

## **Music Library Division**

Julius Mattfield... Director of Music Library

## **Public Affairs Division**

Paul W. White... Director of Public Affairs

Robert S. Wood,

Assistant Director of News Broadcasts

Everett Hollis... News Editor

William J. Slocum, Jr.

Director of Special Events and Sports

Helen Sioussat... Director of Talks

## **Program Writing Division**

Robert J. Landry... Director of Program Writing

Albert R. Perkins... Manager of Staff Writers

John C. Turner... Script Editor

## **Sound Effects Division**

Walter R. Pierson,

Manager of Sound Effects Division

Max Uhlig... Assistant Manager

## **Educational Division**

Lyman Bryson... Director of Education

Leon Levine,

Assistant Director of Educational Programs

## **Operations Department**

James M. Seward... Director of Operations

I. S. Becker... Assistant Director of Operations

Leroy Passman,

Asst. to the Director of Operations

Harriet Hess,

Supervisor of Program Typing Division

Hugh A. Cowham,

Commercial Engineer in Charge of Traffic

A. H. Peterson... Traffic Manager

## **Publicity Department**

George Crandall... Director of Publicity

Arthur Perles... Assistant Director of Publicity

James Kane... Assistant To the Director of Publicity

Michael J. Fish... Manager Photographic Division

Melvin Spiegel... Trade News Editor

Anne Harding... Manager of Publicity Service Div.

## **Radio Sales**

J. Kelly Smith... General Sales Manager

Howard Meighan,

Eastern Sales Manager, New York

Ole G. Morby... Account Executive, San Francisco

Roger K. Huston... Manager, Los Angeles Office

Royal Penny... Representative, Charlotte

Carter Ringlep... Representative, St. Louis

## **Research Department**

John K. Churchill... Director of Research

Oscar Katz... Assistant Director of Research

Charles H. Smith... Assistant Director of Research

## **CBS Reference Library**

William C. Akerman,

Director of CBS Reference Library

## **Sales Promotion Department**

Paul M. Hollister... Vice-President in Charge

of Advertising and Sales Promotion

John Fox... Manager of Production

Thomas D. Connolly,

Director of Program Promotion

George R. Dunham... Supervisor of Promotion for

Owned and Operated Stations

Louis Hausmans... Supervisor of Presentation

Harry O'Brien... Art Director

## **Station Relations**

### **Department**

H. V. Akerberg,

Vice-President in Charge of Station Relations

J. G. Gude... Station Relations Manager

Jerome Sill... Manager of Station Service

William A. Schudt, Jr.

Eastern Division Field Manager

Howard Lane... Central Division Field Manager

Edwin Buckalew... Western Division Field Manager

## **Television Department**

Gilbert Seldes... Director of Television Programs

Dr. Peter C. Goldmark... Chief Television Engineer

Worthington Miner... Manager of Television

## **Treasury Department**

Frank K. White... Vice-President & Treasurer

Samuel R. Dean,

Assistant Treasurer & Comptroller

Arthur S. Padgett... Auditor

W. J. Flynn... Assistant Comptroller

Lester C. Merrick... Assistant Comptroller

John E. Forsander... Purchasing Agent

Albert H. Bryant, Manager of Mail and Files

& Mimeograph Division

## **New York City**

WABC, 485 MADISON AVE.

Arthur Hull Hayes... General Manager

George W. Allen... Program Director

Henry Grossman,

Eastern Division Operations Engineer

& Chief Engineer of WABC

Jules Dundes... Sales Promotion Manager

Beverly M. Middleton... Sales Manager

J. E. Doyle... Publicity Director

## **Chicago**

410 NO. MICHIGAN AVE.

H. Leslie Atlass... Vice-President, Chicago

J. L. Van Volkenburg... Assistant to Mr. Atlass

L. F. Erikson... Western Sales Manager

Walter Preston... Acting Program Director

Stuart Dawson... Assistant Program Director

J. Kelly Smith... Sales Manager

John B. Moser... Attorney

Frank B. Falknor,

Central Division Operations Engineer

& Chief Engineer of WBBM

J. V. McLoughlin... Accountant & Office Manager

Shepard Chartoc... Director of Publicity

Urban Johnson... Chief Sound Technician

James Crusinberry... News Editor

King Park... Sales Promotion Manager

## **Washington**

WJSV, EARLE BLDG.

Earl H. Gammons,

Director of Washington Office

Kenneth L. Yourd... Attorney

Carl Burkland.....General Manager  
 William D. Murdock.....Assistant General Manager  
 John Heiney.....Program Director  
 Robert S. Wood.....Director of Public Affairs  
 Clyde Hunt.....Chief Engineer  
 Harry R. Crow.....Accountant

**Minneapolis**

WCCO, 625 SECOND AVE., S.

Austin E. Joscelyn.....General Manager  
 Alvin Sheehan.....Assistant General Manager  
 H. S. McCartney.....Chief Engineer  
 Emmett J. Heerd, Jr.....Accountant  
 Sam H. Kaufman,  
 Sales Promotion & Publicity Manager

**St. Louis**

KMOX, 401 SOUTH TWELFTH BLVD.

Merle S. Jones.....General Manager  
 Arthur Casey.....Assistant to Manager  
 Wendell B. Campbell 2nd.....Sales Manager  
 Harry Harvey.....Chief Engineer  
 Jerry Hoekstra.....Public Events  
 Robert F. DeVoe.....Accountant  
 Carter Ringlep.....Representative, Radio Sales  
 William Zalkin.....Publicity Director

**Pacific Coast**

**Los Angeles Office**

KNX, COLUMBIA SQUARE

D. W. Thornburgh.....Vice-President, Los Angeles  
 George L. Moskovics.....Director of Sales Promotion  
 Charles D. Ryder, Jr.....Accountant  
 Lester Bowman,  
 Western Division Operations Engineer  
 & Chief Engineer of KNX

Clifton Jones.....News Editor  
 Hal Hudson.....Program Director  
 Andy Kelly,  
 Publicity Director, Columbia Pacific Network  
 Fox Case,  
 Director of Special Events & Public Events

J. Archie Morton.....Servicing Network Programs  
 Russ Johnston.....Program Manager  
 Ben Paley.....Production Manager  
 Harry W. Witt.....Sales Manager  
 Roger Huston.....Manager, Radio Sales  
 Alan Cormack.....Traffic Manager

**San Francisco Office**

PALACE HOTEL

Arthur J. Kemp.....Sales Manager, Pacific Network  
 Wayne Steffner.....Account Executive,KNX Sales

**Charlotte, N. C.**

WBT, WILDER BLDG.

A. D. Willard, Jr.....General Manager

Royal E. Penny.....Sales Manager and  
 Account Executive, Radio Sales  
 Chas. H. Crutchfield.....Program Director  
 James Beloungy.....Chief Engineer  
 William M. Parker.....Sales Promotion Manager  
 John S. Knell.....News Editor  
 Edward J. DeGray.....Accountant

**Boston**

WEEI, 182 TREMONT ST.

Harold E. Fellows.....General Manager  
 Kingsley Horton.....Sales Manager  
 Lloyd G. del Castillo.....Program Director  
 Walter Stiles, Jr.....Chief Engineer  
 John J. Murray.....Accountant  
 Raymond G. Girardin.....Production Manager  
 Marie Houlahan.....Publicity Director

**Foreign Staff**

Edward R. Murrow.....London  
 Paul Manning.....London  
 Bob Trout.....London  
 John Daly.....London  
 Charles Collingwood.....Algiers  
 Bernard Valery.....Stockholm  
 Gunner Raulsson.....Reykjavick, Iceland  
 Farnsworth Fowle.....Cairo, Egypt  
 Chester Morrison.....Cairo, Egypt  
 William P. Downs.....Moscow  
 George Moorad.....Sydney, Australia  
 James Stewart.....Chungking, China  
 Webley Edwards.....Honolulu, Hawaii  
 William J. Dunn.....Sydney-Melbourne, Australia  
 George Mourad.....Australia  
 Herbert Clark.....Buenos Aires  
 Alex Garcia.....Havana  
 Carlos Tellez.....Havana  
 Luis Alcivar.....Guayaquil, Ecuador  
 Sergio Perez.....Ecuador  
 Jorge Mantillas.....Quito, Ecuador  
 Jack Fendell.....Canal Zone  
 Franklin Whaite.....Caracas, Venezuela  
 John Adams.....Rio de Janeiro  
 Charles Griffin.....Santiago, Chile  
 Claude Guyant.....Lima, Peru  
 John Vebber.....Asuncion, Paraguay  
 Norman Stines.....La Paz, Bolivia  
 Willig Guillerez.....La Paz, Bolivia  
 Joel Nystrom.....Montevideo, Uruguay  
 William Gilman.....Juneau, Alaska  
 Dan Lundberg.....Mexico  
 Quentin Pope.....Wellington, New Zealand  
 Peter Muir.....New Delhi, India  
 Robinson McLean.....Toronto  
 Howard K. Smith.....Berne, Switzerland



WABC, New York  
 WBBM, Chicago  
 WBT, Charlotte, N. C.  
 WCCO, Minneapolis

WJSV, Washington  
 KMOX, St. Louis  
 KNX, Los Angeles  
 WEEI, Boston

# MUTUAL BROADCASTING SYSTEM



W. E. MacFARLANE

ON December 7, 1941, the Mutual Broadcasting System sent a wire to the President of the United States, pledging its wholehearted cooperation in war. The pledge has been fulfilled. During 1942 Mutual broadcast 1,913 programs devoted

to the war effort, exclusive of the straight news features. The 1,913 programs consumed 721 hours of time on the network and accounted for approximately 10 per cent of the entire year's program operations.

## Effective Programming

The 10 per cent of the programming time throughout the year will seem to be all the more impressive when I state that Mutual was careful to present its major war effort programs at the key listening hours so that they could do the most good and reach the greatest number of listeners. A check-up reveals that the vast majority of the 1,913 programs were broadcast on the network during the peak listening hours between 6 p. m. and 11 p. m. Some of these programs have become well established in the minds of radio listeners. Such features as "This Is Our Enemy," "American Forum of the Air," "Stars and Stripes in Britain," "American Eagle Club," "Anchors Aweigh," "Halls of Montezuma," "Saturday Night Bondwagon" and "Our Morale" are all heard over the Mutual network regularly at peak listening hours.

While helping tremendously with the war effort through morale building and recruiting broadcasts, Mutual has maintained its reputation as the leader in the field of sports and news broadcasting.

Additional and new news commentators have come to Mutual in 1942. In addition to such well known commentators as Gabriel Heatter, Fulton Lewis, Jr., and John B. Hughes, Mutual in 1942 added Raymond Clapper, Upton Close, and Sidney Moseley to its network.

## Foreign Fields

Nor was Mutual lacking in enterprise in bringing several important scoops from foreign fields. Mutual was the first to broadcast a recording of General MacArthur's address to news reporters on his arrival in Australia. Mutual was the first to broadcast Captain Eddie Rickenbacker's return to San Francisco from the South Pacific.

The expansion of the Mutual network has been continuous since its inception in 1934 when it began its existence with a four-station hookup. Today Mutual can deliver more than 200 stations for a commercial broadcast. October, 1942, saw a completion of the program undertaken to obtain guaranteed time outlets in markets previously unavailable so that the Mutual network for the first time was able to satisfy advertiser's demands for both satisfactory major market coverage as well as secondary coverage.

## New MBS President

As one of the organizers of Mutual, I have found it a most pleasant and stimulating experience to have served as its president since the inception of the network in 1934. With Mutual's network coverage and basic operational plan now firmly established, I am happy to turn over the responsibilities of the office to Mutual's first paid president, Mr. Miller McClintock, well known as a counsellor in advertising and organization work.

Mr. McClintock's abilities joined with those of Mr. Alfred J. McCosker, president of WOR, who will continue as chairman of the Board of Mutual, assure further progress in our program of service to advertisers, the listening public and the nation. Towards this development I shall be pleased to contribute as chairman of the Executive Committee.

The appointment of Mr. McClintock will not change the underlying principles of the Mutual network, but it will give to the Mutual network what its growth now demands, and that is the undivided attention of an able executive who will direct all of its activities under the policies laid down by the Executive Committee and the Board of Directors.

As for the next 12 months, Mutual will continue to stay on a wartime schedule while seeking to render better service to its clients of sponsored programs.

# MUTUAL BROADCAST



BASIC STATIONS  
 ○ AFFILIATED STATIONS

**NETWORK FACILITIES  
 AS OF JAN. 1, 1943**





# ★ MUTUAL ★ Broadcasting System

*Administrative Office*  
441 N. Michigan Ave., Chicago, Ill.  
Phone, Superior 0100

*New York Office*  
1440 Broadway, New York, N. Y.  
Phone, PENNSYLVANIA 6-9600

## **Officers**

President.....Miller McClintock Chairman of Board of Directors, Alfred J. McCosker Chairman of Executive Committee W. E. Macfarlane Executive Vice-President..Theodore C. Streibert	Executive Vice-President...Lewis Allen Weiss Executive Vice-President.....J. E. Campeau Executive Secretary-Treasurer...E. M. Antrim General Manager.....Fred Weber Sales Manager.....Edward W. Wood, Jr. Auditor.....Miles E. Lamphiear
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## **Staff**

Director of Advertising Promotion Robert A. Schmid Assistant Director of Advertising Promotion James Tyler Assistant Sales Manager.....John R. Latham Program Service Manager..Adolph J. Opfinger Assistant Program Service Manager Harold Wagner Publicity Director.....Lester Gottlieb Traffic Manager.....Andrew Poole Director of Special Features & Sports Tom Slater Assistant Director of Special Features & Sports Paul Jonas Sales Representative.....Sidney P. Allen Sales Representative.....Robert J. Smith Sales Representative.....Harry Trenner Sales Representative.....Thomas Harker Sales Representative.....Ade Hult Sales Service.....George M. Chambers Statistician.....Richard E. Puff	Midwestern Sales Promotion Coordinator Don Pontius London and Foreign Representative, John S. Steele
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## **Branch Offices**

Detroit.....Union Guardian Bldg.  
 Cincinnati.....Alms Hotel  
 Boston.....21 Brookline Ave.  
 Cleveland.....Terminal Tower  
 Los Angeles.....Don Lee Bldg.  
 San Francisco.....1000 Van Ness Ave.  
 England.....Coulson, Surrey

## **Directors**

E. N. Antrim	W. E. Macfarlane
Willet Brown	Alfred J. McCosker
Hope Barroll, Jr.	John Shepard III
H. K. Carpenter	Theodore C. Streibert
Leonard Kapner	Lewis Allen Weiss
I. R. Lounsberry	

## **Foreign Staff**

### **Executive Committee**

W. E. Macfarlane.....WGN, Chicago  
 Theodore C. Streibert.....WOR, New York  
 John Shepard, III.....Yankee Network  
 Lewis Allen Weiss  
   Don Lee Broadcasting System  
 H. K. Carpenter.....WHK-WCLE, Cleveland

London.....John Steele, Stanley Korman  
 North Africa...Arthur Mann, John Thompson  
 Cairo.....Leslie Nichols  
 Sydney, Australia.....Stanley Quinn  
 Honolulu.....Owen Cunningham

# NATIONAL BROADCASTING COMPANY



NILES TRAMMELL

Government, and the progress of our armed forces. Because of this extensive treatment of news highlights, our people have been better informed on democracy's fight for freedom than the population of any country on the globe.

## Newscasting Abroad

Broadcasting as we know it today, did not exist in the first World War, but with the advent of the current conflict, it had been developed to a point where it could make itself one of the vital factors in the successful prosecution of modern warfare. Since the declaration of war late in 1941, radio reporters have been present at every important military event. At the beginning of 1943, NBC alone has 25 news representatives spotted in vital foreign centers and with our advanced armed units. Never before in the history of this country, thanks to radio, have the people been apprised so promptly and accurately of events that are certain to play an important part in their future lives.

While extending the facilities to present these overseas broadcasts, NBC has maintained the high quality of its morale-building programs originating in this country.

For many years prior to the war, NBC was expanding its short wave facilities according to a definite long-range plan. New and more powerful transmitters were placed in operation to carry the American story to the far corners of the earth. At the same time, the staff of the network's international division was enlarged to handle the growing number of newscasts and messages delivered in the various languages of the countries to which the broadcasts were beamed. When all short wave facilities were leased

to the OWI and the Office of the Coordinator of Inter-American Affairs, early in November, NBC was scheduling daily programs in ten languages. Since then, this impressive coverage has been continued and in some instances extended, with NBC contributing its programming resources to aid Government agencies in providing the most effective broadcasts to our neighboring countries and Allies.

## Network Expansion

NBC's service to listeners and network affiliates was greatly extended in 1942. The addition of 10 stations brought to 140 the total outlets available to NBC's clients. Twenty-nine national advertisers contracted for 125 or more NBC affiliated stations for each of their broadcasts, and the list is growing constantly. The volume of business placed with NBC in 1942 reached the highest figure in the network's history.

In successive polls of listeners' program preferences, conducted by radio publications and established survey organizations, NBC's programs have been consistent top winners. One of these surveys conducted in mid-December by C. E. Hooper, Inc., revealed that the first 11 programs were NBC and that 32 out of the first 50 were heard over NBC outlets. Comparable domination was shown in the polls and surveys carried out by RADIO DAILY, Fame, Motion Picture Daily, the Cleveland Plain Dealer, the New York World-Telegram and Crossley.

Any review of radio's contributions in 1942 to the continuance of the American way of life would be incomplete without a mention of the industry's cooperation with Government. Since the first of 1942, NBC's allocation of time to war effort programs has increased steadily, from 25 hours in January to 95 hours in November during the past year.

Radio began the year 1943 with the largest audience in its history. More receiving sets are in operation and more people are listening to their favorite programs. Plans, already under way at NBC, and by the industry in general, will key 1943 broadcasts even more closely to the needs of the people in wartime, thereby assuring the continued advance in effectiveness that has characterized the growth of the American broadcasting system.



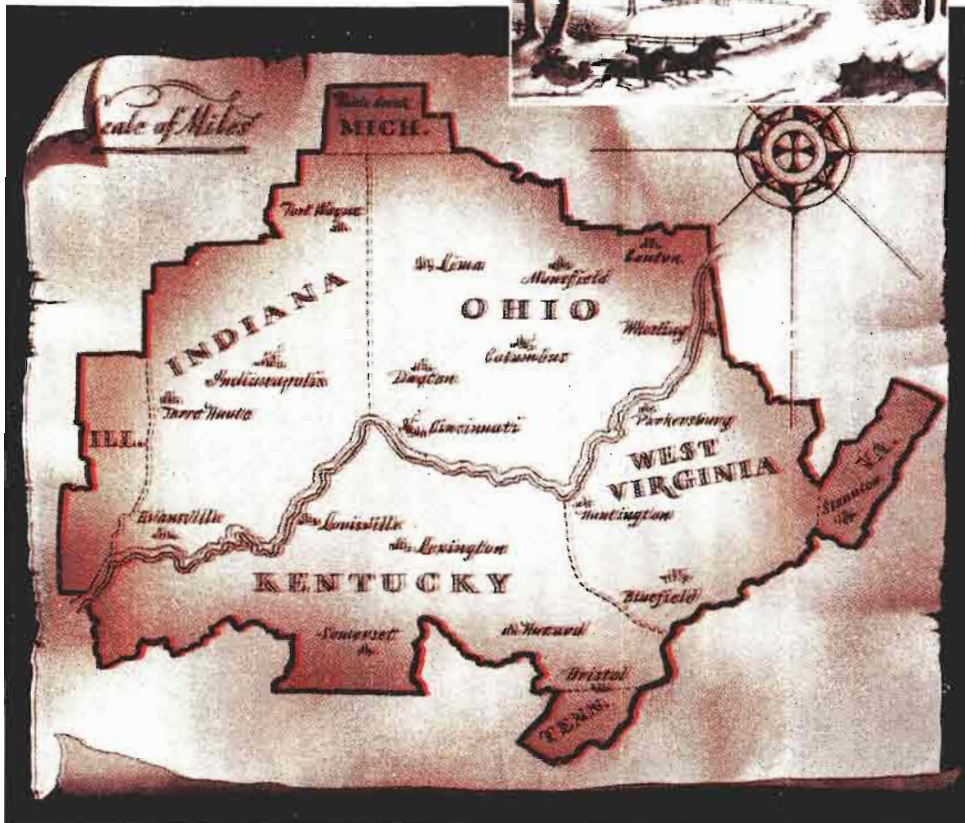


# CASTING COMPANY



# NIGHTTIME MERCHANDISE-ABLE AREA\*

\*This map does not define the limits of WLW coverage, which extends into portions of several additional states. It indicates the 38 markets in which advertising over WLW enjoys a high degree of merchandise-ability with the retailers and wholesalers who move your merchandise.



Here's truly one of the world's largest markets: over 12 million souls who buy more drug and food products than are sold in New York's five boroughs and the City of Chicago combined. And WLW has a weighted average of 48.7%<sup>†</sup> of the audience in 25 major cities of the area.

<sup>†</sup>Based on Hooper Mid-Winter WLW Area rating 1942; a weighted average figure which does not represent the size of our audience in any one city.

# WLW

*The Nation's Most Merchandise-able Station*

DIVISION OF THE CROSLY CORPORATION

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# NATIONAL Broadcasting Company

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30 Rockefeller Plaza, New York City  
(Telephone number, Circle 7-8300)

Registered Telegraphic Address  
**NATBROADCAST NEW YORK**

## **BOARD OF DIRECTORS**

Angell, James Rowland	Harden, Edward W.
Braun, Arthur E.	McGrady, Edward F.
Cutler, Bertram	Millhauser, DeWitt
Dawes, Charles G.	Mullen, Frank E.
Dunn, Gano	Nally, Edward J.
Harbord, James G.	Sarnoff, David

Trammell, Niles

## **ADVISORY COUNCIL**

Young, Owen D., Chairman

Angell, James R.	Davis, John W.
Belmont, Mrs. August	Farrell, Francis D.
Coffin, Henry Sloan	Green, William
Compton, Karl	Harbord, James G.
Comstock, Ada	Sarnoff, David
Damrosch, Walter	Smith, Alfred E.

## **Officers**

Sarnoff, David.....Chairman of the Board  
Trammell, Niles.....President  
Mullen, Frank E.,  
    Vice-President & General Manager  
Ashby, A. L.....Vice-President & General Counsel  
Egner, C. Lloyd.....Vice-President  
Hanson, O. B.....Vice-President  
Hedges, William S.....Vice-President  
Kopf, Harry C.....Vice-President  
Mason, Frank E.....Vice-President  
Menser, Clarence.....Vice-President

Royal, John F.....Vice-President  
Russell, Frank M.....Vice-President  
Strotz, Sidney N.....Vice-President  
Witmer, Roy C.....Vice-President  
Horn, C. W.....Assistant Vice-President  
MacDonald, John H.,  
    Vice-President in charge of  
    Finance and Assistant Secretary  
Teichner, R. J.....Treasurer  
MacConnach, Lewis.....Secretary  
Pfautz, C. E.....Assistant Secretary

## DEPARTMENTS AND DIVISIONS

### Executive Offices

Trammell, Niles ..... President  
Mullen, Frank E. ....  
    Vice-President & General Manager  
Almonte, J. deJara ..... Assistant to President  
Angell, James Rowland... Public Service Counselor  
MacDonald, John H. .... Vice-President in charge of  
    Finance and Assistant Secretary  
Morgan, Clayland T. .... Assistant to President  
Myers, J. Robert ..... Budget Officer

### Continuity Acceptance Department

Helffrich, Stockton ..... Editor

### Controller's Department

McKeon, Harry F. .... Controller  
Kelly, Harold M. .... Assistant Controller  
McGeachie, Hugh R. .... Assistant Controller

### Engineering Department

Hanson, O. B. .... Vice-President and Chief Engineer  
Clarke, William A. ....  
    Manager of Technical Services  
Guy, R. F. .... Radio Facilities Engineer  
McElrath, George ..... Operating Engineer  
Rackey, C. A. .... Audio & Video Facilities Engineer  
Sheiby, R. E. .... Development Engineer  
Wankel, F. A. .... Eastern Division Engineer

### General Service Department

Lowell, Edward M. .... Manager  
Caswell, Theodore D. ....  
    Manager of Office Services Division  
Monahan, George ..... Manager of Protection Division

### Guest Relations Department

Rittenhouse, Paul ..... Manager  
Petersen, Victor ..... Assistant Manager in charge  
    of Tour Promotion

### Information Department

Dale, Albert E. .... Director of Information  
Barnard, Anita .....  
    Manager of Correspondence Division

### International Relations- Television-

#### New Developments

Royal John F. .... Vice-President In Charge  
**Development and Research**  
Horn, C. W. .... Assistant Vice-President In Charge  
*International Shortwave Department*  
Bate, Fred ..... Manager

### Television Department

Kersta, Noran E. .... Manager of Television

### Legal Department

Ashby, A. L. .... Vice-President & General Counsel  
Graham, R. H. .... Attorney-Hollywood  
Ladner, Henry ..... Attorney  
McDonald, J. A. .... Attorney—Chicago  
Myers, R. P. .... Attorney  
Wright, Gordon, Zachry, Parlin & Cahill  
    New York & Washington Counsel

### National Spot Sales Dept.

McConnell, James V. .... Manager  
Tilenius, William O. .... Assistant Manager  
Roux, William C. .... Assistant Manager

### News & Special Events Dept.

Brooks, William ..... Director  
Mack, Lathrop ..... Head of Special Events  
McCall, Francis ..... Manager of Operations  
Schneider ..... News Editor

### Personnel Department

de la Ossa, Ernest ..... Personnel Director

### Press Department

McKay, John ..... Manager  
Bragdon, E. L. .... Trade Press News Editor

### Program Department

Menser, Clarence L. ....  
    Vice-President in charge of Programs  
Almonte, J. de Jara ..... Night Program Manager  
Belviso, Thomas H. .... Manager, Music Library  
Black, Frank ..... General Music Director  
Brainard, Bertha

Assistant to Vice-President,  
    Manager of Program Sales

Chotzinoff, Samuel ..... Manager of Music Division  
Damrosch, Walter ..... Music Counsellor  
Kelly, Patrick J. .... Supervisor of Announcing  
Knopfke, Frederick G. ....  
    Supervisor of Sound Effects

Shervey, Helen .....  
    Manager Central Booking & Business Office  
Stern, William ..... Director of Sports  
Titterton, Lewis H. .... Manager of Script  
Wright, Wynn ..... Program Manager  
O'Keefe, Lester

Manager of the Production Division

### Promotion & Advertising Department

Brown, Charles B. ....  
    Director of Promotion & Advertising  
Bisson, Harold E. ....  
    Manager of Promotion Production  
Ecclesine, Joseph .....  
    Manager Network Sales Promotion  
Kuhn, Irene ..... Coordinator of Program Promotion  
Rumple, Barry T. .... Manager, Research Division  
Webb, W. E. .... General Promotion

### Public Service Department

Miller, William Burke ..... Manager  
Angell, James Rowland... Public Service Counsellor  
Cuthbert, Margaret .....  
    Director of Women's & Children's Programs  
Fisher, Sterling .....  
    Assistant to Public Service Counsellor &  
    Director of Inter-American University of  
    the Air

Jordan, Max ..... Director of Religious Broadcasts  
Wagner, Jane ..... Assistant to Manager



## Radio Recording Department

Egner, C. Lloyd ..... Vice-President in Charge  
Friedheim, Robert W. .... Eastern Sales Manager  
Hayes, Henry ..... Business Manager  
Parsons, Willis B.  
Sales Promotion, Office & Assistant Sales Mgr.  
Oscar C. Turner ..... Program Director

## Sales Department

Witmer, Roy C. .... Vice-President In Charge  
Frey, George H. .... Sales Service Manager  
Greene, F. Melville ..... Sales Traffic Manager  
Hitz, Edward R.,  
Assistant To The Vice-President In Charge  
Showerman, I. E. .... Eastern Sales Manager

## Stations Departments

Hedges, William S. V-P in Charge of Stations  
Woolley, Easton C. .... Asst. to Vice-President  
in charge of Stations  
Hickox, Sheldon B., Jr. Mgr. of Station Relations  
Mathew, Steere ..... Asst. Mgr., Traffic Dept.  
Woodman, Harry A. .... Mgr., Traffic Dept.  
*Facilities Development & Research*  
Merryman, Philip I. .... Co-Director

## Operated Stations

### Station Managers

CLEVELAND, OHIO  
Pribble, Vernon H., Manager, Station WTAM  
DENVER, COLO.  
MacPherson, James R., Manager, Station KOA  
WASHINGTON, D. C.  
Smith, Carlton D., Manager, Station WRC

## Treasurer's Department

Teichner, R. J. .... Treasurer  
Bloxham, William D. .... Purchasing Agent  
Terwilliger, C. C. .... Mgr., Credit & Collections

## WEAF

Gregory, Sherman D. .... Manager  
Blood, Leighton H. .... Press Representative

## Central Division—Chicago

### Merchandise Mart

Phone: Superior 8300

Kopf, H. C. .... Vice-President and Manager  
Carlson, Emmons C. .... Sales Promotion Manager  
Chizzini, Frank ..... Manager of Radio Recording  
Livezey, Henry D. .... Evening Manager  
Fry, Kenneth D. .... Director of Special Events  
Golder, Frank ..... Program Traffic Supervisor  
Guilbert, Robert M.

Editor Continuity Acceptance Department

Herbeuoux, Jules ..... Program Manager  
Kaney, A. W.

Manager Stations Relations Department  
Luttgens, Howard C. .... Central Division Engineer  
McCluer, Paul ..... Sales Manager  
McDonald, J. A. .... Attorney  
Morton, Oliver

National Spot & Local Sales Manager &  
Special Sales Representatives—Westing-  
house Stations

Murphy, William J. .... Continuity Editor  
Ray, William B. .... Manager of Press Relations  
Waller, Judith C. .... Director, Public Service Dept.  
Whalley, John F. .... Business Manager

## Western Division—

### Hollywood

Sunset Blvd. & Vine St.  
Phone: Hollywood 6161

Strotz, Sidney N. .... Vice-President in Charge  
Berend, Frank ..... Sales Manager  
Bock, Harold ..... Manager of Press Relations  
Delleff, F. V. .... Auditor  
Ford, Frank ..... Sales Promotion Manager  
Frost, Lewis ..... Assistant to Vice-President  
Gale, Paul ..... Traffic Supervisor  
Graham, R. H. .... Attorney  
Hendricks, Robert ..... Manager of Guest Relations  
Pierce, Jennings ..... Mgr. of Public Service &  
Station Relations Department  
Richardson, Harvey ..... Mgr. of Recording Division  
Saxton, A. H. .... Western Division Engineer  
Seltzer, Fred C., Jr. Manager, National Spot Sales  
Swallow, John ..... Program Manager  
Williams, Wendell ..... Continuity Editor

### San Francisco

Elwood, John ..... Manager, KPO

## Washington, D. C.

11th St. & New York Ave.  
Phone: Republic 4000

Russell, Frank M. .... Vice-President in Charge  
Coldenstroth, R. G. .... Auditor  
Cooper, Donald E. .... Acting Engineer in Charge  
Eid, Leif

In charge of News, Press & Special Events  
Shawn, Fred ..... Assistant Manager  
Smith, Carleton E. .... Manager

## Foreign Representatives

Archinard, Paul ..... Switzerland  
Richardson, Stanley ..... England

Stations Owned and Operated by the

# NATIONAL BROADCASTING COMPANY

WEAF	New York	Owned, managed, operated and programmed by NBC
WMAQ	Chicago	Owned, managed, operated and programmed by NBC
WRC	Washington	Owned, managed, operated and programmed by NBC
WTAM	Cleveland	Owned, managed, operated and programmed by NBC
KPO	San Francisco	Owned, managed, operated and programmed by NBC
KOA	Denver	Owned, managed, operated and programmed by NBC



---

★ **KEYSTONE** ★

# Broadcasting System

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**Headquarters**

580 Fifth Avenue  
New York, N. Y.  
Phone, LOnacre 3-2221

**Officers & Directors**

President ..... Michael M. Sillerman  
Vice-President ..... Arthur Wolf  
Vice-President ..... William Wolf  
Secretary-Treasurer ..... Sidney J. Wolf

**Offices**

**New York**

580 Fifth Avenue  
Phone, LOnacre 3-2221

President ..... Michael M. Sillerman  
Director of Station Relations.... Mort Adams  
Sales & Promotion Consultant.... Alvin Austin  
Continuity ..... Wilva Davis  
Traffic Manager ..... C. Roberts  
Account Executive ..... Albert F. Dykes  
Account Executive ..... Noel Rhys

**Chicago**

134 North La Salle St.  
Chicago, Ill.  
Phone, State 4590

Secretary-Treasurer ..... Sidney J. Wolfe  
Accountant-Statistician.... Leonard H. Davidson  
Sales Manager ..... Naylor Rogers

**Hollywood**

6331 Hollywood Blvd.  
Phone, HEmpstead 0460

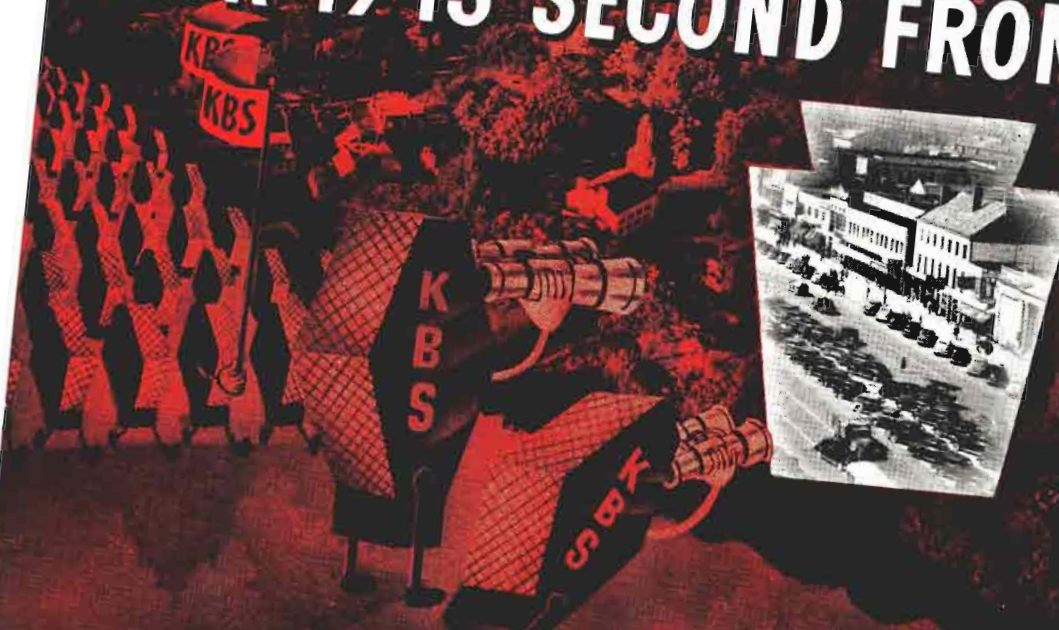
Program Director ..... Pegot Waring  
Continuity ..... Dean Owen  
Music Copyrights ..... Sylvia Young

Keystone Broadcasting System is a transcription network principally covering secondary markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcriptions, eliminating wire charges. At time of going to press, the network included 204 affiliated stations. The Network supplies its stations with 84 fully scripted sustaining shows per week filling 4 hours per day, seven days each week, to a total of twenty-eight hours per week.

This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the secondary markets intensively by means of electrical transcription in a single transaction.

The System offers its facilities in blocks of time from one hour down to fifteen minute periods, and also makes available spot periods of five minutes duration down to twenty-five word "chain breaks."

# YOUR 1943 SECOND FRONT



# KEYSTONE

## Capture of K B S small-town markets now a MUST!

Here's news on the home front—as staggering as the news of the North African invasion: There's been a dynamic upheaval in American business — an entirely new sales picture. It sweepingly reverses the old one. Today the sales increase in small stores in small towns is as much as *four times greater* than the increase in the big, metropolitan cities. (Latest '42-'43 surveys prove this. They will be submitted on request.) The all-time high of farmers' spendable income — 5 billion dollars net — is one of the main reasons. *Rationing and buying at home* are other vital ones. ★ Up to now, *YOU*, the network advertiser, have been satisfied with the "laissez faire" attitude—"use the major networks and cover *all*." Now, that will no longer do. First, because you don't cover *all*. (Latest FCC surveys put 1/3 of the nation beyond dependable major wired network

coverage.) Second, because the small towns now are more active and more important than ever before. No longer can you be off-hand about small towns. Today you must take a strong, vigorous **OFFENSIVE** on that vital second front. You must cultivate the small town and small store markets — keep abreast of brand developments there — guard your consumer franchise there. Your salesmen and wholesalers can't go there personally as they could heretofore. So you've got to go there yourself, via Radio — yes, via **KEYSTONE** radio, the lowest per capita cost in broadcasting history. We'll show you the evidence — the record of performance. In the face of this nationwide sales shift you can't afford **NOT ACTING** on this — in this crucial fighting year of survival, 1943.

# KEYS



204 DIRECT HITS  
In America's Secondary Market  
KEYTOWNS

As 1943 bows in, events have opened up a second front of broadcasting activity for America's national advertisers. This vital secondary radio market of small communities and rural trading areas is dominated by the affiliated stations of the Keystone transcription network. 204 in number, from coast-to-coast, they represent 204 *direct hits* in America's secondary market **KEYTOWNS**. They top the list of areas for increased spending in the general business shift of 1943. There is not a near-miss in the Keystone "air-force". They are, in practically every case, your first and only approach to these secondary market

areas. ★ For Keystone delivers radio service to the "uncovered one-third" of America—those areas shown in latest F.C.C. surveys and reports to be outside of dependable network coverage. KBS fills in the gaps in this nation-wide network coverage, helping to remove the blind spots which caused government authorities to deplore the heretofore conclusive fact that "millions of persons receive no adequate network service under existing conditions." Now Keystone has plugged these gaps in country-wide broadcasting service by its specialized coverage into secondary market areas, serving small urban



# TO ONE



communities, their adjacent areas as well as their rich rural, and agricultural environs. ★ Check the Keystone Victory Package to capture these Keytowns. One transaction—instead of 204 separate deals—one over-all group price to carry your successful invasion into the secondary markets at mass coverage costs. Yes, by means of a grouping of facilities into a streamlined cross-country transcription system, minus the costs of lines, a new economic principle has been established in broadcasting. It enables you to cover the small towns and sparse areas at no more (and in many cases less)

than the per capita cost of covering the country's metropolitan and densely populated areas in the major markets. ★ Investigate the Keystone "Related Coverage Analysis" for a customized plan of supplementing your current station list without duplication into the virtually promotion-neglected secondary markets. Also, send for the KBS coverage map, based on an independent survey, rate card and station list. Use coupon below.

Please send the following KBS material:

1. Related Coverage Analysis
2. Coverage Map
3. Rate Card
4. Station List

Name .....

Address .....

City .....

State .....



# KEYSTONE TRANSCRIPTION NETWORK

**SERVING 69,000,732 POPULATION or 52.4% of the United States through 204 local Affiliated Stations—Coast-to-Coast**

	TOTAL AREA	PRIMARY AREA	INTENSE AREA
Population	69,000,732	31,673,145	19,073,072
Radio Homes	14,248,835	6,475,986	3,732,412
Total Retail Stores	777,200	411,900	247,130
Annual Retail Sales	\$ 15,329,324,000	\$ 8,173,758,000	\$ 5,023,782,000
Total Food Stores	219,183	126,306	72,277
Annual Food Sales	\$ 3,778,070,100	\$ 2,153,500,000	\$ 1,227,453,000
Total General Stores	36,288	23,332	7,770
Annual General Store Sales	\$ 855,093,700	\$ 547,800,000	\$ 180,786,000
Total General Mdse. Stores	27,600	12,430	7,458
Annual General Mdse. Sales	\$ 1,997,111,100	\$ 898,700,000	\$ 539,278,000
Total Eating & Drinking Places	122,441	70,650	40,698
Annual Eating and Drinking Sales	\$ 1,108,027,500	\$ 631,575,400	\$ 359,998,000
Total Drug Stores	26,967	14,631	7,627
Annual Drug Sales	\$ 658,400,000	\$ 355,577,000	\$ 184,900,000
Annual Wages Earned	\$ 8,618,581,000	\$ 4,276,414,000	\$ 2,565,848,400
Farmers	16,140,913	10,660,644	6,396,386
Total Farms	5,247,300	2,361,300	1,428,879
Value of Farms*	\$28,090,410,200	\$12,740,684,600	\$7,664,410,800

Based on Walter P. Burn & Associates Survey

Sources: (a) Consumer Market Data Handbook (1940); (b) United States Census (1940); (c) Census of Business, 1941.

*\* U. S. farmers are more prosperous than ever before. Their over-all income for 1942 amounted to 18 billion dollars—45% over 1941—a billion more than World War I. After paying all expenses, taxes, interest, etc., the farmer will have at least 5 billion dollars—free and clear—to spend in 1943. This record-breaking farm cash income is now focused upon America's Keytowns, dominated by the KBS affiliated stations.*

Wire, write or phone for a representative to call. Let us help you launch your 1943 second front and capture the vital secondary markets.

## THIS IS THE KEYSTONE BROADCASTING SYSTEM

Clip this coupon, place in envelope and mail to KBS headquarters addressed to:  
580 Fifth Avenue, New York City

NEW YORK  
580 Fifth Avenue  
Lo. 3-2221

CHICAGO  
134 No. LaSalle St.

HOLLYWOOD  
6331 Hollywood Blvd.





# REGIONAL NETWORKS

## Arizona Broadcasting Co.

(ABC Network)  
711 Heard Bldg., Phoenix, Ariz.  
Phone 4-4161

### PERSONNEL

President.....R. B. Williams  
Manager.....Dick Lewis  
Commercial Manager.....Dick Heath  
Promotion Manager.....K. M. Pennington

### STATIONS

KTAR; Phoenix; KVOA, Tucson; KYUM,  
Yuma; KGLU, Safford; KCRJ, Jerome; KWJB,  
Globe KYCA, Prescott.

