

ILLINOIS

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 223

W M R O

AURORA—EST. 1938

Frequency: 1280 Kc.....Power: 250 Watts
Owned-Operated By.....Martin R. O'Brien
Address.....34 S. River St.
Phone Number.....Aurora 4215
Transmitter Location.....N. Aurora
Time on the Air.....6:30 a.m. to local sunset
News Service.....AP
Transcription Service: NBC Thesaurus; Key-
stone Broadcasting System; BMI

Personnel

Owner-General Manager... Martin R. O'Brien
Sales Promotion Manager... Vincent G. Coffey
Program-Musical Director... Mary Louise Brown
Publicity Director.....Janet Goss
Artists' Bureau Head..... Frances Cook
Bookkeeper Veronica Hammond
Continuity Director..... Julie Van der Meer
Chief Engineer..... Leo Burch

W J B C

BLOOMINGTON—EST. 1934

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By... A. M. McGregor, Hugh
L. Gately & D. C. McGregor
Business Address.....209 E. Washington
Phone Number.....535
Studio Addresses: 209 E. Washington; Mc-
Lean County Farm Bureau Bldg.; Illinois
Wesleyan Campus; Illinois State Normal
University
Transmitter Location.....West Gregory St.,
Normal, Ill.
Time on the Air.....6 a.m. to 10 p.m.
News Service.....Transradio
Transcription Service.....C. P. MacGregor;
Lang-Worth
Representative.....Spot Sales, Inc.

Personnel

President and Station
Manager A. M. McGregor
Commercial Manager..... Hugh L. Gately
Chief Announcer..... Stanley Lantz
Traffic Manager..... Marjorie Stanbus
Artists' Bureau Head..... Al Staas
Musical Director..... Don Glasgow
Chief Engineer..... Ted Bailey

W K R O

CAIRO—EST. 1941

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Oscar C. Hirsch
Address.....Cairo

Transmitter Location North of Cairo
Time on the Air Unlimited license

Personnel

Owner Oscar C. Hirsch

W C A Z

CARTHAGE—EST. 1921

Frequency: 1080 Kc.....Power: 250 Watts
Owned-Operated By.... Superior Broadcasting
Service, Inc.

Business Address Carthage
Phone Number..... 520
Studio Address..... Carthage; Macomb, Ill.
Transmitter Location..... R.F.D., Carthage
Time on the Air.... Daytime to local sunset
News Service UP
Transcription Service..... NBC Thesaurus

Personnel

President Bob Compton
Station Manager..... John Palmer
Program Director..... Antoinette Palmer
Chief Announcer..... Boyce Butterfield

W D W S

CHAMPAIGN—EST. 1937

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..... Champaign News-
Gazette, Inc.
Address 48 Main St.
Phone Number 6-1855
Transmitter Location Champaign
Time on the Air Unlimited license
Newspaper Affiliation Champaign News-
Gazette
Transcription Service Associated Music
Publishers

Personnel

Station Manager Marajen Stevick

W A A F

CHICAGO—EST. 1922

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Operated By Chicago Daily Drivers
Journal

Address Palmer House
Phone Number Randolph 1932
Transmitter Location..... 1001 Exchange Ave.
Time on the Air..... 6 a.m. to local sunset
Newspaper Affiliation.. Chicago Daily Drivers
Journal

News Service..... UP
Transcription Service..... Standard Radio;
Lang-Worth
Representative... George P. Hollingbery Co.

Need New Bounce Back of Your Advertising

—to turn today's purchasing power into profits?



Use **WBBM**.

Sixteen years straight advertisers have picked **WBBM** to carry more of their advertising than any other big Chicago station. Regularly 8 out of 10 renew, too.

And only *results* result in renewals.

If you feel your advertising is “under wraps” in the nation's second market, we have some *recent results* you'd like to see.

WBBM

50,000 WATTS  CHICAGO

Owned and operated by Columbia Broadcasting System. Represented by RADIO SALES: New York
St. Louis • Charlotte • San Francisco • Los Angeles

Personnel

PresidentWard A. Neff
 General Manager.....William E. Hutchinson
 Commercial Manager.....Arthur F. Harre
 Sales Promotion Manager...Walter Beadell
 Program Director-Chief
 AnnouncerLeland Gillette
 Musical Director.....James Kozak
 Chief Engineer.....Carl Uhlrich

W A I T

CHICAGO—EST. 1941

Frequency: 820 Kc.....Power: 5000 Watts
 (C. P. 10000 Watts)
 Owned-Operated By.....WAIT, Inc.
 Address.....360 N. Michigan Avenue
 Phone NumberState 3077
 Transmitter Location.....Church Road,
 Elmhurst, Ill
 Time on the Air..Variable Sign-off Schedule
 News Service:.....AP
 Transcription Service.....Associated Music
 Publishers
 Representative.....The Walker Co.

Personnel

PresidentGene T. Dyer
 Station-Commercial Manager,
 Herbert P. Sherman
 Program Director.....Joseph Rudolph
 Chief Engineer.....Edward J. Jacker

W B B M

CHICAGO—EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 780 Kc.....Power: 50,000 Watts
 Owned-Operated By...The Columbia Broad-
 casting System, Inc.
 Address410 North Michigan Ave.
 PhoneWhitehall 6000
 Transmitter Location.....Glenview, Illinois
 Time on the Air.....5:30 a.m. to 1:30 a.m.
 News Service.....AP; INS; UP
 Transcription Service.....Associated Music
 Publishers
 RepresentativeRadio Sales

Personnel

PresidentWm. S. Paley
 Vice-President and Station
 ManagerH. Leslie Atlass
 Assistant Manager.....J. L. Van Volkenburg
 Commercial Manager.....J. Kelly Smith
 Sales Promotion Manager.....King Park
 Program Director.....Walter J. Preston
 Assistant Program Director...Stuart Dawson
 Western Division Publicity
 DirectorJames J. Kane
 Chief AnnouncerGeorge Guyon
 Office Manager.....John V. McLoughlin
 Musical Director.....Caesar Petrillo
 Chief Engineer.....Frank B. Falknor

W C F L

CHICAGO—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1000 Kc.....Power: 10000 Watts
 Owned-Oper. By..Chicago Federation of Labor
 Address.....666 Lake Shore Drive
 Phone Number.....Superior 5300
 Transmitter Location...Downers Grove, Illinois
 Time on the air: 6 a.m. to 12:30 midnight;
 Sundays, 8:30 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....The Katz Agency

Personnel

President.....John Fitzpatrick
 General Manager.....Maynard Marquardt
 Commercial Manager.....M. B. Wolens
 Program-Publicity Director....George T. Case
 Chief Announcer.....Robert M. Purcell
 Control Room Supervisor.....G. O. Porter
 Transmitter Supervisor.....John J. Kurilla
 Musical Director.....John Kelly
 Chief Engineer.....Maynard Marquardt

W C R W

CHICAGO—EST. 1926

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....Clinton R. White
 Address.....2756 Pine Grove Ave.
 Phone Number.....Diversey 4440
 Transmitter Location...2756 Pine Grove Ave.
 Time on the air: 11 a.m. to 2 p.m. and 5 p.m. to
 7 p.m.

Personnel

Owner.....Clinton R. White

W E D C

CHICAGO—EST. 1926

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Emil Denemark, Inc.
 Address.....3860 Ogden Ave.
 Phone Number.....Crawford 4100
 Transmitter Location.....3860 Ogden Ave.
 Time on the air: 77 hours weekly
 News ServiceUP

Personnel

President.....Emil Denemark
 Manager.....Frank J. Koinour
 Sales Promotion Manager.....Don F. Lavery
 Program Director.....Ted E. Burklund
 Chief Announcer.....Al LaValle
 Musical Director-Artists' Bureau Head,
 William P. Brady
 Supervising Engineer...Edward M. Ziolkowski
 Chief Engineer.....C. K. Frisk



During 1940 and 1941, surveys repeatedly showed that when messages of national importance were broadcast over all major Chicago stations—W-G-N had the largest audience!

When you can have this large, alert, W-G-N audience, why take less?

A clear channel station **WGN** *—720 kilocycles*

The FIRST STATION in Chicago

The FIRST CHICAGO STATION in the Middle West

MUTUAL BROADCASTING SYSTEM

W E N R

CHICAGO—EST. 1925

BLUE NETWORK

Frequency: 890 Kc. Power: 50000 Watts
 Owned-Operated By Blue Network Co.
 Address Merchandise Mart
 Phone Number Superior 8300
 Transmitter Location Tinley Park, Ill.
 Time on the air: 3 to 6:30 p.m. and 8 p.m. to 1 a.m.; Saturdays, 3-6:30 p.m. and 12 mid-night to 1 a.m.; Sundays, 12 noon to 7 p.m. and 8 p.m. to 1 a.m.
 News Service AP; INS; UP
 Transcription Service NBC Thesaurus, Standard Radio
 Representative Blue Network

Personnel

President Mark Woods
 V.P.—Central Div. Mgr. E. R. Borroff
 Program Manager James Stirton
 Advertising and Sales Promotion Manager, E. J. Huber
 Chief Announcer Gene Rouse
 Publicity Director Anthony J. Koelker
 Production Manager Maurice Wetzel
 Sales Manager Merritt Schoenfeld
 Continuity Editor L. J. Edgely
 Director of Public Service Programs, William E. Drips
 Sales Traffic Manager Ray M. Neihenge
 Research Manager G. A. Vernon

W G E S

CHICAGO—EST. 1924

Frequency: 1390 Kc. Power: 5000 Watts
 Owned-Operated By Oak Leave Broadcasting Station, Inc.
 Address 14 N. Western Ave.
 Phone Number Seeley 8066
 Transmitter Location Ashburn (Chicago)
 Time on the Air Unlimited license
 News Service AP
 Transcription Service Associated Music Publishers
 Representative Forjoe & Co.

Personnel

Station Manager Gene T. Dyer
 Commercial Manager Arnold B. Hartley
 Sales Promotion Manager M. E. Clemens
 Musical Director John Van
 Chief Engineer George Bush

W G N

CHICAGO—EST. 1924

MUTUAL

Frequency: 720 Kc. Power: 50000 Watts
 Owned-Operated By WGN, Inc.
 Address 441 N. Michigan Ave.
 Phone Number Superior 0100
 Transmitter Location Roselle, Illinois
 Time on the Air: 5:30 a.m. to 1:35 a.m.; Saturdays, 5:30 a.m. to 2 a.m.; Sundays, 8 a.m. to 1:35 p.m.
 Newspaper Affiliation The Chicago Tribune
 News Service AP, UP, Chicago Tribune
 Transcription Service World Broadcasting System
 Representative WGN, Inc. (N. Y.); Paul H. Raymer Co.

Personnel

President Col. Robert R. McCormick
 Manager Director W. E. Macfarlane
 Broadcasting Manager Frank P. Schreiber
 Commercial Manager William A. McGuineas
 Program Director Joseph Ainley
 Sales Promotion Manager Ben H. Berentson
 Special Events-Publicity Director Bruce Dennis
 News Editor Tom Foy
 Talent Division Head Marvin Welt
 Farm Director William R. Denslow
 Concert Division Head Austin Wilder
 Musical Director Henry Weber
 Chief Engineer Carl J. Meyers



How To Get Results In Mid-West America

LIT is an accepted fact among hundreds of advertisers that advertising on WLS gets results.

A mail order advertiser, for example, offered a permanent wave kit for 50¢ on a WLS morning program three days weekly. He got results—but quick! From 23 programs he received 18,136 orders, each with 50¢ enclosed!

For information on how you can use WLS to get results in Chicago and the Middle West, write Glenn Snyder at WLS . . . or ask any John Blair man.

Use!



890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The
**PRAIRIE
FARMER
STATION**
BURRIDGE D. BUTLER
President
GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

CHICAGO

And To Get Results In Arizona

KOY
CBS AFFILIATE
PHOENIX
ARIZONA

KEY STATION OF THE ARIZONA
NETWORK—KOY, PHOENIX—KTUC,
TUCSON—KSUN, BISBEE—DOUGLAS

1000 WATTS ON
550 KC

"That Explains the Coverage"

Represented by **JOHN BLAIR & CO.**

Use!



WIND

CHICAGO

(For station listing see Gary, Ind.)

WJJD

CHICAGO—EST. 1932

Frequency: 1160 Kc.....Power: 20000 Watts
 Owned By.....WJJD Incorporated
 Operated By.....Ralph L. Atlass
 Address.....230 North Michigan Ave.
 Phone Number.....STAt 5466
 Transmitter Location.....Desplaines, Illinois
 Time on the Air.....4:30 a.m. to sundown
 News Service.....Transradio
 Transcription Service.....Standard Radio;
 Langworth
 Representative.....Paul H. Raymer Company

Personnel

President.....Ralph L. Atlass
 Vice-President.....H. Leslie Atlass
 Asst. to President-Program Director
 Al Hollender
 Commercial Manager.....Frederick Harm
 Chief Engineer.....Walter Myers

WLS

CHICAGO—EST. 1924

BLUE NETWORK

Frequency: 890 Kc.....Power: 50000 Watts
 Owned-Operated By...Agricultural Broadcast-
 ing Co.
 Address.....1230 W. Washington Blvd.
 Phone Number.....Monroe 9700
 Transmitter Location....U. S. 45 and 183rd St.,
 Tinley Park, Ill.
 Time on the Air: 5 a.m. to 3 p.m. and 6:30 to
 8 p.m.; Saturdays, 5 a.m. to 3 p.m. and 6:30
 p.m. to 12 midnight; Sundays, 8 a.m. to 12
 noon and 7 to 8 p.m.
 News Service.....AP, UP
 Representative.....John Blair & Co.

Personnel

President.....Burridge D. Butler
 Treasurer.....George Cook
 Station Manager.....Glenn Snyder
 Commercial Manager.....Charles F. Freeman
 Artists' Bureau Head.....George Ferguson
 Publicity and Sales Promotion
 Director.....Don Kelley
 Program Director.....Harold Safford
 Farm Program Director.....Arthur C. Page
 Sales Service Manager....Wells H. Barnett, Jr.
 Continuity Director.....Frank Baker

FOR
 MAXIMUM
 RESULTS in CHICAGO
 at MINIMUM
 COST...

CHECK UP ON

WIND

5000 WATTS • 560 KC • FULL TIME
 Studios in Gary, Indiana and Chicago, Ill.

National Sales Offices
 230 North Michigan Avenue, Chicago, Ill.

WJJD

20,000 WATTS • CHICAGO

*"The Nation's Largest
 Independent Station"*



*Specializing in creating
 audience response to the
 sponsor's product.*



News Editor..... Julian Bentley
 Educational Director..... Harriet Hester
 Traffic Manager..... Grace Cassidy
 Production Manager..... Al Boyd
 Musical Director..... Phil Kalar
 Chief Engineer..... Thomas L. Rowe

W M A Q

CHICAGO—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 670 Kc..... Power: 50000 Watts
 Owned-Operated By

National Broadcasting Co., Inc.

Address..... Merchandise Mart
 Phone Number..... Superior 8300
 Transmitter Location..... Elmhurst, Ill.
 Time on the Air..... 6:15 a.m. to 1 a.m.
 News Service..... AP, INS, UP
 Transcription Service..... NBC Thesaurus,
 Standard Radio
 Representative..... National Broadcasting Co.

Personnel

President..... Niles Trammell
 V-P, Central Division Mgr..... Harry C. Kopf
 Division Engineer..... Howard C. Luttgens
 Supervisor of Music Library..... D. A. Marcotte
 Night Manager..... E. C. Cunningham
 Special Events Director..... Kenneth D. Fry
 Asst. to Manager..... A. W. Kaney
 Chief Announcer..... William Kephart
 Publicity Director..... William Ray
 Continuity Editor..... William Murphy
 Production Manager..... Wynn Wright
 Sales Manager..... M. M. Boyd
 Business Manager..... John F. Whalley
 Program Manager..... Jules Herbuveaux
 Advertising and Sales Promotion Manager,
 Emmons C. Carlson
 Musical Director..... Roy Shield
 Director of Public Service Programs,
 Judith Waller

(See Page 400)

W M B I

CHICAGO—EST. 1926

Frequency: 1110 Kc..... Power: 5000 Watts
 Owned-Operated By..... The Moody Bible
 Institute of Chicago

Address..... 153 Institute Place
 Phone Number..... Michigan 1570
 Transmitter Location..... Addison, Ill.
 Time on the Air: Limited time with WBT: 75½
 to 102½ hours weekly
 News Service..... UP
 Transcription Service..... Standard Radio,
 World Broadcasting System

Personnel

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

W S B C

CHICAGO—EST. 1925

Frequency: 1240 Kc..... Power: 250 Watts
 Owned By..... Gene T. Dyer and partners
 Operated By..... Radio Station WSBC
 Address..... 2400 W. Madison St.
 Phone Number..... Seeley 8066
 Transmitter Location..... 2400 W. Madison St.
 Time on the Air: 6 to 8:30 a.m., 10 to 11 a.m.,
 8 to 10 p.m. and 11 to 12 midnight.

News Service..... AP
 Transcription Service..... Associated Music
 Publishers
 Representative..... Forjoe & Co.

Personnel

President-General Manager..... Gene T. Dyer
 Program Sales Executive..... Arnold B. Hartley
 Program Director..... Ruth Shelly
 Musical Director..... Dean Remick
 Chief Engineer..... Ed Jacker

W H F C

CICERO—EST. 1926

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... WHFC, Inc.
 Address..... 6138 W. Cermak Road
 Phone Number..... Lawndale 8228, Cicero 4305
 Transmitter Location..... 6138 W. Cermak Road
 Time on the Air: Unlimited license (18-hours
 daily)

News Service..... UP

Personnel

President..... R. F. Hoffman
 Manager..... M. E. Clifford
 Chief Announcer..... John Ravenel
 Chief Engineer..... George M. Ives, Jr.

W D A N

DANVILLE—EST. 1938

Frequency: 1490 Kc..... Power: 250 Watts
 Owned By..... Northwestern Publish-
 ing Co.

Operated By..... Danville Commercial News
 Address..... 202 W. Hazel St. (Hotel
 Wolford)

Phone Number..... 1700
 Transmitter Location..... 1500 N. Washington
 Avenue

Time on the Air..... 7 a.m. to 10:15 p.m.
 Newspaper Affiliation..... Danville Commer-
 cial News

News Service..... UP
 Transcription Service..... Standard Radio
 Representative..... J. P. McKinney & Son

Personnel

General Manager..... E. C. Hewes
 Station Manager..... Francis A. Higgins
 Commercial Manager..... Guy F. Kitchen
 Sales Promotion Manager..... Ward White

Program Director Cody Noble
 Publicity Director-Chief
 Announcer Del Greenwood
 Musical Director Marie Karlstrom
 Chief Engineer Ted Magin

W S O Y

DECATUR—EST. 1924

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Commodore Broad-
 casting, Inc.
 Address 351-357 No. Main St.
 Phone Number 5371-2
 Transmitter Location 1891 No. Oakland Ave.
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 7:30 a.m. to 12 midnight
 Newspaper Affiliation Decatur Herald,
 Decatur Review
 News Service AP (Radio)
 Transcription Service ... Standard Radio, C. P.
 MacGregor, Keystone Broadcasting System
 Representative Sears & Ayer, Inc.

Personnel

President F. W. Schaub
 General Manager Merrill Lindsay
 Program Director Easter Straker
 Chief Announcer Hugh Muncy
 Musical Director Joe Mitchell
 Chief Engineer M. H. Stuckwish

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-Operated By Mississippi Valley
 Broadcasting Co., Inc.
 Address ... Broadview Hotel, 5th and Broadway
 Phone Number East 4390
 Transmitter Location Broadview Hotel, 5th
 and Broadway
 Time on the Air 6 a.m. to 1 a.m.
 News Service INS
 Representative Sears & Ayer

Personnel

General Manager Carlin S. French
 Sales Promotion-Production Manager,
 Ralph Randall
 Program Director Harry Coleman
 Musical Director William Hart
 Chief Engineer Thos. R. McLean

W G I L

GALESBURG—EST. 1938

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Galesburg Broad-
 casting Co.

Address Hill Arcade
 Phone Number 4626 Main
 Transmitter Location Hill Arcade
 Time on the Air Unlimited license
 News Service INS, UP
 Transcription Service Standard Radio
 Representative Sears & Ayer

Personnel

President and General Manager,
 Howard A. Miller
 Commercial Manager Rollin B. Laughner
 Program Director-Traffic Manager,
 Zala Lanphere
 Chief Announcer Bill Traylor
 Chief Engineer Gerald Foster

W E B Q

HARRISBURG—EST. 1923

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Harrisburg Broad-
 casting Company
 Address 100 East Poplar St.
 Phone Number 28
 Transmitter Location 100 East Poplar St.
 Time on the Air 6 a.m. to 10 p.m.
 News Service UP

Personnel

Station Manager I. M. Taylor
 Sales Promotion Manager-Chief Announcer,
 Lindle Moore
 Program-Musical Director Virginia Crane
 Publicity Director Harold Cook
 Production Manager Bob Franz
 Chief Engineer Joseph R. Tate

W J P F

HERRIN—EST. 1940

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Orville W. Lyerla
 Address Herrin
 Phone Number 382 and 383
 Transmitter Location Herrin
 Time on the Air 6 a.m. to 10:15 p.m.
 News Service UP
 Transcription Service World Broadcasting
 System
 Representative Sears & Ayer, Inc.

Personnel

President Orville W. Lyerla
 Station Manager Charles R. Cook
 Program Director Fred Reinhardt
 Production Manager Edgar C. Deffenbaugh
 Chief Engineer Lynton Lemond

W L D S

JACKSONVILLE—EST. 1941

Frequency: 1180 Kc. Power: 250 Watts
 Owned-Operated By Stephenson, Edge &
 Kormsmeier
 Address Illinois Theater Bldg.

Phone Number.....1180
 Transmitter Location.....1½ miles east of
 Jacksonville
 Time on the Air.....Daytime license
 News Service.....UP
 Transcription Service.....Standard Radio

Personnel

General Manager.....Edgar Parsons
 Sales Promotion Manager....Pat O'Halloran
 Production Manager.....John O'Connor
 Chief Announcer.....Ken Lambert
 Musical Director.....Peg Parsons
 Chief Engineer.....Gerald Cassens

W C L S

JOLIET—EST. 1923

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....WCLS, Inc.
 Address.....7 East Clinton St.
 Phone Number.....Joliet 4761
 Transmitter Location.....Maple Rd.
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Associated Music
 Publishers

Personnel

President.....Walter Ashe
 Station Manager.....Robert M. Holt

Commercial-Sales Promotion Manager,
 Frank R. Davis
 Program Director-Chief Announcer,
 James Mitchell
 Publicity Director.....Roger Patrick
 Chief Engineer.....Lester De Costa

W M B D

PEORIA—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1470 Kc.....Power: 5000 Watts
 Owned-Operated By.....Peoria Broadcasting
 Company
 Address.....200 Alliance Life Bldg.
 Phone Number.....7133
 Transmitter Location.....Highway No. 29,
 halfway between Peoria and Pekin
 Time on the Air: 5:45 a.m. to 12 midnight.
 Sundays, 8 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Standard Radio,
 Lang-Worth, BMI
 Representative.....Free & Peters, Inc.

Personnel

President and Manager.....Edgar L. Bill
 Assistant Manager.....Charles C. Caley
 National Sales Manager....Hugh K. Boice, Jr.
 Promotion Manager.....C. Russell Ehresman

Everything **Points To**
ROCKFORD

- ☆ A GREAT DEFENSE MARKET
- ☆ LOCATION OF CAMP GRANT
- ☆ 2ND MACHINE TOOL CITY IN U. S.
- ☆ PAYROLLS HITTING NEW HIGHS
- ☆ RETAIL SALES 40% OVER 1940

WROK ROCKFORD'S 1000 WATT MUTUAL OUTLET

*Owned and Operated by Rockford Consolidated Newspapers, Inc.
 The Rockford Morning Star and Register-Republic*

National Representatives:
HEADLEY-REED CO.

ROCKFORD IS 100 MILES WEST OF CHICAGO

Program Director.....R. Brooks Watson
 Director of Womens Activities,

Josephine Wetzler
 Continuity Director.....Vernon Nolte
 Farm Editor.....Emill Bill
 Artists' Bureau Head.....Milton Budd
 Musical Director.....Robert Black
 Chief Engineer.....Ted Giles

W T A D

QUINCY—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 930 Kc.....Power: 1000 Watts
 Owned-Operated By.....Illinois Broadcasting Corp.

Address.....W.C.U. Bldg., 510 Main St.
 Phone Number.....6200
 Transmitter Location.....Quincy Gardens
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....World Broadcasting System, C. P. MacGregor

Representative.....The Katz Agency

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
 Traffic Director.....Zoula Gatewood
 Musical Director.....Connie Williams
 Chief Engineer.....Francis Wentura

W R O K

ROCKFORD—EST. 1923

MUTUAL BROADCASTING SYSTEM

Frequency: 1440 Kc.....Power: 1000 d. 500 n.
 Owned-Operated By.....Rockford Broadcasters, Inc.

Address.....News Tower
 Phone Number.....Main 5632
 Transmitter Location.....Kilburn Ave. Rd.
 Newspaper Affiliation.....Rockford Morning Star, Rockford Register Republic
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....Headley-Reed Co.

Personnel

President.....Ruth Hanna Simms
 Managing Director.....James Rodgers
 General Manager.....Walter Koessler
 Sales Promotion Manager.....William R. Traum
 Program Director.....John Dixon
 Public Relations Director,

Florence Lovejoy Shugars

Chief Announcer-Artists' Bureau,

Maurice P. Owens

Continuity Director.....Marjorie Hillard
 Musical Director.....Lorna Lane
 Chief Engineer.....Thomas C. Cameron

W H B F

ROCK ISLAND—EST. 1925

MUTUAL BROADCASTING SYSTEM

Frequency: 1270 Kc.....Power: 5000 Watts
 Owned-Operated By.....Rock Island Broadcasting Co.

Business Address.....1800 Third Ave.
 Phone Number.....918 and 919
 Studio Addresses...1800 Third Ave., Fifth Ave. Bldg., Moline; Orpheum Theater, Davenport, Iowa

Transmitter Location....23rd Ave. and 52 St., Moline, Ill.

Time on the Air: 5:30 a.m. to 12 midnight, Sundays, 8 a.m. to 12 midnight.

Newspaper Affiliation..The Rock Island Argus
 News Service.....AP, UP
 Transcription Service.....Standard Radio, Lang-Worth

Representative...Howard H. Wilson Company

Personnel

President.....John W. Potter
 Vice-President-General Manager..L. C. Johnson
 Commercial Manager.....Maurice Corken
 National Sales Manager.....Marvin Rosene
 Program Manager....J. Woodrow Magnuson
 Publicity Director.....Don Wright
 Sales Promotion Manager.....Ted Arnold
 Sports Director.....Van Patrick
 Director of Women's Programs..Millicent Polly
 Traffic Manager.....Forest Cooke
 Musical Director.....Lucia Thompson
 Chief Engineer.....R. J. Sinnett

W C B S

SPRINGFIELD—EST. 1928

BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Operated By.....WCBS, Inc.
 Address.....523 E. Capital
 Phone Number.....9855
 Transmitter Location.....2200 S. 6th
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper Affiliation...Illinois State Journal
 News Service.....AP
 Representative.....Sears & Ayer, Inc.

Personnel

President.....Harold L. Dewing
 Vice-President.....A. W. Shipton
 Secretary.....L. G. Pefferle
 Station Manager.....Jack Heintz
 Publicity Director.....Lyle Munson
 Chief Announcer.....C. A. Miller
 Sales Promotion Manager.....Carroll Neeld
 Musical Director.....John Geil
 Chief Engineer.....Richard L. Ashenfelter

WTAX

SPRINGFIELD—EST. 1930

Frequency: 1240 Kc. Power: 100 Watts
 Owned By: WTAX, Inc.
 Operated By: Jay A. Johnson
 Business Address: 204 Reisch Bldg.
 Phone Number: 2-4441
 Studio Address: 117-119 S. 5th St.
 Transmitter Location: 117-119 S. 5th St.
 Time on the Air: 6 a.m. to 11:30 p.m.; Sundays,
 7 a.m. to 11:30 p.m.

News Service: UP
 Transcription Service: Associated Music
 Publishers

Representative: The Foreman Company

Personnel

President and Manager: Jay A. Johnson

WDZ

TUSCOLA—EST. 1921

Frequency: 1050 Kc. Power: 1000 Watts
 Owned-Operated By: WDZ Broadcasting
 Company

Address: Star Building
 Phone Number: 98 and 153
 Transmitter Location: Intersection of U. S.
 Highways 36 and 45

Time on the Air: Sunrise to sunset
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: Howard H. Wilson Co.

Personnel

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

WILL

URBANA—EST. 1922

Frequency: 580 Kc. Power: 5000 d.
 Owned-Operated By: University of Illinois
 Business Address: Urbana
 Phone Number: 7-2400 and 7-2616
 Studio Address: 400 S. Wright St.
 Transmitter Location: 1 mile south on First
 St. Road, Champaign, Ill.
 Time on the Air: 6:30 a.m. to local sunset
 Newspaper Affiliation: Daily Illini (student
 newspaper)

News Service: AP
 Transcription Service: Lang-Worth

Personnel

Director: Jos. F. Wright
 Program Director: Frank E. Schooley
 Publicity Director: Art Wildhagen
 Chief Announcer: Paul Bolman
 Continuity Editor: Virginia Cook
 Musical Director: Lanson F. Demming
 Production Director: Nat H. Erwin
 Chief Engineer: A. James Ebel
 (Non-Commercial Station)

INDIANA

For Latest U. S. Census, Population and Retail Trade Data
 Please Turn to Page 225

WHBU

ANDERSON—EST. 1922

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Anderson Broad-
 casting Corp.

Business Address: Citizens Bank Bldg.
 Phone Number: 234
 Studio Address: 1110 Meridian St.
 Transmitter Location: 1110 Meridian St.

Time on the Air: 7 a.m. to 10 p.m.
 News Service: UP
 Transcription Services: NBC Thesaurus,
 Standard Radio

Representative: Associated Radio Sales

Personnel

President-General Manager: L. M. Kennett
 Commercial Manager: John R. Atkinson

WTRC

ELKHART—EST. 1931

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Truth Publishing Co., Inc.
 Address: Hotel Elkhart

Phone Number: 948
 Transmitter Location: Oakland Avenue Road
 one mile south Elkhart city limits

Time on the Air: 7 a.m. to 10 p.m.;
 Sundays, 11 a.m. to 9 p.m.

Newspaper Affiliation: Elkhart Daily Truth
 News Service: UP
 Transcription Service: World; Standard
 Radio; Keystone

Representative: Burn-Smith Company, Inc.

Personnel

President: C. D. Greenleaf
 General Manager: R. R. Baker

Program Director.....Paul Upson
 Musical Director.....Ethel Geiss
 Chief Engineer.....Kenneth Singleton

W E O A

EVANSVILLE—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Evansville On The Air, Inc.

Address519 Vine St.
 Phone Number2-1171
 Transmitter LocationEvansville
 Time on the AirUnlimited license
 Transcription ServiceWorld Broadcasting System
 RepresentativeWeed & Co.

Personnel

Secretary-Treasurer
 and General Manager.....Clarence Leich

W G B F

EVANSVILLE—EST. 1925

BLUE NETWORK

NATIONAL BROADCASTING CO.

MUTUAL BROADCASTING SYSTEM

Frequency: 1280 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated ByEvansville On The Air, Inc.

Address519 Vine St.
 Phone Number2-1171
 Transmitter LocationEvansville
 Time on the AirUnlimited license
 Transcription ServiceWorld Broadcasting System
 RepresentativeWeed & Co.

Personnel

General ManagerClarence Leich

W G L

FORT WAYNE—EST. 1924

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By.....Westinghouse Electric Mfg. Co.
 Operated By. Westinghouse Radio Stations, Inc.
 Business Address.....925 So. Harrison St.
 Phone Number.....A-2136
 Studio Address.....Westinghouse Building
 Transmitter Location.....Westinghouse Building
 Time on the Air.....6:30 a.m. to 12 Midnight
 News Service.....UP
 Transcription Service.....NBC Thesaurus.
 Standard Radio

Representative.....National Broadcasting Co.

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.....Eldon Campbell
 Production Director.....Carl Vandagriff
 Chief Announcer.....J. Howard Ackley
 Chief Engineer.....Robert G. Duffield, Jr.

W O W O

FORT WAYNE—EST. 1925

BLUE NETWORK

Frequency: 1190 Kc.....Power: 10,000 Watts
 Owned By...Westinghouse Electric & Mfg. Co.
 Operated By. Westinghouse Radio Stations, Inc.
 Address.....925 So. Harrison St.
 Phone Number.....A-2136
 Transmitter Location.....Routes 30 and 33
 (Junction)

Time on the Air.....5:30 a.m. to 1 a.m.
 News Service.....UP
 Transcription Services.....NBC Thesaurus;
 Standard Radio

Representative.....National Broadcasting Co.

