

Transcription Service..... Lang-Worth  
Representative.....Spot Sales, Inc.

**Personnel**

President .....J. W. Woodruff, Sr.  
Executive Manager .....J. W. Woodruff, Jr.  
Station Manager.....W. Heldon Herrin  
Commercial Manager.....W. S. Massie  
Sales Promotion.....Jack O'Connor  
Musical Director .....Gertrude Handley  
Publicity Director .....Ed Hennessy  
Chief Engineer.....Wilfred T. Siddle

(See Page 396)

**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  
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 & KEYSTONE**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By...Dalton Broadcasting  
Address.....111 Pentz St.  
Phone Number.....Dalton 684  
Transmitter Location.....River Bend Rd.  
Time on the Air.....7 a.m. to 10 p.m.  
Representative .....Cox & Tanz

**Personnel**

President .....H. C. Kenemer  
Secretary-Treasurer-Manager..W. V. Williams  
Sales and Program Dir.....William Armond  
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

Address.....Athens Road  
Phone Number.....1600  
Time on the Air.....6:30 a.m. to 10:15 p.m.  
News Service .....AP  
Transcription Service.....NBC Thesaurus

**Personnel**

President.....Austin F. Dean (Lt. USNR)  
General Manager.....L. H. Christian  
Sales Promotion Manager.....E. F. MacLeod  
Chief Engineer.....F. K. Brown

**W K E U**

**GRIFFIN—EST. 1934**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1450 Kc.....Power: 100 Watts  
Address.....Griffin Hotel, Griffin  
Time on the Air.....Daytime License  
Transcription Service.....C. P. MacGregor  
Representative.....Sears & Ayer, Inc.

**Personnel**

Manager & Owner.....A. W. Marshall, Jr.

**W L A G**

**LA GRANGE—EST. 1941**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By...LaGrange Broadcasting  
Address.....303 Broome St.  
Phone Number.....1700  
Transmitter Location.....La Grange  
Time on the Air.....6:30 a.m. to 11 p.m.;  
Sundays, 7 a.m. to 12 midnight  
Newspaper Affiliation.....LaGrange News  
News Service .....UP

**Personnel**

President .....Roy C. Swank  
General Manager.....Edwin Mullinax  
Chief Engineer .....James McKay

**W B M L**

**MACON—EST. 1940**

**BLUE NETWORK**

**MUTUAL BROADCASTING SYSTEM  
GEORGIA SPORTS NETWORK**

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; Sun-  
days, 7:30 to 12 midnight  
News Service .....UP  
Transcription Service .....Standard  
Representative .....Joseph H. McGillvra

**Personnel**

President ..... Ernest D. Black  
 Vice President ..... E. M. Lowe  
 Secretary & Treasurer ..... E. G. McKenzie  
 Station Manager ..... Charles W. Pittman  
 Commercial Manager ..... Alfred Lowe  
 Sales Promotion Mgr. .... Carl Williams  
 Program Director ..... Mary Hester Richardson  
 Production Director ..... Harold Beatty  
 Chief Announcer ..... Gene Marshall  
 Director of Women's Activities and  
 Publicity ..... Rosemary Lyons Jones  
 Musical Director ..... Jim Vinson  
 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 Broad-  
 casting Company, Inc.  
 Address ..... Bankers Insurance Bldg.  
 Phone Number ..... 3131  
 Transmitter Location ..... Forsyth Road  
 Time on the Air: 6 a.m. to 12 midnight; Sun-  
 days 7:00 a.m. to midnight.  
 News Service ..... INS  
 Transcription Service ..... World Broadcasting  
 System; Lang-Worth  
 Representative ..... The Katz Agency

**Personnel**

President, Chief Engineer  
 George P. Rankin, Jr.  
 Sec'y-Treas., General Manager  
 Wilton E. Cobb  
 Commercial & Sales Promotion  
 Mgr. .... Frank Crowther  
 Program Director ..... Lew Kent  
 Publicity Director ..... Wilton Cobb  
 Chief Announcer ..... Frank Hubbs

**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: 6:30 a.m. to 10 p.m.; Sundays,  
 8 a.m. to 10 p.m.  
 News Service ..... UP  
 Transcription Service ..... Standard Radio

**Personnel**

Owner ..... Frank R. Pidcock  
 Manager ..... John F. Pidcock  
 Commercial Manager ..... James M. Wilder  
 Program Director ..... Mrs. D. E. Stringfellow

Chief Engineer ..... James Wilder  
 Chief Announcer ..... Wendell Adams

**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 ..... Seventh Ave., Rome  
 Time on the Air ..... Unlimited license  
 Transcription Service ..... C. P. MacGregor

**Personnel**

President ..... John W. Quarles  
 Gen'l Mgr. & Treasurer ..... Happy Quarles

**W S A V**

**SAVANNAH—EST. 1939**

**NATIONAL BROADCASTING CO.  
 ATLANTIC SPORTS NETWORK**

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 12:10 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 ..... Sanford Reece  
 Publicity Director and Chief  
 Announcer ..... Daniel Harless  
 Musical Director ..... George Upchurch  
 Chief Engineer ..... Meredith Thompson

**W T O C**

**SAVANNAH—EST. 1929**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1290 Kc. .... Power: 5000 Watts  
 Owned By ..... Savannah Broadcasting Com-  
 pany  
 Operated By ..... W. T. Knight, Jr.  
 Address ..... 516 Abercorn Street  
 Phone Number ..... 20127-28-29  
 Transmitter Location ..... Central Junction  
 Time on the Air: 6:00 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 and Station Mgr. . . . W. T. Knight, Jr.  
 Assistant to President . . . . . D. J. Bruce  
 National Sales-Merchandising Manager  
     Bill Smart  
 Local Sales Mgr. . . . . Ben Williams  
 Program Director . . . . . Dolores Bussey  
 Production Manager . . . . . Dwight James Bruce  
 Publicity Director . . . . . Bill Smart  
 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 . . . . . Wimpy Radio  
 Address . . . . . 117 Remington Avenue  
 Phone Number . . . . . 909  
 Transmitter Location . . . 117 Remington Avenue  
 Time on the Air . . . . . Unlimited license

**Personnel**

Station Manager . . . . . H. Wimpy  
 Commercial Mgr. . . . . Charles Lawton

**W R L C**

Toccoa—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . R. G. LeTourneau  
 Address . . . . . Prather Bridge Road  
 Phone Number . . . . . 1751  
 Transmitter Location . . . Prather Bridge Road  
 Time on the Air . . . . . 13 hours daily  
 News Service . . . . . AP  
 Transcription Service . . Lang-Worth; BMI; NBC  
 Thesaurus, Keystone

**Personnel**

Owner . . . . . R. G. LeTourneau  
 General and Commercial  
 Manager . . . . . Virgle E. Craig  
 Chief Announcer and Chief  
 Engineer . . . . . Wm. S. Kilgore

**W G O V**

VALDOSTA—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . E. D. Rivers  
 Address . . . . . Valdosta, Ga.  
 Phone Numbers . . . . . 1420; 1421  
 Transmitter Location . . . . E. Park Ave.  
 Time on the Air . . . . . 16 hours daily  
 News Service . . . . . UP  
 Representative . . . . . The Walker Co.

**Personnel**

Owner . . . . . E. D. Rivers  
 Station Mgr. . . . . Mrs. E. D. Rivers  
 Sales Manager . . . . . W. R. Link  
 Program Director . . . . . M. W. Gorman  
 Chief Engineer . . . . . C. E. Watkins

**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-Herald  
 News Service . . . . . UP  
 Transcription Service . . . . World Broadcasting System; Keystone Broadcasting System  
 Representative . . . . . Hal Holman Company

**Personnel**

President . . . . . Jack Williams  
 Station and Commercial  
 Manager . . . . . John J. Tobola  
 Program Director . . . . . John Humble  
 Publicity Director . . . . . Liston Elkins  
 Artists Bureau . . . . . Hazel Cason  
 Musical Director . . . . . Frank Mitchell  
 Chief Announcer and Chief  
 Engineer . . . . . John J. Tobola

**PROGRAM DEPARTMENT ON A NEWS WIRE**

With the manpower shortage, **PA** Telescripts are proving to be almost the equivalent of a programming department.

Cued for music or sound effects, they are transmitted over the special **AP** radio wire ready for immediate airing.

# IDAHO

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## K I D O

BOISE—EST. 1928  
NATIONAL BROADCASTING CO.

Frequency: 1380 Kc. Power: 2500 d.; 1000 n.  
Owned By.....G. M. Phillips, 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 11:00 p.m.  
News Service.....UP and AP  
Transcription Service...World Broadcasting  
System  
Representative.....John Blair & Company

### Personnel

Station Manager.....G. M. Phillips  
Commercial and Sales Promotion  
Manager.....Boyd Braithwaite  
Program Director-Chief  
Announcer.....Billy Phillips  
Production Manager.....R. D. Herbert  
Publicity Director.....Boyd Braithwaite  
Traffic Manager.....Catherine Scotland  
Chief Engineer.....James Johnitz

## K I D

IDAHO FALLS—EST. 1928  
KEYSTONE BROADCASTING SYSTEM

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.....6: a.m. to 12 Midnight

### 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.; 2:00  
p.m. to 8:30 p.m. Sundays

News Service.....UP  
Transcription Service...World Broadcasting  
System; Longworth Feature Programs; Key-  
stone Broadcasting System  
Representative.....Howard H. Wilson Co.

### Personnel

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

## K F X D

NAMPA—EST. 1930

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 7:30 p.m.  
News Service.....UP  
Transcription Service: NBC Thesaurus; Lang-  
Worth

### Personnel

Owner.....Frank E. Hurt  
Station and Commercial Manager..Doyle Cain  
Chief Announcer.....Floyd Bryant  
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)

• • • IDAHO • • •

**Personnel**

President ..... O. P. Soule  
Vice-Pres.-General Manager Henry H. Fletcher  
Program Director..... Ruthe A. Fletcher  
Publicity Director..... Olive M. Leeney  
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 ..... 241 Main Ave. W.  
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 and Commercial  
Manager ..... F. M. Gardner  
Sales Promotion Manager..... L. Otto  
Program Director and Chief  
Announcer ..... Charles S. Crabtree  
Publicity-Musical Director..... Eleanor Kline  
Chief Engineer..... Franklyn Ver Cox

**K W A L**

WALLACE—EST. 1939

KEYSTONE BROADCASTING SYSTEM

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  
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 ..... W. Mondell Spencer  
Musical Director..... Glenn Whitney  
Chief Engineer..... Charles Crane



**NEWS**

**FOR**

**RADIO**

**IS**

**AVAILABLE**

**THROUGH**

**PRESS ASSOCIATION, Inc.**

50 ROCKEFELLER PLAZA

NEW YORK, N. Y.

## **WBBM'S BEST PROGRAM..**

ONE program has kept WBBM the most sponsored station in Chicago for 19 straight years.

It is the program followed by our SHOWMANSHIP department\*; the program of building radios show to do specific selling jobs.

When you buy radio time—local, national spot or network—see what our SHOWMANSHIP department\* can do to program that time so it will produce the maximum sales per advertising message.

\* The twenty key creative men on WBBM's "Showmanship" staff have invested an average of nine years in radio.

# **WBBM**

**CHICAGO'S  
Showmanship Station  
50,000 Watts - 780 kc.**

## **COLUMBIA OWNED**



# ILLINOIS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## W M R O

AURORA—EST. 1938

KEYSTONE BROADCASTING SYSTEM

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: Local sunrise to local sunset  
News Service: AP  
Transcription Service: Keystone Broadcasting System; Standard Radio

### Personnel

Owner-General Manager: Martin R. O'Brien  
Commercial Manager: Vincent G. Coffey  
Program-Musical Director: Mary Louise Brown  
Publicity and Production  
Director: Jeanne Doran  
Chief Announcer: J. T. Hankinson  
Supervising Engineer: Vincent Coffey  
Chief Engineer: Phillip Olson

## W J B C

BLOOMINGTON—EST. 1924

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: World  
Representative: Sears and Ayer, 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: 7:00 a.m. to 10 p.m.; Sunday, 8 a.m. to 9 p.m.  
News Service: UP

### Personnel

Owner: Oscar C. Hirsch  
Station and Commercial  
Manager: Merrill C. Currier

## W C A Z

CARTHAGE—EST. 1921

Frequency: 1080 Kc. Power: 250 Watts  
Owned-Operated By: Superior Broadcasting Service, Inc.  
Business Address: Carthage  
Phone Number: 520  
Studio Address: Carthage; Macomb, Ill.  
Transmitter Location: R.F.D., Carthage  
Time on the Air: Daytime to local sunset  
News Service: UP  
Transcription Service: NBC Thesaurus

### Personnel

President: Bob Compton  
Station Manager: John Palmer

## W D W S

CHAMPAIGN—EST. 1937

COLUMBIA BROADCASTING SYSTEM

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

President: Mrs. Helen M. Stevick

## 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.

# WCFL - CHICAGO

10000 Watt Transmitter

1000 Kilocycles

100% Reception

**You Get  
Your  
Money's  
Worth  
at  
WCFL  
CHICAGO**

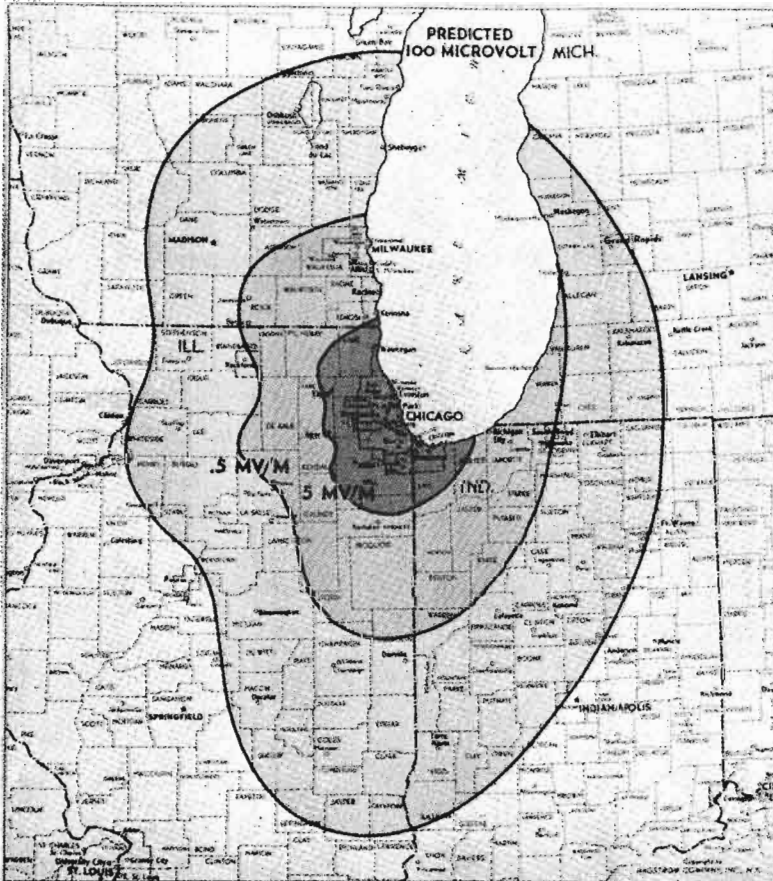
**THE  
VOICE OF  
LABOR**

*Accepted  
Interpretation  
of the  
News by . . .*

Baukhage  
Leon Henderson  
Martin Agronsky  
James McDonald  
Carey Longmire  
Robert McCormick  
Edward Tomlinson

*Currently  
Featured:*

Breakfast Club  
Ladies Be Seated  
My True Story  
The Green Hornet  
Lone Ranger  
Boston Symphony Orch.  
Radio Hall of Fame  
Coast to Coast on a Bus  
Southernaires



*Programs expertly styled for listening pleasure and Sales Appeal*

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



**Personnel**

President .....Ward A. Neff  
 Station and Commercial  
 Manager .....Bradley R. Eidmann  
 Sales Promotion Manager..Helen Himebaugh  
 Program Director and Chief  
 Announcer .....Robert Bryar  
 Production Manager.....John Stanley  
 War Program Director.....Paul Dixon  
 Publicity Director .....Bill Wesley  
 Chief Engineer.....Carl Uhrlich  
 Musical Director .....Helen Compton

**WAIT**

CHICAGO—EST. 1923

Frequency: 820 Kc.....Power: 5000 Watts  
 Owned-Operated By...Radio Station WAIT  
 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 .....UP, Reuters, Transradio  
 Transcription Service .....AMP  
 Representative .....Ray Linton & Co.

**Personnel**

Managing Director .....Gene T. Dyer  
 Manager .....Joseph Rudolph  
 Commercial Manager .....Craig Maudsley  
 Program Director and Chief  
 Announcer .....Linn Burton  
 Sales Promotion Manager.....George Provol  
 Publicity Director .....Jack Payne  
 War Program Director.....Joseph Rudolph  
 Musical Director .....Elizabeth Hinzman  
 Chief Engineer .....E. W. Jacker

(See Page 416)

**W B B M**

CHICAGO—EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 780 Kc.....Power: 50,000 Watts  
 Owned-Operated By...The Columbia Broad-  
 casting System, Inc.  
 Address .....410 North Michigan Ave.  
 Phone .....Whitehall 6000  
 Transmitter Location .....Itaska, Ill.  
 Time on the Air.....5:30 a.m. to 12:59½  
 a.m., Sundays 7:30 a.m. to 12:59½ a.m.  
 News Service.....AP; INS; UP  
 Transcription Service.....Associated Music  
 Publishers, Lang-Worth, World  
 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 ..W. Donald Roberts  
 Program Director .....Walter J. Preston  
 Chief Sound Technician.....Urban Johnson  
 Production Manager .....George T. Case  
 Dir. of Press Information.....Shep Chartoc  
 News Editor.....James Crusinberry  
 Assistant Program Director...O. J. Neuwerth  
 Office Manager.....John V. McLoughlin  
 Musical Director.....Caesar Petrillo  
 Chief Announcer .....Bob Cunningham  
 Chief Engineer .....J. J. Beloungy

(See Page 406)

**WCFL**

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,  
 8:00 a.m. to 12 midnight.  
 News Service.....UP  
 Transcription Service...World Broadcasting  
 System  
 Representative.....The Katz Agency

**Personnel**

President.....John Fitzpatrick  
 General Manager.....Maynard Marquardt  
 Commercial and Sales Manager..M. B. Wolens  
 Program Production Director..Howard Keegan

**W C R W**

CHICAGO—EST. 1926

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

**Personnel**

Owner.....Clinton R. White

**W E D C**

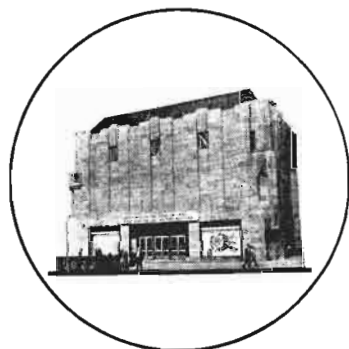
CHICAGO—EST. 1926

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Emil Denmark, Inc.  
 Address.....3860 Ogden Ave.  
 Phone Number.....Crawford 4100  
 Transmitter Location.....3860 Ogden Ave.  
 Time on the Air: 8:30 a.m. to 10 a.m.; 3:30 to  
 5 p.m.; 7 p.m. to 8 p.m.; 10 p.m. to 11 p.m.  
 News Service .....UP

**WGN**, because of its  
genuinely "Chicago"  
origin and viewpoint,  
is recognized by  
radio listeners in  
metropolitan Chicago  
and throughout the  
Middle West as their  
community station...

**ANOTHER REASON**

*why WGN carries more retail, local  
and national spot business than any  
other 50,000 watt Chicago station.*



**WGN**

CHICAGO, ILLINOIS

***A Clear Channel  
Station***

MUTUAL  
BROADCASTING  
SYSTEM

**Personnel**

President.....Emil Denmark  
 Station and Commercial  
 Manager.....Frank J. Kotnour  
 Program Director and Chief  
 Announcer.....Bill Mack  
 Director of War Programs...Sophie V. Brady  
 Publicity Director.....Serena Notari  
 Production and Musical Director...Bill Brady  
 Chief Engineer.....Chester Lewicki

**W E N R**

CHICAGO—EST. 1925

BLUE NETWORK

Frequency: 890 Kc.....Power: 50000 Watts  
 Owned-Operated By.....Blue Network Co.  
 Address.....Merchandise Mart  
 Phone Number.....Delaware 1900  
 Transmitter Location.....Tinley Park, Ill.  
 Time on the air: 3 to 6:30 p.m. and 8 p.m. to  
 3 a.m.; Saturdays, 3-6:30 p.m. and 12 mid-  
 night to 1 a.m.; Sundays, 12 noon to 7 p.m.  
 and 8 p.m. to 3 a.m.  
 News Service.....AP; INS; UP  
 Transcription Service.....NBC Thesaurus.  
 Representative.....Spot Sales

**Personnel**

President.....Mark Woods  
 V-P—Central Div. Mgr.....E. R. Borroff  
 Program Manager.....James Stirten  
 Advertising and Sales Promotion Manager,  
 E. J. Huber  
 Chief Announcer.....Gene Rouse  
 Publicity Directors.....Ell Henry  
 Production Manager.....Maurice Wetzel  
 Sales Manager.....Gil Berry  
 Continuity Editor.....L. J. Edgely  
 Director of Public Service Programs,  
 Robert White  
 Sales Traffic Manager.....Robert Ewing  
 Chief Engineer.....E. C. Horstman

**W G E S**

CHICAGO—EST. 1924

Frequency: 1390 Kc.....Power: 5000 Watts  
 Owned and Operated....Radio Station WGES  
 Address.....14 N. Western Ave.  
 Phone Number.....Seeley 8066  
 Transmitter Location.....8601 Kedzie Ave.  
 Time on the Air..7:00 a.m. to 12:00 midnight  
 News Service.....UP and Transradio  
 Transcription Service.....Associated Music

**Personnel**

President-Owner.....Gene T. Dyer  
 Station Manager.....John A. Dyer  
 Commercial Manager.....M. E. Clemens  
 Sales Promotion Manager.....A. C. Perkins  
 Program Director.....Robert Miller  
 Musical Director.....Erma Gareri  
 Chief Engineer.....Edward N. Jacker

**W G N**

CHICAGO—EST. 1932

MUTUAL

Frequency: 720 Kc.....Power: 50000 Watts  
 Owned-Operated By.....WGN, Inc  
 Address.....441 N. Michigan Ave.  
 Phone Number.....Superior 0100  
 Transmitter Location.....Roselle, Illinois  
 Time on the Air: 5:30 a.m. to 1:05 a.m.; Satur-  
 days, 5:30 a.m. to 1:35 a.m.; Sundays, 8 a.m.  
 to 1:05 p.m.  
 Newspaper Affiliation...The Chicago Tribune  
 News Service.....AP, UP, Chicago Tribune  
 Transcription Service....World Broadcasting  
 System; Associated Music Publishers and  
 Standard Radio  
 Representative.....WGN, Inc. (N. Y.);  
 Paul H. Raymer Co.

**Personnel**

President.....Col. Robert R. McCormick  
 Station Manager.....Frank P. Schreiber  
 Commercial Manager...William A. McGuineas  
 Program Director.....Buckingham W. Gunn  
 Sales Promotion Manager...Ben H. Berentson  
 Publicity Director.....Dale O'Brien  
 Production Manager.....Lewis B. James  
 News Editor.....Tom Foy  
 Farm Director.....Holland Engle  
 Musical Director.....Henry Weber  
 Chief Engineer.....George Lang

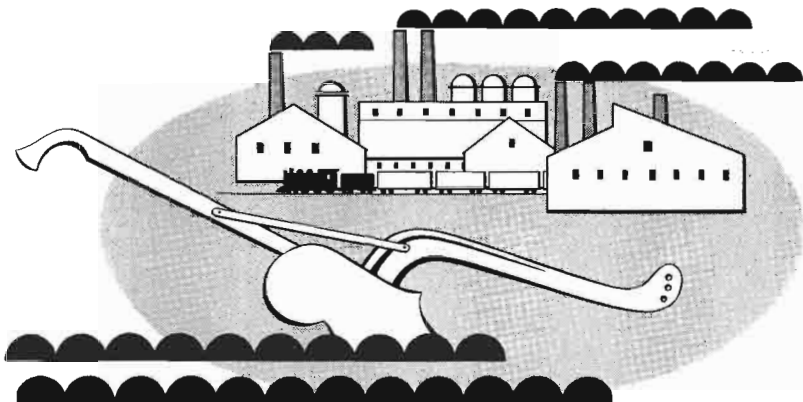
**WAIT**

ADVERTISEMENT

SEE

PAGE

416



## TWO RICH MARKETS IN ONE

**N**OWHERE else in America is there such a broad area of double prosperity as in the WLS Major Coverage Area, where almost 15,000,000 people live, two-thirds urban, one-third rural. With war production their incentive, men on some 650,000 fertile farms are reaping cash harvests larger than they have in years. There are 357 cities and towns, where men on war jobs in factories are bringing home pay envelopes the like of which they have not had before.

Whether you wish to reach the workers in industry or in agriculture, radio station WLS provides you the way to *sell* them.

890 KILOCYCLES  
50,000 WATTS  
BLUE NETWORK

**The PRAIRIE FARMER STATION**

Harold D. Becker  
*President*

Glenn Snyder  
*Manager*

REPRESENTED BY  
JOHN BLAIR & COMPANY

**CHICAGO**

MANAGEMENT AFFILIATED WITH

### *The Arizona Network*

**KSUN**  
Bisbee-Lowell  
Carl Morris, Manager  
1230 Kilocycles  
250 Watts

**KOY**  
PHOENIX **550**  
KILOCYCLES

Harold A. Safford, Manager

**KTUC**  
TUCSON  
Lee Little, Manager  
1400 Kilocycles  
250 Watts

BOTH WLS AND THE ARIZONA NETWORK ARE REPRESENTED BY JOHN BLAIR & COMPANY

# W J J D

CHICAGO—EST. 1932

Frequency: 1160 Kc. Power: 20000 Watts  
 Owned-Operated By.....WJJD Incorporated  
 Address.....230 North Michigan Ave.  
 Phone Number.....STATE 5466  
 Transmitter Location.....Box 296 G, Des-  
 plaines, Illinois  
 Time on the Air: 4 a.m. to sundown, Salt Lake  
 City  
 News Service.....AP  
 Representative.....John E. Pearson Co.

## Personnel

President and Station Manager. Ralph L. Atlass  
 Vice-President.....H. Leslie Atlass  
 Sales Promotion Manager.....C. Don Ioset  
 Commercial Manager.....Art Harre  
 Musical Director.....Lee Gillette  
 Publicity Director.....Fred A. Reed  
 Chief Engineer.....Walter Myers

Owned-Operated By...Agricultural Broadcast-  
 ing Co.

Address.....1230 W. Washington Blvd.  
 Phone Number.....Monroe 9700  
 Transmitter Location.....Tinley Park, Ill.  
 Time on the Air: 5 a.m. to 3 p.m. and 6 p.m.  
 to 8 p.m.; Sundays, 7 a.m. to 12 Noon and  
 7 to 8 p.m.  
 News Service.....AP, UP, Transradio  
 Newspaper Affiliation...Prairie Farmer Pub-  
 lishing Co.  
 Representative.....John Blair & Co.

## Personnel

President.....Burrige D. Butler  
 Station Manager.....Glenn Snyder  
 Commercial Manager...Charles M. Freeman  
 Artists' Bureau Head.....George Ferguson  
 Publicity and Sales Promotion....Don Kelley  
 Farm Program Director.....Arthur C. Page  
 News Editor.....Julian Bentley  
 Production Manager.....Al Boyd  
 Musical Director.....Phil Kalar  
 War Program Director.....Harry Templeton  
 Chief Engineer.....Thomas L. Rowe

# W L S

CHICAGO—EST. 1924

BLUE NETWORK

Frequency: 890 Kc. Power: 50000 Watts

# W I N D

CHICAGO

(For station listing see Gary, Ind.)

# W J J D

The  
 Nation's  
 Largest  
 Independent  
 Station  
 in the  
 Nation's  
 2nd Market  
**20,000 WATTS**

# CHICAGO

*The Best News Service*

**24 HOURS A DAY TO**

The Nation's 2nd Market

44 News Broadcasts Daily—  
 including news on the hour  
 24 hours around the clock!

# W I N D

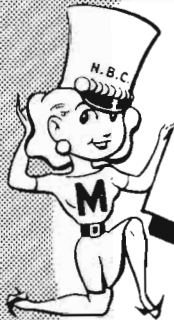
Studios — in Gary, the war-busy  
 steel producing center of the World;  
 and in CHICAGO.

**5000 WATTS — 560 KC — Full Time**



**9**  
out of  
the first  
**10**

**33**  
out of  
the first  
**50**



**15**  
out of  
the first  
**20**

...of all programs on the air!



**WMAQ**  
**CHICAGO**

They all tune to the

**National Broadcasting Company**

It's a National Habit

Latest independent surveys place WMAQ programs far out in front. They show that the great majority of all listeners favor the top-flight NBC shows which distinguish this station—shows made possible by America's leading advertisers and agencies and the outstanding talent they have assembled.

This fact should be of vital significance to you if you are interested in reaching the Nation's Second Market—a market which has a potential listening audience of 2,855,700 families who spend over *three and a half billion* dollars a year. When you buy WMAQ time you are placing your radio advertising where it will do the *most good*. A "natural" for local or spot campaigns.

America's No. 1 Network



A Service of Radio Corporation of America

# WMAQ

CHICAGO—EST. 1922  
NATIONAL BROADCASTING CO.

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

National Broadcasting Co., Inc.  
Address: 222 North Bank Drive  
Phone Number: Superior 8300  
Transmitter Location: Elmhurst, Ill.  
Time on the Air: 5:30 a.m. to 1 a.m.; Sun-  
days, 8:00 a.m. to 1:00 a.m.

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

## Personnel

President: Niles Trammell  
V.P., WMAQ Mgr.: Harry C. Kopf  
Division Engineer: Howard C. Lutgens  
Supervisor of Music Library: D. A. Marcotte  
Night Manager: H. D. Livezey  
Special Events Director: William B. Ray  
Station Relations Mgr.: A. W. Kaney  
Chief Announcer: William Kephart  
Publicity Director: Jack Ryan  
Continuity Editor: William Murphy  
Production Manager: Frederick A. Jacobson, Jr.  
Sales Manager: Oliver Morton  
Business Manager: John F. Whalley  
Program Manager: Jules Herbeuveaux  
Advertising and Sales Promotion Manager:  
Emmons C. Carlson  
Musical Director: Roy Shield  
Director of Public Service Programs:  
Judith Waller

# WMBI

CHICAGO—EST. 1926

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

Address: 153 Institute Place  
Phone Number: Michigan 1570  
Transmitter Location: Addison, Ill.  
Time on the Air: Limited time with WBT: 72  
to 99½ hours weekly

News Service: UP  
Transcription Service: NBC Thesaurus

## Personnel

Vice-President: H. Coleman Crowell  
Program Director: Rev. Wendell P. Loveless  
Production Mgr.: Robert H. Parsons  
Publicity Director: Russell Hitt  
Musical Director: Don P. Hustad  
Chief Engineer: A. P. Frye

(The Moody Bible Institute of Chicago  
also operates station WDLM, C. P. for  
50,000 watts; now operating 1,000 watts.)

# WSBC

CHICAGO—EST. 1925

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Radio Station WSBC  
Address: 2400 West Madison St.  
Phone Number: Seeley 8066  
Transmitter Location: 2400 West Madison St.  
Time on the Air: 6 to 8:30 a.m., 10 to 11 a.m.,  
2 to 3:30 p.m., 8 to 10 p.m. and 11 to 12 p.m.  
News Service: Transradio and UP  
Transcription Service: Associated Music  
Publishers

## Personnel

President-General Manager: Gene T. Dyer  
Station Manager: John A. Dyer  
Commercial Manager: M. V. Baker  
Sales Promotion Manager: Herbert Rudolph  
Program Director: Dean Remick  
Chief Engineer: William Shunk

# WHFC

CICERO—EST. 1926

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: WHFC, Inc.  
Address: 6138 W. Cermak Road  
Phone Number: Lawndale 8228, Cicero 4305  
Transmitter Location: 6138 W. Cermak Road  
Time on the Air: Unlimited license (17 hrs.  
daily)

News Service: UP

## Personnel

President: R. W. Hoffman  
Manager: M. E. Clifford  
Chief Announcer: Wm. H. Scott  
Chief Engineer: George M. Ives, Jr.

