. TIME ON THE AIR: Shares daytime hours with WCAL. NEWS SERVICE: United Press.

**Personnel**

Manager . . . . . Burton Paulu  
 Program Director . . . . . J. Hubert Swanson  
 Production Manager . . . . . Reid Erekson  
 Chief Announcer . . . . . Averill Berman  
 Musical Director . . . . . Leland B. Sateren  
 Chief Engineer . . . . . Francis J. Blitz  
 (Non-Commercial Station)

**W L O L**

MINNEAPOLIS-ST. PAUL—EST. 1940

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1330 Kc. POWER: 1000 watts.

OWNED BY: Independent Merchants Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 1730 Hennepin Ave. STUDIO ADDRESS: 1730 Hennepin Ave., Minneapolis; Commodore Hotel, St. Paul. PHONES: At. 0406 and Mi 4043. TIME ON THE AIR: 18 hours daily. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated.

**Personnel**

President . . . . . John P. Devaney  
 General Manager . . . . . Edward P. Shurick  
 Sales Manager . . . . . Stan H. Haigh  
 Sales Promotion Manager . . . . . E. Brautigann  
 Continuity Director . . . . . Beatrice Leaman  
 Program Director . . . . . Jerry Harrington  
 Chief Announcer . . . . . James Payton  
 Musical Director . . . . . Verne Rooney  
 Chief Engineer . . . . . Ogden Prestholdt

**Representative**

Foreman Co.

# *There must be a Reason*

Nearly 400 of the nation's leading network, national spot and local advertisers—represented by more than 100 of the country's outstanding advertising agencies—chose to tell their sales messages in the Twin Cities' market in 1940 via KSTP.

# KSTP

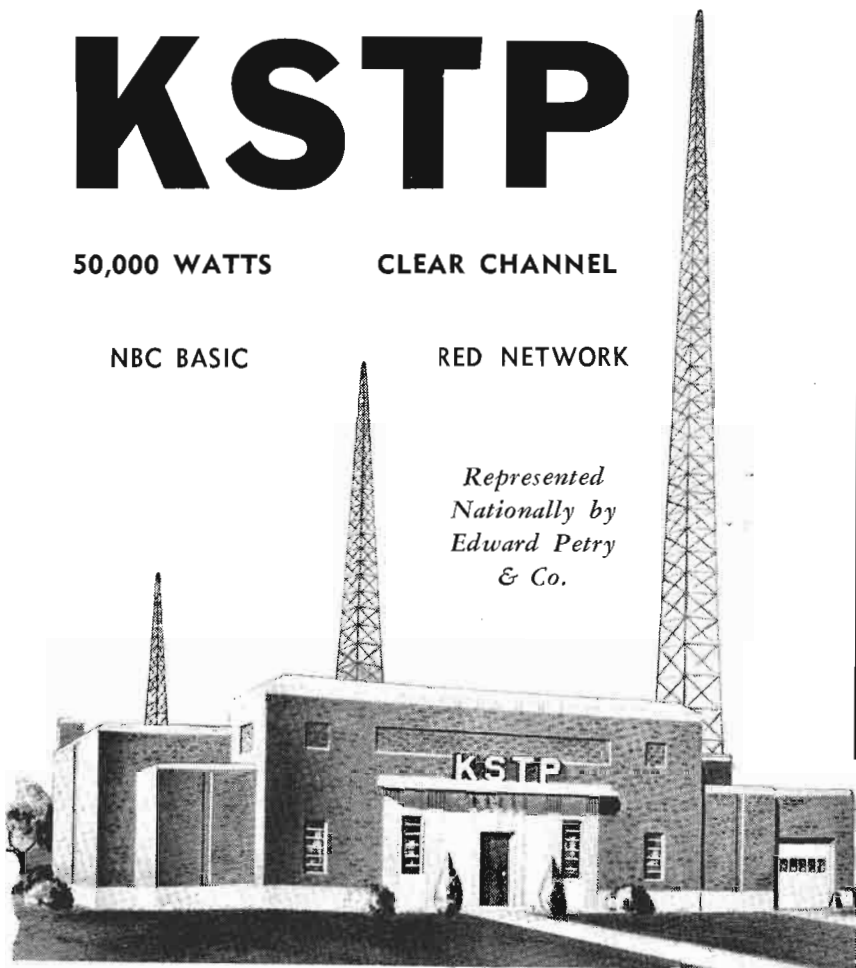
**50,000 WATTS**

**CLEAR CHANNEL**

**NBC BASIC**

**RED NETWORK**

*Represented  
Nationally by  
Edward Petry  
& Co.*



# WTCN

MINNEAPOLIS-ST. PAUL—EST. 1928

NATIONAL BROADCASTING CO. (BLUE)  
 FREQUENCY: 1280 Kc. POWER: 5000  
 watts, d.; 1000 watts, n. OWNED BY: Minne-  
 sota Broadcasting Co. OPERATED BY: Minne-  
 apolis Tribune-Times Tribune & St. Paul Dis-  
 patch-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: Minne-  
 apolis Tribune-Times Tribune & St. Paul Dis-  
 patch-Pioneer Press. NEWS SERVICES: Inter-  
 national News Service, Associated Press (non-  
 commercial). TRANSCRIPTION SERVICE: Asso-  
 ciated Music Library, Lang-Worth.

## Personnel

President.....W. F. Johns  
 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

# KVOX

MOORHEAD—EST. 1937

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM  
 FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: KVOX Broadcasting Co. OPER-  
 ATED BY: Same. BUSINESS ADDRESS: Com-  
 stock Hotel. PHONE: 3-1523. STUDIO AD-  
 DRESS: Same. TRANSMITTER LOCATION:  
 14th St. and 12th Ave. TIME ON THE AIR:  
 6:30 A.M. to 12:00 Midnight (12½ hours  
 weekly). NEWS SERVICE: United Press. TRAN-  
 SCRPTION SERVICE: World Broadcasting Sys-  
 tem.

## Personnel

President.....R. K. Herbst  
 Station Manager.....M. M. Marget  
 Commercial Manager....Reinhart Steinley, Jr.  
 Program Director.....Frank Gillespie

# WCAL

NORTHFIELD—EST. 1922

FREQUENCY: 770 Kc. POWER: 5000 watts.  
 OWNED BY: St. Olaf College. OPERATED  
 BY: Same. BUSINESS ADDRESS: St. Olaf  
 College, Northfield. PHONE: 770. STUDIO

ADDRESS: Same. TRANSMITTER LOCATION:  
 Same. TIME ON THE AIR: Shares time with  
 WLB.

## Personnel

Director.....Dr. Martin Hegland  
 Station Manager.....M. C. Jensen  
 Production Manager.....Alvar Sandquist  
 Musical Director.....O. R. Overby  
 Chief Engineer.....Amos Dicke  
 (Non-Commercial Station)

# KROC

ROCHESTER—EST. 1935

NATIONAL BROADCASTING CO.

MINNESOTA RADIO NETWORK

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: Southern Minn. Broadcasting Co.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 100 First Ave. Bldg. PHONE: 3924-5 STU-  
 DIO ADDRESS: 100 First Ave. Bldg.  
 TRANSMITTER LOCATION: Crusade Township.  
 TIME ON THE AIR: 6:00 A.M. to 1:00 A.M.  
 NEWS SERVICE: United Press. MAINTAINS  
 ARTISTS' BUREAU. TRANSCRIPTION SER-  
 VICE: World Broadcasting System, Associated  
 Music Library.

## Personnel

President and General  
 Manager.....Gregory Gentling  
 Secretary.....Maxine Jacobs  
 Program Director.....La Vell Waltman  
 Production Manager-Chief Announcer,  
 GERAL WING  
 Publicity Director.....Cal Smith  
 Musical Director.....William Neville  
 Chief Engineer.....Fred C. Clark

## Coverage

	Daytime	Evening
Population—Primary	306,984	306,984
Radio Homes—"	72,105	72,105
Population—Secondary	1,025,108	922,000
Radio Homes—"	149,301	.....

Source: U. S. Census; station survey.

## Representative

Joseph Hershey McGillvra

# KFAM

ST. CLOUD—EST. 1938

NATIONAL BROADCASTING CO.

MINNESOTA RADIO NETWORK

FREQUENCY: 1450 Kc. POWER: 250 watts.  
 OWNED BY: The Times Publishing Co. OPER-  
 ATED BY: The Times Publishing Co. BUSINESS  
 ADDRESS: 16-18 Sixth Ave., North. STUDIO  
 ADDRESS: Weber Bldg. TRANSMITTER LOCA-  
 TION: Highway No. 152. TIME ON THE AIR:  
 6:00 A.M. to 12:00 midnight. NEWSPAPER AF-  
 FILIATIONS: St. Cloud Times Journal. NEWS  
 SERVICE: Associated Press, United Press.  
 MAINTAINS ARTISTS' BUREAU.

**Personnel**

General Manager.....Fred Schilplin

**Coverage**

Population—Primary ..... 197,396  
 Radio Homes— " ..... 37,180  
 Population—Secondary ..... 1,238,312  
 Radio Homes— " ..... 289,290

Source: Field intensity measurements.

**K S T P**

ST. PAUL-MINNEAPOLIS—EST. 1928

NBC (RED)

MINNESOTA RADIO NETWORK

FREQUENCY: 1500 Kc. POWER: 50,000 watts.  
 OWNED BY: KSTP, Inc. OPERATED BY: KSTP, Inc. BUSINESS ADDRESS: St. Paul Hotel. PHONE: Cedar 5511-St. Paul; Bridgeport 3222-Minneapolis. STUDIO ADDRESS: St. Paul Hotel, Raddisson Hotel. TRANSMITTER LOCATION: Highway 61. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. (daily), 7:00 A.M. to 1:00 A.M. (Sunday). (132 hours weekly.) NEWS SERVICE: United Press, Radio News Assoc. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, NBC The-saurus.

**Personnel**

President-General Manager. Stanley E. Hubbard  
 Vice President-Assistant Manager. K. M. Hance  
 Sales Manager.....Ray C. Jenkins  
 Educational Director.....T. D. Rishworth  
 Program Director.....Corinne Jordan  
 Sales Promotion Manager.....Sam Levitan  
 Publicity Director.....Joseph O. Meyers  
 Chief Announcer.....Brooks Henderson  
 Artists' Bureau Head.....David Stone  
 Musical Director.....Leonard Leigh  
 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 Pety & Co., Inc.  
 (See Page 460)

**W M I N**

ST. PAUL & MINNEAPOLIS

EST. 1936

FREQUENCY: 1400 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., Minne-

apolis. TRANSMITTER LOCATION: 1287 St. Anthony St., St. Paul. TIME ON THE AIR: 6:00 A.M. to midnight. NEWS SERVICE: International News Service. Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Lang-Worth, Standard Radio, Associated Music Publishers.

**Personnel**

President and General  
 Manager ..... Edward Hoffman  
 Program-Publicity Director.....Marlyn Powell  
 Production Manager-Chief Announcer,  
 Frank Devaney  
 Musical Director.....Lillian Jones  
 Chief Engineer.....Warren Fritze

**Coverage**

Daytime  
 Population—Primary ..... 825,000  
 Population—Secondary ..... 1,025,000  
 Source: Chamber of Commerce.

**W H L B**

VIRGINIA—EST. 1936

COLUMBIA BROADCASTING SYSTEM  
 ARROWHEAD NETWORK

NORTH CENTRAL BROADCASTING SYSTEM  
 FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Head of the Lakes B/C Co. OPERATED BY: Head of the Lakes B/C Co. BUSINESS ADDRESS: Duluth, Minn. STUDIO ADDRESS: Sixth Ave., South. PHONE: 2000. TRANSMITTER LOCATION: Sixth Ave., South. TIME ON THE AIR: 16½ hours daily. NEWS-PAPER AFFILIATION: Superior Telegram. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President.....W. C. Bridges  
 Station Manager.....Barney Irwin  
 Program Director-Chief Announcer,  
 Wayne C. Byers  
 Publicity-Educational Director...Norman Page  
 Sales Promotion Manager.....Bill Lofback  
 Artists' Bureau Head.....Billie Denison

**Coverage**

Population—Primary ..... 82,043  
 Radio Homes— " ..... 15,000  
 Population—Secondary ..... 91,065  
 Radio Homes— " ..... 15,956

Source: Station survey.

**K W L M**

WILMAR—EST. 1940

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: Lakeland Broadcasting Co. OPERATED BY: Lakeland Broadcasting Co. BUSINESS ADDRESS: Willmar. STUDIO ADDRESS: Willmar War Memorial Auditorium. PHONE: 1310. TRANSMITTER LOCATION: Foot Lake. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M.



NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Transco.

**Personnel**

President.....H. W. Linder  
Station Manager.....Edgar Parsons  
Chief Announcer.....Jack Lynch  
Chief Engineer.....Verne Baumgartner

**Representative**

Associated Radio Markets

**K W N O**

WINONA—EST. 1938

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM  
FREQUENCY: 1230 Kc. POWER: 250 watts.  
OWNED BY: Winona Radio Service. OPERATED BY: Winona Radio Service. BUSINESS ADDRESS: 216 Center St. PHONE: 3314

STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 831 Sarnia St. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWS SERVICE: United Press: NEWSPAPER AFFILIATION: Winona Republican-Herald. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President.....M. H. White  
Treasurer.....H. R. Wiekling  
General Manager.....L. L. McCurnin  
Sales Manager.....Bob Owen  
Chief Announcer.....Ryan Halloran  
Musical Director.....Margaret Johnson  
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 2,183,796

Number of Radio Homes 228,090

Number of Families 537,359

Auto Registrations 249,705

*For 1940 Census data, please turn to page 262*

**W C B I**

COLUMBUS—EST. 1940

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Birney Imes, Sr. OPERATED BY: Birney Imes, Sr. BUSINESS ADDRESS: Commercial Dispatch Bldg. STUDIO ADDRESS: Gilmer Hotel. PHONE: 980, 1313. TRANSMITTER LOCATION: Tombigbee Bridge. TIME ON THE AIR: 108 hours weekly. NEWSPAPER AFFILIATION: Commercial Dispatch. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President.....Birney Imes, Sr.  
General Manager.....Bob McRaney  
Station Manager.....Birney Imes, Jr.  
Commercial Manager.....Walter G. Allen  
Program Director.....W. E. Williams  
Publicity Director.....Drew Shankle  
Musical Director.....Annie Pearl Ferguson  
Chief Engineer.....Robert Montgomery

**Coverage**

Population—Primary .....	535,000
Radio Homes— " .....	65,000

**W J P R**

GREENVILLE—EST. 1939

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: John R. Pepper. OPERATED BY:

John R. Pepper. BUSINESS ADDRESS: 107 S. Poplar. PHONE: 1770. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North on Highway No. 1. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers.

**Personnel**

Owner.....John R. Pepper  
Manager.....Paul Thompson  
Program Director.....Bert Ferguson  
Production Manager.....Barleu Ashley  
Chief Engineers.....Millard Perry, Ray Dickson

**Coverage**

	Daytime	Evening
Population—Primary .....	345,812	172,906
Radio Homes— " .....	37,753	18,877
Population—Secondary ..	165,000	82,500
Radio Homes— " .....	13,410	6,705

Source: Field intensity measurements.

**Representative**

Frank Baldwin

**W G R M**

GREENWOOD—EST. 1937

NBC-Blue—MISSISSIPPI NETWORK

FREQUENCY: 1240 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: Leflore County. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: International News SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated.

**Personnel**

President..... P. K. Ewing, Sr.  
 General Manager..... P. K. Ewing, Jr.  
 Program Director..... Ross Nelson  
 Production Manager..... Ray McGuire  
 Chief Engineer..... George Wilson

**Coverage**

Population—Primary .....	400,000
Radio Homes— " .....	68,000
Population—Secondary .....	500,000
Radio Homes— " .....	75,000

Source: State Census.

**Representative**

Sears & Ayer, Inc.

**W G C M**

**GULFPORT—EST. 1929**

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: WGCM, Inc. OPERATED BY: WGCM, Inc. BUSINESS ADDRESS: Hotel Markham. PHONE: Gulfport 1111. STUDIO ADDRESS: Markham Hotel. TRANSMITTER LOCATION: 22nd St. and 15th Ave. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President..... P. K. Ewing  
 General Manager..... F. C. Ewing  
 Program Director..... Jack Reid  
 Production Manager..... H. C. Hill  
 Artists' Bureau Head..... V. M. Glass  
 Chief Announcer..... Harry Brown  
 Chief Engineer..... Kenneth Ervin

**Coverage**

Population—Primary .....	64,326
Radio Homes— " .....	14,212
Population—Secondary .....	169,306
Radio Homes— " .....	31,110

Source: Station survey.

**Representative**

Burn-Smith Co.

**W F O R**

**HATTIESBURG—EST. 1924**

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Forrest Broadcasting Company. OPERATED BY: Same. BUSINESS ADDRESS: 302 Hemphill St. PHONE: 1866-67. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Columbia Road. TIME ON THE AIR: 7:00 A.M. to 9:30 P.M. NEWS SERVICE: Transradio Press.

**Personnel**

President and General Manager... C. J. Wright  
 Chief Engineer..... C. H. Dyess

**Representative**

Sears & Ayer, Inc.

**W J D X**

**JACKSON—EST. 1929**

NATIONAL BROADCASTING COMPANY  
 FREQUENCY: 1300 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 LOCATION: Highway No. 51. TIME ON THE AIR: 6:30 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.

**Personnel**

Station Manager..... Wiley P. Harris  
 Commercial and Advertising  
 Manager..... Allen Lacy, Jr.  
 Program-Musical Director..... Maurice Thompson  
 Publicity Director..... Ralph Maddox  
 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. Hollingbery Co.

**W S L I**

**JACKSON—EST. 1938**

FREQUENCY: 1450 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: 6:45 A.M. to 11:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President..... G. W. Covington  
 Manager..... L. M. Sepaugh  
 Commercial Manager..... F. E. Wilkerson, Jr.  
 Sales and Merchandising Manager,  
 Maurice B. Wray  
 Chief Announcer-Publicity Director,

Paul Wilson  
 Program-Musical Director..... George Philp  
 Production Manager..... Vassar Dubard  
 Chief Engineer..... Tommie Hubbard

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	172,755	137,000
Radio Homes— " . . . . .	28,500	26,000
Population—Secondary . . . . .	65,000	30,000
Radio Homes— " . . . . .	11,500	5,400

Source: Station survey.

**Representative**

Sears & Ayer, Inc.

**W A M L**

LAUREL—EST. 1935

NATIONAL BROADCASTING CO.

MISSISSIPPI NETWORK

FREQUENCY: 1340 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: 1230 Kc. POWER: 250 watts. OWNED BY: McComb Broadcasting Corp. OPERATED BY: McComb Broadcasting Corp. BUSINESS ADDRESS: McColgan Hotel. STUDIO ADDRESS: McColgan Hotel, McComb; Whitworth College, Brookhaven; and Southwest Junior College Summit. 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 12:00 Midnight Saturdays; 6:00 A.M. to 10:00 P.M. Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President . . . . . Robert L. Sanders  
 General Manager . . . . . George Blumenstock  
 Program Director . . . . . Julia D. Blumenstock  
 Production-Publicity Director . . . . . Joe Butler  
 Commercial Manager . . . . . Howard Shannon  
 Artists' Bureau Head-Chief Announcer,  
 Woody Ossof  
 Musical Director . . . . . George Medaille  
 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.

**Representative**

Cox & Tanz

**W C O C**

MERIDIAN—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 910 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: 1390 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: World Broadcasting System.

**Personnel**

President . . . . . L. P. Cashman  
 Station Director . . . . . O. W. Jones  
 Chief Engineer . . . . . C. E. Drake

# MISSOURI

Population 3-784,664

Number of Radio Homes 818,620

Number of Families 1,065,653

Auto Registrations 922,000

*For 1940 Census data, please turn to page 263*

## K F V S

### CAPE GIRARDEAU—EST. 1925

FREQUENCY: 850 Kc. POWER: 5000 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. TRANSMITTER LOCATION: 3½ miles N.W. of Girardeau. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M.; Sundays, 8:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

#### Personnel

President-General Manager...Oscar C. Hirsch  
Sales Manager...Ralph L. Hirsch  
Musical Director...Virginia Bahn

Station Manager.....C. L. Thomas  
Program Director.....Guy Lowe  
Commercial Manager.....J. W. Roth  
Production Manager.....Harold Douglas  
Sales Promotion Manager....Foster H. Brown  
Artists Bureau Head.....Wm. Haley, Jr.  
Musical Director.....Carl Stepp  
Chief Engineer.....Robert Haigh

#### Coverage

Population—Primary .....	200,907
Radio Homes— " .....	42,080
Population—Secondary .....	137,135
Radio Homes— " .....	25,230

Source: Mail analysis survey; 1930 U. S. Census.

#### Representative

Weed & Co.

## K F U O

### CLAYTON—EST. 1924

FREQUENCY: 850 Kc. POWER: 1000 watts. 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: Same. TIME ON THE AIR: Unlimited license. NEWS SERVICE: United Press.

#### Personnel

Station Manager.....Herman H. Hohenstein  
Production Manager-Chief Announcer,  
Elmer Knoernschild  
Musical Director.....Hilmar Rosenberg  
Chief Engineer.....Carl S. Meyer

## K W O S

### JEFFERSON CITY—EST. 1936

#### MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Tribune Printing Co. OPERATED BY: Tribune Printing Co. BUSINESS ADDRESS: 210 Monroe. PHONES: 5000, 4000, 3030. STUDIO ADDRESS: 400 East Capitol Ave. TRANSMITTER LOCATION: St. Mary's Blvd. TIME ON THE AIR: 123 hours weekly. NEWSPAPER AFFILIATION: Capitol News and Post Tribune. NEWS SERVICES: Associated Press and United Press. TRANSCRIPTION SERVICES: World Broadcasting System.

#### Personnel

President.....R. C. Goshorn  
Station Manager.....R. L. Rose  
Program Director.....John J. Corrigan  
Chief Engineer.....J. C. Haynes, Jr.

#### 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.

## K F R U

### COLUMBIA—EST. 1925

#### NATIONAL BROADCASTING CO.

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Star-Times Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: 9th and Elm Sts. PHONE: 4141-2. STUDIO ADDRESS: 9th and Elm Sts. TRANSMITTER LOCATION: Campus of Stephens College. TIME ON THE AIR: 7:15 A.M. to 11:00 P.M. (11¼ hours weekly). NEWSPAPER AFFILIATION: Star-Times Pub. Co. (St. Louis). NEWS SERVICE: United Press. Associated Press, International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

#### Personnel

President.....Elzey Roberts  
Vice-President.....John C. Roberts, Jr.

## W M B H

### JOPLIN—EST. 1933

FREQUENCY: 1450 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 SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. NAB Library, Davis & Schwegler.

**Personnel**

President-Station Manager.....D. J. Poynor  
 Chief Announcer.....J. Chas. McIntire  
 Sales Manager.....W. H. Clark  
 News Editor.....Paul Stubblefield  
 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—EST. 1925

FREQUENCY: 1480 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: KCMO Broadcasting Co. OPERATED BY: KCMO Broadcasting Co. BUSINESS ADDRESS: Commerce Trust Bldg. PHONE: Victor 0900. STUDIO ADDRESS: Commerce Trust Bldg. TRANSMITTER LOCATION: 10th and Hardesty. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated, Lang-Worth.

**Personnel**

President.....T. L. Evans  
 General & Sales Manager.....Jack Stewart  
 Business Manager.....C. E. Breazell  
 Program Director.....James Coy  
 News Editor.....James Munroe  
 Chief Engineer.....L. C. Sigmon

**Coverage**

Population—Primary . . . . .	2,615,712
Radio Homes— " . . . . .	602,568

Source: Station survey.

**K I T E**

KANSAS CITY—EST. 1934

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1590 Kc. POWER: 1000 watts. OWNED BY: First National Television, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Irving-Pitt Bldg., 816 Locust St. PHONE: Harrison 5818. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 86th and 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  
 Commercial Manager.....Robert S. Peyton

**K M B C**

KANSAS CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 980 Kc. POWER: 5000 watts. OWNED BY: Midland Broadcasting Co. OPERATED 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, 7:00 A.M. to 12:03 A.M. NEWS SERVICE: Transradio press. MAINTAINS AN ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Program Library, Lang-Worth, Station maintains own recording laboratory.

**Personnel**

President .....Arthur B. Church  
 Vice-President and Managing Director,

Karl Koerper

Promotion Manager.....Frank Barhydt  
 Artists Bureau Head.....J. W. McConnell  
 Director of Research &

Merchandising.....Mark N. Smith  
 Program Director.....Felix Adams  
 Director of Sales.....Sam H. Bennett  
 Director Natl. Program Sales...Geo. E. Halley  
 Studio Director .....Kenneth Krahl  
 News Editor.....Erle H. Smith  
 Farm Service Director.....Phil Evans  
 Educational Director.....Edwin Browne  
 Studio Director.....Kenneth Krahl  
 Chief Announcer.....Bert Lane  
 Musical Director.....P. Hans Flath  
 Technical Supervisor .....Ray Moler

**Representative**

Free & Peters, Inc.

**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. OPERATED BY: Same. BUSINESS ADDRESS: 1729 Grand Ave. PHONE: Harrison 1200. STUDIO ADDRESS: 1729 Grand Ave. TRANSMITTER LOCATION: Johnson County, Kansas. TIME ON THE AIR: 125 hours weekly. NEWSPAPER AFFILIATION: The Kansas City Star. NEWS SERVICES: Associated Press. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

**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	5,683,275
Radio Homes—	979,113	979,113

Source: Field intensity measurements.

**Representative**

Edward Petry & Co.

**W H B**

**KANSAS CITY—EST. 1922**

MUTUAL

KANSAS STATE NETWORK

FREQUENCY: 880 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 remote studios throughout Kansas City.) TRANSMITTER LOCATION: North Kansas City. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated, NAB Library.

**Personnel**

President..... Donald Dwight Davis  
 Station Manager..... John T. Schilling  
 Vice-President and Treasurer... John F. Cash  
 Regional Sales Manager..... Bryan Murphy

**Representative**

William G. Rambeau Co.

**K W O C**

**POPLAR BLUFF—EST. 1938**

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: A. L. McCarthy, C. A. Tedrick and J. H. Wolpers. OPERATED BY: Same. BUSINESS ADDRESS: 1801 N. Main St. PHONE: 1310. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M.; Sundays, 8:00 A.M. to 5:00 P.M. NEWSPAPER AFFILIATION: Poplar Bluff American Republic. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

General Manager..... P. H. Cunningham  
 Production Manager..... William R. Tedrick  
 Chief Announcer..... A. S. Parish  
 Musical Director..... Lola Sechrest  
 Chief Engineer..... Don Lidenton

**Coverage**

	Daytime	Evening
Population—Primary	114,742	76,498
Radio Homes—	12,210	5,572
Population—Secondary	336,644	
Radio Homes—	41,450	

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

**K F E Q**

**ST. JOSEPH—EST. 1924**

FREQUENCY: 680 Kc. POWER: 2500 watts, d.; 500 watts, n. OWNED BY: KFEQ, Inc. OPERATED BY: KFEQ, Inc. BUSINESS ADDRESS: Schneider Bldg. PHONE: 4-0813. 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.

**Personnel**

President-Treasurer ..... Barton 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**

**ST. LOUIS—EST. 1925**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1120 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, Associated Press.

**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  
 Director of Public Relations... Arthur J. Casey  
 Production Manager..... Rollie Williams  
 Chief Announcer..... France Laux  
 Musical Director..... Ben Feld  
 Chief Engineer..... L. McComas Young

**Coverage**

	Daytime	Evening
Population—Primary	2,572,100	2,033,100
Radio Homes—	581,200	475,650
Population—Secondary	5,899,900	2,586,600
Radio Homes—	1,232,950	510,680

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: 1380 Kc. POWER: 5000 watts. 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.....Martin Bowin  
Program Director.....John Tinnea  
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

NATIONAL BROADCASTING CO.

FREQUENCY: 630 Kc. POWER: 5000 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: Madison County, Ill. TIME ON THE AIR: 5:30 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: St. Louis Star-Times. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: Associated, Standard Radio, Lang-Worth.

**Personnel**

General Manager.....John C. Roberts, Jr.  
Sales Manager.....Clarence G. Cosby  
Program Director.....Blaine Cornwell  
News Editor.....Bruce Barrington  
Publicity Director.....Dave Frederick  
Continuity Editor.....Charles Barnhart  
Musical Director.....Stanley W. Daugherty  
Chief Engineer.....Art Rekart

**Coverage**

	Daytime	Evening
Population—Primary	3,416,300	1,607,154
Radio Homes— " "	822,388	410,428

Source: Field intensity measurements; Dept. of Commerce; 1930 U. S. Census.

**Representative**

Weed & Co.

**W E W**

ST. LOUIS—EST. 1921

FREQUENCY: 770 Kc. POWER: 1000 watts. OWNED BY: St. Louis University. OPERATED BY: Same. BUSINESS ADDRESS: 221 N. Grand Blvd. PHONE: Franklin 5665. STUDIO ADDRESS: 3542 Lindell Blvd. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 5:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth, Standard Radio.

**Personnel**

Faculty Director.....W. A. Burk, S.J.  
General Manager.....Nicholas Pagliara  
Program Manager.....Arthur T. Jones  
Musical Director.....Ralph Stein  
Chief Engineer.....George Rueppel

**Representative**

Joseph Hershey McGillvra

**W I L**

ST. LOUIS—EST. 1922

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Missouri Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Grand and Lindell Blvds. PHONE: Jefferson 8403-4-5. STUDIO ADDRESS: Grand and Lindell Blvds. TRANSMITTER LOCATION: 2601 Lindell Blvd. TIME ON THE AIR: 7:00 A.M. to 2:00 A.M., daily except Saturday and Sunday; 7:00 A.M. to 3:30 A.M., Saturdays; 8:30 A.M. to

12:00 Midnight, Sundays. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor, Lang-Worth.

**Personnel**

President and General  
 Manager.....Lester A. Benson  
 Vice-President.....Clarence W. Benson  
 Commercial Manager.....David Pasternak  
 Program Director.....Neil Norman  
 Sales Promotion Manager....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**

SEDALIA—EST. 1939

FREQUENCY: 1490 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 ARTISTS' BUREAU.

**Personnel**

Station Manager.....Robert A. Drohlich  
 Promotion Manager.....Albert S. Drohlich  
 Commercial Manager.....Charles Lamm  
 Program-Musical Director.....William Davis  
 Chief Announcer.....Marvin Mueller  
 Chief Engineer.....Thomas L. Yount

**Coverage**

	Daytime	Evening
Population—Primary	207,706	207,706
Radio Homes—	42,300	42,300
Population—Secondary	127,372	127,372
Radio Homes—	24,950	24,950

Source: Mail response analysis; Joint Committee.

**Representative**

Howard H. Wilson Co.

**K G B X**

SPRINGFIELD—EST. 1924  
 NATIONAL BROADCASTING CO.  
 (RED AND BLUE)

FREQUENCY: 1260 Kc. POWER: 5000 watts. OWNED BY: Springfield Broadcasting Co.

OPERATED BY: Same. BUSINESS ADDRESS: 508 St. Louis. PHONE: 1360-1-2-3. STUDIO ADDRESS: 508 St. Louis. TRANSMITTER LOCATION: Bolivar Road. TIME ON THE AIR: 6:30 A.M. to Midnight. NEWSPAPER AFFILIATION: Springfield Newspapers, Inc. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President.....T. W. Duvall  
 General Manager.....Ralph D. Foster  
 Business Manager.....C. Arthur Johnson  
 Promotion Manager.....Carl S. Ward  
 Program Director.....George Earle  
 Chief Engineer.....Fritz Bauer  
 National Sales Manager.....Lester Kennon  
 Local Sales Manager.....Gordon Wardell  
 Chief Engineer.....Fritz Bauer

**Coverage**

Population—Primary	499,673
Radio Homes—	73,900
Population—Secondary	641,673
Radio Homes—	87,700

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

**Representative**

John E. Pearson

(See Page 342)

**K W T O**

SPRINGFIELD—EST. 1933

FREQUENCY: 560 Kc. POWER: 5000 watts (5:00 A.M. to local sunset); 1000 watts (5:00 to 6:00 A.M.). OWNED BY: Ozarks Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 508 St. Louis. PHONE: 1360-1-2-3. STUDIO ADDRESS: 508 St. Louis. TRANSMITTER LOCATION: Bolivar Road. TIME ON THE AIR: 5:00 A.M. to local sunset. NEWSPAPER AFFILIATION: Springfield Newspapers, Inc. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President and Station  
 Manager.....Ralph D. Foster  
 Chief Announcer.....Russ Davis  
 National Sales Manager.....Lester Kennon  
 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

Source: U. S. Census; Joint Committee.

**Representative**

John E. Pearson



# MONTANA

Population 559,456

Number of Radio Homes 128,480

Number of Families 159,398

Auto Registrations 190,000

For 1940 Census data, please turn to page 264

## K G H L

**BILLINGS—EST. 1928**

NBC (RED AND BLUE)

FREQUENCY: 790 Kc. POWER: 5000 watts.  
OWNED BY: Northwestern Auto Supply Co.  
OPERATED BY: Northwestern 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. 1939**

NATIONAL BROADCASTING CO.

Z-BAR NET

FREQUENCY: 1450 Kc. POWER: 250 watts.  
OWNED BY: KRBM Broadcasters. OPERATED BY: KRBM Broadcasters. BUSINESS ADDRESS: Baxter Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East of Bozeman. TIME ON THE AIR: 8:00 A.M. to 10:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Davis & Schwegler, Lang-Worth.

### Personnel

President.....R. B. MacNab, Jr.  
Station Manager.....Pat M. Goodover  
Sales Manager.....Rodney McArdle

### Representative

Ferguson & Walker, Inc.

## K G I R

**BUTTE—EST. 1929**

NATIONAL BROADCASTING CO.

PACIFIC NORTHWEST COVERAGE GROUP

Z-BAR NET

FREQUENCY: 1370 Kc. POWER: 5000 watts.  
OWNED BY: KGIR, Inc. OPERATED BY: KGIR, 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, Lang-Worth, NAB.

### Personnel

Manager .....Ed. B. Craney  
Sales Manager.....M. E. Dunn  
Musical Director .....B. R. Sprague  
Chief Engineer.....Fred Heister  
Program Director.....Jack Boor

### Representative

Ferguson & Walker, Inc.

## K F B B

**GREAT FALLS—EST. 1922**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 5000 watts.  
OWNED BY: Buttrey Broadcast, Inc. OPERATED BY: Buttrey Broadcast, Inc. BUSINESS ADDRESS: First National Bank Bldg. PHONE: 4377. STUDIO ADDRESS: First National Bank

## K G I R BUTTE

MONTANA'S ONLY 5000 WATT  
FULL TIME STATION



Also (As Bonus Stations)

## K P F A - K R B M

Helena

Bozeman & Livingston



Connected by permanent lines—

Available on Z Net or

on NBC Red & Blue

BOX 1956

BUTTE, MONTANA

Bldg. TRANSMITTER LOCATION: 4½ miles west of Great Falls. TIME ON THE AIR: 6:55 A.M. to 11:15 P.M. (daily), 9:00 A.M. to 11:15 P.M. (Sunday). NEWSPAPER AFFILIATION: Great Falls Tribune. NEWS SERVICES: United Press. TRANSCRIPTION SERVICE: Standard Library, C. P. MacGregor, Davis & Schwegler.

**Personnel**

President.....F. A. Buttrey  
 General Manager.....Joseph P. Wilkins  
 Sales Promotion Manager....William Wallace  
 Program Director.....John Alexander  
 News Editor.....LeRoy Mattingly  
 Publicity-Special Events Director,

Deanne Flett

Office Manager.....Josie Weir  
 Sports Director.....Bill Tredway  
 Continuity Chief.....Dorothy Roberts  
 Musical Director.....Roscoe Kernan  
 Chief Engineer.....Wilbur Myhre

**Coverage**

Population—Primary .....	144,700
Radio Homes— " .....	31,560
Population—Secondary .....	121,000
Radio Homes— " .....	23,350

Source: Mail response analysis; CBS Listener Study; U. S. Census.

**Representatives**

Weed & Company  
 Walter Biddick Co. (Los Angeles & Seattle)

**K P F A**

HELENA—EST. 1937

NATIONAL BROADCASTING CO.—Z BAR NET  
 FREQUENCY: 1240 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: 1340 Kc. POWER: 250 watts (C.P. 1480 Kc.; 1000 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 R J F \***

MILES CITY—EST. 1941

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Star Printing Co. OPERATED BY: Same. BUSINESS ADDRESS: Miles City. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. NEWSPAPER AFFILIATION: Miles City Star.

**Personnel**

President.....Sarah M. Scanlon  
 Vice-President.....C. J. Zimmerman  
 Secretary-Treasurer.....W. F. Flinn

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

**K G V O**

MISSOULA—EST. 1931

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 1290 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 11:49 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

**Personnel**

President and Station Manager....A. J. Mosby  
 Secretary-Treasurer.....Edna Mae Mosby  
 Commercial Manager.....Jack Burnett  
 Comptroller.....Palmer Stetjen  
 Advertising Manager.....Nick Moriana  
 Artists Bureau Head.....Richard Bartlett  
 News Editor.....Frank McIntyre  
 Chief Announcer.....Paul Aarnette  
 Program and Publicity

Director.....James Alden Barber  
 Musical Director.....Margaret Castle  
 Merchandising Manager.....Marion Dixon  
 Women's Editor.....Dagmor Ann Weston  
 Traffic Manager.....Ernestine Flannery  
 Chief Engineer.....George Allison

**Coverage**

Population—Primary .....	135,200
Radio Homes— " .....	34,430
Population—Secondary .....	435,400
Radio Homes— " .....	110,200

Source: Station survey.

**Representative**

Burn-Smith Co.

**K G C X**

WOLF POINT—EST. 1926

FREQUENCY: 1480 Kc. POWER: 1000 watts. OWNED BY: E. E. Krebsbach. OPERATED BY: E. E. Krebsbach. BUSINESS ADDRESS: Wolf Point. STUDIO ADDRESS: Westland Super Ser-

vice Station. PHONE: 102. TRANSMITTER LOCATION: 2 miles east of Wolf Point. TIME ON THE AIR: 8:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, World Broadcasting System, Davis & Schwegler.

**Personnel**

President ..... E. E. Krebsbach  
Station and Commercial  
Manager..... Milton J. Severson

Chief Announcer..... Eugene Bunker  
Musical Director..... Skeets Shaw  
Chief Engineer..... Harold Klimpel

**Coverage**

Population—Primary .....	51,375
Radio Homes— " .....	9,184
Population—Secondary .....	222,605
Radio Homes— " .....	26,533

Source: Field intensity measurements.

# NEBRASKA

Population 1,315,834

Number of Radio Homes 291,850

Number of Families 360,255

Auto Registrations 418,500

*For 1940 Census data, please turn to page 265*

## KORN

FREMONT—EST. 1939

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Nebraska Broadcasting Corp. OPERATED BY: Nebraska Broadcasting Corp. BUSINESS ADDRESS: 6th and Broad Sts. STUDIO ADDRESS: 6th and Broad Sts. TRANSMITTER LOCATION: East 16th St. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. TRANSCRIPTION SERVICE: Standard Radio. NEWS SERVICE: Associated Press.

**Personnel**

President ..... Arthur Baldwin  
Legal Counsel..... Clark Standiford  
Acting Station Manager..... John Palmquist  
Sales Manager..... Warren Binkley  
Program-Musical Director..... Fred Christenson  
Chief Announcer..... Paul Boyer  
Artists' Bureau Head..... Bob Irwin  
Chief Engineer..... E. A. Blackburn

**Coverage**

Population—Primary .....

Population—Secondary .....	134,000
Population—Secondary .....	375,000

Source: Station estimate.

## KMMJ

GRAND ISLAND—EST. 1925

FREQUENCY: 750 Kc. POWER: 1000 watts. OWNED BY: KMMJ, Inc. OPERATED BY: KMMJ, Inc. BUSINESS ADDRESS: 513½ 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  
Commercial Manager..... William Martin

Program Director-Chief Announcer,  
Orie Kerwood  
Chief Engineer..... Raymond E. Snoddy

**Coverage**

Population—Primary .....	782,738
Radio Homes— " .....	109,510

**Representative**

Howard H. Wilson Co.

# KGFW

KEARNEY, NEBRASKA

87,530 Radio Families in central, southern and western Nebraska, the center of the white spot of the nation, listen regularly to . . .

## KGFW

Their Local Station

Lloyd C. Thomas, Gen. Mgr.

# K H A S

HASTINGS—EST. 1939

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Nebraska Broadcasting Co. OPERATED BY: Nebraska Broadcasting Co. BUSINESS ADDRESS: Hastings. PHONE: 1745. STUDIO ADDRESS: Hastings. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 92½ hours weekly. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President.....Henry Smith  
Station Manager.....Orville Rennie  
Sales Manager.....Earl McIntire  
Program Director.....Al Ray Brown  
Chief Announcer.....Russell VanDyke  
Chief Engineer.....Walter Ely

# K G F W

KEARNEY—EST. 1928

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Central Nebraska Broadcasting Corp. OPERATED BY: Central Nebraska Broadcasting Corp. BUSINESS ADDRESS: Federal Annex. PHONE: 23541. STUDIO ADDRESS: Federal Annex Bldg. TRANSMITTER LOCATION: South Central Ave. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

General Manager.....Lloyd C. Thomas  
Commercial Manager.....E. Anson Thomas  
Program Director.....Paul Roscoe  
Sales Promotion Manager.....Kemper Wilkins  
Production Manager.....Lester Bashara  
Publicity Director.....Marjorie Mattson  
Chief Engineer.....Leland Gustafson

## Coverage

Population—Primary ..... 454,497  
Radio Homes— " ..... 87,140

Source: Mail response analysis.

## Representative

Joseph Hershey McGillvra  
(See Page 473)

# K F A B

LINCOLN—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1110 Kc. POWER: 10,000 Watts. OWNED BY: KFAB Broadcasting Co. OPERATED BY: KFAB Broadcasting Co. BUSINESS ADDRESS: Omaha National Bank Bldg., Omaha, Nebr. PHONE: 2-3214. STUDIO ADDRESS: Hotel Lincoln. TRANSMITTER LOCATION: 17th St. and Holdredge. TIME ON THE AIR: 4:45 A.M. to 12:00 Midnight. NEWS-

PAPER AFFILIATIONS: State Journal, Lincoln Star. NEWS SERVICES: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio.

## Personnel

President.....Frank D. Throop  
General Manager.....Don Searle  
National Sales Manager.....Frank Pellegrin  
Sales Promotion Manager.....R. Bruce Wallace  
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

Edward Petry & Co., Inc.

# K F O R

LINCOLN—EST. 1924

MUTUAL BROADCASTING SYSTEM

CENTRAL STATES BROADCASTING SYSTEM

FREQUENCY: 1240 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Cornbelt Broadcasting Corp. OPERATED BY: Cornbelt Broadcasting Corp. BUSINESS ADDRESS: Omaha National Bank Bldg., Omaha, Nebr. STUDIO ADDRESS: Hotel Lincoln. TRANSMITTER LOCATION: 4607 South 48th. TIME ON THE AIR: 6:30 A.M. to midnight. NEWSPAPER AFFILIATIONS: State Journal, Lincoln Star. NEWS SERVICES: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor, Standard Radio.

## Personnel

President.....Frank D. Throop  
General Manager.....Don Searle  
National Sales Manager.....Frank Pellegrin  
Sales Promotion Manager.....R. Bruce Wallace  
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

Edward Petry & Co., Inc.

# W J A G

NORFOLK—EST. 1922

FREQUENCY: 780 Kc. POWER: 1000 watts. OWNED BY: Norfolk Daily News. OPERATED BY: Norfolk Daily News. BUSINESS ADDRESS: 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**

Furgason & Walker, Inc.

**K G N F**

**NORTH PLATTE—EST. 1930**

FREQUENCY: 1460 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, Land-Worth.

**Personnel**

President and Station  
 Manager..... W. I. LeBarron  
 Secretary-Treasurer..... V. J. LeBarron  
 Chief Engineer ..... J. B. Eaves

**Coverage**

Population—Primary ..... 468,800  
 Radio Homes— " ..... 94,680

Source: Station survey and estimate.

**K O I L**

**OMAHA—EST. 1925**

**COLUMBIA BROADCASTING SYSTEM  
 MUTUAL BROADCASTING SYSTEM**

FREQUENCY: 1290 Kc. POWER: 5000 watts. 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: 6:00 A.M. to Midnight, daily except Saturday and Sunday; 6:00 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, C. P. MacGregor, Standard Radio.

**Personnel**

President ..... Frank Throop

General Manager..... Don Searle  
 National Sales Manager..... Frank Pellegrin  
 Program Director..... Cliff Johnson  
 Production Manager..... Harold Hughes  
 Sales Promotion 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**

Edward Pety & Co.

**K O N B \***

**OMAHA—EST. 1941**

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: MSB Broadcasting Co. OPERATED BY: MSB Broadcasting Co. BUSINESS ADDRESS: 2170 Dodge St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

**Personnel**

President..... Arthur Baldwin  
 Vice-President..... C. J. Malmsten  
 Vice-President..... John K. Morrison

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

**K O W H**

**OMAHA—EST. 1922**

**NATIONAL BROADCASTING CO.**

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**

George P. Hollingbery Co.

**W O W**

**OMAHA—EST. 1923**

NBC (Basic Red)

**NEBRASKA WIRELESS NETWORK**

FREQUENCY: 590 Kc. POWER: 5000 watts. OWNED BY: Woodmen of the World Life Insurance Society. OPERATED BY: Woodmen of the World Life Insurance Society. BUSINESS ADDRESS: Insurance Bldg. PHONE:

Webster 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, Lang-Worth.

**Personnel**

President.....De Emmet Bradshaw  
 Station Manager.....John J. Gillin, Jr.  
 Personnel Director.....William Ruess  
 Program Manager & Chief  
 Announcer.....Harry Burke  
 Sales Promotion Manager...Howard Peterson  
 Production Manager.....Lyle DeMoss  
 Publicity Director.....Bill Wiseman  
 Director of News & Special  
 Events.....Foster May  
 Musical Director.....Fred Ebener  
 Chief Engineer.....Wm. J. Kotera

**Coverage\***

Population—Primary and  
 Secondary ..... 3,465,000  
 Radio Homes—Primary and  
 Secondary ..... 700,330

\* Based on mail return from counties in six states.

**Representative**

John Blair & Company

**K G K Y**

SCOTTSBLUFF—EST. 1930

FREQUENCY: 1490 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  
 Program Director.....Bill Walter  
 Chief Engineer.....Harlan Morrison

**Coverage**

	Daytime	Evening
Population—Primary .....	53,358	53,358
Radio Homes— " .....	10,208	10,208
Population—Secondary ..	95,867	95,867
Radio Homes— " .....	18,365	18,365

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

**NEVADA**

Population 110,014  
 Number of Families 33,294

Number of Radio Homes 31,620  
 Auto Registrations 44,300

*For 1940 Census data, please turn to page 266*

**K E N O**

LAS VEGAS—EST. 1940

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Nevada Broadcasting Co. OPERATED BY: Nevada Broadcasting Co. BUSINESS ADDRESS: "The Meadows," P. O. Box 1696. STUDIO ADDRESS: "The Meadows." PHONE: 14. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President.....Maxwell Kelch  
 Station Manager.....George Penn Foster  
 Commercial Manager.....John C. Strock

**K O H**

NBC—CALIFORNIA RADIO SYSTEM  
 RENO—EST. 1930

FREQUENCY: 630 Kc. POWER: 1000 Watts. OWNED BY: The Bee, Inc. OPERATED BY:

McClatchy Broadcasting Co. BUSINESS ADDRESS: 143 Stevenson St. PHONE: 5106-7. STUDIO ADDRESS: 440 N. Virginia. TRANSMITTER LOCATION: Sparks, Nev. 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 491,524

Number of Radio Homes 121,630

Number of Families 133,010

Auto Registrations 129,973

*For 1940 Census data, please turn to page 267*

## W K N E

KEENE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1290 Kc. POWER: 5000 watts.

OWNED BY: Twin State Broadcasting Corp.  
OPERATED BY: Same. BUSINESS ADDRESS:  
Keene. STUDIO ADDRESS: Dunbar St. TRANSMITTER LOCATION: Stanhope St. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated.

### Personnel

President.....Harry C. Wilder  
Station and Commercial

Manager .....Herman Steinbruch  
Program Director.....Robert A. Freeman  
Publicity Director.....Kaye Winters  
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 L N H

LACONIA—EST. 1922

MUTUAL—COLONIAL AND YANKEE NETWORKS

FREQUENCY: 1340 Kc. POWER: 250 watts.  
OWNED BY: Northern Broadcasting Co. OPERATED BY: Northern Broadcasting Co. BUSINESS ADDRESS: 653 Main St. 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: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President.....Vernon Mason  
General Manager.....Earle Clement  
Sales Manager.....Alfred Tyler  
Program-Musical Director...Sherwin Greenlaw  
Chief Engineer.....Wilfred Ledoux

### Coverage

Population—Primary .....	107,347
Radio Homes— " .....	27,836
Population—Secondary .....	162,463
Radio Homes— " .....	41,652

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

### Representative

Joseph Hershey McGillvra

## W F E A

MANCHESTER—EST. 1932

NBC (OPTIONAL BLUE AND RED)—YANKEE AND COLONIAL NETWORK

FREQUENCY: 1370 Kc. POWER: 5000 watts.  
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.

### Personnel

President.....Mrs. Henry P. Rines  
Manager.....C. G. H. Evans  
Commercial Manager.....Leslie F. Smith  
Program Director.....David Shurtleff  
Sales Promotion Manager.....Frederick Cole  
Production Manager-Publicity Director,

Steve Burke  
Musical Director.....Alfred Engel  
Chief Engineer.....Irving Mower

### Coverage

	Daytime	Evening
Population—Primary .....	201,800	178,900
Radio Homes— " .....	47,550	41,500

Source: Mail response analysis.

### Representative

Weed & Company

## W M U R \*

MANCHESTER—EST. 1941

FREQUENCY: 610 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: The Radio Voice of New Hampshire, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Manchester. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license. NEWSPAPER AFFILIATION: Laconia Citizen.

### Personnel

President.....Francis P. Murphy  
Vice-President.....James J. Powers

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

# W H E B

PORTSMOUTH—EST. 1932

GRANITE STATE NETWORK  
(WHEB—WFEA—WLNH—WNBX)

FREQUENCY: 750 Kc. POWER: 1000 watts.  
OWNED BY: Granite State Broadcasting Corp.  
OPERATED BY: Same. BUSINESS ADDRESS:  
Lafayette Rd. PHONE: 2670-1. STUDIO AD-  
DRESS: Lafayette Rd. TRANSMITTER LOCA-  
TION: Same. TIME ON THE AIR: 7:00 A.M. to  
one hour after local sunset (72½ to 95¼ hours

weekly). NEWS SERVICE: United Press. TRAN-  
SCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President-General Manager..... H. J. Wilson  
Commercial Manager..... H. C. Wilson  
Chief Announcer..... Win Bettinson  
Chief Engineer..... Donald R. Stevens

## Coverage

Population—Primary ..... 123,563  
Population—Secondary ..... 2,502,404  
Source: Field intensity survey; 1930 U. S.  
Census.

# NEW JERSEY

Population 4,160,165

Number of Radio Homes 1,021,940

Number of Families 1,098,284

Auto Registrations 1,081,066

*For 1940 Census data, please turn to page 267*

# W C A P

ASBURY PARK—EST. 1927

FREQUENCY: 1310 Kc. POWER: 500 watts.  
OWNED BY: Radio Industries Broadcasting  
Co. OPERATED BY: Radio Industries Broad-  
casting Co. BUSINESS ADDRESS: 4 Con-  
vention Hall. PHONE: 1911-2955. STUDIO AD-  
DRESS: 8, 10, 12 Convention Hall. TRANS-  
MITTER LOCATION: Whitesville, N. J. TIME  
ON THE AIR: Shares time with WCAM and  
WTNJ. NEWS SERVICE: local news. MAIN-  
TAINS ARTISTS' BUREAU.