### BRANCH OFFICE

48 East Broadway, Tucson, Ariz.  
Phone 3703

Executive In Charge.....R. B. Williams

### NATIONAL REPRESENTATIVE

Paul H. Raymer Company

★

## The Arizona Network

836 N. Central Ave., Phoenix, Ariz.  
Phone: 4-4144

### PERSONNEL

General Manager.....H. A. Safford  
Business Manager.....Albert D. Johnson  
KOY Commercial Manager.....J. L. Hogg  
Program Director.....J. R. Williams  
Chief Engineer.....R. B. Thompson  
KTUC Manager.....Lee Little  
KSUN Manager.....Carleton Morris

### STATIONS

KOY, Phoenix; KTUC, Tucson; KSUN, Bis-  
bee-Douglas.

### NATIONAL REPRESENTATIVE

John Blair & Company

★

## Arrowhead Network

WEBC Bldg., Duluth, Minn.

### PERSONNEL

General Manager.....W. C. Bridges  
Sales Manager.....T. W. Gavin  
Promotion Manager.....H. H. Sonnenberg  
WMGF Manager.....Harry Hyett  
WHLB Manager.....Greg Rouleau

### STATIONS

WEBC, Duluth, Minn.; WMFG, Hibbing,  
Minn.; WHLB, Virginia, Minn.

### REPRESENTATIVE

George P. Hollingsbery Co.

★

## Atlantic Coast Network, Inc.

501 Madison Ave., New York, N. Y.  
Phone: PLaza 3-1535

### PERSONNEL

President.....Harold A. Lafount  
General Manager.....Edward Codel  
Director of Promotion.....Hartley Samuels  
Traffic Manager.....Sylvia Kalliel

### STATIONS

WNEW, New York, N. Y.; WCOP, Boston,  
Mass.; WFIC, Providence, Pawtucket, R. I.;  
WNBC, Hartford, Conn.; WELL, New Haven,  
Conn.; WPEN, Philadelphia, Pa.; WFBR, Balti-  
more, Md.; WWDC, Washington, D. C.; WJEJ,  
Hagerstown, Md.; WBOC, Salisbury, Md.

### BRANCH OFFICE

1000 Connecticut Ave., Washington, D. C.  
Phone: NAtional 7203

Manager.....G. Bennett Larson

★

## Blue Ridge Network

Poinsett Hotel, Greenville, S. C.  
Phone: Greenville 362

### PERSONNEL

Manager.....B. T. Whitmire

### STATIONS

WFBC, Greenville, S. C.; WISE, Asheville,  
N. C.; WOPI, Bristol, Tenn.-Va.; WKPT, Kings-  
port, Tenn.

### REPRESENTATIVE

Weed & Company

★

## Central States Broadcasting System

Omaha (Nebr): Omaha National Bank Bldg.  
Phone: Jackson 7626  
Lincoln (Nebr.): Hotel Lincoln  
Phone: 2-3214

**PERSONNEL**

President.....Frank D. Throop  
General Manager.....Don Searle  
Sales Manager.....Arthur J. Weaver  
Manager, Lincoln Office.....Jud Woods  
Chief Engineer.....Mark Bullock

**STATIONS**

KFAB, Lincoln; KOIL, Omaha; KFOR, Lincoln.

**REPRESENTATIVE**

Edward Petry & Co., Inc.



**Connecticut Broadcasting System**

270 Atlantic St., Stamford, Conn.  
Phone: Stamford 4-7575

**PERSONNEL**

President.....Harold H. Meyer  
Secretary-Treasurer.....James T. Milne  
Director.....Harold Thomas  
Director.....Richard Davis  
Director.....Gerald Morey  
Director.....Levon Thomas

**STATIONS**

WNBC, Hartford; WNAB, Bridgeport; WATR, Waterbury; WSRR, Stamford; WNLC, New London; WELL, New Haven.

**REPRESENTATIVES**

Headley-Reed Co. (Atlanta, Detroit, Chicago, New York, San Francisco, Los Angeles)  
Bertha Bannan (Boston)



**The Cowles Group**

Des Moines Register and Tribune Building,  
Des Moines, Ia.  
Phone: 3-2111

**PERSONNEL**

President.....Gardner Cowles, Jr.  
Vice-President.....John Cowles  
Vice-President and Treasurer.....Luther L. Hill  
Vice-President.....Sumner Quarton  
Vice-President.....Craig Lawrence  
Vice-President.....Phil Hoffman  
National Sales Manager.....H. T. Enns  
Com. Manager (Des Moines).....Robert Dillon  
Com. Manager (Cedar Rapids).....W. B. Quarton  
Com. Manager (Yankton).....Phil Hoffman

**STATIONS**

KSO, Des Moines; KRNT, Des Moines; WMT, Waterloo-Cedar Rapids; WNAX, Yankton-Sioux City.

**BRANCH OFFICES**

Paramount Theater Bldg., Cedar Rapids, Ia.  
Manager.....Sumner Quarton  
Russell Lamson Hotel, Waterloo, Ia.  
Manager.....Don E. Inman  
Gurney Bldg., Yankton, S. D.  
Manager.....Phil Hoffman  
Orpheum Theater Bldg., Sioux City, Ia.  
Manager.....Ed La Grave

**NATIONAL REPRESENTATIVE**

The Katz Agency

**Corn Belt Wireless  
Rebroadcasting Service**

c/o WHO, Des Moines, Ia.  
Phone: 3-7147

**PERSONNEL**

Vice-President.....J. O. Maland  
Sales Manager.....Hale Bondurant  
Program Director.....Harold Fair  
Technical Supervisor.....Paul A. Loyet

**STATIONS**

Basic: WHO, Des Moines; WOC, Davenport; KMA, Shenandoah.

This is not a network but a service supplied by WHO, Des Moines, providing for rebroadcasting, without the use of lines, by other stations in the Middle West that can consistently pick up and rebroadcast its signal.

**NATIONAL REPRESENTATIVE**

Free & Peters, Inc.



**Daniel Boone Regional Network**

410 State St., Bristol, Tenn.-Va.  
Phone: Dial WOPI

**PERSONNEL**

Traffic Manager.....W. A. Wilson  
WKPT General Manager.....Jess Swicegood  
WISE General Manager.....Harold Thoms

**STATIONS**

WOPI, Bristol, Tenn.-Va.; WISE, Asheville, N. C.; WKPT, Kingsport, Tenn.

**REPRESENTATIVES**

Burn-Smith Co. (New York and Chicago)  
Harry E. Cummings (Jacksonville, Fla.)



**Don Lee Broadcasting System**

5515 Melrose Ave., Hollywood, Calif.  
Phone: Hollywood 8111  
San Francisco office: 1000 Van Ness Ave.

**PERSONNEL**

V-P & General Manager.....Lewis Allen Weiss  
V-P & Assistant General Manager  
Willet Brown  
General Sales Manager.....Sydney Gaynor  
Program Director.....Van Newkirk  
Production Manager.....David Young  
Publicity Director.....Fair Taylor

**STATIONS**

Southern California: KHJ, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXM, San Bernardino; KPNC, Bakersfield; KVOE, Santa Ana; KXO, El Centro; KVEC, San Luis Obispo.

Northern California: KFRC, San Francisco; KMYC, Marysville; KHSL, Chico; KVCV, Redding; KYOS, Merced; KDON, Monterey; KIEM, Eureka; KFRE, Fresno.

Northwest (Oregon): KRNR, Roseburg; KALE, Portland; KFJI, Klamath Falls; KORE, Eugene; KOOS, Marshfield; KAST, Astoria.

Northwest (Washington): KMO, Tacoma; KIT, Yakima; KPQ, Wenatchee; KVOS, Bellingham;

KXRO, Aberdeen; KOL, Seattle; KGY, Olympia; KELA, Centralia; KRKO, Everett; KWLK, Lonview; KFIO, Spokane.

NATIONAL REPRESENTATIVE  
John Blair & Co.

★

### Foothills Group

1000 Southam Bldg., Calgary, Alberta, Canada  
Phone: R 1036

#### PERSONNEL

General Manager.....H. R. Carson  
Manager (Calgary).....Bert Cairns  
Manager (Lethbridge).....N. E. Botterill  
Manager (Edmonton).....G. S. Henry  
Manager (Grand Prairie).....C. L. Barry

#### STATIONS

CFAC, Calgary; CJOC, Lethbridge; CJCA, Edmonton; CFGP, Grande Prairie.

#### BRANCH OFFICES

Marquis Hotel, Lethbridge, Alberta, Canada  
Phone: 3872  
Birks Bldg., Edmonton, Alberta, Canada  
Phone: 26131  
Grande Prairie, Alberta, Canada  
Phone: 153  
NATIONAL REPRESENTATIVE  
Weed & Co.; All-Canada Radio Facilities, Ltd.

★

### Georgia Broadcasting System

*(Selling Group; not available as a network)*

P. O. Box 270, Columbus, Ga.

Phone: Columbus 2-0601

Atlanta Office: Henry Grady Bldg.

Phone Walnut 4377

#### PERSONNEL

Executive Manager.....J. W. Woodruff, Jr.  
Sales Manager (Atlanta).....G. C. Jones, Jr.

#### STATIONS

WATL, Atlanta; WRBL, Columbus; WGPC, Albany.

NATIONAL REPRESENTATIVE  
Spot Sales, Inc.

★

### Georgia Major Market Trio

Atlanta Office: Forsyth Bldg.

Phone: Walnut 8441

Macon Office: 666 Cotton Ave.

Phone: 3131-2

Savannah Office: 516 Abercorn St.

Phone: 2-127-8-9

#### PERSONNEL

General Manager (WGST).....C. H. Calhoun  
General Manager (WMAZ).....E. K. Cargill  
General Manager (WTOC).....W. T. Knight

#### STATIONS

WGST, Atlanta; WMAZ, Macon; WTOC, Savannah.

REPRESENTATIVE  
The Katz Agency

### Golden West Network

Russ Bldg., San Francisco, Calif.

Phone: Exbrook 2093

#### PERSONNEL

President.....Eleanor McClatchy  
Manager.....David H. Sandeberg

#### STATIONS

KFBK, Sacramento; KSFO, San Francisco; KWG, Stockton; KMJ, Fresno; KERN, Bakersfield; KMPC, Los Angeles; KFSD, San Diego; KFOX, Long Beach; KTMS, Santa Barbara; KXO, El Centro; KPRO, Riverside; KOH, Reno, Nev.

#### REPRESENTATIVE

Paul H. Raymer Co.

★

### Kansas State Network

c/o Don Davis, Scarritt Bldg., Kansas City, Mo.

Phone: Harrison 1161

#### PERSONNEL

Sales Manager.....Don Davis  
Program Co-Ordinator.....John Wahlstedt

#### EXECUTIVE COMMITTEE

Ray Linton (KFBI); Owen Balch (KSAL); J. Nelson Rupard (KTSW); Clem Morgan (KVGB); John Schilling (WHB).

#### STATIONS

WHB, Kansas City (Mo.); KFBI, Wichita; KSAL, Salina; KTSW, Emporia; KVGB, Great Bend.

★

### The Lone Star Chain

Medical Arts Bldg., Fort Worth, Texas

Phone: 3-1234

#### PERSONNEL

Managing Director.....James W. Pate  
Operating Committee.....Harold V. Hough,  
Chairman; O. L. Taylor, Tilford Jones.

#### STATIONS

KGKO, Fort Worth-Dallas; KXYZ, Houston; KRIS, Corpus Christi; K TSA, San Antonio; KRGV, Weslaco; KGNC, Amarillo; KFDM, Beaumont (supplementary).

#### NATIONAL REPRESENTATIVES

Howard H. Wilson Co.

★

### Mason-Dixon Radio Group

8 W. King St., Lancaster, Pa.

Phone 5252

#### PERSONNEL

General Manager.....Clair R. McCollough  
Sales Manager.....J. Robert Gulick  
Promotion-Traffic Manager,

Paul O. Rodenhauer

Technical Director.....J. E. Mathiot

#### STATIONS

WORK, York, Pa.; WDEL, Wilmington, Del.; WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.; WILM, Wilmington, Del.; WKBO, Harrisburg, Pa.

#### NATIONAL REPRESENTATIVE

Paul H. Raymer Co.

## Michigan Radio Network

Operated by the King-Trendle Broadcasting Corp.

Stroh Bldg., Detroit, Mich.

Phone: Cherry 8321

### PERSONNEL

President-Treasurer.....George W. Trendle  
Secretary-General Manager..H. Allen Campbell  
Vice-President.....John H. King

### STATIONS

WXYZ, Detroit (Key Station); WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WOOD-WASH, Grand Rapids.

### REPRESENTATIVE

Paul H. Raymer Co.

★

## Mountain & Plain Network

Albany Hotel, Denver, Colo.

Phone: Keystone 0178

### PERSONNEL

Sales Manager.....Gene O'Fallon  
Manager of Station Relations...Frank Bishop

### STATIONS

KFEL, Denver; KFKA, Greeley, Colo.; KFXJ, Grand Junction, Colo.

★

## Mutual-Intermountain Network

c/o KLO, Ogden, Utah

Phone: 5721

### PERSONNEL

General Manager.....George C. Hatch  
KOVO Manager.....Arch Madsen  
KEUB Manager.....Jack Richards  
Advertising-Promotion Manager...Louis Haller  
Public Relations Director.....Arthur Gaeth  
Production Manager.....Jack Riaska  
Chief Engineer.....W. D'Orr Cozzens

### STATIONS

KLO, Ogden-Salt Lake City; KOVO, Provo; KEUB, Price; KSUB, Cedar City (part-time).

### BRANCH OFFICES

248 S. Main St., Salt Lake City, Utah

Phone: 5-2831

In Charge.....Louis Haller

### REPRESENTATIVE

Joseph Hershey McGillvra, Inc.

★

## New England Regional Network

26 Grove St., Hartford, Conn.

Phone: Hartford 2-3181

### PERSONNEL

Chairman.....Paul W. Morency

### STATIONS

WBZ, Boston, Mass.; WCSH, Portland, Me.; WJAR, Providence, R. I.; WLBZ, Bangor, Me.; WTIC, Hartford, Conn.; WFEA, Manchester, N. H.; WRDO, Augusta, Me.

### REPRESENTATIVE

Weed & Company

## North Central Broadcasting System, Inc.

Commodore Hotel, St. Paul, Minn.

Phone: Dale 6595

### PERSONNEL

President-General Manager....John W. Boler  
Vice-President.....Howard S. Johnson  
Secretary.....E. Iverson  
Production Manager.....Donn Clayton

### STATIONS

KVFD, Fort Dodge, Ia.; WJMS, Ironwood, Mich.; KATE, Albert Lea, Minn.; KVOX, Fargo-Moorhead, Minn.; KGDE, Fergus Falls, Minn.; WMFG, Hibbing, Minn.; WLOL, Minneapolis-St. Paul, Minn.; WHLB, Virginia, Minn.; KWLM, Willmar, Minn.; KWNO, Winona, Minn.; KGCU, Bismarck-Mandan, N. D.; KDLR, Devils Lake, N. D.; KILO, Grand Forks, N. D.; KSJB, Jamestown, N. D.; KLPM, Minot, N. D.; KABR, Aberdeen, S. D.; WATW, Ashland, Wisc.; WEAU, Eau Claire, Wisc.; WDSM, Superior, Wisc.

### BRANCH OFFICE

La Salle-Wicker Bldg., Chicago, Ill.

★

## Northern Broadcasting & Publishing, Ltd.

Thomson Bldg., Timmins, Ont., Canada

Phone: 500

### PERSONNEL

President.....R. H. Thomson  
Secretary-Treasurer.....S. F. Chapman  
General Manager.....Jack K. Cooke  
Manager (CKGB).....T. Morrow  
Manager (CJJKL).....A. Rogerson  
Manager (CFCH).....Cliff Pickrem  
Manager (CKRN).....J. Legault  
Manager (CKVD).....L. Godin  
Manager (CHEX).....H. Cooke  
Manager (CKWS).....J. Davidson

### STATIONS

CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CKVD, Val D'Or, Que.; CHAD, Amos, Ont.; CKRN, Rouyn-Noranda, Que.; associated with CKWS, Kingston, Ont.; and CHEX, Peterborough, Ont.

### BRANCH OFFICE

307 Victory Bldg., Toronto, Ont., Canada  
Manager.....R. Leslie  
310 Keefer Bldg., Montreal, Que., Canada  
Manager.....H. G. Burley

★

## Northland Network

c/o Radio Station WDGY, Minneapolis, Minn.

Phone: Bridgeport 7777; Midway 6363

### PERSONNEL

Commercial Manager (WDGY)...Lee L. Whiting  
Commercial Manager (WDSM)...R. D. Kennedy

### STATIONS

WDSM, Duluth-Superior, Wisc.; WDGY, Minneapolis, Minn.

### NATIONAL REPRESENTATIVE

William G. Rambeau Co.

### Northwest Network

c/o KSTP, Hotel Saint Paul, St. Paul, Minn.  
Phone, Cedar 5511  
Sales Office: c/o KSTP, Hotel Radisson,  
Minneapolis, Minn.  
Phone: Bridgeport 3222

#### PERSONNEL

General Manager.....Stanley E. Hubbard  
Treasurer.....Kenneth M. Hance  
Sales Manager.....Ray C. Jenkins

#### STATIONS

KSTP, St. Paul, Minn. (Key station); WEBC,  
Duluth, Minn.; KYSM, Mankato, Minn.; WMFG,  
Hibbing, Minn.; WHLB, Virginia, Minn.; KROC,  
Rochester, Minn.; KFAM, St. Cloud, Minn.;  
KFYR, Bismarck, N. D.; WDAY, Fargo, N. D.;  
WEAU, Eau Claire, Wisc.

#### NATIONAL REPRESENTATIVE

Edward Petry & Co.



### Oklahoma Metropolitan Line

c/o KOMA, Biltmore Hotel  
Oklahoma City, Okla.  
Phone: 2-3291  
c/o KTUL, 320 S. Boston Ave., Tulsa, Okla.  
Phone 2-3191

#### PERSONNEL

Manager (KOMA).....Kenyon Brown  
Manager (KTUL).....John Esau

#### NATIONAL REPRESENTATIVE

Free & Peters, Inc.



### The Oklahoma Network

2004 Ramsey Tower, Oklahoma City, Okla.  
Phone: 3-8352

#### PERSONNEL

President-Managing Director..Robert D. Enoch  
Vice-President.....Tams Bixby, Jr.  
Secretary-Treasurer.....Milton B. Garber  
Managing Director.....Robert D. Enoch

#### STATIONS

KTOK, Oklahoma City; KGFF, Shawnee;  
KBIX, Muskogee; KCRC, Enid; KADA, Ada;  
KOME, Tulsa; KVSO, Ardmore.

#### NATIONAL REPRESENTATIVE

Radio Advertising Corp.



### Pacific Broadcasting Co.

914 Broadway, Tacoma, Wash.  
Phone: Main 4144

#### PERSONNEL

General Manager.....Carl E. Haymond  
Commercial Manager.....J. A. Murphy  
Traffic Manager.....John K. Clarke  
Auditor.....Paul F. Benton

#### STATIONS

Oregon: KALE, Portland; KFJL, Klamath  
Falls; KOOS, Marshfield; KRNR, Roseburg;  
KORE, Eugene; KAST, Astoria; KWIL, Albany.  
Washington: KGY, Olympia; KEKA, Centra-  
lia; KIT, Yakima; KMO, Tacoma; KOL, Seattle;  
KFIO, Spokane; KRKO, Everett; KXRO, Aber-  
deen; KWLK, Longview.  
Idaho: KWAL, Wallace.

#### REPRESENTATIVE

John Blair & Co.



### The Pennsylvania Network

1622 Chestnut St., Philadelphia, Pa.  
Phone Locust 7700

#### PERSONNEL

Manager.....Leon Levy

#### STATIONS

WCAU, Philadelphia (key station); WGAL,  
Lancaster; WORK, York; WAZL, Hazleton;  
WEST, Easton; WSAN, Allentown; WFBG,  
Altoona; WERC, Erie; WLEU, Erie; WHP,  
Harrisburg; WKBO, Harrisburg; WJAC, Johns-  
town; WKST, New Castle; KDKA, Pittsburgh;  
WJAS, Pittsburgh; KQV, Pittsburgh; WCAE,  
Pittsburgh; WRAW, Reading; WARM, Scrant-  
on; WGBl, Scranton; WKOK, Sunbury; WJPA,  
Washington; WBRE, Wilkes-Barre; WBAX,  
Wilkes-Barre; WRAK, Williamsport; (Harris-  
burg, Scranton, Wilkes-Barre, Pittsburgh and  
Erie stations optional).



### Quaker Network

Widener Bldg., Philadelphia, Pa.  
Phone: Rittenhouse 6900

#### PERSONNEL

General Manager.....Roger W. Clipp

#### STATIONS

WFIL, Philadelphia; WEST, Easton; WORK,  
York; WAZL, Hazleton; WGAL, Lancaster;  
WGBl, Scranton; WBRE, Wilkes Barre; WKBO,  
Harrisburg; WKOK, Sunbury; WRAK, Wil-  
liamsport; WFBG, Altoona; WJAC, Johnstown;  
WLEU, Erie; WSAN, Allentown; WWSW,  
Pittsburgh; WSNJ, Bridgeton, N. J.



### Radio Programas de Mexico

Ayuntamiento No. 54; P. O. Box 1324  
Mexico City, Mexico  
Phones: L-13-73; J-29-01; 12-65-44

#### PERSONNEL

President.....Emilio Azcarraga  
Manager.....Clemente Serna Martinez

#### STATIONS

Key Stations: XEW-XEWW, Mexico City,  
Mex.; XEQ-XEQQ, Mexico City, Mex.  
Affiliated Stations: XEKJ, Acapulco, Gro.;



XEBI, Aguascalientes, Ags.; XELY, Aguascalientes, Ags.; XEJT, Celaya, Gto.; XEBA, C. Guzman, Jal.; XEP, C. Juarez, Chih.; XEBJ, C. Victoria, Tamps.; XEA, Campeche, Camp.; XECW, Córdoba, Ver.; XESA, Culiacan, Sin.; XEBL, Culiacan, Sin.; XEFL, Chihuahua, Chih.; XEBU, Chihuahua, Chih.; XEE, Durango, Dgo.; XEMA, Fresnillo, Zac.; XEDK, Guadalajara, Jal.; XEHL, Guadalajara, Jal.; XEBH, Hermosillo, Son.; XEHQ, Hermosillo, Son.; XEBO, Irapuato, Gto.; XEJA, Jalapa, Ver.; XERZ, León, Gto.; XERW, León, Gto.; XER, Linares, N. L.; XECF, Los Mochis, Sin.; XEOX, Los Mochis, Sin.; XEAM, Matamoros, Tamps.; XERI, Mazatlán, Sin.; XEME, Mérida, Yuc.; XEFC, Mérida, Yuc.; XEDW, Minatitlán, Ver.; XEL, Morelia, Mich.; XELQ, Morelia, Mich.; XEFB, Monterrey, N. L.; XEMR, Monterrey, N. L.; XEGL, Navojoa, Son.; XEFE, Nuevo Laredo, Tamps.; XEAX, Oaxaca, Oax.; XETQ, Orizaba, Ver.; XEJR, Parral, Chih.; XEMU, Piedras, Negras, Coah.; XEHR, Puebla, Pue.; XEJX, Querétaro, Qro.; XEBX, Sabinas, Coah.; XEDE, Saltillo, Coah.; XEKS, Saltillo, Coah.; XECS, San Luis Potosí, S. L. P.; XEBM, San Luis Potosí, S. L. P.; XES, Tampico, Tamps.; XETU, Tampico, Tamps.; XETS, Tapachula, Chis.; XERK, Tepic, Nay.; XEXT, Tepic, Nay.; XEBP, Torreon, Coah.; XEIL, Tuxpan, Ver.; XEUF, Uruapan, Mich.; XEHV, Veracruz, Ver.; XEU, Veracruz, Ver.; XEGC, Zamora, Mich.

★

### South Central Quality Network

Address Individual Stations

#### PERSONNEL

Manager (WMC).....H. W. Slavick  
 Manager (WJDX).....Wiley Harris  
 Manager (WSMB).....H. Wheelahan  
 Manager (KARK).....G. E. Zimmerman  
 Manager (KWKH).....John C. McCormack  
 Manager (KTBS).....John C. McCormack

#### STATIONS

WMC, Memphis, Tenn.; WJDX, Jackson, Miss.; WSMB, New Orleans, La.; KARK, Little Rock, Ark.; KWKH, Shreveport, La.; KTBS, Shreveport, La.

★

### Southern Minnesota Network

c/o KYSM, 101 N. Second St., Mankato, Minn.  
 c/o KATE, Albert Lea, Minn.  
 c/o KROC, 100 First Ave. Bldg., Rochester, Minn.

#### PERSONNEL

KYSM Manager.....John F. Meagher  
 KATE Manager.....Ed. L. Hayek  
 KROC Manager.....Gerald H. Wing

#### STATIONS

KATE, Albert Lea, Minn.; KYSM, Mankato, Minn.; KROC, Rochester, Minn.

#### NATIONAL REPRESENTATIVE

The Foreman Company

### The Southern Network, Inc.

Radio Bldg., Walnut & Short Sts.  
 Lexington, Ky.  
 Phone 1721

#### PERSONNEL

President.....Gilmore N. Nunn  
 Vice-President.....J. Lindsay Nunn  
 Secretary-Treasurer.....Warren G. Davis  
 Production Manager.....Ted Grizzard  
 Chief Engineer.....Sanford Helt  
 Manager (WKRC).....Hulbert Taft, Jr.  
 Manager (WGRC).....S. A. Cisler  
 Manager (WSIX).....Jack M. Draughon  
 Manager (WCMI).....Warren G. Davis  
 Manager (WLAP).....Ted Grizzard

#### STATIONS

WLAP, Lexington, Ky.; WCMI, Ashland, Ky. (Huntington, W. Va.); WGRC, New Albany, Ind. (Louisville, Ky.); WSIX, Nashville, Tenn.; WKRC, Cincinnati, Ohio.

#### REPRESENTATIVE

Burn-Smith Co., Inc.

★

### The Texas Quality Network

Address Individual Stations

The Texas Quality Network is a cooperative group of stations, each outlet being a sales office for the other.

#### PERSONNEL

Manager (WFAA).....Martin Campbell  
 Manager (WBAP).....George Cranston  
 Manager (WOAI).....Hugh A. L. Hall  
 Manager (KPRC).....Kern Tips

#### STATIONS

WFAA, Dallas; WBAP, Fort Worth; WOAI, San Antonio; KPRC, Houston.

#### NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

★

### Texas State Network

1201 West Lancaster Ave., Fort Worth, Texas  
 Phone: 3-9363

#### PERSONNEL

President.....Ruth G. Roosevelt  
 General Manager.....Gene L. Cagle  
 Vice-President.....Robert K. Hanger  
 Assistant General Manager.....L. L. Graham  
 Merchandising Director.....L. R. Duffy  
 Program Director.....George Erwin  
 Chief Accountant.....D. C. Hornburg  
 Traffic Manager.....Forrest Clough  
 Chief Engineer.....Truett Kimzey

#### STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KRLH, Midland; KRRV, Sherman-Denison; KPLT, Paris; KNOW, Austin; KABC, San Antonio; KVWC, Vernon; KTEM, Temple; WRR, Dallas; KFYO, Lubbock; KFDA, Amarillo; KCMC, Texarkana; WACO, Waco.

#### NATIONAL REPRESENTATIVE

Weed & Co.

• • • REGIONAL NETWORKS • • •

**Tri-City Stations of Virginia**

Allied Arts Bldg., Lynchburg, Va.  
Phone: 3032

**PERSONNEL**

Manager..... Philip P. Allen  
Program Director..... Katherine Grasty

**STATIONS**

WSLS, Roanoke; WLVA, Lynchburg; WBTM, Danville.



**West Virginia Network**

1016 Lee St., Charleston, W. Va.  
Phone: 28-131

**PERSONNEL**

President..... John A. Kennedy  
Managing Director..... Howard L. Chernoff  
Comptroller..... P. E. Evans  
Sales Manager..... Marshall Rosene  
Promotion Manager..... Jeanne Sprague  
Program Director..... William J. Adams  
Director of War Programs..... Virgil L. Schmit  
Chief Announcer..... Joseph Herget  
Musical Director..... Leah Perry  
Chief Engineer..... Odes Robinson  
WBLK Manager..... George Blackwell  
WPAR Manager..... George Clinton  
WSAZ Manager..... Flem J. Evans

**STATIONS**

WCHS, Charleston; WPAR, Parkersburg; WBLK, Clarksburg; WSAZ, Huntington.

**NATIONAL REPRESENTATIVE**

The Branham Co.



**Wisconsin Network, Inc.**

Wisconsin Rapids, Wisc.

**PERSONNEL**

President..... W. F. Huffman  
Program Director..... Bert Mulroy

**STATIONS**

WRJN, Racine; WCLO, Janesville; WIBU, Poynette; WHBL, Sheboygan; WHBY, Appleton; WFHR, Wisconsin Rapids; KFIZ, Fond du Lac; WSAU, Wausau; Associate Stations: WEMP, Milwaukee; WTAQ, Green Bay.

**BRANCH OFFICES**

333 N. Michigan Ave., Chicago, Ill.  
Phone: RANDolph 6225  
19 West 44th St., New York, N. Y.  
Phone: VAnderbilt 6-5080



**The Yankee Network**

21 Brookline Ave., Boston, Mass.  
Phone: Commonwealth 0800

**PERSONNEL**

Chairman of Board-General Manager  
John Shepard 3rd  
President..... William O'Neil

Executive Vice-President..... Linus Travers  
Vice-President..... Robert T. Bartley  
Controller..... Robert P. Ide  
Assistant Controller..... Harold F. Wright  
Station and Sales Relations..... Gerald Harrison  
Sales Executive..... William H. Eynon  
Editor, Yankee Network News Service,

Robert Myers

Director of Merchandising and Promotion,

James S. Powers

Director of Merchandising,

Carleton C. McVarish

Director of Publicity..... Gertrude Lanza

Director of Special Events..... Fred McLaughlin

Chief Engineer..... Irving Robinson

Program Director..... Eleanor Geer

Production Director..... George Steffy

**EXECUTIVE COMMITTEE**

William O'Neil, Chairman; John Shepard 3rd, Vice-Chairman; James W. Haggerty.

**BOARD OF DIRECTORS**

William O'Neil; Loren Angus McQueen; Samuel Smith Poor; James W. Haggerty; John Shepard 4th; Henry Linus Travers.

**STATIONS**

WNAC, Boston; WHTT, Hartford; WEAN, Providence; WAAB, Worcester; WICC, Bridgeport; WCSH, Portland; WLBZ, Bangor; WFEA, Manchester; WSAR, Fall River; WNBH, New Bedford; WLLH, Lowell and Lawrence; WLNH, Laconia; WRDO, Augusta; WNLC, New London; WHAL, Greenfield; WCOU, Lewiston and Auburn; WBRK, Pittsfield; WSYB, Rutland, Vt.; WATR, Waterbury, Conn.; WEIM, Fitchburg; WHYN, Holyoke.

**BRANCH OFFICES**

604 State Mutual Bldg., Worcester, Mass.  
Phone: Worcester 6-1411

Sales Manager..... Mrs. Dorothy B. Robinson  
Crown Hotel, Providence, R. I.

Phone: DEXter 1500

WEAN Manager..... Malcolm S. Parker  
Hotel Stratfield, Bridgeport, Conn.

Phone: Bridgeport 6-1121

WICC Manager..... Joseph Lopez

**NATIONAL REPRESENTATIVE**

Edward Petry & Co., Inc.



**Z Net**

P. O. Box 1956, Butte, Montana  
Phone: 22-3-44

**PERSONNEL**

Manager..... E. B. Craney

**STATIONS**

KGIR, Butte; KPFA, Helena; KRBM, Bozeman.

**NATIONAL REPRESENTATIVE**

The Walker Co.



## If you had a Magic Carpet

... you still couldn't cover the vast Rocky Mountain and Plains States region as effectively as KOA can do it for you! All major centers of population shown in this area are in KOA's primary listening zone!

Only KOA — among all Colorado stations — has the power to reach these ears. No other two or three stations can give you the single-station coverage that KOA delivers.

From Every Vantage Point It's...

**KOA** FIRST  
in DENVER!

REPRESENTED NATIONALLY BY



SPOT SALES OFFICES



# STATIONS

of the United States



*Standard Stations*



*Standard Stations — Alphabetically By Call  
Letter With Index To Detailed Information*



*Standard Stations — Alphabetically By City  
With Their National Network Affiliations*



# INDEX OF THE STANDARD STATIONS OF THE UNITED STATES

*Call Letter—City—Power in Watts—Frequency in Kilocycles (as determined by North American Regional Broadcasting Agreement)  
—Page Number Providing Complete Station Information*

*Key to Abbreviations: C.P.—Construction Permit; d—daytime; n—night.*



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KABC	San Antonio, Tex.	1450	250	576
KABR	Aberdeen, S. Dak.	1120	5000	559
KADA	Ada, Okla.	1230	250	527
KALB	Alexandria, La.	1240	250	427
KALE	Portland, Ore.	1330	5000	534
KAND	Corsicana, Tex.	1340	250	569
KANS	Wichita, Kans.	1240	250	123
KARK	Little Rock, Ark.	920	5000	353
KARM	Fresno, Calif.	1430	5000	357
KASA	Elk City, Okla.	1240	100	528
KAST	Astoria, Ore.	1230	250	532
KATE	Albert Lea, Minn.	1450	250	449
KAVE	Carlsbad, N. M.	1240	250	477
KBIX	Muskogee, Okla.	1490	250	528
KBIZ	Ottumwa, Ia.	1240	250	417
KBKR	Baker, Ore.	1490	250	532
KBND	Bend, Ore.	1340	250	532
KBON	Omaha, Nebr.	1490	250	467
KBPS	Portland, Ore.	1450	100	531
KBST	Big Spring, Tex.	1490	100	568
KBTM	Jonesboro, Ark.	1230	250	353
KBUR	Burlington, Ia.	1190	250	414
KBWD	Brownwood, Texas	1380	1000 d.; 500 n.	568
KCKN	Kansas City, Kan.	1340	250	419
KCMC	Texarkana, Ark.-Tex.	1450	250	577
KCMO	Kansas City, Mo.	1480	5000 d., 1000 n.	459
KCRC	Enid, Okla.	1390	1000	528
KCRJ	Jerome, Ariz.	1340	250	350
KDAL	Duluth, Minn.	610	1000	449
KDB	Santa Barbara, Calif.	1490	250	369
KDFN	Casper, Wyo.	1470	1000	602
KDKA	Pittsburgh, Pa.	1020	50000	547
KDLB	Devils Lake, N. Dak.	1240	250	513



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KDNT . . .	Denton, Tex. . . . .	1450	100	570
KDON . . .	Monterey, Calif. . . . .	1210	250	363
KDRO . . .	Sedalia, Mo. . . . .	1490	250	463
KDTH . . .	Dubuque, Ia. . . . .	1370	1000	416
KDYL . . .	Salt Lake City, Utah. . . . .	1320	5000	580
KECA . . .	Los Angeles, Calif. . . . .	700	5000	358
KEEW . . .	Brownsville, Texas . . . . .	1490	250 d., 100 n.	568
KELA . . .	Between Centralia and Chehalis, Wash. . . . .	1470	1000	587
KELD . . .	El Dorado, Ark. . . . .	1100	250	352
KELO . . .	Sioux Falls, S. Dak. . . . .	1230	250	560
KENO . . .	Las Vegas, Nev. . . . .	1400	250	468
KERN . . .	Bakersfield, Calif. . . . .	1410	1000	355
KEUB . . .	Price, Utah . . . . .	1450	250	579
KEVE . . .	Everett, Wash. . . . .	1460	500	587
KEVR . . .	Seattle, Wash. . . . .	1090	250	588
KEX . . .	Portland, Ore. . . . .	1190	5000	534
KEYS . . .	Corpus Christi, Texas. . . . .	1490	250	560
KFAB . . .	Lincoln, Nebr. . . . .	780	10000	466
KFAC . . .	Los Angeles, Calif. . . . .	1330	1000	359
KFAM . . .	St. Cloud, Minn. . . . .	1450	250	454
KFAR . . .	Fairbanks, Alaska . . . . .	610	5000	603
KFBB . . .	Great Falls, Mont. . . . .	1310	5000	464
KFBC . . .	Cheyenne, Wyo. . . . .	1240	250	602
KFBI . . .	Wichita, Kans. . . . .	1070	5000 d., 1000 n.	423
KFBK . . .	Sacramento, Calif. . . . .	1530	10000	366
KFDA . . .	Amarillo, Tex. . . . .	1230	250	567
KFDM . . .	Beaumont, Tex. . . . .	560	1000	568
KFEL . . .	Denver, Colo. . . . .	950	5000	371
KFEQ . . .	St. Joseph, Mo. . . . .	680	2500 d., 500 n. (C.P. 5000)	461
KFFA . . .	Helena, Ark. . . . .	1490	250	353
KFGQ . . .	Boone, Ia. . . . .	1260	250	414
KFH . . .	Wichita, Kansas . . . . .	1330	5000	423
KFI . . .	Los Angeles, Calif. . . . .	640	50000	359
KFIO . . .	Spokane, Wash. . . . .	1230	250	589
KFIZ . . .	Fond Du Lac, Wisc. . . . .	1450	250	596
KFJB . . .	Marshalltown, Ia. . . . .	1230	250	416
KFJI . . .	Klamath Falls, Ore. . . . .	1240	100	533
KFJM . . .	Grand Forks, N. Dak. . . . .	1440	1000 d., 500 n.	514
KFJZ . . .	Fort Worth, Tex. . . . .	1270	5000	571
KFKA . . .	Greeley, Colo. . . . .	910	1000	373
KFKU . . .	Lawrence, Kansas . . . . .	1250	5000 d., 1000 n.	421
KFMB . . .	San Diego, Calif. . . . .	1450	250	368
KFNF . . .	Shenandoah, Ia. . . . .	920	1000 d., 500 n.	417
KFOR . . .	Lincoln, Nebr. . . . .	1240	250	466
KFOX . . .	Long Beach, Calif. . . . .	1280	1000	358
KFPW . . .	Fort Smith, Ark. . . . .	1400	250	352
KFPY . . .	Spokane, Wash. . . . .	920	5000	590
KFQD . . .	Anchorage, Alaska . . . . .	790	250	603
KFRC . . .	San Francisco, Calif. . . . .	610	5000	367
KFRE . . .	Fresno, Calif. . . . .	1340	250	357
KFRO . . .	Longview, Tex. . . . .	1370	1000	574

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KFRU . . .	Columbia, Mo. . . . .	1400	250	457
KFSD . . .	San Diego, Calif. . . . .	600	1000	367
KFSG . . .	Los Angeles, Calif. . . . .	1150	2500 d., 1000 n.	360
KFUN . . .	Las Vegas, N. M. . . . .	1230	250	477
KFUO . . .	Clayton, (St. Louis) Mo. . . . .	850	5000	462
KFVD . . .	Los Angeles, Calif. . . . .	1020	1000	360
KFVS . . .	Cape Girardeau, Mo. . . . .	1400	250	457
KFWB . . .	Los Angeles, Calif. . . . .	980	5000	360
KFXD . . .	Nampa, Idaho . . . . .	1230	250	396
KFXJ . . .	Grand Junction, Colo. . . . .	920	1000 d., 500 n.	373
KFXM . . .	San Bernardino, Calif. . . . .	1240	250	366
KFYO . . .	Lubbock, Texas . . . . .	1340	250	574
KFYR . . .	Bismarck, N. Dak. . . . .	550	5000	513
KGA . . . .	Spokane, Wash. . . . .	1510	10000	590
KGB . . . .	San Diego, Calif. . . . .	1360	1000	367
KGBS . . .	Harlingen, Texas . . . . .	1240	250	572
KGBX . . .	Springfield, Mo. . . . .	1260	5000	463
KGCU . . .	Mandan, N. Dak. . . . .	1270	250	514
KGCX . . .	Sydney, Mont. . . . .	1480	1000	165
KGDE . . .	Fergus Falls, Minn. . . . .	1230	250 d., 100 n.	449
KGDM . . .	Stockton, Calif. . . . .	1130	1000 (C.P. 1140 K.c.; 5000)	370
KGEK . . .	Sterling, Colo. . . . .	1230	100	373
KGER . . .	Long Beach, Calif. . . . .	1390	5000 d., 1000 n.	358
KGEZ . . .	Kulispell, Mont. . . . .	1340	100 (C.P. 1460 K.c.; 1000)	464
KGFF . . .	Shawnee, Okla. . . . .	1450	250	531
KGfJ . . .	Los Angeles, Calif. . . . .	1230	100	360
KGFL . . .	Roswell, New Mex. . . . .	1400	100	478
KGFW . . .	Kearney, Nebr. . . . .	1340	250	466
KGfX . . .	Pierre, S. Dak. . . . .	630	200	559
KGfF . . .	Coffeyville, Kans. . . . .	690	1000 d., 500 n.	418
KGGM . . .	Albuquerque, N. Mex. . . . .	1260	1000	477
KGHF . . .	Pueblo, Colo. . . . .	1350	500	373
KGHI . . .	Little Rock, Ark. . . . .	1230	250	353
KGHL . . .	Billings, Mont. . . . .	790	5000	461
KGIR . . .	Butte, Mont. . . . .	1370	5000	464
KGIW . . .	Alamosa, Colo. . . . .	1450	250	371
KGKB . . .	Taylor, Tex. . . . .	1490	250	577
KGKL . . .	San Angelo, Tex. . . . .	1400	250	575
KGKO . . .	Fort Worth, Tex. . . . .	570	5000	572
KGKY . . .	Scottsbluff, Nebr. . . . .	1190	250	468
KGLO . . .	Mason City, Ia. . . . .	1300	5000	416
KGLU . . .	Safford, Ariz. . . . .	1150	250	351
KGMB . . .	Honolulu, Hawaii . . . . .	590	5000	604
KGNC . . .	Amarillo, Tex. . . . .	1440	5000 d., 1000 n.	567
KGNF . . .	North Platte, Nebr. . . . .	1460	1000	467
KGNO . . .	Dodge City, Kans. . . . .	1370	1000 d., 250 n.	418
KGO . . . .	San Francisco, Calif. . . . .	810	7500	367
KGU . . . .	Honolulu, Hawaii . . . . .	760	2500	604
KGVO . . .	Missoula, Mont. . . . .	1290	5000 d., 1000 n.	465
KGW . . . .	Portland, Ore. . . . .	620	5000	535