# WDAN

DANVILLE—EST. 1938

COLUMBIA BROADCASTING SYSTEM

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

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

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

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

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

## Personnel

President and General Manager: E. C. Hewes  
Commercial Manager: Carl Noble  
Sales Promotion Manager: Robert Pace

*In Chicagoland  
There's Only*

**ONE**  
*\* BEST*  
*Buy...*



**Partial Sponsor Roll Call**

- Bell & Howell
- Chicago Air College
- Chicago Mail Order Co.
- Continental Clothing Co.
- Cook County Distributors
- Coca-Cola
- Coronet
- Dad's Root Beer
- Evans Fur Co.
- Eversharp
- Fij-Oil
- 4 Way Cold Tablets
- Fox Brewing
- Galvin Mfg. Co.
- (Motorola Radios)
- Garrett Wine
- Grove Laboratories
- (8 in 1 Cold Tablets)
- Golden Soy
- Heritage Perfumes
- Hollands Jewelry
- Illinois Bell Telephone Co.
- Joy Candy
- Kass Clothiers
- Old Dutch Cleanser
- Pepsi-Cola
- Rinso, (Lever Bros.)
- Saturday Evening Post
- Super Suds
- True Story
- Union Life Insurance
- Vimms
- Walton Motors
- Western Elec. Co.
- Wheatena

**BEST-BY-TEST**

*\* Best By Advertisers Test.*

*\* Best By Recognized Surveys*

*\* Best By Comparative Rate - Check This Against Your Hooper Listings and Rates In Standard Rate and Data*

**Write For Full Details!**

- ✓ 10,000 Pieces of Mail Weekly
- ✓ A Host Of Current Advertisers Successes
- ✓ Check Your Hooper

**WAIT - Best by Test**

**WAIT - 820, Best "SPOT" on The Chicago Radio Dial**

670  
WMAQ

720  
WGN

780  
WBBM

820  
WAIT

890  
WENR-WLS

**WAIT - In The Heart Of Chicago's "Intensive Listening Band"**

Gene T. Dyer  
Management

**W A I T**

360 North Michigan Avenue  
CHICAGO

Represented by  
Ray Linton & Co.  
New York Chicago



Program Director ..... Cody Noble  
 Production Manager ..... Carl Noble  
 Chief Announcer ..... Francis Hourigan  
 Chief Engineer ..... Ted Magin  
 Publicity Director ..... Bette Austin  
 Musical Director ..... Levin Cummins

**W S O Y**

**DECATUR—EST. 1924**

COLUMBIA BROADCASTING SYSTEM

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

Address ..... 351-357 No. Main St.  
 Phone Number ..... 5371-2  
 Transmitter Location ..... 1891 No. Oakland Ave.  
 Time on the Air: 6 a.m. to 12:05 a.m.; Sun-  
 days, 7:30 a.m. to 12:05 a.m.

Newspaper Affiliation ..... Decatur Herald,  
 Decatur Review

News Service ..... AP  
 Transcription Service: Standard Radio; World  
 Broadcasting System  
 Representative ..... Weed & Co.

**Personnel**

Acting President and General  
 Manager ..... Edward Lindsay  
 Sales Manager ..... Charles F. Bruce  
 War Program Director and Chief  
 Announcer ..... E. B. Pennhallegon  
 Acting Chief Engineer ..... Paul Wnorowski

**W K B B**

**EAST DUBUQUE**

(See Dubuque, Ia.)

**W T M V**

**EAST ST. LOUIS—EST. 1935**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Mississippi Valley  
 Broadcasting Co., Inc.

Address ... Broadview Hotel, 5th and Broadway  
 Phone Number ... East 4390 and Bridge 3424  
 Transmitter Location ..... Broadview Hotel, 5th  
 and Broadway

Time on the Air ..... 6:30 a.m. to 1 a.m.;  
 Sundays, 7 a.m. to 1 a.m.

News Service ..... INS

**Personnel**

President-General Manager ..... Carlin S. French  
 Commercial Manager ..... Tom Riggs  
 Sales Promotion Manager ..... Michael Henry  
 Program Director ..... Agnes Mites  
 Publicity Director ..... Michael Henry  
 Musical Director ..... William Hart  
 Chief Announcer ..... Bob Terry  
 Chief Engineer ..... Thos. R. McLean

**W G I L**

**GALESBURG—EST. 1938**

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

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

**Personnel**

General Manager ..... Rollin B. Laughner, Jr.

**W E B Q**

**HARRISBURG—EST. 1923**

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Harrisburg Broad-  
 casting Company

Address ..... 100 East Poplar St.  
 Phone Number ..... 28  
 Transmitter Location ..... 100 East Poplar St.  
 Time on the Air ..... 6 a.m. to 10 p.m.  
 News Service ..... UP

**Personnel**

Station Manager ..... I. M. Taylor  
 Program-Musical Director ..... Virginia Crane  
 Production Manager-Publicity Director  
 Harold Cook  
 Chief Engineer ..... Joseph R. Tate

**W J P F**

**HERRIN—EST. 1940**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Orville W. Lyerla  
 Address ..... Herrin

Phone Number ..... 382 and 383  
 Transmitter Location ..... Herrin  
 Time on the Air ..... 6 a.m. to 10:00 p.m.  
 News Service ..... UP  
 Transcription Service ..... Standard Radio

**Personnel**

President ..... Orville W. Lyerla  
 Station and Commercial Manager ..... Charles R.  
 Cook  
 Production Manager ..... Jeanne Schrantz  
 Chief Announcer ..... Doug Hadley

**W L D S**

**JACKSONVILLE—EST. 1941**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1180 Kc. Power: 250 Watts  
 Owned-Operated By: Stephenson, Edge & Korsmeyer  
 Address: Fox-Illinois Theater Bldg.  
 Phone Number: 1180  
 Transmitter Location: 1½ miles east of Jacksonville  
 Time on the Air: Daytime license  
 News Service: UP  
 Transcription Service: Standard Radio

**Personnel**

General Manager: E. J. Korsmeyer

**W C L S**

**JOLIET—EST. 1923**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: WCLS, Inc.  
 Address: 601 Walnut St.  
 Phone Number: Joliet 4761  
 Transmitter Location: Joliet  
 Time on the Air: Unlimited  
 Transcription Service: Associated Music Publishers

**Personnel**

President: Walter Ashe  
 Station Manager: Robert M. Holt  
 Commercial Mgr.: Ray Fay  
 Program Director: Jim Mitchell  
 Production Mgr.: Jack Swart  
 Chief Announcer: Chris Gebert  
 Chief Engineer: Lester DeCosta

**W M B D**

**PEORIA—EST. 1927**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1470 Kc. Power: 5000 d.; 1000 n.  
 Owned-Operated By: Peoria Broadcasting Company  
 Address: 200 Alliance Life Bldg.  
 Phone Number: 7133  
 Transmitter Location: Highway No. 29, halfway between Peoria and Pekin  
 Time on the Air: 5:30 a.m. to 1:00 a.m.; Sundays, 8 a.m. to 1:00 a.m.  
 News Service: UP  
 Transcription Service: World Broadcasting System  
 Representative: Free & Peters, Inc.

**Personnel**

President and Manager: Edgar L. Bill

Sales Manager: Hugh K. Boice, Jr.  
 Promotion Manager: James Kyler  
 Program Director: Vernon Nolte  
 Publicity Director: James Kyler  
 Chief Announcer: Ed Cooper  
 War Program Director: Fred Leo  
 Artists Bureau: Wayne West  
 Musical Director: Harould Osborne  
 Chief Engineer: Ted Giles

**W T A D**

**QUINCY—EST. 1926**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 930 Kc. Power: 1000 Watts  
 Owned-Operated By: Illinois Broadcasting Corp.  
 Address: W.C.U. Bldg., 510 Main St.  
 Phone Number: 6200  
 Transmitter Location: Quincy Gardens  
 Time on the Air: 5:45 a.m. to 11:30 p.m.  
 News Service: AP; UP  
 Transcription Service: Associated Music Publishers, Lang-Worth  
 Representative: The Katz Agency

**Personnel**

President: W. Emery Lancaster  
 General Manager: C. Arthur Fifer  
 Commercial Manager: W. J. Rothschild  
 Program Director: Gerard Driscoll  
 Traffic Director: Zoula Gatewood  
 Musical Director: Edythe Raye  
 Chief Engineer: Francis Wentura

**PA** SET THE PACE  
 THREE YEARS  
 AGO

*With the first,  
 regular 24-hour  
 radio news wire*

# W R O K

ROCKFORD—EST. 1923

BLUE NETWORK

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

Address . . . . . News Tower  
Phone Number . . . . . Main 5632

Transmitter Location . . . . . Kilburn Ave. Rd.  
Time on the Air . . . . . 6 a.m. to midnight;  
Sundays, 8:00 a.m. to 12 Midnight

Newspaper Affiliation . . . . . Rockford Morning  
Star, Rockford Register Republic

News Service . . . . . UP  
Transcription Service . . . . . Standard Radio  
Representative . . . . . Headley-Reed Co.

## Personnel

President . . . . . Ruth Hanna Simms  
Managing Director . . . . . James Rodgers  
General Manager . . . . . Walter Koessler  
Commercial Manager . . . . . John J. Dixon

## Sales Promotion and Publicity

Manager . . . . . William R. Traum  
Program Director . . . . . Maurice P. Owens  
Musical Director . . . . . Lorna Lane  
Chief Engineer . . . . . Thomas C. Cameron  
Record Master of Ceremony . . . . . Norman Paul

# W H B F

ROCK ISLAND—EST. 1925

MUTUAL BROADCASTING SYSTEM

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

Business Address . . . . . 1800 Third Ave.  
Phone Number . . . . . 917, 918 and 919  
Studio Addresses . . . . . 1800 Third Ave., Fifth Ave.  
Bldg., Moline; Orpheum Theater, Davenport.  
Transmitter Location . . . . . 23rd Ave. and 52 St.,  
Moline, Ill.

Time on the Air . . . . . 6 a.m. to 1:00 a.m.;  
Sundays, 8 a.m. to 1:00 a.m.

Newspaper Affiliation . . . . . The Rock Island Argus  
News Service . . . . . AP, UP  
Transcription Service . . . . . Standard Radio,  
Lang-Worth  
Representative . . . . . Howard H. Wilson Company

WROK HIGHLIGHTS

WROK BREAKFAST SARDI'S ON DORSEY BAND C SPOTLIGHT SHOW

WROK Will Pre What's Doin' on WROK

- NEWS
- PROGRAMS
- HIGHLIGHTS
- PERSONALITY

Al Pearce, famed for his character of "Elmer Blurt," the low-pressure salesman, is back on the air. Titled "Fun Valley"

The VICTORY PARADE

Morton DOWNEY Master of melody featuring favorite songs

The SPOTLIGHT BANDS

The BREAKFAST CLUB

YOUR PROGRAM MAKES NEWS WHEN IT'S ON WROK

BLUE NETWORK • NATL. REP. HEADLEY-REED CO. • ROCKFORD, ILLINOIS

**Persomel**

President.....John W. Potter  
 Vice-President-General Manager...L. C. Johnson  
 Sales Manager.....Maurice Corken  
 Publicity Director.....Francis J. Kennedy  
 Ass't Program Director.....Forest W. Cooke  
 Sales Promotion Manager.....Ted Arnold  
 Chief Engineer.....R. J. Sinne

**W C B S**

SPRINGFIELD—EST. 1922  
 BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....WCBS, Inc.  
 Address.....523 E. Capital  
 Phone Number.....9855  
 Transmitter Location.....2200 S. 6th  
 Time on the Air.....18 hrs. daily  
 Newspaper Affiliation.....Illinois State Journal  
 News Service.....AP  
 Representative.....Sears & Ayer, Inc.

**Persomel**

President and Chief  
 Engineer.....Harold L. Dewing  
 Station and Commercial  
 Manager.....Carroll W. Neeld  
 Program Director.....John C. Geil  
 Sales Promotion-Publicity Director  
 Carroll W. Neeld  
 Musical Director.....John Geil  
 Chief Announcer.....Roger Patrick

**W T A X**

SPRINGFIELD—EST. 1930  
 COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts  
 Owned-Operated By.....WTAX, Inc.  
 Business Address.....117-119 S. 5th  
 Phone Number.....2-4441  
 Studio Address.....117-119 S. 5th St.  
 Transmitter Location.....117-119 S. 5th St.  
 Time on the Air: 6:00 a.m. to 12:05 a.m.; Sun-  
 days, 7:00 a.m. to 12:05 a.m.  
 News Service.....UP  
 Transcription Service.....Associated Music  
 Publishers  
 Representative.....Weed & Co.

**Persomel**

President and Manager.....Jay A. Johnson  
 Program Director.....Gladys McGrew  
 Chief Engineer.....Eli Swaringen

**W D Z**

TUSCOLA—EST. 1921

Frequency: 1050 Kc.....Power: 1000 Watts

Owned-Operated By.....WDZ Broadcasting  
 Company

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

Time on the Air.....Daytime license  
 Transcription Service.....Lang-Worth  
 Representative.....Howard H. Wilson Co.

**Persomel**

Station Manager.....Walter C. Schafer

**W I L L**

URBANA—EST. 1922

Frequency: 583 Kc.....Power: 5000 W.  
 Owned-Operated By.....University of Illinois  
 Business Address.....Urbana  
 Phone Number.....7-2400 and 7-2616  
 Studio Address.....1010 S. Wright St.  
 Transmitter Location.....1 mile south on First  
 St. Road, Champaign, Ill.  
 Time on the Air.....7:00 a.m. to local sunset  
 News Service.....AP

**Persomel**

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

*Telescripts,*

Available only on the  
 special **AP** radio news  
 wire, are provided with-  
 out additional cost to  
 affiliated stations.

# INDIANA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## W H B U

ANDERSON—EST. 1922

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Anderson Broadcasting Corp.  
Business Address: Citizens Bank Bldg.  
Phone Number: 7791  
Studio Address: 1110 Meridian St.  
Transmitter Location: 1110 Meridian St.  
Time on the Air: 7:15 a.m. to 7:30 p.m.; Sundays, 7:45 a.m. to 10:30 p.m.  
News Service: UP  
Transcription Service: Standard Radio  
Representative: Hal Holman Co.

### Personnel

President-General Manager: L. M. Kennett  
Commercial Manager: John R. Atkinson  
Chief Engineer: L. F. Podhaski

## W T R C

ELKHART—EST. 1931

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Truth Publishing Co., Inc.  
Address: Hotel Elkhart  
Phone Number: 948  
Transmitter Location: Oakland Avenue and Mishawaka Road  
Time on the Air: 7 a.m. to 9 p.m.  
Newspaper Affiliation: Elkhart Daily Truth  
News Service: UP  
Transcription Service: World; Standard Radio  
Representative: Burn-Smith Company, Inc.

### Personnel

President: C. D. Greenleaf  
General Manager: R. R. Baker  
Commercial Manager: Paul Upson  
Program-Musical Director: Margaret Ward  
Chief Announcer: V. V. Swartz  
Chief Engineer: Lester Zellmer

## W E O A

EVANSVILLE—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Evansville On The Air, Inc.  
Address: 519 Vine St.  
Phone Number: 2-1171  
Transmitter Location: Evansville  
Time on the Air: 6 a.m. to midnight  
News Service: UP  
Transcription Service: World Broadcasting System and Standard

Representative: Weed & Co.  
**Personnel**

President and  
General Manager: Clarence Leich  
Commercial and Sales  
Promotion Manager: Guy Crecelius  
Program and  
Production Director: Pat Roper  
Publicity Director: Clarence Leich  
Chief Engineer: Erwin Schoeny

## W G B F

EVANSVILLE—EST. 1925

NATIONAL BROADCASTING CO.

BLUE NETWORK

Frequency: 1280 Kc. Power: 5000 d.; 1000 n.  
Owned-Operated By: Evansville On The Air, Inc.  
Address: 519 Vine St.  
Phone Number: 2-1171  
Transmitter Location: Evansville  
Time on the Air: 6 a.m. to midnight  
News Service: UP  
Transcription Service: World Broadcasting System and Standard  
Representative: Weed & Co.

### Personnel

President-General Manager: Clarence Leich  
Commercial and Sales  
Promotion Manager: Guy Crecelius  
Program and Production  
Director: Pat Roper  
Chief Engineer: Fay Gehres

## W G L

FORT WAYNE—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1450 Kc. Power: 250 Watts  
Owned By:  
Westinghouse Electric and Mfg. Co.  
Operated By: Westinghouse Radio Stations, Inc.  
Business Address: 925 So. Harrison St.  
Phone Number: A-2135  
Transmitter Location: 925 So. Harrison St.  
Time on the Air: 6:30 a.m. to 12:30 a.m.  
News Service: UP  
Transcription Service: World Broadcasting; Standard Radio  
Representative: NBC Spot Sales

### Personnel

Vice-President: Walter Evans  
Station Manager: J. B. Conley  
Commercial Manager: Paul E. Mills  
Sales Promotion Mgr.: Earl W. Malone  
Program Director: Eldon Campbell  
Director of War Programs: Carl Vandagriff



NO. 48 MONUMENT CIRCLE  
HOME ADDRESS OF INDIANA'S  
MOST POPULAR RADIO PROGRAMS

**T**HERE WILL COME A DAY . . . maybe in 1944 . . .  
Victory . . . Peace . . . Conversion . . . Conversion  
to peacetime, civilian production . . . Following  
the battle of nations will come the battle of  
brands . . . Selling will return to a competitive  
basis again . . . Sales campaigns will take the  
place of military campaigns . . . There will be  
new developments to exploit . . . "two-fisted"  
selling campaigns will replace the wartime, in  
stitutional copy we've become so accustomed to  
these past months . . . Potential possibilities in  
the postwar era will be enormous.

**WFBM** — Indiana's first radio station — stands  
ready to serve you in the Indianapolis — and  
surrounding market.

**WFBM**  
INDIANAPOLIS



REPRESENTED NATIONALLY BY THE KATZ AGENCY

Production Director.....Fred Freeland  
 Publicity Director.....Larry Frommer  
 Chief Announcer.....J. Howard Ackley  
 Musical Director.....Guy Fitzsimmons  
 Chief Engineer.....Bruce Ratts

# W O W O

FORT WAYNE—EST. 1925

BLUE NETWORK

Frequency: 1190 Kc.....Power: 10,000 Watts  
 Owned By... Westinghouse Electric & Mfg. Co.  
 Operated By... Westinghouse Radio Stations, Inc.  
 Address.....925 So. Harrison St.  
 Phone Number.....A-2136  
 Transmitter Location.....Routes 30 and 33  
 (Junction)  
 Time on the Air.....5 a.m. to 1 a.m.  
 News Service.....UP  
 Transcription Services... World Broadcasting;  
 Standard Radio  
 Representative..... National Broadcasting Co.

## Personnel

Vice-President.....Walter Evans  
 Station Manager.....J. B. Conley  
 Commercial Manager.....Paul E. Mills  
 Auditor.....Kenneth Foellinger  
 Program Director.....Eldon Campbell  
 Production Manager.....Carl Vandagriff  
 Publicity Director.....L. J. Frommer  
 Sales Promotion Mgr.....E. W. Malone  
 Chief Announcer.....J. Howard Ackley  
 Continuity  
 Supervisor.....Miss Hilda C. Woehrmeyer  
 Musical Director.....Guy Fitzsimmons  
 Chief Engineer.....Bruce Ratts

# W I N D

GARY—EST. 1927

CBS

Frequency: 560 Kc.....Power: 5,000 Watts  
 Owned-Operated By..... Johnson-Kennedy  
 Radio Corp.  
 Business Address.....504 Broadway;  
 230 N. Michigan Blvd., Chicago  
 Phone Number.....Gary 9191;  
 Chicago: State 4176  
 Studio Addresses.....504 Broadway;  
 230 N. Michigan Blvd., Chicago  
 Transmitter Location.....Black Oak, Indiana  
 Time on the Air.....24 hours daily  
 News Service.....AP; INS  
 Transcription Service.....Lang-Worth  
 National Sales Office Address.. 230 N. Michi-  
 gan Blvd., Chicago, Ill.  
 Representative.....John E. Pearson Co.

## Personnel

President.....Ralph L. Atlass  
 Manager.....Dee O. Coe  
 Sales Manager.....John T. Carey  
 Sales Promotion Manager.....C. Don Ioset

Program Director.....Fred Willson  
 Publicity Director.....Fred Reed  
 Continuity Director.....Florence Folsom  
 Director of War Programs... Joan MacDougall  
 Musical Director.....Reba Jane Chapman  
 Chief Engineer.....Victor H. Voss  
 Record MC.....Russ Widoe

(See Page 413)

# W J O B

HAMMOND—EST. 1924

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By... Adair-Richardson-Adair  
 Address.....449 State St.  
 Phone Number.....Hammond 9800  
 Transmitter Location.....449 State St.  
 Time on the Air.....7 a.m. to 11 p.m.  
 News Service.....UP  
 Representative.....Cox & Tanz

## Personnel

Station Manager.....O. E. Richardson  
 Commercial Manager.....Robert C. Adair  
 Sales Promotion Manager... Stanley C. Davis  
 Program Director.....Sam Weller  
 Chief Announcer and  
 Production Manager.....Charles Sharpless  
 Musical Director.....J. Gibbs Spring  
 Chief Engineer.....Stanley Strasburg  
 Record MC.....Margaret Frye

# W F B M

INDIANAPOLIS—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc.....Power: 5,000 Watts  
 Owned-Operated By.....WFBM, Inc.  
 Address.....48 Monument Circle  
 Phone Number.....Lincoln 8506  
 Transmitter Location.....2 miles northeast of  
 Millersville, Indiana  
 Time on the Air.....6 a.m. to 12:05 a.m.;  
 Sundays, 7:00 a.m. to 12:05 a.m.  
 News Service.....AP; INS  
 Transcription Service.....Associated Music  
 Publishers  
 Representative.....The Katz Agency

## Personnel

President.....H. M. Bitner, Sr.  
 Station Manager.....Frank O. Sharp  
 Commercial Manager... William F. Kiley, Jr.  
 Sales Promotion Mgr.....Edward Schneider  
 Chief Announcer.....Lyell Ludwig  
 Program Director.....Mrs. Jean Bitner  
 Publicity Director.....Don Menke  
 Musical Director.....Walter H. Reuleaux  
 Chief Engineer.....Harold Holland  
 Record MC.....Sam K. Sims

# WIBC

INDIANAPOLIS—EST. 1938  
MUTUAL BROADCASTING SYSTEM

Frequency: 1070 Kc. Power: 5000 d.; 1000 n.;  
(C. P. 5000 n.)  
Owned-Operated By... Indiana Broadcasting Corp.  
Address... Indianapolis Athletic Club  
Phone Number... Riley 2305  
Transmitter Location... Northwest of Indianapolis  
Time on the Air... 5 a.m. to 12 midnight  
News Service... AP, UP  
Transcription Service... NBC Thesaurus and Lang-Worth  
Representative... John Blair & Co.

## Personnel

President... H. G. Wall  
General and Commercial Mgr... O. J. Kelchner  
Sales Promotion Mgr... Byron Taggart  
Program Director and  
Publicity Manager... Bert Julian  
Production Manager... Byron Taggart  
Musical Director... Lester Huff  
Chief Announcer... Howard Carlson  
Traffic Manager... Jane Day  
Chief Engineer... Harry Adams

# WIRE

INDIANAPOLIS—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1430 Kc. Power: 5000 Watts  
Owned-Operated By... Indianapolis Broadcasting, Inc.  
Address... Claypool Hotel  
Phone Number... Riley 1541-2-3-4  
Transmitter Location... 44th & Ralston Road  
Time on the Air... 6:30 a.m. to midnight  
News Service... AP; UP  
Transcription Service... World Broadcasting, Lang-Worth  
Representative... John E. Pearson Co.

## Personnel

President... Eugene C. Pulliam  
Commercial Manager... Rex Schepp  
Program Director... Bill Dean  
Musical Director... Harry Bason  
Chief Engineer... Eugene E. Alden

# The FAVORITE In Indianapolis

In a market which is serviced by more than one radio station, there's certain to be some Division of Listeners. Of course, this complicates the time-buying job, so let's get some facts straight.

How about Indianapolis? Well, there are four good local stations, all network outlets. This doesn't mean, however, that you can get one fourth of all the listeners on *any* station. It isn't *that* simple. One station of the four gets MOST of the listeners primarily because it has MOST of the really top-ranking programs, local and network.

We believe firmly that good programming, network AND local, have made WIRE the *favorite* station for Indianapolis listeners. Certainly NBC Programs are rated *tops—in any survey*. Some of the many local studio programs which originate at WIRE rate even higher. Yes, WIRE leads in Indianapolis.

# WIRE

BASIC NBC NETWORK  
JOHN E. PEARSON CO., Representatives  
Chicago • 360 N. Michigan Avenue • FRanklin 2359  
New York • 250 Park Avenue • PLaza 8-2255



# WISH

INDIANAPOLIS—EST. 1941

BLUE NETWORK

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

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

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

## Personnel

President-Gen. Manager... C. Bruce McConnell  
Commercial and Sales

Promotion Manager... Robert E. Bausman  
Program Director... Felix D. Adams  
Musical Director... Margaret Pryce  
Chief Engineer... Stokes Gresham, Jr.

# WKMO

KOKOMO—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By... Koko-to Broadcast- ing Co.

Address... 400 North Main St.  
Phone Number... 5171

Transmitter Location... Kokomo  
Time on the Air... Unlimited license  
Transcription Service... Lang-Worth  
Representative... Cox & Tan:

## Personnel

President... Dr. R. Spencer Taylor  
General and Sales Mgr... John Carl Jeffrey  
Program and

Production Director... Chester Behrman  
Director of Educational and

Women's Programs... Marion Ellis  
Chief Announcer and

Record MC... Gerry Parker  
Chief Engineer... George Palmer

# WASK

LAFAYETTE—EST. 1942

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By... WFAM, Inc.  
Business Address... Lafayette

Studio Address... Wallace Bldg.  
Transmitter Location... No. River Road,  
West Lafayette

Time on the Air... 6 a.m. to 11 p.m.  
News Service... AP

## Personnel

President... O. E. Richardson  
Station and Sales Manager... J. Gibbs Spring  
Program Director... Bayne Spring  
Chief Announcer... William Warren  
Chief Engineer... Harry C. Garba

# WLBC

MUNCIE—EST. 1926

COLUMBIA BROADCASTING SYSTEM  
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By... Donald A. Burton  
Business Address... P. O. Box 271  
Phone Number... 4403

Transmitter Location: Radio Center, U. S. High- way No. 35, So. of Muncie

Time on the Air... 6:30 a.m. to 12:10 a.m.  
News Service... UP  
Transcription Service... Standard Radio  
Representative... Hal Holman Co.

## Personnel

Owner-Station Manager... Donald A. Burton  
Commercial Manager... Wm. F. Craig  
Production Manager... Hugh Harling  
Musical Director... June Johnson  
Chief Engineer... Maurice Crain  
Director of War Programs... Don Russell

# WGRC

NEW ALBANY (LOUISVILLE, KY.)

EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By... Northside Broadcasting Corp.

Business Address: Kentucky Home Life Bldg., Louisville, Ky.

Phone... Wabash 8871  
Studio Addresses: Kentucky Home Life Bldg., Louisville, Ky., and Elsby Bldg., New Albany, Ind.

Transmitter Location: Preston and Woodbine Streets, Louisville, Ky.

Time on the Air... 6 a.m. to midnight  
News Service... AP  
Transcription Service... Standard Radio;  
Associated Music Publishers; Lang-Worth  
Representative... Burn-Smith Co.

## Personnel

President and Commercial Mgr... J. Porter Smith  
Station Manager... Charles L. Harris  
Secretary and Treasurer and  
General Council... C. E. Schindler

Sales Promotion and

Publicity Manager.....Harry Hunter  
 Production Manager.....Ward Hatcher  
 Musical Director.....Charles Hurta  
 Chief Engineer.....Perry Esten

## W K B V

RICHMOND—EST. 1926

KEYSTONE BROADCASTING SYSTEM

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

### Personnel

President.....J. Robert Quigg  
 General Manager.....G. F. Albright

## W S B T

SOUTH BEND—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 960 Kc.....Power: 1000 Watts  
 Owned-Operated By.....South Bend Tribune  
 Address.....225 W. Colfax Ave.  
 Phone Number.....3-6161  
 Transmitter Location: 5 miles south of South Bend on Ironwood Road

Time on the Air: 6:30 a.m. to 12 midnight;  
 Sundays, 8 a.m. to 11:15 p.m.

Newspaper Affiliation...South Bend Tribune  
 News Service.....UP  
 Transcription Service: Lang-Worth; Associated  
 Representative.....Paul H. Raymer Co.

### Personnel

President.....F. A. Miller  
 Station Manager.....Franklin D. Schurz  
 Commercial Manager.....R. H. Swintz  
 Program Director-Chief

Announcer.....Marc Boyden  
 Publicity Director.....Neal B. Welch  
 Musical Director.....Harlan Hogan  
 Chief Engineer.....H. G. Cole

## W B O W

TERRE HAUTE—EST. 1925

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned By.....Banks of the Wabash, Inc.  
 Operated By.....George M. Jackson  
 Address.....303 South Sixth Street  
 Phone Number.....Crawford 3394  
 Transmitter.....First St. and Peyton Ave.

Time on the Air...6:45 a.m. to 12 midnight  
 Newspaper Affiliation.....Saturday Spectator  
 News Service.....UP  
 Transcription Service.....Standard Radio;  
 Lang-Worth  
 Representative.....Weed & Company

### Personnel

President.....Alvin Eades  
 General Manager.....George M. Jackson  
 Sales Promotion.....Jill Girrard  
 Program and Production Director...Leo Baxter  
 Chief Announcer.....Harry Frey  
 Chief Engineer.....Don Aldrich

## W A O V

VINCENNES—EST. 1940

KEYSTONE BROADCASTING SYSTEM

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

Studio Address.....Grand Hotel  
 Business Address.....320 Busseron St.  
 Phone Number.....787-788

Transmitter Location: US 41, north of Vincennes  
 Time on the Air.....6 a.m. to 10 p.m.  
 Newspaper Affiliation.....Vincennes Sun-Commercial

News Service.....UP  
 Transcription Service.....Lang-Worth, World  
 Representative.....John E. Pearson Co.

### Personnel

Vice-President-General  
 Manager.....Howard N. Greenlee  
 Station Promotion Manager...Victor H. Lund  
 Commercial Manager.....Richard B. Harris  
 Program Director-Production  
 Manager.....Emmett Jackson  
 Chief Announcer.....Neal Van Ells  
 Chief Engineer.....Gordon Nutty

## W B A A

WEST LAFAYETTE—EST. 1922

Frequency: 920 Kc.....Power: 5000 d.; 1000 n.  
 Owned-Operated By.....Purdue University  
 Address.....Hall of Music, West Lafayette  
 Phone Number.....6076  
 Transmitter Location.....6 miles south of Lafayette

Time on the Air.....10:30 a.m. to 10 p.m.  
 News Service.....AP  
 Transcription Service.....Standard Radio

### Personnel

Business Manager.....John W. Ditamore  
 Director.....Gilbert D. Williams  
 Production Manager.....Mrs. C. H. Wahl  
 Chief Engineers...Bill McCown, Charles Lester

# IOWA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## W O I

AMES—EST. 1921 (9YI)

BLUE NETWORK

Frequency: 640 Kc. Power: 5000 Watts  
Owned By: Iowa State College  
Operated By: Agricultural Extension and Engineering Extension  
Address: Service Building  
Phone Number: 2500; Extension 281  
Transmitter Location: Service Building  
Time on the Air: Local sunrise to local sunset  
News Service: AP  
Transcription Service: Standard Radio

### Personnel

President (of Iowa State College): Charles E. Friley  
Station Manager: W. I. Griffiths  
Program Director and Production Manager: Edward Wegener  
Publicity Director: R. W. Beckman  
Chief Announcer: Keith Mullenger  
News Editor: Robert Ferri  
Dramatic Editor: Sid Stone  
Musical Director: Edward Wegener  
Market Editor: R. C. Bentley  
Chief Engineer: L. L. Lewis  
Farm Editor: C. R. Elder  
Woman's Editor: Mrs. Eleanor Wilkins  
Record MC: Verne Carlsen  
(Non-Commercial Station)

## K F G Q

BOONE—EST. 1927

Frequency: 1260 Kc. Power: 250 Watts  
Owned-Operated By: Boone Biblical College  
Business Address: 924 West Second Street  
Phone Number: 1119-W  
Transmitter Location: 924 West Second St.  
Time on the Air: Daytime License

### Personnel

Manager: Lois Crawford  
Chief Announcer: Anne Reiffenstein  
Musical Director: Opal Hartung  
War Program Director: Josephine Griffin  
Chief Engineer: Paul R. Huntsinger  
(Non-Commercial Station)

## K B U R

BURLINGTON—EST. 1941

BLUE NETWORK

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By: Burlington Broadcasting Co.  
Address: National Bank Bldg.  
Phone Numbers: 680; 681  
Transmitter Location: National Bank Bldg.

Time on the Air: 16½ hours  
News Service: UP  
Transcription Service: Standard Radio  
Representative: William G. Rambeau Co.

### Personnel

President-General Manager: G. B. McDermott  
Commercial Manager: Gordon Downey  
Sales Promotion Mgr.: G. B. McDermott  
Program Publicity Director: Mary Mangold  
Production Manager: Walter Stone  
War Program Director: Mary Mangold  
Chief Announcer: Ray Bennett  
Chief Engineer: Bob Busch  
Record MC: Dick Mosena

## W M T

CEDAR RAPIDS, WATERLOO—

EST. 1922

CBS

THE COWLES GROUP

Frequency: 600 Kc. Power: 5000 Watts  
Owned-Operated By: Iowa Broadcasting Company  
Addresses: Paramount Bldg., Cedar Rapids; Russell Lamson Hotel, Waterloo  
Phone Numbers: 6127 (Cedar Rapids); 3618 (Waterloo)  
Transmitter Location: Marion, Iowa  
Time on the Air: 5:30 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight  
Newspaper Affiliation: Des Moines Register and Tribune  
News Services: AP; UP  
Transcription Service: Lang-Worth, World Broadcasting System, BMI  
Representative: The Katz Agency

### Personnel

President: Gardner Cowles, Jr.  
Exec. V.-P. and General Manager: S. D. Quarton  
Commercial Manager: W. B. Quarton (Cedar Rapids) Don Inman (Waterloo)  
Merchandising Manager: Leo F. Cole  
Program Director: Ralph J. Rowe (Waterloo)  
Production Manager-Chief Announcer: Benne Alter  
Farm Editor: Andrew G. Woolfries  
Musical Director: Maureen Canavan  
Chief Engineer: Paul M. Palmer

## K R O S

CLINTON—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Clinton Broadcasting Corp.