MITTER LOCATION: Absecon Blvd. and Beach  
Thoroughfare. TIME ON THE AIR: 7:00 A.M.  
to 12:00 Midnight. NEWSPAPER AFFILIATION:  
Atlantic City Press, Atlantic City Union. NEWS  
SERVICE: Associated Press. TRANSCRIPTION  
SERVICE: NBC Thesaurus, World Broadcasting  
System. MAINTAINS ARTISTS' BUREAU.

## Personnel

President..... Albert J. Foyl  
Station Manager..... Norman Reed  
Chief Announcer..... Ray Morgan  
Chief Engineer..... Earle Godfrey

## Coverage

Population—Primary ..... 185,000  
Radio Homes— " ..... 47,250  
Source: Station survey.

## Representative

Headley-Reed Co.

## Personnel

President..... George S. Ferguson  
Station Manager..... V. N. Scholes  
Technical Advisor..... Thomas F. Burley  
Musical Director..... George Howard  
Chief Engineer..... August McAllister

## 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.

## Representative

Forjoe & Co.

# W B A B \*

ATLANTIC CITY—EST. 1939

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1490 Kc. POWER: 250 watts.  
OWNED BY: Press Union Publishing Co. OP-  
ERATED BY: Press Union Publishing Co. BUSI-  
NESS ADDRESS: Ohio and Atlantic Aves.  
PHONE: 5-1111. STUDIO ADDRESS: Convention  
Hall, Georgia Ave. and Boardwalk. TRANS-

# W F P G

ATLANTIC CITY—EST. 1940

FREQUENCY: 1450 Kc. POWER: 250 watts.  
OWNED BY: Neptune Broadcasting Corp. OP-  
ERATED BY: Neptune Broadcasting Corp.  
BUSINESS ADDRESS: Steel Pier. PHONE:  
52188. STUDIO ADDRESS: Same. TRANS-  
MITTER LOCATION: Same. TIME ON THE AIR:  
7:00 A.M. to 1:00 A.M. NEWS SERVICE: Inter-  
national News Service. TRANSCRIPTION SER-  
VICE: Associated. MAINTAINS ARTISTS'  
BUREAU.

## Personnel

President-Station Manager..... A. Harry Zoog  
Commercial Manager..... E. E. Kohn  
Program Director..... Ralf Brent  
Artists' Bureau Head..... Joseph Stern  
Publicity Director..... Ethel Rattay



• • • **NEW JERSEY** • • •

Chief Announcer.....Bob Lewis  
 Traffic Manager.....John Montgomery  
 Assistant Sales Manager.....Harry Howell  
 Continuity Director.....Joel Chesney  
 Musical Director.....Harold Stephens  
 Chief Engineer.....Blair K. Thron

**Coverage**

	Daytime	Evening
Population—Primary .....	175,000	130,000
Radio Homes— " .....	45,000	35,000
Population—Secondary ..	200,000	

Source: Mail response survey.

**W S N J**

**BRIDGETON—EST. 1937**

**QUAKER NETWORK**

FREQUENCY: 1240 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. NEW YORK OFFICE ADDRESS: 1634 RCA Bldg., New York, N. Y. Phone: Circle 5-7270. 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.

**W C A M**

**CAMDEN—EST. 1926**

FREQUENCY: 1310 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.....Edwin Tucker

Musical Director.....E. Nelson Layman  
 Chief Engineer.....Marvin Seimes

**Coverage**

Population—Primary .....	2,696,919
Radio Homes— " .....	544,900
Population—Secondary .....	391,143
Radio Homes— " .....	82,400

Source: Station survey.

**W A A T**

**JERSEY CITY—EST. 1926**

FREQUENCY: 970 Kc. POWER: 1000 watts.  
 OWNED BY: Bremer Broadcasting Corp. OPERATED BY: Bremer Broadcasting Corp. BUSINESS ADDRESS: 50 Journal Square. PHONE: Journal Square 4-3500; For Newark, N. J., Market 3-0383; For New York City, Rector 2-5878. STUDIO ADDRESS: 50 Journal Square. TRANSMITTER LOCATION: Belleville Turnpike, Kearney, N. J. TIME ON THE AIR: 24 hours daily. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President and General  
 Manager.....Paul H. LaStayo  
 Sales Manager.....A. B. Schillin  
 Program-Publicity Director.....Walter P. Kelly  
 Production Manager.....Gabrielle C. Haas  
 Artists' Bureau Head.....Jay Stanle  
 Chief Announcer.....Wat Watkins  
 Musical Director.....Fabe Nicholson  
 Technical Supervisor.....Frank V. Bremer  
 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.  
 (See Page 494)

**W H O M**

**JERSEY CITY—EST. 1930**

FREQUENCY: 1480 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: N. J. Broadcasting Corp. OPERATED BY: N. J. Broadcasting Corp. BUSINESS ADDRESS: 29 W. 57th St., New York City. PHONE: PLaza 3-4204. STUDIO ADDRESS: 2870 Hudson Blvd., Jersey City, N. J.; 29 W. 57th St., New York City. PHONES: Jersey City, Journal Square 2-9595; New York, Plaza 3-4204. TRANSMITTER LOCATION: Jersey City, N. J. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWS SERVICE: International News Service. TRANSCRIPTION

SERVICE: Lang-Worth. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President.....Paul F. Harron  
 Station and Commercial  
 Manager.....Joseph Lang  
 Program & Continuity  
 Director.....West W. Willcox  
 Sales Promotion Manager.....J. M. Compter  
 Production Manager.....Thurston S. Holmes  
 Publicity Director.....Fred Coll  
 Musical Director.....Joseph DeLuca  
 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.

**W H B I**

NEWARK—EST. 1922

FREQUENCY: 1280 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 P A T \***

PATERSON—EST. 1941

FREQUENCY: 930 Kc. POWER: 1000 watts. OPERATED BY: North Jersey Broadcasting Co. OWNED BY: North Jersey Broadcasting Co. BUSINESS ADDRESS: National Union Bank of America Bldg. STUDIO ADDRESS: Paterson. TRANSMITTER LOCATION: Clifton, N. J. TIME ON THE AIR: Daytime license.

**Personnel**

President.....James B. Cosman  
 Vice-President.....Frank B. Falknor  
 Secretary-Treasurer.....Ela M. Cosman  
 \*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

**W B R B**

RED BANK—EST. 1932

FREQUENCY: 1240 Kc. POWER: 250 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.....V. N. Scholes  
 Chief Announcer.....Frank Hamilton  
 Consulting Engineer.....Paul S. Woodland  
 Chief Engineer.....R. T. Marshall

**Coverage**

	Daytime	Evening
Population—Primary	359,417	359,417
Radio Homes—	89,300	89,300

Source: U. S. Department of Commerce.

**Representative**

Forjoe & Company

**W T N J**

TRENTON—EST. 1923

FREQUENCY: 1310 Kc. POWER: 500 watts. OWNED BY: WOAX, Inc. OPERATED BY: WOAX, Inc. BUSINESS ADDRESS: 416 Bellevue Ave. 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. TRANSCRIPTION SERVICE: NAB Library, C. P. MacGregor, Standard Radio, Lang-Worth.

**Personnel**

Vice-President-General Manager...F. J. Wolff

**Representative**

Joseph Hershey McGillvra

**W A W Z**

ZAREPHATH—EST. 1931

FREQUENCY: 1380 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; 6:30 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  
 Program-Musical Director.....Orland Wolfram  
 Chief Engineer.....N. L. Wilson  
 (Non-Commercial Station)

# NEW MEXICO

Population 531,818  
Number of Families 128,389

Number of Radio Homes 78,910  
Auto Registrations 120,491

*For 1940 Census data, please turn to page 268*

## K G G M

**ALBUQUERQUE—EST. 1929**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1260 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: 6:00 A.M.  
to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00  
Midnight (124 hours weekly). TRANSCRIPTION  
SERVICE: World Broadcasting System.

### Personnel

President.....A. R. Hebenstreit  
General Manager.....Dale Robertson  
Program Director.....Robert Van Driel  
Publicity Director.....Elmer Fondren  
Merchandising Manager.....C. E. Redman  
Chief Announcer-Musical Director,  
Joe Salsburg  
Chief Engineer.....Leonard Dodds

### Coverage

	Daytime	Evening
Population—Primary	270,263	296,114
Radio Homes—"		29,920
Population—Secondary	159,367	113,616
Radio Homes—"		59,910

Source: Mail response analysis.

### Representative

John Blair & Co.

## K O B

**ALBUQUERQUE—EST. 1920**

NBC (RED AND BLUE SUP.)

FREQUENCY: 1030 Kc. POWER: 50,000  
watts. OWNED BY: Albuquerque Broadcast-  
ing Co. OPERATED BY: Albuquerque Broad-  
casting Co. BUSINESS ADDRESS: 424 W.  
Gold Ave. PHONE: 4411. STUDIO ADDRESS:  
424 W. Gold Ave. TRANSMITTER LOCATION:  
Alameda. TIME ON THE AIR: 7:00 A.M. to  
11:00 P.M. (110 hours weekly). NEWS SER-  
VICE: International News Service, United  
Press. TRANSCRIPTION SERVICE: NBC The-  
saurus.

### Personnel

President.....T. M. Pepperday  
Manager.....Frank Quinn  
Program Director.....Dorothy McCain  
Chief Announcer.....J. C. MacGregor  
Women's Editor.....Mary Hickox  
Musical Director.....Bud Nelson  
Chief Engineer.....Geo. S. Johnson

### Coverage

Population—Primary	191,261
Radio Homes—"	28,770
Population—Secondary	354,234
Radio Homes—"	59,900

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

### REPRESENTATIVE

The Katz Agency

## K L A H

**CARLSBAD—EST. 1936**

FREQUENCY: 1240 Kc. POWER: 250 watts.  
OWNED BY: Jack Hawkins and Barney Hubbs.  
OPERATED BY: Jack Hawkins and Barney  
Hubbs. BUSINESS ADDRESS: Crawford Hot-  
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

### Coverage

	Daytime	Evening
Population—Primary	80,500	62,300
Radio Homes—"	16,120	12,475
Population—Secondary	31,600	18,900
Radio Homes—"	6,320	3,782

## K I C A

**CLOVIS—EST. 1931**

FREQUENCY: 1400 Kc. POWER: 250 watts.  
OWNED BY: Western Broadcasters, Inc. OP-  
ERATED BY: Western Broadcasters, Inc.  
BUSINESS ADDRESS: Fourth and Main.  
PHONE: 3. STUDIO ADDRESS: Same. TRANS-  
MITTER LOCATION: Clovis. TIME ON THE  
AIR: 6:00 A.M. to 9:00 P.M. TRANSCRIPTION  
SERVICE: Associated.

### Personnel

President and Station  
Manager.....Chas. C. Alsup

### Representative

Forjoe & Company

# K A W M

GALLUP—EST. 1937

FREQUENCY: 1490 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: A. W. Mills. OPERATED BY: A. W. Mills. BUSINESS ADDRESS: 1100 E. Aztec. PHONE: 19. STUDIO ADDRESS: 1100 E. Aztec. TRANSMITTER LOCATION: 1100 E. Aztec. TIME ON THE AIR: Unlimited license.

## Personnel

Station Manager ..... A. W. Mills

## Representative

Cox & Tanz

# K W E W

HOBBS—EST. 1937

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: W. E. Whitmore. OPERATED BY: W. E. Whitmore. BUSINESS ADDRESS: Hobbs. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

General Manager ..... W. E. Whitmore

Station Manager ..... Orland A. Foster

# K G F L

ROSWELL—EST. 1927

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: KGFL, Inc. OPERATED BY: KGFL, Inc. BUSINESS ADDRESS: 502 W. 2nd

St. PHONE: 288. STUDIO ADDRESS: 502 W. 2nd St. TRANSMITTER LOCATION: 511 W. 16th St. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press, Associated Press. TRANSCRIPTION SERVICES: C. P. MacGregor, Standard Radio, Davis & Schwegler.

## Personnel

Station Manager ..... W. E. Whitmore

Commercial Manager ..... John MacBoyle

Production Manager ..... Cecil Seavey

Chief Engineer ..... James Simpson

# K V S F

SANTA FE—EST. 1934

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: New Mexico Broadcasting Co. OPERATED BY: New Mexico Broadcasting Co. BUSINESS ADDRESS: 759 Cerrillos Road. PHONE: 2020. STUDIO ADDRESS: 759 Cerrillos Road. TRANSMITTER LOCATION: 759 Cerrillos Road. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President ..... A. R. Hebenstrief

Station Manager ..... Ivan R. Head

Commercial Manager ..... J. C. McGrane

Program-Musical Director ..... Paul McCallister

Chief Announcer ..... Rowland Barber

Chief Engineer ..... A. F. Schultz

## Representative

John Blair & Co.

# NEW YORK

Population 13,479,142

Number of Families 3,663,373

Number of Radio Homes 3,405,680

Auto Registrations 2,713,428

For 1940 Census data, please turn to page 268

# W A B Y

ALBANY—EST. 1934

MUTUAL

NEW YORK BROADCASTING SYSTEM

FREQUENCY: 1400 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: Standard Radio.

## Personnel

General Manager ..... Harold E. Smith

Assistant Manager ..... Deuel Richardson

Sales Manager ..... Harry Goldman

Program Director ..... Johnny Lee

Musical Director ..... Carl H. Corey

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 & Son

# W O K O

ALBANY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1460 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: 6:00 A.M. to 2:00 A.M. (140 hours weekly). NEWSPAPER AFFILIATION: Knickerbocker News. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth and NAB Library.

## Personnel

General Manager.....Harold E. Smith  
 Assistant Manager.....Deuel Richardson  
 Sales Manager.....Harry L. Goldman  
 Musical Director.....Carl Miller  
 Chief Engineer.....O. A. Sardi

## 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 & Son

# W M B O

AUBURN—EST. 1926

NEW YORK BROADCASTING SYSTEM

FREQUENCY: 1340 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 10:00 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 B T A

BATAVIA—EST. 1941

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Batavia Broadcasting Corp. OP-

# Blanket

THE Albany-Troy-Schenectady MARKET  
 with these PROVED PROFIT MAKERS

# W O K O

1460 Kc. 1000 W.D. 500 W.N.

CBS Basic

# W A B Y

1400 Kc. 250 Watt

FULL TIME  
 MUTUAL PROGRAMS

HAROLD E. SMITH, Pres. and Gen. Mgr.

RADIO CENTRE

ALBANY, N. Y.

REPRESENTED BY J. P. MCKINNEY & SON  
 NEW YORK and CHICAGO

ERATED BY: Batavia Broadcasting Corp.  
 BUSINESS ADDRESS: 90 Main St. PHONE:  
 716. STUDIO ADDRESS: 90 Main St. TRANS-  
 MITTER LOCATION: Cheek Road. TIME ON  
 THE AIR: 16 hours daily; Sundays, 14 hours.  
 NEWS SERVICE: United Press.

**Personnel**

President-Station Manager, Edmund R. Gamble  
 Sales Manager.....Robert E. Newstead  
 Program Director.....James E. Corbett  
 Director of Women's Programs,  
 Helen Gnowney Neville  
 Chief Announcer.....William Winn  
 Chief Engineer.....Carleton Greene

**W N B F**

**BINGHAMTON—EST. 1927**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1490 Kc. POWER: 250 watts.  
 OWNED BY: Howitt-Wood Radio Co. OP-  
 ERATED BY: Cecil D. Mastin, Mgr. BUSINESS  
 ADDRESS: Arlington Hotel. PHONE: Bing-  
 hamton 2-3461. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Cleveland &  
 Stokes. TIME ON THE AIR: (Daily) 6:30 A.M.  
 to 1:00 A.M.; (Sunday) 9:00 A.M. to 1:00 A.M.  
 (127 hours weekly). NEWS SERVICE: United  
 Press.

**Personnel**

President .....John C. Clark  
 General Manager.....Cecil D. Mastin  
 Sales Manager.....Harry Trenner  
 Advertising Manager.....Virginia Howe  
 Program Director.....Elizabeth Mastin  
 Service Director.....E. Ray McCloskey  
 Chief Announcer.....Durdwood Finch  
 Musical Director.....Elizabeth Lamb  
 Chief Engineer.....Louveer Stantz

**Coverage**

	Daytime	Evening
Population—Primary ....	483,200	328,200
Radio Homes— " .....	111,460	73,470
Population—Secondary ..	434,600	589,600
Radio Homes— " .....	94,780	132,770

Source: Mail response analysis.  
**Representative**  
 John Blair & Company

**W A R D**

**BROOKLYN—EST. 1926**

FREQUENCY: 1430 Kc. POWER: 500 watts.  
 OWNED BY: United States Broadcasting Corp.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 427 Fulton St. PHONE: Triangle 5-3300. STU-  
 DIO ADDRESS: Same. TRANSMITTER LOCA-  
 TION: 583 Messerole St., Brooklyn. TIME ON  
 THE AIR: Shares time (actual, 29½ hours).  
 MAINTAINS ARTISTS' BUREAU.

**Personnel**

President-General Manager, Aaron Kronenberg  
 Commercial Manager-Publicity Director,  
 Helen Bernard

Program Director.....William Margolis  
 Musical Director.....Jeanette Fleischman  
 Chief Engineer.....Abraham Haas

**Representative**  
 Crown Advertising Inc.

**W B B C**

**BROOKLYN—EST. 1926**

FREQUENCY: 1430 Kc. POWER: 500 watts.  
 OWNED BY: Brooklyn Broadcasting Corp. OP-  
 ERATED BY: Brooklyn Broadcasting Corp.  
 BUSINESS ADDRESS: WBBC Bldg., 552-554  
 Atlantic Ave. PHONE: TRIangle 5-6690. STU-  
 DIO ADDRESS: Same. TRANSMITTER LOCA-  
 TION: 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

**W B B R**

**BROOKLYN—EST. 1934**

FREQUENCY: 1330 Kc. POWER: 1000 watts.  
 OWNED BY: Watchtower Bible & Tract Soci-  
 ety, Inc. OPERATED BY: Same. BUSINESS  
 ADDRESS: 124 Columbia Heights. PHONE:  
 MAin 4-9735. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Rossville, Staten  
 Island. TIME ON THE AIR: Shares time.

**Personnel**

President.....J. F. Rutherford  
 Manager.....Andrew K. Wagner  
 Musical Director.....Karl Klein  
 Chief Engineer.....Ralph Leffler  
 (Non-Commercial Station)

**W C N W**

**BROOKLYN—EST. 1926**

FREQUENCY: 1600 Kc. POWER: 500 watts.  
 OWNED BY: Arthur Faske. OPERATED BY:  
 Same. BUSINESS ADDRESS: 846 Flatbush Ave.  
 PHONE: INGersoll 2-1500. STUDIO ADDRESS:  
 846 Flatbush Ave. TRANSMITTER LOCATION:  
 180 Morgan Ave. TIME ON THE AIR: Shares  
 day and evening with WWRL.

**Personnel**

Owner-Chief Engineer.....Arthur Faske  
 Commercial Manager.....Elias I. Godofsky  
 Program Director.....Roger Wayne  
 Local Sales Manager.....Frank R. Clarke  
 Musical Director.....Roger Wayne  
 Chief Operator.....M. Goldberg

**Coverage**

Population—Primary .....	6,772,100
Radio Homes— " .....	1,692,140

**Representative**  
 Associated Radio Sales

# W V F W

## BROOKLYN

FREQUENCY: 1430 Kc. POWER: 500 watts.  
 OWNED BY: Paramount Broadcasting Corp.  
 OPERATED BY: Paramount Broadcasting Corp.  
 BUSINESS ADDRESS: One Nevins St.  
 PHONE: TRi. 5-0313. STUDIO ADDRESS: One Nevins St. TRANSMITTER LOCATION: 609 E. 57th St., Brooklyn. TIME ON THE AIR: Shares time with WARD, WBBC and WLTH (31¾ hours weekly).

### Personnel

President.....Harold J. Burke  
 Managing Director.....Salvatore D'Angelo  
 Chief Announcer.....Frank Daniels  
 Program-Musical Director.....Lillian Delson  
 Production Manager.....Charles Motta  
 Chief Engineer.....Hermann Florez

Statler. TRANSMITTER LOCATION: Grand Island, N. Y. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M.; Sunday, 9:00 A.M. to 12:00 Mid-night. NEWSPAPER AFFILIATION: Buffalo Evening News. NEWS SERVICE: United Press (also services affiliated newspaper). TRANSCRIPTION SERVICE: NBC Thesaurus, Davis & Schwegler, Lang-Worth.

### Personnel

President.....Edward H. Butler  
 Vice-President.....A. H. Kirchofer  
 Program Director-Chief Announcer,  
 Gene Wyatt  
 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 E N

BUFFALO—EST. 1930

FREQUENCY: 930 Kc. POWER: 5000 watts.  
 OWNED BY: WBEN, Inc. OPERATED BY: WBEN, Inc. and The Buffalo Evening News.  
 BUSINESS ADDRESS: Hotel Statler. PHONE: Cleveland 6400. STUDIO ADDRESS: Hotel



N B C RED NETWORK  
*plus*  
BEST LOCAL PROGRAMS  
**WBEN**

BUFFALO'S No. 1 STATION IN  
 NEW YORK STATE'S No. 2 MARKET

LET US TELL THEM  
 AND YOU'LL SELL THEM

# W B N Y

BUFFALO—EST. 1935

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Roy L. Albertson. OPERATED BY: Roy L. Albertson. BUSINESS ADDRESS: 485 Main St. PHONE: Cleveland 3365. 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; Saturday, 7:00 A.M. to 2:00 A.M.; Sunday, 9:00 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, Standard Radio.

## Personnel

Owner and General Manager . . . . . Roy L. Albertson  
Musical Director . . . . . Arthur Crosson  
Chief Engineer . . . . . Thomas L. Vines

## Coverage

Population—Primary . . . . . 1,015,000  
Radio Homes— " . . . . . 239,300  
Source: Field intensity measurements.

## Representative

William G. Rambeau Co.

*News Comes First*

at

# W B N Y

★

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.

★

# W B N Y

Owned and Operated by  
ROY L. ALBERTSON

485 Main Street Buffalo, N. Y.

# W E B R

BUFFALO—EST. 1924

NBC (Blue)

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: WEBR, Inc. OPERATED BY: WEBR, Inc. BUSINESS ADDRESS: Broadcasting House, 23 W. North St. PHONE: Lincoln 7133. STUDIO ADDRESS: 23 W. North St. TRANSMITTER LOCATION: Larkin Terminal Bldg. TIME ON THE AIR: (daily) 7:00 A.M. to 12:00 midnight; (Sunday) 8:30 A.M. to midnight. NEWSPAPER AFFILIATION: Buffalo Evening News. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC The-saurus, Lang-Worth.

## Personnel

President . . . . . Edward H. Butler  
Vice-President . . . . . A. H. Kirchofer  
Station Director . . . . . C. Robert Thompson  
Sales Manager . . . . . William Doerr, Jr.  
Sales Promotion Manager . . . . . Albert H. Zink  
Program Director . . . . . Kay Burkhardt  
Chief Announcer . . . . . Peter A. Krug  
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

MBS-CBS

FREQUENCY: 550 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Buffalo Broadcasting Corp. OPERATED BY: Buffalo Broadcasting Corp. BUSINESS ADDRESS: Rand Bldg. PHONE: Washington 3100. STUDIO ADDRESS: Rand Bldg. TRANSMITTER LOCATION: Tonawanda. TIME ON THE AIR: 6:00 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  
Program Director . . . . . H. C. Rice  
Sales Manager . . . . . John A. Bacon  
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**

CBS-MBS

FREQUENCY: 1520 Kc. POWER: 50,000 watts.  
 OWNED BY: Buffalo Broadcasting Corp.  
 OPERATED BY: Buffalo Broadcasting Corp.  
 BUSINESS ADDRESS: Rand Bldg. PHONE:  
 Washington 3100. STUDIO ADDRESS: Rand  
 Bldg. TRANSMITTER LOCATION: Tonawanda.  
 TIME ON THE AIR: 7:00 A.M. to 1:00 A.M.  
 NEWS SERVICE: United Press. TRANSCRIPTION  
 SERVICE: World Broadcasting System.  
 Associated Music.

## Personnel

Executive Vice-President.....I. R. Lounsberry  
 Program Director.....Herbert C. Rice  
 Sales Manager.....John A. Bacon  
 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—EST. 1925**

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Board of Education. OPERATED  
 BY: Seneca Vocational High School. BUSINESS  
 ADDRESS: 666 E. Delavan Ave. PHONE:  
 Humbolt 0666. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Same. TIME ON  
 THE AIR: Shares daytime with WBNY.

## Personnel

Principal.....Elmer S. Pierce  
 Station Director-Chief Engineer....W. C. Bieda  
 (Non-Commercial Station)

# W C A D

**CANTON—EST. 1924**

FREQUENCY: 1250 Kc. POWER: 500 watts.  
 OWNED BY: St. Lawrence University. OPER-  
 ATED BY: St. Lawrence University. BUSINESS  
 ADDRESS: Canton. PHONE: 276. STUDIO  
 ADDRESS: Canton. TRANSMITTER LOCA-  
 TION: 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.....Leslie H. Jencks  
 Chairman of Committee on  
 Radio.....R. C. Ellsworth  
 Station Manager.....H. K. Bergman  
 Musical Director.....H. Wellington Stewart  
 Chief Engineer.....Dr. Ward C. Priest  
 (Non-Commercial Station)

# W E N Y

**ELMIRA—EST. 1939**

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: Elmira Star-Gazette Inc. OP-  
 ERATED BY: Same. BUSINESS ADDRESS:  
 201 Baldwin St. PHONE: 5181. STUDIO AD-  
 DRESS: Mark Twain Hotel. TRANSMITTER  
 LOCATION: Schuyler Ave. TIME ON THE AIR:  
 7:30 A.M. to 1:00 A.M., daily; 9:00 A.M. to  
 12:00 Midnight, Sundays. NEWSPAPER AF-  
 FILIATION: Elmira Star-Gazette, Sunday Tele-  
 gram, Elmira Advertiser. NEWS SERVICE:  
 United Press. TRANSCRIPTION SERVICE:  
 World Broadcasting System.

## Personnel

Director.....Dale L. Taylor  
 Sales Manager.....James M. Cleary  
 Commercial Manager.....Ernest F. Oliver  
 Program Director.....Hal M. Wagner  
 Production Manager.....Woodrow Ott  
 Publicity Director.....Glenn Williams  
 Chief Announcer.....John Newhouse  
 Office Manager.....Rita E. Hogan  
 Musical Director.....Harry Springer  
 Chief Engineer.....Perry Esten

## Coverage

Population—Primary ..... 138,351  
 Radio Homes— " ..... 31,400  
 Population—Secondary ..... 300,539  
 Radio Homes— " ..... 68,259

Source: Field intensity survey.

## Representative

J. P. McKinney & Son

# W G B B

**FREEPORT—EST. 1924**

FREQUENCY: 1240 Kc. POWER: 250 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 Laddell St. TIME ON THE AIR: Shares  
 time with WBRB, WFAS. TRANSCRIPTION  
 SERVICE: NBC Thesaurus.

## Personnel

Owner and General Manager...H. H. Carman  
 Sales Promotion Manager.....Neal Seaman  
 Chief Announcer .....J. Dudley  
 Publicity Director .....A. Cheesman  
 Chief Engineer.....George Graham

## Coverage

	Daytime	Evening
Population—Primary ...	400,000	200,000
Population—Secondary ...	200,000	100,000

Source: U. S. and County Census.

# W H C U

ITHACA—EST. 1921

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 850 Kc. POWER: 1000 Watts.  
 OWNED BY: Cornell University. OPERATED  
 BY: Cornell University. BUSINESS ADDRESS:  
 Ithaca Savings Bank Bldg. PHONE: 3438.  
 STUDIO ADDRESS: Ithaca Savings Bank Bldg.  
 TRANSMITTER LOCATION: Forest Home, N. Y.  
 TIME ON THE AIR: 7:30 A.M. to sundown  
 (New Orleans). NEWS SERVICE: United Press.  
 TRANSCRIPTION SERVICE: World.

## Personnel

Station Manager.....Michael R. Hanna  
 Sales Manager.....Lew Trenner  
 Program Director.....Sidney Ten Eyck  
 Chief Engineer.....True McLean

## 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

John Blair & Co.

# W J T N

JAMESTOWN—EST. 1924

NATIONAL BROADCASTING CO. (BLUE)  
 NEW YORK BROADCASTING SYSTEM, INC.  
 FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: James Broadcasting Co., Inc.  
 OPERATED BY: James Broadcasting Co., Inc.  
 BUSINESS ADDRESS: 208 Hotel Jamestown.  
 PHONE: 7-151. 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 mid-  
 night. NEWS SERVICE: United Press. TRAN-  
 SCRPTION SERVICE: Associated, Davis &  
 Schwegler. MAINTAINS ARTISTS' BUREAU.

## Personnel

President.....Jay E. Mason  
 Vice-President.....Fred R. Ripley  
 Treasurer.....Julius King  
 Secretary.....Hugh V. N. Bodine  
 General Manager.....Simon Goldman  
 Program Director.....Marshall B. Shantz, Jr.  
 Sales Promotion Manager...Alfred E. Spokes  
 Musical Director.....John P. Lewis  
 Chief Engineer.....Harold J. Kratzert

## Coverage

	Daytime	Evening
Population—Primary	300,000	300,000
Radio Homes— " "	74,490	74,490
Population—Secondary	330,000	
Radio Homes— " "	72,010	

Source: Field intensity measurements.

## Representative

Paul H. Raymer Company

# W K N Y

KINGSTON—EST. 1939

FREQUENCY: 1490 Kc. POWER: 250 watts.  
 OWNED BY: Kingston Broadcasting Corp. OP-  
 ERATED BY: Kingston Broadcasting Corp.  
 BUSINESS ADDRESS: Governor Clinton Hotel.  
 STUDIO ADDRESS: Governor Clinton Hotel.  
 PHONE: 4500. TRANSMITTER LOCATION:  
 Ulster Township. TIME ON THE AIR: 7:00 A.M.  
 to 12:00 Midnight. NEWS SERVICE: Interna-  
 tional News Service. TRANSCRIPTION SER-  
 VICE: World Broadcasting System.

## Personnel

President-Station Manager. John R. McKenna  
 Commercial Manager.....Leonard Bernard

## Coverage

Population—Primary ..... 274,398  
 Radio Homes— " ..... 64,650  
 Population—Secondary ..... 422,057  
 Radio Homes— " ..... 104,240

Source: Mail response survey; U. S. Census;  
 Joint Committee.

# W G N Y

NEWBURGH—EST. 1933

FREQUENCY: 1250 Kc. POWER: 250 watts.  
 OWNED BY: WGNY Broadcasting Co. OP-  
 ERATED BY: WGNY Broadcasting Co. BUSI-  
 NESS ADDRESS: 161 Broadway. STUDIO AD-  
 DRESS: Newburgh; Poughkeepsie. TRANSMIT-  
 TER LOCATION: Cochection Turnpike. TIME  
 ON THE AIR: Daytime Schedule. NEWSPAPER  
 AFFILIATION: Poughkeepsie Sunday Courier.  
 NEWS SERVICE: United Press. TRANSCRIP-  
 TION SERVICE: Associated Music Publishers.  
 MAINTAINS ARTISTS' BUREAU.

## Personnel

President.....Merritt C. Speidel  
 Secretary.....Harry S. Bunker  
 Treasurer & Director....Edward A. Chappell  
 Business Manager.....W. Dale McLaughlin  
 Executive Manager-Program Director,  
 H. W. Cassill  
 Commercial Manager...W. E. Dunkelbarger  
 Artists' Bureau Head.....Donald Grant  
 Publicity Director.....Ruth M. Shafer  
 Chief Announcer.....Richard Crans  
 Musical Director.....Jack Stotesbury  
 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

NEW YORK CITY—EST. 1928

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 880 Kc. POWER: 50,000 Watts. OWNED BY: Columbia Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 485 Madison Ave. STUDIO ADDRESS: 485 Madison Ave.; 799 Seventh Ave.; 49 East 52nd St. TRANSMITTER LOCATION: Wayne Township, N. J. TIME ON THE AIR: 6:15 A.M. to 1:00 A.M.; Sunday, 8:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: Associated (Transcriptions to 9:00 A.M. only).

## Personnel

General Manager.....Arthur Hull Hayes  
Sales Promotion Manager.....Jules Dundes  
Program Director.....George Allen  
Sales Representative.....Jerome B. Harrison  
Sales Representative.....Wilbur Edwards  
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 N X

NEW YORK—EST. 1927

FREQUENCY: 1380 Kc. POWER: 5000 watts. OWNED BY: WBNX Broadcasting Co., Inc. OPERATED BY: WBNX Broadcasting Co., Inc. BUSINESS ADDRESS: 260 E. 161st St. PHONE: MEIrose 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 (9 1/2 hours weekly). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President.....A. L. Haskell  
Vice-President-General Manager.W. C. Alcorn  
Secretary & Commercial Manager.W. I. Moore  
Production Manager.....Edw. Ervin  
Program Director.....Frank Johnson  
Publicity Office.....Davis-Leiber  
Musical Director.....Fred Mendelsohn  
Consult. Engineer.....H. L. Wilson

## Coverage

Population—Primary ..... 10,383,908  
Population—Secondary ..... 870,270  
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: Port Washington, Long Island. TIME ON THE AIR: (daily) 6:30 A.M. NEWS SERVICE: Associated Press, United Press, International News Service.

## Personnel

See Network Listing

## 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.

**WBNX NEW YORK**

**5000 WATTS**  
*Directional*

*A NEW Sales Approach to the World's Largest Market-*  
**METROPOLITAN NEW YORK**

*On June 1st,  
1941, Station WINS will move to  
spacious modern quarters, with  
newly constructed studios and  
the very latest equipment, at  
23-31 West Forty-Third Street.*

. . . . .

**WINS**

*N E W Y O R K*

*Effective March 29, WINS will broadcast on 1000 kilocycles*

# WEVD

NEW YORK—EST. 1927

FREQUENCY: 1330 Kc. POWER: 5000 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.....David Niles  
 Program Director.....George Field  
 Musical Director.....Vladimir Heifetz  
 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.

# WIN

NEW YORK—EST. 1922

FREQUENCY: 1050 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: 6:00 A.M. to 3:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers. MAINTAINS ARTISTS BUREAU.

## Personnel

Director.....Herbert L. Pettey  
 Sales Director.....Bert Lehtar, 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  
 Sales Promotion Manager.....Robert G. Patt  
 Musical Director.....Don Albert  
 Chief Engineer.....Paul Fuelling

## Coverage

	Daytime	Evening
Population—Primary	11,921,522	9,737,329
Radio Homes— " "	2,970,460	2,677,830
Population—Secondary	702,920	1,748,287
Radio Homes— " "	181,100	437,110

Source: 1930 U. S. Census; Joint Committee.

## Representative

Chicago Office: 360 N. Michigan Ave.

# WHOM

(See Jersey City, N. J.)

# WINS

NEW YORK—EST. 1924

NEW YORK BROADCASTING SYSTEM  
 FREQUENCY: 1000 Kc. POWER: 1000 watts, (C.P. 50,000 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: 7:00 A.M. to 2 hours after local sunset, E.S.T. NEWSPAPER AFFILIATIONS: New York Journal-American, New York Daily Mirror. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

Station Manager.....Cecil H. Hackett  
 Sales Promotion Manager-Publicity  
 Director.....Bernard Estes  
 Program Director.....Hazel Bower  
 Chief Announcer.....Bill Harding  
 Musical Director.....Louis Katzman  
 Production Manager.....Robert Colton  
 Chief Engineer.....Paul Von Kunits

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

1000 WATTS—D  
 500 WATTS—N

# WNEW SELLS GOODS AT LOWEST COST

of any station claiming coverage  
of the metropolitan trading area



## BECAUSE...

**WNEW** delivers twice the audience of any other New York independent station. (See Hooper-Holmes and other impartial surveys.)

**WNEW** delivers this audience at one-third the cost of any New York network station. (See Standard Rate & Data.)



Not a local station one minute and a chain station the next. Rather WNEW is a *local* station that thinks New York — acts New York — is New York. *24 Hours a Day!*

# WNEW

501 Madison Avenue, New York

SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY

5000 watts • 1250 kilocycles • Nationally represented by John Blair & Company

*1250  
on your  
dial!*

**Coverage**

Population—Primary ..... 10,224,259  
 Radio Homes— " ..... 1,115,212  
 Population—Secondary ..... 9,590,479  
 Radio Homes— " ..... 1,025,995

Source: Station survey; Joint Committee.

**Representatives**

International Radio Sales

**W J Z**

**NEW YORK—EST. 1921**

KEY STATION NBC (BLUE)

FREQUENCY: 770 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**

See Network Listing

**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.

**W L T H**

**NEW YORK—EST. 1926**

FREQUENCY: 1430 Kc. POWER: 500 watts. OWNED BY: WLTH, Inc. OPERATED BY: WLTH, Inc. BUSINESS ADDRESS: 105 Second Ave., N. Y. C. PHONE: ORchard 4-3939. STUDIO ADDRESS: 105 Second Ave., N. Y. C. TRANSMITTER LOCATION: Green and Provost, Brooklyn, N. Y. TIME ON THE AIR: Quarter Schedule. (Shares time with WARD, WBBC, WVFV); (28 hours weekly). TRANSCRIPTION SERVICE: Lang-Worth, C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President and General

Manager.....Samuel J. Gellard  
 Program Director.....Norman H. Warembud  
 Production Manager-Publicity Director,

Baron Kapelsohn

Sales Promotion Manager.....Edward J. May  
 Merchandising Manager.....Jacob Welt  
 Chief Engineer.....Clifton Foss

**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.

**W M C A**

**NEW YORK—EST. 1925**

INTER-CITY BROADCASTING SYSTEM

FREQUENCY: 570 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Knickerbocker Broadcasting Co. OPERATED BY: Knickerbocker Broadcasting Co. BUSINESS ADDRESS: 1657 Broadway. PHONE: Circle 6-2200. STUDIO ADDRESS: 1657 Broadway. TRANSMITTER LOCATION: Kearney, N. J. TIME ON THE AIR: 24 hours daily. NEWS SERVICE: Associated Press, International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

General Manager.....Don S. Shaw  
 Director of Sales.....Charles Stark  
 Operations Manager.....Charles Capps  
 Artists' Bureau Head.....Charles Wilshin  
 Sales Promotion Manager.....Edwin Weisman  
 Chief Announcer.....Bob Carter  
 Publicity Director.....Leon Goldstein  
 Musical Director.....Joseph Rines  
 Chief Engineer.....Frank Marx

**Coverage**

Population—Primary ..... 12,480,200  
 Source: Field intensity measurements.

**Representative**

Virgil Reiter & Co.

**W N E W**

**NEW YORK—EST. 1934**

FREQUENCY: 1280 Kc. POWER: 5000 watts. OWNED BY: Wodaam Corp. OPERATED BY: Wodaam Corp. BUSINESS 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 Mid-night 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. 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  
 Special Events and Publicity Director,

Jack Banner

Production Head.....William McGrath  
 Chief Announcer .....John Jaeger  
 Chief Engineer .....M. J. Weiner  
 Musical Director.....Merle Pitt

In The New York Market  
DON'T MISS

# W A A T

A DAYTIME FACTOR SINCE 1926

***NOW*** serving the millions of residents  
in New York and New Jersey From . . . .

**DAWN to DAWN!**

U.P. & I.N.S. NEWS of the Hour --  
**EVERY HOUR . . . ON THE HOUR**

One Of the Reasons this Station is  
A "BEST BET" IN THE WORLD'S GREATEST  
MARKET . . . . . *Investigate!*

Represented by Rambeau



See Page 479



**Coverage**

Population—Primary ..... 11,803,680  
 Radio Homes— " ..... 2,950,920  
 Population—Secondary ..... 1,184,520  
 Radio Homes— " ..... 296,130

Source: Station survey; Joint Committee.

**Representative**

John Blair & Co.

**W N Y C**

NEW YORK—EST. 1924

FREQUENCY: 830 Kc. POWER: 1000 watts.  
 OWNED BY: City of New York. OPERATED  
 BY: Municipal Broadcasting System. BUSI-  
 NESS ADDRESS: Municipal Bldg. PHONE:  
 Worth 2-5600. STUDIO ADDRESS: Municipal  
 Bldg. TRANSMITTER LOCATION: Greenpoint,  
 Bklyn. TIME ON THE AIR: 7:00 A.M. to sun-  
 set (Minn., Minn.). NEWS SERVICE: Inter-  
 national News Service, Associated Press.

**Personnel**

Director..... M. S. Novik  
 Chief Announcer..... T. H. Cowan  
 Program Director..... Seymour N. Siegel  
 Publicity Director..... Jack Goodman  
 Musical Director..... Herman Neuman  
 Chief Engineer..... Isaac Brimberg  
 (Non-Commercial Station)

**W A T**

(See Jersey City, N. J., Page 479)

**W O R**

NEW YORK—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. and 1440 Broad-  
 way, New York, N. Y. 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) 6:00 A.M. to 2:00 A.M.  
 (Sunday) 7:45 A.M. to 2:00 A.M. NEWS SER-  
 VICES: Transradio Press Service, United Press,  
 Associated Press, General News Ticker (Sports).  
 MAINTAINS ARTISTS' BUREAU. TRANSCRIP-  
 TION SERVICE: World Broadcasting System;  
 WOR Electrical Transcription and Recording  
 Service.

**Personnel**

President..... Alfred J. McCosker  
 Vice president and general  
 manager..... Theodore C. Streibert  
 Vice-President in Charge of  
 Program Operations... Julius F. Seebach, Jr.  
 Vice-President in Charge of Sales,  
 Rufus C. Maddux  
 Sales Manager..... Eugene S. Thomas  
 Commercial Program Manager, Mitchell Benson  
 Production Manager..... Charles Godwin  
 Director of Publicity..... Jerry Danzig  
 Director of Special Features and News,  
 Dave Driscoll  
 Chief Engineer..... J. R. Poppele  
 Director WOR Artists Bureau... Nat Abramson  
 Director of Sales Promotion..... Joe Creamer  
 Musical Director..... Alfred Wallenstein

**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 Q X R**

NEW YORK—EST. 1934

FREQUENCY: 1600 Kc. POWER: 10000 watts.  
 OWNED BY: Interstate Broadcasting Co., Inc.  
 OPERATED BY: Interstate Broadcasting Co.,  
 Inc. BUSINESS ADDRESS: 730 Fifth Ave.  
 PHONE: Circle 5-5566. STUDIO ADDRESS: 730  
 Fifth Ave. TRANSMITTER LOCATION: Mas-  
 peth, Long Island. TIME ON THE AIR: Full  
 Time License (99½ hours weekly). NEWS  
 SERVICE: Associated Press. TRANSCRIPTION  
 SERVICE: World Broadcasting System.

**Personnel**

President..... John V. L. Hogan  
 Station Manager..... Elliott M. Sanger  
 Vice-President in Charge of Sales,  
 Hugh K. Boice  
 Sales Manager..... Robert M. Scholle  
 Program Director..... Eleanor N. Sanger  
 Production Manager-Chief Announcer,  
 William D. Straus  
 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.

*New York's  
Fifth Ave  
Station!*



**EVERYONE KNOWS  
IT'S THE BEST BUY  
IN NEW YORK**

In the world's greatest market, WOV's power and efficiency is a natural for producing more than satisfactory results.

By actual experience, shrewd advertisers and time buyers know the advantage WOV has in the vast Italo-American market. In addition to this market, WOV's new programming has resulted in reaching a greater American audience than ever before.

**W O V**

**10,000 WATTS**

*1130 on your dial*

OFFICES AND STUDIOS

730 FIFTH AVENUE, NEW YORK CITY

Circle 5-7979

# W O V

**NEW YORK—EST. 1928**

FREQUENCY: 1130 Kc. POWER: 10,000 watts. OWNED BY: Greater New York Broadcasting Corp. OPERATED BY: Greater New York Broadcasting Corp. BUSINESS ADDRESS: 730 Fifth Ave. PHONE: BRyant 9-6080. STUDIO ADDRESS: 730 Fifth Ave. TRANSMITTER LOCATION: Kearney, N. J. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight; Sundays, 8:00 A.M. to 12:00 Midnight (118 hours weekly). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth, Standard Radio. MAINTAINS ARTISTS' BUREAU.

## Personnel

General Manager.....Arthur Simon  
Asst. Program Director.....John Schramm  
Artists' Bureau Director.....Syd Leipzig  
Chief Engineer.....Whitman N. Hall

## Coverage

Population—Primary ..... 8,557,725  
Radio Homes— " ..... 1,700,000

# W H L D

**NIAGARA FALLS—EST. 1939**

FREQUENCY: 1290 Kc. POWER: 1000 watts. OWNED BY: Niagara Falls Gazette Publishing Co. OPERATED BY: Niagara Falls Gazette Publishing Co. BUSINESS ADDRESS: Niagara Hotel. PHONE: 7250. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Lockport Road. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWSPAPER AFFILIATION: Niagara Falls Gazette. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

## Personnel

General Manager.....Earl C. Hull  
Commercial Manager.....Fin Hollinger  
Program Director.....Ben Bezoff  
Chief Announcer.....Larry Lawrence  
Musical Director.....Ernie Whistler  
Chief Engineer.....Dean Hiatt

## Coverage

Population—Primary ..... 2,425,338  
Radio Homes— " ..... 609,593  
Population—Secondary ..... 2,921,864  
Radio Homes— " ..... 723,175

Source: Mail response survey; U. S. Census.

## Representative

Headley-Reed Co.

# W S L B

**OGDENSBURG—EST. 1939**

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: St. Lawrence Broadcasting Corp. OPERATED BY: St. Lawrence Broadcasting

Co. BUSINESS ADDRESS: 2315 Knox St. PHONE: 500. STUDIO ADDRESS: 2315 Knox St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License (112 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

## Personnel

President.....Joseph R. Brandy  
Station Manager.....Harold J. Frank  
Sales and Sales Promotion Manager,

Rudy Horst

Production Manager.....George Bingham  
Publicity Director.....Dorothy Goodbout  
Chief Announcer.....Ken Meyer  
Musical Director.....Ted Jarvis  
Chief Engineer.....Raymond E. Lafferty

## Coverage\*

	Daytime	Evening
Population—Primary	177,328	177,328
Radio Homes— " "	40,000	40,000
Population—Secondary	258,624	177,328
Radio Homes— " "	58,680	40,000

\*United States coverage only; does not include Canada.

Source: Station survey.

## Representative

DeLisser-Boyd, Inc.

# W H D L

**OLEAN—EST. Tupper Lake, 1928;  
Olean, 1934**

FREQUENCY: 1450 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: 7:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Olean Times-Herald. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio, NBC Thesaurus.

## Personnel

President.....E. B. Fitzpatrick  
Station Manager.....Thomas L. Brown  
Sales Manager.....Rocco L. Tito  
Sales Promotion Manager.....H. A. McCaul  
Program Director-Artists' Bureau Head,

Virgil Booth

Production Manager.....Fred Meyer, Jr.  
Chief Announcer.....Arthur Hannes  
Musical Director.....Elizabeth Brady  
Chief Engineer.....Warren E. McDowell



"THE STROMBERG-CARLSON STATION"

# P R E S T I G E

**F**IFTY thousand watt domination of the rich 43 county area it serves is not the only thing your WHAM radio dollar buys. Yours, too, is the prestige of the name of "Stromberg-Carlson" which for years has, to Western New Yorkers and the world, represented the finest in voice transmission and voice reception apparatus—telephone and radio. WHAM . . . owned and operated by the Stromberg-Carlson Telephone Mfg. Co. . . . 50,000 Watts . . . Clear Channel . . . Full Time . . . NBC Blue and Red Networks . . . **National Representatives: George P. Hollingbery Co.**

# W H A M

**R O C H E S T E R , N . Y .**

**Coverage**

Population—Primary .....	69,398
Radio Homes— " .....	16,900
Population—Secondary .....	105,671
Radio Homes— " .....	26,200

Source: Field signal measurements and mail response analysis; Joint Committee.

**Representative**

J. P. McKinney & Son

**W M F F**

**PLATTSBURG—EST. 1935**

NBC—BLUE

FREQUENCY: 1340 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: Transradio 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  
 General Manager..... George F. Bissell  
 Commercial Manager..... Edward Furman  
 Program-Musical Director..... 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.

**W K I P**

**POUGHKEEPSIE—EST. 1939**

NATIONAL BROADCASTING CO.

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Poughkeepsie Broadcasting Corp. OPERATED BY: Poughkeepsie Broadcasting Corp. BUSINESS ADDRESS: The Nelson House. PHONE: 6800. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:05 P.M.; Sundays, 8:00 A.M. to 12:05 P.M. (118½ hours weekly). NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President-Station Manager.... Richard E. Coon  
 Commercial Manager..... Frederic W. Ayer  
 Program Director..... William F. Cope  
 Chief Announcer..... Chester Santon  
 Chief Engineer..... Peter J. Prinz

**Representative**

Headley-Reed Co.

**W H A M**

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

FREQUENCY: 1180 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 12:30 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth.

**Personnel**

President..... Wesley M. Angle  
 Vice-President..... Edward A. Hanover  
 General Manager..... William Fay  
 Assistant Manager..... Jack Lee  
 Commercial Manager..... J. W. Kennedy, Jr.  
 Publicity Director..... Arthur Kelly  
 Program Director..... Chas. Siverson  
 Technical Supervisor..... Ken Gardner

**Coverage**

Population—Primary .....	3,607,424
Radio Homes— " .....	896,010

Source: U. S. Census; Joint Committee.

**Representative**

George P. Hollingbery Co.

**W H E C**

**ROCHESTER—EST. 1922**  
 COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1460 Kc. POWER: 1000 watts, d.; 500 Watts, n. OWNED BY: WHEC, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 40 Franklin St. PHONE: Stone 1320-1-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Mt. Read Blvd., 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 Newspapers, 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  
 Publicity Director..... Ross Woodbridge  
 Assistant Secretary..... Mary Carroll  
 Traffic Manager..... Elizabeth Gledhill  
 Chief Announcer..... Harry LeBrun  
 Musical Director..... Ken Sparon

**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 S A Y**

ROCHESTER—EST. 1936

CBS—MBS—NEW YORK BROADCASTING SYSTEM

FREQUENCY: 1240 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. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President-Chief Engineer.....Gordon P. Brown  
 General Manager.....Mort Nusbaum  
 Sales and Sales Promotion Manager,  
 Winston H. Thornburg  
 Publicity Director.....Harland Evans

Chief Announcer.....Ross Weller  
 Musical Director.....Betty Brown  
 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.

**W A G E \***

SALINA—EST. 1941

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 620 Kc. POWER: 1000 watts.

OWNED BY: Sentinel Broadcasting Co. OPERATED BY: Sentinel Broadcasting Co. BUSINESS OFFICE: Salina. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

**Personnel**

President.....Frank C. Revoir  
 Vice-President.....William T. McCaffrey  
 Vice-President.....Alexis M. Muench  
 \*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

**W N B Z**

SARANAC LAKE—EST. 1937

FREQUENCY: 1320 Kc. POWER: 100 watts.

OWNED BY: Upstate Broadcasting Corp. OPERATED BY: Upstate Broadcasting Corp. BUSINESS ADDRESS: 70 Broadway. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

**Personnel**

President.....Carl F. Woese  
 General Manager.....W. H. Carpenter  
 Chief Engineer.....A. J. Kanze

**Representative**

George P. Hollingsbery Co.

**W G Y**

SCHENECTADY—EST. 1922

NATIONAL BROADCASTING CO.

(BASIC RED)

FREQUENCY: 810 Kc. POWER: 50,000

Watts. OWNED BY: General Electric Co.

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.

**FIRST** IN ROCHESTER HEARTS!  
 IN ROCHESTER MINDS!  
 IN ROCHESTER EARS!

**WSAY**

(BASIC MUTUAL BROADCASTING SYSTEM)

Lowest cost of any advertising medium for complete coverage of the third largest market of the nation's richest state!

For choice news and spot availabilities, write, wire, or phone collect to

**W S A Y**

ROCHESTER

NEW YORK

**Personnel**

President.....Charles E. Wilson  
 Station Manager.....Kolin Hager  
 Program Manager.....A. O. Coggeshall  
 Acting Sales Manager.....A. G. 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.