Personnel

Vice-President.....Walter Evans
 Station Manager.....J. B. Conley
 Commercial Manager.....Frank V. Webb
 Auditor.....Kenneth Foellinger
 Program Director.....Eldon Campbell
 Production Manager.....Carl Vandagriff
 Sales Promotion Mgr.....Jack O'Mara
 Chief Announcer.....J. Howard Ackley
 Continuity Supervisor.....H. C. Woehrmeyer
 Musical Director.....Jeanne Brown
 Chief Engineer.....Robert G. Duffield, Jr.

W I N D

GARY—EST. 1927

CBS

Frequency: 560 Kc.....Power: 5,000 Watts
 Owned-Operated By.....Johnson-Kennedy
 Radio Corp.

Business Address.....504 Broadway
 Phone Numbers.....Gary 9191;
 State 4176 (Chicago)

Studio Addresses.....504 Broadway;
 230 N. Michigan Blvd., Chicago

Transmitter Location.....Black Oak, Indiana
 Time on the Air.....6 a.m. to 4 a.m.
 News Service.....AP; Transradio
 National Sales Office Address.. 230 N. Michi-
 gan Blvd., Chicago, Ill.

Representative.....Foreman Company

Personnel

President.....Ralph L. Atlass
 Manager.....Dee O. Coe
 Sales Manager.....John T. Carey
 Program Director.....J. Riley Jackson
 Production Manager.....Robert Diller
 Director of Public Relations.....Al Hollender
 Chief Engineer.....George Maki

(See Page 407)

WHIP

HAMMOND—EST. 1937

Frequency: 1520 Kc.....Power: 5000 Watts
 Owned-Operated By.....Hammond-Calumet
 Broadcasting Corporation
 Business Address: 165 North Michigan Ave.,
 Chicago, Ill.
 Phone NumberRandolph 3727
 Studio Addresses: 5935 S. Hohman Ave.; 165
 N. Michigan, Chicago, Ill.
 Transmitter Location.....137 & Pochman Aves.
 Time on the Air.....6 a.m. to 4 a.m.
 News Service.....INS
 Transcription Service.....Lang-Worth

Personnel

President-General Manager.George F. Sourrier
 Managing Director.....Doris Keane
 Commercial-Sales Promotion
 ManagerRobert E. Potter
 Program Director.....Mark Love
 Production Manager.....Elmer Herkner
 Publicity Director.....Lyn Farnham
 Artists Bureau Head.....Frank Bennett
 Sports Director.....Robert Bryar
 Foreign Director.....Paul Saliner
 Special Features Director.....John Curley
 Musical Director.....Don Maya
 Chief Engineer.....H. V. Fitzcharles

WJOB

HAMMOND—EST. 1928

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated byO. E. Richardson &
 Fred L. Adair
 Address.....449 State St.
 Phone Number.....Hammond 9800
 Transmitter Location.....449 State St.
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....UP
 Representative.....Associated Radio Sales

Personnel

Station Manager.....O. E. Richardson
 Technical Supervisor.....John Felthouse

WFBM

INDIANAPOLIS—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Operated By.....WFBM, Inc.
 Address48 Monument Circle
 Phone Number.....Lincoln 8506
 Transmitter Location.....2 miles northeast of
 Millersville, Indiana
 Time on the Air.....18 hours (regularly)
 News Service.....AP; INS

Why argue with **FACTS?...** *in* **INDIANAPOLIS**

WIRE ☆

**CARRIES MORE
 LOCAL COMMERCIAL
 PROGRAMS THAN
 ALL THREE OTHER
 STATIONS**

Combined!



BASIC NBC RED
 GEO. P. HOLLINGBERRY
 REPRESENTATIVES



Transcription Service.....Associated Music Publishers
 Representative.....The Katz Agency

Personnel

President.....H. M. Bitner, Sr.
 Station Manager.....Lester W. Lindow
 Sales Promotion Manager.....James M. Matheny
 Office Manager.....Harry M. Bitner, Jr.
 Chief Announcer.....Joseph Pierson
 Program Director.....F. O. Sharp
 Continuity Editor.....Don Menke
 Musical Director.....Walter H. Reuleaux
 Chief Engineer.....Harold Holland

W I B C

INDIANAPOLIS—EST. 1938

MUTUAL BROADCASTING SYSTEM

Frequency: 1070 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By...Indiana Broadcasting Corp.

Address.....350 N. Meridian St.
 Phone Number.....Lincoln 2305
 Transmitter Location.....Northwest of Indianapolis

Time on the Air.....6 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Paul H. Raymer Co.

Personnel

President-General Manager.....H. G. Wall
 Commercial Manager.....J. J. Flanigan
 Program Director.....Jack Morrow
 Director of Rural Programs.....William Haley
 Musical Director-Artists' Bureau

Head.....Lester Huff
 Chief Announcer.....William Schingle
 Traffic Manager.....Rosemary Horn
 Chief Engineer.....Harry Adams

W I R E

INDIANAPOLIS—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1430 Kc.....Power: 5000 Watts
 Owned-Operated By...Indianapolis Broadcasting, Inc.

Address.....Claypool Hotel
 Phone Number.....Riley 1541-2-3-4
 Transmitter Location.....44th & Ralston Road
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....AP; UP
 Representative.....Geo. P. Hollingbery, Inc.

Personnel

President.....Eugene C. Pulliam
 Commercial Manager.....Rex Schepp
 Program Director.....Harry Skornla
 Publicity Director.....Eugene S. Pulliam
 Musical Director.....Josephine Mason
 Chief Engineer.....Eugene E. Alden

W I S H

INDIANAPOLIS—EST. 1941

BLUE NETWORK

Frequency: 1310 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By.....Capitol Broadcasting Corporation

Address.....Board of Trade Building
 Phone Number.....Market 6345
 Transmitter Location...Post Road and Rawls Ave.

Time on the Air.....6 a.m. to 1 a.m.
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....Free & Peters, Inc.

Personnel

President-Gen. Manager, G. Bruce McConnell
 Treasurer.....Edward H. Harris
 Vice-President.....Alvin R. Jones
 Business Manager.....Robert E. Bausman
 Program Director.....Miles Reed
 Chief Announcer.....William Frost
 Musical Director.....James Boyer
 Chief Engineer.....Stokes Gresham, Jr.

W K M O

KOKOMO—EST. 1941

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Kokomo Broadcasting Co.

Address.....400 North Main St.
 Transmitter Location.....Kokomo
 Time on the Air.....Unlimited license
 Transcription Service.....Lang-Worth
 Representative.....Cox & Tanz

Personnel

President-Commercial
 Manager.....Dr. Charles K. Boyajian
 Station Manager.....B. A. Manning

W A S K

LAFAYETTE—EST. 1941

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WFAM, Inc.
 Business Address.....Lafayette
 Studio Address.....Wallace Bldg.
 Transmitter Location.....Lafayette
 Time on the Air.....6 a.m. to 12 midnight

Personnel

President.....O. E. Richardson
 Station Manager.....J. Gibbs Spring
 Program Director.....Randolph Bean

W L B C

MUNCIE—EST. 1926

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Donald A. Burton
 Business Address.....Muncie
 Phone Number.....4403

Studio Address: Junction of Highways Nos. 69, 3 and 35, south of Muncie
 Transmitter Location.....South of Muncie
 Time on the Air.....5:30 a.m. to 11:30 p.m.
 News Service.....UP
 Transcription Service.....Associated Music Publishers; Standard Radio
 Representative.....Forjoe & Co.

Personnel

Owner-Station Manager.....Donald A. Burton
 Commercial Manager.....Wm. F. Craig
 Sales Manager.....Wm. F. Craig
 Publicity Director.....Ed De Miller
 Program-Musical Director.....Carl Noble
 Chief Engineer.....Maurice Crain

W G R C

NEW ALBANY (LOUISVILLE, KY.)
 EST. 1936

MUTUAL BROADCASTING SYSTEM
 SOUTHERN NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.. Northside Broadcasting Corp.
 Business Address: Kentucky Home Life Bldg., Louisville, Ky.
 Phone Wabash 3343
 Studio Addresses: Kentucky Home Life Bldg., Louisville, Ky.; Elsby Bldg., New Albany
 Transmitter Location: McCulloch Pike, near New Albany
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....AP; Transradio
 Transcription Service..... Standard Radio; Associated Music Publishers; Lang-Worth
 Representatives.....Burn-Smith Co.; Walter Biddick Co.

Personnel

President and Manager.....S. A. Cisler
 Commercial Manager.....Howard Perry
 Sales Promotion Manager.....Harry Hunter
 Production Manager.....W. S. Luckenbill
 Musical Director.....Harry Arnold
 Chief Engineer.....William Tharp
 Traffic-Continuity Director.....David Wilburn
 News Editor.....Tom Smith

W K B V

RICHMOND—EST. 1926

Frequency: 1490 Kc.....Power: 100 Watts
 Owned-Operated By.....Knox Radio Corp.
 Address.....225 N. 8th St.
 Phone Number.....1434
 Transmitter Location.....North Richmond
 Time on the Air.....Unlimited License
 News Service.....INS
 Transcription Service: Lang-Worth; Keystone Broadcasting System

Personnel

PresidentWilliam O. Knox

W S B T

SOUTH BEND—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 960 Kc.....Power: 500 Watts; (C. P. 1000)
 Owned-Operated By.....South Bend Tribune
 Address.....225 W. Colfax Ave.
 Phone Number.....3-6161
 Transmitter Location: 5 miles south of South Bend on Ironwood Road
 Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 8 a.m. to 11 p.m.
 Newspaper Affiliation...South Bend Tribune
 News Service.....UP
 Transcription Service..... NBC Thesaurus; Standard Radio
 Representative..... Paul H. Raymer Co.

Personnel

PresidentF. A. Miller
 Station Manager.....Franklin D. Schurz
 Commercial Manager.....R. H. Swintz
 Program Director-Chief
 AnnouncerRobert L. Barker
 Publicity Director.....Mary Stockdale
 Musical Director.....Harlan Hogan
 Chief Engineer.....H. Cole

W B O W

TERRE HAUTE—EST. 1925

BLUE NETWORK
 NATIONAL BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Banks of the Wabash, Inc.
 Address303 South Sixth Street
 Phone Number.....Crawford 3394
 Transmitter Location...First St. and Peyton Ave.
 Time on the Air...6:45 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....World Broadcasting System; Langworth
 Representative.....Weed & Company

Personnel

Vice-President-Gen. Manager..Martin L. Leich
 Commercial Manager.....George M. Jackson
 Program Director.....Leo Baxter
 Chief Engineer.....Robert B. Almon

W A O V

VINCENNES—EST. 1940

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Vincennes Newspapers, Inc.
 AddressGrand Hotel
 Phone Number.....787-788
 Transmitter Location: US 41, north of Vincennes (1/2 mile)

Time on the Air: 6 a.m. to 10 p.m.; Sundays,
8 a.m. to 10 p.m.
Newspaper Affiliation Vincennes
Sun-Commercial
News Service UP
Transcription Service Lang-Worth, World
Broadcasting System
Representative George P. Hollingbery Co.

Personnel

Vice-President-General
Manager Howard N. Greenlee
Station Manager Victor H. Lund
Commercial-Sales Promotion
Manager Lawrence O. Hammer
Program Director-Chief
Announcer J. Frank Burger
Publicity Director Anne Gilbert
Musical Director Byron Davidson
Chief Engineer Claude M. Harris, Jr.

W B A A

WEST LAFAYETTE—EST. 1922

Frequency: 920 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By Purdue University
Address Hall of Music, Lafayette
Phone Number 6076
Transmitter Location 6 miles south of La-
fayette
Time on the Air 10 a.m. to 10 p.m.
News Service AP
Transcription Service Standard Radio

Personnel

Business Manager John W. Ditamore
Program Director Gilbert D. Williams
Production Manager Fred L. Conger
Publicity Director Don Brewer

IOWA

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 226

W O I

AMES—EST. 1921 (9YI)

Frequency: 640 Kc. Power: 5000 Watts
Owned-Operated By Iowa State College
Address Service Building
Phone Number 2500; Extension 281
Transmitter Location Service Building
Time on the Air 6 a.m. to local sunset
News Service UP
Transcription Service Standard Radio

Personnel

President Charles E. Friley
Director W. I. Griffith
Production Manager Dick Hull
Publicity Director R. W. Beckman
Chief Announcer Don Jackson
Musical Director Howard Chase
Chief Engineer L. L. Lewis
(Non-Commercial Station)

K B U R

BURLINGTON—EST. 1941

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Burlington Broadcasting
Co.
Address National Bank Bldg.
Phone Numbers 680; 681
Transmitter Location National Bank Bldg.
Time on the Air 5:30 a.m. to 11 p.m.
Newspaper Affiliation Burlington Hawkeye
Gazette
News Service AP
Transcription Service Standard Radio
Representative William G. Rambeau Co.

Personnel

President-General Manager Joe DuMond
Program-Musical Director Les Barry
Publicity Director Herbert Resnick
Chief Announcer Cliff Hendrix
Chief Engineer Willis Wilson

K F G O

BOONE—EST. 1927

Frequency: 1260 Kc. Power: 250 Watts
Owned-Operated By Boone Biblical College
Business Address 924 West Second Street
Phone Number 616-W
Transmitter Location 924 West Second St.
Time on the Air Daytime License

Personnel

Manager Lois Crawford
Program Director-Chief Announcer Mina Green
Musical Director Opal Hartung
Chief Engineer Paul R. Huntsinger
(Non-Commercial Station)

W M T

CEDAR RAPIDS, WATERLOO—
EST. 1922

CBS-MUTUAL
THE COWLES GROUP

Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By Iowa Broadcasting
Company
Addresses: Paramount Bldg., Cedar Rapids;
Russell Lamson Hotel, Waterloo
Phone Numbers: 6127 (Cedar Rapids); 236
(Waterloo)
Transmitter Location Marion, Iowa

Time on the Air: 5:30 a.m. to 12 midnight;
Sundays, 7 a.m. to 12 midnight
Newspaper Affiliation...Des Moines Register
and Tribune
News Services.....AP; UP
Transcription Service: Davis & Schwegler;
Lang-Worth; World Broadcasting System;
BMI
Representative.....The Katz Agency

Personnel

President.....Gardner Cowles, Jr.
V.-P. and General Manager...S. D. Quarton
Commercial Manager,
W. B. Quarton (Cedar Rapids)
Sales Promotion Manager...Don E. Inman
Merchandising Manager.....Leo F. Cole
Program Director.....Douglas B. Grant
Production Manager-Chief
Announcer.....Benne Alter
Farm Editor.....Robert Leefer
Studio Manager (Waterloo)...Howard Roberts
Publicity Director.....L. Von Linder
Musical Director.....Isabelle Alt
Chief Engineer.....Charles F. Quentin

K R O S

CLINTON—EST. 1941

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Clinton Broadcasting
Corp.
Business Address.....Jacobsen Bldg.
Phone Number.....448
Studio Address.....246½ Fifth Ave., South
Transmitter Location . 246½ Fifth Ave., South
Time on the Air.....Unlimited License
Newspaper Affiliation:
News Service.....UP
Transcription Service.....Standard Radio
Representative.....Spot Sales, Inc.

Personnel

President.....Peter Matzen
General Manager.....Morgan Sexton
Sales Promotion Manager.....B. M. Jacobsen
Program Director.....Jack Hubbard
Production Manager.....Robert Irwin
Publicity Director.....Darlene Gordon
Auditor.....Lucille DeLeers
Musical Director.....Margery Meinert
Chief Engineer.....Gilbert Andrew

W O C

DAVENPORT—EST. 1921

BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
(C.P. 1420 Kc.; 5000 Watts)
Owned-Operated By....Tri-City Broadcasting
Company
Address.....1000 Brady Street
Phone Number.....2-3521
Transmitter Location.....1000 Brady Street
Time on the Air: 18 hours daily; 16 hours
(Sunday)

News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....Free & Peters, Inc.

Personnel

President.....Col. B. J. Palmer
Vice-President.....Dave Palmer
General Manager.....J. Buryl Lottridge
Sales Promotion Manager...L. O. Fitzgibbons
Program Director.....Neil Conklin
Publicity Director.....Jack Paulsen
Senior Announcer.....Robert Frank
Chief Engineer.....Ray Stauffer

K W L C

DECORAH—EST. 1926

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Luther College
Business Address...600 Leiv Eiriksson Drive
Phone Number.....690
Studio Address.....C. K. Preus Gymnasium
Transmitter Location...C. K. Preus Gymnasium
Time on the Air.....7:30 a.m. to local sunset

Personnel

President.....Dr. O. J. H. Preus
Treasurer.....Karl Hanson
Program Director.....Robert E. Lee
Publicity Director.....M. Lore
Chief Engineer.....O. M. Eittrich
(Non-Commercial Station)

K R N T

DES MOINES—EST. 1935

CBS—THE COWLES STATIONS

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....Iowa Broadcasting
Company
Address.....715 Locust St.
Phone Number.....3-2111
Transmitter Location...S. E. 22nd & Park
Ave.
Time on the Air: 5:30 a.m. to 12 midnight;
Sundays, 7:30 a.m. to 12 midnight
Newspaper Affiliation...Des Moines Register
and Tribune
News Service.....AP; UP
Transcription Service.....Standard Radio,
Lang-Worth
Representative.....The Katz Agency

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
Farm Service Director.....Andy Woolfries
Women's Director.....Betty Wells
Musical Director.....Edward Truman
Chief Engineer.....Paul Huntsinger

K S O

DES MOINES—EST. 1921

BLUE NETWORK—MBS—
THE COWLES STATIONS

Frequency: 1460 Kc. Power: 5000 Watts
Owned-Operated By: Iowa Broadcasting
Company
Address: 715 Locust Street
Phone Number: 3-2111
Transmitter Location: S.E. 22nd & Park
Avenue
Time on the Air: 6 a.m. to 1 a.m.; Sundays,
7 a.m. to 1 a.m.
Newspaper Affiliation: Des Moines Register
and Tribune
News Service: AP; UP
Transcription Service: Standard Radio;
Lang-Worth
Representative: The Katz Agency

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
Farm Service Director: Andy Woolfries
Women's Director: Betty Wells
Musical Director: Edward Truman
Chief Engineer: Paul Huntsinger

W H O

DES MOINES—EST. 1924

NBC—CORN BELT WIRELESS

Frequency: 1040 Kc. Power: 50000 Watts
Owned-Operated By: Central Broadcasting Co.
Business Address: 914 Walnut St.
Phone Number: 3-7147
Studio Addresses: 914 Walnut St.; Shrine
Auditorium; Iowa State Fair Grounds
Transmitter Location: Mitchellville, Iowa
Time on the Air: 5:30 a.m. to 12 Midnight;
Sundays, 8 a.m. to 12 Midnight
News Services: INS; UP
Transcription Services: NBC Thesaurus; BMI
Representative: Free & Peters, Inc.

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
Merchandising Director: Harold Fulton
Publicity Director: Woody Woods
Program Director: Harold Fair
Production Manager: Jack Kerrigan
Continuity Director: Kenneth Gteller

Public Relations Director: Ralph Evans
Musical Director: Don Hovey
Technical Director: Paul A. Loyet

K D T H

DUBUQUE—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1370 Kc. Power: 1000 Watts
Owned By: Telegraph-Herald
Operated By: Fred Woodward
Address: 8th and Bluff
Phone Number: 1603
Transmitter Location: East Dubuque, Ill.
Time on the Air: Unlimited license
Newspaper Affiliation: Telegraph-Herald
News Service: AP
Transcription Services: Langworth;
Standard Radio
Representative: John Pearson

Personnel

President: Fred Woodward
Station Manager: K. S. Gordon
Commercial Manager: W. J. Binkley
Program Director: Paul Skinner
Chief Engineer: Stan Beck

W K B B

DUBUQUE—EST. 1933

BLUE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Sanders Bros. Radio
Station
Address: Hotel Julien
Phone Number: 572
Transmitter Location: R. R. No.2, Dubuque,
Iowa
Time on the Air: 6:30 a.m. to 12 Midnight;
Sundays, 8 a.m. to 12 Midnight
News Service: INS
Transcription Service: Associated Music
Publishers
Representative: Spot Sales, Inc.

Personnel

President: Walter E. Klauer
Station Manager: James D. Carpenter
Program Director: Gleason E. Kistler
Publicity Director-Chief Announcer:
L. Vaughn Gayman
Musical Director: Ethel Carpenter
Chief Engineer: Leonard Carlson

K V F D

FORT DODGE—EST. 1939

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1400 Kc. Power: 250 Watts
Owned By: Northwest Broadcasting Co.
Operated By: Edward Breen

Address.....912 First Ave. South; Warden Bldg.
 Phone Number.....Walnut 3761
 Transmitter Location...Junction of highways 169 and 20
 Time on the Air.....6 a.m. to Midnight; Sundays, 8 a.m. to Midnight
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....Burn-Smith Co.

Personnel

President-General Manager....Edward Breen
 Program Director.....Robert Carson
 Publicity Director.....Cole McMartin
 Traffic Manager.....Elizabeth Hohn
 Bookkeeper.....Mae Challberg
 Chief Engineer.....Jack Duncan

W S U I

IOWA CITY—EST. 1919

Frequency: 910 Kc.....500 d.; 1000 n. (C.P. 5000)
 Owned-Operated By..The State University of Iowa
 Address.....Iowa City
 Phone Number.....2111-237
 Transmitter Location.....Iowa City
 Time on the Air...8 a.m. to 10 p.m. (except Sunday)
 News Service.....AP

Personnel

Station Director.....Carl H. Menzer
 Program Director.....Pearl B. Broxam
 Production.....Prof. H. Clay Harshberger
 Chief Announcer.....Bob Pfeiffer
 Chief Engineer.....S. J. Ebert (Non-Commercial Station)

K F J B

MARSHALLTOWN—EST. 1923

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Marshall Electric Company
 Address.....1603 West Main Street
 Phone Number.....3361
 Transmitter Location: 2 miles northwest of Marshalltown
 Time on the Air: 6 a.m. to 10 p.m.; Sundays, 11 a.m. to 7:00 p.m.
 News Service.....UP
 Transcription Service.....C. P. MacGregor; Lang-Worth
 Representative.....The Walker Company

Personnel

President and Station Manager...Earl Peak
 Commercial Manager.....E. W. Thompson
 Program Director.....O. L. Russell
 Production Manager-Musical Director.....Cleo Hiner
 Chief Announcer.....Bill White
 Chief Engineer.....Eugene Peak

K G L O

MASON CITY—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1300 Kc.....Power 1000 Watts (C.P. 5000 Watts)
 Owned-Operated By....Mason City Globe Gazette Co.
 Address.....200 North Federal Avenue
 Phone Number.....2800
 Transmitter Location.....Highway 18, west of Mason City
 Time on the Air.....5 a.m. to 4 a.m.
 Newspaper Affiliation...Mason City Globe Gazette
 News Service.....AP; UP
 Transcription Service.....NBC Thesaurus; Lang-Worth
 Representative.....Weed & Co.

Personnel

Station Manager.....F. C. Eighmey
 Commercial Manager.....George Arnold, Jr.
 Sales Promotion Manager.....Ken Kew
 Program Director.....John Price
 Production Manager.....Jim Woods
 Publicity Director.....Henry Hook
 Chief Engineer.....Leo Born

K B I Z

OTTUMWA—EST. 1941

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....J. D. Falvey
 Address.....117 E. Main St.
 Phone Number.....5600
 Transmitter Location.....Community Gardens
 Time on the Air.....6 a.m. to 11 p.m.
 Newspaper Affiliation.....None
 News Service.....UP
 Transcription Services.....Standard Radio; Keystone Broadcasting System

Personnel

Station Manager.....J. D. "Jack" Falvey
 Commercial-Sales Promotion Manager, Em Owen
 Program Director-Chief Announcer Harry Grove
 Publicity Director.....Bill Mackintosh
 Woman's Editor.....Natalie Harris
 Musical Director.....Celeste Coop
 Chief Engineer.....Wayne Hatchett

K F N F

SHENANDOAH—EST. 1924

Frequency: 920 Kc.....Power: 1000 d., 500 n.
 Owned-Operated By.....KFNF, Inc.
 Address.....407 Sycamore St.
 Phone Number.....1 PBX
 Transmitter Location.....407 Sycamore St.
 Time on the Air...6 a.m. to 2:30 p.m. and 5 to 10 p.m.; Sundays, 8 a.m. to 2:30 p.m. and 5 p.m. to 6:45 p.m.
 News Service.....Transradio

Transcription Service.....Standard Radio
 Representative.....Reynolds-Fitzgerald, Inc.

Personnel

President.....Henry Field
 Manager.....John Nicholson
 Commercial Manager-Program Director,
 Paul O. Brawner
 Musical Director.....Paul McKinsty
 Chief Engineer.....George Crocker

K M A

SHENANDOAH—EST. 1925

BLUE NETWORK—MUTUAL

CORN BELT WIRELESS REBROADCASTING
 SERVICE

Frequency: 960 Kc.....Power: 5000 d.; 1000 n.
 Owned-Operated By...May Broadcasting Co.
 Address.....Lowell and Elm Streets
 Phone Number.....192
 Transmitter Location.....Route 48
 Time on the Air.....Unlimited license
 News Service.....UP
 Transcription Service.....Langworth
 Representative.....Free & Peters, Inc.

Personnel

President.....Earl E. May
 Station & Commercial Mgr.....J. (Cy.) Rapp
 Sales Production Manager.....Owen Saddler
 Program Director-Chief Announcer Mott Johnson
 Continuity Director.....Bill O'Hollaren
 Traffic Manager.....Margaret Freeman
 Artists' Bureau Head.....Clifford Cross
 Musical Director.....Faylon Geist
 Chief Engineer.....Ray Schroeder

K S C J

SIoux CITY—EST. 1927

BLUE NETWORK

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Operated By.....Perkins Bros. Co.
 Address.....415 Douglas Street
 Phone Number.....5-7993
 Transmitter Location...5500 Floyd River Road
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper Affiliation....Sioux City Journal-
 Tribune
 News Service.....AP
 Transcription Service.....C. P. MacGregor
 Representative.....Geo. P. Hollingbery Co.

Personnel

President.....William H. Sammons
 Station Manager.....Eugene T. Flaherty
 Program Director.....Larry Coke
 Chief Announcer.....Charles Sebastian
 Director of Education...Elizabeth Sammons
 Musical Director.....Miriam Corkhill
 Chief Engineer.....Alvin H. Smith

K T R I

SIoux CITY—EST. 1938

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts

Owned-Operated By..Sioux City Broadcasting
 Company

Business Address.....Commerce Building

Phone Number.....8-0165

Transmitter Location.....Commerce Building

Time on the Air.....Unlimited License

Newspaper Affiliation....Sioux City Tribune

News Service.....UP

Transcription Service...Associated Music Pub-
 lishers

Representative.....The Walker Company

Personnel

President.....Eugene Kelly
 General Manager.....Dietrich Dirks
 Commercial Manager.....Ray Jensen
 Program Director-Chief Announcer.Bill Warner
 Production Manager.....Del Allen
 Publicity Director.....Bill Tredway
 Office Manager.....Cliff Blakely
 Artists' Bureau Head.....Bernie Marr
 Chief Engineer.....Carl McGee

K I C D*

SPENCER—EST. 1941

Frequency: 1240 Kc.....Power: 100 Watts

Owned-Operated By.....Iowa Great Lakes
 Broadcasting Co.

Address.....Spencer

Transmitter Location.....Spencer

Time on the Air.....Unlimited license

Personnel

President.....Robert G. Lexvold
 Vice-President.....Lawrence W. Andrews
 Secretary-Treasurer.....Lyle W. Nolan
 *Station had construction permit at pres-
 time and no further information was available.

Unassigned*

WATERLOO—EST. 1942

Frequency: 1540 Kc.....Power: 50000 Watts

Owned-Operated By.....Josh Higgins
 Broadcasting Co.

Address.....Waterloo

Transmitter Location.....Waterloo

Time on the Air.....Unlimited license

* Station has construction permit. No further
 information available at press time.

KANSAS

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 228

K V A K

ATCHISON—EST. 1939

Frequency: 1450 Kc. Power: 100 Watts
Owned-Operated By: Carl Latenser
Address: 622 Commercial Street
Phone Number: 1420
Transmitter Location: East Atchison
Time on the Air: 6 a.m. to 10 p.m.
News Service: Transradio
Transcription Service: Lang-Worth

Personnel

Owner & Director: Carl Latenser
Station Manager: Harold McKinney
Commercial-Sales Promotion
Manager: Lloyd McClure
Program Director: Robert Griffith
Chief Engineer: Charles Weisman

K G G F

COFFEYVILLE—EST. 1930

MUTUAL BROADCASTING SYSTEM

Frequency: 690 Kc. Power: 1000 d.; 500 n.
Owned-Operated By: Hugh J. Powell
Address: 8th and Elm
Phone Number: 147
Transmitter Location: South Coffeyville
Newspaper Affiliation: Coffeyville Journal
News Service: UP
Transcription Service: NBC Thesaurus
Representative: The Katz Agency

Personnel

Owner: Hugh J. Powell
General Manager: Melvin Drake
Program Director-Chief Announcer:
Dick Campbell
Production Manager-Musical Director:
Ossie Osborn
Publicity Director: Lillian Houston
Chief Engineer: J. S. Jaminet

K G N O

DODGE CITY—EST. 1930

Frequency: 1370 Kc. Power: 1000 d., 250 n.
Owned-Operated By: Dodge City Broad-
casting Co.
Address: 705 Second Ave.
Phone Number: 1100
Transmitter Location: West Park St.
Time on the Air: 7 a.m. to 10 p.m.
Newspaper Affiliation: Dodge City Daily Globe
News Service: AP
Transcription Service: Standard Radio
Representative: Arthur H. Hagg and
Associates

Personnel

President: J. C. Denious
Business Manager: N. C. Petersen
Commercial Manager: Vaughn Kimball
Chief Engineer: Ralph Hickman

K T S W

EMPORIA—EST. 1939

MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Emporia Broadcast-
ing Co.
Address: 613 Merchant St.
Phone Number: 153, 154
Transmitter Location: South Emporia
Time on the Air: 6 a.m. to 12 midnight; Sun-
days, 7 a.m. to 12 midnight
News Service: UP
Transcription Service: C. P. MacGregor
Representative: Sears & Ayer

Personnel

President: S. B. Warren
General Manager: Nelson Rupard
Station Manager: E. I. Heaton

K I U L

GARDEN CITY—EST. 1935

Frequency: 1240 Kc. Power: 100 Watts
Owned-Operated By: F. D. Conard
Business Address: 404 N. Main
Phone Number: 666
Studio Address: 404 N. Main, Warner Terrace
Transmitter Location: Warner Terrace
Time on the Air: 6 a.m. to 10 p.m.
News Service: UP
Transcription Service: C. P. McGregor,
Keystone Broadcasting System

Personnel

President: F. D. Conard
Station Manager: Al Pyatt
Chief Announcer: Ed Watts, Jr.
Chief Engineer: W. N. Moore

K V G B

GREAT BEND—EST. 1937

MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: H. T. Townsley
Address: 2103 Forest Ave.
Phone Number: 1080, 1081
Transmitter Location: Highway 281
Time on the Air: 6 a.m. to 11 p.m.; Sundays,
1:30 a.m. to 10 p.m.

News Service.....AP, Transradio
 Transcription Service.....Lang-Worth
 Representative.....Don Davis, Kansas State
 Network

Personnel

Owner.....H. T. Townsley
 General Manager.....Clem Morgan
 Program Director.....Ray Beals
 Chief Announcer.....Lynn Cook
 Chief Engineer.....Leo Legleiter

K W B W

HUTCHINSON—EST. 1935

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....The Nation's Cen-
 ter Broadcasting Co.
 Address.....101 East Avenue A
 Phone Number.....5202
 Transmitter Location.....Hutchinson
 Time on the Air.....Unlimited license
 Transcription Service.....Standard Radio;
 Lang-Worth

Personnel

President.....William Wyse
 Commercial Manager.....Vernon Minor
 Chief Engineer.....Earl Chamberlain

K C K N

**KANSAS CITY—EST. 1925 (as WLBF)
 1936 (as KCKN)**

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....The KCKN Broad-
 casting Company
 Address.....901 North 8th St.
 Phone Number.....Drexel 4300
 Transmitter Location.....901 North 8th St.
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper Affiliation.....The Kansas City Kansan
 News Service.....UP
 Transcription Service.....NBC Thesaurus,
 Standard Radio
 Representative.....Capper Publications

Personnel

President.....W. A. Bailey
 Vice-President-General Manager,
 Ellis Atteberry
 Sales Promotion Manager.....Ruth Kendall
 Program Director.....John Drake
 Publicity Director.....Wilda Whitescarver
 Chief Announcer.....Al Christy
 Director of Continuity.....Phil Hannum
 Director of Defense Programs.....Manly Banister
 Musical Director.....Ruth Royal
 Chief Engineer.....C. E. Salzer, Jr.

K F K U

LAWRENCE—EST. 1924

Frequency: 1250 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By.....University of Kansas

Address.....Lawrence
 Transmitter Location.....Tonganoxie, Kans.
 Time on the Air.....Shares time with WREN

Personnel

Director.....Harold G. Ingham
 (Non-Commercial Station)

W R E N

LAWRENCE—EST. 1926

BLUE NETWORK

Frequency: 1250 Kc...Power: 5000 d., 1000 n.
 Owned-Operated By.....WREN Broadcasting
 Co. Inc.