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KGY	Olympia, Wash.	1240	100	587
KHAS	Hastings, Nebr.	1230	250	466
KHBC	Hilo, Hawaii	1230	250	604
KHBC	Okmulgee, Okla.	1240	250	529
KHJ	Los Angeles, Calif.	930	5000	360
KHMO	Hannibal Mo.	1310	250	457
KHQ	Spokane, Wash.	590	5000	590
KHSL	Chico, Calif.	1290	1000 d., 500 n. (C.P. 1000)	356
KHUB	Watsonville, Calif.	1310	250	370
KICA	Clovis, New Mex.	1240	250	477
KICD	Spencer, Ia.	1240	100	418
KID	Idaho Falls, Idaho	1350	5000 d., 500 n.	396
KIDO	Boise, Idaho	1380	2500 d., 1000 n.	396
KIEM	Eureka, Calif.	1480	1000 Conditional	357
KIEV	Glendale, Calif.	870	250	357
KILO	Grand Forks, N. D.	1140	1000 d., 500 n.	514
KINY	Juneau, Alaska	1160	1000 (C.P. 5000)	603
KIRO	Seattle, Wash.	710	50000	588
KIT	Yakima, Wash.	1280	1000	591
KIUL	Garden City, Kans.	1240	100	419
KJUN	Pecos, Tex.	1460	100	575
KIUP	Durango, Colo.	1460	250	373
KJBS	San Francisco, Calif.	1100	500	368
KJR	Seattle, Wash.	1000	5000 (C.P. 50000)	588
KLBM	La Grande, Ore.	1450	250	533
KLGN	Blytheville, Ark.	900	1000	352
KLO	Ogden, Utah	1430	5000	579
KLPM	Minot, N. Dak.	1390	1000	514
KLRA	Little Rock, Ark.	1420	5000 (C.P. 1010 Ke.; SSA 1010 Ke., 10000 d., 5000 n.)	355
KLS	Oakland, Calif.	1310	1000	363
KLUF	Galveston, Tex.	1400	250	572
KLX	Oakland, Calif.	910	1000	364
KLZ	Denver, Colo.	560	5000	372
KMA	Shenandoah, Iowa	960	5000 d., 1000 n. (C.P. 50000)	417
KMAC	San Antonio, Tex.	1210	250	376
KMBC	Kansas City, Mo.	980	5000	459
KMED	Medford, Ore.	1140	1000	531
KMJ	Fresno, Calif.	580	5000	357
KMLB	Monroe, La.	1230	250	428
KMMJ	Grand Island, Nebr.	750	1000	465
KMO	Tacoma, Wash.	1360	5000	590
KMOX	St. Louis, Mo.	1120	50000	461
KMPC	Beverly Hills, Calif.	710	10000	256
KMTR	Los Angeles, Calif.	576	1000	362
KMYC	Marysville, Calif.	1150	250	363
KMYR	Denver, Colo.	1340	250	372
KNEL	Brady, Tex.	1490	350 d., 100 n.	568
KNET	Palestine, Tex.	1450	100	574
KNOW	Austin, Tex.	1490	250	567
KNX	Los Angeles, Calif.	1070	50000	362

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KOA	Denver, Colo.	850	50000	372
KOAC	Corvallis, Ore.	550	5000 d., 1000 n.	533
KOAM	Pittsburg, Kans.	810	1000	421
KOB	Albuquerque, New Mex.	1030	10000 (C.P. 50000 S.S.A. 50000 d., 25000 n., 770 Kc.)	477
KOBH	Rapid City, S. Dak.	1400	250	559
KOCA	Kilgore, Tex.	1240	250	573
KOCY	Oklahoma City, Okla.	1340	250	529
KODL	The Dalles, Ore.	1230	250 d., 100 n.	533
KOH	Reno, Nev.	630	1000	468
KOIL	Omaha, Nebr.	1290	5000	467
KOIN	Portland, Ore.	970	5000	535
KOKO	La Junta, Colo.	1400	250	373
KOL	Seattle, Wash.	1300	5000	588
KOMA	Oklahoma City, Okla.	1520	5000	529
KOME	Tulsa, Okla.	1340	250	531
KOMO	Seattle, Wash.	950	5000	589
KONO	San Antonio, Tex.	1400	250	576
KOOS	Marshfield, Ore.	1230	250	534
KORE	Eugene, Ore.	1450	250	533
KORN	Fremont, Nebr.	1400	250	465
KOTN	Pine Bluff, Ark.	1190	250	355
KOVC	Valley City, N. Dak.	1490	250	515
KOVO	Provo, Utah	1240	250	579
KOWH	Omaha, Nebr.	660	500	467
KOY	Phoenix, Ariz.	550	1000	350
KPAB	Laredo, Tex.	1490	250	573
KPAC	Port Arthur, Tex.	1960	500	575
KPAS	Pasadena, Calif.	1110	10000 (C.P. 5000)	365
KPDN	Pampa, Tex.	1340	100	575
KPFA	Helena, Mont.	1240	250	461
KPHO	Phoenix, Ariz.	1230	250	350
KPLC	Lake Charles, La.	1490	250	428
KPLT	Paris, Tex.	1490	250	575
KPMC	Bakersfield, Calif.	1560	1000	355
KPO	San Francisco, Calif.	680	50000	368
KPOF	Denver, Colo.	910	1000	372
KPOW	Powell, Wyo.	1230	250	602
KPPC	Pasadena, Calif.	1240	100	365
KPQ	Wenatchee, Wash.	1490	250 (C.P. 560 Kc., 1000; S.S.A., 560 Kc., 1000 d., 500 n.)	591
KPRC	Houston, Tex.	950	5000	573
KPRO	Riverside, Calif.	1440	1000	366
KQV	Pittsburgh, Pa.	1410	1000	547
KQW	San Jose, Calif.	710	5000	369
KRBA	Lufkin, Tex.	1340	250	574
KRBC	Ablene, Tex.	1450	250	567
KRBM	Bozeman, Mont.	1450	250	464
KRE	Berkeley, Calif.	1400	250	356
KRGV	Weslaco, Tex.	1290	1000	578
KRIC	Beaumont, Tex.	1450	250	568
KRIS	Corpus Christi, Tex.	1360	1000	569

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KRJF	Miles City, Mont.	1340	250	465
KRKD	Los Angeles, Calif.	1150	2500 d., 1000 n.	362
KRKO	Everett, Wash.	1400	250 d., 100 n.	587
KRLC	Lewiston, Idaho	1400	250	396
KRLD	Dallas, Tex.	1080	50000	569
KRLH	Midland, Tex.	1230	250	574
KRMD	Shreveport, La.	1310	250	429
KRNR	Roseburg, Ore.	1490	250 d., 100 n.	537
KRNT	Des Moines, Iowa	1350	5000	415
KROC	Rochester, Minn.	1310	250	454
KROD	El Paso, Tex.	600	1000 d., 500 n.	370
KROS	Clinton, Ia.	1310	250	414
KROW	Oakland, Calif.	960	1000	364
KROY	Sacramento, Calif.	1240	100	366
KRRV	Sherman, Tex.	910	1000	577
KRSC	Seattle, Wash.	1150	1000	589
KSAC	Manhattan, Kans.	580	1000 d., 500 n.	421
KSAL	Salina, Kans.	1150	1000	421
KSAM	Huntsville, Tex.	1490	250	573
KSAN	San Francisco, Calif.	1450	250	368
KSCJ	Sioux City, Ia.	1360	5000	417
KSD	St. Louis, Mo.	550	5000 d., 1000 n.	461
KSEI	Pocatello, Idaho	930	1000 d., 250 n.	396
KSFO	San Francisco, Calif.	560	5000 d., 1000 n.	368
KSJB	Jamestown, N. D.	600	250 d., 100 n.	514
KSKY	Dallas, Texas	660	1000	370
KSL	Salt Lake City, Utah	1160	50000	580
KSLM	Salem, Ore.	1390	1000	537
KSO	Des Moines, Iowa	1460	5000	415
KSOO	Sioux Falls, S. Dak.	1140	5600	560
KSRO	Santa Rosa, Calif.	1350	1000	370
KSTP	St. Paul, Minn.	1500	50000	153
KSUB	Cedar City, Utah	1340	100	579
KSUN	Lowell, Ariz.	1230	250	350
KSWO	Lawton, Okla.	1150	250	528
KTAR	Phoenix, Ariz.	620	5000	351
KTBC	Austin, Tex.	1150	1000	567
KTBI	Tacoma, Wash.	1490	250	590
KTBS	Shreveport, La.	1480	10.0	429
KTEM	Temple, Tex.	1400	250	577
KTFI	Twin Falls, Idaho	1270	1000	396
KTHS	Hot Springs National Park, Ark.	1090	10000 d., 5000 n.	353
KTKC	Visalia, Calif.	940	5000	370
KTMS	Santa Barbara, Calif.	1250	1000	369
KTKN	Ketchikan, Alaska	930	1000	603
KTNM	Tucumcari, N. M.	1400	250	478
KTOH	Lihue, Hawaii	1490	250	604
KTOK	Oklahoma City, Okla.	1400	250	589
KTRB	Modesto, Calif.	860	250 (C.P. 1000)	363
KTRH	Houston, Tex.	1320	5000 (C.P. 740 Kc., 50000)	573
KTRI	Sioux City, Ia.	1450	250	417
KTSA	San Antonio, Tex.	550	5000 d., 1000 n.	576
KTSM	El Paso, Tex.	1380	1000 d., 500 n.	571

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KTSW	Emporia, Kans.	1400	250	419
KTTS	Springfield, Mo.	1400	250	463
KTUC	Tucson, Ariz.	1400	250	351
KTUL	Tulsa, Okla.	1430	5000	531
KTW	Seattle, Wash.	1250	1000	589
KUIN	Grants Pass, Ore.	1340	250	533
KUJ	Walla Walla, Wash.	1420	1000	591
KUOA	Siloam Springs, Ark.	1290	5000	355
KUSD	Vermillion, S. Dak.	920	500	560
KUTA	Salt Lake City, Utah	570	5000	580
KVAK	Atchison, Kans.	1450	100	418
KVAN	Vancouver, Wash.	910	500	591
KVCV	Redding, Calif.	1230	250	366
KVEC	San Luis Obispo, Calif.	1230	250	369
KVFD	Fort Dodge, Ia.	1400	250	416
KVGB	Great Bend, Kans.	1400	250	119
KVI	Tacoma, Wash.	570	5000	590
KVIC	Victoria, Texas	1340	250	578
KVNU	Logan, Utah	1230	250	579
KVOA	Tucson, Ariz.	1290	1000	351
KVOD	Denver, Colo.	630	5000	372
KVOE	Santa Ana, Calif.	1490	250	369
KVOL	Lafayette, La.	1340	250	427
KVOO	Tulsa, Okla.	1170	25000 (C.P. 50000; S.S.A. 50000d.)	531
KVOR	Colorado Springs, Colo.	1300	1000	371
KVOS	Bellingham, Wash.	1250	250 (C.P. 790 Kc.; 1000)	587
KVOX	Moorhead, Minn.	1340	250	453
KVRS	Rock Springs, Wyoming	1400	250	602
KVSF	Santa Fe, N. M.	1340	100	478
KVSO	Ardmore, Okla.	1240	350 d., 100 n.	527
KVWC	Vernon, Tex.	1490	250	577
KWAL	Wallace, Ida.	1450	250	397
KWAT	Watertown, S. D.	1240	250	560
KWBW	Hutchinson, Kans.	1450	250	419
KWEW	Hobbs, New Mexico	1490	100	477
KWFC	Hot Springs, Ark.	1340	250	353
KWFT	Wichita Falls, Tex.	620	5000 d., 1000 n.	578
KWGG	Stockton, Calif.	1230	100	370
KWIL	Albany, Ore.	1240	250	532
KWJB	Globe, Ariz.	1240	250	330
KWJJ	Portland, Ore.	1080	1000	535
KWK	St. Louis, Mo.	1380	5000 d., 1000 n.	462
KWKH	Shreveport, La.	1130	50000	129
KWKW	Pasadena, Calif.	1430	1000	365
KWLC	Decorah, Iowa	1240	250	415
KWLK	Longview, Wash.	1400	250	587
KWLM	Willmar, Minn.	1340	250	454
KWNO	Winona, Minn.	1230	250	454
KWOC	Poplar Bluff, Mo.	1340	250	461
KWON	Bartlesville, Okla.	1400	250	528
KWOS	Jefferson City, Mo.	1240	250	159
KWRC	Pendleton, Ore.	1240	250	534
KWSC	Pullman, Wash.	1250	5000	588



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KWTO	Springfield, Mo.	560	5000 d. C.P. 5000d., 1000 n.)	463
KWYO	Sheridan, Wyoming	1400	250	602
KXA	Seattle, Wash.	770	1000	589
KXEL	Waterloo, Iowa	1540	50000	418
KXL	Portland, Ore.	750	10000	535
KXO	El Centro, Calif.	1490	100	356
KXOK	St. Louis, Mo.	630	5000	462
KXOX	Sweetwater, Tex.	1240	250	577
KXBO	Aberdeen, Wash.	1340	250	586
KXYZ	Houston, Tex.	1320	5000 (C.P. 740kc.; 50000)	573
KYA	San Francisco, Calif.	1260	5000 d., 1000 n.	368
KYCA	Prescott, Ariz.	1490	250	351
KYOS	Merced, Calif.	1190	250	363
KYSM	Mankato, Minn.	1230	250	451
KYUM	Yuma, Ariz.	1240	250	352
KYW	Philadelphia, Pa.	1060	50000	541
WAAB	Worcester, Mass.	1440	1000 (C.P. 5000)	441
WAAF	Chicago, Ill.	950	1000	399
WAAT	Jersey City, N. J.	970	1000	473
WABC	New York, N. Y.	880	50000	484
WABI	Bangor, Me.	1230	250 (C.P. 910 Kc.; 5000; S.A. 910; 250)	429
WABY	Albany, N. Y.	1400	250	479
WACO	Waco, Tex.	1450	250	578
WADC	Tallmadge, (Akron) Ohio	1350	5000	515
WAGA	Atlanta, Ga.	590	5000	391
WAGE	Syracuse, N. Y.	620	1000	503
WAGF	Dothan, Ala.	1400	250	348
WAGM	Presque Isle, Maine	1450	100	431
WAIM	Anderson, S. C.	1230	250	556
WAIR	Winston-Salem, N. C.	1340	250	513
WAIT	Chicago, Ill.	820	5000	399
WAJR	Morgantown, W. Va.	1230	250	594
WAKR	Akron, Ohio	1590	5000	515
WALA	Mobile, Ala.	1410	5000	348
WALB	Albany, Ga.	1590	1000	389
WALL	Middletown, N. Y.	1340	250	484
WAML	Laurel, Miss.	1340	250	456
WAOV	Vincennes, Ind.	1150	250	413
WAPI	Birmingham, Ala.	1170	5000	347
WAPO	Chattanooga, Tenn.	1150	5000 d., 1000 n.	561
WARM	Seranton, Pa.	1400	250	651
WASH	Grand Rapids, Mich.	1300	5000	445
WASK	Lafayette, Ind.	1450	250	412
WATL	Atlanta, Ga.	1400	250	391
WATN	Watertown, N. Y.	1240	250	504
WATR	Waterbury, Conn.	1320	1000	378
WATW	Ashland, Wisc.	1400	100	395
WAVE	Louisville, Ky.	970	5000	426
WAWZ	Zarephath, N. J.	1380	1000 d.; 5000 n.	476
WAYS	Charlotte, N. C.	610	1000	506
WAYX	Waycross, Ga.	1230	250	395
WAZL	Hazleton, Pa.	1450	250	540
WBAA	West Lafayette, Ind.	920	5000 d., 1000 n.	413
WBAB	Atlantic City, N. J.	1490	250	471
WBAL	Baltimore, Md.	1090	50000	433
WBAP	Fort Worth, Tex.	820	50000	572
WBAX	Wilkes-Barre, Pa.	1240	100	552
WBBB	Burlington, N. C.	920	1000	506
WBBL	Richmond, Va.	1240	100	584
WBBM	Chicago, Ill.	780	50000	399
WBBR	Brooklyn, N. Y.	1330	1000	480
WBBZ	Ponca City, Okla.	1230	250	531
WBGM	Bay City, Mich.	1440	100 d., 500 n.	443
WBEN	Buffalo, N. Y.	930	5000	481

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WBHP	Huntsville, Ala.	1230	250	348
WBIG	Greensboro, N. C.	1470	5000	508
WBIR	Knoxville, Tenn.	1240	250	562
WBLJ	Dalton, Ga.	1230	250	393
WBLK	Clarksburg, W. Va.	1400	250	593
WBML	Macon, Ga.	1240	250	394
WBNS	Columbus, Ohio	1160	5000 d., 1000 n.	521
WBNX	New York, N. Y.	1380	5000	485
WBNY	Buffalo, N. Y.	1400	250	482
WBOC	Salisbury, Md.	1230	250	435
WBOW	Terre Haute, Ind.	1230	250	413
WBRB	Red Bank, N. J.	1240	100	476
WBRC	Birmingham, Ala.	960	5000	317
WBRE	Wilkes-Barre, Pa.	1340	250	552
WBRK	Pittsfield, Mass.	1310	250	410
WBRW	Welch, W. Va.	1340	250	594
WBRY	Waterbury, Conn.	1590	1000	378
WBT	Charlotte, N. C.	1110	50000	506
WBTA	Batavia, N. Y.	1490	250	479
WBTH	Williamson, W. Va.	1400	250	595
WBTM	Danville, Va.	1400	250	582
WBYN	Brooklyn, N. Y.	1430	1000 d.; 500 n.	480
WBZ	Boston, Mass.	1030	50000	437
WBZA	Springfield, Mass.	1030	1000	437
WCAE	Pittsburgh, Pa.	1250	5000	519
WCAL	Northfield, Minn.	770	5000	453
WCAM	Camden, N. J.	1310	500	473
WCAO	Baltimore, Md.	600	5000	434
WCAP	Asbury Park, N. J.	1310	500	471
WCAR	Pontiac, Mich.	1130	1000	446
WCAT	Rapid City, S. Dak.	1230	100	559
WCAU	Philadelphia, Pa.	1216	50000	513
WCAX	Burlington, Vt.	620	1000	581
WCAZ	Carthage, Ill.	1080	250	397
WCBA	Allentown, Pa.	1470	500	537
WCBI	Columbus, Miss.	1400	250	455
WCBM	Baltimore, Md.	1400	250	433
WCBS	Springfield, Ill.	1450	250	409
WCBT	Roanoke Rapids, N. C.	1230	250	512
WCCO	Minneapolis, Minn.	830	50000	451
WCED	Du Bois, Pa.	1230	250	538
WCFL	Chicago, Ill.	1000	10000	399
WCHS	Charleston, W. Va.	580	5000	592
WCHV	Charlottesville, Va.	1450	250	582
WCKY	Cincinnati, Ohio	1530	50000	516
WCLE	Cleveland, Ohio	610	500	519
WCLO	Janesville, Wisc.	1230	250	596
WCLS	Joliet, Ill.	1340	250	407
WCMI	Ashland, Ky.	1340	250	425
WCNC	Elizabeth City, N. C.	1400	250	507
WCOA	Pensacola, Florida	1370	1000 d., 500 n.	387
WCOC	Meridian, Miss.	910	1000	456
WCOL	Columbus, Ohio	1230	250	521
WCOP	Boston, Mass.	1150	500	437
WCOS	Columbia, S. C.	1400	250	556
WCOU	Lewiston, Me.	1240	250	430
WCOV	Montgomery, Ala.	1240	250	340
WCPO	Cincinnati, Ohio	1230	250	516
WCRS	Greenwood, S. C.	1450	250	558
WCRW	Chicago, Ill.	1240	100	401
WCSC	Charleston, S. C.	1390	1000 d., 500 n.	556
WCSE	Portland, Maine	970	5000	430
WDAE	Tampa, Florida	1250	5000	389

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WDAF . . .	Kansas City, Mo.	610	5000	461
WDAK . . .	West Point, Ga.	1340	250	395
WDAN . . .	Danville, Ill.	1490	250	405
WDAS . . .	Philadelphia, Pa.	1400	250	543
WDAY . . .	Fargo, N. Dak.	970	5000	514
WDBC . . .	Escanaba, Mich.	1190	250	444
WDBJ . . .	Roanoke, Va.	960	5000	585
WDBO . . .	Orlando, Fla.	580	5000	386
WDEF . . .	Chattanooga, Tenn.	1400	250	561
WDEL . . .	Wilmington, Delaware	1150	1000 d., 250 n. (C.P. 5000)	379
WDEV . . .	Waterbury, Vt.	550	1000	581
WDGY . . .	Minneapolis, Minn.	1130	5000d., 500 n.	451
WDLP . . .	Panama City, Fla.	1230	250 d., 100 n.	386
WDMJ . . .	Marquette, Mich.	1310	5000	561
WDNC . . .	Durham, N. C.	1340	250	446
WDOD . . .	Chattanooga, Tenn.	1360	5000	375
WDRG . . .	Hartford, Conn.	1490	250	507
WDSM . . .	Superior, Wisc.	1230	100	601
WDSU . . .	New Orleans, La.	1280	1000	428
WDWS . . .	Champaign, Ill.	1100	250	399
WDZ . . .	Tuscola, Ill.	1050	100	409
WEAF . . .	New York, N. Y.	660	50000	485
WEAN . . .	Providence, R. I.	790	5000	555
WEAU . . .	Eau Claire, Wisc.	700	5000 d.; 1000 n.	595
WEBC . . .	Duluth, Minn.	1320	5000	449
WEBQ . . .	Harrisburg, Ill.	1240	250	406
WEBR . . .	Buffalo, N. Y.	1340	250	482
WEDC . . .	Chicago, Ill.	1240	250	401
WEED . . .	Rocky Mount, N. C.	1450	250	512
WEEI . . .	Boston, Mass.	590	5000	437
WEEU . . .	Reading, Pa.	850	1000	549
WEGO . . .	Concord	1110	1000	507
WEIM . . .	Fitchburg, Mass.	1340	250	438
WELI . . .	New Haven, Conn.	960	1000 d., 500 n.	377
WELL . . .	Battle Creek, Mich.	1400	250	443
WEMP . . .	Milwaukee, Wisc.	1340	250	599
WENR . . .	Chicago, Ill.	890	50000	401
WENY . . .	Elmira, N. Y.	1230	250	483
WEOA . . .	Evansville, Ind.	1400	250	410
WERC . . .	Erie, Pa.	1490	250	539
WEST . . .	Easton, Pa.	1400	250	538
WESX . . .	Marble Head, Mass.	1230	250	440
WEVD . . .	New York, N. Y.	1330	5000	487
WEW . . .	St. Louis, Mo.	770	1000	462
WEXL . . .	Royal Oak, Mich.	1340	250	447
WFAA . . .	Dallas, Tex.	820	50000	570
WFAS . . .	White Plains, N. Y.	1240	250	505
WFBC . . .	Greenville, S. C.	1330	5000	558
WFBG . . .	Altoona, Pa.	1340	250	537
WFBL . . .	Syracuse, N. Y.	1390	5000	503
WFBM . . .	Indianapolis, Ind.	1260	5000	411
WFBR . . .	Baltimore, Md.	1300	5000	434
WFCI . . .	Pawtucket, R. I.	1420	1000	555
WFDF . . .	Flint, Mich.	910	1000	415
WFEA . . .	Manchester, N. H.	1370	5000	469
WFHR . . .	Wisconsin Rapids, Wisc.	1340	250	601
WFIG . . .	Sumter, S. C.	1340	250	559
WFL . . .	Philadelphia, Pa.	560	1000	545
WFIN . . .	Findlay, Ohio	1330	1000	522
WFLA . . .	Tampa, Fla.	970	5000 d., 1000 n.	389
WFMD . . .	Frederick, Md.	930	500	435
WFMJ . . .	Youngstown, Ohio	1450	250	527
WFNC . . .	Fayetteville, N. C.	1450	250	507
WFOR . . .	Hattiesburg, Miss.	1400	250	455

Call Letter	City	Frequency in Kilocycles	Power in Watts	Sec Page
WFOY	St. Augustine, Fla.	1240	250	387
WFPG	Atlantic City, N. J.	1450	250	471
WFTC	Kinston, N. C.	1230	250	516
WFTL	Fort Lauderdale, Fla.	1400	250 (C.P. 710 10000)	382
WFTM	Fort Myers, Fla.	1240	250	382
WFVA	Fredericksburg, Va.	1290	250	582
WGAA	Codartown, Ga.	1340	250	392
WGAC	Augusta, Ga.	1240	250	392
WGAL	Lancaster, Pa.	1190	250	540
WGAN	Portland, Me.	560	5000	130
WGAR	Cleveland, Ohio	1480	5000 d., 1000 n.	519
WGAU	Athens, Ga.	1340	250	391
WGBB	Freeport, N. Y.	1210	100	483
WGBF	Evansville, Ind.	1280	5000 d., 1000 n.	410
WGBI	Greensboro, N. C.	980	1000	509
WGBL	Seranton, Pa.	910	1000 d., 500 n.	551
WGBR	Goldsboro, N. C.	1400	250	509
WGCM	Gulfport, Miss.	1240	250	455
WGES	Chicago, Ill.	1390	5000 (C.P. 5000)	101
WGGA	Gainesville, Ga.	1240	250	393
WGH	Newport News, Va.	1340	250	583
WGIL	Galesburg, Ill.	1100	250	406
WGKV	Charleston, W. Va.	1490	100	592
WGL	Fort Wayne, Ind.	1450	250	110
WGN	Chicago, Ill.	720	50000	401
WGNC	Gastonia, N. C.	1450	250	507
WGNV	Newburgh, N. Y.	1220	1000	481
WGOV	Valdosta, Ga.	1450	250	395
WGPC	Albany, Ga.	1450	250	391
WGR	Buffalo, N. Y.	550	5000 d., 1000 n.	482
WGRG	New Albany, Ind.	1400	250	412
WGRM	Greenwood, Miss.	1240	250	455
WGST	Atlanta, Ga.	920	5000 d., 1000 n.	391
WGTC	Greenville, N. C.	1490	250	509
WGTM	Wilson, N. C.	1340	250	512
WGY	Schenectady, N. Y.	810	50000	503
WHA	Madison, Wisc.	970	5000	597
WHAI	Greenfield, Mass.	1240	250	438
WHAM	Rochester, N. Y.	1180	50000	501
WHAS	Louisville, Ky.	840	50000	426
WHAT	Philadelphia, Pa.	1340	100	545
WHAZ	Troy, N. Y.	1330	1000	504
WHB	Kansas City, Mo.	880	1000	461
WHBB	Selma, Ala.	1490	100	349
WHBC	Canton, Ohio	1230	250	516
WHBF	Rock Island, Ill.	1270	5000	408
WHBI	Newark, N. J.	1280	2500 d., 1000 n.	475
WHBL	Sheboygan, Wisc.	1330	1000 d., 250 n.	600
WHBQ	Memphis, Tenn.	1400	250	563
WHBU	Anderson, Ind.	1240	250	409
WHBY	Appleton, Wisc.	1230	250	595
WHCU	Ithaca, N. Y.	870	1000	483
WHDF	Calumet, Mich.	1400	250	443
WHDH	Boston, Mass.	850	5000	437
WHDL	Olean, N. Y.	1450	250	199
WHEB	Portsmouth, N. H.	750	1000	471
WHEC	Rochester, N. Y.	1460	1000 d., 500 n.	501
WHFC	Cicero, Ill.	1450	250	405
WHIO	Dayton, Ohio	1290	5000	522
WHIS	Bluefield, W. Va.	1440	1000 d., 500 n.	592
WHIT	New Berne, N. C.	1450	250	510
WHIZ	Zanesville, Ohio	1240	250	527
WHJB	Greensburg, Pa.	620	250	539
WHK	Cleveland, Ohio	1420	5000	520
WHKC	Columbus, Ohio	640	500	521
WHKY	Hickory, N. C.	1400	250 (C.P. 1290 Kc.; 5000 d., 1000 n.)	509
WHLB	Virginia, Man.	1400	250	454

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WHLD	Niagara Falls, N. Y.	1290	1000	499
WHLN	Harlan, Ky.	1450	250	425
WHLS	Port Huron, Mich.	1450	250	447
WHMA	Anniston, Ala.	1450	250	347
WHN	New York, N. Y.	1050	50000	487
WHO	Des Moines, Ia.	1040	50000	415
WHOM	Jersey City, N. J.	1480	1000 d., 500 n.	475
WHOP	Hopkinsville, Ky.	1230	250	425
WHP	Harrisburg, Pa.	1460	5000 d., 1000 n.	539
WHUB	Cookeville, Tenn.	1400	250	502
WHYN	Holyoke, Mass.	1400	250	439
WIAC	Hato Rey, P. R.	580	5000	605
WIBA	Madison, Wisc.	1310	5000	597
WIBC	Indianapolis, Ind.	1070	5000 d., 1000 n.	411
WIBG	Philadelphia (Glenside), Pa.	990	10000	545
WIBM	Jackson, Mich.	1450	250	445
WIBU	Poynette, Wisc.	1210	250	600
WIBW	Topeka, Kans.	580	5000	421
WIBX	Utica, N. Y.	1230	250	504
WICA	Ashtabula, Ohio	970	1000	516
WICC	Bridgeport, Conn.	600	1000 d., 500 n.	375
WIGM	Medford, Wisc.	1490	250	597
WIL	St. Louis, Mo.	1230	250	462
WILL	Urbana, Ill.	580	5000	109
WILM	Wilmington, Del.	1450	250	379
WINC	Winchester, Va.	1400	250	586
WIND	Gary, Ind.	560	5000	410
WING	Dayton, Ohio	1410	5000	522
WINK	Louisville, Ky.	1080	500d., 1000n. (C.P.)	426
WINN	Louisville, Ky.	1240	250	426
WINS	New York, N. Y.	1000	1000	489
WINX	Washington, D. C.	1340	250 & 50-amp.	380
WIOD	Miami, Fla.	610	5000	385
WIP	Philadelphia, Pa.	610	5000	547
WIRE	Indianapolis, Ind.	1430	5000	411
WIS	Columbia, S. C.	560	5000	557
WISE	Asheville, N. C.	1230	250	506
WISH	Indianapolis, Ind.	1310	5000 d., 1000 n.	412
WISN	Milwaukee, Wisc.	1150	5000	599
WISR	Butler, Pa.	680	250	538
WITH	Baltimore, Md.	1230	250	434
WIZE	Springfield, Ohio	1340	250	523
WJAC	Johnstown, Pa.	1400	250	540
WJAG	Norfolk, Nebr.	1090	1000	466
WJAR	Providence, R. I.	920	5000	555
WJAS	Pittsburgh, Pa.	1320	5000 d., 1600 n. (C.P. 5000)	549
WJAX	Jacksonville, Fla.	930	5000 d., 1000 n.	382
WJBC	Bloomington, Ill.	1230	250	397
WJBK	Detroit, Mich.	1490	250	443
WJBO	Baton Rouge, La.	1150	5000	427
WJBW	New Orleans, La.	1230	250	428
WJBY	Gadsden, Ala.	1240	250	348
WJDX	Jackson, Miss.	1300	5000 d., 1000 n.	456
WJEJ	Hagerstown, Md.	1240	250	435
WJHL	Johnson City, Tenn.	910	1000	502
WJHO	Opelika, Ala.	1400	250 d., 100 n.	349
WJHP	Jacksonville, Fla.	1320	250	382
WJIM	Lansing, Mich.	1240	250	446
WJJD	Chicago, Ill.	1160	20000	405
WJLB	Detroit, Mich.	1400	250	413
WJLD	Bessemer, Ala.	1400	250	347
WJLS	Beckley, W. Va.	1240	250	592
WJMA	Covington, Va.	1340	250	582
WJMC	Rice Lake, Wisc.	1240	250	600
WJMS	Ironwood, Mich.	1450	250	445
WJNO	West Palm Beach, Fla.	1230	250	389
WJOB	Hammond, Ind.	1230	100	411
WJPA	Washington, Pa.	1450	250	552



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WJPF	Herrin, Ill.	1310	250	406
WJPR	Greenville, Miss.	1310	250	455
WJR	Detroit, Mich.	760	50000	444
WJRD	Tuscaloosa, Ala.	1230	250	349
WJRM	Elkins, W. Va.	1500	250	593
WJSV	Washington, D. C.	1500	50000	380
WJTN	Jamestown, N. Y.	1216	250	483
WJW	Akron, Ohio	1210	250 (C. P., 850 5000)	515
WJZ	New York, N. Y.	770	50000	489
WJWC	Hammond, Ill.	1520	5000	411
WJZM	Clarksville, Tenn.	1400	250	561
WKAQ	San Juan, Puerto Rico	620	5000	605
WKAR	East Lansing, Mich.	870	5000	444
WKAT	Miami Beach, Fla.	1360	1000	386
WKBB	Dubuque, Ia.	1490	250	416
WKBH	La Crosse, Wisc.	1410	1000	596
WKBN	Youngstown, Ohio	570	5000 d., 500 n. (C.P. 5000)	527
WKBO	Harrisburg, Pa.	1230	250	540
WKBV	Richmond, Ind.	1490	100	413
WKBW	Buffalo, N. Y.	1520	50000	413
WKBZ	Muskegon, Mich.	1490	250	446
WKEU	Griffin, Ga.	1450	100	393
WKIP	Poughkeepsie, N. Y.	1450	250	501
WKMO	Kokomo, Ind.	1400	250	412
WKNE	Keene, N. H.	1290	5000	469
WKNY	Kingston, N. Y.	1490	450	484
WKOK	Sunbury, Pa.	1240	250	551
WKPA	New Kensington, Pa.	1150	250	541
WKPT	Kingsport, Tenn.	1400	250	562
WKRC	Cincinnati, Ohio	550	5000 d., 1000 n.	517
WKRO	Cairo, Ill.	1490	250	397
WKST	New Castle, Pa.	1280	1000	541
WKWK	Wheeling, W. Va.	1400	250	594
WKY	Oklahoma City, Okla.	930	5000 d., 1000 n. (C. P., 5000)	529
WKZO	Kalamazoo, Mich.	590	5000	446
WLAC	Nashville, Tenn.	1510	50000	565
WLAG	La Grange, Ga.	1240	250	393
WLAK	Lakeland, Fla.	1340	250	383
WLAN	Endicott, N. Y.	680	250	183
WLAP	Lexington, Ky.	1450	250	426
WLAV	Grand Rapids, Mich.	1340	250	415
WLAW	Lawrence, Mass.	698	5000	439
WLAY	Muscle Shoals City, Ala.	1450	250	349
WLB	Minneapolis, Minn.	770	5000	451
WLBC	Muncie, Ind.	1340	250	412
WLBL	Bowling Green, Ky.	1340	250	425
WLBL	Stevens Point, Wisc.	930	5000	601
WLBZ	Bangor, Me.	620	1000 d., 500 n. (C. P., 5000)	430
WLDS	Jacksonville, Ill.	1180	250	407
WLEU	Erie, Pa.	1450	250	539
WLIB	Brooklyn, N. Y.	1190	1000	481
WLLH	Lowell, Mass.	1400	250	440
WLNH	Laconia, N. H.	1340	250	469
WLOF	Orlando, Fla.	1230	250	386
WLOG	Logan, W. Va.	1230	250	593
WLOK	Lima, Ohio	1240	250	523
WLOL	Minneapolis, Minn.	1330	1000	451
WLPM	Suffolk, Va.	1450	250	586
WLS	Chicago, Ill.	890	50000	403
WLVA	Lynchburg, Va.	1230	250	583
WLW	Cincinnati, Ohio	700	50000	519
WMAL	Washington, D. C.	630	5000	380
WMAM	Marinette, Wisc.	570	250	597
WMAN	Mansfield, Ohio	1400	250	523
WMAQ	Chicago, Ill.	670	50000	405
WMAS	Springfield, Mass.	1450	250	440
WMAZ	Macon, Ga.	940	5000 d., 1000 and 250 d. C. P. 5000 d. and n.)	394

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WMBD	Peoria, Ill.	1170	500 d., 100 n.	407
WMBG	Richmond, Va.	1380	5000	581
WMBH	Joplin, Mo.	1450	250	459
WMBI	Chicago, Ill.	1110	5000	405
WMBO	Auburn, N. Y.	1340	250	479
WMBR	Jacksonville, Fla.	1400	250	383
WMBS	Uniontown, Pa.	590	1000	552
WMC	Memphis, Tenn.	790	5000	563
WMCA	New York, N. Y.	570	5000	491
WMEX	Boston, Mass.	1510	5000	437
WMFD	Wilmington, N. C.	1400	250	512
WMFF	Plattsburg, N. Y.	1340	250	499
WMFG	Hibbing, Minn.	1240	250	449
WMFJ	Daytona Beach, Fla.	1450	250	382
WMFR	High Point, N. C.	1230	250	509
WMGA	Moultrie, Ga.	1400	250	394
WMIN	St. Paul, Minn.	1400	250	453
WMIS	Natchez, Miss.	1490	250	457
WMJM	Cordele, Ga.	1490	250 d., 100 n.	393
WMMN	Fairmont, W. Va.	920	5000 d., 1000 n. (C. P. 5000)	593
WMOB	Mobile, Ala.	1230	250	318
WMOG	Brunswick, Ga.	1230	250	446
WMPC	Lapeer, Mich.	1460	1000 d., 500 n.	563
WMPS	Memphis, Tenn.	1490	250	558
WMRC	Greenville, S. C.	1490	250	558
WMRF	Lewistown, Pa.	1490	250	540
WMRN	Marion, Ohio	1490	250	523
WMRO	Aurora, Ill.	1280	250	397
WMST	Decatur, Ala.	1400	250	348
WMT	Cedar Rapids, Ia.	600	5000	414
WMUR	Manchester, N. H.	610	5000 d., 1000 n.	469
WMVA	Martinsville, Va.	1450	250	583
WNAB	Bridgeport, Conn.	1450	250	375
WNAC	Boston, Mass.	1260	5000 d., 100 n. (C. P. 5000 d. and n.	438
WNAD	Norman, Okla.	640	100	528
WNAX	Yankton, S. D.	570	5000 d., 1000 n. (C. P. 5000)	569
WNBC	Hartford, Conn.	1410	5000	375
WNBK	Binghamton, N. Y.	1290	5000	479
WNBH	New Bedford, Mass.	1340	250	440
WNBZ	Saranac Lake, N. Y.	1320	100	501
WNEL	San Juan, Puerto Rico	1320	5000	605
WNEW	New York, N. Y.	1130	10000	493
WNLC	New London, Conn.	1490	250	377
WNOE	New Orleans, La.	1450	250	428
WNOX	Knoxville, Tenn.	990	10000	562
WNYC	New York, N. Y.	830	1000	491
WOAI	San Antonio, Tex.	1200	50000	576
WOC	Davenport, Ia.	1450	250 (C.P. 1420 Kc.; 5000)	415
WOCB	Hyaannis, Mass.	1240	250	441
WOI	Ames, Ia.	640	5000	414
WOKO	Albany, N. Y.	1460	10000 d., 500 n.	479
WOL	Washington, D. C.	1260	100	381
WOLF	Syracuse, N. Y.	1490	250	503
WOLS	Florence, S. C.	1230	250	557
WOMI	Owensboro, Ky.	1490	250	426
WOMT	Manitowoc, Wisc.	1240	100	597
WOOD	Grand Rapids, Mich.	1300	5000	445
WOPI	Bristol, Tenn.	1490	250	561
WOR	New York, N. Y.	710	50000	494
WORC	Worcester, Mass.	1310	1000	441
WORD	Spartanburg, S. C.	1400	250	558
WORK	York, Pa.	1350	1000	553
WORL	Boston, Mass.	950	1000	438
WOSH	Oshkosh, Wisc.	1490	250	599