**WOLF**

SYRACUSE—EST. 1940

FREQUENCY: 1490 Kc. POWER: 250 watts.  
 OWNED BY: Civic Broadcasting Corp. OPER-  
 ATED BY: Civic Broadcasting Corp. BUSINESS  
 ADDRESS: Chimes Bldg. STUDIO ADDRESS:  
 Chimes Bldg. PHONE: 2-7211. TRANSMITTER

LOCATION: Kirkpatrick and Van Rensselaer  
 Sts. TIME ON THE AIR: 6:45 A.M. to 2:00  
 A.M. (134½ hours weekly). NEWS SERVICE:  
 Transradio Press. TRANSCRIPTION SERVICE:  
 Standard Radio. MAINTAINS ARTISTS' BU-  
 REAU.

**Personnel**

President-Manager.....T. S. Marshall  
 Program Director.....L. W. Kaiser  
 Artists' Bureau Head-Traffic Manager,  
 Wynne Parrish  
 Publicity Director-News Editor,  
 Martin A. Burstein  
 Chief Announcer.....Hamilton Woodle  
 Musical Director.....Bob Riddle  
 Chief Engineer.....Laurence Reilly

**Coverage**

	Daytime	Evening
Population—Primary	378,060	254,997
Radio Homes—"	94,300	62,891

Source: Field intensity survey; U. S. Cen-  
 sus; Joint Committee.

**Representative**

Radio Advertising Corp.

**THE ONLY STATION**

IN CENTRAL NEW YORK

**BROADCASTING**

1. NEWS EVERY HOUR, ON THE HOUR.
2. ASCAP, BML, SESAC, PD MUSIC.
3. 19¼ HOURS PER DAY, AND
4. RATING OVER 3000 IN AUDIENCE RESPONSE EVERY WEEK.

250 WATTS  
 NON-DIRECTIONAL  
 1490 KC.



SYRACUSE  
 NEW YORK

# WFBL

## SYRACUSE

NOW . . .

# 5000 WATTS

DAY and NIGHT

Covers far more population  
and buying power than ever before

### BETTER RECEPTION TO ALL POINTS

Here's what listeners tell us:

HAMILTON, N. Y. (45 miles away)  
"Never been able to find a good station for Glenn Miller. Your power increase has solved my problem."

NORWICH, N. Y. (66 miles away)  
"WFBL is now our best and clearest station. No interference."

WATERTOWN, N. Y. (72 miles away)  
"Since you've increased your power your reception has much improved."

CLYDE, N. Y. (44 miles away)  
"I really take pleasure in tuning WFBL now that your programs come in much clearer."

WFBL now is Syracuse and Central New York's MOST POWERFUL station, day and night! With this decided advantage of a five time increase in power, with top-flight air shows,\* the new WFBL is a powerful approach for more sales in this established 4-Billion Dollar market.

WRITE today for complete data regarding WFBL's increased coverage, rates and time available.

## WFBL

### SYRACUSE, N. Y.

\*Member Basic Network  
Columbia Broadcasting System



FREE & PETERS, Inc., EXCLUSIVE NATIONAL REPRESENTATIVES



# W F B L

SYRACUSE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1390 Kc. POWER: 5000 watts.

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: 124 hours weekly. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President.....S. H. Cook  
 General Manager.....S. Woodworth  
 Vice-President.....Robert G. Soule  
 Vice-President and Sales Promotion  
 Manager.....R. G. Soule  
 Commercial Manager.....Charles Phillips  
 Program Director.....George Perkins  
 Publicity Director.....Harvey Sanderson  
 Musical Director.....Thelma MacNeil Curren  
 Control Room Supervisor....Walter L. Stonger  
 Chief Engineer.....A. R. Marcy

## 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.

# W S Y R

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: 224 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. MAINTAINS 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  
 Publicity Director.....E. R. Vadeboncoeur  
 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 H A Z

TROY—EST. 1922

FREQUENCY: 1330 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

NATIONAL BROADCASTING CO.

FREQUENCY: 980 Kc. POWER: 1000 watts.

OWNED BY: Troy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 92 Fourth St. STUDIO ADDRESS: Same. PHONES: Troy 2100; Albany 2500. TRANSMITTER LOCATION: Boght Corners. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth.

## Personnel

President.....Col. H. C. Wilder  
 Manager.....Fred R. Ripley  
 Commercial-Sales Promotion Manager.  
 William A. Riple  
 Program Director....W. Woodbury Carter, Jr.  
 Publicity Director.....Cecil Walker  
 Chief Announcer.....Al Parker  
 Musical Director.....Tony Sharpe  
 Chief Engineer.....A. H. Chismark

## Coverage

Population—Primary ..... 437,000  
 Radio Homes— " ..... 105,650  
 Population—Secondary ..... 834,000  
 Radio Homes— " ..... 208,520

Source: Station survey.

## Representative

Paul H. Raymer Co.

**WIBX**

UTICA—EST. 1924

COLUMBIA BROADCASTING SYSTEM  
NEW YORK BROADCASTING SYSTEM  
FREQUENCY: 1230 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: Marcy, N. Y. TIME  
ON THE AIR: (daily) 6:55 A.M. to 1:00 A.M.;  
(Sunday) 8:00 A.M. to 1:00 A.M. (128 hours  
weekly). NEWS SERVICE: Transradio Press.  
TRANSCRIPTION SERVICES: Associated Music  
Publishers. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President.....Scott H. Bowen  
Business Manager.....E. K. Johnson  
Program Director-Artists' Bureau Head,  
Elliott Stewart  
Production Manager.....Michael Carlo  
Chief Announcer.....Robert Mohaney  
Public Relations.....Michael R. Hanna  
Merchandising Manager.....Nathan W. Cook  
Musical Director.....Walter Griswold  
Chief Engineer.....J. T. Dowdell

**Coverage**

	Daytime	Evening
Population—Primary .....	223,500	223,500
Radio Homes— " .....	63,760	63,760
Population—Secondary .....	521,700	521,700
Radio Homes— " .....	138,710	138,710

Source: CBS Listener and Dealer Survey.

**Representative**

New York Office: Belmont Plaza Hotel  
Chicago: Virgil Reiter & Co.

**WATN \***

WATERTOWN—EST. 1941

FREQUENCY: 1240 Kc. POWER: 250 watts.  
OWNED BY: Watertown Broadcasting Corp.  
OPERATED BY: Watertown Broadcasting Corp.  
BUSINESS ADDRESS: Watertown. STUDIO  
ADDRESS: Same. TRANSMITTER LOCATION:  
Same. TIME ON THE AIR: Unlimited license.

**Personnel**

President.....C. Harry Righter  
Treasurer.....Dean R. Richardson  
Station Manager.....Kirby Ayers  
Commercial Manager.....Dinny Dinsdale  
\*Station was licensed to operate under a  
construction permit at time of going to press  
and no further information was available.

**WWNY \***

WATERTOWN—EST. 1941

FREQUENCY: 1300 Kc. POWER: 500 watts.  
OWNED BY: The Brockway Co. OPERATED  
BY: The Brockway Co. BUSINESS ADDRESS:  
Watertown. STUDIO ADDRESS: Same. TRANS-

MITTER LOCATION: Same. TIME ON THE AIR:  
Daytime license. NEWSPAPER AFFILIATION:  
Watertown Times.

**Personnel**

President-Treasurer.....Harold B. Johnson  
Chief Engineer.....Paul Lee  
\*Station was licensed to operate under a  
construction permit at time of going to press  
and no further information was available.

**WFAS**

WHITE PLAINS—EST. 1932

FREQUENCY: 1240 Kc. POWER: 250 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:  
Shares time with WGGB and WBRB. NEWS-  
PAPER AFFILIATION: Macy-Westchester News-  
papers. NEWS SERVICE: County News Bu-  
reau, Associated Press. TRANSCRIPTION SER-  
VICE: World Broadcasting System, Lang-  
Worth.

**Personnel**

President.....J. Noel Macy  
V.P.-Managing Director.....Frank A. Seitz  
Treasurer.....William Fanning  
Secretary.....Harold F. Lippold

**WFAS**

WESTCHESTER'S  
OWN STATION

More power PLUS increased time  
ADD up to more VALUABLE  
"across the board" TIME STA-  
TION WFAS is serving West-  
chester . . . the richest county in  
the United States. Use it to put  
over your message.

**WFAS**

Roger Smith Hotel, White Plains, N. Y.

Representatives

**HEADLEY-REED COMPANY**

420 LEXINGTON AVENUE  
NEW YORK CITY

Commercial Manager . . . . . Anthony H. Francis  
 Program-Musical Director . . . . . Ran Kaler  
 Director of Women's Programs,  
 Betty Patterson  
 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.

**W W R L**

WOODSIDE—EST. 1926

FREQUENCY: 1600 Kc. POWER: 500 watts.  
 OWNED BY: L. I. Broadcasting Corp. OPER-  
 ATED BY: L. I. Broadcasting Corp. BUSINESS  
 ADDRESS: 41-30 58th St. PHONE: NEWtown  
 9-3300-1. STUDIO ADDRESS: 41-30 58th St.

TRANSMITTER LOCATION: Same. TIME ON  
 THE AIR: Part time schedule (75 hours weekly).  
 NEWS SERVICE: International News Service.  
 TRANSCRIPTION SERVICE: Lang-Worth, Davis  
 & Schwegler.

**Personnel**

President-Station Manager, William H. Reuman  
 Commercial-Sales Promotion Manager,  
 Emil Dorer  
 Program Director . . . . . Dud Conolly  
 Special Events Director . . . . . Arthur Ford  
 Chief Engineer . . . . . William H. Reuman  
 Office Manager . . . . . Edith Dick  
 Production Manager and Musical Director,  
 Adolph Goebel

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	10,000,000	3,000,000

Source: Chamber of Commerce.

**Representative**

Forjee & Co.

**NORTH CAROLINA**

Population 3,571,623

Number of Radio Homes 438,960

Number of Families 786,446

Auto Registrations 591,450

*For 1940 Census data, please turn to page 269*

**W I S E**

ASHEVILLE—EST. 1939

NATIONAL BROADCASTING CO.

BLUE RIDGE NETWORK

(WFBC-WKPT-WOPI-WISE)

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: WISE Broadcasting Co. OPER-  
 ATED BY: WISE Broadcasting Co. BUSINESS  
 ADDRESS: Langren Hotel. STUDIO ADDRESS:  
 Langren Hotel. PHONE: 1213. TRANSMITTER  
 LOCATION: Same. TIME ON THE AIR: 121  
 hours weekly. NEWSPAPER AFFILIATION:  
 Asheville Advertiser. NEWS SERVICES: Trans-  
 radio Press. TRANSCRIPTION SERVICE: Stan-  
 dard Radio.

**Personnel**

President-Station Manager . . . . . Harold Thoms  
 Commercial Manager . . . . . Baxter Barkley  
 Program Director . . . . . Bernard Macy  
 Chief Engineer . . . . . Ralph Kibbler

**Coverage**

Population—Primary . . . . .	337,500
Radio Homes— " . . . . .	54,843
Population—Secondary . . . . .	500,500
Radio Homes— " . . . . .	73,300

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; Sundays, 8:00 A.M. to 12:00

Midnight. NEWSPAPER AFFILIATION: Ashe-

ville Citizen-Times. NEWS SERVICE: United

Press. TRANSCRIPTION SERVICE: Associated,

World Broadcasting System.

**Personnel**

Executive Director . . . . . Don S. Elias  
 Commercial Manager . . . . . John E. Thayer  
 Program Director . . . . . Robert B. Bingham  
 Assistant Program Director . . . . . Mardi Liles  
 Promotion Manager . . . . . Herman I. Mosely  
 Musical Director . . . . . John Eversman  
 Chief Engineer . . . . . Cecil Hoskins

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	321,212	214,982
Radio Homes— " . . . . .	40,780	29,650
Population—Secondary . . . . .	423,834	200,139
Radio Homes— " . . . . .	56,052	24,170

Source: Field intensity measurement.

## W B T

**CHARLOTTE—EST. 1921**

**COLUMBIA BROADCASTING SYSTEM**  
 FREQUENCY: 1110 Kc. POWER: 50,000  
 Watts. OWNED BY: Columbia Broadcasting  
 System, Inc. OPERATED BY: Columbia Broad-  
 casting System, Inc. BUSINESS ADDRESS:  
 Wilder Bldg. PHONE: 3-8833. STUDIO AD-  
 DRESS: Wilder Bldg. TRANSMITTER LOCA-  
 TION: Nations Ford Road. TIME ON THE  
 AIR: 5:00 A.M. to 1:00 A.M.; Sundays, 7:00  
 A.M. to 12:00 Midnight. NEWS SERVICE:  
 United Press. **Personnel**

President.....Wm. S. Paley  
 Station Manager.....A. E. Joscelyn  
 Sales Manager.....Royal E. Penny  
 Sales Promotion Manager...William F. Carley  
 Artists' Bureau.....CBS, N. Y.  
 Program Director.....C. H. Crutchfield  
 Auditor.....E. J. DeGray  
 Chief Engineer.....J. J. Beloungy

### Coverage

	Daytime	Evening
Population—Primary .....	2,698,100	971,400
Radio Homes— " .....	329,490	115,030
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**

NBC-MBS

**SOUTHERN BROADCASTING SYSTEM**  
 FREQUENCY: 1240 Kc. POWER: 250 watts,  
 d.; 100 watts, n. (C.P. 250 watts, n.). OWNED  
 BY: Radio Station WSOC, Inc. OPERATED BY:  
 Radio Station WSOC, Inc. BUSINESS AD-  
 DRESS: Mecklenburg Hotel. PHONE: 7138.  
 STUDIO ADDRESS: Mecklenburg Hotel (C.P.  
 1925 N. Tryon St.). TRANSMITTER LOCATION:  
 Same. TIME ON THE AIR: 6:30 A.M. to Mid-  
 night (daily); 9:00 A.M. to Midnight (Sunday).  
 NEWS SERVICE: Transradio Press. TRAN-  
 SCRPTION SERVICE: NBC Thesaurus.

### Personnel

President and Station Manager...E. J. Gluck  
 Commercial Manager.....W. C. Irwin  
 Program Director.....C. G. Hicks  
 Sales Promotion Manager.....Paul W. Norris  
 Chief Engineer.....L. L. Caudle

### Coverage

Population—Primary .....	432,219
Radio Homes— " .....	131,181
Population—Secondary .....	923,123
Radio Homes— " .....	141,620

Source: Station survey and estimate; 1940

U. S. Census; Joint Committee.

### Representative

Headley-Reed Co.

## W D N C

**DURHAM—EST. 1934**

**COLUMBIA BROADCASTING SYSTEM**  
 FREQUENCY: 1490 Kc. POWER: 250 watts.  
 OWNED BY: Herald-Sun Papers. OPERATED  
 BY: Herald-Sun Papers. BUSINESS ADDRESS:  
 138 East Chapel Hill St. PHONE: R-155. STU-  
 DIO ADDRESS: 138 East Chapel Hill St. TRANS-  
 MITTER LOCATION: Cole Road. TIME ON THE  
 AIR: 6:30 A.M. to 12:00 Midnight; Sundays,  
 8:00 A.M. to 12:00 Midnight (121 hours weekly).  
 NEWSPAPER AFFILIATION: Herald-Sun pa-  
 pers. NEWS SERVICE: United Press. TRAN-  
 SCRPTION SERVICE: Standard Radio. MAIN-  
 TAINS ARTISTS' BUREAU.

### Personnel

President.....C. C. Council  
 General Manager.....J. F. Jarman, Jr.  
 Commercial Manager.....C. J. Woodhouse  
 Program Director-Artists' Bureau Head,  
 Clay B. Daniel

Traffic Manager.....Paul Reed  
 Musical Director.....Robert Stratton  
 Chief Engineer.....R. A. Dalton

### Coverage

	Daytime	Evening
Population—Primary .....	192,781	150,000
Radio Homes— " .....	32,871	25,871
Population—Secondary ..	247,900	176,000
Radio Homes— " .....	36,000	30,100

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

### Representative

Howard H. Wilson Co.

## W C N C

**ELIZABETH CITY—EST. 1939**

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 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. PHONE:  
 1370. STUDIO ADDRESS: Colonial Ave. TRANS-  
 MITTER LOCATION: Parsonage St., Extension.  
 TIME ON THE AIR: 7:00 A.M. to 10:00 P.M.  
 NEWS SERVICE: United Press. TRANSCRIP-  
 TION SERVICE: World Broadcasting System.

### Personnel

President-Manager.....T. W. Aydlett  
 Commercial Manager.....J. E. Aydlett  
 Chief Announcer.....Louis Rigsbee  
 Program-Musical Director.....Paul Moyle  
 Chief Engineer.....Billy Rogers

### Coverage

Population—Primary .....	488,379
Radio Homes— " .....	155,250

Source: Station survey.

# WFNC

FAYETTEVILLE—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts.  
 OWNED BY: W. C. Ewing and Harry Layman.  
 OPERATED BY: Cumberland Broadcasting Co.  
 BUSINESS ADDRESS: 114 Anderson St.  
 PHONE: 4848. STUDIO ADDRESS: 114 Anderson St.  
 TRANSMITTER LOCATION: Water St.  
 TIME ON THE AIR: 84 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated.

## Personnel

Station Manager..... W. C. Ewing  
 Commercial Manager..... H. E. Layman  
 Sales Promotion Manager..... C. D. Moore  
 Program Director..... Ted Ellis  
 Production Manager..... Z. V. Gwynn  
 Publicity Director..... Kate Southerland  
 Chief Announcer..... Marion Russell  
 Musical Director..... Bob Machat  
 Chief Engineer..... Frank Stewart

## Coverage

Population—Primary ..... 100,000  
 Population—Secondary ..... 150,000  
 Source: Mail response analysis; Joint Committee.

# WGNC

GASTONIA—EST. 1939

FREQUENCY: 1450 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: Unlimited license. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor.

## Personnel

Owner..... F. C. Todd  
 Manager..... Pat McSwain

## Representative

Adams & Adams

# WGBR

GOLDSBORO—EST. 1939

CAROLINA NETWORK (SPECIAL)

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Eastern Carolina Broadcasting Co. OPERATED BY: Eastern Carolina Broadcasting Co. BUSINESS ADDRESS: P. O. Box 372. STUDIO ADDRESS: Raleigh Highway. PHONE: 1550. TRANSMITTER LOCATION: Raleigh Highway. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M.; Sundays, 9:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

Station Director..... A. T. Hawkins  
 Secretary-Treasurer..... V. G. Herring  
 Commercial Manager..... R. L. Zealy

Program-Musical Director.... Mrs. John Morris  
 Publicity Director-Chief Announcer,  
 Harry G. Bright  
 Chief Engineer..... H. H. Lance

## Coverage

	Daytime	Evening
Population—Primary .....	300,000	50,000
Radio Homes— " .....	40,000	7,000

Source: Joint Committee.

## Representative

Associated Radio Sales

# WBIG

GREENSBORO—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1470 Kc. POWER: 5000 watts.  
 OWNED BY: North Carolina Broadcasting Co. OPERATED BY: North Carolina Broadcasting Co. BUSINESS ADDRESS: O. Henry Hotel. PHONE: 6125-6. STUDIO ADDRESS: O. Henry Hotel. TRANSMITTER LOCATION: Guilford Battleground Blvd. TIME ON THE AIR: 6:00 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.

ALWAYS  
 A GOOD  
 SHOW!

WBIG GREENSBORO  
 NORTH CAROLINA

George P. Hollingsbery  
 Co.

Nat'l Reprs.

ASK  
 EDNEY RIDGE

WBIG, GREENSBORO, N. C.

FOR  
 "COLD FACTS"!

5000 Watts, Day      1000 Watts, Night  
 Soon—5000 Watts, Unlimited



**Personnel**

Station and Commercial  
 Manager .....Edney Ridge  
 Program Director.....Faye Kenyon  
 Publicity Director..Virginia Wilson McKinney  
 Musical Director.....Margaret Banks  
 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. Hollingsbery Co.

**W G T C**

**GREENVILLE—EST. 1939**

FREQUENCY: 1490 Kc. POWER: 250 watts.  
 OWNED BY: J. J. White. OPERATED BY:  
 Greenville Broadcasting Co. BUSINESS AD-  
 DRESS: Greenville. STUDIO ADDRESS: Falk-  
 land Highway; Louise Hotel, Washington, N.  
 C. PHONE: 3182. TRANSMITTER LOCATION:  
 Falkland Highway. TIME ON THE AIR: 6:30  
 A.M. to 12:00 Midnight; Sundays, 8:00 A.M.  
 to 12:00 Midnight. NEWS SERVICE: United  
 Press. TRANSCRIPTION SERVICE: Associated.  
 Standard Radio. MAINTAINS ARTISTS BU-  
 REAU.

**Personnel**

President.....J. J. White  
 Station Manager.....John F. Holbrook  
 Publicity Director-Artists' Bureau Head,  
 Laurine D. Skinner  
 Chief Announcer.....C. W. Gibbs  
 Musical Director.....J. D. Simpson  
 Chief Engineer.....W. G. Eberhart

**Coverage**

	Daytime	Evening
Population—Primary .....	54,466	44,100
Radio Homes— " .....	6,430	5,210
Population—Secondary ..	340,697	54,466
Radio Homes— " .....	41,070	6,430

**W H K Y**

**HICKORY—EST. 1939**

NATIONAL BROADCASTING CO.  
 FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Catawba Valley Broadcasting  
 Co. OPERATED BY: Catawba Valley Broad-  
 casting Co. BUSINESS ADDRESS: Hickory.  
 PHONE: 1195. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Same. TIME ON  
 THE AIR: 115 hours weekly. NEWS SERVICE:  
 United Press. TRANSCRIPTION SERVICE: NBC  
 Thesaurus.

**Personnel**

President.....Carl V. Cline  
 Station-Commercial Manager.....W. T. Hix

Program Director.....James McLendon  
 Chief Engineer.....E. S. Long

**Coverage**

	Daytime	Evening
Population—Primary .....	104,050	51,635
Radio Homes— " .....	10,575	5,680
Population—Secondary ..	438,671	
Radio Homes— " .....	49,685	

Source: Field intensity survey.

**W M F R**

**HIGH POINT—EST. 1936**

NATIONAL BROADCASTING CO.

FREQUENCY: 1230 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: Unlimited license. MAIN-  
 TAINS ARTISTS' BUREAU. TRANSCRIPTION  
 SERVICE: NAB Library, Lang-Worth, C. P.  
 MacGregor.

**Personnel**

Station Manager.....Ralph M. Lambeth  
 Commercial Manager.....R. H. Whitlow

**W F T C**

KINSTON, NORTH CAROLINA

1230 Kc.      250 W

*"The World's Foremost  
 Tobacco Center"*

**W M V A**

MARTINSVILLE, VIRGINIA

1450 Kc.      250 Wd.      100 Wn.

*Completely and Effectively  
 covering this rich market*

Jonas Weiland, Mgr.

# WFTC

KINSTON—EST. 1936

MUTUAL BROADCASTING SYSTEM  
CAROLINA BROADCASTING SYSTEM  
FREQUENCY: 1230 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.

## Personnel

President.....Jonas Weiland  
Commercial Manager.....Don Bell  
Program Director.....Ray Woodard  
Chief Engineer.....Glen Neuville

## Coverage

	Daytime	Evening
Population—Primary	253,000	65,000

## Representative

Burn-Smith Co.

# WPTF

RALEIGH—EST. 1922

NATIONAL BROADCASTING COMPANY  
FREQUENCY: 680 Kc. POWER: 50,000  
watts. OWNED BY: WPTF Radio Co. OPER-  
ATED BY: WPTF Radio Co. BUSINESS AD-  
DRESS: 20 East Martin. PHONE: 3007-8-9.  
STUDIO ADDRESS: 20 East Martin. TRANSMIT-  
TER LOCATION: Cary, N. C. TIME ON THE  
AIR: 5:30 A.M. to 12:00 Midnight. NEWS SER-  
VICE: United Press. TRANSCRIPTION SER-  
VICE: NBC Thesaurus, 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.....Henry Ross Nigrelli  
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.

# WRAL

RALEIGH—EST. 1939

MUTUAL BROADCASTING SYSTEM  
SOUTHERN BROADCASTING SYSTEM  
CAROLINA BROADCASTING SYSTEM  
FREQUENCY: 1240 Kc. POWER: 250 watts.  
OWNED BY: Capitol Broadcasting Co. OPER-

ATED BY: Same. BUSINESS ADDRESS: 130  
S. Salisbury St. PHONE: 6411. STUDIO AD-  
DRESS: 130 S. Salisbury St. TRANSMITTER  
LOCATION: Davie St. Extension. TIME ON  
THE AIR: 7:00 A.M. to 11:00 P.M.; Sundays,  
9:00 A.M. to 11:00 P.M. (110 hours weekly).  
NEWS SERVICE: Transradio Press. TRAN-  
SCRIPTION SERVICE: Associated Music Pub-  
lishers.

## Personnel

President.....A. J. Fletcher  
General Manager.....Fred Fletcher  
Commercial Manager.....Frank Stearns  
Continuity Editor.....Helen Townsend  
Publicity Director.....William M. Carpenter  
Chief Announcer.....J. C. Clark  
Musical Director.....William M. Parker  
Chief Engineer.....Stanley Brown

## Coverage

	Daytime	Evening
Population—Primary	394,500	125,000
Radio Homes—"	61,000	29,000

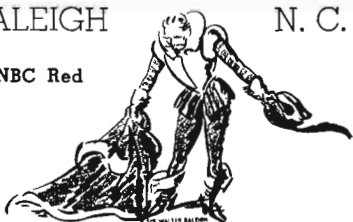
Source: Station survey.

## Representative

Sears & Ayer, Inc.

WPTF
N. C.

NBC Red



WPTF

50,000w

680 KC.

North Carolina's

No. 1

Salesman

Exclusive National Representatives

FREE & PETERS, INC.

## W C B T \*

### ROANOKE RAPIDS—EST. 1941

FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: J. Winfield Crew, Jr. OPERATED BY: J. Winfield Crew, Jr. BUSINESS ADDRESS: Roanoke Rapids. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

#### Personnel

Owner..... J. Winfield Crew, Jr.  
 \*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

## W E E D

### ROCKY MOUNT—EST. 1933

NATIONAL BROADCASTING CO.  
 FREQUENCY: 1450 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 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

#### 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

#### Coverage

Population—Primary	225,246	55,000
Radio Homes—	26,650	12,000

Source: Mail response analysis; U. S. Census.

## W S T P

### SALISBURY—EST. 1939

MUTUAL BROADCASTING SYSTEM  
 SOUTHERN BROADCASTING SYSTEM  
 FREQUENCY: 1490 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.

#### Personnel

Manager..... John W. Shultz  
 Commercial Manager..... F. F. Patterson  
 Program Director..... Bob Van Camp  
 Chief Announcer..... Earl Caton  
 Chief Engineer..... James R. Yost

#### Coverage

Population—Primary	354,169
Radio Homes—	44,810
Population—Secondary	1,015,745
Radio Homes—	141,100

Source: Station survey; U. S. Census.

#### Representative

Radio Advertising Corp.

## W M F D

### WILMINGTON—EST. 1935

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: R. A. Dunlea. OPERATED BY: R. A. Dunlea. BUSINESS ADDRESS: Box 696. PHONE: 4840. STUDIO ADDRESS: 320 N. Front St. TRANSMITTER LOCATION: Castle Hayne Rd. TIME ON THE AIR: 7:03 A.M. to 10:30 P.M.; Sundays, 10:30 A.M. to 10:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

#### Personnel

President-General Manager..... R. A. Dunlea  
 Assistant Manager..... Julia M. Johnston  
 Program Director..... H. W. Lee  
 Production Manager..... Gene Stokes  
 Musical Director..... R. H. Bowden  
 Chief Engineer..... Gerald Dreger

#### Coverage

Population—Primary	90,000
Radio Homes—	18,000
Population—Secondary	85,000
Radio Homes—	18,000

Source: Station survey.

#### Representative

Burn-Smith Co.

## W G T M

### WILSON—EST. 1937

MUTUAL BROADCASTING SYSTEM  
 CAROLINA BROADCASTING SYSTEM  
 FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: WGTM, Inc. OPERATED BY: WGTM, Inc. BUSINESS ADDRESS: 115 W. Nash St. PHONE: 2188. STUDIO ADDRESS: 115 W. Nash St. TRANSMITTER LOCATION: two miles south of Wilson on U. S. Highway 301. TIME ON THE AIR: Unlimited. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Davis & Schwekler, Associated Recorded Program Service.

#### Personnel

President and General Manager..... H. W. Wilson  
 Vice-President..... George C. McDonald  
 Commercial Manager..... Allen Wanamaker  
 Program Director..... Clinton Faris  
 Chief Announcer-Publicity Director,  
 Billie Steadman  
 Musical Director..... Alberta Carr  
 Chief 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**

Sears & Ayer, Inc.

**W A I R**

WINSTON-SALEM—EST. 1937

MUTUAL BROADCASTING SYSTEM  
SOUTHERN BROADCASTING SYSTEM

FREQUENCY: 1340 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: Pepper Bldg. PHONE: 2-1133. STUDIO ADDRESS: Pepper Bldg. TRANSMITTER LOCATION: Reynolda. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: Transradio Press.

**Personnel**

General Manager . . . . . George D. Walker  
Commercial Manager . . . . . C. G. Hill  
Program-Musical Director . . . . . Charles Keaton  
Production Manager . . . . . Rosser Fowlkes  
Chief Engineer . . . . . Earl Downey

**Coverage**

Radio Homes—Primary . . . . .	111,610
Radio Homes—Secondary . . . . .	275,270

Source: Mail response analysis.

**Representative**

International Radio Sales

**W S J S**

WINSTON-SALEM—EST. 1930

FREQUENCY: 600 Kc. POWER: 1000 watts.  
OWNED BY: Piedmont Pub. Co. OPERATED BY: Piedmont Pub. Co. BUSINESS ADDRESS: 416-420 N. Marshall St. PHONE: 4141. TRANSMITTER LOCATION: Liberia St. TIME ON THE AIR: 6:00 A.M. to midnight (daily); 8:30 A.M. to midnight (Sunday). NEWSPAPER AFFILIATIONS: Winston-Salem Journal, Twin City Sentinel. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus. Lang-Worth.

**Personnel**

President . . . . . Gordon Gray  
Station Manager . . . . . N. L. O'Neil  
Sales Manager . . . . . Harold Essex  
Program Director . . . . . Johnny Miller  
Chief Announcer . . . . . Phil Cameron  
Musical Director . . . . . Elsie Tuttle  
Chief Engineer . . . . . Phil Hedrick

**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.

**Representative**

Headley-Reed Co.

**NORTH DAKOTA**

Population 641,935

Number of Families 152,039

Number of Radio Homes 118,080

Auto Registrations 181,614

For 1940 Census data, please turn to page 270

**K F Y R**

BISMARCK—EST. 1925

NATIONAL BROADCASTING COMPANY

FREQUENCY: 550 Kc. POWER: 5000 Watts.  
OWNED BY: Meyer Broadcasting Co. BUSINESS ADDRESS: 320 Broadway. PHONE: 468. STUDIO ADDRESS: 320 Broadway. TRANSMITTER LOCATION: Menoken Township. TIME ON THE AIR: (Daily) 7:00 A.M. to 12:00 midnight; (Sundays) 8:00 A.M. to 12:00 midnight. NEWS SERVICES: Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President and General Manager . . . P. J. Meyer

Station and Commercial

Manager . . . . . F. E. Fitzsimonds  
Program and Musical Director . . . W. R. Griffin  
Publicity Director . . . . . Mervin Clough  
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—EST. 1925

MUTUAL BROADCASTING SYSTEM  
NORTH CENTRAL BROADCASTING SYSTEM  
FREQUENCY: 1240 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 10:00 P.M. (105 hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President and General Manager... Bert Wick  
Program Director.....Merle Bjork  
Musical Director..... Kermit Myhre  
Chief Engineer.....Richard Moritz

### Coverage

	Daytime	Evening
Population—Primary .....	95,407	95,407
Radio Homes— " .....	14,708	14,708
Population—Secondary ..	200,000	200,000

Source: Field intensity measurements.

## W D A Y

FARGO—EST. 1922

NATIONAL BROADCASTING COMPANY  
FREQUENCY: 970 Kc. POWER: 5000 watts.  
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 AFFILIATION: Fargo Forum. NEWS SERVICE: Radio News Assn.; United Press, Fargo Forum.

### 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: 1440 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: Uni-  
versity of N. D. TIME ON THE AIR: 7:00 A.M.  
to 10:00 P.M.; Sundays, 9:00 A.M. to 9:00 P.M.  
NEWS SERVICE: Transradio Press. TRAN-  
SCRIPTION SERVICE: Lang-Worth.

### Personnel

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

### 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

JAMESTOWN—EST. 1937

MUTUAL BROADCASTING SYSTEM  
NORTH CENTRAL BROADCASTING SYSTEM  
FREQUENCY: 1400 Kc. POWER: 250 watts.  
OWNED BY: Roberts-MacNab Co. OPERATED  
BY: Jamestown Broadcasting Co. BUSINESS  
ADDRESS: Midland Bldg. PHONE: 100-358.  
STUDIO ADDRESS: Midland Bldg. TRANSMIT-  
TER LOCATION: South of city. TIME ON THE  
AIR: 6:30 A.M. to 12:00 Midnight. NEWS SER-  
VICE: Transradio Press. MAINTAINS AR-  
TISTS' BUREAU. TRANSCRIPTION SERVICE:  
World Broadcasting System.

### Personnel

President.....R. B. MacNab  
Station Manager.....B. Harland Ohde  
Program Director.....Verna Bekken  
Chief Engineer.....Lloyd R. Amoo

### Coverage

Population—Primary .....	238,620
Radio Homes— " .....	38,153
Population—Secondary .....	269,077
Radio Homes— " .....	43,566

Source: Mail survey; 1940 U. S. Census.

### Representative

North Central Broadcasting System

## K G C U

MANDAN—EST. 1925

FREQUENCY: 1270 Kc. POWER: 1000 watts,  
d.; 500 watts, n. OWNED BY: Man-  
dan Radio Association. OPERATED BY:  
Mandan Radio Association. BUSINESS AD-  
DRESS: 235 First St., N.W. STUDIO AD-  
DRESS: Kennelly Furniture Co. Bldg., Man-  
dan; Prince Hotel, Bismarck. TRANSMITTER  
LOCATION: between Bismarck and Mandan on  
Memorial Highway No. 10. TIME ON THE  
AIR: 5:30 A.M. to 10:00 P.M.; Sundays, 12:00  
Noon to 7:00 P.M. (108 hours weekly). NEWS

SERVICE: Transradio 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.....Arne E. Anzjon  
 Program-Musical Director.....Russ Kaber

**Coverage**

Population—Primary ..... 107,583  
 Radio Homes— " ..... 33,350  
 Population—Secondary ..... 145,606  
 Radio Homes— " ..... 18,940  
 Source: Station survey.

**K L P M**

MINOT—EST. 1929

FREQUENCY: 1390 Kc. POWER: 1000 watts.  
 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: Unlimited license. TRANSCRIPTION SERVICES: World Broadcasting System.

**Personnel**

President.....John B. Cooley  
 Station Manager.....Richard J. Schmidt  
 Commercial Manager.....E. H. Cooley  
 Promotion Manager.....Leslie Maurin

**Representative**

Furgason & Walker, Inc.

**K O V C**

VALLEY CITY—EST. 1936

FREQUENCY: 1490 Kc. POWER: 250 watts.  
 OWNED BY: KOVC, Inc. OPERATED BY: KOVC, Inc. BUSINESS ADDRESS: 312 Fifth Ave. PHONE: 408. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Valley City. TIME ON THE AIR: 90 hours weekly.

**Personnel**

President.....Milton Holiday  
 General Manager.....Robert E. Ingstad  
 Program Director.....William Weaver  
 Musical Director.....Arthur Lydell  
 Chief Engineer.....Stanley Guth

**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: Mail count survey; U. S. Census.

*Advertising*

*Agency*

*Executives*

*Everywhere*

*read Radio Daily*

*Regularly*

**WAKR TOWERS  
OVER AKRON-  
THE RUBBER CAPITAL OF THE WORLD**

# WAKR AKRON

**LOCAL & NATIONAL ADVERTISERS ALREADY  
RECOGNIZE ITS SELLING POWER!**

This rich market, composed of highly-paid, buy-minded employees of the great Rubber Companies and dozens of other important industries, is now WAKR's audience. With Blue Network features and lively local programs, the new WAKR literally became a favorite overnight in Akron homes. Advertisers are buying WAKR all down the line, and they're enthusiastic about the results. Tell YOUR story to Akron through WAKR!

**BASIC  
N·B·C BLUE**  
1000 WATTS DAY & NIGHT



**STUDIOS and OFFICES**  
Ground Floor  
**FIRST CENTRAL TOWER**  
AKRON, OHIO

**Represented by INTERNATIONAL RADIO SALES**

New York  
20 E. 57th St.

Chicago  
326 W. Madison Ave.

San Francisco  
Hearst Building

# OHIO

Population 6,907,612

Number of Radio Homes 1,748,870

Number of Families 1,894,897

Auto Registrations 1,992,000

*For 1940 Census data, please turn to page 271*

## W A D C

**AKRON—EST. 1925**

CBS—BASIC

FREQUENCY: 1350 Kc. POWER: 5000 watts. OWNED BY: Allen T. Simmons. OPERATED BY: Same. BUSINESS ADDRESS: Box 830. PHONE: Meadowbrook 3211. STUDIO ADDRESSES: Talmadge; Akron. TRANSMITTER LOCATION: Rout No. 8 between Akron and Cleveland. TIME ON THE AIR: 125 hours weekly. NEWS SERVICE: Transradio Press.

### Personnel

President-Station Manager... Allen T. Simmons  
Sales Manager..... Fred Bock  
Commercial Manager-Chief Announcer.

R. B. Wilson

Program Director..... H. H. Hageman  
Production Manager..... R. B. Wilson  
Chief Engineer..... John Aitkenhead

### Coverage

Population—Primary ..... 2,219,696  
Radio Homes— " ..... 524,302  
Population—Secondary ..... 1,812,893  
Radio Homes— " ..... 437,655

Source: Field intensity measurements.

### Representative

George P. Hollingsbery Co.

## W A K R

**AKRON—EST. 1940**

NATIONAL BROADCASTING CO.

FREQUENCY: 1590 Kc. POWER: 1000 watts. OWNED BY: Summit Radio Corp. OPERATED BY: Summit Radio Corp. BUSINESS ADDRESS: First Central Tower. PHONE: Hemlock 6151. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 4½ miles south of Akron. TIME ON THE AIR: 132 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

### Personnel

President-Station Manager... S. Bernard Berk  
Commercial Manager..... Kenneth M. Keegan  
Sales Promotion Manager..... V. G. Berk  
Program Director..... John T. Vorpe  
Production Manager-Chief Announcer,

Deane S. Long

Publicity Director..... Maquerite Petran  
Chief Engineer..... Don Dayton

### Coverage

Population—  
Primary and Secondary..... 718,000  
Radio Homes—  
Primary and Secondary..... 178,620

### Representative

International Radio Sales

## W J W

**AKRON—EST. 1932**

MUTUAL BROADCASTING SYSTEM  
OHIO NETWORK

FREQUENCY: 1240 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: 7:00 A.M. to 1:00 A.M. (127 hours weekly). NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President-Station Manager..... Bill O'Neil  
Commercial Manager..... R. L. Bowles  
Program-Publicity Director..... Bill Griffiths  
Artists' Bureau Head-Musical Director,

Carl Ayers

Office Manager..... Lawrence Webb  
Continuity Director..... Rae Carde  
Chief Engineer..... Gerald Roberts

### 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

**ASHTABULA—EST. 1937**

FREQUENCY: 970 Kc. POWER: 1000 watts. OWNED BY: WICA, Inc. 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. TRANSCRIPTION SERVICE: Associated. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President..... C. A. Rowley  
 Manager..... R. B. Rowley  
 Commercial Manager..... R. C. Marvin  
 Program Director-Artists' Bureau Head.  
 Walter W. Walrath  
 Production Manager-Chief Announcer,  
 A. L. Newkirk  
 Musical Director..... Harold Leaman  
 Publicity Director..... T. F. Sigman  
 Chief Engineer..... George Gautney

**Coverage**

Population—Primary ..... 601,650  
 Radio Homes— " ..... 205,030  
 Population—Secondary ..... 4,870,215  
 Radio Homes— " ..... 1,081,450  
 Source: Field strength and mail response survey.

**Representative**

Ferguson & Walker, Inc.

**W H B C**  
**CANTON—EST. 1925**

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: Ohio Broadcasting Co. OPERATED BY: Ohio Broadcasting Co. BUSINESS ADDRESS: 550 Market St. PHONE: 7166. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 3 miles northwest of city. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWS-PAPER AFFILIATION: Canton Repository (Brush-Moore, Inc.). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President..... Louis H. Brush  
 General Manager..... Felix Hinkle  
 Commercial Manager..... Bill Kirkendale  
 Program Director..... Robert Geis  
 Publicity Director..... Frank Grosjean  
 Chief Announcer..... Jack Nyatt  
 Musical Director..... James Winger  
 Traffic Manager..... Elizabeth Weeks  
 Chief Engineer..... Kenneth Sliker

**Coverage**

Population—Primary ..... 746,858  
 Radio Homes— " ..... 187,714  
 Population—Secondary ..... 1,079,223  
 Radio Homes— " ..... 257,500  
 Source: U. S. Census; Joint Committee; Department of Commerce.

**Representative**

Weed & Co.

**W C K Y**

**CINCINNATI—EST. 1929**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1530 Kc. POWER: 50,000 watts. OWNED BY: L. B. Wilson, Inc. OPERATED BY: L. B. Wilson, Inc. BUSINESS AD-

DRESS: Gibson Hotel, 5th and Walnut Sts. PHONE: Cherry 6565. STUDIO ADDRESS: Hotel Gibson. TRANSMITTER LOCATION: Near Crescent Springs, Ky. TIME ON THE AIR: 5:45 A.M. to 2:00 A.M.; Sundays 8:00 A.M. to 2:00 A.M. (139½ hours weekly). NEWS SERVICE: Transradio Press, United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President and General Manager... L. B. Wilson  
 Sales Director..... Ford Billings  
 Promotion Manager..... Bev Dean  
 Program Director..... Rex Davis  
 Sales Promotion Manager... George H. Moore  
 Traffic Manager..... O. J. Fuller  
 Merchandising Director..... Thomas Mitchell  
 Publicity Director..... Elmer Dressman  
 Chief Announcer-Musical Director... Rex Davis  
 Chief Engineer..... C. H. Topmiller  
 Assistant Chief Engineer... Arthur H. Gillette

**Coverage**

Population—Primary ..... 4,129,467  
 Radio Homes— " ..... 850,060  
 Population—Secondary ..... 2,289,100  
 Radio Homes— " ..... 464,733  
 Source: Field strength and mail response survey.

**Representative**

Free & Peters, Inc.

**W C P O**  
**CINCINNATI—EST. 1922**

FREQUENCY: 1230 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. Waters  
 Commercial Manager..... John P. Smith  
 New Editor..... Thomas McCarthy  
 Artists' Bureau Head..... E. Eppinger  
 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.

# W K R C

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. Tait 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 (135 hours weekly). NEWSPAPER AFFILIATION: Cincinnati Times Star. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor.

## Personnel

General Manager.....Hulbert Taft, Jr.  
Sales Manager.....H. E. Fast  
Program Director.....Brad Simpson  
Publicity and Special Events  
Director.....Margaret Maloney  
Sales Promotion Director.....Harold Coulter  
Educational Director.....Bernice W. Foley  
Chief Announcer.....Lou Mason  
Musical Director.....Ruth Lyons  
Chief Engineer.....John Tiffany

## Coverage

	Daytime	Evening
Population—Primary	1,920,000	1,049,600
Radio Homes—"	482,290	267,600
Population—Secondary	3,615,500	2,004,400
Radio Homes—"	947,590	550,390

Source: Field intensity measurements and mail response analysis.

## Representative

The Katz Agency

# W L W

CINCINNATI—EST. 1922

NBC (RED & BLUE)

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, Ohio. 20 hours daily; Sundays, 18 hours. NEWS SERVICES: Associated Press, 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.....J. E. Rudolph  
Promotion Manager.....William Oldham  
Program Director.....George C. Biggar  
Director of Public Service Programs,  
Joseph Ries

Artists' Bureau Head.....William McCluskey  
Chief Announcer.....Peter Grant  
News Editor.....J. N. Bailey  
Publicity Director.....Cecil Carmichael  
Technical Supervisor.....R. J. Rockwell

## Representative

Transamerican Broadcasting and Television Corp.

(See Page 320)

# W S A I

CINCINNATI—EST. 1928

NATIONAL BROADCASTING CO.

FREQUENCY: 1360 Kc. POWER: 5000 watts. OWNED BY: Crosley Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1329 Arlington 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, Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated.

## Personnel

President.....Powel Crosley, Jr.  
Vice-President.....James D. Shouse  
General Manager.....Dewey H. Long  
Sales Manager.....A. S. Grinalds  
Artists' Bureau Head.....George Biggar  
Chief Announcer.....Peter Grant  
Program Director.....Clair Shadwell  
Production Manager.....Harold Carr  
Publicity Director.....Cecil Carmichael  
Musical Director.....William Stoess  
Chief Engineer.....R. J. Rockwell

## 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. OPERATED BY: United Broadcasting Co. BUSINESS ADDRESS: 1311 Terminal Tower. PHONE: Prospect 5800. STUDIO ADDRESS: 1311 Terminal Tower; TRANSMITTER LOCATION: Seven Hills. TIME ON THE AIR: 6:45 A.M. to local sunset. NEWSPAPER AFFILIATION: Cleveland Plain Dealer. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth.

## Personnel

President.....John S. McCarrens  
Vice-President and Station  
Manager.....H. K. Carpenter  
Assistant to Manager.....Robert D. Borland  
Sales Manager.....K. K. Hackathorn  
Program Director.....Russell Richmond

Merchandising and Advertising  
 Manager..... Robert Greenberg  
 Continuity Director..... Leslie Biebl  
 Production Manager..... Al Llewelyan  
 Chief Announcer..... Alun Jenkins  
 Publicity Director..... Milton Hill  
 Artists' Bureau Head..... Louis Rich  
 News Editor..... Lee Otis  
 Musical Director..... Willard Pott  
 Chief Engineer..... E. L. Gove

**Coverage**  
 Daytime  
 Population—Primary ..... 3,114,600  
 Radio Homes— " ..... 756,920

Source: U. S. Census; Joint Committee.

**Representative**  
 Radio Advertising Corp.

**WGAR**

CLEVELAND—EST. 1930

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 1480 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: 7:00 A.M. to 1:00 A.M. (128 hours  
 weekly). NEWS SERVICE: International News  
 Service. MAINTAINS ARTISTS' BUREAU.

**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  
 Sales Promotion Manager....Ellis VanderPyl  
 Public Relations Director...Maurice Condon  
 Program Director.....Carl George  
 Production Manager.....David Baylor  
 Chief Announcer.....Wayne Mack  
 Artists' Bureau Head.....Jack Paar  
 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.

**WIK**

CLEVELAND—EST. 1921

NBC—(BLUE) MUTUAL  
 FREQUENCY: 1420 Kc. POWER: 5000 watts.  
 OWNED BY: United Broadcasting Co. OPER-  
 ATED BY: United Broadcasting Co. BUSINESS  
 ADDRESS: 1311 Terminal Tower. PHONE:  
 Prospect 5800. STUDIO ADDRESS: 1311 Termi-

nal Tower. TRANSMITTER LOCATION: Seven  
 Hills. TIME ON THE AIR: 7:00 A.M. to 1:00  
 A.M. (125 hours weekly). NEWSPAPER AF-  
 FILIATION: Cleveland Plain Dealer. NEWS  
 SERVICE: United Press. MAINTAINS ARTISTS'  
 BUREAU. TRANSCRIPTION SERVICE: Lang-  
 Worth.

**Personnel**

President.....John S. McCarrens  
 Vice President and  
 Station Manager.....H. K. Carpenter  
 Assistant to Manager.....Robert D. Borland  
 Sales Manager.....K. K. Hackathorn  
 Program Director.....Russell Richmond  
 Merchandising and Advertising  
 Manager.....Robert Greenberg  
 Continuity Director.....Leslie Biebl  
 Production Manager.....Al Llewelyan  
 Chief Announcer.....Alun Jenkins  
 Publicity Director.....Milton Hill  
 Artists' Bureau Head.....Louis Rich  
 News Editor.....Lee Otis  
 Musical Director.....Willard Pott  
 Chief Engineer.....E. L. Gove

**Coverage\***

Daytime  
 Radio Homes—Primary ..... 2,983,800  
 Radio Homes— " ..... 725,000

\*Evening coverage figures were unavailable  
 as station went to 5000 watts after December  
 1, 1940.

Source: Joint Committee.

**Representative**  
 Radio Advertising Corp.

**WTAM**

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

FREQUENCY: 1100 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 Vil-  
 lage. 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. Associated  
 Press. International News Service. TRAN-  
 SCRPTION SERVICE: NBC Thesaurus, Stand-  
 ard Radio.

**Personnel**

President.....Niles Trammell  
 Station Manager.....Vernon H. Pribble  
 Sales Manager.....Howard A. Barton  
 Publicity Director.....Bob Dailey  
 Program Director.....Hal Metzger  
 Production Manager.....Fred Wilson  
 Office Manager-Auditor.....Pearl Hummell  
 Musical Director.....Lee Gordon  
 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: 1460 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.; Sunday, 8:00 A.M. to 1:00 A.M. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Associated, World Broadcasting System.

**Personnel**

President . . . . . Robert H. Wolfe  
 Station Manager . . . . . Richard A. Borel  
 Sales and Commercial Manager . . . . . W. I. Orr  
 Program Director . . . . . Jack Price  
 Musical Director . . . . . Lowell Riley  
 Education Director . . . . . Irwin A. Johnson  
 Promotion Manager . . . . . Jim Yerian  
 Publicity Director . . . . . Jerome R. Reeves  
 Chief Engineer . . . . . Lester H. Natzger

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	645,800	573,700
Radio Homes— " . . . . .	148,990	136,990
Population—Secondary . . . . .	2,297,200	761,100
Radio Homes— " . . . . .	498,890	153,280

Source: Field intensity measurements; Joint Committee.

**Representative**

John Blair & Company

**W C O L**

COLUMBUS—EST. 1934

NBC—(RED & BLUE)

FREQUENCY: 1230 Kc. POWER: 250 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: 125 hours weekly. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President . . . . . K. B. Johnston  
 Station Manager . . . . . Neal Smith

Production Manager . . . . . Wallace Beavers  
 Program-Publicity Director . . . . . Edward Bronson  
 Chief Engineer . . . . . Ernest Lowe

**Coverage**

Population—Primary . . . . .	411,823
Radio Homes— " . . . . .	98,500

Source: U. S. Census.

**Representative**

Weed & Co.

**W H K C**

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. MAIN-TAINS ARTISTS' BUREAU.

**Personnel**

President . . . . . John S. McCarrens  
 General Manager . . . . . Carl M. Everson  
 Sales Manager . . . . . Harry H. Hoessly  
 Program-Musical Director . . . . . John Agnew  
 Production Manager-Artists Bureau Head,  
 George L. Beebout  
 Publicity Director . . . . . Fred Sample  
 Chief Announcer . . . . . John Moses  
 Chief Engineer . . . . . J. E. Anderson

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	1,997,970	1,997,970
Radio Homes— " . . . . .	469,830	469,830

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 3148. STUDIO ADDRESS: Ohio State University Campus. TRANSMITTER LOCATION: University Golf Course. TIME ON THE AIR: 40 hours weekly. NEWS SERVICE: United Press.