Business Address.....Jacobsen Bldg.  
 Phone Number.....448  
 Studio Address.....Jacobsen Bldg.  
 Transmitter Location.....Jacobsen Bldg.  
 Time on the Air.....Unlimited License  
 News Service.....UP  
 Transcription Service.....Standard Radio  
 Representative.....Hal Holman Co.

**Personnel**

Owner.....W. S. Jacobsen  
 General and Commercial Mgr..Morgan Sexton  
 Program Director.....Lucille DeLeers  
 War Program Director.....Lucille DeLeers  
 Chief Engineer.....Gilbert Andrew

**W O C**

**DAVENPORT—EST. 1921**  
 BLUE NETWORK

Frequency: 1420 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Tri-City Broadcasting  
 Company

Address.....1002 Brady Street  
 Phone Number.....3-3661  
 Transmitter Location.....R.R. No. 1  
 Time on the Air: 18 hours daily; 16 hours  
 (Sunday)

News Service.....UP  
 Transcription Service.....World  
 Representative.....Free & Peters, Inc.

**Personnel**

President.....Col. B. J. Palmer  
 General Manager.....J. Buryl Lottridge  
 Commercial Manager.....L. O. Fitzgibbons  
 Sales Promotion and  
 Publicity Manager.....Jane Boom  
 Program Director.....Phil Patton  
 Musical Director.....George Sontag  
 Chief Announcer.....Clark Hayden  
 Chief Engineer.....Charles Rayburn

**K W L C**

**DECORAH—EST. 1926**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Luther College  
 Business Address...600 Leiv Eiriksson Drive  
 Phone Number.....690  
 Studio Address.....C. K. Preus Gymnasium  
 Transmitter Location...C. K. Preus Gymnasium  
 Time on the Air...Operating four hours daily  
 for the duration

**Personnel**

President (of Luther College)..Dr. O. J. H. Preus  
 Station Manager and  
 Program Director.....Kenneth L. Berger  
 Publicity Director.....Ruth Kaines  
 Musical Director.....Helen Trilhus  
 Chief Announcer.....Olive Sharpee

Chief Engineer and  
 Production Manager.....O. M. Eittrim  
 Director of  
 War Programs.....Mary Margaret Roberts  
 (Non-Commercial Station)

**K R N T**

**DES MOINES—EST. 1935**

CBS—THE COWLES STATIONS

Frequency: 1350 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Iowa Broadcasting  
 Company

Address.....715 Locust St.  
 Phone Number.....3-2111  
 Transmitter Location...S. E. 22nd & Park  
 Ave.

Time on the Air: 6:00 a.m. to 12 midnight;  
 Sundays, 7:30 a.m. to 12 midnight

Newspaper Affiliation...Des Moines Register  
 and Tribune

News Service.....AP; UP  
 Transcription Service.....Standard Radio,  
 Lang-Worth

Representative.....The Katz Agency

**Personnel**

President.....Gardner Cowles, Jr.  
 General and  
 Commercial Manager.....Craig Lawrence  
 Program Director.....Ed Linehan  
 Director of War Programs...W. Lyle Flanagan  
 Sales Promotion Manager.....John Drake  
 Publicity Director.....Mary Little  
 Production Manager and  
 Musical Director.....Eddie Truman  
 Chief Engineer.....Paul Huntsinger  
 Record MC.....Dan Lawrence

**K S O**

**DES MOINES—EST. 1921**

BLUE NETWORK—MBS—

THE COWLES STATIONS

Frequency: 1460 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Iowa Broadcasting  
 Company

Address.....715 Locust Street  
 Phone Number.....3-2111  
 Transmitter Location...S.E. 22nd & Park  
 Avenue

Time on the Air: 6 a.m. to 1 a.m.; Sundays,  
 7:30 a.m. to 1 a.m.

Newspaper Affiliation...Des Moines Register  
 and Tribune

News Service.....AP; UP  
 Transcription Service.....Standard Radio;  
 Lang-Worth

Representative.....The Katz Agency

**Personnel**

President.....Gardner Cowles, Jr.  
 General and  
 Commercial Manager.....Craig Lawrence

Program Director.....Ed Linehan  
 Director of War Programs...W. Lyle Flanagan  
 Sales Promotion Manager.....John Drake  
 Publicity Director.....Mary Little  
 Production Manager and  
 Musical Director .....Eddie Truman  
 Chief Engineer.....Paul Huntsinger  
 Record MC .....Dan Lawrence

**W H O**

DES MOINES—EST. 1924

NBC

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

**Personnel**

President.....B. J. Palmer  
 V-P & Station Manager.....J. O. Maland  
 Sales Manager.....Hale Bondurant  
 Merchandising Director.....Harold Fulton  
 Publicity Director.....Woody Woods  
 Production Mgr.....Jack Kerrigan  
 Program Director.....Harold Fair  
 Public Relations Director.....Ralph Evans  
 Musical Director.....Don Hovey  
 Technical Director.....Paul A. Loyet

**K D T H**

DUBUQUE—EST. 1941

MUTUAL BROADCASTING SYSTEM

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

**Personnel**

President.....Fred Woodward  
 Station Manager.....K. S. Gordon  
 Commercial Manager.....W. J. Binkley  
 Program Director.....Arnie Stierman  
 Chief Engineer.....Stan Beck

**W K B B**

DUBUQUE—EST. 1933

BLUE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Dubuque Broadcast-  
 ing Co.  
 Address.....Hotel Julien  
 Phone Number.....572  
 Transmitter Location...R. R. No.2, Dubuque,  
 Iowa  
 Time on the Air.....6:30 a.m. to 12 Midnight;  
 Sundays, 7 a.m. to 12 Midnight  
 News Service.....INS  
 Transcription Service.....Associated Music  
 Publishers  
 Representative.....Burn-Smith Co., Inc.

**Personnel**

Vice President and Station  
 Manager.....James D. Carpenter  
 Program Director and Production  
 Manager.....Jeanne Wiedner  
 Chief Announcer and Director of War  
 Programs.....L. Vaughn Gayman  
 Musical Director.....Ethel M. Carpenter  
 Chief Engineer.....Leonard Carlson

**K V F D**

FORT DODGE—EST. 1939

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM  
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Northwest Broad-  
 casting Co.  
 Address.....912 First Ave. South; Warden  
 Bldg.  
 Phone Number.....Walnut 3761  
 Transmitter Location.....Fort Dodge RFD  
 Time on the Air.....6 a.m. to Midnight  
 News Service.....UP  
 Representative.....Burn-Smith Co.

**Personnel**

President-General and Commercial  
 Manager.....Edward Breen  
 Program Director and Production  
 Manager.....Drexel Peterson  
 Chief Announcer.....Melvin Daughters  
 Musical Director.....Betty Condon  
 Chief Engineer.....Dave Sinclair

**W S U I**

IOWA CITY—EST. 1919

Frequency: 910 Kc.....Power: 5000 Watts  
 Owned-Operated By...The State University of  
 Iowa  
 Address.....Iowa City  
 Phone Number.....2111-237  
 Transmitter Location.....Two miles west of  
 Iowa City  
 Time on the Air.....8 a.m. to 10 p.m.  
 News Service.....AP

**I O W A**

**Personnel**

Station Director..... Carl H. Menzer  
Program Director..... Pearl B. Broxam  
Chief Engineer..... S. J. Ebert  
(Non-Commercial Station)

**K F J B**

**MARSHALLTOWN—EST. 1923**

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

**Personnel**

President and Station Manager... Earl Peak  
Program Director..... O. L. Russell  
Musical Director..... Thelma LaValley  
Chief Engineer..... W. Cole Tillotson

**K G L O**

**MASON CITY—EST. 1937**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1300 Kc..... Power: 5000 Watts  
Owned-Operated By.... Mason City Globe  
Gazette Co.  
Address..... 200 North Federal Avenue  
Phone Number..... 2800  
Transmitter Location..... Highway 18, west  
of Mason City  
Time on the Air..... 6 a.m. to 12 p.m.  
Newspaper Affiliation... Mason City Globe  
Gazette  
News Service..... AP; UP  
Transcription Service..... Standard  
Lang-Worth  
Representative..... Weed & Co.

**Personnel**

Station Manager..... F. C. Eighmey  
Commercial Manager..... Herbert Ohrt  
Program Director..... Merritt Milligan  
Publicity Director..... Wade Patterson  
Chief Engineer..... Roger Sawyer

**K B I Z**

**OTTUMWA—EST. 1941**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1240 Kc..... Power: 250 Watts  
Owned-Operated By..... J. D. Falvey  
Address..... 117 E. Main St.  
Phone Number..... 5600  
Transmitter Location..... Community Gardens

**T  
E  
L  
E  
S  
C  
R  
I  
P  
T  
S**

*widely  
sponsored,  
are available  
only on the  
special   
radio news  
wire*

Time on the Air.....6:45 a.m. to 10:00 p.m.  
 News Service.....UP  
 Transcription Service...Lang-Worth; Keystone

**Personnel**

President-Owner .....J. D. "Jack" Falvey  
 General Manager .....Em Owen  
 Program Director .....Charles Norman  
 Director of War Programs .Florence N. Hanson  
 Musical Director .....Robert Carlson  
 Publicity Director .....Phyllis Pelletier  
 Chief Announcer.....Roy Dawson  
 Chief Engineer .....Alvin Johnson

**K F N F**

SHENANDOAH—EST 1924

Frequency: 920 Kc....Power: 1000 d., 500 n.  
 Owned-Operated By.....KFNF, Inc.  
 Address.....407 Sycamore St.  
 Phone Number .....1  
 Transmitter Location .....Shenandoah  
 Time on the Air: 6 a.m. to 3 p.m. and 6 p.m.  
 to 10 p.m.  
 News Service.....AP  
 Transcription Service.....Standard Radio

**Personnel**

President.....Henry Field  
 Station-Commercial Manager.....T. F. Stubbs  
 Musical Director.....Perry Douthit  
 Chief Announcer.....Gleason Kistler  
 War Program Director.....Shirley Barkman  
 Chief Engineer.....Earl Blakesley

**K M A**

SHENANDOAH—EST. 1925

BLUE NETWORK—MUTUAL

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

**Personnel**

President.....Earl E. May  
 Station & Commercial Mgr.....J. C. Rapp  
 Sales Manager .....A. W. Ramsey  
 Program Director and Production  
 Manager .....Terry Moss  
 Publicity Director .....Barney Corson  
 Musical Director.....Mabel McFarland  
 War Program Director.....Owen Saddler  
 Chief Engineer.....Ray Schroeder

**K S C J**

SIoux CITY—EST. 1927

BLUE NETWORK

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

**Personnel**

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

**K T R I**

SIoux CITY—EST. 1938

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1450 Kc....Power: 250 Watts  
 Owned-Operated By..Sioux City Broadcasting  
 Company  
 Business Address.....Commerce Building  
 Phone Number.....8-0165  
 Transmitter Location.....Commerce Building  
 Time on the Air.....Unlimited License  
 Newspaper Affiliation.....Sioux City Tribune  
 News Service.....UP  
 Transcription Service...Associated Music Pub-  
 lishers  
 Representative.....Burn-Smith Co.

**Personnel**

President.....Eugene Kelly  
 General Manager.....Dietrich Dirks  
 Commercial Manager.....Ray Jensen  
 Program Director-Chief Announcer..Al Triggs  
 Production Manager.....Andrew Boque  
 Publicity Director.....Bud LaGrave  
 Musical Director.....Bernie Mahr  
 Chief Engineer.....Earl Huss

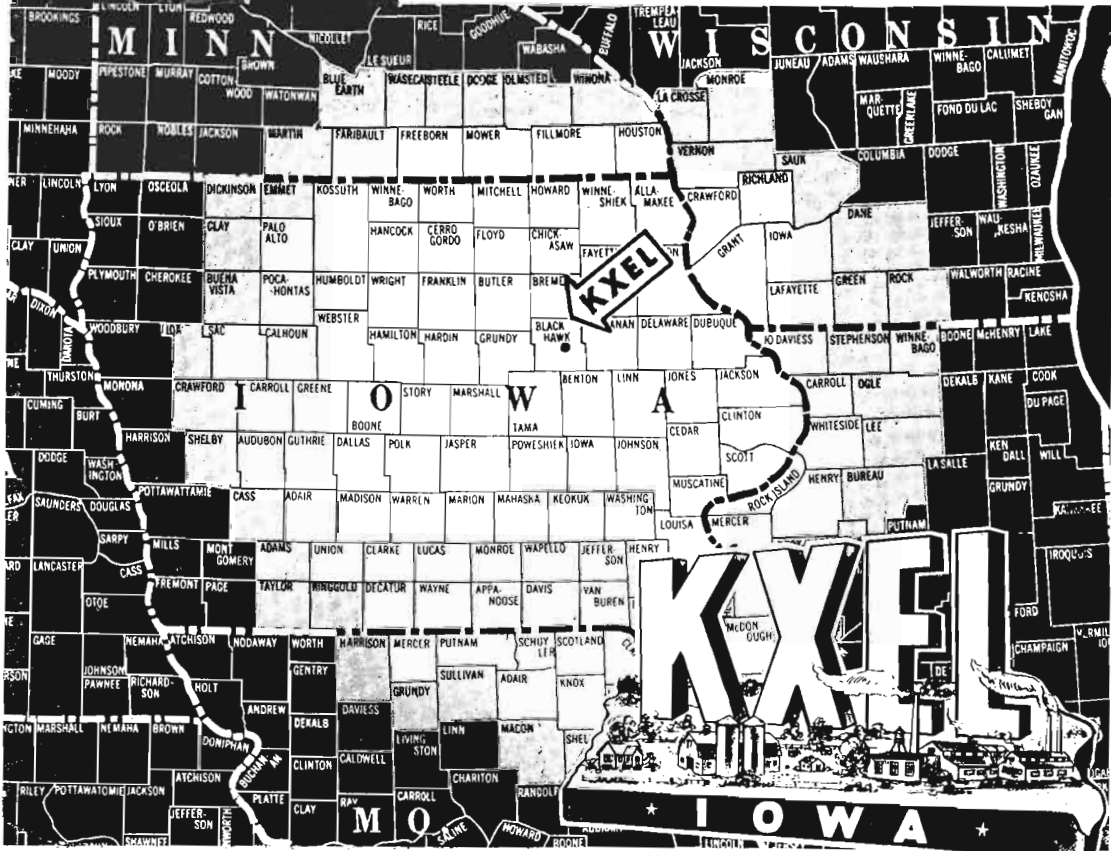


# Iowa is Listnin!

"Folks out here look upon K X E L as a friend and neighbor. Knowing these families, we are bringing them the news, information and entertainment they care the most about. In the advertising man's language, I think it's called . . . 'listener interest' . . . in our way of talkin' it's just being neighborly. Yes, Iowa is listnin' to K X E L!"

*John Higgins*

## DAYTIME LISTENING AREA



**JOSH HIGGINS BROADCASTING CO.**  
**WATERLOO, IOWA**

Studios In Waterloo and Cedar Falls

Represented by John Blair & Company

**50,000 WATTS**  
**CLEAR CHANNEL .. BASIC BLUE**  
 . . . 1540 On the Dial . . .



# KICD

SPENCER—EST. 1942

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 100 Watts

Owned By: Iowa Great Lakes Broadcasting Co.

Operated By: L. W. Andrews

Address: P. O. Box 631, Spencer

Phone Number: 45

Transmitter Location: North of Spencer on Highways 18 and 71

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

News Service: AP

Transcription Service: Lang-Worth

National Representative: Hal Holman

## Personnel

Station and Commercial

Manager: Lawrence W. Andrews

Program Director: Miss Zelda J. Anderson

Production and Publicity

Director: Jiggs Sondergaard

Chief Announcer: Lyle W. Nolan

# KXEL

WATERLOO—EST. 1942

BLUE NETWORK

Frequency: 1540 Kc. Power: 50000 Watts

Owned-Operated By: Josh Higgins Broadcasting Co.

Address: Insurance Bldg.

Phone Number: 3371

Transmitter Location: Dysart

Time on the Air: 5:30 a.m. to 12:30 a.m.

News Service: AP

Transcription Service: Standard

National Representative: John Blair & Co.

## Personnel

President-General Manager: Joe Du Mond

Commercial Manager: A. J. Du Mond

Sales Promotion and Publicity

Director: E. M. Gahre

Program Director: Deane S. Long

Production Manager: Don Ames

Farm Editor: Hugh Muncy

News Editor: George Cremeens

Continuity: Isabelle Loar

Musical Director: George Timm

Artists Bureau: King Beal

Chief Engineer: Don Kassner

Record MC: Wayne Dennis

# KANSAS

For Latest U. S. Census Population And Radio Home's Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

# KVAK

ATCHISON—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts

Owned By: S. H. Patterson

Operated By: Ted Lenz

Address: 622 Commercial Street

Phone Number: 1420

Transmitter Location: Winthrop, Mo.

Time on the Air: 6:00 a.m. to 12 Midnight

News Service: AP

Transcription Service: Keystone

Broadcasting System

## Personnel

President-Owner: S. H. Patterson

Station Manager: Ted Lenz

Commercial Manager: Bob Davies

Production Manager: Bill Peltzer

Traffic Manager: Dottie Taylor

Continuity Editor: Bernard Hawley

Chief Announcer: Joseph Peck

Chief Engineer: Emil Hunnicutt

Special Events Engineer: Bill Parker

# KGGF

COFFEYVILLE—EST. 1930

THE BLUE NETWORK

Frequency: 690 Kc. Power: 1000 d.; 500 n.

Owned-Operated By: Hugh J. Powell

Address: 8th and Elm

Phone Number: 147

Transmitter Location: South Coffeyville

Newspaper Affiliation: Coffeyville Journal

News Service: AP

Transcription Service: NBC Thesaurus

Representative: John E. Pearson Co.

## Personnel

Owner: Hugh J. Powell

General Manager: Melvin Drake

Program Director-Chief Announcer:

Dick Campbell

Production Manager-Musical Director:

Ozzie Osborne

Publicity Director: Anna Marie McGrath

Chief Engineer: J. S. Jaminet

# HOOPER SHOWS

*What Kansas City Knows*

*KCKN is fast being "discovered" by value-wise time buyers. Better check into current availabilities... today.*

The May-thru-September, 1943 Hooper survey is the fourth consecutive 5-month report to verify the fact that KCKN, a 250-watt local station, holds more daytime listeners in Greater Kansas City than each of 3 network outlets.

Unusual low rates offer the chance of a lifetime to reach and sell for a song, a major portion of the 861,000 persons within KCKN's primary service area.

## HOOPER STATION LISTENING INDEX

Monday thru Friday — May thru September, 1943  
(Per cent of Listeners)

PERIOD	STATION A	STATION B	KCKN	STATION D	STATION E	STATION F
8:00 to 8:30 a.m.	29.0%	19.4%	17.7%	6.5%	12.9%	9.7%
8:30 to 9:00 a.m.	22.7%	25.3%	14.7%	14.7%	13.3%	6.6%
9:00 to 9:30 a.m.	36.7%	19.0%	13.9%	8.9%	15.2%	5.1%
9:30 to 10:00 a.m.	23.9%	29.9%	13.4%	11.9%	14.9%	6.0%
10:00 to 10:30 a.m.	27.2%	30.1%	10.7%	16.5%	5.8%	8.7%
10:30 to 11:00 a.m.	43.7%	21.9%	12.5%	8.3%	7.3%	4.2%
11:00 to 11:30 a.m.	50.9%	14.5%	14.6%	6.4%	7.3%	3.6%
11:30 to 12:00 a.m.	61.1%	11.1%	15.0%	5.6%	5.6%	0.8%
12:00 to 12:30 p.m.	37.7%	21.2%	17.8%	6.8%	11.7%	4.1%
12:30 to 1:00 p.m.	25.0%	23.5%	21.2%	12.1%	12.1%	4.6%
1:00 to 1:30 p.m.	35.5%	25.0%	16.1%	8.1%	12.1%	1.6%
1:30 to 2:00 p.m.	27.5%	33.3%	12.5%	9.2%	13.4%	3.3%
2:00 to 2:30 p.m.	13.8%	53.2%	13.8%	3.6%	10.1%	4.6%
2:30 to 3:00 p.m.	16.8%	52.2%	14.2%	8.8%	5.3%	0
3:00 to 3:30 p.m.	22.1%	47.4%	14.7%	6.3%	8.4%	0
3:30 to 4:00 p.m.	13.6%	49.1%	17.3%	5.5%	13.6%	0.9%
4:00 to 4:30 p.m.	23.0%	51.6%	8.7%	7.2%	8.7%	0
4:30 to 5:00 p.m.	18.9%	35.2%	13.5%	12.6%	14.4%	3.6%
5:00 to 5:15 p.m.	15.1%	27.2%	19.6%	20.7%	9.8%	6.5%
5:15 to 5:30 p.m.	18.4%	20.4%	27.2%	19.4%	11.7%	2.9%
5:30 to 5:45 p.m.	14.8%	21.3%	24.1%	23.2%	12.0%	4.6%
5:45 to 6:00 p.m.	37.9%	16.2%	18.9%	8.1%	15.3%	1.8%
6:00 to 6:15 p.m.	37.9%	28.8%	13.6%	6.8%	12.9%	0
6:15 to 6:30 p.m.	30.8%	37.1%	17.5%	5.6%	4.9%	2.8%
6:30 to 6:45 p.m.	36.5%	21.4%	23.8%	11.9%	4.0%	2.4%
6:45 to 7:00 p.m.	34.8%	28.4%	17.0%	12.8%	5.7%	1.3%



*The Voice of Greater Kansas City*

**BEN LUDY**, GENERAL MANAGER  
KCKN, Kansas City • WIBW, Topeka  
**ELLIS ATTEBERRY**, MANAGER—KCKN, Kansas City

Represented by  
**CAPPER PUBLICATIONS, INC.**  
NEW YORK 420 LEXINGTON CHICAGO 180 N. MICHIGAN SAN FRANCISCO 1207 RUSS BUILDING

# K G N O

DODGE CITY—EST. 1930

Frequency: 1370 Kc. Power: 1000 d., 250 w.  
 Owned-Operated By..... Dodge City Broad-  
 casting Co.  
 Address..... Globe Bldg.  
 Phone Number..... 1340  
 Transmitter Location..... West Park St.  
 Time on the Air..... 8 a.m. to 8 p.m.  
 Newspaper Affiliation..... Dodge City Daily Globe  
 News Service..... AP  
 Transcription Service..... Standard Radio  
 Representative..... Arthur H. Hagg and  
 Associates

## Personnel

President..... J. C. Denious  
 Manager..... N. C. Peterson  
 Program Director..... Herschell Holland  
 Chief Engineer..... Ralph Hickman

# K T S W

EMPORIA—EST. 1939  
 MUTUAL BROADCASTING SYSTEM  
 KANSAS STATE NETWORK

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By..... Emporia Broadcast-  
 ing Co.  
 Address..... 613 Merchant St.  
 Phone Number..... 153, 154  
 Transmitter Location..... South Emporia  
 Time on the Air: 6:30 a.m. to 12:05 a.m.; Sun-  
 days, 7:30 a.m. to 12:05 a.m.  
 News Service..... UP  
 Representative..... Sears & Ayer

## Personnel

President..... Selleck B. Warren  
 Station Manager..... J. Nelson Rupard  
 Commercial Manager..... Niles Moffat  
 Sales Promotion and Publicity  
 Director..... George Goldsmith  
 Program Director..... Miriam Porter  
 Production Manager and Chief  
 Announcer..... Duane Tucker  
 Musical Director and Artists Bureau  
 Head..... Rosalee Askew  
 Chief Engineer..... Harold C. Davis

# K I U L

GARDEN CITY—EST. 1935  
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 100 Watts  
 Owned-Operated By..... Garden City Broadcast-  
 ing Co.  
 Business Address..... 509½ N. Main  
 Phone Number..... 666  
 Studio Address..... 509½ N. Main

Transmitter Location..... Northwest of  
 Garden City  
 Time on the Air..... 7 a.m. to 7 p.m.  
 News Service..... UP  
 Transcription Service..... C. P. McGregor.  
 Keystone Broadcasting System

## Personnel

President..... F. D. Conard  
 Station and Commercial  
 Manager..... Al Pyatt  
 Program Director-Chief  
 Announcer..... Frances Ewing  
 Chief Engineer..... Robert Wheeler Snyder

# K V G B

GREAT BEND—EST. 1937  
 MUTUAL BROADCASTING SYSTEM  
 KANSAS STATE NETWORK

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By..... KVGB, Inc.  
 Address..... 2103 Forest Ave.  
 Phone Number..... 1080, 1081  
 Transmitter Location..... South Great Bend  
 Time on the Air..... Unlimited  
 News Service..... UP  
 Transcription Service..... Lang-Worth

## Personnel

President..... R. C. Russell  
 Vice-President and General  
 Manager..... Clem Morgan  
 Sales Promotion and Program  
 Director..... Ray Beals

# K W B W

HUTCHINSON—EST. 1935  
 NATIONAL BROADCASTING CO.

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By..... The Nation's Cen-  
 ter Broadcasting Co.  
 Address..... 101 East Avenue A  
 Phone Number..... 5202  
 Transmitter Location..... Hutchinson  
 Time on the Air..... 6:45 a.m. to 11:05 p.m.  
 News Service..... UP  
 Transcription Service..... Lang-Worth

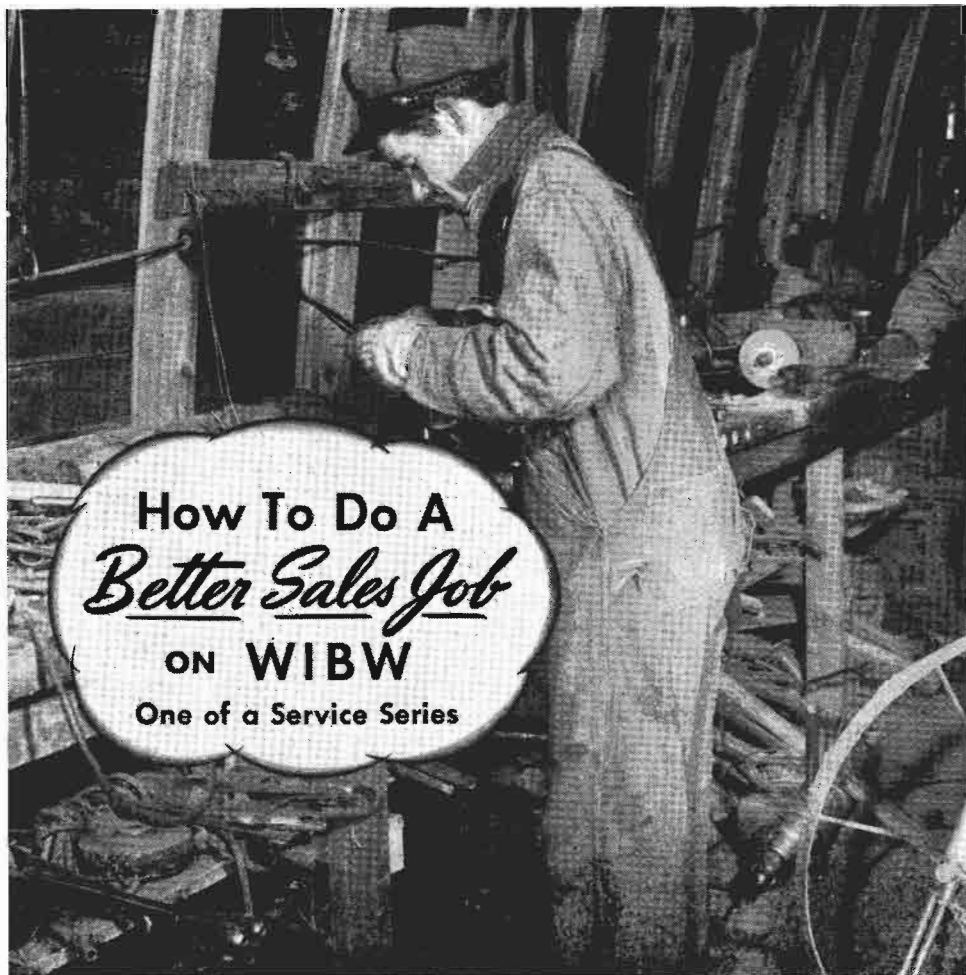
## Personnel

President and General  
 Manager..... William Wyse  
 Commercial Manager..... Vernon Minor  
 Program Director..... Geraldine Brack  
 Chief Engineer..... Millard Clary

# K C K N

KANSAS CITY—EST. 1925 (as WLBF)  
 1936 (as KCKN)  
 MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By..... The KCKN Broad-  
 casting Company



Begin by getting better acquainted with the 4,811,511 farm and small town listeners in WIBW's service area.

Here's a typical listener. He's not only a farmer, but a mechanic, electrician, plumber and carpenter. He knows the biology of line breeding . . . the chemistry of his soil . . . keeps cost-accounting records. His wife buys the latest books . . . knows the nutritional value of the entire vitamin alphabet . . . is most active in all

rural women's projects.

The day of the "nick" farmer has gone. In presenting your sales message to WIBW listeners, remember that they resent extravagant claims, high-pressure selling. They want FACTS; want to make their own decisions. So, in speech and entertainment, be truthful, sincere, friendly. Then they'll welcome you and your product into their homes . . . just as they have been welcoming WIBW for almost two decades.

**WIBW** IN TOPEKA *"The Voice of Kansas"* COLUMBIA'S OUTLET FOR KANSAS  
 BEN LUDY, Gen. Mgr.  
 REPRESENTED BY CAPPER PUBLICATIONS, INC.  
 NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO

Address.....901 North 8th St.  
 Phone Number.....Drexel 4300  
 Transmitter Location.....901 North 8th St.  
 Time on the Air.....6 a.m. to 11 p.m.  
 Newspaper Affiliation.....The Kansas City Kansas  
 News Service.....UP  
 Transcription Service.....Standard Radio,  
 Lang-Worth  
 Representative.....Capper Publications

**Personnel**

General Manager.....Ben Ludy  
 Manager.....Ellis Atteberry  
 Sales Promotion Manager.....Joe Story  
 Program Director.....Milan Mahale  
 Publicity Director.....Almeda Boeth  
 Production Manager.....George Stump  
 Director of Continuity.....Peggy Osborne  
 War Program Director.....Ellis Atteberry  
 Musical Director.....Milan Mahale  
 Chief Engineer.....Bernard Maltby

**KFKU**

LAWRENCE—EST. 1924

Frequency: 1250 Kc. Power: 5000 d.; 1000 n.  
 Owned-Operated By.....University of Kansas  
 Address.....Lawrence  
 Phone Number.....K. V. Exchange  
 Transmitter Location.....Tonganoxie, Kans.  
 Time on the Air.....Shares time with WREN  
 News Service.....INS

**Personnel**

Station Manager.....Harold G. Ingham  
 Chief Engineer.....R. P. Stringham  
 (Non-Commercial Station)

**WREN**

LAWRENCE—EST. 1926

BLUE NETWORK

Frequency: 1250 Kc. Power: 5000 d., 1000 n.  
 Owned-Operated By.....WREN Broadcasting  
 Co. Inc.  
 Address.....WREN Bldg.  
 Phone Number.....110  
 Transmitter Location.....Tonganoxie, Kansas  
 Time on the Air.....121 hours per week  
 News Service.....UP  
 Transcription Service.....NBC Thesaurus  
 Representative.....Geo. P. Hollingsbery Co.

**Personnel**

President.....R. C. Jackman  
 General Manager.....Verl Bratton  
 Chief Engineer.....Carl Bliesner

**KSAC**

MANHATTAN—EST. 1924

Frequency: 580 Kc. Power: 1000 d., 500 n.

Owned-Operated By.....Kansas State College  
 Address.....College Campus  
 Transmitter Location.....College Campus  
 Time on the Air.....Shares time

**Personnel**

President.....F. D. Farrell  
 Station Manager.....H. Umberger  
 Chief Engineer.....R. C. Dennison  
 (Non-Commercial Station)

**KOAM**

PITTSBURG—EST. 1937

NATIONAL BROADCASTING CO.

Frequency: 810 Kc. Power: 1000 Watts  
 Owned-Operated By.....The Pittsburg  
 Broadcasting Company, Inc.  
 Address.....Commerce Building  
 Phone Number.....2165  
 Transmitter Location.....Pittsburg, Kans.  
 Time on the Air.....Daytime License  
 News Service.....INS  
 Transcription Service.....World Broadcasting  
 Representative.....The Walker Company

**Personnel**

President.....E. Victor Baxter  
 Station Manager.....R. E. Wade  
 Sales and Promotion Manager.....Marcell Stewart  
 Publicity Director.....Don Taylor  
 Program Director.....Ralph E. Wade  
 Chief Announcer.....Paul Daily  
 Chief Engineer.....Leo Stafford

**WIBW**

TOPEKA—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc. Power: 5000 Watts  
 Owned-Operated By.....Capper Publications,  
 Inc.  
 Business Address.....Box 119  
 Phone.....3-2377  
 Studio Address.....1035 Topeka Blvd.  
 Transmitter Location.....Seven miles west of  
 Topeka  
 Time on the Air: 5 a.m. to 12:05 a.m. (with  
 3½ hrs. allowed to KSAC) and Sundays,  
 6:00 a.m. to 12:05 a.m.  
 Newspaper Affiliation.....Capper Publications,  
 Inc.  
 News Service.....UP, AP  
 Transcription Service.....Standard Radio,  
 Lang-Worth  
 Representative.....Capper Publications, Inc.