Address.....WREN Bldg.
 Phone Number.....110
 Transmitter Location.....Tonganoxie, Kansas
 Time on the Air.....Shares Time
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Geo. P. Hollingbery Co.

Personnel

General Manager.....Verl Bratton
 Promotion Director.....John Bondeson
 Chief Announcer.....Millard Ireland
 Musical Director.....Arden Booth
 Chief Engineer.....Carl Bliesner

K S A C

MANHATTAN—EST. 1924

Frequency: 580 Kc.....Power: 1000 d., 500 n.
 Owned-Operated By.....Kansas State College
 of Agriculture and Applied Science
 Address.....College Campus
 Phone Number.....Office, 2236; Station, 3395
 Transmitter Location.....College Campus
 Time on the Air.....Shares time

Personnel

President.....F. D. Farrell
 Station Manager.....H. Umberger
 Program Director.....L. L. Longsdorf
 Production Manager-Publicity Director,
 J. P. Chapman
 Musical Director.....William Lindquist
 Chief Engineer.....R. C. Dennison
 (Non-Commercial Station)

K O A M

PITTSBURG—EST. 1937

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 810 Kc.....Power: 1000 Watts
 Owned-Operated By.....The Pittsburg
 Broadcasting Company, Inc.

Address.....Commerce Building
 Phone Number.....2165
 Transmitter Location... 2 miles SE of Pittsburg,
 Kansas
 Time on the Air.....Daytime License
 News Service.....INS
 Representative.....The Walker Company

ALONE in the Kansas Field



DAY in and day out, our Wizard of Oz friend, the scarecrow is on the job in the interests of greater productivity. Standing alone and unique in the field of productive advertising throughout Kansas and adjoining states is WIBW.

Since 1924, farm and small town listeners have known our announcers and personalities by their first names. Selling, therefore, becomes a sincere, personalized recommendation of one friend and neighbor to another. Results from such long-established confidence are inevitable.

WIBW led the entire country in volume of low-cost inquiries for Kerr Mason Jars. Client X (name on request) made direct \$1.00 sales at a unit cost of only 15c. Our daily commercial mail averages over 1,100 pieces!

Our Family of 4,811,511 listeners tunes in one of America's easiest-heard signals . . . a dominating signal made possible by America's peak soil conductivity and our enviable 580 kc frequency that makes our 5,000 watts equal to a million watts at the other end of the dial.

Take advantage of this station that stands alone in power, personality and prestige in a territory where buying power is at a 20-year peak.

WIBW—THE VOICE OF KANSAS

Ben Ludy—General Manager
Represented by *Capper Pubs., Inc.*

Personnel

President.....E. Victor Baxter
 Station Manager.....R. E. Wade
 Sales & Promotion Manager.....J. A. Schell
 Publicity Director.....Don Taylor
 Chief Announcer.....Lou Martin
 Musical Director.....Leota Taylor
 Chief Engineer.....W. L. Brown

KSAL

SALINA—EST. 1937

**MUTUAL BROADCASTING SYSTEM
 KANSAS STATE NETWORK**

Frequency: 1150 Kc.....Power: 1000 Watts
 Owned By.....KSAL, Inc.
 Operated By.....R. J. Laubengayer
 Address.....201 West Iron
 Phone Number.....100, 101, and 423
 Transmitter Location.....West State St.
 Time on the Air: 6 a.m. to 12 midnight (125
 hours weekly)
 Newspaper Affiliation.....Salina Journal
 News Service.....AP
 Transcription Service.....NBC Thesaurus,
 Lang-Worth
 Representative.....The Katz Agency

Personnel

President.....R. J. Laubengayer
 Station Manager.....Owen Balch
 Artists Bureau Head.....Chester Gowen
 Musical Director.....Al Thompson
 Chief Engineer.....N. E. Vance, Jr.

WIBW

TOPEKA—EST. 1925

CBS—KANSAS NETWORK

Frequency: 580 Kc.....Power: 5000 Watts
 Owned-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 1 a.m.; Saturdays
 and Sundays, 4:30 a.m. to 12 midnight
 Newspaper Affiliation.....Capper Publications,
 Inc.
 News Service.....UP
 Transcription Service.....Standard Radio, BMI
 Representative.....Capper Publications, Inc.

Personnel

General Manager.....Ben Ludy
 Publicity Director.....Charles Hill
 Artists' Bureau Head.....Maudie Shreffler
 Dramatics Director.....Art Holbrook
 Chief Engineer.....Karl Troeglen

KANS

WICHITA—EST. 1936

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....The KANS Broad-
 casting Co.
 Address.....Hotel Lassen
 Phone Number.....4-2387
 Transmitter Location.....Wichita
 Time on the Air.....Unlimited license
 Transcription Service.....NBC Thesaurus;
 Standard Radio
 Representative.....Headley-Reed Co.

Personnel

President.....Herb Hollister
 General Manager.....Jack Todd

KFBI

WICHITA—EST. 1923

MUTUAL BROADCASTING SYSTEM

Frequency: 1070 Kc.....Power: 5000 d., 1000 n.
 Owned-Operated By.....Farmers and Bankers
 Broadcasting Corporation
 Address.....First and Market Sts.
 Phone Number.....2-1447, 4-8452
 Transmitter Location.....42nd and Broadway
 Time on the Air.....5:30 a.m. to 12 midnight

KFBI



THAT'S BILLIONS RICHER

Serve the people well, through
 thick and thin, and they'll re-
 spond when you ask them. Now
 that BILLIONS in defense dollars
 are saturating this already farm-
 and-oil-rich region, ask the loyal
 listeners of KFBI to buy your pro-
 duct, They'll do it!

KFBI at Wichita

5000 Watts day, 1000 Nite, 1070 K-C
 Howard Wilson & Co., Representatives

• • • **KANSAS-KENTUCKY** • • •

News Service.....INS
 Transcription Service....World Broadcasting
 Service, Standard Radio
 Representative...Howard H. Wilson Company

Personnel

President.....H. K. Lindsley
 General Manager.....Ray Linton
 Station Director.....Ted Johnson
 Sales Promotion Manager.....Leo Howard
 Merchandising Manager-Publicity Director, ...
 Ralph Varnum
 Local Sales Manager.....Robert M. Kent
 Auditor.....John W. Eberhardt
 Continuity Director.....Josephine Rice
 Office-Traffic Manager.....Bess V. Jordan
 Musical Director.....Verne Mydegger
 Technical Director.....K. W. Pyle

K F H

WICHITA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1330 Kc.....Power: 5000 Watts

Owned-Operated By.....The Radio Station
 KFH Company, Inc.

Address.....York Rite Building
 Phone Number.....2-4491
 Transmitter Location.....RFD No. 3, Wichita,
 Kansas

Time on the Air.....5 a.m. to 12 midnight
 Newspaper Affiliation.....Wichita Eagle
 News Service.....AP-PA
 Transcription Service.....Lang-Worth,
 C. P. MacGregor

Representative.....Edward Petry & Company

Personnel

Vice-President-General Mgr....M. M. Murdock
 Business Manager.....P. S. Clark
 National Sales & Promotion Manager,
 Clark A. Luther
 Program Director.....Vernon E. Reed
 Chief Announcer.....Eddy McKean
 Traffic Manager.....Leila Hull
 Accountant.....Winnifred Walker
 Musical Director.....Guy Snyder
 Chief Engineer.....Amos C. Dadisman

KENTUCKY

For Latest U. S. Census, Population and Retail Trade Data

Please Turn to Page 230

W C M I

ASHLAND—EST. 1935

MUTUAL—SOUTHERN NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Ashland Broadcasting
 Company
 Addresses.....WCMI Bldg., Ashland, Ky.:
 Radio Center, Huntington, W. Va.; First
 Nat'l Bank Building, Ironton, Ohio
 Phone Number.....3010 (Ashland), 28358
 (Huntington), 678 (Ironton)
 Transmitter Location.....48th St. and Ohio
 River, Ashland, Ky.
 Time on the Air.....6:30 a.m. to 12 midnight
 Newspaper Affiliation.....Ashland Daily
 Independent
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....John H. Perry Associates

Personnel

President.....Gilmore Nunn
 Treasurer-Business Manager...Warren G. Davis
 Commercial Manager (Ashland)...T. J. Carroll
 Commercial Manager (Huntington)
 Herbert Wright
 Commercial Manager (Ironton)...Hubert Harling
 Program-Publicity Director.....Dallas Wyant
 Chief Announcer.....John Wymer
 Chief Engineer.....Clarence Weaver

W L B J

BOWLING GREEN—EST. 1940

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Bowling Green Broad-
 casting Co.
 Address.....801 Fairview Ave.
 Phone Number.....1340-1
 Transmitter Location.....801 Fairview Ave.
 Time on the Air.....7 a.m. to 10 p.m.
 News Service.....Transradio
 Transcription Service.....Standard Radio;
 NBC Thesaurus

Personnel

President-General Manager...Rayburn R. Rose
 Sales Promotion Manager...Howard Byrum
 Program Director.....Bill Oates
 Chief Engineer.....Earl Jaego

W H L N

HARLEN—EST. 1941

Frequency: 1450 Kc.....Power 250 Watts
 Owned-Operated By...Blanfox Radio
 Company, Incorporated
 Address.....South Main St.
 Phone Number.....625
 Time on the Air.....5 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth

Personnel

President-General Manager.....R. B. Helms
 Secretary-Treasurer-Commercial Manager,
 J. Francke Fox
 Program Director-Chief Announcer,
 Mark Williams
 Publicity Director.....Claude Warren
 Musical Director.....Jack Hickman

WSON

HENDERSON—EST. 1941

Frequency: 860 Kc.....Power: 250 Watts
 Owned-Operated By.....Paducah Broadcast-
 ing Co.
 Address.....Zion Road
 Transmitter Location.....Southeast of
 Henderson
 Time on the Air.....Daytime license
 Representative.....Sears & Ayer, Inc.

Personnel

President-General Manager..Pierce E. Lackey
 Station Manager.....F. Ernest Lackey

WHOP

HOPKINSVILLE—EST. 1939

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Pducuh Broadcasting
 Co.
 Business Address.....Hopkinsville
 Phone Number.....1025, 1026
 Studio Address.....Route 68 (1½ miles north-
 west of Hopkinsville
 Transmitter Location.....Route 68
 Transcription Service.....World Broadcasting
 System, Associated Music Publishers
 Representative.....Sears & Ayer

Personnel

President.....Pierce E. Lackey
 General Manager.....F. Ernest Lackey
 Program-Musical Director.....Bonnie Bessire
 Chief Engineer.....Benson Arwood Smith

WLAP

LEXINGTON—EST. 1928

MUTUAL—SOUTHERN NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...American Broadcasting
 Corp. of Kentucky
 Address...Radio Bldg., Walnut and Short Sts.
 Phone Number.....1721
 Transmitter Location...Mason-Headley Road
 Time on the Air: 6:30 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....John H. Perry Associates

Personnel

President-General Mgr.....Gilmore N. Nunn
 Vice-President.....J. Lindsay Nunn

Treasurer.....Warren G. Davis
 Station Director.....Ted Grizzard
 Program Director.....Lowry Kohler
 Chief Engineer.....Sanford Helt

WAVE

LOUISVILLE—EST. 1933

NATIONAL BROADCASTING COMPANY

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Operated By.....WAVE, Incorporated
 Address.....Preston and Broadway
 Phone Number.....Wabash 6543
 Transmitter Location.....Near Jeffersonville,
 Indiana
 Time on the Aid: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service.....INS
 Transcription Service.....NBC Thesaurus,
 Lang-Worth
 Representative.....Free & Peters, Inc.

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.....Earle Keller
 Chief Engineer.....Wilbur E. Hudson

WINK*

LOUISVILLE—EST. 1942

Frequency: 1080 Kc....Power: 5000 d., 1000 n.
 Owned-Operated By.....Mid-America Broad-
 casting Corp.
 Address.....Louisville
 Time on the Air.....Unlimited license

* Station had a construction permit at time of
 going to press and is scheduled to be in opera-
 tion by mid-summer of 1942.

WINN

LOUISVILLE—EST. 1940

BLUE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Kentucky Broadcasting
 Corp.
 Address.....10th Floor Tyler Hotel, 3rd and
 Jefferson Sts.
 Phone Number.....Wabash 4126, 4127
 Transmitter Location.....On top Tyler Hotel
 Time on Air.....6 a.m. to 12 midnight
 News Service.....Transradio
 Transcription Service.....Standard Radio,
 C. P. MacGregor
 Representative.....Sidney C. Warden

Personnel

President.....D. E. Kendrick
 Station Manager.....M. K. McCarten
 Commercial Manager.....G. F. Bauer

Sales Promotion Manager... Harry L. Van Sant
 Program Director..... E. E. Kendrick
 Publicity Director..... Charles Pettinger
 Chief Engineer..... John Alfred Rutherford

W G R C

LOUISVILLE
 (See New Albany, Ind.)

W H A S

LOUISVILLE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 840 Kc..... Power: 50000 Watts
 Owned-Operated By..... Courier-Journal and
 Louisville Times Company
 Address..... 300 West Liberty St.
 Phone Number..... Wabash 2211
 Transmitter Location... R. R. No. 2, Anchorage,
 Kentucky

Time on the Air: 5 a.m. to 1 a.m.; Sundays,
 7 a.m. to 12 midnight

Newspaper Affiliation... Courier-Journal and
 Louisville Times

News Service..... AP, UP
 Transcription Service..... Associated Music
 Publishers

Representative.... Edward Pety & Company

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. Cline
 Production Manager..... T. Dudley Musson
 Office Manager..... J. H. Callaway
 Agricultural Coordinator..... John Merrifield
 Musical Director..... Robert Hutsell
 Technical Advisor..... Orrin W. Towner

W O M I

OWENSBORO—EST. 1938

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... Owensboro Broad-
 casting Co.

Address..... Owensboro
 Phone Number..... 420, 421
 Transmitter Location..... Owensboro
 Time on the Air..... 7 a.m. to 10:35 p.m.
 News Service..... AP
 Transcription Service..... Standard Radio;
 Keystone Broadcasting System

Personnel

President..... Lawrence W. Hager
 General Manager..... Hugh O. Potter
 Commercial-Sales Promotion Director,
 Malcolm Greep
 Musical Director..... Cliffordean Potter
 Chief Engineer..... W. W. Binford

W P A D

PADUCAH—EST. 1930

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Paducah Broadcast-
 ing Co.

Business Address..... P. O. Box 1020
 Phone Number..... 4100
 Studio Address..... Taylor Bldg.
 Transmitter Location..... 9th and Terrell
 Time on the Air..... 6 a.m. to 11:30 p.m.
 News Service..... UP
 Transcription Service..... Associated Music
 Publishers, World Broadcasting System
 Representative..... Sears & Ayer

Personnel

President & General Mgr.... Pierce E. Lackey
 Sales Manager..... Prewitt Lackey
 Program Director-Chief Announcer.. Gene Peak
 Chief Engineer..... C. G. Sims

LOUISIANA

For Latest U. S. Census, Population and Retail Trade Data
 Please Turn to Page 232

K A L B

ALEXANDRIA—EST. 1935

LOUISIANA NETWORK

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Alexandria Broad-
 casting Co., Inc.

Address..... Fifth and Johnston Sts.
 Phone Number..... 3335

Transmitter Location..... Upper Fourth St.

Time on the Air: 6:30 a.m. to 10 p.m.; Sundays,
 8 a.m. to 8 p.m.

News Service..... INS
 Transcription Service..... Standard Radio,
 Lang-Worth

Personnel

President..... Walter H. Allen
 Station Manager..... W. J. Dickerson
 Sales Manager..... Edgar Cappellini
 Program Director-Chief Announcer,

Gordon Loudon
 Chief Engineer..... Jesse R. Sexton

W J B O

BATON ROUGE—EST. 1934

BLUE NETWORK

LOUISIANA NETWORK

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Operated By: Baton Rouge Broad-
casting Co., Inc.

Address: 444 Florida St.
Phone Number: 5271-2

Transmitter Location: Roosevelt Road

Time on the Air: 6:30 to 12 midnight

Newspaper Affiliation: Baton Rouge State-
Times, Baton Rouge Morning Advocate

News Service: UP

Transcription Service: World Broadcasting
System, Standard Radio

Representative: Geo. P. Hollingbery Company

Personnel

President: Chas. P. Manship, Jr.

Vice-Pres. & Gen. Mgr.: H. Vernon Anderson

Secretary-Treasurer: Charles P. Manship, Sr.

Sales Manager: J. Roy Dabadie

Program Director: Ralph Sims

Production Manager: Bob Scarce

Publicity Director: Mildred R. Bland

Musical Director: Margurite Munselle

Chief Engineer: Wilbur T. Golson

K V O L

LAFAYETTE—EST. 1935

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Evangeline Broad-
casting Company, Inc.

Business Address: 300 Jeerson St.

Phone Number: 336, 1280, 2062

Studio Address: Jefferson St., Evangeline
Hotel

Transmitter Location: Scott Road

Time on the Air: 7 a.m. till 10 p.m. (87 hours
weekly)

Newspaper Affiliation: Lafayette Advertiser
Gazette

News Service: UP

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: Hillman Bailey

K P L C

LAKE CHARLES—EST. 1935

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Calcasieu Broad-
casting Co.

Address: Majestic Hotel

Phone Number: 2713, 2714

Transmitter Location: La Grange St.

Time on the Air: 7 a.m. to 10 p.m.

News Service: UP

Transcription Service: Standard Radio

Personnel

President: T. B. Lanford

Station Manager: C. R. Porter

Commercial Manager: F. C. Carroll

Program Director: Walter Melson

Chief Engineer: E. C. Moses

K M L B

MONROE—EST. 1930

LOUISIANA NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Liner's Broadcasting
Station, Inc.

Address: Frances Hotel

Phone Number: 4321

Transmitter Location: Millhaven Rd.

Time on the Air: 6 a.m. to 10 p.m.

News Service: UP

Transcription Service: Standard Radio,
Lang-Worth

Personnel

President-General Manager: J. C. Liner, Jr.

Program-Musical Director: Melba Henry Liner

Chief Engineer: O. L. Morgan

W D S U

NEW ORLEANS—EST. 1923

BLUE NETWORK

Frequency: 1280 Kc. Power: 5000 Watts
Owned-Operated By: WDSU, Inc.

Address: Hotel Monteleone

Phone Number: Raymond 7135

Transmitter Location: Gretna, Ill. (C. P.
New Orleans)

Time on the Air: Unlimited license

Transcription Service: C. P. MacGregor

Representative: Weed & Co.

Personnel

President: Joseph H. Uhalt

General Manager: P. K. Ewing

W J B W

NEW ORLEANS—EST. 1926

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Charles C. Carlson

Address: 540 Audubon Building

Phone Number: Raymond 5060

Transmitter Location: 3317 Bruxelle St.

Time on the Air: 6 a.m. to 12 midnight

Personnel

President-General Mgr.: Charles C. Carlson

Sales Promotion Manager: Patrick J. Shannon

Program Director: Elsie Carlson

Production Manager: Bynon O. Brunson

Chief Announcer: Anthony Harry Nigocia

Chief Engineer: Robert R. Brown

A HURRICANE OF POWER ALONG THE GULF COAST!



WWL New Orleans Gives Solid Coverage from Pensacola to Port Arthur

There are no "light spots" in WWL's dominance of the rich, thriving mid-Gulf region. For over 150 miles east, west, north of New Orleans its clear-channel 50,000-watt signal commands unquestioned leadership. For Deep South results, you need the powerful consumer and dealer influence of WWL, New Orleans.

LATEST CBS LISTENING AREA STUDY SHOWS WWL REACHES:

DAYTIME — 608,090
*Radio Homes**—\$853,779,-
000 *Retail Sales*

(*182 counties in which 33% or more of the radio homes regularly listen to WWL. *Plus* coverage in 510 counties in which 10% to 33% of the 1,513,600 radio homes are regular WWL listeners)

NIGHT TIME—1,027,610
*Radio Homes** -- \$1,354,-
406.000 *Retail Sales*

(*340 counties with 33% or more regular WWL listening homes. *Plus* coverage in 901 counties where 10% to 33% of the 3,209,090 radio homes regularly listen to WWL.)



870 KC • CBS • 50,000 Watts • Clear Channel
Represented Nationally by the Katz Agency, Inc.

*The greatest selling power
in the South's greatest city*

WNOE

NEW ORLEANS—EST. 1926
MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
Owned By: WNOE, Inc.
Address: St. Charles Hotel, 211 St. Charles St.
Phone Number: Raymond 0423
Transmitter Location: 3915 Euphrosine St.
Time on the Air: 24 hours daily
News Service: AP, UP
Transcription Service: Standard Radio

Personnel

President: James A. Noe
Vice-President-General Mgr.: James Gordon
Program Director: John D. Duffy
Production Manager: Beverly Brown
Chief Engineer: C. E. Davidson

WSMB

NEW ORLEANS—EST. 1925
NATIONAL BROADCASTING CO.

Frequency: 1350 Kc. Power: 5000 Watts
Owned-Operated By: WSMB, Inc.
Address: Maison Blanche Bldg.
Phone Number: MA 5920
Transmitter Location: Algiers, La.
Time on the Air: Unlimited license
Transcription Service: NBC Thesaurus; Lang-Worth
Representative: Edward Petry & Co.

Personnel

President: E. V. Richards
General Manager: H. Wheelahan
Sales Manager-Publicity Director: T. J. Fontelieu
Musical Director: M. Sandi
Chief Engineer: H. G. Nebe

WWL

NEW ORLEANS—EST. 1922
COLUMBIA BROADCASTING SYSTEM

Frequency: 870 Kc. Power: 50000 Watts
Owned-Operated By: Loyola University
Address: Roosevelt Hotel
Phone Number: Raymond 2194-5-6-7
Transmitter Location: Kenner, La.
Time on the Air: 5 a.m. to 12 midnight
News Service: UP
Transcription Service: Standard Radio
Representative: The Katz Agency

Personnel

General Manager: W. H. Summerville
Sales Promotion Manager: Edward O'Dwyer
Program Director-Chief Announcer: Henry Dupre
Auditor: A. J. Cummings
Production Manager: Ed Hoerner
Publicity Director: Martin Burke
Musical Director: J. D. Bloom, Jr.

KRMD

SHREVEPORT—EST. 1928
LOUISIANA NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: KRMD, Inc.
Business Address: P. O. Box 1712
Phone Number: 6171-2
Studio Address: New Jefferson Hotel
Transmitter Location: New Jefferson Hotel
Time on the Air: 6:30 a.m. to 11 p.m.
News Service: INS
Transcription Service: Standard Radio

Personnel

President: R. M. Dean
Station Manager: G. V. Wilson
Station Director: W. L. Switzer
Commercial Manager: David Wilson
Chief Engineer: R. M. Dean

KTBS

SHREVEPORT—EST. 1928
NATIONAL BROADCASTING CO.
SOUTH CENTRAL QUALITY NETWORK

Frequency: 1480 Kc. Power: 1000 Watts
Owned-Operated By: Tri-State Broadcasting System, Inc.
Studio Address: Commercial Bldg.
Phone Number: 2-8711
Time on the Air: Unlimited license
Newspaper Affiliation: The Shreveport Times
Transcription Service: NBC Thesaurus; Lang-Worth
Representative: The Branham Co.

Personnel

President: John D. Ewing
General Manager: John C. McCormack
Commercial Manager: J. A. Oswald
Chief Engineer: C. H. Maddox

KWKH

SHREVEPORT—EST. 1925
COLUMBIA BROADCASTING SYSTEM
SOUTH CENTRAL QUALITY NETWORK

Frequency: 1130 Kc. Power: 50000 Watts
Owned-Operated By: International Broadcasting Corp.
Studio Address: Commercial Building
Transmitter Location: Near Dixie, La.
Phone Number: 2-8711
Time on the Air: Unlimited license
Newspaper Affiliation: The Shreveport Times
Transcription Service: World Broadcasting
Representative: The Branham Co.

Personnel

President: John D. Ewing
General Manager: John C. McCormack
Commercial Manager: J. A. Oswald
Chief Engineer: W. E. Antony

MAINE

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 234

WRDO

AUGUSTA—EST. 1932

BLUE NETWORK

NBC—MUTUAL—YANKEE—COLONIAL

Frequency: 1400 Kc. Power: 100 Watts
Owned-Operated By: WRDO, Inc.
Address: 175 Water St.
Phone Number: 2285
Transmitter Location: 341 Water St.
Time on the Air: 7 a.m. to 12 midnight
News Service: UP
Transcription Service: Associated Music Publishers
Representative: Weed & Company

Personnel

President: Adeline B. Rines
Station Manager: Jack S. Atwood
Sales Promotion Manager: William Hucke
Program-Musical Director: Harold Newcomb
Chief Announcer: Donald Powers
Chief Engineer: Harold T. Dinsmore

WABI

BANGOR—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc. Power: 250 Watts
Owned-Operated By: Community Broadcasting Service, Inc.
Address: 57 State St.
Phone Number: 6447-6446
Transmitter Location: Wilson St., Brewer, Me.
Time on the Air: 7 a.m. to 12.05 p.m.
News Service: INS
Transcription Service: Associated Library
Representative: R. C. Foster

Personnel

President: F. B. Simpson
Station Manager: Alec Robertson
Commercial Manager: Rudolph O. Marcoux
Program Director: Maurice Dolbier
Musical Director: Harold W. Dorr
Chief Engineer: Nelson Lawson

WL B Z

BANGOR—EST. 1926

BLUE NETWORK—MBS—NBC

Frequency: 620 Kc. Power: 1000 d., 500 n.
Owned-Operated By: Maine Broadcasting Co.
Address: 100 Main St.
Phone Number: 6023
Transmitter Location: Outer Broadway
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8:45 a.m. to 12 midnight
News Service: UP
Transcription Service: World Broadcasting
Representative: Weed & Co.

Personnel

General Manager: Thompson L. Guernsey

WCOU

LEWISTON—EST. 1938

MBS—YANKEE—COLONIAL NETWORKS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Twin City Broadcasting Co., Inc.
Address: 223 Lisbon St.
Phone Number: 3140-3141
Transmitter Location: East Ave.
Time on the Air: 18 hours per day
News Service: UP
Transcription Service: Standard Transcription Library
Representative: Forjoe & Co.

Personnel

President: Jean B. Couture
Station Manager-Treasurer: Faust Couture
Commercial-Sales Promotion Manager: J. C. Libby

WCOU

IN MAINE'S TWIN MARKET
LEWISTON-AUBURN

PAYROLL AND
WAGE EARNERS
IN THIS MARKET
LEAD THE STATE

—FOR ALL PARTICULARS—

FORJOE & COMPANY

19 WEST 44th ST., NEW YORK CITY
201 N. WELLS STREET, CHICAGO, ILL.

Program Director..... Elden Shute, Jr.
 Chief Announcer..... Verner Paulsen
 Musical Director..... Bertrand Cole
 Chief Engineer..... Leslie R. Hall

W C S H

PORTLAND—EST. 1925

NBC—YANKEE NETWORK

Frequency: 970 Kc..... Power: 5000 Watts
 Owned-Operated By..... Congress Square
 Hotel Co.
 Business Address..... 157 High St.
 Phone Number..... Portland 3-9667
 Studio Address..... Eastland Hotel,
 157 High St., Portland, Me.
 Transmitter Location..... Scarboro, Me.
 Time on the Air: 6:30 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight
 News Service..... UP
 Transcription Service..... NBC Thesaurus
 Representative.. Weed & Co. & Bertha Bannan

Personnel

President..... Adeline B. Rines
 Station Manager..... William H. Rines
 Commercial Manager..... Albert W. Smith
 Sales Promotion Manager... Frederick W. Cole
 Women's Program Director..... Nancy King
 Program Director..... Caleb Paine
 Musical Director..... Waldo Harwood
 Chief Engineer..... G. Fred Crandon

W G A N

PORTLAND—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc..... Power: 5000 Watts
 Owned-Operated By..... Portland Broadcasting
 System, Inc.
 Address..... Columbia Hotel
 Phone Number..... 2-7489
 Transmitter Location..... Near Portland
 Time on the Air..... Unlimited license
 Newspaper Affiliation... Gannett Publishing
 Co.

Transcription Service..... Transradio
 Representative..... Paul H. Raymer Co.

Personnel

President-Treasurer..... Guy P. Gannett
 General Manager..... Creighton E. Gatchell
 Program Manager..... Richard E. Bates
 Chief Engineer..... Rodger D. Hodgkins

W A G M

PRESQUE ISLE—EST. 1930

Frequency: 1450 Kc..... Power: 100 Watts
 Owned-Operated By..... Aroostook Broadcast-
 ing Corporation
 Address..... Northern National Bank Bldg.
 Phone Number..... 8821
 Transmitter Location... Northern National Bank
 Bldg.
 Time on the Air: 11a.m. to 1 p.m. and 4 p.m.
 to 7 p.m.

Personnel

General Manager..... R. W. MacIntosh
 Commercial Manager-Chief Engineer,
 L. E. Hughes

EVERYBODY IN RADIO

READS

RADIO DAILY

REGULARLY

"Boom town" Baltimore - PLUS

**WBAL'S powerful voice -
50,000 watts - not only
blankets the booming
Baltimore and Maryland
market, but is the basic
advertising medium of
the Central Atlantic States**

EDWARD PETRY & CO., Inc.



National Representative

ONE OF AMERICA'S GREAT RADIO STATIONS

MARYLAND

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 234

W B A L

BALTIMORE—EST. 1925

NBC—MUTUAL

Frequency: 1090 Kc. Power: 50,000 Watts
Owned-Operated By WBAL Broadcasting Co.
Address Lexington Bldg.
Phone Number Lexington 4900
Transmitter Location Reisterstown, Md.
Time on the Air: 6 a.m. to 12:15 a.m.; Sundays,
8 a.m. to 12:15 a.m.
Newspaper Affiliation Baltimore News-Post,
Baltimore Sunday American
News Service INS
Transcription Service Standard Radio
Representative Edward Pety & Co.

Personnel

Station Manager Harold C. Burke
Commercial Manager Leslie H. Peard, Jr.
Production Manager Fred Dodge
Promotion Manager John G. Mayer
Sales Service Manager John Dickman
Musical Director George Yeatman
Chief Engineer Gerald W. Cooke

W C B M

BALTIMORE—EST. 1924

BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Baltimore Broadcast-
ing Corporation
Address North at Hartford
Phone Number University 8400
Transmitter Location 1100 East Cold Spring
Lane
Time on the Air: 7 a.m. to 12 midnight; Sun-
days, 8:45 a.m. to 12 midnight
News Service INS
Transcription Service Lang-Worth
Representative Foreman Co.

Personnel

President and Commercial Mgr. John Elmer
Vice-President J. Purdon Wright
Treasurer J. Lawrence Schanberger
General Manager Geo. H. Roeder
Sales Promotion Manager E. Frank Thomas
Musical Director Jack Rohr
Chief Engineer G. Porter Houston

Penny For Penny—

BALTIMORE COVERAGE

Better Than Any!

Penny for penny, your advertising dollar realizes more Baltimore listeners—more permanent purchasers—over WCBM! This is no idle boast . . . no “freak” . . . no one-time proposition. It is WCBM’s reason for existence . . . and YOUR reason for making it your key selling station in Baltimore!

*P. S. Baltimore business is booming today
as never before! Population up 20%!*

★ **W C B M** ★

THE BLUE NETWORK

JOHN ELMER, Pres.
GEO. H. ROEDER, Gen. Mgr.



Nat'l Rep.—THE FOREMAN CO.
New York and Chicago

W C A O

BALTIMORE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc. Power: 1000 d., 500 n.
(C.P. 5000 Watts)

Owned-Operated By.....The Monumental
Radio Company

Address.....811 West Lanvale St.
Phone Number.....Madison 7220-1-2-3-4
Transmitter Location.....811 West Lanvale St.
(New transmitter being constructed on Park
Heights Avenue, extended)

Time on the Air: 6 a.m. to 12:30 a.m.; Sundays,
8 a.m. to 12:30 a.m.; Saturdays, 6 a.m. to
1 a.m.

News Service.....INS
Transcription Service.....Lang-Worth,
C. P. MacGregor

Representative.....Paul H. Raymer Company

Personnel

President.....Louis M. Milbourne
Vice-President-General

Manager.....L. Waters Milbourne
Program Director.....Gordon A. Scheihing
Musical Director.....John Varney
Chief Engineer.....Martin L. Jones

W F B R

BALTIMORE—EST. 1922

**MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK**

Frequency: 1300 Kc. Power: 5000 Watts
Owned-Operated By.....Baltimore Radio
Show, Inc.

Business Address.....10 East North Ave.
Phone Number.....Mulberry 1300
Studio Address.....Radio Center
Transmitter Location.....Waterview Ave.
Time on the Air.....6 a.m. to 1 a.m.

News Service.....AP, INS
Transcription Service.....Associated Music
Publishers, C. P. MacGregor

Representative.....John Blair & Co.