**Personnel**

President . . . . . Howard L. Bevis  
 Station Director . . . . . R. C. Higgy  
 Production Supervisor . . . . . C. W. Pettegrew  
 Program Supervisor . . . . . W. F. Heimlich

Publicity Director.....H. H. Schellenger  
 Musical Director.....Ann Charles  
 Technical Supervisor....A. L. Hammerschmidt  
 (Non-Commercial Station)

Program Director.....Lester Spencer  
 Sales Promotion Manager.....John Newssock  
 Chief Engineer.....Ernest L. Adams

# WHIO

DAYTON—EST. 1935  
 (CBS-BASIC)

FREQUENCY: 1290 Kc. POWER: 5000 watts.  
 OWNED BY: Miami Valley Broadcasting Corp.  
 OPERATED BY: Miami Valley Broadcasting  
 Corp. BUSINESS ADDRESS: 45 S. Ludlow.  
 PHONE: Adams 2261-2-3-4. STUDIO ADDRESS:  
 45 S. Ludlow St. TRANSMITTER LOCATION:  
 Virginia Drive & Brandt Pike. TIME ON THE  
 AIR: 5:45 A.M. to 1:00 A.M. (13½ hours  
 weekly). NEWSPAPER AFFILIATIONS: Day-  
 ton Daily News, Springfield News, Springfield  
 Sun. NEWS SERVICE: United Press. TRAN-  
 SCRPTION SERVICE: Associated Music Pub-  
 lishers.

## Personnel

President.....James M. Cox, Jr.  
 Manager.....James Le Gate  
 Commercial Manager.....D. A. Brown  
 Production Manager.....Richard Belt

## Coverage

	Daytime	Evening
Population—Primary .....	650,400	500,400
Radio Homes— " .....	141,170	113,430
Population—Secondary ..	4,531,500	2,139,300
Radio Homes— " .....	1,028,940	490,550

Source: CBS Listeners and Dealers Survey.

## Representative

George P. Hollingbery Co.

# WING

DAYTON—EST. 1922

NATIONAL BROADCASTING CO.

FREQUENCY: 1410 Kc. POWER: 5000 watts.  
 OWNED BY: Great Trails Broadcasting Corp.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 Loew Theatre Bldg., 121 N. Main. PHONE:  
 Adams 3288-9. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Shaker Road.  
 TIME ON THE AIR: 5:45 A.M. to 1:00 A.M.  
 NEWS SERVICE: Transradio Press. TRAN-  
 SCRPTION SERVICE: NBC Thesaurus. MAIN-  
 TAINS ARTISTS' BUREAU.

WHIO

*The most effective and economical way  
 to sell the DAYTON MARKET is through  
 the radio station that serves it best*

**WHIO**

5000 WATTS DAYTON, OHIO BASIC CBS  
 NATIONAL REPRESENTATIVE: GEO. P. HOLLINGBERY CO.

**Personnel**

President.....Charles Sawyer  
 General Manager.....Ronald B. Woodyard  
 Sales Promotion Manager.....James Cox  
 Production and Program Manager,  
 Ranny Daly  
 Chief Announcer.....Jim Miles  
 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.

**W L O K**

LIMA—EST. 1936

NATIONAL BROADCASTING CO.

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: Fort Industry Co. OPERATED  
 BY: The Fort Industry Co. BUSINESS ADDRESS:  
 Broadcasting Bldg., Toledo, Ohio. PHONE:  
 Main 1316. STUDIO ADDRESS: Lima Trust  
 Bldg. TRANSMITTER LOCATION: 1424 Rice  
 Ave. TIME ON THE AIR: 7:00 A.M. to 12:00  
 Midnight. NEWS SERVICE: International News  
 Service. TRANSCRIPTION SERVICE: NBC  
 Thesaurus, Lang-Worth. MAINTAINS ARTISTS'  
 BUREAU.

**Personnel**

President.....George Storer  
 General Manager.....Ralph Elvin  
 Program Director-Artists' Bureau Head,  
 Hugh Downs  
 Chief Announcer.....Crawford Taylor  
 Chief Engineer.....Russell Shettler

**W M A N**

MANSFIELD—EST. 1939

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Richland, Inc. OPERATED BY:  
 Richland, Inc. BUSINESS ADDRESS: Ohio The-  
 atre 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 7:00 A.M. to 10:00 P.M. NEWS SER-  
 VICE: United Press. TRANSCRIPTION SER-  
 VICE: NBC Thesaurus.

**Personnel**

President.....M. F. Rubin  
 Vice-President.....C. F. Burke  
 Secretary.....Marie W. Vandegrift  
 Treasurer.....W. M. O'Neil  
 General Manager.....Orville E. Field  
 Sales Manager.....I. D. Wallington  
 Program-Publicity Director.....Gwen Fields  
 Sales Promotion Manager.....Dave Francis  
 Chief Announcer.....Gene LaValle

Musical Director.....Earl Black  
 Chief Engineer.....Howard Jonard

**Coverage**

Population—Primary .....	175,076	105,000
Radio Homes— " .....	85,993	37,000
Population—Secondary ..	157,558	94,500
Radio Homes— " .....	77,403	33,300

Source: Station survey.

**Representative**

Headley-Reed Co.

**W M R N**

MARION—EST. 1940

FREQUENCY: 1490 Kc. POWER: 250 watts.  
 OWNED BY: The Marion Broadcasting Co.  
 OPERATED BY: The Marion Broadcasting Co.  
 BUSINESS ADDRESS: WMRN Bldg. PHONE:  
 2516. STUDIO ADDRESS: Same. TRANSMIT-  
 TER LOCATION: N. Main St. TIME ON THE  
 AIR: 7:00 A.M. to 10 P.M. (105 hours weekly).  
 NEWS SERVICE: United Press. TRANSCRIP-  
 TION SERVICE: NBC Thesaurus. MAINTAINS  
 ARTISTS' BUREAU.

**Personnel**

President.....Robert T. Mason  
 Station Manager.....Dale Robertson  
 Sales Manager.....Maurice Dunlap  
 Program-Publicity Director.....Russell Salter  
 Chief Engineer.....Robert Morrison

**Coverage**

Population—Primary .....	91,200
Population—Secondary .....	250,000

Source: Field intensity measurement.

**W P A Y**

PORTSMOUTH—EST. 1935

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Vee Bee Corp. OPERATED BY:  
 Same. BUSINESS ADDRESS: 1009 Gallia St.  
 PHONE: 1010. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: 821 Chillicothe St.  
 TIME ON THE AIR: 7:00 A.M. to 10:00 P.M.;  
 Sunday, 9:30 A.M. to 7:00 P.M. NEWSPAPER  
 AFFILIATION: Portsmouth Times. NEWS SER-  
 VICE: United Press. TRANSCRIPTION SER-  
 VICE: NBC Thesaurus.

**Personnel**

President.....Chester B. Thompson  
 General Manager.....Ralph H. Patt, Jr.  
 Program Director.....William Aldridge  
 Chief Engineer.....Maurice Myers

**Coverage**

	Daytime	Evening
Population—Primary .....	164,000	118,000
Radio Homes— " .....	34,700	25,300
Population—Secondary ..	301,000	215,000
Radio Homes— " .....	60,600	45,200

Source: U. S. Census; Joint Committee.

**Representative**

Cox and Tanz



WFMJ's Studio No. 1 during a broadcast by Horace Heidt. The studio seats 200.

# WFMJ

has more listeners than any other station heard in the Youngstown area.\* Advertisers will assure themselves of largest audiences by choosing this popular and enterprising station in one of the nation's largest steel-making districts where every plant is working at capacity and enlarging to meet defense demands.

\*Survey by Hooper-Holmes Bureau.

## WFMJ

YOUNGSTOWN, OHIO

National Representatives: Headley-Reed Co.

New York ● Chicago ● Detroit ● Atlanta

# W I Z E

SPRINGFIELD—EST. 1940

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: Radio Voice of Springfield, Inc.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 117 West High St. PHONE: 6121. STUDIO  
 ADDRESS: Same. TRANSMITTER LOCATION:  
 Same. TIME ON THE AIR: 6:00 A.M. to 12:00  
 Midnight. NEWS SERVICE: Transradio Press.  
 TRANSCRIPTION SERVICE: Standard Radio

## Personnel

Vice President-Station Manager.  
 Ronald B. Woodyard  
 Sales Manager..... Lou Boulette  
 Program Director..... William Ratcliff  
 Chief Engineer..... Arthur Martin

# W S T V

STUEBENVILLE—EST. 1940

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: The Valley Broadcasting Co.  
 OPERATED BY: The Valley Broadcasting Co.  
 BUSINESS ADDRESS: Exchange Realty Bldg.  
 PHONE: 5200. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Altamont Heights.  
 TIME ON THE AIR: 7:00 A.M. to 12:00 Mid-  
 night; Sunday, 9:00 A.M. to 12:00 Midnight.

NEWS SERVICE: United Press. TRANSCRIP-  
 TION SERVICE: Lang-Worth. MAINTAINS  
 ARTISTS' BUREAU.

## Personnel

General Manager..... John J. Laux  
 Program Director-Artists' Bureau Head.  
 John Merdian  
 Publicity Director..... James Dooley  
 Continuity Editor..... Val Senofsky  
 News Editor-Chief Announcer..... Al Gray  
 Chief Engineer..... Joseph Troesch

## Coverage

Population—Primary ..... 540,066  
 Radio Homes— " ..... 115,655  
 Source: Radio Daily Major Market Study;  
 Joint Committee.

# W T O L

TOLEDO—EST. 1938

FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: Community Broadcasting Co.  
 OPERATED BY: Community Broadcasting Co.  
 BUSINESS ADDRESS: Penthouse, Bell Bldg.  
 PHONE: Adams 3291-2. STUDIO ADDRESS:  
 Same. TRANSMITTER LOCATION: Toledo.  
 TIME ON THE AIR: 6:30 A.M. to 1:00 A.M.,  
 NEWS SERVICE: United Press. TRANSCRIP-  
 TION SERVICE: Associated. MAINTAINS ART-  
 ISTS' BUREAU.

# First Choice by 56%

WTOL is the favorite station for newscasts by the decisive margin of 56% over the next most popular station heard in the Toledo area!

4302 personal interviews were completed by a recognized independent research organization and the above fact is quoted from the sworn statement of this authority.

Listener preference, coupled with WTOL's continued low rates offers advertisers a sensational advantage. Ask for availabilities next to news!

# WTOL

TOLEDO'S Friendly  
 STATION ARCH. SHAWD  
 Vice Pres. & Mgr.

Represented Nationally by Radio Advertising Corporation

**Personnel**

President ..... Frazier Reams  
 Executive Vice-President..... Arch Shawd  
 Program-Publicity..... Allan Miller  
 Chief Engineer..... Frank Ridgeway

**Coverage**

	Daytime	Evening
Population—Primary	700,000	700,000
Radio Homes—"	179,000	179,000
Population—Secondary	1,250,000	1,250,000
Radio Homes—"	338,000	336,000

Source: Mail Response analysis.

**Representative**

Radio Advertising Corp.

**W S P D**

TOLEDO—EST. 1921

NATIONAL BROADCASTING CO.

FREQUENCY: 1370 Kc. POWER: 5000 watts.  
 OWNED BY: The Fort Industry Co. OPERATED BY: The Fort Industry Co. BUSINESS ADDRESS: Broadcast Bldg., 136 Huron St. PHONE: Adams 3175. STUDIO ADDRESS: Commodore Perry Hotel; Broadcast Bldg. TRANSMITTER LOCATION: Oregon Road. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M., daily; 8:00 A.M. to 1:00 A.M., Sundays (131 hours weekly). NEWS SERVICE: International News Service, United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth.

**Personnel**

President..... George B. Storer  
 V.P.-Station Manager..... J. Harold Ryan  
 Commercial Manager..... E. Y. Flanigan  
 Program Director..... Russell Gohring  
 Promotion Manager..... Merrill N. Pheatt  
 Chief Engineer..... William Stringfellow

**Coverage**

Population—Primary	1,203,574
Radio Homes—"	302,590
Population—Secondary	4,000,000
Radio Homes—"	1,000,000

Source: Station survey.

**Representative**

The Katz Agency

**W F M J**

YOUNGSTOWN—EST. 1938

FREQUENCY: 1450 Kc. POWER: 250 watts.  
 OWNED BY: William F. Maag, Jr. OPERATED BY: Same. BUSINESS ADDRESS: 101 West Boardman St. STUDIO ADDRESS: 101 West Boardman St. TRANSMITTER LOCATION: 101 West Boardman St. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth, C. P. MacGregor.

**Personnel**

Manager..... William F. Maag, Jr.  
 Program Director..... Lee Bland  
 Advertising Manager..... Leonard E. Nasman  
 Chief Engineer..... Frank Dieringer

**Coverage**

	Daytime	Evening
Population—Primary	813,150	813,150
Radio Homes—"	187,505	187,505

Source: Field strength measurements; U. S. Department of Commerce.

**Representative**

Headley-Reed Co.

(See Page 522)

**W K B N**

YOUNGSTOWN—EST. 1926

CBS

FREQUENCY: 570 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: WKBN Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 17 No. Champion St. PHONE: 42122. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Sunset Blvd. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Cleveland Plain Dealer. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth.

**Personnel**

President and Gen. Mgr.. W. P. Williamson, Jr.  
 Station Director..... J. L. Bowden  
 National Sales Manager..... C. Alden Baker  
 Local Sales Manager..... Walter Link  
 Publicity and Musical Director... G. Davidson  
 Production Manager..... Wayne Johnson  
 Chief Engineer..... B. T. Wilkins

**Coverage**

Population—Primary	1,670,000
Radio Homes—"	377,600
Population—Secondary	4,946,000
Radio Homes—"	1,119,700

Source: Field strength survey.

**W H I Z**

ZANESVILLE—EST. 1924

NATIONAL BROADCASTING CO.

OHIO STATE NETWORK

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: WALR Broadcasting Corp. OPERATED BY: WALR Broadcasting Corp. BUSINESS ADDRESS: 48-52 North Fifth St., Lind Arcade. PHONE: 644. STUDIO ADDRESS: 48-52 North Fifth St., Lind Arcade. TRANSMITTER LOCATION: Newark Road. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 10:00 P.M. (119 hours weekly). NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

**Personnel**

President.....George Storer  
 Managing Director.....Stanton P. Kettler  
 Program Director and Assistant Manager,  
 Allen L. Haid  
 Musical Director-Chief Announcer,  
 James Minium  
 Chief Engineer.....Wm. Hunt

**Coverage**

	Daytime	Evening
Population—Primary . . . .	214,231	185,437
Population—Secondary . . . .	52,229	52,229
Population—Secondary . . . .	295,421	190,231
Radio Homes— " . . . .	59,221	59,221

Source: Mail response survey; 1940 U. S. Census; Consumer Market Data Handbook.

**Representative**

John Blair & Co.

# OKLAHOMA

Population 2,336,434

Number of Radio Homes 450,390

Number of Families 609,094

Auto Registrations 588,109

*For 1940 Census data, please turn to page 272*

## K A D A

ADA—EST. 1934

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1230 Kc. POWER: 250 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.....James M. Griffith  
 Program Director.....J. B. Cahill  
 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

## K V S O

ARDMORE—EST. 1935

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: Ardmoreite Pub. Co. OPERATED  
 BY: Ardmoreite Pub. Co. BUSINESS ADDRESS:  
 114-18 N. Washington. PHONE: 3030. STUDIO  
 ADDRESS: Chickasaw and N. W. Blvd. TIME  
 ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS-  
 PAPER AFFILIATION: Daily Ardmoreite. NEWS  
 SERVICE: Associated Press (Non-Commercial).  
 TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

General Manager.....Albert Riesen  
 Station Manager.....Wilbriit Chaffin

Chief Announcer.....Paul Duncan  
 Musical Director.....Dolly Dutton  
 Chief Engineer.....J. H. Holmes

**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.

## K A S A

ELK CITY—EST. 1932

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: E. M. Woody. OPERATED BY:  
 E. M. Woody. BUSINESS ADDRESS: Casa  
 Grande Hotel. PHONE: 730. STUDIO AD-  
 DRESS: Casa Grande Hotel. TRANSMITTER  
 LOCATION: Casa Grande Hotel. TIME ON  
 THE AIR: 6:00 A.M. to 10:00 P.M. (86 hours  
 weekly). NEWS SERVICE: Associated Press.  
 TRANSCRIPTION SERVICE: Davis & Schweg-  
 ler. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President.....E. M. Woody  
 Station Manager.....F. E. Mayhew  
 Program Director-Artists' Bureau Head,  
 Johnny Carman  
 Publicity Director.....R. Jack Christy  
 Musical Director.....F. Leon Dean  
 Chief Engineer.....George Fenter

**Coverage**

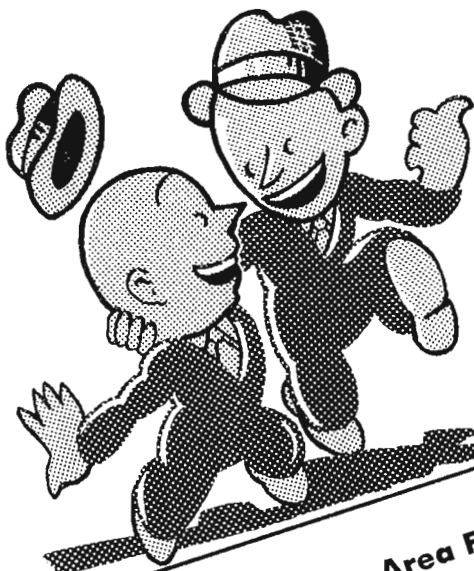
	Daytime	Evening
Population—Primary . . . .	192,772	65,515
Radio Homes— " . . . .	32,649	11,010
Population—Secondary . . . .	399,508	166,443
Radio Homes— " . . . .	66,443	33,467

Source: Mail response and field intensity surveys; 1940 U. S. Census.

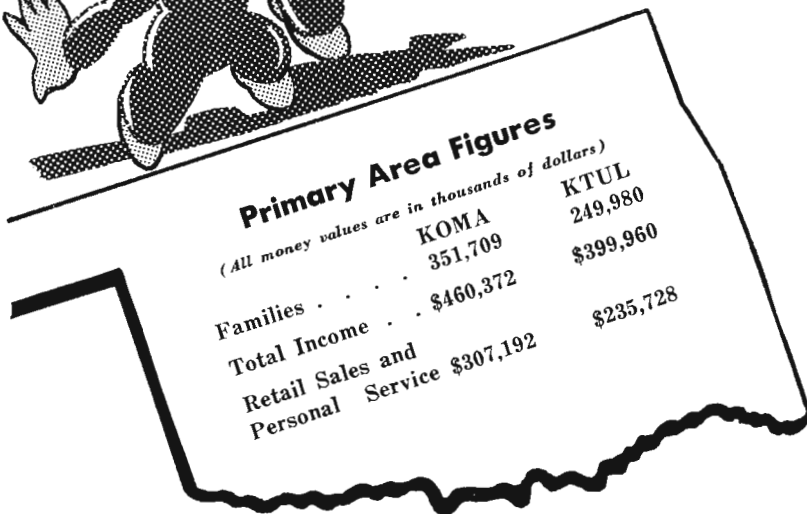
**Representative**

Cox & Tanz

# COME AND GET IT!..



We wouldn't "high pressure" you for worlds — but when you want complete Oklahoma Coverage (plus parts of other states) and you want to catch customers by the scruff of the neck and "drag 'em in," you need look no further.



**BOTH STATIONS**  
**5000 WATTS DAY AND NIGHT**  
 • CBS •

*Oklahoma City*  
**KOMA**



*Tulsa*  
**KTUL**

**FREE & PETERS, Inc., Exclusive National Representatives**



# K C R C

ENID—EST. 1926

MUTUAL and OKLAHOMA NETWORK

FREQUENCY: 1390 Kc. POWER: 1000 watts.  
 OWNED BY: Enid Radiophone Co. OPERATED BY: Enid Radiophone Co. BUSINESS ADDRESS: 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.; Sunday, 9:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: Enid Morning News, Enid Daily Eagle NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President.....M. C. Garber  
 Station Manager.....Milton B. Garber  
 Sales Promotion Manager.....H. P. Hale  
 Artists' Bureau Head.....Keith Painton  
 Publicity Director.....Harold Baker  
 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

Arthur Hagg & Associates

# K S W O \*

LAWTON—EST. 1941

FREQUENCY: 1120 Kc. POWER: 250 watts.  
 OWNED BY: Willard Carver and Byrne Ross. OPERATED BY: Same. BUSINESS ADDRESS: Lawton. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime license.

## Personnel

Partner.....Willard Carver  
 Partner.....Byrne Ross

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

# K B I X

MUSKOGEE—EST. 1936

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1490 Kc. POWER: 250 watts.  
 OWNED BY: Oklahoma Press Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 1512. PHONE: 302. STUDIO ADDRESS: Barnes Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Muskogee Daily Phoenix, Muskogee Times-Democrat. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

Vice-President.....Tam Bixby, Jr.  
 General Manager.....O. C. Benjamin  
 Program Director.....Mark Weaver  
 Chief Announcer.....Jack Black  
 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

NORMAN—EST. 1922

FREQUENCY: 690 Kc. POWER: 1000 watts.  
 OWNED BY: University of Oklahoma. OPERATED BY: University of Oklahoma (extension division). BUSINESS ADDRESS: University of Oklahoma. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares time.

## Personnel

Station Director.....Homer Heck  
 Director of Production.....H. H. Leake  
 Chief Engineer.....Clyde Farrar

(Non-Commercial Station)

# K O M A

OKLAHOMA CITY—EST. 1932

(as KFJF—1923)

COLUMBIA BROADCASTING SYSTEM  
 OKLAHOMA METROPOLITAN LINE

FREQUENCY: 1520 Kc. POWER: 5,000 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 north of Oklahoma City. 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. MAINTAINS ARTISTS' BUREAU.

## Personnel

President.....J. T. Griffin  
 Station Manager.....Neal Barrett  
 Commercial Manager.....Jack Howell  
 Director of Promotion.....Raymond Ruff  
 Program Director.....Jack Mitchell  
 Accountant.....Marie Green  
 Musical Director.....Paul Christenson  
 Chief Engineer.....M. W. Thomas

## Coverage

Population—Primary ..... 351,709\*  
 Radio Homes— " ..... 266,840

\*Families.

Source: Mail response and field intensity survey; 1939 Consumer Market Data Handbook.

## Representative

Free & Peters, Inc.

# K O C Y

OKLAHOMA CITY—EST. 1923

FREQUENCY: 1340 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:  
 Same. TIME ON THE AIR: 115½ hours weekly.  
 NEWS SERVICE: United Press. TRANSCRIPTION  
 SERVICE: Lang-Worth, Associated, C. P.  
 MacGregor, Standard Radio.

## Personnel

President..... John D. Thomas  
 Manager..... M. H. Bonnebrake  
 Commercial Manager..... Joe Bernard  
 Program Director..... Louis Hartman  
 Publicity Director..... Warren Moore  
 Chief Announcer..... Ted Andrews  
 Musical Director..... Francis Lester  
 Chief Engineer..... G. W. Brock

## Coverage

	Daytime	Evening
Population—Primary	352,507	352,507
Radio Homes—	72,511	72,511

Source: Field strength survey.

# K T O K

OKLAHOMA CITY—EST. 1927

NBC-BLUE

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Oklahoma Broadcasting Co., Inc.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 1800 W. Main. PHONE: 3-8352-3. STUDIO  
 ADDRESS: Same. TRANSMITTER LOCA-  
 TION: Same. TIME ON THE AIR: 8:30 A.M.  
 to 12:00 Midnight. NEWS SERVICE: United  
 Press. TRANSCRIPTION SERVICE: Standard  
 Radio, Lang-Worth.

## Personnel

President..... Harold V. Hough  
 Station Manager..... Kenyon M. Douglass  
 Program Director..... Harold Shreve  
 Production Manager-Publicity Director,  
 Paul Buening  
 Chief Announcer..... Dale Scott  
 Chief Engineer..... Bernard Tullius

## Coverage

Population—Primary	561,010
Radio Homes—	114,200

Source: Mail response survey; Joint Com-  
 mittee.

## Representative

Arthur H. Hagg & Associates

# W K Y

OKLAHOMA CITY—EST. 1928

NATIONAL BROADCASTING COMPANY

FREQUENCY: 930 Kc. POWER: 5000 watts.  
 OWNED BY: Oklahoma Publishing Co. OP-

ERATED BY: WKY Radiophone Co. BUSINESS  
 ADDRESS: Skirvin Tower Hotel. PHONE: 3-4306.  
 STUDIO ADDRESS: Same. TRANSMITTER LO-  
 CATION: Nine miles out on highway No. 66.  
 TIME ON THE AIR: 6:00 A.M. to Midnight.  
 NEWSPAPER AFFILIATIONS: The Daily Okla-  
 homan, Oklahoma City Times. NEWS SER-  
 VICE: Associated Press (Non-Commercial); Chi-  
 cago Daily News Foreign Service. TRAN-  
 SCRPTION SERVICE: NBC Thesaurus, Stand-  
 ard Radio, C. P. MacGregor.

## Personnel

President..... E. K. Gaylord  
 Secretary-Treasurer..... Edgar T. Bell  
 Station Manager..... Gayle V. Grubb  
 Commercial Manager..... R. E. Chapman  
 Local Sales Manager..... E. L. Colbourn  
 Program Director..... Ray Buffum  
 Special Events Director..... Terry O'Sullivan  
 News Editor-Publicity Director..... Robert Eastman  
 Traffic Manager..... Daryl McAllister  
 Musical Director..... Allan Clark  
 Chief Engineer..... Herman Lovell

## Coverage

	Daytime	Evening
Population—Primary	1,533,392	942,547
Radio Homes—	314,842	146,401
Population—Secondary	401,500	
Radio Homes—	68,900	

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

## Representative

The Katz Agency

# K H B G

OKMULGEE—EST. 1937

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: Okmulgee Broadcasting Corp.  
 OPERATED BY: Okmulgee Broadcasting Corp.  
 BUSINESS ADDRESS: McCulloch Bldg. PHONE:  
 3646. STUDIO ADDRESS: McCulloch Bldg.  
 TRANSMITTER LOCATION: 20th and S. Ok-  
 mulgee Sts. TIME ON THE AIR: Unlimited  
 license. NEWS SERVICE: United Press. TRAN-  
 SCRPTION SERVICE: NBC Thesaurus.

## Personnel

President-Manager..... Pat Buford  
 Secretary-Treasurer and Commercial  
 Manager..... Lucille Buford  
 Chief Engineer..... J. H. Smith

## Coverage

Population—Primary	158,000
Radio Homes—	33,200
Population—Secondary	409,500
Radio Homes—	82,000

Source: Station survey.

# W B B Z

PONCA CITY—EST. 1928

FREQUENCY: 1230 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 . . . . . Bob Latting

**Coverage**

Population—Primary . . . . . 420,000  
Radio Homes— " . . . . . 65,400  
Source: Station survey.

**K G F F**

SHAWNEE—EST. 1930

NATIONAL BROADCASTING CO.  
MUTUAL and OKLAHOMA NETWORK  
FREQUENCY: 1450 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

NATIONAL BROADCASTING CO.  
MUTUAL BROADCASTING SYSTEM—  
OKLAHOMA NETWORK

FREQUENCY: 1340 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. TRANSMITTER LOCATION: 3904 S. Newport, Tulsa. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President . . . . . Harry Schwartz  
General Manager . . . . . John M. Whitney  
Commercial Manager . . . . . Harold Grimes  
Program Director . . . . . Ken Linn  
Sales Promotion Manager . . . . . Ray E. Sollars  
Chief Engineer . . . . . James F. Manship

**Representative**

Arthur H. Hagg & Associates

**K T U L**

TULSA—EST. 1934

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 5000 watts.  
OWNED BY: J. T. Griffin. OPERATED BY: Tulsa Broadcasting Co., Inc. BUSINESS ADDRESS: National Bank of Tulsa Bldg. PHONE: 2-3191. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Route No. 8, Tulsa. TIME ON THE AIR: 125 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President . . . . . J. T. Griffin  
Vice President-General Manager . . . . . Wm. C. Gillespie  
Commercial Manager . . . . . Lawson Taylor  
Promotion & Publicity Director . . . . . John Esau  
Program Director-Artists' Bureau Head, Jack Hoffman  
Production Manager . . . . . Carlyle Stevens  
Chief Announcer . . . . . Eddie Lyon  
Musical Director . . . . . Lillian Smithline  
Chief Engineer . . . . . Nathan Wilcox

**Coverage\***

Population—Primary . . . . .	682,600†
Radio Homes— " . . . . .	138,424†
Population—Secondary . . . . .	1,321,374‡
Radio Homes— " . . . . .	297,300‡

\*No evening figures available; station has been granted power increase.

†Within .5 Millivolt area.

‡Regular listening area.

Source: Field intensity measurements; Department of Commerce.

**Representative**

Free & Peters, Inc.  
(See Page 526)

**K V O O**

TULSA—EST. 1926

NATIONAL BROADCASTING COMPANY  
FREQUENCY: 1170 Kc. POWER: 50,000 Watts. OWNED BY: Southwestern Sales Corp. OPERATED BY: Southwestern Sales Corp. BUSINESS ADDRESS: Philtower Bldg. PHONE: 2-2254. STUDIO ADDRESS: Philtower Bldg. TRANSMITTER LOCATION: 11 miles east of Tulsa, Highway 66. TIME ON THE AIR: 127 hours weekly. NEWS SERVICES: Interna-

• • • OKLAHOMA - OREGON • • •

tional News Service, United Press. TRANSCRIPTION SERVICES: World Broadcasting System. MAINTAINS ARTISTS' BUREAU. BUREAU.

**Personnel**

President ..... P. Q. Proctor  
 Vice President-General  
 Manager ..... William B. Way  
 Commercial Manager ..... Willard Egolf  
 Promotion Manager ..... George Engleter  
 Program Director-Artists' Bureau Head,  
 Edward C. Coontz  
 Chief Announcer ..... Lou Kemper  
 News Editor ..... G. Kenneth Miller

Continuity Editor ..... F. M. Randolph  
 Director of Women's Activities, Dorothy McCune  
 Musical Director ..... Joe O'Neill  
 Publicity Director ..... Allan Page  
 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 Petry & Company

# OREGON

Population 1,089,684

Number of Radio Homes 320,780

Number of Families 335,944

Auto Registrations 396,126

*For 1940 Census data, please turn to page 274*

## KWIL

ALBANY—EST. 1940

MUTUAL BROADCASTING SYSTEM  
 DON LEE BROADCASTING SYSTEM

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: Central Williamette Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Albany. STUDIO ADDRESS: 15th and Elm Sts. PHONE: 870. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 17 hours daily. NEWSPAPER AFFILIATION: Albany Democrat-Herald. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

President ..... W. L. Jackson  
 General Manager ..... R. R. Cronise  
 Station and Commercial Manager,  
 Chet Wheeler

Program Director-Chief Announcer,  
 Ben T. Weaver  
 Chief Engineer ..... Paul W. Spargo

**Coverage**

Population—Primary ..... 60,000  
 Population—Secondary ..... 177,000  
 Source: Station survey; 1940 U. S. Census.

## KAST

ASTORIA—EST. 1935

FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: Astoria Broadcasting Co. OPERATED BY: Astoria Broadcasting Co. BUSINESS ADDRESS: 1006 Taylor Ave. PHONE: 95. STUDIO ADDRESS: 1006 Taylor Ave. TRANSMITTER LOCATION: 1006 Taylor Ave. TIME ON THE AIR: 7:00 A.M. to 8:30 P.M. NEWSPAPER AFFILIATION: Astorian-Budget. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President ..... M. R. Chessman  
 Station Manager ..... James C. Wallace  
 Commercial Manager ..... Frank E. Marrison

**Representatives**

Walter Biddick Co.

## KBKR

BAKER—EST. 1939

FREQUENCY: 1490 Kc. POWER: 250 watts.  
 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 P.M. to 10:00 P.M.; Sundays, 9:00 A.M. to 8:00 P.M. TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

Owner ..... Louis P. Thornton  
 Resident Manager ..... Ellwood W. Lippincott  
 Sales Manager ..... Fred H. Pelger

## KBND

BEND—EST. 1938

FREQUENCY: 1340 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 10:00 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.

**K O A C**

**CORVALLIS—EST. 1922**

FREQUENCY: 550 Kc. POWER: 5000 watts, d.; 1000 watts, n. 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  
 (Non-Commercial Station)

**K O D L**

**THE DALLES—EST. 1940**

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Western Radio Corp. OPERATED BY: Western Radio Corp. BUSINESS ADDRESS: Scenic Drive. PHONE: 2300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 102 hours weekly. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President-Station Manager,  
 V. Barney Kenworthy  
 Commercial and Sales Promotion Manager,  
 Glenn Howell  
 Program Director-Chief Announcer,  
 Marvin Johnson  
 Publicity Director . . . . . Margaret Burnett  
 Chief Engineer . . . . . Paul Walden

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	20,000	16,000
Radio Homes— " . . . . .	96.2%	96.2%
Population—Secondary . . . . .	80,000	25,000
Radio Homes— " . . . . .	96.2%	96.2%

Source: Station estimate; Joint Committee.

**K O R E**

**EUGENE—EST. 1927**

MBS—DON LEE BROADCASTING SYSTEM  
 FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Frank L. Hill & C. G. Phillips. OPERATED BY: Eugene Broadcast Station. BUSINESS ADDRESS: Route 2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Eugene. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

Owner . . . . . Frank L. Hill  
 Station Manager . . . . . Glenn McCormick  
 Program-Publicity Director . . . . . Day Foster  
 Chief Announcer . . . . . Dolf James  
 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.

**K U I N**

**GRANTS PASS—EST. 1939**

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Southern Oregon Broadcasting Co. OPERATED BY: Southern Oregon Broadcasting Co. BUSINESS ADDRESS: P. O. Box 43. STUDIO ADDRESS: Redwood Highway. TRANSMITTER LOCATION: Redwood Highway. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS-PAPER AFFILIATION: Grants Pass Courier. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICES: World Program Service, C. P. MacGregor.

**Personnel**

President . . . . . A. E. Voorhies  
 Manager . . . . . John G. Bauriedel  
 Production Manager . . . . . Dick Thompson  
 Musical Director . . . . . Harold Keibel  
 Chief Engineer . . . . . Edward A. Malone

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	62,413	31,500
Radio Homes— " . . . . .	17,770	8,600

Source: Mail response survey.

**Representative**

John Blair & Co.

**K F J I**

**KLAMATH FALLS—EST. 1928**

FREQUENCY: 1240 Kc. POWER: 250 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. TRANSCRIPTION SERVICES: World Broadcasting System.

**Personnel**

President . . . . . J. A. Kincaid  
 Station & Commercial Manager . . . . . Geo. Kincaid

**Representative**

John Blair & Co.

# K L B M

LA GRANDE—EST. 1937

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Harold M. Finlay. OPERATED BY: Harold M. Finlay. BUSINESS ADDRESS: 1120½ Adams Ave. PHONE: 220. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Near La Grande. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

Manager.....H. M. Finlay  
Chief Engineer.....John Kibby

## Representative

Cox & Tanz  
Walter Biddick Co. (Pacific Coast)

# K O O S

MARSHFIELD—EST. 1928

MBS-DON LEE BROADCASTING SYSTEM  
FREQUENCY: 1230 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  
Sales Manager.....Mark DeLaunay  
Program-Publicity Director.....Francis Waterbury  
Chief Announcer and Engineer,  
Roger L. Spaugh

## Coverage

Population—Primary ..... 49,200  
Radio Homes— " ..... 12,700  
Population—Secondary ..... 114,000  
Radio Homes— " ..... 30,900  
Source: Station survey.

# K M E D

MEDFORD—EST. 1926

NATIONAL BROADCASTING CO.  
(RED OR BLUE)

FREQUENCY: 1440 Kc. POWER: 1000 watts. OWNED BY: Mrs. W. J. Virgin. OPERATED BY: Mrs. W. J. Virgin. BUSINESS ADDRESS: Sparta Bldg., Main and Riverside. PHONE: 305. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Ross Lane. TIME ON THE AIR: Full Time License (95 hours weekly). NEWS SERVICE: United 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: 1330 Kc. POWER: 5000 watts. OWNED BY: KALE, Inc. OPERATED BY: Same. BUSINESS ADDRESS: New Heathman Hotel. PHONE: At. 7203. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Sylvan. TIME ON THE AIR: 6:30 A.M. to 12:00 Mid-night. 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  
Commercial Manager.....Ted Kooreman  
Director of Commercial Relations,

Harry H. Buckendahl

Sales Manager.....Charles Couche  
Program Director.....H. M. Swartwood, Jr.  
Production Manager.....Ted W. Cooke  
Publicity Director.....Lester Halpin  
Chief Engineer.....Louis Bookwalter

## 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: 1450 Kc. POWER: 250 watts. OWNED BY: Student Body Benson Polytechnic School. OPERATED BY: Same. BUSINESS ADDRESS: 546 N. E. 12th Ave. PHONE: LA 4195. 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  
(Non-Commercial Station)

# KEX

PORTLAND—EST. 1926

NBC (Blue Network)—NORTHWEST TRIANGLE  
 FREQUENCY: 1190 Kc. POWER: 50,000  
 Watts. OWNED BY: Oregonian Pub. Co. (Lessee). OPERATED BY: Oregonian Pub. Co.  
 BUSINESS ADDRESS: The Oregonian Bldg.,  
 6th and Alder Sts. PHONE: Atwater 2121.  
 STUDIO ADDRESS: 801 Oregonian Bldg.  
 TRANSMITTER LOCATION: North Portland.  
 TIME ON THE AIR: (daily) 6:00 A.M. to 12:30  
 P.M.; Sunday, 8:00 A.M. to 12:30 P.M. NEWS-  
 PAPER AFFILIATIONS: The Oregonian. NEWS  
 SERVICES: International News Service. TRAN-  
 SCRPTION SERVICE: NBC Thesaurus. MAIN-  
 TAINS ARTISTS' BUREAU.

## Personnel

Station Manager.....W. Carey Jennings  
 Sales Manager.....Paul H. Connet  
 Traffic Manager.....Ralph Greer  
 Program Director.....H. Q. Cox  
 Artists' Bureau Head.....Stephen M. Janik  
 Sales Promotion Manager.....Paul H. Connet  
 Chief Announcer.....Donald M. Kneass  
 Musical Director.....Abe Bercovitz  
 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.  
 OWNED BY: Oregonian Pub. Co. OPERATED  
 BY: Oregonian Pub. Co. BUSINESS ADDRESS:  
 The Oregonian Bldg., 6th & Alder Sts. PHONE:  
 Atwater 2121. STUDIO ADDRESS: 801 Ore-  
 gonian Bldg. TRANSMITTER LOCATION: North  
 Portland. TIME ON THE AIR: (daily) 6:00  
 A.M. to Midnight; (Sunday) 8:00 A.M. to 12:00  
 Midnight. NEWSPAPER AFFILIATION: The  
 Oregonian. NEWS SERVICES: International  
 News Service. TRANSCRIPTION SERVICE:  
 NBC Thesaurus. MAINTAINS ARTISTS' BU-  
 REAU .

## Personnel

Station Manager.....W. Carey Jennings  
 Sales Manager.....Paul H. Connet  
 Traffic Manager.....Ralph Greer  
 Program Director.....H. Q. Cox  
 Artists' Bureau Head.....Stephen M. Janik  
 Musical Director.....Abe Bercovitz  
 Sales Promotion Manager.....Paul H. Connet  
 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.

# KOIN

PORTLAND—EST. 1925

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 970 Kc. POWER: 5000 watts.  
 OWNED BY: KOIN, Inc. OPERATED BY: KOIN,  
 Inc. BUSINESS ADDRESS: New Heathman  
 Hotel. PHONE: Atwater 3333. STUDIO AD-  
 DRESS: New Heathman Hotel. TRANSMITTER  
 LOCATION: Sylvan. TIME ON THE AIR: 6:00  
 A.M. to midnight. MAINTAINS ARTISTS' BU-  
 REAU. NEWSPAPER AFFILIATION: The Ore-  
 gon 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.....John Carpenter  
 Director of Commercial Relations,

Harry Buckendahl

Program Director.....H. M. Swartwood, Jr.  
 Publicity Director.....Lester Halpin  
 Musical Director.....Joseph Sampietro  
 Technical Director.....Louis Bookwalter

## Coverage

Population—Primary .....	828,600
Radio Homes— " .....	249,240
Population—Secondary .....	1,197,980
Radio Homes— " .....	342,280

Source: Station survey.

## Representative

Free & Peters, Inc.  
 World Broadcasting System

# KWJJ

PORTLAND—EST. 1927

FREQUENCY: 1080 Kc. POWER: 1000 watts.  
 OWNED BY: KWJJ Broadcasting Co., Inc. OP-  
 ERATED 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  
 Program Director.....Gerald E. Speerstra  
 Production Manager.....Frank Hemingway  
 Publicity Director.....Sam Taylor  
 Musical Director.....Eddie McElroy  
 Chief Engineer.....W. J. Jerman

**Representative**

Cox & Tanz

**K X L**

PORTLAND—EST. 1926

FREQUENCY: 1450 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, Davis & Schweg-  
 ler.

**Personnel**

President and General  
 Manager.....T. W. Symons, Jr.  
 Commercial Manager.....H. S. Jacobsen  
 Program Director.....Stuart Hannon  
 Chief Engineer.....Ralph Mifflin

**Coverage**

Population—Primary.....438,500  
 Radio Homes— ".....123,900  
 Source: Station estimate.

**K R N R**

ROSEBURG—EST. 1935

MUTUAL—DON LEE

FREQUENCY: 1490 Kc. POWER: 250 watts.  
 OWNED BY: News Review Co. OPERATED  
 BY: Same. BUSINESS ADDRESS: Hotel Ump-  
 qua. PHONE: No. 4. STUDIO ADDRESS: Ho-  
 tel Umpqua. TRANSMITTER LOCATION:  
 Same. TIME ON THE AIR: 7:00 A.M. to 10:00  
 P.M. (unlimited license). NEWSPAPER AF-  
 FILIATION: Roseburg News Review. NEWS  
 SERVICE: Associated Press.

**Personnel**

President.....Harris Ellsworth  
 General Manager.....M. H. Pengra  
 Sales Manager-Chief Announcer....Max Frye  
 Program-Musical Director....Gilbert Walters  
 Production Manager.....Bill Thomas  
 Chief Engineer.....Henry Chandler, Jr.

**Coverage**

Population—Primary.....80,843  
 Radio Homes— ".....16,650  
 Source: Field intensity survey; U. S. Census.

**K S L M**

SALEM—EST. 1934

MBS-DON LEE BROADCASTING SYSTEM  
 PACIFIC BROADCASTING CO.  
 FREQUENCY: 1390 Kc. POWER: 1000 watts.  
 OWNED BY: Oregon Radio, Inc. OPERATED  
 BY: Oregon Radio, Inc. BUSINESS ADDRESS:  
 633 N. Front St. PHONE: 6131. STUDIO AD-  
 DRESS: 633 N. Front St. TRANSMITTER LO-  
 CATION: 633 N. Front St. TIME ON THE AIR:  
 6:30 A.M. to 11:30 P.M.; Sunday, 8:00 A.M.  
 to 11:00 P.M. NEWS SERVICE: United Press.  
 TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

President-General Manager.....H. B. Read  
 Sales Promotion Manager...Earle W. Headrick  
 Program Director.....Herb Johnston, Jr.  
 Publicity Director.....Clarice Allport  
 Chief Announcer.....Thomas Nelson  
 Chief Engineer.....Albert Jacobson

**Coverage**

Population—Primary.....86,000  
 Radio Homes— ".....17,000  
 Population—Secondary.....100,000  
 Radio Homes— ".....19,000  
 Source: Station survey.

**Representative**

John Blair & Co.

260

ISSUES

A YEAR

ON THE

DESKS OF

ALL RADIO

EXECUTIVES

RADIO DAILY



# PENNSYLVANIA

Population 9,900,180

Number of Radio Homes 2,262,760

Number of Families 2,514,736

Auto Registrations 2,142,282

*For 1940 Census data, please turn to page 274*

## W C B A - W S A N

ALLENTOWN—EST. 1923

NBC (Red and Blue)

QUAKER NETWORK—PENNSYLVANIA NETWORK

FREQUENCY: 1470 Kc. POWER: 1000 watts.  
OWNED BY: Lehigh Valley Broadcasting Co.  
OPERATED BY: Lehigh Valley Broadcasting Co.  
BUSINESS ADDRESS: 39 N. 10th St. PHONE: 9511. NEW YORK OFFICE: 30 Rockefeller Plaza, New York, N. Y. PHONE: Circle 7-0228.  
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  
Program Director.....George Y. Snyder  
Production Manager.....George DePoe  
Chief Engineer.....Wm. A. McCutcheon

### Coverage

Population—Primary ..... 343,859  
Radio Homes— " ..... 61,000  
Population—Secondary ..... 917,000  
Radio Homes— " ..... 300,000

Source: Mail response analysis.

## W F B G

ALTOONA—EST. 1924

NATIONAL BROADCASTING CO.

FREQUENCY: 1340 Kc. POWER: 250 watts.  
OWNED BY: The William F. Gable Co. OPERATED BY: The Gable Broadcasting Co. BUSINESS ADDRESS: 1320 Eleventh Ave. PHONE:

# MASON DIXON RADIO GROUP

*One of the Best "Spot Buys" in Radio  
Every Station In A Good Market!*

**WDEL** Wilmington, Del.

**WKBO** Harrisburg, Penna.

**WORK** York, Penna.

**WAZL** Hazleton, Penna.

**WGAL** Lancaster, Penna.

**WEST** Easton, Penna.

**WILM** Wilmington, Del.

*Address: 8 West King Street, Lancaster, Pennsylvania*

*Represented Nationally—PAUL H. RAYMER CO.*

*New York • Chicago • San Francisco • Los Angeles*

• • • PENNSYLVANIA • • •

6467. STUDIO ADDRESS: Gable Arcade Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to 10:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

Managing Director.....Roy Thompson  
Chief Engineer.....George Burgoon  
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**

Headley-Reed Co.

**W C E D \***

DU BOIS—EST. 1941

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Tri-County Broadcasting Co. OPERATED BY: Tri-County Broadcasting Co. BUSINESS ADDRESS: Du Bois. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license. NEWSPAPER AFFILIATION: Du Bois Courier Express.

**Personnel**

President.....H. T. Grey  
Vice-President.....W. B. Ross  
Secretary.....Jason S. Grey  
Treasurer.....L. F. Mohney  
Station Manager.....Ben Webster

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

**W E S T**

EASTON—EST. 1936

MUTUAL BROADCASTING SYSTEM  
MASON-DIXON GROUP

FREQUENCY: 1400 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 Executive.....Clair R. McCullough  
Station 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 E R C \***

ERIE—EST. 1941

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Presque Isle Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Erie. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Erie. TIME ON THE AIR: Unlimited License.

**Personnel**

President.....Jacob A. Young  
Secretary.....William P. Sengal  
Treasurer.....B. Walker Sennett

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

**W L E U**

ERIE—EST. 1935

NBC—(BLUE)

PENNSYLVANIA NETWORK  
QUAKER NETWORK

FREQUENCY: 1450 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) 9:45 A.M. to 12:00 P.M. (119 hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President.....Leo J. Omelian  
General Manager.....V. Hamilton Weir  
Program Director.....James Hamilton  
Publicity Director.....Raymond Boley  
Chief Announcer.....Kenneth Weber  
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.

# WIBG

**GLENSIDE—EST. 1925**

FREQUENCY: 990 Kc. POWER: 1000 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: 7:00 A.M. to local 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  
 Production Manager-Musical Director,  
 Douglas Arthur  
 Publicity Director.....Rupe Werling  
 Chief Engineer.....John H. Henninger

## Coverage

Population—Primary ..... 3,000,000  
 Radio Homes— " ..... 691,000  
 Population—Secondary ..... 5,500,000  
 Radio Homes— " ..... 1,330,000

Source: Station survey.

# WHJB

**GREENSBURG—EST. 1934**

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  
 Station Manager.....George J. Podyyn  
 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

**GROVE CITY—EST. 1922**

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Grove City College. OPERATED BY: Grove City College. BUSINESS ADDRESS: 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

President.....W. C. Ketter  
 Station Manager.....H. W. Harmon  
 Program Director.....Rea G. Walters  
 (Non-Commercial Station)

# WHP

**HARRISBURG—EST. 1924**

**COLUMBIA BROADCASTING SYSTEM**

FREQUENCY: 1460 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  
 Sales Promotion-Publicity  
 Manager.....Dick Redmond  
 Local Sales Representative....R. A. Maxwell  
 Production Director.....E. K. Smith  
 Chief Engineer.....R. S. Duncan

## Representative

John Blair & Co.

# WKBO

**HARRISBURG—EST. 1927**

**NBC—MBS—MASON-DIXON GROUP**

FREQUENCY: 1230 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 Executive.....Clair McCullough  
 Station Manager.....C. G. Moss  
 Program Director.....David Bennett

## 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.

# WAZL

HAZLETON—EST. 1932  
MUTUAL BROADCASTING SYSTEM  
MASON-DIXON GROUP

FREQUENCY: 1450 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 Executive..... Clair R. McCullough  
Station Manager..... V. C. Diehm  
Program Manager..... Thomas Tito  
Publicity Director..... Kathryn Kahler

## Coverage

	Daytime	Evening
Population—Primary	567,890	373,639
Radio Homes—"	116,813	71,015

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

## Representative

Paul H. Raymer Company

# WJAC

JOHNSTOWN—EST. 1925  
NATIONAL BROADCASTING CO.

FREQUENCY: 1400 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: 7:30 A.M. to 11:30 P.M.; Sundays, 10:00 A.M. to 8:30 P.M. NEWSPAPER AFFILIATIONS: The Johnstown Tribune, The Johnstown Democrat. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus, Lang-Worth.

## Personnel

President..... Walter W. Krebs  
Station Manager..... J. C. Tully  
Program Director..... J. P. Foster  
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.

## Representative

Headley-Reed Co.

# WGAL

LANCASTER—EST. 1922  
NBC (RED and BLUE)  
MUTUAL BROADCASTING SYSTEM  
MASON-DIXON GROUP

FREQUENCY: 1490 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 Executive..... Clair R. McCullough  
Station Manager..... Walter Miller  
Program Manager..... Ernest Stanzola  
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

# WKST

NEW CASTLE—EST. 1938  
QUAKER STATE NETWORK

FREQUENCY: 1280 Kc. POWER: 1000 watts.  
OWNED BY: WKST, Inc. OPERATED BY: WKST, Inc., BUSINESS ADDRESS: Cathedral Bldg. PHONE: 5050-5051. STUDIO ADDRESS: Cathedral Bldg., New Castle; Lawrence Ave., Ellwood; Westminster College, New Wilmington. TRANSMITTER LOCATION: Old Pittsburgh Rd. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight (119 hours weekly). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

## Personnel

President..... S. W. Townsend  
Station Manager..... A. W. Graham  
Commercial-Sales Promotion Manager,  
Herbert S. Kirk  
Publicity Director..... Ray Wallace  
Chief Announcer..... Carl Bates  
News Editor..... Ken Eggleston  
Chief Engineer..... Robert Emch

## Coverage

	Daytime	Evening
Population—Primary	922,791	352,013
Population—Secondary	3,391,018	322,441

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

# W K P A

NEW KENSINGTON—EST. 1940

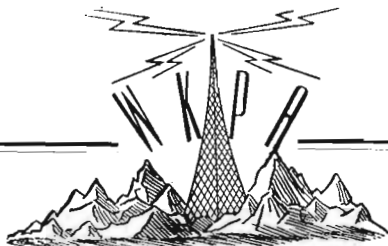
FREQUENCY: 1150 Kc. POWER: 250 watts.  
 OWNED BY: Allegheny-Kiski Broadcasting Co.  
 OPERATED BY: Allegheny-Kiski Broadcasting Co.  
 BUSINESS ADDRESS: 810 Fifth Ave.  
 PHONE: 3533. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Gassmere Heights, East Deer Township. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth.

## Personnel

President.....C. Russell Cooper  
 Station Manager.....Ed Kroen  
 Program Director.....Willard Fraker  
 Chief Announcer.....James Williams  
 Chief Engineer.....Henry Mattingly

## Representative

Cox & Tanz



# Allegheny-Kiski Broadcasting Co.

NEW KENSINGTON  
PENNSYLVANIA

250 W.

Right in the Heart  
of the  
Rich Industrial  
and  
Commercial Area

U. P. News Service

# W K P A

Nat. Rep. COX & TANZ

# W I B G

PHILADELPHIA

(For station listing see Glenside, Pa.)