**Personnel**

General Manager.....Ben Ludy  
 Publicity Director.....Charles Hill  
 Music Director.....Maudie Shreffler  
 War Program Director.....Kathryn Young  
 Chief Engineer.....Carlton G. Marquardt

**K S A L**

SALINA—EST. 1937

MUTUAL BROADCASTING SYSTEM

KANSAS STATE NETWORK

Frequency: 1150 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . KSAL, Inc.  
 Address . . . . . 201 West Iron  
 Phone Number . . . . . 100  
 Transmitter Location . . . . . West State St.  
 Time on the Air: 6 a.m. to 12 midnight (125  
 hours weekly)  
 Newspaper Affiliation . . . . . Salina Journal  
 News Service . . . . . AP  
 Transcription Service . . . . . NBC Thesaurus  
 Representative . . . . . John E. Pearson Co.

**Personnel**

President . . . . . R. J. Laubengayer  
 Station and Commercial  
 Manager . . . . . Owen Balch  
 Program Director . . . . . Ben Greer  
 Chief Engineer . . . . . N. E. Vance, Jr.

**K A N S**

WICHITA—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . The KANS Broad-  
 casting Co.  
 Address . . . . . Hotel Lassen  
 Phone Number . . . . . 4-2387  
 Transmitter Location . . . . . Wichita  
 Time on the Air . . . . . 6:30 a.m. to midnight  
 Transcription Service . . . . . NBC Thesaurus;  
 Standard Radio  
 Representative . . . . . Headley-Reed Co.

**Personnel**

President . . . . . Herb Hollister  
 General Manager . . . . . Jack Todd  
 Program Director . . . . . Grenville Darling  
 Musical Director . . . . . Raymond Shelley  
 Supervising Engineer . . . . . Carl Hall

**K F B I**

WICHITA—EST. 1923

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

KANSAS STATE NETWORK

Frequency: 1070 Kc. . . . . Power: 5000 d., 1000 n.

Owned-Operated By . . . . . Farmers and Bankers  
 Broadcasting Corporation

Address . . . . . First and Market Sts.  
 Phone Number . . . . . 2-1447  
 Transmitter Location . . . . . 42nd and Broadway  
 Time on the Air . . . . . 24 hours daily  
 News Service . . . . . INS  
 Transcription Service . . . . . World  
 Representative . . . . . Howard H. Wilson Company

**Personnel**

President . . . . . H. K. Lindsley  
 General Manager . . . . . Robert K. Lindsley  
 Sales Promotion Manager . . . . . Ralph Varnum  
 Technical Director . . . . . K. W. Pyle

**K F H**

WICHITA—EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 1330 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . The Radio Station  
 KFH Company, Inc.  
 Address . . . . . York Rite Building  
 Phone Number . . . . . 2-4491  
 Transmitter Location . . . . . RFD No. 3, Wichita,  
 Kansas  
 Time on the Air . . . . . 6:00 a.m. to 12 midnight  
 Newspaper Affiliation . . . . . Wichita Eagle  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 and C. P. MacGregor  
 Representative . . . . . Edward Petry & Company

**Personnel**

President . . . . . John Rigby  
 Vice-President-General Mgr. . . . . M. M. Murdock  
 Business Manager . . . . . P. S. Clark  
 National Sales & Promotion Manager,  
 Clark A. Luther  
 Program Director . . . . . Vernon E. Reed  
 Chief Announcer . . . . . Dave Wilson  
 Production Manager . . . . . Larry Stanley  
 Musical Director . . . . . Guy Snyder  
 Chief Engineer . . . . . Amos C. Dadisman

**PA**

**SET  
THE  
PACE  
THREE  
YEARS  
AGO**

**with the first  
regular 24-hour  
radio news wire**



**W H A S**

L O U I S V I L L E

**50,000**

W A T T S • 8 4 0 K C

**BASIC CBS**

R E P R E S E N T E D B Y

E D W . P E T R Y & C O . I N C .





# KENTUCKY

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## W C M I

ASHLAND—EST. 1935

MUTUAL—SOUTHERN NETWORK  
BLUE NETWORK

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By... Ashland Broadcasting  
Company

Address.....20th & Front Streets  
Phone Number.....3010 (Ashland), 28358  
(Huntington).

Studio Address...20th & Front Streets, Ashland,  
Ky.; Radio Center, Huntington, West Va.  
Transmitter Location...48th and Clay Streets  
Ashland, Ky.

Time on the Air.....6:30 a.m. to 12 midnight  
News Service.....UP  
Transcription Service.....NBC Thesaurus  
Representative.....John H. Perry Associates

### Personnel

President.....Gilmore Nunn  
Vice-President.....J. Lindsay Nunn  
Station Manager.....L. D. Newman  
Program-Publicity Director.....Lota Segraves  
Musical Director.....Jean Thompson  
Chief Engineer.....Clarence Weaver

## W L B J

BOWLING GREEN—EST. 1940

KEYSTONE BROADCASTING SYSTEM  
MUTUAL—SOUTHERN NETWORK

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By...Bowling Green Broad-  
casting Co.

Address.....801 Fairview Ave.  
Phone Number.....1340 1  
Transmitter Location.....801 Fairview Ave.

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

News Service.....UP  
Transcription Service.....Standard Radio  
Representative.....Burn-Smith Co.

### Personnel

President & Station Manager.....Ken D. Given  
Sales Promotion Manager.....Helen Given  
Program Director.....Harriet Stout  
Chief Announcer.....Jim Jolly  
Musical Director.....Ann Hamilton  
Chief Engineer.....James Hight

## W H L N

HARLAN—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power 250 Watts

Owned-Operated By.....Blanco Radio  
Company, Incorporated

Address.....South Main St.  
Phone Number.....625

Time on the Air.....7 a.m. to 10 p.m.  
News Service.....UP

Transcription Service.....Lang-Wrth  
World Broadcasting System, Keystone  
Representative.....Burn-Smith Co.

### Personnel

Owners.....R. B. Helms & J. Francke Fox  
Station & Commercial Manager.....R. B. Helms  
Chief Engineer.....J. Francke Fox  
Record MC.....Bob McKeenan

## W S O N

HENDERSON—EST. 1941

Frequency: 830 Kc. Power: 250 Watts  
Owned-Operated By.....Paducah Broad-  
casting Co.

Address.....Zion Road, R No. 3  
Phone Number.....3923

Transmitter Location.....Southeast of  
Henderson

Time on the Air.....Local sunup to local  
sundown

News Service.....UP  
Transcription Service...NBC Thesaurus, Asso-  
ciated Music

Representative.....Sears & Ayer, Inc.

### Personnel

President-General Manager...Pierce E. Lackey  
Station and Commercial Manager...Hecht S.  
Lackey

Program Director.....Stanley Mayer  
Production Manager.....B. A. Smith  
Chief Announcer.....Eddie Duncan  
Chief Engineer.....Floyd Hubbard

## W H O P

HOPKINSVILLE—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By...Paducah Broadcasting  
Co.

Phone Number.....1025, 1026  
Business Address...Route 68 (1½ miles north-  
west of Hopkinsville)

Transmitter Location.....Cadiz Pike  
Time on the Air.....6 a.m. to 11:05 p.m.

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

Representative.....Sears & Ayer

**Personnel**

President.....Pierce E. Lackey  
 General and Commercial Manager...F. Ernest Lackey  
 Program Director.....Bonnie Bessire  
 Chief Announcer.....W. G. Lussky  
 Musical Director.....Hellen Carter  
 Chief Engineer.....James C. Miller

**W L A P**

LEXINGTON—EST. 1934

MUTUAL

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By...American Broadcasting Corp.

Address...Radio Bldg., Walnut and Short Sts.  
 Phone Number.....1721  
 Transmitter Location.....Mason-Headley Road  
 Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 7:45 a.m. to 12 midnight

News Service.....UP  
 Transcription Service.....NBC Thesaurus  
 Representative.....John H. Perry Associates

**Personnel**

President-General Mgr.....Gilmore N. Nunn  
 Vice-President.....J. Lindsay Nunn  
 Station Director.....J. E. Willis  
 Sales Promotion and Program Director..Lowry Kohler  
 Chief Engineer.....Sanford Helt

**W A V E**

LOUISVILLE—EST. 1933

NATIONAL BROADCASTING COMPANY

Frequency: 970 Kc.....Power: 5000 Watts  
 Owned-Operated By...WAVE, Incorporated  
 Address.....334 E. Broadway  
 Phone Number.....Wabash 6543  
 Transmitter Location.....Hamburg Pike, Jeffersonville, Ind.

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

News Service.....INS  
 Transcription Service.....NBC Thesaurus, Lang-Worth

Representative.....Free & Peters, Inc.

**Personnel**

President.....Major Geo. W. Norton, Jr.  
 Station Manager.....Nathan Lord  
 Commercial Manager.....James F. Cox  
 Program Director.....George Patterson  
 Publicity Director.....Elizabeth Sanders  
 Chief Announcer.....Livingston Gilbert  
 Musical Director.....Earle Keller  
 Chief Engineer.....Wilbur E. Hudson

**W H A S**

LOUISVILLE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 840 Kc.....Power: 50000 Watts  
 Owned-Operated By...Courier-Journal and Louisville Times Company

Address.....300 West Liberty St.  
 Phone Number.....Wabash 2211  
 Transmitter Location...R. R. No. 2, Anchorage, Kentucky

Time on the Air.....24 Hours Daily  
 Newspaper Affiliation...Courier-Journal and Louisville Times

News Service.....AP, UP  
 Transcription Service.....Associated Music Publishers, Lang-Worth, Standard

Representative.....Edward Petry & Company

**Personnel**

Owner.....Barry Bingham (With U. S. Navy)  
 President & General Manager..Mark Ethridge  
 General Manager.....W. Lee Coulson  
 Commercial Manager.....Joe Eaton  
 Promotion Manager.....John H. Hoagland  
 Program Director.....A. W. Marlin  
 Production Manager.....Jack Brooks  
 Musical Director.....Robert Hutsell  
 Choral Director.....Edward Barret  
 Assistant Chief Engineer...D. C. Summerford  
 (See Page 440)

**W I N N**

LOUISVILLE—EST. 1940

BLUE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By...Kentucky Broadcasting Corp.

Address...10th Floor Tyler Hotel, 3rd and Jefferson Sts.

Phone Number.....Wabash 4126, 4127  
 Transmitter Location.....On top Tyler Hotel

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

News Service.....AP  
 Transcription Service.....C. P. MacGregor

**Personnel**

President and Station Manager..D. E. Kendrick  
 Commercial Manager.....G. F. Bauer  
 Program Director.....M. K. McCarten  
 Production Manager.....Harry McTigue  
 Acting Chief Engineer.....Vernon Nunn

**W O M I**

OWENSBORO—EST. 1938

KEYSTONE BROADCASTING SYSTEM

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

. . . KENTUCKY-LOUISIANA . . .

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

**Personnel**

President . . . . . Lawrence W. Hager  
 General Manager . . . . . Hugh O. Potter  
 Commercial Manager . . . . . Malcolm Greep  
 Program Director . . . . . Cliffordean Potter  
 Publicity Director . . . . . Hugh O. Porter  
 Chief Engineer . . . . . Leslie Goodaker  
 Record MC . . . . . Truman Morris

**W P A D**

PADUCAH—EST. 1930  
 COLUMBIA BROADCASTING SYSTEM

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Paducah Broadcast-  
 ing Co.  
 Business Address . . . . . Taylor Bldg., 4th and  
 Broadway  
 Phone Number . . . . . 4100  
 Studio Address . . . . . Taylor Bldg.  
 Transmitter Location . . . . . 9th and Terrell  
 Time on the Air . . . . . 6 a.m. to 11:30 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated Music  
 Publishers, World Broadcasting System, C.  
 P. MacGregor  
 Representative . . . . . Sears & Ayer

**Personnel**

President & General Mgr. . . . . Pierce E. Lackey  
 Sales Manager . . . . . Gene Peak  
 Program Director-Chief Announcer . . . . . Gene Peak  
 Chief Engineer . . . . . U. C. Morris

**LOUISIANA**

*For Latest U. S. Census Population And Radio Homes Data And  
 Statistics on "Shifting Population" Please Turn To Pages 233-286*

**K A L B**

ALEXANDRIA—EST. 1935  
 BLUE NETWORK  
 LOUISIANA NETWORK

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Alexandria Broad-  
 casting Co., Inc.  
 Address . . . . . 505 Johnston St.  
 Phone Number . . . . . 3335  
 Transmitter Location . . . . . Upper Fourth St.  
 Time on the Air . . . . . 6:30 a.m. to 11 p.m.; Sunday,  
 8 a.m. to 10:05 p.m.

News Service . . . . . INS  
 Transcription Service . . . . . Standard Radio

**Personnel**

President . . . . . Walter H. Allen  
 Station and Commercial Mgr. . . . . E. R. Cappellini  
 Program Director . . . . . Dorothy Aden  
 Chief Announcer . . . . . Ed Rand  
 Chief Engineer . . . . . Jesse R. Sexton

**W J B O**

BATON ROUGE—EST. 1934  
 BLUE NETWORK

Frequency: 1150 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Baton Rouge Broad-  
 casting Co., Inc.  
 Address . . . . . 444 Florida St.  
 Phone Number . . . . . 5271-2

Transmitter Location . . . . . Roosevelt Road  
 Time on the Air . . . . . Unlimited license  
 Newspaper Affiliation . . . . . Baton Rouge State-  
 Times, Baton Rouge Morning Advocate  
 Transcription Service . . . . . World Broadcasting  
 Representative . . . . . Geo. P. Hollingsbery Company

**Personnel**

President . . . . . Chas. P. Manship, Jr.  
 Vice-Pres. & Gen. Mgr. . . . . H. Vernon Anderson

**K V O L**

LAFAYETTE—EST. 1935

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

Business Address . . . . . 300 Jefferson St.  
 Phone Number . . . . . 336, 2062  
 Studio Address . . . . . Jefferson St., Evangeline  
 Hotel

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

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

**Personnel**

President . . . . . Morgan Murphy  
 Station Manager . . . . . Geo. H. Thomas  
 Commercial Manager . . . . . R. A. Escudier  
 Program Director-Chief Announcer  
 Allison J. Theriot  
 Chief Engineer . . . . . Raymond E. Wheeler

**K P L C**

LAKE CHARLES—EST. 1935

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Calcasieu Broad-  
 casting Co.  
 Address: P. O. Box 1521  
 Phone Number: 2713, 2714  
 Transmitter Location: La Grange St.  
 Time on the Air: Unlimited license  
 News Service: UP  
 Transcription Service: NBC Thesaurus

**Personnel**

President: T. B. Lanford  
 Station and Commercial Manager: David  
 Wilson  
 Program Director: Margaret Campbell Mercer  
 Chief Engineer: B. Hillman Bailey, Jr.

**K M L B**

MONROE—EST. 1930

BLUE NETWORK

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Liner's Broadcasting  
 Station, Inc.  
 Address: Francis Hotel  
 Phone Number: 4321  
 Transmitter Location: Millhaven Rd.  
 Time on the Air: Unlimited license  
 News Service: AP  
 Transcription Service: Standard Radio,  
 Lang-Worth

**Personnel**

President: O. C. Liner  
 General Manager: J. C. Liner  
 Sales Promotion Manager: Beverly Buckner  
 Program and Publicity  
 Director: Marjorie Watson  
 Chief Announcer: Guy Cur'ey  
 Chief Engineer: O. L. Morgan

**W D S U**

NEW ORLEANS—EST. 1923

BLUE NETWORK

LOUISIANA STATE NETWORK

Frequency: 1280 Kc. Power: 1000 Watts  
 (C.P. 5000 W.)  
 Owned-Operated By: WDSU, Inc.  
 Address: Hotel Monteleone  
 Phone Number: Raymond 7135  
 Transmitter Location: Whitner Blvd., Algiers  
 Time on the Air: 6:45 a.m. to midnight  
 News Service: UP, AP  
 Transcription Service: Lang-Worth  
 Representative: Weed & Co.

**Personnel**

Executive Vice-President: Fred Weber  
 Assistant to Manager: Ruth Sullivan

Sales Promotion Manager: Ruth Sullivan  
 Program Director: Stanley Holiday  
 Production Manager and  
 Record MC: Byron Dowdy  
 News Director: Al Godwin  
 Chief Announcer: Fred LeMieux  
 Artists Bureau: Judith Lawton  
 Musical Director: Joseph Schram  
 Chief Engineer: Charles Whitney

**W J B W**

NEW ORLEANS—EST. 1926

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Charles C. Carlson  
 Address: 540 Audubon Building  
 Phone Number: Raymond 5060  
 Transmitter Location: 3617 Bruxelles St.  
 Time on the Air: 7:00 a.m. to 12:00 midnight  
 Transcription Service: C. P. MacGregor  
 Representative: Cox & Tanz

**Personnel**

President-General Mgr.: Charles C. Carlson

**W N O E**

NEW ORLEANS—EST. 1926

MUTUAL BROADCASTING SYSTEM

*The new*

**WDSU**

*offers:*

the latest 5 Kw. on the air, delivering a  
 20 Kw. signal to the populated areas of  
 South Louisiana.

The only New Orleans station with two  
 news services.

Excellent central dialing position.

Affiliation with the Blue Network.

Emphasis on local programs of special  
 appeal in the South.

**WDSU**

HOTEL MONTELEONE, NEW ORLEANS

• • LOUISIANA • •

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

**Personnel**

President.....James A. Noe  
 Vice-President-General Mgr....James Gordon  
 Program Director.....Beverly Brown  
 Production Manager.....Beverly Brown  
 Chief Engineer.....Ellis Trepeginer

•  
**W S M B**

NEW ORLEANS—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 1350 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WSMB, Inc.  
 Address.....Maison Blanche Bldg.  
 Phone Number.....MA 5921  
 Transmitter Location.....Algiers, La.  
 Time on the Air.....7 a.m. to 12 midnight  
 Transcription Service.....NBC Thesaurus  
 Representative.....Edward Petry & Co.

**Personnel**

President.....E. V. Richards  
 General Manager.....H. Wheelahan

•  
**W W L**

NEW ORLEANS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

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

**Personnel**

General Manger.....W. H. Summerville  
 Commercial Manager.....Larry Baird  
 Merchandising Manager.....A. M. Robert  
 Program and Production  
 Director.....Edward Hoerner  
 Director of War Programs.....Stanley Reyes  
 Agricultural Director.....Gordon Loudon  
 Publicity Director.....Margaret Ashley  
 Musical Director.....Irvine Vidacovich  
 Continuity Director.....Terry Brick  
 Chief Engineer.....J. D. Bloom, Jr.

**TELESCRIPTS**

... ORIGINATED BY

**PA**

are complete scripts,

cued for music or

sound effects, and

moved on the special

**AP**

radio news wire.

*Widely sponsored  
 from Coast-to-Coast*

THE WAY TO GREATER



SALES AND BIGGER

PROFITS



IN ONE OF

THE NATION'S RICHEST



MARKETS IS VIA ITS NUMBER

ONE



SALESMAN

**KWKH**

A SHREVEPORT TIMES STATION  
*Shreveport, La.*

**CBS - 50,000 WATTS**

THE BRANHAM CO.

# K R M D

SHREVEPORT—EST. 1928

BLUE NETWORK

LOUISIANA NETWORK

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

## Personnel

Commercial Manager: G. V. Wilson  
 Station Director: Elizabeth Alford  
 Publicity Director: Muriel Selber

# K T B S

SHREVEPORT—EST. 1928

NATIONAL BROADCASTING CO.

SOUTH CENTRAL QUALITY NETWORK

Frequency: 1480 Kc. Power: 1000 Watts  
 Owned-Operated By: Tri-State Broad-  
 casting System, Inc.  
 Studio Address: Commercial Bldg.  
 Transmitter Location: Hart Island Road  
 Phone Number: 2-9711  
 Time on the Air: 6:30 a.m. to midnight  
 Newspaper Affiliation: The Shreveport  
 Times  
 News Service: AP, UP  
 Transcription Service: NBC Thesaurus;  
 Lang-Worth  
 Representative: The Branham Co.

## Personnel

President: John D. Ewing  
 General Manager: John C. McCormack  
 Commercial Manager: J. A. Oswald  
 Sales Promotion Manager: C. W. Doebler  
 Program Director: B. G. Robertson  
 Chief Engineer: C. H. Maddox

# K W K H

SHREVEPORT—EST. 1925

COLUMBIA BROADCASTING SYSTEM

SOUTH CENTRAL QUALITY NETWORK

Frequency: 1130 Kc. Power: 50000 Watts  
 Owned-Operated By: International Broad-  
 casting Corp.  
 Studio Address: Commercial Building  
 Transmitter Location: Near Dixie, La.  
 Phone Number: 2-8711  
 Time on the Air: 5 a.m. to 1:05 a.m.;  
 Sundays, 6 a.m. to 1:05 a.m.  
 Newspaper Affiliation: The Shreveport Times  
 News Service: AP, UP  
 Transcription Service: Standard,  
 Lang-Worth  
 Representative: The Branham Co.

## Personnel

President: John D. Ewing  
 General Manager: John C. McCormack  
 Commercial Manager: J. A. Oswald  
 Sales Promotion-Publicity Director:  
 C. W. Doebler  
 Program Director: Fred Ohl  
 Chief Engineer: W. E. Antony

# MAINE

For Latest U. S. Census Population And Radio Homes Data And  
 Statistics on "Shifting Population" Please Turn To Pages 233-286

# WRDO

AUGUSTA—EST. 1932

NATIONAL BROADCASTING CO.

MUTUAL BROADCASTING SYSTEM

YANKEE NETWORK

NEW ENGLAND REGIONAL NETWORK

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: WRDO, Inc.  
 Address: 175 Water St.  
 Phone Number: 2285  
 Transmitter Location: Chelsea, Me.

Time on the Air: 7:00 a.m. to 12 midnight  
 News Service: UP  
 Transcription Service: Associated Music  
 Publishers  
 Representatives: Weed & Company  
 Bertha Bannan

## Personnel

President: Adeline B. Rines  
 Station-Commercial Manager: Arthur Owens  
 Program Director: Quenton Grandall  
 Chief Announcer: Dan Kelly  
 Chief Engineer: Harold T. Dinsmore

**W A B I**

BANGOR—EST. 1921

COLUMBIA BROADCASTING SYSTEM  
 Frequency: 910 Kc. Power: 250 Watts  
 Owned-Operated By: Community Broad-  
 casting Service, Inc.

Address: 57 State St.  
 Phone Number: 6447-6446  
 Transmitter Location: Wilson St., Brewer, Me.  
 Time on the Air: 7 a.m. to 12 midnight  
 Transcription Service: Associated Library  
 Representative: R. C. Foster, Boston:  
 Spot Sales, Inc.

**Personnel**

President and Station Manager: F. B. Simpson  
 Commercial Manager: Guy Corey  
 Program Director: Harold Dorr  
 Chief Engineer: Walter Dickson

**W L B Z**

BANGOR—EST. 1926

NATIONAL BROADCASTING CO.  
 YANKEE NETWORK

NEW ENGLAND REGIONAL NETWORK  
 Frequency: 620 Kc. Power: 5000 Watts  
 Owned-Operated By: Maine Broadcasting Co.

Address: 100 Main St.  
 Phone Number: 6023  
 Transmitter Location: Bangor  
 Time on the Air: Unlimited license  
 Transcription Service: NBC Thesaurus  
 Representative: Weed & Co.

**Personnel**

General Manager: Thompson L. Guernsey

**W C O U**

LEWISTON—EST. 1938

MUTUAL BROADCASTING SYSTEM  
 YANKEE NETWORK

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

Address: 223 Lisbon St.  
 Phone Number: 3140-3141  
 Transmitter Location: East Ave.  
 Time on the Air: 18 hours per day  
 News Service: UP  
 Transcription Service: Standard  
 Representative: Forjoe & Co.

**Personnel**

President: Faust Couture  
 Station and Commercial  
 Manager: John C. Libby  
 Program Director: Harold Dyer  
 Publicity Director and  
 Chief Announcer: Lavern Colton  
 Musical Director: Marion Payne Louisfell  
 Chief Engineer: John T. Duty

**W C S H**

PORTLAND—EST. 1925

NBC-YANKEE-NEW ENGLAND REGIONAL  
 Frequency: 970 Kc. Power: 5000 Watts  
 Owned-Operated By: Congress Square  
 Hotel Co.

Business Address: 157 High St.  
 Phone Number: Portland 3-9667  
 Studio Address: Eastland Hotel,  
 157 High St., Portland, Me.  
 Transmitter Location: Scarboro, Me.  
 Time on the Air: 6:15 a.m. to 12 midnight;  
 Saturdays, 6:30 a.m. to 12 midnight; Sun-  
 days, 8 a.m. to 12 midnight

News Service: UP  
 Transcription Service: NBC Thesaurus  
 Representative: Weed & Co. & Bertha Bannan

**Personnel**

President: Adeline B. Rines  
 Station Manager: William H. Rines  
 Commercial Manager: Albert W. Smith  
 Program Director: Caleb Paine  
 Publicity Director: Linwood T. Pitman  
 Chief Announcer: Philip N. Johnson  
 Musical Director: Waldo Harwood  
 Chief Engineer: G. Fred Crandon

Covering  
 CENTRAL MAINE  
 MAINE'S RICHEST INDUSTRIAL  
 MARKET

MUTUAL **WCOU** YANKEE  
 LEWISTON — AUBURN

Delivers more listeners in the  
 Lewiston-Auburn Market — Day  
 and Evening — than the two Port-  
 land stations combined. Source—C. E.  
 Hooper Survey)

PRIMARY POPULATION ★293,937  
 RADIO HOMES 66,230  
 \*(1/3 OF MAINE'S ENTIRE POPULATION!)

THE LEWISTON-AUBURN MARKET  
 TOPS BANGOR IN SIZE AND  
 PURCHASING POWER

Represented Nationally by  
**FORJOE & COMPANY**  
 NEW YORK CHICAGO



**W G A N**

PORTLAND—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Portland Broadcasting  
 System, Inc.  
 Address . . . . . Columbia Hotel  
 Phone Number . . . . . 2-7589  
 Transmitter Location . . . . . Portland  
 Time on the Air . . . . . 6:30 a.m. to 12:05 a.m.;  
 Sundays, 8:00 a.m. to 12:05 a.m.  
 Newspaper Affiliation . . . . . Gannett Publishing  
 Co.  
 Transcription Service . . . . . Standard Radio  
 Representative . . . . . Paul H. Raymer Co.

**Personnel**

President-Treasurer . . . . . Guy P. Gannett  
 General Manager . . . . . Creighton E. Gatchell  
 Commercial Manager . . . . . Arthur K. Atherton  
 Program Manager . . . . . Richard E. Bates  
 Chief Announcer . . . . . Samuel G. Henderson, Jr.  
 Chief Engineer . . . . . Roger W. Hodgkins

**W A G M**

PRESQUE ISLE—EST. 1930

KEYSTONE BROADCASTING SYSTEM

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

**Personnel**

President . . . . . Hugh McQuire  
 Station and Commercial  
 Manager . . . . . Harold D. Glidden  
 Program Director . . . . . Christabel Dillen  
 Chief Announcer . . . . . Richard Marshall  
 Artists Bureau . . . . . Duska D. Glidden  
 Chief Engineer . . . . . Lester E. Hughes

The Red Cross Needs



Your Unstinting Assistance

**GIVE!**



Nationally represented by Edward Petry & Co., Inc.

450

# MARYLAND

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## W B A L

BALTIMORE—EST. 1925

NATIONAL BROADCASTING COMPANY

Frequency: 1090 Kc. . . . . Power: 50,000 Watts  
Owned-Operated By . . . . . Hearst Radio, Inc.  
Address . . . . . Lexington Bldg.  
Phone Number . . . . . Lexington 4900  
Transmitter Location . . . . . Reistertown, Md.  
Time on the Air . . . . . 24 hours daily  
News Service . . . . . INS; UP  
Transcription Service . . . . . Standard Radio;  
World Broadcasting System  
Representative . . . . . Edward Petry & Co.

### Personnel

Station Manager . . . . . Harold C. Burke  
Sales Manager . . . . . Leslie H. Peard, Jr.  
Program Director . . . . . James M. Kennedy  
Publicity Director . . . . . Eunice Dickson  
Musical Director . . . . . Phil Fine  
Chief Engineer . . . . . Gerald W. Cooke

## W C B M

BALTIMORE—EST. 1924

BLUE NETWORK

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Baltimore Broadcast-  
ing Corporation  
Address . . . . . North at Harford  
Phone Number . . . . . University 8400  
Transmitter Location . . . . . 1100 East Cold Spring  
Lane  
News Service . . . . . INS. UP  
Transcription Service . . . . . Lang-Worth  
Representative . . . . . Free & Peters, Inc.

### Personnel

President and Commercial  
Manager . . . . . John Elmer  
Station Manager . . . . . George H. Roeder  
Sales Promotion and  
Publicity Director . . . . . E. Frank Thomas  
Program and Production  
Manager . . . . . Charles A. Roeder  
Musical Director . . . . . Jack B. Rohr  
Chief Engineer . . . . . A. E. Eckels

*It's easy to SELL when you BUY*

# WCBM

**BALTIMORE'S BLUE NETWORK OUTLET**

**JOHN ELMER**  
President

**GEO. H. ROEDER**  
General Manager

**FREE & PETERS, INC., National Representatives**

MARYLAND

W C A O

BALTIMORE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc.....Power: 5000 Watts  
Owned-Operated By.....The Monumental  
Radio Company

Address.....811 West Lanvale St.  
Phone Number.....Madison 7220-1-2-3-4  
Transmitter Location....Park Heights Avenue.  
Extended

Time on the Air: 6 a.m. to 1:05 a.m.: Sundays,  
8 a.m. to 1:05 a.m.

News Service.....INS

Transcription Service.....Lang-Worth.

C. P. MacGregor

Representative.....Paul H. Raymer Company

Personnel

President.....Lewis M. Milbourne

Vice-President-General

Manager.....L. Waters Milbourne

Program Directors.....Gordon A. Scheihing,

George L. Filling

Musical Director.....Robert P. Iula

Chief Engineer.....Martin L. Jones

W F B R

BALTIMORE—EST. 1922

MUTUAL BROADCASTING SYSTEM

MARYLAND COVERAGE NETWORK

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

Business Address.....10 East North Ave.

Phone Number.....Mulberry 1300

Studio Address.....Radio Center

Transmitter Location.....Waterview Ave.

Time on the Air.....6 a.m. to 1 a.m.

News Service.....AP, INS

Transcription Service.....Associated Music

Publishers, C. P. MacGregor, World

Representative.....John Blair & Co.

Personnel

President.....Robert S. Maslin, Sr.

Executive Vice-President...Hope H. Barroll, Jr.

Director of

National Sales.....Andrew H. Hilgartner

Local Sales Manager.....William S. Pire, Jr.

Sales Promotion Manager..William R. Dothard

Program Director.....Bert Hanauer

Production Manager.....Henry Hickman

Publicity Director.....Robert S. Maslin, Jr.

Musical Director.....Jos. Imbroglio

Chief Engineer.....William Q. Ranft

W I T H

BALTIMORE—EST. 1940

Frequency: 1230 Kc.....Power: 250 Watts

Owned By.....Maryland Broadcasting Co.

WTBO

Cumberland, Md.

Your  
Key

to

The Rich  
“Kingdom  
of  
Cumberland  
Valley”

NBC

Full Time  
Nat'l Reps.  
Spot Sales

# MARYLAND

Operated By.....Thomas G. Tinsley, 2nd  
Address.....7 E. Lexington St.  
Phone Number.....Lexington 7808-9-10-11  
Transmitter Location.....1230 Curtain St.  
Time on the Air.....24 hours a day  
News Service.....AP  
Transcription Service.....Lang-Worth;  
Standard Radio  
Representative.....Headley-Reed Company

## Personnel

President-Station Mgr. Thomas G. Tinsley, 2nd  
Assistant Station Manager.....Helen Powers  
Commercial Manager.....R. C. Embry  
Sales Promotion and  
Publicity Director.....Buff Elias  
Program Director-Chief Announcer  
Raymond W. Baker  
Traffic Manager.....Catherine Sennott  
Musical Director.....Wallace W. Ashley  
Chief Engineer.....James Duff

## WTBO

CUMBERLAND—EST. 1929  
NATIONAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Associated Broadcast-  
ing Corporation  
Address.....31 Frederick St.  
Phone Number.....Cumberland 298 and 299  
Transmitter Location.....Fort Hill, Cumberland  
Time on the Air.....6:00 a.m. to 12 midnight;  
Sundays, 8:00 a.m. to 12 midnight  
News Service.....AP, UP  
Transcription Service.....World Broadcasting  
System  
Representative.....Spot Sales, Inc.

## Personnel

President-General Manager.....Aurelia S. Becker  
Station and  
Commercial Manager.....Dale Robertson  
News Editor.....Nelson Spencer  
Office Manager.....Angela Ryland

## WFMD

FREDERICK—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 930 Kc.....Power: 500 Watts  
Owned-Operated By.....Monocacy Broadcast-  
ing Company  
Business Address.....Winchester Hall  
Phone Number.....Frederick 1626, 1627  
Studio Addresses.....Winchester Hall,  
Gobrecht Bldg., Hanover, Pa.; 32 W. Main St.,  
Westminster, Md, and Leesburg, Va.  
Transmitter Location.....Frederick, Md.  
Time on the Air.....6:30 a.m. to 12:05 a.m.;  
Sundays, 7:30 a.m. to 12:05 a.m.  
News Service.....Transradio

Transcription Service.....World Broadcasting  
System  
Representative.....Howard H. Wilson Co.

## Personnel

President.....Major Laurence Leonard  
Vice-President and General Manager,  
A. V. Tidmore  
Commercial Manager.....J. F. Eisenhauer  
Program Director.....Eve Chamberlain  
Chief Engineer.....A. V. Tidmore

## WJEJ

HAGERSTOWN—EST. 1932  
MUTUAL BROADCASTING SYSTEM  
ATLANTIC COAST NETWORK-MARYLAND  
COVERAGE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Hagerstown Broad-  
casting Co.  
Address.....Franklin Court  
Phone Number.....2323  
Transmitter Location.....Carrol Heights  
Time on the Air.....7:00 a.m. to 2:00 a.m.  
Transcription Service.....Associated  
News Service.....Transradio  
Representative.....William G. Rambeau Co.