Personnel

President.....Robert S. Maslin, Sr.
Executive Vice-President.....Hope H. Barroll, Jr.
Commercial Manager.....Purnell H. Gould
Local Sales Manager.....William S. Pire, Jr.
Sales Promotion Mgr.....Edwin R. Mowbray, Jr.
Program Director.....Bert Hanauer
Production Manager.....Henry Hickman
Publicity Director.....Robert S. Maslin, Jr.
Musical Director.....Jos. Imbroglia
Chief Engineer.....William Q. Ranft

W I T H

BALTIMORE—EST. 1940

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....Maryland Broadcast-
ing Company

Address.....7 E. Lexington St.
Phone Number.....Lexington 7808-9-10-11
Transmitter Location.....1230 Curtain St.
Time on the Air.....24 hours a day
News Service.....AP, Reuters News Service
Transcription Service.....Lang-Worth
Representative.....Headley-Reed Company

Personnel

President-Station Mgr. Thomas G. Tinsley, 2nd
Commercial Manager.....George S. Shaffer
Sales Promotion Manager.....Harry H. Wright
Program Director.....Robert B. Bingham
Chief Announcer.....Raymond Baker
Traffic Manager.....(Miss) Bert Johnson
Personnel Manager.....Grace W. McQuade
Bookkeeper.....James H. Dorsey
News Editor.....J. F. Lewis, Jr.
Musical Director.....Thomas O'Connor
Chief Engineer.....James Duff

W T B O

CUMBERLAND—EST. 1929

Frequency: 820 Kc. Power: 250 Watts
Owned-Operated By.....Associated Broadcast-
ing Corporation

Address.....31 Frederick St.
Phone Number.....Cumberland 298 and 299
Transmitter Location.....Fort Hill, Cumberland
Time on the Air: 7:30 a.m. to sunset, Dallas,
Texas

News Service.....AP, UP
Transcription Service.....NBC Thesaurus,
World Broadcasting System
Representative.....Spot Sales, Inc.

Personnel

President-General Manager...Frank V. Becker
Commercial-Sales Promotion Manager,

G. P. Richards
Program Director.....Stewart W. Phillips
Publicity Director.....David H. Murrie
Accountant.....Ina Lee Eichner
Chief Announcer-Musical Director,

Willis Conover
Chief Engineer.....Charles Ray Sine

W F M D

FREDERICK—EST. 1936

Frequency: 930 Kc. Power: 500 Watts
Owned-Operated By.....Monocacy Broadcast-
ing Company

Business Address.....Winchester Hall
Phone Number.....Frederick 1626, 1627
Studio Addresses.....Winchester Hall,
Gobrecht Bldg., Hanover, Pa.: 32 W. Main St.,
Westminster, Md.

Transmitter Location.....Frederick, Md.
Time on the Air: 6:30 a.m. to 10:15 p.m.;
Sundays, 7:30 a.m. to 10:15 p.m.

News Service.....Transradio
Transcription Service.....World Broadcasting
System
Representative.....Burn-Smith Company, Inc.

ALL

the Statistics
in the World
Could not Produce
a Better
Selling Argument
than

POSITIVE RESULTS

as evidenced by

RENEWALS!

RENEWALS!

RENEWALS!

RENEWALS!

RENEWALS!

Renewals!

W T B O

Cumberland, Md.

Nat'l Reps.:

SPOT SALES, INC.

MARYLAND

Personnel

President.....Major Laurence Leonard
Vice-President and General Manager,
A. V. Tidmore
Assistant General Manager...J. Roy McLennan
Commercial Manager.....G. G. White
Musical Director.....Margaret Spessard
Womens' Program Director.....Jane Hoover
Chief Engineer.....A. V. Tidmore

W J E J

HAGERSTOWN—EST. 1932
MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Hagerstown Broad-
casting Co.
Address.....Franklin Court
Phone Number.....2323
Transmitter Location.....Carrol Heights
Time on the Air.....7 a.m. to 2 a.m.
News Service.....Transradio
Representative.....Spot Sales, Inc.

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.....Earl Mentzer
Chief Engineer.....G. Harold Brewer

W B O C

SALISBURY—EST. 1940

MBS—MARYLAND COVERAGE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
(Application on file for C.P. 1 kw on 960 kc)
Owned-Operated By.....The Peninsula
Broadcasting Co.
Business Address.....Radio Park
Phone Number.....Salisbury 2480
Transmitter Location.....Radio Park
Time on the Air: 7 a.m. to 12 midnight; Sun-
days, 8:30 a.m. to 12 midnight
News Service.....UP
Transcription Service.....World Broadcasting
System

Personnel

President.....John W. Downing
Vice-President.....William F. Allen
Secretary.....W. Lee Allen
Treasurer.....John T. Holt
General Manager.....Charles J. Trullit
Chief Announcer.....Samuel Carey
Musical Director.....Russell Yoke
Chief Engineer.....Peter A. Alfonsi

18 SOLID HOURS OF MUSIC & NEWS

WCOP HAS CHANGED BOSTON'S LISTENING HABITS AND BOSTON'S ADVERTISERS' BUYING HABITS

Evening TIME!
Popular TIME!
Economical TIME!

BUT SOON
TIME WILL BE
AT A PREMIUM!

NOW'S
THE TIME
TO LOOK INTO

BOSTON'S *Best Buy*

NATIONAL HEADLEY-REED COMPANY
REPRESENTATIVES New York - Chicago - Detroit - Atlanta

WCOP

COPLEY PLAZA HOTEL, BOSTON

MASSACHUSETTS

For Latest U. S. Census, Population and Retail Trade Data

Please Turn to Page 235

W A A B

BOSTON—EST. 1930

MUTUAL—COLONIAL

Frequency: 1440 Kc. Power: 1000 Watts
Owned-Operated By...The Yankee Network, Inc.

Address...21 Brookline Ave
Phone Number...COMmonwealth 0800
Transmitter Location...Squantum, Quincy, Massachusetts

Time on the Air: 7 a.m. to 2 a.m.; Sundays, 7:30 a.m. to 2 a.m.

News Service...INS
Transcription Service...Associated Music Publishers, Standard Radio
Representative...Edward Petry & Co., Inc.

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,

Sales Manager...Paul A. DeMars
Merchandising and Promotion Director, Wm. Warner

James S. Powers
Merchandising...F. Carleton McVarish
Special Events...Fred McLaughlin
Program Director...Eleanor Geer
Production Director...George Steffy
Production Supervisor...Charles Curtin
Editor of News Service...Robert Myers
Chief Meteorologist, Weather Service,

Salvatore Pagliuca
Publicity Director...A. J. Stephenson
Musical Director...Francis J. Cronin
Chief Engineer...Irving B. Robinson

W B Z & W B Z A

BOSTON & SPRINGFIELD

EST. 1921

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1030 Kc. Power: 50000 (WBZ), 1000 (WBZA)

Owned By...Westinghouse Electric & Mfg. Co.
Operated By...Westinghouse Radio Stations, Inc.

Addresses...Hotel Bradford, Boston; Hotel Kimball, Springfield

Phone Number...Hancock 4261 (WBZ), Springfield 6-8336 (WBZA)

Transmitter Locations...Hull, Mass. (WBZ), Springfield, Mass. (WBZA)

Time on the Air: 6 a.m. to 1 p.m.; Sundays, 8 a.m. to 1 a.m.

News Service...AP, UP
Transcription Service...NBC Thesaurus, Standard Radio
Representative...National Broadcasting Co.

Personnel

President...Geo. H. Bucher
Station Manager (Acting)...C. S. Young
Program Manager...John F. McNamara
Production Manager...John H. Wright
Sales Manager...Frank R. Bowes
Sales Promotion Manager...Harry D. Goodwin
Publicity Director...E. F. Stafford
Musical Director...Avner Rakov
Plant Manager...F. M. Sloan (WBZ)
Plant Manager...H. E. Randol (WBZA)

W C O P

BOSTON—EST. 1935

AMERICAN BROADCASTING CORP.

Frequency: 1150 Kc. Power 500 Watts
Owned By...American Broadcasting Corp.
Operated By...Massachusetts Broadcasting Co.
Address...Copley-Plaza Hotel

Phone Number...COMmonwealth 1717
Transmitter Location...Off Speedway, Brighton, Mass.

Time on the Air...18 hours daily
News Service...INS
Transcription Service...Standard Radio
Representative...Headley-Reed Co.

Personnel

President...Harold A. Lafount
General Manager...A. N. Armstrong, Jr.
Assistant Manager...Ashley L. Robinson
Program-Musical Director...Sherman Keene
Production Manager...Frances Lescoe
Publicity Director...Chester Hill
Studio Manager-Chief Announcer,

Russell Offhaus
Artists' Bureau Head...Eleanor Kane
Chief Engineer...Roland C. Hale

W E I

BOSTON—EST. 1924

COLUMBIA BROADCASTING SYSTEM



Frequency: 590 Kc. Power: 5000 Watts
Owned By...Boston Edison Company
Operated By...Columbia Broadcasting System
Business Address...182 Tremont St.

Phone Number...HUBbard 2323
Studio Addresses...182 Tremont St.; Boston Herald-Traveler, 80 Mason St.

Transmitter Location...Mystic Valley Parkway, Medford, Mass.

Time on the Air: 5:30 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.

News Service...AP

One of 
America's
greatest
local 
programs

The 920 CLUB
WORLD

BOSTON, MASS.



Transcription Service . . . World Broadcasting System, Lang-Worth Feature Programs
 Representative Radio Sales

Personnel

Station Manager H. E. Fellows
 Sales Manager Kingsley Horton
 Sales Promotion Manager . . . David S. Garland
 Production Manager L. G. Del Castillo
 Publicity Director Walter Murphy
 Chief Announcer C. H. Dickerman
 Accountant J. J. Murray
 Musical Director Francis E. Bellizia
 Chief Engineer P. K. Baldwin

W H D H

BOSTON—EST. 1929

Frequency: 850 Kc. Power: 1000 Watts
 Owned-Operated By . . . Matheson Radio Co., Inc.

Address Hotel Touraine, 62 Boylston St.
 Phone Number Hancock 0900
 Transmitter Location Saugus, Mass.
 Time on the Air: 6:30 a.m. until sunset in Denver, Colo.; Sundays 8:15 a.m. until sunset in Denver, Colo.

News Service Transradio
 Transcription Service C. P. MacGregor;
 World Broadcasting System, Associated
 Recorded Program Service
 Representative Spot Sales, Inc.

Personnel

President A. E. Matheson
 General Manager Ralph G. Matheson
 Commercial Manager J. J. Matheson
 Program Director G. M. Watson, Jr.
 Production Manager Ray Rich, Jr.
 Musical Director Kenneth Wilson
 Chief Engineer R. G. Matheson

W M E X

BOSTON—EST. 1934

Frequency: 1500 Kc. Power: 5000 Watts
 Owned-Operated By Northern Corp.
 Address: WMEX Bldg., 70 Brookline Ave.
 Phone Number Commonwealth 3900
 Transmitter Location Quincy, Mass.
 Time on the Air 111 hours weekly
 News Service INS
 Transcription Service C. P. MacGregor

Personnel

President-Program Director . . . John E. Reilly
 Managing Director-Chief
 Engineer Alfred I. Pote
 Sales Manager S. A. Wasser
 Commercial Manager W. S. Pote
 Production Manager John Kiley
 Publicity Director Philip Hobson

W N A C

BOSTON—EST. 1922

**MUTUAL BROADCASTING SYSTEM
 NBC—YANKEE NETWORK**

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Operated By: The Yankee Network, Inc., 21 Brookline Ave.

Phone Number COMMonwealth 0800
 Transmitter Location Squantum, Quincy, Mass.
 Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.

News Service INS
 Transcription Service Associated;
 Standard Radio
 Representative Edward Petry & Co., Inc.

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 James S. Powers
 Merchandising F. C. McVarish
 Special Events Fred McLaughlin
 Sales and Station Relations . . . Gerald Harrison
 Assistant Sales & Production . . William Eynon
 Assistant Sales & Station
 Relations Roger Coakley
 Program Director Eleanor Geer
 Production Director George Steffy
 Production Supervisor Charles Curtin
 Editor of News Service Robert Myers
 Chief Meteorologist, Weather
 Service Salvatore Pagliuca
 Publicity Director A. J. Stephenson
 Musical Director Francis J. Cronin
 Chief Engineer Irving B. Robinson

W O R L D

BOSTON—EST. 1926

Frequency: 950 Kc. Power: 1000 Watts
 Owned-Operated By: Broadcasting Service Organization, Inc.

Address: Myles Standish Hotel, 610 Beacon Street
 Phone Number Commonwealth 5100
 Transmitter Location Needham, Mass.
 Time on the Air 6:30 a.m. to local sunset
 News Service UP

Personnel

President Harold A. Lafount
 General Manager George Lasker
 Assistant Manager Ashley L. Robinson
 Publicity Director Stephen Manookian
 Program-Musical Director Robert N. Perry
 Chief Engineer John Parker

W S A R

FALL RIVER—EST. 1921

MUTUAL — COLONIAL & YANKEE

Frequency: 1480 Kc. Power: 1000 Watts
Owned-Operated By: Dought & Welch Electric Co.

Address: 102 S. Main St.
Phone Numbers: 7-9477-8 (studio); 2,4261 (Transmitter)

Transmitter Location: 20 Walker St., Somerset St., Somerset, Mass.

Time on the Air: 7:30 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight

News Service: INS; Yankee Network
Transcription Service: Standard Radio; Langworth

Representative: The Walker Co.

Personnel

President and Station Manager: Wm. T. Welch
Secretary and Assistant Treasurer,

Philly J. Maurette

Program Director: Josephine Y. Welch
Commercial Manager: Leonard C. Cox

Chief Engineer: John C. Pavao

W E I M

FITCHBURG—EST. 1941

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Ruben E. Aronheim

Address: 717 Main Street

Phone Number: Fitchburg 1600

Transmitter Location: Luenburg-Fitchburg line

Time on the Air: 7 a.m. to 12 midnight

Transcription Service: Lang-Worth

Personnel

President: Ruben E. Aronheim

General Manager: Milton H. Meyers

Chief Engineer: Theodore Kalin

W H A I

GREENFIELD—EST. 1938

MUTUAL—YANKEE & COLONIAL NETWORKS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: John W. Haigis

Address: 354 Main St.

Phone Number: 4301

Transmitter Location: Woodard Rd.

Time on the Air: Unlimited License

Transcription Service: World Broadcasting System; BMI

Representative: Joseph Hershey McGillvra

Personnel

Owner: John W. Haigis

Manager: James L. Spates

Commercial-Sales Promotion

Manager: Horace W. Nichols

Program-Musical Director: Warren Greenwood

Chief Announcer: Louis Doolittle

Chief Engineer: James L. Spates

W H Y N

HOLYOKE—EST. 1941

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Hampden-Hampshire Corporation

Business Address: 180 High Street
Phone Numbers: 8238, 8239

Studio Addresses: 180 High Street; 80 Main Street, Northampton; Canal Street, South Hadley Falls

Transmitter Location: Canal St., South Hadley Falls, Mass.

Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight

Newspaper Affiliation: Holyoke-Transcript Telegram

News Service: UP

Transcription Service: Associated; C. P. MacGregor; Standard Radio

Representatives: George T. Hopewell; Bertha Bannon

Personnel

President: Mrs. William R. Dwight

Station Manager: Charles N. DeRose

Commercial Manager: Patrick J. Montague

Program Director: Walcott A. Wyllie

Chief Announcer: Robert Dixon

Copy Chief: Ward Gardner

Musical Director: Gibert Canfield

Chief Engineer: Thomas Humphrey

W O C B

HYANNIS-WEST YARMOUTH

EST. 1940

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Cape Cod Broadcasting Co.

Business Address: South Sea Avenue, West Yarmouth, Cape Cod, Mass.

Phone Number: Hyannis 1697

Transmitter Location: South Sea Avenue, West Yarmouth, Cape Cod, Mass.

Time on the Air: 8 a.m. to 11 p.m.

News Service: Transradio

Transcription Service: Standard Radio

Representative: Associated Radio Sales; Eleanor G. Kane

Personnel

Station Manager: H. M. Alleman

Program Director: H. H. Flint

Publicity Director: John Gowen, 3rd

Musical Director: Ralph Lawton

Chief Engineer: Rodney A. Merrill

WLAW

LAWRENCE—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 680 Kc. Power: 5000 Watts

Owned-Operated By Hildreth & Rogers Company

Address 278 Essex Street

Phone Numbers Lawrence 4107, 4108 & 4109

Transmitter Location River Road, Andover, Mass.

Time on the Air: 6 a.m. to 1 a.m. (19 hours)

News Service UP

Transcription Service Standard Radio; World Broadcasting System

Representative The Katz Agency, Inc.

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
 Chief Announcer Charles J. Higgins, Jr.
 Continuity Director Irene F. Morgan
 Chief Engineer George A. Hinckley

WLLH

LOWELL-LAWRENCE—EST. 1934

MUTUAL—YANKEE & COLONIAL

Frequency: 1400 Kc. Power: Lowell, 250 Watts; Lawrence, 100 Watts

Owned-Operated By Merrimac Broadcasting Co., Inc.

Business Address 39 Kearney Square, Lowell

Phone Number Lowell 8715

Studio Addresses: 39 Kearney Square, Lowell; Cregg Building, Lawrence

Transmitter Location: 39 Kearney Square, Lowell; Cregg Building, Lawrence

Time on the Air: 6:25 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight

News Service INS
 Transcription Service: Associated Music Publishers

Representative Edward Petry & Co., Inc.

Personnel

President A. S. Moffat
 Station Manager Robert F. Donahue
 Commercial Manager Haskell Bloomberg
 Program Director Thomas Clayton
 Chief Announcer Philip Goulding
 News Editor Fred Simmonds
 Chief Engineer Anthony Michaels

If you want . . .

1. The Merrimack Valley from mountains to sea
2. Strongest signal in the Heart of New England, reaching 4,000,000 people
3. War Boom spending founded in long established markets
4. Direct sales returns . . . use . . .

LAWRENCE
MASS.

WLAW

5000 WATTS
680 K.C.

Columbia's Voice In Northern New England

WNBH

NEW BEDFORD—EST. 1921

COLONIAL—YANKEE—MUTUAL

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By: E. Anthony & Sons,
Incorporated

Business Address12 Market Street
Phone Number..... 8-5228

Studio Address.....588 Pleasant Street
Transmitter Location.....Crow Island,
New Bedford Harbor

Time on the Air: 7:30 a.m. to 11:30 p.m.;
Sundays, 8:30 a.m. to 11:30 p.m.

Newspaper Affiliation.....Standard-Times
Mercury

Transcription Service.....NBC Thesaurus
Representatives: Burn-Smith Company; R. C.
Foster

Personnel

Station Manager.....Hugh R. Norman
Commercial Manager.....Raymond D. Markey
Program Director.....Paul W. Stiles
Publicity Director-News Editor. Earle D. Wilson
Chief Engineer.....Clyde Pierce

WBRK

PITTSFIELD—EST. 1938

MUTUAL—COLONIAL & YANKEE NETWORKS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Munroe B. England

Address8 Bank Row
Phone Number.....2-1553

Transmitter Location.....1100 East St.
Time on the Air.....7 a.m. to 12 midnight

News ServiceTransradio
Transcription Service.....C. P. MacGregor

RepresentativeBurn-Smith Co.

Personnel

President-Station Manager..Munroe B. England
Commercial Manager.....John Parsons
Sales Promotion Manager....Robert Burbank
Chief EngineerNorman Blake

WESX

SALEM—EST. 1939

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By: North Shore Broadcasting
Company

Salt Water Watts

77,000 Radio Homes in the .5 MVM Zone

Retail Sales up \$9,000,000 in 1941

R. C. Foster—Boston

Burn-Smith—N. Y., Chicago

WNBH

NEW BEDFORD, MASS.

Offensive Industries Booming!!

Write for Coverage Maps!

Member—Yankee-Colonial Networks



Business Address.....126 Washington St.
 Phone Numbers.... Salem 5670; Lynn 2-0550
 Studio Addresses: 126 Washington St.; 341
 Union Street, Lynn
 Transmitter LocationMarblehead
 Time on the Air.....6:30 a.m. to 12 midnight
 News ServiceINS
 Transcription Service....World Broadcasting
 System; Associated Music Publishers
 Representatives: Wm. G. Rambeau Co.; Robert
 C. Foster

Personnel

PresidentCharles W. Phelan
 General Manager.....Van D. Sheldon
 Commercial Manager.....Robert C. Taylor
 Program Director.....Marjorie Leadbetter
 Publicity Director.....Walter Mackie
 Musical Director.....Frank Fitzpatrick
 Chief Engineer.....Richard I. Hammond

W M A S

SPRINGFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WMAS, Inc.
 AddressHotel Charles
 Phone Number.....7-1414
 Transmitter Location.....Pyncheon Park
 Time on the Air.....7 a.m. to 1 a.m.
 News ServiceINS
 Transcription Service.....Associated Music
 Representative.....Edward Pety & Co.

Personnel

PresidentA. S. Moffat
 General Manager.....A. W. Marlin
 Program Director.....Herbert A. Edman
 Chief Engineer.....Earle G. Hewinson

W S P R

SPRINGFIELD—EST. 1936

MBS—YANKEE—COLONIAL NETWORKS

Frequency: 1270 Kc.....Power: 500 Watts
 Owned-Operated By.....WSPR, Inc.
 Address63 Chestnut Street
 Phone Number.....Springfield 6-2757
 Transmitter Location: Union St. and Palmer
 Ave., West Springfield, Mass.
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service.....INS; Transradio
 Transcription Service.....Langworth
 Representatives: Geo. P. Hollingbery & Co.;
 Bertha Bannon

Personnel

President-Station Manager...Quincy A. Brackett
 TreasurerLewis B. Breed
 Commercial Manager...Milton W. Sloughton
 Program-Publicity Director,
 Wayne Henry Latham
 Chief Engineer.....Lawrence A. Reilly

W M A W *

WORCESTER—EST. 1941

Frequency: 1230 Kc.....Power: 250 Watts;
 (3 amplifiers (100-watt) at Auburn, Whitins-
 ville and Marlborough)
 Owned-Operated By.....C. T. Sherer Co.
 AddressWorcester
 Time on the AirUnlimited license

Personnel

PresidentFrank F. Butler
 Vice-President.....W. Robert Ballard
 * Station had C.P. at press-time.

W O R C

WORCESTER—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1310 Kc.....Power: 1000 Watts
 Owned-Operated By.....A. F. Kleindienst
 Address.....65 Elm Street
 Phone Number.....5-3101
 Transmitter Location.....Auburn, Mass.
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....Transradio
 Transcription Service.....NBC Thesaurus
 Representative.....Weed & Co.

Personnel

OwnerA. F. Kleindienst
 Station Manager.....Mildred P. Stanton

W T A G

WORCESTER—EST. 1924

NBC—YANKEE NETWORK

Frequency: 580 Kc.....Power: 5000 Watts
 Owned By: Worcester Telegram Publishers
 Company, Inc.
 Operated By: Worcester Telegram and Eve-
 ning Gazette
 Address.....18-20 Franklin Street
 Phone Number.....5-4321
 Transmitter Location.....Holden, Mass.
 Time on the Air.....6:30 a.m. to 12:05 a.m.
 Newspaper Affiliation: Worcester Telegram &
 The Evening Gazette
 News ServiceAP
 Transcription Service....World Broadcasting
 System; Langworth
 Representatives: Edward Pety & Co.; Ber-
 tha Bannon

Personnel

Vice-President-General
 ManagerGeorge F. Booth
 DirectorEdward E. Hill
 Commercial Manager.....George H. Jaspert
 Local Sales Manager.....Dorothy Robinson
 Sales Promotion Manager.....Philip R. Jasen
 Program Director.....William T. Cavanagh
 Musical Director.....Jean Wilkins
 Chief Engineer.....Hobart H. Newell

MICHIGAN

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 235

W E L L

BATTLE CREEK—EST. 1925

BLUE NETWORK

MICHIGAN RADIO NETWORK

Frequency: 1400 Kc.....Power: 250 Watts

Owned-Operated ByFederated Publications, Inc.

Address: 1 W. Michigan Ave., Michigan National Bank Bldg.

Phone Numbers.....5655; 7166

Transmitter Location.....Michigan National Bank Bldg.

Time on the Air: 7 a.m. to 12 midnight; Sundays, 9 a.m. to 10 p.m.

Newspaper Affiliation.....Battle Creek Enquirer-News

Transcription Service.....Associated Music

Representative.....Burn-Smith Company, Inc.

Personnel

PresidentA. L. Miller

General Manager.....D. E. Jayne

Commercial Manager.....F. F. Owen

Program Director.....Frank Jayne

Chief Engineer.....R. B. Roof

W B C M

BAY CITY—EST. 1928

BLUE NETWORK

Frequency: 1440 Kc.....Power: 1000 d.; 500 n.

Owned-Operated ByBay Broadcasting Company, Inc.

AddressWenonah Hotel

Phone Numbers: Bay City 7551; Saginaw 2-2171

Transmitter LocationTuscola Road, Hampton Township

Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight

News ServiceUP

Transcription ServiceNBC Thesaurus; Associated Music Publishers

RepresentativeGeorge P. Hollingbery

Personnel

PresidentHarley D. Peet

General Manager.....H. A. Giesel

Sales Promotion ManagerA. F. Huebner

Program DirectorFrank Catto

Chief Engineer.....Ralph H. Carpenter

W H D F

CALUMET—EST. 1929

Frequency: 1400 Kc.....Power: 250 Watts

Owned-Operated By: Upper Michigan Broadcasting Co.

Business Address.....Community Bldg., Houghton, Mich.

Phone Numbers: Houghton 1; Calumet 869

Studio Addresses: 515 Scott St., Calumet; Community Bldg., Houghton

Transmitter Location.....Laurium, Michigan

Time on the Air.....7:30 a.m. to 10 p.m.

Newspaper Affiliation.....Daily Mining Gazette (Houghton; Evening News Journal, (Calumet)

News Service.....AP

Transcription Service.....World Broadcasting System, Standard Radio; Lang-Worth; Keystone Broadcasting System

Representative.....Bogner and Martin

Personnel

PresidentA. L. Burgan

Vice-President-General

Manager.....John W. Rice

Commercial Manager.....Albert W. Payne

Program Director.....Earl Nordeen

Technical Supervisor.....George L. Burgan

W J B K

DETROIT—EST. 1928

Frequency: 1490 Kc.....Power: 250 Watts

Owned-Operated By.....James F. Hopkins, Incorporated

Address.....6559 Hamilton Avenue

Phone Number.....Trinity 2-2000

Transmitter Location.....15555 Woodrow Wilson Avenue

Time on the Air.....24 hours daily

News ServiceINS

Transcription Service.....Associated Music Publishers; World Broadcasting System

Representatives: Forjoe & Company; Associated Radio Sales

Personnel

President-Station Manager...James F. Hopkins

Commercial Manager.....Art Croghan

Sales Promotion Manager.....John Olenik

Program-Musical Director.....Sybil Krieghoff

Production Manager

(Foreign).....Stanley Altschuler

Publicity Director.....Leila Bingham

Chief Announcer.....Charles R. Sterritt

Chief Engineer.....Paul Frincke

W J L B

DETROIT—EST. 1926

Frequency: 1400 Kc.....Power: 250 Watts

Owned-Operated By: John L. Booth Broadcasting, Inc.

Address....31st and 34th Floor, Eaton Tower

Phone Number.....Cadillac 7600

Transmitter Location...7310 Woodward Ave.
 Time on the Air.....20½ hours daily
 News ServiceINS
 Transcription Service.....Standard Radio;
 C. P. MacGregor
 Representative.....United Broadcasting
 Company

Personnel

President-General Manager...John L. Booth
 Vice-PresidentW. W. Booth
 Treasurer-Auditor.....Hugh M. Gray
 Secretary-Personnel
 ManagerMeril A. Lindbloom
 Sales Manager.....Mike Kent
 Merchandising Manager...Michael Jachimski
 Program Director.....Charles Farrall
 Publicity Director.....Marge Soenksen
 Traffic Manager.....Virginia Connor
 Musical Director.....Herbert Mertz
 Chief Engineer.....Edward Clark

W J R

DETROIT—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 760 Kc.....Power: 50000 Watts
 Owned-Operated ByWJR, The Goodwill
 Station
 Business Address.....2103 Fisher Building

Phone Number..... Madison 4440
 Studio Address: 28th Floor Fisher Building
 Transmitter Location.....Trenton, Michigan
 Time on the Air: 5:30 a.m. to 1 a.m.; Sun-
 days, 8 a.m. to 1 a.m.
 News Service INS
 Transcription Service....World Broadcasting
 System; Standard Radio
 Representative.....Edward Petry & Co., Inc.

Personnel

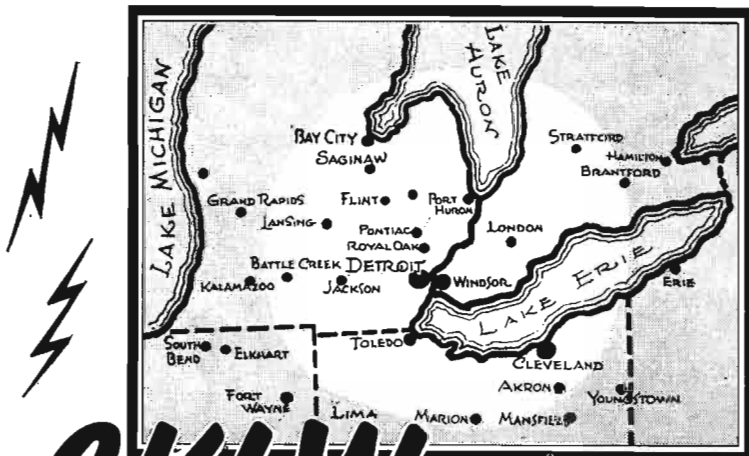
PresidentG. A. Richards
 Executive Vice-President and General
 Manager.....Leo Fitzpatrick
 Vice-PresidentJohn Patt
 Assistant General Manager-Sales
 ManagerOwen F. Uridge
 Secretary-Treasurer.....P. M. Thomas
 Publicity Director.....Neal Tomy
 Program Director.....Norman White
 Production Managers.....Arthur McPhillips,
 David Oldson
 Chief AnnouncerFranklin C. Mitchell
 Musical Director.....Samuel Benavie
 Chief EngineerM. R. Mitchell

CKLW

DETROIT

(See Windsor, Ont., Canada, Page 659)

This Area Covers The Homes of 8,000,000 People!



CKLW

**BLANKETS THIS
 RICH MARKET**

**22 HOURS OUT OF EVERY DAY!
 In The Detroit Area Buy CKLW—More Listeners For Less!**

W W J

DETROIT—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Operated By: Evening News Association
 Business Address: 615 W. Lafayette
 Phone Number: RAndolph 2000
 Studio Address: 624-30 W. Lafayette
 Transmitter Location: 12700 W. 8 Mile Road,
 Oak Park, Michigan
 Time on the Air: 6 a.m. to 1 a.m.
 Newspaper Affiliation: The Detroit News
 News Service: UP
 Transcription Services: Lang-Worth;
 Standard Radio
 Representative: George P. Hollingbery Co.

Personnel

General Manager: W. J. Scripps
 Station Manager: Harry Bannister
 Business Manager: Forrest Wallace
 Sales Manager: Harry Betteridge
 Sales Promotion Manager: Jake Albert
 Program Supervisor: James Eberle
 Program Director: Melvin C. Wissman
 Production Manager: Jack Hill
 Public Relations Director: Robert Kelly
 Musical Director: Mischa Kottler
 Chief Engineer: Walter Hoffman

W X Y Z

DETROIT—EST. 1930

BLUE NETWORK—MICHIGAN RADIO NETWORK

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Operated By: King-Trendle Broadcast-
 ing Corporation
 Business Address: 1700 Stroh Building
 Phone Number: Cherry 8321
 Studio Address: 14th floor Maccabees Bldg.
 Transmitter Location: 15505 Joy Road
 Time on the Air: 6:30 a.m. to 1 a.m.
 News Service: UP
 Transcription Service: Standard Radio
 Representative: Paul H. Raymer Co.

Personnel

President-Treasurer: George W. Trendle
 Vice-President: John H. King
 Secretary-General
 Manager: H. Allen Campbell
 Assistant Commercial Manager:
 James G. Riddell
 Sales Promotion, Advertising and
 Publicity: Lambert B. Beeuwkes
 Studio Manager: H. Earl Moore
 Director of Production: Charles Livingstone
 Merchandising Manager: Harold S. Christian
 News Editor: Felix Holt
 Chief Announcer: Jack McCarthy
 Traffic Manager: David H. Harris
 Musical Director: Benny Kite
 Chief Engineer: Vern C. Alston

W K A R

EAST LANSING—EST. 1922

Frequency: 870 Kc. Power: 5000 Watts
 Owned-Operated By: Michigan State College
 Business Address: East Lansing
 Phone Number: 5-9113, ext. 600
 Studio Address: Auditorium Building
 Transmitter Location: Campus
 Time on the Air: 6 a.m. to 5 p.m.
 News Service: AP
 Transcription Service: Lang-Worth

Personnel

Station Manager: Robert J. Coleman
 Program Supervisor: Ray J. Stanley
 Production Manager: L. D. Barnhart
 Chief Engineer: Norris Grover
 (Non-Commercial Station)

W D B C

ESCANABA—EST. 1941

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Delta Broadcasting
 Company
 Address: First and Ludington Streets
 Phone Number: 787
 Transmitter Location: First and Ludington
 Time on the Air: 7 a.m. to 11 p.m.
 News Service: UP
 Transcription Service: Standard Radio

Personnel

Secretary-Treasurer-General
 Manager: Gordon H. Brozek
 Chief Engineer: Jack Foster

W F D F

FLINT—EST. 1922

BLUE NETWORK

MICHIGAN RADIO NETWORK

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By: Flint Broadcasting Co.
 Address: Union Industrial Bldg.
 Phone Number: 2-7158
 Transmitter Location: Bristol Road
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service: INS
 Transcription Service: NBC Thesaurus
 Representative: Burn-Smith, Inc.