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WOSU	Columbus, Ohio	820	5000	521
WOV	New York, N. Y.	1280	5000	499
WOW	Omaha, Nebr.	590	5000	167
WQWO	Fort Wayne, Ind.	1190	10000	410
WPAB	Ponce, Puerto Rico	1370	1000	604
WPAD	Paducah, Ky.	1450	250	427
WPAB	Parkersburg, W. Va.	1450	250	594
WPAT	Paterson, N. J.	930	1000	475
WPAX	Thomasville, Ga.	1240	250	395
WPAY	Portsmouth, Ohio	1400	250	523
WPDQ	Jacksonville, Fla.	1270	5000	383
WPEN	Philadelphia, Pa.	950	5000	547
WPIC	Sharon, Pa.	700	1000	551
WPID	Petersburg, Va.	1240	250	584
WPRR	Mayaguez, Puerto Rico	990	5000 d., 10000 n.	604
WPRO	Providence, R. I.	630	5000	555
WPRP	Ponce, Puerto Rico	1420	250	605
WPTF	Raleigh, N. C.	680	50000	511
WQAM	Miami, Fla.	560	1000 (C. P. 5060)	385
WQAN	Scranton, Pa.	910	1000 d., 500 n.	551
WQBC	Vicksburg, Miss.	1390	1000	157
WQXR	New York, N. Y.	1560	5000 (C. P. 10000)	497
WRAK	Williamsport, Pa.	1400	250	552
WRAL	Raleigh, N. C.	1240	250	511
WRAW	Reading, Pa.	1340	250	551
WRBL	Columbus, Ga.	1230	250	392
WRC	Washington, D. C.	980	5000	381
WRDO	Augusta, Me.	1400	100	429
WRDW	Augusta, Ga.	1490	250 (C.P. 1480 Ke.: 5000)	392
WREC	Memphis, Tenn.	600	5000	565
WREN	Lawrence, Kans.	1250	5000 d., 1000 n.	421
WRGA	Rome, Ga.	1490	250	394
WRJN	Racine, Wisc.	1400	250	600
WRLC	Toccoa, Ga.	1450	250	395
WRNL	Richmond, Va.	910	5000	585
WROK	Rockford, Ill.	1440	1000 d., 500 n.	408
WROL	Knoxville, Tenn.	620	1000 d., 500 n.	563
WRB	Dallas, Tex.	1310	5000	570
WRRF	Washington, N. C.	930	1000	512
WREN	Warren, Ohio	1400	250	535
WRUF	Gainesville, Fla.	850	5000	382
WRVA	Richmond, Va.	1140	50000	585
WSAI	Cincinnati, Ohio	1360	5000	519
WSAJ	Grove City, Pa.	1340	100	539
WSAM	Saginaw, Mich.	1400	250	447
WSAN	Allentown, Pa.	1470	500 (J.P. 5000)	537
WSAP	Portsmouth, Va.	1490	250	584
WSAR	Fall River, Mass.	1180	1000	438
WSAU	Wausau, Wisc.	1400	250	601
WSAV	Savannah, Ga.	1340	250	394
WSAY	Rochester, N. Y.	1240	250	501
WSAZ	Huntington, W. Va.	930	1000 d., 250 n. (S.A. 1000 d., 100 n.)	593
WSB	Atlanta, Ga.	750	50000	391
WSBA	York, Pa.	900	1000	553
WSBC	Chicago, Ill.	1240	250	405
WSBT	South Bend, Ind.	960	1000	413
WSFA	Montgomery, Ala.	1440	1000 d., 500 n.	349
WSGN	Birmingham, Ala.	610	5000 d., 10000 n.	347
WSIX	Nashville, Tenn.	965	5000	565
WSJS	Winston-Salem, N. C.	600	250 (C.P. 5000)	513
WSKB	McComb, Miss.	1230	250	456
WSLB	Ogdensburg, N. Y.	1100	250	499
WSLI	Jackson, Miss.	1450	250	456
WSLS	Roanoke, Va.	1490	250	586

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WSM . . . .	Nashville, Tenn. . . . .	650	50000	565
WSMB . . . .	New Orleans, La. . . . .	1350	5000	428
WSNJ . . . .	Bridgeton, N. J. . . . .	1240	250	473
WSNY . . . .	Schenectady . . . . .	1240	250	503
WSOC . . . .	Charlotte, N. C. . . . .	1240	250	507
WSON . . . .	Henderson, Ky. . . . .	860	250	425
WSOO . . . .	Sault Ste. Marie, Mich. . . . .	1230	250 d., 100 n.	447
WSOY . . . .	Decatur, Ill. . . . .	1340	250	406
WSPA . . . .	Spartanburg, S. C. . . . .	950	5000 d., 1000 n.	558
WSPB . . . .	Sarasota, Fla. . . . .	1450	250	387
WSPD . . . .	Toledo, Ohio . . . . .	1370	5000	525
WSPR . . . .	Springfield, Mass. . . . .	1270	500	440
WSRR . . . .	Stamford, Conn. . . . .	1400	250	378
WSTP . . . .	Salisbury, N. C. . . . .	1490	250	512
WSTV . . . .	Steubenville, Ohio. . . . .	1310	250	525
WSUI . . . .	Iowa City, Ia. . . . .	910	5000	416
WSUN . . . .	St. Petersburg, Fla. . . . .	620	5000	387
WSVA . . . .	Harrisonburg, Va. . . . .	550	1000	582
WSYB . . . .	Rutland, Vt. . . . .	1380	1000	581
WSYR . . . .	Syracuse, N. Y. . . . .	570	5000	504
WTAD . . . .	Quincy, Ill. . . . .	930	1000	407
WTAG . . . .	Worcester, Mass. . . . .	580	5000	441
WTAL . . . .	Tallahassee, Fla. . . . .	1340	250 d., 100 n.	387
WTAM . . . .	Cleveland, Ohio . . . . .	1100	50000	1520
WTAQ . . . .	Green Bay, Wisc. . . . .	1360	5000	596
WTAR . . . .	Norfolk, Va. . . . .	790	5000	583
WTAW . . . .	College Station, Tex. . . . .	1150	1000	569
WTAX . . . .	Springfield, Ill. . . . .	1240	100	409
WTBO . . . .	Cumberland, Md. . . . .	820	250	435
WTCM . . . .	Traverse City, Mich. . . . .	1400	250	447
WTCN . . . .	Minneapolis, Minn. . . . .	1280	5000 d., 1000 n.	453
WTEL . . . .	Philadelphia, Pa. . . . .	1340	100	547
WHTT . . . .	Hartford, Conn. . . . .	1230	250	377
WTIC . . . .	Hartford, Conn. . . . .	1080	50000	377
WTJS . . . .	Jackson, Tenn. . . . .	1390	1000	562
WTMA . . . .	Charleston, S. C. . . . .	1250	250 (C.P. 1000)	556
WTMC . . . .	Ocala, Fla. . . . .	1490	100	386
WTMJ . . . .	Milwaukee, Wisc. . . . .	620	5000	599
WTMV . . . .	East St. Louis, Ill. . . . .	1490	250	406
WTNJ . . . .	Trenton, N. J. . . . .	1310	500	476
WTOC . . . .	Savannah, Ga. . . . .	1290	5000 d., 1000 n. (C.P. 5000)	394
WTOL . . . .	Toledo, Ohio . . . . .	1230	250	525
WTRC . . . .	Elkhart, Ind. . . . .	1340	250	409
WTRY . . . .	Troy, N. Y. . . . .	980	1000	504
WTSP . . . .	St. Petersburg, Fla. . . . .	1380	1000 d., 500 n.	387
WTM . . . .	Trenton, N. J. . . . .	920	1000	176
WWDC . . . .	Washington, D. C. . . . .	1450	250	381
WWJ . . . .	Detroit, Mich. . . . .	950	5000	444
WWL . . . .	New Orleans, La. . . . .	870	50000	428
WWNC . . . .	Asheville, N. C. . . . .	570	1000 (C.P. 5000)	506
WWNY . . . .	Watertown, N. Y. . . . .	790	1000	505
WWPG . . . .	Lake Worth, Fla. . . . .	1340	250	383
WWRL . . . .	Woodside, N. Y. . . . .	1600	250	505
WWSR . . . .	St. Albans, Vt. . . . .	1420	1000	581
WWSW . . . .	Pittsburgh, Pa. . . . .	1490	250	549
WWVA . . . .	Wheeling, W. Va. . . . .	1170	50000	594
WXYZ . . . .	Detroit, Mich. . . . .	1270	5000	444

# STATIONS BY CITIES

## ● MAJOR NETWORK AFFILIATIONS ●

*Key to Network Abbreviations: C—Columbia Broadcasting System; M—Mutual Broadcasting System; B—Blue Network Co.; N—National Broadcasting Co.*

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Aberdeen, S. D.	KABR	M	Austin, Texas	KNOW	B-M
Aberdeen, Wash.	KXRO	M		KTBC	
Abilene, Texas	KRBC	M	Baker, Ore.	KBKR	
Ada, Okla.	KADA	B	Bakersfield, Calif.	KERN	B
Akron, Ohio (Tallmadge)	WADC	C		KPMC	M
	WAKR	B	Baltimore, Md.	WBAL	N
	WJW	M		WCAO	C
Alamosa, Colo.	KGIW			WCBM	B
Albany, Ga.	WALB	M		WFBR	M
	WGPC	C		WITH	
Albany, N. Y.	WABY	M	Bangor, Me.	WABI	C
	WOKO	C		WLBZ	M-N
Albany, Oregon	KWIL	M	Bartlesville, Okla.	KWON	
Albert Lea, Minn.	KATE	M	Batavia, N. Y.	WBTA	
Albuquerque, N. M.	KGGM	C	Baton Rouge, La.	WJBO	B
	KOB	N	Battle Creek, Mich.	WELL	B
Alexandria, La.	KALB	B	Bay City, Mich.	WBCM	B
Allentown, Pa.	WCBA		Beaumont, Tex.	KFDM	B
	WSAN	N		KRIC	
Altoona, Pa.	WFBG	N	Beckley, W. Va.	WJLS	
Amarillo, Texas	KFDA	M	Bellingham, Wash.	KVOS	
	KGNC	N	Bend, Ore.	KBND	
Ames, Iowa	WOI		Berkeley, Calif.	KRE	
Anchorage, Alaska	KFQD		Bessemer, Ala.	WJLD	
Anderson, Ind.	WHBU		Beverly Hills, Calif.	KMPC	
Anderson, S. C.	WAIM	C	Big Spring, Tex.	KBST	M
Anniston, Ala.	WHMA	B	Billings, Mont.	KGHL	N
Appleton, Wisc.	WHBY	M	Binghamton, N. Y.	WNBF	C-M
Ardmore, Okla.	KVSO	B	Birmingham, Ala.	WAPI	C
Asbury Park, N. J.	WCAP			WBRC	N
Asheville	WISE	M-N		WSGN	B-M
	WWNC	C	Bismarck, N. D.	KFYR	N
Ashland, Ky.	WCM1	M	Bloomington, Ill.	WJBC	
Ashland, Wisc.	WATW	M	Bluefield, W. Va.	WHIS	N
Ashtabula, Ohio	WICA		Blytheville, Ark.	KLCN	
Astoria, Ore.	KAST	M	Boise, Ida.	KIDO	N
Atchison, Kans.	KVAK		Boone, Iowa	KFGQ	
Athens, Ga.	WGAU		Boston, Mass.	WBZ	N
Atlanta, Ga.	WAGA	B		WCOP	
	WATL	M		WEEI	C
	WGST	C		WHDH	B
	WSB	N		WMEX	
Atlantic City, N. J.	WBAB	C		WNAC	M
	WFPG			WORL	
Auburn, N. Y.	WMBO		Bowling Green, Ky.	WLB1	M
Augusta, Ga.	WGAC	B	Bozeman, Mont.	WRBM	N
	WRDW	C	Brady, Texas	KNEL	
Augusta, Me.	WRDO	M-N	Bridgeport, Conn.	WICC	M
Aurora, Ill.	WMRO			WNAB	B



City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Bridgeton, N. J.	WSNJ		Clarksburg, W. Va.	WBLK	N
Bristol, Tenn.	WOPI	N	Clarksville, Tenn.	WJZM	M
Brooklyn, N. Y.	WBBR		Clayton, Mo.	KFUO	
	WBYN		Cleveland, Ohio.	WCLE	M
	WLIB			WGAR	C
Brownsville, Texas	KEEW		Cleveland, Ohio.	WHK	B-M
Brownwood, Texas	KBWD			WTAM	N
Brunswick, Ga.	WMOG		Clinton, Ia.	KROS	
Buffalo, N. Y.	WBEN	N	Clovis, N. M.	KICA	
	WBNY		Coffeyville, Kans.	KGGF	B
	WEBR	B	College Station, Tex.	WTAW	
	WGR	M	Colorado Springs, Colo.	KVOR	C
	WKBW	C	Columbia, Mo.	KFRU	B
Burlington, Ia.	KBUR	B	Columbia, S. C.	WCOS	B-M
Burlington, N. C.	WBBB	M		WIS	N
Burlington, Vt.	WCAX	C	Columbus, Ga.	WRBL	C
Butler, Pa.	WISR		Columbus, Miss.	WCBI	
Butte, Mont.	KGIR	N	Columbus, Ohio.	WBNS	C
Cairo, Ill.	WKRO			WCOL	N
Calumet, Mich.	WHDF			WHKC	M
Camden, N. J.	WCAM			WOSU	
Canton, Ohio	WHBC	M	Concord, N. C.	WEGO	
Cape Girardeau, Mo.	KFVS		Cookeville, Tenn.	WHUB	
Carlsbad, N. M.	KAVE		Cordele, Ga.	WMJM	
Carthage, Ill.	WCAZ		Corpus Christi, Tex.	KEYS	
Casper, Wyoming	KDFN			KRIS	M-N
Cedar City, Utah	KSUB		Corsicana, Texas	KAND	
Cedar Rapids, Iowa	WMT	M-C	Corvallis, Ore.	KOAC	
Cedartown, Ga.	WGAA		Covington, Va.	WJMA	
Centralia-Chehalis, Wash.	KELA	M	Cumberland, Md.	WTBO	
Champaign, Ill.	WDWS		Dallas, Tex.	KRLD	C
Charleston, S. C.	WCSC	C		KSKY	
	WTMA	N		WFAA	N
Charleston, W. Va.	WCHS	C		WRR	M
	WGKV	N	The Dalles, Ore.	KODL	
Charlotte, N. C.	WAYS	B-M	Dalton, Ga.	WBLJ	M
	WBT	C	Danville, Ill.	WDAN	
	WSOC	N	Danville, Va.	WBTM	B-M
Charlottesville, Va.	WCHV	B	Davenport, Iowa	WOC	B
Chattanooga, Tenn.	WAPO	N	Dayton, Ohio	WHIO	C
	WDEF	B-M		WING	B
	WDOD	C	Daytona Beach, Fla.	WMFJ	B
Cheyenne, Wyo.	KFBC	B	Decatur, Ala.	WMSL	M
Chicago, Ill.	WAAF		Decatur, Ill.	WSOY	
	WAIT		Decorah, Iowa	KWLC	
	WBBM	C	Denton, Tex.	KDNT	
	WCFL		Denver, Colo.	KFEL	M
	WCRW			KLZ	C
	WEDC			KMYR	
	WENR	B		KOA	N
	WGES			KPOF	
	WGN	M		KVOD	B
	WJJD		Des Moines, Iowa	KRNT	C
	WLS	B		KSO	B-M
	WMAQ	N		WHO	N
	WMBI		Detroit, Mich.	WJBK	
	WSBC			WJLB	
Chico, Calif.	KHSL	M		WJR	C
Cicero, Ill.	WHFC			WWJ	N
Cincinnati, Ohio	WCKY	C		WXYZ	B
	WCPO		Devils Lake, N. D.	KDLR	M
	WKRC	M	Dodge City, Kans.	KGNO	
	WLW	B-N	Dotham, Ala.	WAGF	
	WSAI	B-N	Dublin, Texas	KFPL	
			Du Bois, Pa.	WCED	

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Dubuque, Ia.	KDTH	M	Gary, Ind.	WIND	
	WKBB	B	Gastonia, N. C.	WGNC	B
Duluth, Minn.	KDAL	C	Glendale, Calif.	KIEV	
	WEBC	N	Glenside, Pa.	WIBG	
Durango, Colo.	KIUP		Globe, Ariz.	KWJB	
Durham, N. C.	WDNC	C	Goldsboro, N. C.	WGBR	M
East Lansing, Mich.	WKAR		Grand Forks, N. D.	KFJM	
East St. Louis, Ill.	WTMV			KILO	M
Easton, Pa.	WEST	M	Grand Island, Nebr.	KMMJ	
Eau Claire, Wisc.	WEAU	N	Grand Junction, Colo.	KFXJ	M
El Centro, Calif.	KXO	M	Grand Rapids, Mich.	WASH	
El Dorado, Ark.	KELD	B		WLAV	M
Elizabeth City, N. C.	WCNC			WOOD	N
Elk City, Okla.	KASA		Grants Pass, Ore.	KUIN	
Elkhart, Ind.	WTRC		Great Bend, Kans.	KVGB	M
Elkins, W. Va.	WJRM		Great Falls, Mont.	KFBB	C
Elmira, N. Y.	WENY	M	Greeley, Colo.	KFKA	M
El Paso, Tex.	KROD	C	Green Bay, Wisc.	WTAQ	C
	KTSM	N	Greenfield, Mass.	WHAI	M
Emporia, Kans.	KTSW	M	Greensboro, N. C.	WBIG	C
Endicott, N. Y.	WLAN			WGBG	B
Enid, Okla.	KCRC	B	Greensburg, Pa.	WHJB	
Erie, Pa.	WERC	C	Greenville, Miss.	WJPR	
	WLEU	B-M	Greenville, N. C.	WGTC	M
Escanaba, Mich.	WDBC		Greenville, S. C.	WFBC	N
Eugene, Ore.	KORE	M		WMRC	B-M
Eureka, Calif.	KIEM	M	Greenwood, Miss.	WGRM	B
Evansville, Ind.	WEOA	C	Greenwood, S. C.	WCRS	N
	WGBF	N	Griffin, Ga.	WKEU	
Everett, Wash.	KEVE		Grove City, Pa.	WSAJ	
	KRKO	M	Gulfport, Miss.	WGCM	
Fairbanks, Alaska	KFAR		Hagerstown, Md.	WJEJ	M
Fairmont, W. Va.	WMMN	C	Hammond, Ind.	WJWC	
Fall River, Mass.	WSAR	M		WJOB	
Fargo, N. D.	WDAY	N	Hannibal, Mo.	KHMO	
Fayetteville, N. C.	WFNC	M	Harlan, Ky.	WHLN	
Fergus Falls, Minn.	KGDE	M	Harlingen, Texas	KGBS	
Findlay, Ohio	WFIN		Harrisburg, Ill.	WEBQ	
Fitchburg, Mass.	WEIM	M	Harrisburg, Pa.	WHP	C
Flint, Mich.	WFDF	B		WKBO	M-N
Florence, S. C.	WOLS	B-N	Harrisonburg, Va.	WSVA	
Fond du Lac, Wis.	KFIZ	M	Hartford, Conn.	WDRG	C
Fort Dodge, Ia.	KVFD	M		WNBC	B
Fort Lauderdale, Fla.	WFTL	M		WTHT	M
Fort Myers, Fla.	WFTM			WTIC	N
Fort Smith, Ark.	KFPW		Hastings, Nebr.	KHAS	
Fort Wayne, Ind.	WGL	N	Hato Rey, Puerto Rico	WIAC	
	WOWO	B	Hattiesburg, Miss.	WFOR	N
Fort Worth, Tex.	KFJZ	M	Hazleton, Pa.	WAZL	M
	KGKO	B	Helena, Ark.	KPFA	
	WBAP	N	Helena, Mont.	KPFA	N
Frederick, Md.	WFMD		Henderson, Ky.	WSON	
Fredericksburg, Va.	WFVA		Herrin, Ill.	WJPF	
Fremont, Mont.	KORN		Hibbing, Minn.	WMFG	N
Freeport, N. Y.	WGBB		Hickory, N. C.	WHKY	B
Fresno, Calif.	KARM	C	High Point, N. C.	WMFR	B
	KMJ	N	Hilo, Hawaii	KHBC	C-M
	KFRE	M	Hobbs, N. M.	KWEW	
Gadsden, Ala.	WJBY	M	Holyoke, Mass.	WHYN	M
Gainesville, Fla.	WRUF	M	Honolulu, Hawaii	KGMB	C-M
Gainesville, Ga.	WGGA			KGU	N
Galesburg, Ill.	WGIL		Hopkinsville, Ky.	WHOP	
Galveston, Texas	KLUF		Hot Springs, Ark.	KTHS	B
Garden City, Kans.	KIUL			KWFC	M
			Houston, Texas	KPRC	N

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	KTRH	C	Lakeland, Fla.	WLAK	N
	KXYZ	B-M	Lake Worth, Fla.	WWPG	B-M
Huntington, W. Va.	WSAZ		Lancaster, Pa.	WGAL	M-N
Huntsville, Ala.	WBHP	M	Lansing, Mich.	WJIM	B
Huntsville, Tex.	KSAM		Lapeer, Mich.	WMPC	
Hutchinson, Kans.	KWBW	N	Laredo, Tex.	KPAB	
Hyannis, Mass.	WOCB		Las Vegas, N. M.	KFUN	
Idaho Falls, Ida.	KID		Las Vegas, Nev.	KENO	
Indianapolis, Ind.	WFBM	C	Laurel, Miss.	WAML	N
	WIBC	M	Lawrence, Kans.	KFKU	
	WIRE	N		WREN	B
	WISH	B	Lawrence, Mass.	WLAW	C
Iowa City, Iowa	WSUI		Lawton, Okla.	KSWO	
Ironwood, Mich.	WJMS	M	Lewiston, Ida.	KRLC	
Ithaca, N. Y.	WHCU	C	Lewiston, Me.	WCOU	M
Jackson, Mich.	WIBM	B	Lewistown, Pa.	WMRF	N
Jackson, Miss.	WJDX	N	Lexington, Ky.	WLAP	M
	WSLI	B	Lihue, Hawaii	KTOH	
Jackson, Tenn.	WTJS	M	Lima, Ohio	WLOK	N
Jacksonville, Fla.	WJAX	N	Lincoln, Nebr.	KFAB	C
	WJHP	B-M		KFOR	B-M
	WMBR	C	Little Rock, Ark.	KARK	N
	WPDQ			KGHI	B-M
Jacksonville, Ill.	WLDS			KLRA	C
Jamestown, N. Y.	WJTN	B	Logan, Utah	KVNU	
Jamestown, N. D.	KSJB	M	Logan, W. Va.	WLOG	
Janesville, Wisc.	WCLO	M	Long Beach, Calif.	KFOX	
Jefferson City, Mo.	KWOS	M		KGFR	
Jerome, Ariz.	KCRJ		Longview, Texas	KFRO	
Jersey City, N. J.	WAAT		Longview, Wash.	KWLK	M
	WHOM		Los Angeles, Calif.	KECA	B
Johnson City, Tenn.	WJHL	B		KFAC	
Johnstown, Pa.	WJAC	N		KFI	N
Joliet, Ill.	WCLS			KFSG	
Jonesboro, Ark.	KBTM	M		KFVD	
Joplin, Mo.	WMBH	M		KFWB	
Juneau, Alaska	KINY			KGFI	
Kalamazoo, Mich.	WKZO	C		KHJ	M
Kalispell, Mont.	KGEZ			KMTR	
Kansas City, Kans.	KCKN			KNX	C
Kansas City, Mo.	KCMO	B		KRKD	
	KMBC	C	Louisville, Ky.	WAVE	N
	WDAF	N		WHAS	C
	WHB	M		WINK	
Kearney, Nebr.	KGFW			WINN	B
Keene, N. H.	WKNE	C	Lowell, Ariz.	KSUN	
Ketchikan, Alaska	KTKN	M	Lowell, Mass.	WLLH	M
Kilgore, Texas	KOCA		Lubbock, Texas	KFYO	M
Kingsport, Tenn.	WKPT	N	Lufkin, Texas	KRA	
Kingston, N. Y.	WKNY		Lynchburg, Va.	WLVA	B-M
Kinston, N. C.	WFTC	B	Macon, Ga.	WBML	M
Klamath Falls, Ore.	KFJI	M		WMAZ	C
Knoxville, Tenn.	WBIR	B-M	Madison, Wisc.	WHA	
	WNOX	C		WIBA	N
	WROL	N	Manchester, N. H.	WFEA	M-N
Kokomo, Ind.	WKMO			WMUR	B
Laconia, N. H.	WLNH	M	Mandan, N. D.	KGCU	M
LaCrosse, Wisc.	WKBK	N	Manhattan, Kans.	KSAC	
Lafayette, Ind.	WASK		Manitowoc, Wisc.	WOMT	
Lafayette, La.	KVOL		Mankato, Minn.	KYSM	N
La Grange, Ga.	WLAG	M	Mansfield, Ohio	WMAN	
La Grande, Ore.	KLBM		Marblehead, Mass.	WESX	
La Junta, Colo.	KOKO		Marion, Ohio	WMRN	
Lake Charles, La.	KPLC		Marquette, Mich.	WDMJ	

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Marrinette, Wisc.	WMAM			WSMB	N
Marshalltown, Ia.	KFJB			WWL	C
Marshfield, Ore.	KOOS	M	Newport News, Va.	WGH	B-M
Martinsville, Va.	WMVA	N	New York	WABC	C
Marysville, Calif.	KMYC	M		WBNX	
Mason City, Iowa	KGLO	C		WEAF	N
Mayaguez, P. R.	WPRA			WEVD	
McComb, Miss.	WSKB			WHN	
Medford, Ore.	KMED	M		WINS	
Medford, Wisc.	WIGM			WJZ	B
Memphis, Tenn.	WHBQ			WMCA	
	WMC	N		WNEW	
	WMPS	B-M		WNYC	
	WREC	C		WOV	
Merced, Calif.	KYOS	M		WOR	M
Meridian, Miss.	WCOC	C		WQXR	
Miami, Fla.	WIOD	N	Niagara Falls, N. Y.	WHLD	
	WQAM	C	Norfolk, Nebr.	WJAG	
Miami Beach, Fla.	WKAT	B	Norfolk, Va.	WTAR	N
Middletown, N. Y.	WALL		Norman, Okla.	WNAD	
Midland, Texas	KRLH	M	Northfield, Minn.	WCAL	
Miles City, Mont.	KRJJ		North Platte, Neb.	KGNF	
Milwaukee, Wisc.	WEMP	B	Oakland, Calif.	KLS	
	WISN	C		KLX	
	WTMJ	N		KROW	
Minneapolis, Minn.	WCCO	C	Ocala, Fla.	WTMC	B
	WDGY		Ogden, Utah.	KLO	M
	WLB		Ogdensburg, N. Y.	WSLB	
	WLQL	M	Oklahoma City, Okla.	KOCY	M
	WTCN	B		KOMA	C
Minot, N. D.	KLPM	M		KTOK	B
Missoula, Mont.	KGVO	C		WKY	N
Mobile, Ala.	WALA	N	Okmulgee, Okla.	KHBG	
	WMOB	B-M	Olean, N. Y.	WHDL	B
Modesto, Calif.	KTRB		Olympia, Wash.	KGY	M
Monroe, La.	KMLB	B	Omaha, Nebr.	KBON	M
Monterey, Calif.	KDON	M		KOIL	C
Montgomery, Ala.	WCOV	C		KOWH	B
	WSFA	N		WOW	N
Moorhead, Minn.	KVOX	M	Opelika, Ala.	WJHO	M
Morgantown, W. Va.	WAJR		Orlando, Fla.	WDBO	C
Moultrie, Ga.	WMGA			WLOF	E
Muncie, Ind.	WLBC		Oshkosh, Wisc.	WOSH	B
Muscle Shoals City, Ala.	WLAY	M	Ottumwa, Iowa	KBIZ	
Muskegon, Mich.	WKBZ		Owensboro, Ky.	WOMI	
Muskogee, Okla.	KBIX	B	Paducah, Ky.	WPAD	
Nampa, Ida.	KFXD		Palestine, Tex.	KNET	
Nashville, Tenn.	WLAC	C	Pampa, Texas	KPDN	
	WSIX	B-M	Panama City, Fla.	WDLP	
	WSM	N	Paris, Texas	KPLT	M
Natchez, Miss.	WMIS		Parkersburg, W. Va.	WPAR	C
New Albany, Ind.	WGRC	M	Pasadena, Calif.	KPAS	
Newark, N. J.	WHBI			KPPC	
New Bedford, Mass.	WNBH	M		KWKW	
New Berne, N. C.	WHIT		Paterson, N. J.	WPAT	
New Britain, Conn.	WNBC	B	Pawtucket, R. I.	WFCI	B
Newburgh, N. Y.	WGNV		Pawtucket, R. I.	WFCI	M
New Castle, Pa.	WKST		Pecos, Texas	KIUN	
New Haven, Conn.	WELI	B	Pendleton, Ore.	KWRC	
New Kensington, Pa.	WKPA		Pensacola, Fla.	WCOA	N
New London, Conn.	WNLC	M	Peoria, Ill.	WMBD	C
New Orleans, La.	WDSU	B	Petersburg, Va.	WPID	
	WJBW		Philadelphia, Pa.	KYW	N
	WNOE	M		WCAU	C

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	WDAS		Richmond, Ind.	WKBV	
	WFIL	B	Richmond, Va.	WBBL	
	WHAT			WMBG	N
	WIBG			WRNL	B-M
	WIP	M		WRVA	C
	WPEN		Riverside, Calif.	KPRO	
	WTEL		Roanoke, Va.	WDBJ	C
Phoenix, Ariz.	KOY	C		WSLS	B-M
	KPHO		Roanoke Rapids, N. C.	WCBT	B
	KTAR	N	Rochester, Minn.	KROC	N
Pierre, S. D.	KGFX		Rochester, N. Y.	WHAM	B
Pine Bluff, Ark.	KOTN	M		WHEC	C
Pittsfield, Mass.	WBRK	M		WSAY	M
Pittsburg, Kans.	KOAM	N	Rockford, Ill.	WROK	M
Pittsburgh, Pa.	KDKA	N	Rock Island, Ill.	WHBF	M
	KQV	B	Rock Springs, Wyo.	KVRS	
	WCAE	M	Rocky Mount, N. C.	WEED	B
	WJAS	C	Rome, Ga.	WRGA	
	WWSW		Roseburg, Ore.	KRNR	M
Plattsburg, N. Y.	WMFF	B	Roswell, N. M.	KGFL	
Pocatello, Ida.	KSEI	N	Royal Oak, Mich.	WEXL	
Ponca City, Okla.	WBBZ		Rutland, Vt.	WSYB	M
Ponce, Puerto Rico	WPAB		St. Albans, Vt.	WWSR	
	WPRP		St. Augustine, Fla.	WFOY	C
Pontiac, Mich.	WCAR		St. Cloud, Minn.	KFAM	N
Poplar Bluff, Mo.	KWOC		St. Joseph, Mo.	KFEQ	B
Port Arthur, Tex.	KPAC	M	St. Louis, Mo.	KMOX	C
Port Huron, Mich.	WHLS			KSD	N
Portland, Me.	WCSH	N		KWK	M
	WGAN	C		KXOK	B
Portland, Ore.	KALE	M		WEW	
	KBPS			WIL	
	KEX	B	St. Paul, Minn.	KSTP	N
	KGW	N		WMIN	
	KOIN	C	St. Petersburg, Fla.	WSUN	B
	KWJJ			WTSP	M
	KXL		Sacramento, Calif.	KFBK	B
Portsmouth, N. H.	WHEB			KROY	C
Portsmouth, Ohio	WPAY	M	Safford, Ariz.	KGLU	N
Portsmouth, Va.	WSAP	M	Saginaw, Mich.	WSAM	N
Poughkeepsie, N. Y.	WKIP	B	Salem, Ore.	KSLM	
Powell, Wyo.	KPOW		Salina, Kans.	KSAL	M
Poynette, Wisc.	WIBU	M	Salisbury, Md.	WBOC	M
Prescott, Ariz.	KYCA		Salisbury, N. C.	WSTP	M
Presque Isle, Me.	WAGM		Salt Lake City, Utah	KDYL	N
Price, Utah	KEUB	M		KSL	C
Providence, R. I.	WEAN	M		KUTA	B
	WJAR	N	San Angelo, Tex.	KGKL	M
	WPRO	C	San Antonio, Tex.	KABC	B-M
Provo, Utah	KOVO	M		KMAC	
Pueblo, Colo.	KGHF	B		KONO	
Pullman, Wash.	KWSC			KTSA	C
Quincy, Ill.	WTAD	C		WOAI	N
Racine, Wisc.	WRJN	M	San Bernardino, Calif.	KFXM	M
Raleigh, N. C.	WPTF	N	San Diego, Calif.	KFMB	
	WRAL	M		KFSD	B
Rapid City, S. D.	KOBH			KGB	M
	WCAT		San Francisco, Calif.	KFRC	M
Reading, Pa.	WEEU	N		KGO	B
	WRWA	N		KJBS	
Red Bank, N. J.	WBRB			KPO	N
Redding, Calif.	KVCV	M		KSAN	
Reno, Nev.	KOH	B		KSFO	
Rice Lake, Wisc.	WJMC			KYA	
			San Jose, Calif.	KQW	C
			San Juan, Puerto Rico	WKAQ	C
				WNEI	
			San Luis Obispo, Calif.	KVEC	M
			Santa Ana, Calif.	KVOE	M
			Santa Barbara, Calif.	KDB	M
				KTMS	B
			Santa Fe, N. M.	KVSF	C
			Santa Rosa, Calif.	KSRO	
			Saranac Lake, N. Y.	WNBZ	B
			Sarasota, Fla.	WSPB	
			Sault Ste. Marie, Mich.	WSOO	
			Savannah, Ga.	WSAV	N
				WTOC	C



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Schenectady, N. Y.	WGY	N	Tucson, Ariz.	KTUC	C
	WSNY			KVOA	N
Scottsbluff, Nebr.	KGKY		Tucumcari, N. M.	KTNM	
Scranton, Pa.	WARM	B-M	Tulsa, Okla.	KOME	B-M
	WGBI	C		KTUL	C
	WQAN			KVOO	N
Seattle, Wash.	KEVR		Tuscaloosa, Ala.	WJRD	
	KIRO	C	Tuscola, Ill.	WDZ	
	KJR	B	Twin Falls, Ida.	KTFI	N
	KOL	M	Tyler, Texas	KGKB	
	KOMO	N	Uniontown, Pa.	WMBS	C
	KRSC		Urbana, Ill.	WILL	
	KTW		Utica, N. Y.	WIBX	C
	KXA		Valdosta, Ga.	WGOV	M
Sedalia, Mo.	KDRO		Valley City, N. D.	KOVC	
Selma, Ala.	WHBB	M	Vancouver, Wash.	KVAN	
Sharon, Pa.	WPIC		Vermilion, S. D.	KUSD	
Shawnee, Okla.	KGFF	B	Vernon, Texas	KVWC	M
Sheboygan, Wisc.	WHBL	M	Vicksburg, Miss.	WQBC	B
Shenandoah, Ia.	KFNF		Victoria, Texas	KVIC	
	KMA	B	Vincennes, Ind.	WAOV	
Sheridan, Wyo.	KWYO		Virginia, Minn.	WHLB	N
Sherman, Texas	KRRV	M	Visalia, Calif.	KTKC	R
Shreveport, La.	KRMD	B	Waco, Texas	WACO	B-M
	KTBS	N	Wallace, Ida.	KWAL	M
	KWKH	C	Walla Walla, Wash.	KUI	
Siloam Springs, Ark.	KUOA		Warren, Ohio	WRRN	
Sioux City, Ia.	KSCJ	B	Washington, D. C.	WINX	
	KTRI	M		WJSV	C
Sioux Falls, S. D.	KELO	N		WMAL	B
	KSOO	N		WOL	M
South Bend, Ind.	WSBT	C		WRC	N
Spartanburg, S. C.	WORD	B		WWDC	
	WSPA	C	Washington, N. C.	WRRF	B
Spencer, Ia.	KICD		Washington, Pa.	WJPA	
Spokane, Wash.	KFIO	M	Waterbury, Conn.	WATR	M
	KFPY	C		WBRY	C
	KGA	B	Waterbury, Vt.	WDEV	
	KHQ	N	Waterloo, Ia.	KXEL	B
Springfield, Ill.	WCBS	B	Watertown, N. Y.	WATN	
	WTAX			WNNY	
Springfield, Mass.	WBZA	N	Watertown, S. D.	KWAT	
	WMAS	C	Watsonville, Calif.	KHUB	
	WSPR	B	Wausau, Wisc.	WSAU	M
Springfield, Mo.	KGBX	N	Waycross, Ga.	WAYX	
	KTTS	M	Welch, W. Va.	WBRW	
	KWTO		Wenatchee, Wash.	KPGV	B
Springfield, Ohio	WIZE	B	Weslaco, Texas	KRGV	M-N
Stamford, Conn.	WSRR		West Palm Beach, Fla.	WJNO	C
Sterling, Colo.	KGEK		West Point, Ga.	WDAK	M
Steubenville, Ohio	WSTV	M	West Lafayette, Ind.	WBAA	
Stevens Pt., Wisc.	WLBL		Wheeling, W. Va.	WKWK	C
Stockton, Calif.	KGDM	C		WWVA	B
	KWG	B	White Plains, N. Y.	WFAS	
Suffolk, Va.	WLPN		Wichita, Kans.	KANS	N
Sumter, S. C.	WRIG	B		KFBI	B
Sunbury, Pa.	WKOK			KFH	C
Superior, Wisc.	WDSM	M	Wichita Falls, Tex.	KWFT	C
Sweetwater, Tex.	KXOX		Wilkes-Barre, Pa.	WBAX	M
Sydney, Mont.	KGCX			WBRE	N
Syracuse, N. Y.	WAGE	B M	Williamson, W. Va.	WBTH	
	WFBL	C	Williamsport, Pa.	WRAK	M
	WOLF		Willmar, Minn.	KWLM	N
	WSYR	N	Wilmington, Del.	WDEL	N
Tacoma, Wash.	KMO	M		WILM	M
	KTBI		Wilmington, N. C.	WMFD	B
	KVI		Wilson, N. C.	WGTM	M
Tallahassee, Fla.	WTAL		Winchester, Va.	WINC	B
Tampa, Fla.	WDAF	C	Winona, Minn.	KWNO	M
	WFLA	N	Winston Salem, N. C.	WAIR	B-M
	WKGA			WSIS	N
Temple, Texas	KTEM	M	Wisconsin Rapids, Wisc.	WFHR	M
Terre Haute, Ind.	WBOW	N	Woodside, N. Y.	WWRL	
Terxarkana, Tex.	KCMC	M	Worcester, Mass.	WAAB	M
Thomasville, Ga.	WPAX			WORC	B
Toccoa, Ga.	WRLC			WTAG	C
Toledo, Ohio	WSPD	N	Yakima, Wash.	KIT	M
	WTOL	B	Yankton, S. Dak.	WNAX	C
Topeka, Kans.	WIBW	C	York, Pa.	WORK	M-N
Traverse City, Mich.	WTCM			WSBA	
Trenton, N. J.	WTNJ		Youngstown, Ohio	WFMJ	B
	WTTM			WKBN	C
Troy, N. Y.	WHAZ		Yuma, Ariz.	KYUM	N
	WTRY	B	Zanesville, Ohio	WHIZ	N
			Zarephath, N. J.	WAWZ	

# ALABAMA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

## W H M A

ANNISTON—EST. 1938

BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By..... Harry M. Ayers  
Address ..... Radio Building, 1330 Noble St.  
Phone Number..... 2380  
Transmitter Location..... Radio Building,  
1330 Noble St.

Time on the Air..... 6 a.m. to 12 midnight  
Newspaper Affiliation..... Anniston Star  
News Service..... AP, UP  
Representative..... Sears & Ayer, Inc.

### Personnel

Owner ..... Harry M. Ayers  
Station-Commercial Manager..... J. W. Bultram  
Program-Musical Director..... Hugh Webb  
Publicity Director..... Malcolm Street  
Chief Announcer..... Frank McClean  
Chief Engineer..... James Hudson

## W J L D

BESSEMER—EST. 1942

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By..... J. Leslie Doss  
Address ..... Hotel Gary  
Phone Number..... 2300; 2301  
Transmitter Location..... Blue Lake Site  
Time on the Air..... 6 a.m. to 11 p.m.  
News Service..... AP  
Transcription Service..... World Broadcasting  
System

### Personnel

Owner ..... J. Leslie Doss  
Manager..... J. "Ed" Reynolds  
Sales Promotion-Program  
Director..... Leland Childs  
Production Manager..... Byrl Cooley  
Chief Engineer..... Einer Larsen

## W A P I

BIRMINGHAM—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1070 Kc. Power: 5000 Watts  
Owned By..... Alabama Polytechnic In-  
stitute, University of Alabama, Alabama  
College.

Operated By..... Voice of Alabama, Inc.  
Address ..... Protective Life Bldg.  
Phone Number..... 3-8116  
Studio Addresses..... Protective Life Bldg.;  
University of Alabama Campus, Tuscaloosa;  
Alabama College Campus, Montevallo.

Transmitter Location..... Sandusky, Ala.  
Time on the Air: 6 a.m. to 12 midnight; Sun-  
days, 8 a.m. to 12 midnight  
News Service..... UP  
Representative..... Radio Sales

### Personnel

Chairman of Board..... Ed Norton  
President-General Manager..... Thad Holt  
National Sales & Promotion  
Manager..... H. H. Holthouser  
Program Director-Chief  
Announcer..... Lionel Baxter  
Production Manager..... Stuart Mims  
Publicity Director..... Mary Bennett  
Agricultural Editor..... Jim Romine  
Production Consultant..... John Carlile  
Musical Director..... Clo McAlpin  
Chief Engineer..... N. S. Hurley

## W B R C

BIRMINGHAM—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 960 Kc. Power: 5000 Watts  
Owned-Operated By..... Birmingham Broadcast-  
ing Co., Inc.  
Address..... Second Avenue at  
Eighteenth Street N.  
Phone Number..... 3-9293  
Transmitter Location..... 2400 Arkadelphia Rd.  
Time on the Air..... Unlimited license  
Transcription Service..... Standard Radio;  
Langworth Supplement  
Representative..... Paul H. Raymer Co.

### Personnel

President..... K. G. Marshall  
General Manager..... J. C. Bell  
Ass't Manager..... John M. Connolly

## W S G N

BIRMINGHAM—EST. 1925

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc. Power: 5000 d.; 1000 n.  
Owned-Operated by..... The Birmingham  
News Co.

Address..... Dixie Carlton Hotel  
Phone Number..... 4-3434  
Transmitter Location..... Alabama State  
Fair Grounds  
Time on the Air: 6 a.m. to 12 midnight; Sun-  
days, 7 a.m. to 12 midnight  
Newspaper Affiliation..... Birmingham News;  
Birmingham Age-Herald  
News Service..... AP

Transcription Service.....NBC Thesaurus,  
Langworth; Davis & Schwegler  
Representative.....Headley-Reed Co.