## Personnel

Chief Executive.....Grover C. Crilley  
National Sales Manager.....H. A. Seville  
Commercial Manager.....Clarence Myers  
Program Director.....Amos Harper  
Director of War Programs.....Bernice Crilly  
Chief Engineer.....George W. McIntire

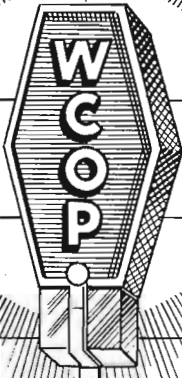
## WBOC

SALISBURY—EST. 1940  
MUTUAL BROADCASTING SYSTEM  
ATLANTIC COAST NETWORK-MARYLAND  
COVERAGE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....The Peninsula  
Broadcasting Co.  
Address.....Radio Park  
Phone Number.....Salisbury 2480-2481  
Transmitter Location.....1 mile north of Salisbury  
Time on the Air: 7 a.m. to 11:15 p.m.; Sundays,  
8:25 a.m. to 11 p.m.  
News Service.....UP  
Transcription Service.....World Broadcasting  
System

## Personnel

President.....John W. Downing  
General Manager.....Charles J. Truitt  
Assistant Program Director.....Jane Allen  
Chief Announcer.....Lonnie Starr  
Musical Director.....Russell Yohe  
Chief Engineer.....Peter A. Alfonsi

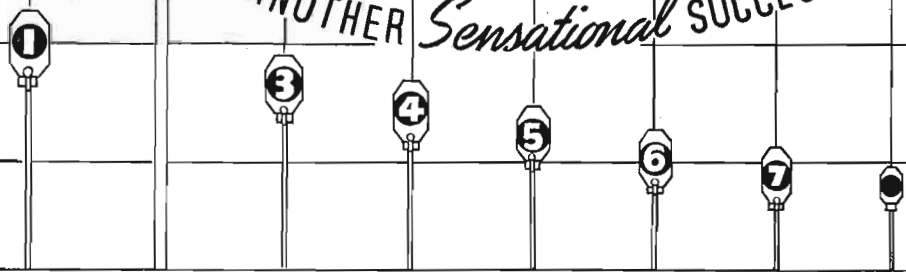


*nd in Boston*  
**8:15 to 8:30 A.M.**

(HOOPER SURVEY MAY THROUGH SEPTEMBER 1943)

**WCOP**

ANOTHER *Sensational* SUCCESS STORY!



# MASSACHUSETTS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## WBZ & WBZA

BOSTON & SPRINGFIELD  
EST. 1921

NATIONAL BROADCASTING CO.  
NEW ENGLAND REGIONAL NETWORK

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

Owned and Operated By . . . . . Westinghouse  
Radio Stations, Inc.

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

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

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

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

News Service . . . . . AP, UP  
Transcription Service . . . . . Standard Radio  
and NBC Thesaurus

Representative . . . . . National Broadcasting Co.  
(National); Weed & Co. (Regional)

### Personnel

President . . . . . Geo. H. Bucher  
Station Manager . . . . . C. S. Young  
Program Manager . . . . . W. Gordon Swan  
Production Manager . . . . . John H. Wright  
Sales Manager . . . . . C. Herbert Massé  
Sales Promotion Manager . . . . . Harry D. Goodwin  
Publicity Director . . . . . George W. Slade  
Musical Director . . . . . Avner Rakov  
Chief Engineer . . . . . W. H. Hauser (WBZ)  
Chief Engineer . . . . . H. E. Randol (WBZA)

## WCOP

BOSTON—EST. 1935

AMERICAN BROADCASTING CORP.

Frequency: 1150 Kc. . . . . Power 500 Watts  
Owned By . . . . . American Broadcasting Corp.

Operated By . . . . . Massachusetts Broadcasting Co.  
Address . . . . . Copley-Plaza Hotel

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

Time on the Air . . . . . 18 hours daily  
News Service . . . . . INS and AP  
Transcription Service . . . . . Standard Radio

### Personnel

President . . . . . Harold A. Lafount  
General Manager . . . . . George Lasker  
Assistant Manager . . . . . A. N. Armstrong, Jr.  
Program-Musical Director . . . . . Hal Tunis  
Production Manager . . . . . Frances Lescoe  
Chief Announcer . . . . . George Harrick  
News Editor . . . . . Leon Lipson  
Chief Engineer . . . . . Roland C. Hale

## WEEI

BOSTON—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . Columbia Broadcasting  
System

Business Address . . . . . 182 Tremont St.  
Phone Number . . . . . HUBbard 2323

Studio Address . . . . . 182 Tremont St.  
Transmitter Location . . . . . Mystic Valley Park-  
way, Medford, Mass.

Time on the Air: 5:30 a.m. to 1:05 a.m.; Sun-  
days, 8 a.m. to 1:05 a.m.

News Service . . . . . AP, UP  
Transcription Service . . . . . World Broadcasting  
Representative . . . . . Radio Sales

### Personnel

Station Manager . . . . . H. E. Fellows  
Assistant Manager and Director of  
Programs and Sales . . . . . Kingsley Horton  
Assistant Sales Manager . . . . . H. R. Marks  
Sales Promotion Manager . . . . . Guy H. Cunningham  
Production Manager . . . . . R. G. Girardin  
War Program Director . . . . . F. H. Garrigus  
Director of Press Information . . . . . Marie Houlahan  
Chief Announcer . . . . . C. H. Dickerman  
Musical Director . . . . . Francis E. Bellizia  
Chief Engineer . . . . . W. J. Stiles

## WHDH

BOSTON—EST. 1929

BLUE NETWORK

Frequency: 850 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . Matheson Radio Co.,  
Address . . . . . Hotel Touraine, 62 Boylston St.

Phone Number . . . . . Hancock 0900  
Transmitter Location . . . . . Saugus, Mass.

Time on the Air . . . . . 6:30 a.m. to 1 a.m.  
News Service . . . . . UP and AP  
Transcription Service . . . . . World Broadcasting  
System, Associated Recorded Program Ser-  
vice, C. P. MacGregor

Representative . . . . . Spot Sales, Inc.

### Personnel

President . . . . . A. E. Matheson  
General Manager . . . . . John J. Matheson  
Sales Manager . . . . . R. G. Matheson  
Program Director . . . . . A. J. Friend  
Chief Engineer . . . . . R. G. Matheson

## WMEX

BOSTON—EST. 1934

Frequency: 1510 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . Northern Corp.

The leading radio station  
 in Boston shows a rating  
 of only  $\frac{8}{10}$  of a point more  
 than WORL....

HOOPER "CONTINUING MEASUREMENT OF RADIO LISTENING"  
 BOSTON  
 November, 1943  
 Monday thru Friday

Local Time  
 9:00-11:15 A. M.  
 Sets-In-Use  
 11.7

	STATION A	STATION B	STATION C	STATION D	WORL	STATION F	STATION G	OTHERS
Ratings	2.4	2.5	2.9	0.6	2.1	0.7	0.5	0.0
% of Listeners	20.6	21.3	24.8	5.0	17.7	6.4	4.2	0.0

# WORL

BOSTON'S BEST BUY

THIS LITTLE BUDGET  
 WENT TO THE  
 "920  
 CLUB"





Address: WMEX Bldg., 70 Brookline Ave.  
 Phone Number.....Commonwealth 3900  
 Transmitter Location.....Quincy, Mass.  
 Time on the Air....7:30 a.m. to 12 midnight;  
 Sundays, 9:00 a.m. to 12 midnight  
 Transcription Service.....Lang-Worth  
 Representative.....Joseph Hershey  
 McGillvra, Inc.

**Personnel**

President-Program Director...John E. Reilly  
 Managing Director-Chief  
 Engineer .....Alfred J. Pote

**W N A C**

BOSTON—EST. 1922

MUTUAL BROADCASTING SYSTEM  
 YANKEE NETWORK

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

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

News Service .....AP  
 Transcription Service..... Associated  
 and Standard  
 Representative.....Edward Pety & Co., Inc.

**Personnel**

Chairman of the Board and  
 General Manager.....John Shepard, 3rd  
 Executive Vice-President and  
 Station Manager .....Linus Travers  
 Promotion and Publicity  
 Director .....James S. Powers  
 Program Director .....Herbert Rice  
 War Program Director.....George Steffy  
 Production Director.....Herbert Rice  
 Editor of News Service.....Robert Myers  
 Musical Director.....Francis J. Cronin  
 Chief Engineer .....Irving B. Robinson

**W O R L**

BOSTON—EST. 1926

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

Address.....216 Tremont St.  
 Transmitter Location.....Needham, Mass.  
 Time on the Air...Local sunrise to local sunset  
 News Service.....AP and UP

**Personnel**

General Manager.....George Lasker  
 Publicity Director.....Robert Sanford  
 Program Director.....Robert N. Perry  
 Chief Engineer .....John Parker

**W S A R**

FALL RIVER—EST. 1921

MUTUAL — COLONIAL & YANKEE

Frequency: 1480 Kc.....Power: 1000 Watts  
 Owned-Operated By: Doughty & Welch Elec-  
 tric Co.

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

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

News Service .....INS  
 Transcription Service.....Standard Radio  
 Representative.....The Walker Co.,  
 R. C. Foster Co.

**Personnel**

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

Philly J. Maurette

Program Director.....Josephine Y. Welch  
 Commercial Manager.....Leonard C. Cox  
 Chief Announcer.....Angus Bailey  
 Chief Engineer .....John C. Pavao

**W E I M**

FITCHBURG—EST. 1941

MUTUAL-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By..Radio Station WEIM, Inc.  
 Address .....717 Main Street

Phone Number.....Fitchburg 1600  
 Transmitter Location..Lunenburg-Fitchburg line  
 Time on the Air.....Unlimited

New Service.....AP  
 Transcription Service..... Lang-Worth  
 National Representative.....The Walker Co.

**Personnel**

President .....Ruben E. Aronheim  
 General Manager and

Program Director.....Earle G. Clement  
 Commercial Manager and

Publicity Director...Mortimer Silverman, Jr.  
 War Program Director.....Joan Shirlee

Chief Engineer .....Theodore Kalln  
 Record MC .....Eddie Johnson

**W H A I**

GREENFIELD—EST. 1938

MUTUAL-YANKEE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....John W. Hadgis  
 Address .....354 Main St.

Phone Number.....4301  
 Transmitter Location.....Woodard Rd.  
 Time on the Air.....7:30 a.m. to 11:30 p.m.

Transcription Service.....World Broadcasting  
 System

Representative.....Burn-Smith Co.

**Personnel**

Owner.....John W. Haigis  
 Station Manager.....Horace W. Nichols  
 Commercial-Sales Promotion  
 Manager .....Horace W. Nichols  
 Publicity Director.....William M. Harris  
 Program Director.....Ann M. Erickson  
 Chief Announcer and  
 Musical Director.....Gordon Lewis  
 Chief Engineer.....Leland F. Wheeler

Newspaper Affiliation....Holyoke-Transcript  
 Telegram; Daily Hampshire Gazette (Northampton)  
 News Service.....UP  
 Transcription Service.....Associated  
 Representatives.....Bertha Bannon

**Personnel**

President .....Mrs. William R. Dwight  
 Station and  
 Commercial Manager...Patrick J. Montague  
 Publicity and Musical Director.....Jay Heitin  
 Program Director.....Thomas R. Humphrey  
 Chief Announcer .....Ward Gardner  
 Chief Engineer.....Thomas Humphrey  
 Record MC .....Dick Lavigne

**W H Y N**

HOLYOKE—EST. 1941  
 MUTUAL-YANKEE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By ...Hampden-Hampshire  
 Corporation  
 Business Address.....180 High Street  
 Phone Numbers.....8238, 8239  
 Studio Addresses: 180 High Street; 80 Main  
 Street, Northampton; Canal Street, South  
 Hadley Falls  
 Transmitter Location...Canal St., South Hadley  
 Falls, Mass.  
 Time on the Air: 7 a.m. to 12 midnight; Sun-  
 days, 8 a.m. to 12 midnight

**W L A W**

LAWRENCE—EST. 1937

COLUMBIA BROADCASTING SYSTEM  
 Frequency: 680 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Hildreth & Rogers  
 Company  
 Address.....278 Essex Street  
 Phone Numbers..Lawrence 4107, 4108 & 4109  
 Transmitter Location.....River Road, West  
 Andover, Mass.  
 Time on the Air: 6 a.m. to 1 a.m. (19 hours);  
 Sunday, 8 a.m. to 1 a.m.

**★ REACH NEW ENGLAND'S  
 MOST CONCENTRATED  
 INDUSTRIAL AREA**

**QUICKLY • SURELY • ECONOMICALLY**

*with* **W L A W**

MASSACHUSETTS

COLUMBIA'S VOICE IN NORTHERN NEW ENGLAND

5000 W. • 680 Kc.

REP.: THE KATZ AGENCY

News Service..... UP  
 Transcription Service..... Standard Radio;  
 Thesaurus  
 Representative..... The Katz Agency, Inc.

**Personnel**

President..... Irving E. Rogers  
 Station Manager..... George H. Jaspert  
 Commercial Manager..... David M. Kimel  
 Program Director..... Joseph P. Oakes  
 Publicity Director..... William B. Sherman  
 Chief Announcer..... Fred P. Laffey  
 Chief Engineer..... George A. Hinckley

**W L L H**

**LOWELL-LAWRENCE—EST. 1934**  
 MUTUAL-YANKEE NETWORK

Frequency: 1400 Kc..... Power: Lowell, 250  
 Watts; Lawrence, 100 Watts  
 Owned-Operated By .. Merrimac Broadcasting  
 Co., Inc.  
 Business Address 39 Kearney Square, Lowell  
 Phone Numbers..... Lowell 8715;  
 Lawrence 2-2148  
 Studio Addresses..... Rex Center, Lowell;  
 Cregg Building, Lawrence  
 Transmitter Location: 39 Kearney Square,  
 Lowell; Cregg Building, Lawrence  
 Time on the Air: 6:25 a.m. to 12 midnight;  
 News Service..... INS  
 Transcription Service: Associated Music Pub-  
 lishers  
 Representative..... Edward Petry & Co., Inc.

**Personnel**

President..... A. S. Moffat  
 Station Manager..... Robert F. Donahue  
 Commercial Manager..... Haskell Bloomberg  
 Program Director and  
 Chief Announcer..... Thomas Clayton  
 Chief Engineer..... Ralph Newton

**W E S X**

**MARBLEHEAD—EST. 1939**

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By: North Shore Broadcasting  
 Company  
 Business Address..... 126 Washington St.,  
 Salem, Mass.  
 Phone Number..... Salem 5670  
 Transmitter Location..... Marblehead  
 Time on Air..... 7 a.m. to 11 p.m.  
 Transcription Service..... World Broadcasting  
 System; Associated Music Publishers; NBC  
 Thesaurus; Keystone  
 Representative..... R. C. Foster & Co.

**Personnel**

President..... Charles W. Phelan  
 General Manager..... A. M. Morgan

**W N B H**

**NEW BEDFORD—EST. 1921**  
 BLUE NETWORK

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Operated By: E. Anthony & Sons,  
 Business Address..... 588 Pleasant St.  
 Phone Number..... 8-5228  
 Studio Address..... 588 Pleasant Street  
 Transmitter Location..... Crow Island,  
 Fairhaven, Mass.  
 Time on the Air: 7:30 a.m. to 11:30 p.m.;  
 Sundays, 8:30 a.m. to 11:30 p.m.  
 Newspaper Affiliation... New Bedford Stand-  
 ard Times and Cape Cod Standard Times  
 News Service..... AP  
 Transcription Service..... NBC Thesaurus  
 Representative:

William G. Rambeau (after May 1)

**Personnel**

President..... Basil Brewer  
 Station Manager..... Hugh R. Norman  
 Program Director..... Donald L. Sellers  
 Chief Announcer..... Bill Pendergrast  
 Chief Engineer..... Irving Vermilya

**W B R K**

**PITTSFIELD—EST. 1938**

MUTUAL—COLONIAL & YANKEE NETWORKS  
 Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Operated By..... Monroe B. England  
 Address..... 8 Bank Row  
 Phone Number..... 2-1553  
 Transmitter Location..... 1100 East St.  
 Time on the Air..... 7 a.m. to 12 midnight  
 News Service..... UP  
 Transcription Service..... Standard  
 Representative..... Burn-Smith Co.

**Personnel**

President-Station Manager... Monroe B. England  
 Station Manager..... John Parsons  
 Program Director..... William Geary  
 Sales Promotion Manager..... William Geary  
 Chief Announcer..... Dick Mills  
 Chief Engineer..... Leonard Lavendol

**W M A S**

**SPRINGFIELD—EST. 1932**

COLUMBIA BROADCASTING SYSTEM

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Operated By..... WMAS, Inc.  
 Address..... Hotel Charles  
 Phone Number..... 7-1414  
 Transmitter Location..... Pynchon Park  
 Time on the Air..... 7 a.m. to midnight  
 News Service..... INS  
 Transcription Service..... Associated Music  
 Representative..... Edward Petry & Co.

**Personnel**

President ..... A. S. Moffat  
 General Manager..... Warren M. Greenwood  
 Production Manager..... Ethel B. Henin  
 Chief Announcer..... Ben Sweet  
 Chief Engineer..... Earle G. Hewinson  
 Record MC ..... Harry Robator

**WSPR**

SPRINGFIELD—EST. 1936  
 BLUE NETWORK

Frequency: 1270 Kc.....Power: 500 Watts  
 Owned-Operated By..... WSPR, Inc.  
 Address ..... 63 Chestnut Street  
 Phone Number..... Springfield 6-2757  
 Transmitter Location: Union St. and Palmer  
 Ave., West Springfield, Mass.  
 Time on the Air: 7 a.m. to 12 midnight; Sun-  
 days, 8 a.m. to 12 midnight  
 News Service.....INS, AP (after June 3, 1944)  
 Transcription Service..... Langworth  
 Representatives: Geo. P. Hollingbery & Co.:  
 Bertha Bannon

**Personnel**

President-Station Manager.. Quincy A. Brackett  
 Vice-President-Commercial Manager  
 Milton W. Stoughton  
 Program-Production Director,  
 Wayne Henry Latham  
 Publicity Director.....Howard S. Keefe  
 Chief Announcer.....Robert L. Jones  
 Chief Engineer.....Lawrence A. Relly

**W A A B**

WORCESTER—EST. 1930  
 MUTUAL-YANKEE NETWORK

Frequency: 1440 Kc.....Power: 5000 Watts  
 Owned-Operated By...The Yankee Network,  
 Inc.  
 Address.....604 State Mutual Bldg.  
 Phone Number.....6-1411  
 Transmitter Location.....Holden,  
 Massachusetts  
 Time on the Air: 6 a.m. to midnight; Sunday,  
 8 a.m. to midnight  
 News Service .....AP  
 Transcription Service.....Associated Music  
 Publishers and Standard  
 Representative.....Edward Petry & Co., Inc.

**Personnel**

Chairman of the Board and  
 General Manager.....John Shepard, 3rd  
 Executive Vice-President.....Linus Travers  
 Station Supervisor-Sales  
 Manager.....Dorothy Robinson  
 Publicity Director.....James S. Powers  
 Merchandising .....Arthur Lathrop

Special Events .....George Steffy  
 Program Director .....Herbert Rice  
 Production Director .....Herbert Rice  
 Editor of News Service.....Robert Myers  
 Musical Director.....Francis J. Cronin  
 Chief Announcer .....Albert Hiorns  
 Chief Engineer .....Joseph Grahm

**W O R C**

WORCESTER—EST. 1925  
 BLUE NETWORK

Frequency: 1310 Kc.....Power: 1000 Watts  
 Owned-Operated By.....A. F. Kleindienst  
 Address.....65 Elm Street  
 Phone Number.....5-3101  
 Transmitter Location.....Auburn, Mass.  
 Time on the Air.....7 a.m. to 12 midnight;  
 Sundays, 8:45 a.m. to 11:15 p.m.  
 News Service.....INS  
 Transcription Service .....Langworth  
 Representative.....Weed & Co.

**Personnel**

Owner .....A. F. Kleindienst  
 Station Manager.....Mildred P. Stanton

**W T A G**

WORCESTER—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc.....Power: 5000 Watts  
 Owned and Operated By: Worcester Telegram  
 Publishing Company, Inc.  
 Address.....18-20 Franklin Street  
 Phone Number.....5-4321  
 Transmitter Location.....Holden, Mass.  
 Time on the Air.....6 a.m. to 12:05 a.m.  
 Newspaper Affiliation: Worcester Telegram &  
 The Evening Gazette  
 News Service .....AP  
 Transcription Service.....World Broadcasting  
 System; Associated  
 Representatives.....Paul H. Raymer Co.:  
 Bertha Bannan

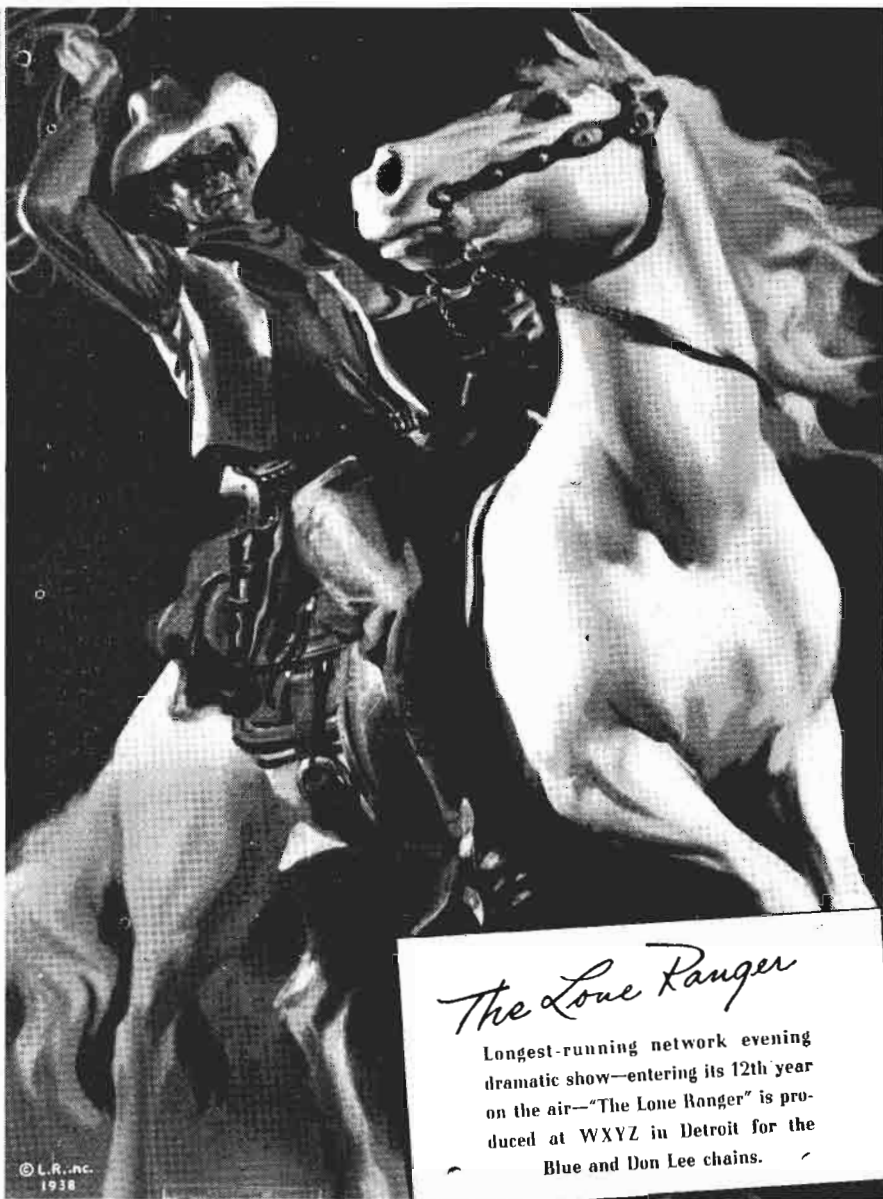
**Personnel**

Vice-President-General  
 Manager .....George F. Booth  
 Managing Director.....Edward E. Hill  
 Commercial Manager.....Herbert L. Krueger  
 Manager of Local Sales.....Robert I. Brown  
 Production-Program Director..David H. Harris  
 Publicity Director.....Mitzi Kornetz  
 War Program Director.....Mary Lou Evans  
 Chief Announcer.....Philip Brook  
 Musical Director .....Dol Brissette  
 Chief Engineer.....Elliot A. Browning

*No other broadcaster  
can make this claim!*

Only way to reach  
the 5,000,000  
radio listeners  
of Michigan is  
with the Michigan  
Radio Network

national network originations  
make WXYZ a great station!



*The Lone Ranger*

Longest-running network evening  
dramatic show—entering its 12th year  
on the air—"The Lone Ranger" is pro-  
duced at WXYZ in Detroit for the  
Blue and Don Lee chains.

© L.R., Inc.  
1938

# MICHIGAN

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## WELL

BATTLE CREEK—EST. 1925

BLUE NETWORK

MICHIGAN RADIO NETWORK

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By .....Federated Publications, Inc.

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

Phone Numbers.....5655; 7166

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

Time on the Air.....Unlimited license  
Newspaper Affiliation.....Enquirer-News  
Transcription Service.....Associated Music  
Representative.....Burn-Smith Company, Inc.

### Personnel

President .....A. L. Miller  
General Manager.....D. E. Jayne  
Commercial Manager.....E. P. Mills  
Chief Announcer.....Robert Lake  
Chief Engineer.....Earl J. Stone

## WBCM

BAY CITY—EST. 1925

BLUE NETWORK

MICHIGAN RADIO NETWORK

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

Owned-Operated By...Bay Broadcasting Co.

Address .....Wenonah Hotel

Phone Numbers.....Bay City 7551-7552

Transmitter Location .....Tuscola Road,

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

News Service .....UP

Transcription Service .....NBC Thesaurus;

Representative .....George P. Hollingbery

### Personnel

President .....Harley D. Peet  
General Manager .....H. A. Giesel  
Sales Promotion Manager ....A. F. Huebner  
Chief Engineer.....Ralph H. Carpenter

## WHDF

CALUMET—EST. 1929

KEYSTONE BROADCASTING SYSTEM

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

Owned-Operated By: Upper Michigan Broadcasting Co.

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

Phone Numbers: Houghton 1; Calumet 869  
Studio Addresses: 515 Scott St., Calumet;  
Community Bldg., Houghton

Transmitter Location.....Laurium, Michigan  
Time on the Air.....7:30 a.m. to 10 p.m.  
Newspaper Affiliation...Daily Mining Gazette  
News Service.....AP  
Transcription Service.....World,  
Standard, Lang-Worth, Keystone  
Representative.....Sears and Ayer, Inc.

### Personnel

President .....A. L. Burgan  
V. P. & Gen. Mgr.....John W. Rice  
Commercial Manager.....Albert W. Payne  
Program Director.....Earl Nordeen  
Technical Supervisor.....George L. Burgan

## WJBK

DETROIT—EST. 1928

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

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

Address.....6559 Hamilton Avenue

Phone Number.....Trinity 2-2000

Transmitter Location.....15555 Woodrow Wilson Avenue

Time on the Air.....24 hours a day

News Service .....AP

Transcription Service.....Associated Music

Publishers: World and Standard

Representatives.....Forjoe & Company,  
Hal Holman

### Personnel

President-Station Manager...James F. Hopkins  
Commercial Manager.....A. H. Crogan  
Program Director.....Sybil Krieghoir  
Publicity Director.....N. W. Hopkins  
Musical Director.....Pete Angel  
Chief Announcer and Engineer...E. McKenzie

## WJLB

DETROIT—EST. 1926

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

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

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

Phone Number.....Cadillac 7600

Transmitter Location.....7310 Woodward Ave.

Time on the Air.....20½ hours daily

News Service.....INS; AP

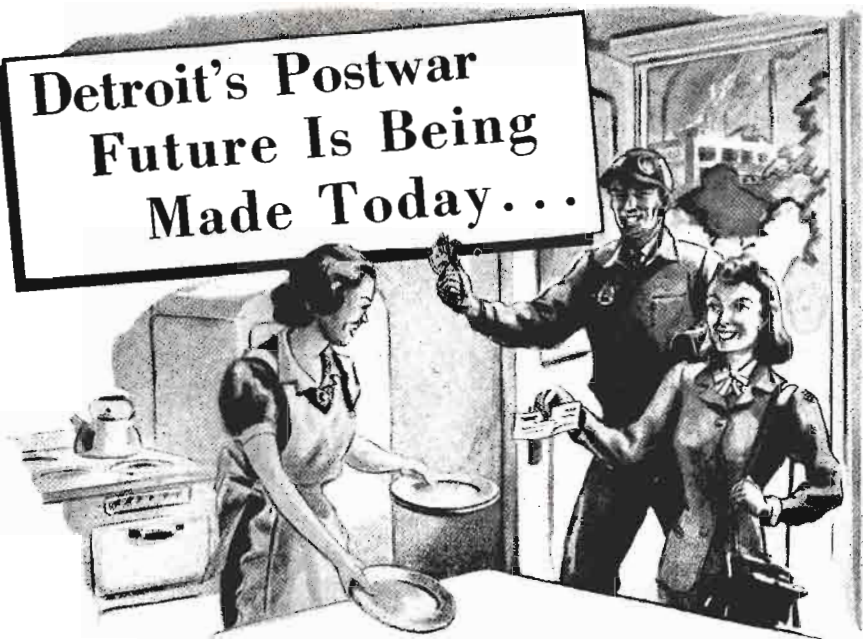
Transcription Service.....NBC Thesaurus

Representative.....Burn-Smith Co.

### Personnel

President-General Manager...John L. Booth  
Vice-President .....W. W. Booth  
Treasurer-Auditor.....Hugh M. Gray  
Sales Manager.....Paul Y. Clark  
Publicity Director.....M. Brachman  
Chief Engineer.....Edward Clark

# Detroit's Postwar Future Is Being Made Today...



As center of the vast automobile industry, Detroit ranked fourth before the war among the markets of America. During the last two years, as heart of the country's gigantic armament effort, it has grown enormously. Today, with plant and production facilities unequaled anywhere in the world, Detroit is assuring its peacetime future and creating market potentialities impossible to overrate.

- **POPULATION GAIN** — 552,000 between April, 1940, and August, 1943 . . . enough "new Detroiters" to populate a city larger than Cincinnati, Ohio! Total population of Metropolitan Area now estimated at 2,295,000.
- **BANK SAVINGS** — June, 1943, \$439,843,756, representing an increase of \$108,179,905, or 33% over June, 1942.
- **FAMILY INCOME** — The average Detroit factory worker's family income is now estimated at \$109.85 weekly—more than twice as much as in 1940! The number of workers per family has increased 22%.
- **PER CAPITA INCOME** in Wayne County (which is largely Detroit) in 1943 is estimated at \$1,570, or \$520 above the national average!

In this great and prosperous market, WWJ has led all radio stations in listener preference for more than 23 years, a leadership attained through fine programming and by consistent broadcasting in the public interest.

## WWJ

*America's Pioneer Broadcasting Station—First in Detroit  
Owned and Operated by The Detroit News*

National Representatives

**THE GEORGE P. HOLLINGBERY COMPANY**

NBC Basic  
Network

Associate FM Station  
WENI



**W J R**

**DETROIT—EST. 1922**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 760 Kc. Power: 50000 Watts  
Owned-Operated By: WJR, The Goodwill Station

Business Address: 2103 Fisher Building  
Phone Number: Madison 4440  
Studio Address: 28th Floor Fisher Building  
Transmitter Location: Wyandotte, Mich.  
Time on the Air: Unlimited license  
News Service: AP, INS  
Transcription Service: World Broadcasting System; Standard Radio, Lang-Worth  
Representative: Edward Petry & Co., Inc.

**Personnel**

President: G. A. Richards  
Ass't to President: Eugene Carr  
Vice-President and Gen. Mgr.: Leo Fitzpatrick  
Ass't Gen'l Manager: Owen F. Uridge  
Sales Manager: Charles G. Burke  
Sales Promotion and Publicity: Mark Haas  
Program Director: Franklin Mitchell  
Production Manager: Eric Howlett  
Musical Director: Samuel Benavie  
Chief Engineer: Merrill Mitchell

Owned-Operated By: King-Trendle Broadcasting Corporation

Business Address: 1700 Stroh Building  
Phone Number: Cherry 8321  
Studio Address: 8415 East Jefferson Ave.  
Transmitter Location: 15500 Joy Road  
Time on the Air: 6:30 a.m. to midnight  
News Service: UP and INS  
Transcription Service: Standard Radio; Associated Music and Lang-Worth  
Representative: Paul H. Raymer Co.

**Personnel**

President: George W. Trendle  
Vice-President: John H. King  
Secretary-General Manager: H. Allen Campbell  
Asst. Comm. Mgr.: James G. Riddell  
Sales Promotion, Advertising and Publicity: Lambert B. Beeuwkes  
Studio Manager: H. Earl Moore  
Director of Production: Charles Livingstone  
Merchandising Manager: Harold S. Christian  
News Editor: Felix Holt  
Chief Announcer: Jack McCarthy  
Traffic Manager: Bess Ashton  
Musical Director: Benny Kite  
Chief Engineer: Verne C. Alston  
(See Page 462)

**W W J**

**DETROIT—EST. 1920**

**NATIONAL BROADCASTING CO.**

Frequency: 950 Kc. Power: 5000 Watts  
Owned-Operated By: Evening News Association  
Business Address: 615 W. Lafayette  
Phone Number: Randolph 2000  
Studio Address: 624-30 W. Lafayette  
Transmitter Location: 12700 W. 8 Mile Road, Oak Park, Detroit, Michigan

Time on the Air: 6:30 a.m. to 1 a.m.  
Newspaper Affiliation: The Detroit News  
News Service: UP  
Transcription Services: Lang-Worth; Standard  
Representative: George P. Hollingbery Co.