Personnel

President-General Manager: Howard M. Loeb
 Commercial Manager: F. S. Loeb
 Program Director: Adrian R. Cooper
 Chief Announcer: James Cleaver
 Auditor: Audrey Jones
 News Editor: Jack Lewin
 Musical Director: William Geyer
 Chief Engineer: Frank D. Fallain

W L A V

GRAND RAPIDS—EST. 1940
MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Leonard A. Versluis
Address: Keeler Building, 6 Fountain St., N.E.

Phone Number: 6-5461
Transmitter Location: 6 Fountain St., N.E.
Time on the Air: 6:45 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.

News Service: INS
Transcription Service: Standard Radio

Personnel

Owner: Leonard A. Versluis
Station Manager: Hy M. Steed
Sales Promotion Manager: King C. Bard
Program Director-Traffic

Manager: Kathryn Mordo
Chief Announcer: John Marshall
Musical Director: Fran Weigle
Chief Engineer: Raymond A. Plank

WOOD-WASH

GRAND RAPIDS—EST. 1930
BLUE NETWORK

NATIONAL BROADCASTING CO.
MICHIGAN RADIO NETWORK

Frequency: 1300 Kc. Power: 500 Watts (C.P. 5000 Watts)

Owned-Operated By: King-Trendle Broadcasting Corporation
Address: 16th Floor Grand Rapids National Bank Building

Phone Number: 9-4211
Transmitter Location: Bridge St. Road, 1 mile west of city limits

Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight

News Service: UP
Transcription Service: Associated Music Publishers; Lang-Worth

Representative: Paul H. Raymer Co.

Personnel

President: George W. Trendle
Station and Sales Manager: Stanley W. Barnett
Merchandising Manager: Paul Eichhorn
Program Director: Sandy Meek
Production Manager: Carl S. Hester
Publicity Director: T. Wilcox Putnam
Chief Engineer: Fred W. Russell

W J M S

IRONWOOD—EST. 1931
MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM
LAKE SUPERIOR NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Upper Michigan-Wisconsin Broadcasting Co., Inc.

Address: 124 E. McLeod Ave.
Phone Number: 20
Transmitter Location: U. S. Highway No. 2 & Douglas Boulevard

Time on the Air: 6 a.m. to 12 midnight
News Service: AP; UP
Transcription Service: Associated Music Publishers; Standard Radio; C. P. MacGregor

Representative: Bogner & Martin

Personnel

Vice-President and General Manager: Noel C. Ruddell
Assistant Manager: J. W. Huss
Program Director: Harry Willis
Musical Director: Laura Johnson
Chief Engineer: August Jarvi

W I B M

JACKSON—EST. 1925

BLUE NETWORK
MICHIGAN RADIO NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: WIBM, Inc.

Address: 228 West Michigan Avenue
Phone Number: 6121
Transmitter Location: 228 West Michigan Avenue

Time on the Air: 6:30 a.m. to 12 midnight
News Service: AP
Transcription Service: Standard Radio
Representative: Forjoe & Company

Personnel

President: Herman Radner
Vice-President and Station

Manager: Roy Radner
Sales Promotion Manager: William Cizek
Program-Musical Director: Willbur Dunn
Chief Engineer: C. W. Wirtanen

W K Z O

KALAMAZOO-GRAND RAPIDS
EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc. Power: 5000 Watts
Owned By: WKZO, Incorporated
Operated By: John E. Fetzer
Business Addresses: P. O. Box 866 (Kalamazoo); P. O. Box 203 (Grand Rapids)

Phone Number: 3-1223
Studio Addresses: 7th Fl., Burdick Hotel (Kalamazoo); 2nd Fl., Herpolsheimer Store (Grand Rapids)

Transmitter Location: Parchment, Michigan
Time on the Air: 6 a.m. to 12 midnight; Sundays, 7:30 a.m. to 12 midnight

News Service: INS
Transcription Service: NBC Thesaurus
Representative: Free & Peters, Incorporated

Personnel

President-General Manager: John E. Fetzer

Station Manager.....Ray V. Hamilton
 Commercial Manager.....John W. O'Harrow
 Program-Publicity Director (Kalamazoo),
 Paul H. Aurandt
 Program Director (Grand Rapids) Harry Caray
 Chief Announcer.....Roy Rowan
 Chief Engineer.....Arthur E. Covell

W J I M

LANSING—EST. 1934

BLUE NETWORK

MICHIGAN RADIO NETWORK

Frequency: 1240 Kc.Power: 250 Watts
 Owned-Operated By..... WJIM, Inc.
 Address.....City National Building
 Phone Number.....2-1333-4-5
 Transmitter Location...City National Building
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service UP
 Transcription Service...Associated Recorded
 Program Service

Personnel

President-General Manager..Harold F. Gross
 Program Director.....Bob Innes
 Production Manager.....H. K. Finch
 Director of Women's Programs..Judy Holiday

W M P C

LAPEER—EST. 1926

Frequency: 1230 Kc.Power: 250 Watts
 Owned-Operated By: The Liberty Street Gospel
 Church of Lapeer
 Address803 Liberty St.
 Phone Numbers.....455-J; 455-M
 Transmitter Location.....803 Liberty St.
 Time on the Air.....Shares Time

Personnel

President-Station
 Manager.....Frank S. Hemingway
 Program Director.....Nora Eastman
 Musical Director.....A. O. Voorheis
 Chief Engineer.....H. F. Hayes
 (Non-Commercial Station)

W D M J

MARQUETTE—EST. 1931

Frequency: 1340 Kc.Power: 250 Watts
 Owned-Operated By: Lake Superior Broad-
 casting Co.
 Address146 W. Washington
 Phone Number616
 Transmitter Location...146 W. Washington
 Time on the Air: Unlimited; 8 a.m. to 10 p.m.;
 Sundays, 9 a.m. to 4 p.m.
 Newspaper Affiliation...Daily Mining Journal
 News Service.....Transradio
 Transcription Service...World and Keystone
 Broadcasting Systems

Personnel

PresidentFrank J. Russell, Jr.
 General Manager.....Gordon H. Brozek

W K B Z

MUSKEGON—EST. 1926

Frequency: 1490 Kc.Power: 250 Watts
 Owned-Operated By.....Ashbacker Radio
 Corp.
 Business Address.....Muskegon
 Phone Number26-051
 Studio Address.....424 Apple Ave.
 Transmitter Location...Muskegon Township
 Time on the Air.....7 a.m. to 11 p.m.
 News ServiceUP
 Transcription Service...World Broadcasting
 System; Associated Music Publishers; Lang-
 Worth
 Representative.....Burn-Smith Co.

Personnel

President-Station
 Manager.....Grant F. Ashbacker
 Commercial Manager.....William C. Wester
 Sales Promotion Manager....Loran A. Haney
 Program-Musical Director.....Frank Lynn
 Production Manager.....Ernest Murray
 Publicity Director.....Louis Dwyer
 Chief Announcer.....Albin Beck
 Office Manager.....Henry Klooster
 Chief Engineer.....Geo. Krivitzky

W C A R

PONTIAC—EST. 1939

Frequency: 1130 Kc.Power: 1000 Watts
 Owned-Operated By ..Pontiac Broadcasting
 Company
 Address6th Floor Riker Building
 Phone NumberPontiac 7141
 Transmitter Location: Between Square Lake &
 Telegraph Roads, Bloomfield Township,
 Oakland County, Michigan
 Time on the Air: 4 a.m. to local sunset; Sun-
 days, 8 a.m. to local sunset
 News ServiceINS
 Transcription Service.....NBC Thesaurus;
 Standard Radio
 Representative.....The Foreman Company

Personnel

PresidentGeorge M. Stutz
 General Manager.....H. Y. Levinson
 Commercial Manager.....Monte Meyer
 Program-Musical Director,
 William E. Macdonald
 Accountant.....Earl E. Cloyd
 Administrative Secretary....Cloman Pipe
 Chief Engineer.....Wiley Wenger

W H L S

PORT HURON—EST. 1938

BLUE NETWORK
MICHIGAN RADIO NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Harmon LeRoy Stevens
and Herman LeRoy Stevens
Address: 932 Military St.
Phone Number: 6191
Transmitter Location: 32nd St. and Lapeer
Ave.

Time on the Air: 6 a.m. to 12 midnight
News Service: UP
Transcription Service: Keystone Broad-
casting System

Personnel

President-Station Manager: Harmon L. Stevens
Commercial Manager: Robert Mackin
Sales Promotion Manager: V. O. Cram
Publicity Director: Helen Nelson
Chief Announcer: Allen Keys
Musical Director: Lyle Patterson
Chief Engineer: Leslie Conant

W E X L

ROYAL OAK—EST. 1925

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Royal Oak Broadcasting
Company
Address: 212 West Sixth Street
Phone Numbers: Elmhurst 6524; Royal
Oak 0815

Transmitter Location: 2201 Woodward
Heights Blvd., Ferndale, Michigan
Time on the Air: 7 a.m. to 4 a.m.
News Service: INS

Personnel

President: G. B. Hartick
Business Manager: E. C. Thompson
Program Director-Chief
Announcer: Kirk Knight
Chief Engineer: Joseph L. McFarland

W H A L *

SAGINAW—EST. 1939

Frequency: 980 Kc. Power: 500 Watts
Owned-Operated By: Harold F. Gross &
Edmund C. Shields

Address: Saginaw
Transmitter Location: Saginaw
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—EST. 1940

Frequency: 1230 Kc. Power: 250 d.; 100 n.
Owned-Operated By: Saginaw Broadcasting
Co.

Business Address: Bancroft Hotel
Phone Number: 2-6148
Studio Address: Bay at Weiss St.
Transmitter Location: Bay at Weiss St.
Time on the Air: 74½ hours per week
News Service: INS
Transcription Service: Standard Radio

Personnel

President-Commercial Manager:
Milton L. Greenbaum
Station Manager-Program
Director: Jack Parker
Sales Promotion Manager: Robert Phillips
Chief Engineer: Simon Maruszcan

W S O O

SAULT STE. MARIE—EST. 1939

Frequency: 1230 Kc. Power: 250 d.; 100 n.
Owned-Operated By: Hiawathaland
Broadcasting Co.

Address: West Portage Avenue
Phone Number: 2642
Transmitter Location: U. S. Highway No. 2
Time on the Air: Unlimited license
Transcription Service: Standard Radio
Representative: Joseph Hershey McGillvra

Personnel

General Manager: Stanley R. Pratt

W T C M

TRAVERSE CITY—EST. 1941

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Midwestern Broad-
casting Company

Address: Anderson Building
Phone Number: Traverse City 1150
Transmitter Location: Elmwood Township-
Leelanau County, Michigan

Time on the Air: Unlimited License
News Service: AP
Transcription Service: Standard Radio
Representative: Associated Radio Sales

Personnel

President-Station Manager: Les Biederman
Sales Manager: Graham Keevil
Sales Promotion Manager: Bud Hicks
Musical Director: Don Mullen
Chief Engineer: Drew McClay

MINNESOTA

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 237

K A T E

ALBERT LEA—EST. 1937
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Albert Lea Austin
Broadcasting Company
Address: 332 So. Broadway
Phone Number: 2338
Transmitter Location: 332 So. Broadway
Time on the Air: 6 a.m. to 12 midnight
News Service: UP
Transcription Service: World Broadcasting
System
Representative: Foreman & Company

Personnel

President and Station Manager: E. L. Hayek
Commercial Manager: Tom H. Lathrop
Program Director-Chief
Announcer: Roy Pickett
Chief Engineer: George Church

K T O M*

BRAINERD—EST. 1942
Frequency: 1400 Kc. Power: 250 Watts
Owned By: Edward Tom O'Brien, David
Shepard, Howard S. Johnson, John W. Boler
Operated By: Brainerd-Bemidji Broad-
casting Co.
Address: Brainerd
Time on the Air: Unlimited license
* Station had C.P. at press time.

K D A L

DULUTH—EST. 1936
COLUMBIA BROADCASTING SYSTEM
Frequency: 610 Kc. Power: 1000 Watts
Owned-Operated By: Red River Broadcasting
Co., Inc.
Address: 218 Bradley Building
Phone Number: Melrose 2230
Transmitter Location: Foot of 63rd Ave. W.,
Duluth, Minn.
Time on the Air: 6:30 a.m. to 12 midnight;
Sundays, 7:45 a.m. to 12 midnight
News Service: Transradio
Transcription Service: Lang-Worth; Standard
Radio
Representative: Free & Peters, Inc.

Personnel

President-Station Manager: Dalton LeMasurier
Commercial Manager: Odin S. Ramsland
Sales Promotion Manager: Ellis Harris
Program Director: Gilbert Fawcett
Chief Engineer: Robert A. Dettman

W E B C

DULUTH—EST. 1924
BLUE NETWORK
NATIONAL BROADCASTING CO.
Frequency: 1320 Kc. Power: 5000 Watts
Owned-Operated By: Head of Lakes
Broadcasting Co.
Business Address: WEBC Bldg. (Duluth
and Superior, Wisc.)
Phone Number: Melrose 1537
Transmitter Location: Unlimited license
Newspaper Affiliation: Duluth News Tribune
Transcription Service: NC Thesaurus
Representative: George P. Hollingbery
Co.

Personnel

General Manager: Walter C. Bridges
Business Manager: Thomas W. Gavin

K G D E

FERGUS FALLS—EST. 1926
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1230 Kc. Power: 250 d.; 100 n.
Owned-Operated By: Charles L. Jaren
Address: Fergus Falls
Phone Number: 898
Transmitter Location: Fergus Fal's
Time on the Air: Unlimited license

Personnel

General Manager: C. L. Jaren

W M F G

HIBBING—EST. 1935
NATIONAL BROADCASTING CO.
NORTH CENTRAL BROADCASTING SYSTEM
ARROWHEAD BROADCASTING SYSTEM
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Head of Lakes Broad-
casting Co.
Address: Androy Hotel
Phone Number: 1150
Transmitter Location: Androy Hotel
Time on the Air: 6:30 a.m. to 11 p.m.
News Service: UP
Transcription Service: C. P. MacGregor
Representative: George P. Hollingbery Co.

Personnel

President: Morgan Murphy
Station Manager: H. S. Hyett
Sales Promotion Manager: Leo Freemont
Chief Engineer: C. B. Persons

K Y S M

MANKATO—EST. 1938

BLUE NETWORK—NBC
MINNESOTA RADIO NETWORK
NORTHWEST RADIO NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: F. B. Clements & Company

Address: 101 North 2nd Street
Phone Number: 4673
Transmitter Location: Belgrade Hill—North Mankato, Minn.

Time on the Air: 19 hours daily
News Service: UP
Transcription Service: NBC Thesaurus
Representative: Howard H. Wilson Company

Personnel

President: F. B. Clements
General Manager: John F. Meagher
Merchandising Manager: Bob DeHaven
Program-Publicity Director: Jack Hanssen
Continuity Director: Jeanne Kimball
News Editor: Orrin Melton
Musical Director: Maurice Piche

W C C O

MINNEAPOLIS-ST. PAUL—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 830 Kc. Power: 50000 Watts
Owned-Operated By: Columbia Broadcasting System, Inc.

Business Address: 625 Second Avenue So.
Phone Number: Main 1202
Studio Addresses: 625 Second Avenue So.; Hotel Lowry, St. Paul

Transmitter Location: Anoka, Minn.
Time on the Air: 4:55 a.m. to 1 a.m.; Sundays, 8 a.m. to 12 midnight

News Service: AP; UP
Representative: Radio Sales

Personnel

General Manager: E. H. Gammons
Assistant to General Manager: Al Sheehan
Commercial Manager: Thomas H. Dawson
Sales Promotion Manager: Sam H. Kaufman
Program Director: Hayle Cavanor
Educational Director: Max Karl
Office Manager: Emmett Heerdt
Musical Director: Wallace Olson
Chief Engineer: Hugh S. McCartney

W D G Y

MINNEAPOLIS-ST. PAUL—EST. 1923

NORTHLAND NETWORK

Frequency: 1130 Kc. Power: 5000 d.; 500 n.
Owned-Operated By: George W. Young
Address: Nicollet Hotel
Phone Number: BRidgeport 7777 (Mpls.); Midway 6363 (St. Paul)

Transmitter Location: Route 7
Time on the Air: 6 a.m. to sunset, MST.
News Service: AP
Transcription Service: Standard Radio; Lang-Worth
Representative: Howard H. Wilson Co.

Personnel

Owner and General Mgr.: Geo. W. Young
Commercial Manager: Lee L. Whiting
Sales Promotion Manager: Jean Hadley
Chief Engineer: George K. Jacobson

W L B

MINNEAPOLIS—EST. 1921

Frequency: 770 Kc. Power: 5000 Watts
Owned-Operated By: University of Minnesota
Address: Eddy Hall, University of Minnesota
Phone Number: Main 8177, Ext. 419, 821, 822
Transmitter Location: North Cleveland Avenue County Road A-2, St. Paul

Time on the Air: Two-thirds daytime hours
(WLB shares time with WCAL)

Personnel

Manager: Burton Paulu
Program Director: Betty T. Girling
Chief Engineer: Martin Shuler
(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-Operated By: Independent Merchants Broadcasting Co.

Business Address: 1730 Hennepin Ave.
Phone Numbers: Atlantic 0406; Midway 4043
Studio Addresses: 1730 Hennepin Ave.; Commodore Hotel, St. Paul

Transmitter Location: 2508 Myrtle Ave., St. Paul

Time on the Air: 6 a.m. to 12:30 a.m.; Saturday, 6 a.m. to 2 a.m.; Sundays, 7:30 a.m. to 12:30 a.m.

News Service: INS
Transcription Service: Associated Music Publishers

Representative: The Foreman Company

Personnel

President: C. J. Winton, Jr.
General Manager: K. W. Husted
Commercial Manager: Fred F. Laws
Sales Promotion Manager: Douglas Durkin
Program Director: Robert Sutton
Sports Director: Harry McTigue
News Editor: B. E. Hardman
Musical Director: Verne Rooney
Engineering Supervisor: Gene Brautigam
Technical Advisor: Ogden Prestholdt

TIME...



. 591 YEARS OF IT ON KSTP

117 national and local spot advertisers have used an average of nearly 5 consecutive years each—an aggregate total of 591! We've prepared a booklet full of proof. Write for it. You'll see how products and services *just like yours* have used KSTP and why! The 8th retail market listens—and buys—when it's on KSTP, the Northwest's leading radio station.

KSTP

**50,000 WATTS—CLEAR CHANNEL
EXCLUSIVE NBC AFFILIATE
FOR THE TWIN CITIES**

MINNEAPOLIS—ST. PAUL. MINN.

W T C N

MINNEAPOLIS-ST. PAUL—EST. 1934

BLUE NETWORK

Frequency: 1280 Kc. Power: 5000 d.; 1000 n.
 Owned By: Minneapolis Daily Times & St. Paul
 Dispatch-Pioneer Press
 Operated By: Minneapolis Broadcasting Corporation
 Address: Wesley Temple Building
 Phone Numbers: Main 6562; Nestor 8661
 Transmitter Location: Snelling Road B. Rose
 Township
 Time on the Air: 6 a.m. to 12 midnight
 Newspaper Affiliation: St. Paul Dispatch-
 Pioneer Press; Minneapolis Daily Times
 News Service: AP
 Transcription Service: Associated Music
 Publishers
 Representative: Free & Peters

Personnel

President: G. B. Bickelhaupt
 Station Manager: C. T. Hagman
 Commercial Manager: F. Van Konyneburg
 Program Director: Robert DeHaven
 Publicity Director-Traffic Manager: Judy Bryson
 Musical Director: Frank Zdarsky
 Technical Director: John M. Sherman

K V O X

MOORHEAD—EST. 1937

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned By: KVOX Broadcasting Co., Inc.
 Operated By: North Central Broadcasting
 System

Address: Comstock Hotel
 Phone Number: 3-1523
 Transmitter Location: 14th St. and 12th Ave.,
 South

Time on the Air: 6:30 a.m. to 12 midnight;
 Sundays, 7:30 a.m. to 12 midnight

News Service: UP
 Transcription Service: World Broadcasting
 System

Representatives: North Central Broadcasting
 System; Joseph Hershey McGillvra

Personnel

President: John Boler
 Station Manager: M. M. Marget
 Commercial Manager: Reinhart Steinley, Jr.
 Program Director: Ray Stough
 Chief Engineer: Fred Monkkonen

W C A L

NORTHFIELD—EST. 1922

Frequency: 770 Kc. Power: 5000 Watts
 Owned-Operated By: St. Olaf College
 Business Address: St. Olaf College
 Phone Number: Northfield 770

Studio Addresses: St. Olaf College,
 408 So. Fourth St., Minneapolis

Time on the Air: 6 to sunset

Personnel

President: L. W. Boe
 Station Manager: M. C. Jensen
 Program Director: Martin Hegland
 Musical Director: O. R. Overby
 Chief Engineer: Amos Dicke
 (Non-Commercial Station)

K R O C

ROCHESTER—EST. 1935

BLUE NETWORK

NBC—NORTHWEST NETWORK

MINNESOTA RADIO NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Southern Minnesota
 Broadcasting Co.

Address: 100 First Ave., S. W.
 Phone Number: 3924, 2727
 Transmitter Location: Cascade Township
 Time on the Air: 6 a.m. to 1 a.m.
 News Service: UP
 Transcription Service: Standard Radio
 Lang-Worth

Representative: Howard H. Wilson Co.

Personnel

President and General Mgr.: Gregory Gentling
 Secretary: Maxine Jacobs
 Station Director: Wallace S. Stone
 Commercial Manager: W. R. Knutson
 Program Director: La Vell Waltman
 VP-Studio Director: Gerald Wing
 Chief Engineer: Fred C. Clark

K F A M

ST. CLOUD—EST. 1938

BLUE NETWORK

NBC—NORTHWEST NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: The Times Publishing
 Co.

Business Address: 16-18 Sixth Ave., North
 Studio Address: Weber Bldg.
 Transmitter Location: Highway No. 152
 Time on the Air: 6 a.m. to 12 midnight
 Newspaper Affiliation: St. Cloud Times
 News Service: AP, UP

Personnel

President-General Manager: Fred Schilplin

K S T P

ST. PAUL-MINNEAPOLIS—EST. 1928

NBC—NORTHWEST NETWORK

Frequency: 1500 Kc. Power: 50000 Watts
 Owned-Operated By: KSTP, Inc.
 Address: Hotel Saint Paul (St. Paul),
 Hotel Radisson (Minneapolis)

Phone Number.....Cedar 5511 (St. Paul),
 Bridgeport 3222 (Minneapolis)
 Transmitter Location.....County Road C and
 Highway 61
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 7 a.m. to 1 a.m.
 News Service.....INS, UP,
 Radio News Association
 Transcription Service.....NBC Thesaurus,
 World Broadcasting, Lang-Worth, Standard
 Radio
 Representative.....Edward Petry & Company

Personnel

President-General Mgr....Stanley E. Hubbard
 Vice-President-Assistant Mgr....K. M. Hance
 Sales Manager.....Ray C. Jenkins
 Program Director.....Corinne Jordan
 Sales Promotion Manager.....Sam Levitan
 Publicity Director.....Joseph O. Meyers
 Educational Director-Farm Editor...Val Bjornson
 Artists' Bureau Head.....David Stone
 Musical Director.....Leonard Leigh
 Technical Supervisor.....Hector Skifter

W M I N

ST. PAUL & MINNEAPOLIS
 EST. 1936

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WMIN Broadcasting
 Company
 Address.....1287 St. Anthony Ave.
 (St. Paul), 200 Hodgson Bldg. (Minneapolis)
 Phone Number.....Nestor 6501 (St. Paul),
 Atlantic 6293 (Minneapolis)
 Transmitter Location...1287 St. Anthony Ave.
 Time on the Air: 6 a.m. to 2 a.m.; Saturdays,
 6 a.m. to 5 a.m.
 News Service.....AP, INS
 Transcription Service.....Standard Radio,
 Associated Music Publishers
 Representative.....William G. Rambeau Co.

Personnel

President and General Mgr..Edward Hoffman
 Sales Promotion Manager...Samuel N. Nemer
 Program-Publicity Director...Marlyn Powell
 Production Manager-Chief Announcer,
 Frank Devaney
 Musical Director.....Lillian Jones
 Chief Engineer.....Warren Fritze

W H L B

VIRGINIA—EST. 1936
 NATIONAL BROADCASTING CO.
 ARROWHEAD NETWORK

Frequency 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Head of the Lakes
 Broadcasting Co.
 Address.....WHLB Bldg.
 Phone Number.....2000

Transmitter Location.....16th and Sixth Ave.
 Time on the Air.....6:30 a.m. to 11 p.m.
 News Service.....UP
 Representative.....George P. Hollingbery Co.

Personnel

President.....W. C. Bridges
 Station Manager.....Barney Irwin
 Chief Announcer.....Norman Page
 Chief Engineer.....Wayne Kestila

K W L M

WILMAR—EST. 1940

MUTUAL BROADCASTING SYSTEM
 NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Lakeland Broadcasting
 Company

Business Address.....Willmar, Minn.
 Phone Numbers.....1340, 1310, 910
 Studio Address.....Willmar War Memorial
 Auditorium
 Transmitter Location.....Foot Lake
 Time on the Air.....6 a.m. to 12 midnight
 Transcription Service...World Broadcasting
 System
 Representative.....North Central Broadcasting
 System

Personnel

President-General Manager....H. W. Linder
 Program Director.....Willard Linder
 Production Manager.....Earl Henton
 Montevideo Studio Manager....Gil Frayseth
 Chief Announcer.....Jack Lynch
 Chief Engineer.....Verne Baumgartner

K W N O

WINONA—EST. 1938

MUTUAL BROADCASTING SYSTEM
 NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Winona Radio Service
 Address.....216 Center St.
 Phone Number.....3314
 Transmitter Location.....831 Sarnia St.
 Time on the Air.....6:30 a.m. to 11 p.m.
 Newspaper Affiliation...Winona Republican-
 Herald

News Service.....UP
 Transcription Service.....Standard Radio

Personnel

President.....M. H. White
 General Manager.....L. L. McCurmin
 Program Director.....Margaret Johnson
 Production Manager-Publicity Director,
 Joe Foss
 Chief Announcer.....Don Hendricks
 Traffic Manager.....Phylis Lund
 Accountant.....Isabelle Hartung
 Musical Director.....Margaret Johnson
 Chief Engineer.....Maurice Reutter

MISSISSIPPI

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 238

W C B I

COLUMBUS—EST. 1940
MISSISSIPPI NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned By.....Birney Imes, Jr.
Operated By.....Columbus Broadcasting Co.
Business Address.....Gilmer Hotel
Phone Number.....1313
Studio Addresses.....Gilmer Hotel, Henry Clay
Hotel, Westpoint, Miss.
Transmitter Location.....Tombigbee Bridge
Time on the Air.....16 hours daily
Newspaper Affiliation...Columbus Commercial
Dispatch
News Service.....AP
Transcription Service.....Standard Radio,
Keystone Broadcasting System, BMI
Representative.....Associated Radio Sales

Personnel

Owner.....Birney Imes, Jr.
General Manager.....Bob McRaney
Commercial Manager.....James Eatherton
Chief Announcer-Musical Director..Phil Gulley
Children's Program Director..Mrs. John Q. Hays
West Point Studio Director.....Madge Moore
MSCW Studio Director.....Dr. Crandall
Chief Engineer.....P. C. Melone

W J P R

GREENVILLE—EST. 1939

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.....John R. Pepper
(Radio Services Co.)
Address.....107 So. Poplar
Phone Number.....1770
Transmitter Location.....North on Highway
No. 1
Time on the Air.....7 a.m. to 10 p.m.
News Service.....UP
Transcription Service.....Associated Music
Publishers

Personnel

Owner.....John R. Pepper
Station Representative.....Frank W. Baldwin
Program Director.....Bert Ferguson
Production Manager.....Barbee Ashley
Chief Announcer.....Bob Thompson
Musical Director.....Charlotte Haque
Chief Engineers..Ray A. Dickson, Horace Alvis

W G R M

GREENWOOD—EST. 1938
BLUE NETWORK

Frequency: 1240 Kc. Power: 250 Watts

Owned By.....P. K. Ewing
Operated By.....W. E. Williams
Address.....222 Howard Street
Phone Number.....1717
Transmitter Location.....One mile north
of city
Time on the Air.....15½ hours per day
Transcription Service.....C. P. MacGregor
Representative.....Sears & Ayer, Inc.

Personnel

President.....P. K. Ewing
General Manager.....W. E. Williams
Program Director.....John Norton

W G C M

GULFPORT—EST. 1929
MISSISSIPPI STATE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By.....WGCM, Inc.
Business Address.....Hewes-Martin Bldg.
Phone Numbers.....1111 (Gulfport), 265 (Biloxi)
Transmitter Location.....Arlington Heights
Time on the Air.....7 a.m. to 10 p.m.
News Service.....INS
Transcription Service.....C. P. MacGregor

Personnel

President.....P. K. Ewing
General Manager.....F. C. Ewing
Program Director-Chief Announcer,
Jack Daughtery
Production Manager.....H. C. Hill
Publicity Director.....Al Wolfe
Artists' Bureau Head.....M. E. McCorkle
Chief Engineer.....Gordon Clark

W F O R

HATTIESBURG—EST. 1924
NATIONAL BROADCASTING CO.

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....Forrest Broadcasting
Co.
Address.....302 Hemphill St.
Phone Number.....1866
Transmitter Location.....W. Seventh St. and
25th Ave.
Time on the Air.....6 a.m. to 11:05 p.m.
News Service.....AP
Representative.....Sears & Ayer

Personnel

President and General Manager...C. J. Wright
Program Director.....John T. Orr
Chief Engineer.....C. H. Dyess

W J D X

JACKSON—EST. 1929

Frequency: 1300 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By Lamar Life Insurance
 Company
 Business Address Lamar Life Building
 Phone Numbers 2-1183 (Adv. Dept.),
 2-2641 (Studios)
 Studio Address Heidelberg Hotel
 Transmitter Location U. S. Highway No. 51
 Time on the Air: 6:15 a.m. to 11:05 p.m.; Sun-
 days, 8 a.m. to 11:05 p.m.
 News Service UP
 Transcription Service NBC Thesaurus
 Representative George P. Hollingbery
 Company

Personnel

Station Manager Wiley P. Harris
 Commercial and Advertising Manager,
 Allen Lacy, Jr.
 Program-Musical Director Maurice Thompson
 Publicity Director Pat Halverson
 Chief Engineer P. G. Root

W S L I

JACKSON—EST. 1938

THE BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Standard Life Broad-
 casting Co.
 Address Robert E. Lee Hotel
 Phone Number 3-2788
 Transmitter Location Jackson
 Time on the Air Unlimited license
 Transcription Service Standard Radio

Personnel

Manager L. M. Sepaugh

W A M L

LAUREL—EST. 1935

NATIONAL BROADCASTING CO.
 MISSISSIPPI NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By New Laurel Radio
 Station, Inc.
 Address 535½ Central Ave.
 Phone Number 288
 Transmitter Location Washington Road
 Time on the Air 6:30 a.m. to 10:15 p.m.
 News Service UP
 Transcription Service World Broadcasting
 System
 Representative Associated Radio Sales

Personnel

President D. A. Matison
 Station and Commercial Mgr. H. M. Smith
 Sales Promotion Manager Granville Walters
 Program Director Frank Holifield
 Bookkeeper Verna Tyler
 Chief Engineer Bruce Dennis

W S K B

McCOMB—EST. 1939

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By McComb Broadcasting
 Corp.
 Business Address Box 111
 Phone Number 37
 Studio Address McColgan Hotel
 Transmitter Location Pike County
 Time on the Air 6 a.m. to 10 p.m.
 News Service UP
 Transcription Service World Broadcasting
 System

Personnel

President Robert L. Sanders
 General Manager George Blumenstock
 Station Manager Charles White
 Program Director Julia D. Blumenstock
 Chief Announcer Bill Lowery
 Musical Director Mrs. B. L. Mathis
 Chief Engineer Robert Louis Sanders

W C O C

MERIDIAN—EST. 1926

COLUMBIA BROADCASTING SYSTEM
 MISSISSIPPI NETWORK

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By Mississippi Broadcast-
 ing Co., Inc.
 Address Threefoot Building
 Phone Number 1042
 Transmitter Location Highway No. 45 North
 Time on the Air 7 a.m. to 11:30 p.m.
 News Service UP

Personnel

General Manager D. W. Gavin

W M I S

NATCHEZ—EST. 1941

MISSISSIPPI & LOUISIANA NETWORKS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Natchez Broadcasting Co.
 Address 407 Franklin St.
 Phone Number 1515
 Transmitter Location Highway No. 61, North
 Time on the Air 7 a.m. to 10 p.m.
 News Service INS
 Transcription Service C. P. MacGregor

Personnel

President P. K. Ewing
 Station Manager P. K. Ewing, Jr.
 Commercial Manager B. O. Pennington
 Program Director Val Jensen
 Chief Announcer Lloyd Harris
 Bookkeeper A. R. Young
 Musical Director Harry King Barth
 Chief Engineer George Wilson

W Q B C
VICKSBURG

Frequency: 1390 Kc. Power: 1000 Watts
Owned-Operated By.....Delta Broadcasting
Company, Inc.
Address.....Hotel Vicksburg
Phone Number.....312
Transmitter Location.....2½ miles S. E. of
Vicksburg
Time on the Air.....9½ to 10½ hours daily

Newspaper Affiliation....Vicksburg Evening
Post
News Service.....AP
Transcription Service.....World Broadcasting
System

Personnel

President.....L. P. Cashman
Station Director.....O. W. Jones
Sales Promotion Manager.....J. A. Tillman
Program Director-Chief Announcer..J. C. Lentz
Chief Engineer.....C. E. Drake

MISSOURI

*For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 240*

K F V S

CAPE GIRARDEAU—EST. 1925

Frequency: 1400 Kc. Power: 250 Watts
Owned By.....Oscar C. Hirsch
Operated By....Oscar C. Hirsch Battery &
Radio Co.
Address.....324 Broadway
Phone Number.....2104, 2105
Transmitter Location.....3½ miles west of
Cape Girardeau on Highway No. 61
Time on the Air: 6:30 a.m. to 10 p.m.; Sun-
days, 8 a.m. to 9 p.m.
News Service.....Transradio
Transcription Service.....Standard Radio,
Lang-Worth
Representative.....John E. Pearson

Personnel

President-General Manager...Oscar C. Hirsch
Sales Manager.....Ralph L. Hirsch
Program Director.....Virginia Bahn

K F R U

COLUMBIA—EST. 1925
BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By....Star Times Publishing
Company
Address.....Ninth and Elms Sts.
Phone Number.....4141-42
Transmitter Location....1200 East Broadway
Time on the Air.....7:15 a.m. to 11 p.m.
Newspaper Affiliation....Star Times Publish-
ing Company
News Service.....AP, INS, UP
Transcription Service.....NBC Thesaurus
Representative.....Weed & Company,
New York, N. Y.