**Personnel**

V-P. and Gen. Mgr.....Henry P. Johnston  
Assistant to Manager.....Evelyn Hicks  
Sales Promotion Manager.....Bob Venn  
Program Director.....Bill Terry  
Musical Director.....Larry Yester  
Traffic Manager.....Josephine Marlow  
Chief Engineer.....P. B. Cram

**W M S L**

DECATUR—EST. 1935

MUTUAL BROADCASTING SYSTEM  
KEYSTONE BROADCASTING SYSTEM

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

Address.....Mutual Savings Life Bldg.  
Phone Number.....802-3-4  
Transmitter Location.....Mutual Savings Life Bldg.  
Time on the Air.....16¼ hours daily  
News Service.....UP  
Transcription Service.....World Broadcasting  
System

Representative.....Headley-Reed Co.

**Personnel**

President.....Melvin Hutson  
Secretary-Treasurer.....Clyde Hendrix  
Station-Commercial Manager.....Curtis Gover  
Program-Publicity Manager.....Genevra Hough  
Bell  
Production Manager-Chief  
Announcer.....John L. Slatton  
Chief Engineer.....Calloway M. Callicott

**W A G F**

DOTHAN—EST. 1933

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Dothan Broadcasting  
Company

Address.....204½ E. Main Street  
Phone Number.....1430  
Transmitter Location.....Headland Highway,  
Dothan

Time on the Air.....Daytime license  
Newspaper Affiliation.....Dothan Eagle  
Transcription Service.....Standard Radio

**Personnel**

Station Manager.....Julian C. Smith  
Commercial Manager.....Fred Moseley

**W J B Y**

GADSDEN—EST. 1928

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Gadsden Broadcast-  
ing Co.

Address.....108 Broad Street  
Phone Number.....88  
Transmitter Location.....108 Broad Street  
Time on the Air.....7 a.m. to 12 midnight  
News Service.....Transradio  
Representative.....Sears & Ayer

**Personnel**

President.....B. H. Hopsor

**W B H P**

HUNTSVILLE—EST. 1937

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power 250 Watts  
Owned-Operated By.....W. H. Pollard  
Address.....318 W. Clinton St.  
Phone Number.....313  
Transmitter Location.....1½ West of Huntsville  
Time on the Air.....Unlimited license

**Personnel**

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

**W A L A**

MOBILE—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 1410 Kc.....Power: 5000 Watts  
Owned By.....W. O. Pape  
Operated By.....Pape Broadcasting Co.  
Address.....106 St. Joseph St., AT&N  
Railroad Bldg.

Phone Number.....Dexter 3-3787  
Transmitter Location.....Cochrane Bridge Cause-  
way, Baldwin County

Time on the Air.....6 a.m. to 11:05 p.m.  
News Service.....AP  
Transcription Service.....Standard Radio  
Representative.....Headley-Reed Co.

**Personnel**

Owner.....W. O. Pape  
Station Manager.....H. K. Martin  
Program Director-Chief  
Announcer.....Charles Saunders  
Musical Director.....Agnes Pirtle  
Chief Engineer.....Raymond Hurley

**W M O B**

MOBILE—EST. 1939

MUTUAL BROADCASTING SYSTEM  
BLUE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....S. B. Quigley  
Business Address.....600 St. Louis St.,  
(Quigley Building)

Phone Number.....Belmont 2-4566  
Studios Addresses.....600 St. Louis St.;  
Transmitter Location.....600 St. Louis St.  
Time on the Air.....7 a.m. to 11 p.m.  
News Service.....UP  
Transcription Service.....NBC Thesaurus  
Representative.....Sears & Ayer, Inc.

**Personnel**

Owner-Manager.....S. B. Quigley  
 Commercial Manager.....F. E. Busby  
 Program-Production Director...Wallace Dunlap  
 Chief Engineer.....T. L. Greenwood

**W C O V**

**MONTGOMERY—EST. 1939**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By....Capital Broadcasting  
 Company, Inc.

Business Address.....2 Montgomery St.  
 Phone Number.....5781  
 Studio Address.....Exchange Hotel  
 Transmitter Location....Narrow Lane Road,  
 Montgomery

Time on the Air.....17 hours daily  
 News Service.....INS  
 Transcription Service.....C. P. Mac Gregor  
 Representative.....Howard H. Wilson Co.

**Personnel**

Manager.....G. W. Covington, Jr.  
 Executive Secretary.....Evelyn B. Robinson  
 Sales Manager.....R. B. Raney  
 Sales Promotion Manager...John C. Hughes  
 Program-Musical Director.....Joe Byars  
 Chief Announcer.....Luke Tanner  
 Chief Engineer.....W. D. Weatherly

**W S F A**

**MONTGOMERY—EST. 1930**

**NATIONAL BROADCASTING CO.**

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

Owned-Operated By.....Montgomery  
 Broadcasting Co., Inc.

Address.....Jefferson Davis Hotel  
 Phone Number.....8361  
 Transmitter Location....Narrow Lane Road,  
 Time on the Air.....6 a.m. to 10:30 p.m.  
 News Service.....UP  
 Transcription Service.....NBC Thesaurus  
 Representative.....Headley-Reed Co.

**Personnel**

President-General Manager...Howard E. Pill  
 Station Director.....John B. DeMotte  
 Local Sales Manager.....W. W. Hunt  
 Program-Musical Director...Caldwell Stewart  
 Chief Announcer.....Robert Hope  
 Chief Engineer.....Cliff Shelkofsky

**W L A Y**

**MUSCLE SHOALS CITY—EST. 1933**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Muscle Shoals  
 Broadcasting Corporation

Address.....East Second St.

Phone Number.....Sheffield 1450  
 Transmitter Location....Muscle Shoals, Ala.  
 Time on the Air.....6:45 a.m. to 11 p.m.  
 News Service.....UP  
 Transcription Service.....C. P. MacGregor  
 Representative.....Sears & Ayer

**Personnel**

Station Manager.....E. J. Sperry  
 Program Director.....Miranda Jeff  
 Chief Engineer.....Glenn Boatright

**W J H O**

**OPELIKA—EST. 1940**

**MUTUAL BROADCASTING SYSTEM**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1400 Kc.....Power 250 d.; 100 n.  
 Owned-Operated By.....Opelika-Auburn  
 Broadcasting Co.

Address.....1400 Auburn Road  
 Phone Number.....750-751  
 Transmitter Location....1400 Auburn Road  
 Time on the Air.....Unlimited license

**W H B B**

**SELMA—EST. 1935**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1490 Kc.....Power: 100 Watts  
 Owned-Operated By....Selma Broadcasting  
 Company, Inc.

Business Address.....209 Washington St.  
 Phone Number.....1233  
 Studio Address.....209 Washington St.,  
 Selma, Ala.

Transmitter Location....Seventh Ave., North  
 Time on the Air.....7:30 a.m. to 11 p.m.  
 Representative.....Sears & Ayer, Inc.

**Personnel**

President.....B. H. Hopson  
 Vice-President-Station Mgr....Julien Smith, Jr.  
 Sales Promotion-Production  
 Manager.....Erin Reynolds  
 Program Director.....Marshall Parsons  
 Chief Announcer.....James Stanley  
 Chief Engineer.....Edmond Jackson

**W J R D**

**TUSCALOOSA—EST. 1936**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....James R. Doss, Jr.  
 Address.....First National Bank Bldg.  
 Phone Number.....4464-65  
 Transmitter Location....Jug Factory &  
 Greensboro Roads

Time on the Air.....Unlimited license  
 Transcription Service....World Broadcasting  
 System, C. P. MacGregor

Representative.....Headley-Reed Co.,

**Personnel**

Manager.....J. Ed. Reynolds

# ARIZONA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

## KWJB

GLOBE—EST. 1938

ARIZONA BROADCASTING CO.

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Bartley T. Sims,  
d/b Sims Broadcasting Co.  
Business Address: Globe  
Phone Number: Globe 41  
Studio Address: Hotel Globe  
Transmitter Location: 1 Mile South on  
County Road  
Time on the Air: Unlimited license

### Personnel

Owner-Manager: Bartley T. Sims

## KCRJ

JEROME—EST. 1930

ARIZONA BROADCASTING CO.

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Central Arizona  
Broadcasting Co.  
Address: 811 Main St.  
Phone Number: Jerome 88  
Transmitter Location: 811 Main St.  
Time on the Air: Unlimited license  
Newspaper Affiliation: Prescott Evening  
Courier

### Personnel

President: Della Tovrea Stuart  
Manager: Howard Kuhn

## KSUN

LOWELL—EST. 1933

ARIZONA NETWORK

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Copper Electric Co.  
Address: Lowell, Ariz.  
Phone Number: Lowell 9  
Transmitter Location: Lowell, Ariz.  
Time on the Air: 7 a.m. to 11 p.m.  
News Service: PA  
Representative: John Blair & Co.

### Personnel

Station Manager: Carleton W. Morris  
Commercial Manager: John Hickman  
Program Director: Esther Morris  
Production Manager: Marion McKinney  
Chief Engineer: Earl Hickman

## KOY

PHOENIX—EST. 1921

COLUMBIA BROADCASTING SYSTEM  
THE ARIZONA NETWORK

Frequency: 550 Kc. Power: 1000 Watts  
Owned-Operated By: Salt River Broadcasting  
Company  
Address: 836 North Central Avenue  
Phone Number: 4-4144  
Transmitter Location: 12th St. & Camel-  
back Rd.  
Time on the Air: 6 a.m. to 11:05 p.m.  
Newspaper Affiliation: Prairie Farmer  
Publishing Co., Arizona Farmer  
News Service: Press Association; Transradio  
Transcription Service: World Broadcasting  
System  
Representative: John Blair & Co.

### Personnel

Chairman of Board: Burrige D. Butler  
President: W. A. Baldwin  
Station Manager: Harold A. Safford  
Commercial Manager: John L. Hogg  
Business Manager: Albert D. Johnson  
Program Director: John R. Williams  
Publicity-War Program  
Director: Frances C. Myers  
Women's Program Director: Elizabeth Taylor  
Continuity Editor: P. C. Benard  
Chief Announcer: Joe Dana  
Farm Editor: Ernest Douglas  
Musical Director: Alfred Becker  
Chief Engineer: Robert Thompson

## KPHO

PHOENIX—EST. 1940

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: M. C. Reese  
Business Address: First National  
Bank Bldg.  
Phone Number: 3-3197  
Studio Address: 24th Ave. & Buckeye Rd.  
Transmitter Location: 24th Ave. &  
Buckeye Rd.  
Time on the Air: 6 a.m. to midnight  
News Service: INS  
Transcription Service: Associated  
Music Publishers

### Personnel

Executive Manager: M. C. Reese  
Station-Program Manager: D. C. Reese  
Publicity Director: Sharon Stanford  
Musical Director: M. C. Reese, Jr.  
Chief Engineer: Louis Subblett



# KTAR

PHOENIX—EST. 1922

BLUE NETWORK—NBC

ARIZONA BROADCASTING CO.

Frequency: 620 Kc. Power: 5000 Watts  
 Owned-Operated By: KTAR Broadcasting Company  
 Business Address: 711 Heard Building  
 Phone Number: 4-4161  
 Studio Address: Atop the Heard Building  
 Transmitter Location: 36th St. & East Thomas Road  
 Time on the Air: 6:00 a.m. to 12 midnight  
 Newspaper Affiliation: Arizona Republic and Phoenix Gazette  
 News Service: AP; INS; PA; UP  
 Transcription Service: NBC Thesaurus, Standard Radio Library and Langworth  
 Representative: Paul H. Raymer Co.

## Personnel

President: Sam Kahan  
 General Manager: Dick Lewis  
 Commercial Manager: J. R. Heath  
 Sales Promotion Manager: T. M. Pennington  
 Program Director: J. Howard Pyle  
 Director of War Programs: Dick Lewis  
 Publicity Director: Francis Connolly  
 Office Manager: B. R. Fulbright  
 Traffic Manager: Frank Little  
 Artists' Bureau Head: Mary Louise Watson  
 Chief Engineer: Harold Haughawout

# KYCA

PRESCOTT—EST. 1940

ARIZONA BROADCASTING CO.

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Southwest Broadcasting Company  
 Address: East Gurley St.  
 Phone Number: 244  
 Transmitter Location: East Gurley St.  
 Time on the Air: Unlimited License  
 News Service: INS  
 Transcription Service: NBC Thesaurus  
 Representative: Paul Raymer Co.

## Personnel

President: Albert Stetson  
 Station Manager: Harold Ritter  
 Commercial Manager: Parker Sutton  
 Program Director: Roberta Pfister  
 Office Manager: Lora Marston  
 Chief Announcer: Frederick Blackburn  
 Artists' Bureau: Byron Lee McCall  
 Musical Director: Augustine Rodarte

# KGLU

SAFFORD—EST. 1938

NATIONAL BROADCASTING CO.

ARIZONA BROADCASTING CO.

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Gila Broadcasting Company  
 Address: 6th Ave. & Relation St.  
 Phone Number: 15  
 Transmitter Location: 6th Ave. & Relation St.  
 Time on the Air: 7 a.m. to 11 p.m.; Sundays, 8 a.m. to 11 p.m.  
 News Service: AP; INS; UP  
 Transcription Service: Standard Radio  
 Representatives: Paul H. Raymer Co. and Arizona Broadcasting Co.

## Personnel

President: Louis F. Long  
 General Manager: Paul Merrill  
 Program-Publicity Director: Willard Shoecraft  
 Chief Announcer: Lester McBride  
 Chief Engineer: Herbert Hartman

# KTUC

TUCSON—EST. 1929

COLUMBIA BROADCASTING SYSTEM  
 ARIZONA NETWORK

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Tucson Broadcasting Co., Inc.  
 Address: E. Broadway & Tyndall  
 Phone Number: 5800-5801  
 Transmitter Location: Broadway at Tyndall  
 Time on the Air: 6 a.m. to 11 p.m.  
 News Service: AP  
 Transcription Service: World Broadcasting System  
 Representative: John Blair & Co.

## Personnel

President: Ralph W. Bilby  
 Station Manager: Lee Little  
 Commercial Manager: Victor Gilland  
 Sales Promotion Manager: George Eubanks  
 Program-Musical Director and Chief Announcer: Wayne A. Sanders  
 Production Manager: Tom Hotchkiss  
 Chief Engineer: Cliff Livingston

# KVOA

TUCSON—EST. 1928

NATIONAL BROADCASTING CO.

ARIZONA BROADCASTING COMPANY

Frequency: 1290 Kc. Power: 1000 Watts  
 Owned-Operated By: Arizona Broadcasting Company, Inc.  
 Business Address: P. O. Box 2911  
 Phone Number: 3703  
 Studio Address: 48 East Broadway

Transmitter Location.....10th and Lee  
 Time on the Air.....Unlimited license  
 Newspaper Affiliation.....Arizona Republic  
 Transcription Service.....NBC Thesaurus  
 Representative.....Paul H. Raymer Co.

**Personnel**

General Manager.....R. B. Williams

**K Y U M**

YUMA—EST.1940  
 BLUE NETWORK-NBC  
 ARIZONA BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts

Owned-Operated By...Yuma Broadcasting Co.  
 Business Address.....Post Office Box 352  
 Phone Number.....Yuma 88  
 Studio Address...19th Avenue and 1st Street  
 Transmitter Location...19th Avenue and 1st St.  
 Time on the Air: 7 a.m. to 10:45 p.m.; Sundays,  
 8:30 a.m. to 10:45 p.m.

News Service.....AP, INS, PA, UP  
 Transcription Service.....NBC Thesaurus  
 Representative.....Paul H. Raymer Co.

**Personnel**

President.....John H. Huber  
 General Manager.....Harper M. Phillips

**ARKANSAS**

*For Latest U. S. Census Population And Radio Homes Data And  
 Statistics on "Shifting Population" Please Turn To Pages 227-285*

**K L C N**

BLYTHERVILLE—EST. 1922

Frequency: 900 Kc.....Power: 1000 Watts  
 Owned by.....Fred O. Grimwood  
 Operated by.....Harold L. Sudbury  
 Address.....218 W. Walnut St.  
 Phone Number.....2093  
 Transmitter Location.....Highway No. 18,  
 North of Blytheville

Time on the Air.....6 a.m. to local sunset  
 News Service.....UP  
 Transcription Service: Keystone Broadcasting  
 System  
 Representative.....The Foreman Co.

**Personnel**

Station-Commercial  
 Manager.....Harold L. Sudbury  
 Sales Promotion Manager.....Harold Sudbury  
 Director of War Programs-  
 Chief Announcer.....Tom Reeder  
 Musical Director.....Lloyd Blomeyer  
 Chief Engineer.....Bob Connor

**K E L D**

EL DORADO—EST. 1925  
 BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By...Radio Enterprises, Inc.  
 Address.....Country Club Colony  
 Phone.....1313  
 Transmitter Location...Country Club Colony  
 Time on the Air: 6:45 a.m. to 10:30 p.m.; Sun-  
 days, 7:30 a.m. to 10:30 p.m.

News Service.....INS  
 Transcription Service, Standard Library Service

**Personnel**

President.....R. E. Meinert  
 Station Manager.....Ewing Canaday  
 Commercial Manager.....L. B. Russell  
 Sales Promotion Manager-Director  
 of War Programs....Harry T. MacDonough  
 Program Director.....Mary Gideon  
 Chief Announcer.....Rodney Smith  
 Chief Engineer.....Ewing Canaday

**K F P W**

FORT SMITH—EST. 1930

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Southwestern  
 Hotel Co.  
 Address.....Goldman Hotel  
 Phone Number.....4106  
 Transmitter Location.....Albert Pike &  
 Kelley Highway

Time on the Air.....6:30 a.m. to 9:30 p.m.  
 News Service.....UP  
 Transcription Service.....NBC Thesaurus;  
 World Broadcasting System

**Personnel**

General Manager.....John A. England  
 Station Manager.....J. E. "Pat" Garner  
 Commercial-Sales Promotion  
 Manager.....Bill Slates  
 Program-Musical Director.....Dorothy Gibson  
 Chief Announcer.....William A. Stapleton  
 Chief Engineer.....John M. Van Horn

## K F F A

HELENA—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Helena Broadcasting Co.  
 Address: ..... 215 York St.  
 Phone Number: ..... Main 59  
 Transmitter Location: ..... 215 York St.  
 Time on the Air: ..... 108 hours weekly  
 News Services: ..... UP  
 Transcription Service: ..... NBC Thesaurus

### Personnel

President-General Manager: Sam Anderson  
 Program Director: Rosalins Mundi  
 Chief Engineer: J. C. Warren

## K T H S

HOT SPRINGS—EST. 1924

BLUE NETWORK

Frequency: ..... 1090 Kc.  
 Power: ..... 10,600 d.; 1000 n.  
 Owned-Operated By: Radio Broadcasting, Inc.  
 Address: ..... 135 Benton Street  
 Phone Number: ..... 1160-1161  
 Transmitter Location: ..... Malvern Road  
 Time on the Air: ..... 6 a.m. to 12 midnight  
 News Service: ..... UP  
 Transcription Service: ..... Standard Radio  
 Representative: ..... Branham Company

### Personnel

President: John C. McCormack  
 Station Manager: K. K. Kellam  
 Program Director: A. M. Kiryak  
 Chief Announcer-Musical  
 Director: Doc Warren  
 Chief Engineer: J. Clinton Norman

## K W F C

HOT SPRINGS—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts  
 Owned By: Hot Springs Broadcasting Co.  
 Operated By: Clyde E. Wilson & Howard A. Shuman  
 Address: ..... 819½ Central  
 Phone Number: ..... 412  
 Transmitter Location: ..... 819½ Central  
 Time on the Air: ..... 7 a.m. to 11 p.m.  
 News Service: ..... UP  
 Transcription Service: ..... NBC Thesaurus

### Personnel

General Manager: Clyde E. Wilson  
 Station-Commercial Manager: Frank Rough  
 Program Director-Chief  
 Announcer: Robert Fugate  
 Chief Engineer: Charles Greenley

## K B T M

JONESBORO—EST. 1930

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts  
 Owned by: Jay P. Beard d/b as Regional  
 Broadcasting Co.  
 Operated By: Mrs. Jay P. Beard  
 Address: KBTM Bldg., Madison at Jackson Sts.  
 Phone Number: ..... 597  
 Transmitter Location: ..... Rural Route No. 4  
 Time on the Air: ..... Unlimited license

### Personnel

President: Jay P. Beard  
 Station Manager: Mrs. Jay P. Beard  
 Commercial Manager: Roland Hughes  
 Program Director: Beauton Wood

## K A R K

LITTLE ROCK—EST. 1931

NATIONAL BROADCASTING CO.

SOUTHCENTRAL QUALITY GROUP

Frequency: 920 Kc. Power: 5000 Watts  
 Owned-Operated By: Arkansas Radio & Equip-  
 ment Co.  
 Address: ..... Radio Center, 114 E. Capitol  
 Phone Number: ..... 2-1841, LD 224  
 Transmitter Location: Northeast of North Little  
 Rock  
 Time on the Air: ..... Unlimited license  
 Transcription Service: ..... Standard  
 Representative: Edward Petry & Co.

### Personnel

President: T. H. Barton  
 V-P. and Gen. Mgr.: G. E. Zimmerman  
 Studio Manager: Bruce Grant

## K G H I

LITTLE ROCK—EST. 1927

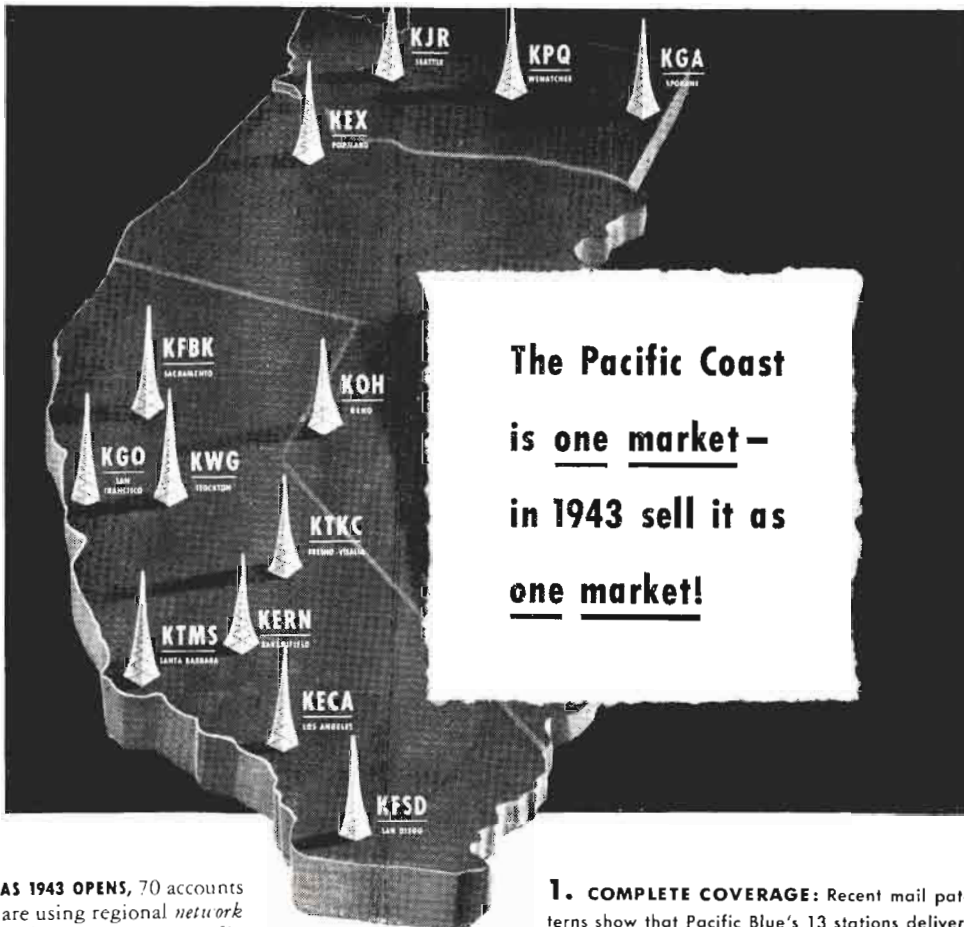
BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Arkansas Broadcasting  
 Company  
 Address: Gazette Building, 3rd & Louisiana Sts.  
 Phone Number: ..... 9166  
 Transmitter Location: ..... Gazette Building  
 Time on the Air: 6 a.m. to 11 p.m., Mondays  
 through Fridays; 6 a.m. to 12 midnight; 6:45  
 a.m. to 11 p.m., Sundays  
 Newspaper Affiliation: ..... Arkansas Gazette  
 Representative: ..... Spot Broadcasting, Inc.

### Personnel

President: A. L. Chilton  
 Station Manager: S. C. Vinsonhaler  
 Commercial Manager: R. E. Rives  
 Program Director: Dorothy Weiss  
 Chief Engineer: K. F. Tracy



AS 1943 OPENS, 70 accounts are using regional *network radio* to sell the Pacific Coast the way it can best be sold — *as one market*. These 70 advertisers realize that Coast network radio provides the largest circulation at the lowest cost per thousand of any medium they can buy.

They know that network radio is the medium for instant and complete coverage of the West's highly-paid war workers. That network radio is the one regional medium that provides a monthly check on the *net* circulation of their advertising.

That network radio's priority on the finest available time periods guarantees maximum results from their radio expenditures.

Increasingly, Pacific Blue is the network regional advertisers are buying. *Since August 1 more new regional accounts have started on Pacific Blue than on any other two Coast networks combined.* These are a few of the reasons —

The Pacific Coast  
is one market —  
in 1943 sell it as  
one market!

**1. COMPLETE COVERAGE:** Recent mail patterns show that Pacific Blue's 13 stations deliver primary coverage, day and night, of the counties where 95% of the Coast's retail sales are made.

**2. READY-BUILT PROGRAMS:** You can buy a sales-proven program on 13 Pacific Blue stations for as little as \$246 (time and talent). On nine California stations for only \$150 (T and T).

**3. GUARANTEED TIME:** Pacific Blue protects your program investment by guaranteeing your time against preemption. Many guarantees are on a 52-week basis. You retain the time you buy on the Blue.

**4. RATE ECONOMY:** Pacific Blue costs 20% less than any other Coast network offering comparable facilities. See Pacific Blue Rate Card No. 2 for new discounts and rebates.

## THE PACIFIC BLUE NETWORK

Hollywood, Sunset and Vine • San Francisco, Taylor and O'Farrell

REPRESENTED BY BLUE SPOT SALES — New York • Chicago • Detroit

[www.americanradiohistory.com](http://www.americanradiohistory.com)

# KLRA

LITTLE ROCK—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1010 Kc. Power 10000 d.; 5000 n.

Owned-Operated By... Arkansas Broadcasting Company

Address... Gazette Bldg., 3rd & Louisiana Sts.

Phone ..... 5427

Transmitter Location... Highway No. 70, 8 miles east of Little Rock

Time on the Air: 6 a.m. to 11:05 p.m., Mondays through Saturday; 7 a.m. to 11:05 p.m., Sundays

Newspaper Affiliation... Arkansas Gazette

News Service..... UP

Transcription Service..... NBC Thesaurus;

Associated Music Publishers

Representative..... The Katz Agency

## Personnel

President..... A. L. Chilton

General Manager..... S. C. Vinsonhaler

Merchandising Manager..... P. E. Denton

Program-Publicity Director..... M. N. Bostick

Chief Engineer..... K. F. Tracy

Address ..... 505½ Main St.

Phone Number ..... 721

Transmitter Location..... 505½ Main St.

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

News Service ..... UP

## Personnel

President-General Manager..... B. J. Parrish

Sales Promotion Manager..... R. W. Etter

Program Director..... Ayleene Somervell

# KUOA

SILOAM SPRINGS—EST. 1923

ARKANSAS NETWORK

Frequency: 1290 Kc. Power: 5000 Watts

Owned-Operated By..... KUOA Incorporated

Address..... John Brown University Campus

Phone Number ..... 77

Transmitter Location... John Brown University Campus

Time on the Air..... 6 a.m. to Local Sunset

News Service ..... UP

Transcription Service... World Broadcasting System

Representative ..... The Walker Company

## Personnel

Chairman of Board..... John E. Brown

Station Manager..... Storm Whaley

Commercial-Program Manager... Calen Gilbert

Director of War Programs..... Storm Whaley

Chief Engineer..... Cecil E. Smith

# KOTN

PINE BLUFF—EST. 1934

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts

Owned-Operated By... Universal Broadcasting Corporation

# CALIFORNIA

*For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285*

# KERN

BAKERSFIELD—EST. 1932

BLUE NETWORK

GOLDEN WEST NETWORK

Frequency: 1410 Kc. Power: 1000 Watts

Owned-Operated By... McClatchy Broadcasting Co.

Address ..... Elks Bldg.

Phone Number ..... 8-8431

Transmitter Location..... Ming & Oak Sts.

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

Newspaper Affiliation McClatchy Newspapers

News Service ..... INS

Transcription Service..... Standard Radio

Representative..... Paul H. Raymer Co.

## Personnel

President..... Eleanor McClatchy

Station Manager..... Deane Banta

Commercial Manager..... Richard Brothers

Program-Publicity Director..... Michael Powell

Chief Engineer ..... Verne Shatto

# KPMC

BAKERSFIELD—EST. 1933

MUTUAL—DON LEE

Frequency: 1560 Kc. Power: 1000 Watts

Owned-Operated By... Pioneer Mercantile Co.

Business Address..... 20th & Eye Streets

Phone Number ..... 8-8581

Transmitter Location ..... 307½ East 21st St.

Time on the Air..... Unlimited license

Transcription Service... World Broadcasting System; NBC Thesaurus; Langworth

## Personnel

President ..... F. G. R. Schamblin

Station Manager..... L. A. Schamblin



# KRE

BERKELEY—EST. 1923

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Central California Broadcasters, Inc.

Address: 601 Ashby Avenue  
Phone Number: Ashberry 7715  
Transmitter Location: 601 Ashby Avenue  
Time on the Air: Unlimited  
News Service: INS  
Transcription Service: Standard Radio

## Personnel

President-Station Manager: Arthur Westlund  
Sales Promotion-Program

Manager: Don Hambly  
Chief Announcer: Phil McKernan  
Musical Director: Harold S. Hawley

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

## Personnel

President: G. A. Richards  
Vice-President: Leo Fitzpatrick  
Vice-President: John Patt  
V.P., General Manager: Robert O. Reynolds  
Sales Promotion Manager: Herbert Wixson  
Program-Production Manager: Wm. L. Forman  
Traffic Manager: Joseph Townner  
Chief Announcer: Howard Rhines  
Musical Director: Marie Hodson  
Chief Engineer: Lloyd Sigmon  
Director of War Programs: Woodrow W. Hattie

# KMPC

BEVERLY HILLS—EST. 1928

Frequency: 710 Kc. Power: 10,000 Watts  
Owned-Operated By: KMPC, The Station of the Stars, Inc.

Address: 9631 Wilshire Boulevard  
Phone Numbers: BRadshaw 2-4411;  
CRestview 6-6211  
Transmitter Location: 12755 Burbank Blvd.,  
N. Hollywood, Calif.

# KMPC

The Most Powerful Independent  
Station in the West

*Beverly Hills Los Angeles*

Providing Intensive Coverage of  
the Nation's Third Market with

# 10,000

## Watts Power

710 Kc.

*National Representative*

Paul H. Raymer Company

# KHSL

CHICO—EST. 1935

MUTUAL

Frequency: 1290 Kc. Power: 1,000 Watts  
Owned-Operated By: Golden Empire  
Broadcasting Co., Inc.

Address: 4th & Broadway Sts.  
Phone Number: Chico 237-8  
Transmitter Location: Hooker & Madrone Aves.  
Time on the Air: 6:30 a.m. to 11:00 p.m.; 8:00  
a.m. to 11:00 p.m., Sundays

News Service: UP  
Transcription Service: Standard Radio,  
C. P. MacGregor

Representative: W. S. Grant Co.

## Personnel

President: Hugh McClung  
Station Manager: M. F. Woodling  
Commercial Manager: Henry Watton  
Program Director: Mabel Swift  
Chief Announcer: Donald Nelson  
Chief Engineer: Emory P. Milburn

# KXO

EL CENTRO—EST. 1927

MUTUAL BROADCASTING SYSTEM  
DON LEE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 100 Watts  
Owned-Operated By: Valradio, Inc.  
Address: 793 Main St.  
Phone Number: 1100  
Transmitter Location: El Centro  
Time on the Air: Unlimited  
Transcription Service: Standard Radio  
Representative: Paul H. Raymer Co.

## Personnel

President: Thomas E. Sharp  
Station Manager: Ken Thornton  
Commercial Manager: Belle Hovey  
Program Director: Jean Jordan  
Chief Announcer: Anthony Ricca  
Chief Engineer: James Coin

# K I E M

EUREKA—EST. 1933

MUTUAL—DON LEE

Frequency: 1480 Kc. Power: 1000 Watts  
Owned-Operated By Redwood Broadcasting Co., Inc.

Business Address Box 43  
Phone Number 93

Studio Address Box 43, Eureka

Transmitter Location McFarland Tract

Time on the Air 7 a.m. to 10:15 p.m.

News Service INS; UP

Transcription Service World Broadcasting

System; C. P. MacGregor; Langworth

Representative John Blair & Co.

## Personnel

Station Manager William B. Smullin

Rural War Manager Eddie Logan

Commercial Manager Betty Anderson

Production Manager C. Paul Corbin

Sales Promotion Manager Violet Susan

Program Manager Mary Boals

Musical Director James Fasullo

Religious Director Rev. Charles H. Hudson

Office Manager George E. Thompson

Traffic Manager Betty Matthias

Education Director Earl Roberts

Engineer Alvar Olson

# K A R M

FRESNO—EST. 1938

COLUMBIA BROADCASTING SYSTEM

Frequency: 1430 Kc. Power: 5000 Watts

Owned-Operated By KARM, The George Harm Station

Address 1333 Van Ness Ave.

Phone Number 4-2966

Transmitter Location Van Ness & Alluvial Avenues

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

News Service INS

Transcription Service Standard Radio; Associated Music Publishers

Representative Free & Peters, Inc.

## Personnel

Owner & President Mrs. Hattie Harm

Vice-President-General

Manager Clyde F. Coombs

Commercial Manager Ned L. Brown

Director Dean M. Metcalf

Chief Engineer John Scales

# K F R E

FRESNO—EST. 1941

MUTUAL BROADCASTING SYSTEM

DON LEE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By J. E. Rodman

Address T. W. Patterson Bldg.

Phone Number 4-5001

Transmitter Location Clinton & First Sts.

Time on the Air 6 a.m. to 2 a.m.

News Service UP

Transcription Service Associated Music Publishers

Representative John Blair & Co.

## Personnel

Owner J. E. Rodman

Station Manager Paul R. Bartlett

Program Director Gene Chenault

Director of Special Events Bob Davies

Office Manager Lois Daniels

Traffic Manager Bette Jean Miner

Publicity Director Francis Quinn

Chief Engineer Sheldon Anderson

# K M J

FRESNO—EST. 1922

NATIONAL BROADCASTING CO.

GOLDEN WEST NETWORK

Frequency: 580 Kc. Power: 5,000 Watts

Owned-Operated By McClatchy Broadcasting Co.

Address Van Ness & Calaveras

Phone Number 3-6277

Transmitter Location North & Madera Aves. Kerman

Time on the Air 24 hours daily

Newspaper Affiliation The Fresno Bee (McClatchy Newspapers)

News Service UP

Transcription Service NBC Thesaurus

National Sales Office Walter Davison

Representative Paul H. Raymer Co.

## Personnel

President Eleanor McClatchy

Station Manager Keith Collins

National Sales Manager (N. Y. C.)

Walter Davison

Manager Margaret Vogelsang

Special Events Director Frank Arthur

Musical Director Andy Patterson

Chief Engineer Wm. N. Wallace

War Program Director Gordon Roth

# K I E V

GLENDALE—EST. 1932

Frequency: 870 Kc. Power: 250 Watts

Owned-Operated By Cannon Broadcasting System, Ltd.

Address 102 N. Glendale Ave.

Phone Number Cltrus 1-1133

Transmitter Location 102 N. Glendale Ave.

Time on the Air Daytime License

## Personnel

President David H. Cannon

General Manager L. W. Peters

# another reason

Los Angeles retailers — the boys who check every advertising dollar at the cash register — used more quarter-hours on KECA in 1942 than the local NBC, Columbia and Mutual outlets combined!

And for general classification, too, KECA topped any of the other 3 for local quarter-hour sponsorship. Local advertisers expect results and they get results when they select KECA—the bargain buy of the Nation's 3rd Major Market!

*owned and operated by*  
**EARLE C. ANTHONY, INC.**

# KECA

**OF LOS ANGELES**

BLUE NETWORK AFFILIATE

FREE & PETERS, INC. — Sales Reps.

## K F O X

LONG BEACH—EST. 1924  
GOLDEN WEST NETWORK

Frequency: 1280 Kc. . . . . Power: 1000 Watts  
Owned By . . . . . Nichols & Warinner, Inc.  
Operated By . . . . . Hal G. Nichols  
Address . . . . . 220 E. Anaheim Street  
Phone Number . . . . . 672-81  
Transmitter Location . . . . . 220 E. Arnheim Street  
Time on the Air . . . . . Unlimited license  
Transcription Service . . . . . Standard Radio,  
Langworth Transcription Service; C. P. MacGregor

### Personnel

President . . . . . Hal G. Nichols

## K G E R

LONG BEACH—EST. 1926

Frequency: 1390 Kc. . . . . Power: 5000 d.; 1000 n.  
Owned-Operated By: Consolidated Broadcasting Corp.  
Business Address . . . . . 435 Pine Ave.  
Phone Number . . . . . Long Beach 660-41  
Studio Addresses: 435 Pine Ave.; 643 So. Olive, Los Angeles  
Transmitter Location . . . . . Atlantic & Olive, Compton  
Time on the Air . . . . . 7 a.m. to 11 p.m.  
News Service . . . . . AP  
Transcription Service: World Broadcasting System, Standard Radio, Lang-Worth, McGregor  
National Representative . . . . . Howard H. Wilson Co.

### Personnel

President-Gen'l Manager . . . . . C. Merwyn Dobyns  
Business Manager . . . . . Thomas P. Hunter  
Program Director . . . . . Helene Smith  
Manager, Los Angeles Studios . . . . . Lee Wynne  
Production Manager . . . . . Iola Josephson  
Chief Engineer . . . . . Jay Tapp

## K E C A

LOS ANGELES—EST. 1929  
BLUE NETWORK

Frequency: 790 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . Earle C. Anthony, Inc.  
Address . . . . . 141 North Vermont Avenue  
Phone Number . . . . . FAirfax 2121  
Transmitter Location . . . . . 2951 S. Fairfax Ave.  
Time on the Air . . . . . 6:00 a.m. to 12 midnight:  
8:00 a.m. to midnight, Sunday  
News Service . . . . . UP, AP  
Transcription Service: Standard Radio, C. P. MacGregor, Lang-Worth  
Representative . . . . . Free & Peters, Inc.

**Personnel**

President.....Earle C. Anthony  
 General Manager.....William B. Ryan  
 Commercial and Sales Manager...Clyde Scott  
 Program Manager.....John Edwards  
 Musical Director.....Claude Sweeten  
 Production Manager.....Don McNamara  
 Farm & Public Relations Director.C. D. Paterson  
 Publicity Director.....Matt Barr  
 Chief Engineers.....Curtis Mason,  
 H. L. Blatterman

**K F A C**

LOS ANGELES—EST. 1931

Frequency: 1330 Kc.....Power: 1000 Watts  
 Owned-Operated By: Los Angeles Broadcast-  
 ing Company, Incorporated  
 Address.....645 South Mariposa  
 Phone Number.....Fitzroy 1231  
 Transmitter Location.....8581 West 18th,  
 Culver City  
 Time on the Air.....168 hours a week  
 News Service.....UP

**Personnel**

President-General Manager...Calvin J. Smith  
 Program-Musical Director.....Don Otis  
 Publicity Director.....Eileen Wheatley  
 Traffic Manager.....Lucile R. Blake  
 Chief Announcer.....Mark Breneman  
 Chief Engineer.....H. W. Anderson

**K F I**

LOS ANGELES—EST. 1922  
 NATIONAL BROADCASTING CO.

Frequency: 640 Kc.....Power: 50,000 Watts  
 Owned-Operated By...Earle C. Anthony, Inc.  
 Address.....141 North Vermont Ave.  
 Phone Number.....FAirtax 2121  
 Transmitter Location.....Buena Park, Calif.  
 Time on the Air.....24 Hours Daily  
 News Service.....UP  
 Transcription Service: Standard Radio, C. P.  
 MacGregor, Lang-Worth  
 Representative.....Edward Petry & Co., Inc.