# K Y W

PHILADELPHIA—EST. 1921

NATIONAL BROADCASTING CO. (RED)  
 FREQUENCY: 1060 Kc. POWER: 50,000  
 Watts. OWNED BY: Westinghouse Electric  
 & Mfg. Co. OPERATED BY: Same. BUSI-  
 NESS ADDRESS: 1619 Walnut St. PHONE:  
 Locust 3760. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: RFD No. 4, Nor-  
 ristown. TIME ON THE AIR: 5:00 A.M. to  
 1:00 A.M. (137 hours weekly). NEWS SER-  
 VICE: United Press. TRANSCRIPTION SER-  
 VICE: NBC Thesaurus.

## Personnel

### WESTINGHOUSE RADIO STATIONS

President.....George H. Bucher  
 Vice-President.....Walter Evans  
 Manager of Broadcasting.....Lee B. Wailes  
 Assistant to Manager of Broadcasting,  
 Joseph E. Baudino  
 Auditor.....Frank A. Logue  
 Advertising and Publicity Manager,  
 George A. Harder  
 Program Supervisor.....Gordon Hawkins  
 Sales Manager.....Griffith Thompson  
 Director of International Shortwave Activities,  
 F. P. Nelson  
 Assistant to Auditor.....Francis C. Davis

### KYW PERSONNEL

Station Manager.....Leslie Joy  
 Program Manager.....James P. Begley  
 Sales Prom.-Advertising Manager  
 L. B. Beeuwkes  
 Sales Manager.....B. A. McDonald  
 Publicity Director.....J. A. Aull  
 Plant Manager.....E. H. Gager  
 Auditor-Personnel Manager.....A. H. Bates

## Coverage\*

\*Station recently went to 50,000 watts and new coverage data was not available at time of going to press.

## Representative

National Broadcasting Co.



**The only clear  
channel station  
covering the  
Philadelphia market.  
50,000 watts in  
ALL directions**

# WCAU

PHILADELPHIA—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1210 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: Same. TRANSMITTER LOCATION: Newtown Square. TIME ON THE AIR: 20 hours daily. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President and Station

Manager.....Dr. Leon Levy  
 Commercial Manager.....Alex Rosenman  
 Director of Programs.....Stan Lee Broza  
 Special Events and Promotion Manager,  
 Joseph T. Connolly  
 Director of Copyrights.....Peggy Lowrey  
 Publicity Director.....Kenneth W. Stowman  
 Musical Director.....Joey Kearns  
 Technical Director.....John G. Leitch

## Coverage

Population—Primary ..... 5,037,000  
 Radio Homes— " ..... 1,182,010  
 Population—Secondary ..... 3,019,400  
 Radio Homes— " ..... 642,620

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)

# WDAS

PHILADELPHIA—EST. 1922

FREQUENCY: 1400 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. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth.

## Personnel

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

## 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.

# WFIL

PHILADELPHIA—EST. 1934

NATIONAL BROADCASTING CO. (BLUE)  
 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: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: Associated.

For Results  
 in the  
**PHILADELPHIA  
 MARKET**  
 it's  
**WDAS**  
 Philadelphia's  
 only full-time  
 independent station

**NEWS  
 EVERY HOUR  
 ON THE  
 HOUR**

# WFIL

## 1ST OR 2ND CHOICE WITH PHILADELPHIA LISTENERS

### 66 $\frac{1}{3}$ % OF DAY & NIGHT

WRITE FOR  
"NIGHT AND DAY"

A survey of radio listening habits  
in the Philadelphia area

*As reported by C. E. HOOPER, INC.*

# WFIL

560 ON YOUR DIAL

NBC BLUE • KEY STATION QUAKER NETWORK

REPRESENTED BY EDWARD PETRY & CO., INC.



**Personnel**

President.....Samuel R. Rosenbaum  
 General Manager.....Roger W. Clipp  
 Assistant General  
 Manager.....Fred Dodge  
 Sales Manager.....John E. Surrick  
 Sales Promotion Manager...William E. Caskey  
 Program Director.....James Allen  
 Musical Director.....Norman Black  
 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.

**WHAT**

PHILADELPHIA—EST. 1930

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: Philadelphia Record. OPERATED BY: Independence Broadcasting Co., Inc. BUSINESS ADDRESS: Hotel Philadelphia, 39th & Chestnut Sts. PHONE: Lombard 2390-1. STUDIO ADDRESS: Public Ledger Bldg., 7th & Chestnut Sts. TRANSMITTER LOCATION: Hotel Philadelphian. TIME ON THE AIR: Shares time—(45 hours weekly). NEWSPAPER AFFILIATION: Philadelphia Record. TRANSCRIPTION SERVICE: NAB Library.

**Personnel**

President.....J. David Stern  
 General Manager.....Milton Laughlin  
 Program Director.....Sam Serota

**WIP**

PHILADELPHIA—EST. 1922

MUTUAL BROADCASTING SYSTEM

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: Bellmawr, N. J. 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  
 Production Manager.....Edward Wallis  
 Sales Promotion Manager.....Robert Horn  
 Director of Sports.....Stony McLinn  
 News Editor.....Edward Mayer  
 Musical Director.....Joe Frassetto  
 Technical Supervisor.....Clifford C. Harris

**Coverage\***

Population—Primary ..... 3,130,134  
 Radio Homes— " ..... \*1,784,546  
 Population—Secondary ..... 4,305,478

\* Includes both primary and secondary areas

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

**Representative**

Radio Advertising Corp.  
 (See Page 544)

**WPEN**

PHILADELPHIA—EST. 1929

(HOOK-UP WITH WOY, New York)

FREQUENCY: 950 Kc. POWER: 5000 watts.  
 OWNED BY: Wm. Penn Broadcasting Co.  
 OPERATED BY: Wm. Penn Broadcasting Co.  
 BUSINESS ADDRESS: 1528 Walnut St. PHONE: Pennypacker 9490, Race 4006. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 72nd & Vine Sts. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Langworth. MAINTAINS ARTISTS' BUREAU.

**Personnel**

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

**Coverage**

No exact figures available at time of going to press.

(See Page 546)

**WTCL**

PHILADELPHIA—EST. 1925

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: Foulkrod Radio Engineering Co.  
 OPERATED BY: Foulkrod Radio Engineering Co. BUSINESS ADDRESS: 4312-14 N. Broad St. PHONE: Gladstone 1310. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Rowlandville, Pa. TIME ON THE AIR: Shares Time with WHAT.

**Personnel**

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

**KDKA**

PITTSBURGH—EST. 1920

NBC (BLUE)

FREQUENCY: 1020 Kc. POWER: 50,000 watts.  
 OWNED AND OPERATED BY: Westinghouse Electric & Mfg. Co. BUSINESS ADDRESS: 1619 Walnut St., Philadelphia. STUDIO ADDRESS: Grant Bldg. PHONE: Grant 4200. TRANSMITTER LOCATION: Allison Park, Hampton Township, Pa. TIME ON THE AIR: 5:30 A.M. to 1:00 A.M.; Sunday, 8:00 A.M. to 1:00 A.M. (117 hours weekly). NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

# IT'S HUMAN TO AIR!

ESPECIALLY, MR. ADVERTISER  
WHEN YOU HAVE THE  
TREMENDOUS POTENTIAL AUDIENCE

OF

**7,435,612**

- ✓ —61.2% RENEWALS (in 1941)
- ✓ —MUTUAL BROADCASTING SYSTEM
- ✓ —24 HOURS A DAY
- ✓ —5,000 WATTS

---

NOW — A "MUST" BUY IN PHILADELPHIA

---

Edward A. Davies  
Sales Director

# WIP

610 KILOCYCLES

35 South Ninth Street  
Phone: Walnut 6800

**Personnel**

President.....G. H. Bucher  
 General Manager.....James B. Rock  
 Sales Manager.....W. E. Jackson  
 Publicity Director.....John M. Cooper  
 Program Manager.....George Heid  
 Promotion Manager.....W. B. McGill  
 Office Manager.....D. F. Dickson  
 Chief Announcer.....Wilbur C. Sutherland  
 Traffic Manager.....G. Dare Fleck  
 News Editor.....Lloyd G. Chapman  
 Special Events Director.....Robert Shield

**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—"	201,600	770,200

Source: NBC Statistical Department.

**Representative**

National Broadcasting Co.

**K Q V**

PITTSBURGH—EST. 1919

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1410 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.....E. S. Wasser  
 Commercial & Advertising Manager.....R. M. Thompson, Sr.  
 Chief Announcer.....J. Herbert Angell  
 Publicity Director.....John Howard  
 Chief Engineer.....Walter W. McCoy

**Coverage**

Radio Homes—"	262,265
Source: Field intensity survey; Joint Com-	
Population—Primary	2,582,669
Radio Homes—"	582,218
Population—Secondary	1,120,550

mittee.

**Representative**

William G. Rambeau Co.

**W C A E**

PITTSBURGH—EST. 1922

NBC (RED) & MUTUAL

FREQUENCY: 1250 Kc. POWER: 5000 watts.  
 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.....Willard Schroeder  
 Sales Promotion Manager.....Jim Murray  
 Chief Announcer.....Bob Donley  
 Continuity Director.....Phil Davis  
 Production Manager.....Dave Olson  
 Program Manager.....R. Clifton Daniel  
 Musical Director.....Earl Truxell  
 Chief Engineer.....James Schultz

**Coverage**

	Daytime	Evening
Population—Primary	2,720,494	2,602,669
Radio Homes—"	552,600	527,630
Population—Secondary	2,201,390	1,471,733
Radio Homes—"	455,960	298,920

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

**Representative**

International Radio Sales

**W J A S**

PITTSBURGH—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1320 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: 1459 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. Caughy  
 Musical Director & Pgm. Mgr.....Jas. Hughes  
 Chief Engineer.....W. W. McCoy

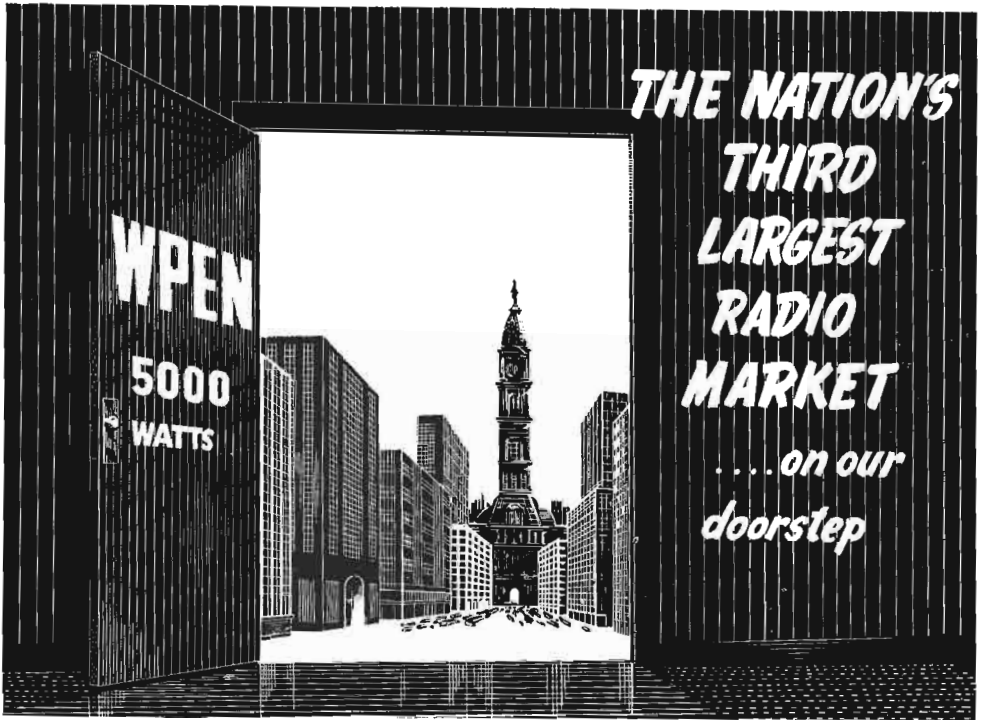
**Coverage**

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.



*and a more powerful station to cover it*

Philadelphia — the City of Homes — stands unique among America's metropolitan centers. More homes per square mile, more families listening for your message. Average American families who eat, sleep and BUY in Philadelphia. WPEN serves this market seven days a week, with family

programs. Meet our families and their neighbors. Buy WPEN . . . Open the doors of Philadelphia — the City of Homes.

WM. PENN BROADCASTING CO.

**WPEN**

Atop: 1528 Walnut Street, Philadelphia  
950 on your dial

# W W S W

PITTSBURGH—EST. 1931

MBS—NBC (Blue)—QUAKER NETWORK  
 FREQUENCY: 1490 Kc. POWER: 250 watts.  
 OWNED BY: Walker & Downing Radio Corp.  
 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: 24 hours daily.  
 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  
 Production Manager..... John Davis  
 Artists' Bureau Head..... Marie Wilk  
 Chief Announcer..... Ray Schneider  
 Chief Engineer..... Henry R. Kaiser

## Coverage

	Daytime	Evening
Population—Primary	1,250,000	1,000,000
Radio Homes—"	361,000	345,000

Source: Field intensity survey.

## Representative

Cox & Tanz

# W E U

READING—EST. 1931

NATIONAL BROADCASTING CO.  
 FREQUENCY: 850 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..... Robert Magee

## 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.

# W R A W

READING—EST. 1921

NATIONAL BROADCASTING CO.  
 FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: Reading Broadcasting Co. OPERATED BY: Reading Broadcasting Co. BUSINESS ADDRESS: 533 Penn St. PHONE: 7336. STUDIO ADDRESS: 533 Penn St. and State Theatre. TRANSMITTER LOCATION: Reading. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight.

## Personnel

President ..... Clifford M. Chafey  
 Station Manager ..... Raymond A. Gaul  
 Sales Manager..... Arthur W. Chafey

## Representative

George P. Hollingbery Co.

# W A R M

SCRANTON—EST. 1940

MUTUAL BROADCASTING SYSTEM  
 QUAKER NETWORK  
 PENNSYLVANIA NETWORK  
 FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Union Broadcasting Co. OPERATED BY: Union Broadcasting Co. BUSINESS ADDRESS: Select Bldg. PHONE: 4-1148. STUDIO ADDRESS: Select Bldg. TRANSMITTER LO-

for **HOT** sales

USE

# WARM

MUTUAL BROADCASTING SYSTEM

## SCRANTON, PENN.

"the STATION that is LISTENED to in  
 NORTHEASTERN PENNSYLVANIA."

CATION: 721 N. Blakely St., Dunmore, Pa.  
 TIME ON THE AIR: 125 hours weekly. NEWS  
 SERVICE: United Press. TRANSCRIPTION  
 SERVICE: NBC Thesaurus.

**Personnel**

President-Station Manager... Martin F. Memolo  
 Station Director... Joseph Dobbs  
 Commercial Manager... George Field  
 Program Director... Hal Barton  
 Musical Director... Edward Cusido  
 Chief Engineer... Adolph Oschmann

**Coverage**

Population—Primary .....	922,384
Radio Homes— " .....	118,782
Population—Secondary .....	1,284,000
Radio Homes— " .....	284,000

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

**Representative**

Furgason & Walker, Inc.

**W G B I**

SCRANTON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 910 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..... John Groller  
 Chief Announcer..... Bill Pierce  
 Chief Engineer..... Kenneth R. Cooke

**Coverage**

	Daytime	Evening
Population—Primary ....	868,805	833,287
Radio Homes— " .....	175,813	167,665
Population—Secondary ...	1,998,123	1,605,522
Radio Homes— " .....	418,562	332,465

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

**Representative**

John Blair & Co.

**W Q A N**

SCRANTON

FREQUENCY: 910 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  
 WGBl. NEWSPAPER AFFILIATION: The Scrant-  
 on Times.

**Personnel**

Director ..... A. J. O'Malley  
 (Non-Commercial Station)

**W P I C**

SHARON—EST. 1938

FREQUENCY: 790 Kc. POWER: 1000 watts.  
 OWNED BY: Sharon Herald Broadcasting Co.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 P. O. Box 541. STUDIO ADDRESS: Pine Hol-  
 low Blvd. PHONE: 4113. TRANSMITTER LO-  
 CATION: Same. TIME ON THE AIR: 6:00  
 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 Fahnlne, 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 .....	1,327,622
Radio Homes— " .....	309,350
Population—Secondary .....	5,433,221
Radio Homes— " .....	1,326,017

Source: Station survey; U. S. Census; Joint  
 Committee.

**Representative**

Howard H. Wilson Co.

**W K O K**

SUNBURY—EST. 1933

QUAKER NETWORK

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: Sunbury Broadcasting Co.  
 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.  
 NEWS SERVICE: United Press. TRANSCRIP-  
 TION SERVICE: Standard Radio.

**Personnel**

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

**Coverage**

Population—Primary ..... 141,146  
 Radio Homes— " ..... 31,725  
 Source: Field intensity measurements based on 100 watts.

**Representative**

Cox & Tanz

**W M B S**

UNIONTOWN—EST. 1937  
 QUAKER NETWORK

FREQUENCY: 590 Kc. POWER: 1000 watts.  
 OWNED BY: Fayette Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Fayette Title & Trust Bldg. PHONE: 800. STUDIO ADDRESS: Fayette Title Trust Bldg. TRANSMITTER LOCATION: Burgess Field. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWS SERVICE: Associated Press, International News Service. 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 Rafferly  
 Program Director.....Mary Lucius  
 Production Manager.....Louis R. Bennett  
 Chief Announcer.....Charles Underwood  
 Publicity Director.....Bill Fields  
 Musical Director.....Sullivan Sages  
 Chief Engineer.....Kenneth M. Meredith

**Coverage**

	Daytime	Evening
Population—Primary	3,271,936	1,417,382
Radio Homes— " "	683,715	281,142

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

**W B A X**

WILKES-BARRE—EST. 1922  
 MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: John H. Stenger, Jr. OPERATED BY: Northeastern Pennsylvania Broadcasters, Inc. BUSINESS ADDRESS: 141 So. Main. PHONE: 3-0196-7-8. STUDIO ADDRESS: 141 S. Main. TRANSMITTER LOCATION: Plains Township. TIME ON THE AIR: 7:00 A.M. to 3:00 A.M. (140 hours weekly). NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth.

**Personnel**

Station Manager.....Hal Seville  
 Sales and Sales Promotion Manager,  
 Jones Evans  
 Commercial Manager.....Norman McHugh  
 Program Director-Chief Announcer,  
 Ken Beghold  
 Production Manager.....Richard Mawson  
 Chief Engineer.....Robert Love

**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: 1340 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: 142 hours weekly. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President and Station  
 Manager.....Louis G. Baltimore  
 Commercial Manager.....S. R. Baltimore  
 Sales Manager.....A. C. Baltimore  
 Program Director.....Franklin D. Coslett  
 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: 1400 Kc. POWER: 250 watts.  
 OWNED BY: WRAK, Inc. OPERATED BY: WRAK, Inc. BUSINESS ADDRESS: 244 W. 4th St. PHONE: 2-6116-7. STUDIO ADDRESS: 244 W. 4th St. TRANSMITTER LOCATION: 1561 W. 4th St. TIME ON THE AIR: 7:30 a.m. to 10:15 p.m. NEWSPAPER AFFILIATIONS: Williamsport Sun & Williamsport Gazette & Bulletin. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio.

**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

• • • PENNSYLVANIA-RHODE ISLAND • • •

Program Director.....Irving A. Berndt, Jr.  
Office Manager.....Alys Kramer  
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

NATIONAL BROADCASTING CO.  
MUTUAL BROADCASTING SYSTEM  
MASON-DIXON GROUP

FREQUENCY: 1350 Kc. POWER: 1000 watts.  
OWNED BY: York Broadcasting Co., Inc. OP-

ERATED 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 Executive.....Clair R. McCullough  
Station Manager.....Robert Gulick  
Commercial Manager.....Harold Miller  
Program Director.....Otis Mørse  
Publicity Director.....Wilhelmina Hollinger

**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 713,346

Number of Families 187,795

Number of Radio Homes 173,450

Auto Registrations 186,188

*For 1940 Census data, please turn to page 275*

**W F C I**

PAWTUCKET-PROVIDENCE

—EST. 1941

FREQUENCY: 1420 Kc. POWER: 1000 watts.  
OWNED BY: Pawtucket Broadcasting Co. OPERATED BY: Pawtucket Broadcasting Co. BUSINESS ADDRESS: 450 Main St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Lonsdale, R. I. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.; Sundays, 9:00 A.M. to 11:00 P.M. (110 hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President-Chief  
Engineer.....Howard W. Thornley  
Treasurer.....Frank F. Crook  
Station Manager.....W. Paul Oury  
Commercial Manager.....T. F. Allen

**Coverage**

Population—Primary .....	519,496
Radio Homes— " .....	121,450
Population—Secondary .....	327,187
Radio Homes— " .....	77,290

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

**W E A N**

PROVIDENCE—EST. 1922

NBC-MBS-YANKEE & COLONIAL

FREQUENCY: 790 Kc. POWER: 5000 watts.  
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  
Program-Publicity Director....Rose M. Powers  
Production Manager.....Donald Morton  
Musical Director.....Marion Thomas  
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 Petry & Co.



# WJAR

PROVIDENCE—EST. 1922

NBC (Red)

FREQUENCY: 920 Kc. POWER: 5000 watts.  
 OWNED BY: Outlet Co. BUSINESS ADDRESS:  
 Weybossett St. PHONE: Gaspee 1071. STU-  
 DIO ADDRESS: Same. TRANSMITTER LOCA-  
 TION: East Providence. TIME ON THE AIR:  
 7:30 A.M. to 1:00 A.M.; Sunday, 9:00 A.M. to  
 1:00 A.M. TRANSCRIPTION SERVICE: World  
 Library Service. NEWS SERVICE: Local news  
 service.

## Personnel

President.....Mortimer L. Burbank  
 Station Manager.....John J. Boyle  
 Chief Engineer.....Thomas Prior

## Coverage

	Daytime	Evening
Population—Primary	1,155,016	884,387
Radio Homes—"	257,360	195,330
Population—Secondary	1,321,000	202,000
Radio Homes—"	297,000	45,000

Source: Field intensity survey based on 1000  
 watts power.

## Representative

Weed & Co.

# WPRO

PROVIDENCE

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 630 Kc. POWER: 5000 watts.  
 OWNED BY: Cherry and Webb Broadcasting  
 Co. OPERATED BY: Cherry and Webb Broad-  
 casting Co. BUSINESS ADDRESS: 15 Chest-  
 nut St. STUDIO ADDRESS: Same. TRANSMIT-  
 TER LOCATION: Wampanoag Trail, East Provi-  
 dence. TIME ON THE AIR: 130½ hours weekly.  
 NEWS SERVICE: United Press. TRANSCRIP-  
 TION SERVICE: NBC Thesaurus.

## Personnel

President.....William S. Cherry, Jr.  
 Station Manager.....William T. Brush  
 Commercial Manager.....Harvey Carter  
 Program Director.....H. William Koster  
 Publicity Director.....Albert C. Rider  
 Musical Director.....Edwin F. Drew

## 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.

# NEW in New England!

# W F C I

• 1,000 WATTS—FULL TIME •

A Good Buy  
 in New England's  
 2nd Largest Market

- PROVIDENCE
- PAWTUCKET
- WOONSOCKET
- NEWPORT

and contiguous territory  
 (R. I.—Mass.—Conn.) with  
 a total population of over

**PAWTUCKET BROADCASTING CO., INC.**

Studios & Offices: 450 Main St.

PAWTUCKET

RHODE ISLAND

1,000,000

# SOUTH CAROLINA

Population 1,899,804

Number of Radio Homes 222,170

Number of Families 434,557

Auto Registrations 318,300

*For 1940 Census data, please turn to page 275*

## WAIM

ANDERSON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 250 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  
Sales Promotion Manager ..... G. Paul Browne  
Program-Musical Director ..... Dan Ferguson  
Production Manager ..... George Crawford  
Artists Bureau Head ..... Edith Hall  
Publicity Director ..... Helen Hall  
Chief Announcer ..... Bill Coddling  
Chief Engineer ..... Robert L. Easley

### Coverage

	Daytime	Evening
Population—Primary .....	519,500	306,000
Radio Homes— " .....	57,090	30,810

Source: Station survey.

## WCSC

CHARLESTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1390 Kc. POWER: 1000 watts.  
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. TRANS-  
MITTER LOCATION: Windermere, S. C. TIME  
ON THE AIR: Sundays—8:00 A.M. to 12:00  
Midnight; daily—6:30 A.M. to 12:00 Midnight.  
NEWS SERVICE: United Press. TRANSCRIP-  
TION SERVICE: NBC Thesaurus.

### Personnel

President-Station Manager ..... J. M. Rivers  
Program Director ..... Charles McMahon  
Sales Manager ..... Roland Weeks  
Program Director ..... Charles McMahon  
Musical Director ..... Thomas L. Means  
Publicity Director ..... Phil Sutterfield  
Chief Engineer ..... J. M. Weaver

### Coverage

Population—Primary .....	352,871
Radio Homes— " .....	40,000
Population—Secondary .....	123,899
Radio Homes— " .....	14,190

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

### Representative

Free & Peters, Inc.

## WTMA

CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.

FREQUENCY: 1250 Kc. POWER: 1000 watts.  
OWNED BY: Atlantic Coast Broadcasting Co.  
OPERATED BY: Atlantic Coast Broadcasting  
Co. BUSINESS ADDRESS: 134 Meeting St.  
PHONE: 2-2961. STUDIO ADDRESS: Wagener  
Terrace. TRANSMITTER LOCATION: Same.  
TIME ON THE AIR: 17½ hours daily; 16 hours,  
Sundays. NEWS SERVICE: Associated Press.  
TRANSCRIPTION SERVICE: Associated.

### Personnel

President ..... R. M. Manigault  
Station Manager ..... William D. Workman, Jr.  
Commercial Manager ..... W. P. Speight  
Program Director ..... C. Wylie Calder  
Director of Women's Programs,

Meredith Smith  
Musical Director ..... Kenneth Dent  
Chief Engineer ..... D. M. Bradham

### Coverage

	Daytime	Evening
Population—Primary .....	150,000	80,030
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. Hollingsbery Co.

## WCOS

COLUMBIA—EST. 1939

NATIONAL BROADCASTING CO.

FREQUENCY: 1400 Kc. POWER: 250 watts.  
OWNED BY: Carolina Advertising Corp. OPER-  
ATED BY: Same. BUSINESS ADDRESS: 1202  
Main St. PHONE: 2-5601. STUDIO ADDRESS:  
1202 Main St. TRANSMITTER LOCATION:  
230 Senate St. TIME ON THE AIR: 6:30 A.M.  
to 12:00 Midnight. NEWS SERVICE: Trans-  
radio Press. TRANSCRIPTION SERVICE: Asso-  
ciated Library.

**Personnel**

President..... A. B. Langley  
 General Manager..... Roy A. Powell  
 Program Director..... J. Olin Tice  
 Publicity Director..... W. C. Bockman  
 Chief Announcer..... Hanirick  
 Musical Director..... Virginia Hook  
 Chief Engineer..... Charles A. Thoman

**Coverage**

Population—Primary .....	425,916
Radio Homes— " .....	76,450
Population—Secondary .....	301,656
Radio Homes— " .....	61,640

Source: Station survey.

**Representative**

International Radio Sales

**W I S**

**COLUMBIA—EST. 1930**

NATIONAL BROADCASTING COMPANY

FREQUENCY: 560 Kc. POWER: 5000 watts.

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—6:30 A.M. to 12:00  
 Midnight. Sundays, 8:00 A.M. to 12:00 Mid-  
 night. NEWS SERVICE: United Press. TRAN-  
 SCRPTION SERVICE: NBC Thesaurus.

**Personnel**

President..... W. Frank Hipp  
 Station Manager..... G. Richard Shafto  
 Commercial Manager..... J. D. Saumenig  
 Program Director..... Floyd D. Rodgers, Jr.  
 Production Manager-Publicity Director,

Loren L. Watson, Jr.

Chief Announcer-Musical Director.. Allyn Corris  
 Chief Engineer..... Scott Helt  
 Chief Control Engineer..... Herbert Eidson, Jr.

**Coverage**

	Daytime	Evening
Population—Primary .....	692,585	337,575
Radio Homes— " .....	76,140	38,859
Population—Secondary ..	1,040,817	569,067
Radio Homes— " .....	389,600	58,659

Source: Field intensity and mail response analysis.

**Representative**

Free & Peters, Inc.

**W O L S**

**FLORENCE—EST. 1937**

NATIONAL BROADCASTING CO.

FREQUENCY: 1230 Kc. POWER: 250 watts.

OWNED BY: O. Lee Stone. OPERATED BY:  
 Same. BUSINESS ADDRESS: Sanborn Hotel.  
 PHONE: 48. STUDIO ADDRESS: Same. TRAN-  
 SMITTER LOCATION: Charleston Highway  
 South of Florence. TIME ON THE AIR: 7:00 A.M.

to 12:00 Midnight. NEWS SERVICE: United  
 Press. TRANSCRIPTION SERVICE: Davis &  
 Schwegler.

**Personnel**

President-Station Manager..... O. Lee Stone  
 Commercial-Sales Promotion Manager,

H. Russ Holt

Program Director..... Willard I. Miller  
 Chief Announcer..... R. O. Dorsey  
 Chief Engineer..... Robert M. Wallace

**Coverage**

Population—Primary .....	66,999
--------------------------	--------

Source: Field intensity survey.

**W F B C**

**GREENVILLE—EST. 1933**

NATIONAL BROADCASTING CO.

FREQUENCY: 1339 Kc. POWER: 5000 watts.

OWNED BY: The Greenville News-Piedmont  
 Co. OPERATED BY: Same. BUSINESS AD-  
 DRESS: P. O. Box 600. PHONE: 362-3. STU-  
 DIO ADDRESS: Poinsett Hotel. TRANSMIT-  
 TER LOCATION: Gantt, S. C. TIME ON THE  
 AIR: 6:00 A.M. to 12:00 midnight. NEWSPA-  
 PER AFFILIATIONS: Greenville News, Greenv-  
 ille Piedmont. NEWS SERVICES: United Press,  
 International News Service, Associated Press.  
 TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President..... B. H. Peace, Jr.  
 Station Manager..... B. T. Whitmire  
 Commercial Manager..... W. H. Clews  
 Sales Promotion Manager..... Lee Parsons  
 Program Director..... Charles Batson  
 Production Manager..... Jim Reid  
 Musical and Publicity Director.. James Dawson  
 Chief Engineer..... W. C. Etheredge

**Coverage**

	Daytime	Evening
Population—Primary .....	887,190	954,994
Radio Homes— " .....	92,100	96,100
Population—Secondary ..	954,994	1,596,501
Radio Homes— " .....	96,100	187,800

Source: U. S. Census.

**Representative**

Weed & Co.

**W M R C**

**GREENVILLE—EST. 1940**

MUTUAL BROADCASTING SYSTEM

SOUTHERN BROADCASTING SYSTEM

FREQUENCY: 1450 Kc. POWER: 250 watts.

OWNED BY: Textile Broadcasting Co. OPER-  
 ATED BY: Textile Broadcasting Co. BUSINESS  
 ADDRESS: P. O. Box No. 1499. PHONE: 5730.  
 STUDIO ADDRESS: 400 Mayberry St. TRAN-  
 SMITTER LOCATION: Same. TIME ON THE  
 AIR: 123 hours weekly. NEWS SERVICE:  
 International News Service. TRANSCRIPTION  
 SERVICE: World Broadcasting System. MAIN-  
 TAINS ARTISTS' BUREAU.



**He Wouldn't Tell NOBODY:**

Wouldn't say a word, that Spartan youth of classic fame. Neither by word nor facial expression would he give himself away . . . just stood stoically there with the forbidden fox beneath his tunic, until the animal gnawed out his heart and he fell down dead! Kinda dumb, say we. For different, far wiser, today's lusty Spartan youth—WSPA!

**WSPA**

**TELLS EVERYBODY**

**In Spartanburg and the Prosperous Piedmont Carolinas**

Spartanburg is SOUTH CAROLINA'S No. 1 MARKET, leading all other South Carolina cities in retail sales. WSPA is a CBS regional station . . . has a favorable frequency **5000 watts day** and **1000 watts night**. Within WSPA's primary area are 650,000 persons in the high wage bracket . . . 72.9% white. Spartanburg, new home of U. S. Army cantonment with 20,000 men representing a \$1,000,000.00 monthly payroll . . . Textile mills running three shifts daily . . . Southern Railroad shops working overtime . . . Farm income to new high levels as result of bumper cotton and peach crops and produce sales to army camp. Advertise where the money is. Schedule WSPA!



Established 1929  
South Carolina's FIRST Radio Station

**SPARTANBURG**

**SOUTH CAROLINA**

**HOWARD H. WILSON CO. . . . National Sales Representative**

**Personnel**

President.....Robert A. Jolly  
 Station Manager.....Dan Crosland  
 Commercial Manager.....Alan Wanamaker  
 Program Director.....Glenn Adams  
 Chief Announcer.....Bill Hinn  
 Chief Engineer.....Edward Day

**Coverage**

Population—Primary ..... 402,762  
 Radio Homes— " ..... 50,610  
 Population—Secondary ..... 250,124  
 Radio Homes— " ..... 27,285  
 Source Station survey.

**W M D F** \*  
 GREENWOOD

FREQUENCY: 1450 Kc. POWER: 250 watts.  
 OWNED BY: Grenco, Inc. OPERATED BY:  
 Grenco, Inc. BUSINESS ADDRESS: Greenwood.  
 STUDIO ADDRESS: Same. TRANSMITTER  
 LOCATION: Same. TIME ON THE AIR: Un-  
 limited.

\* Station was licensed to operate under a  
 construction permit at time of going to press

**W O R D**  
 SPARTANBURG—EST. 1940  
 NATIONAL BROADCASTING CO.

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Spartanburg Advertising Co. OP-  
 ERATED BY: Spartanburg Advertising Co.  
 BUSINESS ADDRESS: 155 South Liberty St.  
 PHONE: 2901. STUDIO ADDRESS: 155 Liberty  
 St. TRANSMITTER LOCATION: 2½ miles north-  
 east of Spartanburg. TIME ON THE AIR: 7:00  
 A.M. to 12:00 Midnight. NEWS SERVICE:  
 United Press. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President.....A. B. Taylor  
 Vice-President and General Manager,  
     Walter J. Brown  
 Commercial Manager.....J. W. Kirkpatrick  
 Program Director-Chief Announcer,  
     James Waldrop  
 Production Manager.....Roger Shaffer  
 Publicity Director.....T. E. Horton  
 Public Relations Director.....Chas. O. Hearon  
 Chief Engineer.....Ralph S. Bennett

**Coverage**

	Daytime	Evening
Population—Primary	125,000	45,000
Radio Homes— " "	16,700	5,000
Population—Secondary	215,216	132,000
Radio Homes— " "	28,000	17,100

**Representative**  
 Howard H. Wilson Co.

**W S P A**

**SPARTANBURG—EST. 1929**

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 950 Kc. POWER: 5000 watts,  
 d.; 1000 watts, n. OWNED BY: Spartanburg  
 Advertising Co. OPERATED BY: Spartanburg  
 Advertising Co. BUSINESS ADDRESS: 155  
 South Liberty St. STUDIO ADDRESS: 155 Lib-  
 erty St. PHONE: 2900. TRANSMITTER LOCA-  
 TION: 2½ miles northeast of Spartanburg.  
 TIME ON THE AIR: 6:00 A.M. to local sunset.  
 NEWS SERVICE: United Press. TRANSCRIP-  
 TION SERVICE: World Broadcasting System.  
 MAINTAINS ARTISTS' BUREAU.

**Personnel**

President.....A. B. Taylor  
 Vice President-General Manager,  
     Walter J. Brown  
 Commercial Manager.....Thad E. Horton  
 Production Manager.....Roger Shaffer  
 Program Director.....Sterling Wright  
 Artists' Bureau Head-Chief Engineer,  
     Ralph S. Bennett  
 Public Relations Director.... Charles O. Hearon

**Coverage**

Population—Primary ..... 646,000  
 Radio Homes— " ..... 79,270  
 Population—Secondary ..... 835,600  
 Radio Homes— " ..... 111,840  
 Source: U. S. Census; Joint Committee.

**Representative**  
 Howard H. Wilson Co.

**W F I G**

**SUMTER—EST. 1940**

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: Julius S. Brody. OPERATED BY:  
 Julius S. Brody. BUSINESS ADDRESS: 39 Main  
 St. PHONE: 39. STUDIO ADDRESS: 39 N.  
 Main St. TRANSMITTER LOCATION: Highway  
 76. TIME ON THE AIR: 110 hours weekly.  
 NEWS SERVICE: United Press. TRANSCRIP-  
 TION SERVICE: World Broadcasting System.

**Personnel**

Owner.....Julius S. Brody  
 Station Manager.....T. Doug Youngblood  
 Program Director-Chief Engineer,  
     John Sherman  
 Musical Director.....Graham Caddell  
 Chief Engineer.....Rex Houser

**Coverage**

Population—Primary ..... 128,031  
 Radio Homes— " ..... 14,250  
 Population—Secondary ..... 128,708  
 Radio Homes— " ..... 17,975  
 Source: Station survey.

# SOUTH DAKOTA

Population 642,961  
 Number of Families 165,113

Number of Radio Homes 132,010  
 Auto Registrations 193,615

*For 1940 Census data, please turn to page 276*

## K A B R

**ABERDEEN—EST. 1935**

MUTUAL BROADCASTING SYSTEM  
 NORTH CENTRAL BROADCASTING SYSTEM  
 FREQUENCY: 1420 Kc. POWER: 5000 watts.  
 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: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: Associated Press. 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-Publicity Director ..... R. Thompson Mabie  
 Chief Announcer ..... E. L. Weeks  
 Chief Engineer ..... Delbert Hunt

### Coverage

	Daytime	Evening
Population—Primary . . . . .	254,044	117,744
Radio Homes— " . . . . .	59,080	29,436
Population—Secondary . . . . .	292,400	159,642
Radio Homes— " . . . . .	68,000	39,913

Source: Field intensity measurements.

### Representative

Weed & Co.

## K F D Y

**BROOKINGS—EST. 1923**

FREQUENCY: 790 Kc. POWER: 1000 watts.  
 OWNED BY: South Dakota State College.  
 OPERATED BY: Same. BUSINESS ADDRESS: Brookings. PHONE: 702K-459W. STUDIO ADDRESS: College Station. TRANSMITTER LOCATION: College Station. TIME ON THE AIR: 12:30 P.M. to 2:00 P.M. except Sundays (9 hours weekly).

### Personnel

Station Manager ..... Jack Towers  
 Chief Engineer ..... W. H. Gamble  
 (Non-Commercial Station)

## K G F X

**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: 351. 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  
 Chief Engineer ..... Robert H. Dye  
 Population—Primary . . . . . 227,086  
 Radio Homes— " . . . . . 43,560  
 Population—Secondary . . . . . 454,000  
 Radio Homes— " . . . . . 87,000

Source: Mail response survey.  
 Cox & Tanz

## K O B H

**RAPID CITY—EST. 1936**

FREQUENCY: 1400 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: 2½ miles east of Rapid City. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M.; Sundays, 9:00 A.M. to 5:00 P.M. (101 hours weekly). MAIN-TAINS ARTISTS' BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

### Personnel

President ..... C. A. Quarnberg  
 Vice-President-Managing Director, Robert J. Dean  
 Commercial Manager-Publicity Director, George E. Bruntlett  
 Program Director-Chief Announcer, Harry Turner  
 News Editor ..... Alvin Arnold  
 Director of Women's Programs, Myrtle Robinson  
 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.

# W C A T

**RAPID CITY—EST. 1921**

FREQUENCY: 1230 Kc. POWER: 250 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. NEWS SERVICE: Associated Press (non-  
 Commercial).

## Personnel

President.....J. P. Connolly  
 Station Manager.....C. M. Rowe  
 Chief Announcer.....Roland Groethe  
 Publicity Director.....Redford Dibble  
 Chief Engineer.....E. E. Clark  
 (Non-Commercial Station)

# K E L O

**SIoux FALLS—EST. 1937**

NATIONAL BROADCASTING COMPANY  
 FREQUENCY: 1230 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; Sundays, 9:00 A.M.  
 to 12:00 Midnight. NEWS SERVICE: United  
 Press. TRANSCRIPTION SERVICE: NBC The-  
 saurus, Standard Radio.

## Personnel

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

## Representative

Howard H. Wilson & Co.

# K S O O

**SIoux FALLS—EST. 1926**

NATIONAL BROADCASTING COMPANY  
 FREQUENCY: 1140 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, Standard Radio.

## Personnel

President and Station  
 Manager.....Joseph Henkin  
 Vice-President-Promotion Manager,  
 S. Fantle, Jr.  
 Assistant Manager-Sales Director,  
 George R. Hahn  
 Vice-President and Program Manager,  
 Morton Henkin  
 Publicity Director.....Bill Rohn  
 Traffic Manager.....Evans Nord  
 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

**VERMILLION—EST. 1922**

FREQUENCY: 920 Kc. POWER: 500 watts.  
 OWNED BY: University of South Dakota. OP-  
 ERATED BY: University of South Dakota. BUSI-  
 NESS ADDRESS: Union Bldg. STUDIO AD-  
 DRESS: Same. TRANSMITTER LOCATION:  
 Science Bldg. TIME ON THE AIR: 17½ hours  
 weekly.

## Personnel

Student Director.....Ed LaGrave, Jr.  
 Chief Operator.....Kenneth Relf  
 Chief Engineer.....W. H. Jordan  
 (Non-Commercial Station)

# K W A T

**WATERTOWN—EST. 1940**

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: Midland National Life Insurance  
 Co. OPERATED BY: Midland National Life  
 Insurance Co. BUSINESS ADDRESS: Water-  
 town. STUDIO ADDRESS: Watertown. TRANSMIT-  
 TERS LOCATION: Same. TIME ON THE AIR:  
 6:30 A.M. to 10:00 P.M. NEWS SERVICE:  
 United Press. TRANSCRIPTION SERVICE:  
 Davis & Schwegler.

## Personnel

Station Manager.....F. L. Bramble  
 Sales Manager.....Morris Wisott  
 Commercial Manager.....A. R. Kant  
 Program Director.....Dale E. Russell  
 Chief Announcer.....W. Lowell Pitt  
 Musical Director.....Dorothy Vadakin  
 Chief Engineer.....Sherrill Zimmerman

## Coverage

Population—Primary .....	236,110
Radio Homes— " .....	76,618

# W N A X

**YANKTON—EST. 1927**

COLUMBIA BROADCASTING SYSTEM  
THE COWLES STATIONS

FREQUENCY: 570 Kc. POWER: 5000 watts.  
OWNED BY: WNAX Broadcasting Co. OPERATED BY: WNAX Broadcasting Co. BUSINESS ADDRESS: Second and Capitol. PHONE: 443. STUDIO ADDRESS: Second and Capitol, Yankton; Orpheum Theatre Bldg., Sioux City. TRANSMITTER LOCATION: 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: Standard Radio, Lang-Worth.

### Personnel

President.....Gardner Cowles, Jr.

Station Manager.....Robert R. Tincher  
Commercial Manager.....Phil Hoffman  
Program Director.....Arthur J. Smith  
Sales Promotion Manager.....James G. Gies  
Production Manager.....Herb Howard  
Publicity Director.....Susan Taylor  
Chief Announcer.....Arthur J. Smith  
Musical Director.....Rex Hays  
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

# TENNESSEE

Population 2,915,841

Number of Radio Homes 478,730

Number of Families 713,853

Auto Registrations 421,400

*For 1940 Census data, please turn to page 277*

# W O P I

**BRISTOL—EST. 1929**

NATIONAL BROADCASTING CO.  
BLUE RIDGE NETWORK

FREQUENCY: 1490 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 12:00 Midnight. (124 hours weekly). MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President and General Manager. W. A. Wilson  
Commercial Manager.....Walter Pritchard  
Artists Bureau Head.....Mary Abell  
Program Director-Chief Announcer,  
Fey Rogers  
Production Manager-Continuity Director,  
Harry S. Hudson  
Publicity Director.....Bryn Mortenson  
Chief Engineer.....Robert Smith

### Coverage

	Daytime	Evening
Population—Primary . . . . .	186,984	50,077
Population—Secondary . . . . .	506,108	. . . . .

Source: Station survey; U. S. Census; Joint Committee.

### Representative

Burn-Smith Co.

# W A P O

**CHATTANOOGA—EST. 1936**

NBC-BLUE

FREQUENCY: 1150 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: W. A. Patterson. OPERATED BY: W. A. Patterson. BUSINESS ADDRESS: Read House. TRANSMITTER LOCATION: Rossville Blvd. TIME ON THE AIR: 126 hours weekly. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

Owner.....W. A. Patterson  
General Manager.....R. G. Patterson  
Commercial Manager.....R. N. Krepps  
Program-Publicity Director...Helen Patterson  
Chief Announcer.....Bob Bosworth  
Musical Director.....Jimmy Johnston  
Chief Engineer.....B. B. Barnes



**Coverage**

Population—Primary ..... 167,500  
 Population—Secondary ..... 110,700  
 Source: Station survey.

**Representative**

Headley-Reed Co.

**W D E V**

**CHATTANOOGA—EST. 1941**

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Joe W. Engel. OPERATED BY:  
 Joe W. Engel. BUSINESS ADDRESS: Volunteer  
 Life Bldg. PHONE: 6-5664. STUDIO ADDRESS:  
 Volunteer Life Bldg. TRANSMITTER LOCA-  
 TION: Same. TIME ON THE AIR: 7:00 A.M.  
 to 11:00 P.M. (112 hours weekly). NEWS SER-  
 VICE: Associated Press. TRANSCRIPTION  
 SERVICE: Standard Radio. MAINTAINS ART-  
 ISTS' BUREAU.

**Personnel**

President ..... Joe W. Engel  
 Station Manager ..... Fred Bugg  
 Commercial Manager ..... Ovelton Maxey  
 Program Director ..... Eugene Wilkey  
 Artists' Bureau Head ..... Rachel Morton  
 Chief Engineer ..... J. V. Sanderson

**W D O D**

**CHATTANOOGA—EST. 1925**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 5000 watts.  
 OWNED BY: WDO D Broadcasting Corp. OP-  
 ERATED BY: WDO D Broadcasting Corp. BUSI-  
 NESS ADDRESS: Hamilton National Bank Bldg.  
 PHONE: 6-5117. STUDIO ADDRESS: Hamilton  
 National Bank Bldg. TRANSMITTER LOCA-  
 TION: Baylor School. TIME ON THE AIR:  
 5:30 A.M. to 12:00 Midnight (128½ hours  
 weekly). NEWS SERVICE: United Press. TRAN-  
 SCRPTION SERVICE: Associated. Lang-Worth.

**Personnel**

President-Station Manager, Norman A. Thomas  
 Commercial Manager ..... Carter M. Parham  
 Sales Promotion Manager ..... Clifford Bowers  
 Program Manager ..... D. W. McCurdy  
 Chief Announcer ..... Chuck Simpson  
 Musical Director ..... Bob Barrett  
 Chief Engineer ..... J. C. Vessels

**Coverage**

Population—Primary ..... 669,867  
 Radio Homes— " ..... 98,930  
 Population—Secondary ..... 659,682  
 Radio Homes— " ..... 89,510

Source: Mail response analysis and field in-  
 tensity survey; Joint Committee.

**Representative**

Paul H. Raymer Company

**W H U B**

**COOKEVILLE—EST. 1939**

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: WHUB, Inc. OPERATED BY:  
 WHUB, Inc. BUSINESS ADDRESS: Cookeville.  
 STUDIO ADDRESS Cookeville. PHONE: 200.  
 TRANSMITTER LOCATION: Same. TIME ON  
 THE AIR: 6:00 A.M. to 10:00 P.M.; Saturday,  
 6:00 A.M. to 11:00 P.M.; Sunday, 8:00 A.M.  
 to 10:00 P.M. (110 hours weekly). NEWS SER-  
 VICE: United Press. TRANSCRIPTION SER-  
 VICE: Standard Radio. MAINTAINS ARTISTS'  
 BUREAU.

**Personnel**

President-Commercial Manager... M. L. Medley  
 Station Manager ..... Bill Reeves  
 Artists' Bureau Head ..... Albert Brogdon  
 Publicity Director ..... Joe Mabry  
 Musical Director ..... Willene Huddleston  
 Chief Engineer ..... Charles R. Duke

**Coverage**

	Daytime	Evening
Population—Primary	108,661	65,196
Radio Homes— "	13,904	8,342
Population—Secondary	320,229	128,091
Radio Homes— "	71,162	28,464

Source: Station survey and estimate; U. S.  
 Census; Joint Committee.

**W T J S**

**JACKSON—EST. 1930**

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1390 Kc. POWER: 1000 watts.  
 OWNED BY: Sun Pub. Co. OPERATED BY:  
 Sun Pub. Co. BUSINESS ADDRESS: 104-106 E.  
 Baltimore St. PHONE: 3340. MAIN STUDIO  
 ADDRESS: 104-106 E. Baltimore St. TRAN-  
 SMITTER LOCATION: 2 miles south on Jackson  
 Highway No. 45. OTHER STUDIOS: Union  
 City, Milan, Humboldt, and Corinth, Miss.  
 TIME ON THE AIR: 6:00 A.M. to 12:00 Mid-  
 night. NEWSPAPER AFFILIATION: Jackson  
 Sun. NEWS SERVICE: United Press, Associ-  
 ated Press. MAINTAINS ARTISTS' BUREAU.  
 TRANSCRIPTION SERVICE: World Broadcast-  
 ing System.

**Personnel**

President ..... C. E. Pigford  
 Station Manager ..... A. A. Stone  
 Sales and Sales Promotion Manager,  
 A. B. Robinson  
 Program-Publicity Director ..... Leslie Brooks  
 Musical Director-Artists' Bureau Head,  
 James Allen  
 Chief Announcer ..... Bill Winsett  
 Director of Women's Programs,  
 Mrs. L. C. Merwin  
 Director of Religious Programs, Donald Haynes  
 Chief Engineer ..... B. C. Brummell

**Coverage**

Population—Primary .....	286,422
Radio Homes— " .....	54,869
Population—Secondary .....	188,366
Radio Homes— " .....	41,922

Source: Mail response analysis and field intensity survey; U. S. Census.

**Representative**

The Branham Company

•  
**W J H L**

**JOHNSON CITY—EST. 1938**

FREQUENCY: 910 Kc. POWER: 1000 watts. OWNED BY: WJHL, Inc. OPERATED BY: WJHL, Inc. BUSINESS ADDRESS: P. O. Box 871. STUDIO ADDRESS: 412 S. Roan St. and Bonny Kate Theater Bldg., Elizabethton, Tenn. TRANSMITTER LOCATION: Johnson City. PHONE: 2211. TIME ON THE AIR: 6:00 A.M. to 11:15 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated.

**Personnel**

President-Station Manager, W. Hans Lancaster  
Business Manager.....W. Kenneth Matthews  
Commercial Manager.....Ken Marsh  
Program Director.....Henry Frick  
Chief Engineer.....O. K. Garland

**Representative**

Radio Advertising Corp.

•  
**W K P T**

**KINGSPORT—EST. 1940**  
NATIONAL BROADCASTING CO.  
—BLUE RIDGE NETWORK

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Kingsport Broadcasting Co., Inc. OPERATED BY: Kingsport Broadcasting Co., Inc. BUSINESS ADDRESS: Radio Center. STUDIO ADDRESS: Radio Center. TRANSMITTER LOCATION: East Kingsport. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Kingsport Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President.....C. P. Edward, Jr.  
Station Manager.....Jess Swicegood  
Program Director.....Steve Douglas  
Production Manager.....Haden Huddleston  
Chief Engineer.....Gladman W. Upchurch

**Coverage**

	Daytime	Evening
Population—Primary .....	193,621	35,036
Radio Homes— " .....	29,060	6,540

Source: Station survey.

**Representative**

Weed & Company

\*  
**W B I R**

**KNOXVILLE—EST. 1921**  
MUTUAL BROADCASTING SYSTEM  
FREQUENCY: 1240 Kc. POWER: 250 watts.  
OWNED BY: J. W. Birdwell. OPERATED BY: J. W. Birdwell. BUSINESS ADDRESS: Chamber of Commerce Bldg., 616 South Gay St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Knoxville. TIME ON THE AIR: 125 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated. MAINTAINS ARTISTS' BUREAU.