Personnel

President.....Elzey Roberts
Vice-President.....John C. Roberts, Jr.
General Manager.....C. L. Thomas
Program Director.....Guy Lowe

Commercial Manager.....J. W. Roth
Production Manager.....Harold Douglas
Publicity Director.....Foster H. Brown
Chief Engineer.....Myrl Roe Solomon
Artists' Bureau Head.....Wm. Haley, Jr.
Musical Director.....Carl Stepp
Chief Engineer.....Robert Haigh

K H M O

HANNIBAL—EST. 1941

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By....Courier Post Publish-
ing Co.
Address.....102½ S. Main St.
Phone Number.....3450
Transmitter Location.....Lindell Ave.
Time on the Air.....6 a.m. to 11 p.m.
Newspaper Affiliation....Hannibal Courier-
Post
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....John E. Pearson

Personnel

General Manager.....E. L. Sparks
Commercial Manager.....Earl Dougherty
Chief Announcer.....Bob McCoy
Continuity-Traffic Manager....George Moon
Chief Engineer.....Ben Parrish

K W O S

JEFFERSON CITY—EST. 1936
MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By....Tribune Printing Co.
Business Address.....210 Munroe
Phone Number.....4000
Studio Address.....St. Mary's Blvd.
Transmitter Location.....St. Mary's Blvd.
Time on the Air.....123 hours weekly
Newspaper Affiliation...Jefferson City Capitol
News & Post Tribune



PUT YOUR MONEY ON THE BLUE!

The Winning Radio Bet in the Golden Kansas City Market

KANSAS CITY DEALS IN MILLIONS!

\$285,000,000 worth of merchandise is sold through Kansas City retail stores annually.

\$112,000,000 worth of meat products are produced in Kansas City packing plants each year.

\$69,000,000 are paid out annually to employees of Kansas City's wholesale and retail stores.

\$47,000,000 are paid each year to employees of industrial manufacturing concerns.

\$4,000,000,000 represent the approximate amount of wealth created in this area annually from livestock marketed, farm crops raised, and oil and minerals produced.

In Kansas City, there's a spot on the dial now being tuned in by more and more people every day—the favorite station of thousands who play a big part in making Kansas City one of the nation's greatest markets.

And this station is KCMO—the basic blue network station in this great buying area.

KCMO reaches the people you want to hear your message. And it does this with a degree of economy that will surprise you. For KCMO's popularity and KCMO's rates make this station the most profitable of all radio "buys" in this market.

Write us about the time that's available and the merchandising service that goes with it.

John E. Pearson, Representative

Basic Blue Network



News Service AP, UP
 Transcription Service World Broadcasting
 System
 Representative Sears & Ayer

Personnel

President R. C. Goshorn
 Station Manager R. L. Rose
 Program Director Elda Oswald
 Chief Engineer J. C. Haynes, Jr.

W M B H

JOPLIN—EST. 1933

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Joplin Broadcasting Co.
 Address Frisco Bldg., Sixth and Main Sts.
 Phone Number 330-1-2
 Transmitter Location 13th and Roosevelt
 Time on the Air: 6 a.m. to 11 p.m.; Saturdays,
 6 a.m. to 12 midnight

Newspaper Affiliation Joplin Globe & News-
 Herald

News Service UP
 Transcription Service World Broadcasting
 System

Representative Sears & Ayer

Personnel

President-Station Manager D. J. Poynor
 Commercial Manager Bob Burke
 Sales Promotion Manager J. Charles McIntire
 Program Director Roy Wilson
 Production Manager Stella Lukens
 Continuity Director-News Editor,
 Paul Stubblefield

Chief Engineer Baxter Burriss

K C M O

KANSAS CITY—EST. 1925

BLUE NETWORK

Frequency: 1480 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By KCMO Broadcasting
 Company

Address 1515 Commerce Trust Building
 Phone Number Victor 0900
 Transmitter Location 10th and Hardesty
 Time on the Air 6 a.m. to 12 midnight

News Service UP
 Transcription Service Associated Music
 Publishers, C. P. MacGregor

Representative John Pearson

Personnel

President T. L. Evans
 General & Sales Manager Jack Stewart
 Business Manager C. E. Breazeal
 Sales Promotion Manager Richard W. Evans
 Program Director Dorothy Stewart
 Production Manager Kenneth Heady
 Publicity Director Dave Brown
 News Editor James Munroe
 Musical Director Virginia Crumbaugh

K I T E

KANSAS CITY—EST. 1934

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Operated By First National Tele-
 vision, Inc.

Address Irving-Pitt Building
 Phone Number Harrison 5818
 Transmitter Location Kansas City
 Time on the Air Unlimited license

Personnel

General Manager D. E. "Plug" Kendrick

K M B C

KANSAS CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Operated By Midland Broad-
 casting Co.

Address Pickwick Hotel
 Phone Number Harrison 2650
 Transmitter Location 50th & Bellinger Rd.
 Time on the Air: 5 a.m. to 12 midnight; Sun-
 days, 7 a.m. to 12 midnight

Transcription Service: Lang-Worth; World
 Broadcasting System

Representative Free & Peters, Inc.

Personnel

President Arthur B. Church
 Vice-President and Managing Director,

Karl Koerper
 Director of Sales Sam H. Bennett
 Director Natl. Program Sales Geo. E. Halley

W D A F

KANSAS CITY—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Operated By The Kansas City Star
 Company

Address 1729 Grand Ave
 Phone Number Harrison 1200
 Transmitter Location 82nd and Mission
 Road, Johnson County, Kans.

Time on the Air: Daily ex. Sunday, 6 a.m. to
 12 midnight; Sundays, 7 a.m. to 12 midnight
 Newspaper Affiliation The Kansas City Star
 News Service AP
 Transcription Service Lang-Worth
 Representative Edward Petrv and Company

Personnel

President George B. Langan
 Station Manager H. Dean Fitzer
 Assistant Manager V. S. Batton
 Commercial Manager R. Gardner Reames
 Program Manager Harry J. Kaufmann
 Chief Announcer Randall Jessee
 Chief Engineer Joseph A. Flaherty

IN GREATER ST. LOUIS

KSD

NBC RED NETWORK

THE NETWORK MOST PEOPLE LISTEN TO MOST

**There Is ONE and Only One Basic
NBC Red Network in the World**

**In the prosperous area where St. Louis is the
center, KSD is the only basic NBC Red Net-
work station—it is 225 miles to the nearest.**

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK

CHICAGO

DETROIT

ATLANTA

SAN FRANCISCO

LOS ANGELES

W H B

KANSAS CITY—EST. 1922
MUTUAL

KANSAS STATE NETWORK

Frequency: 880 Kc. Power: 1000 Watts
Owned By... Cook Paint & Varnish Company
Operated By... WHB Broadcasting Company
Address... Scarritt Building
Phone Number... Harrison 1161
Transmitter Location... North Kansas City
Time on the Air... 5:30 a.m. until local sunset
News Service... INS
Representative... Donald Dwight Davis

Personnel

President... Donald Dwight Davis
Station Manager... John T. Schilling
Vice-President and Treasurer... John F. Cash
Merchandising Manager... Bert Bidwell
Program Director-Chief Announcer... Dick Smith
Publicity Director... Les Combs
Artists' Bureau Head... Les Jarvies
Musical Director... Frank Wilson
Chief Engineer... Henry Goldenberg

K W O C

POPLAR BLUFF—EST. 1938

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... A. L. McCarthy,
O. A. Tedrick, J. H. Wolpers d/b Radio Sta-
tion K W O C
Address... 1801 Main St.
Phone Number... 1310
Time on the Air: 7 a.m. to 10 p.m.; Sundays,
8 a.m. to 5 p.m.
Newspaper Affiliation... Poplar Bluff Daily
American Republic

News Service... AP
Transcription Service... World Broadcasting
Representative... John E. Pearson

Personnel

General Manager... P. H. Cunningham
Production Manager... William R. Tedrick
Chief Engineer... Don Lidenton

K F E Q

ST. JOSEPH—EST. 1924

BLUE NETWORK

Frequency: 680 Kc. Power: 2500 d., 500 n.,
(C.P. 5000 d. & n.)
Owned-Operated By... KFEQ, Inc.
Address... Schneider Building
Phone Number... 4-0813
Transmitter Location... East and south of St.
Joseph on the Pickett Road
Time on the Air... 6 a.m. to Pacific Coast sunset
Newspaper Affiliation... St. Joseph News-Press,
St. Joseph Gazette
News Service... UP
Transcription Service... NBC Thesaurus,
Standard Radio
Representative... Headley-Reed Company

Personnel

President-Treasurer... Barton Pitts
Nat'l Advertising Manager... Glen G. Griswold
Local Advertising Manager... J. Ted Branson
Program Director... Harry Packard
Chief Engineer... J. Wesley Koch

K M O X

ST. LOUIS—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1120 Kc. Power: 50000 Watts
Owned-Operated By... Columbia Broadcasting
System, Inc.

Address... 401 South Twelfth Blvd.
Phone Number... Central 8240
Transmitter Location... Lemay Ferry and
Baumgartner Roads
Time on the Air: 5 a.m. to 1 a.m.; Sundays,
7 a.m. to 12:15 a.m.

News Service... AP, Transradio, UP
Transcription Service... Associated Music
Publishers
Representative... Radio Sales

Personnel

General Manager... Merle S. Jones
Local Sales Manager... J. Souldard Johnson
Sales Promotion Manager... Tom Rooney
Program Director... Chester Renier
Production Manager... James Douglass
Publicity Director... C. Cabanne Link
Chief Announcer... France Laux
Musical Director... Ben Feld
Chief Engineer... Harry Harvey

K S D

ST. LOUIS—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 550 Kc. Power: 5000 d., 1000 n.
Owned-Operated By... Pulitzer Publishing
Company

Address... Twelfth and Olive Sts.
Phone Number... Main 1111
Transmitter Location... Twelfth and Olive Sts.
Time on the Air... 5:30 a.m. to 12:30 a.m.
Newspaper Affiliation... St. Louis Post-
Dispatch

News Service... AP
Transcription Service... NBC Thesaurus,
Lang-Worth
Representative... Free & Peters, Inc.

Personnel

President... Joseph Pulitzer
General Manager... George M. Burbach
Commercial and Sales
Manager... Edward W. Hamlin

K F U O

ST. LOUIS—EST. 1921

Frequency: 850 Kc. Power: 5000 Watts
Owned By... Evangelical Lutheran Synod of
Missouri, Ohio and other states

Operated By....Board of Control of Concordia
Seminary
Address.....801 DeMun Ave.
Phone Number.....DELMar 3030
Transmitter Location.....801 DeMunn Ave.
Time on the Air.....Daytime license
News Service.....UP
Transcription Service.....Lang-Worth

Personnel

Station Manager.....Herman H. Hohenstein
Production Manager-Chief Announcer,
Elmer Knoernschild
Accountant-Office Manager..William C. Krato
Director of Continuity.....Karl Boehmke
Musical Director.....Theodore Hoelty-Nickel
Chief Engineer.....Carl S. Meyer

K W K

ST. LOUIS—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 1380 Kc....Power: 5000 d., 1000 n.
(CP 5000)

Owned-Operated By.....Thomas Patrick, Inc.
Address..Hotel Chase, Lindell & Kingshighway
Phone Number.....Rosedale 3210
Transmitter Location.....500 E. Logan, Baden
Station, Baden, Mo.

Time on the Air: 5:45 a.m. to 1 a.m.; Sundays,
7 a.m. to 12:30 a.m.

News Service.....UP
Transcription Service.....World Broadcasting
System

Representative.....Paul H. Raymer Company

Personnel

President.....R. T. Convey
Station Director.....Ray E. Dady
Sales Manager.....V. E. Carmichael
National Sales Manager.....R. M. Sampson
Chief Announcer.....Martin Bowin
Program Director.....John Tinnea
Production Manager.....Dan Seyforth
Sales Service Manager...Robert J. Richardson
Assistant Sales Service Manger...Lloyd Smith
Publicity Director.....Sue McCaslin
Musical Director.....Rolla Coughlin
Chief Engineer.....James Burke

K X O K

ST. LOUIS—EST. 1939

BLUE NETWORK

Frequency: 630 Kc....Power: 5000 Watts
Owned-Operated By....Star-Times Publishing
Company

Address.....12th and Delmar Bldvs.
Phone Number.....CHestnut 3700
Transmitter Location.....Horse Shoe Lake,
Madison County, Ill.

Time on the Air: 5:30 a.m. to 1 a.m.; Sundays,
7 a.m. to 12 midnight

Newspaper Affiliation....St. Louis Star-Times

News Service.....INS; UP
Transcription Service.....Associated Music
Publishers, Standard Radio, Lang-Worth
Representative.....Weed & Company

Personnel

General Manager.....John C. Roberts, Jr.
Sales Manager.....Clarence G. Cosby
Program Director.....C. L. Thomas
News Editor.....Harry Renfro
Publicity Director.....Robert Seat
Chief Announcer.....William Durbin
Continuity Editor.....Charles Barnhart
Musical Director.....Stanley W. Daugherty
Chief Engineer.....Art Rekart

W E W

ST. LOUIS—EST. 1921

Frequency: 770 Kc....Power: 1000 Watts
Owned-Operated By...The St. Louis University
Address.....3642 Lindell Blvd.
Phone Number.....FRanklin 5665
Transmitter Location.....3642 Lindell Blvd.
Time on the Air.....6 a.m. to local sunset
News Service.....INS
Transcription Service.....Standard Radio,
Lang-Worth
Representative.....John E. Pearson

Personnel

President.....Rev. H. B. Crimmins
General Manager.....Nicholas Pagliara
Program-Publicity Director....Don C. Lochner
Production Manager.....Mark Thompson
Office Manager.....Myrtle L. Brigham
Musical Director.....Ralph Stein
Chief Engineer.....George Rueppel

W I L

ST. LOUIS—EST. 1922

Frequency: 1230 Kc....Power: 250 Watts
Owned-Operated By...Missouri Broadcasting
Corp.

Address.....Melbourne Hotel
Phone Number.....Jefferson 8403
Transmitter Location.....3601 Lindell Blvd.
Time on the Air: 7 a.m. to 2 o.m.; Saturdays,
7 a.m. to 3 a.m.; Sundays, 8:30 a.m. to 12
midnight

News Service.....INS
Transcription Service.....Standard Radio,
C. P. MacGregor, Lang-Worth
Representative.....William G. Rambeau Co.

Personnel

President and General Manager,
Lester A. Benson
Vice-President.....Clarence W. Benson
Commercial Manager.....David Pasternak
Program Director.....Neil Norman
Continuity Editor.....Frances Mary Rice
Merchandising Manager.....William Durney
Publicity Director.....Bart Slattery
Musical Director.....Allister Wylie
Chief Engineer.....Chal H. Stoup

K D R O

SEDALIA—EST. 1939

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Albert S. and Robert A. Drohlich d/b Drohlich Bros.

Address: 2100 W. Broadway
Phone Number: 4004, 4005
Transmitter Location: 2100 W. Broadway
Time on the Air: 6 a.m. to 11 p.m.; Saturdays, 6 a.m. to 12 midnight

News Service: UP
Transcription Service: Standard Radio
Representative: John Pearson

Personnel

Station Manager: Robert A. Drohlich
Promotion Manager: Albert S. Drohlich
Commercial Manager: John Pearson
Program Director: William Davis
Musical Directors: William Davis, Robert J. Williamson
Chief Engineer: Glen Gray

K G B X

SPRINGFIELD—EST. 1924

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1260 Kc. Power: 5000 Watts
Owned-Operated By: Springfield Broadcasting Co.

Address: 508 St. Louis St.
Phone Number: 1360-1-2-3
Transmitter Location: Bolivar Road
Time on the Air: 6 a.m. to 12 midnight
Newspaper Affiliation: Springfield Newspapers, Inc.

News Service: UP
Transcription Service: NBC Thesaurus, Standard Radio

Representative: John E. Pearson

Personnel

President: Tams Bixby, 2nd

General Manager: Ralph D. Foster
Commercial Manager: Leslie L. Kennon
Sales Promotion Manager: Carl S. Ward
Program Director: Hugh Aspinwall
Chief Engineer: Fritz Bauer

K T T S*

SPRINGFIELD—EST. 1941

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Independent Broadcasting Co.

Address: Springfield
Transmitter Location: Springfield
Time on the Air: Unlimited license

Personnel

President-Treasurer: J. H. G. Cooper
Vice-President: Frank L. Sedgwick
Secretary: Irving W. Schwab
*Station had a construction permit at press-time and no further information was available.

K W T O

SPRINGFIELD—EST. 1933

Frequency: 560 Kc. Power: 5000 Watts
Owned-Operated By: Ozarks Broadcasting Co.

Address: 508 St. Louis St.
Phone Number: 1360-1-2-3
Transmitter Location: Bolivar Road
Time on the Air: 5 a.m. to local sunset
Newspaper Affiliation: Springfield Newspapers, Inc.

News Service: UP
Transcription Service: Standard Radio
Representative: John E. Pearson

Personnel

President and Station Mgr.: Ralph D. Foster
Commercial Manager: Leslie L. Kennon
Sales Promotion Manager: Carl S. Ward
Program Director: Hugh Aspinwall
Chief Engineer: Fritz Bauer

MONTANA

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 242

K G H L

BILLINGS—EST. 1928

BLUE NETWORK—NBC

Frequency: 790 Kc. Power: 5000 Watts
Owned-Operated By: Northwestern Auto Supply Co.

Address: Fifth and North Broadway
Phone Number: 2222
Transmitter Location: 6 miles west of Billings
Time on the Air: 6 a.m. to 11 p.m.; Sundays, 9 a.m. to 11 p.m.

News Service: UP
Transcription Service: NBC Thesaurus
Representative: The Katz Agency

Personnel

President: C. O. Campbell
Station Manager: Ed Yocum
Sales Promotion Manager: E. E. Casney
Program Director: M. V. Braunberger
Publicity Director: Lear Mucoy
Chief Engineer: Jeff Kiichli

K R B M
BOZEMAN—EST. 1939
 BLUE NETWORK—NBC
 Z-BAR NET

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.. KRBM Broadcasters, Inc.
 Address..... Baxter Hotel
 Phone Number..... 1420
 Transmitter Location..... East of Bozeman
 Time on the Air..... 7 a.m. to 10:30 p.m.
 News Service..... UP
 Transcription Service..... Lang-Worth, Davis &
 Schwegler
 Representative..... The Walker Co.

Personnel

President..... R. B. MacNab, Jr.
 Station Manager..... Ernest A. Neath
 Commercial Manager..... Melvin F. F. Jass
 Program Director..... L. L. Sterling
 Chief Engineer..... Fred Heister

K G I R
BUTTE—EST. 1929
 BLUE NETWORK—NBC
 Z-BAR NET

Frequency: 1370 Kc. Power: 5000 Watts
 Owned-Operated By..... KGIR, Inc.
 Address..... Butte

K G I R BUTTE

MONTANA'S ONLY NON-DIRECTIONAL
 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 or The Blue Network

BOX 1956 BUTTE, MONTANA

Phone Number..... 22-3-44
 Transmitter Location..... Butte
 Time on the Air..... 7 a.m. to 1 a.m.
 News Service..... UP
 Transcription Service..... Standard Radio,
 Titan, Lang-Worth
 Representative..... The Walker Co.

Personnel

Manager..... Ed. B. Craney
 Sales Manager..... M. E. Dunn
 Program Director..... Pat Goodover
 Musical Director..... B. R. Sprague
 Chief Engineer..... Fred Heister

K F B B
GREAT FALLS—EST. 1922
 COLUMBIA BROADCASTING SYSTEM

Frequency: 1310 Kc. Power: 5000 Watts
 Owned-Operated By.. Buttrey Broadcast, Inc.
 Address..... 605 First National Bank Building
 Phone Number..... 4377, 4378
 Transmitter Location.. 4½ miles west of Great
 Falls
 Time on the Air: 7 a.m. to 11 p.m., Sundays,
 9 a.m. to 11 p.m.
 Newspaper Affiliation..... The Tribune
 News Service..... UP
 Transcription Service..... NBC Thesaurus,
 Standard Radio
 Representative..... Weed & Company,
 Walter Biddick Company

Personnel

President..... F. A. Buttrey
 General Manager..... Joseph P. Wilkins
 Program Director..... John Alexander
 Chief Engineer..... Wilbur Myhre

K P F A
HELENA—EST. 1937
 BLUE NETWORK

NATIONAL BROADCASTING CO.—Z BAR NET
 Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By.. Peoples Forum of the Air
 Address..... 1306 Eleventh Ave.
 Phone Number..... 1240
 Transmitter Location..... Helena
 Time on the Air..... 8 a.m. to 11 p.m.
 News Service..... UP
 Transcription Service..... Lang-Worth, NAB
 Representative..... The Walker Co.

Personnel

President..... Barclay Craighead
 Station Manager..... K. O. MacPherson
 Chief Engineer..... R. D. Martin

K G E Z
KALISPELL—EST. 1927

Frequency: 1340 Kc. 1000 Watts (C.P. 1460
 Kc.; 1000 Watts)
 Owned-Operated By..... Donald C. Treloar

Address.....203 - 1st Ave. E.
 Phone Number.....332 (Office), Rural 3220
 (Transmitter)
 Transmitter Location.....2½ miles south of
 Kalispell, on Highway No. 93
 Time on the Air.....7 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....C. P. MacGregor
 Representative.....Homer Owen Griffith

Personnel

General Manager.....Donald C. Treloar
 Commercial Manager.....W. B. LaBonte
 Program-Musical Director.....Oliver Hockley
 Production Manager-Chief Announcer.
 H. R. Chittick
 Chief Engineer.....Donald Gorman

K R J F

MILES CITY—EST. 1941

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Star Printing Co.
 Business Address.....13 N. Sixth St.
 Phone Number.....60, 61
 Studio Address.....U. S. Highway No. 212
 Transmitter Location...U. S. Highway No. 212
 Time on the Air: 7 a.m. to 10 p.m.; Sundays,
 10 a.m. to 9 p.m.
 Newspaper Affiliation.....Miles City Star
 News Service.....AP
 Transcription Service....World Broadcasting

Personnel

General Manager.....W. F. Flinn
 Station Manager.....Don Tannehill
 Program Director.....Mary Tannehill
 Chief Engineer.....R. E. Nelson

K G V O

MISSOULA—EST. 1931

COLUMBIA BROADCASTING SYSTEM
 Frequency: 1290 Kc....Power: 5000 d., 1000 n.
 Owned-Operated By.....Mosby's Inc.

Address.....132 W. Front St.
 Phone Number.....2155
 Transmitter Location.....Highway No. 10
 Time on the Air.....7 a.m. to 11 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Burns-Smith Co.

Personnel

President and Station Manager...A. J. Mosby
 Assistant Manager-Program Director.
 James Alden Barber
 News-Publicity Director.....Bob Walker
 Educational Director.....King Harmon
 Accountant.....Ray Hanson
 Traffic Manager.....Hermina Girson

K G C X

WOLF POINT—EST. 1926

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Operated By.....E. E. Krebsbach
 Business Address.....Wolf Point
 Phone Number.....102
 Studio Address.....Westland Super Service
 Station
 Transmitter Location.....2 miles east of Wolf
 Point
 Time on the Air.....7:30 a.m. to 10 p.m.
 News Service.....Transradio
 Transcription Service.....Lang-Worth, World
 Broadcasting System, Davis & Schwegler,
 Keystone Broadcasting System

Personnel

President.....E. E. Kresbach
 Station and Commercial Manager.
 Milton J. Severson
 Chief Announcer.....Mel King
 Musical Director.....Wendel Manvel
 Chief Engineer.....Eugene Bunker

NEBRASKA

*For Latest U. S. Census, Population and Retail Trade Data
 Please Turn to Page 243*

K O R N

FREMONT—EST. 1939

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Nebraska Broadcasting
 Corporation
 Address.....Pathfinder Hotel
 Phone Number.....1060, 1061
 Transmitter Location...1 mile east of Fremont
 Time on the Air.....6 a.m. to 10 p.m.
 News Service.....AP
 Representative.....Sears and Ayer, Inc.

Personnel

President.....Arthur Baldwin
 Legal Counsel.....A. C. Sidner
 General Manager.....Lloyd C. Thomas
 Station-Commercial Manager.....Jack Luther
 Program Director.....Clarice Allport
 Chief Announcer.....William Talbot
 Chief Engineer.....Lee Gustavson



To put it across ...**SPEAK** your **LISTENER'S** **LANGUAGE**



“Pailin’ a cow” sounds as foreign to the city-ite, as “Having brunch” does to the farmer. To *sell* your product, talk your listeners’ language. Use **KOIL** and **KFAB**.



KOIL sells your product to metropolitan listeners in the greater Omaha area, because it speaks the language of the city. **KFAB** sells in the agricultural areas throughout Nebraska and her neighboring states, because it knows how to talk to farm men and farm women. Including famous 7-Point Plus Merchandising, there are dozens of other reasons, too, why **KOIL** and **KFAB** will give your product a substantial sales boost.



Call or write for details. You *need* these stations, to do a *complete selling job* in these city and farm markets.



KOIL
OMAHA

KFAB
LINCOLN

DON SEARLE, GENERAL MANAGER . . .
ED PETRY & COMPANY, INC., NATIONAL REPRESENTATIVE

K M M J

GRAND ISLAND—EST. 1925

Frequency 750 Kc. Power: 1000 Watts
 Owned-Operated By..... KMMJ, Inc.
 Address..... 315½ North Locust St.
 Phone Number..... 703
 Transmitter Location..... Phillips, Nebr.
 Time on the Air..... 5 a.m. until local sunset
 News Service..... UP
 Transcription Service..... Standard Radio
 Representative..... Headley-Reed Co.

Personnel

President-General Manager..... Don Searle
 Business Manager..... Wick Heath
 Commercial Manager..... William Martin
 Program Director-Chief Announcer,
 George Kister
 Production Manager..... Dick Yarnall
 Chief Engineer..... Ray Taylor

K H A S

HASTINGS—EST. 1939

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By..... The Nebraska
 Broadcasting Co.
 Address..... West Second St.
 Transmitter Location..... Hastings
 Time on the Air..... Unlimited license
 Transcription Service..... World Broadcasting
 System

Personnel

Station Manager..... George H. Engelter
 Chief Engineer..... Walter Ely

K G F W

KEARNEY—EST. 1928

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By..... Central Nebraska
 Broadcasting Corporation
 Address..... Federal Annex Bldg.
 Phone Number..... Executive office, 23542,
 Program Dept., 31551
 Transmitter Location..... South Central Ave.
 Time on the Air..... 6 a.m. to 10 p.m.
 News Service..... AP
 Transcription Service..... Standard Radio
 Representative..... Sears & Ayer, Inc.

Personnel

General Manager..... Lloyd C. Thomas
 Station-Commercial Manager. E. Anson Thomas
 Sales Promotion Manager... David G. Roberts
 Program Director-Chief Announcer. Paul Roscoe
 Production Manager..... Leslie Cox
 Publicity Director..... Harold Clark
 Office Manager..... Betty Bishop
 Farm Editor..... Leonard Brown
 Chief Engineer..... Jack Lewis

K F A B

LINCOLN—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 780 Kc. Power: 10000 Watts
 Owned-Operated By..... KFAB Broadcasting
 Company
 Address..... Hotel Lincoln
 Phone Number..... 2-3214
 Transmitter Location... 17th and Holdrege Sts.
 Time on the Air: 4:45 a.m. to 12 midnight.
 (Synchronized with WBBM sunset to mid-
 night)

Newspaper Affiliation..... Nebraska State
 Journal, Lincoln Star
 News Service..... INS
 Transcription Service..... Standard Radio
 Representative..... Edward Petry & Co., Inc.

Personnel

President..... Frank D. Throop
 General Manager..... Don Searle
 Station Manager..... W. Judson Woods
 Commercial Manager..... Arthur J. Weaver
 Sales Promotion Manager... R. Bruce Wallace
 Auditor-Office Manager..... Paul L. Dodd
 Publicity Director..... Angus Nicoll
 Continuity Head..... L. A. Miller
 Traffic Manager..... George Haskell
 Music Librarian..... Alene McKinney
 Chief Engineer..... Mark Bullock

K F O R

LINCOLN—EST. 1924

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Cornbelt Broadcasting
 Corporation
 Address..... Hotel Lincoln
 Phone Number..... 2-3214
 Transmitter Location..... 4745 Vine St.
 Time on the Air..... 6:30 a.m. to 12 midnight
 Newspaper Affiliation..... Nebraska State
 Journal, Lincoln Star
 News Service..... INS
 Transcription Service..... Standard Radio
 Representative..... Edward Petry & Co., Inc.

Personnel

President..... Frank D. Throop
 General Manager..... Don Searle
 Station Manager..... W. Judson Woods
 Commercial Manager..... Arthur J. Weaver
 Sales Promotion Manager... R. Bruce Wallace
 Auditor-Office Manager..... Paul L. Dodd
 Publicity Director..... Angus Nicoll
 Continuity Head..... L. A. Miller
 Traffic Manager..... George Haskell
 Music Librarian..... Alene McKinney
 Chief Engineer..... Mark Bullock

W J A G NORFOLK—EST. 1922

Frequency: 1090 Kc. Power: 1000 Watts
 Owned-Operated By: Norfolk Daily News
 Business Address: 116 N. 4th St.
 Phone Number: 432
 Studio Address: Hotel Norfolk
 Transmitter Location: West Koenigstern Ave.
 Newspaper Affiliation: Norfolk Daily News
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: The Walker Co.

Personnel

President: Gene Huse
 Station Manager: Art Thomas
 Chief Engineer: Frank Weidenbach

K G N F NORTH PLATTE—EST. 1930

Frequency: 1460 Kc. Power: 1000 Watts
 Owned-Operated By: Great Plains Broad-
 casting Co.
 Address: 1521 West 12th St.
 Phone Number: 295
 Time on the Air: 7 a.m. until local sunset
 News Service: UP
 Transcription Service: C. P. MacGregor,
 Lang-Worth, Keystone Broadcasting System
 Representative: The Walker Co.

Personnel

President and Station Mgr.: W. I. LeBarron.
 Commercial Manager: Jo di Natale
 Program Director: Ernie Jaeggi
 Chief Engineer: Stephen Inns

K B O N OMAHA—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Inland Broadcasting
 Company
 Address: 2027 Dodge Street
 Phone Number: Jackson 8282
 Time on the Air: Full time license
 News Service: AP
 Representative: William G. Rambeau Co.

Personnel

Station Manager: Ernest F. Bader
 Commercial Manager: James Farris
 Sales Promotion Manager: Paul Frye
 Chief Engineer: Leland Gustafson

K O I L OMAHA—EST. 1925

CBS-MBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Operated By: Central States Broad-
 casting Co.
 Address: Omaha National Bank Bldg.