**Personnel**

President.....Earle C. Anthony  
 General Manager.....William B. Ryan  
 Sales Manager.....Clyde Scott  
 Program Manager.....John I. Edwards  
 Production Manager.....Don McNamara  
 News Editor.....Jose Rodriguez  
 Farm & Public Relations  
 Director.....E. D. Pederson  
 Auditor.....Ernest Felix  
 Special Events Supervisor...Jimmy Vandiveer  
 Continuity Editor.....Volney Cunningham  
 Musical Director.....Claude Sweeten  
 Chief Engineers.....Curtis Mason,  
 H. L. Blatterman



**K F S G**

LOS ANGELES—EST. 1923

Frequency: 1150 Kc. Power: 2500 d.; 1000 n.  
 Owned-Operated By: Echo Park Evangelistic Ass'n  
 Address: 1100 Glendale Blvd.  
 Phone Number: Exposition 1141  
 Transmitter Location: 1100 Glendale Blvd.  
 Time on the air: 7:45 p.m. to 12 midnight (except Fridays); Sundays, 10:30 a.m. to 12:30 p.m., 3 p.m. to 4:15 p.m., 7:00 p.m. to 12 midnight

**Personnel**

President: Aimee Semple McPherson  
 Station Manager: Rev. Jack Carmaine  
 Musical Director: Esther Fricke Stuart  
 Chief Engineer: Myron Kluge

**K F V D**

LOS ANGELES

Frequency: 1020 Kc. Power: 1000 Watts  
 Owned-Operated By: Standard Broadcasting Company, Inc.  
 Address: 338 South Western Avenue  
 Phone Number: Drexel 2391  
 Transmitter Location: 9300 Cattaraugus St.  
 Time on the Air: 6 a.m. to midnight  
 News Service: UP  
 Transcription Service: Lang-Worth

**Personnel**

President-Station Manager: Franke Burke  
 Commercial Manager: F. J. Smalley, Jr.  
 Program Dir.-Chief Announcer: Howard Gray  
 Publicity Director: Toni Reeder  
 Chief Engineer: John A. Smithson

**K F W B**

LOS ANGELES—EST. 1925  
 CALIFORNIA RADIO SYSTEM

Frequency: 980 Kc. Power: 5000 Watts  
 Owned-Operated By: Warner Bros. Broadcasting Corp.  
 Address: 5833 Fernwood Ave.  
 Phone Number: Hempstead 5151  
 Transmitter Location: Baldwin Hills, Culver City  
 Time on the Air: 6:00 a.m. to midnight  
 News Service: AP, UP, INS  
 Representative: William G. Rambeau Co.

**Personnel**

President: L. J. Halper  
 General Manager: Harry Maizlish

Sales Promotion Manager: William Ray  
 Chief Announcer: Harry Hall  
 Production Manager: Manning Ostroff  
 Musical Director: Leon Leonardi  
 Publicity Director: Leon Guterman  
 War Program Director: Sara Langman  
 Chief Engineer: Harry Myers

**K G F J**

LOS ANGELES—EST. 1926

Frequency: 1230 Kc. Power: 100 Watts  
 Owned-Operated By: Ben S. McGlashan  
 Address: 1417 S. Figueroa St.  
 Phone Number: Prospect 2434  
 Transmitter Location: 1828 Oak St.  
 Time on the Air: Unlimited license  
 News Service: INS  
 Transcription Service: Associated Music Publishers.

**Personnel**

Manager: Ben S. McGlashan  
 Assistant Manager: H. Duke Hancock

**K H J**

LOS ANGELES—EST. 1923  
 MBS—DON LEE

Frequency: 930 Kc. Power: 5000 Watts  
 Owned-Operated By: Don Lee Broadcasting System  
 Business Address: 5515 Melrose Ave.  
 Phone Number: Hollywood 8111  
 Transmitter Location: Venice Blvd. & La Cienega  
 Time on the Air: 24 hours daily; 6:00 a.m. to midnight, Sunday  
 News Service: AP, INS  
 Transcription Service: World Broadcasting System  
 Representative: John Blair & Co.

**Personnel**

President: Thomas Lee  
 Vice-President and General Manager: Lewis Allen Weiss  
 Assistant Manager: Willet H. Brown  
 General Sales Manager: Sydney Gaynor  
 Television Director: Harry Lubcke  
 Program Director: Van C. Newkirk  
 Commercial Manager: Bruce G. Eells  
 Publicity Director: Fair Taylor  
 Traffic Manager: Mary E. Ryan  
 Musical Director: Leo Arnold  
 Chief Engineer: Frank Kennedy

# **K**EEP **F**IGHTING **W**ITH **B**ONDS

WARNER BROS., KFWB, LOS ANGELES

WARNER BROS.  
980 Kilocycles

**ALL THE NEWS!**

**KFWB**

DEDICATED TO ALL OUT WAR EFFORT AND VICTORY

The only independent station with the 3 complete World-wide News Services  
ASSOCIATED PRESS \* UNITED PRESS \* INTERNATIONAL NEWS SERVICE

Foster and Kleiser

With a full showing of 175 billboards Warner Bros' KFWB tells the millions of prospective Southern California listeners it is the *only independent radio station in the West* with the **THREE** news services.

**WILLIAM RAMBEAU** (New York-Chicago) will tell *you* as a prospective Client other features that make Warner Bros' KFWB—Los Angeles—one of the outstanding Independent Radio Stations.

**HARRY MAIZLISH**, Gen. Mgr.



# K M T R

LOS ANGELES—EST. 1924

Frequency: 570 Kc. Power: 1000 Watts  
 Owned-Operated By.....K M T R Radio Corp.  
 Address.....1000 Cahuenga Blvd.  
 Phone Number.....Hillside 1161  
 Transmitter Location.....1000 Cahuenga Blvd.  
 Time on the Air.....6 a.m. to 1 a.m.  
 News Service.....Radio News Reel, INS  
 Transcription Service.....Lang-Worth; Standard  
 Radio: BMI; ASCAP; SESAC  
 Representative.....Burn-Smith Co.

## Personnel

General Manager.....Kenneth O. Tinkham  
 Production Manager.....Hal M. Ayres  
 Public Relations Director.....Lyman M. Smith  
 Traffic Manager.....Marion Page  
 Recording Division.....Oran H. Nance, Jr.  
 Musical Director.....Salvatore Santaella  
 Chief Engineer.....Pete Wilson

# K N X

LOS ANGELES—EST. 1922  
 COLUMBIA BROADCASTING SYSTEM

Frequency: 1070 Kc. Power: 50,000 Watts

*You already know it . . .*

but we want to repeat it  
 again. Maybe some of you  
 have missed it in the past—

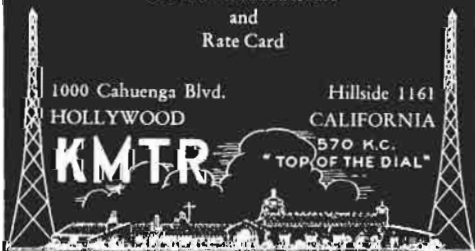
IN PROGRAMS . . . IN PERSONNEL  
 IN CONSTRUCTION

KMTR is truly

*"America's Most Individual  
 Radio Station"*

COVER 90% OF SOUTHERN  
 CALIFORNIA'S POPULATION  
 AT THE LOWEST COST

Get the KMTR Picture  
 and  
 Rate Card



Owned-Operated By . . .Columbia Broadcasting System, Inc.

Address.....6121 Sunset Blvd.  
 Phone Number.....Hollywood 1212  
 Transmitter Location... Columbia Park, Torrance, Calif.

Time on the Air.....24 hours daily  
 News Service.....AP; INS; UP  
 Transcription Service.....Associated Library Service  
 Representative.....Radio Sales

## Personnel

General Manager...Donald W. Thornburgh  
 Pacific Coast Sales Manager...Arthur J. Kemp  
 Sales Manager (KNX)...Harry W. Witt  
 Director of Network Sales...A. J. Morton  
 Assistant Manager, North California  
 Office.....Charles S. Morin  
 Sales Promotion Manager...George L. Moskovich  
 Merchandising & Sales Service

Manager.....Meredith R. Pratt  
 Radio Sales Representative...Roger K. Huston  
 Program Sales Director.....Russ Johnston  
 Program Manager.....Hal Hudson  
 Chief Engineer.....Lester H. Bowman  
 Director of Public Relations.....Fox Case  
 Publicity Director.....Andy Kelly  
 Traffic Manager.....Allan N. Cormack  
 Auditor.....Charles D. Ryder, Jr.  
 Operations Manager.....Ben Paley  
 CBS Western Musical Director...Lud Gluskin  
 Musical Director (KNX).....Wilbur Hatch  
 Continuity Chief.....Everett Tomlinson  
 Production Manager.....Edith Todesca  
 Sound Effects Chief.....Alfred Span  
 Managing News Editor.....Clinton Jones  
 Director of Education...Frances Farmer Wilder  
 Production Supervisor.....Paul Pierce  
 Stations Relations Manager...E. W. Buckalew  
 Art Director.....William W. Tara

# K R K D

LOS ANGELES—EST. 1927

Frequency: 1150 Kc. Power: 2500 d.; 1,000 n.  
 Owned-Operated By.....Radio Broadcasters, Incorporated

Operated By.....Frank P. Doherty  
 Business Address... 519 Title Insurance Bldg.,  
 433 So. Spring Street  
 Phone Number.....Tucker 7111  
 Studio Addresses... 312 Spring Arcade Bldg.,  
 541 So. Spring St.

Transmitter Location... 1100 Glendale Blvd.  
 Time on the Air.....Shares Time with KFSG  
 News Service.....INS

## Personnel

President.....Frank P. Doherty  
 General Manager.....Ned Connor  
 Chief Engineer.....Willis O. Freitag

# KMYC

MARYSVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM  
DON LEE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By...Marysville-Yuba City  
Broadcasters, Inc.

Address...State Theatre Building  
Phone Number...2080  
Transmitter Location...Three miles north of  
Marysville on Laurelton Road  
Time on the Air...6:00 a.m. to 12 midnight  
Newspaper Affiliation...Marysville Appeal-  
Democrat  
News Service...AP  
Transcription Service...Standard Radio  
Representative...W. S. Grant Co.

## Personnel

President...Horace Thomas  
Station Manager...Joe D. Carroll  
Sales Promotion Manager...Rex McDonald  
Program Director...Jayn Russell  
Chief Engineer...B. B. Ballard  
Musical Director...Lois Carroll

# KYOS

MERCED—EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By...Merced Broadcasting  
Company

Business Address...P. O. Box 662  
Phone Numbers...1430; 1431  
Studio Address...“G” Street Grade  
Transmitter Location...“G” Street Grade  
Time on the Air...6:00 a.m. to 11:00 p.m.  
News Service...UP  
Transcription Service...Standard Radio.  
McGregor  
National Sales Office...580 Market St.,  
San Francisco  
Representative...W. S. Grant

## Personnel

General Director...Hugh McClung  
Station Manager...Mel Marshall  
Commercial Manager...Karl Kruger  
Program Director...Jo Ann Evans  
Chief Announcer...Malchor Beavens  
Chief Engineer...John E. Boren

# KTRB

MODESTO—EST. 1934

Frequency: 860 Kc. Power: 1000 Watts  
Owned-Operated By...KTRB Broadcasting Co.

Business Address...P. O. Box 593  
Phone Number...774  
Studio Address...Norwegian Ave.  
Transmitter Location...Norwegian Ave.  
News Service...UP  
Transcription Service...BMI; Lang-Worth;  
Sons of the Pioneers

## Personnel

President-Station Manager...Wm. H. Bates, Jr.  
Commercial Manager...Doug McCreary  
Program Director...Cecil Lynch  
Chief Engineer...Wayne Berthold

# KDON

MONTEREY—EST. 1935

DON LEE—MUTUAL

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By...Monterey Peninsula  
Broadcasting Co.

Business Address...275 Pearl St.  
Phone Number...Monterey 8501  
Studio Addresses...275 Pearl St.; 137 Mon-  
terey St., Salinas  
Transmitter Location...Municipal Wharf  
Time on the Air...6:30 a.m. to 10.00 p.m.  
Newspaper Affiliation...Monterey Peninsula  
Herald; Salinas, Californian  
News Service...UP  
Transcription Service...NBC Thesaurus

## Personnel

President...Paul H. Caswell  
Station Manager...Howard V. Walters  
Sales Promotion Manager...Bernard Cooney  
Program Director...Howard Walters  
Chief Engineer...Edward C. Duty

# KLS

OAKLAND—EST. 1921

Frequency: 1310 Kc. Power: 1000 Watts  
Owned By...S. W. & E. N. Warner  
Operated by...Warner Brothers  
Address...327-21st Street  
Phone Number...Higate 1212  
Transmitter Location...327-21st Street  
Time on the Air...7:00 a.m. to 1:00 a.m.  
News Service...INS

## Personnel

Station Manager...S. W. Warner  
Commercial Manager...F. W. Morse  
Program Director...C. de Costa  
Publicity Director...Roger Roberts  
Chief Engineer...Howard Faulkner

# K L X

OAKLAND—EST. 1922

Frequency: 910 Kc. Power: 1000 Watts  
 Owned-Operated By Tribune Building Co.  
 Address Tribune Tower, 13th & Frank-  
 lin Streets  
 Phone Number Templebar 6000  
 Transmitter Location Tribune Tower  
 Time on the Air: 7:00 a.m. to 2:30 a.m.; 9:00  
 a.m. to 1:00 a.m., Sunday  
 Newspaper Affiliation Oakland Tribune  
 News Service AP  
 Transcription Service World Broadcasting  
 System  
 Representative Joseph Hershey McGillvra

## Personnel

President-Owner J. R. Knowland, Jr.  
 Station Manager Alfred Fried  
 Sales Promotion Manager Carl Cronin  
 Program Director Charles Lloyd  
 Production Manager Edna Mae Gagnier  
 Publicity Director Earle Caldwell  
 Artists Bureau Virginia May  
 Musical Director Frances Schulman  
 Chief Engineer Ros Smith  
 War Program Director Lois Helmar

# K R O W

OAKLAND—EST. 1925

Frequency: 960 Kc. Power 1000 Watts  
 Owned-Operated By Educational Broad-  
 casting Corporation  
 Business Address Radio Center Building,  
 464 - 19th Street  
 Phone Number GLencourt 8774  
 Studio Addresses Radio Center Building  
 Bellevue Hotel, San Francisco; Newsreel  
 Theatre, Oakland, Calif.  
 Transmitter Location 1522 - 8th Avenue  
 Time on the Air 125½ hours weekly  
 News Service INS  
 Transcription Service Standard Radio;  
 Langworth  
 Representative Free & Peters, Inc.

## Personnel

President W. I. Dumm  
 Vice-President-General  
 Manager Philip G. Lasky  
 Commercial Manager A. V. Bamford  
 Program Director Wallace Elliott  
 Production Manager Scott Weakley  
 Publicity Director Mercedes Prosser  
 Chief Announcer Hal Parkes  
 Chief Engineer C. E. Downey

# KLX THE TRIBUNE STATION *in Metropolitan Oakland*

Features: Associated Press News and  
 World Broadcasting System  
 exclusive in Oakland

**1<sup>ST</sup>** in a comprehensive 60-city analysis,  
 Oakland was rated as the top-ranking  
 test market on the Pacific Coast (3rd  
 in the United States) KLX serves  
 Metropolitan Oakland with its 25%  
 increase in population since 1941.

**85%** increase in KLX business within 3  
 months. Agencies are following the  
 trend by switching to KLX with its  
 lower cost per listener.

General Manager ADRIEL FRIED  
 National Representative JOSEPH HERSHEY MCGILLVRA



19th, 20th, 21st Floors  
 Tribune Tower  
 Oakland, California  
 San Francisco Office  
 307 Monadnock Bldg.

KLX centers the dial at 910

**K P A S**

PASADENA—EST. 1941

Frequency: 1110 Kc. . . . . Power: 10,000 Watts  
 Owned-Operated By: Pacific Coast Broadcast-  
 ing Co.

Business Address. . . . . 1401 South Oak Knoll Rd.  
 Phone Number. . . . . RYan 1-6991; SYcamore 6-9281  
 Studio Addresses: Huntington Hotel; Music  
 City, Sunset & Vine Sts., Hollywood

Transmitter Location: Lexington & Gallatin Rd.,  
 El Monte, Calif.

Time on the Air. . . . . 6:00 a.m. to 12 midnight  
 News Service. . . . . INS

Transcription Service: C. P. MacGregor; Lang-  
 Worth; Associated Music Publishers

Representative: Joseph Hershey McGillvra, Inc.

**Personnel**

General Manager. . . . . J. Frank Burke  
 Station Manager. . . . . Loyal K. King  
 Commercial-Sales Promotion

Manager. . . . . John L. Akerman  
 Program Director. . . . . C. H. Leinhaas  
 Publicity Director. . . . . Joan Schafer  
 Chief Announcer. . . . . Howard Bell  
 Musical Director. . . . . J. Newton Yates  
 Chief Engineer. . . . . John A. Smithson

**K P P C**

PASADENA—EST. 1924

Frequency: 1240 Kc. . . . . Power: 100 Watts  
 Owned-Operated By: Pasadena Presbyterian  
 Church

Address. . . . . 585 East Colorado St.  
 Phone Number. . . . . Sycamore 3-2193

Transmitter Location. . . . . 585 East Colorado St.

Time on the air: Sundays, 9 a.m. to 1 p.m. and  
 6:45 p.m. to 9 p.m.; Wednesdays, 7 p.m. to  
 9:30 p.m.

**Personnel**

President. . . . . C. Franklin Ward  
 Chief Announcer. . . . . Vincent Parsons  
 Program-Musical Director. . . . . Leon Hall  
 Chief Engineer. . . . . N. V. Parsons  
 (Non-Commercial Station)

**K W K W**

PASADENA—EST. 1941

Frequency: 1430 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By. . . . . Southern California  
 Broadcasting Co.

Address. . . . . 425 East Green St.  
 Transmitter Location. . . . . San Gabriel

*There is only one  
 Oakland Station*

at the

**TOP**

in

**OAKLAND**

Tops in Features  
 Tops in Showmanship  
 Tops in Audience

★

**KROW**

OAKLAND, CALIFORNIA

Studios in San Francisco and Oakland  
 National Representatives: FREE & PETERS, INC.

**TELESCRIPTS**

. . . A PA INNOVATION

*are complete scripts cued for  
 music or sound effects, and  
 moved on the special*

**AP**

*Radio Wire.*

WIDELY SPONSORED FROM  
 COAST TO COAST

Time on the Air.....6:00 a.m. to sunset  
 News Service.....UP  
 Transcription Service.....Standard Radio

**Personnel**

President-Treasurer.....Marshal S. Neal  
 Commercial Manager.....R. L. Rust  
 Program-Production Director.....Dwight A. Hauser  
 Chief Announcer.....George Barclay  
 Chief Engineer.....Paul Spargo

**KVCV**

REDDING—EST. 1936

MUTUAL—DON LEE

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By: Golden Empire Broad-  
 casting Co.

Business Address.....P. O. Box 559  
 Phone Number.....1646, 1647  
 Studio Address.....Highway No. 99  
 Transmitter Location.....Highway No. 99  
 Time on the Air.....Unlimited license  
 Transcription Service.....Standard Radio;  
 C. P. MacGregor

Representative.....Will Grant

**Personnel**

President.....Hugh McClung  
 Station Manager.....Ralph R. Bryan

**KPRO**

RIVERSIDE—EST. 1941

COLUMBIA BROADCASTING SYSTEM

GOLDEN WEST NETWORK

Frequency: 1440 Kc.....Power: 1000 Watts  
 Owned-Operated By: Broadcasting Corpora-  
 tion of America

Business Address: 3401 Russell St., American  
 National Bank Bldg., San Bernardino  
 Phone Number: Riverside 6290, San Bernar-  
 dino 5157

Studio Address: 3401 Russell St., American  
 National Bank Bldg., San Bernardino  
 Transmitter Location:.....3401 Russell St.  
 Time on the Air.....7:00 a.m. to 10:00 p.m.  
 News Service.....INS  
 Transcription Service: World Broadcasting Sys-  
 tem; Associated Music Publishers  
 Representative.....Joseph Hershey McGillvra

**Personnel**

President-General Manager.....W. L. Gleeson  
 Station Manager.....Howard Ray  
 Commercial Manager.....H. A. Polite  
 Program Director.....Grant Holcomb, Jr.  
 Chief Engineer.....R. H. McGaughey

**KFBK**

SACRAMENTO—EST. 1922

BLUE NETWORK

GOLDEN WEST NETWORK

Frequency: 1530 Kc.....Power: 10,000 Watts

Owned-Operated By: McClatchy Broadcasting  
 Co.

Business Address.....708 Eye St.  
 Phone Number.....2-5011  
 Transmitter Location.....Yola County  
 Time on the Air.....24 hours daily  
 Newspaper Affiliation.....Sacramento Bee  
 News Service.....UP  
 Transcription Service.....NBC Thesaurus  
 Representative.....Paul H. Raymer Co.

**Personnel**

President.....Eleanor McClatchy  
 Station Manager.....Leo O. Ricketts  
 Merchandising Manager.....R. L. McDowell  
 Program Director.....Rex Rowen  
 Sales Manager.....Robt. L. Stoddard  
 Musical Director.....Emil Martin  
 Chief Engineer.....Stam Sronce

**KROY**

SACRAMENTO—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts  
 Owned By.....Royal Miller, Marion Miller,  
 L. H. Penney, Gladys W. Penney, and Will  
 Thompson

Operated By.....Royal Miller Radio  
 Address.....Hotel Sacramento Bldg.  
 Phone Number.....3-2525  
 Transmitter Location.....65th St. at 14th Ave.  
 Time on the Air.....6:30 a.m. to 12:00 a.m.  
 News Service.....INS  
 Transcription Service.....Standard Radio  
 Representative.....Joseph Hershey McGillvra

**Personnel**

President-Owner.....Royal Miller  
 Station Manager.....Will Thompson, Jr.  
 Sales Manager.....D. E. Lundy  
 Sales Promotion Manager.....Rose Marie Douglass  
 Program Director.....Garland Schuler  
 Production Manager.....Gene Killam  
 Auditor.....Annette Matter  
 Woman's Program Director.....Martha Morton  
 Musical Director.....Evangeline Baker  
 Chief Engineer.....Howard Martineau

**KFXM**

SAN BERNARDINO—EST. 1929

MUTUAL—DON LEE

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned By.....J. C. and E. W. Lee  
 Operated By.....Lee Bros. Broadcasting Co.  
 Address.....California Hotel  
 Phone Number.....4-761, 4-762  
 Transmitter Location.....990 Colton Ave.  
 Time on the Air: 5 a.m. to 11:00 p.m., except  
 Wednesday and Sunday; Wednesdays, 5  
 a.m. to 7 p.m. and 9:30 p.m. to 11:00 p.m.;  
 Sundays, 1 p.m. to 6:45 p.m. and 9 p.m. to  
 11:00 p.m.

News Service .....INS  
 Transcription Service.....Standard Radio  
 Representative.....John Blair & Co.

**Personnel**

Partners .....J. C. & E. W. Lee  
 Commercial Manager.....Maury A. Vroman  
 Program Director.....Howard Baichly  
 Publicity-Sales Promotion  
 Manager.....M. Austin King  
 Chief Announcer.....Paul Lynde  
 Chief Engineer.....Richard T. Sampson

**K F M B**

**SAN DIEGO—EST. 1941**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Jack Gross  
 Address.....1375 Pacific Blvd.  
 Phone Number.....Main 2114  
 Transmitter Location.....Spreckles B'dg.  
 Time on the Air.....6:30 a.m. to 12 midnight  
 News Service.....AP  
 Transcription Service.....Standard Radio  
 C. P. MacGregor  
 Representative.....Howard H. Wilson Co.

**Personnel**

Owner.....Jack Gross  
 Station Manager.....Homer Griffith  
 Commercial Manager.....Joe Allabough  
 Program Director.....Joe S. Walters  
 War Program Director.....Claire Louise Miller  
 Chief Engineer.....Leslie G. Hewitt

**K F S D**

**SAN DIEGO—EST. 1926**

**BLUE NETWORK  
 GOLDEN WEST NETWORK**

Frequency: 600 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Airtan Radio  
 Corporation, Ltd.  
 Address.....U. S. Grant Hotel.  
 326 Broadway  
 Phone Number.....Franklin 6353  
 Transmitter Location.....326 Broadway  
 Time on the Air.....Unlimited license  
 Transcription Service.....NBC Thesaurus:  
 C. P. MacGregor  
 Representative.....Paul H. Raymer Co.

**Personnel**

President-Station Manager..Thomas E. Sharp  
 Commercial-Sales Promotion  
 Manager.....John Babcock  
 Program Director.....Leah McMahon

**K G B**

**SAN DIEGO—EST. 1931**

**MUTUAL—DON LEE**

Frequency: 1360 Kc.....Power: 1000 Watts  
 Owned-Operated By: Don Lee Broadcasting  
 System

Address.....1012 First Ave.  
 Phone Number.....Franklin 6151  
 Transmitter Location.....1012 First Ave.  
 Time on the air: 6 a.m. to 12 midnight; Sun-  
 days, 8 a.m. to 12 midnight

News Service.....AP, INS, UP  
 Transcription Service: World Broadcasting  
 System  
 Representative.....John Blair & Co.

**Personnel**

Genl. Mgr.....Lewis Allen Weiss  
 Station Manager.....S. W. Fuller  
 Commercial-Sales Promotion  
 Manager.....William A. Evans  
 Production Manager.....David Titus  
 Program Director.....James Dillon  
 Chief Announcer.....Norman Harrington  
 Publicity Director.....Tom Swafford  
 Musical Director.....George Bacon  
 Chief Engineer.....Verne Milton

**K F R C**

**SAN FRANCISCO—EST. 1924**

**MUTUAL—DON LEE BROADCASTING  
 SYSTEMS**

Frequency: 610 Kc.....Power: 5000 Watts  
 Owned-Operated By: Don Lee Broadcasting  
 System  
 Address.....1000 Van Ness Avenue  
 Phone Number.....Prospect 0100  
 Transmitter Location.....1000 Van Ness Ave.  
 Time on the air: 6 a.m. to midnight; Sundays,  
 7 a.m. to midnight  
 News Service.....AP, INS  
 Transcription Service: World Broadcasting  
 System  
 Representative.....John Blair & Co.

**Personnel**

Vice-Pres. & General Mgr..Lewis Allen Weiss  
 Commercial Manager.....Dan Donnelly  
 Program-Production Manger.....Mel Venter  
 Sales Promotion Manager.....Boyd Rippey  
 Chief Announcer.....Bob Bence  
 Publicity Director.....Pat Kelly  
 Musical Director.....Cy Trobde  
 Chief Engineer.....Jim McArdle

**K G O**

**SAN FRANCISCO—EST. 1924**

**BLUE NETWORK**

Frequency: 810 Kc.....Power 7500 Watts  
 Owned-Operated By.....Blue Network Co.  
 Address.....Taylor & O'Farrell Streets  
 Phone Number.....Graystone 6565  
 Transmitter Location.....Oakland  
 Time on the Air: 24 hours daily: 6 a.m. to  
 midnight, Tuesdays  
 News Service.....AP, INS, UP, Transradio  
 National Sales Office.....Blue Network



**Personnel**

President.....Mark Woods  
 Sales Manager.....Ray Rhodes  
 Promotion-Publicity Manager.....J. G. Paltridge  
 Press Manager.....Robert H. Wesson  
 Program Director.....Robert Dwan  
 Production Manager.....Larry Robertson  
 Chief Announcer.....Berton Bennett  
 Station Engineer.....T. B. Palmer

**K J B S**

**SAN FRANCISCO—EST. 1925**

Frequency: 1100 Kc.....Power: 500 Watts  
 Owned & Operated By.....Julius Brunton & Sons Co.  
 Operated By.....Ralph R. Brunton  
 Address.....1470 Pine Street  
 Phone Number.....Ordway 4148  
 Transmitter Location.....1470 Pine Street  
 Time on the Air: Sunday through Friday,  
 10 p.m. until local sunset; Saturday, 11:30  
 p.m. until local sunset  
 News Service.....INS; UP  
 Transcription Service.....Standard  
 Representative.....William G. Rambeau Co.,  
 Homer Owen Griffith

**Personnel**

Secretary-Treasurer.....Sherwood P. Brunton  
 Manager.....E. P. Franklin  
 Program Director.....H. H. Wickersham

**K P O**

**SAN FRANCISCO—EST. 1922**

**NATIONAL BROADCASTING CO.**

Frequency: 680 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....National Broadcasting  
 Company  
 Address.....Taylor & O'Farrell Streets  
 Phone Number.....Graystone 8700  
 Transmitter Location.....Belmont  
 Time on the Air: 24 hours daily except Sunday,  
 midnight to 6:00 a.m. Monday  
 News Service.....AP; INS; UP  
 Transcription Service.....NBC Thesaurus;  
 Davis & Schwegler

**Personnel**

General Manager.....John W. Elwood  
 Sales Manager.....Alfred Crapsey  
 Program Director.....Ray Buffam  
 Assistant Program Manager.....Floyd Farr  
 Director of News and Special events  
 Don F. Martin  
 Director of Public Service.....Leonard Gross  
 Auditor.....A. G. Diederichs  
 Publicity Director.....Louise Landis  
 Continuity Director.....Byron Mills  
 Traffic Manager.....Fay Pattee Smith  
 Chief Announcer.....Floyd Farr  
 Network Sales.....Ray Baker, Earl Mitchell  
 Spot Sales.....T. M. Ray, Jr.  
 Sales Promotion Manager.....S. H. Schaffer

Director of Agriculture.....Henry Schacht  
 Radio Recording.....Janet Sligh  
 Station Engineer.....George Greaves

**K S A N**

**SAN FRANCISCO—EST. 1925**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Golden Gate Broad-  
 casting Corp.  
 Address.....1355 Market St.,  
 Merchandise Mart Bldg.  
 Phone Number.....Market 8171  
 Transmitter Location.....1355 Market St  
 Time on the Air.....6:30 a.m. to 1:15 a.m.  
 News Service.....UP

**Personnel**

President.....S. H. Patterson  
 Station Manager.....Jerry Akers  
 Program Director.....George Taylor  
 Production Manager.....Ted Lenz  
 Musical Director.....Ruth Franklin  
 Chief Engineer.....N. J. Patterson

**K S F O**

**SAN FRANCISCO—EST. 1925**

Frequency: 560 Kc...Power: 5000 d.; 1000 n.  
 Owned-Operated By.....The Associated Broad-  
 casters, Inc.  
 Address.....Mark Hopkins Hotel  
 Phone Number.....Exbrook 4567  
 Transmitter Location.....Islais Creek  
 Time on the Air.....Unlimited License  
 News Service.....INS, UP  
 Transcription Service.....Lang-Worth,  
 MacGregor, AMP  
 Representative.....Weed & Company

**Personnel**

President.....W. I. Dunn  
 Acting General Manager.....Edward T. Jansen  
 Commercial Manager.....Morton Sidley  
 Program Director.....Harlan Dunning  
 Publicity Director.....Austin Fenger  
 Chief Engineer.....R. V. Howard

**K Y A**

**SAN FRANCISCO—EST. 1926**

Frequency: 1260 Kc...Power: 5000 d.; 1000 n.  
 Owned-Operated By.....Palo Alto Radio Station,  
 Inc.  
 Address.....Hearst Bldg., 3rd & Market Sts.  
 Phone Number.....Douglas 2536  
 Transmitter Location.....Candlestick Point,  
 Bay View Park  
 Time on the Air: 6:00 a.m. to 12 midnight;  
 Sunday, 7:30 a.m. to 12 midnight  
 News Service.....INS; AP  
 Transcription Service.....Associated Music Pub-  
 lishers  
 Representative.....Spot Sales, Inc.

**Personnel**

President.....Wilfrid L. Davis  
 Sales Manager.....Don Fedderson  
 Program Director.....Janet Franke  
 Chief Announcer.....Vernon Wilson  
 Musical Director.....John McSwain  
 Chief Engineer.....Paul C. Schulz

**K Q W**

**SAN JOSE—EST. 1912**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 740 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Pacific Agricultural  
 Foundation, Limited  
 Business Address.....San Jose: Palace Hotel  
 San Francisco  
 Phone Numbers.....Ballard 2616 (San Jose),  
 EXbrook 3233  
 Studio Address.....140 Jessie St.  
 San Jose: Palace Hotel, San Francisco  
 Transmitter Location.....Alviso, California  
 Time on the Air.....6:00 a.m. to 12 midnight  
 News Service.....INS: UP  
 Transcription Service.....Standard Radio;  
 C. P. MacGregor; Associated Music Pub-  
 lishers  
 Representative.....Edward Petry & Co., Inc.

**Personnel**

President.....Ralph R. Brunton  
 General Manager.....C. L. McCarthy  
 Publicity & Sales Promotion Mgr. Anne Director  
 Production Manager.....Ken Craig  
 Chief Announcer.....Fred Ruegg  
 Musical Director.....Ernest Gill  
 Chief Engineer.....W. C. Gilman

**K V E C**

**SAN LUIS OBISPO—EST. 1937**

**MUTUAL—DON LEE**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned & Operated By.....Christina M. Jacobson  
 trading as Valley Electric Co.  
 Business Address.....851 Higuera Street  
 Phone Number.....San Luis Obispo 1100-1101  
 Studio Address.....Mt. View & Hill Streets  
 Transmitter Location.....Roosevelt Highway—  
 1½ miles north of San Luis Obispo  
 Time on the Air: 6:30 a.m. to 12 midnight; Sun-  
 days, 8 a.m. to 12 midnight  
 News Service.....AP  
 Transcription Service.....Standard Radio  
 Representative.....John Blair & Company

**Personnel**

Owner.....Christina M. Jacobson  
 Manager.....Les Hacker  
 Sales Promotion Manager.....Joe Shuttleworth  
 Program Director.....Al Carmona  
 Chief Announcer.....William Reilly  
 Chief Engineer.....Earl Travis

**K V O E**

**SANTA ANA—EST. 1926**

**DON LEE — MUTUAL**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....The Voice of the  
 Orange Empire, Inc., Ltd.  
 Business Address.....307 North Broadway  
 Phone Number.....4901-R  
 Studio Address.....2825 West 5th St.  
 Transmitter Location.....2825 West 5th St.  
 Time on the Air: 7 a.m. to 12 midnight; Sun-  
 days, 8 a.m. to 12 midnight  
 Transcription Service.....C. P. MacGregor  
 Representative.....John Blair & Co.

**Personnel**

President and General Manager,  
 Ernest L. Spøncer  
 Program Director-Chief  
 Engineer.....Wallace S. Wiggins

**K D B**

**SANTA BARBARA—EST. 1924**

**MUTUAL—DON LEE BROADCASTING  
 SYSTEMS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By  
 Don Lee Broadcasting System  
 Address.....17 East Haley  
 Phone Number.....Santa Barbara 4131  
 Transmitter Location.....17 East Haley  
 Time on the Air: 6:45 a.m. to 11:00 p.m.;  
 Saturday 6:45 a.m. to 12:00 p.m.; Sunday  
 8:00 a.m. to 12:15 a.m.  
 Transcription Service.....World Broadcasting  
 System  
 Representative.....John Blair & Co.

**Personnel**

President.....Thomas S. Lee  
 Station Manager.....Fin Hollinger  
 Sales Promotion-Publicity  
 Manager.....Barbara Ann Hitchcock  
 Program Director.....Peggy Lou Walsh  
 Production Manager.....Russ Ireland  
 Chief Engineer.....William C. Buckley

**K T M S**

**SANTA BARBARA—EST. 1937**

**BLUE NETWORK**

**GOLDEN WEST NETWORK**

Frequency: 1250 Kc.....Power: 1000 Watts  
 Owned-Operated By.....News-Press Publish-  
 ing Co.  
 Address.....De LaGuerra Plaza  
 Phone Number.....6111  
 Transmitter Location.....Goleta, Calif.  
 Time on the Air: 7:00 a.m. to 11:00 p.m. daily;  
 Sunday 8:00 a.m. to 11:00 p.m.  
 Newspaper Affiliation.....Santa Barbara  
 News-Press

News Service.....AP; INS  
 Representative.....Paul H. Raymer Co.

**Personnel**

President-Owner.....T. M. Storke  
 Station Manager.....Louis F. Kroeck  
 Program Director.....Ken Peters  
 Publicity Director.....Jack McClaren  
 Chief Announcer.....Frank Weltmer  
 Chief Engineer.....Winfred Wileman

**K S R O**

SANTA ROSA—EST. 1937

Frequency: 1350 Kc. ....Power: 1000 Watts  
 Owned By.....Ruth W. Finley  
 Operated By.....Wilt Gunzendorfer  
 Business Address.....457 Mendocino Ave.  
 Phone Number.....110  
 Studio Addresses.....457 Mendocino Ave.,  
 Casa de Vallejo Hotel, Vallejo  
 Transmitter Location Fresno and Vallejo Aves.  
 Time on the Air: 7 a.m. to 10 p.m.; Sundays,  
 9 a.m. to 10 p.m.

News Service.....AP; INS; UP  
 Transcription Service.....NBC Thesaurus;  
 World Broadcasting System; Standard

**Personnel**

President.....E. L. Finley Estate  
 Manager.....Wilt Gunzendorfer  
 Sales Promotion Manager.....Eddie Handley  
 Vallejo Studio Manager.....Bert Johnson  
 Publicity-Production Manager.....Karl Barron  
 Chief Engineer.....Howard McCauley

**K G D M**

STOCKTON—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1140 Kc. ....Power: 5000 Watts  
 Owned-Operated By.....E. F. Peffer  
 Address.....42 S. California  
 Phone Number.....4-4551  
 Transmitter Location.....S.E. 3 miles on 99 hiway  
 Time on the Air.....6:00 a.m. to 12 midnight  
 News Service.....INS  
 Transcription Service.....World Broadcasting  
 System

**Personnel**

Owner.....E. F. Peffer  
 Manager.....E. Smith  
 Program Director.....Donald J. Ralph  
 Chief Engineer.....Fred Eilers

**K W G**

STOCKTON—EST. 1921

BLUE NETWORK—NBC

GOLDEN WEST BROADCASTING SYSTEM

Frequency: 1230 Kc. ....Power: 100 Watts  
 Owned-Operated By.....McClatchy Broad-  
 casting Co.

Address.....Hotel Wolf  
 Phone Number.....2-5011  
 Transmitter Location.....Weber & E Sts.  
 Time on the Air.....6 a.m. to 12 midnight  
 News Service.....UP  
 Transcription Service.....Standard Radio  
 Representative.....Paul H. Raymer Co.

**Personnel**

President.....Eleanor McClatchy  
 Station & Sales Manager.....George Ross  
 Sales Promotion Manager.....Jay Spracher  
 Program Director.....Bill Straub  
 Chief Engineer.....Lee Berryhill

**K T K C**

VISALIA—EST. 1937

BLUE NETWORK

Frequency: 940 Kc. ....Power: 5,000 Watts  
 Owned-Operated By.....Tulare-Kings Counties  
 Radio Associates  
 Business Address.....Post Office Box 511  
 Phone Number.....575  
 Studio Addresses.....1<sup>3</sup>/<sub>4</sub> miles southwest of  
 Visalia; Hotel Fresno, Fresno  
 Transmitter Location.....1<sup>3</sup>/<sub>4</sub> miles southwest  
 of Visalia, California

Time on the Air.....5:30 a.m. to 11:00 p.m.  
 News Service.....AP  
 Transcription Service.....World Broadcasting  
 System; C. P. MacGregor

Representative.....Spot Sales, Inc.

**Personnel**

General Manager.....Chas. A. Whitmore  
 Station Manager.....Chas. P. Scott  
 Sales Manager.....Stanley P. Simpson  
 Program-Production Director.....Gerry Erwin  
 Chief Engineer.....Bert Williamson

**K H U B**

WATSONVILLE—EST. 1937

Frequency: 1340 Kc. ....Power: 250 Watts  
 Owned By.....Luther E. Gibson  
 Operated By.....E. H. Calder  
 Business Address.....P. O. Box 349  
 Phone Number.....1700-1  
 Studio Addresses: 2 miles North of Watson-  
 ville; 225<sup>1</sup>/<sub>2</sub> Monterey St., Salinas

Transmitter Location: 2 miles North of Wat-  
 sonville

Time on the Air.....7 a.m. to 10 p.m.  
 News Service.....UP  
 Transcription Service.....World Broadcasting  
 System; BMI

Representatives: Forioe & Co., Walter Biddick  
 Co. (West Coast)

**Personnel**

President.....Luther E. Gibson  
 Manager-Chief Engineer.....E. H. Calder  
 Commercial Manager.....N. Pratt Smith  
 Program-Musical Director.....Yvonne Dale

# COLORADO

*For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285*

## KGIW

ALAMOSA—EST. 1929

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By E. L. Allen  
 Address Alamosa  
 Phone Number 26  
 Transmitter Location East Alamosa  
 Time on the Air Shares time

### Personnel

Owner E. L. Allen

## KVOR

COLORADO SPRINGS—EST. 1922  
 CBS

Frequency: 1300 Kc. Power: 1000 Watts  
 Owned-Operated By Out West Broadcasting Company  
 Address Antlers Hotel  
 Phone Number Main 278  
 Transmitter Location Platte Avenue  
 (east of city limits)

Time on the Air: 6:30 a.m. to 11:30 p.m.;  
 Saturdays, 6:30 a.m. to 12 midnight  
 News Service AP  
 Transcription Service NBC Thesaurus  
 Representative The Katz Agency

### Personnel

President E. K. Gaylord  
 Station Manager Dudley Tichenor  
 Program Director Zelle Wade  
 Chief Engineer H. C. Strang

## KFEL

DENVER—EST. 1922  
 MUTUAL

MOUNTAIN AND PLAIN NETWORK

Frequency: 950 Kc. Power: 5000 Watts  
 Owned-Operated By Eugene P. O'Fallon, Inc.  
 Address Albany Hotel  
 Phone Number KEystone 0178  
 Transmitter Location 5350 West 20th Ave.  
 Time on the Air 6 a.m. to 12 midnight  
 News Service AP; Chicago Daily  
 News Foreign Service; Transradio



**KFEL NEWS HOUR**  
**9:30-10:30 Nightly**  
 MOST VITAL  
 HOUR IN RADIO ☆

**KFEL DENVER**  
**5000 WATTS**  
**MUTUAL NETWORK**  
 GENE O'FALLON  
 Manager  
 REPRESENTED BY BLAIR

**60** FULL MINUTES  
 BRIMMING WITH THE WORLD'S  
 LATEST NEWS BY THE KFEL  
 STAFF. THE MUTUAL NETWORK.  
 TRANSRADIO. ASSOCIATED PRESS  
 AND EXCLUSIVE DISPATCHES  
 OF THE FAMOUS WAR CORRES-  
 PONDENTS OF THE CHICAGO  
 DAILY NEWS FOREIGN SERVICE.