**Personnel**

Owner-Manager.....J. W. Birdwell  
Commercial & Sales Promotion  
Manager.....John P. Hart  
Program-Musical Director.....B. G. Barber, Jr.  
Publicity Director.....Jean Doremus  
Chief Announcer.....Joe Wheeler  
Chief Engineer.....Edward W. McGinley  
\*Station was licensed to operate under a construction permit at time of going to press.

•  
**W N O X**

**KNOXVILLE—EST. 1941**  
COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 990 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. NEW YORK OFFICE: 230 Park Ave., New York, N. Y. STUDIO ADDRESS: 110-112 S. Gay St. TRANSMITTER LOCATION: Anderson Road near Beverly. TIME ON THE AIR: 5:00 A.M. to 12:00 Midnight; Saturday, 5:00 A.M. to 1:00 A.M.; Sunday, 5:30 to 12:00 Midnight (133 hours weekly). NEWSPAPER AFFILIATION: Knoxville News-Sentinel. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President.....Jack R. Howard  
Vice-President-General Manager,  
R. B. Westergaard  
Program Director.....Lowell Blanchard  
Traffic Manager.....Walter Corning  
Publicity Director.....C. B. Davis  
Musical Director.....Jerry Collins  
Cashier-Office Manager.....William Huggins  
Chief Engineer.....J. B. Epperson

**Coverage**

	Daytime	Evening
Population—Primary .....	512,344	377,590
Radio Homes— " .....	75,840	57,560
Population—Secondary .....	724,423	491,652
Radio Homes— " .....	90,770	61,000

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

**Representative**

The Branham Co.

# WROL

KNOXVILLE—EST. 1927

NBC—(RED & BLUE)

FREQUENCY: 620 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Stuart Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 524 S. Gay St. PHONE: 2-7112. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Holston Hills, 3 miles northeast of Knoxville. TIME ON THE AIR: 5:00 A.M. to 12:00 Midnight; Sundays, 6:00 A.M. to 12:00 Midnight (132 hours weekly). NEWS SERVICE: International News Service, Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

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

## Coverage

Population—Primary ..... 580,000  
 Radio Homes— " ..... 80,000  
 Population—Secondary ..... 1,000,000  
 Radio Homes— " ..... 150,000

Source: Field intensity survey and estimate; Department of Commerce; Joint Committee.

## Representative

John Blair & Co.

# WHBQ

MEMPHIS—EST. 1925

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Broadcasting Station WHBQ, Inc. OPERATED BY: Broadcasting Station WHBQ, Inc. BUSINESS ADDRESS: Hotel Claridge. PHONE: 8-6868. STUDIO ADDRESS: Hotel Claridge. TRANSMITTER LOCATION: 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 ..... Gene Carr  
 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.

# WMC

MEMPHIS—EST. 1923

NBC—(RED)

SOUTH CENTRAL QUALITY NETWORK

FREQUENCY: 790 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Memphis Publishing Co. OPERATED BY: Memphis Publishing Co. BUSINESS ADDRESS: Goodwyn Institute. PHONE: 8-7464. STUDIO ADDRESS: Goodwyn Institute. TRANSMITTER LOCATION: 5 Points, Tenn. TIME ON THE AIR: 5:30 A.M. to 12:00 Midnight; Saturday, 5:30 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: Commercial Appeal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus, NAB Library, Lang-Worth, Davis & Schwegler, C. P. MacGregor.

## Personnel

General Manager ..... H. W. Slavick  
 Commercial Manager ..... J. C. Eggleston  
 Local Sales Manager ..... William H. Fielding  
 Chief Announcer ..... Earl Moreland  
 Program Manager ..... 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

# WMPS

MEMPHIS—EST. 1925

NBC (BLUE)—MBS

FREQUENCY: 1460 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 (Scripps-Howard papers). TRANSCRIPTION SERVICE: Standard Radio. NEWS SERVICE: United Press.

## Personnel

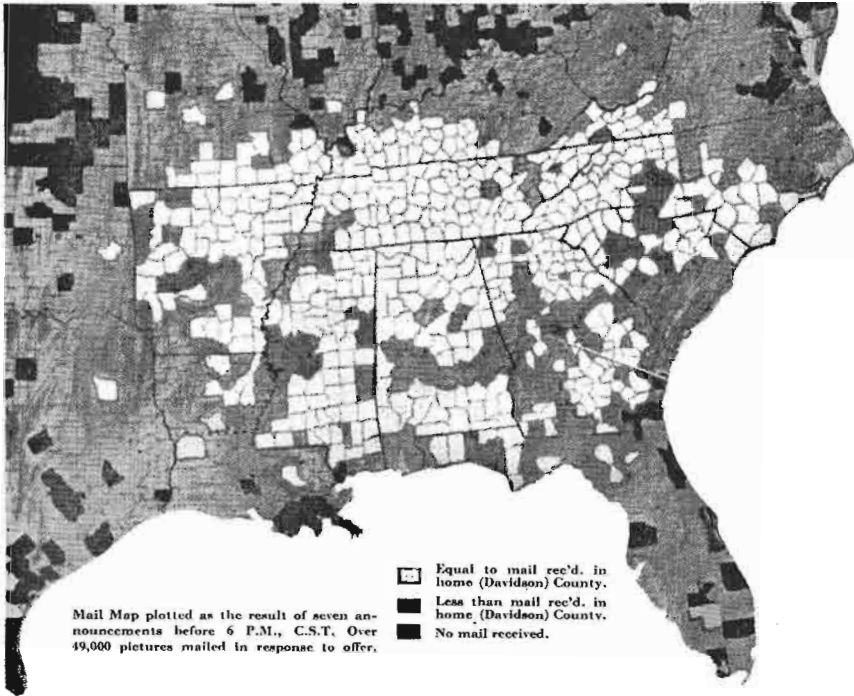
President ..... Jack R. Howard  
 Vice President-General  
 Manager ..... J. C. Hanrahan  
 Program Director-News  
 Editor ..... Lawrence Trexler  
 Chief Engineer ..... J. P. Epperson

## Coverage

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

Source: Mail response analysis.

# It's Results That Count!



What do you want your radio dollar to buy? Watts, towers, channels, talent . . . or results? If it's results you're after, then choose WSM!

Oh Yes, you'll get some watts . . . 50,000 of them (as many as any other station) on a clear channel with its large secondary. You'll get a tower, too . . . America's tallest.

But if you want results, study the above map. This is only one "success story" where a WSM advertiser got results . . . there are a lot more, and if it's results you're after, better send for them, today.



NASHVILLE, TENN.

HARRY L. STONE, Gen'l. Mgr.

OWNED AND OPERATED BY  
**THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.**  
 NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

# W R E C

MEMPHIS—EST. 1922

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 600 Kc. POWER: 5000 watts.  
 OWNED BY: Hoyt B. Wooten d/b as WREC  
 Broadcasting Service. OPERATED BY: Hoyt  
 B. Wooten d/b as WREC Broadcasting Ser-  
 vice. BUSINESS ADDRESS: Hotel Peabody.  
 STUDIO ADDRESS: Same. TRANSMITTER LO-  
 CATION: Memphis. TIME ON THE AIR: 6:00  
 A.M. to 12:00 Midnight. NEWS SERVICE:  
 United Press. TRANSCRIPTION SERVICE:  
 World Broadcasting System, Lang-Worth.

## Personnel

Owner-General Manager..... Hoyt B. Wooten

## Coverage

Population—Primary ..... 2,110,900  
 Radio Homes— " ..... 348,500  
 Source: Field intensity survey.

## Representative

The Katz Agency

# W L A C

NASHVILLE—EST. 1926

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 1510 Kc. POWER: 50000 watts.  
 OWNED BY: J. T. Ward. OPERATED BY:  
 WLAC Broadcasting Service. BUSINESS AD-  
 DRESS: Third National Bank. PHONE: 6-0161.  
 STUDIO ADDRESS: Same. TRANSMITTER LO-  
 CATION: Dixie Highway. TIME ON THE AIR:  
 6:00 A.M. to 12:00 midnight. NEWS SERVICES:  
 United Press. TRANSCRIPTION SERVICES:  
 World Broadcasting System, Lang-Worth. C. P.  
 MacGregor.

## Personnel

Owner..... J. T. Ward  
 Station and Sales Manager..... F. C. Sowell  
 Publicity Director..... Paul Oliphant  
 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 S I X

NASHVILLE—EST. 1927

MUTUAL BROADCASTING SYSTEM  
 FREQUENCY: 1240 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: 18 hours  
 daily; Sundays, 16 hours. NEWS SERVICE:  
 Transradio Press. TRANSCRIPTION SERVICES:  
 Standard Radio, C. P. MacGregor, Associated  
 Music Publishers, Davis & Schwegler.

## Personnel

President-Station Manager..... Jack M. Draughon  
 Commercial Manager..... Eugene S. Tanner  
 Program Director..... Roger N. Phillips  
 Publicity Director..... R. L. Chaudoin  
 Chief Announcer..... Joe H. Calloway, Jr.  
 Music Librarian..... Thomas J. MacWilliams  
 Chief Engineer..... B. E. Porter

## Coverage

Population—Primary ..... 265,525  
 Radio Homes— " ..... 55,608  
 Population—Secondary ..... 198,220  
 Radio Homes— " ..... 32,711

## Representative

Headley-Reed Co.

# W S M

NASHVILLE—EST. 1925

NATIONAL BROADCASTING CO.  
 FREQUENCY: 650 Kc. POWER: 50,000 watts.  
 OWNED BY: National Life & A. Insurance Co.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 National Bldg. PHONE: 6-7181. STUDIO AD-  
 DRESS: Same. TRANSMITTER LOCATION:  
 Franklin, Tenn. TIME ON THE AIR: 127 hours  
 weekly. NEWS SERVICE: International News  
 Service; United Press (locally). TRANSCRIP-  
 TION SERVICE: C. P. MacGregor, Lang-Worth.  
 MAINTAINS ARTISTS' BUREAU.

## Personnel

Executive Vice-President..... Edwin W. Craig  
 Station Manager..... Harry L. Stone  
 Local Sales Manager..... W. S. Dustin  
 Publicity Director..... Jack Harris  
 Program Director..... Jack Stapp  
 Artists' Bureau Head..... Ford Rush  
 Promotion Manager..... A. E. Gibson  
 Audience Relations Manager, George D. Hay  
 Musical Directors, Pietro Brescia, Beasley Smith  
 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.

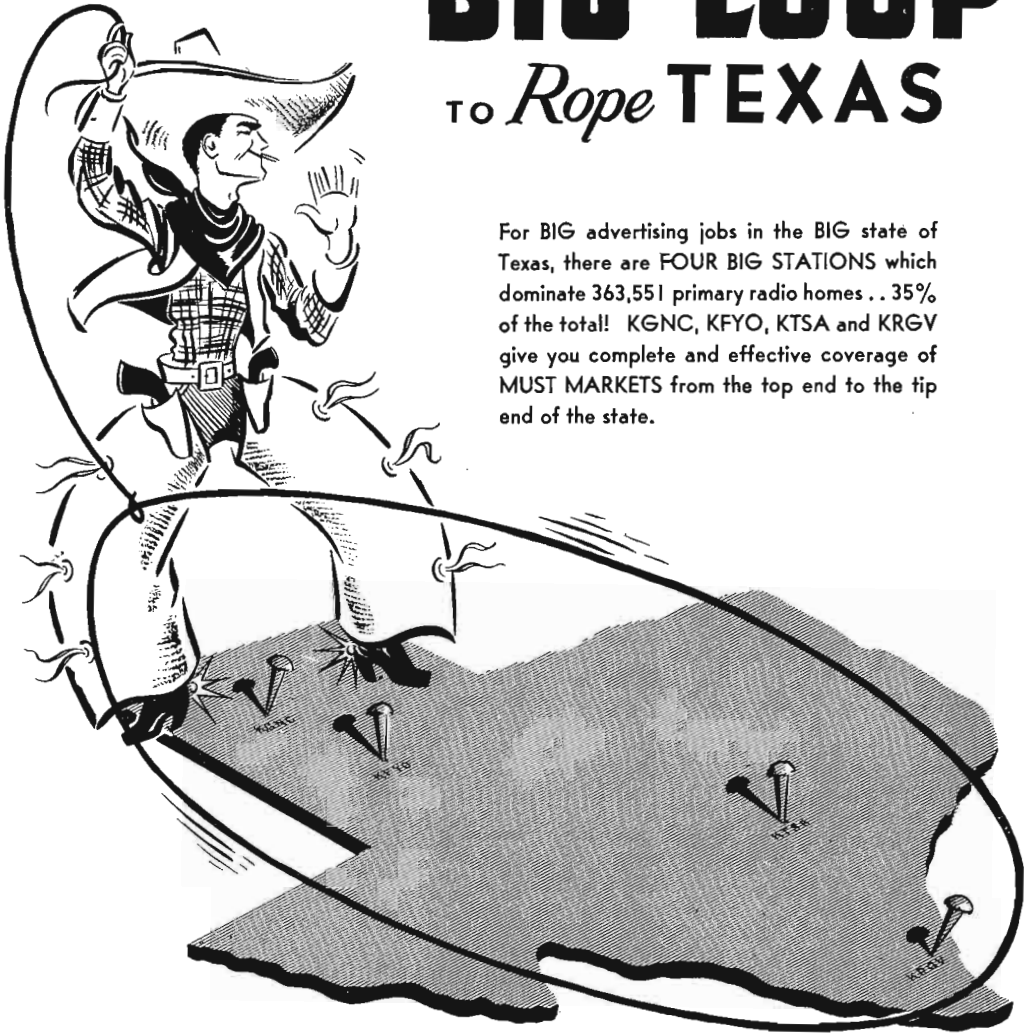
## Representative

Edward Petry & Co.

IT TAKES A

# BIG LOOP

TO *Rope* TEXAS



For BIG advertising jobs in the BIG state of Texas, there are FOUR BIG STATIONS which dominate 363,551 primary radio homes . . . 35% of the total! KGNC, KFYO, KTSA and KRGV give you complete and effective coverage of MUST MARKETS from the top end to the tip end of the state.

**KGNC** AMARILLO **KFYO** LUBBOCK **KTSA** SAN ANTONIO **KRGV** WESLACO

Complete data on these stations and their markets is probably already in your file. If not, it will be sent direct, upon request, or will be furnished, gladly, by—

**HOWARD H. WILSON COMPANY, REPRESENTATIVE**

New York

Chicago

Kansas City

San Francisco

# TEXAS

Population 6,414,824

Number of Radio Homes 1,137,210

Number of Families 1,674,828

Auto Registrations 1,687,016

*For 1940 Census data, please turn to page 278*

## K R B C

**ABILENE—EST. 1936**  
MUTUAL BROADCASTING SYSTEM  
TEXAS STATE NETWORK

FREQUENCY: 1450 Kc. POWER: 250 watts.  
OWNED BY: Reporter Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Hilton Hotel. PHONE: 6255 (for studio); 4030 (for transmitter). STUDIO ADDRESS: Hilton Hotel. TRANSMITTER LOCATION: Ambler Ave. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (112 hours weekly). NEWSPAPER AFFILIATION: Abilene Reporter-News. NEWS SERVICE: United Press, from Texas State Network. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

### Personnel

President.....M. B. Hanks  
Vice-President & Managing  
Director.....Howard Barrett  
General Manager.....Elliott Roosevelt  
Secretary.....Athlene Gully  
Program Director-Artists' Bureau Head,  
Frank McIntyre  
Chief Engineer.....Fred Hammond

### 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  
TEXAS STATE NETWORK

FREQUENCY: 1230 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; Sunday, 7:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Ashland (Ky.) Independent. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio, Davis & Schwegler.

### Personnel

President.....Gilmore N. Nunn  
General Manager.....Earl R. Strandberg

Commercial Manager.....Howard Roberson  
Program Director.....Harold Kimmell  
Chief Announcer.....Leonard Johnson  
Musical-Publicity Director.....Audre Lipscomb  
Chief Engineer.....Howard Blaker

### Coverage

	Daytime	Evening
Population—Primary .....	156,958	90,616
Radio Homes— " .....	35,611	18,000
Population—Secondary .....	244,885	61,100
Radio Homes— " .....	36,260	9,767

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

### Representative

John H. Perry Associates

## K G N C

**AMARILLO—EST. 1924**  
NATIONAL BROADCASTING CO.  
LONE STAR CHAIN

FREQUENCY: 1440 Kc. POWER: 5000 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: Bellaire Park. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Amarillo Globe-News, Lubbock Avalanche Journal. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICES: World Broadcasting System, NAB Library, Lang-Worth.

### Personnel

President.....O. L. Taylor  
General Manager.....John Ballard  
Assistant General Manager,  
Raymond Hollingsworth  
Merchandising Manager.....James Stanberry  
Musical Director.....Eddie Baumel  
Chief Engineer.....W. S. Bledsoe

### Coverage

Population—Primary .....	315,878
Radio Homes— " .....	58,960
Population—Secondary .....	562,933
Radio Homes— " .....	92,890

Source: Station survey; Joint Committee.

### Representative

Howard H. Wilson Co.  
(See Page 564)

# KNOW

AUSTIN—EST. 1923  
MUTUAL BROADCASTING SYSTEM  
TEXAS STATE NETWORK

FREQUENCY: 1490 Kc. POWER: 250 watts.  
OWNED BY: Frontier Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Norwood Bldg. PHONE: 2-6213-4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: First and Tillery Sts. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M. (114 hours weekly). NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President.....H. M. Fentress  
Station Manager.....Charles B. Meade  
Program Director-Artists' Bureau Head,  
Pat Adelman  
Publicity Director.....J. Mabel Clark  
Chief Announcer.....Conrad Vernon  
Musical Director.....Margaret Johnson  
Chief Engineer.....James Lewis

## Coverage

Population—Primary .....	240,000
Radio Homes— " .....	60,000
Population—Secondary .....	400,000
Radio Homes— " .....	100,000

Source: Station survey; U. S. Census.

# KTBC

AUSTIN—EST. 1939

FREQUENCY: 1150 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 hours; 6:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President.....R. B. Anderson  
Station Manager.....Aubrey H. Escoe  
Commercial Manager.....Charles Rider  
Program Director.....Fred Caldwell  
News Editor-Publicity Director...Merle McMurry  
Director of Women's Programs...Irene Wayne  
Chief Engineer.....Harry Slife

## Coverage

Population—Primary .....	565,000
Radio Homes— " .....	187,000
Population—Secondary .....	885,000
Radio Homes— " .....	120,550

Source: Station survey; Joint Committee; 1940 U. S. Census.

# KFDM

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: Beaumont. PHONE: 3882. STUDIO ADDRESS: Edson Hotel. TRANSMITTER LOCATION: Doucette and Grove Sts. TIME ON THE AIR: 18 hours daily. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President.....C. W. Snider  
General Manager.....C. B. Locke  
Program Director.....Len Finger  
Sales Promotion Manager.....Ed E. Carroll  
Publicity Director.....Leon Taylor  
Musical Director.....George W. Caldwell  
Chief Engineer.....Leon Saye

## Coverage

Population—Primary .....	972,629
Radio Homes— " .....	184,380

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

## Representative

Howard H. Wilson Co.

# KRIC

BEAUMONT—EST. 1939

FREQUENCY: 1450 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: 6:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Beaumont Enterprise & Journal. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President.....Mrs. J. L. Mapes  
Station Manager.....Jack Neil  
Sales Manager.....G. L. Kirk  
Program Director.....Joe S. Trum  
Chief Engineer.....Clements McDaniel

## Coverage

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

Source: Chamber of Commerce; station survey.

# KBST

BIG SPRING—EST. 1936

MBS—TEXAS STATE NETWORK  
FREQUENCY: 1490 Kc. POWER: 250 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: 16 hours daily. NEWSPAPER AFFILIATION: Big Spring Herald. NEWS SERVICE: United Press (via Texas State Network). TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President ..... Howard Barrett  
 General Manager..... Elliott Roosevelt  
 Station Manager..... Jack Wallace  
 Program-Musical Director..... Lou Palmer  
 Publicity Director..... Bill Parady  
 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: 1490 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).

**Personnel**

General Manager..... G. L. Burns  
 Commercial Manager..... John Sloane  
 Chief Announcer..... Norris Campbell  
 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. 1937**

FREQUENCY: 1490 Kc. POWER: 250 watts. 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: 106 hours weekly.

**Personnel**

General Manager..... E. E. "Jack" Wilson  
 Commercial Manager..... Leonard W. Briggs  
 Publicity-Traffic Manager..... F. R. Wilson  
 Program Director..... Eloise Alexander  
 Chief Announcer..... Bill Simpson  
 Chief Engineer..... Willis Wilson

**Representative**

Cox & Tanz

**KBWD \***

**BROWNWOOD—EST. 1941**

FREQUENCY: 1350 Kc. POWER: 500 watts. OWNED BY: Wendell Mayes, Joe N. Weatherby, B. P. Bludworth and J. S. McBeath d/b as Brown County Broadcasting Co. OPERATED BY: Brown County Broadcasting Co. BUSINESS ADDRESS: Brownwood. PHONE: 338. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license. NEWSPAPER AFFILIATION: Brownwood Bulletin.

**Personnel**

President-Station Manager..... Wendell Mayes  
 \*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

**WTAW**

**COLLEGE STATION—EST. 1921**

FREQUENCY: 1150 Kc. POWER: 1000 watts (C.P. 1000 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. TIME ON THE AIR: Shares daytime hours with KTBC.

**Personnel**

Station Manager..... E. P. Humbert  
 Chief Engineer..... H. C. Dillingham  
 (Non-Commercial Station)

**KEYS \***

**CORPUS CHRISTI—EST. 1941**

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Earl C. Dunn and Charles Rossi d/b as Nueces Broadcasting Co. OPERATED BY: Nueces Broadcasting Co. BUSINESS ADDRESS: Corpus Christi. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

**Personnel**

Partners..... Charles Rossi, Earl C. Dunn  
 \*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

# K R I S

**CORPUS CHRISTI—EST. 1937**  
 NATIONAL BROADCASTING CO.  
 MUTUAL BROADCASTING SYSTEM  
 LONE STAR CHAIN

FREQUENCY: 1360 Kc. POWER: 1000 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. NEWS SERVICE: Inter-  
 national News Service. TRANSCRIPTION  
 SERVICE: NBC Thesaurus.

## Personnel

General Manager.....T. Frank Smith  
 Commercial Manager.....William Hewes

## 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.

# K A N D

**CORSICANA—EST. 1937**  
 MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: Navarro Broadcasting Assn.  
 OPERATED BY: Navarro Broadcasting Assn.  
 BUSINESS ADDRESS: State Natl. Bank Bldg.  
 PHONE: 30. STUDIO ADDRESS: State Natl.  
 Bank Bldg. TRANSMITTER LOCATION: High-  
 way 75. TIME ON THE AIR: 16½ hours daily.  
 NEWS SERVICE: United Press. TRANSCRIP-  
 TION SERVICE: Standard Radio.

## Coverage

Population—Primary .....	*64,510
Radio Homes— " .....	39,030
Population—Secondary .....	*75,590
Radio Homes— " .....	48,310

\*Families.  
 Source: Field intensity measurements; esti-  
 mate.

# K R L D

**DALLAS—EST. 1926**

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 1080 Kc. POWER: 50,000  
 Watts. OWNED BY: KRLD Radio Corp. OP-  
 ERATED 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 1:00 A.M. NEWSPAPER  
 AFFILIATION: Dallas Times Herald. NEWS  
 SERVICE: International News Service. TRAN-  
 Scription SERVICE: Standard Radio.

## Personnel

President.....Tom C. Gooch  
 Managing Director.....J. W. Runyon  
 Station & Com. Mgr.....C. W. Rembert  
 Program Director.....Ruth Clem  
 Production Manager.....Roy George  
 Publicity Director.....Douglas Hawley  
 Chief Announcer.....J. W. Crocker  
 Musical Director.....Hyman Charninsky  
 Chief Engineer.....R. M. Flynn

## Coverage

Population—Primary .....	3,276,943
Radio Homes— " .....	537,280
Population—Secondary .....	6,972,379
Radio Homes— " .....	1,155,260

Source: Field intensity measurements; 1940  
 U. S. Census.

## Representative

The Branham Co.

# W F A A

**DALLAS—EST. 1922**

NBC—RED and TEXAS QUALITY  
 FREQUENCY: 820 Kc. POWER: 50,000  
 Watts. OWNED BY: A. H. Belo Corp. OPER-  
 ATED BY: A. H. Belo Corp. and The Dallas  
 Morning News. BUSINESS ADDRESS: Santa  
 Fe Bldg. PHONE: 7-9631, LD 794. STUDIO AD-  
 DRESS: Santa Fe Bldg. TRANSMITTER LOCA-  
 TION: Near Grapevine, Texas. TIME ON THE  
 AIR: WFAA-WBAP operated continuously 5:30  
 A.M. to Midnight (daily); 7:30 A.M. to Midnight  
 (Sunday). NEWSPAPER AFFILIATION: The  
 Dallas Morning News. NEWS SERVICE: United  
 Press. TRANSCRIPTION SERVICE: NBC The-  
 saurus, Lang-Worth. MAINTAINS ARTISTS'  
 BUREAU.

## Personnel

President.....E. M. Dealey  
 Managing Director.....Martin Campbell  
 Station Manager.....Alex C. Keese  
 Sales and Promotion Manager...Irvin Gross  
 Program Director—Artists' Bureau Head,  
 Ralph Nimmons  
 Publicity Director.....Norval Schneringer  
 Musical Director.....Karl Lampertz  
 Chief Announcer.....Hal Thompson  
 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.  
 (See Page 570)

# W R R

DALLAS—EST. 1920

MUTUAL BROADCASTING SYSTEM  
TEXAS STATE NETWORK

FREQUENCY: 1310 Kc. POWER: 5000 watts.  
OWNED BY: City of Dallas. OPERATED BY:  
City of Dallas. BUSINESS ADDRESS: Munici-  
pal Bldg. PHONE: 3-6101. STUDIO ADDRESS:  
State Fair Grounds. TRANSMITTER LOCA-  
TION: Same. TIME ON THE AIR: 6:45 A.M.  
to 12:00 Midnight. NEWS SERVICES: Trans-  
radio Press. MAINTAINS ARTISTS' BUREAU.

## Personnel

Managing Director.....Charles B. Jordan  
Commercial Manager.....Dale Drake  
Program Director.....Pete Teddlie  
Promotion-Merchandising Manager..Hal Smith  
Program-Publicity Director and  
Artists' Bureau Head.....Pete Teddlie  
Production Manager-Chief Announcer.

Buddy Harris  
Musical Director.....Murray Lambert  
Chief Engineer.....D. J. Tucker

## Coverage

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

Source: Station survey.

# K D N T

DENTON—EST. 1938

FREQUENCY: 1450 Kc. POWER: 250 watts.  
OWNED BY: Harwell V. Shepard. OPERATED  
BY: Same. BUSINESS ADDRESS: 216 Jackson  
Bldg. STUDIO ADDRESS: Same. TRANS-  
MITTER LOCATION: Highway No. 24. TIME  
ON THE AIR: 15½ hours daily. NEWS SER-  
VICE: United Press. MAINTAINS ARTISTS'  
BUREAU.

## Personnel

Owner.....Harwell V. Shepard  
Sales Manager.....Herman Cecil  
Program Director.....Bob Syler  
Chief Engineer.....B. B. Honeycutt

## Coverage

	Daytime	Evening
Population—Primary	714,000	75,000
Radio Homes—	142,880	10,000

Source: Mail and telephone response analysis.

# K F P L

DUBLIN—EST. 1924

FREQUENCY: 1340 Kc. POWER: 250 watts,  
d.; 100 Watts, n. OWNED BY: C. C. Baxter. OP-  
ERATED 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:  
Unlimited license.

## Personnel

Owner.....C. C. Baxter

# K R O D

EL PASO—EST. 1940

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 600 Kc. POWER: 1000 watts,  
d.; 500 watts, n. OWNED BY: Dorrance D.  
Roderick. OPERATED BY: Dorrance D. Rod-  
erick. BUSINESS ADDRESS: 2201 Wyoming  
St. PHONE: Main 2020. STUDIO ADDRESS:  
2201 Wyoming St. TRANSMITTER LOCATION:  
Hemmett Blvd. TIME ON THE AIR: 121½  
hours weekly. NEWSPAPER AFFILIATION: El  
Paso Times. NEWS SERVICE: International  
News Service. TRANSCRIPTION SERVICE:  
Associated.

## Personnel

Owner.....Dorrance D. Roderick  
Station Manager.....Merle H. Tucker  
Commercial Manager.....Larry A. Harris  
Program-Musical Director.....H. Arthur Brown  
Publicity Director.....William Jolesch  
Chief Engineer.....Edward P. Talbott

## Coverage

Population—Primary	172,559
Radio Homes—	31,210

Source: Station estimate.

## Representative

Howard H. Wilson Co.

# K T S M

EL PASO—EST. 1929

NBC (OPTIONAL RED & BLUE)

FREQUENCY: 1380 Kc. POWER: 1000 watts.  
OWNED BY: Tri-State Broadcasting Co., Inc.  
OPERATED BY: Same. BUSINESS ADDRESS:  
P. O. Box 1976. STUDIO ADDRESS: Paso Del  
Norte Hotel. PHONE: Main 3122. TRANSMIT-  
TER LOCATION: First Ave., near U. S. High-  
way No. 8. TIME ON THE AIR: 6:00 A.M. to  
11:30 P.M. NEWS SERVICE: United Press.  
TRANSCRIPTION SERVICES: NBC Thesaurus.  
C. P. MacGregor.

## Personnel

President.....Mrs. L. E. Bredberg  
General Manager.....Karl O. Wylar  
Sales Manager.....Willard E. Kline  
Program Director.....Roy T. Chapman  
Publicity Director.....Eric Munro  
Chief Engineer.....E. L. Gemoets

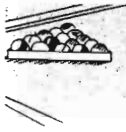
## Coverage

Population—Primary	153,000
Radio Homes—	32,500
Population—Secondary	170,000
Radio Homes—	37,000

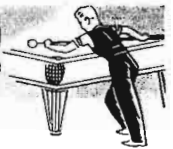
Source: Station survey.

## Representative

George P. Hollingbery Co.



# A Real Break for Timebuyers!



## Three Stations



## Two Cities



## One Centralized Management



It's easier than ever now to invest your advertising dollars profitably in "America's Fastest Growing Market". WFAA-WBAP, with the largest 50,000 watt primary coverage in the United States and KGKO, second only to its sister station in the Southwest, are jointly operated by The Fort Worth Star-Telegram and The Dallas Morning News, with a centralized sales office to assist you in placing your schedules where you'll get the most for your money. When you're thinking of Texas and Oklahoma, with millions of radio listeners with billions to spend, investigate this combination.

**National Representatives**

**WFAA-WBAP: Edward Petry & Co., Inc.**  
**KGKO: Free & Peters, Inc.**

**K F J Z**

FORT WORTH—EST. 1922

MBS—TEXAS STATE NETWORK

FREQUENCY: 1270 Kc. POWER: 5000 watts.  
OWNED BY: Tarrant Broadcasting Co. OPERATED BY: Tarrant Broadcasting Co. BUSINESS ADDRESS: 1201 West Lancaster. STUDIO ADDRESS: 1201 West Lancaster. PHONE: 3-3474. TRANSMITTER LOCATION: Birdville, Texas. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight (122½ hours weekly). NEWS SERVICE: United Press.

**Personnel**

President ..... Elliott Roosevelt  
Secretary-Treasurer..... H. A. Hutchinson  
General Manager..... Miss Jean Rabyor  
Commercial Manager..... Fred L. Edwards  
Program Director..... Helen Jane Behlke  
Publicity Director..... Forest Clough  
Musical Director..... George McCullough  
Chief Engineer..... Ed L. Starnes

**Coverage**

Population—Primary ..... 1,204,878  
Radio Homes— " ..... 240,600  
Population—Secondary ..... 1,468,700  
Radio Homes— " ..... 250,000

Source: Field intensity survey.

**K G K O**

FORT WORTH—EST. 1928

NBC—LONE STAR CHAIN

FREQUENCY: 570 Kc. POWER: 5000 watts.  
OWNED BY: Amon G. Carter. OPERATED BY: Same. BUSINESS ADDRESS: Medical Arts, Fort Worth; Santa Fe Bldg., Dallas. PHONES: Fort Worth 3-1234; Dallas 7-9631 and Central 1330. TRANSMITTER LOCATION: Arlington. TIME ON THE AIR: 6:00 A.M. to midnight, daily; 8:00 A.M. to midnight, Sundays. NEWSPAPER AFFILIATION: Fort Worth Star-Telegram, Dallas Morning News. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus.

**Personnel**

President ..... Amon G. Carter  
General Manager ..... Harold V. Hough  
Managing Director..... Martin Campbell  
Station Manager..... George Cranston  
Publicity Director..... Elbert Haling  
Chief Announcer..... Frank Mills  
Program Director..... Ed Lalley  
Chief Engineer..... R. C. Stinson

**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: 820 Kc. POWER: 50,000 Watts. OWNED BY: Carter Publications, Inc. OPERATED BY: Star-Telegram. BUSINESS ADDRESS: Medical Arts Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Grapevine. TIME ON THE AIR: 5:45 A.M., closes midnight (shared with WFAA). NEWS-PAPER AFFILIATIONS: Fort Worth Star-Telegram. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth.

**Personnel**

President..... Amon G. Carter  
General Manager..... Harold V. Hough  
Assistant General Manager.. George Cranston  
Commercial Manager..... Jack Keasler  
Program Director..... Ed Lally  
Publicity Director..... Elbert Haling  
Chief Announcer..... Frank Mills  
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

Source: NBC Airea Study.

**Representative**

Edward Petry & Company

**K L U F**

GALVESTON—EST. 1922

FREQUENCY: 1400 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. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President..... Geo. Roy Clough  
Commercial and Sales Promotion Manager, C. V. Bracht  
Program-Publicity Director..... H. D. Clough  
Chief Engineer..... L. D. Clough

**Coverage**

	Daytime	Evening
Population—Primary	576,321	102,290

Source: Station survey.

# K P R C

HOUSTON—EST. 1925

NBC—TEXAS QUALITY NETWORK

FREQUENCY: 950 Kc. POWER: 5000 watts. OWNED BY: Houston Printing Corp. OPERATED BY: Same. BUSINESS ADDRESS: Lamar Hotel. PHONE: Fairfax 7101. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Deepwater. TIME ON THE AIR: 6:00 A.M. to Midnight (125 hours weekly). NEWSPAPER AFFILIATION: The Houston Post. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President.....W. P. Hobby  
 Station Manager.....Kern Tips  
 Program Director.....Jack McGrew  
 Publicity Director.....Lois Cain  
 Musical Director.....K. Burt Sloan  
 Chief Engineer.....H. T. Wheeler

## Coverage

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

Source: NBC Airea Study.

## Representative

Edward Petry & Co.

# K T R H

HOUSTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1320 Kc. POWER: 5000 watts. OWNED BY: KTRH Broadcasting Co. OPERATED BY: Houston Chronicle. BUSINESS ADDRESS: Rice Hotel. PHONE: Preston 4361. STUDIO ADDRESS: Rice Hotel. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight; Sunday, 7:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Houston Chronicle. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: 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.

MUTUAL BROADCASTING SYSTEM

LONE STAR CHAIN

FREQUENCY: 1470 Kc. POWER: 1000 watts. OWNED BY: Harris County Broadcast Co. OPERATED BY: Harris County Broadcast Co. BUSINESS ADDRESS: 5th floor, Gulf Bldg. PHONE: Capitol 6151. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Houston. TIME ON THE AIR: 168 hours weekly. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NAB Library, Lang-Worth.

## Personnel

Manager.....T. F. Smith  
 Program Director.....Charles Nethery  
 Chief Engineer.....Gerald Chinski

## Coverage

	Daytime	Evening
Population—Primary	820,581	800,539
Radio Homes— " "	127,530	124,570
Population—Secondary	284,621	420,844
Radio Homes— " "	51,380	65,730

Source: Mail response analysis; 1940 U. S. Census; Joint Committee.

## Representative

The Branham Co.

# K S A M

HUNTSVILLE—EST. 1938

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Sam Houston Broadcasting Association. OPERATED BY: Same. BUSINESS ADDRESS: 1121 Twelfth St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Walker County Fair Grounds. TIME ON THE AIR: 7:00 A.M. to 5:00 P.M. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President.....H. G. Webster  
 Station Manager.....Kenneth Krug, Jr.  
 Program Director-Chief Announcer,  
 James Jones  
 Chief Engineer.....Jack Whitley

# K O C A

KILGORE—EST. 1936

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Oil Capitol Broadcasting Association. OPERATED BY: Same. BUSINESS ADDRESS: 102½ East North St. PHONE: 616. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Kilgore. TIME ON THE AIR: 6:00 a.m. to 10:00 p.m. NEWSPAPER AFFILIATIONS: Kilgore Daily News.

## Personnel

General Manager .....Roy G. Terry

# K P A B

LAREDO—EST. 1938

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Mervel M. Valentine. OPERATED BY: Mervel M. Valentine. BUSINESS ADDRESS: P. O. Box 1120. STUDIO ADDRESS: 300 Loring Ave. PHONE: 1490. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Over 102 hours weekly.

## Personnel

General Manager.....Mervel M. Valentine  
Chief Announcer.....Dave Moody  
Musical Director.....Adelaide Bunn  
Chief Engineer.....Ed Schoeler

## Coverage

	Daytime	Evening
Population—Primary . . . . .	79,500	79,500
Radio Homes— " . . . . .	15,081	15,081
Population—Secondary . . . . .	45,300	20,000
Radio Homes— " . . . . .	9,931	4,500

Source: Mail and phone survey; U. S. Census.

## Representative

Forjoe & Company, New York

# K F R O

LONGVIEW—EST. 1934

FREQUENCY: 1370 Kc. POWER: 1000 watts. OWNED BY: Voice of Longview. OPERATED BY: Voice of Longview. BUSINESS ADDRESS: P. O. Box 607. PHONE: 411. STUDIO ADDRESS: 620 Glover Crim Bldg. TRANSMITTER LOCATION: 1918 Marshall-Longview Road. TIME ON THE AIR: 6:30 A.M. to 11:05 P.M.; Sunday, 7:00 A.M. to 9:15 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth, C. P. MacGregor.

## Personnel

President-General Manager... James R. Curtis

## Coverage

	Daytime	Evening
Population—Primary . . . . .	107,117	75,050
Radio Homes— " . . . . .	26,779	18,762
Population—Secondary . . . . .	240,937	93,267
Radio Homes— " . . . . .	60,236	23,318

Source: Field intensity measurements.

## Representatives

Forjoe & Co. (New York)  
Ferguson & Walker, Inc. (Chicago)  
Walter Biddick Co. (Los Angeles)  
F. Lacelle Williams (Atlanta)

# K F Y O

LUBBOCK—EST. 1927

MBS—TEXAS STATE NETWORK  
FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Plains Radio Broadcasting Co. OPERATED BY: Plains Radio Broadcasting Co.

BUSINESS ADDRESS: 914 Avenue J. PHONE: 1700-1. STUDIO ADDRESS: 914 Ave. J. TRANSMITTER LOCATION: 2312 5th St. TIME ON THE AIR: 110 hours weekly. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATION: Lubbock Avalanche Journal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth, C. P. MacGregor.

## Personnel

President.....O. L. Taylor (Amarillo)  
Station Manager.....DeWitt Landis  
Sales-Publicity Manager.....Bruce Collier  
Program Director-Artists' Bureau Head,  
R. B. McAlister  
Production Manager-Chief Announcer,  
Wesley Youngblood  
Musical Director.....Burnie Howell  
Chief Engineer.....W. H. Terry

## Coverage

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

Source: Field intensity survey; Joint Committee.

## Representative

Howard H. Wilson Company  
(See Page 564)

# K R B A

LUFKIN—EST. 1938

FREQUENCY: 1340 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. PHONE: 272. 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  
Commercial Manager.....Richman Lewin  
Chief Announcer.....William Pharr  
Chief Engineer.....Earle Pettey

# K R L H

MIDLAND—EST. 1935

MBS—TEXAS STATE NETWORK  
FREQUENCY: 1450 Kc. POWER: 250 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: 6:00 A.M. to 12:00 Midnight (126 hours weekly). NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

Station Manager.....W. H. McCumber  
 Program Director.....C. A. Roark  
 Director of Women's Programs.....Claudine Hogan  
 Publicity Director.....E. P. Helm  
 Chief Announcer.....A. B. Kelley  
 Chief Engineer.....Robert Harnoa

### Coverage

	Daytime	Evening
Population—Primary .....	100,000	60,000
Radio Homes— " .....	30,000	22,000
Population—Secondary .....	156,000	100,000
Radio Homes— " .....	47,500	20,000

Source: Station estimate.

### Representative

Cox & Tanz

## K N E T

### PALESTINE—EST. 1936

FREQUENCY: 1450 Kc. POWER: 250 watts.  
 OWNED BY: Palestine Broadcasting Assn. OPERATED BY: Palestine Broadcasting Association. BUSINESS ADDRESS: John and Crawford Sts. PHONE: 411. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Strickland Park. TIME ON THE AIR: 106 hours weekly. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

President.....Dr. Bonner Frizzell  
 Station Manager.....John Sullivan  
 Program Director.....Elizabeth Cage  
 Chief Announcer.....Dennis Sullivan  
 Musical Director.....Leland Adams  
 Chief Engineer.....C. H. Anglin

### Coverage

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

Source: Station estimate.

## K P D N

### PAMPA—EST. 1936

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: R. C. Hoiles. OPERATED BY: R. C. Hoiles. BUSINESS ADDRESS: Box 1701. PHONE: 1100. STUDIO ADDRESS: 212 N. Ballard. TRANSMITTER LOCATION: East of city limits. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (99½ hours weekly). NEWSPAPER AFFILIATION: Pampa News. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICES: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

### Personnel

President.....R. C. Hoiles  
 General Manager.....H. E. Kreiger  
 Commercial Manager.....John Wells  
 Sales Promotion Manager.....Bill Browne

Program Director.....Ray Monday  
 Production Manager.....Elleta Bullard  
 Chief Announcer.....Bob Morris  
 Musical Director-Artists' Bureau Head,  
 Ken Bennett  
 Chief Engineer.....Herman Kreiger

### Coverage

	Daytime	Evening
Population—Primary .....	55,308	47,012
Radio Homes— " .....	21,150	.....
Population—Secondary .....	25,456	21,637
Radio Homes— " .....	7,055	.....

Source: Station survey; U. S. Census; Joint Committee.

## K P L T

### PARIS—EST. 1936

#### MUTUAL BROADCASTING SYSTEM TEXAS STATE NETWORK

FREQUENCY: 1490 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: ¼ miles south on Texas Highway No. 24. TIME ON THE AIR: 6:45 A.M. to 11:00 P.M. (113¾ hours weekly). NEWSPAPER AFFILIATION: Paris News. NEWS SERVICE: United Press (via Texas State Network). TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

### Personnel

President.....A. G. Pat Mayse  
 Station Manager.....Frank O. Meyers  
 Program Director.....David Crockett  
 Chief Engineer.....Weldon Jeffus

### Coverage

Population—Primary .....	300,000
Radio Homes— " .....	60,000
Population—Secondary .....	150,000
Radio Homes— " .....	30,000

Source: Mail response analysis.

### Representative

Texas State Network

## K I U N

### PECOS—EST. 1935

FREQUENCY: 1400 Kc. POWER: 250 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 10:00 P.M. NEWSPAPER AFFILIATION: Affiliated with Pecos Enterprise, a weekly, through interlocking ownership. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.



**Personnel**

Co-Owner-General Manager... Jack Hawkins  
 Co-Owner-Publicity Director... Barney Hubbs  
 Chief Announcer... W. D. Martin  
 Musical Director... Paul Cox  
 Chief Engineer... Stanley Hall

**K P A C**

PORT ARTHUR—EST. 1934

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1250 Kc. POWER: 500 watts.  
 OWNED BY: Port Arthur College. OPERATED  
 BY: Port Arthur College. BUSINESS ADDRESS:  
 1500 Procter St. PHONE: 7458. STUDIO AD-  
 DRESS: 1515 Lakeshore Drive. TRANSMITTER  
 LOCATION: 1500 Procter St. TIME ON THE  
 AIR: 6:00 A.M. to 12:00 Midnight. NEWS SER-  
 VICE: Transradio Press. TRANSCRIPTION  
 SERVICE: World Broadcasting System. MAIN-  
 TAINS ARTISTS' BUREAU.

**Personnel**

President ..... Carl Vaughan  
 Station Manager ..... Glenn Hewitt  
 Program-Publicity Director... George Morrison  
 Artists' Bureau Head..... Marjorie Vickers  
 Chief Announcer..... Dusty Rhodes  
 Musical Director..... Jimmie Hart  
 Chief Engineer..... Joe Walters

**Coverage**

Population—Primary ..... 574,000  
 Radio Homes— " ..... 138,900  
 Population—Secondary ..... 1,750,000  
 Radio Homes— " ..... 337,230

Source: Station survey.

**Representative**

Radio Advertising Corp.

**K G K L**

SAN ANGELO—EST. 1928

MBS—TEXAS STATE NETWORK

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: KGKL, Inc. OPERATED BY: KGKL,  
 Inc. BUSINESS ADDRESS: St. Angelus Hotel.  
 PHONE: 6715. STUDIO ADDRESS: St. Angelus  
 Hotel. TRANSMITTER LOCATION: 50 S. Milton  
 St. TIME ON THE AIR: 6:30 A.M. to 11:00  
 P.M. (11½ hours weekly). NEWSPAPER AF-  
 FILIATION: San Angelo Standard Times. NEWS  
 SERVICE: United Press, Associated Press.  
 TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President..... H. C. Ragsdale  
 Station Manager ..... Lonnie Preston  
 Commercial Manager..... Ollie Cook  
 Sales Promotion Manager... Marlowe Preston  
 Program-Musical Director... Lynn Bigler  
 Production Manager..... Harold Von Egger  
 Publicity Director..... Dorothy Kindred  
 Chief Engineer..... Frank M. Jones

**Coverage**

Population—Primary ..... 83,824  
 Radio Homes— " ..... 17,470  
 Population—Secondary ..... 164,888  
 Radio Homes— " ..... 12,320

**K A B C**

SAN ANTONIO—EST. 1926

MBS—TEXAS STATE NETWORK

FREQUENCY: 1450 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 LO-  
 CATION: 811 E. Myrtle St. TIME ON THE AIR:  
 6:30 A.M. to 12:00 Midnight, daily; 7:00 A.M.  
 to 11:00 P.M., Sundays. NEWS SERVICE:  
 United Press (via Texas State Network).

**Personnel**

President ..... R. Early Wilson  
 Station Manager ..... H. C. Harvey  
 Commercial Manager..... Waymond Ramsev  
 Program Director..... Jerry Lee Pecht

**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: 1400 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 Ave-  
 nue 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: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Eugene J. Roth. OPERATED BY:  
 Mission Broadcasting Co. BUSINESS ADDRESS:

317 Arden Grove. PHONE: Fannin 5171. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 9 hours daily (shares time with KMAC). MAINTAINS ARTISTS' BUREAU.

**Personnel**

Owner-Manager ..... Eugene J. Roth  
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**

Forjoe & Co.

**K T S A**

SAN ANTONIO—EST. 1927

CBS—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. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President..... O. L. Taylor  
Station Manager..... George W. Johnson  
Sales and Assistant Station Manager.  
Charles Balthrope  
Sales Promotion Manager..... Lew Lacey  
Program Manager..... William C. Bryan  
Production Manager-Chief Announcer,

Jack Mitchell

Publicity Director..... Jack Svhlischenmaier  
Educational Director..... Frances Scarborough  
Musical Director..... Rex L. Preis  
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.  
(See Page 564)

**W O A I**

SAN ANTONIO—EST. 1922

NBC—TEXAS QUALITY NETWORK

FREQUENCY: 1200 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: 6:00 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: NBC Thesaurus, Lang-Worth.

**Personnel**

Pres. & General Manager..... Hugh A. L. Halft  
Chairman of Board..... G. A. C. Halft  
Vice-President..... Ellis Chaney  
Secretary..... George Beury  
Sales Promotion & Merchandising  
Manager..... Walter S. Zahrt  
Program-Musical Director..... Dwight Bourn  
Production Manager..... Monte Eleban  
Educational Director..... Leona Bender  
News Editor..... Corwin Riddell  
Chief Announcer..... Pat Flaherty  
Chief Engineer..... Fred Sterling

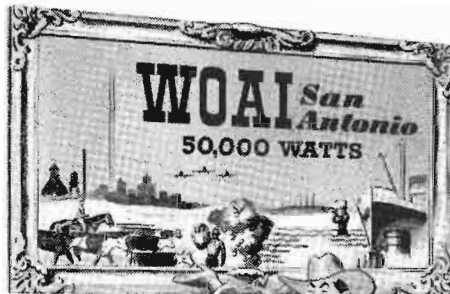
**Coverage**

	Daytime	Evening
Radio Homes—Primary..	274,480	207,800
Radio Homes—Secondary	65,400	154,400

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

**Representative**

Edw. Petry & Co., Inc.



AFFILIATE

NBC

MEMBER

TQN

Represented

Nationally

by

Edward Petry

& Co.

“Here’s

the Texas Picture!”

## K R R V

**SHERMAN—EST. 1936**

**MBS—TEXAS STATE NETWORK**

FREQUENCY: 910 Kc. POWER: 1000 watts. OWNED BY: Red River Valley Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 163. PHONE: 201. STUDIO ADDRESS: 1910 S. Crockett St., Sherman; Fannin & Owing Sts., Denison. TRANSMITTER LOCATION: 1 3/4 miles north of Sherman. TIME ON THE AIR: 6:45 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Sherman Daily Democrat. NEWS SERVICE: United Press (via Texas State Network).

### Personnel

President.....G. H. Wilcox  
Station Manager.....L. L. Hendrick  
Commercial Manager.....Orvin Franklin  
Program Director-Chief Announcer, T. E. Perrin  
Merchandising Manager.....C. Wells, Jr.  
Denison Studio Manager.....B. V. Hammond  
Musical Director.....Louise Cobbler  
Chief Engineer.....T. E. Spellman

### Coverage

Population—Primary ..... 1,243,420  
Radio Homes— " ..... 247,470  
Source: Station survey.

## K X O X

**SWEETWATER—EST. 1939**

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Sweetwater Radio, Inc. OPERATED BY: Sweetwater Radio, Inc. BUSINESS ADDRESS: Highway 70. PHONE: 2341. STUDIO ADDRESS: Highway 70. TRANSMITTER LOCATION: Sweetwater. TIME ON THE AIR: 6:45 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

### Personnel

President.....George Bennett  
Secretary-Treasurer & General  
Manager.....Russell Bennett  
Commercial Manager.....J. H. Hubbard

### Coverage

Population—Primary ..... 411,699  
Radio Homes— " ..... 45,700  
Source: Mail response analysis.

## K T E M

**TEMPLE—EST. 1936**

**MUTUAL BROADCASTING SYSTEM**

**TEXAS STATE NETWORK**

FREQUENCY: 1400 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. (119 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

### Personnel

President.....Ruth Mayborn  
General Manager.....Frank Mayborn  
Station Manager.....Burton Bishop  
Commercial Manager.....R. L. Kanatazar  
Program Director.....Edwin Callaway  
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; U. S. Census.

### Representative

Texas State Network  
Associated Radio Sales

## K C M C

**TEXARKANA—EST. 1932**

**MUTUAL BROADCASTING SYSTEM**

**TEXAS STATE NETWORK**

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: KCMC, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 317 Pine St. PHONE: 832. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: Texarkana Gazette, Texarkana Daily News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

### Personnel

President.....Henry Humphrey  
General Manager.....Cliff Tatam  
Artists Bureau Head and  
Traffic Manager.....Paulyne Sorsby  
Program & Publicity Dir.....Thomas Dillahunt  
Chief Engineer.....Harvey Robertson

### Coverage

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

## K G K B

**TYLER—EST. 1931**

FREQUENCY: 1490 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 10:30 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.



# KWFT

WICHITA FALLS—EST. 1938

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 620 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Wichita Broadcasting Co. OPERATED BY: Wichita Broadcasting Co. BUSINESS ADDRESS: Harvey Snyder Bldg. PHONE: 4183. STUDIO ADDRESS: Kemp Hotel. TRANSMITTER LOCATION: 2½ miles northwest of Wichita Falls. TIME ON THE AIR: 6:00 A.M. to 12:00 Mid-night; Sunday, 8:00 A.M. to 11:00 P.M. (123 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers.