Phone Number: Jackson 7626
 Transmitter Location: Council Bluffs, Iowa
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 Newspaper Affiliation: Lincoln Star,
 Nebraska State Journal
 News Service: INS
 Transcription Service: Standard Radio
 Representative: Edward Petry & Co.

Personnel

President: Frank Throop
 General Manager: Don Searle
 Sales Manager: Arthur J. Weaver
 Sales Promotion Manager-Program Director:
 R. Bruce Wallace
 Production Manager: Harold Hughes
 Chief Engineer: Mark Bullock

(See Page 468)

K O W H OMAHA—EST. 1922

BLUE NETWORK

Frequency: 660 Kc. Power: 500 Watts
 Owned By: World Publishing Co.
 Operated By: Omaha World Herald
 Address: World Herald Bldg.
 Transmitter Location: Northwest of Omaha
 Time on the Air: Daytime license
 News Service: UP
 Transcription Service: Standard Radio
 Representative: George P. Hollingbery Co.

Personnel

Manager: Vernon H. "Bing" Smith
 Assistant Manager: Frank E. Shoppen
 Commercial Manager: Clem Young

W O W

OMAHA—EST. 1923

NBC—NEBRASKA WIRELESS NETWORK

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Operated By: Woodmen of the World
 Life Insurance Society
 Address: Insurance Building, 17th & Farnam
 Streets
 Phone: Webster 3400
 Transmitter Location: 56th & Kansas Avenue
 Time on the Air: 5:45 a.m. to 1 a.m.
 News Service: UP
 Transcription Service: NBC Thesaurus;
 Lang-Worth; BMI
 Representative: John Blair & Company

Personnel

President: De Emmet Bradshaw
 Personnel Director: William Ruess
 Station Manager: John J. Gillin, Jr.
 Local Sales Manager: Howard O. Peterson
 Promotion Manager: Bill Wiseman
 Program Manager and Chief
 Announcer: Harry Burke
 Production Manager: Lyle DeMoss
 Publicity Director: Bill Wiseman

Director of News and Special Events Foster May
 Sports Editor..... Tom Dailey
 Musical Director..... Fred Ebener
 Chief Engineer..... Wm. J. Kotera

K G K Y

SCOTTSBLUFF—EST. 1930

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....L. L. Hilliard, Ruth K. Hilliard and R. M. Stewart
 Operated ByHilliard Co.

Business Address1517 Broadway
 Phone Number 856
 Studio Address1517 Broadway; Alliance Hotel, Alliance Nebr.
 Transmitter LocationSouth Broadway
 Time on the AirUnlimited license
 Transcription ServiceNBC Thesaurus; Standard Radio

Personnel

President and Station Manager... L. L. Hilliard
 Vice-President-Commercial
 ManagerR. M. Stewart
 Program DirectorBill Walter
 Chief EngineerHarlan Morrison

NEVADA

*For Latest U. S. Census, Population and Retail Trade Data
 Please Turn to Page 245*

K E N O

LAS VEGAS—EST. 1940

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Nevada Broadcasting Company
 Business Address.....P. O. Box 1310
 Phone Number1400
 Studio AddressEl Rancho Vegas
 Transmitter Location.....El Rancho Vegas
 Time on the Air.....8 a.m. to 11 p.m.
 News Service.....INS
 Transcription Service.....NBC Thesaurus

Personnel

President-Station Manager...Maxwell Kelch
 Commercial Manager...Goodloe McDowell
 Program Director.....R. W. Dow
 Chief Announcer.....R. H. Smith
 Women's Director.....Peggy Maxwell
 Chief Engineer.....V. L. Harvey

K O H

RENO—EST. 1930

BLUE NETWORK

NBC—CALIFORNIA RADIO SYSTEM

Frequency: 630 Kc.....Power: 1000 Watts
 Owned By.....The Bee Incorporated
 Operated ByMcClatchy Broadcasting Company
 Address.....143 Stevenson Street
 Phone Number5106-07
 Transmitter Location.....County Road, Sparks, Nevada
 Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
 Newspaper Affiliation..The Sacramento Bee; Modesto Bee; Fresno Bee
 News ServiceUP
 Transcription ServiceAssociated Music Publishers
 RepresentativePaul H. Raymer Co.

Personnel

Vice-PresidentG. C. Hamilton
 Station Manager.....Howard Lane
 Commercial Manager.....Jack Winston
 Sales Manager.....Merle Snider
 Program Director.....Gene Seadler
 Production Manager.....Herb Smith
 Chief Engineer.....Hewitt Kees

RADIO

Executives

Everywhere

Receive

and

Read

RADIO DAILY

REGULARLY

**FOR REGISTERING SALES IN
NORTHERN NEW ENGLAND**



**WMUR
MANCHESTER, N. H.
IS YOUR BEST
ADVERTISING
MEDIUM**

WMUR

The Radio Voice of New Hampshire

WMUR gives you complete coverage of New Hampshire . . . a market of 500,000 people with \$250,000,000 a year to spend. With one of the most, if not THE most, desirable frequencies in New England, WMUR on 610 kcs. with 5000 watts day and 1000 night throws out such a strong signal that 67% of its regular mail comes from the 17 major markets of New Hampshire which account for 76% of the retail business of the state. A member of the Blue network, WMUR also features local programming which attracts mail from the entire state and neighboring major markets in Maine and Vermont. To get your sales message across to the farmers, business men, laborers, housewives and every other sales potentiality in New Hampshire, your best medium is WMUR . . . "The Radio Voice of New Hampshire"

Represented Nationally by LOREN L. WATSON

345 Madison Ave., New York City

NEW HAMPSHIRE

For Latest U. S. Census, Population and Retail Trade Data

Please Turn to Page 245

WKNE

KEENE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By WKNE Corporation
Address Dunbar St.
Phone Number Keene 2080
Transmitter Location Stanhope Ave.
Time on the Air 6 a.m. to 12 midnight
News Service UP
Transcription Service Associated Music Publishers
Representative Paul H. Raymer Co.

Personnel

President Harry C. Wilder
Station and Commercial Manager Herman Steinbruch
Production Manager Carleton Ide
Publicity Director Evelyn Howe
Chief Announcer Ozzie Wade
Chief Engineer M. Leonard Savage

WLNH

LACONIA—EST. 1922

MUTUAL—COLONIAL AND YANKEE NETWORKS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Northern Broadcasting Company
Address 653 Main Street
Phone Number Laconia 501
Transmitter Location Sanbornton Bay Road, Sanbornton, N. H.
Time on the Air 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight

News Service AP
Transcription Service NBC Thesaurus
Representative Joseph Hershey McGillvra

Personnel

President Vernon Mason
General Manager Earle Clement
Sales Manager Alfred Tyler
Program Director-Chief Announcer Sherwin Greenlaw
Director of Women's Activities Marie Forsberg
Chief Engineer Louis Steady

WFEA

MANCHESTER—EST. 1932

NATIONAL BROADCASTING CO.

YANKEE AND COLONIAL NETWORK

Frequency: 1370 Kc. Power: 5000 Watts
Owned-Operated By N. H. Broadcasting Co.

Address Carpenter Hotel
Phone Number 7970; 7520

Transmitter Location Merrimack, N. H.
Time on the Air 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight

News Service NBC Thesaurus
Representative Weed & Co.; Bertha Bannan

Personnel

President Mrs. Henry P. Rines
Station Manager David F. Shurtleff
Commercial Manager Larned E. Runnels
Sales Promotion Manager Frederick Cole
Program Director Donald L. Sellers
Production Manager-Chief Announcer Paul B. Flynn
Musical Director Alfred Engel
Chief Engineer Reginald A. B. Schow

WMUR

MANCHESTER—EST. 1941

BLUE NETWORK

Frequency: 610 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By Radio Voice of New Hampshire, Inc.

Address 1819 Elm Street

Phone Number 2090-2091

Transmitter Location Manchester

Time on the Air 6:30 a.m. to 12 midnight

News Service AP

Transcription Service Associated Music Publishers

Representative Spot Sales, Inc.
New England Radio Advertising

Personnel

President Francis P. Murphy
Station Manager Leslie F. Smith
Program Director Charles W. Burton
Musical Director Bert Colter
Chief Engineer Vincent H. Chandler

Scale in Miles

0 25 50

Maine

New Hampshire

Mass.

Conn.

WHEB
Portsmouth

- ★ 750 KILOCYCLES
- ★ CLEAR CHANNEL
- ★ 1000 SALT WATER WATTS
- ★ ASCAP—BMI—SESAC MUSIC
- ★ ASSOCIATED PRESS NEWS

Every Daylight Hour

	Primary	Secondary	Total
Population	1,356,300	3,841,390	5,197,690
Families	368,895	982,656	1,351,551
Radio Homes	330,570	901,420	1,231,990

(Certified Mail Count)

The New

W H E B

"The Listening Habit of Central New England"

BERT GEORGES, General Manager—DAVID CARPENTER, Sales Manager

JOSEPH HERSHEY
McGILLVRA
National Representative

BERTHA BANNAN
Special
Boston Representative

W H E B

PORTSMOUTH—EST. 1932

Frequency: 750 Kc. Power: 1000 Watts
 Owned-Operated By: WHEB, Inc.
 Address: Lafayette Road
 Phone Number: 2670-2671-2672
 Transmitter Location: Lafayette Road
 Time on the Air: 6 a.m. to hour after local sunset
 News Service: AP
 Transcription Service: NBC Thesaurus
 National Sales Office: Bert Georges, Suite 607, 1270 Sixth Ave., New York, N. Y.
 Representative: Joseph Hershey McGillvra; Bertha Bannan

Personnel

President: R. G. LeTourneau
 General Manager: Bert Georges
 Sales Manager: David Carpenter
 Business Manager: Martin Gunther
 Program Director: Gordon Kinney
 Production Manager-Publicity Director: William V. Bradley
 Chief Announcer-News Editor: Winslow Bettinson
 Talent Director: Bill Waters
 Bookkeeper: Katherine Hussey
 Continuity Director: James Wicks
 Musical Director: Katherine Gunther
 Chief Engineer: William B. Robinson

NEW JERSEY

For Latest U. S. Census, Population and Retail Trade Data
 Please Turn to Page 246

W C A P

ASBURY PARK—EST. 1927

Frequency: 1310 Kc. Power: 500 Watts
 Owned-Operated By: Radio Industries Broadcast Company, Inc.
 Business Address: 4 Convention Hall
 Phone Number: Asbury Park 1911
 Studio Address: 8-10-12 North Promenade Convention Hall
 Transmitter Location: Whitesville, (Neptune Township) N. J.
 Time on the Air: Shares with WTNJ and WCAM
 News Service: Local News; Christian Science Monitor News
 Representative: Forjoe & Company

Personnel

President: George S. Ferguson
 Station Manager: V. N. Scholes
 Technical Advisor: Thomas F. Burley
 Program Director: Marie Gaffney
 Chief Announcer: Ralf Brent
 Musical Director: G. H. Scott
 Chief Engineer: John Basso

W B A B

ATLANTIC CITY—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Press-Union Publishing Co.
 Business Address: 1900 Atlantic Ave.
 Phone Number: 5-1111
 Studio Address: Convention Hall, Georgia Ave. & Boardwalk
 Transmitter Location: Absecon Blvd. & Beach Thorofare
 Time on the Air: 7 a.m. to 12 midnight

Newspaper Affiliation: Atlantic City Press; Atlantic City Evening Union
 News Service: AP
 Transcription Service: NBC Thesaurus
 Representative: Headley-Reed Co.

Personnel

President: Albert J. Feyl
 Acting Station Manager: Earle Godfrey
 Business Manager: Monroe L. Mendelsohn
 Program Director: Ralph Shoemaker
 Chief Engineer: Earle Godfrey

W F P G

ATLANTIC CITY—EST. 1940

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Neptune Broadcasting Co.
 Business Address: Steel Pier
 Phone Number: 52188
 Transmitter Location: Atlantic City
 Time on the Air: Unlimited license
 Transcription Service: Associated Music Publishers

Personnel

President-Station Manager: A. Harry Zoog
 Commercial Manager: E. E. Kohn

W S N J

BRIDGETON—EST. 1937

QUAKER NETWORK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Eastern States Broadcasting Corp.
 Address: Bridgeton
 Phone Number: Bridgeton 1600
 Transmitter Location: Near Bridgeton
 Time on the Air: Unlimited license

In The New York Market
YOU CAN'T MISS

W A A T

In The New York Market
YOU CAN'T MISS

W A A T

In The New York Market
YOU CAN'T MISS

W A A T

Transcription Service: C. P. MacGregor; Lang-Worth
 Representative Cox & Tanz

Personnel

President-Manager Howard S. Frazier
 Commercial Manager Ovelton Maxey

W C A M

CAMDEN—EST. 1926

Frequency: 1310 Kc. Power: 500 Watts
 Owned By Municipality of Camden, New Jersey
 Operated By City of Camden, N. J.
 Address City Hall
 Phone Numbers Camden 907-4523-9000
 Transmitter Location Civic Center, Camden
 Time on Air: Sun., 10:15 a.m. to 12:30 p.m.; 3 to 5 p.m.; Mon., 10:30 a.m. to 11:30 a.m., 2 to 5 p.m., 8 to 12 midnight; Tues., 2 to 5 p.m.; Wed., 10:30 to 11:30 a.m., 2 to 5 p.m.; Thurs., 2 to 5 p.m.; Fri., 10:30 to 11:30 a.m., 2 to 5 p.m., 9 to 12 midnight; (No time Saturday)

News Service Transradio
 Transcription Service Standard Radio

Personnel

Chief Executive Mayor George E. Brunner
 Station Manager Frederick Caperoon
 Sales Promotion Manager L. M. Maxwell
 Program Director and Chief Announcer Edwin Tucker
 Publicity Director William Markward
 Chief Engineer C. E. Onens

W A A T

JERSEY CITY—EST. 1936
NEW JERSEY STATE NETWORK

Frequency: 970 Kc. Power: 1000 Watts
 Owned-Operated By Bremer Broadcasting Co.
 Address 50 Journal Square
 Phone Numbers: Journal Square 4-3500 (Jersey City); Market 3-0383 (Newark); Rector 2-5878 and Circle 5-5780 (New York City)
 News Service INS; UP
 Transcription Service Standard Radio
 National Sales Office 30 Rockefeller Plaza, New York City
 Representative William G. Rambeau Co.

Personnel

President and General Manager Paul H. LaStayo
 Vice-President & Assistant General Manager Irving Robert Rosenhaus
 Vice-President in Charge of Sales, A. B. Schillin
 Public Re'ations Director Walter Patrick Kelly
 Program Director H. Emory Ell's
 Traffic Manager Gabrielle Haas
 Comptroller Theodore Elkins
 Assistant Sales Director E. S. Lennon

Office Manager Esther Chazen
 Musical Director Jay Stanle
 Technical Supervisor Frank V. Bremer

W H O M

JERSEY CITY—EST. 1930

Frequency: 1480 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By New Jersey Broadcasting Corporation
 Business Address 29 W. 57th St., New York, N. Y.
 Phone Number Plaza 3-4204
 Studio Addresses 2870 Hudson Boulevard; 29 W. 57th St., New York City
 Transmitter Location Washington Street
 Time on the Air 630 a.m. to 12 midnight
 News Service AP; INS
 Transcription Service Lang-Worth; BMI

Personnel

President Paul F. Harron
 General Manager Joseph Lang
 Assistant Manager West W. Wilcox
 Commercial-Sales Promotion Manager J. M. Compter
 Program Director Thurston S. Holmes
 Production John Kelsey, William Fender
 Publicity Director Fred Coll
 Musical Director Joseph DeLuca
 Chief Engineer Allison Burnham

IN THE INTEREST
 OF
NATIONAL UNITY
 STILL BROADCASTING
 TO

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

W H B I

NEWARK—EST. 1922

Frequency: 1280 Kc...Power: 2500 d.; 1000 n.
 Owned-Operated By May Radio Broad-
 cast Corp.
 Address 100 Shipman Street
 Phone Number Mitchel 2-7354
 Transmitter Location Newark
 Time on the Air Sundays A.M. and P.M.

Personnel

President-General Manager.. James L. Shearer

W P A T

PATERSON—EST. 1941

Frequency: 930 Kc.....Power: 1000 Watts
 Owned-Operated By....North Jersey Broad-
 casting Co., Inc.
 Address 115 Ellison St.
 Phone Number..... Armory 4-3400
 Transmitter Location..... Clifton, N. J.
 Time on the Air..... To local sunset
 News Service AP
 Transcription Service..... Associated Music
 Publishers
 National Sales Office..... 55 W. 42nd St.,
 New York, N. Y.

Personnel

President James B. Cosman
 Station-Commercial Manager... Edward Codel
 Sales Promotion Manager,
 Ralph Sumner Silver, Jr.
 Program Director..... Milton Bernard Kaye
 Chief Announcer..... Stephen Ellis
 Chief Engineer..... Earl F. Lucas

W B R B

RED BANK—EST. 1932

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By..... Monmouth Broad-
 casting Co.
 Address 63 Broad St.
 Phone Number 980
 Transmitter Location Red Bank
 Time on the Air.. Shares Time with WFAS,
 WGBB

Personnel

President Thomas F. Burley, Jr.

W T N J

TRENTON—EST. 1923

QUAKER NETWORK

Frequency: 1310 Kc.....Power: 500 Watts
 Owned-Operated By..... WOAX, Inc.
 Address 416 Bellevue Avenue
 Phone Numbers..... 8139; 8140; 8149

Transmitter Location..Lincoln Point, Morris-
 ville, Pa.
 Time on the Air: 7 a.m. to 10:30 a.m. and 5
 to 8 p.m.
 News Service..... UP
 Transcription Service: Langworth; C. P. Mac-
 Gregor; Davis & Schwegler
 Representative....Joseph Hershey McGillvra

Personnel

Vice-President-General Manager..F. J. Wolff
 Commercial Manager.....H. M. Gebert
 Program Director..... Walter Lewis
 Production Manager..... Louis Jerome
 Chief Announcer..... Robert Carroll
 Chief Engineer..... Edward P. Knowles

W T T M

TRENTON—EST. 1941

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Operated By...Trent Broadcast Corp.
 Address..... 35 West State St.
 Phone Number..... 6289
 Transmitter Location..... Yardley, Pa.
 Time on the Air: 24 hours daily; Sundays,
 7:30 a.m. to 12 midnight
 News Services..... UP
 Representative Burn-Smith Co.

Personnel

President Charles Quinn
 Executive Vice-President-Station
 Manager..... A. Harry Zoog
 Commercial Manager.... George S. McGinley
 Program Director..... Milton T. March
 Chief Engineer..... Blair K. Thron

W A W Z

ZAREPHATH—EST. 1931

Frequency: 1380 Kc.....Power: 1000 Watts
 Owned By Pillar of Fire
 Operated By..... Alma White College
 Address pathZare
 Phone Number Bound Brook 223
 Transmitter Location..Alma White College,
 Zarephath
 Time on the Air..... Shares time

Personnel

President Bishop Alma White
 Vice-President-Secretary-
 Co-Manager Arthur K. White
 Vice-President-Co-Manager ... Ray B. White
 Treasurer-Musical Director... Orland Wolfram
 Chief Engineer..... N. L. Wilson
 (Non-Commercial Station)

NEW MEXICO

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 246

K G G M

ALBUQUERQUE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc. Power: 1000 Watts
Owned-Operated By..New Mexico Broadcast-
ing Company

AddressKimo Theatre Bldg.
Phone Number..... 4544-4545
Transmitter Location..... Albuquerque
Time on the Air: 6 a.m. to 12 midnight; Sun-
days, 8 a.m. to 12 midnight

News ServiceTransradio
Transcription Service.....World Broadcasting
System; C. P. MacGregor
RepresentativeWeed & Company

Personnel

PresidentA. R. Hebenstreit
Station Manager.....Harry Burdick
Sales Promotion Manager.....Ted Schifani
Program Director.....Robert Van Driel
Musical Director-Chief

Announcer.....Wendell Barcroft
Chief Engineer.....Leonard Dodds

K O B

ALBUQUERQUE—EST. 1920

BLUE NETWORK

Frequency: 1030 Kc. Power: 50000 d.; 25000 n.
Owned-Operated By...Albuquerque Broad-
casting Company

Address.....420 West Gold Avenue
Phone Number.....4411
Transmitter Location...Alameda, New Mexico
Time on the Air: 7 a.m. to 11 p.m.; Sundays,
9 a.m. to 11 p.m.

News Service.....INS; UP
Transcription Service.....NBC Thesaurus
Representative.....The Katz Agency, Inc.

Personnel

PresidentT. M. Pepperday
ManagerFrank Quinn
Program Director.....Van Haften
Women's EditorMary Hickox
Musical Director.....Bud Nelson
Chief Engineer.....Geo. S. Johnson

K A V E

CARLSBAD—EST. 1936

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By...Carlsbad Broadcast-
ing Co.

AddressCrawford Hotel
Phone Number244
Transmitter Location.....La Huerta, N. M.
Time on the Air: 6:30 a.m. to 10 p.m.; Sun-
days, 9 a.m. to 8 p.m.

News Service UP
Transcription ServiceNB CThesaurus

Personnel

Station Manager.....Jack Hawkins
Commercial Manager.....Clark Epperson
Program Director.....Jack Evans
Publicity Director.....Bill Dallas
Chief Announcer.....Lee Pollock

K I C A

CLOVIS—EST. 1931

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By..Western Broadcasters,
Inc.

Address321 Main St.
Phone Number3
Transmitter Location...10th at Hillcrest Park
News Service UP
Transcription Service.....Associated Music
Publishers; C. P. MacGregor
RepresentativeForjoe & Co.

Personnel

President-General Manager..Charles C. Alsup
Station Manager.....Drury Lane
Program Director.....Doris Johnson
Chief Announcer.....J. R. Whitworth
Musical Director.....E. Alsup
Chief Engineer.....Wesley Rutz

K W E W

HOBBS—EST. 1937

Frequency: 1490 Kc. Power: 100 Watts
Owned-Operated ByW. E. Whitmore
Address Hobbs
Time on the AirUnlimited license

Personnel

General Manager.....W. E. Whitmore

K F U N

LAS VEGAS—EST. 1941

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By...Southwest Broad-
casters, Inc.

Business Address.....P. O. Box 710
Phone Number489
Studio Address.....Highway No. 65
Transmitter Location.....Highway No. 65
Time on the Air.....7 a.m. to 10 p.m.
News ServiceINS
Transcription Service.....Standard Radio

Personnel

President-Station Manager...E. N. Thwaites
Program Manager.....Dorothy G. Thwaites
Spanish Department Manager,
Henry Tafoya, Jr.
Chief Engineer.....A. F. Schultz

KGFL

ROSWELL—EST. 1927

Frequency: 1400 Kc.....Power: 100 Watts
 Owned-Operated By.....KGFL, Inc.
 Address502 West Second Street
 Phone Number 288
 Transmitter Location Roswell
 Time on the Air Unlimited license
 Transcription Service C. P. MacGregor

Personnel

Station Manager W. E. Whitmore

KVSF

SANTA FE—EST. 1934

Frequency: 1340 Kc.....Power: 100 Watts
 Owned-Operated By.....New Mexico Broad-
 casting Co.
 Address759 Cerillos Road

Phone Number 2020
 Transmitter Location Santa Fe
 Time on the Air Unlimited license
 Transcription Service World Broadcasting
 System; Lang-Worth

Personnel

President A. R. Hebenstriet

KTNM

TUCUMCARI—EST. 1941

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..... Krasin-Krutzner
 Broadcasting Co.
 Address Tucumcari
 Phone Number 192
 Transmitter LocationTucumcari
 Time on the Air.....6 a.m. to 10 p.m.
 News Service INS
 Transcription Service.....Standard Radio

POPULARITY COUNTS!

A Ross Federal Survey taken in Albany and Troy in August,
 1941 gave these results:

<u>WABY</u>	<u>WOKO</u>	<u>WGY</u>	<u>WTRY</u>	<u>Others</u>
36.4%	22.6%	22.2%	6.8%	2.1%

Complete Data Furnished on Request

Buy Where the Listeners Are!

The Radio Centre Stations

WOKO

CBS

HAROLD E. SMITH, GEN. MGR.

WABY

MUTUAL

ALBANY—TROY—SCHENECTADY

J. P. McKinney & Son, National Rep.

NEW YORK

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 247

W A B Y

ALBANY—EST. 1933

MUTUAL

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Adirondack Broad-
casting Co., Inc.

Address: Radio Centre
Phone Number: 4-4194
Transmitter Location: Colonie, N. Y.
Time on the Air: 7 a.m. to 1 a.m.
Newspaper Affiliation: Knickerbocker News
News Service: Transradio
Transcription Service: Standard Radio
Representative: J. P. McKinney & Son

Personnel

General Manager: Harold E. Smith
Assistant Manager: Deuel Richardson
Sales Manager: Harry Goldman
Sales Promotion Manager: Paul Heisler
Program Director: Johnny Lee
Musical Director: Carl Miller
Chief Engineer: James A. Corey

W O K O

ALBANY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc. Power: 1000 d.; 500 n.
Owned-Operated By: WOKO, Inc.
Address: Radio Centre
Phone Number: 4-4193
Transmitter Location: Central Avenue
Time on the Air: 6 a.m. to 1 a.m.
Newspaper Affiliation: Knickerbocker News
News Service: Transradio
Representative: J. P. McKinney & Son

Personnel

General Manager: Harold E. Smith
Assistant Manager: Deuel Richardson
Sales Manager: Harry L. Goldman
Sales Promotion Manager: Paul Heisler
Program Director: Johnny Lee
Musical Director: Carl Miller
Chief Engineer: O. A. Sardi

W M B O

AUBURN—EST. 1926

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: WMBO, Inc.
Address: Metcalf Building, 141 Genesee St.
Phone Number: 433
Transmitter Location: Corner York and
Division Streets
Time on the Air: 8 a.m. to 10 p.m.
Newspaper Affiliation: Auburn Citizen-
Advertiser

News Service: AP
Transcription Service: Standard Radio

Personnel

President: William O. Dapping
Station Manager: Frederick L. Keesee
Publicity Director: Dorothy Bolin
Chief Engineer: Herbert House

W B T A

BATAVIA—EST. 1940

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Batavia Broadcasting
Corporation

Address: 90 Main Street
Phone Numbers: 715; 716; 2100; 299
Transmitter Location: Creek Road
Time on the Air: 7 a.m. to 11 p.m.; Sundays,
9 a.m. to 9 p.m.

News Service: UP
Representative: Bogner and Martin

Personnel

President: Edmund R. Gamble
Station Manager: Frank A. Corti
Sales Manager: Robert E. Newstead
Program Director: Cliff Jones
Chief Announcer: Floyd Hess
Chief Engineer: John Dinter

W N B F

BINGHAMTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By: Wylie B. Jones
Advertising Agency

Address: Arlington Hotel
Phone Number: Binghamton 2-3461
Transmitter Location: Binghamton
Time on the Air: 6 a.m. to 1 a.m.
News Service: UP
Transcription Service: Lang-Worth
National Sales Office Address: 366 Madison
Avenue, New York, N. Y.
Representative: John Blair & Co.

Personnel

President: John C. Clark
General Manager: Cecil D. Mastin
Sales Manager: Harry Trenner
Sales Promotion Manager: Ewing Hawkins
Program Director: E. Ray McCloskey
Production Manager: Walter Roberts
Chief Announcer: Newell Struck
Continuity Chief: Virginia Howe
Musical Director: Donald Grey
Chief Engineer: Lester H. Gilbert

W B Y N

*Brooklyn's Own Station
Serving
Greater New York
at
1430 On Your Dial*

•

1000 WATTS

•

GRIFFITH B. THOMPSON
V.P. and general manager

SIDNEY J. FLAMM
V.P. in charge of sales

•

132 West 43rd Street, New York City, BRyant 9-3773

•

1 Nevins Street, Brooklyn, N. Y., TRiangle 5-3300

W B B R

BROOKLYN—EST. 1934

Frequency: 1330 Kc. Power: 1000 Watts
Owned-Operated By... Watchtower Bible & Tract Society, Inc.
Address 124 Columbia Heights
Phone Number MAin 4-9735
Transmitter Location..... Rossville, Staten Island
Time on the Air..... Shares time

Personnel

Manager..... Andrew K. Wagner
Musical Director..... Karl Klein
Chief Engineer..... Ralph Leffler
(Non-Commercial Station)

W B Y N

BROOKLYN—EST. 1941

Frequency: 1430 Kc. Power: 1000 d.; 500 n.
Owned-Operated By..... WBYN—Brooklyn, Inc.
Addresses: 132 W. 43rd St., N. Y. C.; 1 Nevins St., Brooklyn
Phone Number.. BRyant 9-3773; TRiangle 5-3300
Transmitter Location..... 583 Meserole St.
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service AP

Personnel

Vice-President-General
Manager Griffith B. Thompson
V-P in Charge of Sales..... Sidney J. Flamm
Program Director..... Norman H. Warembud
Publicity Director..... Louis Frankel
Musical Director..... Lee Grant
Chief Engineer..... Peter Testan

W L I B

BROOKLYN—EST. 1926

Frequency: 1190 Kc. Power: 1000 Watts
Owned-Operated By..... WLIB, Inc.
Address 846 Flatbush Avenue
Phone Number..... INGersoll 2-1300
Transmitter Location... 180 Morgan Avenue
Time on the Air..... Daytime license
News Service INS
Transcription Service Lang-Worth

Personnel

General Manager..... Elias Godofsky
Commercial-Sales Promotion
Manager Louis Berne
Program Director..... Paul Gould
Chief Announcer..... Frank Ross
Musical Director..... Roger Wayne
Chief Engineer..... Arthur Faske

WLIB

BROOKLYN, NEW YORK CITY



The
VOICE
of
LIBERTY



1190 Kc.

1000 W.



ALREADY UNAPPROACHED
BY ANY LOCAL STATION
IN AUDIENCE ACCEPTANCE

WBEN

beams your message
via a NEW transmitter
to the Great Western
New York Market

WBEN now operates on 5 KW day and night, with complete new transmitter and antenna installations geared to the compact Buffalo area of 400,000 families. But long before this increase in power and facilities, WBEN was outstanding in audience acceptance. All this means further supremacy in one of the nation's major centers of inland industrial and agricultural production.

NBC Basic
Red Network

WBEN
BUFFALO, N. Y.

930
KILOCYCLES
in the center
of the dial

Represented by
**EDWARD
PETRY & CO.**

The Preference of the Audience Is the Choice of the Advertiser

W B E N

BUFFALO—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Operated By: **WBEN, Inc.**
 Address: Hotel Statler
 Phone Number: Cleveland 6400
 Transmitter Location: Grand Island, N. Y.
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 9 a.m. to 12 midnight
 Newspaper Affiliation: Buffalo Evening
 News
 News Service: UP
 Transcription Service: NBC Thesaurus;
 Langworth
 Representative: Edward Petry & Co., Inc.

Personnel

President: Edward H. Butler
 Vice-President: A. H. Kirchhofer
 Station Manager: Edgar H. Twamley
 Commercial Manager: Gene Wyatt
 Program Director-Chief Announcer,
 George Torge
 Director of Public Service
 Programs: Charles T. Harrell
 Director of Sports: Jim Wells
 Director of Women's
 Programs: Margaret Wilkinson
 Publicity Directors: Joe Betzer,
 Cy King, Joe Haeifner
 Musical Director: Robert Armstrong
 Chief Engineer: Ralph J. Kingsley

W B N Y

BUFFALO—EST. 1935

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Roy L. Albertson
 Address: 485 Main Street
 Phone Number: Cleveland 3365
 Transmitter Location: 154 Eagle Street
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 9 a.m. to 12 midnight
 News Service: Transradio
 Transcription Service: Standard Radio; C. P.
 MacGregor; Langworth
 Representative: William G. Rambeau Co.

Personnel

Owner and General
 Manager: Roy L. Albertson
 Commercial Manager-Program
 Director: Virginia C. Fyda
 Musical Director: Arthur Crosson
 Chief Engineer: Thomas L. Vines

W E B R

BUFFALO—EST. 1924

BLUE NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: **WEBR, Inc.**
 Address: 23 North Street

Phone Number: Lincoln 7133
 Transmitter Location: Larkin Terminal Bldg.
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8:30 a.m. to 12 midnight
 Newspaper Affiliation: Buffalo Evening News
 News Service: AP
 Transcription Service: NBC Thesaurus;
 Standard Radio
 Representative: Weed & Company

Personnel

President: Edward H. Butler
 Vice-President: A. H. Kirchhofer
 Station Director: C. Robert Thompson
 Sales Manager: William Doerr, Jr.
 Sales Promotion Manager: Albert H. Zink
 Program Director: Kay Burkhardt
 Production Manager: Peter A. Krug
 Chief Announcer: Edward J. Wegman
 Music Librarian: Otto Retter
 Musical Director: Bob Armstrong
 Chief Engineer: Ralph Kingsley

W G R

BUFFALO—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 550 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By: Buffalo Broadcasting
 Corp.

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 happen-
 ings of importance . . . full Trans-
 radio 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.