Transcription Service . . . . . World Broadcasting System; Standard Radio; Lang-Worth.  
 Representative . . . . . John Blair & Co.

**Personnel**

President . . . . . Gene O'Fallon  
 Station Manager . . . . . Frank Bishop  
 Commercial Manager . . . . . Holly Moyer  
 Promotion Manager . . . . . Louis Alterman  
 Program Director-Production Manager . . . . . Cecil Seavey  
 Chief Announcer . . . . . Walter Selden  
 Publicity Director . . . . . C. R. Anderson  
 Musical Director . . . . . Stanley Koch  
 Auditor . . . . . C. M. Switzer  
 Chief Engineer . . . . . Walter Selden

**K L Z**

DENVER—EST. 1920

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . KLZ Broadcasting Company, Inc.

Address . . . . . Shirley Savoy Hotel  
 Phone Number . . . . . Main 4271  
 Transmitter Location . . . . . South Franklin at Hampden, Englewood, Colo.

Time on the Air: 6:00 a.m. to 12 midnight;  
 Sundays, 7:00 a.m. to 12 midnight

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

Representative . . . . . The Katz Agency

**Personnel**

President . . . . . E. K. Gaylord  
 Station Manager . . . . . Hugh B. Terry  
 Commercial Manager . . . . . Fred C. Mueller  
 Promotion-Publicity Manager . . . . . Roger Rambeaux  
 Program Director . . . . . Donald B. McCraig  
 Production Manager . . . . . Austin L. Williams  
 Musical Director . . . . . Les Weelens  
 Chief Engineer . . . . . Harvey Wehrman

**K M Y R**

DENVER—EST. 1941

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . F. W. Meyer  
 Address . . . . . 1626 Stout Street  
 Phone Number . . . . . Main 4161  
 Transmitter Location . . . . . 1626 Stout Street

Time on the Air . . . . . 17 hours per day

News Service . . . . . UP  
 Transcription Service . . . . . Standard Radio  
 Representative . . . . . William G. Rambeau Co.

**Personnel**

President-Station Manager . . . . . F. W. Meyer  
 Sales Promotion Manager . . . . . A. G. Meyer  
 Program Director . . . . . Patricia Burns Kidder  
 Chief Announcer . . . . . Vernon Hiner  
 News Editor . . . . . Ben Bezoff  
 Musical Director . . . . . Clarence Hoglund  
 Chief Engineer . . . . . Glen James

**K O A**

DENVER—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 850 Kc. . . . . Power: 50,000 Watts  
 Owned-Operated By . . . . . National Broadcasting Company

Address . . . . . 1625 California Street  
 Phone Number . . . . . Main 6211  
 Transmitter Location . . . . . Aurora, Colorado  
 Time on the Air: 5:30 a.m. to 12 midnight; Sun-  
 days 7 a.m. to 12 midnight

News Service . . . . . AP; INS; UP  
 Transcription Service . . . . . NBC Thesaurus  
 Representative . . . . . National Broadcasting Co.

**Personnel**

President, National Broadcasting Co.  
 Niles Trammell  
 Station Manager . . . . . James R. MacPherson  
 Program Director . . . . . Clarence C. Moore  
 Production Manager . . . . . T. Ellsworth Stepp  
 Chief Announcer . . . . . Gilbert Verba  
 Musical Director . . . . . Milton Shrednik  
 Chief Engineer . . . . . Robert H. Owen

**K P O F**

DENVER—EST. 1928

Frequency: 910 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Pillar of Fire  
 Address . . . . . 1845 Champa Street

Phone Number . . . . . Tabor 3733  
 Transmitter Location . . . . . Belleview Junior College,  
 Westminster, Colo.

Time on the Air: 7:15 to 9 a.m.; 2:30 to 4:30  
 p.m. and 6:30 to 8:30 p.m., Tuesdays,  
 Thursdays and Saturdays; 7:15 to 9 a.m.,  
 2:30 to 4:30 p.m. and 7 to 8:30 p.m., Mon-  
 days, Wednesdays and Fridays; Sundays,  
 7:30 to 9 a.m., 11 a.m. to 12:30 p.m., 3 to  
 4 p.m. and 6 to 8:45 p.m.

**Personnel**

President . . . . . Bishop Alma White  
 Station Managers . . . . . Dr. A. K. White and  
 Dr. Ray B. White  
 Program Director . . . . . Kathleen M. White  
 Musical Director . . . . . Ruth Staats  
 Chief Engineer . . . . . Paul H. Schissler  
 (Non-Commercial Station)

**K V O D**

DENVER—EST. 1925

BLUE NETWORK

Frequency: 630 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By: Colorado Radio Corp.  
 Address . . . . . Midland Savings Bldg.

Phone Number . . . . . Tabor 2291  
 Transmitter Location . . . . . North of Denver  
 Time on the Air . . . . . Unlimited license

• • • COLORADO • • •

Transcription Service.....Associated Music Publishers; Lang-Worth; C. P. MacGregor Representative. Joseph Hershey McGillvra, Inc.

**Personnel**

President and General Manager...W. D. Pyle Station & Commercial Manager...T. C. Ekrem Sales Promotion Manager.....Con Hecke Program Director.....V. W. Corbett Publicity Director.....B. H. Stanton Chief Announcer.....Donald B. Vest Auditor.....J. N. Hile Assistant Program Director...Margaret Mellor Secretary.....Bertha Runkle

**K I U P**

DURANGO—EST. 1935

KEYSTONE BROADCASTING SYSTEM

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

Address .....2800 Main Ave. Phone Number.....117 Transmitter Location.....2800 Main Ave. Time on the Air.....8 a.m. to 8 p.m. News Service.....Transradio Transcription Service...Keystone Broadcasting System

**Personnel**

Station Manager.....Raymond M. Beckner

**K F X J**

GRAND JUNCTION—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 920 Kc. ....Power: 1000 d.; 500 n. Owned-Operated By...Western Slope Broadcasting Co.

Address .....La Court Hotel Phone Number...Grand Junction 128 and 142 Transmitter Location.....Hillcrest Manor Time on the Air: 7 a.m. to midnight; Sundays, 8:15 a.m. to 12 midnight

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

Representative .....Walker Company

**Personnel**

President-Sales Promotion Manager.....Rex Howell Program-Publicity Director.....Mildred Fuller Auditor.....Chas. Howell Chief Announcer.....Jack Lund Chief Engineer.....Eph Towne

**K F K A**

GREELEY—EST. 1921

MUTUAL BROADCASTING SYSTEM

Frequency: 910 Kc. ....Power: 1000 Watts Owned-Operated By.....Mid-Western Radio Corporation

Address.....620 - 8th Ave. Phone Number.....Greeley 450-451 Transmitter Location.....Hoover Park, Highway 85 North of Greeley Time on the Air...Approximately 90 hours weekly

News Service .....UP Representative .....The Walker Company

**Personnel**

President-Station Manager.....Francis Price Program Director...Dorothy Baldwin MacClary Chief Engineer.....Kenneth Cooper

**K O K O**

LA JUNTA—EST. 1937

Frequency: 1400 Kc. ....Power: 250 Watts Owned-Operated By...The Southwest Broadcasting Company

Business Address.....La Junta Studio Address.....U. S. Highway No. 50 Transmitter Location...U. S. Highway No. 50 Time on the Air.....Unlimited license Transcription Service...Standard Radio

**Personnel**

Station Manager .....Leonard E. Wilson

**K G H F**

PUEBLO—EST. 1928

THE BLUE NETWORK

Frequency: 1350 Kc. ....Power: 500 Watts Owned-Operated By.....Curtis P. Ritchle Address .....Pueblo Savings & Trust Co. Building

Phone Number .....3877 Transmitter Location...U. S. Highway No. 87 Time on the Air.....Unlimited license Transcription Service...World Broadcasting System

Representative .....Howard H. Wilson Co.

**Personnel**

Owner .....Curtis P. Ritchle Station Manager .....J. H. McGill Commercial Manager...Maxson I. Bevens Program Director .....Fred Amos

**K G E K**

STERLING—EST. 1926

Frequency: 1230 Kc. ....Power: 100 Watts Owned-Operated By.....Elmer G. Beehler Address .....Fleming Road Phone Number .....679

Transmitter Location.....Sterling Time on the Air.....Shares time

**Personnel**

Owner .....Elmer G. Beehler



# IN HARTFORD, IT'S WDRC



## **ONE LOW RATE FOR ALL ADVERTISERS**

For more than 10 years, advertisers have enjoyed the tangible benefits of WDRC's rate policy . . . one low rate to everybody . . . a bargain for all. WDRC is being profitably used by an abundance of local advertisers who want complete coverage of this rich trading area . . . and an equally long list of regional and national spot accounts who pay as little as the local adcasters. In Connecticut's Major Market, WDRC will deliver the goods for you . . . and do it at a lower cost. Basic CBS for Connecticut.



# WDRC

CONNECTICUT'S PIONEER BROADCASTER

# CONNECTICUT

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

## W I C C

BRIDGEPORT—EST. 1926

MUTUAL BROADCASTING SYSTEM  
YANKEE NETWORK

Frequency: 600 Kc. Power: 1000 d.; 500 n.  
Owned-Operated by The Yankee Network, Inc.

Address: 1241 Main St.  
Phone Number: 6-1121  
Transmitter Location: Pleasure Beach, Bridgeport

Time on the Air: 6 a.m. to 2 a.m.; Sunday, 8 a.m. to 2 a.m.

News Service: Yankee Network  
Transcription Service: Associated Music Publishers; Standard Radio  
Representative: Edward Petry & Co., Inc.

### Personnel

Chairman of Board-General  
Manager: John Shepard 3rd  
President: William O'Neil  
Executive Vice-President: Linus Travers  
Vice-President: Robert T. Bartley  
Station Manager: Joseph Lopez  
Sales Manager: Norman Whittaker  
Sales Promotion Manager: James S. Powers  
Merchandising Manager: F. C. McVarish  
Publicity Director and  
Program Director: Florence Ballou  
Musical Director: Frank Foti  
Chief Engineer: George Keich

## W N A B

BRIDGEPORT—EST. 1941

BLUE NETWORK

CONNECTICUT BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Harold Thomas  
Address: 991 Broad Street

Phone Number: 3-3112  
Transmitter Location: Locomobile Point—(Inner Harbor)

Time on the Air: 7:45 a.m. to midnight; Sundays, 9 a.m. to midnight

News Service: AP  
Transcription Service: Langworth  
Representative: William G. Rambeau Co.

### Personnel

Owner: Harold Thomas  
Station Manager: Levon Thomas  
Commercial-Sales Promotion  
Manager: Ken Thomas  
Program Director: Jean O'Shea  
Production-Publicity Director: Ken Thomas  
Chief Engineer: Vinnie De Laurentis

## W D R C

HARTFORD—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1360 Kc. Power: 5000 Watts  
Owned-Operated By: WDRC, Inc.  
Address: 750 Main St.

Phone Number: 7-1188-9  
Transmitter Location: Blue Hills Ave., Bloomfield, Conn.

Time on the Air: 7 a.m. (unlimited license)

News Service: UP  
Transcription Service: Associated  
Representative: Paul H. Raymer Co., R. C. Foster & Company

### Personnel

President and Station  
Manager: Franklin M. Doolittle  
Commercial and Advertising  
Manager: Wm. F. Malo  
Program Director: Walter B. Haase  
Publicity Director: Jack Zaiman  
Chief Announcer: Harvey Olson  
Musical-Educational Director:  
Sterling V. Couch  
Public Service Counselor: Rev. Charles Graves  
Chief Engineer: Italo Martino

## W N B C

HARTFORD—EST. 1935

BLUE NETWORK

Frequency: 1410 Kc. Power: 5000 Watts  
Owned-Operated By: State Broadcasting Corporation

Address: 54 Pratt St. (Hartford)  
Phone Number: Hartford 7-9131  
Transmitter Location: Newington, Conn.

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

News Service: UP  
Transcription Service: Lang-Worth; Standard Radio

Representative: Headley-Reed Company

### Personnel

President: Patrick J. Goode  
General Manager: Richard W. Davis  
Program Director: Ralph Kanna  
Commercial Manager: Laurence C. Edwardson  
Continuity Director: Almira Kodis  
Musical Director: Maurice Sechtman  
Chief Engineer: Rogers B. Holt

MEMORANDUM FROM...  
**Radio Department**  
**XYZ AGENCY**

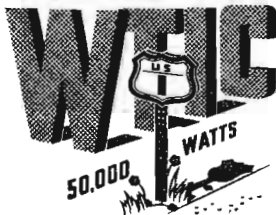
**TO...** EXECUTIVE STAFF

Just a reminder not to forget Radio Station  
WTIC when making up your 1943 appropriations.

WTIC is a "best bet" for the following  
reasons:

1. People within WTIC coverage area have highest per family purchasing power of any section in the country.
2. Radio ownership here is far above the national average.
3. WTIC (being a basic station of NBC and the New England Regional networks), broadcasts some pretty swell programs. These programs encourage a greater listening audience for your sales message.

To our way of thinking  
"There's Not Another Like it!"



**DIRECT ROUTE TO AMERICA'S NO. 1 MARKET**

*The Travelers Broadcasting Service Corporation*

*Member of NBC and New England Regional Network*

*Represented by WEED & COMPANY, New York, Boston,  
Chicago, Detroit, San Francisco and Hollywood*

**W T H T**

**HARTFORD—EST. 1936**

**MUTUAL BROADCASTING SYSTEM**

**YANKEE NETWORK—COLONIAL NETWORK**

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By...Hartford Times, Inc.

Address .....983 Main St.

Phone Number .....2-0237

Transmitter Location.....983 Main St.

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

Newspaper Affiliation.....Hartford Times

News Service.....AP

Transcription Service.....Lang-Worth

Representative.....J. P. McKinney & Son

**Personnel**

President .....Francis S. Murphy

Station Manager.....C. Grover DeLaney

Sales Manager.....L. H. Martineau

Program Director.....Frederick E. Bieber

Production Manager.....Edward Brainerd

Publicity Director.....Serenio B. Gammell

Chief Engineer.....A. H. Carr

**W T I C**

**HARTFORD—EST. 1925**

**NBC—NEW ENGLAND REGIONAL NETWORK**

Frequency: 1080 Kc. Power: 50,000 Watts

Owned-Operated By...The Travelers Broad-  
casting Service Corporation

Address.....26 Grove Street

Phone Number.....2-3181

Transmitter Location.....Avon, Connecticut

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

News Service .....AP; INS; Transradio

Transcription Service ...World Broadcasting

System; Lang-Worth Feature Programs;  
BMI Bonus Transcriptions

Representative .....Weed & Company

**Personnel**

Station Manager.....P. W. Morency

Sales Manager .....Walter Johnson

Sales Promotion Manager.....J. F. Clancy

Production Manager.....Paul Lucas

Chief Announcer.....Bernard Mullins

News Editor.....Tom Eaton

Transcription Librarian.....Larry Kenfield

Music Librarian.....John F. DeLisa

Musical Director.....Moshe Paronov

Plant Manager.....H. D. Taylor

**W E L I**

**NEW HAVEN—EST. 1935**

**BLUE NETWORK—ATLANTIC COAST NET-**

**WORK—CONNECTICUT BROADCASTING**  
**SYSTEM**

Frequency: 960 Kc. Power: 1,000 d.; 500 n.

Owned-Operated By.....City Broadcasting  
Corporation

Address .....221 Orange Street

Phone Number.....8-1133

Transmitter Location.....Hamden, Conn.

Time on the Air: 7 a.m. to 1 a.m.; Sundays,  
8 a.m. to 1 a.m.

News Service.....UP

Transcription Service.....World Broadcasting  
System Library

**Personnel**

President .....Patrick J. Goode

Manager .....James T. Milne

Program Director-Chief

Announcer.....Charles Wright

Publicity-Musical Director...Marion Reynolds

Chief Engineer.....J. Gordon Keyworth

**W N L C**

**NEW LONDON—EST. 1936**

**MUTUAL BROADCASTING SYSTEM—YANKEE**

**NETWORK—CONNECTICUT BROAD-**  
**CASTING SYSTEM**

Frequency: 1490 Kc. Power: 250 Watts

Owned-Operated By...Thames Broadcasting  
Corporation

Address .....Mohican Hotel,  
281 State Street

Phone Number .....New London 4900

Transmitter Location.....Winthrop Point

960 Kc.

1000 W.

**W E L I**

and

**1943**

ANOTHER YEAR ANOTHER STEP

in our continued recognition and  
effectiveness as

'NEW HAVEN'S OWN STATION'

(Established in 1935)

Member of:

Blue Network

Atlantic Coast Network

Connecticut Broadcasting System

NEWS

DRAMA

MUSIC

SPORTS

## CONNECTICUT

Time on the Air: 7:30 a.m. to 12 midnight;  
Sundays, 8:30 a.m. to 12 midnight  
Representatives....Headley-Reed Company;  
R. C. Foster

### Personnel

President.....R. L. Morey  
Station Manager.....G. J. Morey  
Commercial and Advertising  
Manager.....Ivon B. Newman  
Program Director.....Ted Hodge  
Publicity Director.....Ray Edwards  
Chief Engineer.....Francis Stephens

# W S R R

STAMFORD—EST. 1941

BLUE NETWORK—CONNECTICUT BROAD-  
CASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Stephen R. Rintoul  
Address.....270 Atlantic St.  
Phone Number.....4-7575  
Transmitter Location.....Lindstrom Rd., Ship-  
pan Point, Conn.  
Time on the Air.....7 a.m. to 11 p.m.  
News Service.....UP  
Transcription Service.....World Broadcasting  
System  
Representative.....Headley-Reed

# W S R R

STAMFORD                      CONN.

*The Neighborhood  
Station Serving  
Southwestern  
Connecticut*

A BLUE NETWORK STATION

### Personnel

Owner.....Stephen R. Rintoul  
Station Manager.....Harold H. Meyer  
Sales Manager.....Stuart MacHarrie  
Sales Promotion Manager-Chief  
Announcer.....Cameron Mitchell  
Program Director.....Gail Smith  
Production Manager.....Aime Gauvin  
Publicity Director.....D. Hay  
Chief Engineer.....Edward Markman

# W A T R

WATERBURY—EST. 1934

MUTUAL—COLONIAL—YANKEE

Frequency: 1320 Kc.....Power: 1000 Watts  
Owned-Operated By.....Harold Thomas  
Address.....71 Grand St.  
Phone Number.....3-5161  
Transmitter Location.....Baldwin Avenue  
Time on the Air.....8 a.m. to 12 midnight  
News Service.....Transradio

### Personnel

President-Station Manager...Harold Thomas  
Commercial & Advertising.....Sam Elman  
Program Director.....James Parker  
Chief Announcer.....John Lotas  
Publicity Director.....Herb Tilley  
Musical Director.....Edith Sacco  
Chief Engineer.....Harold Thomas

# W B R Y

WATERBURY—EST. 1934

CBS

Frequency: 1590 Kc.....Power: 1000 Watts;  
Owned-Operated By.....American Re-  
publican, Inc.  
Address.....136 Grand St.  
Phone Number.....3-1125  
Transmitter Location.....Boyden Street  
Time on the Air.....8 a.m. to 12 midnight  
Newspaper Affiliation.....Waterbury Ameri-  
can; Waterbury Republican  
News Service.....AP  
Transcription Service.....NBC Thesaurus  
Representative.....Joseph Hershey McGillvra

### Personnel

President.....W. J. Pape  
Station Manager.....E. J. Frey  
Program Director.....Walter Howard  
Publicity Director.....E. Christy Erk  
Chief Announcer.....Charles Lynch  
Musical Director.....Waldo S. Newberry  
Chief Engineer.....Frank Hales

# DELAWARE

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

## WDEL

WILMINGTON—EST. 1922

NBC

MASON-DIXON GROUP

Frequency: 1150 Kc. .... Power: 5000 Watts  
Owned-Operated By ..... WDEL, Inc.  
Address ..... 10th & King Sts.  
Phone Number ..... 7268  
Transmitter Location ..... Governor Printz Blvd.  
Time on the Air ..... 6 a.m. to 1 a.m.  
News Service ..... UP  
Transcription Service ..... NBC Thesaurus  
Representative ..... Paul H. Raymer Co.

### Personnel

Station Executive ..... Clair R. McCollough  
Station Manager-Director of

War Programs ..... J. Gorman Walsh  
Sales Director ..... J. Robert Gulick  
Sales Promotion Manager ..... Herman Reitzes  
Program Manager ..... Harvey Smith  
Publicity Director ..... Charles Collins  
Musical Director ..... J. E. Mathiot

## WILM

WILMINGTON—EST. 1922

MUTUAL BROADCASTING SYSTEM

MASON-DIXON GROUP

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Operated By Delaware Broadcasting Co.  
Address ..... 920 King St.  
Phone Number ..... 7268  
Transmitter Location ..... 35th St. & Bellevue Ave.  
Time on the Air ..... 7 a.m. to 1 a.m.  
News Service ..... UP  
Transcription Service ..... NBC Thesaurus  
Representative ..... Paul H. Raymer Co.

### Personnel

Station Executive ..... Clair R. McCollough  
Station Manager-Director of

War Programs ..... J. Gorman Walsh  
Sales Director ..... J. Robert Gulick  
Sales Promotion Manager ..... George Kienzle, Jr.  
Program Director ..... Bernard Fabrizio  
Chief Engineer ..... J. E. Mathiot

Dominant NBC Basic Station in This Area

# WDEL

1150 KC—5000 Watts—Wilmington, Delaware

**OUTSTANDING FOR ITS ABILITY  
TO PRODUCE RESULTS**

In the WDEL trade area, there's concentrated purchasing power—plenty of spending money. Added to its fortunate location in this rich, industrial and agricultural market (Delaware, Southern New Jersey, part of Maryland, Pennsylvania and Virginia), WDEL offers advertisers a listenership far ahead of rates. We're glad to furnish details as to how we can produce sales for you. Write direct, or to our

Sales Representative:

**PAUL H. RAYMER CO.**

New York • Chicago • San Francisco



# DISTRICT OF COLUMBIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

## WINX

WASHINGTON, D. C.—EST. 1940

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned by . . . . . WINX Broadcasting Co.  
 Address . . . . . 8th & Eye Sts., N.W.  
 Phone Number . . . . . Republic 8000  
 Time on the Air: 6:00 a.m. to 1:00 a.m.; 7:00 a.m. to 1:00 a.m. Sun.  
 News Service . . . . . INS  
 Transcription Service . . . . . Standard Radio. Langworth  
 National Representative . . . . . The Walker Co.

### Personnel

President-Station Manager. Lawrence J. Heller  
 Commercial Manager. . . . . Harold Levey  
 Production-Program Director. . . . . Sam Lawder  
 Sales Promotion-Publicity  
 Director. . . . . Harold Levey  
 Chief Announcer. . . . . Hugh Gwidi  
 Musical Director. . . . . Bob Callahan  
 Chief Engineer. . . . . Ralph E. Cannon, Jr.

## WJSV

WASHINGTON—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 1500 Kc. . . . . Power: 50,000 Watts  
 Owned-Operated By. Columbia Broadcasting System  
 Address . . . . . 817 Earle Bldg.  
 Phone Number. . . . . Metropolitan 3200  
 Transmitter Location. . . . . Wheaton, Md.  
 Time on the Air: 6 a.m. to 1:05 a.m.; Sundays. 7:30 a.m. to 1:05 a.m.  
 News Service. . . . . AP; UP  
 Transcription Service. . . . . World Broadcasting System  
 Representative . . . . . Radio Sales

### Personnel

Director. . . . . E. H. Gammons  
 Commercial Manager. . . . . William D. Murdock  
 General Manager. . . . . Carl Burkland  
 Sales Promotion Director. . . . . Lee Chadwick  
 War Program Director. . . . . Elnor Lee  
 Chief Announcer. . . . . Gunnar Back  
 Musical Director . . . . . Paul Kahn  
 Chief Engineer. . . . . Clyde Hunt

## WMAL

WASHINGTON, D. C.—EST. 1935

BLUE NETWORK

Frequency: 630 Kc. . . . . Power: 5000 Watts  
 Owned & Operated By. . . . . The Evening Star  
 Broadcasting Co.  
 Address . . . . . 724-14th St., N.W.  
 Phone Number. . . . . National 5400  
 Transmitter Location. . . . . Cedar Lane, Bethesda, Md.  
 Time on the Air: 6 a.m. to 1 a.m.; Sundays. 7 a.m. to midnight  
 Newspaper Affiliation. Washington Evening Star  
 News Service. . . . . AP; UP  
 Transcription Service. . . . . NBC Thesaurus:  
 Associated: Standard Radio  
 Representative. . . . . Blue Network Spot Sales

### Personnel

General Manager. . . . . K. H. Berkeley  
 Sales & Advertising  
 Manager. . . . . Ben B. Baylor, Jr.  
 Auditor. . . . . John Curtain  
 Chief News Editor. . . . . William Neel  
 Night Supervisor. . . . . Bryson Rash  
 Musical Director. . . . . Morgan Baer  
 Chief Engineer. . . . . H. A. Wadsworth

"I'm the Greatest  
 --squawk--awf  
 sensational--uff  
 million-watter  
 --er-r-r--"

No "parrotting"  
 No "squawking"  
**Just FACTS . . .**  
**WINX HAS**  
 1. more NEWS  
 2. more MUSIC  
 3. more LOCAL ACCOUNTS  
 4. more SPORTS AUDIENCE

BE WISE.—follow the local merchant, find the market on WINX.  
 Representative: THE WALKER CO.

**WINX**  
 WASHINGTON, D. C.  
 ★ ★ 1340 K. C. ★ ★  
 "Washington's Own Station"

## W O L

**WASHINGTON, D. C.—EST. 1928**  
**MUTUAL BROADCASTING SYSTEM**

Frequency: 1260 Kc. .... Power: 1000 Watts  
Owned-Operated By .. American Broadcasting Company  
Address ..... 1827 K Street, N.W.  
Phone Number ..... Metropolitan 0010  
Transmitter Location ..... Chillum, Maryland  
Time on the Air ..... 24 hours daily  
News Service ..... Transradio; UP  
Transcription Service .. Lang-Worth; Standard Radio; Associated Transcription Service; MacGregor  
Representative ..... Spot Sales, Inc.

### Personnel

President ..... Mrs. LeRoy Mark  
Vice-President-General  
Manager ..... W. B. Dolph  
Sales Manager ..... Henry V. Seay  
Publicity-Sales Promotion  
Manager ..... Charles Zurhorst  
Program Director ..... Madeline Ensign  
Production Manager ..... Jay Caldwell  
Traffic Manager ..... Lillian Ruppert  
Continuity Director ..... Margaret Murray  
Bookkeeper ..... William Wallace  
Musical Director ..... Carol Shea  
Chief Engineer ..... H. H. Lyon

## W R C

**WASHINGTON, D. C.—EST. 1923**  
**NATIONAL BROADCASTING CO.**

Frequency: 980 Kc. .... Power: 5000 Watts  
Owned-Operated By .. National Broadcasting Company  
Address ..... 724 - 14th St., N. W.  
Phone Number ..... Republic 4000  
Transmitter Location .. Ager Road, Hyattsville, Maryland  
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.  
News Service ..... AP; INS; UP  
Transcription Service ..... NBC Thesaurus, Associated, Langworth  
Representative ... National Broadcasting Co.

### Personnel

Vice-President ..... Frank M. Russell  
Station Manager ..... Carlton D. Smith  
Sales Promotion Manager ... Neal Hathaway  
Publicity Director ..... Leif Eid  
Chief Announcer ..... Donald Fischer  
Auditor-Program Director ..... Fred Shawa  
Musical Director ..... Fritz Balzer  
Chief Engineer ..... Donald Cooper

## W W D C

**WASHINGTON, D. C.—EST. 1941**  
**ATLANTIC COAST NETWORK**

Frequency: 1450 Kc. Power: 250 (100 w. booster)  
Owned-Operated By Capitol Broadcasting Co.  
Address ..... 1000 Connecticut Ave.  
Phone Number ..... National 7203  
Transmitter Location ..... 81 Pierce St., N.E.  
Time on the Air ... 6:00 a.m. to 12:00 midnight  
News Service ..... AP  
Transcription Service ..... NBC Thesaurus

### Personnel

President ..... Joseph Katz  
Station Manager ..... G. Bennett Larson  
Commercial Manager ..... Ben Strouse  
Sales Promotion  
Manager ..... Belmont M. VerStandig  
Program Director ..... Norman Reed  
Program Coordinator ..... Jacqueline Keese  
Production Manager ..... Vera Ash  
Publicity Director ..... Irene Juno  
Chief Announcer ..... Ray Carson  
Musical Director ..... Leonard Friendly  
Artists Bureau ..... Ann Cloward  
Chief Engineer ..... U. L. Lynch

**In the Spotlight**  
**24 Hours a Day!**



Washington's Only 24 Hour Station  
**1000 WATTS**      ☆      **1260 KC.**  
AFFILIATED WITH  
**MUTUAL BROADCASTING SYSTEM**

# FLORIDA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

## W M F J

DAYTONA BEACH—EST. 1935  
BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: W. Wright Esch  
Address: 126½ Magnolia Ave.  
Phone Number: 91  
Transmitter Location: 126½ Magnolia Ave.  
Time on the Air: Unlimited license  
Transcription Service: Associated Music  
Publishers: Lang-Worth

### Personnel

Owner: W. Wright Esch

## W F T L

FORT LAUDERDALE—EST. 1939  
MUTUAL BROADCASTING SYSTEM

Frequency: 710 Kc. Power: 10,000 Watts  
Owned by: Ralph A. Horton  
Operated by: Radio Station WFTL  
Address: 2700 S. Andrews Ave.  
Studio Address: Mayfair  
Theater Bldg., Miami

Phone Number: 1300-01; 1799  
Transmitter Location: 2700 S. Andrews Ave.;  
(C.P. West of Ft. Lauderdale)

Time on the Air: Unlimited license  
News Service: UP  
Transcription Service: Associated Music  
Publishers

### Personnel

Owner: Ralph A. Horton  
General Manager: S. A. Vetter

## W F T M

FORT MEYERS—EST. 1940  
KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Fort Meyers Broad-  
casting Co.

Address: 51 East First St.  
Phone Number: 818  
Transmitter Location: 51 East First St.  
Time on the Air: Unlimited license  
Transcription Service: Associated Music  
Publishers

### Personnel

President: Ronald B. Woodyard  
Vice-President: R. B. Martinn  
General Manager: J. P. Turner

## W R U F

GAINESVILLE—EST. 1928  
MUTUAL BROADCASTING SYSTEM

Frequency: 850 Kc. Power: 5,000 Watts  
Owned by: State of Florida  
Operated by: University of Florida  
Address: University of Florida  
Phone Number: 1000, Branch 55  
Transmitter Location: Campus, University of  
Florida

Time on the Air: Limited to Sunset in Denver,  
Colo.

News Service: UP  
Transcription Service: World Broadcasting  
System

Representative: Burn-Smith Co., Inc.

### Personnel

Director: Garland Powell  
Commercial Manager: S. L. Miller  
Sales Promotion Manager: Wm. Woodbury  
Program Director: J. Sam Fouts  
Publicity Director: Ernest Stanley  
Chief Announcer: Otis Boggs  
Musical Director: Elizabeth Tew  
Chief Engineer: Dr. Palmer Craig

## W J A X

JACKSONVILLE—EST. 1925  
NATIONAL BROADCASTING CO.

Frequency: 930 Kc. Power: 5000 d.; 1000 n.  
Owned, Operated By: City of Jacksonville, Fla.

Address: 1 Broadcast Place  
Phone Number: 5-5821

Transmitter Location: Hyde Park Country Club

Time on the Air: 18 hours

News Service: AP

Transcription Service: NBC Thesaurus

Representative: John Blair & Co.,  
Harry Cummings

### Personnel

Commissioner in Charge: Thos. C. Imeson  
Station Manager and Chief

Engineer: John T. Hopkins, III

Program Director: Evelyn Boote

## W J H P

JACKSONVILLE—EST. 1940  
BLUE NETWORK

MUTUAL BROADCASTING SYSTEM  
Frequency: 1320 Kc. Power: 250 Watts  
Owned-Operated By: The Metropolis Co.

Address: 500 Laura St.

Phone Number: 5-7610

• • • FLORIDA • • •

Transmitter Location.....Read and Alamo Sts.  
 Time on the Air.....18 Hours Daily  
 Newspaper Affiliation...Jacksonville Journal  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....John H. Perry Associates

**Personnel**

President.....John H. Perry  
 Station Manager.....Wallace A. Walker  
 Sales Manager.....I. M. Koger  
 Program Director.....Jack Rathbun  
 Musical Director.....Don Bell  
 Chief Engineer.....B. Hayford

**W M B R**

JACKSONVILLE—EST. 1934

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned, Operated By...Florida Broadcasting Company

Address.....118 West Adams St.  
 Phone Number.....5-4387  
 Transmitter Location.....Vines and Mass. Ave.  
 Time on the Air...6:30 a.m. to 12:00 midnight  
 News Service.....UP  
 Representative.....Paul H. Raymer Co.

**Personnel**

President-Station Manager.....Frank King

Commercial-Sales Promotion Manager  
 Glenn Marshall, Jr.  
 Program Director-Chief Announcer  
 Charles M. Stone  
 Production Manager.....Leonard Cox  
 Chief Engineer.....E. B. Vordermark

**W P D Q**

JACKSONVILLE—EST. 1942

MUTUAL BROADCASTING SYSTEM

Frequency: 1270 Kc.....Power: 5000 Watts  
 Owned-Operated By:

Jacksonville Broadcasting Corp  
 Address.....Gulf Life Bldg.  
 Transmitter Location...Seven miles west of  
 Jacksonville on Lenox Ave.  
 Time on the Air: 6:29 a.m. to 12:05 a.m.; Sun-  
 day 7:29 a.m. to 12:05 a.m.

News Service.....AP  
 Transcription Service.....Standard  
 Representative.....George P. Hollingbery Co.

**Personnel**

President.....James R. Stockton  
 President.....Robert R. Feagin  
 Business Manager.....Frank Taylor, Jr.  
 Program Director.....Bernie Adams  
 Production Manager.....Matt Gettings  
 Artists Bureau.....Jimmy James  
 Musical Director.....Neil Vanderpoel  
 Chief Engineer.....James R. Donovan

**W L A K**

LAKELAND—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned, Operated By...Lake Region Broad-  
 casting Co.

Address.....1412 East Lime St.  
 Phone Number.....2127  
 Transmitter Location.....1412 East Lime St.  
 Time on the Air.....6:55 a.m. to midnight  
 News Service.....UP  
 Representative.....The Foreman Co.

**Personnel**

President.....S. O. Ward  
 Program Director.....Quinnelle Vann  
 Chief Announcer-Musical  
 Director.....John V. Fisk  
 Chief Engineer.....Wm. P. Lee

**W W P G**

LAKE WORTH—EST. 1941

BLUE NETWORK—MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By...Lake Worth Broad-  
 casting Corp.  
 Business Address.....P. O. Box 1031

**W J A X**

JACKSONVILLE, FLORIDA

THE  
 MUNICIPAL  
 BROADCASTING  
 STATION

NBC  
 RED NETWORK

930 Kc.—Maximum Power 5000 Watts  
 Phone Jacksonville 5-5821

Representatives

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

Barnett Bank Bldg.  
 Jacksonville, Fla.  
 Phone 30381

*The Nation's Playground*

*is now*

*The Nation's Warground*

MIAMI BEACH

FLORIDA

**WKAT** (THE STATION WITH TWO MARKETS)

Provides two complete and separate  
buying-powers-that-be!

- (1) Home Front civilians taking time out from their war activity—with money to spend.
- (2) One of the largest Army Air Corps units in the country . . . representing every state — potential customers now and after Victory.

1360 Kilocycles

**WKAT**

1000 W. Day and Night

MIAMI BEACH, FLORIDA

UNITED PRESS NEWS • BLUE NETWORK  
REUTERS NEWS

Phone Number . . . . . Palm Beach 21515;  
 Lake Worth 500  
 Studio Address . . . Ocean Blvd., Palm Beach, Fla.  
 Transmitter Location . . . . . Ocean Blvd., Palm  
 Beach, Fla.  
 Time on the Air . . . . . 7:00 a.m. to midnight  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Burn-Smith Co.

**Personnel**

President . . . . . Charles A. Davis  
 Station Manager . . . . . Fred H. Ford  
 Commercial Manager . . . . . Fred J. Barcroft  
 Sales Promotion Manager . . . . . W. J. Ford  
 Chief Engineer . . . . . Paul McGinty

**W I O D**

MIAMI—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 610 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Isle of Dreams Broad-  
 casting Corporation  
 Business Address . . . . . 600 Biscayne Blvd.  
 Phone Number . . . . . 3-6444  
 Studio Address . . . . . News Tower  
 Transmitter Location . . . . . Cameo Island  
 Time on the Air . . . . . Unlimited License

Newspaper Affiliation . . . . . Miami Daily News  
 News Service . . . . . AP, INS, UP  
 Transcription Service . . . . . Standard Radio;  
 Associated Music Publishers  
 Representative . . . . . George P. Hollingbery Co.;  
 Harry S. Cummings

**Personnel**

President . . . . . D. J. Mahoney  
 General Manager . . . . . James M. Legate  
 Commercial Manager . . . . . T. O. McCullough  
 Promotion Manager . . . . . R. W. Richards  
 Program Supervisor . . . . . Roy Verret  
 Program Director . . . . . Robert Fidler  
 Continuity Director . . . . . D. M. Butler  
 News Editor . . . . . Frank Malone  
 Educational Director . . . . . Lessie Collins  
 Musical Director . . . . . Clark Fiers  
 Chief Studio Engineer . . . . . Bob Barwick

**W Q A M**

MIAMI—EST. 1921

COLUMBIA BROADCASTING SYSTEM  
 FLORIDA BROADCASTING SYSTEM

Frequency: 560 Kc. . . . . Power: 1000 Watts  
 (C.P. 5000 d.)  
 Owned-Operated . . . . . Miami Broadcasting Co.

Here it is



*Come and get it!*

★ South Florida's non-tourist income from pay rolls in 1942 exceeded any annual income, in any year, from her richest tourist season.

★ This new, rich market represents civilian war work employment and spending . . . TWELVE MONTHS A YEAR.

★ In dollar volume Miami's share represented over 59% of the total retail sales in Florida's three major markets.

WIOD Covers This New Rich Market As Completely As Florida's Magic Sun

National Representative

GEORGE P. HOLLINGBERY COMPANY

5,000 WATTS • 610 KC • NBC



Address ..... Postal Bldg.  
 Phone Number ..... 26121  
 Transmitter Location... Biscayne Bay at 14th St.  
 Time on the Air ..... 24 hours daily  
 News Service ..... UP  
 Transcription Service... World Broadcasting  
 System: Lang-Worth  
 Representative ..... John Blair & Co.

**Personnel**

President and General Manager  
 Fred W. Borton  
 Advertising Manager..... Norman MacKay  
 Program Manager..... Hazel McGuire  
 Sales Manager..... Fred Mizer  
 Chief Engineer..... T. C. Wisenbacker

**W K A T**

MIAMI BEACH—EST. 1937

BLUE NETWORK

Frequency: 1360 Kc..... Power: 1000 Watts  
 Owned-Operated By..... A. Frank Katzentine  
 Address..... 1759 N. Bay Rd.  
 Phone Number ..... 5-7471  
 Transmitter Location... 1759 N. Bay Rd.  
 Time on the Air..... 6:30 a.m. to 12 midnight  
 News Service ..... Reuters; UP  
 Transcription Service ..... AMP  
 Representative ..... Spot Sales, Inc.

**Personnel**

Owner..... A. Frank Katzentine  
 Managing Director..... Ucola Katzentine  
 General Manager..... John C. McCloy  
 Commercial Manager..... Alex Campbell, Jr.  
 Business Manager..... C. A. Wampler  
 War Program Director..... Richard Altman  
 Musical Director..... Betty Lee Taylor  
 Engineers..... Tom Magee, Arthur Smith  
 (See Page 384)

**W T M C**

OCALA—EST. 1939

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc..... Power 100 Watts  
 Owned-Operated By... Ocala Broadcasting Co.  
 Address ..... P.O. Box 831  
 Phone Number ..... 128; 129  
 Studio Address..... 1 Broadcast Place  
 Transmitter Location... 1 Broadcast Place  
 Time on the Air..... 7:00 a.m. to 11:00 p.m.  
 News Service ..... UP  
 Transcription Service... Keystone, BMI  
 Representative..... John H. Perry Associates

**Personnel**

President..... John T. Alsop, Jr.  
 Station Manager..... T. S. Gilchrist, Jr.  
 Commercial Manager..... Wilma Drumm  
 Program Director..... T. S. Gilchrist, Jr.  
 War Program Director... Edna Moorhead  
 Chief Engineers..... Beecher Hayford,  
 H. F. Lange

**W D B O**

ORLANDO—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc..... Power: 5000 Watts  
 Owned-Operated By... Orlando Broadcasting  
 Co., Inc.  
 Business Address..... 563 N. Orange Ave.  
 Phone Number ..... 6181  
 Studio Address..... Ft. Gatlin Hotel  
 Transmitter Location... Dubsread Country Club  
 Time on the Air..... 24 hours daily  
 News Service ..... UP  
 Transcription Service... World Broadcasting  
 System  
 Representative..... Paul H. Raymer Co.