## Personnel

President-Sales Manager.....Joe B. Carson

Station and Commercial Manager,

Charles E. Clough

Program Director.....Claudine French  
Publicity Director.....Leslie Pierce  
Traffic Manager.....Bea Montgomery  
Continuity Chief.....Bedford Furr  
Chief Announcer.....Dick Nauman  
Musical Director.....Lucille Crouch  
Chief Engineer.....John Adams

## Coverage

	Daytime	Evening
Population—Primary ....	3,832,217	889,429
Radio Homes— " .....	526,300	116,000

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

## Representative

Paul H. Raymer Co.

# UTAH

Population 550,310

Number of Radio Homes 126,010

Number of Families 139,580

Auto Registrations 137,875

*For 1940 Census data, please turn to page 282*

# KSUB

CEDAR CITY—EST. 1937

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Southern Utah Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Box 811. STUDIO ADDRESS: El Escalante Hotel. PHONE: 398. TRANSMITTER LOCATION: West 2nd South. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

## Personnel

President.....Leland M. Perry  
Station Manager.....Sherman T. Wright  
Program-Musical Director.....Inez Corry  
Chief Announcer.....Fenton Dalley  
Chief Engineer.....Sherman T. Wright

## Coverage

	Daytime	Evening
Population—Primary ....	18,000	7,500
Radio Homes— " .....	5,500	1,500

## Representative

Cox & Tanz

# KVNU

LOGAN—EST. 1938

FREQUENCY: 1230 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: 7:00 A.M. to 10:00 P.M.; Sundays, 10:00 A.M. to 6:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

Manager .....Reed Bullen

## Representative

Adams & Adams

# KLO

OGDEN—EST. 1924

NBC-MBS-INTERMOUNTAIN

FREQUENCY: 1430 Kc. POWER: 5000 watts. OWNED BY: Interstate Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Ben Lomond, Ogden; McIntyre Bldg., Salt Lake City. PHONES: Ogden 84; Salt Lake City 4-1849. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Kaneshville, Utah. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Ogden Standard Examiner. NEWS SERVICE: Associated Press. MAINTAINS ARTISTS' BUREAU.

## Personnel

President .....A. L. Glasmann  
V.P.-General Manager....Paul R. Heilmeyer  
Assistant Manager.....Merrill J. Bunnell

Sales Manager.....Sam Jones  
 National Advertising Manager.....Socs N. Vratits  
 Program Manager.....Ethel G. Clark  
 Production Manager.....Mel Wright  
 Chief Announcer.....Hal Parkes  
 Chief Engineer.....W. D'Orr Cozzens

**Coverage**

	Daytime	Evening
Population—Primary .....	460,412	460,412
Radio Homes— " .....	112,300	112,300

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

**Representative**

George P. Hollingbery Co.

**K E U B**

PRICE—EST. 1936

MBS-INTERMOUNTAIN NETWORK

FREQUENCY: 1450 Kc. POWER: 250 watts.  
 OWNED BY: E. Utah Broadcasting Co.  
 OPERATED BY: E. Utah Broadcasting Co. BUSINESS ADDRESS: Price. PHONE: Price 200. STUDIO ADDRESS: Price. TRANSMITTER LOCATION: Price. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.; Sunday, 8:30 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President-General Manager.....Jack Richards  
 Chief Engineer and Announcer, Owen J. Ford

**Coverage**

	Daytime	Evening
Population—Primary .....	22,000	30,000
Radio Homes— " .....	6,000	7,000
Population—Secondary ..	20,000	25,000
Radio Homes— " ..	5,250	6,250

**Representative**

George P. Hollingbery Co.

**K O V O**

PROVO—EST. 1939

MUTUAL BROADCASTING SYSTEM  
 INTERMOUNTAIN NETWORK

FREQUENCY: 1240 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. PHONE: 1680. STUDIO ADDRESS: 108 West Center St. TRANSMITTER LOCATION: 17 West Second St., South. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President.....Clifton A. Talboe  
 Manager.....Arch L. Madsen  
 Sales Manager.....S. G. Carter  
 Commercial Manager.....Evelyn Hansen  
 Program Director.....Shirl Black  
 Publicity Director.....Jack Davies  
 Chief Engineer.....Arch L. Madsen

**Coverage**

	Daytime	Evening
Population—Primary .....	66,226	66,226
Radio Homes— " .....	15,269	15,269
Population—Secondary ..	28,941	8,260
Radio Homes— " ..	6,943	1,961

Source: Field intensity survey; 1940 U. S. Census; Joint Committee.

**K D Y L**

SALT LAKE CITY—EST. 1922

NBC (RED)

FREQUENCY: 1320 Kc. POWER: 5000 watts.  
 OWNED BY: Intermountain Broadcasting Corp.  
 OPERATED BY: Same. BUSINESS ADDRESS: 6th floor, Tribune-Telegram Bldg. PHONE: 5-2991. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 9th West and 33rd South. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press, United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus.

**Personnel**

President & General Manager.....S. S. Fox  
 Secretary-Treasurer.....L. A. Loeb  
 Commercial Manager.....W. E. Wagstaff  
 Program Director.....Emerson Smith  
 Production Manager.....George A. Provol  
 Artists' Bureau Head.....John M. Woolf  
 Publicity Director.....Charles S. Buck

for Results  
 in the  
**Intermountain  
 Market**

*The*  
**POPULAR  
 Station**  
 Salt Lake City

NBC  
 RED  
 NETWORK

National Representative  
 JOHN BLAIR & CO.

Chief Announcer.....Douglas C. Gourlay  
 Traffic Manager.....Craig Rogers  
 Continuity Editor.....George D. Snell  
 Musical Director.....By Woodbury  
 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. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1160 Kc. POWER: 50,000

watts. OWNED BY: Radio Service Corporation of Utah. OPERATED BY: Same. BUSINESS ADDRESS: Union Pacific Bldg. PHONE: 5-4641. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Saltair. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. (133 hours weekly). NEWSPAPER AFFILIATION: Salt Lake Trib-

une. NEWS SERVICES: United Press, International News Service. 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  
 Secretary.....Joseph L. Wirthlin  
 Auditor.....Dan H. Vincent  
 Station Manager.....Ivor Sharp  
 Sales Manager.....E. J. Broman  
 Commercial Manager.....Lennox Murdoch  
 Production Manager.....Glenn Shaw  
 Chief Announcer.....Russell Stewart  
 Musical Director.....Gene Halliday  
 Technical Director.....Eugene G. Pack  
 Chief Engineer.....Willice E. Groves

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	844,000	1,690,800
Radio Homes— " . . . . .	173,940	373,700
Population—Secondary . . . . .	10,607,900	11,687,300
Radio Homes— " . . . . .	2,458,400	2,619,600

Source: CBS Listening Area Study; Joint Committee.

**Representative**

Edward Petry & Co., Inc.

from Salt Lake City

**KSL**

Covers  
 Intermountain  
 America with  
 50000 Watts  
 CBS AFFILIATE

The  
 on-the-spot  
 station for more  
 than 400,000  
 families who spend  
 their money in  
 KSL's wide  
 market.

EDWARD PETRY & CO., NATIONAL REPRESENTATIVE

# KUTA

SALT LAKE CITY—EST. 1938

NBC—BLUE

FREQUENCY: 570 Kc. POWER: 1000 watts.  
 OWNED BY: Utah Broadcasting Co. OPERATED BY: Utah Broadcasting Co. BUSINESS ADDRESS: 29 S. State St. PHONE: 3-2737. STUDIO ADDRESS: 29 S. State St. TRANSMITTER LOCATION: 13th St. S. and 5th West. TIME ON THE AIR: 108 hours weekly. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President-General Manager... Frank C. Carman  
 Assistant Manager..... William B. Sears  
 Program Director..... Robert A. Hansen  
 Musical Director..... Paul Alexander  
 Chief Engineer..... Lyle Wahlquist

## Coverage

	Daytime	Evening
Population—Primary . . . . .	220,000	200,000
Radio Homes— " . . . . .	47,660	47,660
Population—Secondary . . . . .	30,000	50,000

Source: Field strength survey; Joint Committee.

## Representative

Joseph Hershey McGillvra

# VERMONT

Population 359,231

Number of Radio Homes 82,540

Number of Families 92,432

Auto Registrations 92,695

*For 1940 Census data, please turn to page 282*

# WCAX

BURLINGTON—EST. 1931

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1230 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 12:00 Midnight; Sundays, 8:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Burlington Daily News. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Associated Recorded Program Service, C. P. MacGregor.

## Personnel

President-Treasurer..... C. P. Hasbrook  
 Station Manager..... Howard J. Perry  
 Program and Production Manager, H. B. Wight  
 Chief Engineer..... James W. Tierney

## Coverage

Population—Primary . . . . .	246,700
Radio Homes— " . . . . .	59,700

Source: Station survey.

## Representative

Weed & Company

# WSYB

RUTLAND—EST. 1930

FREQUENCY: 1490 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: Lang-Worth.

## Personnel

President . . . . . P. Weiss  
 Station Manager . . . . . J. H. Weiss

# WQDM

ST. ALBANS—EST. 1929

FREQUENCY: 1420 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..... T. F. Allen  
 Production Manager..... Alec Coursey  
 Chief Engineer..... Edward J. Regan

# WDEV

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: Local sunrise to sunset. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Station Manager..... Lloyd E. Squier  
Commercial and Sales Promotion Manager,  
William D. Ricker

Program-Musical Director..... Mal Weaver  
Chief Engineer..... Fred Hilsdale

**Coverage**

Population—Primary ..... 307,847  
Radio Homes— " ..... 75,680  
Population—Secondary ..... 600,000  
Radio Homes— " ..... 150,000  
Source: Mail response and field intensity survey.

**Representative**

Howard H. Wilson Co.

**VIRGINIA**

Population 2,677,773

Number of Radio Homes 413,180

Number of Families 627,550

Auto Registrations 487,900

*For 1940 Census data, please turn to page 282*

**WCHV**

CHARLOTTESVILLE—EST. 1932

FREQUENCY: 1450 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: Richmond Road. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (110 hours weekly). NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Music Publishers, Lang-Worth.

**Personnel**

President-Station Manager. Charles Barham, Jr.  
Secretary-Treasurer..... Mary Wyne  
Sales Manager..... Walter Pegrum  
Program Director-Chief Announcer,  
Alden Aaroe  
Traffic Manager..... Ed Hase  
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**

Forjoe & Company

**WBTM**

DANVILLE—EST. 1930

MUTUAL BROADCASTING SYSTEM  
TRI-CITY STATIONS  
(WLVA-WBTM-WLSL)

FREQUENCY: 1400 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 12:05 A.M.; Sundays, 9:00 A.M. to 12:05 A.M. (123½ hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio.

**Personnel**

President..... L. N. Dibrell  
Vice-President..... Edward A. Allen  
Station Manager..... James L. Howe  
Commercial Manager..... John M. Croft  
Publicity Director..... Rosbert S. Guyer  
Traffic Manager..... R. W. Cuddy  
Continuity Chief..... Peter Harkins  
Music Librarian..... Earl Hotaling  
Program Director..... W. P. Heffernan  
Chief Engineer..... Harry W. Spencer

**Coverage**

	Daytime	Evening
Population—Primary	268,420	* 90,000
Radio Homes— "	33,870	* 18,000

\* Estimate

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

**WFVA**

FREDERICKSBURG—EST. 1939

FREQUENCY: 1290 Kc. POWER: 250 watts. OWNED BY: Fredericksburg Broadcasting Corp. OPERATED BY: Fredericksburg Broadcasting Corp. BUSINESS ADDRESS: Fredericksburg. STUDIO ADDRESS: Fredericksburg. TRANSMITTER LOCATION: near Fredericks-

burg. TIME ON THE AIR: 6:30 A.M. to local sunset.

**Personnel**

General Manager.....Richard F. Lewis  
Commercial Manager.....L. E. Smith

**Representative**

Burn-Smith Co.

**W S V A**

HARRISONBURG—EST. 1935

FREQUENCY: 550 Kc. POWER: 1000 watts. OWNED BY: Shenandoah Valley Broadcasting Corp. OPERATED BY: Shenandoah Valley Broadcasting Corp. BUSINESS ADDRESS: Newman Bldg. PHONE: Harrisonburg, 875. STUDIO ADDRESS: Newman Bldg.; Hotel Beverley, Staunton. PHONES: Harrisonburg 875; Staunton 647. TRANSMITTER LOCATION: Route No. 1. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President.....Frederick L. Allman  
Secretary.....Helen K. Berry  
General and Commercial Manager.....Chas. P. Blackley  
Program Director.....Wendell Siler  
Chief Announcer.....Charles Ballou  
Continuity Director.....Helen S. Lynch  
Chief Engineer.....U. L. Lynch

**Coverage**

Population—Primary ..... 154,000  
Radio Homes— " ..... 21,560  
Population—Secondary ..... 503,000  
Radio Homes— " ..... 77,190  
Source: Department of Commerce; mail response analysis.

**Representative**

Joseph Hershey McGillvra

**W L V A**

LYNCHBURG—EST. 1930

MUTUAL BROADCASTING SYSTEM

TRI-CITY STATIONS (WLVA-WBTM-WLSL)

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Lynchburg Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Allied Arts Bldg. PHONE: 3030. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Leewood Addition. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Lang-Worth, Standard Radio, Davis & Schwegler, NBC Thesaurus, C. P. MacGregor, Associated Music Publishers.

**Personnel**

President.....Edw. A. Allen  
Station Manager.....Philip P. Allen  
Sales Manager.....Glenn E. Jackson  
Sales Promotion Manager.....Carl Ogilvie

Program Director.....Eric F. Lund  
Production Manager.....Claude Taylor  
Chief Engineer.....Albert E. Heisen

**Coverage**

Population—Primary ..... 186,000  
Radio Homes— " ..... 25,000  
Source: Field intensity and mail response survey; U. S. Census; Joint Committee.

**W M V A**

MARTINSVILLE—EST. 1941

FREQUENCY: 1450 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: Thomas Jefferson Hotel. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License. NEWSPAPER AFFILIATION: Martinsville Bulletin.

**Personnel**

Station Manager.....Jonas Weiland  
(See Page 508)

**W G H**

NEWPORT NEWS—EST. 1928

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1340 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: Warwick Hotel, 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. NEWSPAPER AFFILIATION: Newport News Press, Newport News Times-Herald. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Lang-Worth.

**Personnel**

President.....Raymond B. Bottom  
V.P.—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,

Kathleen Sawyer

Special Events Manager.....Frank Vann

**Coverage**

	Daytime	Evening
Population—Primary	320,900	320,900
Radio Homes— "	61,750	61,750
Population—Secondary	292,700	162,500
Radio Homes— "	19,600	10,000

Source: Mail response analysis.

# WTAR

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

FREQUENCY: 790 Kc. POWER: 5000 watts.  
 OWNED BY: WTAR Radio Corp. OPERATED BY: WTAR Radio Corp. BUSINESS ADDRESS: National Bank of Commerce Bldg. PHONE: 2-5671. 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 & Schwegler, Lang-Worth.

## Personnel

President.....Paul S. Huber  
 General Manager.....Campbell Arnoux  
 Commercial Manager.....John W. New  
 Program & Musical  
 Director.....Henry Cowles Whitehead  
 Assistant Program Director.....Jeff Baker  
 Sports & Special Events  
 Director.....Blair Eubanks  
 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 .....	626,404	368,382
Radio Homes— " .....	113,040	63,660
Population—Secondary ..	588,000	79,600
Radio Homes— " .....	108,000	8,900

Source: Field intensity measurements based on 1000 watts; 1940 U. S. Census.

## Representative

Edward Petry & Co.

# WPID

**PETERSBURG—EST. 1940**

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: Petersburg Newspaper Corp. OPERATED BY: Same. BUSINESS ADDRESS: 121 N. Sycamore St. PHONE: 1053. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Colonial Heights, Va. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.; Sunday, 1:30 P.M. to 5:30 P.M. NEWSPAPER AFFILIATION: Petersburg Progress Index. NEWS SERVICE: Transradio Press.

## Personnel

President.....R. B. Huber  
 Station Manager.....Lee Chadwick  
 Sales Manager.....E. B. Pickard  
 Sales Promotion Manager...Richard Godsey  
 Program Director.....Ben Miller  
 Production Manager.....Frank Facenda  
 Chief Announcer.....Edward Burch  
 Chief Engineer.....Herb Powell

## Coverage

Population—Primary .....	139,856
Radio Homes— " .....	27,518
Population—Secondary .....	418,883
Radio Homes— " .....	78,050

Source: Field intensity survey; Chamber of Commerce.

# WMBG

**RICHMOND—EST. 1926**

NBC-RED

FREQUENCY: 1380 Kc. POWER: 5000 watts. d.; 1000 watts, n. OWNED BY: Havens & Martin, Inc. OPERATED BY: Havens & Martin, Inc. BUSINESS ADDRESS: 3301 West Broad St. PHONE: 5-8611. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Staples Mill Road and Broad St. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President & Station  
 Manager.....Wilbur M. Havens  
 Secretary.....C. H. Woodward  
 Treasurer.....Wilfred H. Wood  
 National Sales and Promotion Manager,  
 R. E. Mitchell

## BUY SEVEN SPOTS FOR THE PRICE OF THREE

Seven 1 minute spots—night-time rate— on WMBG—the Red Network outlet in Richmond—cost \$105.00—or \$15.00 each. On the other leading Richmond Station three 1 minute spots—night-time rate—cost \$105.00—or \$35.00 each.

WMBG offers you the Red Network audience—5,000 watts daytime—1000 watts night—and equal density of coverage. WMBG charges you only for what it covers—a saving of \$20.00 on a minute spot—other savings in proportion. Before you buy—get the WMBG story. WMBG, NBC Red Outlet, Richmond, Va.

National Repr.—John Blair Co.  
 Basic Red Network Supplementary May Be Purchased Independent of Any Group

# WMBG

RED NETWORK OUTLET · RICHMOND, VA.

JOHN BLAIR CO., REP.

Chief Announcer.....Jack Hooper  
 Program Director.....Garnett Tate  
 Local Sales Manager.....Wm. Filer  
 Production Manager.....J. F. Skannell  
 Musical Director.....J. Yellen  
 Chief Engineer.....Willfred H. Wood

**Coverage**

	Daytime	Evening
Population—Primary .....	441,000	278,000
Radio Homes— " .....	98,900	91,200
Population—Secondary ..	290,000	288,000
Radio Homes— " ..	76,890	71,000

Source: Department of Commerce; Joint Committee.

**Representative**

John Blair & Co.

**WRNL**

RICHMOND—EST. 1927

NATIONAL BROADCASTING CO.

FREQUENCY: 910 Kc. POWER: 1000 watts.  
 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: 5:30 A.M. to 1:00 A.M.; Sunday, 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Richmond

**SOMETHING TO CROW ABOUT!**



*We have moved to another swell spot on the dial . . . now located at **910** Result St., in Richmond, Va.*

**WRNL**

News Leader, Richmond Times-Dispatch. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Associated Music, Lang-Worth. MAIN-TAINS ARTISTS' BUREAU.

**Personnel**

President.....John Stewart Bryan  
 Vice-President.....Dr. D. S. Freeman  
 Secretary-Treasurer.....Tennant Bryan  
 Station Manager.....E. S. Whitlock  
 Production Manager.....G. Mallory Freeman  
 Assistant Production Manager..Newton Smyth  
 Artists' Bureau Head.....Graham Oliver  
 Chief Engineer.....Walter S. Selden

**Representative**

Edward Petry & Co.

**WBBL**

RICHMOND—EST. 1924

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: Grace Covenant Presbyterian Church (M. A. Sifton, Agent). OPERATED BY: Grace Covenant Presbyterian Church. BUSINESS ADDRESS: 1627 Monument Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Sundays, 10:55 A.M. to 12:15 P.M. and 7:45 P.M. to 9:15 P.M.

**Personnel**

Station Manager.....M. A. Sifton  
 Chief Engineer.....J. A. Steere

**Coverage**

	Daytime
Population—Primary .....	150,000
Radio Homes— " .....	50,000

Source: Station estimate.  
 (Non-Commercial Station)

**WRVA**

RICHMOND—EST. 1925

CBS-MBS

FREQUENCY: 1140 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: Edgeworth, Henrico County, Va. TIME ON THE AIR: 5:30 A.M. to Midnight; Sunday, 8:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library, Langworth, Davis & Schwegler.

**Personnel**

General Manager.....C. T. Lucy  
 Business Manager.....Barron Howard  
 Public Relations Director.....W. R. Bishop  
 Program Service Manager.....Irvin Abeloff  
 Publicity Director.....William L. Willis  
 Musical Director.....E. D. Naff  
 Special Events Production

Manager.....Ira L. Avery  
 Chief Engineer.....D. C. Woods

VIRGINIA

**Coverage**

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

Source: Field strength measurements; mail response analysis; coincidental telephone surveys; U. S. Census.

**Representative**

Paul H. Raymer Company

**W D B J**

ROANOKE—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 960 Kc. POWER: 5000 watts, 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: Roanoke. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 Midnight. (124 hours weekly). NEWSPAPER AFFILIATIONS: The Roanoke Times (morning); The Roanoke World News (evening). NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NAB Library, Lang-Worth, World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President.....J. P. Fishburn



**How Ya Doin' in Roanoke?**

Sidewalk salesmen have their points, but there's a far better way of getting attention for your product here in the rich, responsive Roanoke area! And that's via the air-waves of WDBJ! You see, this market of more than two-and-a-half million people (who spend over \$400,000,000 at retail a year!) depends largely on WDBJ for clear radio reception!

If that sounds like wishful thinking, we'll be happy to send you the proof!

**WDBJ**

ROANOKE, VIRGINIA



Owned and Operated by the TIMES-WORLD CORP.  
 CBS Affiliate • 5000 Watts Day • 1000 Watts Night • 930 Kc.

Station Manager.....Ray P. Jordan  
 Commercial Manager.....Frank D. Kesler  
 Program-Publicity Director.....Jack Weldon  
 Production Manager.....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.

**W S L S**

ROANOKE—EST. 1940

MUTUAL BROADCASTING SYSTEM

TRI-CITY STATIONS (WLVA-WBTM-WLSL)

FREQUENCY: 1490 Kc. POWER: 250 watts.

OWNED BY: Roanoke Broadcasting Corp. OPERATED BY: Roanoke Broadcasting Corp. BUSINESS ADDRESS: Shenandoah Life Bldg. PHONE: 9227. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 Midnight. (124 hours weekly). NEWSPAPER AFFILIATION: Roanoke Times-World. NEWS SERVICE: Transradio.

**Personnel**

President ..... Paul C. Buford  
 Station Manager.....James H. Moore  
 Commercial Manager.....Frank E. Koehler  
 Program Director.....Fred C. Johnstone  
 Publicity Director.....Hunton Downs  
 Chief Announcer.....Joe Ripley  
 Musical Director.....John Kirk  
 Chief Engineer.....Philip Briggs

**Coverage**

	Daytime	Evening
Population—Primary ....	132,436	112,057
Radio Homes— " ....	25,219	22,120
Population—Secondary ..	220,828	163,941
Radio Homes— " ....	37,320	29,968

Source: Field intensity survey; 1940 U. S. Census; Joint Committee.

**W L P M**

SUFFOLK—EST. 1940

FREQUENCY: 1450 Kc. POWER: 250 watts.

OWNED BY: Suffolk Broadcasting Corp. OPERATED BY: Suffolk Broadcasting Corp. BUSINESS ADDRESS: 105 Bank St. STUDIO ADDRESS: 105 Bank St. TRANSMITTER LOCATION: Richmond Highway. TIME ON THE AIR: 110 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President-Station Manager.....Fred L. Hart  
 Commercial Manager.....Robert Wasdon  
 Program Director.....Ken Given  
 Production Manager.....Bill Brown  
 Publicity Director.....Elizabeth Griggs  
 Sales Promotion Manager...Margaretta Smith  
 Chief Announcer.....Don Smith  
 Musical Director.....Ken Beavers  
 Chief Engineer.....Jack Siegal

**Coverage**

	Daytime	Evening
Population—Primary .....	150,000	80,000
Radio Homes— " .....	77,560	77,560
Population—Secondary ..	300,000	200,000

Source: Station survey.

**Representative**

Sears & Ayer, Inc.

# WASHINGTON

Population 1,736,191

Number of Radio Homes 502,780

Number of Families 534,237

Auto Registrations 564,800

*For 1940 Census data, please turn to page 284*

## K X R O

ABERDEEN—EST. 1926

MUTUAL—DON LEE BROADCASTING CO.

PACIFIC BROADCASTING CO.

FREQUENCY: 1340 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); 8:30 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  
 Program Director.....Edith Garrett  
 Production Manager.....Art Lindsay  
 Publicity Director.....Elmer Holmberg  
 Chief Announcer.....W. M. McGoffin  
 Home Economics Director....Ruth Poindexter  
 News Editor.....John Forbes  
 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: 1230 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: Transradio Press.  
 TRANSCRIPTION SERVICES: Lang-Worth, C.  
 P. MacGregor.

**Personnel**

President.....Rogan Jones

**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: 1470 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 12:00  
 Midnight. NEWS SERVICE: Transradio Press.  
 United Press. TRANSCRIPTION SERVICE:  
 Lang-Worth, Davis & Schwegler.

**Personnel**

General Manager.....J. Elroy McCaw  
 Commercial Manager.....Joseph Chytil  
 Sales Promotion Manager.....Sam Norin  
 Program Director.....Vincent Voegele  
 Chief Announcer.....Carl Tucker  
 Chief Engineer.....Arnold Werner

**Coverage**

Radio Homes—Primary ..... 28,000  
 Radio Homes—Secondary ..... 22,500

Source: Mail response analysis.

**Representative**

John Blair & Company  
 Romig Fuller (Seattle)

**K R K O**

EVERETT—EST. 1922

MUTUAL—DON LEE  
 PACIFIC BROADCASTING CO.

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Everett Broadcasting Co. OPER-  
 ATED BY: Everett Broadcasting Co. BUSINESS  
 ADDRESS: 300 Clark Bldg. STUDIO ADDRESS:  
 300 Clark Bldg. TRANSMITTER LOCATION:  
 Everett. 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**

President-Station Manager.... Lee E. Mudgett  
 Commercial Manager..... W. F. Knehr  
 Program-Musical Director..... P. A. Mudgett  
 Musical Director..... Maynard Bordsen  
 Chief Engineer..... Floyd Steele

**Coverage**

Population—Primary ..... 123,800  
 Radio Homes— " ..... 33,900

Source: Mail response analysis.

**Representative**

John Blair & Co.

**K W L K**

LONGVIEW—EST. 1938

MBS—DON LEE BROADCASTING SYSTEM  
 PACIFIC BROADCASTING CO.

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Twin City Broadcasting Corp.  
 OPERATED BY: Twin City Broadcasting Corp.  
 BUSINESS ADDRESS: National Bank Commerce  
 Bldg. PHONE: 1-500. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Ocean Beach High-  
 way. TIME ON THE AIR: 6:55 A.M. to 11:00  
 P.M. NEWSPAPER AFFILIATION: Longview  
 Daily News. NEWS SERVICE: Associated  
 Press. United Press. TRANSCRIPTION SER-  
 VICE: C. P. MacGregor.

**Personnel**

President ..... Art Campbell  
 Station Manager..... Ralph R. Bryan  
 Sales Manager..... Leonard Franklin

Commercial Manager..... Todd Atkinson  
 Program Director..... Ross Snyder  
 Production Manager..... Bill Cunningham  
 Publicity Director-Traffic Manager,

Thelma Bryan

Musical Director..... Dorothy Atkinson  
 Chief Engineer..... Larry Curd

**Coverage**

Population—Primary ..... 135,000  
 Radio Homes— " ..... 33,000  
 Population—Secondary ..... 102,347  
 Radio Homes— " ..... 27,296

**Representative**

John Blair & Co.

**K G Y**

OLYMPIA—EST. 1921 (non-Comm.)  
 1932 (Comm.)

MUTUAL—DON LEE BROADCASTING  
 SYSTEM

PACIFIC BROADCASTING CO.

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: KGY, Inc. OPERATED BY: KGY,  
 Inc. BUSINESS ADDRESS: Capitol Park Bldg.  
 PHONE: 5000. STUDIO ADDRESS: Capitol  
 Park Bldg. TRANSMITTER LOCATION: Capitol  
 Park Bldg. 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-Station Manager..... Tom Olsen  
 Sales Manager..... J. Harris Dorr  
 Program Director..... Brockett Hiley  
 Production Manager..... Theresa K. Olsen  
 News Editor..... Sam Crawford  
 Chief Engineer..... John H. Thatcher

**Coverage**

Population—Primary ..... 303,400  
 Radio Homes— " ..... 86,300

Source: Mail response analysis.

**Representative**

Burn-Smith Co.

**K W S C**

PULLMAN—EST. 1921

FREQUENCY: 1250 Kc. POWER: 5000 watts.  
 OWNED BY: State College of Wash. OPER-  
 ATED BY: State College of Wash. BUSINESS  
 ADDRESS: State College. PHONE: 6044. STU-  
 DIO ADDRESS: State College. TRANSMITTER  
 LOCATION: Pullman. TIME ON THE AIR:  
 77½ hours weekly.

**Personnel**

President..... E. O. Holland  
 Station Manager..... Kenneth E. Yeond  
 Production Director..... Allen Miller  
 Chief Engineer..... Hugo L. Libby  
 (Non-Commercial Station)

# KEVR

SEATTLE—EST. 1925

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Evergreen Broadcasting Corp.  
 OPERATED BY: Evergreen Broadcasting Corp.  
 BUSINESS ADDRESS: Smith Tower. PHONE:  
 Seneca 2056. STUDIO ADDRESS: Smith Tower.  
 TRANSMITTER LOCATION: Smith Tower.  
 TIME ON THE AIR: 57 hours weekly. TRAN-  
 SCRIPTON SERVICE: Standard Radio.

## Personnel

President.....Walter Wyckoff  
 Commercial Manager.....R. S. Diwnie  
 Program-Publicity Director.....A. B. Fuller  
 Chief Announcer.....J. J. Shawcroft

# KIRO

SEATTLE—EST. 1935 (1928 as KPCB)

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 710 Kc. POWER: 10,000 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: Vashon Maury  
 Island, Chautauqua, Wash. 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: Trans-  
 radio Press. TRANSCRIPTION SERVICES:  
 World Broadcasting System, Standard Radio.

## Personnel

President.....Louis K. Lear  
 Station Manager.....H. J. Quilliam  
 Assistant Business Manager...Loren B. Stone  
 Business Manager.....Loren B. Stone  
 Program Director.....Tommy Thomas  
 Sales Manager.....J. A. Morton  
 Chief Announcer.....Maurice Rider  
 Publicity Director.....Bill Mosher  
 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 (based on 1000 watts).

## Representative

Free & Peters, Inc.

# KJR

SEATTLE—EST. 1921

NBC (PACIFIC COAST BLUE)  
 NORTHWEST TRIANGLE

FREQUENCY: 1000 Kc. POWER: 10000 watts.  
 OWNED BY: National Broadcasting Co. OP-  
 ERATED BY: Fisher's Blend Station, Inc.  
 BUSINESS ADDRESS: Skinner Bldg. PHONE:  
 Elliott 5890. STUDIO ADDRESS: Same.

TRANSMITTER LOCATION: 2600 26th Ave.,  
 S. W. West Waterway. TIME ON THE AIR:  
 (daily) 7:00 A.M. to 12:00 P.M. (Sunday) 8:00  
 A.M. to 11:00 P.M. NEWS SERVICE: United  
 Press. TRANSCRIPTION SERVICE: NBC  
 Thesaurus.

## Personnel

President.....O. W. Fisher  
 Station Manager.....Birt F. Fisher  
 Commercial & Advertising  
 Manager.....H. M. Feltis  
 Program Director.....W. W. Warren  
 Sales Promotion Manager...Charles A. Baillie  
 Public Relations Director.....Peter Lyman  
 Publicity Director.....Dick Keplinger  
 Chief Announcers..Homer Pope, Bennett Fisher  
 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: Mail and field intensity surveys;  
 U. S. Census; Joint Committee.

## Representative

Edward Petry & Co., Inc.

# KÖL

SEATTLE—EST. 1922

MUTUAL—DON LEE

PACIFIC BROADCASTING CO.

FREQUENCY: 1300 Kc. POWER: 5000 watts,  
 d.; 1000 watts, n. OWNED BY: Seattle Broad-  
 casting Co. OPERATED BY: Same. BUSINESS  
 ADDRESS: Northern Life Tower. PHONE: Main  
 2312. STUDIO ADDRESS: Same. TRANSMIT-  
 TER LOCATION: 1110 West Florida. TIME  
 ON THE AIR: 6:00 A.M. to 12:00 Midnight,  
 daily; 8:00 A.M. to 11:00 P.M., Sundays. NEWS  
 SERVICE: United Press. TRANSCRIPTION  
 SERVICES: Standard Radio, Lang-Worth, C. P.  
 MacGregor.

## Personnel

Manager.....Archie Taft  
 Commercial Manager.....Oliver A. Runchey  
 Program Director.....Wheeler Smith  
 Publicity-Continuity Director.....Fair Taylor  
 Dramatic Director.....Arnold Morgan  
 Traffic Manager.....Grace Larsen  
 Musical Director.....Don Isham  
 Chief Engineer.....Perry Lind

## 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

Reynolds-Fitzgerald, Inc.



# K O M O

SEATTLE—EST. 1925  
NBC (PACIFIC COAST RED)  
NORTHWEST TRIANGLE

FREQUENCY: 950 Kc. POWER: 5000 watts.  
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 Mid-night. (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  
Publicity News Director.....Dick Keplinger  
Public Relations Director.....Peter Lyman  
Sales Promotion Manager.....Charles A. Bailie  
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: Mail and field intensity surveys;  
U. S. Census; Joint Committee.

## Representative

Edward Petry & Co., Inc.

# K R S C

SEATTLE—EST. 1926

FREQUENCY: 1150 Kc. POWER: 1000 watts.  
OWNED BY: Radio Sales Corp. OPERATED BY: Radio Sales Corp. BUSINESS ADDRESS: 2939 Fourth St. PHONE: Main 0110. STUDIO ADDRESS: 2939 Fourth St. TRANSMITTER LOCATION: 2939 Fourth St. TIME ON THE AIR: 6:00 A.M. to 2:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, C. P. MacGregor, Associated Music Publishers, Davis & Schwegler.

## Personnel

President.....P. K. Leberman  
Station Manager.....Robt. E. Priebe  
Commercial Manager.....R. C. Fuller  
Program Director.....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.

## Representative

Radio Advertising Corp.

# K T W

SEATTLE—EST. 1920

FREQUENCY: 1250 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  
Musical Director.....Mrs. C. R. Foss  
Chief Engineer.....James S. Ross  
(Non-Commercial Station)

# K X A

SEATTLE—EST. 1928

FREQUENCY: 770 Kc. POWER: 1000 watts. OWNED BY: American Radio Telephone Co. OPERATED BY: American Radio Telephone Co. BUSINESS ADDRESS: Bigelow Bldg. PHONE: Seneca 1000-1001. STUDIO ADDRESS: Bigelow Bldg. TRANSMITTER LOCATION: S. Alaskan Way and Atlantic St. 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  
Program Director.....J. Jackson Latham  
Publicity Director.....Darwin Solseth  
Chief Engineer.....Maurice M. McMullen

## Representative

Burn-Smith Co.

# K F I O

SPOKANE—EST. 1922

FREQUENCY: 1150 Kc. POWER: 100 watts.  
OWNED BY: Spokane Broadcasting Co. OPERATED BY: Spokane Broadcasting Co. BUSINESS ADDRESS: 526 Riverside Ave. PHONE: Main 3400. 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, Lang-Worth.

**Personnel**

President & Manager.....Arthur L. Smith  
 Commercial Manager.....B. E. Woolston  
 Program Director.....G. Longmeier  
 Chief Announcer.....Robert Plummer  
 Chief Engineer.....C. T. Strong

**K F P Y**

**SPOKANE—EST. 1922**

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 920 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. (106½ hours weekly). NEWS  
 SERVICE: United Press. TRANSCRIPTION SER-  
 VICE: Lang-Worth, NAB Library, Standard  
 Radio, Davis & Schwegler.

**Personnel**

President.....T. W. Symons, Jr.  
 General Manager.....Arthur L. Bright  
 Program Manager.....R. W. Brazeal  
 Chief Announcer.....John L. Mallow  
 Musical Director.....James B. Clark  
 Chief Engineer.....George Langford

**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 (based on 1000 watts).

**Representative**

The Katz Agency

**K G A**

**SPOKANE—EST. 1926**

NBC (BLUE)—NORTHWEST TRIANGLE CHAIN  
 FREQUENCY: 1510 Kc. POWER: 10000 watts.  
 OWNED BY: Louis Wasmer. OPERATED BY:  
 Louis Wasmer. BUSINESS ADDRESS: Radio  
 Central Bldg. PHONE: M 5383. STUDIO AD-  
 DRESS: 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. TRANS-  
 MITTER 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 Re-  
 cording 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	742,352
Radio Homes—	186,322

Source: Mail analysis and field strength survey.

**Representative**

Edward Petry & Co., Inc.

**K M O**

**TACOMA—EST. 1922**

MUTUAL—DON LEE NETWORK

PACIFIC BROADCASTING CO.

FREQUENCY: 1360 Kc. POWER: 5000  
 watts. OWNED BY: Carl E. Haymond.  
 OPERATED BY: Carl E. Haymond. BUSI-  
 NESS ADDRESS: 914½ Broadway. PHONE:  
 Main 4144. STUDIO ADDRESS: 914½  
 Broadway. TRANSMITTER LOCATION: 1½  
 miles east of Tacoma on Tacoma-Seattle High-  
 way. TIME ON THE AIR: 6:00 A.M. to 12:00  
 Midnight; Sunday, 8:00 A.M. to 11:00 P.M.  
 (123 hours weekly). NEWS SERVICE: United  
 Press. TRANSCRIPTION SERVICES: Lang-  
 Worth, Davis & Schwegler; C. P. MacGregor.

**Personnel**

Owner-General Manager... Carl E. Haymond  
 Station Manager.....J. A. Murphy  
 Commercial Manager.....Roscoe A. Smith  
 Traffic Manager.....Jack Clark  
 Chief Announcer.....Charles Foll  
 Musical Director.....Marion Kay  
 Auditor.....Paul F. Benton  
 Program Director.....Dick Ross  
 Chief Engineer.....Joe Kolesar

**Coverage**

Population—Primary ..... 253,235  
 Radio Homes— " ..... 73,069  
 Population—Secondary ..... 739,220  
 Radio Homes— " ..... 213,260

Source: Mail response analysis; Joint Committee.

**Representative**

John Blair & Company  
 Romig C. Fuller & Associates (Washington)

**KVI**

TACOMA—EST. 1929

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 570 Kc. POWER: 5000 watts.  
 OWNED BY: Puget Sound Broadcasting Co.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 W. R. Rust Bldg. PHONE: BR. 4211 (Tacoma);  
 Ma. 1171 (Seattle). STUDIO ADDRESS: W. R.  
 Rust Bldg., Tacoma; Olympic Hotel, Seattle.  
 TRANSMITTER LOCATION: Vashon Island.  
 TIME ON THE AIR: 6:00 A.M. to Midnight;  
 Sunday, 8:00 A.M. to 12:00 Midnight (124 hours  
 weekly). NEWSPAPER AFFILIATION: Tacoma  
 News Tribune. NEWS SERVICE: Associated  
 Press (non-commercial). TRANSCRIPTION SER-  
 VICE: C. P. MacGregor.

**Personnel**

President & Station  
 Manager ..... Vernice Irwin  
 Commercial Manager ..... Earl T. Irwin  
 Sales Promotion Director ..... Elvin E. Evans  
 Program Director ..... Dorothy Doernbecher  
 Publicity Director ..... Vincent Daniel  
 Traffic Manager ..... Louise Receconi  
 Musical Director ..... Jane Powers  
 Chief Engineer ..... William Haase

**Coverage**

	Daytime	Evening
Population—Primary	1,327,500	980,900
Radio Homes— "	300,380	231,530
Population—Secondary	1,650,100	1,262,000
Radio Homes— "	358,800	282,420

Source: CBS Listening Study (based on 1,000 watts).

**Representative**

George P. Hollingbery Co.

**KVAN**

VANCOUVER—EST. 1939

FREQUENCY: 910 Kc. POWER: 250 watts.  
 OWNED BY: Vancouver Radio Corp. OP-  
 ERATED BY: Same. BUSINESS ADDRESS:  
 Evergreen Hotel. PHONE: 150, 771. STUDIO  
 ADDRESS: Evergreen Hotel. TRANSMITTER  
 LOCATION: 2915 Fruit Valley Road. TIME ON  
 THE AIR: Daytime License. NEWSPAPER AF-  
 FILIATION: Clark County Sun, Vancouver Sun.  
 NEWS SERVICE: United Press. TRANSCRIP-  
 TION 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.

**KUJ**

WALLA WALLA—EST. 1928

FREQUENCY: 1420 Kc. POWER: 1000  
 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. (C.P. U. S.  
 Highway No. 410 and Sudbury Rd.). TIME ON  
 THE AIR: 6:30 A.M. to 10:00 P.M. NEWS SER-  
 VICE: United Press. TRANSCRIPTION SER-  
 VICE: World Broadcasting System, Lang-  
 Worth, Associated.

**Personnel**

President and General  
 Manager ..... H. E. Studebaker  
 Assistant General Manager ... G. S. Studebaker  
 Commercial Director ..... Jerry Jensen  
 Advertising Director ..... Norval Armes  
 Publicity Director ..... Birney Blair  
 Chief Announcer ..... Jimmie Nolan  
 Musical Director ..... Roy Dorr  
 Chief Engineer ..... Milton MacLafferty

**Coverage**

	Daytime	Evening
Population—Primary	60,000	100,000
Radio Homes— "	22,500	37,000
Population—Secondary	110,000	150,000
Radio Homes— "	35,000	67,000

Source: Field intensity survey; U. S. Cen-  
 sus (based on 1000 watts).

**Representative**

John Blair & Co.

**KPQ**

WENATCHEE—EST. 1930

MUTUAL—DON LEE BROADCASTING  
 COMPANY

PACIFIC BROADCASTING CO.  
 FREQUENCY: 1490 Kc. POWER: 250 watts.  
 OWNED BY: Wescoast Broadcasting Co. OP-  
 ERATED 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 SER-  
 VICE: Transradio Press.

**Personnel**

President ..... Rogan Jones  
 Station and Commercial  
 Manager ..... Cole Wylie  
 Chief Announcer..... Pat Hayes  
 Chief Engineer..... E. E. Wylie

**Coverage**

Population—Primary ..... 74,500  
 Radio Homes— " ..... 19,000  
 Source: Mail response analysis.

**KIT**

YAKIMA—EST. 1929

MUTUAL—DON LEE BROADCASTING SYSTEM

PACIFIC BROADCASTING CO.

FREQUENCY: 1280 Kc. POWER: 1000 watts.  
 OWNED BY: Carl E. Haymond. OPERATED BY: Carl B. Haymond. BUSINESS ADDRESS: 414 E. Yakima Ave. PHONE: 8115, 8116. STUDIO ADDRESS: 414 E. Yakima Ave. TRANSMITTER LOCATION: Old Town, Wash.

TIME ON THE AIR: 6:00 A.M. to 12:00 Mid-night; Sunday, 8:00 A.M. to 12:00 Midnight (124 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Lang-worth, Davis & Schwegler.

**Personnel**

President..... Carl E. Haymond  
 Resident Station Manager..... J. A. Murphy  
 Commercial and Sales Promotion Manager,  
 Harrison A. Miller  
 Program Director..... William Murphy  
 Publicity Director..... P. W. Wick  
 Chief Announcer..... Charles Foster  
 Musical Director..... Maryalce Adkins  
 Chief Engineer..... H. B. Murphy

**Coverage**

	Daytime	Evening
Population .....	210,000	168,900
Radio Homes .....	49,875	40,536

Source: Mail response analysis; 1940 U. S. Census.

**Representative**

John Blair & Company

**WEST VIRGINIA**

Population 1,901,974

Number of Radio Homes 336,670

Number of Families 445,686

Auto Registrations 295,510

*For 1940 Census data, please turn to page 285*

**WJLS**

BECKLEY—EST. 1939

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: Joe L. Smith Jr. OPERATED BY: Joe L. Smith Jr. BUSINESS ADDRESS: WJLS Bldg., Main St. PHONE: 2700. STUDIO AD-  
 DRESS: Same. TRANSMITTER LOCATION: Teel Road. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M., daily; 9:00 A.M. to 8:30 P.M., Sunday (107½ hours weekly). NEWS SER-  
 VICE: Transradio Press, United Press. TRAN-  
 SCRPTION SERVICE: NBC Thesaurus, Davis & Schwegler.

**Personnel**

Station Manager..... Joe L. Smith Jr.  
 Assistant Manager..... Charles Armentrout  
 Program Director..... Kathryn Riddick  
 Chief Announcer..... Jay O'Reilly  
 Auditor..... V. Z. Cooper  
 Continuity Director..... James Burke  
 Chief Engineer..... Al Ginkle

**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: 1930 U. S. Census; Joint Committee.

**Representative**

Associated Radio Sales

**WHIS**

BLUEFIELD—EST. 1928

FREQUENCY: 1440 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: 5:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Bluefield Daily Telegraph, Sunset News. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-worth. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President..... H. I. Shott  
 Manager..... J. Lindsey Alley  
 Program Director..... Stuart Odell  
 Production Manager..... Barnes Nash  
 Artists' Bureau Head..... Melvin Barnett  
 Publicity Director..... Bill Blake  
 Chief Announcer..... James Clark  
 Musical Director..... Gibson Morrissey  
 Chief Engineer..... P. T. Flanagan

**Coverage**

Population—Primary .....	559,295
Radio Homes— " .....	97,560
Population—Secondary .....	321,610
Radio Homes— " .....	51,550

Source: Mail response analysis.

**Representative**

The Katz Agency

**W C H S**

**CHARLESTON—EST. 1927**  
CBS—WEST VIRGINIA NETWORK

FREQUENCY: 580 Kc. POWER: 5000 watts. OWNED BY: John A. Kennedy. OPERATED BY: Howard L. Chernoff, Station Manager. BUSINESS ADDRESS: 1016 Lee St. PHONE: 28-131-2-3-4. STUDIO ADDRESS: 1016 Lee St. TRANSMITTER LOCATION: Kanawha Country Club Road. TIME ON THE AIR: 5:30 A.M. to 1:00 A.M. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President.....John A. Kennedy  
Managing Director.....Howard L. Chernoff  
Technical Advisor.....Odes E. Robinson  
Program Director.....James C. Keeffe  
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.

**W G K V**

**CHARLESTON—EST. 1939**  
NATIONAL BROADCASTING CO.

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Kanawha Valley Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 1016 Lee St. PHONE: 37-541. STUDIO ADDRESS: 1016 Lee St. TRANSMITTER LOCATION: Coal Branch Heights. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 12:00 Midnight, Sundays (118 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers.

**Personnel**

President.....W. A. Carroll  
Managing Director.....R. F. Sowers  
Sales Promotion Manager...Charles Williams  
Production Manager.....J. B. Matthews  
Chief Announcer.....Alloy Gerard

**W B L K**

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

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: The Exponent Company. OPERATED BY: Same. BUSINESS ADDRESS: 444½ West Pike St. PHONE: 3040. STUDIO ADDRESS: 444½ West Pike St. TRANSMITTER LOCATION: Glen Elk, Clarksburg. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 Midnight. NEWS-PAPER AFFILIATION: The Clarksburg Exponent. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President.....John A. Kennedy  
General Manager.....G. C. Blackwell  
Program-Musical Director....Don McWhorter  
Chief Announcer.....Charles T. Snowdon  
Bookkeeper.....Joy Wilfong  
Chief Engineer.....C. S. Clemans

**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**

**FAIRMONT—EST. 1928**

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 920 Kc. POWER: 5000 watts. 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: 3:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. 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.....Joe Edison  
Continuity Editor.....C. Swiger  
Publicity Director.....Pat Moran  
Musical Director.....Henry Gruner  
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: 930 Kc. POWER: 1000 Watts. OWNED BY: WSAZ, Inc. OPERATED BY: WSAZ, Inc. BUSINESS ADDRESS: 929½ 4th Ave. PHONE: 4106. STUDIO ADDRESS: 929½ 4th Ave. TRANSMITTER LOCATION: Burlington, Ohio. TIME ON THE AIR: Unlimited license. NEWSPAPER AFFILIATION: Huntington Herald-Dispatch, Huntington Advertiser. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President and General

Manager . . . . . John A. Kennedy  
 Commercial Manager . . . . . Mike Layman  
 Program Director . . . . . William J. Adams  
 Chief Announcer . . . . . Bob Drexler  
 Musical Director . . . . . Frank Knutti  
 Chief Engineer . . . . . Russell Banks

**Coverage**

Population—Primary . . . . .	909,961
Radio Homes— " . . . . .	184,766
Population—Secondary . . . . .	1,363,610
Radio Homes— " . . . . .	604,904

Source: Station survey; Chamber of Commerce.

**W L O G**

LOGAN—EST. 1940

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Clarence H. Frey and Robert O. Greever. OPERATED BY: Clarence H. Frey and Robert O. Greever. BUSINESS ADDRESS: Logan. STUDIO ADDRESS: Kanada St. PHONE: 761. TRANSMITTER LOCATION: Kanada St. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. (102 hours weekly). NEWSPAPER AFFILIATION: Logan Banner. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President . . . . . Clarence H. Frey  
 General Manager . . . . . C. E. Vann  
 Commercial and Sales Promotion Manager  
 Chief Announcer . . . . . Fred Parsons  
 Musical Director and Director of

Women's Programs . . . . . Quinnelle Vann  
 Chief Engineer . . . . . Bernard H. Bopp

**Coverage**

Population—Primary . . . . .	67,756
Radio Homes— " . . . . .	10,870

Source: Mail response survey.

**W A J R**

MORGANTOWN—EST. 1940

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: West Virginia Radio Corp. OPERATED BY: West Virginia Radio Corp. BUSINESS ADDRESS: 440-446 Spruce St. PHONE: 9488. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Charleston Ave. and Summers St. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Morgantown Dominion-News and Post. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President . . . . . H. C. Greer  
 Station Manager . . . . . C. H. Murphey  
 Program Director . . . . . Jon Goerss  
 Musical Director . . . . . Elsie Thomas  
 Chief Engineer . . . . . R. C. Spence

**W P A R**

PARKERSBURG—EST. 1935

CBS—WEST VIRGINIA NETWORK

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Ohio Valley Broadcasting Corp. OPERATED BY: Ohio Valley Broadcasting 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 . . . . . Audra Archer  
 Sales Manager . . . . . Roland Marshall  
 Program Director . . . . . Carl Loose  
 Musical Director . . . . . Sarah L. Heermans Heck  
 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 B R W**

WELCH—EST. 1940

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: McDowell Service Co. OPERATED BY: McDowell Service Co. BUSINESS ADDRESS: 10 Riverside. PHONE: 818. STUDIO ADDRESS: 10 Riverside. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 110 hours weekly. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC The-saurus.

**Personnel**

President ..... J. W. Blakely  
 Station Manager..... Harold McWhorter  
 Program-Musical Director..... Joe J. Herget  
 Production Manager-Chief Announcer,  
 Gordon Redding  
 Publicity Director..... Harold Haught  
 Chief Engineers... Tom Phillips, George Yazell

**Coverage**

Population ..... 117,536\*  
 \*Radio equipped population.  
 Source: Station survey.