**Personnel**

General Manager: Harry Bannister  
Assistant Manager: Edwin K. Wheeler  
Business Manager: Forrest Wallace  
Sales Manager: Harry Betteridge  
Sales Promotion Manager: Jake Albert  
Program Director: Don F. DeGroot  
Production Manager: Ernest Ricca  
Publicity Director: Herschell Hart  
Musical Director: Mischa Kottler  
Chief Engineer: Herbert F. Tank

**W K A R**

**EAST LANSING—EST. 1922**

Frequency: 870 Kc. Power: 5000 Watts  
Owned-Operated By: Michigan State College  
Business Address: East Lansing  
Phone Number: 8-1511, ext. 600  
Studio Address: Auditorium Building  
Transmitter Location: Campus  
Time on the Air: 7 a.m. to 7 p.m.  
News Service: AP  
Transcription Service: Lang-Worth;

**Personnel**

Station Manager: Robert J. Coleman  
Chief Engineer: Norris Grover  
(Non-Commercial Station)

**W D B C**

**ESCANABA—EST. 1941**

**BLUE NETWORK**

**MICHIGAN RADIO NETWORK**

**NORTHERN NETWORK**

**KEYSTONE BROADCASTING SYSTEM**

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

Address: First and Ludington Streets  
Phone Number: 787  
Transmitter Location: First and Ludington  
Time on the Air: Unlimited license  
News Service: UP  
Transcription Service: Standard Radio

**Personnel**

General Manager: Gordon H. Brozek

**W X Y Z**

**DETROIT—EST. 1930**

**BLUE NETWORK—MICHIGAN RADIO NETWORK**

Frequency: 1270 Kc. Power: 5000 Watts

*Grand Rapids*  
Michigan's Largest Market Outside Detroit

**GRAND RAPIDS**

**DETROIT**

**WOOD**  
*Outstate Michigan's  
Greatest Station*  
NBC 5000 watts

WOOD with its 5000 watts day and night and its eight straight years of NBC programs, delivers the Grand Rapids Market all wrapped up in one time-tested, easy-to-buy package.

PAUL H. RAYMER CO., Sales Representatives

||| **WOOD in Grand Rapids is the only station in**  
**outstate Michigan that delivers to advertisers the**  
**unbeatable combination of**  
**POPULATION . . . PROGRAMS . . . POWER.** |||

# W F D F

FLINT—EST. 1922  
BLUE NETWORK  
MICHIGAN RADIO NETWORK

Frequency: 910 Kc. Power: 1000 Watts  
Owned-Operated By: Flint Broadcasting Co.  
Address: Union Industrial Bldg.  
Phone Number: 2-7158  
Transmitter Location: Bristol Road  
Time on the Air: 7 a.m. to 11 p.m.  
News Service: AP  
Transcription Service: Lang-Worth and Standard  
Representative: Burn-Smith, Inc.

## Personnel

President-Station Manager: Howard M. Loeb  
Commercial Manager: F. S. Loeb  
Program Director: Adrian R. Cooper  
Production Manager: Elmer Knopf  
Publicity Director: H. M. Loeb  
Chief Announcer: James Cleaver  
Musical Director: William Geyer  
Chief Engineer: Frank D. Fallain

# W L A V

GRAND RAPIDS—EST. 1940  
MUTUAL BROADCASTING SYSTEM  
BLUE NETWORK  
MICHIGAN RADIO NETWORK

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Leonard A. Versluis  
Address: Keeler Building, 6 Fountain St., N.E.  
Phone Number: 6-5461  
Transmitter Location: 6 Fountain St., N.E.  
Time on the Air: Unlimited license  
News Service: INS  
Transcription Service: Standard Radio  
Representative: Joseph Hershey McGillvra, Inc.

## Personnel

Owner: Leonard A. Versluis  
Station Manager: Hy M. Steed  
Musical Director: Frann Weigle  
Chief Engineer: Raymond Plank

# W O O D

GRAND RAPIDS—EST. 1930  
NATIONAL BROADCASTING CO.

Frequency: 1300 Kc. Power: 5000 Watts  
Owned-Operated By: King-Trendle Broadcasting Corporation  
Address: 16th Floor Grand Rapids National Bank Building  
Phone Number: 9-4211  
Transmitter Location: Town Line Road, 4 miles south of Grand Rapids

Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight  
News Service: UP  
Transcription Service: Associated Music Publishers; Lang-Worth World  
Representative: Paul H. Raymer Co.

## Personnel

President: George W. Trendle  
Station and Sales Manager: Stanley W. Barnett  
Merchandising Manager: Paul Eichhorn  
Program and Production Director: Sandy Meek  
War Program Director: Carl S. Hester  
Publicity Director: Paul F. Eichorn  
Chief Engineer: Fred W. Russell  
Record MC: Glen Le Pard

# W J M S

IRONWOOD—EST. 1931

MUTUAL BROADCASTING SYSTEM  
NORTH CENTRAL BROADCASTING SYSTEM  
KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Upper Michigan-Wisconsin Broadcasting Co., Inc.  
Address: 124 E. McLeod Ave.  
Phone Number: 20  
Transmitter Location: U. S. Highway No. 2 & Douglas Boulevard  
Time on the Air: 6:25 a.m. to 10:30 p.m.  
News Service: UP  
Transcription Service: Lang-Worth  
Representative: Sears & Ayer, Inc.

## Personnel

President: William L. Johnson  
Station Manager: J. W. Huss  
Commercial Manager: R. T. Bolich  
Program Director: Harold Ladin  
Publicity Director: Don Hoover  
Chief Engineer: Arne Dahlbacka

# W I B M

JACKSON—EST. 1925

BLUE NETWORK  
MICHIGAN RADIO NETWORK

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: WIBM, Inc.  
Address: 228 West Michigan Avenue  
Phone Number: 6121  
Transmitter Location: 228 West Michigan Avenue  
Time on the Air: 6:30 a.m. to 12 midnight  
News Service: AP  
Transcription Service: Standard Radio  
Representative: Forjoe & Company

## Personnel

President: Herman Radner  
Vice-President and Station Manager: Roy Radner  
Sales Promotion Manager: William Cizek  
Chief Engineer: C. W. Wirtanen

# W K Z O

KALAMAZOO-GRAND RAPIDS

EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc. Power: 5000 Watts  
 Owned By: Fetzer Broadcasting Co.  
 Operated By: John E. Fetzer  
 Business Addresses: P. O. Box 866 (Kalamazoo); P. O. Box 203 (Grand Rapids)  
 Phone Numbers: 3-1223 (Kalamazoo); 6-1222 (Grand Rapids)  
 Studio Addresses: 7th Fl., Burdick Hotel (Kalamazoo); 2nd Fl., Herpolsheimer Store (Grand Rapids)  
 Transmitter Location: Parchment, Michigan  
 Time on the Air: 6 a.m. to 11:30 p.m.; Saturday, 6 a.m. to 12:05 a.m.  
 News Service: AP  
 Transcription Service: Standard Radio  
 Representative: Free & Peters, Incorporated

## Personnel

President-General Manager: John E. Fetzer  
 Commercial Manager: John W. O'Harrow  
 Sales Promotion Manager: Thomas P. White  
 Program Director: Paul H. Aurandt  
 Production and Publicity: Hooper White  
 Director of War Programs: Rhea Y. Fetzer  
 Chief Engineer: Carl E. Lee

# W J I M

LANSING—EST. 1934

BLUE NETWORK

MICHIGAN RADIO NETWORK

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: WJIM, Inc.  
 Address: 15th Floor, Bank of Lansing, Bldg.  
 Phone Number: 2-1333-4-5  
 Transmitter Location: 15th Floor, Bank of Lansing Bldg.  
 Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight  
 News Service: UP  
 Transcription Service: Associated Recorded Program Service

## Personnel

President: Lt. Harold F. Gross  
 Acting Station Manager and Program Director: Bob Innes  
 Commercial Manager: Fred Wagenvoord  
 Sales Promotion Manager: O. S. Jones  
 Production Manager: Jack Parker  
 Publicity Director: Jim Lewis  
 Chief Announcer and Musical Director: Bob Clayton  
 Chief Engineer: Melvin Wirth

# W M P C

LAPEER—EST. 1926

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: The Liberty Street Church  
 Address: 803 Liberty St.  
 Phone Numbers: 455-J; 455-M  
 Transmitter Location: 803 Liberty St.  
 Time on the Air: Specified Hours

## Personnel

President-Station Manager: Frank S. Hemingway  
 (Non-Commercial Station)

# W D M J

MARQUETTE—EST. 1931

BLUE NETWORK

MICHIGAN RADIO NETWORK

NORTHERN NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: Lake Superior Broadcasting Co.  
 Address: 146 W. Washington  
 Phone Number: 616  
 Transmitter Location: 146 W. Washington  
 Time on the Air: Unlimited license  
 Newspaper Affiliation: Daily Mining Journal  
 News Service: Transradio  
 Transcription Service: World Broadcasting

## Personnel

President: Frank J. Russell, Jr.  
 General Manager: Gordon H. Brozek

# W K B Z

MUSKEGON—EST. 1926

BLUE NETWORK

MICHIGAN RADIO NETWORK

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Ashbacker Radio Corp.  
 Business Address: 424 Apple Ave.  
 Phone Number: 26-051  
 Studio Address: 424 Apple Ave.  
 Transmitter Location: Muskegon Township  
 Time on the Air: 6 a.m. to 12 Midnight  
 News Service: UP  
 Transcription Service: World Broadcasting  
 Representative: Burn-Smith Co.

## Personnel

President-Station Manager: Grant F. Ashbacker  
 Commercial Manager: William C. Wester  
 Sales Promotion Manager: G. F. Ashbacker  
 Program Director: Loran Haney  
 Production and Publicity Manager: Bill Bennett  
 Chief Announcer: Anson Van Alstyne  
 Chief Engineer: Geo. Krivitzky

# W C A R

PONTIAC—EST. 1939

Frequency: 1130 Kc. Power: 1000 Watts  
 Owned-Operated By Pontiac Broadcasting Company  
 Address 6th Floor Riker Building  
 Phone Number Pontiac 7141  
 Transmitter Location: Between Square Lake & Telegraph Roads, Bloomfield Township, Oakland County, Michigan  
 Time on the Air: Local sunrise to local sunset  
 News Service INS and AP  
 Transcription Service Lang-Worth; Standard  
 Representative John E. Pearson Co.

## Personnel

President and General Manager H. Y. Levinson  
 Sales Promotion Manager George M. Stutz  
 Program-Production Director Howard Donahoe  
 Administrative Secretary Cloman Pipe  
 Chief Announcer Lyle Bond  
 Chief Engineer Wayne N. Cook

# W H L S

PORT HURON—EST. 1938  
 MUTUAL BROADCASTING SYSTEM  
 WOLVERINE NETWORK

KEYSTONE BROADCASTING SYSTEM  
 Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By Port Huron Co.  
 Address 932 Military St.  
 Phone Number 2-3151  
 Transmitter Location 32nd St. and Lapear  
 Time on the Air 7 a.m. to Midnight  
 News Service UP  
 Transcription Service Associated Music

## Personnel

President-Station Manager Harmon L. Stevens  
 Commercial Manager Robert Mackin  
 Sales Promotion Manager V. O. Cram  
 Musical Director Lyle Patterson  
 Chief Engineer Leslie Conant

# W E X L

ROYAL OAK—EST. 1925

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Royal Oak Broadcasting  
 Address 212 West Sixth Street  
 Phone Numbers Elmhurst 6524  
 Transmitter Location 2201 Woodward Heights Blvd., Ferndale, Michigan  
 Time on the Air 24 hours daily  
 News Service INS

## Personnel

President G. B. Hartick  
 Station and Commercial Manager E. C. Thompson  
 Program Director Kirk Knight  
 Chief Engineer Jerome Steadley

# W S A M

SAGINAW—EST. 1940

NBC

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By Saginaw Broadcasting  
 Business Address 610 Eddy Bldg.  
 Phone Number 2-5109  
 Studio Transmitter 2745 Bay St.  
 Time on the Air 7 a.m. to 11:30 p.m.  
 News Service INS  
 Transcription Service Standard Radio  
 Representative Headley-Reed Co.

## Personnel

President Milton L. Greenebaum  
 Commercial Rockwell Force  
 Program Director Max McPhilliamy  
 Chief Engineer Ted Seaman

# W S O O

SAULT STE. MARIE—EST. 1939

BLUE NETWORK

MICHIGAN RADIO NETWORK

Frequency: 1230 Kc. Power: 250 d.; 100 n.  
 Owned-Operated By Hiawathaland Broadcasting Co.  
 Address 107 West Portage Avenue  
 Phone Number 3000  
 Transmitter Location U. S. Highway No. 2  
 Time on the Air 7 a.m. to 11 p.m.  
 Newspaper Affiliation Sault Ste. Marie Evening News  
 News Service AP  
 Transcription Service Standard Radio  
 Representative Joseph Hershey McGillvra

## Personnel

President Stanley R. Pratt  
 Commercial Manager Richard Y. Burnett  
 Program Director Vera Hotton  
 Chief Engineer Eugene Kaari

# W T C M

TRAVERSE CITY—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By Midwestern Broadcasting Company  
 Address Anderson Building  
 Phone Number Traverse City 1150  
 Time on the Air Unlimited License  
 News Service AP  
 Transcription Service Lang-Worth

## Personnel

President Les Biederman  
 Acting Manager Drew McClay  
 Chief Engineer Drew McClay



## *A New Sum in the Northwest Sky...*

THE TEN audience-dominating NBC and Blue stations of the Northwest Network add up to the only sales-wise coverage of the important three-billion-dollar market represented by Minnesota, North and South Dakota and portions of Wisconsin, Montana and Wyoming. You can sell any part or all of this urban-and-rural market via the Northwest Network. Any combination of stations or the entire group may be used without line charges or the usual extra costs for network service.

**KSTP—Minneapolis-St. Paul**    **WMFG—Hibbing**  
**WEBC—Duluth-Superior**    **KROC—Rochester**  
**WHLB—Virginia**    **KYSM—Mankato**  
   **KFAM—St. Cloud**

**WEAU—Eau Claire**  
**WDAY—Fargo**  
**KFYR—Bismarck**

## *The* **NORTHWEST NETWORK**

Represented Nationally by Edward Petry & Co. Executive Offices: Radisson Hotel, Minneapolis.

# MINNESOTA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## K A T E

ALBERT LEA—EST. 1937

MUTUAL BROADCASTING SYSTEM  
NORTH CENTRAL BROADCASTING SYSTEM  
Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Albert Lea Austin  
Broadcasting Company  
Address: 332 So. Broadway  
Phone Number: 2338  
Transmitter Location: 332 So. Broadway  
Time on the Air: 6:30 a.m. to 12 midnight  
News Service: UP  
Transcription Service: World Broadcasting System and Lang-Worth  
Representative: John E. Pearson Co.

### Personnel

President and Station Manager: E. L. Hayek  
Assistant Station Manager-Director of War Programs: Warner C. Tidemann  
Commercial Manager: E. L. Hayek  
Program Director: Robert C. Paulson  
Chief Engineer: Lawrence Lawson

Frequency: 1320 Kc. Power: 5000 Watts  
Owned-Operated By: Head of The Lakes Broadcasting Co.

Address: WEBC Bldg.  
Phone Number: Melrose 2873  
Transmitter Location: 40th and Tower, Superior, Wisc.

Time on the Air: Unlimited License  
News Service: UP and AP  
Transcription Service: NBC Thesaurus  
Representative: George P. Hollingsbery Co.

### Personnel

President: Morgan Murphy  
Station Manager: Walter C. Bridges  
Commercial Manager: Thomas W. Gavin  
Sales Promotion Manager:

Herbert H. Sonnenberg

Program Director-Production Manager:

Jerry Deane

Publicity Director: Elinor Barney

Musical Director: John Kleive

Chief Engineer: William Lounsberry

## K D A L

DULUTH—EST. 1936

COLUMBIA BROADCASTING SYSTEM  
Frequency: 610 Kc. Power: 1000 Watts  
Owned-Operated By: Red River Broadcasting Co., Inc.  
Address: 218 Bradley Building  
Phone Number: Melrose 2628  
Transmitter Location: Foot of 63rd Ave. W., West Duluth, Minn.  
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 7:45 a.m. to 12 midnight  
News Service: AP  
Transcription Service: Lang-Worth; Standard Radio  
Representative: Free & Peters, Inc.

### Personnel

President-Station Manager: Dalton LeMasurier  
Commercial Manager: Odin S. Ramsland  
Sales Promotion and Publicity Manager: Frank Herrick  
Program and Production Director: Dick Lawrence  
Chief Engineer: Robert A. Dettman  
Chief Announcer: Peter Lyman

## K G D E

FERGUS FALLS—EST. 1926

MUTUAL BROADCASTING SYSTEM  
NORTH CENTRAL BROADCASTING SYSTEM  
Frequency: 1230 Kc. Power: 250 d.; 100 n.  
Owned-Operated By: Charles L. Jaren  
Address: Fergus Falls  
Phone Number: 3986  
Transmitter Location: Fergus Falls  
Time on the Air: Unlimited license

### Personnel

General Manager: C. L. Jaren

## W M F G

HIBBING—EST. 1935

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

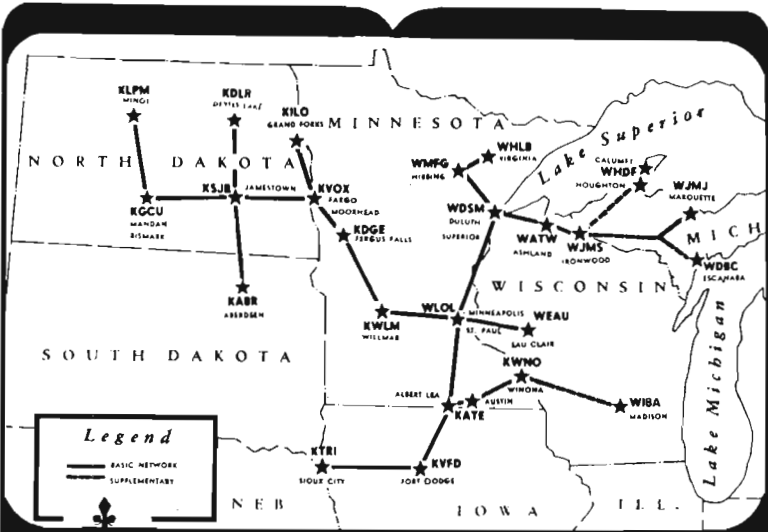
### Personnel

President: Morgan Murphy  
Station Manager: H. S. Hyett  
Chief Engineer: William Lounsberry

## W E B C

DULUTH—EST. 1924

NATIONAL BROADCASTING  
CO-ARROWHEAD NETWORK  
NORTH CENTRAL BROADCASTING SYSTEM  
NORTHWEST NETWORK



# SOUND RESULTS — That Cost You Less!

In a rich area where retail purchases last year exceeded two billion dollars . . . and where there are over a million and a half radio homes . . . NCBS is a wired network that gives maximum coverage at less cost per thousand radio homes. Sales results have been proven by mail count. For instance, one program pulled more than 75,000 pieces of mail (each containing a boxtop) at a cost of less than one cent per letter. Results like that prove NCBS is the best buy in the North-west.

Write or Phone  
For Full Particulars

# NORTH CENTRAL BROADCASTING SYSTEM, INC.

JOHN W. BOLER, President

- New York: 8 East 41st Street, Lexington 2-6892
- St. Paul, Minnesota: Commodore Hotel
- Chicago, Illinois: 360 North Michigan Avenue, State 4214



**K Y S M**

**MANKATO—EST. 1938**

NBC

**SOUTHERN MINNESOTA NETWORK  
NORTHWEST NETWORK**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....F. B. Clements  
Address.....101 North 2nd Street  
Phone Number.....4673  
Transmitter Location...Belgrade Hill—North  
Mankato, Minn.  
Time on the Air.....6 a.m. to midnight  
News Service.....UP  
Transcription Service.....NBC Thesaurus  
Representative.....John E. Pearson Co.

**Personnel**

President.....F. B. Clements  
General Manager.....John F. Meagher  
Sales Promotion Manager.....Rolf Julsrud  
Program Director.....J. R. Loughrin  
Production Manager.....Glen Hershey  
Publicity Director.....Audrey Holmes  
Musical Director.....Maurice Piche  
Chief Announcer.....John Henkes, Jr.  
Chief Engineer.....James Houts  
Record MC.....Don French

**W C C O**

**MINNEAPOLIS-ST. PAUL—EST. 1924**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 830 Kc.....Power: 50000 Watts  
Owned-Operated By ..Columbia Broadcasting  
System, Inc.  
Business Address.....625 Second Avenue So.  
Phone Number.....Main 1202  
Studio Addresses: 625 Second Avenue So.,  
Minneapolis, Minn.; Hotel Lowry, St. Paul  
Transmitter Location.....Anoka, Minn.  
Time on the Air.....5 a.m. to 1 a.m.  
News Service.....AP; UP  
Transcription Service.....Lang-Worth and  
Standard  
Representative.....Radio Sales

**Personnel**

General Manager.....A. E. Joscelyn  
Assistant General Manager-Program  
Director.....Al Sheehan  
Commercial Manager.....Harvey Struthers  
Sales Promotion Manager..Sam H. Kaufman  
Educational Director.....Max Karl  
Director of Press Information...Sam Kaufman  
Musical Director.....Wallace Olson  
Chief Engineer.....Hugh S. McCartney

**W D G Y**

**MINNEAPOLIS-ST. PAUL—EST. 1923**

Frequency: 1130 Kc....Power: 5000 d.; 500 n.  
Owned-Operated By.....George W. Young  
Address.....Nicollet Hotel

Phone Number....Bridgeport 7777 (Mpls.);  
Midway 6363 (St. Paul)  
Transmitter Location: 7401 Wayzata Blvd., Min-  
neapolis (Route 7)  
Time on the Air.....6 a.m. to sunset, MST.  
News Service.....AP  
Transcription Service.....Standard Radio,  
Lang-Worth  
Representative.....William G. Rambeau Co.

**Personnel**

Owner and General Manager  
George W. Young  
Commercial Manager.....Lee L. Whitting  
Program-Production Director..John MacKnight  
Musical Director.....Walter Rudd

**W L B**

**MINNEAPOLIS—EST. 1921**

Frequency: 770 Kc.....Power: 5000 Watts  
Owned-Operated By..University of Minnesota  
Address.....WLB, University of Minnesota  
Phone Number.....Main 8177  
Transmitter Location..North Cleveland Ave-  
nue County Road A-2, St. Paul  
Time on the Air: Two-thirds daytime hours  
(WLB shares time with WCAL)  
News Service.....UP

**Personnel**

Manager.....Burton Paulu  
Program Director.....Betty T. Girling  
Chief Announcer.....Paul Brissey  
Chief Engineer.....Berten Holmberg  
(Non-Commercial Station)

**W L O L**

**MINNEAPOLIS-ST. PAUL—EST. 1940**

**MUTUAL BROADCASTING SYSTEM**

**NORTH CENTRAL BROADCASTING SYSTEM**  
Frequency: 1330 Kc.....Power: 1000 Watts  
Owned-Operated By..Independent Merchants  
Broadcasting Co.  
Business Address.....1730 Hennepin Ave.  
Phone Numbers..Atlantic 0406; Midway 4043  
Studio Addresses: 1730 Hennepin Ave.; Com-  
modore Hotel, St. Paul  
Transmitter Location.....2508 Myrtle Ave.,  
St. Paul  
Time on the Air: 6 a.m. to 12:30 a.m.; Sun-  
days, 7:30 a.m. to 12:30 a.m.  
News Service.....INS  
Transcription Service.....Associated Music  
Publishers  
Representative.....The Foreman Company

**Personnel**

President.....C. J. Winton, Jr.  
General Manager.....E. S. Mittendorf



# JUDGED...and FOUND *Wanted!*

Since our first Planalyzed Promotion reports found their way to agencies' and advertisers' desks more than three years ago, these red folders have become familiar evidence of KSTP's outstanding merchandising cooperation.

For us, familiar evidence that Planalyzed Promotion has been "judged . . . and found wanted" is contained in hundreds of commendatory letters we have received from KSTP's clientele of leading agencies and advertisers.

Planalyzed Promotion is KSTP's own, thorough-going method of merchandising and promoting your KSTP radio campaign. First

comes the analysis of your particular sales problem in the KSTP Market. Then—and only then—comes the promotion plan. Thus, KSTP's exclusive Planalyzed Promotion—a distinctive, no-cost "plus" which presents one more reason for the effective and economical selling job KSTP does in the rich Twin Cities Market.

**50,000 Watts - Clear Channel**  
**EXCLUSIVE NBC AFFILIATE**  
**FOR THE TWIN CITIES**



*Represented Nationally by Edward Petry & Co.*

• • •  
**MINNESOTA**  
• • •

Commercial Manager.....Fred F. Laws  
Sales Promotion Manager.....Lynn Meyer  
Program Director.....John Hirschboeck  
Sports Director.....Harry McTigue  
Musical Director.....Verne Rooney  
Engineering Supervisor.....Gene Brautlgam  
Technical Advisor.....Ogden Prestholdt

•  
**W T C N**

**MINNEAPOLIS—EST. 1934**  
**BLUE NETWORK**

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

**Personnel**

President.....W. F. Johns  
Station Manager.....C. T. Hagman  
Commercial Manager...F. Van Konynenburg  
Sales Promotion Manager.....C. J. Rian  
Program Director.....Robert DeHaven  
Publicity Director-Traffic Manager Judy Bryson  
Musical Director.....Michael Coscio  
Chief Engineer.....Myron Fleming

•  
**K S T P**

**ST. PAUL-MINNEAPOLIS—EST. 1924**  
**NBC—NORTHWEST NETWORK**

Frequency: 1500 Kc.....Power: 50000 Watts  
Owned-Operated By.....KSTP, Inc.  
Address.....Hotel Saint Paul (St. Paul),  
Hotel Radisson (Minneapolis)  
Phone Number.....Cedar 5511 (St. Paul),  
Bridgeport 3222 (Minneapolis)  
Transmitter Location.....County Road C and  
Highway 61  
Time on the Air.....24 hours daily  
News Service.....AP, UP  
Radio News Association  
Transcription Service.....NBC Thesaurus,  
World Broadcasting, Lang-Worth, Standard  
Radio  
Representative....Edward Petry & Company

**Personnel**

President-General Mgr....Stanley E. Hubbard  
Vice-President-Assistant Mgr....K. M. Hance  
Sales Manager.....Ray C. Jenkins  
Program Director.....Corinne Jordan  
Sales Promotion and Publicity  
Manager.....Sam Levitan  
Public Service Director.....Dorothy R. Spicer  
Farm Editor.....Harry Aspleaf  
News Editor.....John Verstreate  
Artists' Bureau Head.....David Stone  
Musical Director.....Leonard Leigh

•  
**W M I N**

**ST. PAUL & MINNEAPOLIS**  
**EST. 1936**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By....WMIN Broadcasting  
Company  
Address.....1287 St. Anthony Ave. (St. Paul)  
Phone Number.....Nestor 6501  
Transmitter Location....1287 St. Anthony Ave.  
Time on the Air: 6 a.m. to 12:05 a.m..  
News Service.....AP  
Transcription Service.....Standard Radio  
Representatives: Forjoe & Co.; Hal Holman Co.

**Personnel**

President and General Mgr..Edward Hoffman  
Assistant General Mgr....Frank M. Devaney  
Commercial and Sales  
Promotion Manager.....Samuel N. Nemer  
Program-Publicity Director....Marilyn Powell  
Musical Director.....Adele Belair  
Chief Engineer.....Warren Fritze

•  
**K V O X**

**MOORHEAD—EST. 1937**

**MUTUAL BROADCASTING SYSTEM**  
**NORTH CENTRAL BROADCASTING SYSTEM**  
Frequency: 1340 Kc.....Power: 250 Watts  
Owned and Operated By: KVOX Broadcasting  
Co., Inc.  
Address.....Comstock Hotel  
Phone Number.....3-1523  
Transmitter Location..14th St. and 12th Ave.,  
South  
Time on the Air.....7:00 a.m. to 11:00 p.m.  
News Service.....UP  
Representatives: North Central Broadcasting  
System

**Personnel**

President.....John Boler  
Station Manager.....M. M. Marget  
Commercial Manager.....M. M. Marget  
Program Director.....Arvid Johnson  
Chief Engineer.....Richard Hanson

# W C A L

**NORTHFIELD—EST. 1922**

Frequency: 770 Kc. Power: 5000 Watts  
 Owned-Operated By.....St. Olaf College  
 Business Address.....St. Olaf College  
 Phone Number.....Northfield 770  
 Studio Addresses.....St. Olaf College,  
 425 So. Fourth St., Minneapolis  
 Time on the Air.....7:30 to Sunset, Shared  
 with WLB

## Personnel

President.....Dr. Clemens M. Granskov  
 Director.....Martin Hegland  
 (Non-Commercial Station)

# K R O C

**ROCHESTER—EST. 1935**

BLUE NETWORK

NBC—SOUTHERN MINNESOTA NETWORK  
 MINNESOTA RADIO NETWORK

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By.....Southern Minnesota  
 Broadcasting Co.  
 Address.....100 First Ave. Building  
 Phone Number.....3924, 3925  
 Transmitter Location....Highway 52, Cascade  
 Time on the Air.....6:00 a.m. to 12:30 a.m.:  
 Sundays, 8 a.m. to 12:30 a.m.

News Service.....UP  
 Transcription Service.....NBC Thesaurus  
 Representative.....Radio Advertising Corp.

## Personnel

President.....Agnes P. Gentling  
 Secretary.....Maxine Jacobs  
 Station Manager.....Gerald H. Wing  
 Program Director.....Cal Smith  
 Chief Engineer.....Fred C. Clarke

# K F A M

**ST. CLOUD—EST. 1938**

NBC—NORTHWEST NETWORK  
 SOUTHERN MINNESOTA NETWORK

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By.....Times Publishing Co.  
 Address.....Weber Building  
 Phone Number.....3330, 3331  
 Transmitter Location.....Military Highway  
 Time on the Air.....Unlimited License  
 Newspaper Affiliation.....St. Cloud Times  
 News Service.....UP  
 Transcription Service.....NBC Thesaurus  
 National Sales Office (Northwest Network)  
 Ray C. Jenkins, Radison Hotel, Minneapolis.

## Personnel

President-General Manager.....Fred Schilplin  
 Commercial Manager.....Martin F. Lindemann  
 Program Director.....Lucile Miller  
 Production Manager.....Hubert Warner  
 Chief Engineer.....Robert E. Witschen

# W H L B

**VIRGINIA—EST. 1936**

NATIONAL BROADCASTING CO.  
 BLUE NETWORK  
 ARROWHEAD NETWORK

Frequency 1400 Kc. Power: 250 Watts  
 Owned-Operated By.....Head of the Lakes  
 Broadcasting Co.  
 Address.....17th Street and Sixth Ave. South  
 Phone Number.....2000  
 Time on the Air.....7 a.m. to 10:30 p.m.  
 Newspaper Affiliation.....Superior Telegram  
 News Service.....UP  
 Representative.....George P. Hollingsbery Co.

## Personnel

President.....Morgan Murphy  
 Station Manager.....Greg Rouleau  
 Chief Engineer.....William E. Lounsberry

# K W L M

**WILLMAR—EST. 1940**

MUTUAL BROADCASTING SYSTEM  
 NORTH CENTRAL BROADCASTING SYSTEM  
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By.....Lakeland Broadcasting  
 Business Address.....Willmar Memorial Bldg.  
 Phone Numbers.....1340, 1310, 910  
 Transmitter Location.....Foot Lake  
 Time on the Air.....6 a.m. to 12 midnight  
 News Service.....UP  
 Representative.....North Central Broadcasting

## Personnel

President-Owner.....W. H. Linder  
 Program Director.....Willard Linder  
 Chief Engineer.....Lloyd Stenberg

# K W N O

**WINONA—EST. 1938**

MUTUAL BROADCASTING SYSTEM  
 NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By.....Winona Radio Service  
 Address.....216 Center St.  
 Phone Number.....3314  
 Transmitter Location.....831 Sarnia St.  
 Time on the Air.....6:30 a.m. to 11 p.m.  
 Newspaper.....Winona Republican Herald  
 News Service.....AP  
 Transcription Service.....Lang-Worth

## Personnel

President.....M. H. White  
 Treasurer.....H. R. Weicking  
 General and Commercial Mgr. L. L. McCurnin  
 Sales Promotion Manager.....M. Mitchell  
 Program-Publicity Director.....Mary Leu  
 Production-Artists Bureau.....H. I. Tingley  
 Chief Announcer.....Irving Tingley  
 Chief Engineer.....L. L. McCurnin

# MISSISSIPPI

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## WCBI

**COLUMBUS—EST. 1940**  
MUTUAL BROADCASTING SYSTEM  
KEYSTONE BROADCASTING SYSTEM  
MISSISSIPPI NETWORK

Frequency: 1340 Kc. Power: 250 Watts  
Owned By.....Birney Imes, Jr.  
(U. S. Army Air Corps.)  
Operated By.....Columbus Broadcasting Co.  
Business Address.....Gilmer Hotel  
Phone Number.....1313  
Studio Addresses.....Gilmer Hotel, Columbus;  
Transmitter Location.....1st and Main Sts.  
Time on the Air.....1½ hours daily  
Newspaper Affiliation.....Columbus Commercial  
Dispatch  
News Service.....AP  
Transcription Service.....Standard Radio,  
Keystone Broadcasting System  
Representative.....Sears and Ayer, Inc.