**Personnel**

President-Station Manager  
 Col. George C. Johnston  
 National Sales-Sales Promotion Manager  
 W. G. McBride  
 Program Director..... Violet D. Osborne  
 Publicity Director..... Rosalind Boggs  
 Local Advertising Manager..... J. M. Pedrick  
 Musical Director..... Walter D. Kimble  
 Chief Engineer..... J. E. Yarbrough

**W L O F**

ORLANDO—EST. 1940

BLUE NETWORK

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By... Hazelwood, Inc.  
 Business Address..... P. O. Box 1991  
 Phone Number ..... 8163-8164  
 Studio Address..... Angebilt Hotel  
 Transmitter Location... Near Orlando  
 Time on the Air... 6:30 a.m. to 12:00 midnight  
 News Service ..... INS  
 Transcription Service... NBC Thesaurus  
 Representative..... Burn-Smith Co., Inc.;  
 Frank Cook

**Personnel**

Station Manager..... Edward J. Lord  
 Commercial Manager..... Victor Buisset  
 Sales Promotion-Publicity  
 Manager..... Edward J. Lord  
 Program Director-Chief Announcer Tom Sawyer  
 War Program Director... Eugene Hill  
 Chief Engineer..... Harold A. Jenkins

**W D L P**

PANAMA CITY—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc..... Power: 250 d., 100 n.  
 Owned-Operated By... Panama City Broad-  
 casting Co., Inc.  
 Address..... First and Mercer Sts.  
 Phone Number ..... 777  
 Transmitter Location... First and Mercer Sts.  
 Time on the Air..... 7:00 a.m. to 7:00 p.m.  
 News Service ..... UP



Transcription Service..... Standard Radio:  
Keystone Broadcasting System  
Representative..... John H. Perry Associates

**Personnel**

President..... John H. Perry  
Station Manager..... Virgil G. Evans  
Program-Publicity Director... Edw. J. Contoure  
Chief Engineer..... Beecher Hayford

**W C O A**

PENSACOLA—EST. 1926  
NATIONAL BROADCASTING CO.

Frequency: 1370 Kc.... Power 1000 d.; 500 n.  
Owned-Operated By... Pensacola Broadcasting  
Company

Address..... San Carlos Hotel  
Phone Number ..... 4111  
Transmitter Location... Pensacola Bay Bridge  
Time on the Air..... 17 hours, five minutes  
Newspaper Affiliation..... Pensacola News-  
Journal  
News Service..... UP  
Transcription Service..... Associated Music  
Publishers

Representative ..... John H. Perry Associates

**Personnel**

President..... John H. Perry  
General Manager..... Irving F. Welch  
Commercial Manager..... H. L. Barnett  
Program Director-Chief Announcer... Gene Kirby  
War Program Director..... Robert Larrabare  
Chief Engineer..... G. E. Mead

**W F O Y**

COLUMBIA BROADCASTING SYSTEM  
ST. AUGUSTINE—EST. 1936

Frequency: 1240 Kc.... Power: 250 Watts  
Owned-Operated By..... Fountain of Youth  
Broadcasting Co.

Address..... Fountain of Youth Park  
Phone Number ..... 1400  
Transmitter Location..... Fountain of Youth  
Gardens

Time on the Air..... 7:00 a.m. to 11:15 p.m.  
News Service ..... UP  
Representative..... Paul H. Rayner Co.

**Personnel**

President..... Glenn Marshall, Jr.  
General Manager..... J. Allen Brown  
Program-Publicity  
Director..... Ann Bernice Nachtmann  
Chief Engineer..... Pat Bernhard

**W S U N**

ST. PETERSBURG—EST. 1927  
BLUE NETWORK

Frequency: 620 Kc.... Power: 5000 Wat  
Owned-Operated By... City of St. Petersburg.  
Address..... Municipal Pier

Phone Number..... 4747-4748  
Transmitter Location... Bayview near Tampa,  
Time on the Air..... 24 hours daily  
News Service..... UP  
Transcription Service..... Associated Music  
Representative ..... Weed & Company

**Personnel**

Station Manager..... Norman E. Brown  
Sales Manager..... Jerry Wigley  
Sales Promotion Manager... Jerry Whittington  
Program Director-Engineer..... Louis J. Link  
Production Manager..... Maurice Hayes  
Public Relations Director..... Joe Frohock  
Musical Director..... Edith Sexton

**W T S P**

ST. PETERSBURG—EST. 1939  
MUTUAL BROADCASTING SYSTEM

Frequency: 1380 Kc.... Power 1000 d.; 500 n.  
Owned-Operated By... Pinellas Broadcasting Co.  
Address..... 35th Ave. and 4th St., N.  
Phone Number..... 8108  
Transmitter Location... 35th Ave. and 4th St.,  
North

Time on the Air..... 6:30 a.m. to midnight  
Newspaper Affiliation... St. Petersburg Times  
News Service..... UP  
Representative..... Joseph Hershey McGillvra

**Personnel**

President..... Nelson P. Popynter  
Station Manager..... Lex Herron  
Commercial Manager..... Coburn Gum  
Program Director..... Arnold Falconnier

**W S P B**

SARASOTA—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.... Power: 250 Watts  
Owned-Operated By..... WSPB, Inc.  
Business Address..... Sarasota  
Phone Number ..... 2541  
Studio Address..... Bradenton, Fla.  
Transmitter Location... Ringling Isle, Scranton  
Time on the Air..... 8:00 a.m. to 10:00 p.m.  
News Service ..... UP  
Transcription Service... World Broadcasting;  
Keystone Broadcasting System

**Personnel**

President..... R. C. Jones, Jr.  
Station Manager..... John Browning  
Program Director..... Jayne Taylor  
Chief Engineer..... Bill Sheetz

**W T A L**

TALLAHASSEE—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.... Power: 250 d.; 100 n.  
Owned-Operated By... Florida Capitol Broad-  
casters, Inc.

# GEORGIA'S GROWING MARKETS!



- For effective, economical coverage of the great metropolitan Atlanta market—with its 98,700 radio homes—134,972 families, and 516,564 people — use WATL — Atlanta's popular *Mutual* station!... WATL's coverage is confined to *urban* listeners, and its programs tuned to *urban* tastes. You can do a *swell* selling job at *low* cost in Atlanta with WATL.

- The Hooper Fall 1942 Survey shows WRBL's coverage of Columbus to be—

**81.2% TO 96.8%**

... Any hour of the day or night, at least four out of five Columbus listeners are tuned in on WRBL. If you want to *blanket* the rich Columbus market, use WRBL.



- Normally prosperous, and steadily expanding with the war effort —Albany is now unusually *sales* productive. . . . Two flying fields; more than 200 housing units recently completed; 6,000 new jobs. Retail sales in Albany area now approximate \$20,000,000 a year. If you're planning a test—include WGPC. It gives complete coverage in a market that is paying *better* than ever.



**Represented nationally by SPOT SALES**

Address . . . . . Thomasville Highway  
 Phone Number . . . . . 2160; 2161-W  
 Time on the Air . . . . . 8:00 a.m. to 9 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . BMI; Keystone

**Personnel**

President . . . . . Gilbert Freeman  
 Station Manager . . . . . William C. Wyatt  
 Program Director . . . . . Mary Charles Findley  
 Chief Engineer . . . . . William A. Snowden, Jr.

**W D A E**

TAMPA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1250 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Tampa Times Company  
 Business Address . . . . . 114 North Franklin Street  
 Phone Number . . . . . M 1818  
 Studio Address . . . . . Tampa Terrace Hotel  
 Transmitter Location . . . . . Forest Hills Country Club Area

Time on the Air . . . . . 7:00 a.m. to 12:05 a.m.  
 Newspaper Affiliation . . . . . Tampa Daily Times  
 News Service . . . . . AP  
 Transcription Service . . . . . World Broadcasting System

Representative . . . . . The Katz Agency

**Personnel**

President . . . . . David E. Smiley  
 Sales Promotion Manager . . . . . Carl P. Oswald  
 Station Manager . . . . . L. S. Mitchell  
 Program Director . . . . . Kenneth W. Skelton  
 Chief Engineer . . . . . William Pharr Moore

**W F L A**

TAMPA—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 970 Kc. . . . . Power: 5000 d.; 1000 n.  
 Owned-Operated By . . . . . Tampa Tribune

Address . . . . . Seminole Bldg.  
 Phone Number . . . . . Tampa H 1828-1829  
 Transmitter Location: East Entrance, Davis Causeway, Columbus Drive  
 Time on the Air: 6:45 a.m. to 12:05 a.m.; 7:30 a.m. to 12:05 a.m. Sunday

Newspaper Affiliation . . . . . Tampa Tribune  
 News Service . . . . . UP  
 Transcription Service . . . . . NBC Thesaurus; C. P. MacGregor  
 Representative . . . . . John Blair & Co.; Harry Cummings

**Personnel**

President . . . . . S. E. Thomason  
 Station Manager . . . . . W. Walter Tison  
 Local Sales Manager . . . . . Bert Arnold  
 Program Director . . . . . Paul M. Jones  
 Publicity Director . . . . . Tom Mathews  
 Musical Director . . . . . Frank Grasso  
 Chief Engineer . . . . . Joe Mitchell

**W J N O**

WEST PALM BEACH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WJNO, Inc.  
 Business Address . . . . . P. O. Box 189  
 Phone Number . . . . . 3638  
 Studio Address . . . . . 1415 Okeechobee Rd.  
 Time on the Air . . . . . 6:30 a.m. to 12 midnight  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard Radio  
 Representative . . . . . Weed & Co.

**Personnel**

President . . . . . Marshall Heminway  
 General Manager . . . . . Stephen Willis  
 Musical Director . . . . . Ruth Shockley  
 Chief Engineer . . . . . E. Whit MacDowell

**GEORGIA**

*For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285*

**W A L B**

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM  
 SOUTH GEORGIA NETWORK

Frequency: 1590 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Herald Publishing Co.  
 Address . . . . . Leesburg Road  
 Phone Number . . . . . 1590  
 Transmitter Location . . . . . Leesburg Road  
 Time on the Air . . . . . 7:00 a.m. to 11:30 p.m.  
 Newspaper Affiliation . . . . . Albany Herald

News Service . . . . . AP  
 Transcription Service . . . . . Associated Music Publishers  
 Representative . . . . . Burn-Smith Co.; Frank Cook

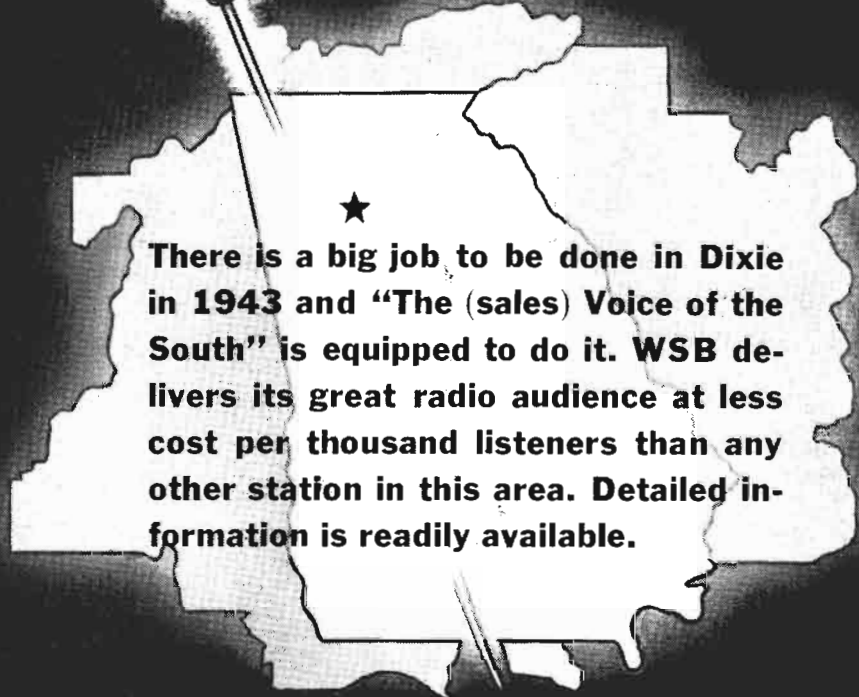
**Personnel**

President . . . . . H. T. McIntosh  
 General Manager . . . . . Roger Van Duzer  
 Commercial Manager . . . . . Mac Tallman  
 Publicity Director . . . . . Mildred Cann  
 Bookkeeper . . . . . C. P. Whiting  
 Chief Engineer . . . . . Noel Martin



# **1<sup>ST</sup> CHOICE**

**OF GEORGIA LISTENERS SINCE 1922**



**There is a big job to be done in Dixie in 1943 and "The (sales) Voice of the South" is equipped to do it. WSB delivers its great radio audience at less cost per thousand listeners than any other station in this area. Detailed information is readily available.**

**50 Kw.**

# **WSB**

**750 K. C.**

*"The Voice of the South"*

**ATLANTA, GEORGIA**

**Affiliated with the Atlanta Journal**

*Represented Nationally by Edward Petry & Co., Inc.*

## W G P C

ALBANY—EST. 1933

COLUMBIA BROADCASTING SYSTEM  
GEORGIA BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By Albany Broadcasting Co.  
Address 125½ N. Jackson St.  
Phone Number 1370; 1371  
Transmitter Location Gillionville Rd.  
Time on the Air 7 a.m. to 11:30 p.m.  
News Service UP  
Transcription Service Lang-Worth  
Representative Spot Sales, Inc.

### Personnel

President J. W. Woodruff  
Program Director-Chief

Announcer Marvin Lorig  
Director of War Programs Loyce Snow  
Production Manager Jommy Fowler  
Publicity Director Ben Wills  
Chief Engineer Chas. M. Kinnett

(See Page 388)

## W G A U

ATHENS—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By J. K. Patrick & Co.  
Address Bobbin Mill Road  
Phone Number 1741  
Transmitter Location Bobbin Mill Road  
Time on the Air Unlimited license  
Transcription Service Standard Radio

### Personnel

Manager-Chief Engineer M. C. Gorman

## W A G A

ATLANTA—EST. 1937

BLUE NETWORK

Frequency: 590 Kc. Power: 5,000 Watts  
Owned-Operated By Liberty Broadcasting Corp.

Address Western Union Bldg.  
Phone Number MAin 5101  
Transmitter Location North Druid Hills Road  
Time on the Air 6 a.m. to 12 midnight  
News Service AP  
Transcription Service Associated Music Publishers; NBS Thesaurus  
Representative Headley-Reed Co.

### Personnel

President George B. Storer  
General Manager Charles A. Smithgall, Jr.  
Commercial Manager Maurice C. Coleman  
Program-Publicity Director Lee Bennett  
News Editor Jack Harrington  
Chief Engineer Russ Shettler

## W A T L

ATLANTA—EST. 1931

MUTUAL BROADCASTING SYSTEM  
GEORGIA BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By J. W. Woodruff tr/  
as Atlanta Broadcasting Co.  
Address Henry Grady Building  
Phone Number Walnut 4377  
Transmitter Location Henry Grady Building  
Time on the Air: 6:00 a.m. to 12:05 a.m.;  
Sundays, 8:00 a.m. to 12:05 a.m.

News Service UP  
Transcription Service Lang-Worth  
Representative Spot Sales, Inc.

### Personnel

President J. W. Woodruff  
Station Manager J. A. Davenport  
Commercial-Sales Promotion C  
Manager G. C. Jones, Jr.  
Program Director Dan Hornsby  
Production Manager W. J. Pyron, Jr.  
Publicity Director Ray McCay  
Chief Announcer-Director of  
War Programs Zenas Sears  
Accountant Ruth Jones  
Musical Director George Pressnell  
Chief Engineer R. W. Minton

(See Page 388)

## W G S T

ATLANTA—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 920 Kc. Power: 5000 d.; 1000 n.  
Owned By Georgia Institute of  
Technology  
Operated By Southern Broadcasting  
Stations, Inc.  
Address Forsyth Bldg.  
Phone Number Walnut 8441  
Transmitter Location Cheshire Bridge Rd.  
Time on the Air Unlimited license  
Transcription Service World Broadcasting  
System; Lang-Worth

Representative The Katz Agency

### Personnel

President-Station Manager C. H. Calhoun

## W S B

ATLANTA—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 750 Kc. Power: 50,000 Watts  
Owned-Operated By The Atlanta Journal  
Company

Address Biltmore Hotel  
Phone Numbers Hemlock 1045-1046-1047;  
Hemlock 5200; Walnut 5050  
Transmitter Location Tucker, Ga.  
Time on the Air 5:45 a.m. to 1:05 a.m.  
Newspaper Affiliation The Atlanta Journal

News Service ..... AP; UP  
 Transcription Service ..... Standard Radio  
 Representative ..... Edward Petry & Co.

**Personnel**

President ..... James M. Cox, Jr.  
 Manager ..... J. Leonard Reinsch  
 Sales Manager ..... John M. Outler, Jr.  
 Program Director ..... Roy A. McMillan  
 Director of War Programs ..... Beth Barnes  
 Sales Promotion Manager ..... Lorin Myers  
 Artists' Bureau Head ..... Harrison Kimball  
 Publicity Director ..... Mary Caldwell  
 Farm Director ..... Bill Prance  
 Continuity Editor ..... Al Flanagan  
 Transcription Editor ..... Hubert Batey  
 Studio Production Manager ..... Elmo Ellis  
 Musical Directors ..... Perry Pechtel,  
 Earl Landis  
 Chief Engineer ..... C. F. Daugherty

**W G A C**

**AUGUSTA—EST. 1940**

**BLUE NETWORK**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... The Twin States Broad-  
 casting Company

Address ..... Augusta  
 Phone Number ..... 2-2692-3-4  
 Transmitter Location ..... Sand Bar Ferry Road  
 Time on the Air: 6 a.m. to 12 midnight; Sun-  
 days, 8 a.m. to 12 midnight  
 Newspaper Affiliation ..... The Augusta Herald  
 News Service ..... AP  
 Transcription Service ..... Associated Music  
 Publishers; NBC Thesaurus  
 Representative ..... Headley-Reed Company

**Personnel**

President ..... F. Frederick Kennedy  
 General Manager ..... J. B. Fuqua  
 Sales Production Manager ..... Florence Thompson  
 Program Director-Chief  
 Announcer ..... Steve Manderson  
 Publicity Director ..... Z. V. Gwynn  
 Chief Engineer ..... De Forest Layton

**W R D W**

**AUGUSTA—EST. 1930**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1480 Kc. .... Power: 5,000 Watts  
 Owned-Operated By ..... Augusta Broadcasting  
 Company

Address ..... 10th & Broad Streets  
 Phone Numbers ..... 2-8805, 8806, 8807  
 Transmitter Location ..... Breckman's Road, P. O.  
 Box No. 932  
 Time on the Air ..... 6 a.m. to 12 midnight  
 News Service ..... UP  
 Transcription Service ..... World Broadcasting  
 System  
 Representative ..... Burn-Smith Company, Inc.

**Personnel**

President ..... Arthur Lucas  
 Station Manager ..... W. R. Ringson  
 Commercial Manager ..... Thurston Bennett  
 Program-Publicity Director ..... Charles Pointel  
 Chief Announcer ..... Ben Lucas  
 Musical Director ..... Gil Evans  
 Chief Engineer ..... Harvey Aderhold

**W M O G**

**BRUNSWICK—EST. 1939**

**KEYSTONE BROADCASTING SYSTEM  
 SOUTH GEORGIA NETWORK**

Frequency: 1490 Kc. .... Power: 250 d.; 100 n.  
 Owned-Operated By ..... Coastal Broadcasting  
 Company

Address ..... Brunswick  
 Phone Number ..... 1500  
 Transmitter Location ..... St. Simons Causeway  
 Time on the Air ..... 7 a.m. to 10 p.m.  
 News Service ..... UP  
 Transcription Service ..... NBC Thesaurus  
 Representative ..... Cox & Tanz

**Personnel**

President ..... Alma W. King  
 General Manager-Chief  
 Announcer ..... Kenneth E. White

**W G A A**

**CEDARTOWN—EST. 1941**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned By ..... Northwest Georgia Broad-  
 casting Co.

Operated By ..... R. W. Rounsaville  
 Address ..... West Theater Bldg.  
 Phone Number ..... 777  
 Transmitter Location ..... Cave Spring Rd.  
 Time on the Air: 15 hours weekdays; 14 hours  
 Sundays

News Service ..... AP  
 Transcription Service ..... Keystone Broad-  
 casting System

**Personnel**

President ..... O. C. Lam  
 Vice-President-General  
 Manager ..... R. W. Rounsaville  
 Production Manager ..... Bill Shannon  
 Publicity Director ..... Dorothy Holt  
 Chief Announcer-Musical Director ..... Rob Riddle  
 Chief Engineer ..... Clarence Landress

**W R B L**

**COLUMBUS—EST. 1928**

**COLUMBIA BROADCASTING SYSTEM  
 GEORGIA BROADCASTING SYSTEM**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned By ..... Columbus Broadcasting  
 Company

Operated By ..... J. W. Woodruff, Jr.  
 Address ..... 1420 Second Avenue  
 Phone Number ..... 2-0601  
 Transmitter Location ..... 30th St. & Howard Ave.  
 Time on the Air: 6 a.m. to 12:05 a.m.; Sun-  
 days, 8 a.m. to midnight  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Spot Sales, Inc.

**Personnel**

President ..... J. W. Woodruff, Sr.  
 Executive Manager ..... J. W. Woodruff, Jr.  
 Commercial Manager ..... W. S. Massie  
 Sales Promotion-Production  
 Manager ..... Jack Gibney  
 Program Director ..... Tony Barrett  
 Director of War Programs-Musical  
 Director ..... Gertrude Handley  
 Publicity Director ..... Jack O'Connor  
 Chief Engineer ..... Wilfred T. Siddle  
 (See Page 388)

**W M J M**

**CORDELE—EST. 1940**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1490 Kc. .... Power: 250 d.; 100 n.  
 Owned-Operated By... Cordell Dispatch Pub-  
 lishing Company  
 Business Address ..... P. O. Box 432  
 Phone Number ..... 666  
 Studio Address ..... 20th Ave. & B St.  
 Transmitter Location ..... 20th Ave. & B St.  
 Time on the Air ..... 7 a.m. to 9 p.m.  
 Newspaper Affiliation ..... Cordell Dispatch  
 Transcription Service... Keystone Broadcasting  
 Service  
 Representative ..... Cox & Tanz

**Personnel**

President-General Manager... James S. Rivers  
 Commercial Manager... Gaines Brewster  
 Program Director... Elweda Powers  
 Publicity Director... Peyton Bishop  
 Chief Announcer-Musical  
 Director ..... Robert C. Lay  
 Chief Engineer ..... Clayton Lee

**W B L J**

**DALTON—EST. 1940**

**MUTUAL BROADCASTING SYSTEM**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By... Dalton Broadcasting  
 Corp.  
 Address ..... 111 Pentz St.  
 Phone Number ..... Dalton 684  
 Transmitter Location ..... River Bend Rd.  
 Time on the Air ..... 7 a.m. to 11 p.m.  
 News Service ..... INS  
 Representative ..... Cox & Tanz

**Personnel**

President ..... H. C. Kenemer  
 Secretary-Treasurer-Manager... W. V. Williams  
 Sales Promotion-Program  
 Director ..... William Arnold  
 Chief Announcer ..... Bill Shepard  
 Chief Engineer ..... W. C. Roberts

**W G G A**

**GAINESVILLE—EST. 1941**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By... Blue Ridge Broadcasting  
 Company  
 Business Address ..... P. O. Box 417  
 Phone Number ..... 1600  
 Studio Address ..... Athens Road  
 Transmitter Location ..... Athens Road  
 Time on the Air: 6:30 a.m. to 10:15 p.m.; Sun-  
 days, 7 a.m. to 10:15 p.m.  
 News Service ..... AP  
 Transcription Service ..... NBC Thesaurus

**Personnel**

President ..... Austin F. Dean  
 General Manager ..... L. H. Christian  
 Commercial Manager  
 Charles A. Smithgall, Jr.  
 Sales Promotion Manager ..... E. F. MacLeod  
 Program Director ..... Floyd Hubbard  
 Publicity Director ..... Nancy Thompson  
 Chief Engineer ..... F. K. Brown

**W K E U**

**GRIFFIN—EST. 1934**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1450 Kc. .... Power: 100 Watts  
 Owned-Operated By... Radio Station WKEU  
 Address ..... Griffin Hotel  
 Transmitter Location ..... Griffin Hotel  
 Time on the Air ..... Unlimited license  
 Transcription Service ..... C. P. MacGregor  
 Representative ..... Sears & Ayer, Inc.

**Personnel**

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

**W L A G**

**LA GRANGE—EST. 1941**

**MUTUAL BROADCASTING SYSTEM**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By... LaGrange Broadcasting  
 Company  
 Address ..... 303 Broome St.  
 Phone Number ..... 1700  
 Transmitter Location ..... La Grange  
 Time on the Air ..... 6:30 a.m. to 10:30 p.m.  
 Newspaper Affiliation ..... LaGrange Daily  
 News  
 News Service ..... UP



Transcription Service.....World Broadcasting System

**Personnel**

President .....Roy C. Swank  
 General Manager.....Edwin Mullinax  
 Program Director.....Harold Russey

**W B M L**

MACON—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Middle Georgia Broadcasting Company  
 Address.....First National Bank Building  
 Phone Number.....2728  
 Transmitter Location....8th & Cherry Streets  
 Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 7:30 to 12 midnight  
 News Service .....UP  
 Transcription Service .....NBC Thesaurus

**Personnel**

President .....Ernest D. Black  
 Station Manager.....Charles W. Pittman  
 Commercial Manager.....Alfred Loew  
 Program-Musical Director  
     Mary Hester Richardson  
 Production-Publicity Director.....Chas. Roe  
 Chief Announcer.....Gene Marshall  
 Chief Engineer.....H. S. Goodrich

**W M A Z**

MACON—EST. 1922

COLUMBIA BROADCASTING SYSTEM  
 GEORGIA MAJOR MARKET TRIO

Frequency: 940 Kc.....Power: 5000 Watts  
 Owned-Operated By....Southeastern Broadcasting Company, Inc.  
 Address.....666 Cherry St.  
 Phone Number .....3131, 3132, 3133  
 Transmitter Location.....Forsyth Road  
 Time on the Air: 6 a.m. to 12 midnight; Sundays, 7:30 a.m. to 12 midnight  
 News Service .....AP  
 Transcription Service....World Broadcasting System; Lang-Worth  
 Representative .....The Katz Agency

**Personnel**

President, Chief Engineer  
     George P. Rankin, Jr.  
 Vice-President.....Wallace Miller  
 Sec'y-Treas., General Manager  
     Wilton E. Cobb  
 Program Director-Chief Announcer..Lew Kent

**W M G A**

MOULTRIE—EST. 1939

KEYSTONE BROADCASTING SYSTEM  
 SOUTH GEORGIA NETWORK

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

Owned-Operated By....Frank R. Pidcock, Sr.  
 Address .....Box 310, Moultrie  
 Phone Number.....999  
 Transmitter Location.....Moultrie  
 Time on the Air: 6 a.m. to 10 p.m.; Sundays, 8 a.m. to 10 p.m.

News Service .....UP  
 Transcription Service.....NBC Thesaurus

**Personnel**

Owner .....Frank R. Pidcock  
 Manager .....John F. Pidcock  
 Commercial Manager.....Jack Murray  
 Program Director.....Mrs. D. E. Stringfellow  
 Chief Engineer-Chief Announcer..James Wilder

**W R G A**

ROME—EST. 1929

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Rome Broadcasting Corp.  
 Address .....National City Bank Building  
 Phone Number.....6589  
 Transmitter Location....National City Bank Bldg.  
 Time on the Air.....Unlimited license

**Personnel**

President .....John W. Quarles

**W S A V**

SAVANNAH—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....WSAV, Inc.  
 Address .....Liberty National Bank Building  
 Phone Number.....5600  
 Transmitter Location....East President Street  
 Time on the Air: 7 a.m. to 12:05 a.m.  
 News Service .....AP; INS  
 Transcription Service.....Associated Music Publishers  
 Representative .....George P. Hollingbery Company

**Personnel**

President .....Arthur Lucas  
 Station Manager.....Harben Daniel  
 Commercial Manager.....N. W. Brandon  
 Sales Promotion Manager.....Thomas S. Carr  
 Program Director.....Electa Hoffman  
 Director of War Programs....Alberta Robertson  
 Production Manager .....Daniel Harless  
 Publicity Director.....Mark Johnson  
 Musical Director.....Eleanor Cook  
 Chief Engineer .....Meredith Thompson

**W T O C**

SAVANNAH—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned-Operated By...Savannah Broadcasting Company

• • • **GEORGIA** • • •

Address.....516 Abercorn Street  
Phone Number.....20127-28-29  
Transmitter Location.....Louisville Road  
Time on the Air: 6:30 to 12 midnight; Sun-  
days, 8 a.m. to 12 midnight  
News Service.....UP  
Transcription Service.....Lang-Worth;  
Standard Radio  
Representative.....The Katz Agency

**Personnel**

President.....W. T. Knight, Jr.  
Assistant to President.....Grace S. Brown  
Vice-President.....S. P. Driscoll  
National Sales-Merchandising Manager  
Bill Smart  
Program Director.....Weldon Herrin  
Director of War Programs.....Rugh Taylor  
Production Manager.....Dwight James Bruce  
Publicity Director.....Emily Parnell  
Chief Announcer.....Kenneth Wolfe  
Artists Bureau Head.....Alice Kent  
Musical Director.....Jean Wallace  
Chief Engineer.....Claude M. Gray

•  
**W P A X**

**THOMASVILLE—EST. 1934**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....H. Wimpy  
Address.....117 Remington Avenue  
Phone Number.....909  
Transmitter Location...117 Remington Avenue  
Time on the Air.....Unlimited license

**Personnel**

Station Manager.....H. Wimpy

•  
**W R L C**

**Toccoa—EST. 1941**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....R. G. LeTourneau  
Address.....1200 Prather Bridge Road  
Phone Number.....1751  
Transmitter Location...1200 Prather Bridge Rd.  
Time on the Air.....13 hours daily  
News Service.....AP  
Transcription Service..Lang-Worth; BMI; NBC  
Thesaurus

**Personnel**

Owner.....R. G. LeTourneau  
General Manager, Program Director  
Virgel E. Craig  
Commercial Manager.....Harold H. Marler  
Chief Announcer.....Leslie Bolton  
Chief Engineer.....H. C. Lindahl

•  
**W G O V**

**VALDOSTA—EST. 1940**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....E. D. Rivers

Address.....E. Park Ave.  
Phone Numbers.....1420; 1421  
Transmitter Location.....E. Park Ave.  
Time on the Air.....16 hours daily  
News Service.....UP  
Transcription Service..Keystone Broadcasting  
System  
Representative.....Hal Holman Company

**Personnel**

Owner.....E. D. Rivers  
Station Manager.....W. R. Link  
Chief Engineer.....L. C. McCall

•  
**W A Y X**

**WAYCROSS—EST. 1936**

**KEYSTONE BROADCASTING SYSTEM  
SOUTH GEORGIA NETWORK**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Jack Williams  
Address.....620 Plant Avenue  
Phone Number.....965  
Transmitter Location.....Waycross  
Time on the Air.....7 a.m. to 10 p.m.  
Newspaper Affiliation...Waycross Journal-  
American

News Service.....UP  
Transcription Service...World Broadcasting  
System; Keystone Broadcasting System  
Representative.....Hal Holman Company

**Personnel**

President.....Jack Williams  
Station Manager- Chief Engineer,  
John J. Tobola  
Commercial-Production Manager..Jack Harder  
Program Director-Chief Announcer  
John Humble  
Publicity Director.....Liston Elkins

•  
**W D A K**

**WEST POINT—EST. 1940**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By...Valley Broadcasting  
Company  
Address.....General Tyler Hotel  
Phone Numbers.....173; 193  
Transmitter Location...General Tyler Hotel  
Time on the Air: 6 a.m. to 11 p.m.; Sundays,  
7 a.m. to 11 p.m.  
Transcription Service.....Associated Music  
Publishers

**Personnel**

President.....L. J. Duncan  
Station Manager.....J. H. Orr  
Program Director.....Frances B. Ledbetter  
Chief Announcer.....Jack Harris  
Chief Engineer.....Dige Bishop

# IDAHO

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

## K I D O

BOISE—EST. 1928

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc. Power: 2500 d.; 1000 n.

Owned By: G. M. Phillips & Frank Hill, d/b Boise Broadcasting Station

Operated By: G. M. Phillips

Address: Hotel Boise

Phone Numbers: 660; 661

Transmitter Location: 4½ miles northwest of City

Time on the Air: 6 a.m. to 11 p.m.; Sundays, 9 a.m. to 10:30 p.m.

News Service: UP

Transcription Service: World Broadcasting System

Representative: John Blair & Company

### Personnel

Station Manager: G. M. Phillips

Sales Promotion Manager: Boyd Braithwaite

Program Director-Chief

Announcer: Billy Phillips

Production Manager: Phil Allen

Publicity Director: Roy Swartz

Traffic Manager: Catherine Scotland

Chief Engineer: Harold Toedemeier

## K I D

IDAHO FALLS—EST. 1928

Frequency: 1350 Kc. Power: 5000 d.; 500 n.

Owned-Operated By: KID Broadcasting Co.

Address: KID Building

Phone Number: 4

Transmitter Location: Ammon Road

Time on the Air: Unlimited license

### Personnel

President and General Manager:

J. W. Duckworth

## K R L C

LEWISTON—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By: H. E. Studebaker

Address: Lewis-Clark Hotel Building

Phone Number: 1950

Transmitter Location: Lewiston Orchards

Time on the Air: 7:25 a.m. to 8:15 p.m.; 2:15 p.m. to 7:15 p.m. Sundays

News Service: UP

Transcription Service: World Broadcasting System; Longworth Feature Programs; Keystone Broadcasting System

### Personnel

Owner: H. E. Studebaker

Station Manager: Donald A. Wike

Commercial Manager: Donald Thomas

Chief Engineer: Milton MacLafferty

## K F X D

NAMPA—EST. 1922

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By: Frank E. Hurt

Business Address: 1024 Twelfth Ave., South

Phone Number: 1200

Studio Addresses: 1024 Twelfth Ave., South;

724 S. Kimball Ave., Caldwell, Ida.; 809 Main

St., Boise, Ida.

Transmitter Location: 1024 Twelfth St., South

Time on the Air: 6 a.m. to 9 p.m.; Sundays,

8:30 a.m. to 6 p.m.

News Service: UP

Transcription Service: NBC Thesaurus; C. P.

MacGregor; Lang-Worth

### Personnel

Owner and Station Manager: Frank E. Hurt

Commercial Manager: Doyle Cain

Program Director: Floyd Bryant

Traffic Manager: Violet Vanderford

Chief Engineer: Edward Hurt

## K S E I

POCATELLO—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 930 Kc. Power: 1000 d.; 250 n.

Owned-Operated By: Radio Service Corporation

Address: Pocatello

Phone Number: 960

Transmitter Location: Pocatello

Time on the Air: 6 a.m. to 11 p.m.; Sundays,

8:30 a.m. to 11 p.m.

News Service: UP

Transcription Service: Standard

Representatives: The Walker Co. (East);

Homer Owen Griffith (West)

### Personnel

President: O. P. Soule

Vice-Pres.-General Manager: Henry H. Fletcher

Program Director: Ruthe A. Fletcher

Publicity Director: Olive M. Leoney

Chief Engineer: Henry H. Fletcher

## K T F I

TWIN FALLS—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1270 Kc. Power: 1000 Watts

Owned-Operated By.....Radio Broadcasting Corp.  
 Address .....Radio Bldg.  
 Phone Number.....2400  
 Transmitter Location.....Highway No. 30, west of Twin Falls  
 Time on the Air.....Unlimited license  
 News Service.....UP  
 Transcription Service.....Standard Radio  
 Representatives.....The Walker Co.; Homer Owen Griffith

**Personnel**

President .....O. P. Soule  
 Station Manager.....F. M. Gardner  
 Commercial-Sales Promotion Manager  
   W. A. Kenworthy  
 Program Director.....N. Henderson  
 Production Manager.....C. Peterson  
 Publicity Director.....Irene Barclay  
 Chief Announcer-Musical Director  
   Will E. Wright  
 Chief Engineer.....Franklyn Ver Cox

**K W A L**  
**WALLACE—EST. 1939**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned By.....Silver Broadcasting Co.  
 Operated By.....R. G. Binyon  
 Address .....Tabor Bldg.  
 Phone Number.....330  
 Transmitter Location.....Osburn  
 Time on the Air.....7 a.m. to 12 midnight  
 News Service.....UP  
 Transcription Service.....Keystone Broadcasting System; Standard Radio; Associated Music Publishers

**Personnel**

President .....Dr. J. R. Binyon  
 Station Manager.....R. G. Binyon  
 Sales Promotion-Commercial Manager  
   Howard Olson  
 Program Director.....Turner Dreher  
 Production Manager.....E. Camey  
 Chief Announcer.....C. Preston  
 Musical Director.....Glenn Whitney  
 Chief Engineer.....Charles Crane

**ILLINOIS**

*For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285*

**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: Keystone Broadcasting System; BMI; Standard Radio

**Personnel**

Owner-General Manager....Martin R. O'Brien  
 Sales Promotion Manager....Vincent G. Cofey  
 Program-Musical Director...Mary Louise Brown  
 Publicity Director.....Janet Goss  
 Chief Announcer.....Russ Russell  
 Continuity Director.....Bettie Newburg  
 Chief Engineer.....W. I. Greenslaugh

**W J B C**

**BLOOMINGTON—EST. 1934**

**KEYSTONE BROADCASTING SYSTEM**

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

Transmitter Location.....West Gregory St., Normal, Ill.  
 Time on the Air.....Unlimited license  
 Transcription Service.....Langworth  
 Representative.....Spot Sales, Inc.

**Personnel**

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

**W K R O**

**CAIRO—EST. 1942**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Oscar C. Hirsch  
 Address .....Cairo  
 Phone Number.....1490  
 Transmitter Location.....Cairo  
 Time on the Air: 6:30 a.m. to 10 p.m.; Sunday, 8 a.m. to 9 p.m.  
 News Service.....UP  
 Transcription Service.....Langworth, BMI  
 National Representative.....John E. Person Co.

**Personnel**

Owner .....Oscar C. Hirsch

**W C A Z**

**CARTHAGE—EST. 1921**

Frequency: 1080 Kc.....Power: 250 Watts

# TESTED

**For 18 straight years advertisers have  
done *most* of their 50,000-watt  
Chicago selling over wBBm.**

**We believe this means you can, too.**

wBBm is the Midwestern Key Station for the Columbia Broadcasting System and is represented nationally by RADIO SALES: New York, Chicago, St. Louis, Charlotte, Los Angeles, San Francisco



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

**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 ..... 1 mile south of Champaign  
 Time on the Air ..... Unlimited license  
 Newspaper Affiliation ..... Champaign News Gazette

National Sales Office ..... Texas Daily Press League  
 News Service ..... UP

**Personnel**

Commercial Manager ..... Frank R. Mills  
 Chief Engineer ..... Jack Baum

**W A A F**

CHICAGO—EST. 1922

Frequency: 950 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Drover's Journal Publishing Co.

Address ..... Palmer House  
 Phone Number ..... Randolph 1932  
 Transmitter Location ..... 1001 Exchange Ave.  
 Time on the Air ..... 6:30 a.m. to local sunset  
 News Service ..... UP  
 Transcription Service ..... Standard Radio  
 Representative ..... George P. Hollingbery Co.

**Personnel**

President ..... Ward A. Neff  
 Station Manager ..... Bradley R. Eidmann  
 Sales Promotion Manager ..... Elizabeth Love  
 Program Director-Production

Manager ..... Leland Gillette  
 War Program Director ..... Janet Niles  
 Chief Engineer ..... Carl Uhrlich

**W A I T**

CHICAGO—EST. 1923

Frequency: 820 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... WAIT, Inc.  
 Address ..... 360 N. Michigan Avenue  
 Phone Number ..... Franklin 0660  
 Transmitter Location ..... Church Road, Elmhurst, Ill

Time on the Air ..... Local sunrise to sunset; Dallas, Texas

News Service ..... AP  
 Transcription Service ..... AMP  
 Representative ..... The Walker Co.

**Personnel**

President ..... Gene T. Dyer  
 Station-Commercial Manager,

Joseph Rudolph  
 Program Director ..... E. M. Hinzman  
 Sales Promotion Manager ..... George Provol  
 Publicity Director ..... Virginia Smith  
 War 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 Broadcasting System, Inc.

Address ..... 410 North Michigan Ave.  
 Phone ..... Whitehall 6000  
 Transmitter Location ..... Ithaca, Ill.  
 Time on the Air ..... 5:30 a.m. to 1:15 a.m.  
 News Service ..... AP; INS; UP  
 Transcription Service ..... Associated Music Publishers, Lang-Worth

Representative ..... Radio Sales

**Personnel**

President ..... Wm. S. Paley  
 Vice-President and Station

Manager ..... H. Leslie Atlass  
 Assistant Manager ..... J. L. Van Volkenburg  
 Commercial Manager ..... J. Kelly Smith  
 Sales Promotion Manager ..... King Park  
 Western Sales Manager ..... L. F. Erikson  
 Acting Program Director ..... Walter J. Preston  
 Attorney ..... John B. Moser  
 Chief Sound Technician ..... Urban Johnson  
 Publicity Director ..... Shep Chartoc  
 News Editor ..... James Crusinberry  
 Assistant Program Director ..... Stuart Dawson  
 Office Manager ..... John V. McLoughlin  
 Musical Director ..... Caesar Petrillo  
 Chief Engineer ..... Frank B. Falknor

**W C F L**

CHICAGO—EST. 1926  
 NATIONAL BROADCASTING CO.

BLUE NETWORK

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 12:05 a.m.; Sundays, 8:15 a.m. to 12 midnight.

News Service ..... UP  
 Transcription Service ..... Standard Radio  
 Representative ..... The Katz Agency

WGN carried more local  
and national spot business  
in 1942 than any other 2 major  
Chicago stations combined!

Such a leadership in the  
highly competitive Chicago  
market is testimony of  
WGN's marked ability  
to produce sales for its  
advertisers.