**W K W K \***

WHEELING—EST. 1941

FREQUENCY: 1370 Kc. POWER: 100 watts. OWNED BY: Community Broadcasting, Inc. OPERATED BY: Community Broadcasting, Inc. BUSINESS ADDRESS: Wheeling. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

**Personnel**

President..... Joe L. Smith  
 Vice-President..... Mary E. Meadows  
 Secretary-Treasurer..... Hulett C. Smith  
 \*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

**W W V A**

WHEELING—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1170 Kc. POWER: 50000 watts. OWNED BY: West Virginia Broadcasting Corp. OPERATED BY: West Virginia Broadcasting Corp. BUSINESS ADDRESS: Hawley Bldg. PHONE: Wheeling 5383. STUDIO ADDRESS: Hawley Bldg. TRANSMITTER LOCATION: Near West Liberty. TIME ON THE AIR: 5:30 A.M. to between 8:30 P.M. and 2:00 A.M. daily; 7:00 A.M. to between 9:00 P.M. and 2:00 A.M.,

Sundays. NEWSPAPER AFFILIATION: Greater Wheeling Home Talk. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC The-saurus, Lang-Worth.

**Personnel**

President..... George B. Storer  
 Managing Director..... George W. Smith  
 Production Manager..... Paul J. Miller  
 Program Director..... William L. Thomas  
 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: 1400 Kc. POWER: 250 watts. OWNED BY: Williamson Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Mountaineer Hotel Bldg. PHONE: 1241. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 104 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAIN-TAINS ARTISTS' BUREAU.

**Personnel**

President..... G. W. Taylor  
 Station Manager..... Combs Blanford, Sr.  
 Program Director-Artists' Bureau Head,  
 Eddie Wikehart  
 Publicity Director-Chief Announcer,  
 Mark Williams  
 Sales Promotion Manager..... R. Taylor  
 Office Manager..... Alice Shein  
 Special Events Director..... H. Rhodes  
 Musical Director..... Freda Wikehart  
 Chief Engineer..... J. Francke Fox, Jr.

**Coverage**

	Daytime	Evening
Population—Primary .....	85,700	25,140
Radio Homes— " .....	16,800	6,250
Population—Secondary ..	135,150	28,300
Radio Homes— " .....	27,330	7,100

Source: Station estimate; 1930 U. S. Census.

# WISCONSIN

Population 3,137,587

Number of Radio Homes 687,320

Number of Families 823,929

Auto Registrations 832,780

*For 1940 Census data, please turn to page 286*

## W H B Y

**APPLETON—EST. 1925**

**COLUMBIA BROADCASTING SYSTEM**

**FREQUENCY: 1230 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, Standard Radio.**

### Personnel

Managing Director.....Rev. James A. Wagner

Sales Manager.....Haydn R. Evans

Commercial Manager.....J. L. Gallagher

Chief Engineer.....George Merkle

### 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. 1940**

**ARROWHEAD BROADCASTING SYSTEM**

**WJMS-WATW LINE**

**FREQUENCY: 1400 Kc. POWER: 250 watts.**

**OWNED BY: WJMS, Inc. OPERATED BY: Up-**

**per Michigan-Wisconsin Broadcasting Co., Inc.**

**BUSINESS ADDRESS: Northern State Bank**

**Bldg. PHONE: 1420. STUDIO ADDRESS: North-**

**ern State Bank Bldg. TRANSMITTER LOCA-**

**TION: 1½ miles south of Ashland on Highway**

**No. 13. TIME ON THE AIR: 7:00 A.M. to 10:00**

**P.M.; Sunday, 10:00 A.M. to 6:00 P.M. NEWS**

**SERVICE: United Press. TRANSCRIPTION**

**SERVICE: Standard Radio.**

### Personnel

Vice President-General Manager,

Noel C. Ruddell

Commercial Manager.....John D. Hubbard, Jr.

Program Director.....Ruth Wright

Chief Engineer.....R. L. Johnson

### Coverage

	Daytime	Evening
Population—Primary ....	50,000	40,000
Radio Homes— " ....	12,500	10,000
Population—Secondary ..	18,000	15,000
Radio Homes— " ..	5,000	4,000

Source: Mail response analysis; U. S. Census.

### Representative

Bogner & Martin

## W E A U

**EAU CLAIRE**

**FREQUENCY: 1070 Kc. POWER: 5000 watts,**

**d.; 1000 watts, n. OWNED BY: Central Broad-**

**casting Co. OPERATED BY: Central Broad-**

**casting Co. BUSINESS ADDRESS: 203 S. Bar-**

**stow St. PHONE: 6149. STUDIO ADDRESS:**

**Same. TRANSMITTER LOCATION: 26th and**

**Crescent. TIME ON THE AIR: 6:00 A.M. to**

**Los Angeles sunset. NEWSPAPER AFFILIA-**

**TION: Superior Evening Telegram, Eau Claire**

**Leader. NEWS SERVICE: United Press. TRAN-**

**SCRIPTION SERVICE: World Broadcasting Sys-**

**tem, C. P. MacGregor.**

### Personnel

President.....W. C. Bridges

Manager.....John J. Stack

Chief Announcer.....James J. Hulwi

Chief Engineer.....Charles B. Persons

### Coverage

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

Source: Station Survey.

### Representative

George P. Hollingbery Co.

## K F I Z

**FOND-DU-LAC—EST. 1922**

**FREQUENCY: 1450 Kc. POWER: 250 watts.**

**OWNED BY: Reporter Printing Co. OP-**

**ERATED BY: Reporter Printing Co. BUSINESS**

**ADDRESS: 18 W. 1st St. PHONE: 356. STUDIO**

**ADDRESS: 18 W. 1st St. TRANSMITTER LO-**

**CATION: 18 W. 1st St. TIME ON THE AIR:**

**8:00 A.M. to 10:00 P.M.; Sunday, 6:00 A.M.**

**to 7:00 P.M. NEWSPAPER AFFILIATIONS:**

**Fond-du-Lac Commonwealth Reporter. NEWS**

**SERVICE: United Press. TRANSCRIPTION SER-**

**VICE: Standard Radio.**



**Personnel**

President ..... A. H. Lange  
 Station Manager..... Lucille Fairbanks  
 Sales ..... William E. O'Brien  
 Chief Announcer..... Don Marshall  
 Chief Engineer..... Wendell S. Meyers

**Coverage**

Population—Primary ..... 259,266  
 Radio Homes— " ..... 49,750

Source: Mail response analysis; Joint Committee.

**W T A Q**

**GREEN BAY—EST. 1922**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1360 Kc. POWER: 5000 watts.  
 OWNED BY: WHBY, Inc. OPERATED BY:  
 WHBY, Inc., subsidiary of St. Norbert College.  
 BUSINESS ADDRESS: Bellin Bldg. PHONE:  
 Adams 1, Adams 2. STUDIO ADDRESS: Bellin  
 Bldg. TRANSMITTER LOCATION: W. De Pere.  
 TIME ON THE AIR: 6:00 A.M. to 12:00 Mid-  
 night; Sunday, 8:00 A.M. to 12:00 Midnight  
 (124 hours weekly). MAINTAINS ARTISTS'  
 BUREAU. NEWS SERVICE: United Press.  
 TRANSCRIPTION SERVICE: World Broadcast-  
 ing System.

**Personnel**

President..... Rev. James A. Wagner  
 Station Manager..... Haydn R. Evans  
 Sales Manager..... Bill Hines  
 Commercial Manager..... Val Schneider  
 Program Director..... Al Michel  
 Production Manager..... Johnnie Olson  
 Artists' Bureau Head..... D. E. Lent  
 Chief Announcer..... Stan Stewart  
 Musical Director..... Herman Daumler  
 Chief Engineer..... Wallace J. Stangel

**Coverage**

Population ..... 548,422  
 Radio Homes ..... 108,290

Source: CBS Listening Area Study.

**Representative**

Reynolds-Fitzgerald, Inc.

**W C L O**

**JANESVILLE—EST. 1930**

FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: Gazette Printing Co. OPERATED  
 BY: Same. BUSINESS ADDRESS: 200 E. Mil-  
 waukee St. PHONE: 2500. STUDIO ADDRESS:  
 Same. TRANSMITTER LOCATION: 3843 Oak-  
 hill Ave. TIME ON THE AIR: 16 hours daily.  
 NEWSPAPER AFFILIATION: The Janesville  
 Daily Gazette. NEWS SERVICE: Associated  
 Press. MAINTAINS ARTISTS' BUREAU. TRAN-  
 SCRPTION SERVICE: Standard Radio.

**Personnel**

President ..... Sidney H. Bliss  
 General Manager..... James F. Kyle  
 Sales Promotion Manager, Charles W. Brannen

Production Manager..... Lyell Ludwig  
 Publicity Director..... Paul Ruhle  
 Program Director-Chief Engineer..... Hester Kyler

**Coverage**

	Daytime	Evening
Population—Primary ....	61,081	61,081
Population—Secondary ..	280,000	280,000

Source: Department of Commerce.

**W K B H**

**LA CROSSE—EST. 1923**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1410 Kc. POWER: 5000 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. TRANS-  
 MITTER LOCATION: R.F.D., La Crosse. TIME  
 ON THE AIR: 120 hours weekly. NEWS SER-  
 VICE: United Press. TRANSCRIPTION SER-  
 VICE: World Broadcasting System, Standard  
 Radio.

**Personnel**

President and Station  
 Manager..... Otto M. Schlachach  
 Commercial Manager..... Ed Cunniff  
 Chief Announcer..... Ray Plamadore  
 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 ..	587,500	646,400
Radio Homes— " .....	116,630	132,470

Source: CBS Listening Area Study.

**Representative**

Howard H. Wilson Co.

**W H A**

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

FREQUENCY: 970 Kc. POWER: 5000 watts.  
 OWNED BY: University of Wisconsin. OPER-  
 ATED BY: University of Wisconsin. BUSI-  
 NESS ADDRESS: Madison. PHONE: Badger  
 580. STUDIO ADDRESS: Radio Hall, U. of W.  
 Campus. TRANSMITTER LOCATION: Fish  
 Hatchery Road. TIME ON THE AIR: 8:00 A.M.  
 to local sunset.

**Personnel**

Director..... H. B. McCarty  
 Program Director..... William G. Harley  
 Production Manager..... Gerald Gartell  
 Script Editor..... Joyce Jaeger  
 Public Relations Director..... H. A. Engel  
 Musical Director..... Frederick Fuller  
 Chief Operator..... John Stuehl  
 (Non-Commercial Station)

# W I B A

MADISON—EST. 1924

NBC (Red and Blue)

FREQUENCY: 1310 Kc. POWER: 5000 watts. OWNED BY: Badger Broadcasting Co. OPERATED BY: Badger Broadcasting Co. BUSINESS ADDRESS: 110 East Main St. PHONE: Fairchild 8800. STUDIO ADDRESS: 110 East Main St. TRANSMITTER LOCATION: Rt. 5, Madison. TIME ON THE AIR: 6:30 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 Perssion  
 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

MANITOWOC—EST. 1926

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Francis M. Kadow. OPERATED BY: Same. BUSINESS ADDRESS: Radio Bldg. PHONE: 167-400W. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 11110 Washington St. TIME ON THE AIR: 6:57 A.M. to 9:30 P.M. NEWS SERVICE: United Press. TRANSCRIPTION 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
Population—Secondary	40,000	.....
Radio Homes—	8,000	.....

Source: U. S. Census.

# W M A M

MARINETTE—EST. 1939

FREQUENCY: 570 Kc. POWER: 250 watts. OWNED BY: M. & M. Broadcasting Co. OPERATED BY: M. & M. Broadcasting Co. BUSINESS ADDRESS: 400 Wells St. PHONE: 570. STUDIO ADDRESS: 400 Wells St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Sunrise to local sunset, daily; 7:00 A.M. to local sunset, Sundays (77 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers.

## Personnel

President.....W. E. Walker  
 General Manager.....M. F. Chapin  
 Program-Musical Director.....P. F. Skinner  
 Chief Announcer.....Howard Emich  
 Chief Engineer.....Werner Schwartz

## Coverage

Population—Primary	179,690
Radio Homes—	35,090

Source: Station estimate.

## Representative

Reynolds-Fitzgerald, Inc.

# W I G M \*

MEDFORD—EST. 1941

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: George F. Meyer. OPERATED BY: George F. Meyer. BUSINESS ADDRESS: Medford. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

## Personnel

Owner.....George F. Meyer  
 Station Manager.....Waldemar C. Porsow  
 Chief Engineer.....Nathan Williams

\*Station was licensed to operate under a construction permit at time of going to press and reported that operations would not be started until May, 1941.

# W E M P

MILWAUKEE—EST. 1935

WISCONSIN BROADCASTING SYSTEM

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY Milwaukee Broadcasting Co. OPERATED BY: Milwaukee Broadcasting Co. BUSINESS ADDRESS: 710 N. Plankinton. PHONE: Marquette 7722. STUDIO ADDRESS: 710 N. Plankinton Ave. TRANSMITTER LOCATION: 710 N. Plankinton Ave. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight (122 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library.

## Personnel

President.....Glenn D. Roberts  
 Station Manager.....C. J. Lanphier  
 Program Director.....Chas. La Force

• • • WISCONSIN • • •

Sales Manager.....Ben Wolff  
 Chief Announcer.....Fahey Flynn  
 Publicity Director.....Conrad Rice  
 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.

**Representative**

Furgason & Walker, Inc.  
 (Wisconsin Broadcasting System only).

**W I S N**

MILWAUKEE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1150 Kc. POWER: 5000 watts.  
 OWNED BY: Heart Radio, Inc. OPERATED BY:  
 Hearst Radio, Inc. BUSINESS ADDRESS: 123 W.  
 Michigan. PHONE: DAty 3900. STUDIO AD-  
 DRESS: 123 W. Michigan. TRANSMITTER LO-  
 CATION: Public Service Bldg. TIME ON THE  
 AIR: 6:00 A.M. to 12:00 Midnight; Sunday,  
 7:30 A.M. to 12:00 Midnight. NEWSPAPER  
 AFFILIATIONS: Milwaukee Sentinel, Sunday

News-Sentinel. NEWS SERVICE: International  
 News Service. TRANSCRIPTION SERVICE:  
 World Broadcasting System. MAINTAINS ART-  
 ISTS' BUREAU.

**Personnel**

Station Manager.....G. W. Grignon  
 Sales Promotion Manager.....Hugh O'Malley  
 Program Director.....Woods Dreyfus  
 Chief Announcer.....Alan Hale  
 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 T M J**

MILWAUKEE—EST. 1927

NATIONAL BROADCASTING CO.

FREQUENCY: 620 Kc. POWER: 5000 watts.  
 OWNED BY: The Journal Company. OPER-  
 ATED BY: The Milwaukee Journal. BUSINESS

**5,000 WATTS**  
**DAY AND NIGHT**

*Awarded*

**WISN**

**M I L W A U K E E**

**FIVE TIMES MORE POWER TWENTY TIMES MORE POWER**

*Day Time*

*Night Time*

**CONTRACT NOW FOR WISN TIME**  
**AT PRESENT LOW RATES!**

*Represented by*

**INTERNATIONAL RADIO SALES**

ADDRESS: 333 West State St. PHONE: Marquette 6000. STUDIO ADDRESS: 333 W. State St. TRANSMITTER LOCATION: 12 miles west of Milwaukee on Blue Mound Road. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS-PAPER AFFILIATIONS: The Milwaukee Journal. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Associated, NBC The-saurus.

**Personnel**

General Manager.....W. J. Damm  
 Station Manager.....L. W. Herzog  
 Asst. Manager.....R. G. Winnie  
 Commercial Manager.....Wm. F. Dittmann  
 Chief Announcer.....Robt. Helss  
 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

**WIBU**

POYNETTE—EST. 1925

WISCONSIN RADIO NETWORK

FREQUENCY: 1240 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. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: 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 Doese

**WRJN**

RACINE—EST. 1926

WISCONSIN BROADCASTING SYSTEM  
 FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Racine Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 441 Main St. PHONE: Jackson 290. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Mt. Pleasant. TIME ON THE AIR:

7:30 A.M. to 10:00 P.M. NEWSPAPER AFFILIATIONS: Racine Journal-Times. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Lang-Worth.

**Personnel**

President.....F. R. Starbuck  
 Secretary-Treasurer &  
 General Manager.....Harry R. LePoidevin  
 Station & Commercial  
 Manager.....Harold J. Newcomb  
 Program Director-Chief Announcer,  
 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 Committee; U. S. Census.

**Representative**

Furgason & Walker, Inc.

**WJMC**

RICE LAKE—EST. 1939

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Walter H. McGenty. OPERATED BY: J. J. McGenty. BUSINESS ADDRESS: 410 North Main St. PHONE: 550. STUDIO ADDRESS: 410 North Main St. TRANSMITTER LOCATION: 1615 South Main St. TIME ON THE AIR: Unlimited license. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

**Personnel**

General Manager.....J. J. McGenty  
 Station Manager.....Denis McGinty  
 Commercial Manager.....Charles Hinz  
 Public Relations Director.....Dr. J. H. Wallis  
 Women's News Editor.....Mrs. L. Sherman  
 Home Economics Consultant..Vera MacDowell  
 Chief Announcer.....Del Florida  
 Musical Director.....Robert Yaeger  
 Agricultural Director.....Ingvald Hembre  
 Chief Engineer.....Ray Pearson

**Coverage**

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

Source: Joint Committee.

**WHBL**

SHEBOYGAN—EST. 1928

WISCONSIN BROADCASTING SYSTEM  
 FREQUENCY: 1330 Kc. POWER: 1000 watts. d.; 500 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 .....Wayne W. Cribb  
 Chief Announcer.....Clair Stone  
 Bus. Mgr.....H. H. Born  
 Publicity Director.....Glen James  
 Program & Musical Director.....M. J. Pape  
 Chief Engineer.....Herbert Mayer

**Coverage**

Population—Primary ..... 264,930  
 Radio Homes— " ..... 64,900  
 Population—Secondary ..... 588,100  
 Radio Homes— " ..... 143,200

Source: Field intensity and mail response surveys.

**Representative**

Howard H. Wilson & Co.

**W L B L**

STEVENS POINT—EST. 1924

FREQUENCY: 930 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  
 (Non-Commercial Station)

**W D S M**

SUPERIOR—EST. 1937

FREQUENCY: 1230 Kc. POWER: 250 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.

**Personnel**

Manager.....Robert D. Kennedy

**W S A U**  
 WAUSAU—EST. 1937

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Northern Broadcasting Co., Inc.  
 OPERATED BY: Northern Broadcasting Co.,  
 Inc. BUSINESS ADDRESS: 125 Third St.  
 PHONE: 6521. STUDIO ADDRESS: 125 Third  
 St. TRANSMITTER LOCATION: Same. TIME  
 ON THE AIR: 6:30 A.M. to 10:15 P.M. (119¼  
 hours weekly). NEWS SERVICE: United Press.  
 TRANSCRIPTION SERVICE: World Broadcas-  
 ting System.

**Personnel**

President .....W. E. Walker  
 General Manager.....Ben F. Hovel  
 Commercial Manager.....J. W. Killeen  
 Program Director .....Donald R. Burt  
 Musical Director.....Vern Peterson  
 Chief Engineer .....Roland Richardt

**Coverage**

	Daytime	Evening
Population—Primary ....	113,245	70,160
Radio Homes— " .....	20,660	12,580
Population—Secondary ..	386,400	24,300
Radio Homes— " .....	68,720	8,090

Source: Mail response analysis; Joint Com-  
 mittee.

**Representative**

Reynolds-Fitzgerald, Inc.

**W F H R**

WISCONSIN RAPIDS—EST. 1940

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: William F. Huffman. OPERATED  
 BY: William F. Huffman. BUSINESS ADDRESS:  
 141 West Grand Ave. PHONE: 1340. STUDIO  
 ADDRESS: 141 West Grand Ave. TRANSMIT-  
 TER LOCATION: 1500 Bonow Ave. TIME ON  
 THE AIR: 110 hours weekly. NEWS SERVICE:  
 Associated Press. TRANSCRIPTION SERVICE:  
 Standard Radio. MAINTAINS ARTISTS' BU-  
 REAU.

**Personnel**

Owner.....William F. Huffman  
 General Manager.....George T. Frechette  
 Commercial Manager.....Bruce G. Beichl  
 Program Director-Chief Announcer, Ernie Smith  
 Artists' Bureau Head.....Donald Blanchard  
 Director of Women's Programs, Virginia Lee  
 Chief Engineer.....Garth N. Bowker  
 Assistant Chief Engineer.....Victor Nickel

**Coverage**

	Daytime	Evening
Population—Primary ....	100,000	75,000
Population—Secondary ..	75,000	35,000

Source: Station survey.

# WYOMING

Population 250,742

Number of Radio Homes 55,520

Number of Families 69,227

Auto Registrations 86,200

For 1940 Census data, please turn to page 287

## K D F N

CASPER—EST. 1930

FREQUENCY: 1470 Kc. POWER: 1000 watts. OWNED BY: D. L. Hathaway. OPERATED BY: D. L. Hathaway. BUSINESS ADDRESS: Box 930. PHONE: 407. STUDIO ADDRESS: 1st and Lennox Sts. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:30 A.M. to 10:00 P.M. NEWS SERVICE: Radio News and Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

### Personnel

Station & Sales Manager.....D. L. Hathaway  
Commercial Manager.....F. R. Hufsmith  
Program Director.....Marcus R. Nichols  
Production Manager.....Byers Fleming  
Publicity Director.....Harrison Brewer

### 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  
Walter Biddick Co.

## K F B C

CHEYENNE—EST. 1940

NATIONAL BROADCASTING CO.

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Frontier Broadcasting Co. OPERATED BY: Frontier Broadcasting Co. BUSINESS ADDRESS: Plains Hotel. PHONE: 4461. STUDIO ADDRESS: Plains Hotel. TRANSMITTER LOCATION: Third and Evans Sts. TIME ON THE AIR: 127½ hours weekly. NEWS-PAPER AFFILIATION: Wyoming Eagle, Wyoming Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President.....S. H. Patterson  
Vice-President.....Tracy S. McCracken  
Station Manager.....William C. Grove  
National Sales Manager.....Larry Bloom  
Local Sales Manager.....C. E. Hopkins  
Program Director.....Robert Youmans  
Musical Director.....Del Brandt  
News Editor.....Lee Karsen  
Chief Engineer.....John Dawson

### Coverage

	Daytime	Evening
Population—Primary ....	44,252	36,549
Radio Homes— " .....	5,000	7,000
Radio Homes—Secondary	7,000	10,000

Source: Station survey and estimate.

## K Y A N

CHEYENNE—EST. 1940

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: J. Cecil Bott, Matilda Lannen and Nettie Bott, d/b as The Western Broadcasting Co. of Wyoming. OPERATED BY: Western Broadcasting Co. BUSINESS ADDRESS: 1500 East Fifth St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. TRANSCRIPTION SERVICE: Associated.

### Personnel

Station Manager.....H. L. McCracken  
Commercial Manager.....L. Peach

## K P O W \*

POWELL—EST. 1941

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Albert Joseph Meyer. OPERATED BY: Albert Joseph Meyer. BUSINESS ADDRESS: Powell. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

### Personnel

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

## K V R S

ROCK SPRINGS—EST. 1938

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Wyoming Broadcasting Co. OPERATED BY: Wyoming Broadcasting Co. BUSINESS ADDRESS: 1307 Wyoming St. PHONE: 93. STUDIO ADDRESS: 1307 Wyoming St. TRANSMITTER LOCATION: 1307 Wyoming St. TIME ON THE AIR: 99 hours weekly. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NBC Thesaurus, C. P. MacGregor.

### Personnel

President.....R. R. West  
Station Manager.....H. L. McCracken  
Sales Manager.....Harold Tannehill

Program Director.....Michael Reid  
 Chief Announcer.....Elmer Ellsworth  
 Chief Engineer.....Willard Easterly

# K W Y O

**SHERIDAN—EST. 1934**

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Bighorn Broadcasting Co. OPERATED BY: Bighorn Broadcasting Co. BUSINESS ADDRESS: P. O. Box 727. PHONE: 601. STUDIO ADDRESS: 19 N. Main. TRANSMITTER LOCATION: Park Drive and O'Marr. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. (9½ hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Keystone Broadcasting, Standard Radio.

## Personnel

President.....R. E. Carroll  
 Station Manager.....Jack R. Gage  
 Sales Manager.....Herb W. Siebert  
 Program Director-Chief Announcer,  
 James W. Carroll  
 Chief Engineer.....Bob Crossthwaite

## Coverage

Population—Primary .....	40,995
Radio Homes— " .....	13,665
Population—Secondary .....	70,692
Radio Homes— " .....	18,851

Source: Station Survey.

## Representatives

Sears & Ayer, Inc.  
 Homer Owen Griffith

# TERRITORIES — — POSSESSIONS

## Alaska

# K F Q D

**ANCHORAGE—EST. 1924**

FREQUENCY: 790 Kc. POWER: 250 watts.  
 OWNED BY: Anchorage Radio Club, Inc. OPERATED BY: Anchorage Radio Club, Inc. BUSINESS ADDRESS: KFQD Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 4111 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

General Manager.....W. J. Wagner  
 Program Director.....Ken Laughlin  
 Chief Operator.....L. Tate

## Representative

Romig C. Fuller & Associates

# 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. PHONE: East 380. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Farm Road. TIME ON THE AIR: 7:00 A.M. to 1:00 P.M. and 4:00 P.M. to 11:00 P.M. (13 hours daily). NEWSPAPER AFFILIATION: Fairbanks Daily News-

Miner. NEWS SERVICE: Associated Press, Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

## Personnel

President.....A. E. Lathrop  
 Commercial Manager.....Wilson K. Foster  
 Program Director.....Alvin K. Bramstedt  
 Production Manager.....August Hiebert  
 Publicity Director.....Lincoln W. Miller  
 Musical Director.....Don Adler  
 Chief Engineer.....Stanton D. Bennett

## Coverage

	Daytime	Evening
Population—Primary .....	35,000	50,000
Population—Secondary .....	45,000	60,000

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

## Representative

Gilbert A. Wellington

# K I N Y

**JUNEAU—EST. 1935**

FREQUENCY: 1460 Kc. POWER: 1000 watts.  
 OWNED BY: Edwin A. Kraft. OPERATED BY: Same. BUSINESS ADDRESS: Box 2597. PHONE: 197. SEATTLE OFFICE ADDRESS: 708 American Bank Bldg. 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 12:00 Midnight. NEWS SERVICE: Transradio Press, International News Service. TRANSCRIPTION SERVICES: Standard Radio, MacGregor, Titan and Lang-Worth. MAINTAINS ARTISTS' BUREAU.

**Personnel**

Owner .....Edwin A. Kraft  
 Station Manager .....C. B. Arnold

**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**

MUTUAL BROADCASTING SYSTEM  
 DON LEE BROADCASTING SYSTEM

FREQUENCY: 930 Kc. POWER: 1000 watts.  
 OWNED BY: Alaska Radio and Service Co.  
 OPERATED BY: Alaska Radio and Service Co.  
 BUSINESS ADDRESS: Radio House-KGBU Bldg.  
 STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 10:00 A.M. to 12:30 A.M.; Sunday, 4:00 P.M. to 9:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

**Personnel**

President .....James A. Britton  
 Station Manager .....R. W. Britton  
 Musical Director .....Bradley Starr  
 Chief Engineer .....J. A. Britton

**Coverage**

	Daytime	Evening
Population—Primary ....	26,000	150,000
Radio Homes— " .....		60,000

Source: Mail response analysis and estimate.

**Hawaii**

**K H B C**

**HILO—EST. 1936**  
 CBS-MBS

HAWAIIAN BROADCASTING SYSTEM  
 FREQUENCY: 1230 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.....Al Green  
 National Sales Manager....Henry C. Putnam

**Coverage**

Population—Primary .....	43,000
Population—Secondary .....	10,000

**Representative**

John Blair & Co.

**K G M B**

**HONOLULU—EST. 1930**

CBS—MBS

FREQUENCY: 590 Kc. POWER: 5000 watts.  
 OWNED BY: Hawaiian Broadcasting System, Ltd. OPERATED BY: Hawaiian Broadcasting System, Ltd. BUSINESS ADDRESS: Box 581. PHONE: 2323. STUDIO ADDRESS: Kapiolani Blvd. TRANSMITTER LOCATION: Same. 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.

**Personnel**

President-General  
 Manager.....J. Howard Worrall  
 Station Manager.....Webley Edwards  
 National Sales Manager....Henry C. Putnam  
 Program Director-Chief Announcer...Leo Rumsey  
 Chief Engineer.....Eugene T. Goldrup

**Coverage**

Population—Primary .....	423,332
Radio Homes— " .....	81,300

Source: Mail and telephone surveys; 1940 U. S. Census.

**Representative**

John Blair & Co.

**K G U**

**HONOLULU—EST. 1922**

NBC (RED & BLUE)

FREQUENCY: 760 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  
 Director of Natl. Advertising...R. S. Thurston  
 Assistant Manager.....Don O. Crozier

**Representative**

The Katz Agency



# K T O H

LIHUE—EST. 1940

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Garden Island Publishing Co. OPERATED BY: Same. BUSINESS ADDRESS: Lihue. PHONE: 261-361. STUDIO ADDRESS: Lihue. TRANSMITTER LOCATION: Ahokini, Kauai. TIME ON THE AIR: 16 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  
 Sales Manager.....Robert Barrington  
 Program Director.....William Parsons  
 Production Manager.....Clarence Ashman  
 Women's Editor.....Lorraine Fountain  
 Manager, Filipino Dept.....A. A. Abayalde  
 Manager, Japanese Dept.....T. Fukushima  
 Chief Engineer.....Robert Glenn

## Coverage

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

Source: Radio Commission of Hawaii.

## Representative

Homer Owen Griffith

# Puerto Rico

# W P R A

MAYAGUEZ—EST. 1937

FREQUENCY: 790 Kc. POWER: 2500 watts, d.; 1000 watts, n. OWNED BY: Puerto Rico Adv. Co. OPERATED BY: Same. BUSINESS ADDRESS: McKinley Cor del Rio. PHONE: 269. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Anasco Road. TIME ON THE AIR: 7:00 A.M. to 2:00 P.M. and 4:00 P.M. to 10:15 P.M. NEWS SERVICE: Transradio

## Personnel

President.....Andres Camara  
 Station Manager-Chief Engineer. Ralph P. Perry  
 Program Director.....P. R. Fermanintt  
 Chief Announcer.....Mario Acosta  
 Musical Director.....Celso Torres

## Coverage

	Daytime	Evening
Population—Primary	500,000	300,000
Radio Homes—"	50,000	40,000

Source: Station survey.

# W P A B

PONCE—EST. 1940

FREQUENCY: 1370 Kc. POWER: 1000 watts. OWNED BY: Portorican American Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Ponce. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

# W P R P

PONCE—EST. 1934

FREQUENCY: 1520 Kc. POWER: 5000 watts, d.; 1000 watts, n. 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.

## Personnel

General Manager.....Julio M. Conesa

# W K A Q

SAN JUAN—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 620 Kc. POWER: 5000 watts. OWNED BY: Radio Corporation of Porto Rico. OPERATED BY: Radio Corporation of Porto Rico. BUSINESS ADDRESS: P. O. Box 3746. PHONE: 2014. NEW YORK OFFICE: c/o International Telephone & Telegraph Corp., 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 Press.

## Personnel

President.....H. H. Buttner  
 Vice-President-Gen. Manager...John A. Zerbe  
 Commercial Manager.....Jose C. Irizarry

# W N E L

SAN JUAN—EST. 1934

FREQUENCY: 1320 Kc. POWER: 5000 watts. OWNED BY: Juan Piza. OPERATED BY: Same. BUSINESS ADDRESS: 59 Brau St. PHONE: 107. STUDIO ADDRESS: 59 Brau St.; 99 Sol St. TRANSMITTER LOCATION: 99 Sol St. TIME ON THE AIR: 6:45 A.M. to 11:15 P.M. NEWS SERVICES: Transradio News, Radio News Assoc. MAINTAINS ARTISTS' BUREAU.

## Personnel

Owner-Operator.....Juan Piza  
 General Manager.....Gustavo Diaz  
 Commercial Manager.....Augustin Camunas  
 Chief Engineer.....William N. Greer

## Coverage

Radio Homes—Primary	29,147
" " —Secondary	44,486

# 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, 1941.*

## 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.

Dothan Eagle.....WAGF  
*Licensee*—Dothan Broadcasting Co.,  
Dothan, Ala.

Through stock ownership.....WSFA  
*Licensee*—Montgomery Broadcasting  
Co., Montgomery.

## ARIZONA

Arizona Republic, Phoenix Gazette, KYUM  
Arizona Weekly Gazette, through  
stock ownership.  
*Licensee*—Yuma Broadcasting Co.,  
Yuma, Ariz.

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.

Prescott Daily Courier.....KCRJ  
*Licensee*—Central Arizona Broad-  
casting Co., Jerome, Ariz.

## 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.

Through stock ownership.....KMYC  
*Licensee* — Marysville-Yuba City  
Broadcasters, Inc., Marysville,  
Calif.

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.

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*—Ernest L. Finley, Santa  
Rosa, Calif.

McClatchy Newspapers .....KWG  
*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- KVOR  
 boma Publishing Co.; The Ga-  
 zette & 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.  
 Through stock ownership.....KFKA  
*Licensee*—The Mid-Western Radio  
 Corp., Greeley, 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.

Through stock ownership.....WLAK  
 (Tribune Co.)  
*Licensee*—Lake Region Broadcast-  
 ing Co., Lakeland, Fla.  
 The Miami Daily News.....WIOD  
 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.  
 Daytona Beach News & Journal....WTMC  
 (News Journal Co.)  
*Licensee* — Ocala Broadcasting Co.,  
 Ocala, Fla.  
 Panama City News-Herald.....WDLP  
*Licensee*—Panama City Broadcasting  
 Co., Panama City, Fla.  
 Pensacola News .....WCOA  
 Pensacola Journal  
*Licensee* — Pensacola Broadcasting  
 Co., Pensacola, Fla.  
 St. Petersburg Times.....WTSP  
*Licensee*—Pinellas Broadcasting Co.,  
 St. Petersburg, 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.  
 Tampa Tribune .....WFLA  
*Licensee*—Florida West Coast Broad-  
 casting Co., Tampa, Fla.  
 Tampa Tribune .....WKGA  
*Licensee*—The Tribune Co., Tampa,  
 Fla.

## GEORGIA

Albany Herald .....WALB  
*Licensee*—Herald Publishing Co.,  
 Albany, Ga.  
 Athens Banner-Herald .....WGAU  
*Licensee*—J. K. Patrick Co., Athens,  
 Ga.  
 Augusta Herald .....WGAC  
*Licensee*—The Twin States Broad-  
 casting Co., Augusta, 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.

Gainesville Eagle .....WGGA  
*Licensee*—Harry Estes, Austin Dean  
 & L. H. Christian d/b as Gaines-  
 ville Broadcasters, Gainesville,  
 Ga.  
 La Grange News.....WLAG  
*Licensee*—La Grange Broadcasting  
 Co., La Grange, Ga.  
 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 .....WSOY  
 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.

Through stock ownership.....WFBM  
*Licensee*—WFBM, Inc., Indianap-  
 olis, 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.  
 Vincennes Sun Commercial.....WAOV  
*Licensee* — Vincennes Newspapers,  
 Inc., Vincennes, 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 Globe Ga-  
 zette Co., Mason City, Iowa.  
 The Sioux City Journal.....KSCJ  
*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.

• • • **NEWSPAPER-OWNED STATIONS** • • •

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—KSAL, Inc., Salina, 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 Broadcast-  
 ing Co., Ashland, Ky.

Lexington Herald .....WLAP  
 Licensee—American Broadcasting  
 Corp. of Ky., Lexington, Ky.

Louisville Times .....WHAS  
 Louisville Courier-Journal  
 Licensee—The Courier Journal Co.  
 and the Louisville Times Co.,  
 Louisville, Ky.

Owensboro Messenger .....WOMI  
 Owensboro Inquirer  
 Licensee—Owensboro Broadcasting  
 Co., Owensboro, Ky.

**LOUISIANA**

Capital City Press.....WJBO  
 Licensee—Baton Rouge Broadcast-  
 ing 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 KHBG.)  
 Licensee—Radio Station KRMD,  
 Inc., Shreveport, La.  
 (See KPLC, KRRV and KHBG.)

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**

Holyoke Transcript-Telegram .....WHYN  
 Licensee—Hampden-Hampshire Corp.,  
 Holyoke, Mass.

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—Federated Publications,  
 Inc., Battle Creek, Mich.

Calumet News .....WHDF  
 Houghton Mining Gazette  
 Licensee—Upper Michigan Broad-  
 casting Co., Calumet, Mich.

Grand Rapids Press, Flint Journal, WMBC  
 Kalamazoo Gazette, Saginaw News,  
 Jackson Citizen Patriot, Muskegon  
 Chronicle, Bay City Times, Ann  
 Arbor News (Booth Newspapers,  
 Inc.)  
 Licensee—Michigan Broadcasting  
 Co., Detroit, Mich.

The Detroit News.....WWJ  
 Licensee—The Evening News Asso-  
 ciation, Detroit, Mich.

Marquette (Mich.) Mining Journal..WDBC  
 Licensee—Delta Broadcasting Co.,  
 Escanaba, Mich.

The Daily Mining Journal.....WDMJ  
 The Rhinelander News  
 Rhinelander, Wisc.  
 The Iron Mountain News  
 Iron Mountain, Mich.  
*Licensee*—The Lake Superior Broad-  
 casting Co., Marquette, Mich.  
 Farmington (Mich.) Enterprise.....WCAR  
*Licensee*—Pontiac Broadcasting Co.,  
 Pontiac.

### MINNESOTA

Northwestern Jeweler (Trade KATE  
 Paper)  
*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., pub-  
 lisher of Superior (Wisc.) Tele-  
 gram, both own 32% of stock each.  
*Licensee*—Head of Lakes Broad-  
 casting Co., Duluth, Minn.  
 Stockholders interested in news- WMFG  
 paper publications. (See WEBC)  
*Licensee*—Head of the Lakes Broad-  
 casting 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 Broad-  
 casting Co., Virginia, Minn.  
 Winona Republican-Herald .....KWNO  
 Partners are editor and general man-  
 ager of newspaper.  
*Licensee*—Winona Radio Service,  
 Winona, Minn.

### MISSISSIPPI

Columbus Commercial Dispatch.....WCBI  
*Licensee*—Birney Imes, Columbus,  
 Miss.  
 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.....KFRU  
*Licensee*—KFRU, Inc., Columbia,  
 Mo.

Capital News .....KWOS  
 Post-Tribune  
*Licensee* — Tribune Printing Co.,  
 Jefferson City, Mo.  
 Joplin Globe .....WMBH  
 Joplin News Herald  
*Licensee*—Joplin Broadcasting Co.,  
 Joplin, Mo.  
 Kansas City Star.....WDAF  
*Licensee*—The Kansas City Star Co.,  
 Kansas City, Mo.  
 Stockholders: News Broadcasting KFEQ  
 Co.; officers and directors asso-  
 ciated with St. Joseph News-Press  
 Gazette.  
*Licensee* — KFEQ, Inc., St. Joseph  
 Mo.  
 Poplar Bluff American Republic...KWOC  
*Licensee*—A. L. McCarthy, O. A. Ted-  
 rick and J. H. Wolpers, Poplar  
 Bluff.  
 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

Great Falls Tribune.....KFBB  
*Licensee*—Buttrely Broadcast, Inc.,  
 Great Falls, Mont.  
 Miles City Star.....KRJF  
*Licensee*—Star Printing Co., Miles  
 City, Mont.

### NEBRASKA

Clay County Sun (weekly).....KMMJ  
*Licensee*—KMMJ, Inc., Clay Center,  
 Neb.  
 Hastings Daily Tribune.....KHAS  
*Licensee* — Nebraska Broadcasting  
 Co., Hastings.  
 Stockholders: Sidles Co., Lincoln KFAB  
 State Journal, Lincoln Star.  
*Licensee*—KFAB Broadcasting Co.,  
 Lincoln, Neb.  
 Stockholders: Sidels Co., Lincoln KFOR  
 State Journal, Lincoln Star.  
*Licensee* — Cornbelt Broadcasting  
 Corp., Lincoln, Neb.  
 The Norfolk Daily News.....WJAG  
*Licensee*—The Norfolk Daily News,  
 Norfolk, Neb.

• • • **NEWSPAPER-OWNED STATIONS** • • •

Stockholders interested in State Journal Co., Publishers of Nebraska State Journal and the Evening News; and Star Publishing Co., publisher of Lincoln Daily Star. **KOIL**  
*Licensee*—Central States Broadcasting Co., Omaha, Neb.  
 Omaha World-Herald .....**KOWH**  
*Licensee*—World Publishing Co., Omaha, Neb.

**NEVADA**

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

**NEW HAMPSHIRE**

Through stock ownership.....**WMUR**  
*Licensee*—The Radio Voice of New Hampshire, Inc., Manchester, N.H.

**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: Albuquerque Publishing Co.; Journal Publishing Co.; Scripps-Howard Newspapers (Rocky Mt. Division), Denver Publishing Co. **KOB**  
*Licensee* — Albuquerque Broadcasting Co., Albuquerque, New Mex.  
 Pecos Enterprise, Pecos, Tex.....**KLAH**  
*Licensee* — Carlsbad Broadcasting Co., Carlsbad, N. M.  
 Lexington (Ky.) Herald.....**KICA**  
*Licensee*—Western Broadcasters, Inc., Clovis, 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.  
 Through stock ownership.....**WBTA**  
*Licensee*—Batavia Broadcasting Co., Batavia, 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.

Through stock ownership.....**WJTN**  
*Licensee*—James Broadcasting Co., Jamestown, N. Y.

Through stock ownership.....**WKNY**  
*Licensee*—Kingston Broadcasting Corp., Kingston, N. Y.

Poughkeepsie Sunday Courier.....**WCNY**  
*Licensee*—WCNY Broadcasting Co., Newburgh, N. Y.

Jewish Daily Forward.....**WEVD**  
*Licensee* — Debs Memorial Radio Fund, Inc., New York City.  
 Officers and directors are publishers.

American Newspapers, Inc.....**WINS**  
*Licensee*—Hearst Radio, Inc., New York, N. Y.

Paterson (N. J.) Morning Call.....**WNEW**  
*Licensee* — WODAAM Corp., New York, N. Y.

Niagara Falls Gazette.....**WHLA**  
*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.

Watertown Times .....**WWNY**  
*Licensee*—The Brockway Co., Watertown, N. Y.

Yonkers Herald-Statesman.....**WFAS**  
 (Westchester Newspapers, Inc.)  
*Licensee*—Westchester Broadcasting Corp., White Plains.

**NORTH CAROLINA**

Asheville Daily News.....**WISE**  
*Licensee*—WISE, Inc., 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 Broad-  
 casting Co., Goldsboro.  
 Through stock ownership.....WHKY  
*Licensee*—Catawba Valley Broad-  
 casting Co., Hickory, N. C.  
 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 News-  
 papers Inc.  
 Scripps-Howard Newspapers .....WCPO  
 Cincinnati Post  
*Licensee*—Scripps-Howard Radio  
 Inc., Cincinnati, Ohio.  
 Cincinnati Times Star .....WKRC  
*Licensee*—Cincinnati Times Star Co.,  
 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 Broadcast-  
 ing Corp., Dayton, Ohio.

Through stock ownership.....WING  
*Licensee*—WSMK, Inc., Dayton, Ohio.  
 Owners interested in newspaper WPAY  
 publishing.  
 (Brush-Moore Newspapers, Inc.)  
*Licensee*—Vee Bee Corp., Ports-  
 mouth, Ohio.  
 Stockholders interested in Cleveland WKBN  
 Plain Dealer.  
*Licensee*—WKBN Broadcasting  
 Corp., Youngstown, Ohio.  
 Through stock ownership.....WIZE  
*Licensee*—Radio Voice of Spring-  
 field, Inc., Springfield, Ohio.  
 Youngstown Vindicator & Telegram..WFMJ  
*Licensee*—WKBN Broadcasting  
 Corp., Youngstown, Ohio.

## OKLAHOMA

The Ardmoreite .....KVSO  
*Licensee*—The Ardmoreite Publish-  
 ing 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*—Oil Capitol Sales Corp.,  
 Tulsa, Okla.

## OREGON

Albany Democrat-Herald.....KWIL  
*Licensee*—Central Williamette  
 Broadcasting Co., Albany, Ore.  
 Astoria-Budget .....KAST  
*Licensee*—Astoria Broadcasting Co.,  
 Inc., Astoria, Ore.  
 Bend Bulletin .....KBND  
*Licensee*—The Bend Bulletin, Bend,  
 Ore.  
 Grants Pass Courier.....KUIB  
 Humboldt (Calif.) Times  
 Humboldt (Calif.) Standard  
*Licensee*—Southern Oregon Broad-  
 casting Co., Grants Pass.  
 La Grande Observer.....KLBM  
*Licensee*—Harold 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* — News-Review Co., Roseburg, Ore.

**PENNSYLVANIA**

Allentown Call .....WCBA-WSAN  
 Chronicle & News  
*Licensee*—Lchigh Valley Broadcast-  
 ing Co., Allentown, Pa.  
 Stockholders interested in news- WEST  
 paper publications.  
*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 news- WAZL  
 paper publishing.  
*Licensee* — Hazleton Broadcasting  
 Service, Inc., Hazleton, Pa.  
 Johnstown Tribune .....WJAC  
*Licensee*—WJAC, Inc., Johnstown,  
 Pa.  
 Lancaster Newspapers, Inc.....WGAL  
 Stockholders interested in news-  
 paper publications (Mason Dixon  
 Radio Group, Inc.)  
*Licensee* — WGAL, Inc., Lancaster  
 Pa.  
 Through stock ownership.....WHAT  
*Licensee*—Independence Broadcast-  
 ing Co., Philadelphia, 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 Publish-  
 ing Co., Sharon, Pa.  
 Sunbury Item .....WKOK  
*Licensee* — Sunbury Broadcasting  
 Corp., Sunbury Pa.

Williamsport Sun .....WRAK  
 Williamsport Gazette-Bulletin  
*Licensee* — WRAK, Inc., Williams-  
 port, Pa.  
 Lancaster Newspapers, Inc.....WORK  
 Stockholders interested in news-  
 paper publishing (Mason Dixon  
 Radio Group, Inc., Wilmington,  
 Del.)  
*Licensee*—York Broadcasting Co.,  
 York, Pa.

**SOUTH CAROLINA**

Independent & Daily Mail.....WAIM  
*Licensee*—Wilton E. Hall, Anderson,  
 S. C.  
 Charleston News & Courier.....WTMA  
 Charleston Post  
*Licensee*—Atlantic Coast Broadcast-  
 ing Co., Charleston, S. C.  
 Greenville News .....WFBC  
 Greenville Piedmont  
*Licensee*—Greenville News-Piedmont  
 Co., Greenville, S. C.

**SOUTH DAKOTA**

Stockholder is a newspaper pub- WNAX  
 lisher.  
*Licensee*—WNAX Broadcasting Co.,  
 Yankton, S. D.

**TENNESSEE**

Britol Herald Courier.....WOPI  
 Bristol News Bulletin  
*Licensee*—Radiophone Broadcasting  
 Station WOPI, Inc., Bristol, Tenn-  
 Va.  
 Jackson Sun .....WTJS  
*Licensee*—The Sun Publishing Co.,  
 Inc., Jackson, Tenn.  
 Kingsport Times .....WKPT  
*Licensee*—C. P. Edwards, Jr. & Howard  
 Long d/b Kingsport Broadcasting  
 Co., Kingsport, Tenn.  
 Scripps-Howard Newspapers .....WNOX  
*Licensee* — Scripps-Howard Radio  
 Inc., Knoxville, Tenn.  
 Memphis Commercial Appeal.....WMC  
*Licensee*—Memphis Commercial Ap-  
 peal 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.

Ashland Daily Independent (Ky)....KFDA  
 Through stock ownership.  
*Licensee*—Amarillo Broadcasting  
 Co., Amarillo, Texas.

Amarillo Globe & News.....KGNC  
 Lubbock Avalanche Journal  
*Licensee*—Plains Radio Broadcast-  
 ing Co., Amarillo, Tex.

American Newspapers, Inc.....KNOW  
*Licensee*—Frontier Broadcasting Co.,  
 Austin, Tex.

Beaumont Enterprise .....KRIC  
 Beaumont Journal  
*Licensee* — KRIC, Inc., Beaumont,  
 Texas.

Big Spring Herald.....KBST  
 San Angelo Standard  
 Corpus Cristi Caller  
 Corpus Christi Times  
 Sweetwater Reporter  
*Licensee*—Big Spring Herald Broad-  
 casting Co., Big Spring, Tex.

Brownwood Banner .....KBWD  
*Licensee*—Brown County Broadcast-  
 ing Co., Brownwood, 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 Corpora-  
 tion, 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 Broadcast-  
 ing 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.....KCKL  
 Abilene Reporter-News, Sweetwater  
 Reporter, Big Spring Herald, Paris  
 News, Corpus Christi Caller-Times  
*Licensee*—KCKL, 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 Broad-  
 casting 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.

Vernon Daily Record.....KVWC  
*Licensee*—R. H. Nichols, W. H.  
 Wright & Stewart Hatch d/b as  
 The Northwestern Broadcasting  
 Co., Vernon, Texas.

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.

**UTAH**

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

**VERMONT**

Burlington Daily News.....WCAX  
*Licensee*—Burling Daily News, Inc.,  
 Burlington, Vt.

**VIRGINIA**

Martinsville Bulletin .....WMVA  
*Licensee*—William C. Barnes & Jonas  
 Weiland d/b as Martinsville  
 Broadcasting Co., Martinsville, Va.

• • • **NEWSPAPER-OWNED STATIONS** • • •

Newport News Press.....WGH

Newport News Times-Herald  
*Licensee* — Hampton Roads Broad-  
casting Corp., Newport News.

Ledger-Dispatch .....WTAR  
Virginian Pilot

*Licensee*—WTAR Radio Corp., Nor-  
folk, Va.

Petersburg Progress-Index .....WPID

*Licensee* — Petersburg Newspaper  
Corp., Petersburg, Va.

Richmond News Leader.....WRNL

*Licensee*—Richmond Radio Corp.,  
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.

Through stock ownership.....WSLS

*Licensee* — Roanoke Broadcasting  
Corp., Roanoke, 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**

Beckley Post-Herald & Raleigh WJLS

Register  
*Licensee*—Joe L. Smith, Jr., Beckley,  
W. Va.

Bluefield Daily Telegram.....WHIS

Sunset-News & Times-Leader  
*Licensee*—Daily Telegraph Printing  
Co., Bluefield, W. Va.

The Huntington Advertiser.....WCHS

The Herald-Dispatch  
*Licensee*—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.

Logan Banner .....WLOG

*Licensee*—Clarence H. Frey & Rob-  
ert O. Greever, Logan, W. Va.

Through stock ownership .....WAJR

*Licensee*—West Virginia Radio Corp.,  
Morgantown, 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, Wisc.

Janesville Gazette .....WCLO

*Licensee* — Gazette Printing Co.,  
Janesville, Wisc.

Madison Capital Times.....WIBA

Wisconsin State Journal  
*Licensee*—Badger Broadcasting Co.,  
Inc., Madison, Wisc.

American Newspapers, Inc.....WISN

*Licensee*—Hearst Radio, Inc., Mil-  
waukee, Wisc.

The Milwaukee Journal .....WTMJ

*Licensee*—The Journal Co. (The Mil-  
waukee Journal), Milwaukee, Wisc.

Racine Journal Times.....WRJN

Catholic Daily Tribune  
*Licensee* — Racine Broadcasting  
Corp., Racine, Wisc.

Stock & Dairy Farmer.....WJMC

*Licensee*—Walter H. McGenty, Rice  
Lake, Wisc.

The Sheboygan Press.....WHBL

*Licensee*—Press Publishing Co., She-  
boygan, Wisc.

Wisconsin Rapids Tribune.....WFHR

*Licensee*—Wm. F. Huffman, Wiscon-  
sin Rapids, Wisc.

**WYOMING**

Wyoming Eagle & Wyoming State KFBC

Tribune & Leader  
*Licensee*—Frontier Broadcasting Co.,  
Cheyenne, Wyo.

**ALASKA**

Fairbanks News-Miner .....KFAR

*Licensee*—Midnight Sun Broadcast-  
ing Co., Fairbanks, Alaska.

**HAWAII**

Honolulu Advertiser .....KGU

*Licensee* — Marion A. Mulrony &  
Advertiser Publishing Co., Ltd.,  
Honolulu, T. H.

Garden Island Publishing Co.....KTOH

*Licensee*—Garden Island Publishing  
Co., Lihue, T. H.