Address Rand Bldg.
 Phone Number Washington 3100
 Transmitter Location Hamburg, N. Y.
 Time on the Air 6 a.m. to 1 a.m.
 News Service UP
 Transcription Service World Broadcasting
 System; Associated Music Publishers
 Representative Free & Peters

Personnel

President H. W. Deyo
 Executive Vice-President I. R. Lounsberry
 Program Director H. C. Rice
 Sales Manager John A. Bacon
 Sales Promotion Manager R. McPherson

W K B W

BUFFALO—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1520 Kc. Power: 50000 Watts
 Owned-Operated By Buffalo Broadcasting
 Corp.

Address Rand Building
 Phone Number Washington 3100
 Transmitter Location Hamburg, N. Y.
 Time on the Air 7 a.m. to 2 a.m.
 News Service UP
 Transcription Service World Broadcast-
 ing System; Associated Music Publishers
 Representative Free & Peters

Personnel

President H. W. Deyo
 Executive Vice-President I. R. Lounsberry
 Program Director Herbert C. Rice
 Sales Manager John A. Bacon
 Sales Promotion Manager R. McPherson
 Publicity Director Jack MacLean
 Chief Engineer Karl B. Hoffman

W E N Y

ELMIRA—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Elmira Star-Gazette
 Business Address 201 Baldwin St.
 Phone Number 5181
 Studio Address Mark Twain Hotel
 Transmitter Location Schuyler Ave.
 Time on the Air: 7:30 a.m. to 1 a.m.; Sundays,
 9 a.m. to 12 midnight
 Newspaper Affiliation. Elmira Star-Gazette;
 Sunday Telegram; Elmira Advertiser
 News Service UP
 Transcription Service World Broadcasting
 System
 Representative J. P. McKinney & Son

Personnel

Director Dale L. Taylor
 Sales Manager Joseph M. Cleary
 Commercial Manager Ernest F. Oliver
 Production Manager Woodrow Ott

Publicity Director Phil Cameron
 Chief Announcer John Newhouse
 Office Manager Rita E. Hogan
 Musical Director Harry Springer
 Chief Engineer Perry Esten

W L A N*

ENDICOTT—EST. 1941

Frequency: 1450 Kc. Power: 250 Watts
 (with 2 amplifiers)
 Owned-Operated By Thomas J. Watson
 Address Endicott
 Transmitter Location Endicott
 Time on the Air Unlimited license

Personnel

Owner Thomas J. Watson
 Manager Walter S. Lemmon
 *Station had a construction permit at pres-
 time and no further information was available.

W G B B

FREEPORT—EST. 1924

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By H. H. Carman
 Address 44 So. Grove Street
 Phone Number Freeport 2418
 Transmitter Location 215 Bedell Street
 Time on the Air: Shares time with WBRB and
 WFAS

Transcription Service NBC Thesaurus

Personnel

Owner and General Manager H. H. Carman
 Commercial Manager Neal Seaman
 Program Director A. Cheesman
 Chief Announcer John Dudley
 Chief Engineer Alfred Sturhann

W H C U

ITHACA—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 870 Kc. Power: 1000 Watts
 Owned-Operated By Cornell University
 Business Address Ithaca Savings Bank
 Bldg.
 Phone Number 3438
 Studio Addresses: Ithaca Savings Bank Bldg.;
 Campus Studio; Cornell Countryman Bldg.;
 Cornell Campus
 Transmitter Location Forest Home, Ithaca
 Time on the Air 6:15 a.m. to sundown,
 New Orleans
 News Service UP
 Transcription Service World Broadcasting
 Representative Joseph Hershey McGillvra

Personnel

Station Manager Michael R. Hanna
 Commercial-Sales Promotion
 Manager Lew Trenner
 Production Director Joseph A. Short

Production Manager George W. Johnston
 Research Director Richard W. Sidenberg
 Musical Director Harry J. Hennessy
 Chief Engineer True McLean

W J T N

JAMESTOWN—EST. 1924

BLUE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By James Broadcasting
 Company, Inc.

Address 208 Hotel Jamestown Bldg.
 Phone Number 7-151
 Transmitter Location: Jones & Gifford Avenue
 and Hallock Street Extension

Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight

News Service UP
 Transcription Service Associated Music
 Publishers; Lang-Worth

Representative Radio Advertising Cor-
 poration

Personnel

President Jay E. Mason
 Vice-President-General
 Manager Simon Goldman
 Promotion Manager-Program

Director A. E. Spokes
 Publicity Director Catherine Lindstrom
 Musical Director George Pfeleger
 Chief Engineer Harold J. Kratzert

W K N Y

KINGSTON—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Kingston Broadcasting
 Corp.

Address Governor Clinton Hotel
 Phone Number Kingston 4500
 Transmitter Location Plainfield St., Ulster
 Township

Time on the Air 7 a.m. to 1 a.m.
 News Service INS

Transcription Service World Broadcasting
 System; Keystone Broadcasting System

Representative William G. Rainbeau Co.

Personnel

President-Station Manager,
 Benjamin F. Feiner, Jr.

Program Director D. M. Murphy
 Public Relations Director E. L. Feiner
 Chief Announcer W. L. Smith
 Chief Engineer M. S. Seimes

W A L L*

MIDDLETOWN—EST. 1941

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Community Broad-
 casting Corp.

Business Address Middletown

Transmitter Location Middletown
 Time on the Air Unlimited license

Personnel

President Martin Karig
 *Station has a construction permit at press
 time and no further information was available.

W G N Y

NEWBURGH—EST. 1933

Frequency: 1220 Kc. Power: 1000 Watts
 Owned-Operated By WGNV Broad-
 casting Co., Inc.

Business Address 161 Broadway
 Phone Number 4600

Studio Addresses: 161 Broadway, Newburgh;
 22 James St., Middletown; 47 Cannon
 Poughkeepsie

Transmitter Location Chochocton Turnpike,
 Newburgh, N. Y.

Time on the Air 6:30 a.m. to local sunset
 Newspaper Affiliation: Speidel Newspapers,
 Inc.; Poughkeepsie Newspapers, Inc.

Transcription Service World Broadcasting
 System; C. P. MacGregor

Representative Headley-Reed Company

Personnel

President Merritt C. Speidel
 Director Edward A. Chappell
 Station Manager Harold W. Cassill

For

"COVERAGE + SERVICE"

In

Southwestern New York and
 Northwestern Pennsylvania

Ask

**Radio Advertising
 Corporation**

About

W J T N

Jamestown, N. Y.

•

Blue Network

NEW YORK

Program Director.....Richard Crans
Artists' Bureau Head.....Ruth M. Shafer
Musical Director.....Jack Stotesbury
Chief Engineer.....Patrick Simpson

W A B C

NEW YORK CITY—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 880 Kc.....Power: 50000 Watts
Owned-Operated By..Columbia Broadcasting System, Inc.

Business Address.....485 Madison Avenue
Phone Number.....Wickersham 2-2000
Studio Addresses: 485 Madison Ave.; 49 E. 52nd St.; 1697 Broadway; 799 Seventh Ave.; 251 W. 45th St.

Transmitter Location: Columbia Island, in Long Island Sound off New Rochelle, N. Y.
Time on the Air: 6:15 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.

News Service UP
Transcription Service.....Associated Music Publishers; Langworth Feature Programs
Representative.....Radio Sales

Personnel

PresidentWilliam S. Paley
General Manager.....Arthur Hull Hayes
Sales Promotion Manager.....Jules Dundes

Program Director.....George Allen
Publicity Director.....Louis Ruppel
Sales Service Manager.....Stanley H. Pulver
Manager of Program

OperationsG. Richard Swift
Chief EngineerHenry Grossman
(For additional personnel see listing of Columbia Broadcasting System, Inc., under networks.)

W B N X

NEW YORK—EST. 1927

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By...WB NX Broadcasting Co.

Address260 E. 161st Street
Phone NumberMElrose 5-0333
Transmitter Location.....Carlstadt, N. J.

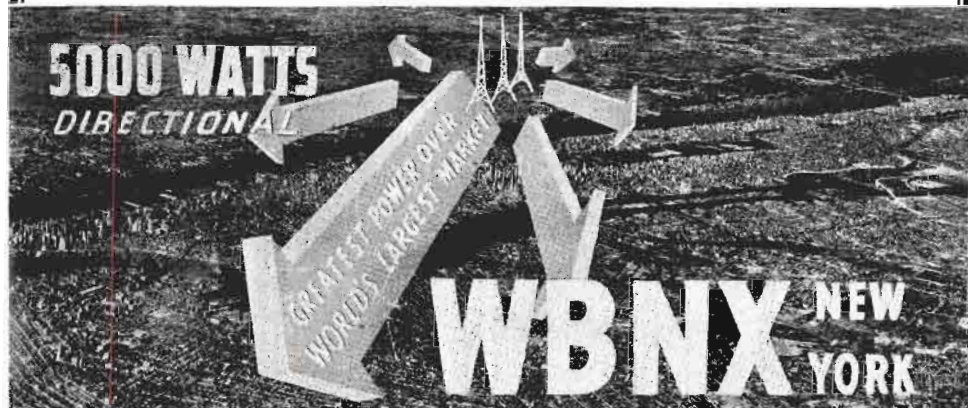
Time on the Air: 9 a.m. to 6 p. m. and 7:30 p.m. to 12 midnight; Sundays, 9 a.m. to 11 a.m., 12:30 p.m. to 3 p.m., 4:30 p.m. to 7 p.m. and 8:30 p.m. to 12 midnight

News Service INS
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

An Effective Sales Approach To The
WORLD'S LARGEST MARKET—



BLANKETING

METROPOLITAN NEW YORK

• • NEW YORK • •

Program Director.....Frank Johnson
Publicity OfficeDavis-Leiber
Musical Director.....Fred Mendelsohn
Consult. Engineer.....H. L. Wilson

W E A F

NEW YORK—EST. 1922

KEY STATION NBC

Frequency: 660 Kc.....Power: 50000 Watts
Owned-Operated ByNational Broad-
casting Co.

Address30 Rockefeller Plaza
Phone NumberCircle 7-8300
Transmitter Location...Port Washington, N. Y.
Time on the AirUnlimited license
News ServiceAP; INS; UP
RepresentativeNational Broadcasting Co.

Personnel

See NBC Network Listing

W E V D

NEW YORK—EST. 1927

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Operated ByDebs Memorial
Radio Fund

Address117 West 46th Street
Phone NumberBRyant 9-2360

W E V D

5000 WATTS
1330 KILOCYCLES

**NEW YORK'S
STATION OF
DISTINCTIVE
FEATURES**

IN
ENGLISH
JEWISH
ITALIAN

Henry Greenfield
Managing Director

115 West 46th St., New York

For Complete

NETWORK INFORMATION

National-Regional

Please turn to page 289

AMERICA'S MOST POWERFUL INDEPENDENT STATION

FIRST in

✓ **POWER**

50,000 Watts—1050
Kilocycles Clear Channel

✓ **COVERAGE**

America's Largest Market
Fifteen Million Radio Homes

✓ **ADVERTISERS**

Greatest Number of Spot
Advertisers

✓ **NEWS**

Fulton Lewis Jr., Wythe Wil-
liams, George Combs, U. P.,
A. P., Newsreel Theatre,
Fulton Oursler

✓ **SPORTS**

Brooklyn Dodgers' Baseball,
Pro Football, Hockey, Clem
McCarthy, Red Barber, Dick
Fishell, Bert Lee, Sam Taub,
Marty Glickman

WHN 50,000 WATTS

NEW YORK • 1540 BROADWAY • BRYant 9-7800

CHICAGO OFFICE • 360 NORTH MICHIGAN AVE. • RANDOLPH 5254

Transmitter Location: 1335 Grand St., Brooklyn, N. Y.
Time on the Air: 7 a.m. to 10 a.m., 12 noon to 6 p.m. and 8 p.m. to 4 a.m.; no schedule Monday night

Phone Number BRyant 9-7800
Transmitter Location East Rutherford, N. J.
Time on the Air 6 a.m. to 3 a.m.
News Service UP
Chicago Office 360 N. Michigan

Personnel

Personnel

Chairman of Board.....Adolph Held
Managing Director.....Henry Greenfield
Chief Announcer.....David Niles
Program Director.....George Field
Musical Director.....Joseph Garnet
Chief Engineer.....Charles Brown

Director.....Herbert L. Pettay
Sales Director.....Bert Lebharr, Jr.
Station Manager.....Frank Roehrenbeck
Program Manager.....Fred Raphael
Comptroller.....Jacques Van Straten
Publicity Director.....Al Simon
Sales Promotion Manager.....Robert G. Patt
Musical Director.....Don Albert
Chief Engineer.....Paul Fuelling

W H N

NEW YORK—EST. 1922

Frequency: 1050 Kc.....Power: 50000 Watts
Owned-Operated By.....Marcus Loew Book-
ing Agency
Address 1540 Broadway

W H O M

(See Jersey City, N. J.)

For

TELEVISION — FM INFORMATION

Please turn to page 893



For Complete Section Covering

THE TECHNICAL SIDE OF BROADCASTING

Please turn to page 971

Good for you

before and after

As this ad goes to press, WINS is happy to announce that construction on its new 50 kilowatt transmitter at Lyndhurst, N. J. is rapidly nearing completion.

Actual operation on this increased power is expected early in 1942. Until this time, having now built up its other facilities as a 50,000 watt station, WINS offers the advertiser highly effective radio coverage at unusually attractive rates.

W I N S
N E W Y O R K

•
W A V E L E N G T H 1 0 0 0

"easy to remember... easy to dial"

NEW STUDIOS: 28 WEST 44TH STREET, NEW YORK, N. Y. • BRYANT 9-6000

WINS

NEW YORK—EST. 1924

Frequency: 1000 Kc.....Power: 1000 Watts
 (C.P. 50000 Watts)
 Owned-Operated ByHearst Radio, Inc.
 Address.....28 West 44th Street
 Phone NumberBRyant 9-6000
 Transmitter LocationAstoria, L. I.
 Time on the Air.....7 a.m. to local sunset,
 Chicago
 Newspaper Affiliation: N. Y. Journal-American;
 N. Y. Daily Mirror
 News Service INS
 Transcription ServiceWorld Broadcasting
 System; Standard Radio

Personnel

President (Hearst Radio, Inc.), Charles B. McCabe
 Station Manager.....Cecil H. Hackett
 Sales Promotion Manager-Publicity
 Director.....Bernard Estes
 Program Director.....Hazel Bower
 Chief Announcer.....Bill Harding
 Musical Director.....Henry Sylvern

Production Manager.....Robert Cotton
 Chief Engineer.....Paul Von Kunitz

WJZ

NEW YORK—EST. 1921

THE BLUE NETWORK

Frequency: 770 Kc.....Power: 50000 Watts
 Owned-Operated ByBlue Network
 Co., Inc.
 Address30 Rockefeller Plaza
 Phone NumberCircle 7-8300
 Transmitter Location.....Bound Brook, N. J.
 Time on the Air: 6:30 a.m. to 1 a.m.; Sundays,
 8 a.m. to 1 a.m.
 News ServiceAP; INS; UP
 Transcription ServiceNBC Thesaurus
 RepresentativeBlue Network Co., Inc.

Personnel

President Mark Woods
 Manager.....John H. McNeil
 National Spot Sales Manager,
 Murray Grabhorn
 (For additional personnel see listings under
 The Blue Network in network section of this
 volume).

Complete Listings of

MUSICAL DIRECTORS OF STATIONS

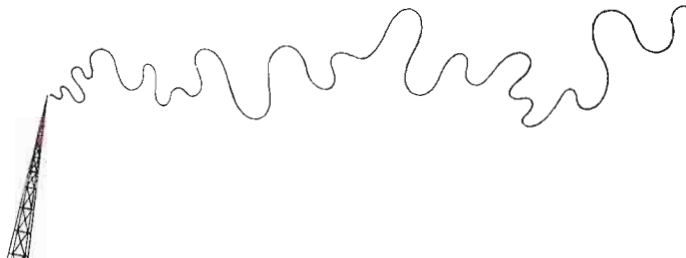
See page 615

HOME ECONOMICS DIRECTORS OF STATIONS

See page 621

NEWSPAPER OWNED OR AFFILIATED STATIONS

See page 604



How to make 5,000 watts do the work of 480,000

The lower the frequency of a station the longer its wave-length; the longer the wave-length the stronger the signal. WMCA has New York's lowest frequency (570 kc.) and longest wave-length (526 meters). The tremendous value of "first on the dial" is illustrated below:

FOR EXAMPLE, TO DELIVER A 2 MILLIVOLT SIGNAL 43 MILES WITH A NON-DIRECTIONAL ANTENNA*:

(* Actually WMCA triples its power through a three-element directional antenna which amplifies the signal toward areas of greatest population.)

WMCA at 570 kc. needs only 5,000 watts

IF WMCA were at 1000 kc. . . . it would need 76,500 watts

IF WMCA were at 1200 kc. . . . it would need 158,000 watts

IF WMCA were at 1600 kc. . . . it would need 480,000 watts



Virgil Reiter & Co.,
400 N. Michigan Ave.,
Chicago.

First on New York's Dial, 570 • America's Leading Independent Station

W M C A

NEW YORK—EST. 1925

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....WMCA, Inc.
 Address 1657 Broadway
 Phone NumberCircle 6-2200
 Transmitter Location.....Kearney, N. J.
 Time on the Air..... 6:45 a.m. to 1:15 a.m.
 News Service AP
 RepresentativeVirgil Reiter & Company

Personnel

OwnerEdward J. Noble
 President E. E. Anderson
 Vice-President-General
 Manager Donald S. Shaw
 Treasurer C. N. Priaulx
 Assistant Secretary-Treasurer,
 H. L. Morgan, Jr.
 Director of Sales.....Charles Stark
 Sales Promotion Manager.....Maxwell Dane
 Program Director Walter Craig
 Production Manager.....William C. Card
 Night Program Manager.....Alan Williams
 Director of Recorded Music.....Bob Bach
 Director of News & Publicity...Leon Goldstein
 Musical Director.....Joseph Rines
 Chief Engineer.....Frank Marx

W N Y C

NEW YORK—EST. 1924

Frequency: 830 Kc.....Power: 1000 Watts
 Owned ByCity of New York
 Operated ByMunicipal Broadcasting
 System
 Address Municipal Building
 Phone NumberWorth 2-5600
 Transmitter Location...Greenpoint, Brooklyn,
 New York
 Time on the Air.....7 a.m. to sunset,
 Minneapolis

Personnel

Director.....M. S. Novik
 Chief Announcer.....T. H. Cowan
 Continuity Supervisor...Edward Goldberger
 Program Director..... Seymour N. Siegel
 Publicity Director.....Jack Goodman
 Musical Director.....Herman Neuman
 Chief Engineer.....Isaac Brimberg
 (Non-Commercial Station)

W A A T

(See Jersey City, N. J., Page 479)

FEDERAL COMMUNICATIONS COMMISSION

Entire Section—Personnel—Activities

Starts on page 183



NATIONAL ASSOCIATION OF BROADCASTERS

Personnel—Articles—Code—Activities

Complete Section Starts on page 928



WNEW

NOW HAS TWICE THE POWER— 24 HOURS A DAY!

(7 days a week)

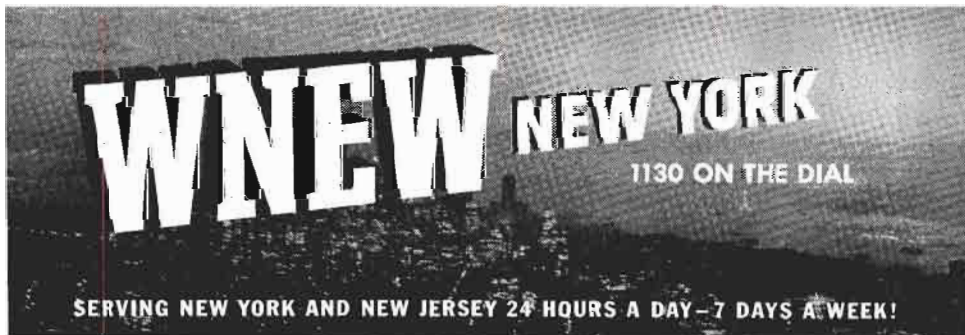
WITH its recent increase in wattage, WNEW comes into *hundreds of thousands* of new homes—*better and stronger*.

Now—it's doubly true: **MORE PEOPLE IN AND AROUND NEW YORK LISTEN TO WNEW THAN ANY OTHER**

INDEPENDENT STATION! (according to independent surveys—sent on request).

And now—more than ever—WNEW is your best buy in America's best market—the station that moves *most goods—fastest*—and *at the least cost!*

REPRESENTED NATIONALLY BY JOHN BLAIR & CO. — R. C. FOSTER (NEW ENGLAND)



W N E W

NEW YORK—EST. 1934

Frequency: 1130 Kc.....Power 10000 Watts
 Owned-Operated By....Greater New York
 Broadcasting Corporation
 Address..... 501 Madison Avenue
 Phone NumberPlaza 3-3300
 Transmitter Location.....Belleville Turnpike,
 Kearney, N. J.
 Time on the Air: 24 hours a day—seven days
 a week
 News Service AP
 Transcription ServiceWorld Broadcasting
 System
 Representative: John Blair & Co.; R. C. Foster

Personnel

Station ManagerBernice Judis
 Sales ManagerHerman Bess
 National Sales Manager.....Walter Duncan
 Sales Promotion Manager ..Alvan Sommerfield
 Research Director..... Sidney Fishman
 Special Events and Publicity Director,
 Jack Banner
 Production Head.....William McGrath
 Assistant to Manager.....Dorothy Andrews
 AuditorAaron Goldenberg
 Assistant Publicity Director....Rhea Diamond
 Music Clearance DirectorJames Rich
 Sales Traffic Director.....Irene Davis
 Program Traffic Director.....Vita Kane
 Chief AnnouncerJohn Jaeger
 Musical Director.....Merle Pitt
 Chief EngineerM. J. Weiner

W O R

NEW YORK—EST 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 710 Kc.....Power: 50000 Watts
 Owned-Operated By.....Bamberger Broad-
 casting Service
 Business Address.....1440 Broadway
 Phone Number.....Pennsylvania 6-8600
 Studio Addresses....1440 Broadway; 214 W.
 42nd Street
 Transmitter Location.....Carteret, N. J.
 Time on the Air: 24 hours daily; Sundays,
 7:45 a.m. to 2 a.m.
 News Service.....AP; Transradio: UP;
 General News Ticker (Sports)
 Transcription Service.....WOR Electrical
 Transcription & Recording Service
 Representatives: Paul A. Belaire (Boston);
 John Shelton & Robert Wood (Chicago);
 Edward S. Townsend (San Francisco)

Personnel

President.....Alfred J. McCosker
 Vice president and general
 manager.....Theodore C. Streibert
 Vice-President in Charge of
 Program Operations...Julius F. Seebach, Jr.
 Director of Sales.....Rufus C. Maddux
 Sales Manager.....Eugene S. Thomas
 Commercial Program Manager,
 Thomas Moore, Jr.
 Production ManagerArthur Whiteside
 Director of Publicity.....Jerry Danzig
 Director of Special Features and News,
 Dave Driscoll
 Chief Engineer-Secretary.....J. R. Poppele
 Director WOR Artists Bureau...Nat Abramson
 Director of Sales Promotion.....Joe Creamer
 Musical Director.....Alfred Wallenstein
 Continuity Director.....Robert Simon

For Up-To-The-Minute

POPULATION AND MARKET STATISTICS

Covering the Entire U. S. A.

Please turn to page 209

WOV

... —
**FOR
VICTORY**

5000 WATTS

1280 KC

**THE KEY
TO TWO
MARKETS**

DAY TIME

IT'S A MONOPOLY

For 12 hours a day...from 6 A.M. to 6 P.M. . . . WOV monopolizes 14% of the entire metropolitan listening audience . . . the audience that can best be sold in the Italian language.

WOV sells this fruitful market of industrious wage earners and prosperous tradespeople . . . 521,606 families, 1,780,024 persons... at a lower cost (at our present low rates) than any other advertising medium.

NIGHT TIME

ALAN COURTNEY

M. C. "1280 CLUB"

With platters and patter he battles the networks . . . and "blitzes" all the rest. He bites a larger chunk out of the area's listening audience than any other program on the air.

PAN AMERICANA

Latin American Rhythms

AMERICA IN MUSIC

Classics by American Composers

MAXINE KEITH

"FOLLOW THE LEADER"

A lovely lady with discs and discourse.

THE Pulse of New York Survey for January 2-14, 1942 . . . the only 100% yardstick for the measurement of radio audiences . . . establishes beyond question the leadership WOV enjoys among the independent radio stations in the Metropolitan area.

A representative from WOV, with authentic facts and figures will be very glad to prove this conclusion.

WOV . . . — For Victory

Circle 5-7979

730 Fifth Avenue, New York

W O V

NEW YORK—EST. 1933

Frequency: 1280 Kc. Power: 5000 Watts
 Owned-Operated By...Wodaam Corporation
 Address730 Fifth Avenue
 Phone NumberCircle 5-7979
 Transmitter Location.....Carlstadt, N. J.
 Time on the Air: 7 a.m. to 12 midnight Tuesday thru Saturday; Sunday, 10 a.m. to 1 p.m.; 6:30 p.m. to 9 p.m.; Monday, 7 a.m. to 2 p.m.; 5 p.m. to 8 p.m.; 10 p.m. to 12 midnight
 News ServiceAP; INS
 Transcription Service.....Associated Music Publishers

Personnel

Station ManagerH. D. Henshel
 Commercial Manager.....Ralph Nardella
 Promotion-Publicity Manager..Herbert Landon
 Program DirectorMario Ferrari-Hutton
 Production ManagerJames Capozucchi
 Artists' Bureau Director.....Syd Leipzig
 Musical Director.....Paul Romeo
 Chief Engineer.....Whitman N. Hall

W Q X R

NEW YORK—EST. 1934

Frequency: 1560 Kc. Power: 10000 Watts
 Owned-Operated By..Interstate Broadcasting Company, Inc.
 Address730 Fifth Avenue
 Phone NumberCircle 5-5566
 Transmitter Location..Maspeth, Long Island, N. Y.
 Time on the Air: 7 a.m. to 12 midnight; Sundays, 8:30 a.m. to 12 midnight
 News ServiceAP
 Transcription Service...World Broadcasting System
 RepresentativeThe Foreman Company

Personnel

President.....John V. L. Hogan
 Executive Vice-President...Elliott M. Sanger
 Vice-President in Charge of Sales,
 Hugh K. Boice
 Sales Promotion Manager..Norman S. McGee
 Program Director.....Eleanor N. Sanger
 Publicity Director.....Dorothea Beckman
 Chief Announcer.....Arch Kepner
 Musical Director.....Eddy Brown
 Chief Engineer.....Russell Valentine

W H L D

NIAGARA FALLS—EST. 1940

Frequency: 1290 Kc. Power: 1000 Watts
 Owned-Operated By...The Niagara Falls Gazette Publishing Company
 AddressHotel Niagara
 Phone Number8421

Transmitter Location.....Lockport & Military Roads
 Time on the Air.....Daytime license
 Newspaper Affiliation.....Niagara Falls Gazette
 News ServiceUP
 Transcription Service.....Lang-Worth; Standard Radio; C. P. MacGregor
 RepresentativeHeadley-Reed Company

Personnel

General Manager.....Earl C. Hull
 Commercial Manager....Richard G. Robbins
 Program DirectorRuth Prindle
 Musical Director.....Ernie Whistler
 Musical AdvisorHarold Bradley
 Chief Engineer.....Robert Wilson

W S L B

OGDENSBURG—EST. 1940

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By...St. Lawrence Broadcasting Corp.
 Address2315 Knox St.
 Phone NumberOgdensburg 500
 Transmitter Location.....2315 Knox St.
 Time on the Air: 7 a.m. to 11:15 p.m.; Sundays, 9 a.m. to 7 p.m.
 News ServiceUP
 Transcription ServiceNBC Thesaurus
 RepresentativeDeLisser, Inc.

Personnel

President-Commercial Manager,
 Joseph R. Brandy
 Station Manager.....Harold J. Frank
 Sales Production Manager-Program
 DirectorJack Paige
 Chief Engineer.....Raymond E. Lafferty

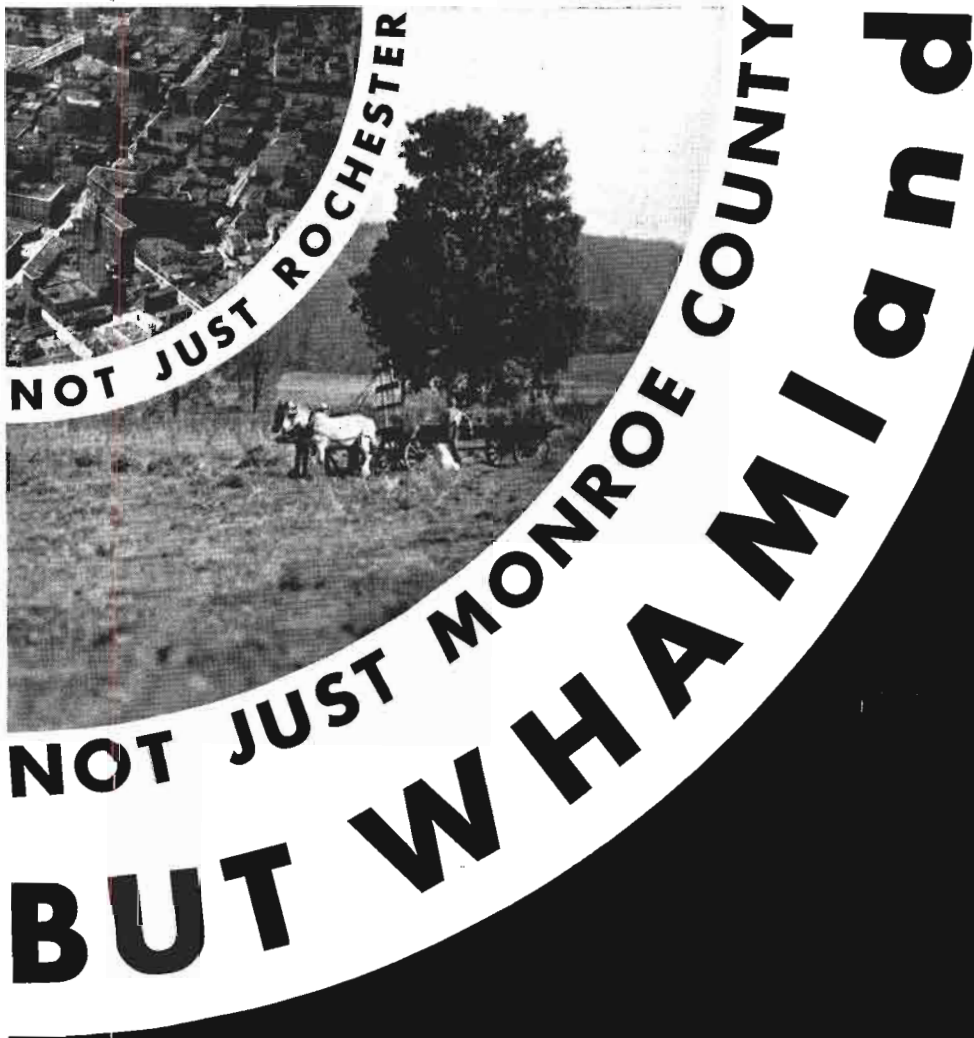
W H D L

OLEAN—EST. Tupper Lake, 1928; Olean, 1934

BLUE NETWORK

BI-STATE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....WHDL, Inc.
 Business Address: 601-619 Exchange National Bank Building
 Phone Numbers: Olean 4149; Bradford 6000; Transmitter, Olean 7597
 Studio Addresses: 601-619 Exchange National Bank Building; Citizens Bank Building, Bradford, Pa.; St. Bonaventure College, N. Y.
 Transmitter LocationAlleghany, N. Y.
 Time on the Air7 a.m. to 12:05 a.m.
 Newspaper AffiliationOlean Times Herald
 News ServiceUP
 Transcription Service ...World Broadcasting
 RepresentativeJ. P. McKinney & Son



WHAM's clear channel, 50,000 watt signal covers a rich and fertile 43 county primary area, where the occupants of 900,000 radio homes spend a better-than-average annual income in not one, but 18, busy trading centers. That's WHAMland—where the smoking chimneys of 5305 factories stand against the sky as symbols of payroll producing non-seasonal industrial activities—where 140,518 farms yield a rich annual harvest.

WHAM gives you coverage—but more than that, WHAM gives you plus listenership—in Rochester and all the cities of its 43 county primary area—in the small towns and in the country. Survey after survey

gives WHAM the top-flight audience-winning programs. In one of the most recent surveys published, nine out of the first ten audience-chosen programs were WHAM programs.

WHAM gives you more for your money—a broader market—a richer market. At approximately one-third the cost of localized coverage of the same area, WHAM is a better buy.

National Repr.: George P. Hollingbery Co.

W H A M

50,000 WATTS . . . CLEAR CHANNEL . . . FULL TIME . . . AFFILIATED
WITH THE RED NETWORK OF THE NBC AND THE BLUE NETWORK CO.

"The Stromberg-Carlson Station"