### Personnel

Owner.....Capt. Birney Imes, Jr.  
General Manager.....Bob McRaney  
Commercial Manager.....James Eatherton  
Program Director.....Yvonne Brisbane  
Publicity-Promotion Director.....Bob McRaney  
Chief Announcer and  
Production Manager.....Mims Boswell, Jr.  
Chief Engineer.....Jack V. Jones

## WJPR

**GREENVILLE—EST. 1939**  
MUTUAL BROADCASTING SYSTEM  
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By.....Radio Services Co.  
Address.....107 So. Poplar  
Phone Number.....1770  
Transmitter Location.....North on Highway  
No. 1  
Time on the Air.....7 a.m. to 10:30 p.m.;  
Sundays, 9 a.m. to 10:00 p.m.  
News Service.....UP  
Transcription Service.....Associated Music  
Publishers; Keystone Broadcasting System

### Personnel

Owner.....John R. Pepper  
Station Manager.....Emmet H. McMurry  
Commercial Manager.....Frank W. Baldwin  
Program Director.....Sallie Kellner  
Chief Announcer.....Frank Armstrong  
Publicity-Musical Director.....Rosie Mock  
Chief Engineer.....George W. Wilson

## WGRM

**GREENWOOD—EST. 1938**  
BLUE NETWORK  
KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By.....P. K. Ewing  
Address.....222 Howard Street  
Phone Number.....1717  
Transmitter Location.....North Greenwood  
Time on the Air.....6:30 a.m. to 11 p.m.  
Transcription Service.....Keystone Broadcasting  
System, C. P. MacGregor

### Personnel

President.....P. K. Ewing  
Station-Commercial Manager.....F. C. Ewing  
Program Director.....Herb Abramson  
Production Manager.....M. L. Henderson  
Chief Announcer.....Billy Hand  
Chief Engineer.....Gordon Clark

# WCBI

Columbus, Miss.

Serves a Responsive  
Audience of Over  
300,000 People!

**MUTUAL NETWORK**  
**KEYSTONE NETWORK**  
**A. P. NEWS SERVICE**

Get the Facts From:  
BOB McRANEY—Gen. Mgr.  
or  
SEARS & AYER—Reps.  
MISSISSIPPI'S  
MOST PROGRESSIVE  
STATION

**WGCM**  
**GULFPORT—EST. 1929**

BLUE NETWORK  
 KEYSTONE BROADCASTING SYSTEM  
 MISSISSIPPI STATE NETWORK

Frequency: 1240 Kc. Power: 250 Watts  
 Owned and Operated By.....WGCM, Inc  
 Business Address.....Hewes-Martin Bldg.  
 Phone Number.....Gulfport 1111  
 Studio Addresses.....Hewes-Martin Bldg.  
 (Gulfport)

Transmitter Location.....Arlington Heights  
 Time on the Air.....6:55 a.m. to 11 p.m.:  
 Sundays, 7:55 a.m. to 10 p.m.

News Service.....AP  
 Transcription Service.....Standard, Keystone  
 Representative.....Sears & Ayer

**Personnel**

President-Owner.....Hugh O. Jones  
 Program-Production Manager.....C. E. Vann  
 Publicity Director.....Shirley Davis  
 Chief Announcer.....Tommy Tucker  
 Chief Engineer.....Donovan Murphy

**WFOR**

**HATTIESBURG—EST. 1926**  
 NATIONAL BROADCASTING CO.  
 REBEL NETWORK

KEYSTONE BROADCASTING SYSTEM  
 Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By.....Forrest Broadcasting  
 Co.

Address.....302 Hemphill St.  
 Phone Number.....1866-67  
 Transmitter Location.....W. Seventh St. and  
 25th Ave.

Time on the Air.....6:30 a.m. to 11:05 p.m.  
 News Service.....UP  
 Transcription Service.....Standard

**Personnel**

President and General Manager...C. J. Wright  
 Commercial Manager.....H. L. Patterson  
 Program Director.....Les Carmichael  
 Chief Engineer.....James N. Glore

**WJDX**

**JACKSON—EST. 1929**  
 NATIONAL BROADCASTING CO.

Frequency: 1300 Kc. Power: 5000 d., 1000 n.  
 Owned-Operated By.....Lamar Life Insurance  
 Company

Business Address.....Lamar Life Building  
 Phone Numbers.....2-1183 (Com'l Dept.),  
 2-2641 (Studios)

Studio Address.....Heidelberg Hotel  
 Transmitter Location.....U. S. Highway No. 51  
 Time on the Air.....Unlimited license  
 News Service.....UP

Transcription Service.....NBC Thesaurus;  
 C. P. MacGregor  
 Representative.....George P. Hollingbery  
 Company

**Personnel**

Station Manager.....Wiley P. Harris  
 Commercial Manager.....C. A. Lacy  
 Sales Promotion Manager.....Frank Gentry  
 Program-Musical Director...Maurice Thompson  
 Publicity Director.....Elsie Holmes  
 Chief Engineer.....P. G. Root

**WSLI**

**JACKSON—EST. 1938**  
 THE BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By.....Standard Life Broad-  
 casting Co.

Address.....Robert E. Lee Hotel,  
 P. O. Box 1847

Phone Number.....3-2788

Transmitter Location.....Foot of High St.

Time on the Air.....6:30 a.m. to 11 p.m.

News Service.....INS

Transcription Service.....Standard Radio

Representative.....Weed & Co.

**WGCM**

*Voice of the*  
**MISSISSIPPI GULF COAST**  
**BLUE NETWORK**  
 Gulfport, Biloxi, Miss.

Completely covers  
 "Mississippi's  
 No. 2 Market"

where the greatest buy-  
 ing in history is taking  
 place. Millions in pay-  
 rolls makes WGCM ter-  
 ritory one of the richest  
 in the Deep South!

National Reps.:  
 SEARS & AYER, INC.  
 Chicago and New York



# MISSISSIPPI

## Personnel

President.....Geo. W. Covington  
Station Manager.....L. M. Sepaugh  
Commercial Manager.....F. E. Wilkerson, Jr.  
Sales Promotion Manager.....Maurice Wray  
Program Director.....Ward Coleman  
Chief Engineer.....C. A. Perkins

## W A M L

LAUREL—EST. 1932

NATIONAL BROADCASTING CO.  
KEYSTONE BROADCASTING SYSTEM  
MISSISSIPPI NETWORK

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

## Personnel

President.....D. A. Matison  
Station Manager.....H. M. Smith  
Commercial Manager.....W. C. DeHority  
Program Director.....Frank Hollfield  
Chief Engineer.....Bruce Dennis

## W S K B

McCOMB—EST. 1939

MISSISSIPPI NETWORK

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

## Personnel

President.....Robert L. Sanders  
General and Commercial  
Manager.....George Blumenstock  
News Director.....John Cunningham  
Program Director.....Julia D. Blumenstock  
Publicity Director.....Carl Simmons  
Chief Announcer.....Carl Austin  
Musical Director.....Mrs. B. L. Mathis  
Chief Engineer.....Robert Louis Sanders

## W C O C

MERIDIAN—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc.....Power: 1000 Watts

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

## Personnel

General and Commercial Mgr....D. W. Gavin  
Program-Musical Director...Mrs. D. W. Gavin

## W M I S

NATCHEZ—EST. 1941

MISSISSIPPI NETWORK  
LOUISIANA NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts  
Owned By.....Natchez Broadcasting Co.  
Operated By.....P. K. Ewing, Jr.  
Address.....City Bank & Trust Co. Bldg.  
Phone Number.....1515  
Transmitter Location...Highway No. 61, North  
Time on the Air.....7 a.m. to 9 p.m.  
Newspaper Affiliation.....Natchez Press;  
Natchez Democrat; Concordia Sentinel, Fer-  
riday, La.  
News Service.....UP  
Transcription Service.....World

## Personnel

President.....P. K. Ewing  
Station Manager.....P. K. Ewing, Jr.  
Commercial Manager.....Mac Howell  
Program Director.....Helen Tyer  
Production Manager.....Norman Lawrence  
Musical Director.....Harry King Barth  
Chief Engineer.....Thos. Patterson

## W Q B C

VICKSBURG—EST. 1931

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1390 Kc.....Power: 1000 Watts  
Owned-Operated By.....Delta Broadcasting  
Company, Inc.  
Address.....Hotel Vicksburg  
Phone Number.....312  
Transmitter Location.....2½ miles S. E. of  
Vicksburg  
Time on the Air.....11 to 12 hours daily  
Newspaper Affiliation...Vicksburg Evening  
Post; Vicksburg Morning Herald  
News Service.....AP  
Transcription Service...World Broadcasting

## Personnel

President.....L. P. Cashman  
Station Director.....O. W. Jones  
Chief Announcer.....Loren Miller  
Chief Engineer.....C. E. Drake

# In St. Louis

**RADIO'S  
TOP RANKING STARS**

ARE ON

**KSD**

WITH THE

**NBC PROGRAMS**

KSD-NBC have led all other St. Louis broadcasting stations in "FIRSTS" in Nation-Wide Radio Popularity Polls since 1935.

A DISTINGUISHED BROADCASTING STATION

**RADIO STATION KSD**

Owned and Operated by the St. Louis Post-Dispatch

National Representative  
**FREE and PETERS**  
INC.



# MISSOURI

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## K F V S

CAPE GIRARDEAU—EST. 1925

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

### Personnel

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

## K F R U

COLUMBIA—EST. 1925

BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts  
 Owned By...Star Times Publishing Company  
 Operated By.....KFRU, Inc.  
 Address.....Ninth and Elm Sts.  
 Phone Number.....4141-42  
 Transmitter Location.....1200 East Broadway  
 Time on the Air.....7:15 a.m. to 11 p.m.; Sundays, 7 a.m. to 11 p.m.  
 Newspaper Affiliation.....Star Times Publishing Company  
 News Service.....AP, UP  
 Transcription Service.....NBC Thesaurus  
 Representative.....John Blair & Co.

### Personnel

President.....Elzey Roberts  
 Station Manager.....C. L. Thomas  
 Business Manager.....E. R. Welden  
 Commercial Manager...Foster H. Brown, Jr.  
 Program Director.....Harold Douglas  
 Chief Engineer.....Robert Halgh

## K H M O

HANNIBAL—EST. 1941

BLUE NETWORK

Frequency: 1330 Kc. Power: 250 Watts  
 Owned-Operated By.....Courier Post Publishing Co.  
 Address.....102½ S. Main St.  
 Phone Number.....3450-51  
 Transmitter Location.....Lindell Ave.

Time on the Air.....6 a.m. to 12 midnight;  
 Sundays, 8 a.m. to 12 midnight  
 Newspaper Affiliation....Hannibal Courier-Post  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....John E. Pearson Co.

### Personnel

Pub., Courier-Post.....E. L. Sparks  
 General and Commercial  
 Manager.....Wayne W. Cribb  
 Program Director.....B. J. Huston  
 Promotion and Publicity  
 Director.....Ruth Anne Althaus  
 Chief Engineer.....Raymond Schildknecht

## K W O S

JEFFERSON CITY—EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By.....Tribune Printing Co.  
 Business Address.....210 Monroe  
 Phone Number.....4000  
 Studio Address.....210 Monroe  
 Transmitter Location.....St. Mary's Blvd.  
 Time on the Air.....Unlimited license  
 Newspaper Affiliation...Jefferson City Capitol News & Post Tribune  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Sears & Ayer

### Personnel

President.....R. C. Goshorn  
 Station Manager.....R. L. Rose  
 Program Director.....Ray Manning  
 Chief Engineer.....Harold E. White

## W M B H

JOPLIN—EST. 1933

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By...Joplin Broadcasting Co.  
 Address....Frisco Bldg., Sixth and Main Sts.  
 Phone Number.....330-1-2-3  
 Transmitter Location.....13th and Roosevelt  
 Time on the Air.....6 a.m. to 1 a.m.  
 Newspaper Affiliation...Joplin Globe & News-Herald  
 News Service.....UP  
 Transcription Service....World Broadcasting  
 Representative.....Sears & Ayer

### Personnel

President-Station Manager.....D. J. Poyner  
 Commercial Manager.....W. E. Jarchow  
 Sales Promotion Manager.....Mae Poyner

**THE ANSWER  
TO TODAY'S  
PROBLEM—**

- ★ **TODAY IT IS *NOT* WHICH STATION HAS THE MOST LISTENERS FOR NATIONALLY FAMOUS PROGRAMS...**
- ★ **TODAY IT IS WHICH STATION HAS THE MOST LISTENERS AT TIMES WHICH ARE AVAILABLE...**
- ★ **THAT'S WHY WE RECOMMEND YOU CHECK THE AVAILABILITIES WITH HIGH ESTABLISHED RATINGS NOW OFFERED BY...**



National Representative:  
JOSEPH HERSHEY McGILLVRA

**Basic Blue Network**

Program Director.....Margaret Houston  
Musical Director.....Stella Lukens  
Chief Announcer.....Charles McIntire  
Director of War Programs.....Billie Hunt  
Artists Bureau Head.....Abe Radunsky  
Chief Engineer.....Richard Meek

## K C M O

KANSAS CITY—EST. 1925

BLUE NETWORK

Frequency: 1480 Kc.....Power: 5000 d.:  
1000 n. (C. P. 5000 n.)

Owned-Operated By.....KCMO Broadcasting  
Company

Address.....1515 Commerce Trust Building  
Phone Number.....Victor 0900  
Transmitter Location.....10th and Hardesty  
Time on the Air.....5 a.m. to 1 a.m.  
News Service.....AP, UP  
Transcription Service.....Associated Music  
Publishers, Lang-Worth

Representative.....Joseph Hershey McGillvra

### Personnel

President.....T. L. Evans  
General & Sales Manager.....Jack Stewart  
Business Manager.....C. E. Breazeal  
Program-Production Director.....Dorothy Stewart  
Publicity Manager.....Jack Stewart  
Musical Director.....Jack Wendover  
Chief Announcer.....Dal Stallard  
Chief Engineer.....Elza Runkle

## K M B C

KANSAS CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

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

Address.....Pickwick Hotel  
Phone Number.....Harrison 2650  
Transmitter Location.....50th & Belinder Road  
Time on the Air.....6 a.m. to 12 midnight;  
Sundays, 7 a.m. to 12 midnight

News Service.....AP; UP  
Transcription Service: Lang-Worth; World  
Broadcasting System

Representative.....Free & Peters, Inc.

### Personnel

President.....Arthur B. Church  
Managing Director.....Karl R. Koerper  
Director of Sales.....Sam H. Bennett  
Promotion-Publicity Director.....E. P. J. Shurick  
Merchandising-Research

Director.....Mark N. Smith  
Program Director.....Ray Shannon  
Director of War Programs.....Gene Dennis  
Production Manager.....Fran Heyser  
Chief Announcer.....Lee Stewart  
Studio Director.....Kenneth Krahl  
Artists Bureau Head.....James W. McConnell  
Musical Director.....P. Hans Flath

Chief Engineer.....A. R. Moler  
(See Page 296)

## W D A F

KANSAS CITY—EST. 1922

NATIONAL BROADCASTING CO.

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

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

Time on the Air: Daily ex. Sunday, 6 a.m. to  
12 midnight; Sundays, 7:30 a.m. to 12 mid-  
night

Newspaper Affiliation...The Kansas City Star  
News Service.....AP  
Transcription Service.....Lang-Worth and  
Standard

Representative...Edward Petry and Company

### Personnel

President.....Earl McCollum  
Station Manager.....Dean Fitzer  
Assistant Manager.....V. S. Batton  
Commercial Manager.....R. Gardner Reames  
Program Manager.....Harry J. Kaufmann  
Chief Engineer.....Joseph A. Flaherty

## W H B

KANSAS CITY—EST. 1922

MUTUAL

KANSAS STATE NETWORK

Frequency: 880 Kc.....Power: 1000 Watts  
Owned-Operated By.....WHB Broadcasting Co.  
Address.....Scarritt Building  
Phone Number.....Harrison 1161  
Transmitter Location.....North Kansas City  
Time on the Air.....Daytime license  
News Service.....AP  
Representative.....Don Davis

### Personnel

President and Commercial  
Manager.....Donald Dwight Davis  
General Manager.....John T. Schilling  
Promotion-Publicity Director.....Ann Ritchie  
Program Director.....John Wahlstedt  
Production Manager-Chief

Announcer.....Bruce Robertson  
Musical Director.....Bob McGrew  
Chief Engineer.....Henry Goldenberg  
Director of War Programs.....Dick Smith  
(See Page 6)

## K W O C

POPLAR BLUFF—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....A. L. McCarthy,  
O. A. Tedrick, J. H. Wolpers d/b Radio Sta-  
tion K W O C

Address.....1801 North Main St.  
 Phone Number.....1310  
 Time on the Air: 7 a.m. to 10 p.m.: Sundays,  
 8 a.m. to 6 p.m.  
 Newspaper Affiliation.....Poplar Bluff Daily  
 American Republic  
 News Service.....AP  
 Transcription Service.....World

**Personnel**

Chief Executive.....O. A. Tedrick  
 General Manager.....P. H. Cunningham  
 Production Manager.....William R. Tedrick  
 Chief Announcer.....O. J. McQuigg, Jr.  
 Chief Engineer.....Don Lidenton

**K F E Q**

**ST. JOSEPH—EST. 1924**

**BLUE NETWORK**

Frequency: 680 Kc.....Power: 5000 Watts  
 Owned-Operated By.....KFEQ, Inc.  
 Address.....Schneider Building,  
 7th and Felix Streets  
 Phone Number.....4-0813  
 Transmitter Location.....5½ miles North  
 Northeast of St. Joseph  
 Time on the Air.....17 hours daily  
 Newspaper Affiliation..St. Joseph News-Press,  
 News Service.....UP  
 Transcription Service.....NBC Thesaurus,  
 Lang-Worth  
 Representative.....Headley-Reed Company

**Personnel**

President-Station Manager.....Barton Pitts  
 Nat'l Advertising Manager..Glen G. Griswold  
 Publicity-Promotion Manager..J. Ted Branson  
 Program Director.....Harry Packard  
 Chief Announcer.....Charles Niles  
 Musical Director.....Edward Moore  
 Chief Engineer.....Fred H. Damm

**K M O X**

**ST. LOUIS—EST. 1925**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1120 Kc.....Power: 50000 Watts  
 Owned-Operated By...Columbia Broadcasting  
 System, Inc.  
 Address.....401 South Twelfth Blvd.  
 Phone Number.....Central8240  
 Transmitter Location ...16 miles of St. Louis  
 Time on the Air.....24 hours daily  
 News Service.....AP, Transradio, UP  
 Transcription Service.....Associated Music  
 Publishers; Lang-Worth  
 Representative.....Radio Sales

**Personnel**

General Manager.....Merle S. Jones  
 Assistant to Manager.....Arthur Casey  
 Sales Manager.....Wendell B. Campbell, 2nd  
 Sales Promotion and Advertising  
 Manager.....David Mars  
 Director of Program Sales.....C. G. Renier

Public Events Director.....Jerry Hoekstra  
 Program Director.....Blaine Cornwell  
 Accounting, Personnel.....Robert F. DeVoe  
 Radio Sales Representative...Carter Ringlep  
 Director of Press Information...William Zalkin  
 Chief Engineer.....Harry Harvey

**K S D**

**ST. LOUIS—EST. 1922**

**NATIONAL BROADCASTING CO.**

Frequency: 550 Kc....Power: 5000 d., 1000 n.  
 Owned-Operated By.....Pulitzer Publishing  
 Company  
 Address.....Twelfth and Olive Sts.  
 Phone Number.....Main 1111  
 Transmitter Location...Twelfth and Olive Sts.  
 Time on the Air.....5:30 a.m. to 12:30 a.m.  
 Newspaper Affiliation.....St. Louis Post-  
 Dispatch  
 News Service.....AP  
 Transcription Service.....NBC Thesaurus,  
 Lang-Worth  
 Representative.....Free & Peters, Inc.

**Personnel**

President.....Joseph Pulitzer  
 General Manager.....George M. Burbach  
 Sales Manager.....Edward W. Hamlin  
 (See Page 480)

**K W K**

**ST. LOUIS—EST. 1927**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1380 Kc....Power: 5000 d., 1000 n.  
 (CP 5000)  
 Owned-Operated By.....Thomas Patrick, Inc.  
 Address..Hotel Chase, Lindell & Kingshighway  
 Phone Number.....Rosedale 3210  
 Transmitter Location...500 E. Logan, Baden  
 Station, Baden, Mo.  
 Time on the Air: 6 a.m. to 12 midnight;  
 Sundays, 7 a.m. to 12 midnight  
 News Service.....UP; Reuters  
 Transcription Service.....World Broadcasting  
 System  
 Representative.....Paul H. Raymer Company

**Personnel**

President.....R. T. Convey  
 Station Director.....Ray E. Dady  
 General Sales Manager...V. E. Carmichael  
 Chief Announcer.....Martin Bowin  
 Program Director.....John Tinnea  
 Publicity Director.....Sue McCaslin  
 Musical Director.....Carl Hohengarten  
 Chief Engineer.....N. J. Zehr

**K X O K**

**ST. LOUIS—EST. 1938**

**BLUE NETWORK**

Frequency: 630 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Star-Times' Pub. Co.

MISSOURI

Address . . . . . 12th and Delmar Blvds.  
 Phone Number . . . . . CHestnut 3700  
 Transmitter Location . . . . . Horse Shoe Lake,  
 Madison County, Ill.  
 Time on the Air . . . . . 24 hours daily  
 Newspaper Affiliation . . . . . St. Louis Star-Times  
 News Service . . . . . INS; UP  
 Transcription Service . . . . . Associated Music  
 Publishers; Standard Radio  
 Representative . . . . . Blair & Company

**Personnel**

President . . . . . Elzey Roberts  
 Station Manager . . . . . John C. Roberts  
 (On leave for military duty)  
 Manager . . . . . C. L. Thomas  
 Promotion Manager . . . . . M. Medearis  
 Production Manager . . . . . E. Muschany  
 Publicly Director . . . . . Harry K. Renfro  
 Musical Director . . . . . Allister Wylie  
 Chief Engineer . . . . . Art Rekart

**W E W**

ST. LOUIS—EST. 1921

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

**Personnel**

President . . . . . Rev. Patrick J. Holloran, S. J.  
 General Manager . . . . . Nicholas Paglara  
 Program Director . . . . . Don Lochner  
 Production Manager-Publicity  
 Director . . . . . Mark Thompson  
 Musical Director . . . . . Ralph Stein  
 Chief Engineer . . . . . Brother George Rueppel, S.J.

**W I L**

ST. LOUIS—EST. 1922

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Missouri Broadcasting  
 Corp.  
 Address . . . . . Melbourne Hotel  
 Phone Number . . . . . Jefferson 8403  
 Transmitter Location . . . . . Grand & Lindell Blvds.  
 Time on the Air: 7 a.m. to 11 p.m.; Saturdays,  
 7 a.m. to 2:30 p.m.; Sundays, 8:30 a.m.  
 to 11 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard Radio,  
 Lang-Worth  
 Representative . . . . . William G. Rambeau Co.

**Personnel**

President and General Manager,  
 Lester A. Benson  
 Vice-President . . . . . Clarence W. Benson

Commercial Manager . . . . . Claude C. Rock  
 Program Director . . . . . David Pasternak  
 Publicity Director . . . . . Mel Kampf  
 Chief Engineer . . . . . Chal H. Stoup

**K F U O**

ST. LOUIS—EST. 1921

Frequency: 850 Kc. . . . . Power: 5000 Watts  
 Owned By . . . . . Evangelical Lutheran Synod of  
 Missouri, Ohio and other states  
 Operated By . . . . . Board of Control of Concordia  
 Seminary  
 Address . . . . . 801 DeMun Ave.  
 Phone Number . . . . . DELmar 3030  
 Transmitter Location . . . . . 801 DeMun Ave.  
 Time on the Air . . . . . Daytime license  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth

**Personnel**

Station Manager . . . . . Herman H. Hohenstein  
 Production Manager-Chief Announcer,  
 Elmer Knoernschild  
 Accountant-Office Manager . . . . . William C. Krato  
 Musical Director . . . . . Gerhardt Schroth  
 Sports Editor . . . . . Elmer Knoernschild  
 Chief Engineer . . . . . Carl H. Meyer

**K D R O**

SEDALIA—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Albert S. and Robert A.  
 Drohlich d/b Drohlich Bros.  
 Address . . . . . 2100 W. Broadway  
 Phone Numbers . . . . . 4004, 4005, 4006  
 Transmitter Location . . . . . 2100 W. Broadway  
 Time on the Air: 6 a.m. to 11 p.m.; Sundays,  
 7 a.m. to 11 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Keystone Broadcasting  
 System

**Personnel**

Station-Commercial Manager  
 Robert A. Drohlich  
 Promotion Manager . . . . . Albert S. Drohlich  
 Program Director . . . . . William Davis  
 Chief Announcer . . . . . Milton Dickey  
 Chief Engineer . . . . . Bing G. Wong

**K G B X**

SPRINGFIELD—EST. 1924

NATIONAL BROADCASTING CO.

BLUE NETWORK

Frequency: 1260 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Springfield Broadcasting  
 Co.  
 Address . . . . . 508 St. Louis St.  
 Phone Number . . . . . 1360-1-2-3  
 Transmitter Location . . . . . Bolivar Road  
 Time on the Air . . . . . 6 a.m. to 12 midnight

MISSOURI-MONTANA

Newspaper Affiliation.....Springfield News-  
papers, Inc.  
News Service.....AP; UP  
Transcription Service.....NBC Thesaurus  
Representative.....John E. Pearson

**Personnel**

President.....H. S. Jewell  
Station and Commercial  
Manager.....J. Gordon Wardell  
Program Director.....M. Wayland Fullington  
Chief Announcer.....Dudley Morris  
Chief Engineer.....Fritz Bauer

**K T T S**

SPRINGFIELD—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Independent Broad-  
casting Co.  
Address.....Chamber of Commerce Bldg.  
Phone Number.....4303  
Transmitter Location...Chamber of Commerce  
Bldg.  
Time on the Air: 6:30 a.m. to 12:02 a.m.; Sun-  
days, 8 a.m. to 12:02 a.m.  
News Service.....INS  
Transcription Service.....World Broadcasting  
System  
Representative.....Sears & Ayer, Inc.

**Personnel**

President.....J. H. G. Cooper  
Station Manager.....G. Pearson Ward  
Commercial and Sales Promotion  
Manager.....Bob Burke

Program Director.....Frank McAtee  
Musical Director.....Ray Tad  
Chief Engineer.....Frank L. Barker

**K W T O**

SPRINGFIELD—EST. 1933

BLUE NETWORK

Frequency: 560 Kc.....Power: 5000 d.; 1000 n.  
Owned-Operated By..Ozarks Broadcasting Co.  
Address.....508 St. Louis St.  
Phone Number.....1360-1-2-3  
Transmitter Location...James River Club  
Road and Highway M  
Time on the Air.....5 a.m. to midnight  
Newspaper Affiliation...Springfield News-  
papers, Inc.  
News Service.....AP; UP  
Transcription Service.....Lang-Worth,  
NBC Thesaurus, Standard  
Representative.....John E. Pearson

**Personnel**

President.....Lester E. Cox  
Station Manager.....Ralph D. Foster  
National Sales Manager.....Leslie L. Kennon  
Local Sales Manager.....J. Gordon Wardell  
Sales Promotion and Publicity  
Manager.....W. H. Bailey  
Program Director.....Ralph A. Nelms  
Director of War  
Programs.....M. Wayland Fullington  
Production and Musical  
Director.....Hugh M. Aspinwall  
Chief Announcer.....Bill Bailey  
Chief Engineer.....Fritz Bauer  
Record MC.....Hugh M. Aspinwall

**MONTANA**

For Latest U. S. Census Population And Radio Homes Data And  
Statistics on "Shifting Population" Please Turn To Pages 233-286

**K G H L**

BILLINGS—EST. 1928

Frequency: 790 Kc.....Power: 5000 Watts  
Owned-Operated By.....Northwestern Auto  
Supply Co.  
Address.....Fifth and North Broadway  
Phone Number.....2222  
Transmitter Location.. 7 miles west of Billings  
Time on the Air.....6 a.m. to 11 p.m.  
News Service.....UP  
Transcription Service.....Standard, NBC  
Thesaurus  
Representative.....The Katz Agency

**Personnel**

President.....C. O. Campbell  
Station Manager.....Ed Yocum  
Sales Promotion Manager.....E. B. Kasser

Program Director.....M. V. Braunberger  
Chief Announcer.....Franz Robinson  
Musical Director.....Harry Turner  
Chief Engineer.....Jeff Kiichli

**K R B M**

BOZEMAN—EST. 1939

BLUE NETWORK—NBC  
Z-BAR NET

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By..KRBM Broadcasters, Inc.  
Address.....Baxter Hotel  
Phone Number.....1420  
Transmitter Location.....East of Bozeman  
Time on the Air.....8 a.m. to 11 p.m.  
News Service.....UP

Transcription Service.....Lang-Worth, Davis & Schwegler  
 Representative.....The Walker Co.

**Personnel**

President.....R. B. MacNab, Jr.  
 Station Manager.....Ernest A. Neath  
 Commercial Manager.....M. E. Dunn  
 Program Director.....L. L. Sterling  
 Chief Engineer.....Jack Provis

**KGIR**

**BUTTE—EST. 1929**  
 NATIONAL BROADCASTING CO.  
 Z-BAR NET

Frequency: 1370 Kc.....Power: 5000 Watts  
 Owned-Operated By.....KGIR, Inc.  
 Address.....Butte  
 Phone Number.....22-3-4  
 Transmitter Location.....121 W. B'way  
 Time on the Air.....7:00 a.m. to 1:00 a.m.  
 News Service.....UP  
 Transcription Service.....Lang-Worth;  
 C. P. MacGregor  
 Representative.....The Walker Co.

**Personnel**

Manager.....Ed. B. Craney

**KFB B**

**GREAT FALLS—EST. 1922**  
 COLUMBIA BROADCASTING SYSTEM

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

**Personnel**

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

**KPFA**

**HELENA—EST. 1937**  
 BLUE NETWORK

NATIONAL BROADCASTING CO.—Z BAR NET  
 Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By..Peoples Forum of the Air  
 Address.....1306 Eleventh Ave.  
 Phone Number.....1240  
 Transmitter Location.....Helena  
 Time on the Air.....8 a.m. to 12 midnight  
 News Service.....UP  
 Transcription Service.....Lang-Worth, NAB  
 Representative.....The Walker Co.

**Personnel**

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

**KG EZ**

**KALISPELL—EST. 1927**

Frequency: 1340 Kc.....100 Watts  
 Owned-Operated By.....Donald C. Treloar  
 Address.....203 - 1st Ave. E.  
 Phone Number.....332 (Office), Rural 3220  
 (Transmitter)  
 Transmitter Location.....2½ miles south of  
 Kalispell, on Highway No. 93  
 Time on the Air.....7 a.m. to 10 p.m.  
 News Service.....UP

**Personnel**

General Manager.....Donald C. Treloar  
 Commercial Manager.....K. W. Montgomery  
 Program-Musical Director.....Don Treloar  
 Chief Engineer.....W. H. Patterson

**KR J F**

**MILES CITY—EST. 1941**

KEYSTONE BROADCASTING SYSTEM

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

**Personnel**

General Manager.....W. F. Flinn  
 Station Manager.....Don Tannehill  
 Program Director.....R. D. Wilson  
 Chief Engineer.....H. W. Panchot

**KGVO**

**MISSOULA—EST. 1931**

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc...Power: 5000 d., 1000 n.  
 Owned-Operated By.....Mosby's Inc.  
 Address.....132 W. Front St.  
 Phone Number.....2155  
 Transmitter Location.....Highway No. 10  
 Time on the Air.....6:45 a.m. to 11 p.m.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 News Service.....UP  
 Representative.....Burns-Smith Co.

**Personnel**

President and Station Manager...A. J. Mosby  
 Assistant Manager-Program Director,  
 James Alden Barber

● ● ● **MONTANA - NEBRASKA** ● ● ●

Sales Manager ..... Socs Vratiss  
 Publicity Director ..... L. B. Smith  
 News Editor ..... Bob Martin  
 Publicity Director ..... L. B. Smith  
 Educational Director ..... Ruth G. Schleber  
 Production Manager ..... M. Berthold  
 War Programs ..... T. Morris  
 Record MC ..... Syd McSloy  
 Chief Engineer ..... Fred U. Wamble

Frequency: 1480 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... E. E. Krebsbach  
 Business Address ..... 108 S. Central Ave.  
 Phone Number ..... 408  
 Studio Address ..... 108 S. Central Ave.  
 Transmitter Location ..... 4½ miles N. E. of  
 Sidney  
 Time on the Air ..... 7 a.m. to 8:15 a.m.  
 Transcription Service ..... World

**K G C X**

SIDNEY—EST. 1926

CBC—KEYSTONE BROADCASTING SYSTEM

**Personnel**

President-Station Manager ..... E. E. Krebsbach  
 Chief Announcer ..... Helen Knopp  
 Production ..... C. Schofield  
 Chief Engineer ..... Frank Toomey

**NEBRASKA**

*For Latest U. S. Census Population And Radio Homes Data And  
 Statistics on "Shifting Population" Please Turn To Pages 233-286*

**K O R N**

FREMONT—EST. 1939

NEBRASKA WIRELESS

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Nebraska Broadcasting  
 Corporation  
 Address ..... Pathfinder Hotel  
 Phone Number ..... 1060, 1061  
 Transmitter Location ..... 1 mile east of Fremont  
 Time on the Air ..... 6 a.m. to 9 p.m.  
 News Service ..... AP  
 Transcription Service ..... Keystone  
 Representative ..... Sears and Ayer, Inc.

**Personnel**

President ..... Arthur Baldwin  
 General Manager ..... Lloyd C. Thomas  
 Station-Commerical Manager ..... Lumir Urban  
 Program Director ..... Marge Ritthales  
 Chief Announcer ..... Richard Coffey  
 Sales Promotion ..... H. S. Benedict  
 War Programs ..... Bob Cutbirth  
 Publicity ..... Esther Hosterman  
 Record MC ..... Jim O'Niell  
 Chief Engineer ..... James Wirka

**Personnel**

President-General Manager ..... Don Searle  
 Business Manager and Asst. General  
 Manager ..... Wick Heath  
 Commercial Manager ..... Bill Martin  
 Publicity ..... Ed Skinner  
 Program Director-Chief Announcer,  
 George Kister  
 Production Manager ..... Dutch Woodward  
 Record MC ..... Orie Kerwood  
 Musical Director ..... Connie Brunsvold  
 Chief Engineer ..... D. Swanson

**K H A S**

HASTINGS—EST. 1940

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... The Nebraska  
 Broadcasting Co.  
 Address ..... Tribune Bldg.  
 Phone Number ..... 1745-6  
 Transmitter Location ..... Tribune Bldg.  
 Time on the Air ..... 7 a.m. to 7 p.m.  
 Newspaper Affiliation ..... Hastings Daily Tribune  
 News Service ..... AP  
 Transcription Service ..... World Broadcasting  
 System

**Personnel**

President ..... D. W. Clarke  
 Station Manager ..... Duane L. Watts  
 Program Director ..... Max Brown  
 Chief Engineer ..... Lloyd Jones

**K M M J**

GRAND ISLAND—EST. 1925

Frequency 750 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... KMMJ, Inc.  
 Address ..... Ceder at Division  
 Phone Number ..... 703  
 Transmitter Location ..... Phillips, Nebr.  
 Time on the Air ..... Day and limited night  
 News Service ..... UP  
 Transcription Service ..... Standard Radio; BMI  
 Representative ..... Headley-Reed Co.

**K G F W**

KEARNEY—EST. 1928

KEYSTONE BROADCASTING SYSTEM  
 NEBRASKA RADIO NETWORK



# NEBRASKA

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By.....Central Nebraska  
 Broadcasting Corporation  
 Address.....Federal Annex Bldg.  
 Phone Number.....Executive office, 23541.  
 Program Dept., 31551  
 Transmitter Location.....South Central Ave.  
 Time on the Air.....6:30 a.m. to 9:00 p.m.  
 News Service.....AP  
 Transcription Service.....Keystone  
 Representative.....Sears & Ayer, Inc.

## Personnel

General Manager.....Lloyd C. Thomas  
 Station-Commercial Manager.E. Anson Thomas  
 Program Director- Chief  
 Announcer.....Maurice Wenzinger  
 Production Manager.....Robt. Kellogg  
 Publicity Director.....Maxine Selover  
 Office Manager.....Betty Bishop  
 Farm Editor.....Howard Peterson  
 Musical Director.....Peg Biber  
 Chief Engineer.....Jack Lewis

## K F A B

LINCOLN—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 780 Kc. Power: 10000 Watts  
 Owned-Operated By.....KFAB Broadcasting  
 Company  
 Address.....Hotel Lincoln  
 Phone Number.....2-3214  
 Transmitter Location.....17th and Holdrege Sts.  
 Time on the Air.....5 a.m. to 12:00 a.m.  
 Newspaper Affiliation.....Nebraska State  
 Journal, Lincoln Star  
 News Service.....INS; AP  
 Transcription Service.....Standard Radio,  
 Associated, BMI  
 Representative.....Edward Petry & Co., Inc.

## Personnel

President.....Fred Sidles  
 General Manager.....Hugh M. Feltis  
 Station Manager.....Earl Williams  
 Auditor-Office Manager.....Paul L. Dodd  
 Program Director.....W. E. MacDonald  
 Chief Announcer.....R. Lyell Bremser  
 Publicity and Sales Promotion  
 Director.....Dan Shoemaker  
 Continuity Head.....L. A. Miller  
 Traffic Manager.....Clara Rehn  
 Music Librarian.....Alene McKinney  
 Chief Engineer.....Mark Bullock

## K F O R

LINCOLN—EST. 1924

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By.....Cornbelt Broadcasting  
 Corporation

Address.....Hotel Lincoln  
 Phone Number.....2-3214  
 Transmitter Location.....4745 Vine St.  
 Time on the Air.....6:30 a.m. to 12 midnight  
 Newspaper Affiliation.....Nebraska State  
 Journal, Lincoln Star  
 News Service.....INS; AP  
 Transcription Service.....Standard Radio,  
 Associated, BMI  
 Representative.....Edward Petry & Co., Inc.

## Personnel

President.....Fred Sidles  
 General Manager.....Hugh M. Feltis  
 Station Manager.....C. E. Williams  
 Promotion Manager.....Don Shoemaker  
 Auditor-Office Manager.....Paul L. Dodd  
 Program Director.....W. E. MacDonald  
 Chief Announcer.....R. Lyell Bremser  
 Continuity Head.....L. A. Miller  
 Chief Engineer.....Mark Bullock

## W J A G

NORFOLK—EST. 1922

Frequency: 1090 Kc. Power: 1000 Watts  
 Owned-Operated By.....Norfolk Daily News  
 Business Address.....Hotel Norfolk  
 Phone Number.....432  
 Studio Address.....Hotel Norfolk  
 Transmitter Location.....West Koenigstern Ave.  
 Time on the Air: 6:30 a.m. to 6 p.m.; Sundays,  
 9 a.m. to 5 p.m.  
 Newspaper Affiliation.....Norfolk Daily News  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....The Walker Co.

## Personnel

President.....Gene Huse  
 Station Manager.....Art Thomas  
 Chief Announcer.....Ken Myers  
 Musical Director.....Harold Kline  
 Chief Engineer.....Frank Weidenbach

## K O D Y

(Was KGNF)

NORTH PLATTE—EST. 1930

NATIONAL BROADCASTING COMPANY

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By.....Radio Station WOW,  
 Omaha  
 Address.....1521 West 12th St.  
 Phone Number.....295  
 Time on the Air.....6 a.m. until 12 midnight  
 News Service.....UP  
 Transcription Service.....C. P. MacGregor,  
 Lang-Worth  
 Representative.....John Blair & Co.

## Personnel

President.....John J. Gillin, Jr.  
 Resident Manager.....Jack Alexander

# Meet **WOW's** Little Brother



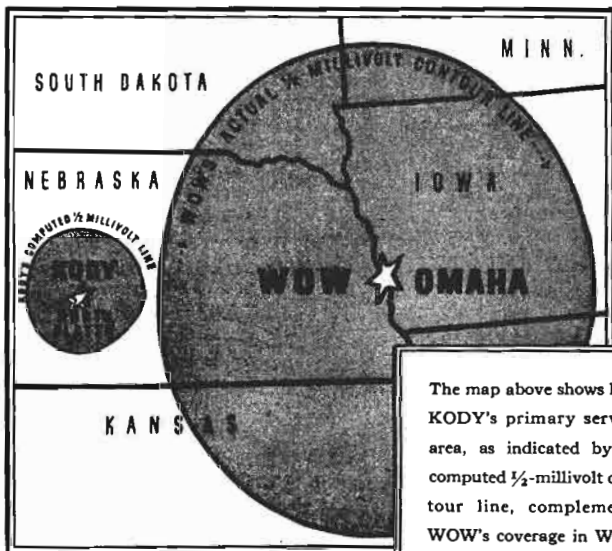
Radio Station WOW, which has served Western Iowa and Eastern Nebraska with primary radio coverage for more than 20 years, now has a little brother—KODY, so named to perpetuate the memory of the great plainsman and superb showman, "Buffalo Bill" Cody.

KODY gives primary coverage in a small but rich market that is adequately served by no other radio station. The combination of WOW and KODY will give radio advertisers primary coverage of most important markets in Western Iowa and Nebraska, plus portions of South Dakota, South-Western Minnesota and Northern Kansas.



WOW's 1/2-millivolt contour line extends approximately 190 miles East and West of Omaha, and approximately 200 miles North and South of Omaha.

There are now good availabilities on WOW. On KODY there are excellent quarter-hour, news sponsorship and spot availabilities.



The map above shows how KODY's primary service area, as indicated by its computed 1/2-millivolt contour line, complements WOW's coverage in Western Nebraska.

Write, **WIRE, OR 'PHONE**

# KODY

NBC

**NORTH PLATTE, NEBR.**

*In the Heart of the  
"Buffalo Bill Country"*

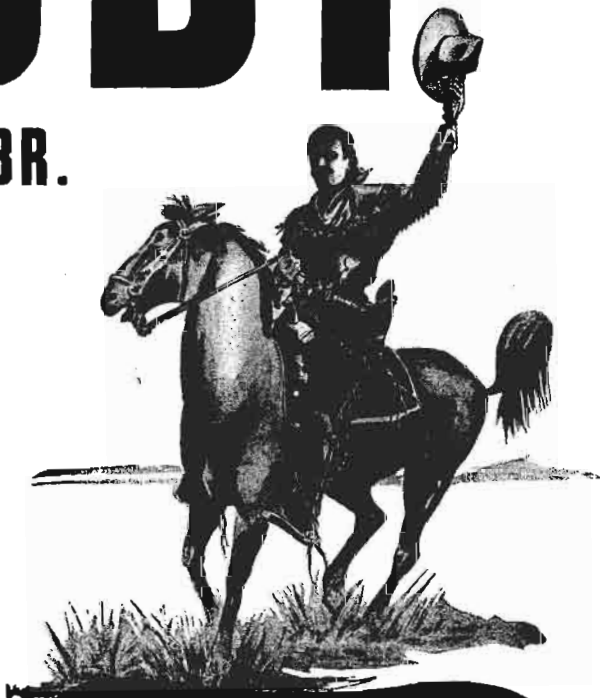
This new, full-time NBC outlet is owned and operated by Radio Station WOW, Inc., and all the facilities of Omaha's big NBC station will be available to KODY.

KODY will give PRIMARY coverage in the small but very substantial North Platte market. North Platte is essentially a railroad city, the most populous in the Western half of Nebraska. Its trade territory, however, embraces thousands of acres of the finest grasslands and irrigated farms, the income from which, added to the railroad and other industrial payrolls, gives the North Platte area a balanced economy, making it a worth while year-around market.

#### IT'S JOHNNY GILLIN'S STATION

KODY will be operated by the same efficient management which has made WOW one of the outstanding radio stations in the country, and will have the personal attention of Johnny Gillin, who is determined to make KODY the "biggest little station in the world."

KODY will be a PROFITABLE buy for any advertiser desiring to penetrate the Western Nebraska market.



RADIO STATION

# WOW

OMAHA, NEBRASKA

AND **KODY** AT NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.  
JOHN BLAIR & CO., REPRESENTATIVES

**DDAY FOR COMPLETE DETAILS  
BOUT KODY . . . Or Call Your Nearest  
hn Blair Man.**

Program Director ..... Joe Di Natale  
 Chief Engineer ..... Buford Eaves  
 (See Page 490-491)

# K B O N

OMAHA—EST. 1942

MUTUAL BROADCASTING SYSTEM

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

Address ..... 2027 Dodge Street  
 Phone Number ..... Jackson 8282  
 Time on the Air ..... 6:30 a.m. to midnight  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... William G. Rambeau Co.

## Personnel

President ..... John K. Morrison  
 Studio Manager ..... Marie Maher  
 Station Manager ..... Paul R. Fry  
 Production Manager ..... R. McCann  
 Chief Announcer ..... William Fairley  
 Chief Engineer ..... Richard Wlna

# K O I L

OMAHA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Central States Broad-  
 casting Co.

Address ..... Omaha National Bank Bldg.  
 Phone Number ..... Jackson 7626  
 Transmitter Location ..... Council Bluffs, Iowa  
 Time on the Air: 6 a.m. to 12:05 a.m.; Sundays,  
 8 a.m. to 12:05 a.m.

Newspaper Affiliation ..... Lincoln Star,  
 Nebraska State Journal

News Service ..... INS; AP  
 Transcription Service ..... Standard Radio,  
 Associated

Representative ..... Edward Petry & Co.

## Personnel

General Manager ..... Hugh M. Feltis  
 Assistant Manager ..... Harold Hughes  
 Sales Prom.-Merchandising Mgr. .... Harold Roll  
 Program Director ..... Harold Hughes  
 Musical Director ..... Teresa Peter  
 War Programs ..... Bruce Walker  
 Chief Engineer ..... Mark Bullock

# K O W H

OMAHA—EST. 1922

BLUE NETWORK

Frequency: 660 Kc. .... Power: 500 Watts  
 Owned By ..... World Publishing Co.  
 Operated By ..... Omaha World-Herald  
 Business Address ..... 15th and Farnam Sts.  
 Studio Address ..... World Herald Bldg.  
 Transmitter Location ..... Northwest of Omaha

Time on the Air ..... 6 a.m. to local sunset  
 News Service ..... UP  
 Transcription Service ..... Standard Radio  
 Representative ..... George P. Hollingbery Co.

## Personnel

President ..... Henry Doorly  
 Station Manager ..... B. C. Corrigan

# W O W

OMAHA—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 590 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Radio Station WOW, Inc.  
 Address ..... Insurance Building, 17th & Farnam  
 Streets

Phone ..... Webster 3400  
 Transmitter Location ..... 56th & Kansas Avenue  
 Time on the Air ..... 5:30 a.m. to 1:35 a.m.;  
 Sundays, 7:00 a.m. to 1:35 a.m.

News Service ..... UP, Chicago Daily News  
 Foreign Service

Transcription Service ..... NBC Thesaurus;  
 Lang-Worth; C. P. MacGregor

Representative ..... John Blair & Company

## Personnel

President and General Mgr. .... John J. Gillin, Jr.  
 Asst. Mgr. in Charge of Sales ..... Harry Burke  
 Promotion Manager ..... Bill Wiseman  
 Program Manager ..... Lyle DeMoss  
 Production Manager ..... Ray Olsen  
 Publicity Director ..... Bill Wiseman  
 Director of War Programs ..... Harry Burke  
 Sports Editor ..... Tom Dailey  
 Musical Director ..... Morton Wells  
 Chief Engineer ..... Wm. J. Kotera

(See Page 490-491)

# K G K Y

SCOTTSBLUFF—EST. 1930

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned By ..... L. L. Hilliard, Ruth K.  
 Hilliard and R. M. Stewart

Operated By ..... Hilliard Co.  
 Business Address ..... 1517 Broadway  
 Phone Number ..... 856  
 Studio Address ..... 1517 Broadway  
 Transmitter Location ..... South Broadway  
 Time on the Air ..... 6:00 a.m. to 9:15 p.m.  
 News Service ..... UP  
 Transcription Service ..... NBC Thesaurus;  
 Standard Radio

## Personnel

President and Station Manager ..... L. L. Hilliard  
 Vice-President-Commercial  
 Manager ..... R. M. Stewart  
 Program Director and  
 Chief Announcer ..... Bill Walter  
 Chief Engineer ..... H. Morrison

# NEVADA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## K E N O LAS VEGAS—EST. 1940 BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Nevada Broadcasting Company  
Business Address: P. O. Box 1310  
Phone Number: 1400  
Studio Address: El Rancho Vegas  
Transmitter Location: El Rancho Vegas  
Time on the Air: 7:45 a.m. to 11 p.m.  
News Service: INS  
Transcription Service: NBC Thesaurus  
Representative: Homer Owen Griffith

### Personnel

President-Station Manager: Maxwell Kelch  
Commercial Manager: Paul R. Gang  
Program Director: Don J. Erskine

## K O H RENO—EST. 1931 BLUE NETWORK

Frequency: 630 Kc. Power: 1000 Watts  
Owned-Operated By: McClatchy Broadcasting Co. of Nevada  
Address: 143 Stevenson Street  
Phone Number: 5106-7  
Transmitter Location: County Road, Sparks, Nevada  
Time on the Air: 6:00 a.m. to 12 midnight; Saturdays, 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight  
Newspaper Affiliation: The Sacramento Bee; Modesto Bee; Fresno Bee  
News Service: UP  
Transcription Service: NBC Thesaurus  
National Sales Office: Robert Street, 366 Madison Ave., New York, N. Y.  
Representative: Paul H. Raymer Co.

### Personnel

President: Eleanor McClatchy  
Station Manager: Robert L. Stoddard  
Program Director: Mariellen Nenzel  
Chief Engineer: Tom Boland  
(See Page 358)

# NEW HAMPSHIRE

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## W K N E KEENE—EST. 1927

### COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc. Power: 5000 Watts  
Owned-Operated By: WKNE Corporation  
Address: 17 Dunbar St.  
Phone Number: Keene 2080  
Transmitter Location: Stanhope Ave.  
Time on the Air: 6:30 a.m. to 11:15 p.m.  
News Service: UP  
Transcription Service: Lang-Worth  
Representative: Headley-Reed Co.

### Personnel

President: Harry C. Wilder  
Station Manager: David Carpenter  
Commercial Manager: Richard G. Bath  
Program Director: Robert M. Peebles  
Publicity-Continuity Director: Ruth Redington  
Chief Announcer: Ted Beebe  
Chief Engineer: Ernest Batchelder

## W L N H LACONIA—EST. 1922

### MUTUAL—YANKEE

### KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Northern Broadcasting Company  
Address: 653 Main Street  
Phone Number: Laconia 501  
Transmitter Location: Sanbornton Bay Road, Sanbornton, N. H.  
Time on the Air: 7:00 a.m. to 11:15 p.m.; Sundays, 8 a.m. to 11:15 p.m.  
News Service: AP  
Transcription Service: NBC Thesaurus  
Representative: Bertha Bannan

### Personnel

President: Vernon Mason  
General Manager: Martin B. Avery  
Program Director: Sherwin Greenlaw  
Director of Women's Activities: Marie Forsberg  
Chief Engineer: Louis Steady



This is  
a  
*Launching  
Tag*

... distributed at  
every Submarine Launching at the Portsmouth Navy  
Yard.

- More than 20,000 Sub-makers are paid over  
\$1,000,000 *WEEKLY!*
- EVERY ONE of these workers — and their  
families—lives in the thriving *WHEB Primary*.
- Good reason why your next New England  
Campaign should be launched over—

•  
*Yankee-Mutual*

**W H E B**

Portsmouth, New Hampshire

"1,000 Watts . . . at 750 on the Dial"

•  
BERT GEORGES, General Manager

**W F E A**

**MANCHESTER—EST. 1932**  
**NATIONAL BROADCASTING CO.**  
**YANKEE NETWORK**

Frequency: 1370 Kc. Power: 5000 Watts  
 Owned-Operated By: N. H. Broadcasting Co.

Address: Carpenter Hotel, 323 Franklin St.  
 Phone Number: 7970; 7520  
 Transmitter Location: Merrimack, N. H.  
 Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight

News Service: UP  
 Transcription Service: NBC Thesaurus  
 Representative: Weed & Co.; Bertha Bannan

**Personnel**

President: Mrs. Henry P. Rines  
 Station Manager: David F. Shurtleff  
 Commercial Manager: Frank Betten  
 Program Director-Production Manager: Fred Cole  
 Chief Announcer: J. G. Kearney  
 War Programs: B. Ramsey  
 Musical Director: Roger Barrett  
 Chief Engineer: Reginald A. B. Schow

**W M U R**

**MANCHESTER—EST. 1941**  
**BLUE NETWORK**

Frequency: 610 Kc. Power: 5000 d.; 1000 n.  
 Owned-Operated By: Radio Voice of New Hampshire, Inc.

Address: 1819 Elm Street  
 Phone Number: 2090-2091  
 Transmitter Location: Front Street  
 Time on the Air: 6:30 a.m. to 11:30 p.m.  
 News Service: AP

Transcription Service: Associated Music Publishers  
 Representative: Spot Sales, Inc.  
 R. C. Foster & Company

**Personnel**

President: Francis P. Murphy  
 Station Manager: Harvey Carter  
 Program Director: Phyllis Borden  
 Production Manager-Musical Director: Bert Colter  
 Chief Announcer: Armand La Pointe  
 Chief Engineer: Vincent H. Chandler

**W H E B**

**PORTSMOUTH—EST. 1932**

Frequency: 750 Kc. Power: 1000 Watts  
 Owned-Operated By: WHEB, Inc.  
 Address: Lafayette Road, U. S.

Highway No. 1  
 Phone Number: 2670  
 Transmitter Location: Lafayette Road, U. S.  
 Highway No. 1

Time on the Air: 6 a.m. to hour after local sunset; Sundays, 7:45 a.m. to hour after local sunset

News Service: AP  
 Transcription Service: NBC Thesaurus  
 Representative: Wm. G. Rambeau  
 Bertha Bannan

**Personnel**

Owner: Hon. Charles M. Dale  
 General Manager: Bert Georges  
 Sales Manager: Keith Field  
 Program Director: Winslow Bettinson  
 Production Manager-Publicity Director: Dal Wyant  
 Chief Announcer: Bob Athearn  
 Director War Programs: W. Bettinson  
 Talent Director: Bill Waters  
 Artists Bureau: Bill Waters  
 Continuity Director-Record MC: Bob Athearn  
 Musical Director: Katherine Gunther  
 Chief Engineer: Paul Lindsay

**TELESCRIPTS**

**PA**

*... originated by  
 are complete scripts, cued for  
 music or sound effects, and  
 moved on the special  
 news wire.*

**AP**

*Widely sponsored from coast-to-coast.*

*This Amazing  
Sales Increase  
is Proof that..*



1937	1938	1939	1940	1941	1942	1943
18%	23%	28%	34%	62%	10%	12%
Sales Increase over 1936	Sales Increase over 1937	Sales Increase over 1938	Sales Increase over 1939	Sales Increase over 1940	Sales Increase over 1941	Sales Increase over 1942

## WHOM DELIVERS "BETTER THAN AVERAGE RESULTS"

There is a large segment of the New York and North Jersey radio audience who look to WHOM for their daily radio fare. These millions of foreign and native born Americans buy huge quantities of goods and services. Year after year, they listen to WHOM for *just what they want to hear*, and loyally support the sponsors. For *Better Than Average Results* for your radio dollars, call or write.

1480 Kilocycles

Full Time Operation

# WHOM

FOR BETTER THAN AVERAGE RESULTS

Joseph Lang, Gen. Mgr.

New York Studios: 29 West 57th Street, New York City



# NEW JERSEY

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## W C A P

ASBURY PARK—EST. 1926

Frequency: 1310 Kc. ....Power: 500 Watts  
Owned-Operated By.....Radio Industries  
Broadcast Company, Inc.

Business Address.....4 Convention Hall  
Phone Number.....Asbury Park 1911-4682  
Studio Address.....8-10-12 North Promenade  
Convention Hall

Transmitter Location.....W. Bangs Avenue,  
Neptune, N. J.

Time on the Air: Shares with WCAM & WTNJ

### Personnel

President .....George S. Ferguson  
Station Manager.....V. N. Scholes  
Technical Advisor.....Thomas F. Burley, Jr.  
Program Director.....Ruth Brown  
Chief Announcer.....Phillip O'Farrell  
Musical Director.....G. H. Scott  
Chief Engineer.....Gordon Shaw

## W B A B

ATLANTIC CITY—EST. 1939  
COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc. ....Power: 250 Watts  
Owned-Operated By..Press-Union Publishing  
Co.

Business Address.....1900 Atlantic Ave.  
Phone Number .....5-1111

Studio Address...Absecon Blvd. and Beach  
Thorofare

Transmitter Location: Absecon Blvd. & Beach  
Thorofare

Time on the Air.....7 a.m. to 12 midnight  
Newspaper Affiliation: Atlantic City Press;  
Atlantic City Evening Union

News Service .....AP  
Transcription Service .....NBC Thesaurus  
Representative.....Headley-Reed Co.

### Personnel

President .....Albert J. Feyl  
General Manager.....Monroe L. Mendelsohn  
Program Director.....Ralph Shoemaker  
Chief Engineer .....Earle Godfrey

## W F P G

ATLANTIC CITY—EST. 1940

Frequency: 1450 Kc. ....Power: 250 Watts  
Owned-Operated By.....Neptune Broad-  
casting Corporation

Business Address ..... Steel Pier  
Phone Number .....52188

Transmitter Location.....Steel Pier  
Time on the Air.....7:30 a.m. to 1 a.m.  
News Service.....UP  
Transcription Service .....Associated Music  
Representative.....Burn-Smith Company, Inc.

### Personnel

General Manager.....Edwin E. Kohn  
Program Director.....Edgar A. Sweet  
Chief Engineer.....Blair K. Thron

## W S N J

BRIDGETON—EST. 1937

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. ....Power: 250 Watts  
Owned-Operated By.....Eastern States  
Broadcasting Corp.

Address.....Radio Center Bldg.  
Phone Number .....Bridgeton 1600

Transmitter Location.....Carl's Corners  
Time on the Air.....8:00 a.m. to 8:00 p.m.

News Service .....UP  
Transcription Service.....Keystone

### Personnel

President-Manager .....Elmer Wene  
Station Manager .....Paul Alger  
Commercial Manager.....Burt McKinnie  
Program Manager .....Lowell Ayars  
Publicity Manager .....Will Bartlett  
Record MC .....Francis Fekel  
Chief Engineer .....Chas. Murray

## W C A M

CAMDEN—EST. 1926

Frequency: 1310 Kc. ....Power: 500 Watts  
Owned-Operated By.....City of Camden  
Address .....City Hall

Phone Numbers.....Camden 0907-4523-9000  
Transmitter Location.....Civic Center, Camden

Time on Air: Sun. 10:15 a.m. to 12:30 p.m.;  
3 to 5 p.m.; Mon., 10:30 a.m. to 11:30 a.m., 2  
to 5 p.m., 8 to 12 midnight; Tues., 2 to 5  
p.m.; Wed., 10:30 to 11:30 a.m., 2 to 5 p.m.;  
Thurs., 2 to 5 p.m.; Fri., 10:30 to 11:30 a.m.,  
2 to 5 p.m., 9 to 12 midnight; (No time Sat-  
urday)

News Service.....AP  
Transcription Service.....Standard Radio

### Personnel

Chief Executive...Mayor George E. Brunner  
Manager-Chief Engineer...Clarence E. Onens  
Sales Promotion Manager.....L. M. Maxwell  
Program Director.....Elizabeth Renner  
Production Manager.....William Markward

# When You Think Of AMERICA'S 4<sup>TH</sup> LARGEST MARKET

**1943 BOX SCORE**  
Comparative ¼ Hour Ratings  
12 Noon to 6 P.M.

You **MUST** Think  
Of **WAAT!**

**WAAT**  
vs.  
**THREE**

50,000  
WATTERS  
COMBINED

**LEADS 435 ¼ Hrs.**

**TRAILS 360 ¼ Hrs.**

**TIED 69 ¼ Hrs.**

**WAAT**  
vs.  
**FOUR**

LEADING  
INDEPENDENTS  
COMBINED

**LEADS 893 ¼ Hrs.**

**TRAILS 207 ¼ Hrs.**

**TIED 52 ¼ Hrs.**

And Here's  
The **PROOF!**

This recapitulation is from the continuous survey conducted in North Jersey by "The Pulse of New York" (cooperatively paid for by ALL major stations in this area), covering an impartial study of ¼ hour ratings from 12 Noon to 6 P.M. for THE ENTIRE YEAR OF 1943!

Yes—these figures speak for themselves! They're the hard cold facts conclusively proving that dollar-for-dollar WAAT is New Jersey's best radio buy—that it must be considered for any schedule that aims at REAL coverage of this vast market.\* If you'd like to see the COMPLETE survey—with all the convincing facts and figures—write or phone today!

National Representatives (Outside New York Area) Spot Sales, Inc.



**WAAT**

970 KC  
NEWARK,  
N. J.

**"DOLLAR FOR DOLLAR  
NEW JERSEY'S  
BEST RADIO BUY"**

\*Do you realize this market contains over 3½ million people; more than these 14 cities combined: — Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

**W H O M**

**JERSEY CITY—EST. 1928**

Frequency: 1480 Kc. Power: 1000 d.; 500 n.  
 Owned-Operated By... New Jersey Broadcast-  
 ing Corporation  
 Business Address... 29 W. 57th St., New York,  
 N. Y.  
 Phone Number..... Plaza 3-4204  
 Studio Addresses... 2870 Hudson Boulevard;  
 29 W. 57th St., New York City  
 Transmitter Location..... Washington Street  
 Time on the Air: 7 a.m. to 12 midnight; Sun-  
 days, 8 a.m. to 12 midnight  
 News Service..... AP  
 Transcription Service..... Lang-Worth; BMI

**Personnel**

President..... Paul F. Harron  
 General Manager..... Joseph Lang  
 Assistant Manager..... West W. Willcox  
 Commercial-Sales Promotion  
 Manager..... J. M. Compter  
 Program Director-Production Manager  
 Chas. Baltin  
 Ass't..... Steven Hollis  
 Director of War Programs..... Charles Baltin  
 Musical Director..... Joseph DeLuca  
 Chief Engineer..... Theodore Gemp  
 (See Page 496)

**W A A T**

**NEWARK—EST. 1920**

**NEW JERSEY STATE NETWORK**

Frequency: 970 Kc. Power: 1000 Watts  
 Owned-Operated By..... Bremer Broad-  
 casting Corporation  
 Address..... 11 Hill St., Newark  
 Phone Number..... Mitchell 2-6400  
 Studio Address..... Hotel Sheraton, Newark  
 Transmitter Location..... Kearny  
 Time on the Air..... 24 hours daily  
 News Service..... UP  
 Transcription Service..... World Broadcasting  
 System  
 Representative..... Spot Sales, Inc

**Personnel**

President..... Matthew B. Rosenhaus  
 Executive Vice-President-General Manager  
 Irving Robert Rosenhaus  
 Vice-President in Charge of Sales,  
 A. B. Schillin  
 Vice President in Charge of National Sales  
 Victor Bennett  
 Program Director..... Roland Trenchard  
 Director War Activities..... Janice Grandy  
 Production Manager..... Lee Stewart  
 Traffic Manager..... Grace Reese  
 Comptroller..... Theodore Elkins  
 Sales Promotion..... Jay Stanlee  
 Publicity..... Mary Linnon

Chief Announcer..... David Miller  
 Record MC..... Paul Brenner  
 Chief Engineer..... Anthony Castellini  
 Musical Director..... Gus Steck  
 Technical Supervisor..... Frank V. Bremer

**W H B I**

**NEWARK—EST. 1922**

Frequency: 1280 Kc. Power: 2500 d.; 1000 n.  
 Owned-Operated By..... May Radio Broad-  
 cast Corp.  
 Address..... 100 Shipman Street  
 Phone Number..... Mitchel 2-7354  
 Transmitter Location..... Newark  
 Time on the Air..... Limited

**Personnel**

President-General Manager... James L. Shearer

**ANOTHER FIRST**

for **PA**



**HOURLY NEWS  
SUMMARIES**

PA originated  
 hourly news  
 summaries on  
 the special  
 AP radio news  
 wire.

# WPAT

PATERSON—EST. 1941

Frequency: 930 Kc.....Power: 1000 Watts  
 Owned-Operated By...North Jersey Broad-  
 casting Co., Inc.  
 Address .....7 Church St., Paterson  
 Phone Numbers...Armory 3-3400 (Paterson)  
 Transmitter Location.....Clifton, N. J.  
 Time on the Air.....To local sunset  
 News Service .....UP  
 Transcription Service.....Associated Music  
 Publishers  
 New York Office.....1501 Broadway  
 Representative .....Bertha Bannan

## Personnel

President.....James V. Cosman  
 Vice-President and General Manager  
   Sidney J. Flamm  
 Commercial Manager .....A. Lewis King  
 Sales Promotion .....Helen Leighton  
 Chief Announcer .....Wm. Bohack  
 Program Director .....Ted Webbe  
 Publicity Director .....David Golden  
 Record MC .....Stephen Ellis  
 Chief Engineer.....Earl F. Lucas

# WTNJ

TRENTON—EST. 1923

QUAKER NETWORK

Frequency: 1310 Kc.....Power: 500 Watts  
 Owned-Operated By.....WOAX, Inc.  
 Address .....416 Bellevue Avenue  
 Phone Number .....8149  
 Transmitter Location: Lincoln Point, Morris-  
 ville, Pa.  
 Time on the Air: 7 a.m. to 10:30 a.m., Mon.  
 thru Sat.; 5 p.m. to 8 p.m. Mon. thru Fri.;  
 Saturdays, 4 p.m. to 8 p.m.; Sundays, 5 p.m.  
 to 8 p.m.  
 News Service.....UP  
 Transcription Service...Langworth; C. P. Mac  
 Gregor

## Personnel

Vice-President-General Manager..F. J. Wolff  
 Commercial Manager.....H. M. Gebert  
 Sales Promotion Manager .....Dave Rolontz  
 Program Director.....Walter Lewis  
 Director of War Programs...Marian Marshall  
 Production Manager.....Louis Jerome  
 Chief Announcer.....Robert Carroll  
 Chief Engineer.....Edward P. Knowles

*Sell your clients...*



*The fastest growing station in the Metropolitan Area!*

COVERAGE MAP AND RATE CARD SUPPLIED ON REQUEST

RADIO STATION **WPAT** } PATERSON, NEW JERSEY • PARAMOUNT BLDG. NEW YORK